US Telecomm Branding Study

In th		[M]
	ast 12 months, which of the following Brands have you used?	
	ecommunication Service Provider	
	Verizon	
	Sprint	
	T-Mobile	
	AT&T	
	US Cellular	
	Metro PCS	
	Cricket	
	Virgin Mobile	
	Alltel	
	Iphone Device	
	Motorola	
	Nokia	
	Blackberry	
	Apple	
	HTC	
	Samsung	
	Garmin	
	Google	
	None of the above [Exclusive]	
		[M]
In th	ext 12 months, which of the following brands are you considering?	
	ecommunication Service Provider	
	\/Orizon	
	Verizon	
	Sprint	
	Sprint T-Mobile	
	Sprint T-Mobile AT&T	
	Sprint T-Mobile AT&T US Cellular	
	Sprint T-Mobile AT&T US Cellular Metro PCS	
	Sprint T-Mobile AT&T US Cellular Metro PCS Cricket	
	Sprint T-Mobile AT&T US Cellular Metro PCS Cricket Virgin Mobile	
	Sprint T-Mobile AT&T US Cellular Metro PCS Cricket	
	Sprint T-Mobile AT&T US Cellular Metro PCS Cricket Virgin Mobile	
	Sprint T-Mobile AT&T US Cellular Metro PCS Cricket Virgin Mobile Alltel	
	Sprint T-Mobile AT&T US Cellular Metro PCS Cricket Virgin Mobile Alltel Iphone Device	
	Sprint T-Mobile AT&T US Cellular Metro PCS Cricket Virgin Mobile Alltel Iphone Device Motorola	
	Sprint T-Mobile AT&T US Cellular Metro PCS Cricket Virgin Mobile Alltel Iphone Device Motorola Nokia	
	Sprint T-Mobile AT&T US Cellular Metro PCS Cricket Virgin Mobile Alltel Iphone Device Motorola Nokia Blackberry	
	Sprint T-Mobile AT&T US Cellular Metro PCS Cricket Virgin Mobile Alltel Iphone Device Motorola Nokia Blackberry Apple	
	Sprint T-Mobile AT&T US Cellular Metro PCS Cricket Virgin Mobile Alltel Iphone Device Motorola Nokia Blackberry Apple HTC	
	Sprint T-Mobile AT&T US Cellular Metro PCS Cricket Virgin Mobile Alltel Iphone Device Motorola Nokia Blackberry Apple HTC Samsung	

What are the most likel	v reasons to buy /	use or recommend the	following brands?
Wildt ale the inost like	y icasons to buy /		, ionowing branco:

	Reliability	Quality	Customer Service	Availability/Location	Cost	Reputation	Cool factor	My kind of Brand
Telecommunication Service Provider								
Verizon	\circ	0	0	O	0	0		
Sprint	0	0	0	0	0	0		
T-Mobile	0	0	0	O	0	0		
AT&T	0	0	0	0	0	0		
US Cellular	0	0	0	•	0	0		0
Metro PCS	0	0	0	0	0	0		
Cricket	\circ	\circ	0	•	0	0	\circ	
Virgin Mobile	0	0	0	0		0	0	
Alltel	0	0	0	•	0	0		0
Cellphone Device								
Motorola	0	0	0	0		0	0	
Nokia	0	0	0	0	0	0		
Blackberry	0	0	0	0		0	0	
Apple	0	0	0	0	0	0	0	0
HTC	0	0	0	0		0		0
Samsung	0	0	0	0	0	0	0	0
Garmin	0	0	0	•	0	0	0	
Google	0	0	0	0	0	0	0	

Based on everything you know / heard or experienced, how would you rate the following brands?

	Very Good	Good	Average	Poor	Very Poor	Never heard of this brand
Telecommunication Service Provider						
Verizon	0	0	0	0	0	O
Sprint	0	0	0	0	0	0
T-Mobile	\circ	\circ	0	0	0	O
AT&T	0	0	0	0	0	0
US Cellular	0	0	0	0	0	O
Metro PCS	0	0	0		0	0
Cricket	0	0	0		0	O
Virgin Mobile	0	0	0		0	0
Alltel	0	0	0	0	0	O
Cellphone Device						
Motorola	0	0	0		0	0
Nokia	0	0	0	0	0	0
Blackberry	0	0		0	0	0
Apple	0	0	0	0	0	0
HTC	0	0	0	0	0	0

Garmin	\circ	\circ	0	0	0	0
Samsung		\circ	\circ	\circ	\circ	0
Google	0	0		0	0	0