

# Bespoke Survey Research

April 2024

## Wireless Service Providers

Volume 41 | Quarterly Survey

1,000 US Consumers Balanced To Census

Tickers Covered: VZ, TMUS, T.

### **Key Takeaways:**

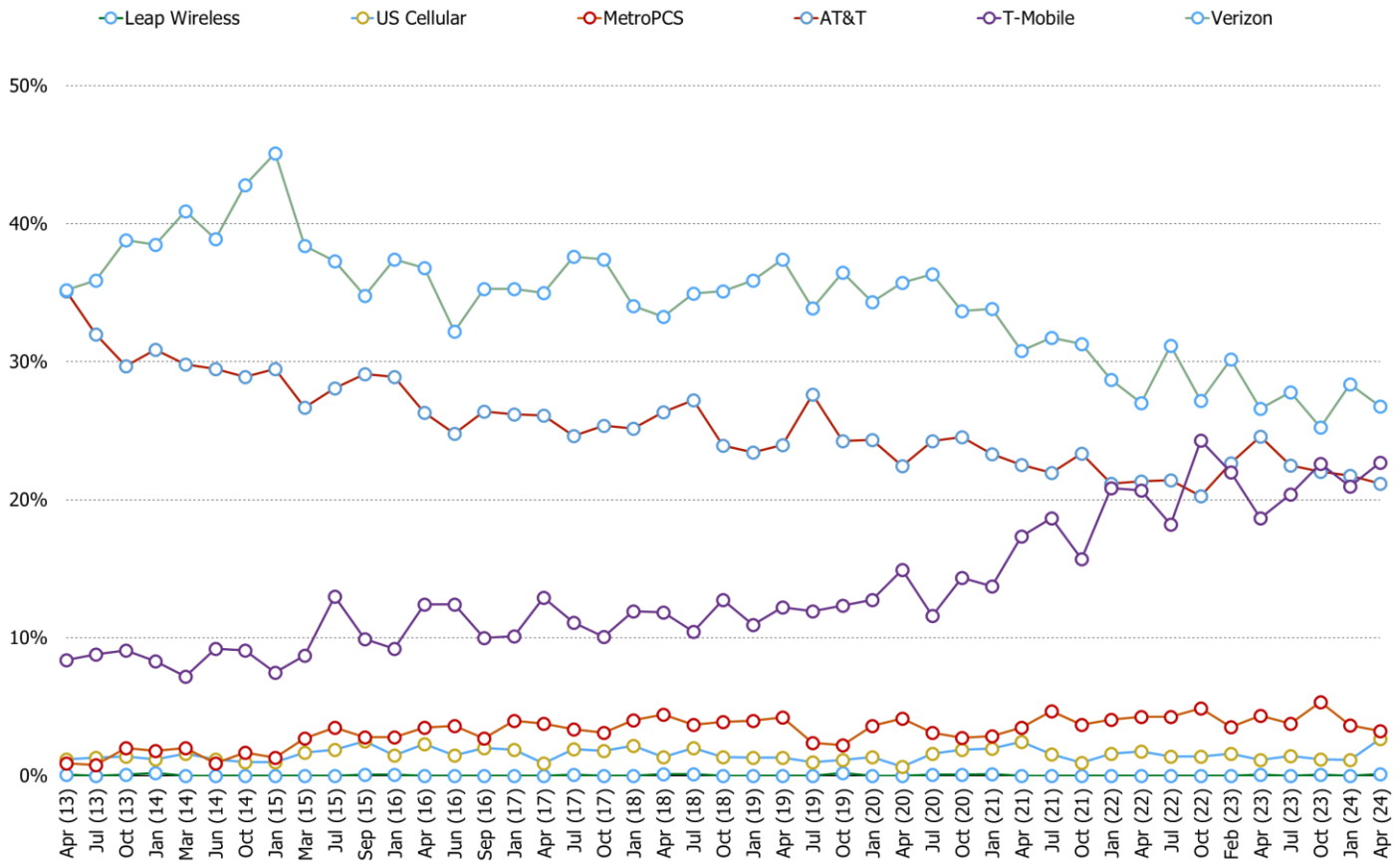
- ❑ Throughout the history of our survey, particularly since 2020, T-Mobile has gained share in our survey.
- ❑ This quarter, we looked into service providers and T-Mobile registered the highest NPS (~30), followed by Verizon (~26) and AT&T (~21).
- ❑ By and large, consumers are highly likely to continue with the service provider they currently use whenever they get a new smartphone in the future.
- ❑ Verizon customers are most likely to be drawn to the network because of network quality and reliability.
- ❑ Network quality and reliability is also the top reason for AT&T customers choosing it, but to a lesser extent. Relative to Verizon customers, AT&T are more likely to prioritize data plan, price, and customer service.
- ❑ T-Mobile customers are most likely to be drawn to the network because of price.

# WIRELESS SERVICE PROVIDERS

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## Which service provider do you use for your smartphone?

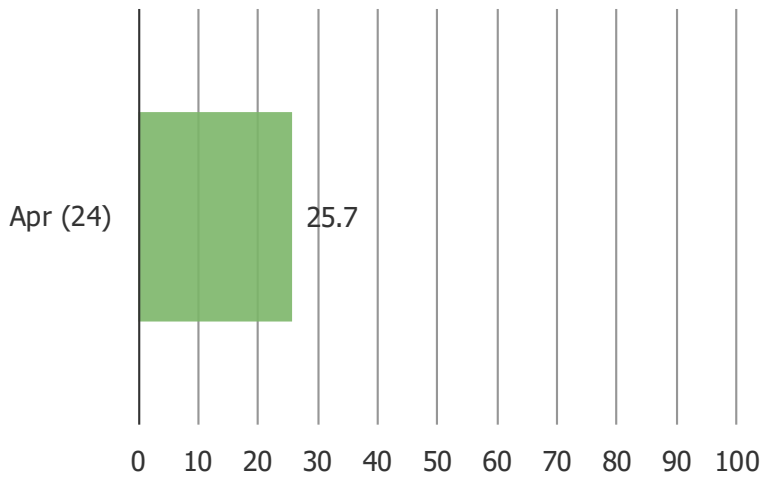
This question was posed to smartphone owners.



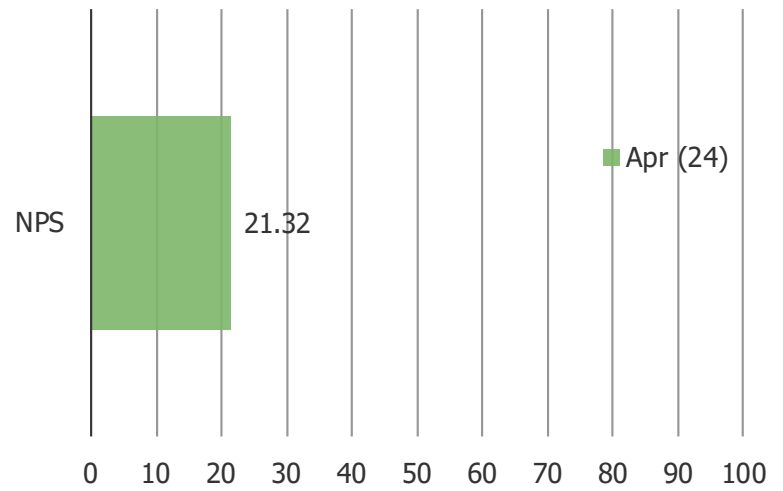
How likely are you to recommend \_\_\_\_\_ to a friend or colleague?

This question was posed to all respondents who use each of the following as their service provider.

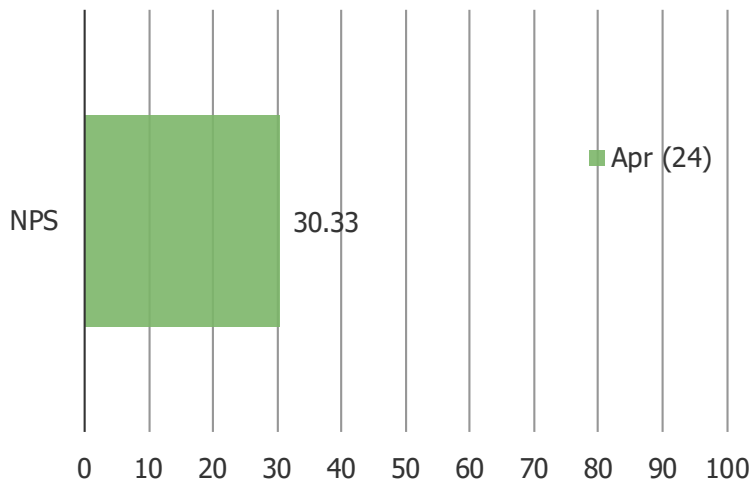
VERIZON



AT&T



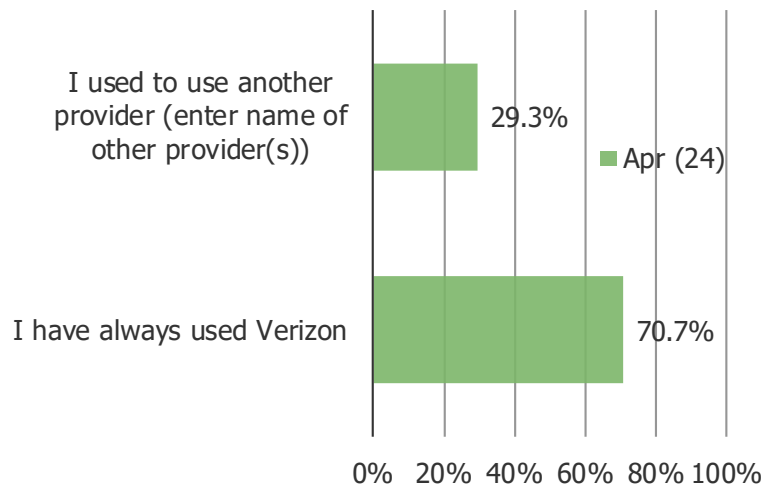
T-MOBILE



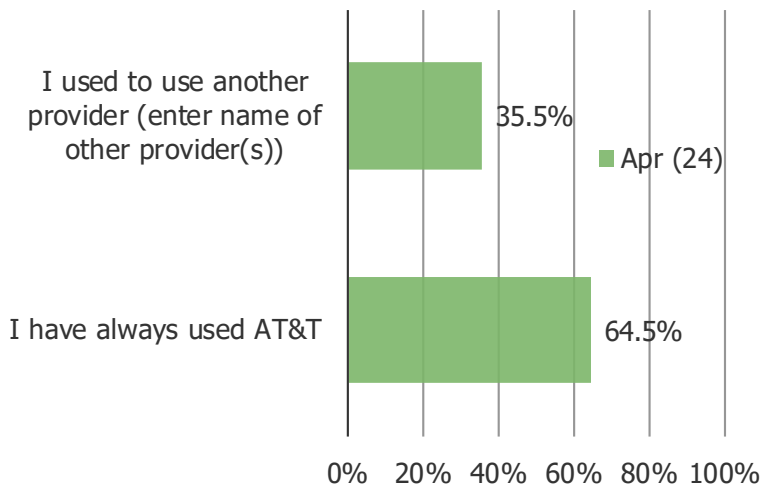
Have you always been a \_\_\_\_\_ wireless user, or have you used a different provider in the past?

This question was posed to all respondents who use each of the following as their service provider.

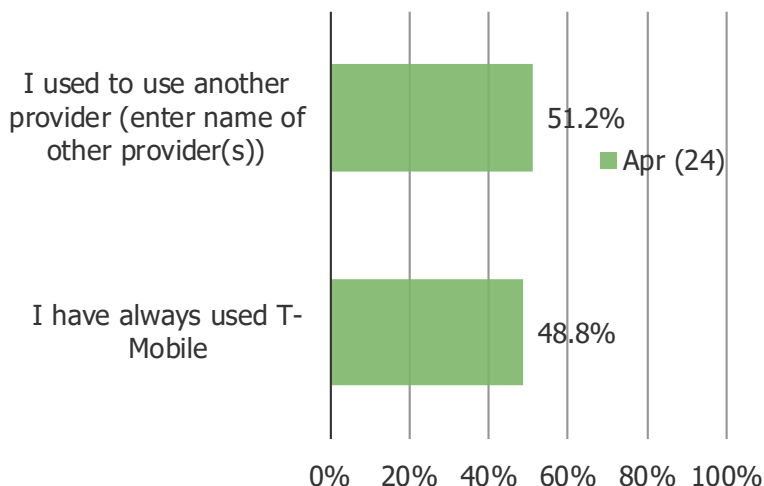
VERIZON (N = 250)



AT&T (N = 199)

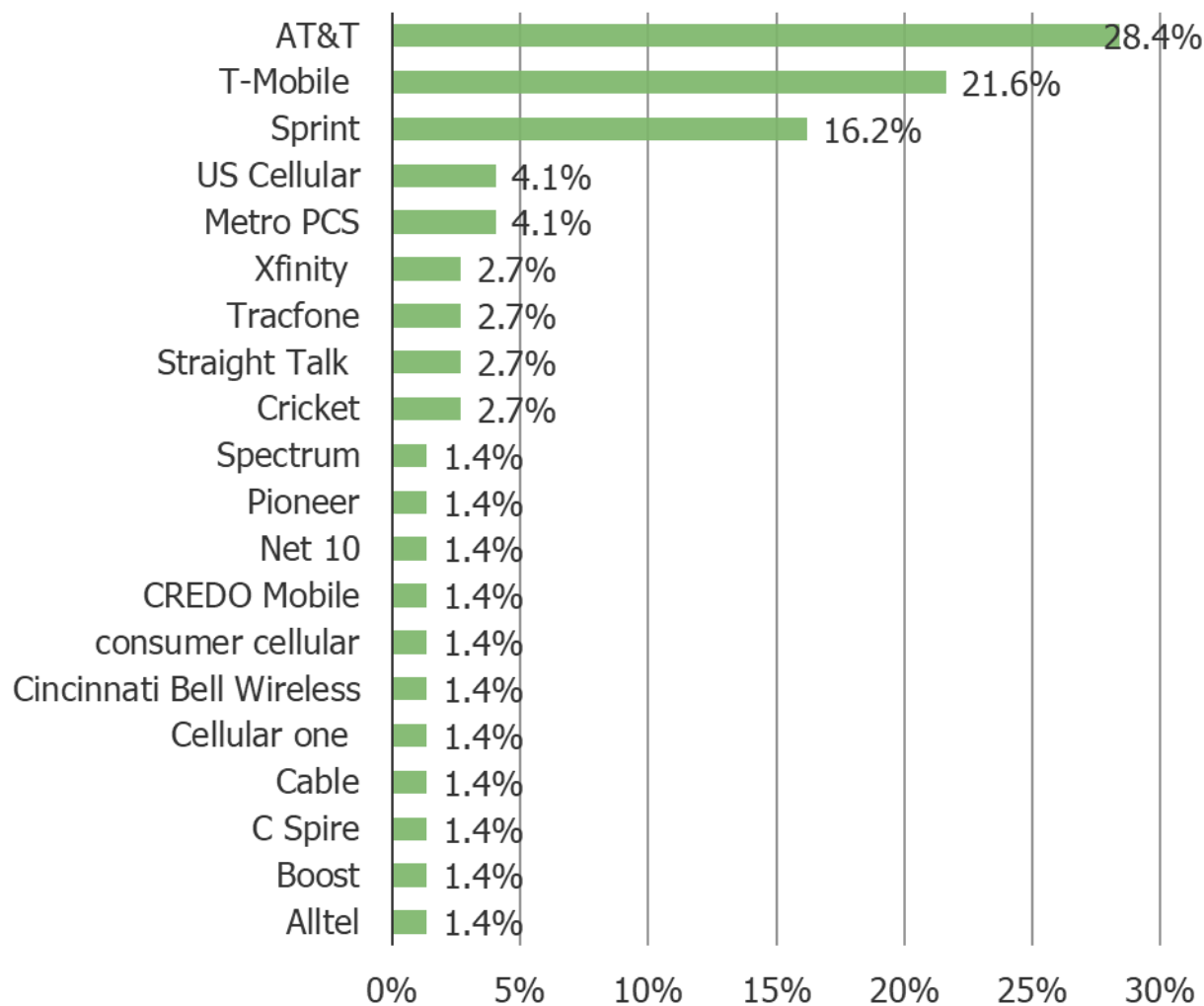


T-MOBILE (N = 211)



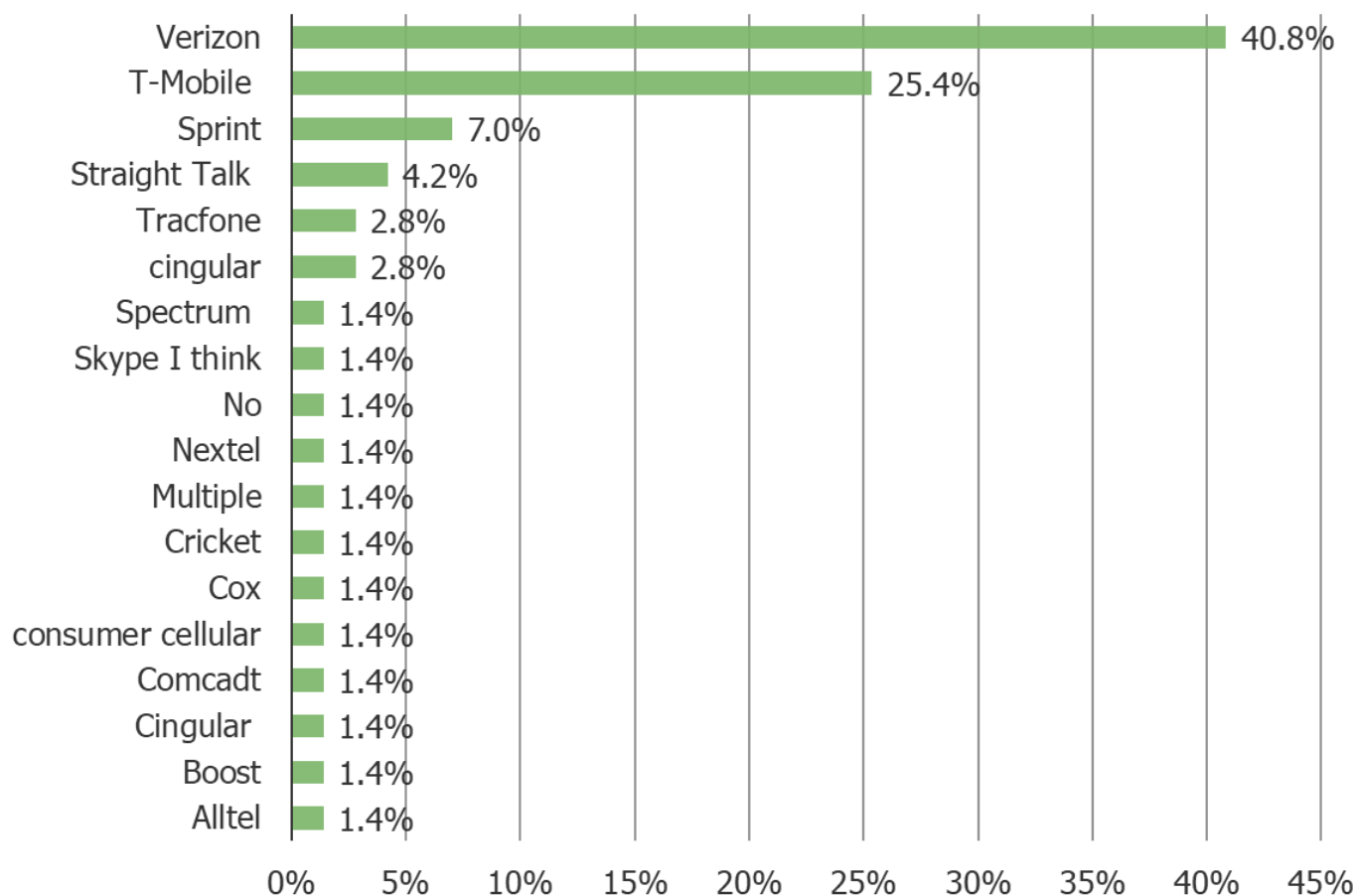
Respondents who currently use Verizon but used something different in the past. Which provider did you switch from? (Fill-ins)

Posed to respondents who use Verizon but used to use something else (N = 74)



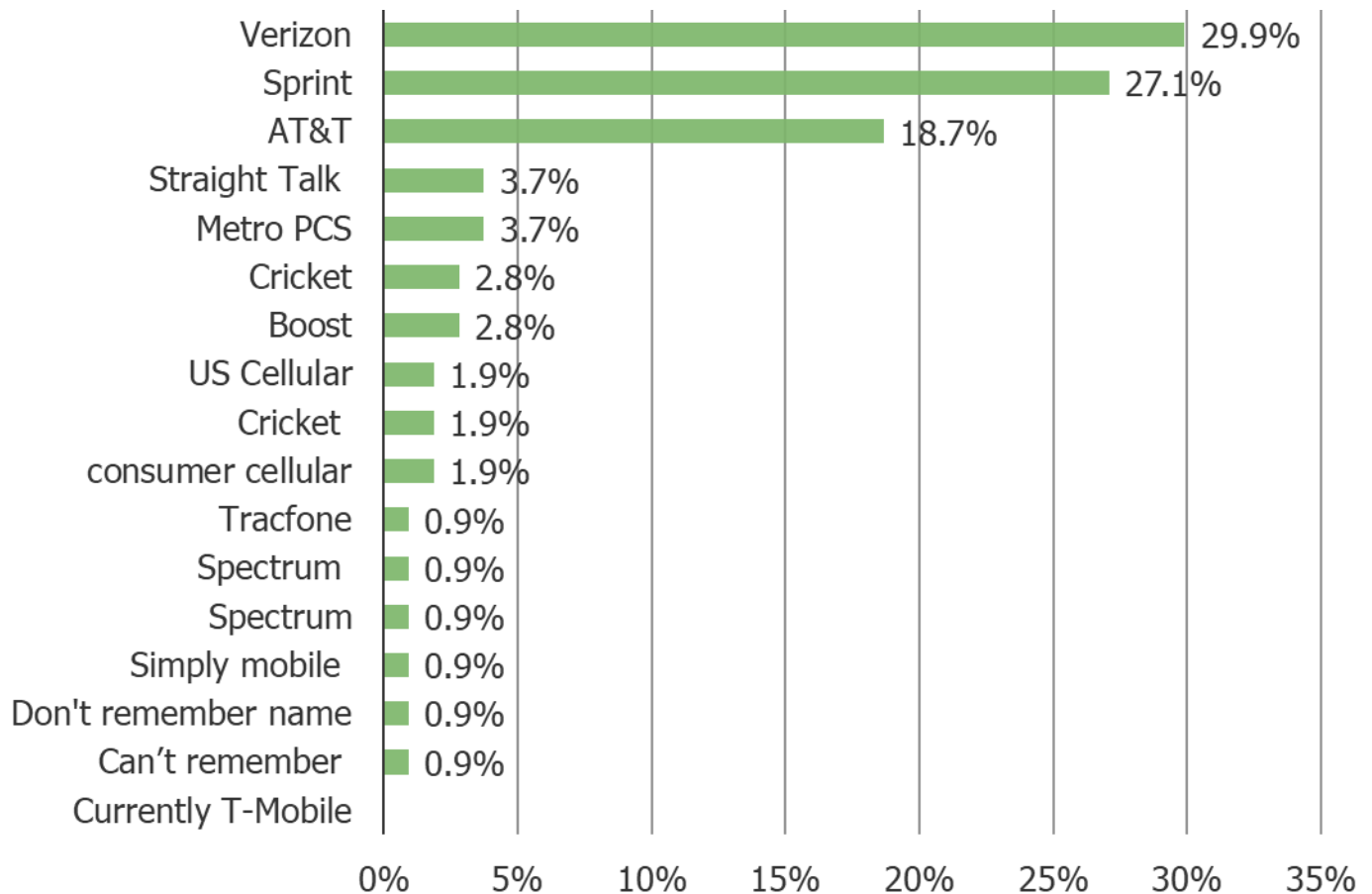
Respondents who currently use AT&T but used something different in the past. Which provider did you switch from? (Fill-ins)

Posed to respondents who use AT&T but used to use something else (N = 71)



Respondents who currently use T-Mobile but used something different in the past. Which provider did you switch from? (Fill-ins)

Posed to respondents who use T-Mobile but used to use something else (N = 107)

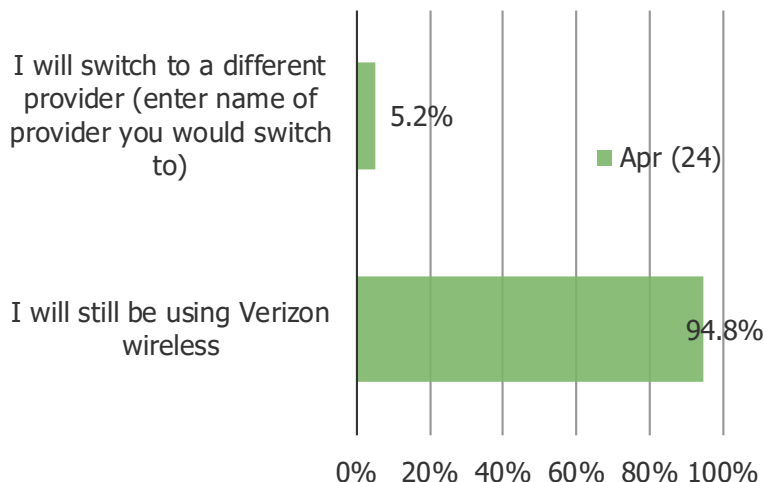




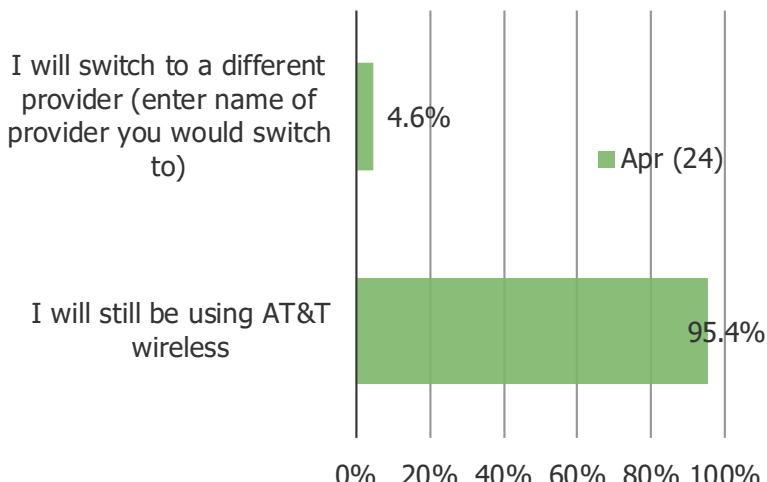
One year from now, will you still be using \_\_\_\_\_ or do you think you will switch to a different provider?

This question was posed to all respondents who use each of the following as their service provider.

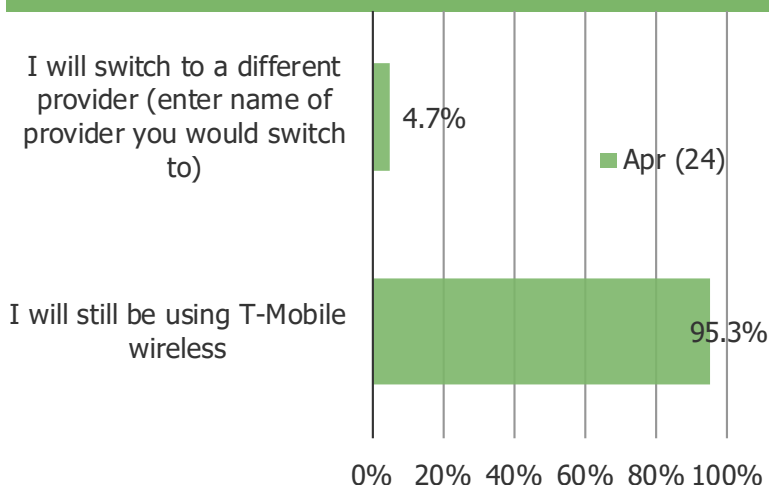
VERIZON (N = 250)



AT&T (N = 199)



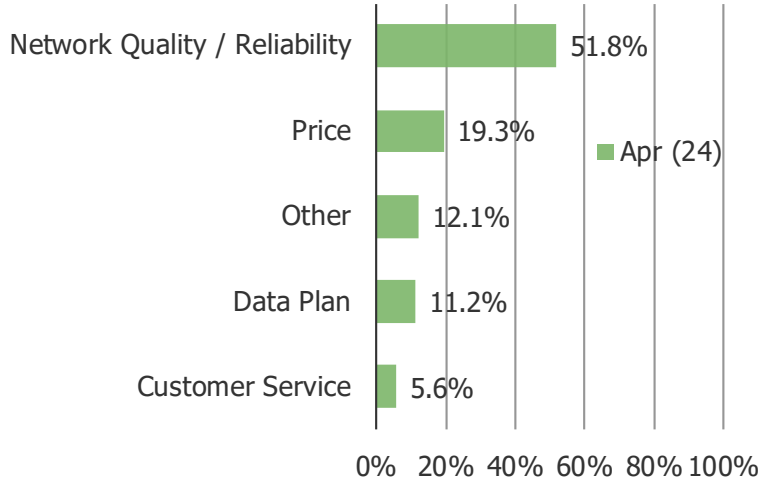
T-MOBILE (N = 211)



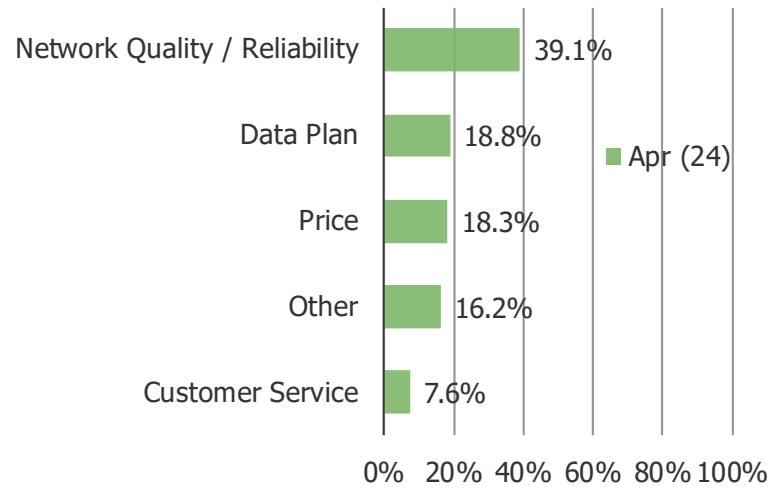
Why did you primarily choose \_\_\_\_\_?

This question was posed to all respondents who use each of the following as their service provider.

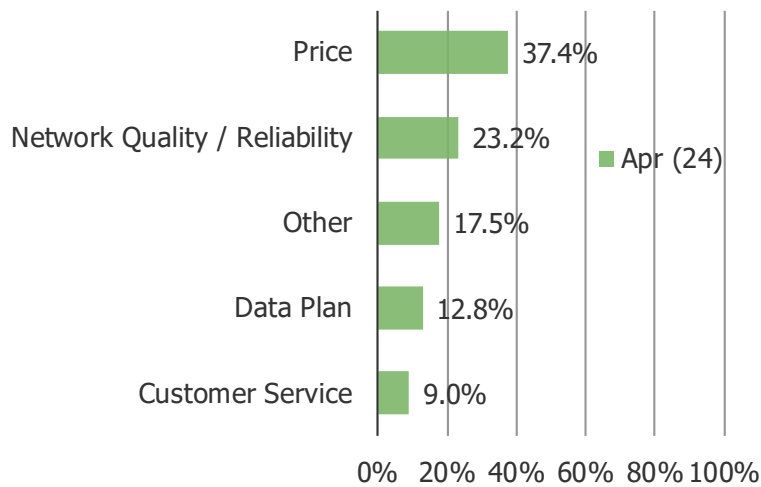
**VERIZON (N = 250)**



**AT&T (N = 199)**



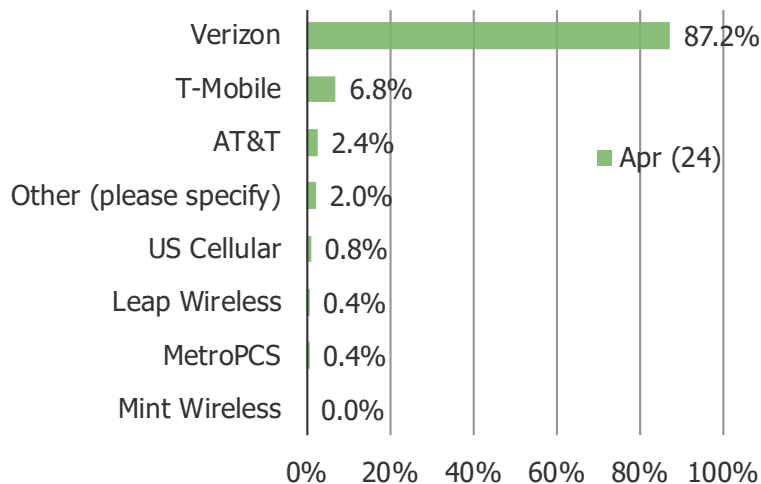
**T-MOBILE (N = 211)**



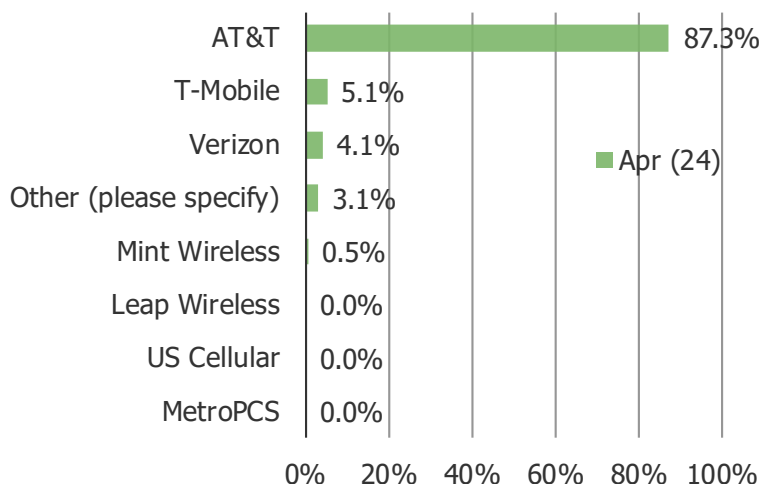
Whenever you get a new smartphone in the future, which wireless provider are you most likely to choose?

This question was posed to all respondents who use each of the following as their service provider.

VERIZON (N = 250)



AT&T (N = 199)



T-MOBILE (N = 211)

