

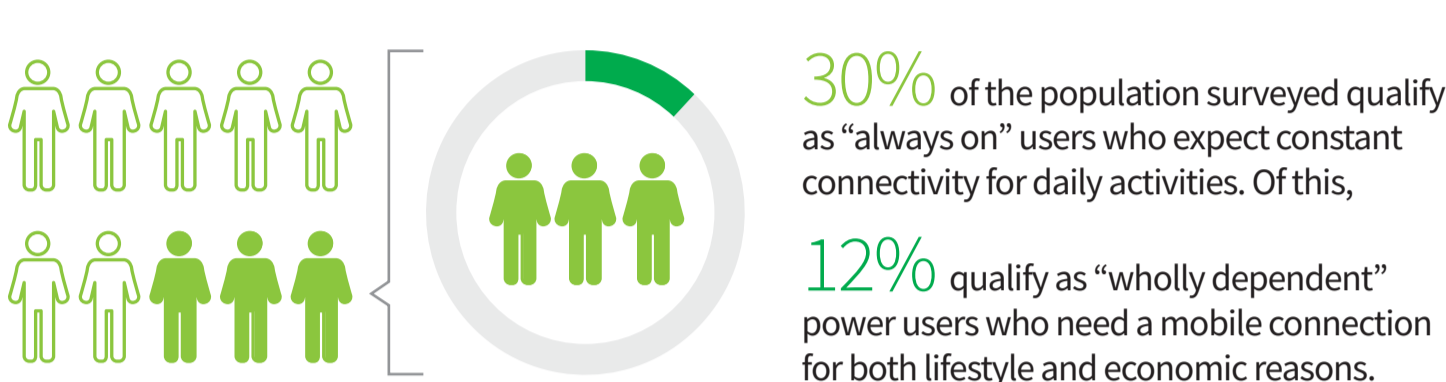
# Smartphone power users offer insight for the future of 5G

RootMetrics recently conducted a survey of smartphone users in the US and UK. Our results show that the always-on, connected community continues to grow. More than ever, our phones and a strong network connection are serving as the backbone for daily life and activities.



While connectivity is increasing everywhere, our survey revealed especially interesting findings for a group of wholly dependent power users who rely on being connected for both job and lifestyle needs.

## Who are wholly dependent power users?



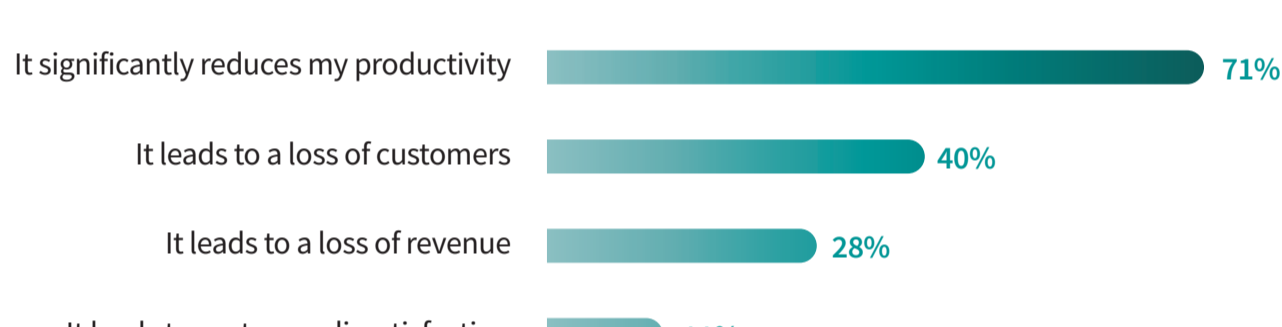
This small but influential group of wholly dependent power users are especially attuned to network performance and the importance of connectivity.

<p>They are more likely to be perturbed when they experience data performance difficulties.</p>	<p>They are more likely to make mobile plan purchasing decisions on the basis of data performance.</p>	<p>They are more likely to switch operators on the basis of data performance.</p>	<p>They are interested in scientific testing and what the results say about performance.</p>
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## What's important to them?

Wholly dependent power users are more likely to feel the economic impacts of slow data performance.

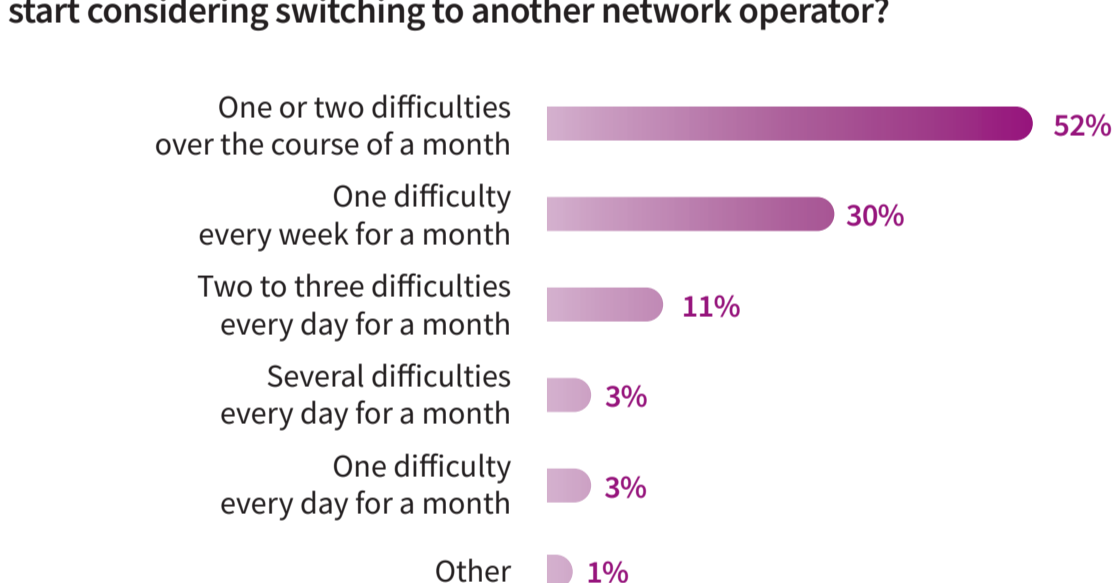
Which, if any, of the following statements reflect the impact that a slow mobile internet connection can have on your ability to work?



## Where do their loyalties lie?

Wholly dependent power users need to experience very few difficulties before they start thinking about changing network operators.

How often would you have to experience mobile internet connection difficulties for you to start considering switching to another network operator?

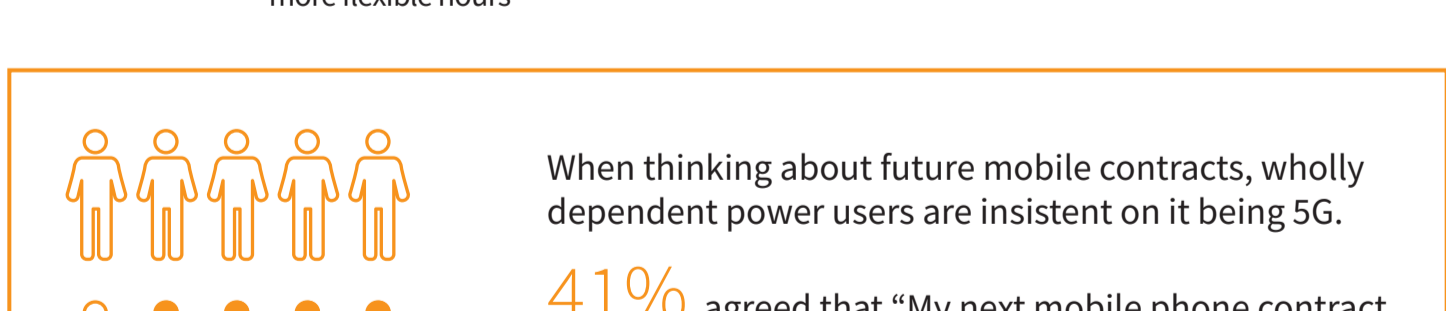
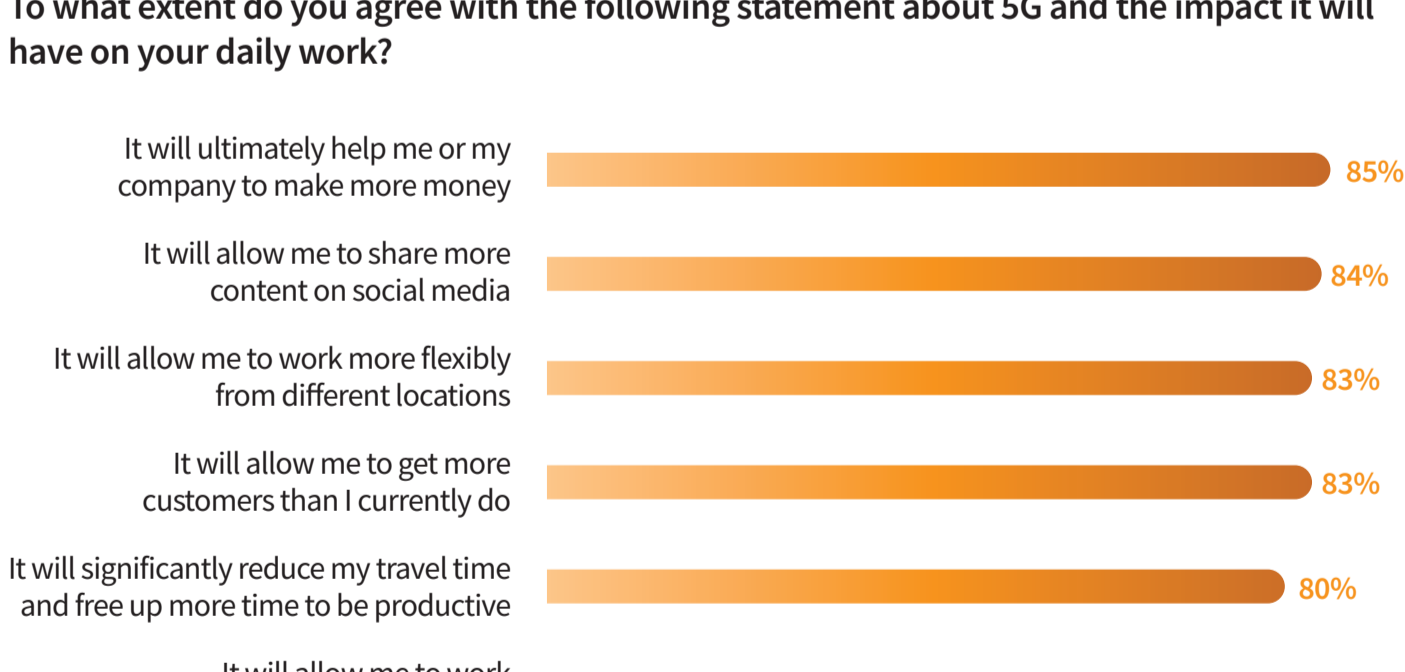


## What do they think of 5G?

Wholly dependent power users are the most positive about the potential impacts of 5G on their work.



To what extent do you agree with the following statement about 5G and the impact it will have on your daily work?



## How do they make purchasing decisions?

75% of wholly dependent power users who entered into new contracts in the past 12 months have switched operators.

93% of wholly dependent power users selected data performance as important or very important when deciding on a future mobile operator and plan.

<p>Wholly dependent power users are more likely to notice poor performance and feel it has a greater impact on their everyday lives.</p>	<p>They pin more hopes on the potential of 5G – and how this could improve their lives.</p>	<p>Wholly dependent power users are also the most prepared to switch.</p>
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## What now?

Wholly dependent power users are tech savvy, discerning, open to change, and are helping drive the next wave of the always-on connected community.

They're ready for 5G. And so are we. RootMetrics continues to test 5G across the globe to show how networks are performing. Learn more at [rootmetrics.com/UK](http://rootmetrics.com/UK) or [contact us](mailto:contact@rootmetrics.com) to discuss what we're finding and what we are most excited about.