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New *iGR* study analyzes Mobile Service Provider Installment Plans and the Apple iPhone Upgrade Program

Study discusses both plans and compares how many consumers are currently using or plan to use each type

AUSTIN, Texas, February 15th, 2016 – U.S. mobile consumers have many choices in how they purchase their mobile phones. For example, mobile consumers can buy a phone at full price and pay for it up front, buy a subsidized phone with a two-year contract, or, increasingly, purchase it with an installment plan that allows for frequent upgrades. Now, as announced in the last quarter of 2015, Apple offers its own plan – the Apple iPhone Upgrade Program. How aware are consumers of both of these types of programs? Which programs are they most interested in using for their next mobile phone purchase?

iGR, a market research consultancy focused on the wireless and mobile industry, has released a new market study that answers these questions regarding U.S. mobile consumers' adoption of mobile service provider installment plans and Apple's iPhone Upgrade Program.

"Mobile service provider installment plans have become more popular, and through this study we determined specifically how many consumers are aware of the programs and how many are interested in purchasing their next mobile phone with this method," said Iain Gillott, president and founder of *iGR*. "Just as importantly, we analyzed how consumers might perceive these mobile service provider programs when compared to the Apple program."

iGR's new market study, [U.S. Mobile Device Distribution Channels: Where and how consumers are buying mobile phones... and why](#) discusses where and how U.S. mobile consumers purchase their traditional mobile phones and smartphones. The study also looks at the rising popularity of device installment plans from both mobile operators and device manufacturers (specifically, Apple) and consumers' awareness of and interest in the plans. The data in the study is based on a web-based survey of more than 1,000 U.S. mobile consumers that *iGR* fielded in November, 2015.

The following key questions are addressed in the new research study:

- What are U.S. mobile consumers' awareness of and interest in Apple's iPhone Upgrade Program?
- What percentage of U.S. mobile consumers have purchased their devices with Apple's iPhone Upgrade Program?
- Would more U.S. mobile consumers prefer to purchase their next iPhone with Apple's iPhone Upgrade Program or with their provider's installment plan?
- How often do U.S. mobile consumers visit their mobile service providers' retail stores and why?
- From what type of retailer did U.S. mobile consumers purchase their latest mobile phone?
- Did U.S. mobile consumers purchase their latest phone online or in a physical store?
- Where do U.S. mobile consumers plan to purchase their next mobile phone and why?
- What type of purchase method did U.S. mobile consumers use when they purchased their last phone – a subsidized phone plan with a contract, an installment plan, or some other method?
- What type of purchase method do U.S. mobile consumers plan to use when they purchase their next phone and why?
- What are U.S. mobile consumers' awareness of and interest in their mobile service providers' installment plans? How has this awareness and interest changed over the last two years?
- What percentage of U.S. mobile consumers have purchased their devices with mobile service provider installment plans? How does this number compare to one year ago?
- How do the location and method of U.S. mobile consumers' mobile device purchases vary according to their mobile service provider?
- How do the location and method of U.S. mobile consumers' mobile device purchases vary according to demographic variables?

The information in this market study will be valuable for:

- Mobile network operators
- Mobile service retailers and distributors
- Mobile device OEMs
- Financial analysts and investors.

The new report can be [purchased](#) and downloaded directly from *iGR's* website at www.iGR-inc.com.

About *iGR*

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now in its sixteenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile wearable devices; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; DAS; LTE; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at www.igr-inc.com.