

# A Fifth of US Households with Three or More Kids Upgraded Broadband Service amid the Pandemic

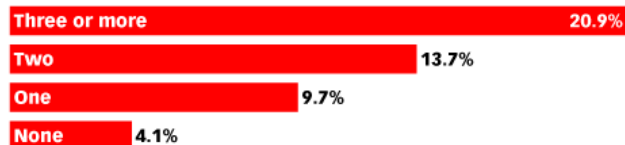
## ARTICLE |

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Amid ongoing stay-at-home measures, 20.9% of US households with three or more children have upgraded their broadband service, and the same goes for nearly 14% of households with two children and almost 10% of households with one child, according to May 2020 survey data from The Diffusion Group.

### Coronavirus Impact: US Households Who Upgraded Their Broadband Service, by Number of Children in Household, April 2020

% of respondents in each group



Note: three or more n=91; two n=175; one n=277; none n=1,452; read as among those surveyed in households with 3+ children, 20.9% upgraded their broadband service in April 2020

Source: The Diffusion Group (TDG) as cited in a press release, May 27, 2020

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Internet connectivity has become a prerequisite for access to nearly everything, including employment, education, groceries and even

religious services. This, combined with an uptick in time spent with social media and streaming services, have all contributed to a need for expanded broadband access in households with numerous users.

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