

EXHIBIT E

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 "Continue" 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.

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

- Male
 Female

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

Age: ____

Quota Cell: Visible for testing only.

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

- Yes
 No

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

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
-

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

	Use Feature	Do Not Use Feature
Regular calling	(1)	(2)
Text messaging	(1)	(2)
Sending or receiving e-mails	(1)	(2)
Taking pictures or videos	(1)	(2)
Using Bluetooth	(1)	(2)
Downloading and listening to music	(1)	(2)
Downloading and/or playing games	(1)	(2)
Downloading ring tones	(1)	(2)
Getting news, sports, or stock updates	(1)	(2)
Listening to radio or watching television	(1)	(2)
Other features	(1)	(2)

Which, if any, of these features do you think you **will regularly use** on your mobile phone in the near future? **(PLEASE SELECT ALL THAT APPLY)**

	Will Use Feature In the Near Future	Will Not Use Feature In the Near Future
Regular calling	(1)	(2)
Text messaging	(1)	(2)
Sending or receiving e-mails	(1)	(2)
Taking pictures or videos	(1)	(2)
Using Bluetooth	(1)	(2)
Downloading and listening to music	(1)	(2)
Downloading and/or playing games	(1)	(2)
Downloading ring tones	(1)	(2)
Getting news, sports, or stock updates	(1)	(2)
Listening to radio or watching television	(1)	(2)
Other features	(1)	(2)

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

- Yes
 - No
-

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

- Yes
 - No
-

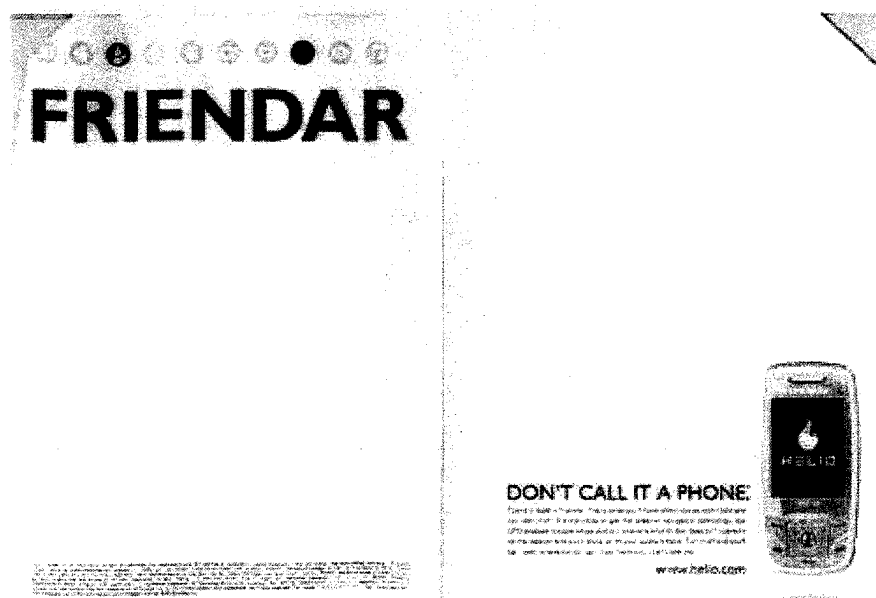
Do you or does anyone in your household work for a company that makes, markets, distributes, or sells mobile phones or mobile communication devices or provides service for mobile phones or mobile communication devices? **(SELECT ONE ANSWER)**

- Yes
 - No
-

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.

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 pop-up windows 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.



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