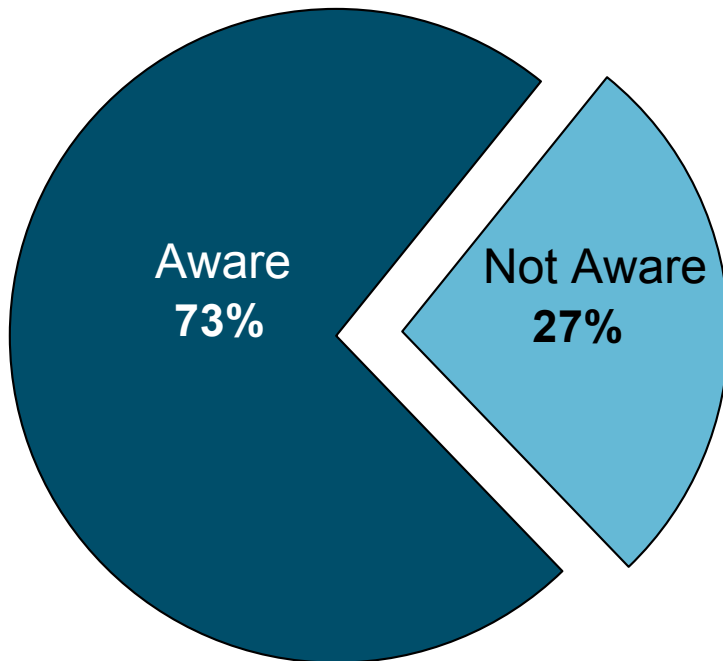


U.S. Cell Phone Users*

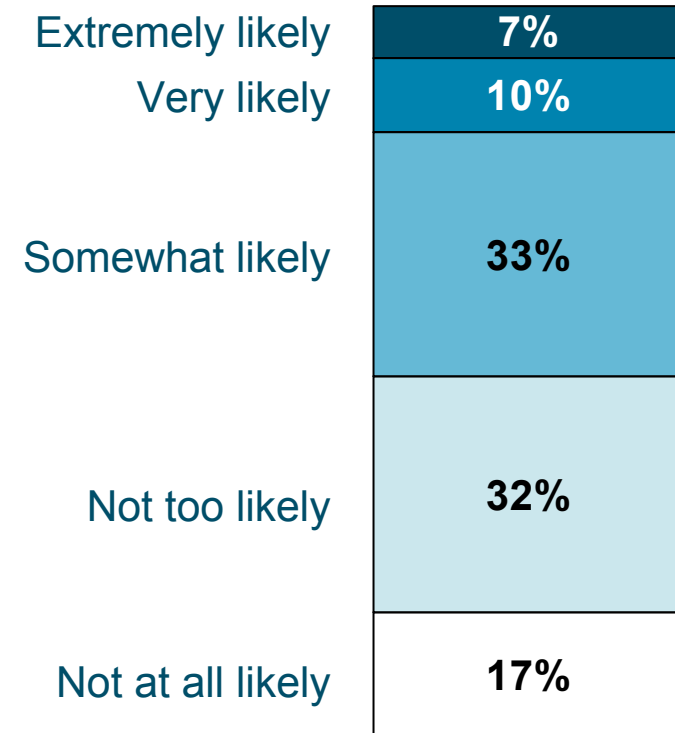
Awareness

Awareness of “ability to change cell service providers and retain your current wireless number.”



Likelihood to Switch

“How likely would you be to switch to another cell service provider knowing that you can keep your current phone number?”



* eNation: U.S. nationally representative study among 748 cell phone users, Nov. 19-24.