



MOBILE MARKETING ASSOCIATION



MOBILE APPS USAGE
LUTH RESEARCH
OCTOBER 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/MMA Consumer Briefing: Mobile Apps Usage

Leveraging Luth Research's online panel, SurveySavvy™, this SavvyQuest™ omnibus survey of US adult consumers was run from October 13 to October 16, 2009, with 1150 completes (including 102 non cell phone owners). Respondents who owned a cell phone participated in the full length of the study. They were asked the following questions regarding their cell phone and mobile apps usage:

- Brand of current cell phone
- Current cellular service provider
- Number of mobile apps downloaded to current cell phone
- How downloaded mobile apps were paid for
- Frequency of using downloaded mobile apps
- What the most often used mobile apps are
- Estimated mobile apps downloads for the next year as compared to this year

MOBILE APPS DOWNLOADS AND USAGES WERE DRIVEN BY SMART PHONE OWNERS:

Overall, 40% of all respondents have downloaded at least one mobile app. Almost three out of four (73%) of smart phone owners have downloaded at least one. In contrast, the majority of regular phone owners (84%) in the study have never downloaded any mobile apps.

Looking at those respondents who had downloaded one or more mobile apps:

- About half (46%) are younger consumers (18 to 34 years), and another one quarter are 35-44 years.
- More males than females (54% vs. 46%, respectively)
- Slightly more than one third (34%) are AT&T subscribers, likely due to the popularity of iPhone apps.
- 23% owned Blackberry phones, followed by Motorola (19%), LG (19%), Samsung (19%) and Apple (18%).
- On average, 68% of the apps downloaded were free and only 32% were paid for. However, for regular phone owners, almost half of the apps downloaded (47%) were paid apps.

PEOPLE USE MOBILE APPS FOR ENTERTAINMENT, INFORMATION AND NETWORKING:

The survey asked downloaders to describe the app they used most often. The top functions and features of these most used mobile apps were:

- Provided entertainment (17% over all, or 55% of those had downloaded apps)
- Provided news or current information (12% overall, or 40% of downloaded)
- Was useful on the go (11% overall, or 37% of downloaded)
- Helped connect with friends/family (10% overall, or 32% of downloaded)

APP DOWNLOAD FORECAST FOR 2010

The survey asked respondents to predict their level of mobile apps download activity next year compared to this. Slightly over half of the respondents would maintain the same level of downloading (55%), while about the same proportion would download either more (17%) or fewer (19%). But while it may seem that overall activity will remain relatively unchanged compared to this year, comparing respondents by handset type reveals that smart phone users, and iPhone users in particular, are expecting to increase their activity significantly next year. Thus, as consumers increasingly adopt smart phones, app usage will climb.

SMART PHONE OWNERSHIP LEVELS ARE HIGHER AMONG YOUNGER CONSUMERS, MALES AND HISPANICS

28% of the respondents indicated they currently own/use a smart phone. More males owned smart phone than females (54% vs. 46% female).

Looking at age, smart phone owners tended to be younger consumers:

- | | | | |
|-------|----------------|-------|----------------|
| - 19% | 18 to 24 years | - 19% | 45 to 54 years |
| - 26% | 25 to 34 years | - 6% | 55 to 64 years |
| - 24% | 35 to 44 years | - 6% | 65+ years |

Hispanics have a higher tendency to own smart phone. The ethnicity disposition of smart phone owners is:

- 59% White/Caucasian
- 20% Hispanic
- 15% Black/African American
- 5% Asian
- 2% Other

AT&T is the leading service provider for smart phone owners. In this study, the smart phone market share among the Big Four service providers is:

- | | |
|---------------|---------------------|
| - 38% AT&T | - 19% Sprint/Nextel |
| - 32% Verizon | - 16% T-Mobile |

Blackberry is the leading smart phone brand, but faces challenges from LG, Apple and Samsung. The top five smart phone brands among the smart phone owners in the study are:

- 28% Blackberry
- 22% LG
- 20% Apple (iPhone)
- 19% Samsung
- 14% Motorola

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.

LEARN MORE ABOUT THIS STUDY

To learn more about this study, license the dataset, or take advantage of the special discount available to MMA members with Luth's SavvyQuest™ omnibus surveys, please contact Peter Johnson, VP Market Intelligence, at Peter.johnson@mmaglobal.com.



TABLE 001
What is your age?

	Total	M	F	18-24	25-34	35-44	45-54	55-64	65+	<35K	35-50K	50-75K	75K+	AA	Asian	Caucs	Hisp	Other	NE	MW	South	West
Total Responding	1150	577	573	162	209	218	213	144	204	302	165	235	282	139	62	765	170	14	183	223	399	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Under 18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
18-24	162	70	92	162 EFGHI	0	0	0	0	0	65 KLM	22	23	34	13	12 N	109	26	2	32	35	57	35
	14%	12%	16%	100%	0%	0%	0%	0%	0%	22%	13%	10%	12%	9%	19%	14%	15%	12%	14%	18%	16%	14%
25-34	209	104	105	0	209 DFGHI	0	0	0	0	37	30	58 J	60 J	29	18 PQ	131	29	2	41 T	32	70	52 T
	18%	18%	18%	0%	100%	0%	0%	0%	0%	12%	18%	25%	21%	21%	29%	17%	17%	14%	22%	14%	18%	21%
35-44	218	99	119	0	0	218 DEGHI	0	0	0	46	33	49	70 J	25	12	146	35	0	27	48	90 S	40
	19%	17%	21%	0%	0%	100%	0%	0%	0%	15%	20%	21%	25%	18%	19%	19%	21%	0%	15%	22%	23%	17%
45-54	213	116	97	0	0	0	213 DEFHI	0	0	60	29	39	55	32	11	125	40 P	5	36	37	79	43
	19%	20%	17%	0%	0%	0%	100%	0%	0%	20%	18%	17%	20%	23%	18%	16%	24%	36%	20%	17%	20%	18%
55-64	144	75	69	0	0	0	0	144 DEFGI	0	42	21	25	33	24 O	2	95 O	22 O	1	21	28	40	34
	13%	13%	12%	0%	0%	0%	0%	100%	0%	14%	13%	11%	12%	17%	3%	12%	13%	7%	12%	13%	10%	14%
65+	204	113	91	0	0	0	0	0	204 DEFGH	52 M	30 M	41 M	30	16	7	159 NQ	18	4 Q	26	43	63	39
	18%	20%	16%	0%	0%	0%	0%	0%	100%	17%	18%	17%	11%	12%	11%	21%	11%	29%	14%	19%	16%	16%

(sig=.05) (all_pairs) columns tested BC, DEFGHI, JKLM, NOPQR, STUV



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TABLE 002
Are you male or female?

	Total	M	F	18-24	25-34	35-44	45-54	55-64	65+	<35K	35-50K	50-75K	75K+	AA	Asian	Caucs	Hisp	Other	NE	MW	South	West
Total Responding	1150	577	573	162	209	218	213	144	204	302	165	235	282	139	62	765	170	14	183	223	399	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	577	577 C	0	70	104	99	116 D	75	113 DF	143	73	120	159 JK	70	24	403 OQ	75	5	84	117	198	119
	50%	100%	0%	43%	50%	45%	55%	52%	55%	47%	44%	51%	56%	50%	39%	53%	44%	36%	46%	53%	50%	49%
Female	573	0	573 B	92 GI	105	119 I	97	69	91	159 M	92 M	115	123	69	38 P	362	95 P	9	99	106	201	124
	50%	0%	100%	57%	50%	55%	46%	48%	45%	53%	56%	49%	44%	50%	61%	47%	56%	64%	54%	48%	50%	51%

(sig=.05) (all_pairs) columns tested BC, DEFGHI, JKLM, NOPQR, STUV



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TABLE 003
Which of the following best describes your ethnicity?

	Total	M	F	18-24	25-34	35-44	45-54	55-64	65+	<35K	35-50K	50-75K	75K+	AA	Asian	Caucs	Hisp	Other	NE	MW	South	West
Total Responding	1150	577	573	162	209	218	213	144	204	302	165	235	282	139	62	765	170	14	183	223	399	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Black / African American	139	70	69	13	29 I	25	32 DI	24 DI	16	60 KLM	18	23	29	139 OPQR	0	0	0	0	25	28	53	26
	12%	12%	12%	8%	14%	12%	15%	17%	8%	20%	11%	10%	10%	100%	0%	0%	0%	0%	14%	13%	13%	11%
Asian	62	24	38	12 H	18 HI	12 H	11	2	7	11	6	17	19	0	62 NPQR	0	0	0	13	9	18	19
	5%	4%	7%	7%	9%	6%	5%	1%	3%	4%	4%	7%	7%	0%	100%	0%	0%	0%	7%	4%	5%	8%
White / Caucasian	765	403 C	362	109	131	146	125	95	159 DEFGH	175	109	158 J	196 J	0	0	765 NOQR	0	0	120	157	258	153
	67%	70%	63%	67%	63%	67%	59%	66%	78%	58%	66%	67%	70%	0%	0%	100%	0%	0%	66%	70%	65%	63%
Hispanic	170	75	95	26 I	29	35 I	40 I	22	18	51	29	36	38	0	0	0	170 NOPR	0	24	25	66	44 T
	15%	13%	17%	16%	14%	16%	19%	15%	9%	17%	18%	15%	14%	0%	0%	0%	100%	0%	13%	11%	17%	18%
Other	14	5	9	2	2	0	5 F	1	4 F	5 M	3 M	1	0	0	0	0	0	14 NOPQ	1	4	4	1
	1%	1%	2%	1%	1%	0%	2%	1%	2%	2%	2%	0%	0%	0%	0%	0%	0%	100%	1%	2%	1%	0%

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TABLE 004
QREGION Region variable

	Total	M	F	18-24	25-34	35-44	45-54	55-64	65+	<35K	35-50K	50-75K	75K+	AA	Asian	Caucs	Hisp	Other	NE	MW	South	West
Total Responding	1150	577	573	162	209	218	213	144	204	302	165	235	282	139	62	765	170	14	183	223	399	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Northeast	183	84	99	32	41 F	27	36	21	26	38	21	41	69 JK	25	13	120	24	1	183 TUV	0	0	0
	16%	15%	17%	20%	20%	12%	17%	15%	13%	13%	13%	17%	25%	18%	21%	16%	14%	7%	100%	0%	0%	0%
Midwest	223	117	106	35	32	48	37	28	43	66	37	53	54	28	9	157	25	4	0	223 SUV	0	0
	19%	20%	19%	22%	15%	22%	17%	19%	21%	22%	22%	23%	19%	20%	15%	21%	15%	29%	0%	100%	0%	0%
South	399	198	201	57	70	90 HI	79	40	63	132 M	69 M	86	87	53	18	258	66	4	0	0	399 STV	0
	35%	34%	35%	35%	34%	41%	37%	28%	31%	44%	42%	37%	31%	38%	29%	34%	39%	29%	0%	0%	100%	0%
West	243	119	124	35	52	40	43	34	39	66	38	55	72	26	19 P	153	44	1	0	0	0	243 STU
	21%	21%	22%	22%	25%	18%	20%	24%	19%	22%	23%	23%	26%	19%	31%	20%	26%	7%	0%	0%	0%	100%
No Cell Phone	102	59	43	3	14 D	13 D	18 D	21 DEF	33 DEFG	0	0	0	0	7	3	77	11	4 NOPQ	0	0	0	0
	9%	10%	8%	2%	7%	6%	9%	15%	16%	0%	0%	0%	0%	5%	5%	10%	7%	29%	0%	0%	0%	0%

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TABLE 005
QINCOME Income Variable

	Total	M	F	18-24	25-34	35-44	45-54	55-64	65+	<35K	35-50K	50-75K	75K+	AA	Asian	Caucs	Hisp	Other	NE	MW	South	West
Total Responding	1150	577	573	162	209	218	213	144	204	302	165	235	282	139	62	765	170	14	183	223	399	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than \$35K	302	143	159	65 EFGHI	37	46	60 E	42 E	52	302 KLM	0	0	0	60 OPQ	11	175	51 P	5	38	66 S	132 S	66
	26%	25%	28%	40%	18%	21%	28%	29%	26%	100%	0%	0%	0%	43%	18%	23%	30%	36%	21%	30%	33%	27%
\$35K to \$less than \$50K	165	73	92	22	30	33	29	21	30	0	165 JLM	0	0	18	6	109	29	3	21	37	69	38
	14%	13%	16%	14%	14%	15%	14%	15%	15%	0%	100%	0%	0%	13%	10%	14%	17%	21%	12%	17%	17%	16%
\$50K to less than \$75K	235	120	115	23	58 DGH	49 D	39	25	41	0	0	235 JKM	0	23	17	158	36	1	41	53	86	55
	20%	21%	20%	14%	28%	23%	18%	17%	20%	0%	0%	100%	0%	17%	27%	21%	21%	7%	22%	24%	22%	23%
\$75K to less than \$100K	148	67	81	20	30	36 I	30	15	17	0	0	0	148 JKL	18	9	97	24	0	34 U	28	46	40
	13%	12%	14%	12%	14%	17%	14%	10%	8%	0%	0%	0%	53%	13%	15%	13%	14%	0%	19%	13%	12%	17%
\$100K or more	134	92 C	42	14	30 I	34 DI	25	18 I	13	0	0	0	134 JKL	11	10	99	14	0	35 TU	26	41	32
	12%	16%	7%	9%	14%	16%	12%	13%	6%	0%	0%	0%	48%	8%	16%	13%	8%	0%	19%	12%	10%	13%
Prefer not to say	64	23	41 B	15 FH	10	7	12 H	2	18 FH	0	0	0	0	2	6 NQ	50 N	5	1	14	13	25	12
	6%	4%	7%	9%	5%	3%	6%	1%	9%	0%	0%	0%	0%	1%	10%	7%	3%	7%	8%	6%	6%	5%
No Cell Phone	102	59	43	3	14 D	13 D	18 D	21 DEF	33 DEFG	0	0	0	0	7	3	77	11	4 NOPQ	0	0	0	0
	9%	10%	8%	2%	7%	6%	9%	15%	16%	0%	0%	0%	0%	5%	5%	10%	7%	29%	0%	0%	0%	0%

(sig=.05) (all_pairs) columns tested BC, DEFGHI, JKLM, NOPQR, STUV



TABLE 006

QDEMO6 What is your current employment status?

	Total	M	F	18-24	25-34	35-44	45-54	55-64	65+	<35K	35-50K	50-75K	75K+	AA	Asian	Caucs	Hisp	Other	NE	MW	South	West
Total Responding	1150	577	573	162	209	218	213	144	204	302	165	235	282	139	62	765	170	14	183	223	399	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Employed full-time	429	258 C	171	41 I	123 D GHI	117 DHI	96 DHI	39 I	13	69	63 J	114 JK	171 JKL	56	29	268	72	4	75	92	161	101
	37%	45%	30%	25%	59%	54%	45%	27%	6%	23%	38%	49%	61%	40%	47%	35%	42%	29%	41%	41%	40%	42%
Employed part-time	96	30	66 B	31 EFGHI	13	17	12	9	14	43 LM	15	15	18	13	6	62	14	1	20	20	36	20
	8%	5%	12%	19%	6%	8%	6%	6%	7%	14%	9%	6%	6%	9%	10%	8%	8%	7%	11%	9%	9%	8%
Self-employed	83	43	40	4	16 D	16 D	23 DI	14 D	10	21	17	20	17	7	3	58	14	1	15	14	31	23
	7%	8%	7%	3%	8%	7%	11%	10%	5%	7%	10%	9%	6%	5%	5%	8%	8%	7%	8%	6%	8%	10%
Not employed	101	53	48	22 EI	13 I	17 I	30 EFI	19 EI	0	54 KLM	14 M	14	11	18 P	4	60	18	1	19	22	40	20
	9%	9%	8%	14%	6%	8%	14%	13%	0%	18%	9%	6%	4%	13%	7%	8%	11%	7%	10%	10%	10%	8%
Retired	184	104	80	0	0	1	14 DEF	37 DEFG	132 DEFGH	66 M	34 M	38	30	22	6	134 Q	19	3	26	40	72	46
	16%	18%	14%	0%	0%	1%	7%	26%	65%	22%	21%	16%	11%	16%	10%	18%	11%	21%	14%	18%	18%	19%
Student	71	26	45 B	58 EFGHI	4 I	5 I	4 I	0	0	24	7	10	19	7	8:00 PM	46	10	0	18 V	14	28	11
	6%	5%	8%	36%	2%	2%	2%	0%	0%	8%	4%	4%	7%	5%	13%	6%	6%	0%	10%	6%	7%	5%
Homemaker	84	4	80 B	3	26 DHI	32 D GHI	16 DI	5	2	25	15	24	16	9	3	60	12	0	10	21	31	22
	7%	1%	14%	2%	12%	15%	8%	4%	1%	8%	9%	10%	6%	7%	5%	8%	7%	0%	6%	9%	8%	9%
No Cell Phone	102	59	43	3	14 D	13 D	18 D	21 DEF	33 DEFG	0	0	0	0	7	3	77	11	4 NOPQ	0	0	0	0
	9%	10%	8%	2%	7%	6%	9%	15%	16%	0%	0%	0%	0%	5%	5%	10%	7%	29%	0%	0%	0%	0%

(sig=.05) (all_pairs) columns tested BC, DEFGHI, JKLM, NOPQR, STUV



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TABLE 007
QDEMO7 What is your marital status?

	Total	M	F	18-24	25-34	35-44	45-54	55-64	65+	<35K	35-50K	50-75K	75K+	AA	Asian	Caucs	Hisp	Other	NE	MW	South	West
Total Responding	1150	577	573	162	209	218	213	144	204	302	165	235	282	139	62	765	170	14	183	223	399	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Now Married	538	275	263	19	107 D	138 DEGHI	104 D	66 D	104 D	89	87 J	147 JK	185 JK	37	34 N	386 N	77 N	4	79	116	214 S	129 S
	47%	48%	46%	12%	51%	63%	49%	46%	51%	30%	53%	63%	66%	27%	55%	51%	45%	29%	43%	52%	54%	53%
Unmarried Partner	89	38	51	28 FGHI	23 FHI	12 I	18 I	6	2	28	13	23	22	12	1	58	17 O	1	19	13	33	24
	8%	7%	9%	17%	11%	6%	9%	4%	1%	9%	8%	10%	8%	9%	2%	8%	10%	7%	10%	6%	8%	10%
Divorced	107	50	57	2	7	21 DE	32 DE	24 DEF	21 DE	55 LM	19 M	17	12	21 OP	3	64	16	3 O	17	24	39	27
	9%	9%	10%	1%	3%	10%	15%	17%	10%	18%	12%	7%	4%	15%	5%	8%	9%	21%	9%	11%	10%	11%
Separated	22	12	10	0	3	2	9 DF	4 D	4	12 M	4	3	2	7:00 PM	1	6	8:00 PM	0	3	3	12	4
	2%	2%	2%	0%	1%	1%	4%	3%	2%	4%	2%	1%	1%	5%	2%	1%	5%	0%	2%	1%	3%	2%
Widowed	46	18	28	1	0	2	7 E	7 DEF	29 DEFGH	23 KLM	4	8	6	8	1	31	6	0	5	11	20	10
	4%	3%	5%	1%	0%	1%	3%	5%	14%	8%	2%	3%	2%	6%	2%	4%	4%	0%	3%	5%	5%	4%
Never married	246	125	121	109 EFGHI	55 FGHI	30 I	25 I	16 I	11	95 LM	38	37	55	47 PQ	19 P	143	35	2	60 UV	56	81	49
	21%	22%	21%	67%	26%	14%	12%	11%	5%	32%	23%	16%	20%	34%	31%	19%	21%	14%	33%	25%	20%	20%
No Cell Phone	102	59	43	3	14 D	13 D	18 D	21 DEF	33 DEFG	0	0	0	0	7	3	77	11	4 NOPQ	0	0	0	0
	9%	10%	8%	2%	7%	6%	9%	15%	16%	0%	0%	0%	0%	5%	5%	10%	7%	29%	0%	0%	0%	0%

(sig=.05) (all_pairs) columns tested BC, DEFGHI, JKLM, NOPQR, STUV



TABLE 008

QDEMO8 How many children do you have in each of the following age ranges?
Mean Summary Table

	Total	M	F	18-24	25-34	35-44	45-54	55-64	65+	<35K	35-50K	50-75K	75K+	AA	Asian	Caucs	Hisp	Other	NE	MW	South	West
Under 3 years of age	0.12	0.12	0.12	0.12 GHI	0.31 DFGHI	0.17 GHI	0.04 I	0.02	0.01	0.11	0.13	0.14	0.13	0.15	0.1	0.11	0.17	0	0.09	0.09	0.12	0.16 S
3 to 4 years of age	0.06	0.05	0.07	0.04 I	0.09 HI	0.15 DGHI	0.04 I	0.01	0.01	0.04	0.08	0.07	0.07	0.05	0.1	0.06	0.07	0	0.03	0.05	0.08 S	0.06
5 to 7 years of age	0.09	0.06	0.12 B	0.01	0.15 DGHI	0.21 DGHI	0.06 DH	0.01	0.03	0.05	0.09	0.12 J	0.11 J	0.08	0.07	0.09	0.09	0.1	0.06	0.1	0.1	0.09
8 to 12 years of age	0.17	0.15	0.19	0.03	0.20 DHI	0.37 DEGHI	0.25 DHI	0.06	0.04	0.12	0.19	0.20 J	0.21 J	0.14	0.15	0.17	0.25	0.1	0.13	0.19	0.19	0.16
13 to 18 years of age	0.21	0.2	0.21	0.06	0.09	0.39 DEHI	0.47 DEHI	0.11	0.04	0.2	0.2	0.23	0.23	0.22	0.25	0.19	0.24	0.4	0.2	0.22	0.24 V	0.15

(sig=.05) (all_pairs) columns tested BC, DEFGHI, JKLM, NOPQR, STUV



SavvyQuest™ Omnibus 10192009

MOBILE MARKETING ASSOCIATION

TABLE 009

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

	Total	M	F	18-24	25-34	35-44	45-54	55-64	65+	<35K	35-50K	50-75K	75K+	AA	Asian	Caucs	Hisp	Other	NE	MW	South	West
Total Responding	1150	577	573	162	209	218	213	144	204	302	165	235	282	139	62	765	170	14	183	223	399	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Verizon Wireless	321	156	165	53 G	59	63	50	36	60	77	52	68	95 J	24	14	228 N	50 N	5	69 U	69	106	77
	28%	27%	29%	33%	28%	29%	24%	25%	29%	26%	32%	29%	34%	17%	23%	30%	29%	36%	38%	31%	27%	32%
AT&T/Cingular	308	150	158	53	52	58	64	33	48	69	45	72 J	98 J	32	21	209	42	4	51	48	128 T	81 T
	27%	26%	28%	33%	25%	27%	30%	23%	24%	23%	27%	31%	35%	23%	34%	27%	25%	29%	28%	22%	32%	33%
T-Mobile	157	74	83	20	42 DHI	29	32	15	19	42	29	36	44	24	13 P	89	31 P	0	28	25	58	46 T
	14%	13%	15%	12%	20%	13%	15%	10%	9%	14%	18%	15%	16%	17%	21%	12%	18%	0%	15%	11%	15%	19%
Sprint/Nextel	146	72	74	20	35 I	27	29	17	18	37	21	38	44	24 P	13 P	86	22	1	23	39 V	57	27
	13%	13%	13%	12%	17%	12%	14%	12%	9%	12%	13%	16%	16%	17%	21%	11%	13%	7%	13%	18%	14%	11%
Alltel	28	18	10	5	4	8	4	1	6	15 LM	6	3	4	4	0	22	2	0	0	8 SV	19 SV	1
	2%	3%	2%	3%	2%	4%	2%	1%	3%	5%	4%	1%	1%	3%	0%	3%	1%	0%	0%	4%	5%	0%
U.S. Cellular	27	11	16	1	5	6	3	6 D	6	13	3	5	6	7:00 PM	1	15	4	0	2	16 SUV	3	6
	2%	2%	3%	1%	2%	3%	1%	4%	3%	4%	2%	2%	2%	5%	2%	2%	2%	0%	1%	7%	1%	3%
Virgin Mobile/Helio	27	12	15	5	4	6	6	2	4	7	5	7	6	4	2	18	3	0	1	7	14 S	5
	2%	2%	3%	3%	2%	3%	3%	1%	2%	2%	3%	3%	2%	3%	3%	2%	2%	0%	1%	3%	4%	2%
Boost Mobile	19	12	7	2	5	3	7 I	1	1	8	4	2	5	6:00 PM	0	7	6:00 PM	0	6 U	3	4	6
	2%	2%	1%	1%	2%	1%	3%	1%	1%	3%	2%	1%	2%	4%	0%	1%	4%	0%	3%	1%	1%	3%
Cricket	14	8	6	4	2	2	3	2	1	7 L	2	0	4	6:00 PM	0	6	2	0	1	6	4	3
	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	1%	0%	1%	4%	0%	1%	1%	0%	1%	3%	1%	1%
Qwest Wireless	4	4 C	0	0	2	1	0	0	1	0	0	0	3	1	0	2	1	0	1	1	0	2
	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	0%	1%
Other (SPECIFY)	84	49	35	8	11	14	17	13	21	46 KLM	13 M	15	9	18 OP	1	54	11	0	15	18	36	15
	7%	9%	6%	5%	5%	6%	8%	9%	10%	15%	8%	6%	3%	13%	2%	7%	7%	0%	8%	8%	9%	6%
Have phone but don't know who the carrier is	9	3	6	0	3	1	1	0	4	3	1	0	2	2	0	6	1	0	2	2	4	1
	1%	1%	1%	0%	1%	1%	1%	0%	2%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%
Don't own/use a mobile phone or have a mobile wireless carrier	102	59	43	3	14 D	13 D	18 D	21 DEF	33 DEFG	0	0	0	0	7	3	77	11	4 NOPQ	0	0	0	0
	9%	10%	8%	2%	7%	6%	9%	15%	16%	0%	0%	0%	0%	5%	5%	10%	7%	29%	0%	0%	0%	0%
No Cell Phone	102	59	43	3	14 D	13 D	18 D	21 DEF	33 DEFG	0	0	0	0	7	3	77	11	4 NOPQ	0	0	0	0
	9%	10%	8%	2%	7%	6%	9%	15%	16%	0%	0%	0%	0%	5%	5%	10%	7%	29%	0%	0%	0%	0%

(sig=.05) (all_pairs) columns tested BC, DEFGHI, JKLM, NOPQR, STUV



SavvyQuest™ Omnibus 10192009

MOBILE MARKETING ASSOCIATION

TABLE 010

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

	Total	M	F	18-24	25-34	35-44	45-54	55-64	65+	<35K	35-50K	50-75K	75K+	AA	Asian	Caucs	Hisp	Other	NE	MW	South	West
Total Responding	1150	577	573	162	209	218	213	144	204	302	165	235	282	139	62	765	170	14	183	223	399	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Motorola	257	134	123	27	38	58 DE	44	36	54 DE	75	42	65	62	32	12	172	39	2	41	59	100	57
	22%	23%	22%	17%	18%	27%	21%	25%	27%	25%	26%	28%	22%	23%	19%	23%	23%	14%	22%	27%	25%	24%
Samsung	251	103	148 B	51 FHI	47 F	32	56 FI	30	35	82	38	53	59	34	19 P	153	43	2	39	57	100	55
	22%	18%	26%	32%	23%	15%	26%	21%	17%	27%	23%	23%	21%	25%	31%	20%	25%	14%	21%	26%	25%	23%
LG	232	106	126	60 EFGHI	47 GI	40	31	24	30	62	30	50	71	28	6	166 O	31	1	42	54	84	52
	20%	18%	22%	37%	23%	18%	15%	17%	15%	21%	18%	21%	25%	20%	10%	22%	18%	7%	23%	24%	21%	21%
Nokia	129	73	56	11	18	23	35 DE	17	25	39	25	28	32	8	5	94 N	19	3 N	22	26	48	33
	11%	13%	10%	7%	9%	11%	16%	12%	12%	13%	15%	12%	11%	6%	8%	12%	11%	21%	12%	12%	12%	14%
Blackberry (Research in Motion/RIM)	97	53	44	18 HI	25 HI	23 HI	21 HI	5	5	19	11	20	46 JKL	18 P	5	55	18	1	20	17	36	24
	8%	9%	8%	11%	12%	11%	10%	4%	3%	6%	7%	9%	16%	13%	8%	7%	11%	7%	11%	8%	9%	10%
Apple (iPhone)	68	41	27	15 HI	20 HI	17 HI	12 HI	2	2	11	8	15	31 JK	5	3	41	19 NP	0	12 T	5	26 T	25 T
	6%	7%	5%	9%	10%	8%	6%	1%	1%	4%	5%	6%	11%	4%	5%	5%	11%	0%	7%	2%	7%	10%
Sony Ericsson	37	18	19	4	9	10	5	2	7	7	6	12	9	3	5 NP	23	5	1	8	9	13	7
	3%	3%	3%	3%	4%	5%	2%	1%	3%	2%	4%	5%	3%	2%	8%	3%	3%	7%	4%	4%	3%	3%
Sanyo	27	15	12	2	3	5	5	5	7	7	5	8	7	2	3	19	2	1	3	5	12	7
	2%	3%	2%	1%	1%	2%	2%	4%	3%	2%	3%	3%	3%	1%	5%	3%	1%	7%	2%	2%	3%	3%
Kyocera	24	15	9	2	3	7	7	1	4	11	4	3	5	6:00 PM	1	13	4	0	1	9 SV	12	2
	2%	3%	2%	1%	1%	3%	3%	1%	2%	4%	2%	1%	2%	4%	2%	2%	2%	0%	1%	4%	3%	1%
HTC	23	16	7	5 HI	9 HI	5 I	4 I	0	0	2	3	5	12 J	5	1	13	4	0	3	5	6	9
	2%	3%	1%	3%	4%	2%	2%	0%	0%	1%	2%	2%	4%	4%	2%	2%	2%	0%	2%	2%	2%	4%
Palm/Treo/Centro	13	10	3	1	5	2	3	1	1	1	2	2	7 J	1	1	7	4	0	2	1	5	5
	1%	2%	1%	1%	2%	1%	1%	1%	1%	0%	1%	1%	3%	1%	2%	1%	2%	0%	1%	0%	1%	2%
Danger/Sidekick	7	3	4	4 G	1	1	0	0	1	3	2	0	2	1	2:00 PM	1	3:00 PM	0	1	0	4	2
	1%	1%	1%	3%	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%	3%	0%	2%	0%	1%	0%	1%	1%
Audiovox/Starcomm	6	2	4	3 EF	0	0	1	0	2	6 LM	0	0	0	2	1	3	0	0	1	2	2	1
	1%	0%	1%	2%	0%	0%	1%	0%	1%	2%	0%	0%	0%	1%	2%	0%	0%	0%	1%	1%	1%	0%
Siemens	3	3	0	0	1	0	1	0	1	0	2	0	1	2:00 PM	0	1	0	0	0	1	1	1
	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Toshiba	3	2	1	0	1	0	1	0	1	1	1	0	1	1	0	1	1	0	1	0	2	0
	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%
HP/IPAQ	2	2	0	0	1	0	1	0	0	0	0	1	0	0	0	2	0	0	0	1	1	0
	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other (SPECIFY)	26	17	9	1	4	6	5	4	6	8	8	4	5	5	2	15	2	2 PQ	4	4	12	6
	2%	3%	2%	1%	2%	3%	2%	3%	3%	3%	5%	2%	2%	4%	3%	2%	1%	14%	2%	2%	3%	3%
Don't know/refused	25	10	15	2	3	6	2	2	10 EG	9	3	5	4	5	1	17	2	0	4	5	11	5
	2%	2%	3%	1%	1%	3%	1%	1%	5%	3%	2%	2%	1%	4%	2%	2%	1%	0%	2%	2%	3%	2%
No Cell Phone	102	59	43	3	14 D	13 D	18 D	21 DEF	33 DEFG	0	0	0	0	7	3	77	11	4 NOPQ	0	0	0	0
	9%	10%	8%	2%	7%	6%	9%	15%	16%	0%	0%	0%	0%	5%	5%	10%	7%	29%	0%	0%	0%	0%

(sig=.05) (all_pairs) columns tested BC, DEFGHI, JKLM, NOPQR, STUV



SavvyQuest™ Omnibus 10192009

MOBILE MARKETING ASSOCIATION

TABLE 011
C. What type of message/SMS plan do you use to pay for text messages that you send and receive on your wireless mobile phone? Please check all that apply.

	Total	M	F	18-24	25-34	35-44	45-54	55-64	65+	<35K	35-50K	50-75K	75K+	AA	Asian	Caucs	Hisp	Other	NE	MW	South	West
Total Responding	1150	577	573	162	209	218	213	144	204	302	165	235	282	139	62	765	170	14	183	223	399	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
An unlimited text message/SMS plan	917	438	479 B	146 EFGHI	164	174	166	115	152	272	151	200	241	118 R	50 R	612 R	130 R	7	161	203 V	354 V	199
	80%	76%	84%	90%	79%	80%	78%	80%	75%	90%	92%	85%	86%	85%	81%	80%	77%	50%	88%	91%	89%	82%
A charge for each text message/SMS	323	175	148	62 HI	85 GHI	78 HI	63 HI	18	17	75	43	74	119 JKL	47 P	17	190	64 P	5	60	60	117	86 T
	28%	30%	26%	38%	41%	36%	30%	13%	8%	25%	26%	32%	42%	34%	27%	25%	38%	36%	33%	27%	29%	35%
A message/SMS package which allows you to send and receive a preset number of messages	158	80	78	17	54 DFGHI	34 HI	29 I	12	12	34	22	52 JK	44	17	13	106	21	1	20	28	63	47 ST
	14%	14%	14%	11%	26%	16%	14%	8%	6%	11%	13%	22%	16%	12%	21%	14%	12%	7%	11%	13%	16%	19%
My carrier gives me free texting as part of a promotion	18	12	6	0	4	2	3	4 D	5 D	7	5	2	3	4	0	11	3	0	3 V	8 V	7 V	0
	2%	2%	1%	0%	2%	1%	1%	3%	3%	2%	3%	1%	1%	3%	0%	1%	2%	0%	2%	4%	2%	0%
Other (SPECIFY:)	4	1	3	0	0	0	1	1	2	2	1	0	0	0	0	4	0	0	0	1	1	2
	0%	0%	1%	0%	0%	0%	1%	1%	1%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
Don't have text messaging/SMS plan	220	110	110	4	14	34 DE	36 DE	43 DEFG	89 DEFGH	74 LM	37	41	47	24	16	144	35	1	28	49	90 S	53
	19%	19%	19%	3%	7%	16%	17%	30%	44%	25%	16%	17%	17%	17%	26%	19%	21%	7%	15%	22%	23%	22%
Don't Know/Not sure	71	34	37	6	3	16 E	9	9 E	28 DEFGH	21 M	13 M	23 M	9	13 O	1	48	8	1	16 U	21 U	18	16
	6%	6%	7%	4%	1%	7%	4%	6%	14%	7%	8%	10%	3%	9%	2%	6%	5%	7%	9%	9%	5%	7%
Refused/NA	13	7	6	1	1	0	2	1	8 DEFG	2	1	3	1	1	0	10	2	0	5	3	3	2
	1%	1%	1%	1%	1%	0%	1%	1%	4%	1%	1%	1%	0%	1%	0%	1%	1%	0%	3%	1%	1%	1%
No Cell Phone	102	59	43	3	14 D	13 D	18 D	21 DEF	33 DEFG	0	0	0	0	7	3	77	11	4 NOPQ	0	0	0	0
	9%	10%	8%	2%	7%	6%	9%	15%	16%	0%	0%	0%	0%	5%	5%	10%	7%	29%	0%	0%	0%	0%

(sig=.05) (all_pairs) columns tested BC, DEFGHI, JKLM, NOPQR, STUV



SavvyQuest™ Omnibus 10192009

MOBILE MARKETING ASSOCIATION

TABLE 012

D. Thinking about your primary cell phone, is it a :

	Total	M	F	18-24	25-34	35-44	45-54	55-64	65+	<35K	35-50K	50-75K	75K+	AA	Asian	Caucs	Hisp	Other	NE	MW	South	West
Total Responding	1150	577	573	162	209	218	213	144	204	302	165	235	282	139	62	765	170	14	183	223	399	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Smartphone (i.e., a phone that has advanced features similar to computer functions such as opening and reviewing documents, keyboard, email, and web browsing)	324	175	149	62 HI	85 GHI	78 HI	63 HI	18	18	75	44	74	119 JKL	47 P	17	191	64 P	5	61	60	117	86 T
	28%	30%	26%	38%	41%	36%	30%	13%	9%	25%	27%	32%	42%	34%	27%	25%	38%	36%	33%	27%	29%	35%
Regular phone	724	343	381 B	97	110	127	132	105 DEFG	153 DEFG	227 M	121 M	161 M	163	85	42 R	497 QR	95	5	122	163 V	282	157
	63%	59%	67%	60%	53%	58%	62%	73%	75%	75%	73%	69%	58%	61%	68%	65%	56%	36%	67%	73%	71%	65%
No Cell Phone	102	59	43	3	14 D	13 D	18 D	21 DEF	33 DEFG	0	0	0	0	7	3	77	11	4 NOPQ	0	0	0	0
	9%	10%	8%	2%	7%	6%	9%	15%	16%	0%	0%	0%	0%	5%	5%	10%	7%	29%	0%	0%	0%	0%

(sig=.05) (all_pairs) columns tested BC, DEFGHI, JKLM, NOPQR, STUV



SavvyQuest™ Omnibus 10192009

MOBILE MARKETING ASSOCIATION

TABLE 013
C1Q01. About how many Mobile Apps in total have you downloaded onto your current cell phone? Your best estimate will be fine.

	Total	M	F	18-24	25-34	35-44	45-54	55-64	65+	<35K	35-50K	50-75K	75K+	AA	Asian	Caucs	Hisp	Other	NE	MW	South	West
Total Responding	1150	577	573	162	209	218	213	144	204	302	165	235	282	139	62	765	170	14	183	223	399	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0	698	329	369 B	87	107	117	130 E	103 DEFG	154 DEFG	222 LM	112 M	145	163	83 R	34	486 QR	91	4	104	165 SV	277 S	152
	61%	57%	64%	54%	51%	54%	61%	72%	76%	74%	68%	62%	58%	60%	55%	64%	54%	29%	57%	74%	69%	63%
1	52	28	24	9 I	12 I	12 I	11 I	5	3	14	7	16	14	4	5	30	12	1	15 T	8	18	11
	5%	5%	4%	6%	6%	6%	5%	4%	2%	5%	4%	7%	5%	3%	8%	4%	7%	7%	8%	4%	5%	5%
2 to 3	113	52	61	24 HI	25 HI	31 HI	21 I	7	5	28	19	28	34	25 P	6	56	24 P	2	27 U	22	34	30
	10%	9%	11%	15%	12%	14%	10%	5%	3%	9%	12%	12%	12%	18%	10%	7%	14%	14%	15%	10%	9%	12%
4 to 5	57	31	26	14 HI	10 H	19 HI	9 H	1	4	18	8	16	14	4	4	43	6	0	14 V	10	25	8
	5%	5%	5%	9%	5%	9%	4%	1%	2%	6%	5%	7%	5%	3%	7%	6%	4%	0%	8%	5%	6%	3%
6 to 10	61	32	29	13 I	18 GI	11	8	7	4	10	8	14	29 JK	10	5	32	12	2	8	12	20	21
	5%	6%	5%	8%	9%	5%	4%	5%	2%	3%	5%	6%	10%	7%	8%	4%	7%	14%	4%	5%	5%	9%
11 to 20	24	18 C	6	6 HI	6 H	5	6 H	0	1	2	6 J	6	9 J	2	3	13	5	1	5	3	7	9
	2%	3%	1%	4%	3%	2%	3%	0%	1%	1%	4%	3%	3%	1%	5%	2%	3%	7%	3%	1%	2%	4%
21 -30	20	11	9	3	5 I	5 I	7 HI	0	0	5	1	5	8	3	1	11	5	0	6	2	6	6
	2%	2%	2%	2%	2%	2%	3%	0%	0%	2%	1%	2%	3%	2%	2%	1%	3%	0%	3%	1%	2%	3%
31 - 40	10	9 C	1	1	5 I	3	1	0	0	0	3 J	2	5 J	1	0	7	2	0	1	1	4	4
	1%	2%	0%	1%	2%	1%	1%	0%	0%	0%	2%	1%	2%	1%	0%	1%	1%	0%	1%	0%	1%	2%
41 - 50	6	5	1	0	3	2	1	0	0	0	0	1	5 J	0	1	5	0	0	1	0	5	0
	1%	1%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	2%	0%	2%	1%	0%	0%	1%	0%	1%	0%
More than 50	7	3	4	2	4 FI	0	1	0	0	3	1	2	1	0	0	5	2	0	2	0	3	2
	1%	1%	1%	1%	2%	0%	1%	0%	0%	1%	1%	1%	0%	0%	0%	1%	1%	0%	1%	0%	1%	1%
No Cell Phone	102	59	43	3	14 D	13 D	18 D	21 DEF	33 DEFG	0	0	0	0	7	3	77	11	4 NOPQ	0	0	0	0
	9%	10%	8%	2%	7%	6%	9%	15%	16%	0%	0%	0%	0%	5%	5%	10%	7%	29%	0%	0%	0%	0%

(sig=.05) (all_pairs) columns tested BC, DEFGHI, JKLM, NOPQR, STUV



TABLE 014
C1Q02. Which of the following reasons explain why you have not downloaded any apps onto your current cell phone? Please check all that apply.

	Total	M	F	18-24	25-34	35-44	45-54	55-64	65+	<35K	35-50K	50-75K	75K+	AA	Asian	Caucs	Hisp	Other	NE	MW	South	West
Total Responding	1150	577	573	162	209	218	213	144	204	302	165	235	282	139	62	765	170	14	183	223	399	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
My cell phone can't download apps	243	118	125	38	46	44	33	35 G	47	77	42	48	61	24	15	176 Q	27	1	33	57	97	56
	21%	21%	22%	24%	22%	20%	16%	24%	23%	26%	26%	20%	22%	17%	24%	23%	16%	7%	18%	26%	24%	23%
I don't know what apps are	92	41	51	2	3	14 DE	23 DE	17 DE	33 DEF	38 M	17 M	18	15	15	6	56	15	0	15	21	37	19
	8%	7%	9%	1%	1%	6%	11%	12%	16%	13%	10%	8%	5%	11%	10%	7%	9%	0%	8%	9%	9%	8%
I don't know how to download apps	65	26	39	6	10	6	11	11 F	21 DEFG	15	13	17	13	6	4	48	7	0	6	17	27	15
	6%	5%	7%	4%	5%	3%	5%	8%	10%	5%	8%	7%	5%	4%	7%	6%	4%	0%	3%	8%	7%	6%
The apps I wanted were too expensive	65	31	34	15 I	18 I	10	12	6	4	17	10	17	18	9 Q	2	51 Q	3	0	11	18 V	28 V	8
	6%	5%	6%	9%	9%	5%	6%	4%	2%	6%	6%	7%	6%	7%	3%	7%	2%	0%	6%	8%	7%	3%
I looked in the apps store but didn't find anything I wanted	60	35	25	11	13	8	12	9	7	20	11	17	11	8	2	39	10	1	11	14	25	10
	5%	6%	4%	7%	6%	4%	6%	6%	3%	7%	7%	7%	4%	6%	3%	5%	6%	7%	6%	6%	6%	4%
I didn't trust the quality of the apps	12	8	4	2	2	1	3	1	3	3	0	4	5	2	0	10	0	0	3	2	4	3
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	2%	2%	1%	0%	1%	0%	0%	2%	1%	1%	1%
Something else, please specify	86	42	44	7	12	17	14	14	22 D	25	11	19	22	5	4	65 N	11	1	16	20	29	21
	8%	7%	8%	4%	6%	8%	7%	10%	11%	8%	7%	8%	8%	4%	7%	9%	7%	7%	9%	9%	7%	9%
Don't know/no reason	161	75	86	16	16	28	35 E	22 E	44 DEF	52	23	32	33	20	8	110	22	1	23	35	62	41
	14%	13%	15%	10%	8%	13%	16%	15%	22%	17%	14%	14%	12%	14%	13%	14%	13%	7%	13%	16%	16%	17%
No Cell Phone	102	59	43	3	14 D	13 D	18 D	21 DEF	33 DEFG	0	0	0	0	7	3	77	11	4 NOPQ	0	0	0	0
	9%	10%	8%	2%	7%	6%	9%	15%	16%	0%	0%	0%	0%	5%	5%	10%	7%	29%	0%	0%	0%	0%
Have downloaded apps	350	189	161	72 GHI	88 GHI	88 GHI	65 HI	20	17	80	53	90 J	119 JK	49 P	25 P	202	68 P	6	79 TU	58	122	91 T
	30%	33%	28%	44%	42%	40%	31%	14%	8%	27%	32%	38%	42%	35%	40%	26%	40%	43%	43%	26%	31%	37%

(sig=.05) (all_pairs) columns tested BC, DEFGHI, JKLM, NOPQR, STUV



TABLE 015
C1Q03. Thinking about all the mobile apps you downloaded onto your current cellphone, about what percentage were:
Mean Summary Table

	Total	M	F	18-24	25-34	35-44	45-54	55-64	65+	<35K	35-50K	50-75K	75K+	AA	Asian	Caucs	Hisp	Other	NE	MW	South	West
apps you paid for	31.74	27.75	36.42 B	25.17	28.77	35.58	34.58	50.50 DEI	22.06	26.24	39.62	35.87	29.42	31.73	20	31.96	31.28	78.33 NOPQ	36.76 V	27.76	35.48 V	24.89
free apps that contained advertising	21.73	24.83 C	18.09	29.53 FGH	25.51 H	18.08	16.65	8.5	22.94	20.94	21.4	18.56	24.08	18.41	35.00 NP	19.07	28.22 P	9.17	20.33	16.17	22.69	25.19
free apps that did not contain advertising	46.54	47.43	45.49	45.31	45.72	46.34	48.77	41	55	52.83	38.98	45.58	46.5	49.86 R	45	48.97 R	40.5	12.5	42.91	56.07 U	41.83	49.92

(sig=.05) (all_pairs) columns tested BC, DEFGHI, JKLM, NOPQR, STUV



TABLE 016
C1Q04. How frequently do you use the apps you downloaded onto your current cellphone ? For each option below, please enter a percentage between 0 and
Mean Summary Table

	Total	M	F	18-24	25-34	35-44	45-54	55-64	65+	<35K	35-50K	50-75K	75K+	AA	Asian	Caucs	Hisp	Other	NE	MW	South	West
Use every day	28.65	26.74	30.91	29.49	31.85	28.99	28.4	20.5	17.41	30.36	35.19	27.54	24.71	27.16	22.64	28.69	31.56	31.83	31.61	37.34 UV	26.05	24.04
Use every week, but not every day	28.04	31.18 C	24.35	31.33	23.33	28.13	30	34	23.53	27.91	25.06	25.73	31.03	35.92	26.28	28.08	23.81	17.5	28.48	20.78	30.33 T	29.22
Use every month, but not every week	18.78	18.43	19.19	19.94	17.89	19.32	14.65	27.25	21.47	15.55	22.49	19.94	18.58	11.31	19.2	21.60 N	15.66	18.33	17.57	20.05	17.28	21.02
Use within the last year, but not every month	13.42	11.45	15.73	12.5	13.74	12.32	15.51	11.5	15.59	14.14	12.92	13.63	12.97	13.59	18.8	10.98	18.26 P	16.67	11.81	11.81	15.84	12.58
Have not used at all in the last year	11.11	12.21	9.83	6.74	13.19	11.25	11.45	6.75	22.00 D	12.04	4.34	13.14 K	12.71 K	12.02	13.08	10.65	10.71	15.67	10.53	10.02	10.5	13.13

(sig=.05) (all_pairs) columns tested BC, DEFGHI, JKLM, NOPQR, STUV



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MOBILE MARKETING ASSOCIATION

TABLE 017
C1Q05. Thinking about the mobile app you downloaded and use most often, which of the following describes the functions and features of this

	Total	M	F	18-24	25-34	35-44	45-54	55-64	65+	<35K	35-50K	50-75K	75K+	AA	Asian	Caucs	Hisp	Other	NE	MW	South	West
Total Responding	1150	577	573	162	209	218	213	144	204	302	165	235	282	139	62	765	170	14	183	223	399	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It provides entertainment	194	95	99	52 EFGHI	48 GHI	48 GHI	30 I	11 I	5	44	33	47	66 J	32 P	12	108	39 P	3	48 TU	30	67	49
	17%	17%	17%	32%	23%	22%	14%	8%	3%	15%	20%	20%	23%	23%	19%	14%	23%	21%	26%	14%	17%	20%
It provides news or current information	139	86 C	53	25 HI	40 GHI	33 HI	24 I	11 I	6	31	20	35	50 J	18	13 P	79	26	3	31	24	50	34
	12%	15%	9%	15%	19%	15%	11%	8%	3%	10%	12%	15%	18%	13%	21%	10%	15%	21%	17%	11%	13%	14%
It is useful when I'm on the go	128	70	58	21 HI	32 HI	30 HI	29 HI	9	7	33	15	35	42	20 P	13 P	68	25 P	2	25 T	15	52 T	36 T
	11%	12%	10%	13%	15%	14%	14%	6%	3%	11%	9%	15%	15%	14%	21%	9%	15%	14%	14%	7%	13%	15%
Helps me connect with friends, family or colleagues	115	53	62	22 HI	27 HI	26 HI	25 HI	5	10	25	16	36 J	36	19 P	10:00 PM	61	24 P	1	32 TU	11	39 T	33 T
	10%	9%	11%	14%	13%	12%	12%	4%	5%	8%	10%	15%	13%	14%	16%	8%	14%	7%	18%	5%	10%	14%
It helps me manage my life	87	45	42	18 HI	26 HI	19 HI	17 HI	4	3	22	12	16	34 L	12	8:00 PM	48	18 P	1	22 T	10	34	21
	8%	8%	7%	11%	12%	9%	8%	3%	2%	7%	7%	7%	12%	9%	13%	6%	11%	7%	12%	5%	9%	9%
It is useful for school or work	57	34	23	16 GHI	19 GHI	13 HI	7 I	2	0	18	9	12	18	8	3	30	16 P	0	10	5	25 T	17 T
	5%	6%	4%	10%	9%	6%	3%	1%	0%	6%	6%	5%	6%	6%	5%	4%	9%	0%	6%	2%	6%	7%
I like to show it to others	50	31	19	16 GHI	12 HI	12 HI	7	1	2	15	6	6	23 L	9:00 PM	4	23	13 P	1	15 TV	6	21	8
	4%	5%	3%	10%	6%	6%	3%	1%	1%	5%	4%	3%	8%	7%	7%	3%	8%	7%	8%	3%	5%	3%
It helps me shop or browse for things to buy	40	22	18	7 HI	16 Fghi	7	7	1	2	9	9	7	14	8:00 PM	7:00 PM	17	8	0	11	6	11	12
	4%	4%	3%	4%	8%	3%	3%	1%	1%	3%	6%	3%	5%	6%	11%	2%	5%	0%	6%	3%	3%	5%
I use it to make purchases or place orders	24	12	12	4 I	9 HI	5 I	5 I	1	0	3	6 J	3	12 JL	6:00 PM	3:00 PM	9	6:00 PM	0	9 TU	2	6	7
	2%	2%	2%	3%	4%	2%	2%	1%	0%	1%	4%	1%	4%	4%	5%	1%	4%	0%	5%	1%	2%	3%
None of these	19	9	10	1	7 F	1	6	2	2	7	4	5	3	4	1	10	3	1	4	4	9	2
	2%	2%	2%	1%	3%	1%	3%	1%	1%	2%	2%	2%	1%	3%	2%	1%	2%	7%	2%	2%	2%	1%
No Cell Phone	102	59	43	3	14 D	13 D	18 D	21 DEF	33 DEFG	0	0	0	0	7	3	77	11	4 NOPQ	0	0	0	0
	9%	10%	8%	2%	7%	6%	9%	15%	16%	0%	0%	0%	0%	5%	5%	10%	7%	29%	0%	0%	0%	0%
Have not downloaded apps	698	329	369 B	87	107	117	130 E	103 DEFG	154 DEFG	222 LM	112 M	145	163	83 R	34	486 QR	91	4	104	165 SV	277 S	152
	61%	57%	64%	54%	51%	54%	61%	72%	76%	74%	68%	62%	58%	60%	55%	64%	54%	29%	57%	74%	69%	63%

(sig=.05) (all_pairs) columns tested BC, DEFGHI, JKLM, NOPQR, STUV



TABLE 018
C1Q06. Thinking about the next year, do you expect to download more apps, fewer apps, or about the same number as this year?

	Total	M	F	18-24	25-34	35-44	45-54	55-64	65+	<35K	35-50K	50-75K	75K+	AA	Asian	Caucs	Hisp	Other	NE	MW	South	West
Total Responding	1150	577	573	162	209	218	213	144	204	302	165	235	282	139	62	765	170	14	183	223	399	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top Two (Net)	199	112	87	50 EFGHI	45 HI	43 HI	37 HI	12	12	56	24	45	65 K	26	13	118	40 P	2	33	38	78	50
	17%	19%	15%	31%	22%	20%	17%	8%	6%	19%	15%	19%	23%	19%	21%	15%	24%	14%	18%	17%	20%	21%
Many more than this year	82	48	34	27 FGHI	27 FGHI	15 HI	11 HI	1	1	25	8	19	26	13	5	47	17	0	14	10	34	24 T
	7%	8%	6%	17%	13%	7%	5%	1%	1%	8%	5%	8%	9%	9%	8%	6%	10%	0%	8%	5%	9%	10%
Somewhat more than this year	117	64	53	23 I	18	28 I	26 I	11	11	31	16	26	39	13	8	71	23	2	19	28	44	26
	10%	11%	9%	14%	9%	13%	12%	8%	5%	10%	10%	11%	14%	9%	13%	9%	14%	14%	10%	13%	11%	11%
About the same number as this year	635	302	333 B	91	128 I	123	121	75	97	180	105	140	172	73	34	441 Q	81	6	108	142	235	150
	55%	52%	58%	56%	61%	56%	57%	52%	48%	60%	64%	60%	61%	53%	55%	58%	48%	43%	59%	64%	59%	62%
Bottom Two (Net)	214	104	110	18	22	39 E	37 E	36 DE	62 DEFG	66	36	50	45	33	12	129	38	2	42	43	86	43
	19%	18%	19%	11%	11%	18%	17%	25%	30%	22%	22%	21%	16%	24%	19%	17%	22%	14%	23%	19%	22%	18%
Somewhat fewer than this year	44	22	22	6	9	8	7	8	6	7	11 J	13	13	2	3	28	9	2 NP	15 UV	9	14	6
	4%	4%	4%	4%	4%	4%	3%	6%	3%	2%	7%	6%	5%	1%	5%	4%	5%	14%	8%	4%	4%	3%
Many fewer than this year	170	82	88	12	13	31 DE	30 DE	28 DE	56 DEFG	59 M	25	37	32	31 PR	9	101	29	0	27	34	72	37
	15%	14%	15%	7%	6%	14%	14%	19%	28%	20%	15%	16%	11%	22%	15%	13%	17%	0%	15%	15%	18%	15%
No Cell Phone	102	59	43	3	14 D	13 D	18 D	21 DEF	33 DEFG	0	0	0	0	7	3	77	11	4 NOPQ	0	0	0	0
	9%	10%	8%	2%	7%	6%	9%	15%	16%	0%	0%	0%	0%	5%	5%	10%	7%	29%	0%	0%	0%	0%

(sig=.05) (all_pairs) columns tested BC, DEFGHI, JKLM, NOPQR, STUV



TABLE 001
What is your age?

	Total	Alltel	AT&T	Boost	Cricket	Qwest	Sprint	T-Mobile	USCellular	Verizon	Virgin	Other	NotKnow
Total Responding	1150	28	308	19	14	4	146	157	27	321	27	84	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Under 18	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
18-24	162	5 M	53 M	2	4 ILM	0	20 M	20 M	1	53 M	5 M	8 M	3
	14%	18%	17%	11%	29%	0%	14%	13%	4%	17%	19%	10%	3%
25-34	209	4	52	5	2	2 L	35 L	42 CJLM	5	59	4	11	17
	18%	14%	17%	26%	14%	50%	24%	27%	19%	18%	15%	13%	15%
35-44	218	8 M	58	3	2	1	27	29	6	63	6	14	14
	19%	29%	19%	16%	14%	25%	19%	19%	22%	20%	22%	17%	0%
45-54	213	4	64	7 IJM	3	0	29	32	3	50	6	17	19
	19%	14%	21%	37%	21%	0%	20%	20%	11%	16%	22%	20%	17%
55-64	144	1	33	1	2	0	17	15	6 B	36	2	13	21 BCHJ
	0%	4%	11%	5%	14%	0%	12%	10%	22%	11%	7%	16%	19%
65+	204	6	48	1	1	1	18	19	6	60	4	21 CGH	37 CDEGHJ
	18%	21%	16%	5%	7%	25%	12%	12%	22%	19%	15%	25%	33%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLM



TABLE 002
Are you male or female?

	Total	Alltel	AT&T	Boost	Cricket	Qwest	Sprint	T-Mobile	USCellular	Verizon	Virgin	Other	NotKnow
Total Responding	1150	28	308	19	14	4	146	157	27	321	27	84	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	577	18	150	12	8	4 CGHIJK	72	74	11	156	12	49	62
	50%	64%	49%	63%	57%	100%	49%	47%	41%	49%	44%	58%	56%
Female	573	10	158 F	7	6	0	74 F	83 F	16 F	165 F	15 F	35	49
	50%	36%	51%	37%	43%	0%	51%	53%	59%	51%	56%	42%	44%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLM



TABLE 003

Which of the following best describes your ethnicity?

	Total	Alltel	AT&T	Boost	Cricket	Qwest	Sprint	T-Mobile	USCellular	Verizon	Virgin	Other	NotKnow
Total Responding	1150	28	308	19	14	4	146	157	27	321	27	84	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Black / African American	139	4	32	6 C JM	6 BCGHJM	1	24 JM	24 J	7 C JM	24	4	18 C JM	9
	12%	14%	10%	32%	43%	25%	16%	15%	26%	8%	15%	21%	8%
Asian	62	0	21 L	0	0	0	13 JLM	13 L	1	14	2	1	3
	5%	0%	7%	0%	0%	0%	9%	8%	4%	4%	7%	1%	3%
White / Caucasian	765	22 DEGH	209 DH	7	6	2	86	89	15	228 DEGH	18	54 D	83 DEGHI
	67%	79%	68%	37%	43%	50%	59%	57%	56%	71%	67%	64%	75%
Hispanic	170	2	42	6 BCM	2	1	22	31 M	4	50	3	11	12
	15%	7%	14%	32%	14%	25%	15%	20%	15%	16%	11%	13%	11%
Other	14	0	4	0	0	0	1	0	0	5	0	0	4 H
	1%	0%	1%	0%	0%	0%	1%	0%	0%	2%	0%	0%	4%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLM



TABLE 004
QREGION Region variable

	Total	Alltel	AT&T	Boost	Cricket	Qwest	Sprint	T-Mobile	USCellular	Verizon	Virgin	Other	NotKnow
Total Responding	1150	28	308	19	14	4	146	157	27	321	27	84	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Northeast	183	0	51 BM	6 BIKM	1	1 BM	23 BM	28 BM	2	69 BKM	1	15 BM	2
	16%	0%	17%	32%	7%	25%	16%	18%	7%	22%	4%	18%	2%
Midwest	223	8 M	48 M	3 M	6 CHM	1 M	39 CHM	25 M	16 BCDGHJKL M	69 M	7 M	18 M	2
	19%	29%	16%	16%	43%	25%	27%	16%	59%	22%	26%	21%	2%
South	399	19 CDEFGHIJL M	128 IJM	4 M	4 M	0	57 IM	58 IM	3	106 IM	14 DIJM	36 IM	4
	35%	68%	42%	21%	29%	0%	39%	37%	11%	33%	52%	43%	4%
West	243	1	81 BM	6 BM	3 M	2 BM	27 BM	46 BGM	6 BM	77 BM	5 M	15 M	1
	21%	4%	26%	32%	21%	50%	19%	29%	22%	24%	19%	18%	1%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	102 BCDEFGHIJ KL
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	92%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLM



TABLE 005
QINCOME Income Variable

	Total	Alltel	AT&T	Boost	Cricket	Qwest	Sprint	T-Mobile	USCellular	Verizon	Virgin	Other	NotKnow
Total Responding	1150	28	308	19	14	4	146	157	27	321	27	84	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than \$35K	302	15 CGHJKM	69 M	8 CM	7 CGJM	0	37 M	42 M	13 CGHJM	77 M	7 M	46 CCFGHJKM	3
	26%	54%	22%	42%	50%	0%	25%	27%	48%	24%	26%	55%	3%
\$35K to \$less than \$50K	165	6 M	45 M	4 M	2 M	0	21 M	29 M	3 M	52 M	5 M	13 M	1
	14%	21%	15%	21%	14%	0%	14%	19%	11%	16%	19%	16%	1%
\$50K to less than \$75K	235	3 M	72 EM	2 M	0	0	38 EM	36 EM	5 M	68 M	7 EM	15 M	0
	20%	11%	23%	11%	0%	0%	26%	23%	19%	21%	26%	18%	0%
\$75K to less than \$100K	148	1	46 M	3 M	2 M	0	22 M	22 M	2 M	51 LM	3 M	6 M	1
	13%	4%	15%	16%	14%	0%	15%	14%	7%	16%	11%	7%	1%
\$100K or more	134	3 M	52 LM	2 M	2 M	3 BCDEGHIJK LM	22 LM	22 LM	4 LM	44 LM	3 M	3	1
	12%	11%	17%	11%	14%	75%	15%	14%	15%	14%	11%	4%	1%
Prefer not to say	64	0	24 L	0	1	1 BDGHILM	6	6	0	29 HLM	2	1	3
	6%	0%	8%	0%	7%	25%	4%	4%	0%	9%	7%	1%	3%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	102 BCDEFGHIJ KL
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	92%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLM



TABLE 006
QDEMO6 What is your current employment status?

	Total	Alltel	AT&T	Boost	Cricket	Qwest	Sprint	T-Mobile	USCellular	Verizon	Virgin	Other	NotKnow
Total Responding	1150	28	308	19	14	4	146	157	27	321	27	84	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Employed full-time	429	5 M	135 BLM	8 M	6 M	3 BLM	70 BLM	72 BLM	11 M	129 BLM	10 M	19 M	3
	37%	18%	44%	42%	43%	75%	48%	46%	41%	40%	37%	23%	3%
Employed part-time	96	2 M	25 M	2 M	0	0	10 M	16 M	2 M	33 M	2 M	9 M	0
	8%	7%	8%	11%	0%	0%	7%	10%	7%	10%	7%	11%	0%
Self-employed	83	4 M	23 M	1 M	2 M	0	12 M	15 M	1 M	23 M	3 M	9 M	0
	7%	14%	8%	5%	14%	0%	8%	10%	4%	7%	11%	11%	0%
Not employed	101	1	27 M	2 M	1	0	14 M	13 M	4 M	28 M	5 M	13 M	1
	9%	4%	9%	11%	7%	0%	10%	8%	15%	9%	19%	16%	1%
Retired	184	7 HM	53 M	2	3 M	1 M	22 M	17 M	5 M	64 HM	3	21 HM	4
	16%	25%	17%	11%	21%	25%	15%	11%	19%	20%	11%	25%	4%
Student	71	5 CGIJLM	21 M	2 M	1 M	0	9 M	11 M	0	20 M	2 M	4 M	0
	6%	18%	7%	11%	7%	0%	6%	7%	0%	6%	7%	5%	0%
Homemaker	84	4 M	24 M	2 M	1	0	9 M	13 M	4 M	24 M	2 M	9 M	1
	7%	14%	8%	11%	7%	0%	6%	8%	15%	8%	7%	11%	1%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	102 BCDEFGHIJ KL
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	92%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLM



TABLE 007

QDEMO7 What is your marital status?

	Total	Alltel	AT&T	Boost	Cricket	Qwest	Sprint	T-Mobile	USCellular	Verizon	Virgin	Other	NotKnow
Total Responding	1150	28	308	19	14	4	146	157	27	321	27	84	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Now Married	538	11 M	183 BEJLM	9 M	4 M	4 BEJLM	85 EJM	79 M	18 BEJM	150 M	16 M	39 M	5
	47%	39%	59%	47%	29%	100%	58%	50%	67%	47%	59%	46%	5%
Unmarried Partner	89	4 CM	15 M	3 CM	5 CGHIJLM	0	10 M	16 CM	1 M	35 CM	6 CGILM	6 M	0
	8%	14%	5%	16%	36%	0%	7%	10%	4%	11%	22%	7%	0%
Divorced	107	3 M	23 M	3 IM	1	0	12 M	17 M	0	35 M	2 M	11 M	1
	9%	11%	8%	16%	7%	0%	8%	11%	0%	11%	7%	13%	1%
Separated	22	3 CGHJM	4	3 CGHJKLM	1 M	0	2	3	1 M	6	0	2	0
	2%	11%	1%	16%	7%	0%	1%	2%	4%	2%	0%	2%	0%
Widowed	46	2 M	15	0	1	0	3	4	3 GHM	13	1	4	1
	4%	7%	5%	0%	7%	0%	2%	3%	11%	4%	4%	5%	1%
Never married	246	5 M	68 M	1	2 M	0	34 M	38 M	4 M	82 DKM	2	22 DKM	2
	21%	18%	22%	5%	14%	0%	23%	24%	15%	26%	7%	26%	2%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	102 BCDEFGHIJ KL
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	92%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLM



TABLE 008

QDEMO8 How many children do you have in each of the following age ranges?

Mean Summary Table

	Total	Alltel	AT&T	Boost	Cricket	Qwest	Sprint	T-Mobile	USCellular	Verizon	Virgin	Other	NotKnow
Under 3 years of age	0.12	0.21	0.11	0.21	0.21	0	0.11	0.15	0.07	0.12	0.11	0.07	0.22
3 to 4 years of age	0.06	0.11	0.06	0.11	0.07	0	0.07	0.06	0.04	0.05	0.07	0.05	0.33 CGHIJL
5 to 7 years of age	0.09	0.14	0.1	0.16	0.07	0.25	0.12 J	0.11 J	0.04	0.06	0.15	0.11	0.22 J
8 to 12 years of age	0.17	0.29	0.16	0.21	0.21	0.50 M	0.25	0.15	0.3	0.17	0.15	0.19	0
13 to 18 years of age	0.21	0.32	0.19	0.42	0.29	0.25	0.21	0.23	0.22	0.19	0.26	0.29	0.11

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLM

TABLE 009

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

	Total	Alltel	AT&T	Boost	Cricket	Qwest	Sprint	T-Mobile	USCellular	Verizon	Virgin	Other	NotKnow
Total Responding	1150	28	308	19	14	4	146	157	27	321	27	84	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Verizon Wireless	321	8 CGHILM	11 M	3 CM	4 CGHILM	1 CM	12 CM	12 CM	1 M	BCDEFGHIK LM	3 M	4 M	0
	28%	29%	4%	16%	29%	25%	8%	8%	4%	100%	11%	5%	0%
AT&T/Cingular	308	1 M	308 BDEFGHIJK LM	2 LM	2 JLM	0	8 LM	12 JLM	1 M	11 M	3 JLM	0	0
	27%	4%	100%	11%	14%	0%	6%	8%	4%	3%	11%	0%	0%
T-Mobile	157	2 LM	12 M	4 CJLM	2 LM	2 BCGJLM	11 LM	157 BCDEFGHIK LM	3 LM	12 M	4 CJLM	0	0
	14%	7%	4%	21%	14%	50%	8%	100%	11%	4%	15%	0%	0%
Sprint/Nextel	146	2 M	8	3 CIJLM	1 M	1 CIJLM	146 BCDEFGHIJK LM	11 CLM	0	12 M	4 CIJLM	1	0
	13%	7%	3%	16%	7%	25%	100%	7%	0%	4%	15%	1%	0%
Alltel	28	28 CDEFGHIJK LM	1	1 CLM	1 CLM	0	2	2	0	8 C	1 CM	0	0
	2%	100%	0%	5%	7%	0%	1%	1%	0%	3%	4%	0%	0%
U.S. Cellular	27	0	1	1 CGJLM	1 CGJLM	2 BCDGHJKL M	0	3	27 BCDEFGHJ KLM	1	2 CGJLM	0	0
	2%	0%	0%	5%	7%	50%	0%	2%	100%	0%	7%	0%	0%
Virgin Mobile/Helio	27	1 M	3	1 LM	1 CJLM	1 CGHJLM	4	4	2 CJLM	3	BCDEFGHIJ	0	0
	2%	4%	1%	5%	7%	25%	3%	3%	7%	1%	100%	0%	0%
Boost Mobile	19	1 M	2	19 BCEFGHIJK LM	1 CJM	1 CGHJLM	3	4	1 M	3	1 M	1	0
	2%	4%	1%	100%	7%	25%	2%	3%	4%	1%	4%	1%	0%
Cricket	14	1 M	2	1 CM	14 BCDFGHIJK LM	1 CGHJLM	1	2	1 M	4	1 M	1	0
	1%	4%	1%	5%	100%	25%	1%	1%	4%	1%	4%	1%	0%
Qwest Wireless	4	0	0	1 CJLM	1 CGJLM	4 BCDEGHIJK LM	1	2 C	2 CGHJLM	1	1 CJM	0	0
	0%	0%	0%	5%	7%	100%	1%	1%	7%	0%	4%	0%	0%
Other (SPECIFY)	84	0	0	1 CHM	1 CGHM	0	1	0	0	4 C	0	84 BCDEFGHIJ KM	0
	7%	0%	0%	5%	7%	0%	1%	0%	0%	1%	0%	100%	0%
Have phone but don't know who the carrier is	9	0	0	0	0	0	0	0	0	0	0	0	9 CGHJL
	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%
Don't own/use a mobile phone or have a mobile wireless carrier	102	0	0	0	0	0	0	0	0	0	0	0	102 BCDEFGHIJ KL
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	92%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	102 BCDEFGHIJ KL
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	92%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLM

TABLE 010

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

	Total	Alltel	AT&T	Boost	Cricket	Qwest	Sprint	T-Mobile	USCellular	Verizon	Virgin	Other	NotKnow
Total Responding	1150	28	308	19	14	4	146	157	27	321	27	84	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Motorola	257	10 KM	62 M	17 BCEFGHIJK LM	4 M	0	30 M	42 KM	4 M	77 KM	2	40 CGHIJKM	2
	22%	36%	20%	90%	29%	0%	21%	27%	15%	24%	7%	48%	2%
Samsung	251	6 M	82 LM	2 M	7 DIJKLM	2 LM	49 DJLM	49 JLM	4 M	68 LM	5 M	8 M	1
	22%	21%	27%	11%	50%	50%	34%	31%	15%	21%	19%	10%	1%
LG	232	8 HM	50 HM	1 M	1 M	0	25 HM	3	8 DHM	143 CDEGHKLM	4 HM	11 HM	0
	20%	29%	16%	5%	7%	0%	17%	2%	30%	45%	15%	13%	0%
Nokia	129	5 GJM	52 GJM	4 GJM	2 M	2 GJM	9 M	38 GJM	5 GJM	18 M	5 GJM	19 GJM	1
	11%	18%	17%	21%	14%	50%	6%	24%	19%	6%	19%	23%	1%
Blackberry (Research in Motion/RIM)	97	3 LM	28 LM	2 LM	3 LM	1 LM	22 LM	20 LM	3 LM	39 LM	2 LM	0	0
	8%	11%	9%	11%	21%	25%	15%	13%	11%	12%	7%	0%	0%
Apple (iPhone)	68	0	61 BGHJKLM	1 L	1 JL	2 BDGHJKLM	3	6 J	3 GJLM	3	1	0	1
	6%	0%	20%	5%	7%	50%	2%	4%	11%	1%	4%	0%	1%
Sony Ericsson	37	3 GJLM	23 GJLM	3 GJLM	1 LM	0	3	12 GJLM	3 GJLM	6	1 M	0	0
	3%	11%	8%	16%	7%	0%	2%	8%	11%	2%	4%	0%	0%
Sanyo	27	1 JM	3	0	0	1 CDHJLM	23 CHJLM	1	1 JM	1	1 JM	0	0
	2%	4%	1%	0%	0%	25%	16%	1%	4%	0%	4%	0%	0%
Kyocera	24	1 M	3	2 CHJM	3 CGHJM	0	4	3	1 M	4	11 BCDGHJLM	5 CJM	0
	2%	4%	1%	11%	21%	0%	3%	2%	4%	1%	41%	6%	0%
HTC	23	0	5	0	0	0	6 JM	13 CJLM	0	2	0	0	0
	2%	0%	2%	0%	0%	0%	4%	8%	0%	1%	0%	0%	0%
Palm/Treo/Centro	13	1	5	0	1 L	1 CDGHJKLM	6 J	3	1	4	0	0	1
	1%	4%	2%	0%	7%	25%	4%	2%	4%	1%	0%	0%	1%
Danger/Sidekick	7	1 CJM	1	1 CJLM	1 CGJLM	1 CGJLM	1	7 CGJLM	1 CJM	1	2 CGJLM	0	0
	1%	4%	0%	5%	7%	25%	1%	5%	4%	0%	7%	0%	0%
Audiovox/Starcomm	6	1 CGJM	1	0	0	0	0	1	1 CGJM	0	1 CGJM	1	0
	1%	4%	0%	0%	0%	0%	0%	1%	4%	0%	4%	1%	0%
Siemens	3	1 CJM	1	1 CJLM	2 CGHJLM	1 CGHJLM	1	3	1 CJM	1	1 CJM	0	0
	0%	4%	0%	5%	14%	25%	1%	2%	4%	0%	4%	0%	0%
Toshiba	3	1 JM	3	1 JLM	1 CHJLM	0	2	1	0	1	1 JM	0	0
	0%	4%	1%	5%	7%	0%	1%	1%	0%	0%	4%	0%	0%
HP/IPAQ	2	0	0	0	0	0	0	0	0	1	0	1	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Other (SPECIFY)	26	0	10 G	0	1 G	0	0	4	1 G	9 G	2 GM	2	1
	2%	0%	3%	0%	7%	0%	0%	3%	4%	3%	7%	2%	1%
Don't know/refused	25	0	5	0	0	0	3	6	0	7	5 BCGHJLM	2	2
	2%	0%	2%	0%	0%	0%	2%	4%	0%	2%	19%	2%	2%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	102 BCDEFGHIJ KL
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	92%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLM

TABLE 011

C. What type of message/SMS plan do you use to pay for text messages that you send and receive on your wireless mobile phone? Please check all that apply.

	Total	Alltel	AT&T	Boost	Cricket	Qwest	Sprint	T-Mobile	USCellular	Verizon	Virgin	Other	NotKnow
Total Responding	1150	28	308	19	14	4	146	157	27	321	27	84	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
An unlimited text message/SMS plan	917	28 CDEFHJM	250 FM	16 FM	12 FM	1	129 CFM	131 FM	24 FM	278 FM	25 FM	81 CDEFGHJM	7
	80%	100%	81%	84%	86%	25%	88%	83%	89%	87%	93%	96%	6%
A charge for each text message/SMS	323	4 M	123 BJKLM	4 M	3 M	3 BDKLM	61 BJKLM	51 KLM	8 KLM	101 KLM	2	8 M	2
	28%	14%	40%	21%	21%	75%	42%	33%	30%	32%	7%	10%	2%
A message/SMS package which allows you to send and receive a preset	158	5 LM	55 LM	2 M	1	2 ILM	22 LM	32 LM	3 M	49 LM	3 M	2	1
	14%	18%	18%	11%	7%	50%	15%	20%	11%	15%	11%	2%	1%
My carrier gives me free texting as part of a promotion	18	0	6	1 M	0	0	2	3	1 M	3	0	4 JM	0
	2%	0%	2%	5%	0%	0%	1%	2%	4%	1%	0%	5%	0%
Other (SPECIFY:)	4	0	1	0	0	0	0	1	0	1	0	1	0
	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
Don't have text messaging/SMS plan	220	8 M	60 M	2 M	2 M	1 M	26 M	30 M	6 M	62 M	6 M	27 CGHJM	2
	19%	29%	20%	11%	14%	25%	18%	19%	22%	19%	22%	32%	2%
Don't Know/Not sure	71	0	16	1	0	0	8	5	5 BCGHJM	23	3	9 HM	3
	6%	0%	5%	5%	0%	0%	6%	3%	19%	7%	11%	11%	3%
Refused/NA	13	0	3	0	0	0	3	3	0	5	1	2	1
	1%	0%	1%	0%	0%	0%	2%	2%	0%	2%	4%	2%	1%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	102 BCDEFGHIJ KL
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	92%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLM

TABLE 012

D. Thinking about your primary cell phone, is it a :

	Total	Alltel	AT&T	Boost	Cricket	Qwest	Sprint	T-Mobile	USCellular	Verizon	Virgin	Other	NotKnow
Total Responding	1150	28	308	19	14	4	146	157	27	321	27	84	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Smartphone (i.e., a phone that has advanced features similar to computer)	324	4 M	123 BJKLM	4 M	3 M	3 BDKLM	61 BJKLM	51 KLM	8 KLM	102 BKLM	2	8 M	2
	28%	14%	40%	21%	21%	75%	42%	33%	30%	32%	7%	10%	2%
Regular phone	724	24 CFGJM	185 M	15 FM	11 M	1	85 M	106 M	19 M	219 CGM	25 CFGHIJM	76 CFGHIJM	7
	63%	86%	60%	79%	79%	25%	58%	68%	70%	68%	93%	91%	6%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	102 BCDEFGHIJ KL
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	92%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLM

TABLE 013

C1Q01. About how many Mobile Apps in total have you downloaded onto your current cell phone? Your best estimate will be fine.

	Total	Alltel	AT&T	Boost	Cricket	Qwest	Sprint	T-Mobile	USCellular	Verizon	Virgin	Other	NotKnow
Total Responding	1150	28	308	19	14	4	146	157	27	321	27	84	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0	698	25 CDEFGHIJM	189 M	10 M	8 M	1	86 M	94 M	17 M	217 M	21 FM	70 CDEFGHIJM	7
	61%	89%	61%	53%	57%	25%	59%	60%	63%	68%	78%	83%	6%
1	52	0	13	1	1	0	7	10 M	2 M	19 M	1	4	1
	5%	0%	4%	5%	7%	0%	5%	6%	7%	6%	4%	5%	1%
3-Feb	113	1 M	21 M	3 M	3 CM	0	19 CM	20 CM	2 M	44 CM	2 M	5 M	0
	10%	4%	7%	16%	21%	0%	13%	13%	7%	14%	7%	6%	0%
5-Mar	57	1 M	20 M	2 M	1 M	1 JKM	13 JM	11 M	2 M	13 M	0	3 M	0
	5%	4%	7%	11%	7%	25%	9%	7%	7%	4%	0%	4%	0%
10-Jun	61	0	25 LM	1 LM	0	1 BLM	9 LM	12 LM	2 LM	15 LM	3 LM	0	0
	5%	0%	8%	5%	0%	25%	6%	8%	7%	5%	11%	0%	0%
20-Nov	24	0	11	0	0	0	5	4	0	7	0	0	1
	2%	0%	4%	0%	0%	0%	3%	3%	0%	2%	0%	0%	1%
21 -30	20	0	14 JM	2 GHJM	0	0	2	2	1 JM	1	0	2 J	0
	2%	0%	5%	11%	0%	0%	1%	1%	4%	0%	0%	2%	0%
31 - 40	10	1 M	8 J	0	1 GHJLM	1 CDGHJKLM	1	1	1 M	2	0	0	0
	1%	4%	3%	0%	7%	25%	1%	1%	4%	1%	0%	0%	0%
41 - 50	6	0	3	0	0	0	0	1	0	2	0	0	0
	1%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%
More than 50	7	0	4	0	0	0	4 J	2	0	1	0	0	0
	1%	0%	1%	0%	0%	0%	3%	1%	0%	0%	0%	0%	0%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	102 BCDEFGHIJ KL
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	92%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLM

TABLE 014

C1Q02. Which of the following reasons explain why you have not downloaded any apps onto your current cell phone? Please check all that apply.

	Total	Alltel	AT&T	Boost	Cricket	Qwest	Sprint	T-Mobile	USCellular	Verizon	Virgin	Other	NotKnow
Total Responding	1150	28	308	19	14	4	146	157	27	321	27	84	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
My cell phone can't download apps	243	7 M	55 M	5 M	3 M	0	33 M	40 CM	5 M	63 M	5 M	39 BCGHIJKM	3
	21%	25%	18%	26%	21%	0%	23%	26%	19%	20%	19%	46%	3%
I don't know what apps are	92	6 CDGHJLM	22 M	0	0	0	10 M	14 M	6 CDGHJLM	29 M	3 M	6 M	1
	8%	21%	7%	0%	0%	0%	7%	9%	22%	9%	11%	7%	1%
I don't know how to download apps	65	2 M	21 GM	0	2 GM	0	3	7	2 M	21 GM	1	10 GHM	1
	6%	7%	7%	0%	14%	0%	2%	5%	7%	7%	4%	12%	1%
The apps I wanted were too expensive	65	2 M	18 M	1 M	2 LM	0	13 M	6 M	1 M	22 M	1 M	2	0
	6%	7%	6%	5%	14%	0%	9%	4%	4%	7%	4%	2%	0%
I looked in the apps store but didn't find anything I wanted	60	2 M	17 M	2 M	2 ILM	0	10 M	7 M	0	18 M	4 HILM	2	0
	5%	7%	6%	11%	14%	0%	7%	5%	0%	6%	15%	2%	0%
I didn't trust the quality of the apps	12	1 GM	4	0	0	0	0	1	0	4	0	2	0
	1%	4%	1%	0%	0%	0%	0%	1%	0%	1%	0%	2%	0%
Something else, please specify	86	2 M	26 M	1 M	0	0	10 M	8 M	1 M	36 HM	1 M	5 M	0
	8%	7%	8%	5%	0%	0%	7%	5%	4%	11%	4%	6%	0%
Don't know/no reason	161	6 M	47 M	1	1	1 M	17 M	20 M	4 M	56 M	7 GM	13 M	2
	14%	21%	15%	5%	7%	25%	12%	13%	15%	17%	26%	16%	2%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	102 BCDEFGHIJ KL
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	92%
Have downloaded apps	350	3 M	119 BLM	9 BLM	6 BLM	3 BKLM	60 BLM	63 BLM	10 BLM	104 BLM	6 M	14 M	2
	30%	11%	39%	47%	43%	75%	41%	40%	37%	32%	22%	17%	2%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLM



TABLE 015

C1Q03. Thinking about all the mobile apps you downloaded onto your current cellphone, about what percentage were:

Mean Summary Table

	Total	Alltel	AT&T	Boost	Cricket	Qwest	Sprint	T-Mobile	USCellular	Verizon	Virgin	Other	NotKnow
apps you paid for	31.74	21.33	26.4	39.33	33.33	36.33	25.77	32.95	33.5	42.17 CG	60.00 CG	29.64	15
free apps that contained advertising	21.73	27.67	28.16 HJ	19.78	42.50 HIL	31.00 I	20.77	15.4	10.5	18.56	10	11.79	80.00 CDGHIJKL
free apps that did not contain advertising	46.54	51	45.44	40.89	24.17	32.67	53.47 J	51.65	56	39.27	30	58.57	5

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLM

TABLE 016

C1Q04. How frequently do you use the apps you downloaded onto your current cellphone ? For each option below, please enter a percentage between 0 and 100.

Mean Summary Table

	Total	Alltel	AT&T	Boost	Cricket	Qwest	Sprint	T-Mobile	USCellular	Verizon	Virgin	Other	NotKnow
Use every day	28.65	60	27.83	40.44	23.33	33.33	30.08	34.24 J	23.9	23.32	33.5	32.86	42.5
Use every week, but not every day	28.04	20	28.84 L	19.44	8.33	23.33 E	31.17 L	23.68	28.5	28.1	26.67	12.14	15
Use every month, but not every week	18.78	6.67	20.97	24.22	15	18.33	15.42	13.62	11.8	21.34	21.67	18.21	12.5
Use within the last year, but not every month	13.42	6.67	12.31	11.44	26.67	11.67	10.95	16.87	20.3	16.86	17.33	7.14	20
Have not used at all in the last year	11.11	6.67	10.04	4.44	26.67	13.33 K	12.38	11.59	15.5	10.39	0.83	29.64 CHJ	10

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLM

TABLE 017

C1Q05. Thinking about the mobile app you downloaded and use most often, which of the following describes the functions and features of this app? Please check all that apply.

	Total	Alltel	AT&T	Boost	Cricket	Qwest	Sprint	T-Mobile	USCellular	Verizon	Virgin	Other	NotKnow
Total Responding	1150	28	308	19	14	4	146	157	27	321	27	84	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It provides entertainment	194	2 M	74 BIJLM	5 M	2 M	1 M	31 M	33 M	2 M	56 M	3 M	10 M	0
	17%	7%	24%	26%	14%	25%	21%	21%	7%	17%	11%	12%	0%
It provides news or current information	139	3 M	56 JKLM	4 KLM	2 KM	1 KM	27 KLM	23 KLM	2 M	39 LM	0	3	1
	12%	11%	18%	21%	14%	25%	19%	15%	7%	12%	0%	4%	1%
It is useful when I'm on the go	128	3 M	47 LM	5 EILM	0	1 M	31 HIJLM	20 LM	1 M	38 M	2 M	4 M	0
	11%	11%	15%	26%	0%	25%	21%	13%	4%	12%	7%	5%	0%
Helps me connect with friends, family or colleagues	115	2 M	43 M	4 M	0	0	23 M	20 M	1	31 M	1	6 M	1
	10%	7%	14%	21%	0%	0%	16%	13%	4%	10%	4%	7%	1%
It helps me manage my life	87	3 M	35 LM	3 LM	2 M	1 M	15 M	18 LM	3 M	24 M	1 M	3 M	0
	8%	11%	11%	16%	14%	25%	10%	12%	11%	8%	4%	4%	0%
It is useful for school or work	57	2 M	17 M	4 CJKLM	2 KLM	1 KLM	14 LM	15 LM	2 M	20 M	0	2	0
	5%	7%	6%	21%	14%	25%	10%	10%	7%	6%	0%	2%	0%
I like to show it to others	50	2 M	19 M	4 CHJKLM	1	2 BCGHIJKLM	12 LM	9 M	2 M	14	0	1	1
	4%	7%	6%	21%	7%	50%	8%	6%	7%	4%	0%	1%	1%
It helps me shop or browse for things to buy	40	2 M	17 M	1 M	0	0	12 JM	7 M	0	12 M	0	2	0
	4%	7%	6%	5%	0%	0%	8%	5%	0%	4%	0%	2%	0%
I use it to make purchases or place orders	24	2 M	8	1 M	0	0	5 M	5	0	11 M	0	2	0
	2%	7%	3%	5%	0%	0%	3%	3%	0%	3%	0%	2%	0%
None of these	19	0	2	0	0	0	4	6 CM	1 M	6	0	1	0
	2%	0%	1%	0%	0%	0%	3%	4%	4%	2%	0%	1%	0%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	102 BCDEFGHIJ KL
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	92%
Have not downloaded apps	698	25 CDEFGHIJM	189 M	10 M	8 M	1	86 M	94 M	17 M	217 M	21 FM	70 CDEFGHIJM	7
	61%	89%	61%	53%	57%	25%	59%	60%	63%	68%	78%	83%	6%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLM

TABLE 018

C1Q06. Thinking about the next year, do you expect to download more apps, fewer apps, or about the same number as this year?

	Total	Alltel	AT&T	Boost	Cricket	Qwest	Sprint	T-Mobile	USCellular	Verizon	Virgin	Other	NotKnow
Total Responding	1150	28	308	19	14	4	146	157	27	321	27	84	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top Two (Net)	199	4 M	64 LM	6 LM	5 LM	3 BCGHJKLM	32 LM	40 LM	8 LM	60 LM	6 LM	5 M	1
	17%	14%	21%	32%	36%	75%	22%	26%	30%	19%	22%	6%	1%
Many more than this year	82	4 LM	28 LM	3 LM	4 CGJLM	3 BCDGHJKLM	10 M	23 GJLM	4 LM	21 M	4 LM	1	0
	7%	14%	9%	16%	29%	75%	7%	15%	15%	7%	15%	1%	0%
Somewhat more than this year	117	0	36 M	3 BM	1	0	22 BLM	17 M	4 BM	39 M	2 M	4	1
	10%	0%	12%	16%	7%	0%	15%	11%	15%	12%	7%	5%	1%
About the same number as this year	635	17 FM	189 EFIM	11 FM	4 M	0	89 EFM	82 FM	11 M	194 EFIM	14 M	61 EFHIJKM	5
	55%	61%	61%	58%	29%	0%	61%	52%	41%	60%	52%	73%	5%
Bottom Two (Net)	214	7 M	55 M	2	5 M	1 M	25 M	35 M	8 M	67 M	7 M	18 M	3
	19%	25%	18%	11%	36%	25%	17%	22%	30%	21%	26%	21%	3%
Somewhat fewer than this year	44	0	10	0	1 M	0	9 M	6 M	0	15 M	1 M	3 M	0
	4%	0%	3%	0%	7%	0%	6%	4%	0%	5%	4%	4%	0%
Many fewer than this year	170	7 GM	45 M	2	4 M	1 M	16 M	29 M	8 CGM	52 M	6 M	15 M	3
	15%	25%	15%	11%	29%	25%	11%	19%	30%	16%	22%	18%	3%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	102 BCDEFGHIJ KL
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	92%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLM

TABLE 001
What is your age?

	Total	Apple (iPhone)	Audiovox/St arcomm	Blackberry	Danger/Side kick	HP/IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Palm/Treo/C entro	Samsung	Sanyo	Siemens	Sony Ericsson	Toshiba	Other	Not Know
Total Responding	1150	68	6	97	7	2	23	24	232	257	129	13	251	27	3	37	3	26	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Under 18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
18-24	162	15 JKR	3 HJKNPRS	18 JK	4 BDHJKLMN PRS	0	5	2	60 JKNPRS	27	11	1	51 JKR	2	0	4	0	1	2
	14%	22%	50%	19%	57%	0%	22%	8%	26%	11%	9%	8%	20%	7%	0%	11%	0%	4%	8%
25-34	209	20 JKM	0	25 JK	1	1	9 HIJKMNS	3	47	38	18	5 JKN	47	3	1	9	1	4	3
	18%	29%	0%	26%	14%	50%	39%	13%	20%	15%	14%	39%	19%	11%	33%	24%	33%	15%	12%
35-44	218	17 M	0	23 M	1	0	5	7 M	40	58 M	23	2	32	5	0	10 M	0	6	6
	19%	25%	0%	24%	14%	0%	22%	29%	17%	23%	18%	15%	13%	19%	0%	27%	0%	23%	24%
45-54	213	12	1	21	0	1	4	7 I	31	44	35 IJS	3	56 I	5	1	5	1	5	2
	19%	18%	17%	22%	0%	50%	17%	29%	13%	17%	27%	23%	22%	19%	33%	14%	33%	19%	8%
55-64	144	2	0	5	0	0	0	1	24	36 BD	17 BD	1	30 BD	5 BDG	0	2	0	4 B	2
	13%	3%	0%	5%	0%	0%	0%	4%	10%	14%	13%	8%	12%	19%	0%	5%	0%	15%	8%
65+	204	2	2 BDG	5	1	0	0	4 BG	30 BD	54 BDGIM	25 BDG	1	35 BD	7 BDG	1 BDG	7 BDG	1 BDG	6 BDG	10 BDGIJKLM
	18%	3%	33%	5%	14%	0%	0%	17%	13%	21%	19%	8%	14%	26%	33%	19%	33%	23%	40%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLMNOPQRS

TABLE 002
Are you male or female?

	Total	Apple (iPhone)	Audiovox/St arcomm	Blackberry	Danger/Side kick	HP/IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Palm/Treo/C entro	Samsung	Sanyo	Siemens	Sony Ericsson	Toshiba	Other	Not Know
Total Responding	1150	68	6	97	7	2	23	24	232	257	129	13	251	27	3	37	3	26	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	577	41 IM	2	53 M	3	2	16 IMS	15 M	106	134 M	73 IM	10 IMS	103	15	3 M	18	2	17 M	10
	50%	60%	33%	55%	43%	100%	70%	63%	46%	52%	57%	77%	41%	56%	100%	49%	67%	65%	40%
Female	573	27	4	44	4	0	7	9	126 BGKL	123	56	3	148 BDGHJKLO R	12	0	19	1	9	15 GL
	50%	40%	67%	45%	57%	0%	30%	38%	54%	48%	43%	23%	59%	44%	0%	51%	33%	35%	60%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLMNOPQRS

TABLE 003
Which of the following best describes your ethnicity?

	Total	Apple (iPhone)	Audiovox/St arcomm	Blackberry	Danger/Side kick	HP/IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Palm/Treo/C entro	Samsung	Sanyo	Siemens	Sony Ericsson	Toshiba	Other	Not Know
Total Responding	1150	68	6	97	7	2	23	24	232	257	129	13	251	27	3	37	3	26	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Black / African American	139	5	2 BK	18 BK	1	0	5 K	6 BK	28	32	8	1	34 K	2	2 BDIJKLMNP	3	1	5 K	5 K
	12%	7%	33%	19%	14%	0%	22%	25%	12%	13%	6%	8%	14%	7%	67%	8%	33%	19%	20%
Asian	62	3	1 I	5	2 BDIJKM	0	1	1	6	12	5	1	19 I	3 I	0	5 IJK	0	2	1
	5%	4%	17%	5%	29%	0%	4%	4%	3%	5%	4%	8%	8%	11%	0%	14%	0%	8%	4%
White / Caucasian	765	41 E	3	55 E	1	2	13	13	166 DEM	172 E	94 DEM	7	153 E	19 E	1	23 E	1	15	17 E
	67%	60%	50%	57%	14%	100%	57%	54%	72%	67%	73%	54%	61%	70%	33%	62%	33%	58%	68%
Hispanic	170	19 IJKMNRS	0	18	3 IJKNRS	0	4	4	31	39	19	4	43	2	0	5	1	2	2
	15%	28%	0%	19%	43%	0%	17%	17%	13%	15%	15%	31%	17%	7%	0%	14%	33%	8%	8%
Other	14	0	0	1	0	0	0	0	1	2	3	0	2	1	0	1	0	2 BIJM	0
	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	2%	0%	1%	4%	0%	3%	0%	8%	0%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLMNOPQRS

TABLE 004
QREGION Region variable

	Total	Apple (iPhone)	Audiovox/St arcomm	Blackberry	Danger/Side kick	HP/IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Palm/Treo/C entro	Samsung	Sanyo	Siemens	Sony Ericsson	Toshiba	Other	Not Know
Total Responding	1150	68	6	97	7	2	23	24	232	257	129	13	251	27	3	37	3	26	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Northeast	183	12	1	20	1	0	3	1	42	41	22	2	39	3	0	8	1	4	4
	16%	18%	17%	21%	14%	0%	13%	4%	18%	16%	17%	15%	16%	11%	0%	22%	33%	15%	16%
Midwest	223	5	2 B	17 B	0	1 B	5	9 BD	54 B	59 B	26 B	1	57 B	5	1	9 B	0	4	5
	19%	7%	33%	18%	0%	50%	22%	38%	23%	23%	20%	8%	23%	19%	33%	24%	0%	15%	20%
South	399	26	2	36	4	1	6	12	84	100	48	5	100	12	1	13	2	12	11
	35%	38%	33%	37%	57%	50%	26%	50%	36%	39%	37%	39%	40%	44%	33%	35%	67%	46%	44%
West	243	25 HIJM	1	24	2	0	9 H	2	52	57	33	5 H	55	7	1	7	0	6	5
	21%	37%	17%	25%	29%	0%	39%	8%	22%	22%	26%	39%	22%	26%	33%	19%	0%	23%	20%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLMNOPQRS

TABLE 005
QINCOME Income Variable

	Total	Apple (iPhone)	Audiovox/St arcomm	Blackberry	Danger/Side kick	HP/IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Palm/Treo/C entro	Samsung	Sanyo	Siemens	Sony Ericsson	Toshiba	Other	Not Know
Total Responding	1150	68	6	97	7	2	23	24	232	257	129	13	251	27	3	37	3	26	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than \$35K	302	11	6 BDFGHIJKL MNOPRS	19	3 G	0	2	11 BDGILP	62	75 BG	39 BG	1	82 BDG	7	0	7	1	8	9 BG
	26%	16%	100%	20%	43%	0%	9%	46%	27%	29%	30%	8%	33%	26%	0%	19%	33%	31%	36%
\$35K to \$less than \$50K	165	8	0	11	2	0	3	4	30	42	25	2	38	5	2 BDGIJKMPS	6	1	8 BDIM	3
	14%	12%	0%	11%	29%	0%	13%	17%	13%	16%	19%	15%	15%	19%	67%	16%	33%	31%	12%
\$50K to less than \$75K	235	15	0	20	0	1	5	3	50	65	28	2	53	8	0	12	0	4	5
	20%	22%	0%	21%	0%	50%	22%	13%	22%	25%	22%	15%	21%	30%	0%	32%	0%	15%	20%
\$75K to less than \$100K	148	15 JKRS	0	15 R	1	0	8 DJKMPRS	3	44 JKR	31	12	2 R	34 R	4 R	0	3	0	0	1
	13%	22%	0%	16%	14%	0%	35%	13%	19%	12%	9%	15%	14%	15%	0%	8%	0%	0%	4%
\$100K or more	134	16 IJM	0	31 HIJKMNS	1	0	4	2	27	31	20	5 HIJKMN	25	3	1	6	1	5	3
	12%	24%	0%	32%	14%	0%	17%	8%	12%	12%	16%	39%	10%	11%	33%	16%	33%	19%	12%
Prefer not to say	64	3	0	1	0	1 BDGHIJKMN R	1	1	19 D	13	5	1	19 D	0	0	3 D	0	1	4 DJKN
	6%	4%	0%	1%	0%	50%	4%	4%	8%	5%	4%	8%	8%	0%	0%	8%	0%	4%	16%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLMNOPQRS

TABLE 006
QDEMO6 What is your current employment status?

	Total	Apple (iPhone)	Audiovox/St arcomm	Blackberry	Danger/Side kick	HP/IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Palm/Treo/C entro	Samsung	Sanyo	Siemens	Sony Ericsson	Toshiba	Other	Not Know
Total Responding	1150	68	6	97	7	2	23	24	232	257	129	13	251	27	3	37	3	26	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Employed full-time	429	46 CHIKMPRS	1	56 HIJKMRS	3	1	15 CHIKMRS	8	83	98	53	8 R	95	15 IR	1	15	1	6	8
	37%	68%	17%	58%	43%	50%	65%	33%	36%	38%	41%	62%	38%	56%	33%	41%	33%	23%	32%
Employed part-time	96	5	1	7	0	0	3	2	22	18	11	0	27	1	0	3	0	3	3
	8%	7%	17%	7%	0%	0%	13%	8%	10%	7%	9%	0%	11%	4%	0%	8%	0%	12%	12%
Self-employed	83	4	0	12	1	0	1	3	15	21	16 I	1	18	0	1 N	7 BIJMN	0	2	1
	7%	6%	0%	12%	14%	0%	4%	13%	7%	8%	12%	8%	7%	0%	33%	19%	0%	8%	4%
Not employed	101	8 D	1	3	0	0	1	4 D	24 D	24 D	10	1	28 D	1	0	4	0	4 D	1
	9%	12%	17%	3%	0%	0%	4%	17%	10%	9%	8%	8%	11%	4%	0%	11%	0%	15%	4%
Retired	184	1	2 BDG	7	1 B	1 BDG	0	4 BG	36 BDG	59 BDGIM	23 BDG	2 B	37 BDG	7 BDG	1 BG	5 B	2 BDGIKMP	8 BDGM	9 BDGIKMP
	16%	2%	33%	7%	14%	50%	0%	17%	16%	23%	18%	15%	15%	26%	33%	14%	67%	31%	36%
Student	71	3	1 R	6	2 BDJKR	0	2	1	29 JK	15	6	1	24	2	0	3	0	0	2
	6%	4%	17%	6%	29%	0%	9%	4%	13%	6%	5%	8%	10%	7%	0%	8%	0%	0%	8%
Homemaker	84	1	0	6	0	0	1	2	23 BP	22 B	10	0	22 B	1	0	0	0	3 BP	1
	7%	2%	0%	6%	0%	0%	4%	8%	10%	9%	8%	0%	9%	4%	0%	0%	0%	12%	4%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLMNOPRS

TABLE 007
QDEMO7 What is your marital status?

	Total	Apple (iPhone)	Audiovox/St arcomm	Blackberry	Danger/Side kick	HP/IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Palm/Treo/C entro	Samsung	Sanyo	Siemens	Sony Ericsson	Toshiba	Other	Not Know
Total Responding	1150	68	6	97	7	2	23	24	232	257	129	13	251	27	3	37	3	26	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Now Married	538	33	2	54	3	2	10	11	109	142	77 I	8	126	16	2	20	2	15	14
	47%	49%	33%	56%	43%	100%	44%	46%	47%	55%	60%	62%	50%	59%	67%	54%	67%	58%	56%
Unmarried Partner	89	8 K	1 N	8	0	0	2	3	26 K	18	5	2 N	22	0	0	5 K	1 KN	2	3
	8%	12%	17%	8%	0%	0%	9%	13%	11%	7%	4%	15%	9%	0%	0%	14%	33%	8%	12%
Divorced	107	8	0	6	0	0	3	3	15	29	14	1	28	3	0	4	0	3	3
	9%	12%	0%	6%	0%	0%	13%	13%	7%	11%	11%	8%	11%	11%	0%	11%	0%	12%	12%
Separated	22	1	0	3 I	0	0	0	1 I	1	8 I	4 I	0	5	2 I	0	0	0	0	0
	2%	2%	0%	3%	0%	0%	0%	4%	0%	3%	3%	0%	2%	7%	0%	0%	0%	0%	0%
Widowed	46	1	2 BDGIJKLMN PRS	2	0	0	0	2	14	9	7	0	9	1	0	0	0	0	1
	4%	2%	33%	2%	0%	0%	0%	8%	6%	4%	5%	0%	4%	4%	0%	0%	0%	0%	4%
Never married	246	17	1	24	4 HJKMNS	0	8 K	4	67 JK	51	22	2	61	5	1	8	0	6	4
	21%	25%	17%	25%	57%	0%	35%	17%	29%	20%	17%	15%	24%	19%	33%	22%	0%	23%	16%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLMNOPQRS

TABLE 008
QDEMO8 How many children do you have in each of the following age ranges?
Mean Summary Table

	Total	Apple (iPhone)	Audiovox/St arcomm	Blackberry	Danger/Side kick	HP/IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Palm/Treo/C entro	Samsung	Sanyo	Siemens	Sony Ericsson	Toshiba	Other	Not Know
Total Responding	1048	68	6	97	7	2	23	24	232	257	129	13	251	27	3	37	3	26	25
Under 3 years of age	0.12	0.12	0.17	0.22 JK	0.14	0	0.09	0.08	0.13	0.1	0.06	0	0.13	0.15	0	0.11	0	0.12	0.20 K
3 to 4 years of age	0.06	0.04	0	0.09 I	0.14	0	0.04	0.04	0.03	0.09 I	0.06	0.08	0.05	0.11	0	0.11 I	0	0.08	0.08
5 to 7 years of age	0.09	0.07	0	0.14	0.14	1.50 BCDEGHIJK LMNPRS	0.09	0.08	0.09	0.09	0.09	0.08	0.08	0.11	0	0.14	0	0.12	0.04
8 to 12 years of age	0.17	0.13	0	0.32 BIJMS	0.14	1.50 BDGHIJKMN PS	0.17	0.13	0.16	0.15	0.19 S	0.31 S	0.18	0.19	0.33 S	0.32 IJS	0	0.35 JS	0
13 to 18 years of age	0.21	0.26	0	0.3	0.29	0.50 S	0.3	0.33 S	0.22	0.24	0.29 S	0.31 S	0.22	0.26	0	0.30 S	0	0.15	0.04

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLMNOPQRS

TABLE 009

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

	Total	Apple (iPhone)	Audiovox/St arcomm	Blackberry	Danger/Side kick	HP/IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Palm/Treo/C entro	Samsung	Sanyo	Siemens	Sony Ericsson	Toshiba	Other	Not Know
Total Responding	1150	68	6	97	7	2	23	24	232	257	129	13	251	27	3	37	3	26	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Verizon Wireless	321	3	0	39 BGHKMNP	1	1 BN	2	4	143 BCDEGHJK LMNPRS	77 BGKN	18 B	4 BN	68 BKN	1	1 B	6 B	1 B	9 BGKN	7 BN
	28%	4%	0%	40%	14%	50%	9%	17%	62%	30%	14%	31%	27%	4%	33%	16%	33%	35%	28%
AT&T/Cingular	308	61 CDEFGHIJK LMNOPRS	1	28	1	0	5	3	50	62	52 HIJN	5 N	82 HIJN	3	1	23 CDEFGHIJKM NS	3 DEGHIJKMN S	10 HN	5
	27%	90%	17%	29%	14%	0%	22%	13%	22%	24%	40%	39%	33%	11%	33%	62%	100%	39%	20%
T-Mobile	157	6 I	1 I	20 BIN	7 BCDFGHIJK LMNPQRS		13 BDHIJKMNR S	3 I	3	42 I	38 BIJMN	3 I	49 BIN	1	3 BDHIJKLMN PRS	12 BIJN	1 I	4 I	6 IN
	14%	9%	17%	21%	100%	0%	57%	13%	1%	16%	30%	23%	20%	4%	100%	32%	33%	15%	24%
Sprint/Nextel	146	3	0	22 BIJKPR	1	0	6 BIJKR	4 R	25	30	9	6 BIJKMPRS	49 BIJKR	23 BCDEFGHIJ KLMOPRS	1 BR	3	2 BIJKMPRS	0	3
	13%	4%	0%	23%	14%	0%	26%	17%	11%	12%	7%	46%	20%	85%	33%	8%	67%	0%	12%
Alltel	28	0	1 BMR	3	1 B	0	0	1	8	10	5	1 B	6	1	1 BDGIJKMRS	3 B	1 BDGIJKMRS	0	0
	2%	0%	17%	3%	14%	0%	0%	4%	3%	4%	4%	8%	2%	4%	33%	8%	33%	0%	0%
U.S. Cellular	27	3	1 JM	3	1 JM	0	0	1	8	4	5	1	4	1	1 BDGIJKMS	3 JM	0	1	0
	2%	4%	17%	3%	14%	0%	0%	4%	3%	2%	4%	8%	2%	4%	33%	8%	0%	4%	0%
Virgin Mobile/Helio	27	1	1 BDIJM	2	2 BDGIJKMNP	0	0	11 BDGIJKLMN PR	4	2	5 J	0	5	1	1 BDGIJKLMP	1	1 BDGIJKMP	2 J	5 BDGIJKMP
	2%	2%	17%	2%	29%	0%	0%	46%	2%	1%	4%	0%	2%	4%	33%	3%	33%	8%	20%
Boost Mobile	19	1	0	2	1 BIM	0	0	2 IM	1	17 IM	4 I	0	2	0	1 BDGIKLMN RS	3 IM	1 BDGIKMNR S	0	0
	2%	2%	0%	2%	14%	0%	0%	8%	0%	7%	3%	0%	1%	0%	33%	8%	33%	0%	0%
Cricket	14	1	0	3 I	1 BIJK	0	0	3 BIJKM	1	4	2	1 I	7 I	0	2 BDGHIJKLM NPRS	1	1 BDGIJKMNP S	1	0
	1%	2%	0%	3%	14%	0%	0%	13%	0%	2%	2%	8%	3%	0%	67%	3%	33%	4%	0%
Qwest Wireless	4	2 IJ	0	1	1 DIJKMP	0	0	0	0	0	2 J	1 IJM	2	1 IJ	1 BDGHIJKMP RS	0	0	0	0
	0%	3%	0%	1%	14%	0%	0%	0%	0%	0%	2%	8%	1%	4%	33%	0%	0%	0%	0%
Other (SPECIFY)	84	0	1 BDNP	0	0	1 BDGILMNP	0	5 BDGIMNP	11 D	40 BDGIMNP	19 BDGIMNP	0	8	0	0	0	0	2 BD	2 BD
	7%	0%	17%	0%	0%	50%	0%	21%	5%	16%	15%	0%	3%	0%	0%	0%	0%	8%	8%
Have phone but don't know who the carrier is	9	1	0	0	0	0	0	0	0	2	1	1 DIJKM	1	0	0	0	0	1 IM	2 DIJKM
	1%	2%	0%	0%	0%	0%	0%	0%	0%	1%	1%	8%	0%	0%	0%	0%	0%	4%	8%
Don't own/use a mobile phone or have a mobile wire	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLMNOPQRS

TABLE 010

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

	Total	Apple (iPhone)	Audiovox/St arcomm	Blackberry	Danger/Side kick	HP/IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Palm/Treo/C entro	Samsung	Sanyo	Siemens	Sony Ericsson	Toshiba	Other	Not Know
Total Responding	1150	68	6	97	7	2	23	24	232	257	129	13	251	27	3	37	3	26	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Motorola	257	4	0	12	2 BGNS	0	0	4 GNS	21	257 BCDEFGHIK LMNOPQRS	11	1	23	0	1 GNS	9 BGIKMNR	1 GNS	1	0
	22%	6%	0%	12%	29%	0%	0%	17%	9%	100%	9%	8%	9%	0%	33%	24%	33%	4%	0%
Samsung	251	8	0	15 IRS	2 IRS	1 IJRS	3	4 RS	16	23	13	2 R	251 BCDEFGHIJ KLMNOPQRS	2	1 RS	5	1 RS	0	0
	22%	12%	0%	16%	29%	50%	13%	17%	7%	9%	10%	15%	100%	7%	33%	14%	33%	0%	0%
LG	232	6	0	10	1	0	1	3	232 BCDEFGHJ KLMNOPQR S	21	7	1	16	0	1 KNS	6 KMNS	1 KNS	2	0
	20%	9%	0%	10%	14%	0%	4%	13%	100%	8%	5%	8%	6%	0%	33%	16%	33%	8%	0%
Nokia	129	6 I	0	7	2 IJMS	0	2	3 I	7	11	129 BCDEFGHIJ LMNOPQRS	2 I	13	2	1 IJMS	5 IJM	1 IJMS	1	0
	11%	9%	0%	7%	29%	0%	9%	13%	3%	4%	100%	15%	5%	7%	33%	14%	33%	4%	0%
Blackberry (Research in Motion/RIM)	97	6	0	97 BCEFGHIJK LMNOPQRS	2 IJKMRS	0	1	2	10	12	7	3 IJKMRS	15	2	2 BGHIJKMNP RS	3	1 IJKRS	0	0
	8%	9%	0%	100%	29%	0%	4%	8%	4%	5%	5%	23%	6%	7%	67%	8%	33%	0%	0%
Apple (iPhone)	68	68 CDEFGHIJK LMNOPQRS	0	6 J	1 J	0	2 J	1	6	4	6	3 DIJKMRS	8	1	1 IJKMRS	4 IJM	1 IJKMRS	0	0
	6%	100%	0%	6%	14%	0%	9%	4%	3%	2%	5%	23%	3%	4%	33%	11%	33%	0%	0%
Sony Ericsson	37	4	0	3	1 M	0	0	2	6	9	5	0	5	0	1 DGIJKLMNR S	37 BCDEFGHIJ KLMNOQRS	1 DGIJKMNR	0	0
	3%	6%	0%	3%	14%	0%	0%	8%	3%	4%	4%	0%	2%	0%	33%	100%	33%	0%	0%
Sanyo	27	1	0	2 IJ	1 BIJKMP	0	0	0	0	0	2 J	1 IJM	2	27 BCDEFGHIJ KLMOPQRS	0	0	0	0	0
	2%	2%	0%	2%	14%	0%	0%	0%	0%	0%	2%	8%	1%	100%	0%	0%	0%	0%	0%
Kyocera	24	1	0	2	1 BIJM	0	0	24 BCDEFGIJK LMNOPQRS	3	4	3	0	4	0	1 BDGIJKLMN RS	2	1 BDGIJKMNR S	0	0
	2%	2%	0%	2%	14%	0%	0%	100%	1%	2%	2%	0%	2%	0%	33%	5%	33%	0%	0%
HTC	23	2 J	0	1	0	0	23 BCDEFGHIJK LMNOPQRS	0	1	0	2 J	0	3	0	0	0	0	0	0
	2%	3%	0%	1%	0%	0%	100%	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%	0%	0%
Palm/Treo/Centro	13	3 IJM	0	3 IJ	0	0	0	0	1	1	2	13 BCDEFGHIJ KMNOPQRS	2	1	1 BDGHIJKMP RS	0	0	0	0
	1%	4%	0%	3%	0%	0%	0%	0%	0%	0%	2%	100%	1%	4%	33%	0%	0%	0%	0%
Danger/Sidekick	7	1	0	2	7 BCDEFGHIJK LMNOPQRS	0	0	1 I	1	2	2	0	2	1	1 BDGIJKLMP RS	1	1 BDGIJKMPR S	0	0
	1%	2%	0%	2%	100%	0%	0%	4%	0%	1%	2%	0%	1%	4%	33%	3%	33%	0%	0%
Audiovox/Starcomm	6	0	6 BDEFGHIJK LMNOPQRS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	1%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Siemens	3	1	0	2	1 BIJKM	0	0	1 IJM	1	1	1	1 IJKM	1	0	3 BCDEFGHIJK LMNPRS	1	1 BDGIJKMNP RS	0	0
	0%	2%	0%	2%	14%	0%	0%	4%	0%	0%	1%	8%	0%	0%	100%	3%	33%	0%	0%

	Total	Apple (iPhone)	Audiovox/St arcomm	Blackberry	Danger/Side kick	HP/IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Palm/Treo/C entro	Samsung	Sanyo	Siemens	Sony Ericsson	Toshiba	Other	Not Know
Toshiba	3	1	0	1	1 BDIJKM	0	0	1 IJM	1	1	1	0	1	0	1 BDGIJKLMN PRS	1	3 BCDEGHIJK LMNPRS	0	0
	0%	2%	0%	1%	14%	0%	0%	4%	0%	0%	1%	0%	0%	0%	33%	3%	100%	0%	0%
HP/IPAQ	2	0	0	0	0	2 BCDEGHIJK LMNPRS	0	0	0	0	0	0	1	0	0	0	0	0	0
	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other (SPECIFY)	26	0	0	0	0	0	0	0	2	1	1	0	0	0	0	0	0	26 BCDEFGHIJ KLMNOPQS	0
	2%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	100%	0%
Don't know/refused	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	25 BCDEFGHIJ KLMNOPQR
	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLMNOPQRS

TABLE 011

C. What type of message/SMS plan do you use to pay for text messages that you send and receive on your wireless mobile phone? Please check all that apply.

	Total	Apple (iPhone)	Audiovox/St arcomm	Blackberry	Danger/Side kick	HP/IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Palm/Treo/C entro	Samsung	Sanyo	Siemens	Sony Ericsson	Toshiba	Other	Not Know
Total Responding	1150	68	6	97	7	2	23	24	232	257	129	13	251	27	3	37	3	26	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
An unlimited text message/SMS plan	917	42	4	72	6	2	13	24 BCDGL OPQRS	210 BDGL	233 BDGL	115 BDGL	7	231 BCDGLS	23 BGL	2	31 BGL	2	21	20
	80%	62%	67%	74%	86%	100%	57%	100%	91%	91%	89%	54%	92%	85%	67%	84%	67%	81%	80%
A charge for each text message/SMS	323	65 CEFHJKMN OPQRS	1	89 CFHIJKMNO PQRS	5 HIJKNMPS	1	22 CFHIJKMNO PQRS	4	70 JK	44	26	13 CFHIJKMNO PQRS	62 J	5	1	11	1	8	3
	28%	96%	17%	92%	71%	50%	96%	17%	30%	17%	20%	100%	25%	19%	33%	30%	33%	31%	12%
A message/SMS package which allows you to send a	158	17 DHJKMS	2 HS	11	1	0	7 DHJMS	1	40 S	36 S	18 S	1	30	8 DHJKMS	0	9 HMS	1 S	5 S	0
	14%	25%	33%	11%	14%	0%	30%	4%	17%	14%	14%	8%	12%	30%	0%	24%	33%	19%	0%
My carrier gives me free texting as part of a promotio	18	1	1 BDIJKMNR	1	0	0	1	1	5	5	2	0	4	0	0	1	0	0	0
	2%	2%	17%	1%	0%	0%	4%	4%	2%	2%	2%	0%	2%	0%	0%	3%	0%	0%	0%
Other (SPECIFY:)	4	0	0	0	0	0	0	0	0	3	0	0	1	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't have text messaging/SMS plan	220	2	2 BDL	5	1	1 BDGL	1	3	36 BD	71 BDGIL	40 BDGILM	0	52 BD	5 BD	2 BDGHILP	6 BD	2 BDGHILP	6 BD	9 BDGIL
	19%	3%	33%	5%	14%	50%	4%	13%	16%	28%	31%	0%	21%	19%	67%	16%	67%	23%	36%
Don't Know/Not sure	71	2	0	3	0	0	0	2	11	17	9	1	14	4 BDI	0	3	0	1	6 BDGIJKMR
	6%	3%	0%	3%	0%	0%	0%	8%	5%	7%	7%	8%	6%	15%	0%	8%	0%	4%	24%
Refused/NA	13	0	1 BDIJKMNP	0	0	0	0	0	2	2	2	0	1	0	0	0	0	1 M	4 BDHIJKMNP
	1%	0%	17%	0%	0%	0%	0%	0%	1%	1%	2%	0%	0%	0%	0%	0%	0%	4%	16%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLMNOPQRS

TABLE 012
D. Thinking about your primary cell phone, is it a :

	Total	Apple (iPhone)	Audiovox/St arcomm	Blackberry	Danger/Side kick	HP/IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Palm/Treo/C entro	Samsung	Sanyo	Siemens	Sony Ericsson	Toshiba	Other	Not Know
Total Responding	1150	68	6	97	7	2	23	24	232	257	129	13	251	27	3	37	3	26	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Smartphone (i.e., a phone that has advanced features)	324	65 CEFHIJKMN OPQRS	1	89 CFHIJKMNO PQRS	5 HIJKMNPS	1	22 CFHIJKMNO PQRS	4	71 JK	44	26	13 CFHIJKMNO PQRS	62 J	5	1	11	1	8	3
	28%	96%	17%	92%	71%	50%	96%	17%	31%	17%	20%	100%	25%	19%	33%	30%	33%	31%	12%
Regular phone	724	3	5 BDGL	8	2 B	1 BDGL	1	20 BDEGL	161 BDEGL	213 BDEGLM	103 BDEGL	0	189 BDEGL	22 BDEGL	2 BDGL	26 BDEGL	2 BDGL	18 BDGL	22 BDEGL
	63%	4%	83%	8%	29%	50%	4%	83%	69%	83%	80%	0%	75%	82%	67%	70%	67%	69%	88%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLMNOPQRS

TABLE 013

C1Q01. About how many Mobile Apps in total have you downloaded onto your current cell phone? Your best estimate will be fine.

	Total	Apple (iPhone)	Audiovox/St arcomm	Blackberry	Danger/Side kick	HP/IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Palm/Treo/C entro	Samsung	Sanyo	Siemens	Sony Ericsson	Toshiba	Other	Not Know
Total Responding	1150	68	6	97	7	2	23	24	232	257	129	13	251	27	3	37	3	26	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0	698	4	5 BDGL	17 B	2 B	1 B	4	18 BDEGLP	165 BDEGLP	189 BDEGLP	97 BDEGLP	3 B	185 BDEGLP	19 BDEGL	2 BD	18 BDG	2 BD	19 BDEGL	22 BDEGLP
	61%	6%	83%	18%	29%	50%	17%	75%	71%	74%	75%	23%	74%	70%	67%	49%	67%	73%	88%
1	52	2	1 KN	11 BJK	0	0	2	2	16	11	3	0	15	0	0	1	0	1	0
	5%	3%	17%	11%	0%	0%	9%	8%	7%	4%	2%	0%	6%	0%	0%	3%	0%	4%	0%
2 to 3	113	1	0	22 BIJKMNS	1 B	1 BKMNS	3 B	3 B	32 BKM	33 BK	7	2 B	21 B	1	0	7 BKM	0	2	1
	10%	2%	0%	23%	14%	50%	13%	13%	14%	13%	5%	15%	8%	4%	0%	19%	0%	8%	4%
4 to 5	57	7	0	15 HIJM	1	0	1	0	10	11	12 J	0	13	3	0	6 HIJM	0	1	1
	5%	10%	0%	16%	14%	0%	4%	0%	4%	4%	9%	0%	5%	11%	0%	16%	0%	4%	4%
6 to 10	61	17 HIJKMPRS	0	19 HIJKMP	2 HIJKM	0	9 DHIJKMNPR S	0	5	7	2	2 IJK	11	2	0	2	0	1	1
	5%	25%	0%	20%	29%	0%	39%	0%	2%	3%	2%	15%	4%	7%	0%	5%	0%	4%	4%
11 to 20	24	9 IJKM	0	8 IJKM	1 IJKM	0	1 I	0	1	2	2	2 IJKM	2	1	0	2 IJM	1 HIJKMS	1	0
	2%	13%	0%	8%	14%	0%	4%	0%	0%	1%	2%	15%	1%	4%	0%	5%	33%	4%	0%
21 to 30	20	12 DHIJKMPS	0	0	0	0	1 DI	0	1	4	4 I	0	2	1	0	0	0	1	0
	2%	18%	0%	0%	0%	0%	4%	0%	0%	2%	3%	0%	1%	4%	0%	0%	0%	4%	0%
31 to 40	10	9 DIJKMN	0	2 JM	0	0	0	0	1	0	0	2 DIJKMNR	0	0	1 DGHJKMNP RS	1 JM	0	0	0
	1%	13%	0%	2%	0%	0%	0%	0%	0%	0%	0%	15%	0%	0%	33%	3%	0%	0%	0%
41 to 50	6	3 IJM	0	2 IJM	0	0	2 IJKM	1 IJM	0	0	1	0	0	0	0	0	0	0	0
	1%	4%	0%	2%	0%	0%	9%	4%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
More than 50	7	4 IJKM	0	1	0	0	0	0	1	0	1	2 DIJKMNPR	2	0	0	0	0	0	0
	1%	6%	0%	1%	0%	0%	0%	0%	0%	0%	1%	15%	1%	0%	0%	0%	0%	0%	0%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLMNOPQRS

TABLE 014

C1Q02. Which of the following reasons explain why you have not downloaded any apps onto your current cell phone? Please check all that apply.

	Total	Apple (iPhone)	Audiovox/St arcomm	Blackberry	Danger/Side kick	HP/IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Palm/Treo/C entro	Samsung	Sanyo	Siemens	Sony Ericsson	Toshiba	Other	Not Know
Total Responding	1150	68	6	97	7	2	23	24	232	257	129	13	251	27	3	37	3	26	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
My cell phone can't download apps	243	0	1 B	6 B	1 B	1 BDGL	1	7 BDGL	48 BD	77 BDGILPR	40 BDGILPR	0	65 BDGL	7 BDGL	2 BDGLPR	5 B	1 B	3 B	4 B
	21%	0%	17%	6%	14%	50%	4%	29%	21%	30%	31%	0%	26%	26%	67%	14%	33%	12%	16%
I don't know what apps are	92	0	1 BD	0	0	0	0	2 BD	21 BD	21 BD	19 BDGJ	0	23 BD	3 BD	0	3 BD	0	2 BD	2 BD
	8%	0%	17%	0%	0%	0%	0%	8%	9%	8%	15%	0%	9%	11%	0%	8%	0%	8%	8%
I don't know how to download apps	65	1	1 BD	0	0	0	0	3 BD	14 D	23 BD	8 D	0	13 D	2 D	0	3 D	0	2 D	1 D
	6%	2%	17%	0%	0%	0%	0%	13%	6%	9%	6%	0%	5%	7%	0%	8%	0%	8%	4%
The apps I wanted were too expensive	65	1	0	2	0	0	2	0	23 BDJK	13	5	0	19	3 BD	0	1	0	4 BDJKS	0
	6%	2%	0%	2%	0%	0%	9%	0%	10%	5%	4%	0%	8%	11%	0%	3%	0%	15%	0%
I looked in the apps store but didn't find anything I w	60	1	0	2	0	0	2	5 BDIJKMS	17	11	6	1	21 BD	2	0	3	1 BDJKS	1	0
	5%	2%	0%	2%	0%	0%	9%	21%	7%	4%	5%	8%	8%	7%	0%	8%	33%	4%	0%
I didn't trust the quality of the apps	12	0	0	0	0	0	0	0	3	3	2	0	1	0	0	1	0	1 M	1 DM
	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	2%	0%	0%	0%	0%	3%	0%	4%	4%
Something else, please specify	86	0	0	5	0	0	0	1	28 BMP	20 B	12 B	0	16 B	6 BDGJMP	0	0	0	3 BP	2 B
	8%	0%	0%	5%	0%	0%	0%	4%	12%	8%	9%	0%	6%	22%	0%	0%	0%	12%	8%
Don't know/no reason	161	1	3 BDGHIJKNP	3	1 B	0	0	2	33 BD	45 BDG	14 BD	2 BD	46 BDG	1	0	3	0	7 BDGKN	12 BDGHIJKMNP
	14%	2%	50%	3%	14%	0%	0%	8%	14%	18%	11%	15%	18%	4%	0%	8%	0%	27%	48%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Have downloaded apps	350	64 CDEFHIJKL MNOPQRS	1	80 CHIJKMNOP QRS	5 HIJKMNRS	1	19 CHIJKMNP RS	6	67	68	32	10 CHIJKMNRS	66	8	1	19 HIJKMS	1	7	3
	30%	94%	17%	83%	71%	50%	83%	25%	29%	27%	25%	77%	26%	30%	33%	51%	33%	27%	12%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLMNOPS

TABLE 015

C1Q03. Thinking about all the mobile apps you downloaded onto your current cellphone, about what percentage were:

Mean Summary Table

	Total	Apple (iPhone)	Audiovox/St arcomm	Blackberry	Danger/Side kick	HP/IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Palm/Treo/C entro	Samsung	Sanyo	Siemens	Sony Ericsson	Toshiba	Other	Not Know
Total Responding	350	64	1	80	5	1	19	6	67	68	32	10	66	8	1	19	1	7	3
apps you paid for	31.74	24.23 G	0	21.48	52.00 BG	0	6.84	22.5	45.39 BDG	34.43 DG	34.47 G	29.50 G	34.33 DG	26.25	20	24.53	40	40.71 G	70.00 BDG
free apps that contained advertising	21.73	39.23 DGIJMPR	100	18.06	26	0	22.63	16.67	16.19	20.75	27.63	32.00 R	21.33	25.63	30	13.95	40	5.29	13.33
free apps that did not contain advertising	46.54	36.53	0	60.46 BEIJKM	22	100	70.53 BEIJKLMS	60.83	38.42	44.82	37.91	38.5	44.33	48.13	50	61.53 BEIK	20	54	16.67

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLMNOPQRS

TABLE 016

C1Q04. How frequently do you use the apps you downloaded onto your current cellphone ? For each option below, please enter a percentage between 0 and 100.

Mean Summary Table

	Total	Apple (iPhone)	Audiovox/St arcomm	Blackberry	Danger/Side kick	HP/IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Palm/Treo/C entro	Samsung	Sanyo	Siemens	Sony Ericsson	Toshiba	Other	Not Know
Total Responding	350	64	1	80	5	1	19	6	67	68	32	10	66	8	1	19	1	7	3
Use every day	28.65	30.84	80	33.18 I	49.00 IN	10	25.26	20	21.36	28.99	30.69	28.5	22.67	13.13	10	37.32	0	35.43	50
Use every week, but not every day	28.04	30.86	20	28.56	17.00 S	10	36.58	21.67	29.46	30.44	28.66	21.5	28.91	33.13	20	21.05	10	15.29	3.33
Use every month, but not every week	18.78	18.53	0	17.99	17.00 H	80	18.42	3.33	20.97	14.93	13.53	15.00 H	19.27	31.25 K	20	16.21	20	25.71	33.33
Use within the last year, but not every month	13.42	11.41	0	12.75	13	0	14.47	9.17	14.4	14.56	19.31 B	19.20 N	12.33	6.88	20	10.42	20	10.71	13.33
Have not used at all in the last year	11.11	8.36	0	7.53	4	0	5.26	45.83 BDGIJMKM	13.81	11.09	7.81	15.80 G	16.82 D	15.63	30	15	50	12.86	0

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLMNOPQRS

TABLE 017

C1Q05. Thinking about the mobile app you downloaded and use most often, which of the following describes the functions and features of this app? Please check all that apply.

	Total	Apple (iPhone)	Audiovox/St arcomm	Blackberry	Danger/Side kick	HP/IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Palm/Treo/C entro	Samsung	Sanyo	Siemens	Sony Ericsson	Toshiba	Other	Not Know
Total Responding	1150	68	6	97	7	2	23	24	232	257	129	13	251	27	3	37	3	26	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It provides entertainment	194	39 DHIJKMNPR S	1	41 HIJKMNRS	5 HIJKMNPRS	1	9 IJKMRS	4	36	38	14	5 IJKMS	38	5	0	10 K	1	3	2
	17%	57%	17%	42%	71%	50%	39%	17%	16%	15%	11%	39%	15%	19%	0%	27%	33%	12%	8%
It provides news or current information	139	34 HIJKMNPRS	1	44 HIJKMNPRS	2 HIMNS	0	8 HIJKMNS	0	17	21	10	6 HIJKMNRS	18	1	1 HS	9 HIJKMNS	0	4 S	0
	12%	50%	17%	45%	29%	0%	35%	0%	7%	8%	8%	46%	7%	4%	33%	24%	0%	15%	0%
It is useful when I'm on the go	128	27 HIJKMNRS	1	37 HIJKMNRS	2 K	0	4	1	23	26	9	5 HIJKMNRS	21	2	0	10 HIJKMS	1	2	1
	11%	40%	17%	38%	29%	0%	17%	4%	10%	10%	7%	39%	8%	7%	0%	27%	33%	8%	4%
Helps me connect with friends, family or colleagues	115	36 20 HIJKMS	0	36 HIJKMNPRS	2 HKM	0	5 HJKM	0	22	21	9	4 HIJKMS	17	3	0	7 HJKM	0	4	1
	10%	29%	0%	37%	29%	0%	22%	0%	10%	8%	7%	31%	7%	11%	0%	19%	0%	15%	4%
It helps me manage my life	87	24 HIJKMNRS	0	22 HIJKMNS	0	0	5 HIJMS	0	16	13	11	4 HIJKMNS	11	1	1 HJMS	10 HIJKMNS	0	2	0
	8%	35%	0%	23%	0%	0%	22%	0%	7%	5%	9%	31%	4%	4%	33%	27%	0%	8%	0%
It is useful for school or work	57	13 IJKMNS	1 N	17 IJKMNS	2 IJKMNS	1 HIJKMNRS	5 IJKMNS	1	10	10	8	4 HIJKMNRS	9	0	1 IJMNS	4 M	0	1	0
	5%	19%	17%	18%	29%	50%	22%	4%	4%	4%	6%	31%	4%	0%	33%	11%	0%	4%	0%
I like to show it to others	50	13 HIJKMS	0	12 IJKM	1	0	3 IM	0	8	11	5	3 HIJKMS	6	2	1 HIJKMS	6 HIJKMS	0	2	0
	4%	19%	0%	12%	14%	0%	13%	0%	3%	4%	4%	23%	2%	7%	33%	16%	0%	8%	0%
It helps me shop or browse for things to buy	40	13 HIJKMS	0	12 IJKM	0	0	1	0	6	8	3	2 IJKM	6	1	0	4 IJKM	0	1	0
	4%	19%	0%	12%	0%	0%	4%	0%	3%	3%	2%	15%	2%	4%	0%	11%	0%	4%	0%
I use it to make purchases or place orders	24	7 IJKM	0	7 IJM	0	0	1	0	3	3	3	2 IJKMN	4	0	0	1	0	1	0
	2%	10%	0%	7%	0%	0%	4%	0%	1%	1%	2%	15%	2%	0%	0%	3%	0%	4%	0%
None of these	19	0	0	3 K	0	0	0	1 K	7 K	3	0	0	4	1 K	0	1	0	1 K	0
	2%	0%	0%	3%	0%	0%	0%	4%	3%	1%	0%	0%	2%	4%	0%	3%	0%	4%	0%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Have not downloaded apps	698	4	5 BDGL	17 B	2 B	1 B	4	18 BDEGLP	165 BDEGLP	189 BDEGLP	97 BDEGLP	3 B	185 BDEGLP	19 BDEGL	2 BD	18 BDG	2 BD	19 BDEGL	22 BDEGLP
	61%	6%	83%	18%	29%	50%	17%	75%	71%	74%	75%	23%	74%	70%	67%	49%	67%	73%	88%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLMNOPQRS

TABLE 018
C1Q06. Thinking about the next year, do you expect to download more apps, fewer apps, or about the same number as this year?

	Total	Apple (iPhone)	Audiovox/St arcomm	Blackberry	Danger/Side kick	HP/IPAQ	HTC	Kyocera	LG	Motorola	Nokia	Palm/Treo/C entro	Samsung	Sanyo	Siemens	Sony Ericsson	Toshiba	Other	Not Know
Total Responding	1150	68	6	97	7	2	23	24	232	257	129	13	251	27	3	37	3	26	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top Two (Net)	199	31 CHIKMNRS	0	34 IJKNMS	4 IJKNMS	0	13 CHIKMNRS	5	33	43	24	5 IJS	46	4	1	13 IJKNMS	1	5	1
	17%	46%	0%	35%	57%	0%	57%	21%	14%	17%	19%	39%	18%	15%	33%	35%	33%	19%	4%
Many more than this year	82	18 DIJKNMS	0	12 J	3 DIJKNMPS	0	8 DIJKNMPS	3	16	10	12 J	4 IJKNMS	21 J	1	1 JS	4	0	3	0
	7%	27%	0%	12%	43%	0%	35%	13%	7%	4%	9%	31%	8%	4%	33%	11%	0%	12%	0%
Somewhat more than this year	117	13 IKM	0	22 IJKNMS	1	0	5 I	2	17	33 I	12	1	25	3	0	9 IKMS	1	2	1
	10%	19%	0%	23%	14%	0%	22%	8%	7%	13%	9%	8%	10%	11%	0%	24%	33%	8%	4%
About the same number as this year	635	30	3	44	2	2	8	12	152 BDEGP	154 BDGP	85 BDEGP	7	146 BDGP	20 BDEGP	1	12	1	15	13
	55%	44%	50%	45%	29%	100%	35%	50%	66%	60%	66%	54%	58%	74%	33%	32%	33%	58%	52%
Bottom Two (Net)	214	7	3 BGKN	19	1	0	2	7 B	47	60 B	20	1	59 B	3	1	12 BGK	1	6	11 BDGIJKNM
	19%	10%	50%	20%	14%	0%	9%	29%	20%	23%	16%	8%	24%	11%	33%	32%	33%	23%	44%
Somewhat fewer than this year	44	4	0	10 JKM	0	0	0	1	11	12	4	1	9	0	0	6 GIJKNM	0	1	1
	4%	6%	0%	10%	0%	0%	0%	4%	5%	5%	3%	8%	4%	0%	0%	16%	0%	4%	4%
Many fewer than this year	170	3	3 BDGIKLN	9	1	0	2	6 BD	36 B	48 BD	16	0	50 BD	3	1 BL	6 B	1 B	5 B	10 BDGIJKNM P
	15%	4%	50%	9%	14%	0%	9%	25%	16%	19%	12%	0%	20%	11%	33%	16%	33%	19%	40%
No Cell Phone	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

(sig=.05) (all_pairs) columns tested BCDEFGHIJKLMNOPQRS