



A Study about Cell Phone Usage

Prepared For:

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INTRODUCTION AND METHODOLOGY

This survey was conducted online within the United States by Harris Interactive on behalf of Ingenio, Inc. between March 29 and April 2, 2007 among 4,123 adults (aged 18 and over). Figures for region, age within gender, education, household income and race/ethnicity were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

With a pure probability sample of 4,123, one could say with a ninety-five percent probability that the overall results would have a sampling error of +/- 2 percentage points. Sampling error for data based on sub-samples would be higher and would vary. However, that does not take other sources of error into account. This online survey is not based on a probability sample and therefore no theoretical sampling error can be calculated.

HOW TO READ THE DATA TABLES

The following pages present the detailed tabulations of survey results. The data are percentaged vertically and, therefore, should be read from top to bottom. The total number of interviews - both weighted and unweighted - appears at the top of each column. Percentages are calculated on the weighted bases. Percentages may not add to 100% due to weighting factors or multiple responses. Where an asterisk (*) appears, it signifies any value of less than one-half percent.

Definition of Classification Terms

The following definitions are provided for some of the standard demographics by which the results are tabulated. Other demographics are self-explanatory.

Income

The income groupings refer to the total household income for 2006 before taxes.

Age/Presence Children

Has Child Hhold	Have children under 18 years of age living in household
<6	Have children under 6 years of age living in household
6-12	Have children 6 to 12 years of age living in household
13-17	Have children 13 to 17 years of age living in household
No Child Hhold	No children under 18 years of age living in household

Geographic Region

The United States are contained in four geographic regions as follows:

Northeast: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, West Virginia

Midwest: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin

South: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia

West: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming

Significance Testing

When results from sub-groups of a sample appear in the detailed tabulations, an indicator of statistically significant differences is added to the tables run on our standard demographic banners. The test is performed on percentages as well as mean values. Each sub-sample is assigned a letter. When the percentage of one sub-sample is significantly different from the percentage of another sub-sample, the letter representing one of the two samples appears next to the percentage (or mean) of the other sample.

For instance the percentage of males answering yes to a particular question may be compared to the percentage of females answering yes to the same question. In the example below, the male sample is assigned the letter B, and the female sample is assigned the letter C. Here, respondents were asked whether a certain business practice is acceptable. Sixty-seven percent of women said that it was -- a proportion significantly greater than the 59% of males who believe that the practice is acceptable. To indicate that women are significantly more likely to find the practice acceptable than are men, the letter B -- the letter assigned to the male sub-sample -- appears next to the "67%" in the female column. Similarly, the 37% of men that find the practice unacceptable is significantly greater than the 29% of women who do so and, therefore, the letter C -- the letter assigned to the female sub-sample -- appears next to the "37%" in the male column.

	Total (A)	Sex	
		Male (B)	Fe- male (C)
Unweighted Total	977	488	489
Weighted Total	967	464	503
Acceptable	611 63%	274 59%	337 67%B
Not Acceptable	319 33%	171 37%C	148 29%
Don't Know	37 4%	18 4%	19 4%

Significance testing is done to the 95% confidence level. The columns compared are listed at the bottom of each table.

Posted Topline Data

Question:

Total
%

Do you own any of the following? *

**Base: All Respondents
(n= 4,123)**

Desktop computer	85
Own a cell phone or smart phone (net)	85
Cell phone	84
Smart phone (e.g., BlackBerry, Treo)	6
Landline (i.e., home phone)	71
Laptop computer	43
Personal digital assistant (PDA) (e.g., PalmPilot)	13
None of these	1
Own cell phone or smart phone and landline (net)	63

** Multiple responses were allowed.*

Question:

How many phone calls do you make or receive per day using each of the following?	<u>Total</u> %		
	Cell phone	Smart phone (e.g., BlackBerry, Treo)	Landline (i.e., home phone)
	Base: Respondents who own a cell phone and a landline (n= 2,582)	Base: Respondents who own a smart phone and a landline (n= 162)	Base: Respondents who own a cell phone or smart phone and a landline (n= 2,613)
0 calls	10	15	6
Make/Receive Phone calls daily (net)	90	85	94
1 call	18	3	16
2 calls	14	9	16
3 calls	13	11	16
4-5 calls	16	18	20
6-10 calls	17	20	18
11-20 calls	8	18	5
21+ calls	4	7	3
Mean (Including 0)	6.2 calls	8.7 calls	5.2 calls
Median (Including 0)	3 calls	5 calls	3 calls
Mean (Excluding 0)	6.9 calls	10.2 calls	5.6 calls
Median (Excluding 0)	4 calls	6 calls	3 calls

Question:

Total
%

Aside from making and receiving phone calls, which of the following, if any, do you regularly use your mobile phone (i.e., cell phone or smart phone) for? *

Base: Respondents who own a cell phone or smart phone (n= 3,595)

Use mobile phone for more than just calls (net)	49
To send and/or receive text messages	36
To take, send, and/or receive photos using the camera feature	24
To play games that came with my phone	15
To schedule appointments	12
To check my email	9
To access the Internet for reasons other than search and download	8
To purchase various content (e.g., music, games, videos, ringtones) from the Internet	7
To find information using an Internet search engine (e.g., Google, Yahoo!)	7
To take, send, and/or receive videos using the video feature	6
To listen to music and other MP3 files	5
Other	3
None – I only use my mobile phone for making and receiving phone calls.	51

** Multiple responses were allowed.*

Question:

Total
%

In the next 3 years, do you think you'll be using your mobile phone to do more of any of the following? *

Base: Respondents who own a cell phone or smart phone (n= 3,595)

Plan to use mobile phone for more than just calls in next 3 years (net)	57
To send and/or receive text messages	39
To take, send, and/or receive photos using the camera feature	35
To check my email	31
To schedule appointments	24
To find information using an Internet search engine (e.g., Google, Yahoo!)	22
To listen to music and other MP3 files	20
To play games that came with my phone	19
To access the Internet for reasons other than search and download	19
To take, send, and/or receive videos using the video feature	17
To purchase various content (e.g., music, games, videos, ringtones) from the Internet	13
Other	3
None – in the next 3 years, I'll only be using my mobile phone for making and receiving phone calls.	43

** Multiple responses were allowed.*

Question:

Total
%

How strongly do you agree or disagree with each of the following statements about your mobile phone (i.e., cell phone or smart phone)?

Base: Variable base

Summary of Strongly/Somewhat Agree (net)

My mobile phone is very personal to me. 63

Base: Respondents who own a cell phone or smart phone (n= 3,595)

My mobile phone has made me too accessible. 52

Base: Respondents who own a cell phone or smart phone (n= 3,595)

My mobile phone has strengthened my personal relationships. 44

Base: Respondents who own a cell phone or smart phone (n= 3,595)

When my mobile phone rings, I drop everything to answer it. 36

Base: Respondents who own a cell phone or smart phone (n= 3,595)

My mobile phone has enabled me to work more hours than I normally would. 32

Base: Employed respondents who own a cell phone or smart phone (n= 2,526)

Question:

Total
%

Which of the following, if any, would you most want to call you on your mobile phone? *

Base: Respondents who own a cell phone or smart phone (n= 3,595)

Any (net)	57
Oprah Winfrey	19
Barack Obama	14
Hillary Clinton	13
Tiger Woods	11
Brad Pitt	9
Rudy Giuliani	9
Katie Couric	6
Simon Cowell	6
Britney Spears	5
Other	16
None	43

** Multiple responses were allowed.*

Question:

		<u>Total</u> %	
How often do you call 411 (information) from each of the following?	Cell phone	Smart phone (e.g., BlackBerry, Treo)	Landline (i.e., home phone)
	Base: Respondents who own a cell phone and a landline (n= 2,582)	Base: Respondents who own a smart phone and a landline (n= 162)	Base: Respondents who own a cell phone or smart phone and a landline (n= 2,613)
Ever (net)	33	44	42
Sometimes/Often (sub-net)	6	12	9
Often	1	1	1
Sometimes	6	10	8
Rarely	26	32	34
Never	67	56	58

Question:

Total
%

You mentioned that you occasionally call 411 from your mobile phone (i.e., cell phone or smart phone). How often do you call 411 from your mobile phone for each of the following?

Base: Respondents who ever call 411 from a cell phone or smart phone (n= 899)

Summary of Sometimes/Often (net)

Restaurant phone listing and/or address	29
Other commercial phone listing and/or address (e.g., hardware store, locksmith, lawyer)	28
Residential phone listing and/or address	23
Lodging (e.g., hotel, motel, bed & breakfast) phone listing and/or address	14
Taxi or car service phone listing	7

Question:

Total
%

About how many advertisements (e.g., a text ad, promotional message or other kind of marketing message), if any, have you seen or heard on your mobile phone (i.e., cell phone or smart phone) in the past year?

Base: Respondents who own a cell phone or smart phone (n= 3,595)

0 ads 70

Seen or heard ads on mobile phone (net) 30

1 ads 4

Seen or heard multiple ads on mobile phone (sub-net) 26

2 ads 6

3 ads 5

4-5 ads 6

6-10 ads 4

11+ ads 6

Mean (Including 0) 3.9 ads

Median (Including 0) -

Mean (Excluding 0) 13.1 ads

Median (Excluding 0) 4 ads

Question:

Total
%

Which of the following, if any, did you do as a result of the advertisement that you saw or heard on your mobile phone? / Which of the following, if any, do you most often do as a result of the advertisements that you have seen or heard on your mobile phone? *

Base: Respondents who have seen or heard an ad on their mobile phone (n= 1,085)

Did something (net)	73
I deleted the ad.	68
I later visit(ed) the business's website from another Internet connection.	4
I later visit(ed) the business's website from my mobile phone.	2
I clicked on the ad and was/get automatically redirected to the business's website.	2
I later call(ed) the business directly.	1
I clicked on the ad and was/get automatically connected to the business via phone call.	1
Other	3
Nothing	27

** Multiple responses were allowed.*

Question:

Total
%

If you saw an advertisement on your mobile phone for a product or service that you would consider purchasing, how likely would you be to...?

Base: Respondents who own a cell phone or smart phone (n= 3,595)

Summary of Very Likely/ Likely (net)

Delete or ignore the ad	74
Visit the business's website later from another Internet connection	17
Call the business directly	9
Tell friends and/or family about the product or service being advertised	7
Visit the business's website directly from my mobile phone	4

Question:

Total
%

How acceptable do you find each of the following types of mobile advertising?

Base: Respondents who own a cell phone or smart phone (n= 3,595)

	At least Somewhat Acceptable (net)	Very acceptable/ Acceptable (net)	Not at all acceptable
A sponsored text link that appears as a result of an Internet search I did on my mobile phone	26	7	74
An audio ad playing instead of a phone ringing while I'm waiting for someone to answer my call	21	7	79
A text (or SMS) message from a company	20	5	80
A pre-recorded voicemail message from a spokesperson or celebrity	18	5	82
A promotional ad or message appearing on my cell phone's screen when I turn it on	16	5	84
A video clip appearing on my cell phone from a retail store I am currently in the vicinity of	16	4	84