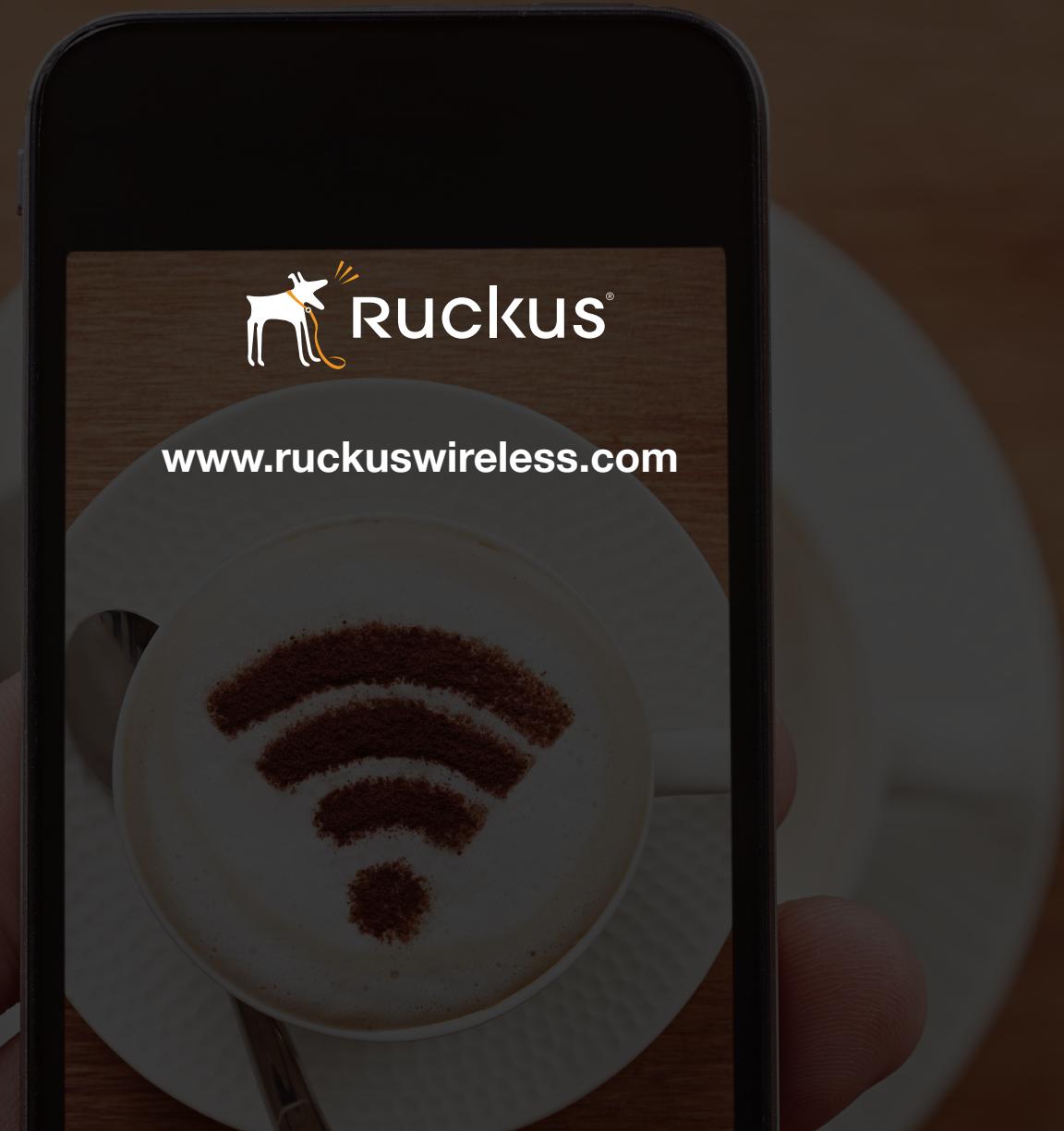


Public Wi-Fi trends – A Pan-European survey



77%



of people have concerns over personal data and privacy when connected to public Wi-Fi, BUT still connect

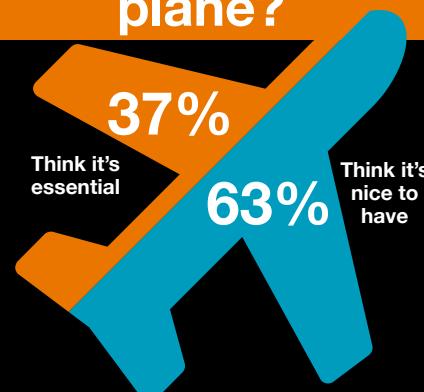
Want Wi-Fi on a plane?

37%

Think it's essential

63%

Think it's nice to have



When staying in a hotel 90% of people would prefer free Wi-Fi in their room over a mini-bar



Typical uses when connected to public Wi-Fi



65% Social media



73% Email



33% Messaging & calls



79% Browse internet



27% Shopping

It's personal

79%



of people use public Wi-Fi for personal use

Keep it Free

69%



don't like to pay for public Wi-Fi access

20%



are happy with 15-30 mins free access then pay

Wi-Fi on the Metro/ Underground

51%
Think it's nice to have

28%
Think it's essential

Have you used Wi-Fi in an open space?

YES
27%



NO
45%



WOULD
but haven't
28%

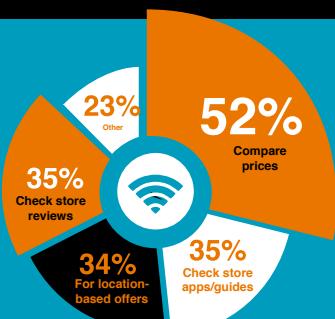


In a café or bar, if there is free Wi-Fi those surveyed might

45%
Buy more

55%
Visit more often

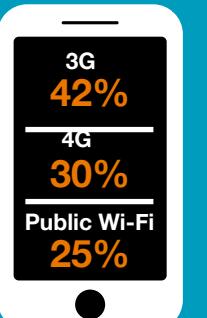
In stores or shopping centres people connected to public Wi-Fi for



Staying connected

82%

of those surveyed connect to public Wi-Fi



Connecting outside of home