

**Femtocells: The U.S.
Consumer
Perspective**

Market Study
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Abstract

U.S. consumers are owning more and more mobile devices and likewise, becoming more data centric in their use patterns (i.e., checking email, social networking, cloud-based music playlists, watching movies) on such devices. As a result, the demand on cellular networks is increasing.

Thus, U.S. carriers are being tasked with servicing the increased wireless traffic. In some cases, carriers have issued residential femtocells – a type of small cell device generally used to better cellular coverage in one’s home or office. Traditionally, such femtocells have been used to improve voice quality, but in some cases may also be used to better a user’s data connection, as well. The deployment of residential femtocells also coincides with U.S. carriers utilizing additional types of small cells (e.g., picocells, managed femtocells, etc.) to improve their wireless coverage.

Such industry adoption of small cells, particularly residential femtocells, led iGR to investigate the consumer perspective on femtocells and wireless coverage. We found that U.S. consumers measure the quality of their cellular connection in a variety of ways (e.g., voice call clarity, battery life, etc.), and that approximately 45 percent of consumers were interested in a home femtocell (also defined as a “hotspot”). Most consumers surveyed would also want such a device to be provided to them at no charge (with gratuitous service, as well). The following report further details our findings.

Key Questions Addressed:

- How many mobile device connections are there in North America?
- How do U.S. consumers measure the quality of their cellular service?
- Do U.S. consumers measure cellular service quality when considering a particular handset brand, or mobile operating system (OS)?
- Do U.S. consumers measure cellular service quality differently based on what activities they do on their mobile phone?
- Do individual demographic factors influence how U.S. consumers measure wireless service quality?
- Are U.S. consumers interested in residential femtocells?
- Does the U.S. user’s handset brand, mobile OS, or their mobile device activities, impact their interest in home femtocells?

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- How would U.S. consumers most like to pay for residential femtocells and their requisite service, if installed?
- Do individual demographic factors influence femtocell interest or method of payment for such a device?

This report is recommended for:

- Cellular carriers, particularly those in the U.S. market
- Mobile device OEMs, particularly those in the U.S. market
- Home femtocell/ hotspot retailers
- Small cell vendors, particularly those servicing the U.S. market
- Wireless infrastructure vendors, particularly those servicing the U.S. market
- Financial and investment analysts.

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