

The Telephone. Wonder what Bell and Watson would think now?



The Telephone Rings in a New Celebration

“Mr. Watson – come here – I want to see you” Those were the first words spoken on a telephone by Alexander Graham Bell. The first home phone was installed in April 1877, and it has since altered our method of communication.

The invention of the mobile phone further modified how we keep in touch with one another. Since telephones – of all types – are ubiquitous, Experian Simmons took a look at how phones have changed and are now being used.

Source: Experian Simmons National Consumer Study/National Hispanic Consumer Study Fall 2008 Full Year

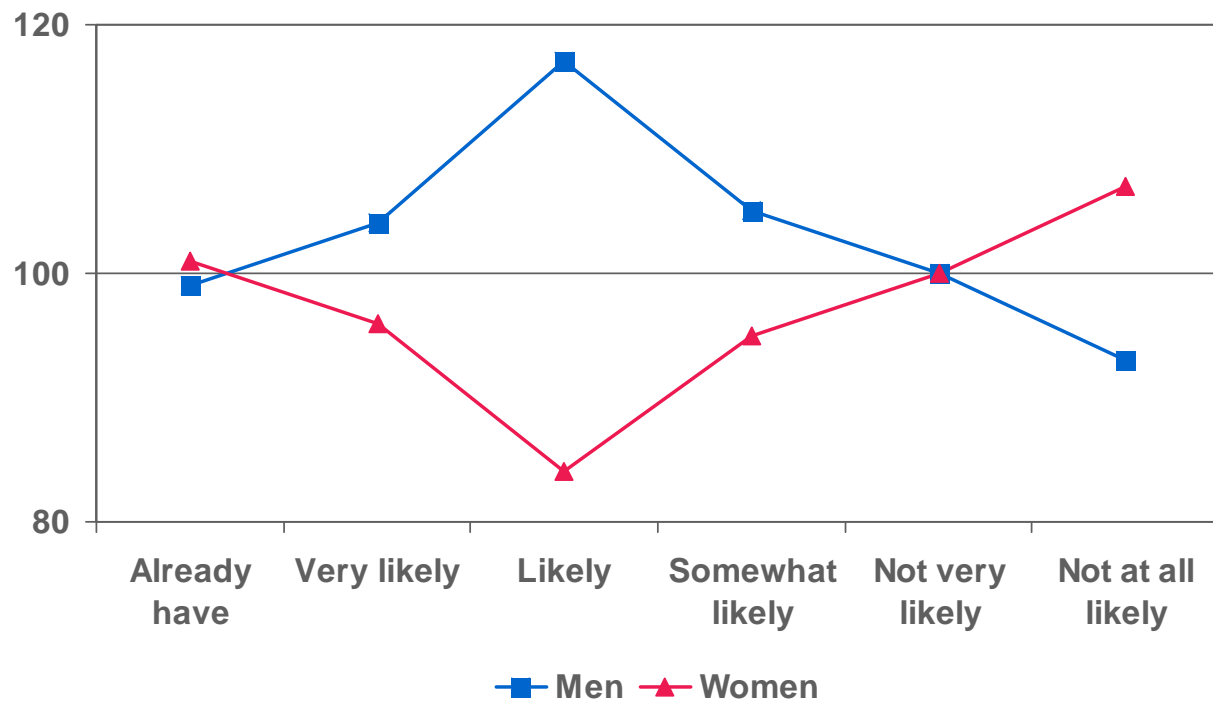


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Is the cell phone replacing the land line?

Not yet. However, as the chart illustrates, men are a lot more likely than women to switch their land line onto their cell phone.

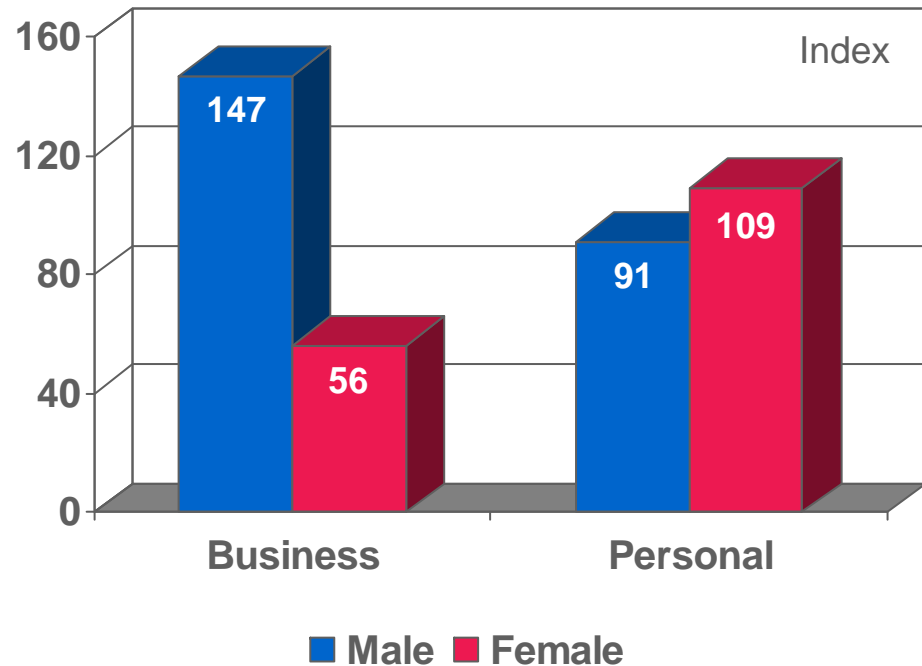


Cell Usage: Business or Personal

There is a gender difference in cell phone use. Men are more likely to use a cell phone for business while women are more likely to use it for personal reasons.

In addition, it's Americans aged 35-64 who are more likely to use their cell phone for business purposes than for personal.

The next slide reviews which cell features men and women are using.



Are Cell Phones for Talking Only?

Long gone are the days when telephones were used solely for verbal communication. Today, cell phones serve multiple purposes besides providing consumers with a wireless telephone. A majority of newly-released cell phones have camera, MP3 player, and Internet capabilities; therefore, supplying consumers with the instruments to perform various activities on their cell phone in addition to making calls.

Below are the top three cell services/features women and men are most likely to use. Interestingly, the features most popular with men were the least popular with women.

Cell Service Most Used in Last 30 Days by Women	Index	Cell Service Most Used in Last 30 Days by Men	Index
Picture messaging	113	GPS/Navigation System	132
Camera	110	MP3/Digital Music Player	124
Download ringtone	110	Web browsing	120



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Preferred Cell Service Provider

Wireless Phone Company	Men (Index)	Women (Index)
Alltel	98	102
AT&T	99	101
Boost Mobile	137	65
Cellular One	99	101
Sprint Nextel	101	99
T-Mobile	98	102
Tracfone	84	115
U.S. Cellular	93	107
Verizon Wireless	98	102
Virgin Mobile	114	87

More or less, men and women will register with the same cell phone companies.

However, men are more likely to use Boost Mobile and Virgin Mobile than women, who are more likely to be Tracfone customers.

So Which Cell Phone Are They Using?

The Apple iPhone® is the most popular phone searched on PriceGrabber.com, but it is also a popular cell phone choice. Four of the 5 cell phones listed below is an Apple iPhone.

2009 Top 10 Cell Phones on PriceGrabber.com

1	Apple iPhone 3G Black Cell Phone
2	Nokia E71 Cell Phone – Gray
3	Apple iPhone 8GB Smartphone
4	N95 Smart Phone – Black
5	Apple iPhone 3G White Cell Phone
6	Sony Ericsson W350 Cell Phone – White
7	Apple iPhone 4GB Smartphone
8	Motorola A1200 Cell Phone
9	RIM Bold 9000 Smartphone – Black
10	HTC Touch HD Mobile Phone

VOIP

Another communication option gaining popularity and usage is VOIP* or Voice Over Internet Protocol. The number of households using this service type doubled between 2005 and 2008. Below are results from a four-year trend analysis on VOIP:

Study Year	2005	2006	2007	2008
Percentage of U.S. households that responded to having VOIP	5%	7%	8%	10%

* Experian Simmons began surveying participating households on VOIP in 2005.



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