

Wireless Carriers & Services

2016 Wireless Research Study

IN MAY 2016, WE SURVEYED 8,675 US consumers and asked them about their wireless usage including current carrier, plans and contracts, in-store customer experience, and likelihood to switch carrier.

53% earn more than \$50k/year

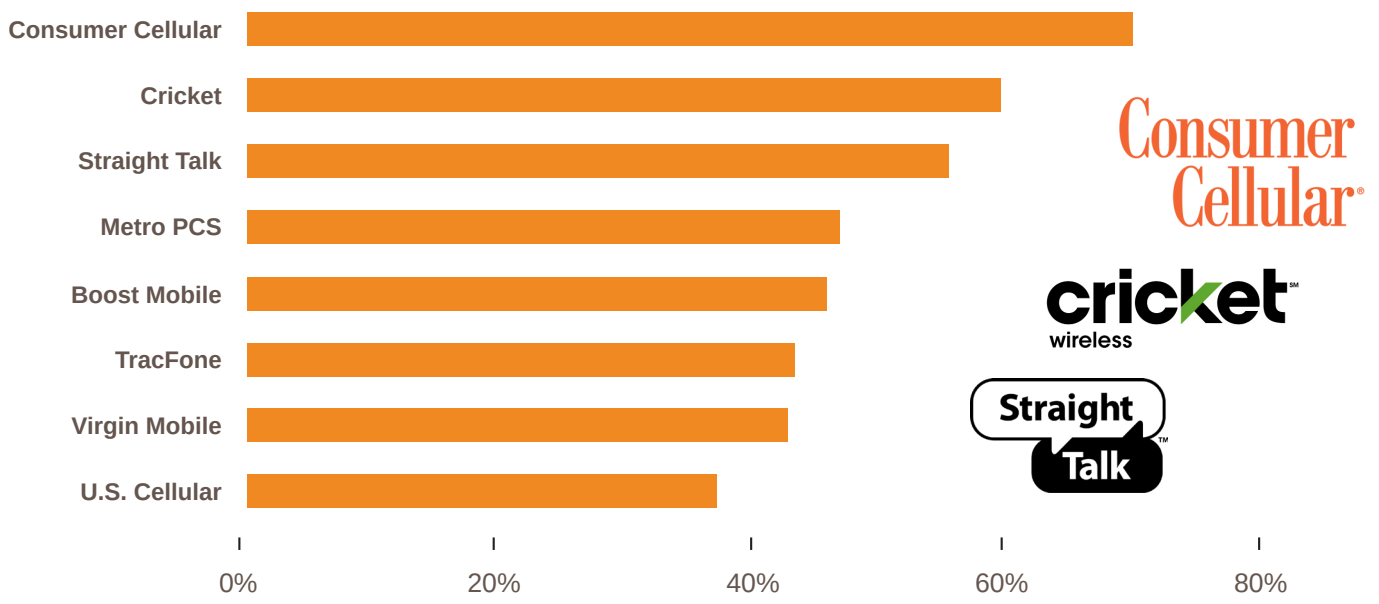
73%



27%

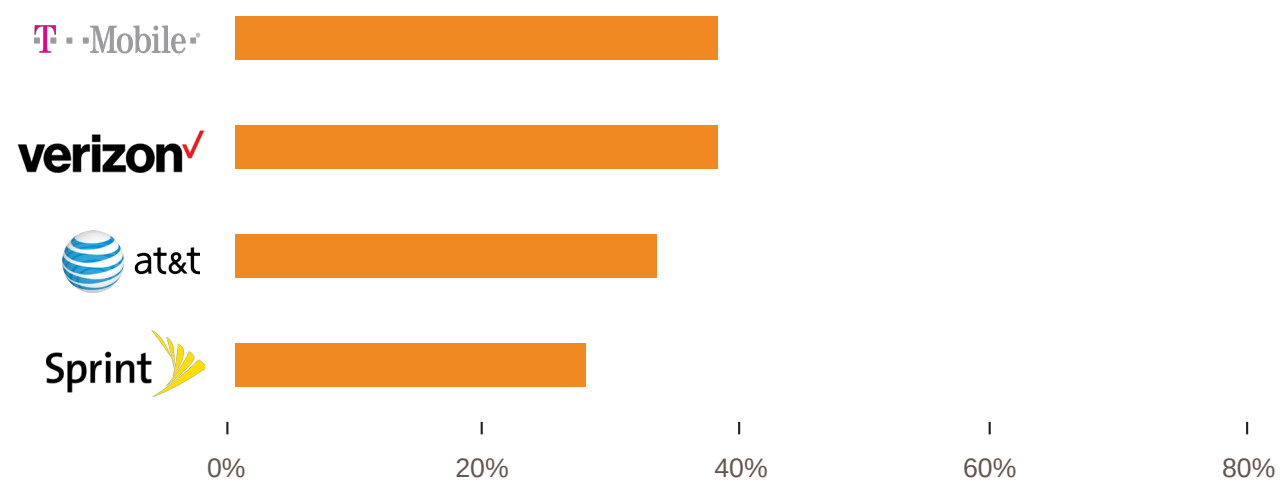
COMPETITIVE BENCHMARKS NON-CONTRACT PROVIDERS

Consumer Cellular leads the composite loyalty index



COMPETITIVE BENCHMARKS FULL-SERVICE PROVIDERS

T-Mobile leads the composite loyalty index



CUSTOMER EXPERIENCE

1 in 4 are dissatisfied with their wireless carrier

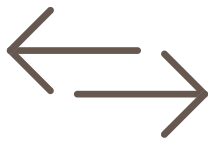


CHURN AND PROBLEM EXPERIENCES

1 in 10 customers plan to leave their current provider

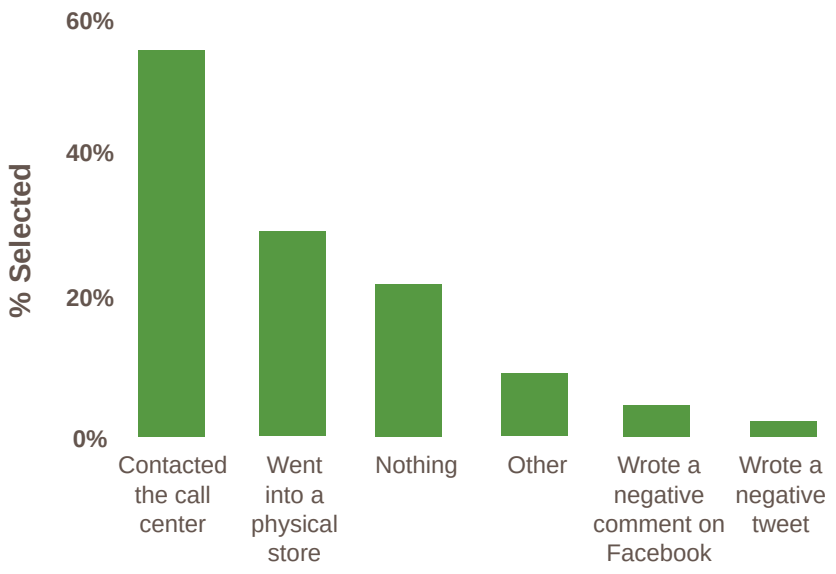
Within the next twelve months, do you plan to switch wireless providers?

“12% Yes”



Around **1 in 7** customers had a recent problem

Which of the following did you do to address your problem? Please check all that apply:



It's not OK just to be OK!

“Delighted” customers are **3.2 times more** likely to recommend a brand than those who give a 4 rating. Excellence makes a difference!

