

WHERE THE WIRES END

A stylized graphic featuring blue power lines on poles. The letter 'I' in the word 'WIRES' is replaced by a blue Wi-Fi tower icon with three signal waves above it.

Consumer Opinions and Habits
A XIRRUS STUDY



Executive Summary

With more devices on the planet than people, it goes without saying that wireless is no longer a bonus - it's a necessity. By the end of 2015, Gartner expects 4.9 billion connected things to saturate the market (up 30 percent from 2014). By 2020, that number jumps to 25 billion.

Today, users expect to connect wirelessly - and they expect this ability everywhere. Millions of new wireless devices are activated daily, and it is Wi-Fi that enables the mass adoption, use and innovation of the connected devices that reign in all aspects of our lives. We have become a mobile, wireless-reliant society.

Xirrus set out to identify specific Wi-Fi usage trends. To achieve this, we surveyed over 300 individuals between 18 and 75 about how they connect, where they connect and what they do when connected.

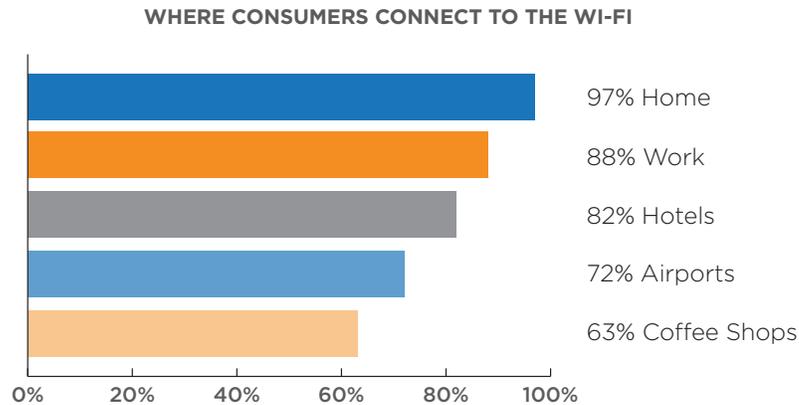
The findings that emerged not only reveal the far-reaching impact of Wi-Fi in our daily lives, but also its importance to the future of how we communicate.

Findings at a glance:

- More than half (66 percent) of travelers would change hotels for a better Wi-Fi experience; 49 percent would change preferred airline providers
- The vast majority of respondents said bad Wi-Fi has kept them from doing their job
- One out of every three people own a wearable device
- Most respondents (79 percent) don't feel that public Wi-Fi is secure; however, the majority (62 percent) still use it

Wi-Fi Accessibility: Anywhere, Anytime

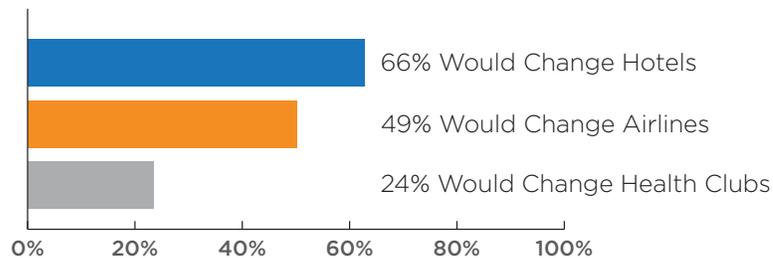
While almost all consumers (97 percent) connect to and use Wi-Fi in their homes, a vast majority (76 percent) also connect to Wi-Fi outside of the home on a regular basis. To break it down even further, 88 percent of consumers said they connect to Wi-Fi at work, 82 percent connect in hotels, 72 percent connect in airports and 63 percent connect in coffee shops. This demonstrates the increasing importance of finding a connection anywhere, anytime. Thanks to expanding mobility, the expectation for devices to have access to Wi-Fi has never been greater.



Travelers would change hotels for better Wi-Fi

More than half (66 percent) of travelers said they would change hotels for a better Wi-Fi experience; 49 percent would change preferred airline providers. In addition, 24 percent of consumers would switch preferred gym or health club membership for an overall better Wi-Fi connection.

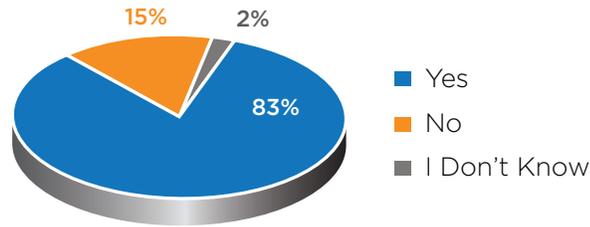
Increasingly, travelers expect faster, more reliable Wi-Fi, identifying it as essential to their experience and equating it to being **as necessary as a shower**. This demographic would book travel accommodations elsewhere if there was “bad” Wi-Fi, let alone no Wi-Fi available in the hotel.



“Bad” Wi-Fi keeps people from doing their jobs

Consumers experience “bad” Wi-Fi everywhere they go. A vast majority of respondents (84%) report bad Wi-Fi has prevented them from doing their job. Low-quality Wi-Fi in the workplace hinders productivity, and ultimately cuts into a business’ bottom line.

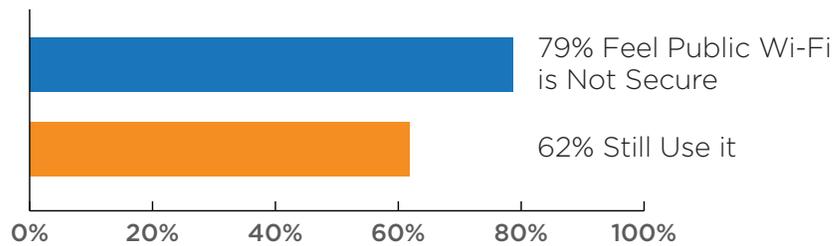
HAS BAD WI-FI AFFECTED YOUR PRODUCTIVITY AT WORK?



Wi-Fi Usage Trumps Security

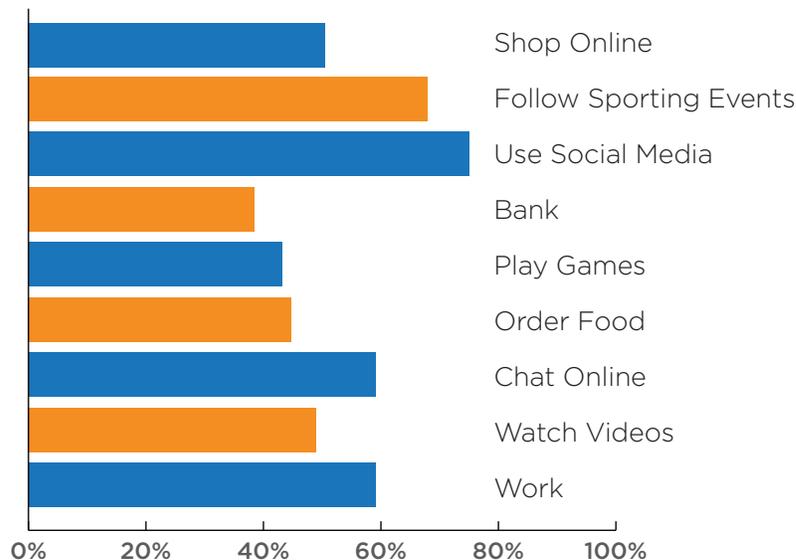
Public Wi-Fi networks like those in coffee shops and hotels are not nearly as safe as you think. Even password-protected public Wi-Fi puts users and their data at risk. When it comes to security, most (79 percent) don't feel that public Wi-Fi is secure - yet the majority of consumers (62 percent) use it anyway.

PUBLIC WI-FI SECURITY



Moreover, when connecting to public Wi-Fi, consumers are primarily using social media (74 percent), following sporting events (67 percent) and chatting online (59 percent).

WHILE USING PUBLIC WI-FI PEOPLE...



Conclusions

Consumer expectations of, and dependence upon, wireless connectivity are pervasive in nearly every aspect of our lives today. Do you expect Wi-Fi at your hotel? Of course! Do you need it in your office? Absolutely! This is why despite concerns around public Wi-Fi, most people continue to use it. The need to connect supersedes security implications.

Wi-Fi has profoundly changed the way we conduct our daily activities and paved the way for the explosion of connected devices. In turn, the exceptional growth in number of devices, and more importantly, the volume of application traffic has severely stressed Wi-Fi networks. With the wide spread acceptance of BYOD, employees are using their personal devices on corporate networks, not just for work related activities but also to play games, shop, watch videos and stream sporting events. As a result, it is more important than ever for organizations to identify and manage application traffic based on policies and priorities to ensure a positive connected experience, especially when accessing business critical applications

With billions of new Wi-Fi-enabled devices coming to the market every year, the need for network infrastructure updates has never been greater. In addition to supporting traditional data and application traffic, today's Wi-Fi networks also need to support different services, such as voice, video and storage. As the Apple Watch, other wearables and new devices (IoT) gain popularity, we will see massive connectivity issues if our Wi-Fi networks are not up to par. The traditional approach of upgrading every 5 years to the next Wi-Fi standard (i.e. 802.11ac Wave2) is no longer good enough. Organizations must approach their Wi-Fi network as a technology foundation that is scalable and upgradable, not just replaceable. This is the same approach taken for wired networks for decades. By next year most Wi-Fi networks will see a 2 fold increase in device numbers and up to a 10 fold increase in traffic volume. Without the appropriate design, continued monitoring and incremental improvement to match requirements IT administrators will find their networks unable to handle the tsunami of traffic coming their way.

About Xirrus, Inc.

Xirrus provides the only enterprise Wi-Fi networks specifically designed for the real-time demands of an all-wireless world. Xirrus' cloud managed Wi-Fi solutions are scalable, future proof, easy to use and provide application control, which makes Xirrus the obvious choice for small, medium, or large-scale Wi-Fi networks. Xirrus' unique network architecture can scale to double and quadruple the number of users, without performance impact or the need for additional wiring and access points. And it's designed to evolve with the changes in Wi-Fi technology and standards, so you won't need to replace your Xirrus network, even after a decade of use. Xirrus solutions are deployed in 4000 networks worldwide, and we are proud to call some of the biggest companies on the planet our clients.

Online Resources:

[Read more](#) about Xirrus Wi-Fi Solutions

 Follow us on [Twitter](#)

 Like us on [Facebook](#)