



Losing smartphone battery makes us anxious, lonely and vulnerable, study shows

- The research found 65% of UK residents suffer battery anxiety when we perceive battery levels to be low – leading to feelings of frustration, anger and fear
- The study suggests we tend to feel less secure when our batteries run out, with 42% claiming they have felt vulnerable after losing battery
- For many of the respondents, charging their smartphones can be a real hassle: 19.6% claim they need to charge every few hours, with 10.5% having to charge constantly
- The adoption of wireless charging facilities in the public sphere could provide a solution to alleviate battery anxiety: 37.8% of respondents said they would be more likely to visit a venue with wireless charging facilities, 41.3% said they would return to a venue if it had friendly wireless charging facilities

The study, conducted by wireless charging technology provider CHARGit, looked into the habits of UK residents towards portable electronic devices and the attitudes of people towards the possibility of losing battery with the aim of understanding how we are affected by declining battery performance.

According to research undertaken on a representative sample of 2,000 UK residents, 65% of respondents have claimed to feel anxious when low on battery, and 42% have felt vulnerable when losing battery altogether.

It found that 65% of respondents have suffered from 'battery anxiety' when out and about. Battery anxiety can be defined as an anxiety or worry derived from having an electronic device low on charge.

Devices

The majority of respondents (77.1%) said they worry most about losing battery on smartphones, by far the portable electronic device respondents worried about the most. In comparison, only 10% of respondents worry about losing battery on laptops, in second place.

This is unsurprising considering that according to 63.9% of respondents smartphones are the device they are most reliant on. A distant second were laptops, 21.6% of respondents said they rely on them most. Of those that responded are most reliant on smartphones, 88.2% claim they are either constantly on their smartphones, or checking them at least every hour.

hello@chargit.co.uk 0333 700 8889

Company Reg No. 10352803 Registered Office, Astley Grange Farm, Back Lane, East Langton, Leicestershire, LE16 7TB

www.chargit.co.uk



Losing battery

When asked about the situations in which respondents would be most likely to worry about losing battery on smartphones, the results pointed towards activities undertaken in a foreign place, by oneself or at nighttime. The top responses were: when travelling (72.6%), when alone (50.9%), on a night out (29.7%), and while shopping (21.3%).

Respondents were also asked how they feel specifically when low on battery. Frustrated and anxious took the top place (43.8%). But a sizeable percentage also admitted to feeling cut off (26.6%), isolated (16.4%), angry (11.7%) and scared (8.6%). Of all respondents, 42.5% have felt vulnerable when completely running out of battery.

The smartphone evolved to perform a huge range of tasks, making us feel empowered and close to others. It seems we are mostly worried about losing battery when we are alone and we become disconnected, taking away our ability to do all those things that are now possible on the smartphone. Low battery can be frustrating and make us anxious because of this, but actually losing battery altogether can even make us feel vulnerable.

How they charge

Most respondents (45.5%) charge their phones overnight but a significant proportion (19.6%) claim they need to charge their phones every few hours and some (10.5%) even constantly, which is not surprising considering the frequency of use.

What is surprising is that, according to smartphone users themselves, gadgets providing additional battery life are not a convenient enough solution. 47.3% admitted plug-in chargers are too bulky to carry. When it comes to portable chargers, 50.4% find that these are more hassle than it's worth. Although we dread running out of battery, we would rather not make the extra effort to carry battery chargers.

Wireless charging in public: a solution?

So what can be done to alleviate battery anxiety? Wireless charging technology could be a solution. When asked about it, 89.7% said they are open to or willing to use wireless charging technology should it be readily available.

Companies like CHARGit have a vision of wireless charging facilities to be used by venues across all public spaces to offer consumers a solution to their battery anxiety but also help businesses to increase footfall and improve customer experience. The idea is to create opportunities to top up battery without the need of cables, and make this an attraction to become as prevalent as WiFi.

To be able to charge, devices need to have wireless charging technology enabled. With the launch of the new iPhones 8 and X, wireless charging is now included in all the models from the big smartphone manufacturers, meaning that soon all smartphone users will be able to make use of wireless charging.

hello@chargit.co.uk 0333 700 8889

Company Reg No. 10352803 Registered Office, Astley Grange Farm, Back Lane, East Langton, Leicestershire, LE16 7TB

www.chargit.co.uk



When asked about it, 37.8% of respondents agreed they would be more likely to visit a venue with wireless charging facilities as one of their standard services, with a further 31.2% being open to this. The study also found wireless charging would increase loyalty among customers, with 41.3% saying they would return to a venue on a regular basis because of its friendly charging facilities.

“We’ve grown accustomed to doing everything on our phones, the number of possibilities increased exponentially over the last year, so it is deservedly that they are called smartphones. However batteries did not follow the trend, which is why, suddenly, we are faced with the possibility of everything shutting off. This is affecting our mood and making us constantly having to think about ways to keep our phones charged,” said Hayley Freedman, Co-Founder and CEO of CHARGit.

She added: “Wireless charging stations in public spaces, in coffee shops, restaurants, hotels, or even retail outlets can provide that top-up that gives us peace of mind for another few hours. The idea is for wireless charging to become mainstream, in homes, cars and more, however, for now our best shot at tackling battery anxiety is in collaborating with private and public actors in the public sphere.”

END

hello@chargit.co.uk 0333 700 8889

Company Reg No. 10352803 Registered Office, Astley Grange Farm, Back Lane, East Langton, Leicestershire, LE16 7TB

www.chargit.co.uk

