

[SUMMARY - STRONGLY AGREE/ AGREE] Please tell us how strongly you agree with each of the following statements.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I/J/K

* small base

	Total	AGE				GENDER		REGION				
		18-35	36-45	46-55	Over 55	Male	Female	BC	Prairies	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents Weighted	1428	362	266	314	486	777	651	205	255	555	317	96
	1428	420	256	312	440	699	729	199	232	549	339*	108*
I would consider replacing my land line with a cell phone only	459	188	75	83	113	278	181	68	72	150	143	26
	32%	45% BCD	29%	27%	26%	40% F	25%	34%	31%	27%	42% IK	24%
A cell phone is an essential part of today's lifestyle	1015	291	185	227	312	464	551	148	174	399	208	86
	71%	69%	72%	73%	71%	66%	76% E	74%	75% J	73% J	62%	79% J
The 'cool' factor of a cell phone is important	261	122	48	42	49	130	131	31	42	107	71	10
	18%	29% BCD	19% D	13%	11%	19%	18%	16%	18%	20%	21%	9%
A cell phone has to be functional	1400	405	254	304	437	676	724	194	229	532	337	108
	98%	97%	99%	97%	99%	97%	99% E	98%	98%	97%	99%	99%
A cell phone has to be stylish	513	198	80	91	145	217	296	74	94	196	126	23
	36%	47% BCD	31%	29%	33%	31%	41% E	37%	40% K	36%	37%	21%
A cell phone is an important accessory to my wardrobe	179	53	31	48	47	93	86	19	30	74	44	13
	13%	13%	12%	16%	11%	13%	12%	9%	13%	13%	13%	12%
A cell phone is a necessary evil	821	208	163	192	257	401	419	114	143	309	196	58
	57%	50%	64% A	62% A	58%	57%	58%	57%	62%	56%	58%	54%

[SUMMARY - EXTREMELY IMPORTANT/ IMPORTANT] When purchasing or considering a contract for a cell phone, please state how important the following cell phone attributes are in your selection:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I/J/K

* small base

		AGE				GENDER		REGION				
	Total	18-35	36-45	46-55	Over 55	Male	Female	BC	Prairies	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1428	362	266	314	486	777	651	205	255	555	317	96
Weighted	1428	420	256	312	440	699	729	199	232	549	339*	108*
Brand	707 50%	228 54%	128 50%	141 45%	210 48%	325 46%	382 52%	95 48%	102 44%	285 52%	180 53%	45 41%
Colour	389 27%	200 48%	55 21%	61 20%	72 16%	187 27%	202 28%	63 32%	75 32%	141 26%	88 26%	22 20%
Style	602 42%	216 51%	106 41%	116 37%	164 37%	248 36%	353 49%	102 51%	121 52%	241 44%	102 30%	37 34%
Size	1167 82%	356 85%	220 86%	250 80%	341 78%	569 81%	598 82%	166 83%	198 85%	461 84%	260 77%	83 77%
Thinness	847 59%	271 64%	160 62%	182 58%	234 53%	418 60%	428 59%	106 53%	135 58%	310 56%	232 68%	63 59%
Screen size	942 66%	268 64%	157 61%	226 73%	291 66%	454 65%	488 67%	143 72%	155 67%	364 66%	230 68%	51 47%
Price	1374 96%	414 99%	250 98%	294 94%	416 95%	660 94%	714 98%	186 93%	226 97%	535 97%	324 96%	102 94%
Camera	292 20%	133 32%	55 22%	52 17%	52 12%	151 22%	141 19%	63 32%	47 20%	122 22%	43 13%	17 15%
An Mp3 player	147 10%	82 20%	25 10%	24 8%	16 4%	85 12%	62 9%	31 16%	16 7%	47 8%	48 14%	5 4%
Internet capabilities	347 24%	124 30%	71 28%	81 26%	71 16%	200 29%	147 20%	52 26%	51 22%	141 26%	81 24%	23 21%
Text messaging capabilities	516 36%	208 49%	103 40%	92 30%	113 26%	243 35%	273 38%	83 42%	76 33%	220 40%	111 33%	26 24%

Which of the following type of cell phone owner do you consider yourself to be?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I/J/K

* small base

		AGE				GENDER		REGION				
	Total	18-35	36-45	46-55	Over 55	Male	Female	BC	Prairies	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents Weighted	1428	362	266	314	486	777	651	205	255	555	317	96
	1428	420	256	312	440	699	729	199	232	549	339*	108*
A True Trendsetter	75	34	20	15	6	40	36	16	9	33	13	4
	5%	8%	8%	5%	1%	6%	5%	8%	4%	6%	4%	4%
Pretty and practical		D	D	D								
	211	116	42	34	19	68	143	36	39	92	26	18
Old school Traditionalist	15%	28%	17%	11%	4%	10%	20%	18%	17%	17%	8%	16%
		BCD	D	D			E	J	J	J		
	1142	270	194	262	415	592	550	147	184	424	300	87
	80%	64%	76%	84%	94%	85%	76%	74%	79%	77%	88%	80%
			A	AB	ABC	F					GI	

[SUMMARY - ESSENTIAL/ NICE TO HAVE] When planning for a night out, please state how important the following items are:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I/J/K

* small base

		AGE				GENDER		REGION				
	Total	18-35	36-45	46-55	Over 55	Male	Female	BC	Prairies	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents Weighted	1428	362	266	314	486	777	651	205	255	555	317	96
	1428	420	256	312	440	699	729	199	232	549	339*	108*
Lip Balm	674	221	134	136	183	159	515	100	107	280	123	64
	47%	53%	52%	44%	42%	23%	71%	50%	46%	51%	36%	59%
Cash		CD					E	J		J	J	
	1360	411	246	283	420	649	711	187	222	529	315	107
Credit Card	95%	98%	96%	91%	95%	93%	98%	94%	96%	96%	93%	99%
		C	C				E					
Cell phone	1234	322	211	279	422	615	619	174	206	490	275	90
	86%	77%	82%	90%	96%	88%	85%	87%	88%	89%	81%	83%
				AB	ABC							
	1140	380	209	229	321	512	628	144	178	462	277	79
Car keys	80%	90%	82%	74%	73%	73%	86%	72%	77%	84%	82%	73%
		BCD	C				E			G		
Gum/ breath mints	1282	346	228	291	417	628	654	182	223	457	327	93
	90%	82%	89%	93%	95%	90%	90%	91%	96%	83%	97%	86%
				A	AB			I	IK	IK		
	1144	378	224	239	304	507	637	157	181	452	261	94
	80%	90%	87%	77%	69%	72%	87%	79%	78%	82%	77%	87%
		CD	CD				E					

When considering to upgrade your phone, what influences your decision?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I/J/K

* small base

		AGE				GENDER		REGION				
	Total	18-35	36-45	46-55	Over 55	Male	Female	BC	Prairies	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1428	362	266	314	486	777	651	205	255	555	317	96
Weighted	1428	420	256	312	440	699	729	199	232	549	339*	108*
Plan expired, forced to	743	193	132	167	251	343	400	103	155	254	173	58
	52%	46%	52%	53%	57%	49%	55%	52%	67% GIJ	46%	51%	54%
Availability of new cell phone features	607	203	115	118	171	303	304	91	89	272	105	51
	43%	48% C	45%	38%	39%	43%	42%	46% J	38%	49% HJ	31%	47%
New cell phone style	389	137	62	75	115	164	225	52	64	183	60	30
	27%	33%	24%	24%	26%	23%	31% E	26%	28%	33% J	18%	28%
Better accessories	327	100	59	59	110	158	169	35	56	112	92	32
	23%	24%	23%	19%	25%	23%	23%	18%	24%	20%	27%	29%
News and reviews on the phone	301	116	48	59	78	170	131	43	32	111	104	13
	21%	28%	19%	19%	18%	24%	18%	22%	14%	20%	31% HIK	12%

When thinking of your own cell phone, please select all that apply:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I/J/K

* small base

		AGE				GENDER		REGION				
	Total	18-35	36-45	46-55	Over 55	Male	Female	BC	Prairies	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1428	362	266	314	486	777	651	205	255	555	317	96
Weighted	1428	420	256	312	440	699	729	199	232	549	339*	108*
I have suffered from cell phone envy	152 11%	95 23% BCD	20 8% C	11 4%	26 6%	77 11%	75 10%	17 8%	34 15%	45 8%	46 14%	9 9%
I have pretended to be talking on the phone to avoid undesirable situations	143 10%	91 22% BCD	25 10% CD	12 4%	15 3%	62 9%	82 11%	20 10%	26 11%	58 11%	29 9%	10 9%
I have used my phone for 'text flirting'	81 6%	65 15% BCD	8 3% D	7 2%	1 0	41 6%	39 5%	14 7%	11 5%	45 8%	10 3%	1 1%
I show off my phone every chance I get	34 2%	22 5% D	6 2%	5 1%	2 0	18 3%	16 2%	8 4%	8 3%	13 2%	6 2%	0 -
I have used my cell phone to get the attention of the opposite sex	23 2%	18 4% CD	4 2%	1 0	0 -	11 2%	12 2%	7 3%	3 1%	11 2%	2 1%	0 -
None of the above	1142 80%	257 61%	204 80% A	283 91% AB	398 91% AB	574 82%	568 78%	165 83%	178 77%	439 80%	270 80%	90 83%

When thinking of other people's cell phones, please select all that apply:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I/J/K

* small base

		AGE				GENDER		REGION				
	Total	18-35	36-45	46-55	Over 55	Male	Female	BC	Prairies	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents Weighted	1428	362	266	314	486	777	651	205	255	555	317	96
	1428	420	256	312	440	699	729	199	232	549	339*	108*
I have positively judged another person based on their cell phone	893	291	171	178	254	417	476	112	153	341	225	61
	63%	69% C	67% C	57%	58%	60%	65%	56%	66%	62%	66%	57%
I have negatively judged another person based on their cell phone	530	144	79	120	187	281	249	86	70	206	121	47
	37%	34%	31%	38%	43% B	40%	34%	43% H	30%	38%	36%	43%
I would never date someone that has an unstylish cell phone	113	24	20	32	37	62	52	5	18	38	46	7
	8%	6%	8%	10%	8%	9%	7%	3%	8%	7%	14% G	6%