

J.D. Power: New Wireless Carrier Benchmark Study Highlights Importance of Strong Value PropositionT-Mobile, Consumer Cellular and Mint Mobile Rank Highest in Respective Segments

TROY, Mich.: 31 July 2025 — J.D. Power today announced the results of the inaugural U.S. Wireless Carrier Satisfaction Study,SM a new syndicated benchmark study that examines customer experiences spanning products, customer service and network quality. Based on industry feedback, the study categorizes the wireless market by operator type—Mobile Network Operators (MNOs) and Mobile Virtual Network Operators (MVNOs)—and by the customer billing model, distinguishing between prepaid (customers pay in advance) and postpaid (customers are billed based on usage).

“This new study is a window into the complete customer journey with their wireless carrier,” said **Carl Lepper, senior director of technology, media and telecom at J.D. Power**. “The findings show that value is the most important driver of the overall experience, followed closely by service quality. These two dimensions are central to our new model—and for good reason. As the market expands with a wide variety of brands designed to meet diverse customer needs, expectations are rising—not just for strong network performance, but also for service plans that reflect individual preferences.”

Study Rankings

T-Mobile ranks highest in the mobile network operators—postpaid segment with a score of 626 (on a 1,000-point scale). The segment average is 593.

T-Mobile ranks highest in the mobile network operators—prepaid segment with a score of 617. The segment average is 601.

Consumer Cellular ranks highest in the mobile virtual network operators—postpaid segment with a score of 726. **Google Fi Wireless** (671) ranks second.

Mint Mobile ranks highest in the mobile virtual network operators—prepaid segment with a score of 716. **Visible by Verizon** (708) ranks second and **Cricket** (653) ranks third.

The 2025 U.S. Wireless Carrier Satisfaction Study is a combination of two former studies, the U.S. Wireless Customer Care Satisfaction Study and the U.S. Wireless Retail Experience Satisfaction Study. Starting in 2026, the study will be published in two volumes. The study is based on feedback from 56,450 customers, capturing their experiences with their wireless service providers. The study evaluates performance across eight key dimensions: value for price paid; quality of service; trust; ease of doing business; customer service; product and service offerings; digital tools; and problem resolution. The study was fielded December 2024 through May 2025.

For more information about the U.S. Wireless Carrier Satisfaction Study, visit <https://www.jdpower.com/business/wireless-carrier-satisfaction-study>.

To view the online press release, please visit <http://www.jdpower.com/pr-id/2025083>.

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 55 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](https://www.jdpower.com/business). The J.D. Power auto-shopping tool can be found at [JDPower.com](https://www.jdpower.com).

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About J.D. Power and Advertising/Promotional Rules: www.jdpower.com/business/about-us/press-release-info

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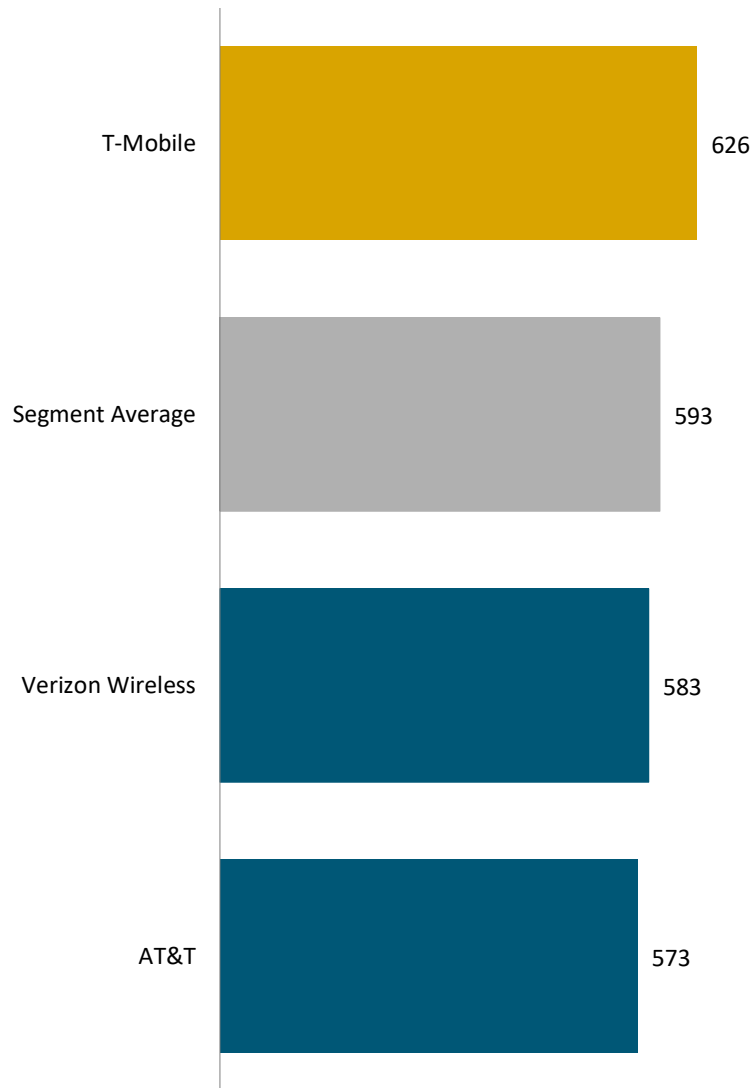
Note: Four charts follow.

J.D. Power 2025 U.S. Wireless Carrier Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Mobile Network Operators—Postpaid



Source: J.D. Power 2025 U.S. Wireless Carrier Satisfaction StudySM

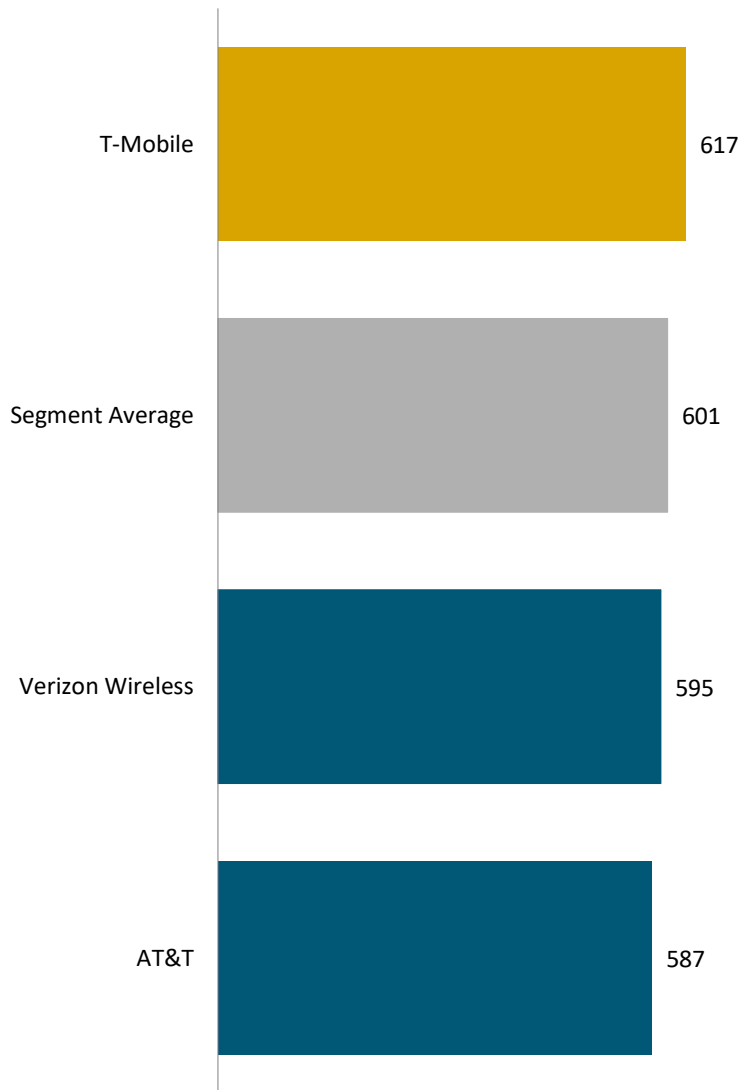
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J.D. Power 2025 U.S. Wireless Carrier Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Mobile Network Operators—Prepaid



Source: J.D. Power 2025 U.S. Wireless Carrier Satisfaction StudySM

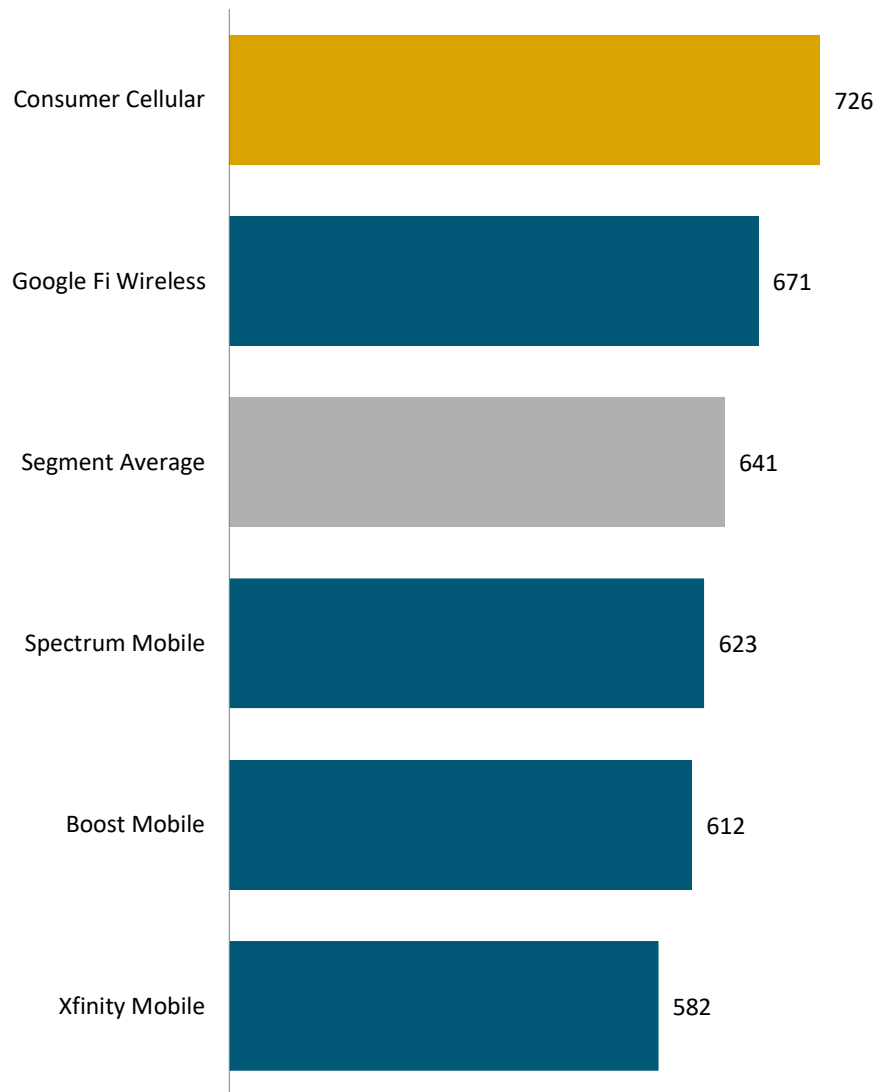
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Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Mobile Virtual Network Operators—Postpaid



Source: J.D. Power 2025 U.S. Wireless Carrier Satisfaction StudySM

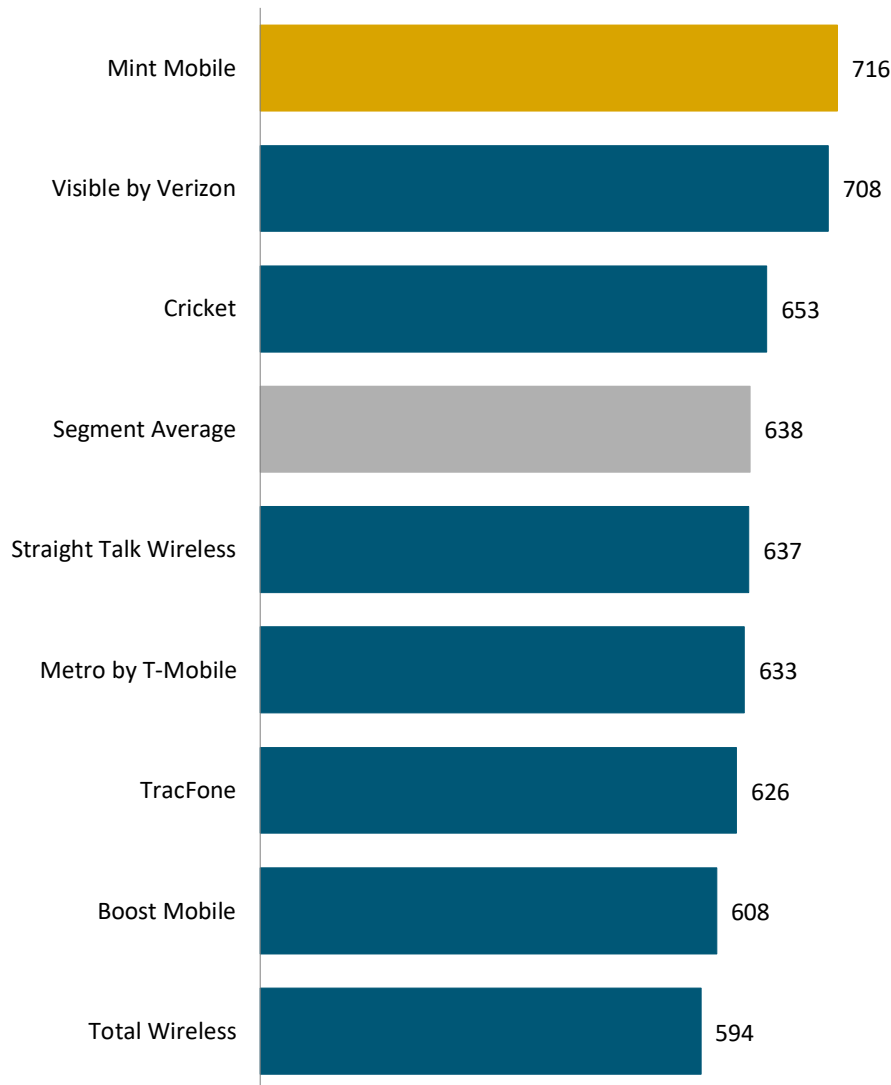
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Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Mobile Virtual Network Operators—Prepaid



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