

# Prepaid Carrier & MVNO Report

Understanding consumer attitudes and what drives loyalty

## Report Summary

The HarrisX Prepaid Carrier & MVNO Report provides a deep understanding of the prepaid telecom market, as well as MVNOs, exploring changes in consumer perceptions, loyalty, and their impact on prepaid carrier share.

## Business Questions Answered

- ✓ What is the perception and satisfaction with carriers and mobile devices?
- ✓ What is driving consumer satisfaction?
- ✓ What is the demographic profile of prepaid consumers?
- ✓ Where are prepaid carriers grabbing share from?
- ✓ What does device share look like among these subscribers?

## Key Metrics

- Market Share
- Consumer Demographics
- Path to Purchase
- Satisfaction, Loyalty, and Perception KPIs

## Sample (quarterly)

- Tracfone (n=~3,400)
- Straight Talk (n=~2,300)
- Metro by T-Mobile (MetroPCS) (n=5,700)
- Boost Mobile (n=2,700)
- Cricket (n=2,500)
- Consumer Cellular (n=1,500)
- ....and others

## Delivery

- PowerPoint Report

## Client Benefits

Benchmark satisfaction across competitors

Determine drivers of best performing metrics across competitors

Understand shifts in market share, and consumer base that is driving the shifts

Analyze differences between prepaid and postpaid consumers

**Investment: \$10,000**

## SAMPLE INSIGHTS

Prepaid subscribers prioritize price over reputation or network quality when choosing their provider

