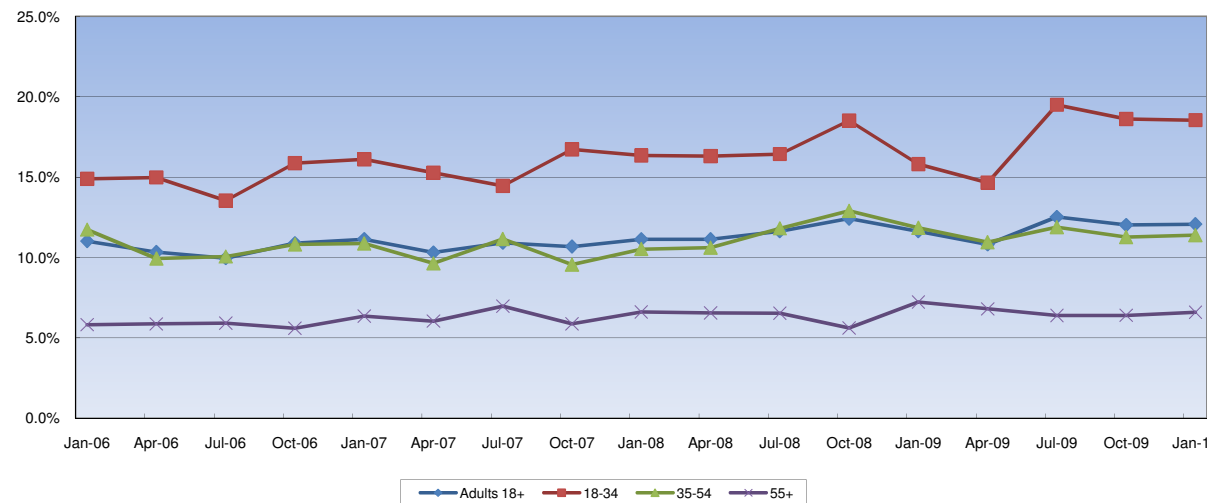




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Planning to Buy Cell Phone in Next 90 Days

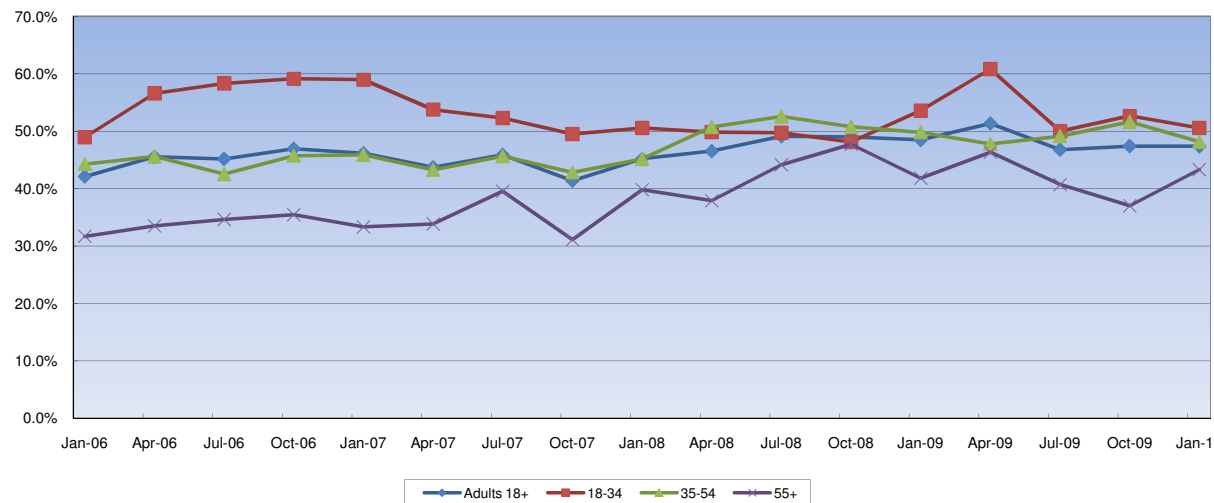


	Jan-06	Apr-06	Jul-06	Oct-06	Jan-07	Apr-07	Jul-07	Oct-07	Jan-08	Apr-08	Jul-08	Oct-08	Jan-09	Apr-09	Jul-09	Oct-09	Jan-10
Adults 18+	11.0%	10.3%	9.9%	10.9%	11.1%	10.3%	10.9%	10.7%	11.1%	11.1%	11.6%	12.4%	11.6%	10.8%	12.5%	12.0%	12.1%
18-34	14.9%	15.0%	13.5%	15.9%	16.1%	15.3%	14.5%	16.7%	16.4%	16.3%	16.4%	18.5%	15.8%	14.7%	19.5%	18.6%	18.5%
35-54	11.7%	9.9%	10.1%	10.8%	10.9%	9.6%	11.1%	9.5%	10.5%	10.6%	11.8%	12.9%	11.8%	10.9%	11.9%	11.3%	11.4%
55+	5.8%	5.9%	5.9%	5.6%	6.3%	6.0%	7.0%	5.9%	6.6%	6.6%	6.5%	5.6%	7.2%	6.8%	6.4%	6.4%	6.6%



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Features or Attributes Wanted in a Cell Phone: Address Book

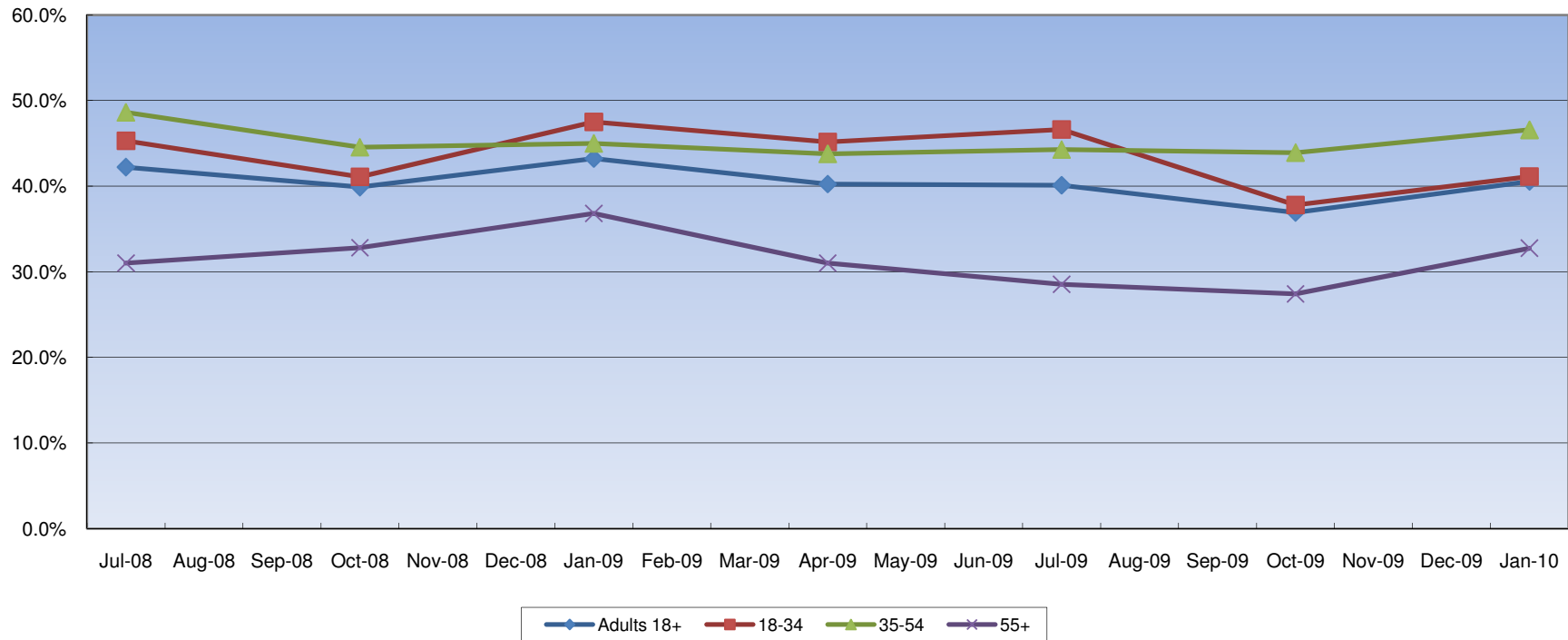


	Jan-06	Apr-06	Jul-06	Oct-06	Jan-07	Apr-07	Jul-07	Oct-07	Jan-08	Apr-08	Jul-08	Oct-08	Jan-09	Apr-09	Jul-09	Oct-09	Jan-10
Adults 18+	42.1%	45.5%	45.2%	46.9%	46.2%	43.7%	45.9%	41.4%	45.2%	46.5%	49.1%	49.0%	48.5%	51.3%	46.8%	47.4%	47.4%
18-34	49.0%	56.6%	58.3%	59.1%	59.0%	53.8%	52.3%	49.5%	50.6%	49.8%	49.7%	48.1%	53.6%	60.8%	50.0%	52.7%	50.6%
35-54	44.3%	45.6%	42.5%	45.7%	45.9%	43.3%	45.7%	42.8%	45.1%	50.7%	52.6%	50.8%	49.8%	47.8%	49.1%	51.6%	48.1%
55+	31.7%	33.5%	34.6%	35.4%	33.3%	33.8%	39.5%	31.1%	39.8%	37.9%	44.1%	47.7%	41.8%	46.3%	40.7%	37.0%	43.3%



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Features or Attributes Wanted in a Cell Phone: Bluetooth

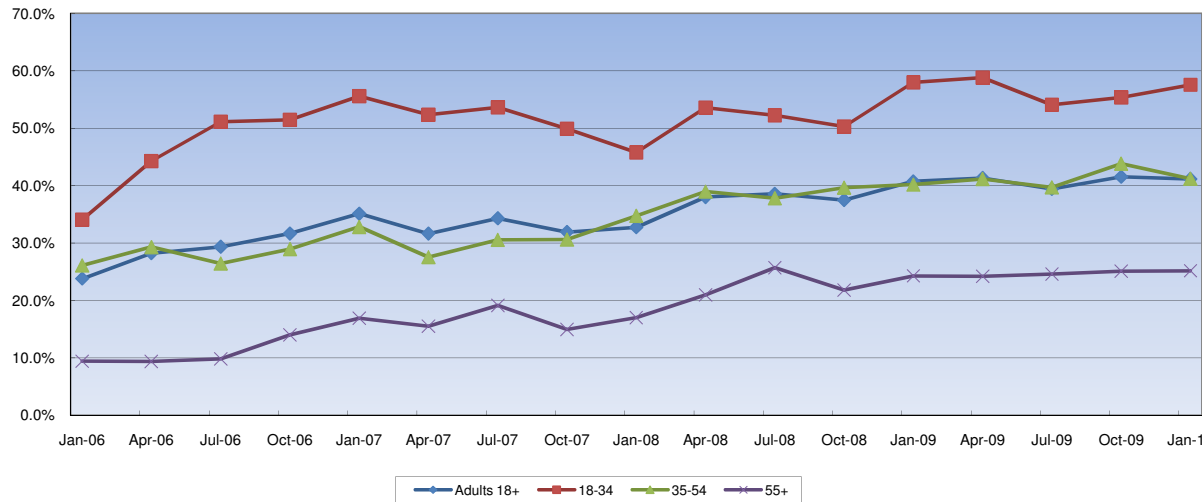


	Jul-08	Oct-08	Jan-09	Apr-09	Jul-09	Oct-09	Jan-10
Adults 18+	42.2%	39.9%	43.2%	40.2%	40.1%	36.9%	40.5%
18-34	45.3%	41.1%	47.5%	45.2%	46.6%	37.8%	41.1%
35-54	48.6%	44.5%	45.0%	43.8%	44.3%	43.9%	46.6%
55+	31.0%	32.8%	36.8%	31.0%	28.5%	27.4%	32.8%



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Features or Attributes Wanted in a Cell Phone: Calculator

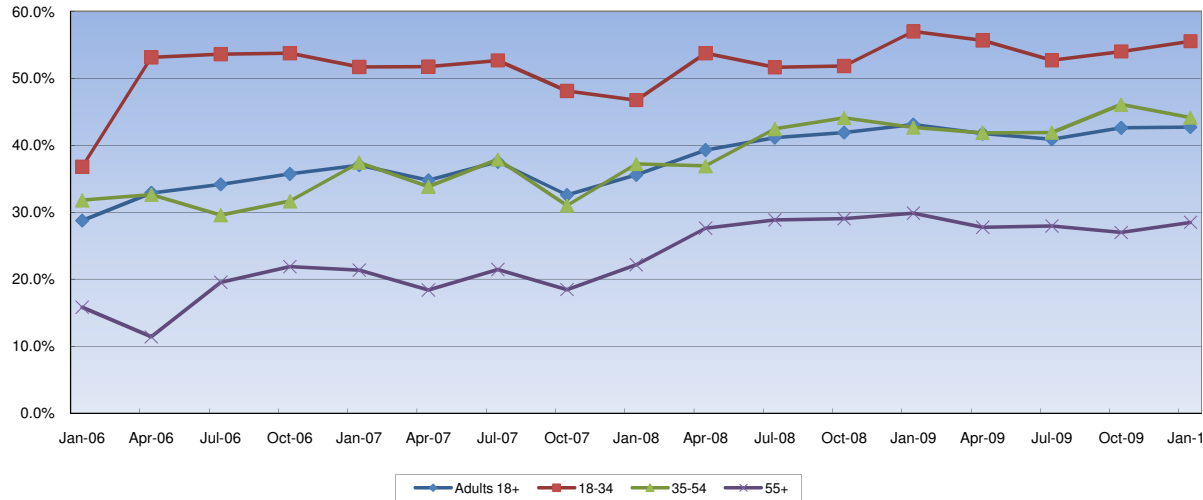


	Jan-06	Apr-06	Jul-06	Oct-06	Jan-07	Apr-07	Jul-07	Oct-07	Jan-08	Apr-08	Jul-08	Oct-08	Jan-09	Apr-09	Jul-09	Oct-09	Jan-10
Adults 18+	23.8%	28.2%	29.3%	31.6%	35.1%	31.6%	34.3%	31.9%	32.7%	38.0%	38.6%	37.5%	40.7%	41.3%	39.4%	41.6%	41.2%
18-34	34.1%	44.3%	51.1%	51.5%	55.6%	52.3%	53.6%	49.9%	45.7%	53.6%	52.2%	50.3%	58.0%	58.8%	54.1%	55.3%	57.6%
35-54	26.1%	29.3%	26.4%	28.9%	32.8%	27.5%	30.5%	30.6%	34.7%	38.9%	37.8%	39.6%	40.2%	41.2%	39.7%	43.8%	41.2%
55+	9.4%	9.4%	9.8%	14.0%	16.9%	15.5%	19.1%	14.9%	17.0%	21.0%	25.7%	21.8%	24.3%	24.2%	24.6%	25.1%	25.2%



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Features or Attributes Wanted in a Cell Phone: Calendar

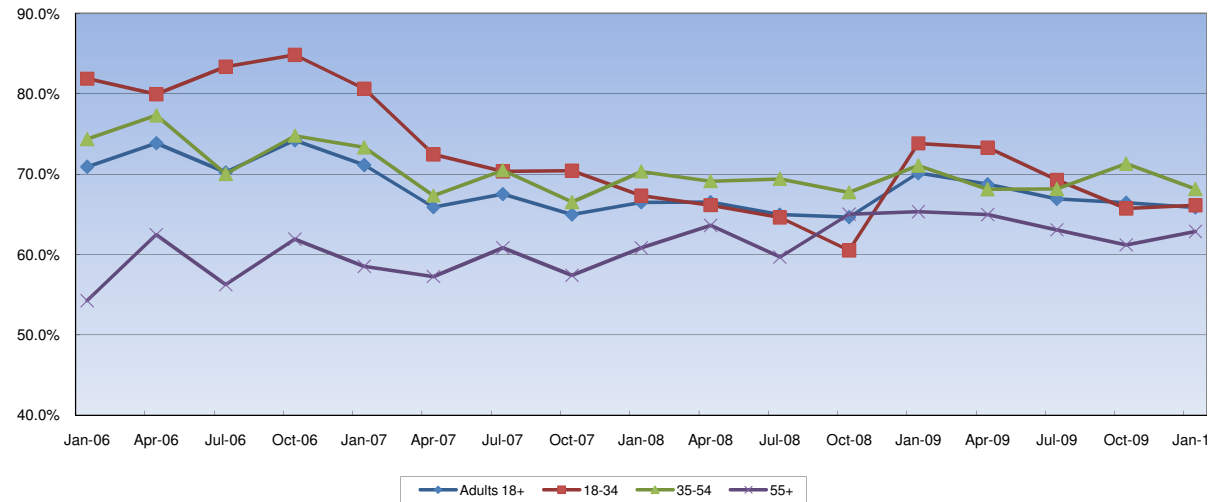


	Jan-06	Apr-06	Jul-06	Oct-06	Jan-07	Apr-07	Jul-07	Oct-07	Jan-08	Apr-08	Jul-08	Oct-08	Jan-09	Apr-09	Jul-09	Oct-09	Jan-10
Adults 18+	28.7%	32.9%	34.2%	35.7%	37.0%	34.8%	37.5%	32.6%	35.6%	39.3%	41.2%	41.9%	43.1%	41.7%	40.9%	42.6%	42.7%
18-34	36.8%	53.1%	53.6%	53.8%	51.7%	51.8%	52.7%	48.1%	46.8%	53.7%	51.7%	51.9%	57.0%	55.7%	52.7%	54.0%	55.5%
35-54	31.8%	32.6%	29.6%	31.7%	37.4%	33.9%	37.9%	31.0%	37.2%	36.9%	42.5%	44.1%	42.7%	41.9%	41.9%	46.1%	44.1%
55+	15.8%	11.4%	19.5%	21.9%	21.3%	18.4%	21.4%	18.5%	22.2%	27.6%	28.9%	29.0%	29.9%	27.8%	27.9%	27.0%	28.5%



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Features or Attributes Wanted in a Cell Phone: Caller ID

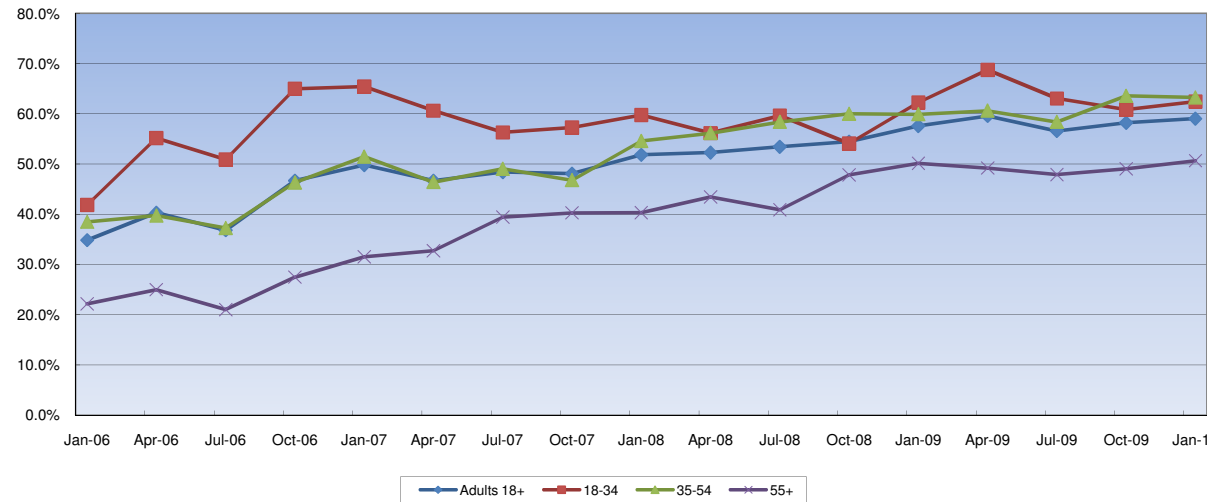


	Jan-06	Apr-06	Jul-06	Oct-06	Jan-07	Apr-07	Jul-07	Oct-07	Jan-08	Apr-08	Jul-08	Oct-08	Jan-09	Apr-09	Jul-09	Oct-09	Jan-10
Adults 18+	70.9%	73.8%	70.2%	74.2%	71.1%	65.9%	67.5%	65.0%	66.5%	66.5%	64.9%	64.7%	70.1%	68.7%	66.9%	66.4%	65.9%
18-34	81.9%	79.9%	83.4%	84.9%	80.6%	72.4%	70.3%	70.4%	67.3%	66.1%	64.6%	60.5%	73.8%	73.3%	69.3%	65.7%	66.1%
35-54	74.4%	77.3%	70.0%	74.8%	73.3%	67.3%	70.5%	66.5%	70.3%	69.1%	69.4%	67.7%	71.0%	68.1%	68.2%	71.3%	68.2%
55+	54.3%	62.4%	56.2%	61.9%	58.5%	57.3%	60.8%	57.4%	60.8%	63.6%	59.7%	65.0%	65.3%	65.0%	63.1%	61.2%	62.9%



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Features or Attributes Wanted in a Cell Phone: Camera-enabled

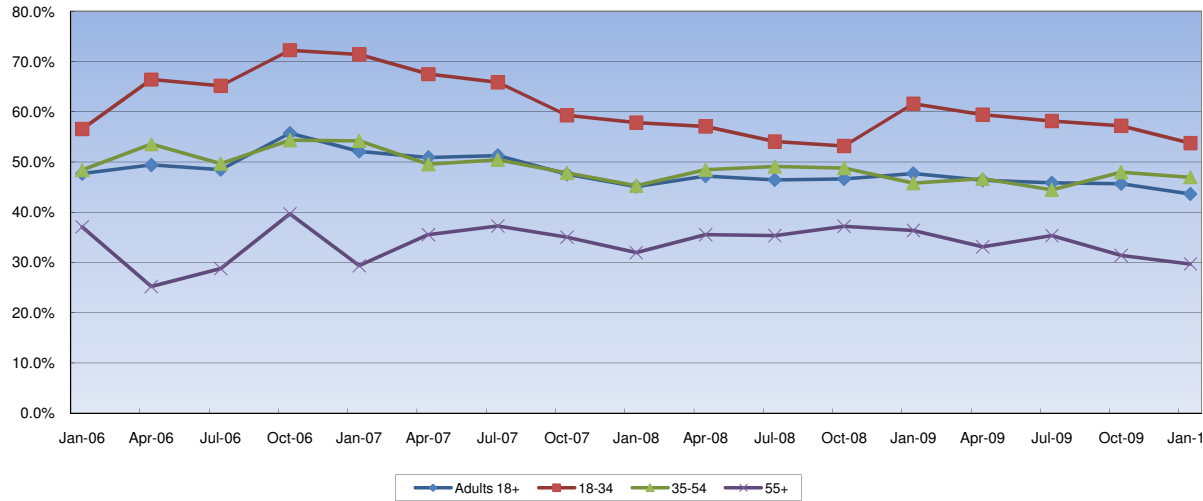


	Jan-06	Apr-06	Jul-06	Oct-06	Jan-07	Apr-07	Jul-07	Oct-07	Jan-08	Apr-08	Jul-08	Oct-08	Jan-09	Apr-09	Jul-09	Oct-09	Jan-10
Adults 18+	34.8%	40.3%	36.8%	46.7%	49.8%	46.7%	48.4%	48.1%	51.8%	52.3%	53.4%	54.5%	57.6%	59.6%	56.6%	58.2%	59.0%
18-34	41.8%	55.2%	50.9%	65.0%	65.4%	60.6%	56.3%	57.3%	59.8%	56.2%	59.7%	54.1%	62.2%	68.8%	63.0%	60.8%	62.4%
35-54	38.5%	39.7%	37.3%	46.3%	51.5%	46.4%	49.0%	46.8%	54.6%	56.1%	58.4%	60.0%	59.9%	60.6%	58.4%	63.6%	63.3%
55+	22.2%	25.0%	21.0%	27.5%	31.5%	32.7%	39.4%	40.3%	40.3%	43.4%	40.9%	47.9%	50.1%	49.2%	47.9%	49.0%	50.7%



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Features or Attributes Wanted in a Cell Phone: Color screen

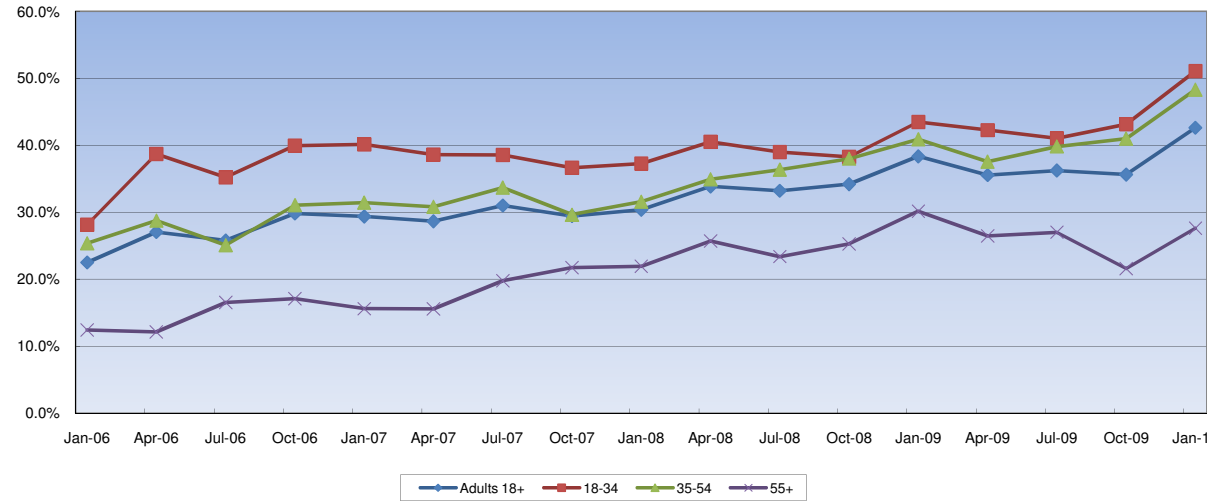


	Jan-06	Apr-06	Jul-06	Oct-06	Jan-07	Apr-07	Jul-07	Oct-07	Jan-08	Apr-08	Jul-08	Oct-08	Jan-09	Apr-09	Jul-09	Oct-09	Jan-10
Adults 18+	47.7%	49.4%	48.5%	55.7%	52.1%	50.9%	51.3%	47.6%	45.1%	47.2%	46.4%	46.6%	47.7%	46.4%	45.9%	45.7%	43.6%
18-34	56.6%	66.4%	65.2%	72.3%	71.4%	67.5%	65.9%	59.3%	57.9%	57.1%	54.1%	53.2%	61.6%	59.4%	58.2%	57.2%	53.8%
35-54	48.4%	53.6%	49.7%	54.4%	54.2%	49.6%	50.4%	47.9%	45.3%	48.5%	49.1%	48.8%	45.8%	46.7%	44.5%	48.0%	47.0%
55+	37.1%	25.2%	28.8%	39.7%	29.4%	35.5%	37.3%	35.0%	32.0%	35.5%	35.3%	37.2%	36.4%	33.1%	35.4%	31.4%	29.7%



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Features or Attributes Wanted in a Cell Phone: Email access

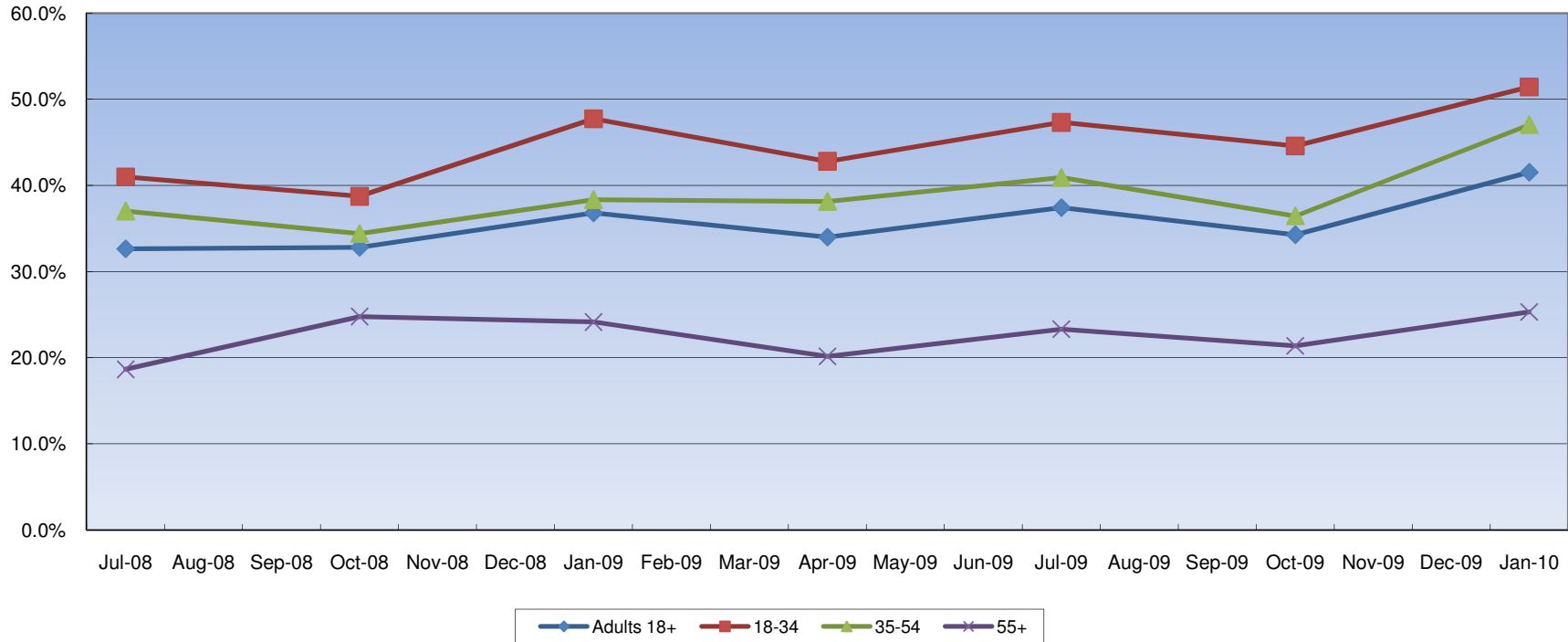


	Jan-06	Apr-06	Jul-06	Oct-06	Jan-07	Apr-07	Jul-07	Oct-07	Jan-08	Apr-08	Jul-08	Oct-08	Jan-09	Apr-09	Jul-09	Oct-09	Jan-10
Adults 18+	22.5%	27.1%	25.8%	29.8%	29.4%	28.7%	31.0%	29.4%	30.4%	33.9%	33.2%	34.2%	38.4%	35.6%	36.2%	35.6%	42.6%
18-34	28.1%	38.7%	35.2%	40.0%	40.2%	38.6%	38.6%	36.6%	37.3%	40.5%	39.0%	38.3%	43.5%	42.3%	41.1%	43.2%	51.1%
35-54	25.4%	28.8%	25.1%	31.1%	31.4%	30.8%	33.7%	29.7%	31.6%	34.9%	36.4%	38.0%	40.9%	37.5%	39.8%	41.0%	48.3%
55+	12.4%	12.1%	16.5%	17.1%	15.6%	15.6%	19.8%	21.7%	21.9%	25.7%	23.4%	25.3%	30.1%	26.5%	27.0%	21.6%	27.6%



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Features or Attributes Wanted in a Cell Phone: Internet access

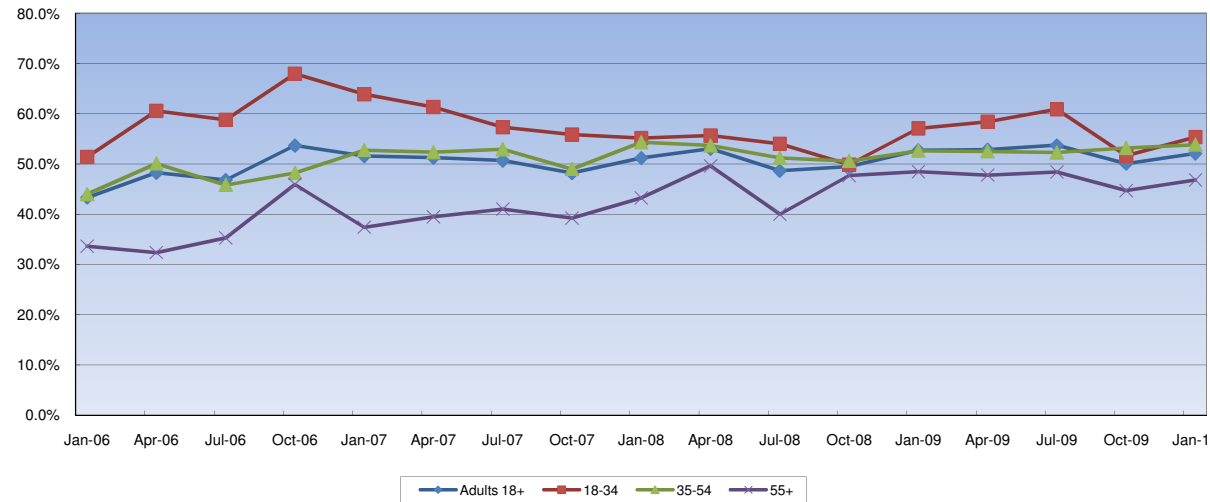


	Jul-08	Oct-08	Jan-09	Apr-09	Jul-09	Oct-09	Jan-10
Adults 18+	32.6%	32.8%	36.8%	34.0%	37.4%	34.3%	41.5%
18-34	41.0%	38.7%	47.7%	42.8%	47.3%	44.6%	51.4%
35-54	37.0%	34.4%	38.3%	38.1%	40.9%	36.5%	47.0%
55+	18.6%	24.8%	24.1%	20.2%	23.3%	21.4%	25.3%



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Features or Attributes Wanted in a Cell Phone: Speaker phone

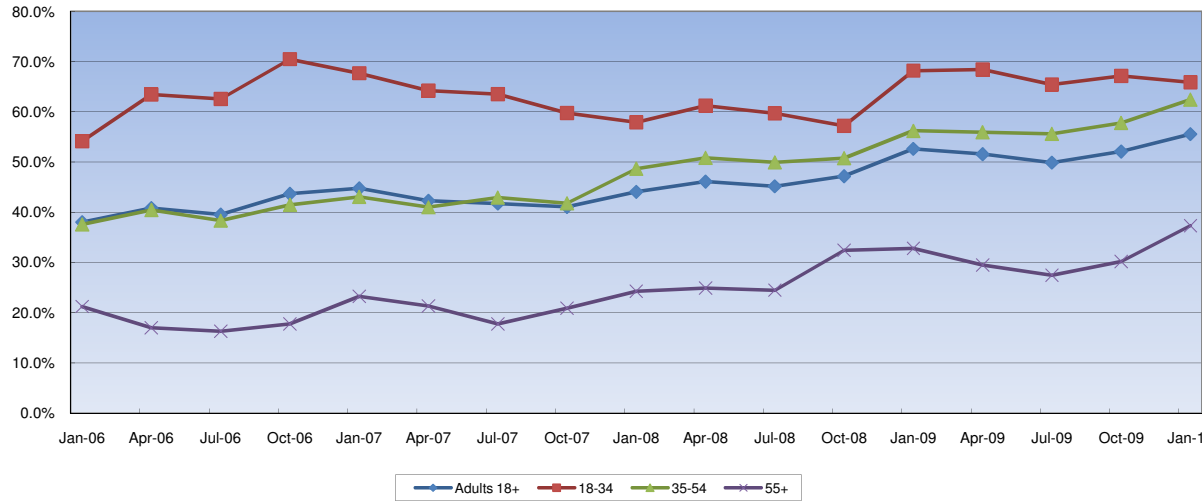


	Jan-06	Apr-06	Jul-06	Oct-06	Jan-07	Apr-07	Jul-07	Oct-07	Jan-08	Apr-08	Jul-08	Oct-08	Jan-09	Apr-09	Jul-09	Oct-09	Jan-10
Adults 18+	43.3%	48.3%	46.8%	53.7%	51.6%	51.3%	50.7%	48.2%	51.2%	53.1%	48.7%	49.5%	52.7%	52.9%	53.7%	50.1%	52.1%
18-34	51.4%	60.6%	58.8%	68.0%	63.9%	61.4%	57.3%	55.9%	55.2%	55.7%	54.0%	49.9%	57.1%	58.4%	60.9%	51.7%	55.4%
35-54	44.0%	50.1%	45.8%	48.2%	52.8%	52.3%	52.9%	49.0%	54.3%	53.7%	51.2%	50.6%	52.6%	52.5%	52.3%	53.2%	53.9%
55+	33.6%	32.4%	35.3%	45.9%	37.4%	39.5%	41.0%	39.2%	43.3%	49.7%	40.0%	47.7%	48.5%	47.8%	48.4%	44.7%	46.8%



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Features or Attributes Wanted in a Cell Phone: Text messaging

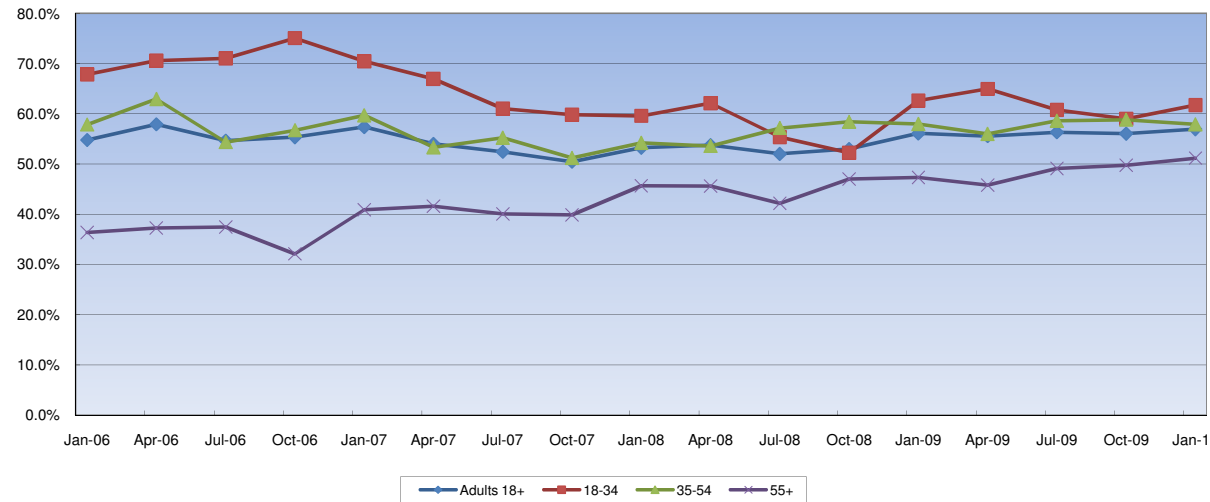


	Jan-06	Apr-06	Jul-06	Oct-06	Jan-07	Apr-07	Jul-07	Oct-07	Jan-08	Apr-08	Jul-08	Oct-08	Jan-09	Apr-09	Jul-09	Oct-09	Jan-10
Adults 18+	38.1%	40.9%	39.5%	43.7%	44.8%	42.3%	41.8%	41.1%	44.1%	46.1%	45.2%	47.2%	52.7%	51.6%	49.9%	52.1%	55.6%
18-34	54.2%	63.4%	62.6%	70.5%	67.7%	64.2%	63.5%	59.8%	57.9%	61.2%	59.7%	57.2%	68.2%	68.4%	65.4%	67.2%	65.9%
35-54	37.6%	40.5%	38.3%	41.5%	43.1%	41.0%	42.9%	41.8%	48.7%	50.8%	49.9%	50.8%	56.2%	56.0%	55.6%	57.8%	62.4%
55+	21.2%	17.0%	16.3%	17.8%	23.3%	21.3%	17.8%	20.9%	24.3%	24.9%	24.5%	32.4%	32.8%	29.5%	27.4%	30.2%	37.3%



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Features or Attributes Wanted in a Cell Phone: Voicemail



	Jan-06	Apr-06	Jul-06	Oct-06	Jan-07	Apr-07	Jul-07	Oct-07	Jan-08	Apr-08	Jul-08	Oct-08	Jan-09	Apr-09	Jul-09	Oct-09	Jan-10
Adults 18+	54.8%	57.9%	54.7%	55.4%	57.4%	54.0%	52.5%	50.5%	53.3%	53.8%	52.0%	53.0%	56.1%	55.6%	56.3%	56.1%	57.0%
18-34	67.9%	70.6%	71.0%	75.1%	70.4%	67.0%	61.0%	59.8%	59.6%	62.1%	55.3%	52.3%	62.6%	65.0%	60.8%	59.0%	61.7%
35-54	57.9%	62.9%	54.4%	56.7%	59.7%	53.3%	55.2%	51.2%	54.2%	53.6%	57.2%	58.4%	58.0%	56.0%	58.6%	58.8%	57.9%
55+	36.4%	37.3%	37.5%	32.1%	40.9%	41.6%	40.1%	39.9%	45.7%	45.6%	42.2%	47.0%	47.3%	45.8%	49.1%	49.8%	51.2%