



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 internet-using 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.



KEY QUESTIONS ANSWERED IN THIS REPORT

- 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?



GEOGRAPHICAL COVERAGE

Western Europe (WE):

- France, Germany, Ireland, Italy, Norway, Spain, Sweden, UK

North America (NA):

- Canada, USA

Central and Eastern Europe (CEE):

- Poland, Turkey

Sub-Saharan Africa (SSA):

- South Africa

Emerging Asia-Pacific (EMAP):

- Malaysia

Developed Asia-Pacific (DVAP):

- Australia, New Zealand

Middle East and North Africa (MENA):

- Kuwait, Oman, Saudi Arabia, UAE



WHO SHOULD READ 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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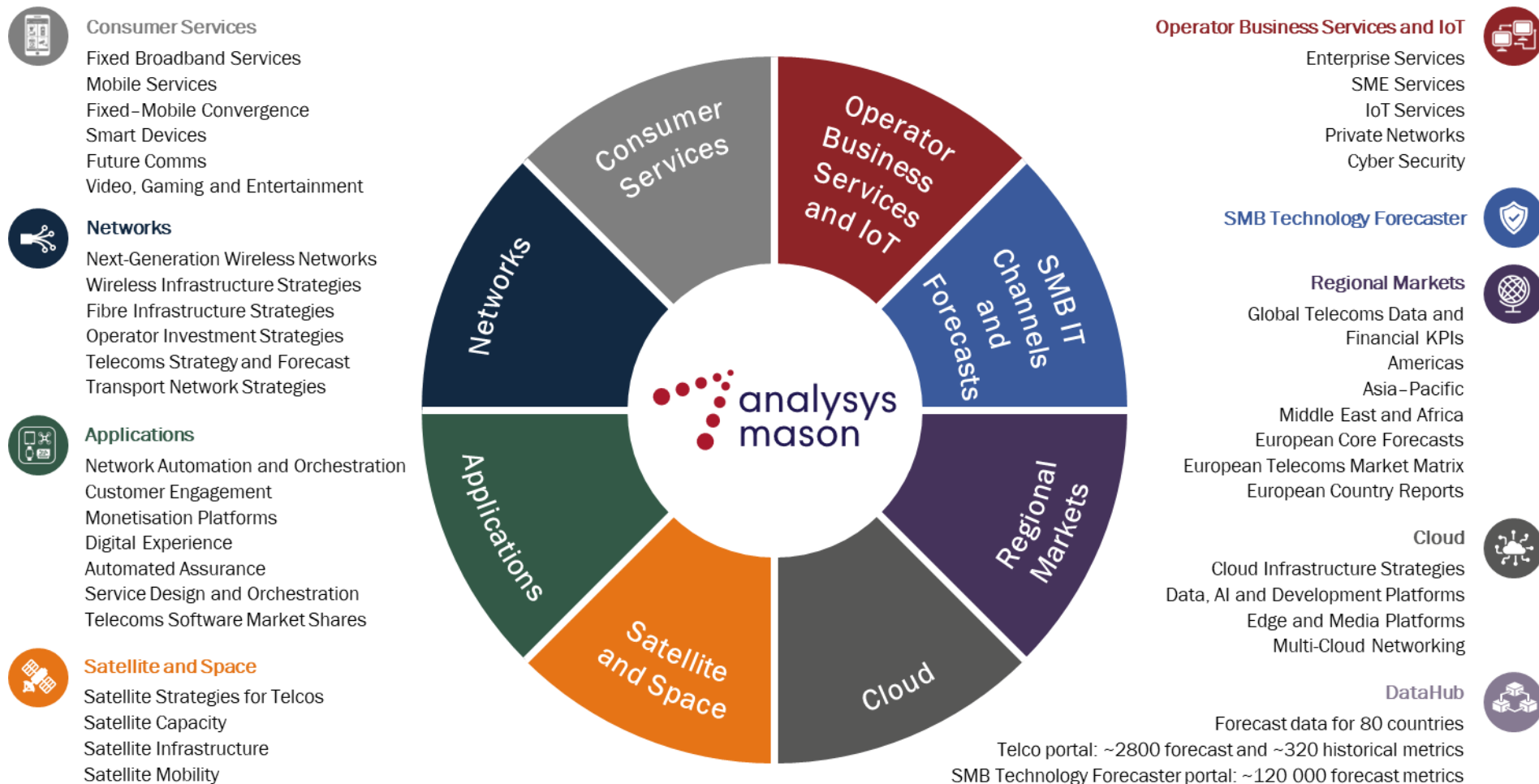
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About the authors and Analysys Mason

Our research services



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