

US Telecomm Branding Study

[M]

In the past 12 months, which of the following Brands have you used?

Telecommunication Service Provider

- Verizon
- Sprint
- T-Mobile
- AT&T
- US Cellular
- Metro PCS
- Cricket
- Virgin Mobile
- Alltel

Cellphone Device

- Motorola
- Nokia
- Blackberry
- Apple
- HTC
- Samsung
- Garmin
- Google
- None of the above [Exclusive]

[M]

In the next 12 months, which of the following brands are you considering?

Telecommunication Service Provider

- Verizon
- Sprint
- T-Mobile
- AT&T
- US Cellular
- Metro PCS
- Cricket
- Virgin Mobile
- Alltel

Cellphone Device

- Motorola
- Nokia
- Blackberry
- Apple
- HTC
- Samsung
- Garmin
- Google
- None of the above [Exclusive]

