



# Consumer Survey

Key motivations and use cases in 2019 and beyond

MON  
11

Survey conducted  
in August 2017



With representative  
smartphone owners  
demographics



**86%**

Of people want  
faster connectivity

**50%**

Likely to be early  
adopters

**50%**

Desire unlimited  
data plan

**\$~\$50**

Willing to pay  
more

Participants in  
each country:

Want faster  
connectivity

Want a 5G  
smartphone next

Want unlimited  
data plan

Extra willing  
to pay for 5G  
smartphone



1,002

89%

61%

58%

\$50



1,010

98%

60%

25%

\$32



1,000

85%

48%

49%

\$67



1,006

88%

43%

42%

\$59



1,002

81%

40%

46%

\$47



824

75%

28%

78%

\$59

## Top 5G motivators

### ⚡ Speed

63% 10x faster connection speed

55% 10x quicker response time

### \$ Price

54% More cost-  
effective data plan

### 👍 Reliability

41% Universal coverage

41% Uninterrupted experience

## Why consumers want 5G

⚡ 48% Lightning-fast browsing

📶 48% Never need to log onto  
public Wi-Fi again

☁ 37% Download  
content 10x faster

▶ 27% Better quality  
video calls

☁ 21% Instant cloud access

4K 21% Stream UHD  
and 360° videos

QUALCOMM

NOKIA