Wireless Phone Data and Entertainment Services

Description: It is safe to say cellular phones are part of mainstream America. In fact, CEA estimates that 81% of American households own a wireless phone. Given the market saturation, service providers are looking for new services and features to grow (and maintain) their customer base. In order to have a deeper understanding of the market opportunities for wireless services, this study was conducted to answer the following questions: how aware and interested are wireless consumers in data and entertainment services? What are the current subscription levels for data and entertainment services?

What motivates consumers to subscribe to services? And finally, which groups of owners are more likely to be interested in wireless phone services and how can retailers effectively sell to them? Companies who contributed to the design of this body of research: BDS Marketing, Boingo Wireless, Brightstar, Interstate Connections, Philips Accessories and Computer Peripherals North America, and ReSource.

Contents:

- Gender
- Age
- Race
- Ethnicity
- Income
- Internet Connection
- Ce Ownership
- Cell Phone Ownership
- Cell Phone Service Awareness
- Familiarity With: Email?
- Familiarity With: Text Messaging?
- Familiarity With: Internet Access?
- Familiarity With: Push To Talk Service (I.E., Walkie-talkie Feature)?
- Familiarity With: Video (E.G., Video Clips, Mobile TV, Streaming Video)?
- Familiarity With: Music?
- Familiarity With: Gaming?
- Familiarity With: Ring Tones Or Ring Back Tones?
- Familiarity With: Navigation?
- Familiarity With: Picture Or Video Messaging?
- Familiarity With: Information Alerts?
- Services Interested In Learning More About
- Type Of Information Interested In
- Preferred Sources Of Information
- Time Since Start Of Cell Phone Use
- Time Spent Using Cell Phone
- Percentage Of Cell Use For Work
- Percentage Of Cell Use For Personal Reasons
- Smartphone Ownership
- Services On Current Plan
- Cell Services Used Within 30 Days: Email.
- Cell Services Used Within 30 Days: Text Messaging.
- Cell Services Used Within 30 Days: Internet Access.
- Cell Services Used Within 30 Days: Push To Talk Service.
- Cell Services Used Within 30 Days: Video.
- Cell Services Used Within 30 Days: Music.
- Cell Services Used Within 30 Days: Gaming.
- Cell Services Used Within 30 Days: Ring Tones Or Ring Back Tones.
- Cell Services Used Within 30 Days: Navigation.
- Cell Services Used Within 30 Days: Picture Or Video Messaging.
- Cell Services Used Within 30 Days: Information Alerts.
- Subscribe To Wifi Broadband Internet Access Service
- Music Service Subscribed To
Length Of Time Subscribing To: Email?
Length Of Time Subscribing To: Text Messaging?
Length Of Time Subscribing To: Internet Access?
Length Of Time Subscribing To: Push To Talk Service (I.E., Walkie-talkie Feature)?
Length Of Time Subscribing To: Video (E.G., Video Clips, Mobile TV, Streaming Video)?
Length Of Time Subscribing To: Music?
Length Of Time Subscribing To: Gaming?
Length Of Time Subscribing To: Ring Tones Or Ring Back Tones?
Length Of Time Subscribing To: Navigation?
Length Of Time Subscribing To: Picture Or Video Messaging?
Length Of Time Subscribing To: Information Alerts?
Importance In Deciding On Service Plan: Cost Of Service?
Importance In Deciding On Service Plan: Cost Of Cell Phone Needed To Use Service?
Importance In Deciding On Service Plan: Ease Of Use?
Importance In Deciding On Service Plan: Works With Current Cell Phone?
Importance In Deciding On Service Plan: Frequency Of Use?
Reason For Subscribing To Service: Email?
Reason For Subscribing To Service: Text Messaging?
Reason For Subscribing To Service: Internet Access?
Reason For Subscribing To Service: Push To Talk Service?
Reason For Subscribing To Service: Video?
Reason For Subscribing To Service: Music?
Reason For Subscribing To Service: Gaming?
Reason For Subscribing To Service: Ring Tones Or Ring Back Tones?
Reason For Subscribing To Service: Navigation?
Reason For Subscribing To Service: Picture Or Video Messaging?
Reason For Subscribing To Service: Information Alerts?
Reason For Not Subscribing To Services
Ways To Learn About Cell Phone
Agree/Disagree: A Cell Phone Is A ‘must Have’?
Agree/Disagree: I Have A Cell Phone For Emergencies Only?
Agree/Disagree: I Hate That My Cell Phone Makes Me So Accessible?
Agree/Disagree: I Want A Cell Phone That Allows Me To Do Many Things; Not Just Phone Calls?
Agree/Disagree: I Only Use My Cell Phone For Phone Calls?
Agree/Disagree: I Have A Cell Phone So My Family Can Reach Me?
Agree/Disagree: I Feel Lost When I Don't Have My Cell Phone?
Importance Of Cell Phone Vs. Service Provider
Likelihood Of Switching Service Providers For Cell Phone
Time Frame Of Cell Phone Purchase
Likelihood Of Subscribing With Next Phone: Email?
Likelihood Of Subscribing With Next Phone: Text Messaging?
Likelihood Of Subscribing With Next Phone: Internet Access?
Likelihood Of Subscribing With Next Phone: Push To Talk Service?
Likelihood Of Subscribing With Next Phone: Video?
Likelihood Of Subscribing With Next Phone: Music?
Likelihood Of Subscribing With Next Phone: Gaming?
Likelihood Of Subscribing With Next Phone: Ring Tones Or Ring Back Tones?
Likelihood Of Subscribing With Next Phone: Navigation?
Likelihood Of Subscribing With Next Phone: Picture Or Video Messaging?
Likelihood Of Subscribing With Next Phone: Information Alerts?
Preferred Method Of Payment
Adoption
Marital Status
Education
Generational Cohort

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