

EXHIBIT F

	Helio ads	Palm 25-44	Treo 18-34	Ads 18-34
Total	434	416	303	264
	100%	100%	100%	100%
Male	231	212	151	136
	53%	51%	50%	52%
Female	203	204	152	128
	47%	49%	50%	48%

	Helio ads	Palm 25-44	Treo 18-34	Ads 18-34
	100%	63%	50%	100%
Years	Total	Years	Years	Years
	-----	-----	-----	-----
Total	434 100%	416 100%	303 100%	264 100%
18 to 34 years (Subtotal)	434 100%	264 63%	151 50%	264 100%
25 to 44 years (Subtotal)	269 62%	303 73%	303 100%	151 57%
18 to 20 years	74 17%	47 11%	- -	47 18%
21 to 25 years	150 35%	82 20%	16 5%	82 31%
21 to 24 years	91 21%	66 16%	- -	66 25%
25 years	59 14%	16 4%	16 5%	16 6%
26 to 30 years	118 27%	74 18%	74 24%	74 28%
31 to 34 years	92 21%	61 15%	61 20%	61 23%
35 to 40 years	-	89 21%	89 29%	-
41 to 44 years	-	63 15%	63 21%	-

	Helio ads	Palm 25-44	Treo 18-34	Ads 18-34
Total	434 100%	416 100%	303 100%	264 100%
10 or more	199 46%	176 42%	122 40%	122 46%
6 to 9	76 18%	79 19%	55 18%	48 18%
4 or 5	95 22%	101 24%	78 26%	62 23%
2 or 3	64 15%	60 14%	48 16%	32 12%
Mean base	434 100%	416 100%	303 100%	264 100%
Mean	8.40	8.17	7.95	8.50
Standard error	0.19	0.20	0.23	0.24
Median	8.3	7.8	7.4	8.4

Table 4-1

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

	Helio ads		Palm Treo Ads	
	18-34	25-44	18-34	25-44
	Total		Total	
	Years	Years	Years	Years
	-----	-----	-----	-----
Total	434	416	303	264
	100%	100%	100%	100%
Mentioned one or more	434	416	303	264
	100%	100%	100%	100%
Mentioned one or more of items b through j	411	394	286	253
	95%	95%	94%	96%
a. Regular calling	434	416	303	264
	100%	100%	100%	100%
b. Text messaging	356	304	211	213
	82%	73%	70%	81%
c. Sending or receiving e-mails	98	103	75	66
	23%	25%	25%	25%
d. Taking pictures or videos	279	270	195	172
	64%	65%	64%	65%
e. Using Bluetooth	125	128	92	77
	29%	31%	30%	29%
f. Downloading and listening to music	61	53	33	36
	14%	13%	11%	14%
g. Downloading and/or playing games	122	127	82	94
	28%	31%	27%	36%
h. Downloading ring tones	150	144	98	103
	35%	35%	32%	39%
i. Getting news, sports, or stock updates	76	86	58	64
	18%	21%	19%	24%
j. Listening to radio or watching television	27	32	20	24
	6%	8%	7%	9%
k. Other features	163	129	87	88
	38%	31%	29%	33%
None/don't know	-	-	-	-

Continued

Table 4-1

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

	Helio ads 18-34 years	Palm Treo ads 18-34 years	Total
Total mentions	1891 436%	1792 431%	1254 414%
Total mentions of items b through j	1172 270%	1120 269%	782 258%
			755 286%

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?

	Helio ads	Palm Treo Ads
	18-34 years Total	25-44 years Total
Total	434 100%	416 100%
Mentioned one or more	434 100%	416 100%
Mentioned one or more of items b through j	430 99%	412 99%
a. Regular calling	434 100%	416 100%
b. Text messaging	389 90%	335 81%
c. Sending or receiving e-mails	196 45%	202 49%
d. Taking pictures or videos	331 76%	317 76%
e. Using Bluetooth	209 48%	228 55%
f. Downloading and listening to music	140 32%	133 32%
g. Downloading and/or playing games	149 34%	167 40%
h. Downloading ring tones	186 43%	193 46%
i. Getting news, sports, or stock updates	132 30%	133 32%
j. Listening to radio or watching television	97 22%	94 23%
k. Other features	198 46%	162 39%
None/don't know	-	-

Continued

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?

	Helio ads	Palm 25-44	Treo 18-34	Ads 18-34
Total mentions	2461	2380	1712	1557
	567%	572%	565%	590%
Total mentions of items b through j	1680	1635	1182	1062
	387%	393%	390%	402%

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?

	Helio ads 18-34 years	Palm Treo 25-44 years	Ads 18-34 years
Total	434 100%	416 100%	303 100%
Mentioned one or more	434 100%	416 100%	264 100%
Mentioned one or more of items b through j	434 100%	416 100%	264 100%
a. Regular calling	434 100%	416 100%	303 100%
b. Text messaging	394 91%	339 81%	240 79%
c. Sending or receiving e-mails	201 46%	205 49%	156 51%
d. Taking pictures or videos	345 79%	325 78%	237 78%
e. Using Bluetooth	213 49%	231 56%	165 54%
f. Downloading and listening to music	144 33%	135 32%	91 30%
g. Downloading and/or playing games	162 37%	182 44%	122 40%
h. Downloading ring tones	207 48%	207 50%	149 49%
i. Getting news, sports, or stock updates	140 32%	143 34%	104 34%
j. Listening to radio or watching television	97 22%	99 24%	73 24%
k. Other features	207 48%	169 41%	117 39%

Continued

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?

	Helio ads 18-34 years	Palm Treo Ads 25-44 years
Total	18-34	18-34
-----	-----	-----

None/don't know	-	-	-
Total mentions	2544 586%	2451 589%	1757 580%
Total mentions of items b through j	1741 401%	1684 405%	1094 414%

	Helio ads	Palm Treo Ads
18-34 Years	25-44 years	18-34 Years
Total	Total	Total
Total	434 100%	416 303 264 100% 100% 100%
Helio cell ads (Subtotal)	434 100%	- - -
Friendar	217 50%	- - -
Home device	217 50%	- - -
Palm Treo ads (Subtotal)	-	416 303 264 100% 100% 100%
Cingular	-	208 152 133 50% 50% 50%
Fandango	-	208 151 131 50% 50% 50%

	Helio ads 18-34 years	Palm Treo Ads 25-44 years
Total	434 100%	416 100%
	303 70%	264 63%

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

Helio ad mentions (Net)

Helio 207 48%
 161 37%

Samsung 57 13%
 2 1%

Google 30 7%
 2 1%

Yahoo 14 3%
 1 1%

Buddy Beacon 2 *

Drift 1 *

Palm Treo ad mentions (Net) 13 3%
 285 69%

Cingular 13 3%
 191 46%

The Onion - 34 8%
 23 9%

Palm Treo (Subnet) - 140 34%
 97 32%

Palm - 112 27%
 79 26%

Continued

Table 8-1

Q.13 - Who do you think puts out or offers the product(s) and/or service(s) discussed in this ad?

	Helio ads		Palm Treo Ads	
	18-34	25-44	18-34	18-34
Years	Total	Years	Total	Years
	-----	-----	-----	-----
Treo	-	41	30	11%
		10%	10%	11%
T-Mobile	6	3	3	1
	1%	1%	1%	*
Verizon	6	27	24	14
	1%	6%	8%	5%
Sprint	5	11	9	5
	1%	3%	3%	2%
MySpace	4	-	-	-
	1%			
Amp'd	2	-	-	-
	*			
Apple/Iphone/Ipod	2	-	-	-
	*			
Motorola	2	8	5	6
	*	2%	2%	2%
AT&T	1	17	16	8
	*	4%	5%	3%
Microsoft	1	5	5	3
	*	1%	2%	1%
Nextel	1	4	4	2
	*	1%	1%	1%
Virgin	1	-	-	-
	*			
Blackberry	-	1	1	-
		*	*	
LG	-	1	1	1
		*	*	*
Nokia	-	1	1	1
		*	*	*

Continued

Q.13 - Who do you think puts out or offers the product(s) and/or service(s) discussed in this ad?

	Helio ads	Palm 18-34 years	Treo 25-44 years	Ads 18-34 years
Company/brand description/ recognized, but not named	12 3%	15 4%	9 3%	12 5%
All other companies/brands/ names	12 3%	10 2%	7 2%	7 3%
All others	17 4%	11 3%	4 1%	8 3%
I don't know/I'm not sure	177 41%	100 24%	71 23%	69 26%
Total mentions	350 81%	495 119%	365 120%	314 119%

Table 9-1
Q.14 - Please explain fully why you feel that way

	Helio ads - 18-34		Total		Palm Treo Ads* 25 To 44 Years		18 To 34 Years	
	Helio ads 18-34 years	Palm Treo Ads 25-44 18-34 years	Total	Did not mention Helio	Total	Did not mention Helio	Total	Did not mention Helio
Total	434 100%	416 100%	434 100%	273 100%	416 100%	303 100%	264 100%	173 100%
Mentioned one or more	239 55%	289 69%	239 55%	89 33%	289 69%	210 69%	178 67%	93 54%
Saw name(s) in ad (unspecified)	57 13%	47 11%	57 13%	11 4%	47 11%	33 11%	27 10%	12 7%
Saw Helio name/website in ad	37 9%	-	37 9%	2 1%	-	-	-	-
Per information in ad	29 7%	35 8%	29 7%	8 3%	35 8%	25 8%	19 7%	11 6%
They're the company that puts out/offers the product (unspecified)	14 3%	15 4%	14 3%	9 3%	15 4%	14 5%	10 4%	7 4%
Samsung puts out/offers the product	14 3%	-	14 3%	7 3%	-	-	-	-
Mentioned/product/company/brand(s) characteristics(e.g. it's good, it's hip, it's attractive)	14 3%	8 2%	14 3%	9 3%	8 2%	5 2%	3 1%	4 2%
Saw Samsung name/website in ad	13 3%	-	13 3%	9 3%	-	-	-	-
Similar to previous ads	11 3%	6 1%	11 3%	4 1%	6 1%	5 2%	4 2%	3 2%
Saw Google/google maps advertised	11 3%	-	11 3%	3 1%	-	-	-	-
Recognize ad(s)	10 2%	7 1%	10 2%	5 2%	7 2%	4 1%	3 1%	3 2%

Continued

	Helio ads - 18-34										Palm Treo Ads										25 To 44 Years										18 To 34 Years									
	18-34					25-44					18-34					25-44					18-34					25-44					18-34					25-44				
	Helio ads	Palm Treo Ads	18-34	25-44	Total	Helio ads	Palm Treo Ads	18-34	25-44	Total	Helio ads	Palm Treo Ads	18-34	25-44	Total	Helio ads	Palm Treo Ads	18-34	25-44	Total	Helio ads	Palm Treo Ads	18-34	25-44	Total	Helio ads	Palm Treo Ads	18-34	25-44	Total										
Familiar with product/company/brand(s)	10 2%	10 2%	6 2%	7 4%	10 2%	7 4%	3 1%	10 2%	7 4%	10 2%	7 4%	4 3%	6 2%	7 2%	10 2%	7 4%	4 3%	6 2%	7 2%	10 2%	7 4%	4 3%	6 2%	7 2%	10 2%	7 4%	4 3%	6 2%	7 2%											
Helio is the service provider	8 2%	-	-	8 5%	8 2%	8 5%	-	-	8 2%	8 5%	-	-	8 2%	8 5%	-	-	8 2%	8 5%	-	-	8 2%	8 5%	-	-	8 2%	8 5%	-	-	8 2%	8 5%										
Characteristics of ad mentioned (e.g. colorful, informative)	7 2%	2 1%	2 1%	7 2%	7 2%	7 2%	3 1%	7 2%	7 2%	7 2%	7 2%	2 1%	7 2%	7 2%	7 2%	7 2%	2 1%	7 2%	7 2%	7 2%	7 2%	7 2%	2 1%	7 2%	7 2%	7 2%	7 2%	7 2%	7 2%	7 2%										
Helio puts out/offers the product	7 2%	-	-	7 3%	7 2%	7 3%	2 1%	7 2%	7 3%	7 2%	7 3%	2 1%	7 2%	7 3%	7 2%	7 3%	2 1%	7 2%	7 3%	7 2%	7 3%	7 2%	2 1%	7 2%	7 3%	7 2%	7 3%	7 2%	7 3%	7 2%										
Saw Yahoo advertised	6 1%	-	-	6 1%	6 1%	6 1%	2 1%	6 1%	6 1%	6 1%	6 1%	4 1%	6 1%	6 1%	6 1%	6 1%	4 1%	6 1%	6 1%	6 1%	6 1%	6 1%	4 1%	6 1%	6 1%	6 1%	6 1%	6 1%	6 1%	6 1%										
Mentioned product features	6 1%	11 3%	5 2%	6 2%	11 3%	6 2%	3 1%	6 2%	11 3%	6 2%	3 1%	6 2%	11 3%	6 2%	6 1%	11 3%	5 2%	6 2%	11 3%	6 1%	11 3%	5 2%	6 2%	11 3%	6 1%	11 3%	5 2%	6 2%	11 3%	6 1%										
Recognize type/size of font	5 1%	2 1%	2 1%	5 2%	5 1%	5 2%	2 1%	5 1%	5 2%	5 1%	5 2%	2 1%	5 1%	5 2%	5 1%	5 2%	2 1%	5 1%	5 2%	5 1%	5 2%	5 1%	2 1%	5 1%	5 2%	5 1%	5 2%	5 1%	5 2%	5 1%										
Saw logo(s) (unspecified)	5 1%	13 3%	8 3%	5 3%	13 3%	8 3%	-	13 3%	8 3%	13 3%	8 3%	4 3%	13 3%	8 3%	13 3%	8 3%	4 3%	13 3%	8 3%	13 3%	8 3%	4 3%	13 3%	8 3%	13 3%	8 3%	13 3%	8 3%	13 3%	8 3%										
Saw Friendar name in ad	5 1%	-	-	5 1%	5 1%	5 1%	4 1%	5 1%	5 1%	5 1%	5 1%	4 1%	5 1%	5 1%	5 1%	5 1%	4 1%	5 1%	5 1%	5 1%	5 1%	5 1%	4 1%	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%										
They are the service provider (unspecified)	5 1%	7 2%	5 2%	5 1%	7 2%	5 1%	3 1%	5 1%	7 2%	5 1%	3 1%	5 1%	7 2%	5 1%	5 1%	7 2%	3 1%	5 1%	7 2%	5 1%	5 1%	3 1%	5 1%	7 2%	5 1%	5 1%	7 2%	5 1%	5 1%	5 1%										
It is/seems like an ad for Cingular	3 1%	4 1%	4 1%	3 1%	4 1%	4 1%	1 1%	3 1%	4 1%	4 1%	1 1%	3 1%	4 1%	4 1%	3 1%	4 1%	1 1%	3 1%	4 1%	4 1%	3 1%	4 1%	1 1%	3 1%	4 1%	4 1%	3 1%	4 1%	4 1%	4 1%										
Recognize style/design of ad	3 1%	2 1%	2 1%	3 1%	2 1%	2 1%	1 1%	3 1%	2 1%	2 1%	1 1%	3 1%	2 1%	2 1%	2 1%	2 1%	1 1%	2 1%	2 1%	2 1%	2 1%	1 1%	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%										

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MARYLANDER MARKETING RESEARCH STUDY #402-041 FEBRUARY 2007
 Table 9-1
 Q.14 - Please explain fully why you feel that way

		Helio ads - 18-34		Total		25 To 44 Years		18 To 34 Years				
		Did not mention	Mentioned	Did not mention	Mentioned	Did not mention	Mentioned	Did not mention	Mentioned			
		Helio ads 18-34	Palm Treo Ads 18-34	Helio Treo Q.13	Palm Treo Q.13	Helio Treo Q.13	Palm Treo Q.13	Helio Treo Q.13	Palm Treo Q.13			
		years	years	Total	Total	Total	Total	Total	Total			
Mentioned brand not in any ads	3 1%	11 3%	8 2%	3 1%	1 1%	2 1%	11 3%	4 3%	7 3%	8 3%	3 2%	3 2%
Recognized slogan Don't Call It A Phone	3 1%	-	-	3 1%	2 1%	1 *	-	-	-	-	-	-
Variation of Don't Call It A Phone slogan	3 1%	-	-	3 1%	2 1%	1 *	-	-	-	-	-	-
Saw Google logo	2 *	-	-	2 *	1 1%	1 *	-	-	-	-	-	-
Saw Helio logo	2 *	-	-	2 *	2 1%	-	-	-	-	-	-	-
Saw Samsung logo	2 *	-	-	2 *	2 1%	2 1%	-	-	-	-	-	-
Saw icons	2 *	-	-	2 *	1 1%	1 *	-	-	-	-	-	-
Familiar with Helio	2 *	-	-	2 *	2 1%	-	-	-	-	-	-	-
Recognized slogan (unspecified)	2 *	-	-	2 *	2 1%	-	-	-	-	-	-	-
Recognize color(s) (unspecified)	1 *	10 2%	5 2%	1 *	1 1%	-	10 2%	2 1%	8 3%	10 3%	2 2%	8 4%
Associate color(s) with Samsung	1 *	-	-	1 *	-	1 *	-	-	-	-	-	-
Phone is white/looks like an Ipod	1 *	-	-	1 *	-	1 *	-	-	-	-	-	-
Saw Myspace advertised	1 *	-	-	1 *	-	1 *	-	-	-	-	-	-

Continued

	Helio ads - 18-34				Palm Treo Ads				25 To 44 Years				18 To 34 Years			
	Helio ads 18-34	Palm Treo Ads 18-34	Men-tion-ed Helio or Palm Treo 18-34	Men-tion-ed Helio or Palm Treo 18-34	Helio ads 25-44	Palm Treo Ads 25-44	Men-tion-ed Helio or Palm Treo 25-44	Men-tion-ed Helio or Palm Treo 25-44	Helio ads 18-34	Palm Treo Ads 18-34	Men-tion-ed Helio or Palm Treo 18-34	Men-tion-ed Helio or Palm Treo 18-34	Helio ads 18-34	Palm Treo Ads 18-34	Men-tion-ed Helio or Palm Treo 18-34	Men-tion-ed Helio or Palm Treo 18-34
Most popular brand(s)	1 *	3 1%	1 *	1 *	1 3%	1 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	1 1%
Variation of Not Just A Cell Phone slogan	1 *	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-
Just seems/looks like their ads	-	4 1%	3 2%	-	4 1%	1 1%	3 1%	4 1%	1 1%	3 1%	3 1%	4 1%	1 1%	3 1%	2 1%	2 1%
Just a guess	-	2 *	2 1%	-	2 *	-	2 1%	2 *	-	2 1%	2 1%	2 *	-	2 1%	1 *	1 1%
Recognize orange color/background	-	13 3%	9 4%	-	13 3%	-	13 3%	9 3%	-	13 3%	9 3%	-	9 3%	10 4%	10 4%	10 6%
Associate color(s) with Cingular	-	8 2%	5 2%	-	8 2%	-	8 2%	6 2%	-	6 2%	5 2%	-	6 2%	4 2%	4 2%	5 3%
Associate orange color/background with Cingular	-	9 2%	4 1%	-	9 2%	-	9 2%	4 1%	-	4 1%	4 1%	-	4 1%	3 1%	3 1%	4 3%
Associate blue color with Cingular	-	1 *	-	-	1 *	-	1 *	-	-	-	-	-	-	-	1 *	1 1%
Saw Cingular logo	-	9 2%	4 1%	-	9 2%	-	9 2%	7 3%	-	7 3%	4 1%	-	7 3%	3 1%	3 1%	5 3%
Saw Palm logo	-	6 1%	2 1%	-	6 1%	-	6 1%	4 1%	-	4 1%	2 1%	-	4 1%	2 1%	2 1%	5 5%
Saw Treo logo	-	1 *	-	-	1 *	-	1 *	-	-	-	-	-	-	-	1 *	1 1%
Cingular merged/is the new AT&T	-	2 *	2 1%	-	2 *	-	2 *	1 1%	-	1 1%	2 1%	-	1 1%	2 1%	2 1%	1 1%
Saw Cingular name in ad	-	19 5%	13 4%	-	19 5%	-	19 5%	10 4%	-	10 4%	13 4%	-	10 4%	7 3%	15 6%	8 5%

Continued

Q.14 - Please explain fully why you feel that way

Helio Palm Treo Ads 18-34 years	Helio ads - 18-34		Total		25 To 44 Years		18 To 34 Years	
	Helio ads	Years	Helio Treo Q.13	Total Q.13	Helio Treo Q.13	Total Q.13	Helio Treo Q.13	Total Q.13
	Did not mention Helio or Palm Treo	Did not mention Helio or Palm Treo	Men- tion- ed Helio or Palm Treo	Men- tion- ed Helio or Palm Treo	Men- tion- ed Helio or Palm Treo	Men- tion- ed Helio or Palm Treo	Men- tion- ed Helio or Palm Treo	Men- tion- ed Helio or Palm Treo
Saw Palm name in ad	- 34 8%	26 8%	- 34 8%	26 9%	1 26%	1 26%	1 20%	20 22%
Saw Treo name in ad	- 37 9%	29 10%	- 37 9%	29 10%	8 23%	7 23%	7 23%	19 21%
Cingular puts out/offers the product	- 13 3%	10 3%	- 13 3%	10 3%	8 3%	6 3%	11 4%	7 4%
Palm puts out/offers the product	- 19 5%	11 4%	- 19 5%	11 4%	11 11%	12 12%	12 13%	-
Treo puts out/offers the product	- 6 1%	4 2%	- 6 1%	4 2%	4 4%	4 4%	4 4%	-
Cingular is the service provider	- 11 3%	8 3%	- 11 3%	8 3%	3 6%	2 6%	8 5%	3 2%
News/News source mentioned	- 2 *	2 1%	- 2 *	1 1%	1 1%	1 *	1 *	1 1%
Saw The Onion/www.onion.com advertised	- 20 5%	13 4%	- 20 5%	13 4%	6 8%	5 14%	14 11%	3 2%
Familiar with Palm	- 7 2%	7 1%	- 7 2%	7 1%	4 3%	4 2%	2 1%	2 1%
Familiar with Treo	- 7 2%	6 1%	- 7 2%	6 2%	2 4%	2 1%	3 2%	1 1%
All others	1 *	5 2%	1 *	5 2%	1 1%	4 1%	1 *	1 1%
Nothing/none	2 *	6 2%	2 *	6 2%	1 1%	5 1%	3 1%	2 1%
No answer/non sequitur	7 2%	11 3%	7 2%	11 3%	4 2%	7 2%	4 3%	5 3%

Continued

Q.14 - Please explain fully why you feel that way

		Helio ads - 18-34		Total		Palm Treo Ads* 25 To 44 Years		18 To 34 Years	
		Did not mention	Mentioned	Did not mention	Mentioned	Did not mention	Mentioned	Did not mention	Mentioned
		Helio ads	Palm Treo Ads	Helio ads	Palm Treo Ads	Helio ads	Palm Treo Ads	Helio ads	Palm Treo Ads
18-34	25-44	18-34	18-34	18-34	18-34	18-34	18-34	18-34	18-34
years	Total years	Total years	Total years	Total years	Total years	Total years	Total years	Total years	Total years
	Q.13	Q.13	Q.13	Q.13	Q.13	Q.13	Q.13	Q.13	Q.13
	Total	Total	Total	Total	Total	Total	Total	Total	Total
	Q.13	Q.13	Q.13	Q.13	Q.13	Q.13	Q.13	Q.13	Q.13
	Total	Total	Total	Total	Total	Total	Total	Total	Total
	Q.13	Q.13	Q.13	Q.13	Q.13	Q.13	Q.13	Q.13	Q.13

Don't know/not sure

9	10	5	9	7	2	10	10	2	8	10	5	1	4
2%	2%	3%	2%	4%	1%	2%	3%	1%	4%	3%	2%	1%	2%

I don't know/I'm not sure who puts out or offers the product(s) and/or service(s) discussed in this ad

177	100	71	69	177	100	71	69	177	100	71	69	177	100
41%	24%	23%	26%	41%	24%	23%	26%	41%	24%	23%	26%	41%	24%

Total mentions

308	428	313	265	308	194	428	313	157	156	265	144	121
71%	103%	103%	100%	71%	120%	103%	103%	162%	76%	100%	158%	70%

Q.15 - Please name any other brand or brands that are put out by the company or companies in the ad.

	Helio ads	Palm Treo Ads
18-34	434	416
25-44	303	264
18-34	100%	100%
Total	100%	100%
years		

Total	434	416	303	264
	100%	100%	100%	100%

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

Helio ad mentions (Net)	Helio	Palm Treo	Ads
	93	16	9
	21%	4%	3%
	11		4%

Helio	50	-	-
	12%		

Samsung	33	15	9
	8%	4%	3%
	10		4%

Google	26	1	-
	6%	*	*

Yahoo	16	-	-
	4%		

Drift	2	-	-
	*		

Buddy Beacon	1	-	-
	*		

Palm Treo ad mentions (Net)	Helio	Palm Treo	Ads
	6	105	72
	1%	25%	24%
	66		25%

Cingular	6	33	23
	1%	8%	8%
	20		8%

The Onion	-	25	15
		6%	5%
		6%	6%

Palm Treo (Subnet)	-	76	50
		18%	17%
		19%	

Palm	-	44	31
		11%	10%
		12%	

Continued

Q.15 - Please name any other brand or brands that are put out by the company or companies in the ad.

	Helio ads	Palm Treo Ads	18-34 years		25-44 years		18-34 years	
			Total	Years	Total	Years	Total	Years
Treo	-	46 11%	30 10%	31 12%				
Motorola	4 1%	17 4%	11 4%	10 4%				
T-Mobile	4 1%	3 1%	2 1%	2 1%				
Verizon	4 1%	4 1%	3 1%	4 2%				
Apple/Iphone/Ipod	2 *	2 *	2 1%	1 *				
MySpace	2 *	-	-	-				
Nextel	2 *	1 *	1 *	-				
Amp'd	1 *	-	-	-				
AT&T	1 *	7 2%	5 2%	5 2%				
Microsoft	1 *	3 1%	2 1%	1 *				
Nokia	1 *	9 2%	7 2%	4 2%				
Sprint	1 *	4 1%	3 1%	3 1%				
Blackberry	-	11 3%	7 2%	8 3%				
IG	-	7 2%	3 1%	5 2%				
Company/brand description/ recognized, but not named	-	1 *	1 *	1 *				

Continued

Q.15 - Please name any other brand or brands that are put out by the company or companies in the ad.

	Helio ads	Palm Treo 25-44	Ads 18-34
Years	7	14	11
Total	2%	3%	4%
Years	10	8	4
Total	2%	2%	1%
Years	312	263	196
Total	72%	63%	65%
Years	174	255	170
Total	40%	61%	56%

All other companies/brands/
 names

All others

I don't know/I'm not sure

Total mentions

	Helio ads - 18-34				Palm Treo Ads				18 To 34 Years			
	Helio ads 18-34 years	Palm Treo Ads 25-44 years	Helio Treo Q.15	Total Q.15	Helio Treo Q.15	Palm Treo Q.15	Helio Treo Q.15	Total Q.15	Helio Treo Q.15	Palm Treo Q.15	Helio Treo Q.15	Total Q.15
Total	434 100%	303 100%	264 100%	434 100%	50 100%	416 100%	76 100%	340 100%	303 100%	50 100%	253 100%	264 100%
Mentioned one or more	103 24%	95 31%	79 30%	103 24%	40 80%	134 32%	68 89%	66 19%	95 31%	46 92%	49 19%	79 30%
Saw name(s) in ad (unspecified)	27 6%	19 6%	15 6%	27 6%	13 26%	29 7%	17 22%	12 4%	19 6%	10 20%	9 4%	15 6%
Per information in ad	21 5%	11 4%	9 3%	21 5%	17 34%	15 4%	10 13%	5 1%	11 4%	7 14%	4 2%	9 3%
Saw Google/google maps advertised	9 2%	1 *	1 *	9 2%	-	1 *	-	1 *	-	-	-	1 *
Saw logo(s) (unspecified)	8 2%	2 *	2 *	8 2%	2 4%	2 *	1 1%	1 *	-	-	-	2 1%
Saw Helio name/website in ad	5 1%	-	-	5 1%	4 8%	-	-	-	-	-	-	-
Saw Samsung name/website in ad	5 1%	-	-	5 1%	-	-	-	-	-	-	-	-
They're the company that puts out/offers the product (unspecified)	5 1%	3 1%	3 1%	5 1%	-	4 1%	2 3%	2 1%	3 1%	2 4%	1 *	3 1%
Samsung puts out/offers the product	5 1%	-	-	5 1%	-	-	-	-	-	-	-	-
Mentioned product features	5 1%	1 *	1 *	5 1%	-	1 *	1 1%	-	1 *	1 2%	-	-
Recognize ad(s)	2 *	3 1%	2 1%	2 *	1 2%	3 1%	1 1%	2 1%	2 1%	1 2%	1 *	2 1%

Continued

	Helio ads - 18-34		Total		Palm Treo Ads 25 To 44 Years		18 To 34 Years	
	Helio ads 18-34	Palm Treo Ads 25-44 18-34	Helio Treo Q.15 Q.15	Total Q.15 Q.15	Men- tion- ed Helio Treo Q.15	Men- tion- ed Palm Treo Q.15	Men- tion- ed Helio Treo Q.15	Total Q.15 Q.15
Recognize type/size of font	2 *	-	2 *	1 2%	-	-	-	-
Saw Yahoo logo	2 *	-	2 *	1%	-	-	-	-
Mentioned brand not in any ads	2 *	3 1%	2 2 *	3 1%	2 1%	2 2 1%	2 2 1%	2 1%
They are the service provider (unspecified)	2 *	2 *	2 *	1 1%	2 *	2 *	1 *	1 *
Most popular brand(s)	2 *	3 1%	2 2 *	1 1%	2 1%	2 2 1%	2 2 1%	1 2 *
Ad confusing/unclear/partially unclear	2 *	-	2 *	2 4%	-	-	-	-
Characteristics of ad mentioned (e.g. colorful, informative)	1 *	-	1 *	1 *	-	-	-	-
Similar to previous ads	1 *	2 *	1 2 1%	1 *	2 *	1 2 1%	2 1 1%	2 1%
Saw Google logo	1 *	-	1 *	1 *	-	-	-	-
Saw icons	1 *	-	1 *	1 *	-	-	-	-
Companies work together	1 *	-	1 *	1 *	-	-	-	-
Appearance of product/device	1 *	1 *	1 1 *	1 *	1 *	1 1 *	1 1 *	1 *

Continued

	Helio ads - 18-34		Total		25 To 44 Years		18 To 34 Years	
	Helio ads 18-34	Palm Treo Ads 18-34	Helio Treo Q.15	Total Q.15	Helio Treo Q.15	Total Q.15	Helio Treo Q.15	Total Q.15
Phone is white/looks like an Ipod	1 *	-	1 *	-	-	-	-	-
Looks like/associate ad/product with apple/Ipod/iphone	1 *	1 *	1 *	18%	1 *	2%	-	-
Saw Yahoo advertised	1 *	-	1 *	-	-	-	-	-
Familiar with product/company/brand(s)	1 *	24 6%	1 *	7 9%	19 6%	6 12%	13 5%	15 6%
New Drift	1 *	-	1 *	-	-	-	-	-
Just a guess	-	3 1%	-	1 1%	2 1%	2 2%	1 *	1 *
It is/seems like an ad for Cingular	-	1 *	-	1 *	1 *	-	1 *	-
Recognize orange color/background	-	1 *	-	1 *	-	-	-	1 *
Saw Palm logo	-	1 *	-	1 *	-	-	-	1 *
Companies are associated/affiliated with Cingular	-	1 *	-	1 *	-	-	-	1 *
Cingular merged/is the new AT&T	-	2 *	2 *	2 *	2 *	2 *	2 *	2 *
Incorrect merger of companies mentioned	-	1 *	-	1 *	1 *	-	1 *	1 *
Saw Cingular name in ad	-	2 *	-	2 *	1 *	1 *	1 *	2 *

Continued

	Helio ads - 18-34		Total		25 To 44 Years		18 To 34 Years	
	Helio ads 18-34 years	Palm Treo Ads 25-44 18-34 years	Men- tion- ed Helio Treo Q.15	Men- tion- ed Helio Treo Q.15	Men- tion- ed Helio Treo Q.15	Men- tion- ed Helio Treo Q.15	Men- tion- ed Helio Treo Q.15	Men- tion- ed Helio Treo Q.15
Saw Palm name in ad	- 8 2%	6 2%	- 8 2%	2 6 1%	4 2 1%	6 2 2%	6 2 12%	- 6 1%
Saw Treo name in ad	- 10 2%	5 2%	- 10 2%	1 7 2%	5 10 3%	5 7 12%	7 12% *	1 1%
Cingular puts out/offers the product	- 4 1%	3 1%	- 4 1%	- 4 1%	- 3 1%	- 2 1%	- 2 1%	- 2 1%
Palm puts out/offers the product	- 5 1%	3 2%	- 5 1%	- 5 7%	- 3 1%	- 3 2%	- 4 8%	- 4 1%
Treo puts out/offers the product	- 2 *	1 *	- 2 *	1 1 *	1 1 *	- 2 1%	- 2 2%	1 1 *
Cingular is the service provider	- 3 1%	1 *	- 3 1%	- 3 1%	- 1 *	- 1 *	- 3 1%	- 3 1%
News/News source mentioned	- 2 *	1 *	- 2 *	- 2 1%	- 2 1%	- 1 *	- 1 *	- 1 *
Saw The Onion/www.onion.com advertised	- 7 2%	2 1%	- 7 2%	- 4 3 1%	- 4 3 1%	- 2 1%	- 2 1%	4 2 8%
Familiar with Palm	- 6 1%	5 2%	- 6 1%	- 5 1 *	- 4 1 *	- 4 1 *	- 4 1 *	1 2 2%
Familiar with Treo	- 3 1%	2 1%	- 3 1%	- 3 4%	- 2 1%	- 2 1%	- 2 4%	- 2 4%
Familiar with Cingular	- 1 *	1 *	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *
Mentioned/product/company/brand(s) characteristics(e.g. it's good, it's hip, it's attractive)	- 1 *	1 *	- 1 *	- 1 1%	- 1 *	- 1 *	- 1 *	1 2%

Continued

	Helio ads - 18-34		Total		25 To 44 Years		18 To 34 Years	
	Helio ads 18-34	Palm Treo Ads 18-34	Helio Treo 18-34	Total	Helio Treo 25-44	Total	Helio Treo 18-34	Total
All others	6 1% 1 *	2 4% 2 *	1 1% 1 *	1 1% 1 *	1 1% 1 *	1 1% 1 *	1 1% 1 *	1 1% 1 *
Nothing/none	1 1% 1 *	1 2% 1 *	1 1% 1 *	1 1% 1 *	1 1% 1 *	1 1% 1 *	1 1% 1 *	1 1% 1 *
No answer/non sequitur	10 2% 1 *	6 10% 6 *	6 10% 6 *	6 10% 6 *	6 10% 6 *	6 10% 6 *	6 10% 6 *	6 10% 6 *
Don't know/not sure	8 2% 2 *	5 10% 5 *	7 12% 7 *	7 12% 7 *	5 8% 5 *	5 8% 5 *	3 5% 3 *	3 5% 3 *
I don't know/I'm not sure what brand or brands are put out by the company or companies in the ad	312 72% 65%	169 312% 64% 72%	263 63% 63%	263 63% 63%	196 46% 65%	196 46% 65%	169 40% 64%	169 40% 64%
Total mentions	121 28%	101 33%	156 38%	156 38%	79 21%	77 21%	52 14%	55 15%

Q.17 - Please name any other brand or brands that are connected or affiliated with the company or companies in the ad.

	Helio ads	Palm Treo Ads
	18-34	25-44 18-34
Years	Total	Years
	-----	-----
Total	434 100%	416 303 264 100% 100% 100%

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

Helio ad mentions (Net)	39 9%	7 2%	7 2%	6 2%
Samsung	17 4%	7 2%	7 2%	6 2%
Google	15 3%	-	-	-
Helio	13 3%	-	-	-
Yahoo	11 3%	-	-	-
Drift	2 *	-	-	-
MySpace	10 2%	-	-	-
Nokia	5 1%	9 2%	7 2%	5 2%
Palm Treo ad mentions (Net)	5 1%	48 12%	32 11%	29 11%
Cingular	5 1%	23 6%	16 5%	15 6%
The Onion	-	8 2%	5 2%	5 2%
Palm Treo (Subnet)	-	33 8%	21 7%	21 8%

Continued

Table 12-1

Q.17 - Please name any other brand or brands that are connected or affiliated with the company or companies in the ad.

	Helio ads	Palm	Treo	Ads
	18-34	25-44	18-34	
Years	Total	Years	Years	
	-----	-----	-----	-----
Palm	-	22	13	15
		5%	4%	6%
Treo	-	14	10	8
		3%	3%	3%
Motorola	3	11	7	9
	1%	3%	2%	3%
Sprint	3	6	4	3
	1%	1%	1%	1%
Nextel	2	1	1	-
	*	*	*	
T-Mobile	2	2	1	1
	*	*	*	*
AT&T	1	32	21	23
	*	8%	7%	9%
Blackberry	1	4	3	2
	*	1%	1%	1%
LG	1	6	4	5
	*	1%	1%	2%
Microsoft	1	2	1	1
	*	*	*	*
Verizon	1	4	3	2
	*	1%	1%	1%
Apple/Iphone/Ipod	-	4	2	3
		1%	1%	1%
Company/brand description/ recognized, but not named	1	-	-	-
	*			
All other companies/brands/ names	2	11	6	9
	*	3%	2%	3%
All others	2	7	3	7
	*	2%	1%	3%

Continued

MARYLANDER MARKETING RESEARCH STUDY #402-041 FEBRUARY 2007
 Table 12-1
 Q.17 - Please name any other brand or brands that are connected or affiliated with the company or companies in the ad.

	Helio ads	Palm Treo Ads
18-34 years	367 85%	234 77%
18-34 years	199 75%	114 38%
Total	566	348

	Helio ads - 18-34		Helio ads - 18-34		Helio ads - 18-34		Helio ads - 18-34		Helio ads - 18-34		Helio ads - 18-34		Helio ads - 18-34	
	434	416	303	264	434	13	421	416	33	383	303	264	21	282
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	57	90	61	56	57	13	44	90	25	65	61	16	45	56
	13%	22%	20%	21%	13%	100%	10%	22%	76%	17%	20%	76%	16%	21%
	10	8	6	4	10	4	6	8	5	3	6	5	1	4
	2%	2%	2%	2%	2%	31%	1%	2%	15%	1%	2%	24%	*	2%
	9	10	7	6	9	3	6	10	4	6	7	2	5	6
	2%	2%	2%	2%	23%	1%	1%	2%	12%	2%	2%	10%	2%	2%
	6	3	1	3	6	-	6	3	-	3	1	-	1	3
	1%	1%	*	1%	1%	-	1%	1%	-	1%	*	-	*	1%
	5	6	6	-	5	-	5	6	1	5	6	1	5	-
	1%	1%	2%	1%	1%	-	1%	1%	3%	1%	2%	5%	2%	-
	4	-	-	-	4	1	3	-	-	-	-	-	-	-
	1%	-	-	-	8%	1%	1%	-	-	-	-	-	-	-
	4	3	2	1	4	2	2	3	1	2	2	-	2	1
	1%	1%	1%	*	1%	15%	*	1%	3%	1%	1%	-	1%	*
	3	-	-	-	3	-	3	-	-	-	-	-	-	-
	1%	-	-	1%	1%	-	1%	-	-	-	-	-	-	-
	3	-	-	-	3	-	3	-	-	-	-	-	-	-
	1%	-	-	-	1%	-	1%	-	-	-	-	-	-	-
	3	6	4	6	3	-	3	6	3	3	4	1	3	6
	1%	1%	1%	2%	1%	-	1%	1%	9%	1%	1%	5%	1%	2%
	2	-	-	-	2	1	1	-	-	-	-	-	-	-
	*	-	-	-	*	8%	*	-	-	-	-	-	-	-

Continued

	Helio ads - 18-34		Total		25 To 44 Years		18 To 34 Years	
	Helio ads 18-34	Palm Treo Ads 25-44 18-34	Helio Treo 18-34	Total	Helio Treo 18-34	Total	Helio Treo 18-34	Total
Saw Samsung name/website in ad	2 *	-	2 *	-	-	-	-	-
Samsung puts out/offers the product	2 *	-	2 *	-	-	-	-	-
Cingular is the service provider	2 *	4 1%	2 *	4 1%	3 1%	2 1%	2 1%	1 5%
Recognize ad(s)	1 *	2 *	1 *	2 *	1 *	2 1%	1 *	5%
Characteristics of ad mentioned(e.g. colorful, informative)	1 *	-	1 *	-	-	-	-	-
Just a guess	1 *	3 1%	2 1%	3 1%	2 1%	2 1%	2 1%	2 1%
Recognize color(s) (unspecified)	1 *	1 *	1 *	1 *	1 *	1 *	1 *	5%
Saw Google logo	1 *	-	1 *	-	-	-	-	-
Looks like/associate ad/product with apple/Ipod/Iphone	1 *	-	1 *	-	-	-	-	-
Saw Yahoo advertised	1 *	-	1 *	-	-	-	-	-
New Drift	1 *	-	1 *	-	-	-	-	-
Mentioned product features	1 *	4 1%	1 *	4 1%	3 1%	1 *	2 1%	1 5%

Continued

	***** Palm Treo Ads***** 18 To 34 Years *****									
	Helio ads - 18-34					25 To 44 Years				
	Helio ads 18-34 years	Palm Treo Ads 25-44 18-34 years	Total	Did not mention Helio or Palm Treo Q.17	Did not mention Helio or Palm Treo Q.17	Helio Treo Q.17	Total Q.17	Did not mention Helio or Palm Treo Q.17	Did not mention Helio or Palm Treo Q.17	Total Q.17
Recognize orange color/background	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *
Companies work together	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *
Companies merged(unspecified)	- 6 1%	- 4 1%	- 6 1%	- 6 1%	- 6 1%	- 6 1%	- 6 1%	- 6 1%	- 6 1%	- 6 1%
Companies are associated/affiliated with Cingular	- 2 *	- 1 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *
Cingular merged/is the new AT&T	- 14 3%	- 9 3%	- 14 3%	- 14 3%	- 14 3%	- 14 3%	- 14 3%	- 14 3%	- 14 3%	- 14 3%
Saw Cingular name in ad	- 4 1%	- 3 1%	- 4 1%	- 4 1%	- 4 1%	- 4 1%	- 4 1%	- 4 1%	- 4 1%	- 4 1%
Saw Palm name in ad	- 6 1%	- 5 2%	- 6 1%	- 6 1%	- 6 1%	- 6 1%	- 6 1%	- 6 1%	- 6 1%	- 6 1%
Saw Treo name in ad	- 4 1%	- 1 *	- 4 1%	- 4 1%	- 4 1%	- 4 1%	- 4 1%	- 4 1%	- 4 1%	- 4 1%
Appearance of product/device	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *
Cingular puts out/offers the product	- 2 *	- 2 1%	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *
Palm puts out/offers the product	- 2 *	- 1 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *
They are the service provider(unspecified)	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *
Most popular brand(s)	- 2 *	- 1 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *

Continued

	18-34		25 To 44 Years		18 To 34 Years	
	Helio ads 18-34	Palm Treo Ads 18-34	Helio ads 25-44	Palm Treo Ads 25-44	Helio ads 18-34	Palm Treo Ads 18-34
Familiar with Treo	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *	- 1 *
Familiar with Cingular	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *	- 2 *
All others	3 1% 4 2% 4 1% 2% 1% 8%	3 1% 4 2% 4 1% 2% 1% 8%	2 4 1% 4 2% 4 1% 2% 1% 8%	2 4 1% 4 2% 4 1% 2% 1% 8%	2 4 1% 4 2% 4 1% 2% 1% 8%	2 4 1% 4 2% 4 1% 2% 1% 8%
Nothing/none	- 3 1% 1 *	- 3 1% 1 *	- 3 1% 1 *	- 3 1% 1 *	- 3 1% 1 *	- 3 1% 1 *
No answer/non sequitur	6 1% 7 2% 4 1% 2% 1%	6 1% 7 2% 4 1% 2% 1%	5 4 1% 5 4 1% 5 4 1% 5 4 1%	5 4 1% 5 4 1% 5 4 1% 5 4 1%	5 4 1% 5 4 1% 5 4 1% 5 4 1%	5 4 1% 5 4 1% 5 4 1% 5 4 1%
Don't know/not sure	4 1% 3 1% 3 1% *	4 1% 3 1% 3 1% *	3 1% 3 1% 3 1% 3 1%	3 1% 3 1% 3 1% 3 1%	3 1% 3 1% 3 1% 3 1%	3 1% 3 1% 3 1% 3 1%
I don't know/I'm not sure what brand or brands are connected or affiliated with the company or companies in the ad	367 85% 313 75% 234 77% 199 75%	367 85% 313 75% 234 77% 199 75%	313 75% 234 77% 313 75% 234 77%	313 75% 234 77% 313 75% 234 77%	313 75% 234 77% 313 75% 234 77%	313 75% 234 77% 313 75% 234 77%
Total mentions	67 15% 104 25% 69 23% 64 24% 67 15% 104 25%	67 15% 104 25% 69 23% 64 24% 67 15% 104 25%	69 23% 64 24% 67 15% 104 25%	69 23% 64 24% 67 15% 104 25%	69 23% 64 24% 67 15% 104 25%	69 23% 64 24% 67 15% 104 25%

Table 14-1
 Q.13/15/17 - Who do you think puts out or offers the product(s) and/or service(s) discussed in this ad?/Please name any other brand or brands that are put out by the company or companies in the ad/Please name any other brand or brands that are connected or affiliated with the company or companies in the ad

	Helio ads	Palm Treo Ads
18-34	25-44	18-34
Years	Total	Years

Total	434	303
	100%	100%
	264	100%

My opinion about who puts out or offers the product(s) and/or service(s) in the ad/the brand or brands that I think are put out by the company or companies in the ad/the brand or brands that I think are connected or affiliated with the company or companies in the ad are listed below

Helio ad mentions (Net)	240	24	17	18
Helio	55%	6%	6%	7%
Samsung	193	-	-	-
	44%			
Google	77	22	16	16
	18%	5%	5%	6%
Yahoo	51	1	-	1
	12%	*		*
Drift	31	1	1	1
	7%	*	*	*
Buddy Beacon	5	-	-	-
	1%			
Palm Treo ad mentions (Net)	21	310	225	193
	5%	75%	74%	73%
Cingular	21	203	151	125
	5%	49%	50%	47%
The Onion	-	59	40	39
		14%	13%	15%

Continued

Table 14-1
 Q.13/15/17 - Who do you think puts out or offers the product(s) and/or service(s) discussed in this ad?/Please name any other brand or brands that are put out by the company or companies in the ad/Please name any other brand or brands that are connected or affiliated with the company or companies in the ad

	Helio ads	Palm Treo Ads
	18-34	25-44 18-34
	Years	Total Years
	-----	-----
Palm Treo (Subnet)	- 182 44%	127 115 42% 44%
Palm	- 137 33%	98 85 32% 32%
Treo	- 86 21%	59 57 19% 22%
MySpace	14 3%	- -
T-Mobile	12 3%	8 6 2% 2%
Verizon	10 2%	31 27 17 7% 9% 6%
Sprint	9 2%	19 14 9 5% 5% 3%
Motorola	7 2%	34 23 23 8% 8% 9%
Nextel	5 1%	6 6 2 1% 2% 1%
Nokia	5 1%	18 14 10 4% 5% 4%
Apple/Iphone/Ipod	3 1%	4 2 3 1% 1% 1%
AT&T	3 1%	50 37 32 12% 12% 12%
Amp'd	2 *	- - -
Microsoft	2 *	8 6 5 2% 2% 2%

Continued

Table 14-1
 Q.13/15/17 - Who do you think puts out or offers the product(s) and/or service(s) discussed in this ad?/Please name any other brand or brands that are put out by the company or companies in the ad/Please name any other brand or brands that are connected or affiliated with the company or companies in the ad

	Helio ads	Palm	Treo	Ads
	18-34	25-44	18-34	Years
	Total Years			
	-----	-----	-----	-----
Blackberry	1	16	11	10
	*	4%	4%	4%
LG	1	13	8	10
	*	3%	3%	4%
Virgin	1	-	-	-
	*			
Company/brand description/ recognized, but not named	12	16	10	13
	3%	4%	3%	5%
All other companies/brands/ names	17	28	20	19
	4%	7%	7%	7%
All others	25	23	11	18
	6%	6%	4%	7%
I don't know/I'm not sure	139	77	56	54
	32%	19%	18%	20%
Total mentions	510	783	560	499
	118%	188%	185%	189%

	Helio ads - 18-34		Total		25 To 44 Years		18 To 34 Years				
	Did not mention Helio	Did not mention Helio	Did not mention Helio	Did not mention Helio	Did not mention Helio	Did not mention Helio	Did not mention Helio				
Total	434	416	303	264	434	193	416	303	264	115	149
Mentioned one or more	272	309	224	190	272	181	309	224	190	108	82
Saw name(s) in ad (unspecified)	82	67	44	38	82	65	67	44	38	29	15
Per information in ad	46	49	36	28	46	39	49	36	28	22	14
Saw Helio name/website in ad	44	-	-	-	44	41	3	-	-	-	-
They're the company that puts out/offers the product (unspecified)	20	22	19	14	20	10	22	19	14	8	11
Saw Samsung name/website in ad	19	-	-	-	19	9	-	-	-	-	-
Samsung puts out/offers the product	18	-	-	-	18	10	-	-	-	-	-
Saw Google/google maps advertised	18	1	-	1	18	12	1	-	-	1	1
Similar to previous ads	17	8	5	6	17	12	8	5	6	2	3
Mentioned/product/company/brand(s) characteristics (e.g. it's good, it's hip, it's attractive)	14	9	5	7	14	9	9	5	7	3	4

Continued

	Helio ads - 18-34		Total		25 To 44 Years		18 To 34 Years	
	Helio ads 18-34	25-44 18-34	Helio ads 18-34	25-44 18-34	Helio ads 18-34	25-44 18-34	Helio ads 18-34	25-44 18-34
Familiar with product/company/brand(s)	13 3%	22 8%	13 3%	22 8%	17 9%	16 7%	12 9%	13 7%
Recognize ad(s)	12 3%	6 2%	12 3%	6 2%	4 2%	6 3%	3 2%	3 2%
Saw logo(s) (unspecified)	12 3%	8 3%	12 3%	8 3%	6 3%	7 3%	3 2%	5 3%
Mentioned brand not in any ads	10 2%	13 4%	10 2%	13 4%	7 3%	10 4%	5 4%	8 3%
Mentioned product features	10 2%	15 5%	10 2%	15 5%	11 6%	5 2%	10 8%	5 3%
Characteristics of ad mentioned (e.g. colorful, informative)	8 2%	2 1%	8 2%	2 1%	2 1%	2 1%	2 2%	2 2%
Helio is the service provider	8 2%	-	8 2%	-	-	-	-	-
Saw Yahoo advertised	8 2%	-	8 2%	-	-	-	-	-
Helio puts out/offers the product	7 2%	-	7 2%	-	-	-	-	-
They are the service provider (unspecified)	7 2%	7 2%	7 2%	7 2%	4 2%	2 1%	5 4%	2 1%
Recognize type/size of font	6 1%	2 1%	6 1%	2 1%	-	2 1%	-	2 1%
Saw Friendar name in ad	5 1%	-	5 1%	-	-	-	-	-

Continued

	Hello ads - 18-34		Total		25 To 44 Years		18 To 34 Years	
	Did not mention Helio	Did not mention Helio	Did not mention Helio	Did not mention Helio	Did not mention Helio	Did not mention Helio	Did not mention Helio	Did not mention Helio
Saw Google logo	4 1%	2 1%	2 1%	2 1%	-	-	-	-
Saw MySpace advertised	4 1%	3 2%	1 *	1 *	-	-	-	-
It is/seems like an ad for Cingular	3 1%	5 2%	1 *	1 *	2 1%	3 1%	5 2%	1 *
Recognize style/design of ad	3 1%	2 *	1 *	1 *	2 1%	1 *	1 1%	1 1%
Saw icons	3 1%	-	3 1%	2 1%	-	-	-	-
Most popular brand(s)	3 1%	6 1%	4 2%	3 1%	2 1%	4 1%	4 2%	2 1%
Recognized slogan Don't Call It A Phone	3 1%	-	3 1%	2 1%	-	-	-	-
Variation of Don't Call It A Phone slogan	3 1%	-	3 1%	2 1%	-	-	-	-
Recognize color(s) (unspecified)	2 *	11 3%	5 2%	2 *	11 3%	7 4%	4 2%	5 2%
Saw Helio logo	2 *	-	2 *	2 1%	-	-	-	-
Saw Samsung logo	2 *	-	2 *	1 *	-	-	-	-
Saw Yahoo logo	2 *	-	2 *	2 1%	-	-	-	-

Continued

	Helio ads - 18-34		Total		25 To 44 Years		18 To 34 Years	
	Helio ads 18-34	Palm Treo Ads 18-34	Helio ads 18-34	Palm Treo Ads 18-34	Helio ads 18-34	Palm Treo Ads 18-34	Helio ads 18-34	Palm Treo Ads 18-34
Cingular is the service provider	2 *	17 10 14 4% 3% 5%	2 *	17 10 14 4% 3% 5%	2 *	17 10 14 4% 3% 5%	2 *	17 10 14 4% 3% 5%
Familiar with Helio	2 *	- - -	2 *	2 1%	2 *	2 1%	2 *	2 1%
Recognized slogan(unspecified)	2 *	- - -	2 *	2 1%	2 *	2 1%	2 *	2 1%
New Drift	2 *	- - -	2 *	2 1%	2 *	2 1%	2 *	2 1%
Ad confusing/unclear/partially unclear	2 *	- - -	2 *	2 1%	2 *	2 1%	2 *	2 1%
Just a guess	1 *	7 5 4 2% 2% 2%	1 *	7 5 4 2% 2% 2%	1 *	7 5 4 2% 2% 2%	1 *	7 5 4 2% 2% 2%
Associate color(s) with Samsung	1 *	- - -	1 *	1 *	1 *	1 *	1 *	1 *
Companies work together	1 *	2 *	1 *	2 1%	1 *	2 1%	1 *	2 1%
Appearance of product/device	1 *	2 2 1 1% 1% *	1 *	2 2 1 1% 1% *	1 *	2 2 1 1% 1% *	1 *	2 2 1 1% 1% *
Phone is white/looks like an Ipod	1 *	- - -	1 *	1 *	1 *	1 *	1 *	1 *
Looks like/associate ad/product with apple/Ipod/iphone	1 *	1 1 1 *	1 *	1 1 1 *	1 *	1 1 1 *	1 *	1 1 1 *
Variation of Not Just A Cell Phone slogan	1 *	- - -	1 *	1 *	1 *	1 *	1 *	1 *

Continued

	***** Palm Treo Ads*****															
	Helio ads - 18-34				Total				25 To 44 Years				18 To 34 Years			
	Helio ads 18-34	25-44 years	18-34 years	Total	Helio ads 18-34	25-44 years	18-34 years	Total	Helio ads 18-34	25-44 years	18-34 years	Total	Helio ads 18-34	25-44 years	18-34 years	Total
Just seems/looks like their ads	4	3	2	-	4	-	1	3	3	-	1	2	2	-	2	1
Recognize orange color/background	15	9	12	4	15	-	2	13	9	-	1	8	12	-	2	10
Associate color(s) with Cingular	8	5	6	2	8	-	3	5	5	-	2	3	6	-	2	4
Associate orange color/background with Cingular	9	4	9	2	9	-	4	5	4	-	1	3	9	-	4	5
Associate blue color with Cingular	1	-	1	*	1	-	-	1	-	-	-	-	1	-	1	1
Saw Cingular logo	9	4	7	2	9	-	2	7	4	-	1	3	7	-	2	5
Saw Palm logo	7	2	6	2	7	-	7	-	2	-	2	-	6	-	6	-
Saw Treo logo	1	-	1	*	1	-	1	1	-	-	-	-	1	-	1	-
Companies merged(unspecified)	6	4	4	1	6	-	2	4	4	-	1	3	4	-	2	2
Companies are associated/affiliated with Cingular	2	1	1	*	2	-	1	1	1	-	-	1	1	-	1	-
Cingular merged/is the new AT&T	17	12	13	4	17	-	4	13	12	-	3	9	13	-	2	11
Incorrect merger of companies mentioned	1	1	1	*	1	-	-	1	1	-	-	1	1	-	1	1

Continued

Helio ads	18-34		25-44		18-34		25-44		18-34		25-44						
	Helio ads		Palm Treo Ads		Helio Treo		Palm Treo		Helio Treo		Palm Treo						
	18-34	25-44	18-34	25-44	18-34	25-44	18-34	25-44	18-34	25-44	18-34	25-44					
Saw Cingular name in ad	22	15	17	-	-	-	22	12	10	15	-	8	7	17	-	9	8
	5%	5%	6%	-	-	-	5%	7%	4%	5%	-	6%	4%	6%	-	8%	5%
Saw Palm name in ad	41	32	23	-	-	-	41	39	2	32	-	30	2	23	-	23	-
	10%	11%	9%	-	-	-	10%	21%	1%	11%	-	24%	1%	9%	-	20%	-
Saw Treo name in ad	46	33	30	-	-	-	46	39	7	33	-	27	6	30	-	26	4
	11%	11%	11%	-	-	-	11%	21%	3%	11%	-	21%	3%	11%	-	23%	3%
Cingular puts out/offers the product	19	15	14	-	-	-	19	11	8	15	-	10	5	14	-	7	7
	5%	5%	5%	-	-	-	5%	6%	3%	5%	-	8%	3%	5%	-	6%	5%
Palm puts out/offers the product	23	13	14	-	-	-	23	23	-	13	-	13	-	14	-	14	-
	6%	4%	5%	-	-	-	6%	13%	-	4%	-	10%	-	5%	-	12%	-
Treo puts out/offers the product	8	5	6	-	-	-	8	8	-	5	-	5	-	6	-	6	-
	2%	2%	2%	-	-	-	2%	4%	-	2%	-	4%	-	2%	-	5%	-
News/News source mentioned	3	2	2	-	-	-	3	2	1	2	-	1	1	2	-	1	1
	1%	1%	1%	-	-	-	1%	1%	*	1%	-	1%	1%	1%	-	1%	1%
Saw The Onion/www.onion.com advertised	25	14	19	-	-	-	25	21	4	14	-	11	3	19	-	16	3
	6%	5%	7%	-	-	-	6%	12%	2%	5%	-	9%	2%	7%	-	14%	2%
Familiar with Palm	12	11	4	-	-	-	12	9	3	11	-	8	3	4	-	2	2
	3%	4%	2%	-	-	-	3%	5%	1%	4%	-	6%	2%	2%	-	2%	1%
Familiar with Treo	9	8	4	-	-	-	9	7	2	8	-	6	2	4	-	3	1
	2%	3%	2%	-	-	-	2%	4%	1%	3%	-	5%	1%	2%	-	3%	1%
Familiar with Cingular	3	2	2	-	-	-	3	2	1	2	-	1	1	2	-	1	1
	1%	1%	1%	-	-	-	1%	1%	*	1%	-	1%	1%	1%	-	1%	1%
All others	9	9	7	4	9	3	9	4	5	7	-	2	5	4	-	3	1
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	-	2%	3%	2%	-	3%	1%

Continued

	***** Palm Treo Ads*****																			
	18-34				25 To 44 Years				18 To 34 Years											
	Total				Total				Total											
	3	9	8	5	3	2	-	1	9	-	3	6	8	-	2	6	5	-	2	3
	1%	2%	3%	2%	1%	1%		*	2%		2%	3%	3%		2%	3%	2%		2%	2%
Nothing/none	11	11	5	9	11	5	-	6	11	-	4	7	5	-	2	3	9	-	4	5
No answer/non sequitur	3%	3%	2%	3%	3%	3%		2%	3%		2%	3%	2%		2%	2%	3%		3%	3%
Don't know/not sure	11	10	10	6	11	7	-	4	10	-	2	8	10	-	2	8	6	-	1	5
	3%	2%	3%	2%	3%	4%		2%	2%		1%	3%	3%		2%	5%	2%		1%	3%
I don't know/I'm not sure who puts out or offers the product(s) and/or service(s) discussed in this ad/what brand or brands are put out by the company or companies in the ad/what brand or brands are connected or affiliated with the company or companies in the ad	139	77	56	54	139	-	-	139	77	-	-	77	56	-	-	56	54	-	-	54
	32%	19%	18%	20%	32%			58%	19%			33%	18%			32%	20%			36%
Total mentions	444	611	429	381	444	303	-	141	611	-	381	230	429	-	256	173	381	-	235	146
	102%	147%	142%	144%	102%	157%		59%	147%		209%	98%	142%		202%	98%	144%		204%	98%

MARYLANDER MARKETING RESEARCH STUDY #402-041 FEBRUARY 2007
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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 - Who do you think puts out or offers the product(s) and/or service(s) discussed in this ad?
Table 9	Q.14 - Please explain fully why you feel that way
Table 10	Q.15 - Please name any other brand or brands that are put out by the company or companies in the ad.
Table 11	Q.16 - Please explain fully why you feel that way
Table 12	Q.17 - Please name any other brand or brands that are connected or affiliated with the company or companies in the ad.
Table 13	Q.18 - Please explain fully why you feel that way
Table 14	Q.13/15/17 - Who do you think puts out or offers the product(s) and/or service(s) discussed in this ad?/Please name any other brand or brands that are put out by the company or companies in the ad/Please name any other brand or brands that are connected or affiliated with the company or companies in the ad
Table 15	Q.14/16/18 - Please explain fully why you feel that way