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

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

<table>
<thead>
<tr>
<th>Metric</th>
<th>Prepaid</th>
<th>Postpaid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price/ Promotion/ Cost</td>
<td>43%</td>
<td>21%</td>
</tr>
<tr>
<td>Service Plan Type</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Reputation/ Recommendation</td>
<td>9%</td>
<td>15%</td>
</tr>
<tr>
<td>Billing/ Payment Options/ Credit</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Data Network Quality</td>
<td>7%</td>
<td>11%</td>
</tr>
<tr>
<td>Voice Network Quality</td>
<td>5%</td>
<td>12%</td>
</tr>
<tr>
<td>Customer Service</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Specific Phone/ Feature</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Bundling with other Services</td>
<td>1%</td>
<td>3%</td>
</tr>
</tbody>
</table>

HarrisX is a boutique market research and consulting services company focused on telecom, media, and technology with focus in syndicated survey research, claims substantiation studies, retail analytics, message testing, and passive behavior measurement.