

WIRELESS 3-STORE COMPARISON STUDY (STORE RANKING/POST- ASSESSMENT/PROFILE)

INSTRUCTIONS • QUESTIONNAIRE

- This is a full day anonymous mystery shop/research study.
- You are required to visit 3 wireless provider stores in the same day (no exceptions).
- The 3 stores will be close in proximity for comparison purposes.
- You will interact with employees by being or posing as a potential new phone customer.
- The purpose is to evaluate store appearance, employee engagement and sales practices and compare the service experience.
- You will submit 5 questionnaires in the following order:
- BEFORE the 3 store visits, first submit:
 - Report #1 = Pre-Assessment questions (46 questions).
- AFTER the 3 store visits, submit 4 reports in the following order:
 - Report #2 = Observations of store #1 (101 questions)
 - Report #3 = Observations of store #2 (same 101 questions)
 - Report #4 = Observations of store #3 (same 101 questions)
 - Report #5 = Store ranking/post-assessment/profile questions (105 questions)
- You will receive 5 shop confirmations for this assignment (one for each required segment).
- Store visits are expected to take 20-40 minutes, depending on # of customers present.
- No purchase is required and you will not be reimbursed for any purchase made.
- If you accept the assignment, you are agreeing to visit all 3 stores on the same day and fill out all 5 questionnaires for payment to be made.



General Requirements

- Follow the instructions outlined in the 3 store visit shop confirmations.
- This is the last questionnaire you will fill out (after all 3 store visit reports are submitted).
- The purpose is to rank the 3 stores on 10 service metrics by top, middle, and bottom preference based on your experiences at each location, and to answer post-visit questions.



3-WAY RANKING/POST-ASSESSMENT/PROFILE QUESTIONNAIRE

Shop date: Enter the date you completed the in-store visits.

Start time: Enter the time you started the first in-store visit.

End time: Enter the time you completed the last in-store visit.

Store Type

1. Please confirm which store types you visited as part of this assignment:

- | | |
|---|--|
| ☐ AT&T (corporate) | ☐ T-Mobile (3rd party authorized retailer) |
| ☐ AT&T (3rd party authorized retailer) | ☐ Verizon (corporate) |
| ☐ T-Mobile (corporate) | ☐ Verizon (3 rd party authorized retailer) |

3-Way Ranking (Employee Availability)

2. What was the top ranked (Rank 1) location for employee availability and/or experience while waiting?

- | | |
|--|--|
| ☐ AT&T or T-Mobile | ☐ Verizon (3 rd party authorized retailer) |
| ☐ Verizon (corporate) | ☐ All three seemed EXACTLY equal |

3. What was the middle ranked (Rank 2) location for employee availability and/or experience while waiting?

- | | |
|--|--|
| ☐ AT&T or T-Mobile | ☐ Verizon (3rd party authorized retailer) |
| ☐ Verizon (corporate) | ☐ All three seemed EXACTLY equal |

4. What was the bottom ranked (Rank 3) location for employee availability and/or experience while waiting?

- | | |
|--|--|
| ☐ AT&T or T-Mobile | ☐ Verizon (3rd party authorized retailer) |
| ☐ Verizon (corporate) | ☐ All three seemed EXACTLY equal |

5. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Understanding Needs)

6. What was the top ranked (Rank 1) location for how good the employee was at asking questions to understand your specific needs?

- | | |
|--|--|
| ☐ AT&T or T-Mobile | ☐ Verizon (3rd party authorized retailer) |
| ☐ Verizon (corporate) | ☐ All three seemed EXACTLY equal |

7. What was the middle ranked (Rank 2) location for how good the employee was at asking questions to understand your specific needs?

- | | |
|--|--|
| ☐ AT&T or T-Mobile | ☐ Verizon (3rd party authorized retailer) |
| ☐ Verizon (corporate) | ☐ All three seemed EXACTLY equal |

8. What was the bottom ranked (Rank 3) location for how good the employee was at asking questions to understand your specific needs?

- | | |
|--|--|
| ☐ AT&T or T-Mobile | ☐ Verizon (3rd party authorized retailer) |
| ☐ Verizon (corporate) | ☐ All three seemed EXACTLY equal |

9. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Employee Personality)

10. What was the top ranked (Rank 1) location for how appealing the employee's personality was (they were friendly and easy to interact with)?

☐ AT&T or T-Mobile ☐ Verizon (3rd party authorized retailer)
☐ Verizon (corporate) ☐ All three seemed EXACTLY equal

11. What was the middle ranked (Rank 2) location for how appealing the employee's personality was (they were friendly and easy to interact with)?

☐ AT&T or T-Mobile ☐ Verizon (3rd party authorized retailer)
☐ Verizon (corporate) ☐ All three seemed EXACTLY equal

12. What was the bottom ranked (Rank 3) location for how appealing the employee's personality was (they were friendly and easy to interact with)?

☐ AT&T or T-Mobile ☐ Verizon (3rd party authorized retailer)
☐ Verizon (corporate) ☐ All three seemed EXACTLY equal

13. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Device Recommendations)

14. What was the top ranked (Rank 1) location for the employee's ability to establish trust in their knowledge and recommendations related to DEVICES (phones, tablets, etc.)?

☐ AT&T or T-Mobile ☐ Verizon (3rd party authorized retailer)
☐ Verizon (corporate) ☐ All three seemed EXACTLY equal

15. What was the middle ranked (Rank 2) location for the employee's ability to establish trust in their knowledge and recommendations related to DEVICES (phones, tablets, etc.)?

☐ AT&T or T-Mobile ☐ Verizon (3rd party authorized retailer)
☐ Verizon (corporate) ☐ All three seemed EXACTLY equal

16. What was the bottom ranked (Rank 3) location for the employee's ability to establish trust in their knowledge and recommendations related to DEVICES (phones, tablets, etc.)?

☐ AT&T or T-Mobile ☐ Verizon (3rd party authorized retailer)
☐ Verizon (corporate) ☐ All three seemed EXACTLY equal

17. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Service Plan Recommendations)

18. What was the top ranked (Rank 1) location based on the employee's ability to establish trust in their knowledge and recommendations related to explaining SERVICE PLANS (including features, benefits, etc.)?

☐ AT&T or T-Mobile ☐ Verizon (3rd party authorized retailer)
☐ Verizon (corporate) ☐ All three seemed EXACTLY equal

19. What was the middle ranked (Rank 2) location based on the employee's ability to establish trust in their knowledge and recommendations related to explaining SERVICE PLANS

(including features, benefits, etc.)?

- ☐ AT&T or T-Mobile
☐ Verizon (corporate)

- ☐ Verizon (3rd party authorized retailer)
☐ All three seemed EXACTLY equal

20. What was the bottom ranked (Rank 3) location based on the employee's ability to establish trust in their knowledge and recommendations related to explaining SERVICE PLANS (including features, benefits, etc.)?

- ☐ AT&T or T-Mobile
☐ Verizon (corporate)

- ☐ Verizon (3rd party authorized retailer)
☐ All three seemed EXACTLY equal

21. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Closing the Sale Attempt)

22. What was the top ranked (Rank 1) location based on the employee's ability to make a greater effort to get you to actually sign up for their service/plan today?

Answer based on which location's employee did a better job of asking for the sale, providing a reason to buy today, and not just handing you their card and saying, "Come back when you're ready."

- ☐ AT&T or T-Mobile
☐ Verizon (corporate)

- ☐ Verizon (3rd party authorized retailer)
☐ All three seemed EXACTLY equal

23. What was the middle ranked (Rank 2) location based on the employee's ability to make a greater effort to get you to actually sign up for their service/plan today?

Answer based on which location's employee did a better job of asking for the sale, providing a reason to buy today, and not just handing you their card and saying, "Come back when you're ready."

- ☐ AT&T or T-Mobile
☐ Verizon (corporate)

- ☐ Verizon (3rd party authorized retailer)
☐ All three seemed EXACTLY equal

24. What was the bottom ranked (Rank 3) location based on the employee's ability to make a greater effort to get you to actually sign up for their service/plan today?

Answer based on which location's employee did a better job of asking for the sale, providing a reason to buy today, and not just handing you their card and saying, "Come back when you're ready."

- ☐ AT&T or T-Mobile
☐ Verizon (corporate)

- ☐ Verizon (3rd party authorized retailer)
☐ All three seemed EXACTLY equal

25. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Effort to Maintain Contact)

26. What was the top ranked (Rank 1) location based on the employee's effort to maintain contact with you after today?

Answer based on which location's employees did a better job asking for your contact information or providing theirs to allow you to contact them later.

- ☐ AT&T or T-Mobile
☐ Verizon (corporate)

- ☐ Verizon (3rd party authorized retailer)
☐ All three seemed EXACTLY equal

27. What was the middle ranked (Rank 2) location based on the employee's effort to maintain contact with you after today?

Answer based on which location's employees did a better job asking for your contact information or providing theirs to allow you to contact them later.

- ☐ AT&T or T-Mobile

- ☐ Verizon (corporate)

☐ Verizon (3rd party authorized retailer)

☐ All three seemed EXACTLY equal

28. What was the bottom ranked (Rank 3) location based on the employee's effort to maintain contact with you after today?

Answer based on which location's employees did a better job asking for your contact information or providing theirs to allow you to contact them later.

☐ AT&T or T-Mobile

☐ Verizon (3rd party authorized retailer)

☐ Verizon (corporate)

☐ All three seemed EXACTLY equal

29. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Store Atmosphere)

30. What was the top ranked (Rank 1) location based on the store's atmosphere?

Answer based on the overall environment, including staff, store layout, and sounds that made it feel welcoming and comfortable.

☐ AT&T or T-Mobile

☐ Verizon (3rd party authorized retailer)

☐ Verizon (corporate)

☐ All three seemed EXACTLY equal

31. What was the middle ranked (Rank 2) location based on the store's atmosphere?

Answer based on the overall environment, including staff, store layout, and sounds that made it feel welcoming and comfortable.

☐ AT&T or T-Mobile

☐ Verizon (3rd party authorized retailer)

☐ Verizon (corporate)

☐ All three seemed EXACTLY equal

32. What was the bottom ranked (Rank 3) location based on the store's atmosphere?

Answer based on the overall environment, including staff, store layout, and sounds that made it feel welcoming and comfortable.

☐ AT&T or T-Mobile

☐ Verizon (3rd party authorized retailer)

☐ Verizon (corporate)

☐ All three seemed EXACTLY equal

33. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Store Appearance)

34. What was the top ranked (Rank 1) location based on the store's appearance?

Answer based on whether the store was well maintained and clean versus disorganized or outdated.

☐ AT&T or T-Mobile

☐ Verizon (3rd party authorized retailer)

☐ Verizon (corporate)

☐ All three seemed EXACTLY equal

35. What was the middle ranked (Rank 2) location based on the store's appearance?

Answer based on whether the store was well maintained and clean versus disorganized or outdated.

☐ AT&T or T-Mobile

☐ Verizon (3rd party authorized retailer)

☐ Verizon (corporate)

☐ All three seemed EXACTLY equal

36. What was the bottom ranked (Rank 3) location based on the store's appearance?

Answer based on whether the store was well maintained and clean versus disorganized or outdated.

☐ AT&T or T-Mobile

☐ Verizon (3rd party authorized retailer)

☐ Verizon (corporate)

☐ All three seemed EXACTLY equal

37. Please describe what factors most influenced your ranking (this may focus on how you

viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Preferred Store for Sign-up)

38. What was the top ranked (Rank 1) location based on which you would go to if you were personally signing up for new service or buying a new device?

- | | |
|--|--|
| ☐ AT&T or T-Mobile | ☐ Verizon (3rd party authorized retailer) |
| ☐ Verizon (corporate) | ☐ All three seemed EXACTLY equal |

39. What was the middle ranked (Rank 2) location based on which you would go to if you were personally signing up for new service or buying a new device?

- | | |
|--|--|
| ☐ AT&T or T-Mobile | ☐ Verizon (3rd party authorized retailer) |
| ☐ Verizon (corporate) | ☐ All three seemed EXACTLY equal |

40. What was the bottom ranked (Rank 3) location based on which you would go to if you were personally signing up for new service or buying a new device?

- | | |
|--|--|
| ☐ AT&T or T-Mobile | ☐ Verizon (3rd party authorized retailer) |
| ☐ Verizon (corporate) | ☐ All three seemed EXACTLY equal |

41. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

Post-Assessment Questions

42. What company do you currently get your wireless service through?

Select one. If you have more than one provider, please answer based on the provider you utilize most.

- | | |
|---|--|
| ☐ AT&T | ☐ Total by Verizon |
| ☐ T-Mobile | ☐ Cricket Wireless |
| ☐ Verizon | ☐ Boost Mobile |
| ☐ US Cellular | ☐ Metro by T-Mobile |
| ☐ Xfinity | ☐ Straight Talk |
| ☐ Spectrum | ☐ Tracfone |
| ☐ Optimum | ☐ GoSmart Mobile |
| ☐ Cox Communications | ☐ Page Plus |
| ☐ Google Fi | ☐ Simple Mobile |
| ☐ Reach Mobile | ☐ Consumer Cellular |
| ☐ Boost Infinite | ☐ Mint Mobile |
| ☐ Visible | ☐ Other service provider not listed |

43. If Other, what company do you currently get your wireless service through?

44. Approximately how much is your typical TOTAL monthly bill for wireless service, including any device payments, add-ons, and taxes?

- | | |
|---------------------------------------|--|
| ☐ \$25 or less | ☐ \$175 |
| ☐ \$50 | ☐ \$200 |
| ☐ \$75 | ☐ \$225 |
| ☐ \$100 | ☐ \$250 |
| ☐ \$125 | ☐ \$275 |
| ☐ \$150 | ☐ \$300 or more |

45. How is your plan billed?

- ☐ Someone else pays for it
- ☐ Pre-paid: I pay a fixed amount in advance before using the service
- ☐ Post-paid: I pay a monthly bill after using the service
- ☐ I do not know

46. What other service providers, if any, have you used in the past 5 years?

Select all that apply.

- | | |
|---|---|
| ☐ AT&T | ☐ Total by Verizon |
| ☐ T-Mobile | ☐ Cricket Wireless |
| ☐ Verizon | ☐ Boost Mobile |
| ☐ US Cellular | ☐ Metro by T-Mobile |
| ☐ Xfinity | ☐ Straight Talk |
| ☐ Spectrum | ☐ Tracfone |
| ☐ Optimum | ☐ GoSmart Mobile |
| ☐ Cox Communications | ☐ Page Plus |
| ☐ Google Fi | ☐ Simple Mobile |
| ☐ Reach Mobile | ☐ Consumer Cellular |
| ☐ Boost Infinite | ☐ Mint Mobile |
| ☐ Visible | ☐ Other service not listed |

47. If Other, what service providers have you used in the past 5 years?

48. What type of service plan do you currently have?

- | | |
|--|--|
| ☐ Personal plan where I or my household pays the bill | ☐ Business plan where my business pays the bill (my personal business or a family business) |
| ☐ Personal plan where someone else pays the bill (friend or family member outside of the household) | ☐ Business plan where my employer pays the bill (a company I work for) |
| | ☐ Other |
| | ☐ I do not know |

49. If Other, please describe the type of service plan you currently have:

50. What best describes the level of service plan you currently have?

- | | |
|--|---|
| ☐ ENTRY LEVEL: Less expensive or basic service | ☐ PREMIUM: Higher priced with more upgraded features or benefits |
| ☐ MID-TIER: Mid-priced with some added features | ☐ I do not know |

51. Are you free to cancel your service plan at any time without having to pay any fees or pay off any devices you own?

- | | |
|--|---|
| ☐ I am free to cancel any time, without fees, and all of my devices are fully paid off | ☐ I have an early termination fee, but all of my devices are paid off |
| ☐ I am free to cancel without a fee, but I owe money on one or more devices and would need to pay those off | ☐ I have an early termination fee and still owe money on one or more devices |
| | ☐ I do not know |

52. When was the last time you made any changes to your service plan (adding a new line, adding a new service, or switching to a different 'package')?

- | | |
|---|--|
| ☐ 6 months ago or less | ☐ 3 years ago |
| ☐ 1 year ago | ☐ 4 years ago |
| ☐ 2 years ago | ☐ 5 or more years ago |

53. Which of these features or benefits, if any, are included in your current service?

Select all that apply.

- | | |
|--|---|
| ☐ I do not know all the features and benefits | ☐ Discounts for events or experiences |
| ☐ Streaming video services | ☐ Discounts for other products or services |
| ☐ Streaming music services | ☐ Other |
| ☐ Cloud or off-devices storage | ☐ None of the above |
| ☐ Call filtering (anti-spam) | |

54. What discounts for other products or services are included in your current service?

55. What other features or benefits are included in your current service?

Phone Profiling Questions

56. What type of mobile phone do you personally use?

If you use more than one phone, select the one you use most. This section asks you to reflect on the entire mystery shop across all three retailers and consider how it has changed your personal perception of your current wireless service plan or phone. After you provide basic information about your plan, please answer the remaining questions based on how the experience changed (or did not change) how you think or feel about your wireless service.

- | | |
|---------------------------------------|----------------------------------|
| ☐ Apple iPhone | ☐ OnePlus |
| ☐ Google | ☐ Samsung |
| ☐ LG | ☐ Sony |
| ☐ Motorola | ☐ TCL |
| ☐ Nokia | ☐ Other |

57. If Other, what type of mobile phone do you personally use?

58. What generation of Apple iPhone do you personally use?

- | | |
|------------------------------------|--|
| ☐ 17 Series | ☐ 12 Series |
| ☐ 16 Series | ☐ 11 Series |
| ☐ 15 Series | ☐ X Series or older |
| ☐ 14 Series | ☐ I'm not sure |
| ☐ 13 Series | ☐ N/A – do not use Apple iPhone |

59. What model of Samsung phone do you currently use?

- | | |
|--|---|
| ☐ Galaxy S25 Series | ☐ I'm not sure |
| ☐ Galaxy S24 Series | ☐ N/A – do not use Samsung phone |
| ☐ Galaxy S23 Series | |
| ☐ Galaxy Z Fold 7 | |
| ☐ Galaxy Z Flip 7 | |
| ☐ Galaxy Z Fold 6 | |
| ☐ Galaxy Z Flip 6 | |
| ☐ Galaxy Z Fold 5 | |
| ☐ Galaxy Z Flip 5 | |
| ☐ Galaxy A Series | |
| ☐ Galaxy S older than S23 series | |
| ☐ Galaxy Z Fold older than 5 series | |
| ☐ Galaxy Z Flip older than 5 series | |
| ☐ Another Samsung model not listed | |

60. What model of Google phone do you currently use?

- | |
|--|
| ☐ Pixel 10 Series |
| ☐ Pixel 9 Series |
| ☐ Pixel 8 series |
| ☐ Pixel 7 series |
| ☐ Pixel 6 series or older |
| ☐ Pixel Fold |
| ☐ I'm not sure |
| ☐ N/A – do not use Google phone |

61. How long ago did you buy or acquire the phone you are currently using?

- ☐ 6 months or less
- ☐ 1 year
- ☐ 2 years
- ☐ 3 years

- ☐ 4 years
- ☐ 5 years
- ☐ More than 5 years

62. What initially prompted getting this phone?

Select all that apply.

- ☐ Upgraded because I was interested in a new or enhanced feature
- ☐ Upgraded because old phone felt outdated
- ☐ Upgraded because phone had performance issues (slower speed, full storage, freezing, etc.)
- ☐ Upgraded because old phone had old hardware (lower quality camera, short battery life, missing new features)
- ☐ Added a new line
- ☐ Was offered as part of switching carriers
- ☐ Replaced a broken or damaged phone
- ☐ A promotion that discounted the cost of the phone
- ☐ Other
- ☐ I do not remember

63. If Other, what prompted you to get this phone?

Psychological Profiling Questions

64. Prior to this mystery shop experience, when did you expect to personally re-evaluate your wireless service plan or upgrade your phone?

- ☐ In the next 6 months
- ☐ In 6-12 months
- ☐ About 1 year from now
- ☐ 2 or more years from now
- ☐ No specific plan

65. Now that you have completed the mystery shops, how knowledgeable do you think you are about how wireless service providers are different from each other - that is, how confident are you that you could describe the differences in plans to a friend?

- ☐ Very knowledgeable
- ☐ Fairly knowledgeable
- ☐ Neutral or not sure
- ☐ A little knowledgeable
- ☐ Not at all knowledgeable

66. How did the information you were exposed to during the mystery shop change your perception of AT&T, if at all?

- ☐ Significantly more positive
- ☐ Somewhat more positive
- ☐ No change, neutral, or not sure
- ☐ Somewhat more negative
- ☐ Significantly more negative
- ☐ No opinion
- ☐ N/A – did not visit an AT&T type store

67. How did the information you were exposed to during the mystery shop change your perception of T-Mobile, if at all?

- ☐ Significantly more positive
- ☐ Somewhat more positive
- ☐ No change, neutral, or not sure
- ☐ Somewhat more negative
- ☐ Significantly more negative
- ☐ No opinion
- ☐ N/A – did not visit a T-Mobile type store

68. How did the information you were exposed to during the mystery shop change your perception of Verizon, if at all?

- ☐ Significantly more positive
- ☐ Somewhat more positive

- ☐ No change, neutral, or not sure
☐ Somewhat more negative

- ☐ Significantly more negative
☐ No opinion

69. Overall, what statement best describes your current opinion about the big wireless service providers: AT&T, T-Mobile, or Verizon?

- ☐ They are equally good. I could pick any one and be happy
☐ Most or all of them are good. I need to pick the best among bad options or avoid certain ones

- ☐ There is a certain wireless service provider that is clearly better than others or best for me

70. How much of a difference do you believe exists between different wireless service providers based on data speeds and reliability?

- ☐ Certain providers are much better than others

- ☐ They are all similar and acceptable
☐ They are all not good or are unacceptable

71. How much of a difference do you believe exists between different wireless service providers based on voice coverage and audio quality?

- ☐ Certain providers are much better than others

- ☐ They are all similar and acceptable
☐ They are all not good or are unacceptable

72. How much of a difference do you believe exists between different wireless service providers based on monthly cost?

- ☐ Certain providers are much better than others

- ☐ They are all similar and acceptable
☐ They are all not good or are unacceptable

73. How much of a difference do you believe exists between different wireless service providers based on incentives or promotions for new service?

- ☐ Certain providers are much better than others

- ☐ They are all similar and acceptable
☐ They are all not good or are unacceptable

74. How much of a difference do you believe exists between different wireless service providers based on incentives or promotions for new phones?

- ☐ Certain providers are much better than others

- ☐ They are all similar and acceptable
☐ They are all not good or are unacceptable

75. How much of a difference do you believe exists between different wireless service providers based on quality of customer service?

- ☐ Certain providers are much better than others

- ☐ They are all similar and acceptable
☐ They are all not good or are unacceptable

76. How much of a difference do you believe exists between different wireless service providers based on device upgrade opportunities (i.e., the time required between qualifying for a new phone upgrade or discount)?

- ☐ Certain providers are much better than others

- ☐ They are all similar and acceptable
☐ They are all not good or are unacceptable

77. How much of a difference do you believe exists between different wireless service providers based on ease of doing business with the provider when purchasing (service, devices, accessories)?

☐ Certain providers are much better than others

☐ They are all similar and acceptable

☐ They are all not good or are unacceptable

78. Do you believe a different wireless service provider could provide a plan that better meets your needs (compared to what you have today)?

☐ Yes

☐ I do not know

☐ Maybe

☐ No

79. How much desire do you have to change your wireless service provider or plan based on what you learned from these mystery shops (i.e., you want a different plan)?

☐ No desire

☐ A lot of desire

☐ A little desire

80. How much motivation do you have to change your wireless service provider or plan based on what you learned from these mystery shops (i.e., you intend to take action and change your provider or plan)?

☐ No motivation

☐ A lot of motivation

☐ A little motivation

81. How much desire do you have to upgrade your phone based on what you learned from these mystery shops (i.e., you want a new or different phone)?

☐ No desire

☐ A lot of desire

☐ A little desire

82. How much motivation do you have to upgrade your phone based on what you learned from these mystery shops (i.e., you intend to take action and get a new phone)?

☐ No motivation

☐ A lot of motivation

☐ A little motivation

83. How did these mystery shops change how committed or loyal you are to your current service provider, if at all?

☐ I feel a lot LESS loyal to my current provider

☐ I feel somewhat MORE loyal

☐ I feel a LITTLE LESS loyal

☐ I feel a LOT more loyal to my current

☐ No change to my loyalty

provider

84. Please rate how the mystery shopping experience changed how you view your current wireless service, specifically for your overall satisfaction with your current service plan:

☐ A lot more disappointed or frustrated

☐ A little more satisfied

☐ A little more disappointed or frustrated

☐ A lot more satisfied/delighted or content

☐ Neutral or no change

85. Please rate how the mystery shopping experience changed how you view your current wireless service, specifically for the value you are getting for what you're paying:

☐ A lot more disappointed or frustrated

☐ A little more satisfied

☐ A little more disappointed or frustrated

☐ A lot more satisfied/delighted or content

☐ Neutral or no change

86. Please rate how the mystery shopping experience changed how you view your current wireless service, specifically for the overall quality and reliability of your service:

☐ A lot more disappointed or frustrated

☐ Neutral or no change

☐ A little more disappointed or frustrated

☐ A little more satisfied

☐ A lot more satisfied/delighted or content

87. Please rate how the mystery shopping experience changed how you view your current wireless service, specifically for the added features, benefits, or perks available:

- | | |
|---|--|
| ☐ A lot more disappointed or frustrated | ☐ A little more satisfied |
| ☐ A little more disappointed or frustrated | ☐ A lot more satisfied/delighted or content |
| ☐ Neutral or no change | |

88. Please rate how the mystery shopping experience changed how you view your current wireless service, specifically for the ease of account management (access to information, billing, payments, etc.):

- | | |
|---|--|
| ☐ A lot more disappointed or frustrated | ☐ A little more satisfied |
| ☐ A little more disappointed or frustrated | ☐ A lot more satisfied/delighted or content |
| ☐ Neutral or no change | |

89. Please rate how the mystery shopping experience changed how you view your current wireless service, specifically for your overall satisfaction with your current phone:

- | | |
|---|--|
| ☐ A lot more disappointed or frustrated | ☐ A little more satisfied |
| ☐ A little more disappointed or frustrated | ☐ A lot more satisfied/delighted or content |
| ☐ Neutral or no change | |

90. Please rate how the mystery shopping experience changed how you view your current wireless service, specifically for your overall satisfaction with getting customer support for sales or service needs:

- | | |
|---|--|
| ☐ A lot more disappointed or frustrated | ☐ A little more satisfied |
| ☐ A little more disappointed or frustrated | ☐ A lot more satisfied/delighted or content |
| ☐ Neutral or no change | |

91. What aspects of your current wireless plan do you value most? These are aspects you would be most concerned about losing if you switched to a different provider or plan.

Select all that apply.

- | | |
|--|---|
| ☐ Reliable data connection | ☐ Customer service |
| ☐ Good local coverage | ☐ Options to upgrade to a new phone |
| ☐ Good national coverage | ☐ Benefits or perks included with my plan |
| ☐ International coverage options | ☐ Features or services I pay for as an add-on to my plan |
| ☐ Good value for the money | ☐ Other |
| ☐ Fast data speed | |
| ☐ Clear phone connection or audio | |

92. If Other, what do you most value about your current wireless service plan?

93. Based on the mystery shopping experience, what do other service plans offer that would be the greatest improvement or better benefit compared to your current service plan? Other service plans offer...

Select all that apply.

- | | |
|--|---|
| ☐ More personalized plans to better fit my needs | ☐ Better coverage (fewer areas with no signal) |
| ☐ A lower monthly bill | ☐ Faster data speeds |
| ☐ Better voice/call quality | ☐ Better person-to-person customer service |
| ☐ Better data reliability (less network downtime) | ☐ Better automated or self-service system |

- ☐ Better live online customer service (through messaging or online chat)
- ☐ Better options to upgrade to a new device
- ☐ Easier process to update to a new device
- ☐ Bigger discounts or a lower price to upgrade to a new device

- ☐ Offer more added services
- ☐ Offer more perks, rewards, or loyalty programs
- ☐ Other

94. If Other, please explain:

95. Based on what you learned from the mystery shops, what factors are most preventing you from personally switching your service to a different wireless service provider?

Select all that apply.

- ☐ Nothing, I plan to update my wireless service provider or plan
- ☐ I didn't learn anything that convinced me there was a significantly better plan for me
- ☐ I am happy with my current provider or plan
- ☐ I do not want to lose specific benefits of my current plan (that might no longer be available)
- ☐ I am locked into a low price for my plan

- ☐ I am on a contract with an additional early termination fee if I change providers (beyond the cost to pay off the phone)
- ☐ I need to pay off my phone first
- ☐ I don't want to put effort into learning about other plans
- ☐ I don't want to put effort into the process of signing up and switching to a new provider
- ☐ Other

96. If Other or you do not want to lose specific benefits of your current plan, what is the reason and/or specific benefits that prevent you from switching to a different wireless service provider?

97. What is preventing you from upgrading to a newer phone?

Select all that apply.

- ☐ Nothing – I now plan to upgrade my phone
- ☐ I am content with my current phone
- ☐ I currently have the newest phone
- ☐ Newer phones do not offer significant improvements worth paying for
- ☐ I am waiting for the release of the next 'new' phone or a better phone
- ☐ A new phone is too expensive

- ☐ I cannot afford or justify spending money on a new phone
- ☐ I don't want the added expense of a new phone
- ☐ I don't know what benefit I gain from a new phone
- ☐ I receive a promotional credit for my current phone and don't want to lose that
- ☐ Other

98. If Other, what prevents you from upgrading to a new phone?

Demographic Questions

99. What is your gender?

- ☐ Female
- ☐ Male

- ☐ Non-binary

100. What is your age?

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55+

101. What is your total household income?

- ☐ Under \$25,000
- ☐ \$25,000-\$49,999
- ☐ \$50,000-\$74,999

- ☐ \$75,000-\$99,999
- ☐ \$100,000-\$149,999

- ☐ \$150,000+

102.What best describes your race or ethnicity?

- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ African American
- ☐ Caucasian
- ☐ Hispanic
- ☐ Middle Eastern or Arabic
- ☐ Other

103.Which best describes your household?

- ☐ Single (never married)
- ☐ Married or in a domestic partnership
- ☐ Divorced
- ☐ Separated
- ☐ Widowed
- ☐ Roommates/non-family household

104.How many children under the age of 18 live in your home?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 or more

105.What best describes the area immediately around your home?

- ☐ Urban
- ☐ Suburban
- ☐ Rural

END OF QUESTIONNAIRE