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New *iGR* study quantifies the impact of the pandemic and provides a five-year forecast of home broadband usage in U.S. households

Study also details the types of data activities of U.S. consumers in their homes

AUSTIN, Texas, September 20th, 2021 – Home broadband usage in the U.S. has increased continuously over the last decade as U.S. consumers have expanded their use of the Internet and now engage in many high usage activities, such as video conferencing and video streaming on a variety of devices on their home Wi-Fi networks.

In 2020 and 2021 the industry saw an even greater increase in home broadband usage, as many students and workers in the U.S. were forced to stay at home during the COVID-19 pandemic.

iGR, a market research consultancy focused on the wireless and mobile industry, has recently published a new market study that analyzes recent U.S. mobile consumer behavior at home and how it has affected home broadband usage. The study estimates home broadband usage and how much of that usage is on Wi-Fi, as well as how much of the usage is generated by video content. The market study incorporates the impact of the COVID-19 pandemic on home broadband usage throughout the forecast, according to *iGR*'s assumptions about broadband consumers' current behaviors and their behaviors when the U.S. returns to a new 'normal.'

"In the last 18 months, the pandemic has had an obvious impact on many U.S. consumers' home data usage," said Iain Gillott, president and founder of *iGR*. "In our new forecast we have estimated how the pandemic will likely impact average home data usage during the next five years."

iGR's new market study, [U.S. Home Broadband & Wi-Fi Usage Forecast, 2020-2025: Measuring the pandemic's continued impact](#), provides a five-year forecast for the amount of data used over home broadband connections in U.S. households. Additionally, the forecast divides the data usage into that provided by wired Ethernet or Wi-Fi, and it also splits usage between video and non-video content. In addition to the forecast, this market study discusses the home broadband usage behaviors of U.S. consumers and details results from *iGR*'s October 2020 survey of over 1,000 U.S. mobile consumers.

The following key questions are addressed in the new market study:

- What are the home broadband usage characteristics of U.S. consumers in iGR's survey? Specifically, what type of Internet connection, Wi-Fi and devices do they use?
- What activities do U.S. consumers engage in on their home broadband connection?
- What are the video usage habits of U.S. consumers?
- How have subscription rates to cable TV services and home Internet services changed over the last two years?
- How many U.S. households have broadband Internet service? How is this adoption rate related to age, income and education level?
- Which broadband technologies are being used and what connection speeds are being provided to U.S. households?
- How much home broadband is used today by U.S. households, and how will this amount change over the five-year forecast period?
- How has home broadband usage in U.S. households been impacted by the COVID-19 pandemic? How will the pandemic affect later years of the forecast?
- How does usage compare between four quartiles of households that range from low-usage households to high-usage households?
- How many different Wi-Fi-enabled devices are typically used in a household?
- How much home broadband is driven by devices connected to a Wi-Fi network in U.S. households?
- How much home broadband is driven by video applications and non-video applications?

The information in this market study will be valuable for:

- Mobile operators
- Cable MSOs and other fixed broadband providers
- Device OEMs
- Content providers and distributors
- Financial analysts and investors.

The new report can be [purchased](#) and downloaded directly from *iGR's* website at www.iGR-inc.com.

About *iGR*

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as iGillottResearch, *iGR* is now in its twentieth year of operation. *iGR* continuously researches

emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: 5G, 4G LTE, smartphones, tablets, connected cars, V2X and V2V, mobile applications, bandwidth demand and use, 5G small cell and het-net architectures, 5G new core virtualization, mobile EPC and RAN virtualization, edge computing, in-building wireless, CBRS, mmWave, spectrum farming, DAS, VoLTE, macro-, pico- and femtocells, mobile front/backhaul, WiFi and WiFi offload, and enterprise private LTE.

A more complete profile of the company can be found at www.igr-inc.com.