

The next few questions are about wireless devices. Which of the following devices do you have?

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1000	150	100	100	300	250	100	298	433	245	500	500
Weighted Base	1000	130	90	70	377	251	81	337	371	272	490	510
Cell Phone	50%	59%	70%	45%	57%	33%	41%	57%	52%	41%	55%	46%
Pager	13%	13%	8%	13%	12%	20%	5%	18%	13%	7%	17%	10%
Two-way Text Messenger (like a Motorola Talkabout T900, RIM BlackBerry, Motorola Timeport P935)	3%	4%	4%	2%	3%	2%	3%	4%	3%	1%	4%	1%
Handheld Computer (like a Pocket PC)	6%	6%	5%	7%	6%	4%	5%	6%	7%	5%	7%	5%
Personal Digital Assistant (like a Palm handheld)	9%	4%	11%	6%	12%	5%	7%	9%	11%	4%	10%	7%

Do you use your cell phone for text messaging (which is the same as e-mailing short messages)?

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: Have cell phone												
Unweighted Base	501	88	71	45	174	83	40	166	221	104	271	230
Weighted Base	504	78	63	31	216	83	33	192	193	111	269	235
Yes	9%	15%	11%	4%	7%	7%	9%	11%	8%	6%	10%	7%
No	91%	85%	89%	96%	93%	93%	91%	89%	92%	94%	90%	93%

FUN TO USE

I'm now going to read you a brief description of a type of product and would like to get your opinion on it. This product is a wireless e-mail device the size of a jumbo pack of gum. It has a lit keyboard and screen, e-mail and information services, and address book, and message notification through ring or vibrate modes. Please tell e whether you find the following product features for this type of device very appealing, somewhat appealing, not very appealing, or not at all appealing.

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1000	150	100	100	300	250	100	298	433	245	500	500
Weighted Base	1000	130	90	70	377	251	81	337	371	272	490	510
Very appealing	24%	20%	20%	19%	30%	16%	30%	33%	21%	16%	23%	24%
Somewhat appealing	34%	37%	33%	34%	28%	38%	39%	36%	36%	27%	32%	35%
Not very appealing	16%	18%	15%	14%	16%	18%	7%	14%	17%	17%	15%	16%
Not at all appealing	26%	23%	31%	30%	24%	28%	24%	17%	26%	36%	28%	24%
(DK/NS)	1%	2%	1%	4%	2%	0	-	0	-	4%	2%	1%
SUMMARY												
TOP2BOX (Very Appealing/Somewhat Appealing)	57%	57%	53%	53%	58%	54%	69%	69%	57%	43%	55%	59%
LOW2BOX (Not Very Appealing/Not At All Appealing)	41%	41%	45%	44%	40%	45%	31%	31%	43%	53%	43%	40%

DISCRETE - YOU CAN SEND AND RECEIVE MESSAGES WITHOUT ANYONE KNOWING

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	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1000	150	100	100	300	250	100	298	433	245	500	500
Weighted Base	1000	130	90	70	377	251	81	337	371	272	490	510
Very appealing	36%	40%	29%	36%	41%	28%	46%	49%	32%	29%	36%	37%
Somewhat appealing	27%	26%	34%	26%	21%	34%	26%	26%	29%	25%	27%	27%
Not very appealing	12%	15%	10%	10%	12%	14%	6%	12%	13%	11%	13%	11%
Not at all appealing	23%	19%	27%	26%	24%	23%	21%	13%	25%	33%	22%	25%
(DK/NS)	1%	0	-	3%	1%	1%	1%	-	0	3%	1%	1%
SUMMARY												
TOP2BOX (Very Appealing/Somewhat Appealing)	63%	65%	64%	61%	62%	62%	72%	74%	62%	53%	63%	64%
LOW2BOX (Not Very Appealing/Not At All Appealing)	35%	34%	36%	36%	36%	37%	27%	26%	38%	44%	35%	36%

A CHOICE OF BRIGHT, FASHIONABLE COLOURS - THEY ARE RED, AQUA, BLUE AND BLACK

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	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1000	150	100	100	300	250	100	298	433	245	500	500
Weighted Base	1000	130	90	70	377	251	81	337	371	272	490	510
Very appealing	21%	20%	16%	13%	25%	23%	19%	27%	17%	20%	16%	26%
Somewhat appealing	31%	31%	29%	25%	30%	33%	33%	30%	34%	28%	31%	31%
Not very appealing	14%	16%	21%	23%	14%	10%	10%	14%	15%	14%	15%	14%
Not at all appealing	32%	33%	34%	38%	29%	33%	33%	27%	34%	35%	36%	28%
(DK/NS)	1%	-	-	2%	2%	1%	5%	1%	0	3%	2%	1%
SUMMARY												
TOP2BOX (Very Appealing/Somewhat Appealing)	52%	51%	45%	37%	55%	56%	53%	57%	51%	49%	47%	57%
LOW2BOX (Not Very Appealing/Not At All Appealing)	46%	49%	55%	60%	43%	43%	43%	42%	49%	49%	51%	42%

POSTPONES FACE-TO-FACE OR VOICE CONTACT

I'm now going to read you a brief description of a type of product and would like to get your opinion on it. This product is a wireless e-mail device the size of a jumbo pack of gum. It has a lit keyboard and screen, e-mail and information services, and address book, and message notification through ring or vibrate modes. Please tell e whether you find the following product features for this type of device very appealing, somewhat appealing, not very appealing, or not at all appealing.

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Base: All respondents												
Unweighted Base	1000	150	100	100	300	250	100	298	433	245	500	500
Weighted Base	1000	130	90	70	377	251	81	337	371	272	490	510
Very appealing	30%	33%	35%	27%	33%	23%	33%	42%	27%	21%	30%	31%
Somewhat appealing	32%	33%	24%	39%	31%	34%	32%	33%	34%	28%	33%	31%
Not very appealing	13%	17%	9%	11%	11%	17%	10%	12%	13%	16%	12%	14%
Not at all appealing	23%	17%	31%	19%	24%	25%	20%	13%	26%	32%	23%	24%
(DK/NS)	1%	0	1%	3%	1%	0	4%	0	0	3%	2%	1%
SUMMARY												
TOP2BOX (Very Appealing/Somewhat Appealing)	62%	65%	59%	66%	64%	57%	66%	75%	61%	49%	63%	61%
LOW2BOX (Not Very Appealing/Not At All Appealing)	36%	34%	40%	31%	35%	42%	30%	25%	39%	48%	35%	38%

REDUCES CELL PHONE COSTS - THE TEXT MESSENGER PAYS FOR ITSELF BY REDUCING CELL PHONE AIR TIME

I'm now going to read you a brief description of a type of product and would like to get your opinion on it. This product is a wireless e-mail device the size of a jumbo pack of gum. It has a lit keyboard and screen, e-mail and information services, and address book, and message notification through ring or vibrate modes. Please tell e whether you find the following product features for this type of device very appealing, somewhat appealing, not very appealing, or not at all appealing.

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: Have a cell phone												
Unweighted Base	501	88	71	45	174	83	40	166	221	104	271	230
Weighted Base	504	78	63	31	216	83	33	192	193	111	269	235
Very appealing	48%	54%	48%	51%	49%	33%	56%	58%	46%	35%	45%	51%
Somewhat appealing	29%	22%	28%	29%	28%	38%	25%	27%	29%	31%	31%	26%
Not very appealing	9%	15%	7%	10%	7%	11%	-	8%	9%	10%	7%	10%
Not at all appealing	13%	8%	16%	9%	13%	17%	16%	6%	15%	21%	15%	12%
(DK/NS)	1%	1%	-	-	2%	1%	3%	1%	0	4%	2%	1%
SUMMARY												
TOP2BOX (Very Appealing/Somewhat Appealing)	76%	76%	76%	80%	78%	70%	81%	85%	75%	66%	76%	77%
LOW2BOX (Not Very Appealing/Not At All Appealing)	22%	23%	24%	20%	20%	28%	16%	14%	24%	31%	22%	22%

How interested are you in using this product?

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1000	150	100	100	300	250	100	298	433	245	500	500
Weighted Base	1000	130	90	70	377	251	81	337	371	272	490	510
Very interested	8%	7%	10%	12%	9%	5%	13%	12%	9%	4%	9%	8%
Somewhat interested	32%	36%	22%	28%	37%	24%	40%	45%	29%	20%	31%	32%
Not very interested	23%	28%	25%	23%	20%	28%	18%	25%	24%	21%	23%	24%
Not at all interested	36%	29%	43%	35%	34%	43%	29%	18%	38%	53%	36%	36%
(DK/NS)	1%	-	-	3%	1%	-	1%	-	-	2%	1%	0
SUMMARY												
TOP2BOX (Very Interested/Somewhat Interested)	40%	43%	32%	40%	46%	29%	53%	57%	38%	24%	41%	40%
LOW2BOX (Not Very Interested/Not At All Interested)	59%	57%	68%	58%	53%	71%	46%	43%	62%	74%	59%	60%

If you were to use this two-way device, who would you mainly send messages to?

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	Atl	18-34	35-54	55+	Male	Female
Base: Very interested/Somewhat interested in this product												
Unweighted Base	393	62	30	40	136	74	51	166	163	58	203	190
Weighted Base	401	56	29	28	173	73	43	191	140	64	199	202
Friends	38%	41%	26%	44%	34%	58%	18%	49%	30%	20%	39%	36%
Other family members	32%	23%	29%	29%	36%	39%	23%	35%	23%	40%	28%	36%
Co-worker	22%	25%	44%	17%	22%	20%	14%	23%	27%	11%	27%	18%
Husband/Wife/Spouse	22%	20%	25%	22%	19%	28%	22%	17%	32%	16%	21%	23%
Boyfriend/Girlfriend	11%	8%	2%	3%	11%	16%	19%	20%	3%	3%	11%	11%
Parents	10%	12%	13%	8%	5%	19%	6%	16%	5%	1%	11%	8%
Children	9%	6%	7%	16%	5%	15%	17%	-	16%	21%	4%	14%
Brother/Sister	7%	6%	3%	7%	3%	17%	6%	9%	3%	9%	5%	9%
Business associates/clients/customers	6%	8%	7%	7%	4%	10%	2%	3%	8%	9%	10%	1%
Boss	5%	2%	11%	2%	6%	9%	-	4%	7%	7%	6%	5%
Anyone/everyone	1%	-	-	4%	1%	-	2%	1%	1%	1%	1%	0
Other	4%	9%	3%	3%	3%	4%	1%	4%	3%	4%	3%	5%
(DK/NS)	1%	-	-	-	2%	-	4%	1%	0	4%	2%	1%

The next few question are about wireless devices. Which of the following devices do you have?
TWO-WAY TEXT MESSENGER (like a Motorola Talkabout T900, RIM Blackberry, Motorola Timeport P935)

		OWN A CELL PHONE	
	Total	Yes	No
Base: All respondents			
Unweighted Base	1000	501	499
Weighted Base	1000	504	496
Yes	3%	5%	1%
No	97%	95%	99%
(DK/NS)	0	0	0

How interested are you in using this product?

		OWN A CELL PHONE	
	Total	Yes	No
Base: All respondents			
Unweighted Base	1000	501	499
Weighted Base	1000	504	496
Very interested	8%	10%	6%
Somewhat interested	32%	38%	25%
Not very interested	23%	23%	24%
Not at all interested	36%	29%	43%
(DK/NS)	1%	0	1%
SUMMARY			
TOP2BOX (Very Interested/Somewhat Interested)	40%	48%	32%
LOW2BOX (Not Very Interested/Not At All Interested)	59%	51%	67%

Do you use your cell phone for text messaging (which is the same as e-mailing short messages)?

		OWN A CELL PHONE	
	Total	Yes	No
Base: Have cell phone			
Unweighted Base	501	501	0
Weighted Base	504	504	0
Yes	9%	9%	-
No	91%	91%	-