![purplewifi logo]

harder working wireless

Purple WiFi – Using WiFi in Public Places

June 2014

Overview

The following document offers an overview of the Purple WiFi survey data collected from 2,540 consumers that use Public WiFi between March and May 2014.

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About Purple WiFi http://purplewifi.net

Purple WiFi provides a fast, secure, Social WiFi solution to businesses wishing to offer free WiFi to visitors. The business is provided with valuable analytical data to enable more effective marketing.

Purple WiFi is cloud-based and works with any hardware, offering native integrations with Cisco Meraki, AirTight Networks and Ruckus.

The company is now available in 47 countries worldwide and growing quickly. Purple WiFi is also a member of the Internet Watch Foundation (IWF), highlighting its commitment to content filtering and minimising access to abusive online content.

Summary

Key findings

1. 72% of respondents use WiFi in a public place.

2. Of those that do not use Public WiFi, 12% do not know how to access WiFi, 9% refuse to access WiFi because the registration process is too long, and 27% were concerned about security issues.

3. 78% of respondents specifically look for Free WiFi connections when out in public places.

4. 77% of people are more likely to go to a location if it offers free WiFi. This number falls to 6% if the WiFi is paid (6% of respondent would be more likely to visit a venue if it offered any WiFi - free or paid).

5. 75% of respondents are more likely to stay in a location longer if it offers some sort of WiFi.

6. 63% are more likely to spend additional money in a venue that offers WiFi.

7. 48% of people use public WiFi at least once a week and 17% use Public WiFi at least once a day.

8. 56% of respondents use public WiFi for up to 30 minutes, with 38% using it for up to 1.5 hours, and 7% going over 1.5 hours.

9. When asked what they use Public WiFi for, the respondents confirmed; 17% do banking, 87% check emails, 69% update their social profiles, 63% browse the web, 27% use public WiFi for work purposes and 14% look at video content.

10. When asked what would improve their public WiFi experience, the respondents answered; Easy login process 39%, Free WiFi 36% and Faster WiFi 25%.

11. When asked if they would pay for faster WiFi, 44% said yes, 23% of whom confirmed only if they needed a stronger connection to use a bandwidth intensive file or application, e.g. to watch video content.

12. When asked if content filtering should be a legal requirement in public locations, 56% said yes, and a further 26% said it would depend on the venue.

13. When asked what would make them more likely to use WiFi in public places, the respondents confirmed:
    - If it was easier to access
    - If it was faster
    - Reduced cost of using mobile devices
    - To access offers / vouchers
    - To ensure inappropriate content is filtered out.

14. When asked 'how do you get online once you've selected a network', 54% of respondents said they were automatically connected, 7% confirmed they switch off and on again to activate the connection, 5% said they didn't know.
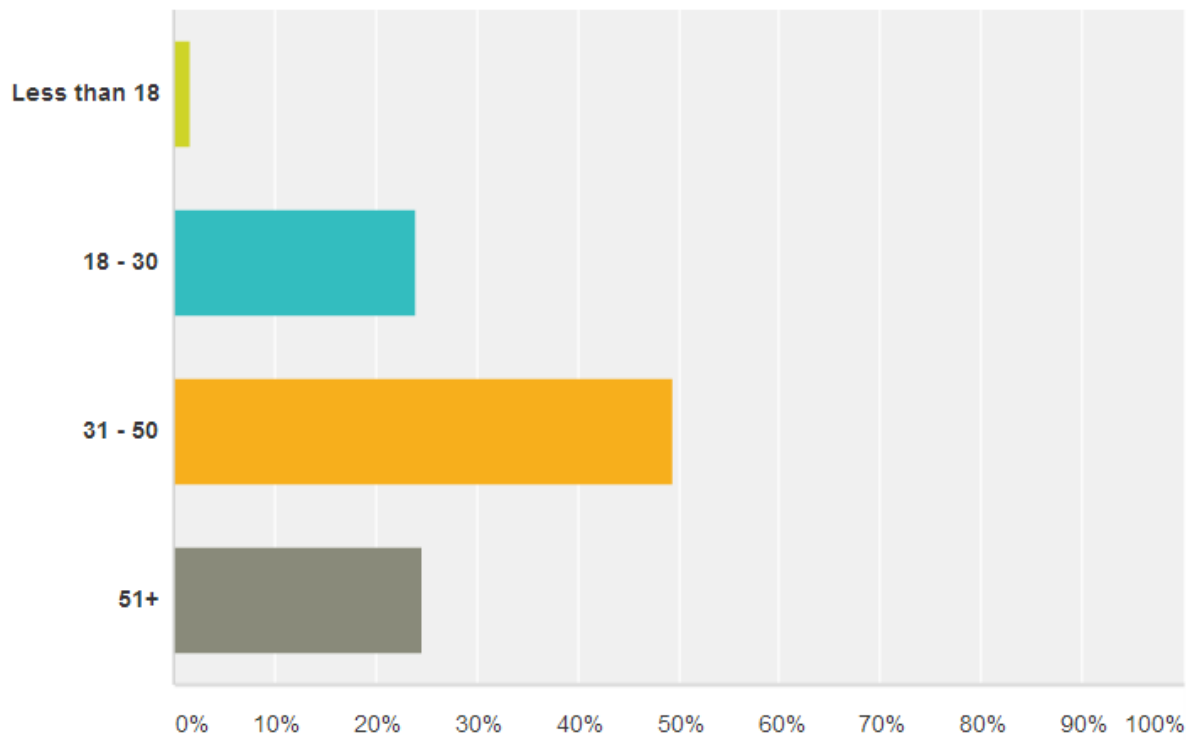
Survey data

Respondents

2540

Question 1: Gender
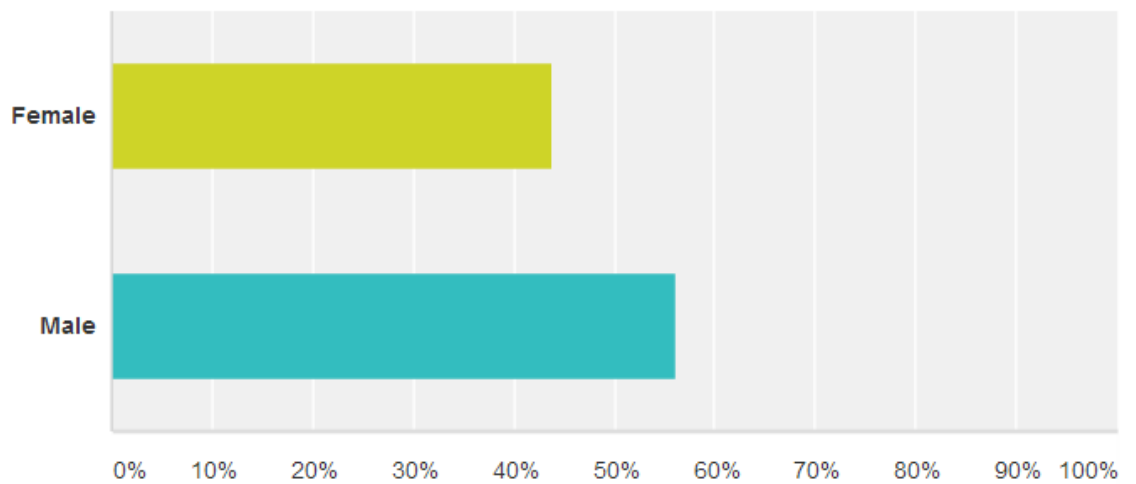
Gender	% respondents	Number respondents
Female	43.93%	1,100
Male	56.07%	1,404
Total	100%	2,504

Question 2: Age

Age	% respondents	Number respondents
Less than 18	1.75%	44
18-30	23.98%	603
31-50	49.54%	1,246
51+	24.73%	622
Total	100%	2,515

Question 3: Country

Country	% respondents	Number respondents
UK	79.75%	2,012
Ireland	7.21%	182
USA	3.57%	90
UAE	1.98%	50
Canada	0.87%	22
India	0.67%	17
Other	5.95%	150
Total	100%	2,523

Question 4: Do you use WiFi in public places?
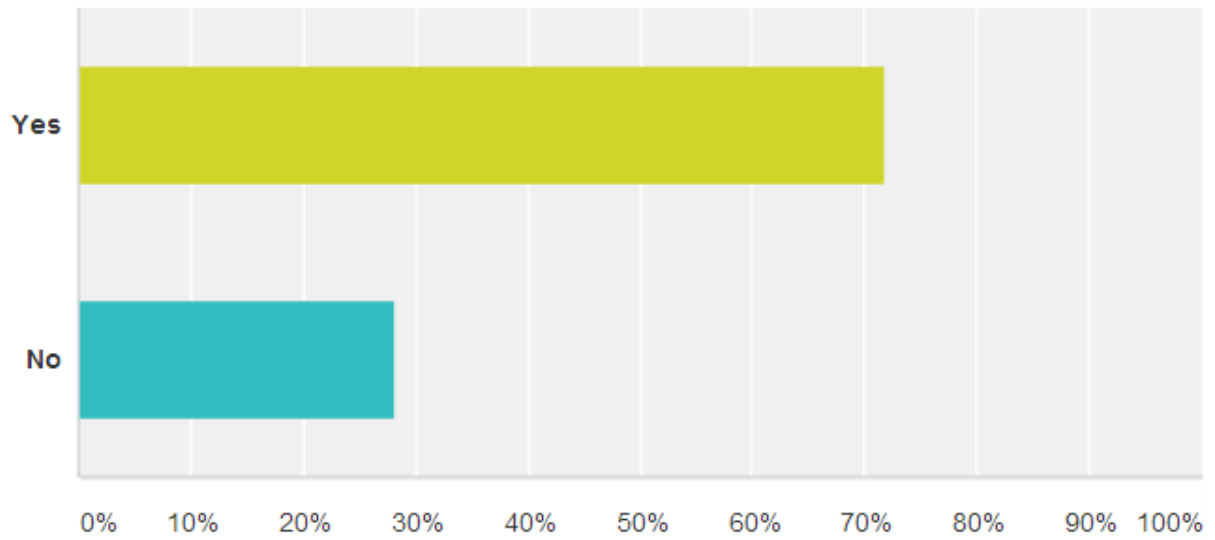
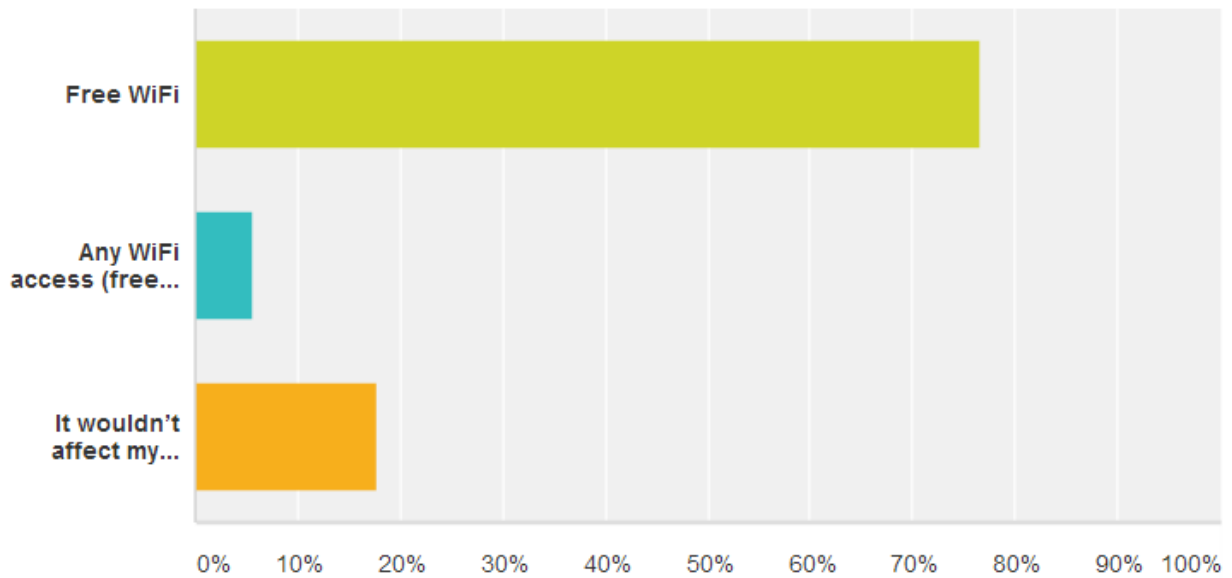| Answer	% respondents	Number respondents
Yes	71.85%	1,815
No	28.15%	711
Total	100%	2,526

Question 5: Do you look for a location that has free WiFi when out in public places?
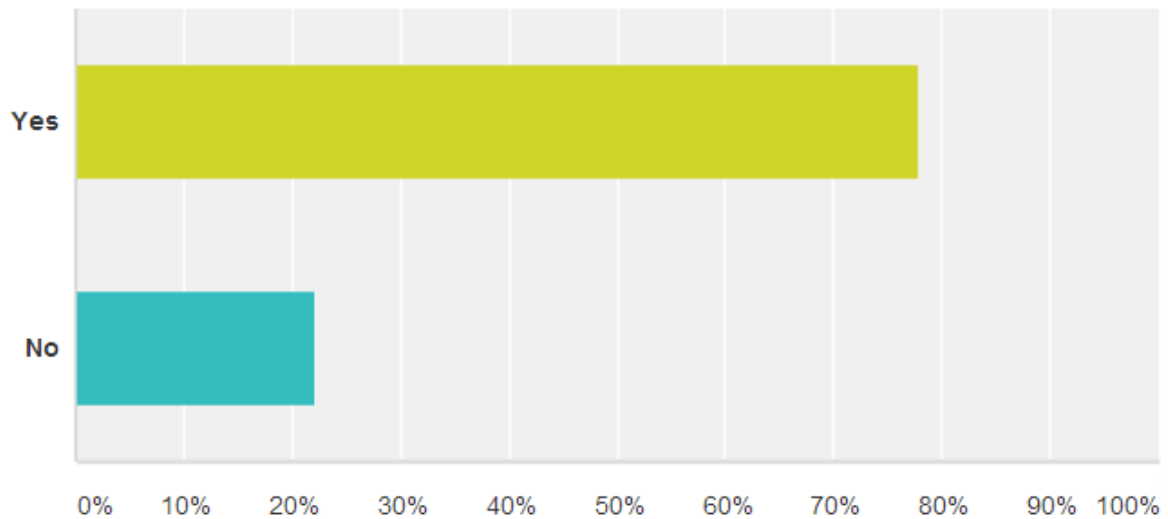
Answer	% respondents	Number respondents
Yes	77.83%	1,376
No	22.17%	392
Total	100%	1,768

Question 6: Would you be more likely to go somewhere offering WiFi?

Answer	% respondents	Number respondents
Free WiFi	76.57%	1,366
Any WiFi access (free or to paid for)	5.61%	100
It wouldn't affect my decision	17.83%	318
Total	100%	1784

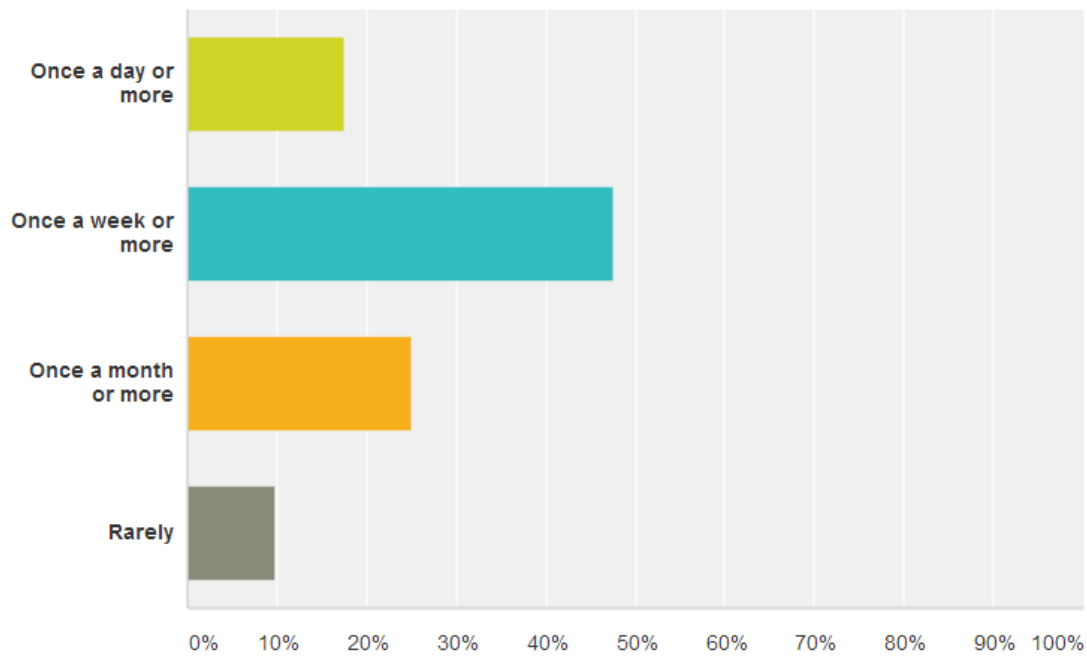**Question 7: Are you more likely to stay longer in a venue that does offer WiFi?**
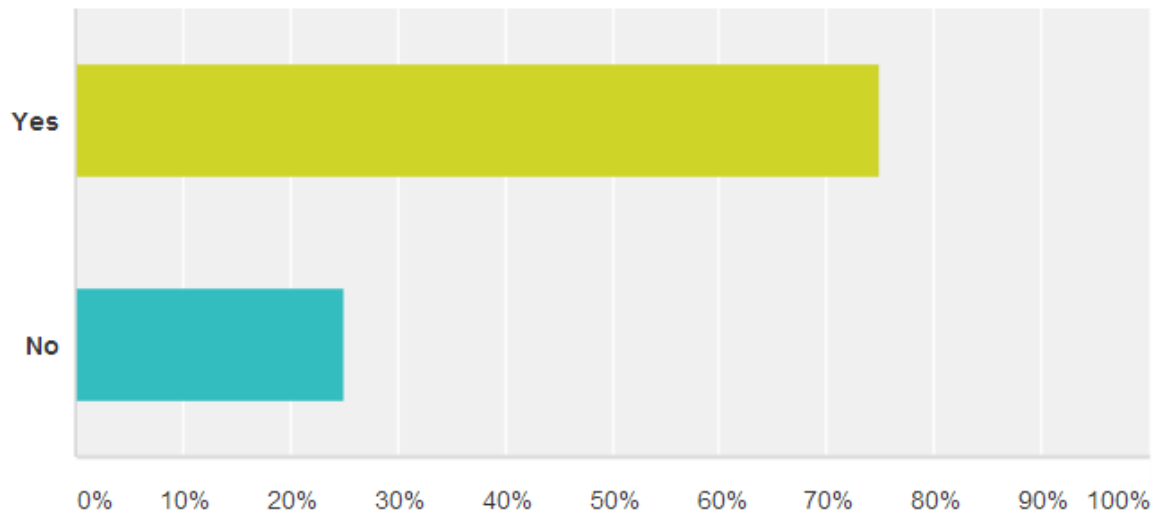
Answer	% respondents	Number respondents
Yes	74.97%	1,336
No	25.03%	446
Total	100%	1,782

**Question 8: Are you likely to spend more money in a venue that offers WiFi?**
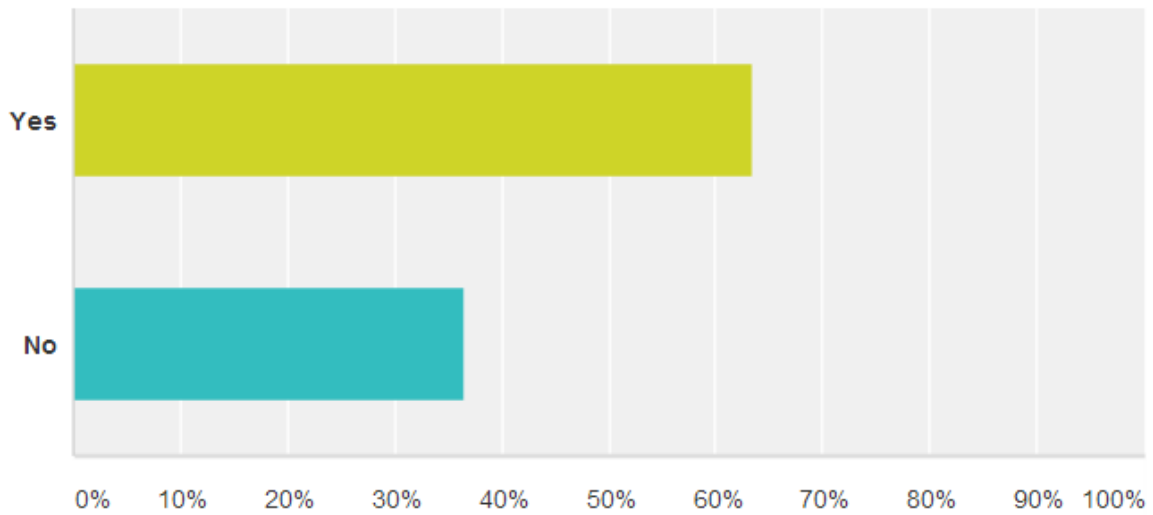
Answer	% respondents	Number respondents
Yes	63.36%	1,131
No	36.64%	654
Total	100%	1,785

Question 9: How often do you use free WiFi in public places?

Answer	% respondents	Number respondents
Once a day or more?	17.62%	300
Once a week of more?	47.50%	809
Once a month or more?	25.01%	426
Rarely	9.87%	168
Total	100%	1,703

**Question 10: On average, how long do you use WiFi in public places?**
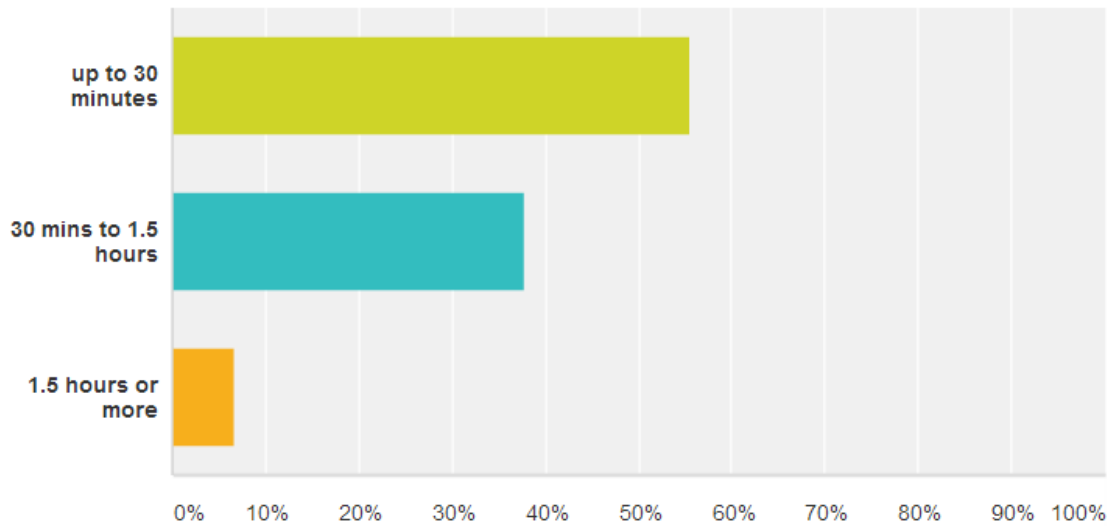
Answer	% respondents	Number respondents
Up to 30 minutes	55.51%	947
30 minutes to 1.5 hours	37.87%	646
1.5 hours or more	6.62%	113
Total	100%	1,706

Question 11: What do you use WiFi for in public places?
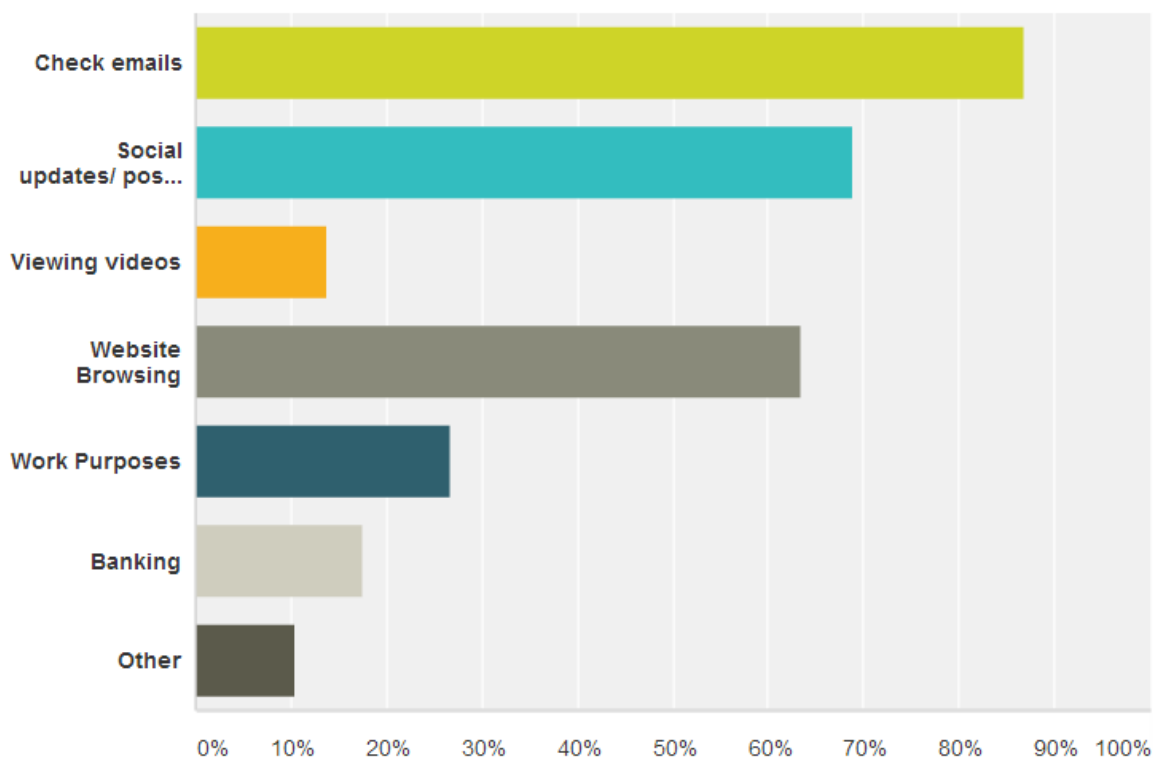
Answer (choose any relevant responses)	% respondents	Number respondents
Check emails	86.75%	1,499
Social updates/posts (Facebook/Twitter)	68.87%	1,190
Viewing videos	13.77%	238
Website Browsing	63.37%	1,095
Work Purposes	26.74%	462
Banking	17.48%	302
Other	10.53%	182
Total		1,728

Question 12: What would most improve your experience of Public WiFi in venues?
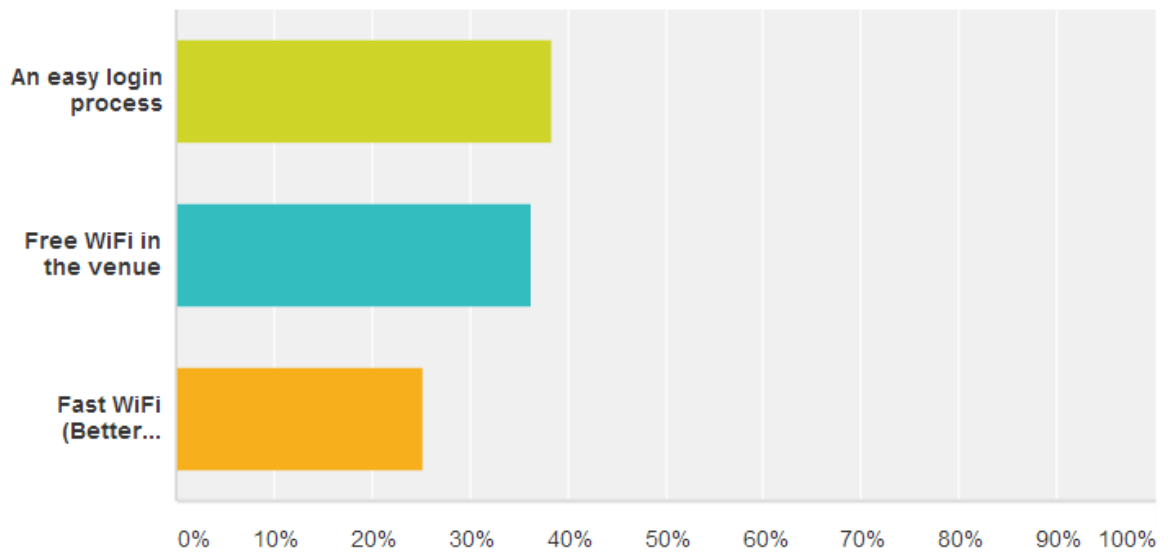
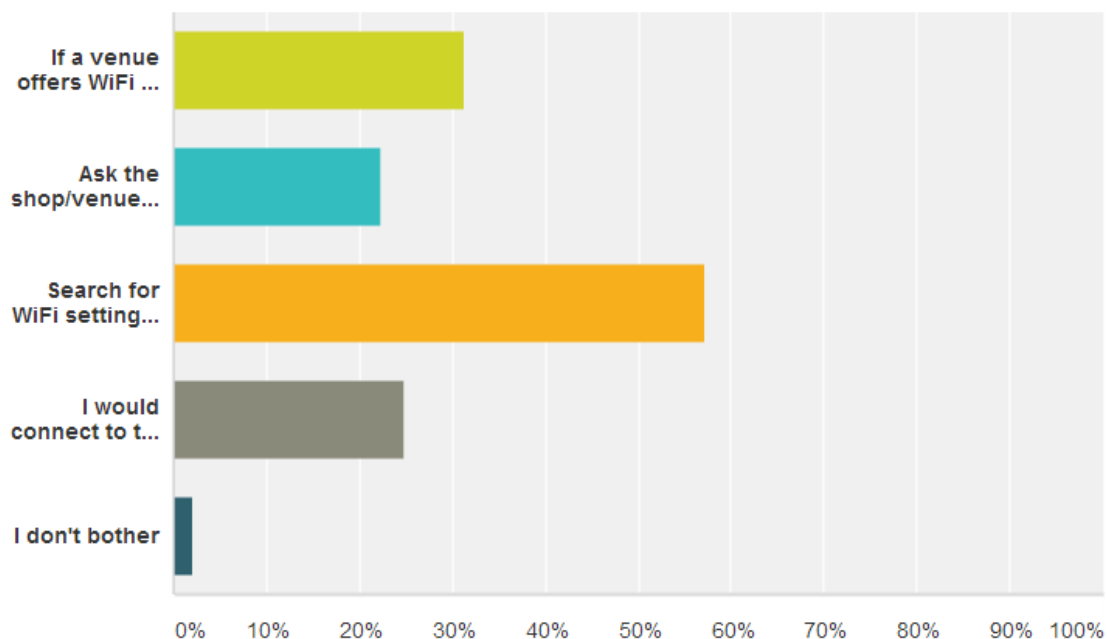| Answer	% respondents	Number respondents
An easy login process	38.50%	661
Free WiFi in the venue	36.28%	623
Fast WiFi (Better Bandwidth)	25.22%	433
Total	100%	1,717

Question 13: If you were given the choice of a free connection with limited bandwidth, or a paid connection with stronger bandwidth, would you consider paying?
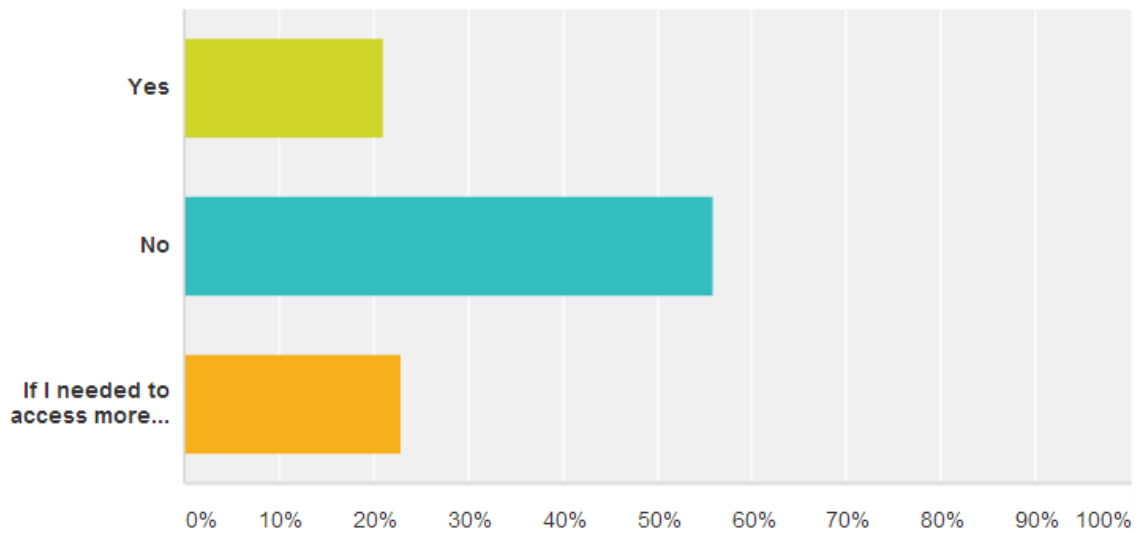
Answer	% respondents	Number respondents
Yes	21.08%	363
No	55.92%	963
If I needed to access bandwidth intensive files and applications (E.g. video content)	23%	396
Total	100%	1,722

**Question 14: How would you get online in a public place?**

| Answer (choose any relevant responses)	% respondents	Number respondents
If a venue offers WiFi, I would presume I am automatically connected	31.40%	526
Ask the shop/venue staff for guidance	22.27%	373
Search for WiFi settings via my device	57.13%	957
I would connect to the network and then check on a web browser	24.78%	415
I don't bother	2.15%	36
Total		1,675

Question 15: How do you decide which network to connect to?
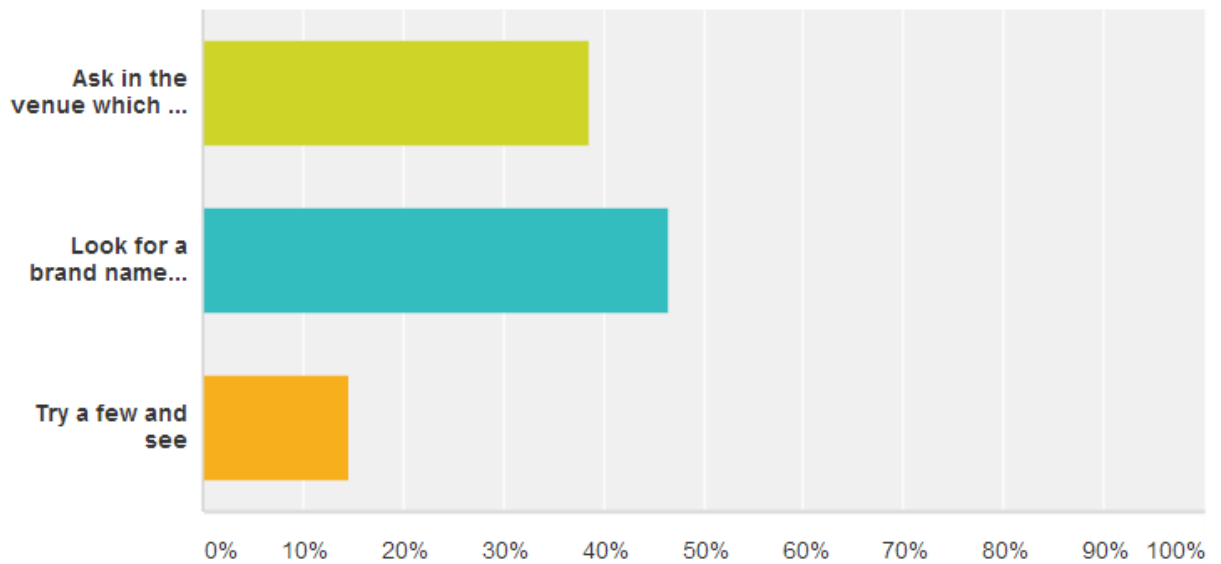
Answer	% respondents	Number respondents
Ask in the venue which one to use	38.71%	643
Look for a brand name without a padlock	46.66%	775
Try a few and see	14.63%	243
Total	100%	1,661

**Question 16: Once you've selected a network, how do you get online?**
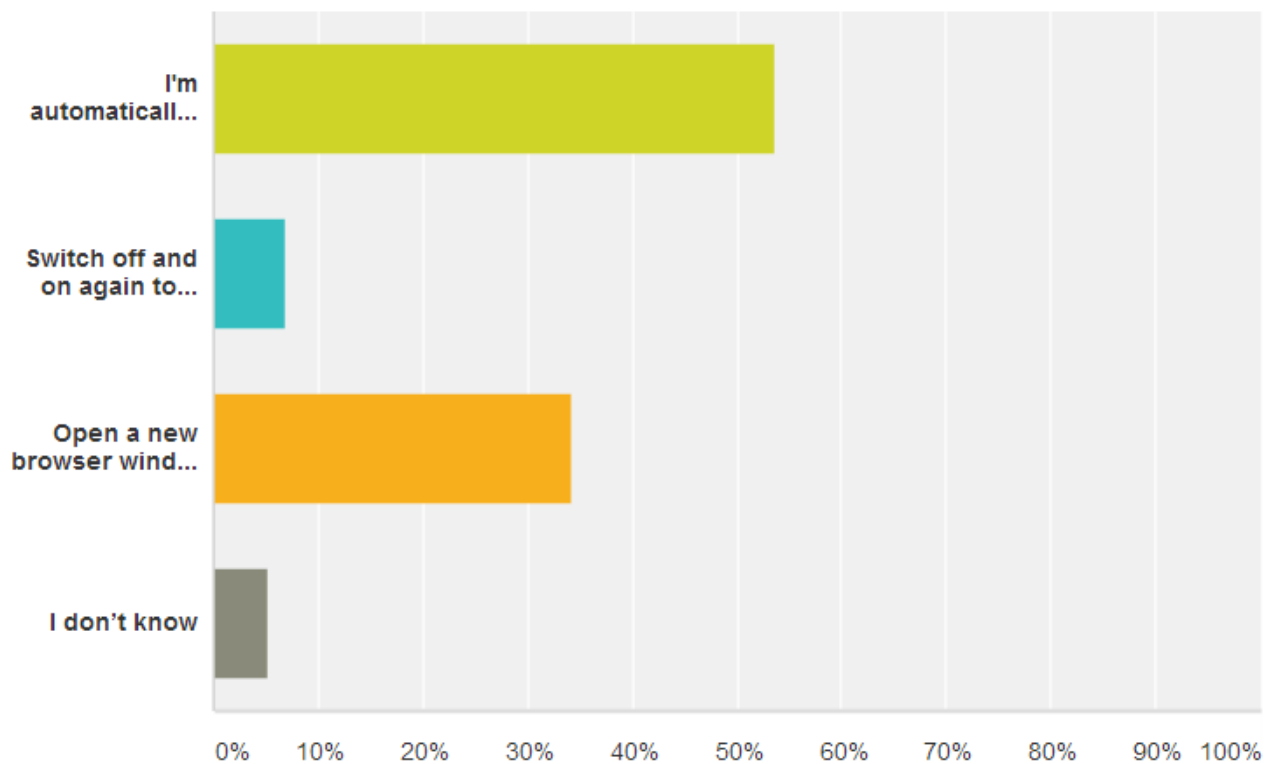
Answer (choose any relevant responses)	% respondents	Number respondents
I'm automatically connected now	53.62%	903
Switch off and on again to activate connection	6.89%	116
Open a new browser window to activate connection	34.32%	578
I don't know	5.17%	87
Total	100%	1,684

Question 17: Do you think content filtering (blocking illegal / harmful content) should be a legal requirement in a public place?
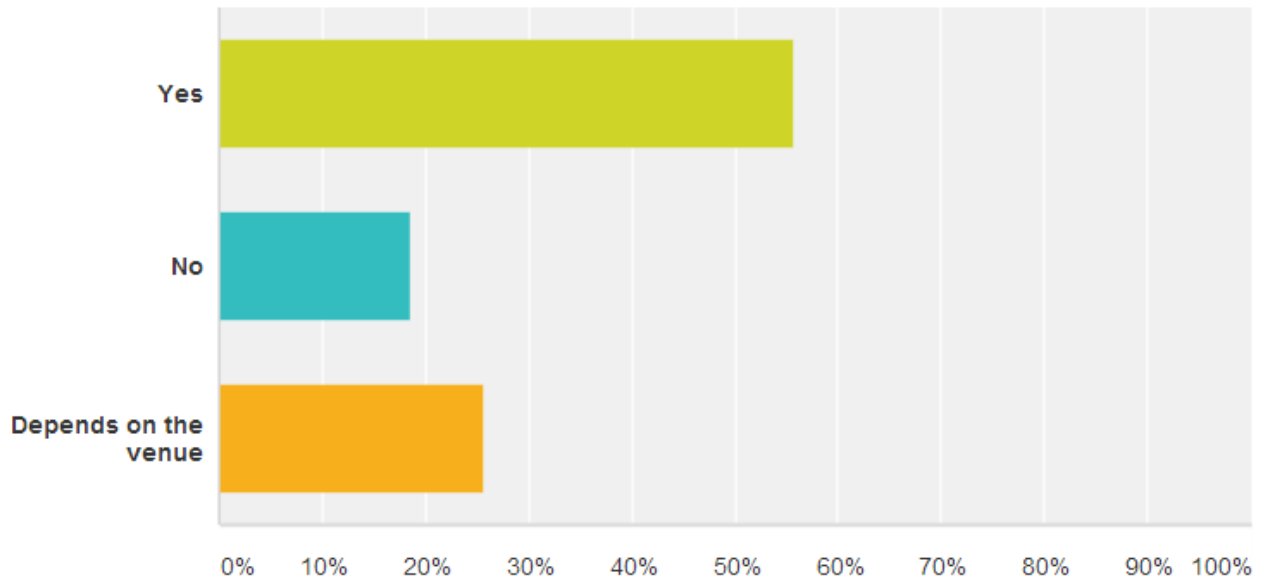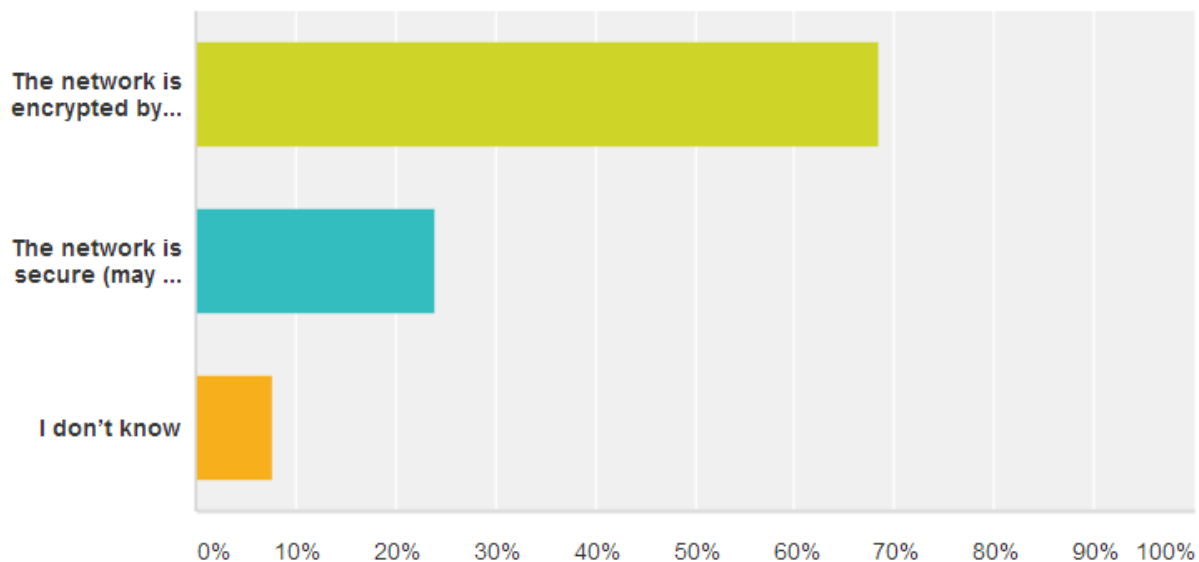

Answer	% respondents	Number respondents
Yes	55.73%	924
No	18.52%	307
It depends on the venue	25.75%	427
Total	100%	1,658

Question 18: Do you know what an SSID (Service Set Identifier) is?
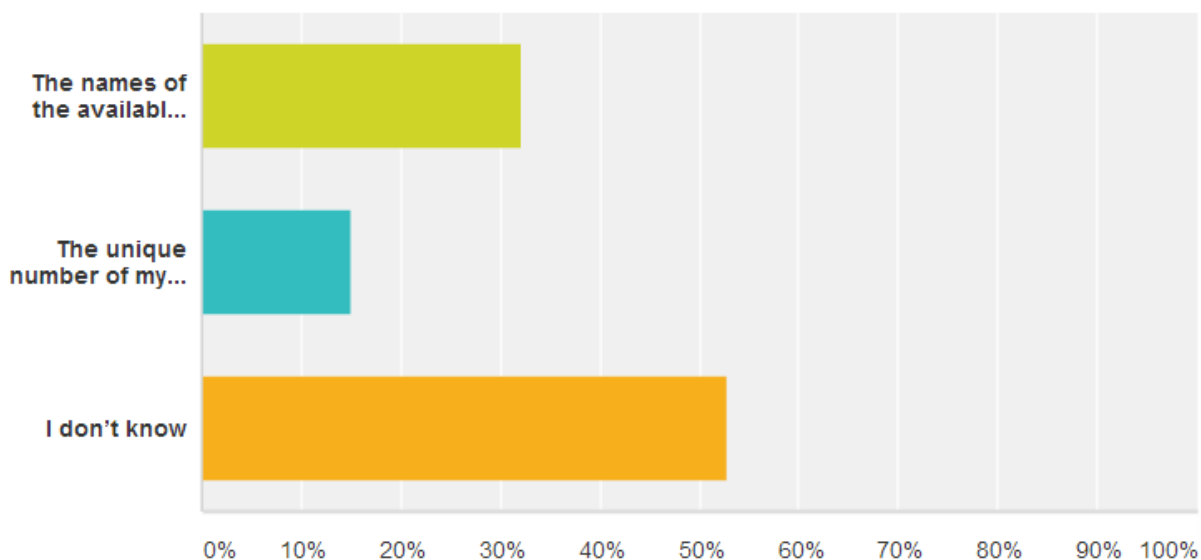
Answer	% respondents	Number respondents
The names of the available WiFi networks that you see listed in WiFi settings	32.19%	535
The unique number of my WiFi device	15.04%	250
I don't know	52.77%	877
Total	100%	1,662

Question 19: What does a network with a padlock mean?

Answer	% respondents	Number respondents
The network is encrypted by a security password	68.41%	1,139
The network is secure (may or may not require a password)	23.96%	399
I don't know	7.63%	127
Total	100%	1,665

Question 20: If you have never connected to Public WiFi, what are the reasons?
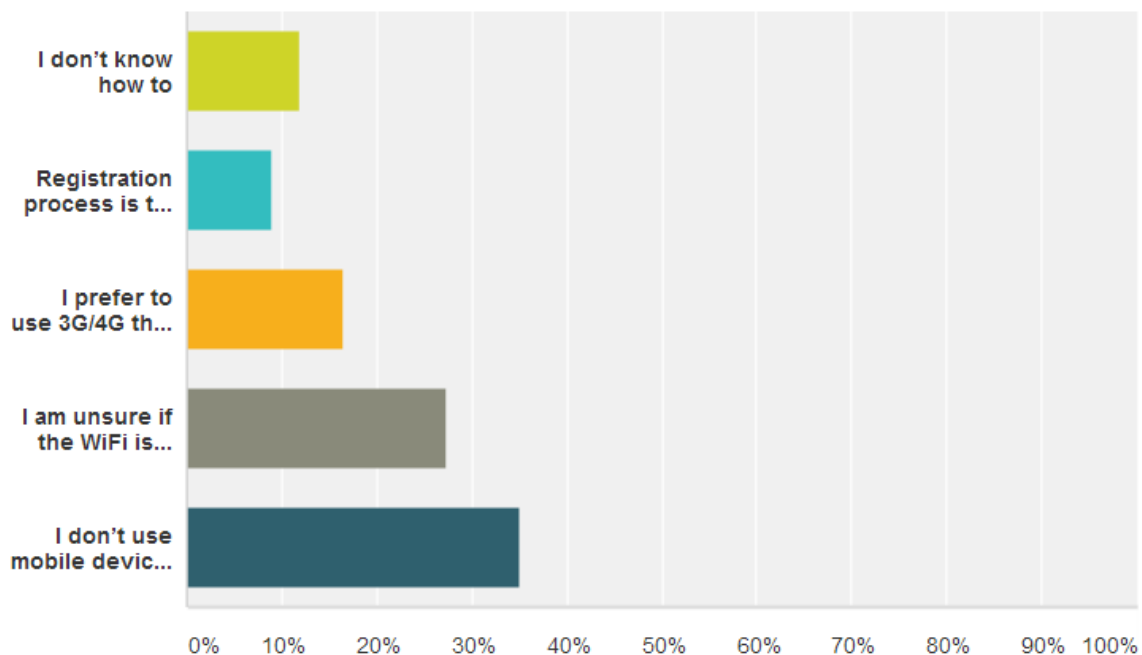
Answer (choose any relevant responses)	% respondents	Number respondents
I don't know how to	11.97%	76
Registration process is too long	8.98%	57
I prefer to use 3G/4G	16.54%	105
I am unsure if the WiFi is secure	27.40%	174
I don't use mobile devices when in public places	35.12%	223
Total	100%	635

Question 21: Did you know that WiFi can...
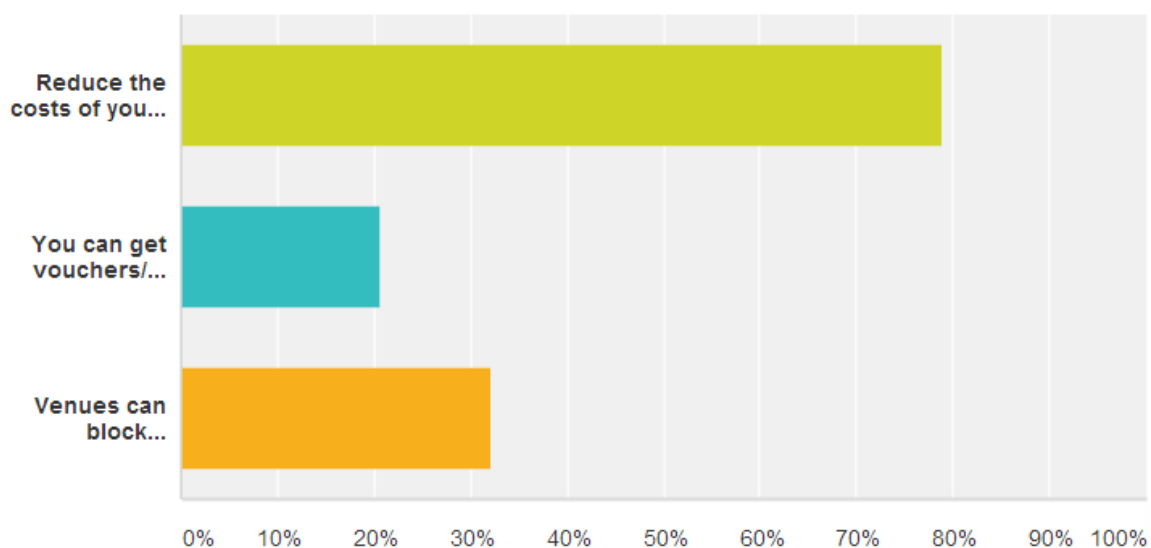
Answer	% respondents	Number respondents
Reduce the costs of your mobile device bill	78.85%	384
You can get vouchers / offers	20.74%	101
Venues can block inappropriate content	32.24%	157
Total	100%	487

Question 22: What would make you more likely to use WiFi in public places? Rank the following responses:

Response (in average rank order)	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Total	Av ranking
If it was easier to access	**48.65%** 288	**25.68%** 152	**13.51%** 80	**6.93%** 41	**5.24%** 31	592	4.06
If it was Faster	**19.76%** 117	**39.70%** 235	**25.68%** 152	**10.30%** 61	**4.56%** 27	592	3.60
Reduced cost of using mobile devices	**16.07%** 95	**22.00%** 130	**39.42%** 233	**18.44%** 109	**4.06%** 24	591	3.28
To access offers / vouchers	**5.24%** 31	**7.60%** 45	**13.01%** 77	**48.65%** 288	**25.51%** 151	592	2.18
To ensure inappropriate content is filtered out	**10.30%** 61	**5.07%** 30	**8.45%** 50	**15.71%** 93	60.47% 358	592	1.89