WIRELESS 3-WAY COMPARISON STUDY
(DIGITAL WEBSITE FINANCING RANKING)

INSTRUCTIONS • QUESTIONNAIRE

ASSIGNMENT OVERVIEW - SEE DETAILED INSTRUCTIONS TO COMPLETE THE SHOP

- If you previously participated in a wireless comparison study for CX Group or other vendor, you are not eligible to complete these shops.
- You cannot be a post-paid customer of AT&T, T-Mobile, or Verizon. Pre-paid customers are eligible for the shop.
- Shops are assigned by credit score (FICO).
  - You will upload a screenshot of your credit score with your report.
  - If assigned a shop that does not match your credit score, notify your scheduler.
- You will visit the assigned website for AT&T, T-Mobile, and Verizon on the same day.
- You will receive 4 shop confirmations with 4 assignment numbers.
- You will submit 4 reports in the following order:
  - Report #1 = Observations for Verizon (78 questions)
  - Report #2 = Observations for AT&T (78 questions)
  - Report #3 = Observations for T-Mobile (78 questions)
  - Report #4 = Provider ranking (56 questions)
- A soft credit check with each provider is required. If not offered, request the credit check.
  - Soft credit checks will not affect your credit score or credit history.
  - Name, address, date of birth, and SSN will be required.
- Enter personal information and a credit/debit card number to get pricing information.
  - Your card will not be charged (cancel the order before processing).
- No purchase is required, and reimbursement for any purchase or contract will not be made.
- Screenshots of phones & pricing are required.
- Get an itemized breakout of the required down payment and any other costs.
- Observations for each provider is expected to take 20-30 minutes (60-90 minutes total).
- If you accept the assignment, you are agreeing to visit all 3 websites on the same day and fill out all 4 questionnaires for payment to be made.

Before You Begin

- Plan time to visit all 3 provider websites on the same day
- Take detailed notes for each provider
- Have the checklist available
- Prepare at least 1 question to ask
- Know what website observations to make

Don't Forget!

- Explore all 3 platforms
- Use the checklist to make the required observations for each provider
- Pose as a new customer seeking a new provider for a phone & plan purchase
- Report the itemized cost for down payment and other costs
- Take all 4 required screenshots

General Requirements

- If you previously participated in a wireless comparison study for CX Group or other vendor, you are not eligible to complete these shops.
- You cannot be a post-paid customer of AT&T, T-Mobile, or Verizon (unless the bill is in another person's name). Pre-paid customers are eligible for the shop.
- You must visit the provider's website using a personal computer/laptop. Do not use the app.
- At some point you may need to create a new account and must do so to continue.
- Shops are assigned by credit score. Your credit score must match the scenario for your assignment. Check your shop confirmation emails for the scenario you are assigned:
    - Super Prime scenario: credit score of 781-850
    - Prime scenario: credit score of 661-780
    - Near Prime scenario: credit score of 601-660
    - Subprime scenario: credit score of 500-600
    - Deep Subprime scenario: credit score of 300-499
- Do not request the shop if you cannot make observations for all 3 providers on the same day.
- Read all instructions and both questionnaires before you complete the calls.
- You will receive 4 shop confirmations and fill out 4 reports (1 for each shop confirmation).
- Check your shop confirmation for the websites to visit.
- Complete the website observations alone and without distractions around you.
- Document all plan/phone pricing required.
- No purchase is required. Any purchases or contract you agree to will not be reimbursed.
- Submit all 4 reports to shopperhub.cxgroup.com within 12 hours of completing the review.
    - Submit the 3 website reports after completing each one (ideally BEFORE exploring the next).
    - Submit the store ranking report LAST.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot have worked for the companies you are shopping.

Shop Instructions

- Use the table and 'Assignment Checklist' below to make required observations (same for all 3 providers). Click here to print a copy of the checklist.
- In addition to the checklist items, do the following:
    - Record how long it takes for the landing page to load in mm:ss (ex. 00:15).
    - Make note if it takes more than 3 seconds for any page to load.
    - Pose as a new customer switching providers.
    - Make the same phone AND plan selection for all 3 providers and add them to the cart
    - Do not make the purchase. Delete the cart after all observations are made.
- Take detailed notes while exploring each website to help you submit accurately (critical).

- Take all required screenshots. Examples are provided at the bottom of the document.
- Be sure to observe all items in the checklist. They may not always flow in the order presented.
- Don't forget to provide the itemized breakout of the money due that day and other costs in your report.

Required phone/plan to choose for all 3 providers & additional details		
Required Phone Selection (all providers)	Required Plan Selection by Provider	Decline Extras
○ 2 new iPhone 17 Pro phones ○ Both 256GB ○ Both new phone numbers (not keeping the old numbers) *Must be 2 of the exact phones	○ **AT&T:** Premium 2.0 ○ **T-Mobile:** Experience More 2.0 ○ **Verizon:** Simplicity Plan	○ Do not add: • Trade-in value • Protection plans • Accessories of any kind

- Additional details:
  - Select a monthly payment option/financing (not bought outright/cash)
  - Always choose FREE shipping option
  - Document the name of the plan(s) offered

If the iPhone 17 Pro 256GB is unavailable, request Samsung Galaxy S26 512GB for both phones (or any other phone priced $799.99-$1,200.00 for both).

Assignment Checklist ✓

Step #1: Obtain your current Credit Score

Don't forget to take a screenshot of your credit score!

- Visit Experian.com to get your score.
  - If Experian does not have your score, visit CreditKarma.com to get your score.
  - A screenshot of your 3-digit score is required to be uploaded with your report.
- Make sure your current credit (FICO) score matches the assignment you are scheduled for.
- If your credit is locked/frozen, unlock it at least 1 hour prior to completing the calls.
- Screenshot #1: Your 3-digit score with your name and date of inquiry.

Step #2: Make the required Landing Page & Navigation observations

1. ☐ Record the time it takes the main home page (landing page) to load in minutes and seconds.
2. ☐ Find the section to create an account/sign-up and note the ease of locating it. *Create an account AFTER you build your cart to see if it is required to check out; otherwise, not required.*
3. ☐ Note if the home page clearly featured a recently launched device (i.e., iPhone 17, Samsung, Galaxy S26, etc.).
4. ☐ Note the visual and modern appeal/feel of the home page. *You will compare and rank the look and feel of each platform when you submit your platform ranking questionnaire.*
5. ☐ Note if internet banners or icons are visible on the main home page.
6. ☐ Note the ease of navigate to the 'deals' or 'offers' details.

Step #3: Make the required Phone Selection observations (build your cart)

Don't forget to take these two required screenshots!

Phone selected showing payment options and price BEFORE adding them to your cart.

Cart showing the total monthly bill and amount due today/down payment.

1. ☐ Explore the phone filtering options to look up specific brands, prices, and features you are interested in and note the ease of use. *Make note how many clicks it takes to see the details of a specific phone model.*
2. ☐ Select the iPhone 17 Pro, and make note of the available pictures of the device(s) – did you get a 360-degree view of what it looks like?
3. ☐ Change the color of the phone and confirm if the phone picture changes color.
4. ☐ Note if the full retail price vs. the monthly installment price of the phone is clear.
5. ☐ Screenshot #2: Page showing the phones selection, payment options, and full retail price
6. ☐ Look for a pre-owned and/or refurbished/used option and make note of how easy it is to find them.
7. ☐ Review phone promotion details and ease of understanding them.
   If multiple phone promos are available, does the site explain which is better or apply the better offer to your cart?
8. ☐ Note if there is an option or tool to compare the iPhone 17 Pro against other models.
9. ☐ Look for the technical specifications of the phone; note the ease of finding and understanding.
10. ☐ Note if it is clear whether the selected phone is in stock.
11. ☐ Note if customer ratings are clearly visible when you click on a phone page to see the details.
12. ☐ Note if the site suggests compatible accessories (e.g., cases).
13. ☐Add two iPhone 17 Pro phones with 256 GB to your cart (no trade-in, protection, or accessories)
14. ☐Look for a tool or way to estimate the taxes based on your location/zip code.
15. ☐Screenshot #3: Your cart showing the total monthly bill and amount due today BEFORE you enter your personal information.

Step #4: Make the required Plan Selection observations (build your cart)

Don't forget to take the required screenshot!

1. ☐ Count the number of service plan options shown and note if the differences are clear (e.g., entry-level vs premium). Look for the plan options if they are not clear.
2. ☐ Look for a tool or 'help me choose' option that matches your needs to a specific plan.
3. ☐ Note if a multi-line discount is reflected and easy to confirm.
4. ☐ Look for plan benefits (streaming, hotspot, etc.) and note the ease of finding them.
5. ☐ Look for device protection options and note the ease of finding them.
6. ☐ Change a couple of initial selections and confirm if the total monthly price is updated.
7. ☐ Look for an 'auto-pay' or 'bring your own device' discount. If offered, select one of the options and note if the discount is applied in the total price or only mentioned in fine print.
8. ☐ Look for the fine print (taxes, fees, etc.) of the device/plan and note the ease of finding them.
9. ☐ Confirm whether same-day delivery is an option for your address.

Step #5: Make the required Trade-In & Promotion observations

1. ☐ Note if a device trade-in offer is mentioned and if multiple device trade-ins are possible. *If yes, go through the process to see trade-in value (temporarily add a trade-in to your cart).*
2. ☐ Note the ease of finding a trade-in estimator and if questions to determine the trade-in amount are clear. *Look for a way to save your trade-in quote for later.*
3. ☐ After adding the trade-in offer to your cart, check your total to see if the discount is clearly shown. *Determine if the discount applied matches the trade-in offer.*
4. ☐ Remove the trade-in from your cart.
5. ☐Note if any unexpected add-ons are forced into your cart (e.g., insurance, accessories).
6. ☐ Determine if there is a line-item cost for the total monthly bill (device payment + service plan + protection + surcharges).

Step #6: Make the required Support & Engagement observations

1. ☐Use the chat bot or live chat feature to ask a basic question related to a phone or plan. *Note if a chat session automatically pops up during the session.*
   Example questions:
   - Do you have good reception in [your city/state/zip]?
   - Can I keep my current phone number?
   - How long does it take to activate my new service?
   - Are there activation fees or setup costs?
2. Confirm whether you saw the following:
   ☐ 'Click to call' button for phone support
   ☐ FAQ or Help section
   ☐ Guest checkout option without logging into an account

Step #7: Complete the Soft Credit Pull

Don't forget to take the required screenshot!

1. ☐ Once the required phone and plan are in your cart, click to continue to the next step.
2. ☐ Follow prompts to create your profile and put in your personal information for the soft credit pull (it will not show on nor impact your credit report), then click to the next step.
3. ☐ If you are given steps to verify your identity, you must complete the steps to continue.
4. ☐ Choose the free shipping option, then click to the next step.
5. ☐ Click to view the agreement.
6. ☐ Screenshot #4: Top and bottom of the Retail Installment Contract (with the date and costs) AFTER you enter your personal information. It will take multiple screenshots to capture both sections.
   - For Verizon, this should automatically appear (if not, look for a link).
   - For AT&T, you will need to click on the link for 'Retail Installment Agreement'.
   - For T-Mobile, this should automatically appear (if not, look for a link).
7. ☐ You will need to enter your credit/debit card number to get all of the required information.
   - STOP before finalizing payment. Do not place the order, and your card will not be charged.

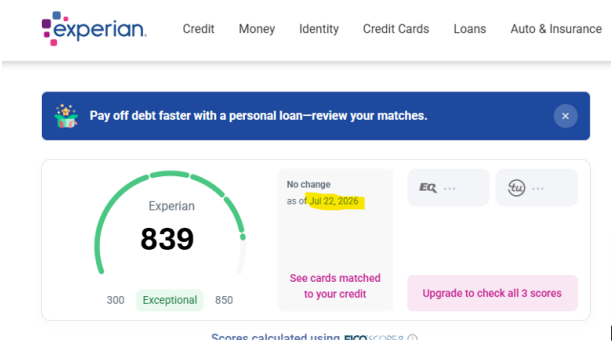
Step #8: Submit all 4 reports within 12 hours of shop completion

- Take your time submitting reports and accurately enter the results (critical).
- Submit the 3-observation reports BEFORE filling out the 3-way ranking report.

verizon [Sample of Required Screen Shots #1 thru #4]

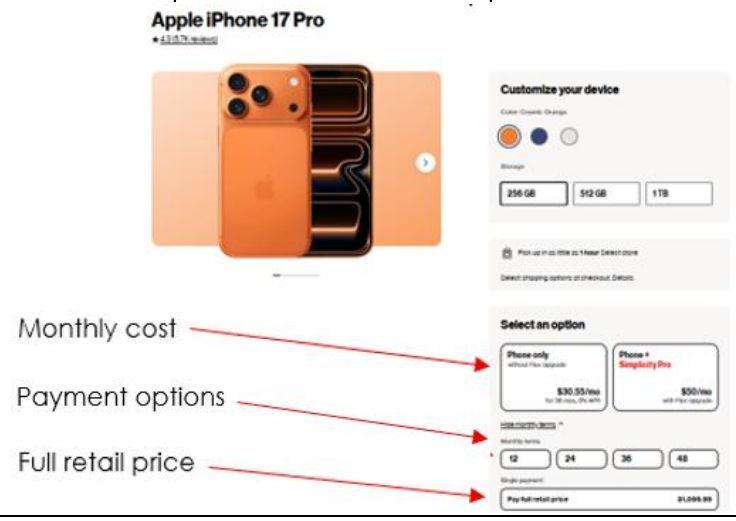
Verizon Screenshot #1

Dated FICO Credit Score from Experian (date is highlighted)



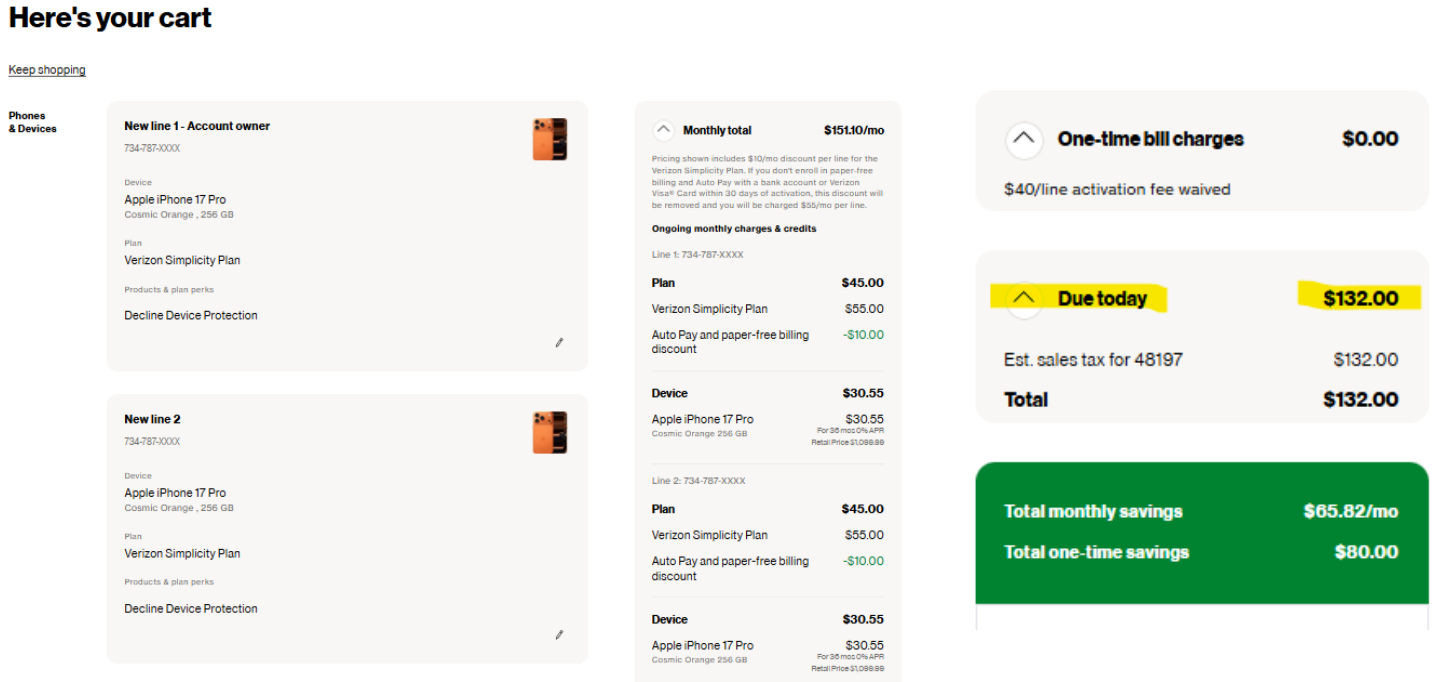
Verizon Screenshot #2

Initial page showing the phone selection, finance options, and full retail price.



Verizon Screenshot #3

Your cart showing the monthly bill and amount due today BEFORE putting in your personal information.



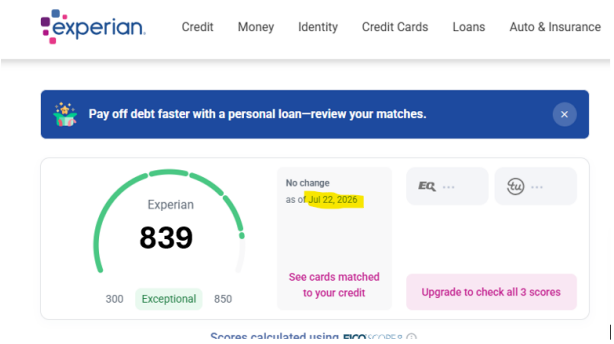
Verizon Screenshot #4

Top & bottom of the Retail Installment Contract AFTER you enter your personal information.

AT&T Sample of Required Screen Shots #1 thru #4

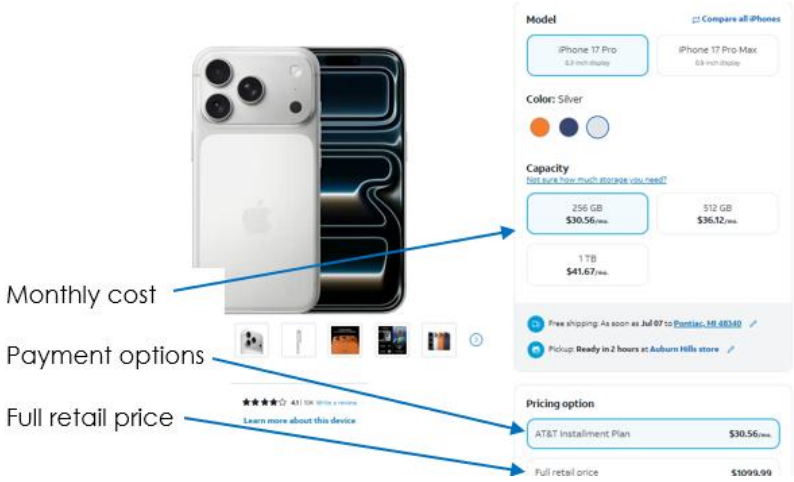
AT&T Screenshot #1

Dated FICO Credit Score from Experian (date is highlighted)



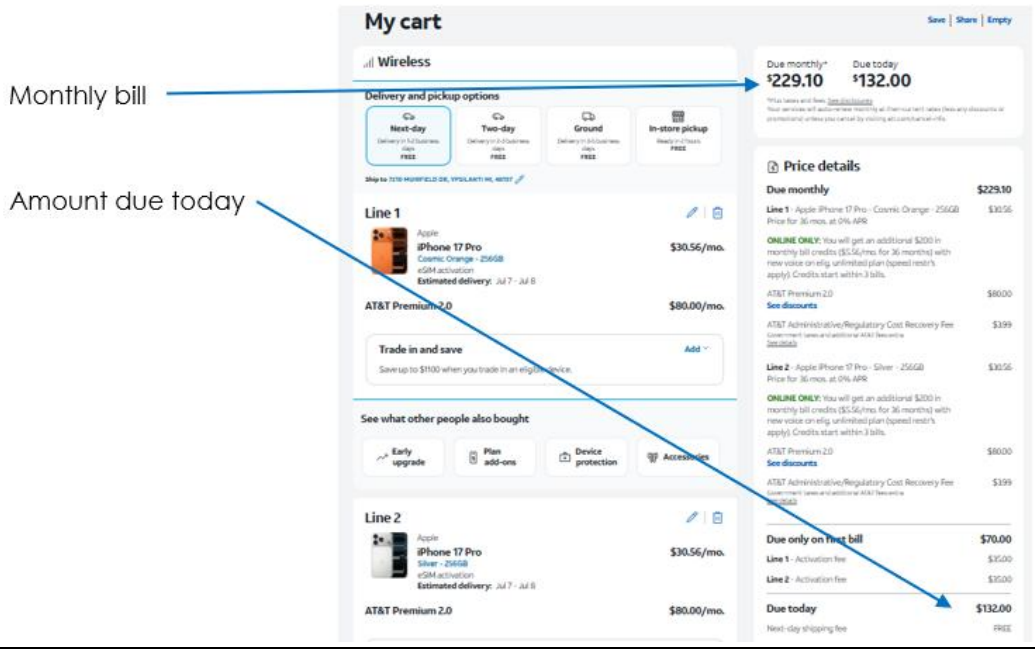
AT&T Screenshot #2

Initial page showing the phone selection, finance options, and full retail price.



AT&T Screenshot #3

Your cart showing the monthly bill and amount due today **BEFORE** putting in your personal information.



AT&T Screenshot #4

Top & bottom of the Retail Installment Contract AFTER you enter your personal information.

Read the Retail Installment Agreement for your Apple iPhone 17 Pro - 256GB - Silver

CREDIT SALE CONTRACT/RETAIL INSTALLMENT CONTRACT/RETAIL INSTALLMENT OBLIGATION/RETAIL INSTALLMENT SALE AGREEMENT/CONDITIONAL SALES CONTRACT/SECURITY AGREEMENT ("THIS AGREEMENT") - SUBJECT TO STATE REGULATION

SELLER/CREDITOR: New Cingular Wireless PCS, LLC d/b/a AT&T Mobility
1025 Lenox Park Boulevard NE, Atlanta, GA 30319

BUYER'S NAME: Kathy Wallis
BUYER'S PHONE NUMBER: 734.302.8406
BUYER'S ADDRESS: 1859 George Ave, Ypsilanti, MI, 48198
DEVICE: Apple iPhone 17 Pro - 256GB - Silver
INSTALLMENT ID:

FEDERAL TRUTH-IN-LENDING DISCLOSURES

ANNUAL PERCENTAGE RATE	FINANCE CHARGE	Amount Financed	Total of Payments	Total Sale Price
The cost of Your credit as a yearly rate.	The dollar amount the credit will cost	The amount of credit provided to You or on	The amount You will have paid after You have made all payments as	The total cost of Your purchase on credit, including

HEREUNDER BY THE DEBTOR SHALL NOT EXCEED AMOUNTS PAID BY THE DEBTOR HEREUNDER.

CREDIT SALE CONTRACT/RETAIL INSTALLMENT CONTRACT/RETAIL INSTALLMENT OBLIGATION/RETAIL INSTALLMENT SALE AGREEMENT/CONDITIONAL SALES CONTRACT/SECURITY AGREEMENT

I acknowledge that I have read and received a copy of this Agreement, which terms include dispute resolution by binding individual arbitration instead of jury trials or class actions.

Seller Buyer

New Cingular Wireless PCS, LLC d/b/a AT&T Mobility 07/03/2026 (Date) (Buyer's Signature or Acknowledgement) (Date)

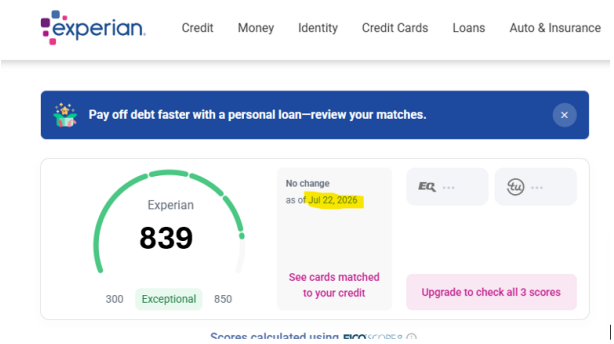
Electronic Consent: You consented to receiving this Retail Installment Agreement electronically. You will not receive a paper printout. You can withdraw Your consent by calling **1-800-331-0500** (or any alternative contact number we may provide to You from time to time) or accessing your account at www.att.com.
V24 | September 2025

REV September 2025

Sample of Required Screen Shots #1 thru #4

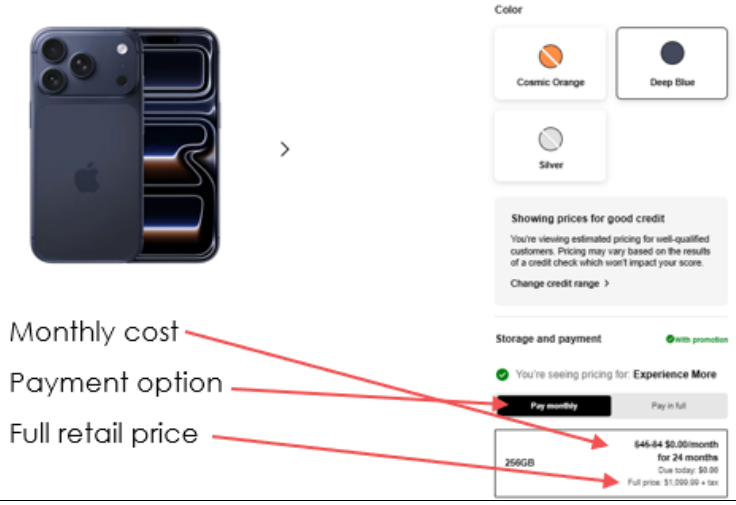
T-Mobile Screenshot #1

Dated FICO Credit Score from Experian (date is highlighted)



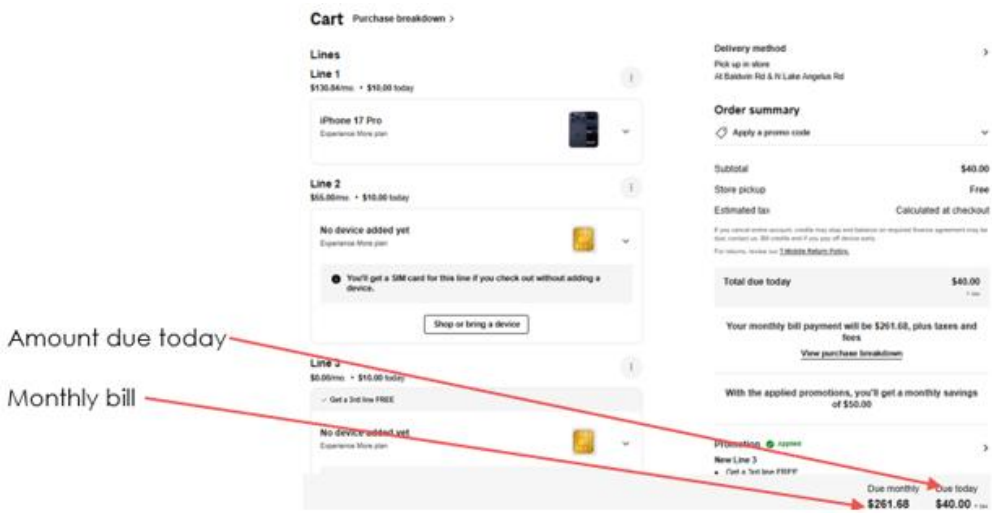
T-Mobile Screenshot #2

Initial page showing the phone selection, finance options, and full retail price.



T-Mobile Screenshot #3

Your cart showing the monthly bill and amount due today **BEFORE** putting in your personal information.



T-Mobile Screenshot #4

Top & bottom of the Retail Installment Contract AFTER you enter your personal information.

T-Mobile

EQUIPMENT INSTALLMENT PLAN CONTRACT AND DISCLOSURES

PLAN ID: 20260703110848815**1**

RETAIL INSTALLMENT CONTRACT

Description

iPhone 17 Pro - Deep Blue - 256GB

Truth-in-Lending Disclosures

ANNUAL PERCENTAGE RATE	FINANCE CHARGE	Amount Financed	Total of Payments	Total sale price
The cost of your credit as a yearly rate. **0.00%**	The dollar amount the credit will cost you. **$0.00**	The amount of credit provided to you or on your behalf. **$1,099.99**	The amount you will have paid after you have made all payments as scheduled. **$1,099.99**	(The total cost of your purchase on credit, including your down payment of $0.00) **$1,099.99**

Your Payment Schedule will be:	
Number of Payments	24
23 Payments of	$45.84
1 Payment of	$45.67
When payments are due	
Monthly, beginning on 07/24/2026 (estimated)	
Final Payment Due	

Your agreement and payment option

Disputes resolution, mandatory arbitration and class action waiver

What happens if I stop paying or default

If you change your mind about this purchase, refunds and restocking fees

Your consent to be contacted and how to contact us

Protections for Service Members and Their Families

Your credit and late charges

Disclaimer of Warranties, Limitation of Liability and indemnification

Choice of Law and Enforceability and Assignment

Taking advantage of a promotion

NOTICE

ANY HOLDER OF THIS CONSUMER CREDIT CONTRACT IS SUBJECT TO ALL CLAIMS AND DEFENSES WHICH THE DEBTOR COULD ASSERT AGAINST THE SELLER OF GOODS OR SERVICES OBTAINED PURSUANT HERETO OR WITH THE PROCEEDS HEREOF. RECOVERY HEREUNDER BY THE DEBTOR SHALL NOT EXCEED AMOUNTS PAID BY THE DEBTOR HEREUNDER.

ï¿½NOTICE TO THE BUYER
(1) DO NOT SIGN THIS CONTRACT BEFORE YOU READ IT OR IF IT CONTAINS ANY BLANK SPACES.
(2) YOU ARE ENTITLED TO AN EXACT COPY OF THE CONTRACT YOU SIGN.
(3) UNDER THE LAW YOU HAVE THE RIGHT TO PAY OFF IN ADVANCE THE FULL AMOUNT DUE AND UNDER CERTAIN CIRCUMSTANCES TO OBTAIN A PARTIAL REFUND OF THE FINANCE CHARGE.

You acknowledge receipt of our Financial Privacy Policy. You also acknowledge receipt of a completely filled-in copy of this EIP agreement when you signed it.

Buyer's Signature: _____

Date Signed: _____

Seller's Signature: T-Mobile Financial LLC

Date Signed: 07/03/2026

DIGITAL CREDIT FLOW RANKING QUESTIONNAIRE

Shop date: Enter the date you completed the digital observations.

Start time: Enter the time you started the digital observations.

End time: Enter the time you completed the digital observations.

3-Way Ranking (Plan Recommendation)

1. What was the top ranked (Rank 1) provider for doing the best job of narrowing down the available plans to the one that actually fit your needs?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

2. What was the middle ranked (Rank 2) provider for doing the best job of narrowing down the available plans to the one that actually fit your needs?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

3. What was the bottom ranked (Rank 3) provider for doing the best job of narrowing down the available plans to the one that actually fit your needs?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

4. 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 (Ease of Finding Information)

5. What was the top ranked (Rank 1) provider for how quickly and easily you were able to find the specific information you needed without getting lost?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

6. What was the middle ranked (Rank 2) provider for how quickly and easily you were able to find the specific information you needed without getting lost?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

7. What was the bottom ranked (Rank 3) provider for how quickly and easily you were able to find the specific information you needed without getting lost?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

8. 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 (Clarity of Options)

9. What was the top ranked (Rank 1) provider for how clearly they explained the different service plans, features, and benefits (e.g., perks like streaming)?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

10. What was the middle ranked (Rank 2) provider for how clearly they explained the different service plans, features, and benefits (e.g., perks like streaming)?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

11. What was the bottom ranked (Rank 3) provider for how clearly they explained the different service plans, features, and benefits (e.g., perks like streaming)?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

12. 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 (Most Helpful/Trustworthy Details)

13. What was the top ranked (Rank 1) provider for providing the most helpful and trustworthy details (e.g., images, specs, reviews, etc.) for the device(s) you were interested in?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

14. What was the middle ranked (Rank 2) provider for providing the most helpful and trustworthy details (e.g., images, specs, reviews, etc.) for the device(s) you were interested in?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

15. What was the bottom ranked (Rank 3) provider for providing the most helpful and trustworthy details (e.g., images, specs, reviews, etc.) for the device(s) you were interested in?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

16. 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 (Effective Prompting to Purchase)

17. What was the top ranked (Rank 1) provider on how effectively they prompted you to complete the purchase (e.g., real-time cart updates, clear promotional value, etc.)?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

18. What was the middle ranked (Rank 2) provider on how effectively they prompted you to complete the purchase (e.g., real-time cart updates, clear promotional value, etc.)?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

19. What was the bottom ranked (Rank 3) provider on how effectively they prompted you to complete the purchase (e.g., real-time cart updates, clear promotional value, etc.)?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

20. 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)

21. What was the top ranked (Rank 1) provider for doing the best job of offering to keep in touch (e.g., saving your cart, offering an 'email me this quote' option, etc.)?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

22. What was the middle ranked (Rank 2) provider for doing the best job of offering to keep in touch (e.g., saving your cart, offering an 'email me this quote' option, etc.)?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

23. What was the bottom ranked (Rank 3) provider for doing the best job of offering to keep in touch (e.g., saving your cart, offering an 'email me this quote' option, etc.)?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

24. 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 (Modern/Professional Feel)

25. What was the top ranked (Rank 1) provider site for feeling the most modern, professional, and welcoming?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

26. What was the middle ranked (Rank 2) provider site for feeling the most modern, professional, and welcoming?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

27. What was the bottom ranked (Rank 3) provider site for feeling the most modern, professional, and welcoming?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

28. 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 (Clarity of Final Cost)

29. What was the top ranked (Rank 1) provider for how clear they were about the final total

monthly cost (including device, plan, and estimated fees)?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

30. What was the middle ranked (Rank 2) provider for how clear they were about the final total monthly cost (including device, plan, and estimated fees)?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

31. What was the bottom ranked (Rank 3) provider for how clear they were about the final total monthly cost (including device, plan, and estimated fees)?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

32. 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 (Confidence)

33. What was the top ranked (Rank 1) provider for how confident you felt that the deal you saw on the homepage was the same deal you saw in the final cart?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

34. What was the middle ranked (Rank 2) provider for how confident you felt that the deal you saw on the homepage was the same deal you saw in the final cart?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

35. What was the bottom ranked (Rank 3) provider for how confident you felt that the deal you saw on the homepage was the same deal you saw in the final cart?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

36. 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 (Cost Honesty)

37. What was the top ranked (Rank 1) provider for being the most honest about the total monthly cost (including estimating taxes/fees)?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

38. What was the middle ranked (Rank 2) provider for being the most honest about the total monthly cost (including estimating taxes/fees)?

[ ] AT&T
[ ] Verizon
[ ] T-Mobile
[ ] All three seemed EXACTLY equal

39. What was the bottom ranked (Rank 3) provider for being the most honest about the total monthly cost (including estimating taxes/fees)?

[ ] AT&T
[ ] T-Mobile
[ ] Verizon
[ ] All three seemed EXACTLY equal

40. 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 (Human Centered)

41. What was the top ranked (Rank 1) provider site for feeling like it was built for a human rather than a robot (e.g., conversational language, helpful tips, etc.)?

[ ] AT&T
[ ] T-Mobile
[ ] Verizon
[ ] All three seemed EXACTLY equal

42. What was the middle ranked (Rank 2) provider site for feeling like it was built for a human rather than a robot (e.g., conversational language, helpful tips, etc.)?

[ ] AT&T
[ ] T-Mobile
[ ] Verizon
[ ] All three seemed EXACTLY equal

43. What was the bottom ranked (Rank 3) provider site for feeling like it was built for a human rather than a robot (e.g., conversational language, helpful tips, etc.)?

[ ] AT&T
[ ] T-Mobile
[ ] Verizon
[ ] All three seemed EXACTLY equal

44. 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 (Least Frustrating)

45. What was the top ranked (Rank 1) provider site for being the LEAST frustrating if you had to finish the entire transaction on a phone?

[ ] AT&T
[ ] T-Mobile
[ ] Verizon
[ ] All three seemed EXACTLY equal

46. What was the middle ranked (Rank 2) provider site for being the LEAST frustrating if you had to finish the entire transaction on a phone?

[ ] AT&T
[ ] T-Mobile
[ ] Verizon
[ ] All three seemed EXACTLY equal

47. What was the bottom ranked (Rank 3) provider site for being the LEAST frustrating if you had to finish the entire transaction on a phone?

[ ] AT&T
[ ] T-Mobile
[ ] Verizon
[ ] All three seemed EXACTLY equal

48. 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 (Most Persuasive)

49. What was the top ranked (Rank 1) provider for being the MOST persuasive in making you actually want to click 'submit' to complete the sale (e.g., used urgency, clear value, or had a smooth flow)?

[ ] AT&T
[ ] T-Mobile
[ ] Verizon
[ ] All three seemed EXACTLY equal

50. What was the middle ranked (Rank 2) provider for being the MOST persuasive in making you actually want to click 'submit' to complete the sale (e.g., used urgency, clear value, or had a smooth flow)?

[ ] AT&T
[ ] T-Mobile
[ ] Verizon
[ ] All three seemed EXACTLY equal

51. What was the bottom ranked (Rank 3) provider for being the MOST persuasive in making you actually want to click 'submit' to complete the sale (e.g., used urgency, clear value, or had a smooth flow)?

[ ] AT&T
[ ] T-Mobile
[ ] Verizon
[ ] All three seemed EXACTLY equal

52. 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 (Trust)

53. What was the top ranked (Rank 1) provider that you would trust with your money if you were switching carriers tomorrow?

[ ] AT&T
[ ] T-Mobile
[ ] Verizon
[ ] All three seemed EXACTLY equal

54. What was the middle ranked (Rank 2) provider that you would trust with your money if you were switching carriers tomorrow?

[ ] AT&T
[ ] T-Mobile
[ ] Verizon
[ ] All three seemed EXACTLY equal

55. What was the bottom ranked (Rank 3) provider that you would trust with your money if you were switching carriers tomorrow?

[ ] AT&T
[ ] T-Mobile
[ ] Verizon
[ ] All three seemed EXACTLY equal

56. 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):

END OF QUESTIONNAIRE