

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.





information

and maps



Remote

work



Gaming



Child monitoring



Activity tracking



Health monitoring



Smart home detection

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?





as "always on" users who expect constant connectivity for daily activities. Of this, 12% qualify as "wholly dependent"

30% of the population surveyed qualify

power users who need a mobile connection for both lifestyle and economic reasons.

are especially attuned to network performance and the importance of connectivity. They are more likely They are more likely They are more likely They are interested in

This small but influential group of wholly dependent power users

they experience data performance difficulties.

to be perturbed when



purchasing decisions on the basis of data performance.

to make mobile plan



performance.

40%

52%

to switch operators

on the basis of data



scientific testing and what the results say about performance.



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

connection can have on your ability to work?

It leads to a loss of customers

What's important to them?

Which, if any, of the following statements reflect the impact that a slow mobile internet

It significantly reduces my productivity 71%

It leads to a loss of revenue 28% It leads to customer dissatisfaction 11% Where do their loyalties lie?

start thinking about changing network operators. How often would you have to experience mobile internet connection difficulties for you to

One or two difficulties

every day for a month

over the course of a month

start considering switching to another network operator?

Wholly dependent power users need to experience very few difficulties before they

One difficulty every week for a month Two to three difficulties

11%

Several difficulties 3% every day for a month One difficulty 3% every day for a month Other 1% What do they think of 5G? Wholly dependent power users are the most positive about the potential impacts of 5G on their work.

of wholly dependent power users have found

5G to be a significant improvement over 4G LTE.

To what extent do you agree with the following statement about 5G and the impact it will



It will allow me to work more flexibly from different locations It will allow me to get more customers than I currently do

85%

and free up more time to be productive It will allow me to work more flexible hours

It will significantly reduce my travel time

41% agreed that "My next mobile phone contract must include 5G. I will not get a phone contract without it."

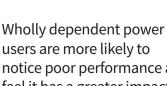
When thinking about future mobile contracts, wholly dependent power users are insistent on it being 5G.

75% of wholly dependent power users 93% of wholly dependent power users selected data performance as important or

How do they make purchasing decisions?

who entered into new contracts in the past 12 months have switched operators.

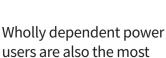
very important when deciding on a future mobile operator and plan.



users are more likely to notice poor performance and feel it has a greater impact on their everyday lives.



this could improve their lives.



prepared to switch.

What now?

wave of the always-on connected community.

Wholly dependent power users are tech savvy, discerning, open to change, and are helping drive the next

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 <u>rootmetrics.com/UK</u> or <u>contact us</u> to discuss what we're finding and what we are most excited about.