



Contact iGR

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## **New iGR study analyzes U.S. mobile consumers' interest in upgrading to 5G**

***Study looks at the awareness and interest level of the three major mobile operators' customers***

**AUSTIN, Texas, November 11th, 2020** – 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?

iGR, a market research consultancy focused on the wireless and mobile industry, has just released a new report that provides answers to these questions with data from a survey of U.S. mobile consumers. The new report analyzes the results according to the consumers' mobile operator, as well as many other demographic variables.

"U.S. mobile consumers' awareness of and interest in 5G is growing, as expected," said Iain Gillott, president and founder of iGR. "However, the likelihood to actually upgrade to 5G is related to many factors, including the mobile customers' current mobile operator."

iGR's market study, [\*\*U.S. Mobile Consumers and 5G: Are they ready?\*\*](#), 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.

The following key questions are addressed in the new study:

- 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?

The information in this market study will be valuable for:

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

The new market study can be [purchased](#) and downloaded directly from *iGR*'s website at [www.iGR-inc.com](http://www.iGR-inc.com). Alternatively, contact Iain Gillott at [Iain@iGR-inc.com](mailto:Iain@iGR-inc.com) for additional details.

## **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 twentieth 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: 5G, 4G LTE, smartphones, tablets, connected cars, V2X and V2V, mobile applications, bandwidth demand and use, 5G small cell and het-net architectures, 5G new core virtualization, mobile EPC and RAN virtualization, edge computing, in-building wireless, CBRS, mmWave, spectrum farming, DAS, VoLTE, macro-, pico- and femtocells, mobile front/backhaul, WiFi and WiFi offload, and enterprise private LTE.

A more complete profile of the company can be found at [www.igr-inc.com](http://www.igr-inc.com).