

Question DF5: Would you recommend your wireless service provider to friends and family members? If not, why not?

	Region				Age				Male by Age				Female by Age						
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+
Unweighted Base	1013	186	226	330	271	374	270	186	183	491	205	142	72	72	525	169	128	114	114
Weighted Base	1013	186	226	330	271	310	188	196	319	491	159	93	96	143	525	153	95	102	175
Would you recommend your service provider to others?																			
All Carriers yes	739 83%	125 80%	164 84%	252 83%	198 82%	210 82%	137 81%	150 82%	256 86%	350 82%	100 81%	67 78%	76 84%	107 83%	397 84%	112 83%	71 84%	76 81%	138 87%
All Carriers no	152 17%	30 19%	32 16%	48 16%	42 17%	46 18%	29 17%	33 18%	42 14%	76 18%	23 19%	16 19%	15 16%	22 17%	77 16%	23 17%	17 20%	18 19%	20 13%
Carrier A yes	224 79%	46 79%	38 84%	92 81%	48 73%	65 82%	38 75%	48 77%	77 83%	105 74%	35 80%	22 73%	23 74%	26 68%	121 85%	31 85%	16 79%	26 78%	48 91%
Carrier A no	57 20%	12 21%	7 16%	20 18%	18 27%	14 18%	12 23%	15 23%	16 17%	36 25%	9 20%	7 24%	8 26%	12 32%	22 15%	5 15%	4 21%	7 22%	5 9%

Keirse Research Omnibus  
 Fielding Period: 3/2-3/2010  
 National Wireless Carrier  
 Weighted to US Gen Pop

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Income				Education			Marital Status			Household Size			Age / Presence of Children				Race		
Less than \$35K	\$35K - \$49K	\$50K - \$74K	\$75K +	H.S. or less	Some college	Col Grad+	Single / Never married	Married / engaged	Div. / Sep. / Wid.	1	2	3 or more	0-5	6-11	12-17	None	White	Black	Hispanic
238	118	153	233	147	310	531	316	502	177	363	342	285	178	160	171	525	757	77	65
263	105	135	238	458	295	260	290	538	165	201	393	395	178	160	171	525	590	115	138
170	76	108	196	315	225	192	206	403	124	148	296	284	122	118	126	393	449	76	87
80%	81%	84%	85%	80%	86%	81%	83%	81%	86%	85%	83%	79%	78%	80%	82%	85%	85%	80%	72%
42	18	20	32	75	36	44	40	91	21	25	59	73	35	27	26	69	76	18	34
20%	19%	16%	14%	19%	14%	19%	16%	18%	14%	15%	17%	20%	22%	18%	17%	15%	14%	19%	28%
40	18	34	65	81	62	63	59	126	33	44	92	78	32	33	31	121	139	16	19
78%	80%	81%	79%	81%	87%	76%	81%	77%	88%	84%	78%	76%	78%	79%	82%	82%	83%	69%	56%
11	4	8	17	19	10	19	14	38	5	8	25	24	9	8	7	26	28	7	15
22%	20%	19%	21%	19%	13%	23%	19%	23%	13%	16%	22%	23%	22%	19%	18%	18%	17%	31%	44%