

TXT2Connect: Survey Indicates Text Messaging Improves Parent-Child Communication

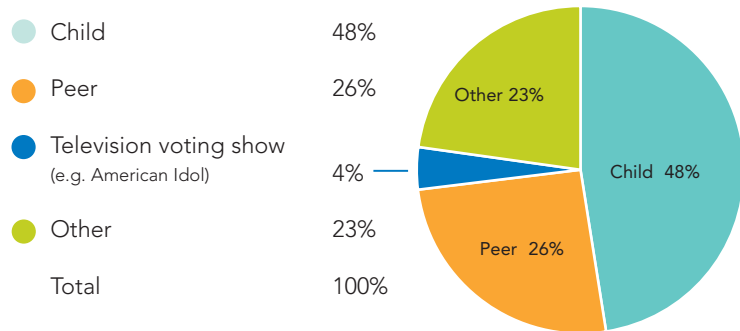


Survey Results



This Cingular-commissioned survey was conducted online by Mediathink during August 2006 and surveyed 1,175 parents. The margin of error for this sample is plus or minus three percentage points.

Who introduced you to text messaging?



When are you most likely to send a text message to your child?

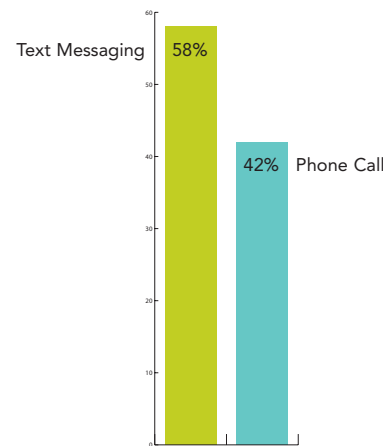
During school hours	19%
During an after school activity	25%
Weekends when they are out with friends	45%
Other	11%
Total	100%

In what types of situations are you likely to send a text message to your child?

To remind them about curfew	40%
To give them an errand to do	52%
Send them a loving message (just thinking of you, i love you, etc.)	58%
To remind them to be careful	52%
To tell them to come home/phone home	70%
In an emergency situation	48%
Other	16%

Would your child prefer that you contact them via text messaging or a phone call to deny their request to extend their curfew.

Text Messaging	58%
Phone Call	42%
Total	100%



Has text messaging improved the communication between you and your child?

Yes	63%
No	37%
Total	100%

