

# CONSUMERS

**W**hile wireless data and technologies have a range of vital business and government service applications, the average citizen remains one of the biggest drivers for innovations and improvements in wireless connectivity. We use wireless networks to share our lives with one another, to connect with friends and relatives, and for entertainment and leisure – it is giving us more choices than ever before. Wireless data has become an integral part of our daily lives in a number of ways.

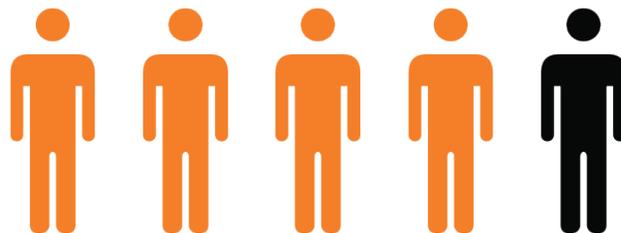


-  Calls and text
-  Sharing photos
-  Social media
-  Streaming media
-  Doing our jobs
-  Online banking

-  Shopping and rewards
-  Rideshare
-  Travel planning / Navigation
-  Games and recreation
-  Reviews on the go
-  News and Information



■ Four out of five Americans view wireless service as indispensable – an absolute necessity for their daily lives.



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## A Growing Demand for Wireless Data

Streaming video is the number one driver of data consumption, representing 78% of the total data used by smartphone owners.

78%



Americans today use 35x the amount of data they used in 2010. The amount of data we use is expected to increase fivefold by 2022.

175x  
more than  
2010

35x  
more than  
2010

2010

2017

2022

## GET INVOLVED

■ From first responders to small business startups, transportation providers to journalists, custodians to CEOs, the need for reliable wireless is everywhere and the risks of not deploying critical infrastructure to support that need are real. Imagine not being able to call 911 in an emergency, or a patient monitor not informing doctors if something goes wrong. Imagine your mobile business grinding to a halt due to poor connectivity. **These are the stakes.**

Join Wireless Infrastructure Now to add your voice to the growing demand for data networks that meet the needs of our communities now and in the future.

Make your voice heard by signing up at [www.WirelessInfrastructureNow.org](http://www.WirelessInfrastructureNow.org)

WirelessInfrastructureNow.org | [Contact@WirelessInfrastructureNow.org](mailto:Contact@WirelessInfrastructureNow.org)

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