

EXHIBIT E

MARYLANDER MARKETING RESEARCH

STUDY 402-040

JANUARY 2007

Table 1-1
Q.1 - Gender

	Total	Cell 1	Cell 2
Total	649	331	318
	100%	100%	100%
Male	326	169	157
	50%	51%	49%
Female	323	162	161
	50%	49%	51%

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Table 2-1

Q.2 - Age

	Total	Cell 1	Cell 2
Total	649 100%	331 100%	318 100%
18 to 20 years	122 19%	63 19%	59 19%
21 to 25 years	196 30%	99 30%	97 31%
26 to 30 years	181 28%	91 27%	90 28%
31 to 34 years	150 23%	78 24%	72 23%

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 Table 3-1
 Q.5 - How many times a day do you use your mobile phone for any purpose?

	Cell	
	1	2
Total	-----	
Total	649 100%	331 100%
10 or more	272 42%	141 44%
6 to 9	126 19%	67 20%
4 or 5	155 24%	90 27%
2 or 3	96 15%	43 13%
Mean base	649 100%	331 100%
Mean	8.14	8.01
Standard error	0.16	0.22
Median	7.8	7.5
		8.1

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 Table 4-1
 Q.6 - Which, if any, of these features do you regularly use on your mobile phone?

	Cell	
	1	2
Total	649	318
	100%	100%
Mentioned one or more	649	318
	100%	100%
Mentioned one or more of items b through j	629	310
	97%	97%
a. Regular calling	644	317
	99%	100%
b. Text messaging	554	271
	85%	85%
c. Sending or receiving e-mails	178	82
	27%	26%
d. Taking pictures or videos	449	217
	69%	68%
e. Using Bluetooth	196	84
	30%	26%
f. Downloading and listening to music	103	50
	16%	16%
g. Downloading and/or playing games	225	106
	35%	33%
h. Downloading ring tones	262	121
	40%	38%
i. Getting news, sports, or stock updates	130	62
	20%	19%
j. Listening to radio or watching television	41	22
	6%	7%
k. Other features	277	151
	43%	47%
None/don't know	-	-
Total mentions	3411	1642
	526%	516%

Continued

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007

Table 4-1

Q.6 - Which, if any, of these features do you regularly use on your mobile phone?

	Cell 1	Cell 2
Total	2516	1204
Total mentions of items b through j	388%	379%

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Table 5-1

Q.7 - Which, if any, of these features do you think you will regularly use on your mobile phone in the near future?

	Cell	
	1	2
Total	649 100%	318 100%
Mentioned one or more	649 100%	318 100%
Mentioned one or more of items b through j	646 100%	317 99%
a. Regular calling	646 100%	330 99%
b. Text messaging	583 90%	295 91%
c. Sending or receiving e-mails	324 50%	165 50%
d. Taking pictures or videos	511 79%	262 78%
e. Using Bluetooth	357 55%	195 59%
f. Downloading and listening to music	242 37%	137 41%
g. Downloading and/or playing games	298 46%	157 47%
h. Downloading ring tones	338 52%	183 55%
i. Getting news, sports, or stock updates	219 34%	115 35%
j. Listening to radio or watching television	155 24%	87 26%
k. Other features	341 53%	171 52%
None/don't know	-	-
Total mentions	4319 665%	2255 681%

Continued

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 5-1
 Q.7 - Which, if any, of these features do you think you will regularly use on your mobile phone in the near future?

	Cell 1	Cell 2
Total	3220	1538
	496%	484%

Total mentions of items b through j

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Table 6-1
 Q.6/7 - Which, if any, of these features do you regularly use on your mobile phone/do you think you will regularly use on your mobile phone in the near future?

	Cell	
	1	2

Total	649	331
	100%	100%
Mentioned one or more	649	331
	100%	100%
Mentioned one or more of items b through j	649	331
	100%	100%
a. Regular calling	647	330
	100%	100%
b. Text messaging	592	300
	91%	91%
c. Sending or receiving e-mails	331	169
	51%	51%
d. Taking pictures or videos	522	270
	80%	82%
e. Using Bluetooth	359	197
	55%	60%
f. Downloading and listening to music	251	141
	39%	43%
g. Downloading and/or playing games	314	166
	48%	50%
h. Downloading ring tones	368	201
	57%	61%
i. Getting news, sports, or stock updates	225	118
	35%	36%
j. Listening to radio or watching television	158	88
	24%	27%
k. Other features	352	174
	54%	53%
None/don't know	-	-
Total mentions	4416	2311
	680%	698%

Continued

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Table 6-1

Q.6/7 - Which, if any, of these features do you regularly use on your mobile phone/do you think you will regularly use on your mobile phone in the near future?

	Cell 1	Cell 2
Total	3295	1726
	508%	521%

Total mentions of items b through j	3295	1726	1569
	508%	521%	493%

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Table 7-1

Cell

	Cell 1	Cell 2
Total	649 100%	331 100%
Cell 1	331 51%	331 100%
Cell 2	318 49%	- 100%

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 8-1

Q.13 - What company or companies or brand or brands, if any, use this description?

	Total Statements				Cell 1 - Statements				Cell 2 - Statements							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
Total	649 100%	649 100%	649 100%	649 100%	649 100%	331 100%	331 100%	331 100%	331 100%	331 100%	318 100%	318 100%	318 100%	318 100%	318 100%	
Verizon	497 77%	9 1%	8 1%	5 1%	2 *	256 77%	4 1%	5 2%	4 1%	3 1%	1 *	4 1%	4 1%	4 1%	2 1%	1 *
Sprint	33 5%	6 1%	5 1%	5 1%	4 1%	18 5%	1 *	1 *	2 1%	2 1%	-	15 5%	4 1%	4 1%	3 1%	4 1%
Cingular	29 4%	9 1%	2 *	5 1%	9 1%	13 4%	4 1%	4 1%	2 1%	1 *	3 1%	16 5%	5 2%	-	4 1%	6 2%
T-Mobile	7 1%	15 2%	2 *	3 *	33 5%	4 1%	4 1%	4 1%	1 *	2 1%	16 5%	3 1%	11 3%	1 *	1 *	17 5%
Nextel	5 1%	12 2%	2 *	2 *	1 *	3 1%	7 2%	2 1%	2 1%	2 1%	1 *	2 1%	5 2%	1 *	-	-
Company/brand description/ recognized, but not named	4 1%	6 1%	3 *	1 *	1 *	1 *	4 1%	2 1%	1 *	1 *	1 *	3 1%	2 1%	1 *	-	-
AT&T	2 *	3 *	2 *	9 1%	3 *	1 *	2 1%	1 *	2 1%	2 1%	1 *	1 *	1 *	2 1%	7 2%	1 *
Helio	-	-	84 13%	1 *	-	-	-	40 12%	-	-	-	-	44 14%	1 *	-	-
Boost Mobile	-	113 17%	1 *	-	1 *	-	54 16%	-	-	1 *	1 *	-	59 19%	1 *	-	-
Amp'd	-	17 3%	2 *	-	2 *	-	7 2%	1 *	-	1 *	1 *	-	10 3%	1 *	-	1 *
Apple/iPhone/iPod	-	-	6 1%	-	-	-	-	6 2%	-	-	-	-	-	-	-	-
Blackberry	-	1 *	2 *	-	2 *	-	-	2 1%	-	1 *	1 *	1 *	1 *	-	-	1 *

Continued

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 8-1
 Q.13 - What company or companies or brand or brands, if any, use this description?

	Total Statements						Cell 1 - Statements						Cell 2 - Statements					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			
Centennial	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	-	-			
IG	-	-	1 *	2 *	-	-	-	1 *	-	-	-	-	-	2 1%	-			
Motorola	-	-	2 *	-	2 *	-	-	1 *	-	1 *	-	-	1 *	-	1 *			
Nokia	-	1 *	2 *	-	1 *	-	-	2 1%	-	-	-	1 *	-	-	1 *			
Samsung	-	-	-	1 *	1 *	-	-	-	-	-	-	-	-	1 *	1 *			
Sidekick	-	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	-			
Virgin	-	4 1%	-	-	1 *	-	-	1 *	-	1 *	-	3 1%	-	-	-			
Vonage	-	1 *	6 1%	1 *	-	-	-	-	-	-	-	1 *	6 2%	1 *	-			
All other companies/brands	1 *	4 1%	9 1%	2 *	7 1%	-	1 *	3 1%	1 *	3 1%	1 *	3 1%	6 2%	1 *	4 1%			
All others	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	1 *			
Nothing/none	-	2 *	2 *	3 *	1 *	-	-	2 1%	2 1%	-	-	2 1%	-	1 *	1 *			
I don't know//I'm not sure	72 11%	448 69%	510 79%	608 94%	577 89%	35 11%	242 73%	262 79%	314 95%	297 90%	37 12%	206 65%	248 78%	294 92%	280 88%			

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 9-1
 Q.13 - What company or brands, if any, use this description? - Exclusive and correct mentions

	Total Statements				Cell 1 - Statements				Cell 2 - Statements					
	Can you hear me now? (A)	Where you at? (B)	Don't call it a phone/ company (C)	Even more mobile than expected (E)	Can you hear me now? (F)	Where you at? (G)	Don't call it a phone/ company (H)	Calling to- tomorrow (I)	Even more mobile than expected (J)	Can you hear me now? (K)	Where you at? (L)	Don't call us a phone company (M)	Calling to- tomorrow (N)	Even more mobile than expected (O)
Total	649 100%	649 100%	649 100%	649 100%	331 100%	331 100%	331 100%	331 100%	331 100%	318 100%	318 100%	318 100%	318 100%	318 100%
Helio	-	-	83 13% ABDE	-	-	-	40 12% FGIJ	-	-	-	-	43 14% KLNO	-	-
Verizon	496 76% C	-	-	-	255 77% H	-	-	-	-	241 76% M	-	-	-	-
Boost	-	112 17% C	-	-	-	54 16% H	-	-	-	-	58 18% M	-	-	-

PROPORTION/MEANS: COLUMNS TESTED (95% CONFIDENCE LEVEL) - C/A, C/B, C/D, C/E, H/F, H/G, H/I, H/J, M/K, M/L, M/N, M/O

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 10-1
 Q.14 - Please explain fully why you feel that way?

	Total Statements										Cell 1 - Statements										Cell 2 - Statements															
	(A)		(B)		(C)		(D)		(E)		(F)		(G)		(H)		(I)		(J)		(K)		(L)		(M)		(N)		(O)							
	649	100%	179	28%	130	20%	649	100%	64	10%	278	84%	331	100%	77	23%	63	19%	14	4%	28	8%	331	100%	318	100%	318	100%	318	100%	318	100%	318	100%		
Total	649	100%	179	28%	130	20%	649	100%	64	10%	278	84%	331	100%	77	23%	63	19%	14	4%	28	8%	331	100%	318	100%	318	100%	318	100%	318	100%	318	100%		
Mentioned one or more	545	84%	179	28%	130	20%	649	100%	64	10%	278	84%	331	100%	77	23%	63	19%	14	4%	28	8%	331	100%	318	100%	318	100%	318	100%	318	100%	318	100%		
Seen/heard/know slogan/ad/commercial (Net)	442	68%	132	20%	85	13%	649	100%	26	4%	226	68%	331	100%	64	19%	40	12%	8	2%	10	3%	331	100%	318	100%	318	100%	318	100%	318	100%	318	100%		
Seen/heard commercial	141	22%	45	7%	29	4%	649	100%	5	1%	77	23%	331	100%	19	6%	12	4%	1	*	2	1%	331	100%	318	100%	318	100%	318	100%	318	100%	318	100%		
Know/recognize/remember commercial	101	16%	35	5%	16	2%	649	100%	1	*	47	14%	331	100%	16	5%	7	2%	1	*	1	*	331	100%	318	100%	318	100%	318	100%	318	100%	318	100%	318	100%
Ads/commercials (unspecified)	59	9%	19	3%	16	2%	649	100%	5	1%	33	10%	331	100%	11	3%	8	2%	-	-	2	1%	331	100%	318	100%	318	100%	318	100%	318	100%	318	100%	318	100%
Seen/heard slogan	53	8%	14	2%	4	1%	649	100%	2	*	31	9%	331	100%	3	1%	3	1%	-	-	1	*	331	100%	318	100%	318	100%	318	100%	318	100%	318	100%	318	100%
Popular slogan/ad/commercial	52	8%	3	*	-	-	649	100%	1	*	23	7%	331	100%	2	1%	-	-	-	-	-	-	331	100%	318	100%	318	100%	318	100%	318	100%	318	100%	318	100%
Know/recognize/remember slogan	45	7%	12	2%	12	2%	649	100%	-	-	22	7%	331	100%	8	2%	5	2%	1	*	-	-	331	100%	318	100%	318	100%	318	100%	318	100%	318	100%	318	100%
Seen/heard ad/advertising	39	6%	12	2%	7	1%	649	100%	4	1%	24	7%	331	100%	4	1%	4	1%	-	-	1	*	331	100%	318	100%	318	100%	318	100%	318	100%	318	100%	318	100%

PROPORTION/MEANS: COLUMNS TESTED (95% CONFIDENCE LEVEL) - C/A, C/B, C/D, C/E, H/F, H/G, H/I, H/J, M/K, M/L, M/N, M/O
 Continued

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 Table 10-1
 Q.14 - Please explain fully why you feel that way?

	Total Statements														
	Cell 1 - Statements					Cell 2 - Statements									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Can you hear me now?	Where you at?	Don't call it a phone/ Don't call us a phone company	Calling tomorrow	Even more than expected	Can you hear me now?	Where you at?	Don't call it a phone company	Calling tomorrow	Even more than expected	Can you hear me now?	Where you at?	Don't call us a phone company	Calling tomorrow	Even more than expected	
Know/recognize/remember ad/advertising	27 4% C	4 1%	5 1%	-	-	13 4%	2 1%	3 1%	-	-	14 4%	2 1%	2 1%	-	-
Seems/looks/sounds like their ad/advertising	7 1%	4 1%	4 1%	8 1%	8 1%	6 2%	2 1%	2 1%	4 1%	3 1%	3 1%	2 1%	2 1%	4 1%	5 2%
Seen/heard slogan/ad/commercial, but not sure of company/brand	5 1%	4 1%	2 *	1 *	1 *	2 1%	4 1%	1 *	1 *	1 *	3 1%	1 *	1 *	-	-
Identified Verizon	42 6% C	1 *	2 *	1 *	2 *	20 6%	1 *	1 *	-	1 *	22 7%	1 *	1 *	1 *	1 *
Seen/heard on television/radio	17 3% C	2 *	7 1%	-	-	7 2%	-	4 1%	-	-	10 3%	2 1%	3 1%	-	-
Just know/remember it	17 3% C	3 *	1 *	-	-	8 2%	3 1%	1 *	-	-	9 3%	-	-	-	-
"Negatives about slogan/ad/commercial (stupid, silly, not catchy, etc.)"	17 3% C	8 1%	2 *	3 *	-	9 3%	1 *	2 1%	2 1%	-	8 3%	7 2%	-	1 *	-
Comments on meaning/strategy of slogan/company	14 2%	14 2%	16 2%	4 1%	7 1%	5 2%	4 1%	8 2%	-	3 1%	9 3%	10 3%	8 3%	4 1%	4 1%
Boost Mobile customer	13 2% C	-	-	-	-	8 2%	-	-	-	-	5 2%	-	-	-	-
"Positives about slogan/ad/commercial (cute, nice, catchy, etc.)"	11 2%	6 1%	4 1%	-	2 *	4 1%	2 1%	1 *	-	1 *	7 2%	4 1%	3 1%	-	1 *

PROPORTION/MEANS: COLUMNS TESTED (95% CONFIDENCE LEVEL) - C/A, C/B, C/D, C/E, H/F, H/G, H/I, H/J, M/K, M/L, M/N, M/O
 Continued

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 10-1
 Q.14 - Please explain fully why you feel that way?

	Total Statements										Cell 1 - Statements										Cell 2 - Statements									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Identified other company/brand	9 1%	14 2%	6 1%	5 1%	10 2%	5 2%	4 1%	2 1%	1 *	4 1%	1 *	2 1%	1 *	1 *	10 3%	4 1%	4 1%	4 1%	3 2%	6 2%	4 1%	4 1%	10 3%	4 1%	4 1%	4 1%	6 2%			
Customer of company/brand (unspecified)	9 1%	-	-	-	-	6 2%	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-		
Know/recognize/remember from television/radio	6 1%	-	-	-	-	4 1%	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-		
Instinct/guess	5 1%	6 1%	5 1%	5 1%	18 3%	1 *	-	2 1%	2 1%	7 2%	2 1%	2 1%	2 1%	2 1%	6 2%	4 1%	4 1%	3 1%	6 2%	11 3%	4 1%	3 1%	6 2%	3 1%	3 1%	11 3%	M			
Don't know/recognize/remember slogan/ad/commercial	5 1%	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-		
It's unique	4 1%	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	4 1%	-	-	-	-	-	-	1 *	-	-	-	-	-		
Logically only one company would use slogan/ad/commercial	3 *	3 *	2 *	-	1 *	2 1%	1 *	1 *	-	-	-	1 *	-	-	-	1 *	-	-	-	-	-	-	2 1%	1 *	-	1 *	-			
Other company/brand customers	3 *	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-		
Generic/not associated with one company/brand	2 *	-	-	-	1 *	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *			
Identified Boost Mobile	1 *	14 2%	-	-	-	-	7 2%	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	7 2%	-	-	-	-	-		
Seems/looks/sounds familiar	1 *	4 1%	2 *	3 *	2 *	-	1 *	-	2 1%	-	2 1%	-	-	-	3 1%	1 *	2 1%	2 1%	3 1%	3 1%	1 *	3 1%	3 1%	2 1%	1 *	2 1%	1 *			

PROPORTION/MEANS: COLUMNS TESTED (95% CONFIDENCE LEVEL) - C/A, C/B, C/D, C/E, H/F, H/G, H/I, H/J, M/K, M/L, M/N, M/O
 Continued

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 10-1
 Q.14 - Please explain fully why you feel that way?

	Total Statements				Cell 1 - Statements				Cell 2 - Statements						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Seems/Looks/sounds familiar, but not sure of company/brand	1 *	1 *	-	-	1 *	1 *	-	-	-	-	-	1 *	-	-	-
Don't know/recognize/remember company/brand	1 *	1 *	-	-	-	-	-	-	-	-	1 *	1 *	-	-	-
Seems like a slogan for one company	-	-	1 *	-	-	-	-	-	-	-	-	-	1 *	-	-
Identified company/brand (unspecified)	-	2 *	-	-	1 *	-	2 1%	-	-	-	-	-	-	-	-
Identified Hello	-	-	6 1% ABE	-	1 *	-	-	2 1%	-	-	-	-	4 1% KLO	1 *	-
Comments on grammar or lifestyle connotations	-	6 1% C	-	-	-	-	2 1%	-	-	-	-	4 1% M	-	-	-
Don't remember	-	-	2 *	-	-	-	-	1 *	-	-	-	-	1 *	-	-
Have not/never seen/heard slogan/ad/commercial	-	-	2 *	1 *	1 *	-	-	2 1%	1 *	1 *	-	-	-	-	1 *
All others (NEC)	-	2 *	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-
No answer/non sequitur	12 2% C	8 1%	3 *	-	2 *	5 2%	3 1%	1 *	2 1%	2 1%	7 2%	5 2%	2 1%	-	-
Nothing/none	-	-	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-

PROPORTION/MEANS: COLUMNS TESTED (95% CONFIDENCE LEVEL) - C/A, C/B, C/D, C/E, H/F, H/G, H/I, H/J, M/K, M/L, M/N, M/O
 Continued

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 Table 10-1
 Q.14 - Please explain fully why you feel that way?

	Total Statements										Cell 1 - Statements										Cell 2 - Statements									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Don't know/not sure	20	14	5	6	6	13	9	5	3	4	7	5	3	2	-	3	2	5	1	1	2	2	5	3	1	1	3	1	2	1
I don't know/I'm not sure what company or brands uses this description	72	448	510	608	577	35	242	262	314	297	37	206	248	294	280	78	79	89	94	95	90	12	65	78	92	92	92	92	92	88
Total mentions	710	240	153	42	72	363	100	72	16	30	347	140	81	26	42	109%	37%	11%	6%	5%	9%	109%	44%	25%	8%	8%	26	8%	13%	

PROPORTION/MEANS: COLUMNS TESTED (95% CONFIDENCE LEVEL) - C/A, C/B, C/D, C/E, H/F, H/G, H/I, H/J, M/K, M/L, M/N, M/O

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 11-1
 Q.15a/15b - 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?

	Total Statements				Cell 1 - Statements				Cell 2 - Statements				
	649 100%	649 100%	649 100%	649 100%	331 100%	331 100%	331 100%	331 100%	318 100%	318 100%	318 100%	318 100%	318 100%
	Can you hear me now? (A)	Where you at? (B)	Calling tomorrow (D)	Even more mobile than you expected (E)	Can you hear me now? (F)	Where you at? (G)	Don't call it tomorrow (H)	Calling tomorrow (I)	Even more mobile than you expected (J)	Can you hear me now? (K)	Where you at? (L)	Don't call us tomorrow (M)	Even more mobile than you expected (O)
Total	649 100%	649 100%	649 100%	649 100%	331 100%	331 100%	331 100%	331 100%	331 100%	318 100%	318 100%	318 100%	318 100%
The description is used by only one company or brand	35 5%	119 18%	110 17%	99 15%	14 4%	45 14%	56 17%	63 19%	46 14%	21 7%	54 17%	63 20%	47 15%
The description is used by more than one company or brand	6 1%	19 3%	13 2%	18 3%	3 1%	8 2%	13 4%	8 2%	7 2%	3 1%	4 1%	6 2%	5 2%
The description is not used by any companies or brands	1 *	69 11%	92 14%	76 12%	-	41 12%	29 9%	44 13%	42 13%	1 *	28 9%	23 7%	48 15%
I don't know/I'm not sure	30 5%	268 41%	393 61%	384 59%	18 5%	148 45%	164 50%	199 60%	202 61%	12 4%	120 38%	156 49%	194 61%
Know what company or brand or brands uses this description	577 89%	201 31%	41 6%	72 11%	296 89%	89 27%	69 21%	17 5%	34 10%	281 88%	112 35%	70 22%	38 12%

PROPORTION/MEANS: COLUMNS TESTED (95% CONFIDENCE LEVEL) - C/A, C/B, C/D, C/E, H/F, H/G, H/I, H/J, M/K, M/L, M/N, M/O

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 12-1
 Q.16 - Please explain fully why you feel that way?

	Total Statements										Cell 1 - Statements										Cell 2 - Statements																															
	(A)			(B)			(C)			(D)			(E)			(F)			(G)			(H)			(I)			(J)			(K)			(L)			(M)			(N)			(O)									
	Can you hear me now?	Where you at?	100%	Don't call it a phone/	Don't call us	Calling to-	Even more than expected	Can you hear me now?	Where you at?	100%	Can you hear me now?	Where you at?	100%	Don't call it a phone/	Don't call us	Calling to-	Even more than expected	Can you hear me now?	Where you at?	100%	Can you hear me now?	Where you at?	100%	Don't call it a phone/	Don't call us	Calling to-	Even more than expected	Can you hear me now?	Where you at?	100%	Can you hear me now?	Where you at?	100%	Don't call it a phone/	Don't call us	Calling to-	Even more than expected															
Total	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%										
Mentioned one or more	51 8%	342 53%	450 69%	450 69%	427 66%	427 66%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%	23 7%						
Seen/heard/know slogan/ad/commercial (Net)	23 4%	47 7%	40 3%	40 3%	23 4%	23 4%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%	6 2%						
Seen/heard slogan	1 *	7 1%	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *					
Know/recognize/remember commercial	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *					
Popular slogan/ad/commercial	1 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Know/recognize/remember slogan	-	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Seen/heard ad/advertising	-	-	3 *	3 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *		
Know/recognize/remember ad/advertising	-	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *		
Seems/looks/sounds like their ad/advertising	-	2 *	2 *	2 *	3 *	3 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *

PROPORTION/MEANS: COLUMNS TESTED (95% CONFIDENCE LEVEL) - C/A, C/B, C/D, C/E, H/F, H/G, H/I, H/J, M/K, M/L, M/N, M/O
 Continued

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 12-1
 Q.16 - Please explain fully why you feel that way?

	Total Statements					Cell 1 - Statements					Cell 2 - Statements				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Ads/commercials (unspecified)	-	2	2	1	1	-	1	2	1	1	-	1	-	-	-
Logically only one company would use slogan/ad/commercial	5	19	31	44	39	3	11	16	30	21	2	8	15	14	18
Have not/never seen/heard slogan/ad/commercial	5	125	161	201	188	2	71	83	101	96	3	54	78	100	92
Comments on meaning/strategy of slogan/company	3	18	28	18	11	2	6	18	8	4	1	12	10	10	7
Just know/remember it	2	1	2	4	4	-	-	1	3	3	2	1	1	1	1
Identified Verizon	2	3	-	-	1	1	2	-	-	1	1	1	-	-	-
"Negatives about slogan/ad/commercial (stupid, silly, not catchy, etc.)"	2	32	13	25	15	1	18	8	15	8	1	14	5	10	7
Generic/not associated with one company/brand	2	9	6	10	17	2	3	5	3	10	-	6	1	7	7
Not familiar	2	17	13	21	28	2	11	6	11	14	-	6	7	10	14
Don't know/recognize/remember company/brand	2	7	8	12	14	2	4	7	2	8	-	3	1	10	6

PROPORTION/MEANS: COLUMNS TESTED (95% CONFIDENCE LEVEL) - C/A, C/B, C/D, C/E, H/F, H/G, H/I, H/J, M/K, M/L, M/N, M/O
 Continued

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 12-1
 Q.16 - Please explain fully why you feel that way?

		Total Statements										Cell 1 - Statements										Cell 2 - Statements																																	
		Don't call it a phone/ Don't call us to- a phone morrow today (C)					Even more than expected (E)					Can you hear me Where you at? (F)					Don't call it morrow today (H)					Calling to- morrow today (I)					Even more than expected (J)					Can you hear me Where you at? (K)					Don't call us to- a phone morrow today (M)					Even more than expected (O)													
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)	(AM)	(AN)	(AO)	(AP)	(AQ)	(AR)	(AS)	(AT)	(AU)	(AV)	(AW)	(AX)	(AY)	(AZ)				
Instinct/guess	1	4	5	18	3	1	1	3	1	-	-	3	1	1	18	1	*	1	*	-	-	3	18	2	18	4	3	18	1	18	1	18	3	18	2	18	4	18	2	18	4	18	3	18	4	18	3	18	3	18	1	18			
Seems/looks/sounds familiar	1	4	7	13	12	1	2	2	10	5	-	2	10	3	28	2	2	10	3	-	-	5	28	2	18	3	7	28	2	18	2	18	5	28	2	18	3	18	5	28	2	18	3	18	5	28	2	18	7	28					
Seems/looks/sounds familiar, but not sure of company/brand	1	9	12	6	3	-	2	3	3	3	-	1	3	3	28	2	2	18	1	1	1	7	28	3	18	3	1	28	2	18	7	28	3	18	9	28	3	18	9	28	3	18	9	28	3	18	1	18	*	18					
Don't know/recognize/remember slogan/ad/commercial	1	25	28	45	37	-	10	12	18	19	-	10	12	18	48	4	3	12	18	6	6	15	48	16	27	16	18	48	16	27	18	48	16	27	18	48	16	27	18	48	16	27	18	48	16	27	18	48	16	27	18				
Seen/heard on television/radio	-	-	1	1	1	-	-	-	1	1	-	-	-	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Seems like a slogan for one company	-	-	2	4	10	-	-	1	3	3	-	-	1	3	18	3	18	3	18	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Identified Helio	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Identified other company/brand	-	5	18	6	18	-	2	18	4	6	-	2	18	4	6	18	28	6	18	28	-	-	3	18	2	18	2	18	6	18	2	18	6	18	2	18	6	18	2	18	6	18	2	18	6	18	2	18	6	18	2	18			
"Positives about slogan/ad/commercial (cute, nice, catchy, etc.)"	-	2	5	9	6	-	1	4	4	5	-	1	4	4	5	28	5	28	5	28	-	-	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
It's funny	-	1	2	4	4	-	-	-	2	2	-	-	1	2	18	2	18	2	18	2	-	-	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
It's unique	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

PROPORTION/MEANS: COLUMNS TESTED (95% CONFIDENCE LEVEL) - C/A, C/B, C/D, C/E, H/F, H/G, H/I, H/J, M/K, M/L, M/N, M/O
 Continued

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 12-1
 Q.16 - Please explain fully why you feel that way?

	Total Statements										Cell 1 - Statements										Cell 2 - Statements									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Comments on grammar or lifestyle connotations	-	29 4%	-	-	-	-	11 3%	-	-	-	-	18 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Seems/looks/sounds familiar, but not sure	-	6 1%	15 2%	6 1%	4 1%	-	2 1%	9 3%	2 1%	1 *	-	4 1%	6 2%	4 1%	3 1%	4 1%	6 2%	4 1%	3 1%	1 *	-	-	2 1%	6 2%	4 1%	4 1%	6 2%	4 1%	3 1%	
Don't recognize	-	.1 *	2 *	5 1%	7 1%	-	1 *	2 1%	3 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	5 2%
Don't remember	-	8 1%	5 1%	5 1%	4 1%	-	3 1%	3 1%	3 1%	2 1%	-	5 2%	2 1%	2 1%	5 2%	2 1%	5 2%	2 1%	3 1%	2 1%	-	-	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	
Don't know if seen/heard slogan/ad/commercial	-	6 1%	5 1%	15 2%	10 2%	-	3 1%	2 1%	8 2%	4 1%	-	3 1%	3 1%	4 1%	2 1%	3 1%	3 1%	3 1%	2 1%	5 2%	-	-	3 1%	3 1%	3 1%	3 1%	3 1%	7 2%	6 2%	
Don't know if used by any company/brand	-	4 1%	4 1%	6 1%	3 *	-	3 1%	3 1%	5 2%	2 1%	-	1 *	1 *	2 1%	1 *	1 *	1 *	1 *	2 1%	1 *	-	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *	
Not used by any company/brand	-	9 1%	4 1%	2 *	2 *	-	6 2%	1 *	1 *	1 *	-	3 1%	3 1%	3 1%	1 *	3 1%	3 1%	3 1%	1 *	1 *	-	-	3 1%	3 1%	3 1%	3 1%	1 *	1 *	1 *	
All others (NEC)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No answer/non sequitur	2 *	6 1%	11 2%	12 2%	9 1%	2 1%	3 1%	5 2%	5 2%	5 2%	-	3 1%	5 2%	5 2%	5 2%	5 2%	5 2%	5 2%	5 2%	5 2%	-	-	3 1%	3 1%	3 1%	6 2%	7 2%	4 1%	4 1%	
Nothing/none	1 *	1 *	4 1%	-	1 *	-	-	-	-	1 *	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	-	-	1 *	1 *	1 *	4 1%	4 1%	-	-	

PROPORTION/MEANS: COLUMNS TESTED (95% CONFIDENCE LEVEL) - C/A, C/B, C/D, C/E, H/F, H/G, H/I, H/J, M/K, M/L, M/N, M/O
 Continued

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 12-1
 Q.16 - Please explain fully why you feel that way?

	Total Statements				Cell 1 - Statements				Cell 2 - Statements						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Don't know/not sure	18 3%	99 15%	109 17%	146 22%	140 22%	10 3%	64 19%	57 17%	78 24%	72 22%	8 3%	35 11%	52 16%	68 21%	68 21%
Know what company or companies or brand or brands uses this description	577 89%	201 31%	139 21%	41 6%	72 11%	296 89%	89 27%	69 21%	17 5%	34 10%	281 88%	112 35%	70 22%	24 8%	38 12%
Total mentions	52 8%	394 61%	406 63%	486 75%	456 70%	23 7%	197 60%	213 64%	250 76%	233 70%	29 9%	197 62%	193 61%	236 74%	223 70%

PROPORTION/MEANS: COLUMNS TESTED (95% CONFIDENCE LEVEL) - C/A, C/B, C/D, C/E, H/F, H/G, H/I, H/J, M/K, M/L, M/N, M/O

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 13-1

Q.13/15a/15b - What company or brands, if any, use this description?/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? - Exclusive and correct mentions

	Total Statements				Cell 1 - Statements				Cell 2 - Statements						
	Can you hear me now? (A)	Where you at? (B)	Where you at? (C)	Where you at? (D)	Can you hear me now? (E)	Where you at? (F)	Where you at? (G)	Where you at? (H)	Can you hear me now? (I)	Where you at? (J)	Can you hear me now? (K)	Where you at? (L)	Where you at? (M)	Where you at? (N)	Where you at? (O)
Total	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	331 100%	331 100%	331 100%	331 100%	318 100%	318 100%	318 100%	318 100%	318 100%
Verizon or the description is used by only one company or brand	531 82% C	-	-	-	269 81% H	269 81% H	-	-	-	-	262 82% M	-	-	-	-
Helio or the description is used by only one company or brand	-	-	202 31% ABDE	-	-	-	-	96 29% FGIJ	-	-	-	-	-	106 33% KLNO	-
Boost or the description is used by only one company or brand	-	211 33% C	-	-	-	-	99 30% H	-	-	-	-	112 35% M	-	-	-
The description is used by only one company or brand (no correct brand mention)	-	-	-	110 17% C	99 15% C	99 15% C	-	-	63 19% H	46 14% H	-	-	47 15% M	53 17% M	

PROPORTION/MEANS: COLUMNS TESTED (95% CONFIDENCE LEVEL) - C/A, C/B, C/D, C/E, H/F, H/G, H/I, H/J, M/K, M/L, M/N, M/O

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 14-1
 Q.14/16 - Please explain fully why you feel that way?

	Total Statements										Cell 1 - Statements										Cell 2 - Statements																
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)							
Total	649 100%	649 100%	649 100%	649 100%	649 100%	649 100%	331 100%	331 100%	331 100%	331 100%	331 100%	318 100%	318 100%	318 100%	318 100%	318 100%	318 100%	318 100%	318 100%	318 100%	318 100%	318 100%	318 100%	318 100%	318 100%	318 100%	318 100%	318 100%	318 100%	318 100%	318 100%	318 100%	318 100%	318 100%			
Mentioned one or more	596 92%	521 80%	516 80%	485 75%	491 76%	301 91%	252 76%	263 79%	245 74%	247 75%	247 75%	295 93%	269 85%	253 80%	240 75%	244 77%																					
Seen/heard/know slogan/ad/ commercial (Net)	465 72%	179 28%	125 19%	35 5%	49 8%	232 70%	87 26%	59 18%	16 5%	23 7%	23 7%	233 73%	92 29%	66 21%	19 6%	26 8%																					
Seen/heard commercial	143 22%	47 7%	30 5%	2 *	6 1%	77 23%	20 6%	13 4%	1 *	2 1%	2 1%	66 21%	27 8%	17 5%	1 *	4 1%																					
Know/recognize/remember commercial	102 16%	36 6%	17 3%	3 *	1 *	48 15%	16 5%	8 2%	1 *	1 *	1 *	54 17%	20 6%	9 3%	2 1%	-																					
Ads/commercials (unspecified)	59 9%	21 3%	18 3%	2 *	5 1%	33 10%	12 4%	10 3%	1 *	2 1%	2 1%	26 8%	9 3%	8 3%	1 *	3 1%																					
Seen/heard slogan	54 8%	21 3%	7 1%	4 1%	5 1%	31 9%	7 2%	5 2%	-	4 1%	4 1%	23 7%	14 4%	2 1%	4 1%	1 *																					
Popular slogan/ad/ commercial	53 8%	5 1%	-	-	1 *	23 7%	3 1%	-	-	-	-	30 9%	2 1%	-	-	1 *																					
Know/recognize/remember slogan	45 7%	14 2%	12 2%	3 *	-	22 7%	8 2%	5 2%	1 *	-	-	23 7%	6 2%	7 2%	2 1%	-																					
Seen/heard ad/advertising	39 6%	12 2%	10 2%	2 *	6 1%	24 7%	4 1%	6 2%	1 *	2 1%	2 1%	15 5%	8 3%	4 1%	1 *	4 1%																					

PROPORTION/MEANS: COLUMNS TESTED (95% CONFIDENCE LEVEL) - C/A, C/B, C/D, C/E, H/F, H/G, H/I, H/J, M/K, M/L, M/N, M/O
 Continued

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 14-1
 Q.14/16 - Please explain fully why you feel that way?

	Total Statements										Cell 1 - Statements										Cell 2 - Statements									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Know/recognize/remember ad/advertising	27 4%	4 1%	6 1%	6 1%	1 *	13 4%	2 1%	3 1%	-	-	14 4%	2 1%	3 1%	-	1 *	17 5%	18 6%	3 1%	4 1%	9 3%	10 3%	12 4%	17 5%	23 7%	2 1%	3 1%	4 1%	5 2%		
Seen/heard slogan/ad/commercial, but not sure of company/brand	23 4%	36 6%	30 5%	13 2%	14 2%	7 2%	19 6%	12 4%	7 2%	4 1%	7 2%	19 6%	12 4%	7 2%	2 *	14 4%	16 5%	17 6%	18 6%	9 3%	3 1%	4 1%	7 2%	9 3%	2 1%	3 1%	4 1%	5 2%		
Seems/looks/sounds like their ad/advertising	7 1%	6 1%	6 1%	8 1%	11 2%	6 2%	4 1%	3 1%	4 1%	4 1%	6 2%	4 1%	3 1%	3 1%	1 *	11 2%	18 5%	18 6%	3 1%	4 1%	4 1%	18 5%	17 5%	23 7%	2 1%	3 1%	4 1%	7 2%		
Identified Verizon	44 7%	4 1%	2 *	1 *	3 *	21 6%	3 1%	1 *	-	-	21 6%	3 1%	1 *	2 1%	3 1%	23 7%	18 5%	1 *	1 *	2 1%	7 2%	23 7%	1 *	23 7%	1 *	1 *	1 *	1 *		
Just know/remember it	19 3%	4 1%	3 *	4 1%	4 1%	8 2%	3 1%	2 1%	3 1%	3 1%	8 2%	3 1%	2 1%	3 1%	4 1%	11 3%	11 3%	1 *	1 *	3 1%	3 1%	11 3%	11 3%	11 3%	1 *	1 *	1 *	1 *		
"Negatives about slogan/ad/commercial (stupid, silly, not catchy, etc.)"	19 3%	40 6%	15 2%	28 4%	15 2%	10 3%	19 6%	10 3%	17 5%	8 2%	10 3%	19 6%	10 3%	17 5%	2 *	17 5%	9 3%	9 3%	21 7%	8 2%	3 1%	9 3%	21 7%	21 7%	5 2%	5 2%	11 3%	7 2%		
Seen/heard on television/radio	17 3%	2 *	8 1%	1 *	1 *	7 2%	-	4 1%	1 *	-	7 2%	-	4 1%	4 1%	1 *	10 3%	10 3%	10 3%	10 3%	10 3%	10 3%	10 3%	10 3%	10 3%	10 3%	10 3%	10 3%	10 3%		
Comments on meaning/strategy of slogan/company	17 3%	32 5%	44 7%	22 3%	18 3%	7 2%	10 3%	26 8%	8 2%	26 8%	7 2%	10 3%	8 2%	26 8%	8 2%	26 8%	7 2%	7 2%	26 8%	26 8%	26 8%	26 8%	26 8%	26 8%	26 8%	26 8%	26 8%	26 8%		
Boost Mobile customer	13 2%	-	-	-	-	8 2%	-	-	-	-	8 2%	-	-	-	-	5 2%	5 2%	-	-	-	-	-	5 2%	-	-	-	-	-		
"Positives about slogan/ad/commercial (cute, nice, catchy, etc.)"	11 2%	8 1%	9 1%	9 1%	8 1%	4 1%	3 1%	5 2%	4 1%	4 1%	4 1%	3 1%	5 2%	4 1%	8 2%	7 2%	7 2%	7 2%	7 2%	7 2%	7 2%	7 2%	7 2%	7 2%	7 2%	7 2%	7 2%	7 2%		

PROPORTION/MEANS: COLUMNS TESTED (95% CONFIDENCE LEVEL) - C/A, C/B, C/D, C/E, H/F, H/G, H/I, H/J, M/K, M/L, M/N, M/O
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MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 14-1
 Q.14/16 - Please explain fully why you feel that way?

	Cell 1 - Statements										Cell 2 - Statements														
	Total Statements	19	11	11	5	6	5	5	5	10	13	6	6	6	9	3%	2%	2%	2%	2%	3%	4%	2%	2%	3%
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)											
	Can you hear me now?	Where you at?	Don't call it a phone/	Calling to-morrow	Even more than expected	Can you hear me now?	Where you at?	Don't call it a phone/	Calling to-morrow	Even more than expected	Can you hear me now?	Where you at?	Don't call it a phone/	Calling to-morrow	Even more than expected	Can you hear me now?	Where you at?	Don't call it a phone/	Calling to-morrow	Even more than expected	Can you hear me now?	Where you at?	Don't call it a phone/	Calling to-morrow	Even more than expected
Identified other company/brand	9	19	11	11	19	5	6	5	5	10	4	13	6	6	9	1%	3%	2%	2%	2%	3%	4%	2%	2%	3%
Customer of company/brand (unspecified)	9	-	-	-	-	6	-	-	-	-	3	-	-	-	-	1%	-	-	-	-	-	-	-	-	-
Logically only one company would use slogan/ad/commercial	8	22	33	44	40	5	12	17	30	21	3	10	16	14	19	1%	3%	5%	9%	6%	1%	3%	5%	4%	6%
Know/recognize/remember from television/radio	6	-	-	-	-	4	-	-	-	-	2	-	-	-	-	1%	-	-	-	-	-	-	-	-	-
Instinct/guess	6	10	10	10	21	2	1	5	3	7	4	9	5	7	14	1%	2%	2%	1%	2%	2%	3%	2%	2%	4%
Don't know/recognize/remember slogan/ad/commercial	6	25	28	45	37	2	10	12	18	19	4	15	16	18	18	1%	4%	4%	5%	6%	1%	5%	5%	8%	6%
Have not/never seen/heard slogan/ad/commercial	5	125	163	202	189	2	71	85	102	96	3	54	78	93	1%	19%	25%	31%	31%	29%	1%	17%	25%	31%	29%
It's unique	4	1	-	-	1	-	-	-	-	1	4	1	-	-	-	1%	-	-	-	*	*	M	-	-	-
Generic/not associated with one company/brand	4	9	6	10	18	4	3	5	3	10	-	6	1	8	1%	1%	1%	2%	1%	3%	2%	2%	*	2%	3%
Other company/brand customers	3	-	-	-	-	1	-	-	-	-	2	-	-	-	-	*	-	-	-	-	-	1%	-	-	-

PROPORTION/MEANS: COLUMNS TESTED (95% CONFIDENCE LEVEL) - C/A, C/B, C/D, C/E, H/F, H/G, H/I, H/J, M/K, M/L, M/N, M/O
 Continued

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 14-1
 Q.14/16 - Please explain fully why you feel that way?

	Total Statements										Cell 1 - Statements										Cell 2 - Statements										
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
Don't know/recognize/remember company/brand	3*	8	1%	8	12	2%	14	2%	14	2%	2	1%	2	1%	8	2%	8	2%	8	2%	1	4	1	1	10	3%	10	3%	6	2%	
Seems/looks/sounds familiar	2*	8	1%	9	16	2%	14	2%	14	2%	1	1%	1	1%	7	1%	7	1%	7	1%	1	5	7	7	4	4	4	4	7	2%	
Seems/looks/sounds familiar, but not sure of company/brand	2*	10	2%	12	6	1%	3	1%	3	1%	1	1%	1	1%	3	1%	2	1%	2	1%	1	8	9	3	3	1%	3	1%	1	*	
Not familiar	2*	17	3%	13	21	3%	28	4%	28	4%	2	1%	2	1%	6	2%	11	3%	11	3%	14	14	6	7	10	10	10	14	14	4%	
Identified Boost Mobile	1*	14	2%	14	14	1%	14	1%	14	1%	1	1%	1	1%	7	2%	7	2%	7	2%	1	7	7	7	1	1	1	1	1	1	1
Seems like a slogan for one company	-	-	-	3*	4	1%	10	2%	10	2%	-	-	-	-	1	1%	3	1%	3	1%	3	3	-	-	1	1	1	1	7	2%	
Identified company/brand (unspecified)	-	2*	-	-	-	-	1*	-	1*	-	-	-	-	-	-	-	2	1%	2	1%	1	1	-	-	-	-	-	-	-	-	
Identified Hello	-	-	7	1	1*	-	-	-	-	-	-	-	-	3	1%	-	-	-	-	-	-	-	-	-	4	1	1	1	1	1	1
It's funny	-	1*	2*	4	4	1%	4	1%	4	1%	-	-	-	-	-	-	-	-	2	1%	2	1	1	2	2	2	2	2	2	2	2
Comments on grammar or lifestyle connotations	-	35	5%	-	-	-	-	-	-	-	-	13	4%	-	-	-	-	-	-	-	-	22	7%	7	7	7	7	7	7	7	7

PROPORTION/MEANS: COLUMNS TESTED (95% CONFIDENCE LEVEL) - C/A, C/B, C/D, C/E, H/F, H/G, H/I, H/J, M/K, M/L, M/N, M/O
 Continued

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 14-1
 Q.14/16 - Please explain fully why you feel that way?

	Total Statements										Cell 1 - Statements										Cell 2 - Statements									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Seems/looks/sounds familiar, but not sure	-	6	15	6	4	-	2	9	2	1	-	4	6	4	3	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't recognize	-	1	2	5	7	-	1	2	3	2	-	-	-	-	2	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't remember	-	8	7	5	4	-	3	4	3	2	-	5	3	2	2	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know if seen/heard slogan/ad/commercial	-	6	1%	15	10	-	3	2	8	4	-	3	3	2	4	1%	2%	2%	2%	2%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%
Don't know if used by any company/brand	-	4	4	6	3	-	3	3	5	2	-	1	1	2	2	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Not used by any company/brand	-	9	4	2	2	-	6	1	1	1	-	3	3	1	1	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
All others (NEC)	-	2	*	1	*	-	1	-	1	-	-	1	-	-	-	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
No answer/non sequitur	14	2%	14	12	11	7	6	6	5	7	7	8	8	7	4	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Nothing/none	1	*	5	-	1	-	-	-	-	1	-	1	5	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know/not sure	38	6%	113	114	152	23	73	62	81	76	15	40	52	71	70	17%	18%	23%	24%	23%	5%	13%	16%	16%	22%	22%	22%	22%	22%	22%

PROPORTION/MEANS: COLUMNS TESTED (95% CONFIDENCE LEVEL) - C/A, C/B, C/D, C/E, H/F, H/G, H/I, H/J, M/K, M/L, M/N, M/O
 Continued

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table 14-1
 Q.14/16 - Please explain fully why you feel that way?

Total Statements		Cell 1 - Statements		Cell 2 - Statements										
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
762	634	559	528	528	386	297	285	266	263	376	337	274	262	265
117%	98%	86%	81%	81%	117%	90%	86%	80%	79%	118%	106%	86%	82%	83%
		C	DE				IJ							
Can you hear me now?	Where you at?	Don't call it a phone/	Calling to-morrow	Even more than you expected	Can you hear me now?	Where you at?	Don't call it a phone today	Calling to-morrow	Even more than you expected	Can you hear me now?	Where you at?	Don't call us to-morrow	Calling to-morrow	Even more than you expected
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)

PROPORTION/MEANS: COLUMNS TESTED (95% CONFIDENCE LEVEL) - C/A, C/B, C/D, C/E, H/F, H/G, H/I, H/J, M/K, M/L, M/N, M/O

MARYLANDER MARKETING RESEARCH STUDY 402-040 JANUARY 2007
 Table of contents

Table 1	Q.1 - Gender
Table 2	Q.2 - Age
Table 3	Q.5 - How many times a day do you use your mobile phone for any purpose?
Table 4	Q.6 - Which, if any, of these features do you regularly use on your mobile phone?
Table 5	Q.7 - Which, if any, of these features do you think you will regularly use on your mobile phone in the near future?
Table 6	Q.6/7 - Which, if any, of these features do you regularly use on your mobile phone/do you think you will regularly use on your mobile phone in the near future?
Table 7	Cell
Table 8	Q.13 - What company or companies or brand or brands, if any, use this description?
Table 9	Q.13 - What company or companies or brand or brands, if any, use this description? - Exclusive and correct mentions
Table 10	Q.14 - Please explain fully why you feel that way?
Table 11	Q.15a/15b - 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?
Table 12	Q.16 - Please explain fully why you feel that way?
Table 13	Q.13/15a/15b - What company or companies or brand or brands, if any, use this description?/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? - Exclusive and correct mentions
Table 14	Q.14/16 - Please explain fully why you feel that way?