

**U.S. Home Broadband
& Wi-Fi Usage
Forecast, 2017 - 2022:
*Faster speeds and
more data***

Market Study
Second Quarter 2018





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Abstract

It is no surprise that home broadband usage in the U.S. is growing, as U.S. consumers increasingly engage in social networking, video chatting and other basic web activities on a variety of devices on their home Wi-Fi networks. And even more significantly, a growing number of U.S. consumers choose to watch much of their TV and movie content on the Internet using streaming video services, instead of through a traditional cable or satellite TV service.

Home broadband usage is important to mobile operators and the mobile industry because it is a precursor to outside-the-home usage: if a user gets accustomed to streaming video and music over an in-home Wi-Fi network, then that user is likely to stream the same content when they step outside the home.

This market study estimates 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 is also splits usage between video and non-video content. In addition to the five-year forecast, this market study discusses the home broadband usage behaviors of U.S. consumers, using results from *iGR's* March 2018 survey of over 1,000 U.S. mobile consumers.

Key questions addressed:

- What defines the home broadband usage 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 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 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?

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- How much home broadband is driven by video applications and non-video applications?

Who should read this report?

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

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