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New *iGR* study finds that 33 percent of consumers expect improvements to the quality of their mobile network in the next year

Study details consumers' desired improvements to their voice and data service

AUSTIN, Texas, October 17th, 2012 – Mobile network quality is of critical importance to the wireless and mobile industry as it works to address the bandwidth challenge. 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.

"Consumers now consider voice reception, data coverage and data speed when they rate the quality of their service," said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. "They tend to be basically satisfied with their voice and data service, but they would still like to see some improvements."

When asked to consider the quality of their service in the next 12 months, one third of U.S. consumers expect an improvement, while two thirds do not expect a change. However, those consumers who plan to purchase a new smartphone in the next 12 months are significantly more likely to expect an improvement in the quality of their service.

iGR's new market research report, *U.S. Consumers' Perceptions of Network Performance: Still Looking for Improvements*, details how various U.S. consumer demographic groups measure network quality and what specific improvements they would like to see.

The following key questions are addressed in the new research study:

- 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?
- 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?

The information in this report will be valuable for:

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

The new report can be purchased and downloaded directly from *iGR's* website at www.iGR-inc.com. Alternatively, contact Iain Gillott at (512) 263-5682 or at iain@iGR-inc.com for additional details.

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.

iGR researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile applications; bandwidth demand and use; small cell architectures; DAS; LTE; WiMAX; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

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