

New Yorkers and their Cell Phones

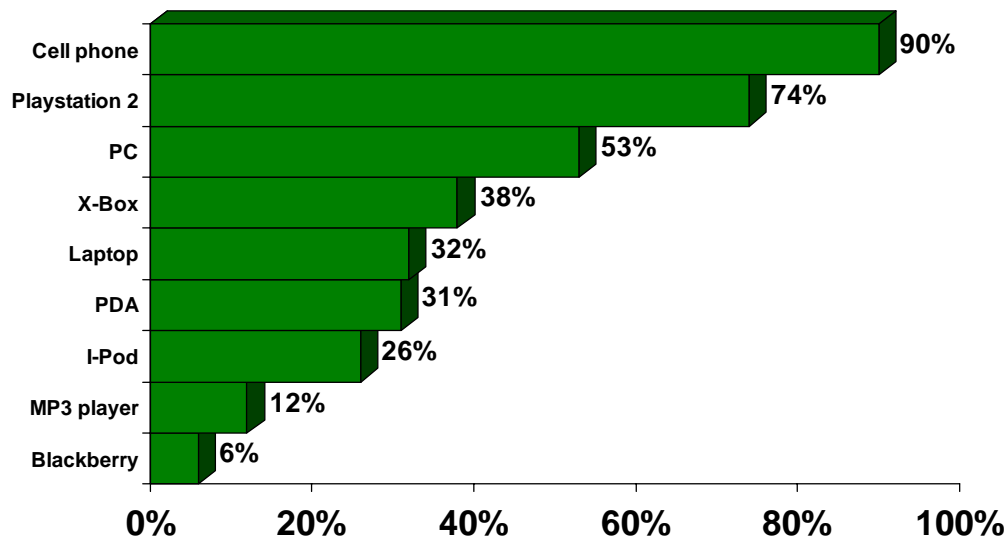


Ownership

- *What gadgets do own?*
- *What do they intend to buy?*



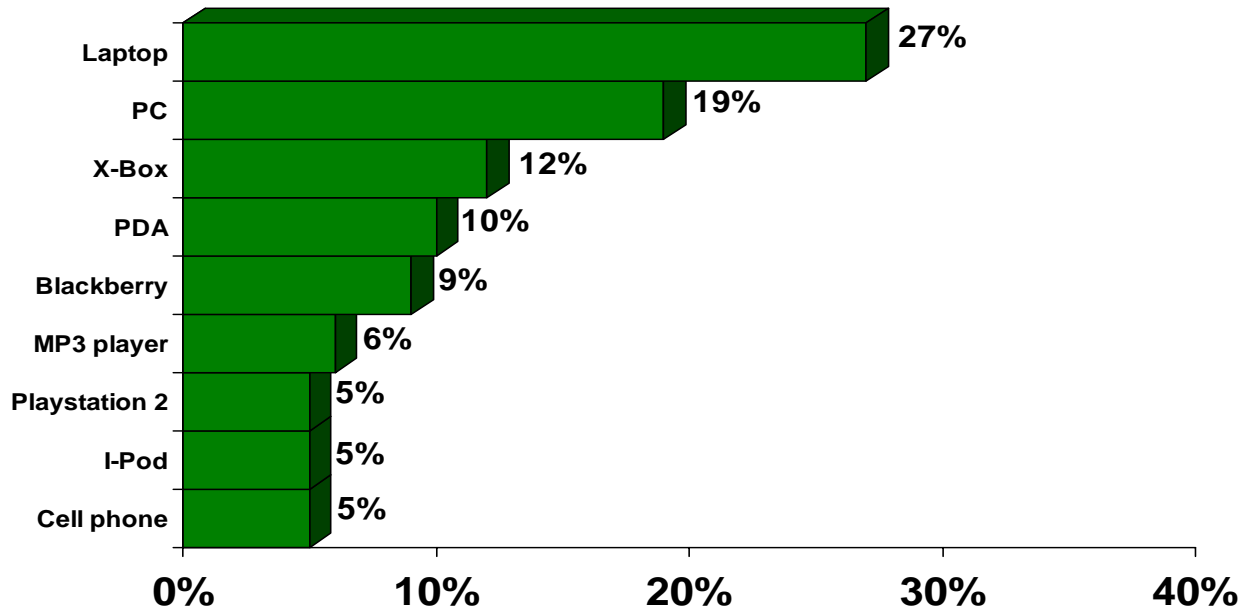
- 90% of readers own a cell phone
- More than half have a PC at home, with a further third owning laptops



Question – Which of the following do you own?

Sample size 667

- In the next 12 months a further 5% of readers intend to buy a cell phone, taking the total to 95% of readers



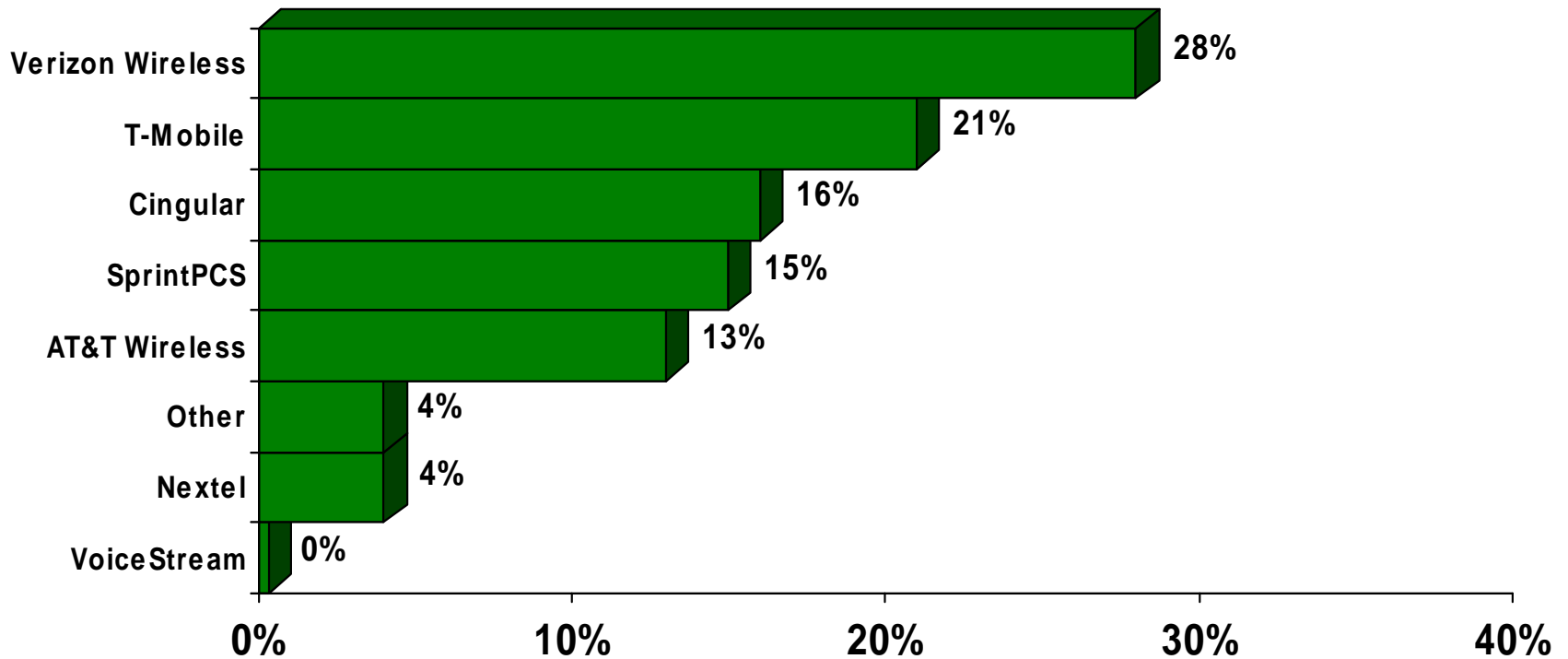
Question – Which of the following do you intend to buy in the next 12 months? Sample size 667

Networks

- *Which networks do readers use?*
- *Which networks would they consider using in the future?*
- *Who do they think is the best cell phone service provider?*



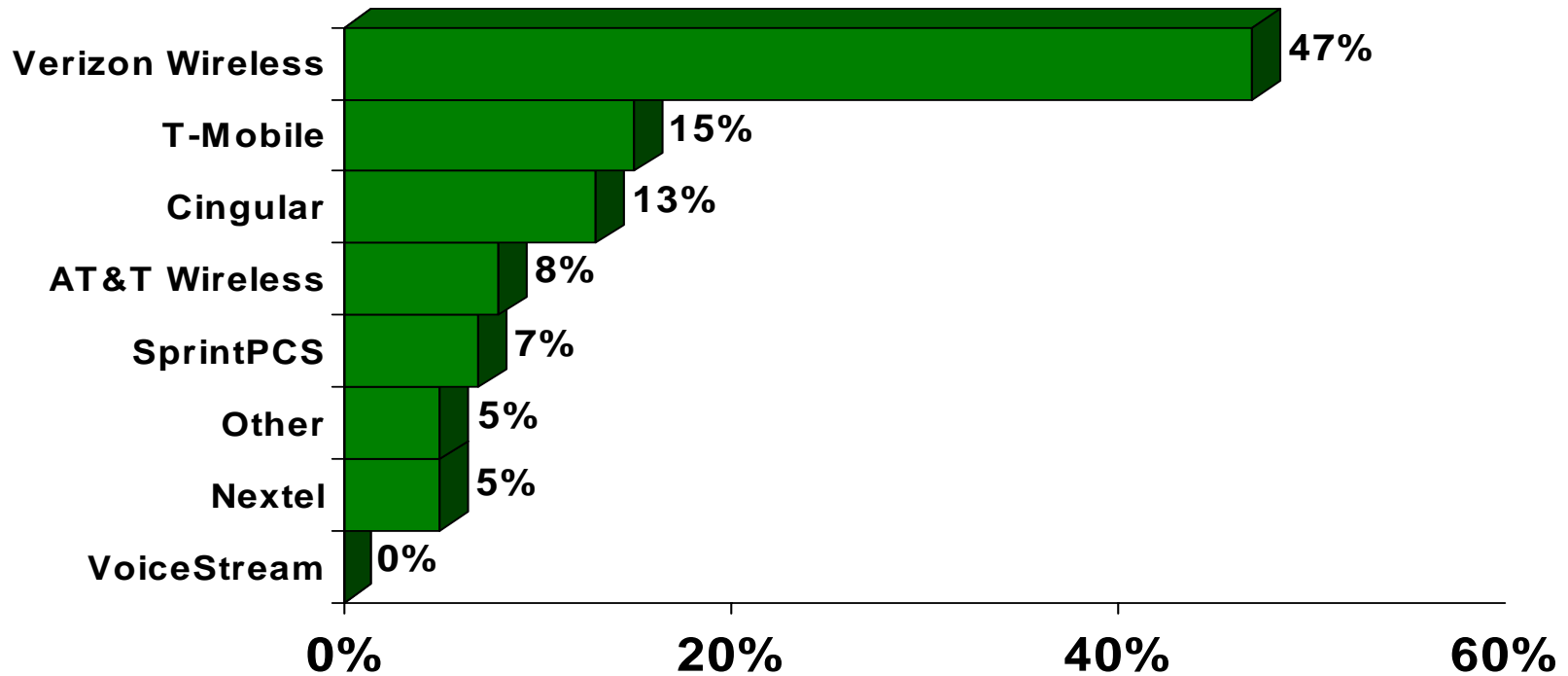
- The leading 3 suppliers take up 65% of the market



Question - Who is your cell phone network provider?

Sample size 602

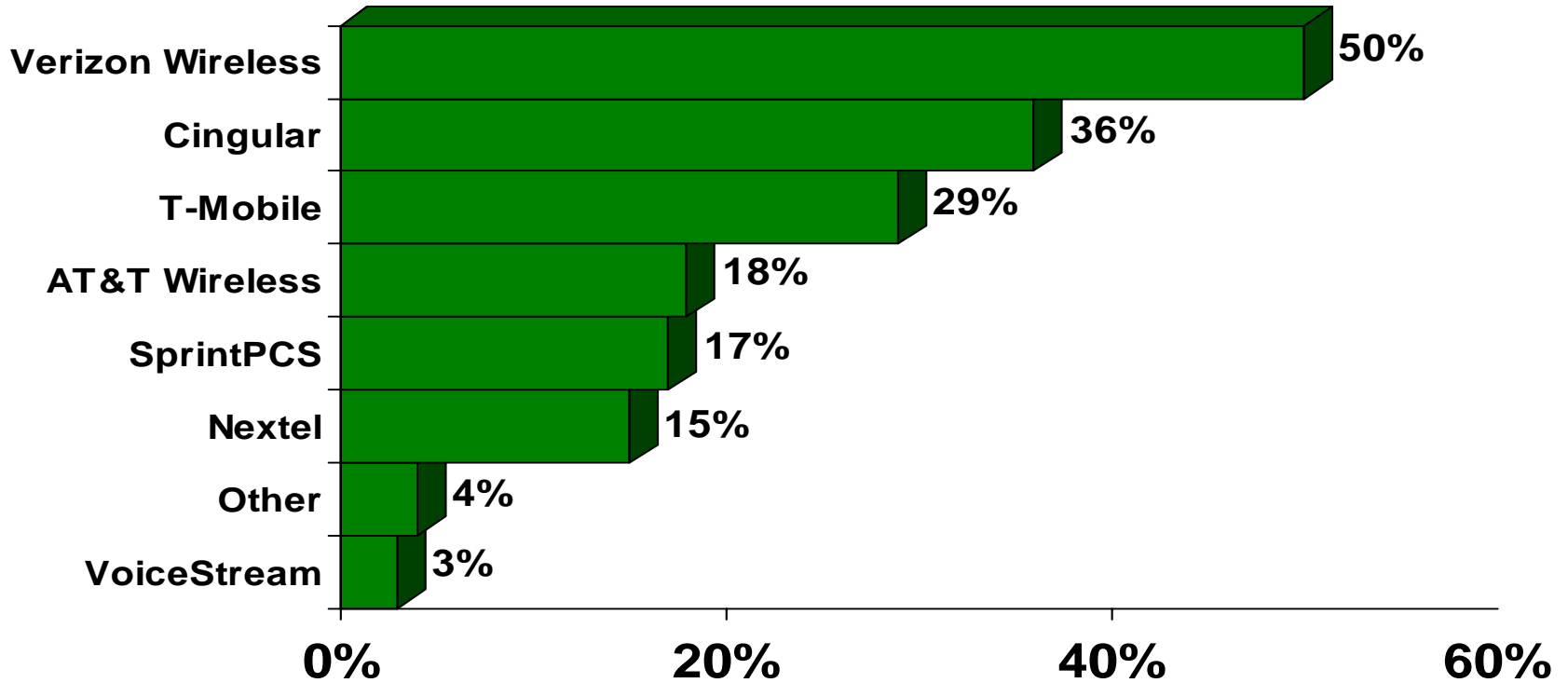
- Verizon Wireless is the best network according to readers



Question - Which cell phone network do you think is the best?

Sample size 591

- Half of would consider using Verizon Wireless



Question - Which networks would you consider using in the future?

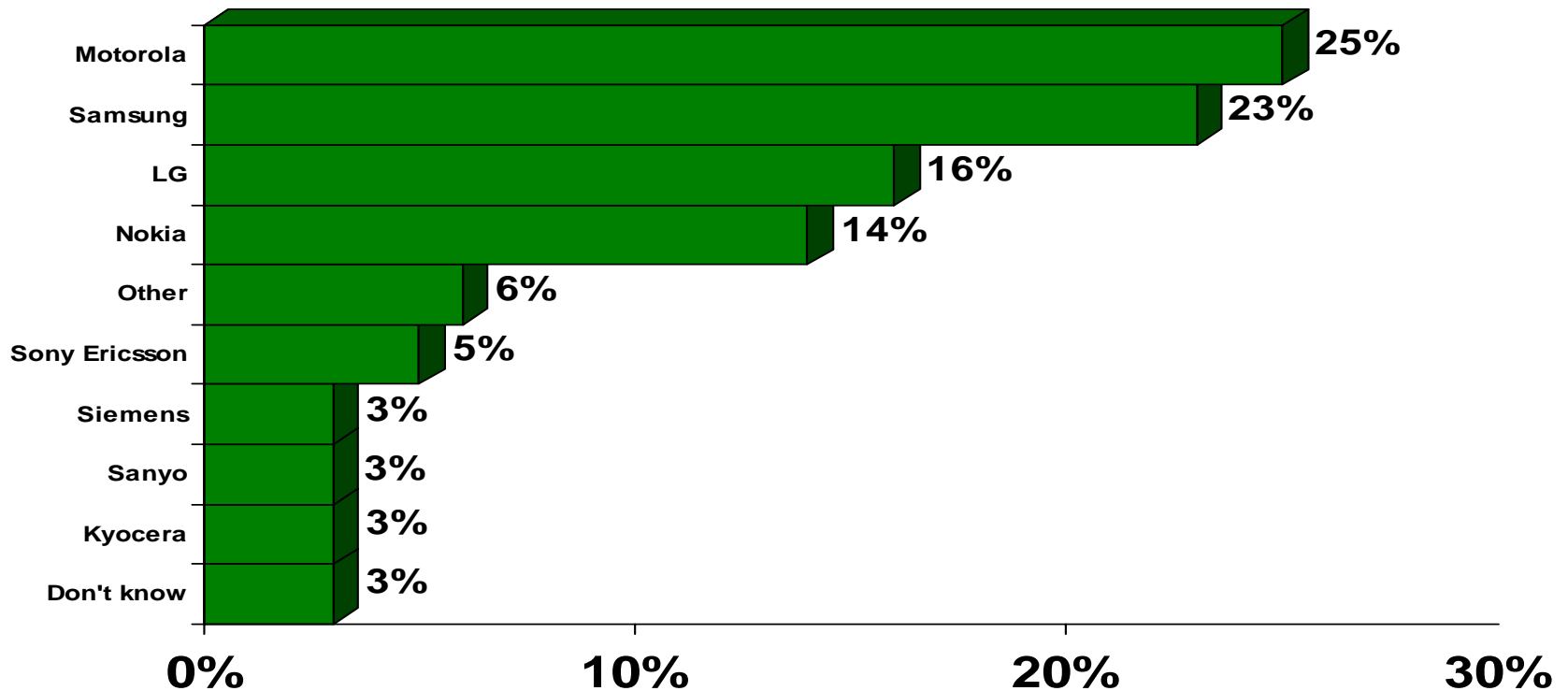
Sample size 591

Handsets, bills and contracts

- *Which brand phone do own?*
- *How long have they had their current cell phone?*
- *How much did they pay for their cell phone, and what do they spend a month?*



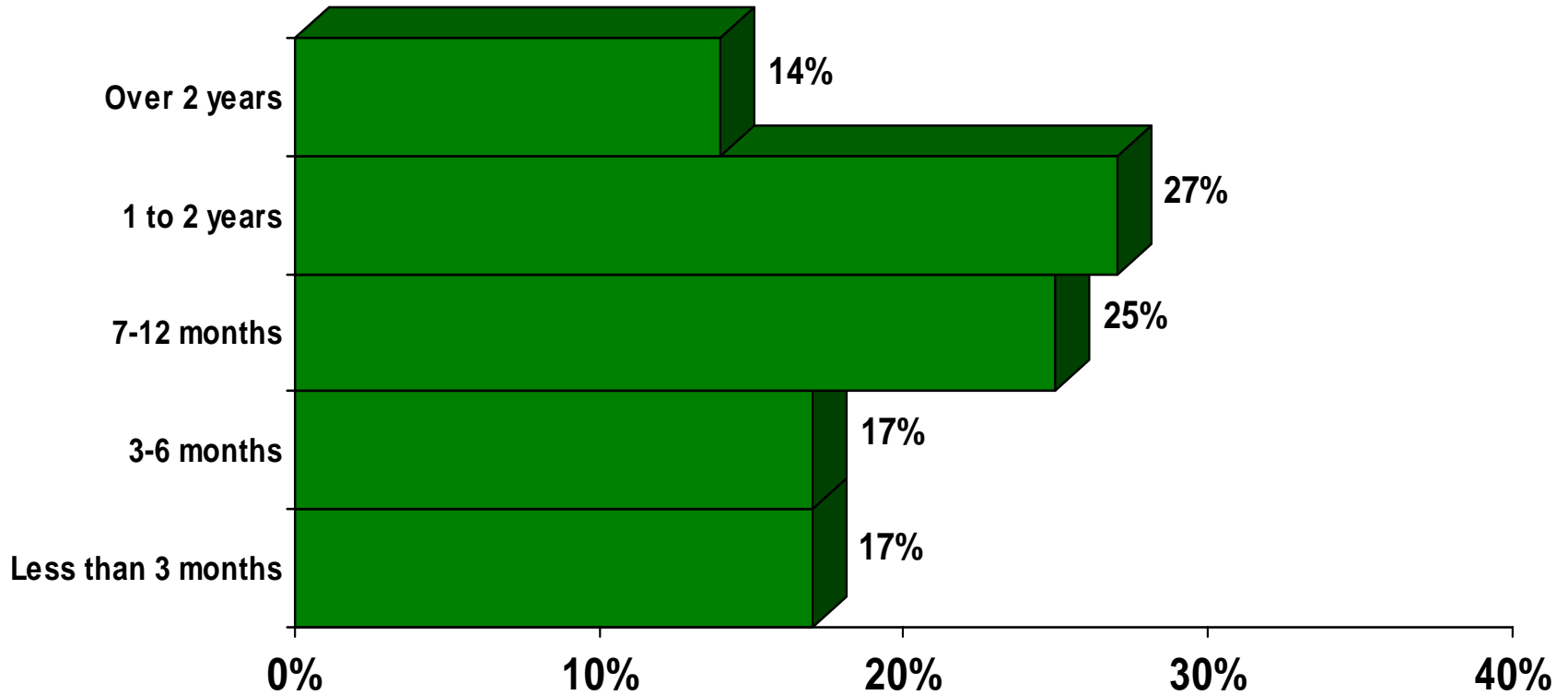
- Motorola and Samsung cell phone's are most popular. Just 4 manufacturers cover 78% of the market



Question - Who is the manufacturer of your cell phone?

Sample size 602

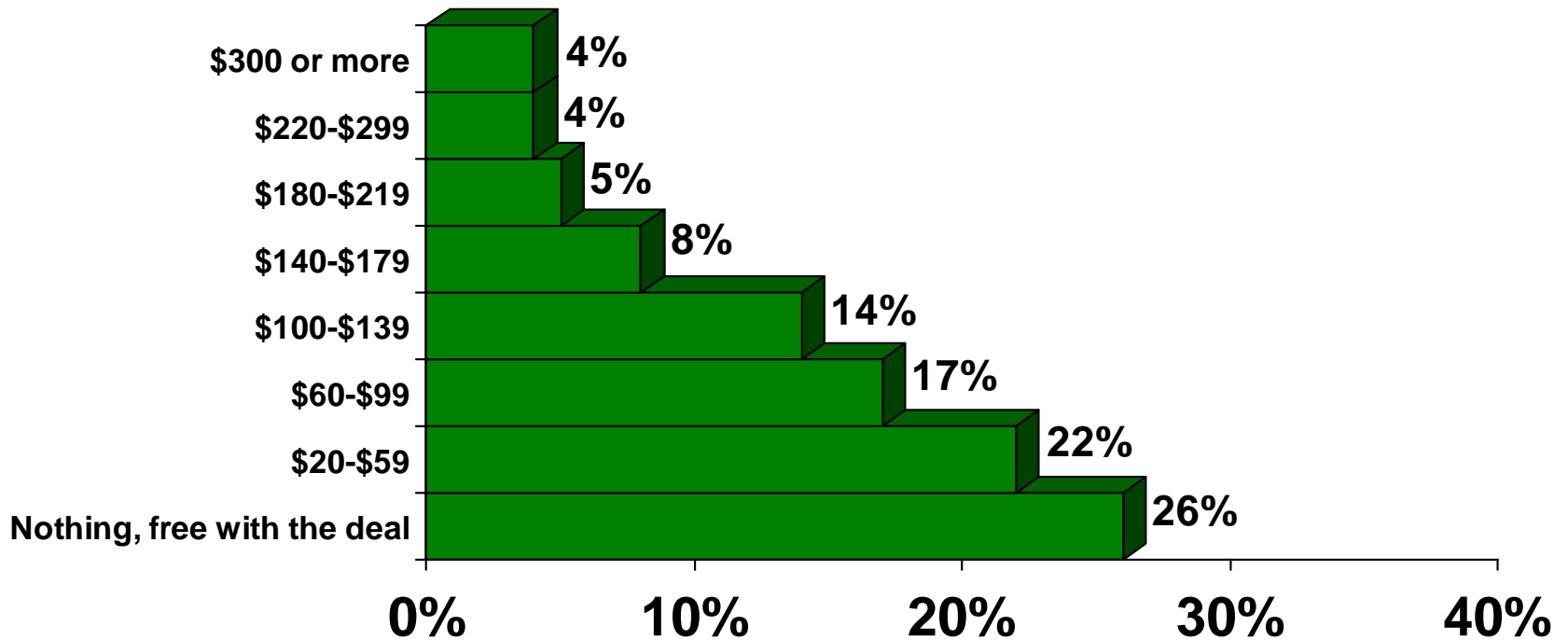
- More than a third of readers have bought new cell phones in the last year.



Question - How long have you had the cell phone that you are currently using?

Sample size 602

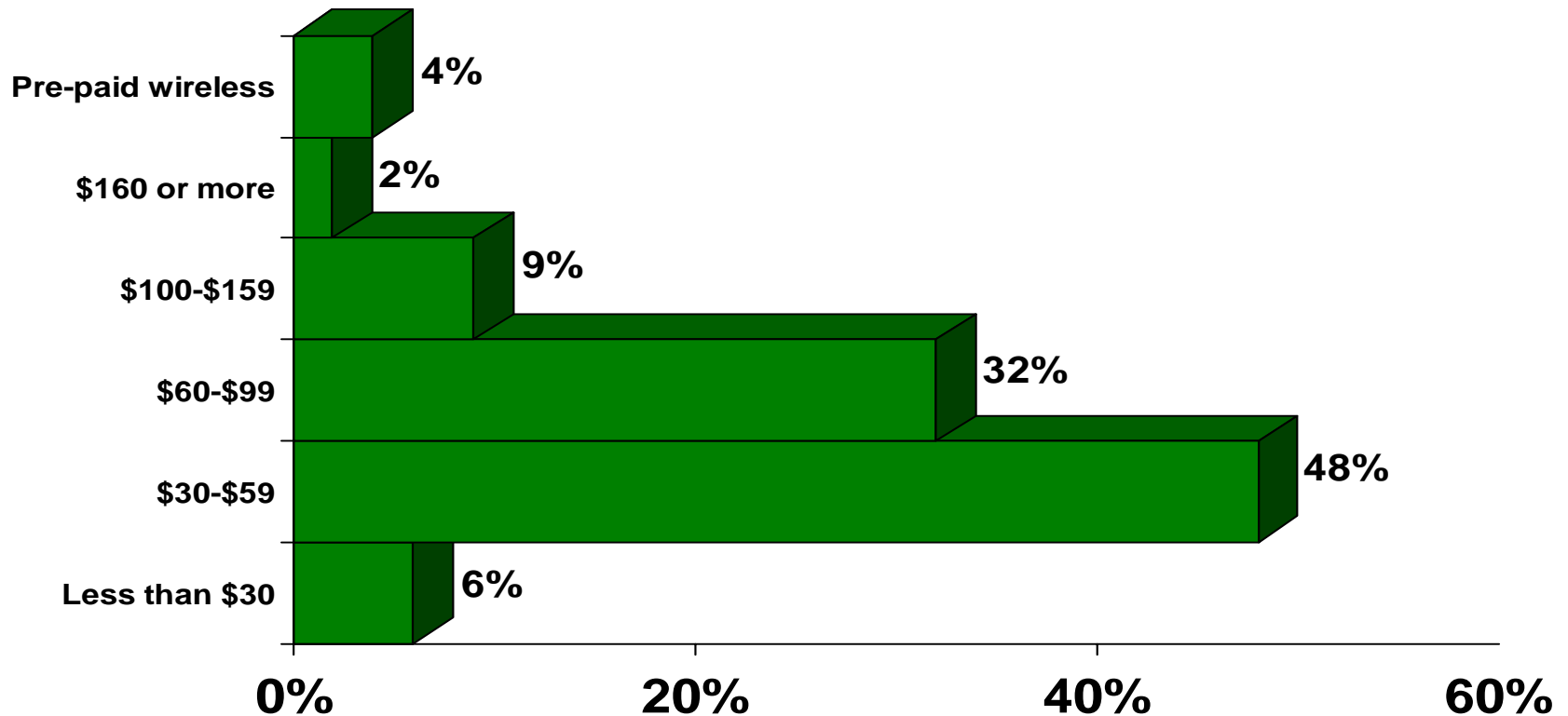
- Over 20% paid more than \$140 for their last cell phone



Question - How much did you pay for your cell phone?

Sample size 602

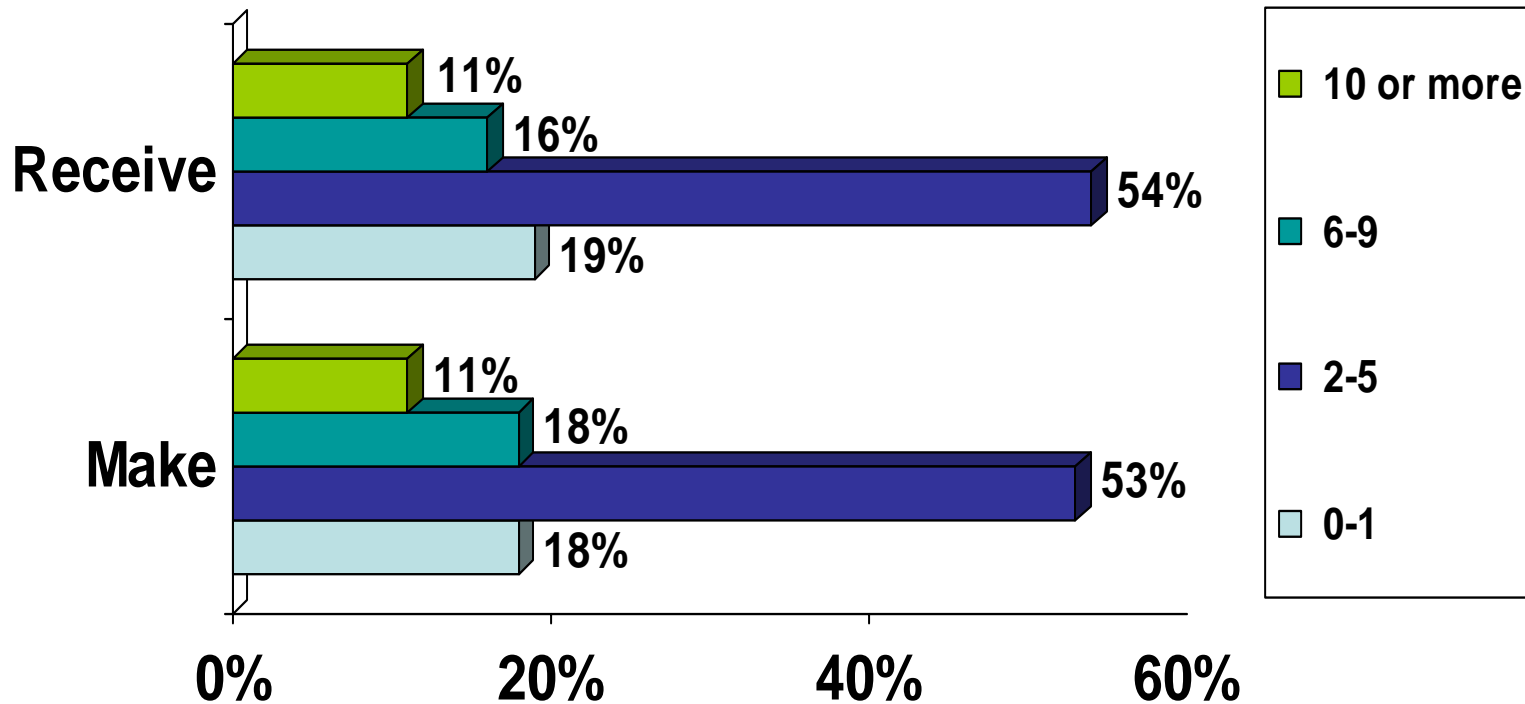
- Over 40% of readers spend \$60 or more a month on their cell phone bills.



Question - How much is your monthly cell phone bill?

Sample size 602

- More than a quarter of readers make and receive 6 or more calls a day.



Question - How many calls on your cell phone on a typical day?

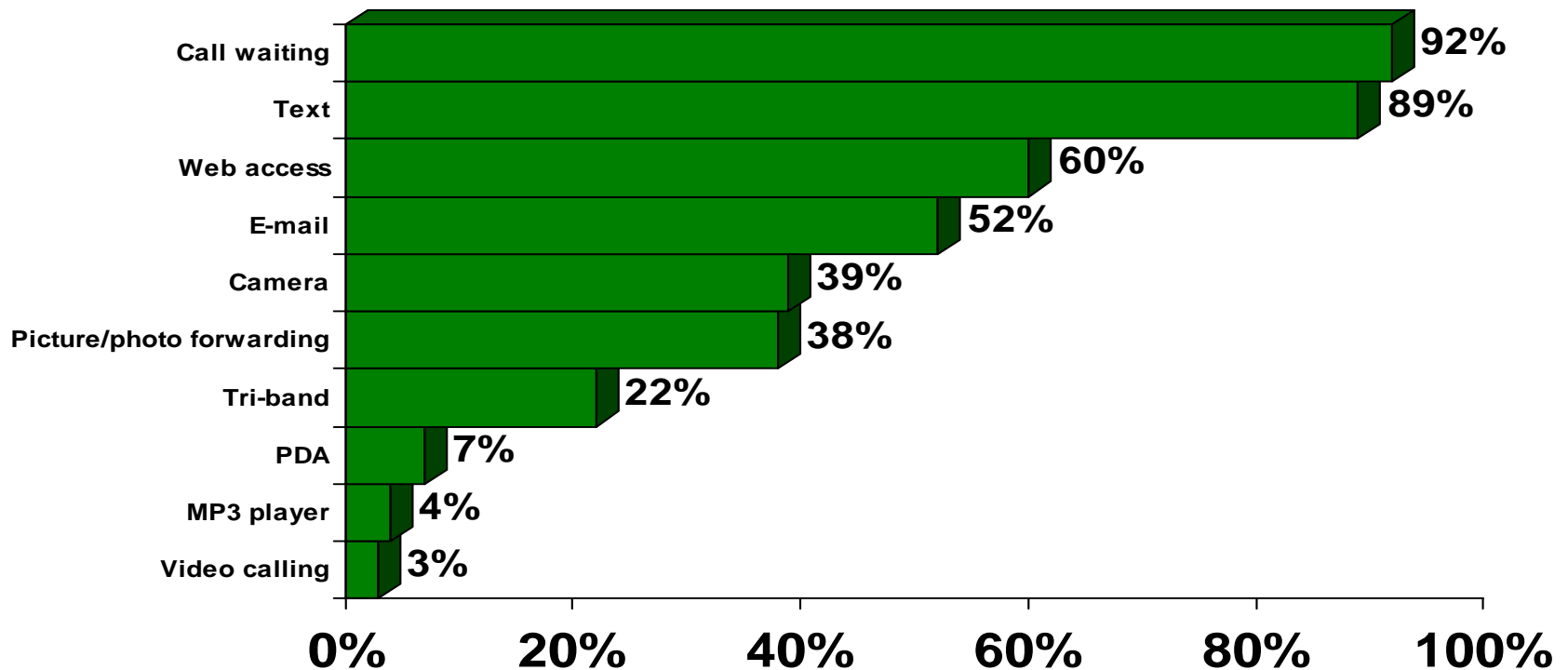
Sample size 601

Cell phone functions

- *What functions do cell phones have?*
- *What functions are the most important and which would they like to have?*



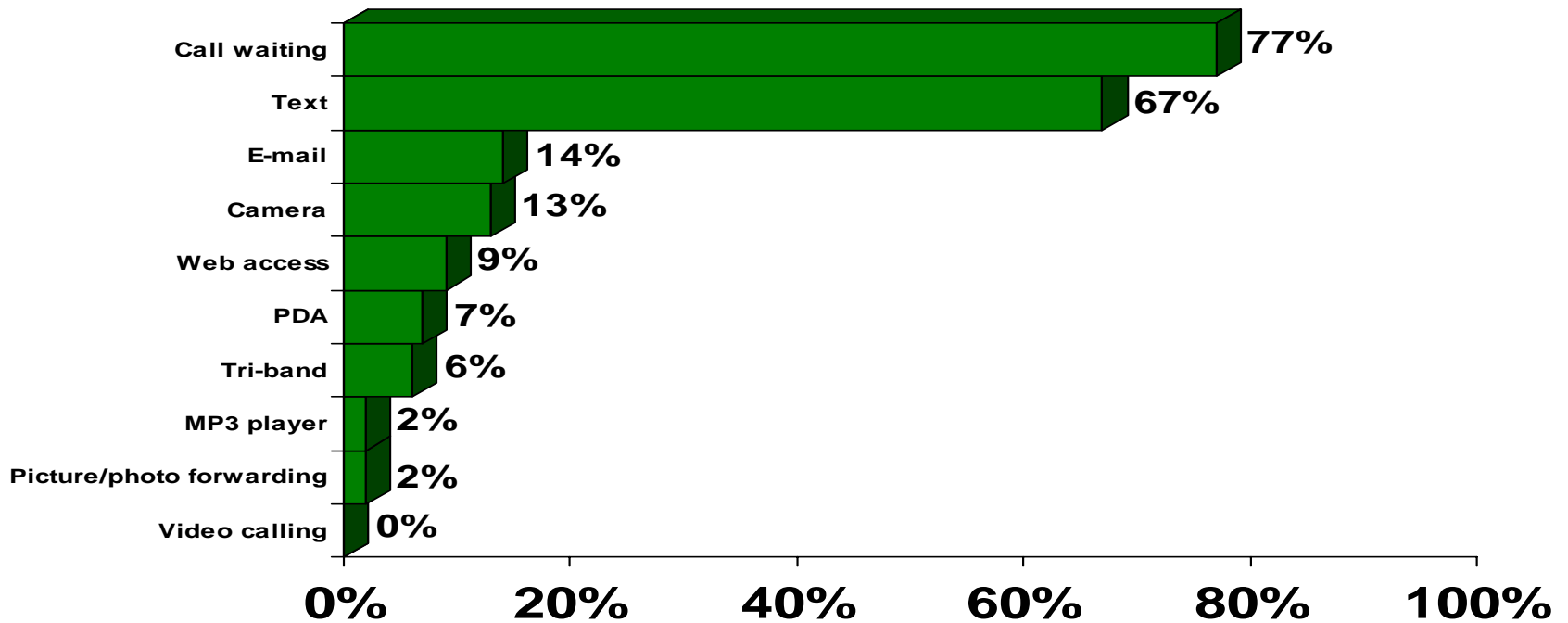
- Most reader's phones have call waiting and texting, but other functions are catching up as cell phones are replaced with newer models



Question - Which of the following functions does your cell phone have?

Sample size 601

- Call waiting and texting are the most important functions, with newer ones catching up, such as e-mails and photos



What are the 5 most important cell phone functions after calls?

Ranked in importance 1=Highest 5=Lowest , functions ranked 1st or 2nd shown

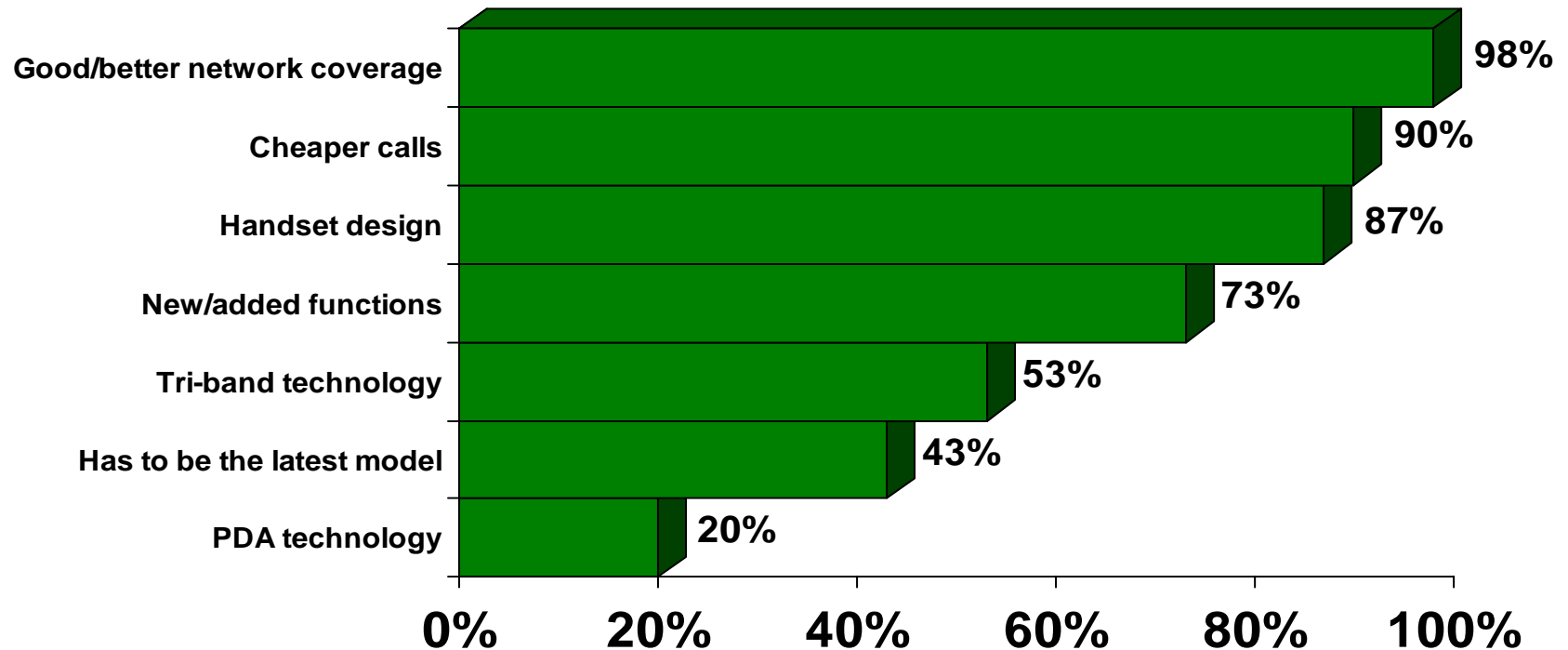
Sample size 598

Buying a new cell phone

- *How do they decide which cell phone to buy?*
- *What is most important when choosing a new cell phone?*



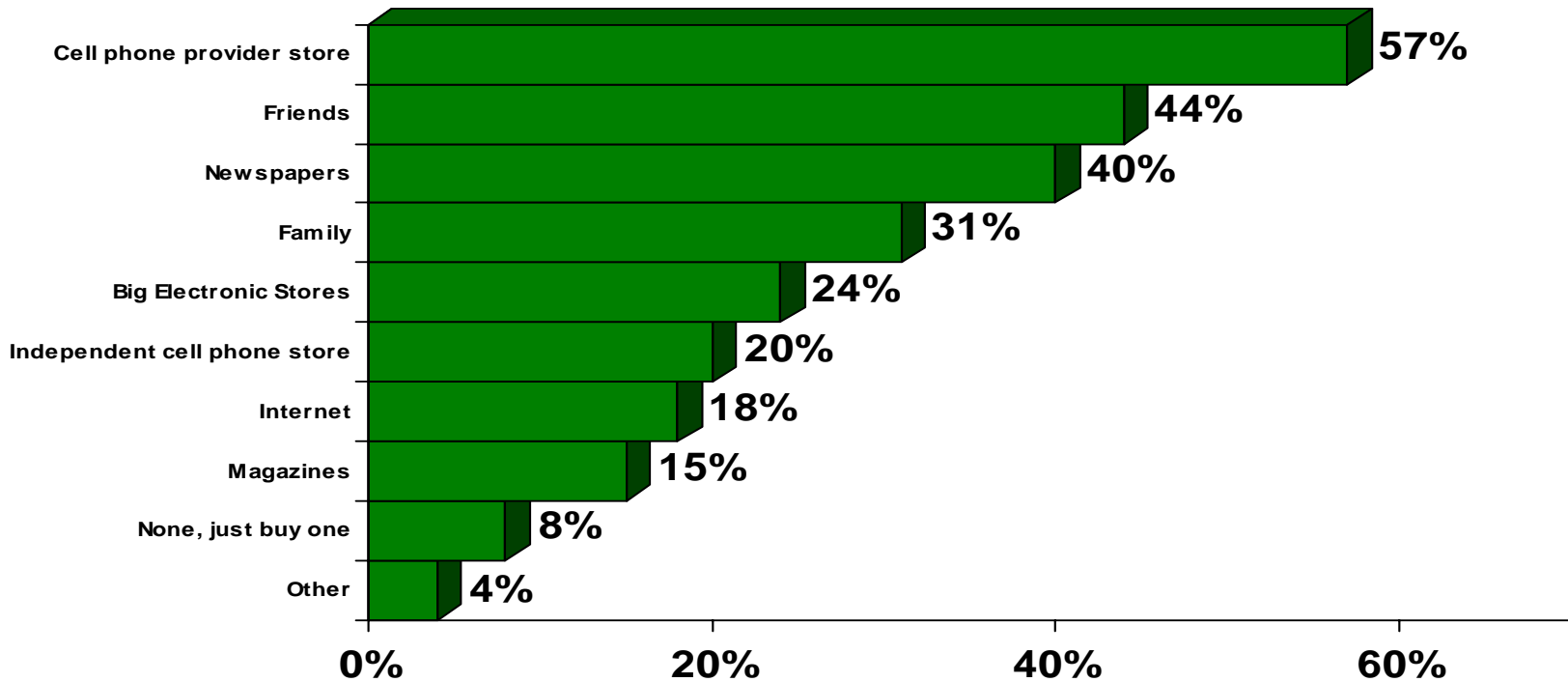
- Readers are more interested in network coverage and cheaper calls when it comes to buying their new cell phone, and handset design is also important



Summary chart for factors regarding cell phone purchase decision
Answered Very important or Slightly important

Sample size 587

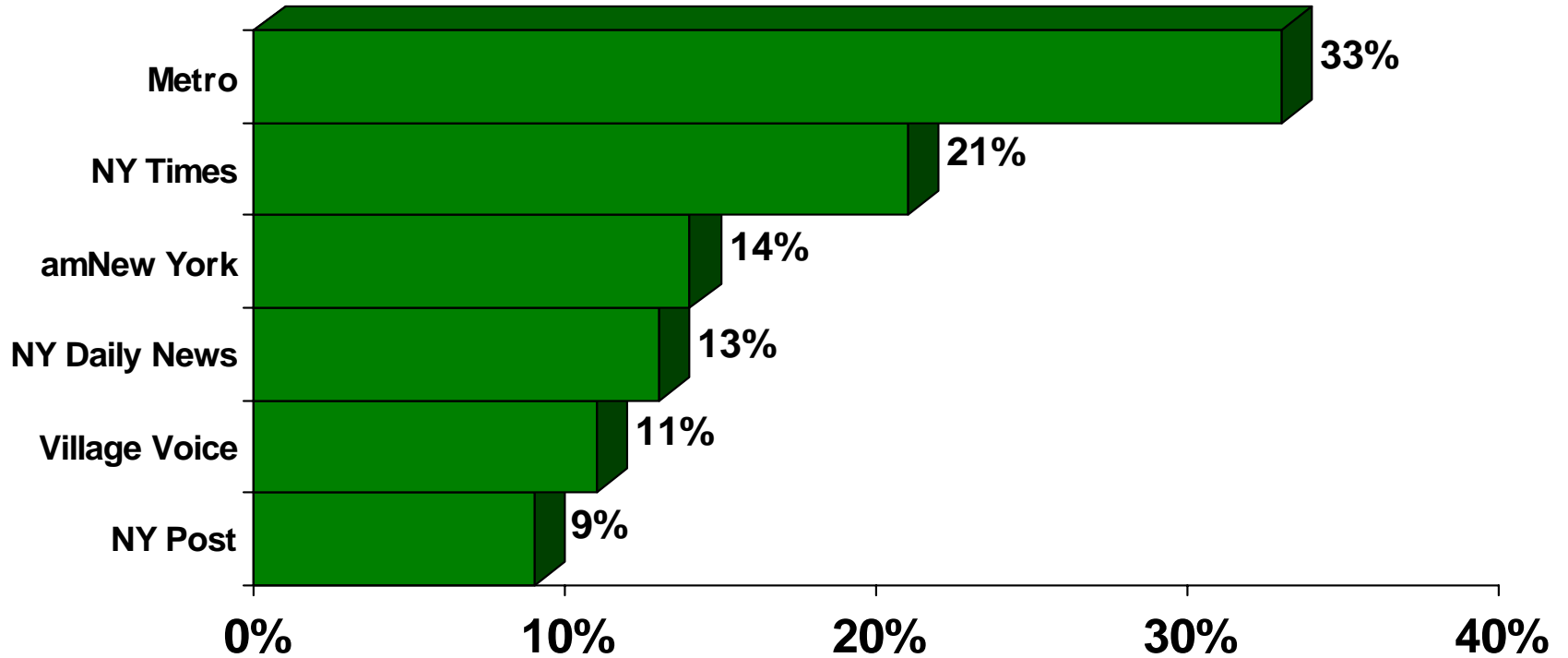
- 40% of readers use newspapers as a source of information when buying a new cell phone, more than those who use specialist stores and the internet



What sources of information do you usually use when buying a new cell phone?

Sample size 590

- Metro is the newspaper most use as a source of cell phone information

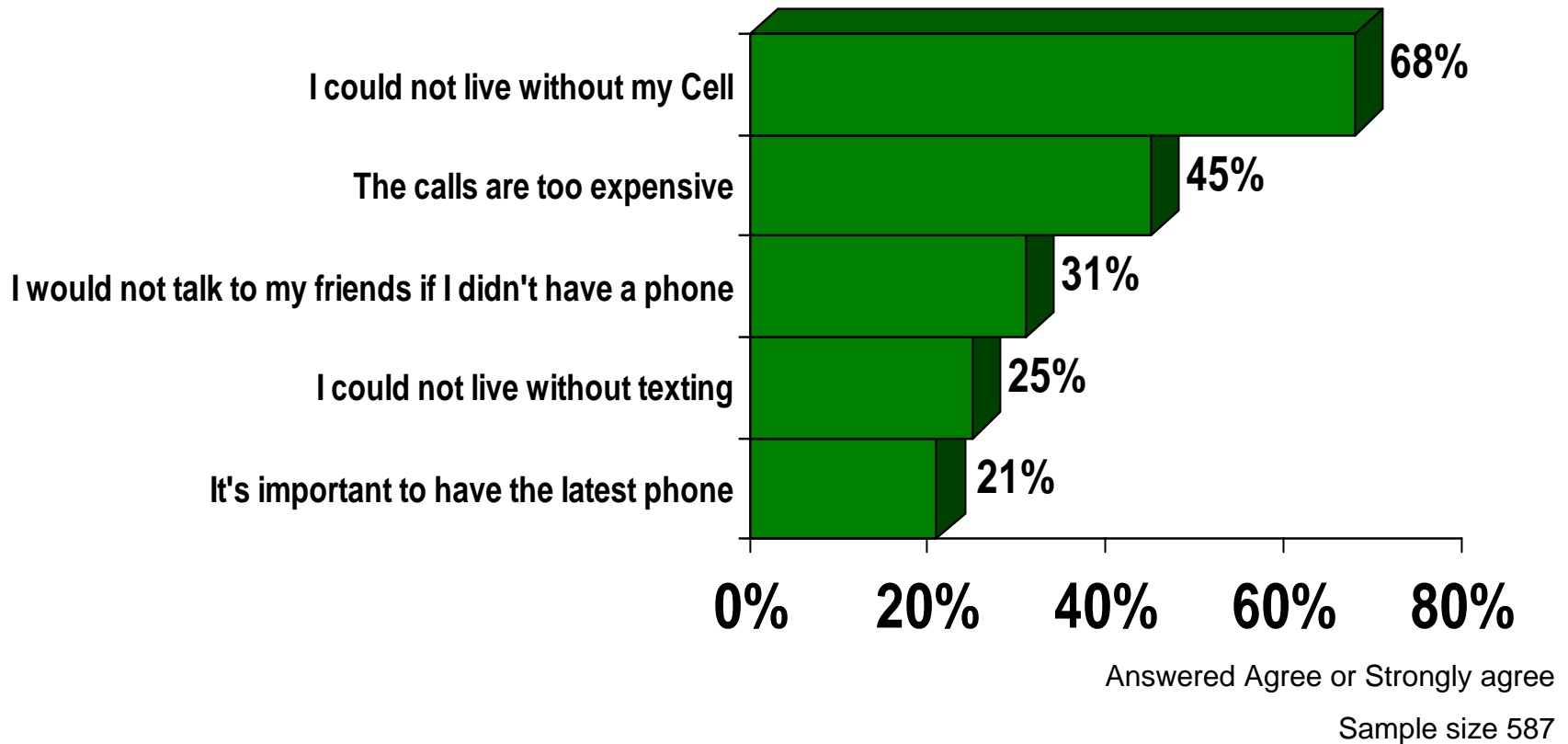


What sources of information do you usually use when buying a new cell phone?

Base – Use newspapers as source of information when buying a new cell phone

Sample size 238

- New Yorkers are becoming reliant on their cell phones



Readers make the decision when it comes to cell phone purchases

- 86% are responsible for purchases in their household
- 40% are responsible for purchases regarding wireless services and technology purchases in their company



Sample sizes 587

Base - Employed

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