



## Press Release

### **J.D. Power and Associates Reports: Customer Satisfaction with Feature-Rich Smartphones Increases as the Segment's Popularity Continues to Rise**

[Apple Ranks Highest in Customer Satisfaction among Smartphone Manufacturers, While LG Ranks Highest Among Traditional Mobile Phone Manufacturers](#)

**WESTLAKE VILLAGE, Calif.: 21 March 2013** — Overall satisfaction among smartphone customers increases significantly as manufacturers continue to improve styling, feature sets, usability and software, according to the J.D. Power and Associates 2013 U.S. Wireless Smartphone Satisfaction Study<sup>SM</sup>—Volume 1 and the J.D. Power and Associates 2013 U.S. Wireless Traditional Mobile Phone Satisfaction Study<sup>SM</sup>—Volume 1, both released today.

The studies measure satisfaction with traditional wireless handsets and smartphones among customers who have used their current mobile device for less than one year. Satisfaction is measured in several key factors. In order of importance, the key factors of overall satisfaction with traditional mobile phones are performance (29%); ease of operation (26%); physical design (24%); and features (21%). For smartphones, the key factors are performance (33%); physical design (23%); features (22%); and ease of operation (22%).

#### **Key Findings**

- Nearly two in 10 (17%) smartphone customers experience a software or device malfunction.
- Smartphone customers spend an average of 115 minutes per week using social networking applications on their device.
- Smartphone customers spending more than 100 minutes per week on social apps are 14% more likely to recommend their smartphone model than those that spend 100 minutes or less on social apps.

The Wireless Smartphone Satisfaction Study finds that satisfaction among smartphone customers is 796 (on a 1,000-point scale), an increase of 22 points from 2012. This improvement is likely due to a growing array of new features and services being offered that are providing a seamless product experience between the operating system functions and third-party apps. While satisfaction in all factors of the smartphone customer experience increases from 2012, satisfaction has increased the most in performance (26 points), as a few key attributes, such as operating system reliability, processing speed and video/camera picture quality, have improved significantly.

“As the capabilities of wireless phones and their applications continue to expand, and as customers grow more reliant on their device, handset manufacturers have an opportunity to further shape the customer experience and impact satisfaction with better integration of services and more communication options, such as video chat,” said Kirk Parsons, senior director of telecommunications services at J.D. Power and Associates. “It is important, however, that manufacturers meet the expectations of those customers who take advantage of such offers by ensuring the features are intuitive and, ultimately, rewarding to them. Providing an easy-to-use, yet powerful operating system with the ability to customize applications to suit individual needs is essential to providing a high-quality and rewarding wireless experience.”

Among traditional mobile phone customers, overall satisfaction has remained virtually unchanged during the past two years. However, among the 42 percent of traditional handset customers who indicate they are likely to purchase a new mobile phone in the next 12 months, 76 percent say they “definitely will” or “probably will” upgrade to a smartphone.

“Satisfaction remains relatively unchanged among traditional mobile phone customers, likely as a result of heightened awareness of advanced services available on smartphones and the lack on new device offerings with upgraded feature sets,” said Parsons.

For the ninth consecutive study, Apple ranks highest among manufacturers of smartphones in customer satisfaction. Apple achieves a score of 855 and performs particularly well in physical design and ease of operation.

For the third consecutive study, LG ranks highest among traditional mobile phones with a score of 719. LG performs particularly well in the physical design and features factors. Nokia (714) follows LG in traditional mobile phone rankings.

The 2013 U.S. Wireless Smartphone Satisfaction Study—Volume 1 and the 2013 U.S. Wireless Traditional Mobile Phone Satisfaction Study—Volume 1 are based on experiences evaluated by 9,767 smartphone customers and 6,759 traditional mobile phone customers. Both studies were fielded between July and December 2012.

#### **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing forecasting, performance improvement, social media and customer satisfaction insights and solutions. The company’s quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit [JDPower.com](http://JDPower.com). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

#### **About The McGraw-Hill Companies**

The McGraw-Hill Companies (NYSE: MHP), a financial intelligence and education company, signed an agreement to sell its McGraw-Hill Education business to investment funds affiliated with Apollo Global Management, LLC in November 2012. Following the sale closing, expected in early 2013, the Company will be renamed McGraw Hill Financial (subject to shareholder approval) and will be a powerhouse in benchmarks, content and analytics for the global capital and commodity markets. The Company's leading brands will include: Standard & Poor's, S&P Capital IQ, S&P Dow Jones Indices, Platts, Crisil, J.D. Power and Associates, McGraw-Hill Construction and Aviation Week. The Company will have approximately 17,000 employees in more than 30 countries. Additional information is available at [www.mcgraw-hill.com](http://www.mcgraw-hill.com).

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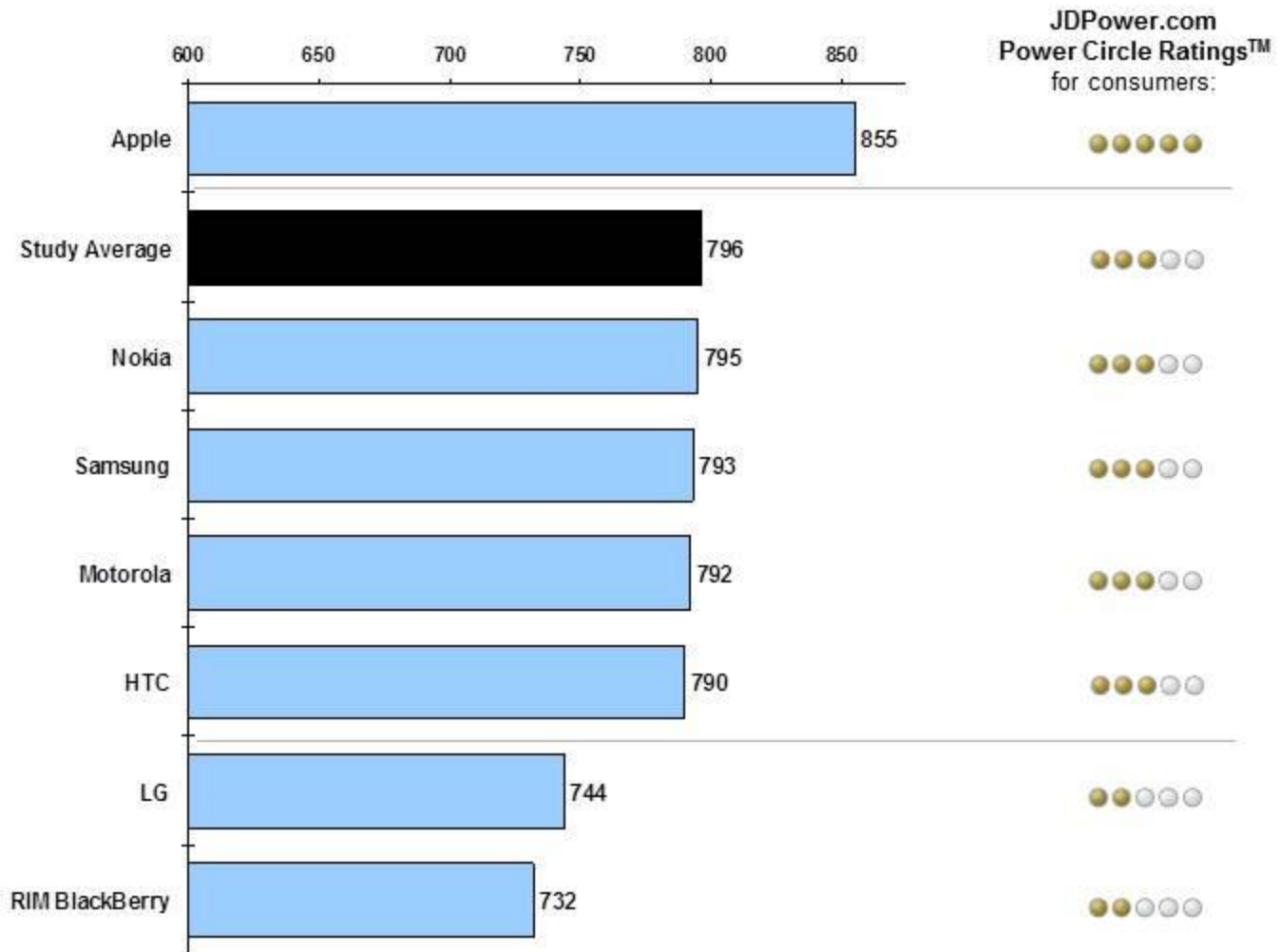
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NOTE: Two charts follow.

# J.D. Power and Associates 2013 Wireless Smartphone Satisfaction Study<sup>SM</sup> –Volume 1

## Overall Wireless Smartphone Index Rankings

(Based on a 1,000-point scale)



Source: J.D. Power and Associates 2013 Wireless Smartphone Satisfaction Study<sup>SM</sup>–Volume 1

**Power Circle Ratings Legend**

- Among the best
- Better than most
- About average
- The rest

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2013 Wireless Smartphone Satisfaction Study<sup>SM</sup> – Volume 1 as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle Ratings<sup>TM</sup> are derived from consumer ratings in J.D. Power studies. For more information on Power Circle Ratings, visit [jdpower.com/faqs](http://jdpower.com/faqs). No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates survey results without the express prior written consent of J.D. Power and Associates.

# J.D. Power and Associates 2013 Wireless Traditional Mobile Phone Satisfaction Study<sup>SM</sup> –Volume 1

## Overall Wireless Traditional Handset Index Rankings

(Based on a 1,000-point scale)



### Power Circle Ratings Legend

- Among the best
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Source: J.D. Power and Associates 2013 Wireless Traditional Mobile Phone Satisfaction Study<sup>SM</sup> –Volume 1

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