

# Not banking on 5G: Most US adults wouldn't shell out for the service

## ARTICLE |

**Sara Lebow**

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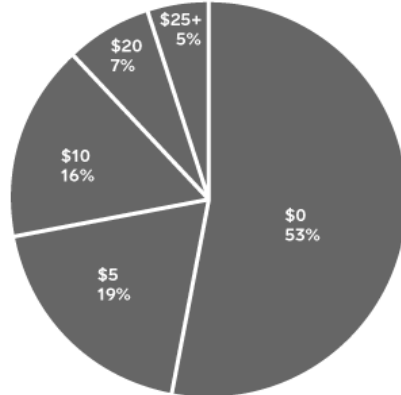
**More than half of US adults aren't willing to pay extra monthly charges for 5G service.** Just **19%** are willing to pay an extra \$5 a month—less than the current cost of a Subway sandwich—and only **16%** are willing to spend an extra \$10. So, unless mobile service providers can seriously appeal to public opinion on 5G, they may have to make the service free—or sneak in its cost elsewhere.

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## How Much More per Month Are US Adults Willing to Pay for 5G Service?

% of respondents, Dec 2020

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Note: ages 18+

Source: J.D. Power as cited in press release, Dec 20, 2020

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