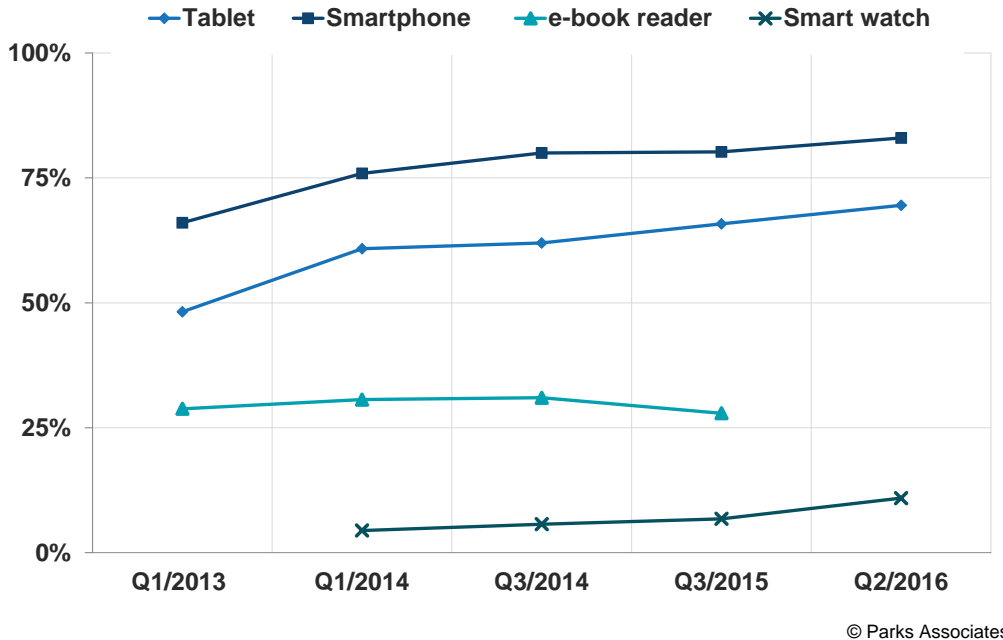


**Mobile Device Adoption (2009 - 2016)**  
U.S. Broadband Households



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**SYNOPSIS**

This 360 View analyzes consumers' adoption and usage of mobile devices, services, and apps. Mobile computing devices, from smartphones to tablets to wearables, are one of the fastest growing and most innovative marketplaces. The shift from voice to data and from desktop browsers to mobile apps has reshaped consumer consumption habits of media, information, and services. This consumer study tracks adoption trends of major mobile device categories, analyzes consumer use of mobile data and mobile apps for media and daily information needs, and explores how mobile data usage will evolve between cellular data and Wi-Fi usage.

**ANALYST INSIGHT**

"Mobile operators are changing their mobile data plans at a much faster pace than ever before. These marketing tactics aim to entice customers to switch providers, upgrade their data plans, or increase satisfaction. Frequent data plan changes, however, could backfire if consumers find data plan rules are confusing to follow."

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



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