

# Mother's Day

May 8th, 2016



This infographic shows insights from a study performed on data from over 3,000 participating smartphone users throughout the United States. Voice call data and app usage on Mother's Day are checked against reference periods, e.g. an average Sunday.

## Calling mom

### One additional call per user

can be observed on the Mother's Day compared to a regular Sunday.



### Where is the love?

Mother's Day historically sees the highest call volumes of the year. The map shows the five states with the biggest increase in the number of calls, compared to an average Sunday. The larger the bubble, the greater the difference.



### Calls across the day



When do people call their mother?

The line shows the number of calls on Mother's Day whereas arrows indicate the change in comparison to a regular Sunday.



Luckiest moms reside in Mississippi where Mother's Day led to the highest increase in calls. Apparently, children in the South love their moms most.



## Showered with gifts

### Favorite retailers

Apps with most users in the week before Mother's Day were Amazon, eBay and Walmart.

Other apps like OfferUp or Geek have fewer users but show a strong usage increase during this week.



Amazon

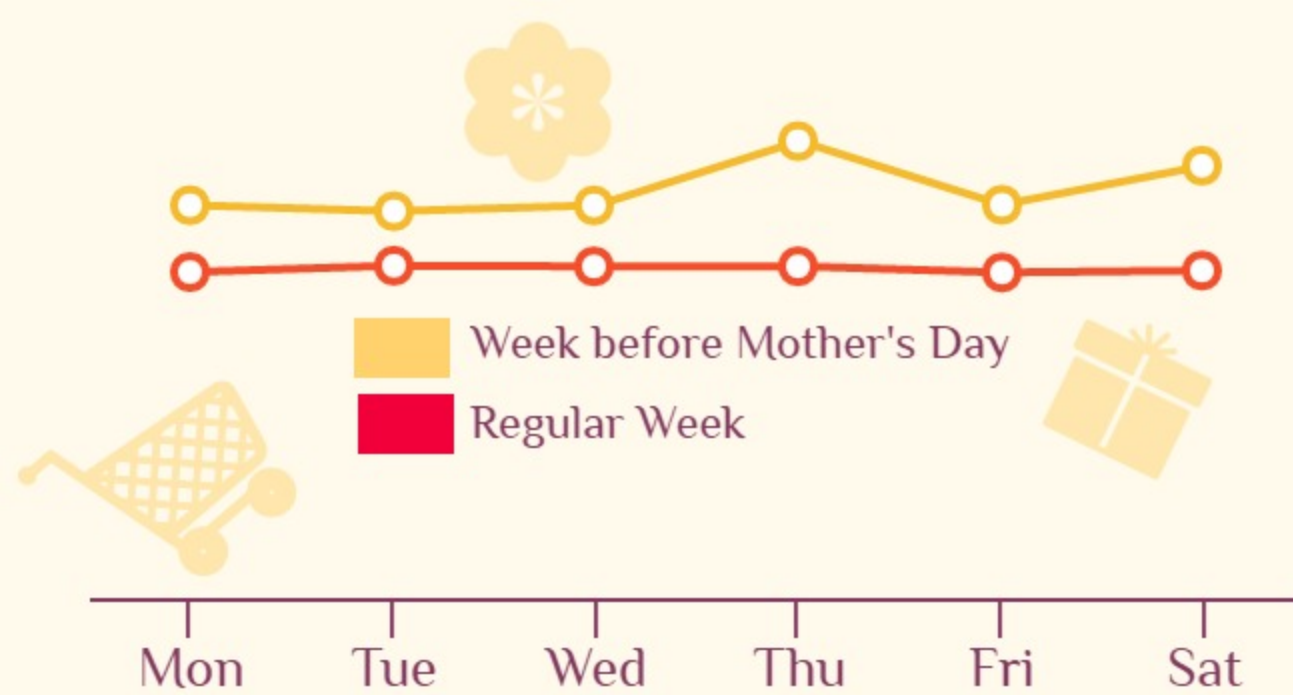
eBay

2

1

Walmart

3



### Last minute delivery

The graph shows the usage of shopping apps which is greater the week before Mother's Day in general. It peaks on the Thursday before, the last day for an on-time delivery.

## Participate and benefit



This P3 analysis, based on proprietary crowdsourced data, presents a holistic view of the average smartphone customer experience that provides insights beyond simple speed tests and laboratory experiments. P3's innovative and unique smartphone apps combine in-situ customer experience measurements and objective performance data with advanced analytics and strategy to provide critical insights that optimize networks.



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