

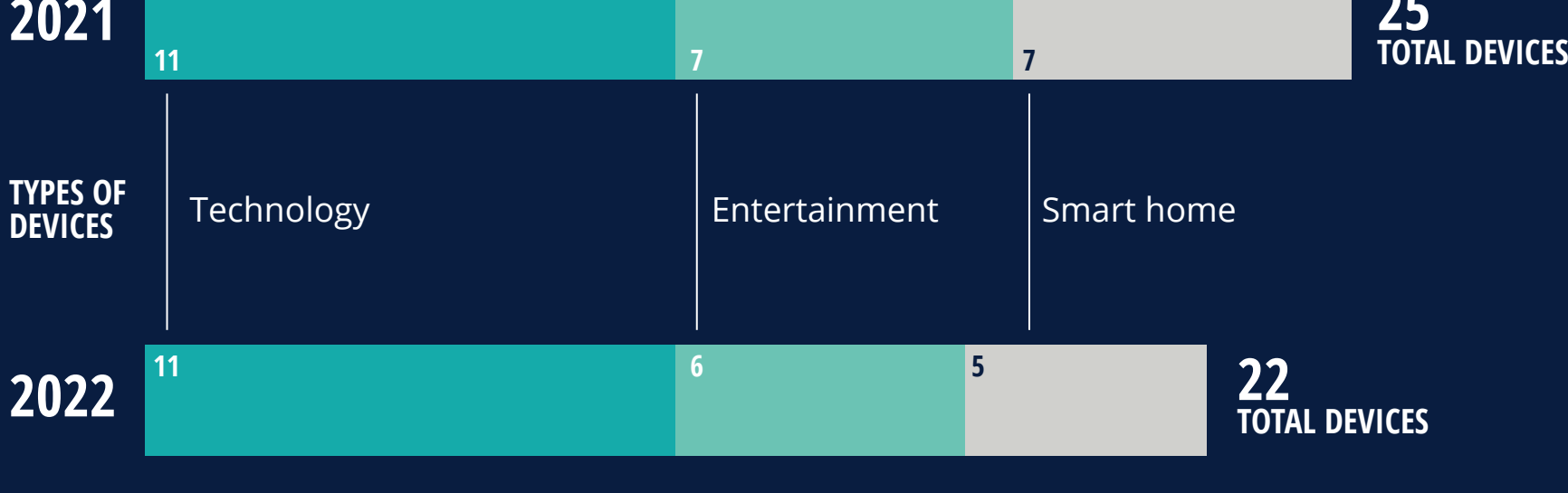
# CONSUMERS MASTERING WORK, SCHOOL, AND HEALTH FROM HOME

**Key findings from the  
2022 Connectivity and  
mobile trends report**

Explore how consumers are using connected devices to enhance their daily lives and well-being, while fine-tuning the balance between their virtual and physical worlds.

## CONSUMERS ARE OPTIMIZING THEIR DEVICE MIX

The average number of devices in each household is down from 25 last year to 22 this year. While the number of tech devices remained unchanged at 11 per household on average, the drop came from smart home devices and entertainment devices.



## 5G POWERS SMARTPHONE ADOPTION AND SATISFACTION

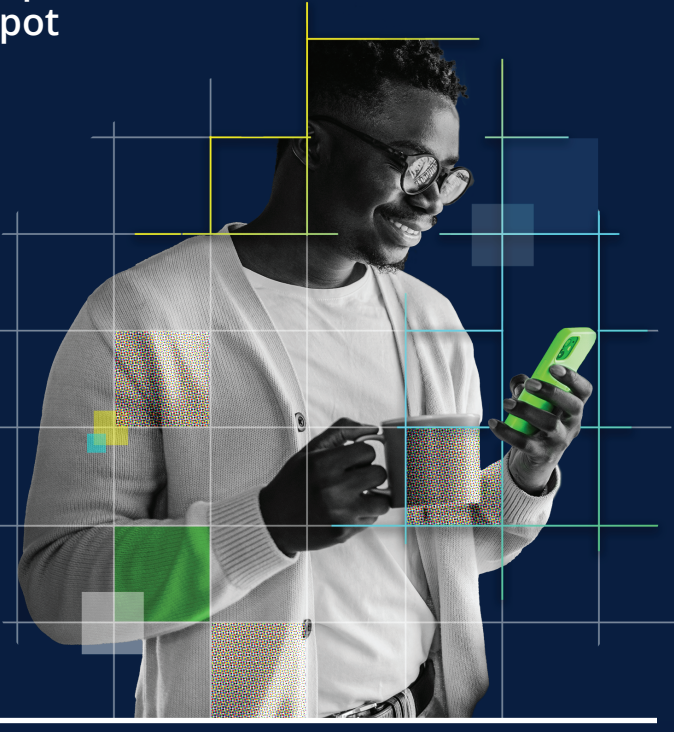


**68%**  
OF CONSUMERS WHO  
UPGRADED THEIR  
SMARTPHONE IN THE LAST  
12 MONTHS HAVE 5G  
*(up from 56% in 2021)*

**66%**  
OF 5G SMARTPHONE  
USERS WOULD VALUE  
PREMIUM SERVICE  
BUNDLES TAILORED  
FOR 5G

### Top 5 mobile activities that users do 'more often' now that they have 5G:

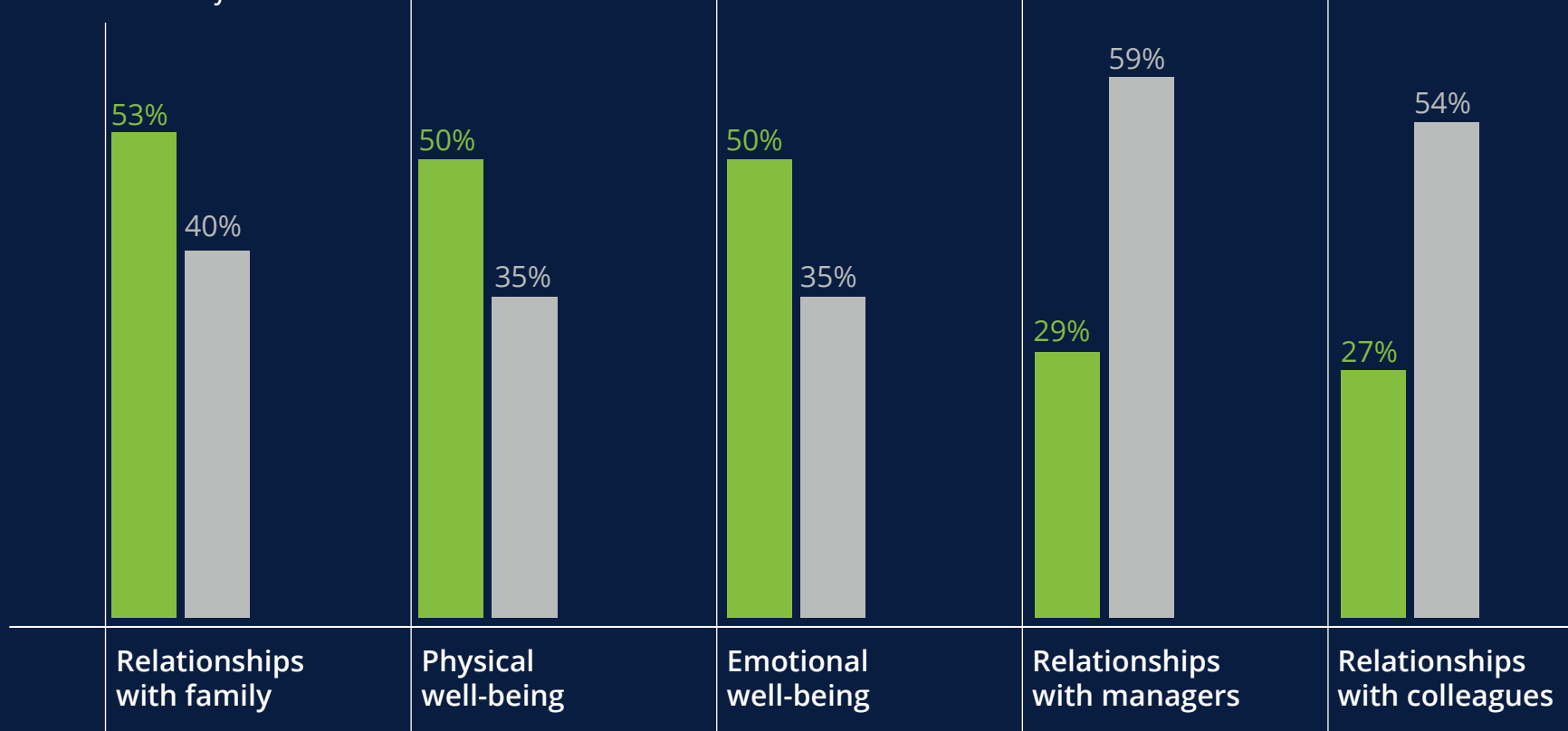
- 1 Watch streaming video
- 2 Use mobile payment features
- 3 Use smartphone as a hotspot
- 4 Play video games
- 5 Watch live events in real time



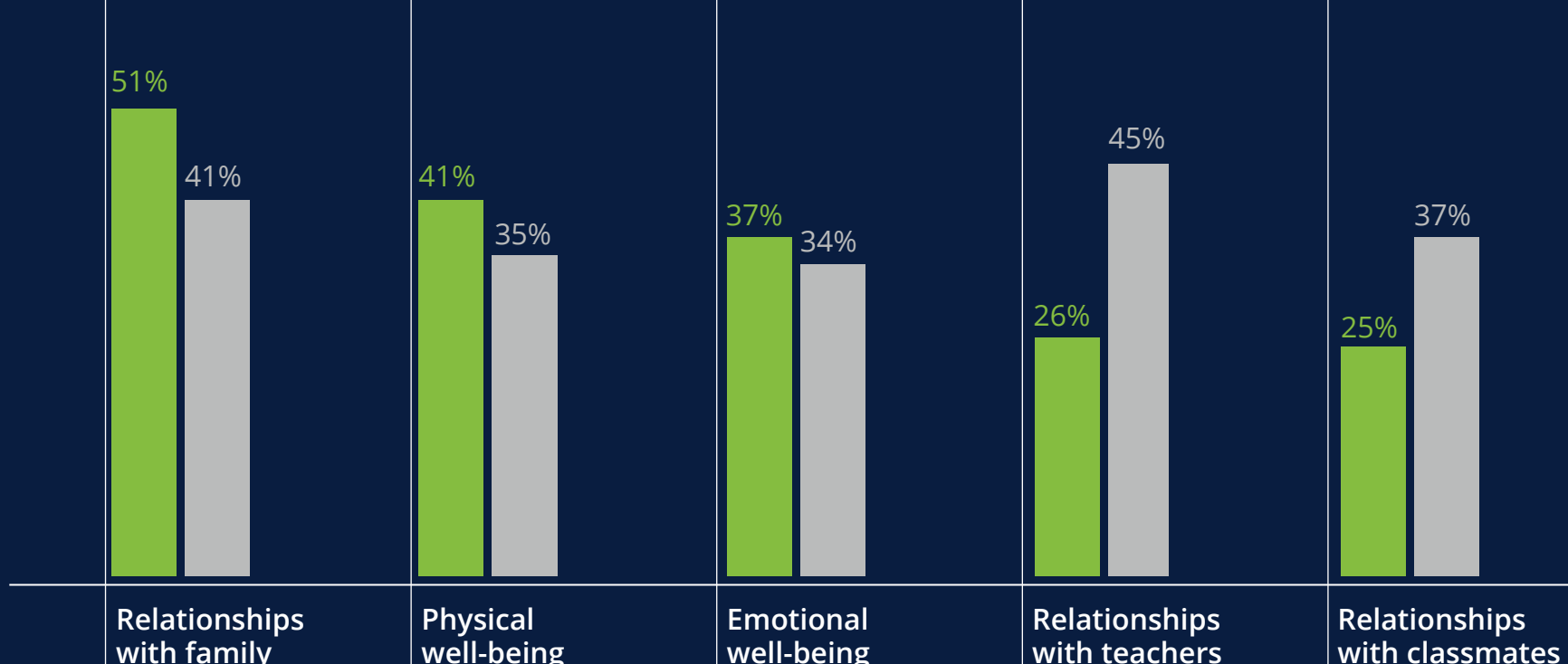
## REMOTE WORK AND SCHOOL: STAYING HOME IMPROVES HEALTH AND RELATIONSHIPS FOR MANY CONSUMERS

● Improved ● Stayed the same

### Working from home at least some of the time

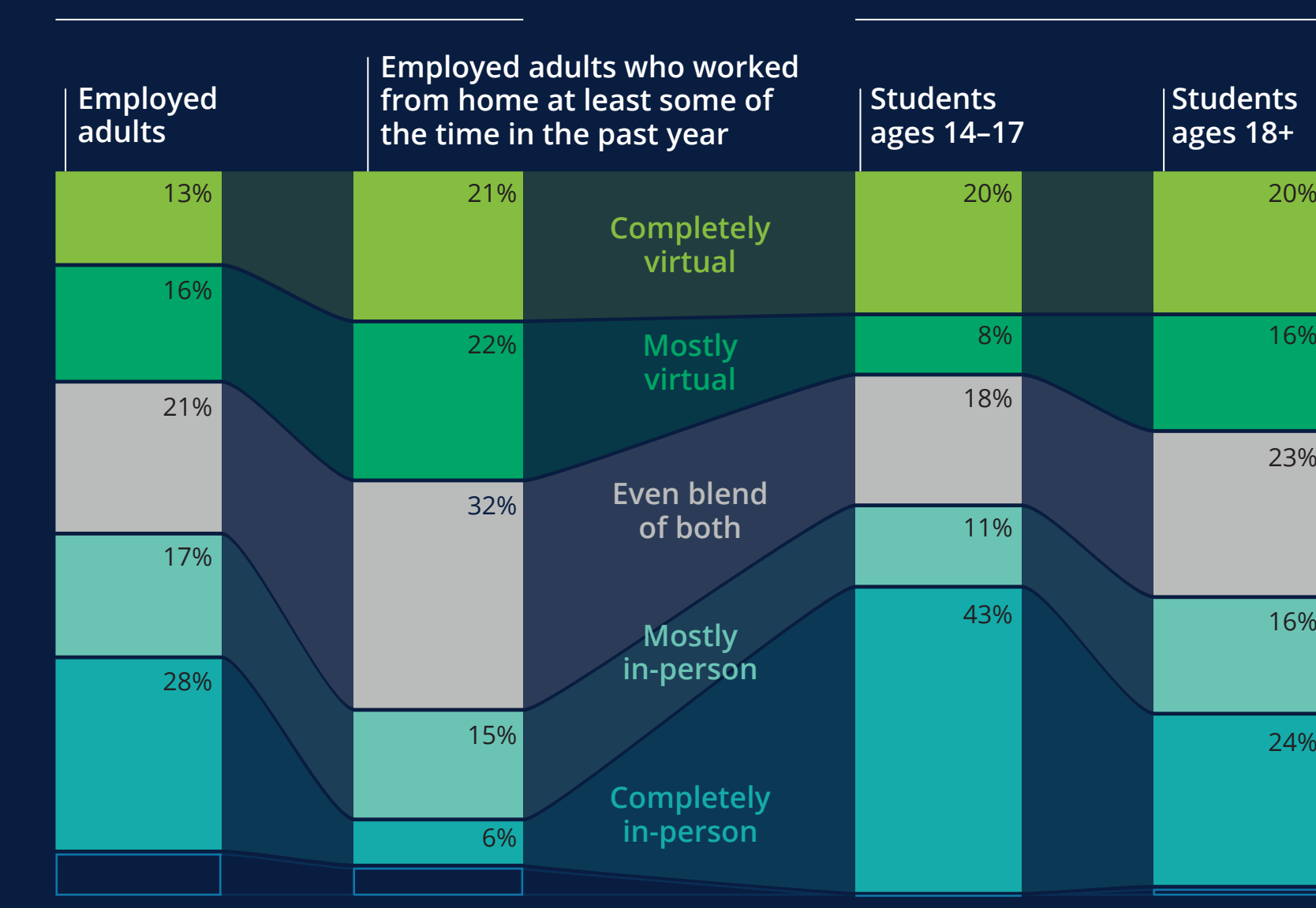


### Schooling from home at least some of the time

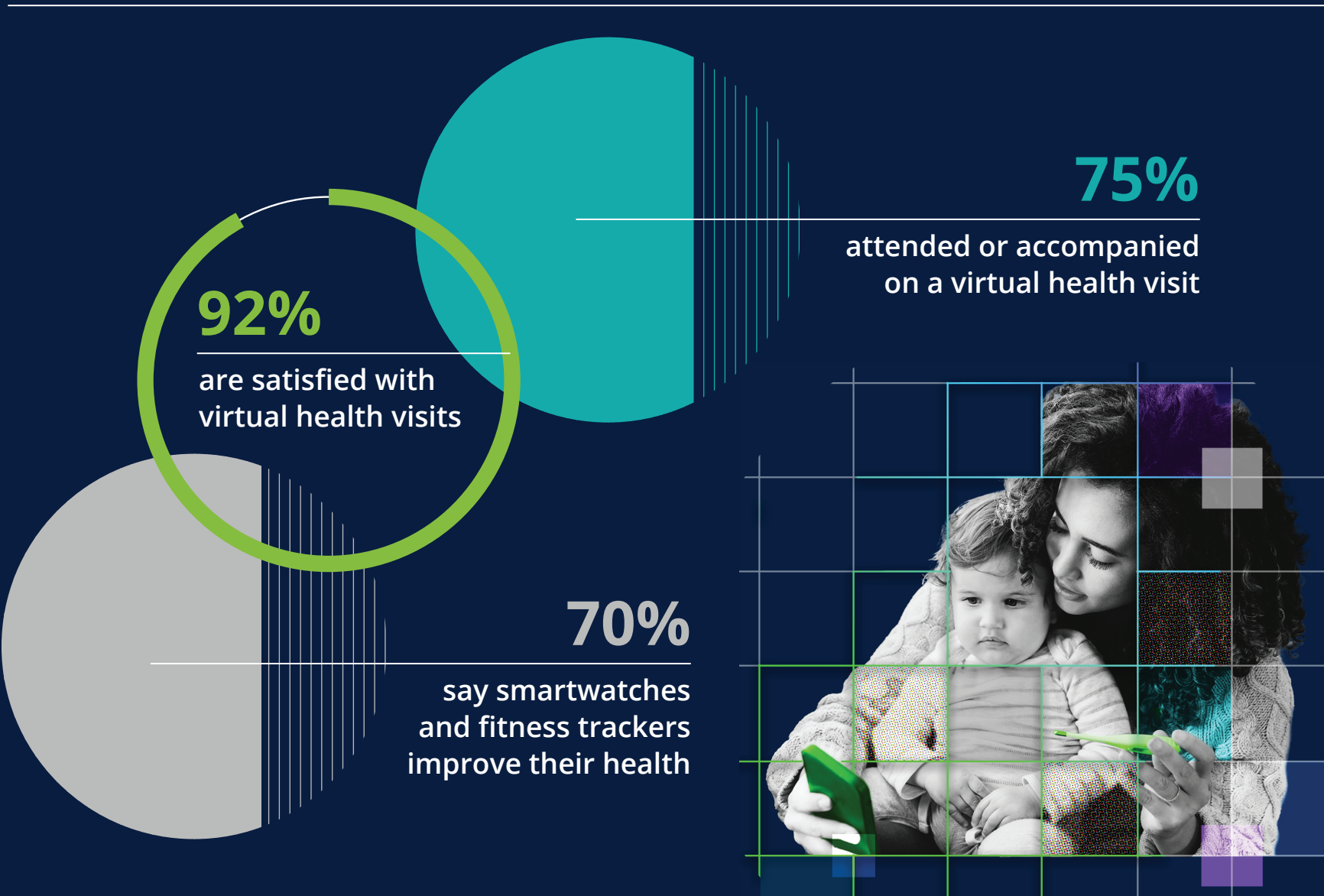


### Most workers want hybrid options

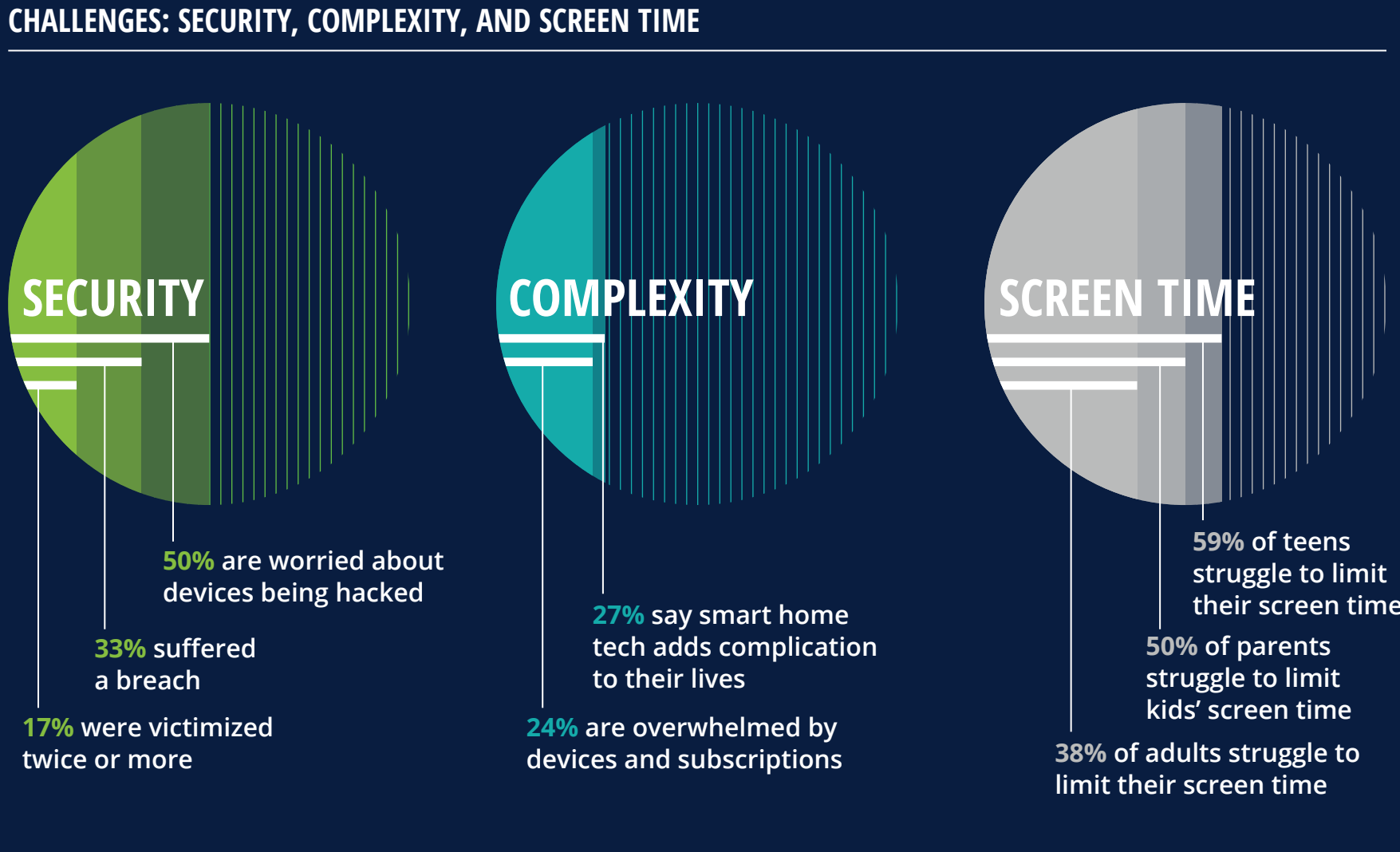
### Perspectives on remote learning vary by age



## VIRTUAL HEALTH AND FITNESS: POSITIVE TRENDS



## CHALLENGES: SECURITY, COMPLEXITY, AND SCREEN TIME



## LINKING SHIFTS IN CONSUMER BEHAVIOR WITH GROWTH OPPORTUNITIES

From tech and telecom to health care and education, companies that can provide a customer experience finely tuned to consumers' balance of digital life could thrive in the future. But seizing growth opportunities now may require embracing new business models and revenue streams. **To learn more, explore our full 2022 Connectivity and mobile trends report.**

Source: 2022 Connectivity and mobile trends, 3rd edition.