

**U.S. 5G Home
Internet: *Mobile
Consumer Interest***





U.S. 5G Home Internet: *Mobile Consumer Interest*

A Market Study

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Abstract

Two of the three major mobile operators in the U.S. are actively marketing a 5G Home Internet product as an alternative to traditional cable, DSL and fiber home Internet products. Are U.S. mobile consumers interested?

This market study, based on results from iGR's June 2023 survey of over 1,000 U.S. mobile consumers, provides insight into this question, as well as a summary of the 5G Home Internet products currently available.

Key questions addressed:

- What 5G Home Internet products are currently available in the U.S.?
- How interested are U.S. consumers in 5G Home Internet?
- How does this interest vary by the consumers' adoption of different telecom products, the consumers' online activities and other demographic variables?
- How much are U.S. mobile consumers willing to pay for 5G Home Internet?
- How does this willingness to pay vary by the consumers' adoption of different telecom products, the consumers' online activities and other demographic variables?

Who should read this report?

- Mobile operators
- Internet Service Providers
- Device OEMs
- Infrastructure providers
- Corporate applications and service vendors
- Content providers and distributors
- Financial analysts and investors.