

# MOBILE PANEL

## REAL OPINIONS INFORMED DECISIONS

Sample Strategies understands that concise and accurate market research data is vital in making critical business decisions. We provide direct access to a high quality online community of respondents who are profiled on more than 500 variables which are leveraged for targeting to enrich your research insights.

### Sample Strategies Advantages

- Validated physical addresses of respondents
- In depth profiling , targeted surveys and fair incentive structure
- In-depth mobile phone profilers on brands, model, year of purchase and more
- Multi source and controlled recruitment

Better profiling leads to better results and has positive impact on your project timeframes



# MOBILE PROFILE VARIABLES

## MOBILE PHONE OWNER

Yes, personal mobile  
Yes, business mobile  
No

## SERVICE PROVIDER (PERSONAL)

Air touch  
Alltel  
AT&T wireless  
Cellular One  
Cingular  
LA Cellular  
Nextel  
Qwest  
Sprint/Sprint PCS  
T-Mobile  
Trachoma  
US Cellular  
Verizon Wireless  
Virgin Mobile  
Voice stream  
Other (Specify)  
I don't know

## MOBILE/SMARTPHONE BRAND (PERSONAL)

Alcatel  
Apple  
Blackberry  
HTC  
LG  
Motorola  
Nokia  
Palm

Panasonic  
Samsung  
Siemens  
Sony Ericsson  
Others

## SMARTPHONE (PERSONAL)

Yes  
No

## PHONE PLAN

Pay as you go (rechargeable)  
Contract  
Don't know

## DECISION MAKING BUSINESS PHONE

Sole decision maker  
Shared decision maker  
No involvement

## MOBILE/SMARTPHONE BRAND (BUSINESS)

Alcatel  
Apple  
Blackberry  
HTC  
LG  
Motorola  
Nokia  
Palm  
Panasonic  
Samsung

Siemens  
Sony Ericsson  
Others

## SMARTPHONE OWNER (BUSINESS)

Yes  
No

## SERVICE PROVIDER (BUSINESS)

Air touch  
Alltel  
AT&T wireless  
Cellular one  
Cingular  
LA cellular  
Nextel  
Qwest  
Sprint  
T-Mobile  
US cellular  
Verizon wireless  
Virgin mobile  
Voice stream  
Others