

4GEE USER SURVEY

IPSOS INDEPENDENT SURVEY OF 4G USERS*

When using 4GEE:



37%

of customers
use less or
no public Wi-Fi



21%

of consumers
use their home
broadband less



20%

of businesses are
already saving money
using 4G



42%

of consumers
download more apps
on the go



26%

use more
banking services



19%

of consumers made
purchases on 4G. They
spent an average
of £206