

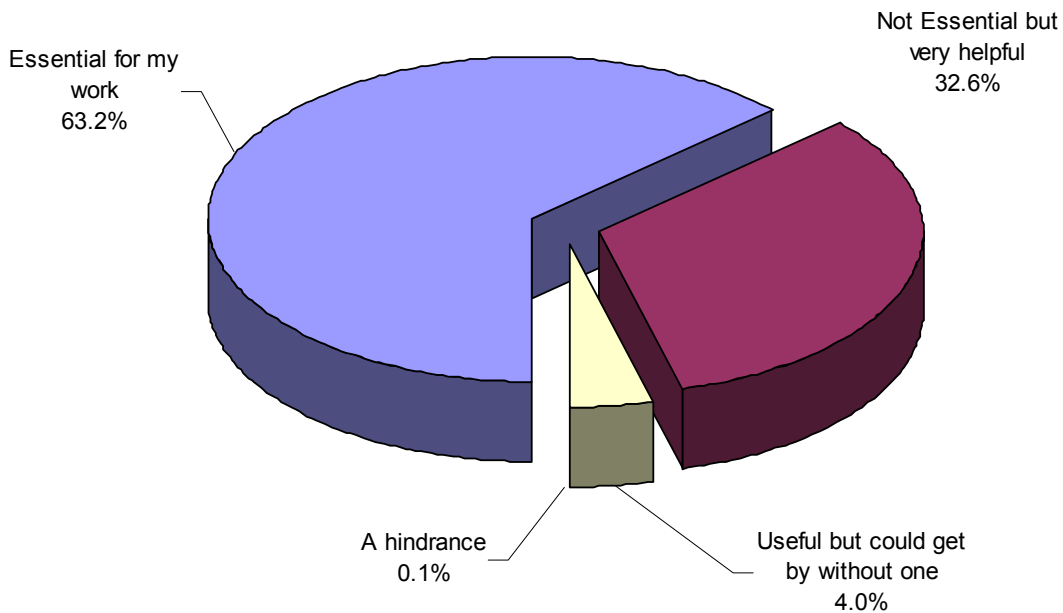
# Attitudes Toward Mobile Voice and Data Connectivity

The August Mobile Professional Technology Adoption Panel survey was used to determine attitudes toward a number of mobile applications, services and devices. Two interesting findings appeared in In-Stat's preliminary interpretation of data regarding mobile voice vs. data service and users' preference for mobile devices.

## Wireless Voice vs. Data Connectivity

The mobile professionals surveyed indicated that mobile voice services have become an important part of their business. 95.8% indicated that their mobile phone was "essential" or "very helpful" to their work. Only 4% indicated they could get by without mobile voice services.

**Which of the following best describes how useful you feel a wireless phone is to you for business purposes?**

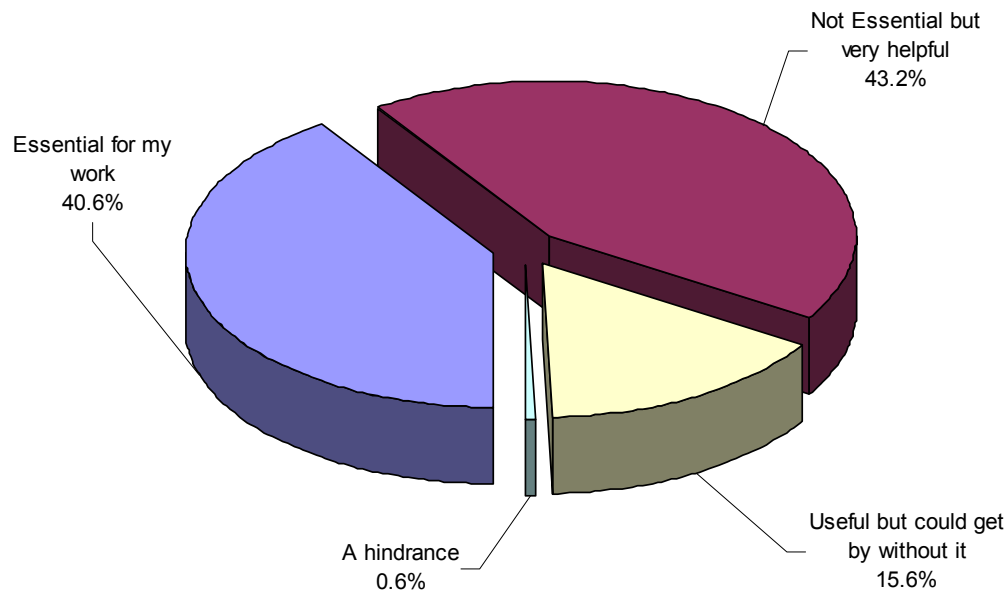


Source: In-Stat, 8/05

n=993

However, when it comes to mobile data connectivity, the sample was smaller: Only 68.5% of the people surveyed used wireless data connectivity at all. Of those, 83.8% considered it essential or very helpful while 16.2% had a take-it-or-leave-it attitude. Among those who currently use mobile data, 40.6% considered it essential, compared with 63% of those using mobile voice. When viewed as part of the entire survey, slightly more than one quarter (27.8%) of the respondents considered mobile data connectivity to be essential to their work.

**Which of the following best describes how useful you feel wireless data connectivity is to you for business purposes?**



Source: In-Stat, 8/05

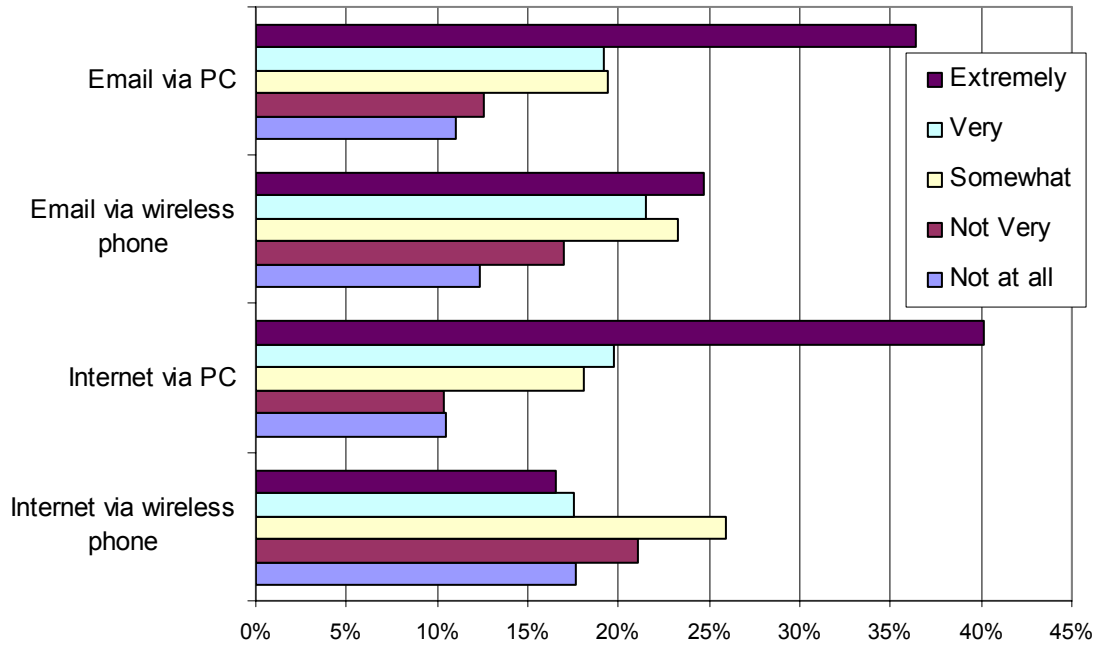
n=680

## Mobile Device Preference

While there are an increasing number of Smartphones available to the mobile professional, those who responded to this survey indicated a strong preference for using a personal computer (PC) for data connectivity over a mobile phone.

When it comes to reading email, roughly 37% found the PC “extremely useful” compared with less than 25% for using their mobile phones. There was an even greater disparity among attitudes toward using both devices to access the Internet. 40% found PC access to the Internet extremely useful compared with about 17% for the mobile phone. A nearly equal number of respondents found Internet access via mobile phone “not at all useful.”

### How useful are these applications? (n=993)



Source: In-Stat, 8/05