

Mobile Network Providers - US - February 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer priorities and attitudes toward mobile networks.
- Service and equipment segments' contribution to total revenues and how the balance of spending continues to shift.
- Which factors drive satisfaction with mobile network providers and areas to focus on for improvement.
- How 5G smartphones and data speeds will play a critical role driving consumer demand.



“Mobile connectivity is considered an essential service and, while the COVID-19 pandemic has reduced the amount of time people travel for leisure or commute to work, reliance on mobile connections has not diminished. In fact, for some it is their only digital connection; for others, it is an indispensable supplement to home internet.”

- **Buddy Lo, Sr. Technology and Consumer Electronics**

Analyst

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