

Broadband usage up

28 September 2005

Two out of every five Americans have broadband access at home, according to a report by Nielsen/NetRatings.

The report added that among active Internet users, those connecting via broadband surpassed 60 percent for the first time.

Nielsen/NetRatings announced Wednesday that the number of Americans with broadband access reached 42 percent of the U.S. population in August, increasing 16 percent since the beginning of this year.

In January 2005, 103.8 million Americans had broadband access; by August that figure had grown to 120.8 million. These figures were compiled from the Nielsen/NetRatings panel and report the connection speeds of those with Internet access at home.

"Although broadband penetration among Internet users has long been on the rise, it was always amid speculation that the high cost of broadband would limit its widespread adoption," said Charles Buchwalter, vice president of client analytics, Nielsen/NetRatings. "However, over the last year, carriers have responded to the growing demand for lower cost broadband, and all indications are that this trend will continue."

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