Laptop Survey

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Introduction

• There are many different types of laptops available on the market

• Laptops are vital to students on campus for different reasons: school, major, projects, media. We have taken the initiative to find out which laptops currents students have on campus in correlation to the majors

• We hope to provide information that could further be beneficial to students looking to purchase a laptop here on campus as well as incoming students.
Problem Statement

• Research is necessary to determine the most important aspects of a laptop computer for a Franklin Pierce University student.
Research Objectives

- Identify the most important features Franklin Pierce University students want in a laptop.
- To determine what brands/models college students use and why.
- Identify the brand with the most effective and reliable customer service/tech support.
- Identify features of laptops that students do not currently have but want.
Literature Review

- 75% of students college students have reported owning a laptop. (13)

- According to US & World Report:
  - 40 Gigabyte hard drive (minimum)
  - 512 MB of Memory (minimum) (7)

- Apple computers that run Macintosh now use Intel’s Core Duo chips
  - Just like HP and Dell models
  - Can now run Microsoft applications (9)

- WiFi is a must
  - Worth the added cost (7)
• “Fashion, whether it’s in a cell phone or laptop, is at least as important as function when considering “essential” products.” (8)
  • McEwen, William J. PhD
• Students prefer smaller laptops to carry. (2)
  • Apple sells the thinnest and lightest models (9)
  • Fallowed by Dell (12)
• Screen Size
  • Larger screens are less strenuous on the users eyes (9)
• Best battery life is between 6 – 8 hours (7)
Literature Review Continued…

• Media features
  • Television tunes (1), different types of speakers (9), gaming and multimedia capabilities. (9)
• Price
  • Average price range = $700 – $1,300 (9),(7)
  • Can be as expensive as $3,000 and up (7)
  • Can be as low as $200 – $300 for used or mini laptop.
Methodology

- Nature of the Problem
  - There is a vast pool of components that go into computers, if uneducated on different matters, one might not find the computer that suits their needs

- Development of Survey
  - Through research team identified information concerning laptop features, hardware etc.
  - In class review of surveys
  - Information from secondary sources
Methodology Continued…

- Definition of Population
  - Students at Franklin Pierce University
  - 1,391 students are currently undergraduate

- Sample Size
  - 160 students
  - 80 male and 80 female
  - 20 females and 20 males from each class standing totaling 40 students from each class
Methodology Continued…

- **Data Collection Method**
  - Team used a non-probability convenience sampling method
  - Team handed out surveys at various locations consisting of the cafeteria, dorms, …..

- **Assumptions**
  - That everyone answered honestly and to the best of their ability
  - That everyone answered all the questions
Methodology Continued…

- Assumptions
  - Students working with either Windows machines or Macintosh
  - All students taking survey owned a laptop
  - Respondents owned certain brands but also gave the opportunity to indicate otherwise

- Limitations
  - Time
  - Estimated stratified sampling
Types of Survey Questions Asked

1) Which brand of Laptop do you own? Nominal
2) How long have you had your laptop for? Nominal
3) How often do you use your laptop outside of your dorm room? Nominal
4) How long does your battery last for? Scale
5) How often does this limit your computer activities? Nominal
6) Rate the Following hardware features of a laptop on their importance. (1 being least important 5 being most important) (screen size, battery life, media capabilities, Portability, Wi-Fi, Fill Keyboard) Scale
7) What is your preferred screen size? Nominal
8) Wi-Fi capabilities are important to me, please rate on scale of 1(strongly disagree)-10(strongly agree) Scale
9) How concerned were you with the warrantee that came with your laptop? Nominal
Types of Survey Questions Asked…

10) How long is the warranty on your laptop for? Nominal
11) How many times per semester do you call tech support? Nominal
12) On a scale of 1-5 how indicate how satisfied you were with the way your problem was handled by tech support. Nominal
13) Who paid for your laptop? Nominal
14) What was the budget for purchasing the laptop? Nominal
15) Please indicate your gender. Nominal
16) What is your class standing? Nominal
17) What is your major here at Pierce? Open-ended
Results Question 1

Which brand of laptop do you own?
Results Question 2

How long have you had your laptop?
Results Question 3

How often do you use your laptop outside of your dorm room?

- Never: 37%
- 1-2 times per week: 19%
- 3-4 times per week: 18%
- Almost everyday: 20%
Results Question 4

How long does your battery last for?

- Less than 1 hour: 21%
- 1 hour: 13%
- 2 hours: 7%
- 3 hours: 5%
- 4 hours: 17%
- 5 hours: 15%
- 6 hours: 10%
- 7 hours: 9%
- 8 or more hours: 3%
Results Question 5

How often does this limit your computer activities?

- Never: 47%
- Sometimes: 42%
- Always: 11%
Results Question 6

Rate each of the following hardware features of a laptop on their importance (1 being least important and 5 being most important):

- Screen Size: 3.31
- Battery Life: 4.23
- Media Capabilities: 3.8
- Portability: 3.98
- Wifi: 4.52
- Full keyboard: 4.25
Results Question 6 - Percents

Rate each of the following hardware features of a laptop on their importance.

- Screen Size: 19%
- Battery Life: 14%
- Media Capabilities: 17%
- Portability: 17%
- Wifi: 16%
- Full keyboard: 18%
Results Question 7

What is your preferred screen size?

- 19% 10in.
- 12% 13in.
- 2% 14in.
- 2% 15in.
- 16% 17in.
- 49% over 17in.
Results Question 8

Wifi capabilities are important to me.

- Strongly Agree: 45%
- Agree: 21%
- Neutral: 14%
- Disagree: 12%
- Strongly Disagree: 0%
Results Question 9

How concerned were you with the warranty that came with your laptop?

- 46% [Red] - Primary Concern
- 29% [Light Blue] - Secondary Concern
- 25% [Light Yellow] - After Thought
Results Question 10

How long is the warranty on your laptop for?

- 1 year: 32%
- 2 years: 46%
- 3 years: 5%
- 4 years: 8%
- 6 or more years: 9%
Results Question 11

How many times per semester do you call tech support?

- Never: 64%
- Once: 25%
- Twice: 8%
- Three Times: 3%
Results Question 12

Indicate how satisfied you are with the way your problem was handled by tech support.

- Very Dissatisfied: 16%
- Dissatisfied: 11%
- Neutral: 26%
- Satisfied: 33%
- Very Satisfied: 14%
Results Question 13

Who paid for your laptop?

- You: 59%
- Your Parents: 33%
- Other: 8%
Results Question 14

What was the budget for purchasing the laptop?
Results Question 15

Please indicate your gender?

- Male: 80
- Female: 80
Results Question 16

What is your class standing?

- Freshman: 40
- Sophomore: 40
- Junior: 40
- Senior: 40
Results Question 17

What is your major here at Franklin Pierce?

- Business: 26%
- Science: 11%
- English: 11%
- Education: 10%
- Art: 6%
- Music: 5%
- Criminal Justice: 4%
- Mass Communication: 4%
- Psychology: 4%
- Theatre: 2%
- History: 4%
- N/A: 1%
- Other: 1%
Major/Brand Crosstab

Bar Chart

What is your major here at Pierce?
- Business
- Science
- English
- Education
- Art
- Music
- Criminal Justice
- Mass Communication
- Psychology
- Theatre
- Math
- History

Which brand of laptop do you own?
- Dell
- HP
- Apple
- Sony
- Asus
- Acer
- Toshiba
- Other
Budget/Brand Crosstab

Bar Chart

Which brand of laptop do you own?
- Dell
- HP
- Apple
- Sony
- Asus
- Acer
- Toshiba
- Other

What was the budget for purchasing your laptop?
Screen Size Importance/Brand Crosstab

Bar Chart

Rate screen size on its importance.

Which brand of laptop do you own?
- Dell
- HP
- Asus
- Acer
- Apple
- Toshiba
- Sony
- Other
Battery Importance/Brand Crosstab

Bar Chart

Rate battery life on its importance.

Which brand of laptop do you own?
- Dell
- HP
- Apple
- Sony
- Asus
- Acer
- Toshba
- Other
Media Capabilities Importance/Brand Crosstab

Bar Chart

Rate media capabilities on importance.

Count

Which brand of laptop do you own?
- Dell
- HP
- Apple
- Acer
- Toshiba
- Sony
- Other

Least Important | 2 | 3 | 4 | Most Important
Portability Importance/Brand Crosstab

Bar Chart

Bar chart showing the count of portability importance and brand preferences. The x-axis represents the rate of portability importance, ranging from 'Least Important' to 'Most Important'. The y-axis shows the count, ranging from 0 to 25.

Legend:
- Dell
- HP
- Asus
- Acer
- Apple
- Toshiba
- Sony
- Other

Each brand is represented by a different color, illustrating the distribution of importance across different brands.
WIFI Importance/Brand Crosstab

Bar Chart

Which brand of laptop do you own?
- Dell
- HP
- Asus
- Acer
- Apple
- Toshiba
- Sony
- Other

Count

Rate WiFi on importance

Most Important
Full Keyboard/Brand Importance

Bar Chart

Rate full keyboard on importance.

Which brand of laptop do you own?
- Dell
- HP
- Apple
- Sony
- Asus
- Acer
- Toshiba
- Other
Tech-support/Brand Crosstab

Bar Chart

Which brand of laptop do you own?
- Dell
- HP
- Apple
- Acer
- Toshiba
- Sony
- Other

On a scale of 1-5 indicated how satisfied you are with the way your problem was handled by tech support.
Discussion

• Our research shows that 37.5% of respondents bring their laptop out of the dorm room almost everyday and just over a quarter claim to do so at least once a week.
• 36.2% of participants indicated ownership of an Apple laptop and 21.9% indicated Dell.
  • Secondary sources say that Apple makes the most portable laptops, followed by Dell.
• The most popular screen sizes among participants was 15 in. with 50%, followed by 17 in. with 18.8%
  • Researches documented 15 in. and 17 in. screens to be the most popular for laptops.
Discussion Continued

• Participants Strongly agreed that Wi-Fi was important by choosing 10 on a scale of 1 – 10. (44.4%)
• 9 was the next most common response with 20.6%, the slope continued downward.
  • The students agreed with sources that accept Wi-Fi capabilities as a requirement for new laptops.
• A third of respondents indicated that the budget for a their laptop was between $900 and $1200. 20.6% reported having a budget between $600 and $900.
  • This directly correlates sources that state that the average price new laptops retail at is between $700 and $1300.
Conclusion

• Capabilities
  • WIFI most important
  • Screen Size least important

• Prominent Brands
  • Apple most prominent
  • ¾ of students use Apple, Dell, and HP

• Satisfaction with Tech Support
  • Toshiba most satisfied
  • Apple and Dell satisfied
  • HP least dissatisfied

• Necessities
  • Over 95% agree on WIFI
Recommendations

• Incoming Freshmen Orientation, further information could be provided about laptops and different specifications
• IT department follow through with knowing various information about different laptops that are used on campus
• Packets can be sent out to potential Franklin Pierce Students in regards to purchasing a laptop
  • Information in regards to processors, hard drive, optical, screen size, pricing, warranty wireless, software, etc.
References

Questions?

Thank you!