



eMarketer™ The Source for Internet and E-Business Research and Analysis

Receive Notification of New Reports | How To Use eMarketer for Your Business

You are not logged in

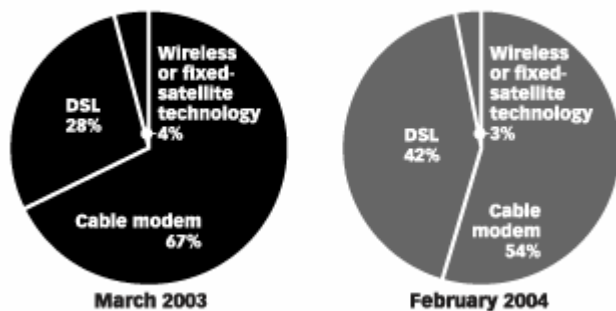
DSL Driving US Broadband Adoption

23 April 2004

Nearly 70 million people in the US have high-speed Internet access, reports the Pew Internet & American Life Project, and a growing number of them are using DSL -- rather than cable modem -- connectivity.

Pew reports that 55% of adult Net users in the US, or 34% of all US adults, have access to broadband at home or at work as of February. Nearly 48 million adults have broadband access at home, 42% of whom have DSL connections. Though cable still claims a larger share of the at-home broadband market in the US, Pew notes that a growing DSL user base has pushed along the rise in broadband adoption over the past year.

Adult At-Home Broadband Users in the US, by Access Technology, March 2003 & February 2004 (as a % of respondents)



Note: numbers may not add up to 100% due to rounding

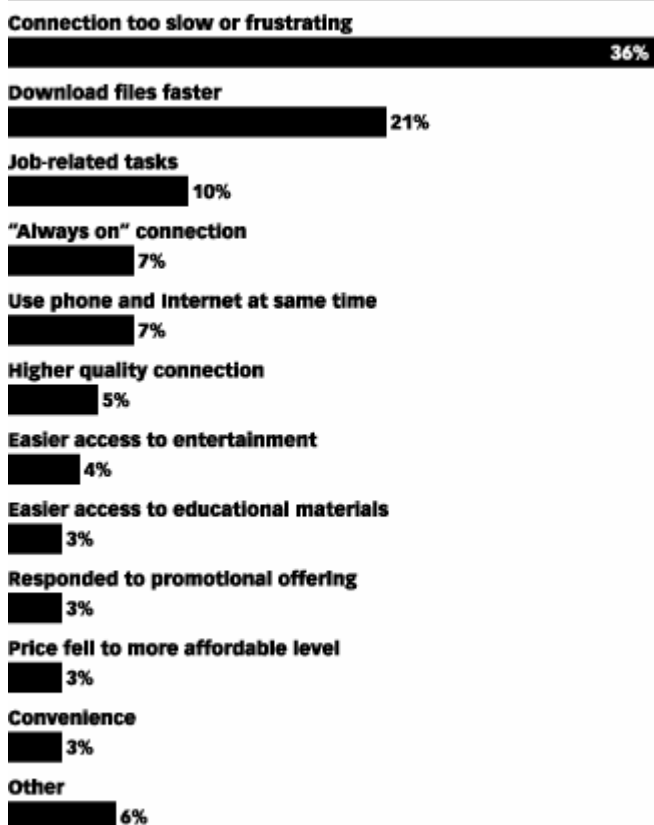
Source: Pew Internet & American Life Project, April 2004

057392 ©2004 eMarketer, Inc.

www.eMarketer.com

It's no surprise that 36% of former dial-up users cite the slow connection as their main reason for switching to broadband, but it is interesting to note that 10% say job-related tasks pushed them to upgrade to high-speed. This finding could either further prove the idea that barriers between the office and home are disintegrating, or that the telecommuting population in the US is still growing.

Reasons for Switching from Dial-Up to Broadband according to Adult At-Home Broadband Users in the US, February 2004 (as a % of respondents)



Note: n=516 home broadband users; multiple responses allowed
Source: Pew Internet & American Life Project, April 2004

057393 ©2004 eMarketer, Inc.

www.eMarketer.com

Pew bases its data on surveys conducted with 2,204 US adults (representing 1,371 Net users) between 3 February and 1 March of this year.

To give some perspective to the Pew findings, eMarketer, in its *Broadband Update* report, estimates that there were 27.6 million broadband subscribers in the US at the end of 2003.

PUB DATE: 23 Apr 2004
SUBJECTS: Broadband
SUBJECT PATHS: [Broadband, Wireless & Telecom](#) > [Broadband](#)
GEOGRAPHY: United States
SOURCES: Pew Internet & American Life Project
RELATED REPORT: [Broadband Worldwide 2004: Subscriber Update, April 2004](#)