





U.S. Mobile Consumers and 5G: *Awareness and Interest*

A Market Study

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Abstract

5G mobile service is available nationwide in the U.S., and mobile operators are also providing 5G home Internet in a growing number of markets. Are U.S. mobile consumers aware of this?

What do those mobile consumers who do not use 5G today expect 5G to deliver? Are they likely to upgrade? And what is motivating their upgrades?

This market study answers these questions and provides more information about the current 5G market in the U.S. The study, which uses results from iGR's June 2023 survey of over 1,000 U.S. mobile consumers, also looks at the demographic variables in survey respondents' answers and identifies trends by comparing current data to past results.

Key questions addressed:

- How aware are U.S. mobile consumers of 5G?
- What do U.S. mobile consumers know about 5G service availability in the area in which they live?
- What do consumers expect 5G to deliver?
- Are consumers willing to pay more for 5G?
- How likely are U.S. mobile consumers to upgrade in the next year?
- When mobile consumers upgrade to 5G, are they more likely to stay with the same provider or change providers?
- Why are they likely to upgrade to 5G?
- How has U.S. consumers' awareness and expectations changed over the last two years.

Who should read this report?

- Mobile operators
- Device OEMs
- Content providers and distributors
- Financial analysts and investors.

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