

**Profile of Unlimited
Mobile Data Users in
the U.S.: *The people
AT&T and VZW need
to look after***

Market Brief
Second Quarter, 2012





Profile of Unlimited Mobile Data Users in the U.S.: *The people AT&T and VZW need to look after*

A Market Brief

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Abstract

As more and more consumers use their smartphones for functions other than voice calls, their data usage has increased and the major service providers have struggled to provide bandwidth for these more sophisticated users. Since 2011, AT&T Wireless and Verizon Wireless have not offered *unlimited* data plans to their new subscribers. However, their existing subscribers have been allowed to maintain their unlimited data plans and stream large amounts of data at will.

Now, in 2012, both AT&T Wireless and Verizon Wireless have announced that existing customers will have to move to limited plans. Naturally, AT&T and Verizon consumers will not be pleased to lose their unlimited data plans, and there is a risk that these customers might leave their existing carrier.

It is important to remember that currently T-Mobile USA and Sprint Nextel still offer unlimited data plans (and have active marketing campaigns promoting this fact).

Thus, AT&T Wireless and Verizon Wireless need to be careful to address the concerns of these customers. This report provides an analysis of those users of AT&T Wireless and Verizon Wireless that currently have an unlimited data plan. The data in this report is based on a Web-based survey of 1,014 U.S. consumers that iGR fielded during the first week of May 2012.

Key questions addressed:

- How many subscribers have unlimited rate plans?
- How many of these unlimited users are with AT&T and Verizon Wireless, operators that no longer offer these data plans?
- What is the tendency by age of respondents who have an unlimited data plan with AT&T or Verizon Wireless?
- What is the tendency by gender of respondents who have an unlimited data plan with AT&T or Verizon Wireless?
- What is the tendency by educational level of those respondents who have an unlimited data plan with AT&T or Verizon Wireless?
- What is the tendency by income level of those respondents who have an unlimited data plan with AT&T or Verizon Wireless?
- What is the tendency by employment status of those respondents who have an unlimited data plan with AT&T or Verizon Wireless?

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- What is the tendency of the primary use of phone of those respondents who have an unlimited data plan with AT&T or Verizon Wireless?
- What is the prevalence of the operating system of those respondents who have an unlimited data plan with AT&T or Verizon Wireless?

Who should read this report?

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

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