

research

CELL PHONE ADS RECEIVED AND RESPONDED TO BY US MOBILE CONSUMERS Intelligence from knowledge.TM SEPTEMBER 2009

MARKET INTELLIGENCE **CONSUMER BRIEFING**



ABOUT THE MMA:

The MMA is an action-oriented, member-driven trade association, with a mission to lead the growth of mobile marketing worldwide and to drive forward a healthy and sustainable industry. Offering a wealth of industry knowledge in the form of research, educational tools and case studies, the MMA promotes and evangelizes the mobile channel and sets globally adopted initiatives, guidelines and best practices.

ABOUT LUTH RESEARCH:

Founded in 1977, Luth Research 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 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.



SavvyQuest[™] Insights: Cell Phone Ads Received and Responded To

Leveraging Luth Research's online panel, SurveySavvy[™], this SavvyQuest[™] omnibus survey was run from August 31 to September 4, 2009, with 996 completes. Respondents were screened so that only those who own a cell phone participated in the study. They were asked the following questions regarding their cell phone:

- Brand of current cell phone
- Current cellular service provider
- Number of cell phone ads responded to
- How received cell phone ads responded to
- Cell phone usage to text message to company who placed ad, scanning bar code and/or used GPS
- Number of products/services purchased after receiving ad on cell phone and total amount spent

RECEIPT OF AND RESPONSE TO CELL PHONE ADS IS RELATIVELY LOW:

More than half of respondents (56%) have not received an ad on their cell phone in the past year. While close to a third (29%) had a received one or more ads but not responded, 14% of respondents had responded to a cell phone ad at least once in the past year. Of those who responded to an ad, nearly half (48%) had received a text message ad. This was followed by "saw ad on website I was visiting on my cell phone" (17%), "it was in an email I received on my cell phone" (10%), "I received a voice recorded message" (7%) and "it was inside a mobile application" (6%).

Looking at those respondents who had responded to one or more cell phone ads:

- Nearly two thirds (65%) had also used their cell phone to text one or more messages to a company regarding a product/service they saw on media other than their cell phone.
- A third (32%) had used their cell phone camera or scanner to copy a bar code at least once this past year.
- More than half (55%) had used the GPS function on their cell phone.



HALF OF CELL PHONE RESPONDERS HAVE PURCHASED PRODUCT/SERVICE:

Only half (50%) of cell phone ad responders have actually purchased one or more products or services as a result of the ad; those 45+ years of age were significantly less likely to have done so (67% to 73% none). Among those who had bought at least one item, 65% were repeat buyers. On average these respondents had purchased 3.34 items based on a cell phone ad.

For most respondents the amount spent on these items was relatively low; 22% had spent less than \$10 and close to a third (30%) only \$11 to \$50 total for all items. However, there were some "big spenders" as 19% had spent \$100 or more on their cell ad purchases.

COMPARE RESULTS BY DEMOGRAPHICS, CARRIER, AND HANDSET

The following tables present the findings of the study in aggregate and cross-tabulated by both standard demographics and two mobile segmentations (carriers, handset manufacturer) customized for MMA Member Briefings by Luth Research.

To learn more about this study, license the dataset, or take advantage of Luth's SavvyQuest[™] omnibus surveys, please contact Peter Johnson, VP Market Intelligence, at <u>Peter.johnson@mmaglobal.com</u>.

MOBILE MARKETING ASSOCIATION

			,	olaliolioo										
				Age				Ge	nder			Ethnicit	ty	
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispanic	Other
QDEMO1. What is your age?														
Sample Size	996	119	186	220	180	121	170	496	500	120	40	677	150	9
18-24														
Count	119	119	0	0	0	0	0	49	70	19	5	66	28	1
Column %	12%	100%	0%	0%	0%	0%	0%	10%	14%	16%	13%	10%	19%	11%
25-34														
Count	186	0	186	0	0	0	0	106	80	16	9	115	44	2
Column %	19%	0%	100%	0%	0%	0%	0%	21%	16%	13%	23%	17%	29%	22%
35-44														
Count	220	0	0	220	0	0	0	119	101	21	14	140	43	2
Column %	22%	0%	0%	100%	0%	0%	0%	24%	20%	18%	35%	21%	29%	22%
45-54														
Count	180	0	0	0	180	0	0	90	90	25	7	127	19	2
Column %	18%	0%	0%	0%	100%	0%	0%	18%	18%	21%	18%	19%	13%	22%
55-64														
Count	121	0	0	0	0	121	0	54	67	19	2	85	14	1
Column %	12%	0%	0%	0%	0%	100%	0%	11%	13%	16%	5%	13%	9%	11%
65+														
Count	170	0	0	0	0	0	170	78	92	20	3	144	2	1
Column %	17%	0%	0%	0%	0%	0%	100%	16%	18%	17%	8%	21%	1%	11%



Confidence	e Level = 95%	No statistics	run for Multiple	Response Variables

				Age				Ge	nder	Ethnicity					
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispanic	Other	
QDEMO2. Are you male or female?															
Sample Size	996	119	186	220	180	121	170	496	500	120	40	677	150	9	
Male															
Count	496	49	106	119	90	54	78	496	0	47	19	350	75	5	
Column %	50%	41%	57%	54%	50%	45%	46%	100%	0%	39%	48%	52%	50%	56%	
Female															
Count	500	70	80	101	90	67	92	0	500	73	21	327	75	4	
Column %	50%	59%	43%	46%	50%	55%	54%	0%	100%	61%	53%	48%	50%	44%	

MOBILE MARKETING ASSOCIATION

				Age				Ge	nder			Ethnicit	t y	
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispanic	Other
QDEMO3. Which of the following best describes														
your ethnicity?														
Sample Size	996	119	186	220	180	121	170	496	500	120	40	677	150	9
Black / African American														
Count	120	19	16	21	25	19	20	47	73	120	0	0	0	0
Column %	12%	16%	9%	10%	14%	16%	12%	9%	15%	100%	0%	0%	0%	0%
Asian														
Count	40	5	9	14	7	2	3	19	21	0	40	0	0	0
Column %	4%	4%	5%	6%	4%	2%	2%	4%	4%	0%	100%	0%	0%	0%
White / Caucasian														
Count	677	66	115	140	127	85	144	350	327	0	0	677	0	0
Column %	68%	55%	62%	64%	71%	70 %	85%	71%	65%	0%	0%	100%	0%	0%
Hispanic														
Count	150	28	44	43	19	14	2	75	75	0	0	0	150	0
Column %	15%	24%	24%	20%	11%	12%	1%	15%	15%	0%	0%	0%	100%	0%
Other														
Count	9	1	2	2	2	1	1	5	4	0	0	0	0	9
Column %	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%	100%



MOBILE MARKETING ASSOCIATION

Confidence Level = 95%, No statistics run for Multiple Response Variables

			, -	Age		ultiple Res			nder			Ethnici	tv	
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispanic	Other
C01Q1. Which of the following brands is your														
current cell phone?	0.0.6	110	100	220	100	4.24	170	100	500	120	10	677	150	
Sample Size	996	119	186	220	180	121	170	496	500	120	40	677	150	9
Apple (iPhone) Mentions	56	10	19	16	7	2	2	34	22	4	4	40	8	0
% Valid Cases	6%	8%	10%	7%	4%	2%	1%	7%	4%	3%	10%	6%	5%	0%
Audiovox/Starcomm	0.10	0.0	10.10		. /0	270	270			0.0	1070	0.10	5.0	070
Mentions	5	1	0	2	0	0	2	5	0	1	0	3	1	0
% Valid Cases	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%
Blackberry (Research in Motion/RIM)							_							
Mentions	79	11 9%	21	22 10%	18	4	3 2%	47 9%	32 6%	8 7%	6 15%	45 7%	20	0
% Valid Cases Danger/Sidekick	8%	9%	11%	10%	10%	3%	2%	9%	6%	7%	15%	/%	13%	0%
Mentions	6	2	2	1	1	0	0	4	2	1	0	3	2	0
% Valid Cases	1%	2%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%
HP/IPAQ														
Mentions	6	1	4	1	0	0	0	4	2	0	0	6	0	0
% Valid Cases	1%	1%	2%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%
HTC	17		10					12	-			10	2	
Mentions % Valid Cases	17 2%	5 4%	10 5%	1 0%	1 1%	0 0%	0 0%	12 2%	5 1%	1 1%	1 3%	12 2%	3 2%	0 0%
Kyocera	Z%	4%	5%	0%	1%	0%	0%	2%	1%	1%	3%	2%	2%	0%
Mentions	24	2	1	6	8	5	2	9	15	2	1	19	1	1
% Valid Cases	2%	2%	1%	3%	4%	4%	1%	2%	3%	2%	3%	3%	1%	11%
LG														
Mentions	226	32	46	43	39	25	41	113	113	15	12	163	35	1
% Valid Cases	23%	27%	25%	20%	22%	21%	24%	23%	23%	13%	30%	24%	23%	11%
Motorola	105		20			20		0.5	101	2.4		1.12	22	
Mentions % Valid Cases	196 20%	14 12%	38 20%	44 20%	30 17%	29 24%	41 24%	95 19%	101 20%	24 20%	3 8%	143 21%	22 15%	4 44%
Nokia	20%	12%	20%	20%	17%	24%	24%	19%	20%	20%	0%	21%	15%	44%
Mentions	134	12	17	31	31	17	26	78	56	15	5	89	24	1
% Valid Cases	13%	10%	9%	14%	17%	14%	15%	16%	11%	13%	13%	13%	16%	11%
Palm/Treo/Centro														
Mentions	18	1	7	6	3	1	0	10	8	4	2	11	1	0
% Valid Cases	2%	1%	4%	3%	2%	1%	0%	2%	2%	3%	5%	2%	1%	0%
Samsung Mentions	212	31	41	42	37	26	35	92	120	33	9	136	32	2
% Valid Cases	212	26%	41 22%	42 19%	21%	26 21%	35 21%	92 19%	24%	28%	23%	20%	32 21%	2 22%
Sanyo	2170	2070	22/0	10/0	21/0	21/0	21/0	1370	2770	2070	2370	2070	21/0	2270
Mentions	22	2	5	4	3	3	5	11	11	2	1	15	4	0
% Valid Cases	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	3%	2%	3%	0%
Siemens														
Mentions	1	0	0	1	0	0	0	1	0	0	0	1	0	0
% Valid Cases	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sony Ericsson Mentions	28	3	4	8	6	2	5	14	14	5	0	16	7	0
% Valid Cases	3%	3%	2%	4%	3%	2%	3%	3%	3%	4%	0%	2%	5%	0%
Toshiba	270	570	2 /0	170	570	2 /0	570	270	570	170	0,0	2 /0	570	0,0
Mentions	2	0	1	1	0	0	0	2	0	1	0	1	0	0
% Valid Cases	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Other		_												
Mentions	38	5	3	8	6	8	8	17	21	6	2	26	4	0
% Valid Cases Have phone but don't know the brand	4%	4%	2%	4%	3%	7%	5%	3%	4%	5%	5%	4%	3%	0%
Have phone but don't know the brand Mentions	18	1	1	3	5	3	5	7	11	4	0	13	1	0
% Valid Cases	2%	1%	1%	1%	3%	2%	3%	1%	2%	3%	0%	2%	1%	0%
Calla highlighted in light blue are significantly differen	270	I /0	170	1/0	570	270	570	170	270	570	070	270	1/0	0,0

Cells highlighted in light blue are significantly different.



MOBILE MARKETING ASSOCIATION

			,	Age		anipie Res			nder	Ethnicity					
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispanic	Other	
C0102. Which of the following companies	Total	10 24	25 54	55 44	45 54	55 04	05	Huic	Tennare	DIUCK	Asian	Winte	mopune	other	
currently provides your cellular phone service?															
Sample Size	996	119	186	220	180	121	170	496	500	120	40	677	150	9	
Alitei	550	>	100		100		1/0			120		0//	100		
Mentions	28	4	3	10	4	2	5	11	17	0	0	25	3	0	
% Valid Cases	3%	3%	2%	5%	2%	2%	3%	2%	3%	0%	0%	4%	2%	0%	
AT&T/Cingular															
Mentions	280	36	60	54	51	25	54	140	140	35	14	186	43	2	
% Valid Cases	28%	30%	32%	25%	28%	21%	32%	28%	28%	29%	35%	27%	29%	22%	
Boost Mobile															
Mentions	6	1	1	2	0	2	0	1	5	2	0	2	1	1	
% Valid Cases	1%	1%	1%	1%	0%	2%	0%	0%	1%	2%	0%	0%	1%	11%	
Cricket															
Mentions	12	2	2	1	5	2	0	7	5	3	1	6	2	0	
% Valid Cases	1%	2%	1%	0%	3%	2%	0%	1%	1%	3%	3%	1%	1%	0%	
Qwest Wireless	_			_		_	_					_	_		
Mentions	2	0	1	0	1	0	0	2	0	0	0	2	0	0	
% Valid Cases	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Sprint/Nextel	110	10	27	27	10		10	C1		17	_	60	24		
Mentions	116	18	27	27	18	14	12 7%	61 12%	55	17	7 18%	68	24	0 0%	
% Valid Cases T-Mobile	12%	15%	15%	12%	10%	12%	7%	12%	11%	14%	18%	10%	16%	0%	
Mentions	137	18	28	32	28	15	16	63	74	21	2	85	28	1	
% Valid Cases	137	15%	28 15%	52 15%	28 16%	12%	9%	13%	15%	18%	2 5%	85 13%	28 19%	1 11%	
U.S. Cellular	1470	1370	1370	1370	10%	1270	970	1370	1370	1070	J 70	13%	1970	1170	
Mentions	17	1	1	6	5	1	3	9	8	1	0	15	1	0	
% Valid Cases	2%	1%	1%	3%	3%	1%	2%	2%	2%	1%	0%	2%	1%	0%	
Verizon Wireless	2.70	1,0	1,0	5.0	575	1,0	2.70	2.70	2,0	1,0	0,0	270	1.0	0,0	
Mentions	311	37	60	80	53	34	47	154	157	28	16	227	38	2	
% Valid Cases	31%	31%	32%	36%	29%	28%	28%	31%	31%	23%	40%	34%	25%	22%	
Virgin Mobile/Helio															
Mentions	29	2	3	7	6	6	5	16	13	4	0	19	5	1	
% Valid Cases	3%	2%	2%	3%	3%	5%	3%	3%	3%	3%	0%	3%	3%	11%	
Other															
Mentions	82	5	12	8	12	22	23	47	35	9	0	59	12	2	
% Valid Cases	8%	4%	6%	4%	7%	18%	14%	9%	7%	8%	0%	9%	8%	22%	
Have phone but don't know who the carrier is															
Mentions	5	0	0	0	0	0	5	4	1	2	0	3	0	0	
% Valid Cases	1%	0%	0%	0%	0%	0%	3%	1%	0%	2%	0%	0%	0%	0%	

	Confidence I	Level = 95%,	No statistics run	for Multiple	Response Variables
--	--------------	--------------	-------------------	--------------	--------------------

				Age				Ge	nder	Ethnicity					
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispanic Other		
CO102 Thisking shout the advertisements you															
C01Q3. Thinking about the advertisements you															
have received on your cell phone over the past															
year, how many times did you respond to the ad? Sample Size	996	119	186	220	180	121	170	496	500	120	40	677	150	9	
Have not received any ads on my cell phone in the	990	119	100	220	100	121	170	490	300	120	40	077	130	9	
past year															
Count	562	65	83	122	100	71	121	250	312	66	20	412	59	5	
Column %	56%	55%	45%	55%	56%	59%	71%	50%	62%	55%	50%	61%	39%	56%	
None/Have received ad(s) but have not															
responded															
Count	291	27	62	67	54	41	40	165	126	32	10	193	52	4	
Column %	29%	23%	33%	30%	30%	34%	24%	33%	25%	27%	25%	29%	35%	44%	
Once	20	•	4.5	0		2	•	10	10	_	2				
Count Column %	38 4%	9 8%	12 6%	8 4%	4 2%	3 2%	2 1%	19 4%	19 4%	7 6%	3 8%	17 3%	11 7%	0 0%	
	4%	0%0	0%0	4%	2%	Z%	1%0	4%	4%	0%	0%	3%0	7%	0%	
Count	34	8	11	5	7	2	1	26	8	5	0	22	7	0	
Column %	3%	7%	6%	2%	4%	2%	1%	5%	2%	4%	0%	3%	5%	0%	
3 to 5 times						-			-						
Count	44	6	12	13	6	3	4	24	20	7	2	18	17	0	
Column %	4%	5%	6%	6%	3%	2%	2%	5%	4%	6%	5%	3%	11%	0%	
6 to 10 times															
Count	16	3	4	3	4	1	1	5	11	3	0	10	3	0	
Column %	2%	3%	2%	1%	2%	1%	1%	1%	2%	3%	0%	1%	2%	0%	
More than 10 times	11	1	2	2	5	0	1	7	4	0	F	5		0	
Count Column %	11	1%	2 1%	2 1%	5 3%	0%	1 1%	1%	4 1%	0 0%	5 13%	5 1%	1%	0%	
Coluitiit %	170	170	170	170	570	070	1 70	170	1 70	0%	13%	170	1 70	070	



			,	Age					ender	Ethnicity					
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispanic	Other	
C01Q4. Next we would like to think about the last									•		•			•	
time you responded to an advertisement on your															
cellular phone. Which of the following best															
describes how you received that ad?															
Sample Size	143	27	41	31	26	9	9	81	62	22	10	72	39	-	
Saw the ad on a website I was visiting on my cell														1	
phone															
Count	25	3	8	6	7	0	1	17	8	3	3	12	7	-	
Column %	17%	11%	20%	19%	27%	0%	11%	21%	13%	14%	30%	17%	18%	-	
It was a text message I received															
Count	68	16	19	11	13	5	4	39	29	11	3	31	23	-	
Column %	48%	59%	46%	35%	50%	56%	44%	48%	47%	50%	30%	43%	59%	-	
I received a voice recorded message	10	2	2	-	2	4	4	c	4	-	1		2		
Count Column %	10 7%	2 7%	2 5%	1 3%	3 12%	111%	111%	6 7%	4 6%	1 5%	1 10%	6 8%	2 5%	-	
It was in an email I received on my cell phone		7 %0	5%	3%	12%	11%	11%	7 %	0%	5%0	10%	0%	5%	-	
Count	14	3	2	7	1	0	1	6	8	1	2	7	4	-	
Column %		11%	5%	23%	4%	0%	11%	7%	13%	5%	20%	10%	10%	-	
It was inside a mobile application		11/0	0 /0	20 /0	170	0,0	11/0	7.70	1370	570	2070	1070	10/0		
Count	8	0	6	2	0	0	0	6	2	1	1	4	2	-	
Column %	6%	0%	15%	6%	0%	0%	0%	7%	3%	5%	10%	6%	5%	-	
Saw it in a video I was watching on my cell phone															
Count	3	1	1	0	0	1	0	1	2	1	0	2	0	-	
Column %	2%	4%	2%	0%	0%	11%	0%	1%	3%	5%	0%	3%	0%	-	
It was a coupon I downloaded and used on my															
cell phone					•										
Count	3	0	1	1	0	0 0%	1	2	1	1	0	2	0	-	
Column % I searched for a product or service using my cell	2%	0%	2%	3%	0%	0%	11%	2%	2%	5%	0%	3%	0%	-	
phone															
Count	1	0	1	0	0	0	0	1	0	0	0	1	0	-	
Column %	1%	0%	2%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	_	
I saw it on a social networking site (i.e.,	170	0 /0	2 /0	0.10	0.70	0.70	0.70	170	0 /0	0 /0	0 /0	1/0	0.0		
Facebook) I was															
Count	4	1	1	1	0	0	1	2	2	2	0	2	0	-	
Column %	3%	4%	2%	3%	0%	0%	11%	2%	3%	9%	0%	3%	0%	-	
Other (SPECIFY)															
Count	7	1	0	2	2	2	0	1	6	1	0	5	1	-	
Column %	5%	4%	0%	6%	8%	22%	0%	1%	10%	5%	0%	7%	3%	-	



				Age				Ge	nder			Ethnicit	y	
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispanic	Other
C01Q5A. {Used your cell phone to text a message to a company regarding a product/service you saw or heard about on any media other than your cell phone?} PAST YEAR														
Sample Size	143	27	41	31	26	9	9	81	62	22	10	72	39	-
Never Count Column %	45 31%	6 22%	13 32%	10 32%	10 38%	4 44%	2 22%	21 26%	24 39%	6 27%	2 20%	19 26%	18 46%	-
1 to 5 times Count Column %	46 32%	7 26%	9 22%	11 35%	9 35%	4 44%	6 67%	28 35%	18 29%	6 27%	4 40%	27 38%	9 23%	-
6 to 10 times Count Column %	19 13%	3 11%	8 20%	5 16%	1 4%	1 11%	1 11%	11 14%	8 13%	2 9%	3 30%	10 14%	4 10%	-
11 to 20 times Count Column %	11 8%	6 22%	5 12%	0 0%	0 0%	0 0%	0 0%	8 10%	3 5%	3 14%	0 0%	6 8%	2 5%	-
21 to 30 times Count Column %	7	1 4%	4 10%	1 3%	1 4%	0 0%	0 0%	5 6%	2 3%	1 5%	1 10%	3 4%	2 5%	-
More than 30 times Count Column %	10 7%	3 11%	2 5%	2 6%	3 12%	0 0%	0 0%	6 7%	4 6%	2 9%	0 0%	5 7%	3 8%	-
Not applicable/Do not have that feature Count Column %	5 3%	1 4%	0 0%	2 6%	2 8%	0 0%	0 0%	2 2%	3 5%	2 9%	0 0%	2 3%	1 3%	-

MOBILE MARKETING ASSOCIATION

				Age				Ge	nder			Ethnici	ty	
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispapis	Other
	Total	10-24	25-34	35-44	45-54	55-04	05	Male	remale	DIACK	Asian	white	Hispanic	Other
C01Q5B. {Scanned a bar code using the camera														
or scanner on your cell phone?} PAST YEAR														
Sample Size	143	27	41	31	26	9	9	81	62	22	10	72	39	-
Never						-	-							
Count	83	13	21	19	18	7	5	44	39	15	5	42	21	-
Column %	58%	48%	51%	61%	69%	78%	56%	54%	63%	68%	50%	58%	54%	-
1 to 5 times														
Count	12	2	6	1	1	0	2	7	5	1	2	4	5	-
Column %	8%	7%	15%	3%	4%	0%	22%	9%	8%	5%	20%	6%	13%	-
6 to 10 times		_	_		_		_		-			_	_	
Count		0	9	4	0	1	0	11	3	1	1	7	5	-
Column %		0%	22%	13%	0%	11%	0%	14%	5%	5%	10%	10%	13%	-
11 to 20 times Count	8	5	2	1	0	0	0	6	2	0	0	6	2	
Column %	-	19%	2 5%	1 3%	0%	0%	0%	7%	3%	0%	0%	8%	2 5%	-
21 to 30 times		1970	J 70	J 70	0 70	0 70	0.70	7 70	570	0.70	0.70	0 70	J 70	-
Count	4	2	1	0	1	0	0	3	1	2	0	2	0	-
Column %	3%	7%	2%	0%	4%	0%	0%	4%	2%	9%	0%	3%	0%	-
More than 30 times														
Count	7	3	2	1	1	0	0	6	1	1	0	4	2	-
Column %		11%	5%	3%	4%	0%	0%	7%	2%	5%	0%	6%	5%	-
Not applicable/Do not have that feature														
Count		2	0	5	5	1	2	4	11	2	2	7	4	-
Column %	10%	7%	0%	16%	19%	11%	22%	5%	18%	9%	20%	10%	10%	-

MOBILE MARKETING ASSOCIATION

				Age				Ge	nder			Ethnicit	y	
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispanic	Other
C01Q5C. {Used the GPS function on your cell phone?} PAST YEAR														
Sample Size	143	27	41	31	26	9	9	81	62	22	10	72	39	-
Never Count Column %	48 34%	7 26%	12 29%	8 26%	11 42%	6 67%	4 44%	25 31%	23 37%	7 32%	2 20%	23 32%	16 41%	-
1 to 5 times Count Column %	20 14%	4 15%	5 12%	6 19%	3 12%	1 11%	1 11%	14 17%	6 10%	4 18%	3 30%	9 13%	4 10%	-
6 to 10 times Count Column %	21 15%	4 15%	4 10%	9 29%	2 8%	0 0%	2 22%	13 16%	8 13%	0 0%	2 20%	15 21%	4 10%	-
11 to 20 times Count Column %	17 12%	4 15%	7 17%	3 10%	3 12%	0 0%	0 0%	11 14%	6 10%	3 14%	2 20%	8 11%	4 10%	-
21 to 30 times Count Column %	7 5%	4 15%	3 7%	0 0%	0 0%	0 0%	0 0%	6 7%	1 2%	1 5%	0 0%	4 6%	2 5%	-
More than 30 times Count Column %	13 9%	1 4%	9 22%	2 6%	1 4%	0 0%	0 0%	10 12%	3 5%	1 5%	1 10%	7 10%	4 10%	-
Not applicable/Do not have that feature Count Column %	17 12%	3 11%	1 2%	3 10%	6 23%	2 22%	2 22%	2 2%	15 24%	6 27%	0 0%	6 8%	5 13%	-

MOBILE MARKETING ASSOCIATION

				Age				Ge	nder	_		Ethnici	ty	
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispanic	Other
C01Q6. How many products or services have you														
purchased after receiving an advertisement on														
your cell phone?	71	12	27	10	7	2	2	46	25	11	2	20	10	
Sample Size	71	13	27	18	/	3	3	40	25	11	3	38	19	-
⊥ Count	25	4	8	7	3	3	0	14	11	5	0	13	7	-
Column %	35%	31%	30%	39%	43%	100%	0%	30%	44%	45%	0%	34%	37%	-
2	3370	5170		3370	1370	100 /0	0 /0	5070	1170	1370	0 /0	5170	3770	
Count	17	5	8	3	1	0	0	11	6	4	1	7	5	-
Column %	24%	38%	30%	17%	14%	0%	0%	24%	24%	36%	33%	18%	26%	-
3														
Count	10	1	3	4	1	0	1	8	2	0	1	9	0	-
Column %	14%	8%	11%	22%	14%	0%	33%	17%	8%	0%	33%	24%	0%	-
4														
Count	3	0	1	1	0	0	1	2	1	0	0	2	1	-
Column %	4%	0%	4%	6%	0%	0%	33%	4%	4%	0%	0%	5%	5%	-
c ount	7	2	4	1	0	0	0	4	3	1	1	1	4	-
Column %		15%	15%	6%	0%	0%	0%	9%	12%	9%	33%	3%	- 21%	
6		1570	1570	0 /0	0 /0	0 /0	0 /0	570	12 /0	570	5570	370	2170	
Count	4	0	0	2	1	0	1	4	0	1	0	3	0	-
Column %	6%	0%	0%	11%	14%	0%	33%	9%	0%	9%	0%	8%	0%	-
10														
Count	2	0	1	0	1	0	0	1	1	0	0	0	2	-
Column %	3%	0%	4%	0%	14%	0%	0%	2%	4%	0%	0%	0%	11%	-
12														
Count	1	1	0	0	0	0	0	1	0	0	0	1	0	-
Column %	1%	8%	0%	0%	0%	0%	0%	2%	0%	0%	0%	3%	0%	-
20 Count	1	0	1	0	0	0	0	0	1	0	0	1	0	-
Column %	1%	0%	4%	0%	0%	0%	0%	0%	4%	0%	0%	3%	0%	
25	170	0 /0	170	0 /0	0,0	0 /0	0.10	0,0	170	0.10	0,0	5 /0	0.70	1
Count	1	0	1	0	0	0	0	1	0	0	0	1	0	-
Column %	1%	0%	4%	0%	0%	0%	0%	2%	0%	0%	0%	3%	0%	-
Mean	3.34	3.00	4.15	2.56	3.43	1.00	4.33	3.46	3.12	2.18	3.33	3.74	3.21	-
C01Q6. None	-	-				-								
Sample Size		27	41	31	26	9	9	81	62	22	10	72	39	-
unchecked					_	_	_							
Count	71	13	27	18	7	3	3	46	25	11	3	38	19	-
Column %	50%	48%	66%	58%	27%	33%	33%	57%	40%	50%	30%	53%	49%	-
checked	72	14	14	13	19	6	6	35	37	11	7	34	20	
Count Column %	72 50%	14 52%	14 34%	13 42%	19 73%	6 67%	6 67%	35 43%	37 60%	50%	70%	34 47%	20 51%	-
Column %	50%	5Z%	34%	42%	/3%	67%	67%	43%	60%	50%	/0%	4/%	51%	-



MOBILE MARKETING ASSOCIATION

				Age				Ge	nder			Ethnicit	y	
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispanic	Other
C01Q7. Thinking about the products and/or services you have purchased after seeing an ad on your cell phone, approximately how much did you spend on all of these items/services?														
Sample Size		13	27	18	7	3	3	46	25	11	3	38	19	-
Less Than \$5 Count Column %	6	1 8%	3 11%	1 6%	1 14%	0 0%	0 0%	3 7%	3 12%	1 9%	0 0%	2 5%	3 16%	-
\$5 to \$10 Count Column %	10 14%	2 15%	4 15%	3 17%	1 14%	0 0%	0 0%	7 15%	3 12%	2 18%	0 0%	6 16%	2 11%	-
\$11 to \$50 Count Column %	21 30%	5 38%	6 22%	7 39%	1 14%	2 67%	0 0%	12 26%	9 36%	4 36%	0 0%	12 32%	5 26%	-
\$51 to \$100 Count Column %	20 28%	4 31%	8 30%	3 17%	2 29%	1 33%	2 67%	13 28%	7 28%	2 18%	3 100%	9 24%	6 32%	-
\$101 to \$1,000 Count Column %	13 18%	1 8%	6 22%	3 17%	2 29%	0 0%	1 33%	10 22%	3 12%	2 18%	0 0%	8 21%	3 16%	-
More than \$1,000 Count		0	0	1	0	0	0	1	0	0	0	1	0	-
Column %	1%	0%	0%	6%	0%	0%	0%	2%	0%	0%	0%	3%	0%	-



MOBILE MARKETING ASSOCIATION

Confidence Level = 95%, No statistics run for Multiple Response Variables

				Age		uitipie Res			ender			Ethnici	tv	
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispanic	Other
QDEMO4. What state do you live in?				-	-									
Sample Size	996	119	186	220	180	121	170	496	500	120	40	677	150	9
Alabama	10	4	2	4	_	1	2	10	6	4	0	14	-	0
Count Column %	16 2%	4 3%	2 1%	4 2%	3 2%	1 1%	2 1%	10 2%	6 1%	1 1%	0%	14 2%	1 1%	0%
Alaska	Z 70	370	1 70	Z 70	270	1 70	1 70	Z 70	170	1 70	070	270	1 70	070
Count	1	0	0	0	0	0	1	0	1	0	0	1	0	0
Column %	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Arizona														
Count	23	0	6	7	3	2	5	12	11	2	1	16	4	0
Column %	2%	0%	3%	3%	2%	2%	3%	2%	2%	2%	3%	2%	3%	0%
Arkansas Count	8	0	1	3	1	2	1	4	4	3	0	4	1	0
Column %	1%	0%	1%	1%	1%	2%	1%	1%	1%	3%	0%	1%	1%	0%
California	170	070	170	170	170	270	170	170	170	570	070	170	170	070
Count	126	22	30	30	17	15	12	63	63	15	14	63	30	4
Column %	13%	18%	16%	14%	9%	12%	7%	13%	13%	13%	35%	9%	20%	44%
Colorado						_			_				-	
Count	14	0	3	3	4	3	1	9	5	1	0	11	2	0
Column % Connecticut	1%	0%	2%	1%	2%	2%	1%	2%	1%	1%	0%	2%	1%	0%
Count	5	1	0	0	2	1	1	0	5	2	0	2	1	0
Column %	1%	1%	0%	0%	1%	1%	1%	0%	1%	2%	0%	0%	1%	0%
Delaware														
Count	3	2	0	0	1	0	0	1	2	1	0	2	0	0
Column %	0%	2%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Florida	00	10	10	15	12	-	17	4.4	26	•	0	40	24	
Count Column %	80 8%	12 10%	18 10%	15 7%	13 7%	5 4%	17	44 9%	36 7%	9 8%	0%	46 7%	24 16%	1 11%
Georgia	0 /0	10 /0	10 /0	7 70	7 70	70	10 /0	570	7 70	0 /0	0 /0	7 /0	10 /0	1170
Count	28	4	7	6	5	3	3	15	13	5	1	19	3	0
Column %	3%	3%	4%	3%	3%	2%	2%	3%	3%	4%	3%	3%	2%	0%
Hawaii							-	-		-				
Count	1	1	0	0	0	0	0	0	1	0	0	1	0	0
Column %	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Count	3	0	1	0	0	0	2	1	2	0	0	3	0	0
Column %	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Illinois														
Count	46	5	10	12	12	5	2	18	28	7	3	22	14	0
Column %	5%	4%	5%	5%	7%	4%	1%	4%	6%	6%	8%	3%	9%	0%
Indiana Count	17	1	2	6	4	3	1	6	11	3	0	12	2	0
Column %	2%	1%	1%	3%	2%	2%	1%	1%	2%	3%	0%	2%	1%	0%
Iowa	_ /0	- /0	- /0	270	_ /0	_ /0	- /0	- /0			0.10	_ /0	2.70	0,0
Count	8	1	0	2	1	1	3	3	5	0	0	8	0	0
Column %	1%	1%	0%	1%	1%	1%	2%	1%	1%	0%	0%	1%	0%	0%
Kansas	10		2		_	1	2	_	F	1	0			
Count Column %	10 1%	1 1%	2 1%	0 0%	3 2%	$1 \\ 1\%$	3 2%	5 1%	5 1%	1 1%	0 0%	8 1%	1 1%	0 0%
Kentucky	170	170	170	070	270	170	∠ 70	170	170	170	070	170	170	070
Count	8	1	2	2	1	1	1	5	3	0	0	8	0	0
Column %	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	0%
Louisiana														
Count	7	0	0	2	1	1	3	3	4	1	0	6	0	0
Column %	1%	0%	0%	1%	1%	1%	2%	1%	1%	1%	0%	1%	0%	0%

Cells highlighted in light blue are significantly different.



MOBILE MARKETING ASSOCIATION

			,	Age		ultiple Res			nder			Ethnici	ty	
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispanic	Other
QDEMO4. What state do you live in?		1	1			1			l.		1			
Maine Count	6	0	1	1	2	0	2	4	2	0	0	6	0	0
Column %	6 1%	0%	1%	0%	2 1%	0%	2 1%	4 1%	2 0%	0%	0%	6 1%	0%	0%
Maryland	1 /0	0 /0	1 /0	0 /0	170	070	170	1 70	0.10	0 /0	0 /0	170	070	0 /0
Count	12	1	2	3	4	0	2	7	5	4	0	7	1	0
Column %	1%	1%	1%	1%	2%	0%	1%	1%	1%	3%	0%	1%	1%	0%
Massachusetts								10						
Count	25 3%	0 0%	7 4%	6 3%	6	4	2	12 2%	13 3%	0 0%	0 0%	22	3 2%	0 0%
Column % Michigan	5%	0%	4%	3%	3%	3%	1%	Z %0	3%	0%	0%	3%	2%	0%
Count	34	4	2	10	7	4	7	18	16	8	2	20	3	1
Column %	3%	3%	1%	5%	4%	3%	4%	4%	3%	7%	5%	3%	2%	11%
Minnesota														
Count	18	3	3	3	3	1	5	8	10	1	0	17	0	0
Column %	2%	3%	2%	1%	2%	1%	3%	2%	2%	1%	0%	3%	0%	0%
Mississippi Count	8	0	1	1	2	1	3	2	6	2	0	6	0	0
Column %	1%	0%	1%	0%	1%	1%	2%	0%	1%	2%	0%	1%	0%	0%
Missouri														
Count	19	2	3	5	2	3	4	7	12	0	0	18	1	0
Column %	2%	2%	2%	2%	1%	2%	2%	1%	2%	0%	0%	3%	1%	0%
Montana	1	0	0	0	1	0	0	1	0	0	0	1	0	0
Count Column %	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nebraska	0 /0	0 /0	0 /0	0 /0	170	070	0.10	0 /0	0.70	0 /0	0 /0	0.10	070	0 /0
Count	5	0	0	1	1	2	1	1	4	0	0	5	0	0
Column %	1%	0%	0%	0%	1%	2%	1%	0%	1%	0%	0%	1%	0%	0%
Nevada							_	_	1.0				-	
Count	17 2%	2 2%	3 2%	3 1%	2	2 2%	5 3%	7 1%	10	2	2 5%	10	3	0 0%
Column % New Hampshire	2%	Z %	Z %0	1%	1%	Z %0	5%	1%	2%	2%	5%	1%	2%	0%
Count	5	1	0	2	2	0	0	2	3	0	0	5	0	0
Column %	1%	1%	0%	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%
New Jersey														
Count	33	5	8	6	3	5	6	19	14	8	0	23	2	0
Column % New Mexico	3%	4%	4%	3%	2%	4%	4%	4%	3%	7%	0%	3%	1%	0%
Count	6	1	0	1	2	0	2	4	2	0	0	3	3	0
Column %	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	2%	0%
New York														
Count	73	8	11	13	15	12	14	35	38	10	3	44	14	2
Column %	7%	7%	6%	6%	8%	10%	8%	7%	8%	8%	8%	6%	9%	22%
North Carolina Count	29	2	4	6	7	5	5	16	13	5	1	22	1	0
Column %	3%	2%	2%	3%	4%	4%	3%	3%	3%	4%	3%	3%	1%	0%
North Dakota														
Count	1	0	0	0	0	0	1	1	0	0	0	1	0	0
Column %	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Ohio	21	2	4	7	7	6	5	17	10	2	2	26	1	0
Count Column %	31 3%	2 2%	4 2%	7 3%	/ 4%	6 5%	5 3%	12 2%	19 4%	2 2%	2 5%	26 4%	1 1%	0%
Oklahoma	570	2 /0	<u>ک</u> /0	570	- 70	570	570	2 /0	- T /U	2 /0	570	- 70	1 /0	0.10
Count	10	2	2	1	3	2	0	5	5	0	0	9	1	0
Column %	1%	2%	1%	0%	2%	2%	0%	1%	1%	0%	0%	1%	1%	0%



Confidence Level = 95%, No statistics run for Multiple Response	onse Variables
---	----------------

			, -	Age		ultiple Res			nder			Ethnici	tv	
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispanic	Other
QDEMO4. What state do you live in?		•									•			•
Oregon														
Count		5	3	4	1	2	3	10	8	1	2	15	0	0
Column %	2%	4%	2%	2%	1%	2%	2%	2%	2%	1%	5%	2%	0%	0%
Pennsylvania		-		10			•		26	_		20		
Count		5 4%	9 5%	13 6%	8 4%	4 3%	8 5%	21 4%	26 5%	5 4%	0 0%	38 6%	4 3%	0 0%
Column % Rhode Island		4%	5%	6%	4%	3%	5%	4%	5%	4%	0%	6%	3%	0%
Count		1	0	1	1	0	1	4	0	0	0	3	1	0
Column %		1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	1%	0%
South Carolina		170	0.0	0.0	170	0.10	170	170	0 /0	0,0	0 /0	070	170	0.10
Count	9	1	0	2	3	0	3	4	5	0	1	6	2	0
Column %	1%	1%	0%	1%	2%	0%	2%	1%	1%	0%	3%	1%	1%	0%
South Dakota														
Count		0	0	0	1	0	4	3	2	0	0	5	0	0
Column %		0%	0%	0%	1%	0%	2%	1%	0%	0%	0%	1%	0%	0%
Tennessee				-					_				-	
Count		3	3	2	1	6	2	10	7	0	1	14	2	0
Column %		3%	2%	1%	1%	5%	1%	2%	1%	0%	3%	2%	1%	0%
Texas Count		9	18	21	13	11	8	40	40	10	4	41	24	1
Column %		9 8%	10%	10%	7%	9%	。 5%	40 8%	40 8%	8%	4 10%	41 6%	16%	11%
Utah		070	10%	10%	7 70	970	J 70	070	0 70	070	10%	0%	10%	1170
Count		0	1	1	2	2	1	6	1	0	0	7	0	0
Column %		0%	1%	0%	1%	2%	1%	1%	0%	0%	0%	1%	0%	0%
Vermont														
Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Virginia														
Count		3	10	5	7	2	4	19	12	4	2	24	1	0
Column %		3%	5%	2%	4%	2%	2%	4%	2%	3%	5%	4%	1%	0%
Washington		-	c	2	2	4	0	1.1	10	2	~	10	0	
Count Column %		1 1%	6 3%	3 1%	2 1%	1 1%	8 5%	11 2%	10 2%	3 3%	0 0%	18 3%	0 0%	0 0%
Washington, D.C.	270	170	570	170	170	170	J 70	2 70	∠ 70	570	0.70	570	070	070
Count		1	0	1	0	0	0	2	0	1	0	1	0	0
Column %		1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
West Virginia		-												
Count	3	0	0	1	1	0	1	2	1	1	0	2	0	0
Column %		0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%
Wisconsin														
Count		2	1	5	0	2	5	4	11	2	1	12	0	0
Column %		2%	1%	2%	0%	2%	3%	1%	2%	2%	3%	2%	0%	0%
Wyoming			0	•		0	0		0	0			0	
Count		0	0	0	0	0	0	0	0	0 0%	0	0	0	0
Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%



MOBILE MARKETING ASSOCIATION

				Age				Ge	nder			Ethnicit	y	
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispanic	Other
Region variable														
Sample Size	996	119	186	220	180	121	170	496	500	120	40	677	150	9
Northeast														
Count	198	21	36	42	39	26	34	97	101	25	3	143	25	2
Column %	20%	18%	19%	19%	22%	21%	20%	20%	20%	21%	8%	21%	17%	22%
Midwest														
Count	209	21	27	51	41	28	41	86	123	24	8	154	22	1
Column %	21%	18%	15%	23%	23%	23%	24%	17%	25%	20%	20%	23%	15%	11%
South														
Count	351	45	70	75	66	40	55	189	162	47	10	231	61	2
Column %	35%	38%	38%	34%	37%	33%	32%	38%	32%	39%	25%	34%	41%	22%
West														
Count	238	32	53	52	34	27	40	124	114	24	19	149	42	4
Column %	24%	27%	28%	24%	19%	22%	24%	25%	23%	20%	48%	22%	28%	44%

MOBILE MARKETING ASSOCIATION

	2 0 00	20.01	30,0,110	Age		lilipie Kes			nder			Ethnici	tv	
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispanic	Other
QDEMO5. What is your total annual household														
income?														
Sample Size	996	119	186	220	180	121	170	496	500	120	40	677	150	9
\$14,999 or less														
Count	56	17	11	11	6	2	9	26	30	9	1	27	18	1
Column %	6%	14%	6%	5%	3%	2%	5%	5%	6%	8%	3%	4%	12%	11%
\$15,000-\$24,999														
Count	72	9	8	18	10	9	18	34	38	13	2	43	14	0
Column %	7%	8%	4%	8%	6%	7%	11%	7%	8%	11%	5%	6%	9%	0%
\$25,000-\$34,999														
Count	118	21	27	15	20	12	23	49	69	17	1	75	23	2
Column %	12%	18%	15%	7%	11%	10%	14%	10%	14%	14%	3%	11%	15%	22%
\$35,000-\$49,999		. –												
Count	164	17	26	43	26	22	30	75	89	25	3	111	24	1
Column %	16%	14%	14%	20%	14%	18%	18%	15%	18%	21%	8%	16%	16%	11%
\$50,000-\$74,999	251	22	53	54	49	36	37	125	120	30	10	166	44	1
Count Column %	251 25%	22 18%	53 28%	54 25%	49 27%	30%	22%	25%	126 25%	30 25%	25%	25%	44 29%	1 11%
\$75,000-\$99,999	25%	18%	20%	25%	27%	30%	ZZ%0	25%	25%	25%	25%	25%	29%	11%
\$75,000-\$95,999 Count	143	11	31	32	26	22	21	83	60	10	10	111	12	0
Column %	145	9%	17%	15%	14%	18%	12%	17%	12%	8%	25%	16%	8%	0%
\$100,000-\$124,999	14 /0	370	17 /0	1570	1470	10 /0	12 /0	17 /0	12 /0	0 /0	2370	10 /0	0 /0	0 /0
Count	67	6	10	17	23	5	6	41	26	5	3	54	3	2
Column %	7%	5%	5%	8%	13%	4%	4%	8%	5%	4%	8%	8%	2%	22%
\$125,000-\$149,999	7.10	0.10		070		. / .		0.10	5,0	170	0.10		_ / 0	
Count	32	1	8	10	10	1	2	18	14	0	3	22	6	1
Column %	3%	1%	4%	5%	6%	1%	1%	4%	3%	0%	8%	3%	4%	11%
\$150,000-\$199,999														
Count	20	0	4	8	1	2	5	8	12	1	3	16	0	0
Column %	2%	0%	2%	4%	1%	2%	3%	2%	2%	1%	8%	2%	0%	0%
\$200,000-\$249,999														
Count	9	0	2	2	2	0	3	5	4	0	1	7	1	0
Column %	1%	0%	1%	1%	1%	0%	2%	1%	1%	0%	3%	1%	1%	0%
\$250,000-\$349,999														
Count	4	0	0	1	1	1	1	4	0	0	0	4	0	0
Column %	0%	0%	0%	0%	1%	1%	1%	1%	0%	0%	0%	1%	0%	0%
\$350,000 or more	2	0	0	0	1	- 1	0		0	0			0	
Count	2 0%	0 0%	0 0%	0 0%	1 1%	$1 \\ 1\%$	0 0%	2 0%	0 0%	0 0%	0 0%	2 0%	0 0%	0
Column % Prefer not to say	υ%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Count	58	15	6	9	5	8	15	26	32	10	3	39	5	1
Count Column %		13%	о 3%	9 4%	3%	8 7%	9%	26 5%	32 6%	8%	3 8%	39 6%	5 3%	11%
	0%0	12%	3%0	4%	3%0	/ %0	9%0	5%0	070	070	070	0%0	5%0	1170

MOBILE MARKETING ASSOCIATION

				Age				Ge	ender			Ethnicit	y	
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispanic	Other
QDEMO6. What is your current employment														
status?														
Sample Size	996	119	186	220	180	121	170	496	500	120	40	677	150	9
Employed full-time														
Count	438	38	126	127	90	45	12	262	176	46	19	296	72	5
Column %	44%	32%	68%	58%	50%	37%	7%	53%	35%	38%	48%	44%	48%	56%
Employed part-time														
Count	103	17	14	21	23	14	14	32	71	13	2	70	18	0
Column %	10%	14%	8%	10%	13%	12%	8%	6%	14%	11%	5%	10%	12%	0%
Self-employed														
Count	97	3	11	26	29	12	16	57	40	9	5	72	10	1
Column %	10%	3%	6%	12%	16%	10%	9%	11%	8%	8%	13%	11%	7%	11%
Not employed														
Count	62	6	11	15	13	11	6	35	27	12	2	31	16	1
Column %	6%	5%	6%	7%	7%	9%	4%	7%	5%	10%	5%	5%	11%	11%
Retired														
Count	159	1	1	3	10	28	116	80	79	24	5	123	6	1
Column %		1%	1%	1%	6%	23%	68%	16%	16%	20%	13%	18%	4%	11%
Student														
Count	65	47	13	4	0	1	0	27	38	10	4	37	14	0
Column %	7%	39%	7%	2%	0%	1%	0%	5%	8%	8%	10%	5%	9%	0%
Homemaker														
Count	72	7	10	24	15	10	6	3	69	6	3	48	14	1
Column %	7%	6%	5%	11%	8%	8%	4%	1%	14%	5%	8%	7%	9%	11%



MOBILE MARKETING ASSOCIATION

			,											
				Age				Ge	ender			Ethnicit	t y	
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispanic	Other
QDEMO7. What is your marital status?														
Sample Size	996	119	186	220	180	121	170	496	500	120	40	677	150	9
Now Married														
Count	527	20	86	138	114	63	106	282	245	42	22	393	66	4
Column %	53%	17%	46%	63%	63%	52%	62%	57%	49%	35%	55%	58%	44%	44%
Unmarried Partner														
Count	81	16	21	18	15	6	5	33	48	9	3	48	20	1
Column %	8%	13%	11%	8%	8%	5%	3%	7%	10%	8%	8%	7%	13%	11%
Divorced														
Count	113	1	5	22	24	32	29	44	69	23	2	75	11	2
Column %	11%	1%	3%	10%	13%	26%	17%	9%	14%	19%	5%	11%	7%	22%
Separated														
Count	20	2	4	6	4	1	3	9	11	2	1	14	3	0
Column %	2%	2%	2%	3%	2%	1%	2%	2%	2%	2%	3%	2%	2%	0%
Widowed														
Count	33	0	0	3	1	5	24	6	27	5	1	24	3	0
Column %	3%	0%	0%	1%	1%	4%	14%	1%	5%	4%	3%	4%	2%	0%
Never married														
Count	222	80	70	33	22	14	3	122	100	39	11	123	47	2
Column %	22%	67%	38%	15%	12%	12%	2%	25%	20%	33%	28%	18%	31%	22%

MOBILE MARKETING ASSOCIATION

				Age				Ge	nder			Ethnicit	:y	
	Total	18-24	25-34	35-44	45-54	55-64	65	Male	Female	Black	Asian	White	Hispanic	Other
QDEMO8. {Under 3 years of age } Number of														
Children														
Sample Size	996	119	186	220	180	121	170	496	500	120	40	677	150	9
Mean	0.10	0.13	0.26	0.11	0.04	0.04	0.01	0.10	0.11	0.13	0.08	0.08	0.17	0.11
QDEMO8. {3 to 4 years of age } Number of														
Children														
Sample Size	996	119	186	220	180	121	170	496	500	120	40	677	150	9
Mean	0.07	0.06	0.16	0.08	0.06	0.06	0.00	0.06	0.09	0.08	0.08	0.06	0.10	0.11
QDEMO8. {5 to 7 years of age } Number of														
Children														
Sample Size	996	119	186	220	180	121	170	496	500	120	40	677	150	9
Mean	0.10	0.03	0.14	0.19	0.08	0.05	0.02	0.09	0.10	0.08	0.13	0.09	0.13	0.00
QDEMO8. {8 to 12 years of age } Number of														
Children														
Sample Size	996	119	186	220	180	121	170	496	500	120	40	677	150	9
Mean	0.16	0.07	0.12	0.41	0.18	0.09	0.00	0.15	0.18	0.14	0.10	0.16	0.24	0.11
QDEMO8. {13 to 18 years of age } Number of														
Children														
Sample Size		119	186	220	180	121	170	496	500	120	40	677	150	9
Mean	0.23	0.11	0.06	0.49	0.42	0.14	0.04	0.23	0.24	0.20	0.15	0.22	0.34	0.22

research

SavvyQuest™ Omnibus 08272009

MOBILE MARKETING ASSOCIATION

							C01Q1	Which of	f the f	ollowing br	ands is v	your current c	ell phone?						
		Apple	Audiovox/		Danger/							Palm/ Treo/				Sony			Not Know
	Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
QDEMO1. What is your age?																			
Sample Size	996	56	5	79	6	6	17	24	226	196	134	18	212	22	1	28	2	38	18
Under 18																			1
Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
18-24																			1
Count	119	10	1	11	2	1	5	2	32	14	12	1	31	2	0	3	0	5	1
Column %	12%	18%	20%	14%	33%	17%	29%	8%	14%	7%	9%	6%	15%	9%	0%	11%	0%	13%	6%
25-34			-		_						. –	_		_					
Count	186	19	0	21	2	4	10	1	46	38	17	7	41	5	0	4	1	3	1
Column %	19%	34%	0%	27%	33%	67%	59%	4%	20%	19%	13%	39%	19%	23%	0%	14%	50%	8%	6%
35-44		1.6	-	22				<i>.</i>	10		24	<i>c</i>	42						
Count	220	16	2	22	1	1	1	6	43	44	31	6	42	4	1	8	1	8	3
Column %	22%	29%	40%	28%	17%	17%	6%	25%	19%	22%	23%	33%	20%	18%	100%	29%	50%	21%	17%
45-54		-	0	10	-	0	4	0	20	20	21	2	27	2	0	C	0	6	
Count	180	120/	0	18	170/	0		8	39	30	31	3	37	3	0	5	0	5	5
Column %	18%	13%	0%	23%	17%	0%	6%	33%	17%	15%	23%	17%	17%	14%	0%	21%	0%	16%	28%
55-64	121	2	0	4	0	0	0	F	25	29	17	1	26	2	0	2	0	•	2
Count	121	2 4%	0%	4 5%	0%	0%	0%	21%	25 11%	29 15%	13%	6%	12%	3 14%	0%	2 7%	0%	。 21%	
Column % 65+	12%	4%	0%	5%	0%	0%	0%	21%	11%	13%	13%	0%	12%	14%	0%	/%	0%	21%	1/%
	170	2	2	2	0	0	0	ъ	41	41	26	0	35	5	0		0	•	
Count Column %	-	2 4%	2 40%	3 4%	0%	0 0%	0%	2 8%	41 18%	41 21%	20 19%	0 0%	35 17%	23%	0%	18%	0%	。 21%	28%
Column %	1/%	4%	40%	4%	0%	0%	U%0	0%	10%	21%	19%	0%	1/%	23%	0%	10%	0%	21%	20%

MOBILE MARKETING ASSOCIATION

research

							C01Q1	. Which of	f the fo	ollowing br	ands is y	your current c	ell phone?						
		Apple	Audiovox/		Danger/	HP/						Palm/ Treo/				Sony			Not Know
	Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
QDEMO2. Are you male or female?																			
Sample Size	996	56	5	79	6	6	17	24	226	196	134	18	212	22	1	28	2	38	18
Male																			
Count	496	34	5	47	4	4	12	9	113	95	78	10	92	11	1	14	2	17	7
Column %	50%	61%	100%	59%	67%	67%	71%	38%	50%	48%	58%	56%	43%	50%	100%	50%	100%	45%	39%
Female																			
Count	500	22	0	32	2	2	5	15	113	101	56	8	120	11	0	14	0	21	11
Column %	50%	39%	0%	41%	33%	33%	29%	63%	50%	52%	42%	44%	57%	50%	0%	50%	0%	55%	61%



MOBILE MARKETING ASSOCIATION

							C01Q1	. Which of	the f	ollowing br	ands is y	our current c	ell phone?						
			Audiovox/		Danger/							Palm/ Treo/				Sony			Not Know
	Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
QDEMO3. Which of the following best describes																			
your ethnicity?																			
Sample Size		56	5	79	6	6	17	24	226	196	134	18	212	22	1	28	2	38	18
Black / African American																			
Count	120	4	1	8	1	0	1	2	15	24	15	4	33	2	0	5	1	6	4
Column %	12%	7%	20%	10%	17%	0%	6%	8%	7%	12%	11%	22%	16%	9%	0%	18%	50%	16%	22%
Asian																			
Count	40	4	0	6	0	0	1	1	12	3	5	2	9	1	0	0	0	2	0
Column %	4%	7%	0%	8%	0%	0%	6%	4%	5%	2%	4%	11%	4%	5%	0%	0%	0%	5%	0%
White / Caucasian																			1
Count	677	40	3	45	3	6	12	19	163	143	89	11	136	15	1	16	1	26	13
Column %	68%	71%	60%	57%	50%	100%	71%	79%	72%	73%	66%	61%	64%	68%	100%	57%	50%	68%	72%
Hispanic																			
Count	150	8	1	20	2	0	3	1	35	22	24	1	32	4	0	7	0	4	1
Column %	15%	14%	20%	25%	33%	0%	18%	4%	15%	11%	18%	6%	15%	18%	0%	25%	0%	11%	6%
Other																			
Count	9	0	0	0	0	0	0	1	1	4	1	0	2	0	0	0	0	0	0
Column %	1%	0%	0%	0%	0%	0%	0%	4%	0%	2%	1%	0%	1%	0%	0%	0%	0%	0%	0%

research

SavvyQuest™ Omnibus 08272009

MOBILE MARKETING ASSOCIATION

					-		C01Q1	. Which of	f the fo	ollowing br	ands is y	our current c	ell phone?						
		Apple	Audiovox/		Danger/	HP/						Palm/ Treo/				Sony			Not Know
	Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
C01Q1. Brand of your current cell phone?	996	56	5	79	6	6	17	24	226	196	134	18	212	22	1	28	2	38	18
Sample Size Apple (iPhone)		50	5	79	0	6	17	24	226	190	154	10	212	22	1	20	2	- 30	10
Mentions		56	0	2	1	1	2	0	4	3	6	1	2	0	0	0	1	1	0
% Valid Cases		100%	0%	3%	17%	17%	12%	0%	2%	2%	4%	6%	1%	0%	0%	0%	50%	3%	0%
Audiovox/Starcomm																			
Mentions		0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
% Valid Cases	1%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Blackberry (Research in Motion/RIM)	70	-		70				•				•	-						
Mentions % Valid Cases	79 8%	2 4%	0 0%	79 100%	1 17%	0 0%	0 0%	0 0%	8 4%	1 1%	4 3%	0 0%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Danger/Sidekick		4%	0%	100%	17%	0%	0%	0%	4%	1%	5%	0%	1%	0%	0%	0%	0%	0%	0%
Mentions	6	1	0	1	6	1	0	0	1	1	1	1	1	0	0	0	0	0	0
% Valid Cases	-	2%	0%	1%	100%	17%	0%	0%	0%	1%	1%	6%	0%	0%	0%	0%	0%	0%	0%
HP/IPAQ																			
Mentions		1	0	0	1	6	3	1	2	1	2	1	1	0	0	1	0	0	0
% Valid Cases		2%	0%	0%	17%	100%	18%	4%	1%	1%	1%	6%	0%	0%	0%	4%	0%	0%	0%
HTC Mentions		2	0	0	0	3	17	1	2	1	0	0	1	0	0	0	0	0	0
% Valid Cases	2%	2 4%	0%	0%	0%	50%	100%	4%	2 1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Kyocera		4 70	0.70	0 70	0 70	5070	100 %	4 70	1 70	1 70	0 70	070	0 70	0 70	0 70	0 70	0.70	0 70	0 70
Mentions		0	0	0	0	1	1	24	1	1	0	1	1	0	0	1	0	0	0
% Valid Cases		0%	0%	0%	0%	17%	6%	100%	0%	1%	0%	6%	0%	0%	0%	4%	0%	0%	0%
LG																			
Mentions		4	0	8	1	2	2	1	226	8	3	2	8	2	0	0	0	1	1
% Valid Cases	23%	7%	0%	10%	17%	33%	12%	4%	###	4%	2%	11%	4%	9%	0%	0%	0%	3%	6%
Motorola Mentions		3	0	1	1	1	1	1	8	196	6	1	5	0	0	1	0	1	1
% Valid Cases		5%	0%	1%	17%	17%	6%	4%	4%	100%	4%	6%	2%	0%	0%	4%	0%	3%	6%
Nokia																			
Mentions		6	0	4	1	2	0	0	3	6	134	1	8	0	0	1	1	0	0
% Valid Cases	13%	11%	0%	5%	17%	33%	0%	0%	1%	3%	100%	6%	4%	0%	0%	4%	50%	0%	0%
Palm/Treo/Centro		1	0	0		-	0	1	2		-	10		0	0	0	0	~	0
Mentions % Valid Cases	18 2%	1 2%	0 0%	0 0%	1 17%	1 17%	0 0%	1 4%	2 1%	1 1%	11%	18 100%	1 0%	0 0%	0 0%	0%	0 0%	0 0%	0 0%
Samsung		2 70	0.70	0 70	17.70	1770	0.70	4 70	1 70	1 70	1 70	100 %	0 70	0 70	0 70	0 70	0.70	0 70	0 70
Mentions		2	0	2	1	1	1	1	8	5	8	1	212	0	0	2	0	1	1
% Valid Cases	21%	4%	0%	3%	17%	17%	6%	4%	4%	3%	6%	6%	100%	0%	0%	7%	0%	3%	6%
Sanyo																			
Mentions		0	0	0	0	0	0	0	2	0	0	0	0	22	0	0	0	0	0
% Valid Cases Siemens		0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%
Mentions		0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
% Valid Cases	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%
Sony Ericsson																			
Mentions		0	0	0	0	1	0	1	0	1	1	0	2	0	0	28	0	0	0
% Valid Cases	3%	0%	0%	0%	0%	17%	0%	4%	0%	1%	1%	0%	1%	0%	0%	100%	0%	0%	0%
Toshiba		-	0	0	0	<u> </u>		0		0		0	_	_	<u> </u>	0	2		0
Mentions % Valid Cases	2 0%	1 2%	0%	0%	0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0%	0 0%	0 0%	0 0%	0%	2 100%	0 0%	0%
Other		2 70	0.70	0.70	0.70	0.70	0.70	0.70	0.70	0.70	1.70	070	0.70	0.70	0.70	0.70	100.70	0.70	0.70
Mentions		1	0	0	0	0	0	0	1	1	0	0	1	0	0	0	0	38	0
% Valid Cases	4%	2%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	100%	0%
Have phone but don't know the brand																			
Mentions		0	0	0	0	0	0	0	1	1	0	0	1	0	0	0	0	0	18
% Valid Cases	2%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	100%



MOBILE MARKETING ASSOCIATION

							C01Q1	. Which o	f the f	ollowing br	ands is	your current c	ell phone?						- I
		Apple	Audiovox/		Danger/							Palm/ Treo/				Sony			Not Know
	Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
C01Q2. Which of the following companies																			
currently provides your cellular phone service?			-	-	-	-	-		-	-		-	-	-			-	-	
Sample Size	996	56	5	79	6	6	17	24	226	196	134	18	212	22	1	28	2	38	18
Alitei																			
Mentions	28	2	0	2	0	1	1	0	8	9	4	0	6	0	0	0	0	1	0
% Valid Cases	3%	4%	0%	3%	0%	17%	6%	0%	4%	5%	3%	0%	3%	0%	0%	0%	0%	3%	0%
AT&T/Cingular							_			. –									-
Mentions	280	48	1	22	0	1	/	1	41	45	58	3	52	0	1	20	2	8	2
% Valid Cases	28%	86%	20%	28%	0%	17%	41%	4%	18%	23%	43%	17%	25%	0%	100%	71%	100%	21%	11%
Boost Mobile		1	0	0	0	-	-	0	1	-	0	0	0	0	0	0	0	0	0
Mentions	6 1%	2%	0 0%	0 0%	0 0%	170/	1 6%	0 0%	0%	5 3%	•	0 0%	0%	0%	0	0%	0	0 0%	0%
% Valid Cases Cricket	1%	2%	0%	0%	0%	17%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mentions	12	0	0	0	0	1	1	3	0	1	0	0	5	0	0	0	0	2	1
% Valid Cases	12	0%	0%	0%	0%	17%	6%	13%	0%	1%	0%	0%	2%	0%	0%	0%	0 0%	2 5%	6%
Qwest Wireless		0%	0%	0%	0%	17%	0%	13%	0%	1%	0%	0%	Z %0	0%	0%	0%	0%	5%	0%
Mentions		0	0	0	1	1	0	0	1	1	1	1	1	1	0	0	0	0	0
% Valid Cases	0%	0%	0%	0%	17%	17%	0%	0%	0%	1%	1%	6%	0%	5%	0%	0%	0%	0%	0%
Sprint/Nextel	0 /0	0 /0	070	0 /0	17 /0	17 /0	0 /0	0 /0	0 /0	170	170	0.10	0 /0	570	0 /0	0 /0	0 /0	0 /0	0 /0
Mentions	116	3	0	12	1	2	7	0	16	14	4	13	40	20	0	0	0	2	1
% Valid Cases		5%	0%	15%	17%	33%	41%	0%	7%	7%	3%	72%	19%	91%	0%	0%	0%	5%	6%
T-Mobile					-														
Mentions	137	8	0	13	3	3	5	2	2	24	36	1	48	0	0	4	1	6	3
% Valid Cases	14%	14%	0%	16%	50%	50%	29%	8%	1%	12%	27%	6%	23%	0%	0%	14%	50%	16%	17%
U.S. Cellular																			
Mentions	17	0	0	0	0	1	0	1	1	9	3	0	3	0	0	1	0	0	1
% Valid Cases	2%	0%	0%	0%	0%	17%	0%	4%	0%	5%	2%	0%	1%	0%	0%	4%	0%	0%	6%
Verizon Wireless																			
Mentions	311	4	0	31	2	1	0	3	151	57	13	3	55	1	0	1	0	12	7
% Valid Cases	31%	7%	0%	39%	33%	17%	0%	13%	67%	29%	10%	17%	26%	5%	0%	4%	0%	32%	39%
Virgin Mobile/Helio																			
Mentions	29	0	3	1	0	0	0	12	3	1	5	1	3	0	0	1	0	2	1
% Valid Cases	3%	0%	60%	1%	0%	0%	0%	50%	1%	1%	4%	6%	1%	0%	0%	4%	0%	5%	6%
Other										26	4.7								
Mentions	82	0	1	1	1	0	0	4	14	36	17	0	8	0	0		0	4	0
% Valid Cases	8%	0%	20%	1%	17%	0%	0%	17%	6%	18%	13%	0%	4%	0%	0%	4%	0%	11%	0%
Have phone but don't know who the carrier is		0	0	0		_	0	0		1		0	0	0	0	0	0		2
Mentions	5	0	U U	0	0	0	Ŭ,	0	0	1 0/	1	0	U U	0	•	U U	0	1 20/	2
% Valid Cases	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	3%	11%



							C01Q1	. Which o	f the f	ollowing br	ands is '	your current c	ell phone?						
			Audiovox/		Danger/							Palm/ Treo/				Sony			Not Know
	Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
C01Q3. Thinking about the advertisements you																			
have received on your cell phone over the past																			
· · · ·																			
year, how many times did you respond to the ad? Sample Size	006	56	5	79	6	6	17	24	226	196	134	18	212	22	1 1	28	2	38	18
Have not received any ads on my cell phone in		50	5	79	6	6	17	24	220	190	154	10	212	22	1	20	2	30	10
the past year																			
Count	562	23	з	39	1	0	4	12	131	112	73	8	122	15	0	16	1	18	12
Column %	56%	41%	60%	49%	17%	0%	- 24%	50%	58%	57%	54%	44%	58%	68%	0%	57%	50%	47%	67%
None/Have received ad(s) but have not		4170	00 /0	4970	17.70	0 /0	2470	5070	50 /0	5770	5470		5070	00 /0	0 /0	5770	5070	47.70	07 70
responded																			
Count	291	15	2	20	1	0	5	8	67	60	37	7	57	6	1	6	0	13	4
Column %	29%	27%	40%	25%	17%	0%	29%	33%	30%	31%	28%	39%	27%	27%	100%	21%	0%	34%	22%
Once																			
Count	38	6	0	4	2	1	3	1	8	5	7	0	6	0	0	1	0	1	1
Column %	4%	11%	0%	5%	33%	17%	18%	4%	4%	3%	5%	0%	3%	0%	0%	4%	0%	3%	6%
Twice																			
Count	34	3	0	3	1	1	2	0	7	6	5	3	10	1	0	1	0	3	0
Column %	3%	5%	0%	4%	17%	17%	12%	0%	3%	3%	4%	17%	5%	5%	0%	4%	0%	8%	0%
3 to 5 times		-	0				-			•	_		10			-		_	
Count	44	5	0	8	1	1	2	0	9	9	/	0	10	0	0	2	1	2	1
Column % 6 to 10 times	4%	9%	0%	10%	17%	17%	12%	0%	4%	5%	5%	0%	5%	0%	0%	7%	50%	5%	6%
Count	16	4	0	2	0	2	1	1	3	2	2	0	1	0	0	2	0	1	0
Column %	2%	7%	0%	3%	0%	50%	6%	4%	1%	2%	1%	0%	2%	0%	0%	2 7%	0%	3%	0%
More than 10 times	2 /0	7 70	0.70	570	0.0	5070	0 /0	- 70	1 /0	2 /0	1 /0	0 /0	2 /0	0 /0	0.0	7 70	0.70	570	0 /0
Count	11	0	0	3	0	0	0	2	1	1	3	0	3	0	0	0	0	0	0
Column %	1%	0%	0%	4%	0%	0%	0%	8%	0%	1%	2%	0%	1%	0%	0%	0%	0%	0%	0%



Apple Audiow Danger / HP/ P/A								C01Q1	. Which o	f the f	ollowing br	ands is	your current c	ell phone?						
Column About D time about the fast interview of the following best inte													Palm/ Treo/				Sony			Not Know
time you responded to an advertisement on your cellular phone. Which of the following best describes how your recived that ad? Saw the ad on a website I was visiting only cell point 25 3		Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
Descriptione. Which of the following best describes movy encelved that is a result of a series of a s																				
Sample Size 143 18 - 20 4 6 8 4 28 24 24 33 1 - 6 1 7 2 Saw the ad on a website 1 was visiting on my cell prone Column \$17% 1 5 0 1 0 6 1 7 0 - 0 1 0 It was a text message 1 feection \$2 3 - 25% 0% 0% 1% 1% 0% 21% 0% 21% 0% - 0% 0 1 0 0 1 0 0 1 0 0 1 0% 1 0% 21% 0% 21% 0% 21% 0% 0% 1 0% 0 1 0% 21% 0% - 6% 1 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%																				
Saw the ad on a website I was visiting on my cell Column 19 17% Image: column 10%		1 4 2 1	10	1	<u> </u>	1 4					2.4	1 24			1 .	-		I 4	T =	
opene Column %1 25 3 - 5 0 0 1 0 6 0 5 1 7 0 - 0 1 0 It was act message I received Count 48 - 17% 17% - 25% 0% 3 0% 3% 13 0% 0% 11% 0% 0% - 0% 0% 13% 0% 0% 13% 0% 33% 2% 0% 13% 0% 13% 13 13 13 13 13 13 13 14 14 14 14 1 0		143	18	-	20	4	6	8	4	28	24	24	3	33	1	-	6	1	/	2
Count 25 3 - 55 0 0 1 0 6 0 5 1 7 0 - 0 0 1 0 It was a text message I received 6 6 - 75 0 3 3 14 14 15 14 15 14 15 14 15 14 15 15 15 14 13 13 13 13 13 13 13 13 13 13 13 13 13 15 15 16 16 16 16 16 16 16 16	5,																			1
Colum % 17% 17% - 25% 0% 0% 13% 0% 21% 33% 21% 0% - 0% 14% 0% It was a text message I received Count 68 6 - 9 3% 0% 38 7% 13 13 13 13 13 13 13 13 33% 11 17 0% - 5% 0% 5% 15% I received a voice recorded message Count 1 1 1 0 0 2 3 4 1 4 1 0 <th0< th=""> 0 0 <</th0<>		25	2			0	0	4	0	6	0	-	1	_	0			0		
It was a text message I received Column % -				-		0			0				1	210/		-	0		1 4 0/	
Count 68 6 9 3 0 3 3 13 13 8 1 17 00 55 0.0 57 14 Column 43% 33% 75% 4% 54% 53%		17%	17%	-	25%	0%	0%	13%	0%	21%	0%	21%	33%	21%	0%	-	0%	0%	14%	0%
Colum % 18% 38% 45% 75% 9% 18% 78% 9% 33% 33% 52% 9% 83% 71% 50% 71% 50% 71% 50% 71% 50% 71% 50% 71% 50% 71% 50% 71% 50% 71% 50% 71% 50% 71% 50% 71% 50% 71% 50% 71% 50% 71% 50% 71% 50% 71		60	6		0	2	0	2	2	12	12	0	1	17	0		E .	0		1 1
I received a voice recorded message Column % 0 1 1 1 1 1 0 0 2 3 4 1 4 1 - 0 0 0 0 0 2 3 4 1 4 1 - 0 1 0 0 0 7% 63% - 0 1 0 0 0 7% 63% - 0 1 0 <t< th=""><th></th><th></th><th></th><th></th><th></th><th></th><th>-</th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th>-</th></t<>							-													-
Count 10 1 1 1 1 1 1 1 1 0 0 2 3 4 1 1 1 0 0 0 It was in an email I received on my cell plone Count 14 3 - 55 12% 12% 12% 33% 12% 30% 12% 10% - 0 0 0 0 It was in ale email I received on my cell plone Count 14 3 - 55 0% 25% 25% 2% 1 2 0 2 0 2 0 2 0 2 0 2 0 2 0 2 0 2 0 2 0 2 0 2 0 2 0 2 0 2 0 2 0		40 70	5570	-	4370	7570	0.70	J0 70	7370	40 70	5470	5570	5570	JZ 70	0.70	-	0570	0.70	7170	50%
Column 7 7% 6% - 5% 25% 17% 0% 13% 13% 12% 10% - 0% 0% 0% 0% 13% 13% 12% 10% - 0% 0% 0% 0% It was in an email I received on my cell phone Column % 14 3 - 5 0 2 2 1 2 1 2 0 2 0 - 0% 0% 0% 0% 10 was inside a mobile application Column % 6% 17% - 25% 0% 25% 0% 2% 0%		10	1	-	1	1	1	0	0	2	3	4	1	4	1	-	0	1	0	0
It was in an email I received on my cell phone Courts 14 10% 3 17% - 25% 0 0% 2 33% 2 25% 1 25% 2 25% 1 2% 2 2% 0 2% 0 2% <th></th> <th></th> <th></th> <th>-</th> <th>-</th> <th>25%</th> <th>17%</th> <th></th> <th>•</th> <th></th> <th></th> <th>17%</th> <th>-</th> <th>12%</th> <th>100%</th> <th>-</th> <th>0%</th> <th>-</th> <th>v</th> <th></th>				-	-	25%	17%		•			17%	-	12%	100%	-	0%	-	v	
Count 14 3 5 0 2 2 1 2 1 2 0 2 0 0<			0,0		570	2070	17.70	0 / 0	0,0	1.10	10.10	1, 10	0070		10070		0 / 0	10070	0.00	
Colum % 10% 17% - 25% 0% 33% 25% 25% 7% 4% 8% 0% 6% 0% - 0%		14	3	-	5	0	2	2	1	2	1	2	0	2	0	-	0	0	0	0
It was inside a mobile application Column % % <th></th> <th>10%</th> <th></th> <th>-</th> <th>25%</th> <th>0%</th> <th></th> <th></th> <th>25%</th> <th></th> <th>4%</th> <th></th> <th>0%</th> <th></th> <th>0%</th> <th>-</th> <th>0%</th> <th></th> <th>0%</th> <th>0%</th>		10%		-	25%	0%			25%		4%		0%		0%	-	0%		0%	0%
Column % 6% 17% - 0% 0% 3% 2% 0% 7% 0% 0% 0% - 17% 0% 0% 0% Saw it in a video I was watching on my cell phone Count 2% 1% 0%	It was inside a mobile application																			
Saw it in a video I was watching on my cell phone Column % 3 1 0 0 0 0 0 1 0 0 0 0 0 1 0	Count	8	3	-	0	0	2	2	0	2	0	2	0	0	0	-	1	0	0	0
Count 3 1 0 0 0 0 1 0 <th>Column %</th> <th>6%</th> <th>17%</th> <th>-</th> <th>0%</th> <th>0%</th> <th>33%</th> <th>25%</th> <th>0%</th> <th>7%</th> <th>0%</th> <th>8%</th> <th>0%</th> <th>0%</th> <th>0%</th> <th>-</th> <th>17%</th> <th>0%</th> <th>0%</th> <th>0%</th>	Column %	6%	17%	-	0%	0%	33%	25%	0%	7%	0%	8%	0%	0%	0%	-	17%	0%	0%	0%
Count 3 1 0 0 0 0 1 0 <th></th> <th>1</th>																				1
Column 9 2% 6% 0% 0% 0% 4% 0%																				1
It was a coupon I downloaded and used on my cell phone Image: Second 1 Imag				-			•							· ·	Ű,	-	v		1	
cell phone cell phone <th></th> <th>2%</th> <th>6%</th> <th>-</th> <th>0%</th> <th>0%</th> <th>0%</th> <th>0%</th> <th>0%</th> <th>0%</th> <th>4%</th> <th>0%</th> <th>0%</th> <th>0%</th> <th>0%</th> <th>-</th> <th>0%</th> <th>0%</th> <th>14%</th> <th>0%</th>		2%	6%	-	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	-	0%	0%	14%	0%
Count 3 0 0 0 0 0 1 2 0 0 0 0 0 0 0 Colum % 2% 0% 0%																				1
Column % 2% 0% - 0%	•																			1
I searched for a product or service using my cell -				-		-	•			1		-		v	-	-	v		Ŭ,	
home Count 1 0 - 0 0 1 0 <th0< th=""><th></th><th>2%</th><th>0%</th><th>-</th><th>0%</th><th>0%</th><th>0%</th><th>0%</th><th>0%</th><th>4%</th><th>8%</th><th>0%</th><th>0%</th><th>0%</th><th>0%</th><th>-</th><th>0%</th><th>0%</th><th>0%</th><th>0%</th></th0<>		2%	0%	-	0%	0%	0%	0%	0%	4%	8%	0%	0%	0%	0%	-	0%	0%	0%	0%
Count 1 0 - 0 0 1 0 0 0 0 0 0 0 - 0 0 0 0 0 Count 1% 0% - 0% 0% 17% 0%																				1
Column 6 1% 0% - 0% 0% 17% 0%		-	0		0	0	1	0	0		0	0	0	0	0			0		
I saw it on a social networking site (i.e., Facebook) I was Image: Second		10/		-			170/							~		-	ů.			
Facebook) I was Count -<		1 70	0%0	-	0%	0%	1/%0	0%0	0%0	0%0	0%	0%0	0%0	0%	0%0	-	0%	0%	0%	0%
Count Count 4 1 - 0 0 0 0 1 1 2 0 0 - 0 0 0 0 Column % 3% 6% - 0% 0% 0% 0% 4% 4% 4% 8% 0																				i -
Column% 3% 6% - 0% 0% 0% 4% 4% 8% 0% 0% - 0%		4	1	-	0	0	0	0	0	1	1	2	0	0	0	-	0	0	0	0
Other (SPECIFY) Count 7 0 - 0 0 0 0 1 3 1 0 3 0 - 0 0 1		-		-	-	-			-	4%	-			- v	-	-	°		Ŭ,	-
Count 7 0 - 0 0 0 1 3 1 0 3 0 - 0 0 1			0.0	1	0 /0	0.0	0 /0	0 /0	0 /0	7,0	-T 70	0.10	0.70	0,0	0 /0	1	0,0	0,0	0,0	0,0
		7	0	-	0	0	0	0	0	1	3	1	0	3	0	-	0	0	0	1
	Column %	, 5%	0%	-	0%	0%	0%	0%	0%	4%	13%	4%	0%	9%	0%	-	0%	0%	0%	50%



							C01Q1	. Which o	f the f	ollowing br	ands is	your current c	ell phone?						
			Audiovox/		Danger/							Palm/ Treo/				Sony			Not Know
	Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
CULQSA. {Used your cell phone to text a message																			
to a company regarding a product/service you																			
saw or heard about on any media other than your																			
cell phone?}					-						-	-		-		-	-		-
Sample Size	143	18	-	20	4	6	8	4	28	24	24	3	33	1	-	6	1	7	2
Never																			
Count	45	3	-	5	0	0	1	1	6	7	7	0	13	0	-	2	0	4	1
Column %	31%	17%	-	25%	0%	0%	13%	25%	21%	29%	29%	0%	39%	0%	-	33%	0%	57%	50%
1 to 5 times								-											
Count	46	4	-	8	2	0	2	2	11	8	6	0	9	1	-	3	0	2	1
Column %	32%	22%	-	40%	50%	0%	25%	50%	39%	33%	25%	0%	27%	100%	-	50%	0%	29%	50%
6 to 10 times	10	0			0		2		_	2	2			0		0			0
Count	19 13%	8 44%	-	4 20%	0 0%	1 17%	2 25%	1 25%	2 7%	2 8%	3 13%	33%	4 12%	0%	-	0%	100%	0%	0%
Column % 11 to 20 times	13%	44%	-	20%	0%	1/%	25%	25%	7%	8%	13%	33%	12%	0%	-	0%	100%	0%	0%
Count	11	1	_	1	1	2	1	0	2	0	2	1	2	0		0	0	1	0
Column %	8%	6%		5%	25%	33%	13%	0%	2 7%	0%	2 8%	33%	2 6%	0%	_	0%	0%	14%	0%
21 to 30 times		0.70	-	570	2J 70	3370	1370	070	7 70	070	0 70	5570	0.70	0.70	_	0.70	0.70	14 70	0.70
Count	7	1		0	0	1	1	0	1	2	3	0	0	0	_	0	0	0	0
Column %	, 5%	6%	_	0%	0%	17%	13%	0%	4%	8%	13%	0%	0%	0%	-	0%	0%	0%	0%
More than 30 times	570	0 /0		0 /0	0 /0	17 /0	10 /0	0,0	170	0 /0	1370	0 /0	0 /0	0 /0		0 /0	0 /0	0 /0	0 /0
Count	10	1	-	2	1	1	1	0	5	3	1	1	5	0	-	0	0	0	0
Column %	7%	6%	-	10%	25%	17%	13%	0%	18%	13%	4%	33%	15%	0%	-	0%	0%	0%	0%
Not applicable/Do not have that feature																			
Count	5	0	-	0	0	1	0	0	1	2	2	0	0	0	-	1	0	0	0
Column %	3%	0%	-	0%	0%	17%	0%	0%	4%	8%	8%	0%	0%	0%	-	17%	0%	0%	0%



MOBILE MARKETING ASSOCIATION

							C01Q1	. Which o	f the f	ollowing br	ands is	your current c	ell phone?						
		Apple	Audiovox/		Danger/							Palm/ Treo/				Sony			Not Know
	Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
C01Q5B. {Scanned a bar code using the camera																			
or scanner on your cell phone?}					-						-	-				-			
Sample Size	143	18	-	20	4	6	8	4	28	24	24	3	33	1	-	6	1	7	2
Never		-				_		_									_	_	1
Count	83	6	-	12	2	0	1	3	18	16	13	0	21	1	-	4	0	5	2
Column %		33%	-	60%	50%	0%	13%	75%	64%	67%	54%	0%	64%	100%	-	67%	0%	71%	100%
1 to 5 times				_			-			-	_								
Count	12	4	-	2	0	1	2	0	0	3	3	1	1	0	-	0	0	0	0
Column %	8%	22%	-	10%	0%	17%	25%	0%	0%	13%	13%	33%	3%	0%	-	0%	0%	0%	0%
6 to 10 times		C		0	0	0	0	0	4	-	2	0	2	0		0	0		•
Count Column %	14 10%	6 33%	-	0%	0%	0%	0%	0%	4 14%	4%	2 8%	0%	3 9%	0%	-	0%	0%	0%	0%
11 to 20 times	10%	33%	-	0%	0%	0%	0%	0%	14%	4%	0%	0%	9%	0%	-	0%	0%	0%	0%
Count	8	1		1	1	1	2	1	0	0	1	- 1	2	0		0	1	0	0
Column %		6%		5%	25%	17%	38%	25%	0%	0%	4%	33%	2 6%	0%	_	0%	100%	0%	0%
21 to 30 times	0.70	0.70	_	J 70	2370	17.70	3070	2370	070	070	4 70	5570	0.70	0.70	_	0.70	100 %	0.70	0 70
Count	4	0	_	1	0	1	0	0	0	0	1	0	0	0	_	0	0	1	0
Column %	3%	0%	-	5%	0%	17%	0%	0%	0%	0%	4%	0%	0%	0%	-	0%	0%	14%	0%
More than 30 times		0 /0		270	2.0	1, 10	0,10	270	0,0	270	. /0	270	2 /0	0,0		2 /0	270		2 /0
Count	7	1	-	1	1	2	2	0	4	2	2	1	2	0	-	0	0	0	0
Column %	5%	6%	-	5%	25%	33%	25%	0%	14%	8%	8%	33%	6%	0%	-	0%	0%	0%	0%
Not applicable/Do not have that feature																			
Count	15	0	-	3	0	1	0	0	2	2	2	0	4	0	-	2	0	1	0
Column %	10%	0%	-	15%	0%	17%	0%	0%	7%	8%	8%	0%	12%	0%	-	33%	0%	14%	0%



MOBILE MARKETING ASSOCIATION

							C01Q1	. Which of	f the f	ollowing br	ands is	your current c	ell phone?						
		Apple	Audiovox/		Danger/	HP/						Palm/ Treo/				Sony			Not Know
	Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
C01Q5C. {Used the GPS function on your cell																			
phone?}																			
Sample Size		18	-	20	4	6	8	4	28	24	24	3	33	1	-	6	1	7	2
Never																			1
Count	48	2	-	2	2	0	0	2	8	10	6	0	13	0	-	1	0	4	2
Column %		11%	-	10%	50%	0%	0%	50%	29%	42%	25%	0%	39%	0%	-	17%	0%	57%	100%
1 to 5 times		-							_										
Count		3	-	3	0	1	1	1	5	4	4	0	4	1	-	2	0	1	0
Column %		17%	-	15%	0%	17%	13%	25%	18%	17%	17%	0%	12%	100%	-	33%	0%	14%	0%
6 to 10 times		4		C	0	2	0	0			6	0	2	0		-	-		
Count Column %		4 22%	-	30%	0%	2 33%	0 0%	0%	4 14%	1 4%	25%	0%	3 9%	0%	-	17%	100%	0%	0%
11 to 20 times	15%	22%	-	30%	0%	33%	0%	0%	14%	4%	25%	0%	9%	0%	-	17%	100%	0%	0%
Count	17	3		F	1	1	2	0	2	2	2	- 1	2	0		0	0	1	0
Column %		17%		25%	25%	17%	25%	0%	2 7%	13%	13%	33%	6%	0%	_	0%	0%	14%	0%
21 to 30 times		17 70	_	2370	2370	17 70	2370	0.70	7 70	1370	1370	5570	0.70	0.70	_	0.70	0 70	14 70	0.70
Count		1	_	1	1	2	1	1	2	2	2	1	2	0	_	0	0	0	0
Column %		6%	-	5%	25%	33%	13%	25%	7%	8%	8%	33%	6%	0%	-	0%	0%	0%	0%
More than 30 times		0.70		270		2370	2070	2070	. /0	0 /0	0.10	2370	270	0.70		270	270		270
Count		5	-	2	0	0	4	0	5	2	0	0	2	0	-	1	0	0	0
Column %	-	28%	-	10%	0%	0%	50%	0%	18%	8%	0%	0%	6%	0%	-	17%	0%	0%	0%
Not applicable/Do not have that feature					1					-									
Count	17	0	-	1	0	0	0	0	2	2	3	1	7	0	-	1	0	1	0
Column %	12%	0%	-	5%	0%	0%	0%	0%	7%	8%	13%	33%	21%	0%	-	17%	0%	14%	0%



MOBILE MARKETING ASSOCIATION

							C01Q1	. Which of	f the f	ollowing br		our current c	ell phone?						
		Apple	Audiovox/		Danger/							Palm/ Treo/				Sony			Not Know
C01Q6. How many products or services have you	Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
purchased after receiving an advertisement on																			
your cell phone?																			
Sample Size	71	10	-	12	2	5	4	1	14	13	14	3	12	1	-	4	1	3	-
1	, 1	10			-	5		-	<u> </u>	15	1.	5		-		· · ·	-		
Count	25	2	-	5	1	1	2	0	5	3	3	1	6	1	-	2	0	2	-
Column %	35%	20%	-	42%	50%	20%	50%	0%	36%	23%	21%	33%	50%	100%	-	50%	0%	67%	-
2																			
Count	17	2	-	0	0	2	1	1	3	2	5	0	3	0	-	1	0	1	-
Column %	24%	20%	-	0%	0%	40%	25%	100%	21%	15%	36%	0%	25%	0%	-	25%	0%	33%	-
Count	10	2	-	2	0	2	1	0	4	3	3	0	0	0	-	1	0	0	-
Column %		20%	-	17%	0%	40%	25%	0%	29%	23%	21%	0%	0%	0%	-	25%	0%	0%	-
4																			
Count	3	1	-	1	0	0	0	0	0	1	2	0	0	0	-	0	1	0	-
Column %	4%	10%	-	8%	0%	0%	0%	0%	0%	8%	14%	0%	0%	0%	-	0%	100%	0%	-
S Count	7	0	_	2	1	0	0	0	0	1	0	2	3	0	_	0	0	0	
Column %	, 10%	0%	-	17%	50%	0%	0%	0%	0%	8%	0%	67%	25%	0%	-	0%	0%	0%	-
6	1070	0.10		27.70	5070	0.0	0.10	0.10	0.70	0.70	0.10	07.70	2070	0.10		0.0	0,0	0,0	
Count	4	1	-	1	0	0	0	0	2	1	0	0	0	0	-	0	0	0	-
Column %	6%	10%	-	8%	0%	0%	0%	0%	14%	8%	0%	0%	0%	0%	-	0%	0%	0%	-
10 Count	2	1	_	0	0	0	0	0	0	1	0	0	0	0		0	0	0	
Column %	2 3%	10%	-	0%	0%	0%	0%	0%	0%	8%	0%	0%	0%	0%	-	0%	0%	0%	-
12		10 /0		0 /0	0 /0	070	0 /0	070	0 /0	0 /0	0 /0	070	0 /0	0 /0		0 /0	0 /0	0 /0	
Count	1	0	-	0	0	0	0	0	0	0	1	0	0	0	-	0	0	0	-
Column %	1%	0%	-	0%	0%	0%	0%	0%	0%	0%	7%	0%	0%	0%	-	0%	0%	0%	-
20																			
Count Column %	1 1%	0 0%	-	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 8%	0 0%	0 0%	0 0%	0 0%	-	0 0%	0 0%	0 0%	-
25	1%	0%	-	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	-
Count	1	1	-	1	0	0	0	0	0	0	0	0	0	0	-	0	0	0	-
Column %	1%	10%	-	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	-
Mean	3.34	5.70	-	4.67	3.00	2.20	1.75	2.00	2.50	4.69	3.00	3.67	2.25	1.00	-	1.75	4.00	1.33	-
C01Q6. None.	1.10	10	F							2.4				1 .	T.		I	<u> </u>	
Sample Size unchecked	143	18	-	20	4	6	8	4	28	24	24	3	33	1	-	6	1		2
Count	71	10	-	12	2	5	4	1	14	13	14	3	12	1	-	4	1	3	0
Column %	50%	56%	-	60%	50%	83%	50%	25%	50%	54%	58%	100%	36%	100%	-	67%	100%	43%	0%
checked													1		İ				
Count	72	8	-	8	2	1	4	3	14	11	10	0	21	0	-	2	0	4	2
Column %	50%	44%	-	40%	50%	17%	50%	75%	50%	46%	42%	0%	64%	0%	-	33%	0%	57%	100%



							C01Q1	. Which of	f the f	ollowing br	ands is '	your current c	ell phone?						
		Apple	Audiovox/		Danger/							Palm/ Treo/				Sony			Not Know
	Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
core/. minking about the products and/or																			
services you have purchased after seeing an ad																			
on your cell phone, approximately how much did																			
you spend on all of these items/services? Your																			
best estimate is fine.																			
Sample Size	71	10	-	12	2	5	4	1	14	13	14	3	12	1	-	4	1	3	-
Less Than \$5																			
Count	6	2	-	0	0	0	1	0	0	0	0	0	2	0	-	1	0	0	-
Column %	8%	20%	-	0%	0%	0%	25%	0%	0%	0%	0%	0%	17%	0%	-	25%	0%	0%	-
\$5 to \$10																			
Count	10	0	-	1	0	0	0	0	3	1	1	0	3	1	-	0	0	1	-
Column %		0%	-	8%	0%	0%	0%	0%	21%	8%	7%	0%	25%	100%	-	0%	0%	33%	-
\$11 to \$50																			
Count	21	2	-	3	1	3	2	0	4	5	7	2	4	0	-	2	1	1	-
Column %	30%	20%	-	25%	50%	60%	50%	0%	29%	38%	50%	67%	33%	0%	-	50%	100%	33%	-
\$51 to \$100										-	_								
Count	20	0	-	3	0	0	0	0	6	5	5	1	3	0	-	1	0	1	-
Column %	28%	0%	-	25%	0%	0%	0%	0%	43%	38%	36%	33%	25%	0%	-	25%	0%	33%	-
\$101 to \$1,000		-		-		2				2		0		0		0	0		
Count	13	5	-	5	1	2	1	1		2		0	0	0	-	0	0		-
Column %	18%	50%	-	42%	50%	40%	25%	100%	0%	15%	7%	0%	0%	0%	-	0%	0%	0%	-
More than \$1,000	-	1		0	0	0	0	0		0	0	0				0	_		
Count	10/	1.00/	-	0	0	0	0	0		0	Ŭ	0	0	0	-	0	0		-
Column %	1%	10%	-	0%	0%	0%	0%	0%	7%	0%	0%	0%	0%	0%	-	0%	0%	0%	-

LUTH research

SavvyQuest™ Omnibus 08272009

MOBILE MARKETING ASSOCIATION

							C01Q1	. Which of	f the f	ollowing br	ands is '	your current c	ell phone?						
		Apple	Audiovox/		Danger/	-						Palm/ Treo/	_			Sony			Not Know
	Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
QDEMO4. What state do you live in? Sample Size	996	56	5	79	6	6	17	24	226	196	134	18	212	22	1	28	2	38	18
Alabama		50	5	79	0	0	17	24	220	190	134	10	212	22	L	20	2	50	10
Count		1	0	0	0	0	0	0	6	1	3	0	4	0	0	0	0	0	1
Column %	2%	2%	0%	0%	0%	0%	0%	0%	3%	1%	2%	0%	2%	0%	0%	0%	0%	0%	6%
Alaska																			
Count	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Column %	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Arizona																			
Count	23	2	0	2	1	1	1	0	7	3	0	0	6	1	0	0	0	1	1
Column %		4%	0%	3%	17%	17%	6%	0%	3%	2%	0%	0%	3%	5%	0%	0%	0%	3%	6%
Arkansas	8	0	0	0	0	0	0	0	0	5	2	0	1	1	0	0	0	0	0
Count Column %	-	0%	0%	0%	0%	0%	0%	0%	0%	5 3%	2 1%	0%	1 0%	1 5%	0%	0%	0%	0%	0%
California		0.70	0.70	0 70	0.70	0.70	0.70	0.70	0.70	570	1.70	0.70	0.70	J 70	0.70	0.70	0.70	0.70	0.70
Count		14	0	12	0	1	5	4	37	14	15	4	18	4	0	6	0	4	3
Column %		25%	0%	15%	0%	17%	29%	17%	16%	7%	11%	22%	8%	18%	0%	21%	0%	11%	17%
Colorado																		1	
Count	14	0	0	1	0	0	1	0	5	2	0	0	1	2	0	0	0	2	0
Column %	1%	0%	0%	1%	0%	0%	6%	0%	2%	1%	0%	0%	0%	9%	0%	0%	0%	5%	0%
Connecticut																			
Count		0	0	0	0	0	0	0	1	3	0	0	1	0	0	0	0	0	0
Column %	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Delaware Count	3	0	0	0	0	0	0	0	0	2	0	0	1	0	0	0	0	0	0
Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Florida		0,0	0,0	0,0	0,10	0.10	0.70	0,0	0 / 0	2,0	0.10	0,10	0,0	0.70	0.70	0.00	0,0	0.10	0.10
Count		6	0	6	1	0	2	2	21	9	13	1	22	1	0	1	1	4	1
Column %	8%	11%	0%	8%	17%	0%	12%	8%	9%	5%	10%	6%	10%	5%	0%	4%	50%	11%	6%
Georgia																			
Count	28	1	0	3	0	0	0	0	9	3	6	0	4	0	0	0	0	2	0
Column %	3%	2%	0%	4%	0%	0%	0%	0%	4%	2%	4%	0%	2%	0%	0%	0%	0%	5%	0%
Hawaii	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Count Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Idaho		0 /0	0 /0	0 /0	0 /0	0 /0	0 /0	0 /0	0 /0	0 /0	0 /0	0,0	0 /0	0 /0	0 /0	0,0	0.70	0.0	0 /0
Count	3	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0
Column %	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Illinois																			
Count	46	1	0	6	1	2	1	3	4	15	9	1	8	0	0	2	0	2	1
Column %	5%	2%	0%	8%	17%	33%	6%	13%	2%	8%	7%	6%	4%	0%	0%	7%	0%	5%	6%
Indiana			0	1	•	_		0	5	2	3	0	4	0		1	0		1
Count Column %	17 2%	2 4%	0%	1 1%	0 0%	0 0%	0 0%	0 0%	5 2%	2 1%	3 2%	0 0%	4 2%	0 0%	0 0%	1 4%	0%	1 3%	1 6%
Iowa		70	0.70	1 70	0.70	0.70	0.70	0.70	∠ 70	1 7U	2 70	0.70	2.70	0.70	0.70	70	0.70	570	0 70
Count	8	0	0	1	0	0	0	0	2	2	0	0	2	0	0	0	0	1	0
Column %	1%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	3%	0%
Kansas											1								
Count	10	0	0	0	0	0	1	0	2	2	1	0	3	0	0	0	0	0	1
Column %	1%	0%	0%	0%	0%	0%	6%	0%	1%	1%	1%	0%	1%	0%	0%	0%	0%	0%	6%



MOBILE MARKETING ASSOCIATION

							C0101	. which of	the f	ollowing br	ands is y	our current c	ell phone?						
		Apple	Audiovox/		Danger/	HP/					ĺ	Palm/ Treo/				Sony			Not Know
	Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
QDEMO4. What state do you live in?	1	1	1	1	1	1			- 1		, ,		1	1	1		-	1 1	
Kentucky		1	0	1	0	0	0	0	2	3	2	0	1	0	0	0	0	0	0
Count Column %		1 2%	0 0%	1 1%	0 0%	0%	0 0%	0 0%	2 1%	2%	3 2%	0%	1 0%	0%	0%	0%	0%	0%	0%
Louisiana	170	2.70	0.70	1 70	0.70	0.70	0.70	0.70	170	2 70	2 70	0.70	0.70	0.70	0 70	0.70	0.70	0.70	0.70
Count	7	0	0	0	0	0	0	0	1	2	4	0	0	0	0	0	0	0	0
Column %		0%	0%	0%	0%	0%	0%	0%	0%	1%	3%	0%	0%	0%	0%	0%	0%	0%	0%
Maine										-									
Count	6	0	0	1	0	0	0	0	2	1	1	0	1	0	0	0	0	0	0
Column %	1%	0%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Maryland																			
Count		0	0	1	0	0	0	1	3	1	1	0	5	0	0	0	0	1	0
Column %	1%	0%	0%	1%	0%	0%	0%	4%	1%	1%	1%	0%	2%	0%	0%	0%	0%	3%	0%
Massachusetts	25	2	0		0	0	0	4	5	c	2	0					0		1
Count Column %	25 3%	2 4%	0 0%	2 3%	0 0%	0 0%	0 0%	1 4%	5 2%	6 3%	3 2%	0 0%	5 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 6%
Michigan	570	470	0.70	570	0.70	0 70	0.70	470	2 70	J 70	2 70	0.70	2.70	0.70	0.70	0.70	0.70	0.70	0.70
Count	34	1	0	2	1	0	0	0	7	10	2	0	7	2	0	3	0	2	0
Column %	3%	2%	0%	3%	17%	0%	0%	0%	3%	5%	1%	0%	3%	9%	0%	11%	0%	5%	0%
Minnesota																			
Count	18	1	0	1	0	0	0	0	3	5	4	0	4	1	0	0	0	0	0
Column %	2%	2%	0%	1%	0%	0%	0%	0%	1%	3%	3%	0%	2%	5%	0%	0%	0%	0%	0%
Mississippi		_							-	_		_		_		_			
Count	8	0	1	0	0	0	0	1	2	2	2	0	0	0	0	0	0	0	0
Column % Missouri	1%	0%	20%	0%	0%	0%	0%	4%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Count	19	0	0	0	0	1	0	1	2	4	2	1	7	0	0	2	0	1	0
Column %	2%	0%	0%	0%	0%	17%	0%	4%	1%	2%	1%	6%	3%	0%	0%	7%	0%	3%	0%
Montana										-									
Count	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nebraska																			
Count	5	0	0	0	0	0	0	0	0	2	0	0	3	0	0	0	0	0	0
Column %	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Nevada Count	17	0	0	2	0	0	0	0	2	3	5	0	1	0	0	1	1	1	1
Column %	2%	0%	0%	3%	0%	0%	0%	0%	2 1%	2%	5 4%	0%	0%	0%	0%	4%	50%	3%	6%
New Hampshire		0 /0	0.70	570	0.70	0.10	0 /0	570	1/0	2/0	170	0,0	0,0	0 /0	0.70	170	5070	570	
Count	5	0	0	0	0	0	0	1	2	0	0	0	2	0	0	0	0	0	0
Column %	1%	0%	0%	0%	0%	0%	0%	4%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
New Jersey																			
Count	33	2	1	2	0	0	0	0	6	4	9	1	7	0	0	2	0	1	1
Column %	3%	4%	20%	3%	0%	0%	0%	0%	3%	2%	7%	6%	3%	0%	0%	7%	0%	3%	6%
New Mexico		<u> </u>	0		<u> </u>	0		0	2	0		0	_	~			0		0
Count Column %	6 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	3 1%	0 0%	0 0%	0 0%	3 1%	0 0%	0 0%	0 0%	0 0%	1 3%	0 0%
New York	-	0%0	0 %0	0%0	0%	0%	0%	0%	1 70	0%	0 %0	0%	1 %0	0%0	0%0	0%	0 %	570	0%
Count		6	0	9	0	0	2	1	19	12	13	0	9	4	1	1	0	2	1
Column %	-	11%	0%	11%	0%	0%	12%	4%	8%	6%	10%	0%	4%	18%	100%	4%	0%	5%	6%
North Carolina								-								-			
Count	29	1	0	6	0	0	0	1	6	10	2	0	3	1	0	1	0	2	0
Column %	3%	2%	0%	8%	0%	0%	0%	4%	3%	5%	1%	0%	1%	5%	0%	4%	0%	5%	0%

MOBILE MARKETING ASSOCIATION

			= 95%, No stat			•	ariable	s											
			Audiovox/		Danger/	HP/						/our current co Palm/ Treo/				Sony			Not Know
QDEMO4. What state do you live in?	Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
North Dakota		0	0	0	0	0	0	0	-	0	0	0	0	0	0		0	0	
Count Column %		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Ohio Count		1	0	2	0	0	0	2	6	8	4	0	8	0	0	1	0	1	0
Column % Oklahoma	3%	2%	0%	3%	0%	0%	0%	8%	3%	4%	3%	0%	4%	0%	0%	4%	0%	3%	0%
Count	10	2	1	0	0	0	0	0	2	3	2	0	0	0	0	0	0	0	1
Column % Oregon		4%	20%	0%	0%	0%	0%	0%	1%	2%	1%	0%	0%	0%	0%	0%	0%	0%	6%
Count Column %	18	1 2%	0 0%	3 4%	0 0%	0 0%	0 0%	0 0%	4 2%	3 2%	$1 \\ 1\%$	1 6%	4 2%	0 0%	0 0%	0 0%	0 0%	2 5%	0 0%
Pennsylvania																			
Count Column %	5%	1 2%	0 0%	2 3%	1 17%	0 0%	0 0%	1 4%	9 4%	12 6%	9 7%	0 0%	12 6%	0 0%	0 0%	2 7%	0 0%	1 3%	0 0%
Rhode Island Count		0	0	1	0	0	0	0	0	1	1	0	1	0	0	0	0	0	0
Column % South Carolina	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Count	9	1	0	0	0	0	0	1	2	3	1	0	2	0	0	0	0	0	0
Column % South Dakota		2%	0%	0%	0%	0%	0%	4%	1%	2%	1%	0%	1%	0%	0%	0%	0%	0%	0%
Count Column %		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 4%	2 1%	3 2%	0 0%	1 6%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Tennessee																			
Count Column %	17 2%	0 0%	0 0%	1 1%	0 0%	0 0%	1 6%	0 0%	4 2%	5 3%	$1 \\ 1\%$	0 0%	5 2%	1 5%	0 0%	0 0%	0 0%	0 0%	0 0%
Texas Count	80	5	1	8	1	0	1	0	13	9	10	3	23	4	0	4	0	3	1
Column %	8%	9%	20%	10%	17%	0%	6%	0%	6%	5%	7%	17%	11%	18%	0%	14%	0%	8%	6%
Utah Count	7	0	0	1	0	0	0	0	2	0	1	0	3	0	0	0	0	1	0
Column %	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	3%	0%
Count Column %	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Virginia																			
Count Column %	3%	2 4%	0 0%	0 0%	0 0%	1 17%	1 6%	1 4%	4 2%	9 5%	1 1%	2 11%	11 5%	0 0%	0 0%	1 4%	0 0%	0 0%	2 11%
Washington Count		1	0	1	0	0	0	1	7	6	0	2	4	0	0	0	0	0	1
Column % Washington, D.C.	2%	2%	0%	1%	0%	0%	0%	4%	3%	3%	0%	11%	2%	0%	0%	0%	0%	0%	6%
Count	2	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Column % West Virginia		0%	20%	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Count Column %		1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 3%	0 0%
Wisconsin														0					
Count Column %	2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 4%	3 1%	4 2%	0 0%	1 6%	5 2%	0%	0 0%	0 0%	0 0%	1 3%	0 0%
Wyoming Count		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Column %		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

SavvyQuest™ Omnibus 08272009

MOBILE MARKETING ASSOCIATION

							C01Q1	. Which of	f the f	ollowing br	ands is y	your current c	ell phone?						
		Apple	Audiovox/		Danger/	HP/						Palm/ Treo/				Sony			Not Know
	Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
Region variable																			
Sample Size	996	56	5	79	6	6	17	24	226	196	134	18	212	22	1	28	2	38	18
Northeast																			
Count	198	11	1	17	1	0	2	4	44	39	36	1	38	4	1	5	0	4	3
Column %	20%	20%	20%	22%	17%	0%	12%	17%	19%	20%	27%	6%	18%	18%	100%	18%	0%	11%	17%
Midwest																			
Count	209	6	0	13	2	3	2	8	37	57	25	4	51	3	0	9	0	9	3
Column %	21%	11%	0%	16%	33%	50%	12%	33%	16%	29%	19%	22%	24%	14%	0%	32%	0%	24%	17%
South																			
Count	351	21	4	26	2	1	6	7	75	68	51	6	82	8	0	7	1	13	6
Column %	35%	38%	80%	33%	33%	17%	35%	29%	33%	35%	38%	33%	39%	36%	0%	25%	50%	34%	33%
West																			
Count	238	18	0	23	1	2	7	5	70	32	22	7	41	7	0	7	1	12	6
Column %	24%	32%	0%	29%	17%	33%	41%	21%	31%	16%	16%	39%	19%	32%	0%	25%	50%	32%	33%



MOBILE MARKETING ASSOCIATION

							C01Q1	. Which of	f the f	ollowing br	ands is y	your current c	ell phone?						
			Audiovox/		Danger/							Palm/ Treo/				Sony			Not Know
	Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
QDEMO5. What is your total annual household																			
income?	006	50	F	70	6	6	17	24	226	100	124	10	212	1 22		20	2	20	10
Sample Size	996	56	5	79	6	6	17	24	226	196	134	18	212	22	1	28	2	38	18
\$14,999 or less Count	56	3	0	5	2	0	0	0	9	9	13	0	13	2	0	1	0	3	0
Column %	6%	5%	0%	6%	33%	0%	0%	0%	9 4%	5%	10%	0%	6%	2 9%	0%	4%	0%	8%	0%
\$15,000-\$24,999	070	570	0 /0	0 /0	5570	0 /0	0 /0	070	- 70	570	10 /0	0 /0	0 /0	570	0 /0	-170	0 /0	070	070
Count	72	2	0	2	0	0	1	3	18	12	14	0	17	0	0	7	0	6	2
Column %	7%	4%	0%	3%	0%	0%	6%	13%	8%	6%	10%	0%	8%	0%	0%	25%	0%	16%	11%
\$25,000-\$34,999																			
Count	118	7	0	3	0	1	2	3	23	29	13	4	34	1	0	3	0	6	1
Column %	12%	13%	0%	4%	0%	17%	12%	13%	10%	15%	10%	22%	16%	5%	0%	11%	0%	16%	6%
\$35,000-\$49,999																			
Count	164	8	2	5	1	0	2	6	28	38	18	1	49	5	0	2	0	6	4
Column %	16%	14%	40%	6%	17%	0%	12%	25%	12%	19%	13%	6%	23%	23%	0%	7%	0%	16%	22%
\$50,000-\$74,999	251	0		25	-		_	-	50	40	26	C C	42	c			0	7	7
Count Column %	251 25%	9 16%	20%	25 32%	2 33%	1 17%	5 29%	5 21%	58 26%	48 24%	36 27%	6 33%	42 20%	6 27%	1 100%	9 32%	0 0%	18%	7 39%
\$75,000-\$99,999	25%	10%	20%	52%	33%	17%	29%	21%	20%	24%	27%	55%	20%	27%	100%	52%	0%	10%	39%
Count	143	13	1	15	1	3	2	4	32	27	19	5	25	4	0	3	0	5	2
Column %	14%	23%	20%	19%	17%	50%	12%	17%	14%	14%	14%	28%	12%	18%	0%	11%	0%	13%	11%
\$100,000-\$124,999																			
Count	67	4	0	8	0	0	1	1	22	17	3	1	12	1	0	1	1	2	0
Column %	7%	7%	0%	10%	0%	0%	6%	4%	10%	9%	2%	6%	6%	5%	0%	4%	50%	5%	0%
\$125,000-\$149,999																			
Count	32	3	1	6	0	0	1	0	11	2	5	0	3	0	0	1	0	0	0
Column %	3%	5%	20%	8%	0%	0%	6%	0%	5%	1%	4%	0%	1%	0%	0%	4%	0%	0%	0%
\$150,000-\$199,999	20	0	0	-	0	0	0	0		2	2	0		0	0	-	0		
Count Column %	20 2%	0 0%	0 0%	5 6%	0 0%	0 0%	0 0%	0 0%	4 2%	2 1%	3 2%	0 0%	4 2%	0 0%	0 0%	1 4%	0 0%	0 0%	1 6%
\$200,000-\$249,999		0%	0%	070	0%	070	0%	070	270	1 70	Z 70	0.70	270	070	0%	470	0 %	070	070
\$200,000-\$249,999 Count	9	1	0	1	0	1	1	0	5	0	2	0	1	0	0	0	1	0	0
Column %	1%	2%	0%	1%	0%	17%	6%	0%	2%	0%	1%	0%	0%	0%	0%	0%	50%	0%	0%
\$250,000-\$349,999		270	0.0	2.0	0.0		0.0	0.0		0.0	- /0	0,0		0.00	0.0	<u> </u>		<u>, , , , , , , , , , , , , , , , , , , </u>	0.0
Count	4	1	0	1	0	0	0	0	1	0	1	0	0	0	0	0	0	1	0
Column %	0%	2%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	3%	0%
\$350,000 or more																			
Count	2	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0
Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%
Prefer not to say	50	_		2				2		10			10						
Count	58	5	0	3	0	0	2	2	14	12	7	1	12	2	0	0	0	2	1
Column %	6%	9%	0%	4%	0%	0%	12%	8%	6%	6%	5%	6%	6%	9%	0%	0%	0%	5%	6%



MOBILE MARKETING ASSOCIATION

							C01Q1	. Which o	f the f	ollowing br	ands is	your current c	ell phone?						
		Apple	Audiovox/		Danger/							Palm/ Treo/				Sony			Not Know
	Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
QDEMO6. What is your current employment																			
status?		-		-	-						-			-			-		
Sample Size		56	5	79	6	6	17	24	226	196	134	18	212	22	1	28	2	38	18
Employed full-time																			
Count	438	36	3	55	4	2	10	8	106	76	46	14	81	9	1	11	1	13	7
Column %		64%	60%	70%	67%	33%	59%	33%	47%	39%	34%	78%	38%	41%	100%	39%	50%	34%	39%
Employed part-time		2		_		0	2	2	25	17	10		22	2	_				
Count		3	0	/	1	0	2	3	25	17	18	0	23	2	0	1	0%	3	1
Column %		5%	0%	9%	17%	0%	12%	13%	11%	9%	13%	0%	11%	9%	0%	4%	0%	8%	6%
Self-employed		F	0	-	0	2	2	F	22	24	11	2	10	4	0	2	0	4	c
Count Column %	-	9%	0%	5 6%	0%	50%	3 18%	21%	22 10%	24 12%	11 8%	11%	10 5%	4 18%	0%	11%	0 0%	4 11%	6 33%
Not employed		970	070	070	0 %	30%	1070	2170	1070	1270	070	1170	J 70	1070	0%	1170	070	1170	3370
Count		0	0	1	0	1	0	1	10	16	14	0	16	2	0	3	0	1	0
Column %	6%	0%	0%	1%	0%	17%	0%	4%	4%	8%	10%	0%	8%	14%	0%	11%	0%	11%	0%
Retired		0 /0	0 /0	170	0 /0	17 70	0 /0	- 70	470	070	10 /0	070	0 /0	1470	0 /0	1170	0 /0	1170	0 /0
Count		4	1	2	0	0	0	3	31	35	26	1	45	3	0	5	1	8	2
Column %		7%	20%	3%	0%	0%	0%	13%	14%	18%	19%	6%	21%	14%	0%	18%	50%	21%	11%
Student																			
Count		4	1	4	0	0	1	1	19	12	8	1	18	1	0	3	0	3	1
Column %		7%	20%	5%	0%	0%	6%	4%	8%	6%	6%	6%	8%	5%	0%	11%	0%	8%	6%
Homemaker																			
Count		4	0	5	1	0	1	3	13	16	11	0	19	0	0	2	0	3	1
Column %	7%	7%	0%	6%	17%	0%	6%	13%	6%	8%	8%	0%	9%	0%	0%	7%	0%	8%	6%

research

SavvyQuest™ Omnibus 08272009

MOBILE MARKETING ASSOCIATION

							C01Q1	. Which o	f the f	ollowing br	ands is y	our current o	cell phone?						
			Audiovox/		Danger/							Palm/ Treo/				Sony			Not Know
	Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
QDEM07. What is your marital status?																			
Sample Size		56	5	79	6	6	17	24	226	196	134	18	212	22	1	28	2	38	18
Now Married																			1
Count	527	30	2	42	3	3	6	15	116	112	72	5	104	13	1	14	1	22	12
Column %	53%	54%	40%	53%	50%	50%	35%	63%	51%	57%	54%	28%	49%	59%	100%	50%	50%	58%	67%
Unmarried Partner																			1
Count	81	9	0	5	3	3	3	4	17	15	10	3	19	2	0	1	0	3	1
Column %	8%	16%	0%	6%	50%	50%	18%	17%	8%	8%	7%	17%	9%	9%	0%	4%	0%	8%	6%
Divorced																			1
Count	113	1	0	10	0	0	1	5	31	23	12	3	23	1	0	3	0	6	3
Column %		2%	0%	13%	0%	0%	6%	21%	14%	12%	9%	17%	11%	5%	0%	11%	0%	16%	17%
Separated																			1
Count	20	1	0	2	0	0	1	0	5	3	6	1	4	1	0	0	0	0	0
Column %	2%	2%	0%	3%	0%	0%	6%	0%	2%	2%	4%	6%	2%	5%	0%	0%	0%	0%	0%
Widowed						_	_	_	_	_	_		_			_			1 _ I
Count	33	1	0	1	0	0	0	0	7	8	7	0	5	3	0	2	1	1	0
Column %	3%	2%	0%	1%	0%	0%	0%	0%	3%	4%	5%	0%	2%	14%	0%	7%	50%	3%	0%
Never married													l						
Count	222	14	3	19	0	0	6	0	50	35	27	6	57	2	0	8	0	6	2
Column %	22%	25%	60%	24%	0%	0%	35%	0%	22%	18%	20%	33%	27%	9%	0%	29%	0%	16%	11%



MOBILE MARKETING ASSOCIATION

							C01Q1.	Which of	f the fo	ollowing br	ands is y	our current c	ell phone?					-	
		Apple	Audiovox/		Danger/	HP/						Palm/ Treo/				Sony			Not Know
	Total	(iPhone)	Starcomm	Blackberry	Sidekick	IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Centro	Samsung	Sanyo	Siemens	Ericsson	Toshiba	Other	Brand
QDEMO8. {Under 3 years of age } Number of																			
Children																			
Sample Size	996	56	5	79	6	6	17	24	226	196	134	18	212	22	1	28	2	38	18
Mean	0.10	0.20	0.00	0.16	0.50	0.17	0.18	0.00	0.07	0.11	0.10	0.11	0.09	0.05	0.00	0.07	0.00	0.11	0.17
QDEMO8. {3 to 4 years of age } Number of																			
Children																			
Sample Size	996	56	5	79	6	6	17	24	226	196	134	18	212	22	1	28	2	38	18
Mean	0.07	0.14	0.00	0.14	0.33	0.00	0.06	0.13	0.05	0.08	0.05	0.00	0.06	0.00	0.00	0.07	0.00	0.03	0.00
QDEMO8. {5 to 7 years of age } Number of																			
Children																			
Sample Size	996	56	5	79	6	6	17	24	226	196	134	18	212	22	1	28	2	38	18
Mean	0.10	0.16	0.00	0.16	0.33	0.17	0.12	0.13	0.10	0.10	0.11	0.00	0.08	0.14	0.00	0.07	0.50	0.03	0.17
QDEM08. {8 to 12 years of age } Number of																			
Children																			
Sample Size	996	56	5	79	6	6	17	24	226	196	134	18	212	22	1	28	2	38	18
Mean	0.16	0.13	0.00	0.30	0.33	0.17	0.18	0.17	0.17	0.15	0.19	0.06	0.17	0.05	1.00	0.21	0.50	0.13	0.17
QDEM08. {13 to 18 years of age } Number of																			
Children																			
Sample Size	996	56	5	79	6	6	17	24	226	196	134	18	212	22	1	28	2	38	18
Mean	0.23	0.52	0.00	0.30	0.00	0.00	0.06	0.38	0.24	0.19	0.29	0.50	0.20	0.05	0.00	0.18	1.50	0.21	0.33

			C01Q	2. Which	of the fo	llowing co	mpanies	currently p	rovides yo	ur cellular	phone service?		
			AT&T/	Boost		Qwest	Sprint/		U.S.	Verizon	Virgin Mobile/		Not Know
	Total	Alltel	Cingular	Mobile	Cricket	Wireless	Nextel	T-Mobile	Cellular	Wireless	Helio	Other	Carrier
QDEMO1. What is your age?													
Sample Size	996	28	280	6	12	2	116	137	17	311	29	82	5
Under 18													
Count	0	0	0	0	0	0	0	0	0	0	0	0	0
Column %		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
18-24			26		2	0	10	10		27	2	_	0
Count		4	36	170/	170/	0	18	18		37	2	5	0
Column %		14%	13%	17%	17%	0%	16%	13%	6%	12%	7%	6%	0%
Count	186	3	60	1	2	1	27	28	1	60	3	12	0
Column %		11%	21%	17%	17%	50%	23%	20%	6%	19%	10%	15%	0%
35-44	1970	11 /0	2170	17 /0	17 /0	50 /0	2370	20 /0	0 /0	1570	10 /0	1370	0 /0
Count	220	10	54	2	1	0	27	32	6	80	7	8	0
Column %		36%	19%	33%	8%	0%	23%	23%	35%	26%	24%	10%	0%
45-54													
Count	180	4	51	0	5	1	18	28	5	53	6	12	0
Column %	18%	14%	18%	0%	42%	50%	16%	20%	29%	17%	21%	15%	0%
55-64													
Count	121	2	25	2	2	0	14	15	1	34	6	22	0
Column %	12%	7%	9%	33%	17%	0%	12%	11%	6%	11%	21%	27%	0%
65+		_			_				_		_		
Count		5	54	0	0	0	12	16	3	47	5	23	5
Column %	1/%	18%	19%	0%	0%	0%	10%	12%	18%	15%	17%	28%	100%

Confidence Level = 95%, No statistics run for Multiple Response Variables

			C01Q	2. Which	of the fo	llowing co	mpanies (currently p	rovides yo	our cellular	phone service?		
			AT&T/	Boost		Qwest	Sprint/		U.S.	Verizon	Virgin Mobile/		Not Know
	Total	Alltel	Cingular	Mobile	Cricket	Wireless	Nextel	T-Mobile	Cellular	Wireless	Helio	Other	Carrier
QDEMO2. Are you male or female?													
Sample Size	996	28	280	6	12	2	116	137	17	311	29	82	5
Male													
Count	496	11	140	1	7	2	61	63	9	154	16	47	4
Column %	50%	39%	50%	17%	58%	100%	53%	46%	53%	50%	55%	57%	80%
Female													
Count	500	17	140	5	5	0	55	74	8	157	13	35	1
Column %	50%	61%	50%	83%	42%	0%	47%	54%	47%	50%	45%	43%	20%

			C01Q	2. Which	of the fo	llowing co	mpanies	currently p	rovides yo	ur cellular	phone service?		
			AT&T/	Boost		Qwest	Sprint/		U.S.	Verizon	Virgin Mobile/		Not Know
	Total	Alltel	Cingular	Mobile	Cricket	Wireless	Nextel	T-Mobile	Cellular	Wireless	Helio	Other	Carrier
QDEMO3. Which of the following best describes													
your ethnicity?													
Sample Size	996	28	280	6	12	2	116	137	17	311	29	82	5
Black / African American													
Count		0	35	2	3	0	17	21	1	28	4	9	2
Column %	12%	0%	13%	33%	25%	0%	15%	15%	6%	9%	14%	11%	40%
Asian													
Count	40	0	14	0	1	0	7	2	0	16	0	0	0
Column %	4%	0%	5%	0%	8%	0%	6%	1%	0%	5%	0%	0%	0%
White / Caucasian		25	100	2	<i>c</i>	2	60	05	4.5	227	10	50	2
Count	677	25	186	2	6	2	68	85	15	227	19	59	3
Column %	68%	89%	66%	33%	50%	100%	59%	62%	88%	73%	66%	72%	60%
Hispanic	150	2	12		2	0	24	20		20	-	10	0
Count		3	43	1	2	0	24	28		38	5	12	0
Column %	15%	11%	15%	17%	17%	0%	21%	20%	6%	12%	17%	15%	0%
Other	9	0	2	1	0	0	0	1	_	2	1	2	0
Count	2	0	2 1%	1 17%	0%	0 0%	0%	1%	0 0%	2 1%	1 3%	2	0%
Column %	1%	0%	1%	1/%	0%	υ%	0%	1%	0%	1%	3%	2%	0%

Confidence Level = 95%, No statistics run for Multiple Response Variables

Confidence Level = 95%, No statistics run for Multiple Response Variables	Confidence Level = 95%	No statistics run for Mult	iple Response Variables
---	------------------------	----------------------------	-------------------------

						•	mpanies		rovides vo	our cellular	phone service?		
			AT&T/	Boost	or the ro	Qwest	Sprint/		U.S.	Verizon	Virgin Mobile/	1	Not Know
	Total	Alltel	Cingular	Mobile	Cricket	Wireless	Nextel	T-Mobile	Cellular	Wireless	Helio	Other	Carrier
C01Q1. Which of the following brands is your													
current cell phone? Sample Size	996	28	280	6	12	2	116	137	17	311	29	82	5
Apple (iPhone)		20	200	0	12	Ζ.	110	157	17	511	29	02	J
Mentions		2	48	1	0	0	3	8	0	4	0	0	0
% Valid Cases		7%	17%	17%	0%	0%	3%	6%	0%	1%	0%	0%	0%
Audiovox/Starcomm													
Mentions		0	1	0	0	0	0	0	0	0	3	1	0
% Valid Cases Blackberry (Research in Motion/RIM)	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	10%	1%	0%
Mentions	79	2	22	0	0	0	12	13	0	31	1	1	0
% Valid Cases	8%	7%	8%	0%	0%	0%	10%	9%	0%	10%	3%	1%	0%
Danger/Sidekick													
Mentions		0	0	0	0	1	1	3	0	2	0	1	0
% Valid Cases HP/IPAQ		0%	0%	0%	0%	50%	1%	2%	0%	1%	0%	1%	0%
Mentions		1	1	1	1	1	2	3	1	1	0	0	0
% Valid Cases		4%	0%	17%	8%	50%	2%	2%	6%	0%	0%	0%	0%
HTC													
Mentions		1	7	1	1	0	7	5	0	0	0	0	0
% Valid Cases Kyocera	2%	4%	3%	17%	8%	0%	6%	4%	0%	0%	0%	0%	0%
Mentions		0	1	0	3	0	0	2	1	3	12	4	0
% Valid Cases		0%	0%	0%	25%	0%	0%	1%	6%	1%	41%	5%	0%
LG													
Mentions		8	41	1	0	1	16	2	1	151	3	14	0
% Valid Cases Motorola		29%	15%	17%	0%	50%	14%	1%	6%	49%	10%	17%	0%
Mentions		9	45	5	1	1	14	24	9	57	1	36	1
% Valid Cases		32%	16%	83%	8%	50%	12%	18%	53%	18%	3%	44%	20%
Nokia													
Mentions		4	58	0	0	1	4	36	3	13	5	17	1
% Valid Cases Palm/Treo/Centro		14%	21%	0%	0%	50%	3%	26%	18%	4%	17%	21%	20%
Mentions		0	3	0	0	1	13	1	0	3	1	0	0
% Valid Cases		0%	1%	0%	0%	50%	11%	1%	0%	1%	3%	0%	0%
Samsung				-	_				-		_		_
Mentions () Valid Cases		6	52 19%	0	5	1	40	48	3	55	3	8	0
% Valid Cases Sanyo		21%	19%	0%	42%	50%	34%	35%	18%	18%	10%	10%	0%
Mentions		0	0	0	0	1	20	0	0	1	0	0	0
% Valid Cases	2%	0%	0%	0%	0%	50%	17%	0%	0%	0%	0%	0%	0%
Siemens			_	6	6	<u> </u>	~	6	6	6	<u> </u>		~
Mentions % Valid Cases		0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Sony Ericsson		0.70	070	0.70	070	070	070	070	070	070	070	070	0.70
Mentions	28	0	20	0	0	0	0	4	1	1	1	1	0
% Valid Cases		0%	7%	0%	0%	0%	0%	3%	6%	0%	3%	1%	0%
Toshiba			~		<u> </u>	~	~	-			0		~
Mentions % Valid Cases		0 0%	2 1%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%
Other		0 70	1 70	0.70	0 70	0.70	0.70	T 70	0.70	0.70	0.70	0.70	0.70
Mentions	38	1	8	0	2	0	2	6	0	12	2	4	1
% Valid Cases		4%	3%	0%	17%	0%	2%	4%	0%	4%	7%	5%	20%
Have phone but don't know the brand			~		-	~	-	2	4	_	4		2
Mentions % Valid Cases		0 0%	2 1%	0 0%	1 8%	0 0%	1 1%	3 2%	1 6%	7 2%	1 3%	0 0%	2 40%,
70 valid Cases	2 70	0 70	1 70	0.70	0 70	0.70	T 70	2 70	0.70	2 70	5 70	0.70	age 44

			C01Q	2. Which	of the fo	llowing co	mpanies (currently p	rovides yo	ur cellular	phone service?		
			AT&T/	Boost		Qwest	Sprint/	, i	U.S. (Verizon	Virgin Mobile/		Not Know
	Total	Alltel	Cingular	Mobile	Cricket	Wireless	Nextel	T-Mobile	Cellular	Wireless	Helio	Other	Carrier
C01Q2. Which of the following companies currently													
provides your cellular phone service?													
Sample Size	996	28	280	6	12	2	116	137	17	311	29	82	5
Alitel						-	_			_			
Mentions	28	28	0	1	0	0	0	1	1	3	0	0	0
% Valid Cases	3%	100%	0%	17%	0%	0%	0%	1%	6%	1%	0%	0%	0%
AT&T/Cingular	200	•	200	0	1	0	5	2	0	5	0	0	0
Mentions % Valid Cases	280 28%	0 0%	280 100%	0 0%	1 8%	0 0%	5 4%	2 1%	0 0%	5 2%	0 0%	0 0%	0 0%
Boost Mobile	20%	0%	100%	0%	0%0	0%	4%	1%	0%	270	0%	0%	0%
Mentions	6	1	0	6	0	0	0	1	0	1	0	0	0
% Valid Cases	1%	4%	0%	100%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Cricket	1/0	7.0	0 /0	100 /0	0.10	0.0	0 /0	170	0 /0	0 /0	0 /0	0.0	0 /0
Mentions	12	0	1	0	12	0	0	0	0	0	0	0	0
% Valid Cases	1%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%
Qwest Wireless													
Mentions	2	0	0	0	0	2	1	0	0	1	0	0	0
% Valid Cases	0%	0%	0%	0%	0%	100%	1%	0%	0%	0%	0%	0%	0%
Sprint/Nextel													
Mentions	116	0	5	0	0	1	116	2	0	2	0	0	0
% Valid Cases	12%	0%	2%	0%	0%	50%	100%	1%	0%	1%	0%	0%	0%
T-Mobile			-			-	_			_			
Mentions	137	1	2	1	0	0	2	137	0	2	1	0	0
% Valid Cases	14%	4%	1%	17%	0%	0%	2%	100%	0%	1%	3%	0%	0%
U.S. Cellular	17	1	0	0	0	0	0	0	17	0	0	0	0
Mentions % Valid Cases	2%	1 4%	0 0%	0%	0 0%	0 0%	0%	0%	100%	0%	0 0%	0%	0%
Valid Cases	Z %0	4%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%
Mentions	311	3	5	1	0	1	2	2	0	311	1	1	0
% Valid Cases	31%	11%	2%	17%	0%	50%	2%	1%	0%	100%	3%	1%	0%
Virgin Mobile/Helio	5170	1170	270	17.70	0.0	5070	2 70	170	0 /0	100 /0	570	170	0 /0
Mentions	29	0	0	0	0	0	0	1	0	1	29	0	0
% Valid Cases	3%	0%	0%	0%	0%	0%	0%	1%	0%	0%	100%	0%	0%
Other													
Mentions	82	0	0	0	0	0	0	0	0	1	0	82	0
% Valid Cases	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%
Have phone but don't know who the carrier is													
Mentions	5	0	0	0	0	0	0	0	0	0	0	0	5
% Valid Cases	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%

					of the fo			currently p			phone service?		
			AT&T/	Boost		Qwest	-		U.S.		Virgin Mobile/		Not Know
	Total	Alltel	Cingular	Mobile	Cricket	Wireless	Nextel	T-Mobile	Cellular	Wireless	Helio	Other	Carrier
C01Q3. Thinking about the advertisements you													
have received on your cell phone over the past													
year, how many times did you respond to the ad?													
Sample Size	996	28	280	6	12	2	116	137	17	311	29	82	5
Have not received any ads on my cell phone in the													
past year													
Count	562	17	157	1	2	1	54	71	11	192	12	45	4
Column %	56%	61%	56%	17%	17%	50%	47%	52%	65%	62%	41%	55%	80%
None/Have received ad(s) but have not responded			76	-				10	-	70	10		
Count	291	6	76	3	4	0	44	42	2	79	12	32	1
Column %	29%	21%	27%	50%	33%	0%	38%	31%	12%	25%	41%	39%	20%
Once	20		14	0	2	0	-				0	2	0
Count	38	1	14	0	3	0	5	4		11	0	3	0
Column %	4%	4%	5%	0%	25%	0%	4%	3%	6%	4%	0%	4%	0%
Twice	34	_	C	- 1	0	1	0	0		8	-	1	0
Count Column %	-	2 7%	6 2%	17%	0 0%	50%	8 7%	9 7%	6%	8 3%	3%	1%	0 0%
3 to 5 times	5%	7 %0	Z %0	1/%	0%	50%	7 %0	7 %0	0%	5%	5%	1%	0%
Count	44	0	18	0	1	0	4	7	1	13	2	1	0
Column %		0%	6%	0%	8%	0%	3%	, 5%	6%	4%	7%	1%	0%
6 to 10 times	4 70	0.70	0.70	0 70	070	0.70	J 70	570	0 70	4 70	7 70	1 70	0.70
Count	16	1	5	1	1	0	0	4	1	5	1	0	0
Column %	2%	4%	2%	17%	8%	0%	0%	3%	6%	2%	3%	0%	0%
More than 10 times	270	. /0	270	1,70	0.70	0.70	0 /0	570	0 /0	270	5.70	0 /0	570
Count	11	1	4	0	1	0	1	0	0	3	1	0	0
Column %		4%	1%	0%	8%	0%	1%	0%	0%	1%	3%	0%	0%

			C01Q	2. Which	of the fo	llowing co	mpanies	currently pr	ovides yo	our cellular	phone service?		
			AT&T/	Boost		-	Sprint/		U.S.		Virgin Mobile/		Not Know
	Total	Alltel	Cingular	Mobile	Cricket	Wireless	Nextel	T-Mobile	Cellular	Wireless	Helio	Other	Carrier
CULQ4. Next we would like to think about the last	1												
time you responded to an advertisement on your	1												
cellular phone. Which of the following best													
describes how you received that ad?													
Sample Size	143	5	47	2	6	1	18	24	4	40	5	5	-
Saw the ad on a website I was visiting on my cell	1												
phone													1
Count	25	3	10	0	0	0	2	3	1	7	1	0	-
Column %	17%	60%	21%	0%	0%	0%	11%	13%	25%	18%	20%	0%	-
It was a text message I received					_		_			. –			
Count	68	0	25	1	5	0	7	9	1	17	3	3	-
Column %	48%	0%	53%	50%	83%	0%	39%	38%	25%	43%	60%	60%	-
I received a voice recorded message	1.0		2	0	0		2	2	•	2	0		
Count Column %	10 7%	0 0%	3 6%	0 0%	0 0%	1 100%	3 17%	2 8%	0 0%	3 8%	0 0%	1 20%	-
It was in an email I received on my cell phone	/%	0%	6%	0%	0%	100%	17%	8%	0%	8%	0%	20%	-
Count	14	1	4	1	1	0	2	3	0	5	0	0	_
Column %		20%	4 9%	50%	17%	0%	11%	13%	0%	13%	0%	0%	_
It was inside a mobile application	1070	2070	970	J0 70	17.70	0.70	1170	1370	0.70	1370	0.70	0.70	
Count	8	0	4	0	0	0	1	3	1	0	0	1	- 1
Column %	-	0%	9%	0%	0%	0%	6%	13%	25%	0%	0%	20%	_
Saw it in a video I was watching on my cell phone	0,0	0 /0	570	0 /0	0 /0	070	0 /0	13 /0	2370	0 /0	0 //0	2070	
Count	3	0	1	0	0	0	1	0	0	1	0	0	-
Column %	2%	0%	2%	0%	0%	0%	6%	0%	0%	3%	0%	0%	-
It was a coupon I downloaded and used on my cell													
phone	1												
Count	3	0	0	0	0	0	1	0	0	2	0	0	-
Column %	2%	0%	0%	0%	0%	0%	6%	0%	0%	5%	0%	0%	-
I searched for a product or service using my cell	l												
phone	1												1
Count	1	0	0	0	0	0	0	1	0	0	0	0	-
Column %	1%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	-
I saw it on a social networking site (i.e., Facebook)													
I was													1
Count	4	0	0	0	0	0	0	1	0	3	1	0	- 1
Column %	3%	0%	0%	0%	0%	0%	0%	4%	0%	8%	20%	0%	-
Other (SPECIFY)	I _ '												
Count	7	1	0	0	0	0	1	2	1	2	0	0	-
Column %	5%	20%	0%	0%	0%	0%	6%	8%	25%	5%	0%	0%	- 1

			C01Q	2. Which	of the fo	llowing co	mpanies	currently p	rovides yo	ur cellular	phone service?		
			AT&T/	Boost		Qwest	Sprint/		U.S.	Verizon	Virgin Mobile/		Not Know
	Total	Alltel	Cingular	Mobile	Cricket	Wireless	Nextel	T-Mobile	Cellular	Wireless	Helio	Other	Carrier
CULQSA. { Used your cell phone to text a message													
to a company regarding a product/service you saw													
or heard about on any media other than your cell													
phone?}							1	•	-		-	•	
Sample Size	143	5	47	2	6	1	18	24	4	40	5	5	-
Never		_		_	_	-	_	_				_	
Count	45	2	14	0	2	0	7	7	1	11	1	2	-
Column %	31%	40%	30%	0%	33%	0%	39%	29%	25%	28%	20%	40%	-
1 to 5 times	10		10		2		6			10	-		
Count	46	1	10	1	2	0 0%	6	8	0	16	2	1	-
Column %	32%	20%	21%	50%	33%	0%	33%	33%	0%	40%	40%	20%	-
6 to 10 times Count	19	0	13	0	1	0	2	3	0	3	0	0	
Column %		0%	28%	0%	17%	0%	11%	13%	0%	8%	0%	0%	-
11 to 20 times	1370	0.70	2070	0.70	17.70	0.70	1170	1370	0.70	0 70	0.70	0.70	_
Count	11	1	2	1	0	0	0	2	1	4	0	2	_
Column %		20%	4%	50%	0%	0%	0%	8%	25%	10%	0%	40%	-
21 to 30 times	0 /0	2070	170	5070	0 /0	070	0 /0	0 / 0	2370	1070	0,0	10 /0	
Count	7	0	4	0	1	0	1	2	0	0	1	0	_
Column %	5%	0%	9%	0%	17%	0%	6%	8%	0%	0%	20%	0%	-
More than 30 times													
Count	10	1	3	0	0	1	2	2	0	4	1	0	-
Column %	7%	20%	6%	0%	0%	100%	11%	8%	0%	10%	20%	0%	-
Not applicable/Do not have that feature													
Count	5	0	1	0	0	0	0	0	2	2	0	0	-
Column %	3%	0%	2%	0%	0%	0%	0%	0%	50%	5%	0%	0%	-

			-		of the fo	•	•		ovides vo	ur cellular	phone service?		
			AT&T/	Boost	01 110 10	Qwest		carrently p	U.S.		Virgin Mobile/		Not Know
	Total	Alltel			Cricket	-		T-Mobile				Other	Carrier
C01Q5B. {Scanned a bar code using the camera or													
scanner on your cell phone?}													
Sample Size	143	5	47	2	6	1	18	24	4	40	5	5	-
Never													
Count	83	2	21	1	5	0	13	12	1	26	3	3	-
Column %	58%	40%	45%	50%	83%	0%	72%	50%	25%	65%	60%	60%	-
1 to 5 times													
Count	12	1	7	1	0	0	1	2	0	2	0	0	-
Column %	8%	20%	15%	50%	0%	0%	6%	8%	0%	5%	0%	0%	-
6 to 10 times			-			0		-		2			
Count	14	0	7	0	0	0	1	3	0	3	0	1	-
Column %	10%	0%	15%	0%	0%	0%	6%	13%	0%	8%	0%	20%	-
11 to 20 times	8	0	3	0		0	0	2	0	3	0		
Count	v	0 0%	3 6%	0 0%	1 17%	0 0%	0%	2 8%	0%	3 8%	0 0%	20%	-
Column % 21 to 30 times	0%	0%	0%	0%	17%	0%	0%	0%	0%	0%	0%	20%	-
Count	4	0	1	0	0	0	0	1	1	1	0	0	_
Column %	3%	0%	2%	0%	0%	0%	0%	4%	25%	3%	0%	0%	_
More than 30 times	570	0 /0	270	0 /0	0 /0	0 /0	0 /0	- 70	2370	570	0 /0	0 /0	
Count	7	1	3	0	0	1	3	1	0	2	1	0	-
Column %	, 5%	20%	6%	0%	0%	100%	17%	4%	0%	5%	20%	0%	-
Not applicable/Do not have that feature													
Count	15	1	5	0	0	0	0	3	2	3	1	0	-
Column %	10%	20%	11%	0%	0%	0%	0%	13%	50%	8%	20%	0%	-

						llowing co			rovides vo	ur cellular	phone service?		
			AT&T/	Boost		Qwest			U.S.		Virgin Mobile/		Not Know
	Total	Alltel		Mobile	Cricket	-		T-Mobile				Other	
C01Q5C. {Used the GPS function on your cell								•	-			-	
phone?}													
Sample Size	143	5	47	2	6	1	18	24	4	40	5	5	-
Never													
Count	48	1	10	0	4	0	7	8	1	14	1	2	-
Column %	34%	20%	21%	0%	67%	0%	39%	33%	25%	35%	20%	40%	-
1 to 5 times													
Count	20	1	6	2	1	0	3	3	0	5	1	1	-
Column %	14%	20%	13%	100%	17%	0%	17%	13%	0%	13%	20%	20%	-
6 to 10 times	24								_	c.			
Count	21	0	9	0	0	0	1	4	2	6	0	0	-
Column %	15%	0%	19%	0%	0%	0%	6%	17%	50%	15%	0%	0%	-
11 to 20 times				0	•	0	2	2		4			
Count	17	1	8 17%	0 0%	0%	0 0%	2	2 8%		4	1	1	-
Column % 21 to 30 times	12%	20%	17%	0%	0%	0%	11%	8%	25%	10%	20%	20%	-
Count	7	0	3	0	1	1	2	0	0	2	1	1	_
Column %	, 5%	0%	6%	0%	17%	100%	11%	0%	0%	5%	20%	20%	
More than 30 times	570	0 /0	070	0 /0	17 /0	100 /0	1170	0 /0	0 /0	570	2070	2070	
Count	13	1	5	0	0	0	2	2	0	6	0	0	-
Column %		20%	11%	0%	0%	0%	11%	8%	0%	15%	0%	0%	-
Not applicable/Do not have that feature	2.70		/0	2.70	2.70	2.70	/0	2.70			2.70	2.70	
Count	17	1	6	0	0	0	1	5	0	3	1	0	-
Column %	12%	20%	13%	0%	0%	0%	6%	21%	0%	8%	20%	0%	-

			C01Q	2. Which	of the fo			currently p			phone service?		
			AT&T/	Boost		Qwest			U.S.	Verizon	Virgin Mobile/		Not Know
C01Q6. How many products or services have you	Total	Alltel	Cingular	Mobile	Cricket	Wireless	Nextel	T-Mobile	Cellular	Wireless	Helio	Other	Carrier
purchased after receiving an advertisement on your													
cell phone?													
Sample Size	71	3	23	2	3	1	10	12	3	19	3	2	-
1	<i>,</i> 1		25	2	5	-	10	12		15	5	2	
- Count	25	1	7	0	0	1	6	4	1	6	1	1	-
Column %	35%	33%	30%	0%	0%	100%	60%	33%	33%	32%	33%	50%	-
2													
Count	17	1	6	2	2	0	1	4	0	4	1	0	-
Column %	24%	33%	26%	100%	67%	0%	10%	33%	0%	21%	33%	0%	-
3 Count	10	0	2	0	0	0	1	2	1	4	-	0	
Column %	10 14%	0%	2 9%	0%	0%	0%	10%	17%	33%	4 21%	1 33%	0%	-
4	1470	0.70	970	0.70	0.70	0 70	10.70	T1.20	5570	2170	5570	0.70	-
Count	3	0	2	0	0	0	0	1	0	1	0	0	-
Column %	4%	0%	9%	0%	0%	0%	0%	8%	0%	5%	0%	0%	-
5													
Count	7	0	2	0	1	0	1	1	0	1	0	1	-
Column %	10%	0%	9%	0%	33%	0%	10%	8%	0%	5%	0%	50%	-
o Count	4	1	1	0	0	0	0	0	0	3	0	0	_
Column %	6%	33%	4%	0%	0%	0%	0%	0%	0%	16%	0%	0%	-
10	0 / 0	3370	170	0 /0	0,0	0 /0	0 /0	0,0	0 / 0	1070	0,0	0 /0	
Count	2	0	2	0	0	0	0	0	0	0	0	0	-
Column %	3%	0%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-
12													
Count	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 33%	0 0%	0 0%	0 0%	-
Column % 20	1%	0%	0%	0%	0%	0%	0%	0%	33%	0%	0%	0%	-
Count	1	0	0	0	0	0	1	0	0	0	0	0	-
Column %	1%	0%	0%	0%	0%	0%	10%	0%	0%	0%	0%	0%	-
25													
Count	1	0	1	0	0	0	0	0	0	0	0	0	-
Column %	1%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-
Mean	3.34	3.00	4.09	2.00	3.00	1.00	3.60	2.25	5.33	2.79	2.00	3.00	-
C01Q6. None. Sample Size	143	5	47	2	6	1	18	24	4	40	5	5	-
unchecked	143	5	ד /	<u> </u>	0	1	10	27			5	5	
Count	71	3	23	2	3	1	10	12	3	19	3	2	-
Column %	50%	60%	49%	100%	50%	100%	56%	50%	75%	48%	60%	40%	-
checked													
Count	72	2	24	0	3	0	8	12	1	21	2	3	-
Column %	50%	40%	51%	0%	50%	0%	44%	50%	25%	53%	40%	60%	-

			C01Q	2. Which	of the fo	llowing co	mpanies	currently p	rovides yo	ur cellular	phone service?		
			AT&T/	Boost		Qwest	Sprint/		U.S.	Verizon	Virgin Mobile/		Not Know
	Total	Alltel	Cingular	Mobile	Cricket	Wireless	Nextel	T-Mobile	Cellular	Wireless	Helio	Other	Carrier
COTQ7. Thinking about the products and/or													
services you have purchased after seeing an ad on													
your cell phone, approximately how much did you													
spend on all of these items/services? Your best													
estimate is fine.													
Sample Size		3	23	2	3	1	10	12	3	19	3	2	-
Less Than \$5													
Count	6	0	4	0	0	0	1	1	0	0	0	0	-
Column %		0%	17%	0%	0%	0%	10%	8%	0%	0%	0%	0%	-
\$5 to \$10													
Count	10	0	2	0	0	0	3	2	0	3	0	1	-
Column %		0%	9%	0%	0%	0%	30%	17%	0%	16%	0%	50%	-
\$11 to \$50			-		0		2	c	2	-	2	0	
Count	21	1	5	1	0	1	3	6	2	5	2	0	-
Column % \$51 to \$100		33%	22%	50%	0%	100%	30%	50%	67%	26%	67%	0%	-
\$51 to \$100 Count	20	0	8	0	2	0	1	0	1	8	0	0	
Column %	-	0%	35%	0%	2 67%	0%	10%	0%	33%	42%	0%	0%	_
\$101 to \$1,000		0.70	5570	0.70	07 70	0.70	1070	0 70	5570	42.70	0 70	0.70	-
Count	13	1	4	1	1	0	2	3	0	2	1	1	_
Column %	-	33%	17%	50%	33%	0%	20%	25%	0%	11%	33%	50%	_
More than \$1,000		5570	17 70	5070	5570	0.70	2070	2370	0 /0	11/0	5570	5070	
Count	1	1	0	0	0	0	0	0	0	1	0	0	-
Column %	1%	33%	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%	-

	Connac		-			/lultiple Res	•						
			C01Q	2. Which Boost	of the fo	llowing co Qwest	mpanies Sprint/	currently p	rovides yo	our cellular Verizon	phone service? Virgin Mobile/		Not Know
	Total	Alltel			Cricket	Wireless	Nextel	T-Mobile		Wireless	Helio	Other	Carrier
QDEMO4. What state do you live in?	Total	Anter	Ciligular	MODIle	CHICKEL	WIT CIESS	Nexter	Т-норпе	Cellular	WIT CIESS	Tiello	other	Carrier
Sample Size	996	28	280	6	12	2	116	137	17	311	29	82	5
Alabama													-
Count	16	0	4	0	0	0	1	2	0	8	1	0	0
Column %	2%	0%	1%	0%	0%	0%	1%	1%	0%	3%	3%	0%	0%
Alaska				_	_		_	_				_	_
Count	1	0	1	0	0	0	0	0	0	0	0	0	0
Column % Arizona	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Count	23	7	2	1	0	0	2	5	0	9	0	0	0
Column %	2%	, 25%	1%	17%	0%	0%	2%	4%	0%	3%	0%	0%	0%
Arkansas	270	2070	170	27.70	0.10	0,0	270	170	0,0	0,0	0,0	0.10	0,0
Count	8	1	1	1	0	0	2	0	0	2	0	1	0
Column %	1%	4%	0%	17%	0%	0%	2%	0%	0%	1%	0%	1%	0%
California													
Count	126	0	49	1 17%	1	0	15	18	0	39	4	4	0
Column % Colorado	13%	0%	18%	17%	8%	0%	13%	13%	0%	13%	14%	5%	0%
Count	14	0	1	0	1	1	1	4	0	5	0	1	0
Column %	1%	0%	0%	0%	8%	50%	1%	3%	0%	2%	0%	1%	0%
Connecticut													
Count	5	0	2	0	0	0	0	1	0	1	0	1	0
Column %	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
Delaware													
Count	3 0%	0 0%	1	0 0%	0 0%	0 0%	1	0	0 0%	0	0	1	0
Column %	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%
Count	80	0	28	0	0	0	8	16	0	19	2	9	0
Column %	8%	0%	10%	0%	0%	0%	7%	12%	0%	6%	7%	11%	0%
Georgia													
Count	28	0	10	0	0	0	2	3	0	10	1	2	0
Column %	3%	0%	4%	0%	0%	0%	2%	2%	0%	3%	3%	2%	0%
Hawaii	4	0	0	0	0	0	0	0	0	-	0	0	0
Count Column %	1 0%	0%	0%	0%	0%	0 0%	0 0%	0 0%	0%	1 0%	0%	0%	0%
Idaho	0 70	0 70	0.70	0 70	0 70	0 70	0.70	0 70	0.70	0.70	0.70	070	0 70
Count	3	1	0	0	0	0	0	0	0	2	0	0	0
Column %	0%	4%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Illinois													
Count	46	0	20	0	1	1	3	7	4	10	1	4	0
Column %	5%	0%	7%	0%	8%	50%	3%	5%	24%	3%	3%	5%	0%
Indiana Count	17	0	6	0	0	0	2	0	0	7	0	2	1
Column %	2%	0%	2%	0%	0%	0%	2%	0%	0%	2%	0%	2%	20%
Iowa	2 /0	0 /0	270	0 /0	0 /0	0.70	2 /0	0.70	0 /0	2 /0	0.0	2/0	2070
Count	8	0	0	0	0	0	1	0	2	4	0	0	1
Column %	1%	0%	0%	0%	0%	0%	1%	0%	12%	1%	0%	0%	20%
Kansas													
Count	10	2	2	0	0	0	2	2	0	2	0	0	0
Column %	1%	7%	1%	0%	0%	0%	2%	1%	0%	1%	0%	0%	0%
Kentucky Count	8	0	4	0	0	0	2	0	0	0	0	2	0
Column %	。 1%	0%	4 1%	0%	0%	0%	2%	0%	0%	0%	0%	2%	0%
	T 70	0.70	170	0.70	0.70	0.70	2 70	0.70	0.70	0.70	0.70	∠ 70	0.70

Confidence Level = 95%, No statistics run for Multiple Response Variables

			el = 95%, N C010						rovides vo	ur cellular	phone service?		
			AT&T/	Boost		Qwest	Sprint/		U.S.		Virgin Mobile/		Not Know
	Total	Alltel	Cingular	Mobile	Cricket	Wireless	Nextel	T-Mobile	Cellular	Wireless	Helio	Other	Carrier
QDEMO4. What state do you live in?		1		1		1		T	-	1	-		
Louisiana	7	0	5	0	0	0	0		0	0	0	1	0
Count Column %	7 1%	0 0%	5 2%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%
Maine	1 70	0 %	2.70	070	070	070	0.70	170	070	0%	070	170	070
Count	6	0	2	0	0	0	0	0	1	3	0	0	0
Column %	1%	0%	1%	0%	0%	0%	0%	0%	6%	1%	0%	0%	0%
Maryland													
Count	12	0	2	0	0	0	1	4	0	4	1	0	0
Column %	1%	0%	1%	0%	0%	0%	1%	3%	0%	1%	3%	0%	0%
Massachusetts				_	_			_			-		_
Count	25	0	3	0	0	0	1	3	0	13	2	4	0
Column %	3%	0%	1%	0%	0%	0%	1%	2%	0%	4%	7%	5%	0%
Michigan Count	34	2	13	0	0	0	8	3	0	3	0	5	0
Column %	3%	2 7%	5%	0%	0%	0%	7%	2%	0%	1%	0%	6%	0%
Minnesota	2 /0		2,0	0.10	0.0	0,0		_ /0	<i>,,,</i>	- /0	0.70	0,0	570
Count	18	1	4	0	0	0	2	4	0	7	1	1	0
Column %	2%	4%	1%	0%	0%	0%	2%	3%	0%	2%	3%	1%	0%
Mississippi													
Count	8	0	5	0	0	0	0	0	0	1	0	2	0
Column %	1%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
Missouri	19	4	5	0	0	0	2	1	3	3	1	1	0
Count Column %	2%	4 14%	2%	0%	0%	0%	2%	1 1%	18%	1%	1 3%	1%	0%
Montana	2 /0	14 /0	2 70	0 /0	0 /0	0 /0	2 /0	170	10 /0	1 70	570	1 /0	0 /0
Count	1	0	0	0	0	0	0	0	0	1	0	0	0
Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nebraska													
Count	5	4	0	0	0	0	0	0	0	1	0	0	0
Column %	1%	14%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nevada Count	17	0	7	0	0	0	0	2	1	5	0	1	1
Column %	2%	0%	3%	0%	0%	0%	0%	1%	6%	2%	0%	1%	20%
New Hampshire	2 /0	0 /0	570	0 /0	0 /0	0 /0	0 /0	170	0 /0	2 70	0 /0	1 /0	2070
Count	5	0	0	0	0	0	1	0	0	4	0	0	0
Column %	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%
New Jersey													
Count	33	0	9	0	0	0	2	5	0	16	1	2	0
Column %	3%	0%	3%	0%	0%	0%	2%	4%	0%	5%	3%	2%	0%
New Mexico	6	0	1	0	0	0	0	0	0	5	0	0	0
Count Column %	6 1%	0%	1 0%	0%	0%	0%	0%	0%	0%	5 2%	0%	0%	0%
New York	1 /0	0 /0	0 /0	0 /0	0 /0	0 /0	0 /0	0 /0	0 /0	2 /0	0.70	0 /0	0 /0
Count	73	0	19	2	0	0	10	7	0	25	2	8	1
Column %	7%	0%	7%	33%	0%	0%	9%	5%	0%	8%	7%	10%	20%
North Carolina													
Count	29	0	4	0	0	0	3	1	2	14	2	3	0
Column %	3%	0%	1%	0%	0%	0%	3%	1%	12%	5%	7%	4%	0%
North Dakota	4	0	0	•	0	0	0	0	0	1	0		0
Count Column %	1 0%	0%	0 0%	0 0%	0 0%	0%	0%	0 0%	0%	1 0%	0 0%	0 0%	0 0%
Ohio	070	070	070	070	070	070	070	070	070	070	070	070	070
Count	31	4	4	1	1	0	2	3	0	14	1	2	0
Column %	3%	14%	1%	17%	8%	0%	2%	2%	0%	5%	3%	2%	0%
		0											

			C010	2. Which	of the fo	llowing co	mpanies	currently p	rovides vo	ur cellular	phone service?		
			AT&T/	Boost		Qwest			U.S.		Virgin Mobile/	1	Not Know
	Total	Alltel	Cingular	Mobile	Cricket	Wireless	Nextel	T-Mobile	Cellular	Wireless	Helio	Other	Carrier
QDEMO4. What state do you live in?													
Oklahoma													
Count	10	0	5	0	0	0	2	1	1	0	0	1	0
Column %	1%	0%	2%	0%	0%	0%	2%	1%	6%	0%	0%	1%	0%
Oregon			_							_			
Count	18	0	5	0	1	0	3	2	0	5	1	1	0
Column %	2%	0%	2%	0%	8%	0%	3%	1%	0%	2%	3%	1%	0%
Pennsylvania	47	0	8	0	2	0	3	9	0	23	1	2	0
Count Column %	5%	0%	3%	0%	17%	0%	3%	9 7%	0%	7%	1 3%	2%	0%
Rhode Island	J 70	0.70	570	0 70	17 70	0.70	J 70	7 70	0.70	7 70	570	2 70	0.70
Count	4	0	2	0	0	0	0	0	0	1	0	1	0
Column %	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
South Carolina						- / 0	- / 0		- /0	2.00			2.70
Count	9	1	3	0	1	0	0	0	0	4	1	0	0
Column %	1%	4%	1%	0%	8%	0%	0%	0%	0%	1%	3%	0%	0%
South Dakota													
Count	5	0	1	0	0	0	1	0	0	1	0	1	1
Column %	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	20%
Tennessee													
Count	17	0	4	0	0	0	2	0	0	9	0	2	0
Column %	2%	0%	1%	0%	0%	0%	2%	0%	0%	3%	0%	2%	0%
Texas		1	25	0	2	0	10	21	0	7	2	4	0
Count Column %	80 8%	1 4%	25 9%	0 0%	2 17%	0 0%	18 16%	21 15%	0 0%	7 2%	3 10%	4 5%	0 0%
Utah	070	470	970	070	1770	070	1070	13%	0%	2 70	10%	J 70	0%
Count	7	0	0	0	1	0	2	1	0	2	0	1	0
Column %	1%	0%	0%	0%	8%	0%	2%	1%	0%	1%	0%	1%	0%
Vermont	1/0	0.10	0.70	0.10	0.0	0,0	270	2.70	0,0	1,0	0,0	270	0,0
Count	0	0	0	0	0	0	0	0	0	0	0	0	0
Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Virginia													
Count	31	0	7	0	0	0	8	4	0	9	1	3	0
Column %	3%	0%	3%	0%	0%	0%	7%	3%	0%	3%	3%	4%	0%
Washington					-			_					c
Count	21	0	3	0	0	0	1	5	1	9	1	2	0
Column %	2%	0%	1%	0%	0%	0%	1%	4%	6%	3%	3%	2%	0%
Washington, D.C.	2	0	0	0	0	0	1	0	0	0	1	0	0
Count Column %	2 0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	3%	0%	0%
West Virginia	070	070	070	070	070	0.70	170	070	070	070	570	070	0 70
Count	3	0	1	0	0	0	0	0	0	0	0	2	0
Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
Wisconsin	<u> </u>	0.0	<u> </u>	0.0	0.0	<u> </u>	0.0	0.0	0,0	0,0	0.00		0.70
Count	15	0	2	0	1	0	1	2	2	2	0	5	0
Column %	2%	0%	1%	0%	8%	0%	1%	1%	12%	1%	0%	6%	0%
Wyoming													
Count	0	0	0	0	0	0	0	0	0	0	0	0	0
Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Confidence Level = 95%, No statistics run for Multiple Response Variables

			C01Q	2. Which	of the fo	llowing co	mpanies	currently p	rovides yo	ur cellular	phone service?		
			AT&T/	Boost		Qwest	Sprint/		U.S.	Verizon	Virgin Mobile/		Not Know
	Total	Alltel	Cingular	Mobile	Cricket	Wireless	Nextel	T-Mobile	Cellular	Wireless	Helio	Other	Carrier
Region variable													
Sample Size	996	28	280	6	12	2	116	137	17	311	29	82	5
Northeast													
Count	198	0	45	2	2	0	17	25	1	86	6	18	1
Column %	20%	0%	16%	33%	17%	0%	15%	18%	6%	28%	21%	22%	20%
Midwest													
Count	209	17	57	1	3	1	24	22	11	55	4	21	3
Column %	21%	61%	20%	17%	25%	50%	21%	16%	65%	18%	14%	26%	60%
South													
Count	351	3	109	1	3	0	51	53	3	87	13	33	0
Column %		11%	39%	17%	25%	0%	44%	39%	18%	28%	45%	40%	0%
West													
Count	238	8	69	2	4	1	24	37	2	83	6	10	1
Column %	24%	29%	25%	33%	33%	50%	21%	27%	12%	27%	21%	12%	20%

		Coloc: Which of the following companies currently provides your cellular phone service? AT&T/ Boost Qwest Sprint/ U.S. Verizon Virgin Mobile/ Other 996 28 280 6 12 2 116 137 17 311 29 82 56 5 10 2 1 0 7 9 0 9 4 8 6% 18% 4% 33% 8% 0% 6% 7% 0% 3% 14% 10% 72 0 13 1 1 0 7 13 1 26 3 10 7% 0% 5% 17% 8% 0% 6% 9% 6% 8% 10% 12%											
													Not Know
	Total	Alltel	Cingular	Mobile	Cricket	Wireless	Nextel	T-Mobile	Cellular	Wireless	Helio	Other	Carrier
QDEMO5. What is your total annual household													
income? Sample Size	006	20	290	6	10	2	116	127	17	211	20	07	5
\$14,999 or less		20	260	0	12	۷	110	157	17	511	29	02	5
Count		5	10	2	1	0	7	9	0	9	4	8	1
Column %							-		-	-		-	20%
\$15,000-\$24,999											-		
Count													0
Column %		0%	5%	17%	8%	0%	6%	9%	6%	8%	10%	12%	0%
\$25,000-\$34,999		_									-		
Count		5	35	1	3	0	10	16	3	30	3	16	0
Column % \$35,000-\$49,999		18%	13%	17%	25%	0%	9%	12%	18%	10%	10%	20%	0%
\$35,000-\$49,999 Count		6	42	1	2	0	24	24	5	41	9	16	1
Column %		21%	15%	17%	17%	0%	21%	18%	29%	13%	31%	20%	20%
\$50,000-\$74,999		2170	10 //0	17.70	1770	0 /0	2170	1070	2370	1070	5170	2070	2070
Count		8	68	1	3	1	29	36	3	84	4	19	2
Column %		29%	24%	17%	25%	50%	25%	26%	18%	27%	14%	23%	40%
\$75,000-\$99,999													
Count		2	53	0	1	1	17	12	3	47	3	7	0
Column %		7%	19%	0%	8%	50%	15%	9%	18%	15%	10%	9%	0%
\$100,000-\$124,999 Count		1	21	0	1	0	6	12	1	25	0	2	0
Column %		4%	8%	0%	8%	0%	5%	9%	6%	8%	0%	2%	0%
\$125,000-\$149,999		70	0 /0	0 /0	0 /0	0 /0	570	570	0 /0	0 /0	0 /0	2 /0	0 /0
Count	32	0	11	0	0	0	2	1	0	16	1	1	0
Column %	3%	0%	4%	0%	0%	0%	2%	1%	0%	5%	3%	1%	0%
\$150,000-\$199,999													
Count	20	0	6	0	0	0	1	3	0	9	0	1	0
Column %		0%	2%	0%	0%	0%	1%	2%	0%	3%	0%	1%	0%
\$200,000-\$249,999	9		2	0	0	0	1	2	0	5	0	0	0
Count Column %	-	0 0%	2 1%	0 0%	0%	0 0%	1 1%	3 2%	0%	5 2%	0 0%	0%	0%
\$250,000-\$349,999		0.70	T 70	0.70	0.70	0.70	T 70	2 70	0.70	2 70	0.70	0.70	0.70
250,000-4545,555 Count	4	0	0	0	0	0	1	1	0	1	0	0	1
Column %	-	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	20%
\$350,000 or more												l	
Count		0	0	0	0	0	1	0	0	1	0	0	0
Column %		0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Prefer not to say			10				10	_		47	2		
Count	58	1	19	0	0	0	10	7	1	17	2	2	0
Column %	6%	4%	7%	0%	0%	0%	9%	5%	6%	5%	7%	2%	0%

Confidence Level = 95%, No statistics run for Multiple Response Variables

		C01Q2. Which of the following companies currently provides your cellular phone service?											
			AT&T/	Boost		Qwest	Sprint/		U.S.	Verizon	Virgin Mobile/		Not Know
	Total	Alltel	Cingular	Mobile	Cricket	Wireless	Nextel	T-Mobile	Cellular	Wireless	Helio	Other	Carrier
QDEMO6. What is your current employment status?		•				-		-	-			T	-
Sample Size		28	280	6	12	2	116	137	17	311	29	82	5
Employed full-time													
Count		11	131	1	4	1	57	61	9	140	17	22	1
Column %		39%	47%	17%	33%	50%	49%	45%	53%	45%	59%	27%	20%
Employed part-time													
Count	103	3	23	0	1	0	10	12	1	45	2	7	0
Column %		11%	8%	0%	8%	0%	9%	9%	6%	14%	7%	9%	0%
Self-employed					_						_		_
Count		6	22	2	3	1	11	10	2	31	3	11	0
Column %		21%	8%	33%	25%	50%	9%	7%	12%	10%	10%	13%	0%
Not employed													
Count		2	14	0	3	0	8	11	1	13	2	8	0
Column %		7%	5%	0%	25%	0%	7%	8%	6%	4%	7%	10%	0%
Retired		_		_	_	_					_		
Count		5	51	0	0	0	13	18	3	40	2	24	4
Column %		18%	18%	0%	0%	0%	11%	13%	18%	13%	7%	29%	80%
Student					•			_		22	<u> </u>	_	
Count		0	21	1	0	0	11	7	0	23	0	5	0
Column %		0%	8%	17%	0%	0%	9%	5%	0%	7%	0%	6%	0%
Homemaker			10	-			-	10		10	-	_	
Count			18	2	1	0	6	18		19	3	5	0
Column %	7%	4%	6%	33%	8%	0%	5%	13%	6%	6%	10%	6%	0%

Confidence Level = 95%, No statistics run for Multiple Response Variables

	C01Q2. Which of the following companies currently provides your cellular phone service?												
			AT&T/	Boost		Qwest	Sprint/		U.S.	Verizon	Virgin Mobile/		Not Know
	Total	Alltel	Cingular	Mobile	Cricket	Wireless	Nextel	T-Mobile	Cellular	Wireless	Helio	Other	Carrier
QDEMO7. What is your marital status?													
Sample Size		28	280	6	12	2	116	137	17	311	29	82	5
Now Married													
Count	527	11	147	1	5	1	52	74	11	174	12	47	4
Column %	53%	39%	53%	17%	42%	50%	45%	54%	65%	56%	41%	57%	80%
Unmarried Partner					_								
Count	81	6	23	1	3	1	12	11	2	22	4	3	0
Column %		21%	8%	17%	25%	50%	10%	8%	12%	7%	14%	4%	0%
Divorced		_	24		-		10			25	_	10	0
Count		5	24	1	2	0	10	15	1	35	5	18	0
Column %		18%	9%	17%	17%	0%	9%	11%	6%	11%	17%	22%	0%
Separated	20	0	7	-	0	0	- 1	3	-	0	0	0	0
Count Column %		0 0%	7 3%	1 17%	0 0%	0 0%	1%	3 2%	6%	8 3%	0%	0 0%	0 0%
Widowed		0%	5%	17%	0%	0%	1%	2%	0%	5%	0%	0%	0%
Count	33	1	12	0	0	0	5	5	0	9	1	1	0
Column %		4%	4%	0%	0%	0%	4%	4%	0%	3%	3%	1%	0%
Never married		- 70	- - 70	0.70	0 70	0.70	- - 70	- 70	0.70	570	570	170	0.70
Count	222	5	67	2	2	0	36	29	2	63	7	13	1
Column %		18%	24%	33%	17%	0%	31%	21%	12%	20%	24%	16%	20%

		C01Q2. Which of the following companies currently provides your cellular phone service?											
		T	AT&T/	Boost		Owest		carrently p	U.S.		Virgin Mobile/		Not Know
	Tota	Alltel		Mobile	Cricket	~		T-Mobile	Cellular			Other	
QDEMO8. {Under 3 years of age } Number of													
Children													
Sample S	ize 996	28	280	6	12	2	116	137	17	311	29	82	5
Me	an 0.10	0.00	0.12	0.33	0.08	0.00	0.16	0.09	0.06	0.09	0.07	0.11	0.00
QDEM08. {3 to 4 years of age } Number of													
Children													
Sample S	ize 996	28	280	6	12	2	116	137	17	311	29	82	5
	an 0.07	0.04	0.11	0.17	0.17	0.00	0.04	0.07	0.00	0.05	0.07	0.05	0.00
QDEM08. {5 to 7 years of age } Number of													
Children													
Sample S		28	280	6	12	2	116	137	17	311	29	82	5
	<mark>an</mark> 0.10	0.11	0.10	0.00	0.17	0.00	0.13	0.09	0.18	0.10	0.10	0.04	0.00
QDEMO8. {8 to 12 years of age } Number of													
Children													
Sample S		28	280	6	12	2	116	137	17	311	29	82	5
	<mark>an</mark> 0.16	0.11	0.18	0.50	0.08	0.00	0.20	0.16	0.12	0.17	0.14	0.12	0.00
QDEMO8. {13 to 18 years of age } Number of													
Children			1			-							
Sample S		28	280	6	12	2	116	137	17	311	29	82	5
Me	an 0.23	0.32	0.22	0.50	0.25	0.00	0.26	0.26	0.29	0.23	0.28	0.22	0.00