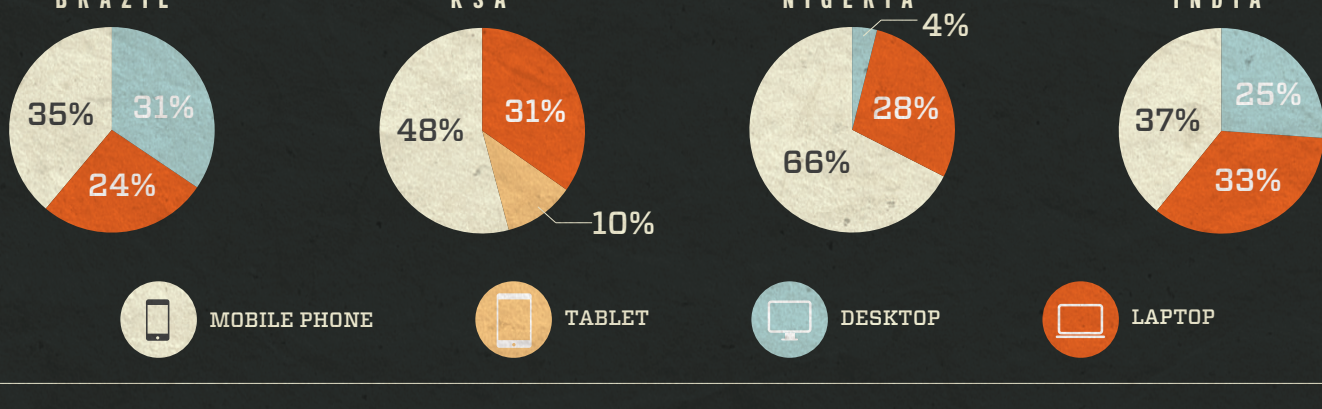


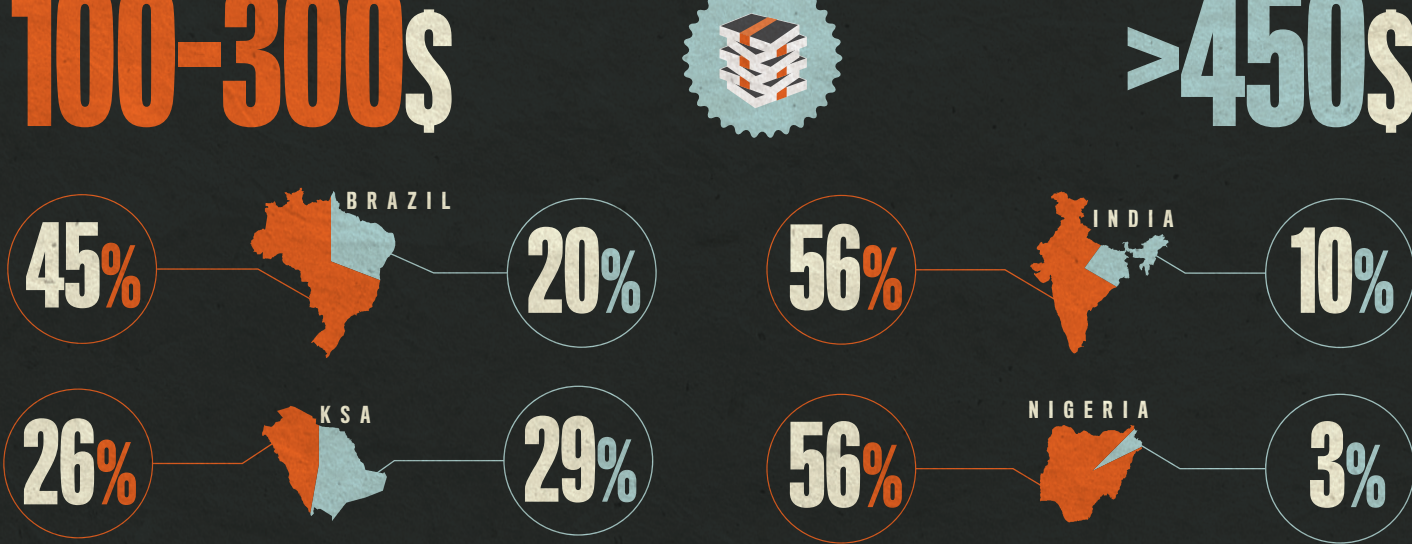
EMERGING MARKETS MOBILE ATTITUDES

EMBRACING THE MOBILE REVOLUTION

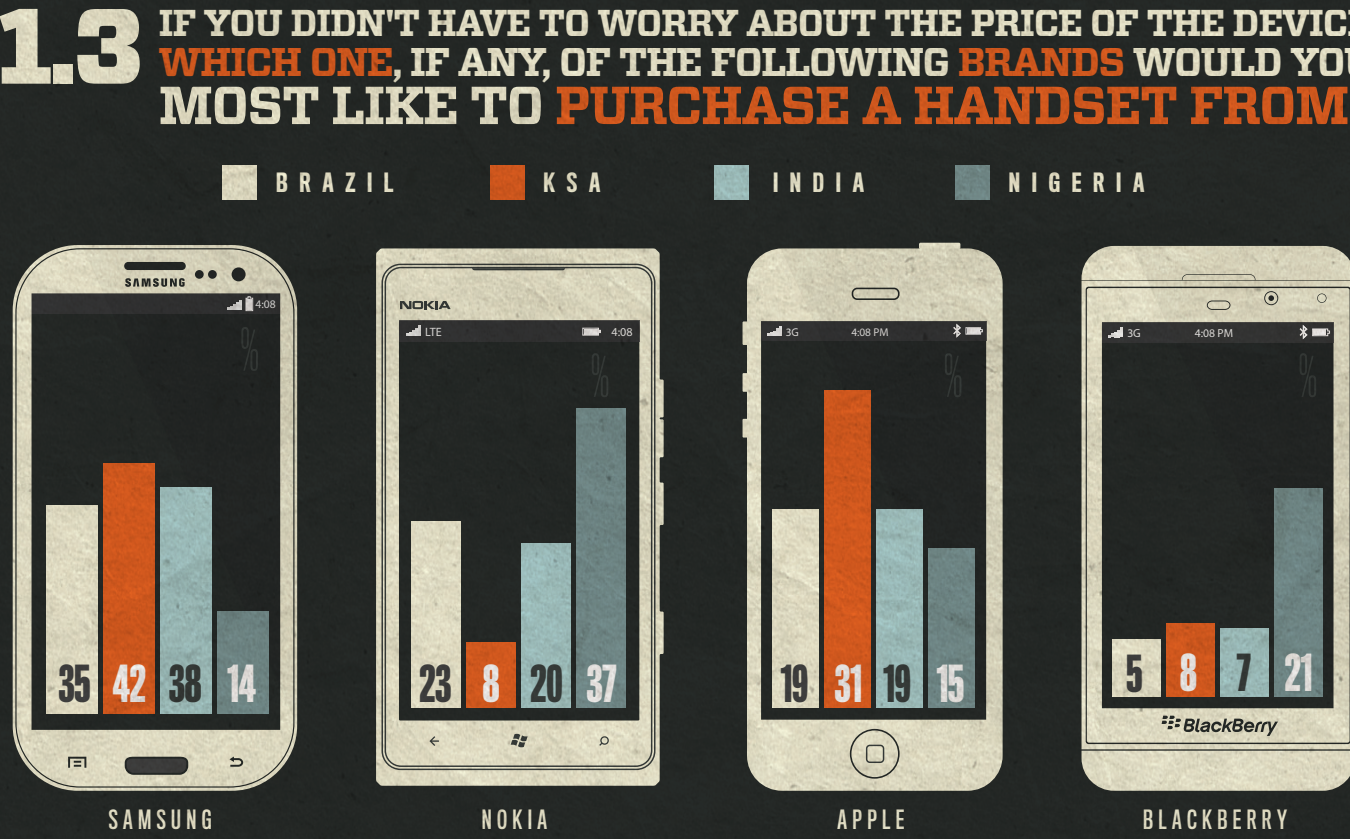
1.1 WHICH ONE, IF ANY, OF THE FOLLOWING DEVICES THAT YOU PERSONALLY OWN DO YOU USE MOST OFTEN?



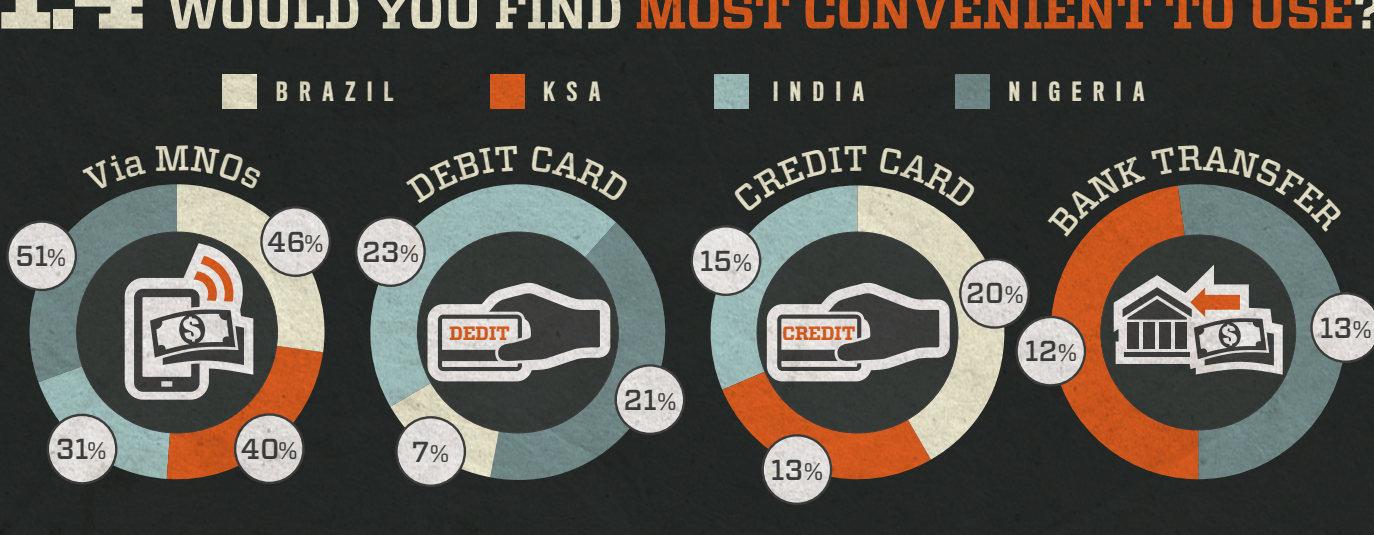
1.2 APPROXIMATELY HOW MUCH WOULD YOU BE WILLING TO PAY FOR THE NEW MOBILE PHONE HANDSET?



1.3 IF YOU DIDN'T HAVE TO WORRY ABOUT THE PRICE OF THE DEVICE, WHICH ONE, IF ANY, OF THE FOLLOWING BRANDS WOULD YOU MOST LIKE TO PURCHASE A HANDSET FROM?



1.4 WHICH ONE, IF ANY, OF THE FOLLOWING METHODS OF PAYMENT WOULD YOU FIND MOST CONVENIENT TO USE?

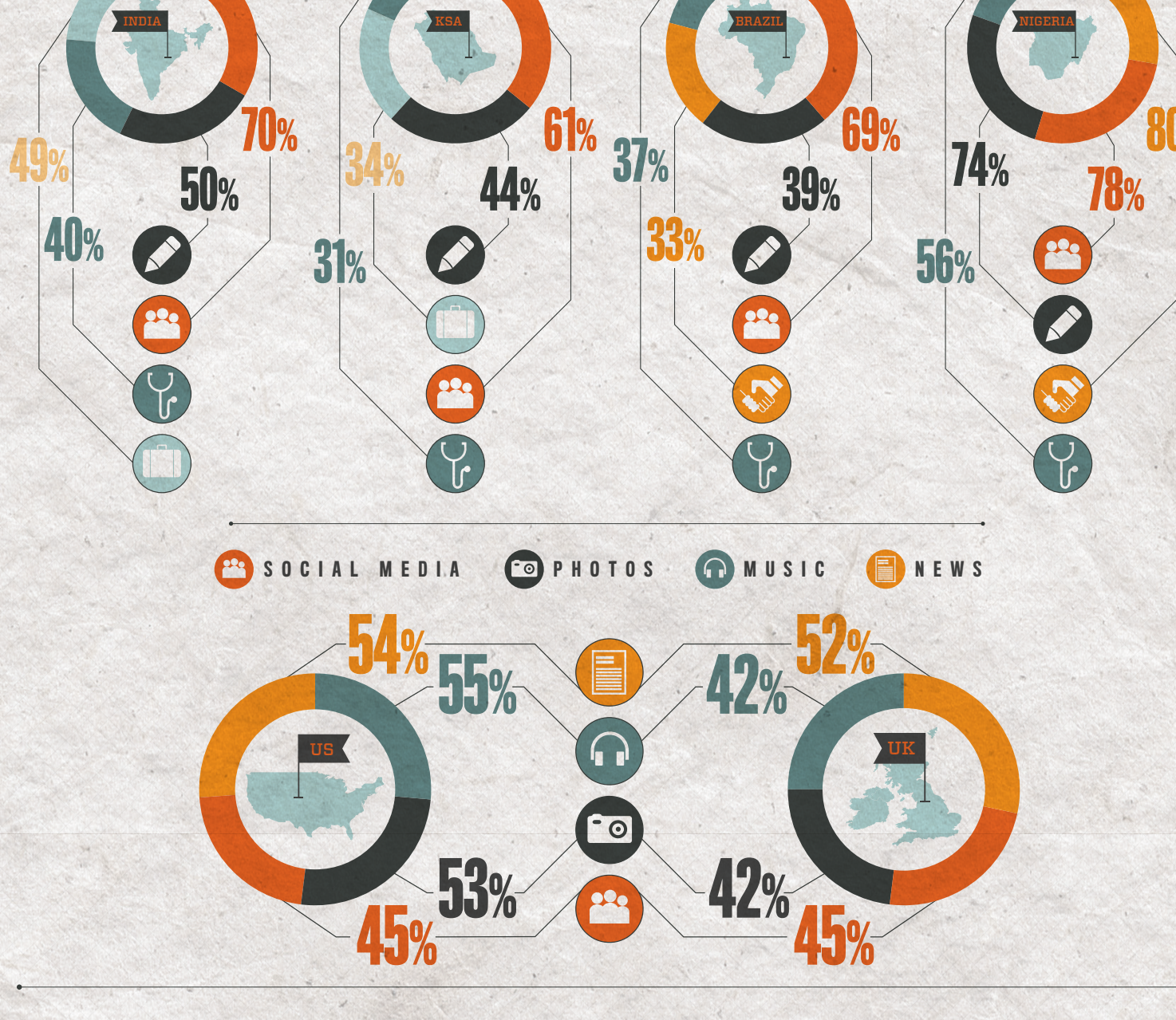


A DATA BOOM OF A DIFFERENT KIND

2.1 HOW MANY \$1 APPS ARE YOU PREPARED TO PAY FOR EVERY MONTH?



2.2 WHICH OF THE FOLLOWING TYPES OF CONTENT DO YOU/WOULD YOU LIKE TO ACCESS THROUGH YOUR MOBILE?



2.3 IF YOU WANTED TO PURCHASE A HIGH-END SMARTPHONE (E.G. APPLE IPHONE) WHAT WOULD YOU DO?

LOOK FOR A CHEAPER BRAND WITH SIMILAR FUNCTIONS **BUY FROM THE BRAND I LOVE, REGARDLESS OF THE PRICE**

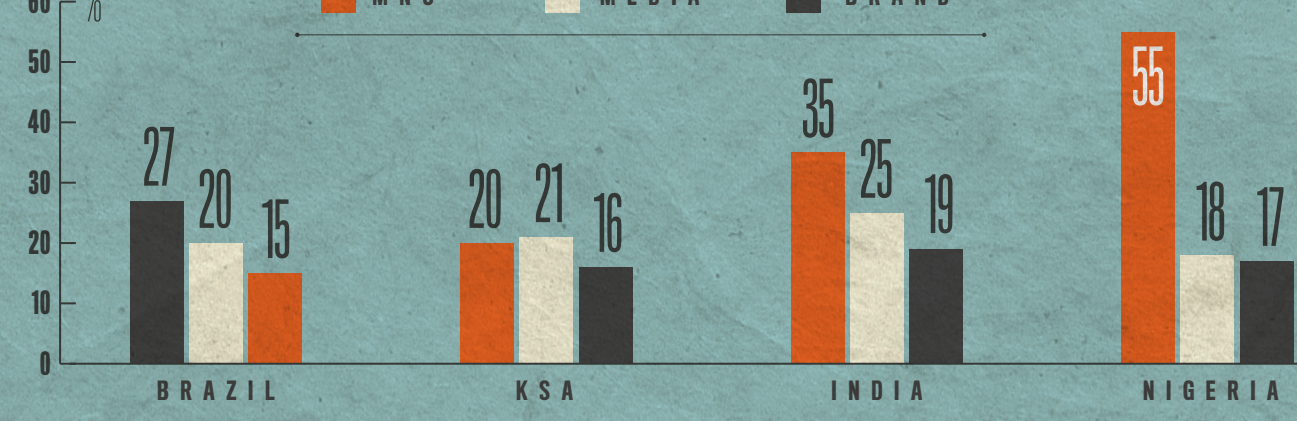


2.4 HOW WOULD YOU LIKE TO CONNECT TO SOCIAL NETWORKS VIA YOUR MOBILE?

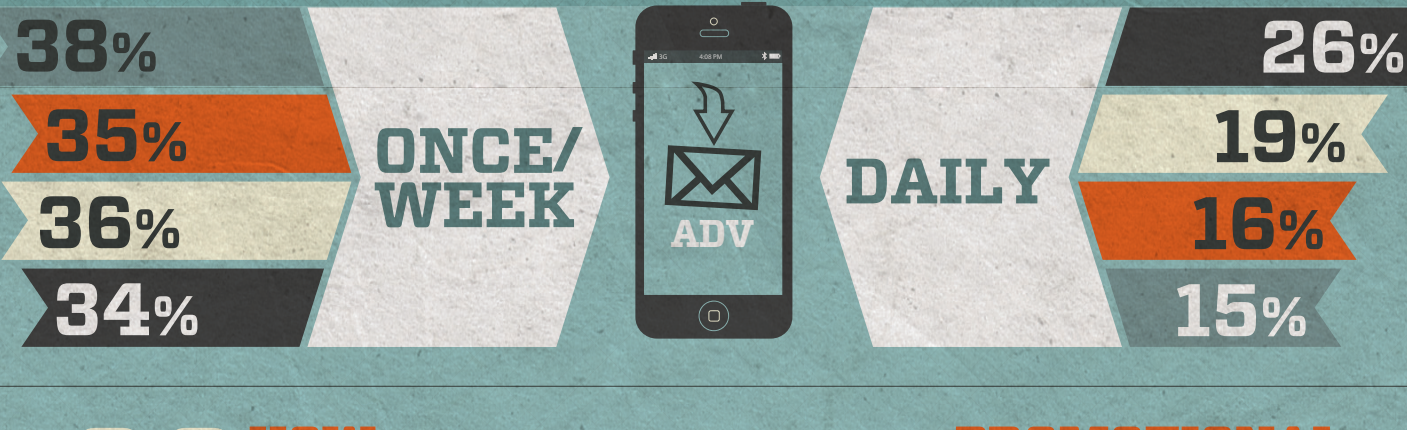


ATTITUDES TO MOBILE ADVERTISING

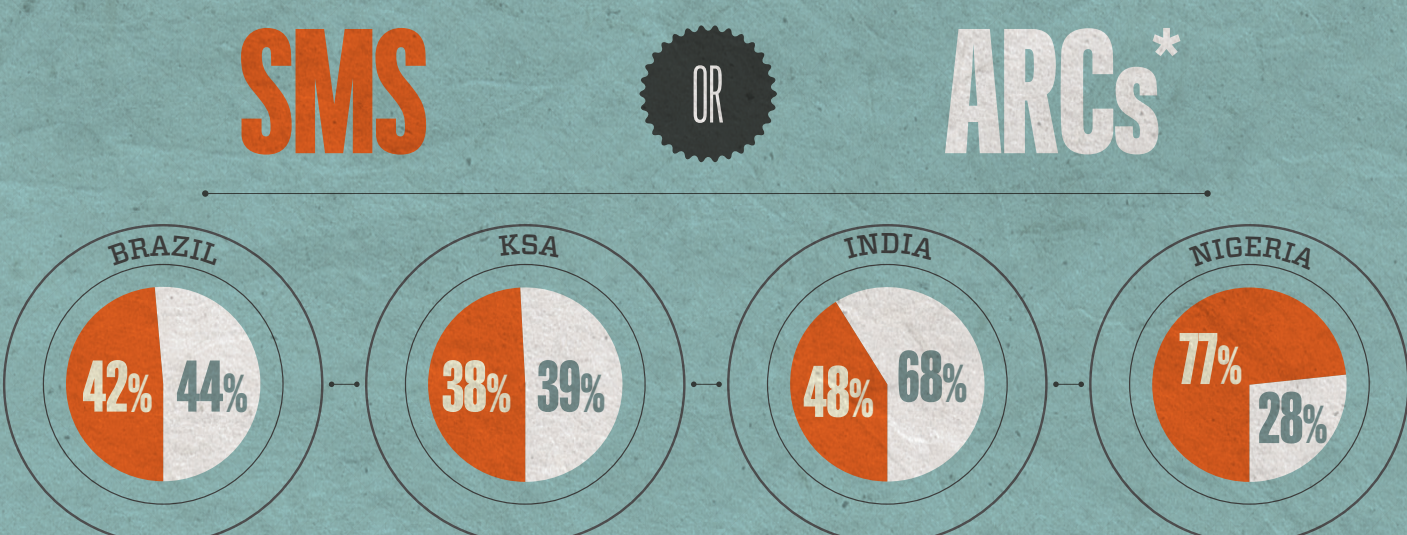
3.1 WHO WOULD MOST TRUST WHEN RECEIVING PROMOTIONAL MESSAGES OVER MOBILE?



3.2 HOW OFTEN WOULD YOU LIKE TO RECEIVE ADVERTISING ON YOUR MOBILE PHONE?



3.3 HOW WOULD YOU LIKE TO RECEIVE PROMOTIONAL MESSAGES OVER YOUR MOBILE DEVICE?



*SMS-based Alternative Recruiting Channels

Designed by SPINGRAPHIC