Wireless Customers Experience Fewer Streaming and Data Problems as Device Usage Soars, J.D. Power Finds

Verizon Wireless Delivers Best Network Quality Across All Six U.S. Regions

TROY, Mich.: 15 July 2021 — The average U.S. wireless customer now spends 110 minutes per day using their phone, a 5-minute increase from January of this year. Despite the increased usage on everything from streaming audio to browsing content to gaming, the J.D. Power 2021 U.S. Wireless Network Quality Performance Study—Volume 2, released today, finds that data and streaming problems have decreased.

"It’s no surprise that customers are spending more time than ever on their phones, but the fact that this increase is occurring without a corresponding increase in cited network quality problems is an encouraging development for the industry," said Ian Greenblatt, managing director at J.D. Power. “Ultimately, what we’re seeing is a combination of improvements from carriers and manufacturers and an increasing level of sophistication among consumers when it comes to getting the most from their wireless devices.”

Study Results

Verizon Wireless ranks highest in all six regions evaluated in the study, achieving the fewest network quality problems per 100 connections (PP100) in call quality; messaging quality; and data quality in the Mid-Atlantic, North Central, Northeast, Southeast, Southwest and West regions.

The 2021 U.S. Wireless Network Quality Performance Study—Volume 2 is based on responses from 32,403 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 also measures the network performance of tablets and mobile broadband devices. The study was fielded from January through June 2021.


To view the online press release, please visit http://www.jdpower.com/pr-id/2021075.

About J.D. Power

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.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit JDPower.com/business. The J.D. Power auto shopping tool can be found at JDPower.com.

Media Relations Contacts
Geno Effler, J.D. Power; West Coast; 714-621-6224; media.relations@jdpa.com
John Roderick; East Coast; 631-584-2200; john@jroderick.com

# # #

NOTE: Six charts follow.
J.D. Power
2021 U.S. Wireless Network Quality Performance Study<sup>SM</sup> – Volume 2

Brand Ranking
Problems per 100 Mobile Device Interactions (PP100)

Mid-Atlantic

<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>T-Mobile</td>
<td>9</td>
</tr>
<tr>
<td>Region Average</td>
<td>9</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>10</td>
</tr>
<tr>
<td>Sprint</td>
<td>14</td>
</tr>
</tbody>
</table>

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 Study<sup>SM</sup> – Volume 2

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.
J.D. Power

Brand Ranking
Problems per 100 Mobile Device Interactions (PP100)
North Central

- **Verizon Wireless**: 8
- **Region Average**: 9
- **AT&T**: 10
- **U.S. Cellular**: 10
- **T-Mobile**: 11
- **Sprint**: 13

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

**Source**: J.D. Power 2021 U.S. Wireless Network Quality Performance StudySM – Volume 2

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.
J.D. Power

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

Verizon Wireless
8

T-Mobile
9

Region Average
9

AT&T
10

Sprint
11

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


Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.
Brand Ranking

Problems per 100 Mobile Device Interactions (PP100)

Southeast

- Verizon Wireless: 8
- AT&T: 10
- T-Mobile: 10
- Region Average: 10
- Sprint: 13

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


Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.
J.D. Power
2021 U.S. Wireless Network Quality Performance Study\textsuperscript{SM} – Volume 2

Brand Ranking

Problems per 100 Mobile Device Interactions (PP100)

Southwest

<table>
<thead>
<tr>
<th>Brand</th>
<th>Problems per 100 Mobile Device Interactions (PP100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verizon Wireless</td>
<td>9</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>11</td>
</tr>
<tr>
<td>Region Average</td>
<td>11</td>
</tr>
<tr>
<td>Sprint</td>
<td>13</td>
</tr>
<tr>
<td>T-Mobile</td>
<td>13</td>
</tr>
</tbody>
</table>

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

Source: J.D. Power 2021 U.S. Wireless Network Quality Performance Study\textsuperscript{SM} – Volume 2

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.
J.D. Power

Brand Ranking

Problems per 100 Mobile Device Interactions (PP100)

West

- **Verizon Wireless**
  - 8
- **T-Mobile**
  - 10
- **Region Average**
  - 10
- **AT&T**
  - 11
- **Sprint**
  - 13

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


Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.