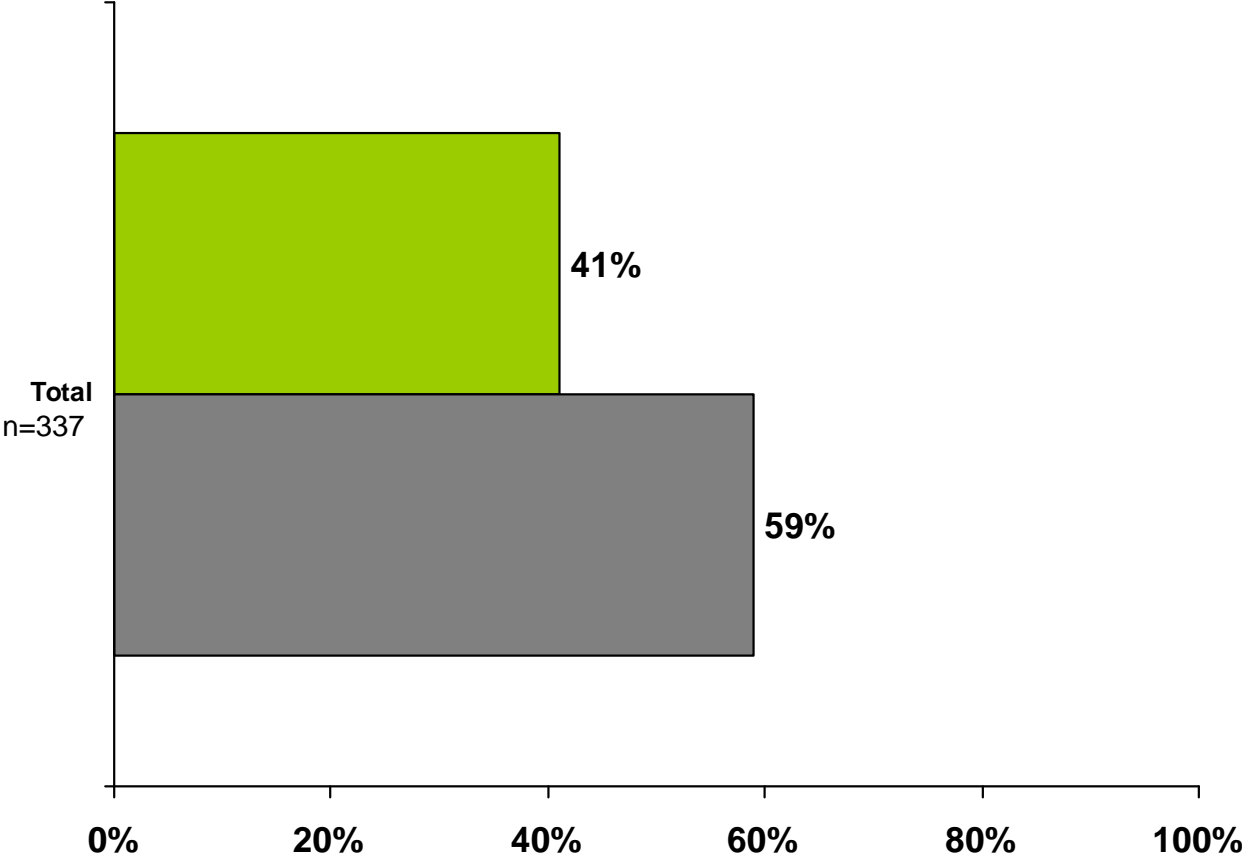


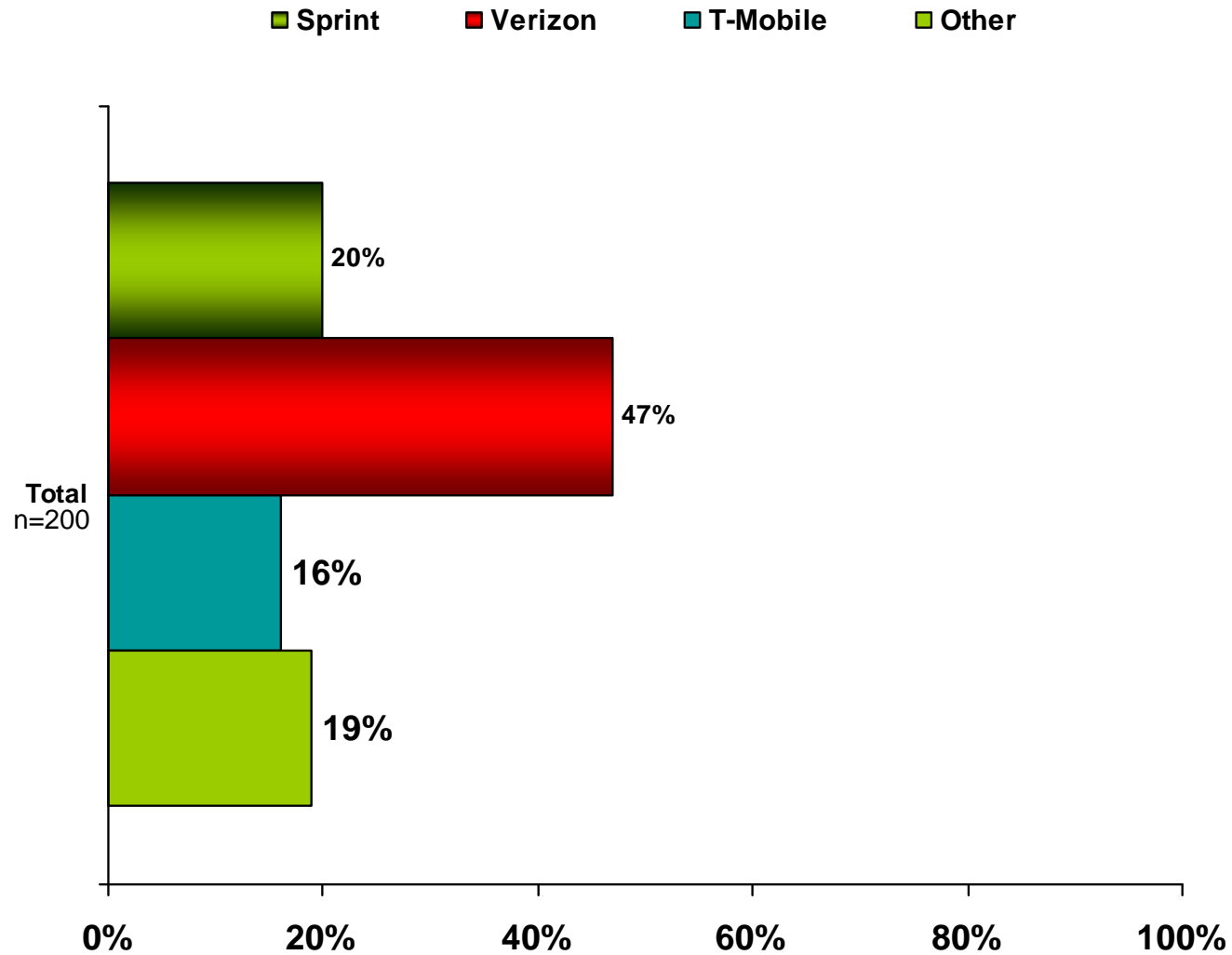
Please indicate your current wireless phone carrier.

■ AT&T ■ Other (Sprint, Verizon, T-Mobile, etc.)



Percentages may not equal 100 due to rounding

Please indicate your current wireless phone carrier (If other than AT&T).



Total
n=200

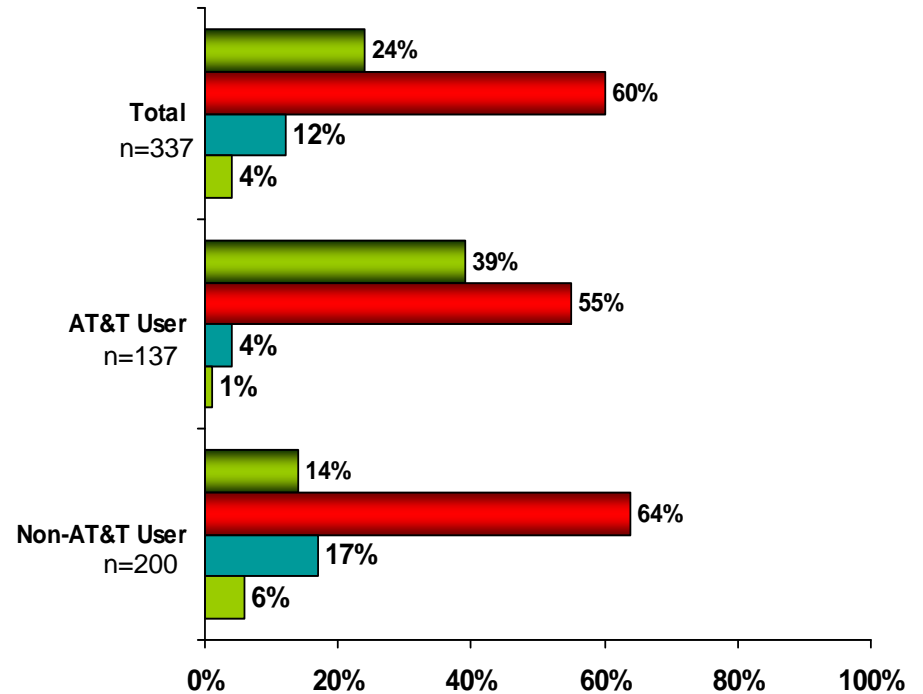
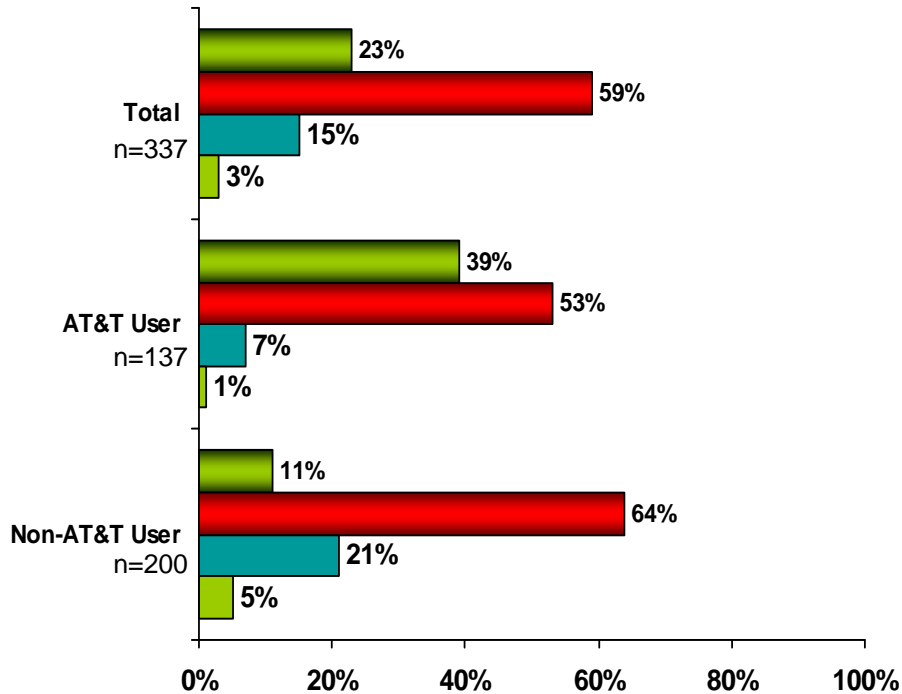
Please indicate your perception of the AT&T Wireless brand.

BEFORE viewing ad

AFTER viewing ad

- Extremely favorable
- Somewhat favroable
- Somewhat unfavorable
- Extremely unfavorable

- Extremely favorable
- Somewhat favroable
- Somewhat unfavorable
- Extremely unfavorable



Percentages may not equal 100 due to rounding

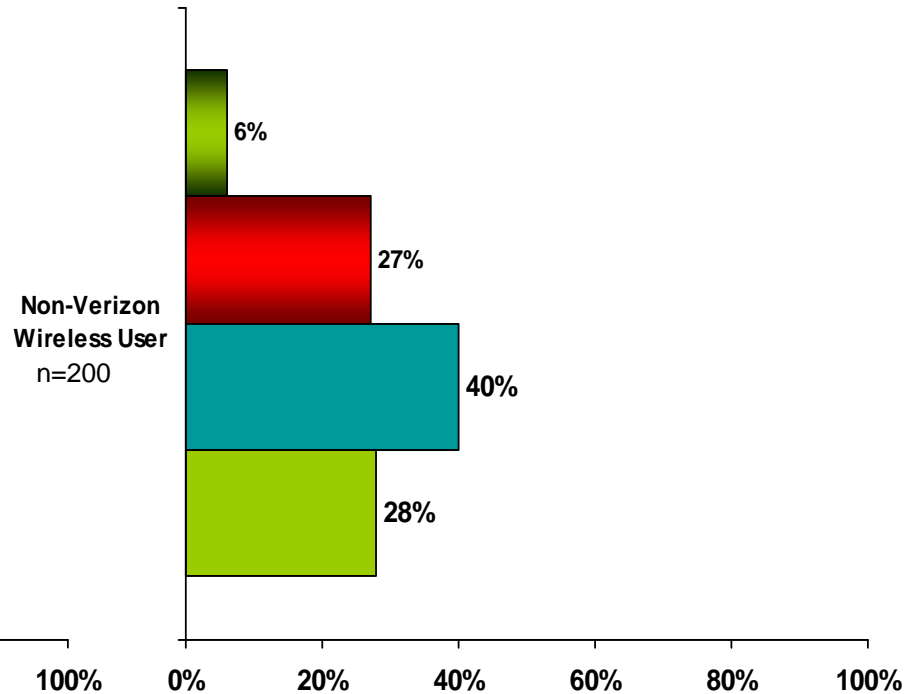
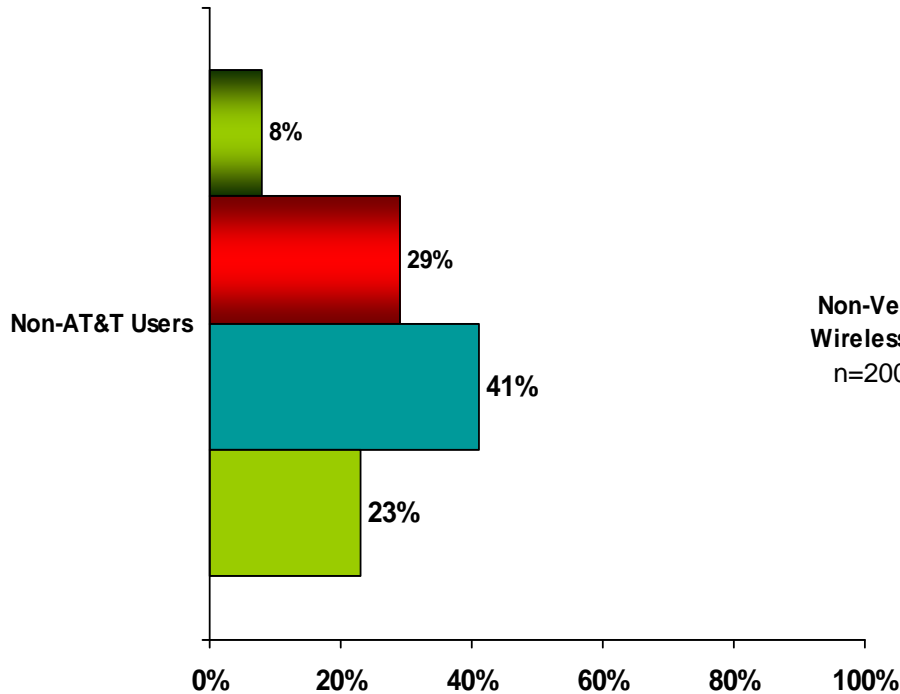
Please indicate your likelihood to switch your wireless phone carrier to AT&T Wireless.

After Viewing AT&T ad

After Viewing Verizon Wireless ad

- Extremely likley
- Somewhat likely
- Somewhat unlikely
- Extremely unlikely

- Extremely likley
- Somewhat likely
- Somewhat unlikely
- Extremely unlikely



Percentages may not equal 100 due to rounding

Which of the following actions are you likely to perform in the next 3 months? Select all that apply.

BEFORE viewing ad

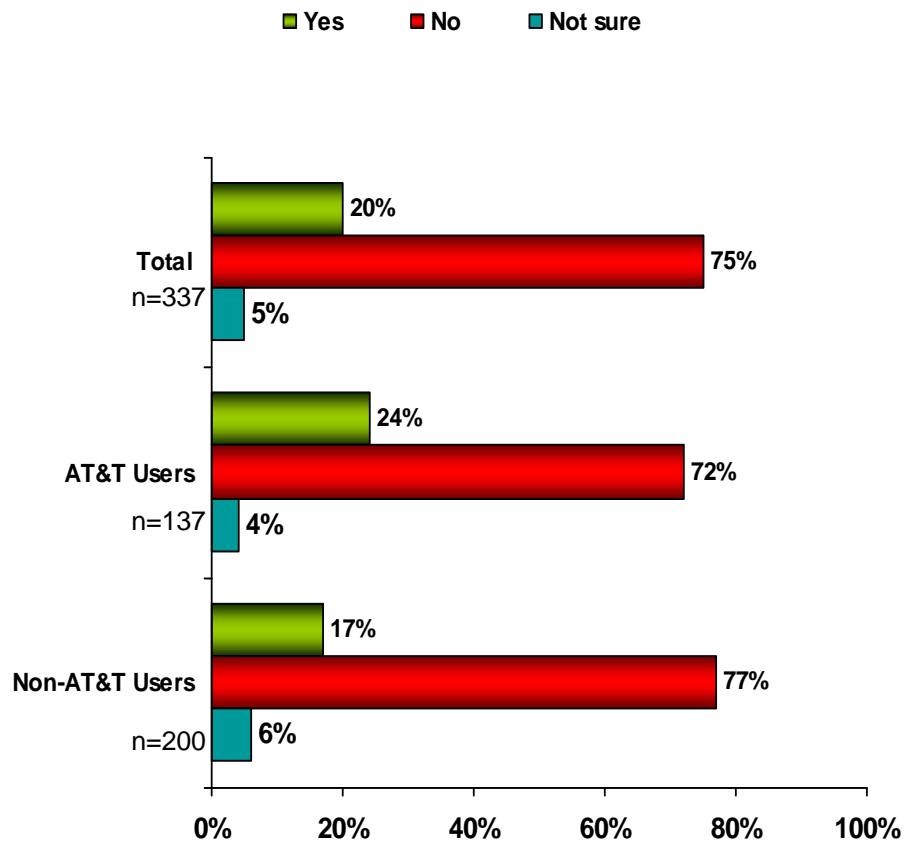
	Total (n=337)	AT&T Users (n=137)	Non- AT&T Users (n=200)
Buy an AT&T Wireless device	15%	30%	4%
Visit AT&T Wireless' web site	40%	65%	23%
Search for information on AT&T	28%	30%	27%
Watch an advertisement/commercial on AT&T	44%	46%	42%
None of the above	29%	16%	38%

AFTER viewing ad

	Total (n=337)	AT&T Users (n=137)	Non- AT&T Users (n=200)
Buy an AT&T Wireless device	18%	29%	10%
Visit AT&T Wireless' web site	41%	61%	27%%
Search for information on AT&T	30%	31%	30%
Watch an advertisement/commercial on AT&T	46%	52%	43%
None of the above	26%	11%	36%

Before viewing the video, had you previously seen this advertisement for AT&T?

AFTER viewing ad



Percentages may not equal 100 due to rounding

Please indicate where you have seen this AT&T advertisement. Select all that apply.

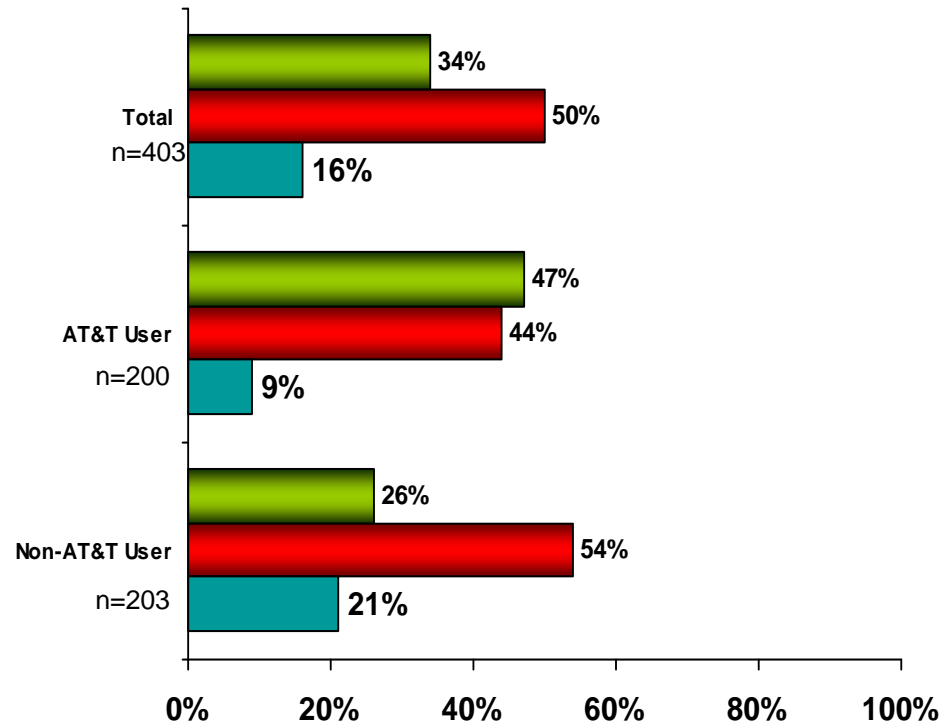
AFTER viewing ad

	Total (n=67)
Television	91%
Internet	13%
Other	1%
Not sure	1%

Please indicate how effective you think this advertisement was.

AFTER viewing ad

- Extremely effective
- Somewhat effective
- Not at all effective



Percentages may not equal 100 due to rounding