

Press Release

J.D. Power Reports: Wireless Network Data Quality Performance Has Improved Considerably as 4G Service Coverage Becomes More Universal

Verizon Wireless Ranks Highest in Wireless Network Quality Performance in All Six Regions

WESTLAKE VILLAGE, Calif: 6 March 2014 — The incidence of wireless network problems with data quality has declined, driven primarily by network upgrades and increased network capacity through an expansion of 4G service coverage, according to the J.D. Power 2014 U.S. Wireless Network Quality Performance StudySM—Volume 1 released today.

KEY FINDINGS

- Overall wireless network quality problem incidence is 12 problems per 100 (PP100) network connections. The overall incidence rate has been consistent since 2012.
- Data quality has been the primary driver of the improvement in wireless network quality during the past three years. Total data quality problems have declined to 14 PP100 in 2014 from 19 PP100 in 2012.
- Both data speed and connectivity improve this year. Issues related to slow mobile Web experiences have declined to 17 PP100 in 2014 from 21 PP100 in 2012, which is largely attributed to broader rollouts of 4G networks. Similarly, issues with email connections have declined to 5 PP100 from 7 PP100 during the same time frame.
- Customers with 4G smartphones experience 3 PP100 fewer problems with data-related issues than those with smartphones operating on previous generation technology (3G). Customers using 4G smartphones experience 6 PP100 fewer problems with slow mobile Web, compared with 3G customers.
- This increasingly positive experience with their network is translating into increased engagement for wireless customers. For example, 25 percent of customers using 4G smartphones say they “strongly agree” that they are committed to their carrier, compared with 20 percent of those using 3G smartphones who say the same.
- Customers using faster, more efficient 4G networks are 14 percent more likely to recommend their wireless carrier than those using networks that have not yet been upgraded.

“While the performance of network data quality has improved, given the robust upgrade to 4G technology across the country, there is still performance disparity across user segments and type of devices,” said Kirk Parsons, senior director of wireless services at J.D. Power. “Based on the varying degree of consistency with overall network performance, it’s critical that wireless carriers continue to invest in improving both the call quality and especially the data connection-related issues that customers continue to experience as 4G service becomes even more prevalent.”

Now in its 12th year, the semiannual study evaluates wireless customers’ most recent usage activities in three areas that impact network performance: calling, messaging and data. Overall network performance is based on 10 problem areas that impact the customer experience: dropped calls; calls not connected; audio

issues; failed/late voicemails; lost calls; text transmission failures; late text message notifications; Web connection errors; slow downloads; and email connection errors. Network performance issues are measured as problems per 100 (PP100) network connections, with a lower score reflecting fewer problems and better network performance. Carrier performance is examined in six geographic regions: Northeast, Mid-Atlantic, Southeast, North Central, Southwest and West.

The 2014 U.S. Wireless Network Quality Performance Study—Volume 1 is based on responses from 25,142 wireless customers. The study was fielded between July and December 2013.

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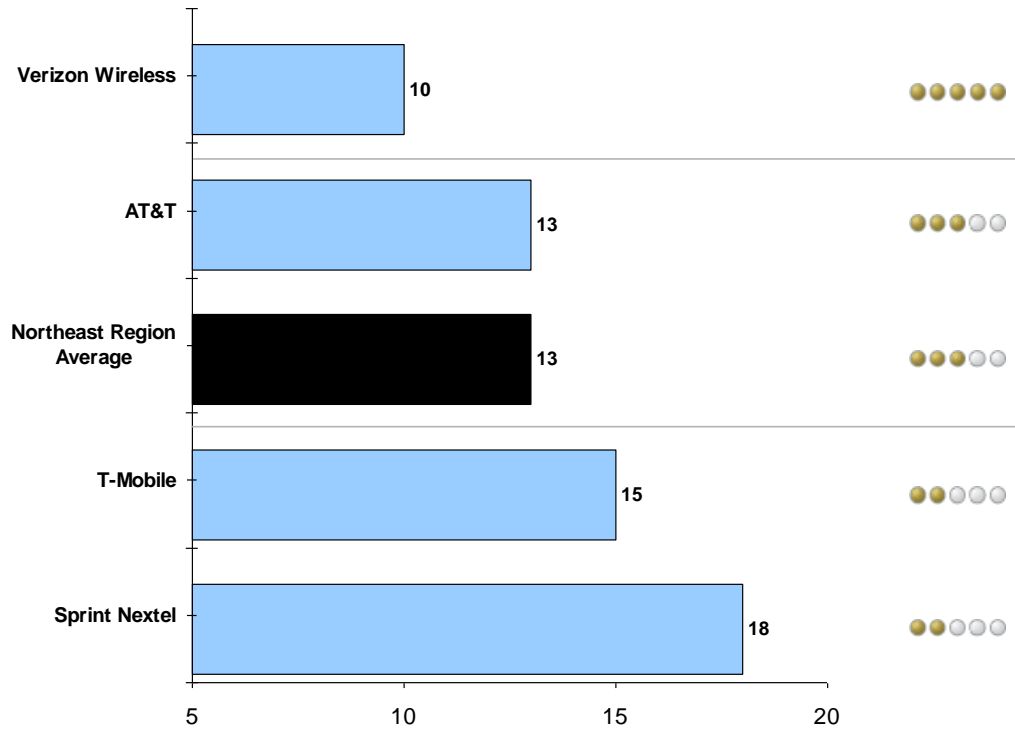
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NOTE: Six charts follow.

J.D. Power 2014 U.S. Wireless Network Quality Performance StudySM—Volume 1

Wireless Network Quality PP100 Rankings Northeast Region

JDPower.com
Power Circle RatingsTM
for consumers:



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Note: Included in the Northeast Region are Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island and Vermont.

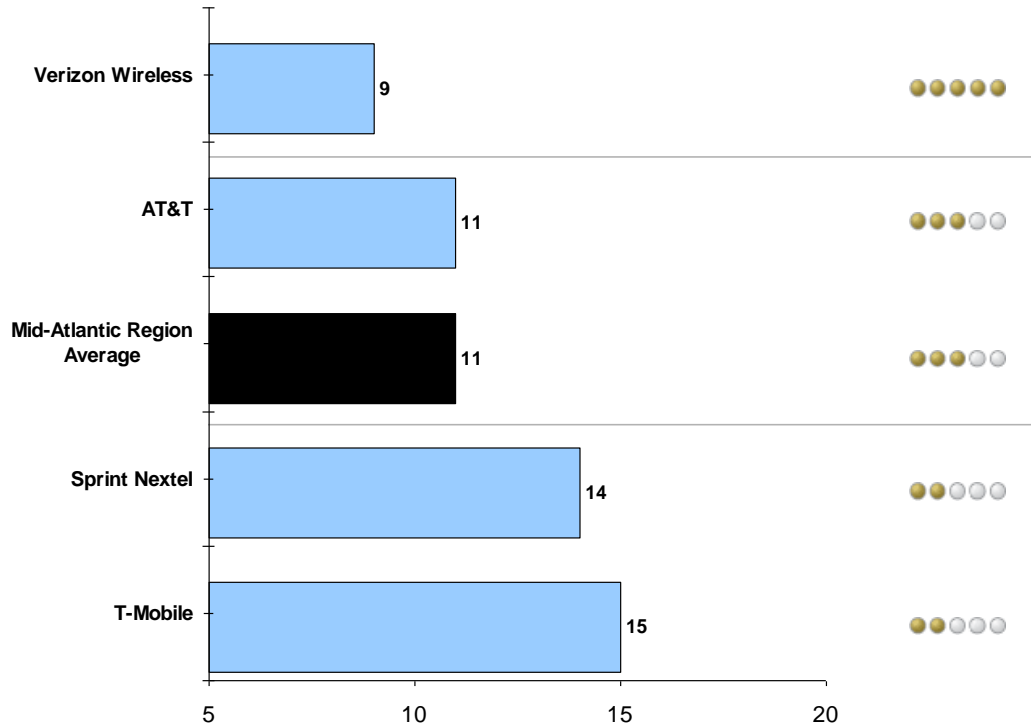
Source: J.D. Power 2014 U.S. Wireless Network Quality Performance StudySM—Volume 1

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Wireless Network Quality PP100 Rankings Mid-Atlantic Region

JDPower.com
Power Circle RatingsTM
for consumers:



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Note: Included in the Mid-Atlantic Region are Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia and West Virginia.

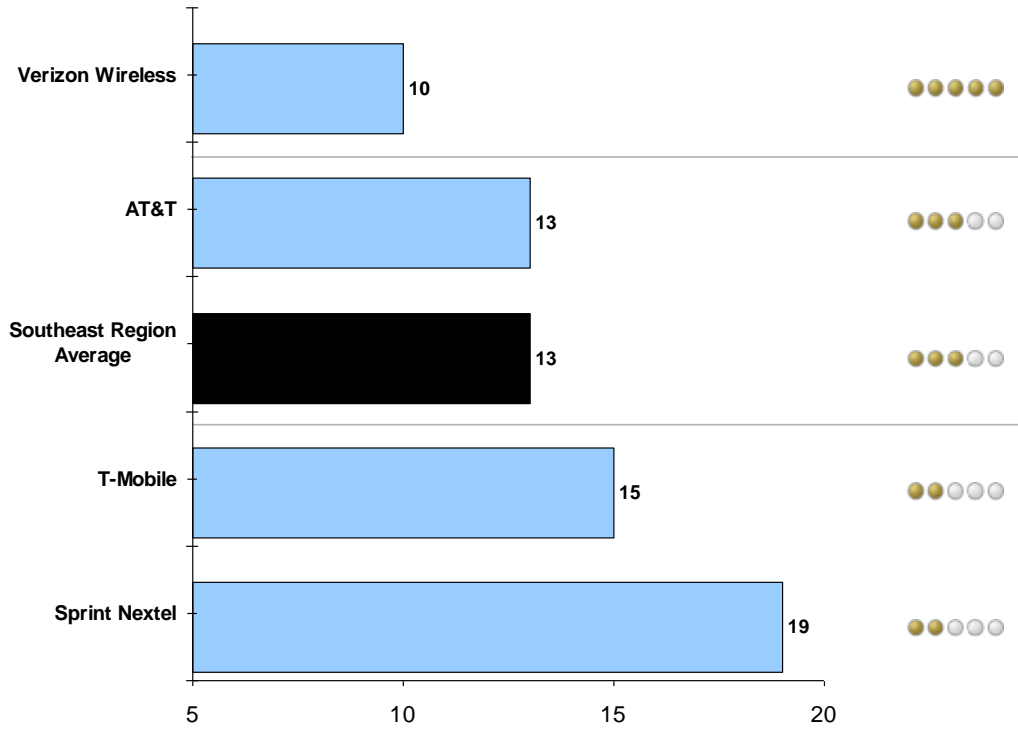
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Wireless Network Quality PP100 Rankings Southeast Region

JDPower.com
Power Circle RatingsTM
for consumers:



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Note: Included in the Southeast Region are Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee.

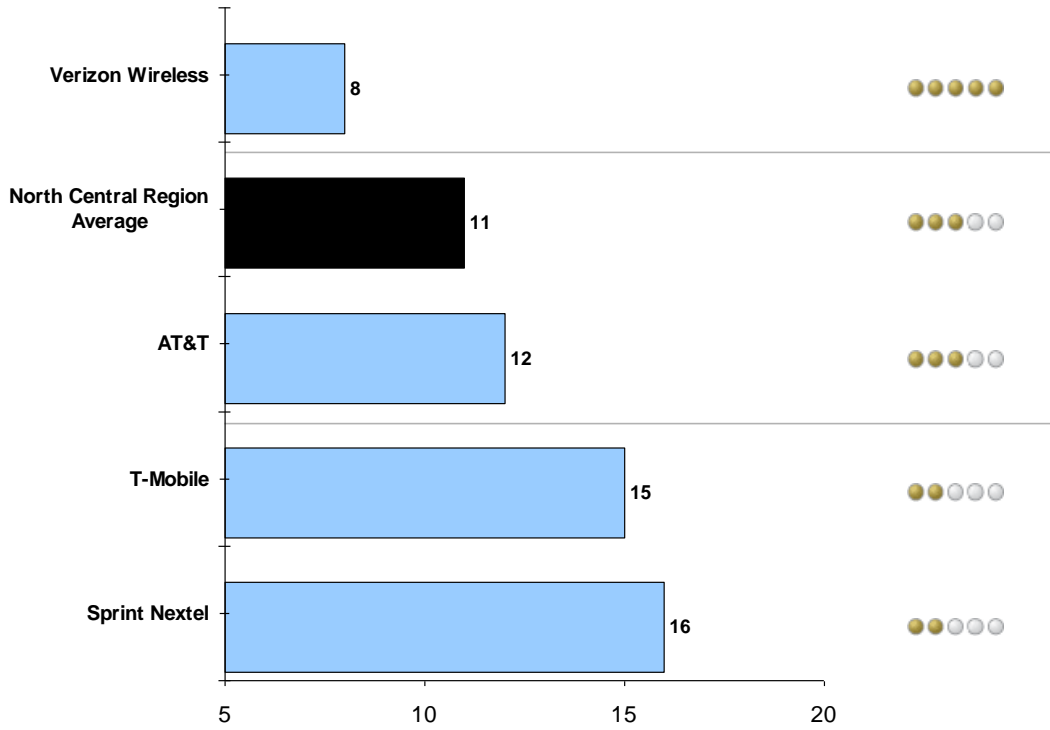
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Wireless Network Quality PP100 Rankings North Central Region

JDPower.com
Power Circle RatingsTM
for consumers:



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Note: Included in the North Central Region are Illinois, Indiana, Michigan, Ohio and Wisconsin.

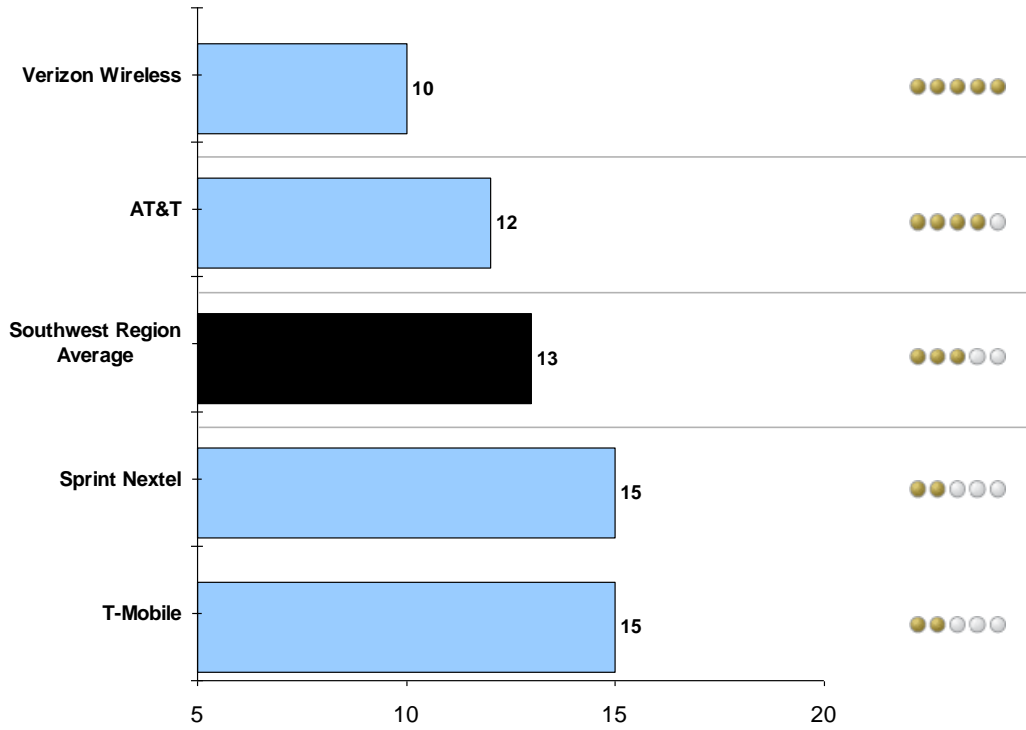
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Wireless Network Quality PP100 Rankings Southwest Region

JDPower.com
Power Circle RatingsTM
for consumers:



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Note: Included in the Southwest Region are Arkansas, Kansas, Missouri, Oklahoma and Texas.

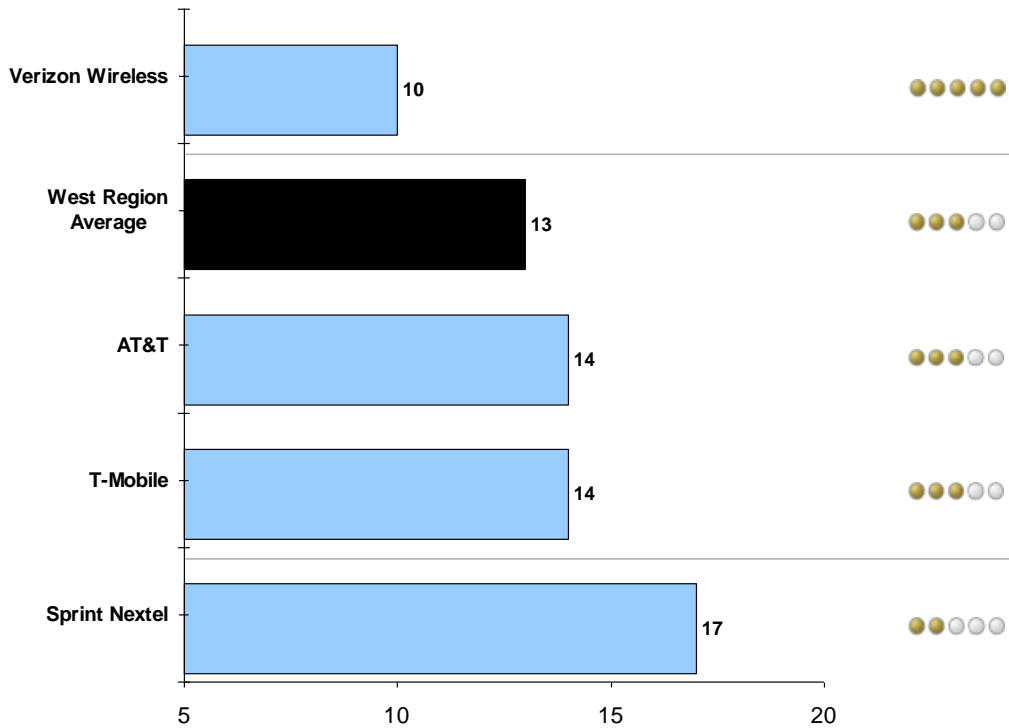
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Wireless Network Quality PP100 Rankings West Region

JDPower.com
Power Circle RatingsTM
for consumers:



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Note: Included in the West Region are Arizona, California, Colorado, Idaho, Iowa, Minnesota, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington and Wyoming.

Source: J.D. Power 2014 U.S. Wireless Network Quality Performance StudySM—Volume 1

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