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New *iGR* study finds that consumers rate most major smartphone brands significantly higher than the tier 1 mobile operators

Net Promoter® Scores show differences between major smartphone OEM brands

AUSTIN, Texas, April 10th, 2013 – In March 2013 *iGR* questioned over 1,000 wireless subscribers about their current use of mobile phones and wireless technologies. *iGR* specifically inquired about their mobile phone and tablet brands, the activities for which they use their smartphones, how they typically use their tablets, as well as how likely they would be to recommend their particular device.

“In this survey, *iGR* used a Net Promoter® Score as a way to rate the smartphone and tablet brands. Through this method, we found that there is a wide range of consumer satisfaction with devices and that market share and consumer satisfaction are not always the same,” said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. “We also found that U.S. consumers give their devices a much higher score than they give the mobile operators that provide the cellular service for these devices.”

Specifically, most of the major smartphone brands had Net Promoter® Scores that were nearly 60 percent higher than the best score for the tier 1 mobile operators. When compared to the lowest scoring tier 1 operators, the major smartphone brands had Net Promoter® Scores that were three to five times higher.

However, it was also clear that consumers’ views of the smartphone brands are not uniform – two of the major smartphone OEMs scored significantly lower Net Promoter® Scores than their competitors.

iGR's new market research report, *U.S. Consumers: Rating their Satisfaction with Smartphones and Tablets*, summarizes U.S. Consumers' use of and satisfaction with their smartphones and tablets.

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

- What mobile phone brands are used by U.S. consumers?
- What is the Net Promoter® Score for each major mobile phone brand?
- What is the Net Promoter® Score for the Apple and Android smartphone platforms?
- For what activities do U.S. consumers typically use their smartphones?
- What smartphone screen size do U.S. consumers prefer?
- What are the tablet brands of the surveyed U.S. consumers?
- What is the Net Promoter® Score for each major tablet brand?
- What type of connectivity do U.S. consumers have on their tablets and how do they typically access the Internet when they are at home or on the go?
- How important is it for U.S. consumers to have their tablet on the same platform as their smartphone?
- How do demographic variables, such as age, gender, and marital status relate to U.S. consumers' perceptions of their mobile phone and tablet?

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
- Content providers and distributors, particularly those focused on U.S. end users
- 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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