

Mobile Data Consumption and Preferences

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Abstracts

The U.S. mobile service market has become much more competitive over the last three years amidst the growing demand for mobile data services. This 360 View Update analyzes consumer mobile data consumption trends by examining activities on mobile phones and choices between Wi-Fi and cellular networks. It also examines consumer preferences when selecting the next mobile carrier for their mobile communications needs.

Key Topics

Detailed overview of consumer smartphone activities

Factors involved in choosing a mobile service provider

Consumer interest in Wi-Fi based mobile service plans

Preference for mobile data plans by provider

Mobile data usage by plan type

Research Benefits

Examines activities on mobile phones and choices of Wi-Fi vs. cellular network

Analyzes consumer's preferences when selecting the next mobile carrier

Identifies daily smartphone activities by gender, age, and method

Provides mobile operators with relevant consumer data to attract new subscribers

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