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New *iGR* research, presented at the PCIA 2012 Wireless Infrastructure Show, shows that 33 percent of cellular subscribers expect their network experience to improve in the next year

iGR's new research shows that 18 percent of subscribers say their network quality has improved in the last 12 months

AUSTIN, Texas, October 3rd, 2012 – At the PCIA 2012 Wireless Infrastructure Show in Orlando, FL, Iain Gillott, president and founder of iGR presented preliminary results of a new research study on consumer perception's of cellular network quality.

Rather than simply ask how satisfied consumers are with their cellular network services, iGR's new study identifies the drivers of cellular network satisfaction and what the industry can do to effectively improve the networks in the eyes of consumers. *iGR* presented preliminary results of the study at the PCIA Wireless Infrastructure Show – the full study will be available later in October.

Preliminary results of *iGR's* new study show that:

- The number of people who assess mobile network 'quality' based on mobile data coverage and speed is increasing. In fact, nearly as many consumers assess overall quality based on the mobile data experience as those that assess on the cellular voice experience.
- Nearly 20 percent of consumers say that the quality of the cellular voice and data network they use most often has improved in the last 12 months
- One third of consumers say that they expect the quality of their cellular network to improve in the next 12 months
- The majority of those that have seen an improvement, or expect to see one in the next 12 months, purchased a new smartphone in the previous year, or expect to buy a new smartphone soon. In other words, the purchase of a smartphone is seen by consumers as the catalyst for an improvement in cellular voice and data network quality.

- Just 5 percent of consumers described the mobile data coverage as ‘poor’ or ‘really poor’ – over 50 percent described the coverage as ‘excellent’ or ‘good’
- When asked about the improvements they would like to see in the speed of the mobile broadband service, nearly 40 percent said ‘higher speeds for the same price’ and 30 percent said they were satisfied with the current mobile data service.

“This new research shows just how important the mobile data network experience has become to consumers, and how much the industry has improved the quality in the last 12 months,” said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. “*iGR*’s data shows that when a consumer purchases a new smartphone, they expect a corresponding improvement in mobile data experience. The challenge for the wireless industry, therefore, is to realize this expectation. We expect that small cell architectures, flexible backhaul solutions and hetnets will be important components of the industry’s strategies.”

The full study will be available from *iGR* later in October. For additional details on the study, please contact Iain Gillott at iain@iGR-inc.com or through the *iGR* website at www.iGR-Inc.com.

About iGR

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now entering its twelfth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

A more complete profile of the company can be found at www.igr-inc.com.