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

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

Faster speeds & higher caps

WIRELESS-ONLY internet will increase as an option for more people as we move to 5G

Young people x2 as likely

Lowest income bracket homes

Single people OVER 40% more likely