# Smart Data Plans for Mobile Consumers

**MARKET FOCUS** | SERVICE: **MOBILE AND PORTABLE** | **2Q 2014**

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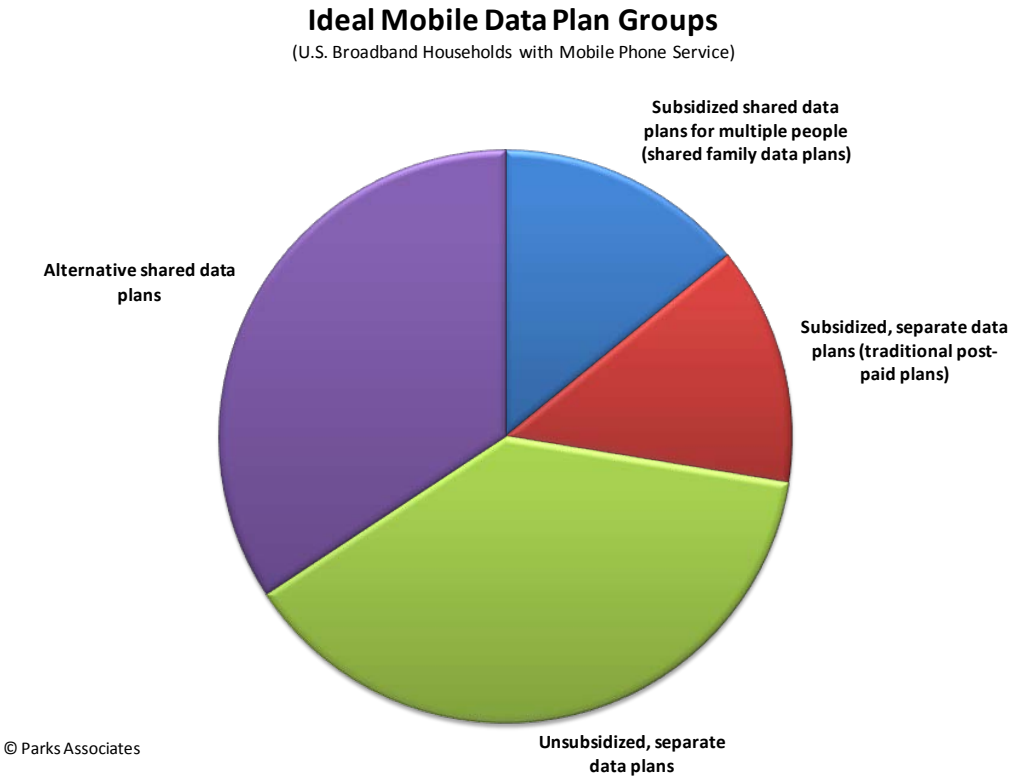
## SYNOPSIS

*Smart Data Plans for Mobile Consumers* analyzes consumer demand for mobile data services including preferences on data limits, data sharing, and device types. It includes an overview of the plans currently used by consumers vs. the plan characteristics they seek. It analyzes in-depth desired mobile data limits and how data limit preferences vary by the demographic and technographic characteristics of the subscriber. It also identifies, quantifies, and analyzes the consumers who are seeking plans that are not currently available in the market today.




## ANALYST INSIGHT

"Data indicates that the innovations some operators are experimenting with will resonate well with consumers and have wide-reaching implications for the handset and mobile services market."

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

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**Smart Data Plans for Mobile Consumers**

**About the Research**

**Previous Research**

- 360 View: Mobility and The App Economy (Q2/14)
- Smartphones: King of Convergence (3rd Edition) (Q1/14)

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- Lifetime Value of Mobile Subscribers (Q4/13)
- Optimization and Monetization of Mobile Data Traffic (Q3/13)
- Digital Lifestyle: U.S. (Q2/13)
- Connected CE: 2012 Year in Review (Q1/13)

**Key Findings**

**Recommendations**

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- Smartphone Penetration Among Wireless Subscribers (2005-2014)
- Smartphone Operating System (2011-2014)
- Average Monthly Wireless Service Cost by Carrier (2011 - 2014)

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- Smartphone OS by Ideal Mobile Data Plan Group (Q1/14)

**Additional Research from Parks Associates**

CONSUMER ANALYTICS

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