

BESPOKE SURVEYS

Consumer Electronics Domestic Vol 38

1000+ US Consumers Balanced to Census

CHECK BREAKDOWN:**TREND CHECKS****IPHONE RENTAL MODEL**

Consistent with our initial check, a majority of consumers prefer to pay in full up front rather than lease their iPhone purchase. That said, the share who would rather lease the iPhone did grow slightly sequentially.

REFRESH CYCLES

Smartphone refresh cycle expectations are stretching slightly q/q after a period of cycles compressing/improving.

APPLE / CONSUMER ELECTRONICS PURCHASE ENGAGEMENT

The share who purchased an iPhone in the last 6 months declined q/q, but feedback is better than we seasonally have observed in recent years.

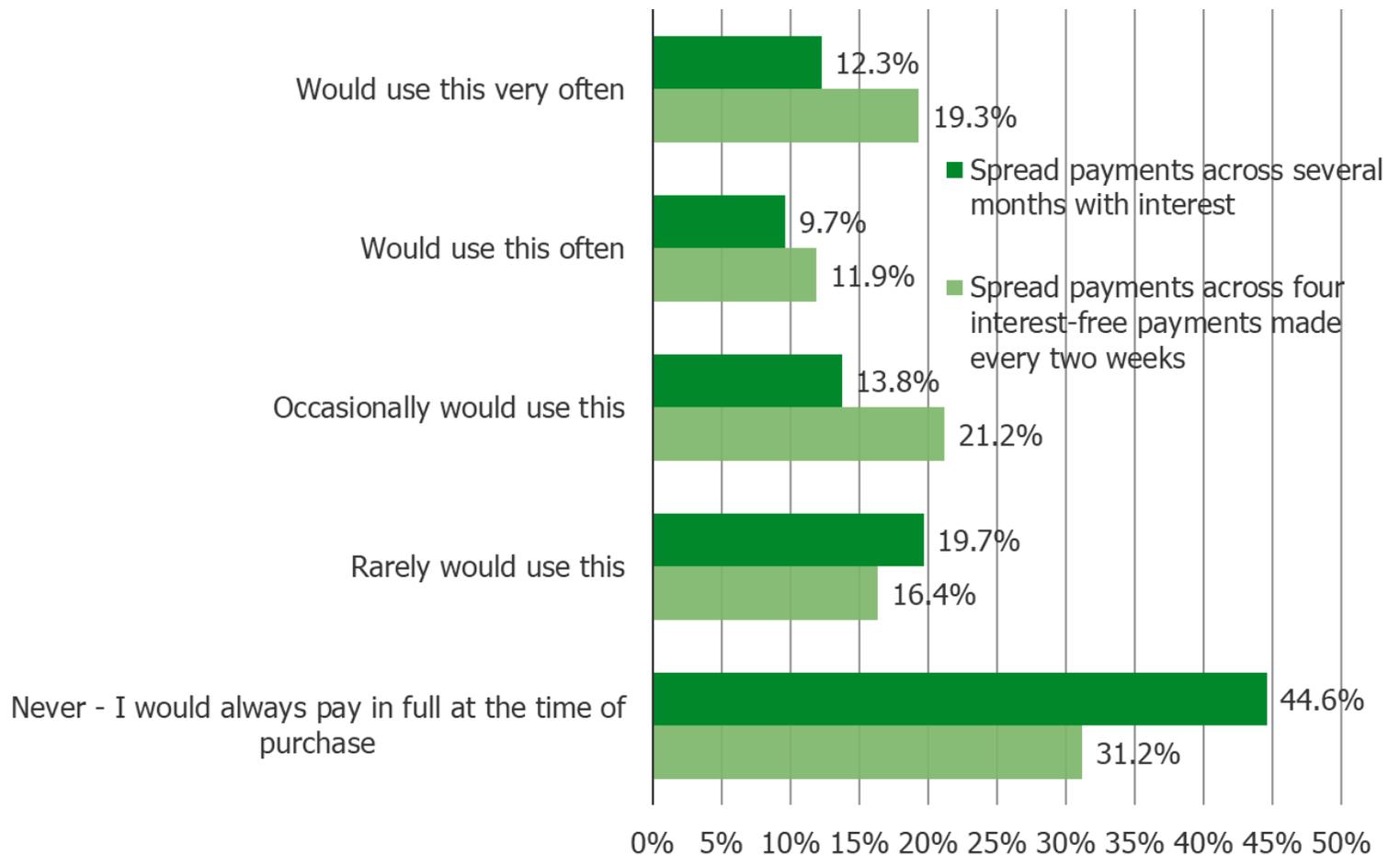
APPLE / CONSUMER ELECTRONICS PURCHASE ENGAGEMENT

iPhone owners have some interest in using BNPL services offered through Apple Pay. Respondents have more interest in four interest free payments compared to spreading several payments across several months with interest.

AAPL PAY QUESTIONS

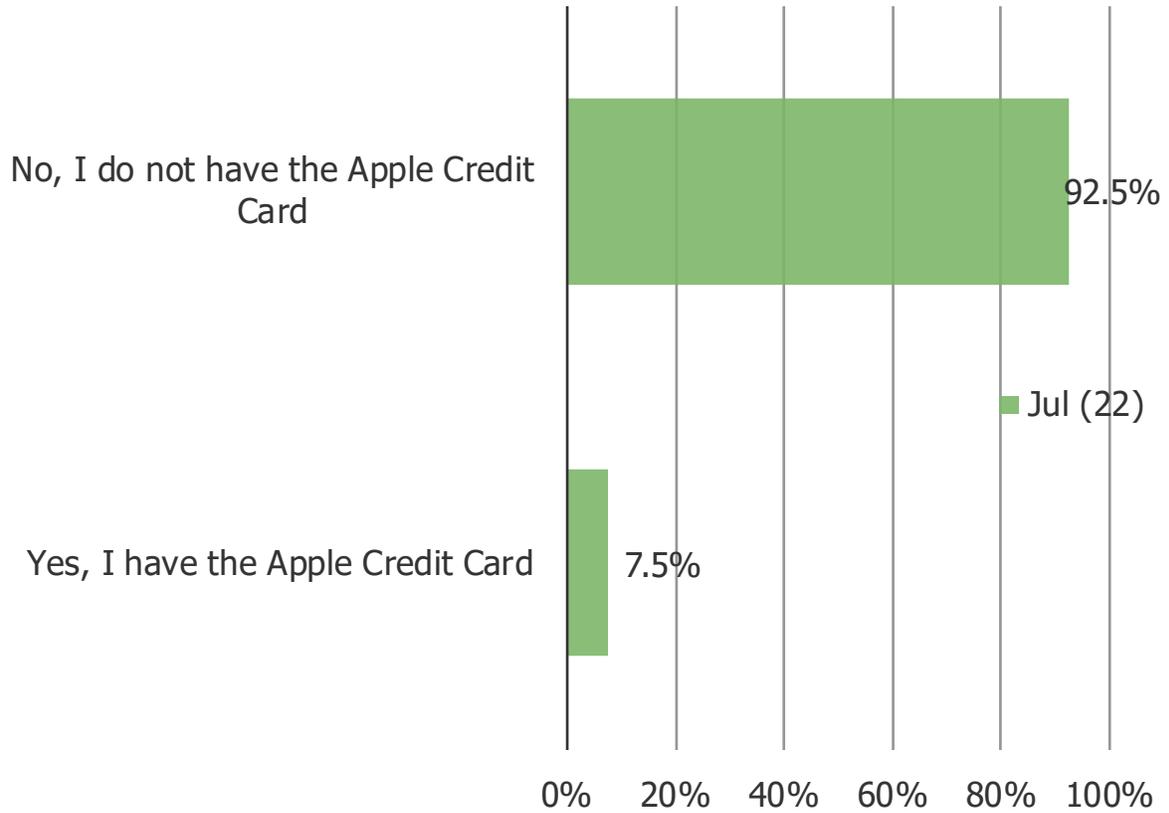
IF APPLE PAY ALLOWED YOU TO SPREAD PAYMENTS YOU MAKE THROUGH APPLE PAY ACROSS FOUR INTEREST-FREE PAYMENTS MADE EVERY TWO WEEKS (OR ACROSS SEVERAL MONTHS WITH INTEREST) HOW OFTEN WOULD YOU CHOOSE TO PAY THIS WAY?

This question was posed to iPhone owners who use Apple Pay.



DO YOU OWN THE APPLE CREDIT CARD? (PICTURED ABOVE)

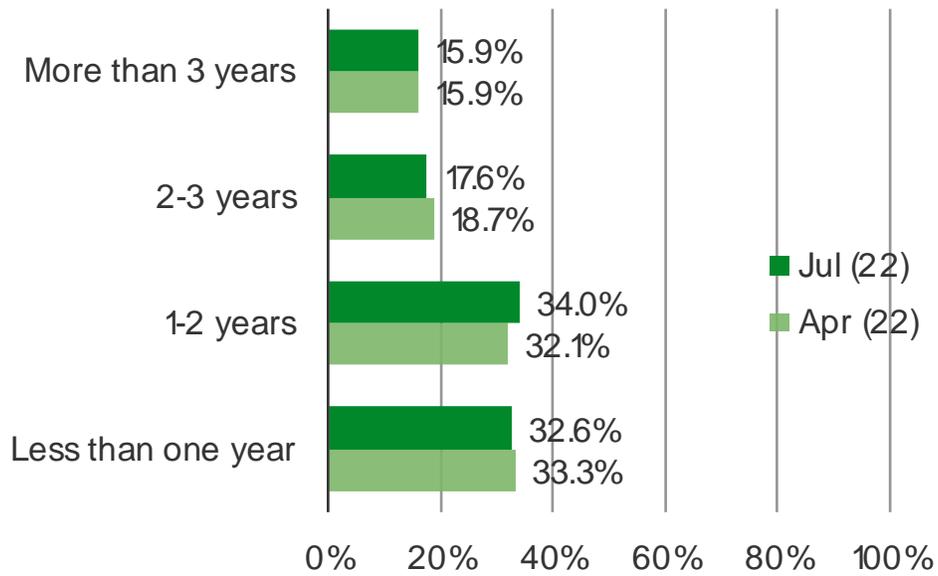
This question was posed to iPhone owners.



IPHONE PURCHASE PREFERENCES AND TESTING A LEASING MODEL

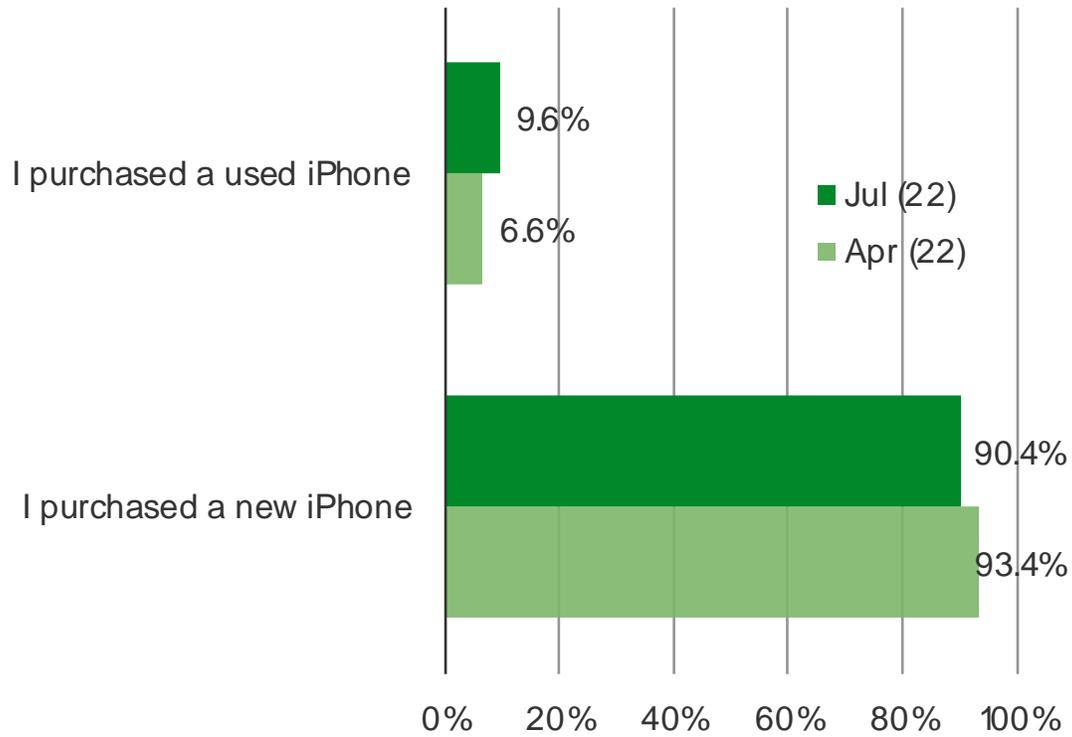
FOR HOW LONG HAVE YOU OWNED YOUR CURRENT IPHONE?

This question was posed to iPhone owners.



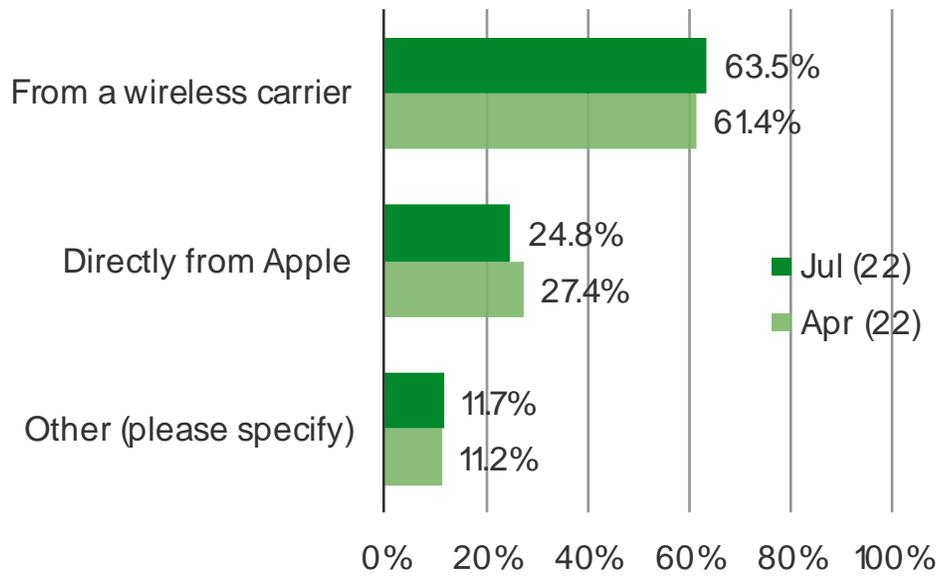
HOW DID YOU PURCHASE YOUR IPHONE?

This question was posed to iPhone owners.



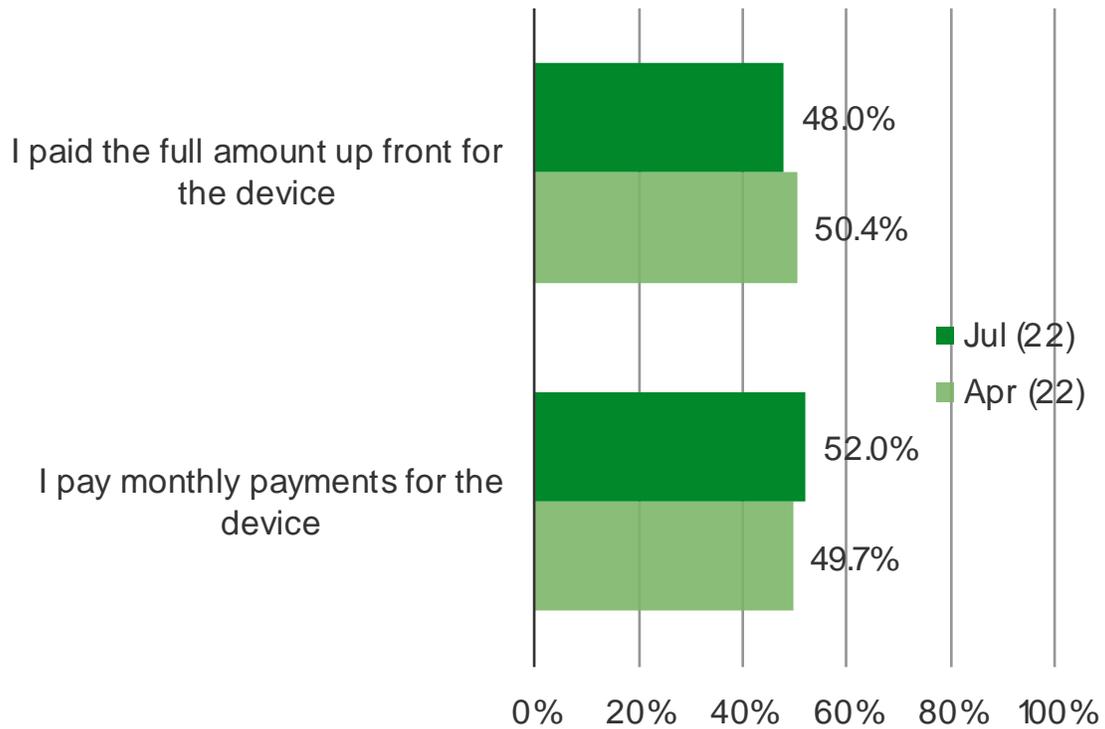
HOW DID YOU PURCHASE YOUR CURRENT IPHONE?

This question was posed to iPhone owners.



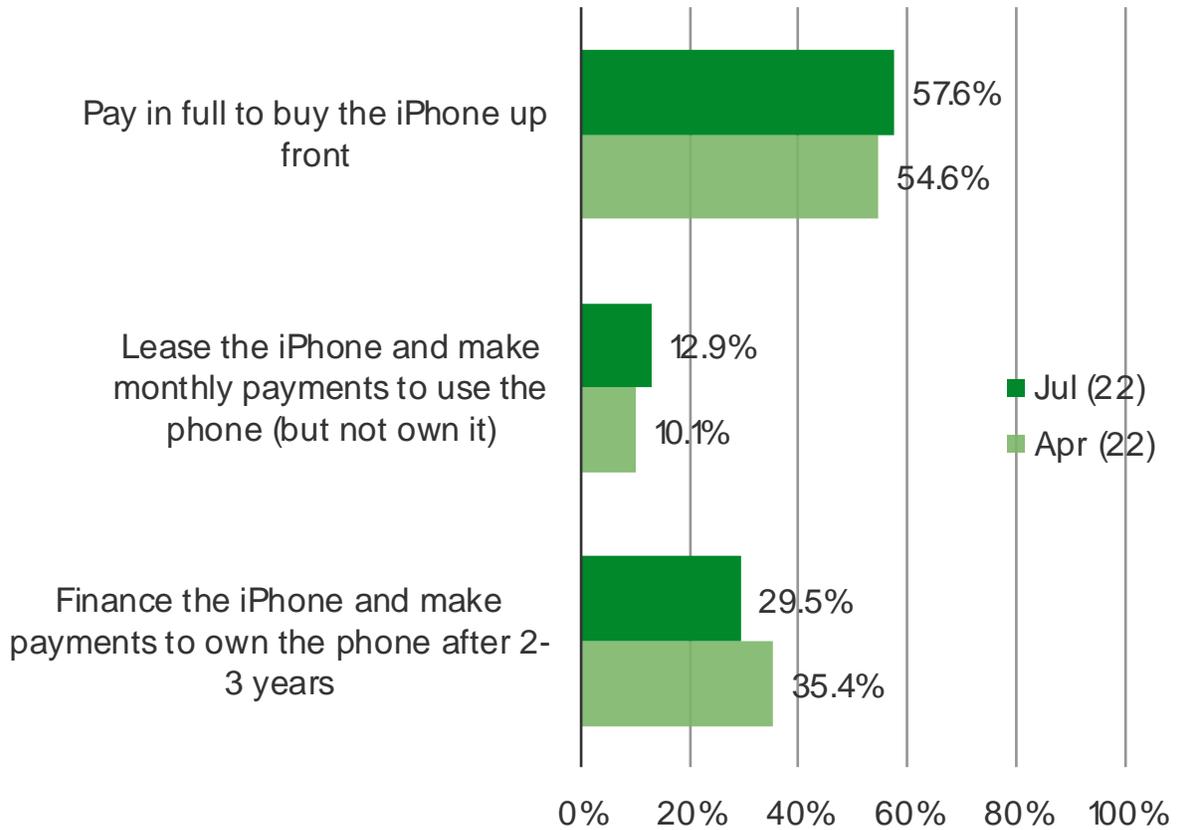
WHICH OF THE FOLLOWING BEST DESCRIBES HOW YOU PURCHASED YOUR CURRENT IPHONE?

This question was posed to iPhone owners.



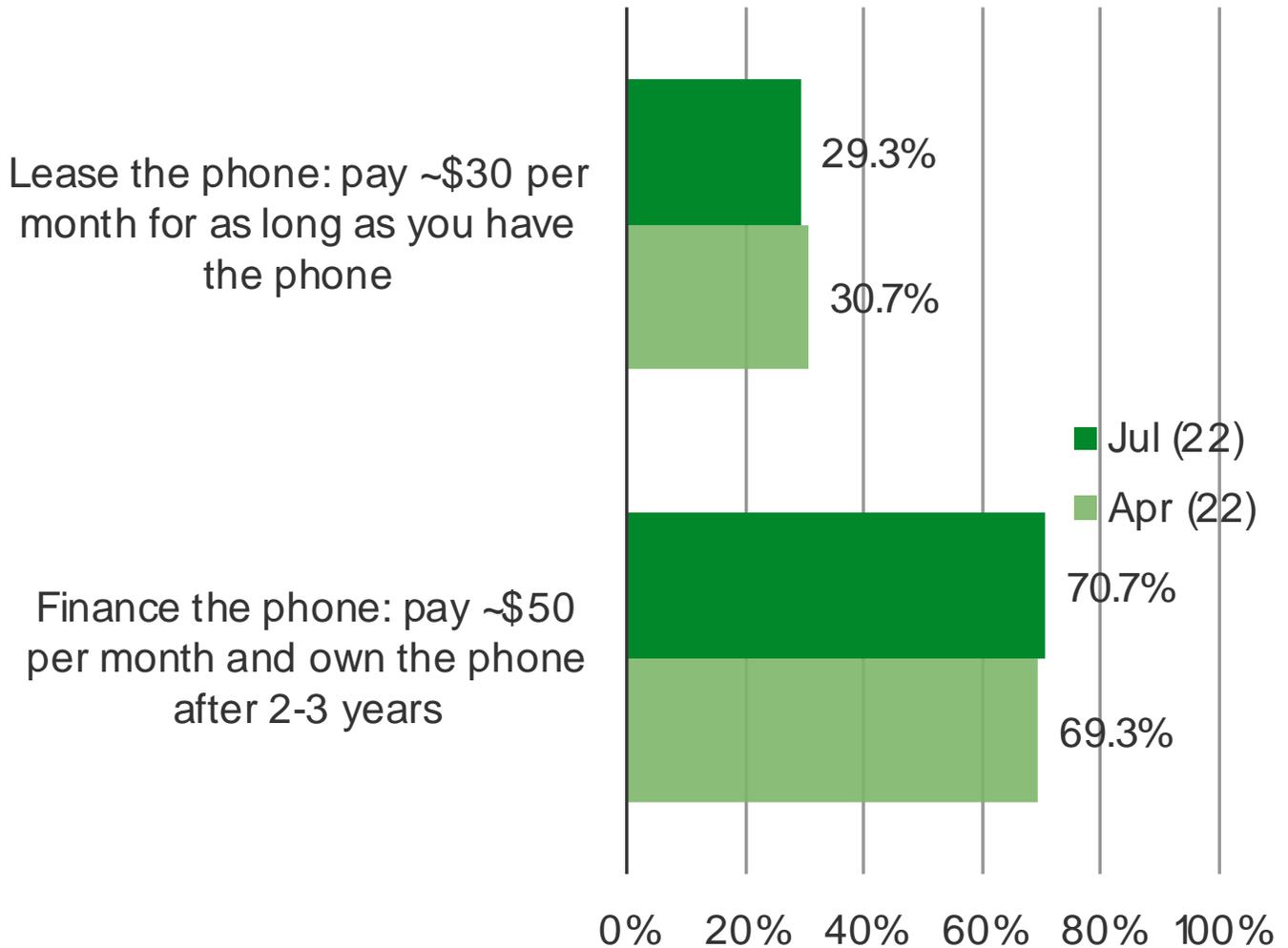
WHICH OF THE FOLLOWING DO YOU THINK WOULD BE A BETTER WAY TO HAVE AN IPHONE?

This question was posed to iPhone owners.



IMAGINE A NEW IPHONE COMES OUT AND YOU WANTED TO GET IT, WHICH WOULD YOU BE MORE LIKELY TO CHOOSE?

This question was posed to iPhone owners.

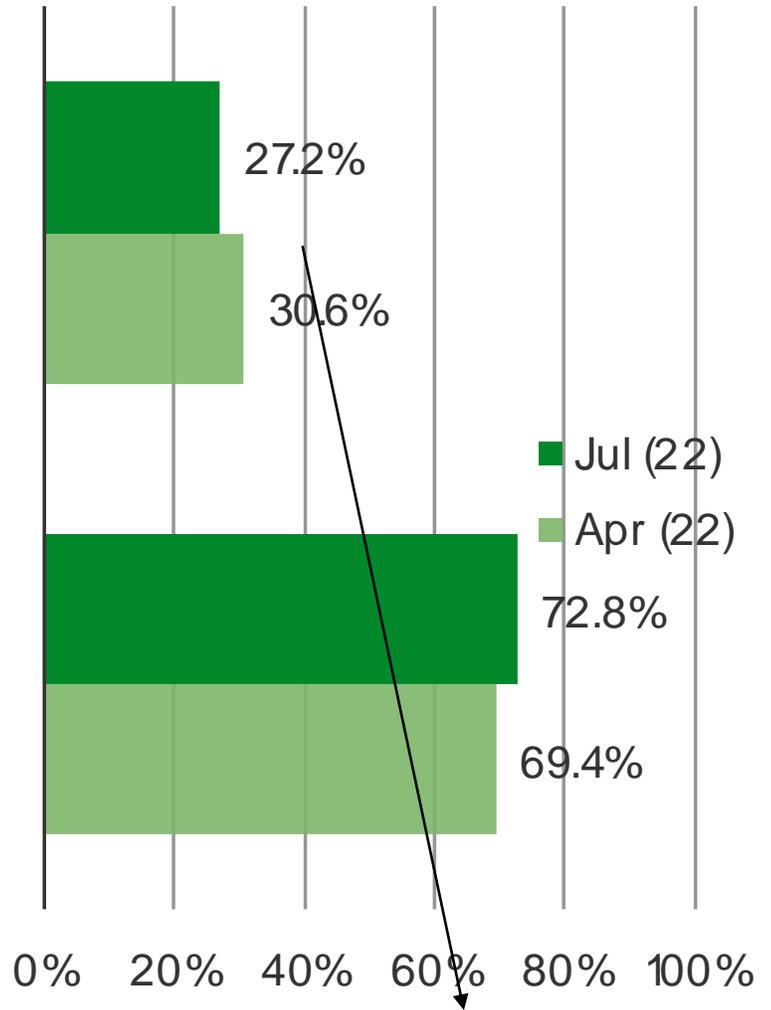


IMAGINE A NEW IPHONE COST ~\$50 PER MONTH TO FINANCE AND YOU WOULD OWN IT AFTER 2 YEARS. WHAT WOULD THE MONTHLY LEASE PRICE OF AN IPHONE HAVE TO BE FOR YOU TO DECIDE TO LEASE THE PHONE AND PAY THE MONTHLY PRICE FOR AS LONG AS YOU HAVE IT INSTEAD OF FINANCING IT TO OWN IT?

This question was posed to iPhone owners.

I would lease it at this dollar amount: Please just enter the number, do not include the \$ symbol.

I would not lease it at any price, I would always prefer to finance

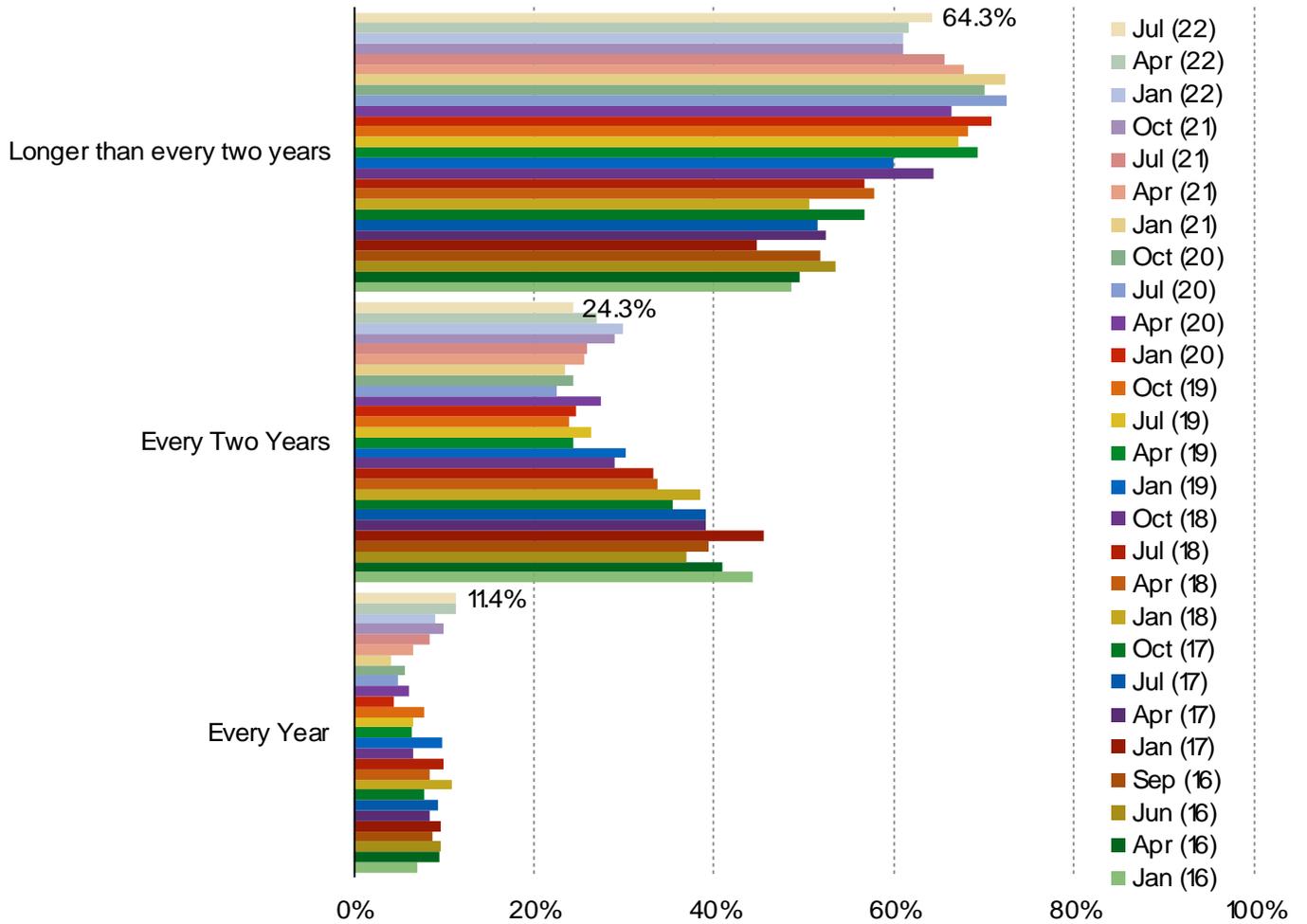


Median	\$24.00
Average	\$24.73

SMARTPHONE REFRESH CYCLES

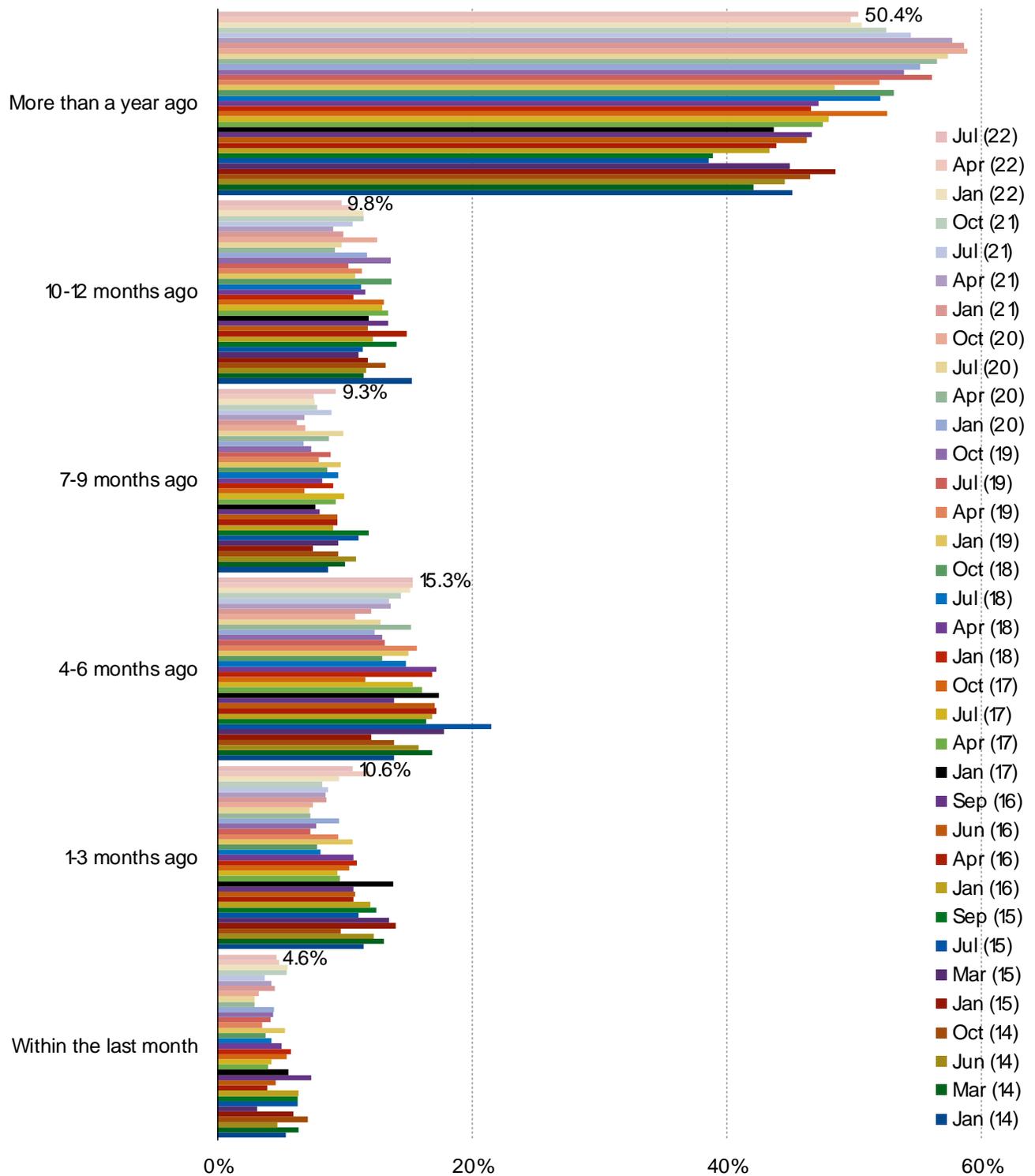
EXPECTATIONS FOR HOW FREQUENTLY CONSUMERS WILL PURCHASE NEW SMARTPHONES GOING FORWARD

This question was posed to smartphone owners.



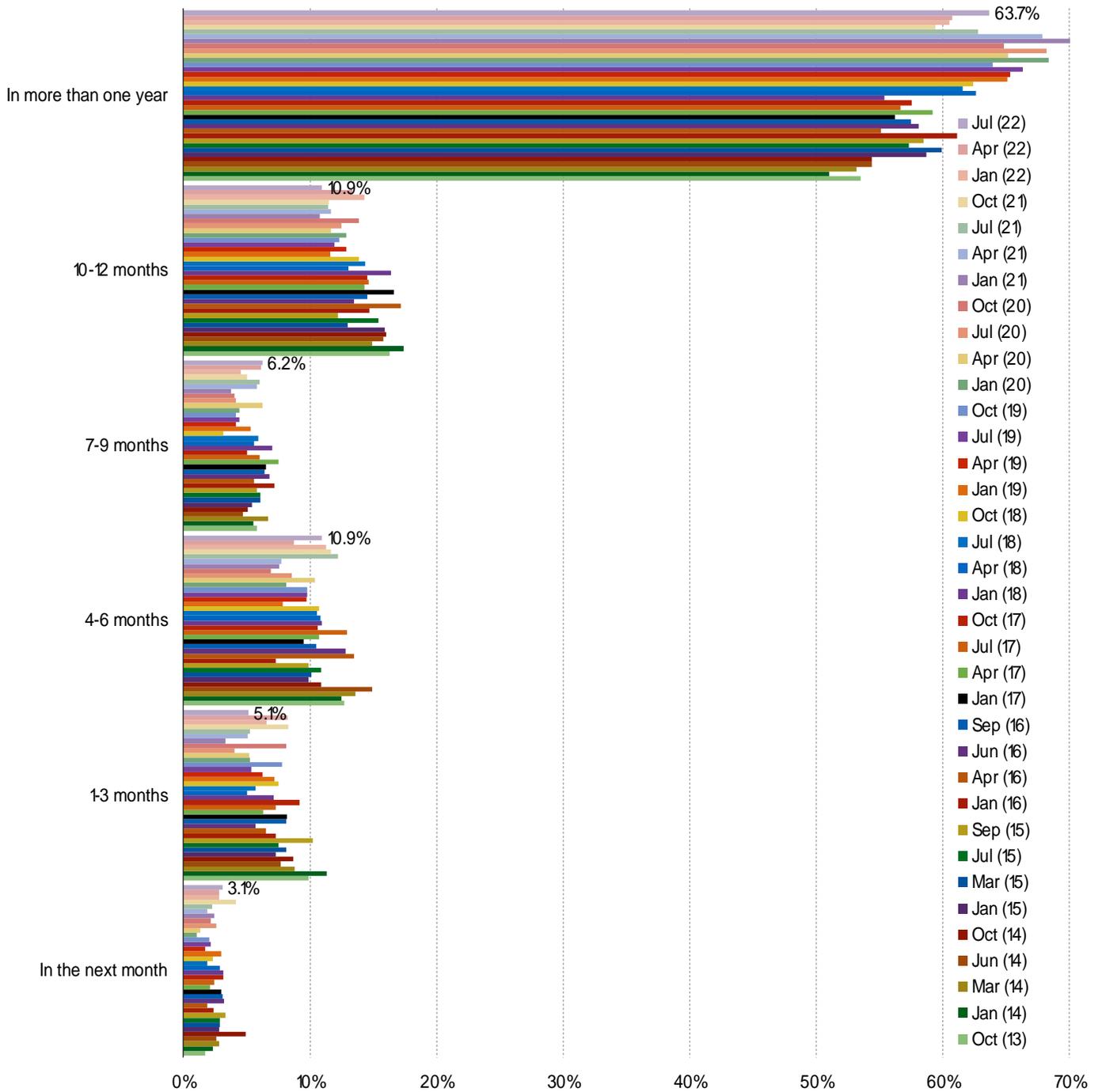
WHEN DID YOU GET YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.



EXPECTED DATE OF NEXT SMARTPHONE PURCHASE

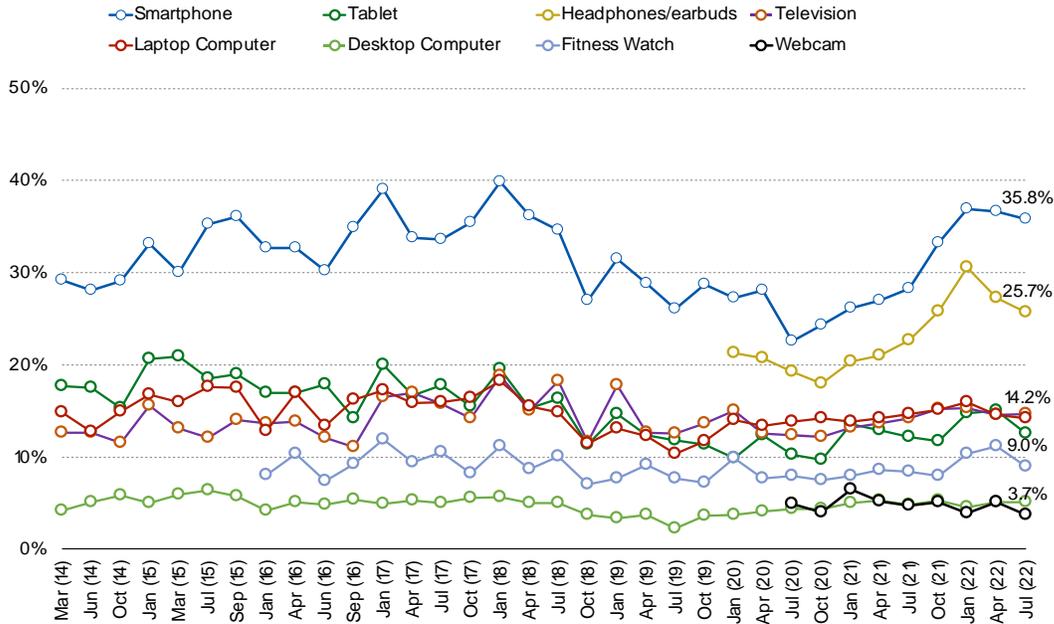
This question was posed to smartphone owners.



PURCHASE ENGAGEMENT

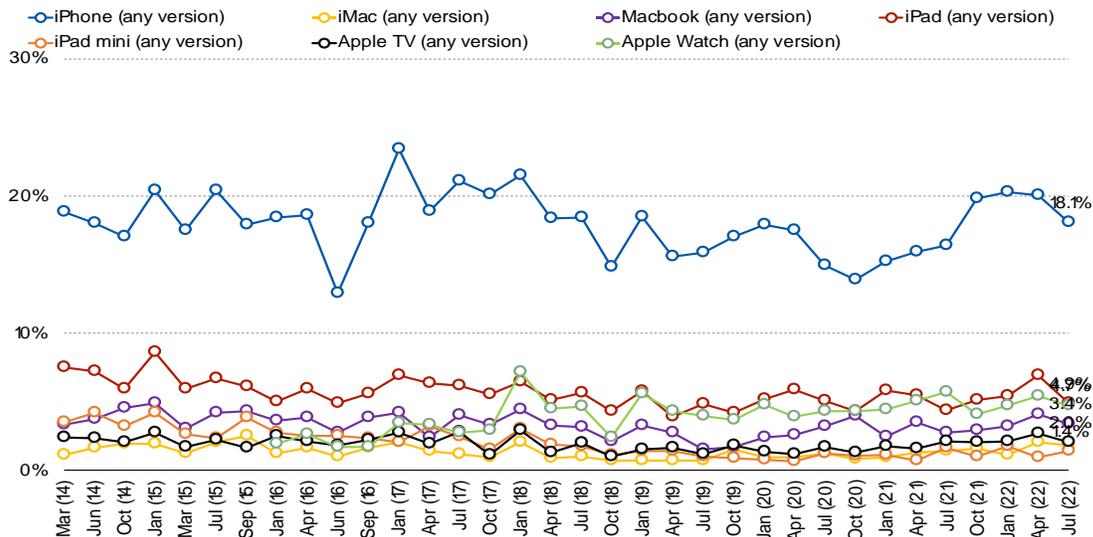
CONSUMER ELECTRONICS PURCHASES – PAST SIX MONTHS

This question was posed to all consumers.



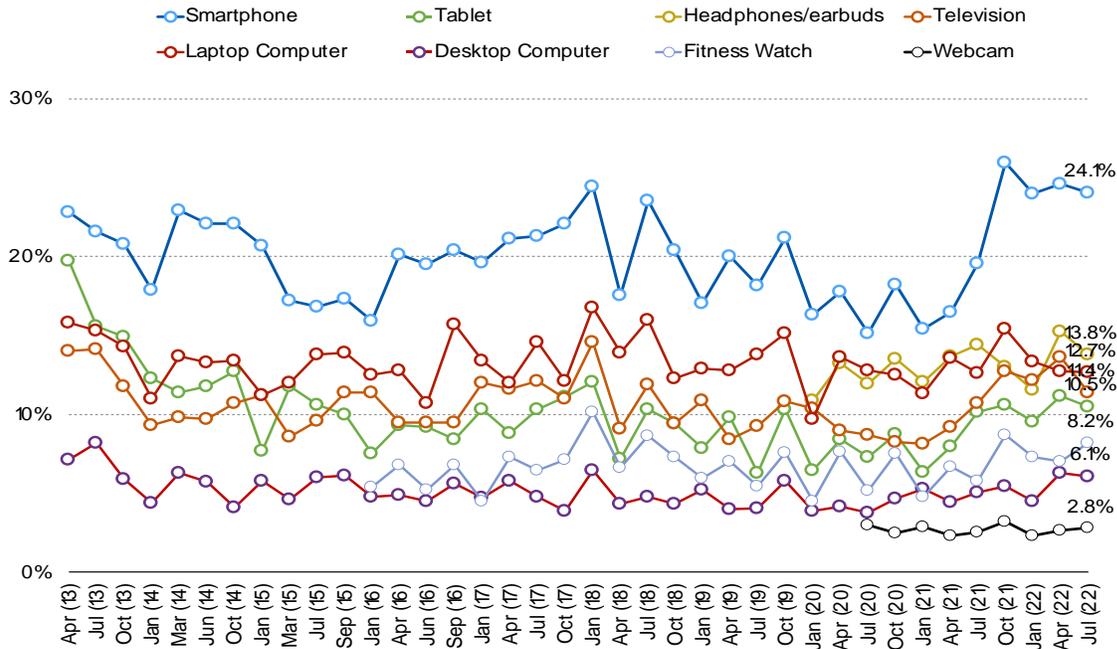
APPLE PRODUCT PURCHASES – PAST SIX MONTHS

This question was posed to all consumers.



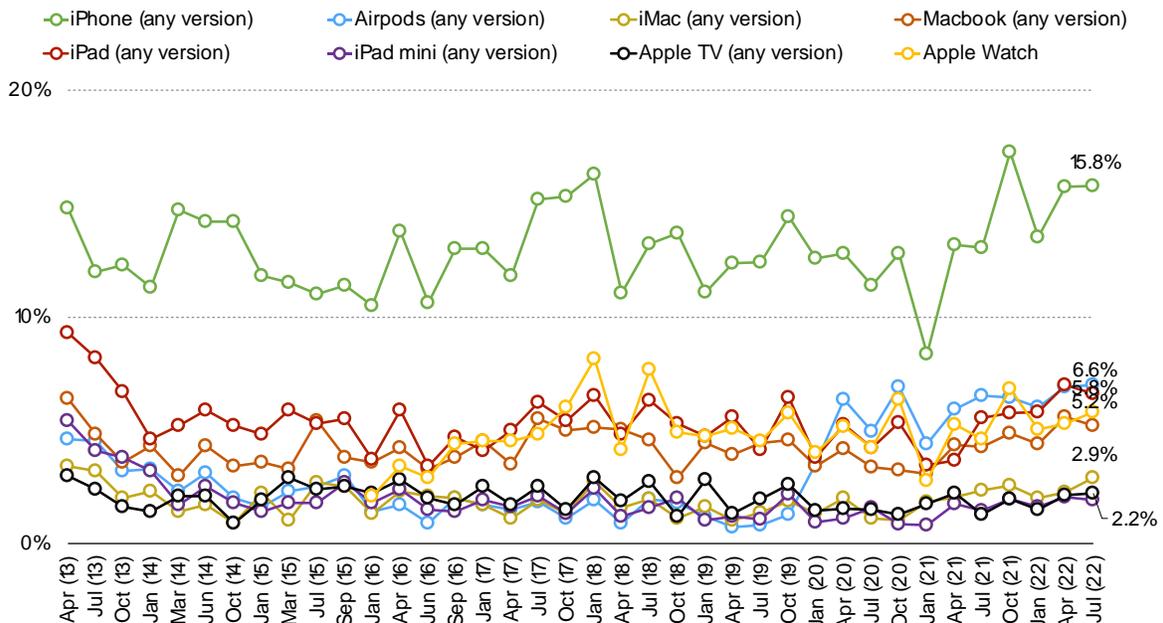
EXPECTED CONSUMER ELECTRONICS PURCHASES – NEXT FEW MONTHS

This question was posed to all consumers.



EXPECTED APPLE PRODUCT PURCHASES – NEXT FEW MONTHS

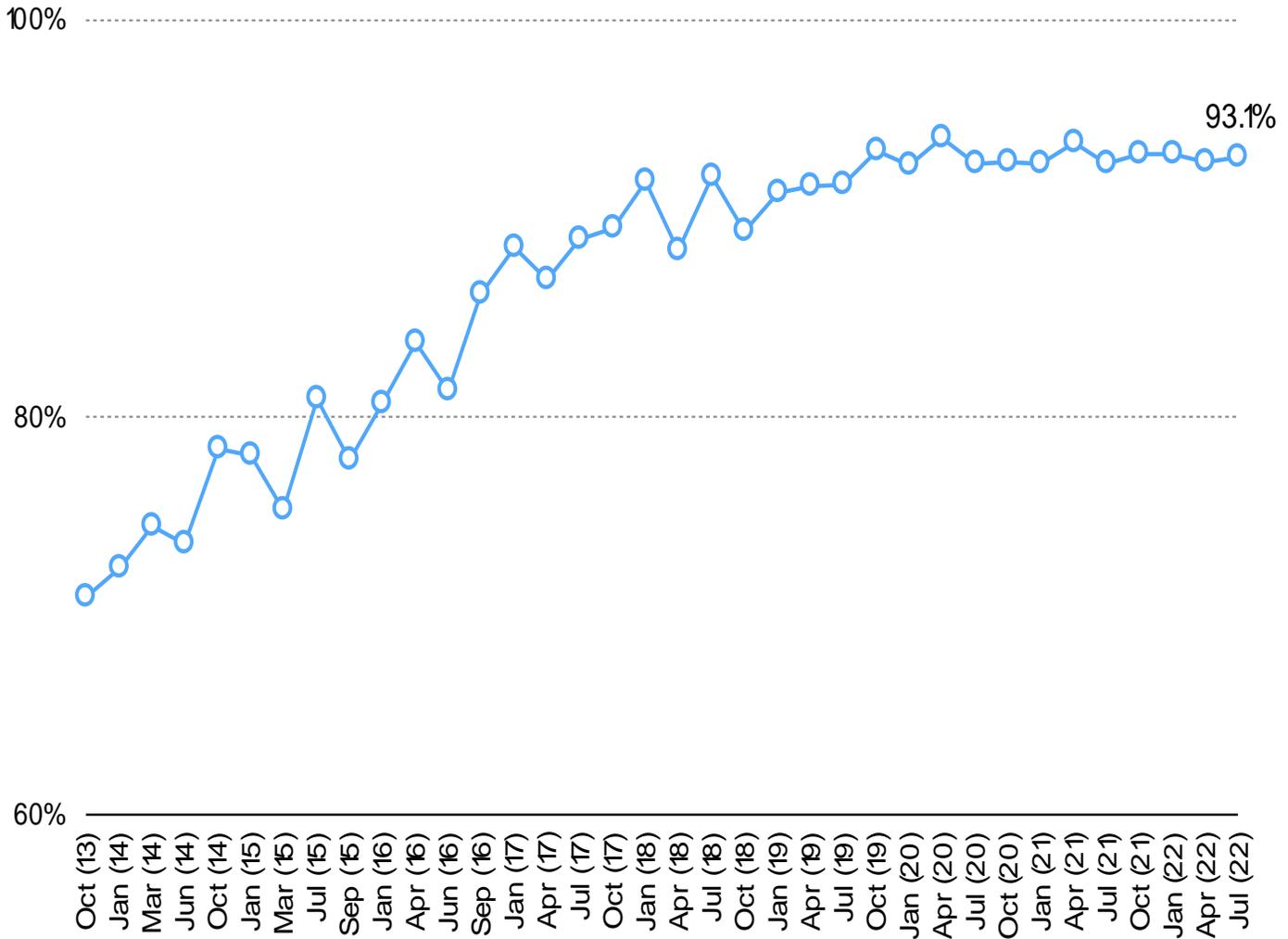
This question was posed to all consumers.



SMARTPHONE MARKET SHARE

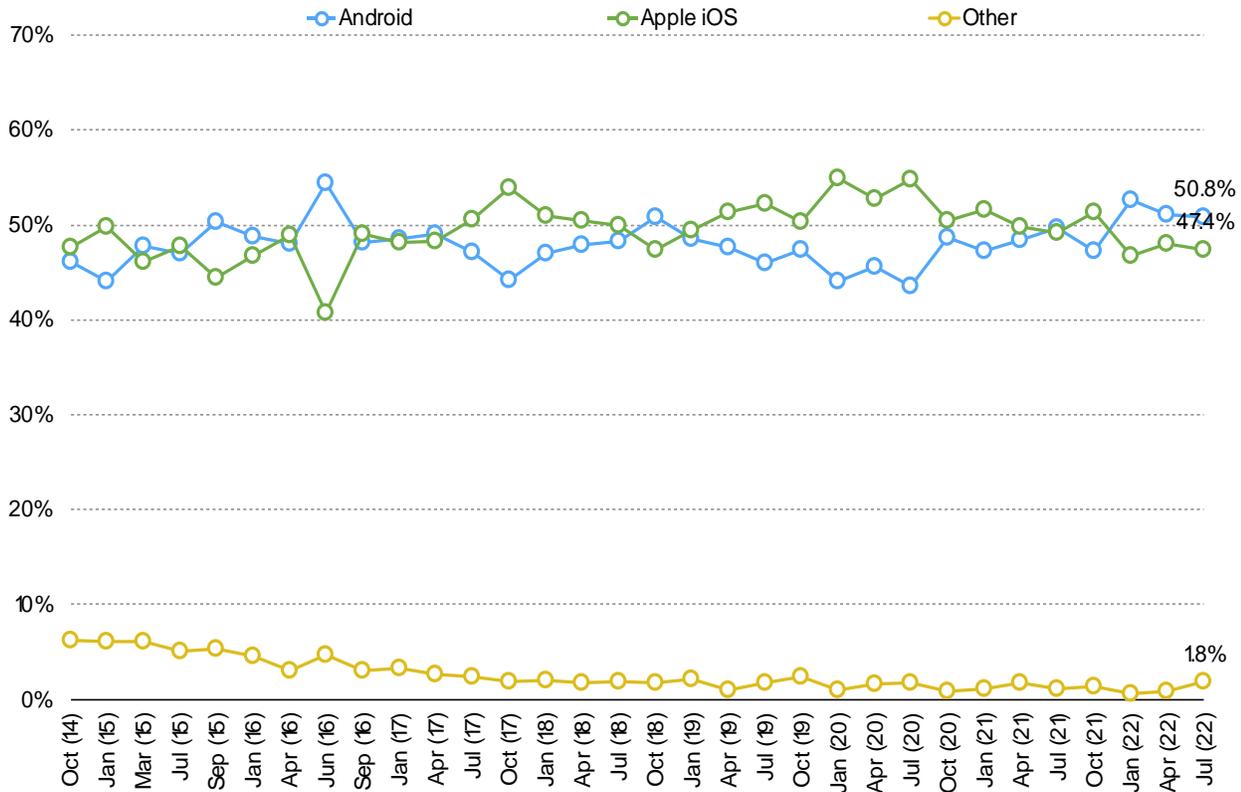
DO YOU OWN A SMARTPHONE?

This question was posed to all consumers.



CURRENT OPERATING SYSTEM FOR SMARTPHONE

This question was posed to smartphone owners.



WHY DON'T YOU OWN AN APPLE IPHONE? (IE, WHY DID YOU CHOOSE AND ANDROID PHONE INSTEAD)?

This question was posed to Android owners.

I am already familiar with Android phones and they seem easier to navigate than iPhones

Just more affordable

Android has technology 5-6 years ahead of apple

Because of the open environment

I do not like Apple at all

I prefer the android operating systems and like the way they are setup they are very functional and efficient

Android is better

Easier to use

I really like android phones a lot because they are just as good and much cheaper

I've used android the most so Im most used to it
great

Apple iPhone costs too much and isn't as user friendly and customizable like android is

I don't like apple products

I chose to own an Android phone instead of an Apple iPhone because it's easier to use and less expensive to pay for

I'm very used to the Samsung brand

I don't like the OS, or the company

I like the basic features in Android. It doesn't require much work to use

My family has been using Android for many years now

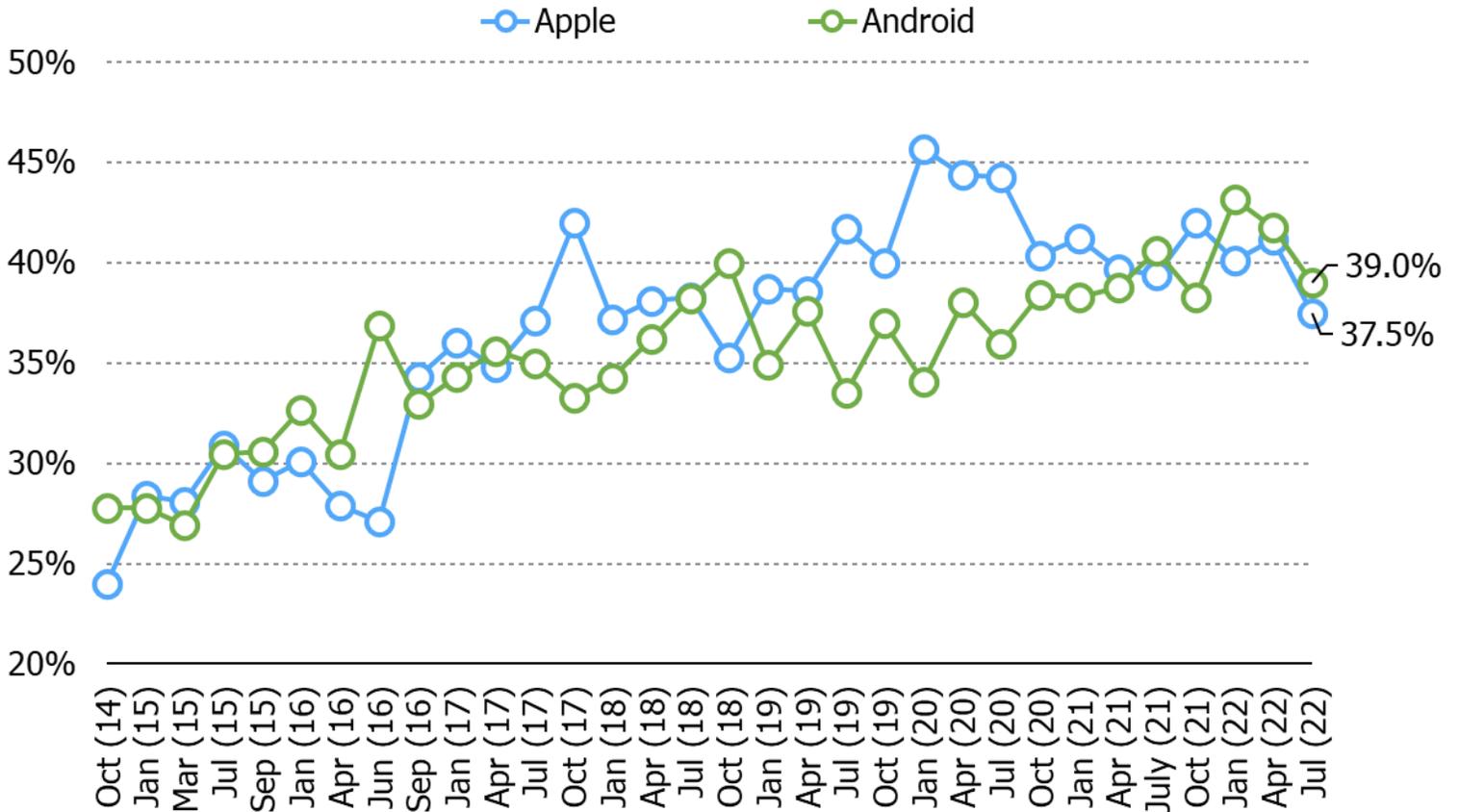
Always had an android nervous to switch

Easier to use android. Personally I think it's better than Apple

They are cheaper

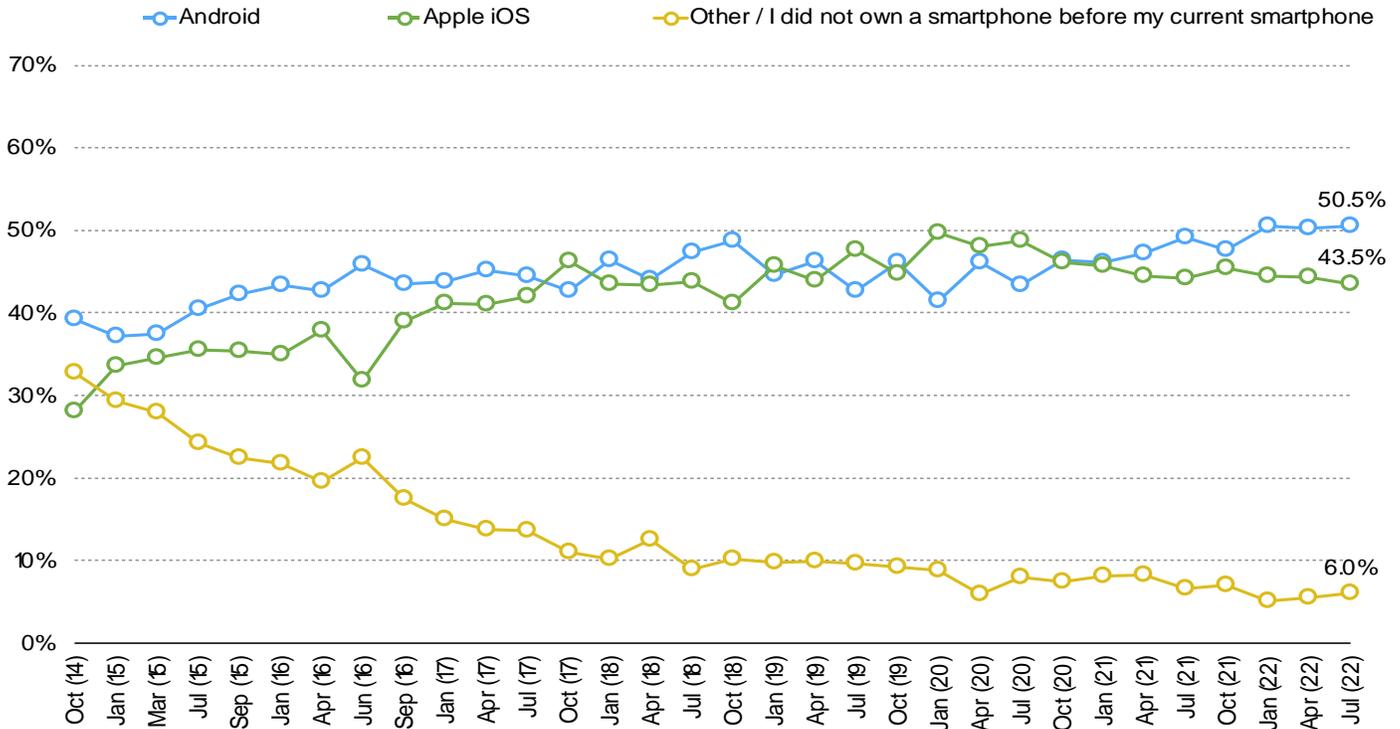
“TRIPLE PLAYS” – PERCENTAGE OF SMARTPHONE OWNERS WHO OWN THE SAME OPERATING SYSTEM FOR LAST PHONE, CURRENT PHONE, AND PLAN TO USE SAME FOR NEXT PHONE

This question was posed to smartphone owners.



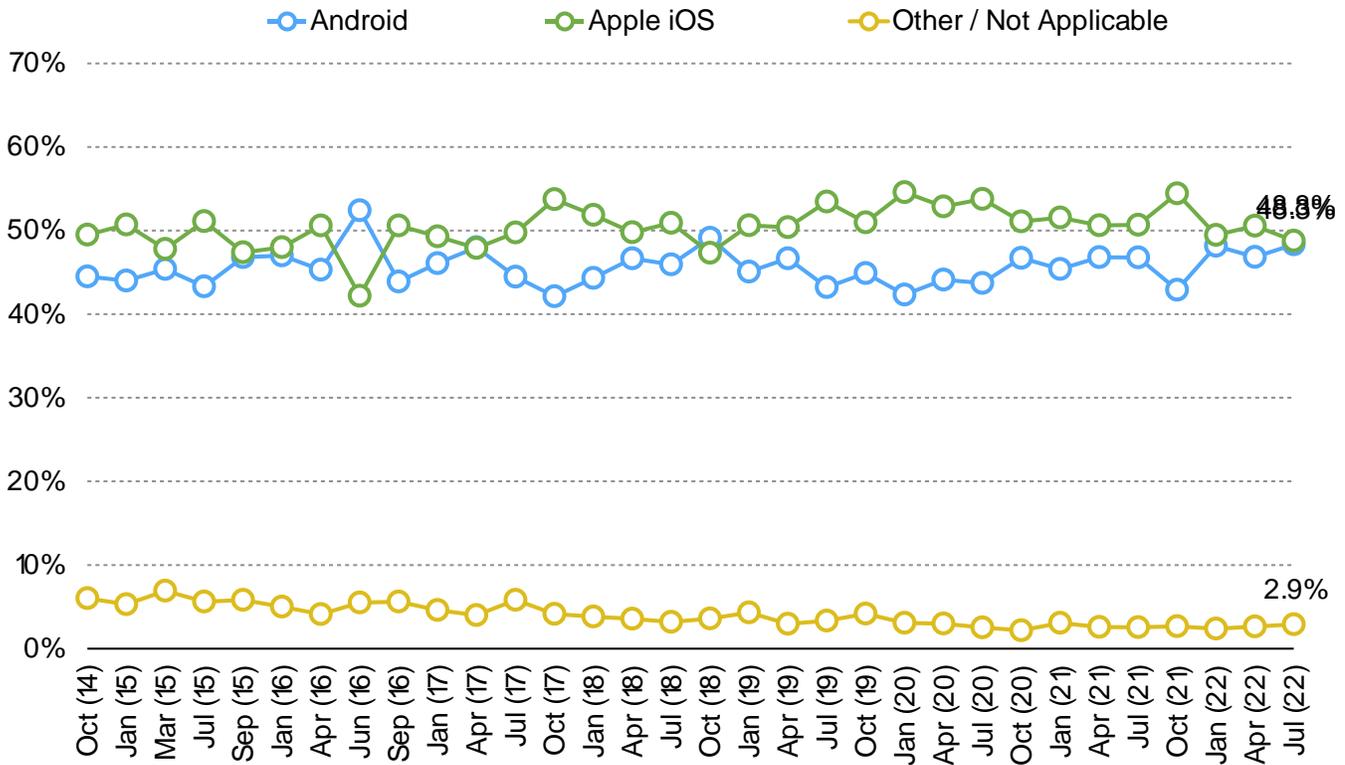
OPERATING SYSTEM FOR SMARTPHONE BEFORE CURRENT SMARTPHONE

This question was posed to smartphone owners.



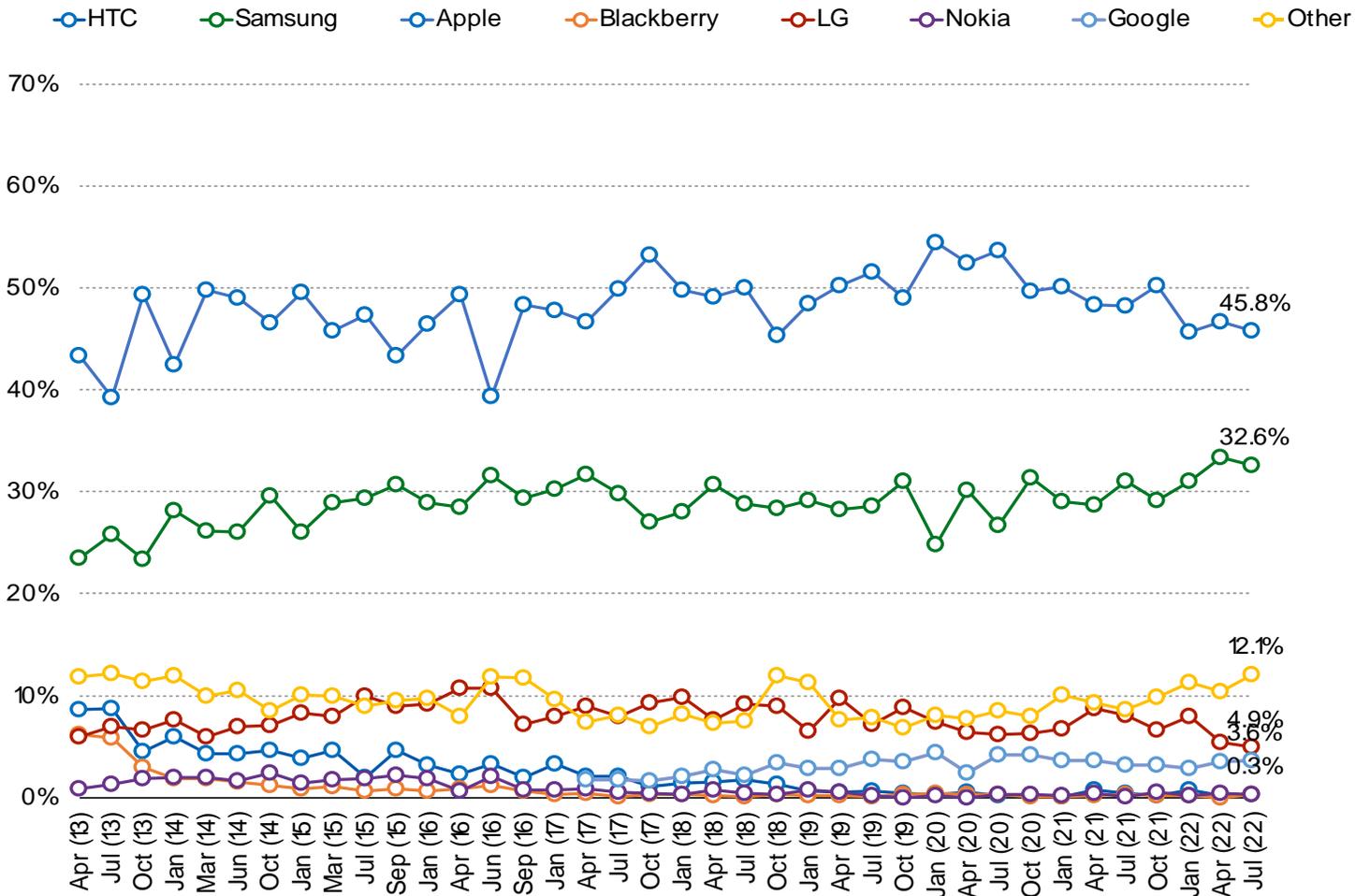
OPERATING SYSTEM FOR NEXT SMARTPHONE

This question was posed to smartphone owners.



MARKET SHARE - SMARTPHONES

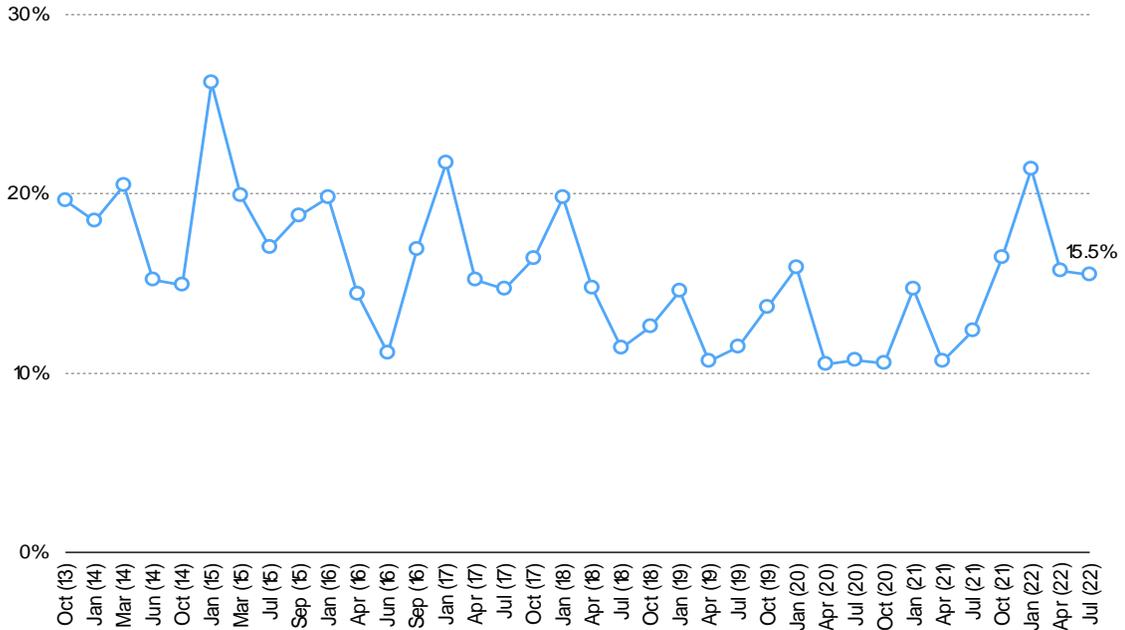
This question was posed to smartphone owners.



IPHONE DYNAMICS

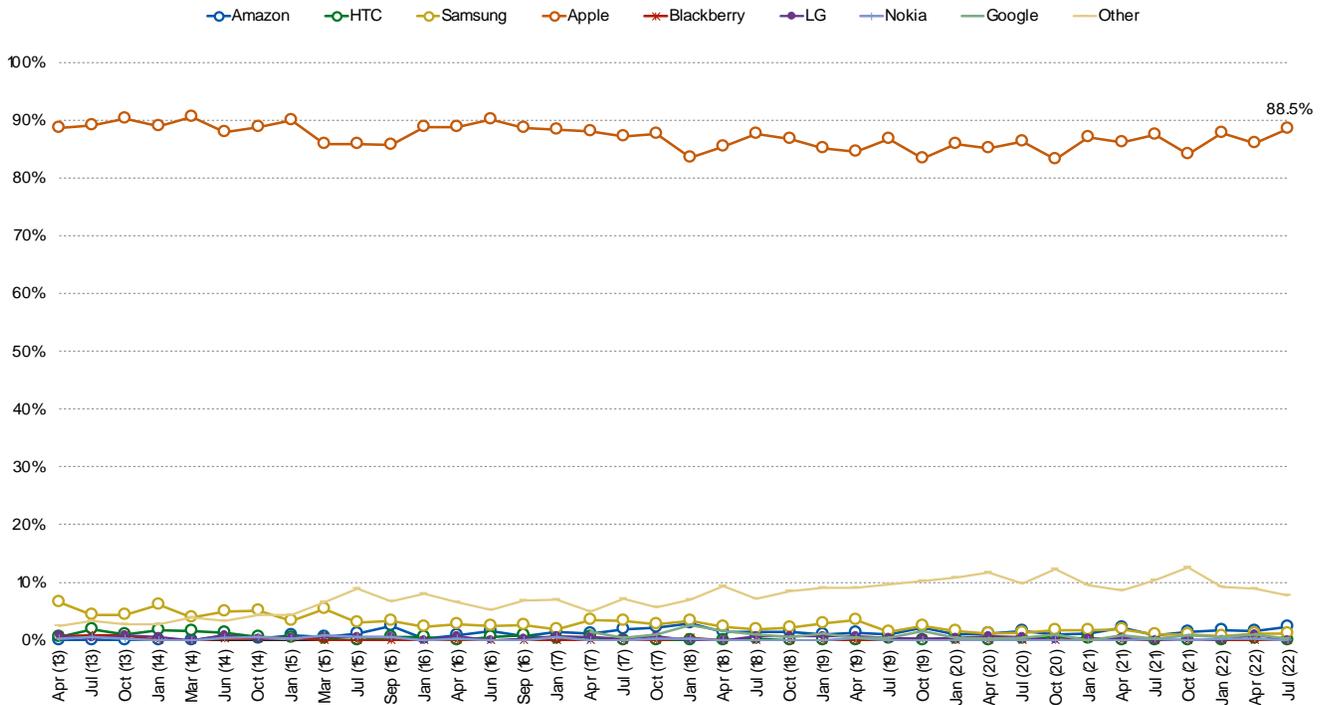
GOT IPHONE WITHIN PAST THREE MONTHS

This question was posed to iPhone owners.



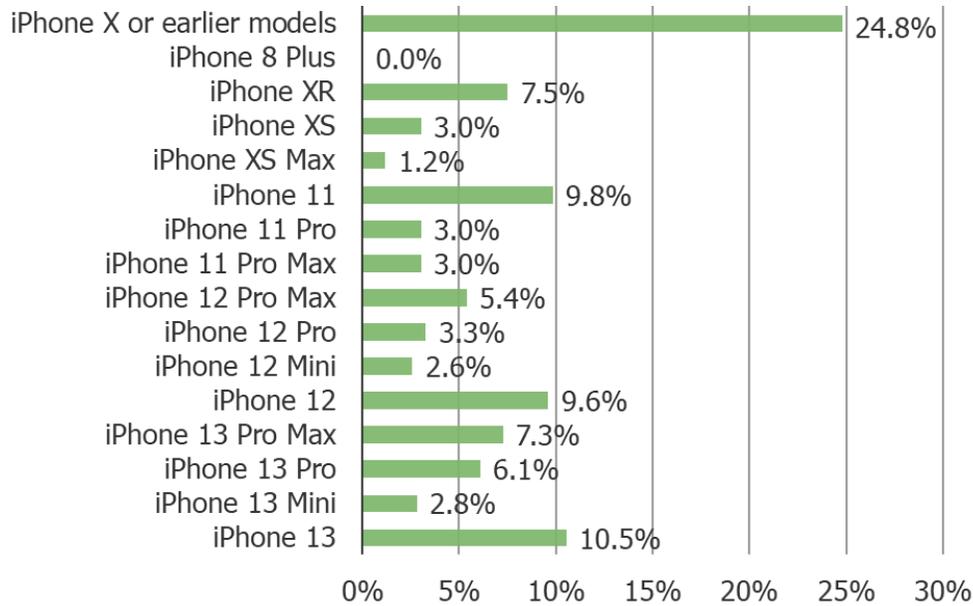
WHICH SMARTPHONE DO YOU PLAN TO GET NEXT?

This question was posed to iPhone owners.

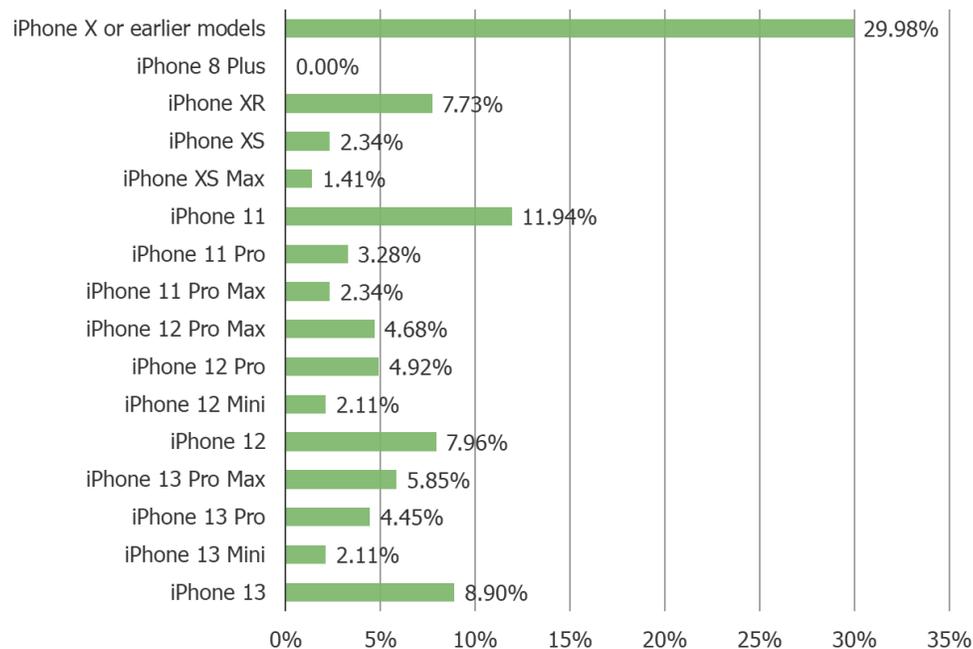


IPHONE MIX – WHICH MODEL DO YOU CURRENTLY OWN?

July 2022



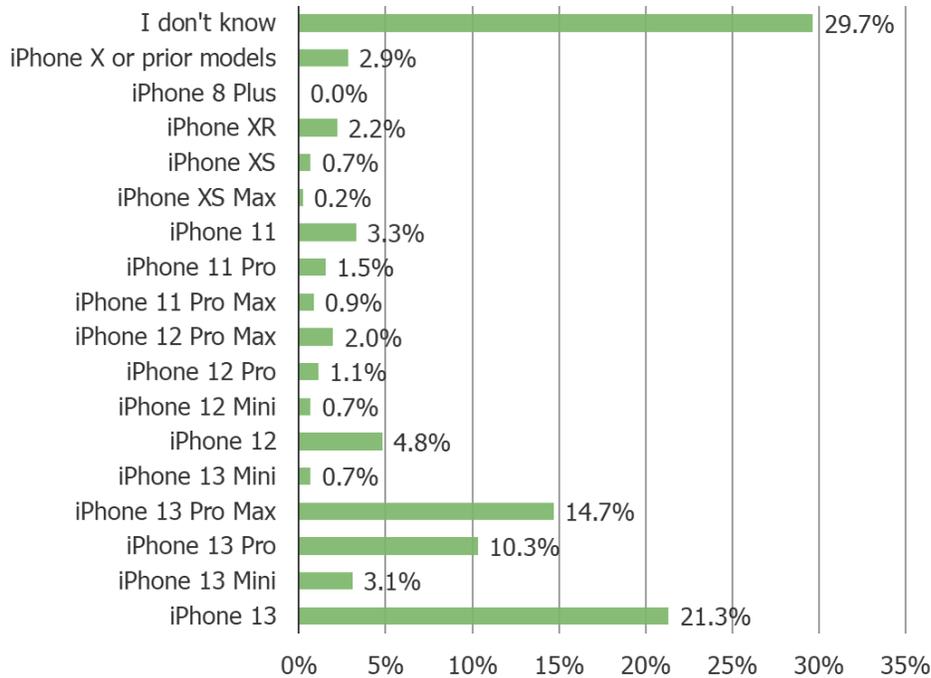
April 2022



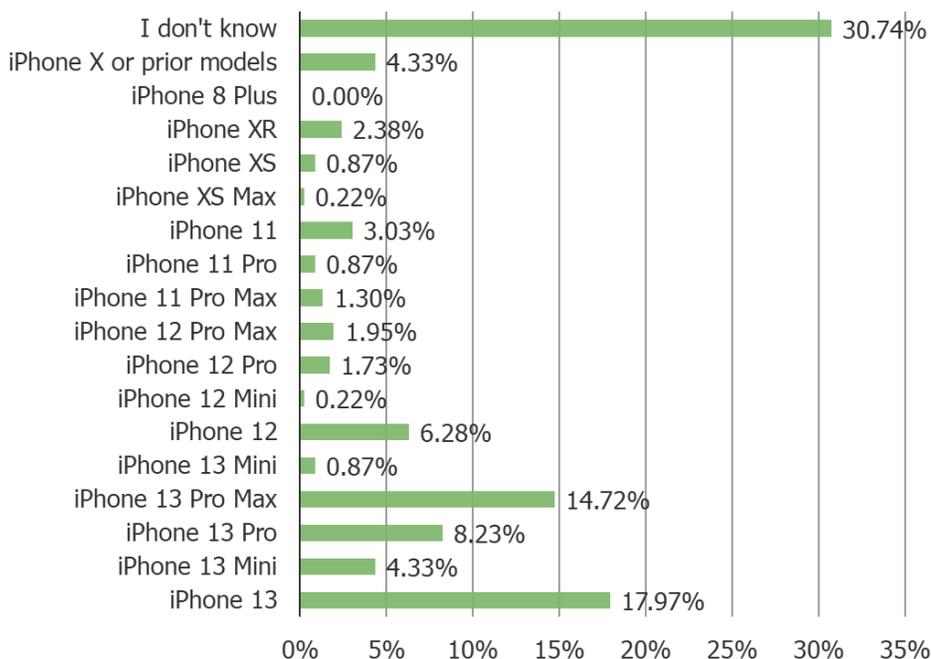
ALL SMARTPHONE OWNERS WHO PLAN TO GET AN IPHONE WHEN IT IS TIME TO GET A NEW SMARTPHONE – WHICH MODEL ARE YOU MOST LIKELY TO CHOOSE?

This question was posed to smartphone owners.

July 2022



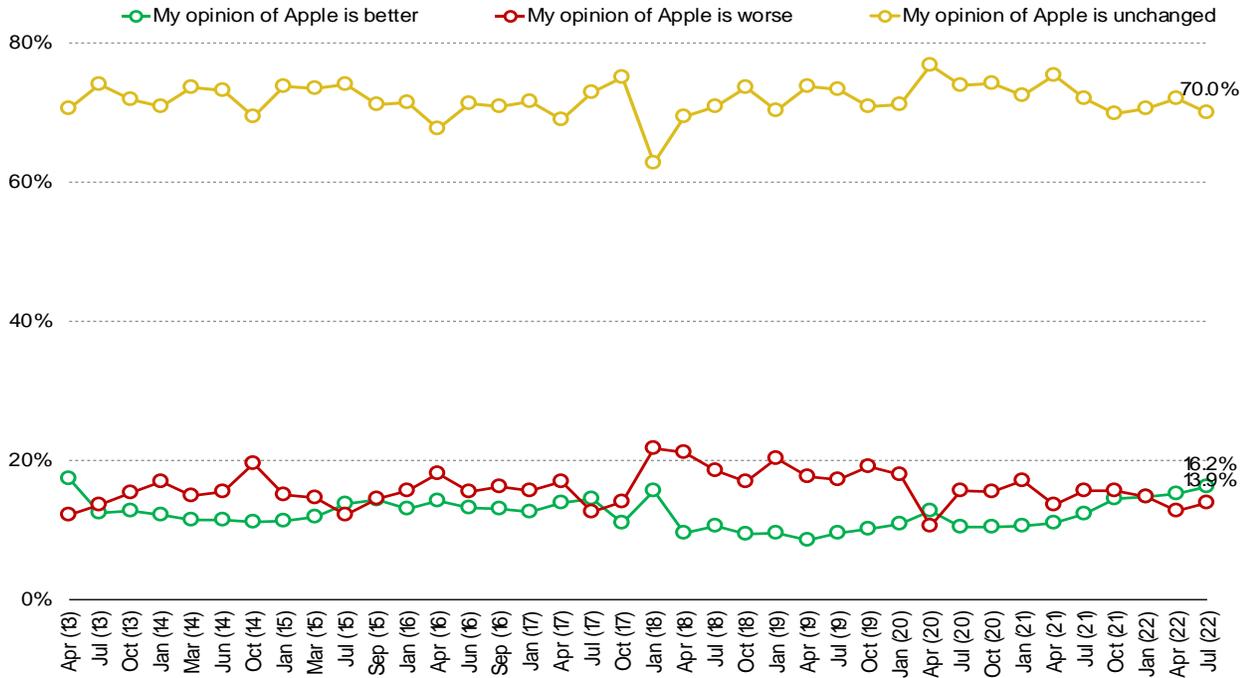
April 2022



CONSUMER SENTIMENT

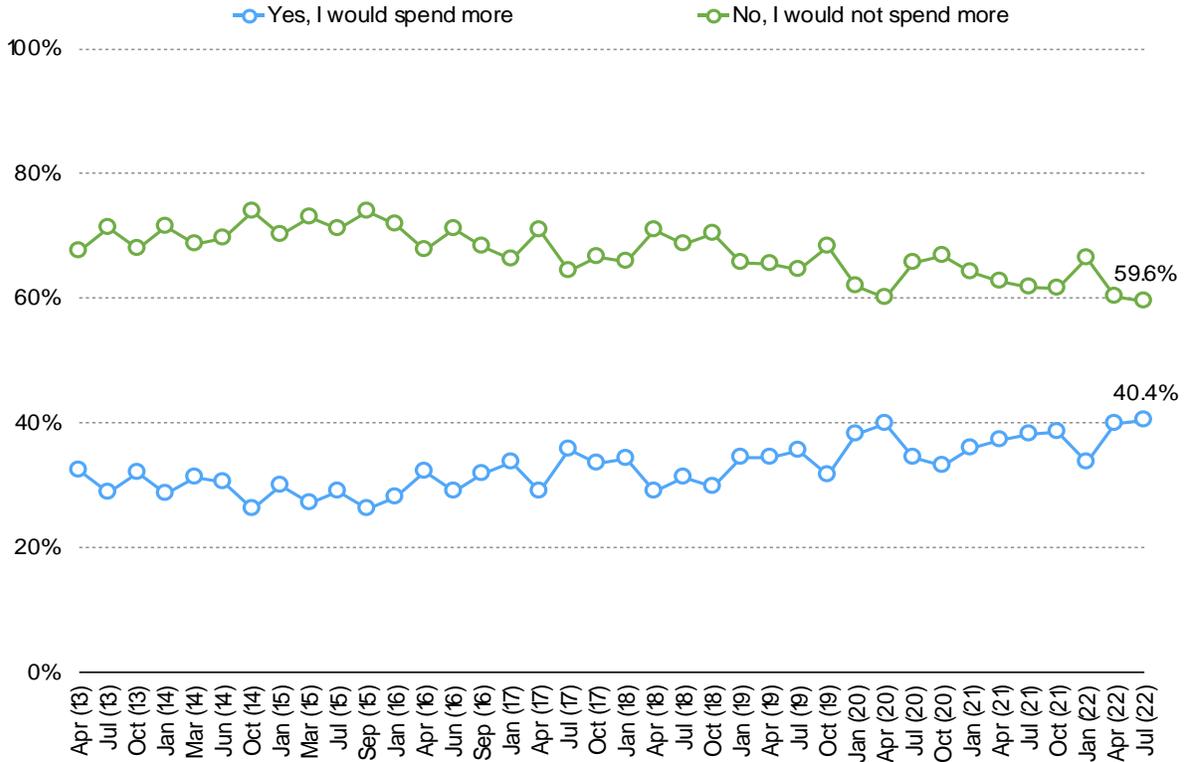
HAS YOUR OPINION OF APPLE CHANGED OVER THE PAST YEAR?

This question was posed to all respondents



IN GENERAL, WOULD YOU BE WILLING TO SPEND MORE MONEY FOR APPLE PRODUCTS THAN YOU WOULD FOR SIMILAR PRODUCTS FROM OTHERS?

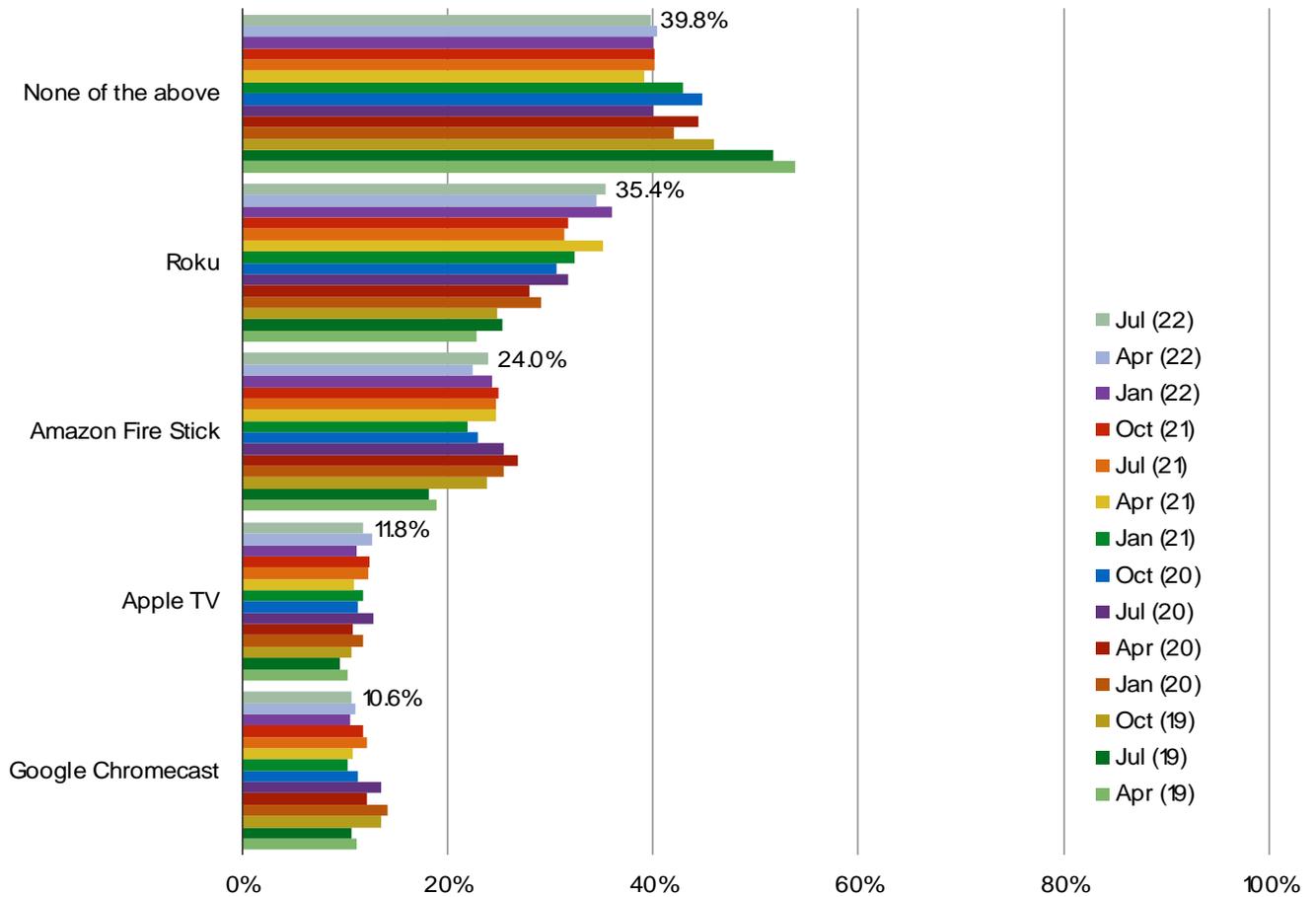
This question was posed to all respondents



STREAMING PLAYERS

DO YOU OWN ANY OF THE FOLLOWING STREAMING PLAYERS?

This question was posed to all consumers.



RETAILERS

BOUGHT CONSUMER ELECTRONICS IN THE PAST SIX MONTHS – WHERE DID YOU BUY IT/THEM FROM?

