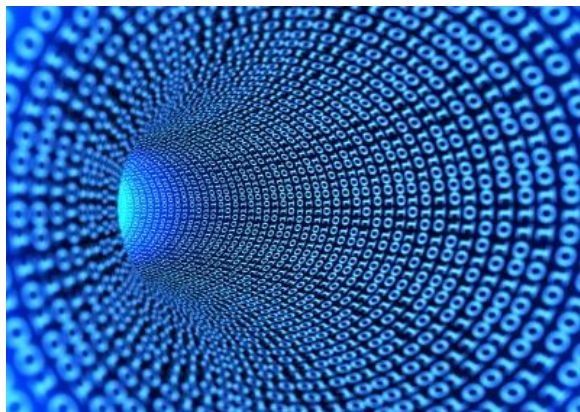


## Mobile Service Providers - US - February 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



*"There are few industries where products are more indistinguishable than communication services. As a result, the cellular brands are hard at work tinkering with what they can alter most easily: prices and plans."*

– Billy Hulkower, Senior Technology Analyst

### In this report we answer the key questions:

- Is it really just lipstick?
- Do limitations on voice minutes benefit carriers?
- Why are there so few subscriptions?

Due to cell phone penetration approaching universality, competition for subscribers has never been more intense. This report examines the market from the perspective that leading carriers will need to have a unique branding position in order to achieve growth either from mopping up the few remaining nonusers, enticing users from other carriers, or engaging in new service options and models with which to grow revenue. To this end, Mintel segments the market not only by demographics, but also from the perspective of usage groups, with special attention paid to survey results by carrier to establish how subscribers view their current provider, whether they are willing to switch from it, and why they are willing to switch from it (or stick with it).

Subjects of focus include attitudes toward internet usage on cell phones, use of cellular service for laptops and tablets, attitudes toward pricing, attitudes toward plans, type of plan, and providers under consideration for future usage. The report provides guidance on which demographic and cluster target groups are worth pursuing, in addition to how they can be wooed.

The mobile service business is very critical to so many elements of daily life for the vast majority of Americans. The ongoing need to be mobile, and have connectivity wherever, means a virtually continuous need for service whether it's for a phone, tablet, laptop, camera, or even a car, but at what price? Carriers continue to focus on pricing plans to handle demand for increasing bandwidth needs, with rich pickings for the winners.

BUY THIS  
REPORT NOW

VISIT:  
[store.mintel.com](http://store.mintel.com)

CALL:  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

EMAIL:  
[oxygen@mintel.com](mailto:oxygen@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Mobile Service Providers - US - February 2013

**Report Price:** £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Scope and Themes

What you need to know  
 Definition  
 Data sources  
 Sales data  
 Consumer survey data  
 Advertising creative  
 Abbreviations and terms  
 Abbreviations  
 Terms

### Executive Summary

The market  
 Steady growth driven by data  
 Figure 1: Fan chart forecast U.S. cellular service revenues, 2007-17  
 Data drives growth  
 Figure 2: U.S. cellular revenues and forecast, voice vs. data, at current prices, 2007-17  
 Rapid growth for prepaid, but postpaid still rules  
 Figure 3: U.S. cellular revenues and forecast, prepaid vs. postpaid, at current prices, 2010-17  
 The consumer  
 Income central to carrier selection  
 Figure 4: Current cell phone service provider, by household income, September 2012  
 Verizon the brand for whites  
 The end of growth in voice subscriptions nears  
 Type of plan driven by income  
 Figure 5: Type of cell phone service plan subscribed to, contract vs. prepaid, by household income, September 2012  
 One in five interested in switching carriers  
 Figure 6: Interest in switching cellular service provider, by age, September 2012  
 Switchers want to connect  
 Switchers and potential switchers of two minds about prices  
 Length of tenure with provider rising  
 Figure 7: Length of tenure at current cell phone service provider, July 2007-March 2012  
 Majority of laptops and tablets on fixed-point internet  
 Figure 8: Use of laptops and tablets on cellular networks, September 2012  
 What we think

### Issues in the Market

Is it really just lipstick?  
 Do limitations on voice minutes benefit carriers?

**BUY THIS  
 REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)  
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
 EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Mobile Service Providers - US - February 2013

**Report Price:** £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 9: Type of cell phone service plan subscribed to, by age, September 2012

Figure 10: Type of cell phone service plan subscribed to, by number of people in household, September 2012

Why are there so few subscriptions?

Figure 11: Use of laptops or tablets on cellular networks, September 2012

## Trend Applications

Trend: Prove It

Trend: Cool Vending

2015 trends

Trend: Old Gold

Figure 12: Family cell phone service plan subscribership, by age, September 2012

## Insights and Opportunities

Play book for reducing churn by provider

Subscribers at AT&T and Verizon want cost relief

Figure 13: Reasons for considering changing cell phone service plan, by current provider—Verizon and AT&T, September 2012

Subscribers at Sprint and T-Mobile want improved speed and reception

Figure 14: Reasons for considering changing cell phone service plan, by current provider—Sprint and T-Mobile, September 2012

Smaller carriers can ramp up customer service, expand low-cost smartphones

Figure 15: Reasons for considering changing cell phone service plan, by current provider—other\* providers, September 2012

Building digital families

## Market Size

Key points

Steady growth driven by data

Figure 16: U.S. cell phone service revenues, at current prices, 2007-17

Figure 17: U.S. cell phone service revenues, at inflation-adjusted prices, 2007-17

Figure 18: U.S. cellular subscriptions, 2007-12

Fan chart forecast

Figure 19: Fan chart forecast U.S. cell phone service revenues, 2007-17

## Market Drivers

Key points

Voice adoption nearly complete

One point of growth per year

Figure 20: Cell phone ownership, July 2007-March 2012

Figure 21: Cell phone ownership, by age, August 2011-March 2012

Figure 22: Cell phone ownership, by household income, August 2011-March 2012

Age and spend

Figure 23: Last month's cell/wireless phone bill, by age, August 2011-March 2012

Figure 24: U.S. population by age, 2013-18

Rising tide of high-income households

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Mobile Service Providers - US - February 2013

**Report Price:** £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 25: Last month's wireless phone bill, by household income, August 2011-March 2012

Figure 26: Household income distribution, 2010-11

Plan selection driven by income

Figure 27: Type of cell phone service plan subscribed to, by household income, September 2012

## Segment Performance: Voice vs. Data

Key points

Voice vs. data

Voice sales stagnant

Figure 28: U.S. cell phone service revenues, voice services vs. data services, at current prices, 2007-17

Dramatic gains in connected devices

Figure 29: U.S. connected device subscriptions\*\*, 2007-12

## Segment Performance: Prepaid vs. Postpaid

Key points

Prepaid vs. postpaid

Figure 30: U.S. cell phone service revenues, postpaid vs. prepaid, 2007-17

Postpaid to rally on data use and more effective pricing

Figure 31: U.S. cellular service postpaid subscriptions, 2007-12

Prepaid gains subscription share faster than revenue share

Figure 32: U.S. cellular service prepaid subscriptions, 2007-12

## Innovations and Innovators

Verizon and AT&T launch shared plans

AT&T makes foray into experiential retail

Verizon expands footprint in autos

Sprint targets buyback program to boost iPhone subscriber numbers

## Leading Companies

Key points

Little change in positions from 2010-12

Figure 33: Cellular carrier subscribed to, July 2009-March 2012

Four leaders

Figure 34: Current, former, and possible future cellular service provider, September 2012

Verizon and AT&T succeed among high-income groups

Figure 35: Current cellular service provider, by household income, September 2012

All income groups see trade-off in carriers selection

Figure 36: Attitudes to cellular service price, by age, September 2012

Figure 37: Attitudes to cellular service price, by household income, September 2012

Fear and inertia may benefit status quo

Figure 38: Attitudes to switching cellular service provider, by current provider, September 2012

Older subscribers head for value

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Mobile Service Providers - US - February 2013

**Report Price:** £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 39: Current cellular service provider, by age, September 2012

**Leaders could gain share by increasing marketing of prepaid plans**

Figure 40: Cellular service providers under consideration for future usage, by household income, September 2012

**T-Mobile most vulnerable, Verizon least**

Figure 41: Level of interest in switching cellular service provider, by current provider, September 2012

Figure 42: Attitudes to cell phone service, by current provider, September 2012

Figure 43: Attitudes to cellular plans, by current provider, September 2012

Figure 44: Attitudes to cellular service plan prices, by current provider, September 2012

**Perception of speed bumps at Sprint may outlive actual speed bumps**

Figure 45: Attitudes to cellular internet usage, by current provider, September 2012

**AT&T subscribers heading off contract**

Figure 46: Cellular service contract status, by current provider, September 2012

## Marketing Strategies

**Key points**

**Verizon**

**Verizon TV ad touts family sharing**

Figure 47: Verizon "Just Right" television ad, 2012

**Pushing shared data in print**

Figure 48: Verizon print ad, sharing data to tackle the school year, 2012

**Marketing to sports fans**

**AT&T**

**AT&T TV ad touts family sharing**

Figure 49: AT&T "Share plan" television ad, 2012

**Direct mail also focuses on sharing**

Figure 50: AT&T direct mail ad, AT&T Plus offers Mobile Share plan, 2012

Figure 51: AT&T print ad, the nation's largest 4G network, 2012

**Sprint**

Figure 52: Attitudes to switching cellular service provider, by interest in switching cellular service provider, September 2012

**Sprint TV ad shows unlimited data means no sharing needed**

Figure 53: Sprint "Data coach" television ad, 2012

**Sprint uses email to offer incentives to switch**

Figure 54: Sprint email ad campaign offers incentives to switch, 2012

**T-Mobile**

**T-Mobile TV ad**

Figure 55: T-Mobile "Across America" television ad, 2012

**MetroPCS**

Figure 56: MetroPCS "Moving Facts" television ad, 2012

**TracFone**

Figure 57: TracFone, "Coast to Coast" TV ad, 2012

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)  
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Mobile Service Providers - US - February 2013

**Report Price:** £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Social Media

### Key points

#### Key social media metrics

Figure 58: Key brand metrics, mobile service providers, January 2013

### Market overview

#### Brand usage and awareness

Figure 59: Usage and awareness of selected mobile service providers, October 2012

#### Interaction with brands

Figure 60: Interaction with selected mobile service providers, October 2012

#### Online conversations

Figure 61: Percentage of consumer conversation by selected mobile service providers, Dec. 24, 2012-Jan. 23, 2013

Figure 62: Online mentions, selected mobile service providers, percentage of daily mentions, by day, Dec. 24, 2012-Jan. 23, 2013

#### What are people saying about mobile service providers?

Figure 63: Mentions by page type, selected mobile service providers, Dec. 24, 2012-Jan. 23, 2013

#### What are people talking about?

Figure 64: Mentions by type of conversation, selected mobile service providers, Dec. 24, 2012-Jan. 23, 2013

Figure 65: Mentions by type of conversation, selected mobile service providers, percentage of daily mentions, by day, Dec. 24, 2012-Jan. 23, 2013

Figure 66: Major areas of discussion surrounding mobile service providers, by page type, Dec. 24, 2012-Jan. 23, 2013

### Brand analysis

#### T-Mobile

Figure 67: T-Mobile key social media metrics, January 2013

#### Key online campaigns

#### What we think

#### Verizon

Figure 68: Verizon key social media metrics, January 2013

#### Key online campaigns

#### What we think

#### AT&T

Figure 69: AT&T Key social media metrics, January 2013

#### Key online campaigns

#### What we think

#### Sprint

Figure 70: Sprint key social media metrics, January 2013

#### Key online campaigns

#### What we think

#### Boost Mobile

Figure 71: Boost Mobile key social media metrics, January 2013

#### Key online campaigns

#### What we think

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Mobile Service Providers - US - February 2013

**Report Price:** £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## U.S. Cellular

Figure 72: U.S. Cellular key social media metrics, January 2013

## Key online campaigns

## What we think

## Interest in and Attitudes Toward Changing Carriers

### Key points

### Interest in changing service

### Behavior-based marketing most likely to reach near-term switchers

Figure 73: Interest in switching cellular service provider, by gender, September 2012

### Family plans may become less sticky

Figure 74: Interest in switching cellular service provider, by number of people in household, September 2012

Figure 75: Interest in switching cellular service provider, by age, September 2012

Figure 76: Interest in switching cellular service provider, by household income, September 2012

Figure 77: Interest in switching cellular service provider, by gender, September 2012

### Attitudes toward changing providers

### Sources of longer tenure: confusion, fear, and contentment

Figure 78: Likelihood of switching to a new carrier with service is disappointing, July 2008-March 2012

Figure 79: Length of tenure at current carrier, July 2007-March 2012

Figure 80: Agreement that cell phone plans are confusing, by age, August 2011-March 2012

### Vast majority happy with current carrier

Figure 81: Select attitudes to cell phone service, September 2012

Figure 82: Select attitudes to cell phone service, by age, September 2012

### Change is difficult, even frightening

Figure 83: Attitudes to changing carriers, September 2012

### Limited interest in unlimited service

Figure 84: Interest in unlimited voice vs. data, September 2012

### Younger ages, larger households have greater concerns

Figure 85: Attitudes to switching cellular service provider, by number of people in household, September 2012

Figure 86: Attitudes to switching cellular service provider, by age, September 2012

## Attitudes and Interest of Switchers

### Key points

### Switchers give the thumbs down to current customer service

Figure 87: Attitudes to cell phone service and carrier, by interest in switching cellular service provider, September 2012

### Half of switchers may be turning in favor of higher-cost plans

Figure 88: Attitudes to cellular service price and reception quality, by interest in switching cellular service provider, September 2012

### Need for speed drives interest in switching

Figure 89: Attitudes to cellular internet usage, by interest in switching cellular service provider, September 2012

### Cellular service for tablets and laptops central piece of switcher's needs

Figure 90: Laptop ownership and method of internet access, by interest in switching cellular service provider, September 2012

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Mobile Service Providers - US - February 2013

**Report Price:** £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 91: Tablet ownership and method of internet access, by interest in switching cellular service provider, September 2012

## Reasons for Considering Changing Service

### Key points

#### Faster service, cheaper service, and more of it

Figure 92: Reasons for considering changing cell phone service plan, September 2012

Figure 93: Spend on monthly cell phone service bill, July 2007-March 2012

### Grouping desire

Figure 94: Reasons for changing cell phone service, by reasons for changing cell phone service plan, September 2012

## Interest in and Attitudes Toward Mobile Internet

### Key points

#### Attitudes and behavior toward mobile internet driven by age

Figure 95: Attitudes to cellular service internet usage, by age, September 2012

#### Connecting devices via cellular closely linked to age, income

Figure 96: Laptop ownership and method of internet access, by age, September 2012

Figure 97: Laptop ownership and method of internet access, by household income, September 2012

Figure 98: Laptop ownership and method of internet access, by number of people in household, September 2012

## Impact of Race and Hispanic Origin

### Key points

#### Second and third tier more successful with multicultural groups

Figure 99: Cellular carrier subscribed to, by race and Hispanic origin, August 2011-March 2012

#### Verizon weak among Spanish speakers

Figure 100: Cellular carrier subscribed to, Hispanics, by language spoken in home, August 2011-March 2012

## Custom Consumer: Focus on Young Men

#### Men aged 18-34 keen on ending relationship, moving on to beautiful new carrier

Figure 101: Interest in switching cellular service provider, by gender and age, September 2012

#### Young men least satisfied with cellular internet

Figure 102: Attitudes to cellular internet usage, by gender and age, September 2012

#### Young men wary of no contract

Figure 103: Attitudes to cellular plans, by gender and age, September 2012

## Cluster Analysis

### Connectors

### Demographics

### Characteristics

### Opportunity

### Vocalists

### Demographics

### Characteristics

### Opportunity

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)  
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

## Mobile Service Providers - US - February 2013

**Report Price:** £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

### Unhappy Campers

Demographics

Characteristics

Opportunity

### Happy Campers

Demographics

Characteristics

Opportunity

### Cluster characteristic tables

Figure 104: Target clusters, September 2012

Figure 105: Interest in switching cellular service provider, by target clusters, September 2012

Figure 106: Current provider, by target clusters, September 2012

Figure 107: Providers under consideration for future usage, by target clusters, September 2012

Figure 108: Type of cell phone service plan subscribed to, by target cell phone service clusters, September 2012

Figure 109: Reasons for changing cell phone service plan, by target cell phone service clusters, September 2012

Figure 110: Monthly data allotment, by target cell phone service clusters, September 2012

Figure 111: Attitudes to cell phone service, by target cell phone service clusters, September 2012

Figure 112: Attitudes to cellular service price, by target cell phone service clusters, September 2012

Figure 113: Attitudes to switching cellular service provider, by target clusters, September 2012

Figure 114: Attitudes to cellular internet usage, by target clusters, September 2012

Figure 115: Attitudes to cellular plans, by target clusters, September 2012

Figure 116: Laptop ownership and method of internet access, by target clusters, September 2012

Figure 117: Tablet ownership and method of internet access, by target clusters, September 2012

### Cluster demographic tables

Figure 118: Target clusters, by demographic, September 2012

### Cluster methodology

## Appendix: Additional Consumer Tables

### Use of tablets with mobile internet

Figure 119: Tablet ownership and method of internet access, by age, September 2012

Figure 120: Tablet ownership and method of internet access, by number of people in household, September 2012

Figure 121: Tablet ownership and method of internet access, by household income, September 2012

### Family plan usage and intent to upgrade

Figure 122: Attitudes to cellular plans, by age, September 2012

Figure 123: Attitudes to cellular plans, by household income, September 2012

### Attitudes toward contract plans

Figure 124: Attitudes to cellular plans, by age, September 2012

Figure 125: Attitudes to cellular plans, by household income, September 2012

Figure 126: Attitudes to cellular plans, by interest in switching cellular service provider, September 2012

### Data allotment and contract status

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Mobile Service Providers - US - February 2013

**Report Price:** £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 127: Monthly data allotment, by age, September 2012

Figure 128: Monthly data allotment, by household income, September 2012

Figure 129: Contract status, by age, September 2012

## Presence of children

Figure 130: Monthly data allotment, by presence of children in household, September 2012

Figure 131: Attitudes to cell phone service, by presence of children in household, September 2012

Figure 132: Attitudes to price, by presence of children in household, September 2012

Figure 133: Attitudes to cellular internet usage, by presence of children in household, September 2012

Figure 134: Attitudes to cellular plans, by presence of children in household, September 2012

## Race and Hispanic origin

Figure 135: Last month's cell/wireless phone bill, Hispanics, by language spoken in home, August 2011-March 2012

Figure 136: Providers under consideration for future usage, by race/Hispanic origin, September 2012

Figure 137: Interest in switching cellular service provider, by race/Hispanic origin, September 2012

## Teens

Figure 138: Type of cell phone service plan subscribed to by teens: family vs. individual, April 2007-June 2012

Figure 139: Type of cell phone service plan subscribed to by teens: family vs. individual, by gender and age, April 2011-June 2012

Figure 140: Type of cell phone service plan subscribed to by teens: prepaid vs. postpaid vs. no contract, April 2007-June 2012

Figure 141: Type of cell phone service plan subscribed to by teens: prepaid vs. postpaid vs. no contract, by gender and age, April 2011-June 2012

## Appendix: Brand Awareness

Figure 142: Brand usage or awareness, October 2012

Figure 143: Verizon usage or awareness, by demographics, October 2012

Figure 144: AT&T usage or awareness, by demographics, October 2012

Figure 145: T-Mobile usage or awareness, by demographics, October 2012

Figure 146: Sprint usage or awareness, by demographics, October 2012

Figure 147: U.S. Cellular usage or awareness, by demographics, October 2012

Figure 148: Boost Mobile usage or awareness, by demographics, October 2012

## Appendix: Social Media Activity

Figure 149: Activities done, October 2012

Figure 150: Verizon—Activities done, by demographics, October 2012

Figure 151: Verizon—Activities done, by demographics, October 2012

Figure 152: AT&T—Activities done, by demographics, October 2012

Figure 153: AT&T—Activities done, by demographics, October 2012

Figure 154: T-Mobile—Activities done, by demographics, October 2012

Figure 155: T-Mobile—Activities done, by demographics, October 2012

Figure 156: Sprint—Activities done, by demographics, October 2012

Figure 157: Sprint—Activities done, by demographics, October 2012

## Appendix: Social Media Mentions

Figure 158: Percentage of consumer conversation by selected mobile service providers, Dec. 24, 2012-Jan. 23, 2013

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)  
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

## Mobile Service Providers - US - February 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 159: Online mentions, selected mobile service providers, percentage of daily mentions, by day, Dec. 24, 2012-Jan. 23, 2013

Figure 160: Mentions by page type, selected mobile service providers, Dec. 24, 2012-Jan. 23, 2013

Figure 161: Mentions by type of conversation, selected mobile service providers, Dec. 24, 2012-Jan. 23, 2013

Figure 162: Mentions by type of conversation, selected mobile service providers, percentage of daily mentions, by day, Dec. 24, 2012-Jan. 23, 2013

### Appendix: Trade Associations

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)  
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)