

# Bespoke Survey Research

January 2025

## Consumer Electronics

Volume 48 | Quarterly Survey

1,000 US Consumers Balanced To Census

Tickers Covered: AAPL, AMZN, GOOG, Samsung.

### **Key Takeaways:**

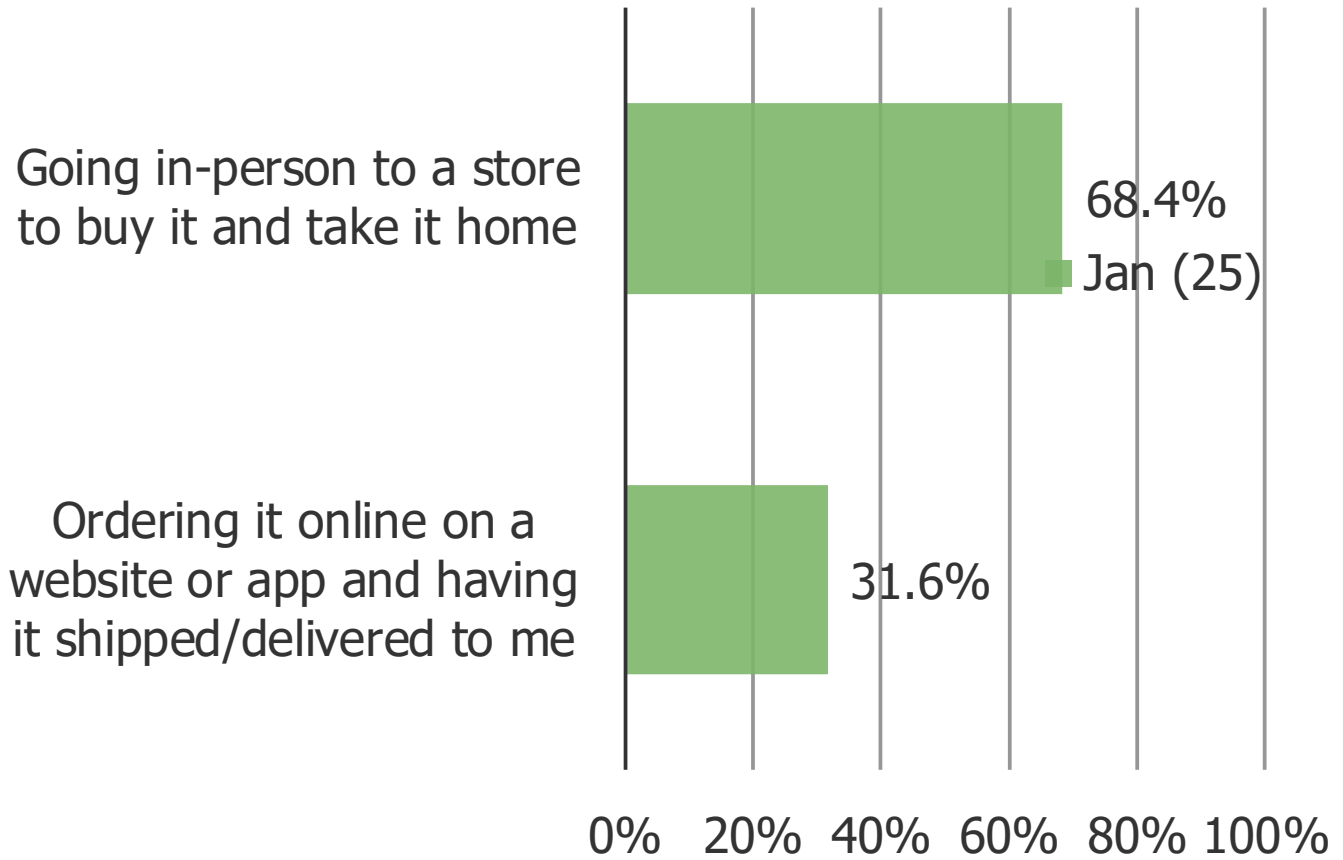
- ❑ 53.6% of iPhone owners are at least somewhat interested in a foldable iPhone. Interest appears to be stronger in a phone that is more of a traditional flip phone (up and down) as opposed to a left to right fold.
- ❑ Familiarity with both Apple Intelligence and iOS 18 has increased q/q. Interest in using an iPhone / iPad / PC with Apple Intelligence on it has been roughly consistent at just above a 3/5 since we started asking about it in July of 2024. That said, the share of iPhone owners who said they would buy a new iPhone if Apple Intelligence is released and they learn that their phone does not allow them to use it increased sequentially.
- ❑ Interest in AI has grown in our surveys. The share of consumers who say that they could see themselves buying a new smartphone or laptop if they work better with AI related apps has increased over the past year.
- ❑ Around 2/3 of consumers prefer to shop in-store for a new smartphone vs. ordering online and having it delivered.
- ❑ Consumers have a generally positive opinion of both in-store and online purchases of smartphones; however, ratings are slightly more favorable for in-store vs. online based on this initial check.
- ❑ New camera features continue to be the main driver of new smartphone purchases. An increasing number of consumers also cite the age of their phone as a motivation behind upgrading, while a smaller share point to new AI features as the main driver of smartphone upgrades/purchases.
- ❑ Smartphone refresh cycles are stretching out a bit q/q.
- ❑ On AI in the workplace and hardware, an increasing share of respondents indicate that they use AI chatbots at work daily.

# RECENTLY ADDED QUESTIONS

---

WHICH OF THE FOLLOWING DO YOU THINK IS THE BEST WAY TO BUY A NEW SMARTPHONE?

This question was posed to all respondents.



RESPONDENTS WHO PREFER ONLINE – WHY?

- Avoid crowds
- because I don't have time to shop in person.
- Because it's easier
- Because it's more convenient for me.
- buying thru carrier is more convenient
- Can get a year old phone for much less than new without a contract.
- choice of phones; availability; convenience.
- Compare specs.
- Convenience
- convenience
- Convenience
- convenience
- Convenience
- convenient
- Disabled
- Don't have to deal with pushy sale people
- Easier
- Easier
- Easier
- Easier
- Easier no stores near me
- Easier and more options
- Easier to use
- easy
- find cheapest one possible
- Get a better deal.
- I always research for a while before so I know what I want
- I can no longer drive
- I do not have to leave home
- I don't like dealing with the public
- I don't have a car. I can't go "shopping".
- I gets a better deal online. No pressure to buy.
- I hate dealing with sales personnel
- I just picked an option
- I know the in brand I want to buy and the model when I purchase cell phones.
- I like being able to see a physical phone and to know exactly what I'm purchasing. As well as take it home at the time of purchase
- I never leave my home.
- I ordered my last phone on line it was easy and I would order my next phone the same way. Buying a phone in person is time consuming and gets you no better product.
- I prefer online ordering for a smartphones so I can buy unlocked from the manufacturer
- i think they both have advantagws and disadvantages.
- I would delegate this to somebody who knows what they're doing
- I'd do either one
- I'd do either one
- I'd sooner welcome ordering it online before going out.
- If I order it my my provider it is less expensive.
- if you know what phone you want
- is not important to see before purchase
- it is convenient
- It is less of a hassel to do it online.
- it is usually cheaper
- it just saves time and i hate salesman
- It's easier
- it's easier and faster
- Its easier to shop for phones without an agent trying to sell you something you don't want.
- It's more convenient.
- It's simpler
- More choices
- More convenient as I live in a rural area not near a store.
- more simple
- No comment
- no waiting in line i.e. convenience
- Online because I don't wanna be talked into anything
- Prices are typically better.
- Saved the activation fee
- THE BEST DEALS SEEM TO BE ONLINE
- The number of stores that sell phones close by are few, and their selection is small.
- they all cost you a arm and leg to buy.
- Usually can get a much better price online.
- Usually there is enough information of the features I am interested in, prior to purchasing a smartphone, so assuming that is the case purchasing a cell phone is more convenient for me.
- You don't have to deal with pushy sales people
- you get better deals online although I have purchased both ways

RESPONDENTS WHO PREFER IN-STORE – WHY?

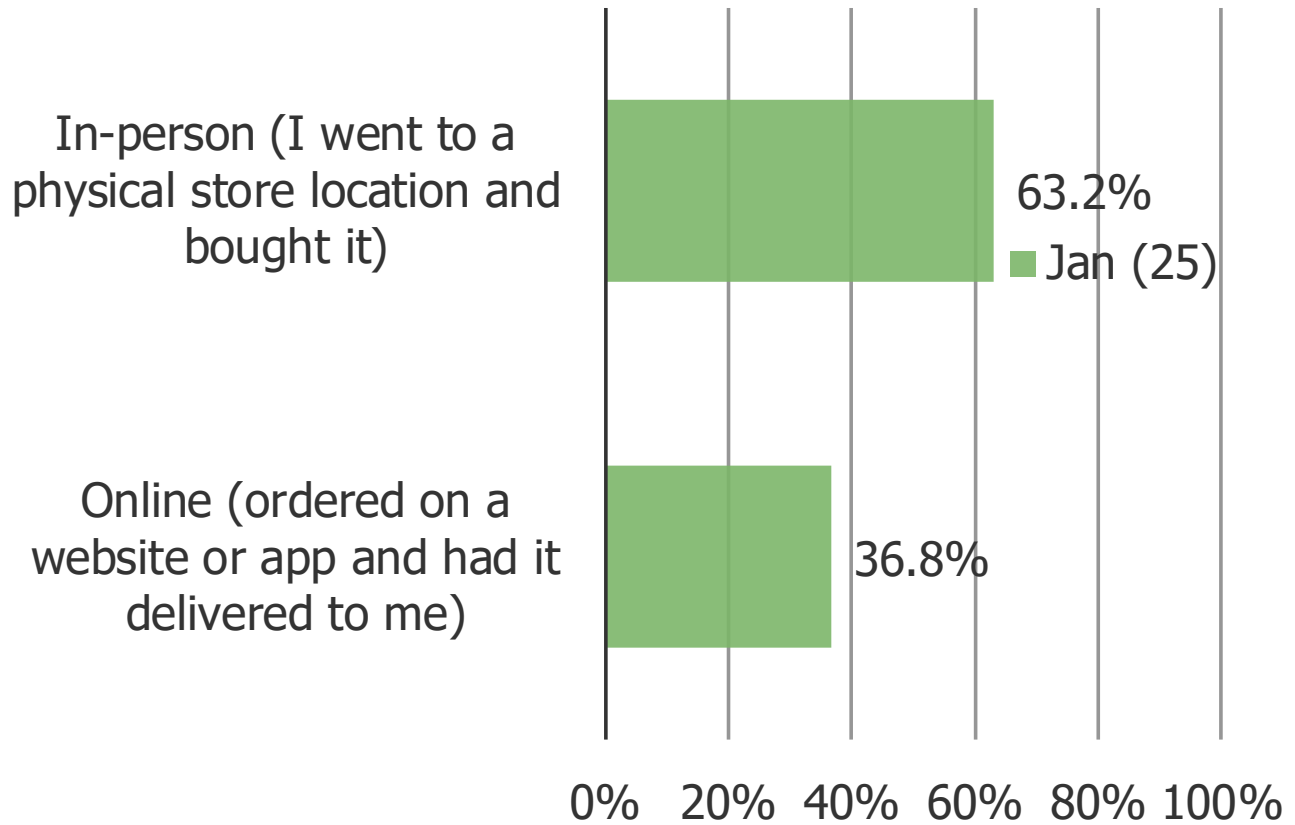
- test it out
- a person to help set it up
- Asking questions you need to
- Because I can get it without waiting
- Because I like to be able to touch and feel the phone
- Because it's safer and you stay in the know about what your buying and getting
- Because you get to ask and get answered any questions you have about the newer versuibs,
- Because you get to feel the phone and see how You like it
- Being able to physically try the phones
- Being able to see and feel it
- being able to transfer data at the store
- Better observation
- Better speaking with human.
- Can get better deals in-store
- Can get right away and can get help setting it up
- Can have it set up & ready to use
- Check it out first
- Close and personal is better.
- Convenient get to physically see and hold
- Customer service representatives are more efficient in person!
- Customer service.
- Don't know don't care
- Download my pictures etc
- face to face
- Faster and more accurate selection
- For me, nothing beats going in person to see the different phones they have available
- Get a chance for a face to face talk about the phone and its features
- Get a feel for it
- Get better deals
- get the one you want.
- Gives buying a cellphone more of a personal experience.
- Have Qual cities explained
- hopefully all questions can be asnswered
- I absorb info better in person
- I can see it and ask an associate questions about it.
- I don't like to wait
- I don't know how to switch things over
- i don't like buying things online
- I have ordered online before and the phone was smaller than I expected
- I like being able to talk with a person about products or if I have questions
- I like doing it in store.
- I like hands on
- I like seeing it and the associates can shout me the options in real time
- I like the hands on experience
- I like to actually see it,hold it.
- I like to ask questions to a real human
- I like to feel and touch it
- I like to hold them and use them before buying
- I like to hold them in my hand
- I like to physically see and feel what I'm buying
- I like to see it and check functionality then leave with it in hand.
- I like to see it in person.
- I like to see the looks of it and feel it
- I like to see the phone demoed to me
- I like to see what phones there are in person
- I like to touch
- I need to have someone who is knowledgeable show me the benefits and workings of the new phone before I purchase.
- I prefer this
- I prefer to see in person what I am buying.
- I prefer to see it and see how it functions before buying
- I think being able to touch and feel it, as well as maybe use a promotional version helps you decide whether it is the right smartphone for you.
- I think either one is fine, just depends on convenience
- I want to physically check my purchase
- I want to see and touch it
- I want to see how they look and feel for me.
- I want to see what it looks like
- I want to talk to the staff to make sure I get all the information available to me.
- I would need a lot of help
- I'm never going to buy a smartphone.
- In case I see a better choice
- In person is always better, the hands on feel and exploration of devices is always better
- In person you can try and see all options available
- In the store they can move the data off the old phone to the new phone easier than I can on my own.
- It help me know more about the phone from the sales person
- it works best this way for me
- Its always better in person
- It's better
- Its better to test the feel of it in your hand before you buy
- It's easier to get opinions on the product
- just like dealing with a person
- Like in person shopping
- Like the personal touch
- like to be able to ask questions.
- Like to be able to see what I am buying in person
- Like to see what I am getting

RESPONDENTS WHO PREFER IN-STORE – WHY? (CONTINUED)

- look at it
- May be in store rebates. I actually don't have a preference but I couldn't select both optional
- More informed on the product.
- More personal
- Need to ask questions
- No preference really, but I enjoy meeting with the Apple store employees
- Obtain it quicker
- Personal help is still best
- Phones get stolen upon delivery
- Physical product is more appealing
- Prefer to hear the benefits first hand
- See exactly how it and feels. Check the features.
- See it and go ahead and have it in hand
- Seeing the item is better,
- Simple, because that is the way I do business period.
- So i can get it up and running there
- So I can pick the one I actually prefer and look at all my options.
- So I know what it feels like in my hands
- So you can handle it
- So you get a feel for what it looks like, how it feels in your hands, etc
- Sometimes when you order something it's different than expected
- Testing it first
- That's the way I always do things
- The clerk can explain it to me, set up the things I need, transfer all my info. from my prior phone, and teach me how to maneuver it.
- Then you can get a good look at it and have a chance to play with it to see if it is the right phone for you.
- Then you get to see and feel how of how the phone is gonna be in your hand
- There is a person to talk too.
- they dehumanize everything, the least we could do is buy the darn phone fro a real person
- They help me set it up.
- this way i can see how it works
- This way I could see what I'm buying
- This will allow you to see what you're getting and address any issues at the moment.
- To actually see
- To ask questions went I need to
- To get clear instructions on site
- To make sure I get the plan I want for the price
- To make sure it doesn't break and is actually what I want.
- To see it and touch it.
- To see what I'm purchasing hands on.
- to see what you are buying upright
- Touch and feel
- Touch, feel, discuss with salesperson
- You can actually see the phone and better understand the benefits it offers
- You have to hold it in your hand to see if it feels good for your use,

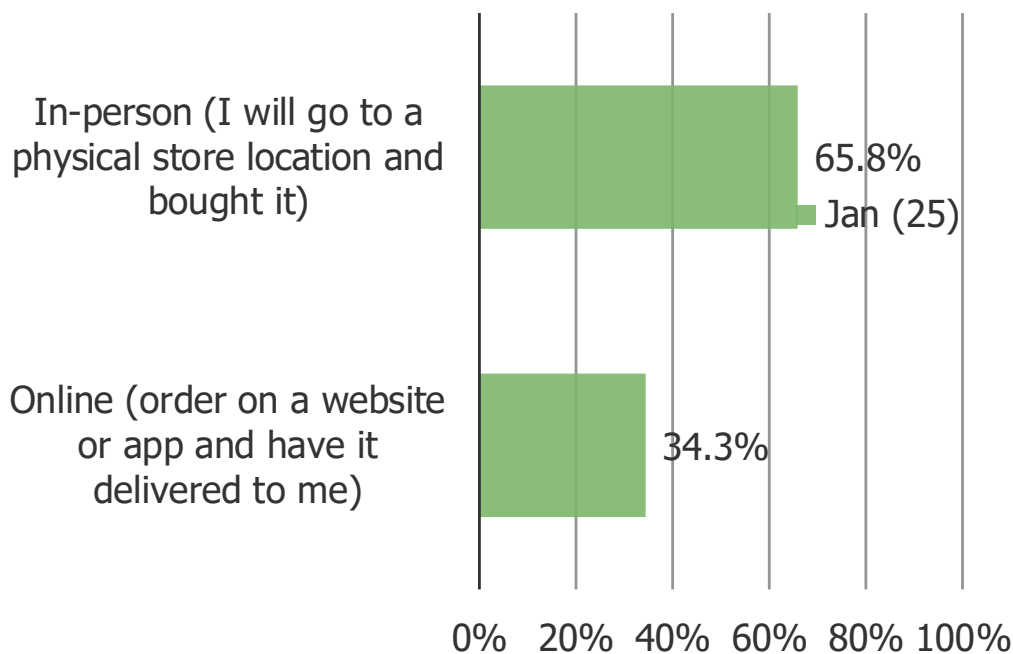
THINKING ABOUT THE SMARTPHONE YOU CURRENTLY OWN, HOW DID YOU GET IT?

This question was posed to all respondents.

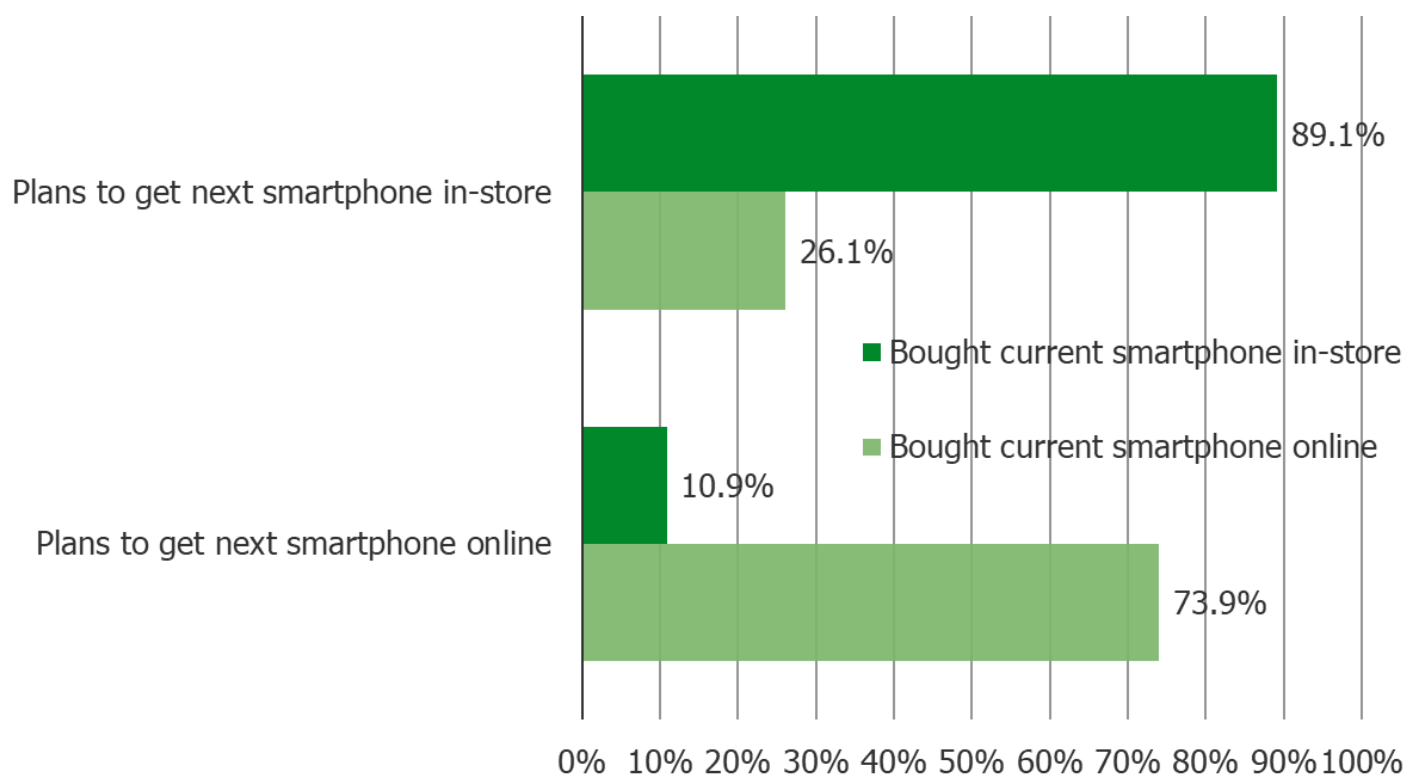


THINKING ABOUT YOUR NEXT SMARTPHONE, HOW WILL YOU GET IT?

This question was posed to all respondents.



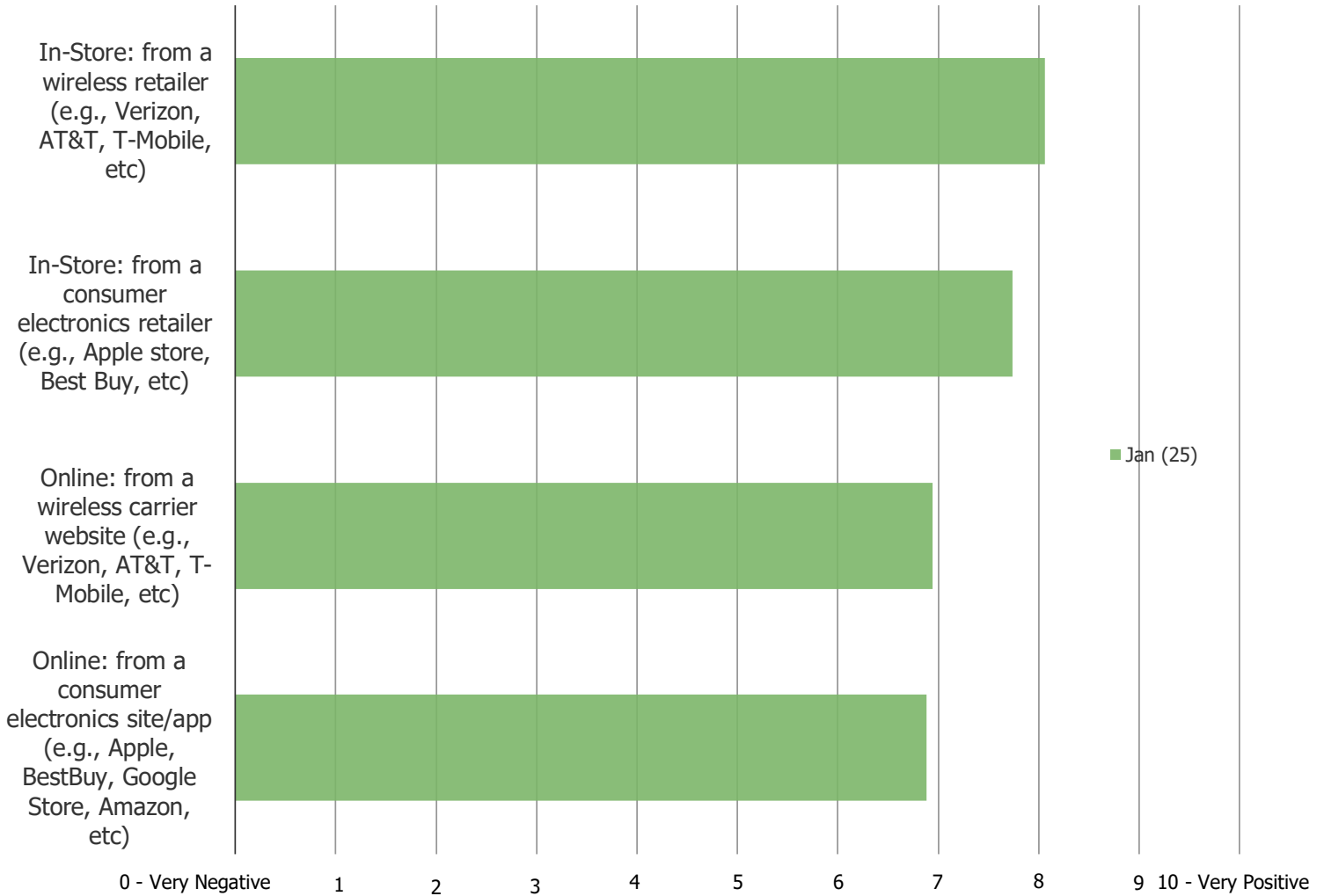
Cross-tabbed by how respondents got their CURRENT smartphone...





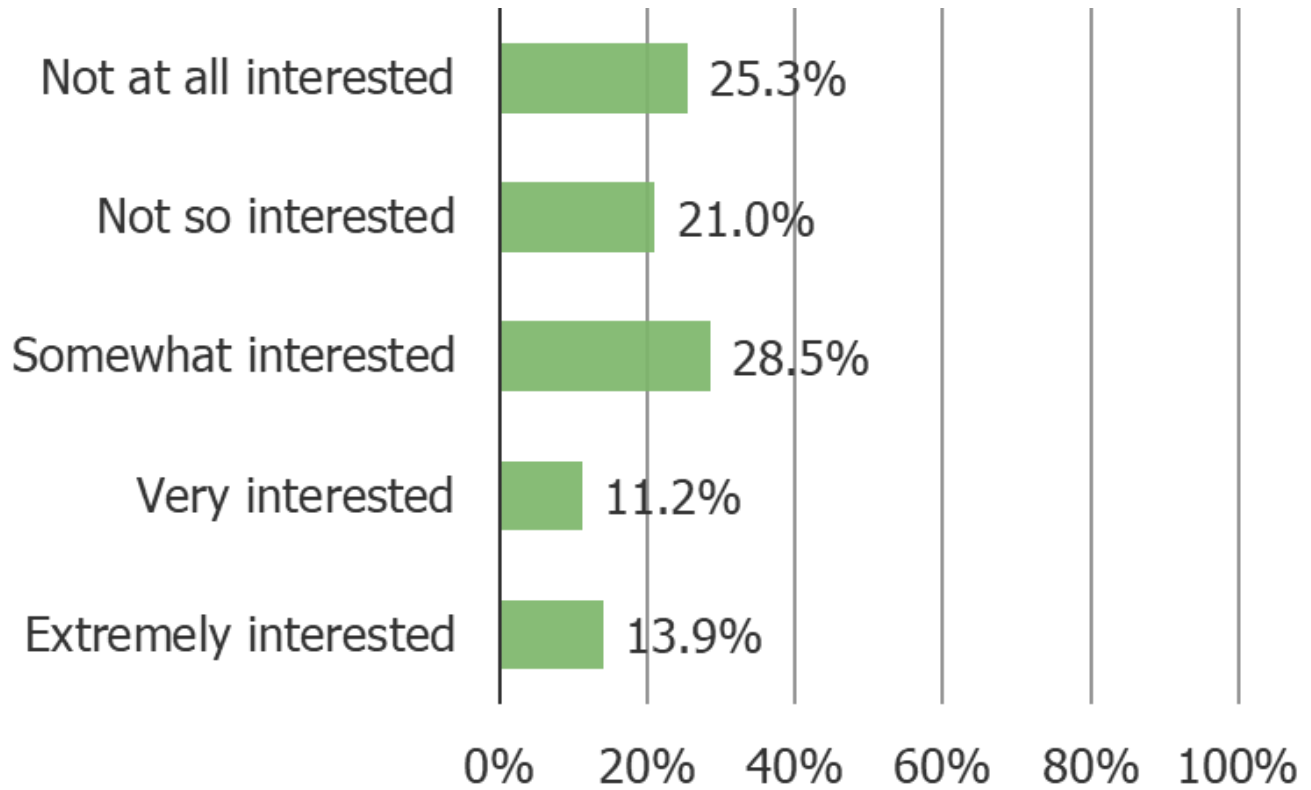
WHAT IS YOUR OPINION OF THE EXPERIENCE BUYING A PHONE THROUGH THE FOLLOWING METHODS...

This question was posed to all respondents.



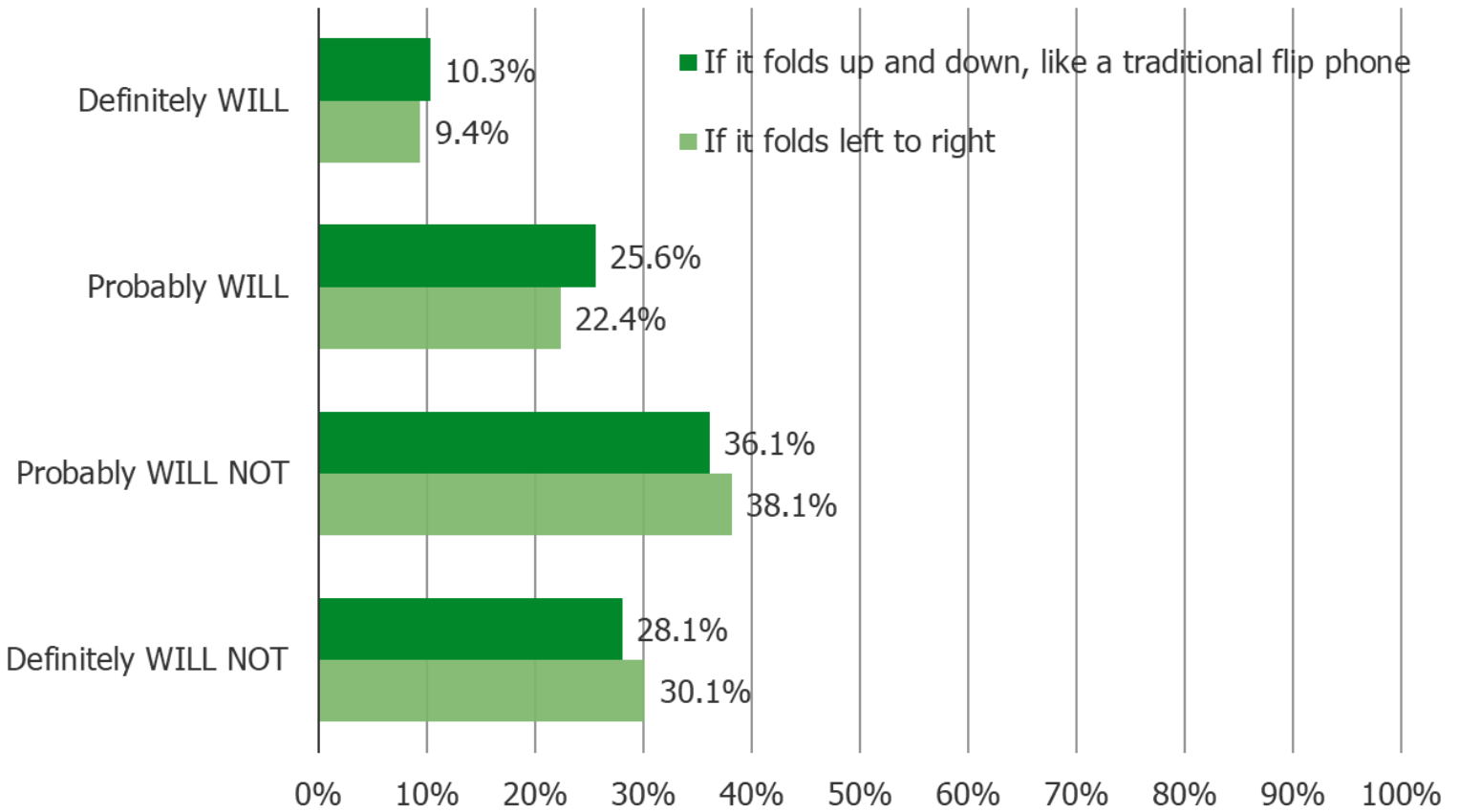
HOW MUCH INTEREST WOULD YOU HAVE IN A FOLDABLE IPHONE? (ONE THAT FOLDS LIKE A TRADITIONAL FLIP PHONE TO A SMALLER FORM FACTOR, BUT THEN FLIPS OPEN TO THE SIZE OF A NORMAL IPHONE OR LARGER).

This question was posed to current iOS users.



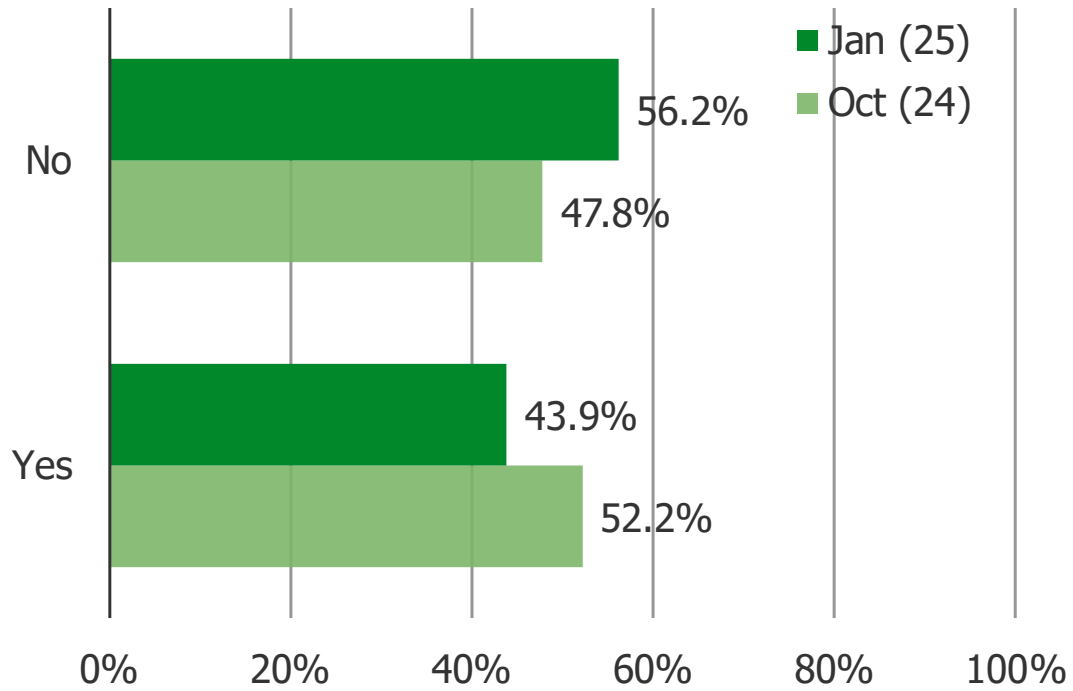
IF APPLE RELEASES A FOLDABLE IPHONE IN 2025 OR 2026, HOW LIKELY WOULD YOU BE TO GET IT?

This question was posed to current iOS users.



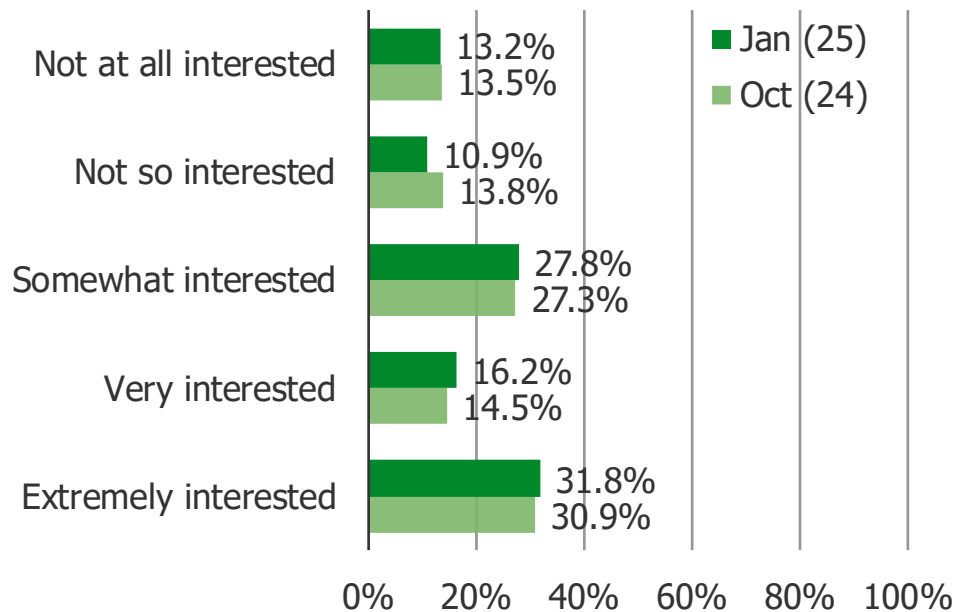
ARE YOU CURRENTLY CONSIDERING UPGRADING YOUR IPHONE TO A NEW/DIFFERENT MODEL THAN WHAT YOU HAVE NOW?

This question was posed to all respondents who are iOS users.



DO YOU HAVE ANY INTEREST IN THE LATEST IPHONES THAT WERE RELEASED? (IPHONE 16, IPHONE 16 PLUS, IPHONE 16 PRO, IPHONE 16 PRO MAX)

This question was posed to all respondents who are iOS users.

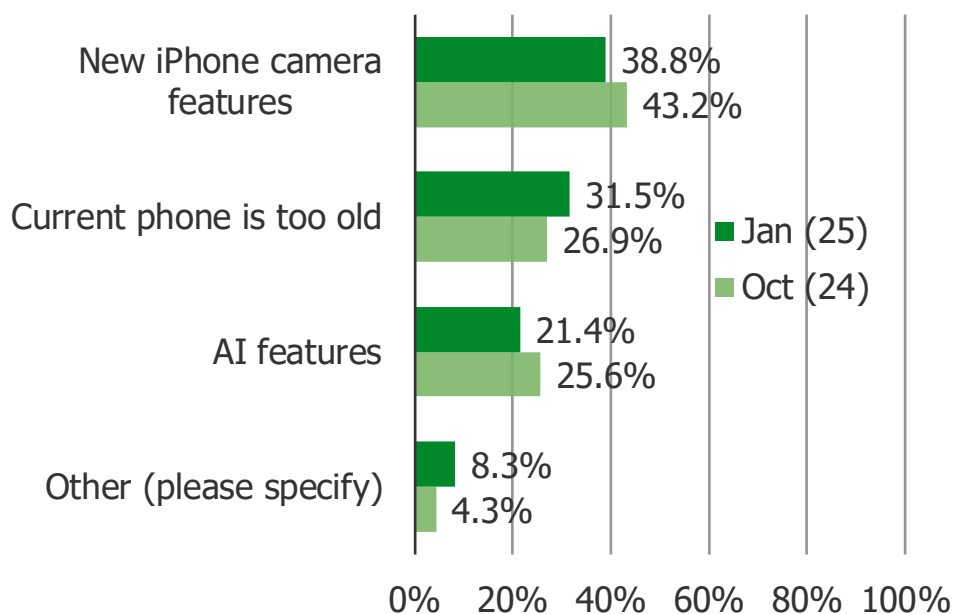


Optional Comments: Respondents who are very interested or extremely interested

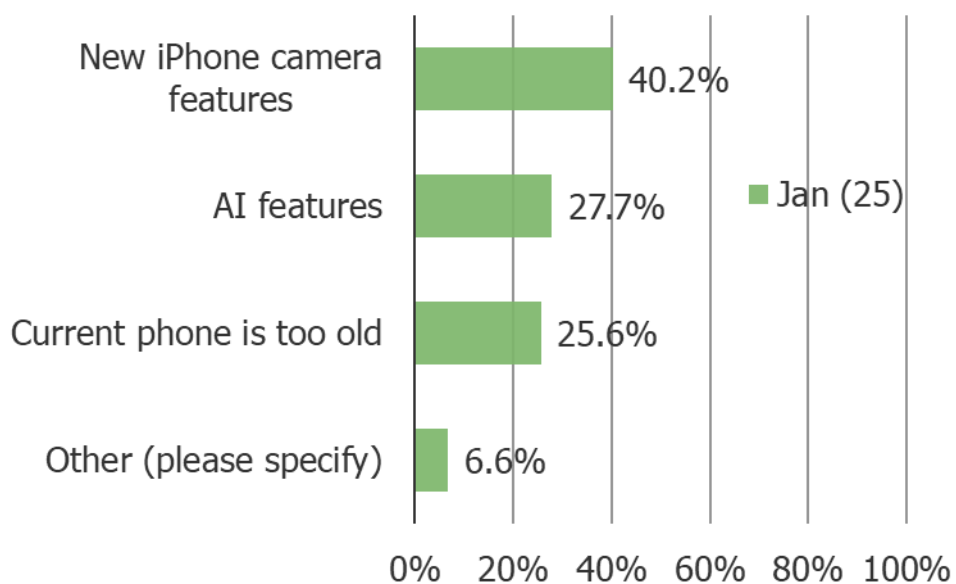
- Better camera, more storage
- I feel like I need the most advanced version.
- Newest model
- Battery life
- Because I want to experience the features of iPhone 16 Pro Max
- Because I heard they have more processing power.
- I like Apple product.
- iPhone are proving themselves in the field of tech.
- I want the features that are available with the 16 model
- I love how advanced the phones are getting
- Like the new smart features
- Newest and best phone
- Need something newer
- Because I like to have the latest version.
- Interested in the new technology
- I love the upgrade
- Want to upgrade
- Newer version
- I love upgrading with the newest iPhone

YOU MENTIONED THAT YOU ARE AT LEAST SOMEWHAT INTERESTED IN ONE OF THE NEWEST IPHONES JUST RELEASED. WHAT MAKES YOU MOST INTERESTED IN THE NEW PHONE(S)?

This question was posed to all iOS users who are at least somewhat interested in one of the newest iPhones.

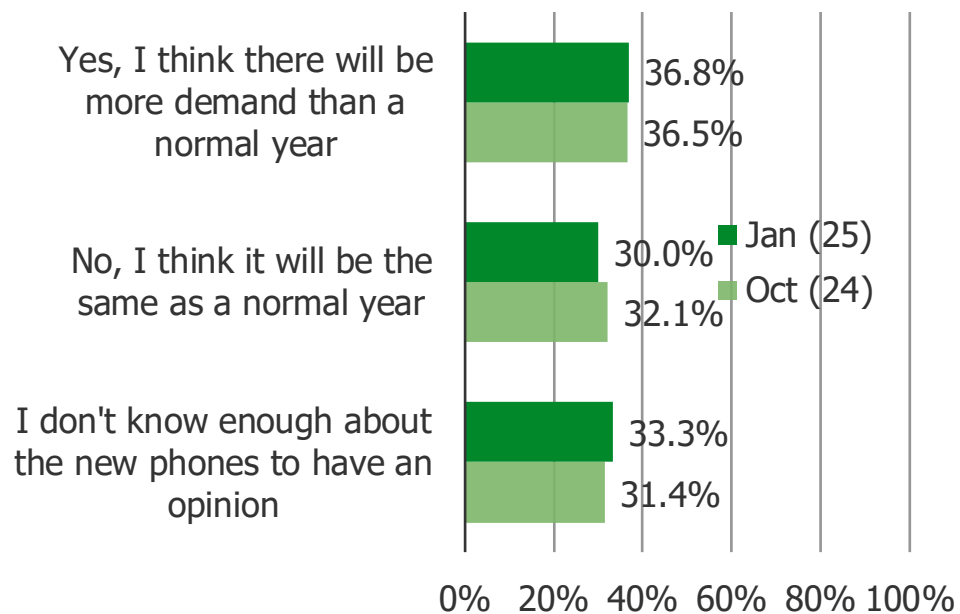


Focusing on iOS users who said they are extremely interested in one of the newest iPhones.



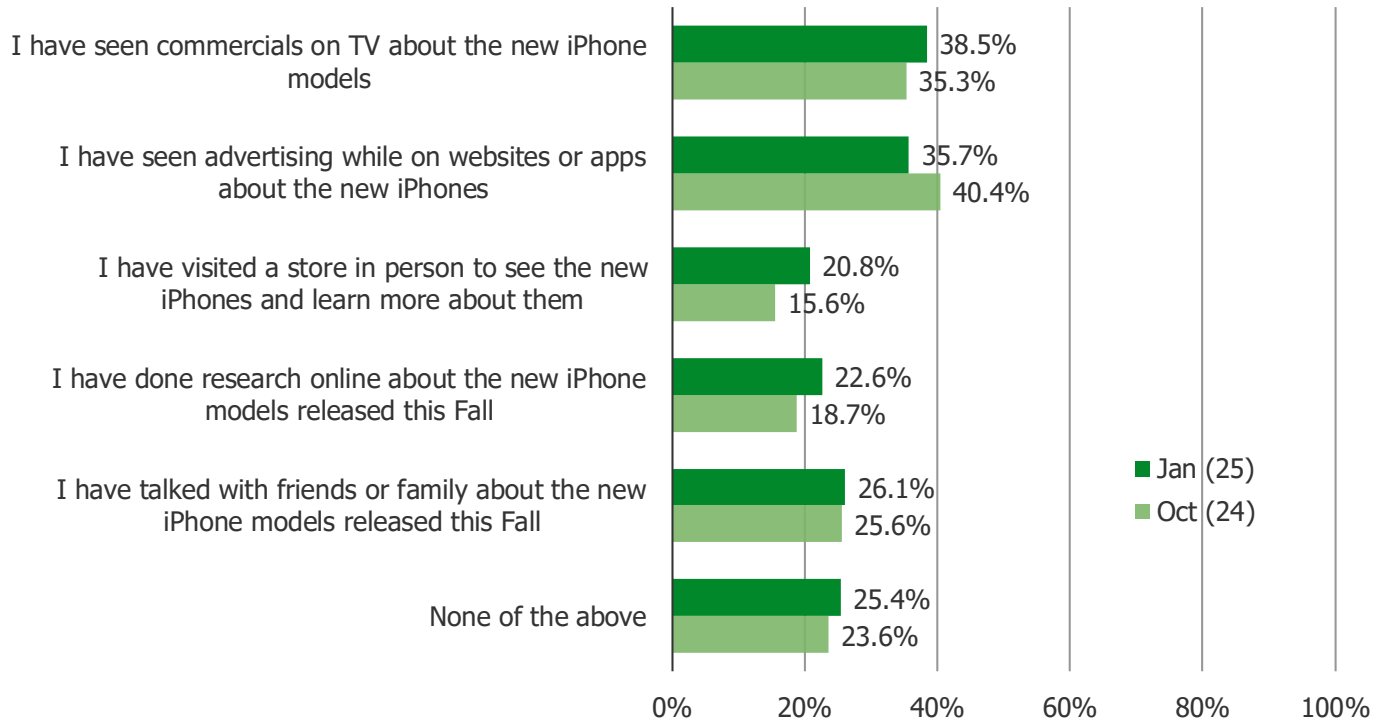
IN YOUR VIEW, DO YOU THINK THE NEWEST IPHONES (IPHONE 16, IPHONE 16 PLUS, IPHONE 16 PRO, IPHONE 16 PRO MAX) HAVE CHARACTERISTICS OR FEATURES ABOUT THEM THAT WILL CAUSE MORE IPHONE OWNERS TO UPGRADE COMPARED TO A TYPICAL YEAR WHEN NEW IPHONES ARE RELEASED?

This question was posed to all respondents who are iOS users.



WHICH OF THE FOLLOWING DESCRIBES YOU... SELECT ALL THAT APPLY

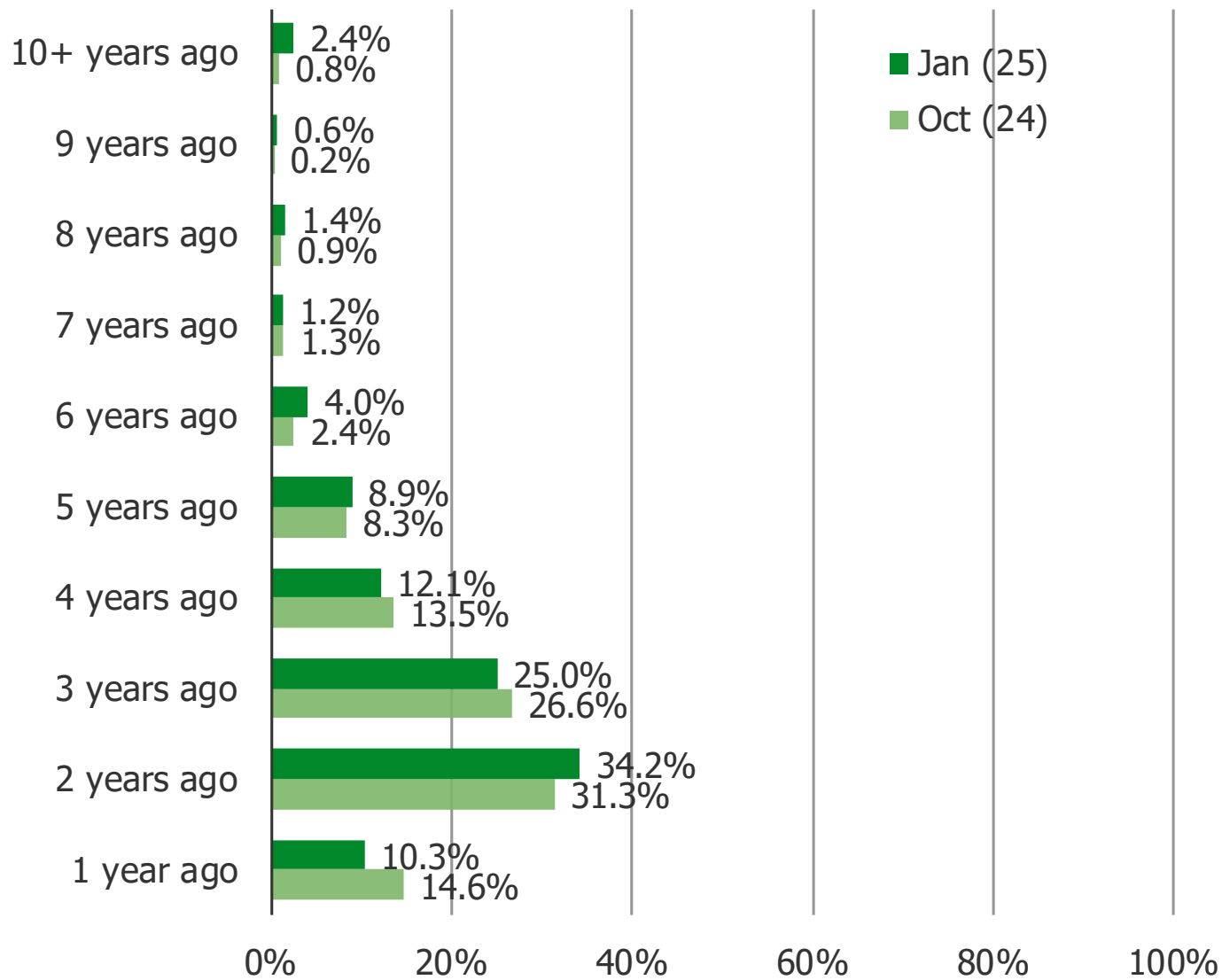
This question was posed to all respondents who are iOS users.





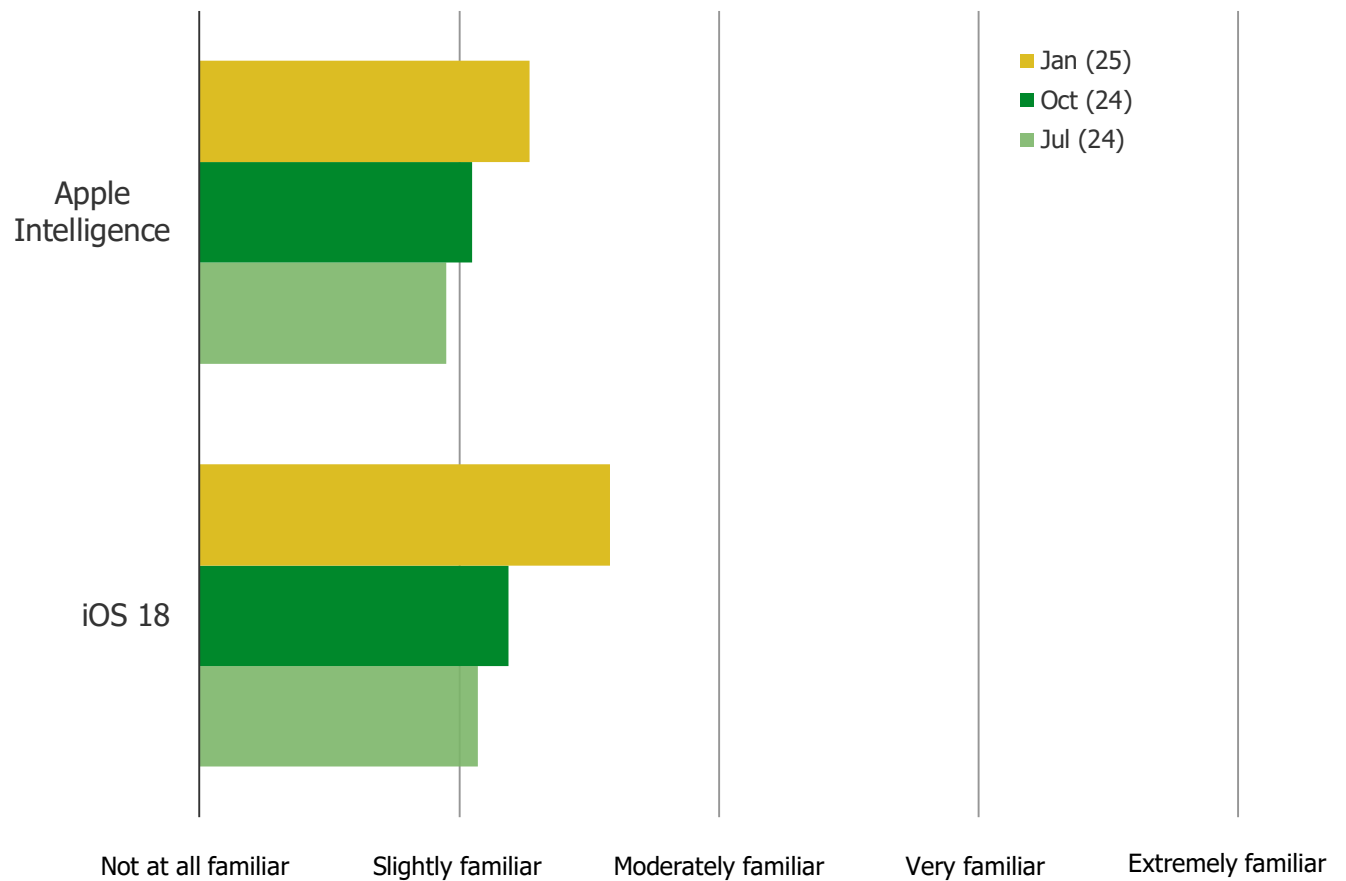
YOU MENTIONED THAT YOU GOT YOUR SMARTPHONE MORE THAN A YEAR AGO. HOW MANY YEARS AGO DID YOU GET YOUR CURRENT SMARTPHONE?

This question was posed to all respondents who got their smartphone more than a year ago.



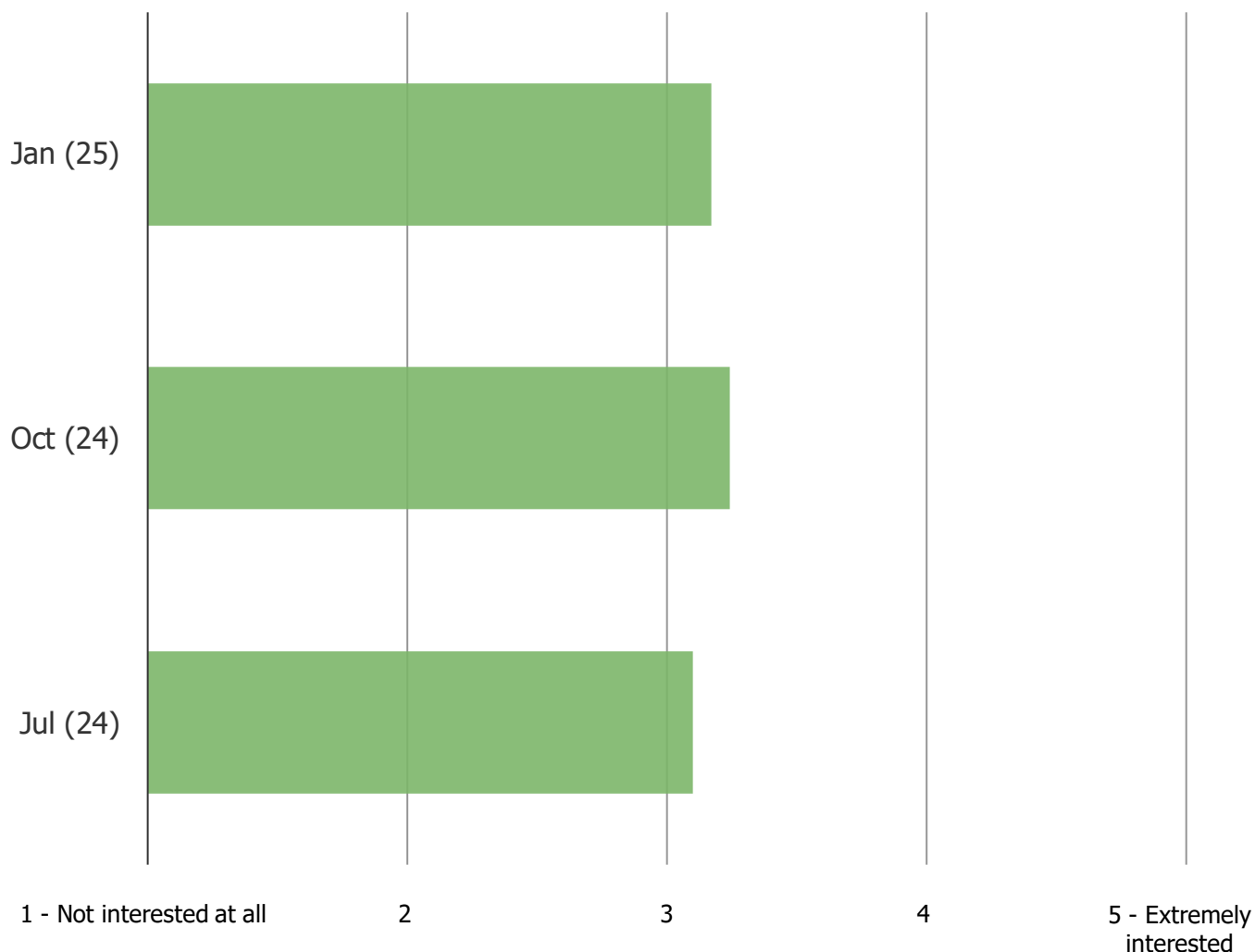
HOW FAMILIAR ARE YOU WITH IOS 18 AND WITH APPLE INTELLIGENCE?

This question was posed to all respondents who are iOS users.



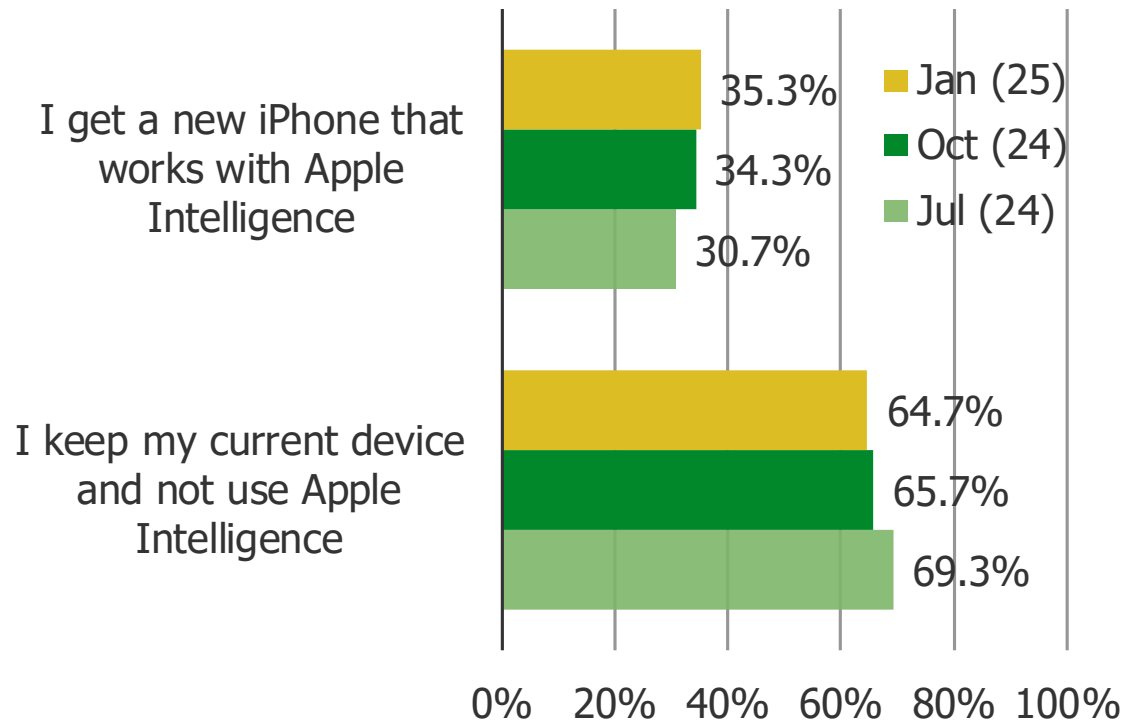
APPLE INTELLIGENCE WILL ENCOMPASS A SUITE OF AI AND MACHINE LEARNING FEATURES INTEGRATED ACROSS APPLE’S ECOSYSTEM, ENHANCING PERSONALIZED RECOMMENDATIONS, HEALTH AND FITNESS TRACKING, SIRI CAPABILITIES, IMAGE CREATION, WRITING TOOLS, AND PRIVACY MEASURES TO PROVIDE A MORE INTUITIVE, SECURE, AND CUSTOMIZED USER EXPERIENCE. THESE ADVANCEMENTS AIM TO MAKE INTERACTIONS WITH APPLE DEVICES AND SERVICES SMARTER AND MORE RESPONSIVE TO INDIVIDUAL NEEDS. HOW MUCH INTEREST WOULD YOU HAVE IN USING AN IPHONE, IPAD, OR PC WITH APPLE INTELLIGENCE ON IT?

This question was posed to all respondents who are iOS users.



FAST FORWARD TO WHEN IOS 18 COMES OUT WITH APPLE INTELLIGENCE ON IT AND YOU LEARN THAT YOUR CURRENT DEVICE DOES NOT ALLOW YOU TO USE APPLE INTELLIGENCE. WHAT DO YOU DO?

This question was posed to all respondents who are iOS users.



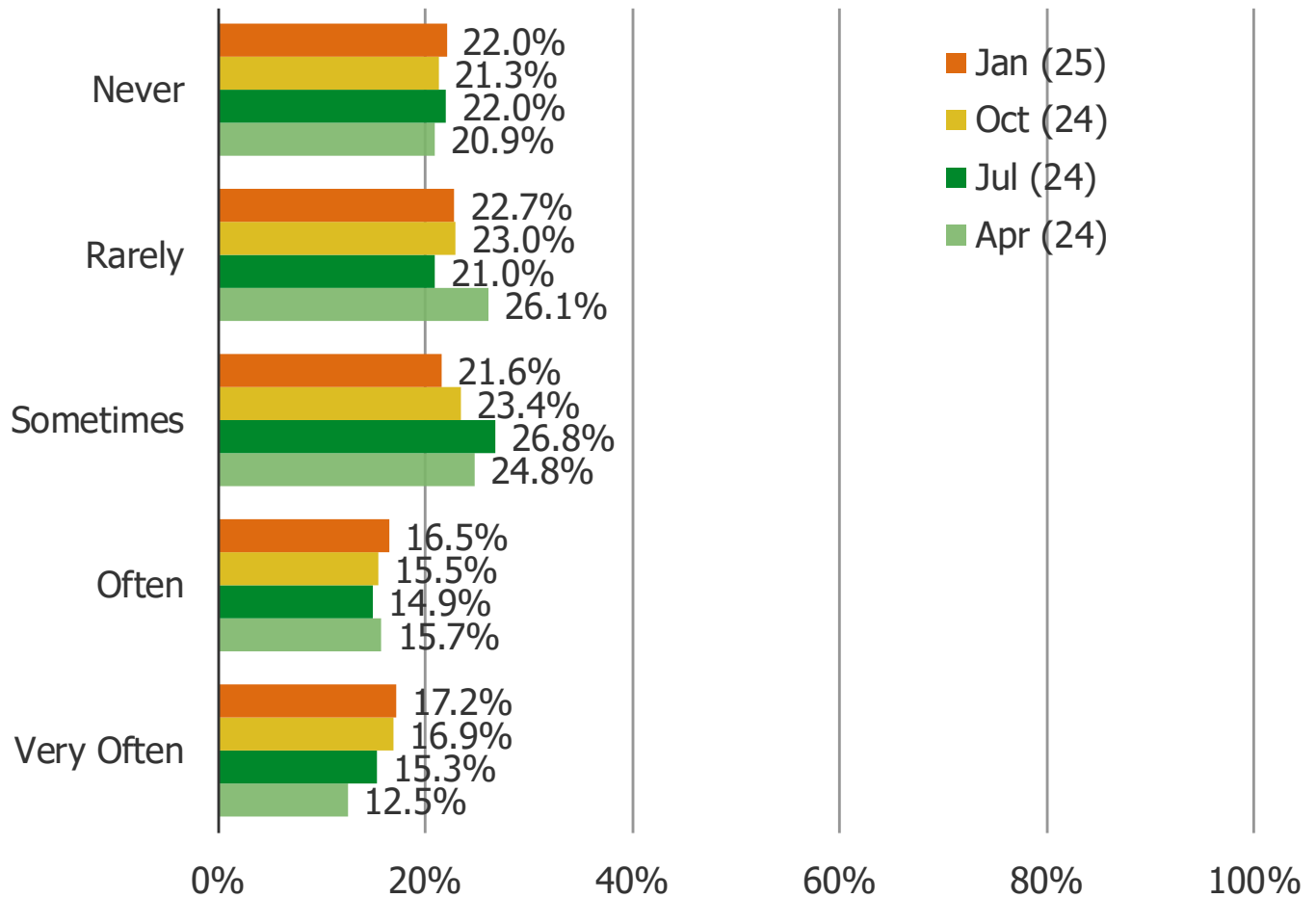
FAST FORWARD TO WHEN IOS 18 COMES OUT WITH APPLE INTELLIGENCE ON IT AND YOU LEARN THAT YOUR CURRENT DEVICE DOES NOT ALLOW YOU TO USE APPLE INTELLIGENCE. WHAT DO YOU DO?

### Fill-Ins... (optional comments)

- Will keep current device until its time to upgrade
- I'll get a new device, but just because mine is old and doesn't function as well as it used to. Not because I want Apple Intelligence
- I look forward to AI
- I don't like AI a whole lot
- Why keep something that don't worked.
- WILL UPGRADE IN 9 MONTHS
- "Apple Intelligence" has a long way to go, and what of my privacy?
- Apple is proving themselves.
- I will use another system to search for answers.
- Potential to not be able to afford the new device
- Keep my current phone because as of right now I can't afford upgrade but if I was able to I will immediately upgrade
- i am still getting used my new phone
- Better speeds
- I want newest things
- I don't like Change
- I am close to deciding on a new phone and Apple Intelligence is one more factor
- I will wait for some time
- Do not need this
- I use AI chronically and to have it on my phone would be an asset.
- Need to learn more
- I don't care to use apple intelligence
- I don't need all of that, especially for the ridiculous cost!!
- I don't trust AI
- Because I don't need it
- I buy a new device only when my current one breaks down.
- AI is here to stay and the quicker I learn to integrate, the more positive my experience will be.
- It doesn't matter to me
- I do not need all this new stuff.
- Need more information about AI and how it works
- I will keep it until I am ready to buy when I have planned to buy. I just need basic functions at this time and am in no hurry as I will pay cash with the money I save for it
- Not important to me
- Not really needed but to keep up to date
- I'm thrifty
- Because I don't care about apple intelligence
- Don't need AI

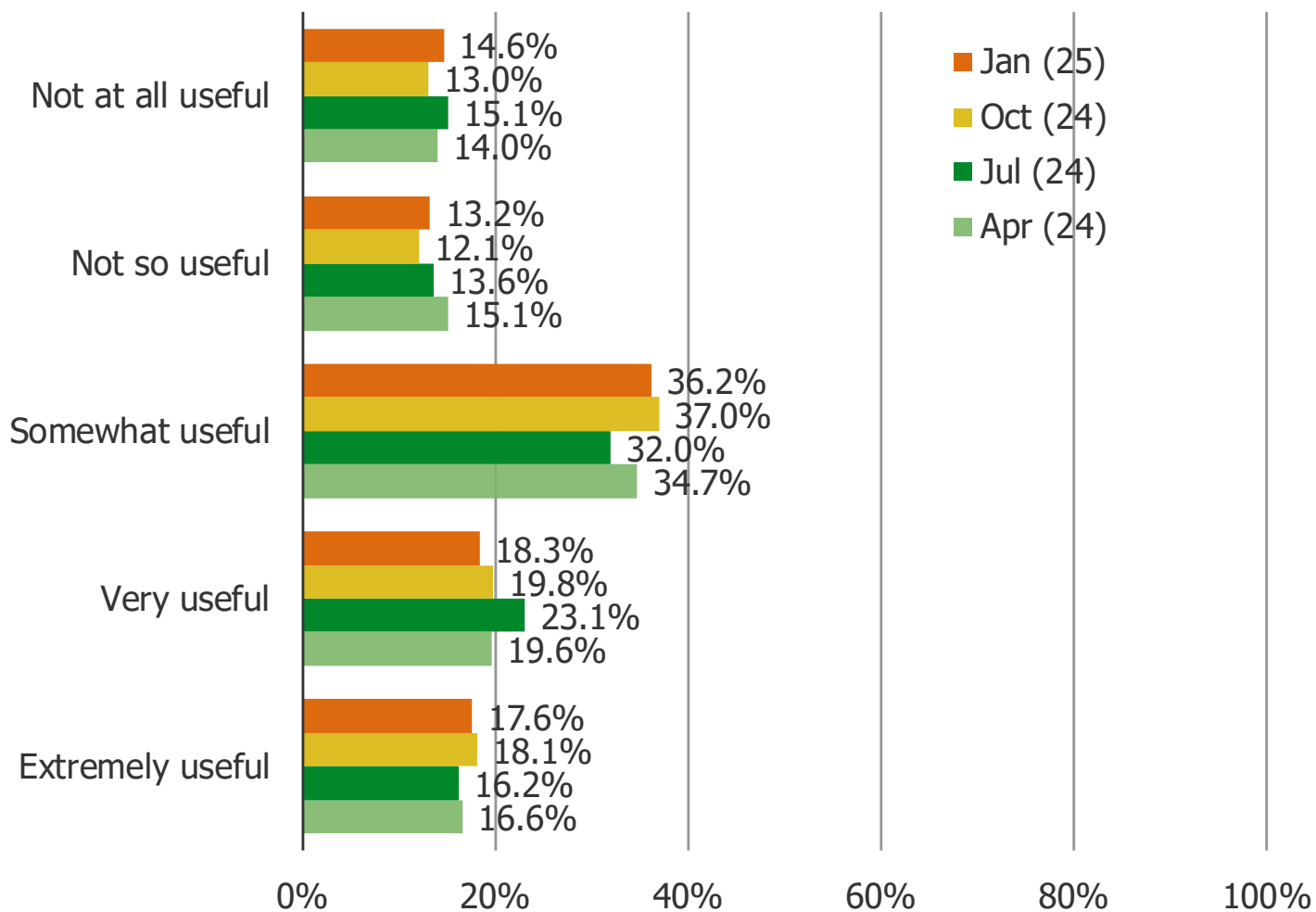
HOW OFTEN DO YOU USE SIRI ON YOUR IPHONE NOW?

This question was posed to all respondents who are iOS users.



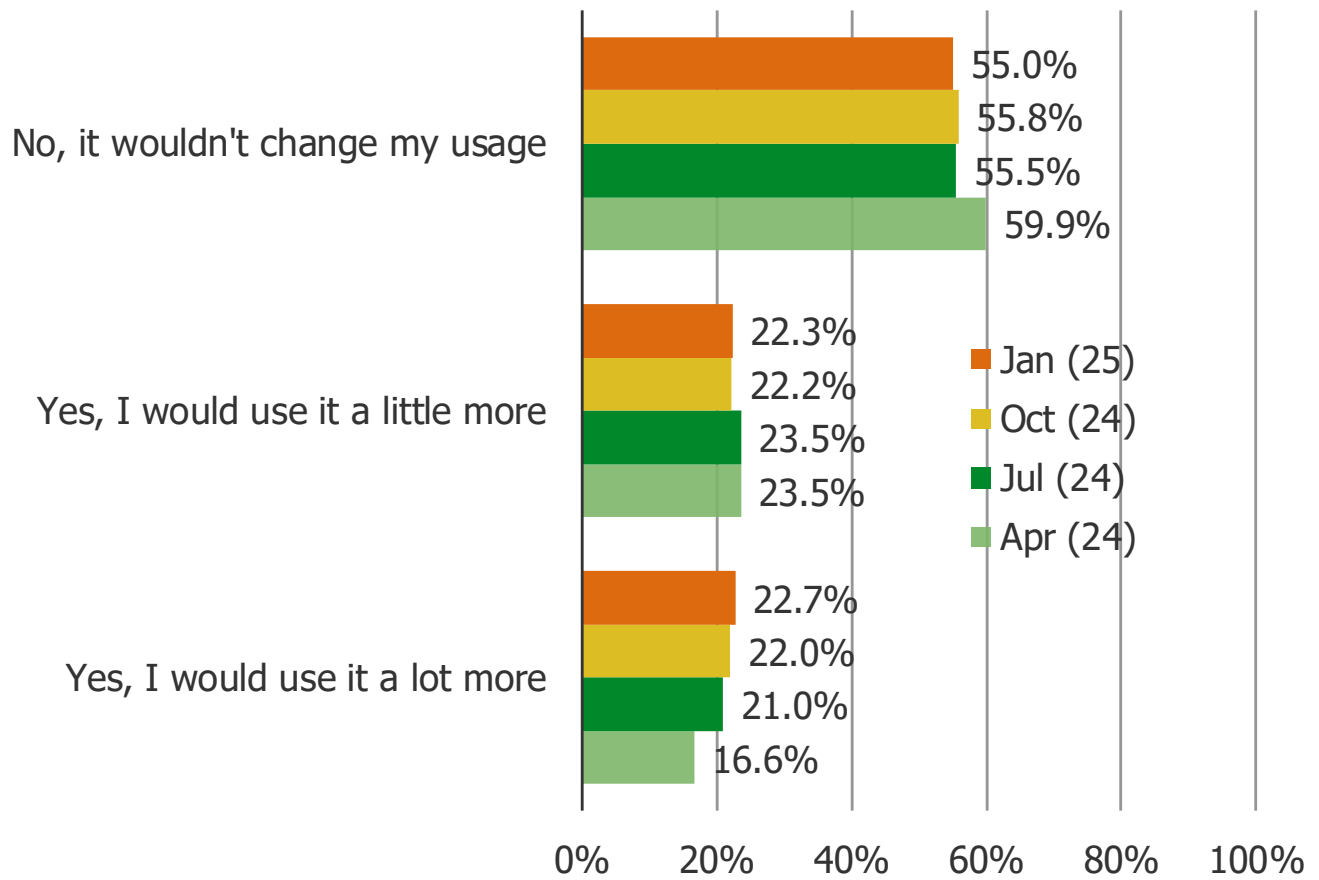
HOW USEFUL DO YOU FIND SIRI TO BE?

This question was posed to all respondents who are iOS users.



WOULD YOU CHANGE YOUR USAGE OF SIRI IF SIRI WAS ENHANCED BY AI (ARTIFICIAL INTELLIGENCE)

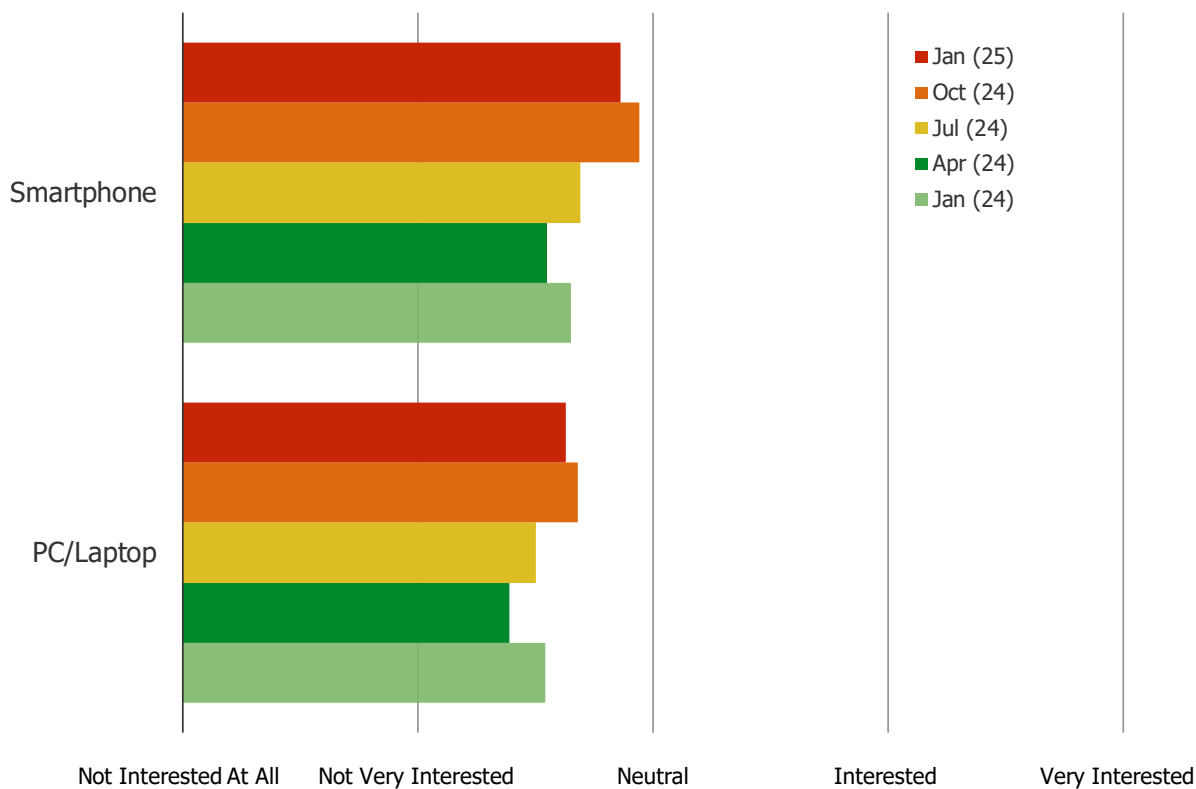
This question was posed to all respondents who are iOS users.



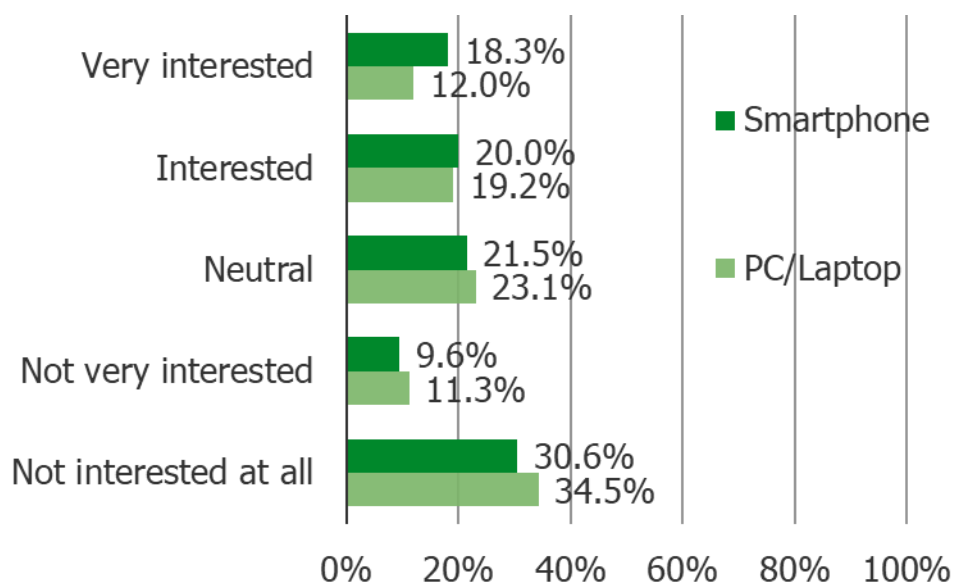


HOW INTERESTED ARE YOU IN USING AI (ARTIFICIAL INTELLIGENCE) CHATBOTS AND APPS, LIKE CHATGPT, BARD, MICROSOFT COPILOT, GROK, ETC) WHILE USING THE FOLLOWING DEVICES...

This question was posed to all respondents.

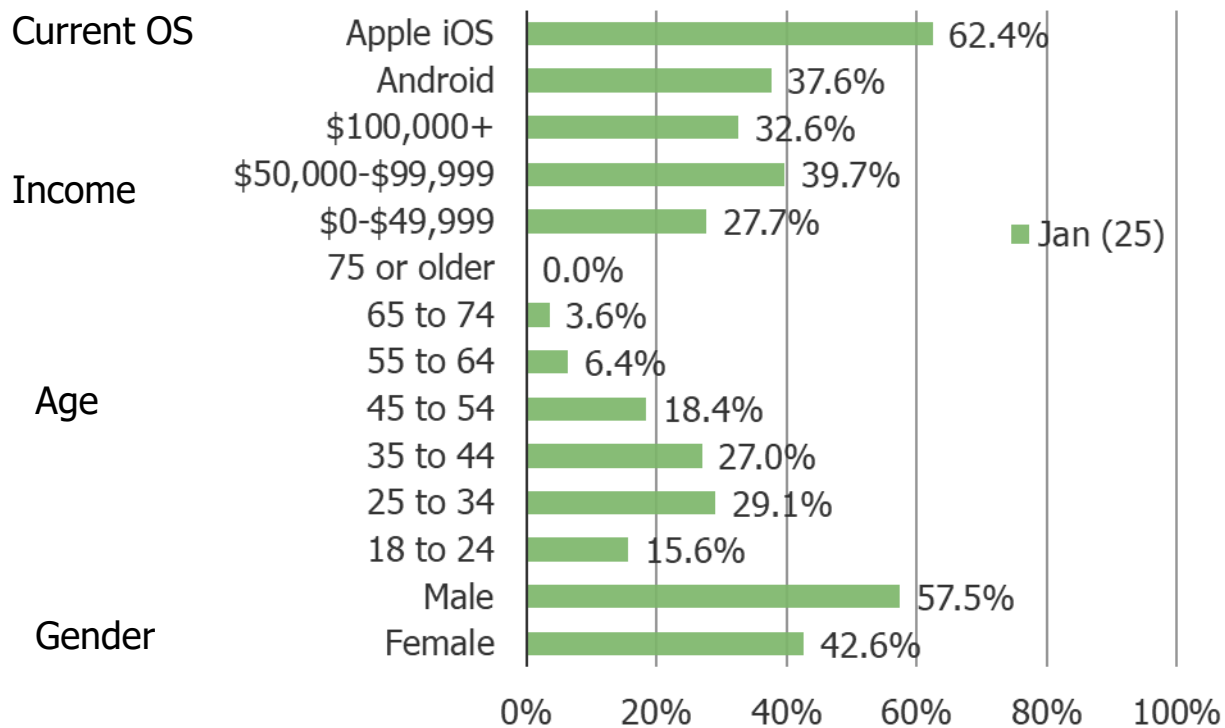
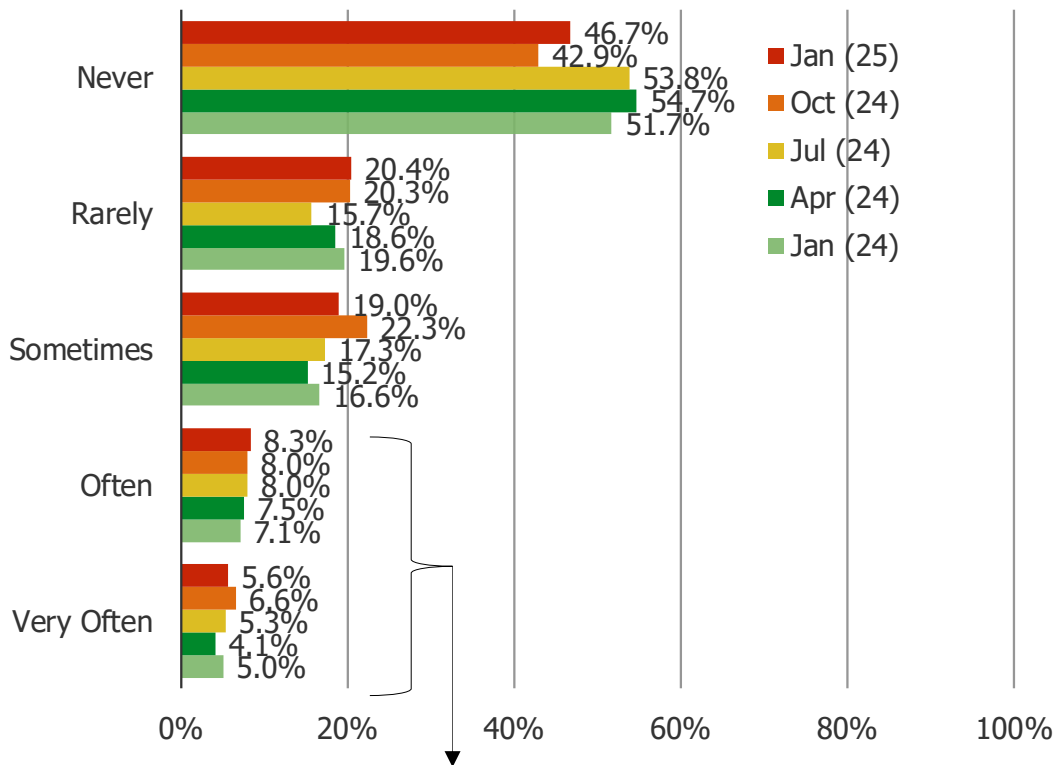


January 2025 Data Breakout



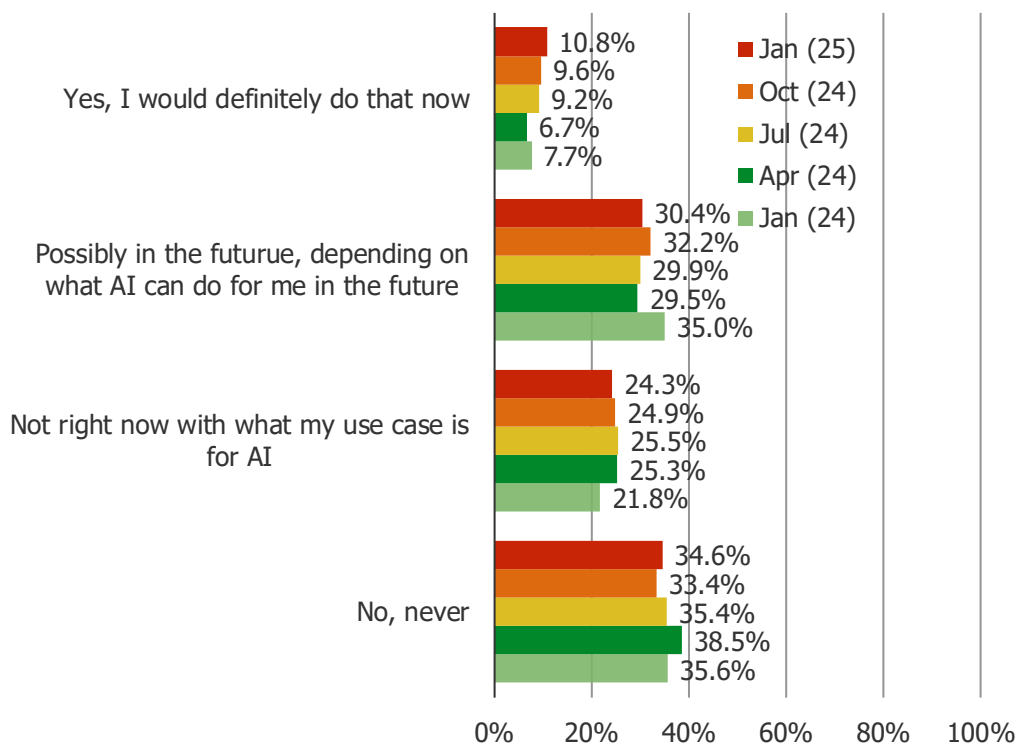
HOW OFTEN DO YOU USE AI CHATBOTS LIKE CHATGPT, BARD, MICROSOFT COPILOT, GROK, OR OTHERS IN YOUR LIFE?

This question was posed to all respondents.



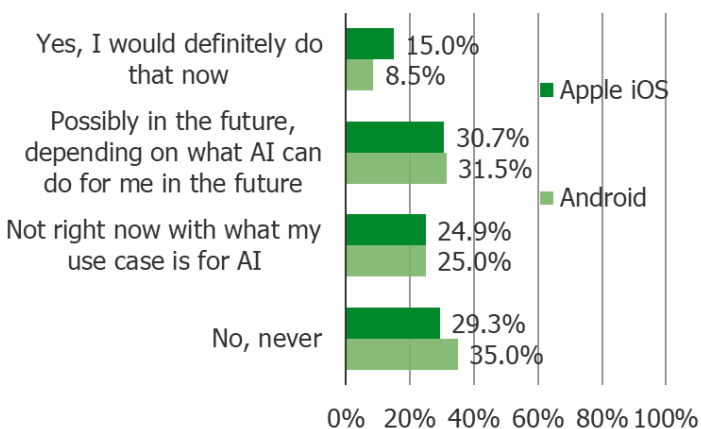
COULD YOU EVER SEE YOURSELF GOING OUT AND BUYING A NEW SMARTPHONE OR LAPTOP IF THOSE DEVICES WERE ABLE TO WORK BETTER WITH AI RELATED APPS THAN THE EXISTING ONES YOU OWN?

This question was posed to all respondents.

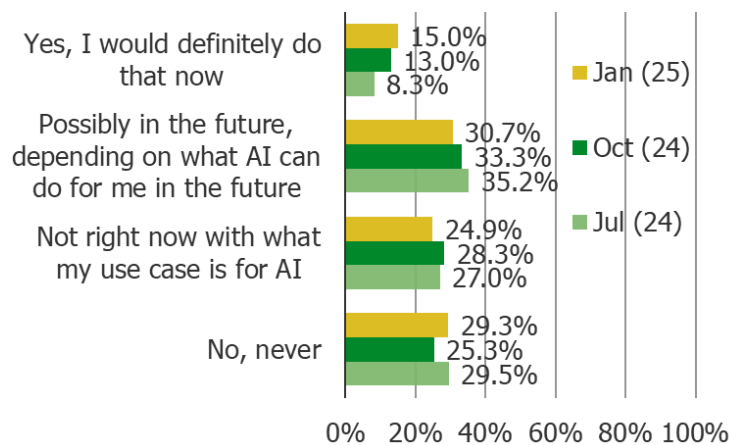


Cross-Tabbing The Above Data:

Apple vs. Android Users (JAN 25 Data)

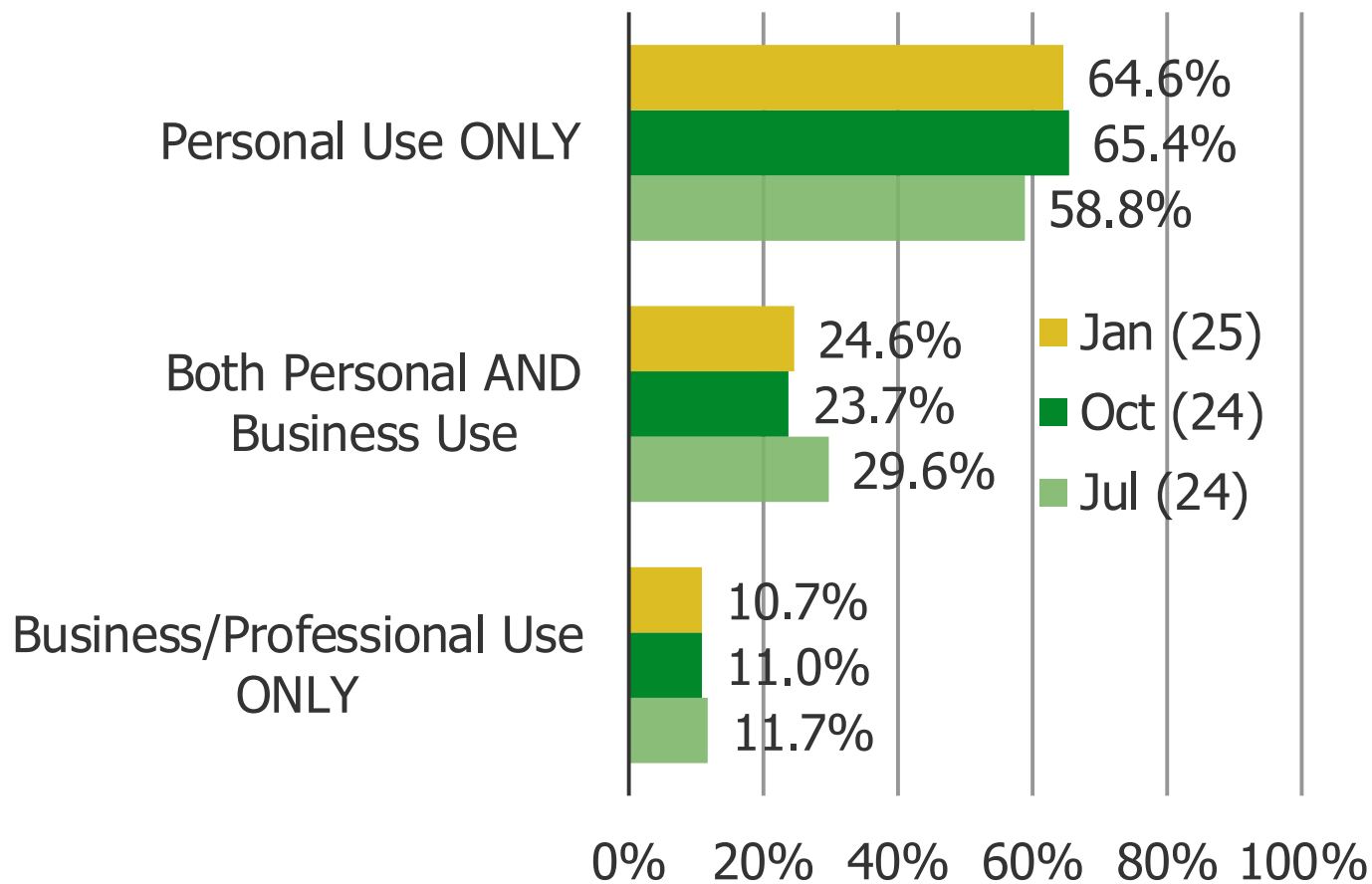


iOS Users (Time Series)



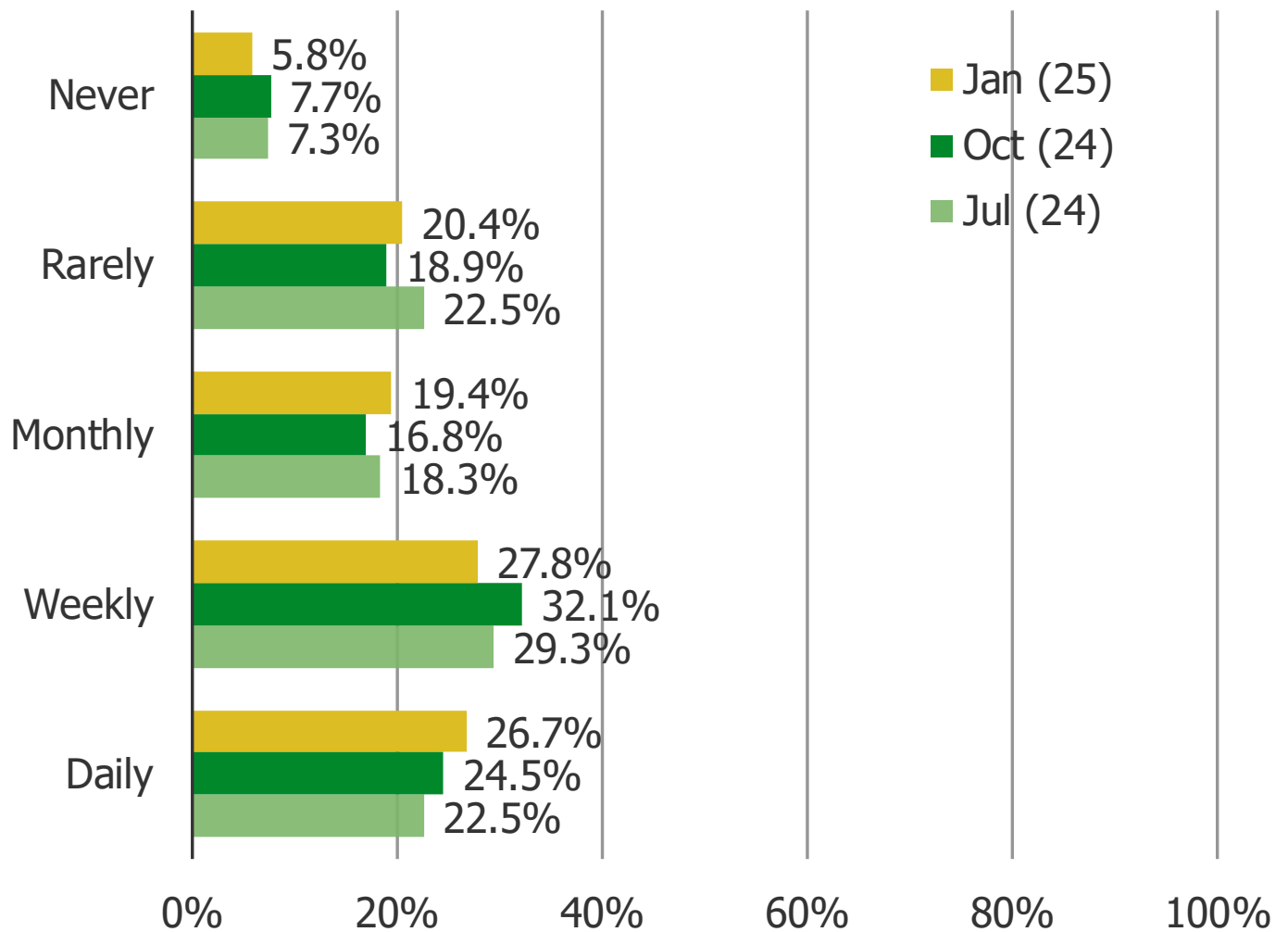
WHAT DO YOU USE AI CHATBOTS (LIKE CHATGPT, BARD, MICROSOFT COPILOT, GROK, ETC) FOR?

This question was posed to respondents who use AI chatbots more than never (N = 540)



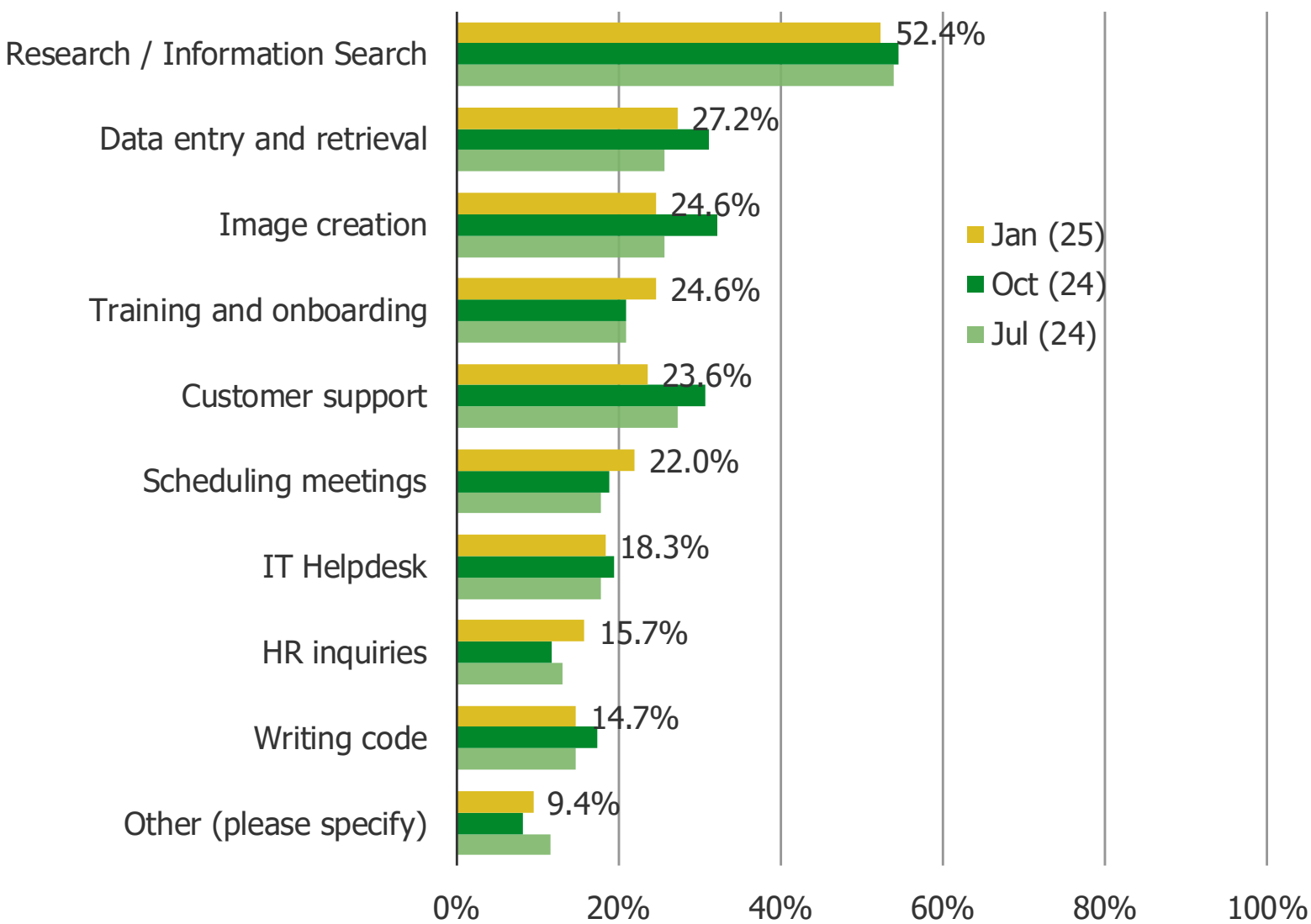
HOW FREQUENTLY DO YOU USE AI CHATBOTS AT WORK?

This question was posed to all respondents who use AI chatbots for work (N = 191)



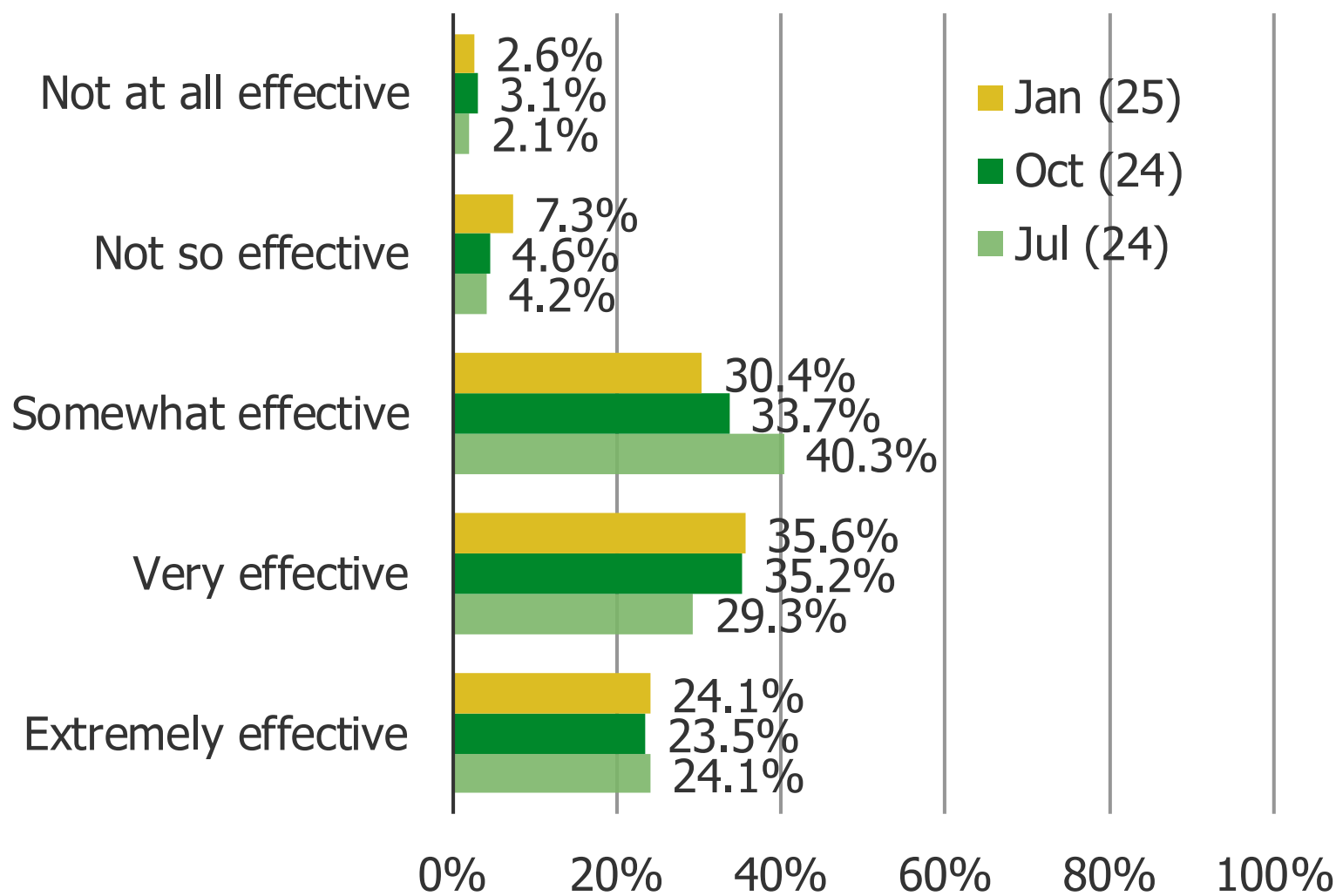
FOR WHICH TASKS DO YOU USE AI CHATBOTS AT WORK? SELECT ALL THAT APPLY

This question was posed to all respondents who use AI chatbots for work (N = 191)



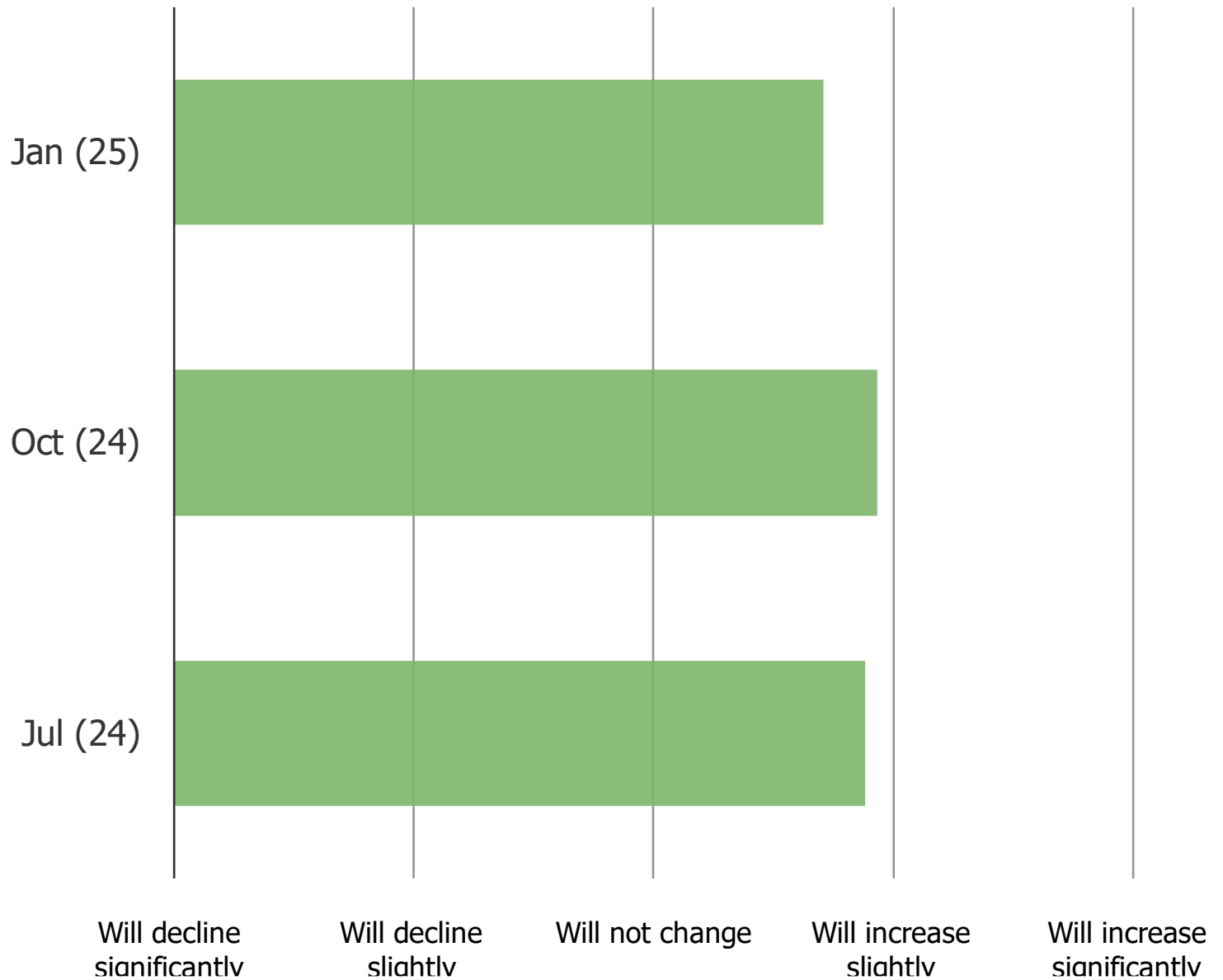
HOW EFFECTIVE ARE AI CHATBOTS IN COMPLETING THE TASKS YOU USE THEM FOR?

This question was posed to all respondents who use AI chatbots for work (N = 191)



DO YOU EXPECT HOW OFTEN YOU USE AI CHATBOTS AT WORK TO CHANGE GOING FORWARD?

This question was posed to all respondents who use AI chatbots for work (N = 191)





DO YOU HAVE ANY HOPES OR EXPECTATIONS FOR WHAT AI CHATBOTS OR APPS COULD BRING TO YOUR SMARTPHONE AND COMPUTER DEVICES IN THE FUTURE?

This question was posed to all respondents.

### Positive Expectations:

- **Improved Features:** People hope for better technology, smarter responses, improved reliability, and faster, more accurate information.
- **Ease of Use:** Many desire easier interfaces, streamlined processes, and tasks that simplify daily life or work.
- **Innovations:** Hopes include holographic assistants, better integration with existing apps, and creative tools for personal and professional use.
- **Specific Applications:** AI helping with medical questions, mental health support, home design, education, and productivity.
- **Neutral or Uncertain Views:**
- **Curiosity:** Some are open to exploring AI but lack familiarity or experience.
- **Low Expectations:** Others keep expectations low or have no specific hopes, as they view AI as experimental or untested.
- **Mixed Feelings:** Acknowledgment of potential benefits but concerns about misuse, misinformation, or privacy violations.

### Negative Views:

- **Distrust and Fear:** Many express fear of AI being invasive, unreliable, or even harmful (e.g., spying, job displacement, or societal harm).
- **Rejection:** Numerous responses outright reject AI, with sentiments like "I don't want it," "I avoid it completely," or wishing for AI to go away.
- **Skepticism:** Some are apprehensive about AI's ethics, accuracy, or ability to truly benefit users.
- **Key Concerns:**
- **Privacy and Security:** Strong worries about data protection, hacking risks, and invasive surveillance.
- **Human Dependency:** Fears that AI could make people lazier or reduce authentic human efforts (e.g., students turning in "fake" essays).
- **Ethical Issues:** Concerns over bias, manipulation, and overuse of AI where it's unnecessary.

WHY DO YOU CHOOSE TO USE AN IPHONE OVER OTHER SMARTPHONE OPTIONS?

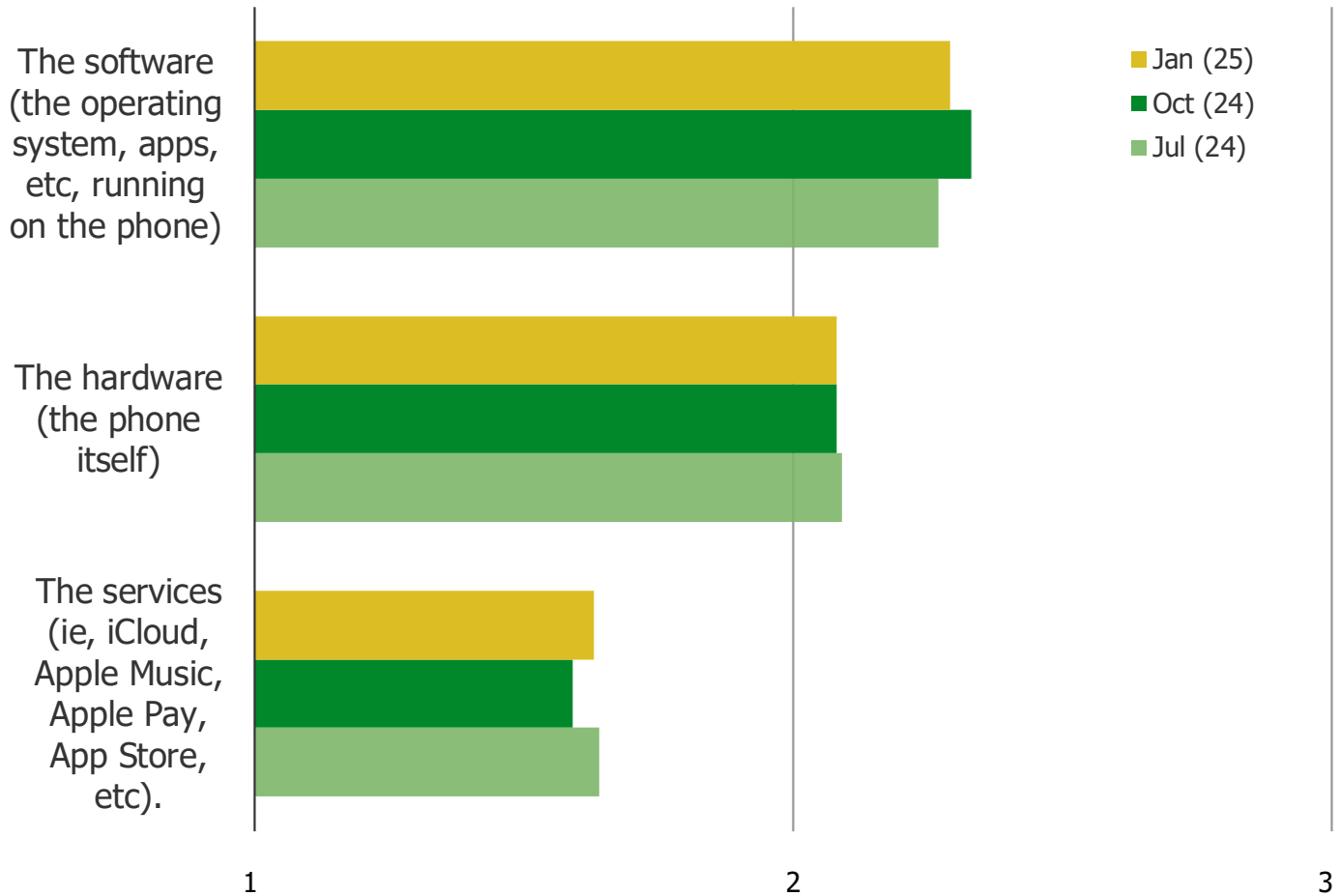
This question was posed to all respondents who are iOS users.





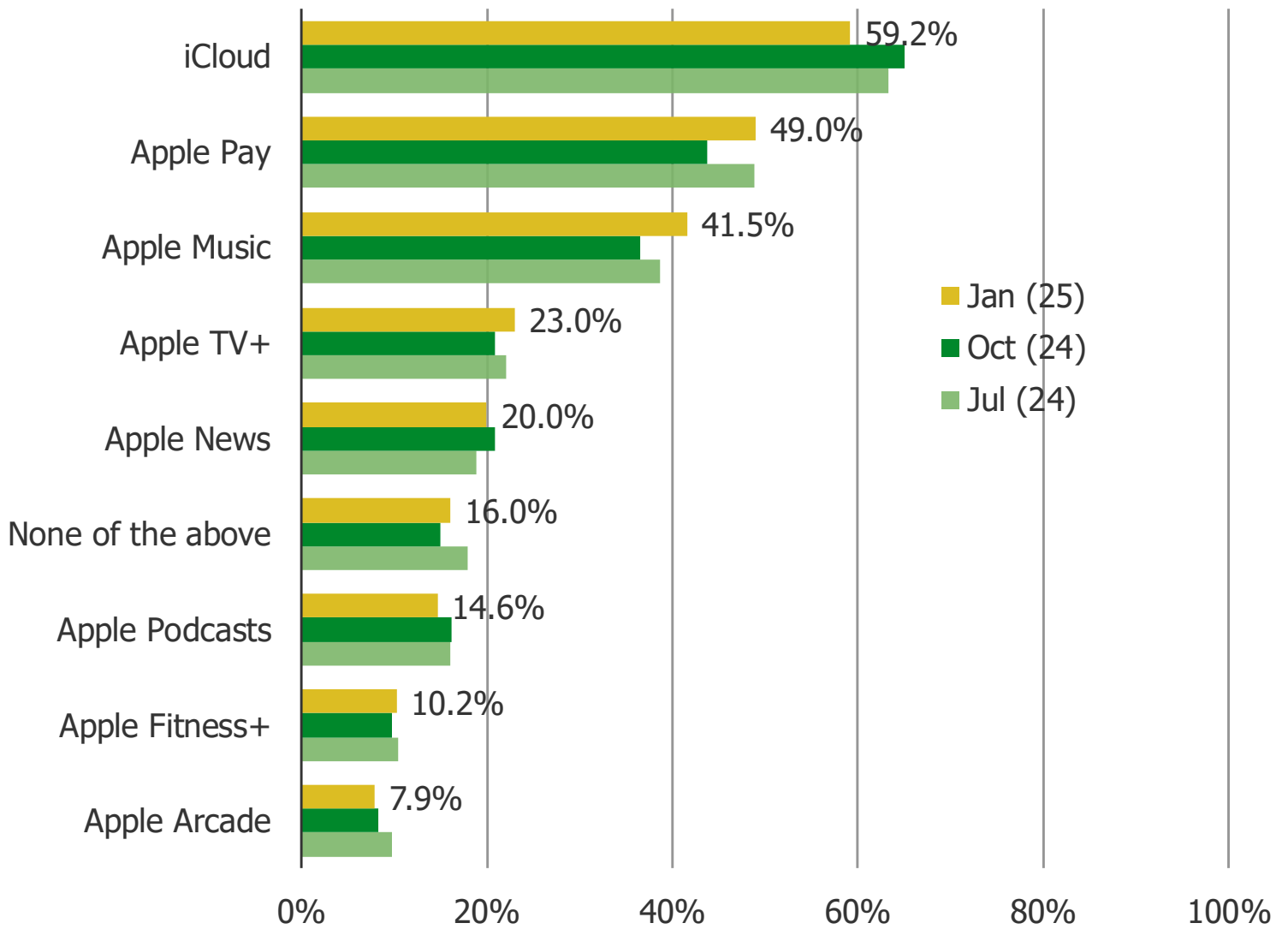
PLEASE RANK FOLLOWING IN IMPORTANCE OF WHAT DRAWS YOU TO THE APPLE ECOSYSTEM, WITH THE MOST IMPORTANT AT THE TOP?

This question was posed to all respondents who are iOS users.



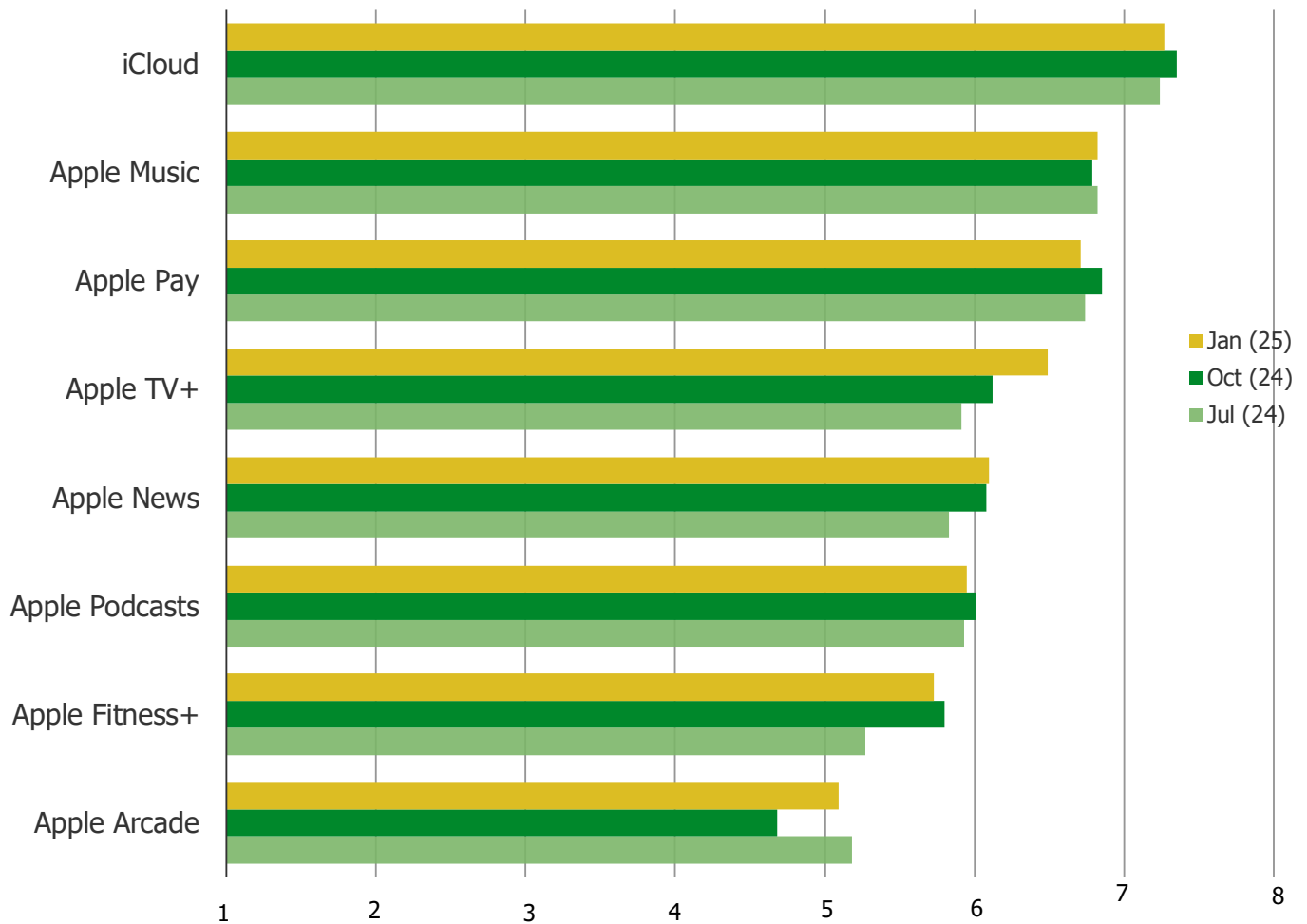
WHICH OF THE FOLLOWING APPLE SERVICES DO YOU USE? SELECT ALL THAT APPLY

This question was posed to all respondents who are iOS users.



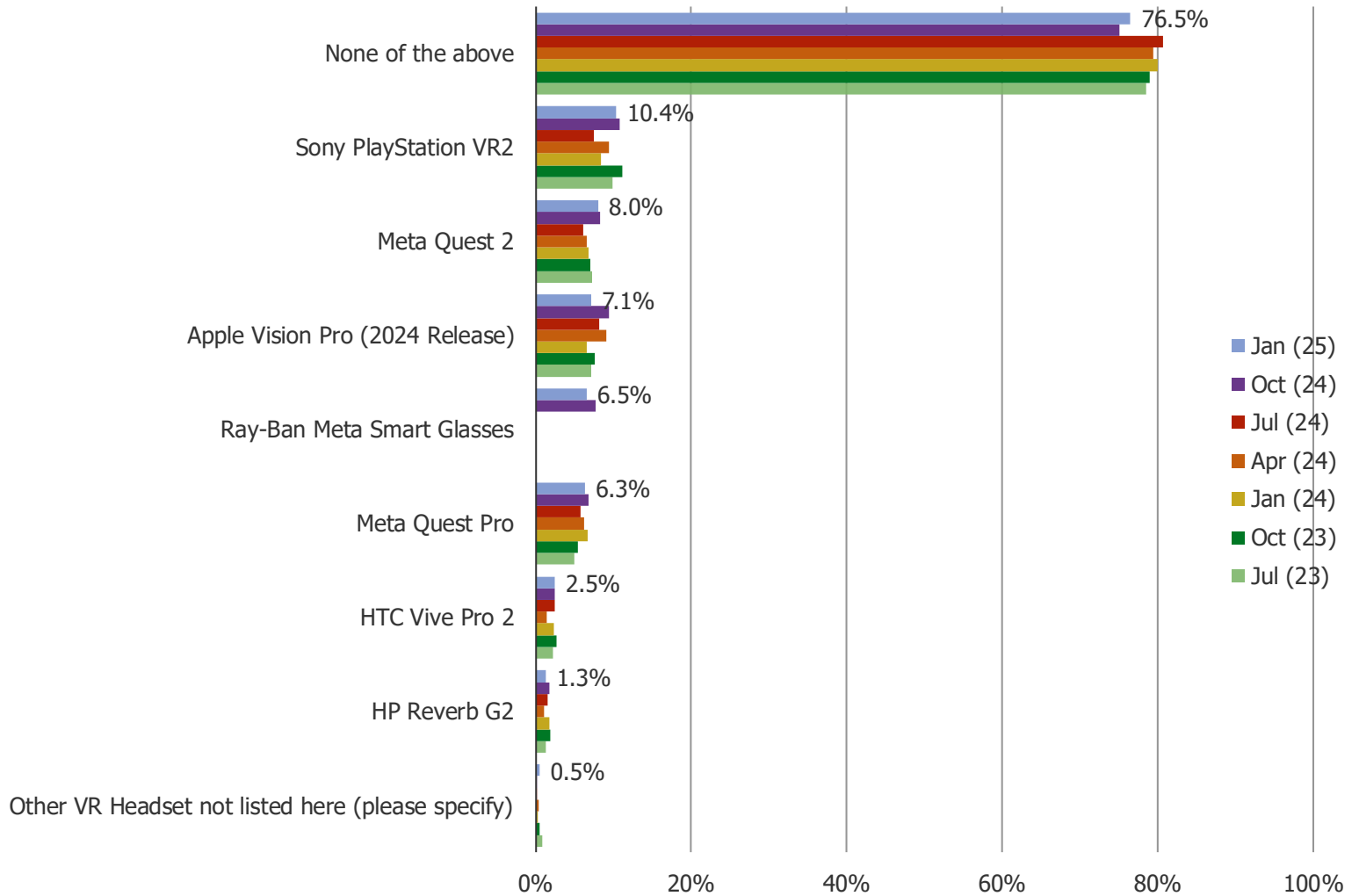
PLEASE RANK THE FOLLOWING APPLE SERVICES IN ORDER OF IMPORTANCE TO YOU, WITH THE MOST IMPORTANT AT THE TOP TO THE LEAST IMPORTANT AT THE BOTTOM.

This question was posed to all respondents who are iOS users.



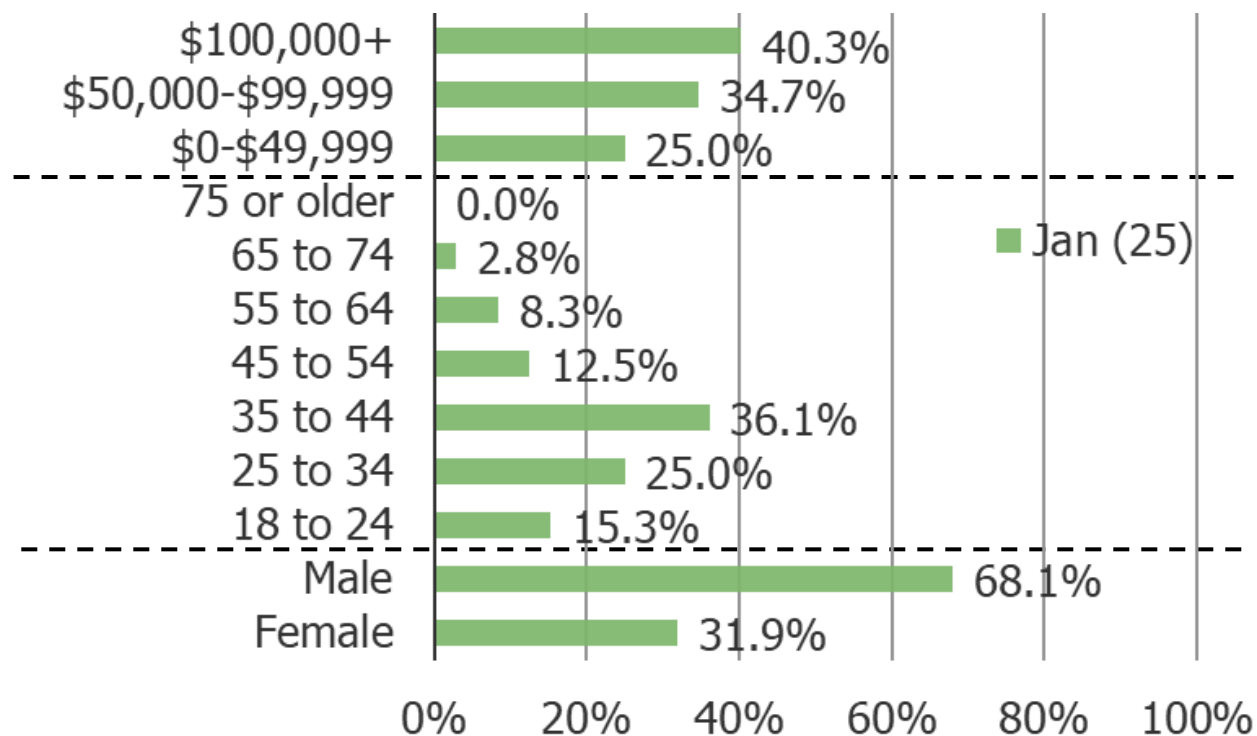
DO YOU HAVE ANY INTEREST IN THE FOLLOWING PRODUCTS? SELECT ALL THAT APPLY

This question was posed to all respondents.



DEMOGRAPHICS OF THOSE INTERESTED IN THE VISION PRO

Cross-Tabbing respondents who said they are interested in the upcoming Apple Vision Pro product (N = 72)



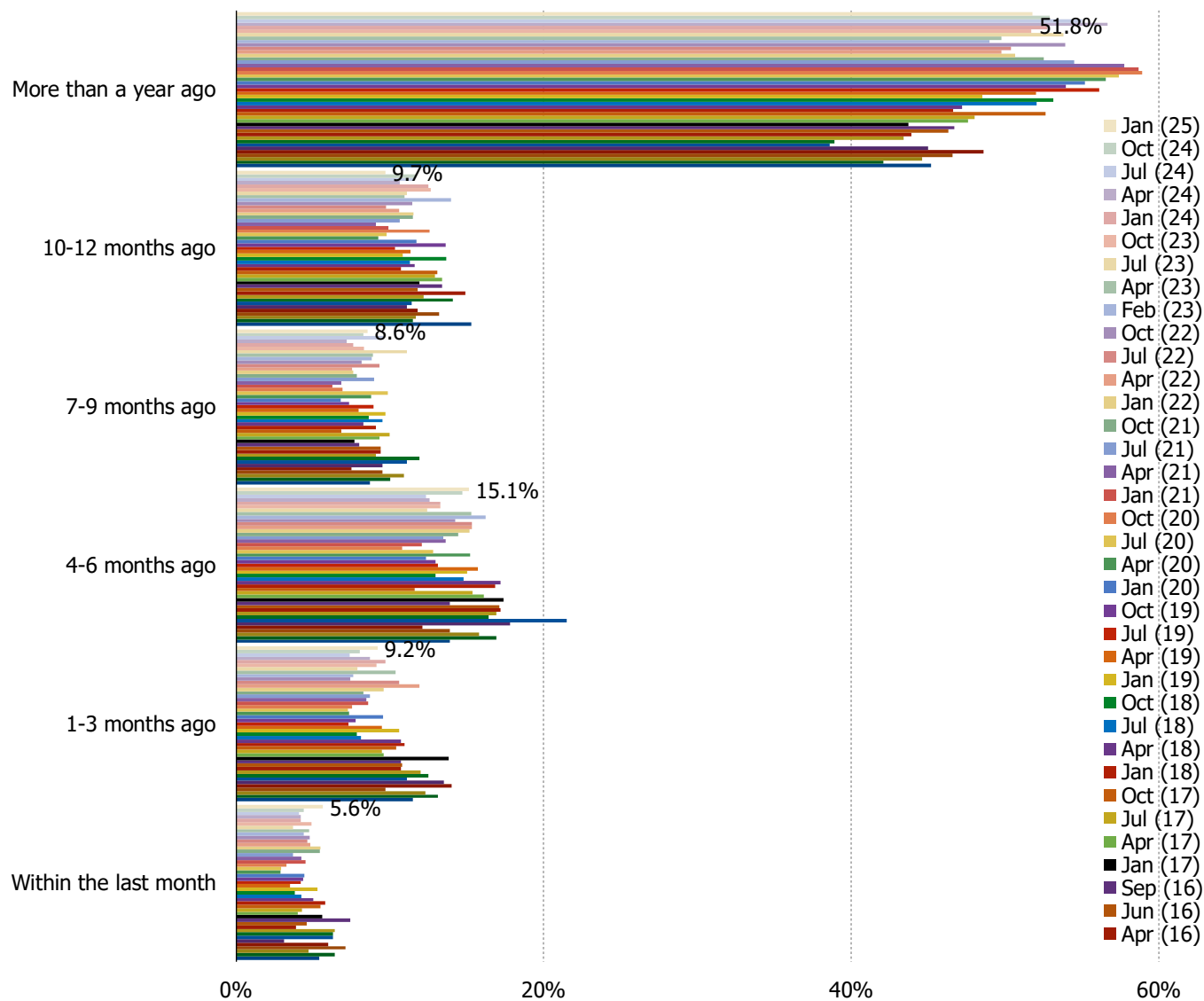


# SMARTPHONE REFRESH CYCLES

---

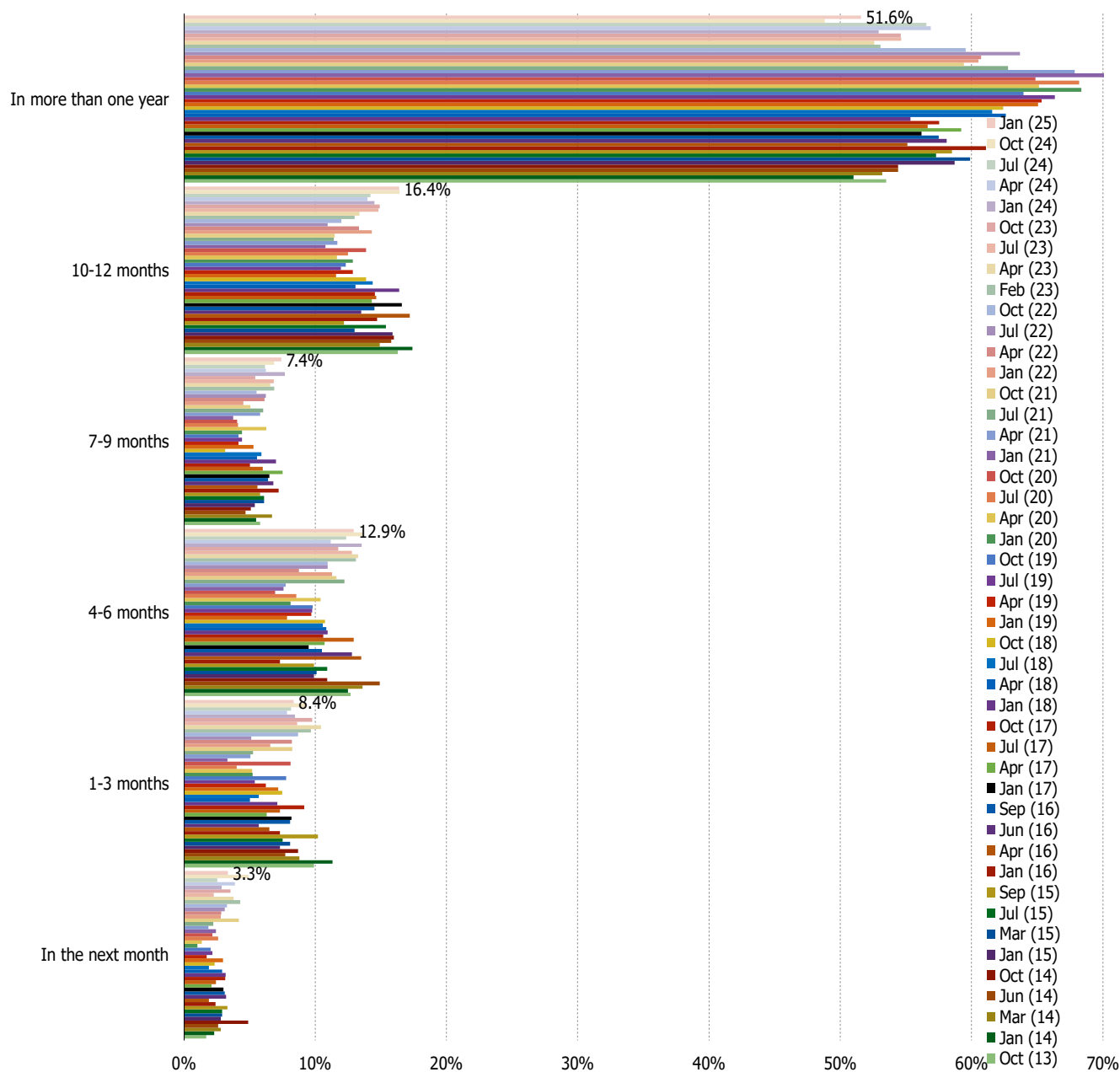
WHEN DID YOU GET YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.



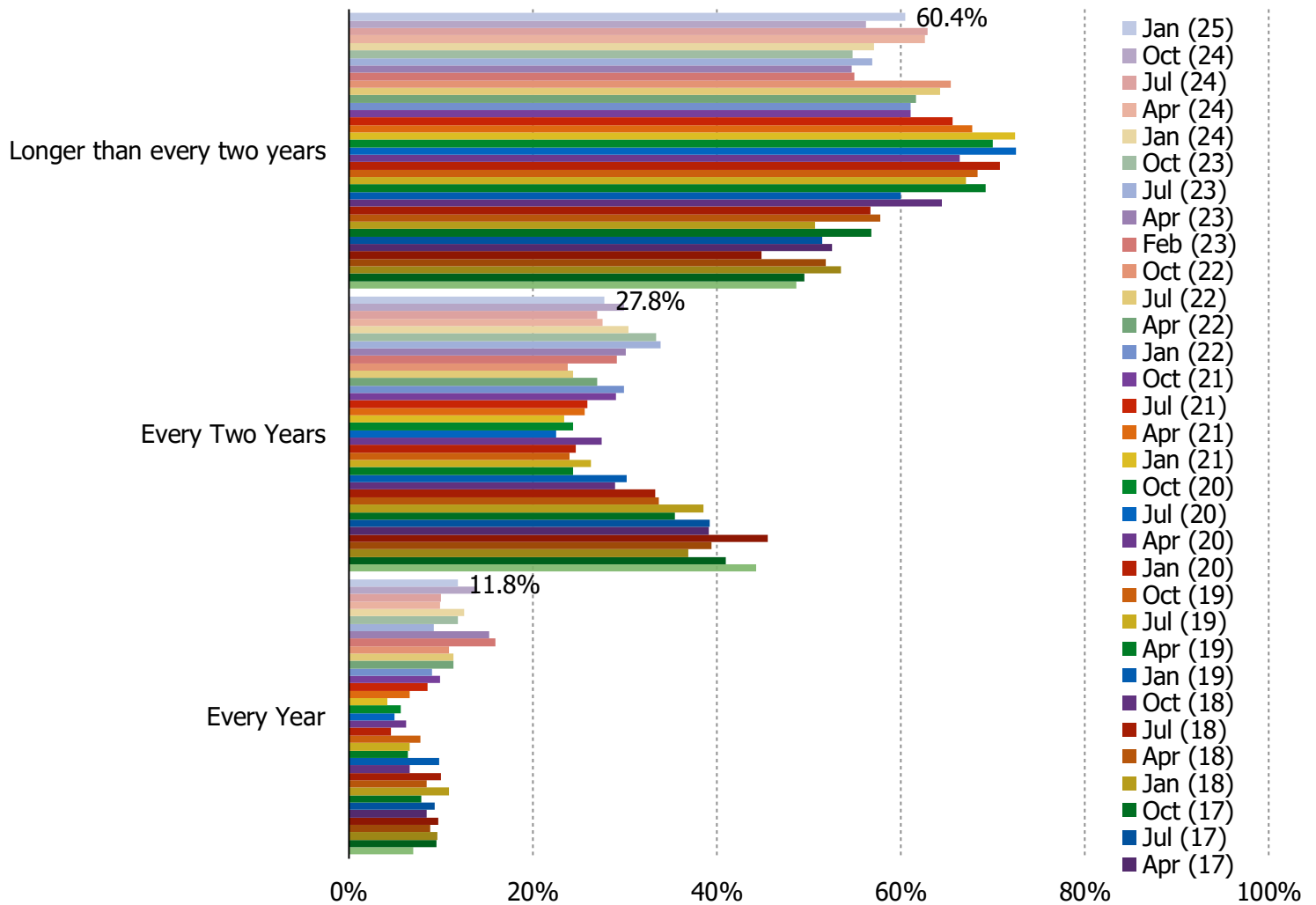
### EXPECTED DATE OF NEXT SMARTPHONE PURCHASE

This question was posed to smartphone owners.



GOING FORWARD, HOW FREQUENTLY DO YOU PLAN TO PURCHASE/GET NEW SMARTPHONES?

This question was posed to smartphone owners.

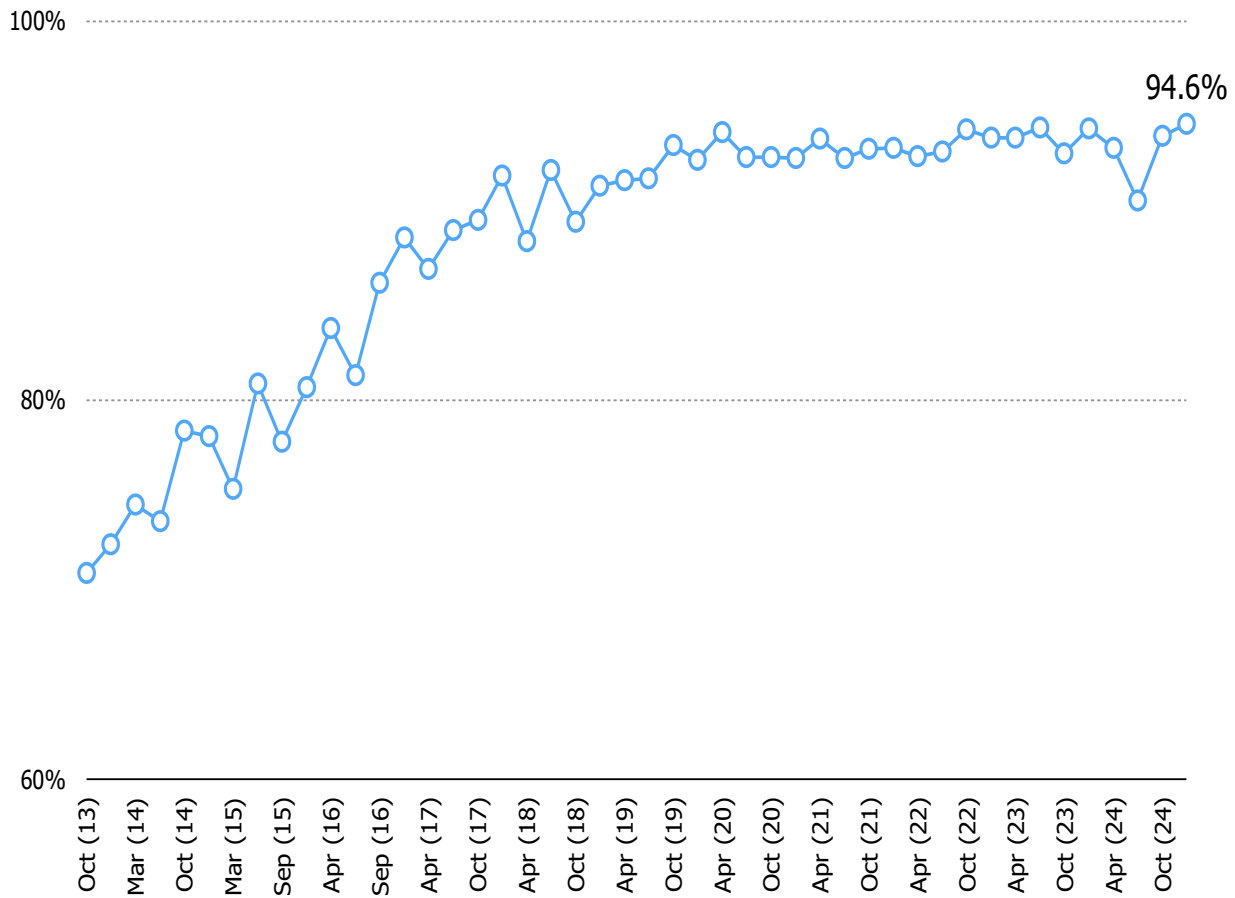


# SMARTPHONE MARKET SHARE

---

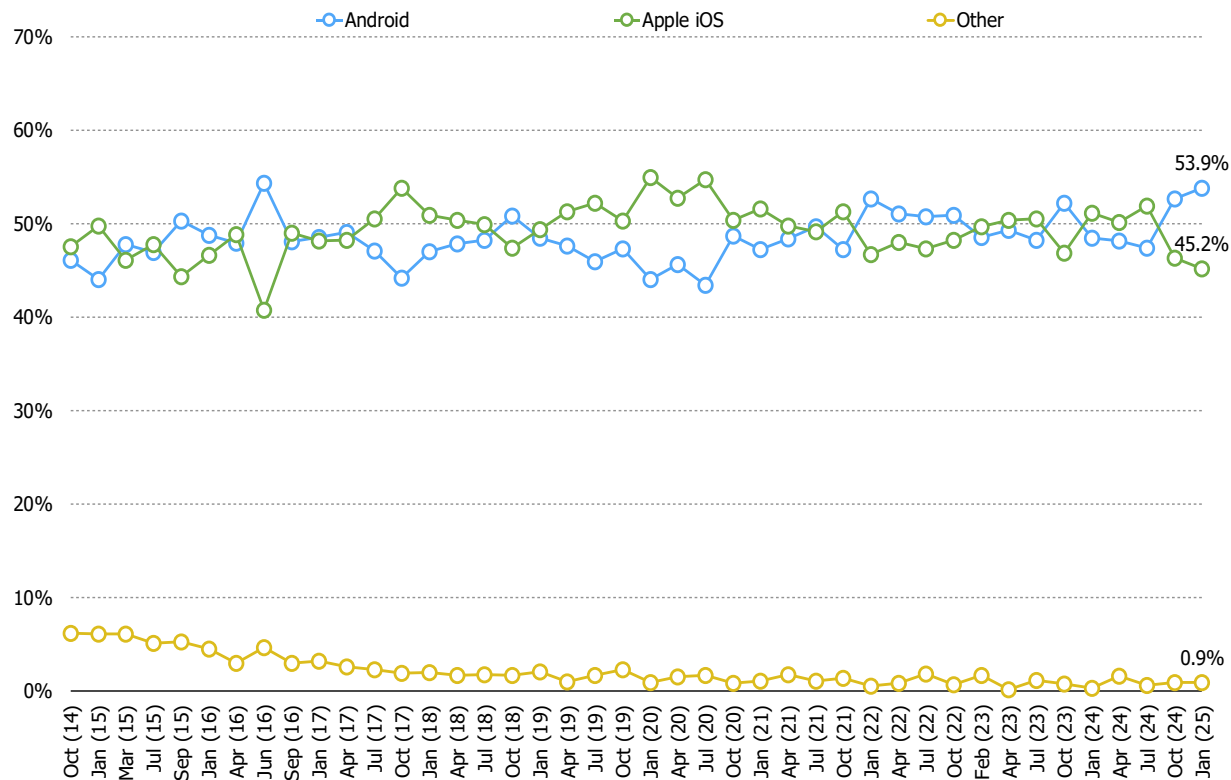
DO YOU OWN A SMARTPHONE?

This question was posed to all consumers.



CURRENT OPERATING SYSTEM FOR SMARTPHONE

This question was posed to smartphone owners.

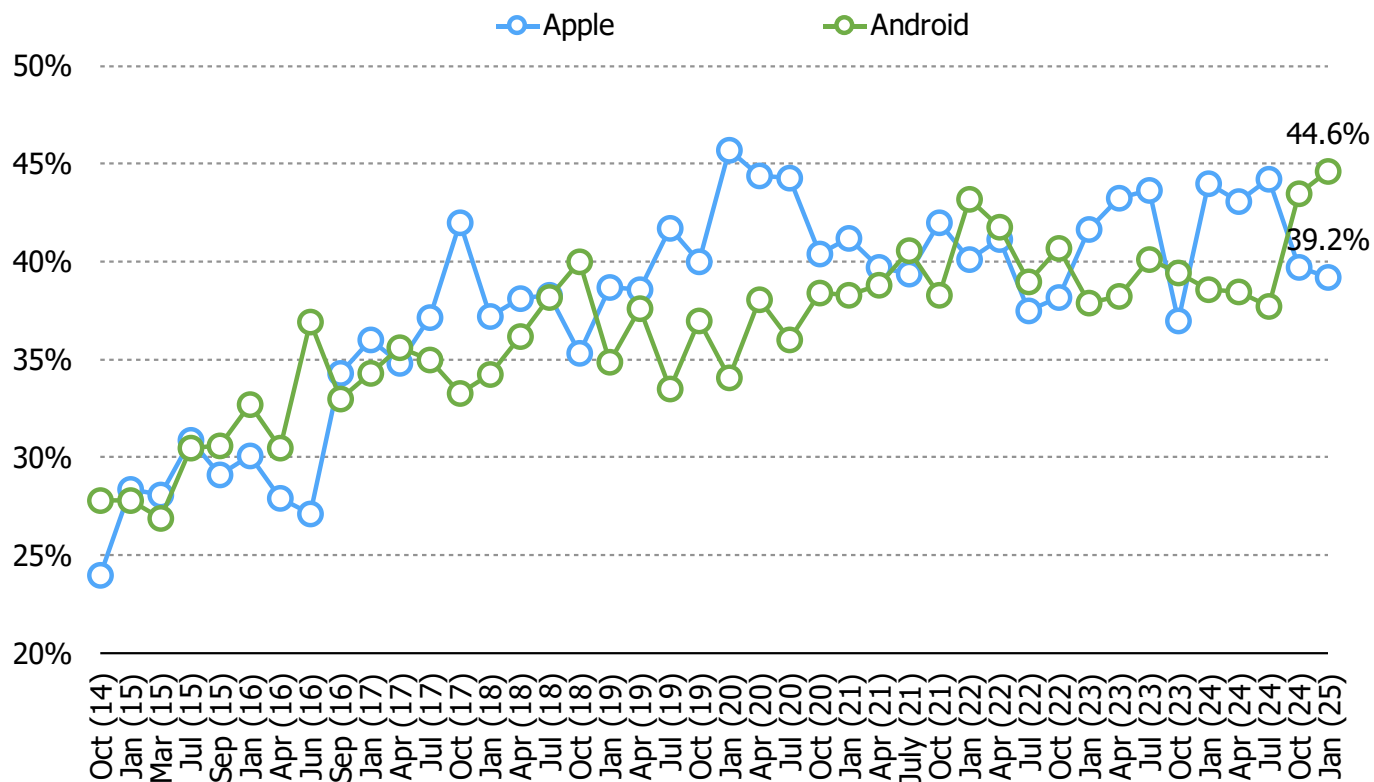






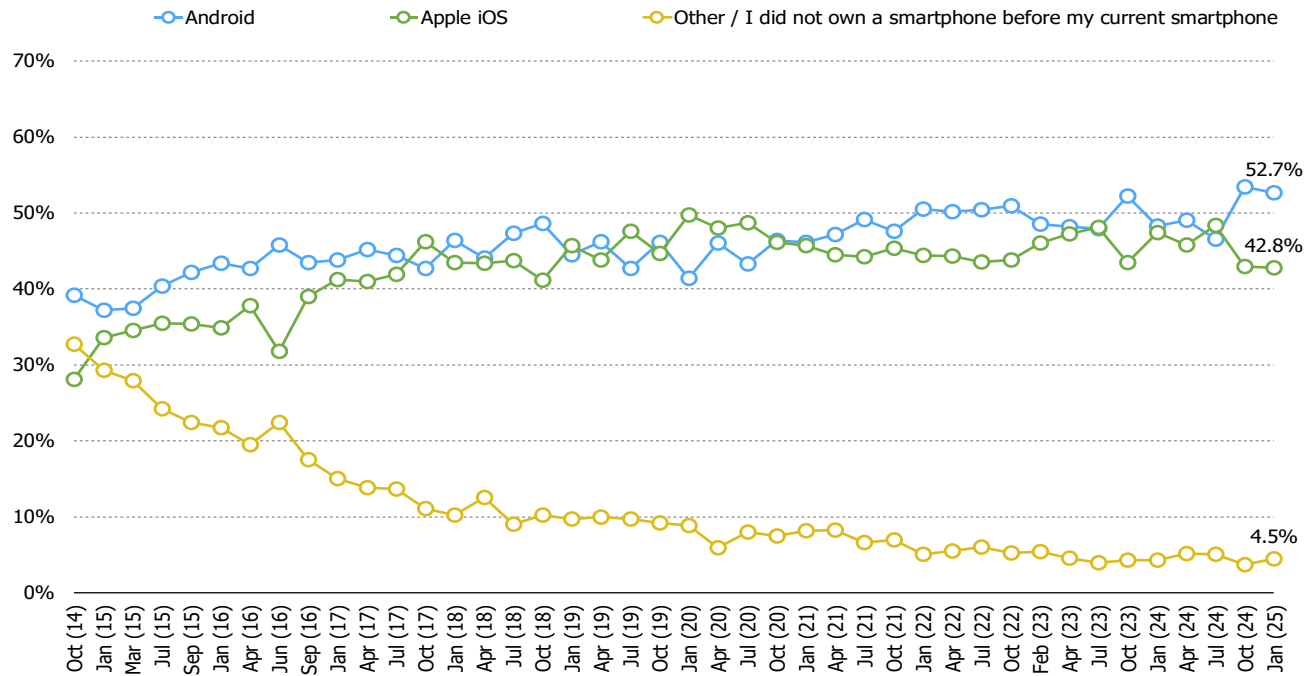
“TRIPLE PLAYS” – PERCENTAGE OF SMARTPHONE OWNERS WHO OWN THE SAME OPERATING SYSTEM FOR LAST PHONE, CURRENT PHONE, AND PLAN TO USE SAME FOR NEXT PHONE

This question was posed to smartphone owners.



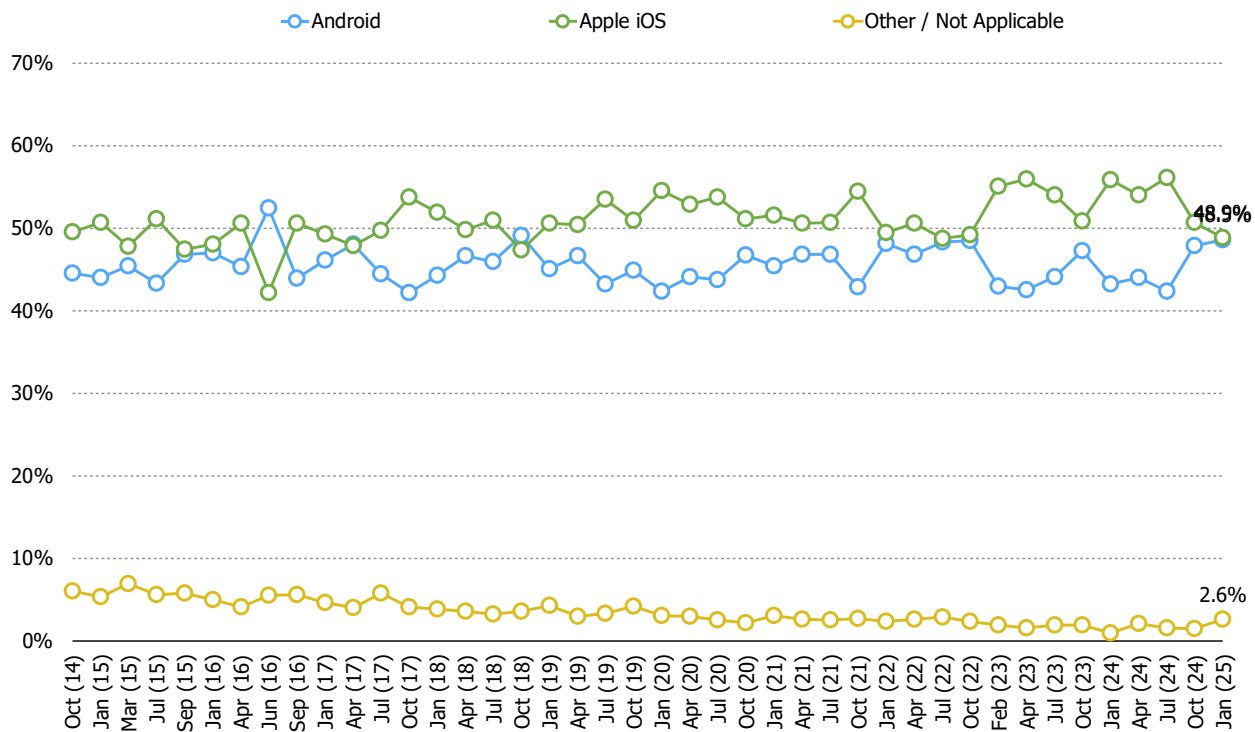
OPERATING SYSTEM FOR SMARTPHONE BEFORE CURRENT SMARTPHONE

This question was posed to smartphone owners.



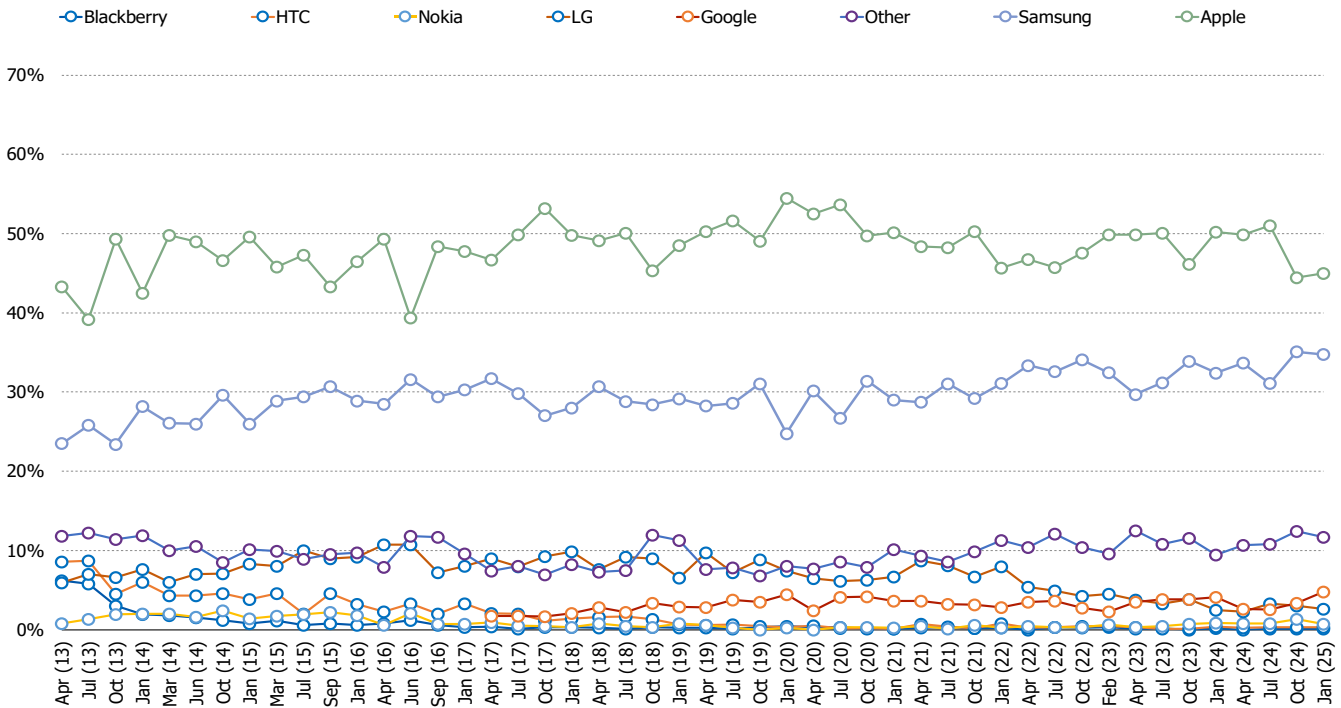
OPERATING SYSTEM FOR NEXT SMARTPHONE

This question was posed to smartphone owners.



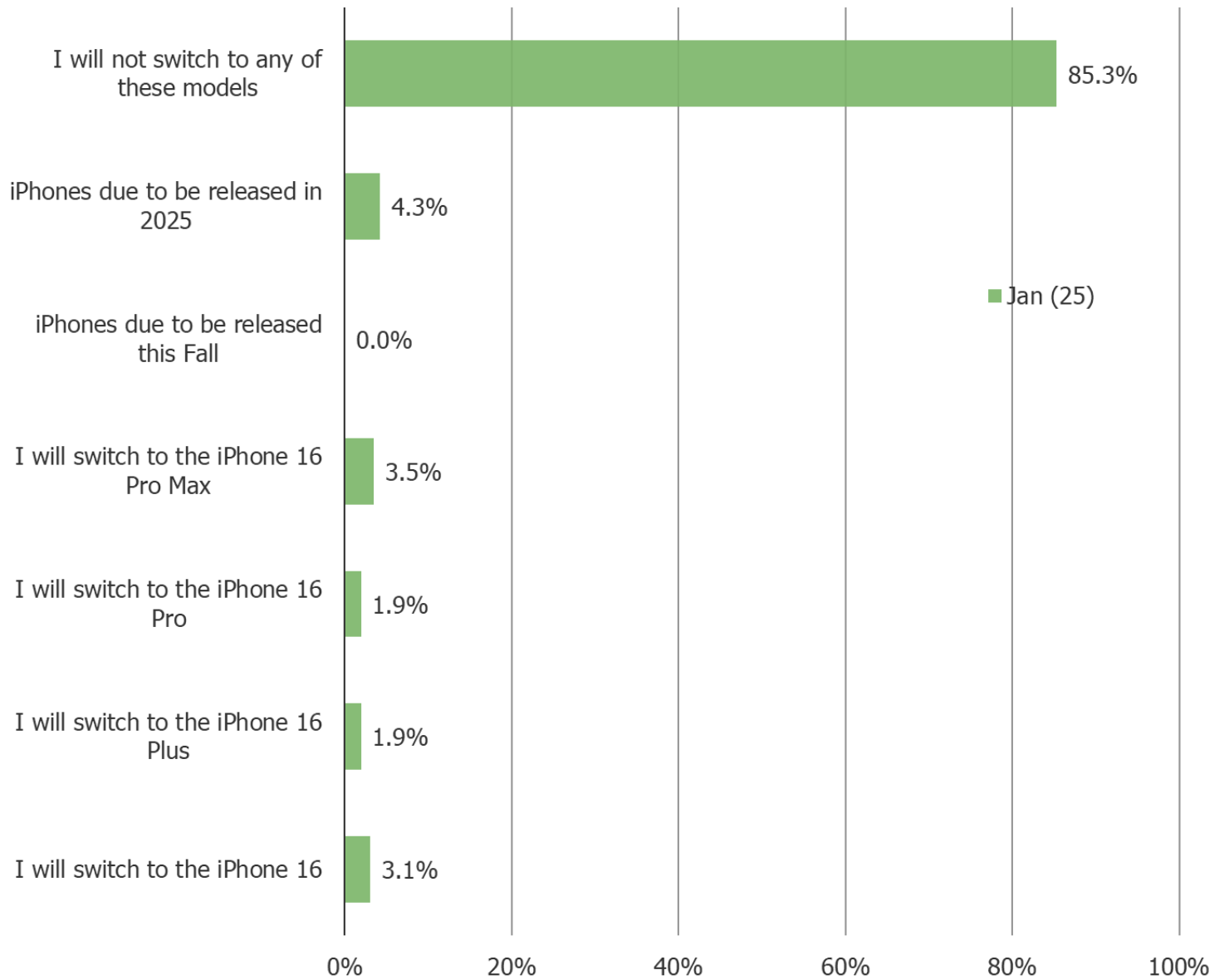
MARKET SHARE - SMARTPHONES

This question was posed to smartphone owners.



DO YOU PLAN TO SWITCH TO ANY OF THE LATEST OR UPCOMING IPHONES WHEN IT IS TIME TO GET A NEW SMARTPHONE?

This question was posed to Android smartphone owners.

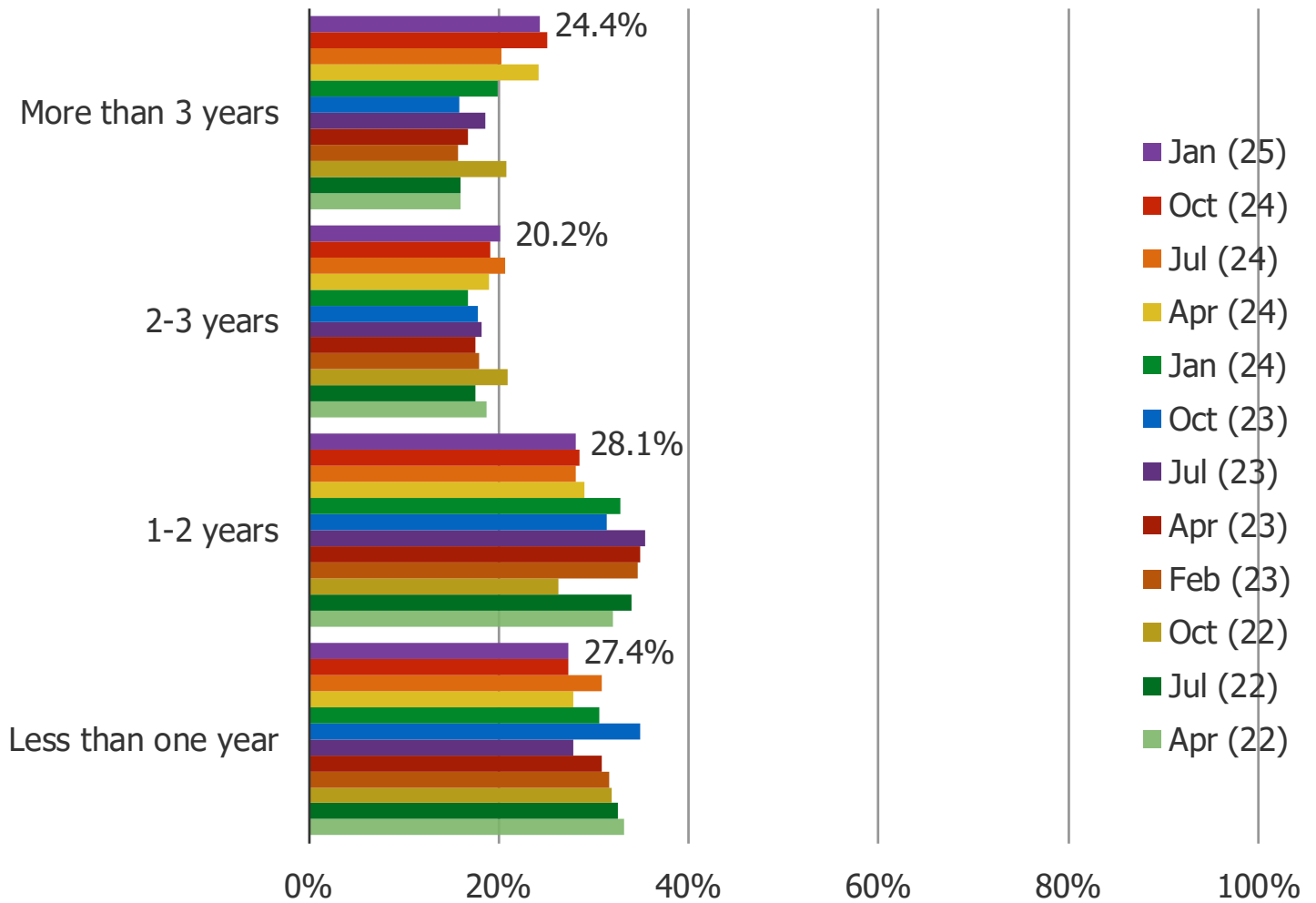


# IPHONE PURCHASE PREFERENCES AND TESTING A LEASING MODEL

---

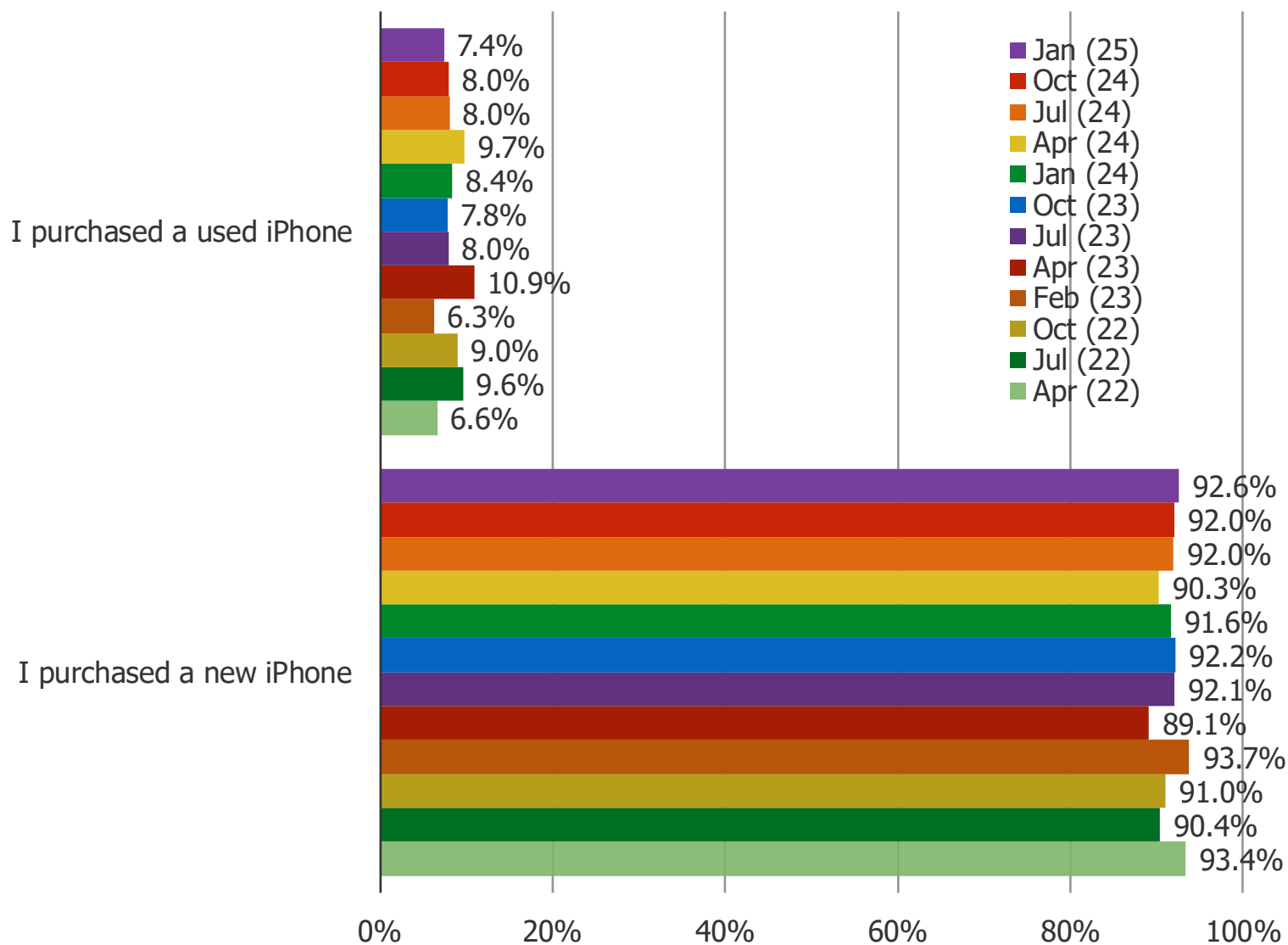
FOR HOW LONG HAVE YOU OWNED YOUR CURRENT IPHONE?

This question was posed to iPhone owners.



HOW DID YOU PURCHASE YOUR IPHONE?

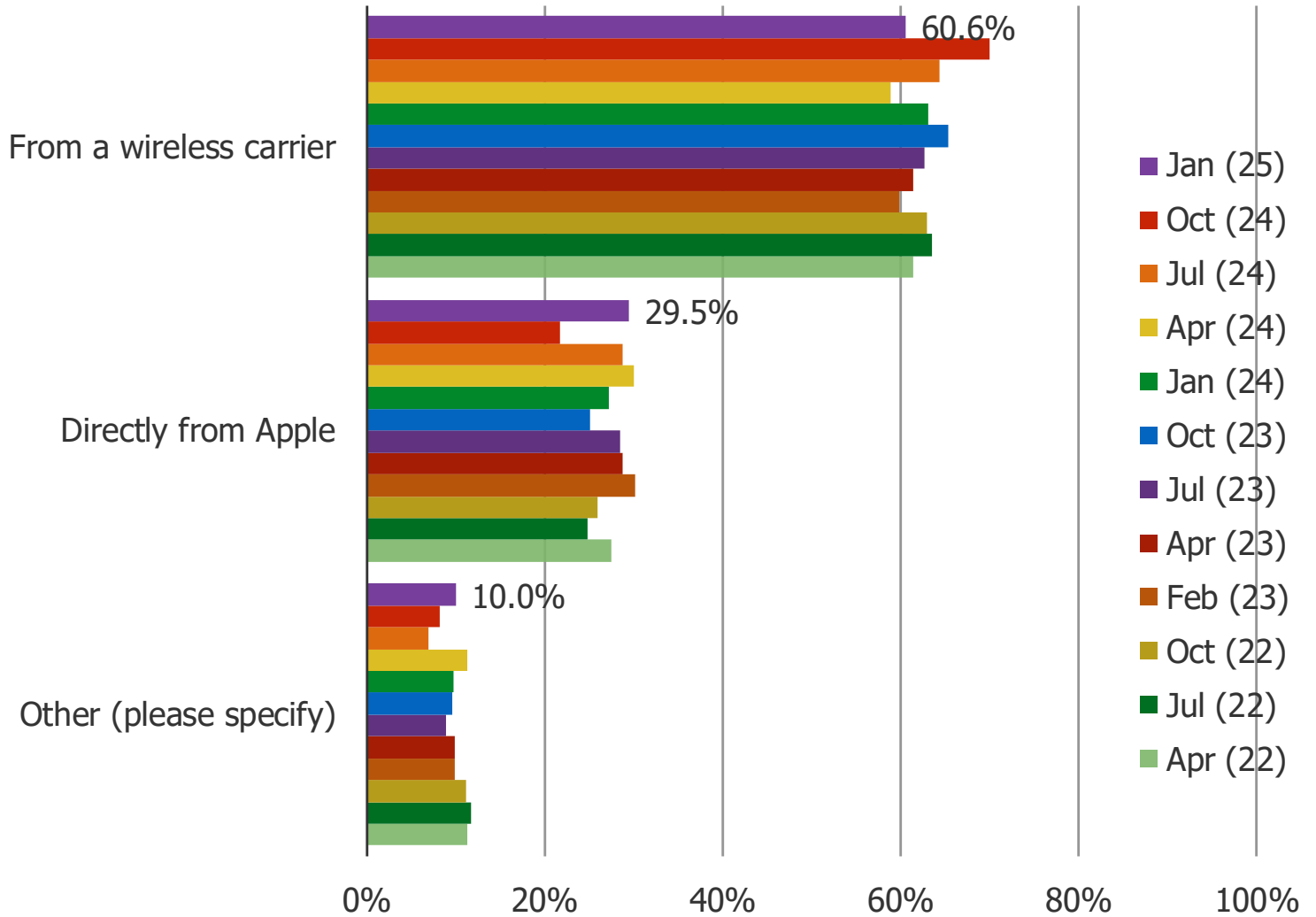
This question was posed to iPhone owners.





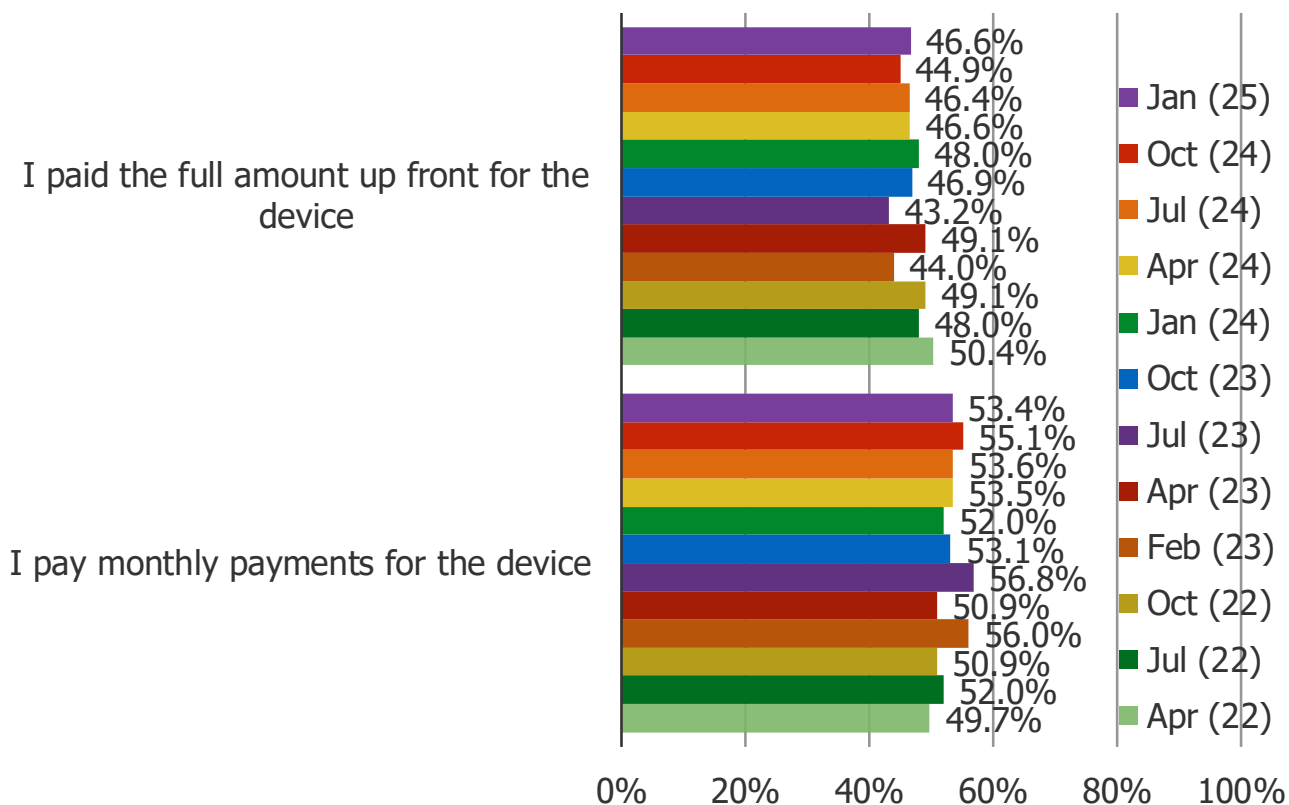
HOW DID YOU PURCHASE YOUR CURRENT IPHONE?

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.

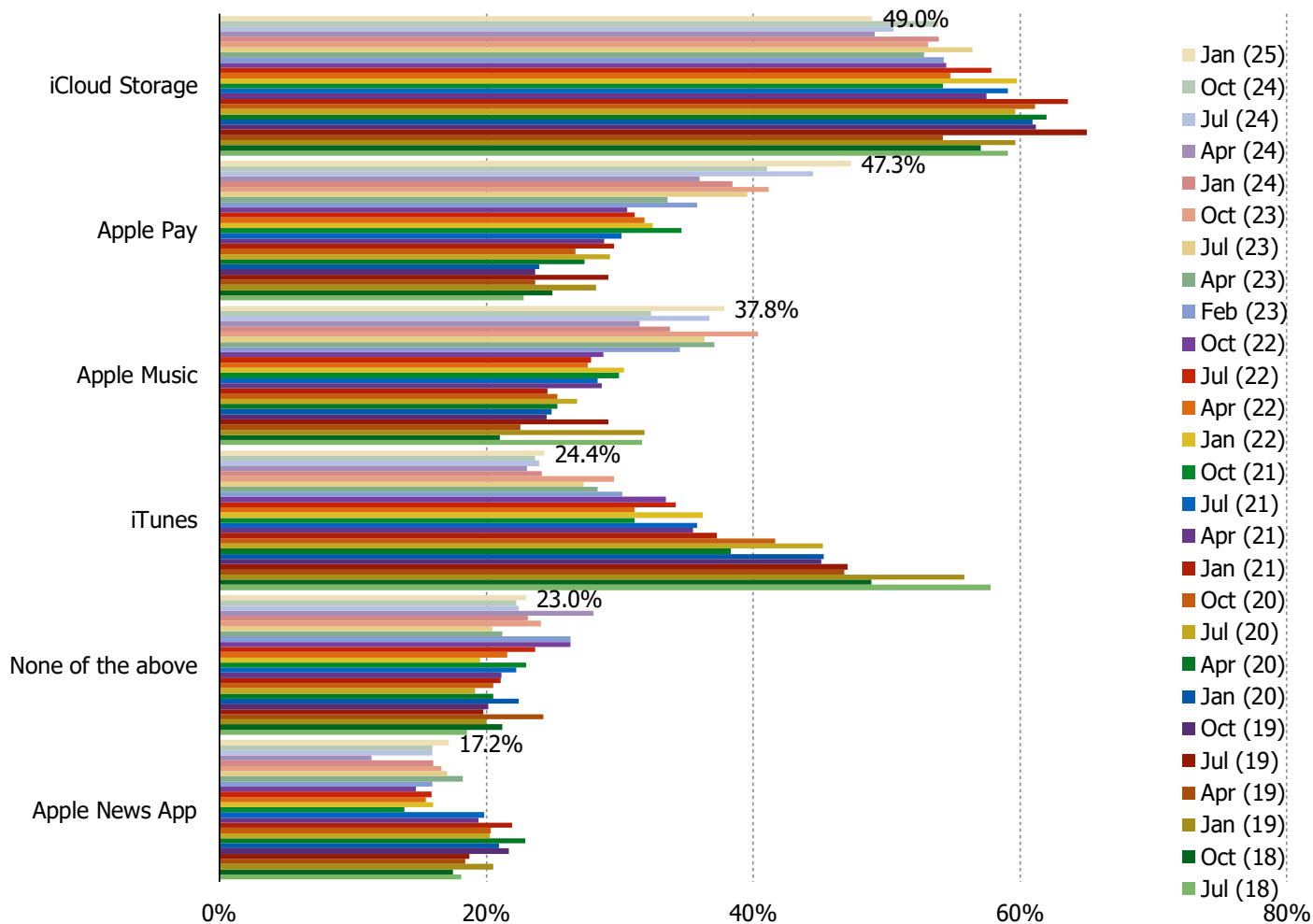


# AAPL PAY QUESTIONS

---

HAVE YOU USED ANY OF THE FOLLOWING APPLE SERVICES IN THE PAST MONTH?

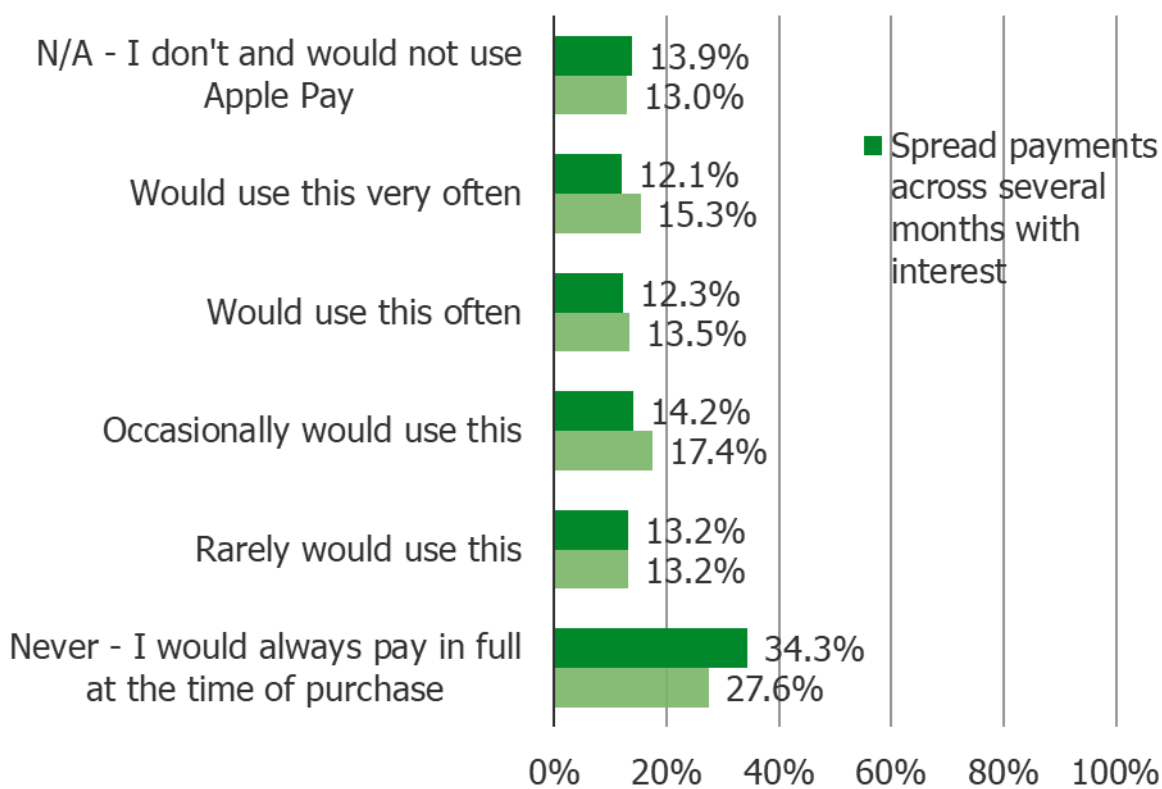
This question was posed to iPhone owners.



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.

## JANUARY 2025

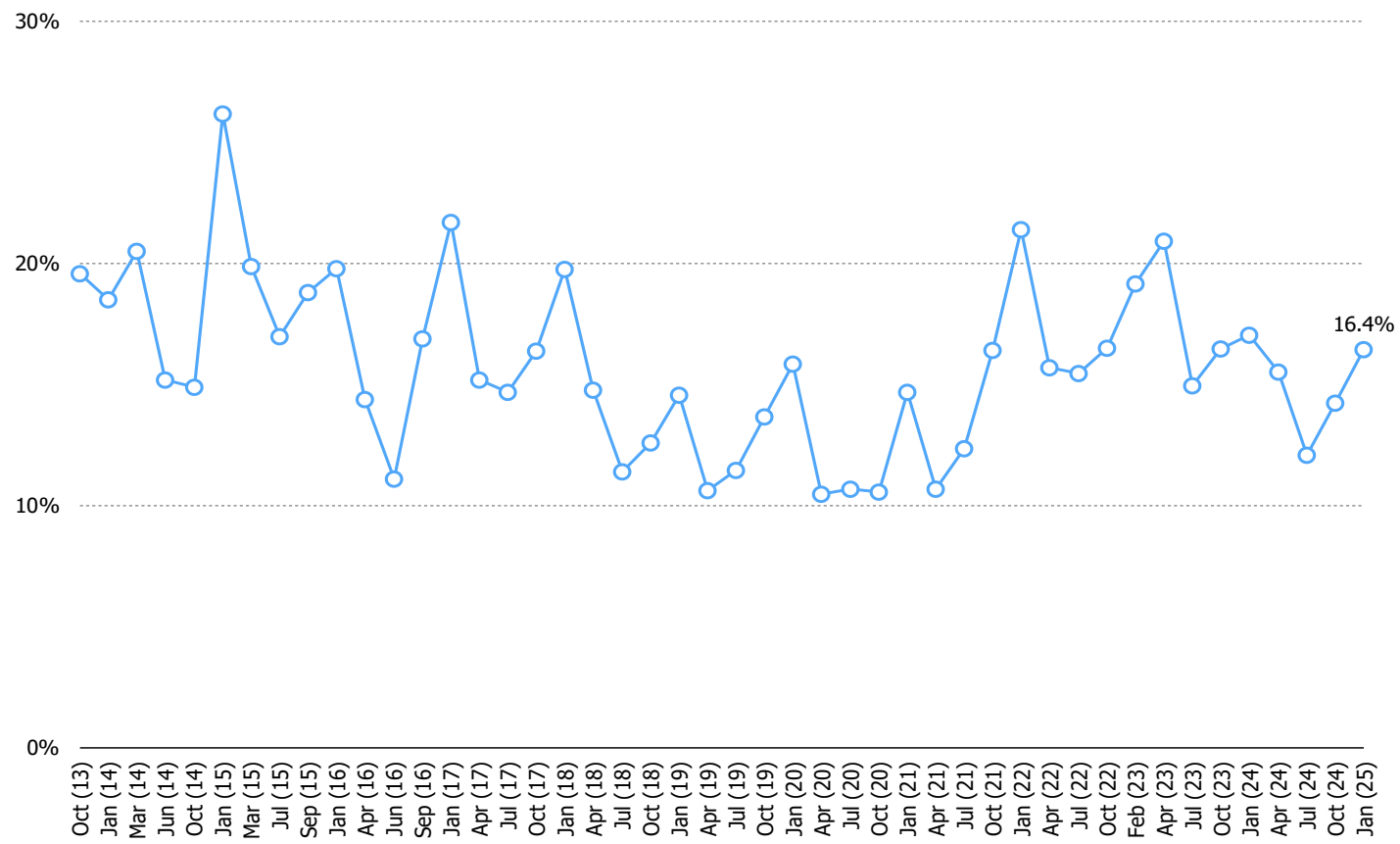


# IPHONE DYNAMICS

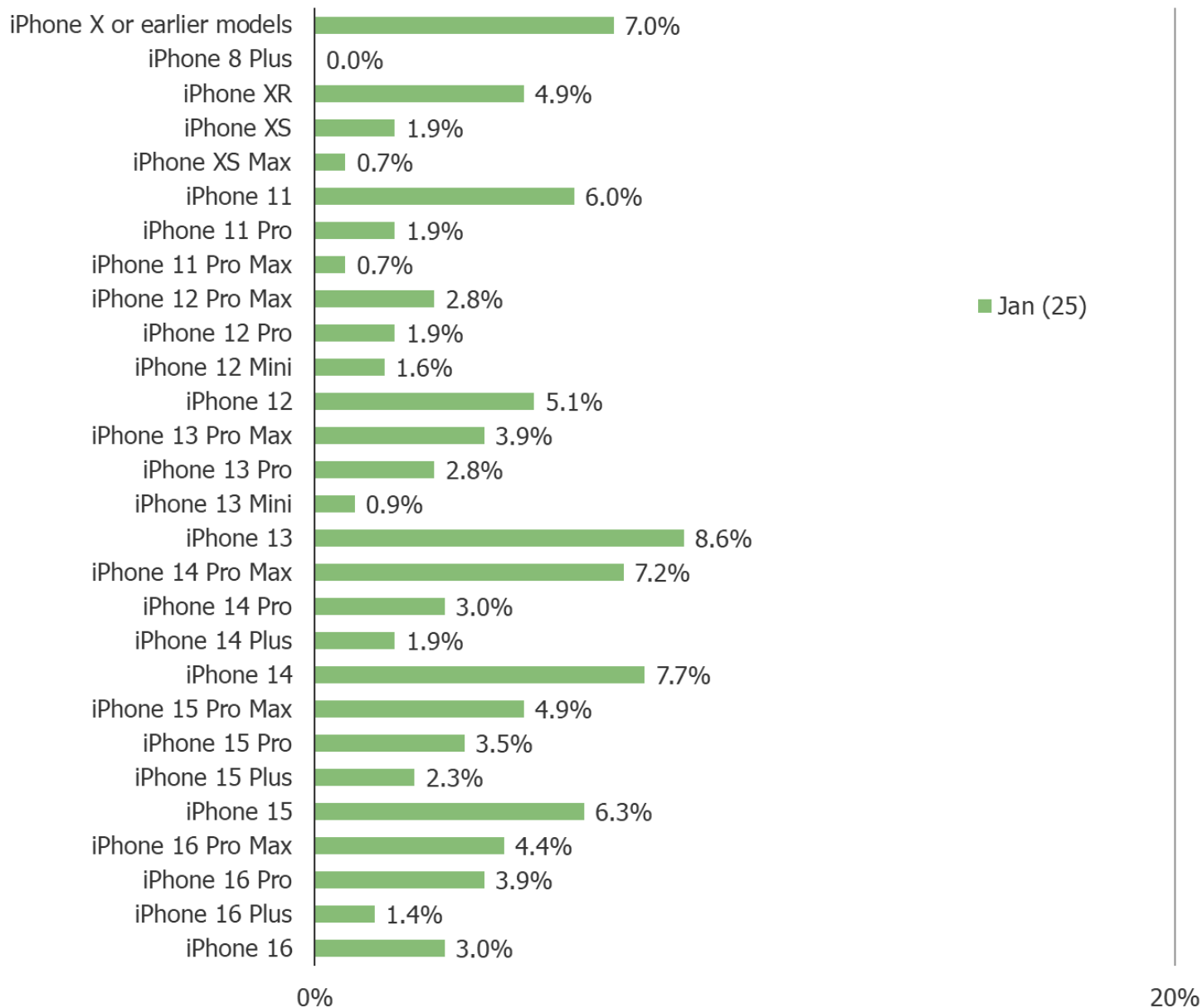
---

GOT IPHONE WITHIN PAST THREE MONTHS

This question was posed to iPhone owners.



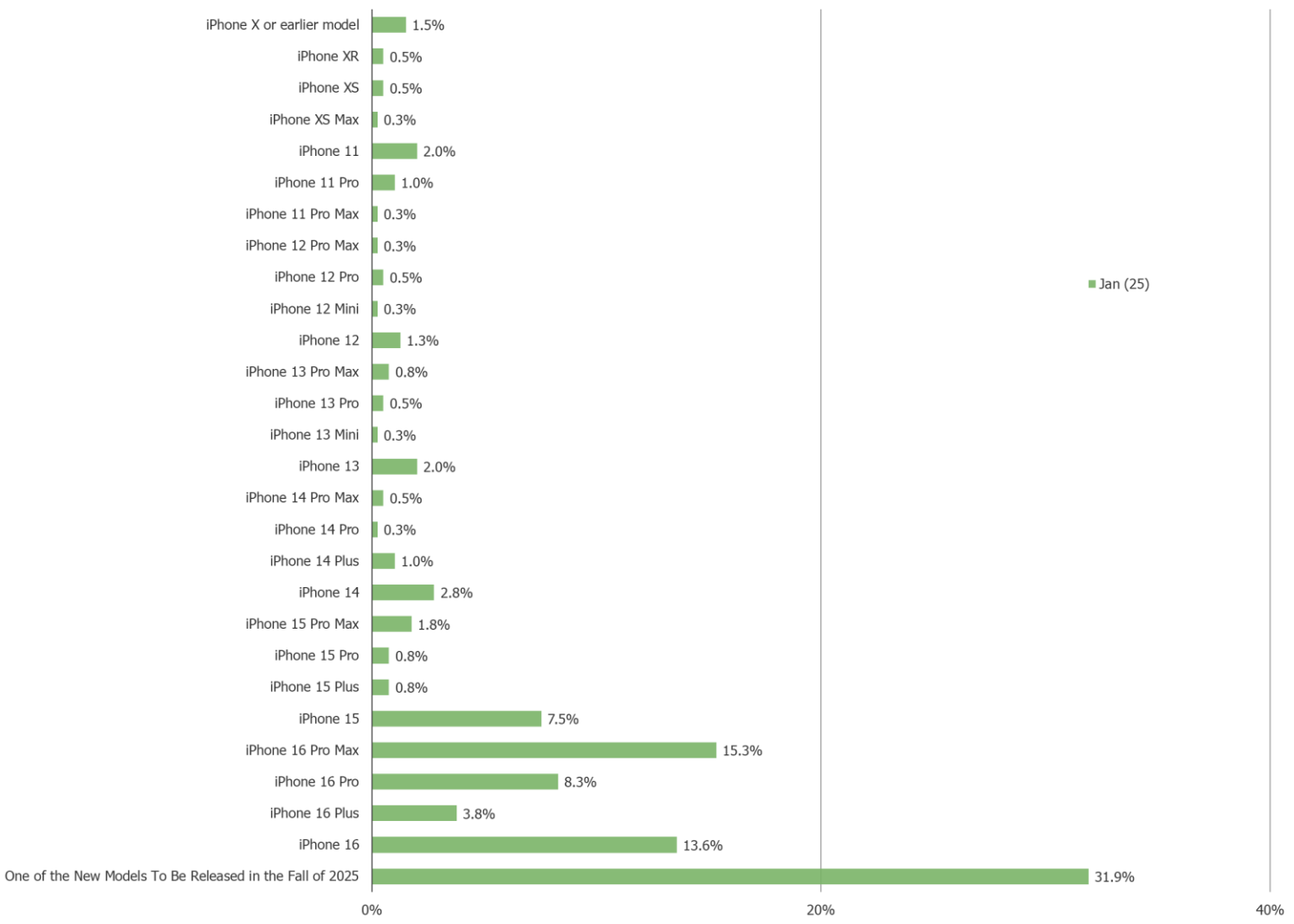
IPHONE MIX – WHICH MODEL DO YOU CURRENTLY OWN?





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.

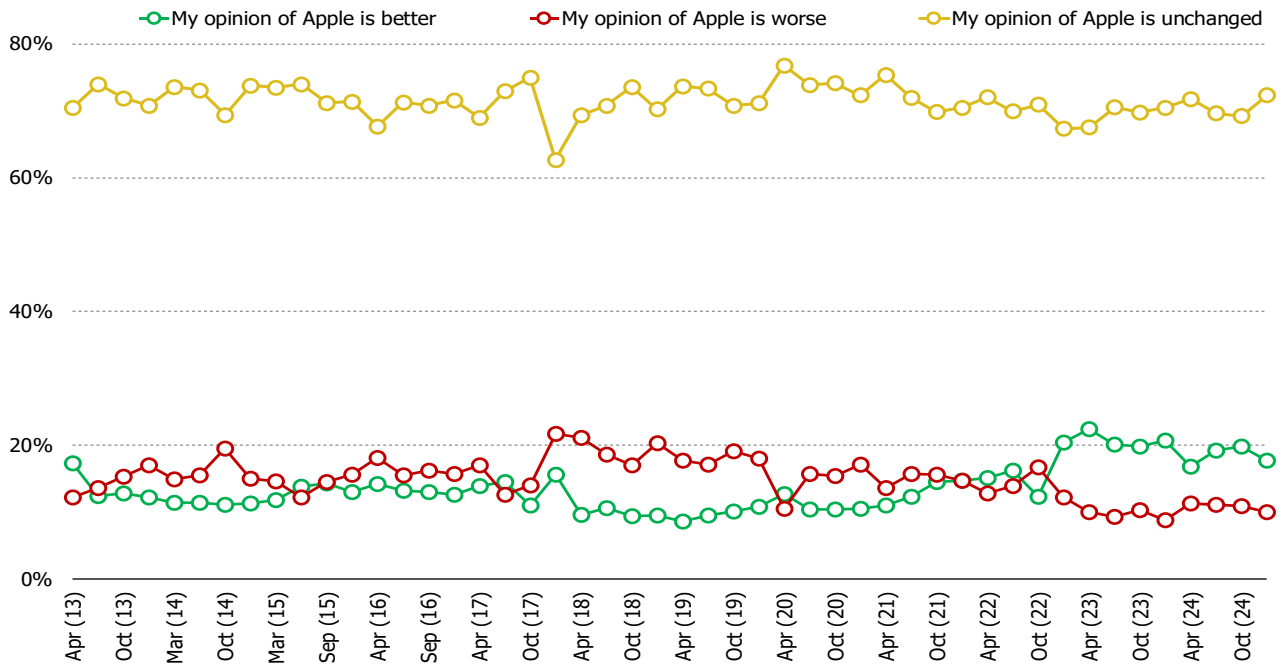


# CONSUMER SENTIMENT

---

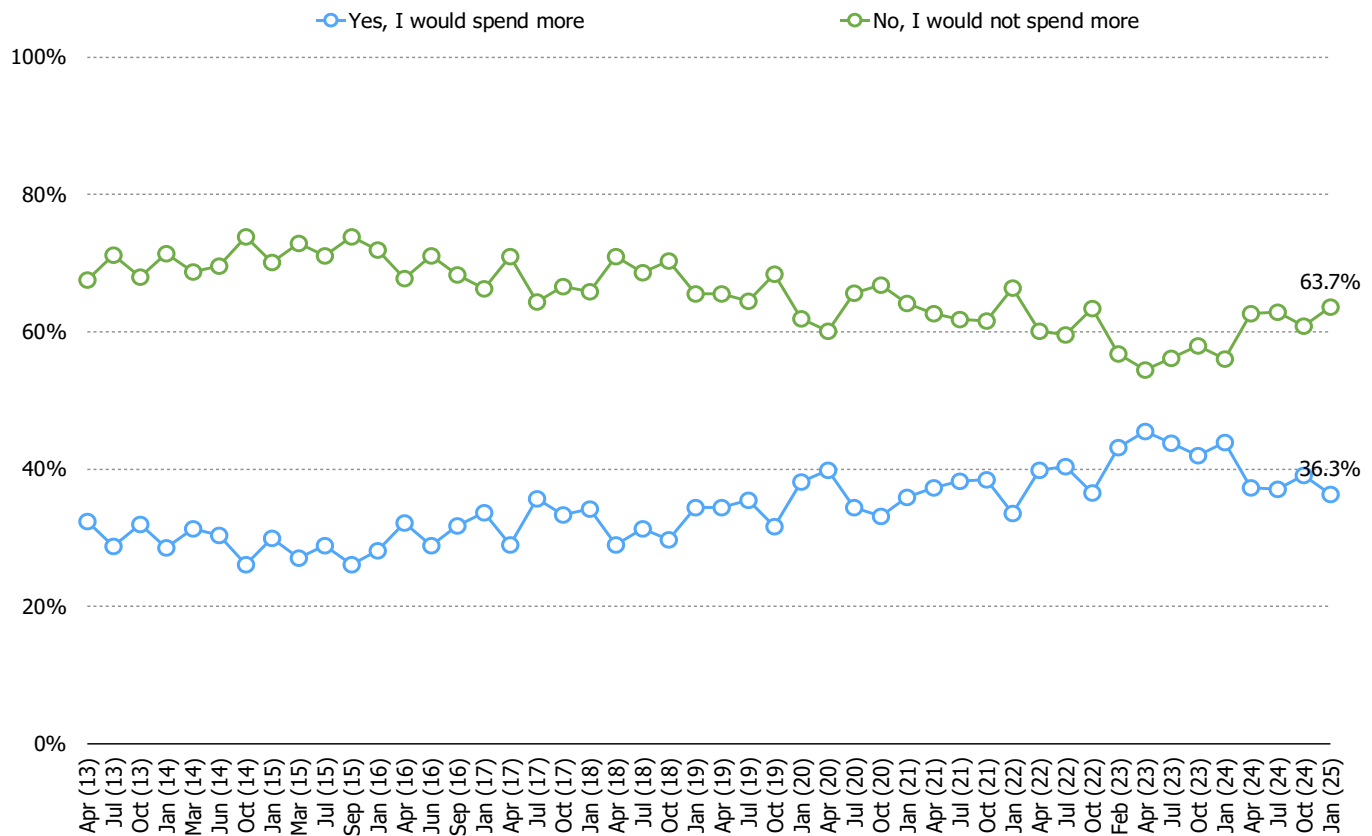
HAS YOUR OPINION OF APPLE CHANGED OVER THE PAST YEAR?

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.

