



Cell Phone Revolution

Analysis of the Anglophone Market

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See Appendix for permissible uses

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Introduction

- + In a world full of technology that allows us to stay connected and informed at all times, cell phones are leading the way.
- + This report examines the use of mobile phones with a focus on the increasing ownership of smartphones, exploring market trends, smartphone activities and the companies that provide wireless service.
- + This year the Media Technology Monitor (MTM) incorporated a mixed-methodology approach which included a phone survey and a follow-up survey online. The data from this report comes primarily from the Fall 2016 phone portion of the survey unless otherwise noted.**

*See the appendix for further information on our survey methodology and permissible uses.

**Data in this report coming from the online portion of the survey will be identified with this symbol +

