

U.S. Worker Mobile Data Usage, 2014 - 2019

Market Study
Fourth Quarter, 2015





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A Market Study

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Abstract

In this report, *iGR* presents a forecast for the amount of mobile data used by U.S. workers. The forecast estimates both the total amount of worker usage, their in-building usage and, by implication, their “outside of building” usage.

The worker estimate is based on the CBECS estimates for the number of U.S. commercial buildings, the number of workers employed in those buildings and *iGR*’s own mobile data usage, connections and “time of day” usage forecasts. *iGR*’s model for worker usage assumes that U.S. workers are more likely to spend certain periods of their work day within buildings. More detailed assumptions underlying *iGR*’s worker mobile data usage are explained in this report.

The amount of mobile data used by workers and inside buildings has implications for enterprise small cells, outdoor mobile data usage and how operators allocate resources to deal with growing mobile data demand, including network densification.

Note that this forecast does not include any estimates for Wi-Fi usage or residential mobile data use.

Key questions addressed in this report include:

- How many commercial buildings are there in the U.S.?
- What types of commercial buildings are there in the U.S.?
- How is commercial building defined?
- How many U.S. workers are employed in those commercial buildings?
- How much mobile data do U.S. workers across all commercial building categories use?
- How much mobile data do these workers use while inside buildings?
- How does this mobile data usage change over the forecast period?
- What are small cells?
- How do small cells fit into operators’ evolving networks?
- Where are small cells most likely to be located?

Who should read this report?

- Mobile operators

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- Infrastructure OEMs
- Small cell product and solution vendors
- Backhaul service providers and equipment OEMs
- Financial analysts and investors.

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