

# Wireless Customer Concerns

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The wireless industry has been locked into the same rules for far too long. And as America's Un-carrier, T-Mobile is listening to what consumers want and reinventing how they purchase wireless. T-Mobile is committed to being the Un-carrier at a time when consumers have become fed up with the outlandish cost and complexity of owning a mobile phone.

In an effort to directly confront consumer frustration and wireless industry norms, T-Mobile surveyed more than 4,000 U.S. consumers in the summer of 2012 to find out how they felt about the wireless industry. This is what they said:

## Consumer Insights:

- **73% believe data plans are too expensive.** The confusing costs and complexity of data plans continue to be a pain point for most consumers.
- **75% of consumers believe devices are too expensive.** Carriers today charge a premium for the latest smartphones by linking the price of the device to expensive monthly rate plans.
- **62% say carriers force them into a one- to two-year contract.** Contracts shouldn't be your only option to get quality service and you shouldn't be locked into a slow network experience.
- **75% of consumers hate paying so much for upgrades and 61% of consumers say phones outdate too fast and want to have the flexibility to get the latest device without waiting.** Phones get outdated quickly, and you can't get a new device for two years without penalty.
- **Finally, consumers say an affordable and unlimited data plan is the No. 1 consideration when deciding on a wireless carrier.** Consumers shouldn't have to pay punitive overage charges for watching video or accessing their favorite content or apps on their smartphone.

## T-Mobile Response:

- **To combat expensive data plans, T-Mobile will make them simple.** Only T-Mobile offers affordable, drop-dead-simple rate plans and services.
- **T-Mobile will combat expensive device prices with the most affordable access to the best devices.** T-Mobile will offer some of our most premium devices at the lowest up-front costs in the industry.
- **T-Mobile is freeing customers from the shackles of binding service contracts.** With no annual contracts, customers are free from competitors' slow and congested networks.
- **Because there are no annual contracts required at T-Mobile, you can upgrade your device whenever you want.** Not when your carrier says you can.
- **Only T-Mobile offers an affordable place for unlimited talk, text and Unlimited Nationwide 4G Data with no annual contract.** Consumers now have access to the only major national carrier with no overage fees on any of its available plans.