

University of New Hampshire Cell Phone Study

Background

A survey was conducted by Whittemore School of Business and Economics student-researchers at the University of New Hampshire to determine current and future uses of the cell phone pertaining to college students. The study was conducted by a Marketing Research class of Adjunct Professor Chuck Martin (chuck.martin@unh.edu). A total of 707 students from College of Engineering and Physical Sciences, College of Liberal Arts, College of Life Sciences and Agriculture, College of Health and Human Services, Thompson School of Applied Sciences, and the Whittemore School of Business and Economics were surveyed. (Complete breakdown of who was surveyed is in Appendix C.

Executive Summary

Students at the University of New Hampshire (UNH) want pragmatic and practical feature on their cell phones. Their top current uses of cell phones are to make phone calls, text message, and use their phone as an alarm clock. These practical features on the cell phone are similar to the practical features students are looking for on the cell phone of the future.

Students are not looking for a high tech phone. Now and in the future, students ranked the most technologically advanced features as the least used and the least desired. Features like music, global positioning satellite (GPS), email, and video messaging were among the lowest used features on current cell phones. This was a similar trend when they were asked about the features they would want on a future cell phone. Features such as video editing, a friend locator, and using the cell phone as a credit card were all ranked low in regards to the importance of being a feature provided on future cell phones.

University Results

The most used features by respondents were Talking, at 91%, Text Messaging, at 87%, and Alarm Clock, at 80%. Similar to the top three most used features, the next highest were features that made practical sense. The lowest used features currently used by students were GPS, Video Messaging, and Email. These features were used by 3%, 6%, and 7%, respectively. Other features that were not used by many of the respondents were more technologically advanced features.

Which of the following do you regularly use on your cell phone?

Current Uses	Total
Talking	91%
Text Messaging	87%
Alarm Clock	80%
Calculator	55%
Backlight as Flashlight	55%
Camera	54%
Calendar	47%
Picture Messaging	37%
Internet	10%
Instant Messaging	9%
Music	8%
Email	7%
Video Messaging	6%
GPS	3%
I don't use a cell phone	1%

For future use, students keep with the theme of practicality with the use of their cell phones. The most desired features on future cell phones were Longer Battery Life and Waterproof. Both features had

more than 80% of the respondents' desire. The next wanted feature was Touch Screen, but not even half of the respondents wanted this feature on their future cell phone. The lowest desired features were Video Editor, Video Projection and Video Surveillance. All three features had fewer than 10% of the respondents wanting these features.

Which of the following future features would you regularly use on your cell phone if available?

Future Uses	Total
Longer Battery Life	86%
Waterproof	81%
Touch Screen	47%
Phone Finder	47%
GPS	45%
Flashlight	42%
Voice to Text	41%
Voicemail to Text	26%
Phone as Remote Control	23%
Nutritional Facts	22%
Away Message	20%
Purchasing/ Credit Card	19%
Live News Updates	18%
Friend Locator	18%
Video Chat	17%
Video Surveillance	8%
Video Projection	6%
Video Editor	3%

When asked to pick the top three future features, the trend of wanting practicality continued with Longer Battery Life and Waterproof, at 68% and 58%, respectively. Also, the least desired features were more technologically savvy. Video Editor, Video Projection, and Video Surveillance were the least desired features on their future cell phone, all receiving fewer than 5%.

Select the top three (3) features that you would like your phone to have.

Top Three	Total
Longer Battery Life	68%
Waterproof	58%
GPS	29%
Phone Finder	26%
Touch Screen	21%
Flashlight	20%
Voice to Text	18%
Purchasing/ Credit Card	8%
Nutritional Facts	8%
Phone as Remote Control	7%
Away Message	7%
Video Chat	7%
Live News Updates	6%
Friend Locator	6%
Voicemail to Text	5%
Video Surveillance	2%
Video Projection	1%
Video Editor	1%

When asked why the respondent would not purchase the cell phone they described in question four, price was the biggest issue.

What, if anything, would keep you from purchasing the phone with the features selected in question four (4)?

No Purchase	Total
Price	86%
Durability	37%
Service Provider	37%
Battery Life	29%
Risk of Losing	22%
Complication	20%

Males vs. Females

The main differences for current usage fell within Calculator use and with Picture Messaging. In regards to Calculator use, there was a 16 % spread, with males at 46% and females at 63%. Picture Messaging had an 11% spread, with males at 31% and females at 42%. Overall, Talking, Text Messaging, and Alarm Clock were the top features used for males and females. Bottom features were also similar, with GPS and Video Messaging falling at the bottom.

Which of the following do you regularly use on your cell phone?

Current Uses	Males	Females
Talking	90%	91%
Text Messaging	85%	89%
Alarm Clock	76%	83%
Backlight as		
Flashlight	53%	56%
Camera	50%	57%
Calculator	46%	63%
Calendar	45%	49%
Picture Messaging	31%	42%
Internet	11%	9%
Music	11%	6%
Instant Messaging	10%	8%
Email	8%	7%
Video Messaging	6%	6%
GPS	3%	3%
I don't use a cell phone	1%	1%

The main differences for future usage fell within Nutritional Facts and Phone as Remote Control. For Nutritional Facts, there was a 22% spread, with males at 10% and females at 32%. When looking at Phone as Remote Control, there was a 14% spread, with males at 30% and females at 16%. Also noteworthy was that though Waterproof was a top choice, there was still a 10% spread. Overall, the top future uses were the same for males and females. New technology was not what respondents were looking for, but rather pragmatic uses such as Longer Battery Life and Waterproof. Bottom features were also similar, with Video Editor as the bottom feature.

Which of the following future features would you regularly use on your cell phone if available?

Future Uses	Males	Females
Longer Battery Life	85%	87%
Waterproof	75%	85%
Touch Screen	50%	45%

GPS	47%	43%
Phone Finder	42%	50%
Flashlight	42%	43%
Voice to Text	38%	43%
Phone as Remote Control	30%	16%
Voicemail to Text	28%	24%
Live News Updates	21%	16%
Purchasing/ Credit Card	19%	20%
Away Message	19%	20%
Video Chat	19%	15%
Friend Locator	18%	18%
Video Surveillance	13%	4%
Nutritional Facts	10%	32%
Video Projection	10%	3%
Video Editor	5%	2%

The main differences for top three future features fell within Nutritional Facts and Phone Finder. In regards to Nutritional Facts, there was a 11% spread, with males at 2% and females at 13%. For Phone Finder, there was an 11% spread, with males at 20% and females at 31%. The top features were still Longer Battery Life and Waterproof, proving that pragmatic uses were what respondents were looking for. Video Editor was the bottom feature for males and females.

Select the top three (3) features that you would like your phone to have.

Top Three	Males	Females
Longer Battery Life	68%	67%
Waterproof	55%	61%
GPS	33%	25%
Touch Screen	25%	17%
Flashlight	21%	19%
Phone Finder	20%	30%
Voice to Text	15%	20%
Phone as Remote Control	12%	3%
Purchasing/ Credit Card	9%	7%
Video Chat	8%	5%
Live News Updates	7%	5%
Away Message	5%	8%
Voicemail to Text	5%	5%
Friend Locator	5%	7%
Video Projection	2%	1%
Video Surveillance	2%	1%
Nutritional Facts	2%	13%
Video Editor	1%	1%

There were many differences as to why males and females would not purchase a phone with the features they selected, which included battery life, durability, and service provider. Battery life had a spread of 12%, with males at 35% and females at 23%. Durability had a spread of 12% with males at 43% and females at 32%. Service provider had a spread of 11% with males at 42% and females at 32%. The top reason for males and females to not purchase a phone with the features they selected was price (males at 83% and females at 89%).

What, if anything, would keep you from purchasing the phone with the features selected in question four (4)?

No Purchase	Males	Females
Price	83%	89%
Durability	43%	32%
Service Provider	42%	32%
Battery Life	35%	23%
Risk of Losing	23%	21%
Complication	17%	22%

Freshmen vs. Seniors

Interesting differences to note when asking freshmen and seniors about current cell phone usage is found when comparing the Camera and Calculator feature between the two classes. An 11% difference is found when comparing the Camera feature between classes with 63% of freshmen and only 51% of seniors using the feature regularly. Opposite results are found when looking at the Calculator feature. 61% of seniors use the calculator feature where only 51% freshmen use it, a 10% difference. Similarities are found in Alarm Clock, Talking, and Text Messaging with the percentage use being within 5% when comparing freshmen and seniors.

Which of the following do you regularly use on your cell phone?

Current Uses	Freshmen	Senior
Talking	93%	87%
Text Messaging	87%	87%
Alarm Clock	82%	82%
Camera	63%	51%
Backlight as		
Flashlight	55%	58%
Calculator	51%	61%
Calendar	48%	50%
Picture Messaging	40%	36%
Instant Messaging	11%	8%
Music	10%	8%
Internet	8%	9%
Video Messaging	6%	5%
Email	4%	10%
GPS	3%	4%
I don't use a cell phone	1%	1%

Differences between future usages are found when looking at Friend Locator, Nutritional Facts, Waterproof and Video Chat individually. 25% of freshmen are interested in Friend Locator where 13% of seniors were interested with this feature, a 12% difference. 29% of freshmen were interested in Nutritional Facts and this feature only appealed to 19% of seniors, a 10% difference. A similar 10% difference is also found when comparing the results found for the Waterproof feature. 88% of freshmen were interested in Waterproofing and only 78% seniors were interested. The biggest difference when comparing future uses is found when looking at Video Chat. 30% of freshmen were interested in this feature where only 11% of seniors were. A 19% spread between the classes. Similarities are found with freshmen and seniors showing the most interest in Longer Battery Life. 91% of freshmen and 85% of seniors are interested in this feature.

Which of the following future features would you regularly use on your cell phone if available?

Future Uses	Freshmen	Senior
Longer Battery Life	91%	85%
Waterproof	88%	78%
Phone Finder	53%	44%
Touch Screen	49%	50%
Flashlight	46%	43%
GPS	45%	45%
Voice to Text	44%	42%
Video Chat	30%	11%
Nutritional Facts	29%	19%
Voicemail to Text	26%	25%
Friend Locator	25%	13%
Purchasing/ Credit Card	22%	17%
Live News Updates	20%	19%
Away Message	19%	18%
Phone as Remote Control	19%	21%
Video Projection	9%	5%
Video Surveillance	6%	9%
Video Editor	4%	3%

When looking at top three future usages, the data shows there is not a large difference between the two classes.

Select the top three (3) features that you would like your phone to have.

Top Three	Freshmen	Senior
Longer Battery Life	62%	71%
Waterproof	59%	62%
Phone Finder	30%	23%
GPS	26%	31%
Touch Screen	19%	21%
Voice to Text	19%	21%
Flashlight	18%	17%
Video Chat	11%	4%
Purchasing/ Credit Card	10%	9%
Friend Locator	9%	2%
Nutritional Facts	8%	5%
Away Message	8%	4%
Live News Updates	7%	6%
Phone as Remote Control	5%	8%
Voicemail to Text	5%	6%
Video Editor	1%	0%
Video Projection	1%	3%
Video Surveillance	1%	1%

Freshman and seniors are similar across the board when it comes to what will keep them from purchasing a phone.

What, if anything, would keep you from purchasing the phone with the features selected in question four (4)?

No Purchase	Freshmen	Senior
Price	86%	86%
Service Provider	36%	36%
Durability	34%	38%
Battery Life	31%	25%
Risk of Losing	19%	20%
Complication	19%	21%

College Of Liberal Arts vs. Whittemore School of Business

The main differences for current usage fell within Calendar, Internet, and Picture Messaging. In regards to Calendar use, there was a 12% spread, with College Of Liberal Arts at 43% and Whittemore School of Business at 55%. Internet had a 10% spread, the College Of Liberal Arts at 8% and Whittemore School of Business at 18%. Picture messaging had a spread of 14%, with College Of Liberal Arts at 35% and Whittemore School of Business at 49%. Overall, College Of Liberal Arts and Whittemore School of Business responded in a similar manner. Talking, Text Messaging, and Alarm Clock were the top features used.

Which of the following do you regularly use on your cell phone?

Current Uses	College Of Liberal Arts	Whittemore School of Business
Talking	90%	92%
Text Messaging	89%	93%
Alarm Clock	76%	83%
Backlight as		
Flashlight	61%	56%
Camera	54%	62%
Calculator	54%	62%
Calendar	43%	55%
Picture		
Messaging	35%	49%
Instant		
Messaging	8%	13%
Internet	8%	18%
Video		
Messaging	7%	10%
Music	7%	13%
Email	6%	10%
GPS	1%	7%
I don't use a cell phone	1%	0%

The main differences for future usage fell within Phone Finder, Touch Screen, Voice to Text, and Voicemail to Text. For Phone Finder, there was a 23% spread, with College Of Liberal Arts at 37% and Whittemore School of Business at 60%. When looking at Touch Screen, there was a 20% spread, with College Of Liberal Arts at 43% and Whittemore School of Business at 63%. Voice to Text had a 20% spread, with College Of Liberal Arts at 36% and Whittemore School of Business at 56%. Voicemail to Text also had a noteworthy difference with an 11% spread, College Of Liberal Arts at 24% and Whittemore School of Business at 35%. Overall, the top future uses were the same for

College Of Liberal Arts and Whittemore School of Business. New technology was not what respondents were looking for, but rather pragmatic uses such as Longer Battery Life and Waterproof.

Which of the following future features would you regularly use on your cell phone if available?

Future Uses	College Of Liberal Arts	Whittemore School of Business
Longer Battery Life	84%	87%
Waterproof	79%	80%
GPS	47%	49%
Touch Screen	43%	63%
Flashlight	42%	45%
Phone Finder	37%	60%
Voice to Text	36%	56%
Voicemail to Text	24%	34%
Video Chat	21%	19%
Phone as Remote Control	20%	29%
Nutritional Facts	19%	24%
Away Message	19%	25%
Live News Updates	18%	23%
Purchasing/ Credit Card	17%	26%
Friend Locator	16%	22%
Video Editor	6%	3%
Video Surveillance	5%	9%
Video Projection	4%	9%

The main differences for top three future uses fell within Flashlight, Phone Finder, and Voice to Text. In regards to Flashlight, there was a 11% spread, with College Of Liberal Arts at 25% and Whittemore School of Business at 14%. For Phone Finder, there was a 15% spread, with College Of Liberal Arts at 18% and Whittemore School of Business at 33%. Voice to Text also showed differences with a spread of 11%, College Of Liberal Arts at 15% and Whittemore School of Business at 26%. The top three features were still Longer Battery Life and Waterproof, proving that pragmatic uses were what respondents were looking for.

Select the top three (3) features that you would like your phone to have.

Top Three	College Of Liberal Arts	Whittemore School of Business
Longer Battery Life	67%	58%
Waterproof	59%	51%
GPS	29%	30%
Flashlight	25%	14%
Touch Screen	20%	24%
Phone Finder	18%	33%
Voice to Text	15%	26%
Live News Updates	8%	4%
Video Chat	7%	7%
Friend Locator	7%	5%
Purchasing/	7%	13%

Credit Card		
Away Message	6%	7%
Nutritional Facts	6%	10%
Phone as		
Remote Control	6%	7%
Voicemail to		
Text	5%	6%
Video Editor	2%	1%
Video Projection	1%	1%
Video		
Surveillance	1%	1%

There were a few differences as to why the College Of Liberal Arts and the Whittemore School of Business students would not purchase a phone with the features they selected, which consisted of Complication and Service Provider. Complication had a spread of 11%, with College Of Liberal Arts at 13% and Whittemore School of Business at 24%. Service Provider had a spread of 10%, with College Of Liberal Arts at 31% and Whittemore School of Business at 41%. The top reason for College Of Liberal Arts and Whittemore School of Business to not purchase a phone with the features they selected was price (College Of Liberal Arts at 85% and Whittemore School of Business at 87%).

What, if anything, would keep you from purchasing the phone with the features selected in question four (4)?

No Purchase	College Of Liberal Arts	Whittemore School of Business
Price	85%	87%
Durability	33%	36%
Service Provider	31%	41%
Battery Life	29%	24%
Risk of Losing	17%	23%
Complication	13%	24%

Other Insight

Other insights from the UNH cell phone study are:

- Students at the College of Engineering and Physical Science (CEPS) are significantly less interested in Voice to Text capabilities. In picking the top three features, 8 percent of CEPS students are interested in Voice to Text capabilities. On average, 20 percent of respondents from other schools were interested in Voice to Text Capabilities.
- Out of all the schools at UNH, students at the business school have the most interest in the future feature Voice to Text. They are the only school to have more than 50 percent of respondents interested in the feature.
- 45% of females were interested in the future feature Touch Screen, but only 17% had enough interest in list it in their top three.
- Whittemore School of Business students use video messaging considerably more than other schools. 10% of students currently use video messaging. On average, only 3% of students in other schools currently send video messages.
- Freshman currently use the Camera feature more than all other classes.
- Consistent Increase in interest between the classes pertaining to Longer Battery Life when respondents were asked to pick their top three features.

Appendices

Appendix A

This is a short survey being conducted by UNH students as a Marketing Research project; your participation is voluntary. The answers you provide will be kept confidential and will be used to predict future uses of cell phones. If you have any questions about this survey, please contact 1) Chuck Martin (Chuck.Martin@unh.edu), or 2) Julie Simpson at the UNH Office of Sponsored Research (Julie.Simpson@unh.edu, 603-862-2003).

Cell Phone Survey

1. How old are you? _____

2. Which of the following do you regularly use on your cell phone? *[Please check all that apply.]*

<input type="checkbox"/> Alarm Clock	<input type="checkbox"/> Email	<input type="checkbox"/> Picture Messaging
<input type="checkbox"/> Backlight as a Flashlight	<input type="checkbox"/> GPS	<input type="checkbox"/> Talking
<input type="checkbox"/> Calculator	<input type="checkbox"/> Instant Messaging	<input type="checkbox"/> Text Messaging
<input type="checkbox"/> Calendar	<input type="checkbox"/> Internet	<input type="checkbox"/> Video Messaging
<input type="checkbox"/> Camera	<input type="checkbox"/> Music	<input type="checkbox"/> I don't use a cell phone

3. Which of the following future features would you regularly use on your cell phone if available? *[Please check all that apply.]*

<input type="checkbox"/> Away Message	<input type="checkbox"/> Nutritional Facts	<input type="checkbox"/> Video Editor
<input type="checkbox"/> Flashlight	<input type="checkbox"/> Phone Finder	<input type="checkbox"/> Video Projection
<input type="checkbox"/> Friend Locator	<input type="checkbox"/> Phone as Remote Control	<input type="checkbox"/> Video Surveillance
<input type="checkbox"/> GPS	<input type="checkbox"/> Purchasing/ Credit Card	<input type="checkbox"/> Voice to Text
<input type="checkbox"/> Live News Updates	<input type="checkbox"/> Touch Screen	<input type="checkbox"/> Voicemail to Text
<input type="checkbox"/> Longer Battery Life	<input type="checkbox"/> Video Chat	<input type="checkbox"/> Waterproof

4. Select the top three (3) features that you would like your phone to have.

<input type="checkbox"/> Away Message	<input type="checkbox"/> Nutritional Facts	<input type="checkbox"/> Video Editor
<input type="checkbox"/> Flashlight	<input type="checkbox"/> Phone Finder	<input type="checkbox"/> Video Projection
<input type="checkbox"/> Friend Locator	<input type="checkbox"/> Phone as Remote Control	<input type="checkbox"/> Video Surveillance
<input type="checkbox"/> GPS	<input type="checkbox"/> Purchasing/ Credit Card	<input type="checkbox"/> Voice to Text
<input type="checkbox"/> Live News Updates	<input type="checkbox"/> Touch Screen	<input type="checkbox"/> Voicemail to Text
<input type="checkbox"/> Longer Battery Life	<input type="checkbox"/> Video Chat	<input type="checkbox"/> Waterproof

5. What, if anything, would keep you from purchasing the phone with the features selected from question four (4)? *[Please check all that apply.]*

<input type="checkbox"/> Battery Life	<input type="checkbox"/> Price	<input type="checkbox"/> Service Provider
<input type="checkbox"/> Complication	<input type="checkbox"/> Risk of Losing	<input type="checkbox"/> Other _____

□ Durability

- Gender** Male Female
- Class** Freshman Sophomore Junior Senior
- College** CEPS College Of
Liberal Arts COLSA HHS TSAS Whittemore
School of
Business

Appendix B

Gender			Class			College			Average Age	
Male	323	46%	Freshman	166	23%	CEPS	77	11%	Overall	20.41867
Female	384	54%	Sophomore	183	26%	College Of Liberal Arts	226	32%		
Total	707	1	Junior	150	21%	COLSA	128	18%		
			Senior	208	29%	HHS	77	11%		
			Total	707	1	TSAS	25	4%		
						Whittemore School of Business	174	25%		
						Total	707	1		

Appendix C

Current Uses	Total	Males	Females	Freshmen	Sophomore	Junior	Senior	CEPS	Liberal Arts	COLSA	HHS	TSAS	Business of
Alarm Clock	80%	76%	83%	82%	74%	81%	82%	75%	76%	77%	90%	88%	83%
Backlight as Flashlight	55%	53%	56%	55%	48%	57%	58%	57%	61%	39%	57%	52%	56%
Calculator	55%	46%	63%	51%	52%	55%	61%	40%	54%	46%	71%	64%	62%
Calendar	47%	45%	49%	48%	41%	49%	50%	52%	43%	38%	49%	44%	55%
Camera	53%	50%	57%	63%	51%	49%	51%	39%	54%	47%	58%	48%	62%
Email	7%	8%	7%	4%	7%	9%	10%	3%	6%	7%	9%	12%	10%
GPS	3%	3%	3%	3%	3%	2%	4%	3%	1%	1%	3%	8%	7%
Instant Messaging	9%	10%	8%	11%	7%	9%	8%	8%	8%	6%	8%	8%	13%
Internet	10%	11%	9%	8%	12%	11%	9%	3%	8%	9%	8%	12%	18%
Music	8%	11%	6%	10%	7%	9%	8%	6%	7%	7%	5%	16%	13%
Picture Messaging	37%	31%	42%	40%	40%	33%	36%	19%	35%	30%	49%	32%	49%
Talking	91%	90%	91%	93%	92%	93%	87%	87%	90%	94%	86%	96%	92%
Text Messaging	87%	85%	89%	87%	88%	87%	87%	78%	89%	84%	86%	84%	93%
Video Messaging	6%	6%	6%	6%	8%	5%	5%	3%	7%	3%	4%	0%	10%
I don't use a cell phone	1%	1%	1%	1%	0%	1%	1%	0%	1%	2%	0%	0%	0%

Appendix D

Future Uses	Total	Males	Females	Freshmen	Sophomore	Junior	Senior	CEPS	Liberal Arts	COLSA	HHS	TSAS	Business of
Away Message	20%	19%	20%	19%	22%	19%	18%	13%	19%	19%	21%	12%	25%
Flashlight	42%	42%	43%	46%	37%	43%	43%	43%	42%	33%	52%	48%	45%
Friend Locator	18%	18%	18%	25%	16%	19%	13%	14%	16%	15%	21%	28%	22%
GPS	45%	47%	43%	45%	42%	47%	45%	40%	47%	35%	52%	32%	49%
Live News Updates	18%	21%	16%	20%	15%	19%	19%	12%	18%	13%	19%	28%	23%
Longer Battery Life	86%	85%	87%	91%	84%	86%	85%	86%	84%	91%	91%	68%	87%
Nutritional Facts	22%	10%	32%	28%	20%	22%	19%	6%	19%	28%	30%	28%	24%
Phone Finder	47%	42%	50%	53%	43%	49%	44%	34%	37%	42%	64%	56%	60%
Phone as Remote Control	23%	30%	16%	19%	24%	27%	21%	21%	20%	21%	21%	24%	29%
Purchasing/Credit Card	19%	19%	20%	22%	17%	23%	17%	16%	17%	16%	17%	36%	26%
Touch Screen	47%	50%	45%	49%	42%	46%	50%	34%	43%	39%	51%	40%	63%
Video Chat	17%	19%	15%	30%	16%	12%	11%	13%	21%	13%	12%	16%	19%
Video Editor	3%	5%	2%	4%	1%	5%	3%	1%	6%	1%	3%	4%	3%
Video Projection	6%	10%	3%	9%	3%	8%	5%	12%	4%	2%	8%	8%	9%
Video Surveillance	8%	13%	4%	6%	4%	13%	9%	4%	5%	11%	9%	16%	9%
Voice to Text	41%	38%	43%	44%	43%	33%	42%	25%	36%	36%	48%	24%	56%
Voicemail to Text	26%	28%	24%	26%	26%	27%	25%	23%	24%	19%	26%	28%	34%
Waterproof	81%	75%	85%	88%	79%	78%	78%	81%	79%	81%	87%	80%	80%

Appendix E

Top Three	Total	Males	Females	Freshmen	Sophomore	Junior	Senior	CEPS	Liberal Arts	COLSA	HHS	TSAS	Business of
Away Message	7%	5%	8%	8%	9%	5%	4%	4%	6%	8%	6%	4%	7%
Flashlight	20%	21%	19%	18%	20%	25%	17%	23%	25%	16%	18%	20%	14%
Friend Locator	6%	5%	7%	9%	5%	7%	2%	8%	7%	4%	6%	0%	5%
GPS	29%	33%	25%	26%	28%	30%	31%	35%	29%	30%	26%	0%	30%
Live News Updates	6%	7%	5%	7%	5%	6%	6%	6%	8%	5%	5%	12%	4%
Longer Battery Life	67%	68%	67%	62%	67%	69%	71%	74%	67%	72%	70%	84%	58%
Nutritional Facts	8%	2%	13%	8%	13%	5%	5%	0%	6%	11%	6%	16%	10%
Phone Finder	25%	20%	30%	30%	26%	25%	23%	18%	18%	24%	36%	36%	33%
Phone as Remote Control	7%	12%	3%	5%	5%	10%	8%	8%	6%	10%	6%	0%	7%
Purchasing/ Credit Card	8%	9%	7%	10%	7%	7%	9%	6%	7%	6%	5%	12%	13%
Touch Screen	21%	25%	17%	19%	21%	21%	21%	23%	20%	20%	16%	12%	24%
Video Chat	7%	8%	5%	11%	8%	2%	4%	6%	7%	6%	5%	0%	7%
Video Editor	1%	1%	1%	1%	1%	1%	0%	1%	2%	0%	0%	0%	1%
Video Projection	1%	2%	1%	1%	1%	1%	3%	3%	1%	2%	3%	0%	1%
Video Surveillance	2%	2%	1%	1%	2%	3%	1%	0%	1%	5%	3%	0%	1%
Voice to Text	18%	15%	20%	19%	16%	16%	21%	8%	15%	16%	22%	16%	26%
Voicemail to Text	5%	5%	5%	5%	5%	4%	6%	6%	5%	2%	5%	8%	6%
Waterproof	58%	55%	61%	59%	55%	55%	62%	60%	59%	63%	60%	64%	51%

Appendix F

No Purchase	Total	Males	Females	Freshmen	Sophomors	Junior	Senior	CEPS	Liberal Arts	COLSA	HHS	TSAS	School of Business
Battery Life	29%	35%	23%	31%	32%	28%	25%	39%	29%	25%	30%	40%	24%
Complication	20%	17%	22%	19%	19%	20%	21%	13%	13%	21%	31%	24%	24%
Durability	37%	43%	32%	34%	41%	35%	38%	47%	33%	33%	45%	44%	36%
Price	86%	83%	89%	86%	86%	85%	86%	91%	85%	87%	84%	76%	87%
Risk of Losing Service Provider	22%	23%	21%	19%	22%	27%	20%	25%	17%	25%	21%	28%	23%
	36%	42%	32%	36%	38%	36%	36%	49%	31%	39%	22%	52%	41%