

U.S. Consumers: Impressions of Mobile Service Providers and Device OEMs

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A Market Brief

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Abstract

More and more frequently, U.S. consumers rely on mobile devices to perform everyday tasks and provide constant communication and connectivity to email, social networking, video and music. How satisfied are these consumers with their mobile devices and services? To answer this question, *iGR* surveyed more than 1,000 U.S. consumers in April 2014 about their mobile devices, both smartphones and tablets, their data and voice service, and their mobile service provider.

Respondents were questioned about the likelihood to recommend their mobile phone OEM, tablet OEM and mobile service provider. From these responses, *iGR* calculated a Net Promoter® Score for the top two smartphone and tablet brands, as well as the four major mobile service providers. The following key questions are addressed in the study:

- How likely are U.S. consumers to recommend their mobile service provider and what do they consider in such a recommendation?
- What is the Net Promoter® Score for each of the four major service providers? How do these scores compare to 2013 scores?
- How often do mobile subscribers of each major service provider experience blocked and dropped calls?
- How do subscribers of each major service provider rate their mobile data coverage and mobile data speed?
- What is the Net Promoter® Score for major smartphone and tablet OEMs?
- How do demographic variables, such as age, gender, marital status, and region of the United States, relate to U.S. consumers' perceptions of their mobile service and mobile device?
- How do type of mobile device, operating system of mobile device, mobile service provider, and brand of device relate to U.S. consumers' perceptions of their mobile service and mobile device?

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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