

SavvyQuest™ Insights: Cell Phone Text and Web Usage

Luth Research's recent SavvyQuest™ omnibus survey of wireless phone users with text or web access capabilities fielded from June 9 to June 11, 2009, netting 1001 respondents with demographics balanced against U.S. Census data. Of those who completed the online poll, 64% said their phone was equipped with the ability to access the Internet, with a significant number under 55 years of age. Of those who had the capability, close to half (43%) said they use it, with a significant number of users also under 45 years.

More than three-fourths (76%) of those who access the Web using their phone say they have an unlimited usage plan. Their primary activity is checking email (87%), followed by "get scoring news or weather updates" and "locate a business, address or name", both at 68%. More than one-third download games, music or other content or watch a video.

The vast majority of respondents (88%) had text capabilities with their phone as well, especially those under 55 years or with household incomes under \$100,000, and 40% of those who are able to text have an unlimited text plan, while 30% are charged for each text message.

Of those with texting capabilities, less than one-fourth (24%) have opted to receive messages from a company via text on their mobile phone, with a significant number under 45 years of age. Of those who have opted in, 71% have also opted out.

More than half (51%) of those with text capabilities have said they have received a marketing or ad text message, with 30% having received ads and 18% having received an offer or coupon.

About Luth Research

Founded in 1977, [Luth Research](http://www.luthresearch.com) offers clients around the world the kind of forward-thinking market research that moves business ahead. Our personalized service, advanced technology, and customized research methodologies place us at the forefront of the market research industry.

Luth Research invests the time necessary to understand each individual client's research requirements. Our team of professionals offers a wide range of experience, education and expertise in the market research industry. With over 30 years in business, Luth Research has the experience to combine a wide spectrum of methodologies and tailor data collection solutions to meet its clients' most stringent research requirements.

About SavvyQuest™

SavvyQuest™ is an Omnibus survey service provided by [Luth Research](http://www.luthresearch.com) (www.luthresearch.com) leveraging SurveySavvy™, the company's high-quality multimillion-member online panel. With SavvyQuest™, an online survey with a target total of 1,000 completes is fielded based on a weekly schedule, which can be tailored to on-demand schedules if needed. The 1,000 completes are balanced to reflect the U.S. Census demographic distributions on gender, age and ethnicity. The sample can be later weighted to reflect online population distributions if it is so desired. For more information, please contact Becky Wu, Vice President of Research, at bwu@luthresearch.com.

Next Section:
Study Full Tables

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QDEMO1) What is your age?

	AGE							GENDER		ETHNICITY				
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	901	110	137	180	181	120	173	455	446	121	36	579	153	12
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Under 18	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
18-24	110	110	0	0	0	0	0	47	63	16	7	73	12	2
	12.21%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.33%	14.13%	13.22%	19.44%	12.61%	7.84%	16.67%
		CDEFG												
25-34	137	0	137	0	0	0	0	64	73	17	6	72	40	2
	15.21%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	14.07%	16.37%	14.05%	16.67%	12.44%	26.14%	16.67%
			BDEFG										JL	
35-44	180	0	0	180	0	0	0	90	90	16	11	107	44	2
	19.98%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	19.78%	20.18%	13.22%	30.56%	18.48%	28.76%	16.67%
				BCEFG							J		JL	
45-54	181	0	0	0	181	0	0	92	89	32	8	111	27	3
	20.09%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	20.22%	19.96%	26.45%	22.22%	19.17%	17.65%	25.00%
					BCDFG									
55-64	120	0	0	0	0	120	0	67	53	22	2	71	23	2
	13.32%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	14.73%	11.88%	18.18%	5.56%	12.26%	15.03%	16.67%
						BCDEG				K			K	
65+	173	0	0	0	0	0	173	95	78	18	2	145	7	1
	19.20%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	20.88%	17.49%	14.88%	5.56%	25.04%	4.58%	8.33%
							BCDEF			M		JKMN		

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QDEMO2) Are you male or female?

	AGE							GENDER		ETHNICITY				
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	901	110	137	180	181	120	173	455	446	121	36	579	153	12
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Male	455	47	64	90	92	67	95	455	0	53	19	316	63	4
	50.50%	42.73%	46.72%	50.00%	50.83%	55.83%	54.91%	100.00%	0.00%	43.80%	52.78%	54.58%	41.18%	33.33%
Female	446	63	73	90	89	53	78	0	446	68	17	263	90	8
	49.50%	57.27%	53.28%	50.00%	49.17%	44.17%	45.09%	0.00%	100.00%	56.20%	47.22%	45.42%	58.82%	66.67%

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QDEMO3) Which of the following best describes your ethnicity?

	AGE							GENDER		ETHNICITY				
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	901	110	137	180	181	120	173	455	446	121	36	579	153	12
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Black / African American	121	16	17	16	32	22	18	53	68	121	0	0	0	0
	13.43%	14.55%	12.41%	8.89%	17.68%	18.33%	10.40%	11.65%	15.25%	100.00%	0.00%	0.00%	0.00%	0.00%
				DG	D					KLMN				
Asian	36	7	6	11	8	2	2	19	17	0	36	0	0	0
	4.00%	6.36%	4.38%	6.11%	4.42%	1.67%	1.16%	4.18%	3.81%	0.00%	100.00%	0.00%	0.00%	0.00%
		G		FG							JLMN			
White / Caucasian	579	73	72	107	111	71	145	316	263	0	0	579	0	0
	64.26%	66.36%	52.55%	59.44%	61.33%	59.17%	83.82%	69.45%	58.97%	0.00%	0.00%	100.00%	0.00%	0.00%
		C					BCDEF	I				JKMN		
Hispanic	153	12	40	44	27	23	7	63	90	0	0	0	153	0
	16.98%	10.91%	29.20%	24.44%	14.92%	19.17%	4.05%	13.85%	20.18%	0.00%	0.00%	0.00%	100.00%	0.00%
		G	BEG	BEG	G	G			H				JKLN	
Other	12	2	2	2	3	2	1	4	8	0	0	0	0	12
	1.33%	1.82%	1.46%	1.11%	1.66%	1.67%	0.58%	0.88%	1.79%	0.00%	0.00%	0.00%	0.00%	100.00%
														JKLM

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01QA) Which company or companies provide your wireless mobile telephone service? Select all that apply.

	AGE							GENDER		ETHNICITY					
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
TOTAL	901	110	137	180	181	120	173	455	446	121	36	579	153	12	
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
Alltel	51	3	5	13	13	6	11	24	27	4	0	37	9	1	
	5.66%	2.73%	3.65%	7.22%	7.18%	5.00%	6.36%	5.27%	6.05%	3.31%	0.00%	6.39%	5.88%	8.33%	
										K		K	K		
AT&T/Cingular*	250	30	38	52	53	32	45	129	121	32	11	149	53	5	
	27.75%	27.27%	27.74%	28.89%	29.28%	26.67%	26.01%	28.35%	27.13%	26.45%	30.56%	25.73%	34.64%	41.67%	
													L		
Boost Mobile	12	2	2	6	2	0	0	6	6	4	0	4	4	0	
	1.33%	1.82%	1.46%	3.33%	1.10%	0.00%	0.00%	1.32%	1.35%	3.31%	0.00%	0.69%	2.61%	0.00%	
				FG						KN		KN	KN		
Cricket	15	2	4	4	4	1	0	9	6	5	0	4	5	1	
	1.66%	1.82%	2.92%	2.22%	2.21%	0.83%	0.00%	1.98%	1.35%	4.13%	0.00%	0.69%	3.27%	8.33%	
			G	G	G					K		K	K		
Qwest Wireless	1	0	0	1	0	0	0	0	1	1	0	0	0	0	
	0.11%	0.00%	0.00%	0.56%	0.00%	0.00%	0.00%	0.00%	0.22%	0.83%	0.00%	0.00%	0.00%	0.00%	
Sprint/Nextel*	102	13	20	26	18	11	14	48	54	16	6	63	16	1	
	11.32%	11.82%	14.60%	14.44%	9.94%	9.17%	8.09%	10.55%	12.11%	13.22%	16.67%	10.88%	10.46%	8.33%	
T-Mobile*	133	20	27	29	25	13	19	69	64	30	8	63	29	3	
	14.76%	18.18%	19.71%	16.11%	13.81%	10.83%	10.98%	15.16%	14.35%	24.79%	22.22%	10.88%	18.95%	25.00%	
			FG							L			L		

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01QA) Which company or companies provide your wireless mobile telephone service? Select all that apply. (Continued)

	AGE							GENDER		ETHNICITY				
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
U.S. Cellular	16	3	3	3	3	2	2	7	9	3	0	11	2	0
	1.78%	2.73%	2.19%	1.67%	1.66%	1.67%	1.16%	1.54%	2.02%	2.48%	0.00%	1.90%	1.31%	0.00%
												KN		
Verizon Wireless*	259	40	43	46	44	41	45	130	129	25	11	179	42	2
	28.75%	36.36%	31.39%	25.56%	24.31%	34.17%	26.01%	28.57%	28.92%	20.66%	30.56%	30.92%	27.45%	16.67%
		E										J		
Virgin Mobile/Helio	27	1	5	7	4	4	6	11	16	2	1	21	3	0
	3.00%	0.91%	3.65%	3.89%	2.21%	3.33%	3.47%	2.42%	3.59%	1.65%	2.78%	3.63%	1.96%	0.00%
												N		
Other (SPECIFY)	82	6	4	14	21	11	26	44	38	15	0	60	6	1
	9.10%	5.45%	2.92%	7.78%	11.60%	9.17%	15.03%	9.67%	8.52%	12.40%	0.00%	10.36%	3.92%	8.33%
				C	C	C	BCD			KM		KM	K	
Have phone but don't know who the carrier is	12	0	1	0	3	2	6	8	4	1	0	11	0	0
	1.33%	0.00%	0.73%	0.00%	1.66%	1.67%	3.47%	1.76%	0.90%	0.83%	0.00%	1.90%	0.00%	0.00%
							BD					KMN		
Don't own/use a mobile phone or have a mobile wireless carrier	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01QB) What is the name of the manufacturer(s) of your mobile phone(s)? Please select all that apply.

	AGE							GENDER		ETHNICITY					
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
TOTAL	901	110	137	180	181	120	173	455	446	121	36	579	153	12	
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
Apple (iPhone)	35	10	10	8	4	1	2	19	16	2	3	21	8	1	
	3.88%	9.09%	7.30%	4.44%	2.21%	0.83%	1.16%	4.18%	3.59%	1.65%	8.33%	3.63%	5.23%	8.33%	
		EFG	EFG	F											
Audiovox/Starcomm	5	1	1	1	1	1	0	4	1	2	0	3	0	0	
	0.55%	0.91%	0.73%	0.56%	0.55%	0.83%	0.00%	0.88%	0.22%	1.65%	0.00%	0.52%	0.00%	0.00%	
Blackberry (Research in Motion/RIM)	56	7	13	20	12	4	0	35	21	8	2	28	18	0	
	6.22%	6.36%	9.49%	11.11%	6.63%	3.33%	0.00%	7.69%	4.71%	6.61%	5.56%	4.84%	11.76%	0.00%	
		G	FG	FG	G	G				N		N	LN		
Danger/Sidekick	2	0	0	1	1	0	0	0	2	1	0	1	0	0	
	0.22%	0.00%	0.00%	0.56%	0.55%	0.00%	0.00%	0.00%	0.45%	0.83%	0.00%	0.17%	0.00%	0.00%	
HP/IPAQ	2	0	1	1	0	0	0	1	1	1	0	1	0	0	
	0.22%	0.00%	0.73%	0.56%	0.00%	0.00%	0.00%	0.22%	0.22%	0.83%	0.00%	0.17%	0.00%	0.00%	
HTC	17	3	7	3	4	0	0	11	6	6	0	7	3	1	
	1.89%	2.73%	5.11%	1.67%	2.21%	0.00%	0.00%	2.42%	1.35%	4.96%	0.00%	1.21%	1.96%	8.33%	
			FG		FG					K		K			
Kyocera	25	3	2	5	7	3	5	12	13	3	1	19	2	0	
	2.77%	2.73%	1.46%	2.78%	3.87%	2.50%	2.89%	2.64%	2.91%	2.48%	2.78%	3.28%	1.31%	0.00%	
												N			
LG	200	37	33	39	31	27	33	94	106	19	10	140	31	0	
	22.20%	33.64%	24.09%	21.67%	17.13%	22.50%	19.08%	20.66%	23.77%	15.70%	27.78%	24.18%	20.26%	0.00%	
		DEG								N	N	JN	N		

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01QB) What is the name of the manufacturer(s) of your mobile phone(s)? Please select all that apply. (Continued)

	AGE							GENDER		ETHNICITY					
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
	220	19	25	51	45	30	50	115	105	34	5	139	39	3	
	24.42%	17.27%	18.25%	28.33%	24.86%	25.00%	28.90%	25.27%	23.54%	28.10%	13.89%	24.01%	25.49%	25.00%	
Motorola				BC			BC			K					
	119	11	12	19	29	16	32	72	47	16	4	78	20	1	
	13.21%	10.00%	8.76%	10.56%	16.02%	13.33%	18.50%	15.82%	10.54%	13.22%	11.11%	13.47%	13.07%	8.33%	
Nokia				C			BCD	I							
	14	3	3	6	2	0	0	10	4	3	1	7	2	1	
	1.55%	2.73%	2.19%	3.33%	1.10%	0.00%	0.00%	2.20%	0.90%	2.48%	2.78%	1.21%	1.31%	8.33%	
Palm/Treo/Centro				FG											
	228	30	33	43	57	27	38	109	119	33	5	144	43	3	
	25.31%	27.27%	24.09%	23.89%	31.49%	22.50%	21.97%	23.96%	26.68%	27.27%	13.89%	24.87%	28.10%	25.00%	
Samsung				G									K		
	25	3	1	4	8	4	5	13	12	1	3	16	5	0	
	2.77%	2.73%	0.73%	2.22%	4.42%	3.33%	2.89%	2.86%	2.69%	0.83%	8.33%	2.76%	3.27%	0.00%	
Sanyo				C								N	N		
	5	1	2	1	0	0	1	2	3	1	0	3	1	0	
	0.55%	0.91%	1.46%	0.56%	0.00%	0.00%	0.58%	0.44%	0.67%	0.83%	0.00%	0.52%	0.65%	0.00%	
Siemens															
	28	5	5	6	6	1	5	16	12	3	2	17	6	0	
	3.11%	4.55%	3.65%	3.33%	3.31%	0.83%	2.89%	3.52%	2.69%	2.48%	5.56%	2.94%	3.92%	0.00%	
Sony Ericsson												N	N		
	6	1	1	1	1	1	1	4	2	2	0	3	1	0	
	0.67%	0.91%	0.73%	0.56%	0.55%	0.83%	0.58%	0.88%	0.45%	1.65%	0.00%	0.52%	0.65%	0.00%	
Toshiba															
	32	4	3	9	6	5	5	11	21	6	2	18	4	2	
	3.55%	3.64%	2.19%	5.00%	3.31%	4.17%	2.89%	2.42%	4.71%	4.96%	5.56%	3.11%	2.61%	16.67%	
Other (SPECIFY)															
	17	0	1	1	2	6	7	6	11	4	0	10	3	0	
	1.89%	0.00%	0.73%	0.56%	1.10%	5.00%	4.05%	1.32%	2.47%	3.31%	0.00%	1.73%	1.96%	0.00%	
Don't know/refused						BCD	BCD			KN		KN			

Comparison groups: BCDEFG/HIJKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q1) Is your mobile phone equipped with the ability to access the internet?

	AGE							GENDER		ETHNICITY				
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	901	110	137	180	181	120	173	455	446	121	36	579	153	12
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Yes	574	86	108	129	124	69	58	294	280	86	29	326	123	10
	63.71%	78.18%	78.83%	71.67%	68.51%	57.50%	33.53%	64.62%	62.78%	71.07%	80.56%	56.30%	80.39%	83.33%
		FG	EFG	FG	G	G				L	L		L	L
No	327	24	29	51	57	51	115	161	166	35	7	253	30	2
	36.29%	21.82%	21.17%	28.33%	31.49%	42.50%	66.47%	35.38%	37.22%	28.93%	19.44%	43.70%	19.61%	16.67%
					C	BCD	BCDEF					JKMN		

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q2) Do you currently access the Internet with your mobile phone?

	AGE							GENDER		ETHNICITY				
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	574	86	108	129	124	69	58	294	280	86	29	326	123	10
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Yes	243	40	69	66	43	19	6	139	104	37	18	121	62	5
	42.33%	46.51%	63.89%	51.16%	34.68%	27.54%	10.34%	47.28%	37.14%	43.02%	62.07%	37.12%	50.41%	50.00%
		FG	BDEFG	EFG	G	G		I			L		L	
No	331	46	39	63	81	50	52	155	176	49	11	205	61	5
	57.67%	53.49%	36.11%	48.84%	65.32%	72.46%	89.66%	52.72%	62.86%	56.98%	37.93%	62.88%	49.59%	50.00%
		C		C	CD	BCD	BCDEF		H			KM		

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q3) Which one of the following types of plans do you have for accessing the mobile web via your mobile phone?

	AGE							GENDER		ETHNICITY				
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	243	40	69	66	43	19	6	139	104	37	18	121	62	5
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
I pay by the minute for the time I access the web	44	7	18	8	7	2	2	24	20	5	4	24	11	0
	18.11%	17.50%	26.09%	12.12%	16.28%	10.53%	33.33%	17.27%	19.23%	13.51%	22.22%	19.83%	17.74%	0.00%
			D							N	N	N	N	
I have an unlimited usage plan	185	28	51	53	33	16	4	110	75	31	13	89	47	5
	76.13%	70.00%	73.91%	80.30%	76.74%	84.21%	66.67%	79.14%	72.12%	83.78%	72.22%	73.55%	75.81%	100.00%
														JKLM
I do not know what type of plan I have	14	5	0	5	3	1	0	5	9	1	1	8	4	0
	5.76%	12.50%	0.00%	7.58%	6.98%	5.26%	0.00%	3.60%	8.65%	2.70%	5.56%	6.61%	6.45%	0.00%
		CG		CG								N	N	

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q4) When accessing the Internet through your mobile phone, do you: (Please check all that apply.)

	AGE							GENDER		ETHNICITY					
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
TOTAL	243	40	69	66	43	19	6	139	104	37	18	121	62	5	
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
Check email	181	29	46	53	34	14	5	108	73	30	13	93	42	3	
	74.49%	72.50%	66.67%	80.30%	79.07%	73.68%	83.33%	77.70%	70.19%	81.08%	72.22%	76.86%	67.74%	60.00%	
Get scoring news or weather updates	132	21	34	42	21	10	4	87	45	20	7	73	30	2	
	54.32%	52.50%	49.28%	63.64%	48.84%	52.63%	66.67%	62.59%	43.27%	54.05%	38.89%	60.33%	48.39%	40.00%	
Use your search program to locate a business, address or name	132	20	36	38	24	10	4	75	57	20	7	69	32	4	
	54.32%	50.00%	52.17%	57.58%	55.81%	52.63%	66.67%	53.96%	54.81%	54.05%	38.89%	57.02%	51.61%	80.00%	
Download games, music or other content	64	9	18	21	12	4	0	42	22	11	4	31	17	1	
	26.34%	22.50%	26.09%	31.82%	27.91%	21.05%	0.00%	30.22%	21.15%	29.73%	22.22%	25.62%	27.42%	20.00%	
Watch a video	66	10	21	20	10	5	0	40	26	13	0	34	18	1	
	27.16%	25.00%	30.43%	30.30%	23.26%	26.32%	0.00%	28.78%	25.00%	35.14%	0.00%	28.10%	29.03%	20.00%	
Take advantage of a promotional offer	21	6	4	4	5	2	0	10	11	4	1	14	2	0	
	8.64%	15.00%	5.80%	6.06%	11.63%	10.53%	0.00%	7.19%	10.58%	10.81%	5.56%	11.57%	3.23%	0.00%	
All of the above	32	8	13	4	5	2	0	15	17	6	4	13	8	1	
	13.17%	20.00%	18.84%	6.06%	11.63%	10.53%	0.00%	10.79%	16.35%	16.22%	22.22%	10.74%	12.90%	20.00%	
None of the above	2	1	0	1	0	0	0	2	0	0	0	2	0	0	
	0.82%	2.50%	0.00%	1.52%	0.00%	0.00%	0.00%	1.44%	0.00%	0.00%	0.00%	1.65%	0.00%	0.00%	

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q5) Does your mobile phone have text capabilities?

	AGE							GENDER		ETHNICITY				
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	901	110	137	180	181	120	173	455	446	121	36	579	153	12
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Yes	789	110	133	171	169	101	105	391	398	111	34	485	147	12
	87.57%	100.00%	97.08%	95.00%	93.37%	84.17%	60.69%	85.93%	89.24%	91.74%	94.44%	83.77%	96.08%	100.00%
No	112	0	4	9	12	19	68	64	48	10	2	94	6	0
	12.43%	0.00%	2.92%	5.00%	6.63%	15.83%	39.31%	14.07%	10.76%	8.26%	5.56%	16.23%	3.92%	0.00%
			B	B	B	BCDE	BCDEF			N		JKMN	N	

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q6) What type of message/SMS plan do you use to pay for text messages that you send and receive on your wireless mobile phone?

	AGE							GENDER		ETHNICITY				
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	789	110	133	171	169	101	105	391	398	111	34	485	147	12
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
A charge for each text message/SMS	239	10	31	51	54	40	53	124	115	34	12	161	28	4
	30.29%	9.09%	23.31%	29.82%	31.95%	39.60%	50.48%	31.71%	28.89%	30.63%	35.29%	33.20%	19.05%	33.33%
			B	B	B	BC	BCDE			M		M		
An unlimited text message/SMS plan	315	75	57	67	70	32	14	153	162	46	11	174	78	6
	39.92%	68.18%	42.86%	39.18%	41.42%	31.68%	13.33%	39.13%	40.70%	41.44%	32.35%	35.88%	53.06%	50.00%
		CDEFG	G	G	G	G							KL	
A message/SMS package which allows you to send and receive a preset number of messages	143	23	40	32	29	10	9	63	80	18	8	86	29	2
	18.12%	20.91%	30.08%	18.71%	17.16%	9.90%	8.57%	16.11%	20.10%	16.22%	23.53%	17.73%	19.73%	16.67%
		FG	DEFG	FG	G									
My carrier gives me free texting as part of a promotion	9	0	0	3	3	2	1	5	4	1	0	6	2	0
	1.14%	0.00%	0.00%	1.75%	1.78%	1.98%	0.95%	1.28%	1.01%	0.90%	0.00%	1.24%	1.36%	0.00%
												KN		
Other (SPECIFY:)	15	0	2	4	4	3	2	10	5	2	0	13	0	0
	1.90%	0.00%	1.50%	2.34%	2.37%	2.97%	1.90%	2.56%	1.26%	1.80%	0.00%	2.68%	0.00%	0.00%
				B	B							KMN		
Don't Know/Not sure	68	2	3	14	9	14	26	36	32	10	3	45	10	0
	8.62%	1.82%	2.26%	8.19%	5.33%	13.86%	24.76%	9.21%	8.04%	9.01%	8.82%	9.28%	6.80%	0.00%
				BC		BCE	BCDEF			N		N	N	

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q7) When receiving texts on your mobile phone, how often do you open the message? If you never open a text message, please enter a 0.

	AGE							GENDER		ETHNICITY				
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Mean	68.61%	93.05%	80.32%	70.41%	69.95%	54.53%	36.65%	65.97%	71.22%	69.15%	62.82%	65.97%	78.86%	61.33%
		CDE	DEF	FG	FG	G							JKL	

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q8) Have you opted in to receive messages from a company (or companies) via text on your mobile phone?

	AGE							GENDER		ETHNICITY				
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	789	110	133	171	169	101	105	391	398	111	34	485	147	12
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Yes	182	33	44	45	36	14	10	100	82	32	11	90	45	4
	23.07%	30.00%	33.08%	26.32%	21.30%	13.86%	9.52%	25.58%	20.60%	28.83%	32.35%	18.56%	30.61%	33.33%
No		FG	EFG	FG	G					L			L	
	607	77	89	126	133	87	95	291	316	79	23	395	102	8
	76.93%	70.00%	66.92%	73.68%	78.70%	86.14%	90.48%	74.42%	79.40%	71.17%	67.65%	81.44%	69.39%	66.67%
					C	BCD	BCDE					JM		

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q9) Have you ever opted out of receiving messages from a company (or companies) via text on your mobile phone?

	AGE							GENDER		ETHNICITY				
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	182	33	44	45	36	14	10	100	82	32	11	90	45	4
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Yes	132	24	31	35	26	10	6	72	60	23	10	65	31	3
	72.53%	72.73%	70.45%	77.78%	72.22%	71.43%	60.00%	72.00%	73.17%	71.88%	90.91%	72.22%	68.89%	75.00%
										M				
No	50	9	13	10	10	4	4	28	22	9	1	25	14	1
	27.47%	27.27%	29.55%	22.22%	27.78%	28.57%	40.00%	28.00%	26.83%	28.13%	9.09%	27.78%	31.11%	25.00%
													K	

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q10) Have you ever received a marketing or advertising text message on your mobile phone? This may include information from a company, an offer or coupon, an advertisement or other message from a company or organization. Please select all that apply.

	AGE							GENDER		ETHNICITY				
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	789	110	133	171	169	101	105	391	398	111	34	485	147	12
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
I have received an offer or coupon	143	24	37	31	24	17	10	75	68	27	6	78	30	2
	18.12%	21.82%	27.82%	18.13%	14.20%	16.83%	9.52%	19.18%	17.09%	24.32%	17.65%	16.08%	20.41%	16.67%
		G	DEFG	G										
I have received advertisements	236	41	44	48	47	31	25	132	104	31	12	144	47	2
	29.91%	37.27%	33.08%	28.07%	27.81%	30.69%	23.81%	33.76%	26.13%	27.93%	35.29%	29.69%	31.97%	16.67%
		G						I						
I have received general company information	112	15	22	22	24	13	16	60	52	19	8	60	24	1
	14.20%	13.64%	16.54%	12.87%	14.20%	12.87%	15.24%	15.35%	13.07%	17.12%	23.53%	12.37%	16.33%	8.33%
I have received other kinds of marketing text messages	146	19	24	34	35	21	13	80	66	17	5	89	32	3
	18.50%	17.27%	18.05%	19.88%	20.71%	20.79%	12.38%	20.46%	16.58%	15.32%	14.71%	18.35%	21.77%	25.00%
No, I have never received a marketing or ad text message	385	48	53	92	81	50	61	179	206	51	14	246	66	8
	48.80%	43.64%	39.85%	53.80%	47.93%	49.50%	58.10%	45.78%	51.76%	45.95%	41.18%	50.72%	44.90%	66.67%
				C				BC						

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QREGION) Region variable

	AGE							GENDER		ETHNICITY				
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	901	110	137	180	181	120	173	455	446	121	36	579	153	12
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Northeast	164	29	19	35	37	18	26	85	79	21	3	111	28	1
	18.20%	26.36%	13.87%	19.44%	20.44%	15.00%	15.03%	18.68%	17.71%	17.36%	8.33%	19.17%	18.30%	8.33%
		CFG										K		
Midwest	224	28	27	54	41	28	46	109	115	23	14	158	27	2
	24.86%	25.45%	19.71%	30.00%	22.65%	23.33%	26.59%	23.96%	25.78%	19.01%	38.89%	27.29%	17.65%	16.67%
			C								JM	JM		
South	314	32	54	50	58	51	69	155	159	56	5	186	61	6
	34.85%	29.09%	39.42%	27.78%	32.04%	42.50%	39.88%	34.07%	35.65%	46.28%	13.89%	32.12%	39.87%	50.00%
			D			BD	D			KL		K	K	K
West	199	21	37	41	45	23	32	106	93	21	14	124	37	3
	22.09%	19.09%	27.01%	22.78%	24.86%	19.17%	18.50%	23.30%	20.85%	17.36%	38.89%	21.42%	24.18%	25.00%
											JL			

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QINCOME) Income Variable

	AGE							GENDER		ETHNICITY				
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	901	110	137	180	181	120	173	455	446	121	36	579	153	12
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Less than \$35K	226	40	27	35	38	32	54	106	120	37	5	141	43	0
	25.08%	36.36%	19.71%	19.44%	20.99%	26.67%	31.21%	23.30%	26.91%	30.58%	13.89%	24.35%	28.10%	0.00%
		CDE					CDE			KN	N	N	KN	
\$35K to less than \$50K	160	9	31	31	33	17	39	77	83	27	3	107	21	2
	17.76%	8.18%	22.63%	17.22%	18.23%	14.17%	22.54%	16.92%	18.61%	22.31%	8.33%	18.48%	13.73%	16.67%
			B	B	B		B			K		K		
\$50K to less than \$75K	202	18	36	47	43	24	34	104	98	27	9	123	40	3
	22.42%	16.36%	26.28%	26.11%	23.76%	20.00%	19.65%	22.86%	21.97%	22.31%	25.00%	21.24%	26.14%	25.00%
				B										
\$75K to less than \$100K	124	9	19	31	26	21	18	67	57	14	9	73	26	2
	13.76%	8.18%	13.87%	17.22%	14.36%	17.50%	10.40%	14.73%	12.78%	11.57%	25.00%	12.61%	16.99%	16.67%
				B		B								
\$100K or more	136	17	20	30	32	22	15	83	53	11	7	97	20	1
	15.09%	15.45%	14.60%	16.67%	17.68%	18.33%	8.67%	18.24%	11.88%	9.09%	19.44%	16.75%	13.07%	8.33%
				G	G	G		I				J		
Prefer not to say	53	17	4	6	9	4	13	18	35	5	3	38	3	4
	5.88%	15.45%	2.92%	3.33%	4.97%	3.33%	7.51%	3.96%	7.85%	4.13%	8.33%	6.56%	1.96%	33.33%
		CDEFG							H			M		JLM

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:16 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QDEMO6) What is your current employment status?

	AGE							GENDER		ETHNICITY				
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	901	110	137	180	181	120	173	455	446	121	36	579	153	12
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Employed full-time	326	25	82	97	81	34	7	190	136	49	18	181	73	5
	36.18%	22.73%	59.85%	53.89%	44.75%	28.33%	4.05%	41.76%	30.49%	40.50%	50.00%	31.26%	47.71%	41.67%
		G	BEFG	BFG	BFG	G		I			L		L	
Employed part-time	86	16	7	21	18	12	12	32	54	7	3	64	11	1
	9.54%	14.55%	5.11%	11.67%	9.94%	10.00%	6.94%	7.03%	12.11%	5.79%	8.33%	11.05%	7.19%	8.33%
		CG		C					H			J		
Self-employed	93	3	11	22	29	15	13	55	38	12	1	63	16	1
	10.32%	2.73%	8.03%	12.22%	16.02%	12.50%	7.51%	12.09%	8.52%	9.92%	2.78%	10.88%	10.46%	8.33%
				B	BCG	B						K	K	
Not employed	66	7	13	7	19	15	5	37	29	7	3	38	17	1
	7.33%	6.36%	9.49%	3.89%	10.50%	12.50%	2.89%	8.13%	6.50%	5.79%	8.33%	6.56%	11.11%	8.33%
			G		DG	DG								
Retired	187	0	0	5	19	33	130	112	75	32	3	138	13	1
	20.75%	0.00%	0.00%	2.78%	10.50%	27.50%	75.14%	24.62%	16.82%	26.45%	8.33%	23.83%	8.50%	8.33%
				BC	BCD	BCDE	BCDEF	I		KMN		KM		
Student	69	57	8	3	1	0	0	26	43	9	6	45	7	2
	7.66%	51.82%	5.84%	1.67%	0.55%	0.00%	0.00%	5.71%	9.64%	7.44%	16.67%	7.77%	4.58%	16.67%
		CDEFG	EFG						H					
Homemaker	74	2	16	25	14	11	6	3	71	5	2	50	16	1
	8.21%	1.82%	11.68%	13.89%	7.73%	9.17%	3.47%	0.66%	15.92%	4.13%	5.56%	8.64%	10.46%	8.33%
			BG	BG	B	B			H			J	J	

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:17 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QDEMO7) What is your marital status?

	AGE							GENDER		ETHNICITY				
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	901	110	137	180	181	120	173	455	446	121	36	579	153	12
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Now Married	473	8	70	103	100	75	117	254	219	40	18	329	82	4
	52.50%	7.27%	51.09%	57.22%	55.25%	62.50%	67.63%	55.82%	49.10%	33.06%	50.00%	56.82%	53.59%	33.33%
			B	B	B	B	BCDE	I				J	J	
Unmarried Partner	79	16	21	20	13	5	4	43	36	12	4	43	19	1
	8.77%	14.55%	15.33%	11.11%	7.18%	4.17%	2.31%	9.45%	8.07%	9.92%	11.11%	7.43%	12.42%	8.33%
		FG	EFG	FG	G									
Divorced	96	0	3	11	32	24	26	36	60	19	1	58	15	3
	10.65%	0.00%	2.19%	6.11%	17.68%	20.00%	15.03%	7.91%	13.45%	15.70%	2.78%	10.02%	9.80%	25.00%
				B	BCD	BCD	BCD		H	K		K		
Separated	15	1	2	5	4	3	0	9	6	5	0	4	5	1
	1.66%	0.91%	1.46%	2.78%	2.21%	2.50%	0.00%	1.98%	1.35%	4.13%	0.00%	0.69%	3.27%	8.33%
				G	G					K		K	K	
Widowed	30	1	0	0	7	5	17	8	22	6	0	22	2	0
	3.33%	0.91%	0.00%	0.00%	3.87%	4.17%	9.83%	1.76%	4.93%	4.96%	0.00%	3.80%	1.31%	0.00%
					CD	CD	BCDE		H	KN		KMN		
Never married	208	84	41	41	25	8	9	105	103	39	13	123	30	3
	23.09%	76.36%	29.93%	22.78%	13.81%	6.67%	5.20%	23.08%	23.09%	32.23%	36.11%	21.24%	19.61%	25.00%
		CDEFG	EFG	EFG	FG					LM				

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:56:17 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QDEMO8) Do you have children in your household?

	AGE							GENDER		ETHNICITY				
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Black	Asian	White	Hispanic	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL	901	110	137	180	181	120	173	455	446	121	36	579	153	12
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Yes	320	29	65	107	85	25	9	130	190	46	11	179	79	5
	35.52%	26.36%	47.45%	59.44%	46.96%	20.83%	5.20%	28.57%	42.60%	38.02%	30.56%	30.92%	51.63%	41.67%
		G	BFG	BCEFG	BFG	G			H				JKL	
No	581	81	72	73	96	95	164	325	256	75	25	400	74	7
	64.48%	73.64%	52.55%	40.56%	53.04%	79.17%	94.80%	71.43%	57.40%	61.98%	69.44%	69.08%	48.37%	58.33%
		CDE	D		D	CDE	BCDEF	I		M	M	M		

Comparison groups: BCDEFG/HI/JKLMN

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QDEMO1) What is your age?

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	901	226	160	202	124	136	164	224	314	199
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Under 18	0	0	0	0	0	0	0	0	0	0
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
18-24	110	40	9	18	9	17	29	28	32	21
	12.21%	17.70%	5.63%	8.91%	7.26%	12.50%	17.68%	12.50%	10.19%	10.55%
		CDE				C	I			
25-34	137	27	31	36	19	20	19	27	54	37
	15.21%	11.95%	19.38%	17.82%	15.32%	14.71%	11.59%	12.05%	17.20%	18.59%
35-44	180	35	31	47	31	30	35	54	50	41
	19.98%	15.49%	19.38%	23.27%	25.00%	22.06%	21.34%	24.11%	15.92%	20.60%
				B	B			I		
45-54	181	38	33	43	26	32	37	41	58	45
	20.09%	16.81%	20.63%	21.29%	20.97%	23.53%	22.56%	18.30%	18.47%	22.61%
55-64	120	32	17	24	21	22	18	28	51	23
	13.32%	14.16%	10.63%	11.88%	16.94%	16.18%	10.98%	12.50%	16.24%	11.56%
65+	173	54	39	34	18	15	26	46	69	32
	19.20%	23.89%	24.38%	16.83%	14.52%	11.03%	15.85%	20.54%	21.97%	16.08%
		EF	EF							

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QDEMO2) Are you male or female?

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	901	226	160	202	124	136	164	224	314	199
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Male	455	106	77	104	67	83	85	109	155	106
	50.50%	46.90%	48.13%	51.49%	54.03%	61.03%	51.83%	48.66%	49.36%	53.27%
						BC				
Female	446	120	83	98	57	53	79	115	159	93
	49.50%	53.10%	51.88%	48.51%	45.97%	38.97%	48.17%	51.34%	50.64%	46.73%
		F	F							

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QDEMO3) Which of the following best describes your ethnicity?

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	901	226	160	202	124	136	164	224	314	199
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Black / African American	121	37	27	27	14	11	21	23	56	21
	13.43%	16.37%	16.88%	13.37%	11.29%	8.09%	12.80%	10.27%	17.83%	10.55%
		F	F						HJ	
Asian	36	5	3	9	9	7	3	14	5	14
	4.00%	2.21%	1.88%	4.46%	7.26%	5.15%	1.83%	6.25%	1.59%	7.04%
					BC			GI		GI
White / Caucasian	579	141	107	123	73	97	111	158	186	124
	64.26%	62.39%	66.88%	60.89%	58.87%	71.32%	67.68%	70.54%	59.24%	62.31%
						DE		I		
Hispanic	153	43	21	40	26	20	28	27	61	37
	16.98%	19.03%	13.13%	19.80%	20.97%	14.71%	17.07%	12.05%	19.43%	18.59%
									H	
Other	12	0	2	3	2	1	1	2	6	3
	1.33%	0.00%	1.25%	1.49%	1.61%	0.74%	0.61%	0.89%	1.91%	1.51%

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01QA) Which company or companies provide your wireless mobile telephone service? Select all that apply.

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	901	226	160	202	124	136	164	224	314	199
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Alltel	51	12	12	9	7	8	1	23	22	5
	5.66%	5.31%	7.50%	4.46%	5.65%	5.88%	0.61%	10.27%	7.01%	2.51%
								GJ	GJ	
AT&T/Cingular*	250	58	38	63	36	40	36	50	100	64
	27.75%	25.66%	23.75%	31.19%	29.03%	29.41%	21.95%	22.32%	31.85%	32.16%
									GH	GH
Boost Mobile	12	5	1	2	2	2	5	4	3	0
	1.33%	2.21%	0.63%	0.99%	1.61%	1.47%	3.05%	1.79%	0.96%	0.00%
							J	J		
Cricket	15	6	4	2	1	2	2	2	5	6
	1.66%	2.65%	2.50%	0.99%	0.81%	1.47%	1.22%	0.89%	1.59%	3.02%
Qwest Wireless	1	0	0	0	0	1	1	0	0	0
	0.11%	0.00%	0.00%	0.00%	0.00%	0.74%	0.61%	0.00%	0.00%	0.00%
Sprint/Nextel*	102	23	23	23	11	17	10	28	39	25
	11.32%	10.18%	14.38%	11.39%	8.87%	12.50%	6.10%	12.50%	12.42%	12.56%
								G	G	G
T-Mobile*	133	31	26	28	23	18	30	27	46	30
	14.76%	13.72%	16.25%	13.86%	18.55%	13.24%	18.29%	12.05%	14.65%	15.08%

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01QA) Which company or companies provide your wireless mobile telephone service? Select all that apply. (Continued)

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
U.S. Cellular	16	4	3	2	1	4	4	10	2	0
	1.78%	1.77%	1.88%	0.99%	0.81%	2.94%	2.44%	4.46%	0.64%	0.00%
							J	IJ		
Verizon Wireless*	259	55	35	60	35	54	77	48	72	62
	28.75%	24.34%	21.88%	29.70%	28.23%	39.71%	46.95%	21.43%	22.93%	31.16%
						BCE	HIJ			HI
Virgin Mobile/Helio	27	7	4	9	4	2	5	9	6	7
	3.00%	3.10%	2.50%	4.46%	3.23%	1.47%	3.05%	4.02%	1.91%	3.52%
Other (SPECIFY)	82	33	20	11	12	4	13	28	32	9
	9.10%	14.60%	12.50%	5.45%	9.68%	2.94%	7.93%	12.50%	10.19%	4.52%
		DF	DF		F			J	J	
Have phone but don't know who the carrier is	12	5	2	1	2	2	0	4	5	3
	1.33%	2.21%	1.25%	0.50%	1.61%	1.47%	0.00%	1.79%	1.59%	1.51%
								G	G	
Don't own/use a mobile phone or have a mobile wireless carrier	0	0	0	0	0	0	0	0	0	0
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01QB) What is the name of the manufacturer(s) of your mobile phone(s)? Please select all that apply.

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	901	226	160	202	124	136	164	224	314	199
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Apple (iPhone)	35	6	5	8	4	10	10	10	9	6
	3.88%	2.65%	3.13%	3.96%	3.23%	7.35%	6.10%	4.46%	2.87%	3.02%
Audiovox/Starcomm	5	1	0	1	2	1	1	0	2	2
	0.55%	0.44%	0.00%	0.50%	1.61%	0.74%	0.61%	0.00%	0.64%	1.01%
Blackberry (Research in Motion/RIM)	56	12	7	7	11	14	15	13	19	9
	6.22%	5.31%	4.38%	3.47%	8.87%	10.29%	9.15%	5.80%	6.05%	4.52%
Danger/Sidekick	2	0	0	1	0	1	2	0	0	0
	0.22%	0.00%	0.00%	0.50%	0.00%	0.74%	1.22%	0.00%	0.00%	0.00%
HP/IPAQ	2	0	0	0	0	2	2	0	0	0
	0.22%	0.00%	0.00%	0.00%	0.00%	1.47%	1.22%	0.00%	0.00%	0.00%
HTC	17	2	3	3	4	4	5	3	5	4
	1.89%	0.88%	1.88%	1.49%	3.23%	2.94%	3.05%	1.34%	1.59%	2.01%
Kyocera	25	5	5	11	2	1	6	8	5	6
	2.77%	2.21%	3.13%	5.45%	1.61%	0.74%	3.66%	3.57%	1.59%	3.02%
LG	200	46	31	55	24	32	36	57	60	47
	22.20%	20.35%	19.38%	27.23%	19.35%	23.53%	21.95%	25.45%	19.11%	23.62%

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01QB) What is the name of the manufacturer(s) of your mobile phone(s)? Please select all that apply. (Continued)

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Motorola	220	55	40	47	26	41	39	59	80	42
	24.42%	24.34%	25.00%	23.27%	20.97%	30.15%	23.78%	26.34%	25.48%	21.11%
Nokia	119	34	26	26	18	12	19	38	44	18
	13.21%	15.04%	16.25%	12.87%	14.52%	8.82%	11.59%	16.96%	14.01%	9.05%
Palm/Treo/Centro	14	3	2	3	2	2	5	2	3	4
	1.55%	1.33%	1.25%	1.49%	1.61%	1.47%	3.05%	0.89%	0.96%	2.01%
Samsung	228	58	39	44	34	38	40	49	91	48
	25.31%	25.66%	24.38%	21.78%	27.42%	27.94%	24.39%	21.88%	28.98%	24.12%
Sanyo	25	4	4	6	5	6	3	5	10	7
	2.77%	1.77%	2.50%	2.97%	4.03%	4.41%	1.83%	2.23%	3.18%	3.52%
Siemens	5	1	0	1	1	2	2	0	3	0
	0.55%	0.44%	0.00%	0.50%	0.81%	1.47%	1.22%	0.00%	0.96%	0.00%
Sony Ericsson	28	6	5	7	5	4	4	4	10	10
	3.11%	2.65%	3.13%	3.47%	4.03%	2.94%	2.44%	1.79%	3.18%	5.03%
Toshiba	6	3	0	2	0	1	3	0	1	2
	0.67%	1.33%	0.00%	0.99%	0.00%	0.74%	1.83%	0.00%	0.32%	1.01%
Other (SPECIFY)	32	5	7	6	6	5	8	2	13	9
	3.55%	2.21%	4.38%	2.97%	4.84%	3.68%	4.88%	0.89%	4.14%	4.52%
Don't know/refused	17	8	1	3	1	0	6	5	3	3
	1.89%	3.54%	0.63%	1.49%	0.81%	0.00%	3.66%	2.23%	0.96%	1.51%
		CF								

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q1) Is your mobile phone equipped with the ability to access the internet?

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	901	226	160	202	124	136	164	224	314	199
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Yes	574	134	98	132	89	90	96	134	206	138
	63.71%	59.29%	61.25%	65.35%	71.77%	66.18%	58.54%	59.82%	65.61%	69.35%
No	327	92	62	70	35	46	68	90	108	61
	36.29%	40.71%	38.75%	34.65%	28.23%	33.82%	41.46%	40.18%	34.39%	30.65%

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q2) Do you currently access the Internet with your mobile phone?

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	574	134	98	132	89	90	96	134	206	138
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Yes	243	47	41	58	41	43	48	55	84	56
	42.33%	35.07%	41.84%	43.94%	46.07%	47.78%	50.00%	41.04%	40.78%	40.58%
No	331	87	57	74	48	47	48	79	122	82
	57.67%	64.93%	58.16%	56.06%	53.93%	52.22%	50.00%	58.96%	59.22%	59.42%

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q3) Which one of the following types of plans do you have for accessing the mobile web via your mobile phone?

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	243	47	41	58	41	43	48	55	84	56
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
I pay by the minute for the time I access the web	44	10	7	12	7	6	9	14	15	6
	18.11%	21.28%	17.07%	20.69%	17.07%	13.95%	18.75%	25.45%	17.86%	10.71%
								J		
I have an unlimited usage plan	185	35	33	43	32	36	35	37	66	47
	76.13%	74.47%	80.49%	74.14%	78.05%	83.72%	72.92%	67.27%	78.57%	83.93%
										H
I do not know what type of plan I have	14	2	1	3	2	1	4	4	3	3
	5.76%	4.26%	2.44%	5.17%	4.88%	2.33%	8.33%	7.27%	3.57%	5.36%

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q4) When accessing the Internet through your mobile phone, do you: (Please check all that apply.)

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	243	47	41	58	41	43	48	55	84	56
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Check email	181	36	31	41	32	33	36	36	66	43
	74.49%	76.60%	75.61%	70.69%	78.05%	76.74%	75.00%	65.45%	78.57%	76.79%
Get scoring news or weather updates	132	22	24	28	29	20	26	30	47	29
	54.32%	46.81%	58.54%	48.28%	70.73%	46.51%	54.17%	54.55%	55.95%	51.79%
Use your search program to locate a business, address or name	132	26	25	29	24	22	30	29	46	27
	54.32%	55.32%	60.98%	50.00%	58.54%	51.16%	62.50%	52.73%	54.76%	48.21%
Download games, music or other content	64	16	12	17	11	7	12	15	21	16
	26.34%	34.04%	29.27%	29.31%	26.83%	16.28%	25.00%	27.27%	25.00%	28.57%
Watch a video	66	12	15	13	14	12	14	11	27	14
	27.16%	25.53%	36.59%	22.41%	34.15%	27.91%	29.17%	20.00%	32.14%	25.00%
Take advantage of a promotional offer	21	6	4	4	4	3	4	9	7	1
	8.64%	12.77%	9.76%	6.90%	9.76%	6.98%	8.33%	16.36%	8.33%	1.79%
All of the above	32	4	4	9	5	8	10	10	5	7
	13.17%	8.51%	9.76%	15.52%	12.20%	18.60%	20.83%	18.18%	5.95%	12.50%
None of the above	2	0	0	0	1	0	1	0	0	1
	0.82%	0.00%	0.00%	0.00%	2.44%	0.00%	2.08%	0.00%	0.00%	1.79%

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q5) Does your mobile phone have text capabilities?

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	901	226	160	202	124	136	164	224	314	199
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Yes	789	195	136	174	112	128	136	194	281	178
	87.57%	86.28%	85.00%	86.14%	90.32%	94.12%	82.93%	86.61%	89.49%	89.45%
No						BCD				
	112	31	24	28	12	8	28	30	33	21
	12.43%	13.72%	15.00%	13.86%	9.68%	5.88%	17.07%	13.39%	10.51%	10.55%
	F	F	F							

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q6) What type of message/SMS plan do you use to pay for text messages that you send and receive on your wireless mobile phone?

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	789	195	136	174	112	128	136	194	281	178
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
A charge for each text message/SMS	239	59	43	51	38	35	34	71	82	52
	30.29%	30.26%	31.62%	29.31%	33.93%	27.34%	25.00%	36.60%	29.18%	29.21%
								G		
An unlimited text message/SMS plan	315	77	50	69	45	56	61	68	114	72
	39.92%	39.49%	36.76%	39.66%	40.18%	43.75%	44.85%	35.05%	40.57%	40.45%
A message/SMS package which allows you to send and receive a preset number of messages	143	33	22	33	20	28	27	30	50	36
	18.12%	16.92%	16.18%	18.97%	17.86%	21.88%	19.85%	15.46%	17.79%	20.22%
My carrier gives me free texting as part of a promotion	9	3	0	3	1	2	1	1	3	4
	1.14%	1.54%	0.00%	1.72%	0.89%	1.56%	0.74%	0.52%	1.07%	2.25%
Other (SPECIFY:)	15	2	4	7	2	0	2	5	3	5
	1.90%	1.03%	2.94%	4.02%	1.79%	0.00%	1.47%	2.58%	1.07%	2.81%
			F	F						
Don't Know/Not sure	68	21	17	11	6	7	11	19	29	9
	8.62%	10.77%	12.50%	6.32%	5.36%	5.47%	8.09%	9.79%	10.32%	5.06%
			EF						J	

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q7) When receiving texts on your mobile phone, how often do you open the message? If you never open a text message, please enter a 0.

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Mean	68.61%	64.80%	62.57%	73.18%	69.73%	72.34%	73.32%	66.78%	66.62%	70.17%
				OP						

Comparison groups: BCDEF/GHIJ
Independent Z-test for percentages.
at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q8) Have you opted in to receive messages from a company (or companies) via text on your mobile phone?

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	789	195	136	174	112	128	136	194	281	178
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Yes	182	44	31	43	34	25	31	38	64	49
	23.07%	22.56%	22.79%	24.71%	30.36%	19.53%	22.79%	19.59%	22.78%	27.53%
No	607	151	105	131	78	103	105	156	217	129
	76.93%	77.44%	77.21%	75.29%	69.64%	80.47%	77.21%	80.41%	77.22%	72.47%

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q9) Have you ever opted out of receiving messages from a company (or companies) via text on your mobile phone?

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	182	44	31	43	34	25	31	38	64	49
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Yes	132	25	24	33	27	20	23	23	50	36
	72.53%	56.82%	77.42%	76.74%	79.41%	80.00%	74.19%	60.53%	78.13%	73.47%
No	50	19	7	10	7	5	8	15	14	13
	27.47%	43.18%	22.58%	23.26%	20.59%	20.00%	25.81%	39.47%	21.88%	26.53%
		DEF								

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QC01Q10) Have you ever received a marketing or advertising text message on your mobile phone? This may include information from a company, an offer or coupon, an advertisement or other message from a company or organization. Please select all that apply.

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	789	195	136	174	112	128	136	194	281	178
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
	143	28	24	35	28	24	19	33	56	35
	18.12%	14.36%	17.65%	20.11%	25.00%	18.75%	13.97%	17.01%	19.93%	19.66%
I have received an offer or coupon					B					
	236	45	45	58	37	38	44	49	76	67
	29.91%	23.08%	33.09%	33.33%	33.04%	29.69%	32.35%	25.26%	27.05%	37.64%
I have received advertisements			B	B						HI
	112	19	20	33	19	17	23	27	37	25
	14.20%	9.74%	14.71%	18.97%	16.96%	13.28%	16.91%	13.92%	13.17%	14.04%
I have received general company information				B						
	146	32	26	35	26	22	30	33	45	38
	18.50%	16.41%	19.12%	20.11%	23.21%	17.19%	22.06%	17.01%	16.01%	21.35%
I have received other kinds of marketing text messages										
	385	104	59	87	49	64	66	108	139	72
	48.80%	53.33%	43.38%	50.00%	43.75%	50.00%	48.53%	55.67%	49.47%	40.45%
No, I have never received a marketing or ad text message								J		

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QREGION) Region variable

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	901	226	160	202	124	136	164	224	314	199
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Northeast	164	31	22	40	20	39	164	0	0	0
	18.20%	13.72%	13.75%	19.80%	16.13%	28.68%	100.00%	0.00%	0.00%	0.00%
						BCE	HIJ			
Midwest	224	64	40	54	31	29	0	224	0	0
	24.86%	28.32%	25.00%	26.73%	25.00%	21.32%	0.00%	100.00%	0.00%	0.00%
								GIJ		
South	314	93	61	57	39	38	0	0	314	0
	34.85%	41.15%	38.13%	28.22%	31.45%	27.94%	0.00%	0.00%	100.00%	0.00%
		DF	D						GHJ	
West	199	38	37	51	34	30	0	0	0	199
	22.09%	16.81%	23.13%	25.25%	27.42%	22.06%	0.00%	0.00%	0.00%	100.00%
				B	B					GHI

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QINCOME) Income Variable

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	901	226	160	202	124	136	164	224	314	199
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Less than \$35K	226	226	0	0	0	0	31	64	93	38
	25.08%	100.00%	0.00%	0.00%	0.00%	0.00%	18.90%	28.57%	29.62%	19.10%
		CDEF						GJ	GJ	
\$35K to less than \$50K	160	0	160	0	0	0	22	40	61	37
	17.76%	0.00%	100.00%	0.00%	0.00%	0.00%	13.41%	17.86%	19.43%	18.59%
			BDEF							
\$50K to less than \$75K	202	0	0	202	0	0	40	54	57	51
	22.42%	0.00%	0.00%	100.00%	0.00%	0.00%	24.39%	24.11%	18.15%	25.63%
				BCEF						I
\$75K to less than \$100K	124	0	0	0	124	0	20	31	39	34
	13.76%	0.00%	0.00%	0.00%	100.00%	0.00%	12.20%	13.84%	12.42%	17.09%
					BCDF					
\$100K or more	136	0	0	0	0	136	39	29	38	30
	15.09%	0.00%	0.00%	0.00%	0.00%	100.00%	23.78%	12.95%	12.10%	15.08%
						BCDE	HIJ			
Prefer not to say	53	0	0	0	0	0	12	6	26	9
	5.88%	0.00%	0.00%	0.00%	0.00%	0.00%	7.32%	2.68%	8.28%	4.52%
							H		H	

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time
Selected date range: 06/09/2009 to 06/18/2009

QDEMO6) What is your current employment status?

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	901	226	160	202	124	136	164	224	314	199
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Employed full-time	326	44	64	87	57	66	61	80	110	75
	36.18%	19.47%	40.00%	43.07%	45.97%	48.53%	37.20%	35.71%	35.03%	37.69%
			B	B	B	B				
Employed part-time	86	27	13	17	10	13	17	29	24	16
	9.54%	11.95%	8.13%	8.42%	8.06%	9.56%	10.37%	12.95%	7.64%	8.04%
								I		
Self-employed	93	20	10	21	18	21	18	17	28	30
	10.32%	8.85%	6.25%	10.40%	14.52%	15.44%	10.98%	7.59%	8.92%	15.08%
					C	C				HI
Not employed	66	30	9	10	5	9	10	17	22	17
	7.33%	13.27%	5.63%	4.95%	4.03%	6.62%	6.10%	7.59%	7.01%	8.54%
			CDEF							
Retired	187	63	47	31	22	12	27	49	78	33
	20.75%	27.88%	29.38%	15.35%	17.74%	8.82%	16.46%	21.88%	24.84%	16.58%
		DEF	DEF		F				GJ	
Student	69	23	6	12	4	9	17	14	26	12
	7.66%	10.18%	3.75%	5.94%	3.23%	6.62%	10.37%	6.25%	8.28%	6.03%
		CE								
Homemaker	74	19	11	24	8	6	14	18	26	16
	8.21%	8.41%	6.88%	11.88%	6.45%	4.41%	8.54%	8.04%	8.28%	8.04%
				F						

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QDEMO7) What is your marital status?

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	901	226	160	202	124	136	164	224	314	199
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Now Married	473	61	80	126	88	94	81	126	164	102
	52.50%	26.99%	50.00%	62.38%	70.97%	69.12%	49.39%	56.25%	52.23%	51.26%
Unmarried Partner	79	25	11	17	12	11	14	17	23	25
	8.77%	11.06%	6.88%	8.42%	9.68%	8.09%	8.54%	7.59%	7.32%	12.56%
Divorced	96	45	22	17	7	2	15	22	42	17
	10.65%	19.91%	13.75%	8.42%	5.65%	1.47%	9.15%	9.82%	13.38%	8.54%
Separated	15	7	3	3	1	0	1	5	4	5
	1.66%	3.10%	1.88%	1.49%	0.81%	0.00%	0.61%	2.23%	1.27%	2.51%
Widowed	30	15	9	2	1	2	4	11	8	7
	3.33%	6.64%	5.63%	0.99%	0.81%	1.47%	2.44%	4.91%	2.55%	3.52%
Never married	208	73	35	37	15	27	49	43	73	43
	23.09%	32.30%	21.88%	18.32%	12.10%	19.85%	29.88%	19.20%	23.25%	21.61%

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.

OMNIBUS - W9904 06092009

Generated: Thursday 18th of June 2009 02:57:27 PM -6h GMT US Central Time

Selected date range: 06/09/2009 to 06/18/2009

QDEMO8) Do you have children in your household?

	HOUSEHOLD INCOME						REGION			
	TOTAL	Less than \$35K	\$35K to less than \$50K	\$50K to less than \$75K	\$75K to less than \$100K	\$100K or more	Northeast	Midwest	South	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	901	226	160	202	124	136	164	224	314	199
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Yes	320	64	51	76	58	59	58	89	100	73
	35.52%	28.32%	31.88%	37.62%	46.77%	43.38%	35.37%	39.73%	31.85%	36.68%
No	581	162	109	126	66	77	106	135	214	126
	64.48%	71.68%	68.13%	62.38%	53.23%	56.62%	64.63%	60.27%	68.15%	63.32%
		DEF	EF							

Comparison groups: BCDEF/GHIJ

Independent Z-test for percentages.

Upper case letters indicate significance at the 95% level.