

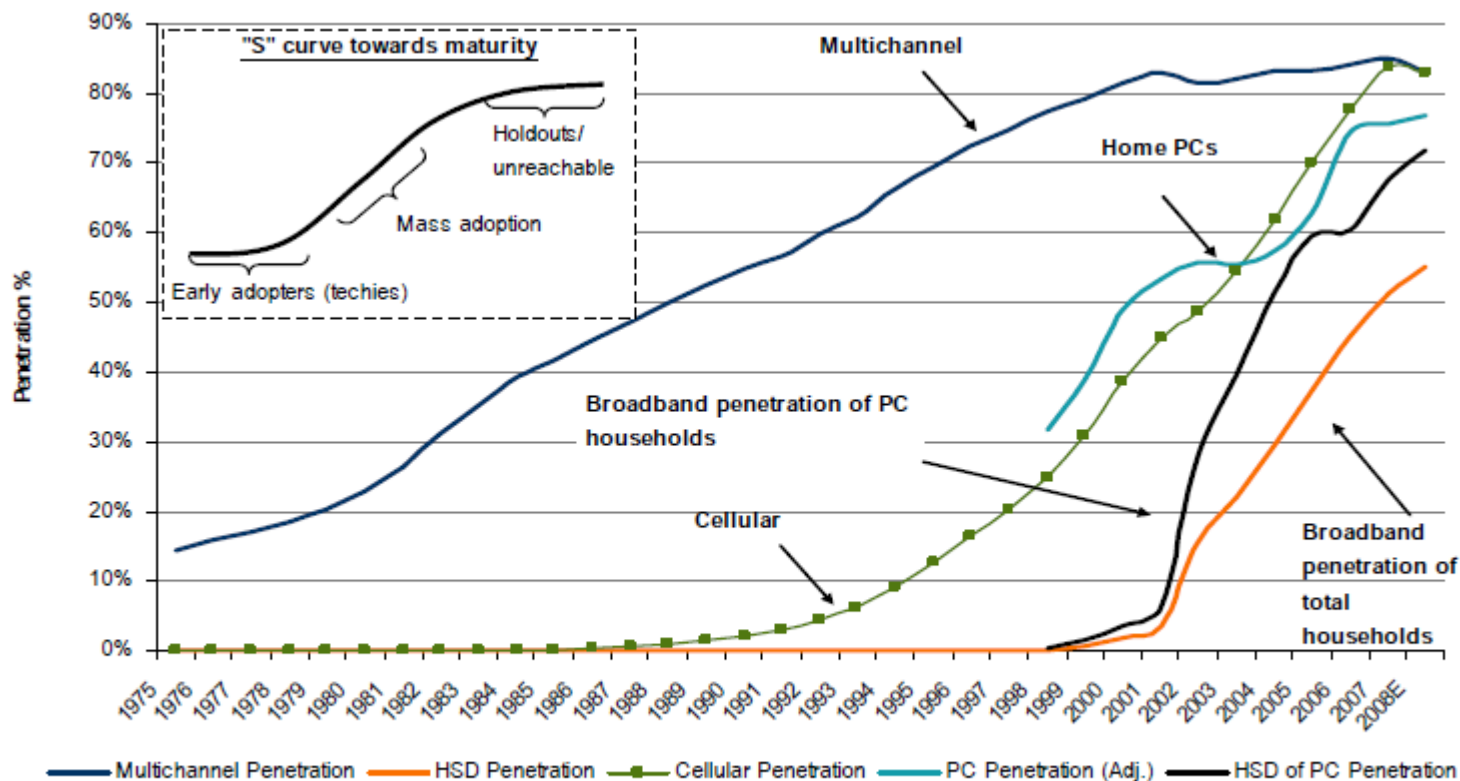


Broadband Adoption and Use

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Broadband Penetration and Adoption



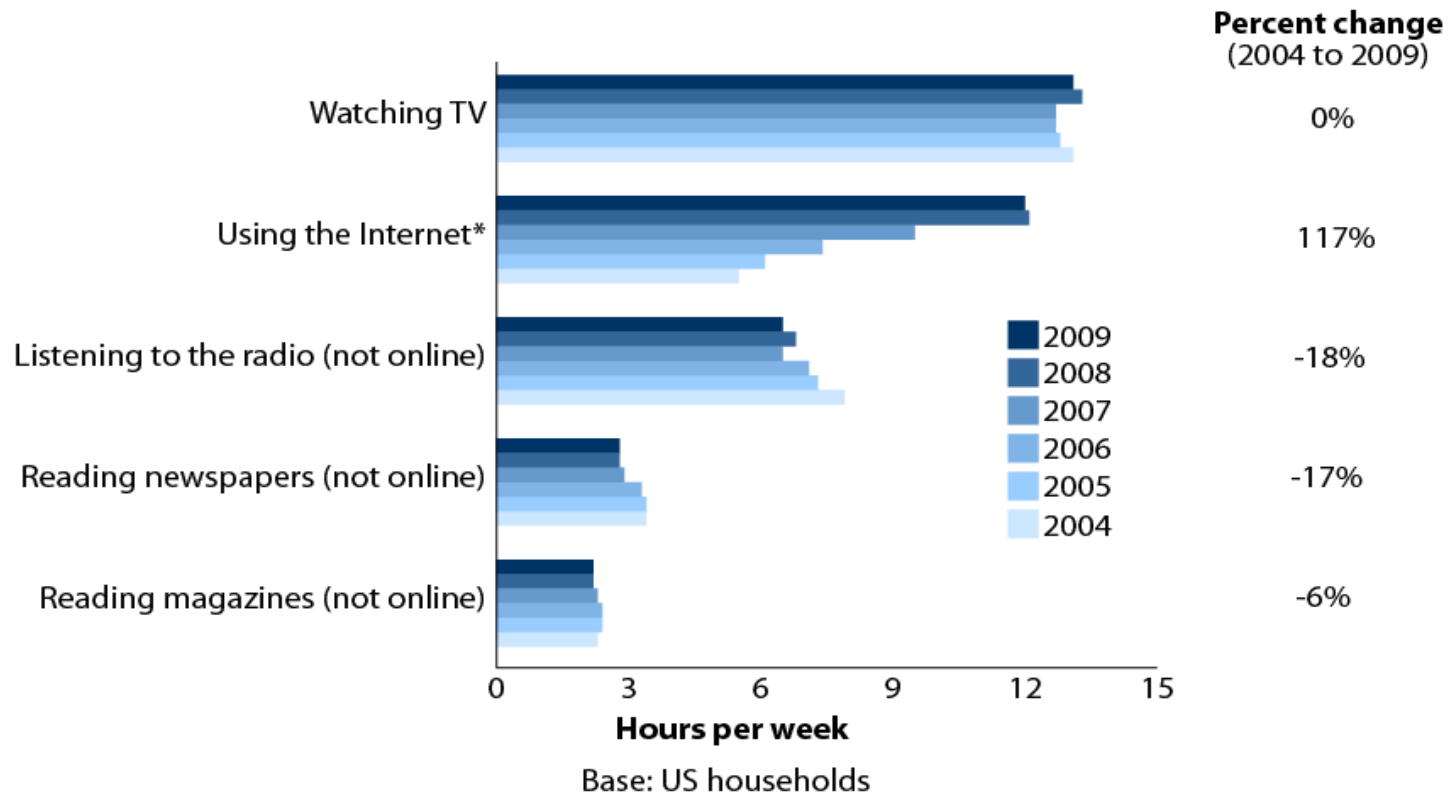
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Time Spent Online Has Dramatically Increased



Source: Forrester Research, Inc.

“In a typical week, how many hours do you spend doing each of the following?”



Source: North American Technographics® Benchmark Surveys, 2004 to 2009

*Since 2007, Internet usage was split into “Internet for personal purposes” and “Internet for work purposes.” The number shown here represents the sum. In prior years, we asked about Internet usage in a single item.

Usage Varies by Age and Other Factors

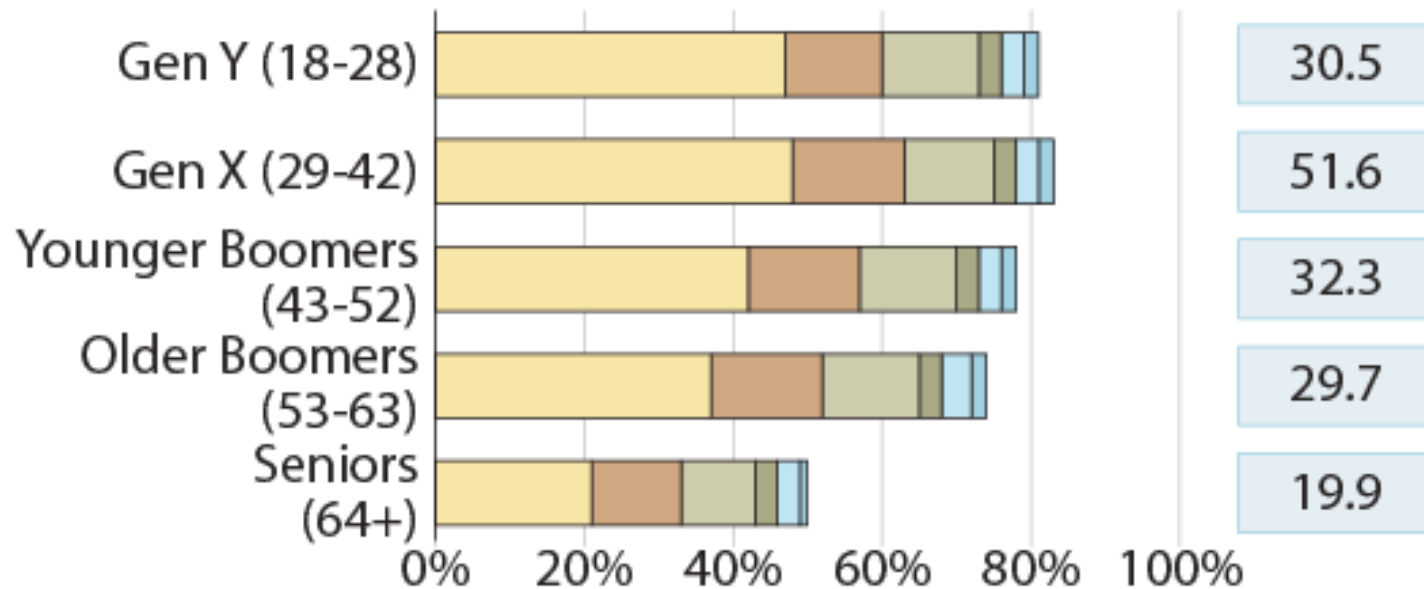


Gen Xers Are Most Likely To Go Online

“How often do you go online?”



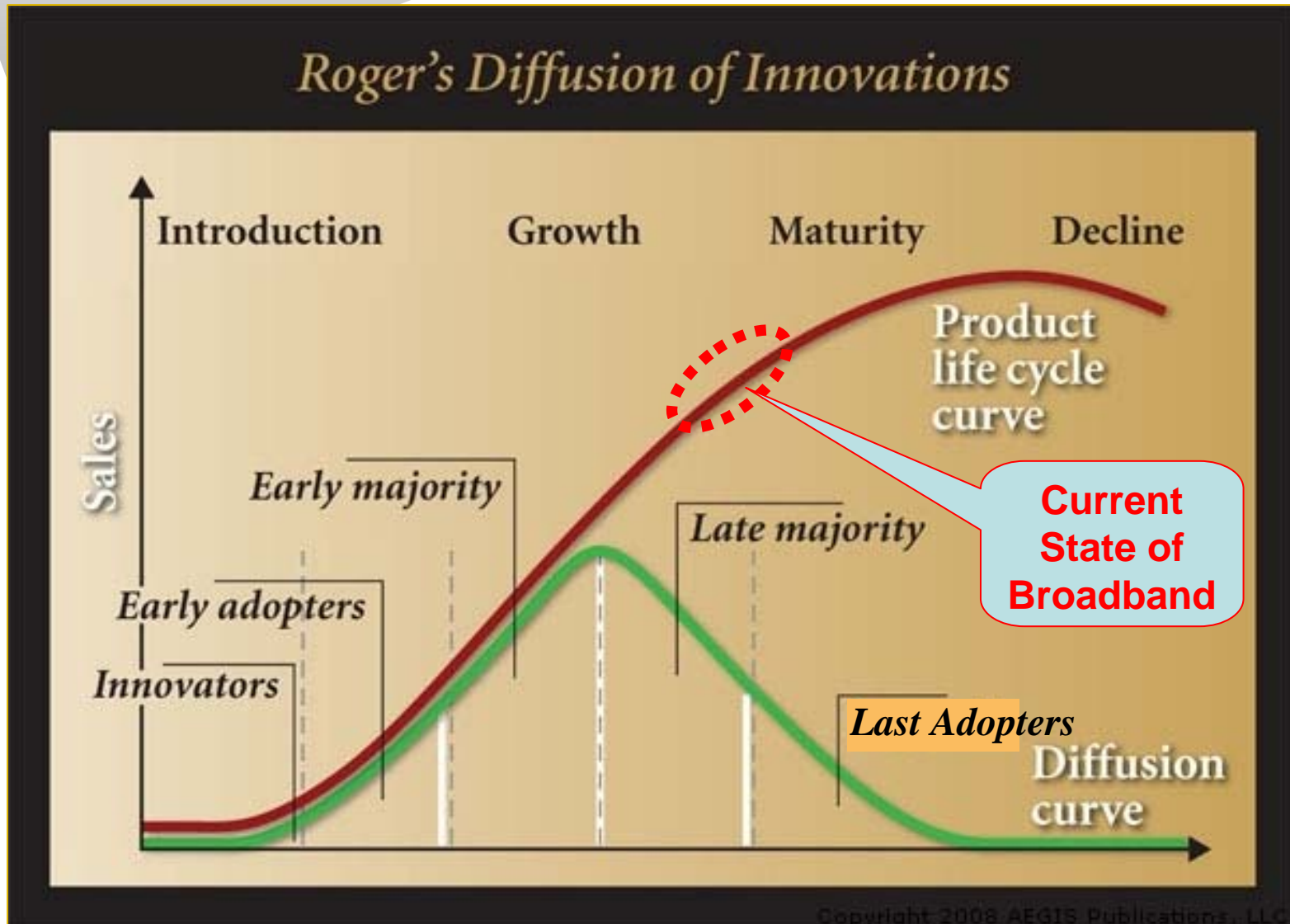
**US
online
adults**
(millions)*



Base: 60,847 North American adults

*Base: 54,522 US adults

Technology Adoption



Adapted from: Rogers EM. *Diffusion of Innovations*. 5th ed. New York, NY: Free Press; 2003