

**U.S. Mobile Broadband
Use by Time of Day:
*2019, 2021, 2022 and
2023***





U.S. Mobile Broadband Use by Time of Day: *2019, 2021, 2022 and 2023*

A Market Study

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Table of Contents

Abstract	1
Executive Summary.....	2
Figure A: U.S. Mobile Broadband average use throughout the day, 2021 and 2023 (GB/Hour)	3
Figure B: U.S. Mobile Broadband average use per month, 2019, 2021, 2022 and 2023 (GB).....	3
What This Means	4
Methodology.....	5
Usage in 2019 - before the pandemic	6
Table 1: U.S. Mobile Broadband average use throughout the day, 2019 (GB/Hour)	6
Figure 1: U.S. Mobile Broadband average use throughout the day, 2019 (GB/Hour)	7
Usage in 2021 - during the pandemic	8
Table 2: U.S. Mobile Broadband average use throughout the day, 2021 (GB/Hour)	8
Figure 2: U.S. Mobile Broadband average use throughout the day, 2021 (GB/Hour)	10
Usage in 2022 - after the pandemic.....	11
Table 3: U.S. Mobile Broadband average use throughout the day, 2022 (GB/Hour)	11
Figure 3: U.S. Mobile Broadband average use throughout the day, 2022 (GB/Hour)	12
Current usage in 2023	13
Table 4: U.S. Mobile Broadband average use throughout the day, 2023 (GB/Hour)	13
Figure 4: U.S. Mobile Broadband average use throughout the day, 2023 (GB/Hour)	14
Comparing pre-, during- and post-pandemic.....	15
Table 5: U.S. Mobile Broadband average use throughout the day, 2019, 2020, 2021, 2023 (GB/Hour)	15
Figure 5: U.S. Mobile Broadband average use throughout the day, 2019, 2021, 2022, 2023 (GB/Hour)	17
Definitions	18
Definitions Table	18
About iGR	40
Disclaimer	40

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Abstract

iGR has tracked and forecast mobile broadband usage in the U.S. since 2012, and over this time has built a sophisticated model to show how mobile use varies during the day.

As may be expected, mobile device users (which of course are most consumers today) get up in the morning and read the news, check their email, stream video, etc., usually using the home broadband service. But they then commute to work and/or drop children off at school, using mobile bandwidth for entertainment, communications, directions, etc. Once at the workplace, mobile bandwidth usage decreases until around the lunch hour when many people go to get something to eat and/or run errands, and hence mobile usage increases again. Usage drops in the afternoon as people are back in the workplace, before rising again during the commute home. In the evenings, people may attend a social or sporting event, etc. and so usage remains high.

This market study shows how the U.S. mobile data usage throughout the day has changed between 2019 and 2023.

Key questions addressed:

- What is the average mobile data usage of a U.S. mobile consumer at various times of day?
- How has this time-of-day usage changed since 2019?
- What is the average daily usage of a U.S. mobile consumer in 2023, as well as in 2019, 2021 and 2022?
- What is the average monthly mobile data usage in 2019, 2021, 2022 and 2023?

Who should read this report:

- Mobile operators
- Device OEMs
- Mobile infrastructure and equipment OEMs
- Financial analysts and investors.

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