Mobile only: wireless home internet is bigger than you think

Deloitte Global predicts that

20% of homes with internet access in North America will get all of their internet data access via mobile-only networks in 2018.

Faster speeds & higher caps will increase as an option for more people as we move to 5G.

Wireless-only internet will increase as an option for more people as we move to 5G.

Up to 30%-40% in 2022.

The most likely owners of mobile-only data plans:

- When there is NO OTHER CHOICE e.g. rural residents
- Single people
- Young people
- Lowest income bracket homes
- Over 40%

Over 40% of Wi-Fi-only data plans in 2022.

www.deloitte.com/predictions

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