CONSUMER

HOW CONSUMERS FEEL ABOUT 5G
Consumer Perceptions and Opportunities for CSPs

Top 5 use cases for 5G

1. Fixed Wireless (FWA): A promising alternative to wired broadband
   - 41% of consumers say they would switch providers if performance and price were at parity with current service.

2. Video: Enjoy uninterrupted video calls and streaming, plus monitoring and detection
   - 69% find 5G video detection and alerts appealing.

3. Immersive Experiences: 5G enhances entertainment at home and on-the-go
   - 65% of vehicle owners find vehicle connectivity appealing.

4. Smart Venues: Enriched experiences at live events - no more poor connectivity in crowds
   - 90% value high-quality, uninterrupted streaming.

5. Connected vehicles: A safer, more efficient way to drive
   - 80% of 5G users are satisfied with speed compared to 48% of non-5G users.

Educated consumers are excited about what 5G has to offer.

Top ranked use case in all markets

- 1ST PLACE!!
- 41% have only a single broadband provider option
- 69% of smartphone users also own a video capture device
- 120 MPH

When you build it, they will come

1. Savvy consumers understand the value of 5G
2. Not only are they willing to pay for it, but they’ll switch providers to get it
3. CSPs can grow their business by offering value-added 5G services that appeal to consumers’ specific interests and aspirations

Visit our research webpage and download our consumer report.