

Mobile Network Providers - US - March 2015

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“Network quality and data continue to be critical focus areas for mobile services, and this trend will continue into 2015. The majority of consumers express satisfaction with their existing services. However, mobile subscribers are clearly value-minded and will choose the provider that offers them the perfect balance of network reliability, price, and speed.”

– Bryant Harland, Technology and Media Analyst

This report looks at the following areas:

- Consumers' satisfaction with existing cellular service
- Consumers' most desired improvements for cellular services
- Loyalty to carriers and path-to-purchase considerations

The market has historically benefited from significant increases in smartphone ownership and parallel growth in data plans. However, increased price competitiveness has placed pressure on the industry and created barriers to continued revenue growth.

This report provides guidance for mobile network providers and advertisers by identifying consumer spending habits and opinions regarding mobile services. Other topics in this report include consumer satisfaction with existing cellular service, desired improvements for mobile services, consumer opinions regarding path-to-purchase, and the types of cell phone plans consumers subscribe to.

This report builds on the analysis presented in Mintel's Mobile Service Providers – US, March 2014, as well as Mobile Service Providers – US, February 2013 and Mobile Phone Service – US, February 2012.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Trend Application

- Trend: Prove It
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Consumer Electronics Association (CEA)

CDMA Development Group (CDG)

CTIA-The Wireless Association

GSM Association (GSMA)

Mobile Marketing Association (MMA)

Open Mobile Alliance (OMA)

Telecommunications Industry Association (TIA)

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