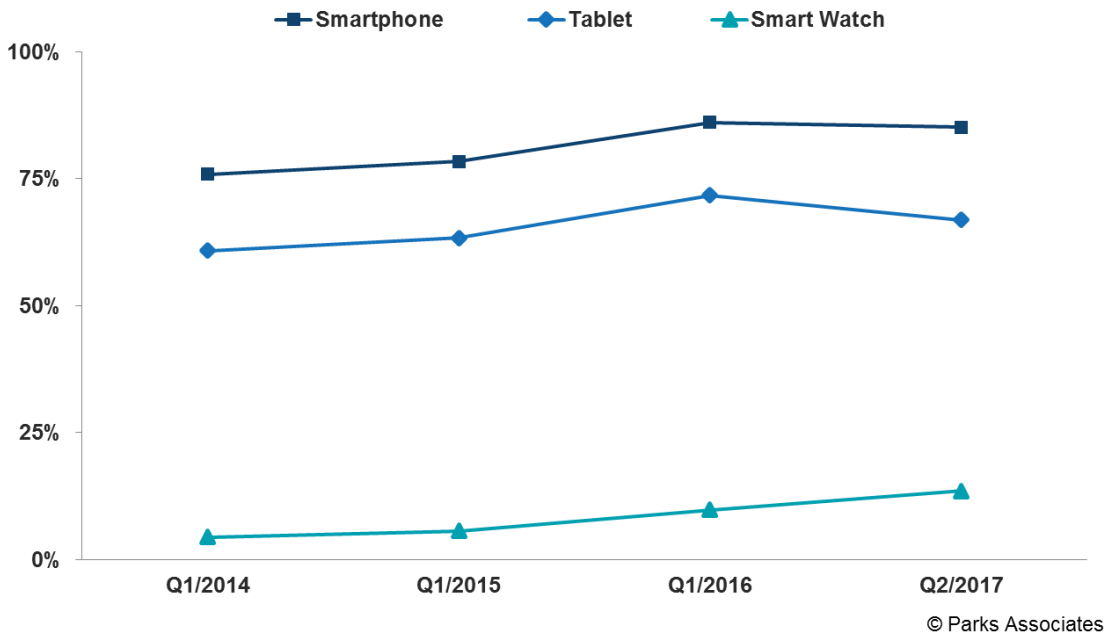


## Adoption of Mobile Devices (2014-2017)

U.S. Broadband Households



### SYNOPSIS

This **360 View** analyzes consumer adoption and use of mobile devices, services, and apps. Mobile computing devices, from smartphones to tablets to wearables, are one of the fastest growing and most innovative consumer technology marketplaces. The shift from voice to data and from desktop browsers to mobile apps has reshaped consumer consumption habits of media, information, and services. This consumer study tracks adoption trends of major mobile device categories, analyzes consumer use of mobile data and mobile apps for media and daily information needs, and explores how the use of apps on the phone and in the car could disrupt traditional industries.

### ANALYST INSIGHT

“The smartphone and tablet market hit saturation while new categories, such as smart watches and connected cars, have yet to become mainstream. Slow growth in new mobile broadband device categories has forced mobile operators to focus on alternative growth strategies”

— Kristen Hanich, *Research Analyst*, Parks Associates

### Consumer Analytics Team



Yilan Jiang, Manager  
of Consumer Research



David Mitchel,  
Research Analyst



Katherine Li,  
Researcher

### Industry Analysts



Kristen Hanich,  
Research Analyst



Harry Wang,  
Senior Research Analyst

**CONSUMER  
ANALYTICS**

Number of Slides: 87

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### ATTRIBUTES

#### **Parks Associates**

5080 Spectrum Drive  
Suite 1000W  
Addison, TX 75001

**parksassociates.com**

**sales@parksassociates.com**

**PHONE** 972.490.1113

**Toll free** 800.727.5711

**FAX** 972.490.1133

Authored by Kristen Hanich, Yilan Jiang, Katherine Li, Harry Wang, and David Mitchel  
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