




2025 Annual Survey Highlights



The 2025 Annual Survey tells a story of real momentum and promise. America's wireless industry continues to be one of the most dynamic and powerful forces in our economy. Providers are investing tens of billions of dollars every year to expand and upgrade networks. Consumers are responding by using record amounts of data—streaming, connecting, and creating in ways that enrich their lives and fuel growth across every sector.

This success is no accident. It reflects years of vision, innovation, and a commitment to building the best wireless networks in the world. And the opportunity ahead is even greater. With the right policies—ensuring a steady pipeline of licensed spectrum and speeding infrastructure deployment—we can unlock the full potential of next-generation wireless.

Fortunately, we are not in this effort alone. Policymakers are focused on the right issues and already acting decisively to help deliver on this promise. We are lucky to have leaders who understand that wireless connectivity is central to economic growth, global competitiveness, and everyday life for millions of Americans. This survey is a great reminder of that.

The bottom line is simple: America's wireless industry is delivering for consumers, powering our economy, and leading the world. And with policymakers and industry aligned, the next chapter will be even more exciting.



Ajit Pai
President & CEO



Wireless Data Use Surges

Americans used 132T megabytes of data last year, shattering the 100T MB record set just the previous year. This record amount of data was driven by a 32T MB year-over-year increase, the single largest jump in U.S. history. Americans are using more and more 5G data at home, on the road, and to drive innovation across industries, from healthcare to transportation, manufacturing, and beyond.

And the annual growth in demand shows no sign of slowing. In fact, for the third straight year, demand grew roughly 35%, a pace that would nearly double the amount of data used every two years. This record growth highlights why Congress's direction to auction 800 megahertz of new spectrum is so critical.

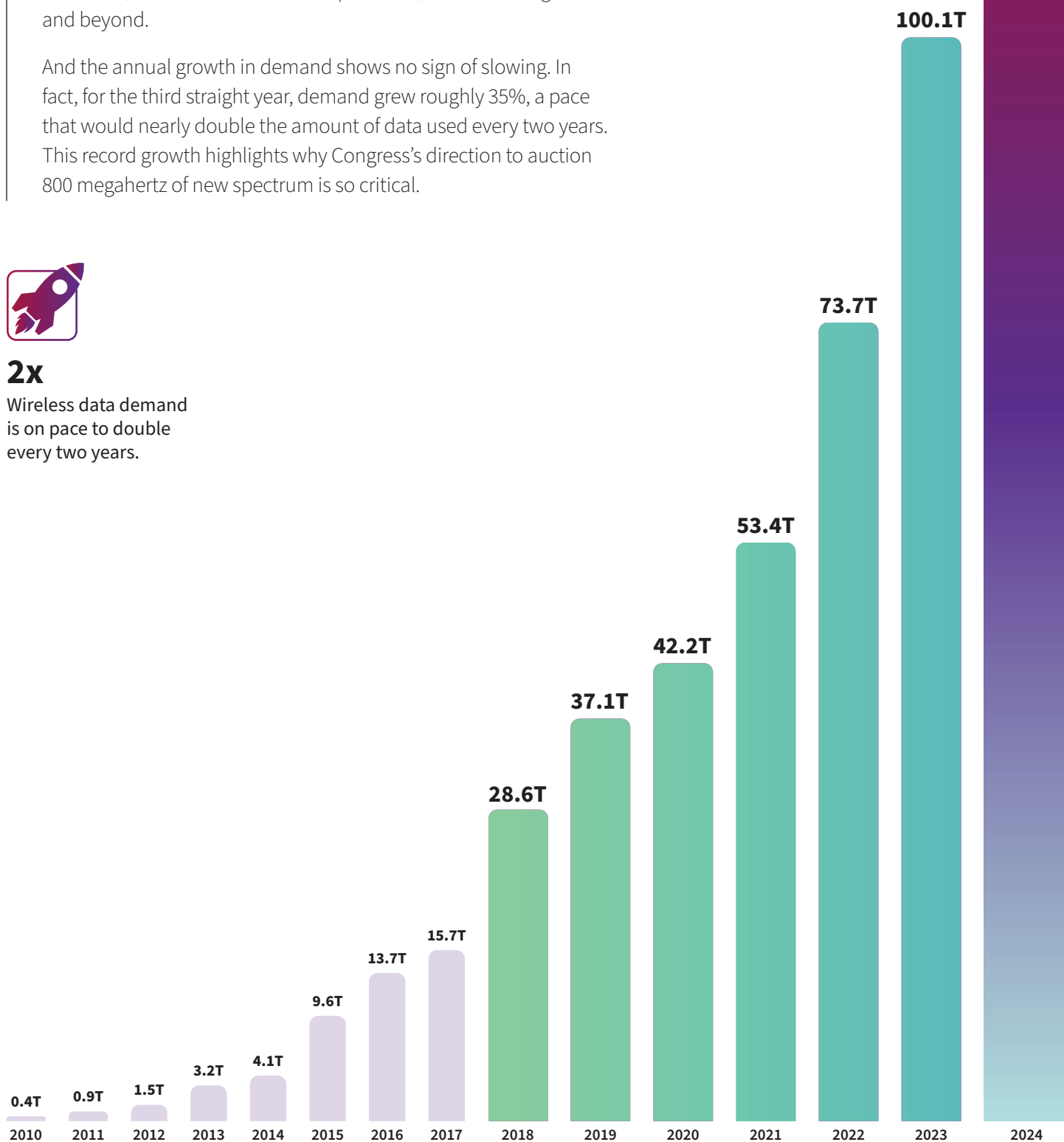
132.5T

32T MB increase in 2024,
the largest year-over-year
increase, ever



2x

Wireless data demand
is on pace to double
every two years.



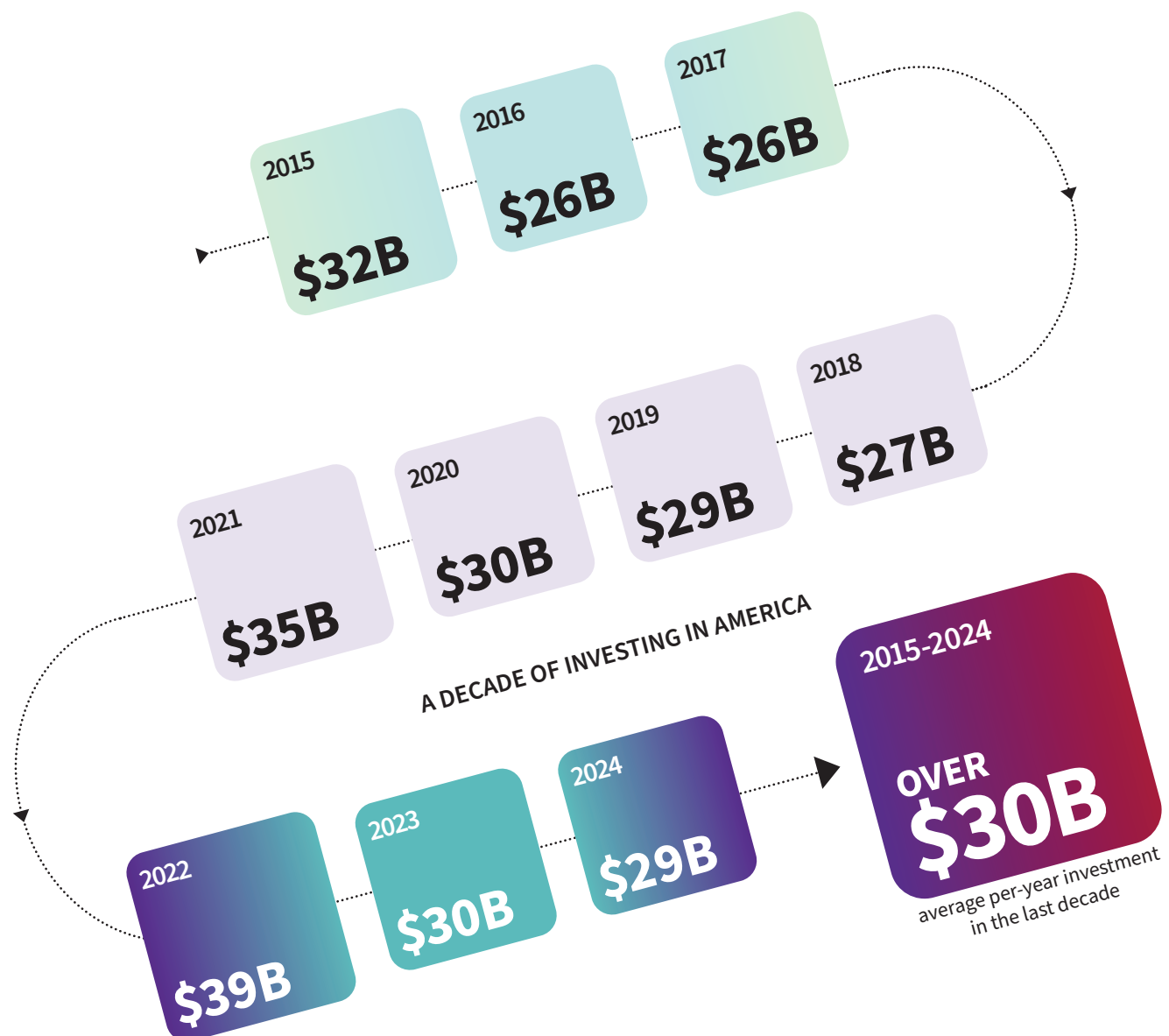
Wireless Investment Fuels 5G Network Growth

The mobile industry invests tens of billions of dollars every year building, upgrading, and maintaining wireless networks, and have averaged over \$30B annually over the entire decade. We are proud to be one of the two biggest investors in the U.S. Last year, wireless providers again invested \$29B. America's free market policies are key to encouraging this level of investment. Last year, America's wireless providers spent nearly double the amount of their EU counterparts per capita, and that's why modernizing regulation with a national framework is so vital.



20%

U.S. wireless investment accounts for 20% of total worldwide investment, while representing just 4.3% of the global population.



Americans Flock to 5G

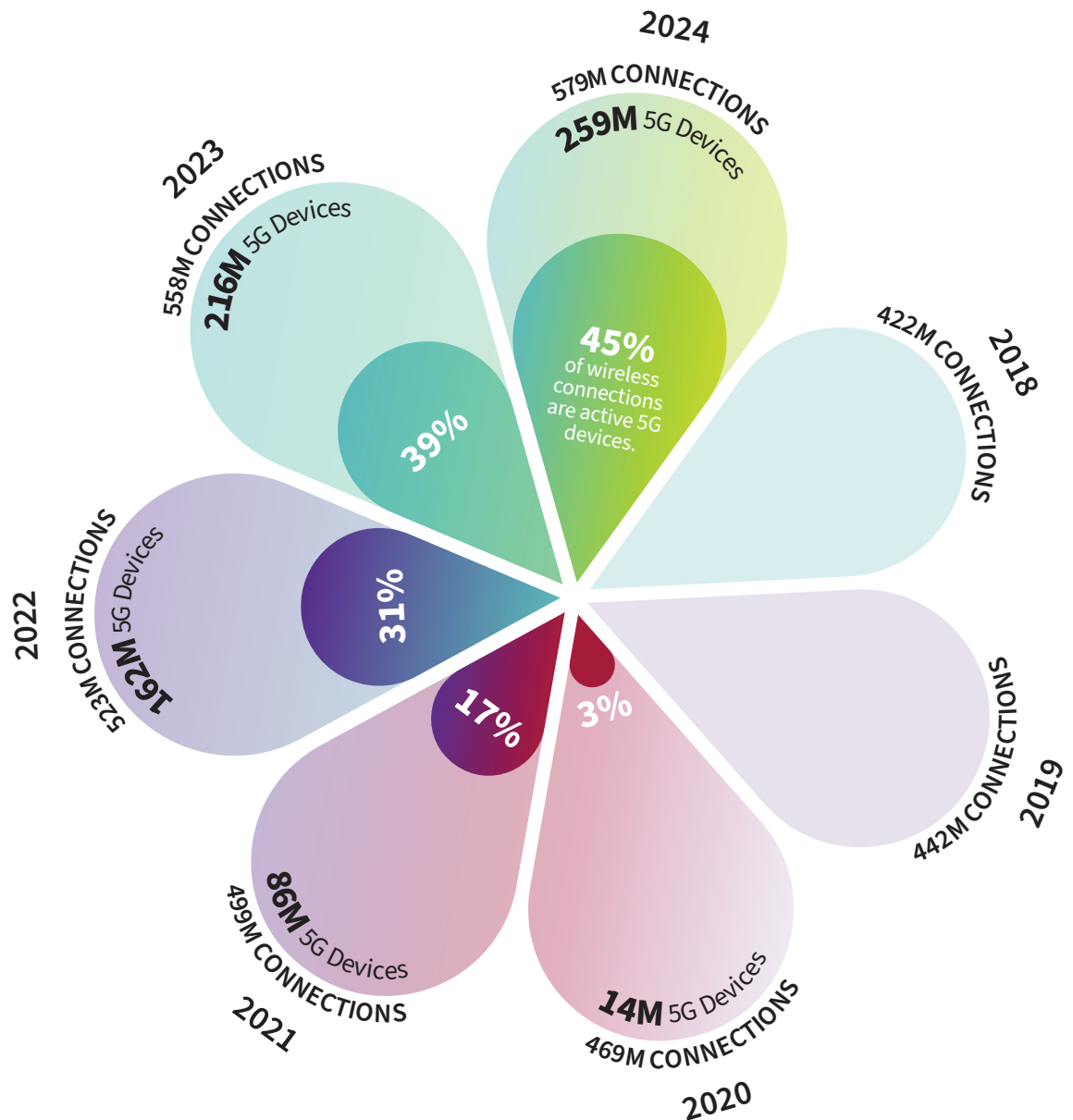
Wireless is integral to the fabric of modern society, driving unprecedented growth as they connect more people and devices. Last year, U.S. wireless connections grew again, now reaching 579M—that's 1.7 connections for every person.

5G devices now make up nearly half of these connections, up from 39% the previous year. Ranging from smartwatches and smartphones to environmental sensors and autonomous robots, more than 259M 5G devices blanketed the nation last year, an increase of 43M over the previous year.



1.7 Connections

There are more wireless connections than there are people in the U.S. today, with 1.7 connections for every person.



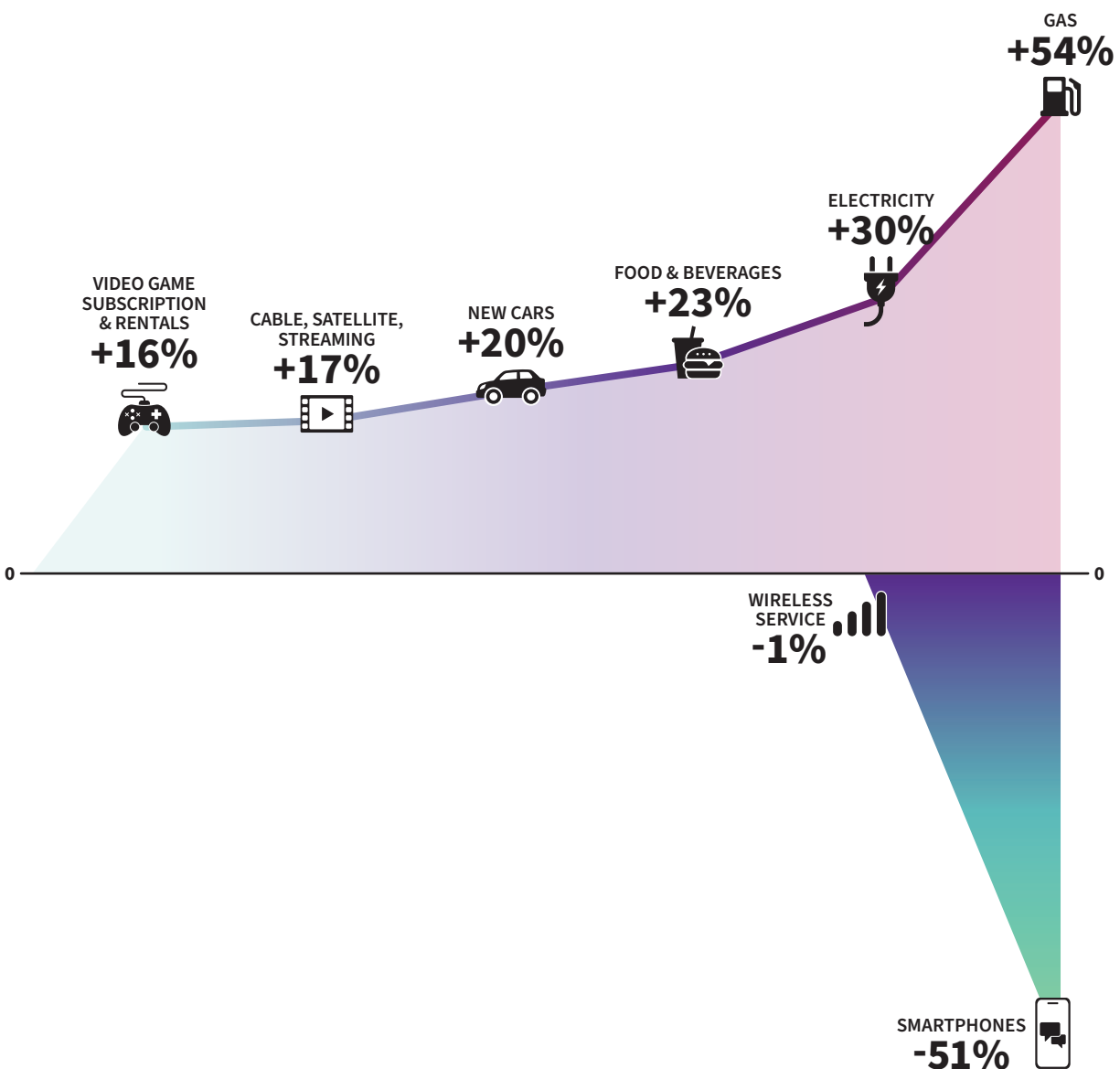
Wireless Prices Continue to Drop

As consumers use more data, wireless data continues to cost less, even as the cost of many other consumer goods and services steadily increase. Over the last four years, Americans have seen significant increases in prices for goods and services like food, utilities, and new vehicles. Meanwhile, the cost of wireless service has decreased, and the cost of smartphones has decreased by more than 50%. Providing value to consumers is a key part of the wireless industry's success.



62%

Consumers are paying less per megabyte than ever before, with the price dropping 62% from 2020 to 2024.



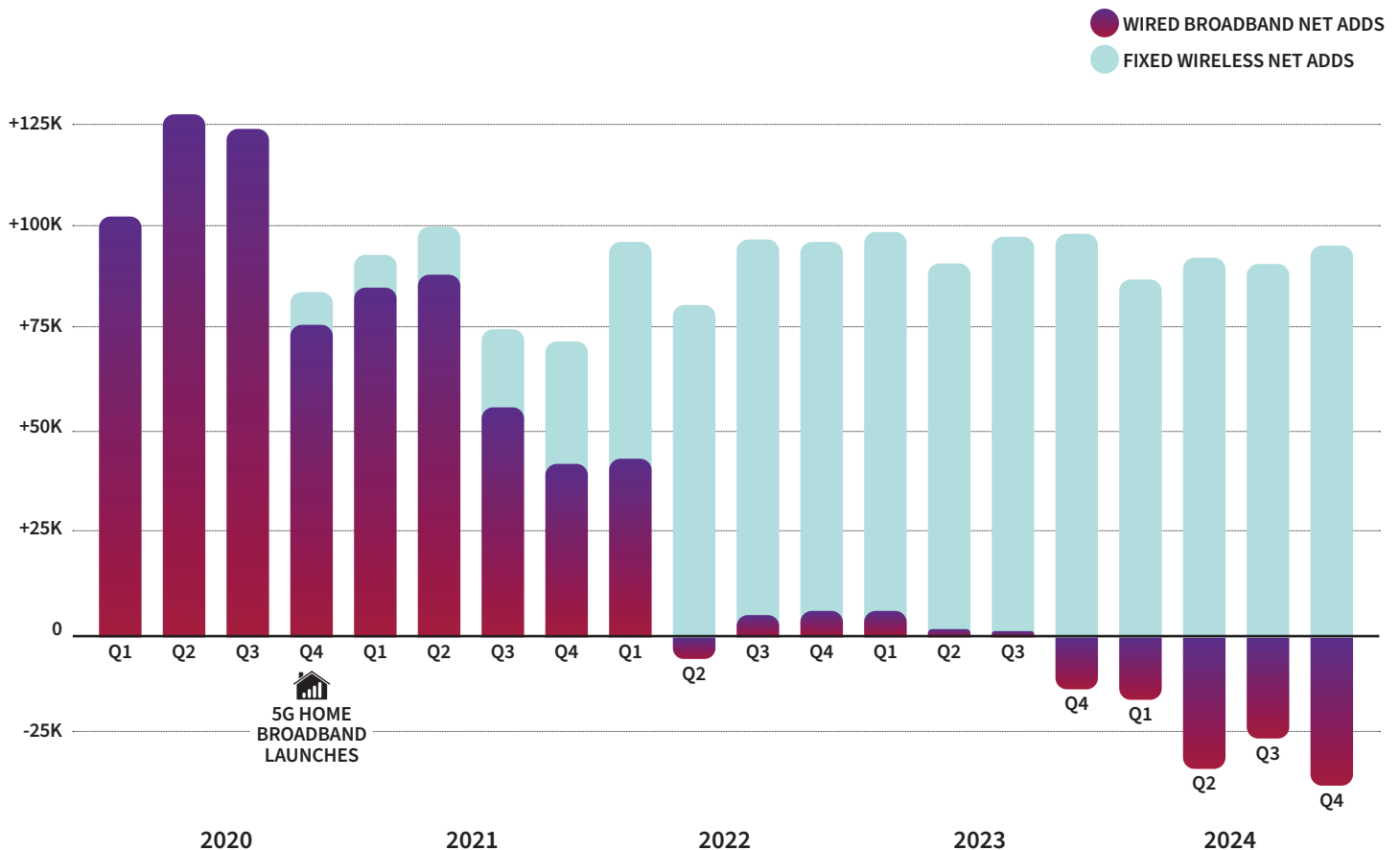
More Americans Choose 5G to Connect at Home

When it comes to internet at home, America continues to embrace 5G fixed wireless access as a welcome alternative to cable. For the third year in a row, 99% of new home broadband subscribers chose 5G, as consumers overwhelmingly prefer wireless choices. In fact, net cable subscriptions decreased by more than a million last year, while 5G home subscribership increased by nearly 3.7M. Overall, our market penetration has expanded rapidly, growing to nearly 12M subscribers by the end of last year, and projected to increase 1.7x by 2028. The only thing holding back this popular product is more full-power licensed spectrum.



99%

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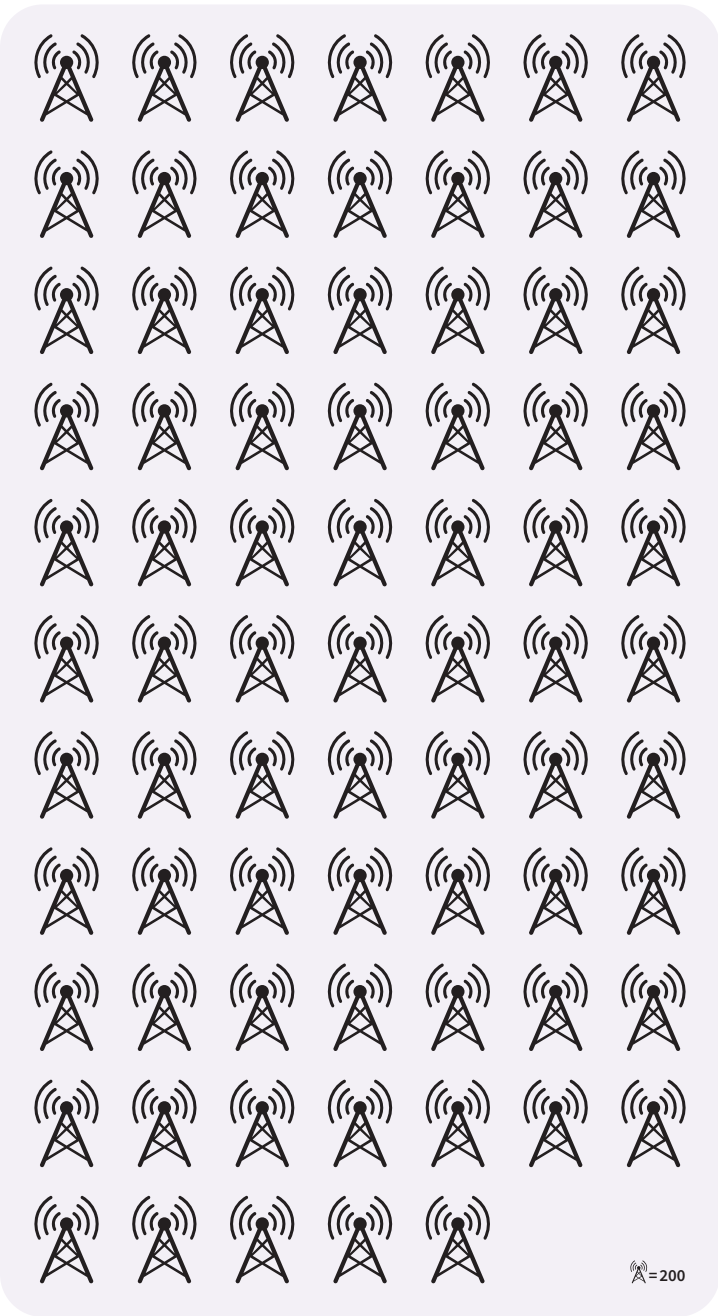
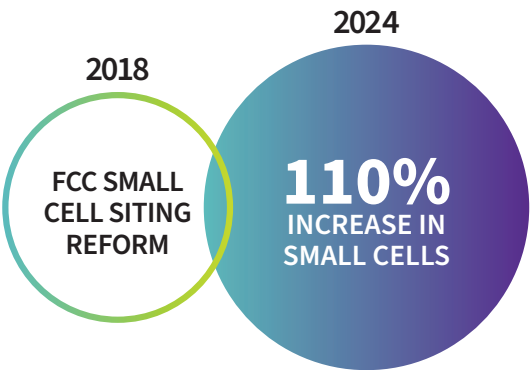


Building More Cell Sites to Support Unprecedented Demand

Meeting America’s unprecedented growth in wireless demand is done, in part, by deploying additional cell sites. The FCC reformed siting rules for small cells in the first Trump Administration. Those rules have translated into 110% growth in small cells since 2018. The FCC and states have the opportunity to further modernize laws and processes that govern siting of wireless facilities, helping to expedite further investment. Thanks to almost \$30 billion invested, we saw over 15,000 new cell towers activated in 2024, and with the FCC’s help, we can further densify and expand our world-class infrastructure.

15,000

NEW TOWERS ACTIVATED IN 2024



Talking and Texting Increase by Billions

Americans' wireless use doesn't stop at streaming and using data. We exchanged nearly 42B more messages and used nearly 30B more voice minutes last year than the year before. In total, Americans exchanged nearly 2.2T SMS and MMS text messages last year, more than any other year besides 2020, the first year of the COVID-19 pandemic. Similarly, Americans are using their voices more to keep in touch—they collectively spent over 2.4T minutes talking on the phone.



264,000,000x

Americans talked on the phone enough to watch every single movie and TV show in the Marvel Cinematic Universe more than 264 million times.

30B more minutes
than last year



2.4T
MINUTES OF
VOICE CALLS



2.2T
SMS AND MMS
MESSAGES

42B more messages
than last year

ctia®