

1. What type of cell phone do you use?			
	What type of cell phone do you use?		
	Regular cell phone	Smartphone or touchscreen phone	Response Totals
Regular cell phone	100.0% (115)	1.6% (5)	27.7% (115)
Smartphone or touchscreen phone	4.3% (5)	100.0% (305)	73.5% (305)
I don't have a cell phone	0.0% (0)	0.0% (0)	0.0% (0)
answered question	115	305	415
		skipped question	0

2. Do you own a tablet device?

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
No, I don't own a tablet	77.4% (89)	65.0% (197)	68.3% (282)
No, I don't own a tablet but plan to buy one in 2013	0.9% (1)	2.6% (8)	2.2% (9)
Yes, I own an iPad/iPad Mini	12.2% (14)	19.1% (58)	17.2% (71)
Yes, I own a Galaxy	0.9% (1)	2.3% (7)	1.9% (8)
Yes, I own another brand of tablet	8.7% (10)	10.9% (33)	10.4% (43)
answered question	115	303	413
		skipped question	2

3. Which of these services are available on your cell phone? (Check all that apply.)

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
Send and receive text messages	99.1% (112)	99.7% (297)	99.5% (405)
Take and send photographs	88.5% (100)	98.7% (294)	96.1% (391)
Take and send video	46.0% (52)	93.0% (277)	80.1% (326)
Access the Internet	25.7% (29)	98.3% (293)	78.4% (319)
None of the above	0.9% (1)	0.0% (0)	0.2% (1)
answered question	113	298	407
		skipped question	8

4. Do you use your cell phone to ACCESS any of the following sites or services? (Check all that apply.)

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
Airline sites	0.9% (1)	22.1% (66)	16.6% (67)
Buy a product or service	0.9% (1)	49.0% (146)	36.2% (146)
Entertainment or concerts sites	0.0% (0)	52.0% (155)	38.5% (155)
Check your horoscope	0.0% (0)	15.8% (47)	11.7% (47)
Book sites	0.9% (1)	28.2% (84)	21.1% (85)
Find a location with a GPS-enabled phone	1.8% (2)	85.9% (256)	63.8% (257)
News sites	0.9% (1)	61.4% (183)	45.7% (184)
Movie sites	0.9% (1)	51.7% (154)	38.5% (155)
Social networking sites	12.8% (14)	93.0% (277)	71.7% (289)
Sports sites	0.9% (1)	31.2% (93)	23.3% (94)
Sweepstakes	0.0% (0)	7.0% (21)	5.2% (21)
Video clips	3.7% (4)	73.2% (218)	54.8% (221)
Weather sites	3.7% (4)	86.6% (258)	64.5% (260)

None of the above	85.3% (93)	2.0% (6)	24.1% (97)
answered question	109	298	403
		skipped question	12

**5. Do you ever use your cell phone to DOWNLOAD or PURCHASE any of the following?
(Check all that apply.)**

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
Ringtones or ringbacks	14.3% (15)	28.7% (85)	24.9% (99)
Wallpaper or screensavers	4.8% (5)	27.7% (82)	21.6% (86)
Music	4.8% (5)	58.4% (173)	44.5% (177)
Movies	1.9% (2)	13.9% (41)	10.6% (42)
Mobile apps	2.9% (3)	80.1% (237)	60.1% (239)
Mobile video games	3.8% (4)	41.2% (122)	31.4% (125)
Music videos	1.0% (1)	15.5% (46)	11.6% (46)
Sporting event tickets	0.0% (0)	7.4% (22)	5.5% (22)
Mobile gambling	1.0% (1)	4.4% (13)	3.3% (13)
Adult content	1.9% (2)	6.4% (19)	5.0% (20)
TV shows	0.0% (0)	13.9% (41)	10.3% (41)

News	1.0% (1)	25.3% (75)	18.8% (75)
Books	1.9% (2)	26.0% (77)	19.6% (78)
None of the above	83.8% (88)	12.5% (37)	30.9% (123)
answered question	105	296	398
skipped question			17

6. Do you ever use your cell phone to SEND any of the following? (Check all that apply.)

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
Send text messages	99.1% (111)	98.3% (291)	98.5% (398)
Send instant messages	10.7% (12)	64.9% (192)	50.2% (203)
Send or receive email	9.8% (11)	91.6% (271)	69.3% (280)
Send photo messages to a phone or email	75.0% (84)	96.3% (285)	90.8% (367)
Send video messages to a phone or email	24.1% (27)	63.9% (189)	53.0% (214)
Send a vote to a TV show, contest or game	15.2% (17)	26.4% (78)	23.3% (94)
Send a response to an ad or text message promotion sent to your phone	8.9% (10)	17.2% (51)	14.9% (60)
None of the above	0.9% (1)	0.0% (0)	0.2% (1)
answered question	112	296	404
skipped question			11

7. Does your cell phone, smartphone or touchscreen phone have a GPS locator built in?

		What type of cell phone do you use?		
		Regular cell phone	Smartphone or touchscreen phone	Response Totals
Yes		28.4% (31)	98.3% (289)	79.7% (318)
No		71.6% (78)	1.7% (5)	20.3% (81)
answered question		109	294	399
		skipped question		16

8. Do you use the GPS system on your phone to find the location of places, products or services?

		What type of cell phone do you use?		
		Regular cell phone	Smartphone or touchscreen phone	Response Totals
Yes		6.5% (2)	92.7% (268)	84.6% (269)
No		93.5% (29)	7.3% (21)	15.4% (49)
answered question		31	289	318
		skipped question		97

9. Which of the following have you used the GPS locator to find? (Check all that apply.)

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
Friends at Restaurant/Bar/Etc.	50.0% (1)	52.1% (138)	51.9% (138)
Amusement Parks	50.0% (1)	28.7% (76)	28.6% (76)
Bars/Nightclubs/Pubs	50.0% (1)	38.9% (103)	38.7% (103)
City/State/National Parks	100.0% (2)	45.7% (121)	45.9% (122)
Concerts/Music Venues	50.0% (1)	47.9% (127)	47.7% (127)
Maps	100.0% (2)	77.0% (204)	77.1% (205)
Movie Theaters	100.0% (2)	67.9% (180)	68.0% (181)
Restaurants	100.0% (2)	89.1% (236)	89.1% (237)
Shopping	50.0% (1)	67.5% (179)	67.3% (179)
Sports Facilities	0.0% (0)	24.9% (66)	24.8% (66)
Other (please specify)	0 replies (0.0%)	23 replies (8.7%)	8.6% (23)
answered question	2	265	266
skipped question			149

10. Have you ever received an advertisement on your cell phone or smartphone?

	What type of cell phone do you use?		
	Regular cell phone	Smartphone or touchscreen phone	Response Totals
Yes	60.6% (66)	76.3% (222)	72.0% (285)
No	31.2% (34)	14.8% (43)	19.2% (76)
Don't know/Does not apply to you	8.3% (9)	8.9% (26)	8.8% (35)
answered question	109	291	396
		skipped question	19

11. What type of advertisement was it? (Check all that apply.)

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
Text message	90.8% (59)	69.1% (152)	74.6% (211)
Link to Internet	10.8% (7)	48.6% (107)	40.3% (114)
Audio advertisement	6.2% (4)	25.9% (57)	21.6% (61)
Visual advertisement	7.7% (5)	40.9% (90)	33.2% (94)
All types	1.5% (1)	20.9% (46)	16.3% (46)
Don't know/Does not apply to you	3.1% (2)	5.0% (11)	4.6% (13)
Other (please specify)	1 reply (1.5%)	3 replies (1.4%)	1.4% (4)
answered question	65	220	283
		skipped question	132

12. If you have received an ad, how did it make you feel?

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
Annoyed to get an advertisement	76.9% (50)	83.0% (181)	81.5% (229)
Pleased to get an advertisement	3.1% (2)	0.9% (2)	1.4% (4)
Neither pleased or annoyed to get an ad	18.5% (12)	15.1% (33)	16.0% (45)
Don't know/Does not apply to you	1.5% (1)	0.9% (2)	1.1% (3)
answered question	65	218	281
		skipped question	134

13. If you have received an ad, has it made you more likely or less likely to purchase a product from the business?

	What type of cell phone do you use?		
	Regular cell phone	Smartphone or touchscreen phone	Response Totals
More likely to purchase	4.7% (3)	2.3% (5)	2.9% (8)
Less likely to purchase	43.8% (28)	50.2% (108)	48.7% (135)
Neither more or less likely to purchase	48.4% (31)	47.0% (101)	47.3% (131)
Don't know/Does not apply to you	3.1% (2)	0.5% (1)	1.1% (3)
answered question	64	215	277
		skipped question	138

14. If you have received an ad, are you concerned about how the business got your cell phone number?

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
Very concerned	37.5% (24)	41.9% (90)	40.4% (112)
Concerned a little	46.9% (30)	41.4% (89)	43.0% (119)
Does not concern me	12.5% (8)	14.0% (30)	13.7% (38)
Don't know/Does not apply to you	3.1% (2)	2.8% (6)	2.9% (8)
answered question	64	215	277
		skipped question	138

15. Under which of the following conditions would you consider accepting ads on your cell phone? (Check all that apply.)

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
If I get something free	29.9% (32)	37.6% (106)	35.5% (137)
Depends on the type of ad	25.2% (27)	31.6% (89)	29.8% (115)
If I have control over what is advertised	27.1% (29)	26.2% (74)	26.4% (102)
If I can turn ads off without turning off my phone	25.2% (27)	37.6% (106)	34.2% (132)
If I'm assured viruses can't be downloaded at the same time	21.5% (23)	38.7% (109)	33.9% (131)
If I could save the ads to look at later	3.7% (4)	7.4% (21)	6.5% (25)
I won't accept ads on my cell phone	45.8% (49)	47.5% (134)	46.9% (181)
Don't know/Does not apply to you	12.1% (13)	3.2% (9)	5.7% (22)
answered question	107	282	386
skipped question			29

16. If you would accept ads by getting something free, what types of free products or services would you accept? (Check all that apply.)

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
Free minutes	29.0% (9)	19.4% (20)	21.1% (28)
Free upgrades	35.5% (11)	39.8% (41)	38.3% (51)
Free access to the Internet	71.0% (22)	31.1% (32)	39.8% (53)
Free ringtones or ringbacks	35.5% (11)	42.7% (44)	40.6% (54)
Free music	54.8% (17)	65.0% (67)	62.4% (83)
Free wallpaper or screensavers	19.4% (6)	30.1% (31)	27.1% (36)
Free movies	58.1% (18)	74.8% (77)	70.7% (94)
Free books	45.2% (14)	58.3% (60)	54.9% (73)
Free videos	22.6% (7)	37.9% (39)	33.8% (45)
Free gifts	67.7% (21)	73.8% (76)	72.2% (96)
Don't know/Does not apply	6.5% (2)	5.8% (6)	6.0% (8)
Other (please specify)	4 replies (12.9%)	7 replies (6.8%)	7.5% (10)
answered question	31	103	133
skipped question			282

17. Would you accept ads on your cell phone if you were PAID to accept each ad?

	What type of cell phone do you use?		
	Regular cell phone	Smartphone or touchscreen phone	Response Totals
Yes	49.5% (52)	49.5% (136)	49.3% (186)
No	27.6% (29)	35.6% (98)	33.4% (126)
Don't know/Does not apply to you	22.9% (24)	14.9% (41)	17.2% (65)
answered question	105	275	377
		skipped question	38

18. How much money per ad would it take for you to accept ads on your cell phone?

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
1¢	0.9% (1)	1.1% (3)	1.1% (4)
5¢	1.9% (2)	2.5% (7)	2.4% (9)
10¢	5.7% (6)	6.9% (19)	6.6% (25)
25¢	12.3% (13)	9.7% (27)	10.5% (40)
50¢	12.3% (13)	15.9% (44)	14.7% (56)
\$1.00	26.4% (28)	25.3% (70)	25.5% (97)
I won't accept ads for any price	40.6% (43)	38.6% (107)	39.2% (149)
answered question	106	277	380
skipped question			35

19. Would you accept text message notification of coupons or discounts for products via your cell phone?

	What type of cell phone do you use?		
	Regular cell phone	Smartphone or touchscreen phone	Response Totals
Yes	34.5% (19)	51.0% (73)	46.7% (92)
No	45.5% (25)	40.6% (58)	41.6% (82)
Don't know/Does not apply to you	20.0% (11)	8.4% (12)	11.7% (23)
answered question	55	143	197
		skipped question	218

20. What type of product coupon or discount would you like to receive?

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
Textbooks or Course Materials	33.3% (10)	67.1% (55)	58.0% (65)
BSU Sports Tickets	13.3% (4)	20.7% (17)	18.8% (21)
Collegiate Spiritwear	20.0% (6)	40.2% (33)	34.8% (39)
Cap and Gown	26.7% (8)	18.3% (15)	20.5% (23)
School supplies	23.3% (7)	41.5% (34)	36.6% (41)
Regular books	36.7% (11)	36.6% (30)	36.6% (41)
Computer/electronics/technology	16.7% (5)	40.2% (33)	33.9% (38)
Fast-food restaurant (pizza, hamburger, Mexican, etc.)	53.3% (16)	67.1% (55)	63.4% (71)
Sit-down restaurant (Applebee's, Chili's, Friday's, Outback, etc.)	60.0% (18)	80.5% (66)	75.0% (84)
Grocery coupons	56.7% (17)	72.0% (59)	67.9% (76)
Movie ticket coupons	43.3% (13)	73.2% (60)	65.2% (73)
Dry cleaning coupons	3.3% (1)	11.0% (9)	8.9% (10)
Clothing coupons	36.7% (11)	68.3% (56)	59.8% (67)
Car wash coupons	16.7% (5)	31.7% (26)	27.7% (31)

Don't know/Does not apply to you	20.0% (6)	3.7% (3)	8.0% (9)
Other (please specify)	0 replies (0.0%)	5 replies (6.1%)	4.5% (5)
answered question	30	82	112
skipped question			303

21. If you won't accept text message notification of coupons or discounts via your cell phone, please indicate why.

	What type of cell phone do you use?		
	Regular cell phone	Smartphone or touchscreen phone	Response Totals
Privacy concerns	25.0% (6)	24.1% (14)	24.7% (20)
My cell phone can't receive text messages	4.2% (1)	0.0% (0)	1.2% (1)
Not interested in receiving coupons or discounts via my cell phone	58.3% (14)	58.6% (34)	59.3% (48)
Don't know/Does not apply to you	0.0% (0)	1.7% (1)	1.2% (1)
Other (please specify)	3 replies (12.5%)	9 replies (15.5%)	13.6% (11)
answered question	24	58	81
skipped question			334

22. Which do you use more often – text messaging, instant messaging via cell phone, instant messaging via Internet, regular email or cell phone email?

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
Text messaging	81.5% (44)	80.7% (113)	80.8% (156)
Instant messaging via cell phone	0.0% (0)	3.6% (5)	2.6% (5)
Instant messaging via Internet	0.0% (0)	7.1% (10)	5.2% (10)
Regular email	18.5% (10)	5.7% (8)	9.3% (18)
Cell phone email	0.0% (0)	2.9% (4)	2.1% (4)
answered question	54	140	193
skipped question			222

23. Where do you use text messaging? (Check all that apply.)

	What type of cell phone do you use?		
	Regular cell phone	Smartphone or touchscreen phone	Response Totals
In class	40.7% (22)	57.9% (81)	52.8% (102)
On campus, but not in class	77.8% (42)	77.9% (109)	77.7% (150)
At home	94.4% (51)	98.6% (138)	97.4% (188)
At work	44.4% (24)	60.0% (84)	55.4% (107)
I don't use text messaging	3.7% (2)	0.0% (0)	1.0% (2)
Other (please specify)	3 replies (5.6%)	8 replies (5.7%)	5.7% (11)
answered question	54	140	193
skipped question			222

24. Which type of payment plan is your cell phone on?

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
Pay as you go	9.3% (5)	2.2% (3)	4.2% (8)
Family plan, and your phone is the primary account holder	13.0% (7)	12.9% (18)	12.5% (24)
Family plan, and your phone is an add-on line	77.8% (42)	71.2% (99)	73.4% (141)
Personal monthly plan	3.7% (2)	13.7% (19)	10.9% (21)
Other (please specify)	0 replies (0.0%)	3 replies (2.2%)	1.6% (3)
answered question	54	139	192
skipped question			223

25. How is your monthly cellular bill paid?

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
I pay the bill entirely myself	18.5% (10)	22.3% (31)	20.8% (40)
My parents or another person pays the entire bill	70.4% (38)	67.6% (94)	68.8% (132)
I contribute with my parents or others to the payment of the bill	11.1% (6)	12.2% (17)	12.0% (23)
Other (please specify)	0 replies (0.0%)	0 replies (0.0%)	0.0% (0)
answered question	54	139	192
skipped question			223

26. Does your cellular plan have: (Check all the apply.)

	What type of cell phone do you use?		
	Regular cell phone	Smartphone or touchscreen phone	Response Totals
Unlimited texting	90.7% (49)	89.3% (125)	89.6% (173)
A mobile data plan for Internet access	7.4% (4)	93.6% (131)	69.4% (134)
GPS location access	9.3% (5)	82.1% (115)	61.7% (119)
Mobile TV access	1.9% (1)	21.4% (30)	15.5% (30)
None of these	9.3% (5)	0.7% (1)	3.1% (6)
Other (please specify)	2 replies (3.7%)	5 replies (3.6%)	3.1% (6)
answered question	54	140	193
skipped question			222

27. Not including search activity, how often do you use your mobile Web service to browse the Internet?

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
More than once a day	3.7% (2)	40.0% (56)	29.5% (57)
Daily	1.9% (1)	23.6% (33)	17.6% (34)
Several times a week	1.9% (1)	22.1% (31)	16.6% (32)
Several times a month	1.9% (1)	10.7% (15)	8.3% (16)
Several times a year	1.9% (1)	2.9% (4)	2.6% (5)
Never/Does Not Apply	88.9% (48)	5.0% (7)	28.5% (55)
answered question	54	140	193
skipped question			222

28. How frequently do you use your cell phone to search on Google, Bing or another mobile search engine?

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
More than once a day	1.9% (1)	35.0% (49)	25.4% (49)
Daily	1.9% (1)	22.1% (31)	16.6% (32)
Several times a week	0.0% (0)	27.9% (39)	20.2% (39)
Several times a month	1.9% (1)	10.0% (14)	7.8% (15)
Several times a year	1.9% (1)	2.1% (3)	2.1% (4)
Never/Does Not Apply	92.6% (50)	5.0% (7)	29.5% (57)
answered question	54	140	193
skipped question			222

29. How many times a day do you use your cell phone just to make a voice call? (Check only one answer.)

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
1 to 4 times a day	46.3% (25)	41.4% (58)	43.0% (83)
5 or more times a day	7.4% (4)	9.3% (13)	8.3% (16)
Several times a week	22.2% (12)	30.7% (43)	28.5% (55)
Several times a month	13.0% (7)	17.1% (24)	16.1% (31)
Several times a year	9.3% (5)	0.0% (0)	2.6% (5)
I don't make voice calls on my cell phone	1.9% (1)	1.4% (2)	1.6% (3)
answered question	54	140	193
skipped question			222

30. When you're not with your friends, what do you do most often to communicate with them? (Check only one answer.)

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
Text message	66.7% (36)	79.3% (111)	76.2% (147)
By phone	5.6% (3)	0.7% (1)	2.1% (4)
By cell phone	14.8% (8)	7.1% (10)	8.8% (17)
With email	5.6% (3)	1.4% (2)	2.6% (5)
With instant messages	1.9% (1)	7.1% (10)	5.7% (11)
None of the above	5.6% (3)	4.3% (6)	4.7% (9)
answered question	54	140	193
skipped question			222

31. What is your gender?

		What type of cell phone do you use?		
		Regular cell phone	Smartphone or touchscreen phone	Response Totals
Female		77.4% (41)	76.4% (107)	77.1% (148)
Male		22.6% (12)	23.6% (33)	22.9% (44)
answered question		53	140	192
		skipped question		223

32. How old are you?*

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
18 years old	7.5% (4)	11.5% (16)	10.5% (20)
19	15.1% (8)	25.9% (36)	23.0% (44)
20	24.5% (13)	16.5% (23)	18.8% (36)
21	15.1% (8)	7.9% (11)	9.9% (19)
22	11.3% (6)	7.2% (10)	8.4% (16)
23	7.5% (4)	5.8% (8)	6.3% (12)
24+	18.9% (10)	25.2% (35)	23.0% (44)
answered question	53	139	191
skipped question			224

33. What grade are you in college?

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
Freshman	17.0% (9)	28.6% (40)	25.5% (49)
Sophomore	24.5% (13)	20.7% (29)	21.4% (41)
Junior	13.2% (7)	13.6% (19)	13.5% (26)
Senior	20.8% (11)	10.7% (15)	13.5% (26)
Graduate/Doctoral student	24.5% (13)	26.4% (37)	26.0% (50)
answered question	53	140	192
skipped question			223

34. What racial or ethnic group best describes you?

	What type of cell phone do you use?		Response Totals
	Regular cell phone	Smartphone or touchscreen phone	
White	86.8% (46)	81.3% (113)	83.2% (159)
Black or African American	5.7% (3)	6.5% (9)	6.3% (12)
Hispanic or Latino	1.9% (1)	1.4% (2)	1.6% (3)
Asian American	0.0% (0)	3.6% (5)	2.6% (5)
Native American	0.0% (0)	0.7% (1)	0.5% (1)
Other: Bi- or multi-racial	5.7% (3)	6.5% (9)	5.8% (11)
answered question	53	139	191
skipped question			224