

Thank you for accepting the invitation to participate in this survey. We encourage your honest responses. Your opinions will be combined with those provided by others in order to maintain your confidentiality.

This survey is about mobile phones and related services.

There are no right or wrong answers. If you don't know or are unsure of an answer to a question, then that is a perfectly acceptable response.

Please take a moment to maximize this window on your computer and complete all of the questions appearing on each page. Always scroll down to make sure you have answered all of the questions.

When you are ready to move on to the next page, click the ">>" button located at the bottom of the screen. DO NOT use your browser's "Forward" or "Back" button to go from one page to another.

Once you have completed the study, please allow up to 7-10 business days for your e-Rewards credit to appear in your e-Rewards account. Thank you for your time and opinions!

Please click on the '>>' button to continue to the next question.



Are you a male or a female?

(Select one answer)

- Male
- Female

Please click on the '>>' button to continue to the next question.

>>

What is your age?

Please select your answer

Please click on the >> button to continue to the next question.

>>

Do you have a mobile phone or mobile communication device?

(Select one answer)

- Yes
- No

Please click on the '>>' button to continue to the next question.



For convenience in the questions that follow, the term mobile phones will be used to refer to mobile phones and mobile communications devices.

Please click on the '>>' button to continue to the next question.

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On average, about how many times a day do you use your mobile phone for any purpose?

(Select one answer)

- 10 or more times
- 6 to 9 times
- 4 or 5 times
- 2 or 3 times
- Once a day
- Less than once a day

Please click on the '>>' button to continue to the next question.

>>

Which, if any, of these features do you regularly use on your mobile phone?

(Select one answer in each row)

	Use Feature	Do Not Use Feature
Downloading ring tones	<input type="radio"/>	<input type="radio"/>
Downloading and/or playing games	<input type="radio"/>	<input type="radio"/>
Listening to radio or watching television	<input type="radio"/>	<input type="radio"/>
Sending or receiving e-mails	<input type="radio"/>	<input type="radio"/>
Taking pictures or videos	<input type="radio"/>	<input type="radio"/>
Text messaging	<input type="radio"/>	<input type="radio"/>
Using Bluetooth	<input type="radio"/>	<input type="radio"/>
Regular calling	<input type="radio"/>	<input type="radio"/>
Downloading and listening to music	<input type="radio"/>	<input type="radio"/>
Getting news, sports, or stock updates	<input type="radio"/>	<input type="radio"/>
Other features	<input type="radio"/>	<input type="radio"/>

Please click on the '>>' button to continue to the next question.



Which, if any, of these features do you think you will regularly use on your mobile phone in the near future?

(Select one answer in each row)

	Will Use Feature In the Near Future	Will Not Use Feature In the Near Future
Downloading ring tones	<input type="radio"/>	<input type="radio"/>
Downloading and/or playing games	<input type="radio"/>	<input type="radio"/>
Listening to radio or watching television	<input type="radio"/>	<input type="radio"/>
Sending or receiving e-mails	<input type="radio"/>	<input type="radio"/>
Taking pictures or videos	<input type="radio"/>	<input type="radio"/>
Text messaging	<input type="radio"/>	<input type="radio"/>
Using Bluetooth	<input type="radio"/>	<input type="radio"/>
Regular calling	<input type="radio"/>	<input type="radio"/>
Downloading and listening to music	<input type="radio"/>	<input type="radio"/>
Getting news, sports, or stock updates	<input type="radio"/>	<input type="radio"/>
Other features	<input type="radio"/>	<input type="radio"/>

Please click on the '>>' button to continue to the next question.



Do you or does anyone in your household work in the advertising industry?

(Select one answer)

- Yes
- No

Please click on the '>>' button to continue to the next question.

>>

Do you or does anyone in your household work for a marketing research company?

(Select one answer)

- Yes
- No

Please click on the '>>' button to continue to the next question.

>>

Do you or does anyone in your household work for a company that makes, markets, distributes, or sells mobile phones or mobile communication devices or provides service for mobile phones or mobile communication devices?

(Select one answer)

- Yes
- No

Please click on the '>>' button to continue to the next question.

>>

You will see some statements that might be used by some companies and brands that put out mobile phones or mobile services or provide network service for mobile phones. Each statement will be shown for 30 seconds. You may view each statement as long as you want up to 30 seconds.

You will be asked a few questions about each statement. If you don't know or are unsure of the answer, that is a perfectly fine response.

Please click on the '>>' button to continue to the next question.



Here is the next statement:

DON'T CALL IT A PHONE.



Here is the next statement:

DON'T CALL US A PHONE COMPANY.



Here is the next statement:

CAN YOU HEAR ME NOW?



Here is the first statement:

WHERE YOU AT?



Here is the next statement:

CALLING TOMORROW TODAY.



Here is the next statement:

EVEN MORE MOBILE THAN YOU EXPECTED.



What company or companies or brand or brands, if any, use this description?
If you don't know or are not sure, please select the "Don't know / Not sure" box below.

Don't know / Not sure

Please click on the >> button to continue to the next question.



Do you think that this description is used by only one company or brand, by more than one company or brand, or not by any companies or brands, or are you not sure?

(Select one answer)

- The description is used by only one company or brand.
- The description is used by more than one company or brand.
- The description is not used by any companies or brands.
- I don't know / I'm not sure.

Please click on the '>>' button to continue to the next question.



Do you think that this description is not used by any companies or brands, by more than one company or brand, or by only one company or brand, or are you not sure?

(Select one answer)

- The description is not used by any companies or brands.
- The description is used by more than one company or brand.
- The description is used by only one company or brand.
- I don't know/I'm not sure.

Please click on the '>>' button to continue to the next question.



Please explain fully why you feel that way.

(Please be as detailed and specific as possible)

Please click on the '>>' button to continue to the next question.

