

Magnolia Broadband Blog - "Consumers Demand Always-ON Connectivity"

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Today's consumers are increasingly demanding not only always-on connectivity, but better service quality and overall experiences. In fact, nearly two-thirds (62 percent) of respondents to Yankee Group's 2012 US Consumer Survey, December, state that mobile data speeds are important to them and almost the same number (63 percent) want to be connected all the time.