

Which of the following social networking tools and sites do you use or visit? Select all that apply.

	<b>Total</b> (n=601)
<b>Twitter</b>	26%
<b>Facebook</b>	69%
<b>YouTube</b>	65%
<b>LinkedIn</b>	11%
<b>MySpace</b>	38%
<b>Other</b>	4%
<b>None</b>	10%

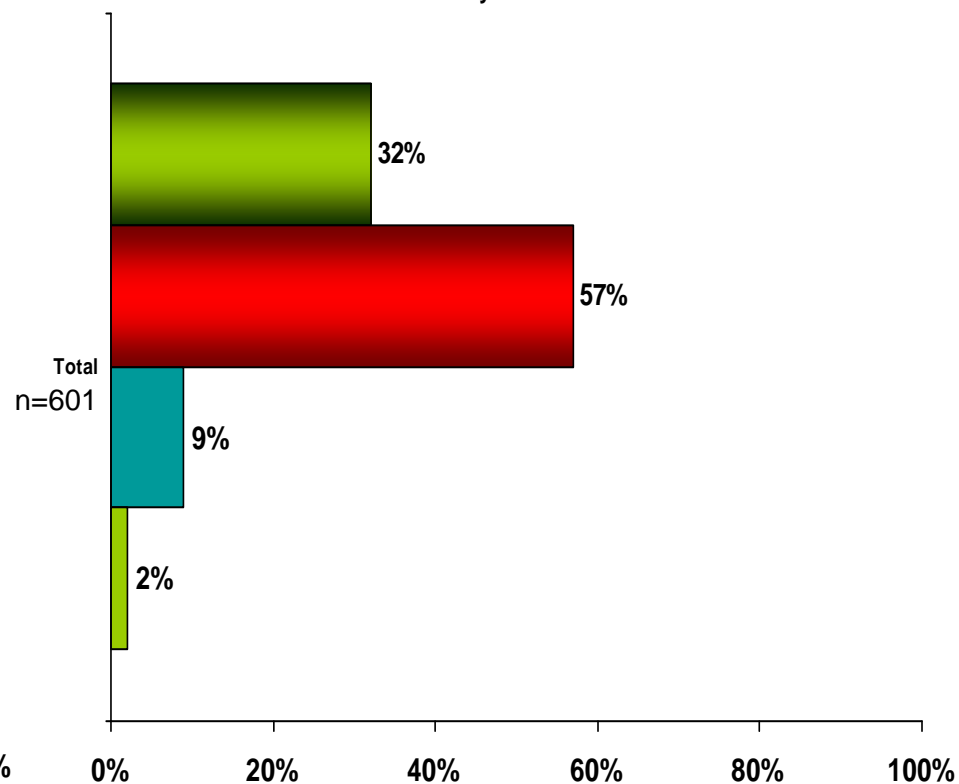
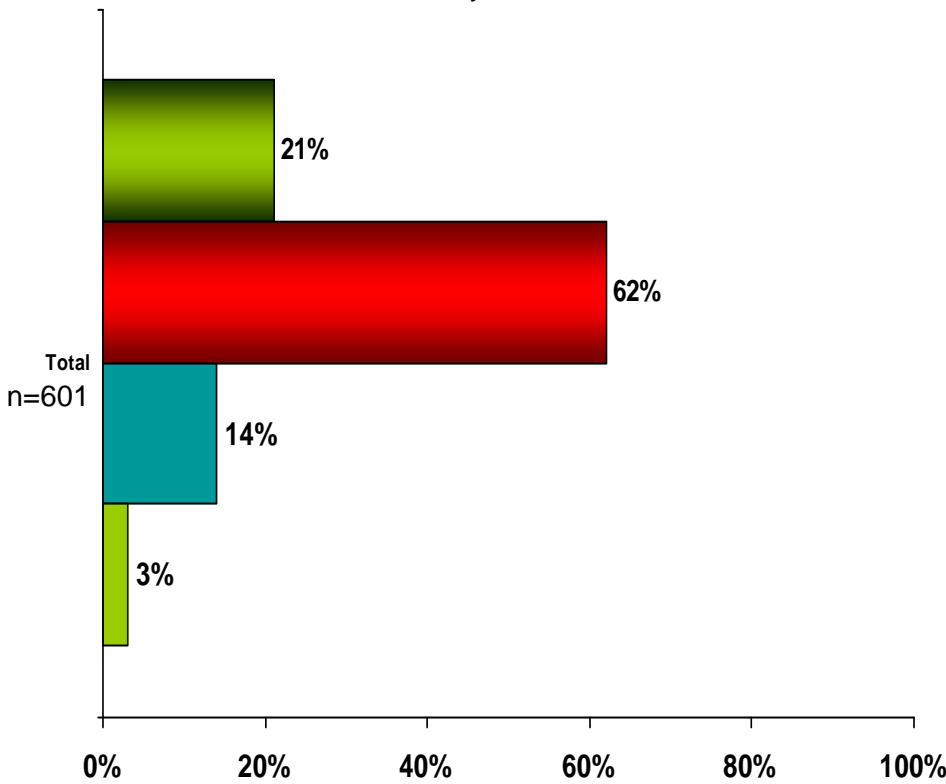
# What is your perception of wireless phone carrier, AT&T?

## BEFORE Video

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

## AFTER Video

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

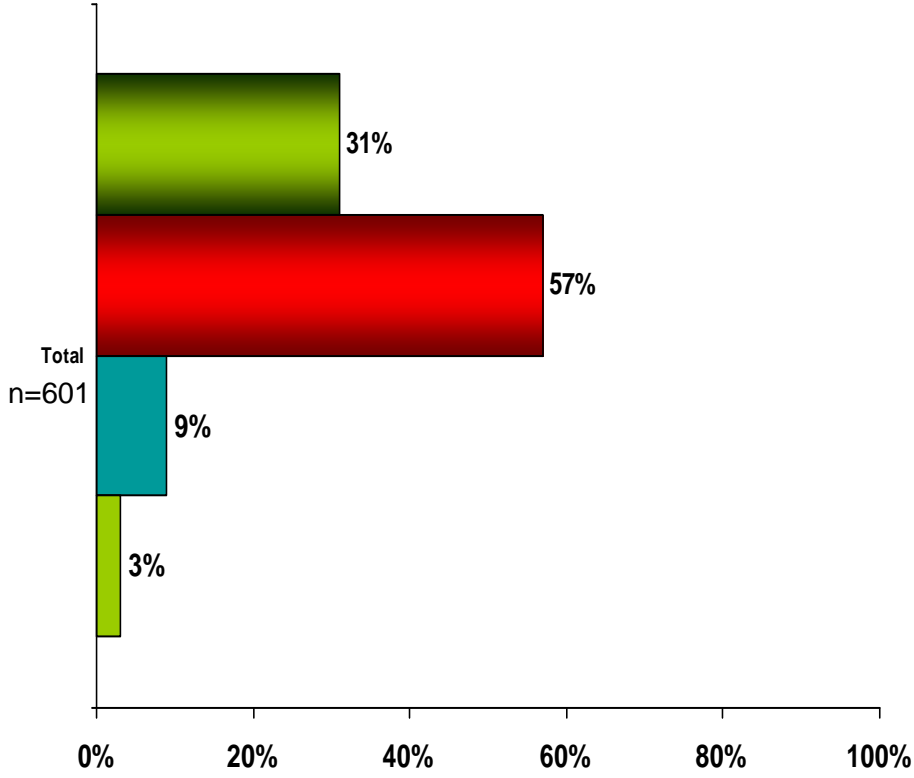


Percentages may not equal 100 due to rounding

# What is your perception of Apple's iPhone (from either personal experience or what you've heard from friends/family, news, blogs, word-of-mouth, etc.)?

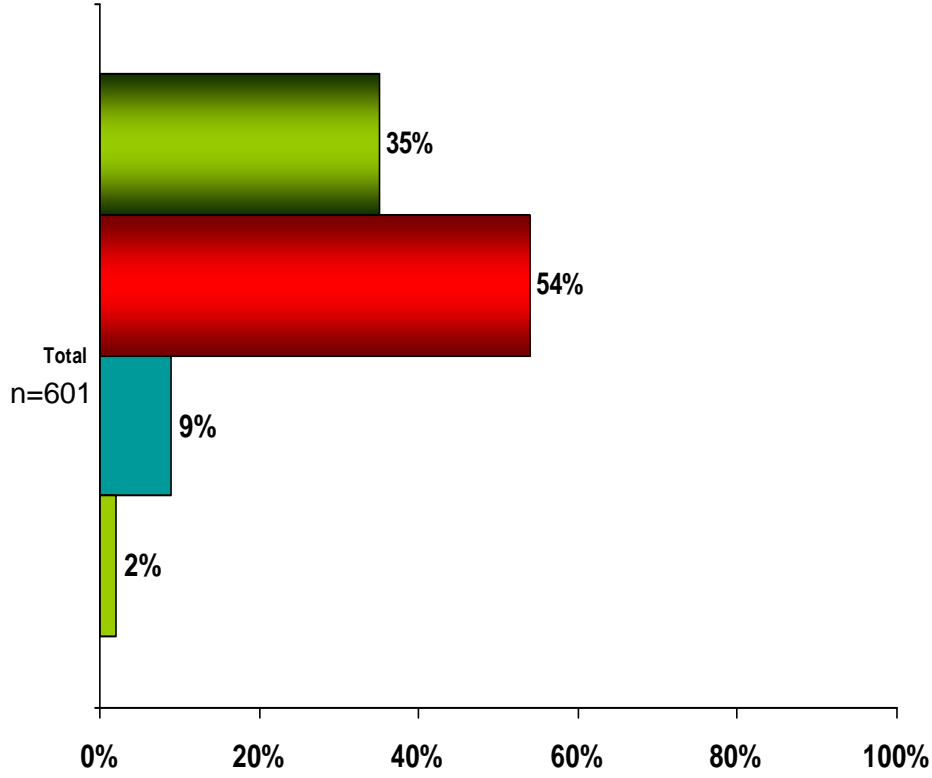
## BEFORE Video

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



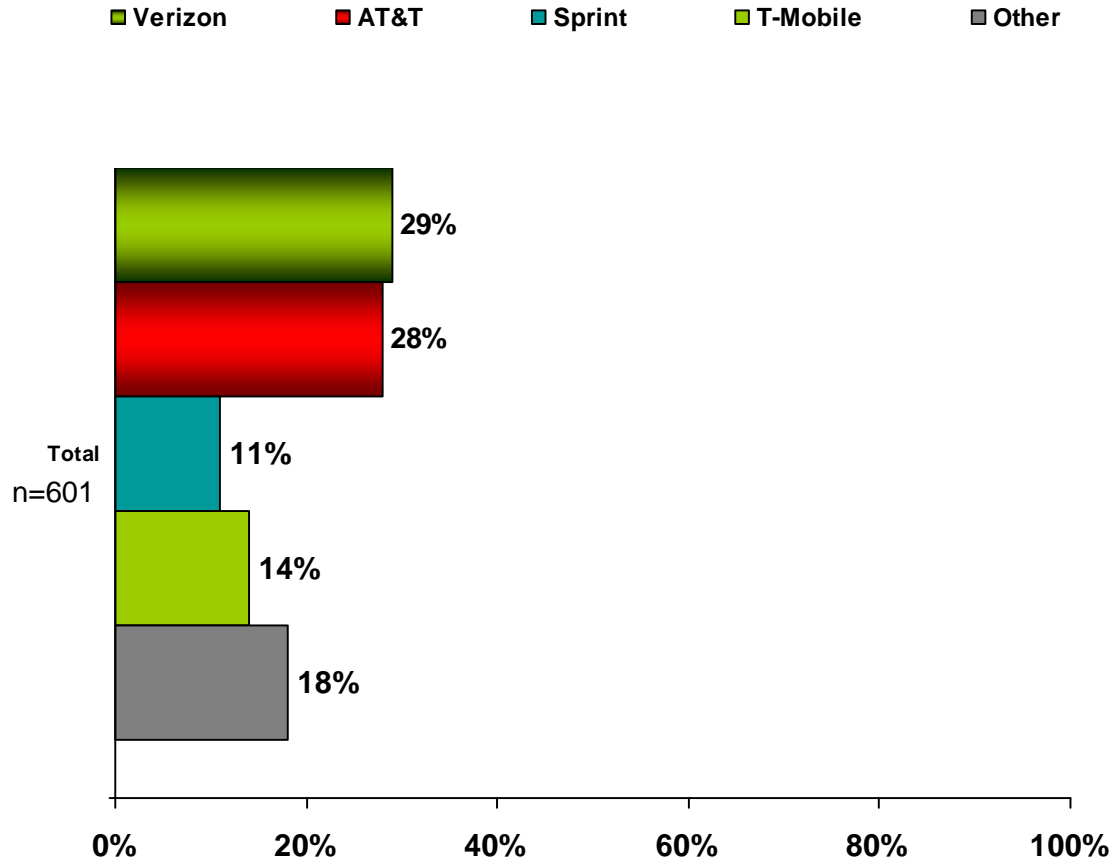
## AFTER Video

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



Percentages may not equal 100 due to rounding

Please indicate which phone company is your current wireless phone carrier.

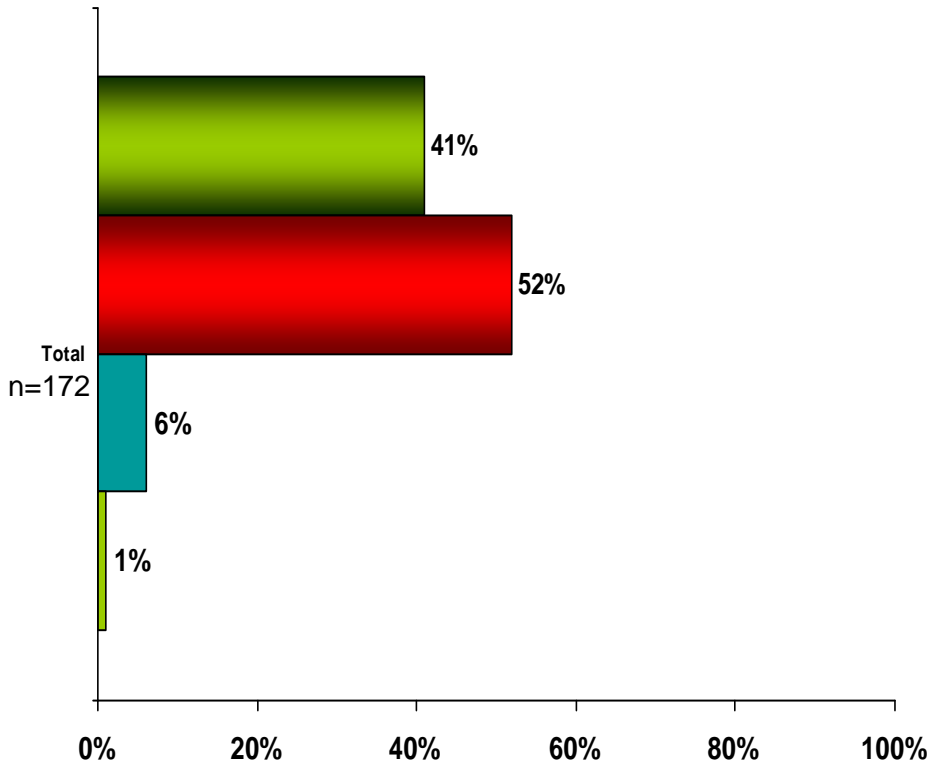


Percentages may not equal 100 due to rounding

Please indicate how satisfied you are with AT&T as your wireless phone carrier (including its phone service, variety of phones and devices offered, customer service, pricing, etc.)

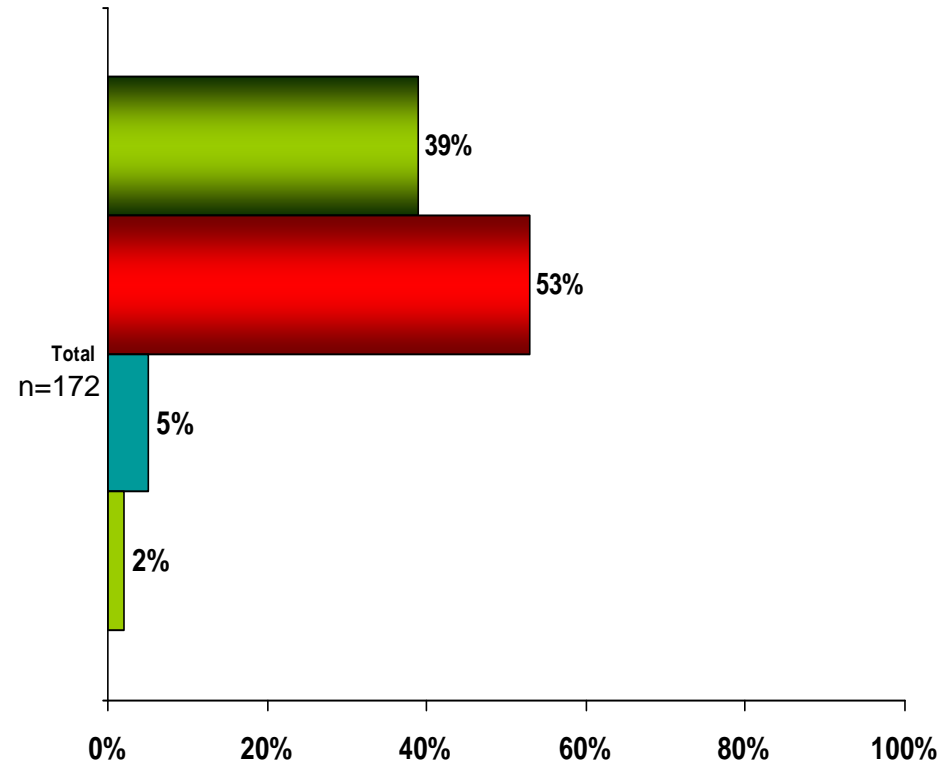
### BEFORE Video

- Extremely satisfied
- Somewhat satisfied
- Somewhat unsatisfied
- Extremely unsatisfied



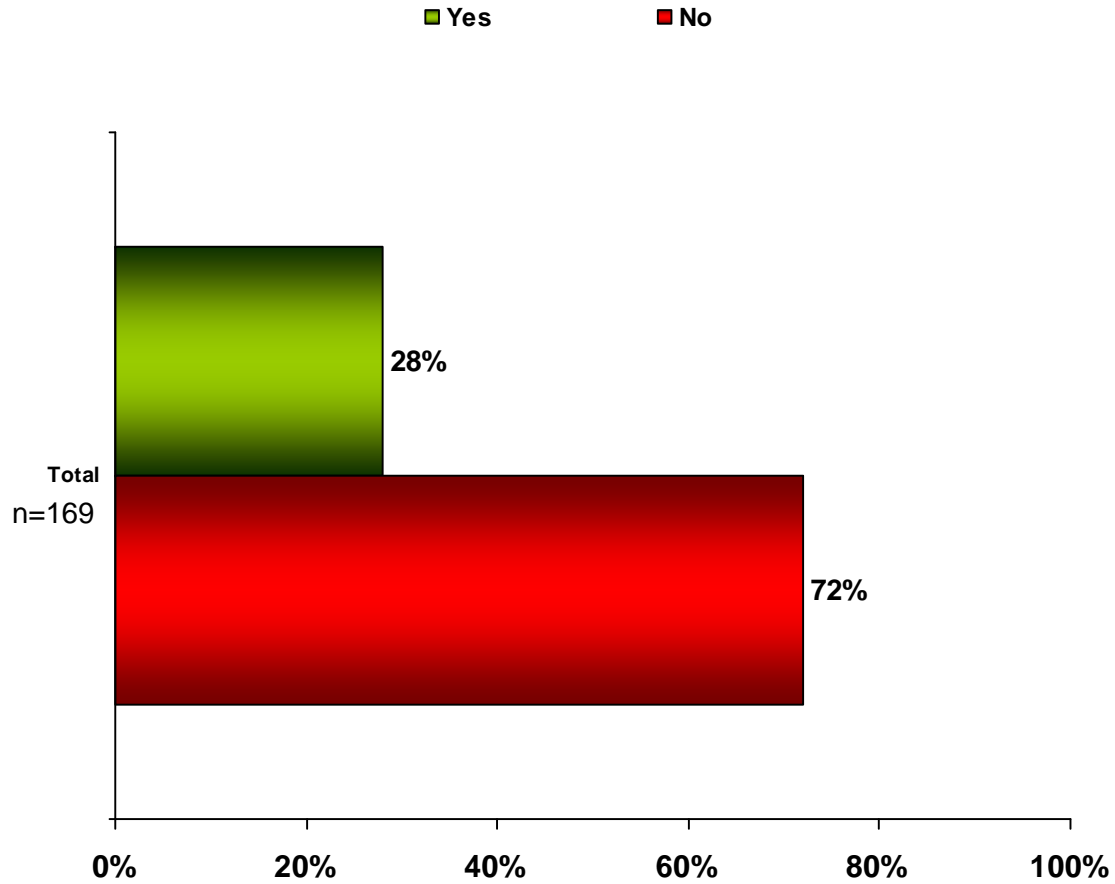
### AFTER Video

- Extremely satisfied
- Somewhat satisfied
- Somewhat unsatisfied
- Extremely unsatisfied



Percentages may not equal 100 due to rounding

# Do you currently have an Apple iPhone?

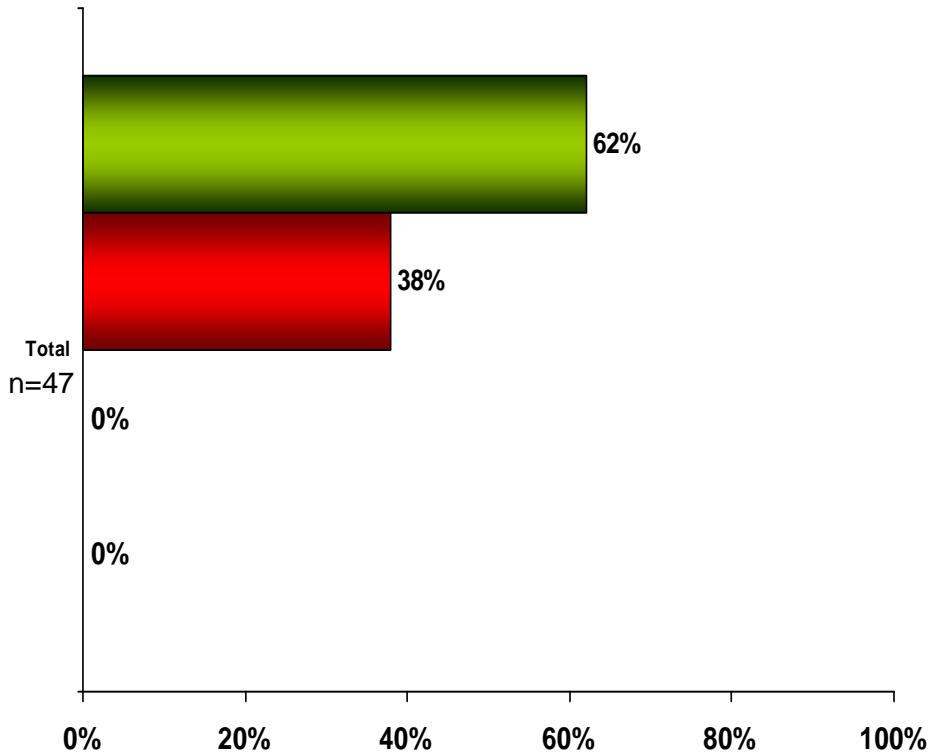


Percentages may not equal 100 due to rounding

Please indicate how satisfied you are with Apple's iPhone  
(including its service, functionality, ease of use, price, convenience, etc.)

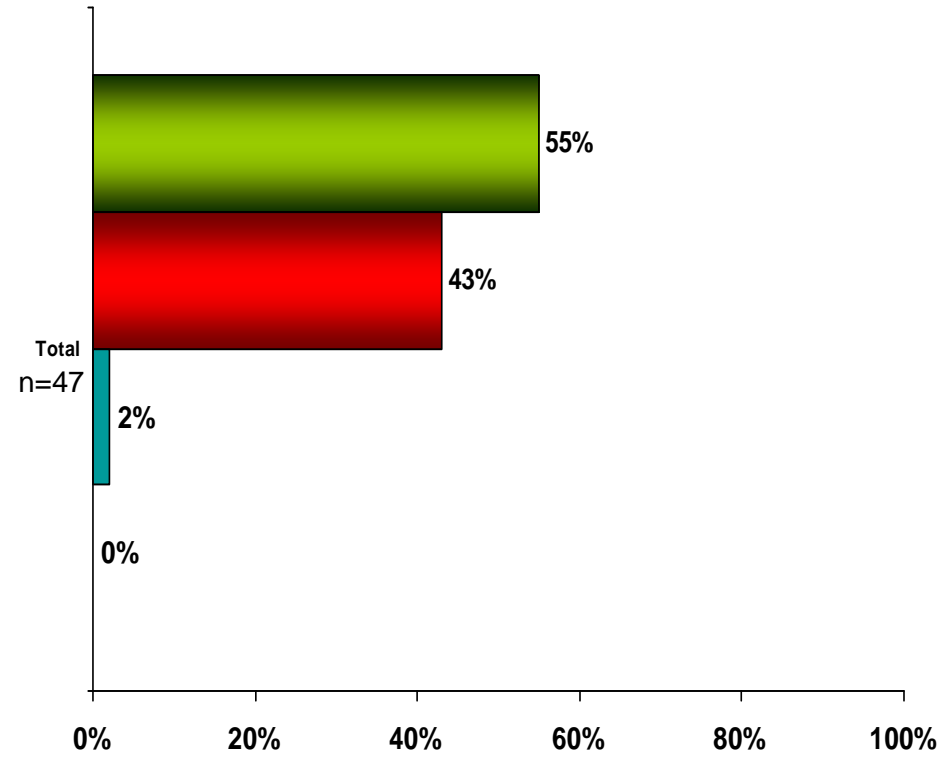
### BEFORE Video

- Extremely satisfied
- Somewhat satisfied
- Somewhat unsatisfied
- Extremely unsatisfied



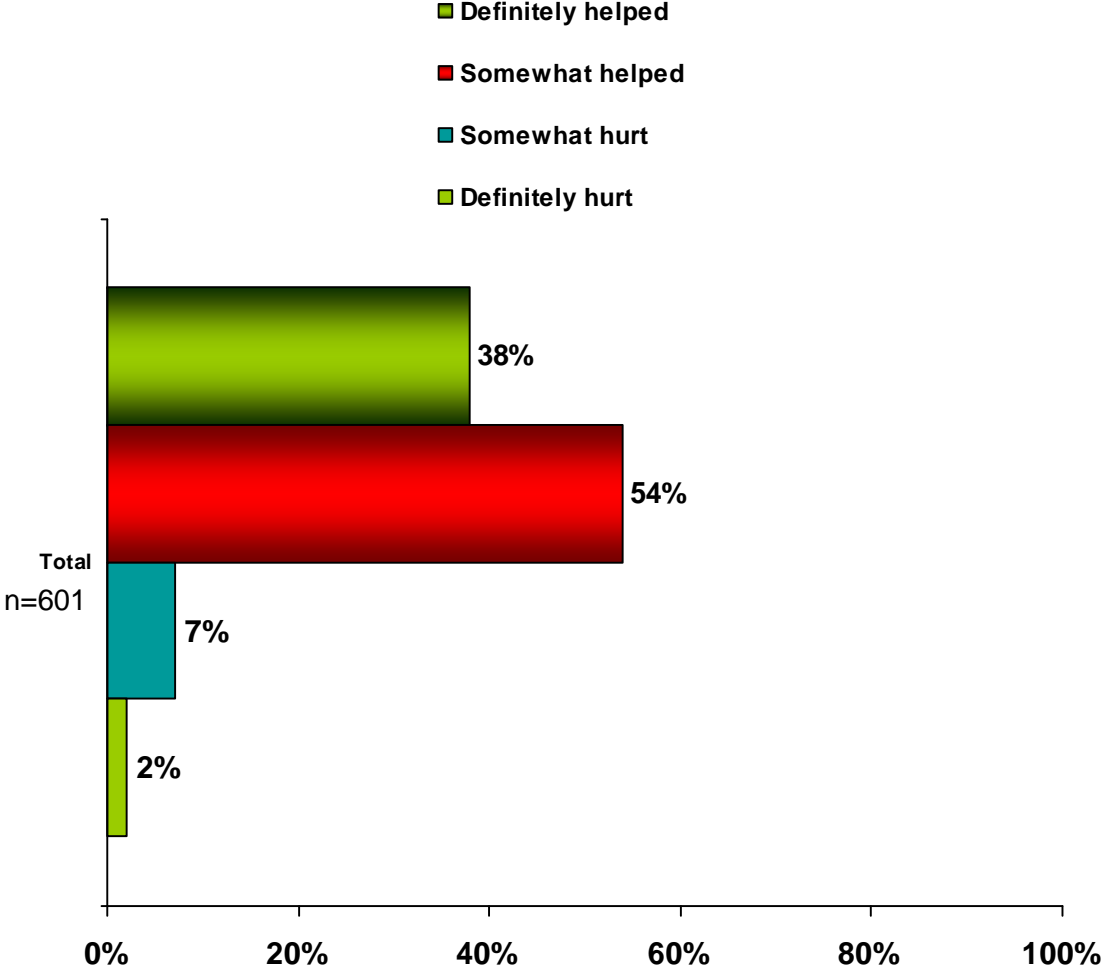
### AFTER Video

- Extremely satisfied
- Somewhat satisfied
- Somewhat unsatisfied
- Extremely unsatisfied



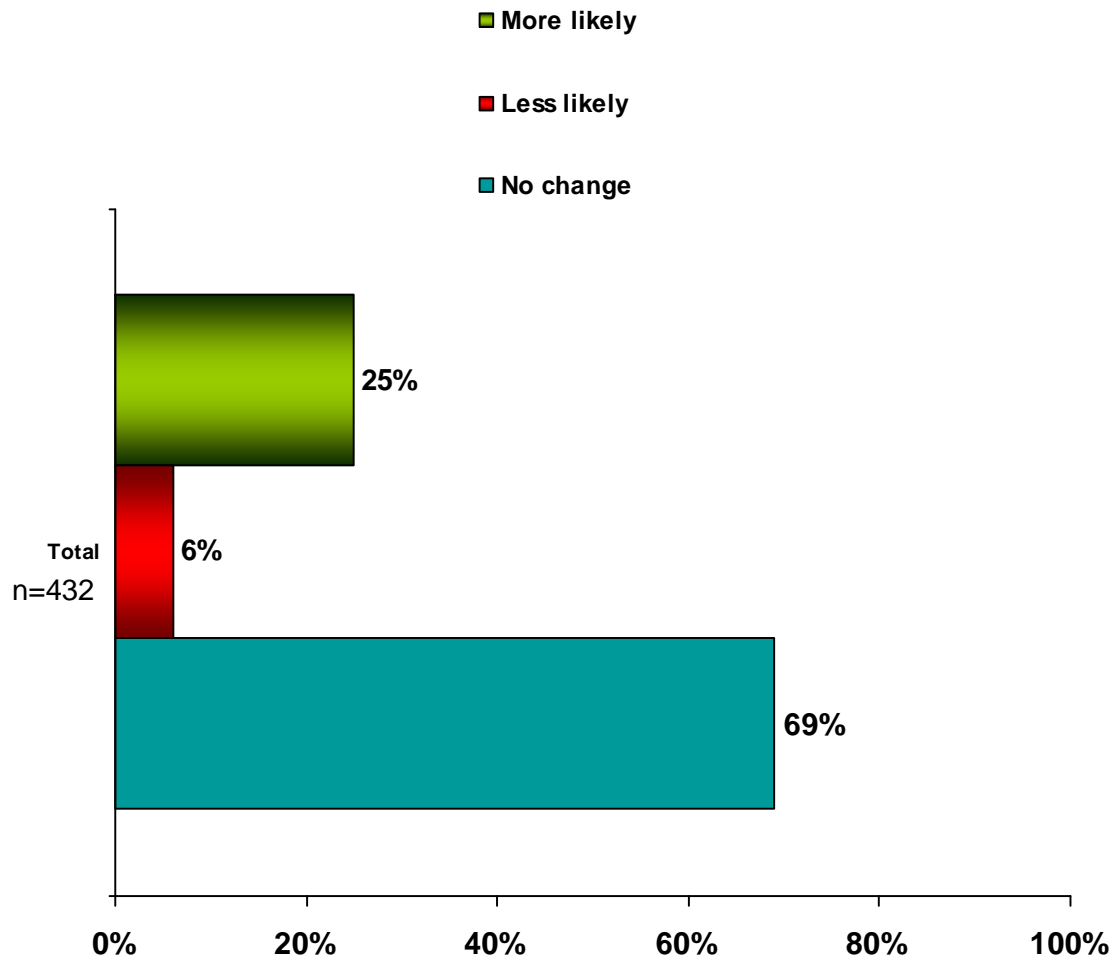
Percentages may not equal 100 due to rounding

# Do you think this video has helped or hurt the wireless phone carrier, AT&T?



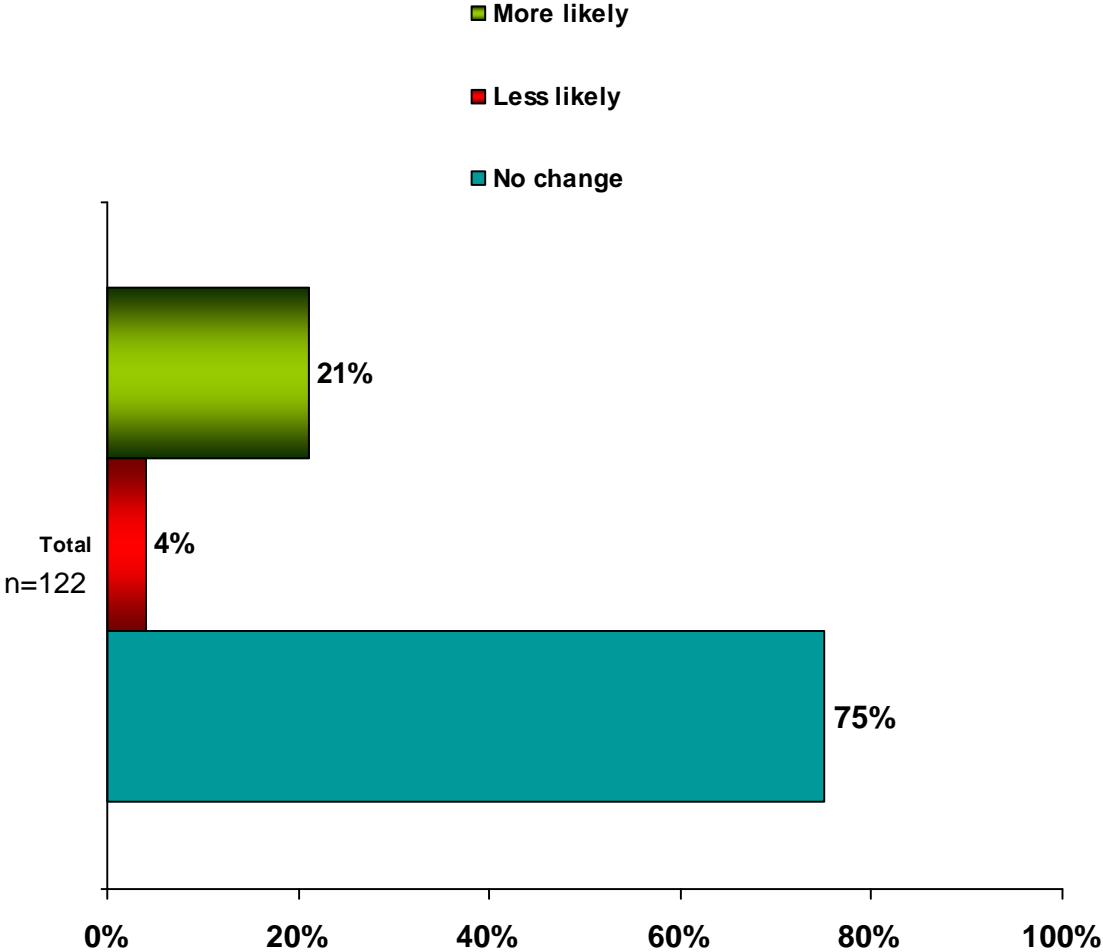
Percentages may not equal 100 due to rounding

After viewing this video, are you more or less likely to switch to AT&T as your wireless phone carrier?



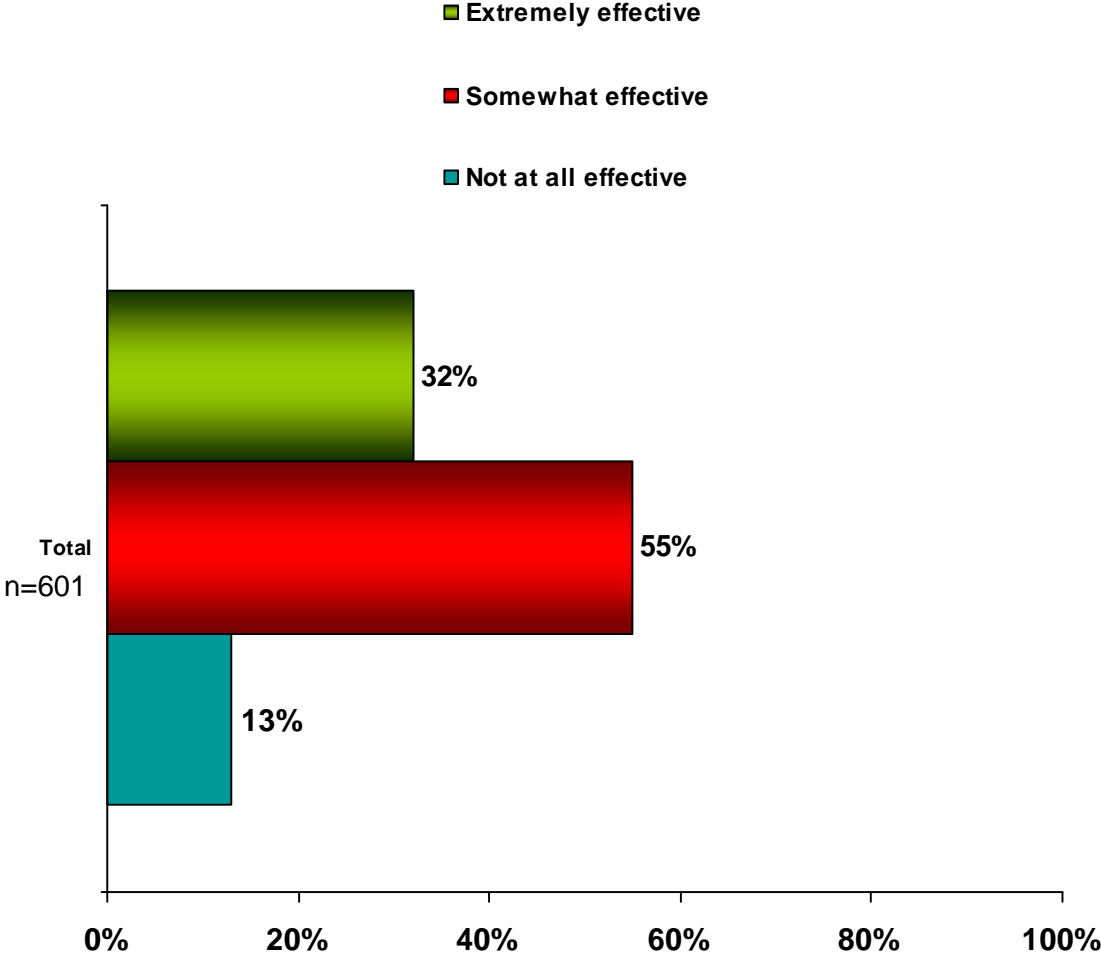
Percentages may not equal 100 due to rounding

After viewing this video, are you more or less likely to purchase an Apple iPhone?



Percentages may not equal 100 due to rounding

# Overall, do you think this video was effective?



Percentages may not equal 100 due to rounding