

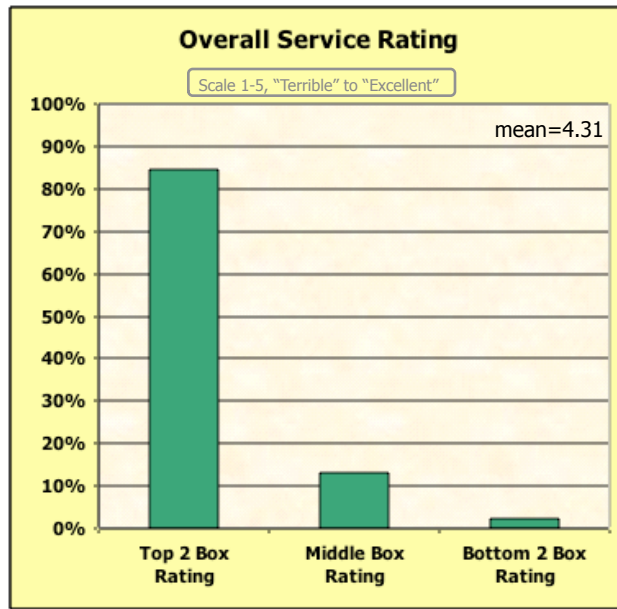
Consumer Reaction Market Trial

Overall Service Rating and Recommendation

Customers who participate in the first interview which occurs within 24-48 hours after activation are re-contacted 8-12 days after activation. Main objectives are to evaluate service satisfaction after some period of use.

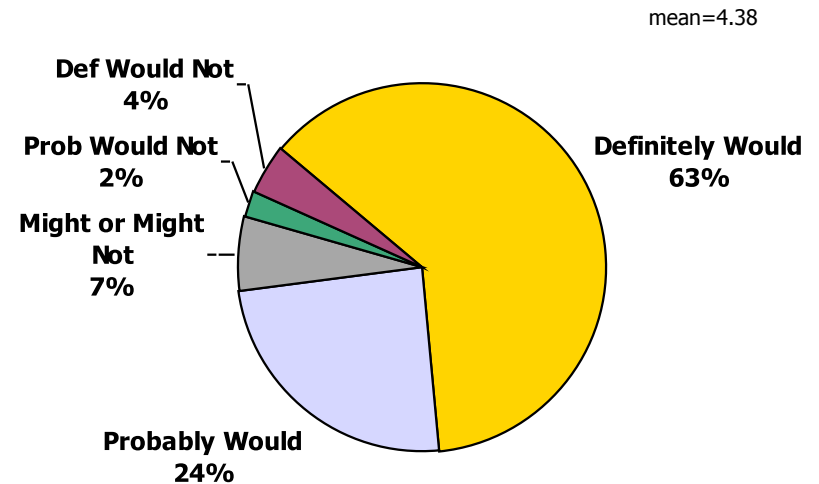
Customers continue to be very satisfied with the service overall.

- 84.5% rate Overall Service as either 'Excellent' or 'Very Good' (Top 2 Box).
- Likelihood to Recommend remains very high at 87% and is similar to the likelihood to recommend from the Post-Activation survey (89%).



Q. How would you rate your new service overall, using a scale of 1 to 5 where a 1 means 'terrible', a 2 means 'poor', a 3 means 'average', a 4 means 'good', and a 5 means 'excellent'?

Likelihood to Recommend – Follow-Up



Q. How likely are you to recommend the service to your friends and family?