



Survey Finds One-Third of Americans More Willing to Give Up Sex Than Their Mobile Phones

TeleNav Survey Examines Americans' Attachment to Mobile Phones; Finds iPhone Users Are Least Willing to Let Go of Their Devices

SUNNYVALE, CA -- (MARKET WIRE) -- 08/03/11 -- Results of a recent national survey* commissioned by TeleNav, Inc. (NASDAQ: TNAV) indicate that Americans are willing to give up some of life's greatest pleasures in order to hang on to their mobile phones. Not surprisingly, smartphone users were more attached to their devices than were feature phone users, with iPhone users leading the pack. In fact, iPhone users were more likely than their Android or BlackBerry counterparts to spend a week without their significant other, exercise or shoes -- rather than go a week without their phone.

While 22 percent of all respondents said they would rather give up their toothbrush than their phone for a week, this number jumped to a whopping 40 percent among iPhone users. Halitosis and other priority quirks aside, 83 percent of iPhone users thought other iPhone users would make the best romantic partners.

Even among feature phone users, however, TeleNav's survey showed respondents' strong attachment to their mobile phones. Nearly half of all respondents said they sleep with their phone next to them, including 38 percent of feature phone users and 66 percent of smartphone users.

From differences between iPhone, Android, and BlackBerry users to the snap judgments people make based on the type of phone someone carries, TeleNav's latest survey sheds light on just how important mobile phones have become in Americans' lives.

How willing are you . . .

Life is full of simple pleasures, so having to choose between one of those many pleasures -- such as coffee, caffeine or even sex -- and your mobile phone can be difficult.

- *One-third* of all respondents would be *more willing* to give up sex for a week than their mobile phone.
 - Of the respondents who indicated they would be more willing to give up sex than their mobile phone for a week, 70% were women.
- 54% of all respondents would be *more willing* to give up exercise for a week than their mobile phone.
- So what about our guilty pleasures? 55% of respondents would be *more willing* to give up caffeine for a week than their mobile phone, 63% would be *more willing* to give up chocolate, and 70% would be willing to forego alcohol.
- *One in five* respondents are *more willing* to go shoeless than phoneless for a week.
 - iPhone users (43%) were more likely to say they'd go a week without shoes than Android users (27%) or BlackBerry users (25%).

Smartphone vs. Feature Phone

As more Americans jump on the smartphone bandwagon, results of TeleNav's survey indicate that a person's choice in phones may impact some of their daily behaviors.

- It appears the phones we choose may also reflect our manners, as 26% of smartphone users admitted to using their phone frequently at the dinner table, compared with just 6% of feature phone users.
- Some couples may find themselves saying it's either me or the phone. 22% of smartphone users said they'd rather go a week *without seeing their significant other* than to have to forfeit their phone compared to just 14% of feature phone users.
- How do we value our phones over other technologies? Smartphone owners were *twice as likely* as feature phone users to choose their phone over their laptop/computer.
- Smartphone users were *three times more likely* to admit that they judge people based on the type of phone they carry.

OS Showdown

Survey results suggest that not only does the type of phone a person uses reflect the choices they make, but also the smartphone operating system they choose.

- iPhone users were *twice as likely* than Android users to have spent more than \$40 on apps for their current phone.
- Nearly *half* of Android users said their phone reflects their overall sense of style -- more than iPhone users (35%). 43% of BlackBerry users felt their phones reflected their overall sense of style.
- While a strong majority of iPhone users (83%) thought other iPhone users would make the best romantic partners, and a strong majority of Android users (70%) selected other Android users, only 48% of BlackBerry users thought other BlackBerry users would make for the best romantic partners.

For additional findings and an infographic highlighting the results visit <http://www.telenav.com/about/pr-summer-travel/report-20110803.html>

* The survey sample consisted of 514 U.S. mobile phone users (254 male/260 female) of driving age. Responses were collected between July 15 and July 19, 2011.

About TeleNav, Inc.

TeleNav, Inc. is a leading provider of consumer location-based services (LBS), enterprise LBS and automotive LBS with more than 23 million paying subscribers as of March 31, 2011. TeleNav's solutions provide consumers, wireless service providers, enterprises and automakers with location-specific, real-time, personalized services such as GPS navigation, local search, mobile advertising, mobile commerce, location tracking and workflow automation. TeleNav's technology is available across more than 600 types of mobile phones, all major mobile phone operating systems and a broad range of wireless network protocols. TeleNav's service providers and partners include AT&T, Bell Mobility, Boost Mobile, China Mobile, Cincinnati Bell, Ford Motor Company, NII Holdings, QNX Software Systems, Rogers, Sprint Nextel, Telcel, T-Mobile UK, T-Mobile USA, U.S. Cellular, Verizon Wireless and Vivo Brazil.

For more information on TeleNav, please visit www.telenav.com. Follow TeleNav on Twitter at www.twitter.com/telenav or on Facebook at www.facebook.com/telenav.

Copyright 2011 TeleNav, Inc. All Rights Reserved.

"TeleNav," the TeleNav logo, and "telenav.com" are registered and unregistered trademarks and/or service marks of TeleNav, Inc., unless otherwise noted, all other trademarks, service marks, and logos used in this press release are the trademarks, service marks or logos of their respective owners.

TNAV-C

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1690493

[Add to Digg](#) [Bookmark with del.icio.us](#) [Add to Newsvine](#)

Media Contacts:

Todd Witkemper

TeleNav, Inc.

408.990.1216

toddw@telenav.com

Investor Relations:

Cynthia Hiponia

The Blueshirt Group (for TeleNav)

408.990.1265

IR@telenav.com

Source: TeleNav, Inc.

News Provided by Acquire Media