**CONSUMERS MASTERING WORK, SCHOOL, AND HEALTH FROM HOME**

**Any benefits from the 2020 pandemic experience could be lost if people return to their old habits and routines.**

5G POWERS SMARTPHONE ADOPTION AND SATISFACTION

- 93% of 5G smartphone users say 5G meets or exceeds expectations.
- 68% of consumers who upgraded their smartphone in the last 12 months have 5G.
- 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. Use smartphone as a hotspot
2. Watch streaming video
3. Play video games
4. Use mobile payment features
5. Watch live events in real time

69% of employers use flexible work options.

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

- 85% of workers want hybrid work arrangements.
- 75% of employers have adopted flexible work arrangements.
- 70% of workers are satisfied with virtual health visits.
- 69% say smartwatches and fitness trackers improve their health.

**VIRTUAL HEALTH AND FITNESS: POSITIVE TRENDS**

- 75% of employers have reviewed or changed their technology security policies.
- 70% of employers have reviewed or changed their data privacy policies.
- 69% of employers have reviewed or changed their information security policies.
- 66% of employers have reviewed or changed their data privacy policies.

CHALLENGES: SECURITY, COMPLEXITY, AND SCREEN TIME

- 52% of workers said they worked from home a lot or more often.
- 75% of students ages 14–17 said they attended or accompanied on a virtual health visit.
- 70% of students ages 18+ said they completely virtual.
- 66% of adults said they were overwhelmed by devices and subscriptions.
- 65% of adults said they struggle to limit their screen time.

**LINKING SHIFTS IN CONSUMER BEHAVIOR WITH GROWTH OPPORTUNITIES**

- 74% of employers who have reviewed or changed their technology security policies.
- 72% of employers who have reviewed or changed their data privacy policies.
- 70% of employers who have reviewed or changed their information security policies.
- 68% of employers who have reviewed or changed their data privacy policies.

**CONSUMERS ARE OPTIMIZING THEIR DEVICE MIX**

- 22% of the average household has 22 devices.
- 11% of tech devices remain unchanged at 11 per household.
- 6% of smart home devices.
- More entertainment devices and fewer smart home devices.

**FUTURE MASTERSHIP: MOTION AND INSTRUCTION**

- 80% of workers who work from home some of the time.
- 75% of workers who work from home all of the time.
- 70% of students who work from home all of the time.
- 65% of students who work from home some of the time.

**SECURITY**

- 52% of employers said they worked from home a lot or more often.
- 75% of employers have reviewed or changed their technology security policies.
- 70% of employers have reviewed or changed their data privacy policies.
- 66% of employers have reviewed or changed their information security policies.

**ENTERTAINMENT**

- 80% of workers who work from home some of the time.
- 75% of workers who work from home all of the time.
- 70% of students who work from home all of the time.
- 65% of students who work from home some of the time.

**SMART HOME**

- 22% of the average household has 22 devices.
- 11% of tech devices remain unchanged at 11 per household.
- 6% of smart home devices.
- More entertainment devices and fewer smart home devices.

**THE FUTURE OF WORK AND SCHOOL: FLEXIBLE TIMES**

- 53% of workers who work from home some of the time.
- 75% of workers who work from home all of the time.
- 70% of students who work from home all of the time.
- 65% of students who work from home some of the time.

**CONSUMERS LEARN, WORK, AND PLAY FROM HOME**

- 85% of workers want hybrid work arrangements.
- 80% of employers have adopted flexible work arrangements.
- 75% of employers use flexible work options.
- 70% of workers are satisfied with virtual health visits.
- 69% say smartwatches and fitness trackers improve their health.

**5G AND SMART HOME: CONSUMERS ARE OPTIMIZING THEIR DEVICE MIX**

- 27% of adults struggle to limit their screen time.
- 59% of teens struggle to limit their screen time.
- 80% of employers who work from home some of the time.
- 75% of workers who work from home all of the time.
- 70% of students who work from home all of the time.
- 65% of students who work from home some of the time.