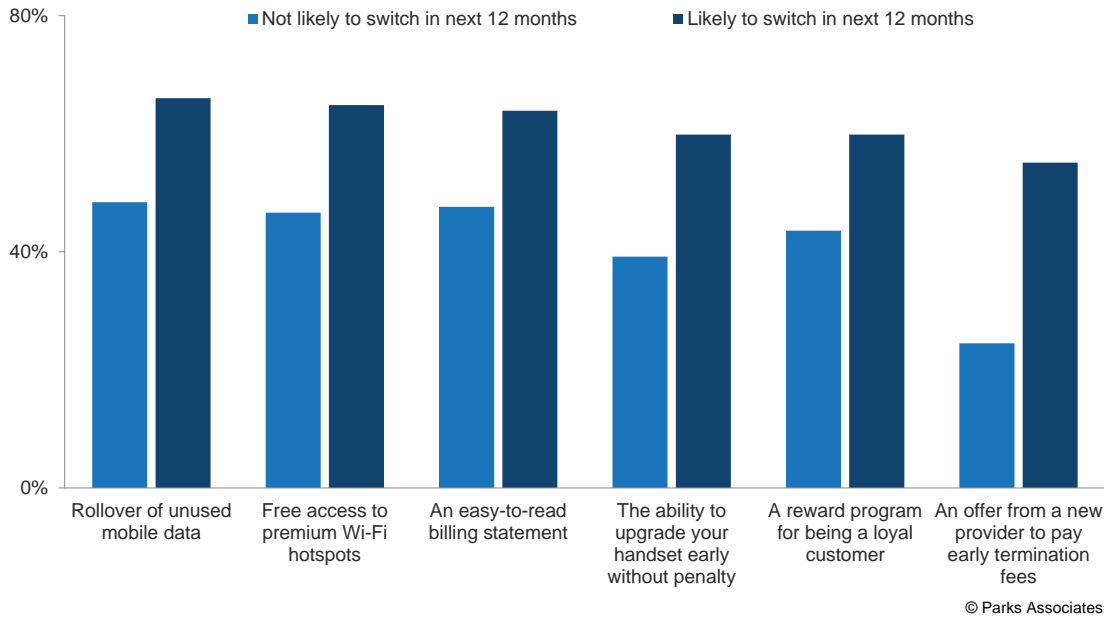


**Important Factors when Choosing Next Mobile Service Provider**  
U.S. Broadband Households Likely/Not Likely to Switch Wireless Service Providers in Next 12 Months



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**SYNOPSIS**

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.

**ANALYST INSIGHT**

“Mobile consumers today are targeted heavily by operators, big and small. The growing list of incentives from operators to encourage switches and upgrades marks the heightened competitiveness in the U.S. mobile industry, and operators have to become innovative in service features and user experiences in order to stay in the game.”

— Harry Wang, *Senior Research Analyst*, Parks Associates

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