

Q1. What is your gender?

<i>Answer Options</i>	<i>Response Percent</i>	<i>Response Count</i>
Male	51.7%	258
Female	48.7%	243
answered question		499
skipped question		6

Q2. What is your age group?

<i>Answer Options</i>	<i>Response Percent</i>	<i>Response Count</i>
18 - 24	14.1%	71
25 - 34	27.6%	139
35 - 44	23.9%	120
45 - 55	23.1%	116
56 or older	11.5%	58
answered question		503
skipped question		2

Q3. Do you own a landline?

<i>Answer Options</i>	<i>Response Percent</i>	<i>Response Count</i>
Yes	61.2%	305
No	39.0%	194
answered question		498
skipped question		7

Q4. Do you own a traditional cellphone? (In other words, not a Blackberry, Treo or other "smartphone")

<i>Answer Options</i>	<i>Response Percent</i>	<i>Response Count</i>
Yes	61.9%	312
No	38.7%	195
answered question		504
skipped question		1

Q5. Please specify what carrier and manufacturer.

<i>Answer Options</i>	<i>Response Count</i>
	430
answered question	430
skipped question	75

Q6. How much did your traditional cellphone cost?

<i>Answer Options</i>	<i>Response Percent</i>	<i>Response Count</i>
I didn't buy it for myself (won it or was a gift)	6.8%	30
Free, but I paid tax and shipping	35.9%	159
\$1 - \$25	4.3%	19
\$25 - \$50	11.5%	51
\$50 - \$100	12.9%	57
\$100 or more	14.2%	63
Don't remember	17.4%	77
answered question		443
skipped question		62

Q7. Do you own a smartphone? (For example: Blackberry or Treo)

<i>Answer Options</i>	<i>Response Percent</i>	<i>Response Count</i>
Yes	50.8%	235
No	49.2%	228
answered question		463
skipped question		42

Q8. How much did your smartphone cost?

Answer Options	Response Percent	Response Count
Free (won it or it was a gift)	28.7%	90
\$1 - \$25	9.2%	29
\$25 - \$50	7.0%	22
\$50 - \$100	10.2%	32
\$100 or more	20.1%	63
Don't remember	26.1%	82
answered question		314
skipped question		191

Q9. What are the reasons for purchasing your smartphone? (Check all that apply)

Answer Options	Response Percent	Response Count
To use mobile email	69.4%	168
Calendar access	50.8%	123
The ability to add addresses for each contact	52.5%	127
The ability to view documents on the go such as Word, Excel and PowerPoint	52.1%	126
For viewing videos	33.1%	80
For advanced games	15.3%	37
Surfing the Internet	67.4%	163
For more music functionality	41.3%	100
Comments		83
answered question		242
skipped question		263

Q10. In the last year, have you disconnected your landline?

Answer Options	Response Percent	Response Count
Yes	11.6%	50
No	88.4%	381
answered question		431
skipped question		74

Q11. Why did you decide to give up your landline?

Answer Options	Response Percent	Response Count
To offset the cost of a new cellphone / smartphone (s)	15.8%	29
No real need for a landline anymore	69.4%	127
Landline phone plan too pricey	27.9%	51
Comments		125
answered question		183
skipped question		322

Q12. Is your cellphone bill more this year than it was last year?

Answer Options	Response Percent	Response Count
Yes	56.1%	235
No	44.2%	185
answered question		419
skipped question		86

Q13. What do you attribute the increase to?

Answer Options	Response Percent	Response Count
I got a new phone and needed additional services.	45.0%	134
My text message usage has increased.	20.1%	60
I spend more time talking on it.	19.1%	57
I switched carriers.	30.9%	92
I use mobile email and data more.	16.1%	48
My rate plan just increased - out of my control.	14.4%	43
I discovered a lot of new functions on my cell phone.	17.1%	51
Comments		68
answered question		298
skipped question		207

Q14. Have you ever delayed your payment on your mobile phone bill?

<i>Answer Options</i>	<i>Response Percent</i>	<i>Response Count</i>
Yes	24.8%	102
No	75.2%	310
answered question	answered question	412
skipped question	skipped question	93

Q15. Why haven't you ever delayed your payment on your mobile bill?

<i>Answer Options</i>	<i>Response Percent</i>	<i>Response Count</i>
It's crucial for me to stay connected to friends and family.	63.9%	175
It's a crucial way for me to stay connected to my employer or potential employer.	36.9%	101
I gave up my landline so I depend on my mobile phone for all communication at home.	28.1%	77
Comments		84
answered question		274
skipped question		231

Q16. In the last year, have you been late on paying any of the following bills?

<i>Answer Options</i>	<i>Response Percent</i>	<i>Response Count</i>
Utilities bill (gas, electricity, water, etc.)	23.1%	87
Internet service provider	12.5%	47
Landline telephone service	10.6%	40
Credit card payment	18.8%	71
Car payment	12.2%	46
Rent or mortgage payment	12.7%	48
None of the above	62.3%	235
Comments		10
answered question		377
skipped question		128