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New *iGR* study shows that Unlimited Mobile Data Plan Users are those that Carriers don't want to upset

Study profiles this important subscriber base of AT&T Wireless and Verizon Wireless

AUSTIN, Texas, June 14th, 2012 – 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, while T-Mobile USA and Sprint Nextel still offer unlimited data plans (and have active marketing campaigns promoting this fact.)

In May 2012, *iGR* surveyed more than 1,000 U.S. consumers about their current use of mobile phones and wireless technologies, and specifically inquired about their data plans.

iGR's research shows that of all subscribers surveyed, 41.3 percent reported having an unlimited data plan. Of the combined subscriber base of Verizon Wireless and AT&T Wireless, 38.7 percent have unlimited data plans. This AT&T Wireless and Verizon Wireless subscriber base was profiled and tendencies were found in age, income and educational level, among other categories.

"The importance of this client base cannot be overstated – unlimited mobile data plan users are some of the most valuable subscribers in the industry," said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. "Our research shows that these two carriers need to be very careful to offer a migration plan to replace the grandfathered unlimited plans that provides the data service, value, and recognition that meets these valuable consumers' needs. Now that Apple and Android devices are available

from no-contract operators with unlimited plans, AT&T and Verizon Wireless need to tread very carefully.”

iGR's new market research report, Profile of Unlimited Mobile Data Users in the U.S.: The people AT&T and VZW need to look after, provides a profile of these AT&T Wireless and Verizon Wireless subscribers who will soon lose their unlimited data plans.

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

- 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?
- 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?

The information in this report will be valuable for:

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

The new report can be purchased and downloaded directly from *iGR's* website at www.iGR-inc.com. Alternatively, contact Iain Gillott at (512) 263-5682 or at 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 entering its twelfth 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 applications; bandwidth demand and use; small cell architectures; DAS; LTE; WiMAX; 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.