Wireless Router Satisfaction Gets a Boost, Thanks to Satisfaction with Wi-Fi Range, J.D. Power Finds

Asus Ranks Highest in Customer Satisfaction

TROY, Mich.: 4 Nov. 2021 — Overall customer satisfaction with wireless routers increases to 884 (on a 1,000-point scale) from 826 in 2020, according to the J.D. Power 2021 Wireless Router Satisfaction Report, released today. Wi-Fi range satisfaction, the most heavily weighted factor in the study, jumps 20 points to 851 from 831 in 2020.

The 10 factors measured in the 2021 report include (in order of importance): Wi-Fi range; reliability; speed of upload/download; restore connection easily; security capabilities; price; ease of set-up; variety of features; intuitive user interface; and customer service.

“The year 2020 was a rough one for router manufacturers as many more people were working from home and noticing the limits of their Wi-Fi router,” said Ian Greenblatt, managing director at J.D. Power. “This led to a decrease in overall satisfaction. Customers are now settling in and appreciating their wireless connections. The study results also show an increase in customer service satisfaction, meaning that customer service representatives are doing a solid job at resolving customer issues.”

Study Ranking

Asus (859) ranks highest in customer satisfaction with wireless routers. TP-Link (855) ranks second and ARRIS (853) ranks third.

The 2021 Wireless Router Satisfaction Report, now in its sixth year, is based on responses from 1,256 current owners of wireless routers who purchased their device during the 12-month period prior to report fielding in September-October 2021.


See the online press release at http://www.jdpower.com/pr-id/2021125.

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.

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NOTE: One chart follows.
J.D. Power
2021 Wireless Router Satisfaction Report®

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

Asus 859
TP-Link 855
ARRIS 853
Motorola 847
Industry Average 844
Linksys 840
Netgear 839

Source: J.D. Power 2021 Wireless Router Satisfaction Report®

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