

Executive Summary - Home Networking TAP Web Survey – Completed in January 2005

For this panel sample of 660 respondents, cable broadband is king, with 43% using this method as their primary means of connecting to the Internet while at home. Dial-up and DSL avenues are neck-and-neck with 27%, with few respondents using other means. The reader is reminded that our Technology Adoption Panel composition does not represent the general public population, and will typically result in higher and quicker acceptance of new technologies.

Findings from this survey:

- A significant percentage, 51%, stated that they use a home network of some type.
- Of the 19% who cited using a personal video recorder, such as a TiVo, 50% are very or extremely interested in watching the programs they have recorded with such a device on a different TV in another room over a home network.
- Of the 8% who have a Media Center PC, almost half have used it to record a TV program.
- Less than a quarter of those respondents who use a gaming console play on-line games with the console.
- 25% Use a Media Server to hold digital content to then distribute it in the home over a home network. 49% thought that the Media Center PC would be the best Media Server for this purpose.
- The applications that are in the least demand for a Media Server are for ordering and storing premium movie content and for recording and watching TV from any TV or PC in the home, while viewing photos, listening to music and watching home movies were the most desirable.
- About two-thirds of the respondents have three or more PCs connected to their home network, with the balance having two.
The percentage of respondents who said that they were extremely or very interested in certain activities or connectivity are as follows:
18% Connect PC to TV to view digital camera photos
22% Connect PC to stereo system to listen to digital audio files
20% Connect PC or Media Server to TV to watch video
- An overwhelming percentage of respondents, 73%, use wireless LAN to connect their home network; however, many of those respondents also use Ethernet as well for some portion of their network

- Almost all of the respondents using a home network say they use a home router that connects up their PCs within their home.

- The brand most often used for a home router is Linksys, followed by D-Link, and Netgear.

- Over half of the respondents using a home network purchased their home network equipment from an electronics retail store, followed by an on-line retailer. Almost 60% use their home network more than once per day for sharing broadband access. About one-third use their home network for printer sharing more than once per day as well. Use of the home network for sharing music files and video files was very low for this survey sample.

- For the most popular storage methods, over one-third of this survey sample uses a DVD drive to store data, music, and photo files, while almost 90% use CDs, and 96% use their PC hard drive.

- The majority do not back up their PC very often, with 67% backing up once per month or less frequently.

- For those who have a home network, and do not already have a network-connected hard drive, almost 30% say they would back up their PC "much more often" if they had a network drive.

- For those without a home network, about 20% plan to purchase a home network either within the next 6 months or next 12 months. About three-quarters are interested in purchasing a wireless network. The most cited reason for purchasing a home network for this sample is to share a broadband connection, followed by watching video in another room.