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**STUDY TO MEASURE CONSUMER PERCEPTIONS OF  
VERIZON WIRELESS ADVERTISING CONTAINING MAPS THAT DEPICT 3G  
COVERAGE AREAS FOR VERIZON WIRELESS AND AT&T**

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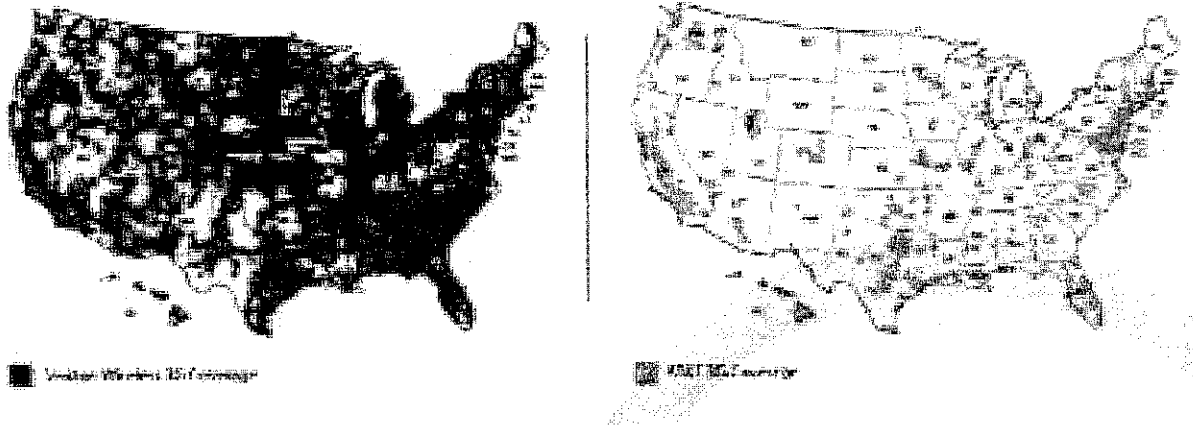
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## BACKGROUND AND PURPOSE

Verizon Wireless is currently running television commercials and print ads that contain maps depicting 3G wireless phone coverage areas of Verizon and AT&T around the country. In these commercials and ads, the Verizon map shows most of the country covered in red with only very small areas in white. On the other hand, the AT&T map shows most of the country in white with only very small areas covered in blue. The following (taken from a Verizon print ad) are examples of the Verizon and AT&T maps shown in the commercials and the print ad:



Although the commercials and print ads containing the maps make reference to Verizon having superior "3G" coverage to AT&T, AT&T is concerned that consumers who look at these maps will mistakenly believe that the white areas on the map represent areas where AT&T has no coverage at all (as opposed to areas to which AT&T's 3G network does not extend) and will take away the false message that AT&T wireless subscribers have no service across the majority of the area of the country.

Manatt, Phelps, & Phillips, LLP, attorneys for AT&T, commissioned Guideline to design and conduct a study to measure whether consumers are being misled by the Verizon Wireless advertising that makes use of the coverage maps.

## STUDY AUTHORSHIP AND QUALIFICATIONS

This study was designed, supervised, and implemented by ORC Guideline under the supervision of Robert N. Reitter, Senior Vice President.

As a Senior Vice President of ORC Guideline, Mr. Reitter has personally designed, supervised, and implemented hundreds of surveys regarding consumer perception, many of which have concerned whether or not consumers are misled by advertising. Mr. Reitter has personally conducted numerous studies that have been admitted as evidence in legal proceedings and he has been accepted as an expert in survey research on numerous occasions by U.S. District Courts, the National Advertising Division of the Better Business Bureau, the Federal Trade Commission, and other legal bodies.

In designing this study and preparing this Report, Mr. Reitter reviewed the Verizon television commercial shown to respondents in this study, and a second Verizon commercial and a print ad that show maps depicting 3G coverage areas for Verizon Wireless and AT&T.



Dated: October 28, 2009

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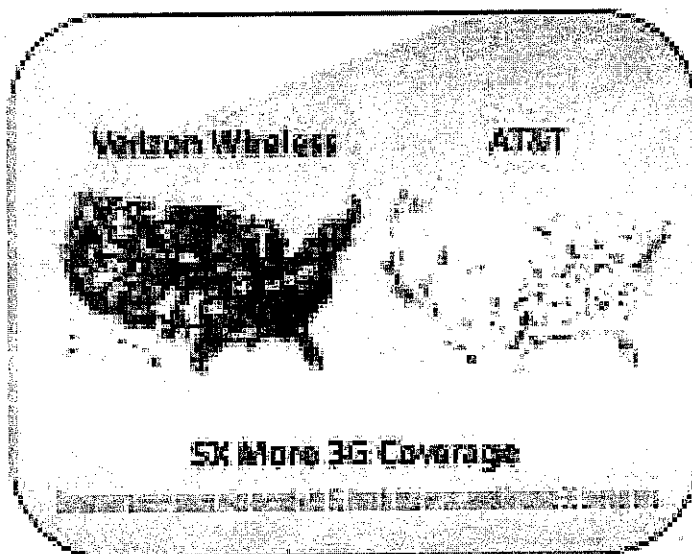
Robert N. Reitter

## STUDY DESIGN

400 qualified respondents participated in this mall-intercept study. The questionnaires for this study were programmed into a computer so that the instructions and questions were visible to the interviewer on a computer monitor and all answers were recorded directly into the computer.

### Test Cell

200 respondents participated in a Test Cell in which they were shown and questioned about a thirty-second Verizon Wireless television commercial entitled "Map for that Versa-Rev" (the "Verizon Versa commercial"). This commercial refers to Verizon Wireless having five times more 3G coverage than AT&T and twice compares Verizon Wireless coverage to AT&T coverage by use of maps of the country, including the following comparison:



See Appendix E for a Storyboard of the commercial. The actual commercial will be provided in electronic form.

After being screened and found to be qualified, respondents in the Test Cell were told that they were going to be shown a television commercial that they may or may not

have seen before, and were instructed to put on their glasses or contact lenses, if applicable.

Respondents were then shown the commercial. When the commercial finished, respondents were instructed as follows:

I'm going to show you the same commercial a second time after which I'll be asking you some questions about it. For each of my questions, if you don't know or don't have an answer, please don't guess. Just tell me you "don't know" or "don't have an answer" and we'll go on to the next question. And, there may be times when you feel like you are repeating something you have already said. That's O.K. Let's begin.

Respondents were then shown the commercial a second time. When the commercial finished, respondents were asked the following questions:

1. What was the main message or messages of the commercial?
2. What other message or messages, if any, did the commercial communicate to you? (*Probe:*) Anything else?

Respondents were next asked:

- 3a. You may have mentioned this already, but which wireless service provider was the commercial for?

Only respondents who answered that they did not know were asked the next question:

- 3b. Was the commercial for Verizon Wireless?

All respondents who next asked:

- 4a. Besides Verizon Wireless,<sup>1</sup> did the commercial say or show anything about any other wireless service provider?

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<sup>1</sup> For respondents who did not state that the commercial was for Verizon Wireless in question 3a or 3b, the name "Verizon Wireless" was replaced in question 4a with "the wireless service provider the commercial was for."

Respondents who answered "no" or "don't know" were asked no more questions.

Respondents who answered "yes" were asked:

- 4b. What other wireless provider?

Only respondents who answered "don't know" were asked the next question:

- 4c. Was it AT&T?

All respondents who had answered "yes" to question 4a were next asked:

- 5a. You may have mentioned this already, but did the commercial communicate to you anything about Verizon Wireless<sup>2</sup> cellphone coverage?

Respondents who answered "yes" were asked:

- 5b. What did the commercial communicate to you about Verizon Wireless cellphone coverage?
- 5c. Anything else?
- 5d. What exactly did the commercial say or show to make you think so? Please be as specific as possible.

All respondents who had answered "yes" to question 4a (that the commercial said or showed something about a wireless service provider other than Verizon) were next asked:

- 6a. You may have mentioned this already, but did the commercial communicate to you anything about AT&T's<sup>3</sup> cellphone coverage?

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<sup>2</sup> For respondents who did not state that the commercial was for Verizon Wireless in question 3a or 3b, the name "Verizon Wireless" was replaced in question 5a and in any additional questions with "the wireless service provider the commercial was for."

Respondents who answered "yes" were asked:

- 6b. What did the commercial communicate to you about AT&T's cellphone coverage?
- 6c. Anything else?
- 6d. What exactly did the commercial say or show to make you think so?  
Please be as specific as possible.

Respondents who answered "yes" to question 6a (that the commercial communicated something about AT&T cellphone coverage) were also asked:

Just to clarify...

- 6e. Did the commercial say or show that AT&T has no cellphone coverage at all in certain areas of the country, or did it not, or don't you know?
- 6f. Did the commercial say or show that AT&T does not have a particular type of cellphone coverage in certain areas of the country, or did it not, or don't you know?

The order in which question 6e and 6f was asked was randomly rotated by the computer program.

Finally, all respondents who had answered "yes" to question 4a were handed a card containing the following points on a scale:

Much more favorable  
Somewhat more favorable  
Neither more or less favorable  
Somewhat less favorable

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<sup>3</sup> For respondents who did not state that the commercial mentioned AT&T in question 4b or 4c, the name "AT&T" was replaced in question 6a and in any additional questions with "the other wireless service provider."



Much less favorable

Respondents were then asked:

7. Please use the choices on this scale to answer my next question.  
After having watched the commercial I showed you, how much more or less favorable are you toward each of the following companies?

Respondents were asked this question about the following wireless providers:

Verizon  
AT&T  
T-Mobile  
Sprint

The order in which these four companies were asked about was randomly rotated by the computer program.

#### Control Cell

The other 200 respondents participated in a Control Cell that was shown an altered version of the Verizon Versa commercial.

The main purpose of the Control Cell was to measure the noise level for Question 6e, which asked respondents whether the commercial said or showed that AT&T has no cellphone coverage at all in certain areas of the country. Since the question refers to a false message (that AT&T has no coverage at all in the areas marked in white on the map), it was important to control for any leadingness of the question. Accordingly, a control commercial was created in which the AT&T maps that show a large portion of the country in white were removed.<sup>4</sup> By removing the maps that might be interpreted as indicating that AT&T has no wireless coverage at all in the white areas, the control commercial allowed us to measure the noise level associated with Question 6e.

Therefore, any difference in the percentage of Test and Control group respondents who answer that AT&T has no coverage at all in certain parts of the country must be

attributed to the misleading nature of the AT&T map and not to the survey format or question wording.

Respondents in the Control Group were given the same instructions and asked the same questions as the Test Group. The only difference was that the altered commercial was shown instead of the real commercial.

See Appendix B for the complete text of the questionnaires.

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<sup>4</sup> In the first scene in which the AT&T map is shown above a dissatisfied AT&T customer, the map was replaced with the words "AT&T customer." In the second scene in which the AT&T map is shown side-by-side with the Verizon map, the AT&T map was simply removed.

## SUMMARY OF KEY FINDINGS AND CONCLUSIONS

- 1) The large majority of respondents who viewed the Verizon Wireless commercial discussed cellphone coverage (87%) and the coverage maps (72%) in their answers to the open-ended questions. However, only a minority of respondents (46%) mentioned "3G" in response to any of the nine open-ended questions and probes about the commercial. The majority of respondents (54%) made no reference to "3G" in response to any question.
- 2) In response to Question 6e, a total of 53% of Test Group respondents (106 out of 200) answered that the commercial communicated that AT&T has no coverage at all in certain parts of the country. In the Control Group, 29.5% of respondents (59 out of 200) answered that the commercial communicated that AT&T has no coverage at all in certain parts of the country. This 23.5% difference between the Test and Control group results for question 6e means that there is a 23.5% net deception level that must be attributed to the AT&T map shown in the commercial.
- 3) Globally reviewing respondents' answers to all questions, 24% of respondents in the Test Group (48 out of 200): (a) answered in response to open-ended questions that the commercial communicated that AT&T has a smaller coverage area or less coverage than Verizon Wireless; and (b) referred to the AT&T map or the use of the two maps in explaining why they thought AT&T has less coverage; and (c) failed to mention 3G in response to any question; and (d) answered in Question 6e that the commercial communicated that AT&T has no coverage at all in certain parts of the country. This pattern of answers indicates that these respondents perceived the maps as comparing coverage areas in general (as opposed to areas with 3G service) and took away the false message that AT&T has no coverage in the majority of the country shown in white on the AT&T map. In the Control Group, only 2.5%

of respondents gave this same pattern of answers. This 21.5% difference between the Test and Control Group results must be attributed to the misleading use of the AT&T map in the Test commercial.

- 4) In Question 7, 56.2% of respondents in the Test Group who were asked the question (95 out of 169) answered that they would be somewhat less or much less favorable toward AT&T after watching the commercial. In comparison, only 19.5% and 25.4% respectively answered that they would be somewhat less favorable or much less favorable toward T-Mobile or Sprint after watching the commercial. Therefore, the approximately 31% to 37% incremental negative rating must be due to the commercial's disparagement of AT&T and not merely due to its advertisement of positive features of Verizon Wireless.
- 5) Based on the survey results, it is my opinion that a meaningful percentage of consumers will be misled by Verizon Wireless advertising containing the AT&T coverage map into believing that AT&T has no coverage at all across large areas of the country, and that this false belief will harm consumers' perception of AT&T as a company.

See DETAILED FINDINGS section below and Appendix D (Verbatim Answers) for further detail on respondents' answers. See Appendix F for information on coding of respondents. The complete data set will be provided in electronic form.

## METHOD

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### OVERVIEW

In designing and conducting studies intended to measure consumer perceptions and beliefs, we follow the guidelines and standards generally employed in the field of survey research, as well as the criteria set forth in the Reference Guide on Survey Research published by the Federal Judicial Center (2000).

These standards and criteria require that:

1. Those responsible for the design, conduct and analysis of the survey be experts in the field of survey research.
2. The survey design properly address its objectives.
3. The relevant universe be defined appropriately.
4. A representative sample be drawn from the relevant universe.
5. The measures collected include data for control groups and/or control questions when appropriate.
6. The survey questions be framed clearly, precisely, and so as to avoid bias; and, as far as possible, so as to avoid order or context effects.
7. The interviewers be well-trained and be without knowledge of the purposes for which the data will be used.
8. The interviews be conducted in a correct and unbiased manner and in accordance with generally accepted standards of procedure in the field.
9. Once gathered, the data be accurately analyzed and reported.

These criteria are discussed in greater detail on the following pages.

### **THE RELEVANT UNIVERSE OF INTEREST**

The relevant universe of interest for this study was defined as males and females 18 years of age and older who: (1) have cell phone service or plan to get cell phone service in the next 6 months; and (2) are involved in decisions about what cell phone service to use.

The survey excluded persons employed in fields that would give them special knowledge or insight about this subject, namely those working in advertising or market research, or for a company that provides telephone services. Similarly, persons who had an immediate household member so employed were excluded from participation. Screening out people with special knowledge is a generally accepted procedure.

Additionally, as part of standard procedure, those who had participated in a survey in a mall research facility within the past three months were excluded.

The actual wording of the screening questions used is shown in Appendix B.

### **SAMPLING PLAN**

The sampling procedure employed, which utilized shopping malls as a means of identifying relevant consumers, has been widely used and relied upon by market researchers, and many business decisions of consequence are made based on studies that employ such plans. Properly designed and executed studies of this type have been accepted in numerous court decisions.

A multi-stage sampling plan was executed in interviewing facilities located in shopping malls in each of the four principal U.S. Census regions. The four stages of the sampling plan for this study were:

SAMPLING UNIT

1. Census regions
2. Metropolitan Areas within regions
3. Shopping malls within Metropolitan Areas
4. Respondents within shopping malls

1. Census Region Selection

In accordance with generally accepted standards, the study was conducted in each census region -- Northeast, South, Midwest and West -- thus obtaining a cross section of residents from all parts of the country.

2. Metropolitan Area Selection

The selection of markets for this study was carried out using a sample design developed by Professor Martin R. Frankel<sup>5</sup>. Professor Frankel developed a computer program for Metropolitan Area selection specifically for use by Guideline Research Corporation.

The population frame for the first stage of sample selection consists of the 112 Metropolitan Areas<sup>6</sup> in the United States that have one or more permanent mall interviewing facilities.

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<sup>5</sup> Martin R. Frankel, Ph.D. is Professor of Statistics and Computer Information Systems at the Bernard M. Baruch College, City University of New York. Professor Frankel is the Chairman of the Research Quality Council of the Advertising Research Foundation. He has served as the Chairman of the Survey Research Section of the American Statistical Association and as Standards Chair of the American Association for Public Opinion Research. Dr. Frankel is the author of several publications on the methods and theory of survey sampling.

<sup>6</sup> The term "Metropolitan Areas" is used in accordance with the definitions of the U.S. Bureau of the Census. In New England, Metropolitan Areas follow the definitions of NECMAS (New England County Metropolitan Areas) as defined by the U.S. Bureau of the Census.

Prior to sample selection, the sampling frame was stratified on the basis of census region and Metropolitan Area size within region. Within a region, the allocation of sampling points was in proportion to the population of Metropolitan Areas that have one or more permanent mall interviewing facilities.

This procedure yielded the following markets:

Albany	Milwaukee
Atlanta	Minneapolis
Boston	Moreno Valley, CA
Brooklyn	New York - Massapequa
Chicago - Louis Joliet	New York - White Plains
Chicago - Spring Hill	Oklahoma City
Dallas	Orlando
Denver	Philadelphia
Downey, CA	Phoenix
Indianapolis	San Francisco
Los Angeles - Topanga	St. Louis
Miami	Tallahassee

3. Shopping Mall Selection

The criteria for selecting a specific shopping mall testing facility within each of the Metropolitan Areas selected included: 1) that an experienced interviewing organization existed within the mall; 2) that this organization had a permanent office within the shopping center created specifically to conduct interviews with consumers; and 3) that their workload was such that they could complete their portion of the assignment within the desired schedule. Using these criteria, the following malls were selected as interviewing sites:



Market	Mall
Albany	Crossgates Mall
Atlanta	Gwinnett Place
Boston	Arsenal Mall
Brooklyn	Kings Plaza
Chicago - Louis Joliet	Louis Joliet Mall
Chicago - Spring Hill	Spring Hill Mall
Dallas	The Parks at Arlington
Denver	Twin Peaks Mall
Downey, CA	Stonewood Center Mall
Indianapolis	Fair Oaks Mall
Los Angeles - Topanga	Westfield Topanga Mall
Milwaukee	Brookfield Square Mall
Minneapolis	Mall of America
Moreno Valley, CA	Moreno Valley Mall
New York - Massapequa	Sunrise Mall
New York - White Plains	The Galleria
Oklahoma City	Cross Roads Mall
Orlando	Altamonte Mall
Philadelphia	Neshaminy Mall
Phoenix	Fiesta Mall
San Francisco	West Valley Mall
St. Louis	Mid Rivers Mall
Tallahassee	Tallahassee Mall

#### 4. Respondent Selection

It is often found by market researchers that people who frequent shopping malls tend to be younger than the population as a whole.

To safeguard against the skewing toward any particular age or gender group, a "quota screening" procedure was employed in which males and females aged 18 years and older were approached in three age groupings proportionate to their

presence in the population. In this manner, these age groups were correctly represented for the purpose of determining eligibility according to census demographics.

Based on available data<sup>7</sup>, these screening quotas were established:

<u>Ages</u>	<u>Male</u>	<u>Female</u>
18 - 34	15.7%	15.1%
35 - 49	13.6%	13.6%
50/+	19.4%	22.6%

While screening was in proportion to population, actual inclusion in the sample was not necessarily, and need not be, proportional to census demographics. Once a respondent met age and gender screening needs, inclusion in the study was based on the fact that he met all the stated prerequisites.

Thus, by setting quotas for screening the number of males and females by age group, a representative number of qualifiers within each age and gender group was obtained on an "as they fall" basis, thereby providing a directly proportionate sample of relevant consumers.

#### **DOUBLE-BLIND INTERVIEWING**

It is important to point out that the study was administered under "double-blind" conditions. That is, not only were the respondents kept uninformed as to the purpose and sponsorship of the study, but the interviewers were similarly "blind" with respect to the study's purpose and sponsorship. Without such knowledge, there is little likelihood that some interviewer(s) might ascertain what responses would be desirable from the sponsor's perspective, and thereby be in a position either to exert an influence

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<sup>7</sup> Source: Population Projections for 2010 Census, published by the U.S. Census Bureau.

on the respondents in this regard, or to modify their recording of a respondent's answers so as to be "helpful".

### **INTERVIEWING PROCEDURES**

Screenings for eligibility were conducted on the mall premises in each designated shopping mall. Once qualified, respondents were escorted into the interviewing facility that was operated by the interviewing organization. Throughout the assignment, tight control and supervision was maintained over all aspects of the interviewing.

Guideline prepared customized, detailed interviewer and supervisor instructions for this assignment. Copies of these instructions are found in Appendix C of this report.

Before beginning work on this study each interviewer was required to:

- Read the interviewer instructions.
- Attend a personal briefing. At this briefing, interviewing procedures were outlined and discussed in detail, question by question.
- Complete one or more practice interviews.

Additionally, a representative from each interviewing facility was required to contact a Guideline representative with periodic detailed progress reports. This allowed Guideline to closely monitor and supervise the progress of the study.

### **RESPONDENT VERIFICATION**

In addition to on-spot verification where both respondent and interviewer signed their respective names onto a "certification" page, telephone follow-up validation calls were attempted by an independent company who specializes in this type of work to verify

that the interview did in fact take place and that only qualified respondents were interviewed.

A listing of each respondent's name and phone number was sent to Outfielders of Eastchester, NY, an independent telephone interviewing service, for verification.

This independent validating service was given the responsibility of attempting to recontact respondents by phone to confirm that:

- Such a person actually existed.
- He/she met the universe requirements for this study.
- He/she was actually interviewed for this study.

Validation is currently ongoing. Validation results will be reported when available.

#### **CHECK-IN PROCEDURES**

When data was received, it was checked to ensure that respondents' answers to screening questions indicated that they met all eligibility requirements and that the interviews themselves were complete.

#### **INTERVIEWING PERIOD**

Interviewing was conducted between October 23<sup>rd</sup> and October 27<sup>th</sup>, 2009.

## DETAILED FINDINGS

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### I. TEST GROUP

#### General Summary - Main Message/Other Messages

When asked what was the main message or messages or what other messages were communicated by the commercial, the dominant response was that the commercial was about cell phone coverage. A total of 74.5% of respondents (149 out of 200) talked about cell phone coverage. Most of these respondents (129, or 64.5% of the Test Group) answered that Verizon Wireless has more or better coverage than AT&T (or competitors). The other respondents (20, or 10% of the Test Group) talked about the topic of Verizon's coverage without a comparison to AT&T or other wireless providers.

Of the group of 129 respondents who answered that Verizon has more coverage or better coverage in response to the main or other messages question, 73 did not mention "3G" coverage and 56 did mention 3G.

Only 34.5% of respondents (69 out of 200) mentioned "3G" anywhere in their response to the main message/other messages question.

<u>QUESTION 1/2 - Main/Other Messages</u>	# (%)
<b>Total Respondents = 200</b>	
<u>Mentioned Coverage (NET)</u>	149 (74.5%)
<u>Verizon has more/better coverage (Sub-NET)</u>	129 (64.5%)
Did not mention 3G	73 (36.5%)
Did mention 3G	56 (28%)
Commercial about Verizon/wireless coverage	20 (10%)
<u>Mentioned 3G</u>	69 (34.5%)

From the main and other messages questions, it is clear that cell phone coverage areas was the main topic respondents focused on, and that only a minority of respondents specified "3G" coverage.

See Appendix F for coding of respondents.

### General Summary - All-Open Ended Questions

Across all open-ended questions (main/ other messages questions and the questions about Verizon service and AT&T service), 87% of all respondents (174 out of 200) talked about the topic of coverage. In addition, 72% of all respondents (144 out of 200) talked about the maps in response to one or more of the open-ended questions.

Only 46% of respondents (92 out of 200) mentioned "3G" in response to any of the open-ended questions, which included as many as nine questions and probes.

<b>All Open-Ends - Question 1/2/5b/5c/5d/6b/6c/6d</b>	<b>#</b>
<b>Total Respondents = 200</b>	<b>(%)</b>
<b>Mentioned Coverage</b>	<b>174</b> <b>(87%)</b>
<b>Mentioned map</b>	<b>144</b> <b>(72%)</b>
<b>Mentioned 3G</b>	<b>92</b> <b>(46%)</b>

As the above data indicates, the issue of coverage was the focus of the commercial for the vast majority of respondents, and roughly three-quarters of respondents referred to the maps in explaining their take-away on coverage, while only a minority ever specified "3G" in any question.

See Appendix F for coding of respondents.

### Deception Across Open-Ended Questions

Each respondent's set of answers to all open-ended questions was scrutinized to determine whether the respondent properly understood the commercial to refer to 3G coverage or whether the respondent took away the message that the map indicated that AT&T has no coverage at all in certain parts of the country. 27% of respondents in the Test Group (54 out of 200) were initially classified as having been misled by the AT&T map based on the following: (1) they answered that the commercial communicated that AT&T has a smaller coverage area or less coverage than Verizon; (2) they referred to the AT&T map or the use of the two maps in explaining why they thought AT&T has lesser coverage; and (3) they never mentioned 3G or anything else to indicate they understood the commercial's message to be limited to a particular level of coverage. Of these 54 respondents, 48 (24% of the total Test Group) also subsequently answered in Question 6e that the commercial communicated that AT&T has no coverage at all in certain parts of the country. Accordingly, it is clear that this group of 24% of respondents believed the white areas on the maps to indicate areas with no cell phone coverage at all, and, therefore, that AT&T has no coverage at all in large areas of the country.

The following are some examples of the open-ended answers of some respondents who are classified as misled:

Resp 35087	<u>ANSWERS</u>
Q.1	nation wide coverage.
Q.2	inexpensive phones.
Q.5b (Verizon service)	they have 5 times the coverage as at and t.
Q.5c	you can be on the go and do more on your phone.
Q.5d	they showed the maps of the two phone companies very detailed.
Q.6b (AT&T service)	the coverage is not as good as versions.
Q.6c	Nothing
Q.6d	the lady sitting on the bench looking sad <b>not being able to use her phone.</b>

Resp 72463	<u>ANSWERS</u>
Q.1	That their cell phones are better and it <b>shows you maps of where you can use your phone</b> . And it also shows the apps you can use on their phones.
Q.2	That their competitor has less coverage. [p] And your friend might not be getting a better deal. [p] n/e
Q.5b (Verizon service)	That it ranges and has a variety of places your phone can reach and communicate to.
Q.5c	No
Q.5d	<b>It shows two different maps. One was blue that was Verizon and red that was AT&amp;T. It showed a comparison of the coverage ranges.</b>
Q.6b (AT&T service)	<b>That there was a low coverage range.</b>
Q.6c	No
Q.6d	The map of AT&T's coverage range.

Resp 71080	<u>ANSWERS</u>
Q.1	that you will get a better phone service with verizon wireless [p] better coverage
Q.2	that ATT is not really a good phone service [p] not as much coverage area as Verizon
Q.5b (Verizon service)	that they have the best coverage, they cover most all the country
Q.5c	No
Q.5d	they showed the map of the coverage areas
Q.6b (AT&T service)	<b>they have very little coverage throughout the country</b>
Q.6c	No
Q.6d	<b>the map with very little blue areas that showed the coverage areas</b>

Resp 15607	<u>ANSWERS</u>
Q.1	they provide more service in more areas compared to at&t
Q.2	they have better phones than at&t, they were making fun of the iphone, saying "theres a map fpr that"
Q.5b (Verizon service)	they just have better coverage than the others the others are spotty
Q.5c	its like your "out of the loop" if your not with verizon, they showed the girl with at&t just chillin in the park with no service
Q.5d	<b>the maps showed where the coverage is, and they showed about 99% of the state being covered and they at&amp;t girl had no service</b>
Q.6b (AT&T service)	<b>that they have no coverage unless you are standing by a tower</b>
Q.6c	it looks like she has no friends because she uses at&t, shes all alone
Q.6d	the girl sitting by herself with no friends because she didnt get the call or msg because she has no service



Resp 30528	<u>ANSWERS</u>
Q.1	VERZION CELL PHONE
Q.2	IT GIVES YOU A MAP OF THE LOCATIONS THAT YOU CAN RECIEVE SERVICE
Q.5b (Verizon service)	THE SHOWED A MAP OF THE COVERAGE
Q.5c	THAT YOU CAN GET A SIGNAL IN A LOT OF PLACES
Q.5d	THE MAP
Q.6b (AT&T service)	IT SHOWED THE MAP AND THE COVERAGE IT DID NOT SHOW AS MUCH AS VERIZON
Q.6c	Nothing
Q.6d	THE MAP WAS NOT AS VISIBLE AS THE VERIZON ONE WAS

Resp 36789	<u>ANSWERS</u>
Q.1	More coverage with Verizion Wireless
Q.2	AT&T is no good
Q.5b (Verizon service)	Coverage almost anywhere
Q.5c	Not much coverage for AT&T
Q.5d	The USA map
Q.6b (AT&T service)	Not much coverage over the US
Q.6c	No
Q.6d	the map

Resp 82033	<u>ANSWERS</u>
Q.1	Basically that verizon has more coverage than AT&T
Q.2	That there's a map for everything
Q.5b (Verizon service)	That basically you get more area it's got better connections
Q.5c	That it get's better service than AT&T
Q.5d	you could see a map of the areas that got coverage from verizon and a map that showed coverage of AT&T and that you could make plans with Verizon wireless
Q.6b (AT&T service)	That you could see a map of area that didn't have coverage
Q.6c	No
Q.6d	It showed a map of the states with Blue dots that had the coverage

Resp 97006	<u>ANSWERS</u>
Q.1	switch to verizon they have better coverage.
Q.2	verizon is better than at&t because they have better coverage. a/e no
Q.5b (Verizon service)	verizon has better coverage.
Q.5c	that is it
Q.5d	they show where they have coverage in the u.s. and they compare it to at&t map.
Q.6b (AT&T service)	they have a smaller area that they cover than veriszon.
Q.6c	that is it
Q.6d	they show a picture of a girl and they say ever wonder why your does not have service.

Resp 84517	<u>ANSWERS</u>
Q.1	<b>That Verizon has Great Coverage, ATT Doesn't have Coverage</b>
Q.2	Nothing More Just about Coverage
Q.5b (Verizon service)	That they have alot of Coverage around the United States
Q.5c	That is all
Q.5d	The maps
Q.6b (AT&T service)	Less coverage
Q.6c	That is all
Q.6d	The maps

Resp 82909	<u>ANSWERS</u>
Q.1	the coverage
Q.2	that you can get service everywhere more then you do with other companies
Q.5b (Verizon service)	<b>they showed a map with the coverage</b>
Q.5c	<b>that you can get service in those areas</b>
Q.5d	it told how much coverage they get
Q.6b (AT&T service)	<b>they do not have as much coverage</b>
Q.6c	Nothing
Q.6d	<b>they showed a map and the coverage showed the area that you can get service</b>

As the above answers show, these respondents viewed the maps as indicating where a cell phone user can get service with Verizon and AT&T and came away with the false message that an AT&T subscriber has no coverage at all in the white areas on the map. As noted above, these respondents confirmed this belief in response to Question 6e.

In the Control Group, only 4.5% of respondents (9 out of 200) answered the same way as the above group of Test respondents – i.e., answered that AT&T had less coverage than Verizon, referred to the AT&T map (or the maps)<sup>8</sup> in explaining their answer, failed to mention 3G coverage, and answered in question 6e that the commercial communicated that AT&T has no coverage at all in certain areas of the country. It is apparent that several of these respondents had previously seen the real Test commercial and were answering based on the real commercial rather than the Control commercial, because they specifically mentioned seeing the AT&T map with the blue dots or a comparison between the Verizon and AT&T maps.<sup>9</sup>

Resp ID	<u>ANSWERS</u>
15651	The two maps. One for Verizon and one for AT&T
72840	it they compared the networks coverage maps
96263	that it has broader coverage area in red than at&t in blue
52941	They also displayed a map of there (AT&T's) service areas and it wasnt as much as verizon

These four respondents should not be counted as noise as they were answering based on knowledge of the contents of the Test commercial. Only the 5 other respondents (2.5% of the Control Group) represent comments that parallel the 24% deception measured in the Test Group open-ends. Accordingly, the difference of 21.5% between the Test and Control Group results must be attributed specifically to the misleading use of the AT&T map in the Test Group.

See Appendix F for ID numbers of all respondents coded as misled.

<sup>8</sup> Respondents who mentioned a map but were referring to the Verizon map are not included in this noise level. The Control commercial does show a Verizon coverage map and respondents who made comments based on the Verizon map do not constitute noise that would detract from Test Cell respondents who commented about the AT&T map or the comparison of Verizon and AT&T maps.

<sup>9</sup> It is not possible that respondents were shown the wrong commercial. The commercials were incorporated into the computer program so that the program automatically called up the appropriate commercial for the designated Cell.

### Question 6e

In response to Question 6e, 53% of all respondents in the Test Group answered that the commercial communicated that AT&T has no coverage at all in certain areas of the country.

<u>Question 6e - TEST GROUP</u>	#
Total Respondents = 200	(0%)
Commercial communicated that AT&T has no coverage at all in certain areas of the country	106 (53%)
Commercial did not communicate that AT&T has no coverage at all in certain areas of the country	22 (11%)
Don't know	16 (8%)
Not asked (answered in Question 4a that commercial did not communicate anything about another wireless provider)	56 (28%)

In the Control group, when shown a commercial where the AT&T map had been deleted, only 29.5% of respondents answered that the commercial communicated that AT&T has no coverage at all in certain areas of the country.

This 23.5% difference between the Test and Control group results represents a level of net deception that must be attributed to the misleading use of the AT&T coverage map in the Test commercial and cannot be dismissed as noise.

### Question 6f

In response to Question 6f, 54.5% of all respondents in the Test Group (109 out of 200) answered that the commercial communicated that AT&T does not have a particular type of coverage in certain areas of the country.

<b>Question 6f - TEST GROUP</b>	<b>#</b>
<b>Total Respondents = 200</b>	<b>(%)</b>
<b>Commercial communicated that AT&amp;T does not have coverage of a particular type in certain areas of the country</b>	<b>109</b> <b>(54.5%)</b>
<b>Commercial did not communicate that AT&amp;T does not have coverage of a particular type in certain areas of the country</b>	<b>18</b> <b>(9%)</b>
<b>Don't know</b>	<b>17</b> <b>(8.5%)</b>
<b>Not asked (answered in Question 4a that commercial did not communicate anything about another wireless provider)</b>	<b>56</b> <b>(28%)</b>

Of the 109 respondents that answered that the commercial communicated that AT&T does not have a particular type of coverage in certain areas of the country, 89 also answered that AT&T has no coverage at all in certain areas of the country.

<b>Question 6f - TEST GROUP</b>	<b>#</b>
<b>Respondents who said "yes" to Question 6f = 109</b>	<b>(%)</b>
<b>Also answered "yes" to Question 6e</b>	<b>89</b> <b>(81.7%)</b>
<b>Answered "no" or "don't know" to Question 6e</b>	<b>20</b> <b>(18.3%)</b>

Accordingly, the large majority of those who answered "yes" to 6f were not playing back a correct understanding of AT&T's coverage because they also answered that AT&T has no coverage at all (which necessarily entails that it does not have coverage of a particular type.)

In the Control Group, when shown a commercial where the AT&T map had been deleted, 32% of respondents answered in Question 6f that the commercial communicated that AT&T does not have coverage of a particular type in certain areas of the country.

### Question 7

In Question 7, respondents were asked about their view of AT&T after having watched the commercial. A total of 56.5% of respondents in the Test Group (95 out of 169)

answered that they would be somewhat less or much less favorable toward AT&T after watching the commercial.

In comparison, only 19.5% and 25.4% respectively answered that they would be somewhat less favorable toward T-Mobile or Sprint after watching the commercial.

<b>Question 7</b>	<b>AT&amp;T</b>	<b>T-Mobile</b>	<b>Sprint</b>
<b>Total Respondents = 169</b>			
<b>Much more favorable</b>	8.9%	8.9%	7.7%
<b>Much less favorable</b>	4.1%	13.6%	5.9%
<b>Neither more or less favorable</b>	24.3%	47.9%	47.9%
<b>Somewhat less favorable</b>	27.8%	5.9%	7.1%
<b>Much less favorable</b>	28.4%	13.6%	18.3%

Therefore, the incremental 31% to 37% negative rating for AT&T must be due to the commercial's disparagement of AT&T and not merely due to its advertisement of positive features of Verizon Wireless.

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APPENDIX A

CURRICULUM VITAE OF STUDY'S AUTHOR

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*Robert N. Reitter*

*Employment*

1990 - Senior Vice-President, Guideline

- Designed and supervised more than five hundred surveys intended to withstand adversarial scrutiny, including Claims Substantiation, Trademark, Trade Dress, and Advertising Perception studies.
- Accepted on numerous occasions as an expert witness, and has had many surveys credited by Federal and State courts, by the U.S.P.T.O., Federal Trade Commission, the NAD (National Advertising Division of the Better Business Bureau) and the NARB (National Advertising Review Board).

1968 - 1990 President, Reitter, Wilkins & Associates, Inc.

- Planned and interpreted market research for companies in the food, beverage, fashion, and travel industries

1967 - 1968 Associate, Land-Reitter Associates

1966 - 1967 Assistant Director of Research, PKL Advertising

1963 - 1966 Product Research Assistant, General Foods Corporation

*Education*

1962 Master of Industrial Administration, Yale University

1960 French National Scholar, University of Paris

1959 Bachelor of Arts *cum laude*, Yale College



*Testimony as an Expert at Trial or by Deposition since 2005*

2009	Coryn Group v. O.C. Seacrets	USDC Southern District of NY
2009	GAP Inc. v. G.A.P. Adventures	USDC Southern District of NY
2009	LG Electronics v. Whirlpool Corporation	USDC Northern District of IL
2009	Playtex Products v. Procter & Gamble	USDC Southern District of NY
2008	ComponentOne v. ComponentArt	USDC Western District of PA
2008	University of Kansas v. Joe College	USDC for the District of Kansas
2007	Louis Vuitton v. Dooney & Bourke	USDC Southern District of NY
2007	Sunscreen Cases (Rule 1550B)	Superior Court of California LA
2007	Verizon CA v. Maltuzi	USDC Central District of CA
2006	IMIG, Inc. v. Electrolux	USDC Eastern District of NY
2006	Enterprise Rent-a-Car v. U-Haul	USDC Eastern District of MO
2006	Life is Good v. LG Electronics	USDC District of MA
2006	Monaco Coach v. Mitsubishi	U.S.P.T.O.
2006	Unique Sports v. Babolat	USDC Northern District of GA
2006	Kettle Foods v. Classic Foods	USDC Southern District of CA
2005	Whirlpool Properties v. LG	USDC Western District of MI
2005	Schick v. The Gillette Company	USDC District of Connecticut
2005	Middleton v. Swisher	USDC Eastern District of PA

*Publications and Speeches since 1999*

What You Need to Know to Be Successful before the NAD The 8<sup>th</sup> National Advanced Forum for Advertising Law, New York, 2001

ASTM Standards for Claim Substantiation from a Research Practitioner's Perspective  
Presentation to an ASTM Committee, Salt Lake City, 2004

Survey Research and Dilution Presentation to the Practicing Law Institute, New York, 2004

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**APPENDIX B**

**QUESTIONNAIRES**

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**CELLPHONE SERVICE STUDY**  
**- SCREENER -**

5 - 1

<b>MARKET:</b> (6)	<b>MARKET:</b> (7)	<b>AGE:</b> (8)	<b>SEX:</b> (9)
Albany ----- 1	Boston ----- 1	18 - 34 ----- 1	Male ----- 1
Philadelphia ----- 2	New York - Massapequa - 2	35 - 49 ----- 2	Female ----- 2
New York - Brooklyn ----- 3	New York - White Plains -- 3	50 or older --- 3	
Indianapolis ----- 4	Milwaukee ----- 4		<b>COLOR:</b> (10)
Minneapolis ----- 5	St. Louis ----- 5		Blue ----- 1
Chicago - Louis Joliet ---- 6	Chicago - Spring Hill ----- 6		White ----- 2
Tallahassee ----- 7	Oklahoma City ----- 7		
Orlando ----- 8	Miami ----- 8		
Dallas ----- 9	Atlanta ----- 9		
Denver ----- 0	San Francisco ----- 0		
Moreno Valley, CA ----- X	Phoenix ----- X		
Downey, CA ----- Y	Los Angeles - Topanga --- Y		

**FIELD SERVICE INFORMATION:**

INTERVIEWER I.D.#:    1       2       3       4       5       6       7       8       9       10

**SIGHT SCREEN FOR MALES AND FEMALES 18 YEARS OR OLDER**

Hello, I'm \_\_\_\_\_ of Guideline, a nationwide market research organization. We're conducting a study and I'd like to ask you a few questions. We have nothing to sell, but are only asking for your opinions.

A. But first, do you or does any member of your immediate household work ... *(read list and record "yes" or "no" for each)?*

	Yes	No
In advertising .....	1 .....	1
In market research .....	2 .....	2
For a company that provides telephone services .	3 .....	3
For a company that provides investment-related services .....	4 .....	4
For a company that sells home appliances .....	5 .....	5

**Terminate if "yes" to any boxed occupation in Q. A**

**Terminate Q. A: Related occupation**

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 (11,12)

**Terminates at Q. do not count towards screening quota.**

B. Which of the following groups includes your age? Are you ... *(Read Choices)*?

(13)

A. 17 years old or younger ..... 1 → **Terminate. Circle in box below. Erase and re-use screener.**

B. 18 - 34 years old ..... 2

C. 35 - 49 years old ..... 3

D. 50 years old and over ..... 4

→

**Check screening quotas. If needed continue. If over quota terminate. Circle in box below. Erase and re-use screener.**

(Do Not Read)->

Refused ..... X

→ **Terminate. Circle in box below. Erase and re-use screener.**

**Terminate Q. B: Under age/over quota/refused**

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20

(14,15)

**Terminates at Q. B do not count towards screening quota.**

C. Have you been interviewed for a survey in a research facility in a mall within the past three months?

Yes ..... 1 → **(Terminate, circle in box below. Erase and re-use screener.)**

No ..... 2 → **(Ask Q. D)**

**Terminate Q. C: Recently interviewed**

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20

(16,17)

**Terminates at Q. C do not count towards screening quota.**

D. Do you currently have cellphone service?

(18)  
 Yes ..... 1  
 No ..... 2  
 Don't know ..... 3

E. Do you plan to get cellphone service in the next 6 months?

(19)  
 Yes ..... 1  
 No ..... 2  
 Don't know ..... 3

**[IF RESPONDENT ANSWERED NO/DON'T KNOW TO D AND E, TERMINATE AND RECORD BELOW. IF RESPONDENT ANSWERED YES TO EITHER D OR E, CONTINUE TO Q.F.]**

**Terminate Q. D/E: Does not have cellphone service and does not plan to get cellphone service in next 6 months.**

<u>MALES</u>												<u>FEMALES</u>											
18 - 34												18 - 34											
01	02	03	04	05	06	07	08	09	10	(20,		01	02	03	04	05	06	07	08	09	10	(26,	
11	12	13	14	15	16	17	18	19	20	21)		11	12	13	14	15	16	17	18	19	20	27)	
35 - 49												35 - 49											
01	02	03	04	05	06	07	08	09	10	(22,		01	02	03	04	05	06	07	08	09	10	(28,	
11	12	13	14	15	16	17	18	19	20	23)		11	12	13	14	15	16	17	18	19	20	29)	
50 or older												50 or older											
01	02	03	04	05	06	07	08	09	10	(24,		01	02	03	04	05	06	07	08	09	10	(30,	
11	12	13	14	15	16	17	18	19	20	25)		11	12	13	14	15	16	17	18	19	20	31)	

**Terminates at Q. D/E do count toward screening quota.**

F. Which of the following best describes your role, if any, in deciding what cellphone service to use? (*read list*)

You personally decide what cellphone service to use .....

(32)

1

→ (*Continue*)

You are involved in deciding what cellphone service to use along with someone else that you share a service plan with, or.....

2

You are not involved in decisions about what cellphone service to use .....

3

→ (*Terminate, circle in appropriate box below, erase and re-use screener*)

**Terminate Q. F: Not involved in decision about what cellphone service to use**

**MALES**

**21 - 34**

01 02 03 04 05 06 07 08 09 10 (33,  
11 12 13 14 15 16 17 18 19 20 34)

**35 - 49**

01 02 03 04 05 06 07 08 09 10 (35,  
11 12 13 14 15 16 17 18 19 20 36)

**50 or older**

01 02 03 04 05 06 07 08 09 10 (37,  
11 12 13 14 15 16 17 18 19 20 38)

**FEMALES**

**21 - 34**

01 02 03 04 05 06 07 08 09 10 (39,  
11 12 13 14 15 16 17 18 19 20 40)

**35 - 49**

01 02 03 04 05 06 07 08 09 10 (41,  
11 12 13 14 15 16 17 18 19 20 42)

**50 or older**

01 02 03 04 05 06 07 08 09 10 (43,  
11 12 13 14 15 16 17 18 19 20 44)

**Terminates at G. F Do Count Toward Screening Quota.**

G. Do you usually wear eyeglasses or contact lenses when reading or watching television?

(45)

Yes ..... 1 → (*Ask Q. H*)

No ..... 2 → (*Skip to Q. I*)

H. Do you have them with you?

(46)

Yes ..... 1 → (*Ask Q. I*)

No ..... 2 → (*Terminate, circle in appropriate box below. Erase and re-use screener.*)

**Terminate Q. H: No Eyeglasses**

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20

(47,48)

**Terminates at Q. H do not count towards screening quota.**

I. (*Invite qualified respondent to interviewing facility. Go to main questionnaire same color as this screener. Make sure respondent is wearing glasses or contact lenses if needed. If qualified but refused, terminate. Circle in box below. Erase and re-use screener.*)

Willing to participate ..... 1

Not willing to participate ..... 2

**Terminate Q. I: Qualified/Refused**

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20

(49,50)

**Terminates at Q. I do not count towards screening quota.**

51 - 80R

**M79-0509 – Cell phone service study**

GUIDELINE  
625 Avenue of the Americas  
New York, NY 10011

JOB #M79-0509

October 2009

**PROGRAMMED**

**SEAT RESPONDENT IN FRONT OF MONITOR, AND SAY:**

I'm going to show you a commercial that you may or may not have seen before. If you normally wear glasses when you watch TV please put them on.

**MAKE SURE MEDIA PLAYER IS MAXIMIZED TO COVER ENTIRE  
SCREEN AND PLAY *BLUE* COMMERCIAL ONE TIME. THEN SAY:**

I'm going to show you the same commercial a second time after which I'll be asking you some questions about it. For each of my questions, if you don't know or don't have an answer, please don't guess. Just tell me you "don't know" or "don't have an answer" and we'll go on to the next question. And, there may be times when you feel like you are repeating something you have already said. That's O.K. Let's begin.

**PLAY COMMERCIAL A SECOND TIME. THEN TURN OFF  
MONITOR.**

1. What was the main message or messages of the commercial? **(RECORD RESPONSE VERBATIM)**
2. What other message or messages, if any, did the commercial communicate to you? **(RECORD RESPONSE VERBATIM. PROBE ONCE WITH:) Anything else? (RECORD VERBATIM)**
- 3a. You may have mentioned this already, but which wireless service provider was the commercial for? **(Do not read choices)**

(26)

Verizon/Verizon wireless .....	1 →	<b>Skip to Q.4a</b>
Other wireless provider .....	2 →	<b>Skip to Q.4a</b>
Don't know .....	3 →	<b>Ask Q. 3b</b>

- 3b. Was the commercial for Verizon Wireless?

(27)

Yes .....	1
No .....	2
Don't know .....	3



- 4a. Besides (*insert "Verizon Wireless" if 3a(1) or 3b(1); other wise, insert "the wireless service provider the commercial was for"*), did the commercial say or show anything about any other wireless service provider?

(48)

Yes .....	1	→ Ask Q. 4b
No.....	2	→ Skip to certification
Don't know .....	3	

- 4b. What other wireless service provider?

(26)

AT&T .....	1	→ Skip to Q.5a
Other wireless provider .....	2	→ Skip to Q.5a
Don't know .....	3	

- 4c. Was it AT&T?

(27)

Yes .....	1
No.....	2
Don't know .....	3

- 5a. You may have mentioned this already, but did the commercial communicate to you anything about (*insert "Verizon Wireless" if 3a (1) or 3b(1); otherwise insert "the wireless service provider the commercial was for's"*) cellphone coverage?

Yes .....	1	→ Ask Q.5b
No.....	2	→ Skip to 6a
Don't know .....	3	

- 5b. What did the commercial communicate to you about (*insert "Verizon Wireless" if 3a (1) or 3b(1); otherwise insert "the wireless service provider the commercial was for's"*) cellphone coverage? (*Record verbatim*)

- 5c. Anything else? (*Record verbatim*)

- 5d. What exactly did the commercial say or show to make you think so? Please be as specific as possible. (*Record verbatim*)

6a. You may have mentioned this already, but did the commercial communicate to you anything about (insert "AT&T's" if 4b(1) or 4c(1); otherwise insert "the other wireless service provider's") cellphone coverage?

Yes .....	1	→ Ask Q.6b
No.....	2	→ Skip to 7
Don't know .....	3	

6b. What did the commercial communicate to you about (insert "AT&T's" if 4b(1) or 4c(1); otherwise insert "the other wireless service provider's") cellphone coverage? (*Record verbatim*)

6c. Anything else? (*Record verbatim*)

6d. What exactly did the commercial say or show to make you think so? Please be as specific as possible. (*Record verbatim*)

Just to clarify.....

**(ROTATE ORDER OF NEXT 2 QUESTIONS):**

6e. Did the commercial say or show that (insert "AT&T" if 4b(1) or 4c(1); otherwise insert "the other wireless service provider") has no cellphone coverage at all in certain areas of the country, or did it not, or don't you know?

Yes it did .....	1
No it did not.....	2
Don't know .....	3

6f. Did the commercial say or show that (insert "AT&T" if 4b(1) or 4c(1); otherwise insert "the other wireless service provider") does not have a particular type of cellphone coverage in certain areas of the country, or did it not, or don't you know?

Yes it did .....	1
No it did not.....	2
Don't know .....	3

**Hand Card 7 to respondent (scale from Much more favorable, somewhat more favorable, neither more or less favorable, somewhat less favorable, and much less favorable)**

7. Please use the choices on this scale to answer my next question.  
After having watched the commercial I showed you, how much more or less favorable are you toward each of the following companies?

**(rotate)**

**--Verizon**

**--AT&T**

**--T-mobile**

**--Sprint**

It's very important that we are able to validate that you, yourself have taken this survey.

So, please provide us with your contact information for a ONE time call for VALIDATION purposes ONLY.

I acknowledge that I was interviewed on this date. During this interview I was shown a commercial and asked some questions. Please type in your full name and address below:  
Please select all that apply.

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip Code: \_\_\_\_\_

For validation purpose, please provide your phone number.

Phone Number: \_\_\_\_\_

**PROGRAMMER** – What is indicated below please put on a separate screen.

Here is the respondent computer ID #: \_\_\_\_\_

TRANSFER THIS NUMBER ONTO THE PAPER CERTIFICATION PAGE AND COMPLETE CERTIFICATION WITH RESPONDENT.

**INTERVIEWER: YOU MUST CLICK NEXT IN ORDER FOR THIS TO COUNT AS A COMPLETE.**

**M79-0509 – Cell phone service study**

GUIDELINE  
625 Avenue of the Americas  
New York, NY 10011

JOB #M79-0509

October 2009

**PROGRAMMED**

**SEAT RESPONDENT IN FRONT OF MONITOR, AND SAY:**

I'm going to show you a commercial that you may or may not have seen before. If you normally wear glasses when you watch TV please put them on.

**MAKE SURE MEDIA PLAYER IS MAXIMIZED TO COVER ENTIRE SCREEN AND PLAY *WHITE* COMMERCIAL ONE TIME. THEN SAY:**

I'm going to show you the same commercial a second time after which I'll be asking you some questions about it. For each of my questions, if you don't know or don't have an answer, please don't guess. Just tell me you "don't know" or "don't have an answer" and we'll go on to the next question. And, there may be times when you feel like you are repeating something you have already said. That's O.K. Let's begin.

**PLAY COMMERCIAL A SECOND TIME. THEN TURN OFF MONITOR.**

1. What was the main message or messages of the commercial? **(RECORD RESPONSE VERBATIM)**
2. What other message or messages, if any, did the commercial communicate to you? **(RECORD RESPONSE VERBATIM. PROBE ONCE WITH:) Anything else? (RECORD VERBATIM)**
- 3a. You may have mentioned this already, but which wireless service provider was the commercial for? **(Do not read choices)**

(26)

Verizon/Verizon wireless .....	1 →	<b>Skip to Q.4a</b>
Other wireless provider .....	2 →	<b>Skip to Q.4a</b>
Don't know .....	3 →	<b>Ask Q. 3b</b>

- 3b. Was the commercial for Verizon Wireless?

(27)

Yes .....	1
No .....	2
Don't know .....	3

4a. Besides (*insert "Verizon Wireless" if 3a(1) or 3b(1); other wise, insert "the wireless service provider the commercial was for"*), did the commercial say or show anything about any other wireless service provider?

(48)

Yes .....	1	→ Ask Q. 4b
No .....	2	→ Skip to certification
Don't know .....	3	

4b. What other wireless service provider?

(26)

AT&T .....	1	→ Skip to Q.5a
Other wireless provider .....	2	→ Skip to Q.5a
Don't know .....	3	

4c. Was it AT&T?

(27)

Yes .....	1
No .....	2
Don't know .....	3

5a. You may have mentioned this already, but did the commercial communicate to you anything about (*insert "Verizon Wireless" if 3a (1) or 3b(1); otherwise insert "the wireless service provider 1 commercial was for's"*) cellphone coverage?

Yes .....	1	→ Ask Q.5b
No .....	2	→ Skip to 6a
Don't know .....	3	

5b. What did the commercial communicate to you about (*insert "Verizon Wireless" if 3a (1) or 3b(1); otherwise insert "the wireless service provider the commercial was for's"*) cellphone coverage? (*Record verbatim*)

5c. Anything else? (*Record verbatim*)

5d. What exactly did the commercial say or show to make you think so? Please be as specific as possible. (*Record verbatim*)

6a. You may have mentioned this already, but did the commercial communicate to you anything about (insert "AT&T's" if 4b(1) or 4c(1); otherwise insert "the other wireless service provider's") cellphone coverage?

Yes .....	1	→ Ask Q.6b
No.....	2	→ Skip to 7
Don't know .....	3	

6b. What did the commercial communicate to you about (insert "AT&T's" if 4b(1) or 4c(1); otherwise insert "the other wireless service provider's") cellphone coverage? (*Record verbatim*)

6c. Anything else? (*Record verbatim*)

6d. What exactly did the commercial say or show to make you think so? Please be as specific as possible. (*Record verbatim*)

Just to clarify.....

**(ROTATE ORDER OF NEXT 2 QUESTIONS):**

6e. Did the commercial say or show that (insert "AT&T" if 4b(1) or 4c(1); otherwise insert "the other wireless service provider") has no cellphone coverage at all in certain areas of the country, or did it not, or don't you know?

Yes it did .....	1
No it did not.....	2
Don't know .....	3

6f. Did the commercial say or show that (insert "AT&T" if 4b(1) or 4c(1); otherwise insert "the other wireless service provider") does not have a particular type of cellphone coverage in certain areas of the country, or did it not, or don't you know?

Yes it did .....	1
No it did not.....	2
Don't know .....	3

**Hand Card 7 to respondent (scale from Much more favorable, somewhat more favorable, neither more or less favorable, somewhat less favorable, and much less favorable)**

7. Please use the choices on this scale to answer my next question.  
After having watched the commercial I showed you, how much more or less favorable are you toward each of the following companies?

**(rotate)**

**--Verizon**

**--AT&T**

**--T-mobile**

**--Sprint**



It's very important that we are able to validate that you, yourself have taken this survey.

So, please provide us with your contact information for a ONE time call for VALIDATION purposes ONLY.

I acknowledge that I was interviewed on this date. During this interview I was shown a commercial and asked some questions. Please type in your full name and address below:  
Please select all that apply.

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip Code: \_\_\_\_\_

For validation purpose, please provide your phone number.

Phone Number: \_\_\_\_\_

**PROGRAMMER** – What is indicated below please put on a separate screen.

**Here is the respondent computer ID #:** \_\_\_\_\_

TRANSFER THIS NUMBER ONTO THE PAPER CERTIFICATION PAGE AND COMPLETE CERTIFICATION WITH RESPONDENT.

**INTERVIEWER: YOU MUST CLICK NEXT IN ORDER FOR THIS TO COUNT AS A COMPLETE.**

GUIDELINE  
625 Avenue of the Americas  
New York, NY 10011

JOB #M79-0509

October 2009

CELL PHONE SERVICE STUDY

CERTIFICATION PAGE

- TRANSFER THE RESPONDENT COMPUTER ID# FROM THE COMPUTER TO BOX BELOW.
- RE-ENTER RESPONDENT INFORMATION IN THE BOX BELOW.
- HAVE RESPONDENT SIGN BELOW ON PAPER.

Here is the respondent computer ID #:

[PRINT]

RESPONDENT'S FULL NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

AREA CODE: \_\_\_\_\_ TELEPHONE NUMBER: \_\_\_\_\_

[PRINT]

INTERVIEWER'S NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

TIME STARTED: \_\_\_\_\_ TIME ENDED: \_\_\_\_\_

**RESPONDENT: PLEASE READ AND SIGN**

I certify that I was interviewed on the date shown below. I was shown a commercial and asked some questions about it.

RESPONDENT'S  
SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

**INTERVIEWER: PLEASE READ AND SIGN**

I certify that this interview was conducted in accordance with my briefing instructions.

INTERVIEWER'S  
SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

**SUPERVISOR: PLEASE READ AND SIGN**

I certify that I observed this interview and that it was conducted in accordance with the briefing instructions.

SUPERVISOR'S  
SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

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APPENDIX C

FIELD INSTRUCTIONS

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# Guideline—

Job #M79-0509  
Cell Phone Sevice Study  
October, 2009

Dear Supervisor:

Enclosed are the following materials for the "Cell Phone Study":

- Screeners (Blue and White)
- Main Questionnaires (On CRT)
- Video Commercial (On CRT)
- Screening Quota Control Sheet
- Progress Report Sheet
- Interviewer Id List
- Validation Listing Sheet
- Practice Interview (Tan)

## **OVERVIEW**

This is a two cell CAPI study to be conducted in a permanent enclosed mall facility.

You will be sight screening in the mall for males and females **18+ years of age**. Qualified respondents will then be escorted back to the interviewing facility to be shown a commercial and asked some questions about it.

## **STAFF**

All interviewers while screening and interviewing on this study are not to be screening or interviewing on any other study.

## **INTERVIEWER NUMBERS**

Interviewers are to be assigned interviewer numbers. A separate sheet should be provided to us with the interviewer numbers and corresponding names. These interviewer numbers must be recorded by the interviewer in the box on the front of the screener.

You should have only experienced interviewers working on the job. No more than about 20% – 30% of your interviews should be conducted by one interviewer.

## **BRIEFING**

Field supervisors must have read and examined all materials to be completely prepared for the study. The field supervisor must be present at the briefing and be present for all days of interviewing on the study. In addition, the supervisor must observe at least 15% or 1 or 2 interviews, whichever is greater per interviewer. A field kit of all paper materials must be supplied for each participant at the briefing.

**Each interviewer is to read his/her Interviewer Instructions. Also, a personal briefing is required.** If possible, one briefing should be conducted. All interviewers must do at least one Practice Interview.

PLEASE STRESS THE FOLLOWING:

- (1) SHOWING THE COMMERCIAL AS INDICATED ON THE MAIN QUESTIONNAIRE
- (2) PROBE AS INDICATED ON THE QUESTIONNAIRE.
- (3) PROOFREAD ENTIRE RESPONSE BEFORE ADVANCING TO NEXT QUESTION TO MAKE SURE ALL WORDS ARE SPELLED CORRECTLY WITH NO TYPOS

All practice interviews must be looked over by you-- and any questions cleared up -- before any actual interviewing is begun.

## **QUALITY CONTROL PROCEDURES**

**ANY WORK RECEIVED BY OUR OFFICE, WHICH HAS NOT BEEN SUBJECT TO THE FOLLOWING PROCEDURES, WILL BE SUBJECT TO A PAYMENT ADJUSTMENT.**

Strict quality control is a primary Supervisor responsibility. Guideline requires that the following quality controls be strictly followed:

- This study must be screened by itself, not along with any other projects.
- No more than one respondent per shopping group should be screened.
- Friends, relatives or acquaintances must NOT be interviewed.
- The supervisor is expected to observe 15% of the interviews or 1-2 per interviewer, whichever is greater.
- Except for the interviewer (and supervisor for the interviews being observed) no one else is to be in the interviewing room with the respondent.
- Anyone accompanying the respondent must wait for the respondent in the waiting room.
- Be sure the respondent does not see the STIMULI before it is indicated to be shown.
- Interviewing should not be conducted with anyone who has a hearing, visual or English language problem.

## **SECURITY INSTRUCTIONS**

- All materials related to this study are the property of Guideline and our client.
- You are responsible for all materials being used on this study; all materials are to be kept out of sight of anyone not directly involved in the study.
- No one representing Guideline or our client is to be admitted to the facility or have access to the materials without you first calling Guideline to confirm. Further, no one is to be permitted access to the facility or materials without showing satisfactory identification.

## **EDITING**

All work should be edited soon after completion in order to spot errors and quickly bring them to an interviewer's attention.

## **VALIDATION**

- List only ONE interviewer's work on a validation sheet.
- Fill out all required respondent information, interviewer name, city and quota group.
- Be sure about indicating correct area code for every respondent.
- Write listings in black ink ONLY.
- You are not to phone validate, since we will be independently validating 100% of every interviewer's work, as well as doing a duplicate number search.
- You must, however, monitor or do in-site validation for at least 10% of each interviewer's work and note validated work on Validation Listing Form.

- Handling "No Phone" or "Refused Phone"

The Supervisor must attempt to do a telephone lookup for all respondents who do not give a phone number. If a number is not found, indicate that you have attempted a look-up by writing "L.U.".

## **PROGRESS REPORTS**

Enclosed are Progress Report Sheets for your convenience. Accurate cumulative reports are to be received by us each day the study continues. We are to RECEIVE them by 10:00 AM OUR TIME.

- **FAX # 212-947-6294 (Preferred).** Do not use a cover sheet, just fill in all the required information on the Progress Report Sheet. Be sure to write your city and contact name on each sheet of the report.

**RETURNING WORK**

- All shipments of Interviewers Id sheet, Tally sheets and completed Certification Pages are to be sent **only after speaking with Guideline**

**SHIPMENT/CHARGES**

- Use the blank waybills provided as they contain our account # and address
- All shipments are to be send Federal Express Priority Overnight to Guideline and charged to our Federal Express Account #0100-0112-9 unless otherwise specified
- Insure packages for \$500.00
- Indicate Job #M79-0509 on airbill for all shipments

- **Important**  
Since Guideline does not want to incur additional shipping charges, make sure that all items specified above are included with your completed questionnaires, unless otherwise specified. If you "forget" we will have to deduct the additional shipping charges from your bill.

**BILLING**

Submit all bills under separate cover to the attention of our Accounting Department.

Thank you for your help with this survey.

Sincerely,

Nelly Valentin  
Field Director

Guideline  
625 Avenue of the Americas  
New York, New York 10011

Job #M79-0509  
Cell Phone Service Study  
October, 2009

### **INTERVIEWER INSTRUCTIONS**

INTERVIEWER'S NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

BRIEFING SUPERVISOR: \_\_\_\_\_

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### **MATERIALS**

- Screeners (Blue and White)
- Main Questionnaires (On CRT)
- Video Commercial (On CRT)
- Validation Listing Sheet

### **OVERVIEW**

This is a two cells CAPI study to be conducted in a permanent enclosed mall facility.

You will be sight screening in the mall for males and females **18+ years of age**.

Qualified respondents will then be escorted back to the interviewing facility to be shown a commercial and asked some questions about it.

### **QUOTA ASSIGNMENT**

Your supervisor will give you a quota assignment by age. Refer to the enclosed Master Quota Control Sheet to determine your exact quota assignment.

### **DO YOU HAVE A QUOTA FOR COMPLETED MAIN QUESTIONNAIRES?**

No, you do not. You have a quota for screenings; we take completes "as they fall".

However, we always have a "target" number of completes which we hope will fall in. If we fall significantly short of this number, we may ask you to do additional screenings.

You are to do exactly the number of screenings assigned by age: NO MORE, NO LESS.

### **WHAT COUNTS TOWARD YOUR SCREENING QUOTA**

The questions on the Screener clearly state whether or not they count toward your screening quota.



**IMPORTANT:**

Because you have a screening quota by gender and age, all terminated questions that count toward your quota have termination boxes that are also broken down by gender and age. It is imperative that when terminating a respondent you circle the next available number in the appropriate gender and age group for that terminated respondent. This is the only way you will be able to accurately keep track of your screening quotas by gender and age.

**POSSIBLE COMMON MISTAKES TO AVOID IN USING THIS PROCEDURE**

- Conducting too many screenings (by gender and age).
- Mistaking terminated screenings (ineligible respondents) for completed interviews.
- Mistaking total screening assignment for total quota of interviews to be completed.

**ELIGIBILITY**

An eligible respondent is a male or female who meets the following requirements:

- Respondent must pass occupational security (Q. A).
- Respondent must be 18+ years of age and needed for your screening quota (Q. B).
- Respondent has not participated in a survey in a research facility in the past 3 months (Q.C)
- Respondent currently has cell phone service (Q.D) or plans to get cell phone service in the next 6 months (Q.E)
- Respondent is a participant in deciding what cell phone service to use (Q.F)
- Respondent must have glasses/contact lenses with them if worn when reading or watching television (Q. G/H)
- Respondent must be willing to participate (Q. I)

**QUALITY ASSURANCE IN SCREENING**

- Do not interview friends, relatives or acquaintances.
- When screening for this study you must not screen for any other study at the same time.
- Only one potential respondent in a group of people may be screened.
- Only one potential respondent is to be in the interviewing room at the time of the interview.
- Anyone accompanying the respondent must wait for the respondent in the waiting room.
- Do not proceed to interview anyone who has a hearing, visual or English language problem.

## MAIN QUESTIONNAIRE

### GENERAL GUIDELINES

- Read introductions and all questions exactly as written.
- Always give respondents enough time to answer.
- Mark answers clearly and write clearly
- When questionnaire calls for you to show the commercial under no circumstances are you to discuss the commercial. Read the questions referring to the commercial verbatim as written, always referring to the commercial AND SAYING WHAT THE QUESTIONNAIRE STATES.

### OPEN ENDED RESPONSES

- Read open-ended questions slowly and ask respondent to slow down if you cannot write quickly enough. **WE NEED EXACT VERBATIM RESPONSES BUT YOU SHOULD BE SURE TO PROBE IF A THOUGHT IS NOT CLEAR OR COULD BE INTERPRETED DIFFERENT WAYS.** Capture comments exactly as respondent states them -- **never summarize or paraphrase.**
- Capture comments in the words of the respondent. Do not say "she said..." or "she felt..." rather; just write down exactly what the respondent says.
- If respondent says, "I have already answered the question", or "same", do not write this --instead, ask them to repeat their answer and write it verbatim.
- Give respondent sufficient time to think and answer a question before continuing.
- Never reword the questions. Simply repeat the question if the respondent indicates that she does not understand. **DO NOT** attempt to explain any questions.
- Answers to the open end questions are important to this study and will be carefully read.
- However, if respondents gives you a vague or one-word answer, probe for specifics, for example, ask: "What do you mean by ...?"
- Do not probe with additional "what else?" questions beyond what is shown on the questionnaire.

## SCREENER QUESTION BY QUESTION INSTRUCTIONS

### SCREENER:

Be sure you are familiar with the circle screener method of termination. If you are not, ask your supervisor to explain it to you. For any answers which disqualify the respondent, you are to circle the next available number in the termination box, erase and re-use screener. Do NOT erase any of the circles around the numbers in the termination boxes. If all the numbers in a termination box have been circled before you contact a qualified, willing respondent, you are to return the screener to your supervisor. Write in your name, circle your city and mark clearly on the top of the screener "FOR TALLIES ONLY".

Sight screen for appropriate gender and age groups as needed. Randomly approach males and females 18+ years of age and ask questions on screener exactly as indicated.

### SCREENER:

- Q. A: Read the list. Record "yes" or "no", for each occupation. If "yes" to any boxed occupation terminate. Otherwise continue. **These terminates do not count toward your screening quota.**
- Q. B: If 18 years of age or older, check open age quotas. If needed, continue. Otherwise, terminate. If under 18 or refused age, terminate. **These terminates do not count toward your screening quota.**
- Q.C: If "no", continue. If "yes" terminate. **These terminates do not count toward your screening quota.**
- Q. D: Read verbatim. Record response.
- Q. E: Read verbatim. Record response.  
If "yes" in either Q.D or Q.E continue. If "no/don't know" mentioned in Q.D and Q.E terminate. **These terminates do count toward your screening quota.**
- Q.F: Read the list. If "you personally decide what cell phone service to use" or "you are involved indeciding what cellphone service to use along with someone else that you share a service plan with" continue. Otherwise, terminate. **These terminates do count toward your screening quota.**
- Q. G: If "yes" ask Q. H. If "no" skip to Q.I.
- Q. H: If "yes" continue. If "no" terminate. **These terminates do not count toward your screening quota.**
- Q. I: Invite the respondent to participate, continue with the main questionnaire same color as the screener. If the respondent refuses, terminate. **These terminations do not count toward your screening quota.**

### MAIN QUESTIONNAIRE QUESTION BY QUESTION INSTRUCTIONS

**Important:** There are versions of the questionnaire. The difference is video commercial shown at the beginning of the interview.

The questionnaire is straightforward and must be administered exactly as written.

If respondent wears glasses or contact lenses that is, they said "yes" to Q.G in the screener, make sure that he/she is wearing them before continuing.

Read verbatim.

**Turn the monitor so the respondent is able to view the commercial. Make sure media player is maximized to cover the entire screen and play the commercial one time. Before you show the commercial to the respondent adjust the volume on the computer so that the commercial is clear and audible.**

**Now, turn the monitor away from the respondent and read statement verbatim. Then again, turn the monitor so the respondent is able to view the commercial. Then play the commercial a second time. At the conclusion of the commercial, turn the monitor so the respondent is not able to see the questions.**

- Q.1: Read verbatim. Record response verbatim. **DO NOT PROBE.** Proofread entire response before advancing to next question to make sure words are spelled properly with no typos.
- Q.2: Read verbatim. Record response verbatim. **PROBE ONCE WITH ("Anything else").** Proofread entire response before advancing to next question to make sure words are spelled properly with no typos.
- Q.3a: Read verbatim. Record one response. If "punch #1 or 2" skip to Q.4a. Otherwise, ask Q.3b.
- Q.3b: Read verbatim. Record one response.
- Q.4a: Read verbatim. Record one response. If "yes" ask Q.4b. Otherwise, skip to Certification Page.
- Q.4b: Read verbatim. Record response verbatim. If "AT&T or Other wireless provider" skip to Q.5a. Otherwise, ask Q.4c.
- Q.5a: Read verbatim. Record one response. If "yes" ask Q.6b. Otherwise, skip to Q.7.
- Q.5b-5d: Read verbatim. Record response verbatim.
- Q.6a: Read verbatim. Record one response. If "yes" ask Q.5b. Otherwise, skip to Q.7.
- Q.6b-6d: Read verbatim. Record response verbatim.
- Q.6e/6f: Read verbatim. Record one response.
- Q.7: Hand Card 7. Read verbatim. Record one response for each item. Then thank the respondent and continue to the Certification.

**SECURITY:**

- You are responsible for all materials being used on this study. Stimuli must be locked up when not working on this study.
- All materials are to be kept out of sight of anyone not directly involved in the study
- All materials related to this study are the property of Guideline and our client.
- No one representing Guideline or our client is to be admitted to the facility or have access to the materials without your first calling Guideline to confirm. Further, no one is to be permitted access to the facility or materials without showing satisfactory identification.

**UPON COMPLETION OF INTERVIEW:**

1. Fill out all respondent information on certification page. You and the respondent must read, sign and date certification page.
2. Be sure to transfer the respondent ID from the computer to match up with the signed certification page.
3. Staple the Certification Page to the screener and give it to your supervisor.
4. Only if a supervisor observed the interview he/she must also sign the certification page.
5. Thank respondent.

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APPENDIX D

VERBATIM ANSWERS

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# TEST CELL MAIN/OTHER MESSAGES

10128	verizon has better service than at&t.	3g is quicker. a/e got more equipment with verizon.you can keep in contact with your other friends.
	at&t is better than verizon	At&t was saying how there service is better than verizion wireless
10269		
	the apps that verizon is offering	there is more coverage offered, than with other
10377	compared to other phones	phone providers
11229	great 3g network.	verizons better then at&t. a/e great service.
11578	that verizon has the most 3g coverage	a special cell phone deal
	switch to verizon cause it is better	they have apps to show you why they are better a/e
12450	than other cell phone providers	dont get bad cell phone coverage or you miss being
	that the 3g coverage is 5x better with	with your friends
12923	verizon that at&t	none
		that it is a much better service then AT&T a/e and it
13004	to promote a strong 3 g network	actually has great gps
	THAT VIRIZON HAD MORE	THAT IF YOU WANT TO GET IN CONTACT WITH
13252	COVERAGE THEN ATT	PEOPLE ANY TIME ANY WHERE THEN GO WITH
	that verizon wireless had the best 3g	VERIZON
14245	coverage and beat at&t by 5 times	they were advertising the new phone from verizon
	That verizon wireless has the best 3g	That verizon wireless had better 3g coverage than
14280	coverage.	at&t.
14564	verizon kicks ass	they have a deal on their new phone
	Why Verizon Wireless is better then	They Basically gave facts how they were better and
15031	other carriers	gave maps on how they were better
15493	to get verizon service	that they are better than at&t .a/e the coverage is
	they provide more service in more	better a/e nothing else
15607	areas compared to at&t	they have better phones than at&t, they were making
	that verizon has five times the	fun of the iphone, saying "theres a map fpr that"
15793	coverage than at&t	none
16427	it said that verizon is better than at&t	none
		that there is a new phone. and that att 3g coverge is
18238	the verizon has more 3g coverage	not verry good
18716	verizon has 5x coverage for 3g.	they have a new touch phone on sale.
	to get people to buy their cellphones	that they have good prices, low plans, good phones,
18749	w/e nothing.	w/e nothing
	There is more coverage with vorizen	You could get the phone for 49.99 from vorizen and
19025	wireless	you had less coverage from AT&T.
	verizon is better than at&t wider	
19055	coverage	plans are cheaper than at&t ae- 49.99 plan
		verizon has a larger coverage area then at&t. w/e
19179	to show the coverage area of verizon.	ne.
19672	more coverage with verizon than at&t.	that verizon coverage is more reliable than at&t.
	Verizen has more coverage across the	
	United	
19686	States	5 times faster than AT&t a/e The internet is also
20199	switch to verizon	faster and has more coverage
21045	that it covers a lot of areas	that verizon is the best one to go with a/e nfi
	to buy verizon wireless the 3g	that it is better than at&t .a/e nothing else
22007	network.	buy verizon do not buy at&t. a/e verizon is 5 times
22413	to switch to their plan because they	faster.
		no nothing more

	have more coverage		
	more coverage in verizon wireless		
24184	than at&t		more application on Verizon phones [p] n/e
24442	verizon has better coverage than att		get a cell phone for cheap a/e no
	verizon wireless had a better 3g		
	network and at&t didn't. they had		the phone the lg versa. and that at&t had less
24789	better coverage		coverage than verizon
25377	Verizon Has more Coverage then ATT		49.99 For a LG Versa
	the message is that you get better		
25491	coverage with verizon over att.		it didnt communicate anything else to me.
	Verizon wireless has 3G coverage and		
	a map to view it. ATT does not have		It has a phone called II Versa that can be purchased
25932	that large of coverage		on sale for \$49.99
26859	VERISON THE BEST COVEREGE		BEST 3G NETWORK ON U.S
	Verizon you can get more coverage in		The red map shows the coverage and the blank map
27511	the united states Than AT&T.		for AT&T is spotted.
	the commercial was trying to get out		
	that verizon more than at&t at		
	whatever and will always have the		verizon has a better network and has a map for just
27784	best phones.		about anything you need to know. p- thats all.
	the phone can map where everybody's		
27847	at.		how good the network is. w/e ne.
	verizon has better 3g coverage than		
28553	att all across the us		that was the only message i got out of it a/e nfi
28749	its faster than att		they ahve an ap for everything
	that verizon wireless is better than		
28928	at&t		it has 5x the 3g coverage
29089	To switch to verison.		And to get there new lg phone. a/e nothing
	That verizon wireless a great network,		at&t doesn't have the coverage that verizon has. a/e
29191	worldwide.		no
	to get verizon wireless cellphone		
29298	service.		verizon wireless is better then at&t. w/e ne.
			I saw the friend sitting on the bench alone, I got the
			message that she wasn't able to connect to her
			friends like the verizon wireless customer was.
			Verizon was kind of attacking at&t or pushing it to
			the side. a/e no
29404	That verizon wireless had a better 3g		
	range coverage than at&t.		
	Verizon gives 5 times the coverage		Verizon's coverage is faster and more wide-spread.
29837	than AT&T for LG.		IT GIVES YOU A MAP OF THE LOCATIONS THAT
			YOU CAN RECIEVE SERVICE
30528	VERZION CELL PHONE		Its Verizon Wireless
31947	Verizon has better Coverage then ATT		
	about how verizon did better than at&t		
32415	in service coverage		the new phone
	tha verizon has more coverage than		
32827	atnt		that verizon has the best coverage in north america
	that if i wanted a verizon wireless		
	phone.(P) that its an advertisement		
	that verizon had mre coverage than		
32864	atat nationally.(P) nothing else.		none at all.(P) nothing else.
	to advertise that it has 5x more 3g		it communicated to me that verizon has more
33302	coverage.		coverage than at&t (P) all
	you can do just about anything with		it had a map of the u.s. on it a/e it is easy to use.
33380	the phone.		quick simple access basically.
	that Verizon has more 3G service than		
33835	AT&T		nothing
34488	To switch to verizon		That 3g coverage is better on verizon (w/e) the lg

34566 That verizon has more 3g coverage that att

34903 has 5 times the coverage as the at&t . that verizon offers more 3g coverage

35058 nationwide.

35087 nation wide coverage. basically that verizon has a better coverage and can do so much more than you can ever imagine. p- they always seem to have the best network and will satisfy you at all times.

35772 That Verizon has the most 3G coverage compared to AT&T.

35815 Sponsoring Verizon Wireless [p] The 3G network is five times faster than AT&T [p] They were advertising the LG phone for 49.99\$ [p] There was maps showing where you can get service for Verizon[p] and maps showing where you cant get service with AT&T [p] n/e

36064 More coverage with Verizon Wireless

36789 swcith to the network.

36860 To join verison wireless because they have better coverage.

37246 Verizon has more 3G coverage than its competitor.

38673 they were talking about two different phone companies

38778 That verizon wireless had a better 3g coverage than at&t. w/a it showed them describing how more broad the coverage was.

39319 That verizon wireless has the best 3g coverage

39507 the main message was the verizon coverage

39569 that verizon has a lot more coverage than other cell phone services.

39975 the service the area they cover

40395 telling me how wonderful verizon wireless is.

41060 that verizon is better than at&t by alot

42167 how fast you can get your information.

43808 w/e thats it the main message of this commercial is that verizon is waybetter than at&t. p- also that there is more to it than at&t will ever have.

46393 That you can use your phone and surf the web.

46428 VERIZON HAS THE LARGEST 3G NETWORK

46551 NETWORK

versa was 49.99

THat there was a map for everything she needed to know about the coverage and her friend didn't have it and it cost 49.99 but i am not sure what you get for that and i don't know waht 3g means (w/e) nothing else

that it has different maps for different things a/e , and has than other peoples phones . that verizon has maps to show their coverage. a/e no inexpensive phones.

its pretty cheap and only ask for 49.99 of payments for this phone. p- thats all.

Verizon has 5X More 3G Coverage.

Showing the coverage you can get with Verizon [p] n/e

AT&T is no good you get better servise with verizion.

That at&t is not a very good company

It is faster downloading than its competitor a.e No.

gave price of one of the phones was 49.99

that it helps your social life. w/a nothing That at&t does not have as good of coverage as verizon wireless. the type of phones they have and the diffrent covarge

thats it it had a ad for 49.99 for a cellphone

verizon is better than at&t. its 3g coverage is 5x better the 3g is quicker than most other phone services. w/e thats it

verizon has five time more coverage than at&t. p- theres a map for every little thing you need to know.

Thats it THAT VERIZONS HAS MORE COVERAGE THAN ATT



46744 Dealing with cellphone coverage  
verizon has better service than other  
46919 companies  
That verizon wireless has the best 3g  
47154 coverage.  
verizon wireless has more coverage  
47233 then AT&T.  
47339 that verizon works better than AT&T  
that at&t doesnt have good 3g  
coverage and verizon has five times  
47730 more coverage than at&t a.e no

The main message in this commercial  
48518 was the 3G coverage over AT&T.  
that it has 5 times more 3g than at and  
50257 t. anything else? nothing else.  
To get Verizon and their services are  
50343 better  
The main idea of the commercial was  
to get more people to purchase their  
50554 service.  
That verizon has more 3g coverage  
52340 than at&t.  
the main ppurpose of the ad was for  
54385 Verizon coverage.  
to sell their verizon 3g cell phone. it  
reaches more places than the  
55200 competitor phone.  
the good coverage in the 3g network  
55650 with verizon wireless.  
That version has more coverage that  
55827 at&t  
the apps and maps, they seem to be  
56282 trying to persuade you to use verizon  
THAT VERIZON WIRELESS HAS A  
LARGER 3 G WIRELESS  
56462 COVERAGE  
To switch over to verizon. verizon has  
better service. verizon has more 3g  
coverage in america than cingular,  
56516 because there is a map for that.  
The coverage areas, serive areas I  
56713 guess would be a better word for it.  
that verizon has better 3g coverage  
57214 than other company's  
The coverage for the cellphone and  
57710 the price for the plan.  
switch to verizon and it is as good as  
59103 the iphone.  
59355 that verizon has better coverage  
Verizon has a better 3g network than  
59447 at&t.  
That the Verizon wireless coverage for  
59546 3g is far better than at&t  
it is verison has better benifits. w/e  
59694 thats it.  
61044 their coverage on maps.

no a/e nothing  
the new phone coming out  
That at&t does not have as good of 3g coverage as  
verizon wireless.  
thats it.  
AT&T doesnt pick up very well  
that at&t doesnt go as far as verizon does a.e no  
It seemed to hhave a take on teh Iphone applications.  
The commercial kept on saying that there is a ap. for  
this and an ap. for that.  
i don't know. anything else? no.  
Just that Verizon is better a/e nothing  
Yes, that they have more features to offer to me.  
That verizon has the best coverage worldwide.  
AT&T does not have the best coverage  
their maps go all over.  
the maps and all the different places you can get  
coverage.  
That verison is better that at&t  
the outstanding coverage, they are better than att  
and t  
THAT VERIZON WIRELESS HAS A VERY GOOD  
COVERAGE OVER THE COMPETETORES  
none. a/e cingular is not good, it doesn't have good  
service.  
That AT&T didn't have the coverage area that  
Verizon does. [p] The price of the phone.  
the price of the phone was \$49.99  
nothing else  
the signal has good coverage with verizon. a/e no  
no a/e nothing  
To buy verizon service.  
no not really  
nothing else. w/e thats it.  
they cover more of an area. a/e you get a deal for 49  
dollars. a/e nothing else.

61366	the coverage and the cost of the phone that verizon has better 3g coverage	it's about Verizon
61505	than other carriers	
62188	to promote their new cell phone as well as their brand the verison has better coverage than	that they are better than att their was a part with a map and they said that there was 3 times more coverage the other carriers a/e thats it
62356	at&t. w/e thats it.	that one person was happy with there service and the other is not. w/e thats it.
62391	the main message of this commercial was to put out there how much good of a coverage verizon wireless has and how much of a good phone it is. Just that Verizon has the best	its only 49.99 and its touch and has maps for most things.
64323	coverage for the internet. This phone has more 3g than other phone companies and you should get the service from verizon because everything will be faster and they were suggesting that you get the lg versa	No just the 3G network is large. (P) all
64393	for 49.99.	
64434	that is for cell phone from verizon because they have better coverage than at&t	That it cover more areas than AT & T. there was a lady on a bench playing on a verizon phone and also the other lady walking with a verizon phone and it was comparing verizon's coverage area to at&t's coverage area.
64961	verizon has 5 times more coverage than at&t.	
65211	the coverage of verizon and at&t.	they are selling the lg versa for \$49.99 a mouth. new phone. a/e no
65655	The G network coverage .	Too get me to switch companys /we/ Has a 3G network .
65955	that with verizon you get up to 5x the 3g coverage than at&t	none
66214	to buy a verision cell phone. good 3g service.	none
66237	Verizon has better connection and better service	They cover more of the u s and America a/e thats it Thats it that there is always internet service
66485	That the phone has internet	
66813	That there is more 3g coverage than the competitora/e nm.	That the phone was only 49.99. a/e nm.
67901	That they have good 3G coverage. they have bigger coverage and they have a bigger 3g coverage or something like that w/e the map was	They have a cool phone for cheap.
67995	the big winner. w/e nothing verizon had more people on the net work that they can talk to and that att did not have that much coverage with their service	they got more coverage than the other at&t competitor and they had 3 things about maps, the other one has to be coverage w/e nothing
68456	5 times more coverage than at@t.	do not know
68464	That their service is better than AT&T. They want to cell the phone in the commercial.	better phone.
68714	they are trying to say that verizon has more coverage then at&t	AT&T has bad coverage compared to Verizon (a/e) No.
69016	that it is a cheaper plan	it is world wide coverage a/e no
69894	verizon has apps for everythning	you will save more with them
71080	that you will get a better phone service with verizon wireless [p] better	none
		that ATT is not really a good phone service [p] not as much coverage area as verizon

	coverage		
71135	clarity		it is a vast distributed
	that verison has 5 times more 3g		
71471	networking		that they have a phone for \$49.95 a/e noting els e
	That it has the most coverage than		
71709	any other cell provider.		nothing else
	That their cell phones are better and it		
	shows you maps of where you can		
	use your phone. And it also shows the		That their competitor has less coverage. [p] And
72463	apps you can use on their phones.		your friend might not be getting a better deal. [p] n/e
	that you have service everywhere. 3G		
73066	service.		Verizon is claiming they have the best coverage.
	THAT YOU SHOULD PICK VERIOZN		IF YOU WANT A BETTER PHONE PICK THEIR
73364	FOR YOUR PHONE COMPANY		COMPANY
	You can get better service and		
73621	coverage with the verizon phones.		they have an new cell for \$49.99. /we that was all. nfi
	that verzons coverage was better		
73719	than at&t's		that in there comparison verizon is much better
			you can get more Verizon better service than other
			companies
73762	Verizon has better coverage		
	THAT THEY ARE TRING TO SELL		THAT THEY WILL HAVE MORE FOR YOUR
	YOU A PRODUCT THAT IS BETTER		MONEY
74161	THAN AT&T		
	About a verizon phone. and the phone		
74399	coverage		I don't know
	To buy verison wirles plans and		
74845	phones.		a/e nothing
	That Verizon has more coverage than		That the verizon G-3 Network covers more area than
75192	AT&T.		AT&T does
	verision coverage is better than at&ts.		
75415	w/e thats it.		nothing else. w/e thats it.
75926	the type of cell phones they offer		the type of services they offer
76228	how much coverage you get		that vrizon has the best coverage
	that verizon has 5 times the 3g		
78129	coverage than at&t		none
	VERIZON HAS 5X MORE 3G		
78276	COVERAGE		BETTER THAN AT&T
	Verrizon mireless has a better 3G		
	network, and a better network than		
	any other cellular company all		Go with the best network in the us, Verizon.
78918	together.		
	That Verizon wireless has five times		
	more coverage than the average		They also had a good deal going on a new phone.
79650	carrier.		a/e Thats it.
79722	Verizon wireless has good service.		nothing.a/e nothing
	to switch plans		that verizon had better service
80483			
	THAT VERIZONS COVERAGE AREA		
	AND SERVICE IS BETTER THAN		THERE WAS PHONE FEATURES AND MAPS.
	ANY OTHER CELL PHONE		THAT THEY HAVE NICE PHONE SELECTIONS
80487	PROVIDER.		FOR \$50.
	verizon wireless will make you happy		
	for having their phone. p- they seem to		another thing they were trying to get across is that
	have the best coverage of all times. p-		theres a map for just about everything from what i
80858	also they have nice phones as well.		saw. p- nothing else.
	Verizon reaches more people and has		That Veizon has a better service than AT&Ta/e has
81282	more capabilities		better access to the web
81298	that verizon is better than atat (P)		none at all.(P) nothing else.

better coverage , extra features, and  
and the price is reasonable.(P)  
nothing else.  
pretty much trying to say that verizon  
gives better coverage than at&t. with  
the satellite for the cell phone  
82003 coverate.  
Basically that verizon has more  
82033 coverage than AT&T  
that verizon has 5 times more 3g  
82184 coverage than at&t .  
that the company is able to cover a  
82206 large area and you will get a signal

That verisons coverage area is better  
then anyone elses even when it  
comes to internet and messageing  
82906 and stuff like that

82909 the coverage  
they were saying that their cellphone  
84335 provides the best service  
That Verizon has Great Coverage,  
84517 ATT Doesn't have Coverage  
to switch to verizon(P) they have  
better coverage and can do more in  
many areas.(P) And they're trying to  
advertise they're new phone.(P)  
84577 nothing else.

84637 the map availability of your calls.  
to show that Verizon as 3 g better  
86380 service tha AT&T  
Verison has better coverage. AE  
86725 Nope.

86849 that verizon has the best 3g coverage.  
VERZIONS WIRELESS HAS MORE  
COVERAGE W/E 5 TIMES MORE  
COVERAGE W/E 3G BIGGER BITES  
87175 W/E AN LG PHONE W/E PNE  
that changing to verizon from another  
carrier guarentees better service, and  
other services are slower and spotty in  
88028 coverage  
verizon wireless is better thn any  
88519 mobile company  
88961 How attractive the phone was.  
89333 To switch over to verizon  
That you should use Verizon if you  
want good coverage everywhere you  
89936 go.  
89965 better coverage than at&t  
Verizon has a wider coverage span  
90766 than its competitor.

that is it. nothing else

That there's a map for everything  
the verizon phone has better internet coverage than  
other phone services a/e and thats it.

they have a phone with a low price  
The one who had verison had alot of friends and the  
one who had another carrier was sitting alone a/e  
the one who had verison seemed alot happier and  
had a bag like she had just bought something so she  
seemed more affluent. People who have verison are  
happier and have more friends a/e when they said  
theres a map for that and the ipod commercials say  
theres an ap for that and they are copying ipods  
catch phrase. a/e nothing  
that you can get service everywhere more then you  
do with other companies

that it provides coverage everywhere

Nothing More Just about Coverage

that my phone service sucks.(P) nothing else.  
it reminded me of getting another cell phone. w/e it  
had the 5 times 3 g's.

Its 5x times faster than 3g wireless by Verizon

There's a map for that. AE No.  
that young women attractive have lives like sex in  
the city a/e , that they shop and do lunch.

MORE COVERGE W/E A GOOD IDEA TO  
CHANGE W/E PNE

about 3G networking, and how verizon wireless is  
the best of 3g, they showed at&t and how they  
weren't so good, thats all

there are nonee  
Don't know. a/e Nothing else.  
They have a 3g network

that Verizon is better than the competitors. A/E no  
not really.  
that the phone was affordable a/e thats all

nothing else

	i think it was to get people to purchase verizon wireless because it has a good network and coverage.	nothing else.
91320	too switch from one cell phone company too another that has so many advantages	it has all the capabilities of those other phones and is cost effective
91771	that they have a better 3g services than at&t	
92480		that they have better 3g service than at&t they were showing the new touch phone. it looks like a hot phone.
93018	verizon wireless got the best plane. the extensive coverage that Verizon provides over the whole country over other carries	Geographically that Verizon is better than other services than other companies w/e nothing
93588	Verizons Coverage	Nothing Really
93676	to sell verizon 3g plan	
93802		that verizon is better than any other cell phone plan
	if i want more coverage i have to go to verizon.	nothing else
94732	that their phones are better than other phones for service and getting directions.	they have an app. application, i guess. for everything.
94834		THEY HAVE AN AP FOR EVERYTHING. THATR THEY ARE BETTER THAN at&t
95147	the 3 g coverage from verizon. Verison wireless gets more 3G coverage than AT&T.	You can get the 3G coverage on the go ./we/ The LG Versa phone is only 49.99 ./we/ nfi
95704	That the phone company is better then the other one	More coverage throughout the United States of America a/e no
96011	that verizon has more service then other cellphone compies	no a/e nothing
96063	THEY WERE SHOWING HOW MUCH MORE COVERAGE SERVICE	
96900	THEN OTHER COMPETOR switch to verizon they have better coverage.	THEY WERE ADVERTISING ANEW CELL PHONE verizon is better than at&t because they have better coverage. a/e no
97006	that verizon has much better coverage than at&t	
98254		they have 5x more 3g coverage The blue and the red the areas. With the red area you had more of a vast areas cLLING ZONES and this was vorizon. The blue which was at&t looked very limited according to the white areas.
	Vorizon offered more opportunities to be able to make your calls to more areas.	
98553	that verizon phones because of the coverage	that the new phone advertised was a very good price
98695	The services that they offer are better than most. They have better coverage than the compiteters.	That they are also in teh 3G network, which makes them more efficient.
98880	trying to show you the diffrence between verizon and att coverage	they are say that att sucks
99052	That verizon has a better wireless service than any other cell phone company.	Nothing else.
99766	Telling you about the coverage on your cell phones between verison and at&t.	
99909		I don't think I got anything else but the coverage.

TEST CELL (Question 5)

ID	Q5b	Q5c	Q5d
10128	showed the map to show the coverage.	cannot remember.	kept showing the map with the coverage. The commerical was comparing at&t coverage to verizon's coverage.
10269	um that verizion can be used nationwide.	nothing else.	it showed the coverage pictures, it showed red where the coverage was, and showed the other provider with less coverage areas
10377	there is more coverage available in more areas than with the other phone that it has 5x more 3g coverage then at&t.	it seems to be more convinient, seems to have a lot of apps to use	
11229	that they have the widest coverage	nothing else.	5x more 3g service then at&t the showed that you can do just about anything with your phone anywhere plus also showed a coverage map
11578		none	
12450			
12923		and i am with t-mobile but i am interested in verizon	nationwide coverage and great gps
13004	that it covers most of the united states THAT IT HAS MORE COVERAGE ANY ANY PLACE		
13252	that it does better at covering in all of the united states than any other wireless server	NOTHING	NOTHING
14245		not really That at&t does not have as good of coverage.	they showed the maps of the U.S and all the spots it covered
14280	It has the best 3g coverage worldwide.		It showed maps.
14564	that it was 5 times better than at&t	the deal	that it was explaining it was 5 times better than its competitor
15031	The Coverage is More Expandable then Other Companies	That is all	The Maps of how far their Company Expands Coverage because they showed the maps where the better coverage was .
15493	that it is better than at&t .	no its like your "out of the loop" if your not with verizon, they showed the girl with at&t just chillin in the park with no service	
15607	they just have better coverage than the others the others are spotty		the maps showed where the coverage is, and they showed about 99% of the state being covered and they at&t girl had no service
15793			
16427	it has instant messaging and theres a map for that	nothing that it has a very good coverage	it showed a guy on the phone and how much coverage it covers
18238	the its 5 time grater than att		they show the map
18716			
18749			
19025	That there was a lot more coverage on the map for verison opposed to AT&T.	The phone for 49.99. There was something about 5 times more	Because it said there was 5 times more 3g coverage for vorison.

		coverage on 3g.	
19055	49.99 plan with a wider range of coverage it has a large coverage area.	no	better coverage
19179		no	it showed coverage maps.
19672	its the most reliable.	it is more reliable than at&t.	you can do more things with verizon than at&t. it showed me that in the commercial. the maps the Verizon had red across the states and AT&T had blue and it only had a few states like calif fla and the midwest
19686	That it has more coverage than AT&T	no	
20199	the 3g network that there is a map for that and it covers a wide range of areas through out the country .	lg versal was cheap	the phone and the price
21045	that they have maps for everything 5 times faster.	no	it showed the map in red cause they said it. they keep saying it and saying it.
22007	that they have more coverage	nothing else	
22413		nothing else	the maps
24184	It has more coverage than AT&T.	More applications	They have more apps in more places because they showed the maps of the coverage areas.
24442	it was in more places than att	nope	it should maps but sounded like apps
24789	that they had coverage everywhere. and they kept showing maps with a lot of red	thats it	it showed the maps with where they get coverage.
25377	Has more Coverage then ATT	That is All	Showed a Map
25491	it said that verizon has better coverage over the country than att.	no, nothing else.	it showed a map that compared both coverages between att and verizon.
25932	It has more coverage around the US and can prove it by its available map shown on the face of the phone	Nothing more	nothing
26859	THAT IS THE BEST COVERGE	NO	THE MAPS THE WERE SHOING
27511	You get more coverage than AT&T	The laregest 3G network .	The Red Map .
27784	the coverage was way better and is five time more.	thats all.	it said its five times more coverage. the people communicating with other people all over the world.
27847	how good the connection is.	no	
28553	it has better 3g coverage	nope	it should a map with the coverage on it
28749	its 5 times faster	no	it said it clearly
28928	that is has better coverage than at&t	none	because it directly compared itself to at&t
29089	It had a huge coverage map.	A/e nothing	It shoed the maps and it said it had 5x more coverage.
29191	It had a great service all around america.		
29298	Nationwide.	nothing else	A map it had the hotspots.

29404	That it was better than at&ts coverage. With the maps it showed more of a coverage area than at&t..	no	They showed pictures, maps of the coverage area.
29837	It has 5 times the amount of coverage than AT&T.	BNothing. THAT YOU CAN GET A SIGNAL IN A LOT OF PLACES	It showed a map comparing the amount of coverage between the two companies.
30528	THE SHOWED A MAP OF THE COVERAGE	That is All	THE MAP
31947	Coverage in More Areas that it covers most of the map they showed	it has 5 times the coverage	Because they Said So
32415	that it has the best coverage in north america	no	the maps
32827			beacuse thats the only thing it says
32864		thats all i remember seeing or hearing.	
33302	that it has 5x more coverage. (P) all		it said that it has 5x more coverage in the commercial .
33380			It showed A Map of Verizon coverage and then it showed AT&T map and the coverage
33835	that it has more 3G coverage than AT&T	no	There is an app for it and it showed the little picture of america and it had more dots than at&t
34488	That it is better	It is larger and has better coverage	
34566		no that was the main thing and showed the girl working her phone and could not see what she is really doing.	
34903	that it is 5 times the coverage as at&t.		might be things what she was doing but showing what they were .
35058	that it offers up to 5 times as much 3g coverage as rival companies.	nothing else you can be on the go and do more on your phone.	they said that exactly the same way i said it verizon offers up to 5 times as much 3g coverage as rival wireless companies.
35087	they have 5 times the coverage as at and t.		they showed the maps of the two phone companies ery detailed.
35772		The versa cell phone is on sale for 49.99	
35815	Has 5 X More coverage than AT&T areas.	That it has a 3G megabytes and more now [p] n/e	A map was displayed to illustrate The red citys and states that Verzion covers.
36064	That it's f times faster than AT&T [p] n/e	Not much coverage for AT&T	it showed the difference between Verizon and AT&T [p] and how there's 5 times more coverage than AT&T [p] n/e
36789	Coverage almost anywhere you get more coverage than any body.	no not really. thats it.	The USA map
36860	They had better reception in more places	no	i guess i believe them.
37246	It has a broader horizon when it comes to 3G coverage.	No.	That they had better 3g coverage and they had maps to show it.
38673			It shows a red map and a blue map.
38778			



39319	That the 3g coverage is 5 times better than at&t.	nothing	they spoke of it a couple of different times. They said there is a map to show you the different coverage of at&t.
39507	That it has the best 3g coverage worldwide.	no.	It had maps.
39569	that their coverage is everywhere	no	the commercila showed the maps they showed the maps and most of the united states covered. and then they showed at&t and it had not a lot of the map covered.
39975	it was talking about the coverage for the 3g network	thats it	
40395			
41060	it has the nations widest coverage around.	it covers all most all of the map of the usa.	they not only said they had the best coverage but they showed with a map.
42167			
43808	its 5 times faster than at&t and most other phone services. w/e thats it	the phone is cheap. w/e thats it	it was specifically about the 3g program. w/e thats it
46393	its five times 3g more than at&t.	no thats all.	it specifically said that verizon has five time more 3g coverage than at&t.
46428			
46551	THAT IT ITS NATION WIDE BRAUDE BAN AND 3G NETWORK	THE NEW CELLPHONE	THE OHONE THEY WERE ADVERTISING FOR 49.99
46744	that it has better 3g coverage then At &T	no a/e nothing not that i remember	show the map coverage of one vs the other
46919	that it has it mostly all over the country		they showed the maps of where you get your service
47154	That it has the best worldwide 3g coverage.	That there are maps for anything.	that they have the best coverage.
47233	that it has great coverage.	more then AT&T.	they showed me maps.
47339	that their 3G network picks up anywhere	no probed	they showed the map of their coverage
47730	that at&t doesnt have very good coverage and verizon does a.e no	thats all a.e no I think that this was themain thing that stuck home.	the map of the 3g coverages and it shows that at&t's map has a lot less coverage a.e no
48518	That they have way more coverage than AT&T.		The commercial displaye a comparison of a state wide maps and the coverage levels.
50257	that it is wider. anything else? nothing else.	no.	it showed a map of the coverage area. anything else? no.
50343	they have a better 3G network	AT&T service sucks	the maps it showed the verizon had a lot of dots and AT&T has a sparse map to me that means that Verizon is better
50554			
52340	that it was better than at&t.	no. AT&T is not as good	the girl with at&t did not have coverage while the other girl with verizon wireless did have coverage.
54385	better coverage		Maps of coverage
55200	it covered more places than at&t	no	THEY SHOWED THE TWO MAPS COMPARING THE COVERAGE.
55650	It showed the map all the different places that verizon customers can get 3g network	thats it	the maps that had the spots to show the coverage.

55827	that it has better coverage than at&t	nothing	That they show maps for verison and at&t
56282	that it was the leading network in coverage, and it has a lot more coverage than at&t	more coverage around the country THAT VERIZON IS VERY	it showed diagrams of the united states and the coverage, and it gave examples of apps and maps that are available
56462	THAT IT HAS COVERAGE EVERYWHERE YOU GO AND THE OTHERS DON'T	CUSTOMER FRIENDLY AND HELPFULL	THAT THERE THE NATIONS LEADER
56516	it had more 3g coverage. It has a larger coverage	no	they repeated it themselves. that they have the most 3g coverage, over cingular. And they used an example of a map. It had the map of Verizon coverage areas and the map of AT&T coverage areas.
56713	area over AT&T. you can get good	No. it looks like they are targeting	because they have a lot of young girls in the commercial .
57214	converage any where in the united states .	young people .	
57710			
59103	good signal coverage.	nothing else	the maps they showed the good coverage.
59355			
59447			
59546	they said it had worldwide coverage.	nothing else	that it has better coverage than at&t
59694			
61044	covers more area.	the 3g network for the service. a/e	it should maps comparing to other wireless phone companies in three different services.
61366	the 3 g net work	directions. a/e	the coverage
61505	that they have the most 3g coverage	nothing else.	
62188	it was their nationwide service	nothing	they say it and show the map they showed you a map with their coverage and AT &T
62356	that it has better 3g than at&t. w/e thats it.	nothing else. w/e thats it.	just the map coverage and i know the company. w/e thats it.
62391			
64323			
64393	That there is 5 times more places like service areas than AT & T.	No. they have a better 3g network than at&t	The map that showed more read that Verizon covers versus AT & T.
64434	that they have better coverage than at&t they have a 3G coverage that is 5 times better than the other cellphone companies out there.		it specifically said that they had a better coverage area than at&t
64961	that it was better than at&t	no thats all they said.	they had words on the screen that said 3G is 5 times more coverage. they had words that said lg versa for 49.99 a mouth.
65211	it had a wider range. More 3G network coverage	that is it	the map it had more coverage on the map.
65655		Nothing else.	Showed a map.
65955			
66214	it was for verision 3g coverage.	better than att.	verision was showing the coverage maps.
66237	That its better than AT&T	nothing	They showed the map with all the spots on it with Verizion connections

66485	That it covered more area		It showed a map of the U.S. in red where
66813	than att&t. a/e nm	nothing more	the coverage was.
	That they're better than	That they have a	
67901	AT&T.	lot of 3G	The map.
	they are definately	coverage.	
	comparing a map of the 3g		
	coverage area, showing		
	how much bigger than at&t		
	their coverage area is w/e		
	the map showed that it was		
	better than the other w/e	the phone was	
67995	nothing	49.99 w/e nothing	the phone and the price underneath it.
	verizon that had more net		that verizon had more people on their net
68456	connection then att	do not know	work and that att did not
	5 times more coverage	at@t has much	the showing of maps of coverage for
68464	than at@t.	less coverage .	verizon verus at@t.
			They explained all the details of what it
			can do and explains why, it tells me why
68714	That it is better than AT&T,	And the sale of the	AT&T coverage is weaker and slower.
	it is five times better.	phone advertised.	
	that at&t does not have as	it is worldwide	
69016	much as verizon	coverage	the maps
69894			
69994			
	that they have the best		
	coverage, they cover most		they showed the map of the coverage
71080	all the country	no	areas
71135			
			the map of america where you can get
71471	that it 5 times 3 g network	no	signals compared to the other ones
71709			
	That it ranges and has a		It shows two different maps. One was blue
	variety of places your		that was Verizon and red that was AT&T.
	phone can reach and		It showed a comparison of the coverage
72463	communicate to.	No.	ranges.
	that you will have 3G		
	coverage everywhere		
	pretty much.	nope thats it.	they showed a map.
73066	THAT ITS SERVICE IS		
73364	ALL OVER THE US	NOTHING ELSE	THE MAP
	It was a lot better for the		
	verizon compared to the a t	I dont remember	It showed a map and how it had more with
73621	and t cells.	anything else.	verizon in comparison.
73719			
	It gets 5 times more		
73762	coverage	none	It showed the maps with the little dots
74161			
	The wider range of		
	coverage as oposed to		The Two different maps showing Verizon
74399	AT&T	Nothing	coverage and AT&T's coverage
74845			
		That you can get a	
		phone with G-3	
		coverage for	
75192	That it has a wider	\$49.99	It showed the phone and the price.
	coverage than AT&T does.	nothing else. w/e	
	that there 3g covrange is	thats it.	all the maps they showed. w/e thats it.
75415	five times bigger than at&ts.		

	w/e thats it. they have certain areas that they cover	nothing	the map showed all the areas
75926			
76228			
78129			
		IT SHOWED US A MAP ON HOW MUCH COVERAGE IT HAS	THE MAPS THEY SHOWED MORE RED THAN BLUE THE GIRL WITH VERIZON IS MORE HAPPYER they said they were the best and they showed a map of there coverage compared to the coverage from AT&T
78276	IT HAS MORE 3G COVERAGE THAN AT&T		
	they have the best 3G network That the coverage is five times more stronger than other carriers.	they have the best coverage in the us	
78918			
		Thats the main message. nothing a/e nothing	It showed two detailed maps of coverage areas and it just compared the two. That the other previdor is spotty and they shoed a map.
79650			
79722	It is supierior to the rest.		
80483			
	IT COVERED MORE PLACES. they have a great coverage.	NOTHING it said 5 times more 3g coverage.	IT SHOWED DIFFERENT MAPS AND AREAS. 5 times more 3g coverage.
80487			
80858			
81282			
	that it has better national coverage.(P) that you can plan ahead , features that make you plan ahead.(P)		verizon was in red and atat was in blue and they showed the coverage in a u.s map and the verizon coverage in red had more national adn the blue coverage was lease in the map.(P) nothing else.
81298	nothing else. that it is better than at&t and it is more spread around the U.S.	nothing else.	
		that is it	they maps off the coverage of at&t and verizon and they said it verbally as well. you could see a map of the areas that got coverage from verizon and a map that showed coverage of AT&T and that you could make plans with Verizon wireless
82003			
	That basically you get more area it's got better connections there coverage was 5 percent larger than at&t coverage.	That it get's better service than AT&T	
82033			
		had better internet service. good cell phone signals get everywhere	they showed the map of each companies coverage . they showed a map of the usa and the coverage area
82184			
	they are better then att with cellphone		
82206			
82906			
	they showed a map with the coverage that it has the best cellphone coverage across the land while other services are spotty That they have alot of Coverage around the United States that it has more areas to cover and more local areas.(P) more better and local coverage.(P) nothing else.	that you can get service in those areas that they are a network that provides service on the go	it told how much coverage they get they showed a map for all over the world that proved that their service works and not only does it work it works better than most
82909			
		That is All	The Maps
84335			
			it showed where the verizon service works and showed atat lousy coverage and it showed on the u.s map.(P) nothing else.
84517			
		no nothing else.	
84577			

84637	it's a wider communication network.	off hand, i can't think of anything else right at the moment.	it started off with the map and the 5 times 3 g's and the verbal message advertisement.
86380	thats it has more coverage across America	none	It showed a picture of the United States and it showed a girl on her phone and she looked upset that it wasnt working as fast
86725	That it has five times more 3G coverage.	No.	It showed a map with all of the coverage areas.
86849	best 3g coverage .	no	they repeated the map with the 3g coverage multiple times
87175	IT HAS MORE COVERGE THAT AT ANST W/E PNE	NOTHING	TO CHANGE TO VERZION FOR BETTER CIVERGE W/E PNE
88028	it is gaurenteed to give you coverage where ever you go, so if you want good coverage go to verizon because they have 3g	the at&t woman looked sad, but the woman with verizon was happy because she had a signal	the woman who was sad because she had at&t, and the other woman looked happy because she had verizon
88519			
88961			
89333	They have the biggies 3g network	they have the most coverage	that you can stay connected better with verizon
89936			
89965	it was alot better than AT&T	no	the commercial stated that it had 5 times better coverage than at&t
90766			
91320			
91771	yes it included a map and did a comparision between the too.	it just told you all you needed too know so that you could make a clear decision one what they had too offer	it had someone walking and using the phone and some of its operations.
92480	thathn they have corvage in many areas	nothing	they shown you a map that had all of the areas that had corvage
93018			
93588	That the service is more availabe in other countries than other services that It has 5 time more coverage	I also saw a phone they were advertising a phone for 49.99	they mentioned the phone they showed the phone They showed the map w/e They showed the girl and she was underserved because she didnt have Verizon
93676		Nothing at All that verizon has maps and sites that can help you	it Showed Maps
93802	that verizon has better 3g service just that there is more coverage with verizon than at&t.	notheing else	the commercial is trying to sell a verizon plan it showed the maps. the verizon had all the red spots and the At&t had the sparser blue spots.
94732			
94834	IT IS A LOT BROADER AND REACHS A LOT MORE PLACES IN THE US.	NOTHING ELSE.	IT SHOWED DIFFERENT MAPS AND THE COMPARISON AND THE PLACES THEY REACH.
95147		The fastest 3G network on the go coverage .	
95704	the largest 3G network		The Map showing which cities and states the network is covering .

96011	That verison wireless has better coverage than a other cellphone company that it has a lot of coverage	that the phone is ok looking	it said that if you need to look on your phone for a map of your coverage they have a map for it and if someone without the same cell phone has crappy coverge they have a map for that
96063	over the US	no a/e nothing	the use of maps
96900	MORE WIDE SPREAD COVERAGE	THE CELLPHONE THEY WHERE INTRODUCING SEEM INEXPENSIVE	THEY SHOWED THE PRICE OVERAGE
97006	verizon has better coverage.	that is it	they show where they have coverage in the u.s. and they compare it to at&t map.
98254			One reason is because they had maps of geography of the continental 48 states, You could see the color zone and the dissapointment of their friends that they did not have the coverage area. The facial expression of the afro american lady showed dissapointment because she did not have the vast coverage of vorizon.
98553	It has a broader area of coverage.	nothing else	
98695			
98880	it communicate that there survice is much better that other cell phon providers.	that they are part of the 3g coverage	the fact that they show me the map.
99052			
99766			
99909	That it coverered more areas and had more reception.	They were showing a phone and the screen on the phone.	They showed the map of the united states which showed they had more coverage.

## TEST CELL (Question 6)

ID	Q6b	Q6c	Q6d
10128	it did not have that much of a coverage.	nothing else	cause it showed the map of at&t and it did not have that much coverage and it talked about the friend that did not have coverage. It show the different places on a chart that showed that at&t has more coverage than verizon. the pictures of the visual areas that were covered or not covered
10269	that was better than verizon. that they dont have good coverage	No.	
10377		no	
11229			
11578	that it was not very broad	none	the friend who had the other coverage that could not do the same tasks and the coverage map
12450			
12923			
13004	it is sparce THAT THEY DID NOT HAVE AS MCH COVERAGE AS VERIZON	no	it showed a map
13252		THEY SHOWED YOU HOW MUCH CVERAGE THEY HAD BY USING A MAP	THEY SHOWED A MAP they showed the sad girl on the bench that looked very unhappy with her phone and her service
14245	that it doesnt ever have coverage that it is not as good as verizon's.	nope	
14280	that it sucks	no.	It showed maps.
14564		no	the maps They Showed me a Map that they have very Little Coverage the maps that they showed and they talked about their friends that did not have as good of coverage . the girl sitting by herself with no friends because she didnt get the call or msg because she has no service
15031	Very Little Coverage	That is All	
15493	that the 3g coverage was worse than verizon . that they have no coverage unless you are standing by a tower	no	
15607		it looks like she has no friends because she uses at&t, shes all alone	
15793			
16427	it has less coverage than verizon that is has a bad coverage	no	it showed the map of their coverage compared to verizons
18238		nothing else	the map they show
18716			

18749	That there is not much coverage.		The map. There wasn't as many states covered on the map.
19025		I don't know.	
19055	it's not as extensive as verizon.		
19179	its less expanded than verizon. verizon coverages more areas than at&t.	no	it showed coverage maps.
19672	the map it showed less coverage than Verizen	at&t does not match verizon in the ammount of coverage they can give.	they showed a map. a red map for verizon and a blue map for at&t.
19686	that dont have coverage everywhere in the usa	no	the map it showed more red than the blue which was AT&T
20199	it does not cover as many areas a verizon	no	they should the map
21045	that it was not as good as verizon.	no	that they kept saying that their is a map for that.
22007	that they have less coverage	nothing else that i can remember.	that verizon is 5 times faster than at&t.
22413	That Verizon has more coverage than AT&T.	nothing else	the maps
24184	it was not as all over as verizons	Their 3G is not available in as many areas as Verizon.	They showed the maps.
24442		nothing	it should a map for both of them it showed the map in comparison.
24789	that it was poor Not as Good as Verizon	thats it	
25377	it said that verizon has a better coverage over att.	That is All	Showed the Map
25491	It has less coverage as shown on the verizon phone map called 3G	no,nothing else.	the commercial says it and shows you a map of the coverage area.
25932	IT GOT LESS COVEREGE	No	thats all THE MAPS IN THE COMERSIAL
26859	That it was spotted and did not get the coverage the verzion wireless customer will	NOT A GOOD 3G NET WORK	
27511		you can get a phone for 49.99	They showed the maps ands the phone with three different sections on the phone .



	get .		
27784	they compared both of them on how good their connections		they compared both of the phones together.
27847	were. that it was not as good as verizons	how good their coverage is.	it should a map with different colors as to how good the coverage was
28553	verizons	nope	
28749	that is wasnt nearly as good as verizon		that verizon has 5x the coverage than at&t
28928	That it does not have as good of coverage.	none	it shoed the maps that had a wider range than AT&T.
29089	It wasn't worldwide, nationwide.	a/e nothing	
29191	it is not as good as verizon.	no	a map. With blue spots. And a lot of empty areas.
29298	that it was spotty compared to verizon wireless. It didn't cover as much of america.	no	they showed me maps.
29404	That it is "spotty".	nothing	maps and the one woman on verizon wireless able to connect and the one woman sitting alone. the woman on the bench was the at&t customer.
29837	IT SHOWED THE MAP AND THE COVERAGE IT DID NOT SHOW AS MUCH AS VERIZON	no	map
30528	Not as much coverage as Verizon	NOTHING	THE MAP WAS NOT AS VISIBLE AS THE VERIZON ONE WAS
31947	Verizon that it wasnt as good as verizons, actually really really really bad	That is All	By Saying Verizon has the Larger Coverage area then ATT
32415	that it does not have as good coverage as verizon does	no	the map and the girl upset about her phone
32827	verizon does	no	beacuse thats the only thing it says
32864	it doesnt have as much coversage.		
33302	it has less coverage than verizon.		it just said so in the commercial.
33380			
33835	that its less	no	It showed maps of both

	than verizon coverage that verizon's 3g network is largers than at&t's. It is also faster. w/e thats		verizon and AT&T coverage
34488	it it doesn't have as much coverage as verizon. it is	thats it	it had the picture of america and on the verizon one it had more dots than the at&t one.
34566	very spotty	her friend was very sad about her coverage	The maps of the coverage kept saying verizon is 5 times more coverage and showed the maps 3 times
34903	5 times less than verizon . a map of significantly less coverage nationwide.	not really .	
35058		nothing else.	they showed a map of at&t coverage. the lady sittting on the bench looking sad not being able to use her phone.
35087	the coverage is not as good as versions.	nothing	
35772			
35815	5 X Less coverage than Verizon . That it has less coverage than Verizon does	The are not as wide spread .	The spotted map for AT&T. It showed the maps of coverage and how AT&T was way less than Verizon [p] n/e
36064	by far [p] n/e Not much coverage over the US	no [p] n/e	
36789		No	The map
36860			
37246	That they dont have the coverage that verison does. It said that Verizon had 5 times more coverage than AT & T.	no	That it had better coverage
38673		No.	The red and blue map.
38778			
39319	that it has a much more limited coverage than verizon. That it is not as good as verizon wireless.	nothing	they had the descriptive map. It showed the verizon girl all happy about her coverage. And it showed the at&t girl all unhappy about her coverage.
39507	that their coverage is not	no.	It showed maps.
39569		no	it showed a map

	as good as at&t		
39975	where the service is they cover a lot of area	nothing	a red map
40395	for 3g coverage it's one of the worst.	at&t barely coverages the map of usa. there were only little blue spots.	they not only said it. they showed it with a map.
41060			
42167	it is slower than verizon service. w/e thats it	it's a good plan to have. w/e thats it.	it specified how quick you can get information compared to other services. w/e thats it
43808			
46393			
46428	THAT ATT'S COVERAGE IS IS SMALLER THAN		
46551	VERIZON	THERE IS NOTHING ELSE	IT SHOWED COMPARRISON MAPS because of the 3G maps shown
46744	that it is not as good as verizon that its spotty and way less than verizon	no a/e nothing	they showed the map and it didnt have as many spots as verizons map
46919	that it wasn't as good as verizon's.	no.	that they didn't have "maps" for that.
47154	that it was not as extensive as verizon		
47233	wireless. that their network is	no.	they showed me maps. they showed that the AT&T map didn't pick up everywhere
47339	spotty that its not as good as verizon's a.e no	nothing else probed?	the first one makes it sound good and the at&t one was horrible a.e no
47730	yes, that the coverage was alot less, hardly nothing compared to Verizon	no that is all a.e no	
48518	wireless. that it was less than verizon's coverage. anything else?	that is all.	They showed me a diagram, groups of maps to show the different covegare levels.
50257	no. they arent any good their 3 G network isnt as good as Verizon	no.	it showed a map with the coverage. anything else? no.
50343	Verizon	no	the maps Verizon was fuller and AT&T wasnt
50554			
52340	that it was not	no.	it put down at&t.

	as good as the 3g network of verizon wireless. not as good as Verizon	no	maps
54385 55200			
	that it isn't as good as verizon That the	thats it	the girl sitting sad on the bench because she couldnt get service It showed the spotted map with at&t
55827	coverge is poor that it was inferior to verizon wireless's coverage	no	it showed the diagrams of each companies coverage, where you can get service and where not
56282	THAT IS IS SPOTTY AND VERIZON IS SO MUCH BETTER	people may not be able to get ahold of you with at&t because of the coverage	
56462	that the coverage wasn't as good as verizon. That it wasn't as extensive as Verizon's.	THAT THERE NOT AS GOOD AS VERIZON	THEY HAVE A VERY GOOD 3G NETWORK
56516		no	They repeated their slogan we have the most 3g coverage in america. It showed the maps and how easy it was to pull up the apps on the phone.
56713		No. Not that I can remember.	it showed like a demonstration of the united states with verizon and the united states with the at&t coverage .
57214 57710	that they have poor coverage .	no	
	not a good signal coverage.	nothing else	once again the maps they showed the coverage on them.
59103	that it has not as good as verizon	no a/e nothing	that they showed a map of the coverage
59355 59447			
	that they have much fewer coverage.	nothing else	it showed a map of the coverage for at&t
59546 59694			
	they do not cover as much as verizon. not as good as verizon	something about friends. a/e nothing else.	the coverage on the maps. that it was mainly about verizon
61044		nothing that it does not have as good of coverage as verizon	they show it on the map
61366			
61505	that it is poor		
62188			
62356			
62391			
64323			
64393	It does not	That Verizon is covered 5 times more than AT	The map.

	cover as much area.	&T	
	that they did not have a wide coverage area and that verizon		they showed a map of the U>S. with at&t's coverage area and also another map with verizon's coverage area and verizon covered more area
64434	was better	no	
	they are no where as close to the coverage verizon can give.	they have spotty service.	they showed an at&t customer who was unhappy with her services coverage.
64961	it also had a map with less coverage.		
65211	Not that much coverage.	that is it	the map it showed less coverage.
65655	coverage .	no	The showed a map .
65955	that it is not as good as		
66214	verison.	bettter goverage	it showed the maps of the coverage each company provides. Looking at the girls face because she was out of connection with her friends
66237	Its not as good as Verizon	thats it	
66485	That it didnt cover as much area.		The map with the blue dots on it.
66813	That they're not as good as	nothing else	
67901	Verizon.	They're 3G service is low.	The map
	it was smaller spotty was the keyword on that		
67995	one w/e nothing that their service was as	it was blue and verizon was red w/e nothing	it showed a picture of the two different maps. they showed a map with less coverage than verizon
68456	good as verizon	do not know	the emphasis on the fact that verizon has 5 times more coverage than at@T.
	5 times less coverage than verizon.	your friends with at@t have less coverage.	They showed the coverage map for both companies.
68464	That it is not as fast or as good as Verizon.	No.	
68714	that they do not have as much		
69016	as verizon	verizon is worldwide	they showed us the maps
69894			
69994	they have very little coverage throughout the country	no	the map with very little blue areas that showed the coverage areas
71080			
71135			

71471	that it less 3g network	no	they showed the maps .
71709			
72463	That there was a low coverage range.	No.	The map of AT&T's coverage range.
	that you wont have anymore which I actually have AT&T so I dont believe that.		
73066	THAT ITS SERVICE IS NOT	nope thats it.	they showed a map but I dont believe that.
73364	NATIONEWIDE	NO	THE MAP
	A t and t was not as good as verizon.		
73621		that was it.	The two maps with the a t and t and the verizon.
73719			
	At&t has only 3 times the coverage that Verizon has		
73762		nothing	the map showing the coverage
74161			
	That Verizons 3g network was better	No	The Teo maps with the different Coverages of the two companies with AT&T being much less than Verizon
74399			
74845			
	That AT&Ts coverage was spoty and not as widespread as Verizon is.	no	It showed the two maps of each coverage.
75192	that it was smaller than verisons. w/e thats it.		
75415	that they have coverage but not as much	nothing else. w/e thats it.	the maps they showed. w/e thats it.
75926		nothing	they showed the map and the locations on the map
76228			
78129			
	THERE 3G COVERAGE SUCKS	VERIZON HAS THE BEST COVERAGE	AT&T SHOWED ON THE MAP THAT THERE COVERAGE IS NOT GOOD
78276	there coverage is nothing compared to verison		
78918	That they had five times more coverage verizon over at+t.	none	AT&T have very little coverage shown on the map
79650		No.	Just the map showed the coverage. Just comparing the two you can see the difference.

79722	It is inferior to verison.	nothing. a/e nothing	it shoed the map again.
80483			
80487	they had a low coverage and wasnt any good.	thats all.	their coverage wasnt any good.
80858			
81282	that its not as good as verizons' coverage.(P)		
81298	nothing else	nothing else.	it showed less blue in the map for atat's coverage.(P) nothing else. they showed a map of the coveragae and there was barely any coverage.
82003	that it is spotty. That you could see a map of area that didn't have coverage	that is it.	
82033		No	It showed a map of the states with Blue dots that had the coverage showing the coverage of the 2 maps and verizon was showing pretty much full coverage .
82184	has 5 times less than verizpon. they have less coverage then	no	
82206	vezion	nothing	the map
82906			
82909	they do not have as much coverage it said that AT&T doesnt have coverage like they do	nothing	they showed a map and the coverage showed the area that you can get service
84335	Less Coverage	that they dont provide the same type of services that verizion does	it showed a map of spotty coverage
84517		That is All	The Maps
84577			
84637	Its slower and it doesnt cover as much as Verizon connection	no	it showed the two girls and it showed one girl happy with the service and the otheer one wasnt They also showed a map
86380	That its not as good as Verizon.	No.	It showed a map with less coverage for AT&T.
86725	that verizon 3g coverage is better and the other provider coverage is limited.		the red map verses the blue map and the girl with the gori with the other provider and did get the service she needed.
86849		no	
87175	that it was spotty, was not good, made the	i dont think i would want at&t because of their coverage, or lack there of	she was all alone, looked envious of the 3g coverage that verizon has,
88028			

	woman sad to not get service with at&t		no friends cuz she had no service
88519			
88961	That verizon has a better coverage than at&t		
89333		There is nothing else	Because they have a better satellite than at&t
89936			
89965	that it was spotty	no	that it was spotty
90766			
91320			
	it spoke about the coverage area and the difference it had between the two. that they do not have a lot of areas as them	it was too the point and very visual.	it showed how easy it is to operate and gave a great price for the product.
91771			
92480		nothing else	they had shown you a map of at&t coverage
93018			
	That's its inferior according to the commercial their service is not available or sufficient that it does not have a lot of	nothing	nothing
93588			
93676	Coverage that at&t is not so great that it has limited coverage areas	Nothing Else	the Maps you only see at&t has less coverage and that it has not so many map locations for coverage the girl was talking about 3g coverage and the maps illustrate the difference of coverage between verizon and at&t.
93802		no	
	verizon has more coverage than at&t.	nothing else	
94732			
94834			
	THAT IT WAS WEAKER AND DID NOT REACH AS MANY PLACES.		IT SHOWED TWO MAPS VERIZON MORE PLACES AND AT&T LESS PLACES.
95147	There map is more spottier than the	NOTHING	
95704	Verizon's map.	the LG versa cell phone is only 49.99	The price was displayed it said that verizon had cell phone coverage than any other cell phone company
	That it was not as superior as verizon wireless that they did not have as much	verizon wireless is superior over the other phone company	the use of maps and they said that they have more
96011			
96063		no a/e nothing	



	service then verizon THAT IT VERY POOR		coverage
96900	COVERAGE	THERE IS NOTHING ELSE	THERE IS NOTHING ELSE THAT MAKES ME THINK SO
	they have a smaller area that they cover		they show a picture of a girl and they say ever wonder why your does not have service.
97006	than veriszon.	that is it	
98254			
		They came up toward the end of 49.95 price and there were colorful little birds and a colorful cell phone so they were targeting a younger generation. At first they had a young lady with an up to date cell phone that you did not have to push buttons.	
98553	That at&t can't compete with vorizen.		The map coverage.
98695			
98880			
	just how att does not have as good of a coverage as		
99052	verizon	just that their coverage is not as good	They show a map of where att coverage
99766			
	They showed the map part of at&t coverage.		
99909		Nothing else	The map they showed the coverage on the map.

# CONTROL CELL MAIN/OTHER MESSAGES

ID Q1  
that verzion wireless has more than  
10287 other cdll phone dompanies w/e pne  
  
Verison has better 3g service than  
10395 AT&T  
verizonwireless has better coverage  
and service than at&t.  
10867  
verizon service they cover the network  
and the services there offering in the  
11162 cell phone .  
  
More coverage with the 3g network  
11305 with verizon.  
The main message was that Verizon  
Wireless has a better 3G coverage  
11591 than AT&T.  
Your 3G Coverage is working better  
11821 with the Verizon company.  
12055 3g coverage with verizon wireless.  
  
That this phone is better than at&T. It  
12696 has more coverage.  
THAT VERIZON HAS MORE  
VARIETY IN PLACES OF  
COMMUNICATION THAN AT&t or any  
13145 other services.  
  
more coverage for verizon.  
13335  
13450 buy the 3g phone thru vorizon wireless  
14860 it was talking about the coverage  
i think its trying to get people to  
purchase this phone and to know that  
verizon has great quality and will give  
15487 you what you want on your phone.  
Verizon has 5 times better coverage  
15651 next to a t and t.  
that verizon wireless has better 3g  
15741 coverage than at&t  
verizon's 3g coverage was better than  
15952 others and it showed on the u.s map.  
  
that verizon has more 3g coverage.  
16502 the range of the phone where you can  
use it and how far you can go and the  
16535 price  
the main message that I saw was first  
promoting the verizon network service  
17240 and then the 3g phones.  
17506 3g network service.  
There's a map for that. And Verizon  
has better coverage than it's  
17804 competition

Q2  
if you go with verzion you will have mofe civerage  
w/e pne  
Verison offers a cheap phone and a phone that  
operates like an iphone and only attractive women  
use these phones and services  
  
its number one in service.  
  
is similar to the message of the iphone a/e nothing  
else .  
It was really about the 3g network and the  
coverage. The coverage was better than Vorizen  
although they did not show an At&t map. They  
showed some phones that supported the 3g  
network, one was 49.99 I believe.  
  
The commercial told me that they have new LG  
phones.  
The 3G on the go plans are mapped by Verizon/we/  
The LG phone is \$49.99  
verizon is better than at&t. a/e no  
Its a takeoff on the commercial featuring there is an  
app for that and so on. a/e They countered with  
there is a map for that. a/e no  
  
COMMUNICATES WITH EVERYONE.NOT  
REALLY MAYBE CHEAPER.  
that you can look at aps while you are walking  
around. (P) you can search for things. (P) all  
the vorizan network would a good server  
that no one else has the same coverage  
  
no nothing else the main message i said it earlier.  
they showed a verizon phone for 50 dollars. a/e that  
was it.nfi  
  
the lg versa is on sale for 49.99  
  
they had a lg phone for 49.99.(P) nothing else.  
get a phone for 49.00 that was a lg phone. a/e  
at&t does not provide as much coverage.  
  
the maps they showed and different locations  
showing the range  
well outside of saying that verizon wireless had a  
better connection than At&T that was the message.  
w/e nothing  
they want you to switch to verizon. (p)all  
  
Better coverage

19666 Something about a map, and 3G network coverage.

20936 that they have better services  
That they are better than AT&T. They also have a map show all their coverage around the United States.

21269 coverage around the United States.

21576 That Verizon has 3g coverage

21639 national phone coverage  
it is pretty much about Verizon Wireless and that they are pretty much the best get any information at the touch of your hand

21898

22008 i think that it was trying to get Verizon publicized and have people know who they are and what they can do for you.

22098

I think the main message in the commercial was to get new customers to buy a Verizon phone.

22499 THE MESSAGE WAS ABOUT THE CELL PHONE COMPANY LETTING PEOPLE KNOW THAT THEY ARE THE BEST COMPANY TO DO BUSINESS WITH.

23685

That Verizon Wireless has four times as much 3G coverage as the other cell phone providers.

23731 that they have a better something

24290 about that map thingy  
That Verizon is better than AT&T. (better) It's got better service and better phones.

24489 Verizon has great coverage. p- the network is reached all over the world and you will always be happy with Verizon.

24595 that with some cell phones you get different type of service and coverage. the main message is that Verizon Wireless has 3 times more coverage than that of AT&T

25030

25325 VERIZON WIRELESS HAS 3g PHONE GIVES YOU LARGER NETWORK. I HAVE VERIZON AND LOVE VERIZON

25484 The 3G phone needs the 3G coverage by the best provider in the nation = Verizon.

26588

To me, it is telling me to get Verizon Wireless as a cell phone company.

26646 YOU CAN GET 3G COVERAGE WITH AT&T RATHER THAN VERIZON.

27405

Just that the 3G stuff is faster than other companies.  
THAT you can keep in touch and you have coverage coast to coast

They are also running on 3G.  
that AT&T doesn't have as much coverage  
that they are superior to AT&T as a phone for sale at the very end they were advertising a phone for sale

that is it  
IT WAS FOR VERIZON A/E AND THEY ARE SAYING AT AND T SUCKS  
also the types of phones they have and the unique things that the cellular phones have in them. p- that's all.  
The commercial was telling me about the new applications the phone will have p i think it was trying to down play other phone companies and make Verizon look like the best option

THAT YOU WILL BE SORRY IF YOU GO WITH ANOTHER COMPANY THAT IS NOT THEM.  
I noticed that coverage is in all 50 states including Alaska and Hawaii. [p] The price of the phone is \$49.99 which I think is a really attractive price. It emphasized that when your friend's coverage is spotty, yours will not be if you have Verizon.

that they have a better coverage

There's a lot of features. w/e ne.

nothing else.

that you get a better signal

That AT&T has spotty wireless coverage

It talked about the different applications that the cell phone has,

The Verizon 3g coverage is 5x larger than AT&T/w/e/  
The 3G phone is a versa for only \$49.99.  
That they have better service around the areas and I would get wireless with Verizon Wireless much quicker than with other phone companies.  
They won't be no blackouts where you won't get service. you will be able to travel the world and you will still get service. a/e also, the phones are very

27581 How Verizon's 3G network is better  
than other 3G networks and better  
accessible  
28087 that verizon is the best service out  
there for anyone  
28306 that verizon has more 3g network than  
any others.

28780 That Verizon wireless is better than  
every other wireless company.  
28967 THAT THEY ARE BETTER ON  
COVERAGE  
advertisement for verizon that you look  
up where their stores are online and  
29760 they have more coverage.  
that verison has better coverage than  
30515 a&t  
that verison has a better 3g network.  
31272 w/e thats it.

31295 YOU GET MORE COVAGE  
that you can call your friends w/e can  
31305 call people with the same company  
verizon rocks because it has the most  
31359 coverage vs at&t.  
thatverizon has more 3d coverage than  
32207 competitors as at&t .  
to buy verizon. that its has a lot of  
32604 service

32923 nice  
The main message was that their  
phones are better that other service  
33743 companies.  
33978 it has coverage everywhere  
34089 verizon has better coverage

34227 to switch to verizon.  
that theres 5x the service on phone  
34647 and internet  
The phone service coverages [p] It  
covers everywhere that im going to be  
35181 [p] n/e  
35209 the service of verizon coverage

35353 That they have apps for everything you  
can have [p] n/e

35763 that verizon wireless has good 3g  
coverage  
That Verizon has good coverage.  
36054 Better reception than AT&T  
to use verzion they have better service  
and they say the area of signals is  
36513 better

advanced. More so than other companies where  
you don't get the fancier phones you just get the  
basic phones.

There are many different applications that can be  
used using Verizon's 3G network.

the phone are good price  
that the cell phone versa is on sale 49.99(P) nothing  
else.

They said that Verizon is faster and that they also  
have beter covergae according to the maps. they  
also run on 3g which is said to be faster.

IT IS BETTER SERVICE

easy to access. gps is easy to access. easy to  
access with the touch screen. a/e no

That verison is better in phones to

they have a new phone. w/e thats it.  
THAT THEY ARE BETTER THEN AT&T A/E  
NOTHING

that's it  
advanced technology. a/e it does everything  
sidekicked.  
that 3d coverage makes you can find alot from your  
phone and more get servives with verizon a/e no  
that verizon can prove they have good coverage  
with a map  
cheap

They also mentioned that Verizon has better  
coverage than AT&T.  
the prices  
that was it  
5 times more coverage then at&t. a/e verizon is the  
best. a/e nothing else.

that no other plan has that

All the coverage that Verizon gets over the nation  
[p] n/e  
no a/e nothing

That they have really goo service [p] they have  
good deals [p] the LG versa for only 49.99\$ when  
you sign up [p] n/e  
that there 3g coverage is supposedly the best but i  
do not really care about that because i do not use  
internet

They have 5 times more coverage. (a/e) no

that you can find maps on the vierizon service

36542 that verison has the best 3g network.  
w/e thats it.  
The main message in the commercial was that Verizon services are better than other phone service providers because they work anywhere in the U.S. when most phone companies either lose service.

36959 if i or anyone i know that doesnt have this plan when you should get it

37272 verizon has good 3g coverage.

37300 switching to verizon wireless because they have 5 times more 3g coverage

37447 w/e thats it  
That Verizon is better then AT&T.

38001 (better) They have great service.  
That verizon has more 3 G coverage

38236 than other services  
To tell you how to use the cell phone and how great the service is.

38639 i think the main message of the commercial was that coverage is five times better than the other companies.

38727 the verizon wireless coverage

39475 that they had more coverage than at&t

39635 it was good  
To switch from AT&T to Verizon

40783 Wireless.  
That Verzion wireless has good deals and a wide verity of coverage for cell phones.

41674 the verzion is a better deak than atand t pne

42064

42650

43005 About the 3G network.

43317 better coverage  
that verizon 3g service is better than at&t.

44046

44583 5 times faster.  
that verizon was the better company

44693 that provides coverage overall  
verizon has the best service cause it has 5x more coverage.

45095 3g coverage and the speed

45218 the coverage  
there is a map to see the coverage a map for the apps and maps to see your friends service

45637 their is maps for good coverage  
Something about Verizon. It is better coverage than AT&T.

46367 coverage but what is 3 g

46573 That verizon had better reception.  
that they have better coverage than at&t.

46871

47823 verizon has better 3g coverage than at&t

48106

you can get the lg versia for 49.99 i think. w/e thats it.

that most companies services are slower and that verizon has 5x's more 3G. than other leading companies

5 times worldwide 3g coverage anywhere A/O none  
it is better than at&t 3g coverage. a/e no

nothing else. w/e thats it

That Verizon is nationwide. w/e ne.  
It showed the cell phone that was available with the plan

They told you it's Verizon Wireless. w/e ne.

i also think that the other message trying to be conveyed was that were a lot of apps for this phone. more air time  
that you can get thte versa for \$49.99  
i like it  
There's different services that Verizon has compared to AT&T. w/e ne.

That they have good deals on touch screen cell phones.

verzion cover a larger area whi tou can call w/e pne  
Verizon is the carrier which has more coverage than the other carriers. a/e no  
that ATT has horrible coverage and you can pretty much get anything with verizon wireless  
that if you want to get a new phone you can get a brand new phone a/e no  
better coverage. nothing

no a/e nothing  
that at&t wireless does not have the best service and reception. a/e nope  
thats its better than AT&T coverage  
that others dont have the same coverage

that verizon has 5x 3g  
Its a verizon promotion  
They told about a Verizon phone but I don't know the name of it.  
verizon lets you call all over the country a/e no  
That At&t is not as good as verizon on service.

they have the best 3g coverage. (P) all

the lg versa for \$49.99

48212	the amount of verizon coverage nation wide	noting that verizon converage against other cellphone compaines a/e nothing
48658	Verizon is the largest 3g network company.	the versa cell phone is only \$49.99
49014	verizon gives good coverage.	they are reliable and good. (p) thats all i got from it. (P) all
49456	That Verizon has better coverage than other providers.	none
50689	advertisement to get people to switch to verizon	verizon has 5x more 3g coverage than any other network. (p) all
51196	The main message was that they have the best phone coverage.	They also mentioned that their service is superior to AT&T.
51355	verizon has more coverge then at&t.	theres more maps you can find on cell phones then you do with other companies. a/e more of a popular phone company. a/e cheaper phones. a/e nothing else.
51660	better coverge	they got maps of the coverage
52178	verizon has a map for almost everything,even when you are on the go.	verizon has 5x more coverage than at&t.
52737	That you can call more areas with Verizon than you can with AT&T.	Thats all
52941	To show that they are better than AT &T and provide more coverage in more areas	i dont know
53126	Verison has a lot of cell phone feTURES THAT CAN BE USED A LOT MORE PLACES due to their cell phone coverage map.	That verizon wireless is better because you have better reception. You can do the stuff you want because the reception is there.
53301	that verizon wireless has five times more 3g coverage than other networks	verizon is overall a better provider a.e no
53726	a.e no	THAT YOU CAN GET MORE MESSAGES WITH THIS COMPANY
53876	THAT THEY HAVE A CHEAPER PLAN THAT YOU SHOULD PICK	they have good coverage as well.
55097	basically that verizon wireless is great and you wouldnt imagine all the applications their phones have and how they are useful for us.	That you can probably reach your friends throughout the United States because there is 3G.
55134	To get the Versa phone because it has 3G and you have more coverage throughout the United States.	VERIZON HAS BETTER SERVICE THAN OTHERS
55321	THAT VERIZON HAS A CHEAPER SERVICE	the lg versa is 49.99
55777	that the coverage is awsome and that i can go anywhere and still be able to talk	they feel like they are very bold and they want to show that
55871	Verizon has the best service	they have better phone service than at&t a.e no
56438	verizon has five times more 3g coverage than at&t a.e no	the if your friends plan is not that good they can still help you out A/O none
57665	to have everybody switch to a better phone plan	at&t is not as good a/e and thats it .
58210	verizon has the best 3g coverage.	That it has it aps similar to at&t
58359	That verizon has better 3g coverage than at&t	it has great coverage
58704	that everyone should have verizon	A/E Nothing
58736	That verison has the best network available today.	at&t sucks
	verizon wireless service for the new	

versa phone  
 that verizon has a large coverage area  
 58831 across the united states  
 far more coverage nationwide with  
 59549 verizon.  
 verizon ha better 3g coverage than  
 59554 at&t  
 they have service every were in the  
 60376 country.  
 To buy the cellphone  
 60750 that verizon has a better coverage than  
 att  
 62958 the aps is 3 g its worldwide and very  
 63499 good  
 the main message there is a map for  
 that no matter what it is and they keep  
 showing the verizon map to show  
 where they are located and where their  
 63850 service is  
 switching freom my phone service to  
 64670 verizon  
 how the 3g is better than att and you  
 64878 get better service than att  
 The 3G Coverage works so well with  
 64899 Verizon.  
 that the verizon company says they  
 have more coverage than others.(P)  
 64976 nothng else.  
 65043 VERIZON COVERAGE  
 if your phone coverage is good verizon  
 66369 must be much better then others  
 that verizon has a good cell phone  
 66716 service  
 Its about getting more coverage with  
 68443 Verizon customers  
 verizon has more opportunities of  
 68475 getting coverage then the competitor.  
 that with verizon you get more  
 68481 coverage and you can talk more.  
 I think the provider of this phone  
 service was trying to inform the person  
 watching this about all the new  
 68809 application the new phone comes with.  
 verizon has more coverage then the  
 69615 rest  
 verizon has more 3g coverage than  
 71120 at&t  
 71458 verizon is the best cell phone company  
 that verizon has better coverage the att  
 71862 Verizon has awesome 3g coverage .  
 71903 switch to verizon  
 that verizon wireless has five times  
 more coverage in their 3g network than  
 72313 other providers a.e no  
 72840 verizon has a larger coverage than att  
 that the phone provider has 3g  
 72932 coverage and 5x the coverage then the

that verizon is a better phone service. (a/e) thats all  
 5x amount of coverage nationwide. a/e no  
 can get a new phone a/e , not really and all i got  
 out of it .  
 they showed a map of at&t service compeared to  
 verizon  
 To sign up for the cell plan  
 that they have 4g networks  
 they mentioned the price of the phone which is  
 49.99  
 that At&T doesnt have the same level, types of  
 service as verizon does  
 numer one you can get all over the united sates a/e  
 nothing  
 you can go anywhere and get service  
 The verizon will allow 3G coverage in more places  
 /we/ The 3G on the go is better with verizon.  
 nothing else.  
 THEY HAVE A NEW PHONE FOR 49.99  
 at&t is not the one to get A/O none  
 thats it  
 they have great deals the phone is a good deal its  
 49.99 its a Versa  
 your friends will miss out on the opportunities you  
 may have. w/e ne.  
 that verizon have better phones and service  
 Verizon is trying to get people to switch thier phone  
 p They were showing them that they can stay  
 connected anywhere they go.  
 the price of the phone  
 if you want to know your coverage they have a map  
 for that (a/e) thats all.  
 3-g is available best from verizon  
 nothing  
 at&t has inferior 3g coverage .  
 verizon has a map for everything  
 at&t isnt as good as verizon a.e no  
 they were also intridusing a new phone  
 nothing

	other ones	
73097	it was showing the areas that Verizon covered	no
73293	About switching carriers	That they have more coverage (a/e) They might have specials on phones
73822	that verizon has a new plan to offer	that they have better coverage than other cell phone carriers
74049	They have a new Verizon 3g phone.	The new technology of how the phone works. w/e ne.
75002	that verizon has more 3g coverage tha at&t	
76403	they cover alot of areas	that the also have really good deals on phones
76526	that verizon has the best coverage on the map	that noone else has as much coverage
	that it was the biggest 3g network. all other companies do not have that great of a network.	it had 5x 3g speed.and had better coverage than at&t
76706	the main message would be on the go and she is shopping so wherever she goes she will always have service	
78030	verizon has the best 3g coverage verses at&t	that the lg versa was 39.99. a/e no
79166	That Verizon has more coverage than AT&T.	to pay attention to where she is going because she will always get service where ever she goes
80182	that verizon wireless has better coverage than at&t w/e nothing	they have great deals on phones and its 5 times better
80421	to switch phone companies.	The other features of their phone, and that the price was reasonable.
80804	VERIZON HAS 5X MORE 3G COVERAGE THAN AT&T	that at&t customers are not as happy as verizon wireless customer w/e/ nothing
81036	the main message of this commercial was to get you to realize the great network that verizon has and how their coverage is good and better than any other.	you always have bars. w/e ne.
81369	"If you want to know about coverage, there's a map for that"	THEY SHOWED A MAP ON THE COVERAGE AND SHOWED A PHONE FOR49.99
81490	that verizon wireless has better service than ATT	
81643	Better coverage for verizon verses At&t.	there isnt anything else that they are trying to get across to.
81910	the messege was thaat verision wireless has more to offer than at&t.	There is 3G coverage with Verizon wireless
82328	They were promoting the coverage of the 3G network. And How wide the Coverage is	none
83009	the verizon has way better 3g coverage than at&t	Just that verizon is better than At&t. That's all.
83973	From what I saw in the comercial Verizon was trying to show people that thier service was the best and they had the least dropped calls.	Verision wireless has more to offer nation wide than at&t does.
84531	cell phone service	
84830	that verizon is the best service especially at & t	That they are better than their competition when it comes to 3G coverage
85045	that verizon has got better coverage than att	that they have a phone on sale as well
85562	THAT IT IS BETTER SERVICES	They were trying to tell the people that if they switch they will have great service p It will be a good value for the money you spend.
87249		it covers a good part of the country
		nothing
		that verizon has got a 4 g instead of the 3 g that att has
		THEY WILL HAVE BETTER CORVAGE



## THAN OTHER BRANDS

87414 To get you to try a new cell phonewith  
 good offers  
 that they have the best 3g network out  
 87695 there  
 that you get 5 times the coverage as  
 any other service provider, and that  
 88574 they have new things for new phones.  
 88797 that verizon have 5 times the coverage  
 Verizon wireless 3g cell phones have  
 90752 more coverage than at&t customers.  
 91666 verzion has better coverage  
 that verizon has the best cell phone  
 91832 coverage  
 That verizon's 3G networks runs 5 x  
 faster than at&t. It has apps for  
 location and restaurants. it also looks  
 91907 for people too.  
 telling you they have more coverage  
 93400 than anyone else. w/e thats it.  
 to change cell phone companies to  
 93944 verizon w/e it has better coverage  
 that it is a very good deal for your money  
 use verizon then another network  
 not to get at&t  
 that my other friends dont have the coverage like  
 that  
 A bigger range in the u.s. of the 3g coverage.  
 That ATT wireless wasn't as good as Verizon's  
 that they are better than att  
 That all people are on the verizon network than the  
 at&t network. The girl with at&t phone didn't work as  
 fast the verizon phone did.  
 nothing else. w/e thats it.  
 that they have maps that you can look at to see  
 where they have coverage a/e they are saying that  
 AT&T doesn't have that  
 94034 they have better and more coverage.  
 that verizon gives you better coverage  
 94148 than at&t  
 a 3G phone and the differences in  
 94848 coverage of verizon vs AT&T  
 95494 it gives great service everywhere .  
 95637 good cellphone service.  
 verizon wireless has a broader area  
 96263 than at&t.  
 96355 get a verizon phone  
 97361 that verizon has great coverage area  
 verizon wireless has the best 3g  
 coverage out of the cell phone services  
 97718 provided.  
 To me it looked like verizon was trying  
 to get users of other phone companies  
 98298 to switch sides.  
 how one phone plan is better then the  
 98536 rest  
 THAT VERIZON HAS MORE  
 COVERAGE ALL OVER THE  
 98951 COUNTRY  
 Trying to sell Verizon. Try to get you a  
 99084 new phone.  
 Verizon just offers better service.  
 verizon would show you where you get the best cell  
 phone service. at&t cant do this.  
 None  
 Has the best way to communicate .  
 that verizon is a better company than at&t. verizon  
 provides better service. a/e 49.99 phone lg phone.  
 the commercial told me that verizon is cocky.  
 none  
 that verizon has a better coverage area than most  
 phone services. (a/e) thats all.  
 use verizon wireless.  
 The comerial was focused of verizons good points  
 p it said that other phone companies had dropped  
 calls.  
 that you will be able to call from anywhere in the us  
 A/O none  
 THAT VERIZON HAS BETTER COVERAGE THAT  
 AT&T AND THAT THEY HAVE A GOOD DEAL ON  
 A NEW PHONE  
 It has a wide range 5 times more 3G than any other  
 phones.

# CONTROL CELL QUESTION 5

ID	Q5b	Q5c	Q5d
10287	there 3 g network is 5 times larger than the 2 klargest phone company whics is at ans t w/e pne	no attractive women use the phones; attractive women who use AT&T are really lonely and alone	the commercial showed maps to show you the coverge verzion had ove atand t w/e pne verison women gather together in popular/ crowded place; AT&T woman alone on a bench of the beaten path
10395	lots of applications for stuff; larger 3g network than AT&T because no matter where you go verizon wireless has service anywhere in the states.	verizon wireless number one.	verizon wireless service is the best of any service provider around. they show the network coverage several time in the commerical .
10867	they have the wider network than at&T . That it had a great 3g network with a wide area of coverage. The thing it didn't communicate was that I don't know what a 3g network is. It would have been nice to know.	NO	The commercial got me confused because I don't know what a 3g network is.
11162	It communicated that it has way more 3G coverage than AT&T.	no It also has more coverage than any other wireless providers.	The commercial showed the maps. The map has the covered states in red on the commercial ad.
11305	More citys and states are covered by Verizon.	The Verizon has a map to show you the coverage.	
11591	That they have better coverage throughout the United States.	No.	It showed you a map with the red areas throughout the United States.
11821	THAT ILL HAVE MORE VARIETY OF PLACES AROUND THE COUNTRY	NO, NOT REALLY	THE SPOTTED NATION because they are looking at pictures of different things things on her phone.
12055	verizon has more coverage than at&t.	3g network.	
12696	that they offer 5 times more coverage than anyone else they have five times more 3g coverage.	nothing else	they kept showing the map it said that verizon has five times 3g coverage. p- thats it.
13145	It showed on maps how spotty a t and t was on their coverage.	nothing else. the map on verizon was almost completely covered.	The maps showed the coverage in red. it showed a red map of 3g coverage
13335	that it has the best 3g coverage	no nothing else	
13450			they kept showing the maps of the U.S. they showed the coverage.
14860	the 3g service.	that is it	
15487	basically that it has more coverage as far as	that is pretty much it.	the united states map that it was pretty much covered in red
15651			
15741			
15952			
16502			
16535			
17240			

	nationwide. w/e nothing		which indicated the sites that verizon covers.
17506			
17804			
19666			
20936	they have better corvage than at&t	nothing else	the phone shown you the maps of the two and that they will have better services
21269	That it is better than AT&T's coverage. They said that they have a better 3G netowork.	They also have more places with better phone reception.	They show me some maps and the different coverage around teh country.
21576	That it has the best coverage	no	it has othe maps that show the coverage all over the untied states
21639	it seems to be better than at&t	and they can prove it with maps	they say so they say they have a map for best coverage they say at&t does not that was pretty specific with the girl on the bench with her at&t
21898			
22008	THAT THERE SERVICE IS BETTER	A/E BETTER THAN A T AND T	THE MAP AND THE POOR SOLE SITTING ON THE BENCH LONELY WAITING FOR HER DATE
22098			
22499			
23685	THAT IT WILL COVER YOU KNOW MATTER WHERE YOU ARE IN THE WORLD YOU WILL BE COVERED.	IT LET YOU KNOW THAT YOU WILL BE ABLE TO TALK TO ANYONE ANYWHERE INTHE WORLD AND THAT YOUR CALL WILL NOT BE DROPPED.	WHEN THE GIRL WAS WALKING DOWN THE STREET AND THE FEATURES STARTED COMING OUT OF THE PHONE.
23731			
24290	that they had better service	all i saw was the map they said something something we have a map for that	it showed a map
24489	That there's a map for everything.	no	They showed the maps for different things.
24595			
25030	that they cover more areas then the other phone service	nothing	they showed a map and pointed out the area
25325	That it has 3 times more wireless coverage than that of att	the price, and the new phone	the map and the new phone
25484	How well the coverage is good coverage and how good the APS	Nothing. The 3G Versa cell phone is \$49.99	It showed a picture of the APS of the machine and a picture of the United Stated shopwing the coverage.
26588	5xmore than AT&T		The picture.
26646	It is better and it is quicker for the wireless than other companys phone.	No.	It gives you full coverage any where you go and it shows maps for everything.
27405	that they were an advanced network, and if you are looking for reliable phone	just that they are a well known company, and you can see that there service	it showed the reliability in the phones, and also, it showed me the satisfied customers that are

	service they are the ones to go with.	comes in crystal clear with other features on the phones.	already using the service how happy they are.
27581			
28087			
28306	Yes, that they are much faster than any other wireless company and taht they hav ebetter coverage and		
28780	services. THAT THE OTHER SERVICE ARE SPOTY AND THEY ARE BETTER AT	They have 3g coverage.	They show me these maps that where compare to AT&T.
28967	COVERAGE	NOTHING	THE AT&T PERSON HAD NO SERVICE they showed they were access and find something on the map very fast. anywhere she walked she did not have to worry about signals because she had it. it said coverge throught the comerial
29760	that it is wider range and you can get it almost anywhere. that it better than any other	saying that at&t does not have that coverage they have more blocks.	
30515	coverage	no	
31272	they had a better 3g network. w/e thats it. THAT THEY HAVE MORE NETWORK COVERAGE THEN AT&T	nothing else. w/e thats it.	they show a map. w/e thats it.
31295		NOTHING	THE MAPS
31305	that it has some of the best coverage best coverage nationwide it showed the u.s. and alaska and hawaii are part of it.	that is it	it had the picture of the u.s. and it had the red dots to show what was covered. mention the 3d coverage and the 3d maps and the girl on the go .
31359	its better and get service in more places .	no	
32207			
32604			
32923	They mentioned that theyre 3G service is better than AT&T.	Nothing else.	The commercial showed a map to show the actual coverage.
33743			
33978	better coverage	thats good	the map
34089	fve times the better coverage then at&t.	verizon has low prices. a/e no	the five times more better 3g service then at&t
34227			
34647			
35181	that it is better over At&T's coverage	no a/e nothing	it showed the map coverage
35209			
35353	it said it's 3g coverage was the best	that it had 5X more 3G coverage than att&t but who cares if you can't get any regular service	it showed maps of the commercial and showed people using their phones It showed a map of their coverage area and it pretty much covered the US
35763			
36054	It said that they have the best 3G coverage in America	no	

		that they have good service and that you can use your phone in a lot of locations	
36513	that they get more coverage then other cell phone services		they showed something and then they said it
36542	that they have better coverage than at&t. w/e thats it. Verizon wireless coverage is on the map and that other wireless services (AT&T) dosen't have coverage as much as verizon	nothing else. w/e thats it.	the map they showed. w/e thats it.
36959		Don't know	don't know
37272	5 times as more coverage	no	cause of the plan they got they said your friends 3g coverage was not so good. do you what your friend cannot get coverage like you have.
37300	it has alot coverage.	better than at&t.	they showed the phones and maps. and they showed the happiness but for at&t customer she looked sad and alone because she had no coverage.
37447	That it is 3g and it has a map. w/e thats it	just advertising more 3g phones, the new versa for a low price. w/e thats it.	It showed a red map of the United States.
38001	They have great deals. w/m They offer mail in rebates.	Verizon has great service in the whole United States.	The US map showing the coverage of verizon compared to AT&T
38236	That it has more 3G coverage than AT&T.	that the coverage is nationwide	
38639			
38727			
39475			
39635	that they had more coverage than at&t	that at&t 3g service is spotty	the maps with the red dots
40783			
41674			
42064			
42650	it has awide stimulates wre they have coverage w/e pne	no	the verzion has a wider coverage area tham other wireless companies w/e pne they showed other carriers like at&t, and at the end they showed verizon which covers all areas, and compared between verizon and the others.
43005	The coverage of verizon, it covers more regions. that it has great coverage everywhere and cheap	nothing else.	it showed a map of the coverage and showed 2 or 3 different applications
43317	phones that it is the best in the country and have coverage in every state .	nothing	they showed the maps and showed the red map compared to the blue map .
44046		no.l	
44583			
44693			
45095	that it works in the majority of the states but in at&t it does not.	no	it was showing the map. it was showing all the coverage that it had.
45218	th price the accurCY SHOWED THE MAP WITH A	NO	THE SHOWED THE MAP WITH THE DIFFERENT

	WIDER RANGE OF COVERAGE		LOCATIONS ON IT
45346	that you get more coverage than any other service	you pay less	they showed the map
45637	that they have the best coverage in the country	3g and the map showed me the coverage	they showed the map of covarege
45687	That it has more coverage, They say that AT&T has spotty covberage and Verizon doesn;t.	Nothing	It showed a map with a bunch of red spots on it which showed it had more coverage.
46367			
46573			After they said that Verizon said that they had a map then At&t said that they have a map too.
46871	They had a plan going on that is like 49.99.	They have a map.	they showed a guy walking around all over the place using his verizon phone and getting servise everywhere.
47823	that they have the best 3g coverage.	no,not really.	the map of the US practically covered in red representing the coverage
48106	5x more 3g coverage than at&t	sale on the lg versa	
48212			
48658	The largest and the most covered service .	the versa cell phone is selling for \$49.99	The graphic mapp and the price.
49014	you get good 3g coverage.	that is all i took from the commercial.	the guy was walking around to a whole bunch of places using his phone.
49456			
50689	they have 5x more coverage. That it has more coverage in the country than any other service provider.	they have a map for just about everything.	they was showing a girl walking and using her phone to find different maps for things.
51196		They also mentioned that they are the fastest one. five times more popular coverage then at&t. a/e better then at&t, cheaper.	They showed the coverage map.
51355	moe popular.	a/e no	its popular.
51660	better coverge	dont go to at&t	the coverge maps
52178	it has 5x more coverage than at&t.	not that i really remember.	it said in the commercial that verizon works greatand why you can make plans while you are on the go.
52737			
52941	They have coverage all over the United states	i don tknow	They said " ...with the most coverage...." abd it displayed a map of all the states where service is provided
53126	It is the widest available. it showed a red coverage map for the 3g network a.e no	At&T was less available.	The at&t customer sitting on the bench looked at her cell phone with loathing.
53301		nope. a.e no	it showed a map of the verizon coverage a.e no
53726			
53876			
55097			

55134			
55321	they pretty much dominate		
55777	the coverage	thats it	they showed all their hot spots
	that it has much better		
	coverage for the 3g network		
55871	a.e no	no thats all a.e no	the 3g map a.e no
	5 times more coverage when		it showed me that it had a map
56438	any phone out there	not at all	for everything
57665	that there clearly than at&t.	no	there 5 times more coverage .
	That its better coverage than		it basically says it has better
58210	at&t	Nothing else	coverage than other cell phone
58359			companys
58704			
			they show you the map about
			better coverage they show you
			the new versa phone as well as
			the fact that they have better
			coverage than anyone else and
			that at&t coverage sucks
58736	that they have a wider		
	coverage nationwide than		
58831	anybody else	not that i can think of	
			it showed map it showed
			almost the whole country
			covered with 3g coverage.
59549	5x 3g coverage nationwide	no	
	with verizon.		
	has 5 times motr 3g coverage		
59554	than at&t.	no	said it directly
	that there is service every		
	were they evejn showed a		
60376	map compering with at&t	there five x 3g	the map and that was it thats all
		And that the cell phone	they showed
		was on sale	
60750	That it was better at verizon		maps and at&t's maps
	they communicated that they		
	have a better coverage than		
62958	att	thats all	it showed the map that was
63499			almost all red
	that they have a large		
	coverage area, they showed		
	the map, the showed the		
	coverage area, they have		
	applications that you can		
	reach from wherever you are.		
63850		that their coverage is	they show you the map with the
64670		better than AT&T and that	red dots that are the service
64878		they have a phone for	areas for verizon
		49.99	
	5x more than the AT&T	The verizon 3G on the go	
64899	Coverage.	works better.	The map for that scene .
			and it showed the map in red
	the map showed the		that was verizon and the blue
	coverage all over from		was atat didn't have much
64976	verizon.(P) nothing else.	no nothing else.	coverage.
	LARGES 3G NETWORK	THERE IS NOTHING	
65043	COVERAGE	ELSE	IT SHOWED A MAP
66369	that its the best out there	not that i know of	the 5 times 3g coverage
66716			
	it has a wide range of		
68443	coverage	no	they specified they have more
68475			coverage over AT&t
68481	they did not show a map of	verizon have a better	i saw a large map when they

	the amount of area that att serve but they did show a large area of coverage that verizon serve their customers	service then att to me	were talking about the coverage and the coverage area was in red.
68809			
69615			
			it showed a picture of the united states with red covering the coverage areas
71120	they have a map for that	nothing	it had a map for coverage
71458	more about 3-g	nothing	
71540			
71862			
71903	3g	?	switch to verizon wireless
	that its got better coverage	thats all i thought it got	it showed a map of the verizon
72313	than at&t a.e no	across a.e no	3g network map a.e no
	that it has a larger range than		becuase that is what the
72840	most networks	there is nothing else	commercial showed
72932			
73097			
73293			
73822			
74049			
			it showed maps of how much
75002	that it has more 3g coverage	no	3g coverage they really have
			because they showed a map
	that they have five times		with all the areas that are
76403	more coverage	nothing	covered
	it showed a map comparing		
	at&t with verizon and it has 5x		it showed the coverage on the
76526	3g	it showed a map	map compred to at&t
	that it was the biggest 3g		it showed a map of their 3g
76706	network.	nothing	network.
78030			
	that it has the best 3g		its map and the really sad at&t
79166	coverage	no	person
			The information showed that
		The person who had the	they have more coverage, and
80182	Verizon coverage is more	AT&T phone was	demonstrated the difference in
	than AT&T.	disappointed.	the two cell phone customers.
	that their is a map to show		
	me how much courage		
80421	verizon has w/e nothing	no w/e nothing	the map of everything
			They showed the apps when
			the girl was walking and they
			said it's better to go to Verizon
			because you always have
80804	You never lose it.	They have apps in the	service.
	THAT IT HAD MAPS FOE	phone.	THEY TOLD ME ABOUT
	APPS AND COVERAGE		THERE 5X MORE 3G AND
	AND THEY GOT 5X MORE		AND SHOWED A MAP WITH
81036	3G	THEY HAVE A PHONE	RED DOTS SHOWING IT
	their coverage is very good	FOR SALE	
	and has the best 3g coverage		their coverage has a better 3g
81369	to my point of view.	nothing else.	coverage.
81490			
	its got the worlds largest		just the little map they showed
81643	coverage area	no	with the coverage area



81910	That it has got a better coverage, 3g coverage.	no	Seeing the red map verses the blue for At&t it only mentioned the price of the phone. it did not mention what the cost of anything else was monthly.
82328	it said the phone was \$49.99. How Wide that thir Coverage was on the 3G network	no.	They kept Showing the Map on the 3G network VS thew competition.
83009	compared to AT&T it said it had the best 3g coverage out of all the other carriers	That they had a special on one of their phones	
83973		in fact it has twice as much as the next leading carrier	it showed a map of the coverages
84531			
84830			
85045	that verizon has more coverage nation wide with a faster 4 g server	that att pretty much does not have it	they showed the map with the coverage they have with the 4g plan
85562			
87249			
87414			
87695	that they want your service	boost there 3g network	how other network cant compare there 3g network then antone else it showed an at&t phone with little coverage, it showed at&t at the bottom
88574	5 times greater coverage than anyone else	not to go with at&t	
88797			
90752	The map showing coverage all over.	The cellular phone at the end, lg versa. That you have 3x the coverage over ATT	I don't remember. she was sitting and she had cell phone coverage while the at&t customer did not.
91666	That its nationwide that they have better		It showed it, in print that they have a map that shows all their coverage
91832	coverage than other networks	thats it They have phones on sale. They great family packages. Qualifing customers get free upgrades.	
91907	That majority of the U.S is covered by verizon's network. It showed the map of at all that is covered by verizon. that it is better than everone		Join verizon to get the free 3G network for 49.99. They have better phones than at&t. the map they showed. w/e thats it.
93400	elses. w/e thats it. they is had good coverage w/e five times better coverage than AT&T	nothing else. w/e thats it.	
93944	That they have better	that's it	the red maps w/e how big the calling areas are They showed a map with more coverage.
94034	coverage.	nothing that there is a map that you can look at to show you where you get the best coverage.	it showed the map several times in several different circumstances. The two maps of the different coverage areas
94148	you get more covarge from verizon than at&t		
94848	That it has a larger coverage area than AT&T	no	
95494			
95637	they were talking about 3g whatever it is that we wanted to do verizon had a map for that.	they could provide whatever service we were looking for.	the little catchy phrase that said we have a map for that. they showed the picture of the map with the red dots on it.

96263	that it has broader coverage area in red than at&t in blue	w/e thats it	it had a map of the united states.
96355			
97361			
97718	it has better 3g coverage than at&t.	no.	3g coverage maps.
98298			
98536	5 times the coverage anywhere in the us	nope	so i would buy it THEY SHOWED A MAP ON THE COVERAGE OVER AT&TS
98951	ABOUT THEY HAVE 5X MORE 3G THAN AT&T	THEY GOT A NEW PHONE	Because it had the areeaa on the map more fully covered.
99084	It covers a large area,	Nothing.	

# CONTROL CELL QUESTION 6

ID	Q6b	Q6c	Q6d
10287	it has 5 times less coverage than verizon w/e pne it sucks compared to Verizon as the V's 3g network is broader (though the commercial never showed a map of AT&T's network with which to compare)	no	the maps showed the difference between verizon and at&t w/e pne
10395		no	showed lonely AT&T girl with no service
10867	its notice able and tackie.	its not comfortable with the costumer.	the lady on the bench.
11162	the network is worse than the verizon .	no	the other friend who did not go to the party was the one who had at&t.
11305	Coverage was not as good as verizon.	no	It really just said it. It did not show a map. It should have shown a map.
11591	The commercial communicated to me that AT&T has bad service coverage compared to Verizon Wireless.	It said that they dont always have coverage.	They showed the girl sitting at the bench who did not have service. the ad in the commercial said so .The united states map is showing the states that are colored in red for the representation of a Verizon 3G coverage.
11821	The cell phone 3G coverage is so spotted and there is a map for that with Verizon 3G .	your wireless 3G phone works with more coverage by Verizon.	
12055			
12696	It said that they do not have a good coverage.	no	It showed me a map of the United States.
13145			the girl was sitting on the bench waiting for a phone call and im assuming that she had at&t and could not get service with her phone.
13335	it doesnt have as good of coverage as verizon does.	thats all i remember.	
13450			
14860	that they dont have as much coverage	nothing else	because they said they dont have as much coverage as them
15487			
15651	the map for them was not as much as verizon.	thats all I remember. that there customers are unhappy because of it	the two maps. one for verizon and one for a t and t.
15741	that it has half the coverage of verizon		it showed a map of thier coverage and then a picture of an at&t customer looking sad
15952			
16502	was not as wide spread as verizon.	that is it	they said it. the way the girl was sitting there she was dissapointed because she could not make the call.
16535			
17240	they were spottier. AT&T doesnt cover as many areas as verizon.	besides the sad little girl sitting on the bench no	the young woman sitting on the bench waiting on her friends to call, she was all alone and the people that had verizon got

			together and were having lunch, coffee or whatever, it was a bistro.
17506			
17804			
19666			
20936	That they sick and they do not have such a good coverage as Verizon.		They show me a poster, no, a map or diagram of the nations coverage system.
21269	That the coverage is onot that good with at&t	nothing else	The maos they showoed with the spots
21576	that at&t does not have the coverage that verizon does	no	the forlorn lady on the bench who does not have good coverage
21639		can't think of anything else	
21898	AT AND T COVERAGE IS NOT AS GOOD OR WIDE AS VERIZON		
22008		A/E NO	WELL THE MAPS
22098			
22499			
	NOT TO EVER GET A PHONE FROM THEM BECAUSE IT WILL GO OUT ON YOU.	HER PHONE WAS DEAD AND SHE COULDN'T MAKE ANY CALLS OR RECEIVE ANY.	SHE WAS LOOKING AT HER PHONE LIKE SHE WAS TRYING TO MAKE A CALL BUT IT WOULDN'T GO THROUGH TO HER FRIENDS.
23685			
23731			
24290	It's not as good as Verizon. w/m Verizon has more features then AT&T.	no	They showed the maps and the service.
24489			
24595	the showed there coverage which was not as much as verizon that it has spotty coverage	nothing	i saw it on the map the map and the girl on the bench
25030		no!	
25325	It was not good .	Nothing	It said AT&T coverage was small.
25484	5x smaller than Verizon.	no 3G phone offer	Nothing to show or offer.
26588	That AT & T is slower than other wireless connnections.	No.	It just shows the map and it said that it was slower.
26646		also, the various locations you can travel and still receive bars on your phone, which is hard to do.	it showed the reaction of the satisfied customers, also the features being used on the phones.
	That the other cell phone service is not advanced and reliable when you want to make a phone call.		
27405			
27581			
28087			
28306	That they are not as good and have less overage areas compare to Verizon wireless.	They dont have 3G and Verizon does.	They show me some maps with diagrams.
28780	THAT THEY HAVE POOR SERVICE	NOTHING	THE LADY SITTING THERE WITH NO PHONE SERVICE
28967			the one girl is walking and has the service and the other girl is sitting on the bench and her phone is not working and it had a little sign
	saying it has more blocks and dead zone areas than verizon.	nothing else	
29760			

			there that said it was at&t coverage. the maps they showed
30515	that its not as good as verisons	no	
31272			
	THAT IT WAS NOT AS GOOD AS VERISON	NOTHING	THE MAPS
31295			
31305			
31359	it was spotty.	that is it	it said it. so the girl sitting with no coverage
32207	does not match up to verizon.	no	
32604			
32923			
33743			
33978			
34089	limited 3g area	no	a map
	that verizon has 5x more 3g service then at&t.	nothing else.	the girl sitting on the bench.
34227			
34647			
35181			
35209	it is not as good as Verizon	no a/e nothing	again by the map coverage
35353			
	yeah it said it had good 3G coverage	no	it showed a map of the coverage
35763		no	It just said it
36054	That there is not that much of it they have coverage but not as much	nothing	the map
36513			
36542			
			the commercial showed exactly where verizon is covered
36959	it dosen't cover around the map	no	
37272			
	was not as much coverage as verizon.	no	it do you wonder why your friend cannot get coverage like you do.
37300	that they don't have any coverage and it is bad.	thats it.	the maps full of the red to show you the coverage.
37447			
38001			
		That Verizon's was better	It showed a map of it coverage and a woman who was not able to use her phone with AT7T
38236	That it coverage was low		
38639			
38727			
39475			
	that at&t didnt cover as much as verizon	that at&ts 3g service is spotty	the maps with the red dots
39635			
40783			
41674			
42064			
	it does not have the same kind of civerage like verzion does w/e pne	no	the gerography maps of the coverage w/e pne I think I saw a logo for at&t and the comparison with verizon. w/a they just mentioned it in my mind I am thinking that they are comparing.
42650			the girl looked depressed it showed the blue map was not complete in every state .
43005	that it's part of the 3G network.	nothing else	
43317	it has bad coverage	nothingq	
	that there 3g coverage was not that great .	no.	
44046			

44583	that At&T was not as good as verizon when it came to overall coverage		
44693		no a/e nothing	showed the map of verizon's coverage it compared verizon to at&t based on the coverage. the girl on her phone and she tried to use it and there was no reception. they showed a lady on the go while she was using her phone they showed the map and on the bottom they had some words they showed the map again the maps and the coverage
45095	it mentioned that it is not as good as verizon.	no	
45218	That Verizon is 5 times faster	no	
45346	that it was spotty	nothing else	
45637	that there coverage is not good	no	
45687			
46367	It was spotty	Nothing.	The woman sitting on the bench all by herself.
46573			
46871	That your friends might not have as good of a service as Verizon. it ciommucated that a girl was sitting on a bench trying to use her at&t phone and not getting service..	I am not sure.	It had a girl sitting on a bench and she did not have any service.
47823		no,that is all.	because the girl on the bench couldnt get any service. the verizon map covered in red juxtaposed to the at&t map with few spots of blue
48106	it's not as good as verizon wireless'	dont think so	
48212			
		The AT&T customer is left setting on the bench at the curb side With limited coverage and the lowest 3g network .	
48658	The cell phone coverage is not as large.		The spotted map is almost empty .
49014	that it doesnt have as wide of a range.	thats all.	a girl was messing with her phone and it wouldnt work. it did not show anything about AT&T
49456	That it is spoty.	no	the girl sitting on the bench not being able to get service on her at&t phone.
50689	they you cant get coverage in certain areas.	they said that they have spotty coverage.	
51196			
		hat verizon is 5x better. a/e more expensive. a/e communication is worse. a/e nothing.	
51355	its worse the verizon.		your friends are in the shadows because verizon is better. the person waiting on the att&t coverge
51660	bad coverage	slow yes,a girl is trying to use her phone but cant get any service.	the girl not being able to use her phone because it wouldnt work,didnt have the coverage.
52178	that at&t has spotty coverage.		
52737			
			They also displayed a map of there service areas and it wasnt as much as verizon
52941	That AT &T has lass coverage in the U.S.	no	

		You can not get the stuff done that you want to get done as easily as with Verizon.	The At&t customer on the bench verses the verison customers. They couldn't get stuff done and they looked at their cell phones loathingly verses the verison that could get things done.
53126	It was poor.		
53301			
53726			
53876			
55097			
55134			
55321			
55777	at&t isnt up to the standards of Verizon	no	the end of the commercial they compare the hot spots of verizon to AT&T
55871	that its not as good as verizons 3g coverage a.e no	no thats all a.e no	at&ts map had a lot less coverage a.e no
56438			
57665	that is poor and unreliable .	no .	they showed the map of verizon good coverage.
58210	Thats its weaker than verizon	no there is nothing else	She looked happy her service
58359			
58704			
58736	it sucks	no	somebody sitting at a park bench looking like someone peed in her wheaties
58831			
59549	lack of coverage in certain areas. that has 5 times less 3g coverage	no	the woman sitting on the bench and the phone not ringing.
59554	than verizon	no	siid it directly
60376	that i dont have as much coverage that verizon	that they have 5x 3g And the verizon map's were nation wide	it shoed it on a map and the screen
60750	At&t's maps where small		The maps from verizon vs. at&t
62958	it said that the att coverage wasnt as good as the verizon coverage	thats all	it showed the big bright red map
63499		that it doesnt have access in as many areas	
63850	that is not as good as verizon		the map. "there is a map for that"
64670			
64878			
64899	The verizon has a mapp for why the AT&T 3G covreage is so spotty.	The 3G phone is on sale \$49.99	The price tag.
64976			
65043	THAT IT WAS WEAK	THAT VERIZON IS BETTER	IT SAYS ITS BETTER THAN MOST NETWORKS
66369			
66716			
68443	its inferior to verizon	no	they were saying they give more to the customers as far as places you can call
68475			

68481	it did say something i guess i did not pay too much attention to att they are a rip off company	nothing	the showed it in pictures and with a explanation
68809			
69615			
71120			
71458			
71540			
71862			
71903			
72313	that it wasn't as good as verizon's a.e no	no thats all a.e no there is nothing else	it showed a girl on the bench without friends because her network wasn't working a.e no it they compared the networks coverage maps
72840	that it was weak than verizons		
72932			
73097			
73293			
73822			
74049			
75002	that it has way less 3g coverage than verizon	no	the maps it showed because they showed a girl sitting looking at her phone like she couldnt get a signal the map that was covered in red compared to at&t's map that had barely any blue spots.
76403	they dont have the coverage like verison does	nothing	
76526	that it doesn't have as much coverage across the country it was not as good as verizon the coverage was not as widely spread.	nothing	
76706		nothing else	they showed the girl with at&t with her head down.
78030			
79166	its 5 times less than verizons 3g coverage	no They showed the other features of the phone, the price, and the communication feature.	theres a girl who looks like she just sat on a peice of gum and was very upset  It was demonstrated between the two customers. The AT&T customer was disappointed that her phone didn't have all the features for that price. the lady sitting on the bench holding her as if she couldn't make a call The girl was sitting on the bench looking around.
80182	It wasn't as good as Verizon's coverage.		
80421	their cuustomers aren't as happy as verizon	no	
80804	They never have service.	no THAT VERIZON HAS A MAP TO SHOW YOU AT&TS COVERAGE	
81036	THAT THEY DONT HAVE GOOD COVERAGE		THE MAP AND TOLD ME THEY GOT 5X MORE 3G
81369			
81490			
81643	yea, they suck, they dont get as good of signal and service	no	the map that showed the coverage It is 5 times better than At&t 3g coverage.
81910	It doesn't cover as well as verizon.	no	



82328			
83009	How small their coverage was compared to Verizon	That they had a map for the AT&T coverage also not even a close second	They repeated it consistently
83973	that it was not as good as verizon		it showed a map
84531			
84830			
85045			
85562	that it does not cover as much as verizon	that they dont have the 4g	it showed the map
87249			
87414			
87695	that there not the best	nothing at all	nothing
88574			
88797			
90752	That they have less coverage than the verizon wireless 3g network.	no.	no.
91666			
91832	their coverage is lower than verizon	thats it	the map is more red for veriozon
	That at&t doesn't cover as much as verizon. I t showed the girl sitting on the bench with the at&t phone.	No there's nothing else I can comment on about at&t.	it said not ot get at&t because, the coverage is not as good as verizon.
91907			they showed the girl on the bench and it said at&t costumer next to it. w/e thats it.
93400	there coverage was not as good. w/e thats it.	nothing else. w/e thats it.	the lady sitting on the bench w/e she was sad because she wasn't getting her calls
	that their coverage is not as good w/e it has bad service w/e it's not as good as verizon	that's it	Because Verizon soes not have an area that has an area you cannot get service.
93944			
94034	Not as expensive.	Nothing.	
	at&t would not show you a map that would show you where you get the best coverage.		the woman that was sitting on the bench that she looked lost.
94148	That it's coverage wasnt as great as verizons	no.	the two maps with the different coverage areas
94848		no	
95494			
	it said that it could not do the same thing as verizon. it should the girl on bench that was waiting for her friend and it looked like her friend did not show up because she did not have a map for that.	that is it	because the girl was sitting there all alone and they did not show the map with the red dots.
95637		w/e thats it	the chart that they had
96263	it has less coverage than verizon		
96355			
97361			
	That it doesn't have as good 3g network as verizon.	no.	3g maps again.
97718			
98298			
	that it wasnt to good as the verizon plan	nope	sayed and showed me some stuff that would make me wanna buy it
98536	THEY SAID VERIZON HAS MORE COVERAGE AND		
	SHOWED A MAP	NO	THE MAP AND IT SAID THEY GOT A NEW PHONE FOR 49.99
98951			

99084

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APPENDIX E

STORYBOARD FOR TEST COMMERCIAL

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**verizon**wireless

TITLE: "MAP FOR THAT VERSA-REV" :30  
PRODUCT: BRAND

CODE NO.: YVWN-9055000



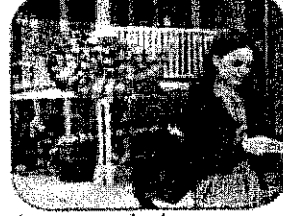
ANNCR VO: If you wanna know why your 3G coverage



works so great



on Verizon Wireless,



there's a map for that.



Or why you can make plans



on the go at 3G speed.



There's a map for that.



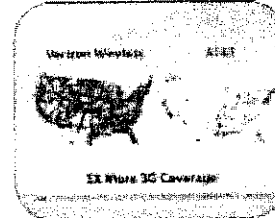
And if you want to know why



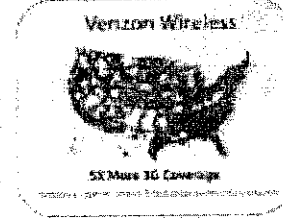
your friend's 3G coverage is so spotty,



there's a map for that, too.



Yep. With 5X more 3G coverage than AT&T.

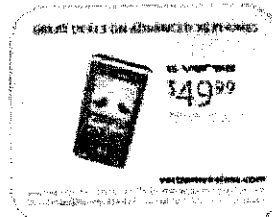


there's lots of reasons to switch to Verizon Wireless.

SOURCE: Comparison based on square miles covered with 3G Voice & data service available over 3G coverage area.



Now get great deals



on 3G phones



like the LG Versa for \$49.99.

SUPERS \$149.99 2 yr. price. \$100 mail-in rebate credited. New 2 yr. activation req'd.  
SUPERS Selects Customer Agree. Calling Plan up to \$175 activation fee. Other charges & restrictions.  
Coverage not available everywhere. Network name & coverage maps at vzw.com. Screen images simulated.

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APPENDIX F  
CODING OF RESPONDENTS

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**ID NUMBERS OF TEST RESPONDENTS WHO TALK ABOUT COVERAGE**

10128	32415	57214	80487
10269	32827	57710	80858
10377	32864	59103	81282
11229	33302	59355	81298
11578	33835	59546	82003
12450	34488	61044	82033
12923	34566	61366	82184
13004	34903	61505	82206
13252	35058	62188	82906
14245	35087	62356	82909
14280	35772	62391	84335
15031	35815	64323	84517
15493	36064	64393	84577
15607	36789	64434	84637
15793	36860	64961	86380
16427	37246	65211	86725
18238	38673	65655	86849
18716	39319	65955	87175
19025	39507	66214	88028
19055	39569	66237	89333
19179	39975	66813	89936
19672	40395	67901	89965
19686	41060	67995	90766
20199	42167	68456	91320
21045	46393	68464	91771
22413	46551	68714	92480
24184	46744	69016	93588
24442	46919	71080	93676
24789	47154	71471	93802
25377	47233	71709	94732
25491	47339	72463	95147
25932	47730	73066	95704
26859	48518	73621	96011
27511	50257	73719	96063
27784	50343	73762	96900
27847	52340	74399	97006
28553	54385	75192	98254
28928	55200	75415	98553
29089	55650	75926	98695
29191	55827	76228	98880
29404	56282	78129	99052
29837	56462	78276	99909
30528	56516	78918	
31947	56713	79650	

**ID NUMBERS OF TEST RESPONDENTS WHO MENTION THE MAPS**

10128	29404	55827	75926
10269	29837	56282	78276
10377	30528	56516	78918
11578	32415	56713	79650
13004	33380	57214	79722
13252	33835	59103	80487
14245	34488	59355	80858
14280	34566	59546	81298
14564	34903	61044	82003
15031	35058	61505	82033
15493	35087	62188	82184
15607	35815	62356	82206
16427	36064	62391	82906
18238	36789	64393	82909
19025	37246	64434	84335
19179	38673	65211	84517
19672	39319	65655	84577
19686	39507	66214	84637
20199	39569	66237	86380
21045	39975	66813	86725
22007	40395	67901	86849
22413	41060	67995	91771
24184	46393	68456	92480
24442	46551	68464	93588
24789	46744	68714	93676
25377	46919	69016	93802
25491	47154	71080	94732
25932	47233	71471	95147
26859	47339	72463	95704
27511	47730	73066	96011
27784	48518	73364	96063
27847	50257	73621	96900
28553	50343	73762	97006
29089	54385	74399	98553
29191	55200	75192	99052
29298	55650	75415	99909

**ID NUMBERS OF TEST RESPONDENTS WHO MENTION 3G**

10128	34488	55200	74399
11229	34566	55650	75192
11578	35058	56462	75415
12923	35815	56516	78129
13004	36064	57214	78276
14245	37246	59447	78918
14280	38673	59546	80858
15493	39319	61044	82184
18238	39507	61366	84637
18716	39975	61505	86380
19025	41060	62356	86725
20199	42167	64323	86849
22007	43808	64393	87175
24184	46393	64434	88028
24789	46551	64961	89333
25932	46744	65655	92480
26859	47154	65955	93802
27511	47339	66214	94732
28553	47730	66813	95147
28928	48518	67901	95704
29404	50257	67995	98254
33302	50343	71471	98880
33835	52340	73066	99052



**IDS OF TEST GROUP RESPONDENTS CLASSIFIED AS MISLED IN OPEN-ENDS**

10377	56282
13252	56713
15031	65211
15607	68456
16427	68464
19179	69016
19672	71080
19686	72463
21045	73364
22413	73762
24442	75926
25377	79650
25491	80487
27847	81298
29089	82003
29191	82033
29837	82206
30528	82909
32415	84517
34903	84577
35087	91771
36789	93588
39569	93676
46919	96063
47233	97006
54385	98553
55827	99909

**IDS OF TEST RESPONDENTS THAT MENTION COVERAGE IN MAIN/OTHER**

10128	33302	59103	80487
10377	33835	59355	80858
11229	34488	59546	81298
11578	34566	61044	82003
12450	34903	61366	82033
12923	35058	61505	82184
13252	35087	62188	82206
14245	35772	62356	82906
14280	35815	62391	82909
15493	36064	64393	84335
15607	36789	64434	84517
15793	37246	64961	84577
18238	38673	65211	86725
18716	39319	65655	86849
19025	39507	65955	87175
19055	39569	66237	88028
19179	39975	66813	89936
19672	40395	67901	89965
19686	42167	67995	90766
21045	46393	68456	91320
22413	46551	68464	93588
24184	46744	68714	93676
24442	46919	69016	94732
24789	47154	71080	95147
25377	47233	71471	95704
25491	47730	71709	96011
25932	48518	72463	96063
26859	50257	73066	96900
27511	52340	73621	97006
28553	54385	73719	98254
28928	55650	73762	98553
29191	55827	74399	98695
29404	56282	75192	98880
29837	56462	75415	99052
31947	56516	76228	99909
32415	56713	78129	
32827	57214	78276	
32864	57710	79650	

**IDS OF TEST RESPONDENTS THAT MENTION 3G IN MAIN/OTHER QUESTIONS**

10128	38673	66214
11229	39319	66813
11578	39507	67901
12923	42167	67995
13004	43808	71471
14245	46551	73066
14280	47154	75192
18238	47730	78129
18716	48518	78276
22007	50257	78918
24789	52340	82184
25932	55200	84637
26859	55650	86380
28553	56462	86849
28928	56516	87175
29404	57214	88028
33302	59447	89333
33835	59546	92480
34488	61505	93802
34566	64323	95147
35058	64393	95704
35815	65655	98254
36064	65955	98880

**IDS OF CONTROL RESPONDENTS CLASSIFIED AS NOISE IN OPEN-ENDS**

15651

26646

30515

35209

36513

42650

52941

72840

96263