

U.S. Consumers: Perceptions of Carriers and Services

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U.S. Consumers: Perceptions of Carriers and Services

A Market Brief

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iGR
12400 W. Hwy 71
Suite 350 PMB 341
Austin TX 78738

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Abstract

In March 2013, *iGR* surveyed more than 1,000 U.S. consumers and found that cost of service and voice network quality are the factors consumers consider most when rating their operator. However, *iGR* also found that the quality and speed of the *data* service is rapidly becoming as important as the quality of the *voice* service. The number of U.S. consumers who considered the speed of the data service when rating their wireless service increased 29 percent from September 2012 to March 2013.

iGR's most recent U.S. consumer survey questioned wireless subscribers about their current use of mobile phones and wireless technologies, and specifically inquired about their service provider, their wireless data and voice service experience, and what improvements they would like to see in their wireless service.

This *iGR* market study summarizes U.S. Consumers' wireless service experiences and details the improvements they would like to see in their service.

Key questions addressed:

- What is the Net Promoter® Score for each major service provider?
- How likely are U.S. consumers to recommend their carrier and what do they consider in such a recommendation?
- What kind of in-home voice reception are U.S. consumers experiencing and what do they consider in assessing voice reception?
- According to U.S. consumers surveyed, which carrier is providing the best in-home voice reception?
- What kind of in-home data reception are U.S. consumers experiencing?
- What improvements would U.S. consumers like to see in their voice service?
- What improvements would U.S. consumers like to see in their data service?
- How do demographic variables, such as age, gender, marital status, educational level, and region of the United States, relate to U.S. consumers' perceptions of their wireless service?
- How do type of mobile phone, operating system of mobile phone, wireless service provider, and brand of device relate to U.S. consumers' perceptions of their wireless service?

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Who should read this report?

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

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