

Mobile data plans and usage: consumer survey

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About this report

This report uses the results of our consumer survey to provide an analysis of the data usage of smartphone users in Europe, North America, Asia–Pacific, Sub-Saharan Africa and the Middle East.

The survey was conducted in association with Dynata and On-Device Research (ODR) between July and August 2023. The survey groups were chosen to be representative of the internetusing population in the above-mentioned regions. We set quotas on age, gender and geographical spread to that effect. There were at least 750 respondents per country.



- What are the mobile data usage patterns among respondents, and how does data pricing affect these patterns?
- What is the impact of data consumption on customer satisfaction metrics?
- Why does the distribution of data allowances vary so much by country?

KEY QUESTIONS ANSWERED IN THIS REPORT

- Operator-based strategy executives and marketing managers who are interested in understanding data usage and spending trends and how data consumption affects customer satisfaction metrics.
- Market intelligence and research executives in service providers that are responsible for understanding end-user trends and supporting business units in identifying and addressing new opportunities.

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Consumer Services

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Networks

Next-Generation Wireless Networks Wireless Infrastructure Strategies Fibre Infrastructure Strategies Operator Investment Strategies Telecoms Strategy and Forecast Transport Network Strategies

Applications

Network Automation and Orchestration Customer Engagement Monetisation Platforms Digital Experience Automated Assurance Service Design and Orchestration Telecoms Software Market Shares

Satellite and Space

Satellite Strategies for Telcos Satellite Capacity Satellite Infrastructure Satellite Mobility



Operator Business Services and IoT

Enterprise Services SME Services IoT Services Private Networks Cyber Security

SMB Technology Forecaster

Regional Markets

Global Telecoms Data and Financial KPIs Americas Asia-Pacific Middle East and Africa European Core Forecasts European Telecoms Market Matrix European Country Reports



Cloud

Cloud Infrastructure Strategies Data, AI and Development Platforms Edge and Media Platforms Multi-Cloud Networking

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