

U.S. Consumers' Ratings of Mobile Service: *Providers and Networks*

Market Study
Second Quarter, 2015





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A Market Study

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Abstract

U.S. consumers consider many factors, from voice and data network quality to rate plans to customer service, when rating their mobile service provider. How did consumers in *iGR*'s most recent survey rate the top four major U.S. mobile operators? This market study details the results and compares them to past data.

In addition, this market study details consumers' satisfaction with specific aspects of their data and voice service and discusses the improvements that they would like to see. Results in this market study are based on *iGR*'s most recent survey of U.S. consumers, which was fielded in January 2015.

Key questions addressed:

- What is the Net Promoter® Score for each major U.S. mobile service provider? How have these ratings changed over time?
- What do U.S. consumers consider in the rating of their mobile service provider? How do these factors vary according to several demographic variables and consumers' use of mobile services?
- How do U.S. consumers rate their voice coverage?
- How often do U.S. consumers experience dropped or blocked calls?
- What improvements would U.S. consumers like to see in their voice service?
- How do U.S. consumers rate their mobile data coverage and mobile data speeds?
- How do all of the consumers' ratings of their voice and data networks vary by mobile service provider?

Who should read this report?

- Mobile operators, particularly those serving U.S. markets
- Device OEMs, particularly those serving U.S. markets
- Financial analysts and investors.

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