

Wireless Panel Summary

June 2004 Survey, Wireless Internet Customer Satisfaction

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Verizon Wireless, Sprint Rate Highest for Wireless Internet Customer Satisfaction

A recent survey of In-Stat/MDR's Wireless Internet Panel, which is primarily composed of business users, probed respondents regarding their usage of, and satisfaction with, wireless data/Internet services. In-Stat/MDR has found that a greater number of users are utilizing two types of wireless networks – wireless LANs and WANs – than they have in the past. Additionally, laptops are continuing to displace cellular phones as the devices of choice to access the Internet wirelessly.

Respondents reported using Verizon Wireless, AT&T Wireless and Sprint wireless Internet services more often than any others. Verizon Wireless and Sprint were rated the best wireless data/Internet service providers. Verizon Wireless had the highest number of users who were extremely or very satisfied, followed by Sprint. In-Stat/MDR found that the top four drivers of wireless data/Internet satisfaction are service quality, network speed, service reliability and ease of use. Just looking at customer satisfaction on these four attributes, Sprint's customers are most content.

Regarding other specific attributes, Nextel was rated as providing the best service price and breadth of applications; T-Mobile was rated as providing the best ease of use, customer service/support and technical support; Verizon Wireless was rated as providing the best geographic coverage; and Sprint was rated as providing the best service quality, network speed, and reliability. AT&T Wireless' customers were least happy and are most likely to churn. In-Stat/MDR believes this low satisfaction level was in great part due to nervousness over the pending acquisition of AT&T Wireless by Cingular at the time this survey was administered, which since closed, at the end of October.

About the Panel

Data was collected via a brief Internet survey. Participants — members of In-Stat/MDR's Technology Adoption Panel (TAP) — were e-mailed invitations to participate in a Web-based survey on the subject of wireless data and Internet satisfaction, which was conducted in June 2004. The survey took about 10 to 15 minutes to complete. A total of 279 people participated in the study. The following carriers were rated in this research: Verizon, Sprint, AT&T Wireless, T-Mobile and Nextel.

In-Stat/MDR's TAP is a dynamic online group of thousands of technology users and decision-makers interested in contributing opinions and insights about technology usage and issues in the workplace. The panel is recruited from many different sources and comprises a diverse group, representing a wide range of company sizes, industries, and expertise. Members are typically early adopters of technology, and are more representative of the business market than the consumer market. In-Stat/MDR's Wireless Internet Panel is a sub-segment of the TAP. Members of the panel are required to

regularly access the Internet wirelessly through a mobile device. If you are interested in joining the Technology Adoption Panel and/or learning more about it, please go to <http://www.instat.com/panels>.

Please rate your **OVERALL SATISFACTION WITH THE SERVICE** of your primary wireless Internet service using a scale of 1 to 5, where 1 means "not at all satisfied" and a 5 means "completely satisfied."

