

BESPOKE SURVEYS

Consumer Electronics, Vol 51

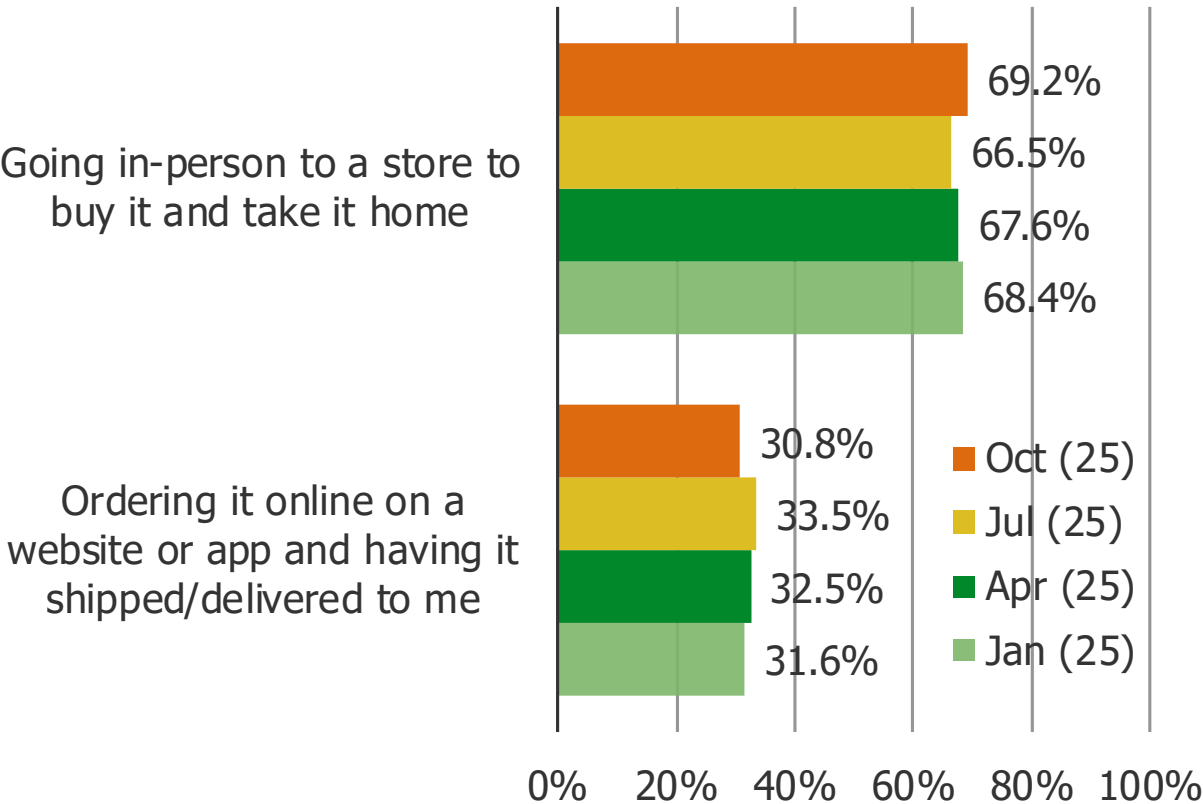
1000+ Respondents Per Quarter

October 2025

IPHONE DYNAMICS

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?

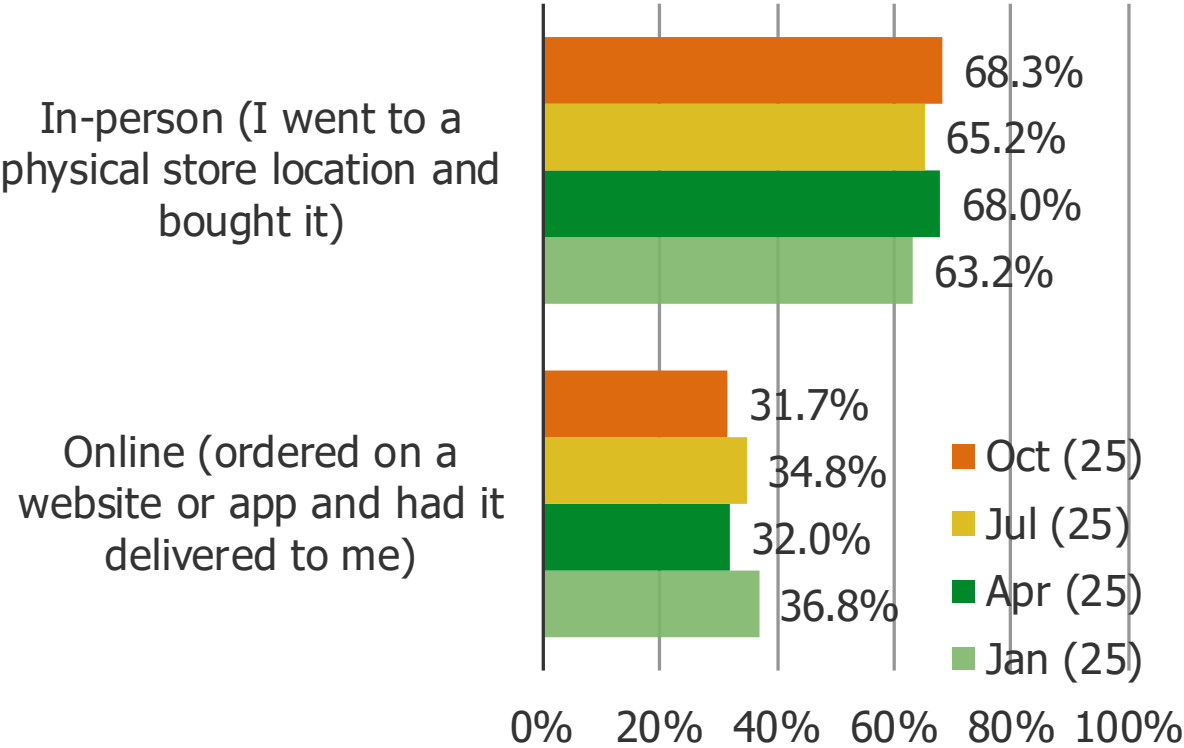
- More convenient and saves time.
- I like it
- Don't like to converse with them in person
- Cheaper
- Because I could access a wider range of options and it is convenient shopping from the comfort of my home
- It saves my time
- Convenience
- It's cheaper
- It is easier to more convenient.
- Better deals
- I do almost all my shopping online just much more convenient
- Convenience
- The ability to shop and compare without the influence of a sales person.
- It's convenient ,saves time ,and allows me to compare options easily.
- Convenience
- Phone stores aren't exactly my favorite place to be. It's like an tech version of the dmv
- Easy and no need to leave my home
- Less pressure
- I like being able to compare pricing, features, and brands on the web rather than visit stores in person
- More convenient
- Not a people person
- I have gone in store and it's been a blessing it just depends on the timing sometimes it's easier online other times it's easier to go in the store but preferably I'd like to buy it online
- Easier and less interaction with people
- I have a disability and it's much easier for me to order things online
- You can get a refurbished one online for a lot of savings

RESPONDENTS WHO PREFER IN-STORE – WHY?

- In person I can check all the features
- For testing purposes
- It's just easier and you get to look and see all the features
- So I can see everything in person.
- I like to see and feel the phone before I buy it.
- You can see it and use it
- I want to see how it feels in one's hands
- I want to see touch and try it
- Customer service
- You will get to see the phone in hand before you buy it
- Its more convenient to me
- Personal
- So I can get help with setup
- Seeing is believing
- I want to see it
- Getting better offers
- I like see my opinions and speak with a representative in person
- So I can actually touch the phones and compare the different models myself
- You can see the phone and if there are issues you do not need to leave with it
- I will never buy a phone online. I have to touch it and have someone there to any my questions.
- You need to feel and use it to know if you like it.
- You will know what you are getting
- So that I can start using it
- It's better for shipping and time saving
- So I can bring its accessories and inspect them myself.
- To experience the new technology
- To get the best deals
- So you can try the product
- Better options and explanation of current benefits.
- Availability, you get your device on time
- To sample it before buying.
- Just easier so I can see the item
- I like to check it personally
- Get more information on the device
- Easier to communicate
- I don't trust ordering it online
- Link to customer service, seeing it before buying it
- To examing the smartphone
- So i can select the best color
- I still like brick and mortar stores
- So you can try it
- To see the size in hand
- Because he immediately you see what you get in time
- You can physically see the product
- Hands on viewing
- To help transfer your data
- So you can test it out

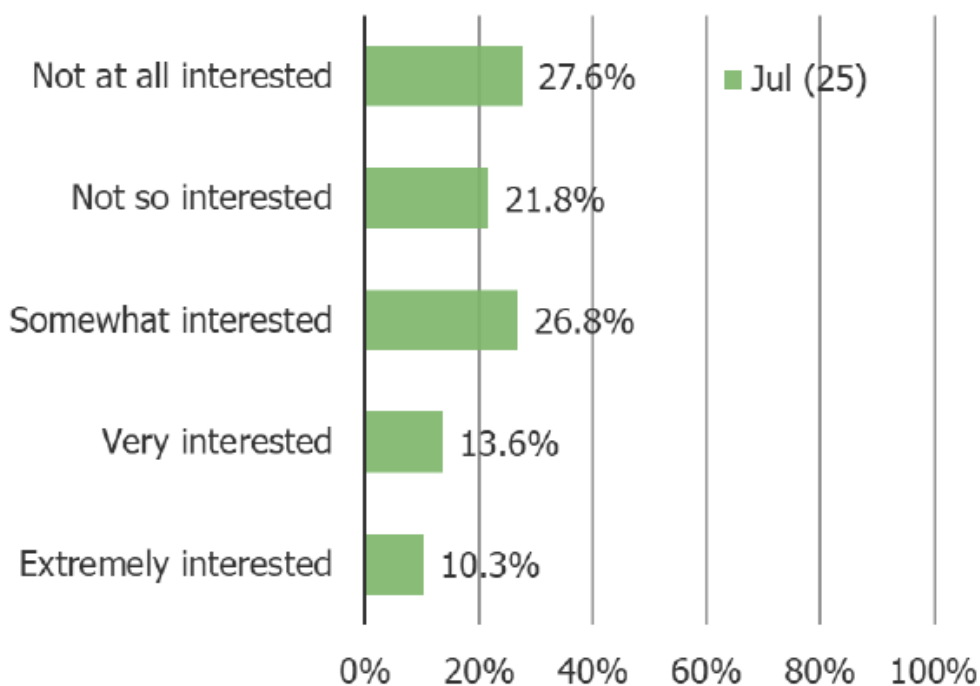
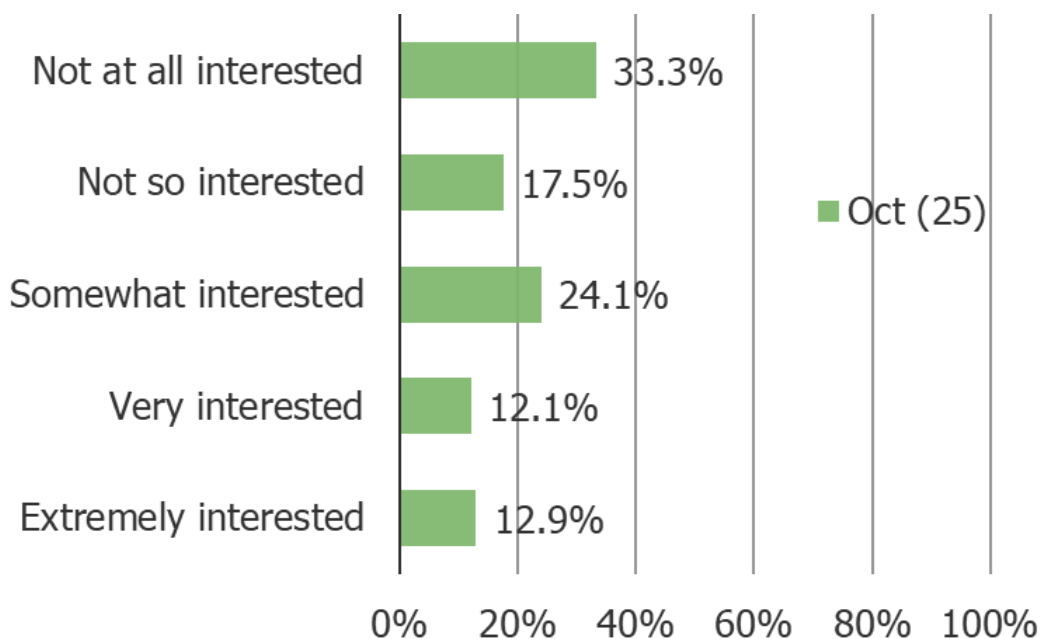
THINKING ABOUT THE SMARTPHONE YOU CURRENTLY OWN, HOW DID YOU GET IT?

This question was posed to all respondents.



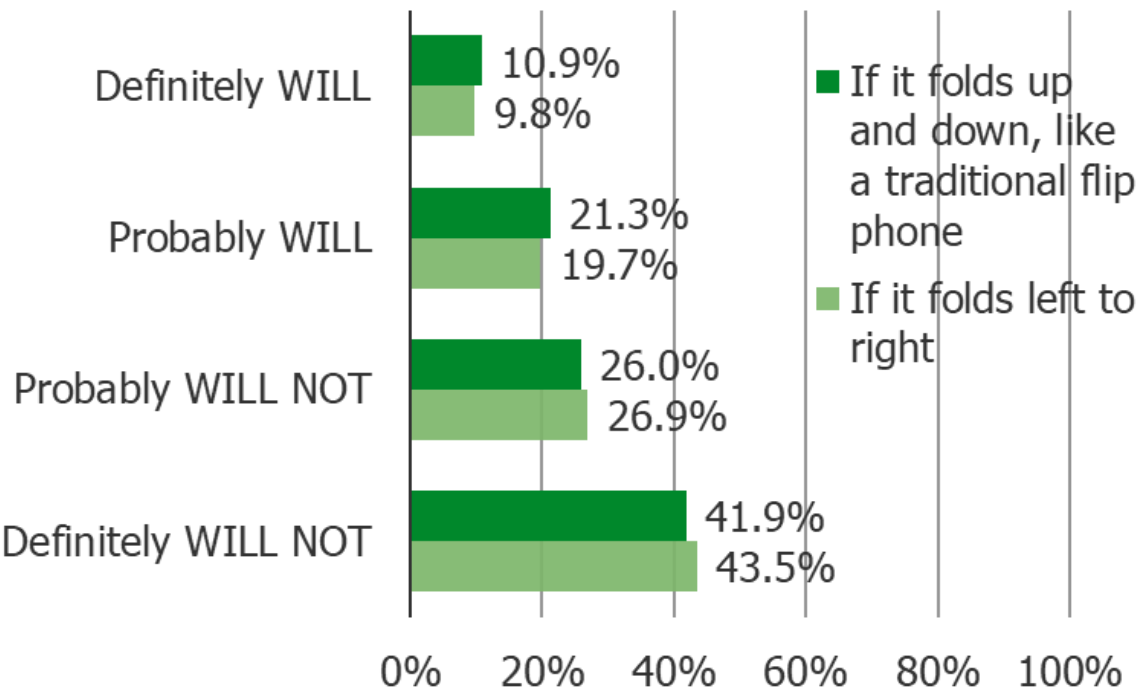
HOW MUCH INTEREST WOULD YOU HAVE IN A FOLDABLE IPHONE? (ONE THAT FOLDS LIKE A TRADITIONAL FLIP PHONE TO A SMALLER FORM FACTOR, BUT THEN FLIPS OPEN TO THE SIZE OF A NORMAL IPHONE OR LARGER).

This question was posed to current iOS users.



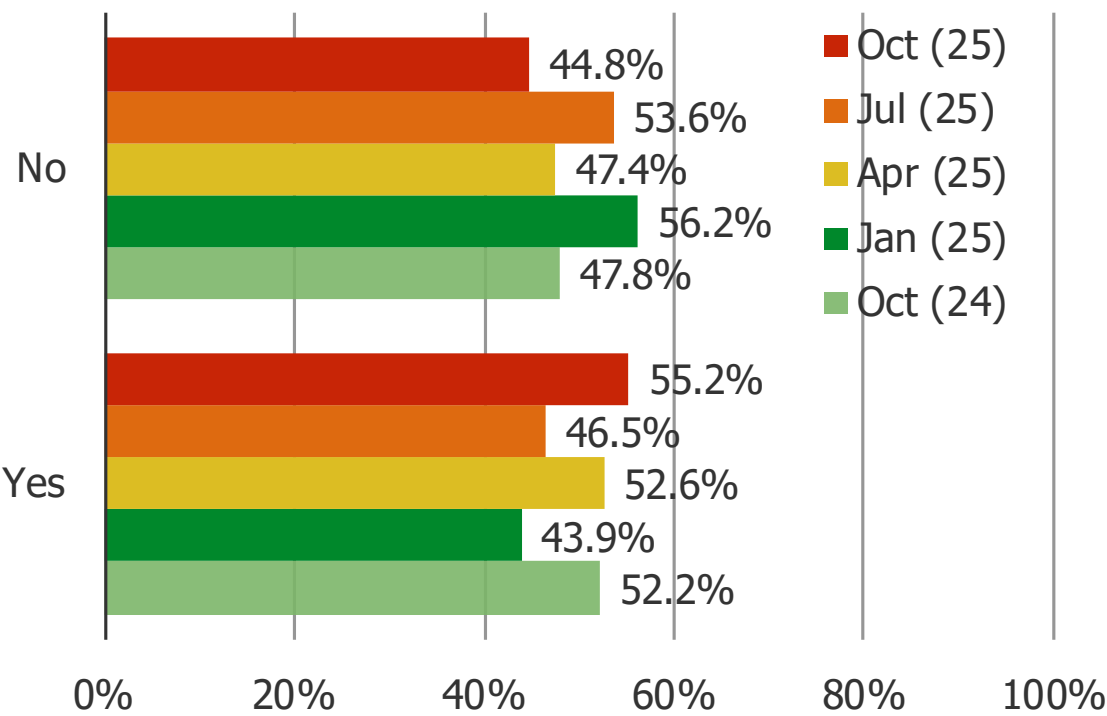
IF APPLE RELEASES A FOLDABLE IPHONE IN 2025 OR 2026, HOW LIKELY WOULD YOU BE TO GET IT?

This question was posed to current iOS users.



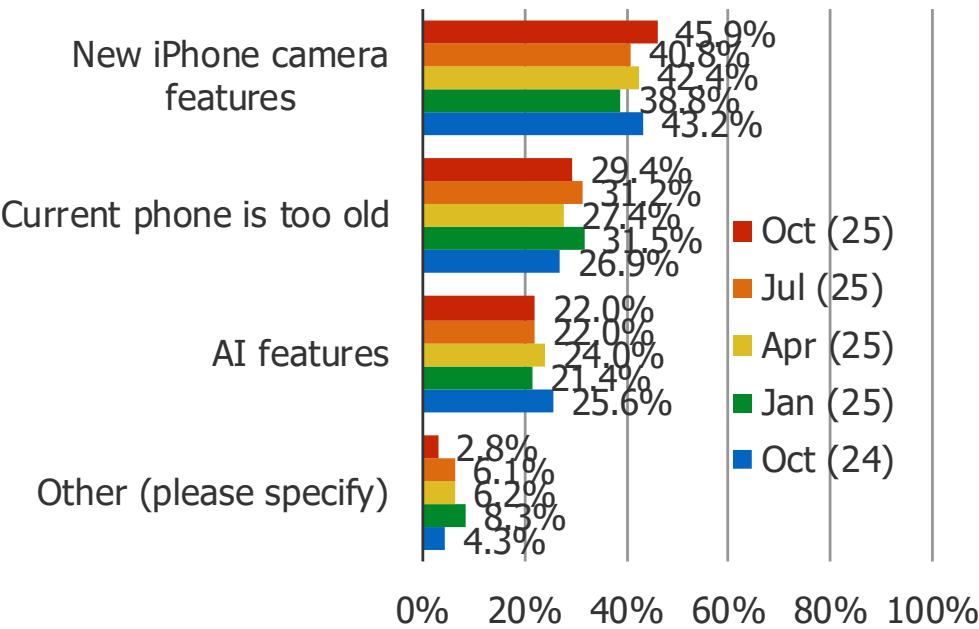
ARE YOU CURRENTLY CONSIDERING UPGRADING YOUR IPHONE TO A NEW/DIFFERENT MODEL THAN WHAT YOU HAVE NOW?

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

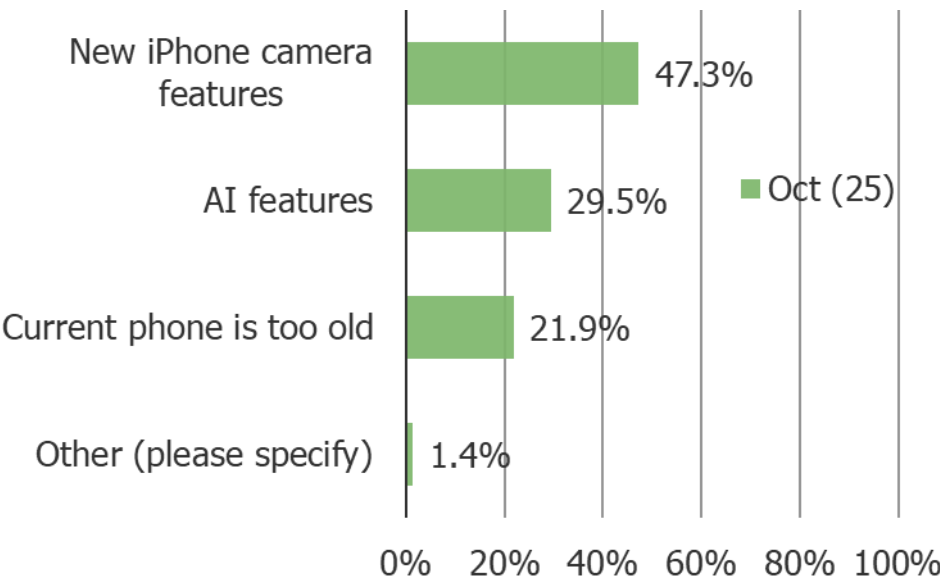


YOU MENTIONED THAT YOU ARE AT LEAST SOMEWHAT INTERESTED IN ONE OF THE NEWEST IPHONES JUST RELEASED. WHAT MAKES YOU MOST INTERESTED IN THE NEW PHONE(S)?

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

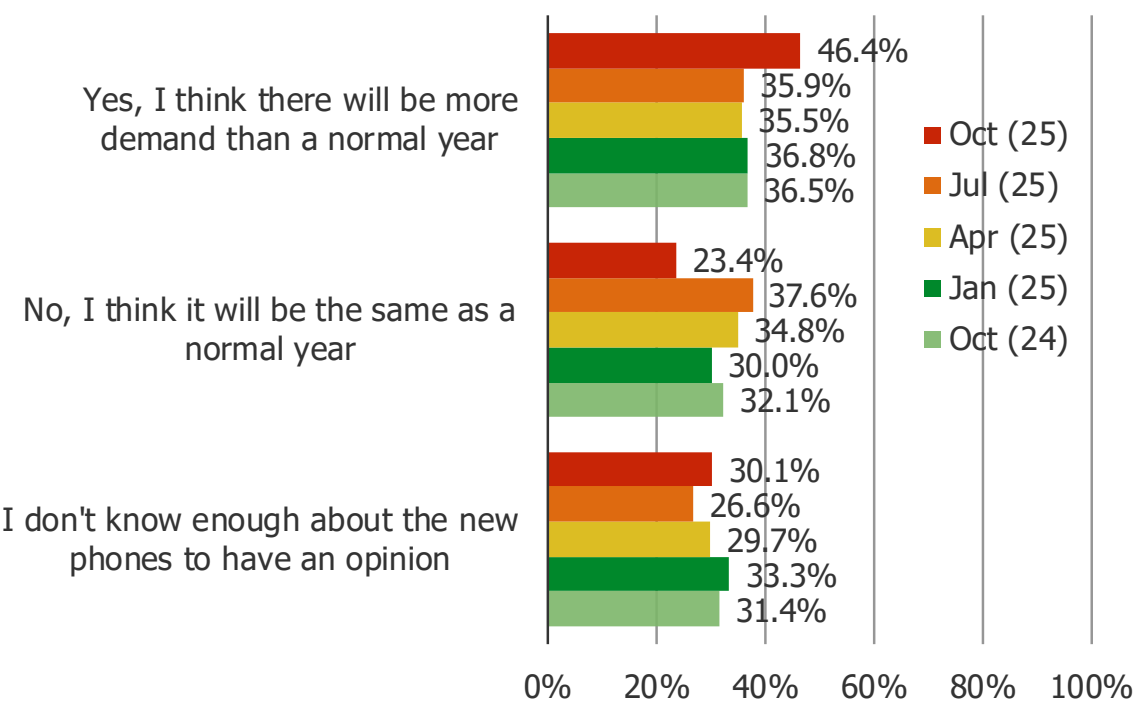


Focusing on iOS users who said they are extremely interested in one of the newest iPhones.



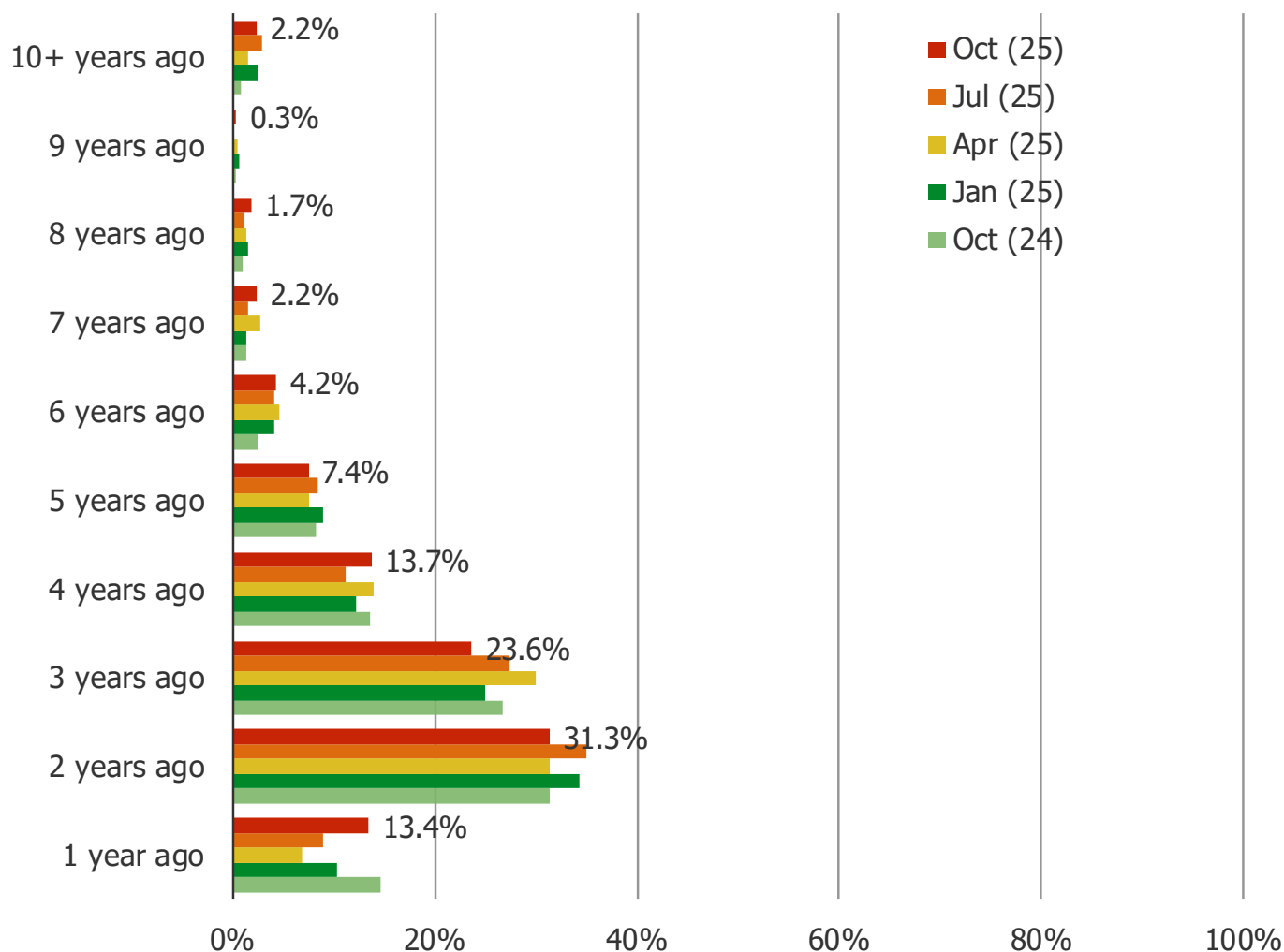
IN YOUR VIEW, DO YOU THINK THE NEWEST IPHONES HAVE CHARACTERISTICS OR FEATURES ABOUT THEM THAT WILL CAUSE MORE IPHONE OWNERS TO UPGRADE COMPARED TO A TYPICAL YEAR WHEN NEW IPHONES ARE RELEASED?

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



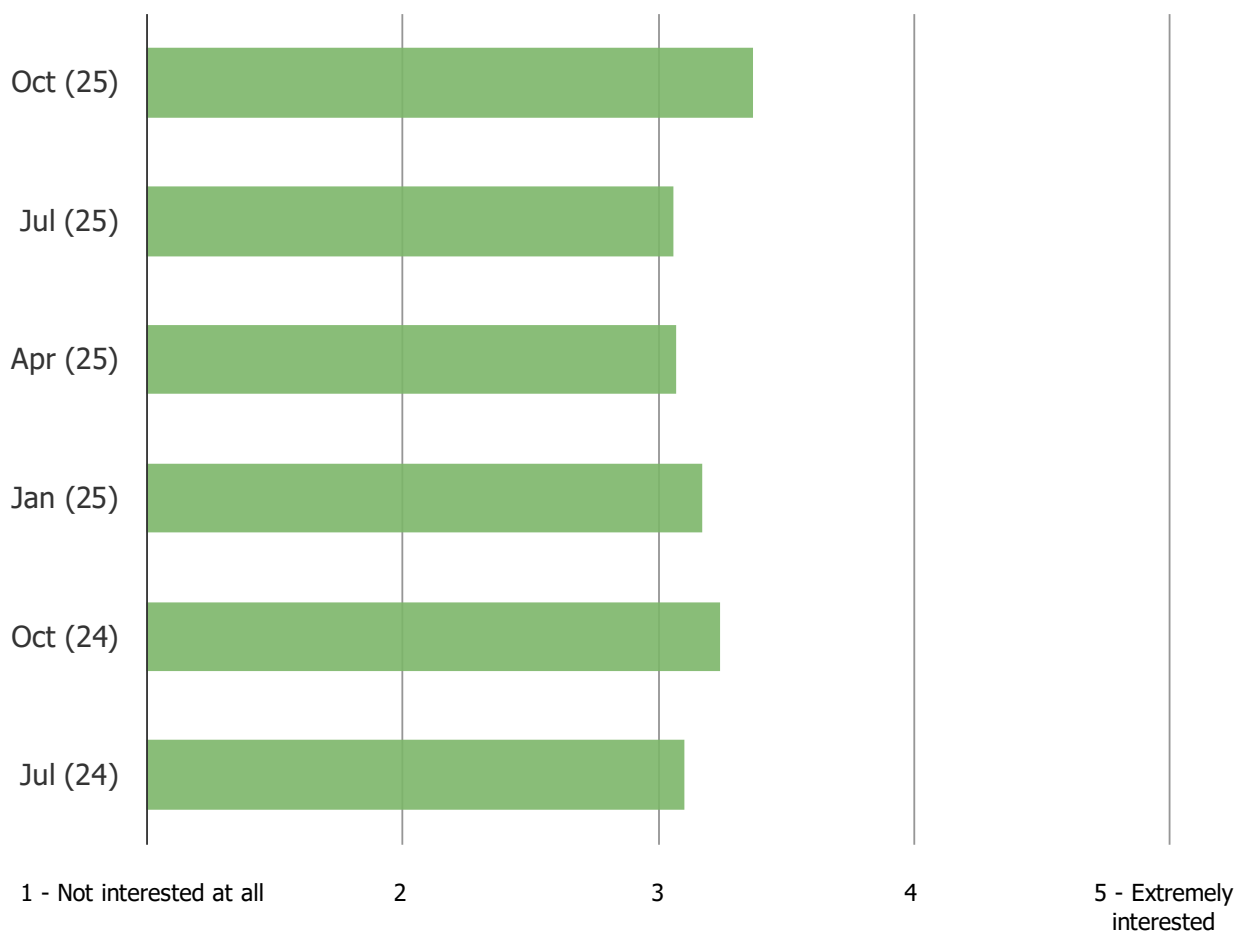
YOU MENTIONED THAT YOU GOT YOUR SMARTPHONE MORE THAN A YEAR AGO. HOW MANY YEARS AGO DID YOU GET YOUR CURRENT SMARTPHONE?

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



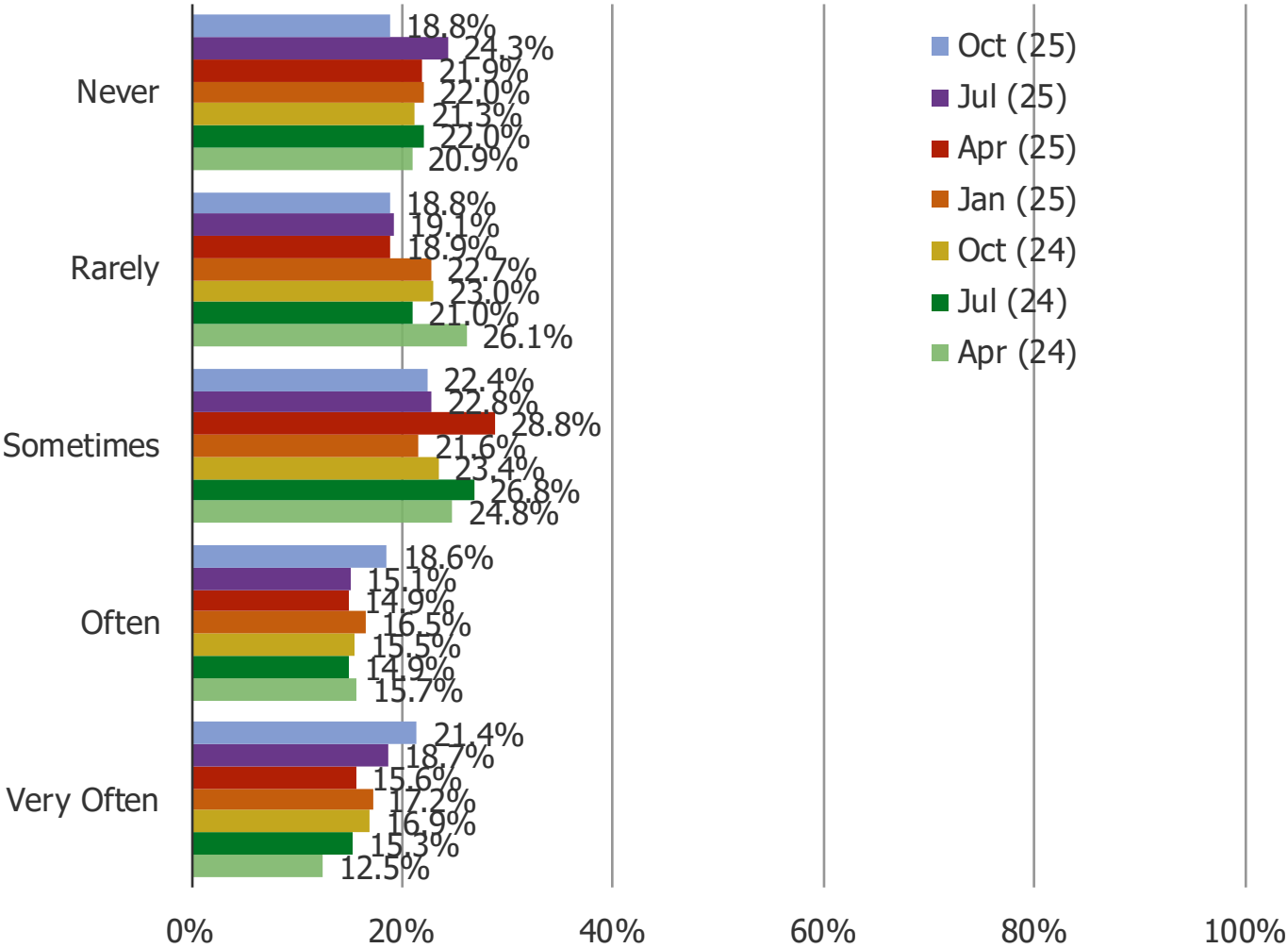
APPLE INTELLIGENCE WILL ENCOMPASS A SUITE OF AI AND MACHINE LEARNING FEATURES INTEGRATED ACROSS APPLE’S ECOSYSTEM, ENHANCING PERSONALIZED RECOMMENDATIONS, HEALTH AND FITNESS TRACKING, SIRI CAPABILITIES, IMAGE CREATION, WRITING TOOLS, AND PRIVACY MEASURES TO PROVIDE A MORE INTUITIVE, SECURE, AND CUSTOMIZED 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.



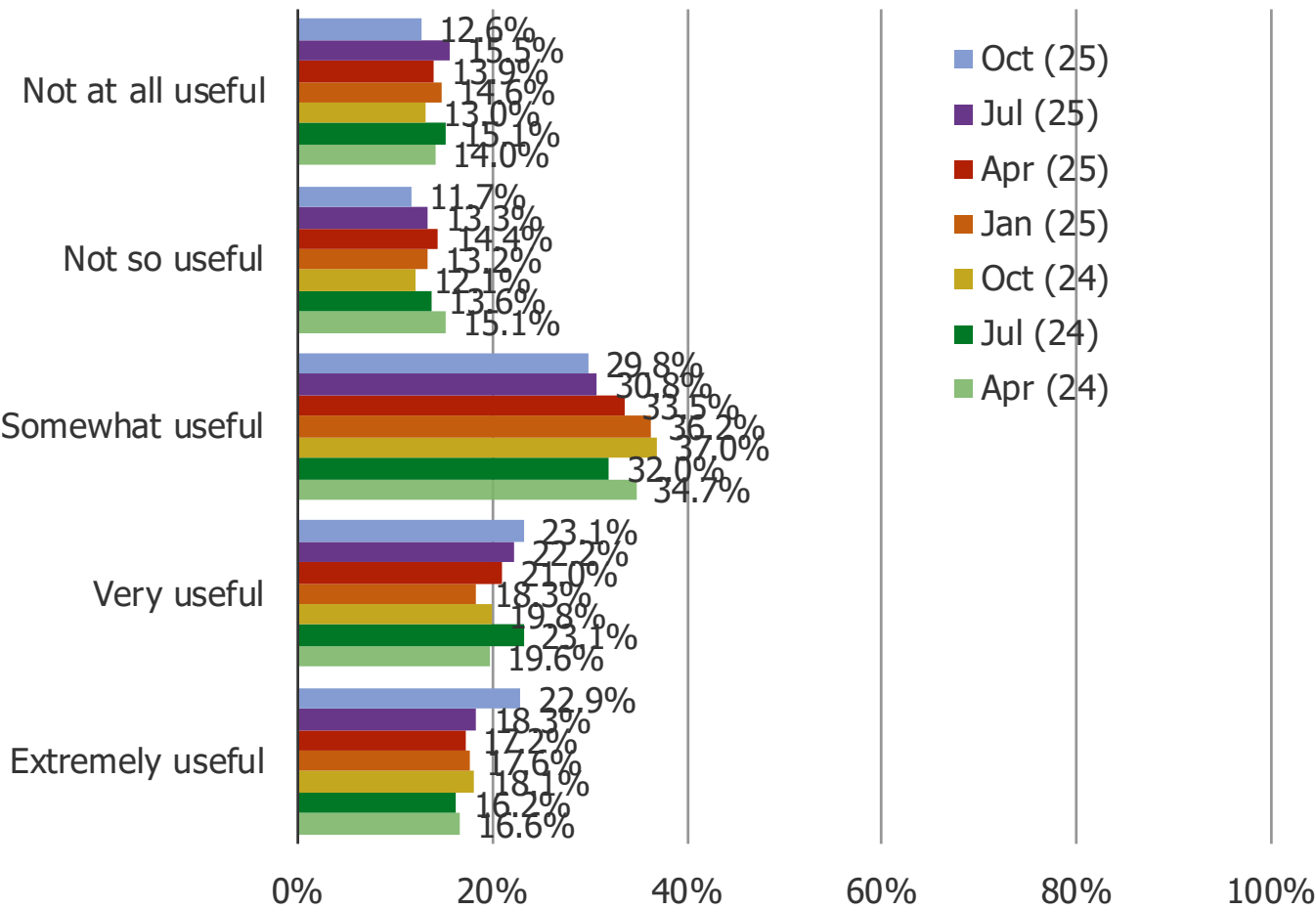
HOW OFTEN DO YOU USE SIRI ON YOUR IPHONE NOW?

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



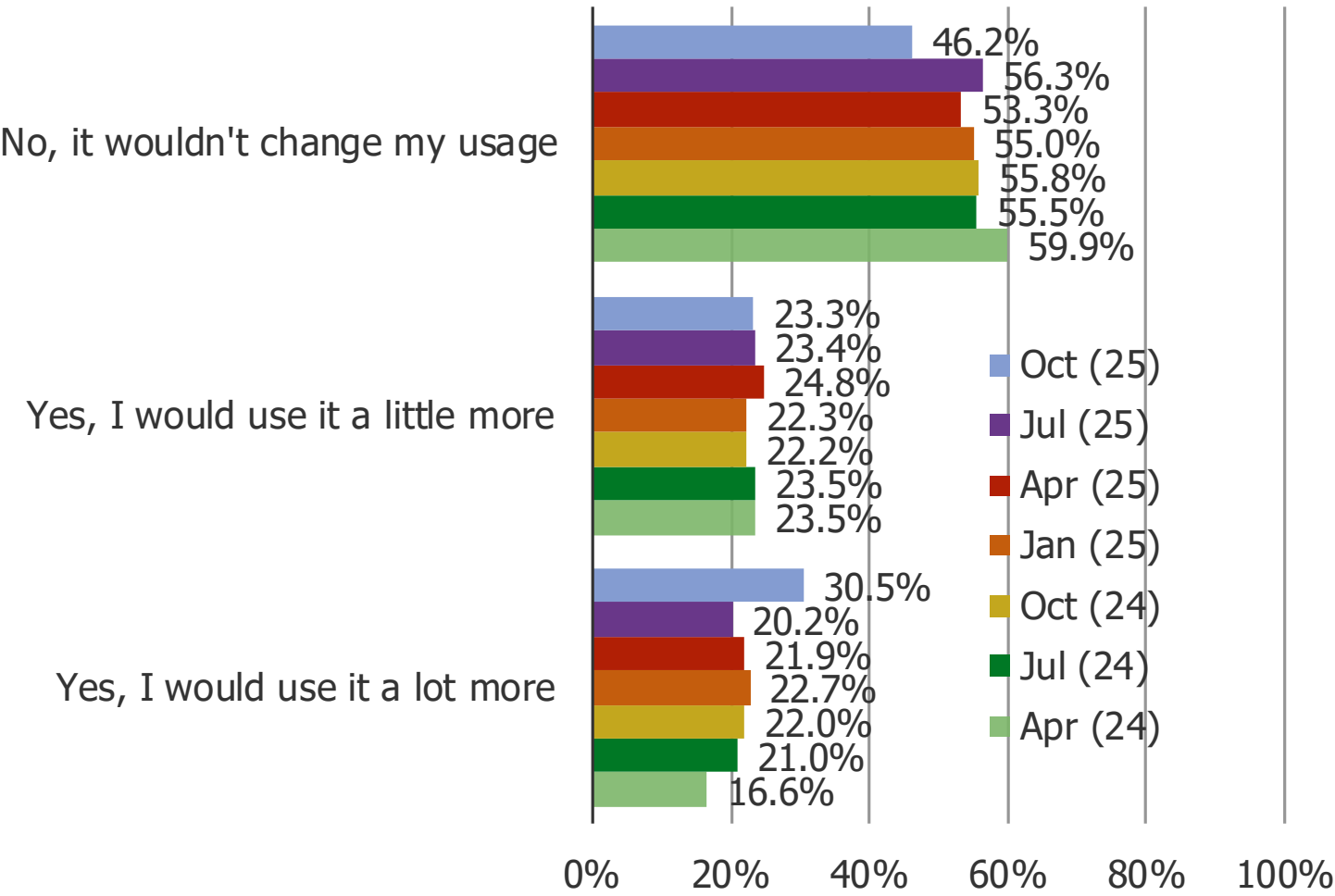
HOW USEFUL DO YOU FIND SIRI TO BE?

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



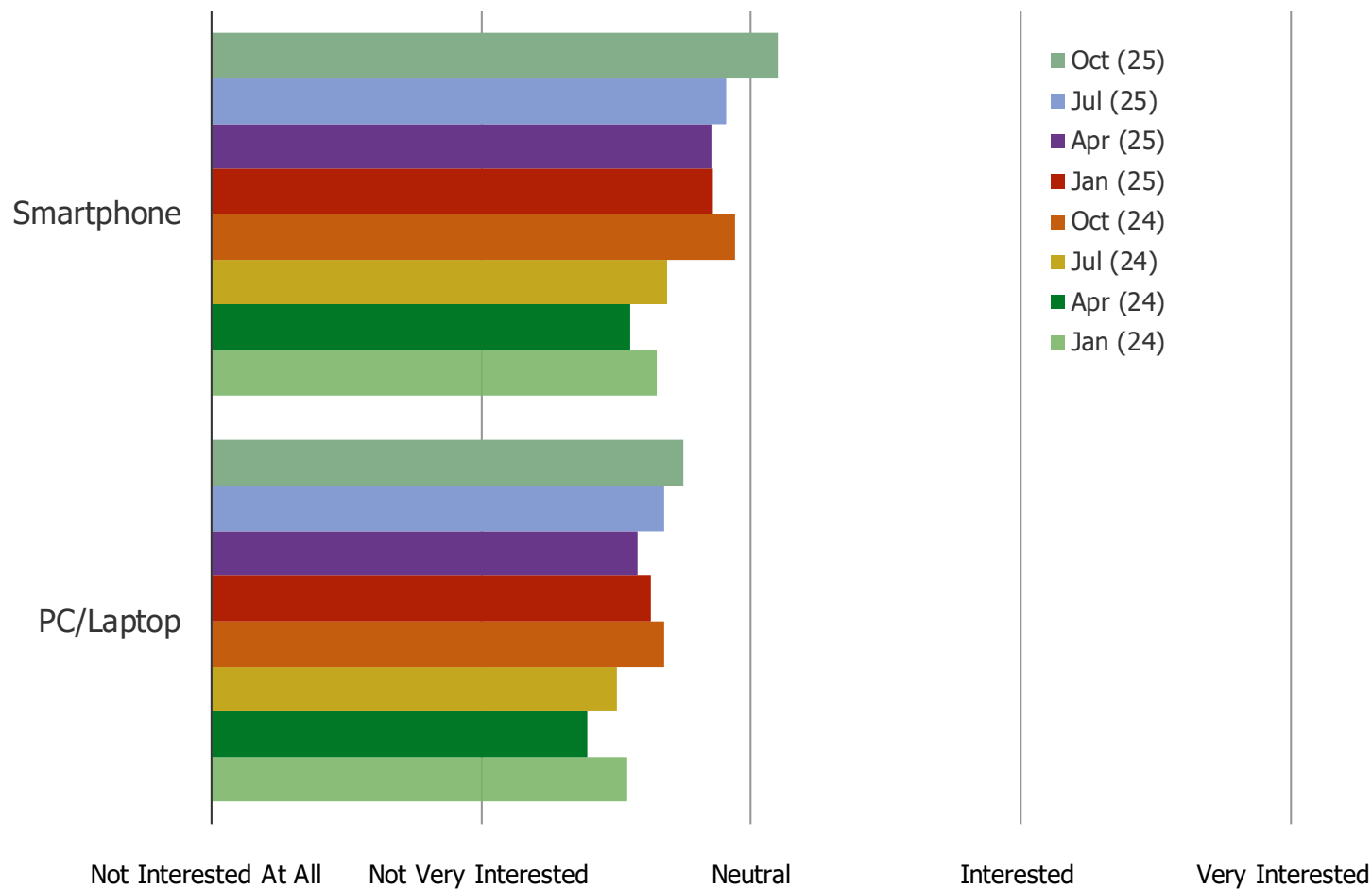
WOULD YOU CHANGE YOUR USAGE OF SIRI IF SIRI WAS ENHANCED BY AI (ARTIFICIAL INTELLIGENCE)

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

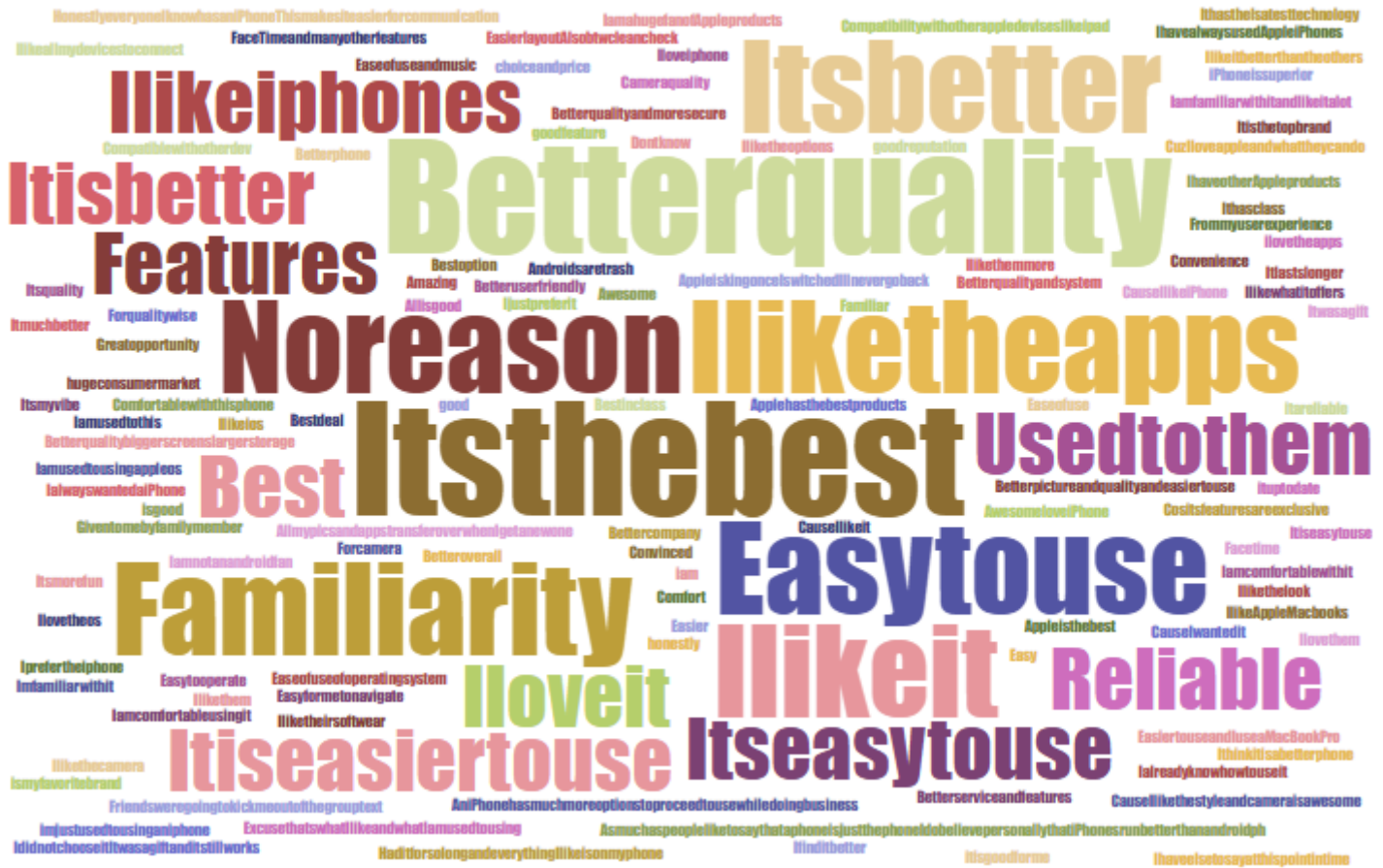


HOW INTERESTED ARE YOU IN USING AI (ARTIFICIAL INTELLIGENCE) CHATBOTS AND APPS, LIKE CHATGPT, BARD, MICROSOFT COPILOT, GROK, ETC) WHILE USING THE FOLLOWING DEVICES...

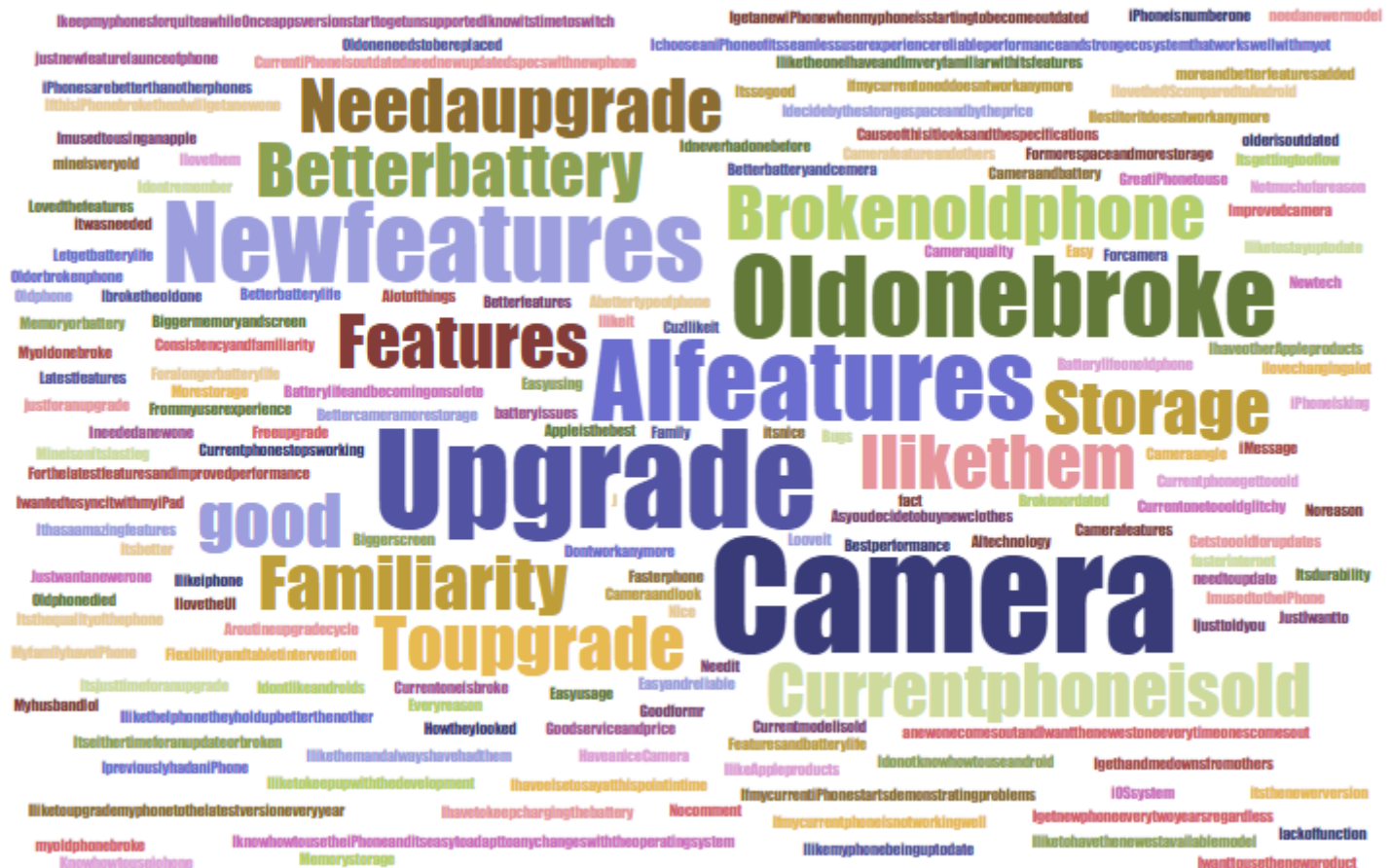
This question was posed to all respondents.



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

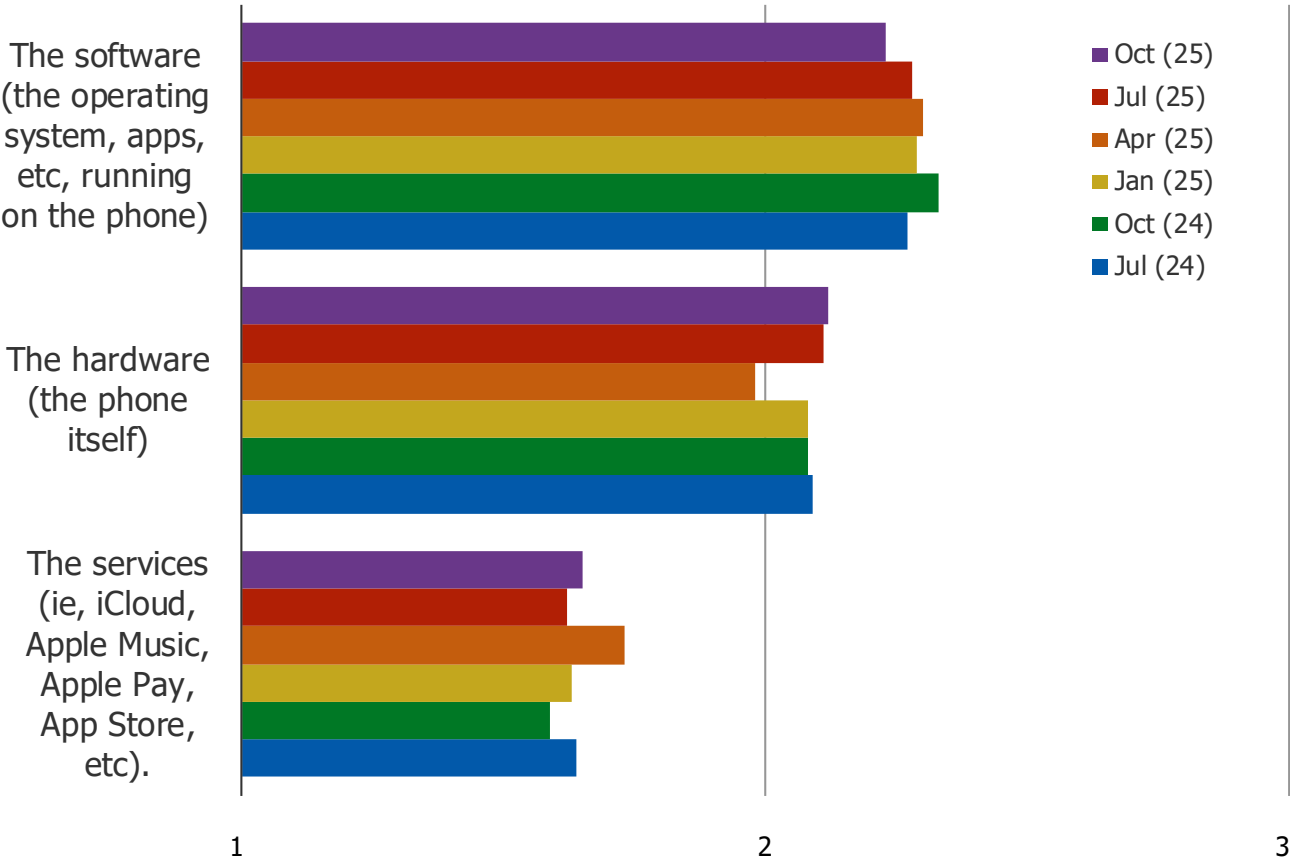


This question was posed to all respondents who are iOS users.



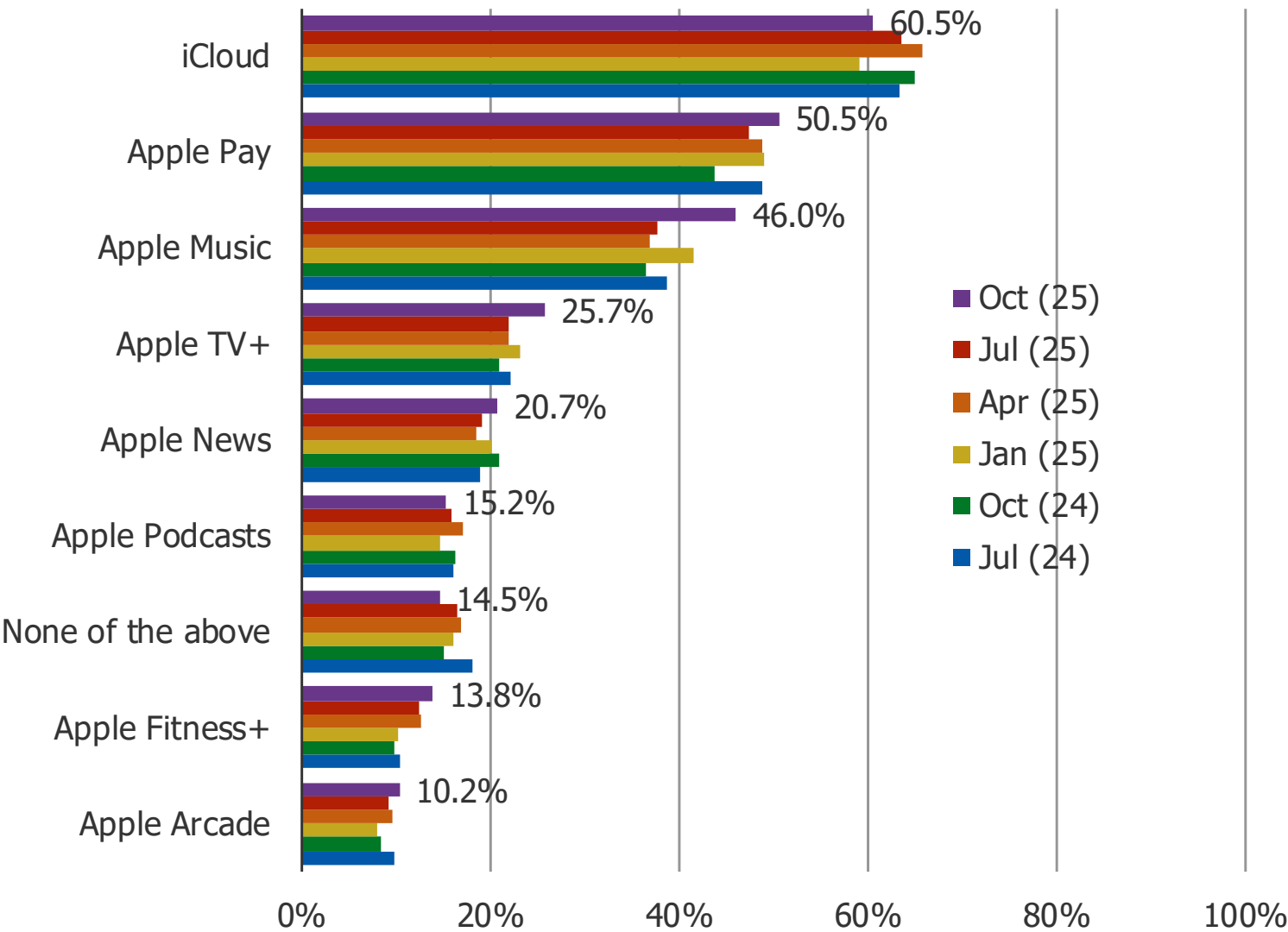
PLEASE RANK FOLLOWING IN IMPORTANCE OF WHAT DRAWS YOU TO THE APPLE ECOSYSTEM, WITH THE MOST IMPORTANT AT THE TOP?

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



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

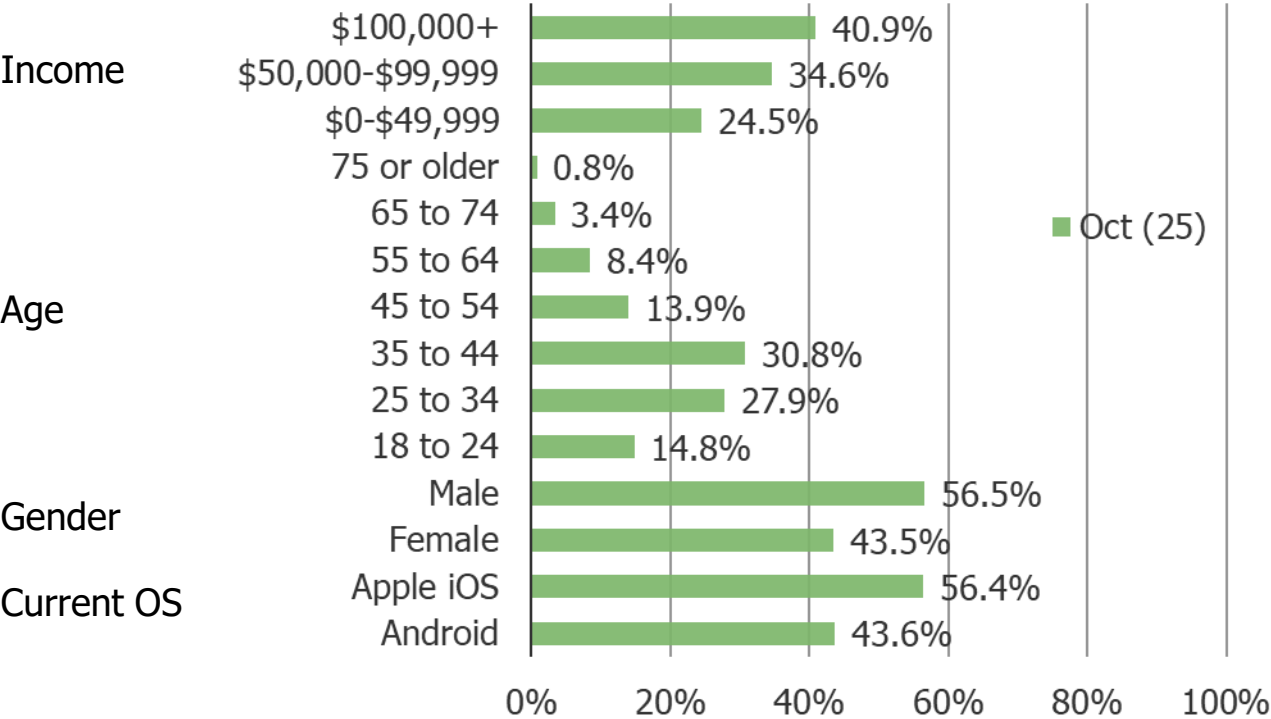
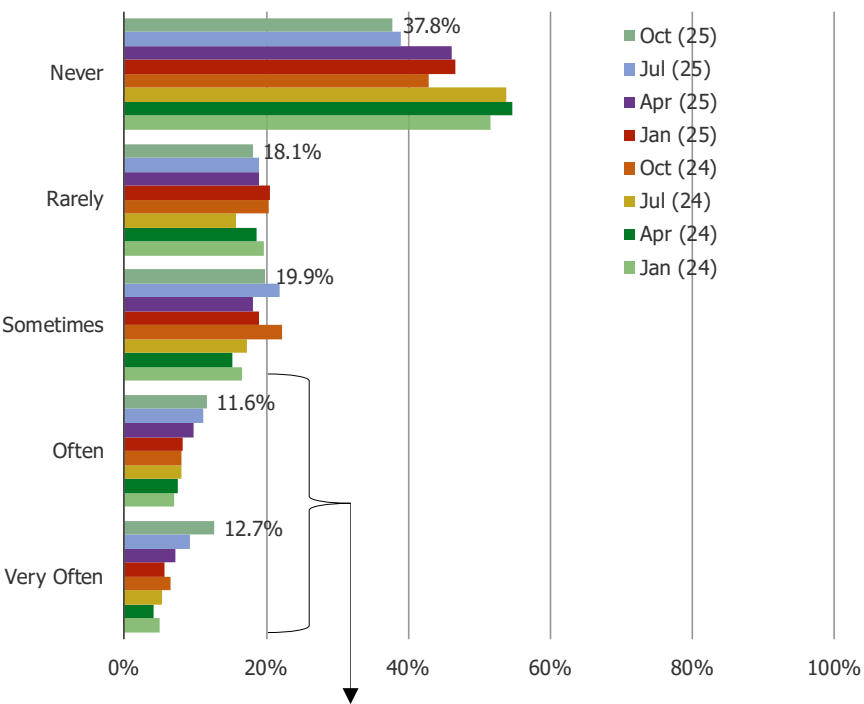
This question was posed to all respondents who are iOS users.



AI CHATBOTS

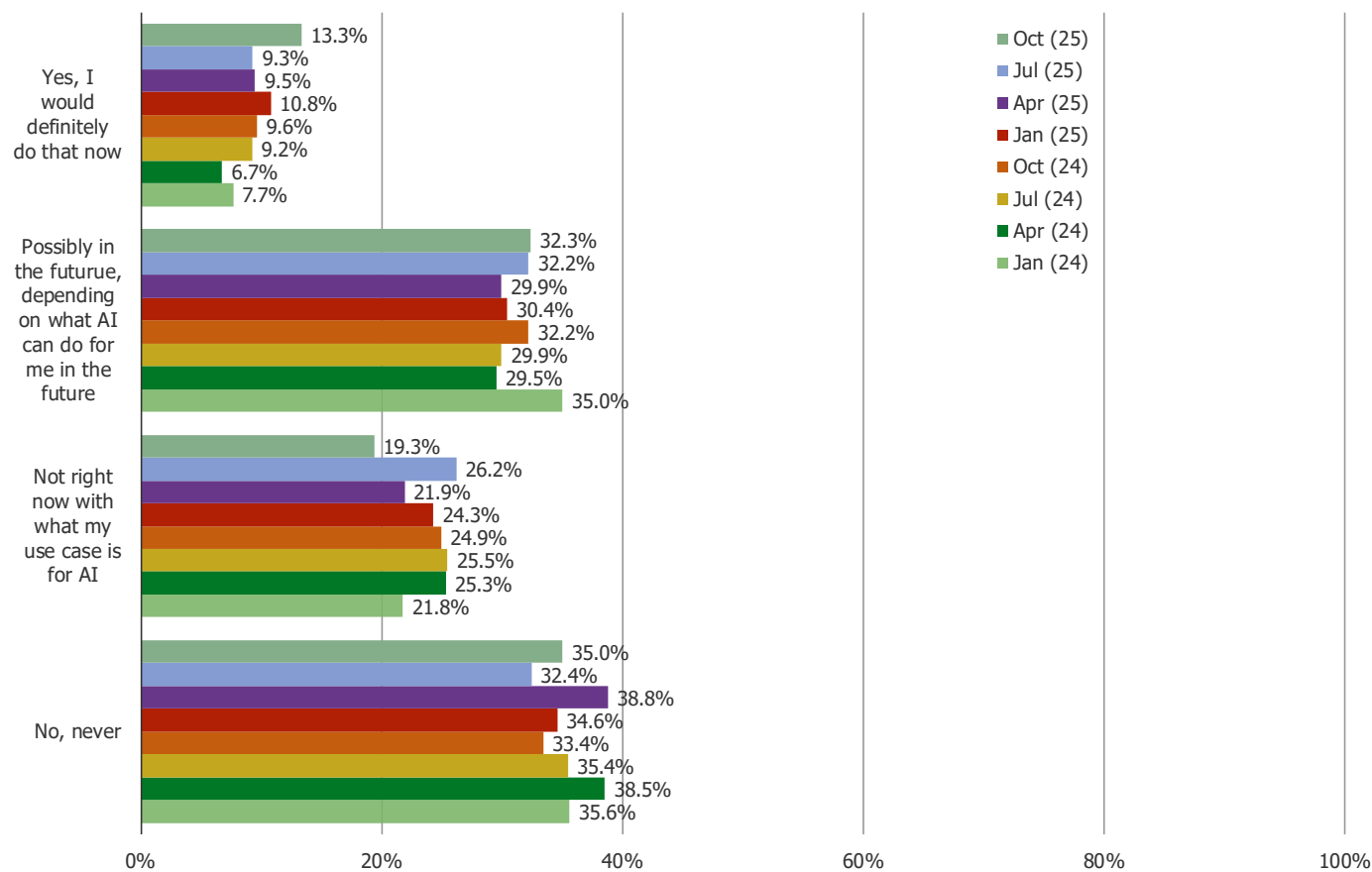
HOW OFTEN DO YOU USE AI CHATBOTS LIKE CHATGPT, BARD, MICROSOFT COPILOT, GROK, OR OTHERS IN YOUR LIFE?

This question was posed to all respondents.



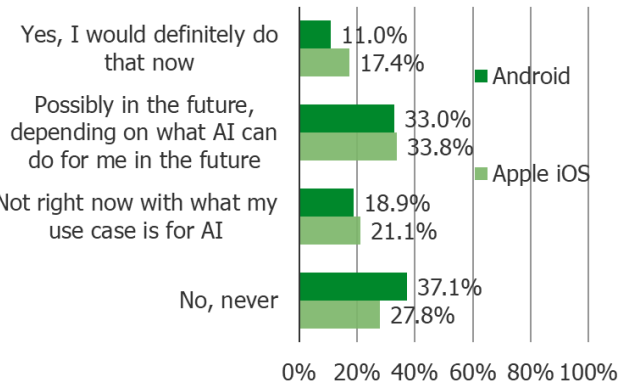
COULD YOU EVER SEE YOURSELF GOING OUT AND BUYING A NEW SMARTPHONE OR LAPTOP IF THOSE DEVICES WERE ABLE TO WORK BETTER WITH AI RELATED APPS THAN THE EXISTING ONES YOU OWN?

This question was posed to all respondents.

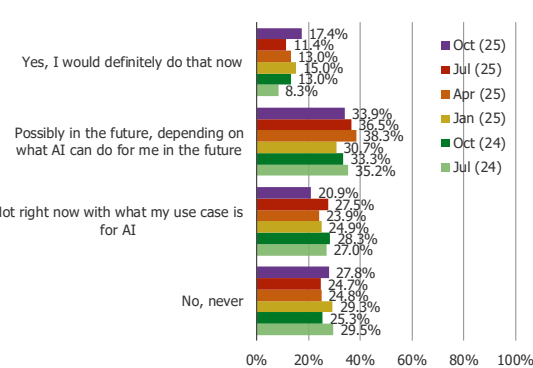


Cross-Tabbing The Above Data:

Apple vs. Android Users (October 25 Data)

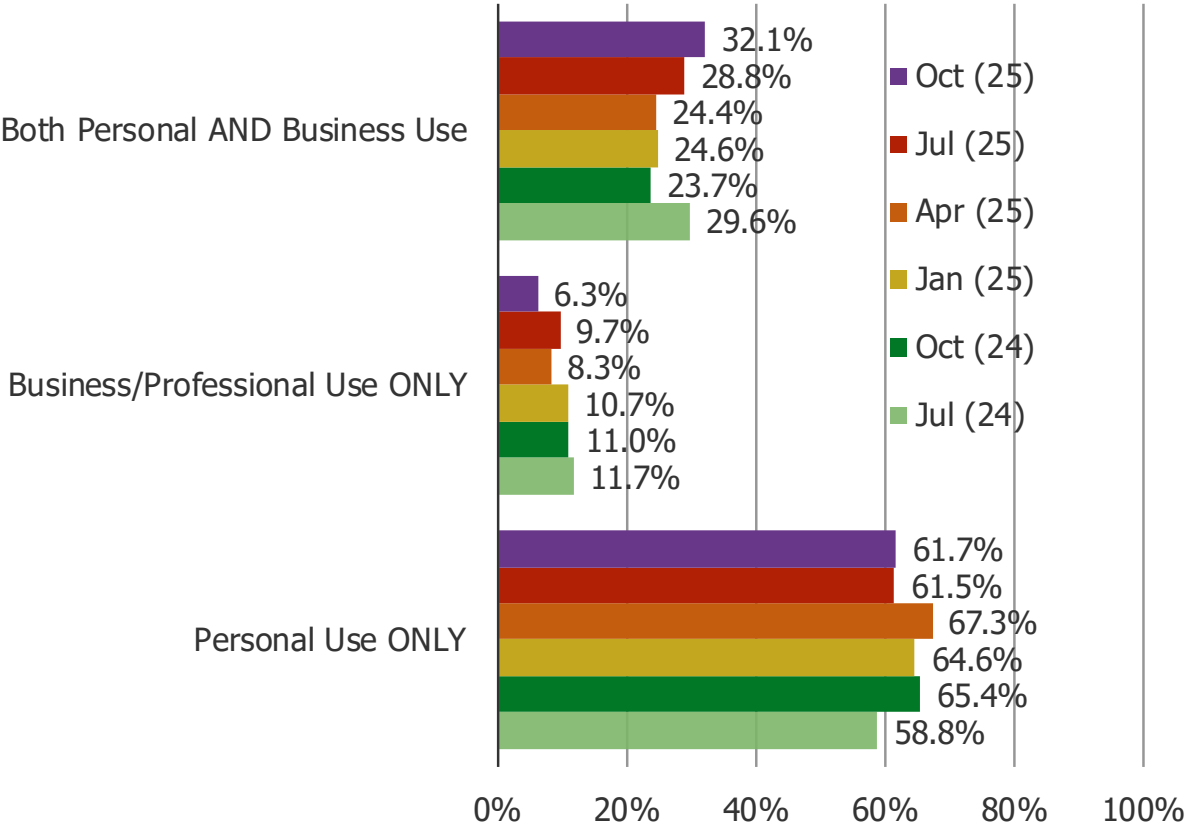


iOS Users (Time Series)



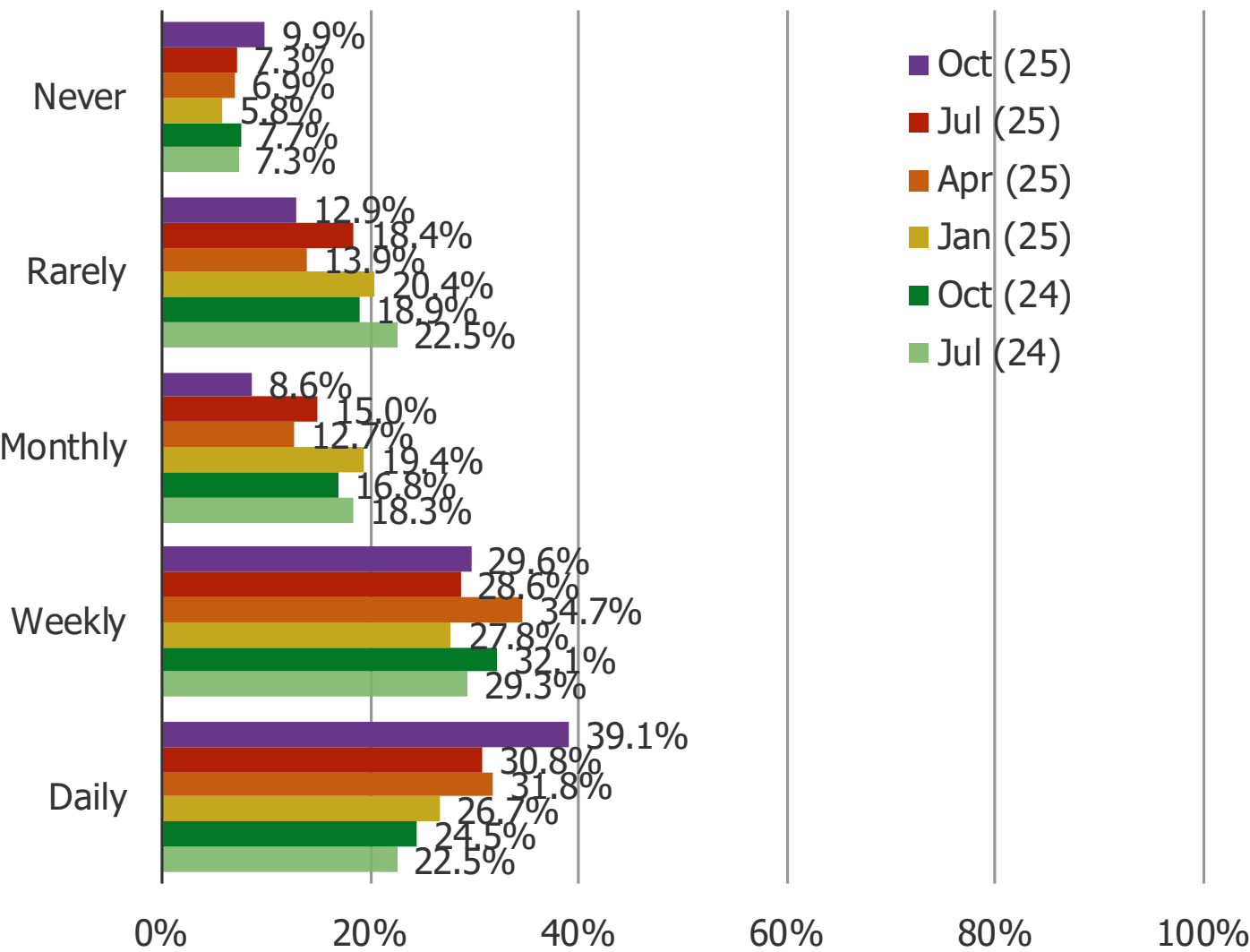
WHAT DO YOU USE AI CHATBOTS (LIKE CHATGPT, BARD, MICROSOFT COPILOT, GROK, ETC) FOR?

This question was posed to respondents who use AI chatbots more than never (N = 590)



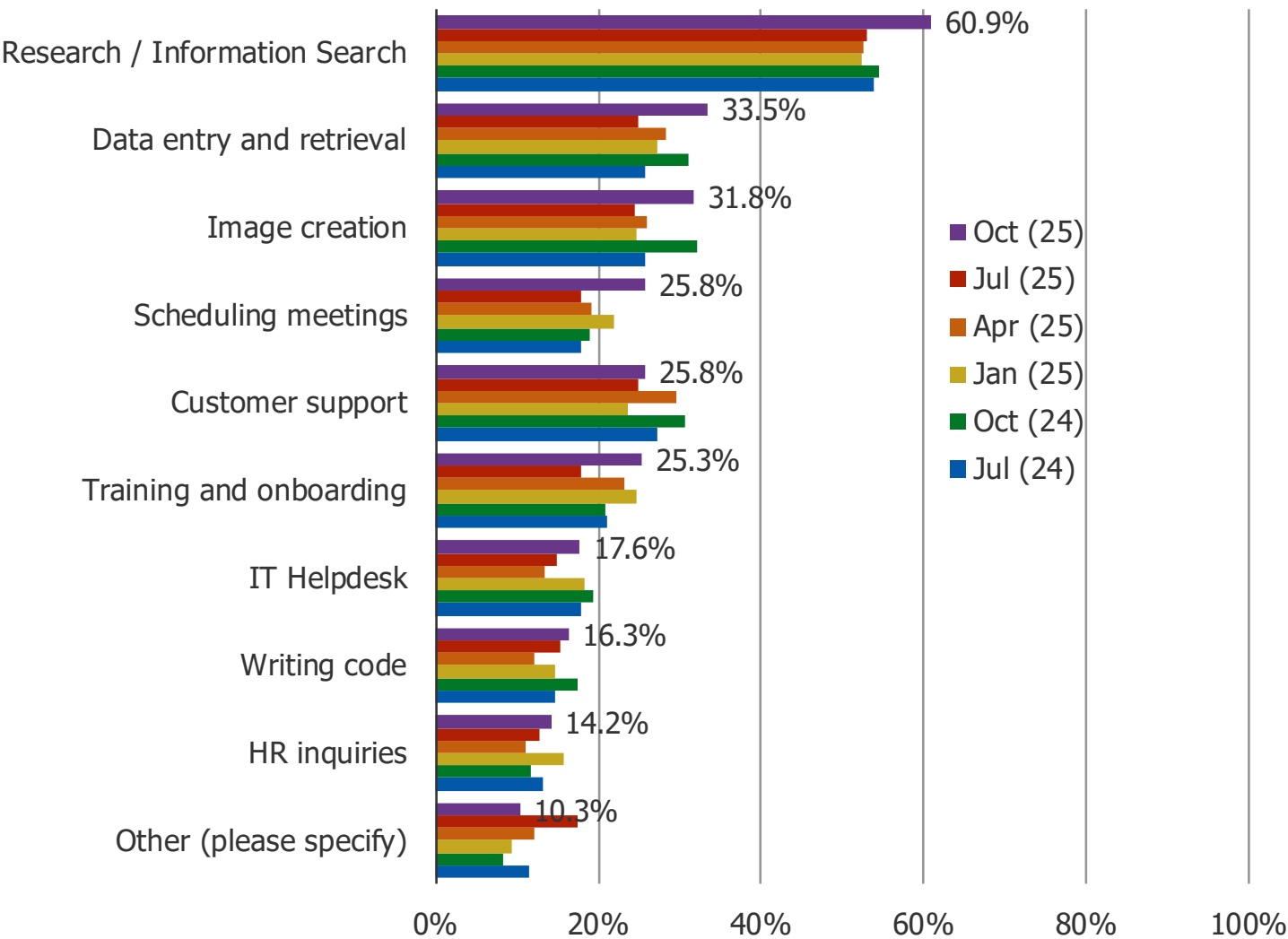
HOW FREQUENTLY DO YOU USE AI CHATBOTS AT WORK?

This question was posed to all respondents who use AI chatbots for work (N = 225)



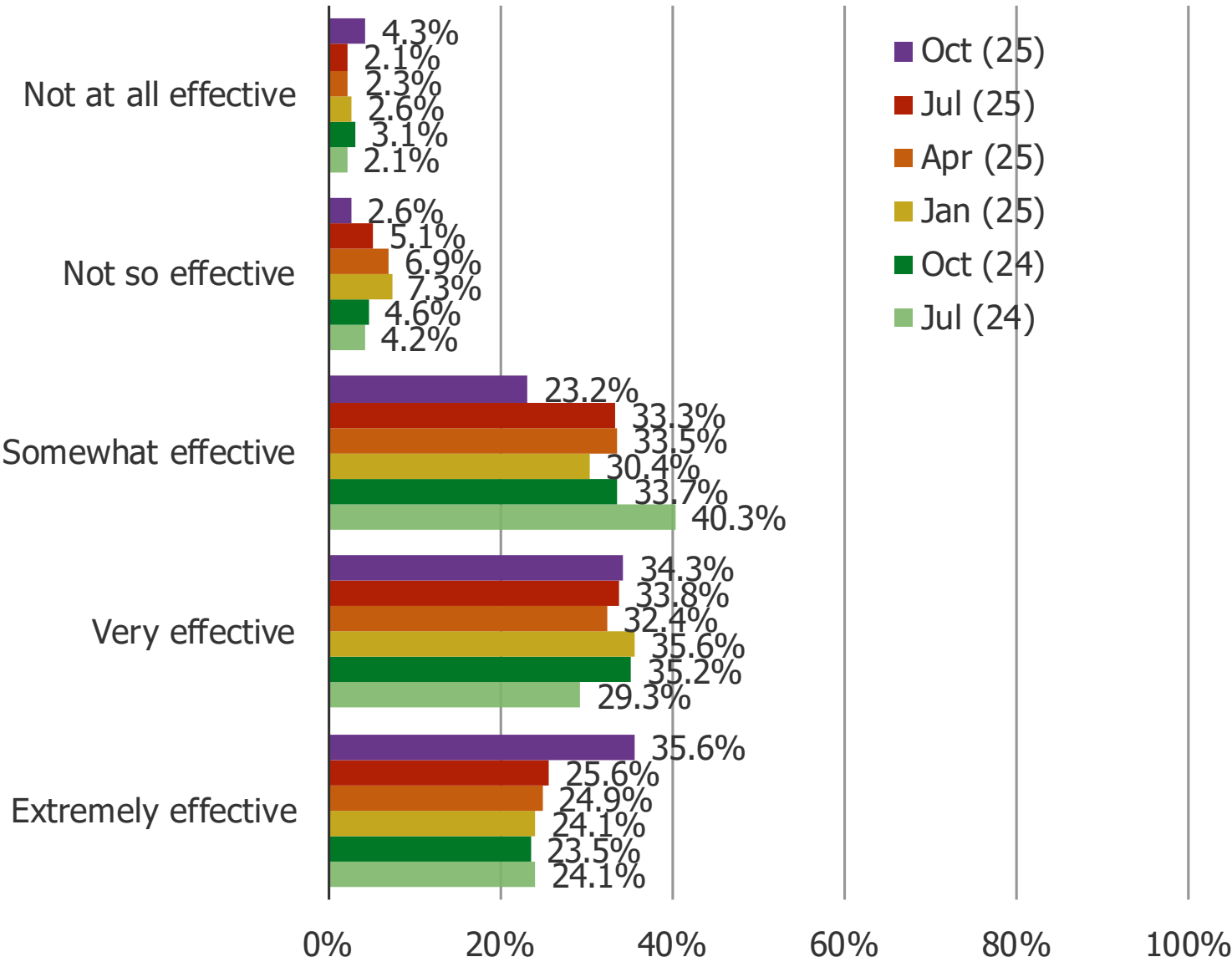
FOR WHICH TASKS DO YOU USE AI CHATBOTS AT WORK? SELECT ALL THAT APPLY

This question was posed to all respondents who use AI chatbots for work (N = 225)



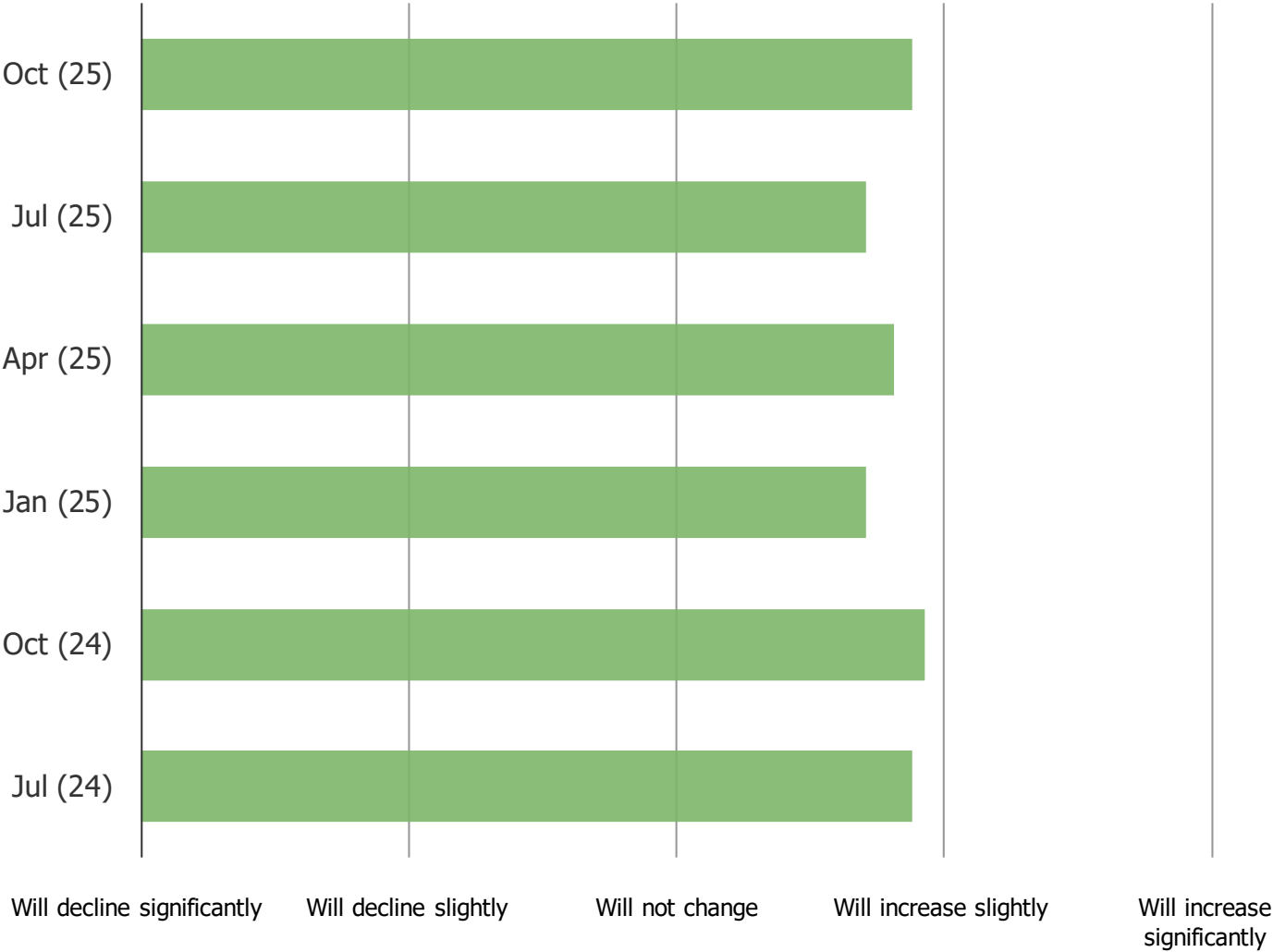
HOW EFFECTIVE ARE AI CHATBOTS IN COMPLETING THE TASKS YOU USE THEM FOR?

This question was posed to all respondents who use AI chatbots for work (N = 225)



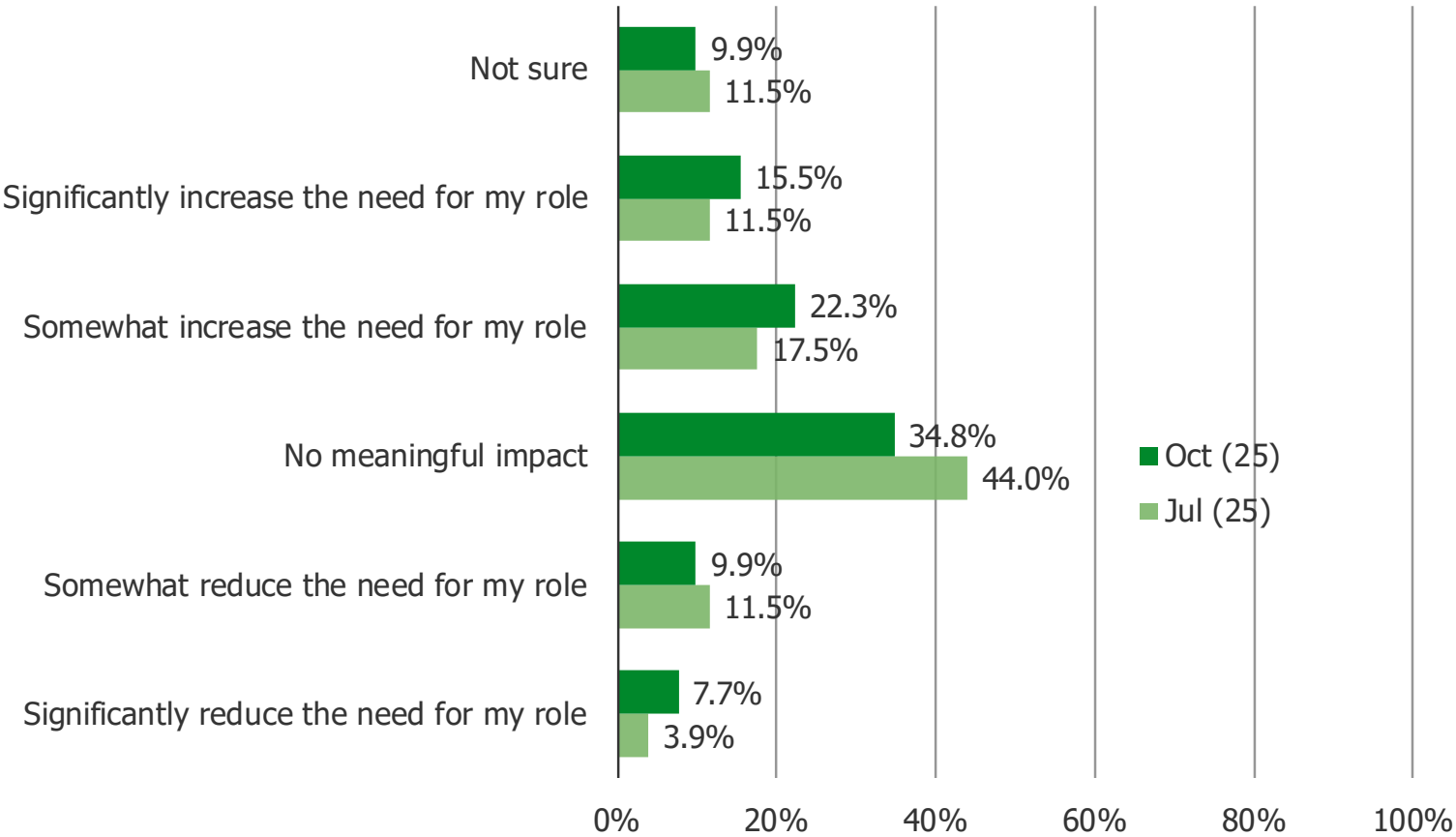
DO YOU EXPECT HOW OFTEN YOU USE AI CHATBOTS AT WORK TO CHANGE GOING FORWARD?

This question was posed to all respondents who use AI chatbots for work (N = 225)



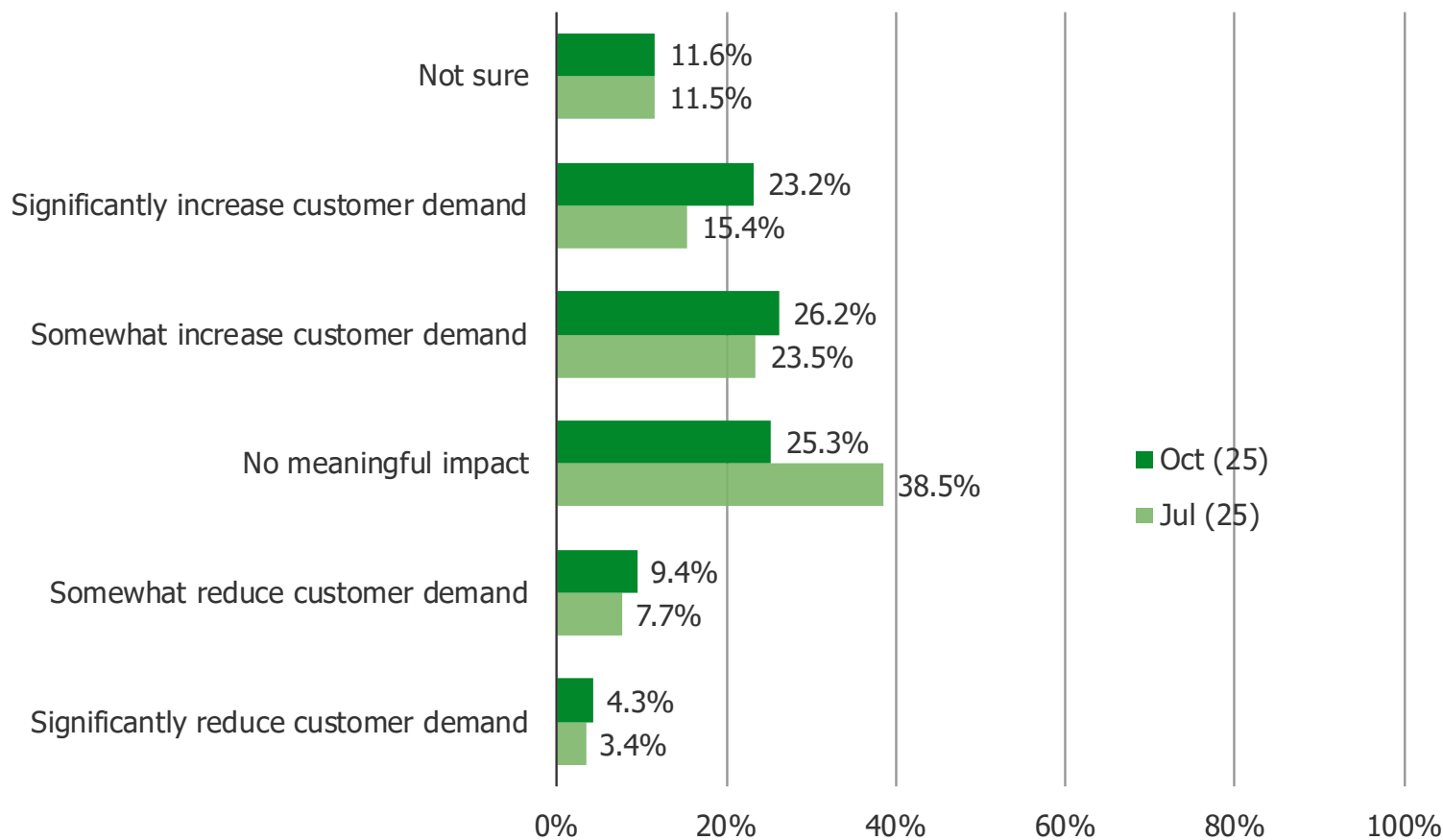
HOW DO YOU EXPECT AI TO IMPACT YOUR COMPANY’S NEED FOR YOUR ROLE IN THE NEXT 2–3 YEARS?

This question was posed to all respondents who AI chatbots for Business.



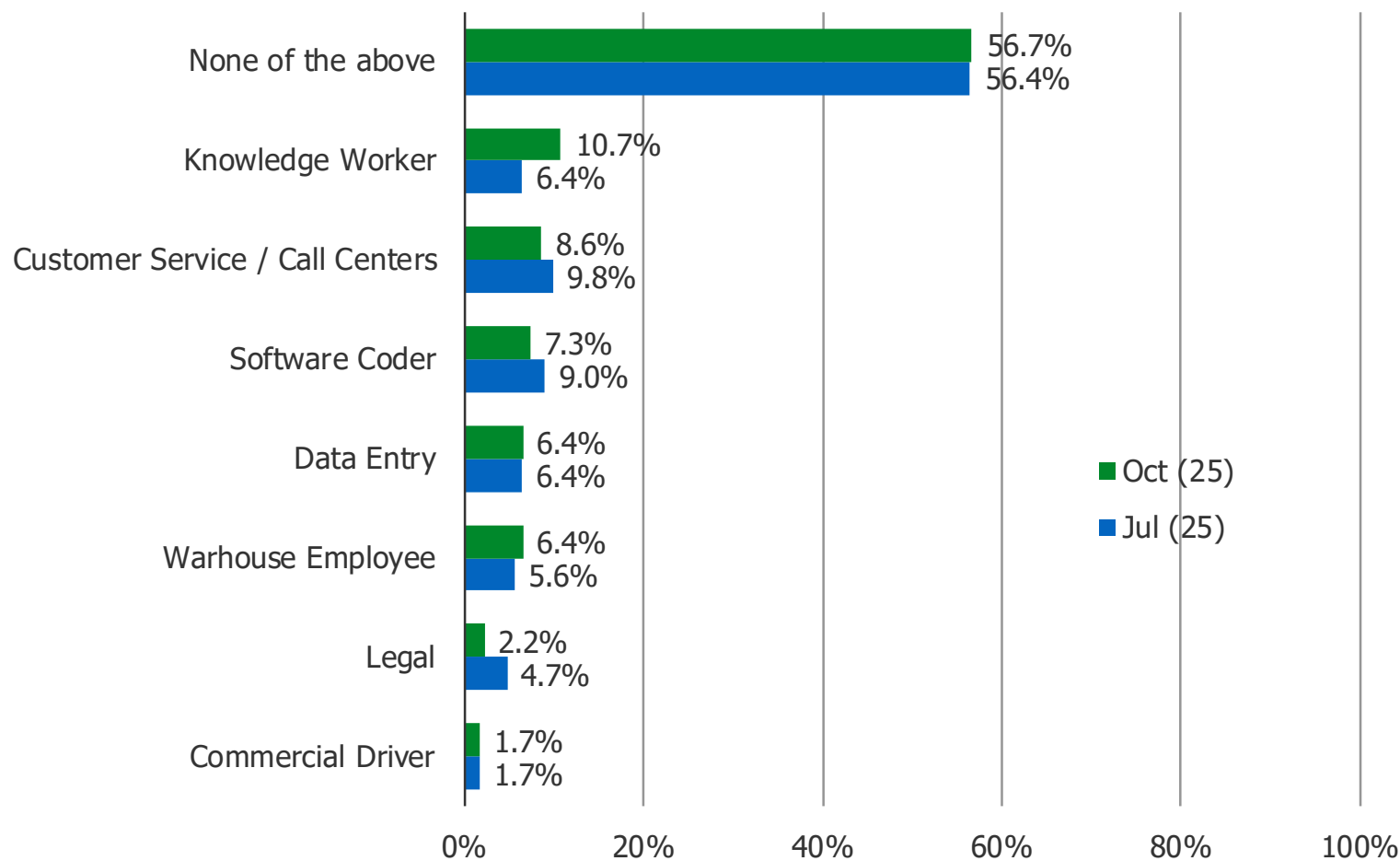
HOW DO YOU EXPECT AI TO IMPACT DEMAND FROM YOUR COMPANY’S CUSTOMERS IN THE NEXT 2–3 YEARS?

This question was posed to all respondents who AI chatbots for Business.



DO YOU CURRENTLY WORK IN THE FOLLOWING AREAS? IF NONE APPLY TO YOU, JUST SELECT NONE PLEASE

This question was posed to all respondents who AI chatbots for Business.



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.

Sentiment (mutually exclusive)

- **Positive / Hopeful:** 80.2% (166 responses)
 - **Negative / Distrust:** 19.8% (41 responses)
-

Functional Themes (non-exclusive)

- **Efficiency / Productivity:** 16.4%
 - **Search / Info Help:** 9.2%
 - **Device Integration / Smart-Home:** 6.8%
 - **Privacy / Invasive Concern:** 6.8%
 - **Accuracy / Reliability:** 4.3%
 - **Automation / Assistant / Voice Control:** 2.4%
 - **Creative / Media (art, music, photo):** 1.0%
-

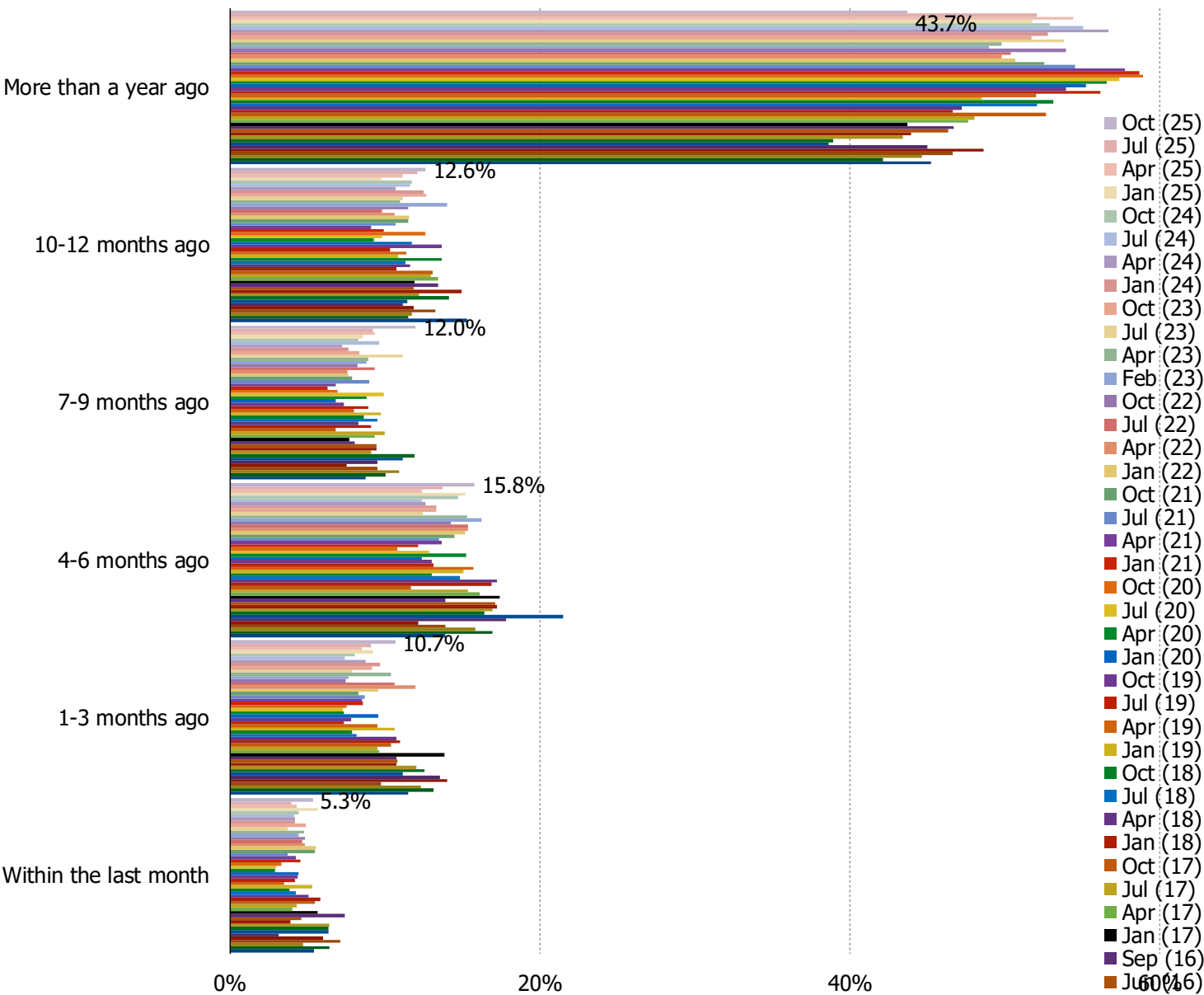
Summary:

When excluding neutral respondents, the majority of substantive comments are **optimistic about AI's potential** to make life and work easier, faster, and more efficient. About one-fifth express **fear or mistrust**, primarily around privacy, accuracy, or societal impact. </>

SMARTPHONE REFRESH CYCLES

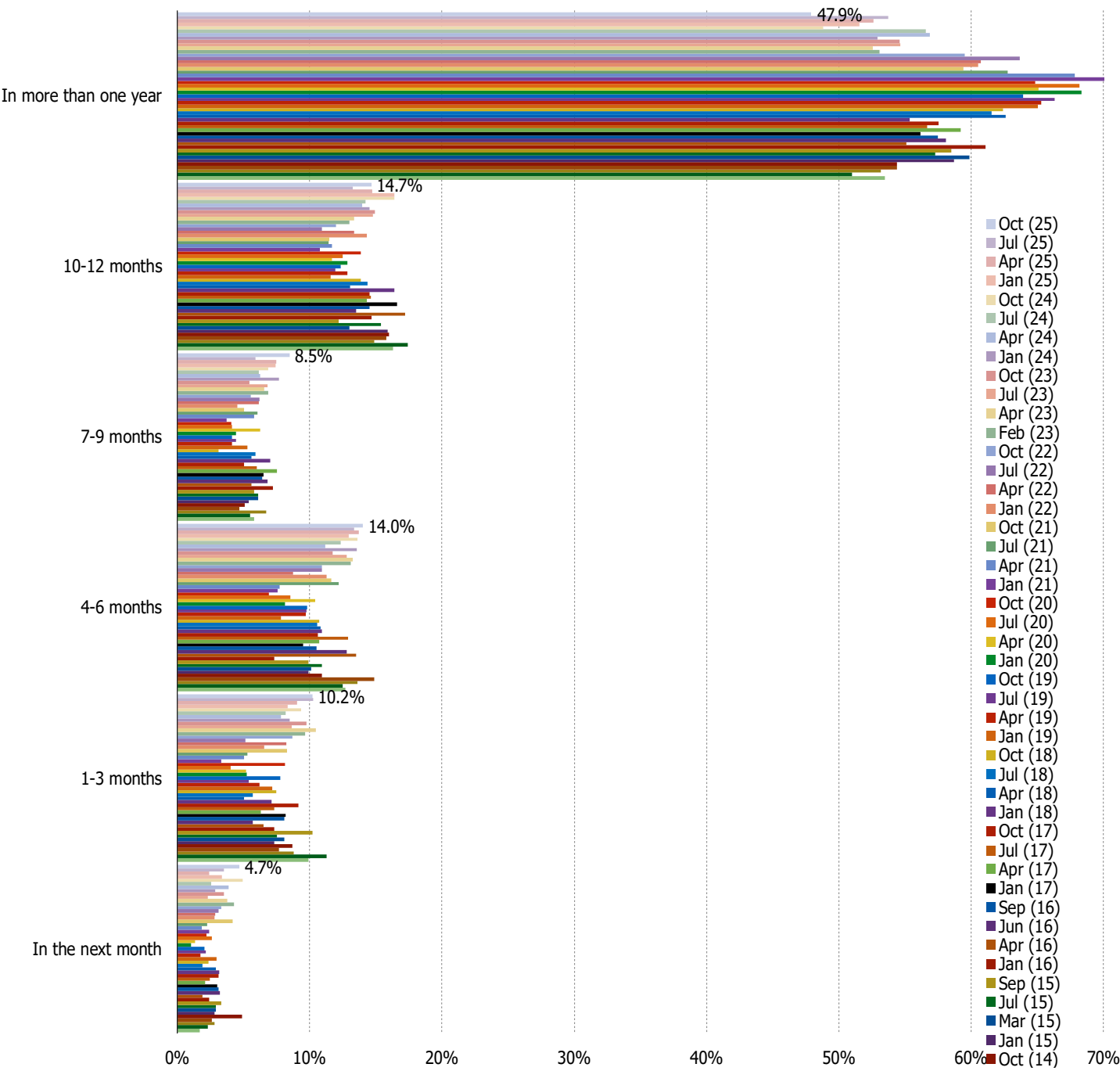
WHEN DID YOU GET YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.



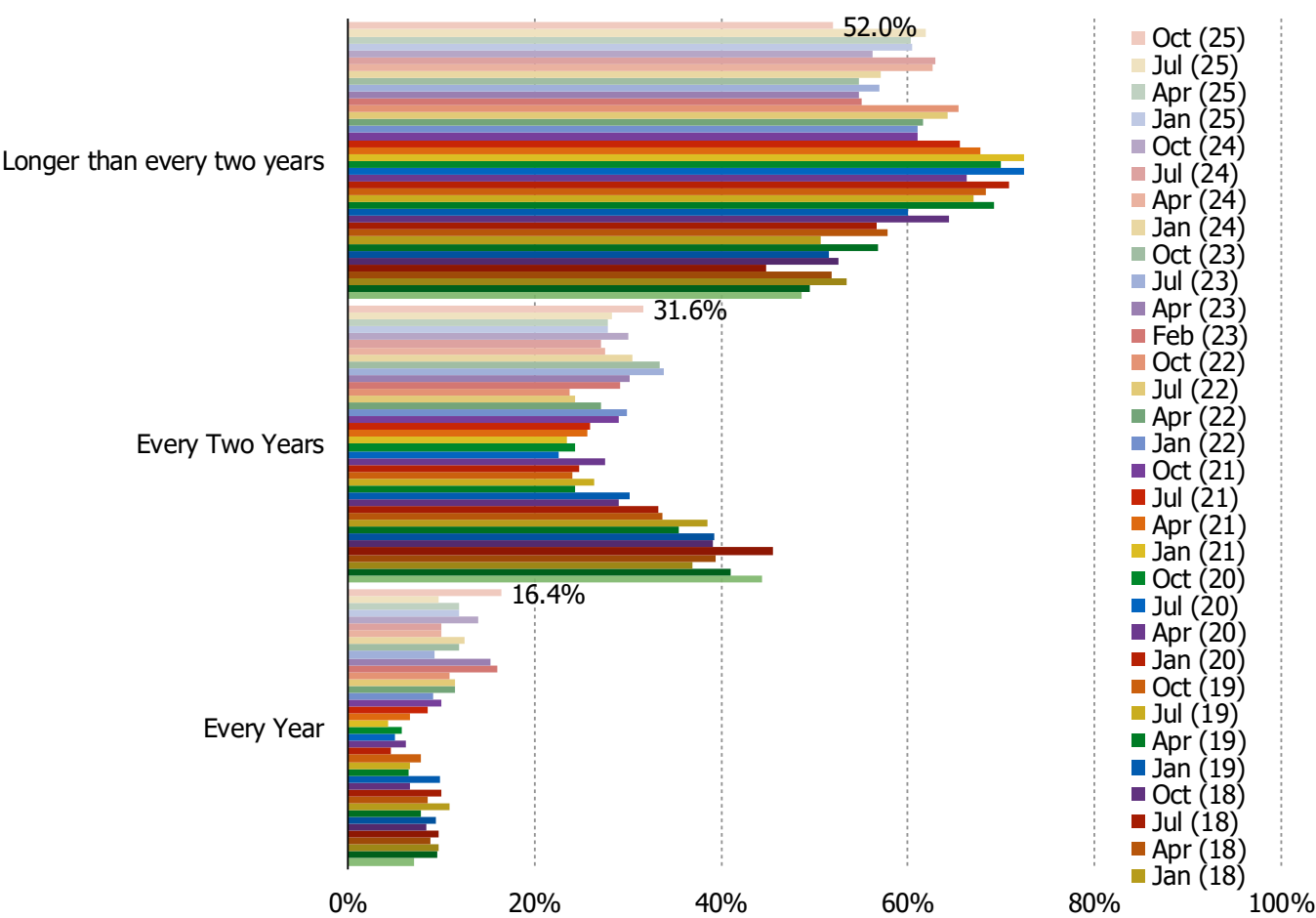
EXPECTED DATE OF NEXT SMARTPHONE PURCHASE

This question was posed to smartphone owners.



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

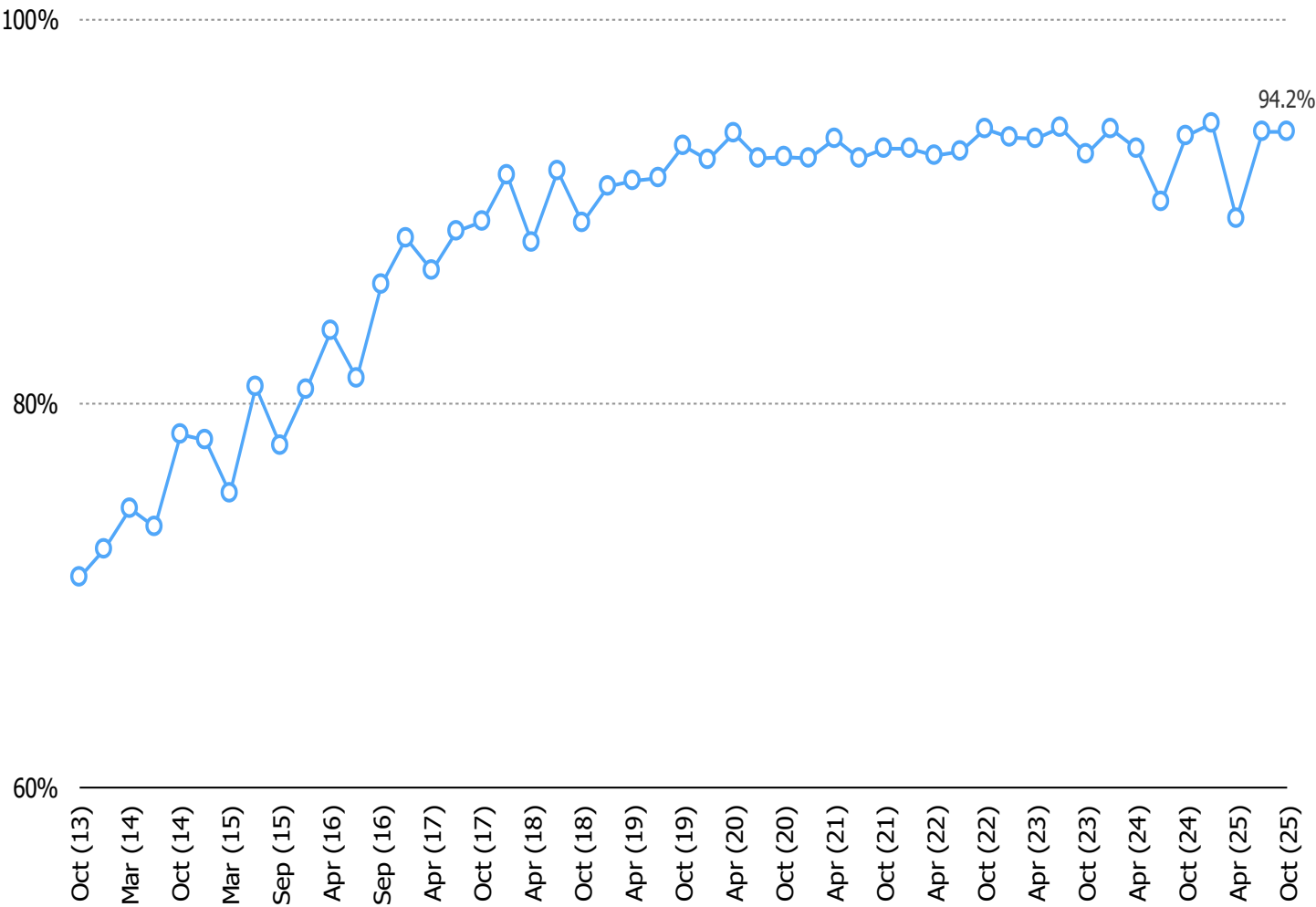
This question was posed to smartphone owners.



SMARTPHONE MARKET SHARE AND MIX

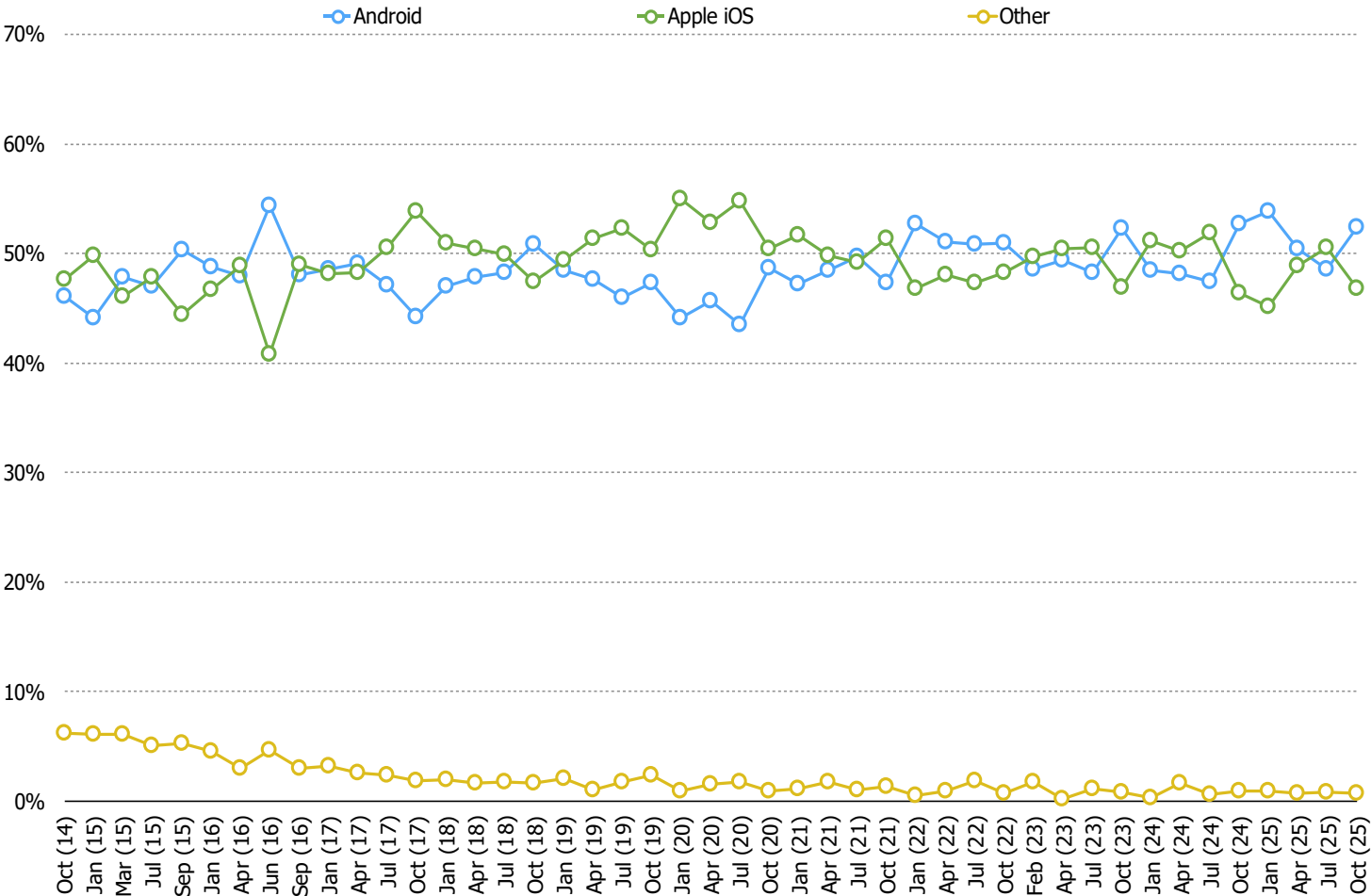
DO YOU OWN A SMARTPHONE?

This question was posed to all consumers.



CURRENT OPERATING SYSTEM FOR SMARTPHONE

This question was posed to smartphone owners.

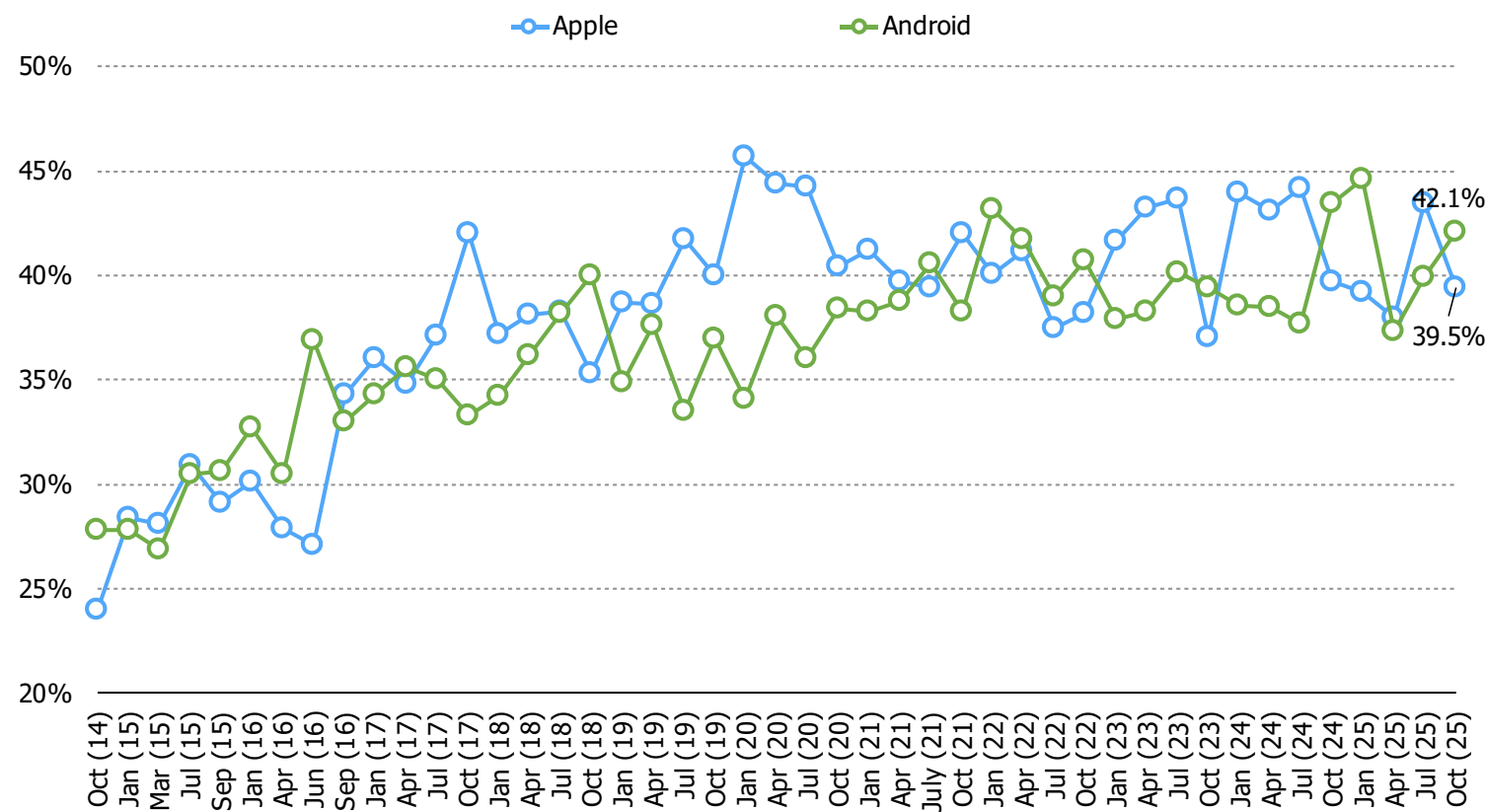


This question was posed to Android owners.



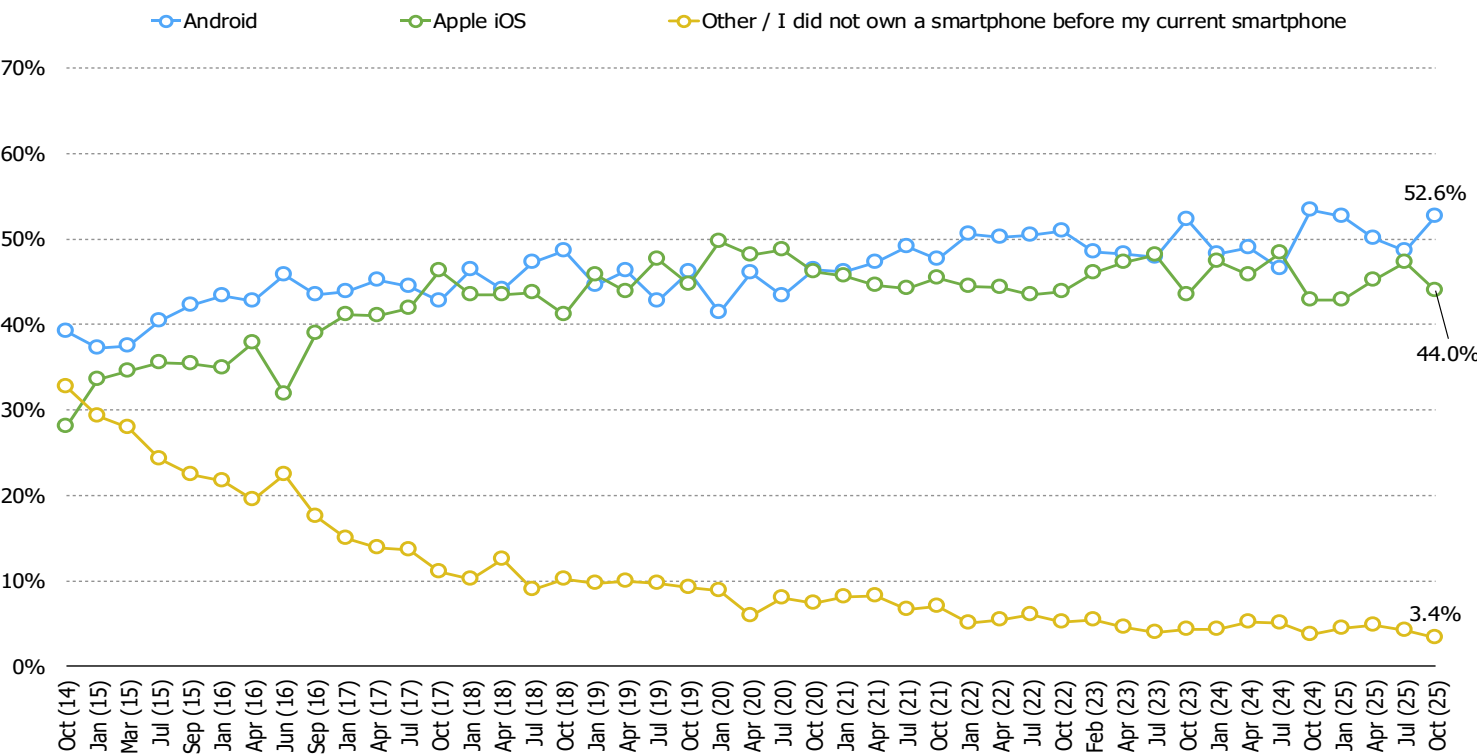
“TRIPLE PLAYS” – PERCENTAGE OF SMARTPHONE OWNERS WHO OWN THE SAME OPERATING SYSTEM FOR LAST PHONE, CURRENT PHONE, AND PLAN TO USE SAME FOR NEXT PHONE

This question was posed to smartphone owners.



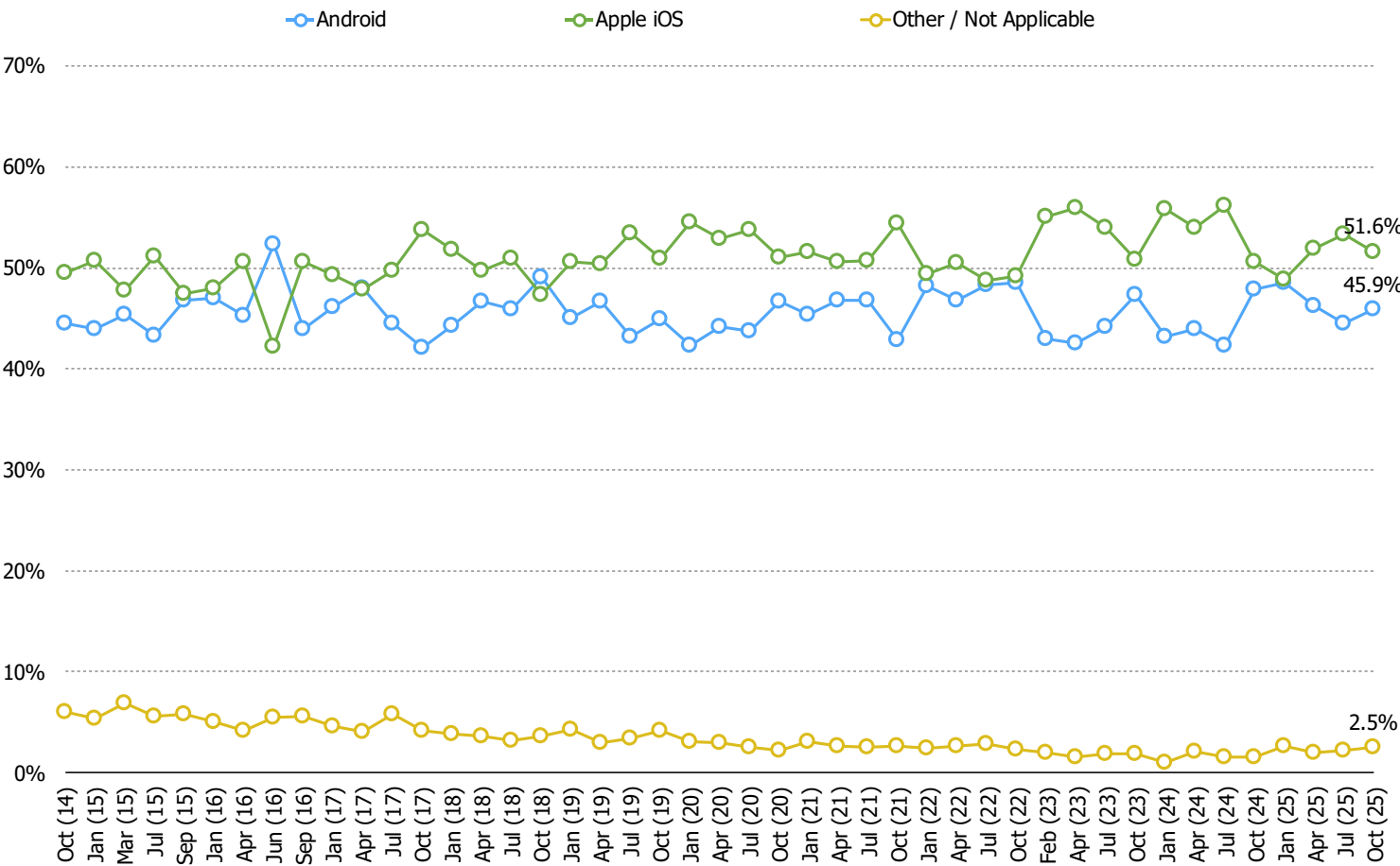
OPERATING SYSTEM FOR SMARTPHONE BEFORE CURRENT SMARTPHONE

This question was posed to smartphone owners.



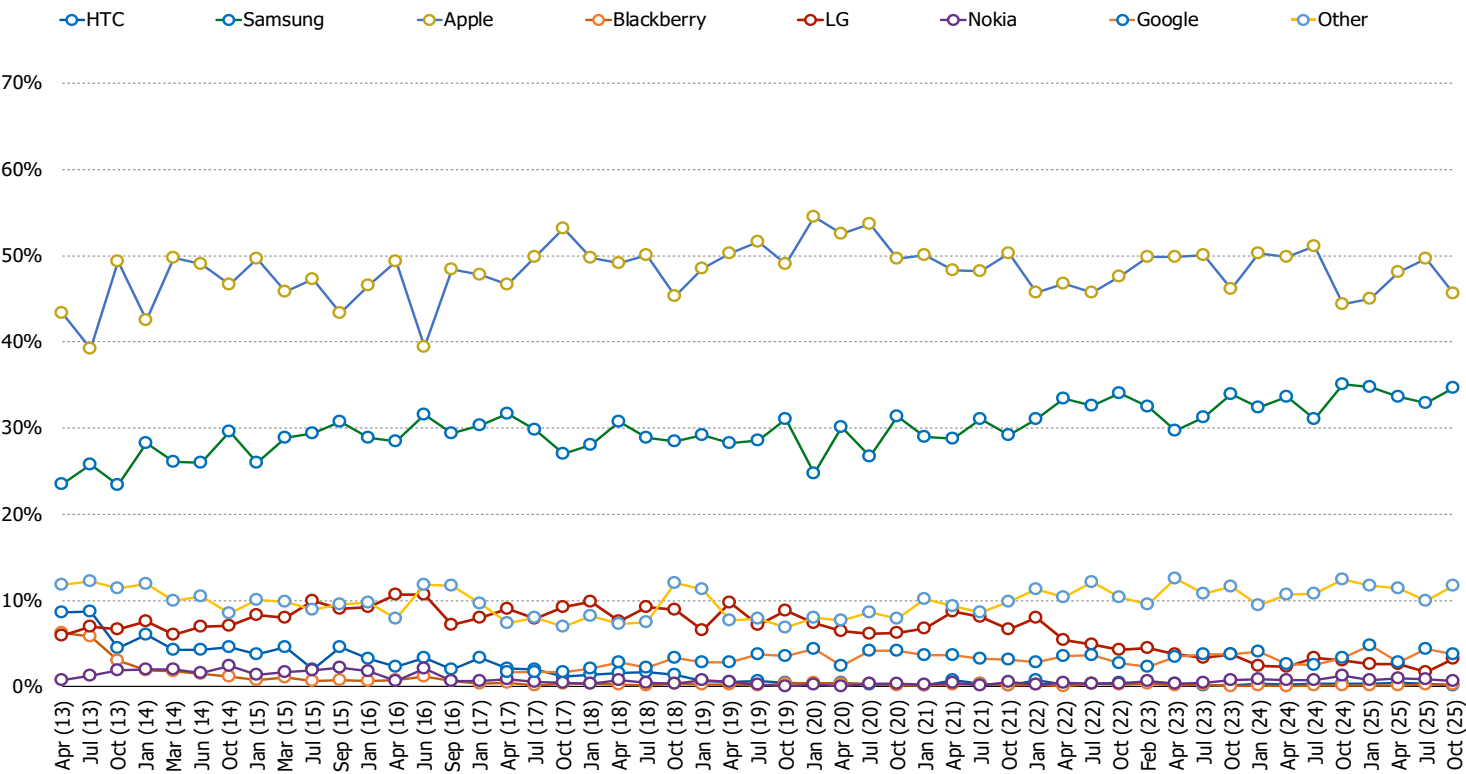
OPERATING SYSTEM FOR NEXT SMARTPHONE

This question was posed to smartphone owners.



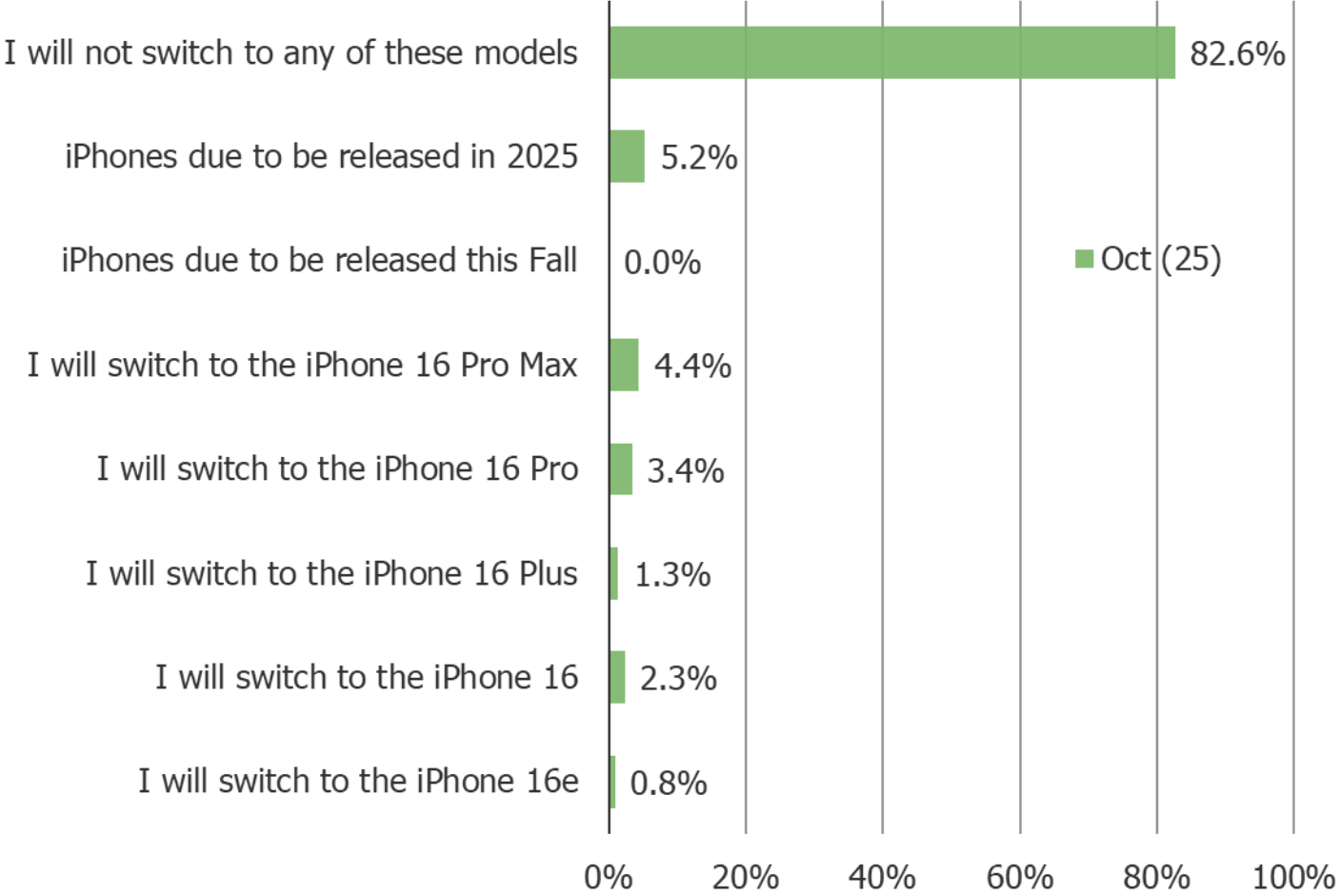
MARKET SHARE - SMARTPHONES

This question was posed to smartphone owners.



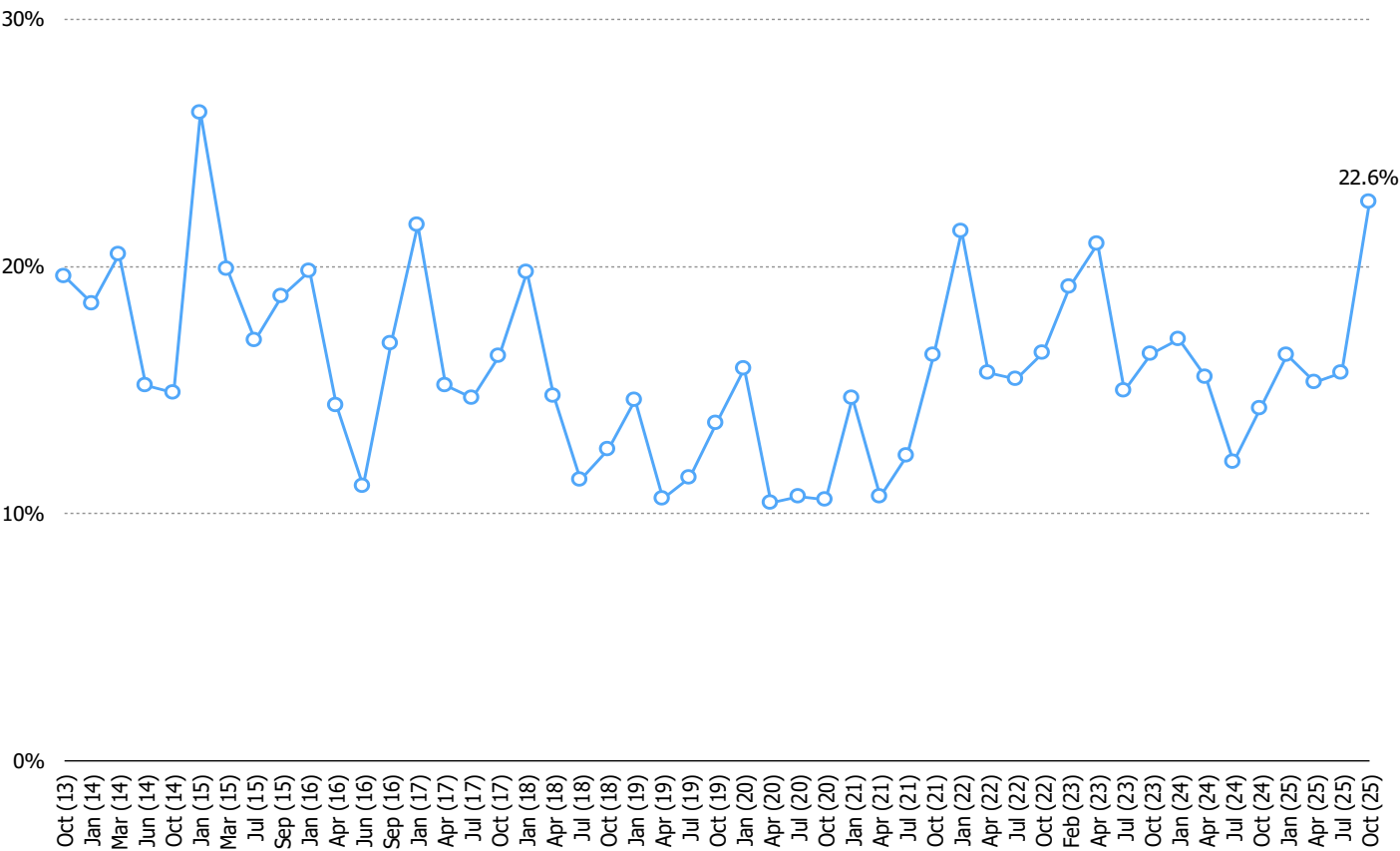
DO YOU PLAN TO SWITCH TO ANY OF THE LATEST OR UPCOMING IPHONES WHEN IT IS TIME TO GET A NEW SMARTPHONE?

This question was posed to Android smartphone owners.



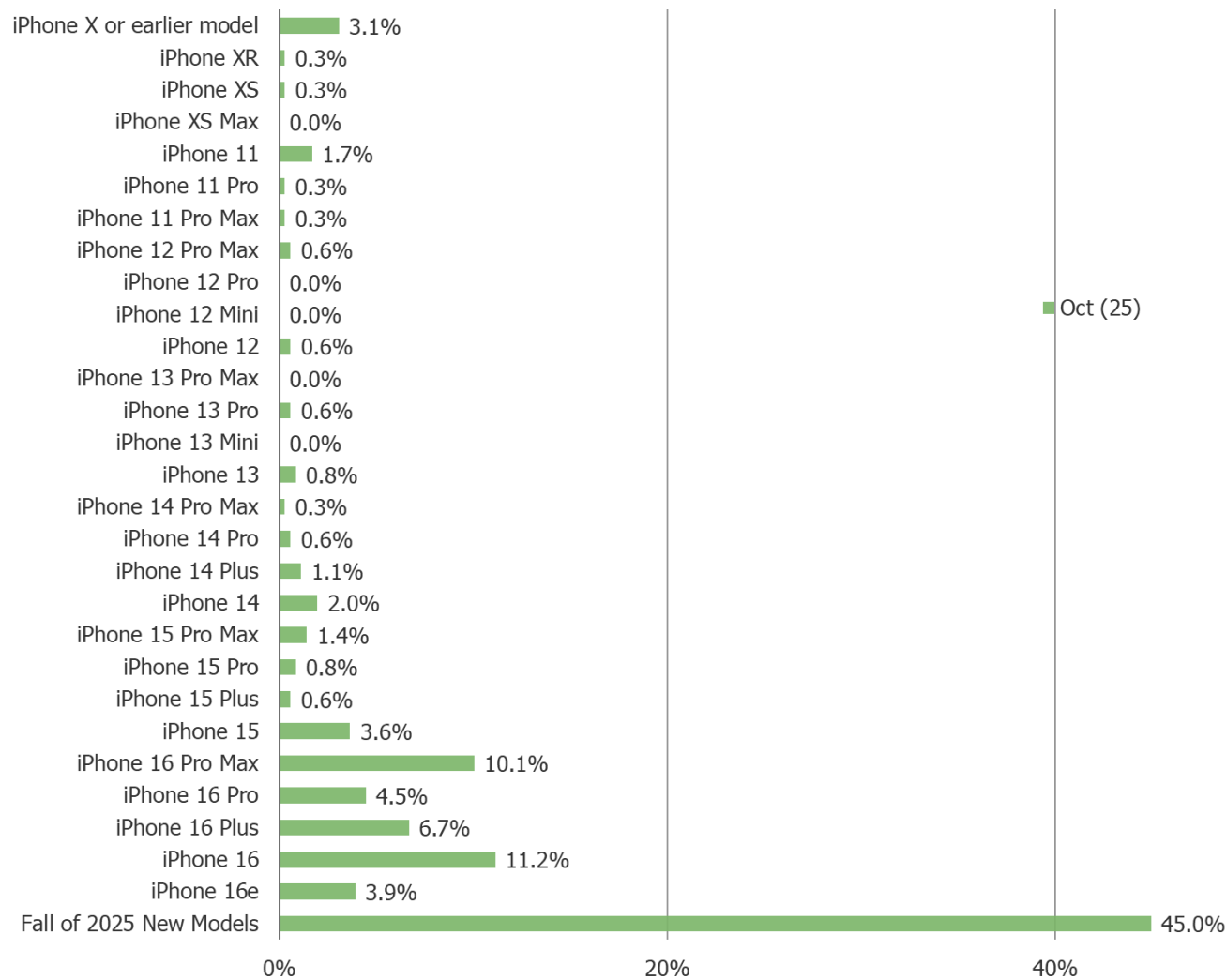
GOT IPHONE WITHIN PAST THREE MONTHS

This question was posed to iPhone owners.



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?

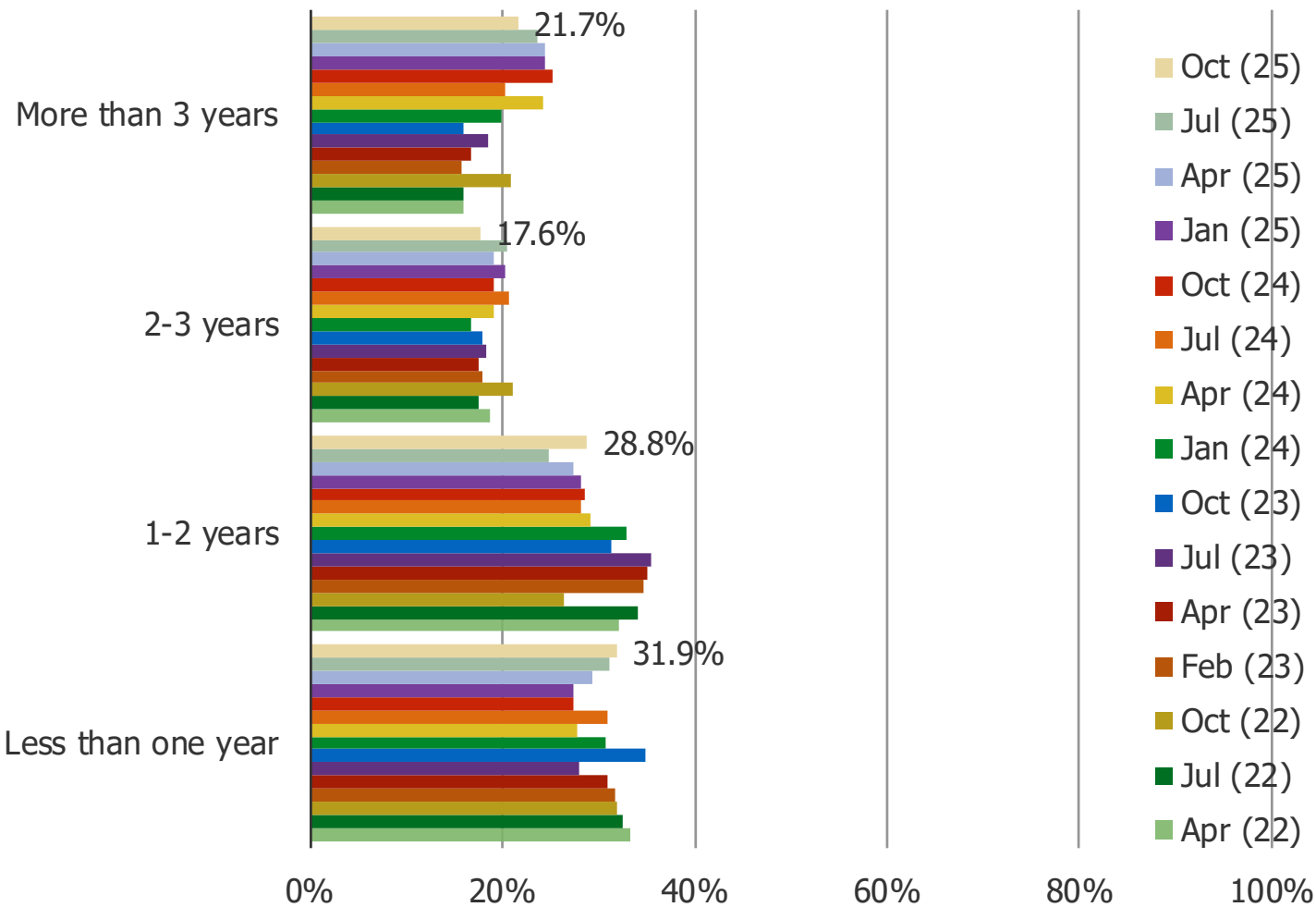
This question was posed to smartphone owners.



IPHONE PURCHASE PREFERENCES AND TESTING A LEASING MODEL

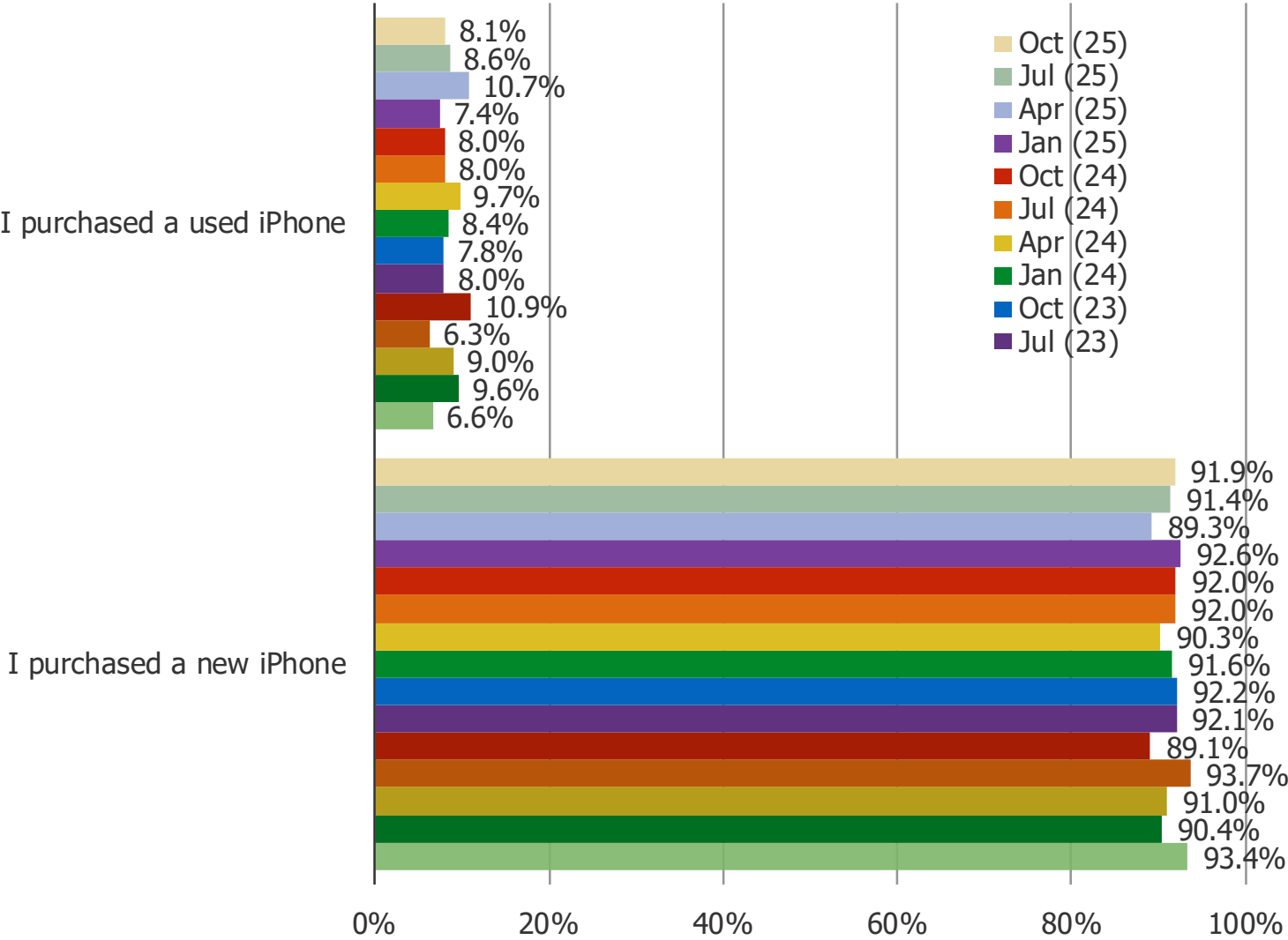
FOR HOW LONG HAVE YOU OWNED YOUR CURRENT IPHONE?

This question was posed to iPhone owners.



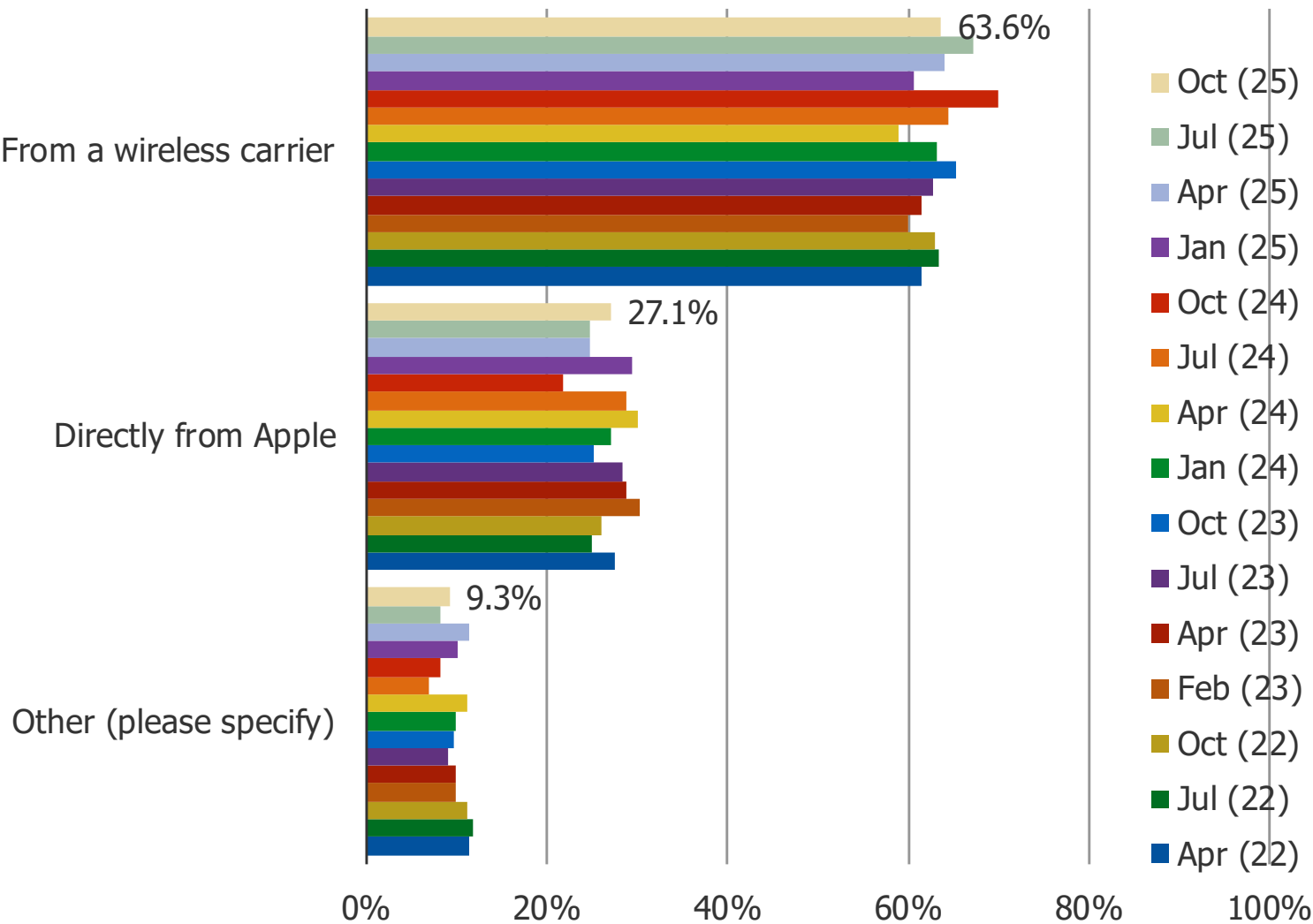
HOW DID YOU PURCHASE YOUR IPHONE?

This question was posed to iPhone owners.



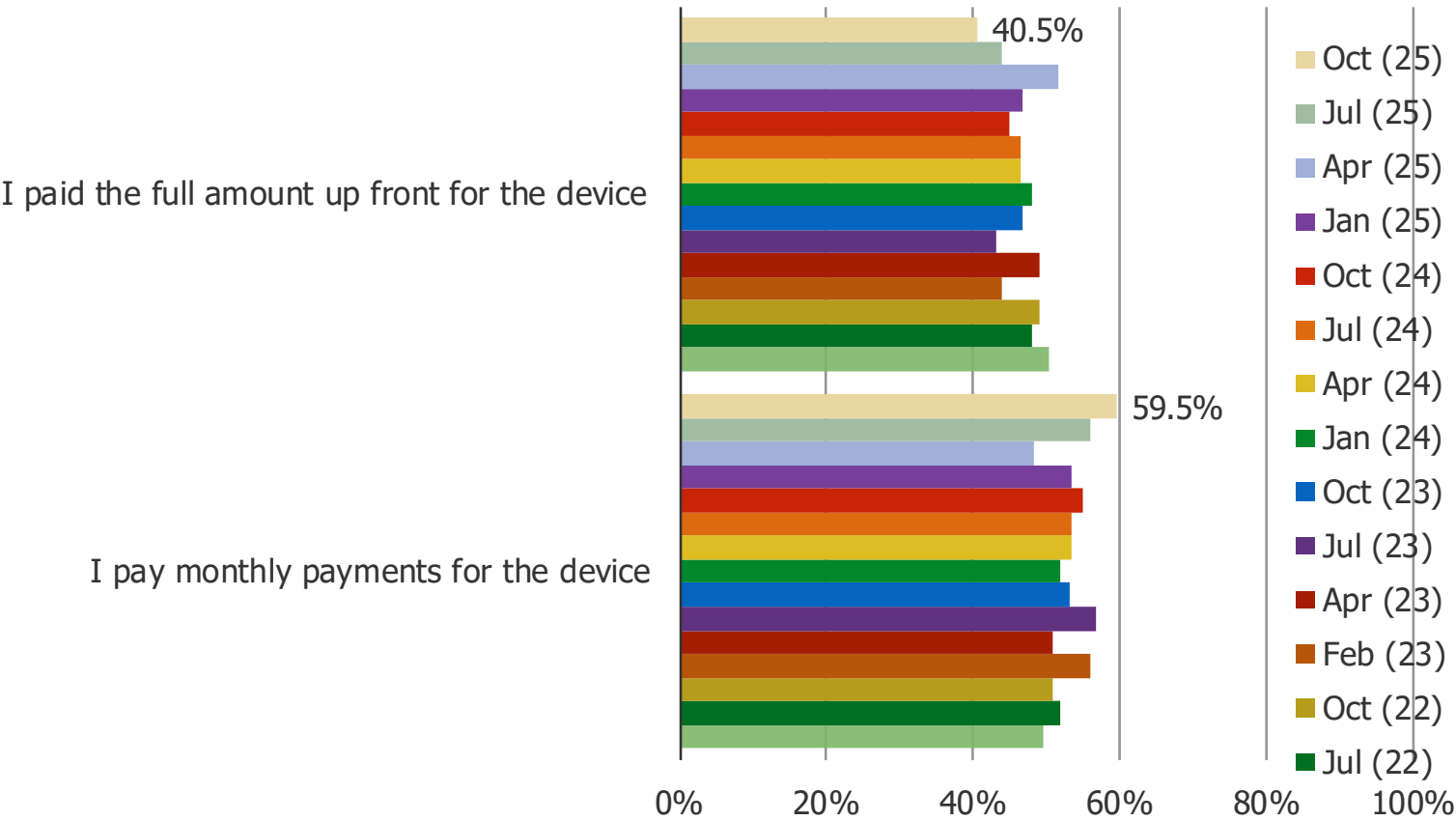
HOW DID YOU PURCHASE YOUR CURRENT IPHONE?

This question was posed to iPhone owners.



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

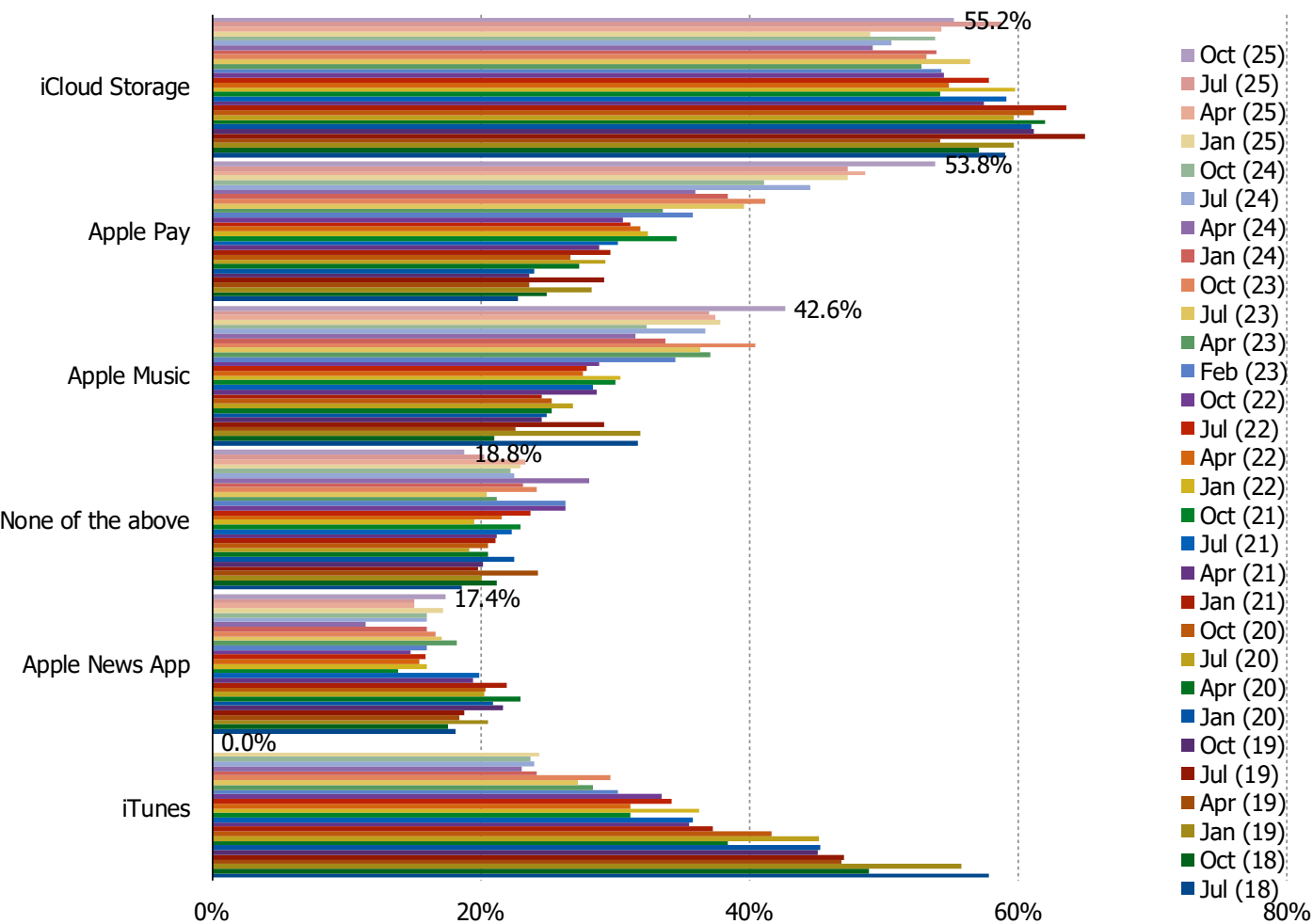
This question was posed to iPhone owners.



AAPL PAY QUESTIONS

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

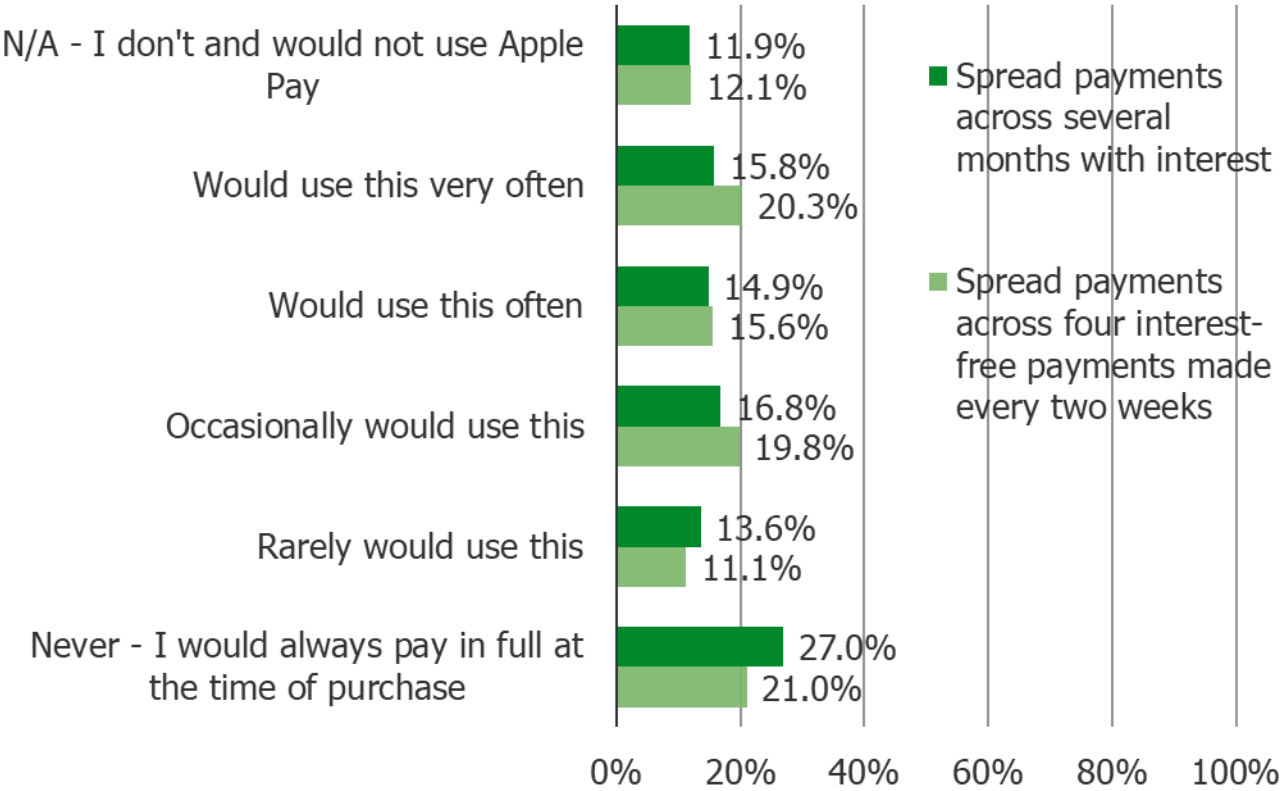
This question was posed to iPhone owners.



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.

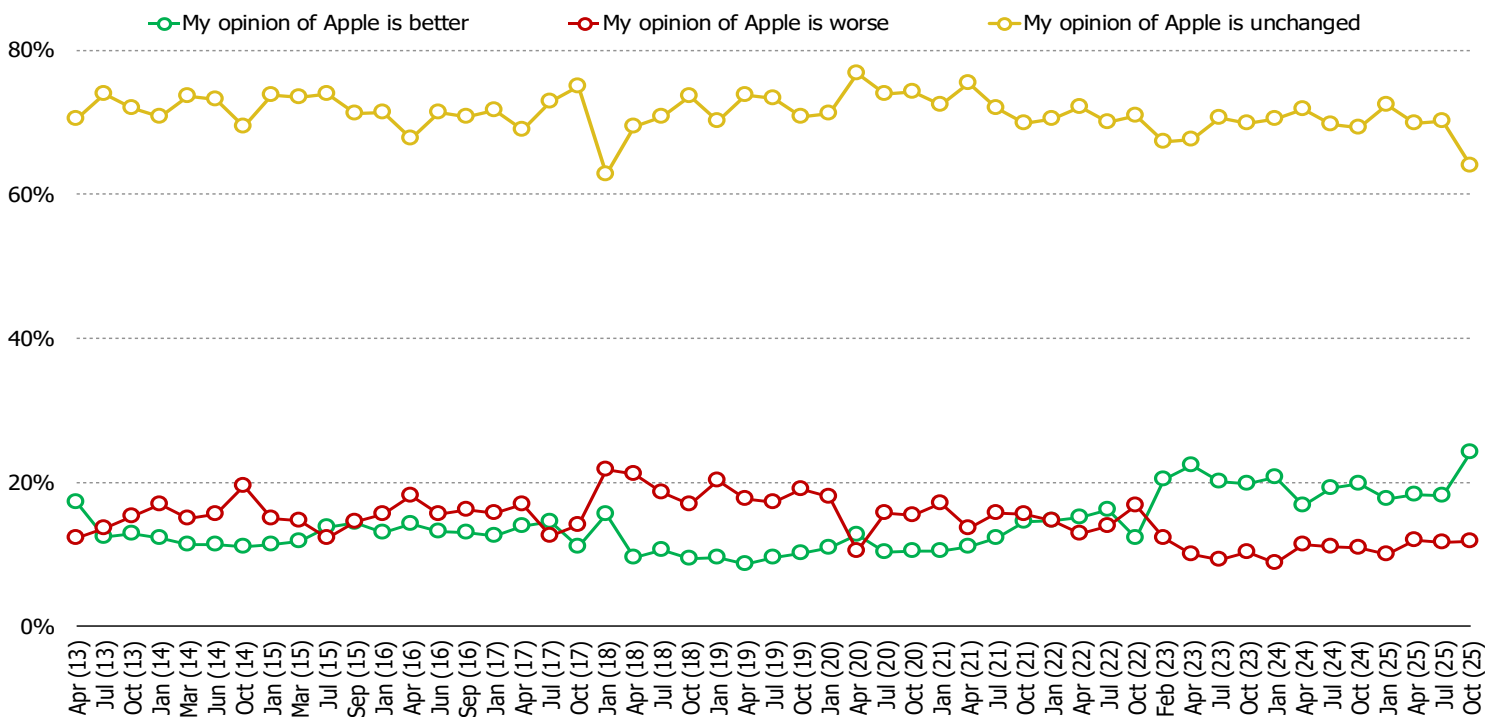
OCTOBER 2025



CONSUMER SENTIMENT

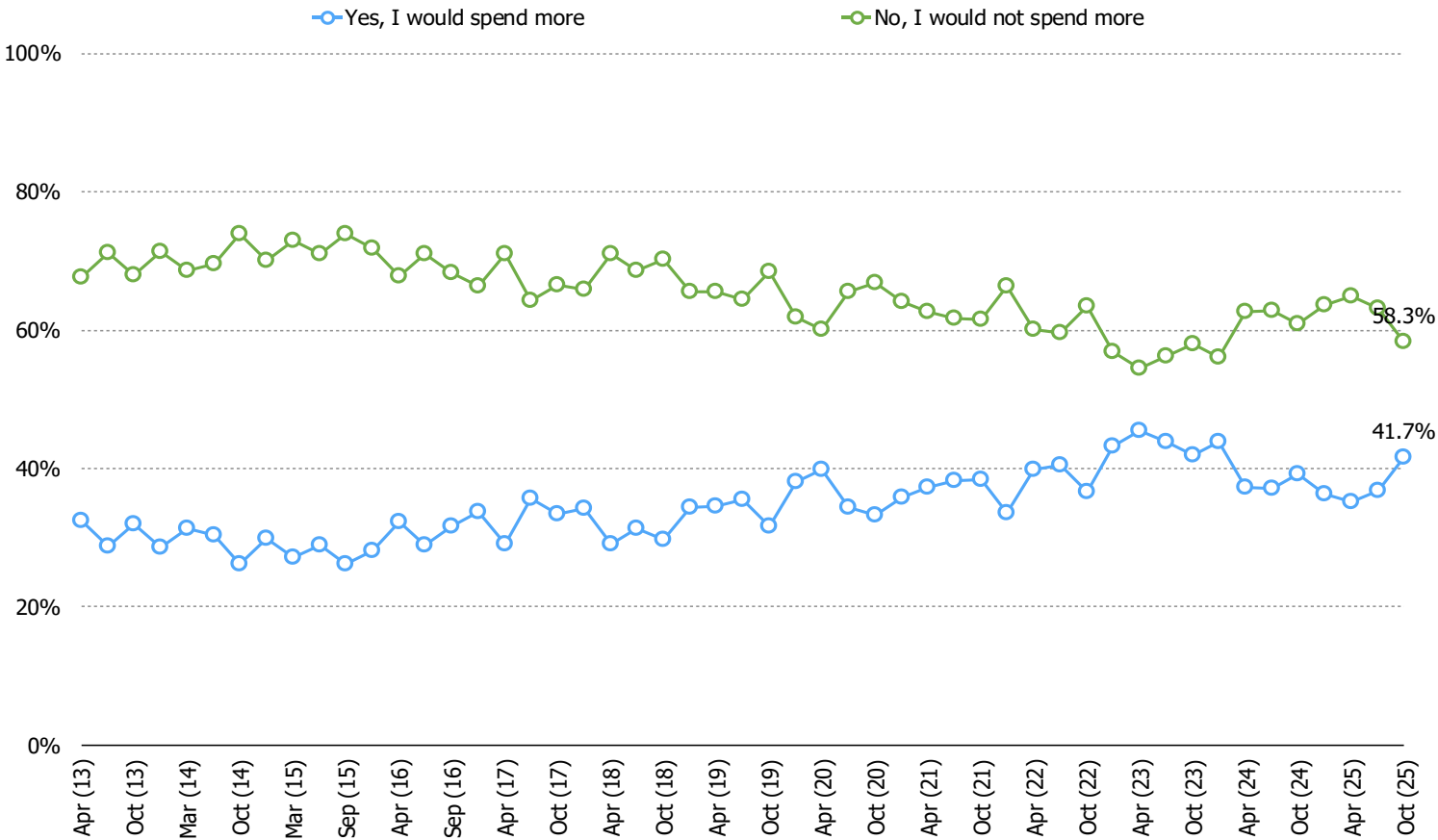
HAS YOUR OPINION OF APPLE CHANGED OVER THE PAST YEAR?

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.

