

Advanced Data Network phone *Audio Volume* as well as *Time to Connect* are significantly more acceptable compared to the Improved Data Network phone

- 90% found the *Audio Volume* of the Advanced Data Network phone to be 'Very/Extremely acceptable', compared to 78% for the Improved Data Network phone.
- Trial participants found the *Audio Quality* to be equally acceptable in both phone calls (72%).
- Trial participants in **Market A** found the Improved Data Network phone *Time to Connect* significantly more acceptable than **Market 2**.

Acceptability

		Advanced Data Network (A)	Improved Data Network (B)
		134	134
Audio Volume	Very / Extremely acceptable	90% B	78%
	Not at all / Not very acceptable	1%	5% A
Audio Quality	Very / Extremely acceptable	72%	72%
	Not at all / Not very acceptable	5%	5%
Time to Connect	Very / Extremely acceptable	68% B	51%
	Not at all / Not very acceptable	8%	17% A

- Performance of call aspects compared to expectations didn't illustrate any significant differences between that of the Advanced Data Network phone and the Improved Data Network phone.
- About 4 in 10 trial participants felt *Audio Volume* and *Audio Quality* were 'Better/Much better than expected' for both calls.
- Time to Connect* is the worst-rated aspect with respect to expectations:
 - 22% felt the Advanced Data Network phone's *Time to Connect* was 'Worse/Much worse than expected' (28% for the Improved Data Network phone)

Performance vs Expectation

		Advanced Data Network (A)	Improved Data Network (B)
		134	134
Audio Volume	Better / Much better than expected	40%	42%
	Worse / Much worse than expected	3%	8%
Audio Quality	Better / Much better than expected	38%	40%
	Worse / Much worse than expected	18%	13%
Time to Connect	Better / Much better than expected	31%	26%
	Worse / Much worse than expected	22%	28%

Note: Letters denote significant differences *across* call types.

Green box denotes significantly highest *within* call type.

Q. How acceptable was each of the following aspects of the call you just made?
 Q. Please rate each of the following aspects of the call you just made compared to what you expected.