



## iGR Mobile Research, 2016: How to compete with Verizon Wireless and AT&T in Rural Markets

For many smaller mobile operators in the U.S., the principal competition is with Verizon Wireless and AT&T – in most cases the smaller operator can be successful in a market if they can take subscribers from these two nationwide providers. But churning customers away from the established operators is, of course, easier said than done.

In the first quarter of 2016, iGR proposes two new studies looking specifically at how smaller mobile operators and telcos can compete directly with AT&T and Verizon Wireless in rural markets. iGR will field **statistically-significant surveys** of AT&T and VZW customers in **rural markets** to understand why they buy from the national operators and what will cause them to churn.

Specifically, iGR’s latest rural studies will address the following issues (but not limited to):

- **Reasons why** current VZW and AT&T consumers buy mobile service from the national providers
- **Demographics** of the AT&T and VZW customer including age, income, household size, occupation, how long with the service provider, when last churned, ARPU, devices used, marital status, and other telecom services used
- **Perception** of AT&T and VZW’s service compared to the competitors and reasons for that perception
- **Strengths and weaknesses** of AT&T’s and VZW’s service in the rural markets
- **AT&T and VZW products, services and rate plans** purchased by the rural consumer
- **Churn triggers** for the AT&T and VZW customers in rural markets – simple, what will cause them to churn and why?
- **Recommendations** for smaller mobile operators as to how to gain subscribers from AT&T and VZW in rural markets.

iGR will survey only AT&T and VZW customers in U.S. tier 2/3 and rural markets for this project. **One significant benefit** for early sponsors is that iGR will **guarantee** sample in **your zip codes** in the survey – simply, your region will be included in the survey.

	RWA member	Non-RWA member	MSRP for reports after project complete
One report: AT&T or Verizon Wireless	\$1,000 (save 55% over MSRP)	\$1,500 (save 32% over MSRP)	\$2,200
Two reports: AT&T and Verizon Wireless	\$1,750 (save 56% over MSRP)	\$2,500 (save 38% over MSRP)	\$4,000



## Credit Card Charge Authorization Form

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VZW Competition Report only:	RWA member \$1,000_____	Non-RWA Member \$1,500_____
AT&T & VZW Competition Reports:	RWA member \$1,750_____	Non-RWA Member \$2,500_____

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