

**U.S. Mobile
Consumers and 5G:
*Are they ready?***

Market Study
Fourth Quarter 2020





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Abstract

All three major U.S. mobile operators have spent billions over the last few years investing in their mobile networks in order to provide a 5G service, but do U.S. mobile consumers care and are they ready to jump to 5G? And do mobile consumers perceive a difference between the three major operators' networks? This market study provides answers to these questions with data from a survey of U.S. mobile consumers.

This market study looks at U.S. consumers' awareness of 5G and likelihood to upgrade, using results from *iGR's* October 2020 survey of over 1,000 U.S. mobile consumers. The report also measures consumers' willingness to pay for the service and analyzes their motivations. All results are further analyzed according to the mobile operator of the survey respondents, as well as many demographic variables.

Key questions addressed:

- How aware are U.S. consumers of 5G in general? Are they aware of the 5G deployment where they live?
- How likely are U.S. consumers to buy a 5G phone and upgrade to 5G service in the next year?
- How does awareness and likelihood to upgrade differ for the customers of the three major U.S. mobile operators: AT&T, T-Mobile and Verizon Wireless?
- How does awareness and likelihood to upgrade differ according to demographic variables, such as age and income?
- How does awareness and likelihood to upgrade differ according to where consumers live, both in terms of the region of the U.S. and the type of area – rural, urban or suburban?

Who should read this report?

- Mobile operators
- Mobile infrastructure vendors
- Device OEMs
- Content providers and distributors
- Financial analysts and investors.

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