

EXHIBIT C

MOBILE PHONE SURVEY

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 make sure that your computer allows pop-up windows and take a moment to maximize this window on your computer so you can 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.

A TOTAL OF 800 INTERVIEWS WILL BE COMPLETED.

THERE ARE TWO CELLS. HALF OF THE INTERVIEWS ARE TO BE COMPLETED WITH EACH OF THE TWO CELLS.

THE AGE QUOTAS ARE DIFFERENT FOR TH TWO CELLS. FOR THOSE AGE CATEGORIES IN COMMON FOR THE TWO CELLS, RANDOMLY ASSIGN RESPONDENTS TO THE TWO CELLS IN PROPORTION TO THE SAMPLE SIZES:

- HELIO CELL (400 INTERVIEWS)
- PALM TREO CELL (400 INTERVIEWS)

EACH CELL WILL HAVE TWO VERSIONS OF ADS TO TEST. HALF OF THE QUOTAS IN EACH CELL SHOULD BE COMPLETED WITH EACH OF THE ADS:

HELIO CELL ADS:

- FRIENDAR (200 INTERVIEWS)
- HOMIE DEVICE (200 INTERVIEWS)

PALM TREO CELL ADS:

- CINGULAR (200 INTERVIEWS)
- ONION (200 INTERVIEWS)

SCREENER QUESTIONS

1. Are you a male or a female? (SELECT ONE ANSWER)

MAIN QUESTIONNAIRE QUOTA	
Male	50%
Female	50%

Male
Female

1
2

2. So that we can be sure we are speaking with people of different ages, please tell me your age. (RECORD IN YEARS)

_____ Years

PLEASE SEND SAMPLE SO THAT THE DISTRIBUTION IS EQUALLY DIVIDED BY AGE YEARS.

MAIN QUESTIONNAIRE - NEST AGE QUOTAS BY GENDER.

AGE QUOTAS FOR HELIO CELLS:

IF RESPONDENT IS 17 YEARS OF AGE OR YOUNGER TERMINATE.

IF RESPONDENT IS 18 TO 34 YEARS OF AGE, CHECK AGE/GENDER QUOTAS. IF QUOTA IS OPEN, CONTINUE; OTHERWISE, TERMINATE.

18 to 20 years	18%
21 to 25 years	30%
26 to 30 years	29%
31 to 34 years	23%

IF RESPONDENT IS 35 YEARS OF AGE OR OLDER, TERMINATE.

AGE QUOTAS FOR PALM TREO CELLS:

IF RESPONDENT IS 17 YEARS OF AGE OR YOUNGER TERMINATE.

IF RESPONDENT IS 18 TO 34 YEARS OF AGE, CHECK AGE/GENDER QUOTAS. IF QUOTA IS OPEN, CONTINUE; OTHERWISE, TERMINATE.

18 to 20 years	11%
21 to 24 years	15%
25 years	4%
26 to 30 years	18%
31 to 34 years	15%
35 to 40 years	22%
41 to 44 years	15%

IF RESPONDENT IS 45 YEARS OF AGE OR OLDER, TERMINATE.

3. Do you have a mobile phone or mobile communication device? (SELECT ONE ANSWER)

CONTINUE WITH Q.4 --- Yes
TERMINATE --- No

1
N

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

5. On average, about how many times a day do you use your mobile phone for any purpose? (SELECT ONE ANSWER)

- | | | | |
|--|---------------|----------------------|---|
| | CONTINUE --- | 10 or more times | 1 |
| | | 6 to 9 times | 2 |
| | | 4 or 5 times | 3 |
| | | 2 or 3 times | 4 |
| | TERMINATE --- | Once a day | N |
| | | Less than once a day | N |

6. Which, if any, of these features do you regularly use on your mobile phone? (SELECT ONE ANSWER FOR EACH)

	<u>Use Feature</u>	<u>Do Not Use Feature</u>
a. Regular calling	1	2
b. Text messaging	1	2
c. Sending or receiving e-mails	1	2
d. Taking pictures or videos	1	2
e. Using Bluetooth	1	2
f. Downloading and listening to music	1	2
g. Downloading and/or playing games	1	2
h. Downloading ring tones	1	2
i. Getting news, sports, or stock updates	1	2
j. Listening to radio or watching television	1	2
k. Other features	1	2

7. Which, if any, of these features do you think you will regularly use on your mobile phone in the near future? (SELECT ONE ANSWER FOR EACH)

	<u>Will Use Feature In the Near Future</u>	<u>Will Not Use Feature In the Near Future</u>
a. Regular calling	1	2
b. Text messaging	1	2
c. Sending or receiving e-mails	1	2
d. Taking pictures or videos	1	2
e. Using Bluetooth	1	2
f. Downloading and listening to music	1	2
g. Downloading and/or playing games	1	2
h. Downloading ring tones	1	2
i. Getting news, sports, or stock updates	1	2
j. Listening to radio or watching television	1	2
k. Other features	1	2

IF RESPONDENT ANSWERS:

- "Use feature" IN Q.6

AND/OR

- "Will use feature in the near future" IN Q.7

TO ANY OF THE FEATURES "b" THROUGH "j", CONTINUE TO Q.8.

IF RESPONDENT ANSWERS:

- "Do not use feature" IN Q.6

AND

- "Will not use feature in the near future" IN Q.7

TO ALL OF THE FEATURES "b" THROUGH "j", TERMINATE.

8. Do you or does anyone in your household work in the advertising industry? (SELECT ONE ANSWER)

TERMINATE --- Yes

N

CONTINUE WITH Q.9 --- No

2

9. Do you or does anyone in your household work for a marketing research company? (SELECT ONE ANSWER)

TERMINATE --- Yes

N

CONTINUE WITH Q.10 --- No

2

10. 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)

TERMINATE --- Yes

N

CONTINUE WITH Q.11 --- No

2

QUALIFIED RESPONDENT MEETS THESE REQUIREMENTS:

<u>QUESTION</u>	<u>RESPONSE</u>
1	MEETS GENDER QUOTA
2	MEETS AGE QUOTA BY GENDER
3	HAS A MOBILE PHONE
5	USES PHONE TWO OR MORE TIMES PER DAY
6 & 7	ANSWERS "Use feature" AND/OR "Will use feature" TO ONE OR MORE OF THE FEATURES "b" THROUGH "j" REGULARLY
8	NO
9	NO
10	NO

MAIN QUESTIONS

11. You will see a picture of an ad that appeared in a magazine.

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

SHOW Q.12 ON A SEPARATE PAGE.

TIME STAMP Q.12: **Begin**
 End
 Duration (in seconds)

FOR BOTH HELIO ADS, Q.12 SHOULD READ:

12. On the next page is the picture of a magazine advertisement. Different people are seeing different ads. You will see a smaller version of the ad on the next page and you may not be able to see all of the details or read all of the fine print. However, if you would like to see a larger view of the ad, you may click on the links to view pop-up windows showing the left and right pages of the ad. Feel free to scroll up and down, left and right on those windows to view the left and right pages of the ad. Please take as long as you like to view the entire ad on the next page and on either or both of the pop-up windows.

FOR BOTH PALM ADS, Q.12 SHOULD READ:

12. On the next page is the picture of a magazine advertisement. Different people are seeing different ads. You will see a smaller version of the ad on the next page and you may not be able to see all of the details or read all of the fine print. However, if you would like to see a larger view of the ad, you may click on the link to view a pop-up window showing the ad. Feel free to scroll up and down, left and right on that window to view the entire ad. Please take as long as you like to view the entire ad on the next page and on the pop-up window.

SHOW ENTIRE AD ON SEPARATE PAGE

**ALLOW RESPONDENT TO CLICK ON THE APPROPRIATE LINKS TO VIEW
ADDITIONAL WINDOW(S) CONTAINING LARGER VIEWS OF THE AD.**

When you have finished looking at this ad, click the ">>" button to continue.

**SHOW Q.13 ON A SEPARATE PAGE.
DO NOT TIME STAMP Q.13.**

13. Who do you think puts out or offers the product(s) and/or service(s) discussed in this ad?
If you don't know or are not sure, please select the box at the bottom of the page.

My opinion about who puts out or offers the product(s) and/or service(s) in the ad is listed below:

I don't know/I'm not sure.

IF RESPONDENT WRITES IN ONE OR MORE COMPANIES, BRANDS, OR NAMES IN Q.13, CONTINUE TO Q.14.

IF RESPONDENT CHECKS THE BOX INDICATING "I don't know/I'm not sure" IN Q.13, SKIP TO Q.15.

**SHOW Q.14 ON A SEPARATE PAGE.
DO NOT TIME STAMP Q.14.**

14. Please explain fully why you feel that way.

**SHOW Q.15 ON A SEPARATE PAGE.
DO NOT TIME STAMP Q.15.**

15. Please name any other brand or brands that are put out by the company or companies in the ad. If you don't know or are not sure, please select the box at the bottom of the page.

The brand or brands that I think are put out by the company or companies in the ad are listed below:

I don't know/I'm not sure.

**IF RESPONDENT WRITES IN ONE OR MORE BRANDS IN Q.15, CONTINUE TO Q.16.
IF RESPONDENT CHECKS THE BOX INDICATING "I don't know/I'm not sure" IN Q.15, SKIP TO Q.17.**

**SHOW Q.16 ON A SEPARATE PAGE.
DO NOT TIME STAMP Q.16.**

16. Please explain fully why you feel that way.

**SHOW Q.17 ON A SEPARATE PAGE.
DO NOT TIME STAMP Q.17.**

17. Please name any other brand or brands that are connected or affiliated with the company or companies in the ad. If you don't know or are not sure, please select the box at the bottom of the page.

The brand or brands that I think are connected or affiliated with the company or companies in the ad are listed below:

I don't know/I'm not sure.

IF RESPONDENT WRITES IN ONE OR MORE BRANDS IN Q.17, CONTINUE TO Q.18.

IF RESPONDENT CHECKS THE BOX INDICATING "I don't know/I'm not sure" IN Q.17, SKIP TO Q.19.

**SHOW Q.18 ON A SEPARATE PAGE.
DO NOT TIME STAMP Q.18.**

18. Please explain fully why you feel that way.

19. Thank you for your participation in this study.

TIME STAMP INTERVIEW:	Begin
	End
	Duration (in seconds)