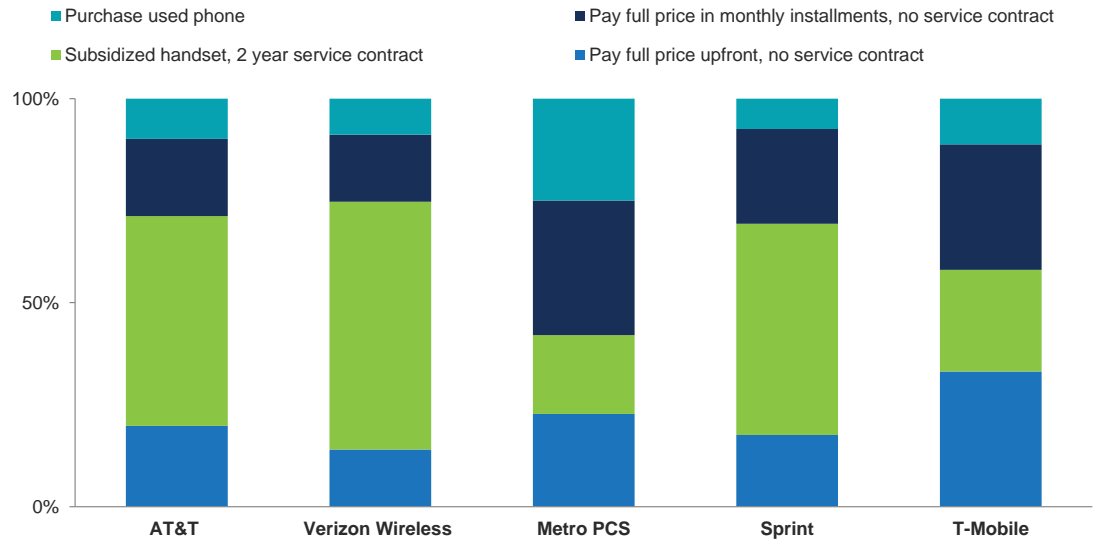


By **John Barrett**, Director, Consumer Analytics, **Yilan Jiang**, Manager, Consumer Research, **Harry Wang**, Director, Health & Mobile Research, **Jennifer Kent**, Director, Research Quality and Product Development, and **David Mitchel**, Research Analyst, **Parks Associates**

**SYNOPSIS**

*Choice of Mobile Device: The Consumer Perspective* analyzes the impact of new handset purchasing models on the market for mobile phones. It specifically considers models that allow the subscriber to purchase handsets without agreeing to a service contract. This analysis is complemented with an investigation of current trends in handset purchases including replacement rates and brand/OS preferences.

**Preferred Purchase Model for Next Smartphone Purchase by Provider**  
U.S. Broadband Households Likely to Purchase a Smartphone in the Next 12 Months



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**ANALYST INSIGHT**

“Fundamental changes are underway in the market for mobile handsets thanks to the introduction of new purchasing plans and programs from the operators. Some of these efforts are encouraging faster replacement rates, but others are discouraging them.”

— **John Barrett**, Director, Consumer Analytics, **Parks Associates**

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- 2014 Holiday Purchase Intentions (Q4/14)
- Consumer Segmentation: Mobile App Users (Q3/14)
- Smart Data Plans for Mobile Consumers (Q2/14)
- 360 View: Mobility and The App Economy (Q2/14)

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Number of Slides: 49  
Published by Parks Associates

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