Call Quality Should Continue to be High Priority for Wireless Carriers, J.D. Power Finds

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

TROY, Mich.: 26 Jan. 2021 — Although network performance and reliability remain the highest prioritization of network traffic for wireless carriers, wireless carriers should also continue to prioritize network traffic to call quality, as call issues remain the most-often-cited problem, according to the J.D. Power 2021 U.S. Wireless Network Quality Performance Study—Volume 1, released today, Call issues account for 12 problems per 100 mobile device connections (PP100).

“Mobile phones have evolved from their roots as a voice-only product to provide incredible network-connected, app-driven experiences,” said Ian Greenblatt, managing director at J.D. Power. “While there is room for an identifiable boost in call quality satisfaction, the hardware of modern phones are not the culprit of call quality problems: ensuring the prioritization of call quality within network traffic will improve their voice experiences, and with it, overall satisfaction.”

Study Rankings

Verizon Wireless ranks highest in all six regions covered in the study, achieving the lowest network quality problems per 100 connections (PP100) in call quality, messaging quality and data quality in each region.

The 2021 U.S. Wireless Network Quality Performance Study—Volume 1 is based on responses from 33,293 wireless customers. Carrier performance is examined in six regions: Mid-Atlantic, North Central, Northeast, Southeast, Southwest and West. In addition to evaluating the network quality experienced by customers with wireless phones. The study was fielded from July through December 2020.


See the online press release at http://www.jdpower.com/pr-id/2021004.

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world’s leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

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# # #

NOTE: Six charts follow.
Verizon Wireless 8
AT&T 9
T-Mobile 9
Region Average 9
Sprint 14

Note: Mid-Atlantic includes Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia and West Virginia.

Source: J.D. Power 2021 U.S. Wireless Network Quality Performance StudySM – Volume 1

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2021 U.S. Wireless Network Quality Performance StudySM – Volume 1

Brand Ranking

Problems per 100 Mobile Device Interactions (PP100)

North Central

<table>
<thead>
<tr>
<th>Brand</th>
<th>Problems per 100 Mobile Device Interactions (PP100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verizon Wireless</td>
<td>7</td>
</tr>
<tr>
<td>U.S. Cellular</td>
<td>8</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>9</td>
</tr>
<tr>
<td>Region Average</td>
<td>9</td>
</tr>
<tr>
<td>T-Mobile</td>
<td>10</td>
</tr>
<tr>
<td>Sprint</td>
<td>12</td>
</tr>
</tbody>
</table>

Note: North Central includes Illinois, Indiana, Michigan, Ohio and Wisconsin.

Source: J.D. Power 2021 U.S. Wireless Network Quality Performance StudySM – Volume 1

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2021 U.S. Wireless Network Quality Performance StudySM – Volume 1

Brand Ranking
Problems per 100 Mobile Device Interactions (PP100)
Northeast

<table>
<thead>
<tr>
<th>Brand</th>
<th>Problems per 100 Mobile Device Interactions (PP100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verizon Wireless</td>
<td>8</td>
</tr>
<tr>
<td>Region Average</td>
<td>9</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>11</td>
</tr>
<tr>
<td>T-Mobile</td>
<td>11</td>
</tr>
<tr>
<td>Sprint</td>
<td>14</td>
</tr>
</tbody>
</table>

Note: Northeast includes Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island and Vermont.

Source: J.D. Power 2021 U.S. Wireless Network Quality Performance StudySM – Volume 1

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2021 U.S. Wireless Network Quality Performance StudySM – Volume 1

Brand Ranking

Problems per 100 Mobile Device Interactions (PP100)

Southeast

Verizon Wireless

AT&T

Region Average

T-Mobile

Sprint

Note: Southeast includes Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee.

Source: J.D. Power 2021 U.S. Wireless Network Quality Performance StudySM – Volume 1

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**J.D. Power**

**2021 U.S. Wireless Network Quality Performance Study℠ – Volume 1**

**Brand Ranking**

*Problems per 100 Mobile Device Interactions (PP100)*

**Southwest**

- **Verizon Wireless**: 8
- **AT&T**: 9
- **Region Average**: 10
- **T-Mobile**: 12
- **Sprint**: 14

*Note: Southwest includes Arkansas, Kansas, Missouri, Oklahoma and Texas.*

*Source: J.D. Power 2021 U.S. Wireless Network Quality Performance Study℠ – Volume 1*

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Brand Ranking
Problems per 100 Mobile Device Interactions (PP100)

West

Verizon Wireless
8

AT&T
9

T-Mobile
9

Region Average
9

Sprint
14

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

Source: J.D. Power 2021 U.S. Wireless Network Quality Performance StudySM – Volume 1

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