



CHECK BREAKDOWN:

TREND CHECKS

Smartphones – Refresh Cycles Improving

- Smartphone refresh cycles continue to see modest improvements.
- The share who expect to replace their phones every two years jumped to a new high in recent survey history.
- Metrics around recent purchases of smartphones and iPhones have been improving sequentially in recent quarters.
- Over 80% of smartphone owners have owned the same operating system for two cycles and plan to get the same operating system for their next phone.

Smartphone Share Dynamics

- Market share trends between iOS and Android have stayed mostly consistent of late.

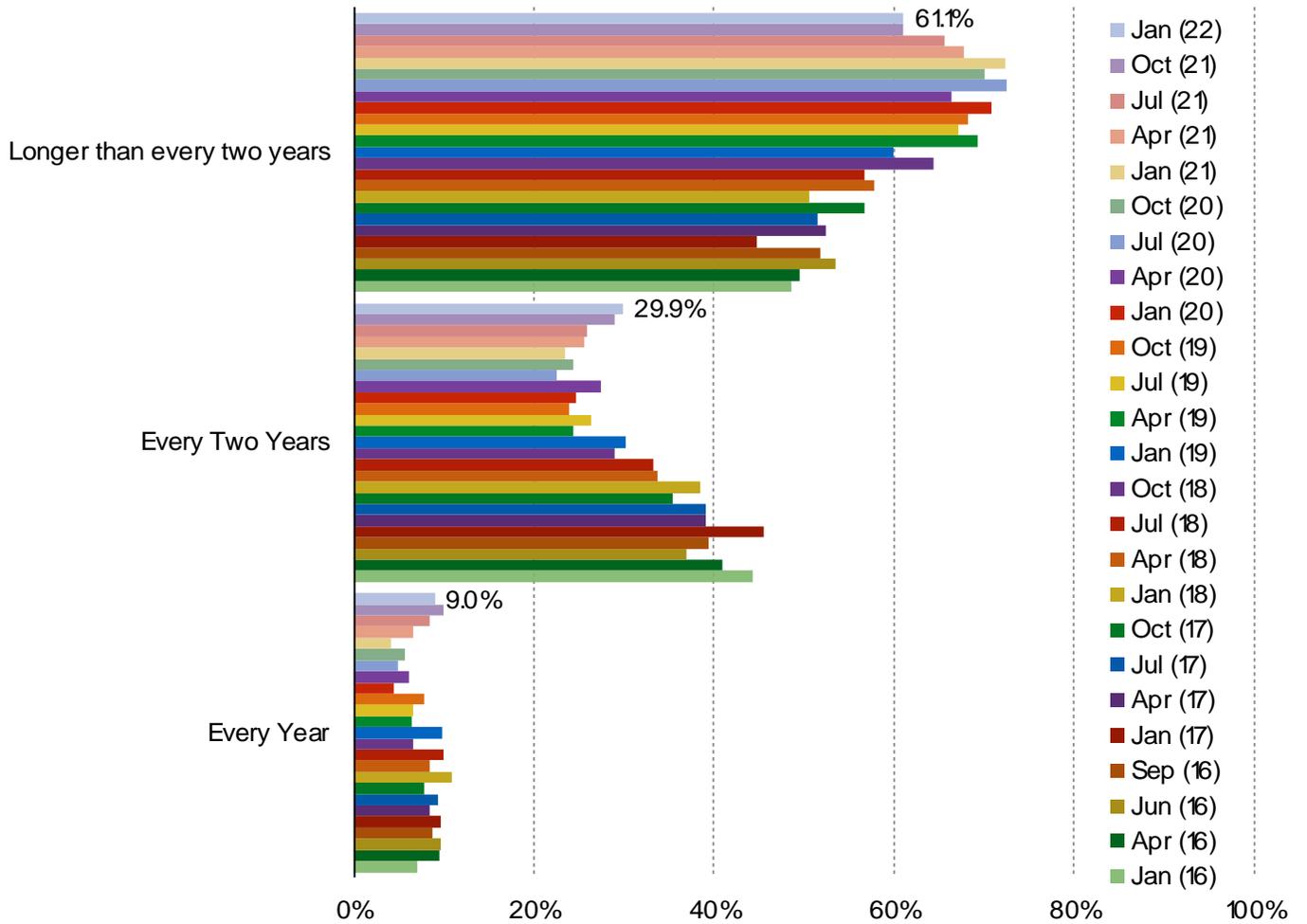
Consumer Electronics Purchases

- Amazon, Walmart, and Best Buy tested the best when it comes to recent consumer electronics purchases.

SECTION 1: SMARTPHONE REFRESH CYCLES

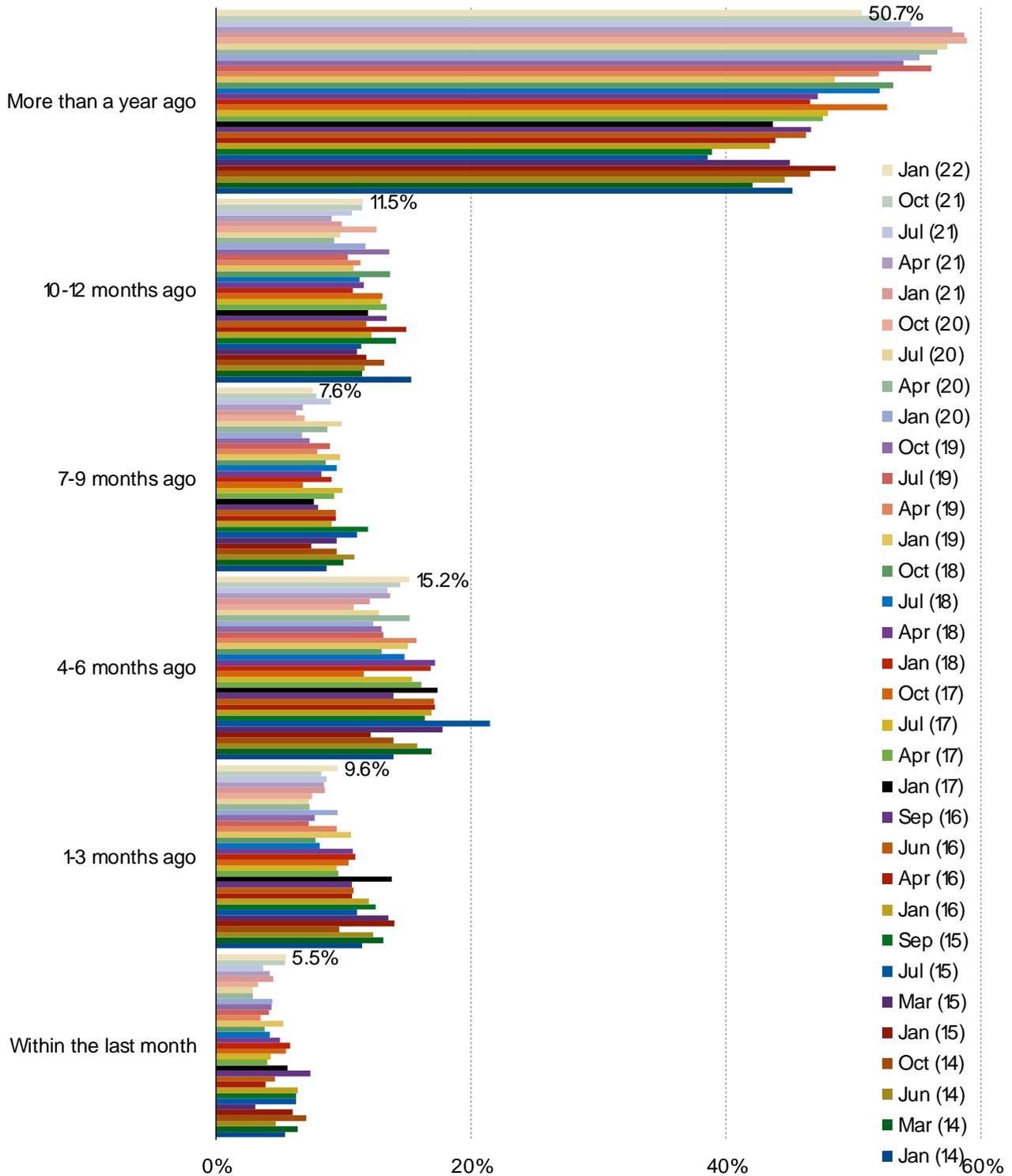
EXPECTATIONS FOR HOW FREQUENTLY CONSUMERS WILL PURCHASE NEW SMARTPHONES GOING FORWARD

This question was posed to smartphone owners.



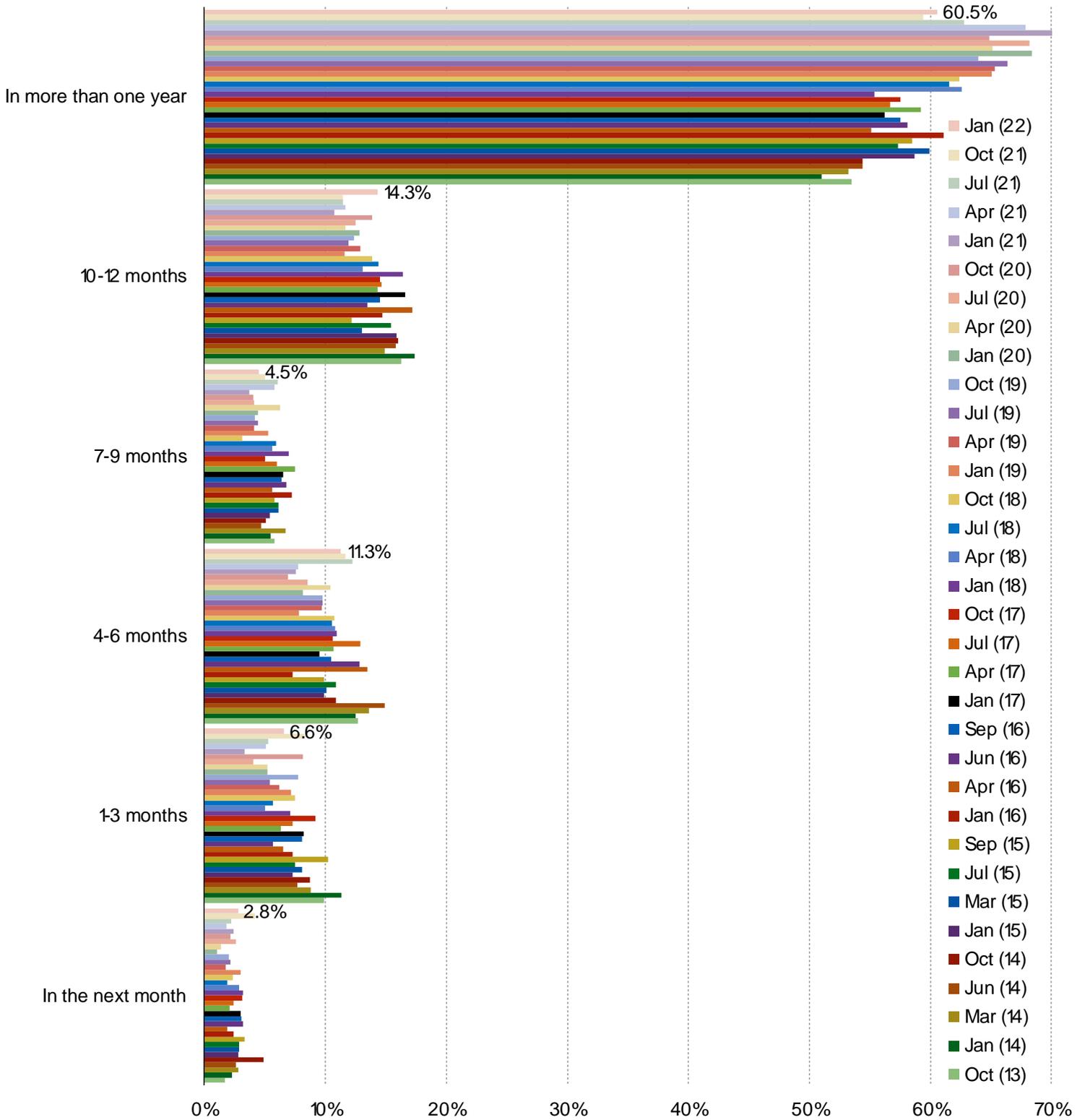
WHEN DID YOU GET YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.



EXPECTED DATE OF NEXT SMARTPHONE PURCHASE

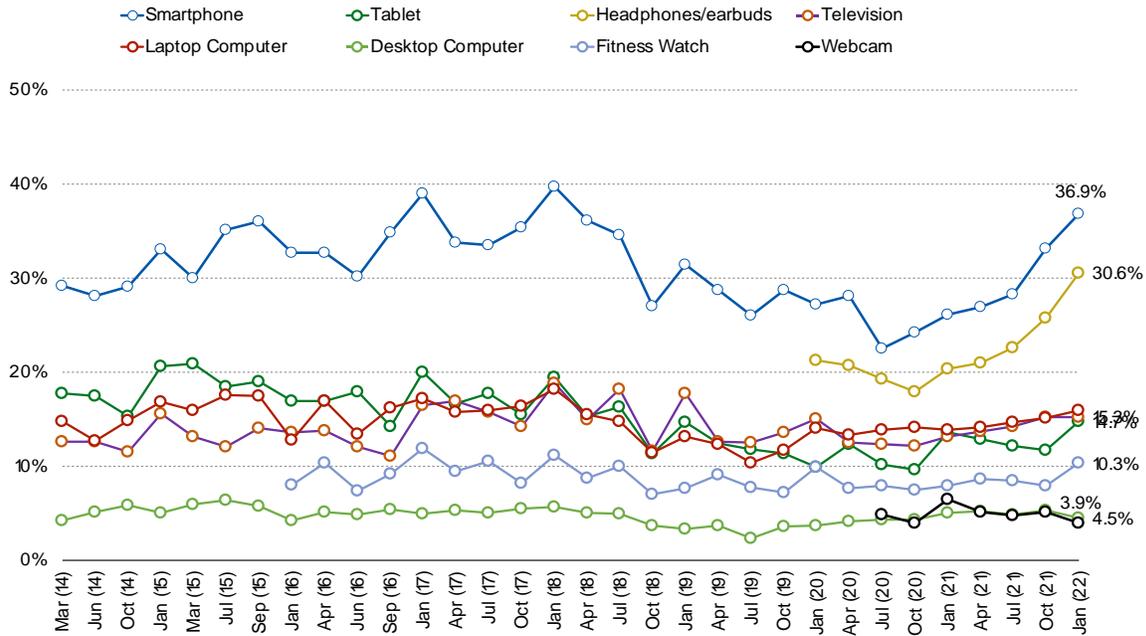
This question was posed to smartphone owners.



SECTION 2: PURCHASE ENGAGEMENT

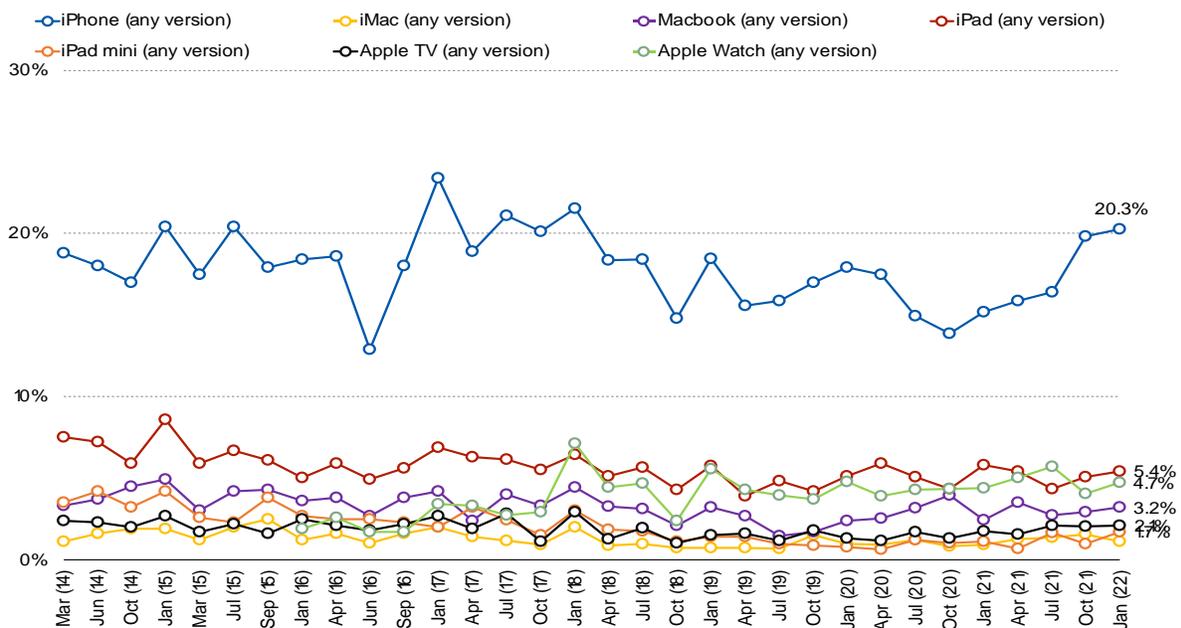
CONSUMER ELECTRONICS PURCHASES – PAST SIX MONTHS

This question was posed to all consumers.



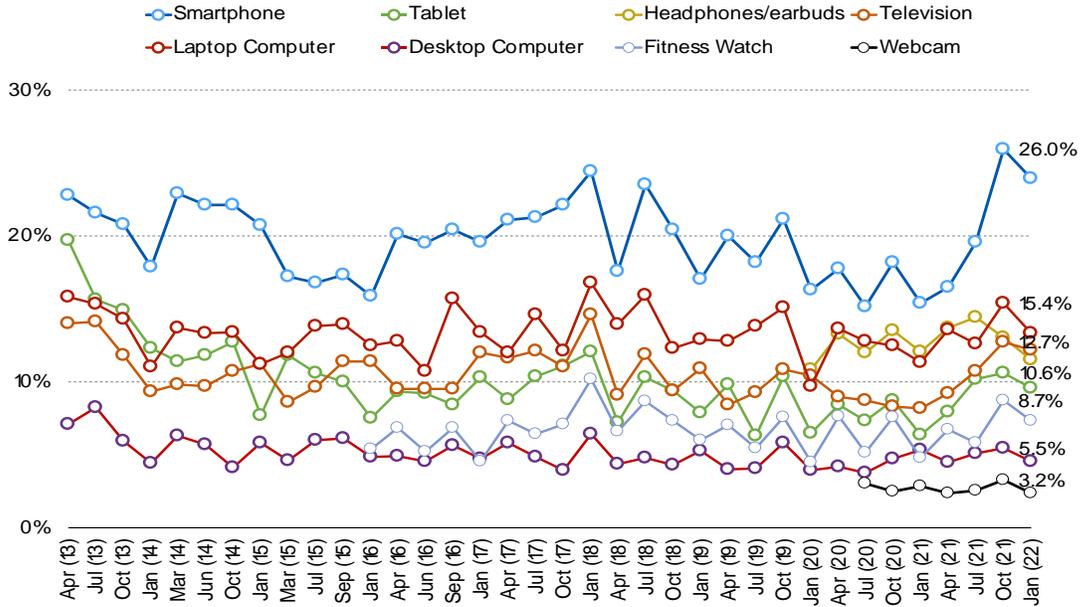
APPLE PRODUCT PURCHASES – PAST SIX MONTHS

This question was posed to all consumers.



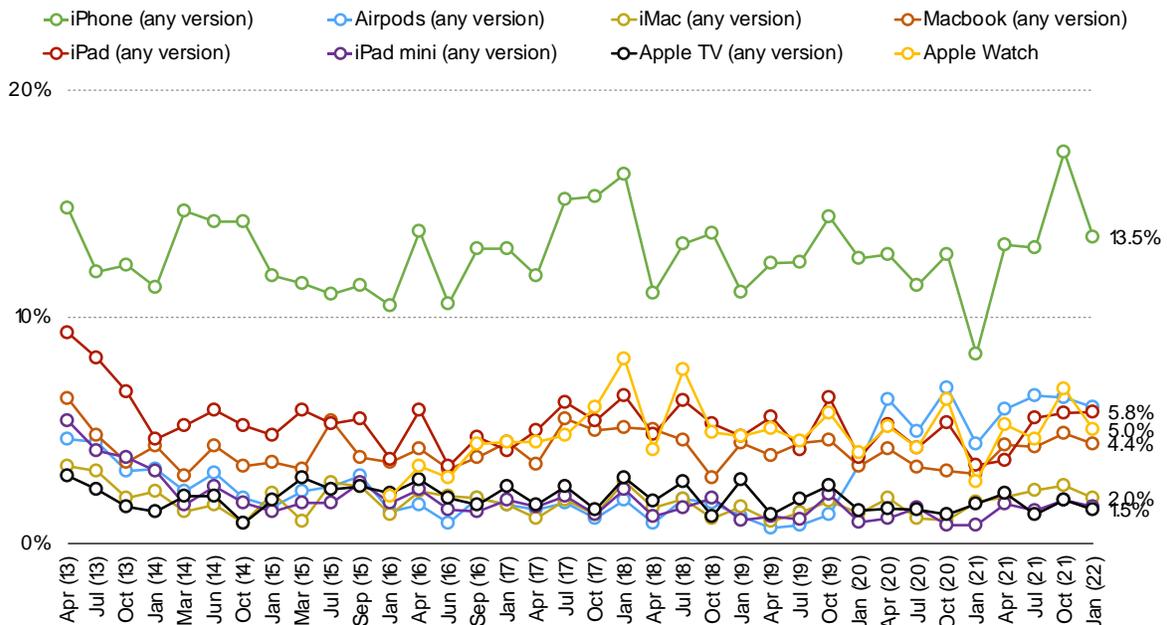
EXPECTED CONSUMER ELECTRONICS PURCHASES – NEXT FEW MONTHS

This question was posed to all consumers.



EXPECTED APPLE PRODUCT PURCHASES – NEXT FEW MONTHS

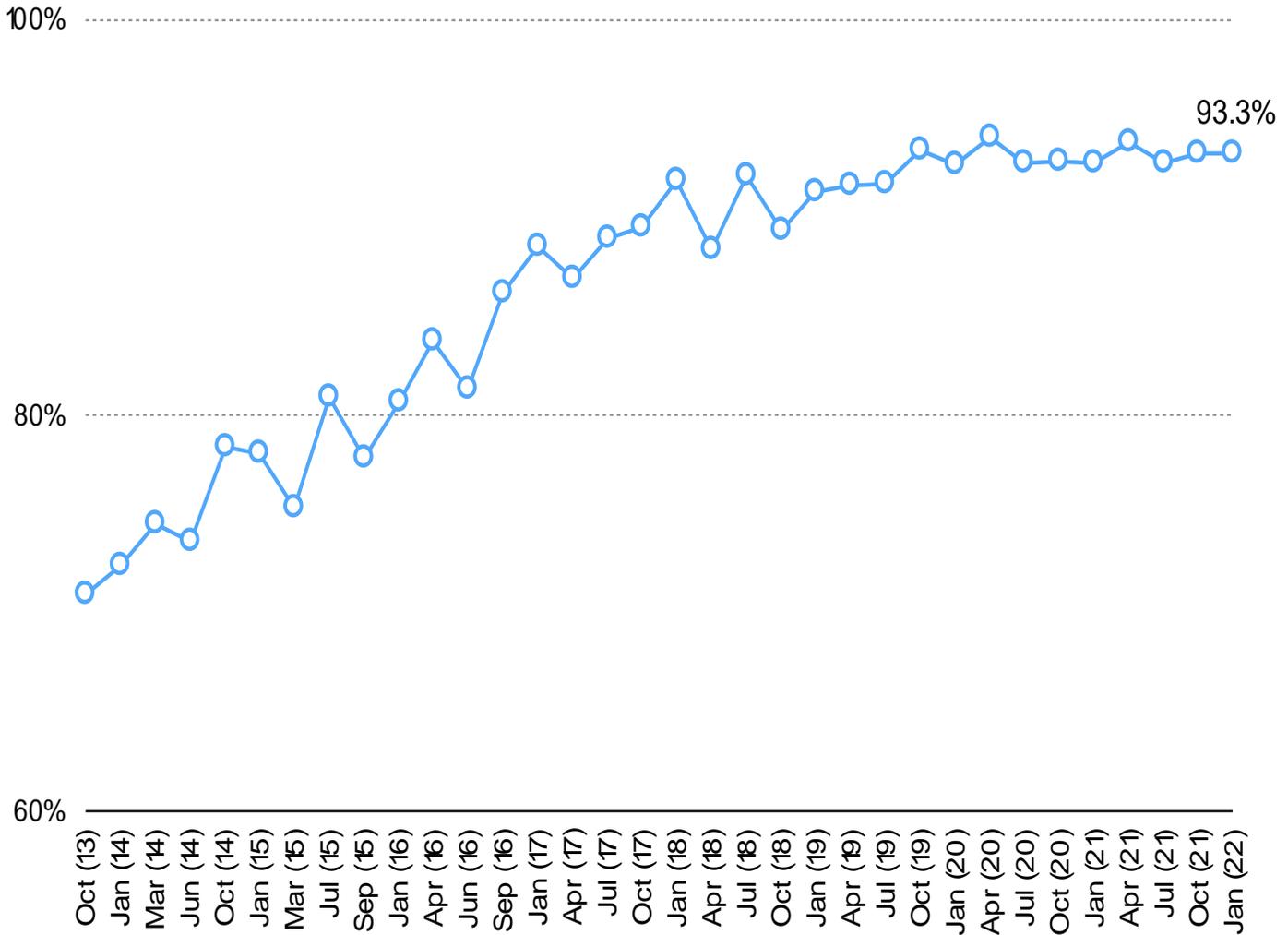
This question was posed to all consumers.



SECTION 3: SMARTPHONE MARKET SHARE

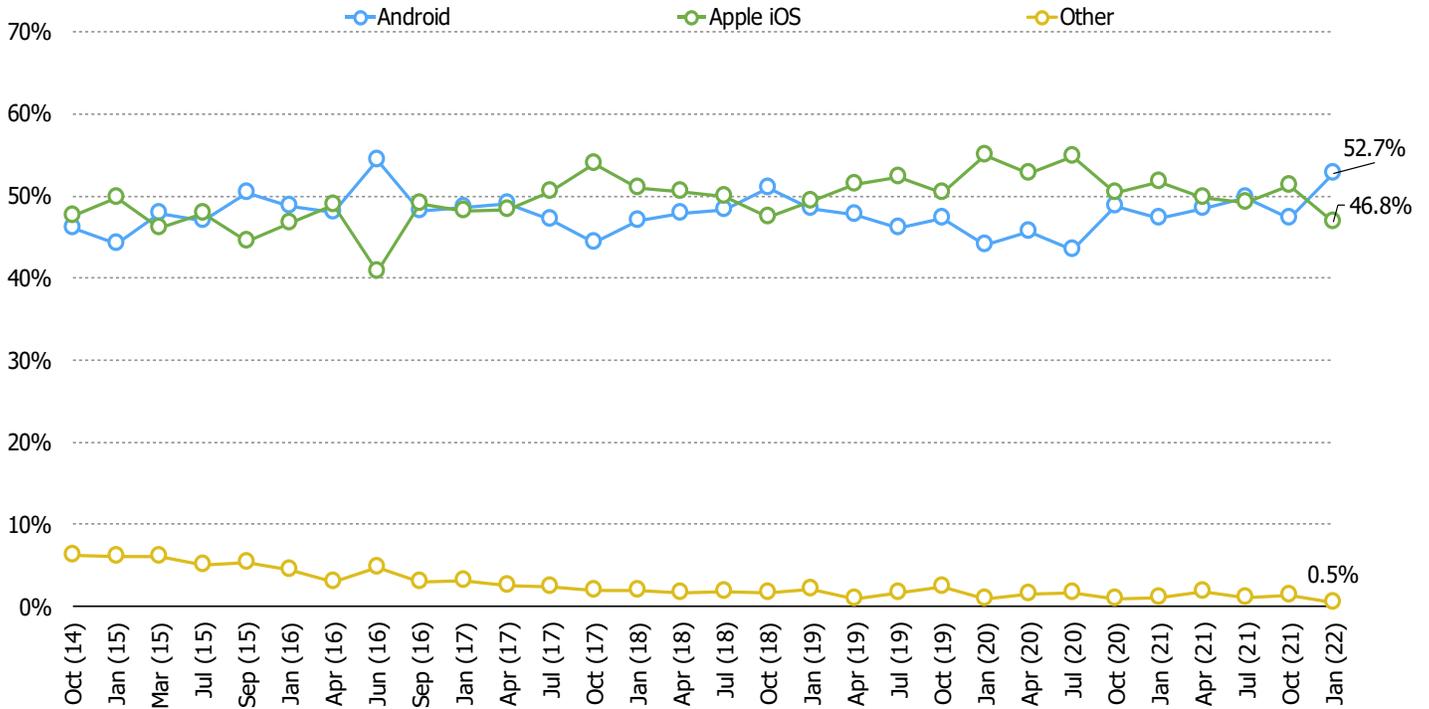
DO YOU OWN A SMARTPHONE?

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 IPHONE? (IE, WHY DID YOU CHOOSE AN ANDROID PHONE INSTEAD)?

This question was posed to Android owners.

I like my Samsung.

Better price and less complicated.

Expensive.

I like Android better, and I understand it.

It was cheaper.

No particular reason except they are very costly.

The phone I have is cheaper, I don't use it daily.

Because it's not FREE, and for fifty dollars is good enough for me.

I like the Android phone the best, it has the best operation system that I love.

I don't like apple products. Over priced.

Too expensive.

Because we are poor & can't afford an Apple iPhone.

Was not familiar with Apple phones.

Prefer Samsung.

I don't like apple products.

Cost too much.

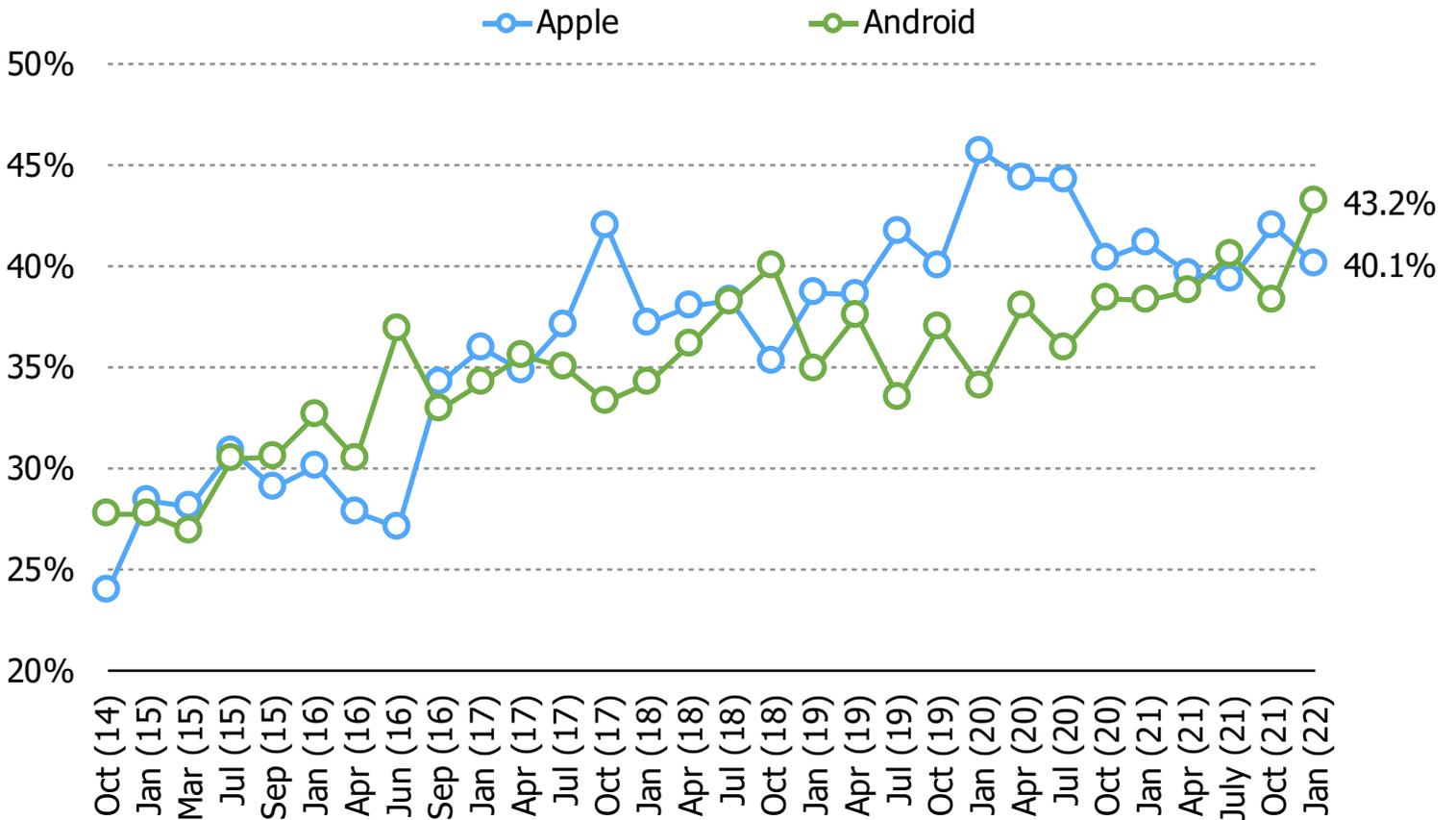
I prefer Android.

I don't like anything APPLE... They are WAY too expensive and I have NO problem using my Android!

I've always had an android since I started using cell phones, it's what I am comfortable with.

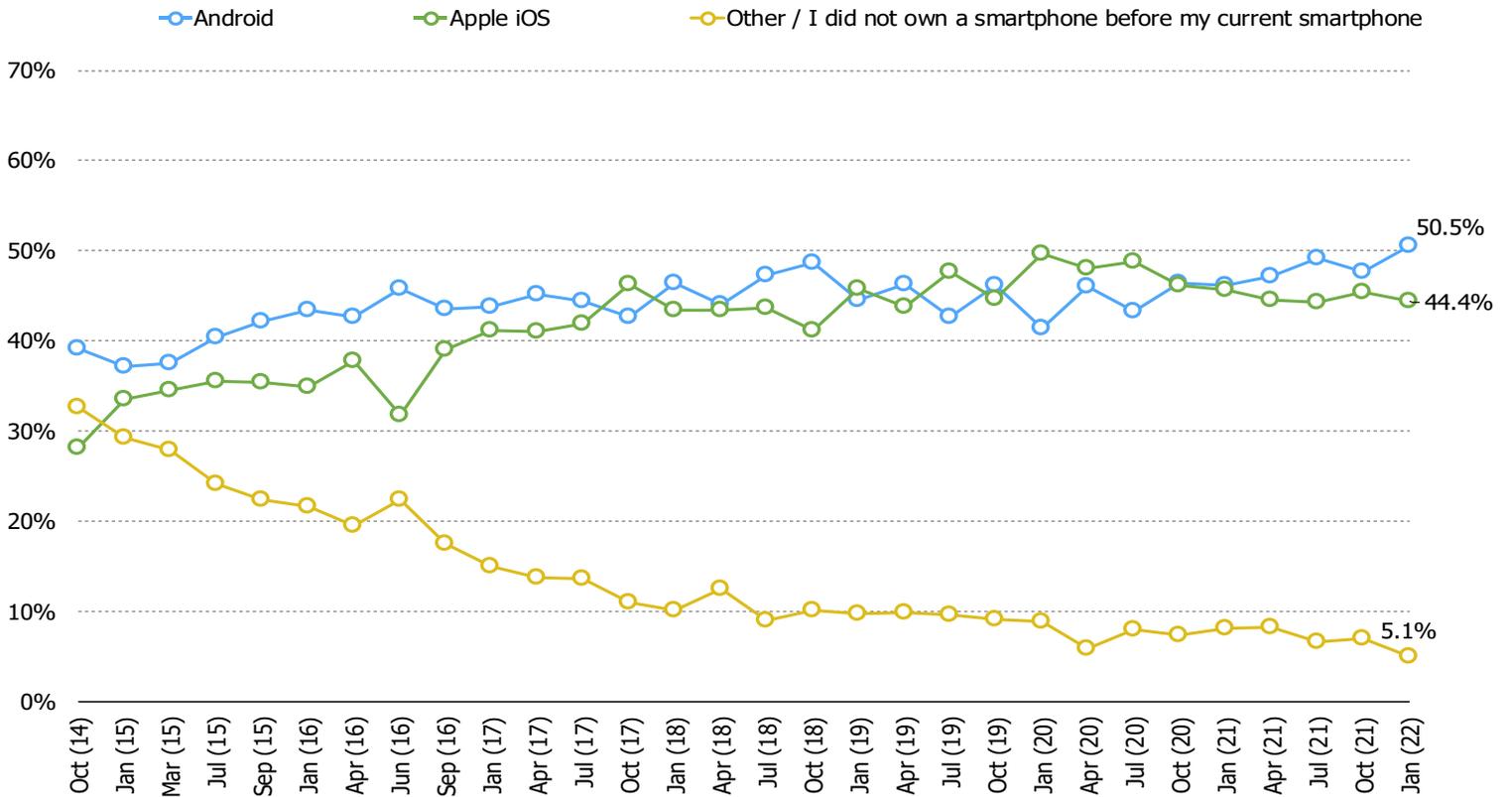
“TRIPLE PLAYS” – PERCENTAGE OF SMARTPHONE OWNERS WHO OWN THE SAME OPERATING SYSTEM FOR LAST PHONE, CURRENT PHONE, AND PLAN TO USE SAME FOR NEXT PHONE

This question was posed to smartphone owners.



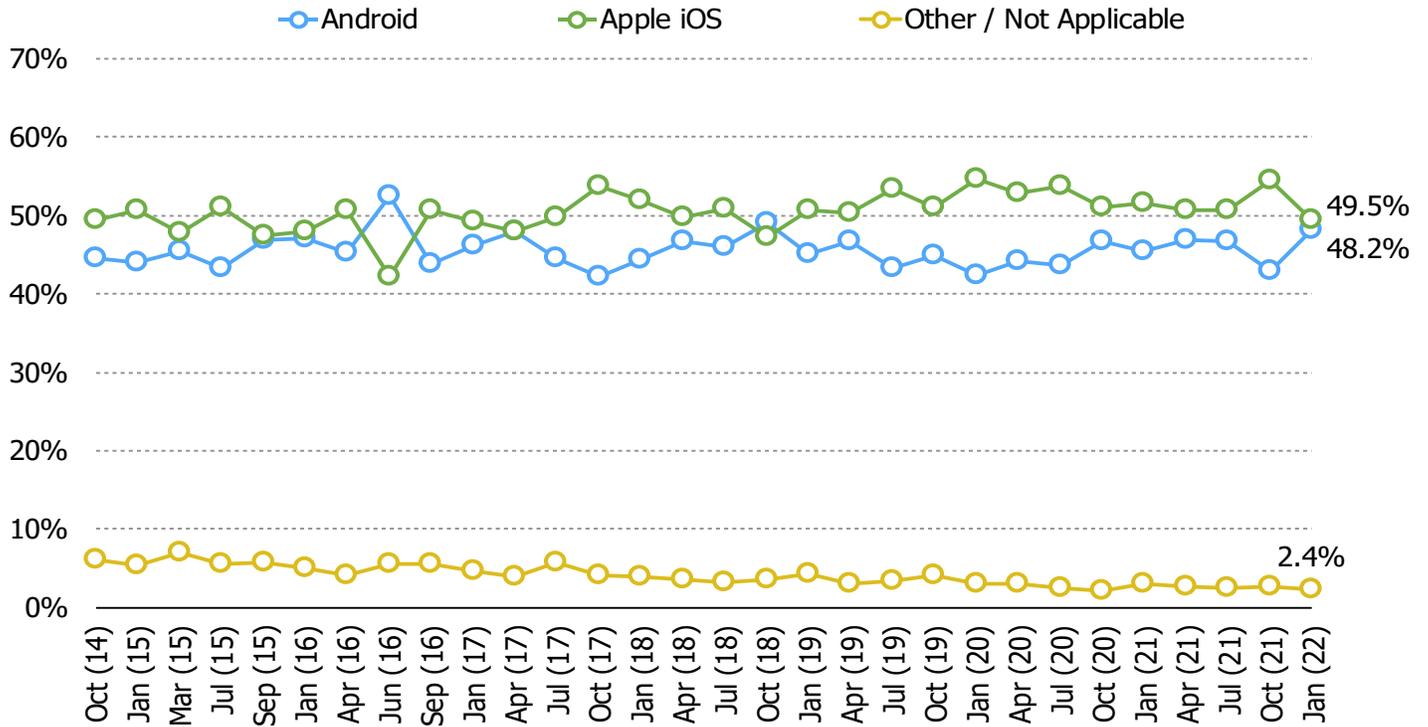
OPERATING SYSTEM FOR SMARTPHONE BEFORE CURRENT SMARTPHONE

This question was posed to smartphone owners.



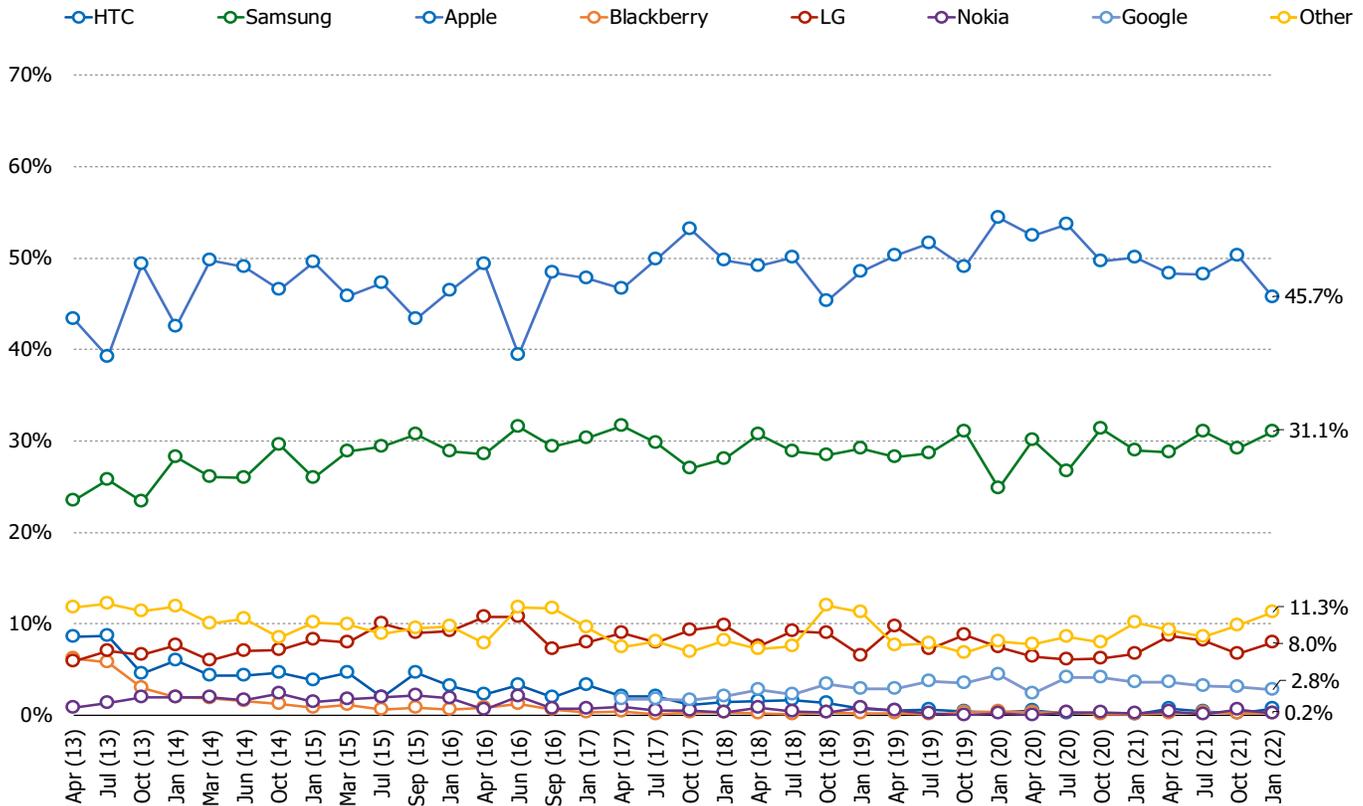
OPERATING SYSTEM FOR NEXT SMARTPHONE

This question was posed to smartphone owners.



MARKET SHARE - SMARTPHONES

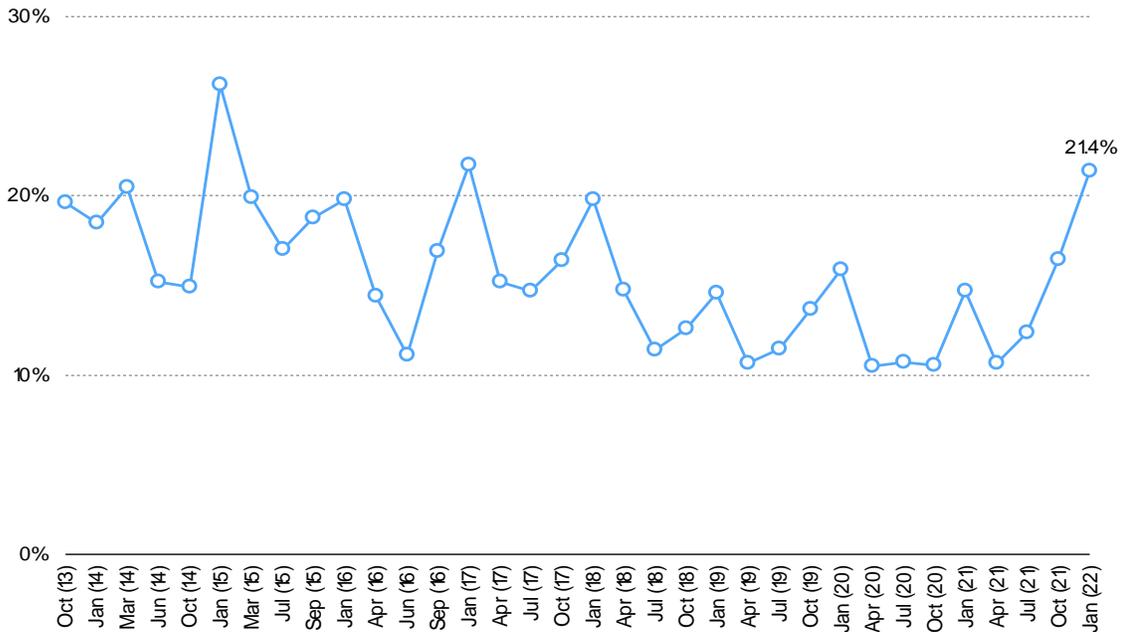
This question was posed to smartphone owners.



SECTION 4: IPHONE DYNAMICS

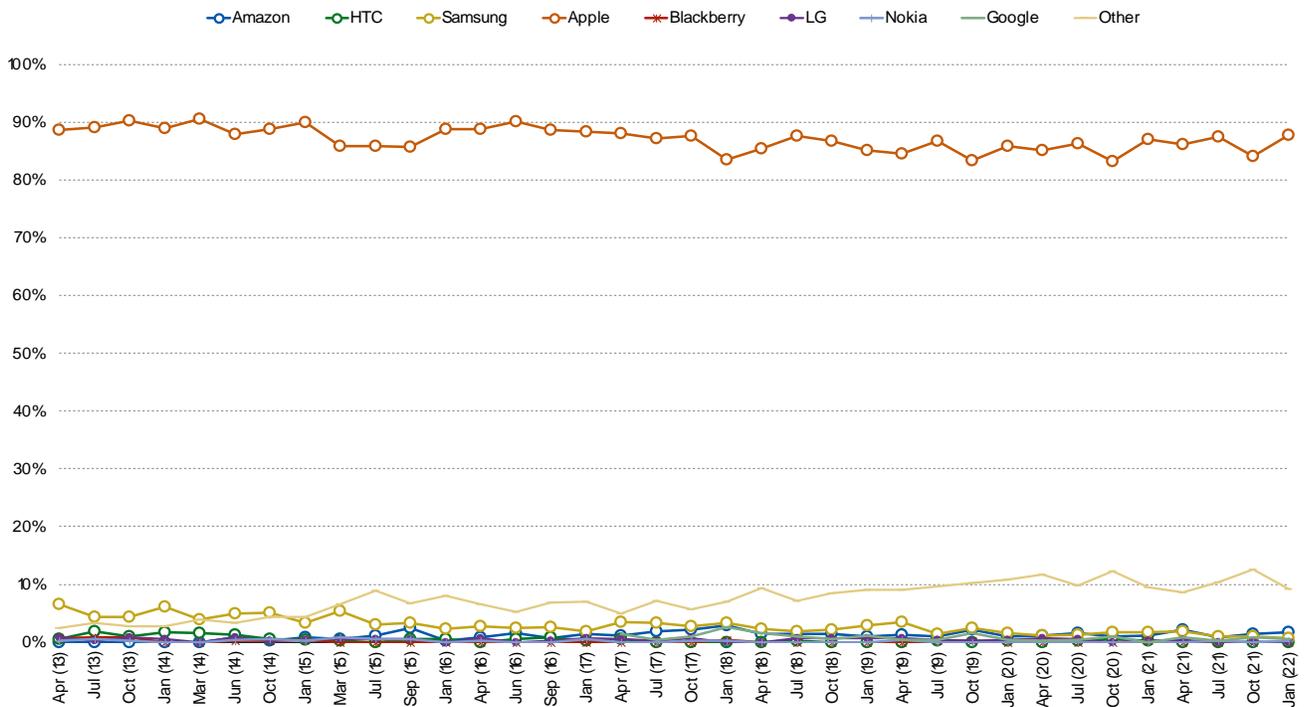
GOT IPHONE WITHIN PAST THREE MONTHS

This question was posed to iPhone owners.



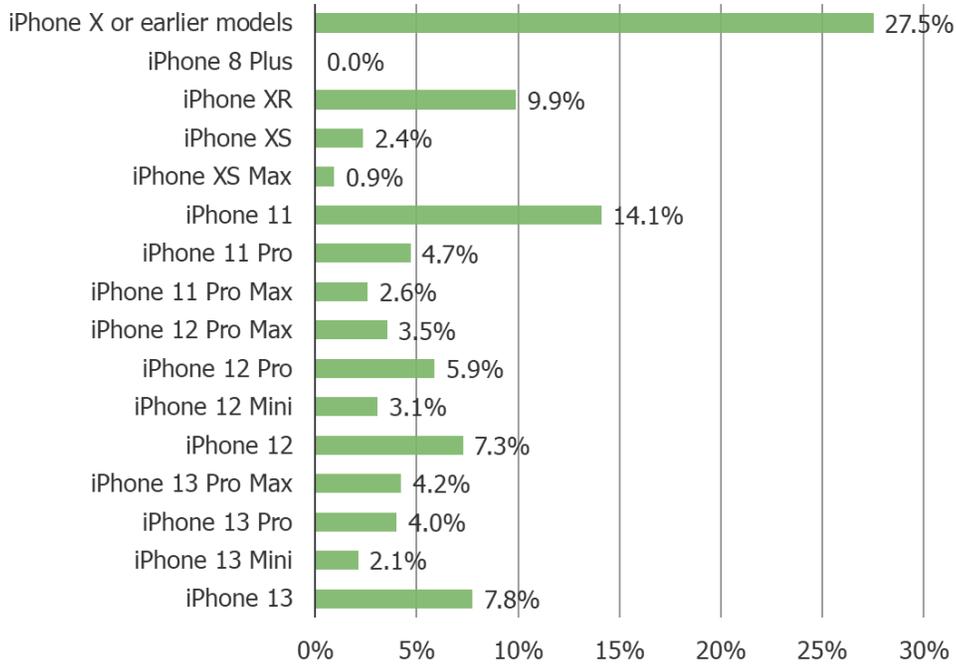
WHICH SMARTPHONE DO YOU PLAN TO GET NEXT?

This question was posed to iPhone owners.

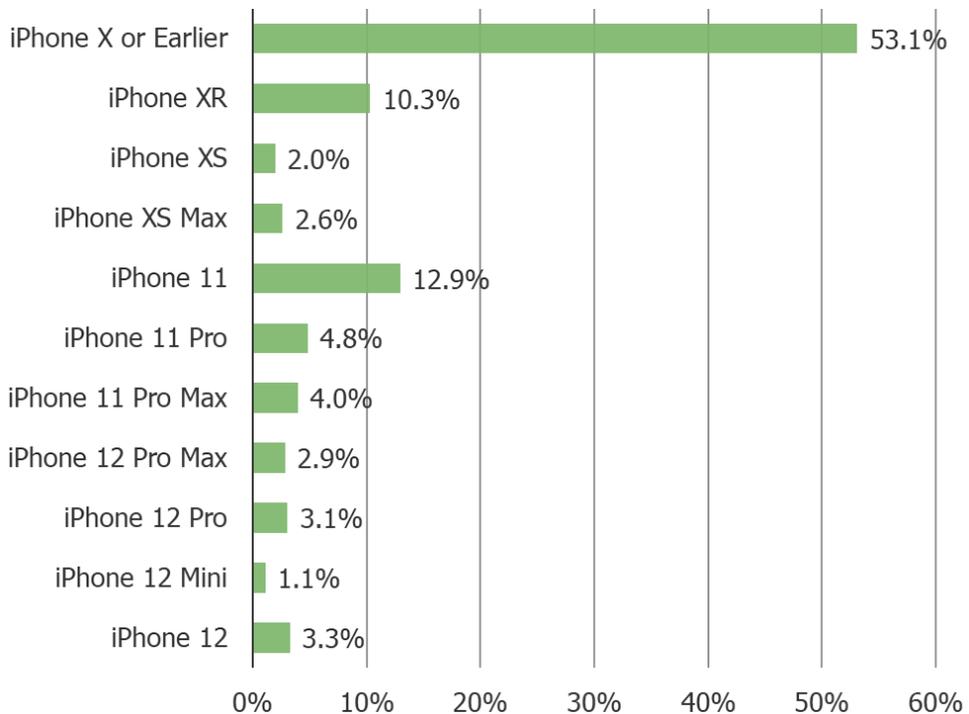


IPHONE MIX – WHICH MODEL DO YOU CURRENTLY OWN?

January 2022



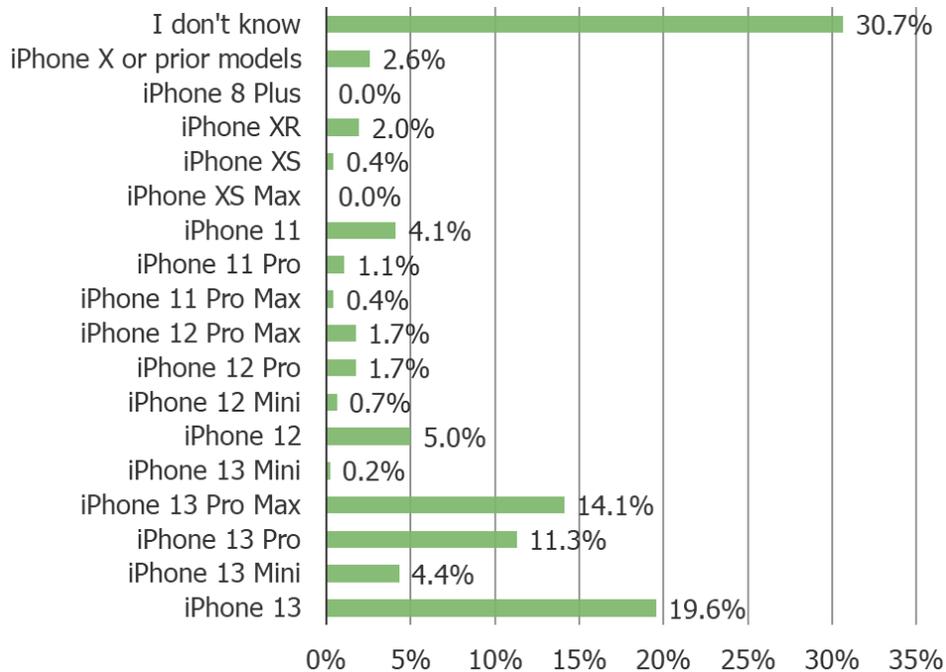
January 2021



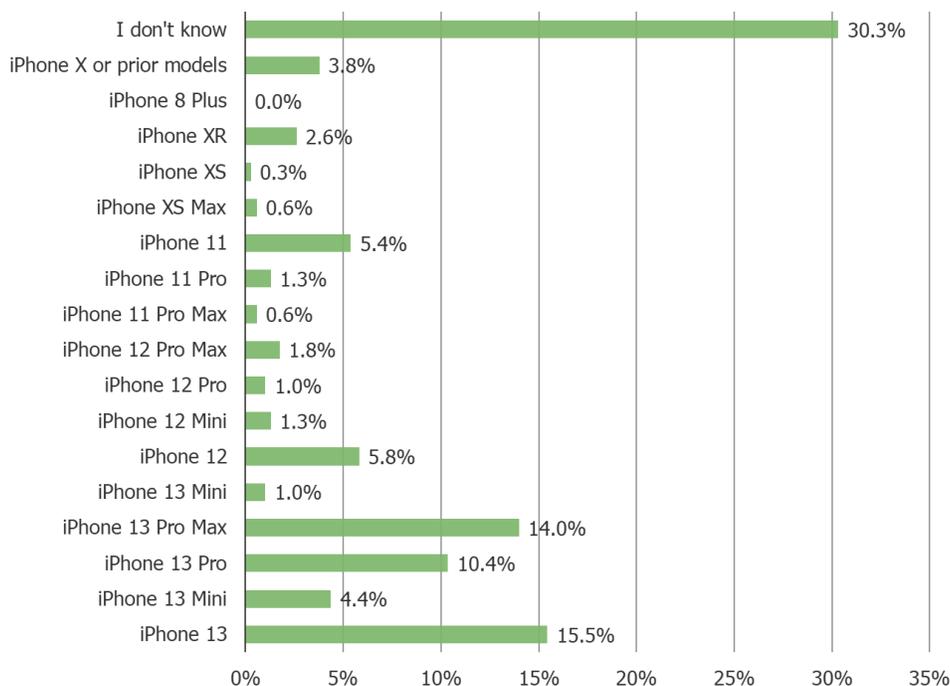
ALL SMARTPHONE OWNERS WHO PLAN TO GET AN IPHONE WHEN IT IS TIME TO GET A NEW SMARTPHONE – WHICH MODEL ARE YOU MOST LIKELY TO CHOOSE?

This question was posed to smartphone owners.

January 2022



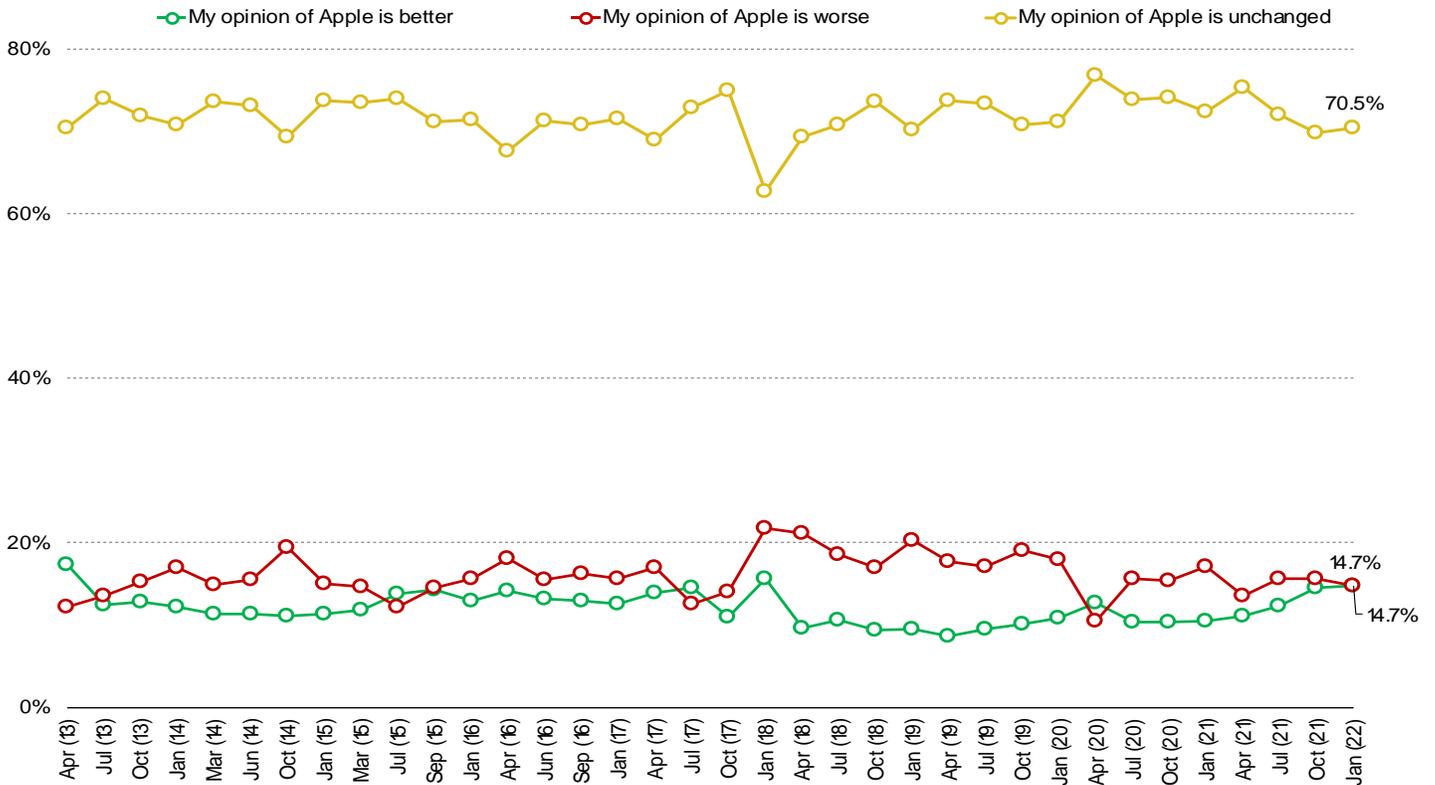
October 2021



SECTION 5: CONSUMER SENTIMENT

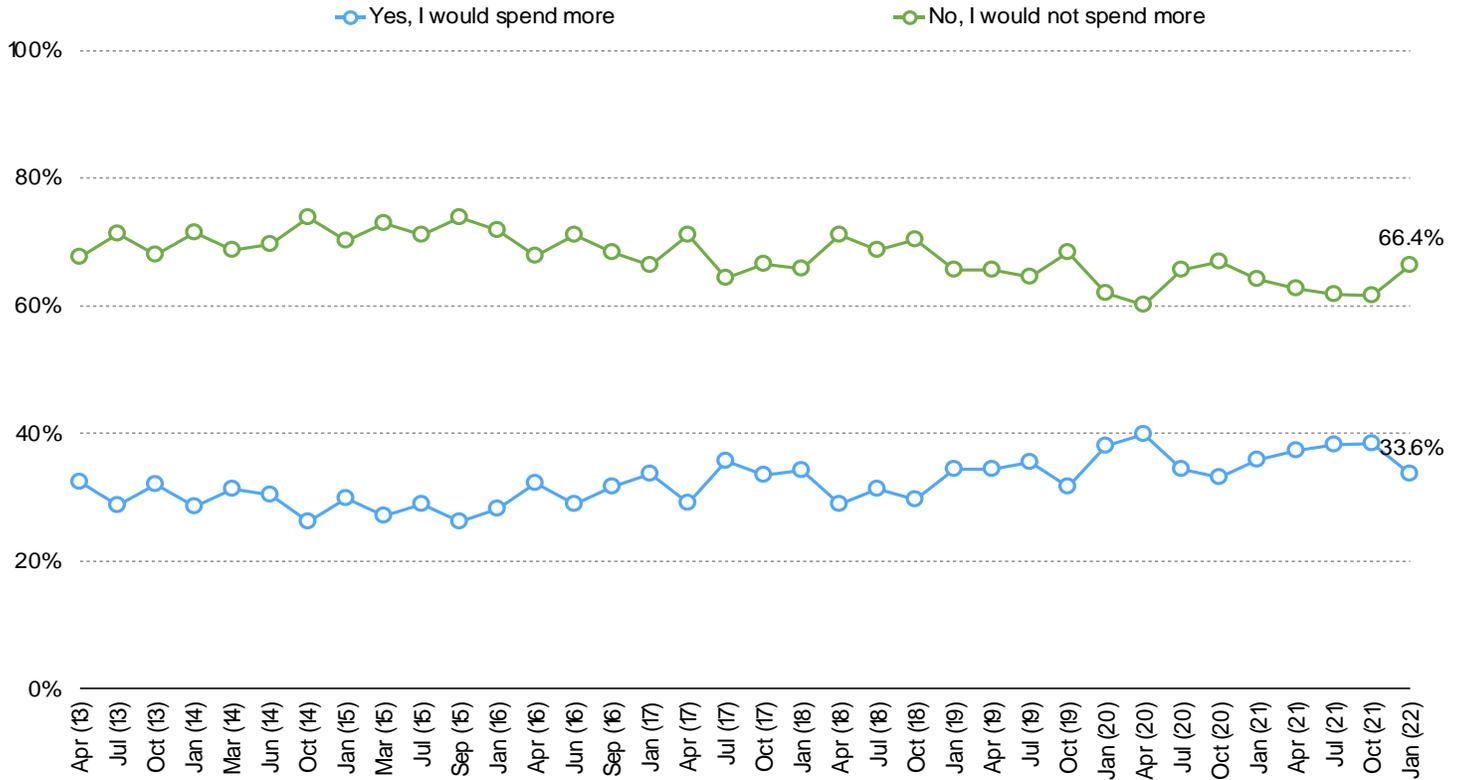
HAS YOUR OPINION OF APPLE CHANGED OVER THE PAST YEAR?

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?

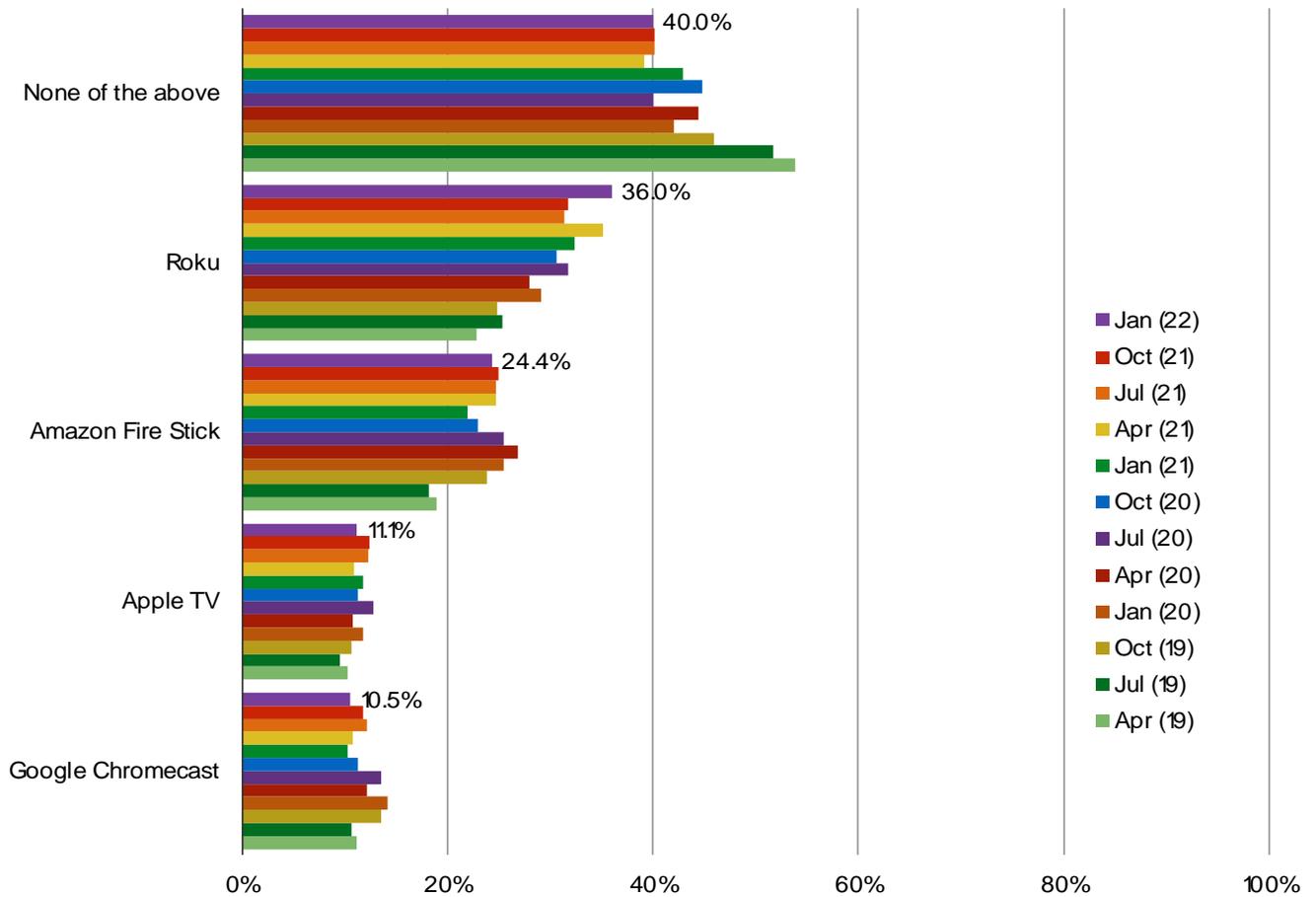
This question was posed to all respondents



SECTION 6: STREAMING PLAYERS

DO YOU OWN ANY OF THE FOLLOWING STREAMING PLAYERS?

This question was posed to all consumers.



SECTION 7: RETAILERS

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

