



Wireless and Mobile Syndicated Research

Wireless *Insights* Research Reports

Rapid shifts are occurring in the way consumers use their cell phones and related portable wireless devices. With the advent of wireless broadband and continually evolving handsets, the wireless platforms are being taken far beyond their original use.

Centris has developed the **Wireless Insight Research Reports** that will show you where that market is heading and how you can respond to it.

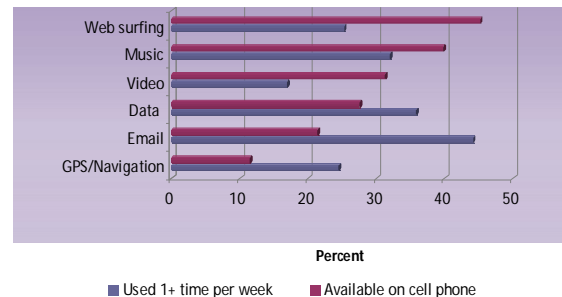
How?

Unlike other research firms that offer broad views of the market, Centris looks at consumers' preferences and satisfaction indices and how they change over time through our daily survey program.

Wireless Survey Methodology

- Conducted from a representative nationwide panel of 1,000 households with up to 2,500 individuals from ages 13 to mid-50s.
- Designed to be longitudinal, i.e., to follow the same households (and individuals within households) over time (every quarter)
- Record wide-ranging access and usage data (including service provider, service plan, and cell phone handset information).
- Tracks individual-specific demographics, and key location information (census block group, designated market area, state and region of residency, etc.)

Availability and Weekly Use of Features on Cell Phones



The Wireless *Insights* Research Program Consists of the Following:

Comprehensive Syndicated Reports in Each of These Topic Areas:

- The Wireless Trifecta: Access Device, Service Plan, and Usage
- Customer Satisfaction and Loyalty in Wireless Communications
- Consumer Preferences for Wireless Broadband and Next-Generation Services

Provides Tabulations for Researchers

Program Expansion at Additional Cost:

- Insert a limited number of your own questions into our survey. Responses will be available only to you.
- Expert consultancy, Marketing analytics support



Why Purchase the Centris Wireless Reports?

This strategic wireless reporting is designed to give you consistent tracking information on a nationally representative sample of households, which can be used to project future consumer behavior with respect to wireless devices and services. It will provide you with the competitive advantage that you will need in this rapidly evolving industry.

Who Benefits?

- Wireless & Wireline telephone companies
- Cable companies
- Broadcast networks
- Internet service providers
- Equipment manufacturers
- Content providers
- Search engine providers
- Advertisers
- Industry analysts

Pricing

- Annual Subscription (Four Reports): US \$20,000
- Individual Reports: US \$6,000

Why Centris?

Centris is a leading marketing research organization that provides market intelligence on consumer preferences and behaviors regarding the purchase of voice, video and data. Centris provides national and local information that helps marketers plan and evaluate marketing strategies, track competitor actions, and optimize their marketing mixes.

Call us today to find out more about our syndicated reports and customized research.

