

# Wireless Charging is the new WiFi

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July 26, 2018

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83% of US adults are willing to pay monthly fee to keep their phones charged

## Would customers pay a subscription fee to have their phones charge automatically?

### Introduction

Recent advances in long-range wireless charging make it possible to charge a phone without cables or charging pads. With the right infrastructure, phones could appear to charge themselves. Consumers would no longer have to manage their device batteries.

In theory, companies could sell a charging service to keep consumer phones charged. Some consumers pay subscription fees for cellular data. Others pay for WiFi access on planes. Why not charging?

In early July 2018, Wi-Charged surveyed customer interest in such a service. The executive summary, survey details and market implications are below.

### Executive Summary

A survey of over 1000 US adults with annual household income of \$50K or more found that:

- 83% of users expressed willingness to pay a monthly fee to keep their phones charged.
- The average monthly fee was \$14.48
- Younger population ages 18-29 were willing to pay on average of \$25.32 per month for this service
- Users that carry a power bank with them were willing to pay an average of \$19.19 per month for this service

The survey shows that service providers should consider a mindset shift about wireless charging. This would be from “a product accessory sold at stores” to “a service component that can increase ARPU”.

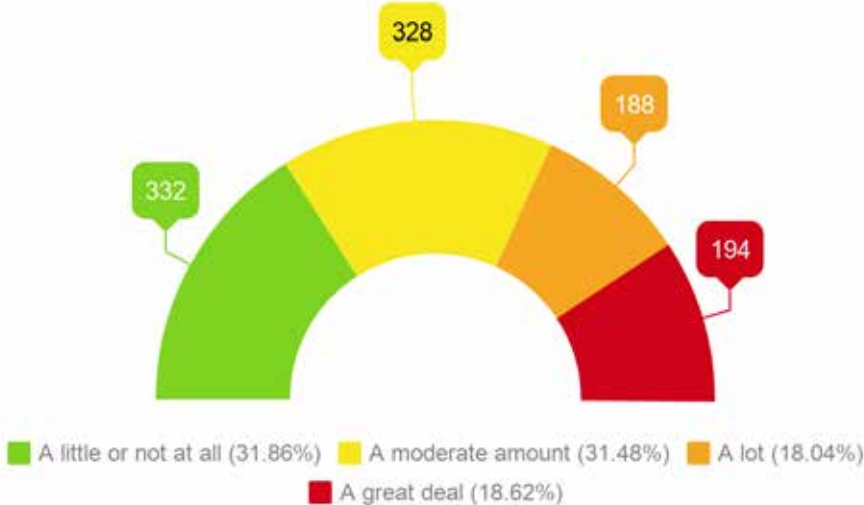
### Survey Results

We wanted to understand if “battery anxiety” - concern of depleting the phone battery – was an issue.

Sponsored by Wi-Charge

68% of US adults report some level of "battery anxiety"

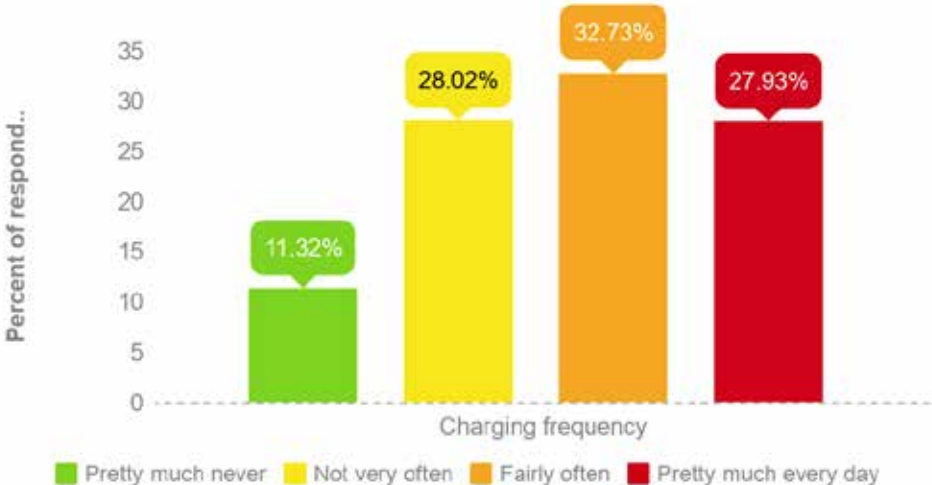
On a regular day, how worried are you that your phone will run out of battery?



The majority of those surveyed, 68%, reported "a great deal" or "a lot" or a moderate of battery anxiety. Only 32% reported little or no anxiety. This is consistent with other public-domain surveys such as that from the Wireless Power Consortium.

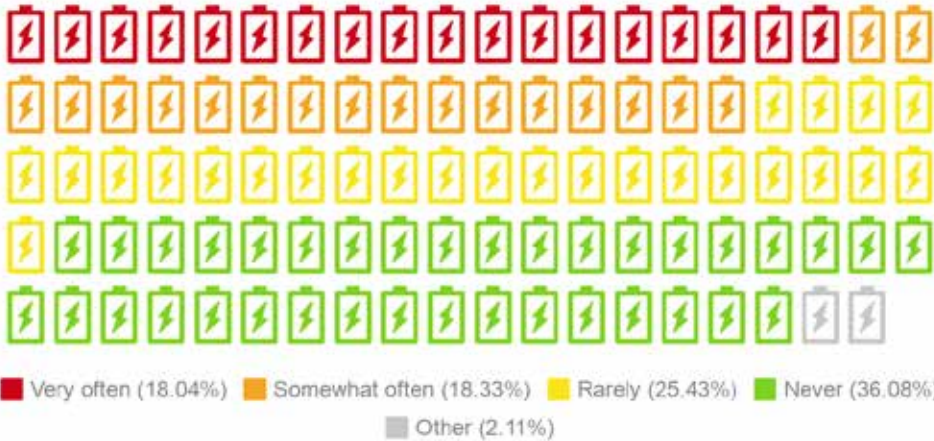
We wanted to understand the charging habit of the audience:

How often do you find yourself charging your phone outside your home?



61% reported charging their phone outside the home pretty much every day or often. This indicates a need for a charging solution outside the home.

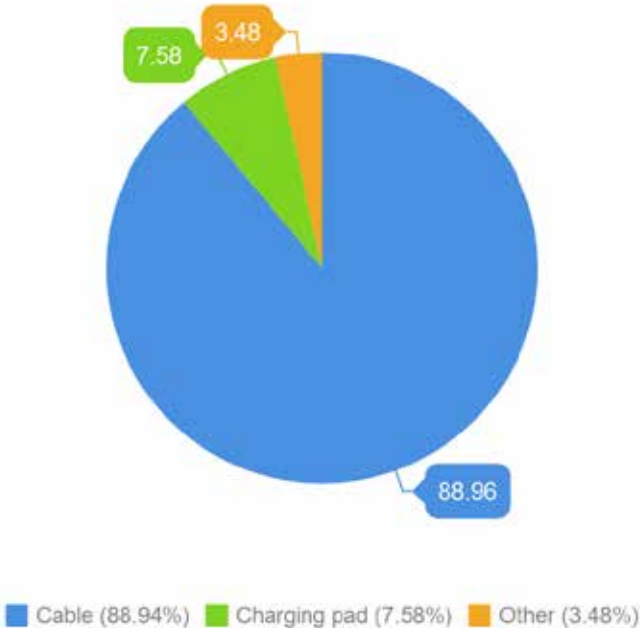
How often do you carry a battery with you so that you can charge your phone?



36% of adults carry a battery with them as a means to charge their phone away from home

Indeed, 36% of respondents carry a battery with them often or very often. As well as the method currently used to charge the phone.

What do you primarily use to charge your phone?



The average monthly charge that adults were willing to pay to keep their phone charged was \$14.48

We presented the service as:

*We are considering launching a service that would keep your phone charged pretty much all the time, without having to use a cable or a charging pad.*

*In a way, it would be like WiFi: just like you have access to WiFi at home, at work and in public places, your phone would be able to charge itself without your intervention at these places.*

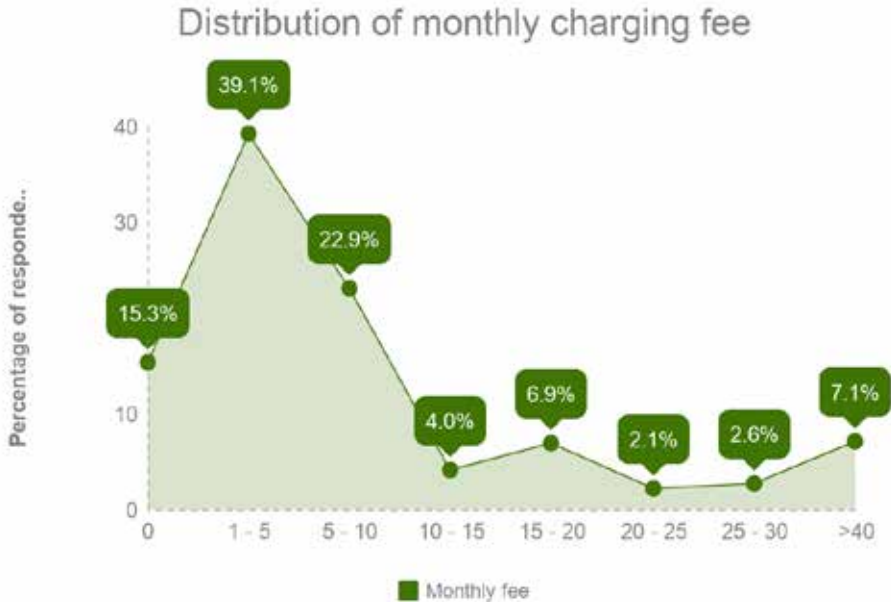
*The phone would automatically charge anytime it is out of your pocket. For instance, you could place it on the kitchen counter, or on a table at a restaurant and it would charge.*

And then asked the pricing question as follows:

*If the service was priced at a monthly fee, how much - per month - would you be willing to pay for this service? Please enter a number in dollars per month.*

Of the total survey population, 861 respondents (83%) responded that they would be willing to pay for such as service. The average fee was \$14.48 per month with a median fee of \$5 per month.

The distribution of the answers was as follows:



We found that the monthly fee that respondents were willing to pay drops significantly by age group from an average of \$25.32 per month for ages 18-29 all the way to \$10.08 per month for ages 60+

### Average monthly fee by age group



Adults 18-19 were willing to pay a higher price, \$25.32 per month, to keep their phone charged

We also found that the amount users were willing to pay increased according to the frequency in which they carried a power bank with them:

### Average monthly fee by power bank usage



Operators  
can increase  
ARPU by  
offering  
"Charging  
as a service"  
to their  
customers

## Analysis and market implications

Service providers should consider changing their mindset regarding long-range wireless charging from “a product accessory to be sold at our store” to “a service component that can increase ARPU”.

The mindset that wireless charging is an accessory probably stems from the experience of selling Qi pads. Qi pads offer added convenience relative to charging with a cable, but do not fundamentally change the user experience. The user still has to find the charger, carefully align the phone on it, and leave the phone on the charger.

In contrast, long-range wireless charging provides a dramatic improvement in the user experience:

- Users must no longer actively manage the phone battery. Phones appear to charge themselves, without user intervention.
- Users no longer need to carry cords or power banks with them.

Because of this dramatic improvement, users seem to be willing to pay a monthly fee for ‘charging as a service’.

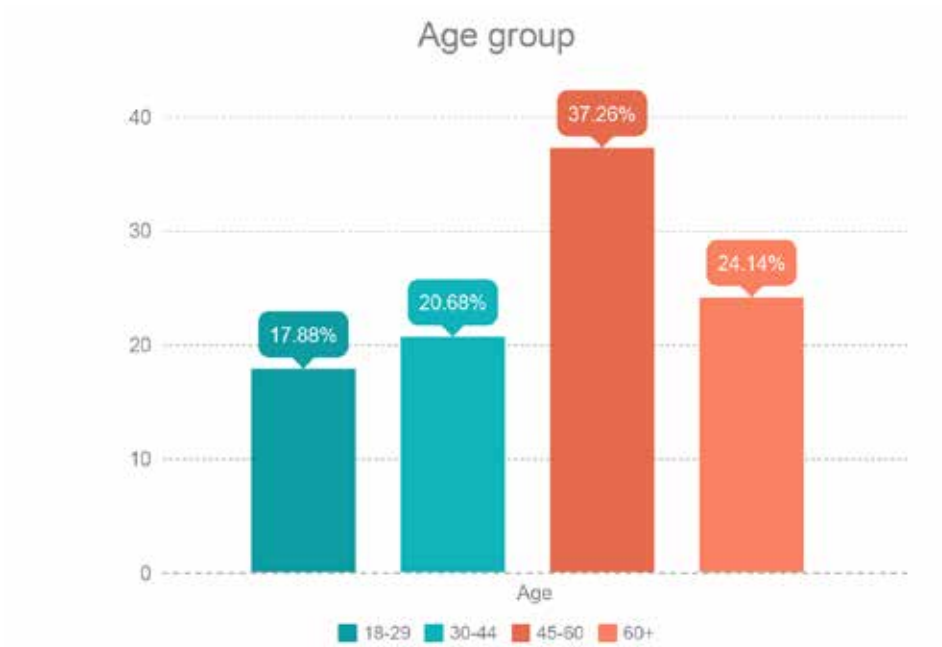
This survey uncovers several key points:

- Consumers are willing to pay a significant monthly fee to ease battery anxiety. In fact, many of those customers carry batteries to manage their phone battery when away of home.
- The willingness to pay is particularly high in the younger 18-29 age bracket. This might be the result of increased reliance on video and data services that consume more battery.
- The frequency of power bank usage is a predictor of the willingness to pay. Larger power bank usage correlates with increased willingness to pay. This indicates that an external power bank is not a sufficient solution to battery anxiety.

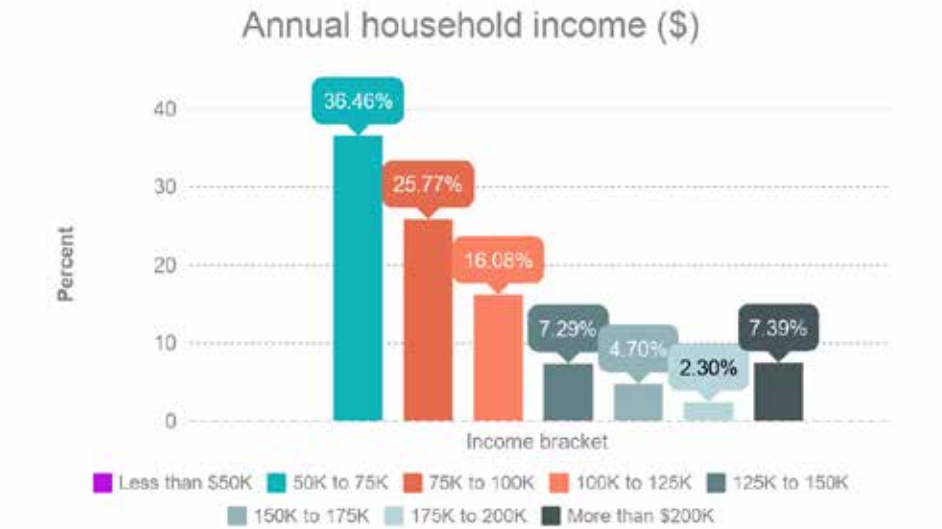
### Methodology and audience demographics

We surveyed 1042 US adults with annual household income of \$50K or higher. The survey was conducted online in the first week of July 2018 using SurveyMonkey Audience service. No compensation was offered directly from Wi-Charge to the survey participants. The survey participants were not informed that Wi-Charge is the company behind the survey.

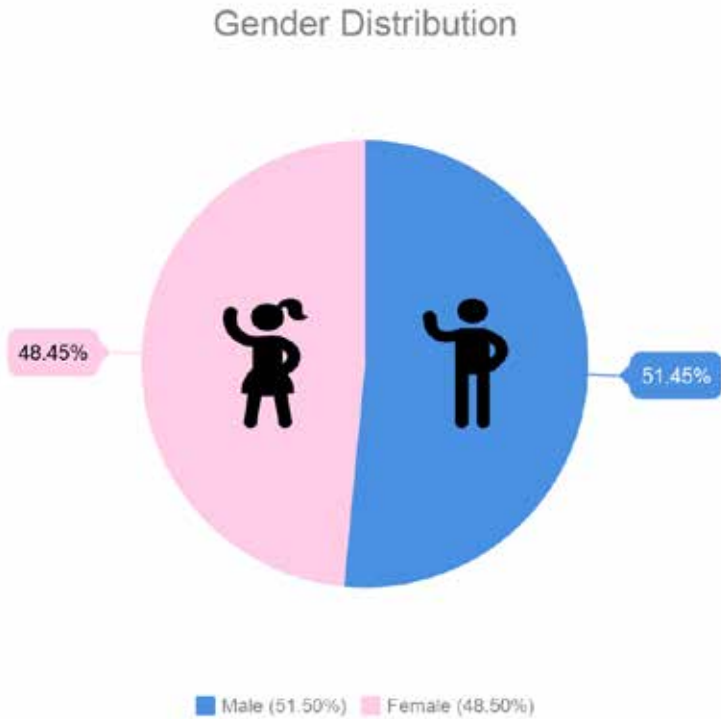
The age distribution of respondents was:



The household income distribution was:



Gender distribution was:



## Additional information

For additional information about this survey or about wireless charging products by Wi-Charge, please visit [www.wi-charge.com](http://www.wi-charge.com)

For one-minute demos of the Wi-Charge technology, please visit [www.will-it-charge.com](http://www.will-it-charge.com)

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