

WHEN IT COMES TO CELL PHONES SIZE DOES MATTER



Ipsos Reid

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Toronto, ON – A new Ipsos Reid survey conducted on behalf of LG Electronics Canada asked Canadians about their attitudes towards cell phones.

The study found that among those who either own or are planning to buy a cell phone in the next six months, seventy-one percent feel that a cell phone is an essential part of today's lifestyle. And, almost half (47 percent) between the ages of 18 and 35 indicate that a cell phone has to be stylish.

When asked about the importance of various cell phone attributes in their cell phone selection, eighty-two percent indicate that size was an extremely important/important attribute. While almost half (51 percent) between the ages of 18 and 35 indicated that style was an extremely important/important attribute.

When asked what type of cell phone owner they consider themselves to be, five percent indicated that they considered themselves to be a true trendsetter. Amongst this trendsetting group, fifty-three percent of males consider themselves to be 'a true trendsetter', while only forty-seven percent of women consider themselves in this category.

These are the findings of an Ipsos Reid online survey of 1,428 Canadians 18 years of age or older who either own or are considering to purchase a cell phone in the next six months. With a sample of this size, the results are considered accurate to within ± 2.6 percentage points, 19 times out of 20, of what would have been, had this entire population been polled. The online survey was conducted between October 4, 2006 and October 10, 2006.

-30-

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- 1 -

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