

# ***Wi-Fi 6: U.S. Mobile Consumers' Awareness and Interest***

Market Study  
Fourth Quarter 2020





---

# ***Wi-Fi 6: U.S. Mobile Consumers' Awareness and Interest***

---

## Market Study

Published Fourth Quarter 2020

Version 1.0

Report Number: 04Q2020-05

*iGR*

12400 W. Hwy 71

Suite 350 PMB 341

Austin TX 78738

# Table of Contents

<b>Abstract .....</b>	<b>1</b>
<b>Executive Summary .....</b>	<b>2</b>
Figure A: Wi-Fi 6 Awareness.....	2
<b>What This Means.....</b>	<b>3</b>
<b>Methodology.....</b>	<b>4</b>
<b>Wi-Fi 6 Background .....</b>	<b>5</b>
<b>Wi-Fi 6 Awareness.....</b>	<b>6</b>
Table 1: Wi-Fi 6 Awareness .....	6
Figure 1: Wi-Fi 6 Awareness .....	6
Table 2: Wi-Fi 6 Unawareness by Wi-Fi Installation in Home.....	7
Figure 2: Wi-Fi 6 Unawareness by Wi-Fi Installation in Home .....	7
Table 3: Wi-Fi 6 Unawareness by Wi-Fi Calling .....	7
Figure 3: Wi-Fi 6 Unawareness by Wi-Fi Calling .....	8
Table 4: Wi-Fi 6 Unawareness by Video Chat Activity.....	8
Figure 4: Wi-Fi 6 Unawareness by Video Chat Activity.....	8
Table 5: Wi-Fi 6 Unawareness by Employment Status .....	9
Figure 5: Wi-Fi 6 Unawareness by Employment Status.....	9
Table 6: Wi-Fi 6 Unawareness by Work-from-Home Status.....	10
Figure 6: Wi-Fi 6 Unawareness by Work-from-Home Status .....	10
Table 7: Wi-Fi 6 Unawareness by Wi-Fi Connection at Work/School.....	10
Figure 7: Wi-Fi 6 Unawareness by Wi-Fi Connection at Work/School .....	11
Table 8: Wi-Fi 6 Unawareness by Number of Household.....	11
Figure 8: Wi-Fi 6 Unawareness by Number of Household .....	11
Table 9: Wi-Fi 6 Unawareness by Children in Household.....	12
Figure 9: Wi-Fi 6 Unawareness by Children in Household .....	12
Table 10: Wi-Fi 6 Unawareness by Age .....	12
Figure 10: Wi-Fi 6 Unawareness by Age .....	13
Table 11: Wi-Fi 6 Unawareness by Area.....	13
Figure 11: Wi-Fi 6 Unawareness by Area.....	14
<b>Likelihood to Upgrade to Wi-Fi 6 .....</b>	<b>15</b>
Table 12: Likelihood to Switch to Wi-Fi 6 .....	15
Figure 12: Likelihood to Switch to Wi-Fi 6 .....	15
<b>Survey Demographics .....</b>	<b>17</b>
<b>Demographic Profile of U.S. Consumer Respondents .....</b>	<b>17</b>
Table 13: Respondent Age.....	17
Figure 13: Respondent Age .....	18
Table 14: Respondent Gender .....	18
Figure 14: Respondent Gender .....	19

Quoting information from an iGillottResearch publication: external — any iGillottResearch information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from iGillottResearch. iGillottResearch reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company's internal communications activities does not require permission from iGillottResearch. The use of large portions or the reproduction of any iGillottResearch document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2020 iGillottResearch, Inc. Reproduction is forbidden unless authorized.

FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.

Table 15: Respondent Marital Status .....	19
Figure 15: Respondent Marital Status .....	20
Table 16: Respondent Ethnic Background .....	20
Figure 16: Respondent Ethnic Background .....	21
Table 17: Respondent Annual Household Income .....	21
Figure 17: Respondent Annual Household Income .....	22
Table 18: Respondent Level of Education .....	22
Figure 18: Respondent Level of Education .....	23
Table 19: Size of Household .....	23
Figure 19: Size of Household .....	24
Table 20: Age of Children in Household .....	24
Figure 20: Age of Children in Household .....	25
Table 21: Respondent Region.....	25
Figure 21: Respondent Region .....	26
<b>Definitions .....</b>	<b>27</b>
Definitions Table .....	27
<b>About iGR.....</b>	<b>48</b>
<b>Disclaimer .....</b>	<b>48</b>

Quoting information from an iGillottResearch publication: external — any iGillottResearch information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from iGillottResearch. iGillottResearch reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company’s internal communications activities does not require permission from iGillottResearch. The use of large portions or the reproduction of any iGillottResearch document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2020 iGillottResearch, Inc. Reproduction is forbidden unless authorized.

FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.

## Abstract

---

Wi-Fi 6, the latest generation of Wi-Fi, provides higher data rates and improved performance, especially in environments with many connected devices. The Wi-Fi 6 standard was finalized in September 2019, and in order to make Wi-Fi 6 a reality in their homes, U.S. consumers will need a Wi-Fi 6 router and Wi-Fi 6-capable end user devices.

This market study looks at U.S. consumers' awareness of Wi-Fi 6 and their likelihood to upgrade, using results from *iGR's* October 2020 survey of over 1,000 U.S. mobile consumers. All results are further analyzed according to many demographic variables in order to identify those that are most aware and likely to upgrade.

Key questions addressed:

- How aware are U.S. consumers of Wi-Fi 6?
- How likely are U.S. consumers to upgrade to Wi-Fi 6 in the next year?
- How does awareness and likelihood to upgrade differ according to demographic variables, such as age and employment?
- How does awareness and likelihood to upgrade differ according to other technologies and activities in U.S. consumers' home?

Who should read this report?

- Mobile operators
- Mobile infrastructure vendors
- Device OEMs
- Content providers and distributors
- Financial analysts and investors.

Quoting information from an *iGillottResearch* publication: external — any *iGillottResearch* information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from *iGillottResearch*. *iGillottResearch* reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company's internal communications activities does not require permission from *iGillottResearch*. The use of large portions or the reproduction of any *iGillottResearch* document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2020 *iGillottResearch*, Inc. Reproduction is forbidden unless authorized.

FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.