



MOBILE MARKETING ASSOCIATION



CELL PHONE ADS RECEIVED AND RESPONDED TO
BY US MOBILE CONSUMERS
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 Peter.johnson@mmaglobal.com.

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

| | Age | | | | | | | Gender | | Ethnicity | | | | |
|----------------------------------|-------|-------------|-------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|-------|
| | 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 Level = 95%, No statistics run for Multiple Response Variables

| | Age | | | | | | | Gender | | 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% |

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

| | Age | | | | | | | Gender | | Ethnicity | | | | |
|--|-------|-------|-------|-------|-------|-------|-----|--------|--------|-----------|-------|-------|----------|-------|
| | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65 | Male | Female | Black | Asian | White | Hispanic | Other |
| QDEM03. 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% |

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

| | Age | | | | | | | Gender | | Ethnicity | | | | |
|---|-------|-------|-------|-------|-------|-------|-----|--------|--------|-----------|-------|-------|----------|-------|
| | 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? | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | |
| 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 | 21 | 22 | 18 | 4 | 3 | 47 | 32 | 8 | 6 | 45 | 20 | 0 |
| % Valid Cases | 8% | 9% | 11% | 10% | 10% | 3% | 2% | 9% | 6% | 7% | 15% | 7% | 13% | 0% |
| Danger/Sidekick | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | |
| Mentions | 17 | 5 | 10 | 1 | 1 | 0 | 0 | 12 | 5 | 1 | 1 | 12 | 3 | 0 |
| % Valid Cases | 2% | 4% | 5% | 0% | 1% | 0% | 0% | 2% | 1% | 1% | 3% | 2% | 2% | 0% |
| Kyocera | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | |
| Mentions | 196 | 14 | 38 | 44 | 30 | 29 | 41 | 95 | 101 | 24 | 3 | 143 | 22 | 4 |
| % Valid Cases | 20% | 12% | 20% | 20% | 17% | 24% | 24% | 19% | 20% | 20% | 8% | 21% | 15% | 44% |
| Nokia | | | | | | | | | | | | | | |
| 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 | 21% | 26% | 22% | 19% | 21% | 21% | 21% | 19% | 24% | 28% | 23% | 20% | 21% | 22% |
| Sanyo | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | |
| 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 | 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% |

Cells highlighted in light blue are significantly different.

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

| | Age | | | | | | | Gender | | Ethnicity | | | | |
|--|-------|-------|-------|-------|-------|-------|-----|--------|--------|-----------|-------|-------|----------|-------|
| | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65 | Male | Female | Black | Asian | White | Hispanic | Other |
| C01Q2. Which of the following companies currently provides your cellular phone service? | | | | | | | | | | | | | | |
| Sample Size | 996 | 119 | 186 | 220 | 180 | 121 | 170 | 496 | 500 | 120 | 40 | 677 | 150 | 9 |
| Alltel | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | |
| Mentions | 116 | 18 | 27 | 27 | 18 | 14 | 12 | 61 | 55 | 17 | 7 | 68 | 24 | 0 |
| % Valid Cases | 12% | 15% | 15% | 12% | 10% | 12% | 7% | 12% | 11% | 14% | 18% | 10% | 16% | 0% |
| T-Mobile | | | | | | | | | | | | | | |
| Mentions | 137 | 18 | 28 | 32 | 28 | 15 | 16 | 63 | 74 | 21 | 2 | 85 | 28 | 1 |
| % Valid Cases | 14% | 15% | 15% | 15% | 16% | 12% | 9% | 13% | 15% | 18% | 5% | 13% | 19% | 11% |
| U.S. Cellular | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | |
| 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 Level = 95%, No statistics run for Multiple Response Variables

| | Age | | | | | | | Gender | | Ethnicity | | | | |
|--|-------|-------|-------|-------|-------|-------|-----|--------|--------|-----------|-------|-------|----------|-------|
| | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65 | Male | Female | Black | Asian | White | Hispanic | Other |
| 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 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 | | | | | | | | | | | | | | |
| Count | 38 | 9 | 12 | 8 | 4 | 3 | 2 | 19 | 19 | 7 | 3 | 17 | 11 | 0 |
| Column % | 4% | 8% | 6% | 4% | 2% | 2% | 1% | 4% | 4% | 6% | 8% | 3% | 7% | 0% |
| Twice | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | |
| Count | 11 | 1 | 2 | 2 | 5 | 0 | 1 | 7 | 4 | 0 | 5 | 5 | 1 | 0 |
| Column % | 1% | 1% | 1% | 1% | 3% | 0% | 1% | 1% | 1% | 0% | 13% | 1% | 1% | 0% |

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

| | Age | | | | | | | Gender | | 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 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 | | | | | | | | | | | | | | |
| Count | 10 | 2 | 2 | 1 | 3 | 1 | 1 | 6 | 4 | 1 | 1 | 6 | 2 | - |
| Column % | 7% | 7% | 5% | 3% | 12% | 11% | 11% | 7% | 6% | 5% | 10% | 8% | 5% | - |
| It was in an email I received on my cell phone | | | | | | | | | | | | | | |
| Count | 14 | 3 | 2 | 7 | 1 | 0 | 1 | 6 | 8 | 1 | 2 | 7 | 4 | - |
| Column % | 10% | 11% | 5% | 23% | 4% | 0% | 11% | 7% | 13% | 5% | 20% | 10% | 10% | - |
| It was inside a mobile application | | | | | | | | | | | | | | |
| 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 | 1 | 2 | 1 | 1 | 0 | 2 | 0 | - |
| Column % | 2% | 0% | 2% | 3% | 0% | 0% | 11% | 2% | 2% | 5% | 0% | 3% | 0% | - |
| I searched for a product or service using my cell 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., 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% | - |

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

| | Age | | | | | | | Gender | | Ethnicity | | | | |
|--|-------|-------|-------|-------|-------|-------|-----|--------|--------|-----------|-------|-------|----------|-------|
| | 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 | 45 | 6 | 13 | 10 | 10 | 4 | 2 | 21 | 24 | 6 | 2 | 19 | 18 | - |
| Column % | 31% | 22% | 32% | 32% | 38% | 44% | 22% | 26% | 39% | 27% | 20% | 26% | 46% | - |
| 1 to 5 times | | | | | | | | | | | | | | |
| Count | 46 | 7 | 9 | 11 | 9 | 4 | 6 | 28 | 18 | 6 | 4 | 27 | 9 | - |
| Column % | 32% | 26% | 22% | 35% | 35% | 44% | 67% | 35% | 29% | 27% | 40% | 38% | 23% | - |
| 6 to 10 times | | | | | | | | | | | | | | |
| Count | 19 | 3 | 8 | 5 | 1 | 1 | 1 | 11 | 8 | 2 | 3 | 10 | 4 | - |
| Column % | 13% | 11% | 20% | 16% | 4% | 11% | 11% | 14% | 13% | 9% | 30% | 14% | 10% | - |
| 11 to 20 times | | | | | | | | | | | | | | |
| Count | 11 | 6 | 5 | 0 | 0 | 0 | 0 | 8 | 3 | 3 | 0 | 6 | 2 | - |
| Column % | 8% | 22% | 12% | 0% | 0% | 0% | 0% | 10% | 5% | 14% | 0% | 8% | 5% | - |
| 21 to 30 times | | | | | | | | | | | | | | |
| Count | 7 | 1 | 4 | 1 | 1 | 0 | 0 | 5 | 2 | 1 | 1 | 3 | 2 | - |
| Column % | 5% | 4% | 10% | 3% | 4% | 0% | 0% | 6% | 3% | 5% | 10% | 4% | 5% | - |
| More than 30 times | | | | | | | | | | | | | | |
| Count | 10 | 3 | 2 | 2 | 3 | 0 | 0 | 6 | 4 | 2 | 0 | 5 | 3 | - |
| Column % | 7% | 11% | 5% | 6% | 12% | 0% | 0% | 7% | 6% | 9% | 0% | 7% | 8% | - |
| Not applicable/Do not have that feature | | | | | | | | | | | | | | |
| Count | 5 | 1 | 0 | 2 | 2 | 0 | 0 | 2 | 3 | 2 | 0 | 2 | 1 | - |
| Column % | 3% | 4% | 0% | 6% | 8% | 0% | 0% | 2% | 5% | 9% | 0% | 3% | 3% | - |

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

| | Age | | | | | | | Gender | | Ethnicity | | | | |
|---|-------|-------|-------|-------|-------|-------|-----|--------|--------|-----------|-------|-------|----------|-------|
| | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65 | Male | Female | Black | 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 | 14 | 0 | 9 | 4 | 0 | 1 | 0 | 11 | 3 | 1 | 1 | 7 | 5 | - |
| Column % | 10% | 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 % | 6% | 19% | 5% | 3% | 0% | 0% | 0% | 7% | 3% | 0% | 0% | 8% | 5% | - |
| 21 to 30 times | | | | | | | | | | | | | | |
| 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 % | 5% | 11% | 5% | 3% | 4% | 0% | 0% | 7% | 2% | 5% | 0% | 6% | 5% | - |
| Not applicable/Do not have that feature | | | | | | | | | | | | | | |
| Count | 15 | 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% | - |

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

| | Age | | | | | | | Gender | | Ethnicity | | | | |
|--|-------|------------|------------|------------|------------|------------|-----|-----------|------------|------------|-------|------------|----------|-------|
| | 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 | 48 | 7 | 12 | 8 | 11 | 6 | 4 | 25 | 23 | 7 | 2 | 23 | 16 | - |
| Column % | 34% | 26% | 29% | 26% | 42% | 67% | 44% | 31% | 37% | 32% | 20% | 32% | 41% | - |
| 1 to 5 times | | | | | | | | | | | | | | |
| Count | 20 | 4 | 5 | 6 | 3 | 1 | 1 | 14 | 6 | 4 | 3 | 9 | 4 | - |
| Column % | 14% | 15% | 12% | 19% | 12% | 11% | 11% | 17% | 10% | 18% | 30% | 13% | 10% | - |
| 6 to 10 times | | | | | | | | | | | | | | |
| Count | 21 | 4 | 4 | 9 | 2 | 0 | 2 | 13 | 8 | 0 | 2 | 15 | 4 | - |
| Column % | 15% | 15% | 10% | 29% | 8% | 0% | 22% | 16% | 13% | 0% | 20% | 21% | 10% | - |
| 11 to 20 times | | | | | | | | | | | | | | |
| Count | 17 | 4 | 7 | 3 | 3 | 0 | 0 | 11 | 6 | 3 | 2 | 8 | 4 | - |
| Column % | 12% | 15% | 17% | 10% | 12% | 0% | 0% | 14% | 10% | 14% | 20% | 11% | 10% | - |
| 21 to 30 times | | | | | | | | | | | | | | |
| Count | 7 | 4 | 3 | 0 | 0 | 0 | 0 | 6 | 1 | 1 | 0 | 4 | 2 | - |
| Column % | 5% | 15% | 7% | 0% | 0% | 0% | 0% | 7% | 2% | 5% | 0% | 6% | 5% | - |
| More than 30 times | | | | | | | | | | | | | | |
| Count | 13 | 1 | 9 | 2 | 1 | 0 | 0 | 10 | 3 | 1 | 1 | 7 | 4 | - |
| Column % | 9% | 4% | 22% | 6% | 4% | 0% | 0% | 12% | 5% | 5% | 10% | 10% | 10% | - |
| Not applicable/Do not have that feature | | | | | | | | | | | | | | |
| Count | 17 | 3 | 1 | 3 | 6 | 2 | 2 | 2 | 15 | 6 | 0 | 6 | 5 | - |
| Column % | 12% | 11% | 2% | 10% | 23% | 22% | 22% | 2% | 24% | 27% | 0% | 8% | 13% | - |

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

| | Age | | | | | | | Gender | | Ethnicity | | | | |
|---|-------|-------|------------|------------|------------|-------------|------|--------|--------|-----------|-------|------------|------------|-------|
| | 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? | | | | | | | | | | | | | | |
| Sample Size | 71 | 13 | 27 | 18 | 7 | 3 | 3 | 46 | 25 | 11 | 3 | 38 | 19 | - |
| 1 | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | |
| 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% | - |
| 5 | | | | | | | | | | | | | | |
| Count | 7 | 2 | 4 | 1 | 0 | 0 | 0 | 4 | 3 | 1 | 1 | 1 | 4 | - |
| Column % | 10% | 15% | 15% | 6% | 0% | 0% | 0% | 9% | 12% | 9% | 33% | 3% | 21% | - |
| 6 | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | |
| 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 | 143 | 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 | | | | | | | | | | | | | | |
| Count | 72 | 14 | 14 | 13 | 19 | 6 | 6 | 35 | 37 | 11 | 7 | 34 | 20 | - |
| Column % | 50% | 52% | 34% | 42% | 73% | 67% | 67% | 43% | 60% | 50% | 70% | 47% | 51% | - |

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

| | Age | | | | | | | Gender | | Ethnicity | | | | |
|--|-------|-------|-------|-------|-------|-------|-----|--------|--------|-----------|-------|-------|----------|-------|
| | 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 | 71 | 13 | 27 | 18 | 7 | 3 | 3 | 46 | 25 | 11 | 3 | 38 | 19 | - |
| Less Than \$5 | | | | | | | | | | | | | | |
| Count | 6 | 1 | 3 | 1 | 1 | 0 | 0 | 3 | 3 | 1 | 0 | 2 | 3 | - |
| Column % | 8% | 8% | 11% | 6% | 14% | 0% | 0% | 7% | 12% | 9% | 0% | 5% | 16% | - |
| \$5 to \$10 | | | | | | | | | | | | | | |
| Count | 10 | 2 | 4 | 3 | 1 | 0 | 0 | 7 | 3 | 2 | 0 | 6 | 2 | - |
| Column % | 14% | 15% | 15% | 17% | 14% | 0% | 0% | 15% | 12% | 18% | 0% | 16% | 11% | - |
| \$11 to \$50 | | | | | | | | | | | | | | |
| Count | 21 | 5 | 6 | 7 | 1 | 2 | 0 | 12 | 9 | 4 | 0 | 12 | 5 | - |
| Column % | 30% | 38% | 22% | 39% | 14% | 67% | 0% | 26% | 36% | 36% | 0% | 32% | 26% | - |
| \$51 to \$100 | | | | | | | | | | | | | | |
| Count | 20 | 4 | 8 | 3 | 2 | 1 | 2 | 13 | 7 | 2 | 3 | 9 | 6 | - |
| Column % | 28% | 31% | 30% | 17% | 29% | 33% | 67% | 28% | 28% | 18% | 100% | 24% | 32% | - |
| \$101 to \$1,000 | | | | | | | | | | | | | | |
| Count | 13 | 1 | 6 | 3 | 2 | 0 | 1 | 10 | 3 | 2 | 0 | 8 | 3 | - |
| Column % | 18% | 8% | 22% | 17% | 29% | 0% | 33% | 22% | 12% | 18% | 0% | 21% | 16% | - |
| More than \$1,000 | | | | | | | | | | | | | | |
| Count | 1 | 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% | - |

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

| | | Age | | | | | | | Gender | | Ethnicity | | | | |
|------------------------------------|-----|-------|-------|-------|-------|-------|-------|-----|--------|--------|-----------|-------|-------|----------|-------|
| | | 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 | | | | | | | | | | | | | | | |
| Count | 16 | 4 | 2 | 4 | 3 | 1 | 2 | 10 | 6 | 1 | 0 | 14 | 1 | 0 | |
| Column % | 2% | 3% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 1% | 0% | 2% | 1% | 0% | |
| Alaska | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | |
| 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 % | 1% | 0% | 2% | 1% | 2% | 2% | 1% | 2% | 1% | 1% | 0% | 2% | 1% | 0% | |
| Connecticut | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | |
| Count | 80 | 12 | 18 | 15 | 13 | 5 | 17 | 44 | 36 | 9 | 0 | 46 | 24 | 1 | |
| Column % | 8% | 10% | 10% | 7% | 7% | 4% | 10% | 9% | 7% | 8% | 0% | 7% | 16% | 11% | |
| Georgia | | | | | | | | | | | | | | | |
| 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% | |
| Idaho | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | |
| Count | 10 | 1 | 2 | 0 | 3 | 1 | 3 | 5 | 5 | 1 | 0 | 8 | 1 | 0 | |
| Column % | 1% | 1% | 1% | 0% | 2% | 1% | 2% | 1% | 1% | 1% | 0% | 1% | 1% | 0% | |
| Kentucky | | | | | | | | | | | | | | | |
| 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 .

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

| | | Age | | | | | | | Gender | | Ethnicity | | | | |
|------------------------------------|----------|-------|-------|-------|-------|-------|-------|----|--------|--------|-----------|-------|-------|----------|-------|
| | | 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? | | | | | | | | | | | | | | | |
| Maine | Count | 6 | 0 | 1 | 1 | 2 | 0 | 2 | 4 | 2 | 0 | 0 | 6 | 0 | 0 |
| | Column % | 1% | 0% | 1% | 0% | 1% | 0% | 1% | 1% | 0% | 0% | 0% | 1% | 0% | 0% |
| Maryland | 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 | Count | 25 | 0 | 7 | 6 | 6 | 4 | 2 | 12 | 13 | 0 | 0 | 22 | 3 | 0 |
| | Column % | 3% | 0% | 4% | 3% | 3% | 3% | 1% | 2% | 3% | 0% | 0% | 3% | 2% | 0% |
| Michigan | 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 | Count | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 |
| | Column % | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Nebraska | 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 | Count | 17 | 2 | 3 | 3 | 2 | 2 | 5 | 7 | 10 | 2 | 2 | 10 | 3 | 0 |
| | Column % | 2% | 2% | 2% | 1% | 1% | 2% | 3% | 1% | 2% | 2% | 5% | 1% | 2% | 0% |
| New Hampshire | 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 % | 3% | 4% | 4% | 3% | 2% | 4% | 4% | 4% | 3% | 7% | 0% | 3% | 1% | 0% |
| New Mexico | 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 | Count | 31 | 2 | 4 | 7 | 7 | 6 | 5 | 12 | 19 | 2 | 2 | 26 | 1 | 0 |
| | Column % | 3% | 2% | 2% | 3% | 4% | 5% | 3% | 2% | 4% | 2% | 5% | 4% | 1% | 0% |
| Oklahoma | 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 Variables

| | Age | | | | | | | Gender | | Ethnicity | | | | |
|---|-------|-------|-------|-------|-------|-------|----|--------|--------|-----------|-------|-------|----------|-------|
| | 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 | 18 | 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 | | | | | | | | | | | | | | |
| Count | 47 | 5 | 9 | 13 | 8 | 4 | 8 | 21 | 26 | 5 | 0 | 38 | 4 | 0 |
| Column % | 5% | 4% | 5% | 6% | 4% | 3% | 5% | 4% | 5% | 4% | 0% | 6% | 3% | 0% |
| Rhode Island | | | | | | | | | | | | | | |
| Count | 4 | 1 | 0 | 1 | 1 | 0 | 1 | 4 | 0 | 0 | 0 | 3 | 1 | 0 |
| Column % | 0% | 1% | 0% | 0% | 1% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 1% | 0% |
| South Carolina | | | | | | | | | | | | | | |
| 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 | 5 | 0 | 0 | 0 | 1 | 0 | 4 | 3 | 2 | 0 | 0 | 5 | 0 | 0 |
| Column % | 1% | 0% | 0% | 0% | 1% | 0% | 2% | 1% | 0% | 0% | 0% | 1% | 0% | 0% |
| Tennessee | | | | | | | | | | | | | | |
| Count | 17 | 3 | 3 | 2 | 1 | 6 | 2 | 10 | 7 | 0 | 1 | 14 | 2 | 0 |
| Column % | 2% | 3% | 2% | 1% | 1% | 5% | 1% | 2% | 1% | 0% | 3% | 2% | 1% | 0% |
| Texas | | | | | | | | | | | | | | |
| Count | 80 | 9 | 18 | 21 | 13 | 11 | 8 | 40 | 40 | 10 | 4 | 41 | 24 | 1 |
| Column % | 8% | 8% | 10% | 10% | 7% | 9% | 5% | 8% | 8% | 8% | 10% | 6% | 16% | 11% |
| Utah | | | | | | | | | | | | | | |
| Count | 7 | 0 | 1 | 1 | 2 | 2 | 1 | 6 | 1 | 0 | 0 | 7 | 0 | 0 |
| Column % | 1% | 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 | 31 | 3 | 10 | 5 | 7 | 2 | 4 | 19 | 12 | 4 | 2 | 24 | 1 | 0 |
| Column % | 3% | 3% | 5% | 2% | 4% | 2% | 2% | 4% | 2% | 3% | 5% | 4% | 1% | 0% |
| Washington | | | | | | | | | | | | | | |
| Count | 21 | 1 | 6 | 3 | 2 | 1 | 8 | 11 | 10 | 3 | 0 | 18 | 0 | 0 |
| Column % | 2% | 1% | 3% | 1% | 1% | 1% | 5% | 2% | 2% | 3% | 0% | 3% | 0% | 0% |
| Washington, D.C. | | | | | | | | | | | | | | |
| Count | 2 | 1 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 1 | 0 | 1 | 0 | 0 |
| Column % | 0% | 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% | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Wisconsin | | | | | | | | | | | | | | |
| Count | 15 | 2 | 1 | 5 | 0 | 2 | 5 | 4 | 11 | 2 | 1 | 12 | 0 | 0 |
| Column % | 2% | 2% | 1% | 2% | 0% | 2% | 3% | 1% | 2% | 2% | 3% | 2% | 0% | 0% |
| Wyoming | | | | | | | | | | | | | | |
| 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% |

Omnibus 08272009

MOBILE MARKETING ASSOCIATION

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

| Region variable | Age | | | | | | | Gender | | Ethnicity | | | | |
|------------------|-------|-------|------------|------------|------------|-------|------------|------------|------------|------------|------------|------------|------------|-------|
| | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65 | Male | Female | Black | Asian | White | Hispanic | Other |
| 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% |

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

| | Age | | | | | | | Gender | | Ethnicity | | | | |
|--|-------|-------|-------|-------|-------|-------|-----|--------|--------|-----------|-------|-------|----------|-------|
| | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65 | Male | Female | Black | Asian | White | Hispanic | Other |
| QDEM05. 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 | | | | | | | | | | | | | | |
| Count | 251 | 22 | 53 | 54 | 49 | 36 | 37 | 125 | 126 | 30 | 10 | 166 | 44 | 1 |
| Column % | 25% | 18% | 28% | 25% | 27% | 30% | 22% | 25% | 25% | 25% | 25% | 25% | 29% | 11% |
| \$75,000-\$99,999 | | | | | | | | | | | | | | |
| Count | 143 | 11 | 31 | 32 | 26 | 22 | 21 | 83 | 60 | 10 | 10 | 111 | 12 | 0 |
| Column % | 14% | 9% | 17% | 15% | 14% | 18% | 12% | 17% | 12% | 8% | 25% | 16% | 8% | 0% |
| \$100,000-\$124,999 | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | |
| Count | 2 | 0 | 0 | 0 | 1 | 1 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 |
| Column % | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | | | | | | | | | | | | | | |
| Count | 58 | 15 | 6 | 9 | 5 | 8 | 15 | 26 | 32 | 10 | 3 | 39 | 5 | 1 |
| Column % | 6% | 13% | 3% | 4% | 3% | 7% | 9% | 5% | 6% | 8% | 8% | 6% | 3% | 11% |

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

| | Age | | | | | | | Gender | | Ethnicity | | | | |
|--|-------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------|
| | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65 | Male | Female | Black | Asian | White | Hispanic | Other |
| QDEM06. 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 % | 16% | 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% |

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

| | Age | | | | | | | Gender | | Ethnicity | | | | |
|---|-------|-------|-------|-------|-------|-------|-----|--------|--------|-----------|-------|-------|----------|-------|
| | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65 | Male | Female | Black | Asian | White | Hispanic | Other |
| QDEM07. 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% |

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

| | Age | | | | | | | Gender | | Ethnicity | | | | |
|--|-------|-------|-------|-------|-------|-------|------|--------|--------|-----------|-------|-------|----------|-------|
| | 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 | 996 | 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 |

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

| | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|----------------------------------|--|-------------------|-----------------------|------------|---------------------|-------------|-----|---------|-----|----------|-------|-----------------------|---------|-------|---------|------------------|---------|-------|-------------------|
| | Total | Apple (iPhone) | Audiovox/ Starcomm | Blackberry | Danger/ Sidekick | HP/ IPAQ | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know 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 | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | | | |
| Count | 180 | 7 | 0 | 18 | 1 | 0 | 1 | 8 | 39 | 30 | 31 | 3 | 37 | 3 | 0 | 6 | 0 | 6 | 5 |
| Column % | 18% | 13% | 0% | 23% | 17% | 0% | 6% | 33% | 17% | 15% | 23% | 17% | 17% | 14% | 0% | 21% | 0% | 16% | 28% |
| 55-64 | | | | | | | | | | | | | | | | | | | |
| Count | 121 | 2 | 0 | 4 | 0 | 0 | 0 | 5 | 25 | 29 | 17 | 1 | 26 | 3 | 0 | 2 | 0 | 8 | 3 |
| Column % | 12% | 4% | 0% | 5% | 0% | 0% | 0% | 21% | 11% | 15% | 13% | 6% | 12% | 14% | 0% | 7% | 0% | 21% | 17% |
| 65+ | | | | | | | | | | | | | | | | | | | |
| Count | 170 | 2 | 2 | 3 | 0 | 0 | 0 | 2 | 41 | 41 | 26 | 0 | 35 | 5 | 0 | 5 | 0 | 8 | 5 |
| Column % | 17% | 4% | 40% | 4% | 0% | 0% | 0% | 8% | 18% | 21% | 19% | 0% | 17% | 23% | 0% | 18% | 0% | 21% | 28% |



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

| | | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|---------------------------------|----------|--|-------------------|-----------------------|------------|---------------------|-------------|-----|---------|-----|----------|-------|-----------------------|---------|-------|---------|------------------|---------|-------|-------------------|
| | | Total | Apple (iPhone) | Audiovox/ Starcomm | Blackberry | Danger/ Sidekick | HP/ IPAQ | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know 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% |

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

| | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|---|--|-------------------|-----------------------|------------|---------------------|-------------|-----|---------|-----|----------|-------|-----------------------|---------|-------|---------|------------------|---------|-------|-------------------|
| | Total | Apple (iPhone) | Audiovox/ Starcomm | Blackberry | Danger/ Sidekick | HP/ IPAQ | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know Brand |
| QDEMO3. Which of the following best describes your ethnicity? | | | | | | | | | | | | | | | | | | | |
| Sample Size | 996 | 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 | | | | | | | | | | | | | | | | | | | |
| 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% |

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

| | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|---|--|----------------|-------------------|------------|-----------------|---------|------|---------|-----|----------|-------|--------------------|---------|-------|---------|---------------|---------|-------|----------------|
| | Total | Apple (iPhone) | Audiovox/Starcomm | Blackberry | Danger/Sidekick | HP/IPAQ | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know Brand |
| C01Q1. Brand of your current cell phone? | | | | | | | | | | | | | | | | | | | |
| Sample Size | 996 | 56 | 5 | 79 | 6 | 6 | 17 | 24 | 226 | 196 | 134 | 18 | 212 | 22 | 1 | 28 | 2 | 38 | 18 |
| Apple (iPhone) | | | | | | | | | | | | | | | | | | | |
| Mentions | 56 | 56 | 0 | 2 | 1 | 1 | 2 | 0 | 4 | 3 | 6 | 1 | 2 | 0 | 0 | 0 | 1 | 1 | 0 |
| % Valid Cases | 6% | 100% | 0% | 3% | 17% | 17% | 12% | 0% | 2% | 2% | 4% | 6% | 1% | 0% | 0% | 0% | 50% | 3% | 0% |
| Audiovox/Starcomm | | | | | | | | | | | | | | | | | | | |
| Mentions | 5 | 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) | | | | | | | | | | | | | | | | | | | |
| Mentions | 79 | 2 | 0 | 79 | 1 | 0 | 0 | 0 | 8 | 1 | 4 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| % Valid Cases | 8% | 4% | 0% | 100% | 17% | 0% | 0% | 0% | 4% | 1% | 3% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% |
| Danger/Sidekick | | | | | | | | | | | | | | | | | | | |
| Mentions | 6 | 1 | 0 | 1 | 6 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| % Valid Cases | 1% | 2% | 0% | 1% | 100% | 17% | 0% | 0% | 0% | 1% | 1% | 6% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| HP/IPAQ | | | | | | | | | | | | | | | | | | | |
| Mentions | 6 | 1 | 0 | 0 | 1 | 6 | 3 | 1 | 2 | 1 | 2 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| % Valid Cases | 1% | 2% | 0% | 0% | 17% | 100% | 18% | 4% | 1% | 1% | 1% | 6% | 0% | 0% | 0% | 4% | 0% | 0% | 0% |
| HTC | | | | | | | | | | | | | | | | | | | |
| Mentions | 17 | 2 | 0 | 0 | 0 | 3 | 17 | 1 | 2 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| % Valid Cases | 2% | 4% | 0% | 0% | 0% | 50% | 100% | 4% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Kyocera | | | | | | | | | | | | | | | | | | | |
| Mentions | 24 | 0 | 0 | 0 | 0 | 1 | 1 | 24 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| % Valid Cases | 2% | 0% | 0% | 0% | 0% | 17% | 6% | 100% | 0% | 1% | 0% | 6% | 0% | 0% | 0% | 4% | 0% | 0% | 0% |
| LG | | | | | | | | | | | | | | | | | | | |
| Mentions | 226 | 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 | 196 | 3 | 0 | 1 | 1 | 1 | 1 | 1 | 8 | 196 | 6 | 1 | 5 | 0 | 0 | 1 | 0 | 1 | 1 |
| % Valid Cases | 20% | 5% | 0% | 1% | 17% | 17% | 6% | 4% | 4% | 100% | 4% | 6% | 2% | 0% | 0% | 4% | 0% | 3% | 6% |
| Nokia | | | | | | | | | | | | | | | | | | | |
| Mentions | 134 | 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 | | | | | | | | | | | | | | | | | | | |
| Mentions | 18 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 2 | 1 | 1 | 18 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| % Valid Cases | 2% | 2% | 0% | 0% | 17% | 17% | 0% | 4% | 1% | 1% | 1% | 100% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Samsung | | | | | | | | | | | | | | | | | | | |
| Mentions | 212 | 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 | 22 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 22 | 0 | 0 | 0 | 0 | 0 |
| % Valid Cases | 2% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 100% | 0% | 0% | 0% | 0% | 0% |
| Siemens | | | | | | | | | | | | | | | | | | | |
| Mentions | 1 | 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 | 28 | 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 | | | | | | | | | | | | | | | | | | | |
| Mentions | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |
| % Valid Cases | 0% | 2% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 100% | 0% | 0% |
| Other | | | | | | | | | | | | | | | | | | | |
| Mentions | 38 | 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 | 18 | 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% |

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

| | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|--|--|-------------------|-----------------------|------------|---------------------|-------------|-----|---------|-----|----------|-------|-----------------------|---------|-------|---------|------------------|---------|-------|-------------------|
| | Total | Apple (iPhone) | Audiovox/ Starcomm | Blackberry | Danger/ Sidekick | HP/ IPAQ | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know 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 |
| Alltel | | | | | | | | | | | | | | | | | | | |
| 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 | 7 | 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 | | | | | | | | | | | | | | | | | | | |
| Mentions | 6 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| % Valid Cases | 1% | 2% | 0% | 0% | 0% | 17% | 6% | 0% | 0% | 3% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Cricket | | | | | | | | | | | | | | | | | | | |
| Mentions | 12 | 0 | 0 | 0 | 0 | 1 | 1 | 3 | 0 | 1 | 0 | 0 | 5 | 0 | 0 | 0 | 0 | 2 | 1 |
| % Valid Cases | 1% | 0% | 0% | 0% | 0% | 17% | 6% | 13% | 0% | 1% | 0% | 0% | 2% | 0% | 0% | 0% | 0% | 5% | 6% |
| Qwest Wireless | | | | | | | | | | | | | | | | | | | |
| Mentions | 2 | 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 | | | | | | | | | | | | | | | | | | | |
| Mentions | 116 | 3 | 0 | 12 | 1 | 2 | 7 | 0 | 16 | 14 | 4 | 13 | 40 | 20 | 0 | 0 | 0 | 2 | 1 |
| % Valid Cases | 12% | 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 | | | | | | | | | | | | | | | | | | | |
| Mentions | 82 | 0 | 1 | 1 | 1 | 0 | 0 | 4 | 14 | 36 | 17 | 0 | 8 | 0 | 0 | 1 | 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 | | | | | | | | | | | | | | | | | | | |
| Mentions | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 |
| % Valid Cases | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 3% | 11% |

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

| | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|---|--|-------------------|-----------------------|------------|---------------------|-------------|-----|---------|-----|----------|-------|-----------------------|---------|-------|---------|------------------|---------|-------|-------------------|
| | Total | Apple (iPhone) | Audiovox/ Starcomm | Blackberry | Danger/ Sidekick | HP/ IPAQ | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know 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 | 996 | 56 | 5 | 79 | 6 | 6 | 17 | 24 | 226 | 196 | 134 | 18 | 212 | 22 | 1 | 28 | 2 | 38 | 18 |
| Have not received any ads on my cell phone in the past year | | | | | | | | | | | | | | | | | | | |
| Count | 562 | 23 | 3 | 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 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 | | | | | | | | | | | | | | | | | | | |
| Count | 44 | 5 | 0 | 8 | 1 | 1 | 2 | 0 | 9 | 9 | 7 | 0 | 10 | 0 | 0 | 2 | 1 | 2 | 1 |
| Column % | 4% | 9% | 0% | 10% | 17% | 17% | 12% | 0% | 4% | 5% | 5% | 0% | 5% | 0% | 0% | 7% | 50% | 5% | 6% |
| 6 to 10 times | | | | | | | | | | | | | | | | | | | |
| Count | 16 | 4 | 0 | 2 | 0 | 3 | 1 | 1 | 3 | 3 | 2 | 0 | 4 | 0 | 0 | 2 | 0 | 1 | 0 |
| Column % | 2% | 7% | 0% | 3% | 0% | 50% | 6% | 4% | 1% | 2% | 1% | 0% | 2% | 0% | 0% | 7% | 0% | 3% | 0% |
| More than 10 times | | | | | | | | | | | | | | | | | | | |
| 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% |

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

| | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|--|--|-------------------|-----------------------|------------|---------------------|-------------|-----|---------|-----|----------|-------|-----------------------|---------|-------|---------|------------------|---------|-------|-------------------|
| | Total | Apple (iPhone) | Audiovox/ Starcomm | Blackberry | Danger/ Sidekick | HP/ IPAQ | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know Brand |
| 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 | 18 | - | 20 | 4 | 6 | 8 | 4 | 28 | 24 | 24 | 3 | 33 | 1 | - | 6 | 1 | 7 | 2 |
| Saw the ad on a website I was visiting on my cell phone | | | | | | | | | | | | | | | | | | | |
| Count | 25 | 3 | - | 5 | 0 | 0 | 1 | 0 | 6 | 0 | 5 | 1 | 7 | 0 | - | 0 | 0 | 1 | 0 |
| Column % | 17% | 17% | - | 25% | 0% | 0% | 13% | 0% | 21% | 0% | 21% | 33% | 21% | 0% | - | 0% | 0% | 14% | 0% |
| It was a text message I received | | | | | | | | | | | | | | | | | | | |
| Count | 68 | 6 | - | 9 | 3 | 0 | 3 | 3 | 13 | 13 | 8 | 1 | 17 | 0 | - | 5 | 0 | 5 | 1 |
| Column % | 48% | 33% | - | 45% | 75% | 0% | 38% | 75% | 46% | 54% | 33% | 33% | 52% | 0% | - | 83% | 0% | 71% | 50% |
| I received a voice recorded message | | | | | | | | | | | | | | | | | | | |
| Count | 10 | 1 | - | 1 | 1 | 1 | 0 | 0 | 2 | 3 | 4 | 1 | 4 | 1 | - | 0 | 1 | 0 | 0 |
| Column % | 7% | 6% | - | 5% | 25% | 17% | 0% | 0% | 7% | 13% | 17% | 33% | 12% | 100% | - | 0% | 100% | 0% | 0% |
| It was in an email I received on my cell phone | | | | | | | | | | | | | | | | | | | |
| Count | 14 | 3 | - | 5 | 0 | 2 | 2 | 1 | 2 | 1 | 2 | 0 | 2 | 0 | - | 0 | 0 | 0 | 0 |
| Column % | 10% | 17% | - | 25% | 0% | 33% | 25% | 25% | 7% | 4% | 8% | 0% | 6% | 0% | - | 0% | 0% | 0% | 0% |
| It was inside a mobile application | | | | | | | | | | | | | | | | | | | |
| Count | 8 | 3 | - | 0 | 0 | 2 | 2 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | - | 1 | 0 | 0 | 0 |
| Column % | 6% | 17% | - | 0% | 0% | 33% | 25% | 0% | 7% | 0% | 8% | 0% | 0% | 0% | - | 17% | 0% | 0% | 0% |
| Saw it in a video I was watching on my cell phone | | | | | | | | | | | | | | | | | | | |
| Count | 3 | 1 | - | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | - | 0 | 0 | 1 | 0 |
| Column % | 2% | 6% | - | 0% | 0% | 0% | 0% | 0% | 0% | 4% | 0% | 0% | 0% | 0% | - | 0% | 0% | 14% | 0% |
| It was a coupon I downloaded and used on my cell phone | | | | | | | | | | | | | | | | | | | |
| Count | 3 | 0 | - | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | - | 0 | 0 | 0 | 0 |
| Column % | 2% | 0% | - | 0% | 0% | 0% | 0% | 0% | 4% | 8% | 0% | 0% | 0% | 0% | - | 0% | 0% | 0% | 0% |
| I searched for a product or service using my cell phone | | | | | | | | | | | | | | | | | | | |
| Count | 1 | 0 | - | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | - | 0 | 0 | 0 | 0 |
| Column % | 1% | 0% | - | 0% | 0% | 17% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | - | 0% | 0% | 0% | 0% |
| I saw it on a social networking site (i.e., Facebook) I was | | | | | | | | | | | | | | | | | | | |
| Count | 4 | 1 | - | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | 0 | 0 | 0 | - | 0 | 0 | 0 | 0 |
| Column % | 3% | 6% | - | 0% | 0% | 0% | 0% | 0% | 4% | 4% | 8% | 0% | 0% | 0% | - | 0% | 0% | 0% | 0% |
| Other (SPECIFY) | | | | | | | | | | | | | | | | | | | |
| Count | 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% |

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

| | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|---|--|-------------------|-----------------------|------------|---------------------|-------------|-----|---------|-----|----------|-------|-----------------------|---------|-------|---------|------------------|---------|-------|-------------------|
| | Total | Apple (iPhone) | Audiovox/ Starcomm | Blackberry | Danger/ Sidekick | HP/ IPAQ | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know Brand |
| 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?} | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | | | |
| Count | 19 | 8 | - | 4 | 0 | 1 | 2 | 1 | 2 | 2 | 3 | 1 | 4 | 0 | - | 0 | 1 | 0 | 0 |
| Column % | 13% | 44% | - | 20% | 0% | 17% | 25% | 25% | 7% | 8% | 13% | 33% | 12% | 0% | - | 0% | 100% | 0% | 0% |
| 11 to 20 times | | | | | | | | | | | | | | | | | | | |
| 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% | 7% | 0% | 8% | 33% | 6% | 0% | - | 0% | 0% | 14% | 0% |
| 21 to 30 times | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | | | |
| 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% |

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

| | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|---|--|-------------------|-----------------------|------------|---------------------|-------------|-----|---------|-----|----------|-------|-----------------------|---------|-------|---------|------------------|---------|-------|-------------------|
| | Total | Apple (iPhone) | Audiovox/ Starcomm | Blackberry | Danger/ Sidekick | HP/ IPAQ | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know 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 | | | | | | | | | | | | | | | | | | | |
| Count | 83 | 6 | - | 12 | 2 | 0 | 1 | 3 | 18 | 16 | 13 | 0 | 21 | 1 | - | 4 | 0 | 5 | 2 |
| Column % | 58% | 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 | | | | | | | | | | | | | | | | | | | |
| Count | 14 | 6 | - | 0 | 0 | 0 | 0 | 0 | 4 | 1 | 2 | 0 | 3 | 0 | - | 0 | 0 | 0 | 0 |
| Column % | 10% | 33% | - | 0% | 0% | 0% | 0% | 0% | 14% | 4% | 8% | 0% | 9% | 0% | - | 0% | 0% | 0% | 0% |
| 11 to 20 times | | | | | | | | | | | | | | | | | | | |
| Count | 8 | 1 | - | 1 | 1 | 1 | 3 | 1 | 0 | 0 | 1 | 1 | 2 | 0 | - | 0 | 1 | 0 | 0 |
| Column % | 6% | 6% | - | 5% | 25% | 17% | 38% | 25% | 0% | 0% | 4% | 33% | 6% | 0% | - | 0% | 100% | 0% | 0% |
| 21 to 30 times | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | | | |
| 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% |

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

| | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|---|--|-------------------|-----------------------|------------|---------------------|-------------|-----|---------|-----|----------|-------|-----------------------|---------|-------|---------|------------------|---------|-------|-------------------|
| | Total | Apple (iPhone) | Audiovox/ Starcomm | Blackberry | Danger/ Sidekick | HP/ IPAQ | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know Brand |
| C01Q5C. {Used the GPS function on your cell phone?} | | | | | | | | | | | | | | | | | | | |
| Sample Size | 143 | 18 | - | 20 | 4 | 6 | 8 | 4 | 28 | 24 | 24 | 3 | 33 | 1 | - | 6 | 1 | 7 | 2 |
| Never | | | | | | | | | | | | | | | | | | | |
| Count | 48 | 2 | - | 2 | 2 | 0 | 0 | 2 | 8 | 10 | 6 | 0 | 13 | 0 | - | 1 | 0 | 4 | 2 |
| Column % | 34% | 11% | - | 10% | 50% | 0% | 0% | 50% | 29% | 42% | 25% | 0% | 39% | 0% | - | 17% | 0% | 57% | 100% |
| 1 to 5 times | | | | | | | | | | | | | | | | | | | |
| Count | 20 | 3 | - | 3 | 0 | 1 | 1 | 1 | 5 | 4 | 4 | 0 | 4 | 1 | - | 2 | 0 | 1 | 0 |
| Column % | 14% | 17% | - | 15% | 0% | 17% | 13% | 25% | 18% | 17% | 17% | 0% | 12% | 100% | - | 33% | 0% | 14% | 0% |
| 6 to 10 times | | | | | | | | | | | | | | | | | | | |
| Count | 21 | 4 | - | 6 | 0 | 2 | 0 | 0 | 4 | 1 | 6 | 0 | 3 | 0 | - | 1 | 1 | 0 | 0 |
| Column % | 15% | 22% | - | 30% | 0% | 33% | 0% | 0% | 14% | 4% | 25% | 0% | 9% | 0% | - | 17% | 100% | 0% | 0% |
| 11 to 20 times | | | | | | | | | | | | | | | | | | | |
| Count | 17 | 3 | - | 5 | 1 | 1 | 2 | 0 | 2 | 3 | 3 | 1 | 2 | 0 | - | 0 | 0 | 1 | 0 |
| Column % | 12% | 17% | - | 25% | 25% | 17% | 25% | 0% | 7% | 13% | 13% | 33% | 6% | 0% | - | 0% | 0% | 14% | 0% |
| 21 to 30 times | | | | | | | | | | | | | | | | | | | |
| Count | 7 | 1 | - | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 1 | 2 | 0 | - | 0 | 0 | 0 | 0 |
| Column % | 5% | 6% | - | 5% | 25% | 33% | 13% | 25% | 7% | 8% | 8% | 33% | 6% | 0% | - | 0% | 0% | 0% | 0% |
| More than 30 times | | | | | | | | | | | | | | | | | | | |
| Count | 13 | 5 | - | 2 | 0 | 0 | 4 | 0 | 5 | 2 | 0 | 0 | 2 | 0 | - | 1 | 0 | 0 | 0 |
| Column % | 9% | 28% | - | 10% | 0% | 0% | 50% | 0% | 18% | 8% | 0% | 0% | 6% | 0% | - | 17% | 0% | 0% | 0% |
| Not applicable/Do not have that feature | | | | | | | | | | | | | | | | | | | |
| 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% |

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

| | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|--|--|-------------------|-----------------------|------------|---------------------|-------------|------|---------|------|----------|-------|-----------------------|---------|-------|---------|------------------|---------|-------|-------------------|
| | Total | Apple (iPhone) | Audiovox/ Starcomm | Blackberry | Danger/ Sidekick | HP/ IPAQ | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know Brand |
| C01Q6. How many products or services have you 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 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% | - |
| 3 Count | 10 | 2 | - | 2 | 0 | 2 | 1 | 0 | 4 | 3 | 3 | 0 | 0 | 0 | - | 1 | 0 | 0 | - |
| Column % | 14% | 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% | - |
| 5 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 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 % | 3% | 10% | - | 0% | 0% | 0% | 0% | 0% | 0% | 8% | 0% | 0% | 0% | 0% | - | 0% | 0% | 0% | - |
| 12 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 | 1 | 0 | - | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | - | 0 | 0 | 0 | - |
| Column % | 1% | 0% | - | 0% | 0% | 0% | 0% | 0% | 0% | 8% | 0% | 0% | 0% | 0% | - | 0% | 0% | 0% | - |
| 25 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. | | | | | | | | | | | | | | | | | | | |
| Sample Size | 143 | 18 | - | 20 | 4 | 6 | 8 | 4 | 28 | 24 | 24 | 3 | 33 | 1 | - | 6 | 1 | 7 | 2 |
| unchecked 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 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% |

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

| | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|---|--|-------------------|-----------------------|------------|---------------------|-------------|-----|---------|-----|----------|-------|-----------------------|---------|-------|---------|------------------|---------|-------|-------------------|
| | Total | Apple (iPhone) | Audiovox/ Starcomm | Blackberry | Danger/ Sidekick | HP/ IPAQ | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know Brand |
| 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? 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 % | 14% | 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 | | | | | | | | | | | | | | | | | | | |
| Count | 13 | 5 | - | 5 | 1 | 2 | 1 | 1 | 0 | 2 | 1 | 0 | 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 | | | | | | | | | | | | | | | | | | | |
| Count | 1 | 1 | - | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | - | 0 | 0 | 0 | - |
| Column % | 1% | 10% | - | 0% | 0% | 0% | 0% | 0% | 7% | 0% | 0% | 0% | 0% | 0% | - | 0% | 0% | 0% | - |

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

| | | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|------------------------------------|--|--|-------------------|-----------------------|------------|---------------------|-------------|-----|---------|-----|----------|-------|-----------------------|---------|-------|---------|------------------|---------|-------|-------------------|
| | | Total | Apple (iPhone) | Audiovox/ Starcomm | Blackberry | Danger/ Sidekick | HP/ IPAQ | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know 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 | | | | | | | | | | | | | | | | | | | | |
| Count | | 16 | 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 % | | 2% | 4% | 0% | 3% | 17% | 17% | 6% | 0% | 3% | 2% | 0% | 0% | 3% | 5% | 0% | 0% | 0% | 3% | 6% |
| Arkansas | | | | | | | | | | | | | | | | | | | | |
| Count | | 8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 2 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 |
| Column % | | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 3% | 1% | 0% | 0% | 5% | 0% | 0% | 0% | 0% | 0% |
| California | | | | | | | | | | | | | | | | | | | | |
| Count | | 126 | 14 | 0 | 12 | 0 | 1 | 5 | 4 | 37 | 14 | 15 | 4 | 18 | 4 | 0 | 6 | 0 | 4 | 3 |
| Column % | | 13% | 25% | 0% | 15% | 0% | 17% | 29% | 17% | 16% | 7% | 11% | 22% | 8% | 18% | 0% | 21% | 0% | 11% | 17% |
| Colorado | | | | | | | | | | | | | | | | | | | | |
| 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 | | 5 | 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 | | | | | | | | | | | | | | | | | | | | |
| Count | | 80 | 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 | | | | | | | | | | | | | | | | | | | | |
| Count | | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 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% |
| Idaho | | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | | | | |
| Count | | 17 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 5 | 2 | 3 | 0 | 4 | 0 | 0 | 1 | 0 | 1 | 1 |
| Column % | | 2% | 4% | 0% | 1% | 0% | 0% | 0% | 0% | 2% | 1% | 2% | 0% | 2% | 0% | 0% | 4% | 0% | 3% | 6% |
| Iowa | | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | | | | |
| 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% |

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

| | | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|---|----------|--|-------------------|-----------------------|------------|---------------------|-------------|-----|---------|----|----------|-------|-----------------------|---------|-------|---------|------------------|---------|-------|-------------------|
| | | Total | Apple (iPhone) | Audiovox/ Starcomm | Blackberry | Danger/ Sidekick | HP/ IPAQ | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know Brand |
| QDEMO4. What state do you live in? | | | | | | | | | | | | | | | | | | | | |
| Kentucky | Count | 8 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 2 | 3 | 3 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| | Column % | 1% | 2% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 2% | 2% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Louisiana | Count | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | Column % | 1% | 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 | 12 | 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 | Count | 25 | 2 | 0 | 2 | 0 | 0 | 0 | 1 | 5 | 6 | 3 | 0 | 5 | 0 | 0 | 0 | 0 | 0 | 1 |
| | Column % | 3% | 4% | 0% | 3% | 0% | 0% | 0% | 4% | 2% | 3% | 2% | 0% | 2% | 0% | 0% | 0% | 0% | 0% | 6% |
| Michigan | 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 % | 1% | 0% | 20% | 0% | 0% | 0% | 0% | 4% | 1% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Missouri | 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% | 1% | 2% | 4% | 0% | 0% | 0% | 0% | 4% | 50% | 3% | 6% |
| New Hampshire | 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 | Count | 6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 1 | 0 |
| | Column % | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 3% | 0% |
| New York | Count | 73 | 6 | 0 | 9 | 0 | 0 | 2 | 1 | 19 | 12 | 13 | 0 | 9 | 4 | 1 | 1 | 0 | 2 | 1 |
| | Column % | 7% | 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% |

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

| | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|------------------------------------|--|-------------------|-----------------------|------------|---------------------|-------------|-----|---------|----|----------|-------|-----------------------|---------|-------|---------|------------------|---------|-------|-------------------|
| | Total | Apple (iPhone) | Audiovox/ Starcomm | Blackberry | Danger/ Sidekick | HP/ IPAQ | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know Brand |
| QDEMO4. What state do you live in? | | | | | | | | | | | | | | | | | | | |
| North Dakota | | | | | | | | | | | | | | | | | | | |
| Count | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 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% |
| Ohio | | | | | | | | | | | | | | | | | | | |
| Count | 31 | 1 | 0 | 2 | 0 | 0 | 0 | 2 | 6 | 8 | 4 | 0 | 8 | 0 | 0 | 1 | 0 | 1 | 0 |
| Column % | 3% | 2% | 0% | 3% | 0% | 0% | 0% | 8% | 3% | 4% | 3% | 0% | 4% | 0% | 0% | 4% | 0% | 3% | 0% |
| Oklahoma | | | | | | | | | | | | | | | | | | | |
| Count | 10 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Column % | 1% | 4% | 20% | 0% | 0% | 0% | 0% | 0% | 1% | 2% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 6% |
| Oregon | | | | | | | | | | | | | | | | | | | |
| Count | 18 | 1 | 0 | 3 | 0 | 0 | 0 | 0 | 4 | 3 | 1 | 1 | 4 | 0 | 0 | 0 | 0 | 2 | 0 |
| Column % | 2% | 2% | 0% | 4% | 0% | 0% | 0% | 0% | 2% | 2% | 1% | 6% | 2% | 0% | 0% | 0% | 0% | 5% | 0% |
| Pennsylvania | | | | | | | | | | | | | | | | | | | |
| Count | 47 | 1 | 0 | 2 | 1 | 0 | 0 | 1 | 9 | 12 | 9 | 0 | 12 | 0 | 0 | 2 | 0 | 1 | 0 |
| Column % | 5% | 2% | 0% | 3% | 17% | 0% | 0% | 4% | 4% | 6% | 7% | 0% | 6% | 0% | 0% | 7% | 0% | 3% | 0% |
| Rhode Island | | | | | | | | | | | | | | | | | | | |
| Count | 4 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| Column % | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| South Carolina | | | | | | | | | | | | | | | | | | | |
| Count | 9 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 3 | 1 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| Column % | 1% | 2% | 0% | 0% | 0% | 0% | 0% | 4% | 1% | 2% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% |
| South Dakota | | | | | | | | | | | | | | | | | | | |
| Count | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 3 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Column % | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 4% | 1% | 2% | 0% | 6% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Tennessee | | | | | | | | | | | | | | | | | | | |
| Count | 17 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 4 | 5 | 1 | 0 | 5 | 1 | 0 | 0 | 0 | 0 | 0 |
| Column % | 2% | 0% | 0% | 1% | 0% | 0% | 6% | 0% | 2% | 3% | 1% | 0% | 2% | 5% | 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% |
| Vermont | | | | | | | | | | | | | | | | | | | |
| 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% |
| Virginia | | | | | | | | | | | | | | | | | | | |
| Count | 31 | 2 | 0 | 0 | 0 | 1 | 1 | 1 | 4 | 9 | 1 | 2 | 11 | 0 | 0 | 1 | 0 | 0 | 2 |
| Column % | 3% | 4% | 0% | 0% | 0% | 17% | 6% | 4% | 2% | 5% | 1% | 11% | 5% | 0% | 0% | 4% | 0% | 0% | 11% |
| Washington | | | | | | | | | | | | | | | | | | | |
| Count | 21 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 7 | 6 | 0 | 2 | 4 | 0 | 0 | 0 | 0 | 0 | 1 |
| Column % | 2% | 2% | 0% | 1% | 0% | 0% | 0% | 4% | 3% | 3% | 0% | 11% | 2% | 0% | 0% | 0% | 0% | 0% | 6% |
| Washington, D.C. | | | | | | | | | | | | | | | | | | | |
| Count | 2 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Column % | 0% | 0% | 20% | 0% | 0% | 0% | 6% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| West Virginia | | | | | | | | | | | | | | | | | | | |
| Count | 3 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Column % | 0% | 2% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 3% | 0% |
| Wisconsin | | | | | | | | | | | | | | | | | | | |
| Count | 15 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 4 | 0 | 1 | 5 | 0 | 0 | 0 | 0 | 1 | 0 |
| Column % | 2% | 0% | 0% | 0% | 0% | 0% | 0% | 4% | 1% | 2% | 0% | 6% | 2% | 0% | 0% | 0% | 0% | 3% | 0% |
| Wyoming | | | | | | | | | | | | | | | | | | | |
| 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% |

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

| | | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|-----------------|------------------|--|-------------------|-----------------------|------------|---------------------|-------------|-----|---------|-----|----------|-------|-----------------------|---------|-------|---------|------------------|---------|-------|-------------------|
| | | Total | Apple (iPhone) | Audiovox/ Starcomm | Blackberry | Danger/ Sidekick | HP/ IPaq | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know 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% |

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

| | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|---|--|-------------------|-----------------------|------------|---------------------|-------------|-----|---------|-----|----------|-------|-----------------------|---------|-------|---------|------------------|---------|-------|-------------------|
| | Total | Apple (iPhone) | Audiovox/ Starcomm | Blackberry | Danger/ Sidekick | HP/ IPAQ | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know Brand |
| QDEMO5. What is your total annual household income? | | | | | | | | | | | | | | | | | | | |
| 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% | 4% | 5% | 10% | 0% | 6% | 9% | 0% | 4% | 0% | 8% | 0% |
| \$15,000-\$24,999 | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | | | |
| Count | 251 | 9 | 1 | 25 | 2 | 1 | 5 | 5 | 58 | 48 | 36 | 6 | 42 | 6 | 1 | 9 | 0 | 7 | 7 |
| Column % | 25% | 16% | 20% | 32% | 33% | 17% | 29% | 21% | 26% | 24% | 27% | 33% | 20% | 27% | 100% | 32% | 0% | 18% | 39% |
| \$75,000-\$99,999 | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | | | |
| Count | 20 | 0 | 0 | 5 | 0 | 0 | 0 | 0 | 4 | 2 | 3 | 0 | 4 | 0 | 0 | 1 | 0 | 0 | 1 |
| Column % | 2% | 0% | 0% | 6% | 0% | 0% | 0% | 0% | 2% | 1% | 2% | 0% | 2% | 0% | 0% | 4% | 0% | 0% | 6% |
| \$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 | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | | | |
| 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% |

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

| | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|--|--|-------------------|-----------------------|------------|---------------------|-------------|-----|---------|-----|----------|-------|-----------------------|---------|-------|---------|------------------|---------|-------|-------------------|
| | Total | Apple (iPhone) | Audiovox/ Starcomm | Blackberry | Danger/ Sidekick | HP/ IPAQ | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know Brand |
| QDEMO6. What is your current employment status? | | | | | | | | | | | | | | | | | | | |
| Sample Size | 996 | 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 % | 44% | 64% | 60% | 70% | 67% | 33% | 59% | 33% | 47% | 39% | 34% | 78% | 38% | 41% | 100% | 39% | 50% | 34% | 39% |
| Employed part-time | | | | | | | | | | | | | | | | | | | |
| Count | 103 | 3 | 0 | 7 | 1 | 0 | 2 | 3 | 25 | 17 | 18 | 0 | 23 | 2 | 0 | 1 | 0 | 3 | 1 |
| Column % | 10% | 5% | 0% | 9% | 17% | 0% | 12% | 13% | 11% | 9% | 13% | 0% | 11% | 9% | 0% | 4% | 0% | 8% | 6% |
| Self-employed | | | | | | | | | | | | | | | | | | | |
| Count | 97 | 5 | 0 | 5 | 0 | 3 | 3 | 5 | 22 | 24 | 11 | 2 | 10 | 4 | 0 | 3 | 0 | 4 | 6 |
| Column % | 10% | 9% | 0% | 6% | 0% | 50% | 18% | 21% | 10% | 12% | 8% | 11% | 5% | 18% | 0% | 11% | 0% | 11% | 33% |
| Not employed | | | | | | | | | | | | | | | | | | | |
| Count | 62 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 10 | 16 | 14 | 0 | 16 | 3 | 0 | 3 | 0 | 4 | 0 |
| Column % | 6% | 0% | 0% | 1% | 0% | 17% | 0% | 4% | 4% | 8% | 10% | 0% | 8% | 14% | 0% | 11% | 0% | 11% | 0% |
| Retired | | | | | | | | | | | | | | | | | | | |
| Count | 159 | 4 | 1 | 2 | 0 | 0 | 0 | 3 | 31 | 35 | 26 | 1 | 45 | 3 | 0 | 5 | 1 | 8 | 2 |
| Column % | 16% | 7% | 20% | 3% | 0% | 0% | 0% | 13% | 14% | 18% | 19% | 6% | 21% | 14% | 0% | 18% | 50% | 21% | 11% |
| Student | | | | | | | | | | | | | | | | | | | |
| Count | 65 | 4 | 1 | 4 | 0 | 0 | 1 | 1 | 19 | 12 | 8 | 1 | 18 | 1 | 0 | 3 | 0 | 3 | 1 |
| Column % | 7% | 7% | 20% | 5% | 0% | 0% | 6% | 4% | 8% | 6% | 6% | 6% | 8% | 5% | 0% | 11% | 0% | 8% | 6% |
| Homemaker | | | | | | | | | | | | | | | | | | | |
| Count | 72 | 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% |

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

| | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|---|--|-------------------|-----------------------|------------|---------------------|-------------|-----|---------|-----|----------|-------|-----------------------|---------|-------|---------|------------------|---------|-------|-------------------|
| | Total | Apple (iPhone) | Audiovox/ Starcomm | Blackberry | Danger/ Sidekick | HP/ IPAQ | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know Brand |
| QDEMO7. What is your marital status? | | | | | | | | | | | | | | | | | | | |
| Sample Size | 996 | 56 | 5 | 79 | 6 | 6 | 17 | 24 | 226 | 196 | 134 | 18 | 212 | 22 | 1 | 28 | 2 | 38 | 18 |
| Now Married | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | | | |
| Count | 113 | 1 | 0 | 10 | 0 | 0 | 1 | 5 | 31 | 23 | 12 | 3 | 23 | 1 | 0 | 3 | 0 | 6 | 3 |
| Column % | 11% | 2% | 0% | 13% | 0% | 0% | 6% | 21% | 14% | 12% | 9% | 17% | 11% | 5% | 0% | 11% | 0% | 16% | 17% |
| Separated | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | | | |
| 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% |

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

| | C01Q1. Which of the following brands is your current cell phone? | | | | | | | | | | | | | | | | | | |
|---|--|-------------------|-----------------------|------------|---------------------|-------------|------|---------|------|----------|-------|-----------------------|---------|-------|---------|------------------|---------|-------|-------------------|
| | Total | Apple (iPhone) | Audiovox/ Starcomm | Blackberry | Danger/ Sidekick | HP/ IPAQ | HTC | Kyocera | LG | Motorola | Nokia | Palm/ Treo/ Centro | Samsung | Sanyo | Siemens | Sony Ericsson | Toshiba | Other | Not Know 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 |
| QDEMO8. {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 |
| QDEMO8. {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 |

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

| | | C01Q2. Which of the following companies currently provides your cellular phone service? | | | | | | | | | | | | |
|---------------------------|--|---|--------|-------------------|-----------------|---------|-------------------|-------------------|----------|------------------|---------------------|-------------------------|-------|---------------------|
| | | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know 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% | 0% |
| 18-24 | | | | | | | | | | | | | | |
| Count | | 119 | 4 | 36 | 1 | 2 | 0 | 18 | 18 | 1 | 37 | 2 | 5 | 0 |
| Column % | | 12% | 14% | 13% | 17% | 17% | 0% | 16% | 13% | 6% | 12% | 7% | 6% | 0% |
| 25-34 | | | | | | | | | | | | | | |
| Count | | 186 | 3 | 60 | 1 | 2 | 1 | 27 | 28 | 1 | 60 | 3 | 12 | 0 |
| Column % | | 19% | 11% | 21% | 17% | 17% | 50% | 23% | 20% | 6% | 19% | 10% | 15% | 0% |
| 35-44 | | | | | | | | | | | | | | |
| Count | | 220 | 10 | 54 | 2 | 1 | 0 | 27 | 32 | 6 | 80 | 7 | 8 | 0 |
| Column % | | 22% | 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 | | 170 | 5 | 54 | 0 | 0 | 0 | 12 | 16 | 3 | 47 | 5 | 23 | 5 |
| Column % | | 17% | 18% | 19% | 0% | 0% | 0% | 10% | 12% | 18% | 15% | 17% | 28% | 100% |

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

| C01Q2. Which of the following companies currently provides your cellular phone service? | | | | | | | | | | | | | |
|--|--------------|---------------|-------------------------------|-------------------------|----------------|---------------------------|---------------------------|-----------------|--------------------------|-----------------------------|---------------------------------|--------------|-----------------------------|
| | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know 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% |

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

| C01Q2. Which of the following companies currently provides your cellular phone service? | | | | | | | | | | | | | |
|--|--------------|---------------|-------------------------------|-------------------------|----------------|---------------------------|---------------------------|-----------------|--------------------------|-----------------------------|---------------------------------|--------------|-----------------------------|
| | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know 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 | 120 | 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 | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| Count | 150 | 3 | 43 | 1 | 2 | 0 | 24 | 28 | 1 | 38 | 5 | 12 | 0 |
| Column % | 15% | 11% | 15% | 17% | 17% | 0% | 21% | 20% | 6% | 12% | 17% | 15% | 0% |
| Other | | | | | | | | | | | | | |
| Count | 9 | 0 | 2 | 1 | 0 | 0 | 0 | 1 | 0 | 2 | 1 | 2 | 0 |
| Column % | 1% | 0% | 1% | 17% | 0% | 0% | 0% | 1% | 0% | 1% | 3% | 2% | 0% |

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

| | C01Q2. Which of the following companies currently provides your cellular phone service? | | | | | | | | | | | | |
|---|--|---------------|-------------------------------|-------------------------|----------------|---------------------------|---------------------------|-----------------|--------------------------|-----------------------------|---------------------------------|--------------|-----------------------------|
| | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know 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) | | | | | | | | | | | | | |
| Mentions | 56 | 2 | 48 | 1 | 0 | 0 | 3 | 8 | 0 | 4 | 0 | 0 | 0 |
| % Valid Cases | 6% | 7% | 17% | 17% | 0% | 0% | 3% | 6% | 0% | 1% | 0% | 0% | 0% |
| Audiovox/Starcomm | | | | | | | | | | | | | |
| Mentions | 5 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 1 | 0 |
| % Valid Cases | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 10% | 1% | 0% |
| Blackberry (Research in Motion/RIM) | | | | | | | | | | | | | |
| 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 | 6 | 0 | 0 | 0 | 0 | 1 | 1 | 3 | 0 | 2 | 0 | 1 | 0 |
| % Valid Cases | 1% | 0% | 0% | 0% | 0% | 50% | 1% | 2% | 0% | 1% | 0% | 1% | 0% |
| HP/IPAQ | | | | | | | | | | | | | |
| Mentions | 6 | 1 | 1 | 1 | 1 | 1 | 2 | 3 | 1 | 1 | 0 | 0 | 0 |
| % Valid Cases | 1% | 4% | 0% | 17% | 8% | 50% | 2% | 2% | 6% | 0% | 0% | 0% | 0% |
| HTC | | | | | | | | | | | | | |
| Mentions | 17 | 1 | 7 | 1 | 1 | 0 | 7 | 5 | 0 | 0 | 0 | 0 | 0 |
| % Valid Cases | 2% | 4% | 3% | 17% | 8% | 0% | 6% | 4% | 0% | 0% | 0% | 0% | 0% |
| Kyocera | | | | | | | | | | | | | |
| Mentions | 24 | 0 | 1 | 0 | 3 | 0 | 0 | 2 | 1 | 3 | 12 | 4 | 0 |
| % Valid Cases | 2% | 0% | 0% | 0% | 25% | 0% | 0% | 1% | 6% | 1% | 41% | 5% | 0% |
| LG | | | | | | | | | | | | | |
| Mentions | 226 | 8 | 41 | 1 | 0 | 1 | 16 | 2 | 1 | 151 | 3 | 14 | 0 |
| % Valid Cases | 23% | 29% | 15% | 17% | 0% | 50% | 14% | 1% | 6% | 49% | 10% | 17% | 0% |
| Motorola | | | | | | | | | | | | | |
| Mentions | 196 | 9 | 45 | 5 | 1 | 1 | 14 | 24 | 9 | 57 | 1 | 36 | 1 |
| % Valid Cases | 20% | 32% | 16% | 83% | 8% | 50% | 12% | 18% | 53% | 18% | 3% | 44% | 20% |
| Nokia | | | | | | | | | | | | | |
| Mentions | 134 | 4 | 58 | 0 | 0 | 1 | 4 | 36 | 3 | 13 | 5 | 17 | 1 |
| % Valid Cases | 13% | 14% | 21% | 0% | 0% | 50% | 3% | 26% | 18% | 4% | 17% | 21% | 20% |
| Palm/Treo/Centro | | | | | | | | | | | | | |
| Mentions | 18 | 0 | 3 | 0 | 0 | 1 | 13 | 1 | 0 | 3 | 1 | 0 | 0 |
| % Valid Cases | 2% | 0% | 1% | 0% | 0% | 50% | 11% | 1% | 0% | 1% | 3% | 0% | 0% |
| Samsung | | | | | | | | | | | | | |
| Mentions | 212 | 6 | 52 | 0 | 5 | 1 | 40 | 48 | 3 | 55 | 3 | 8 | 0 |
| % Valid Cases | 21% | 21% | 19% | 0% | 42% | 50% | 34% | 35% | 18% | 18% | 10% | 10% | 0% |
| Sanyo | | | | | | | | | | | | | |
| Mentions | 22 | 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 | | | | | | | | | | | | | |
| Mentions | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| % Valid Cases | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Sony Ericsson | | | | | | | | | | | | | |
| Mentions | 28 | 0 | 20 | 0 | 0 | 0 | 0 | 4 | 1 | 1 | 1 | 1 | 0 |
| % Valid Cases | 3% | 0% | 7% | 0% | 0% | 0% | 0% | 3% | 6% | 0% | 3% | 1% | 0% |
| Toshiba | | | | | | | | | | | | | |
| Mentions | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| % Valid Cases | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% |
| Other | | | | | | | | | | | | | |
| Mentions | 38 | 1 | 8 | 0 | 2 | 0 | 2 | 6 | 0 | 12 | 2 | 4 | 1 |
| % Valid Cases | 4% | 4% | 3% | 0% | 17% | 0% | 2% | 4% | 0% | 4% | 7% | 5% | 20% |
| Have phone but don't know the brand | | | | | | | | | | | | | |
| Mentions | 18 | 0 | 2 | 0 | 1 | 0 | 1 | 3 | 1 | 7 | 1 | 0 | 2 |
| % Valid Cases | 2% | 0% | 1% | 0% | 8% | 0% | 1% | 2% | 6% | 2% | 3% | 0% | 40% |

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

| | C01Q2. Which of the following companies currently provides your cellular phone service? | | | | | | | | | | | | |
|--|--|---------------|-------------------------------|-------------------------|----------------|---------------------------|---------------------------|-----------------|--------------------------|-----------------------------|---------------------------------|--------------|-----------------------------|
| | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know 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 |
| Alltel | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| Mentions | 280 | 0 | 280 | 0 | 1 | 0 | 5 | 2 | 0 | 5 | 0 | 0 | 0 |
| % Valid Cases | 28% | 0% | 100% | 0% | 8% | 0% | 4% | 1% | 0% | 2% | 0% | 0% | 0% |
| Boost Mobile | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| Mentions | 17 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 17 | 0 | 0 | 0 | 0 |
| % Valid Cases | 2% | 4% | 0% | 0% | 0% | 0% | 0% | 0% | 100% | 0% | 0% | 0% | 0% |
| Verizon Wireless | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| 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% |

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

| | C01Q2. Which of the following companies currently provides your cellular phone service? | | | | | | | | | | | | |
|--|--|---------------|-------------------------------|-------------------------|----------------|---------------------------|---------------------------|-----------------|--------------------------|-----------------------------|---------------------------------|--------------|-----------------------------|
| | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know 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 | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| Count | 38 | 1 | 14 | 0 | 3 | 0 | 5 | 4 | 1 | 11 | 0 | 3 | 0 |
| Column % | 4% | 4% | 5% | 0% | 25% | 0% | 4% | 3% | 6% | 4% | 0% | 4% | 0% |
| Twice | | | | | | | | | | | | | |
| Count | 34 | 2 | 6 | 1 | 0 | 1 | 8 | 9 | 1 | 8 | 1 | 1 | 0 |
| Column % | 3% | 7% | 2% | 17% | 0% | 50% | 7% | 7% | 6% | 3% | 3% | 1% | 0% |
| 3 to 5 times | | | | | | | | | | | | | |
| Count | 44 | 0 | 18 | 0 | 1 | 0 | 4 | 7 | 1 | 13 | 2 | 1 | 0 |
| Column % | 4% | 0% | 6% | 0% | 8% | 0% | 3% | 5% | 6% | 4% | 7% | 1% | 0% |
| 6 to 10 times | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| Count | 11 | 1 | 4 | 0 | 1 | 0 | 1 | 0 | 0 | 3 | 1 | 0 | 0 |
| Column % | 1% | 4% | 1% | 0% | 8% | 0% | 1% | 0% | 0% | 1% | 3% | 0% | 0% |

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

| | C01Q2. Which of the following companies currently provides your cellular phone service? | | | | | | | | | | | | |
|---|--|---------------|-------------------------------|-------------------------|----------------|---------------------------|---------------------------|-----------------|--------------------------|-----------------------------|---------------------------------|--------------|-----------------------------|
| | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know Carrier |
| 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 | 5 | 47 | 2 | 6 | 1 | 18 | 24 | 4 | 40 | 5 | 5 | - |
| Saw the ad on a website I was visiting on my cell phone | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| Count | 10 | 0 | 3 | 0 | 0 | 1 | 3 | 2 | 0 | 3 | 0 | 1 | - |
| Column % | 7% | 0% | 6% | 0% | 0% | 100% | 17% | 8% | 0% | 8% | 0% | 20% | - |
| It was in an email I received on my cell phone | | | | | | | | | | | | | |
| Count | 14 | 1 | 4 | 1 | 1 | 0 | 2 | 3 | 0 | 5 | 0 | 0 | - |
| Column % | 10% | 20% | 9% | 50% | 17% | 0% | 11% | 13% | 0% | 13% | 0% | 0% | - |
| It was inside a mobile application | | | | | | | | | | | | | |
| Count | 8 | 0 | 4 | 0 | 0 | 0 | 1 | 3 | 1 | 0 | 0 | 1 | - |
| Column % | 6% | 0% | 9% | 0% | 0% | 0% | 6% | 13% | 25% | 0% | 0% | 20% | - |
| Saw it in a video I was watching on my cell phone | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| 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 phone | | | | | | | | | | | | | |
| 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) | | | | | | | | | | | | | |
| Count | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 3 | 1 | 0 | - |
| Column % | 3% | 0% | 0% | 0% | 0% | 0% | 0% | 4% | 0% | 8% | 20% | 0% | - |
| Other (SPECIFY) | | | | | | | | | | | | | |
| 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% | - |

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

| | C01Q2. Which of the following companies currently provides your cellular phone service? | | | | | | | | | | | | |
|--|--|---------------|-------------------------------|-------------------------|----------------|---------------------------|---------------------------|-----------------|--------------------------|-----------------------------|---------------------------------|--------------|-----------------------------|
| | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know Carrier |
| 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?} | | | | | | | | | | | | | |
| Sample Size | 143 | 5 | 47 | 2 | 6 | 1 | 18 | 24 | 4 | 40 | 5 | 5 | - |
| Never | 45 | 2 | 14 | 0 | 2 | 0 | 7 | 7 | 1 | 11 | 1 | 2 | - |
| Count | 31% | 40% | 30% | 0% | 33% | 0% | 39% | 29% | 25% | 28% | 20% | 40% | - |
| Column % | | | | | | | | | | | | | |
| 1 to 5 times | 46 | 1 | 10 | 1 | 2 | 0 | 6 | 8 | 0 | 16 | 2 | 1 | - |
| Count | 32% | 20% | 21% | 50% | 33% | 0% | 33% | 33% | 0% | 40% | 40% | 20% | - |
| Column % | | | | | | | | | | | | | |
| 6 to 10 times | 19 | 0 | 13 | 0 | 1 | 0 | 2 | 3 | 0 | 3 | 0 | 0 | - |
| Count | 13% | 0% | 28% | 0% | 17% | 0% | 11% | 13% | 0% | 8% | 0% | 0% | - |
| Column % | | | | | | | | | | | | | |
| 11 to 20 times | 11 | 1 | 2 | 1 | 0 | 0 | 0 | 2 | 1 | 4 | 0 | 2 | - |
| Count | 8% | 20% | 4% | 50% | 0% | 0% | 0% | 8% | 25% | 10% | 0% | 40% | - |
| Column % | | | | | | | | | | | | | |
| 21 to 30 times | 7 | 0 | 4 | 0 | 1 | 0 | 1 | 2 | 0 | 0 | 1 | 0 | - |
| Count | 5% | 0% | 9% | 0% | 17% | 0% | 6% | 8% | 0% | 0% | 20% | 0% | - |
| Column % | | | | | | | | | | | | | |
| More than 30 times | 10 | 1 | 3 | 0 | 0 | 1 | 2 | 2 | 0 | 4 | 1 | 0 | - |
| Count | 7% | 20% | 6% | 0% | 0% | 100% | 11% | 8% | 0% | 10% | 20% | 0% | - |
| Column % | | | | | | | | | | | | | |
| Not applicable/Do not have that feature | 5 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 0 | 0 | - |
| Count | 3% | 0% | 2% | 0% | 0% | 0% | 0% | 0% | 50% | 5% | 0% | 0% | - |
| Column % | | | | | | | | | | | | | |

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

| C01Q2. Which of the following companies currently provides your cellular phone service? | | | | | | | | | | | | | |
|--|--------------|---------------|-------------------------------|-------------------------|----------------|---------------------------|---------------------------|-----------------|--------------------------|-----------------------------|---------------------------------|--------------|-----------------------------|
| | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know 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 | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| Count | 8 | 0 | 3 | 0 | 1 | 0 | 0 | 2 | 0 | 3 | 0 | 1 | - |
| Column % | 6% | 0% | 6% | 0% | 17% | 0% | 0% | 8% | 0% | 8% | 0% | 20% | - |
| 21 to 30 times | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| 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% | - |

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

| C01Q2. Which of the following companies currently provides your cellular phone service? | | | | | | | | | | | | | |
|--|--------------|---------------|-------------------------------|-------------------------|----------------|---------------------------|---------------------------|-----------------|--------------------------|-----------------------------|---------------------------------|--------------|-----------------------------|
| | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know Carrier |
| 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 | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| Count | 17 | 1 | 8 | 0 | 0 | 0 | 2 | 2 | 1 | 4 | 1 | 1 | - |
| Column % | 12% | 20% | 17% | 0% | 0% | 0% | 11% | 8% | 25% | 10% | 20% | 20% | - |
| 21 to 30 times | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| Count | 13 | 1 | 5 | 0 | 0 | 0 | 2 | 2 | 0 | 6 | 0 | 0 | - |
| Column % | 9% | 20% | 11% | 0% | 0% | 0% | 11% | 8% | 0% | 15% | 0% | 0% | - |
| Not applicable/Do not have that feature | | | | | | | | | | | | | |
| 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% | - |

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

| | C01Q2. Which of the following companies currently provides your cellular phone service? | | | | | | | | | | | | |
|---|--|---------------|-------------------------------|-------------------------|----------------|---------------------------|---------------------------|-----------------|--------------------------|-----------------------------|---------------------------------|--------------|-----------------------------|
| | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know Carrier |
| C01Q6. How many products or services have you purchased after receiving an advertisement on your cell phone? | | | | | | | | | | | | | |
| Sample Size | 71 | 3 | 23 | 2 | 3 | 1 | 10 | 12 | 3 | 19 | 3 | 2 | - |
| 1 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 | 1 | 0 | - |
| Column % | 14% | 0% | 9% | 0% | 0% | 0% | 10% | 17% | 33% | 21% | 33% | 0% | - |
| 4 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% | - |
| 6 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 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 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | - |
| Column % | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 33% | 0% | 0% | 0% | - |
| 20 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 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% | - |

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

| | C01Q2. Which of the following companies currently provides your cellular phone service? | | | | | | | | | | | | |
|--|--|---------------|-------------------------------|-------------------------|----------------|---------------------------|---------------------------|-----------------|--------------------------|-----------------------------|---------------------------------|--------------|-----------------------------|
| | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know Carrier |
| 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? Your best estimate is fine. | | | | | | | | | | | | | |
| Sample Size | 71 | 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 % | 8% | 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 % | 14% | 0% | 9% | 0% | 0% | 0% | 30% | 17% | 0% | 16% | 0% | 50% | - |
| \$11 to \$50 | | | | | | | | | | | | | |
| Count | 21 | 1 | 5 | 1 | 0 | 1 | 3 | 6 | 2 | 5 | 2 | 0 | - |
| Column % | 30% | 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 % | 28% | 0% | 35% | 0% | 67% | 0% | 10% | 0% | 33% | 42% | 0% | 0% | - |
| \$101 to \$1,000 | | | | | | | | | | | | | |
| Count | 13 | 1 | 4 | 1 | 1 | 0 | 2 | 3 | 0 | 2 | 1 | 1 | - |
| Column % | 18% | 33% | 17% | 50% | 33% | 0% | 20% | 25% | 0% | 11% | 33% | 50% | - |
| More than \$1,000 | | | | | | | | | | | | | |
| 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% | - |

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

| | | C01Q2. Which of the following companies currently provides your cellular phone service? | | | | | | | | | | | | |
|------------------------------------|--|---|--------|-------------------|-----------------|---------|-------------------|-------------------|----------|------------------|---------------------|-------------------------|-------|---------------------|
| | | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know Carrier |
| QDEMO4. What state do you live in? | | | | | | | | | | | | | | |
| 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 % | | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Arizona | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | |
| 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 | 1 | 0 | 15 | 18 | 0 | 39 | 4 | 4 | 0 |
| Column % | | 13% | 0% | 18% | 17% | 8% | 0% | 13% | 13% | 0% | 13% | 14% | 5% | 0% |
| Colorado | | | | | | | | | | | | | | |
| 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 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 |
| Column % | | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% |
| Florida | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | |
| 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% |
| Idaho | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | |
| 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% | 1% | 0% | 0% | 0% | 2% | 0% | 0% | 0% | 0% | 2% | 0% |

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

| | | C01Q2. Which of the following companies currently provides your cellular phone service? | | | | | | | | | | | | |
|------------------------------------|----------|---|--------|-------------------|-----------------|---------|-------------------|-------------------|----------|------------------|---------------------|-------------------------|-------|---------------------|
| | | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know Carrier |
| QDEMO4. What state do you live in? | | | | | | | | | | | | | | |
| Louisiana | Count | 7 | 0 | 5 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 |
| | Column % | 1% | 0% | 2% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% |
| Maine | 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% | 7% | 5% | 0% | 0% | 0% | 7% | 2% | 0% | 1% | 0% | 6% | 0% |
| Minnesota | 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 | Count | 19 | 4 | 5 | 0 | 0 | 0 | 2 | 1 | 3 | 3 | 1 | 1 | 0 |
| | Column % | 2% | 14% | 2% | 0% | 0% | 0% | 2% | 1% | 18% | 1% | 3% | 1% | 0% |
| Montana | 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 | 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 | Count | 6 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 0 |
| | Column % | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 2% | 0% | 0% | 0% |
| New York | 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 | 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% |
| Ohio | 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% |

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

| | C01Q2. Which of the following companies currently provides your cellular phone service? | | | | | | | | | | | | |
|---|---|--------|-------------------|-----------------|---------|-------------------|-------------------|----------|------------------|---------------------|-------------------------|-------|---------------------|
| | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know 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 | | | | | | | | | | | | | |
| Count | 47 | 0 | 8 | 0 | 2 | 0 | 3 | 9 | 0 | 23 | 1 | 2 | 0 |
| Column % | 5% | 0% | 3% | 0% | 17% | 0% | 3% | 7% | 0% | 7% | 3% | 2% | 0% |
| Rhode Island | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| Count | 80 | 1 | 25 | 0 | 2 | 0 | 18 | 21 | 0 | 7 | 3 | 4 | 0 |
| Column % | 8% | 4% | 9% | 0% | 17% | 0% | 16% | 15% | 0% | 2% | 10% | 5% | 0% |
| Utah | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| 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. | | | | | | | | | | | | | |
| Count | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 |
| Column % | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 3% | 0% | 0% |
| West Virginia | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| 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

| C01Q2. Which of the following companies currently provides your cellular phone service? | | | | | | | | | | | | | |
|--|--------------|---------------|-------------------------------|-------------------------|----------------|---------------------------|---------------------------|-----------------|--------------------------|-----------------------------|---------------------------------|--------------|-----------------------------|
| Region variable | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know Carrier |
| 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 % | 35% | 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% |

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

| | C01Q2. Which of the following companies currently provides your cellular phone service? | | | | | | | | | | | | |
|--|--|---------------|-------------------------------|-------------------------|----------------|---------------------------|---------------------------|-----------------|--------------------------|-----------------------------|---------------------------------|--------------|-----------------------------|
| | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know Carrier |
| QDEMO5. What is your total annual household income? | | | | | | | | | | | | | |
| Sample Size | 996 | 28 | 280 | 6 | 12 | 2 | 116 | 137 | 17 | 311 | 29 | 82 | 5 |
| \$14,999 or less | | | | | | | | | | | | | |
| Count | 56 | 5 | 10 | 2 | 1 | 0 | 7 | 9 | 0 | 9 | 4 | 8 | 1 |
| Column % | 6% | 18% | 4% | 33% | 8% | 0% | 6% | 7% | 0% | 3% | 14% | 10% | 20% |
| \$15,000-\$24,999 | | | | | | | | | | | | | |
| Count | 72 | 0 | 13 | 1 | 1 | 0 | 7 | 13 | 1 | 26 | 3 | 10 | 0 |
| Column % | 7% | 0% | 5% | 17% | 8% | 0% | 6% | 9% | 6% | 8% | 10% | 12% | 0% |
| \$25,000-\$34,999 | | | | | | | | | | | | | |
| Count | 118 | 5 | 35 | 1 | 3 | 0 | 10 | 16 | 3 | 30 | 3 | 16 | 0 |
| Column % | 12% | 18% | 13% | 17% | 25% | 0% | 9% | 12% | 18% | 10% | 10% | 20% | 0% |
| \$35,000-\$49,999 | | | | | | | | | | | | | |
| Count | 164 | 6 | 42 | 1 | 2 | 0 | 24 | 24 | 5 | 41 | 9 | 16 | 1 |
| Column % | 16% | 21% | 15% | 17% | 17% | 0% | 21% | 18% | 29% | 13% | 31% | 20% | 20% |
| \$50,000-\$74,999 | | | | | | | | | | | | | |
| Count | 251 | 8 | 68 | 1 | 3 | 1 | 29 | 36 | 3 | 84 | 4 | 19 | 2 |
| Column % | 25% | 29% | 24% | 17% | 25% | 50% | 25% | 26% | 18% | 27% | 14% | 23% | 40% |
| \$75,000-\$99,999 | | | | | | | | | | | | | |
| Count | 143 | 2 | 53 | 0 | 1 | 1 | 17 | 12 | 3 | 47 | 3 | 7 | 0 |
| Column % | 14% | 7% | 19% | 0% | 8% | 50% | 15% | 9% | 18% | 15% | 10% | 9% | 0% |
| \$100,000-\$124,999 | | | | | | | | | | | | | |
| Count | 67 | 1 | 21 | 0 | 1 | 0 | 6 | 12 | 1 | 25 | 0 | 2 | 0 |
| Column % | 7% | 4% | 8% | 0% | 8% | 0% | 5% | 9% | 6% | 8% | 0% | 2% | 0% |
| \$125,000-\$149,999 | | | | | | | | | | | | | |
| 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 % | 2% | 0% | 2% | 0% | 0% | 0% | 1% | 2% | 0% | 3% | 0% | 1% | 0% |
| \$200,000-\$249,999 | | | | | | | | | | | | | |
| Count | 9 | 0 | 2 | 0 | 0 | 0 | 1 | 3 | 0 | 5 | 0 | 0 | 0 |
| Column % | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 2% | 0% | 2% | 0% | 0% | 0% |
| \$250,000-\$349,999 | | | | | | | | | | | | | |
| Count | 4 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 1 |
| Column % | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 20% |
| \$350,000 or more | | | | | | | | | | | | | |
| Count | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| Column % | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | | | | | | | | | | | | | |
| 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? | | | | | | | | | | | | |
|--|--|---------------|-------------------------------|-------------------------|----------------|---------------------------|---------------------------|-----------------|--------------------------|-----------------------------|---------------------------------|--------------|-----------------------------|
| | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know Carrier |
| QDEMO6. What is your current employment status? | | | | | | | | | | | | | |
| Sample Size | 996 | 28 | 280 | 6 | 12 | 2 | 116 | 137 | 17 | 311 | 29 | 82 | 5 |
| Employed full-time | | | | | | | | | | | | | |
| Count | 438 | 11 | 131 | 1 | 4 | 1 | 57 | 61 | 9 | 140 | 17 | 22 | 1 |
| Column % | 44% | 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 % | 10% | 11% | 8% | 0% | 8% | 0% | 9% | 9% | 6% | 14% | 7% | 9% | 0% |
| Self-employed | | | | | | | | | | | | | |
| Count | 97 | 6 | 22 | 2 | 3 | 1 | 11 | 10 | 2 | 31 | 3 | 11 | 0 |
| Column % | 10% | 21% | 8% | 33% | 25% | 50% | 9% | 7% | 12% | 10% | 10% | 13% | 0% |
| Not employed | | | | | | | | | | | | | |
| Count | 62 | 2 | 14 | 0 | 3 | 0 | 8 | 11 | 1 | 13 | 2 | 8 | 0 |
| Column % | 6% | 7% | 5% | 0% | 25% | 0% | 7% | 8% | 6% | 4% | 7% | 10% | 0% |
| Retired | | | | | | | | | | | | | |
| Count | 159 | 5 | 51 | 0 | 0 | 0 | 13 | 18 | 3 | 40 | 2 | 24 | 4 |
| Column % | 16% | 18% | 18% | 0% | 0% | 0% | 11% | 13% | 18% | 13% | 7% | 29% | 80% |
| Student | | | | | | | | | | | | | |
| Count | 65 | 0 | 21 | 1 | 0 | 0 | 11 | 7 | 0 | 23 | 0 | 5 | 0 |
| Column % | 7% | 0% | 8% | 17% | 0% | 0% | 9% | 5% | 0% | 7% | 0% | 6% | 0% |
| Homemaker | | | | | | | | | | | | | |
| Count | 72 | 1 | 18 | 2 | 1 | 0 | 6 | 18 | 1 | 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? | | | | | | | | | | | | |
|---|--|---------------|-------------------------------|-------------------------|----------------|---------------------------|---------------------------|-----------------|--------------------------|-----------------------------|---------------------------------|--------------|-----------------------------|
| | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know Carrier |
| QDEMO7. What is your marital status? | | | | | | | | | | | | | |
| Sample Size | 996 | 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 % | 8% | 21% | 8% | 17% | 25% | 50% | 10% | 8% | 12% | 7% | 14% | 4% | 0% |
| Divorced | | | | | | | | | | | | | |
| Count | 113 | 5 | 24 | 1 | 2 | 0 | 10 | 15 | 1 | 35 | 5 | 18 | 0 |
| Column % | 11% | 18% | 9% | 17% | 17% | 0% | 9% | 11% | 6% | 11% | 17% | 22% | 0% |
| Separated | | | | | | | | | | | | | |
| Count | 20 | 0 | 7 | 1 | 0 | 0 | 1 | 3 | 1 | 8 | 0 | 0 | 0 |
| Column % | 2% | 0% | 3% | 17% | 0% | 0% | 1% | 2% | 6% | 3% | 0% | 0% | 0% |
| Widowed | | | | | | | | | | | | | |
| Count | 33 | 1 | 12 | 0 | 0 | 0 | 5 | 5 | 0 | 9 | 1 | 1 | 0 |
| Column % | 3% | 4% | 4% | 0% | 0% | 0% | 4% | 4% | 0% | 3% | 3% | 1% | 0% |
| Never married | | | | | | | | | | | | | |
| Count | 222 | 5 | 67 | 2 | 2 | 0 | 36 | 29 | 2 | 63 | 7 | 13 | 1 |
| Column % | 22% | 18% | 24% | 33% | 17% | 0% | 31% | 21% | 12% | 20% | 24% | 16% | 20% |

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

| C01Q2. Which of the following companies currently provides your cellular phone service? | | | | | | | | | | | | | |
|--|--------------|---------------|-------------------------------|-------------------------|----------------|---------------------------|---------------------------|-----------------|--------------------------|-----------------------------|---------------------------------|--------------|-----------------------------|
| | Total | Alltel | AT&T/ Cingular | Boost Mobile | Cricket | Qwest Wireless | Sprint/ Nextel | T-Mobile | U.S. Cellular | Verizon Wireless | Virgin Mobile/ Helio | Other | Not Know Carrier |
| QDEMO8. {Under 3 years of age } Number of Children | | | | | | | | | | | | | |
| Sample Size | 996 | 28 | 280 | 6 | 12 | 2 | 116 | 137 | 17 | 311 | 29 | 82 | 5 |
| Mean | 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 |
| QDEMO8. {3 to 4 years of age } Number of Children | | | | | | | | | | | | | |
| Sample Size | 996 | 28 | 280 | 6 | 12 | 2 | 116 | 137 | 17 | 311 | 29 | 82 | 5 |
| Mean | 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 |
| QDEMO8. {5 to 7 years of age } Number of Children | | | | | | | | | | | | | |
| Sample Size | 996 | 28 | 280 | 6 | 12 | 2 | 116 | 137 | 17 | 311 | 29 | 82 | 5 |
| Mean | 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 Size | 996 | 28 | 280 | 6 | 12 | 2 | 116 | 137 | 17 | 311 | 29 | 82 | 5 |
| Mean | 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 | | | | | | | | | | | | | |
| Sample Size | 996 | 28 | 280 | 6 | 12 | 2 | 116 | 137 | 17 | 311 | 29 | 82 | 5 |
| Mean | 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 |