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CONSUMER SPENDING ON COMMUNICATION SERVICES

This month Centris focused on consumer spending on communication services. This includes traditional land line, internet and cell phone costs. The evolution of technology has provided the consumer with more communication alternatives for voice and data consumption. We asked how much is being spent on each alternative or combination of alternatives.

Our findings revealed that cell phone and Smartphone bills significantly exceed landline phone and internet costs. In addition, Smartphone bills significantly exceed basic cell phone costs. Approximately 45% percent of households now have Smartphones.

Data for Centris' Insights program is obtained from its going technology tracking study. This Addressed Based Sampling program completes approximately 3200 household surveys per month.

As always, we appreciate your comments, suggestions and questions.

Regards,
The Centris Team

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