



Optimum Mobile Reveals **Insights** from Latest Study

Based on over **1,500** participants*

*All data cited in this report are taken from a survey conducted by a third party on behalf of Optimum between January 2 – 10, 2025. Over 1,500 U.S. adult mobile service decision-makers were surveyed.

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KEY SHOPPING TRENDS

Over half of Americans consider price the key factor when buying a mobile device, followed by battery life and brand.

One-third of Americans are likely to upgrade their mobile device within the next year.

Nearly **two-thirds** of Americans buy their mobile devices in person at a retail store.

Nearly **two-thirds** of Americans have been with their mobile provider for four or more years.

More than half of Americans aged 18-39 are financing or paying off their devices, while only 28% of those aged 55+ do.

One-third of Americans have a device protection plan, with younger consumers (18-54) more likely to have one than older consumers (55+).

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MISCONCEPTIONS ABOUT MOBILE & INTERNET SERVICES

Two-thirds of Americans believe 5G is available on all phone plans across small and large carriers – **Wrong!**

Three-quarters of Americans believe 5G Home Internet is just as fast as wired Internet service – **Wrong!**

3 in 10 Americans believe unlimited data means speeds won't ever be throttled – **Wrong!**

Over half of Americans believe network coverage on smaller mobile carriers is the same as that of major carriers – **Wrong!**

Over half of Americans (61%) are aware of 5G Home Internet.

Nearly 2 in 10 Americans think they'll lose their phone number by switching mobile providers, with those aged 18-39 even more likely.

KEY INSIGHTS ON SERVICE BUNDLING & PLANS

Roughly **one-quarter** of Americans would likely subscribe to a bundle in the next year.

Nearly **half of consumers** find it appealing to bundle mobile, internet, and/or TV services from a single provider if offered at a great price.

70% of Americans would consider a mobile bundle, 64% a streaming bundle, 62% an internet bundle, and half of those 18-54 find bundling mobile, internet, and TV more appealing.

81% of Americans surveyed have unlimited data plans.

80% of Americans believe bundling internet and mobile services is more cost effective than separating the services.

More than **one-third** of Americans aged 18-39 believe it's important to have an international service plan with their mobile provider, while only 21% of those aged 55+ feel it's important.

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TOP DEVICE FEATURES

More than **one-third** of Americans use AI features, with more than half aged 18-39 and more than half with children under the age of 18 living in their household.

Over half of Americans consider price the key factor when buying a mobile device, followed by battery life and brand.

Nearly half of Americans, 45%, consider battery life as one of the most important features in their mobile device.