

BESPOKE SURVEYS

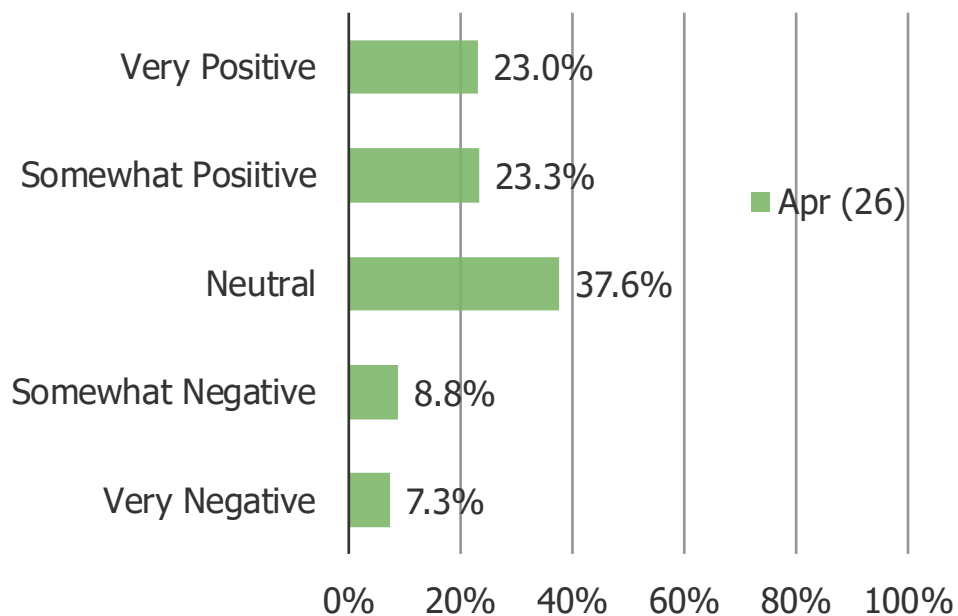
Consumer Electronics, Vol 53

1000+ Respondents Per Quarter

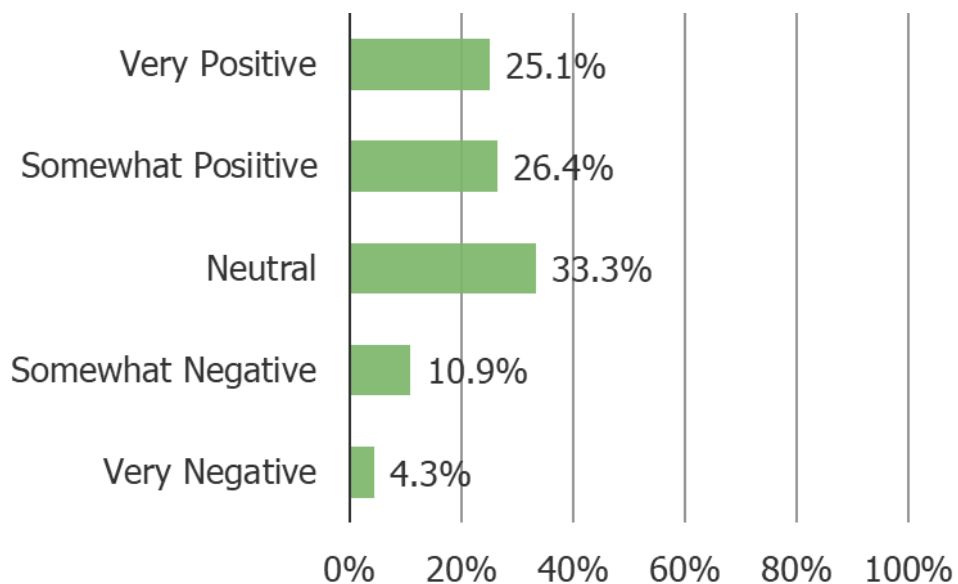
FOLDABLE PHONE

BELOW IS A VIDEO OF WHAT A FOLDABLE IPHONE MIGHT LOOK LIKE. WHAT IS YOUR OPINION OF THE PHONE IN THE VIDEO?

This question was posed to all respondents.

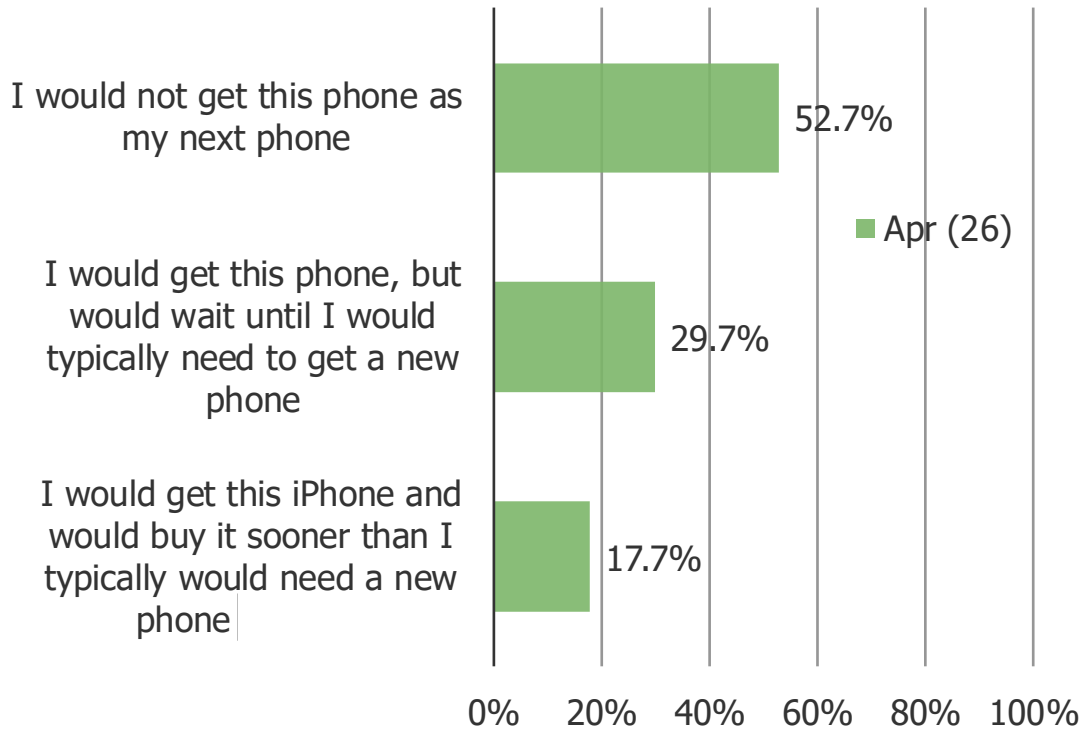


This question was posed to iPhone owners (N = 439)

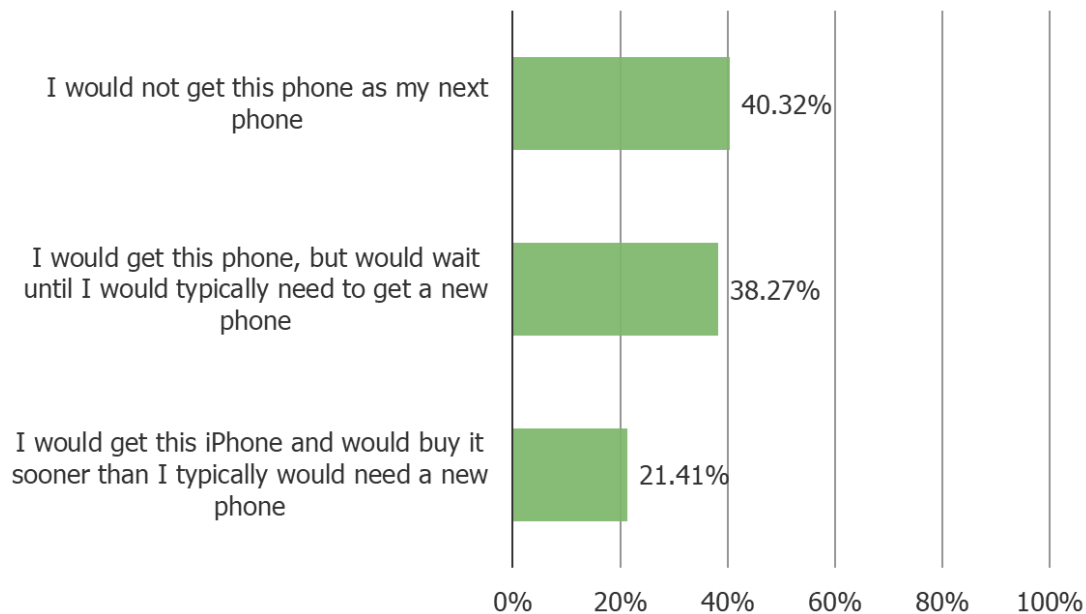


BELOW IS A VIDEO OF WHAT A FOLDABLE IPHONE MIGHT LOOK LIKE. WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

This question was posed to all respondents.

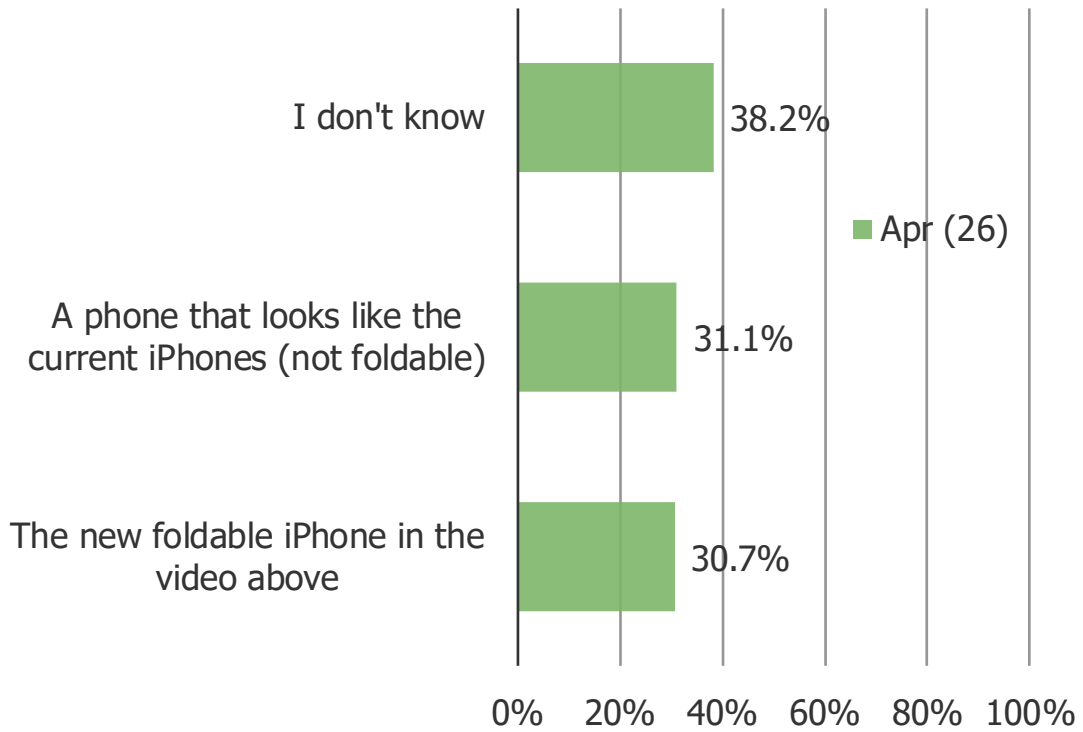


This question was posed to iPhone owners (N = 439)

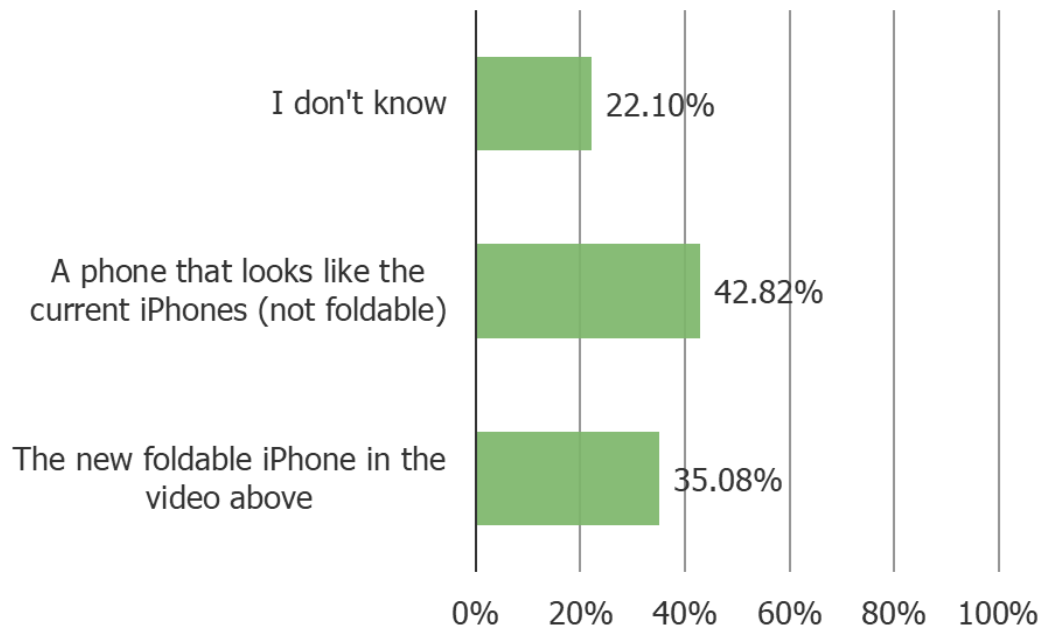


BELOW IS A VIDEO OF WHAT A FOLDABLE IPHONE MIGHT LOOK LIKE. IF YOU HAD TO CHOOSE BETWEEN THE FOLLOWING, WHICH WOULD YOU PICK?

This question was posed to all respondents.



This question was posed to iPhone owners (N = 439)



DO YOU HAVE ANY THOUGHTS OR COMMENTS ON A POTENTIAL FOLDABLE IPHONE?

This question was posed to all respondents.

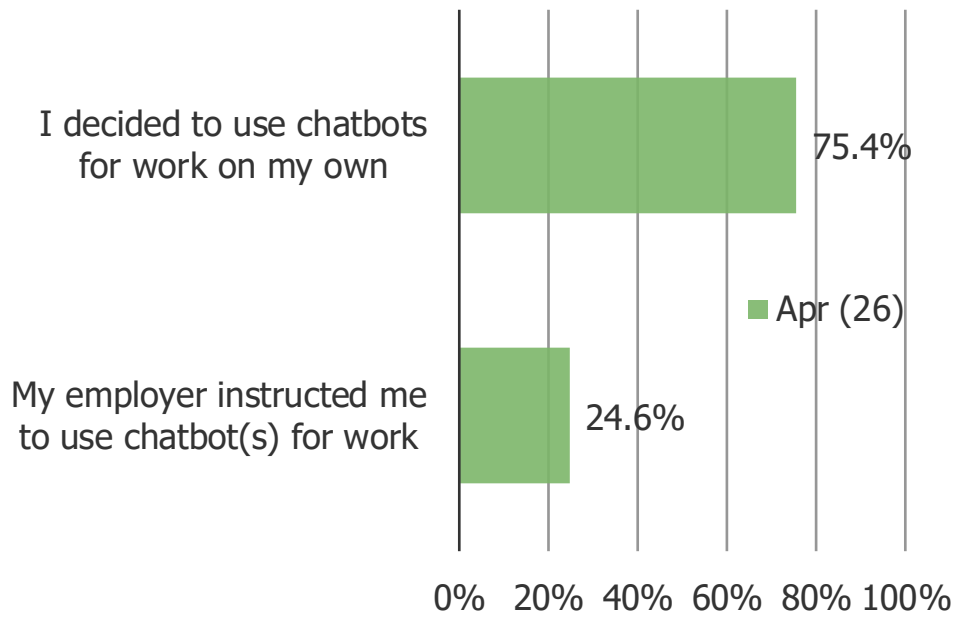
Here is the quantified breakdown of the respondents' thoughts:

Category	Percentage	Count
No / None / No thoughts	35.82%	341
Positive / Interested (e.g., "cool," "innovative," "love")	25.21%	240
Other / Unclassified (Ambiguous or unique edge cases)	10.92%	104
Concerned about Durability / Screen / Functionality	7.25%	69
Comparison to Competitors (e.g., "Samsung," "Google Flip")	6.30%	60
Unnecessary / Gimmick / Uninterested (e.g., "pointless," "why")	3.99%	38
Concerned about Size / Bulk (e.g., "too thick," "heavy")	3.89%	37
Negative / Dislike (e.g., "terrible," "ugly")	2.94%	28
Wait and See / Need More Info	1.79%	17
Concerned about Price	1.79%	17
Concerned about Cases / Accessories	0.11%	1

AI IMPACTS

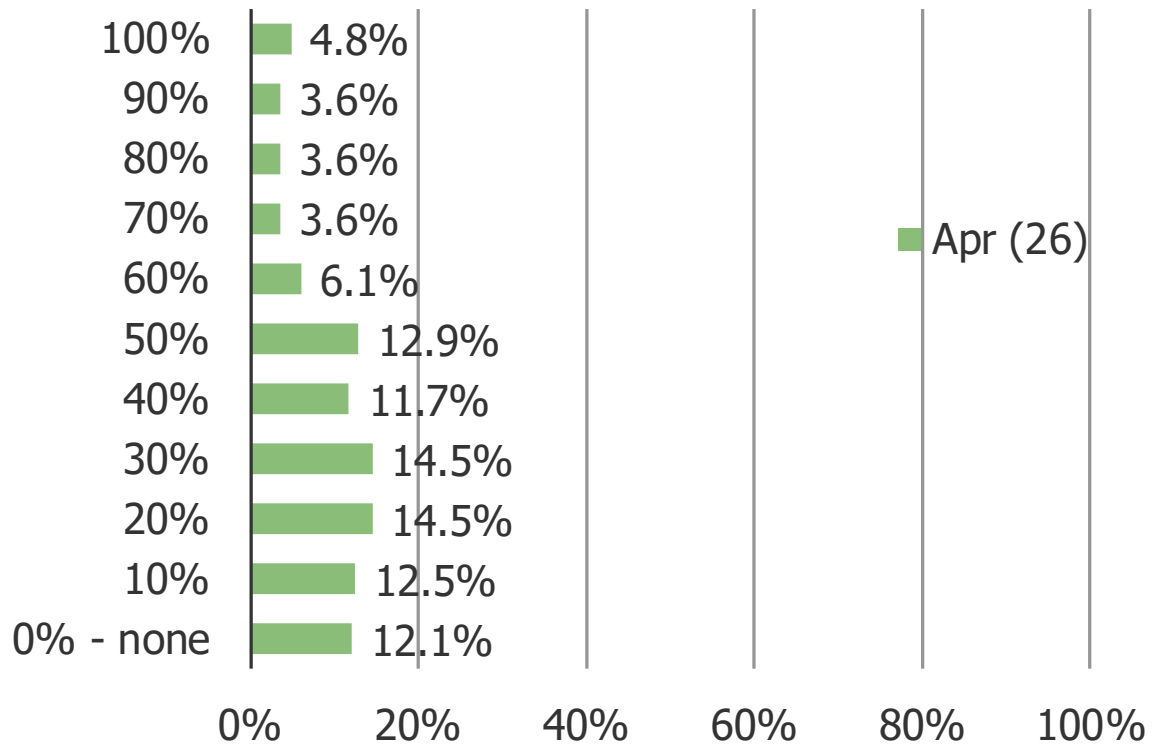
THINKING ABOUT WHEN YOU STARTED USING AI CHATBOTS AT WORK FOR THE FIRST TIME, DID YOUR EMPLOYER PROVIDE YOU WITH CHATBOT ACCESS AND GUIDANCE TO USE IT, OR DID YOU CHOOSE TO USE IT ON YOUR OWN?

This question was posed to all respondents who use AI for business. (N=248)



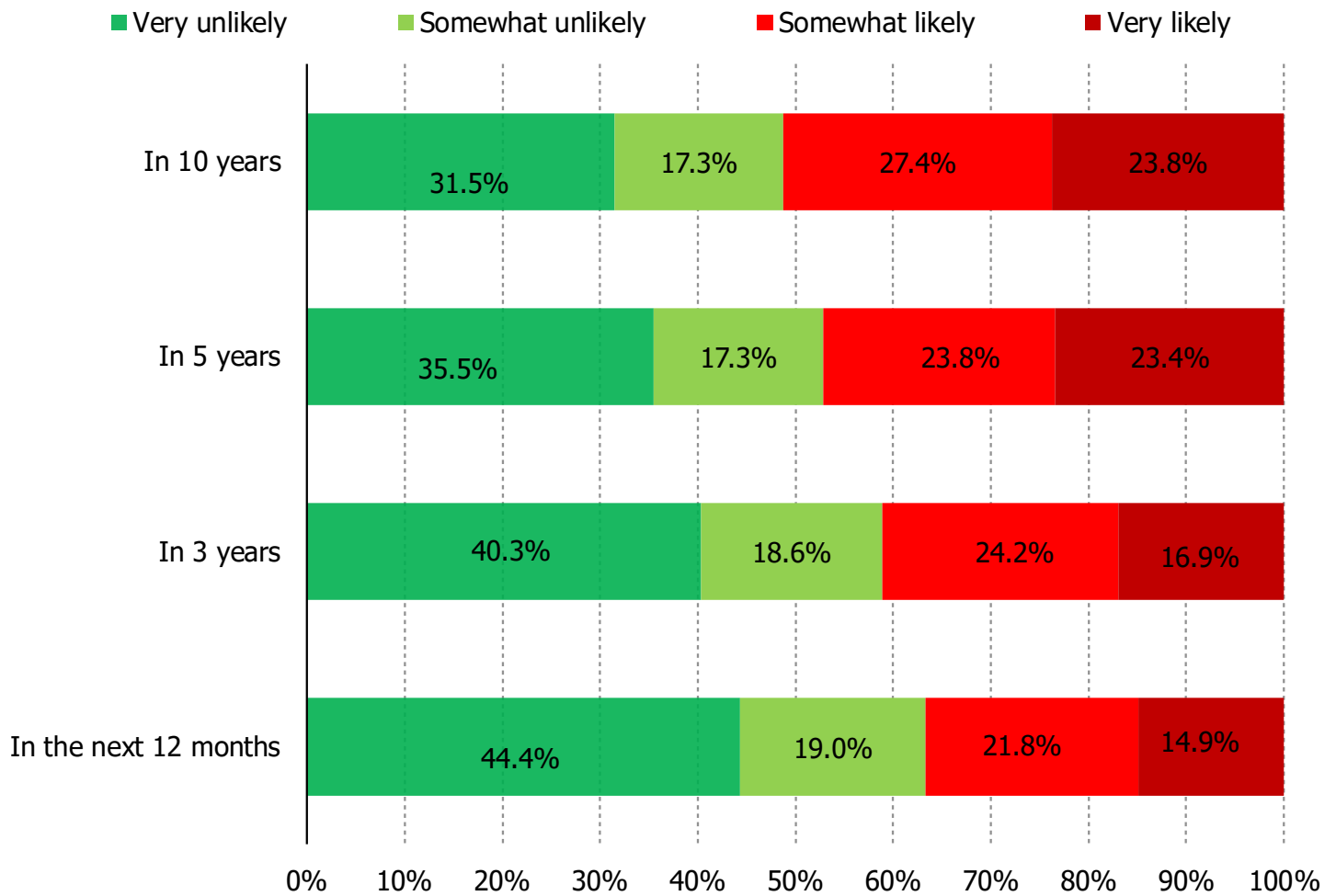
HOW MUCH OF YOUR JOB DO YOU THINK COULD BE DONE BY AI AS OPPOSED TO YOU DOING IT?

This question was posed to all respondents who use AI for business. (N=248)



HOW LIKELY DO YOU THINK IT IS THAT YOU WILL LOSE YOUR JOB BECAUSE OF AI HANDLING YOUR JOB TASKS IN THE FOLLOWING TIME PERIODS...

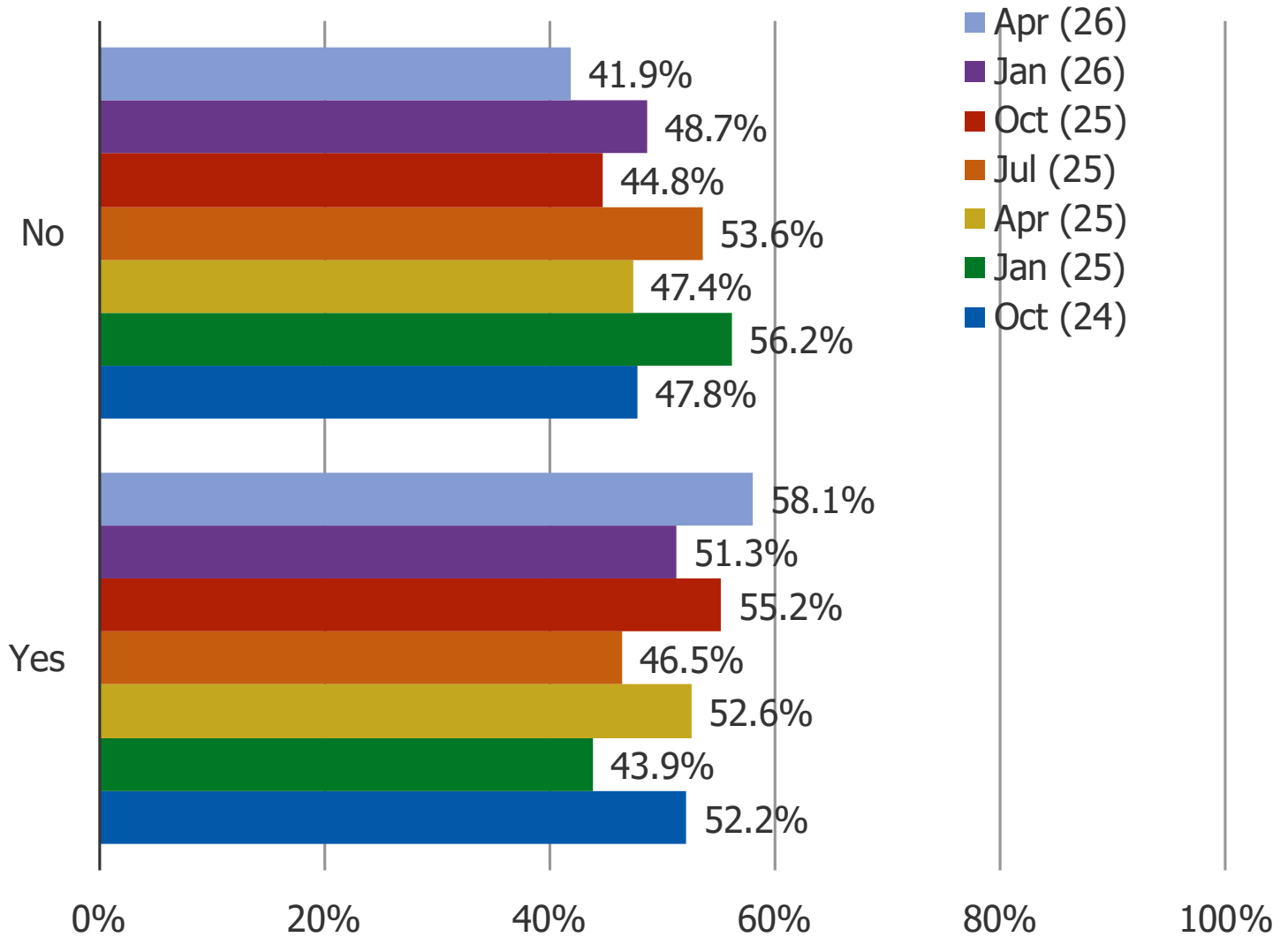
This question was posed to all respondents who use AI for business. (N=248)



IPHONE DYNAMICS

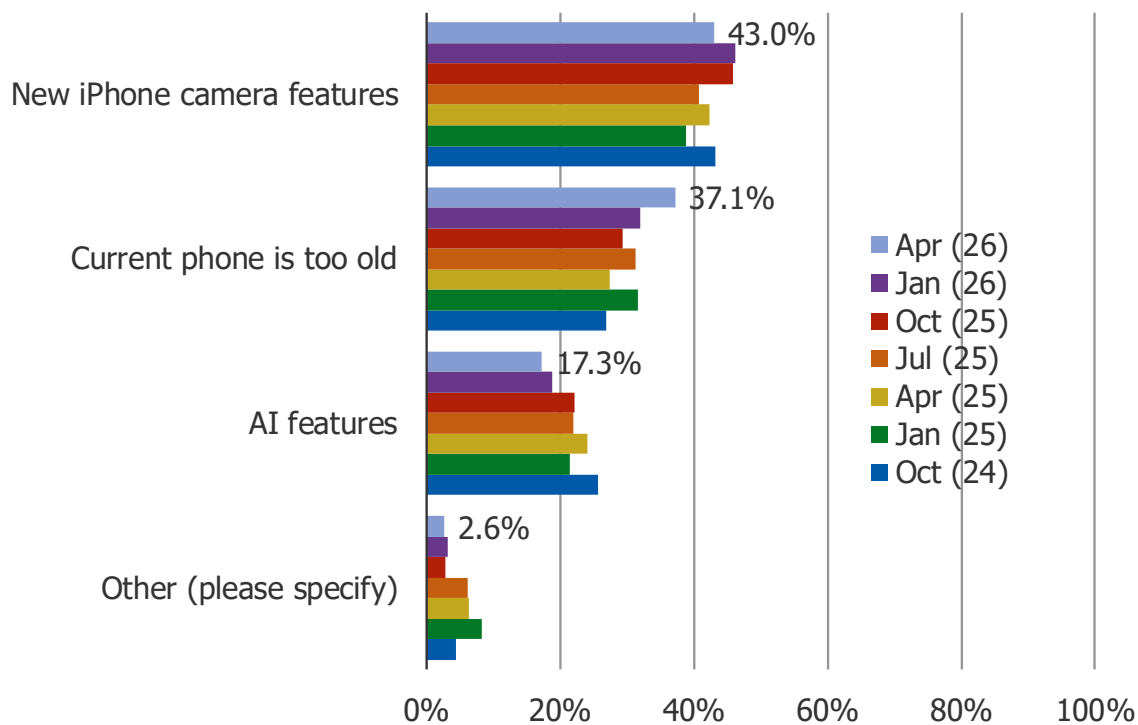
ARE YOU CURRENTLY CONSIDERING UPGRADING YOUR IPHONE TO A NEW/DIFFERENT MODEL THAN WHAT YOU HAVE NOW?

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

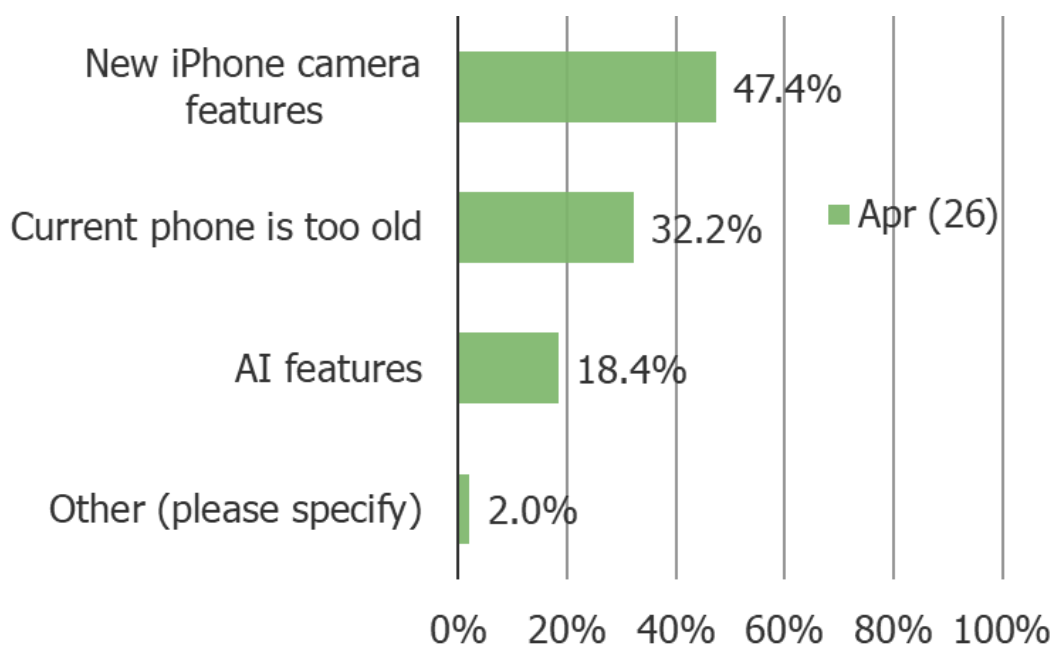


YOU MENTIONED THAT YOU ARE AT LEAST SOMEWHAT INTERESTED IN ONE OF THE NEWEST IPHONES JUST RELEASED. WHAT MAKES YOU MOST INTERESTED IN THE NEW PHONE(S)?

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

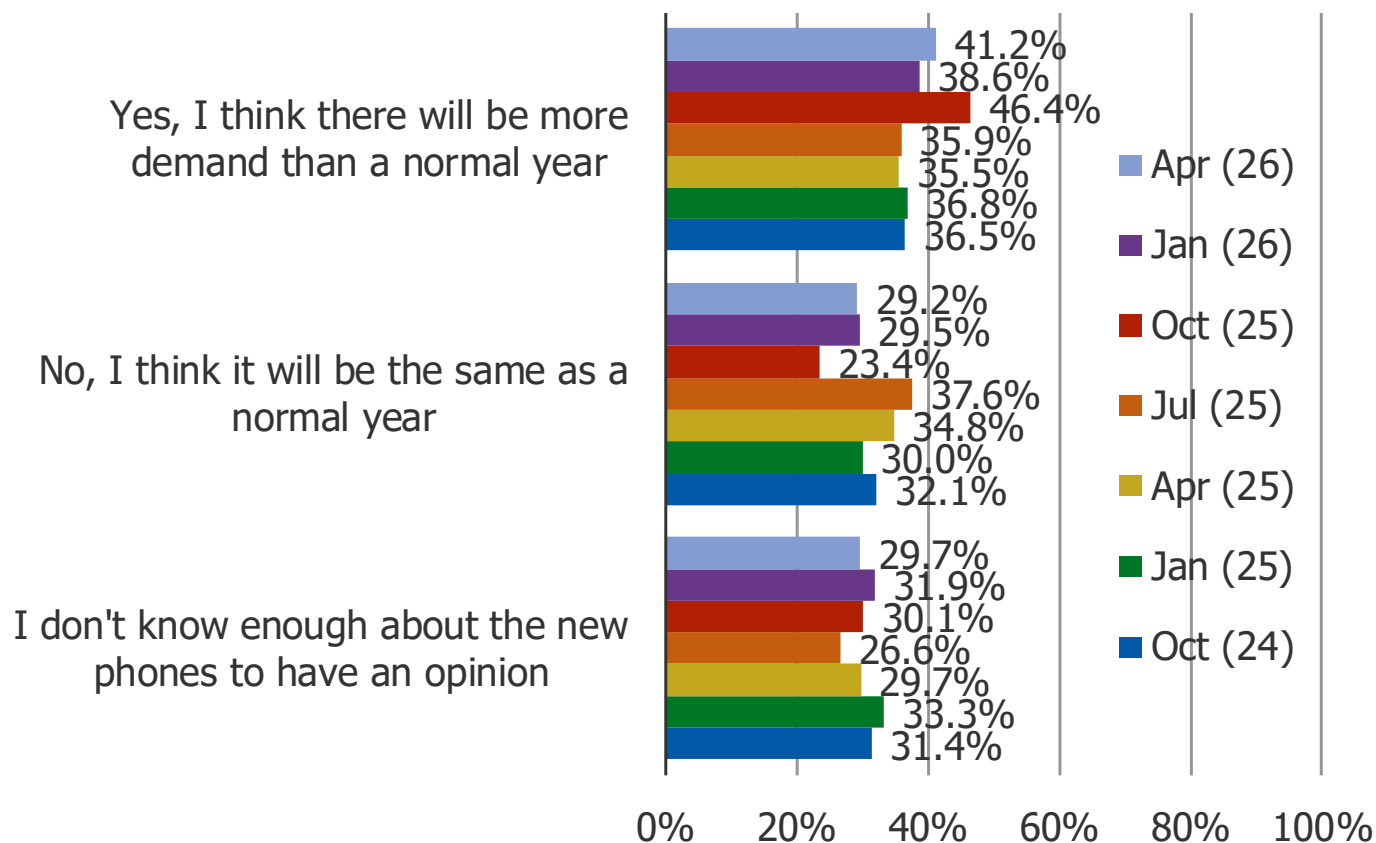


Focusing on iOS users who said they are extremely interested in one of the newest iPhones.



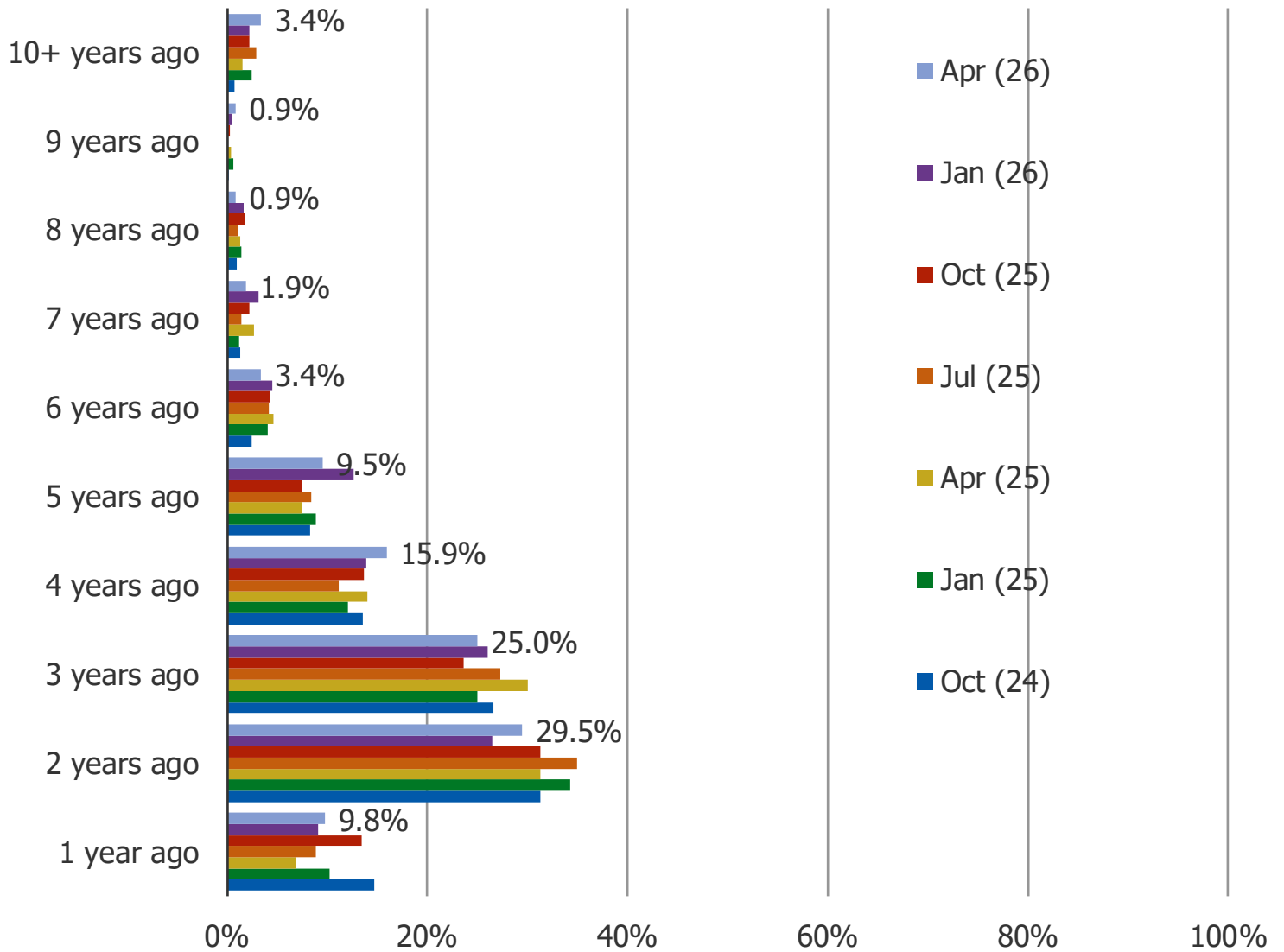
IN YOUR VIEW, DO YOU THINK THE NEWEST IPHONES HAVE CHARACTERISTICS OR FEATURES ABOUT THEM THAT WILL CAUSE MORE IPHONE OWNERS TO UPGRADE COMPARED TO A TYPICAL YEAR WHEN NEW IPHONES ARE RELEASED?

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



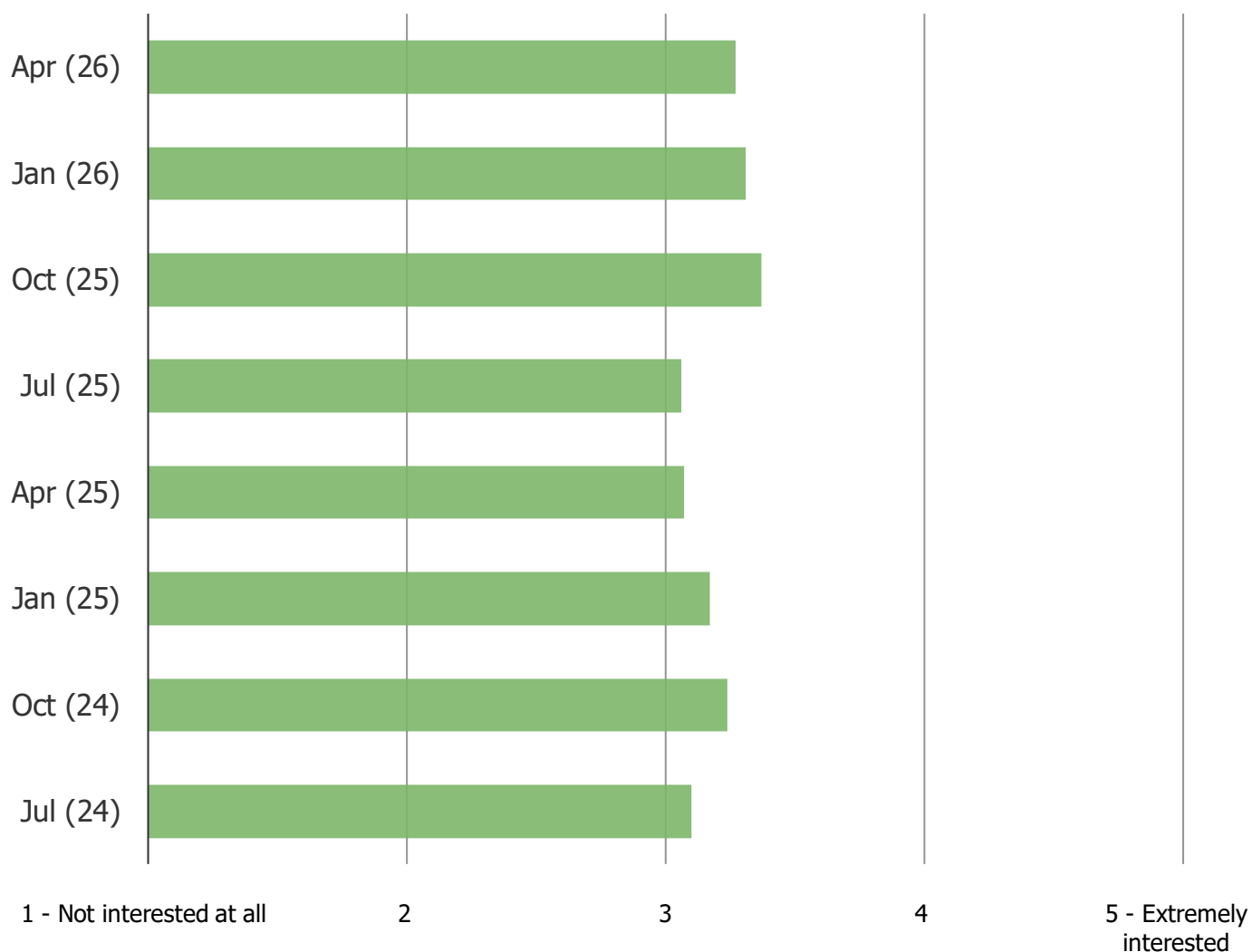
YOU MENTIONED THAT YOU GOT YOUR SMARTPHONE MORE THAN A YEAR AGO. HOW MANY YEARS AGO DID YOU GET YOUR CURRENT SMARTPHONE?

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



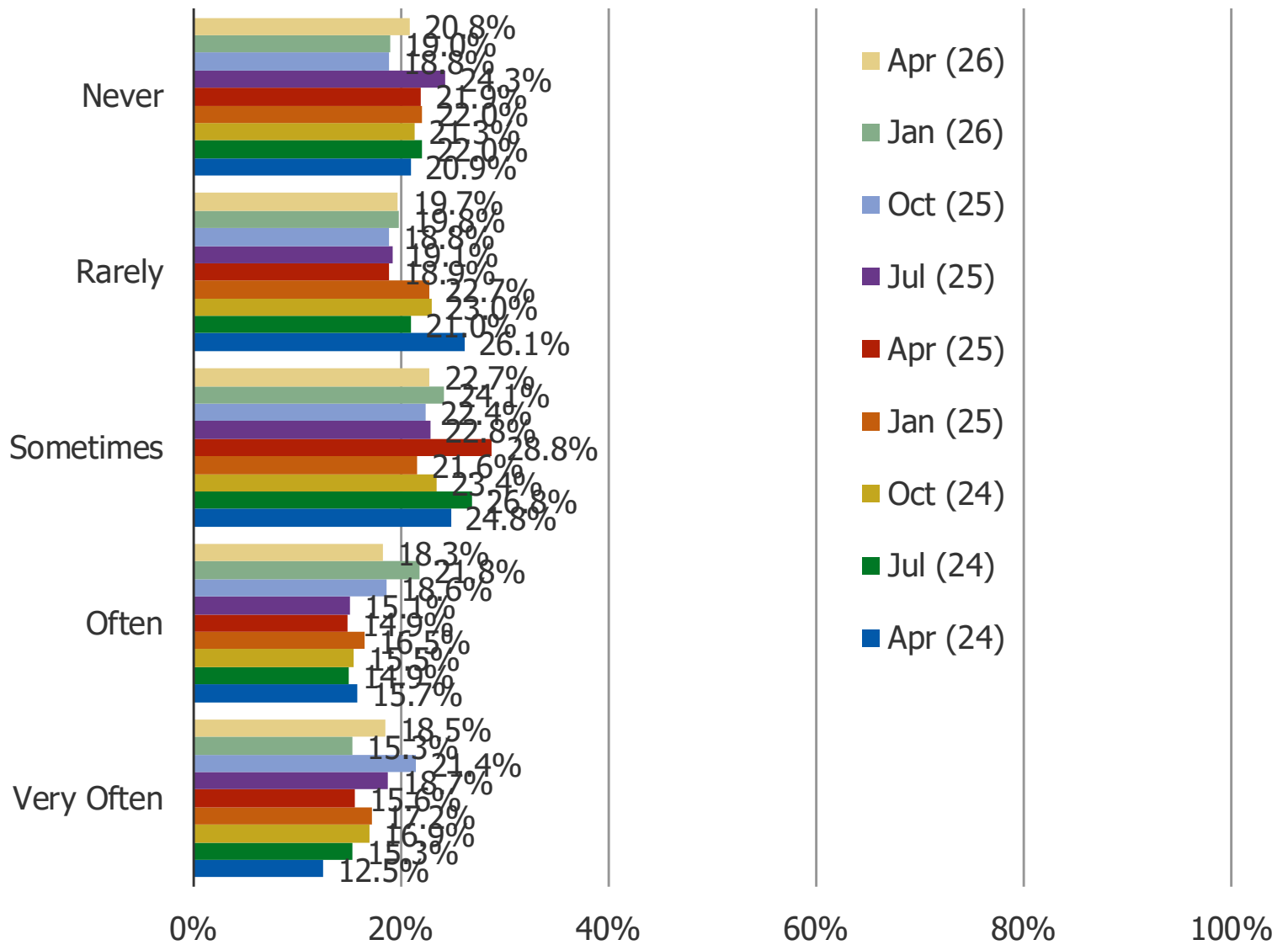
APPLE INTELLIGENCE WILL ENCOMPASS A SUITE OF AI AND MACHINE LEARNING FEATURES INTEGRATED ACROSS APPLE’S ECOSYSTEM, ENHANCING PERSONALIZED RECOMMENDATIONS, HEALTH AND FITNESS TRACKING, SIRI CAPABILITIES, IMAGE CREATION, WRITING TOOLS, AND PRIVACY MEASURES TO PROVIDE A MORE INTUITIVE, SECURE, AND CUSTOMIZED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



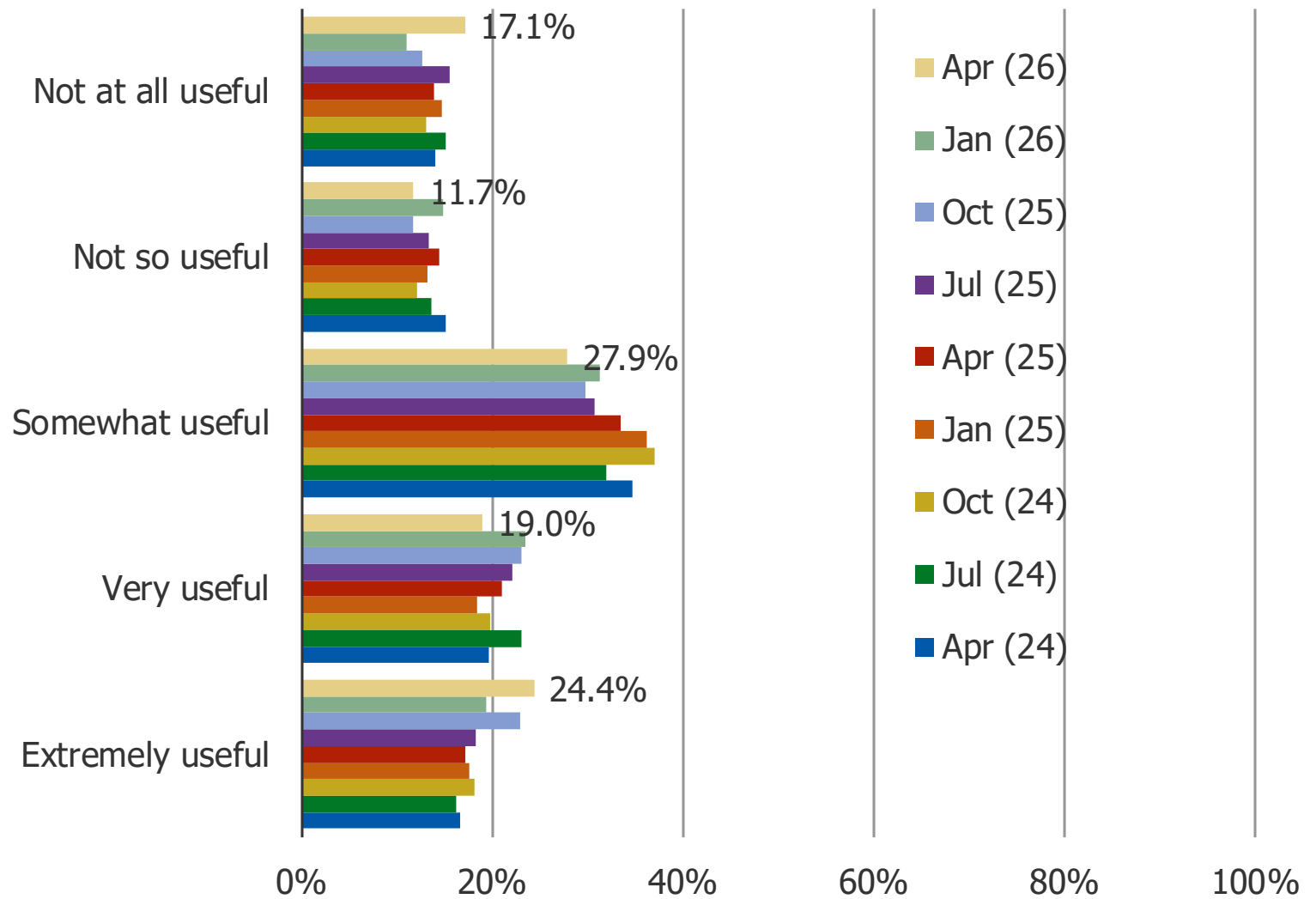
HOW OFTEN DO YOU USE SIRI ON YOUR IPHONE NOW?

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



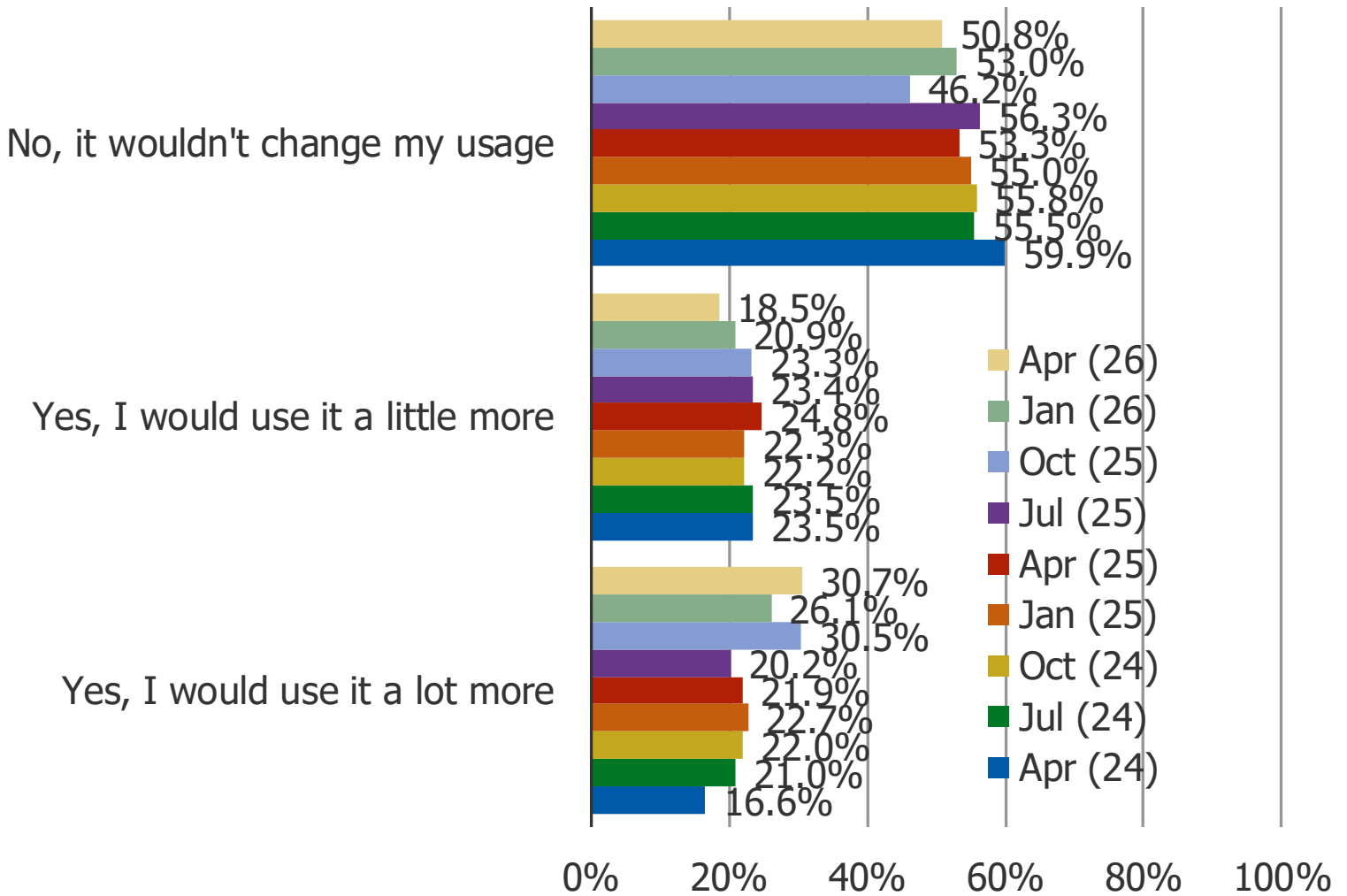
HOW USEFUL DO YOU FIND SIRI TO BE?

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



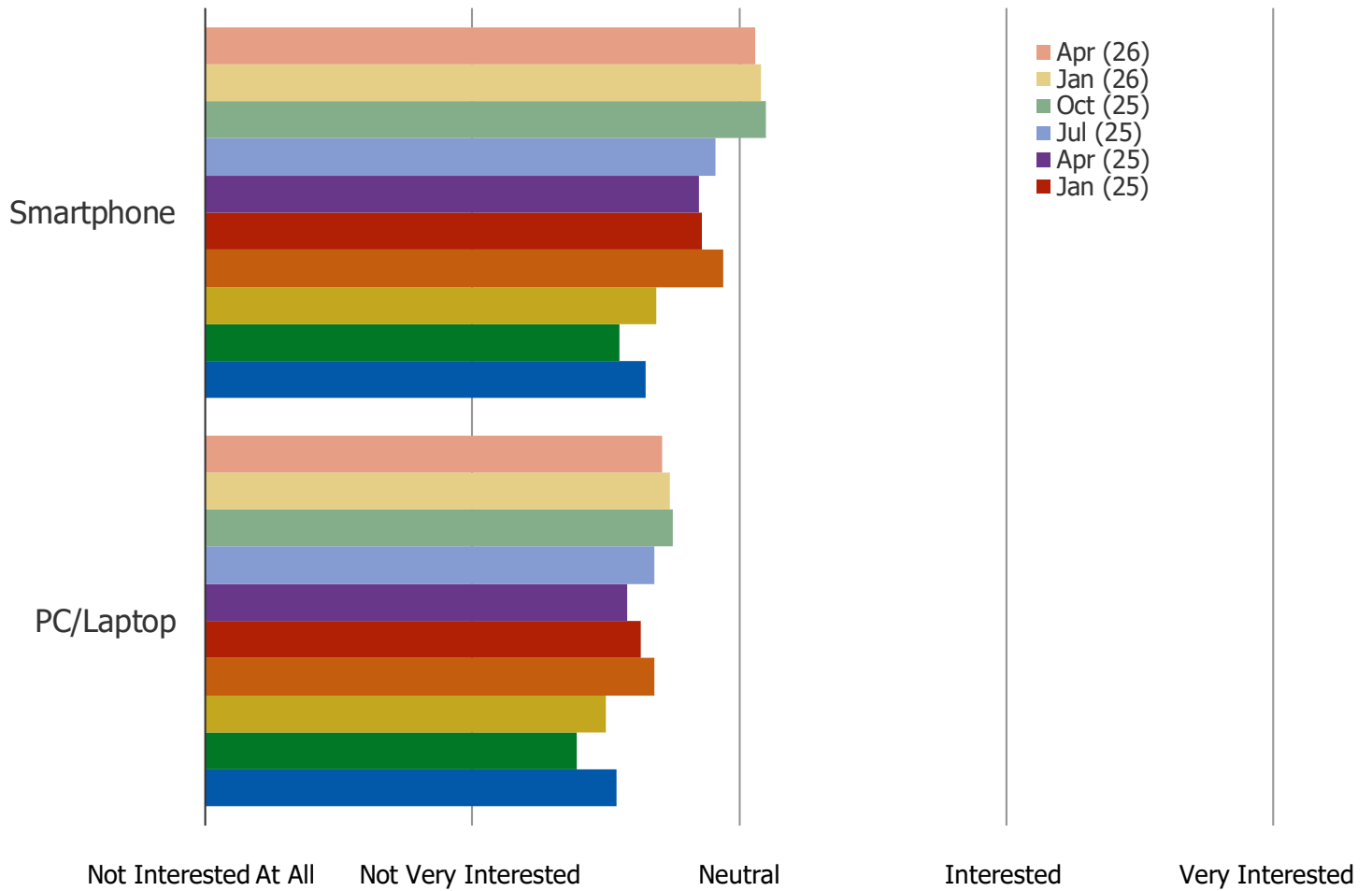
WOULD YOU CHANGE YOUR USAGE OF SIRI IF SIRI WAS ENHANCED BY AI (ARTIFICIAL INTELLIGENCE)

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.



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

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

Here is the overall breakdown of why respondents choose the iPhone:

Category	Percentage	Count
Ease of Use / Familiarity / Habit	22.42%	790
Ecosystem / Social / Compatibility	15.47%	545
Generic Positive / Preference ("Like it," "Best")	15.36%	541
Other / Unclassified	14.85%	523
Reliability / Quality / Durability	7.95%	280
Features / Performance / Design	7.89%	278
OS / Software	3.41%	120
Brand Trust / Loyalty	3.15%	111
Prefer over Competitors (Android/Samsung)	2.72%	96
No Reason / Blank	2.44%	86
Camera Quality	1.36%	48
Price / Promotion / Gift / Work Provided	1.14%	40
Security / Privacy	0.82%	29

WHEN YOU GET A NEW IPHONE, WHAT IS TYPICALLY THE MAIN REASON FOR WHY YOU DECIDED TO GET A NEW IPHONE?

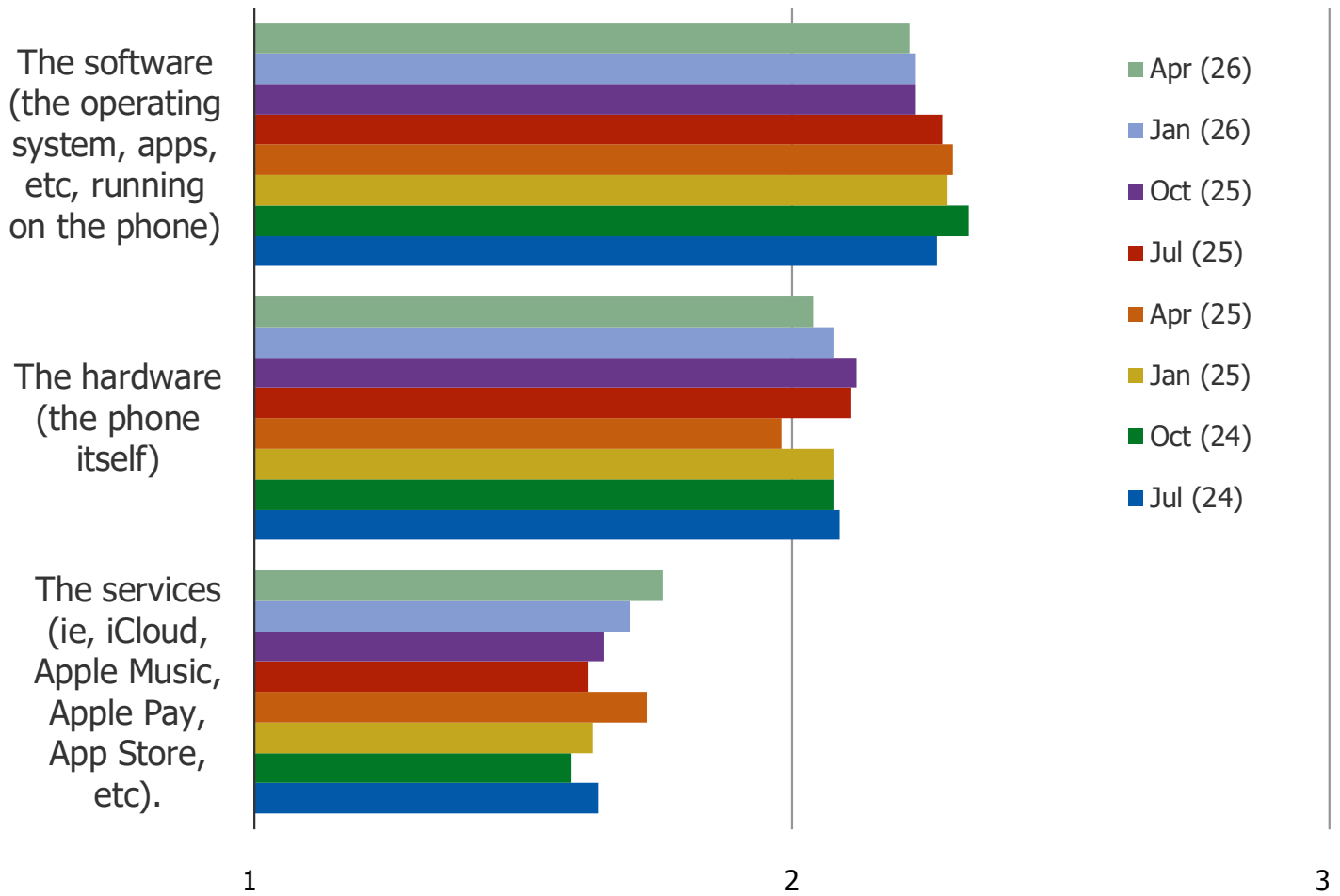
This question was posed to all respondents who are iOS users.

Out of the 3,520 valid open-ended responses, the primary drivers for a new purchase revolve mostly around physical/technological degradation (broken, slow, battery) or the allure of new tech. I categorized them as follows:

Category	Percentage	Count
Other / Unclassified (<i>unique edge cases</i>)	23.30%	820
Upgrade / New Features / Latest Tech	20.06%	706
Slow Performance / Obsolete / Old	17.02%	599
Broken / Damaged / Stopped Working	16.34%	575
Brand Loyalty / Preference / Ease of Use	6.93%	244
Battery Issues	5.37%	189
Camera Improvements	2.64%	93
Ecosystem / Social / Compatibility	1.85%	65
Storage / Memory Needs	1.76%	62
Deal / Contract / Paid Off / Gift	1.48%	52
Wanted / Needed New Phone (Generic)	1.42%	50
No Reason / Blank	1.39%	49
Screen Size / Hardware Preferences	0.43%	15
Lost / Stolen	0.03%	1

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

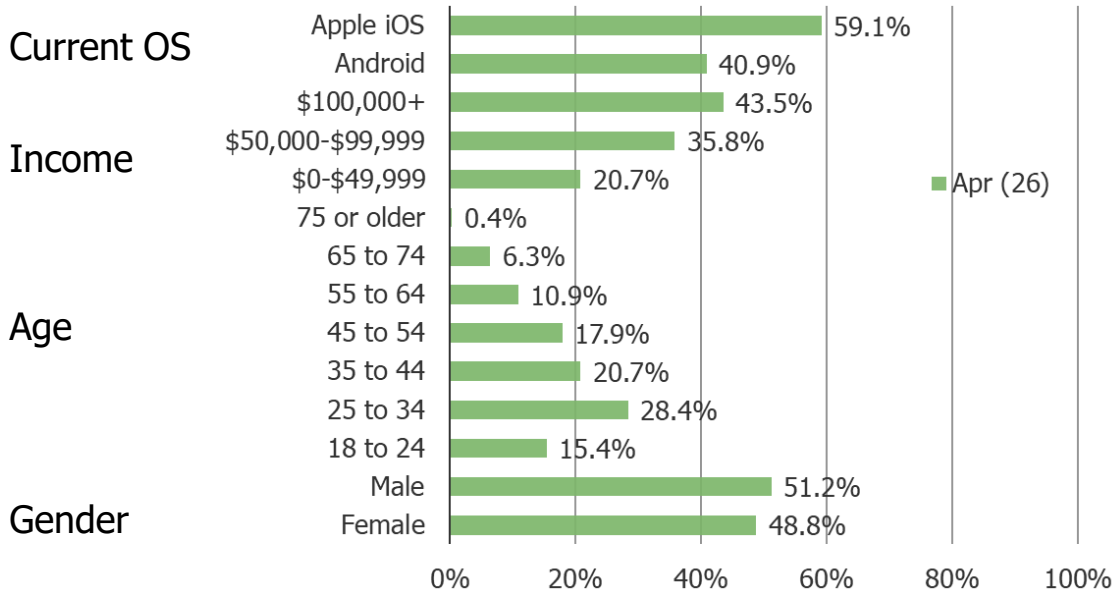
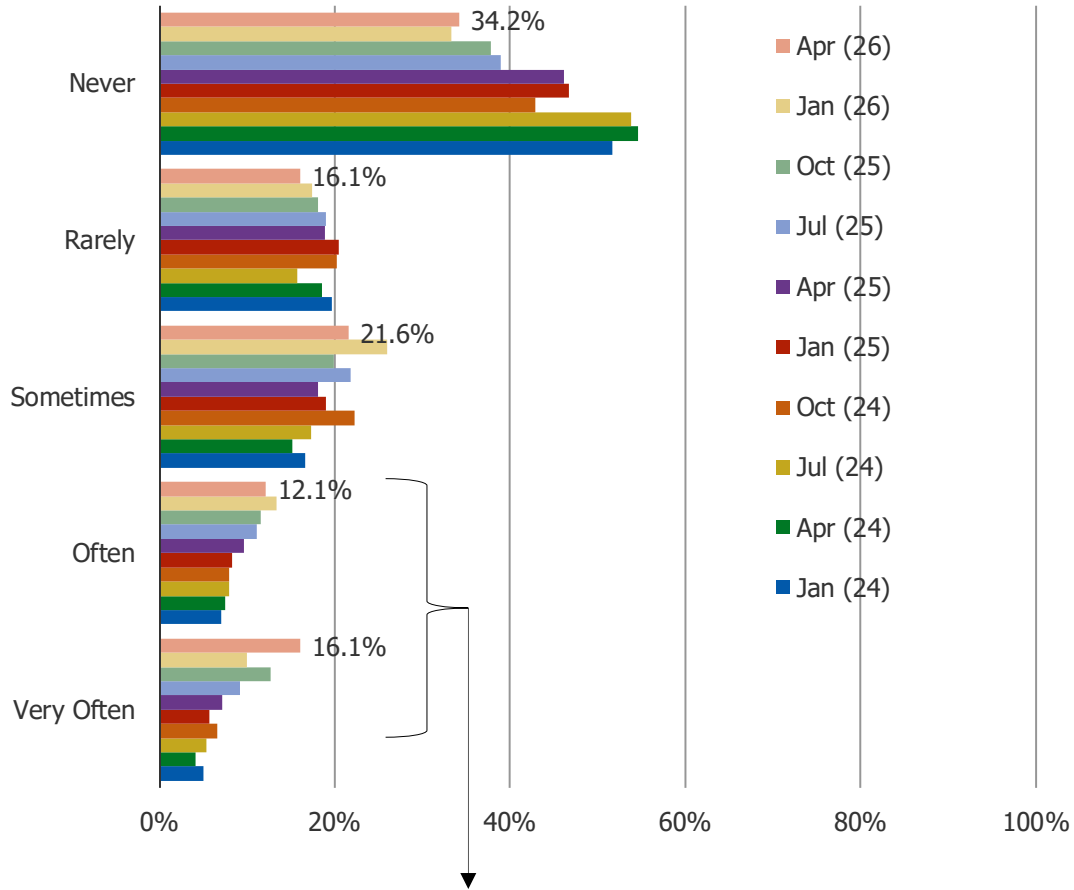
This question was posed to all respondents who are iOS users.



AI CHATBOTS

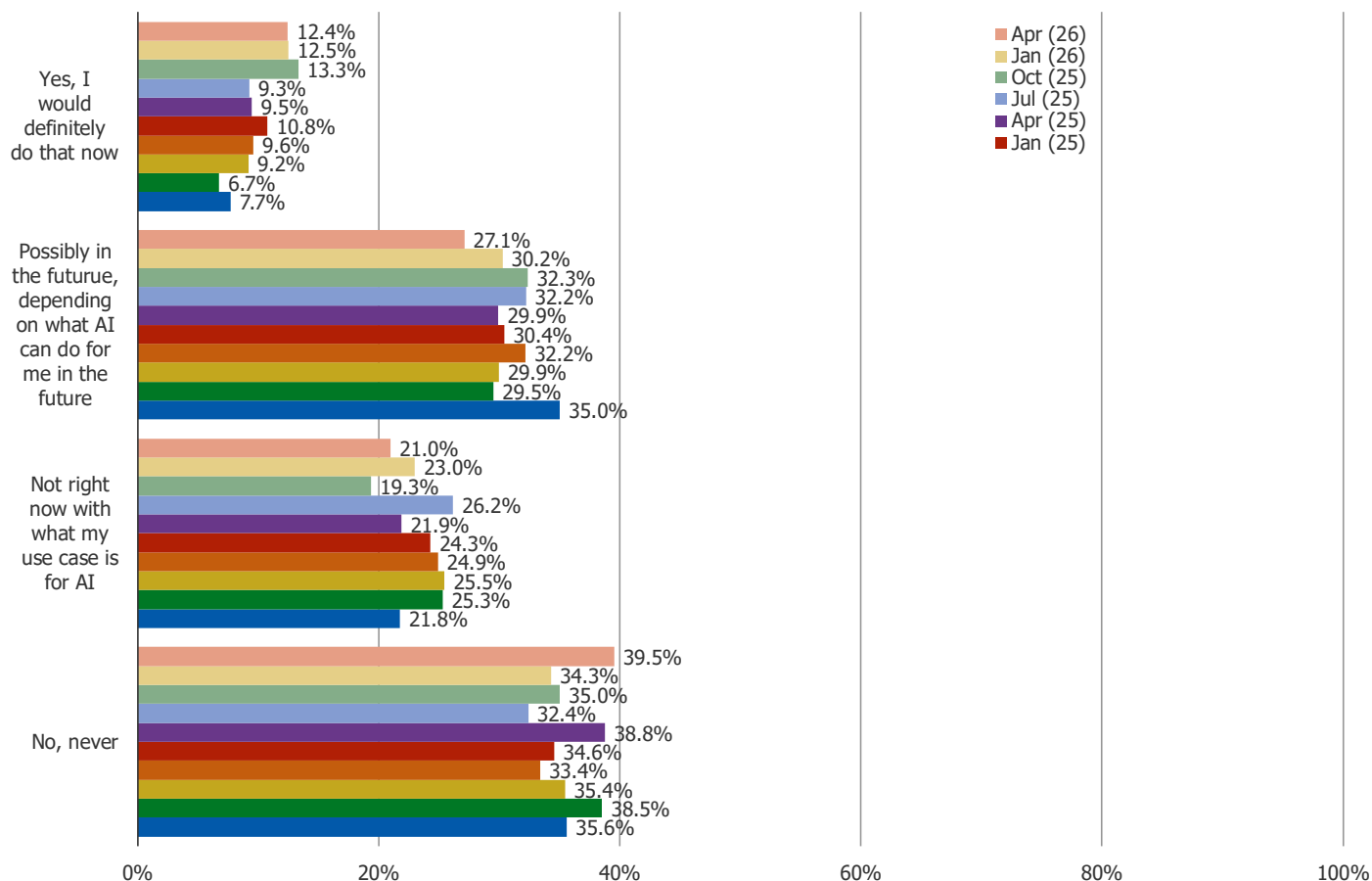
HOW OFTEN DO YOU USE AI CHATBOTS LIKE CHATGPT, BARD, MICROSOFT COPILOT, GROK, OR OTHERS IN YOUR LIFE?

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?

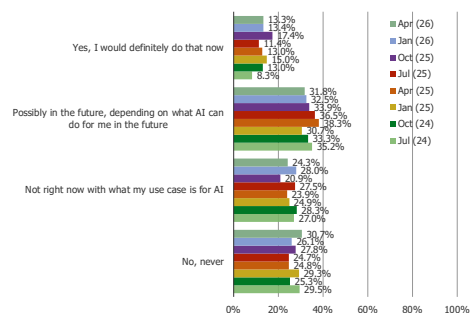
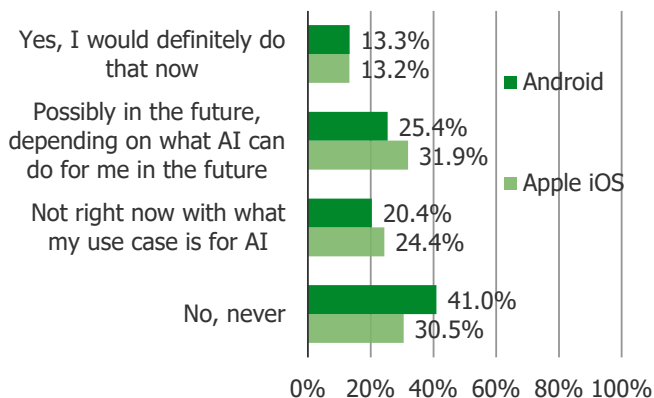
This question was posed to all respondents.



Cross-Tabbing The Above Data:

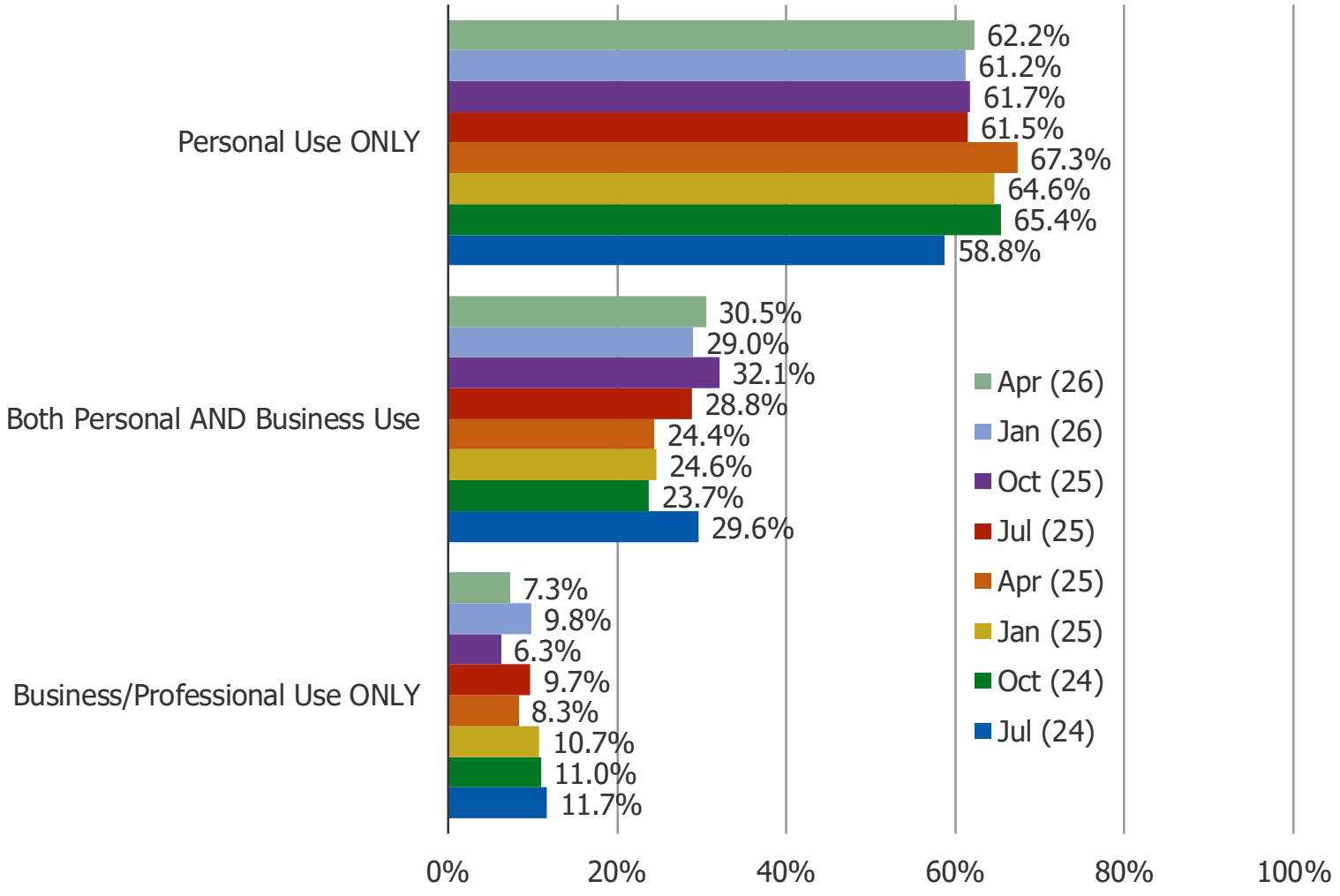
Apple vs. Android Users (April 26 Data)

iOS Users (Time Series)



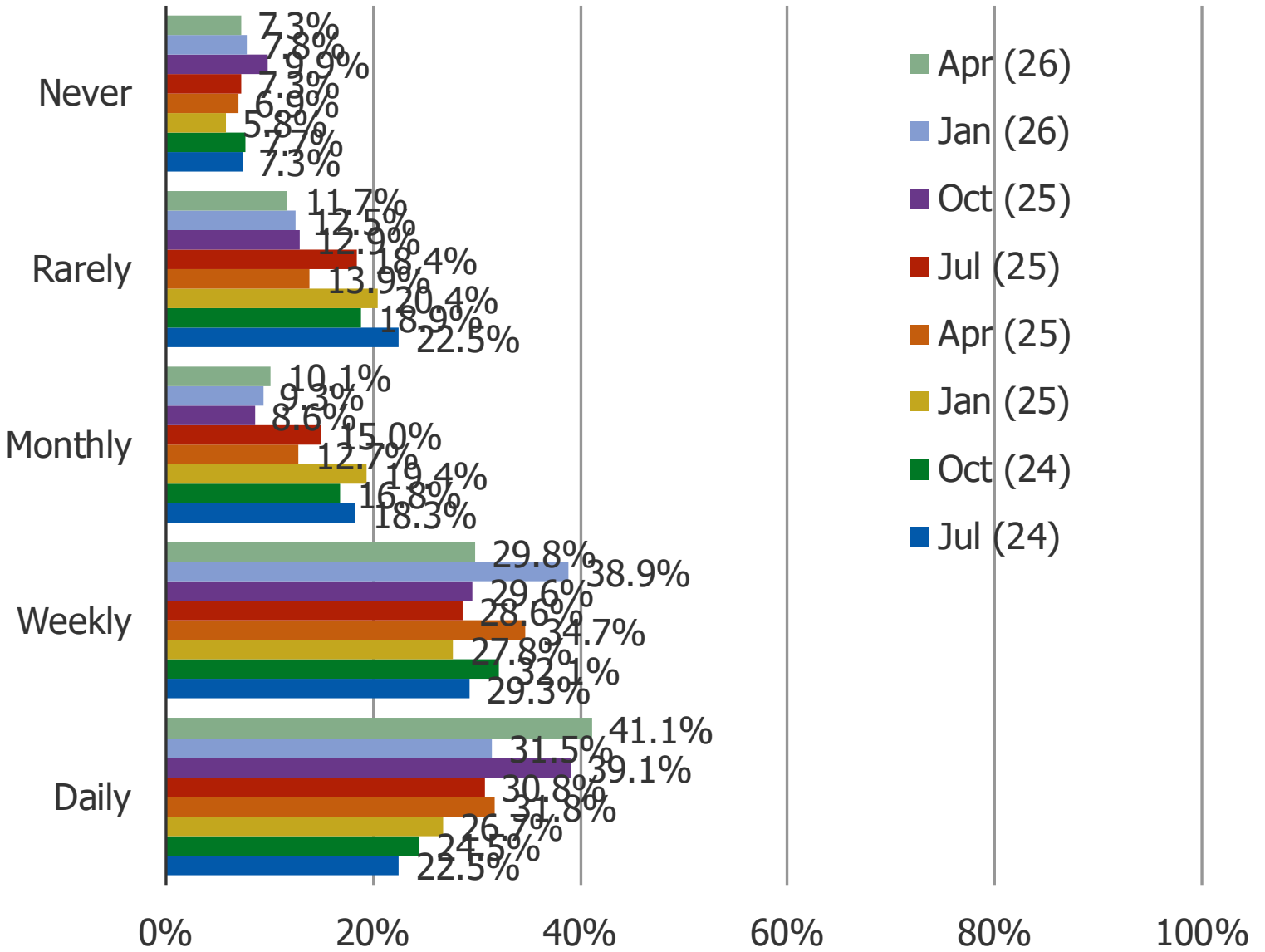
WHAT DO YOU USE AI CHATBOTS (LIKE CHATGPT, BARD, MICROSOFT COPILOT, GROK, ETC) FOR?

This question was posed to respondents who use AI chatbots more than never (N = 656)



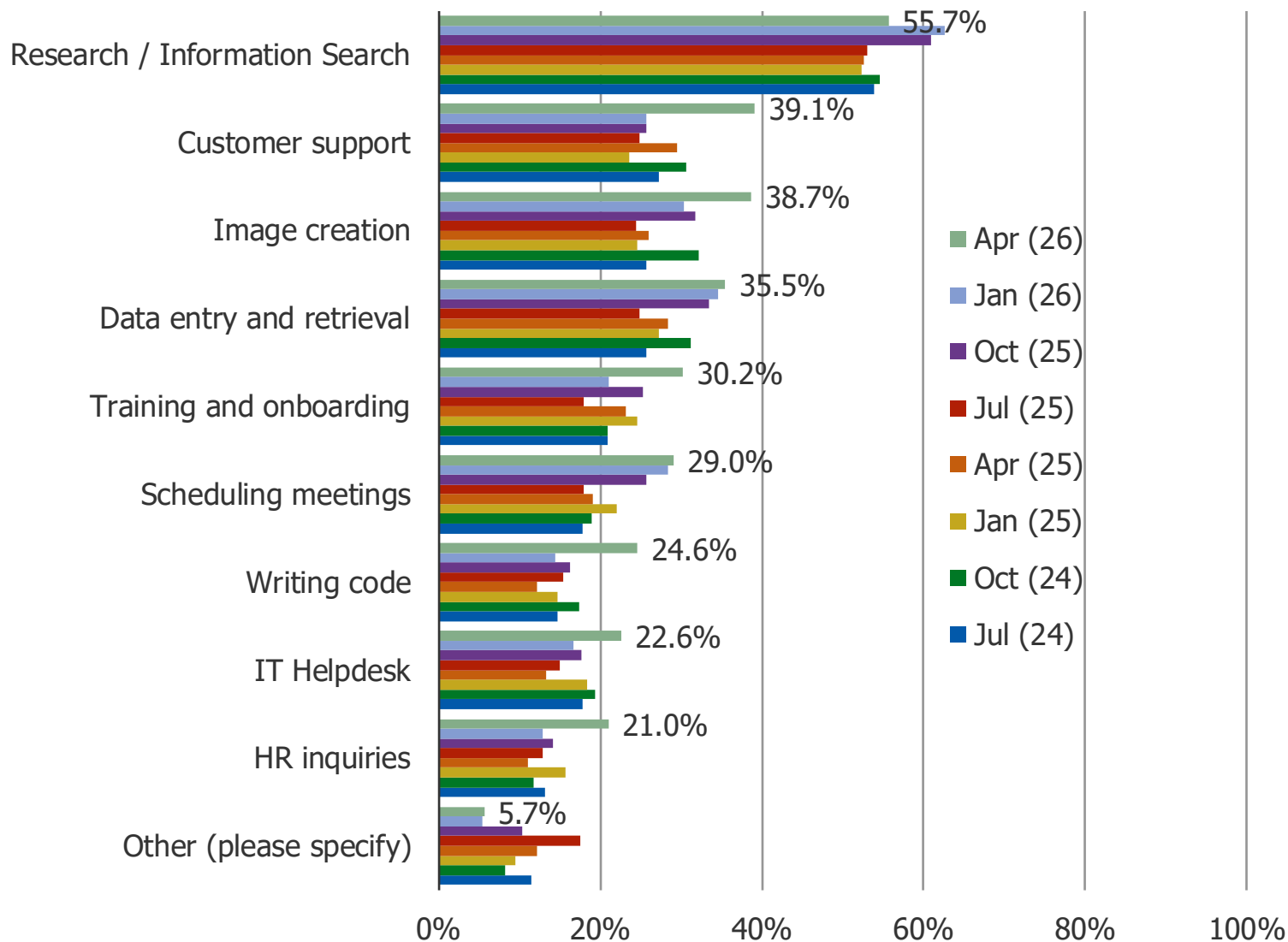
HOW FREQUENTLY DO YOU USE AI CHATBOTS AT WORK?

This question was posed to all respondents who use AI chatbots for work (N = 248)



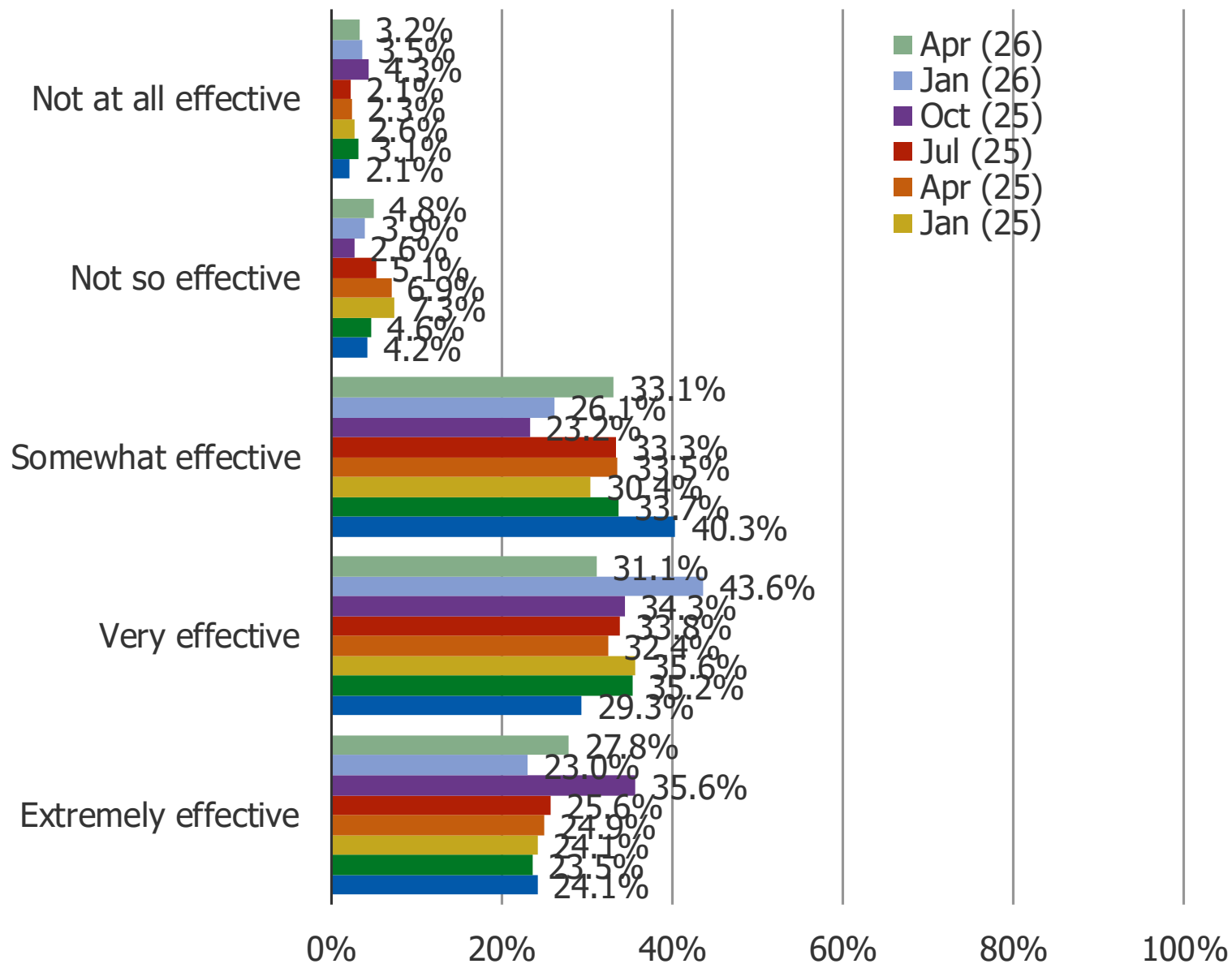
FOR WHICH TASKS DO YOU USE AI CHATBOTS AT WORK? SELECT ALL THAT APPLY

This question was posed to all respondents who use AI chatbots for work (N = 248)



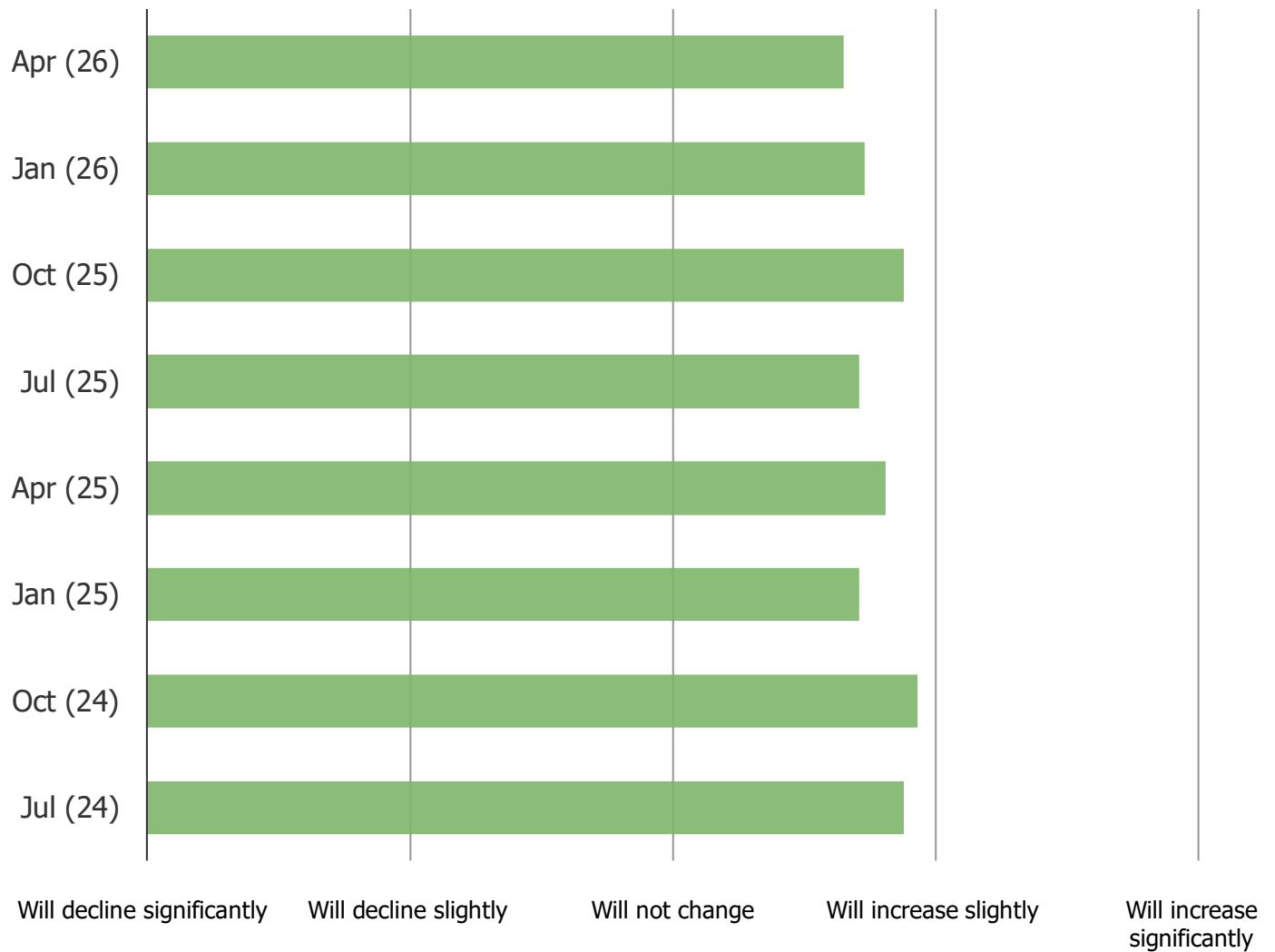
HOW EFFECTIVE ARE AI CHATBOTS IN COMPLETING THE TASKS YOU USE THEM FOR?

This question was posed to all respondents who use AI chatbots for work (N = 248)



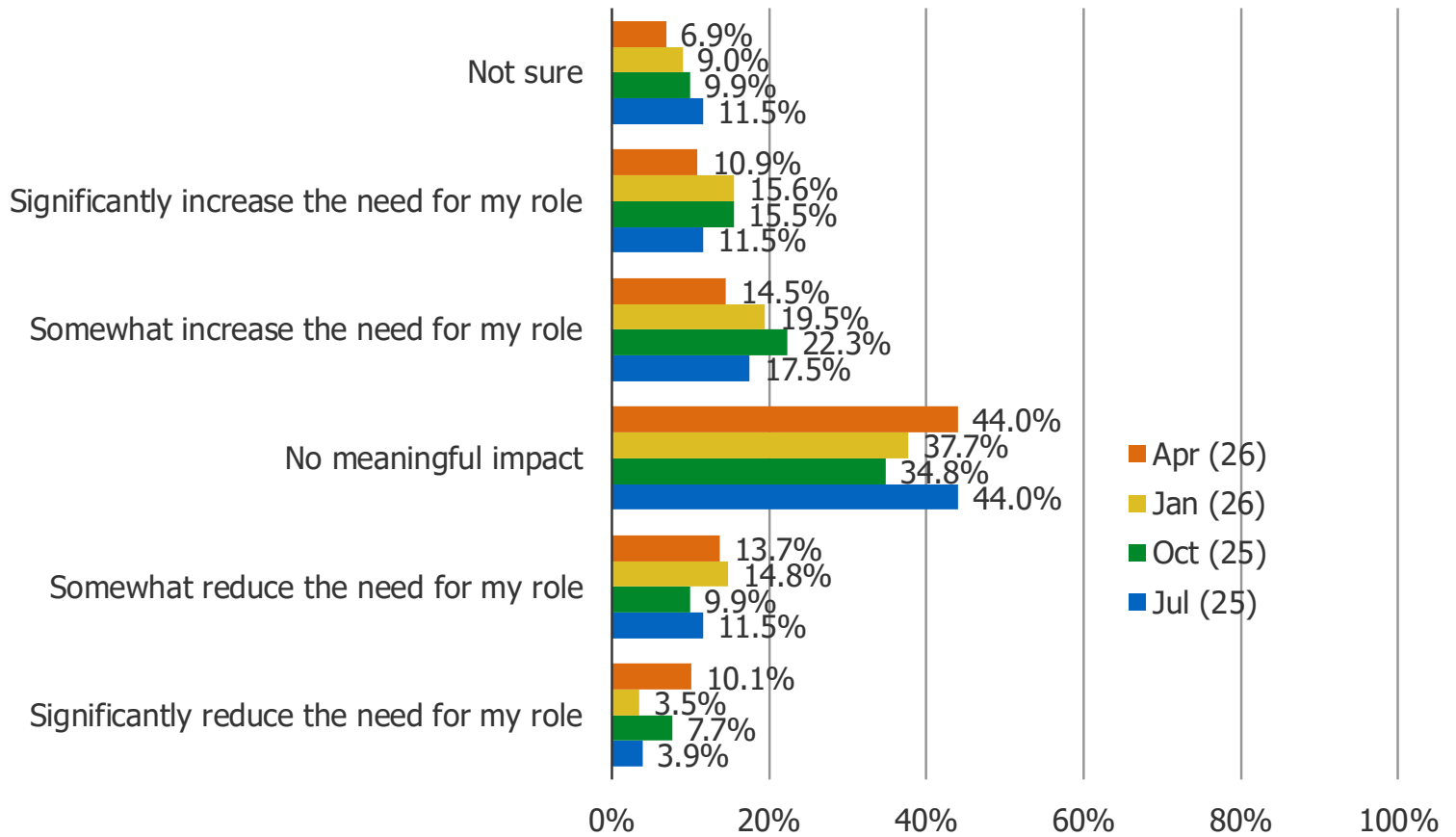
DO YOU EXPECT HOW OFTEN YOU USE AI CHATBOTS AT WORK TO CHANGE GOING FORWARD?

This question was posed to all respondents who use AI chatbots for work (N = 248)



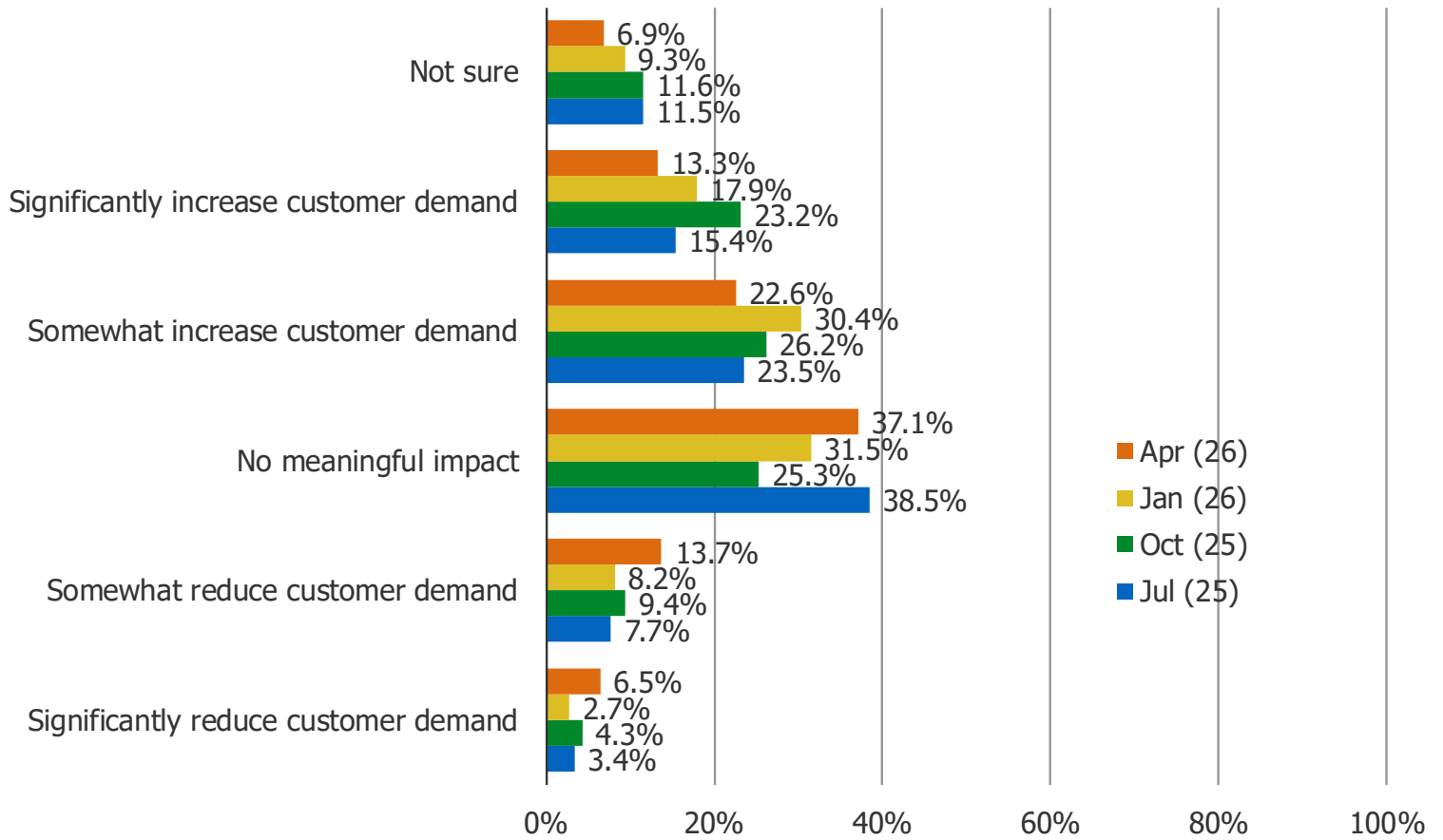
HOW DO YOU EXPECT AI TO IMPACT YOUR COMPANY'S NEED FOR YOUR ROLE IN THE NEXT 2-3 YEARS?

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



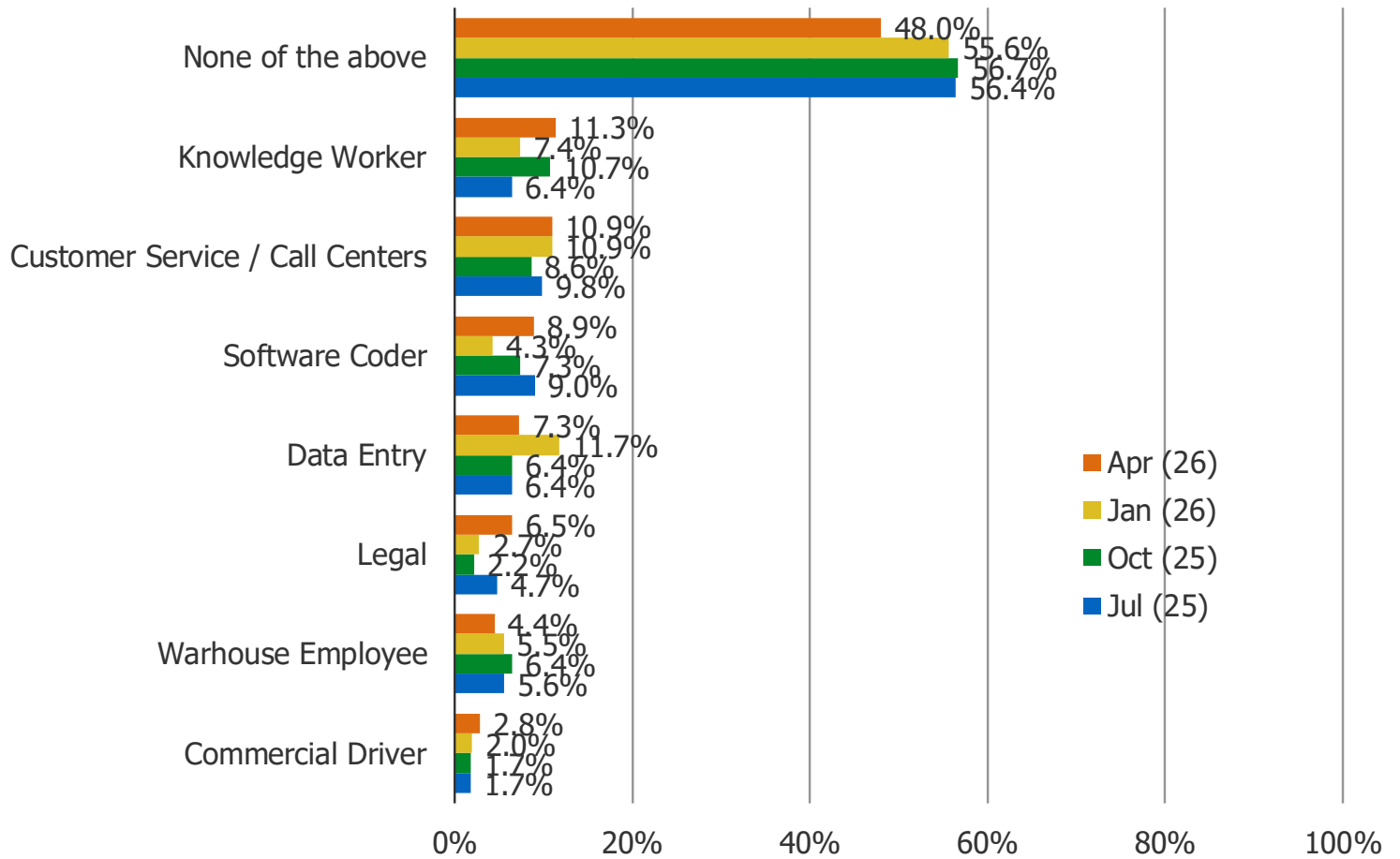
HOW DO YOU EXPECT AI TO IMPACT DEMAND FROM YOUR COMPANY'S CUSTOMERS IN THE NEXT 2-3 YEARS?

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.



What do you use AI chatbots for?

Here is the overall breakdown of how respondents are using chatbots:

Category	Percentage	Count
Information / Research / Q&A (e.g., Google replacement, learning)	32.67%	1,850
Other / Unclassified	16.65%	943
Work / Professional (e.g., resumes, emails, reports, sales)	12.73%	721
Do Not Use / None / Blank	7.43%	421
Writing / Translation / Content Creation	6.80%	385
Customer Service / Support (e.g., dealing with airlines/banks)	4.61%	261
Fun / Entertainment / Casual Chat (e.g., bored, playing games)	4.54%	257
Lifestyle / Recipes / Planning (e.g., meal prep, trip itineraries)	2.93%	166
Image / Media Creation	2.72%	154
General / Multiple Uses / Everyday (e.g., "everything", "daily tasks")	2.53%	143
Idea Generation / Brainstorming	2.03%	115
Education / Studying (e.g., math, homework, tutoring)	2.00%	113
Names specific AI (e.g., just wrote "ChatGPT" or "Copilot")	1.27%	72
Coding / Tech (e.g., Python, formulas, scripting)	1.09%	62

What do you use AI chatbots for?

Category	R^2	P-Value	Trend Direction
Information / Research / Q&A	0.8600	0.0001*	Up
Fun / Entertainment / Casual Chat	0.6912	0.0029*	Down
Customer Service / Support	0.5896	0.0095*	Down
General / Multiple Uses / Everyday	0.4298	0.0396*	Up
Coding / Tech	0.4272	0.0404*	Down
Other / Unclassified	0.3671	0.0634	Down
Names specific AI/Chatbots	0.3078	0.0960	Up
Education / Studying	0.2587	0.1333	Down
Writing / Translation / Content	0.2521	0.1392	Down
Lifestyle / Recipes / Planning	0.2476	0.1433	Up
Idea Generation / Brainstorming	0.1742	0.2302	Down
Do Not Use / None / Blank	0.1671	0.2409	Down
Image / Media Creation	0.0699	0.4604	Up
Work / Professional	0.0036	0.8690	Flat/Down

Do you have any hopes or expectations for what AI chatbots or apps could bring to your smartphone and computer devices in the future?

Here is the overall breakdown of respondents' expectations:

Category	Percentage	Count
No / None / Blank (No hopes/expectations)	49.85%	4,752
Other / Unclassified	16.42%	1,565
General Positive Hope / Improvement <i>(e.g., "better", "awesome", "innovative")</i>	9.21%	878
Negative / Fear / Mistrust / Dislike <i>(e.g., "scary", "falsify", "lazy")</i>	5.06%	482
Better Accuracy / Intuition / Smarts <i>(e.g., "more facts", "truth", "smarter")</i>	4.41%	420
Unsure / Wait and See	4.35%	415
Easier / Faster / More Convenient	3.57%	340
Helpful / Personal Assistant / Daily Use <i>(e.g., "organize my life", "solve tasks")</i>	3.52%	336
Yes (Generic)	2.16%	206
Better Integration / Search / Accessibility <i>(e.g., "built into apps")</i>	1.14%	109
Privacy / Security Concerns	0.31%	30

Do you have any hopes or expectations for what AI chatbots or apps could bring to your smartphone and computer devices in the future?

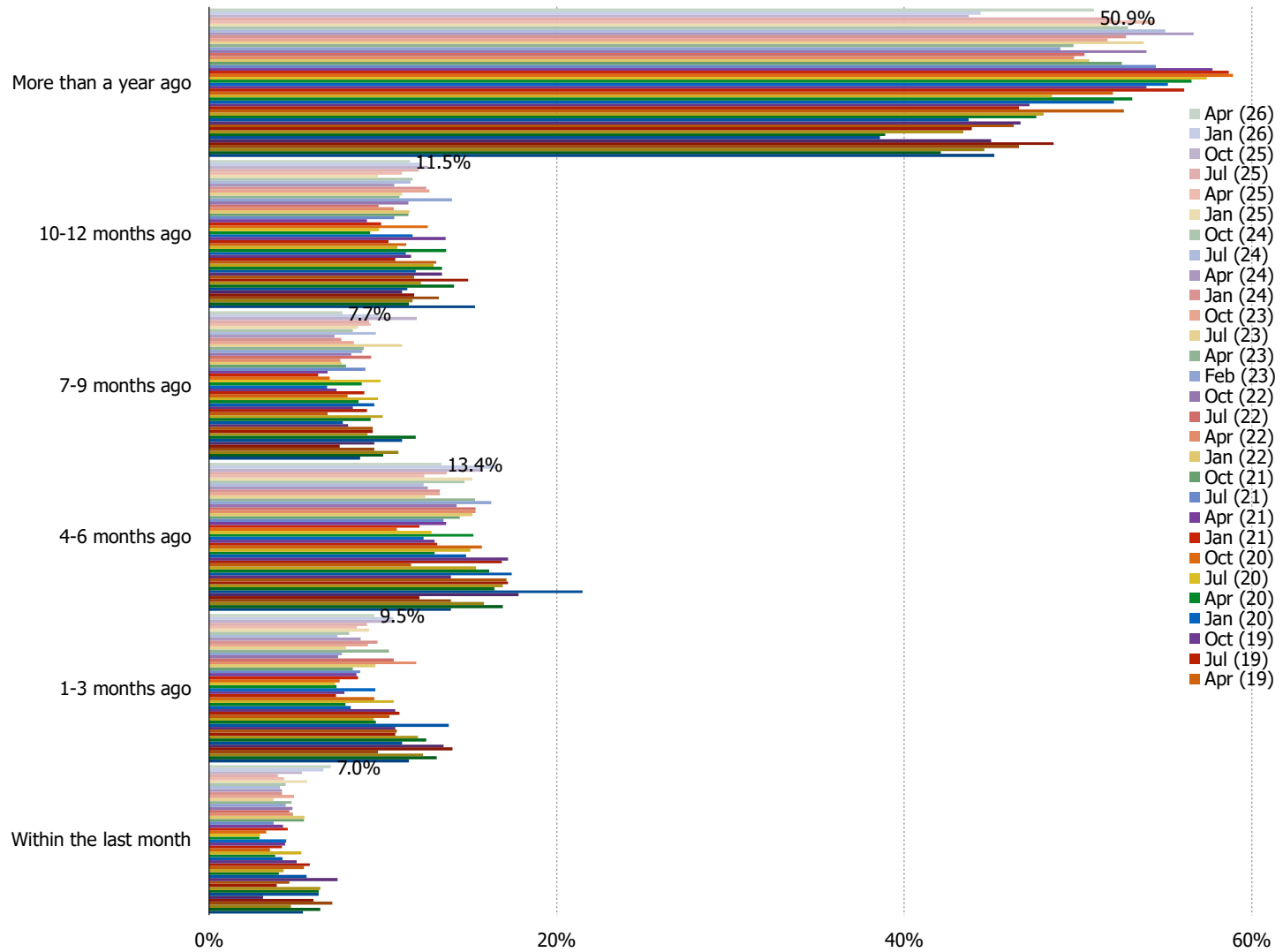
Here are the linear regression results, sorted by R^2 :

Category	R^2	P-Value	Trend Direction
No / None / Blank (No hopes/expectations)	0.5078	0.0207*	Down
General Positive Hope / Improvement	0.4642	0.0301*	Up
Yes (Generic)	0.2977	0.1028	Down
Helpful / Personal Assistant / Daily Use	0.1671	0.2408	Up
Easier / Faster / More Convenient	0.1591	0.2536	Up
Negative / Fear / Mistrust / Dislike	0.0791	0.4311	Up
Better Accuracy / Intuition / Smarts	0.0716	0.4548	Up
Better Integration / Search / Accessibility	0.0700	0.4602	Up
Privacy / Security Concerns	0.0576	0.5040	Up
Other / Unclassified	0.0523	0.5252	Up
Unsure / Wait and See	0.0086	0.7990	Down

SMARTPHONE REFRESH CYCLES

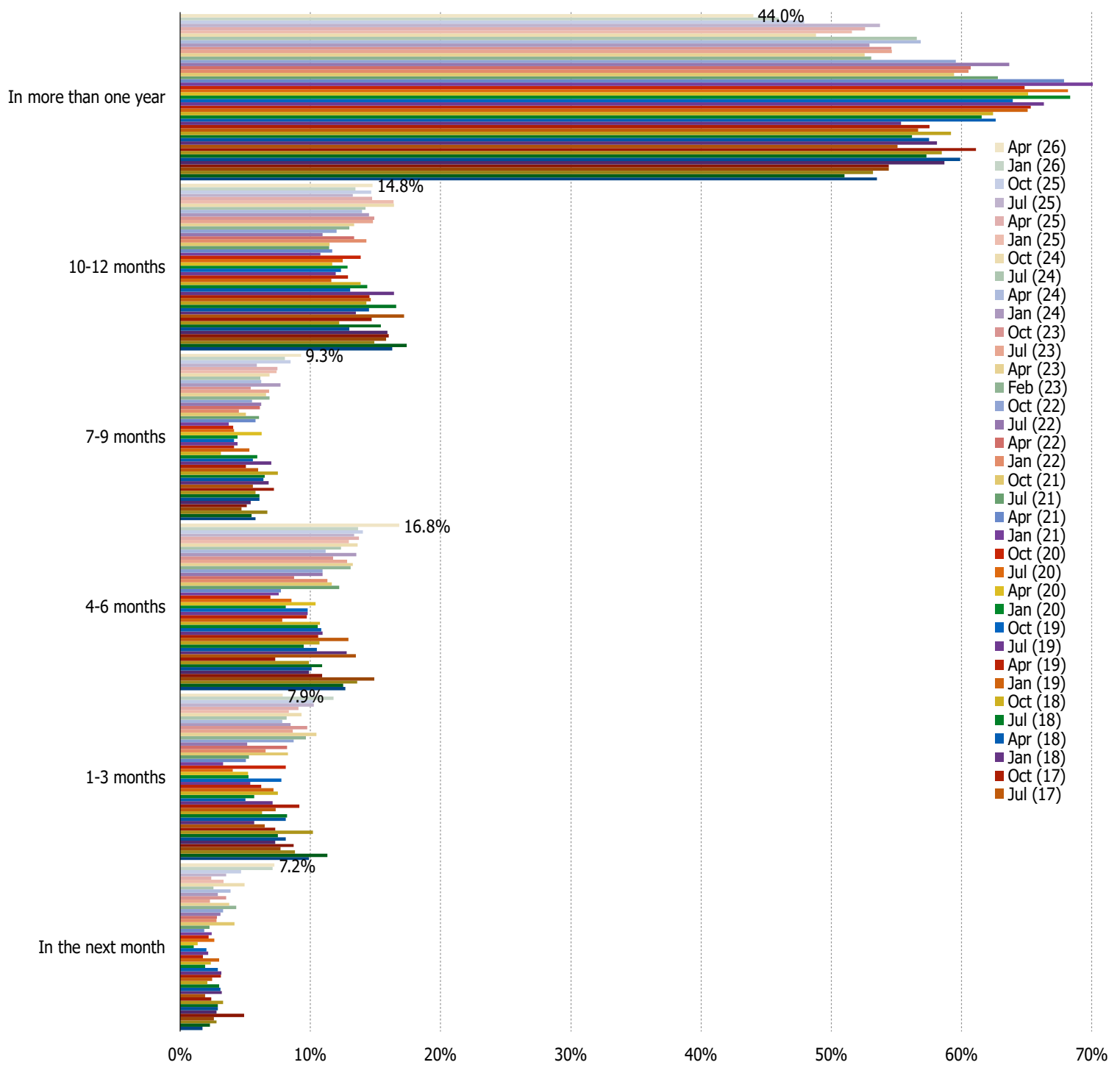
WHEN DID YOU GET YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.



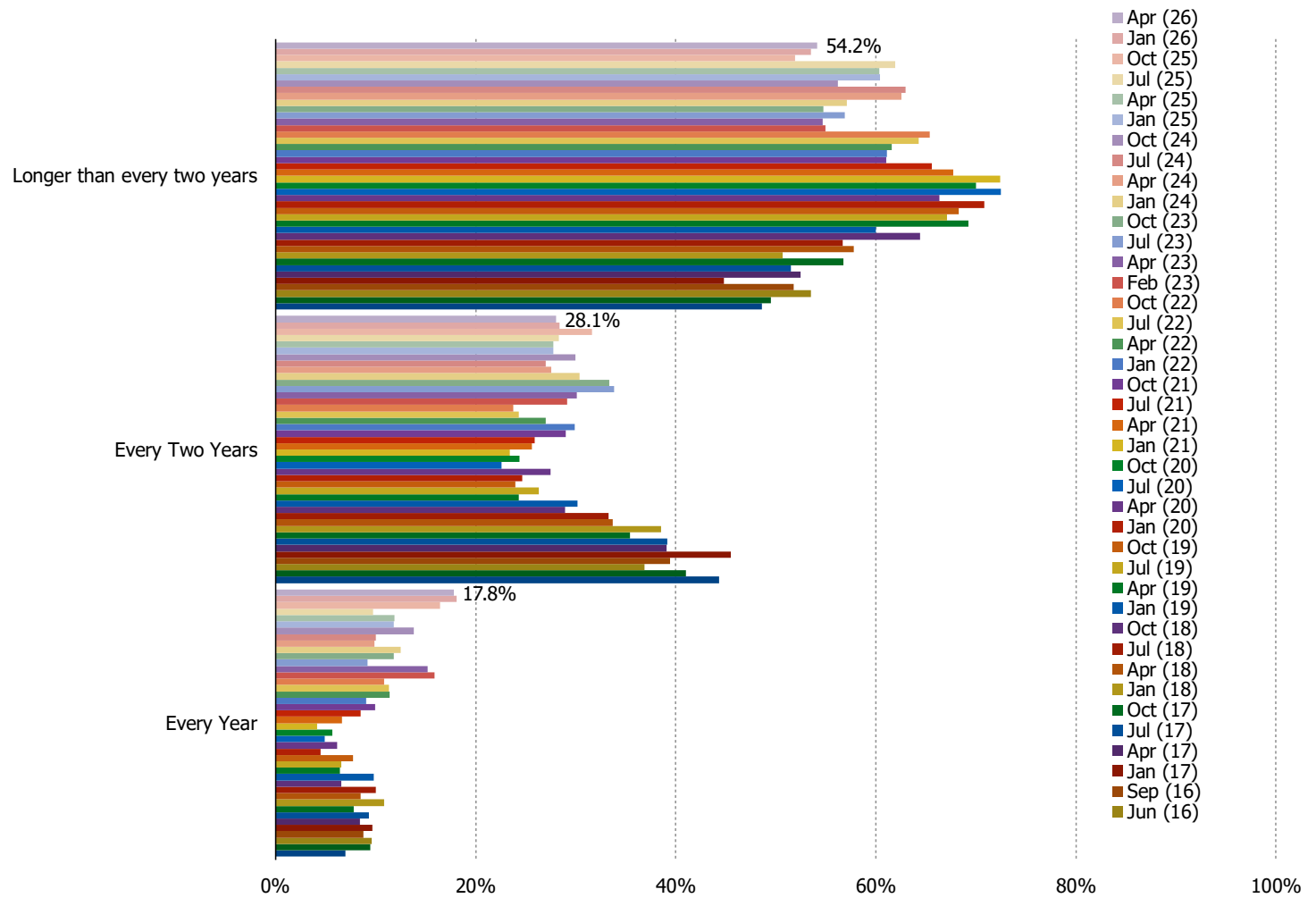
EXPECTED DATE OF NEXT SMARTPHONE PURCHASE

This question was posed to smartphone owners.



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

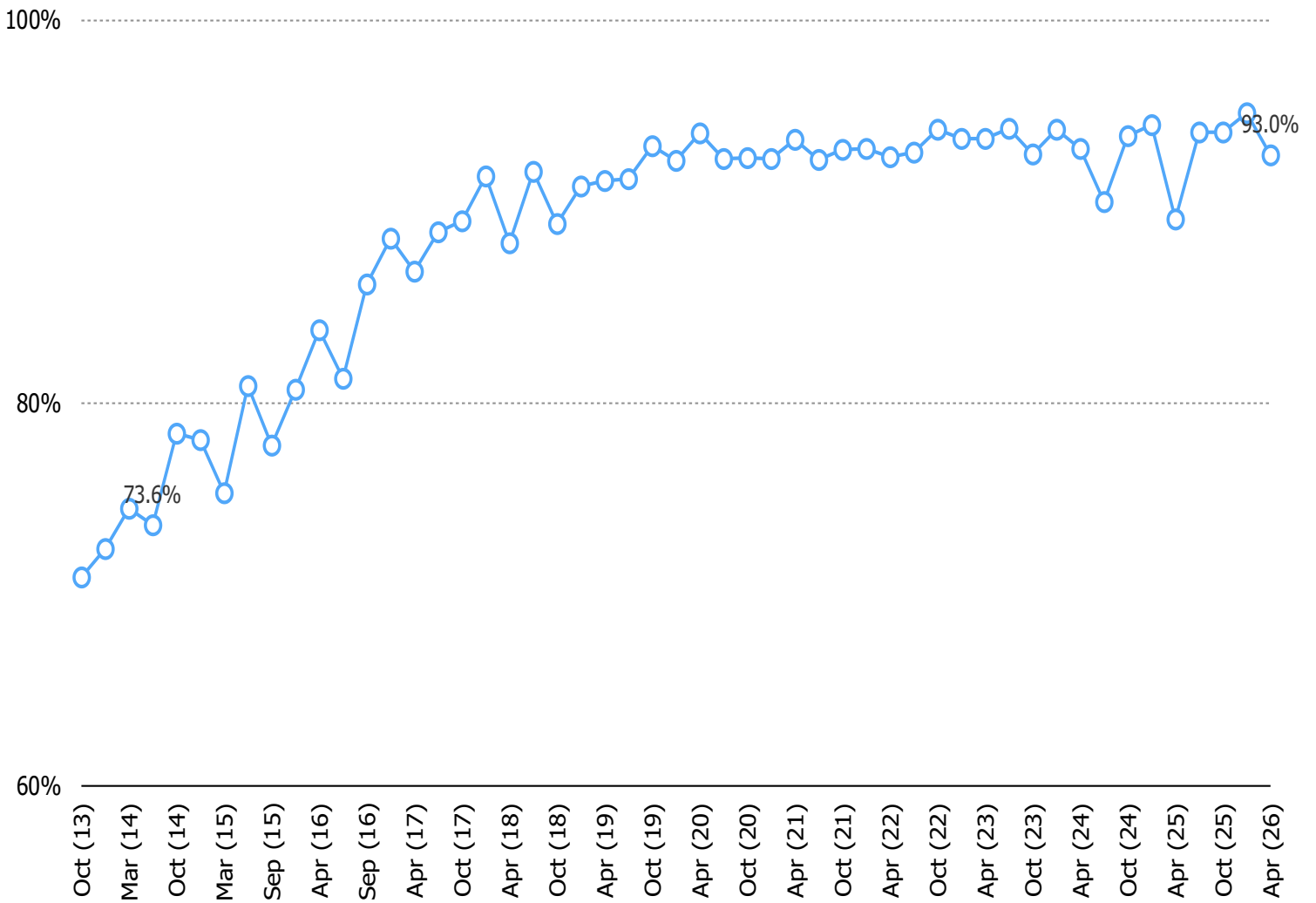
This question was posed to smartphone owners.



SMARTPHONE MARKET SHARE AND MIX

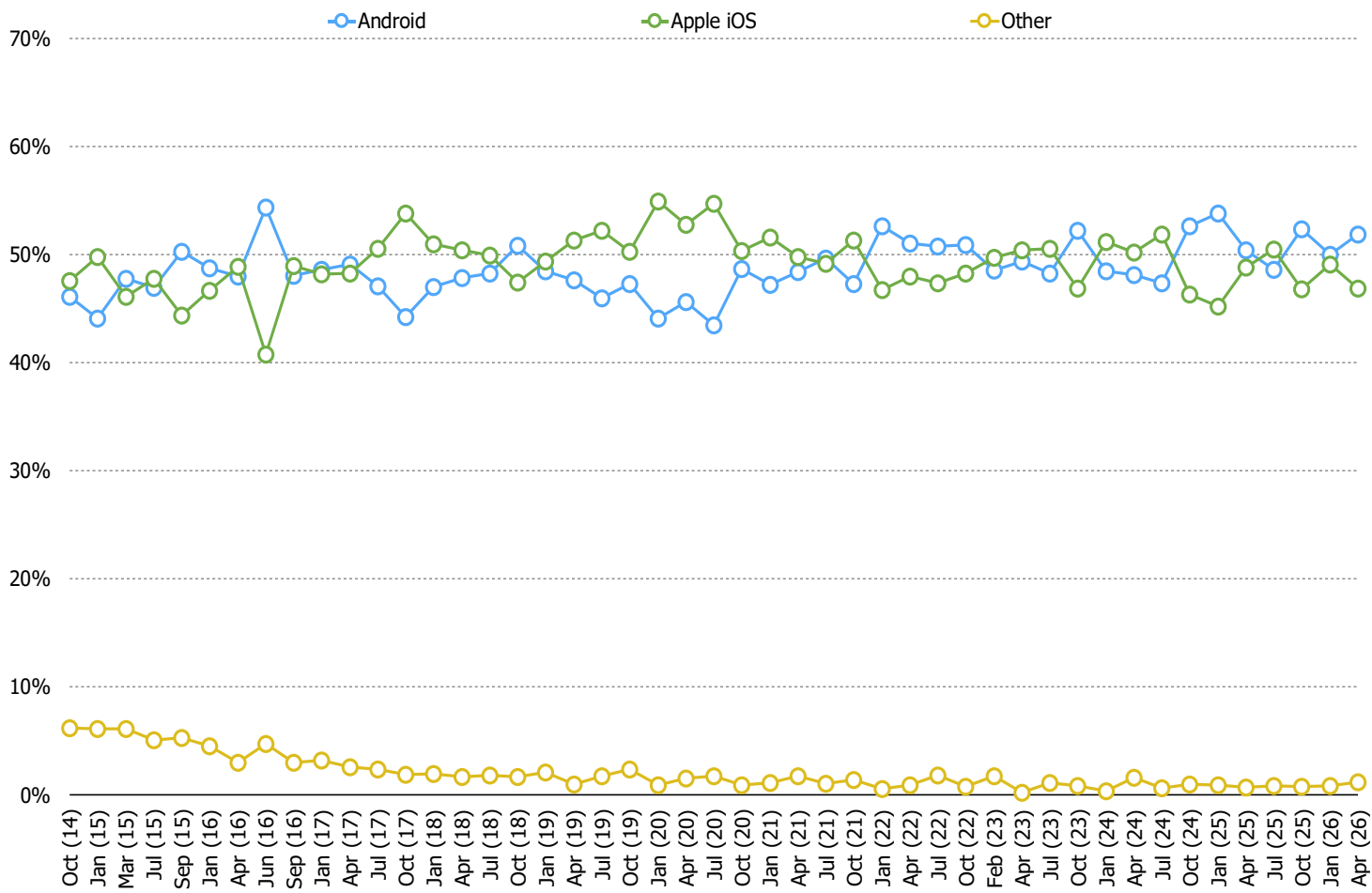
DO YOU OWN A SMARTPHONE?

This question was posed to all consumers.



CURRENT OPERATING SYSTEM FOR SMARTPHONE

This question was posed to smartphone owners.



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

This question was posed to Android owners.

Here is the overall breakdown of why respondents chose Android over iPhone:

Category	Percentage	Count
Price / Value / Cost / Practicality (e.g., "iPhone is too expensive," "better value")	28.56%	2,485
Features / Customization / Hardware Options (e.g., "SD card," "better camera," "open source")	19.81%	1,724
Other / Unclassified (unique edge cases)	14.93%	1,299
Brand Preference / Loyalty (Android/Samsung) (e.g., "Samsung fan")	7.22%	628
Familiarity / Habit / Always used Android (e.g., "started with Android," "all I know")	6.92%	602
Dislike Apple / Ecosystem Restrictions / Lack of Trust (e.g., "hate Apple," "proprietary")	5.69%	495
Ease of Use / User Friendly (e.g., "simpler," "iPhone is confusing")	4.83%	420
Generic Positive / Think it's Better (e.g., "just like it better," "works well")	4.00%	348
Gift / Deal / Carrier / Peer Influence (e.g., "was a gift," "friends use it")	3.49%	304
Operating System / Software Preference (e.g., "prefer the OS")	2.64%	230
No Reason / Blank	1.91%	166

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

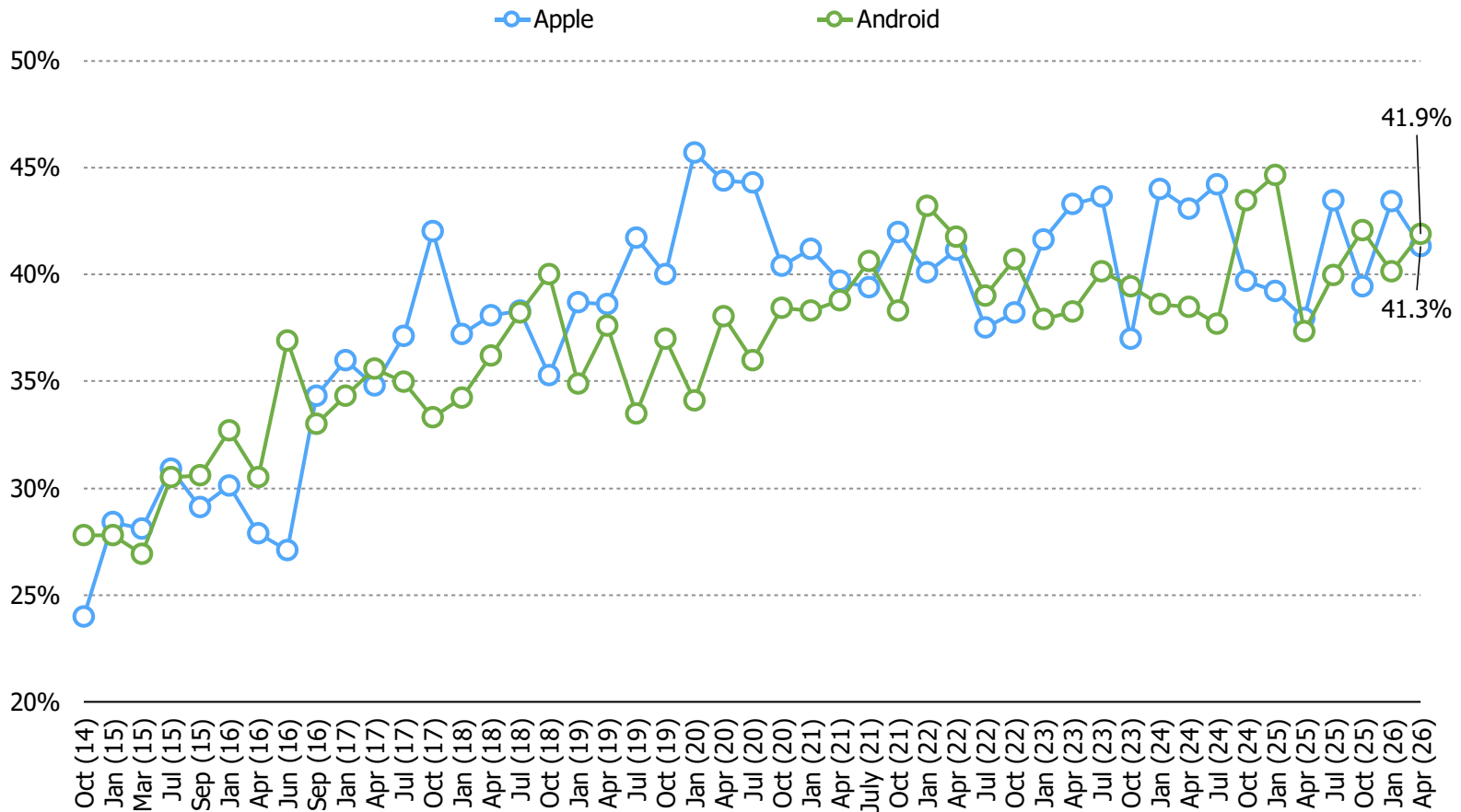
This question was posed to Android owners.

Here is the time series regression, sorted by R^2 :

Category	R^2	P-Value	Trend Direction
Price / Value / Cost / Practicality	0.3533	0.0093*	Down
Generic Positive / Think it's Better	0.2683	0.0277*	Up
Other / Unclassified	0.2215	0.0487*	Up
Features / Customization / Hardware Options	0.1993	0.0633	Down
No Reason / Blank	0.0799	0.2559	Up
Operating System / Software Preference	0.0632	0.3144	Up
Dislike Apple / Ecosystem / Trust	0.0399	0.4268	Up
Brand Preference / Loyalty	0.0319	0.4786	Up
Gift / Deal / Carrier / Peer Influence	0.0166	0.6106	Down
Familiarity / Habit / Always used Android	0.0089	0.7090	Down
Ease of Use / User Friendly	0.0017	0.8701	Down

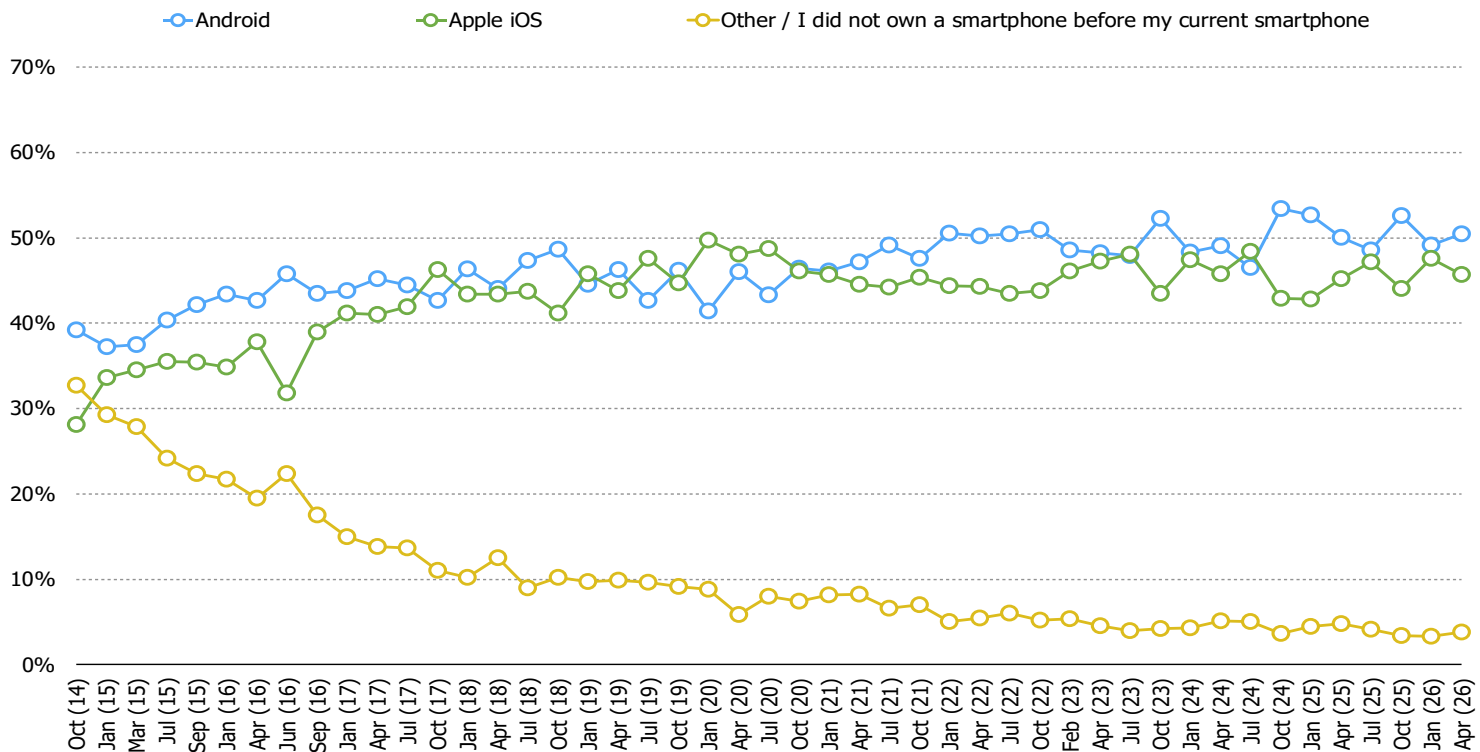
“TRIPLE PLAYS” – PERCENTAGE OF SMARTPHONE OWNERS WHO OWN THE SAME OPERATING SYSTEM FOR LAST PHONE, CURRENT PHONE, AND PLAN TO USE SAME FOR NEXT PHONE

This question was posed to smartphone owners.



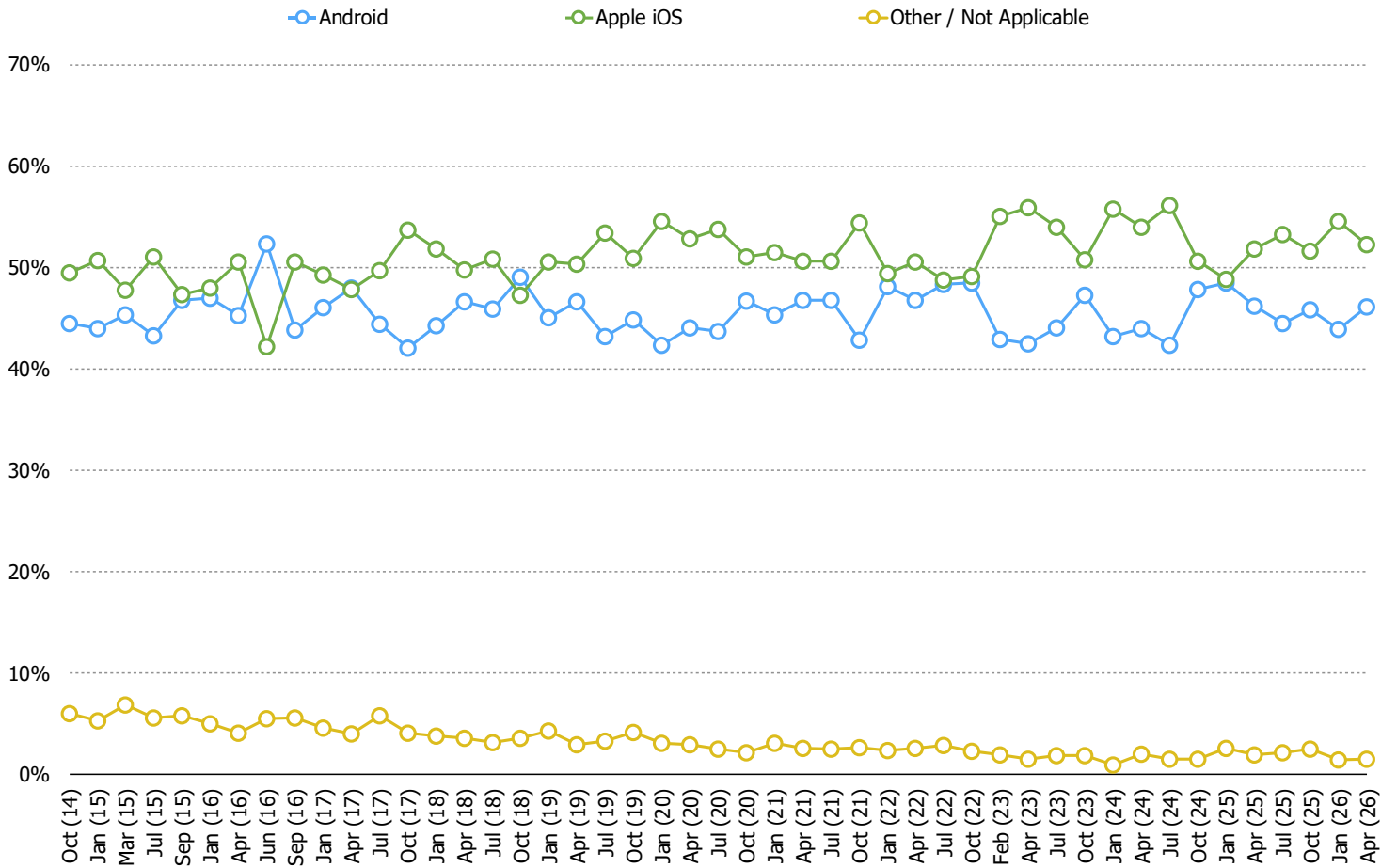
OPERATING SYSTEM FOR SMARTPHONE BEFORE CURRENT SMARTPHONE

This question was posed to smartphone owners.



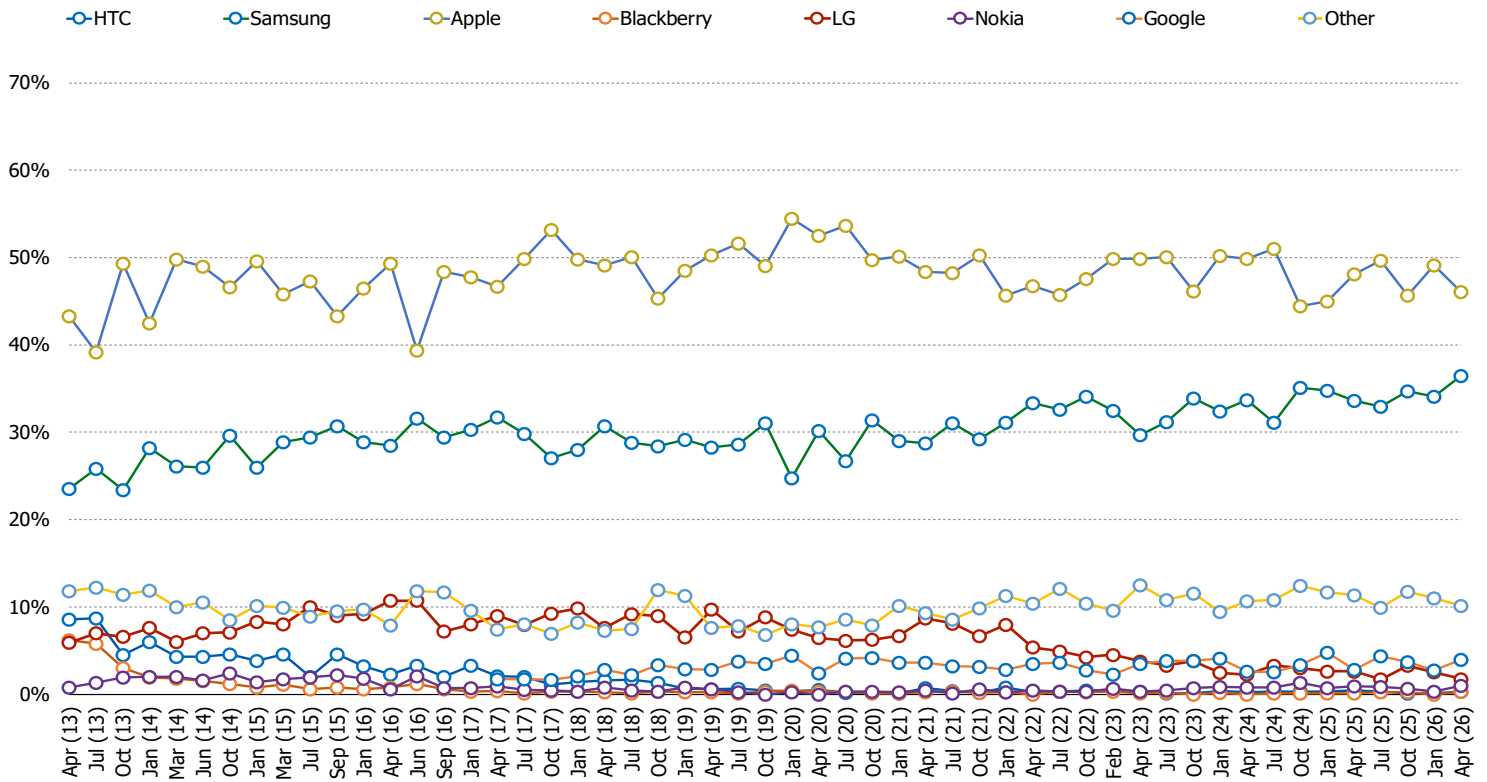
OPERATING SYSTEM FOR NEXT SMARTPHONE

This question was posed to smartphone owners.



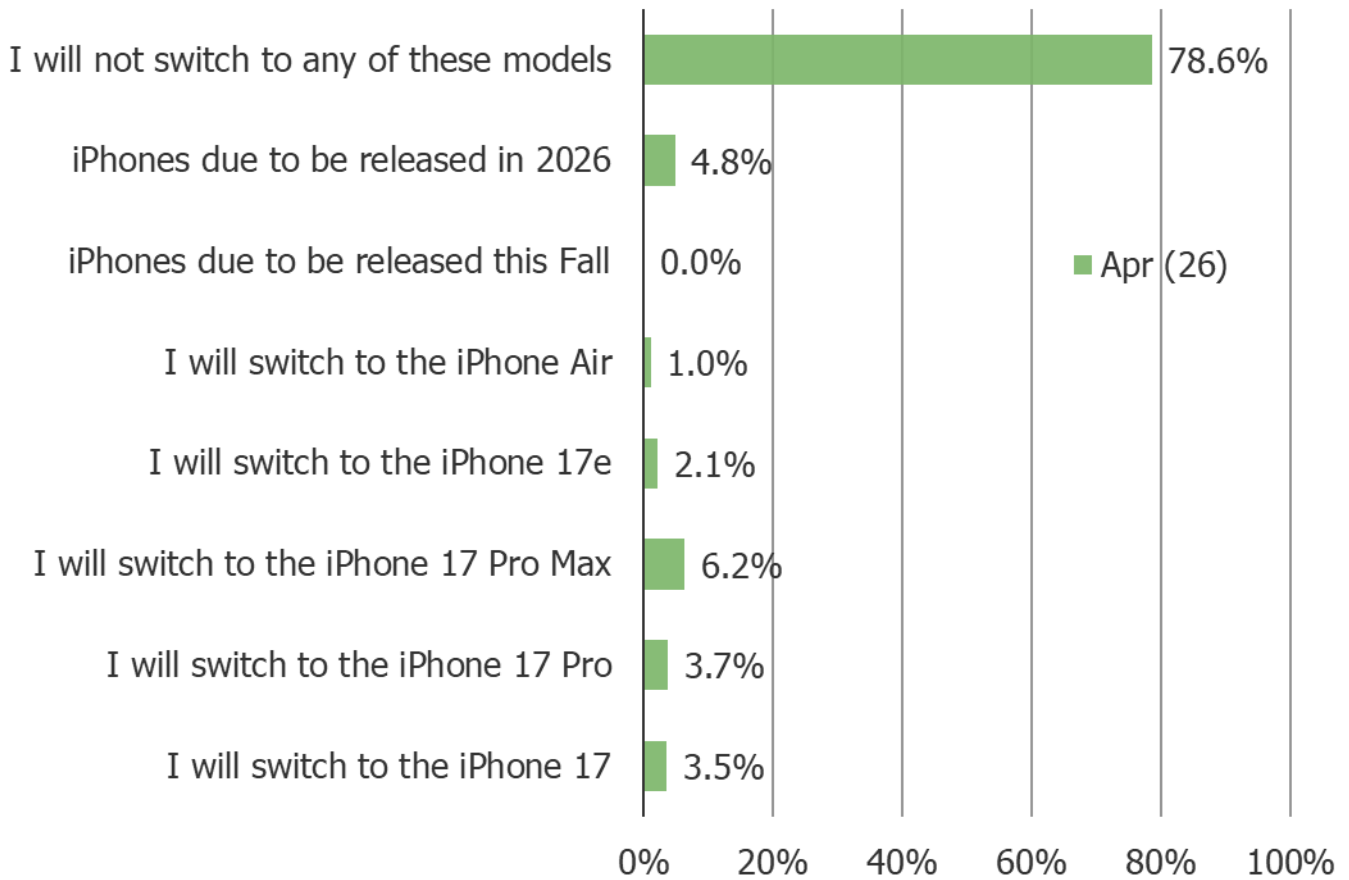
MARKET SHARE - SMARTPHONES

This question was posed to smartphone owners.



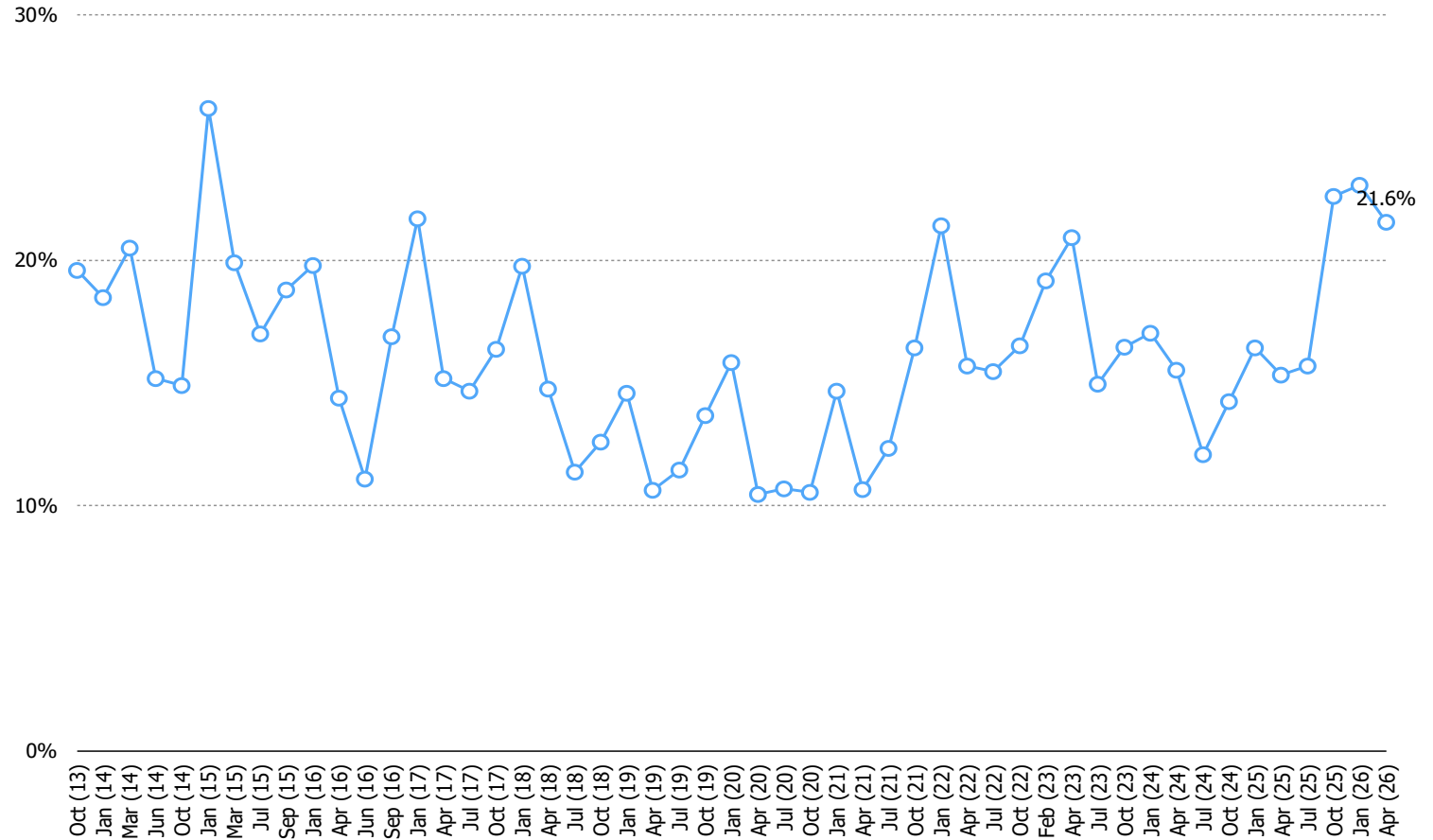
DO YOU PLAN TO SWITCH TO ANY OF THE LATEST OR UPCOMING IPHONES WHEN IT IS TIME TO GET A NEW SMARTPHONE?

This question was posed to Android smartphone owners.



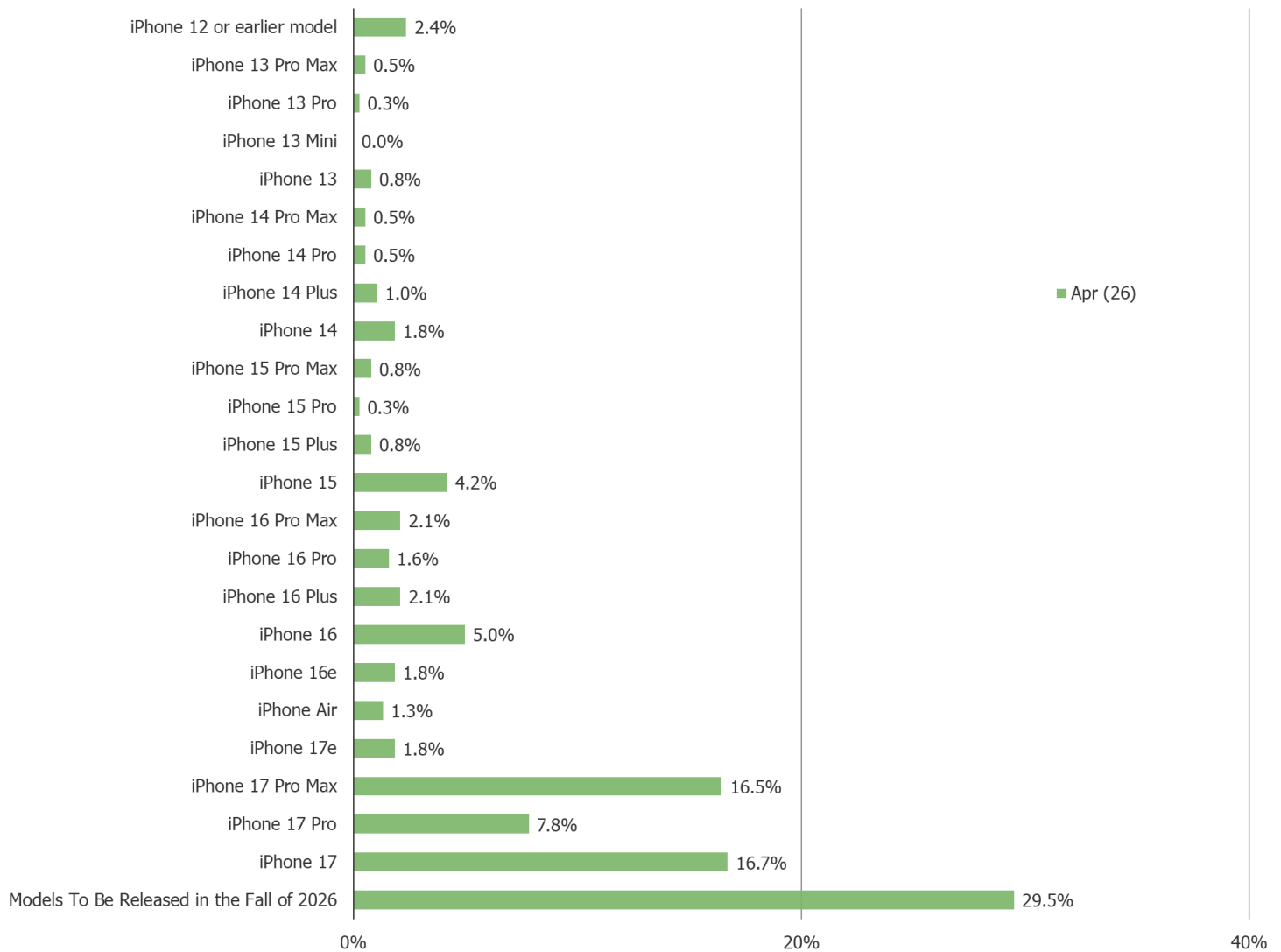
GOT IPHONE WITHIN PAST THREE MONTHS

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?

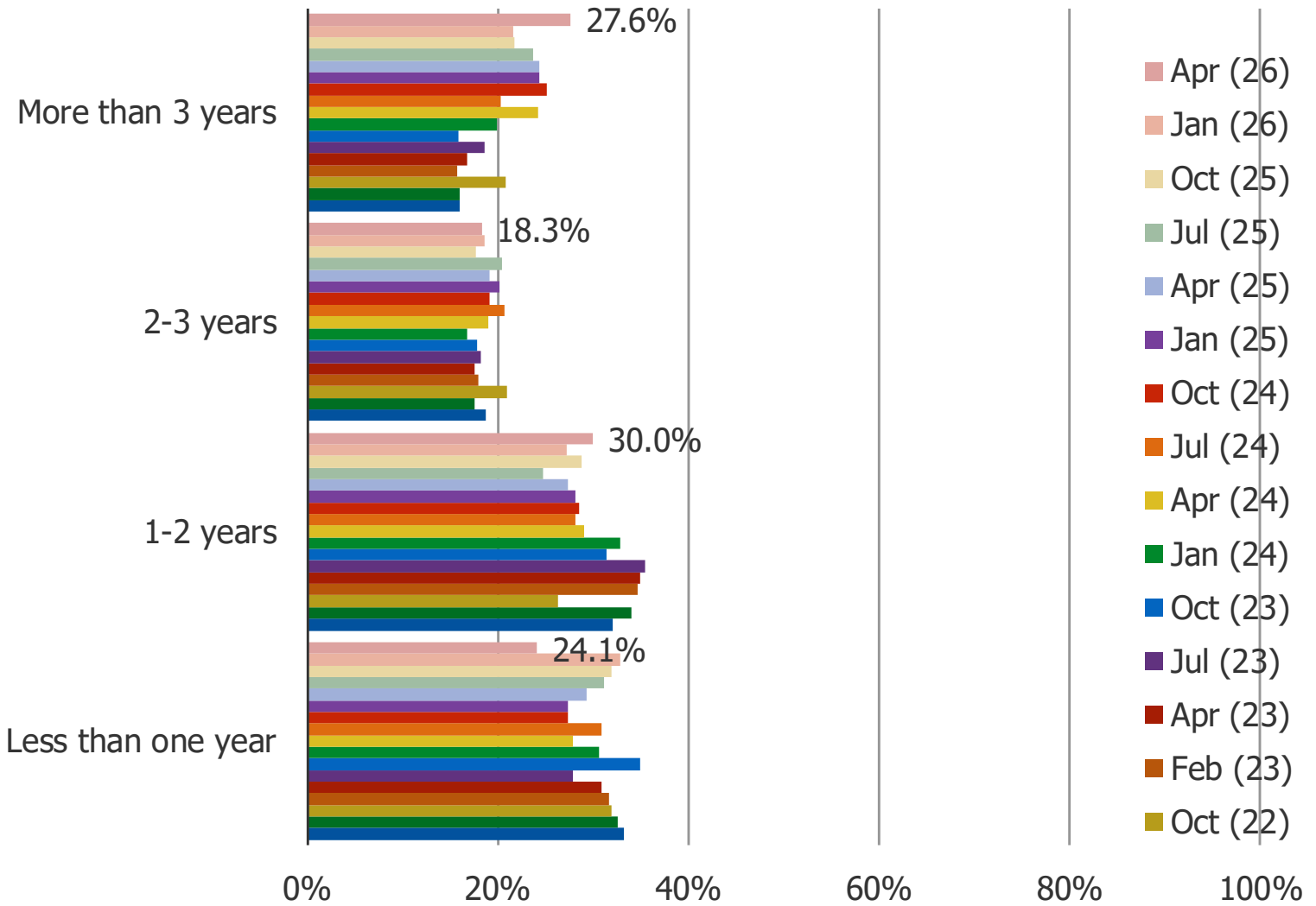
This question was posed to smartphone owners.



IPHONE PURCHASE PREFERENCES AND TESTING A LEASING MODEL

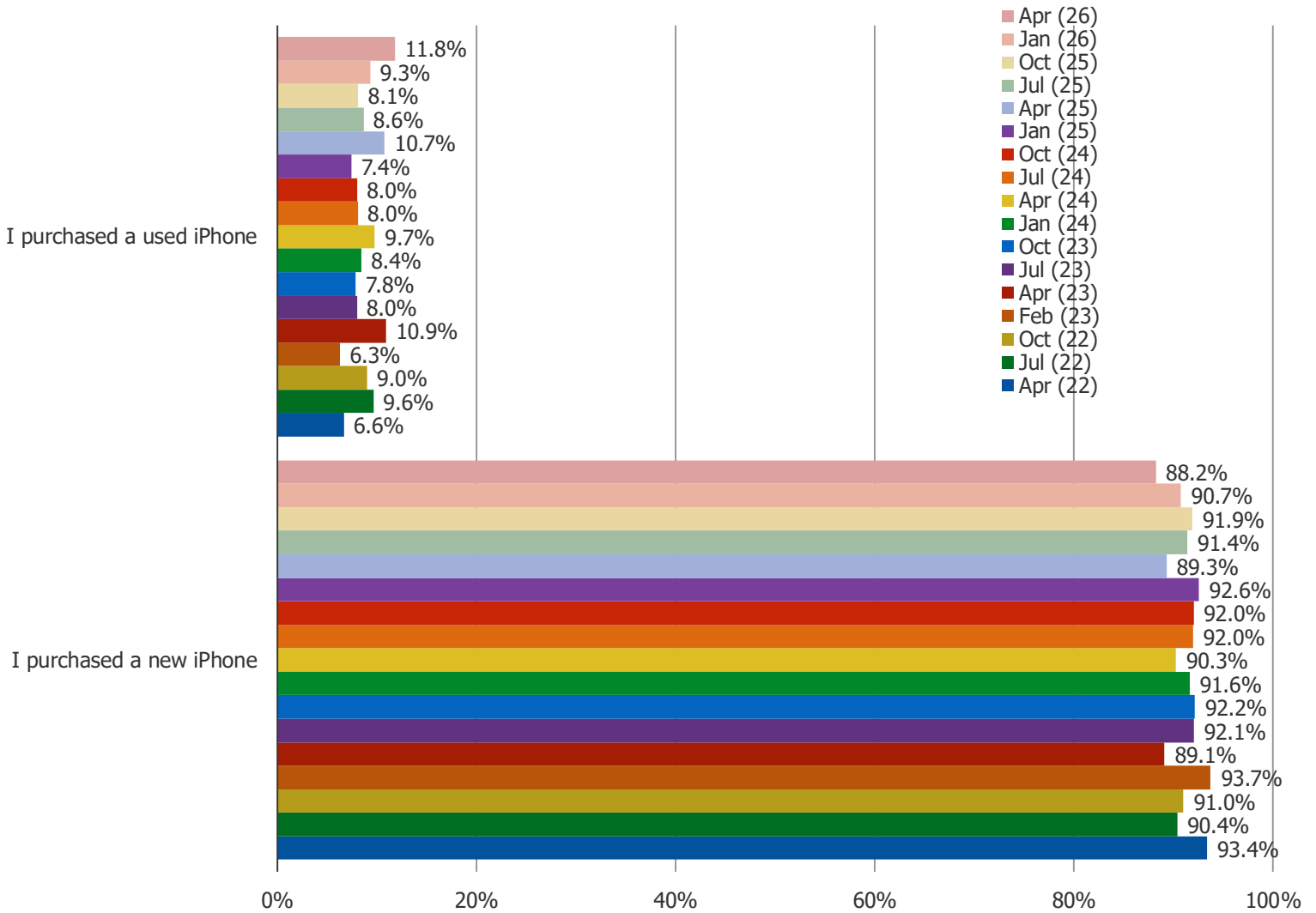
FOR HOW LONG HAVE YOU OWNED YOUR CURRENT IPHONE?

This question was posed to iPhone owners.



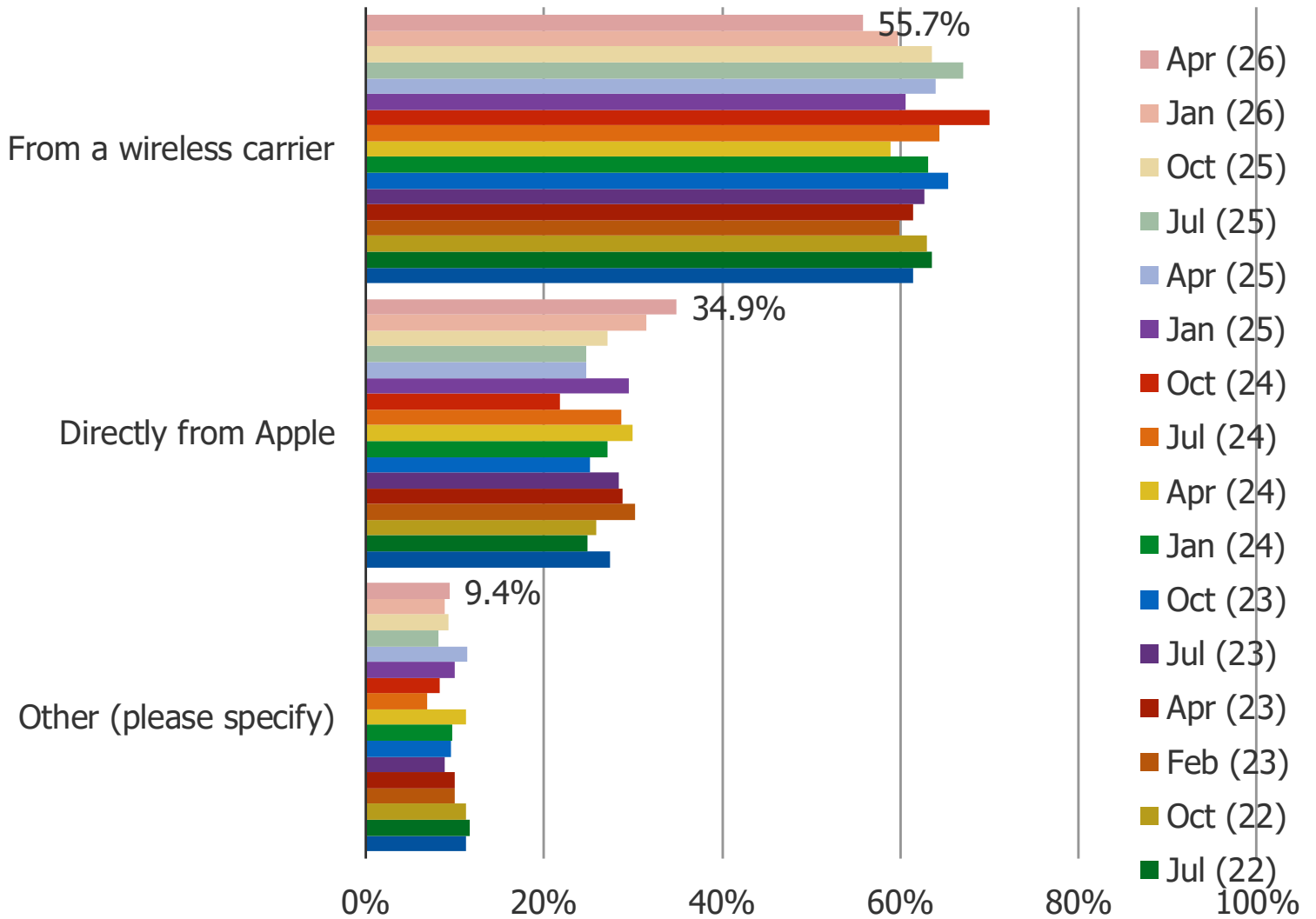
HOW DID YOU PURCHASE YOUR IPHONE?

This question was posed to iPhone owners.



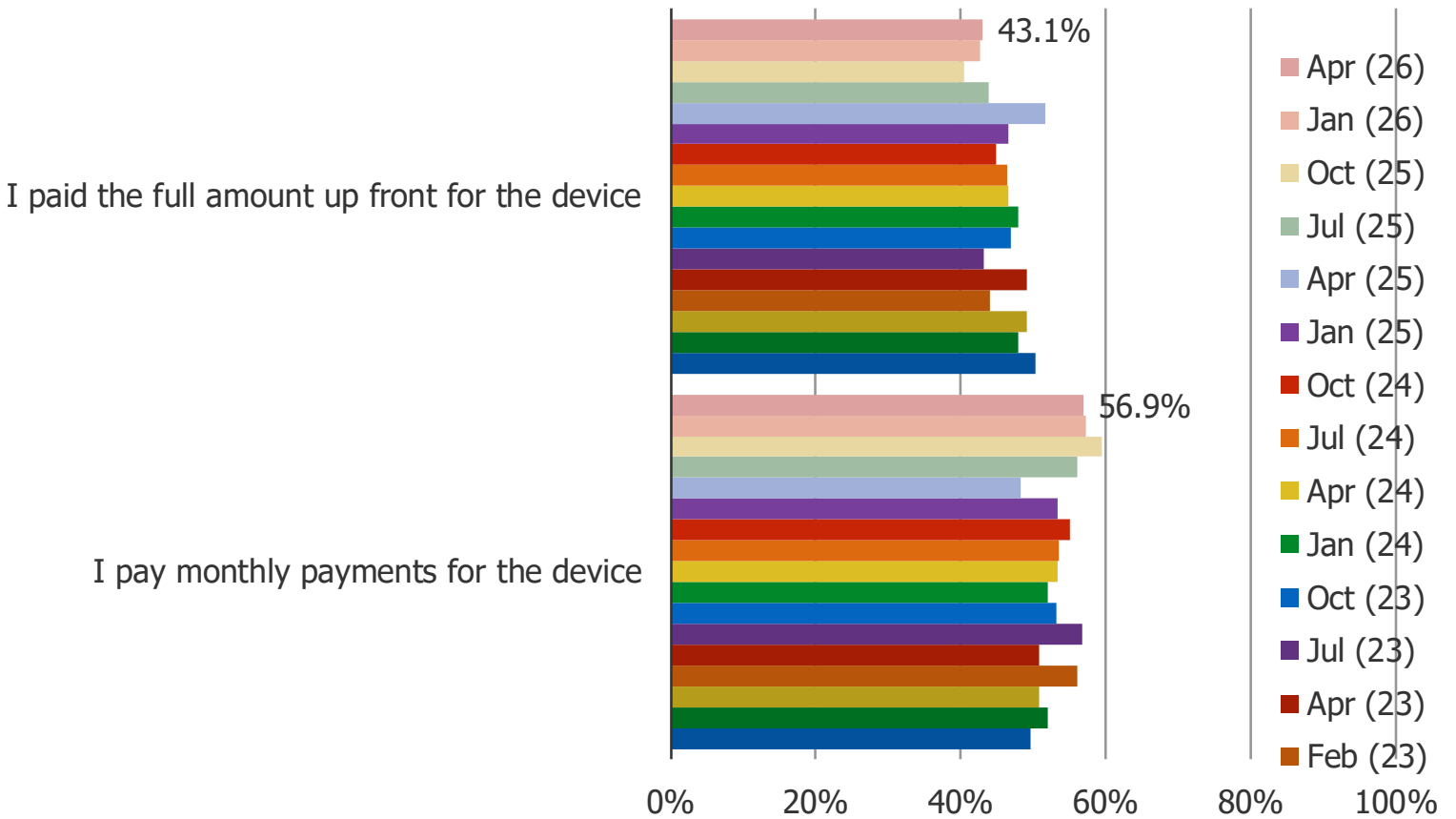
HOW DID YOU PURCHASE YOUR CURRENT IPHONE?

This question was posed to iPhone owners.



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

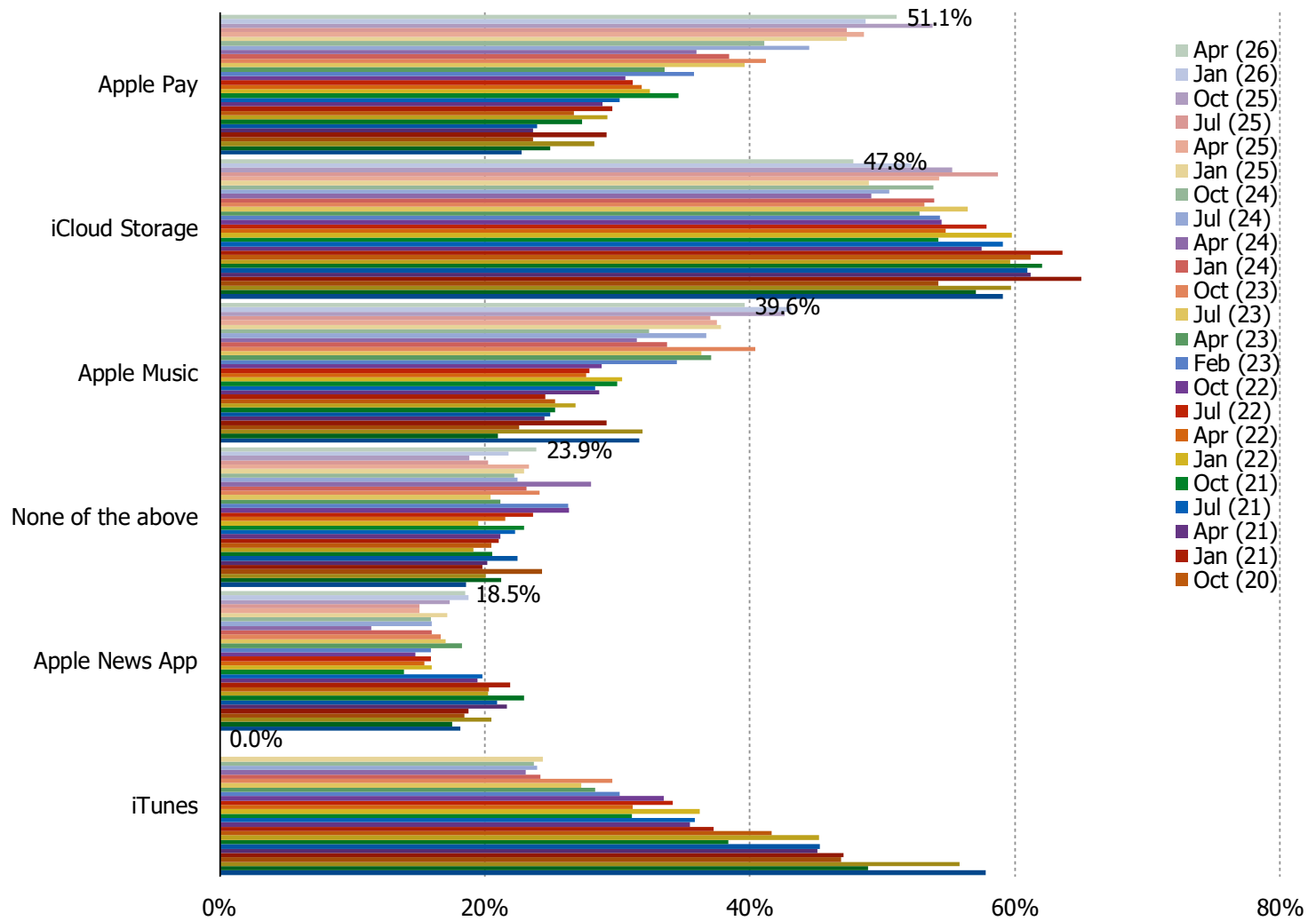
This question was posed to iPhone owners.



AAPL PAY QUESTIONS

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

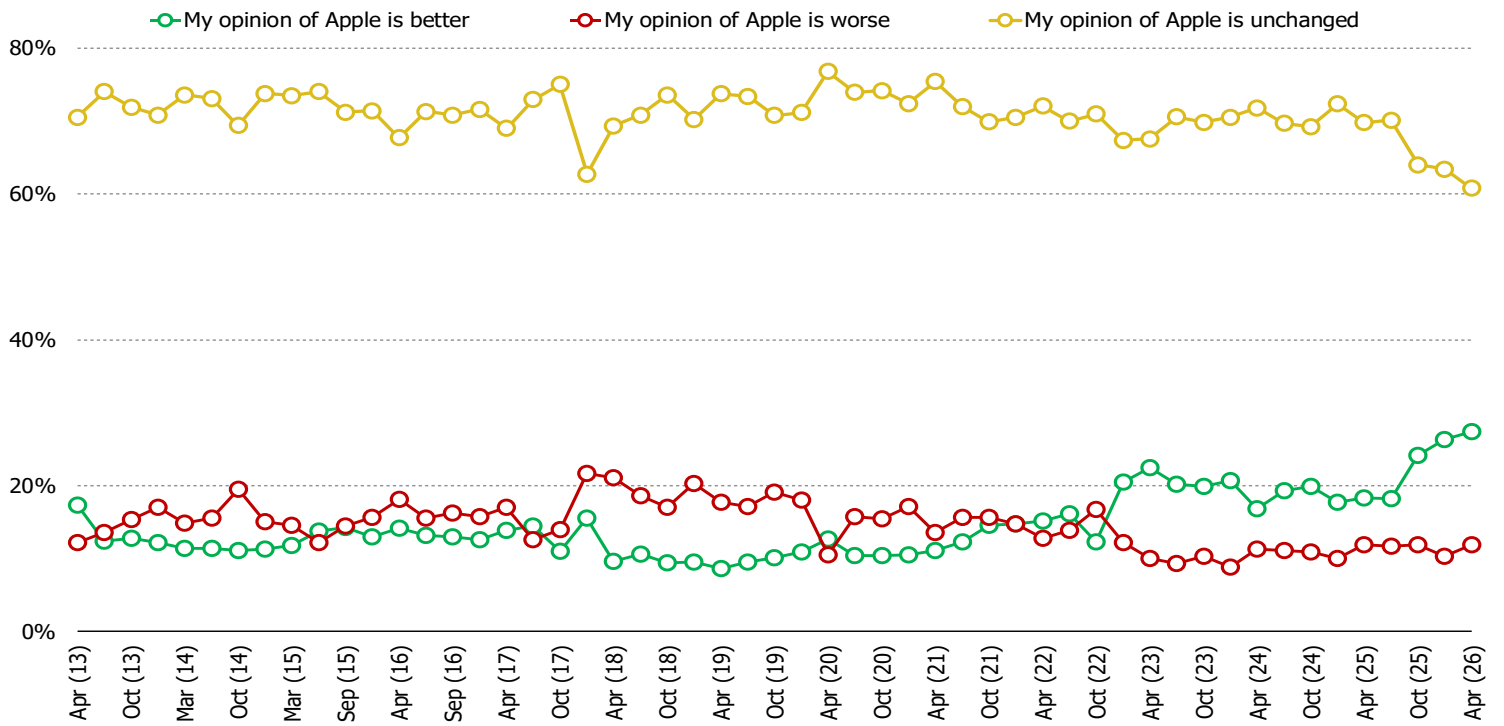
This question was posed to iPhone owners.



CONSUMER SENTIMENT

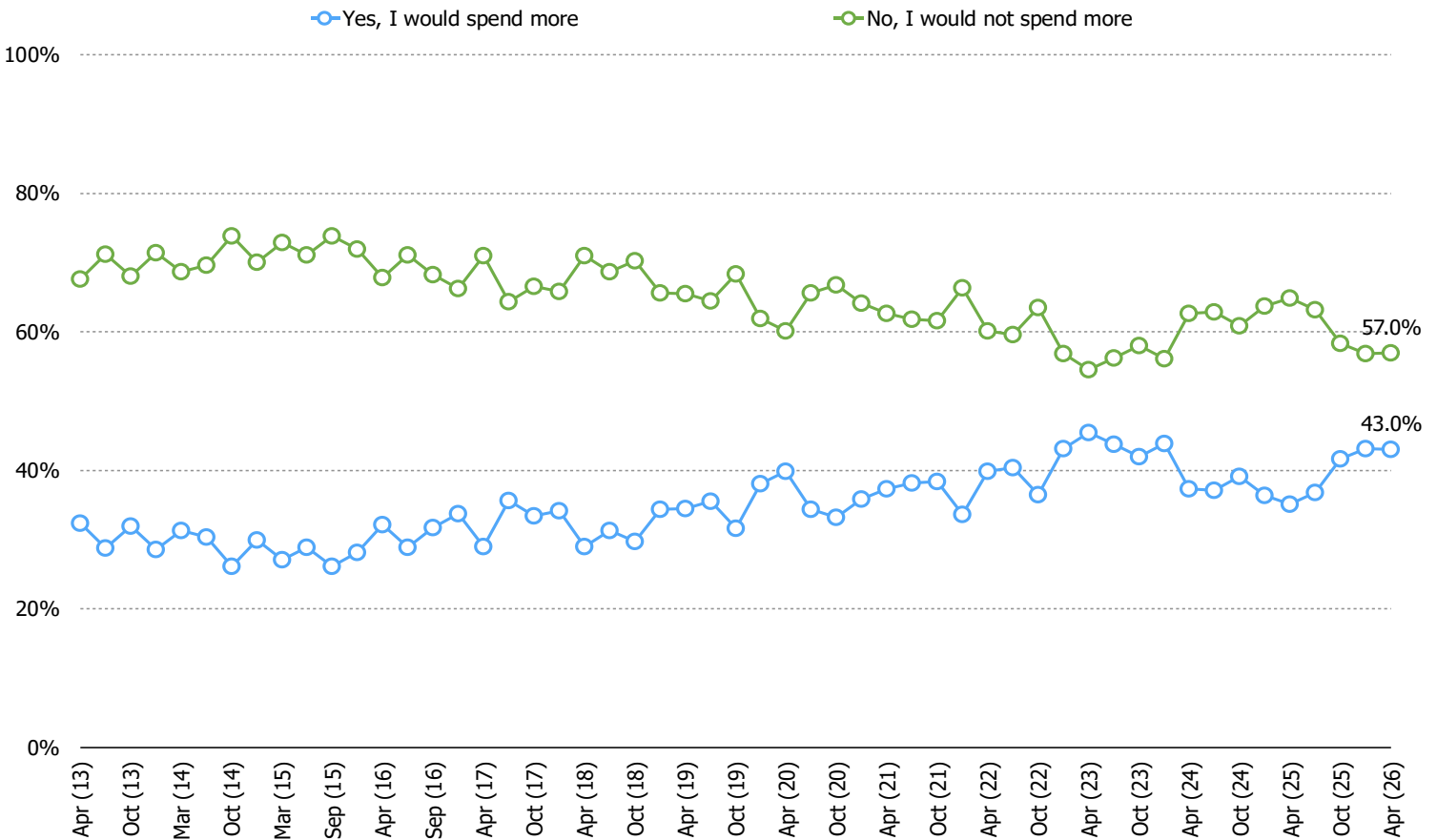
HAS YOUR OPINION OF APPLE CHANGED OVER THE PAST YEAR?

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.

