



# U.S. Mobile Consumers: *Mobile Operator Satisfaction*





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# **U.S. Mobile Consumers:** ***Mobile Operator*** ***Satisfaction***

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## **A Market Study**

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# Abstract

The U.S. mobile market is dominated by the three major operators, AT&T, T-Mobile, and Verizon Wireless. Are U.S. mobile consumers generally satisfied with the mobile service being provided by their mobile network operator? More specifically, how satisfied are they with their voice coverage, data coverage and data speeds? What are consumers' perceptions of the major three operators' 5G networks?

This market study, based on results from iGR's June 2023 survey of over 1,000 U.S. mobile consumers, provides insight into these questions and also provides a Net Promoter® Score of the major three operators.

Key questions addressed:

- What is the Net Promoter® Score of the major three operators, according to the results of iGR's survey?
- Why do consumers rate their mobile operator as they do? What are the key factors?
- How do U.S. mobile consumers rate their voice coverage, data coverage and data speeds?
- Is U.S. consumers' dissatisfaction likely to cause a change in mobile operator?
- How do these results vary by the demographic variables of the consumers?
- How do certain results compare to results from a past survey?

Who should read this report?

- Mobile operators
- Device OEMs
- Infrastructure providers
- Content providers and distributors
- Financial analysts and investors.