

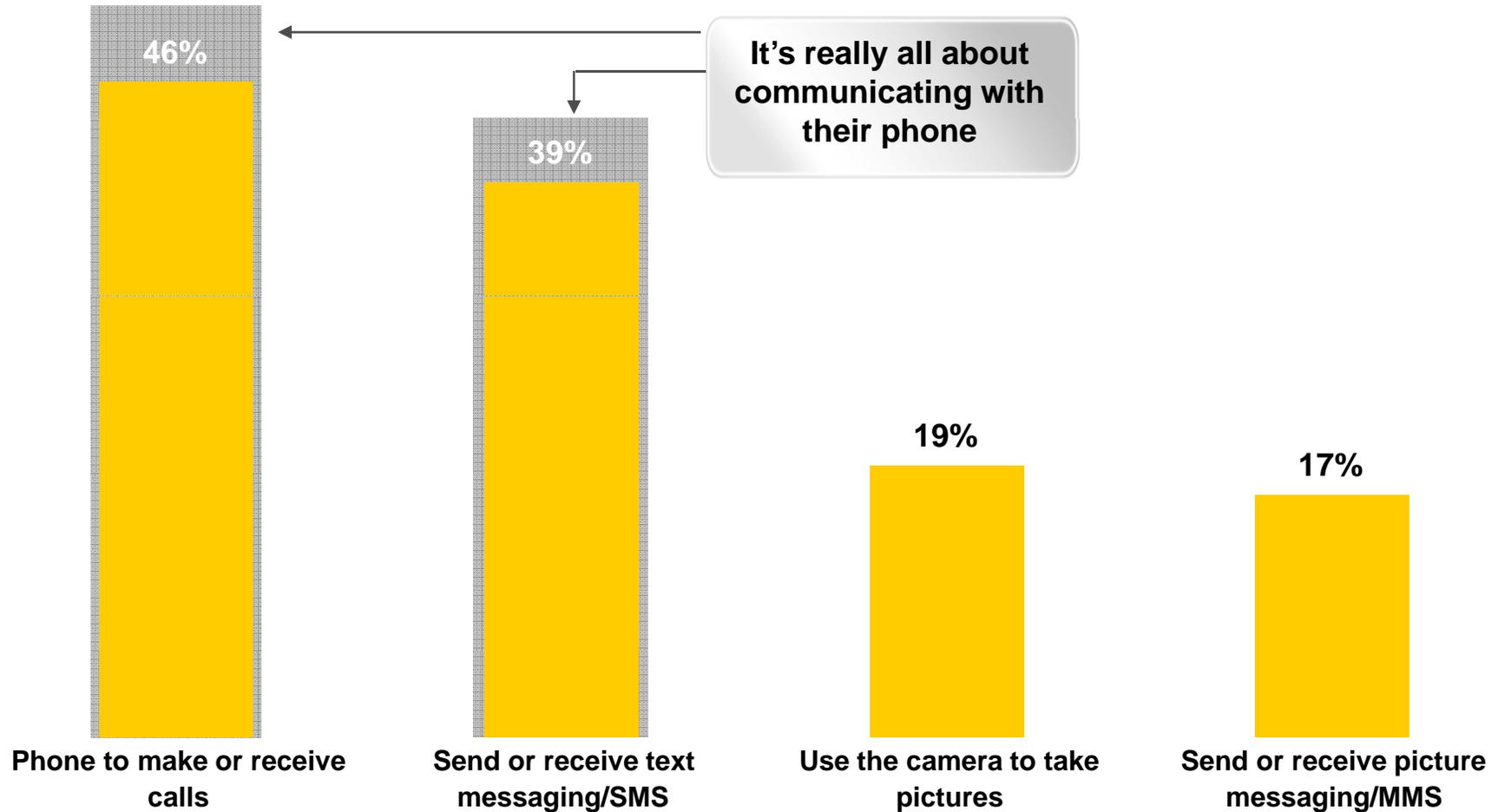


A Generation Unplugged Research Report September 12, 2008

Methodology

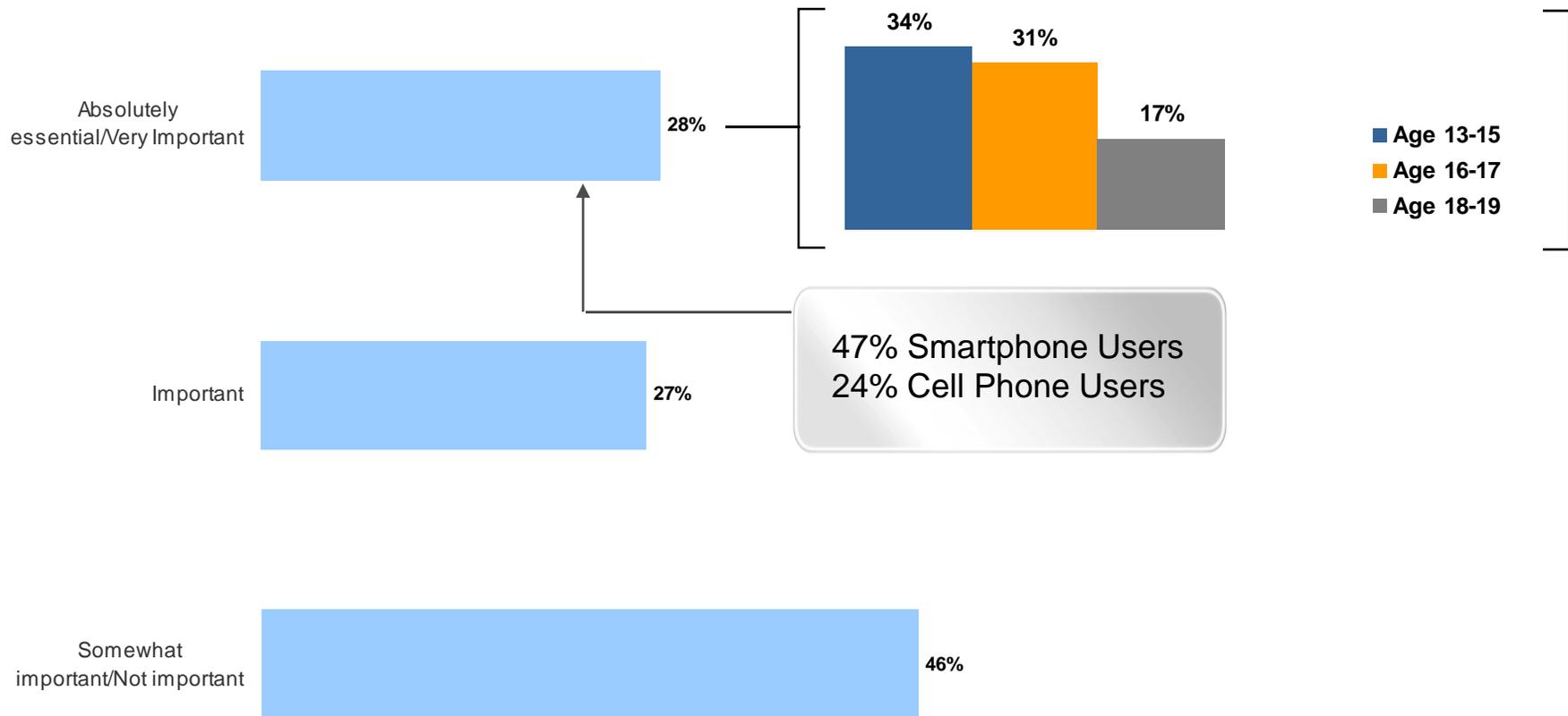
- The study was conducted online among a nationally representative sample of 2,089 teenagers across the U.S. who have cell phones (ages 13-19). More than 100 questions were asked on mobile phone usage, attitudes, behaviors, and teens' desires and aspirations for the future including mobile communications and entertainment. The study was conducted in July 2008 among teenagers who are part of the Harris Interactive Online Panel.

I'd Die Without My Phone!



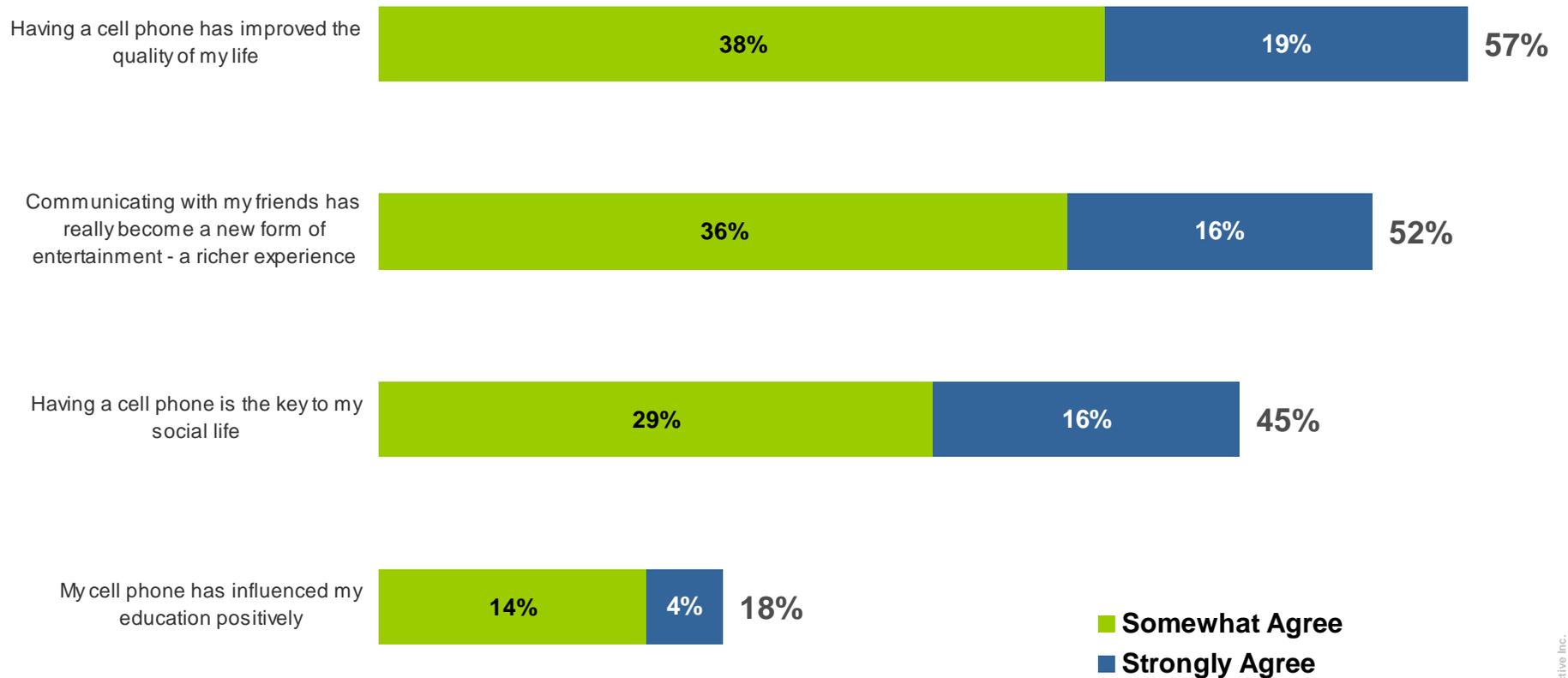
Q810 - How do you feel about the following features and applications that may or may not be on your cell phone? (n=2189)

Importance of Having Latest Cell Phone



Q1410 - How important is it to have the latest and greatest cell phone for your purposes (e.g., it does what you need it to do)? (n=2189)

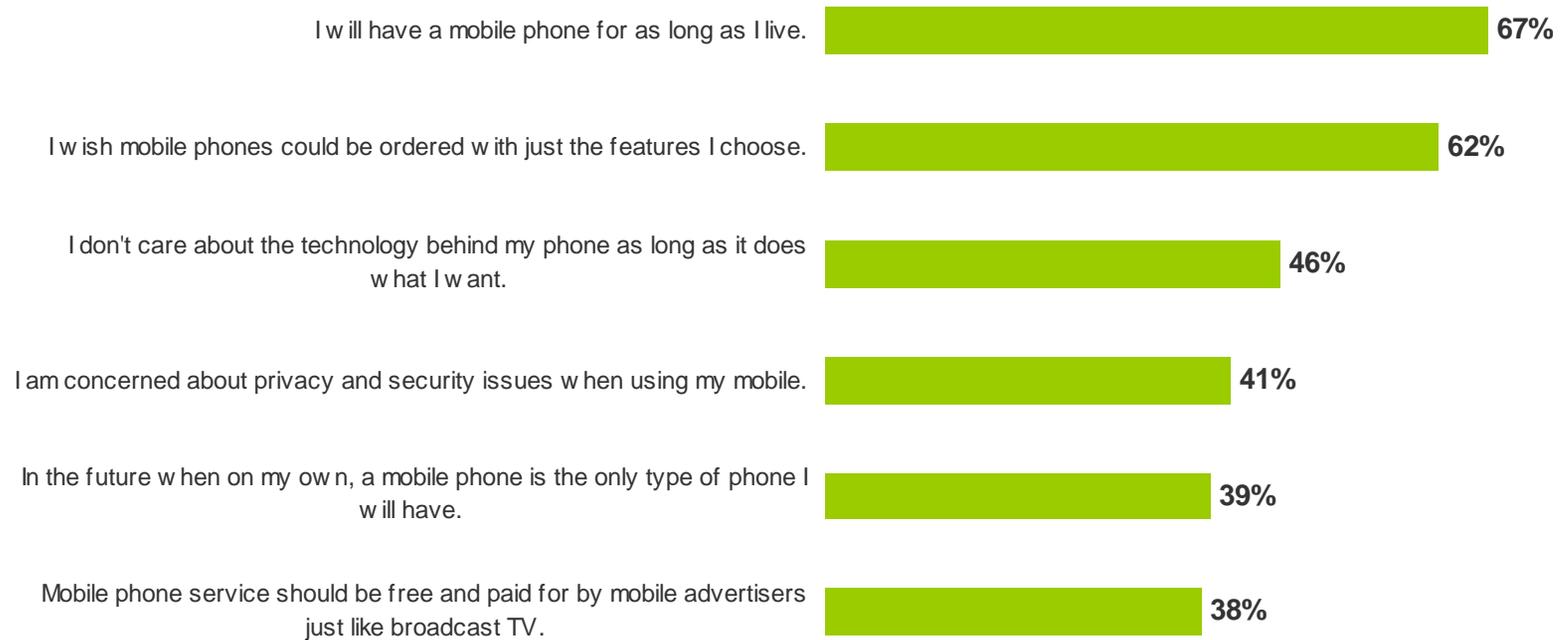
Cell Phone Impact on Teen Life



Q1035 - Cell phones impact people's lives in different ways. Please tell us how much you agree or disagree with the following statements about cell phones? (n=2189)

Attitudes about the future

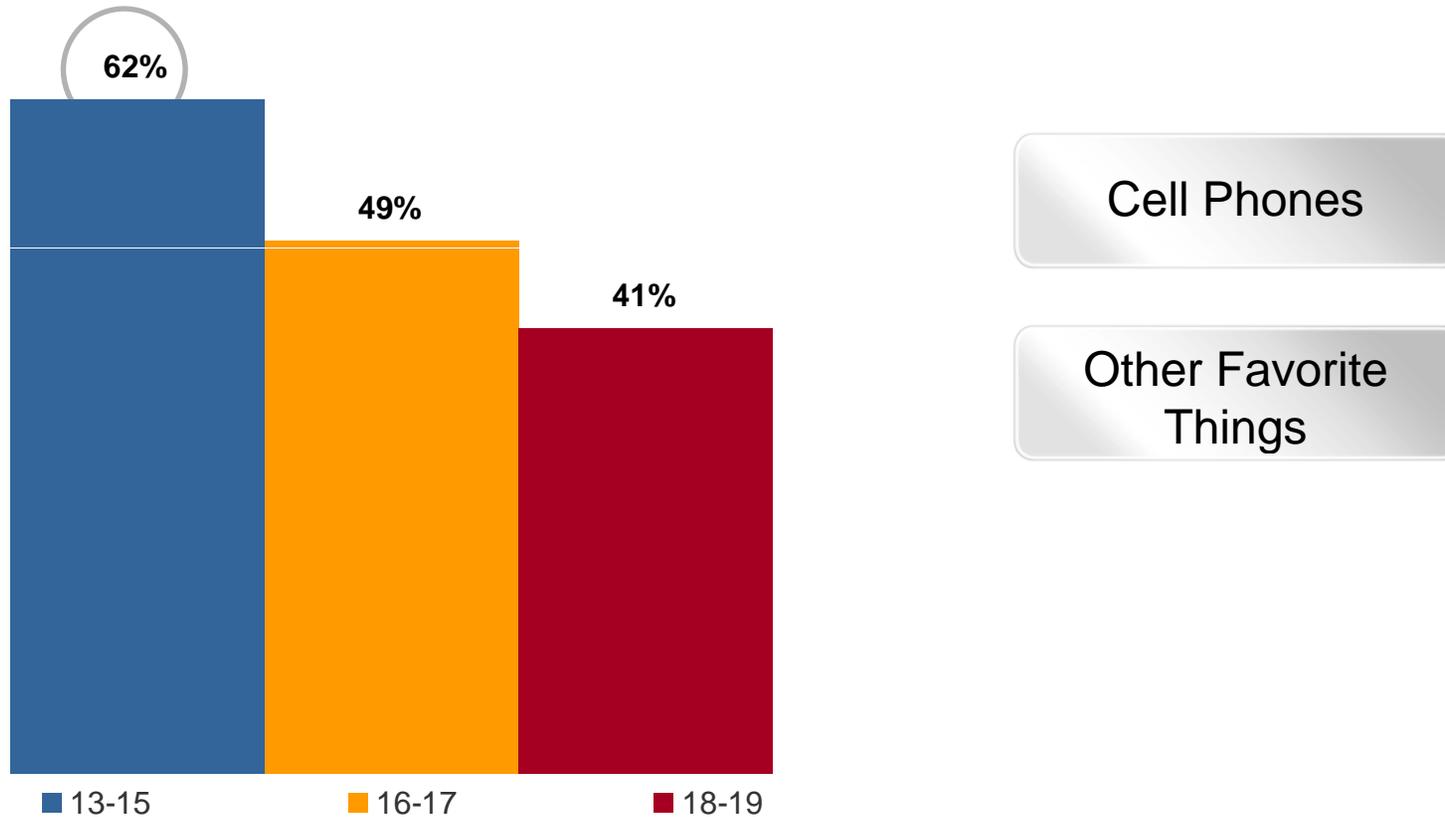
Strongly/Somewhat Agree



Q1370 - How do you feel about the following statements? (n=1071)

Teens Knowledge About Cell Phones — Compared to Their Favorite Things

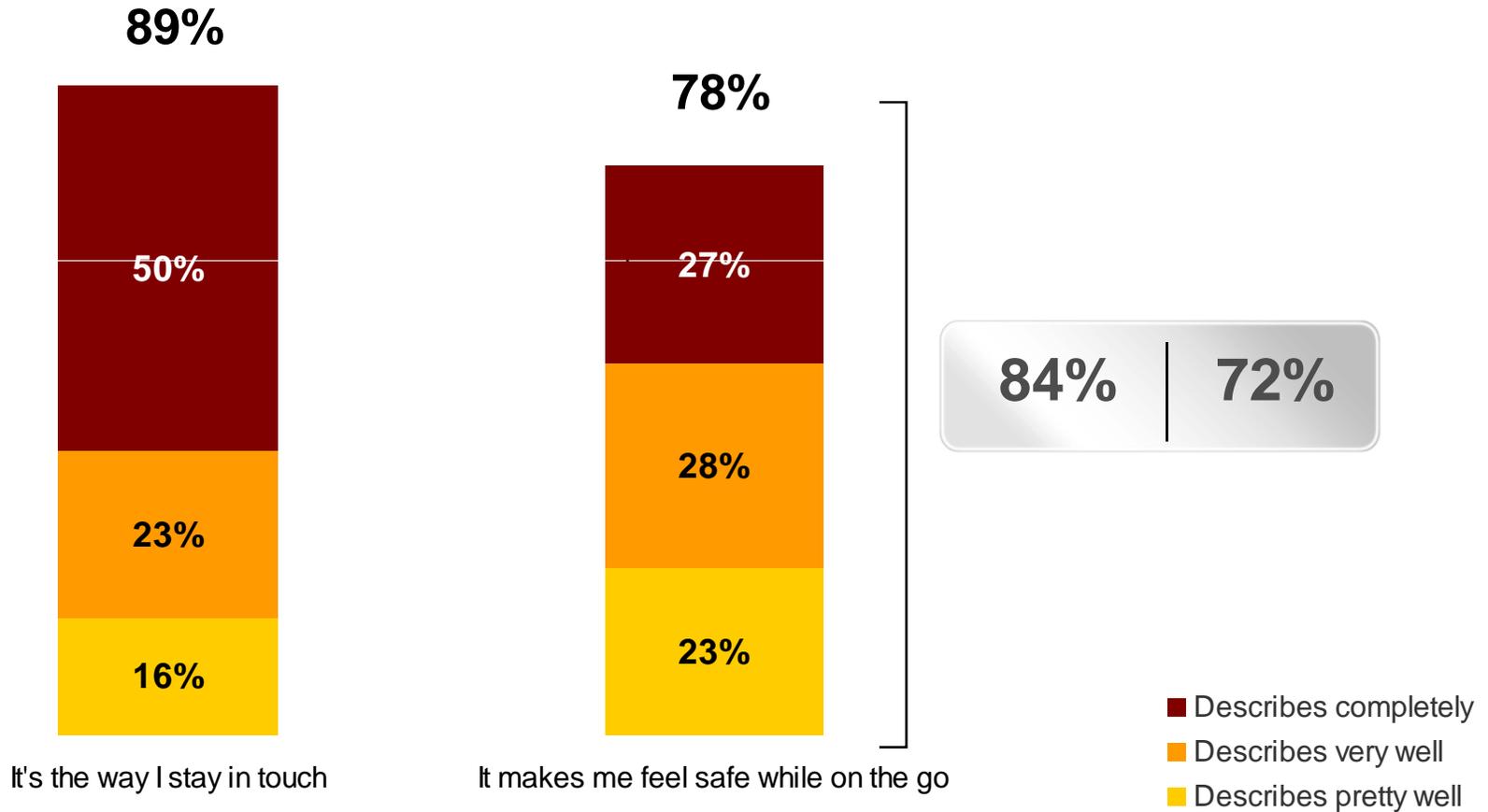
Much/Somewhat more/About the same



Q1300 - Please think about how much you know about your favorite things (e.g., hobby, sports team). In thinking about your knowledge level of those things in your life you are most interested in, how would you rate your knowledge of cell phones, carriers and service plans? (n=2189)

Why Teens Carry Cell Phones...

The 2 BIGGEST Motivators

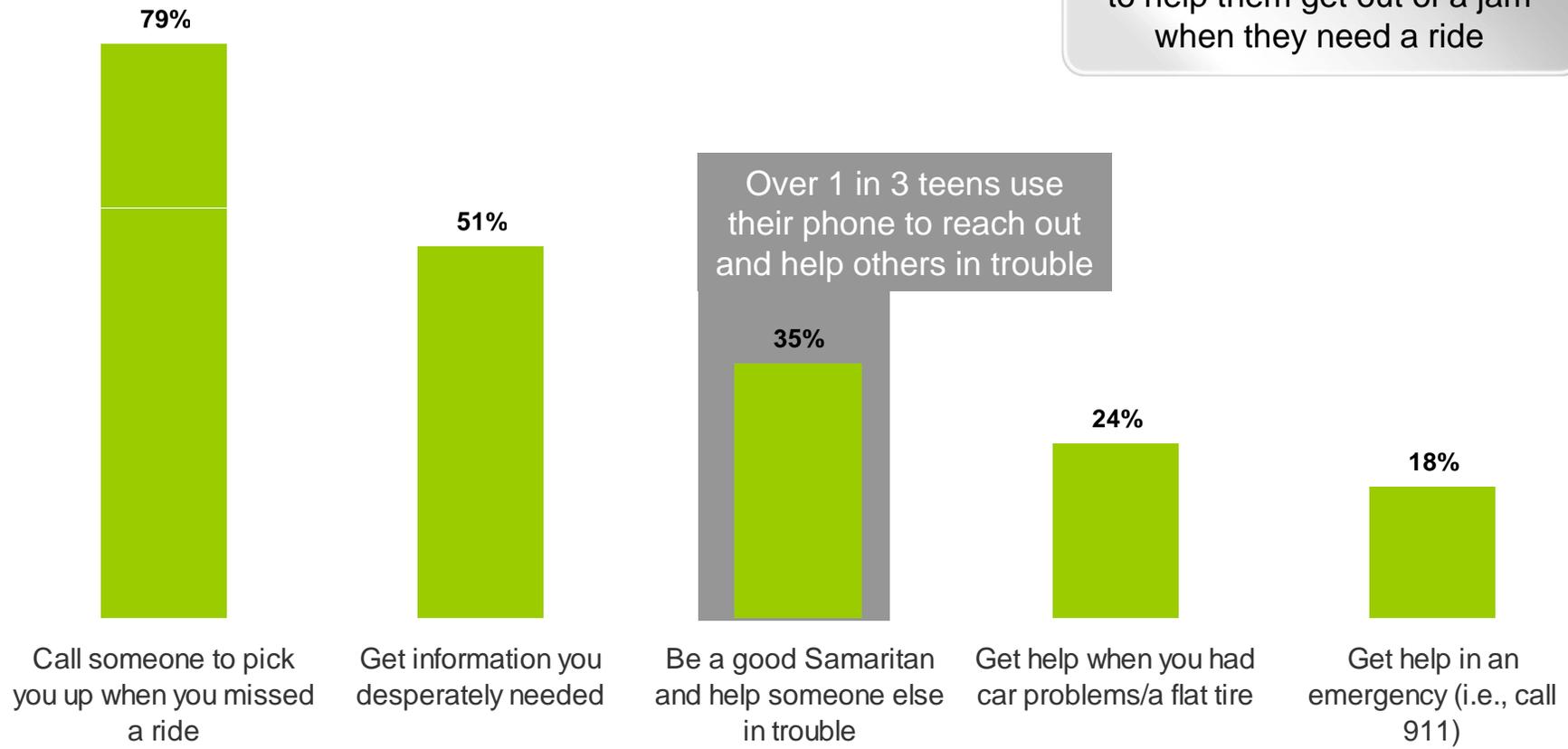


Q800 - People carry their phone around with them for a variety of reasons. Using the scale below, please tell us why you carry a cell phone by stating how much each of the following statements describes how you feel. (n=2189)

The Power of Safety!

Have you updated your Marketing plan recently?

Many teens use their phone to help them get out of a jam when they need a ride

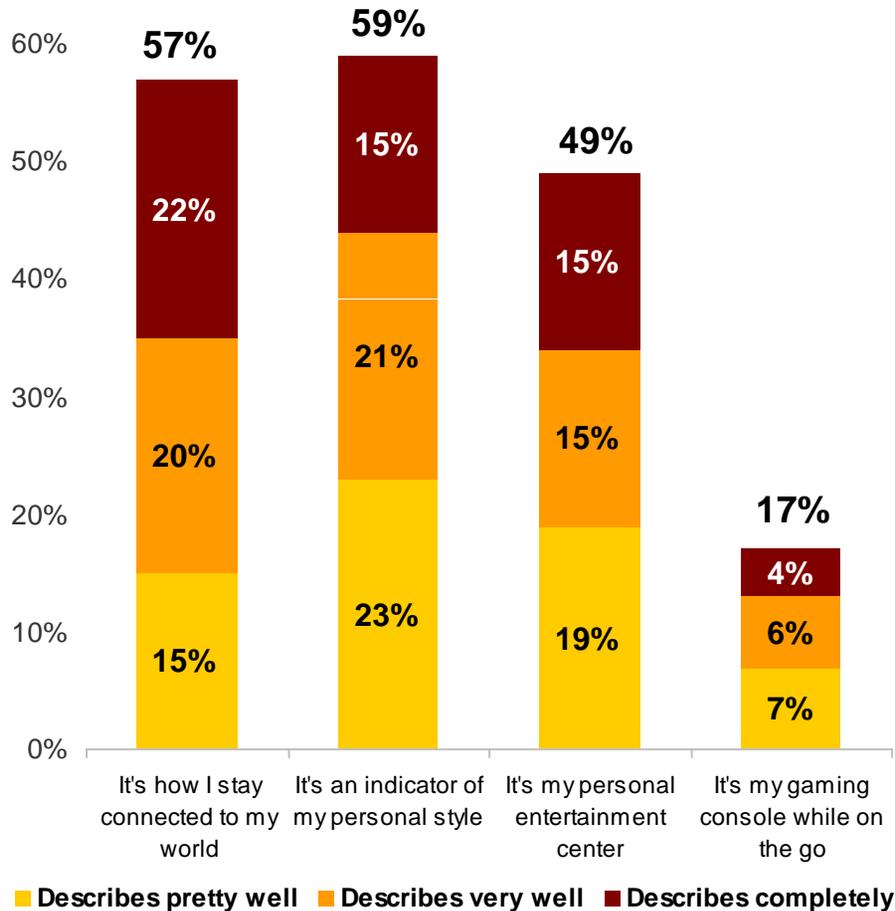


Q1055 - Have you ever used your cell phone to ... ? (n=1914)

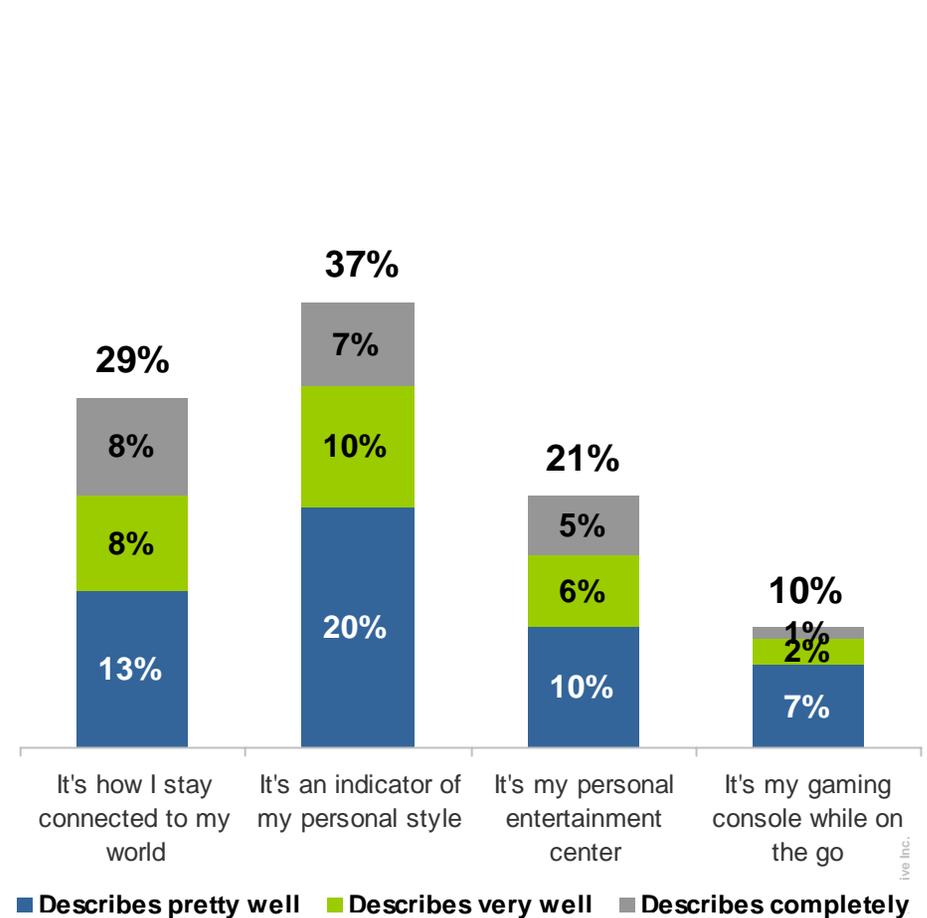
Why Teens Carry Cell Phones....

Top Motivators #3 thru 5

Smartphone Users



Cell Phone Users



Q800 - People carry their phone around with them for a variety of reasons. Using the scale below, please tell us why you carry a cell phone by stating how much each of the following statements describes how you feel. (n=2189)

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—Maybe Diamonds Aren't Forever ...

What determines a teen's social status?

Average Rank
1.55 – Clothing
2.68 – Cell Phone
2.87 – Watch/Jewelry
2.90 - Shoes

#1 Clothing



#2 Cell Phones



#3 Jewelry/Watch



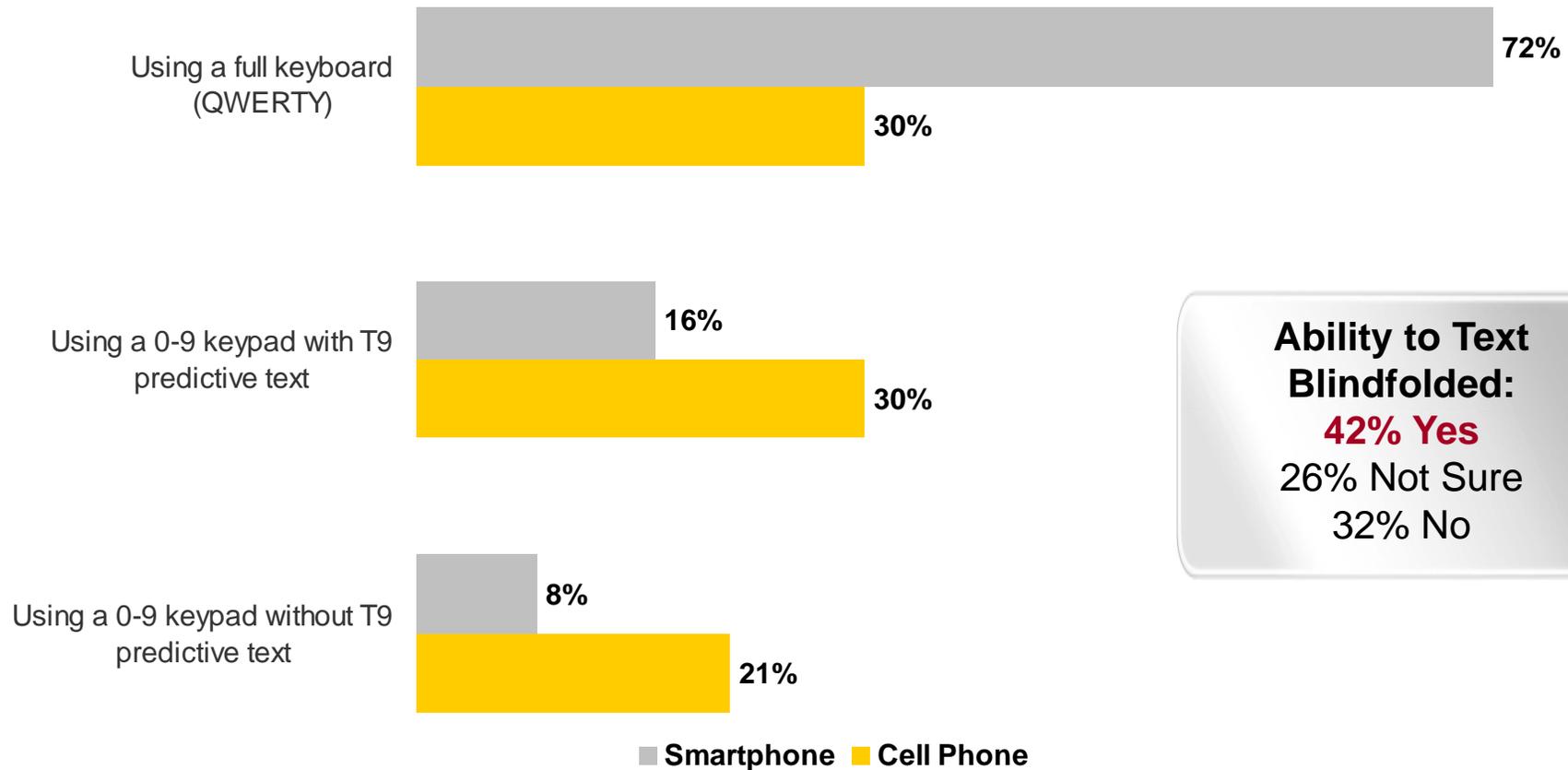
#4 Shoes



Q1462 - Which of the following do you think tells you the most about a person's social status or popularity? (n=2189)

9 out of 10 Teens Text

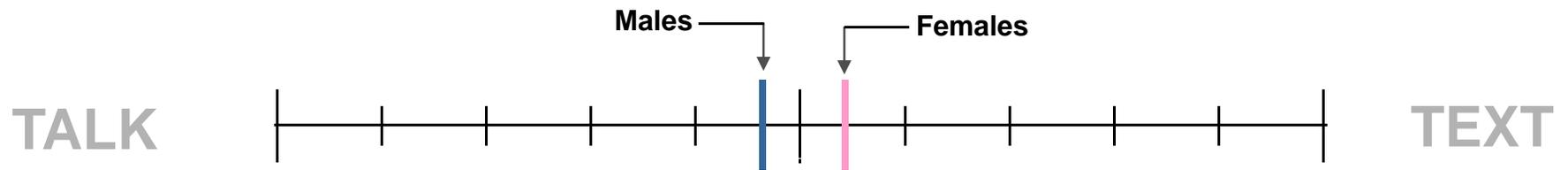
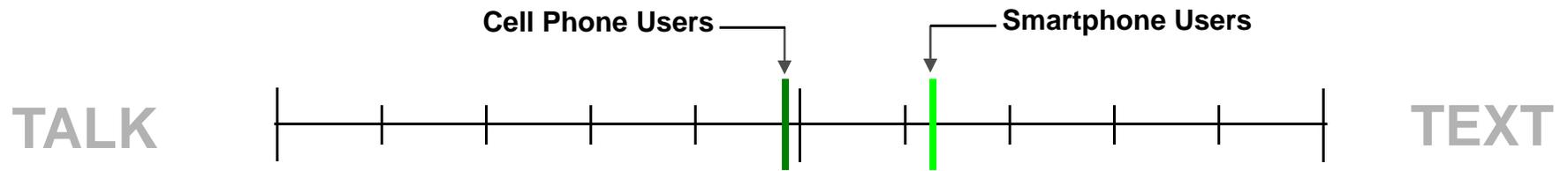
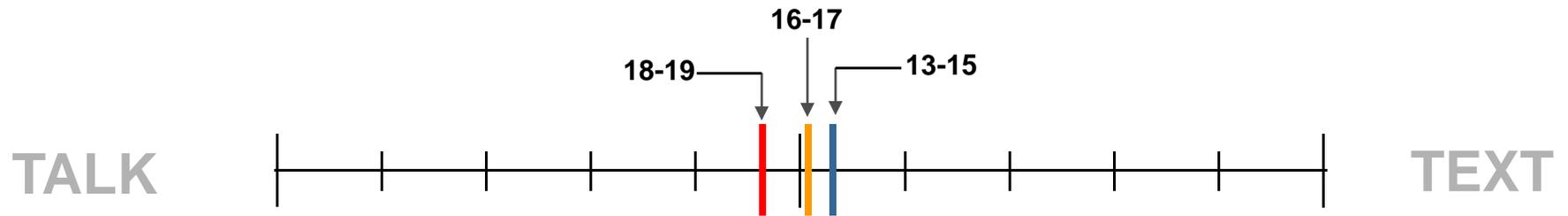
Half Say They Can Do It *Blindfolded*



Ability to Text Blindfolded:
42% Yes
26% Not Sure
32% No

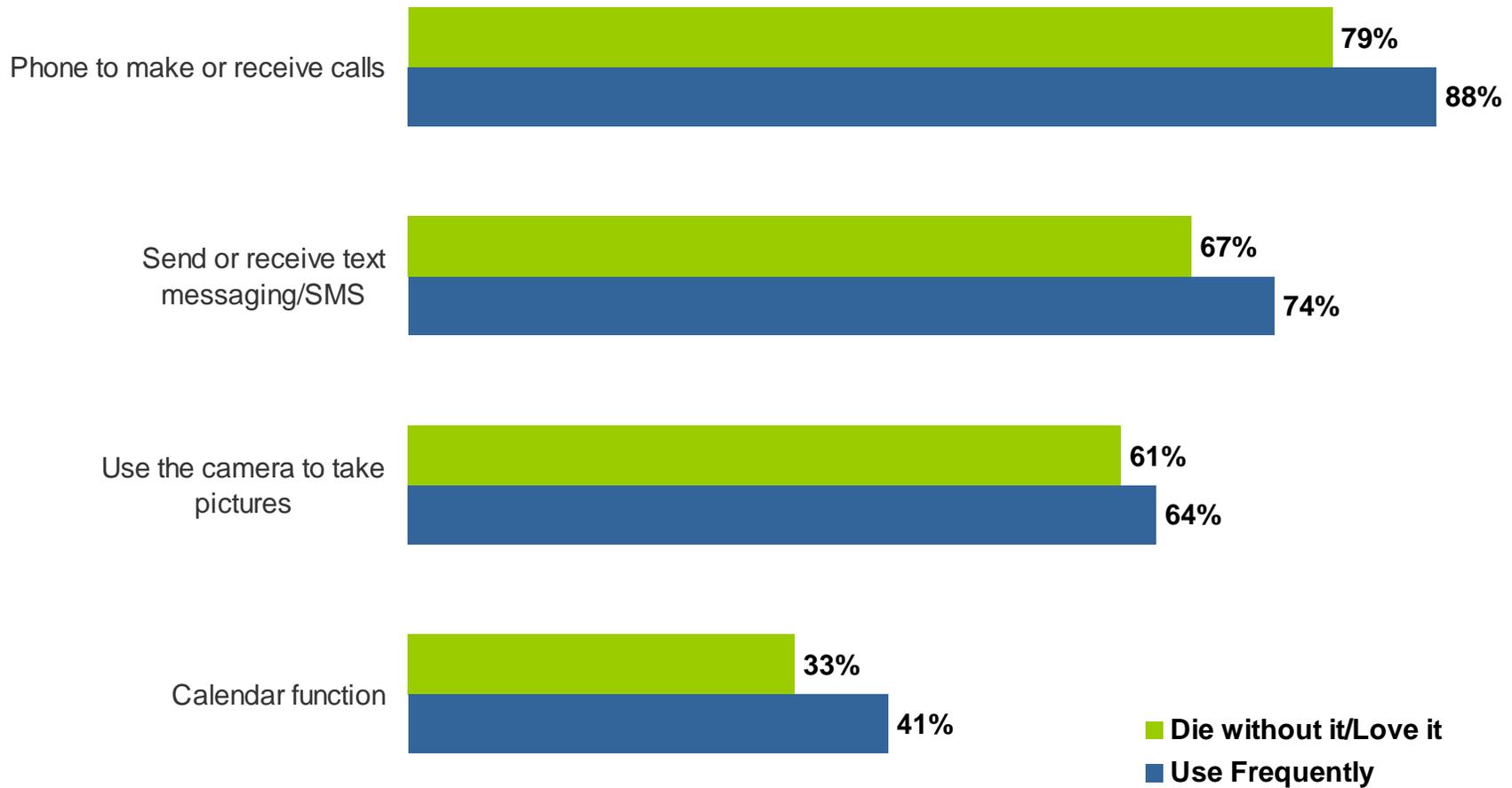
Q1020 - When texting, which of the following methods do you prefer the most? (n=2189)
Q1025 - Could you effectively text blindfolded or without looking at your keypad? (n=1815)

Time Spent Talking vs. Texting



Q1005 - How much of the time on your cell phone is spent doing each of the following? (n=2189)

Can't Get Enough of these Features



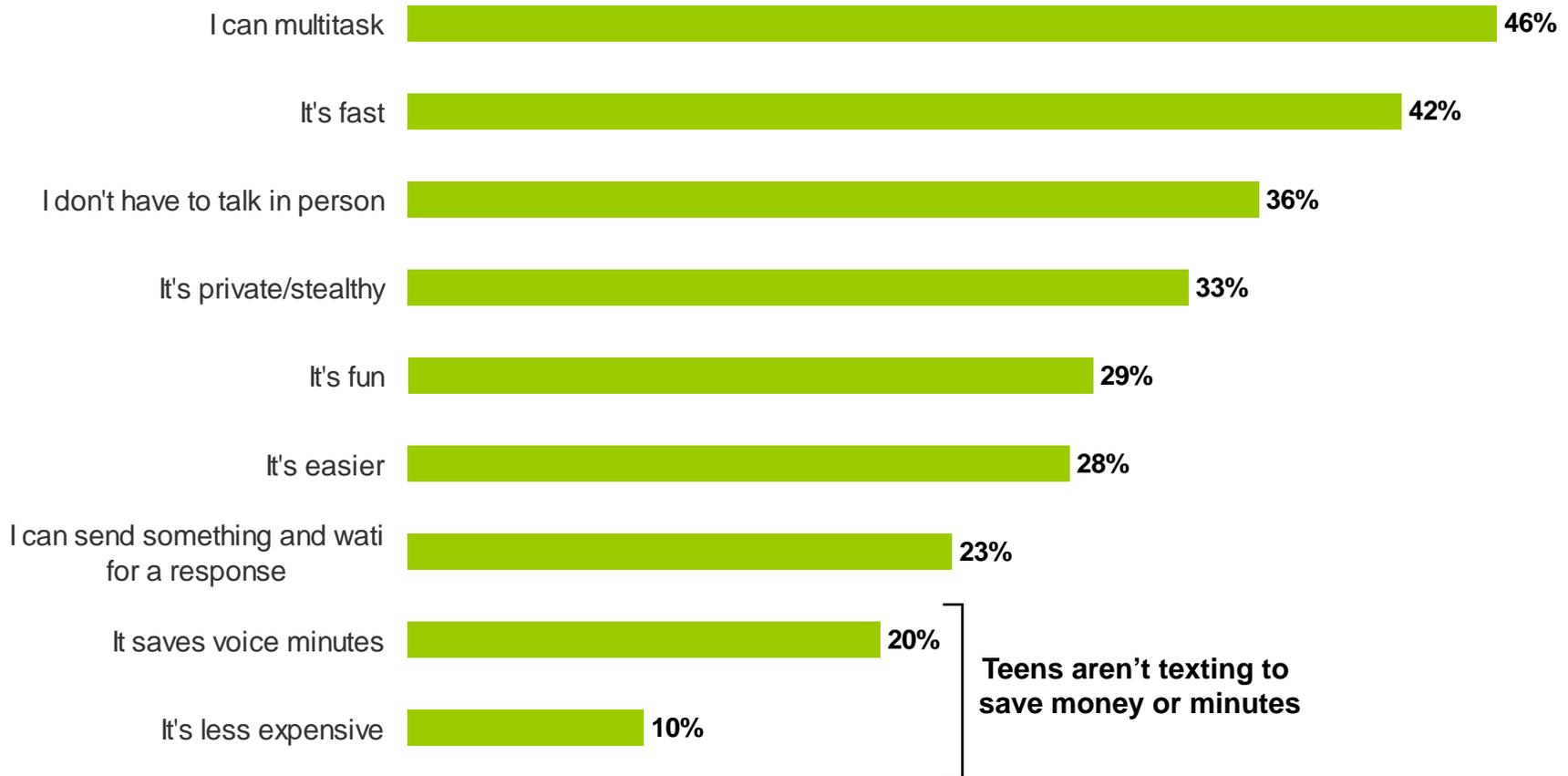
Q810 - How do you feel about the following features and applications that may or may not be on your cell phone? (n=2189)

Q815 - Which of the following features do you use very frequently? Select all that apply. (n=2189)

The Joy of Texting...Why?

Texting is a **NEW** form of communication

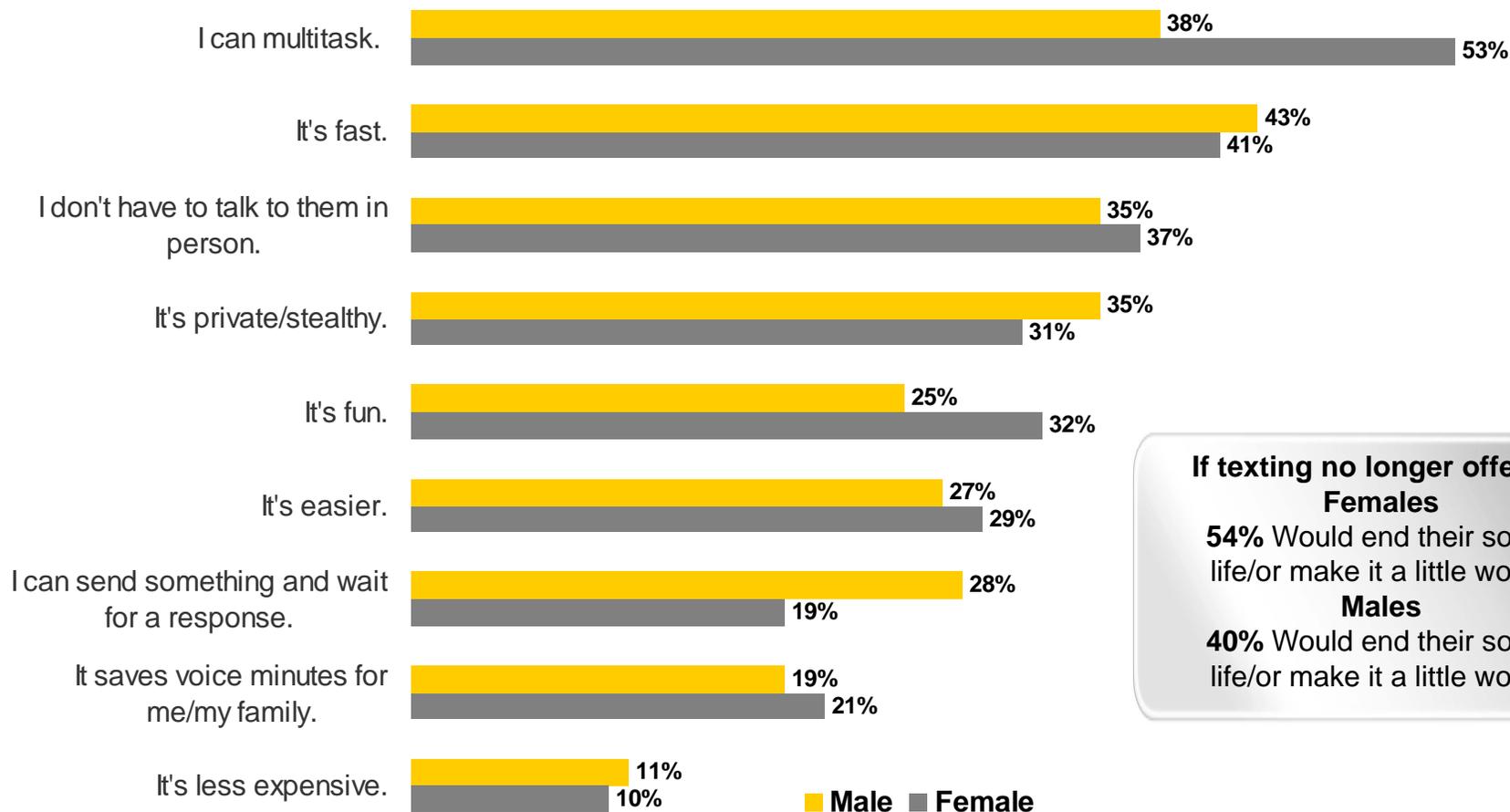
If texting no longer offered:
47% Would end their social life/or make it a little worse



Q1015 - What do you like most about texting on your cell phone? Please select your top 3 choices. (n=1845)

The Joy of TextingWhy? (continued)

Males vs. Females



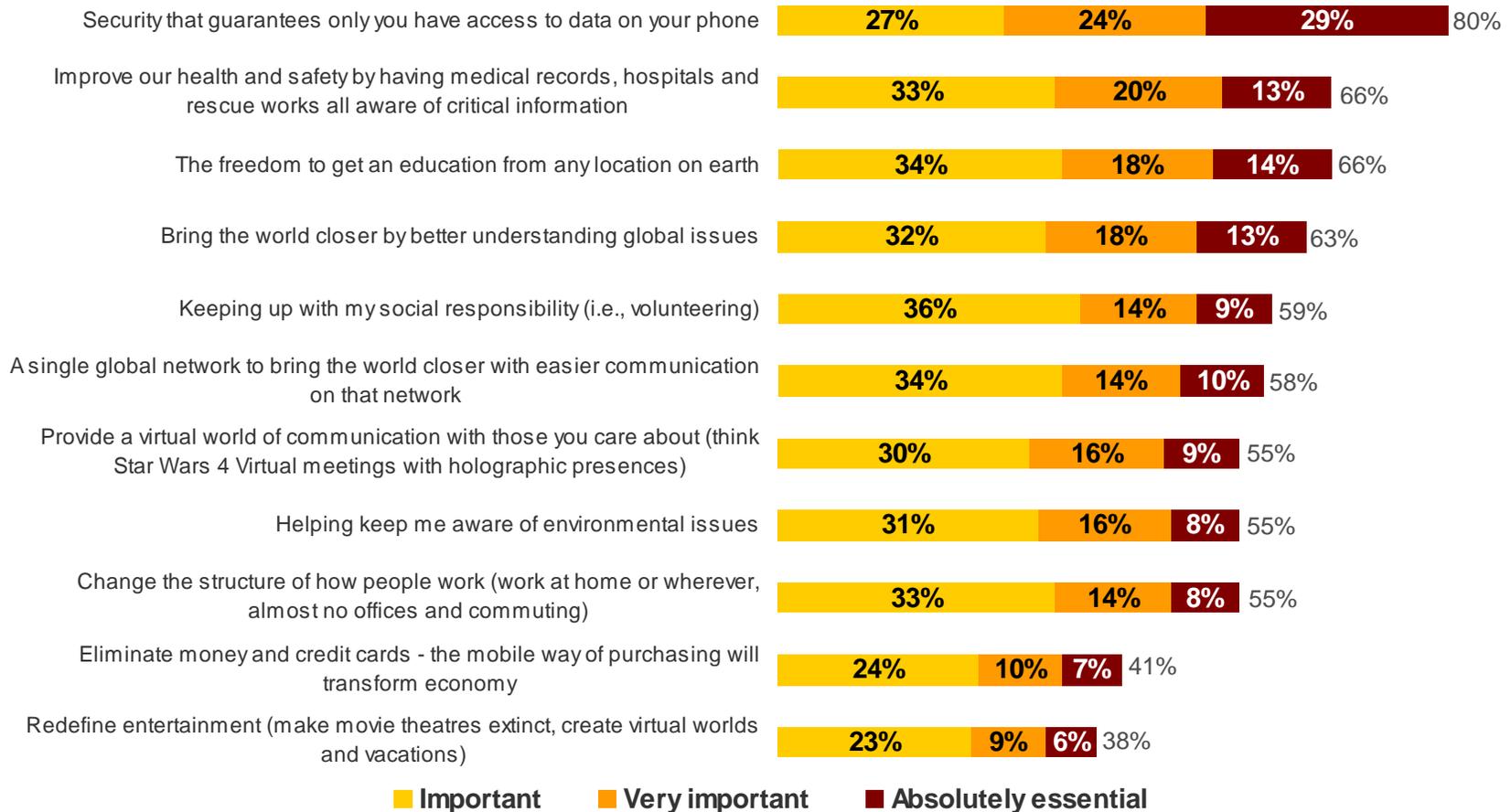
If texting no longer offered:
Females
 54% Would end their social life/or make it a little worse
Males
 40% Would end their social life/or make it a little worse

Q1010 - If you woke up tomorrow and text messaging was no longer offered on anyone's cell phone how would your social life be affected? (n=2189)

Q1015 - What do you like most about texting on your cell phone? Please select your top 3 choices. Male (n=802), Female (n=1043)

Teens High Expectations.....

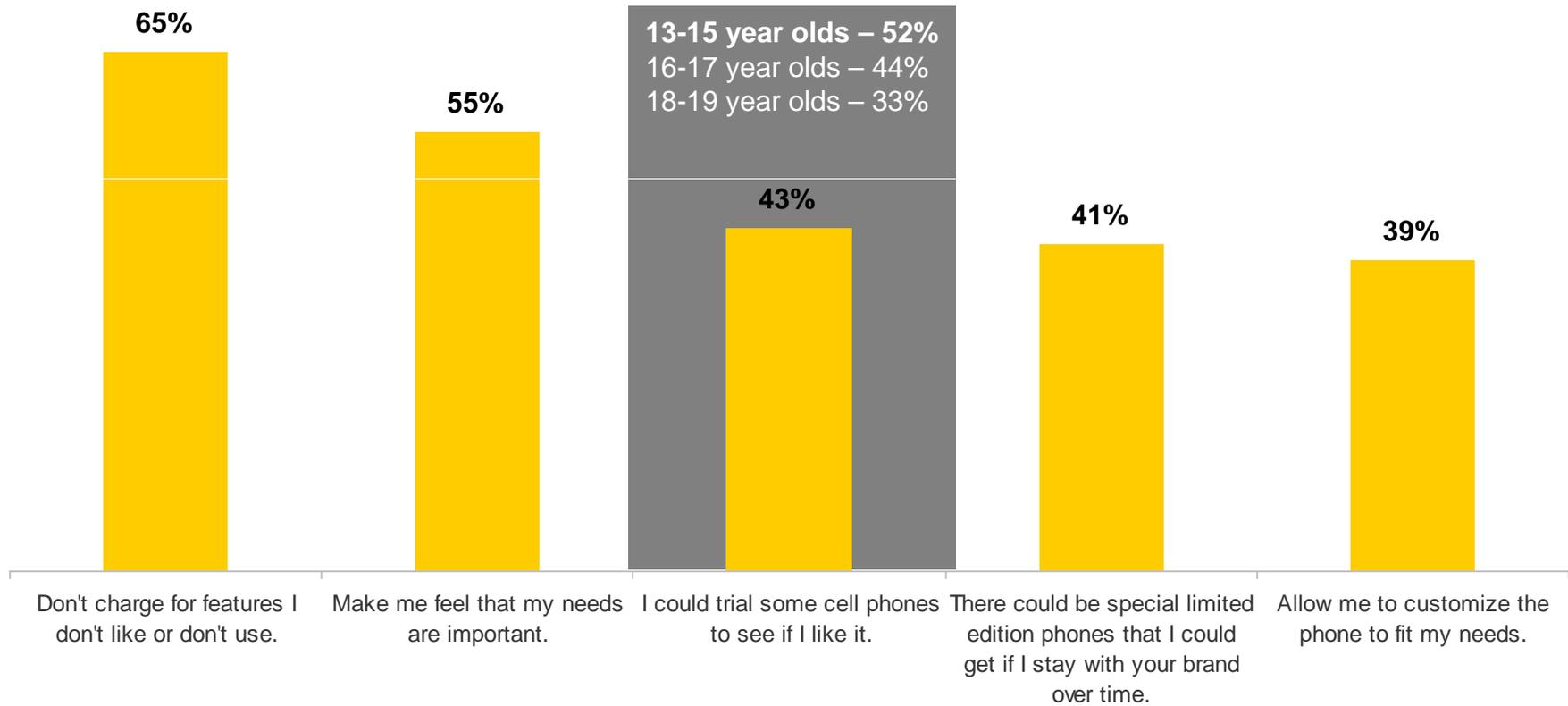
Can our industry meet the challenges?



Q1225 - How important are each of the following mobile technologies in providing for your future? n=2189

What Improves Teen Loyalty to Their Cell Phones

Extreme/Strong impact

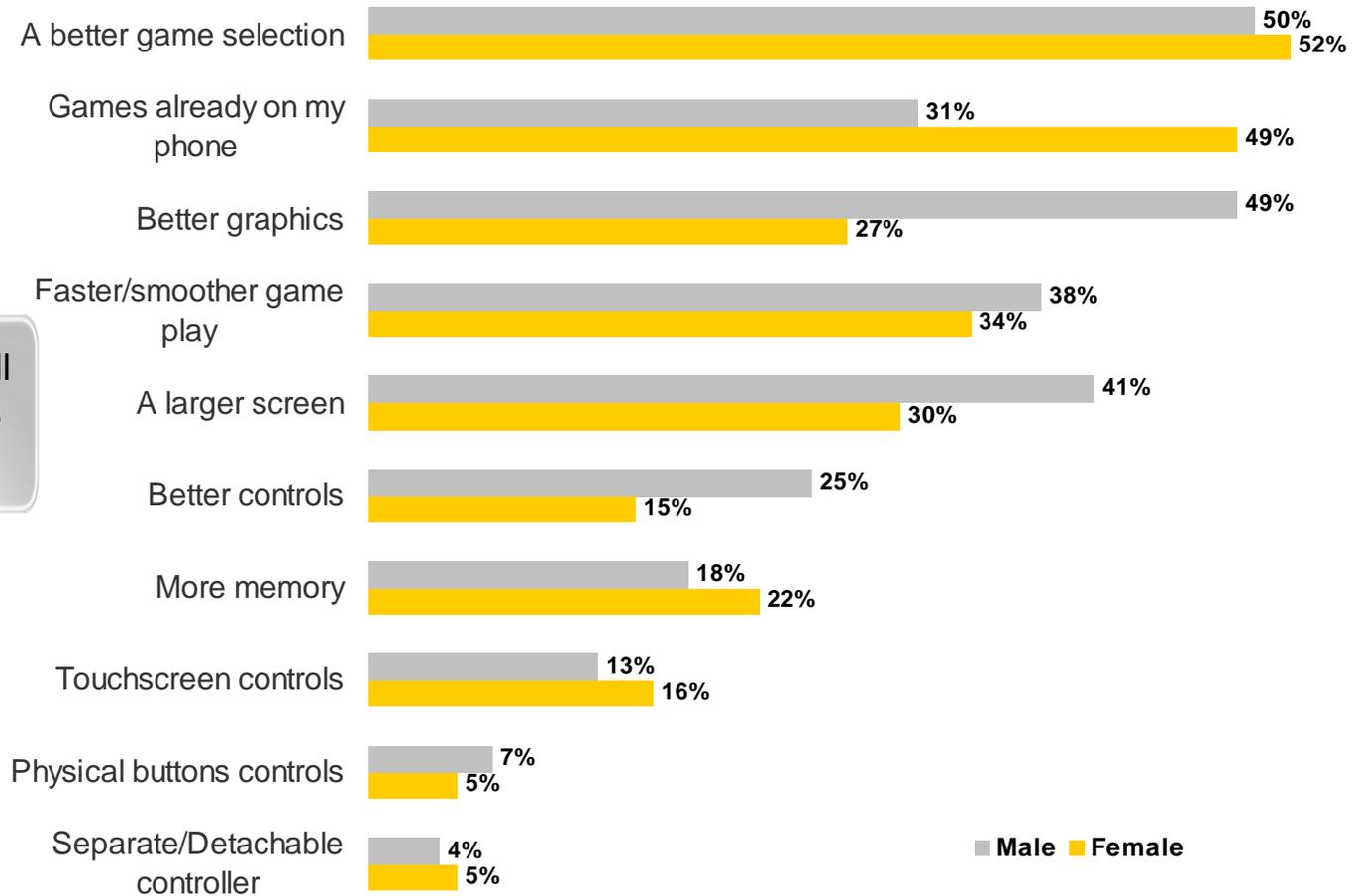


Q1380 - Please rate how each of the following will affect your loyalty to your current cell phone brand. (n=1071)

1 in 3 Teens Play Games on Their Phone

Plenty of Room for Improvement!

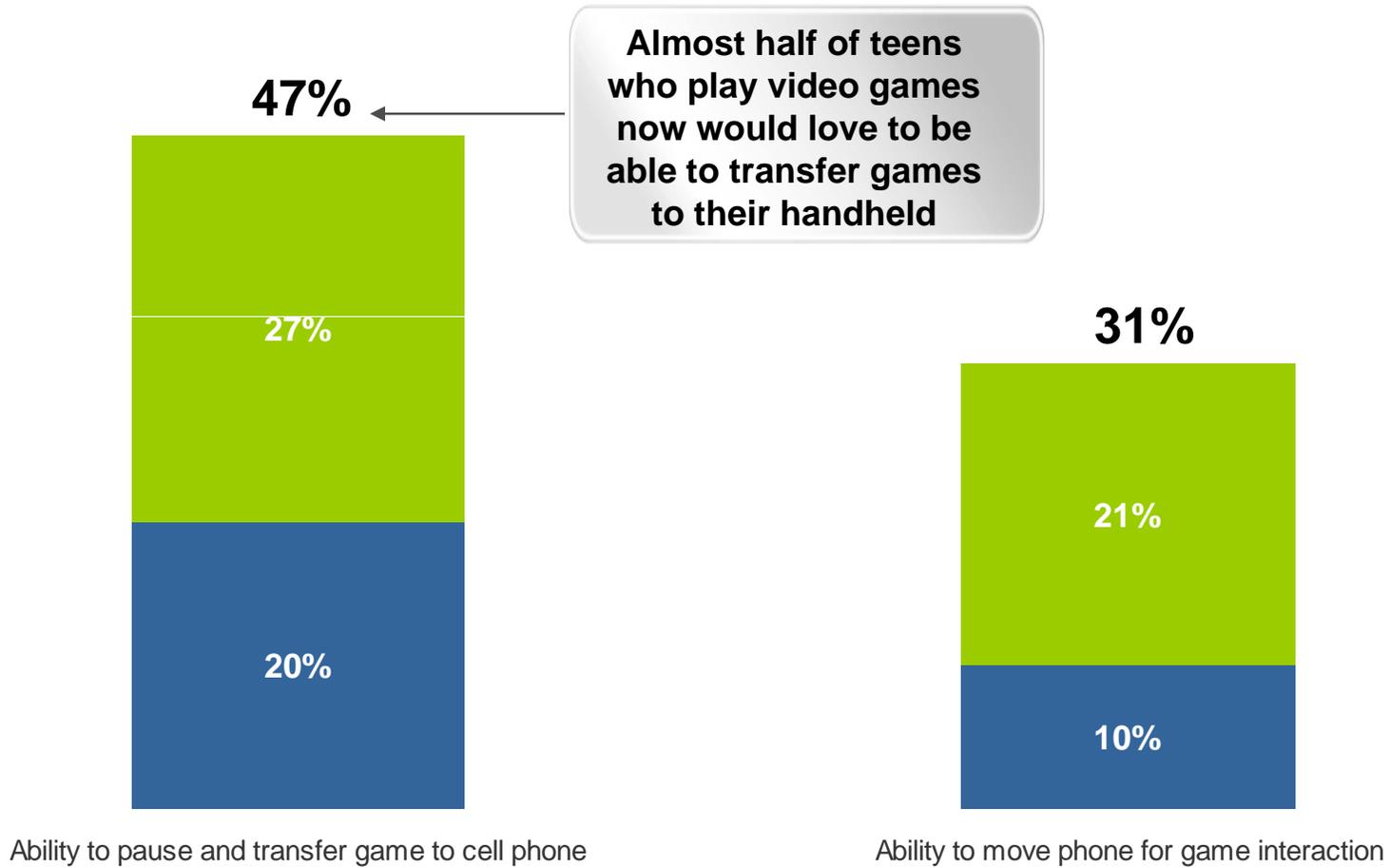
1 in 4 said they will never play games on their phone



Q915 - If cost were not a factor, which of the following would influence you to play more games on your phone? (n=1639)

How Do You Jumpstart Gaming?

2 Ideas we tested ...



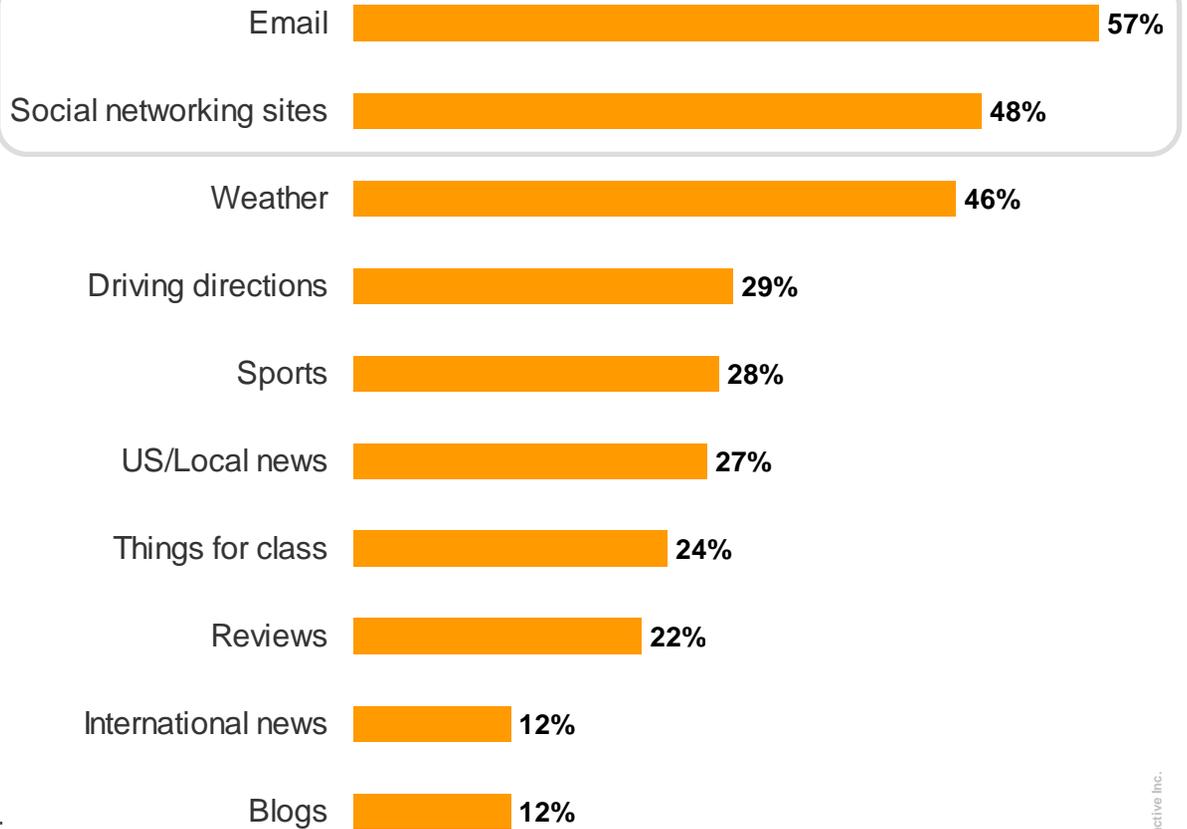
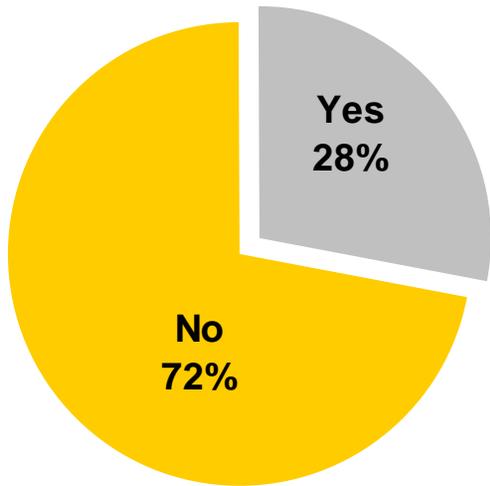
Q920 - What do you think about the ability to move your phone to interact with a game you are playing on your cell phone? (n=1521)

Q925 - How would you like it if you could pause the game, transfer it over to your cell phone and pick up right where you left off in the game on your cell phone? (n=1393)

Social and Personal Information Browsers

Almost 1 in 3 teens is browsing the web on their phone

Do you browse the web on your cell phone?

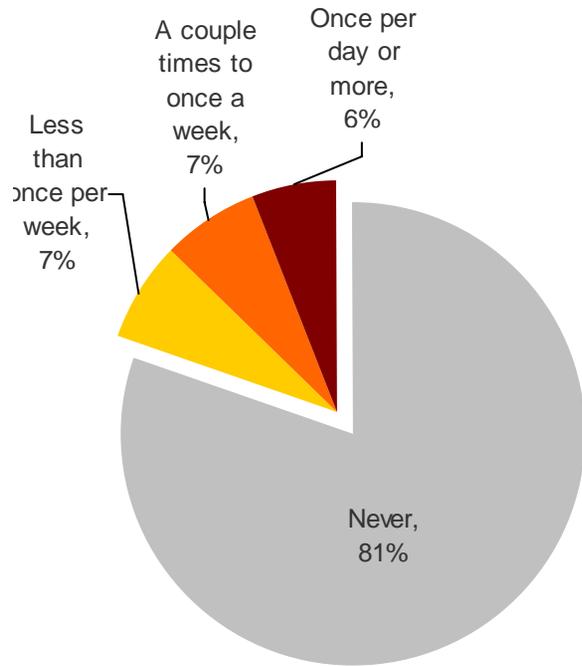


Q835 - What types of information do you browse for on your cell phone? (n=2189)

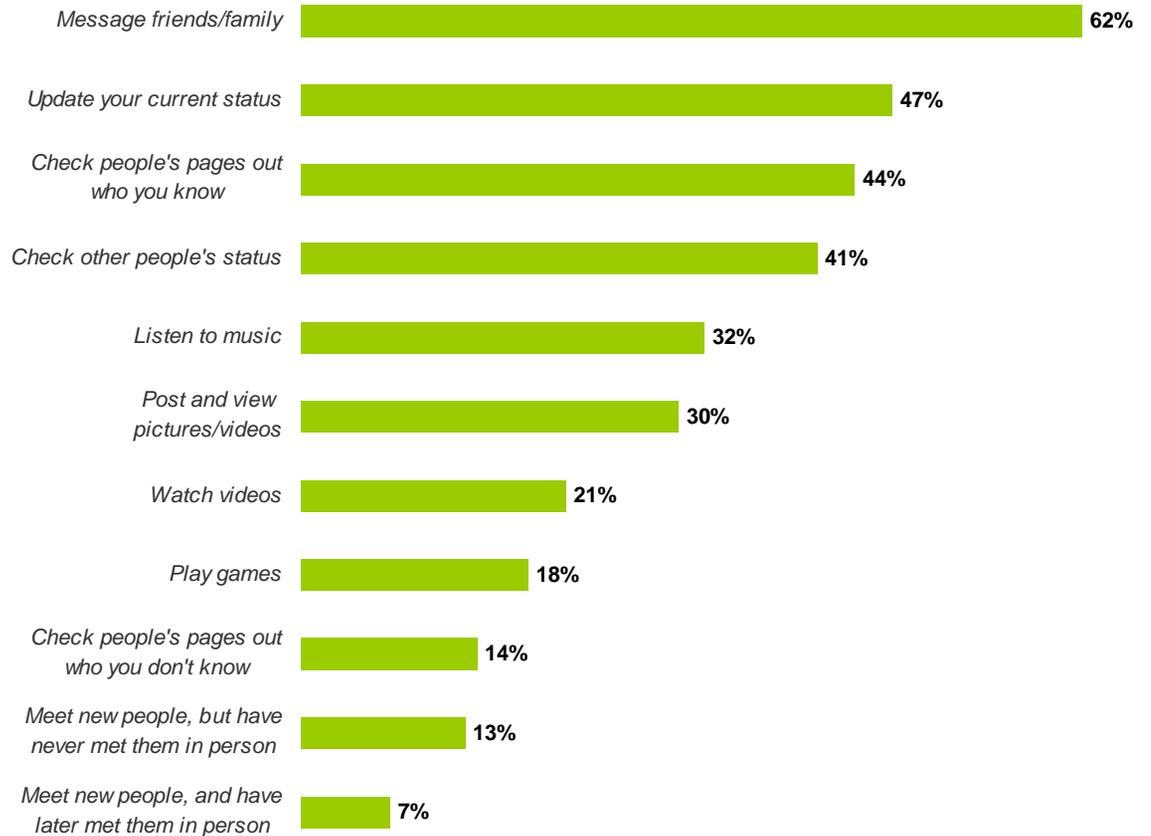
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1 in 5 Teens Do Social Networking Tasks on Phone

Frequency of Social Networking Site Visits



Of the 19% of teens who visit social networking sites ...

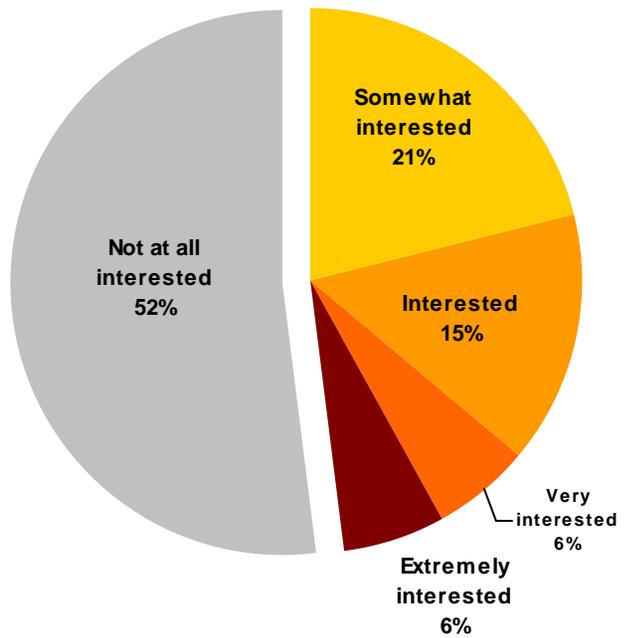


Q1045 - How often do you visit social networking sites on your cell phone? (n=2189)

Q1050 - What do you participate in when you visit these social networking sites on your cell phone? (n=364)

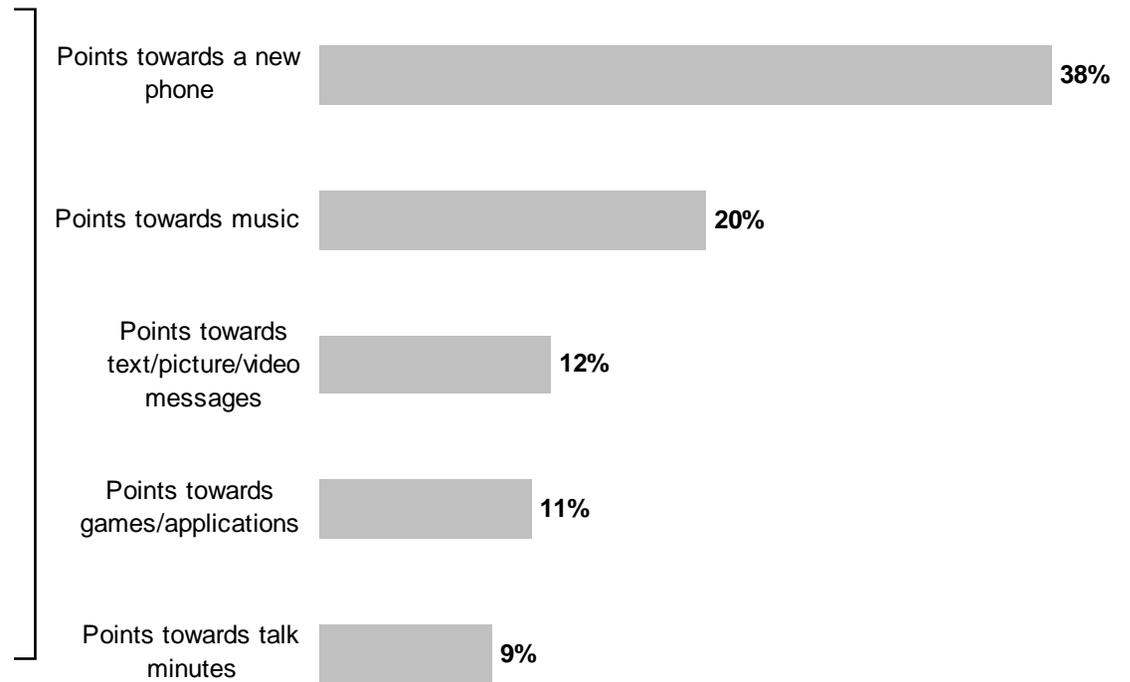
Mobile Advertising

General Mobile Ads Interest



Teens have a higher acceptance rate than adults (64% - Not at all interested)

Of those with some interest in mobile ads ...

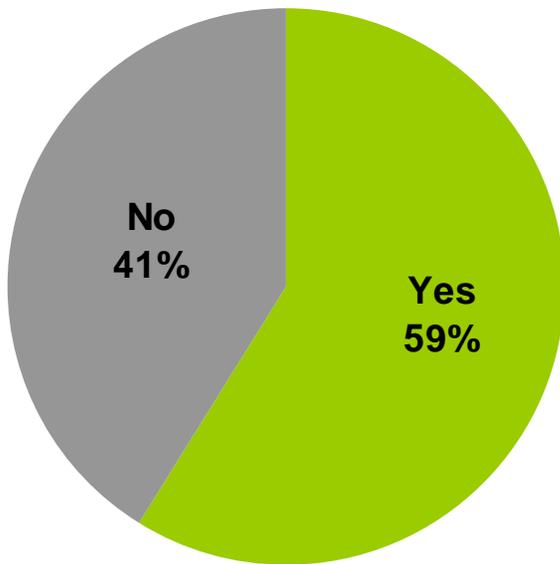


Q1130 - How interested would you be to receive advertisements on your cell phone if some incentives were offered by the cell phone provider in return? (n=2189)
 Q1135 - I would be more interested in receiving ads on my cell phone in exchange for reward points that can be used towards ...? (n=1021)

Great News For Mobile Advertising

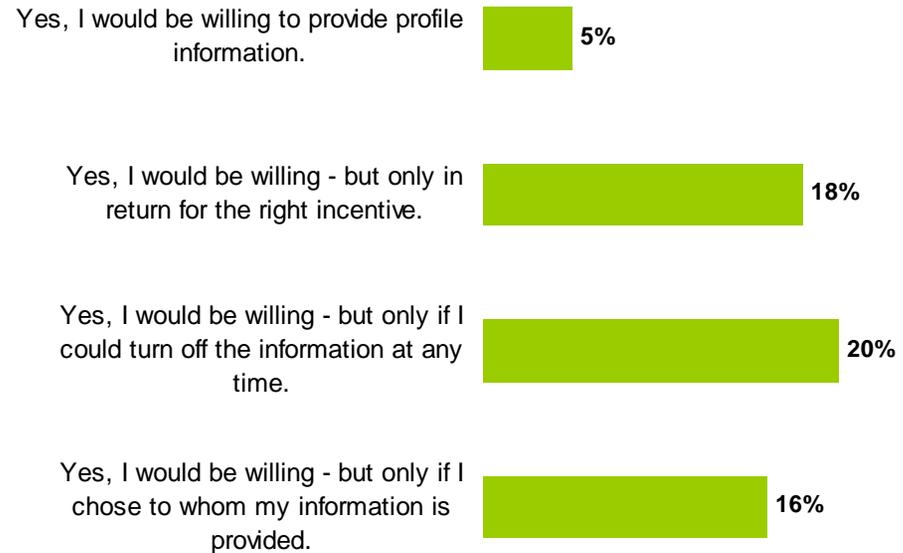
6 in 10 Teens Willing Provide Personal Information

Willingness to Provide Profile Information



Teens have a lower willingness to provide profile information than adults (9% - Not at all interested)

Trust to Keep Profile Info. Safe:
 28% Cell Phone Provider
 11% 3rd party company that deals w/ personal info security
 2% Cell Phone Manufacturer

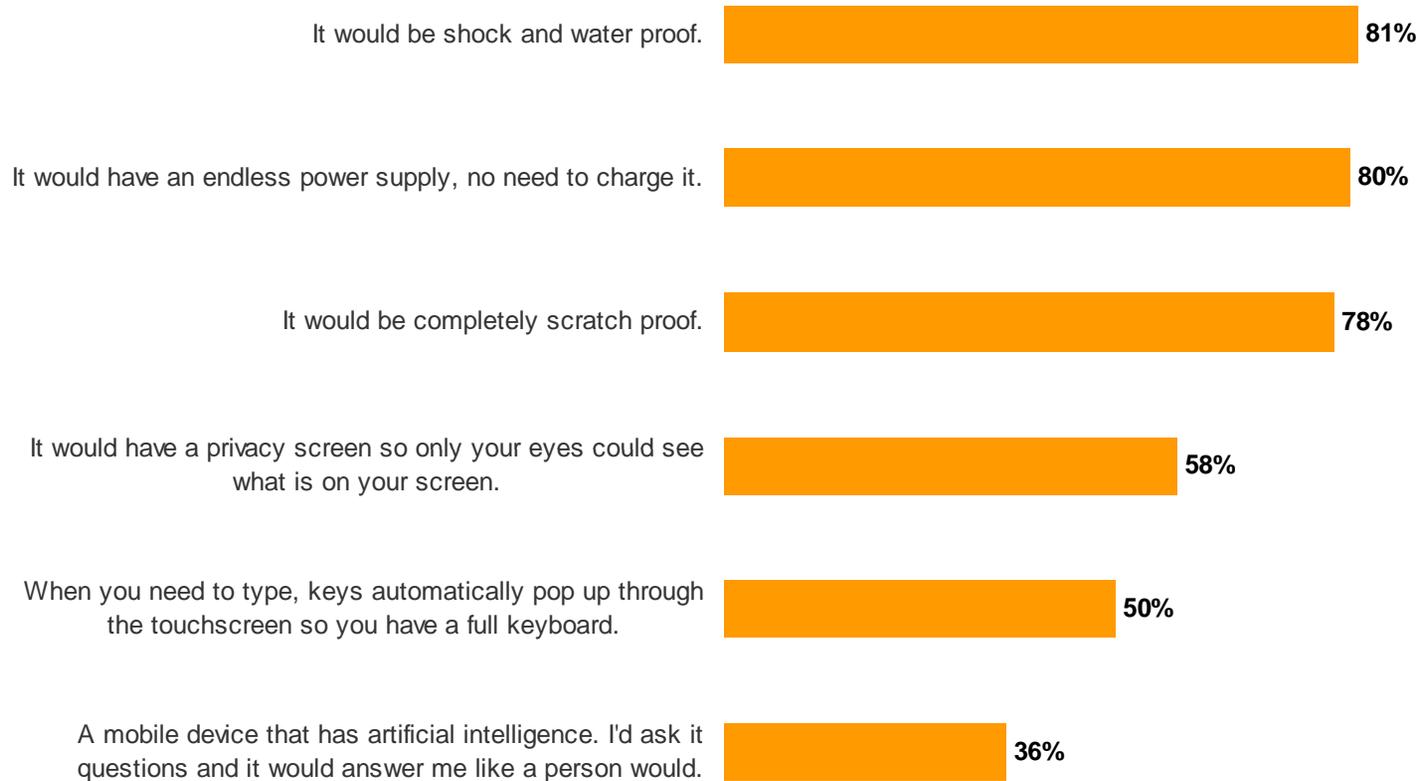


Q1150 - Which of the following best describe your willingness to provide profile information about yourself to your wireless provider so that ads could be custom tailored to your needs? (n=2189)
 Q1155 - Who would you be willing to trust to keep your profile information safe? (n=2189)

The Dream Device – Phone Qualities

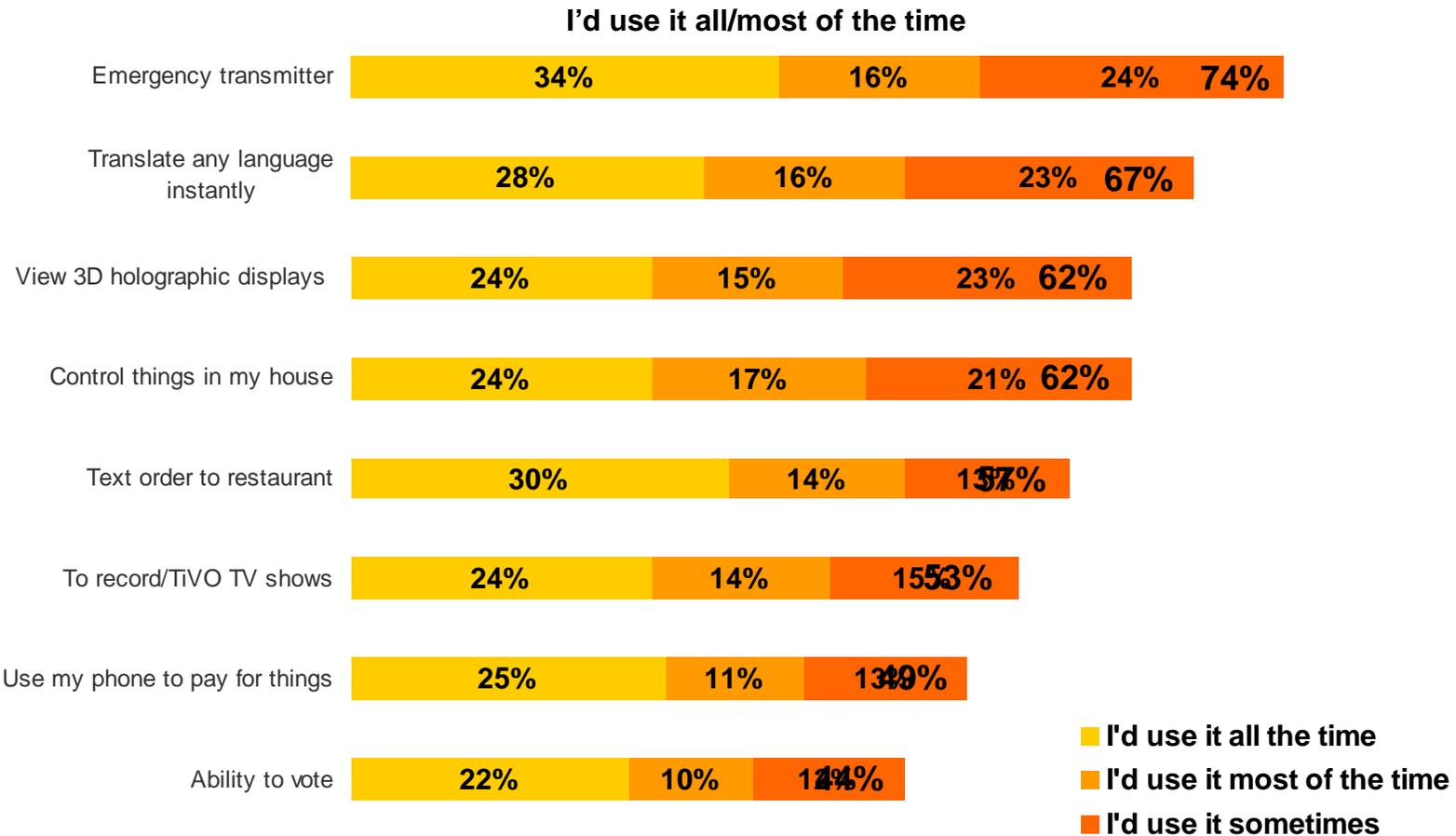
Some Things Can Be Fixed Immediately

Top 2 Box – I want that now/Like it a lot



Q1220 - We would like to know what your dream mobile device of the future will look like and what features it will have? (n=2189)

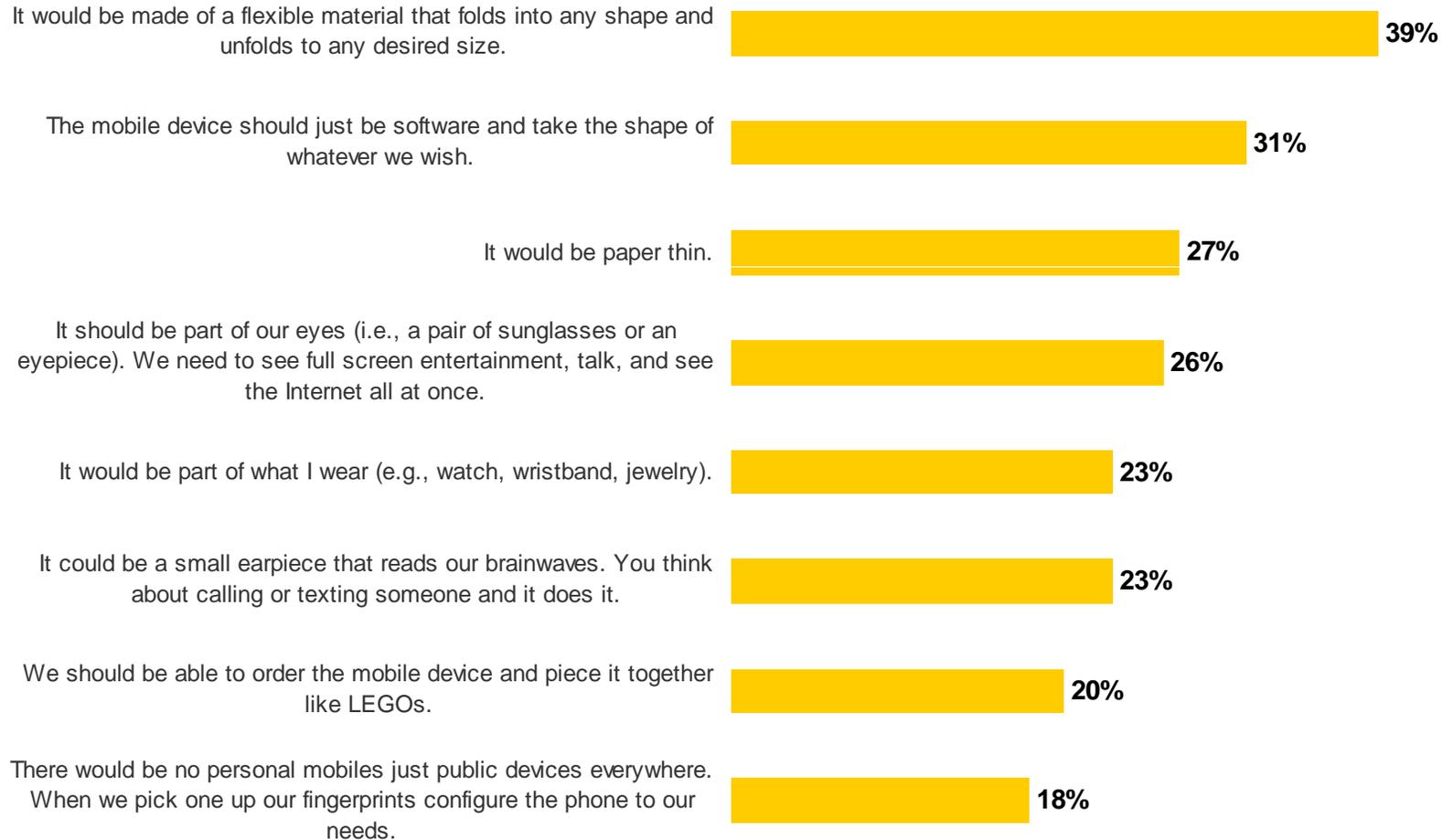
What Teens Want on Their Next Phone



Q1205 - Using the scale below, please indicate your desire to perform the following on your cell phone in the future. (n=2189)

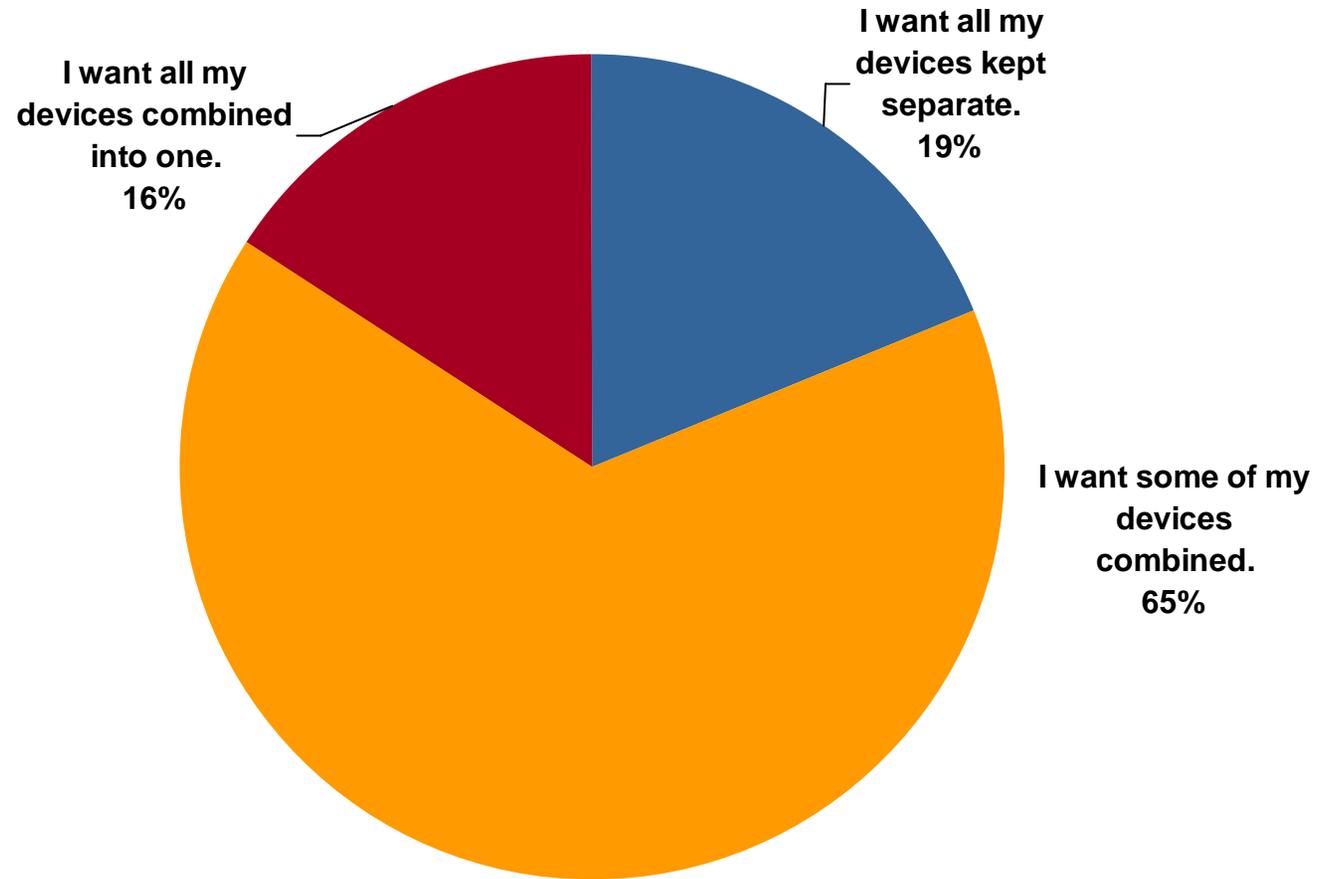
The Dream Device – What It Looks Like

Top 2 Box – I want that now/Like it a lot



Q1220 - We would like to know what your dream mobile device of the future will look like and what features it will have? (n=2189)

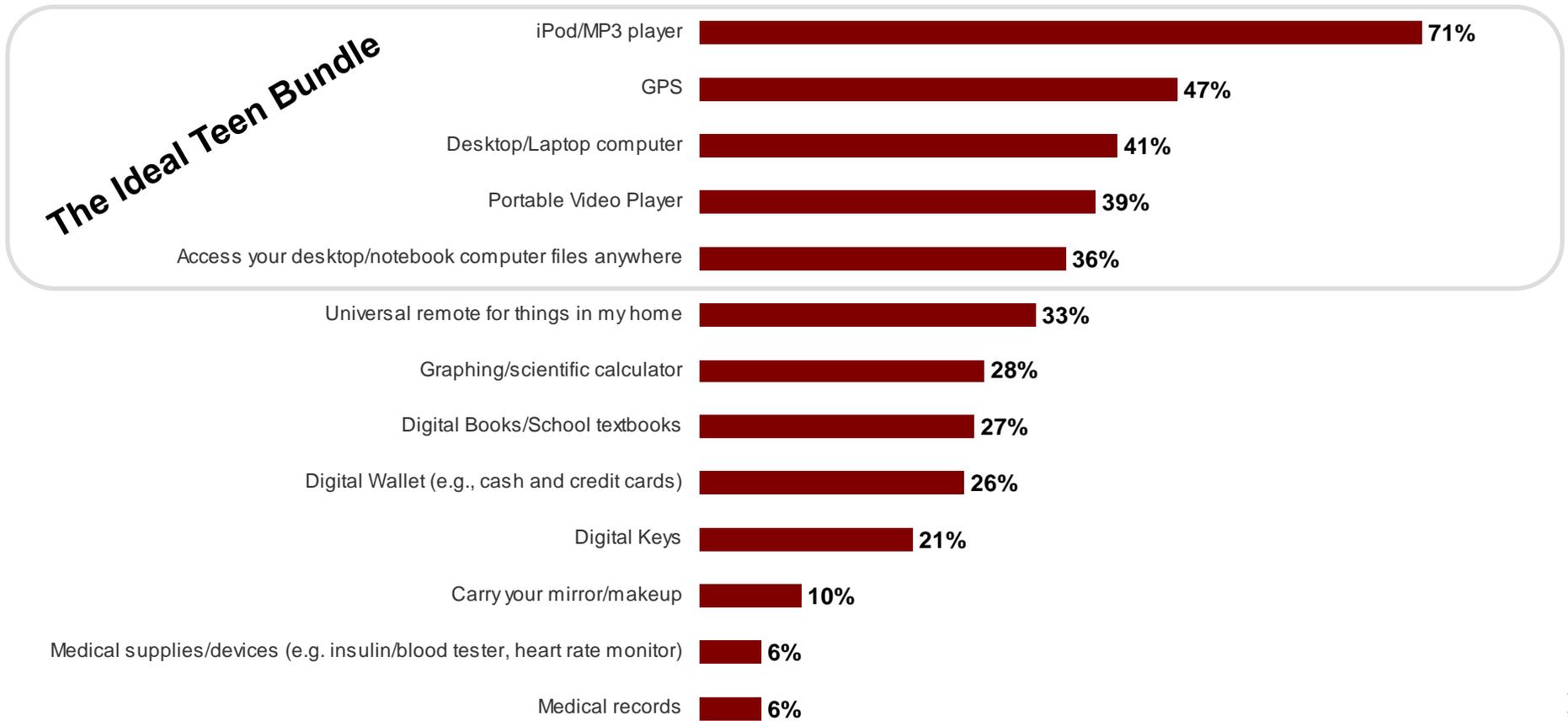
Bundle My Devices



Q1210 - Would you rather have a single device that combines the multiple things you carry with you on a daily basis (e.g., books, money and etc.) or would you rather carry around these things separately? (n=2189)

Building the Best Teen Bundle

Items Selected as Part of Bundle (up to 5 items)



Q1215 - What things outside of the basic cell phone features (i.e., camera, calendar, calculator, etc.) would you like bundled into your dream mobile device? Chose up to 5 items from the list below that would be combined to make up your dream mobile device. (n=2189)

____For More Information

- For additional information regarding the full survey results, please contact:

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