

Bespoke Survey Research

July 2024

Wireless Service Providers

Volume 5 | Quarterly Survey

1,000+ US Consumers Balanced To Census

Tickers Covered: VZ, T, TMUS.

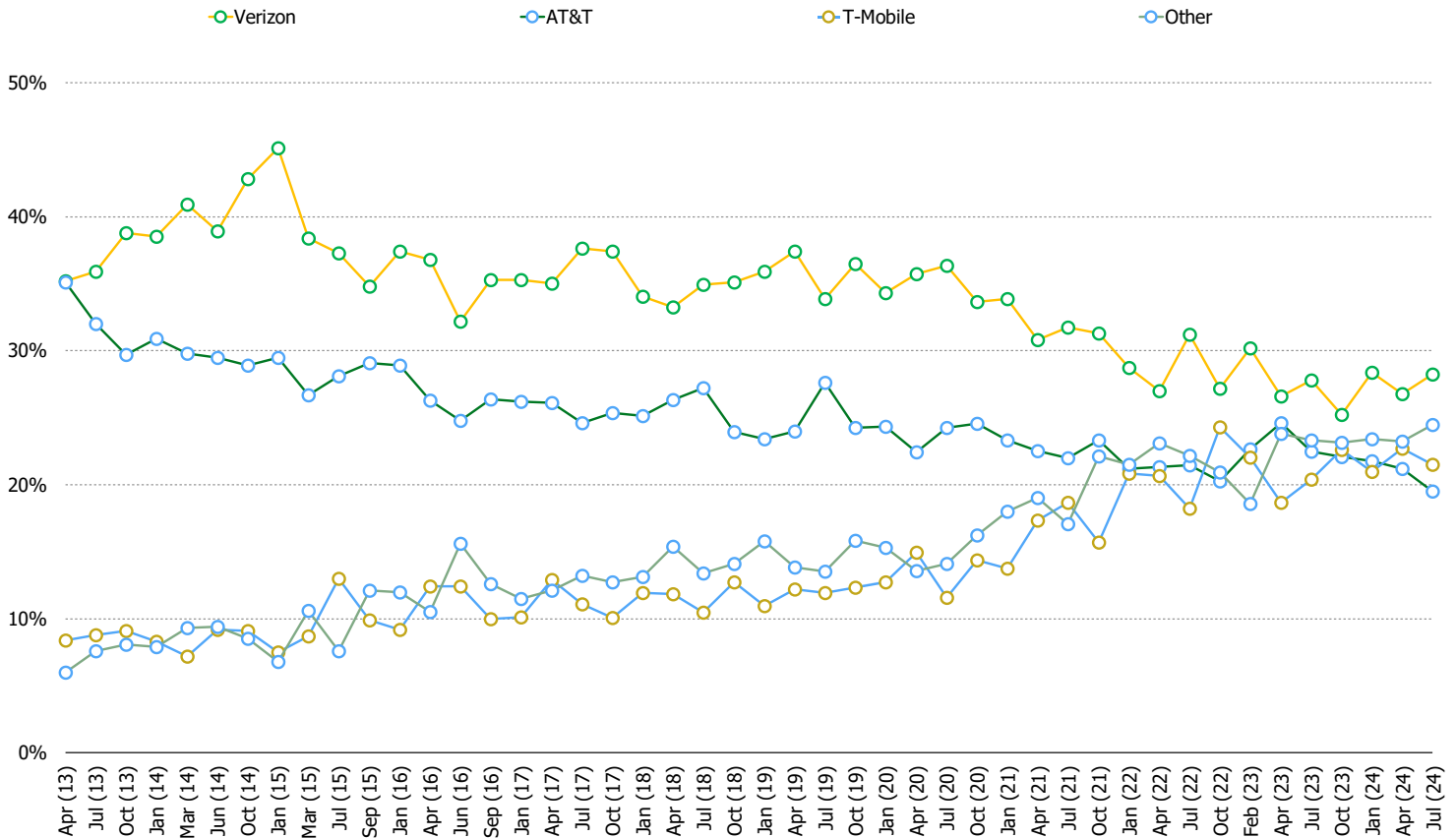
Key Takeaways:

- ❑ NPS for the wireless service providers we ask about are relatively strong.
- ❑ Verizon and AT&T NPS improved q/q.
- ❑ T-Mobile NPS slightly dipped q/q.
- ❑ Most consumers expect to continue with the wireless service provider they currently use.
- ❑ T-Mobile customers are mostly driven to the provider by price, while Verizon and AT&T customers are more driven to the provider by network quality. Verizon customers, in particular, are the most likely to be driven by network quality.

WIRELESS SERVICE PROVIDERS

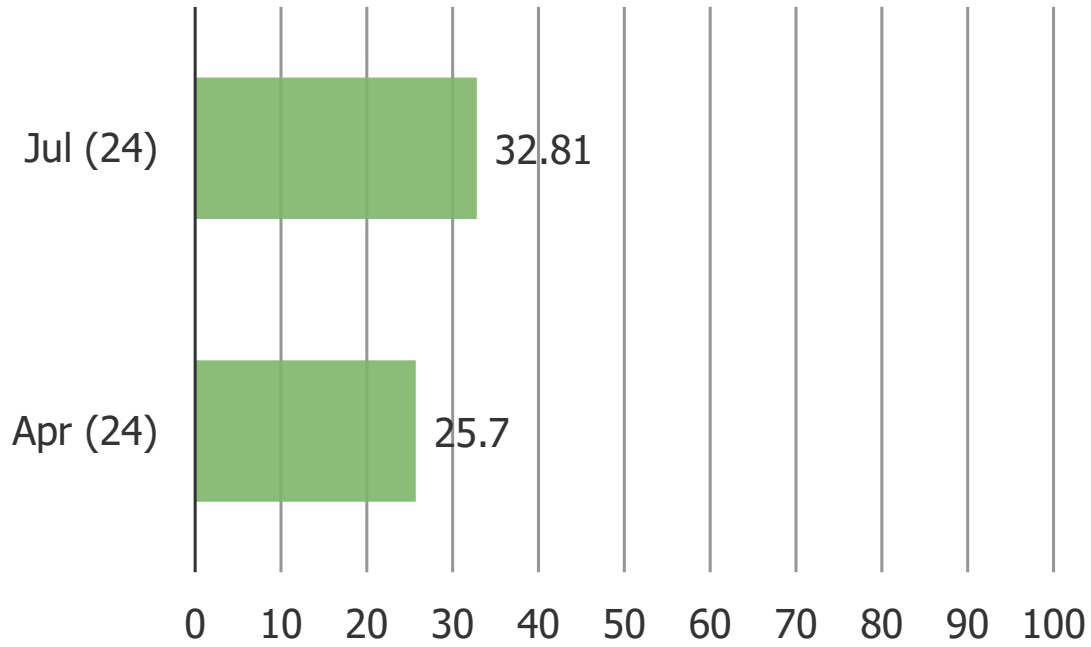
WHICH SERVICE PROVIDER DO YOU USE FOR YOUR SMARTPHONE?

Posed to all respondents who own a smartphone.



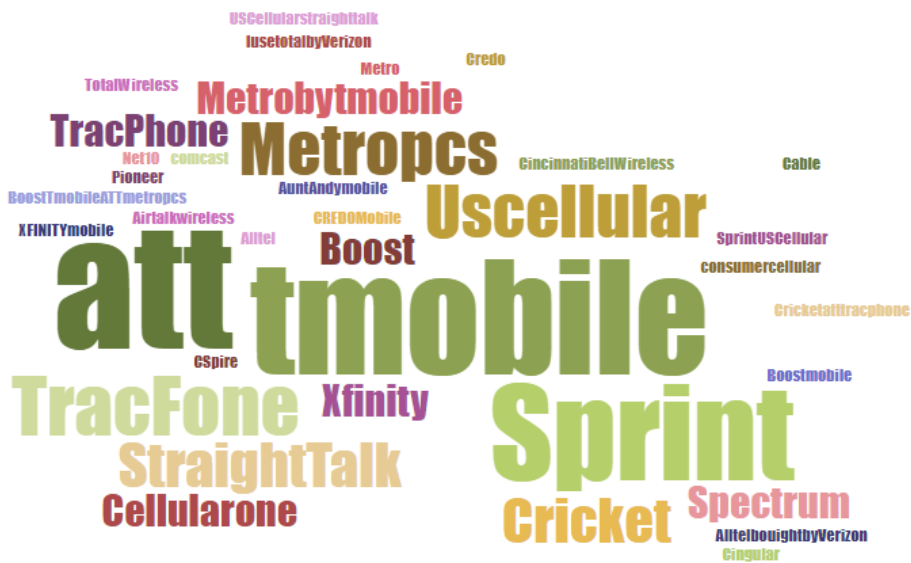
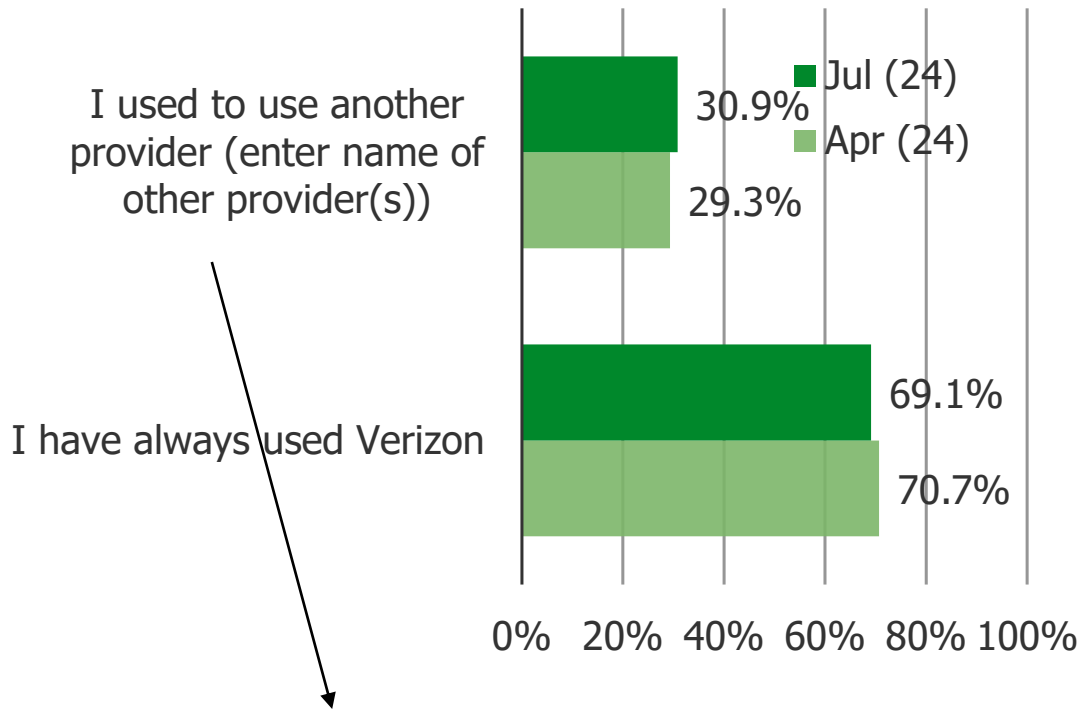
HOW LIKELY IS IT THAT YOU WOULD RECOMMEND VERIZON WIRELESS TO A FRIEND OR COLLEAGUE?

Posed to all respondents who are Verizon wireless customers.



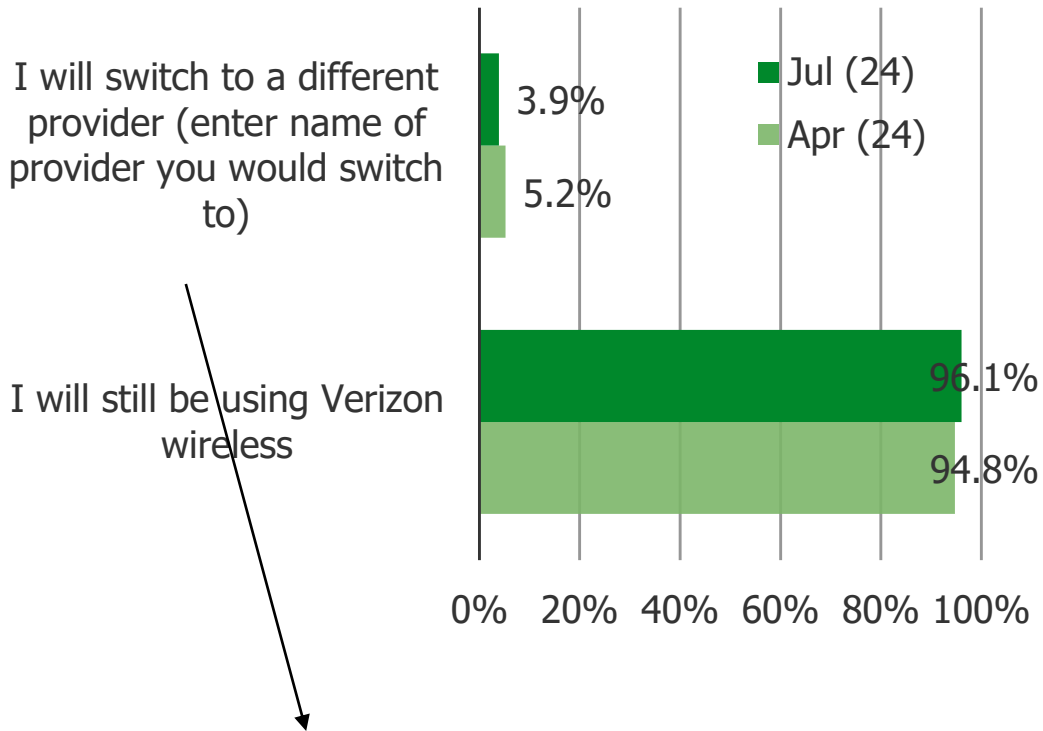
HAVE YOU ALWAYS BEEN A VERIZON WIRELESS USER, OR HAVE YOU USED A DIFFERENT PROVIDER IN THE PAST?

Posed to all respondents who are Verizon wireless customers.



ONE YEAR FROM NOW, WILL YOU STILL BE USING VERIZON WIRELESS OR DO YOU THINK YOU WILL SWITCH TO A DIFFERENT PROVIDER?

Posed to all respondents who are Verizon wireless customers.



att
uncertain

tmobile
visible

unknown

Spectrum

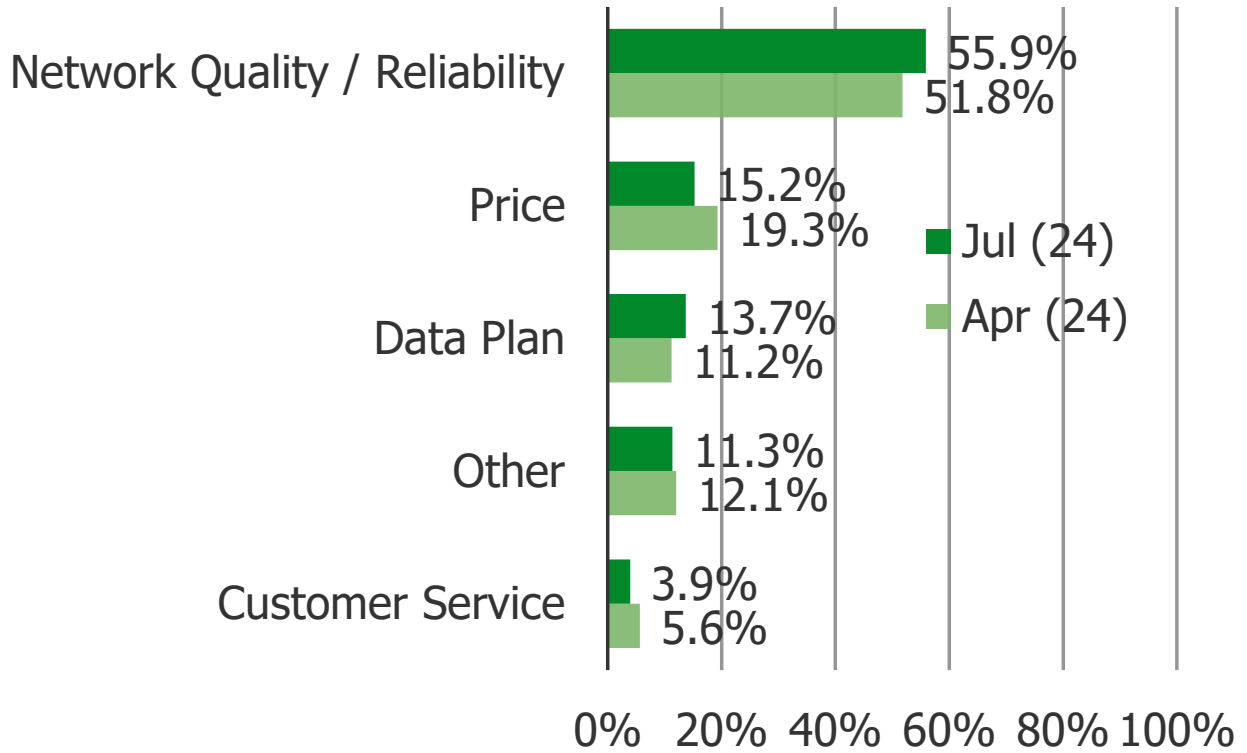
Metro

Mint

ConsumerCellular
Firstnet

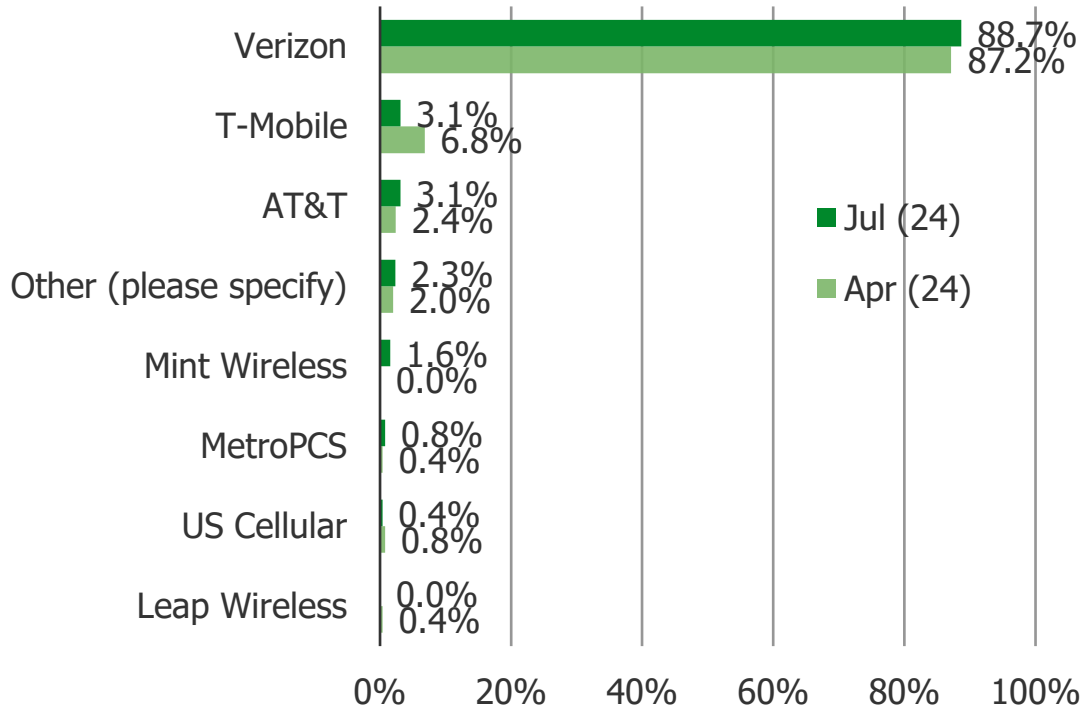
WHY DID YOU PRIMARILY CHOOSE VERIZON WIRELESS?

Posed to all respondents who are Verizon wireless customers.



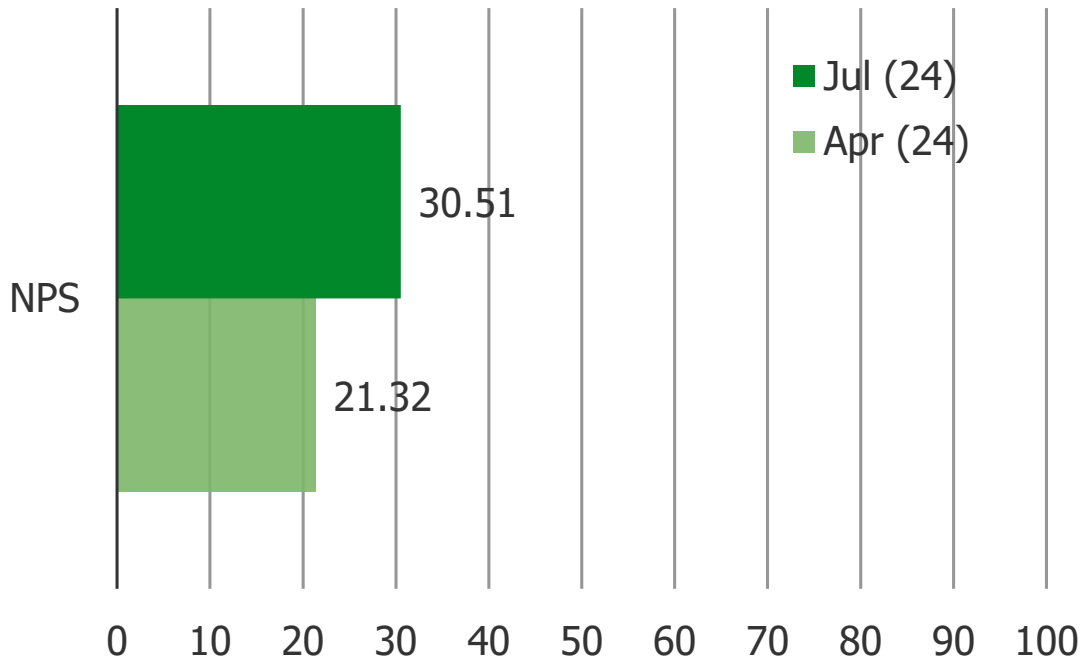
WHENEVER YOU GET A NEW SMARTPHONE IN THE FUTURE, WHICH WIRELESS PROVIDER ARE YOU MOST LIKELY TO CHOOSE?

Posed to all respondents who are Verizon wireless customers.



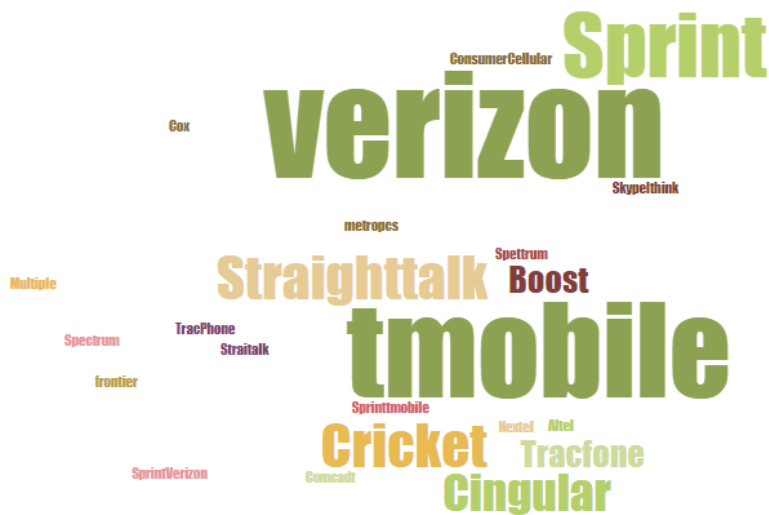
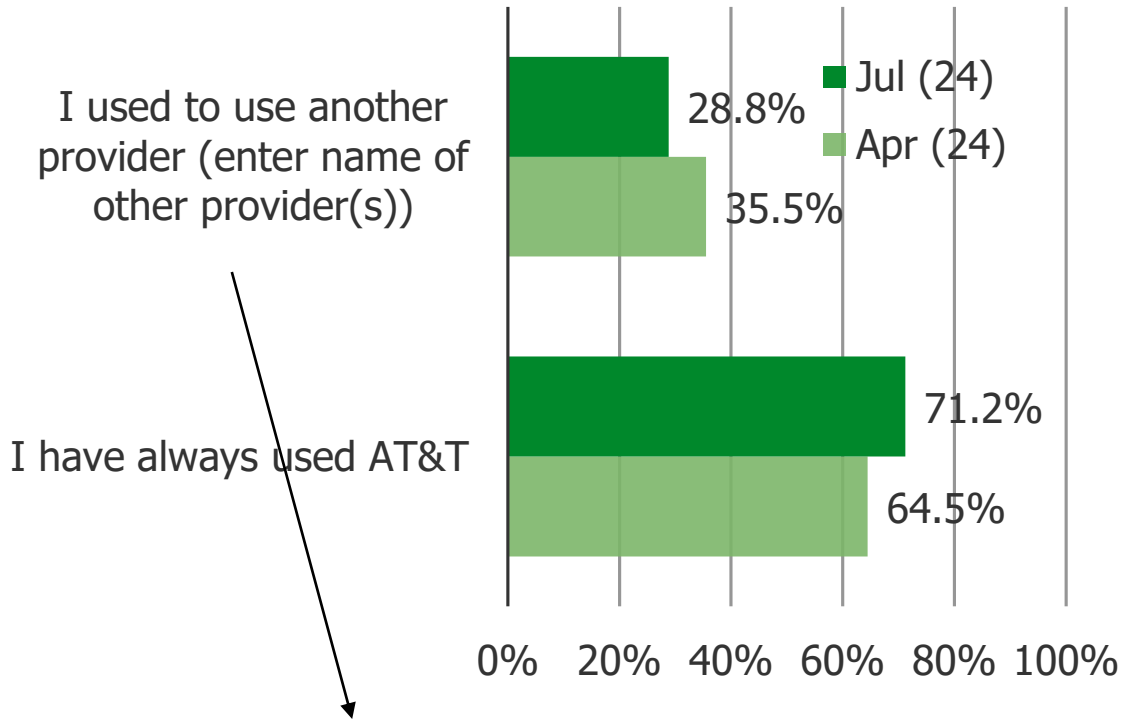
HOW LIKELY IS IT THAT YOU WOULD RECOMMEND AT&T WIRELESS TO A FRIEND OR COLLEAGUE?

Posed to all respondents who are AT&T wireless customers.



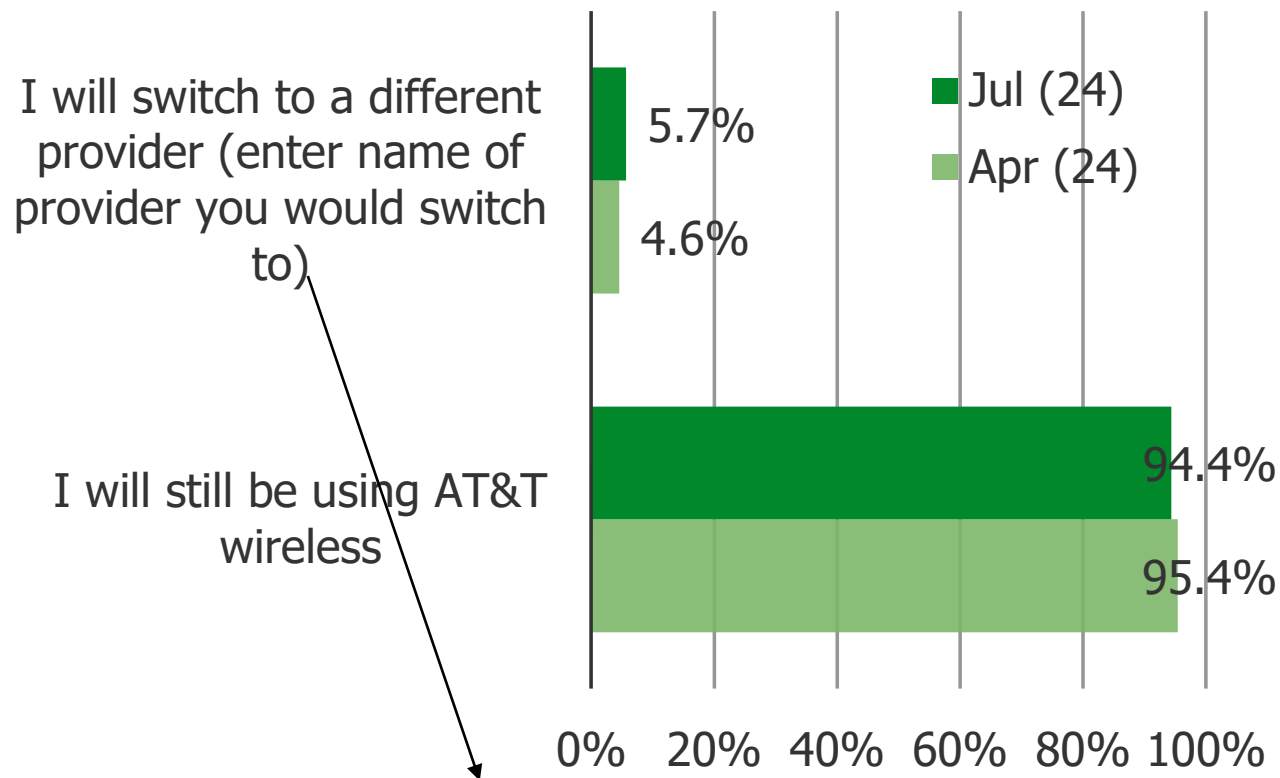
HAVE YOU ALWAYS BEEN A AT&T WIRELESS USER, OR HAVE YOU USED A DIFFERENT PROVIDER IN THE PAST?

Posed to all respondents who are AT&T wireless customers.



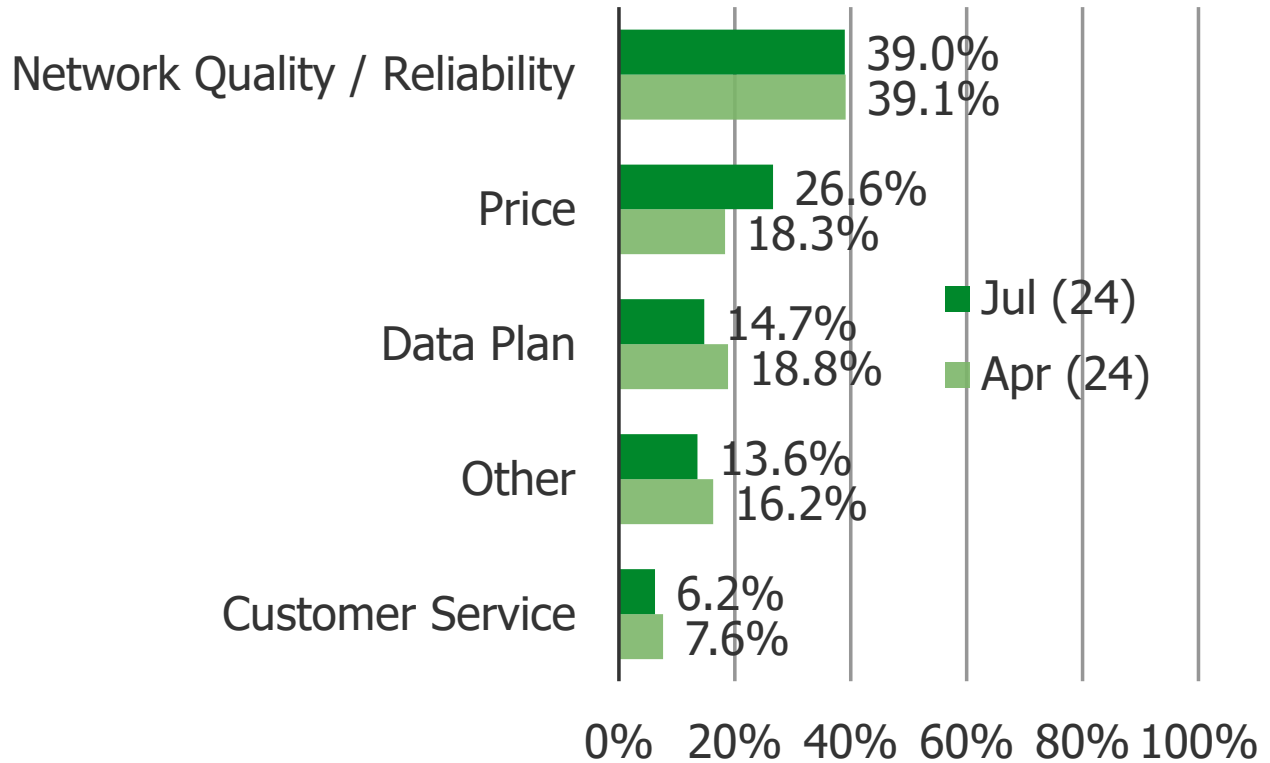
ONE YEAR FROM NOW, WILL YOU STILL BE USING AT&T WIRELESS OR DO YOU THINK YOU WILL SWITCH TO A DIFFERENT PROVIDER?

Posed to all respondents who are AT&T wireless customers.



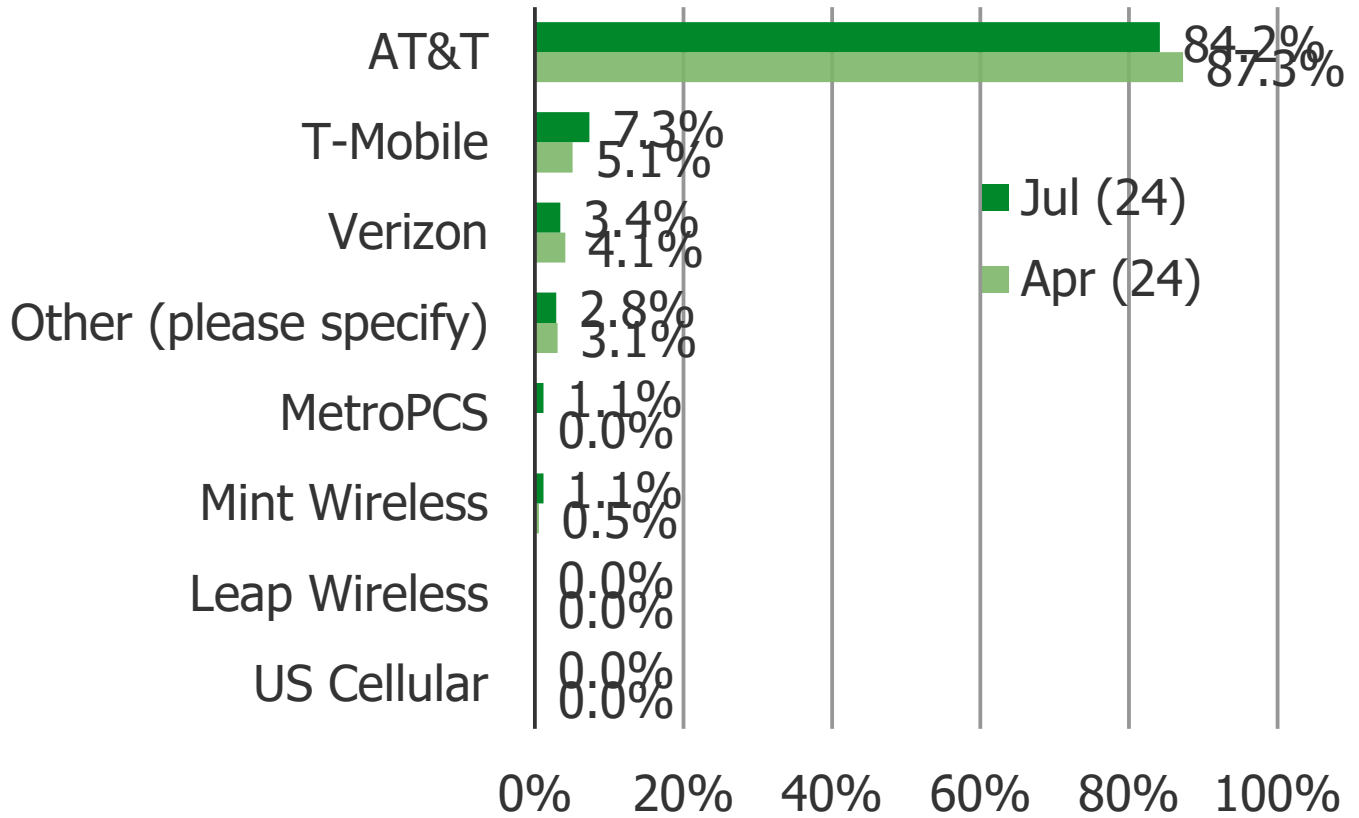
WHY DID YOU PRIMARILY CHOOSE AT&T WIRELESS?

Posed to all respondents who are AT&T wireless customers.



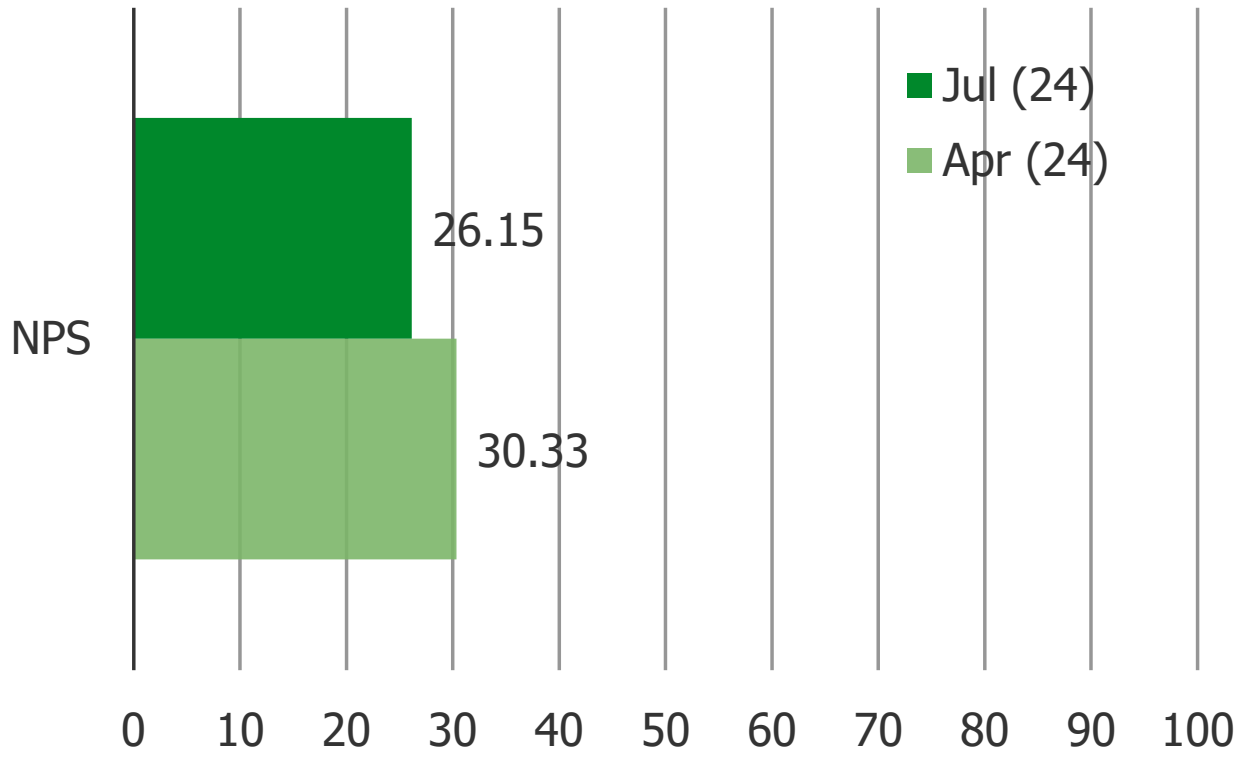
WHENEVER YOU GET A NEW SMARTPHONE IN THE FUTURE, WHICH WIRELESS PROVIDER ARE YOU MOST LIKELY TO CHOOSE?

Posed to all respondents who are AT&T wireless customers.



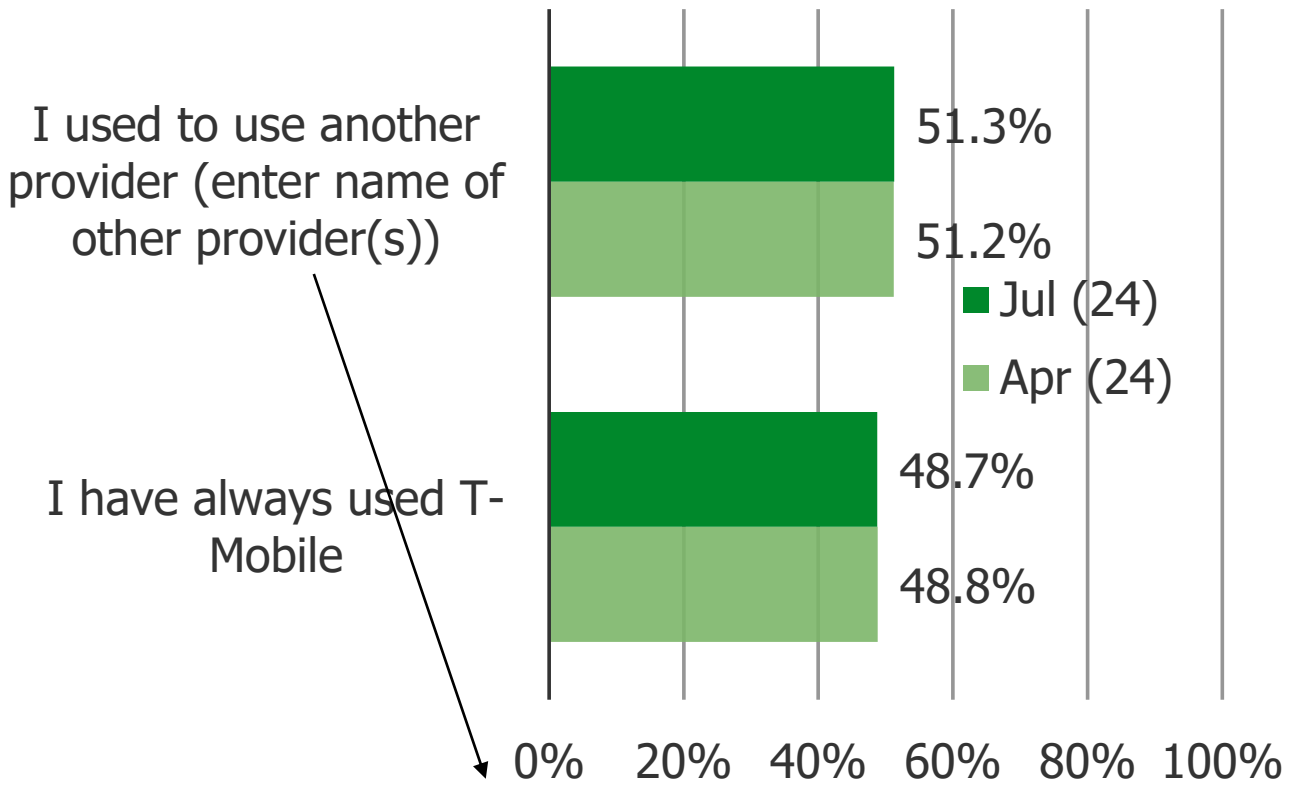
HOW LIKELY IS IT THAT YOU WOULD RECOMMEND T-MOBILE TO A FRIEND OR COLLEAGUE?

Posed to all respondents who are T-Mobile wireless customers.



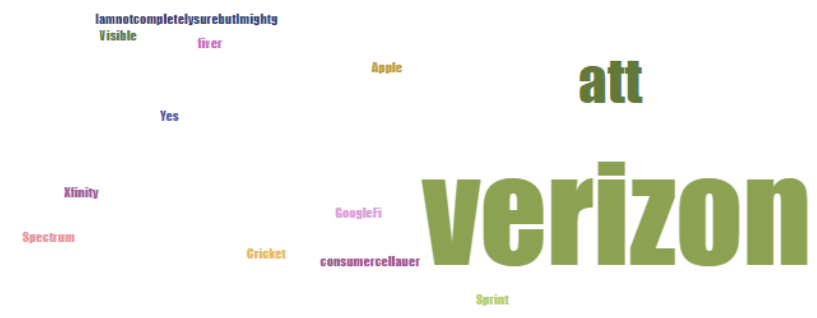
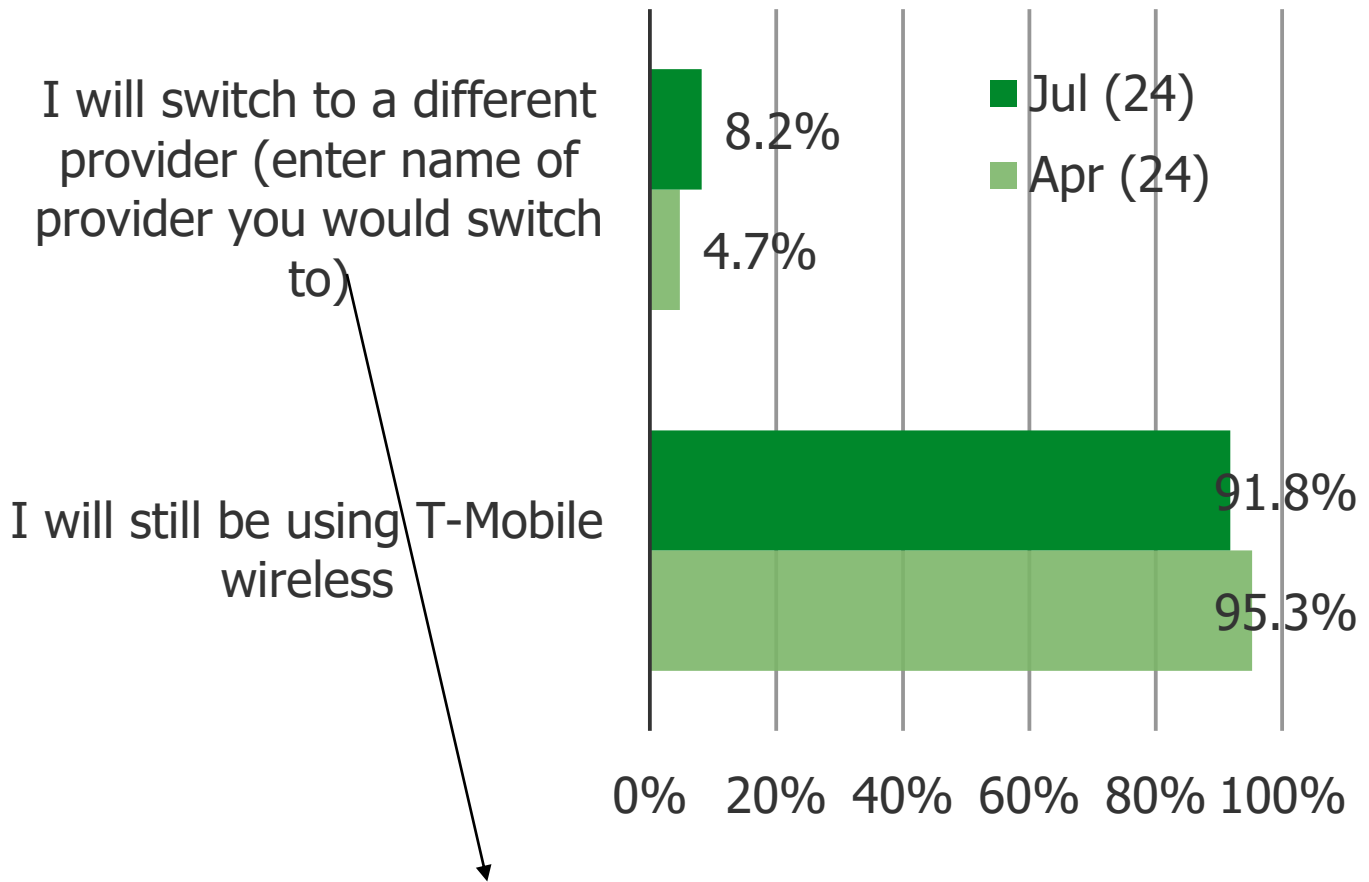
HAVE YOU ALWAYS BEEN A T-MOBILE WIRELESS USER, OR HAVE YOU USED A DIFFERENT PROVIDER IN THE PAST?

Posed to all respondents who are T-Mobile wireless customers.



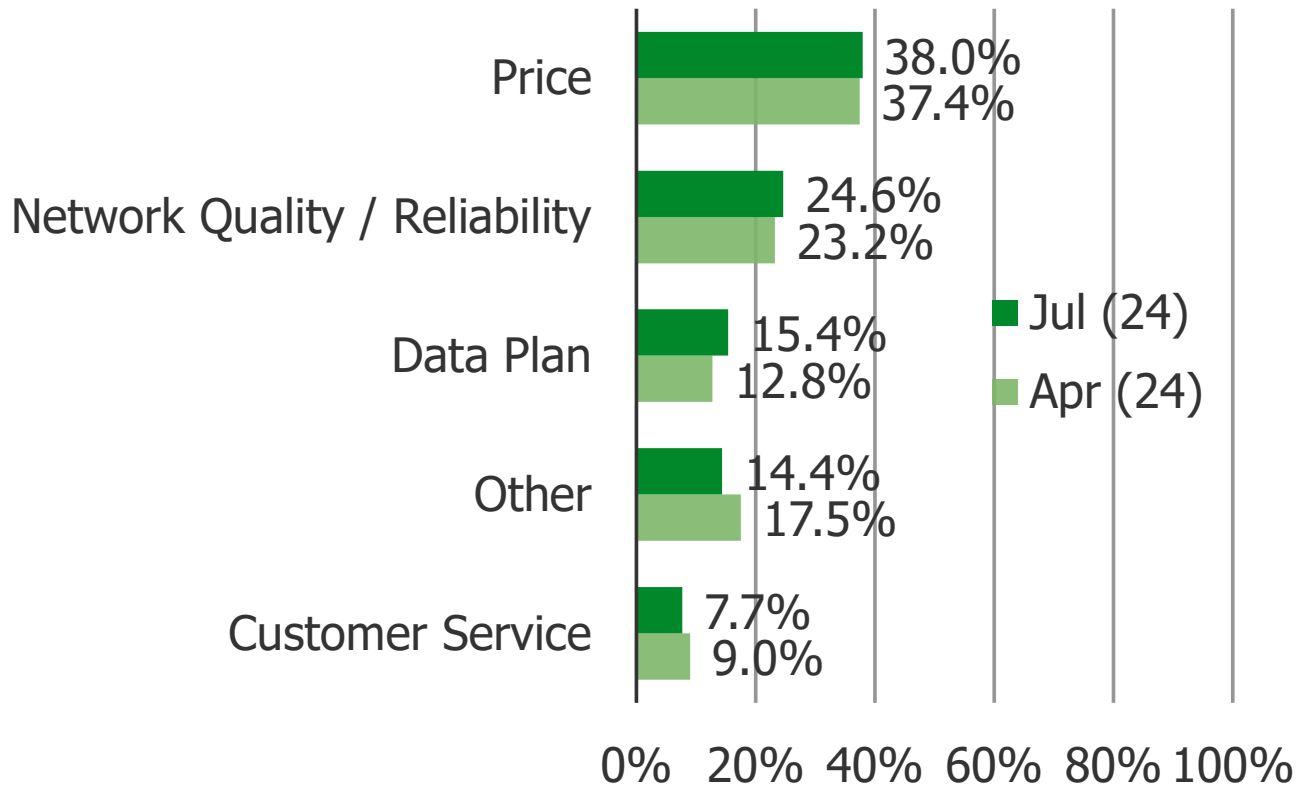
ONE YEAR FROM NOW, WILL YOU STILL BE USING T-MOBILE WIRELESS OR DO YOU THINK YOU WILL SWITCH TO A DIFFERENT PROVIDER?

Posed to all respondents who are T-Mobile wireless customers.



WHY DID YOU PRIMARILY CHOOSE T-MOBILE WIRELESS?

Posed to all respondents who are T-Mobile wireless customers.



WHENEVER YOU GET A NEW SMARTPHONE IN THE FUTURE, WHICH WIRELESS PROVIDER ARE YOU MOST LIKELY TO CHOOSE?

Posed to all respondents who are T-Mobile wireless customers.

