

**U.S. Consumers'
Perceptions of
Network Performance:
*Still Looking for
Improvements***

Market Brief
Fourth Quarter, 2012





U.S. Consumers' Perceptions of Network Performance: *Still Looking for Improvements*

A Market Study

Published Fourth Quarter, 2012
Version 1.0
Report Number: 4Q2012-04

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Abstract

Mobile network quality is of critical importance to the wireless and mobile industry as it works to address the bandwidth challenge. U.S. consumers are increasingly judging the worth of a service, application or smartphone based on their network experience. With the increase in mobile data use, perceptions of a 'quality' mobile network are changing.

This report provides an overview of how various U.S. consumer demographic groups measure network quality, as well as the improvements they want to see. The data in this report is based on a Web-based survey of 1,001 U.S. consumers that iGR fielded during the second week of September 2012.

Key questions addressed:

- What qualities do consumers consider when they rate the quality of the voice reception in their home?
- How do consumers rate the quality of the voice reception in their home?
- How many consumers use a femtocell to increase the quality of the voice reception in their home?
- How might a femtocell change the way a consumer rates his carrier?
- Do consumers perceive a change in the quality of their service over the last year?
- What percentage of consumers have made a change to their service or their mobile phone in the last year?
- Do consumers expect a change in the quality of their service over the next year?
- What percentage of consumers plan to change their carrier or their mobile phone in the next year?
- How do consumers rate their mobile data coverage?
- How do consumers rate their mobile data speed?
- How aware are consumers of the type of mobile broadband they use?
- Where would consumers most like to see improvements to their voice service?

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- What types of improvements would consumers most like to see in their voice service?
- What types of improvements would consumers most like to see with regards to their mobile data service?
- Are consumers more interested in faster mobile data speed or a lower price for their mobile data service?
- How do consumers' typical daily activities affect the mobile data service improvements they desire?
- How do demographic variables, such as age, gender, income and marital status affect U.S. consumers' perceptions of their mobile voice and data service and their desires for improvements.
- Is there a relationship between U.S. consumers' current cell phones and their perceptions of service quality or their desires for improvements?

Who should read this report?

- Mobile operators
- Mobile device OEMs
- Mobile network infrastructure OEMs
- Mobile network software and services providers
- Financial analysts and investors.

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