

# EE MOBILE NETWORK INDEX

May 2020





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# Introduction

**EE's Network Index report tracks the changing trends and habits of some of the most popular services and apps on EE's mobile network.**

This report looks at how mobile network usage and consumer habits changed throughout the Covid-19 lockdown in the UK. The insights from this report highlight trends such as:

- The initial stockpiling of products in March and rush to order online
- The shift to exercising outdoors
- Changing behaviours around food delivery services
- Travel and navigation apps
- Communications trends

# Summary & Highlights



**Marc Allera,**  
CEO of BT's  
Consumer Division



Lockdown has clearly driven huge changes in the way our mobile network is being used. A 45% increase in traffic for communication apps like WhatsApp, Houseparty, Skype and Teams demonstrates the importance of staying in touch with friends, family and colleagues, while it's also interesting to see how Network traffic is visibly shifting from cities to suburban areas.

Fitness apps are seeing big spikes in data usage as we exercise outside more and online supermarket orders spiked massively in the early stages, and are now returning to a new 'normal'. What's clear is that the role of a highly reliable high speed mobile network has never been more important to our customers, and I'm pleased that the EE network continues to deliver a great performance even in these tough times.



Across the UK, EE's network saw a **45% increase** in traffic for Apps used primarily to communicate –including WhatsApp, Houseparty, Skype and Teams

## EE NETWORK TRENDS HIGHLIGHT THE CHANGING HABITS OF THE UK DURING LOCKDOWN



Voice calls lasting for **more than five minutes** on average have doubled, with overall voice usage increasing by **45%**



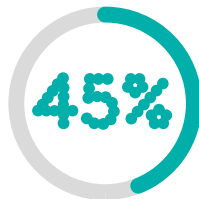
**Zoom's popularity has soared**, with an increase of **over five times** the number of users compared to pre-lockdown activity on EE's network

# Communication services

With people unable to visit friends and family, as well as many people working from home, communication traffic on EE's mobile network has seen a huge increase.



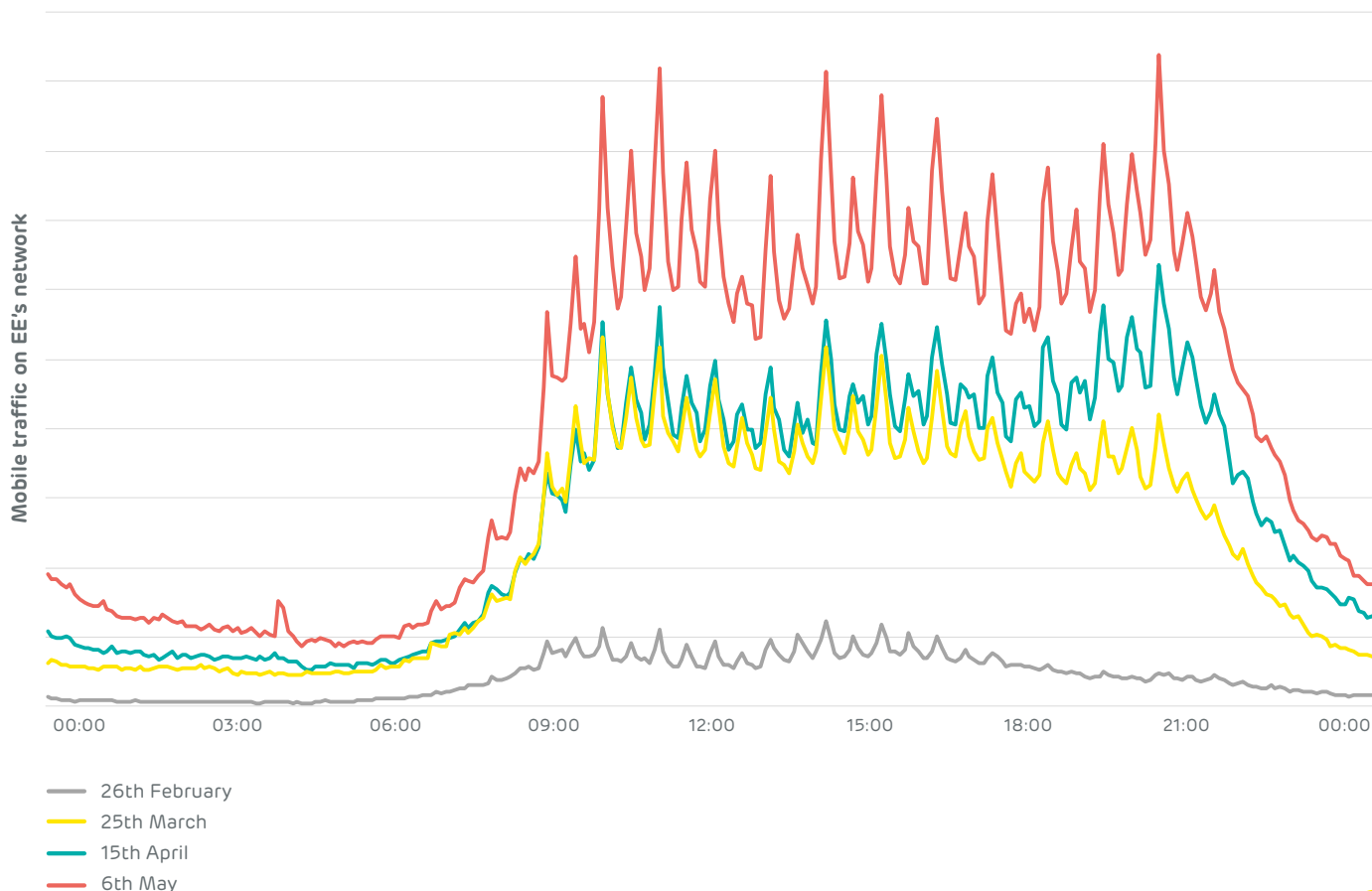
Zoom users on EE's network increased five times during lockdown compared to earlier this year, and total data use on the platform has more than doubled. Social evening activities with friends and family have seen the daily peak usage shift from during the workday to 8pm.



This increase, along with the use of other communication apps such as Houseparty, WhatsApp, Skype and Teams has resulted in a 45% increase in traffic for communication apps across the EE Network.

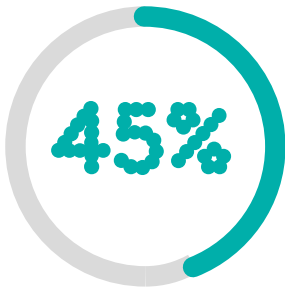


## ZOOM USAGE MORE THAN DOUBLED ON EE'S NETWORK DURING LOCKDOWN



## Voice

Voice calls on EE's network have surged in popularity. Voice calls lasting for more than five minutes on average have doubled, with overall voice usage increasing by 45%, well within the capacity of the network.

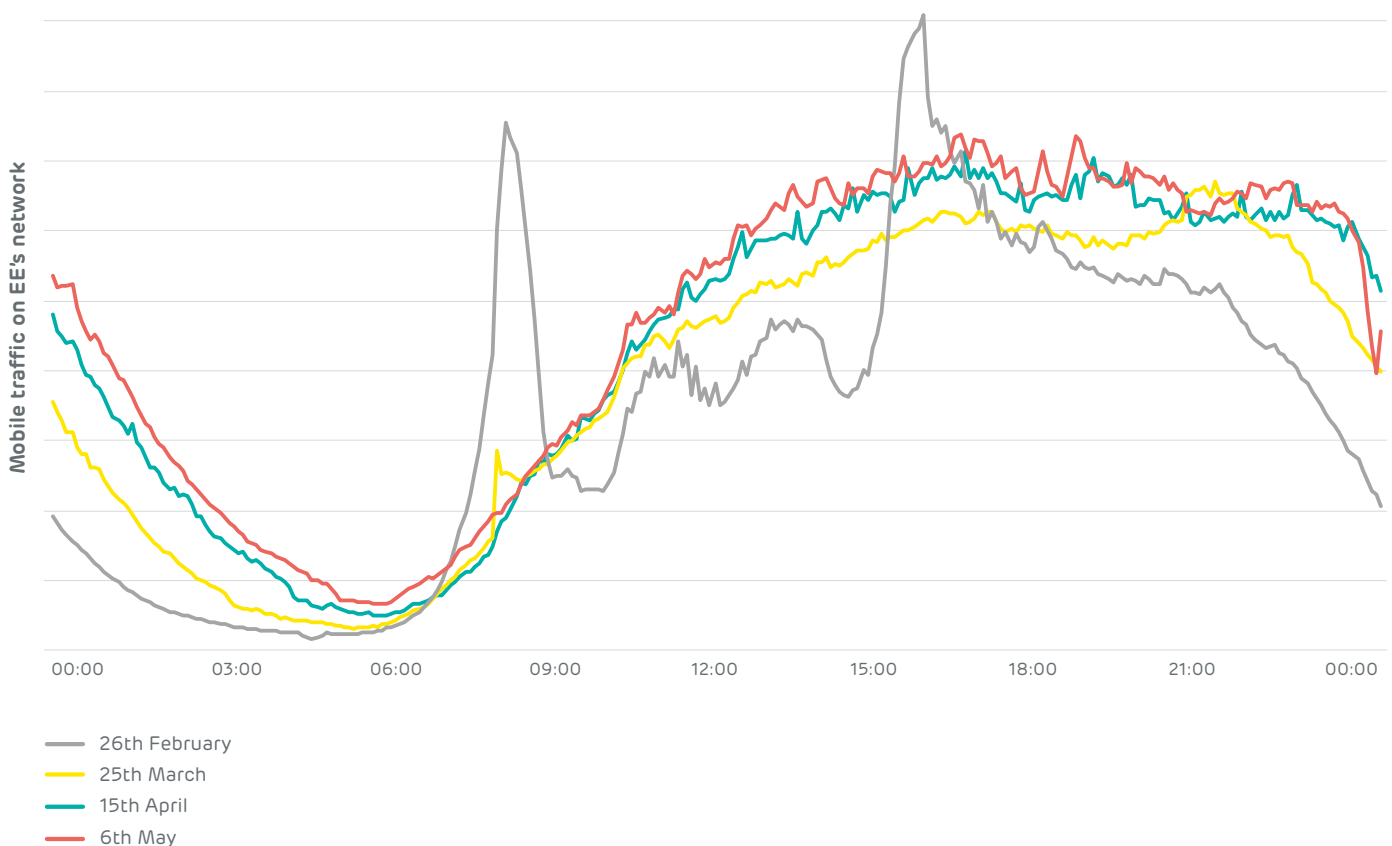


## Social Media #

When looking at social platforms, the closure of schools has resulted in a change in TikTok activity compared to pre-lockdown. EE's network usage shows the loss of morning and post-school spikes as users log on to the platform throughout the day instead.



### TIKTOK USAGE INCREASES THROUGHOUT THE DAY, AS PRE AND POST-SCHOOL SPIKES DISAPPEAR



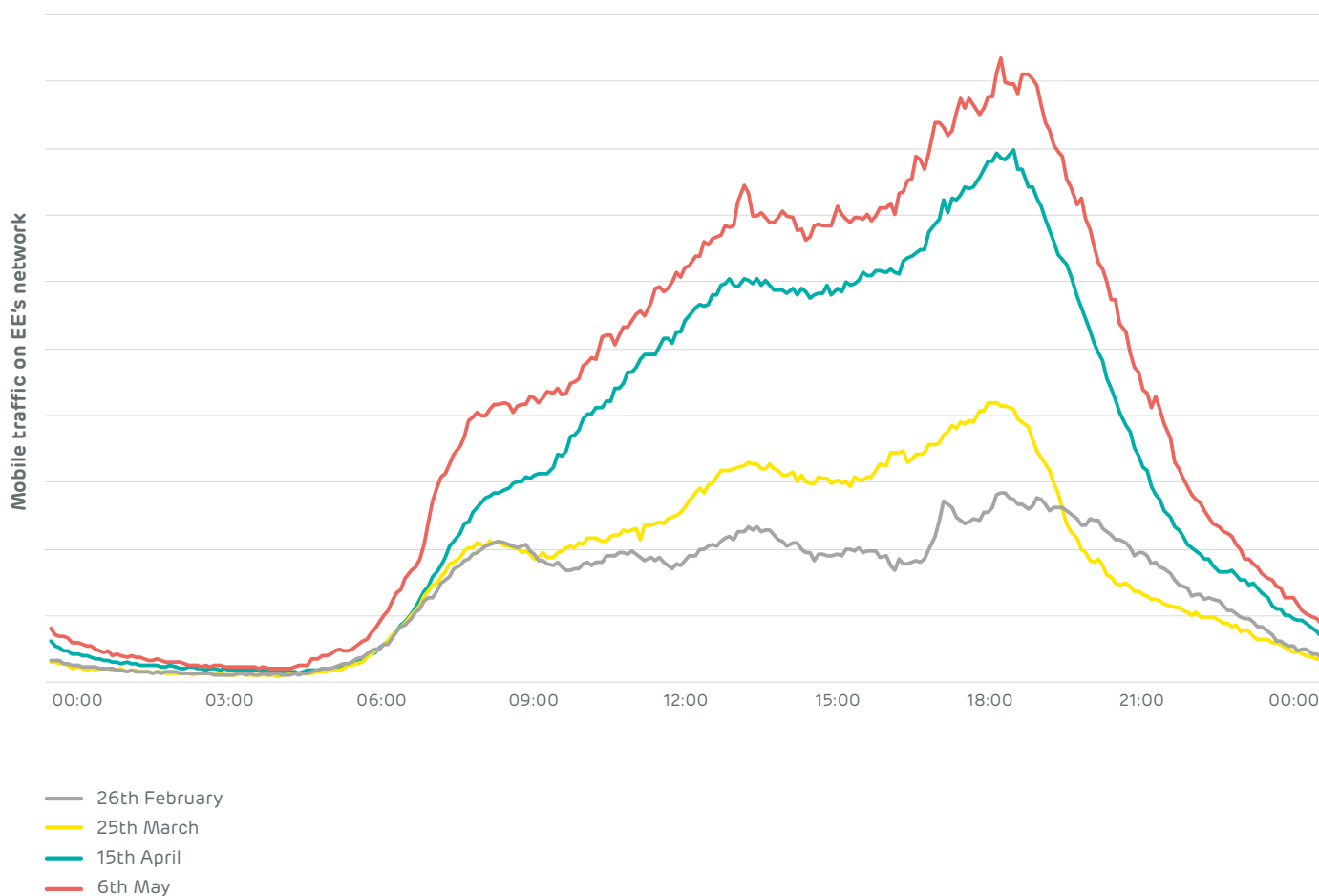
## Fitness

As day-to-day movement became limited in lockdown, exercise and outdoor activity have formed a key part of the nation's day.



The Strava fitness app has seen both user count and data usage more than triple compared to pre-lockdown figures, as people record their fitness achievements throughout the lockdown period.

### STRAVA ACTIVITY HAS MORE THAN TRIPLED IN LOCKDOWN



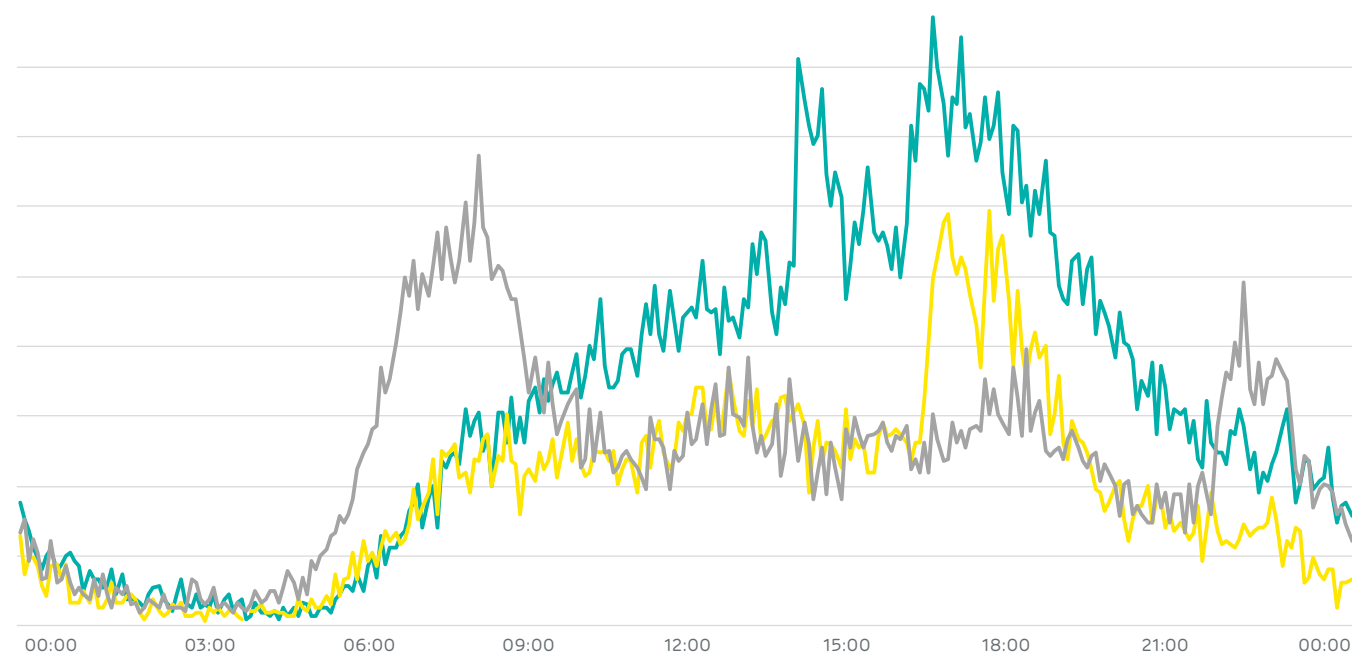
MapMyRun data usage has also doubled, with the great weather and gym closures encouraging people to head outside for a run for their daily exercise.

With working from home habits also impacting how we exercise, the pre-work morning spike has now disappeared and more people head out at lunchtime or after work.



### MAPMYRUN USE DOUBLES IN LOCKDOWN ON EE NETWORK

Mobile traffic on EE's network

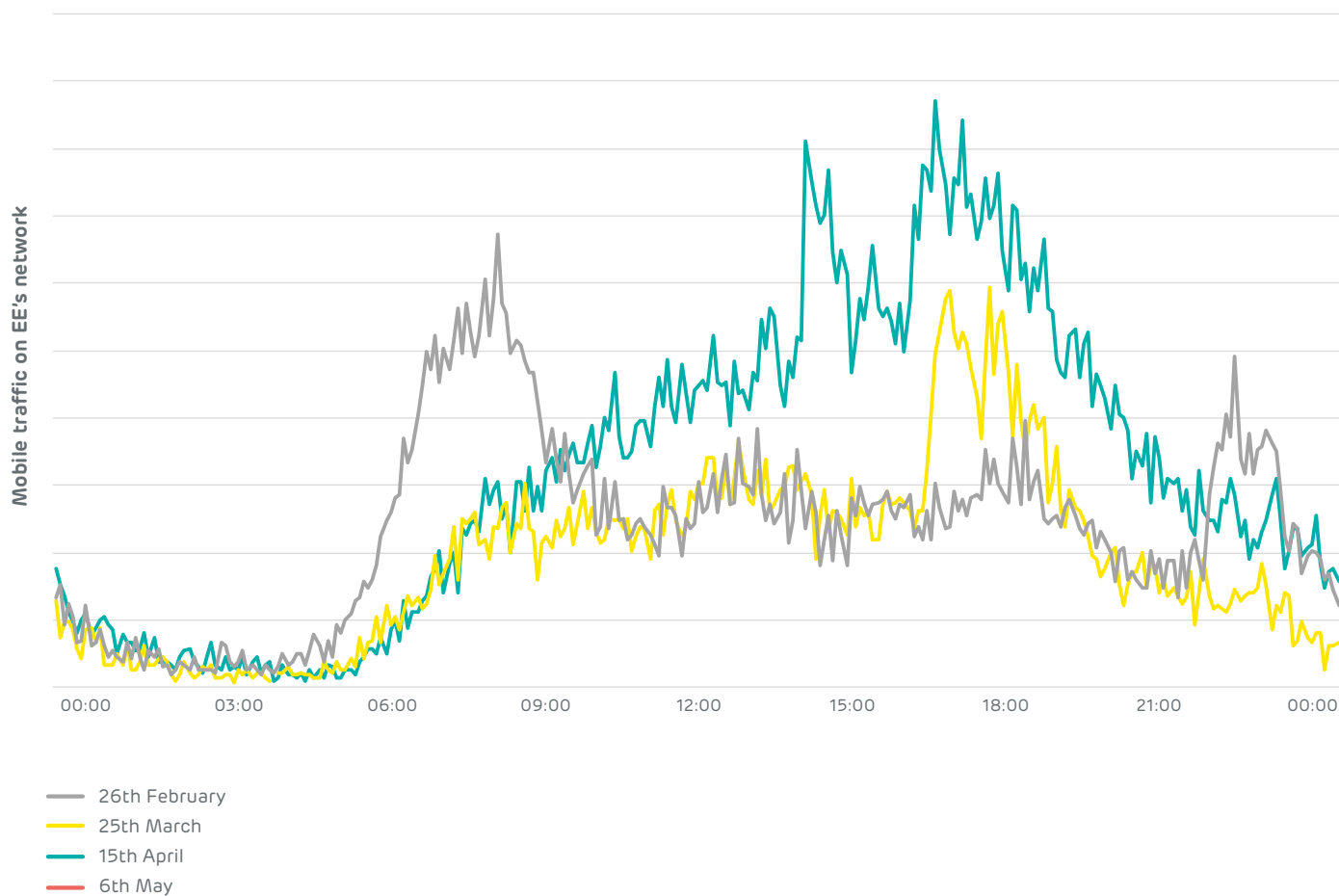


— 26th February  
— 25th March  
— 15th April  
— 6th May

Fitbit usage on EE's mobile network on the other hand has fallen sharply, as the UK's overall movement throughout the day has decreased; particularly with far fewer people making a daily commute.



### EE MOBILE NETWORK SEES DECREASE IN FITBIT ACTIVITY





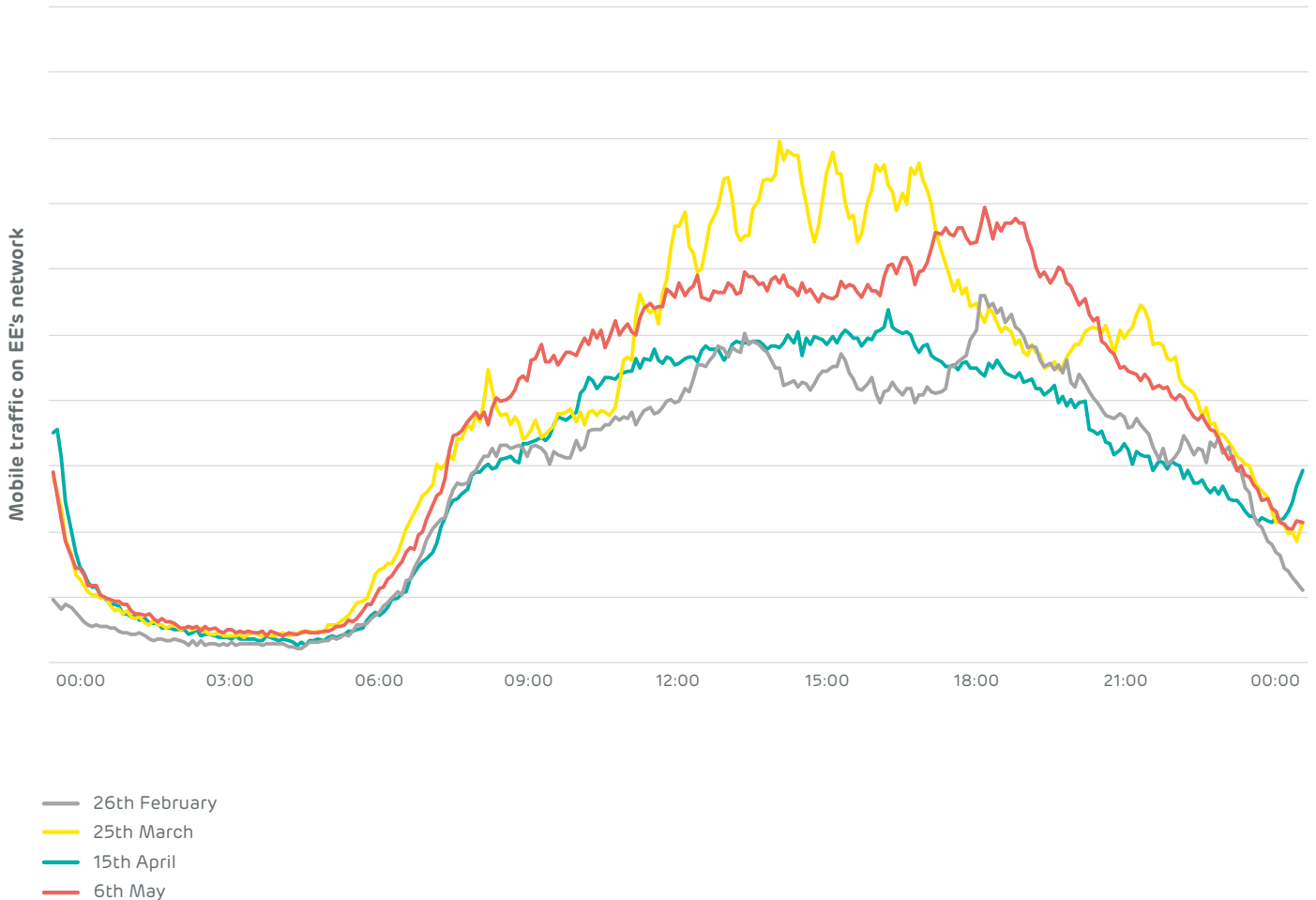
# Grocery shopping

The start of lockdown and fears of empty shelves caused online supermarket orders for Tesco, Sainsbury's and Waitrose to spike dramatically in March, as queues and risk of illness deterred people from shopping in person.

But while restrictions on food shopping have continued, the nation's shopping habits have relaxed to a more 'normal' level in April and May, with panic buying coming to an end.



## EE NETWORK SEES END TO PANIC BUYING FOR ONLINE ORDERS AT TESCO, SAINSBURY'S AND WAITROSE



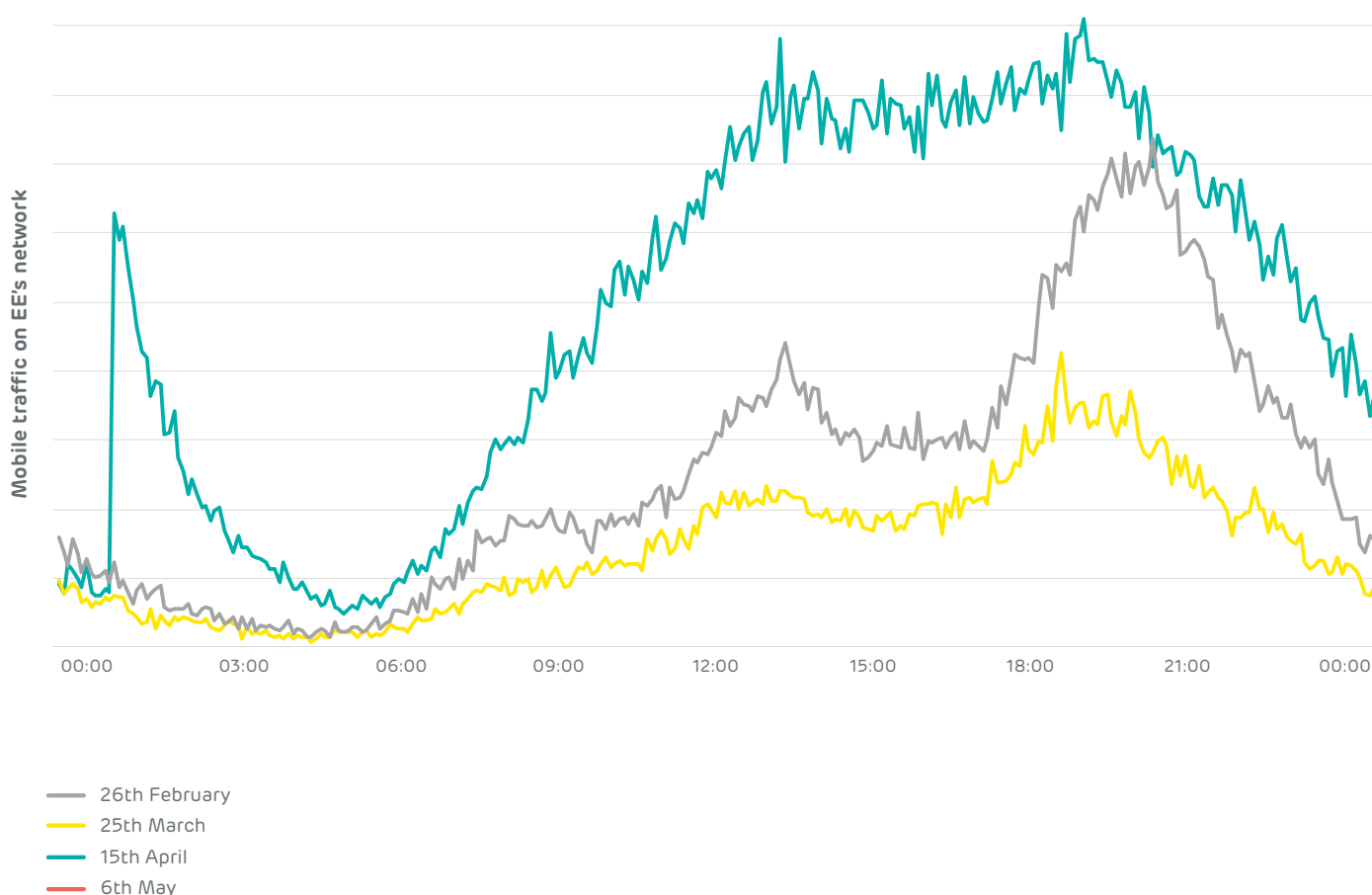
# Takeaway deliveries

With the closure of restaurants, and hygiene concerns affecting purchasing decisions towards the start of lockdown, takeaway orders initially decreased, with Deliveroo usage experiencing a drop-in activity.

However, in April the UK tired of at-home cooking and Deliveroo orders soared to an all-time high, with data usage spiking higher than pre-lockdown.



## EE NETWORK DATA SEES SPIKE IN DEMAND FOR DELIVEROO DURING LOCKDOWN



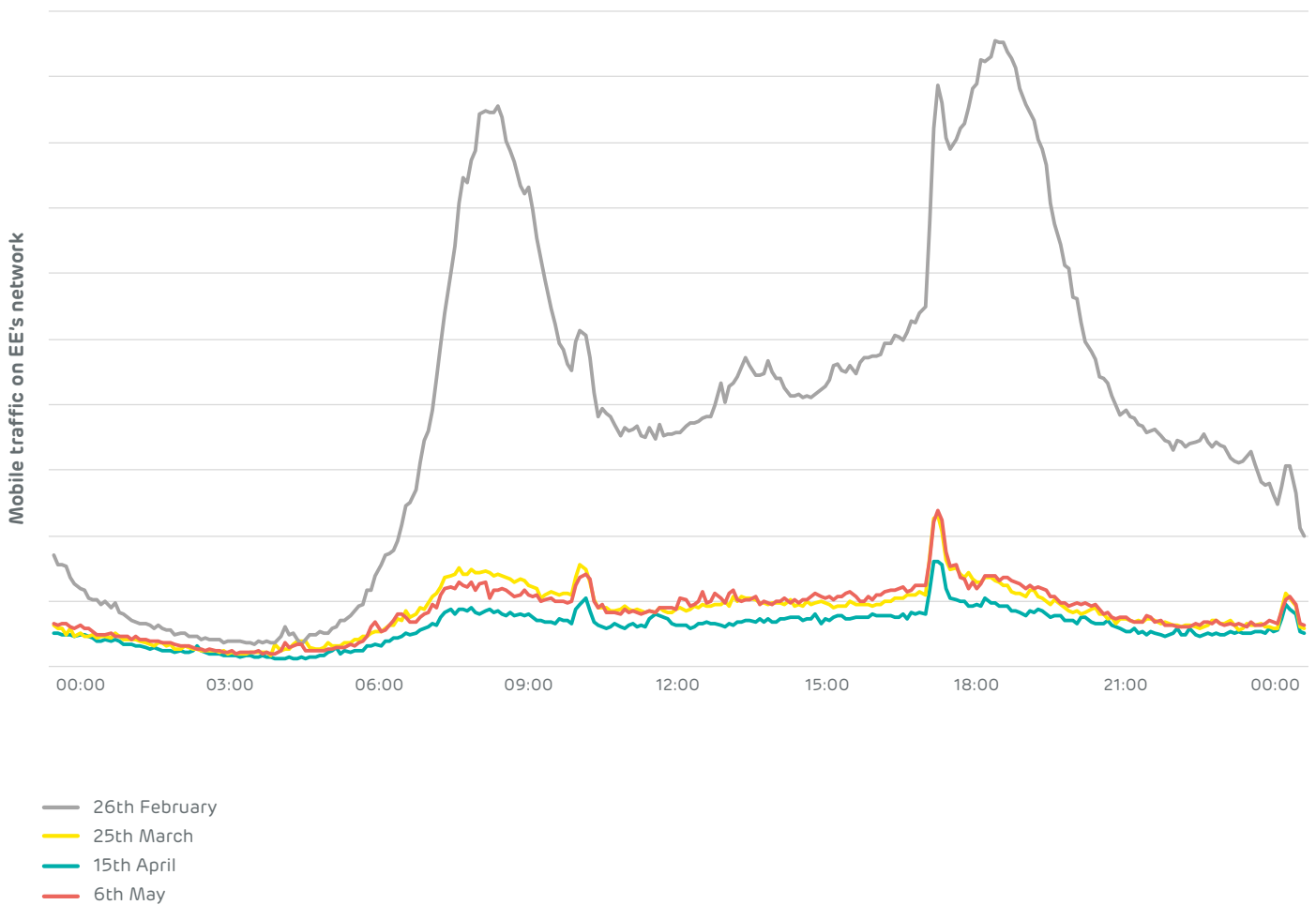
# Travel and navigation

With the government's stay at home order limiting travel across the country, EE's network has seen a huge decline in travel app usage.

Citymapper use during lockdown has nearly dropped off completely, with no commuter spikes at the start and end of each day. The return to work for some in May has caused a small increase in data usage of the app, and the start of commuter peaks re-appearing, but still well below pre-lockdown levels.



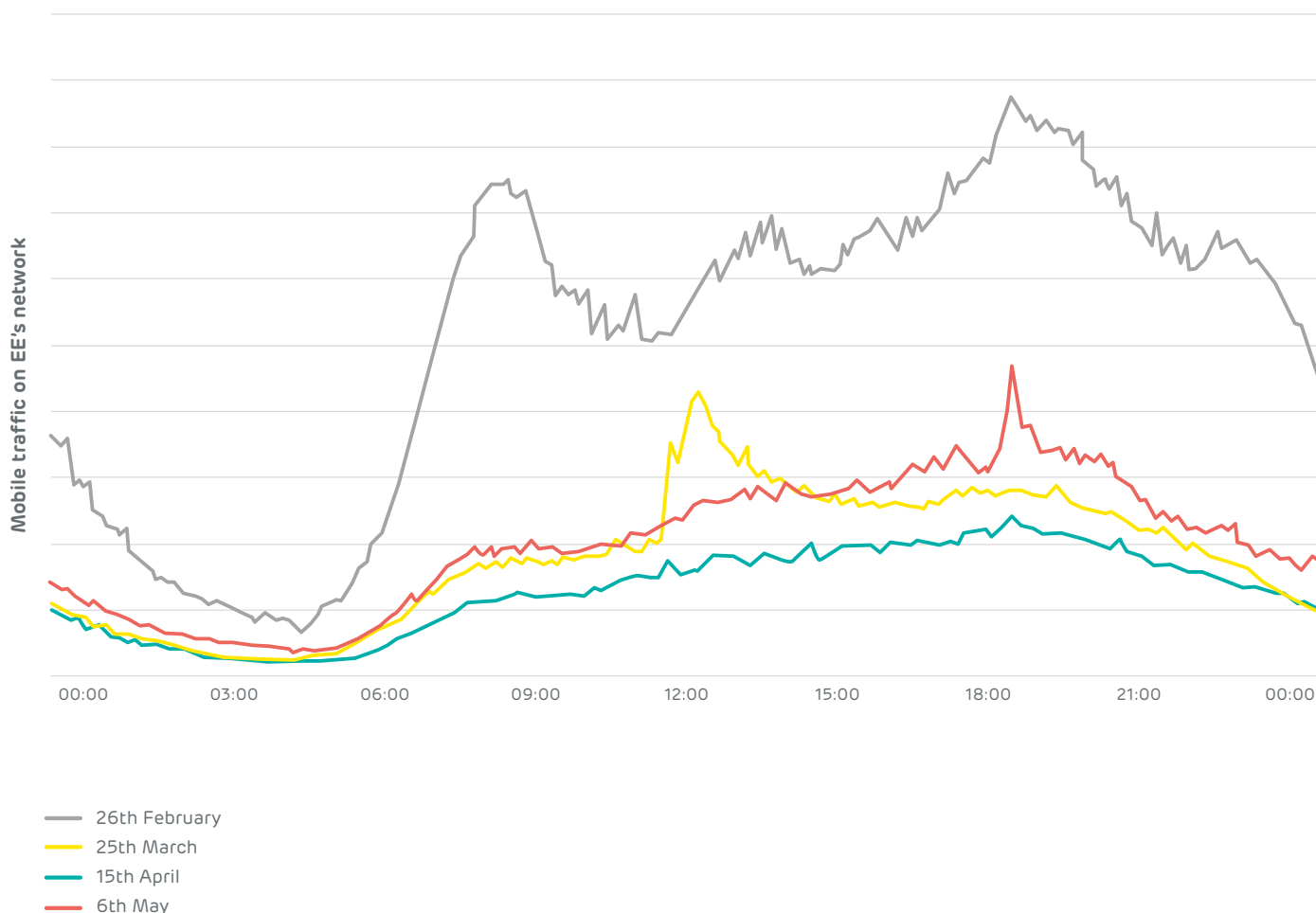
## LOCKDOWN SEES CITYMAPPER USE FALL AS THE UK STAYS AT HOME



Ride hailing apps, Uber and Kapten, have also seen a decrease in lockdown. A peak in usage was seen just after the government announced lockdown, as people avoided public transport to travel to destinations, but the overall trend remains much lower than earlier in the year. May has shown a slight rise in use of these apps, as some people return to work while avoiding the use of public transport.



## EE DATA SEES SHOWS DECREASE IN UBER AND KAPTEN TRAFFIC SINCE LOCKDOWN





## About EE

EE runs the UK's biggest and fastest mobile network, offering superfast connections in more places than any other operator. EE brought the first 4G network to the UK in October 2012, and launched the UK's first 5G network in May 2019.

EE has received extensive independent recognition, including being named the UK's no.1 5G network by RootMetrics® in 2020 and being named the UK's best network every year since 2015 for all the following awards: The Mobile Choice Awards, The Mobile News Awards, The Mobile Industry Awards and by RootMetrics®.

As well as offering mobile services to consumers and small and medium businesses, EE also provides home and business broadband using both 4G and fixed line connections.

EE is committed to being number one for service in the industry, and has nearly 600 shops across the UK. EE remains the only mobile provider to answer 100% of customer calls in the UK and Ireland and was recognised as the UK's Best Large Contact Centre by the UK Customer Experience Awards 2018 and Welsh Contact Centre Awards 2019. EE was awarded The Sunday Times' Best 100 Companies to Work for in 2018 and 2019, as well as being named Best Employer 2018 by the European Contact Centre & Customer Service awards.

EE is part of BT's Consumer business unit which provides products and services to all of BT's consumer customers in the UK.

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For more information, please contact: [ee@nelsonbostock.com](mailto:ee@nelsonbostock.com) | 0207 792 7468