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New *iGR* study finds that 32 percent of U.S. consumers consider data speed when rating their wireless service provider

This represents an increase of 29 percent from same research in 2012

AUSTIN, Texas, April 1st, 2013 – In a recent survey of U.S. consumers, *iGR* questioned over 1,000 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.

iGR 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.

“In this survey, *iGR* used a Net Promoter® Score as a way to rate the wireless service providers,” said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. “Through this method, we found that there is a wide range of consumer satisfaction with providers and that consumers consider cost, voice service, and increasingly, data service when determining this score.”

iGR's new market research report, *U.S. Consumers: Perceptions of Carriers and Services*, summarizes U.S. Consumers' wireless service experiences and details the improvements they would like to see in their service.

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

- What is the Net Promoter® Score for each major wireless 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?

The information in this report will be valuable for:

- 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.

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 thirteenth 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; 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.

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