



# 2021 WiFi Trends Report

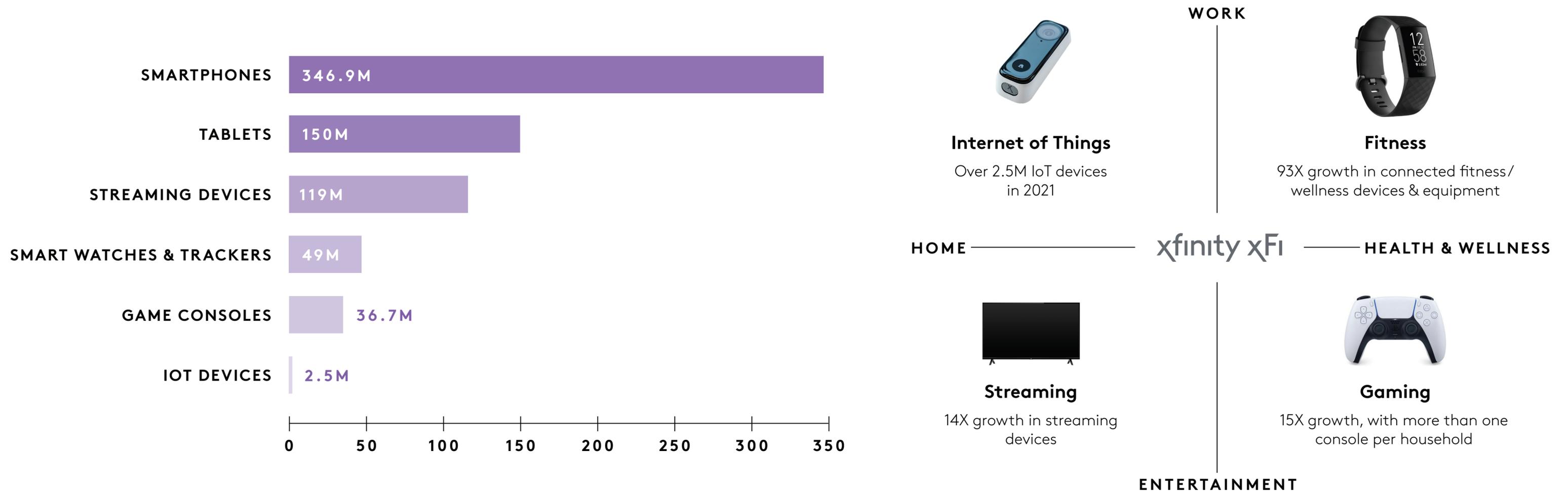
An inside look and analysis of how WiFi empowered Americans to connect to what matters most to them in 2021, based on network usage trends and consumer insights.



# Connected devices are powering Americans' most meaningful moments.

Expanded WiFi home ecosystems enabled U.S. families to live more connected lives in 2021.

Nearly a billion unique devices connected to WiFi in Xfinity households in 2021, a **12X increase** from 2018.



# Insights & Analysis

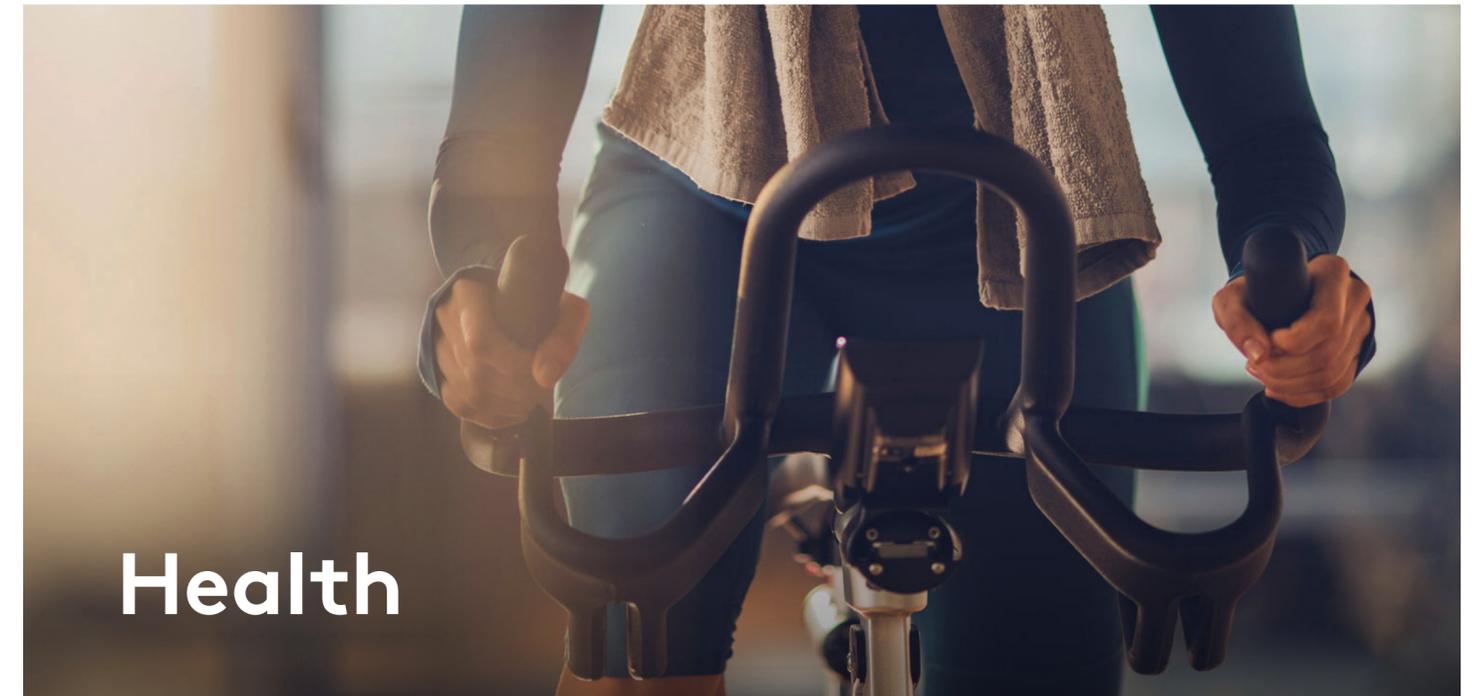


**Smartphones dominate the connected device category** – nearly 347 million connected in Xfinity households in 2021 accounting for nearly one-third of all devices over the year, a **23X increase** from 2018.

**Insights:** Smartphones were by far the most widely used connected device in 2021, enabling us to easily access news and information, work, entertainment and more, from anywhere.

**23X**

increase in the number of smartphones connected in Xfinity households since 2018



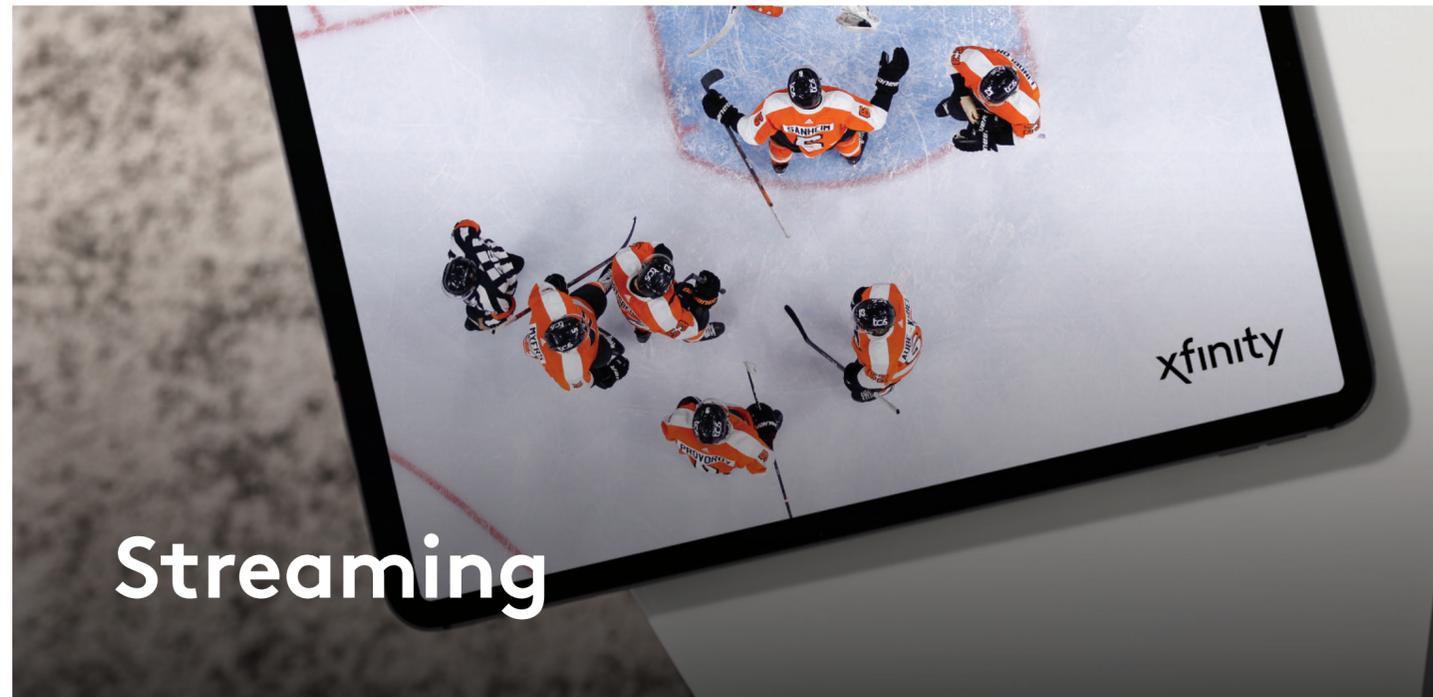
**Health is the fastest growing device category** – More than 49 million smartwatches and fitness trackers were connected in 2021 across Xfinity households, a **39X increase**. Plus, nearly 841,000 pieces of exercise equipment have connected, a more than **93X increase**.

**Insights:** Health was a top priority in 2021 as Americans continued to place greater importance on their wellness, with health-related devices seeing the biggest percent increase compared to all other devices. Despite gyms beginning to reopen, Americans continued to exercise at home and are expected to continue prioritizing at-home fitness in 2022.

**39X**

increase in the number of smartwatches and fitness trackers connected in Xfinity households

# Insights & Analysis



**Streaming devices are closing in on smartphones.** With nearly 119 million devices across Xfinity households, a nearly **14X increase** from 2018.

**Insights:** Nearly half of Americans (41%) identified themselves as “streamers” in 2021 as Americans sought new ways to inform & entertain themselves in the comfort of their own homes.

**119M**

streaming devices connected across Xfinity households in 2021



**Gaming continues to be a steady favorite** — Xfinity households each connected more than one gaming console per home, totaling nearly 36.7 million, an almost **15X increase** from three years ago.

**Insights:** Americans continued to turn to gaming in 2021 for connection and entertainment while at home.

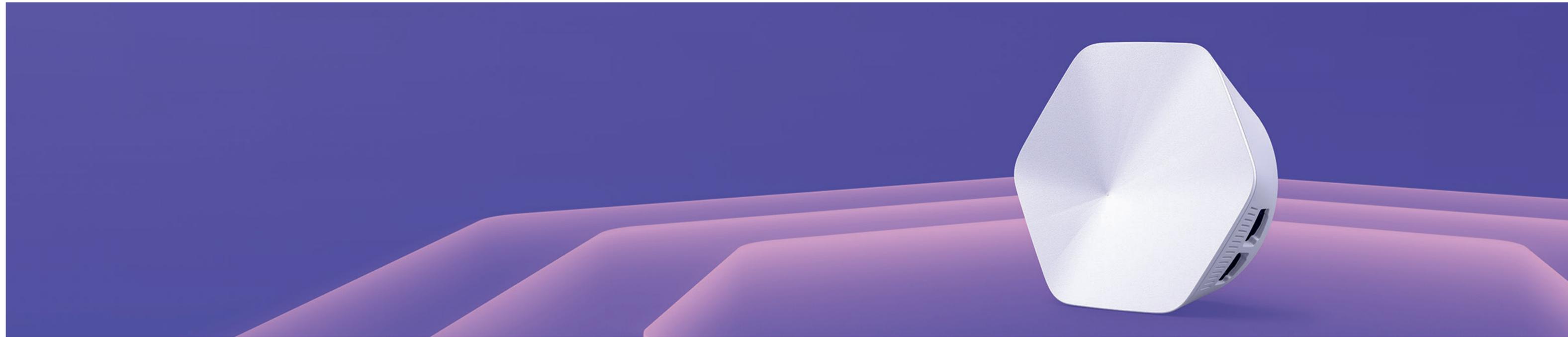
**36.7M**

game consoles connected in Xfinity households in 2021

# Unbeatable Internet Connectivity Has Never Been More Important

Connected devices power our everyday lives. Consumers want the tools to take control of the WiFi in their homes — what's connected, who's connected, and how to keep their devices and their families safe.

**Nearly half of Americans (45%) said that WiFi is more important to their daily lives than transportation. So it has to be reliable, and it has to be secure.**



## +1M

More than 1 million Xfinity customers used xFi parental controls in 2021.

## 100M

Xfinity customers paused/unpaused WiFi nearly 100 million times in 2021.

**Insight:** With the ability to pause devices at a moment's notice, parents can play an active role in their children's relationship with the technology in their homes.

## +1M

Parents took advantage of more than 1 million "downtimes," scheduled offline time for their kids throughout the day. The most popular schedules were "**bedtime**," "**homework**," and "**dinnertime**."

## 90-100M

Nearly 100 million devices were regularly connected to Xfinity WiFi extenders, xFi Pods.

**Insight:** xFi Pods extend WiFi signal to hard to reach places in the home, working together with the xFi Advanced Gateway to blanket the home in strong WiFi signal.

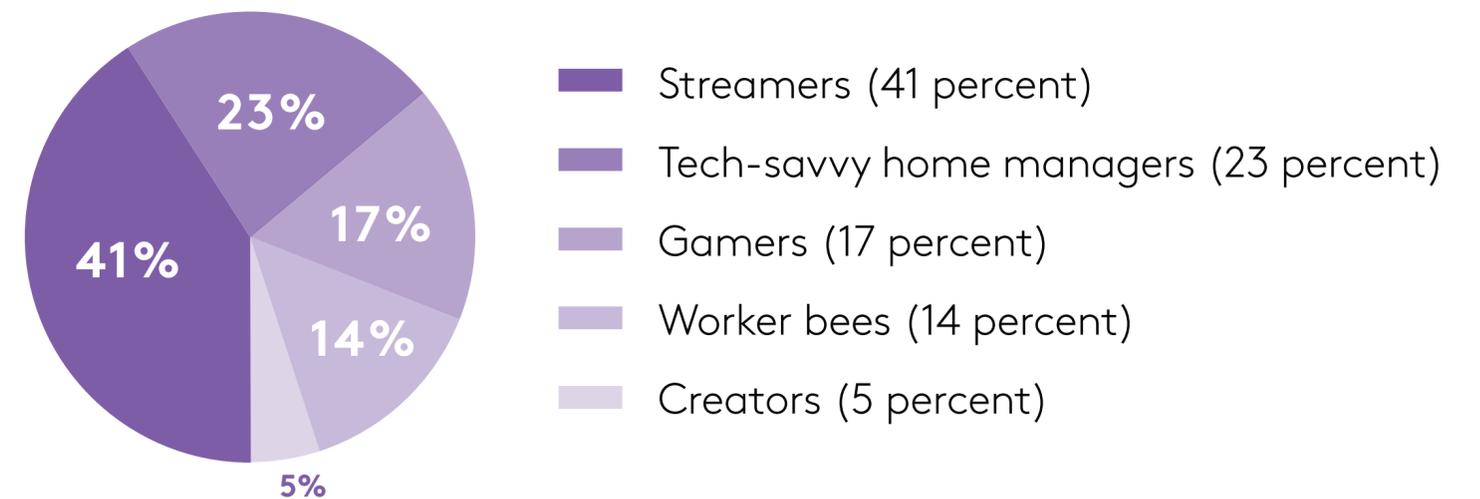
# Growth



## Growth in Connected Devices Poised to Continue

- 72%** Almost three-quarters (72 percent) of Americans plan to purchase additional WiFi connected devices for their home in the next 12 months.
- 44%** 44 percent are considering smart TVs, sound systems or video projectors.
- 27%** More than a quarter (27 percent) say they're likely to purchase smart home tech like air purifiers, lightbulbs, etc.
- 20%** Another 20 percent plan to purchase WiFi connected fitness equipment, trackers or smart scales.
- 16%** 16 percent will purchase smart toys like robots or drones.

## Internet Surfers Identify Themselves As:



# Consumers are taking action to protect their devices and homes from threats.

xFi Advanced security has blocked **billions of cyber threats**. The most common types of devices targeted are:

- Computer
- Phone
- Network Attached Storage Devices
- Tablet
- Game Console
- Camera

Top Types of Threats (in Order of Most Frequently Seen):



# Americans invested in their home networks in 2021.

59%

Nearly 3 in 5 Americans (59%) improved their WiFi in the past 12 months.

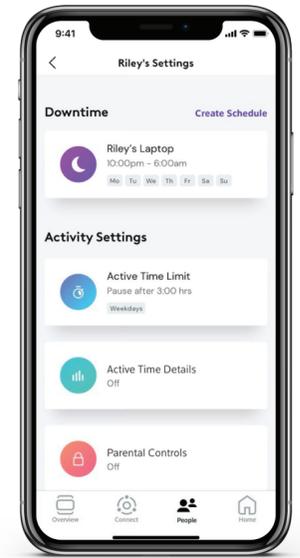
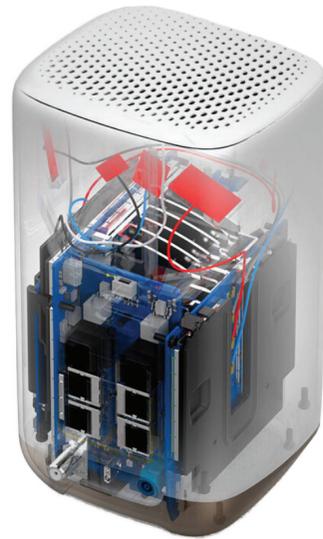
28%

About a third upgraded their equipment (28%) or increased their speed (27%).

**Analysis:** Working professionals saw a major shift in priorities as they transitioned from the office to their own homes—something that would not have been possible without strong and reliable WiFi.



# Unbeatable Internet: Only from Xfinity



## Brilliant Experience

The next generation of WiFi is here: Supercharge your home with **supersonic WiFi** – ultra fast and incredibly powerful. And only Xfinity will upgrade your gateway after three years at no extra cost for a faster, more reliable connection for your home.

## Ultra Fast

With the fastest gig-speed WiFi, and our **new gateway** that is WiFi 6E capable, you can power a house full of connected devices – all at once.

## Best WiFi

Count on a **reliable connection** for all your devices, even when everyone's online. And get wall-to-wall WiFi coverage throughout your home, with an xFi Pod included if recommended.

## Unbeatable Entertainment

Get a free **Flex 4K** streaming TV device to enjoy all your apps in one place and a voice remote to navigate between them seamlessly. Plus, thousands of hours of free entertainment content available to Internet customers for no additional cost.

## Ultimate Security

Help keep loved ones safe and secure online with **Advanced Security**, included at no extra cost. Advanced Security helps protect your devices from billions of cyberthreats a year, no matter where you go.

## Unprecedented Control

A **dashboard** for all the devices connected to WiFi with built in capabilities to pause access, set up parental controls or automate screen time rules.



#### **ABOUT THE SURVEY**

The survey was conducted by Wakefield Research among 1,000 nationally representative U.S. adults ages 18 and older in November 2021, using an email invitation and an online survey. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.