

VoWLAN Executive Summary (Survey conducted in February 2005)

In February, In-Stat conducted a survey on attitudes toward the use of Voice over Wireless Local Area Network (VoWLAN) with cellular. This technology will eventually allow users to use their cell phone to also make voice calls over Wi-Fi in their homes or at work. Wireless carriers are very anxious to implement this technology because it allows them to effectively compete with wireline phone providers, but one of the main objectives of this survey was to gauge if cell phone users, like those on the Technology Adoption Panel, were excited about this new technology. A total of 860 cell phone-using panelists completed this survey in February of 2005.

In the survey, In-Stat found out that over 71% of respondents currently had broadband in their home, and 43.8% of respondents had a wireless LAN in their home. 35.8% of respondents had wireless LAN access at their work. For VoWLAN/Cellular to work, a subscriber must be within range of a Wi-Fi access-point that is connected to a broadband Internet connection.

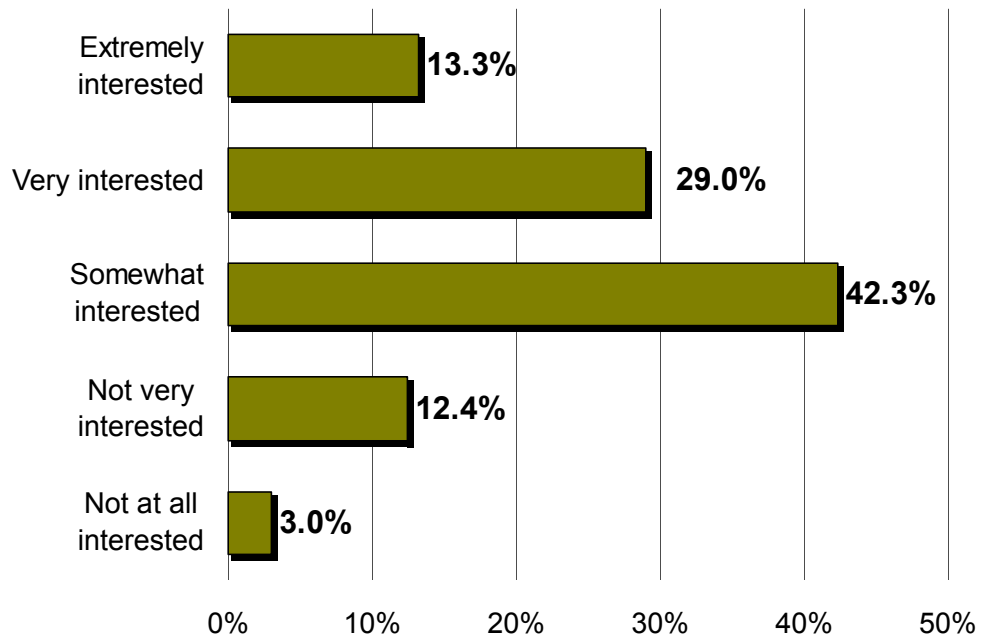
When asked about their wireless data usage habits using a cell phone, only 20% of respondents frequently or occasionally used wireless data on their cellular phone. When those that don't use it were asked why not, 32.1% didn't use it because of the cost, and another 28.6% because they had no interest. Interestingly, however, when the entire sample was asked if they would be interested in accessing the Internet using a wireless LAN built into the phone, 63.3% were at least somewhat interested (i.e., somewhat interested, very interested, or extremely interested.)

The survey also asked about the type of phone service that respondents have, and how they use their cell phones. At home, 92.6% have conventional wired phone service, and 6.2% have VoIP service either with or without conventional phone service. Another 4.7% used their cell phones for all their calls while at home.

As for the advantages that a VoWLAN/Cellular system would offer, clearly better in-building coverage and the prospect of being able to make unlimited local calls while at home had the biggest importance to survey participants. Better in-building coverage was very important or extremely important to 74.7% of those taking this survey, and free local calling at home was very important or extremely important to 66.2% of respondents. PBX-type features and the need to only carry one phone at work, home or around received very positive responses, but nowhere as high as free local calling at home or better in-building coverage.

Overall, most of those taking this survey were at least somewhat interested in the VoWLAN/Cellular concept (see figure below), and only slightly more than 15% were not very interested or not at all interested. This is a strong indication that cellular phone users are very open to the prospect of adding VoWLAN to their cell phones.

**Overall, how interested would you be in using a
combo cellular/voice over WiFi phone that offers the
benefits described above?**



Source: In-Stat, 4/05

n = 860