

# US Retail Business Wireless Data Expenditures, 2005-2010



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This Excel-base Data-rich Deliverable (DRD) that is part of the Retail subscription includes market intelligence on business wireless data expenditures for the Retail vertical. Compass Intelligence defines wireless data as expenditures on for-fee data transport services over a wireless network, even when sessions are terminated on a wireline network. This includes all business wireless data services including text messaging, web browsing, content access, and other wireless data services. Retail includes establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and nonstore retailers. Size of business includes SOHO (1-4 employees), Small Business (5-99 employees), Mid-Sized Business (100-999 employees), and Enterprise Business (Over 1000 employees). The Expert Guide for this deliverable is Stephanie Atkinson. Forecasts are from 2005 through 2010 and include annual growth rate, as well as percentage of total market.

Sources: Compass Intelligence's segment and market forecasts, which include business expenditures, market demographics, and usage and adoption statistics are built using multiple sources, including proprietary Compass Intelligence research. These sources include, but are not limited to, secondary research, government data and statistics (e.g. Department of Commerce, Federal Communication Commission, Bureau of Labor Statistics and US Census Bureau), primary research, vendor-based research and in-depth interviews with key decision-makers, where relevant. Compass Intelligence selects data sources to provide greatest degree of perspective on each market or segment, in addition to the highest level of data accuracy, stability, and consistency over time.

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