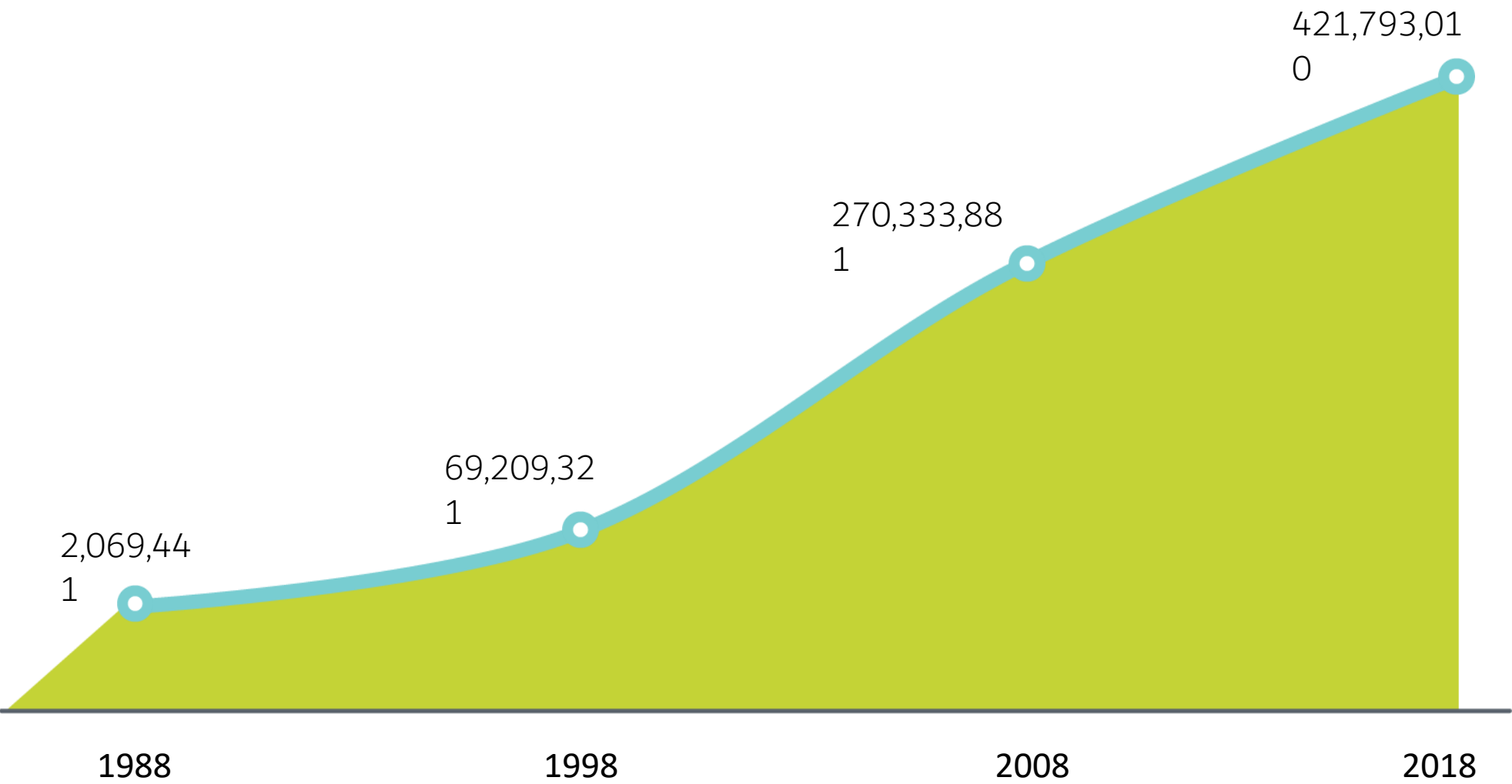


# NARUC Summer 2019

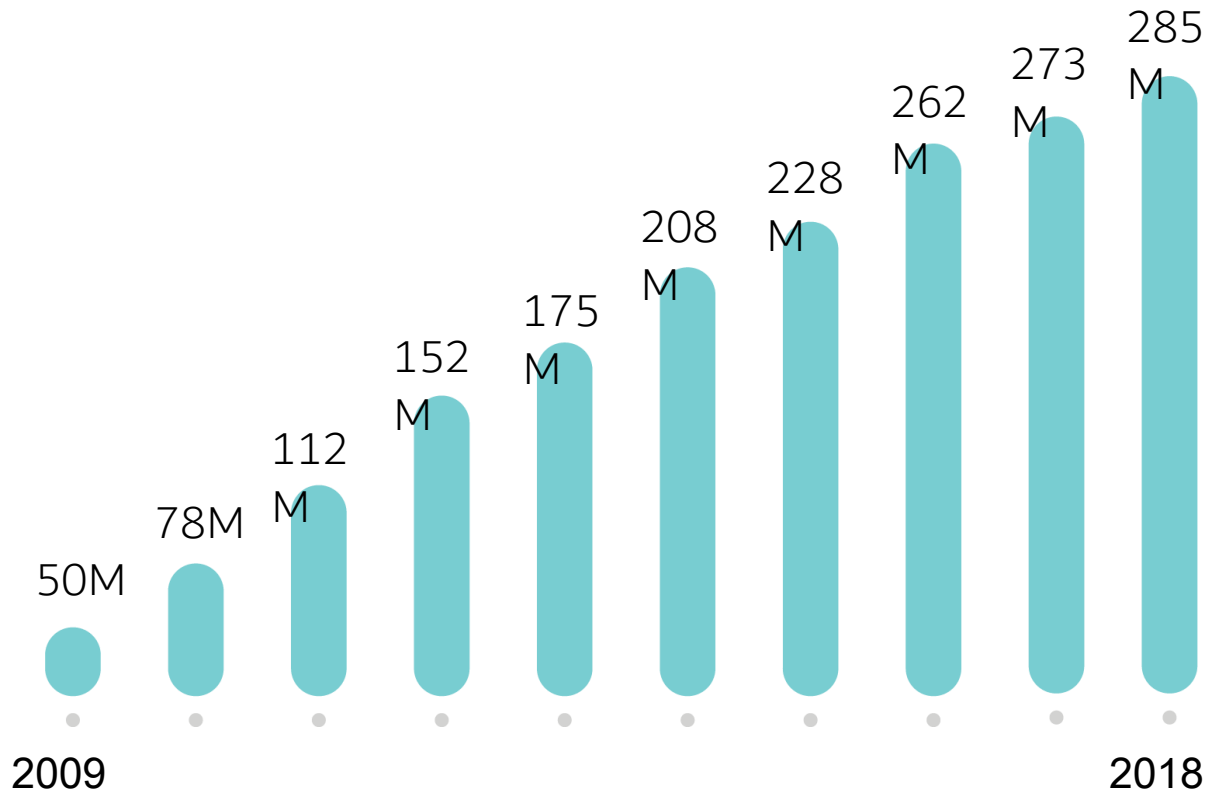


# Estimated Wireless Subscriber Connections



Estimated Connections Equal **126.6%** of U.S. Population

# Smartphones in Active Use



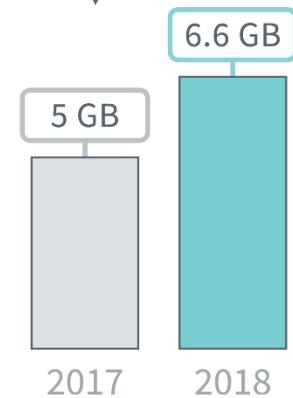
Reported Smartphones Grew **5.7x** from 2009

**284.7M** — of those devices are smartphones...

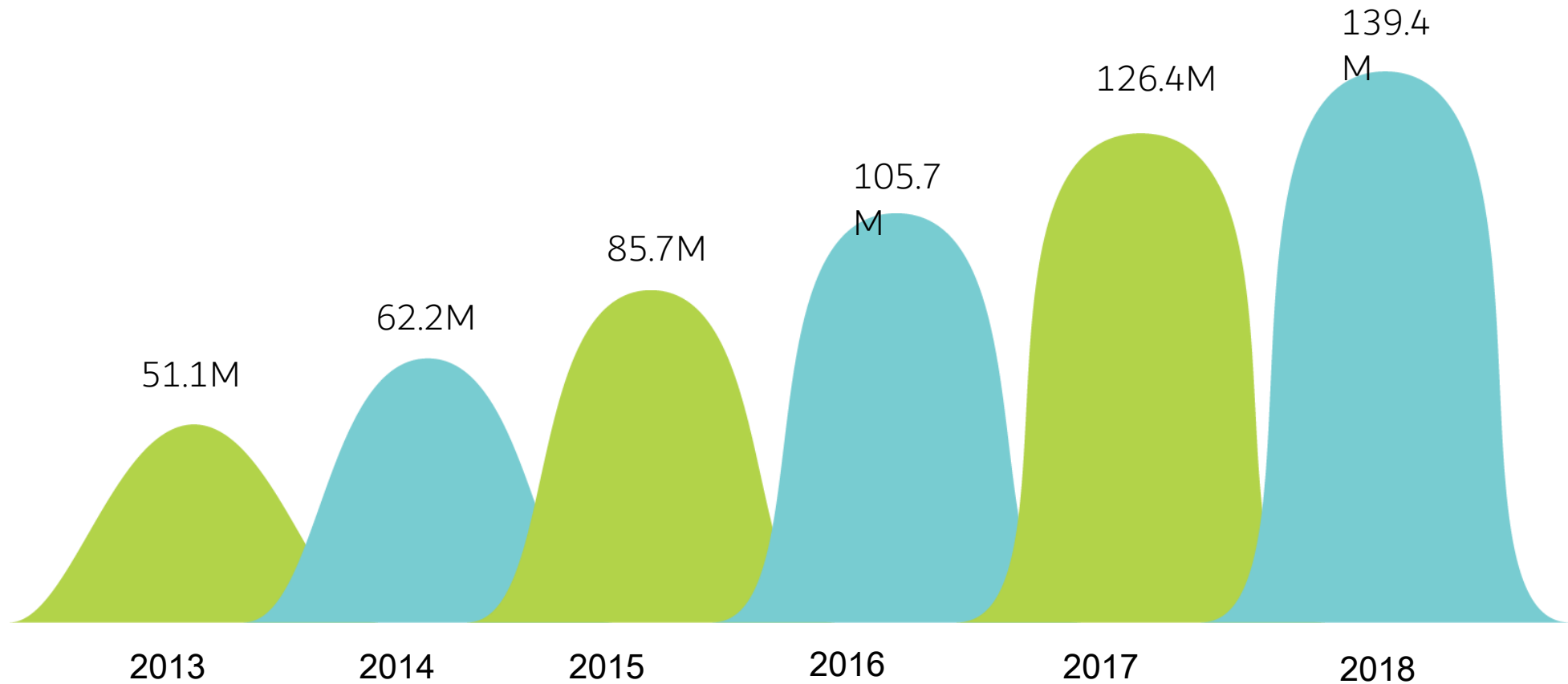


...which translates to 87% of the U.S. population having one.

And on average, smartphones generated **6.6 GB of data per month.**

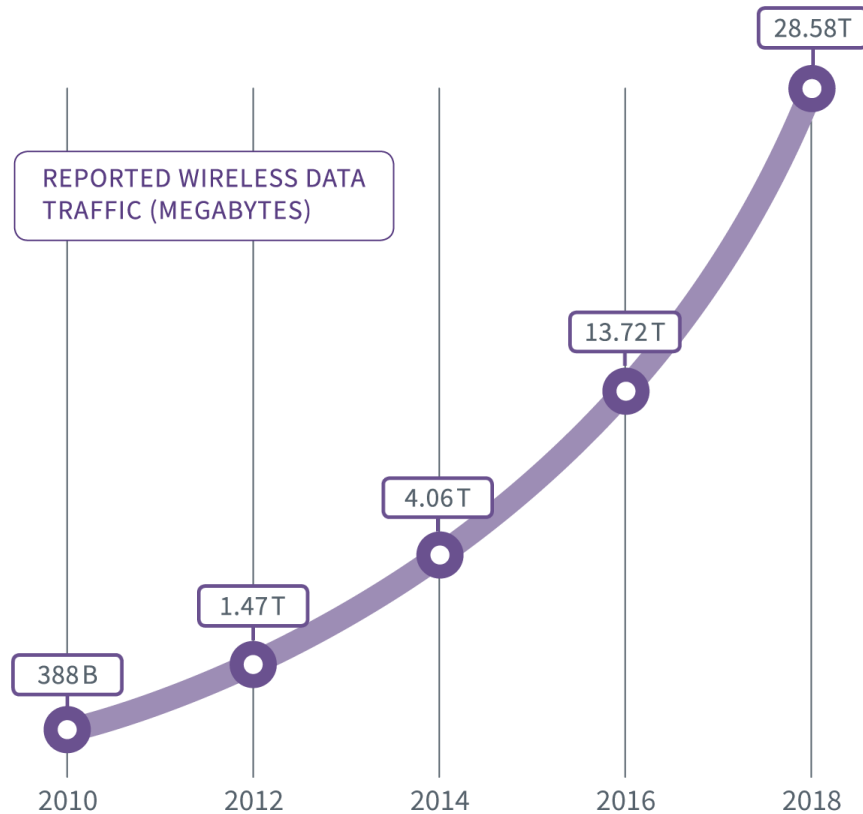


# Data-Only Devices

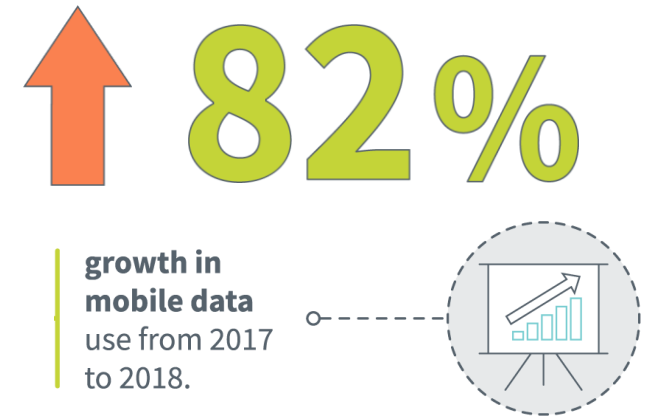


Data-Only Devices Grew **173%** Since 2013

# Mobile Data use Nearly Doubled in One Year



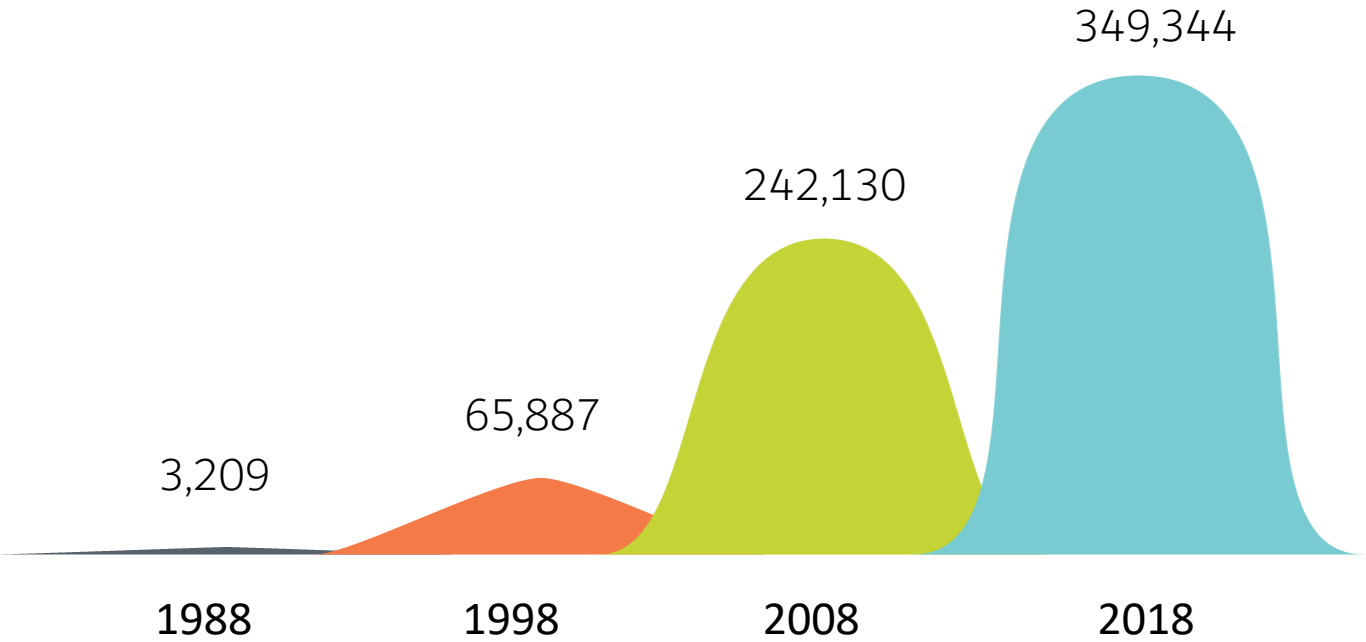
To put this in perspective, 28.58 trillion MBs of data is equivalent to 250 million people playing Fortnite for 1,906 hours.



# Annual Minutes, Messages and Megabytes of Wireless Traffic

(Billions of MOUs/Messages/MB)

# Cell Sites in Service



A Record **349,344** Cell Sites Were in Operation in 2018,  
Representing **44% Growth** Over the Last Decade

2011	283,385
2012	301,779
2013	304,360
2014	298,055
2015	307,626
2016	308,334

\$  
\$  
\$  
\$  
**\$27.4B**

in wireless industry  
capital investment  
in 2018.

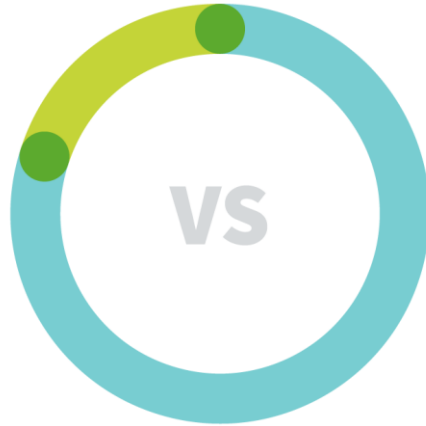
Date	Cumulative CapEx (\$000s)
2011	\$335,331,967
2012	\$365,426,326
2013	\$398,567,671
2014	\$430,642,374
2015	\$462,605,007
2016	\$488,996,53



# Given the Choice Americans Would Choose:

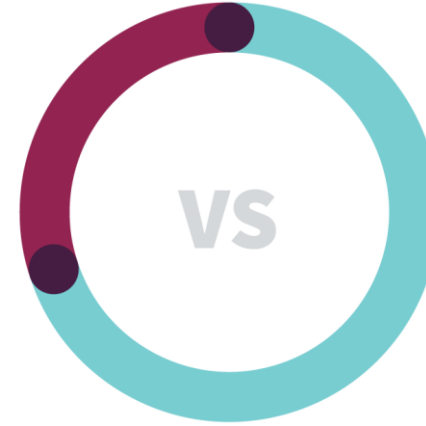


**20%**



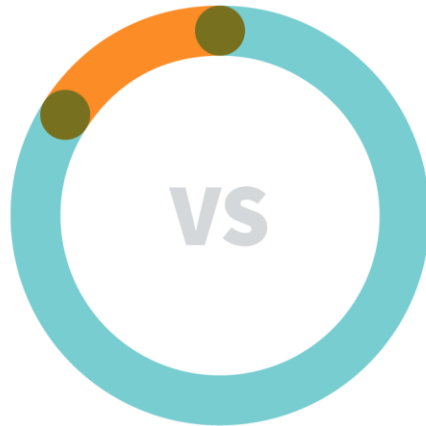
DATING

**30%**



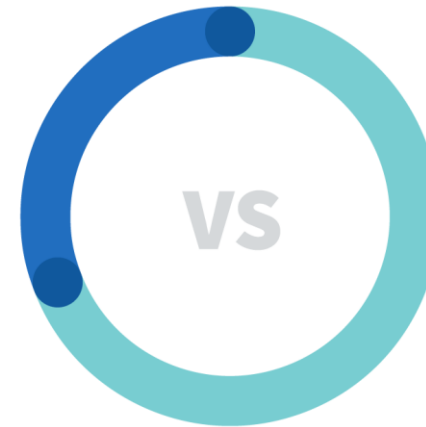
BEER

**16%**



COFFEE

**31%**





# Benjamin Aron

Director,  
State Regulatory and External Affairs  
CTIA



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