



Mobile customer satisfaction: consumer survey



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About this report

This report uses the results of our consumer survey to provide an analysis of the data usage of smartphone users in Europe, North America, Asia-Pacific and South Africa.

The survey was conducted in association with Dynata between July and August 2022. The survey groups were chosen to be representative of the internet-using population in the above-mentioned regions. We set quotas on age, gender and geographical spread to that effect. There were at least 1000 respondents per country.

For the survey questions asked in this report, see slide 43.

KEY QUESTIONS ANSWERED IN THIS REPORT

- What are operators' Net Promoter Scores (NPSs) and how are they changing over time?
- How satisfied are consumers with operators':
 - price?
 - network coverage?
 - data speed?
 - customer service?



GEOGRAPHICAL COVERAGE

- **Western Europe (WE):** France, Germany, Italy, Spain, Sweden and the UK
- **Central and Eastern Europe (CEE):** Poland and Turkey
- **North America (NA):** USA
- **Developed Asia-Pacific (DVAP):** Australia and New Zealand
- **Emerging Asia-Pacific (EMAP):** Malaysia and the Philippines
- **Africa:** South Africa



WHO SHOULD READ THIS REPORT

- Operator-based strategy executives and marketing managers who are interested in understanding consumer satisfaction.



Contents



Key findings

Summary

Western Europe

Central and Eastern Europe

North America





Asia–Pacific

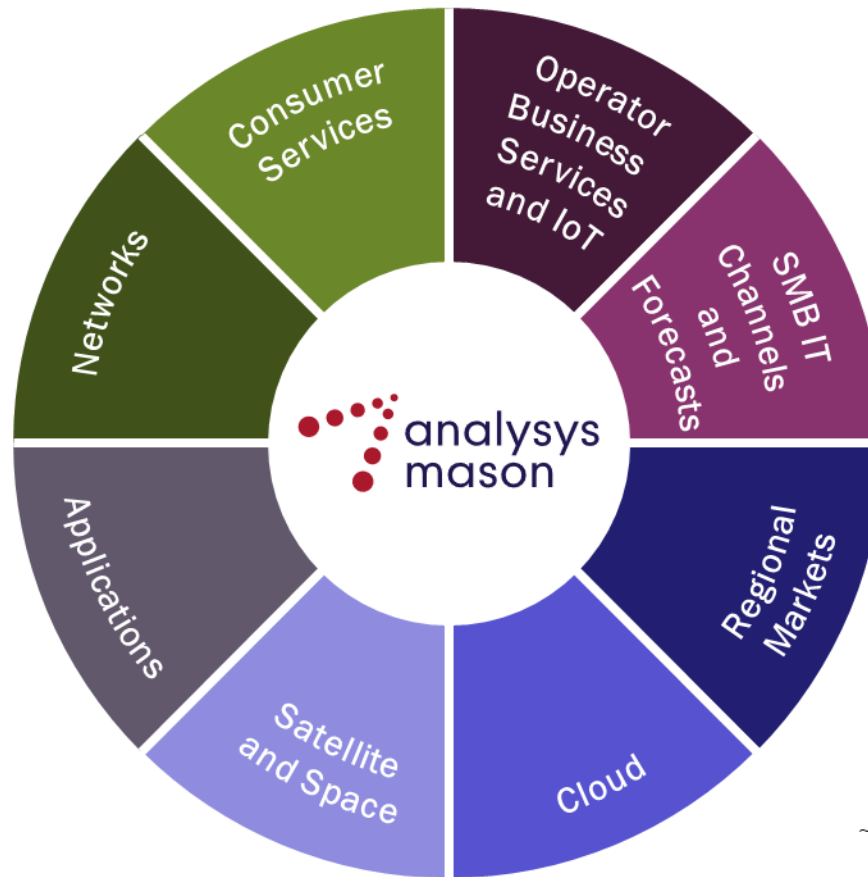
Africa

Methodology and panel information

About the author and Analysys Mason

Our research services

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 - Fixed-Mobile Convergence
 - Smart Devices
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 - Next-Generation Wireless Networks
 - Wireless Infrastructure Strategies
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 - Monetisation Platforms
 - Digital Experience
 - Automated Assurance
 - Service Design and Orchestration
 - Telecoms Software Market Shares
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Satellite and Space
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 - Space Applications and Infrastructure



- Operator Business Services and IoT**
 - Enterprise Services
 - SME Services
 - IoT Services
 - Private Networks
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SMB IT Channels and Forecasts
 - Cyber Security
 - SMB Technology Forecaster
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 - Americas
 - Asia-Pacific
 - Middle East and Africa
 - European Core Forecasts
 - European Telecoms Market Matrix
 - European Country Reports
- 
Cloud
 - Cloud Infrastructure Strategies
 - Data, AI and Development Platforms
 - Edge and Media Platforms
 - Multi-Cloud Networking
- 
DataHub
 - ~2800 forecast and 280+ historical metrics
 - Regional results and worldwide totals
 - Operator historical data

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