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BESPOKE SURVEYS

Consumer Electronics, Vol 54

1000+ Respondents Per Quarter

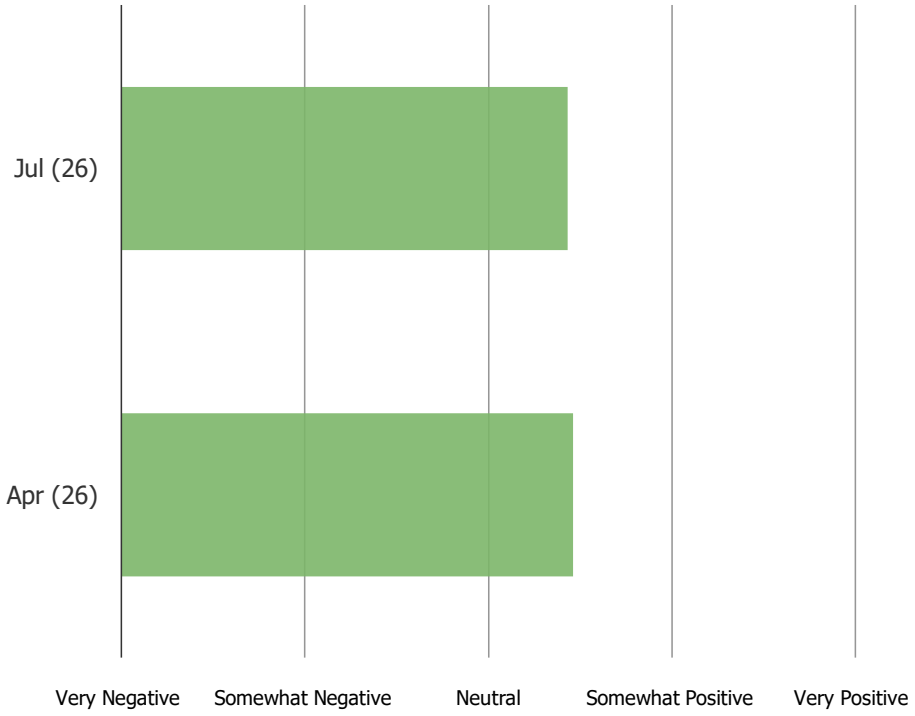
July 2026

FOLDABLE PHONE

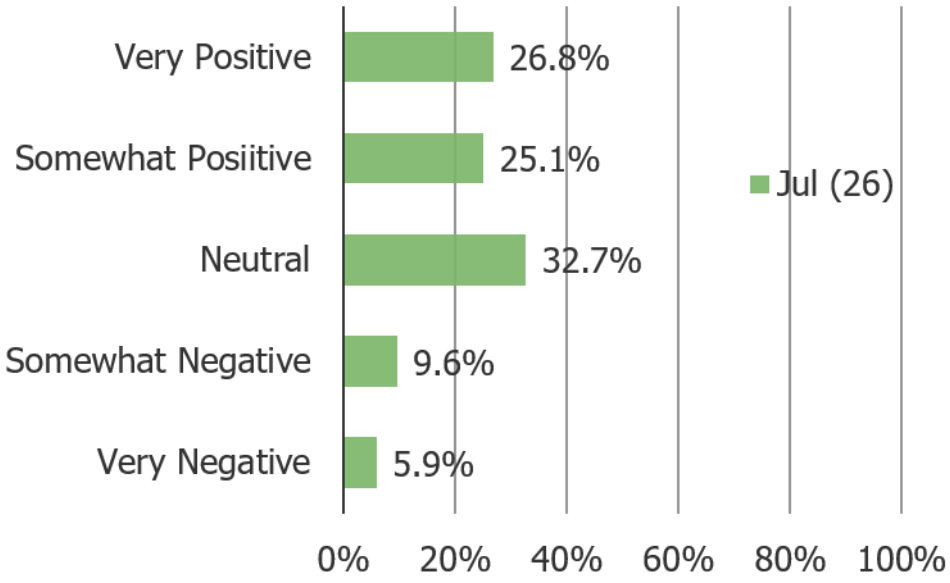
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BELOW IS A VIDEO OF WHAT A FOLDABLE IPHONE MIGHT LOOK LIKE. WHAT IS YOUR OPINION OF THE PHONE IN THE VIDEO?

This question was posed to all respondents.

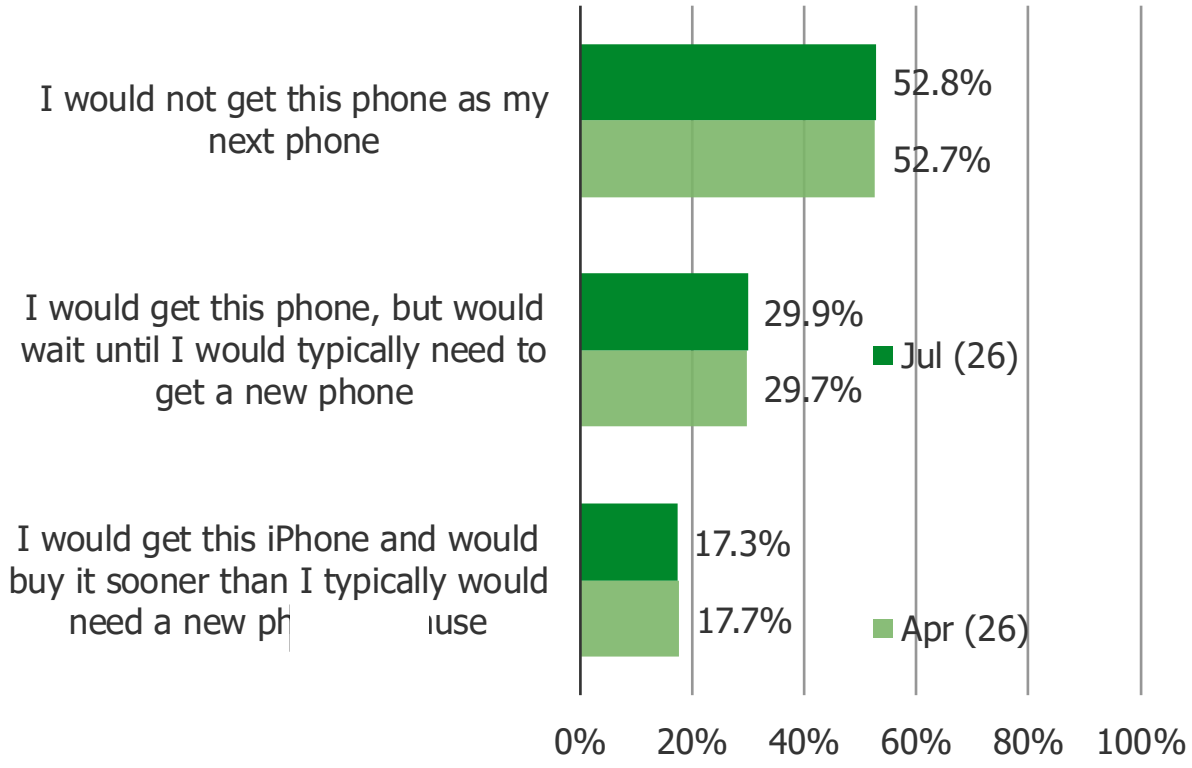


This question was posed to iPhone owners (N = 407)

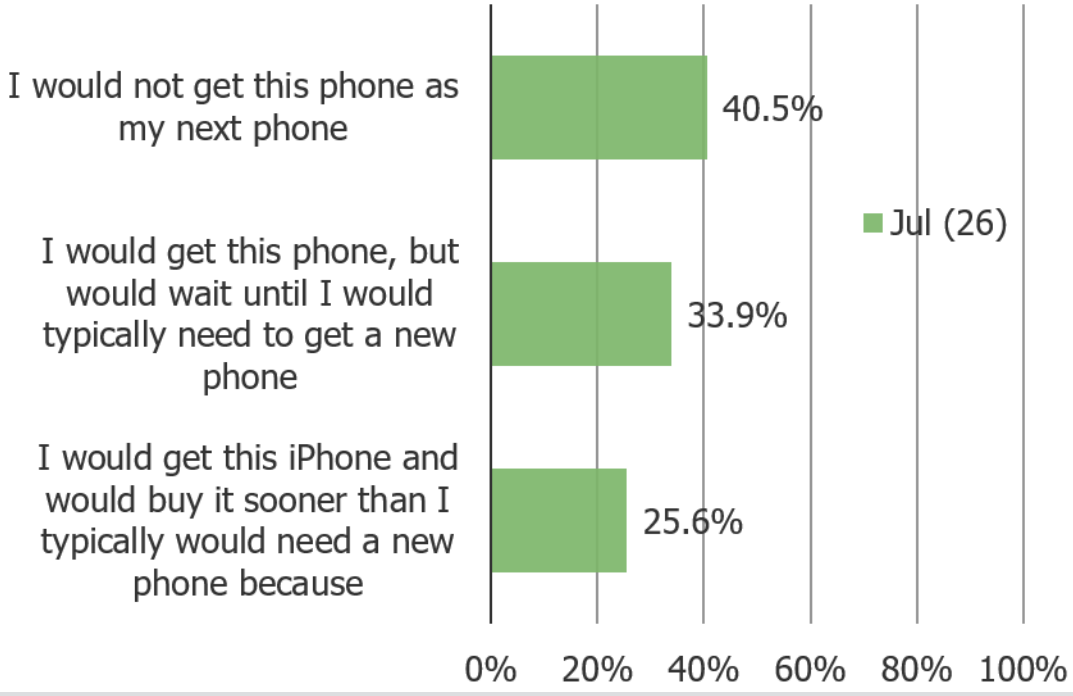


BELOW IS A VIDEO OF WHAT A FOLDABLE IPHONE MIGHT LOOK LIKE. WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

This question was posed to all respondents.

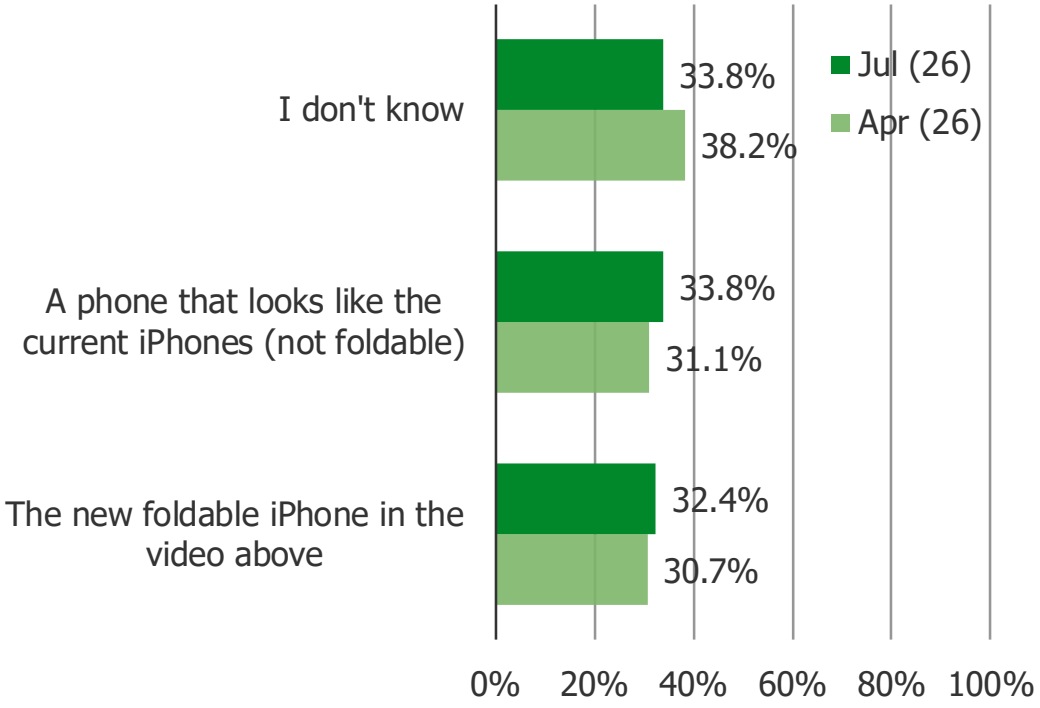


This question was posed to iPhone owners (N = 407)

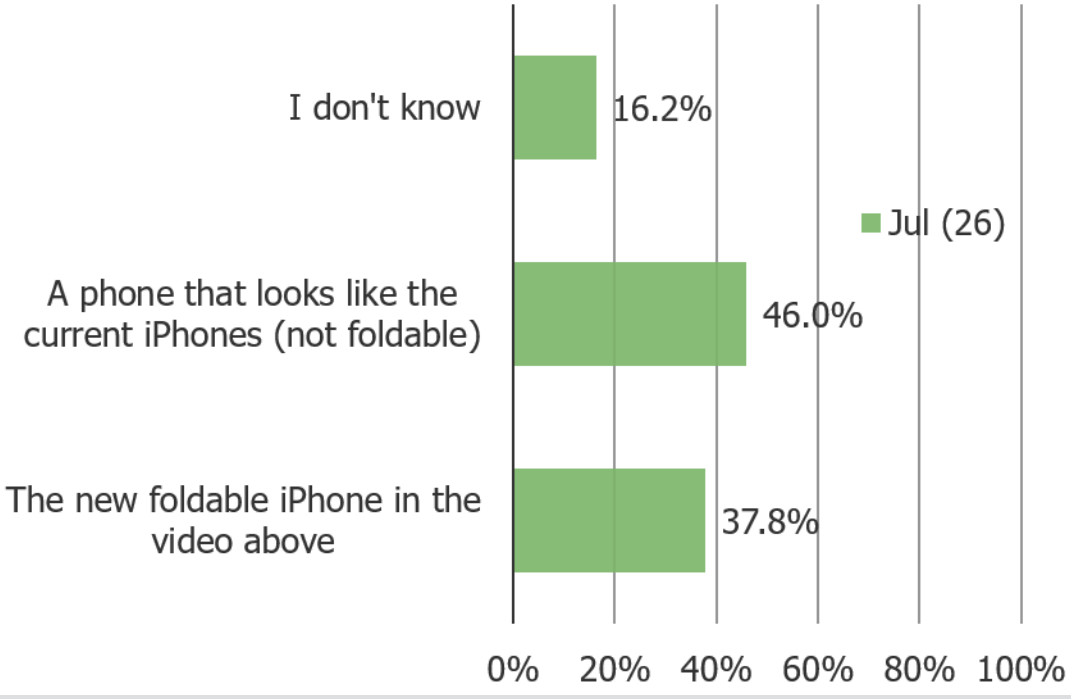


BELOW IS A VIDEO OF WHAT A FOLDABLE IPHONE MIGHT LOOK LIKE. IF YOU HAD TO CHOOSE BETWEEN THE FOLLOWING, WHICH WOULD YOU PICK?

This question was posed to all respondents.



This question was posed to iPhone owners (N = 407)



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

This question was posed to all respondents.

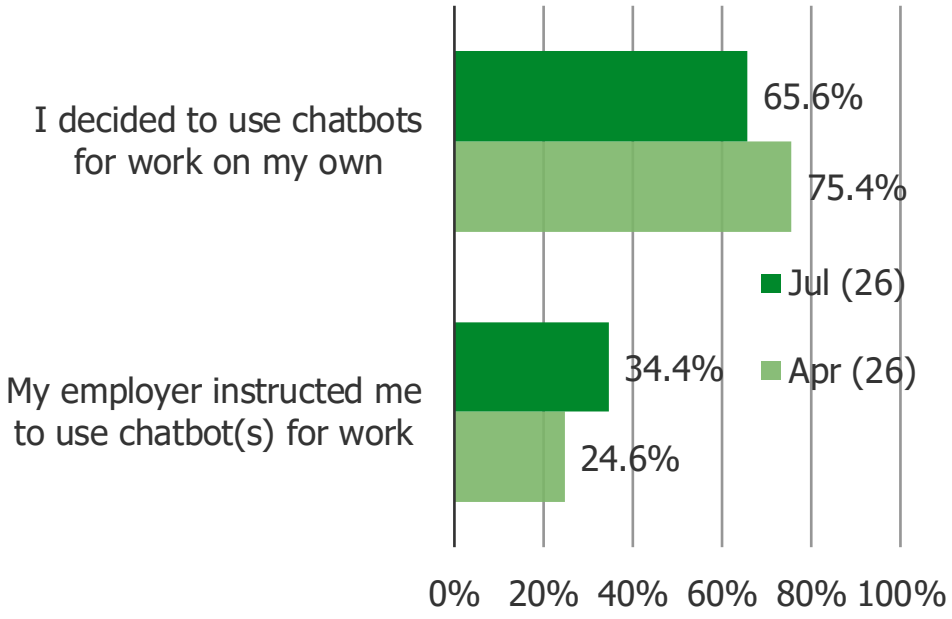
Category	% of Total Responses	Key Terms & Groupings Captured
No Thoughts / None / Unsure	34.37%	"None," "no thoughts," "I don't know," "not sure," "no interest"
Positive: Cool, Innovative, & Exciting	22.18%	Cool, innovative, "looks good," awesome, "want one," "game changer"
Other / Unclassified	19.90%	Ambiguous or unique responses that could not be mapped
Negative: Gimmick, Unappealing, or Dislike	9.13%	Gimmick, unnecessary, pointless, ugly, "what's the point," "not for me"
Negative: Durability & Screen Concerns	6.49%	Break, fragile, crease, "moving parts," delicate, wear and tear
Negative: Too Big, Bulky, or Hard to Carry	3.33%	Bulky, "too big," thick, heavy, clunky, portability
Comparison: Copying Samsung / Late to Market	1.85%	Samsung, Android, copying, late, "already exists," "catching up"
Negative: Too Expensive / Overpriced	1.64%	Expensive, overpriced, "too much money," cost
Neutral: Curious, Mixed, or Wait & See	0.84%	"Wait and see," curious, "mixed feelings," "need to see it in person"
Questions & Practical Design Concerns	0.26%	"How does it work," "how would a screen protector work," cases

AI IMPACTS

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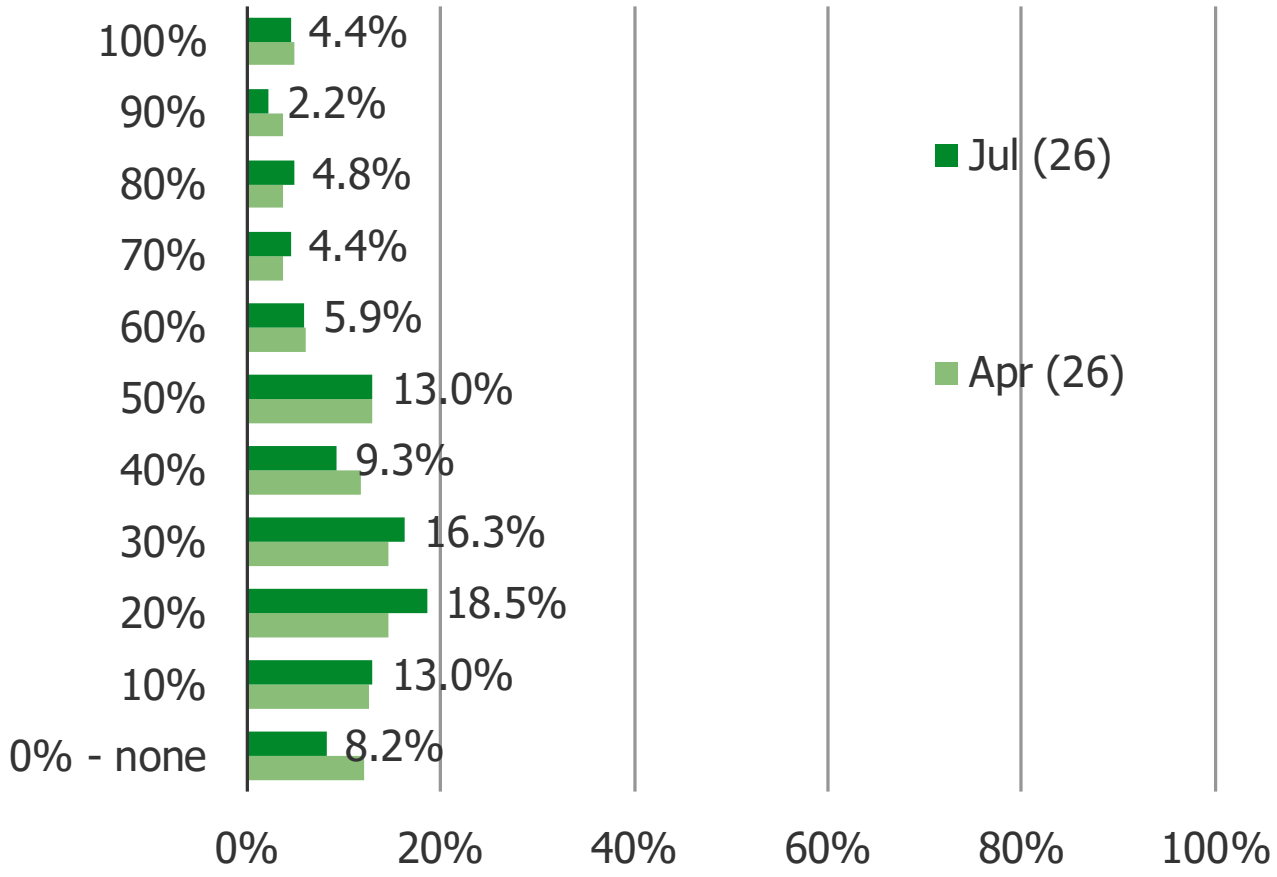
THINKING ABOUT WHEN YOU STARTED USING AI CHATBOTS AT WORK FOR THE FIRST TIME, DID YOUR EMPLOYER PROVIDE YOU WITH CHATBOT ACCESS AND GUIDANCE TO USE IT, OR DID YOU CHOOSE TO USE IT ON YOUR OWN?

This question was posed to all respondents who use AI for business. (N=270)



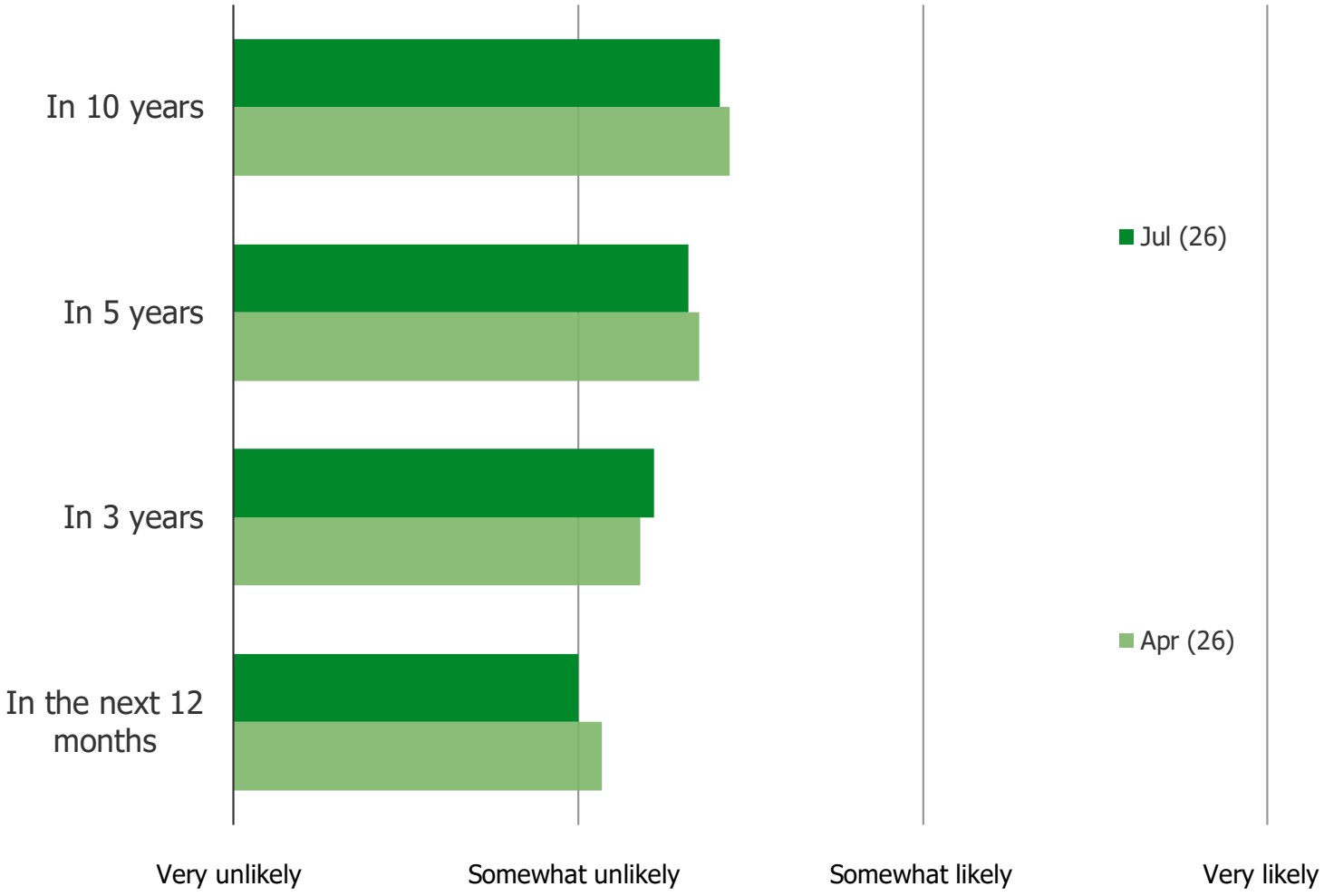
HOW MUCH OF YOUR JOB DO YOU THINK COULD BE DONE BY AI AS OPPOSED TO YOU DOING IT?

This question was posed to all respondents who use AI for business. (N=270)



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=270)

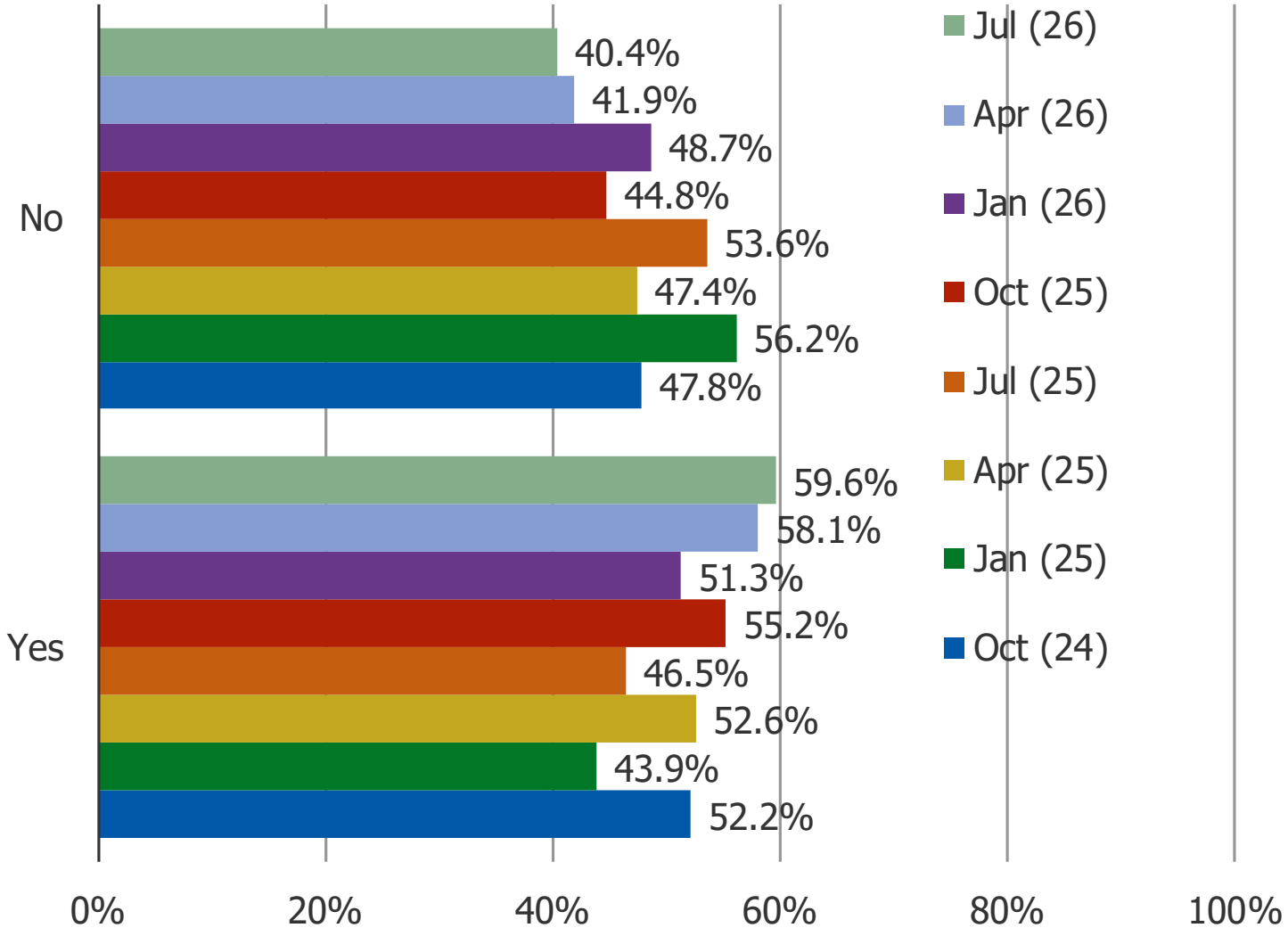


IPHONE DYNAMICS

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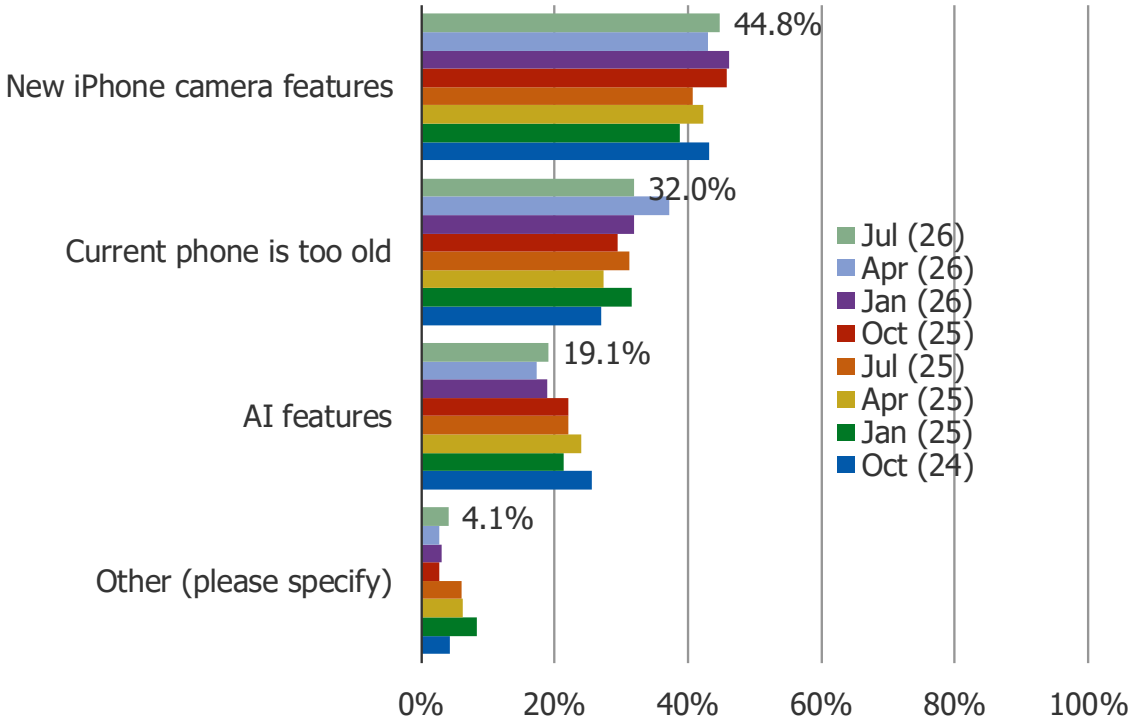
ARE YOU CURRENTLY CONSIDERING UPGRADING YOUR IPHONE TO A NEW/DIFFERENT MODEL THAN WHAT YOU HAVE NOW?

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

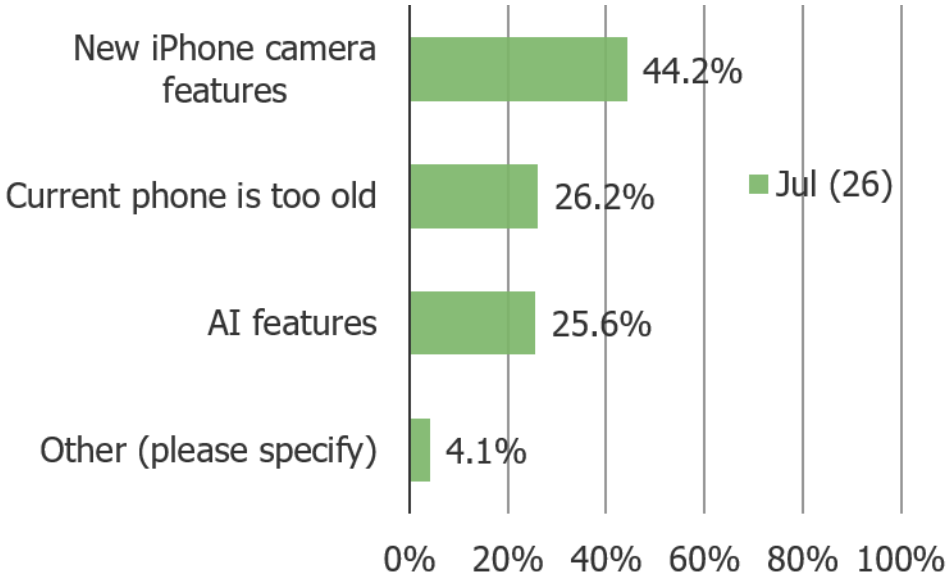


YOU MENTIONED THAT YOU ARE AT LEAST SOMEWHAT INTERESTED IN ONE OF THE NEWEST IPHONES JUST RELEASED. WHAT MAKES YOU MOST INTERESTED IN THE NEW PHONE(S)?

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

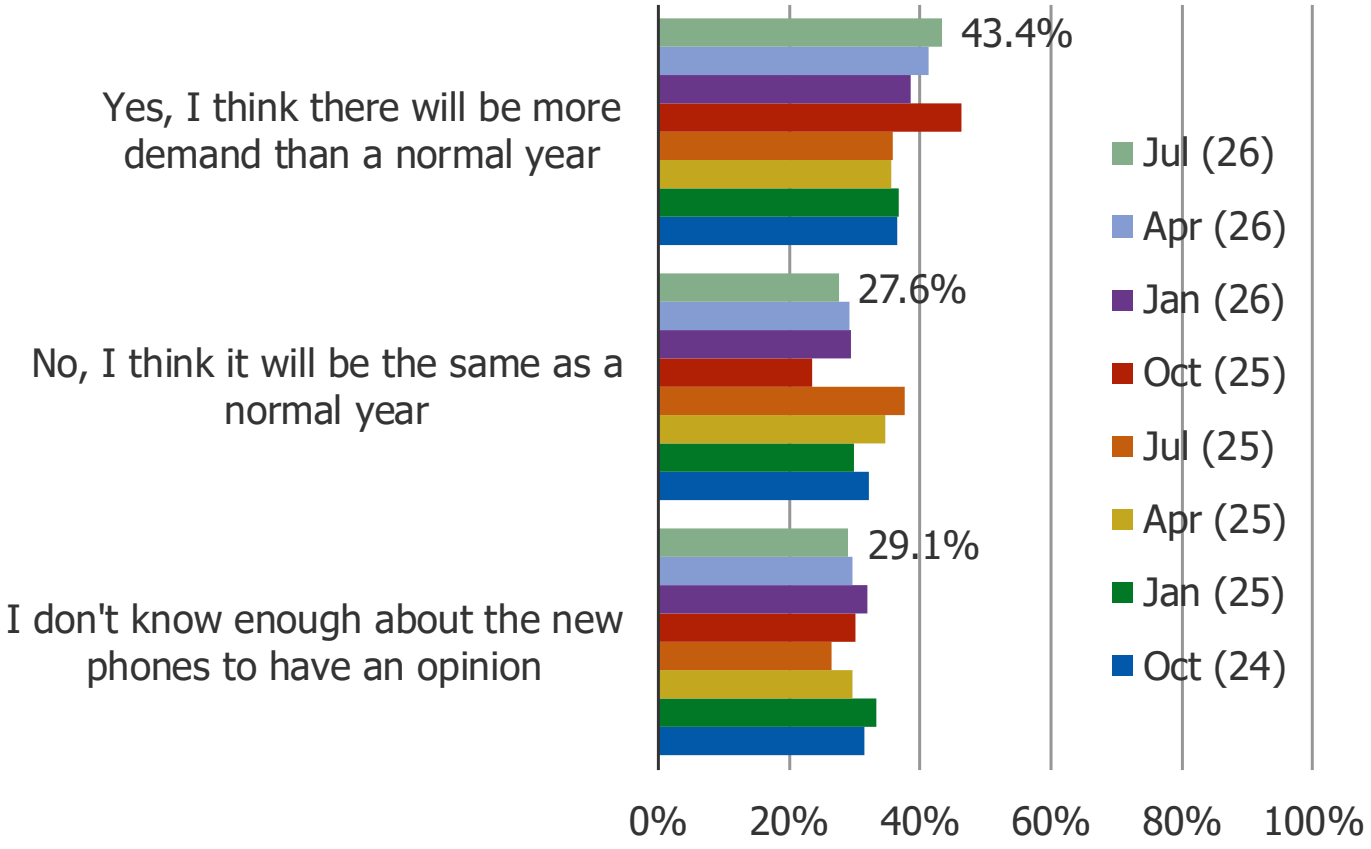


Focusing on iOS users who said they are extremely interested in one of the newest iPhones.



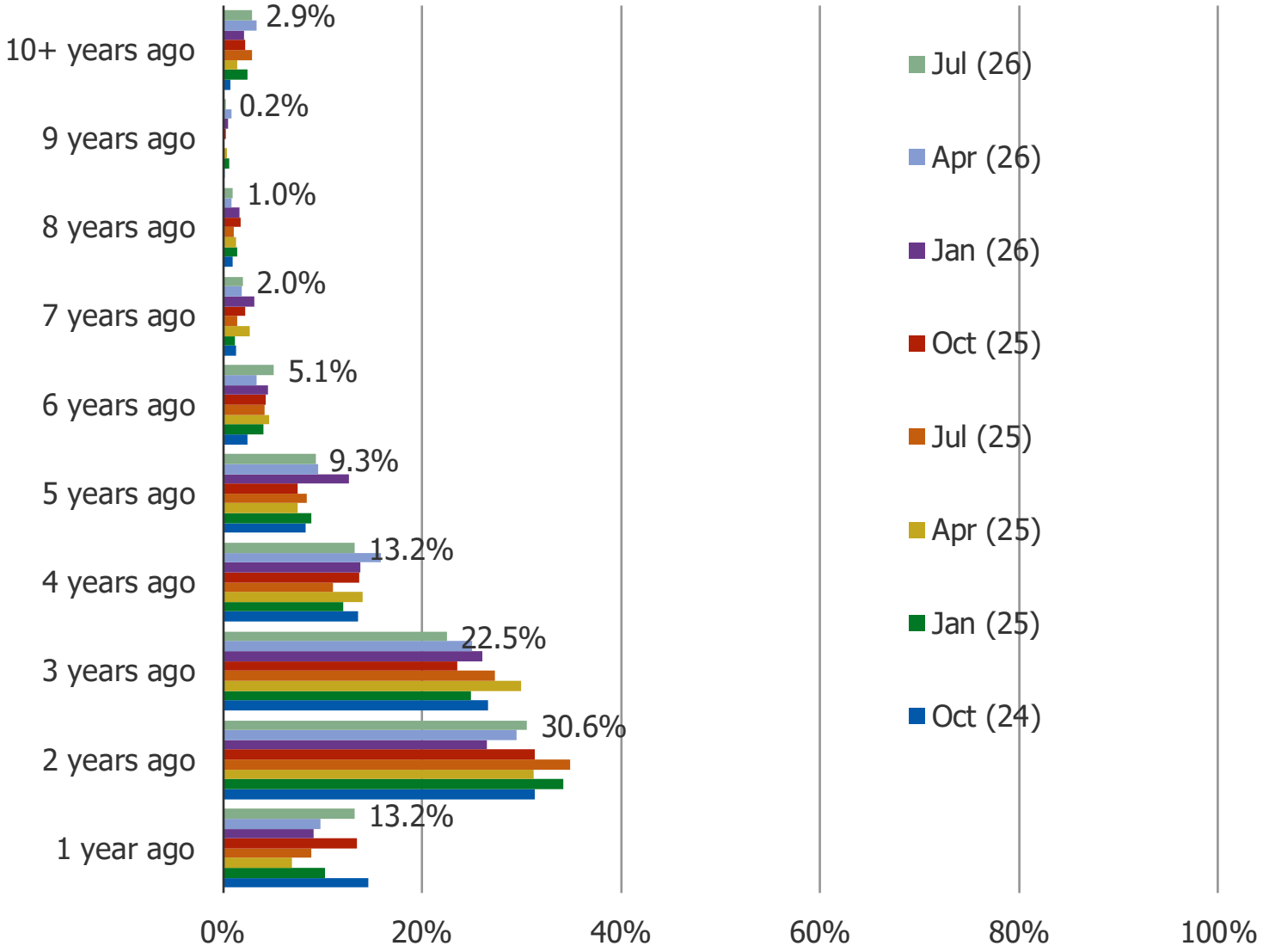
IN YOUR VIEW, DO YOU THINK THE NEWEST IPHONES HAVE CHARACTERISTICS OR FEATURES ABOUT THEM THAT WILL CAUSE MORE IPHONE OWNERS TO UPGRADE COMPARED TO A TYPICAL YEAR WHEN NEW IPHONES ARE RELEASED?

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



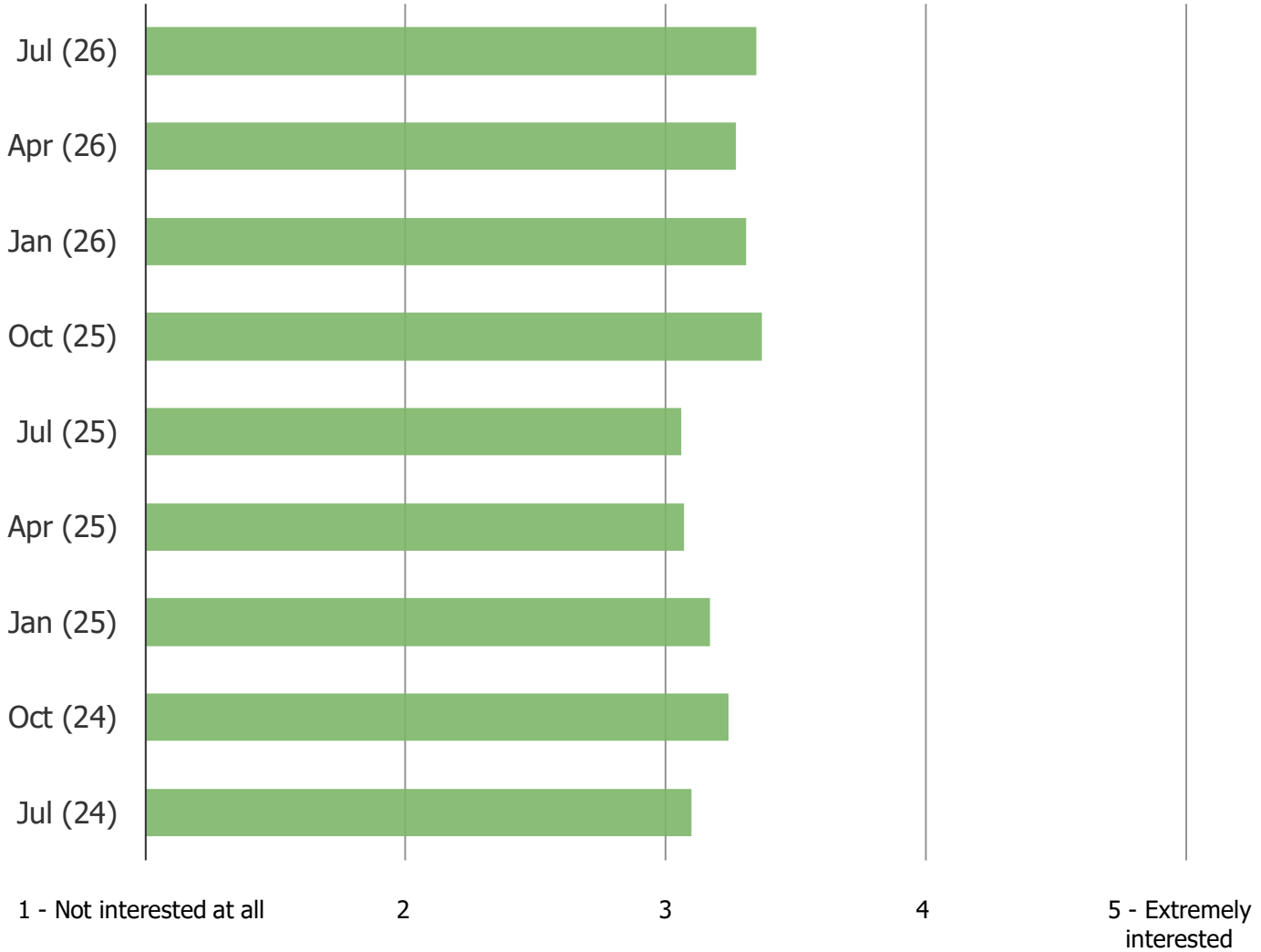
YOU MENTIONED THAT YOU GOT YOUR SMARTPHONE MORE THAN A YEAR AGO. HOW MANY YEARS AGO DID YOU GET YOUR CURRENT SMARTPHONE?

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



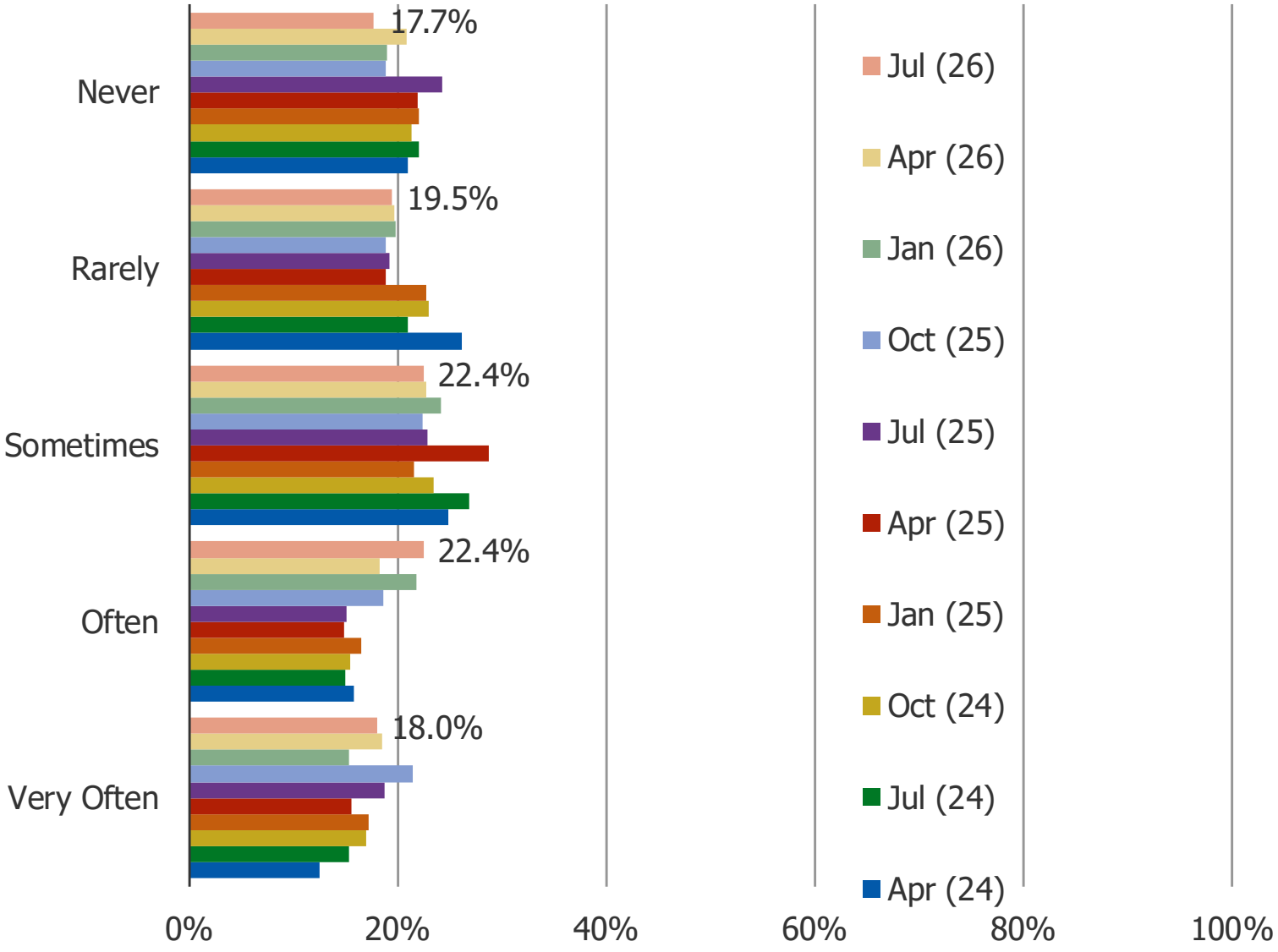
APPLE INTELLIGENCE WILL ENCOMPASS A SUITE OF AI AND MACHINE LEARNING FEATURES INTEGRATED ACROSS APPLE'S ECOSYSTEM, ENHANCING PERSONALIZED RECOMMENDATIONS, HEALTH AND FITNESS TRACKING, SIRI CAPABILITIES, IMAGE CREATION, WRITING TOOLS, AND PRIVACY MEASURES TO PROVIDE A MORE INTUITIVE, SECURE, AND CUSTOMIZED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



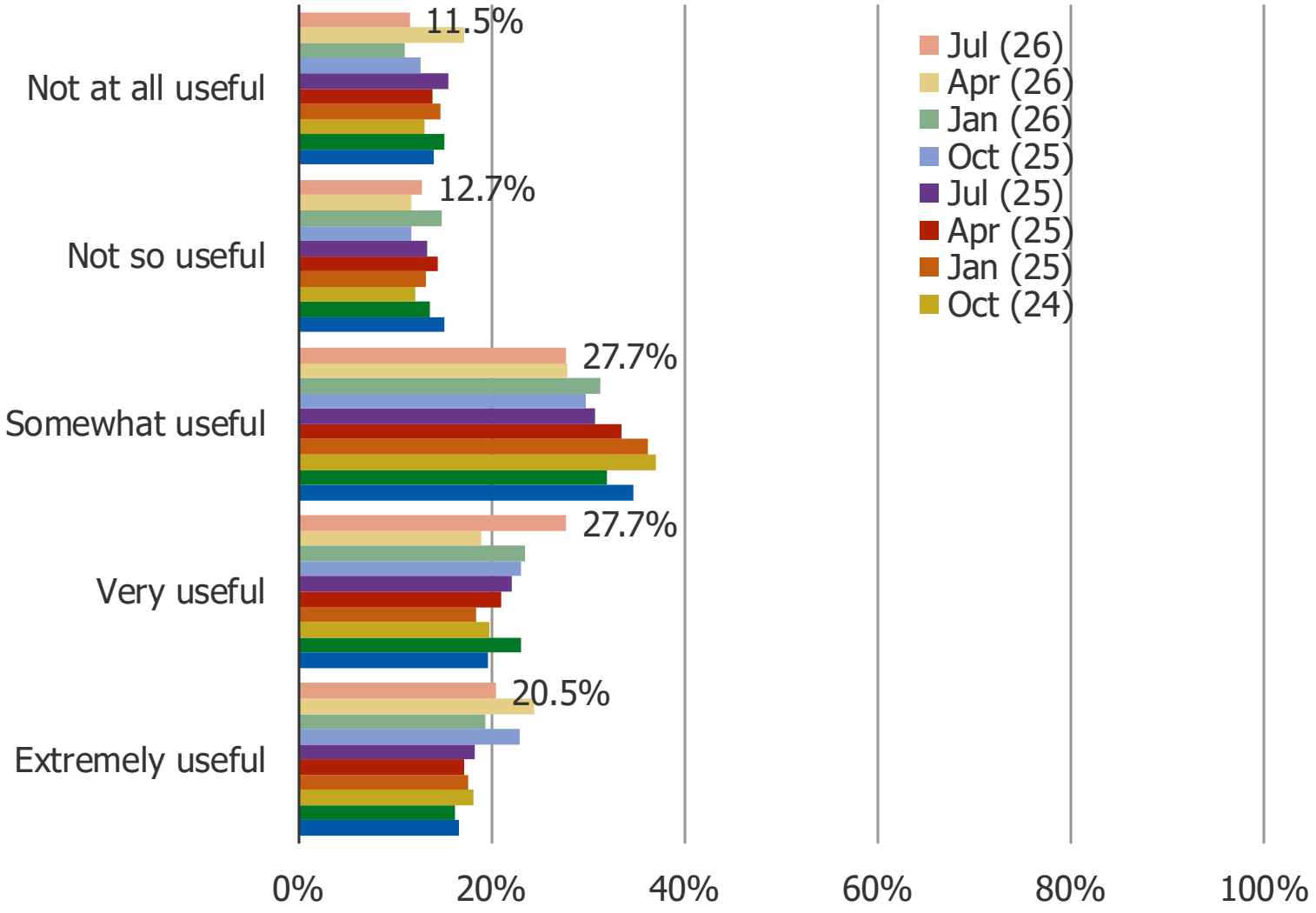
HOW OFTEN DO YOU USE SIRI ON YOUR IPHONE NOW?

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



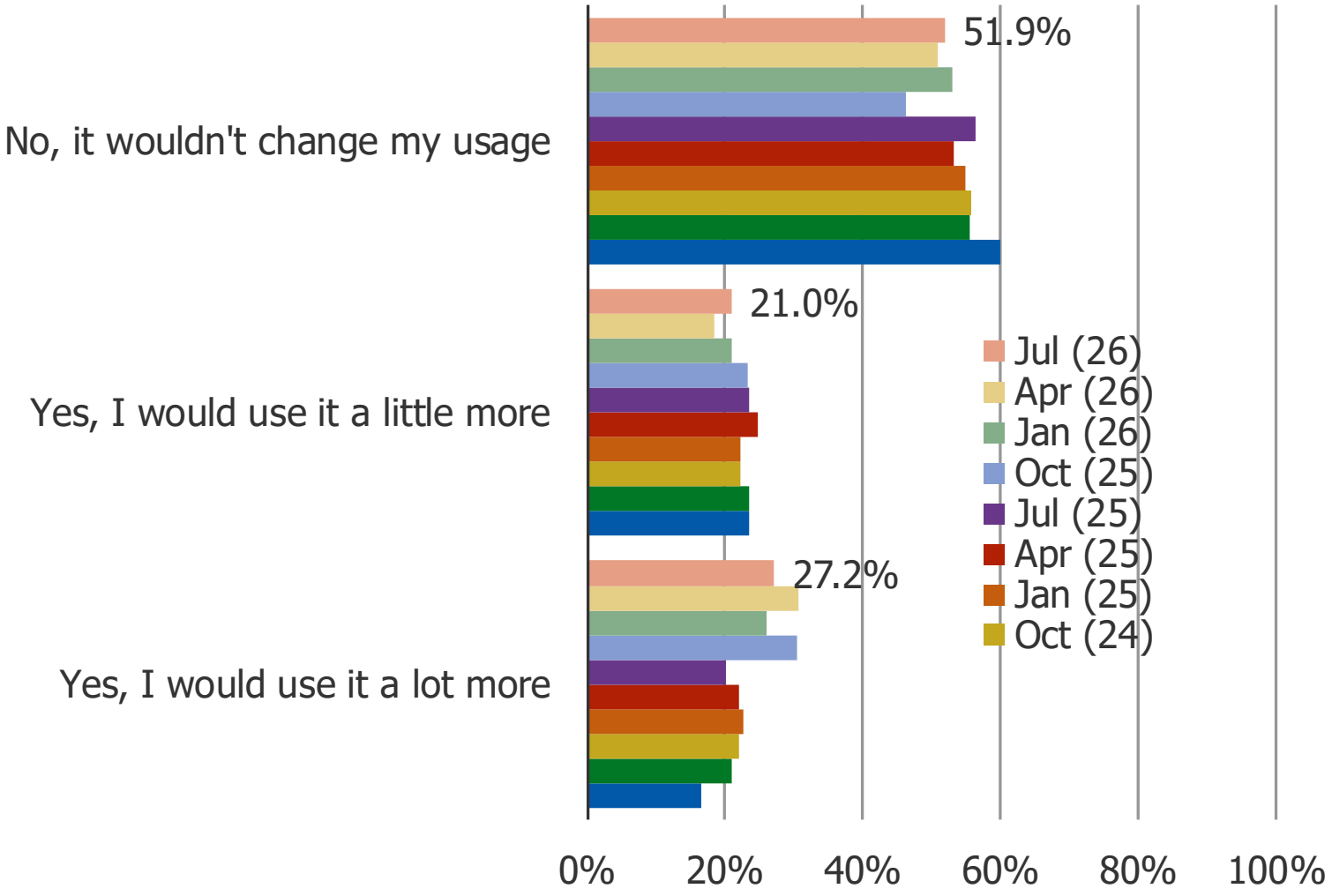
HOW USEFUL DO YOU FIND SIRI TO BE?

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



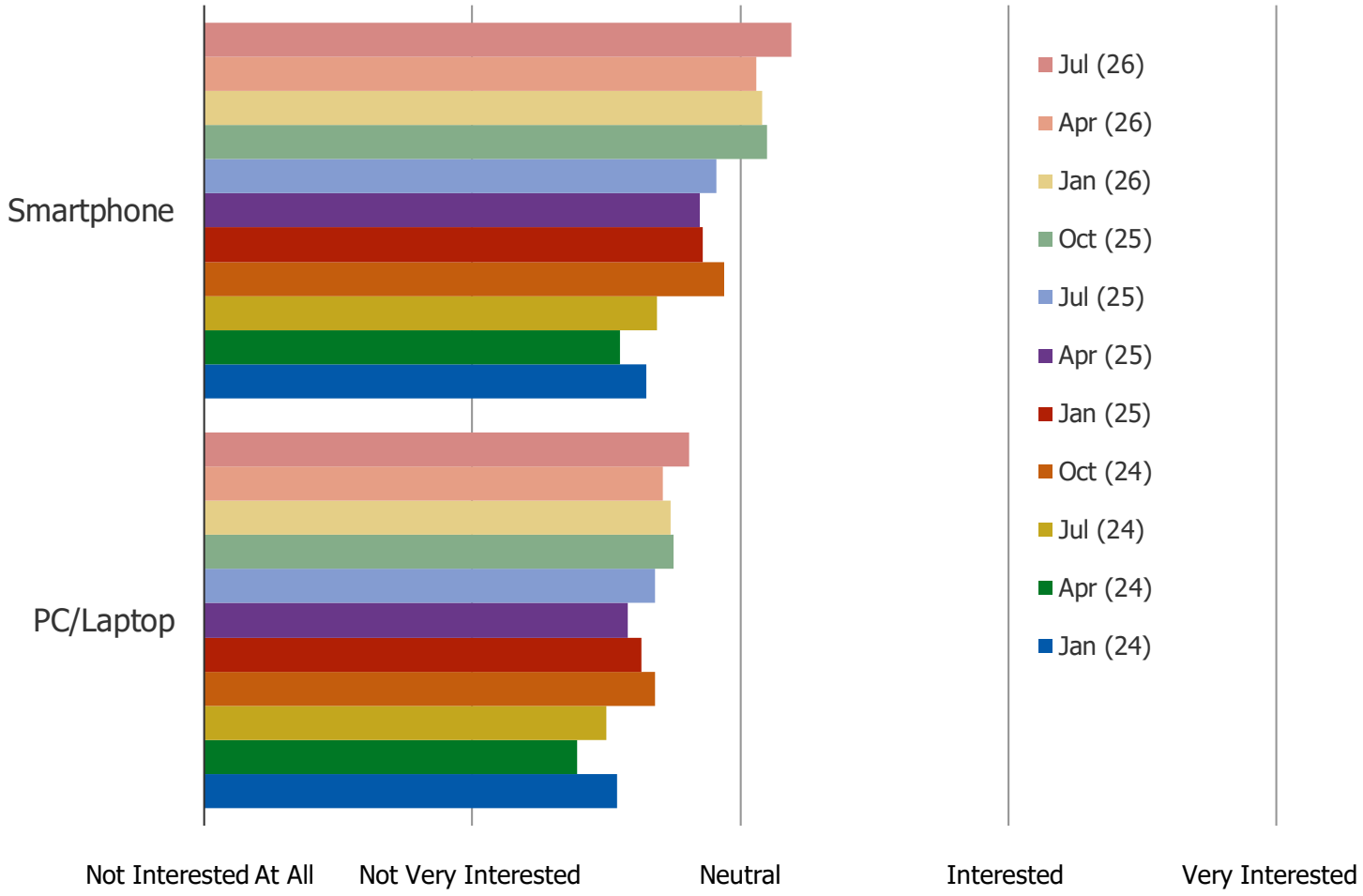
WOULD YOU CHANGE YOUR USAGE OF SIRI IF SIRI WAS ENHANCED BY AI (ARTIFICIAL INTELLIGENCE)

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.

Category	% of Total Responses	Key Terms & Groupings Captured
Quality, Reliability & Superior Performance	26.41%	Quality, reliable, durable, fast, "lasts forever," "top tier," amazing
Other / Unclassified	18.12%	Ambiguous or unique responses that could not be mapped
Familiarity, Habit & Brand Loyalty	14.72%	"Used to it," familiar, habit, "always had it," "all I know," loyal
Ease of Use & Simplicity	10.92%	Easy, simpler, user-friendly, navigate, intuitive, straightforward
Ecosystem & Device Compatibility	8.24%	Ecosystem, compatible, sync, Mac, iPad, Apple Watch, iCloud
Social Connection (Friends, iMessage, FaceTime)	5.36%	Family, friends, FaceTime, iMessage, "blue bubbles," "everyone has it"
Prefers iOS / Dislikes Android	5.21%	iOS, software, Android, "hate Android," "Androids are trash"
General Preference (Likes the Brand)	5.13%	"I like it," prefer, love, "my choice," "just like it"
Invalid / Unsure / Noise	3.32%	"Not sure," "I don't know," "no reason," keyboard smashes
Design, Brand Reputation & Status	1.10%	Design, looks, aesthetic, status, trendy, valuable, reputation
Camera & Photo Quality	0.77%	Camera, photos, pictures, video
Security & Privacy	0.71%	Secure, privacy, safe, virus, hack, protect

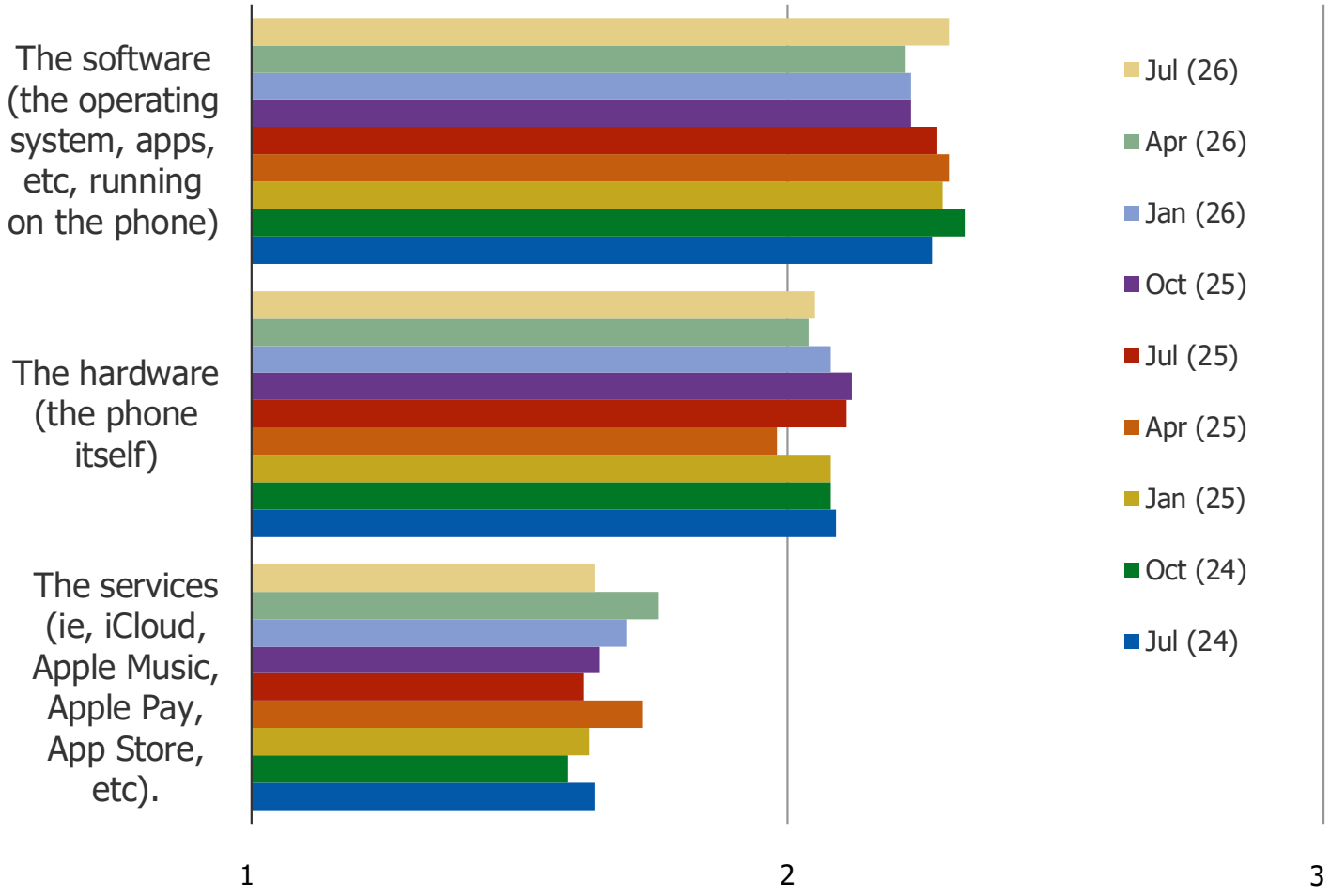
WHEN YOU GET A NEW IPHONE, WHAT IS TYPICALLY THE MAIN REASON FOR WHY YOU DECIDED TO GET A NEW IPHONE?

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

Category	% of Total Responses	Key Terms & Groupings Captured
Desire for New Features, Camera & Better Tech	20.43%	Features, camera, performance, "better quality," latest, new tech, "future proof"
Other / Unclassified	17.42%	Ambiguous or unique responses that could not be mapped
Current Phone is Broken or Malfunctioning	17.36%	Broken, cracked, shattered, "stopped working," freezes, glitching, crashes
Current Phone is Old, Outdated, or Slow	13.15%	Slow, outdated, "slowing down," obsolete, "worn out," unsupported
General Upgrade / Desire for Something New	9.07%	Upgrade, "want something new," bored, gift, "time for a change"
Battery Degradation / Won't Hold a Charge	7.10%	Battery, charge, "dies fast," "won't hold a charge"
Apple Ecosystem, Habit & Familiarity	5.80%	Ecosystem, familiar, "used to it," Mac, Apple Watch, sync
Running Out of Storage / Space	2.86%	Storage, space, full, memory
Invalid / Unsure / Noise	2.63%	"Not sure," "I don't know," "no reason," keyboard smashes
Carrier Deal, Promotion, or Trade-In	1.61%	Deal, promotion, free, trade-in, contract, carrier plan
General Preference (Likes the Phone)	1.58%	"I like it," love it, awesome, great
Design, Aesthetics & Status	0.51%	Design, looks, aesthetic, status, trendy, color

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.

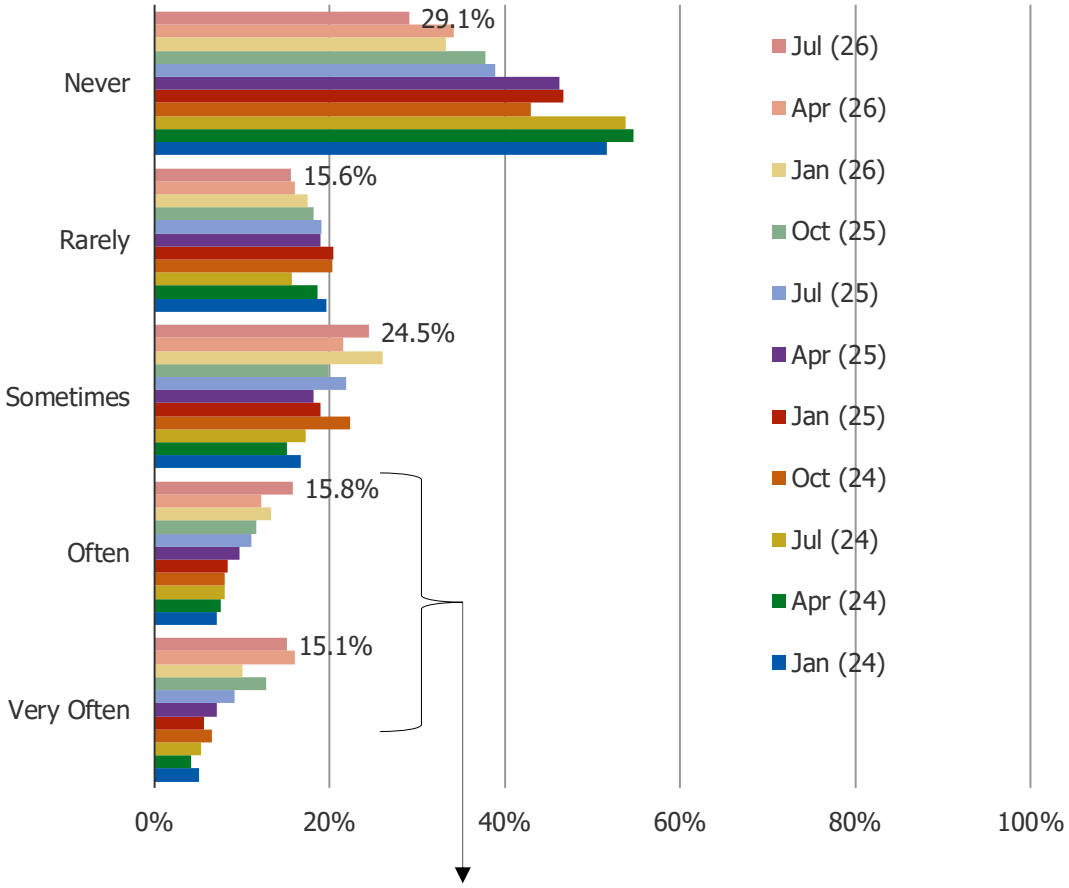


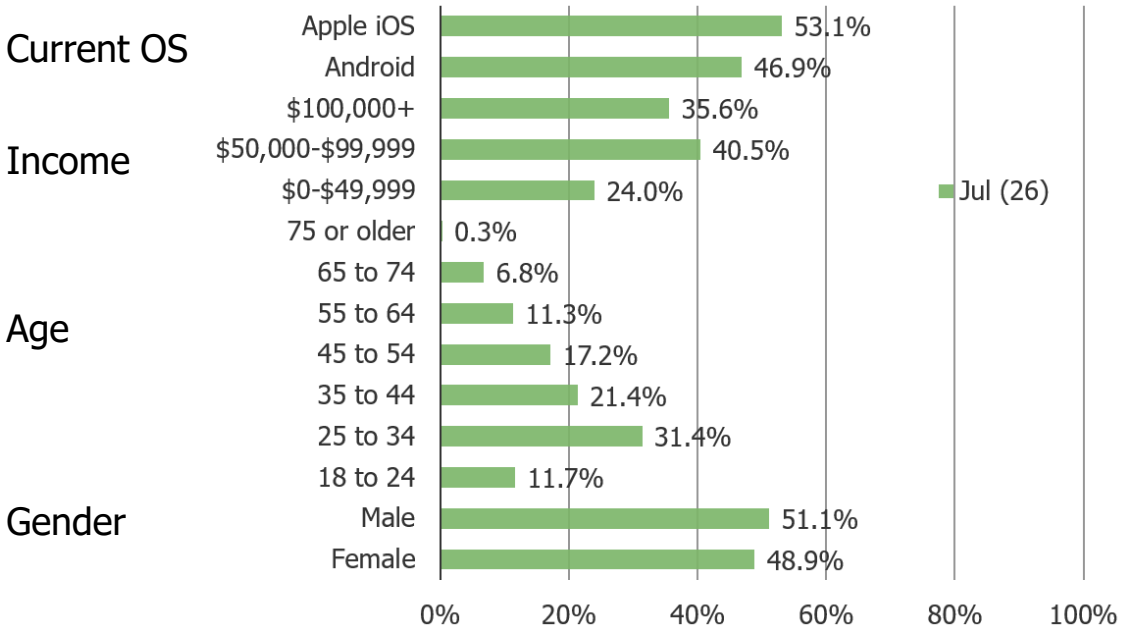
AI CHATBOTS

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

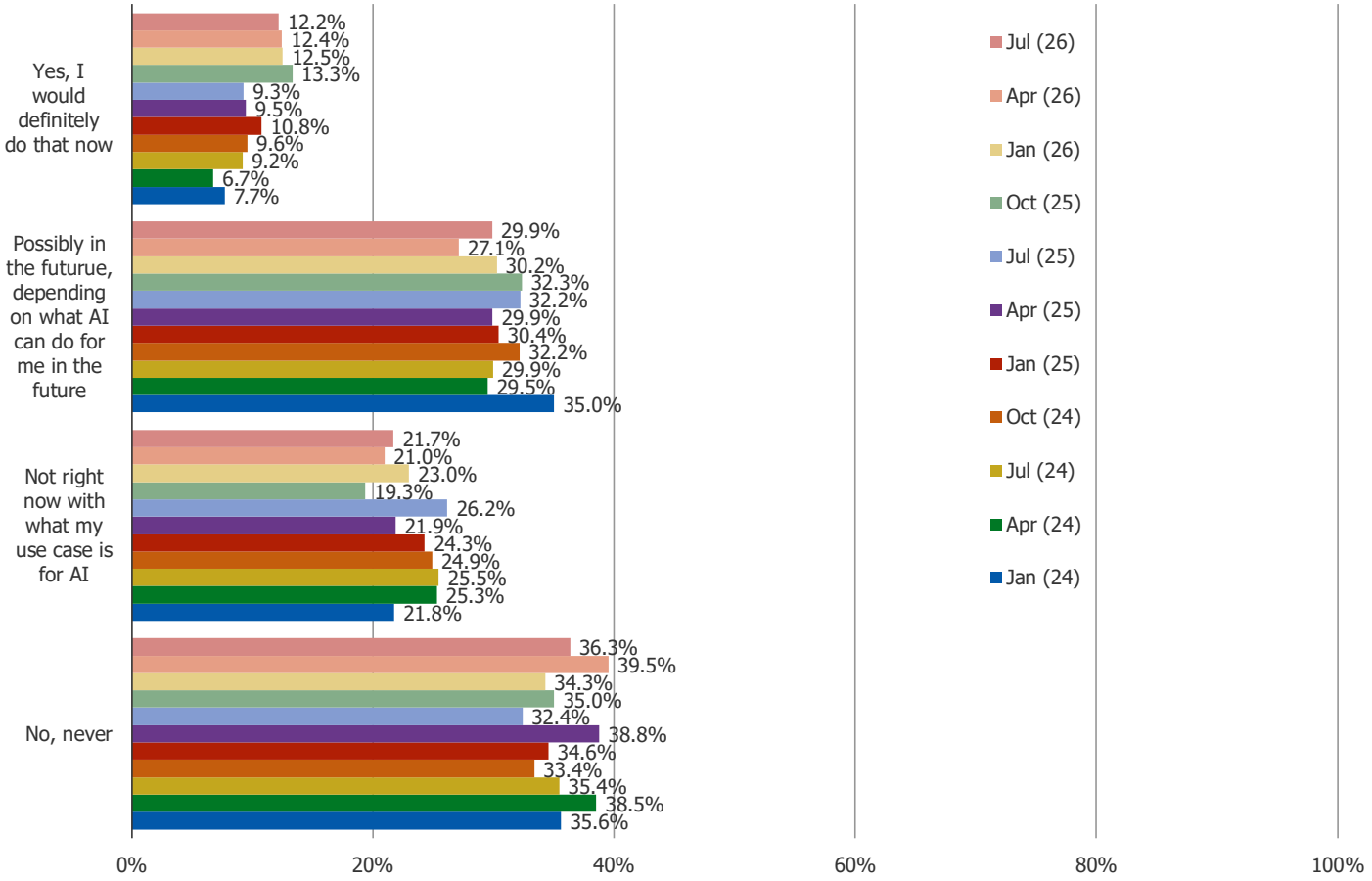
This question was posed to all respondents.





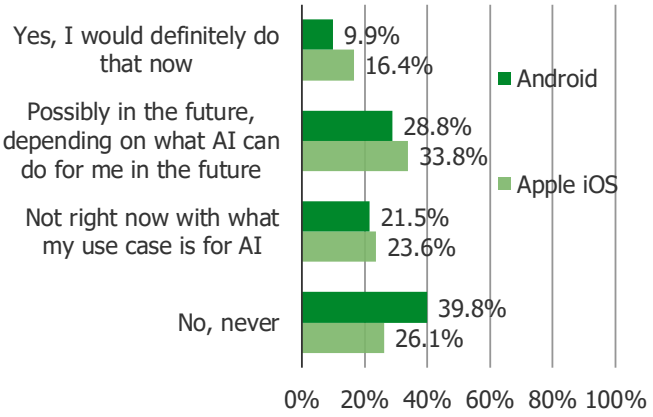
COULD YOU EVER SEE YOURSELF GOING OUT AND BUYING A NEW SMARTPHONE OR LAPTOP IF THOSE DEVICES WERE ABLE TO WORK BETTER WITH AI RELATED APPS THAN THE EXISTING ONES YOU OWN?

This question was posed to all respondents.

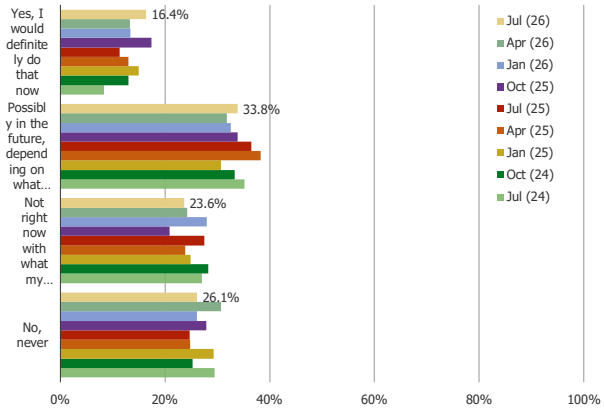


Cross-Tabbing The Above Data:

Apple vs. Android Users (July 26 Data)

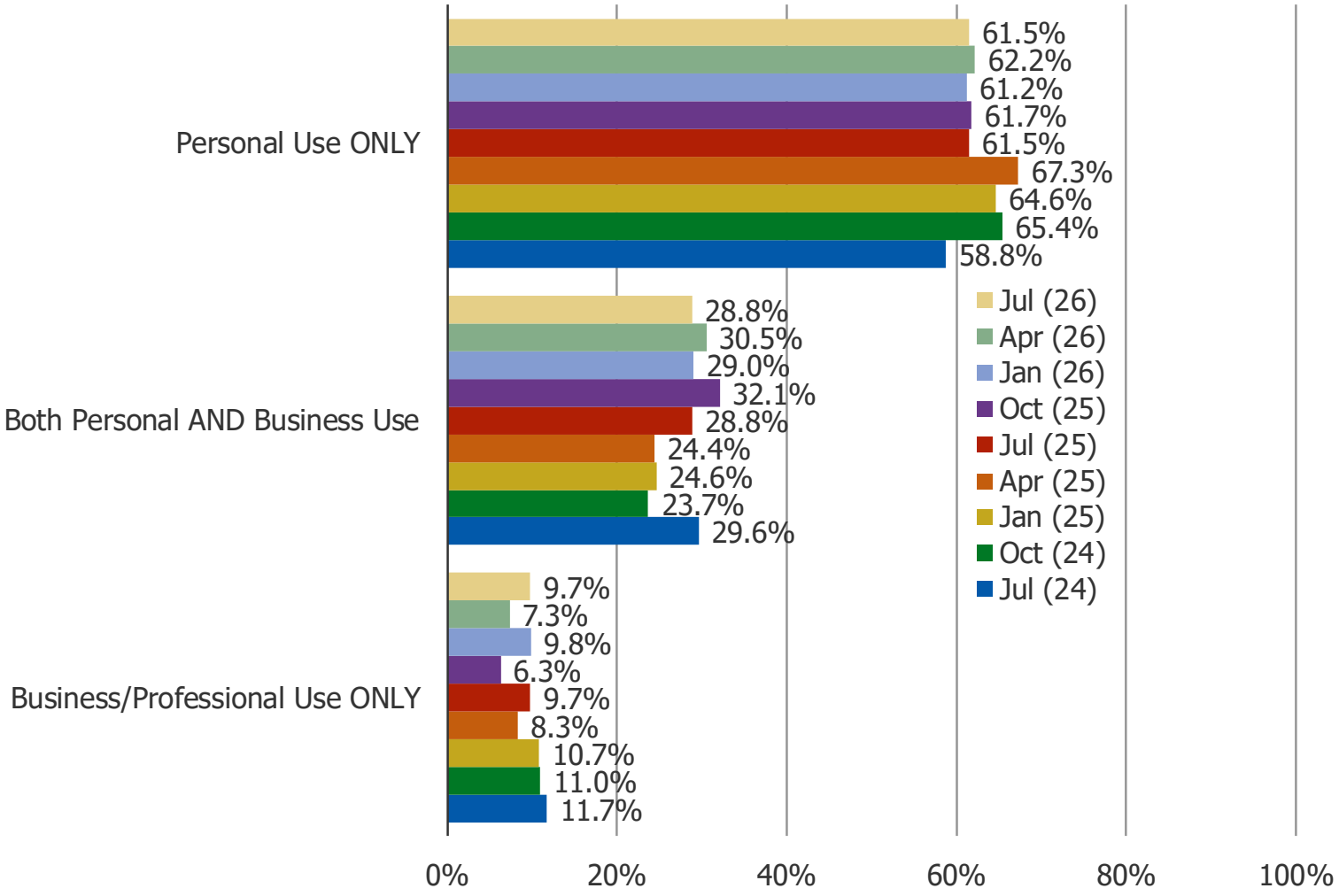


iOS Users (Time Series)



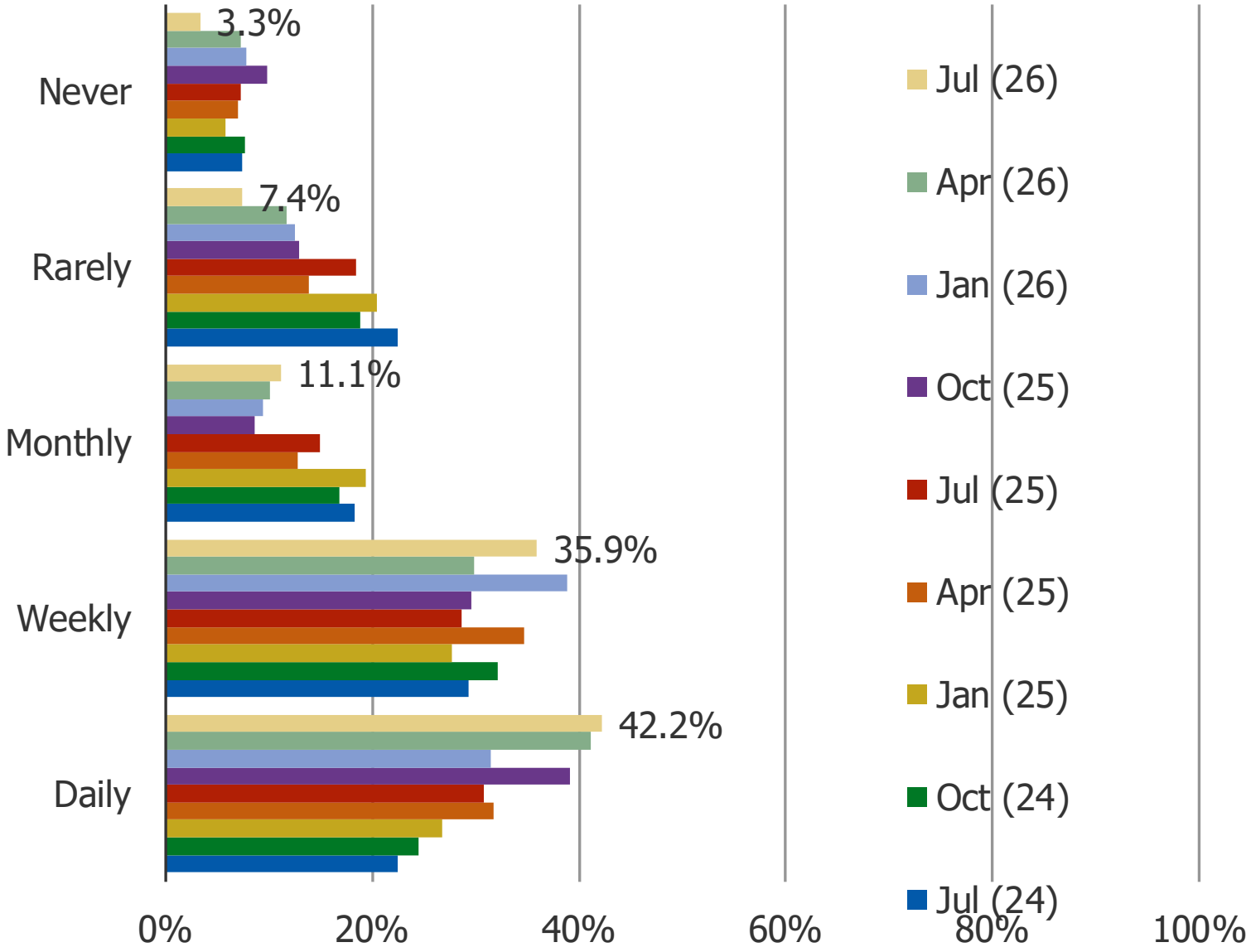
WHAT DO YOU USE AI CHATBOTS (LIKE CHATGPT, BARD, MICROSOFT COPILOT, GROK, ETC) FOR?

This question was posed to respondents who use AI chatbots more than never (N = 701)



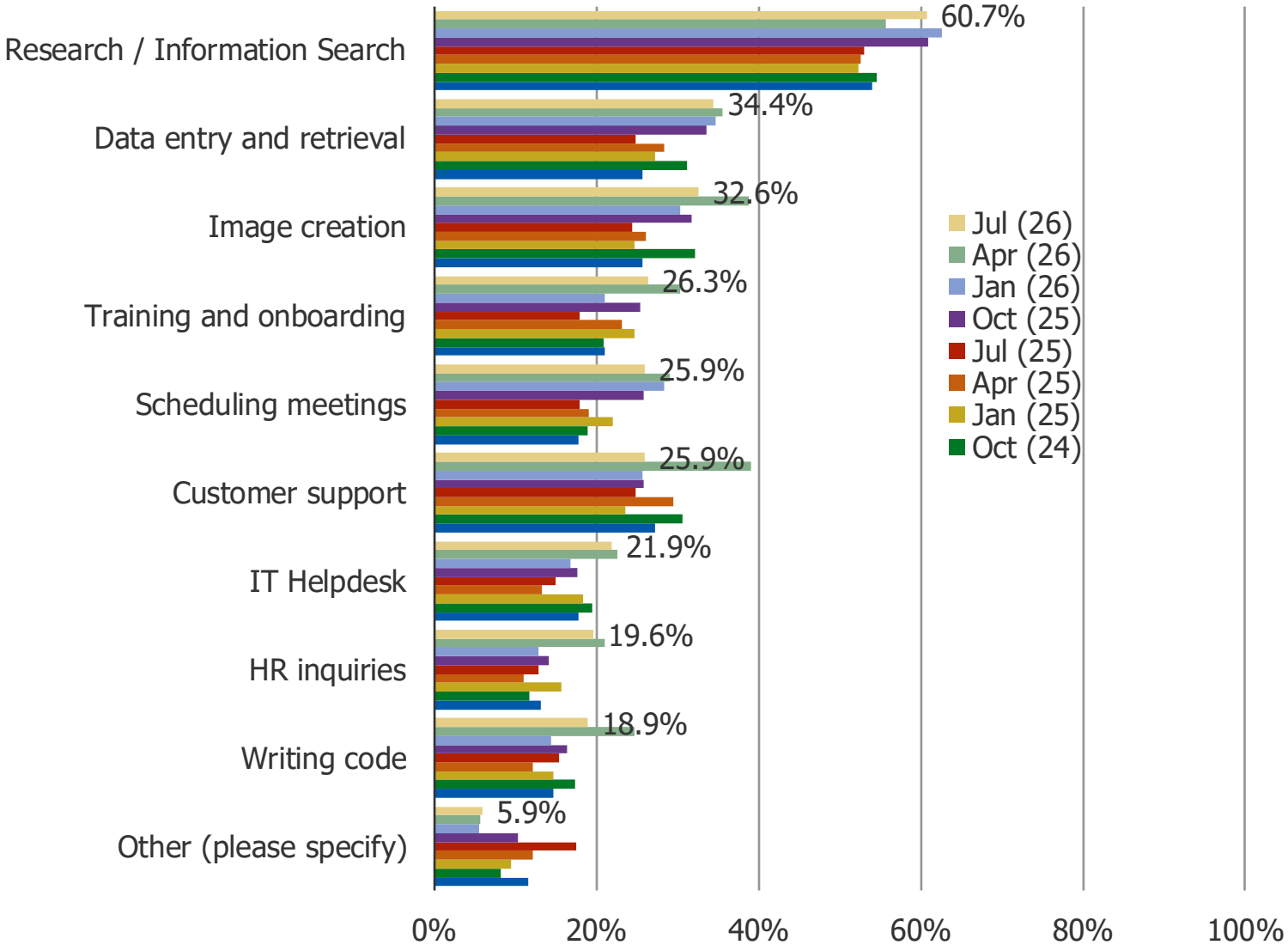
HOW FREQUENTLY DO YOU USE AI CHATBOTS AT WORK?

This question was posed to all respondents who use AI chatbots for work (N = 270)



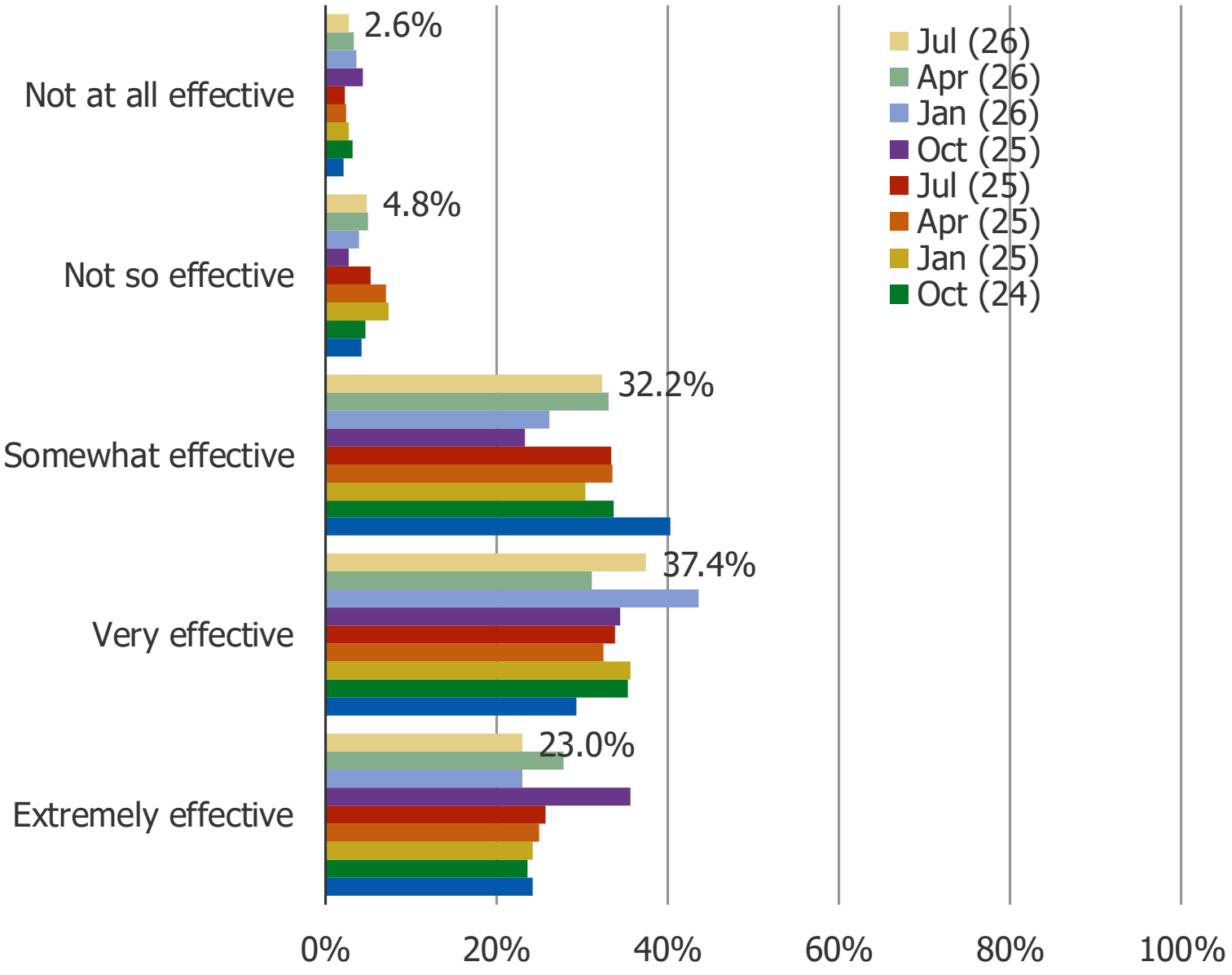
FOR WHICH TASKS DO YOU USE AI CHATBOTS AT WORK? SELECT ALL THAT APPLY

This question was posed to all respondents who use AI chatbots for work (N = 270)



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 = 270)



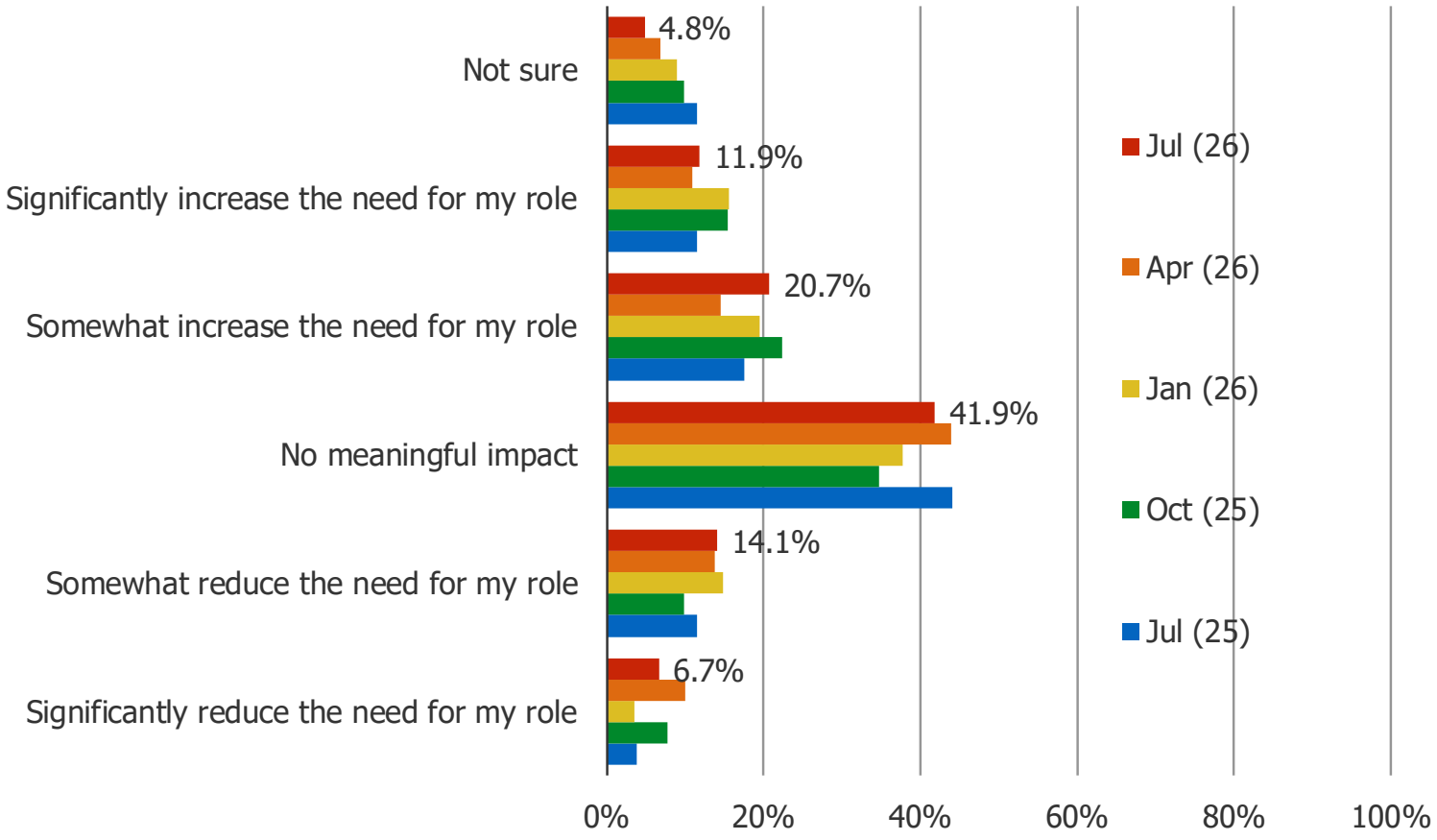
DO YOU EXPECT HOW OFTEN YOU USE AI CHATBOTS AT WORK TO CHANGE GOING FORWARD?

This question was posed to all respondents who use AI chatbots for work (N = 270)



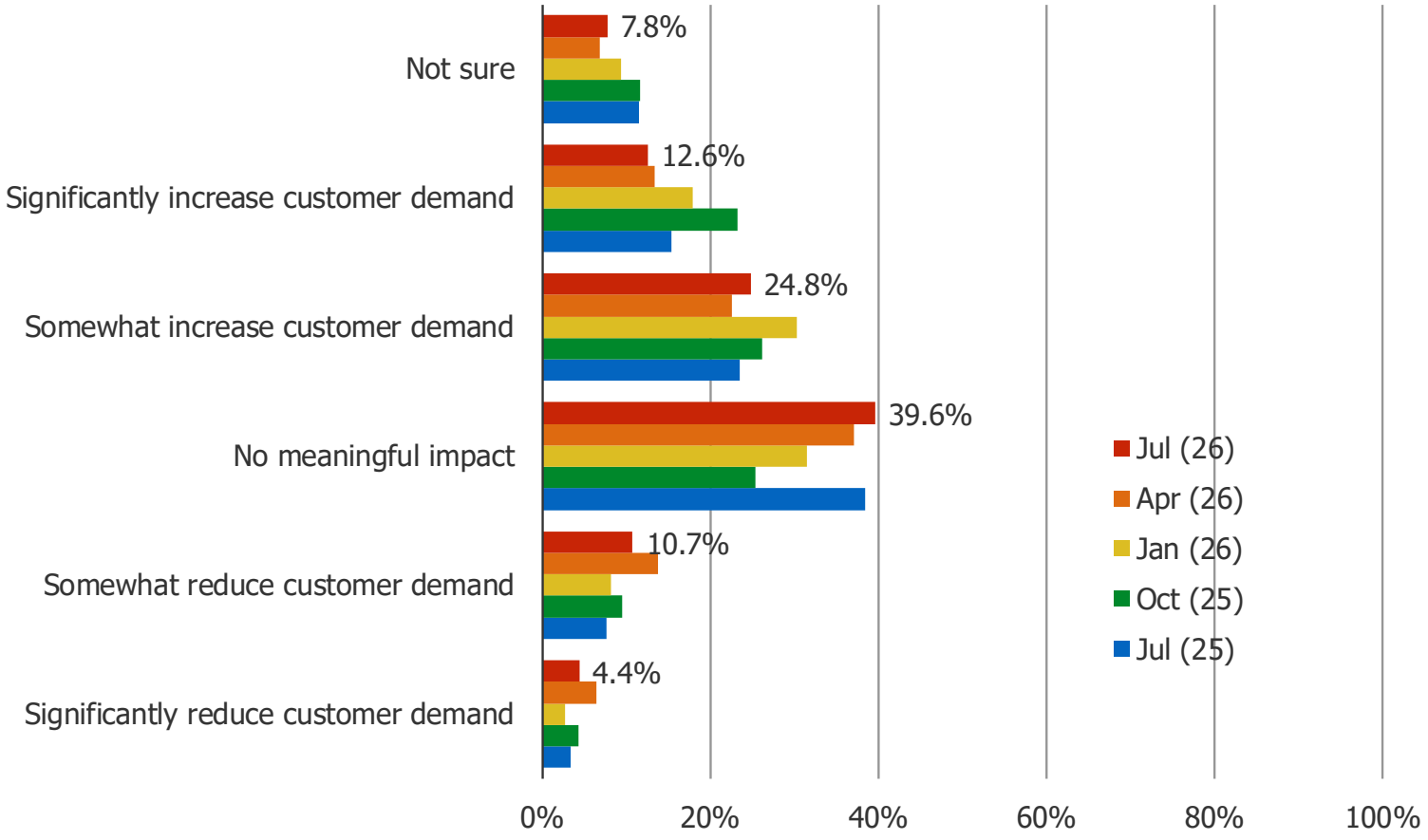
HOW DO YOU EXPECT AI TO IMPACT YOUR COMPANY'S NEED FOR YOUR ROLE IN THE NEXT 2–3 YEARS?

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



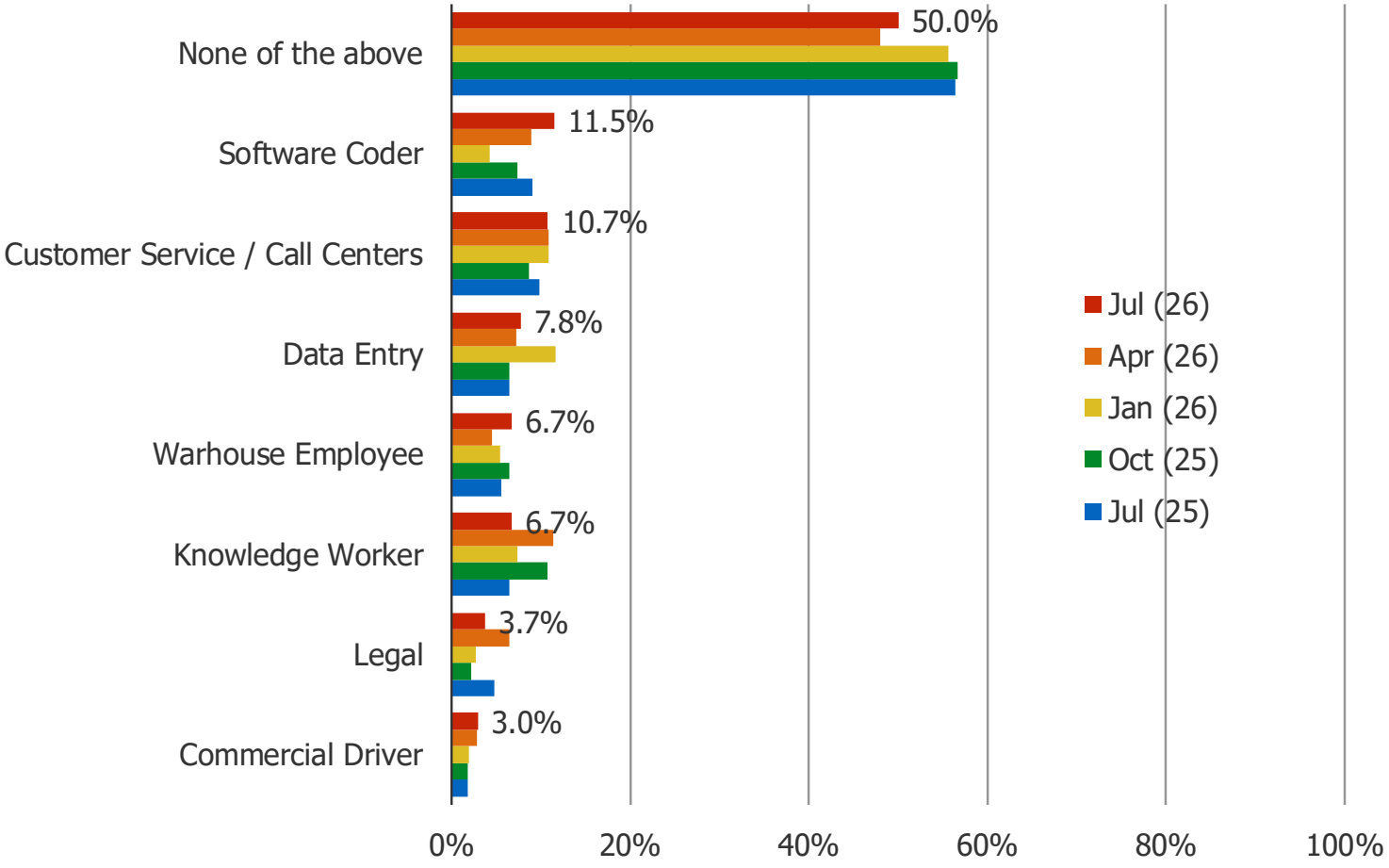
HOW DO YOU EXPECT AI TO IMPACT DEMAND FROM YOUR COMPANY'S CUSTOMERS IN THE NEXT 2–3 YEARS?

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?

Category	% of Total Responses	Key Terms & Groupings Captured
Information Gathering, Research & Questions	33.14%	Research, answers, "look up", search, learning, advice, "explain"
Other / Unclassified	22.02%	Highly ambiguous or unique responses that could not be mapped
Work, Writing & Productivity	15.31%	Work, emails, resume, coding, programming, editing, translating, math
Invalid / Unsure / Don't Use Chatbots	8.34%	"Not sure," "I don't use them," "never used," keyboard smashes
Customer Service, Support & Shopping	7.36%	Customer service, support, returns, shopping, tracking orders, billing
Ideas, Creativity, Planning & Brainstorming	5.60%	Brainstorming, recipes, planning, vacation itineraries, images, crafts
Entertainment, Fun & Casual Chat	3.49%	Fun, boredom, jokes, playing games, "pass the time", casual chat
School & Education	2.33%	School, homework, studying, essays, college, assignment
General / Everything	1.97%	"Everything", "all sorts", "a lot of things"
Voice Assistants & Smart Home Commands	0.44%	Alexa, Siri, alarms, weather, thermostats, timers

What do you use AI chatbots for?

Category	Trend Direction	R^2	P-Value
Information Gathering, Research & Questions	Up	0.8729	0.0000
Other / Unclassified	Down	0.7511	0.0006
Entertainment, Fun & Casual Chat	Down	0.6097	0.0046
General / Everything	Up	0.5147	0.0129
School & Education	Down	0.4536	0.0231
Invalid / Unsure / Don't Use Chatbots	Down	0.2702	0.1012
Work, Writing & Productivity	Down	0.1364	0.2637
Ideas, Creativity, Planning & Brainstorming	Up	0.0927	0.3627
Voice Assistants & Smart Home Commands	Down	0.0149	0.7210
Customer Service, Support & Shopping	Up	0.0053	0.8321

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

Category	% of Total Responses	Key Terms & Groupings Captured
No Expectations / None / Unsure	55.70%	"None," "no," "idk," "not sure," "haven't thought about it," "no expectations"
Other / Unclassified	23.53%	Highly ambiguous or unique responses that could not be mapped
Positive: Efficiency, Speed & Productivity	9.84%	Faster, easier, efficient, "save time," "make life easier," productive, helpful
Negative: Fear, Anti-AI & Lack of Trust	4.03%	Scary, dangerous, "take jobs," "steal data," inaccurate, "don't trust," terminator
Positive: General Optimism & Future Potential	3.74%	Future, innovate, "new era," advanced, awesome, exciting, positive
Positive: Accuracy, Reliability & Information	2.54%	Accurate, consistent, reliable, facts, "less errors," truth, smarter
Positive: Personalization & Human-Like	0.40%	Human-like, emotion, empathy, conversational, friendly
Positive: Accessibility & Cost	0.22%	Free, cheap, affordable, "available everywhere"

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

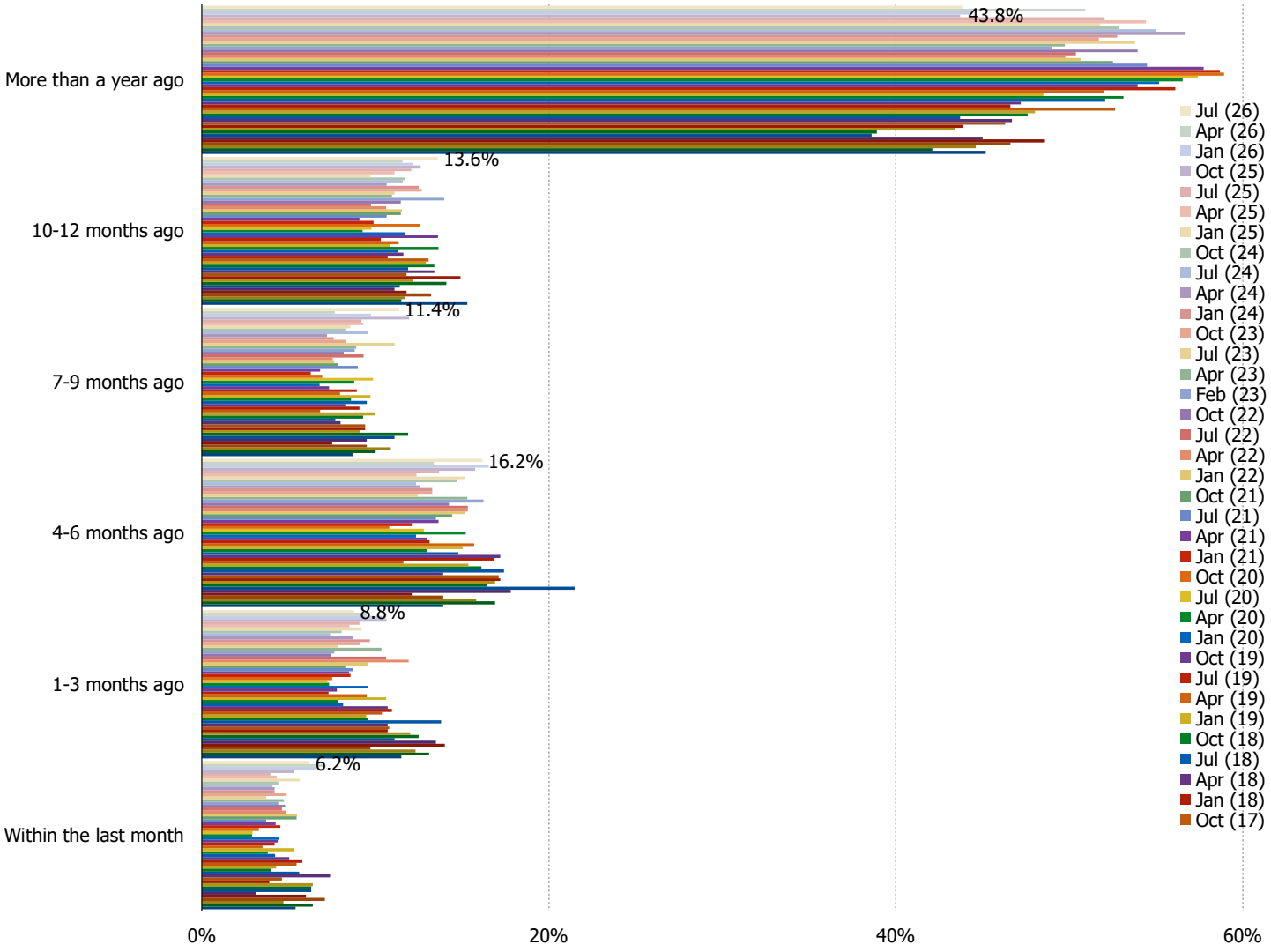
Category	Trend Direction	R^2	P-Value
No Expectations / None / Unsure	Down	0.7565	0.0005
Positive: Accessibility & Cost	Up	0.7442	0.0006
Other / Unclassified	Up	0.6343	0.0033
Positive: Efficiency, Speed & Productivity	Up	0.2305	0.1350
Positive: Accuracy, Reliability & Information	Up	0.2141	0.1519
Positive: General Optimism & Future Potential	Up	0.1244	0.2874
Negative: Fear, Anti-AI & Lack of Trust	Up	0.0126	0.7424
Positive: Personalization & Human-Like	Down	0.0035	0.8633

SMARTPHONE REFRESH CYCLES

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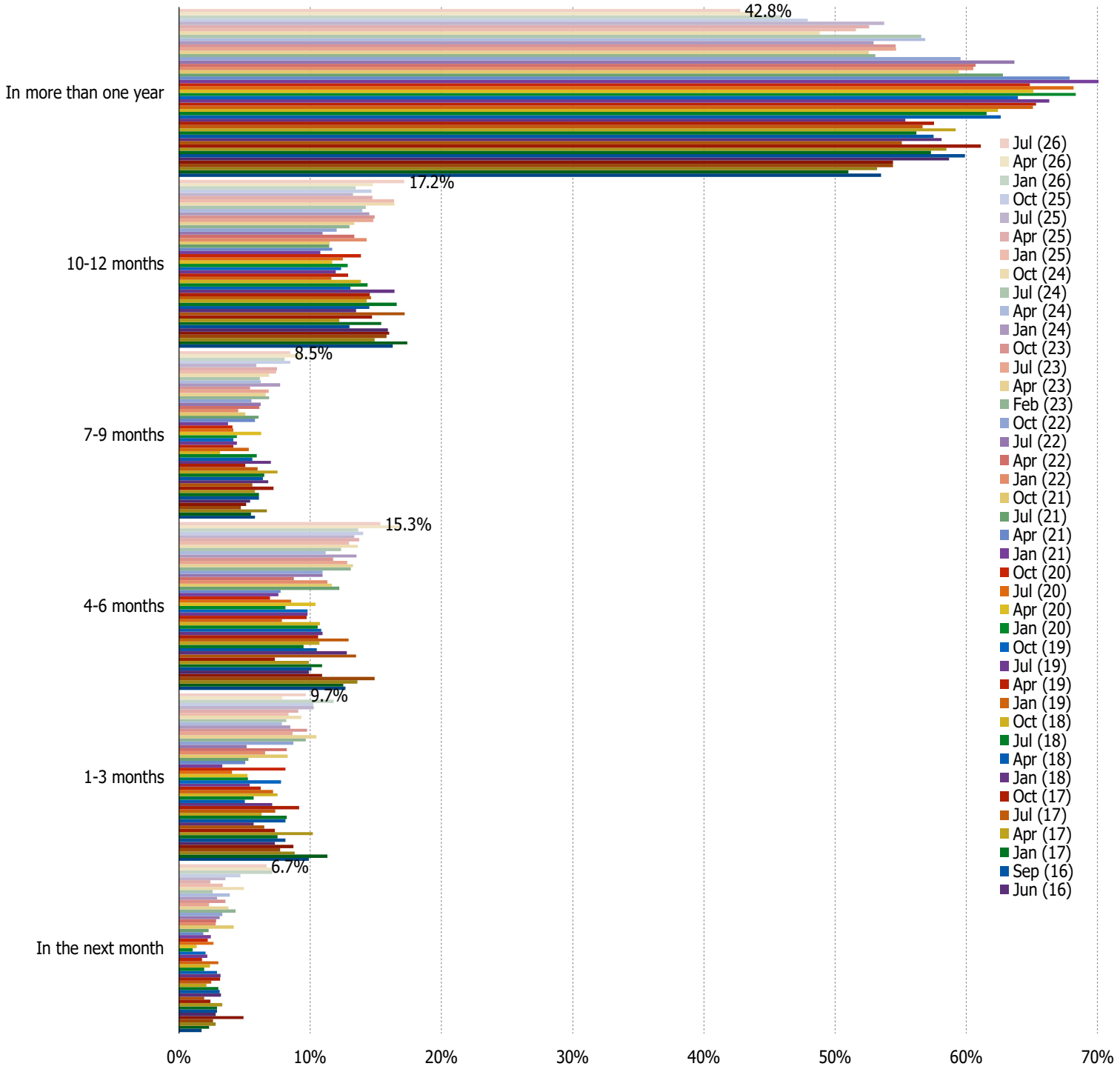
WHEN DID YOU GET YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.



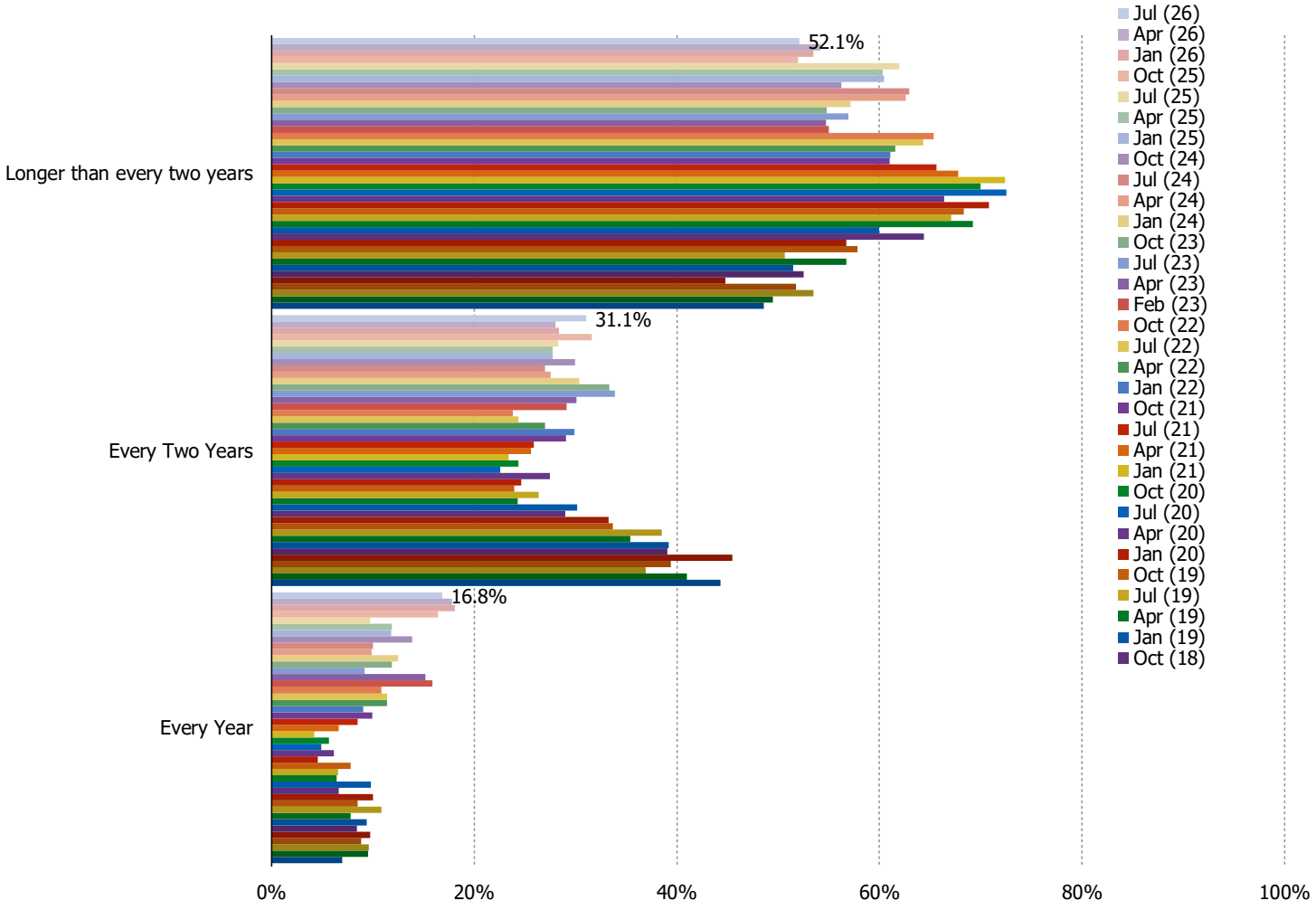
EXPECTED DATE OF NEXT SMARTPHONE PURCHASE

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.

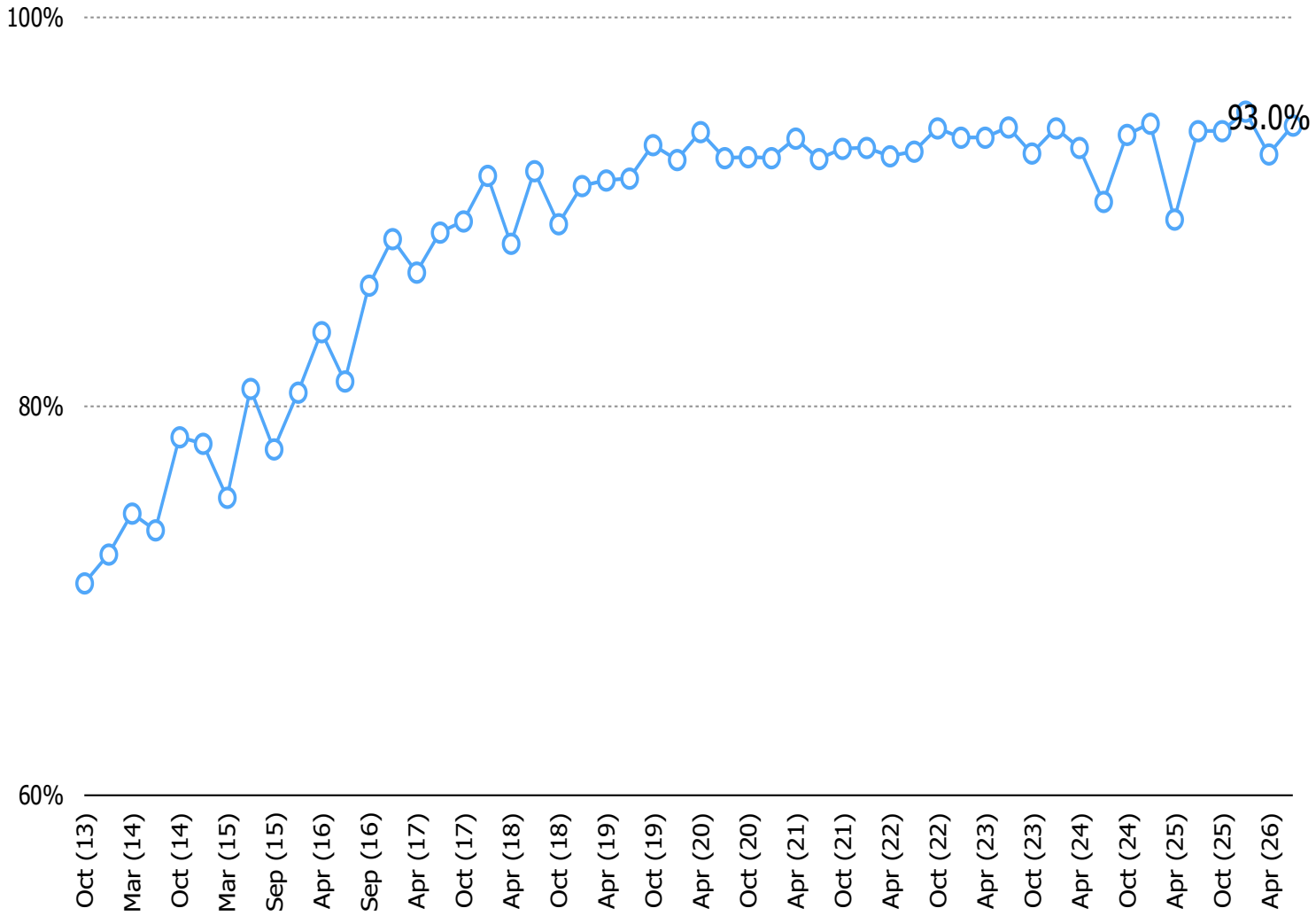


SMARTPHONE MARKET SHARE AND MIX

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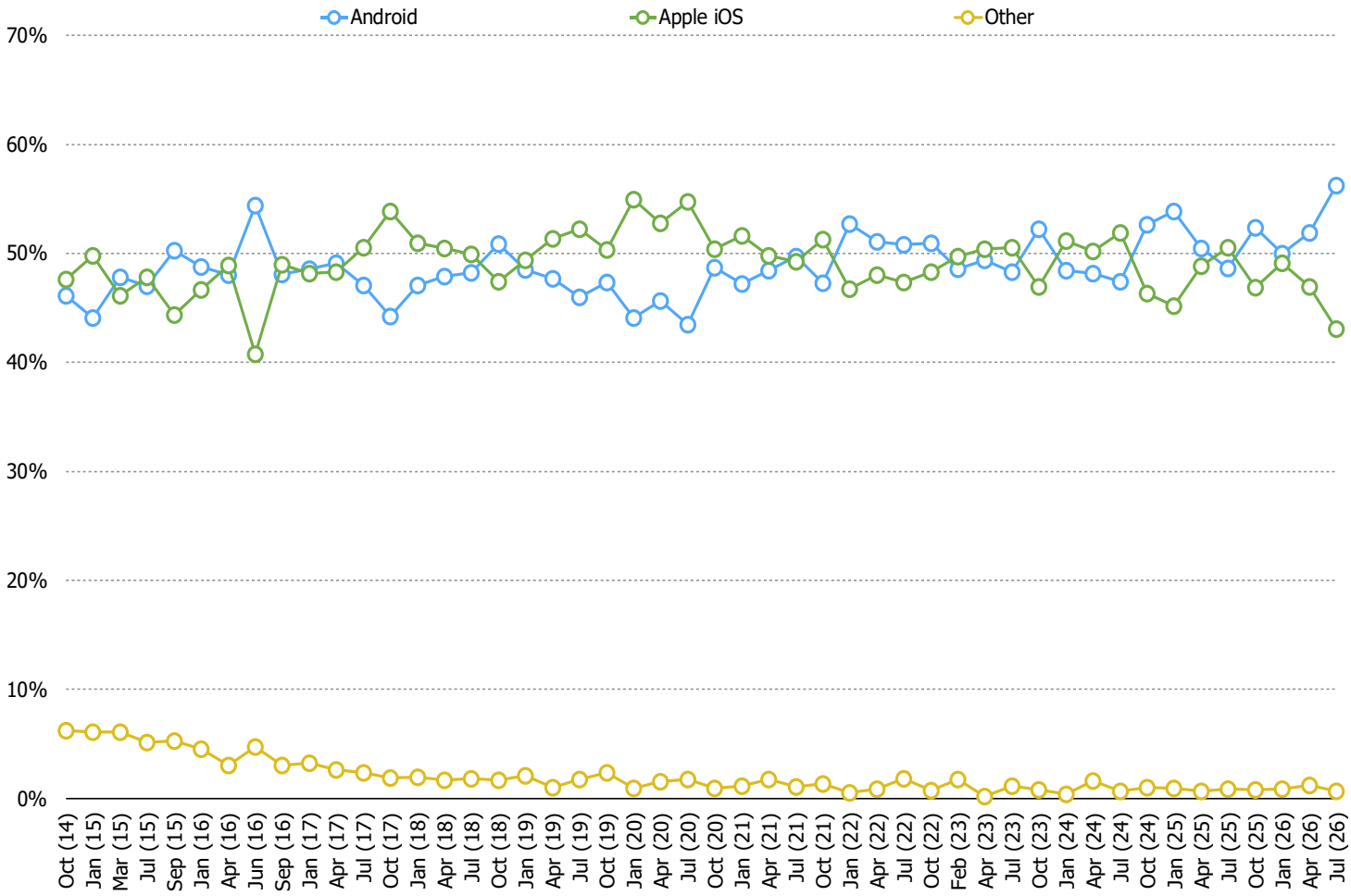
DO YOU OWN A SMARTPHONE?

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.

Category	% of Total Responses	Key Terms & Groupings Captured
Price, Affordability & Value	28.02%	Expensive, cheaper, overpriced, cost, "can't afford Apple," budget
Other / Unclassified	24.18%	Ambiguous or unique responses that could not be mapped
General Preference (Specific Brand)	13.86%	"Prefer Samsung," "love Android," Galaxy, Pixel, "Android is better"
Familiarity, Habit & Prior Experience	8.89%	"Used to it," familiar, habit, "always had Android," "all I know"
System, Customization & Freedom	7.53%	Customization, open source, restrictive, features, battery, SD card
Dislikes Apple (Brand, Fanbase, or Corporate)	6.44%	"Hate Apple," "Apple sucks," cult, sheep, monopoly, proprietary
Ease of Use (Android is Easier)	4.99%	Easier, simple, "Apple is complicated," user-friendly, confusing
Invalid / Unsure / Noise	3.66%	"Not sure," "I don't know," "no reason," keyboard smashes
Family & Friends Use It	1.00%	Family, friends, husband, kids
Ecosystem & Compatibility	0.89%	Windows, PC, Google, Microsoft, "all my electronics are Android"
Gift or Provided by Work	0.54%	Gift, work phone, "given to me"

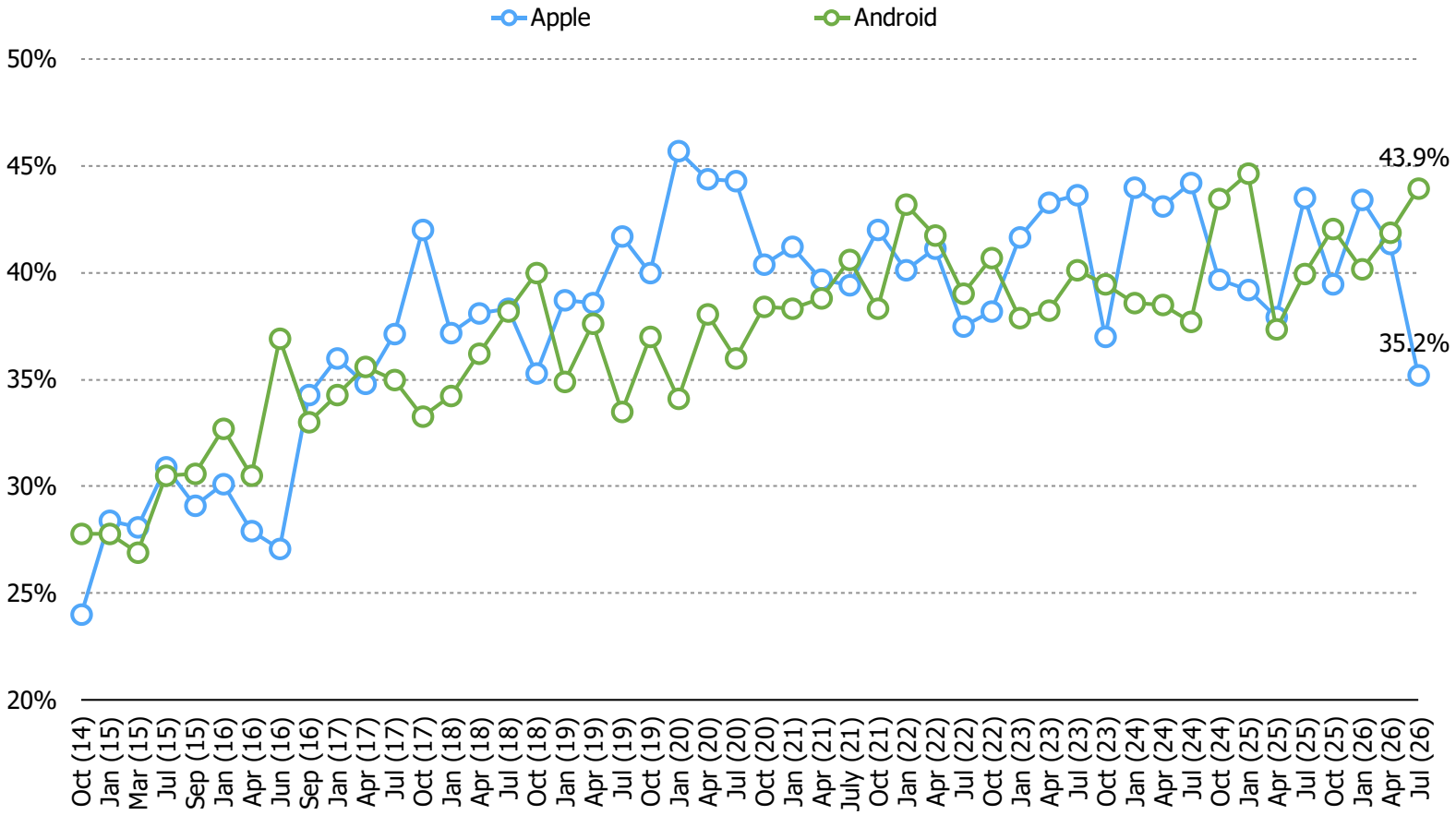
WHY DON'T YOU OWN AN APPLE IPHONE (IE, WHY DID YOU CHOOSE AN ANDROID PHONE INSTEAD)?

This question was posed to Android owners.

Category	Trend Direction	R^2	P-Value
Price, Affordability & Value	Down	0.5256	0.0004
General Preference (Specific Brand)	Up	0.3511	0.0075
Other / Unclassified	Up	0.1348	0.1220
Ecosystem & Compatibility (Google/Windows)	Up	0.0636	0.2977
Familiarity, Habit & Prior Experience	Down	0.0427	0.3961
Invalid / Unsure / Noise	Up	0.0164	0.6011
Dislikes Apple (Brand, Fanbase, or Corporate)	Down	0.0148	0.6196
System, Customization & Freedom	Down	0.0102	0.6808
Family & Friends Use It	Up	0.0098	0.6871
Ease of Use (Android is Easier)	Down	0.0074	0.7268
Gift or Provided by Work	Down	0.0074	0.7260

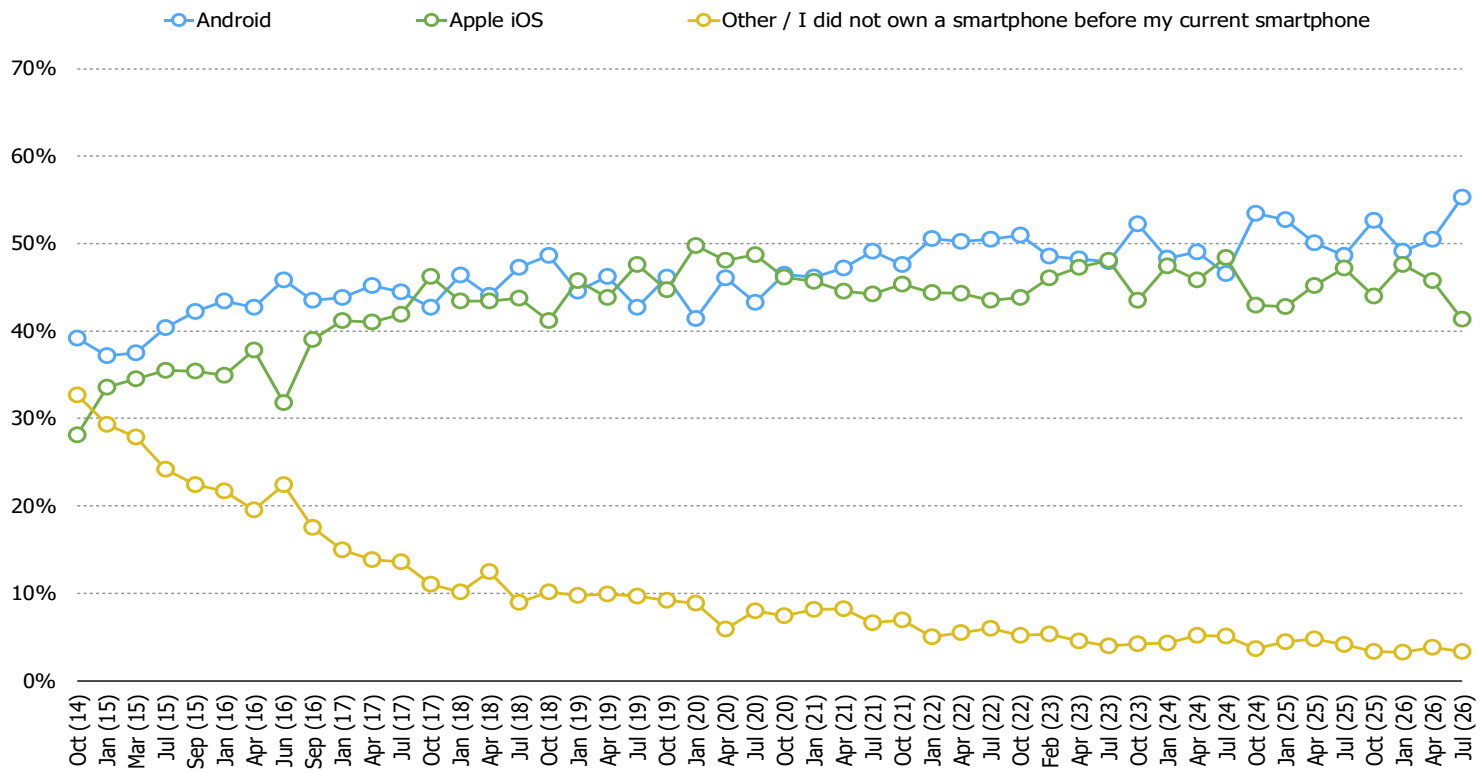
"TRIPLE PLAYS" – PERCENTAGE OF SMARTPHONE OWNERS WHO OWN THE SAME OPERATING SYSTEM FOR LAST PHONE, CURRENT PHONE, AND PLAN TO USE SAME FOR NEXT PHONE

This question was posed to smartphone owners.



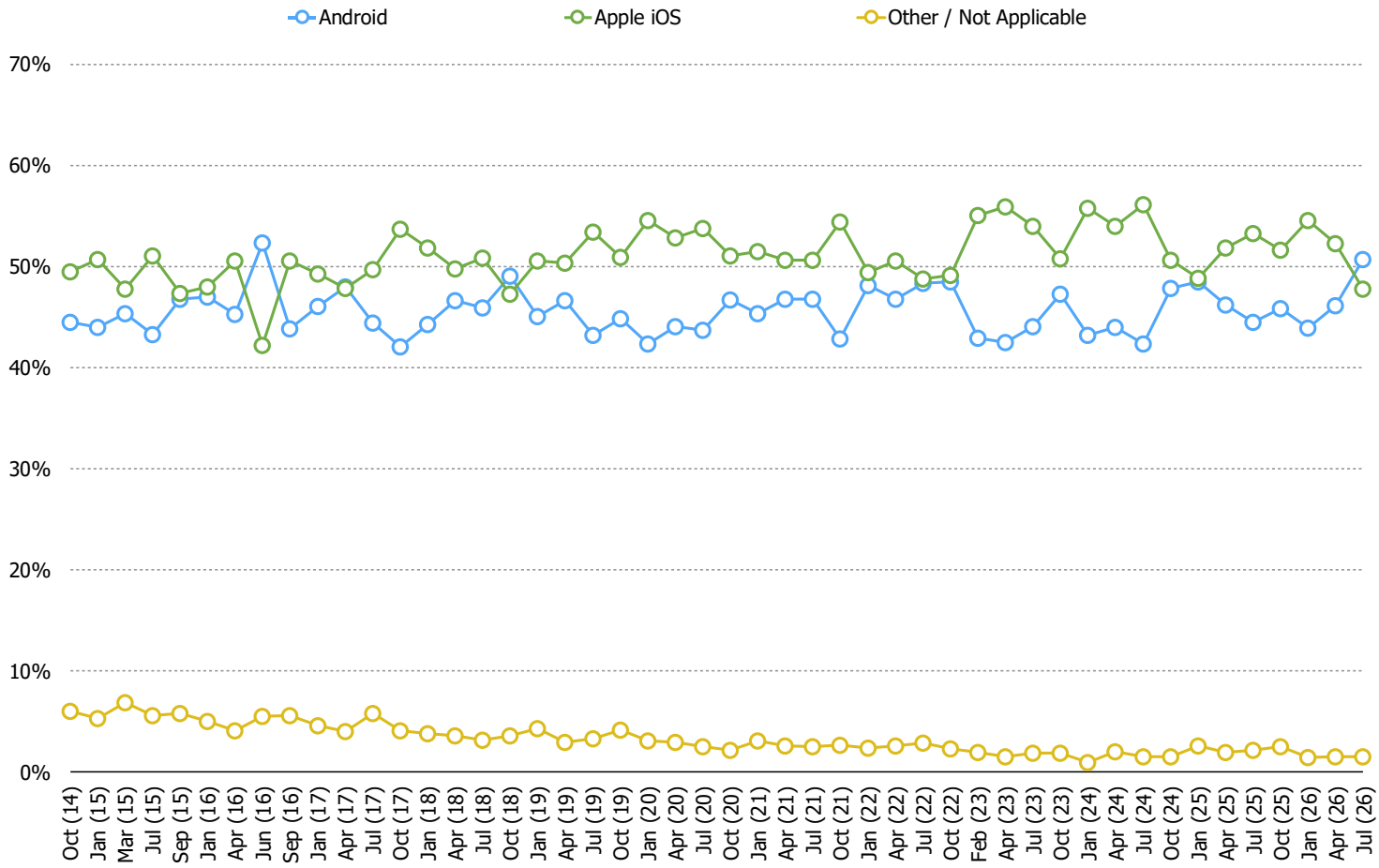
OPERATING SYSTEM FOR SMARTPHONE BEFORE CURRENT SMARTPHONE

This question was posed to smartphone owners.



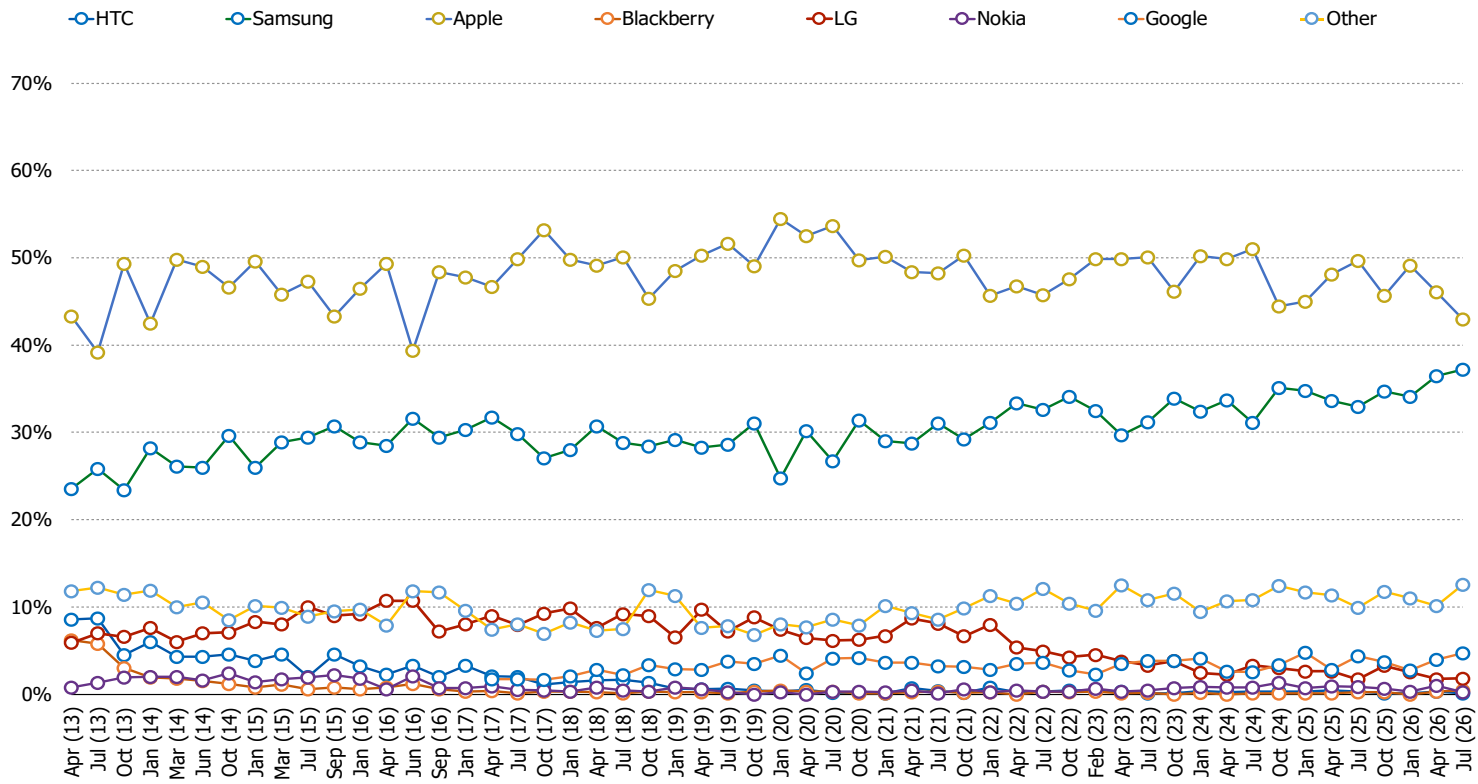
OPERATING SYSTEM FOR NEXT SMARTPHONE

This question was posed to smartphone owners.



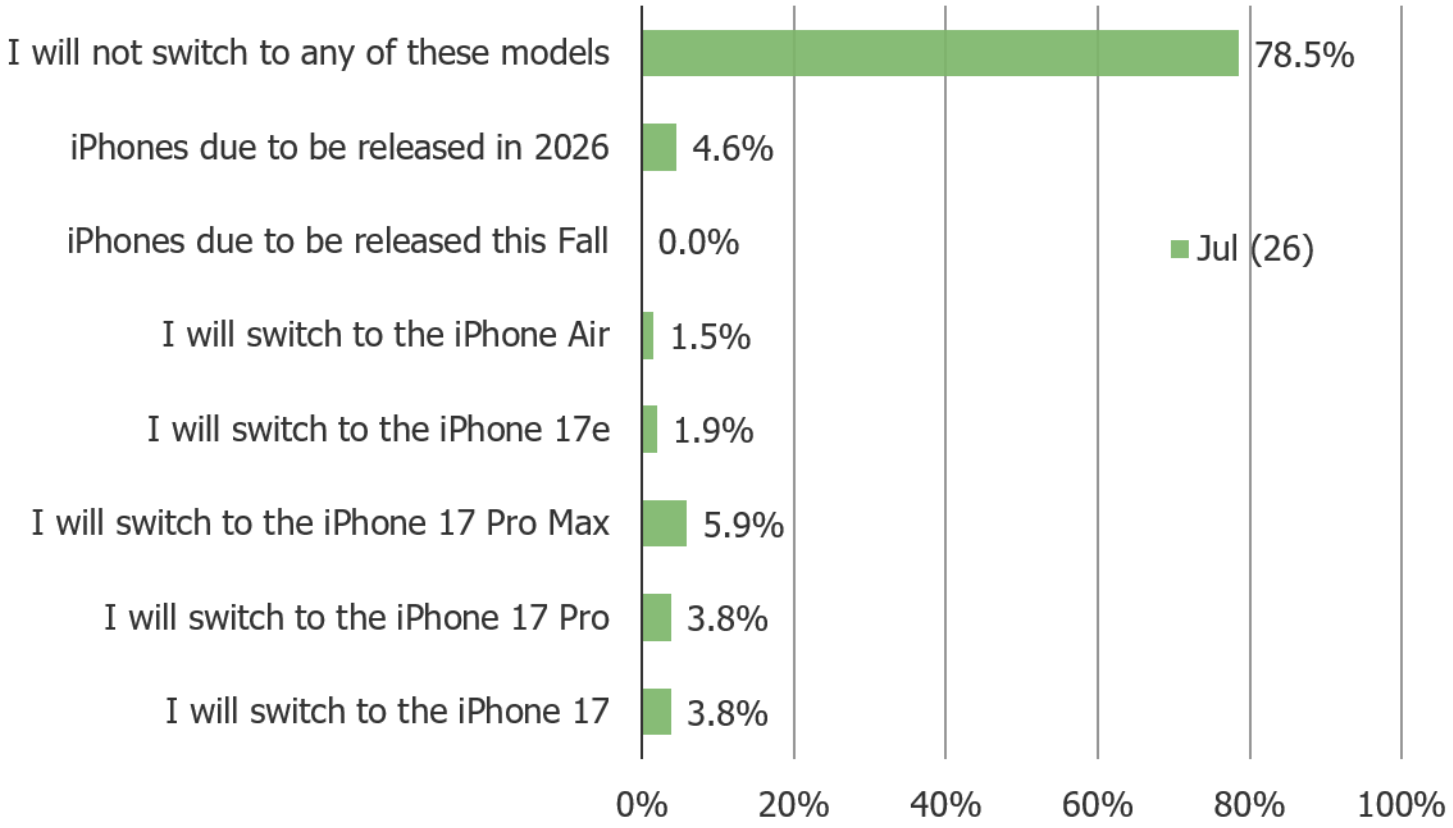
MARKET SHARE - SMARTPHONES

This question was posed to smartphone owners.



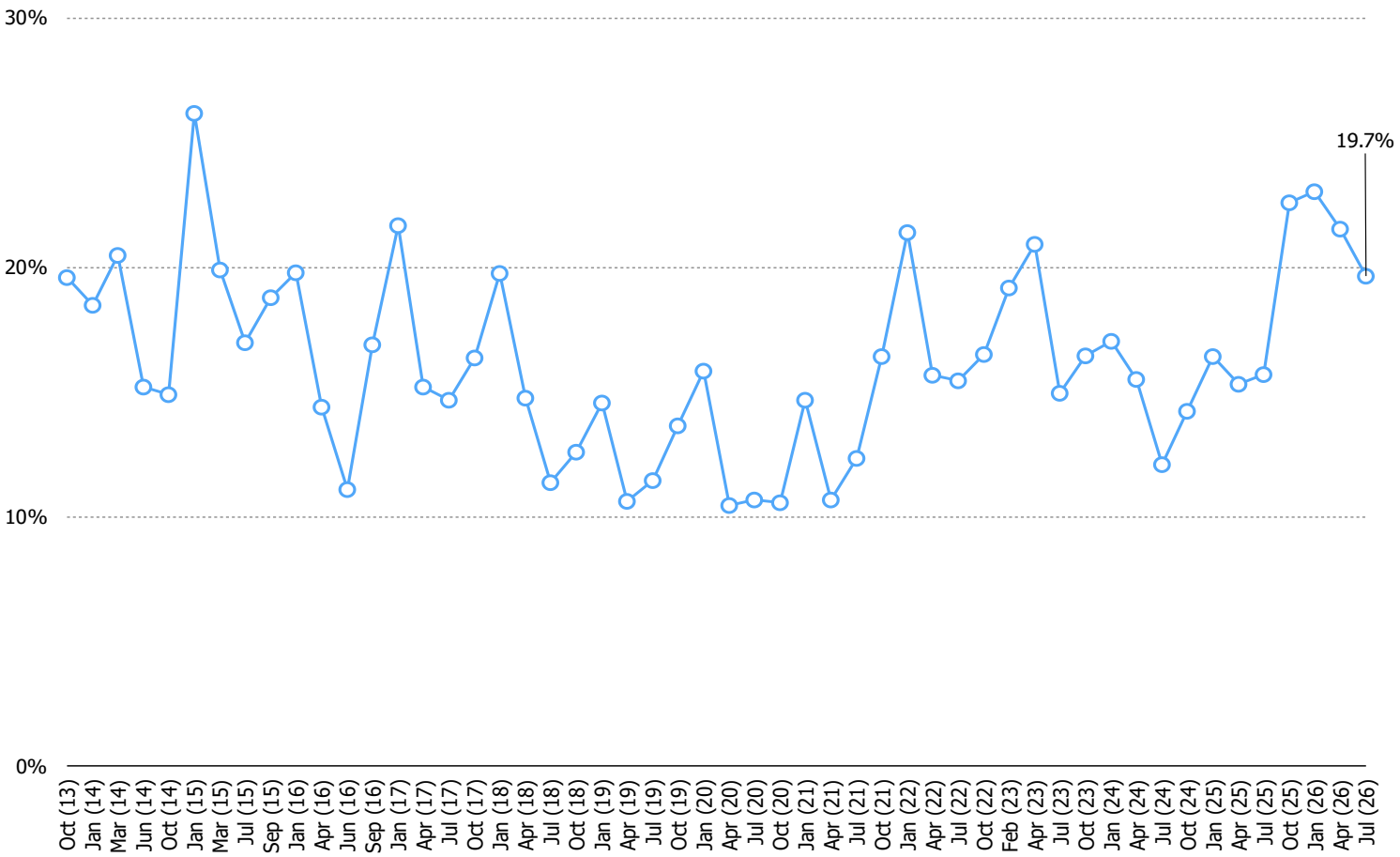
DO YOU PLAN TO SWITCH TO ANY OF THE LATEST OR UPCOMING IPHONES WHEN IT IS TIME TO GET A NEW SMARTPHONE?

This question was posed to Android smartphone owners.



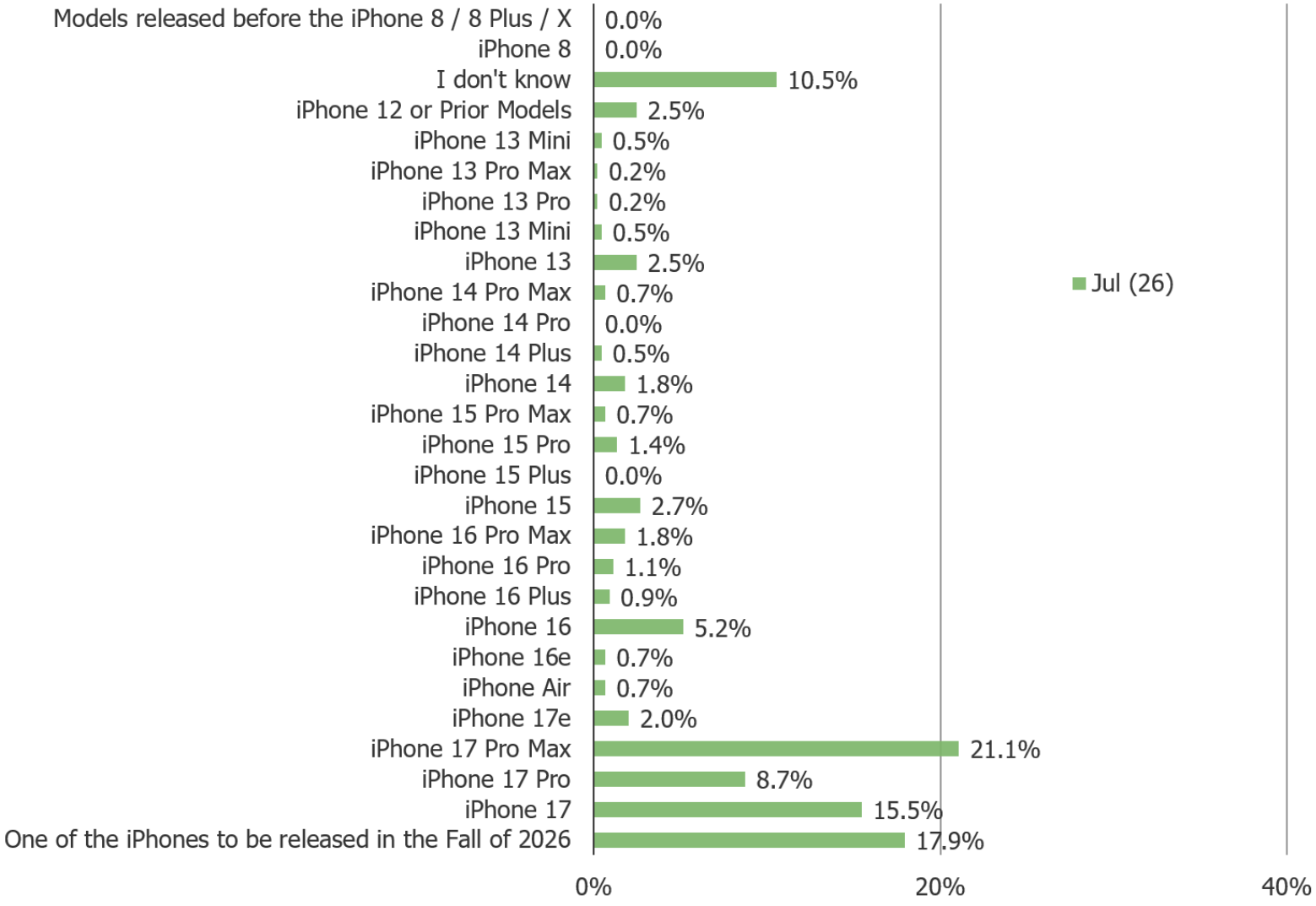
GOT IPHONE WITHIN PAST THREE MONTHS

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.

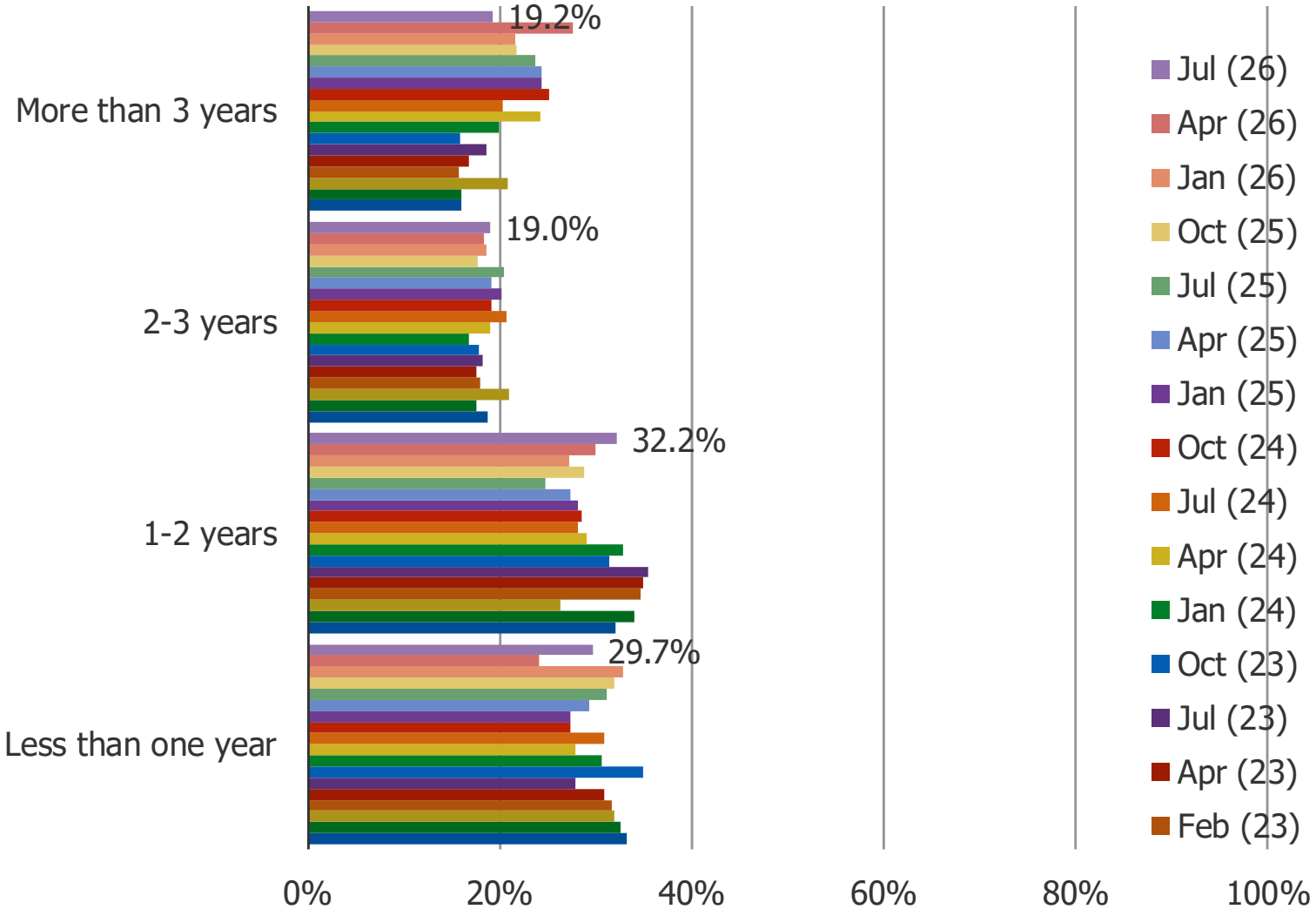


IPHONE PURCHASE PREFERENCES AND TESTING A LEASING MODEL

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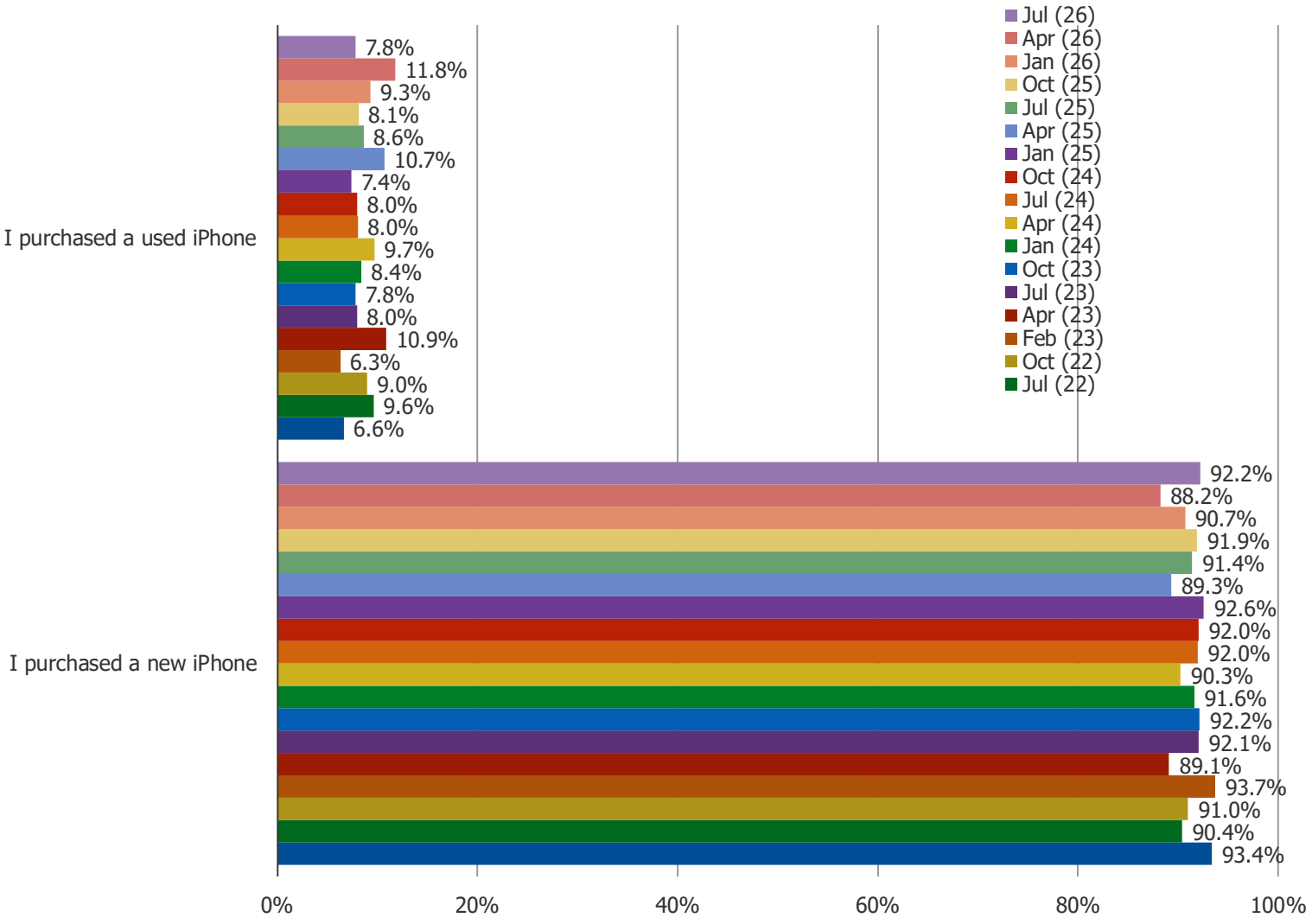
FOR HOW LONG HAVE YOU OWNED YOUR CURRENT IPHONE?

This question was posed to iPhone owners.



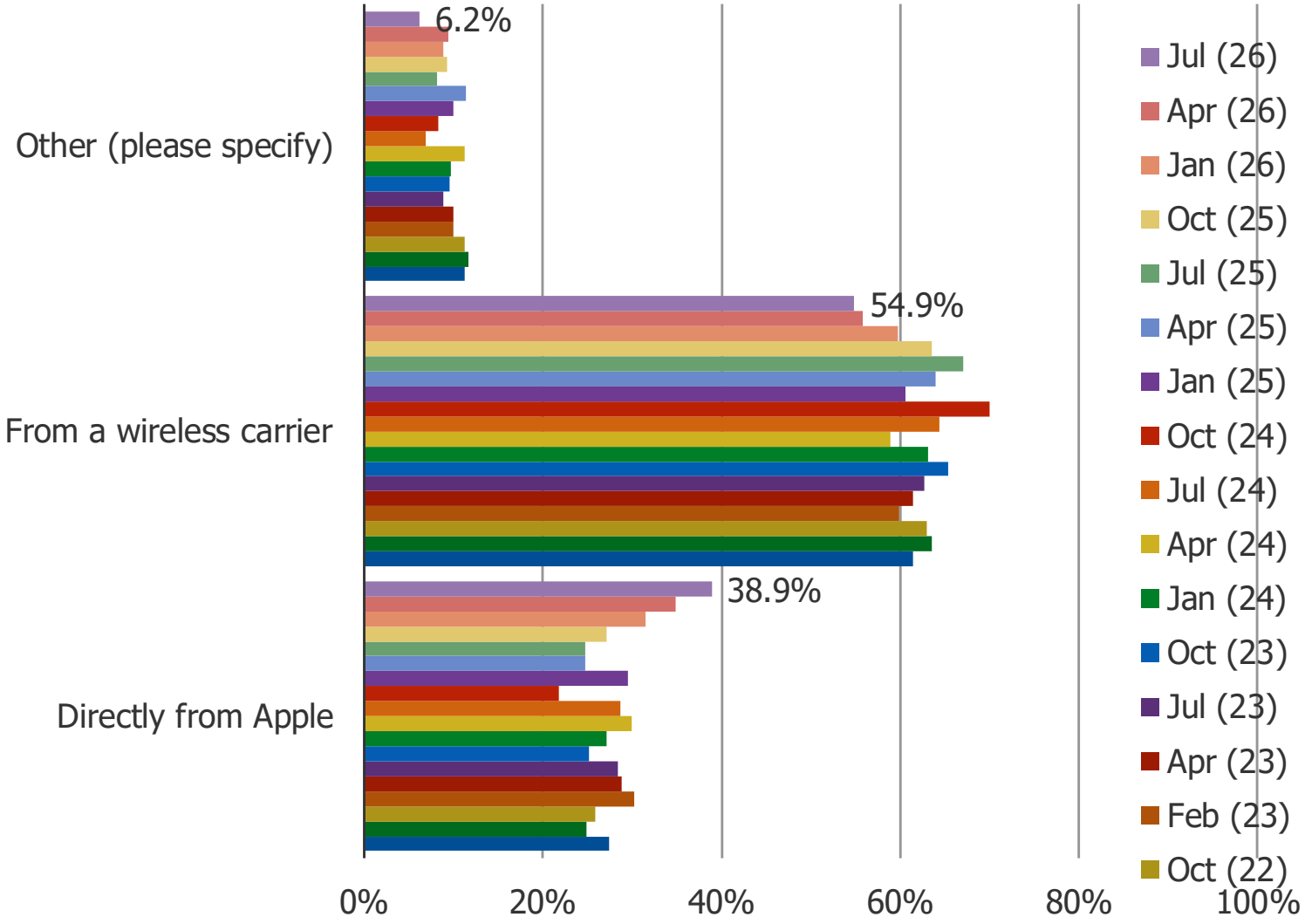
HOW DID YOU PURCHASE YOUR IPHONE?

This question was posed to iPhone owners.



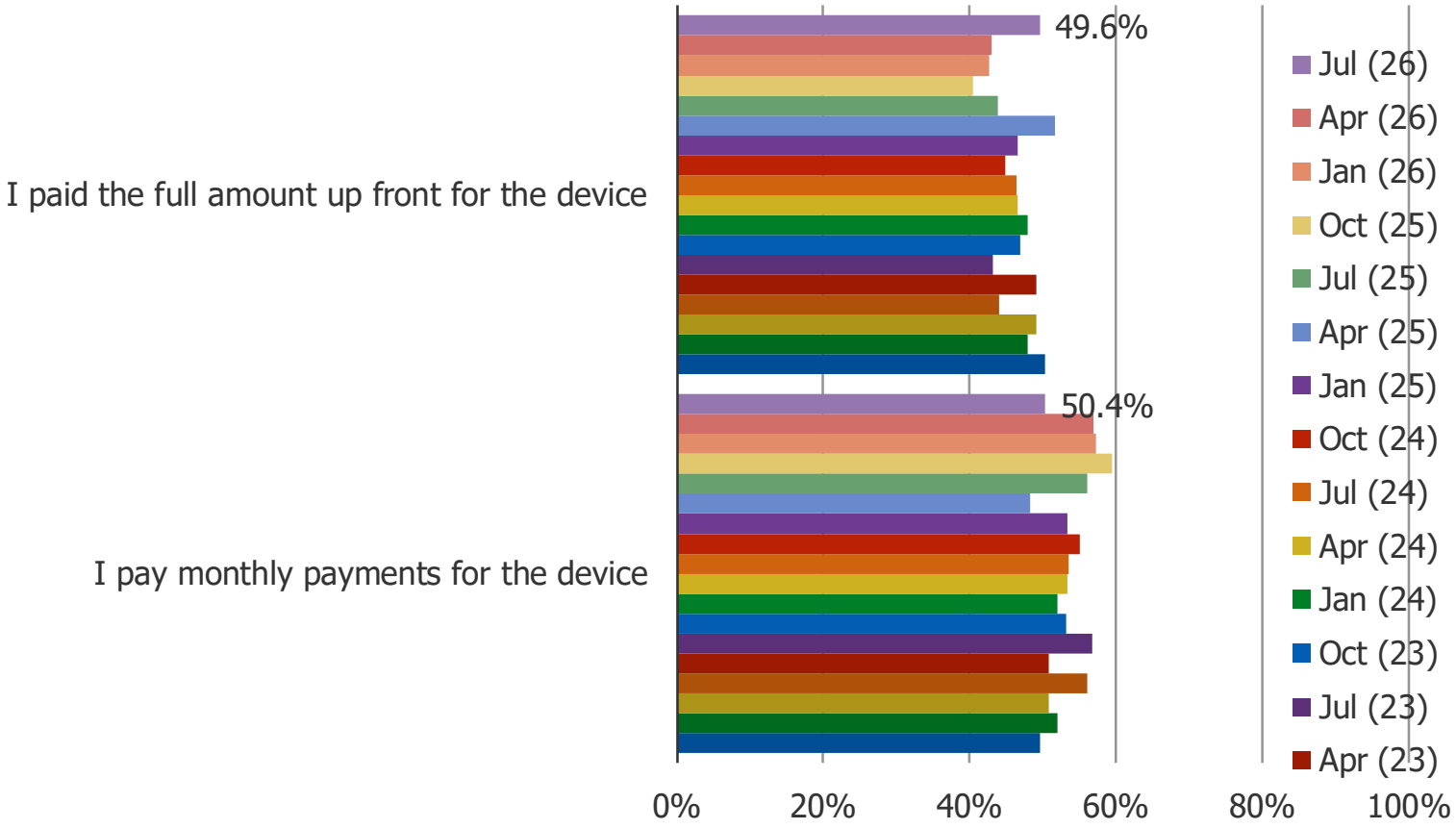
HOW DID YOU PURCHASE YOUR CURRENT IPHONE?

This question was posed to iPhone owners.



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

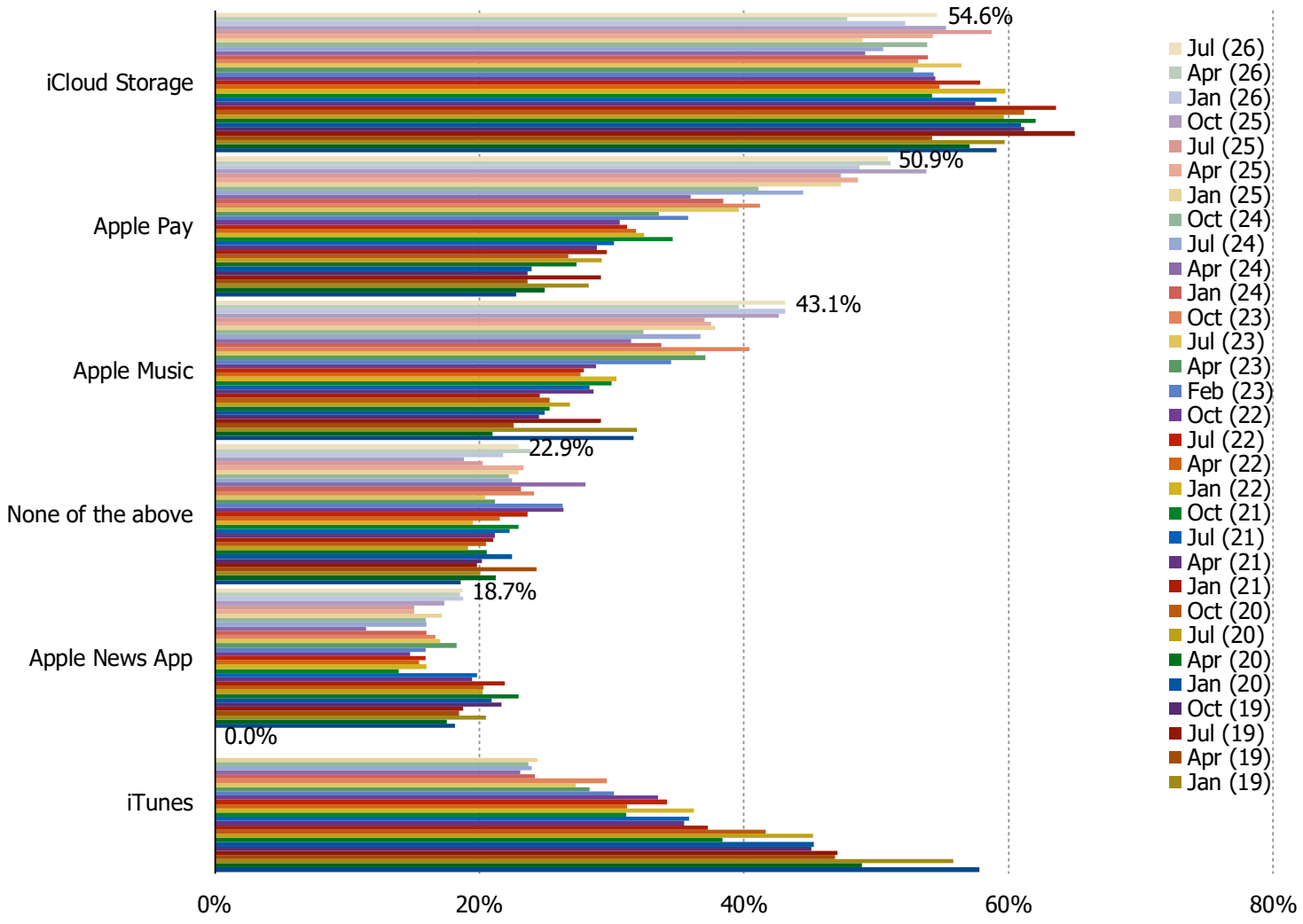
This question was posed to iPhone owners.



AAPL PAY QUESTIONS

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

This question was posed to iPhone owners.

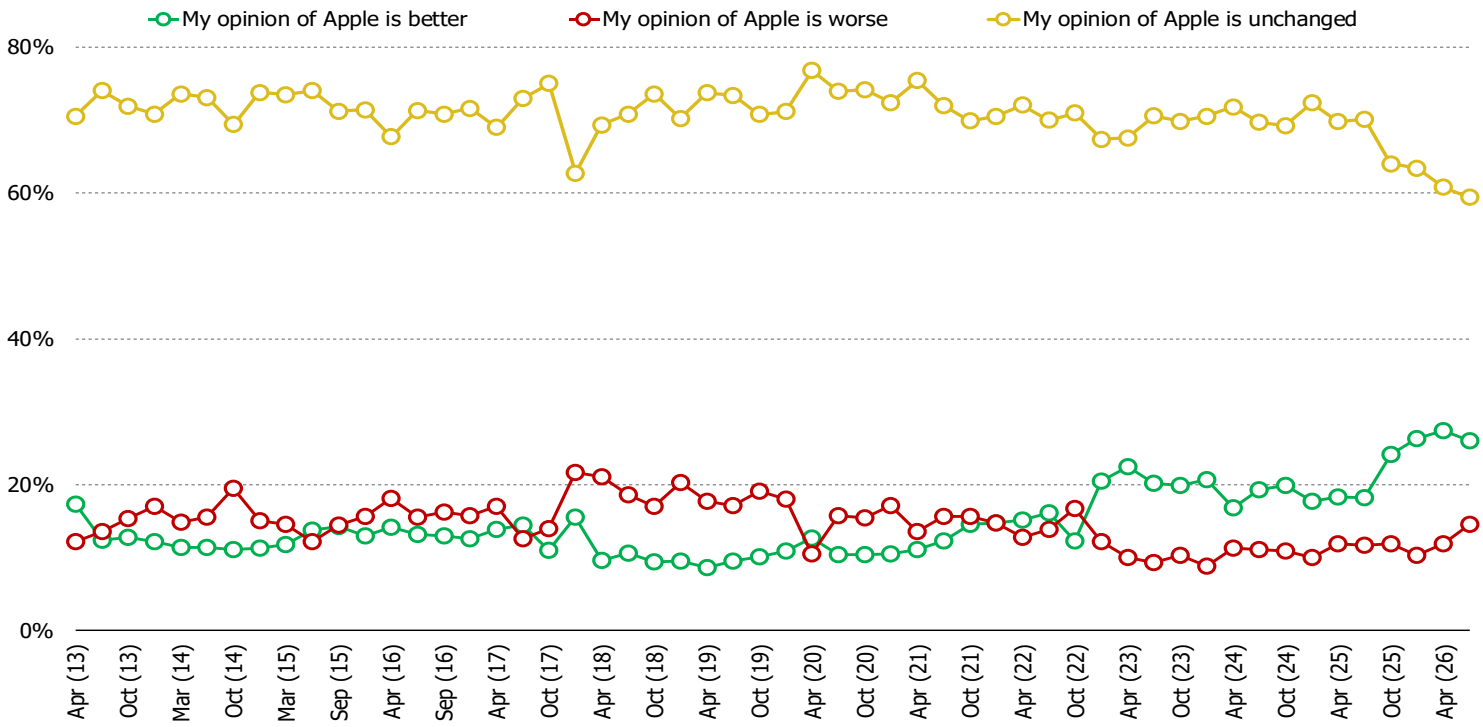


CONSUMER SENTIMENT

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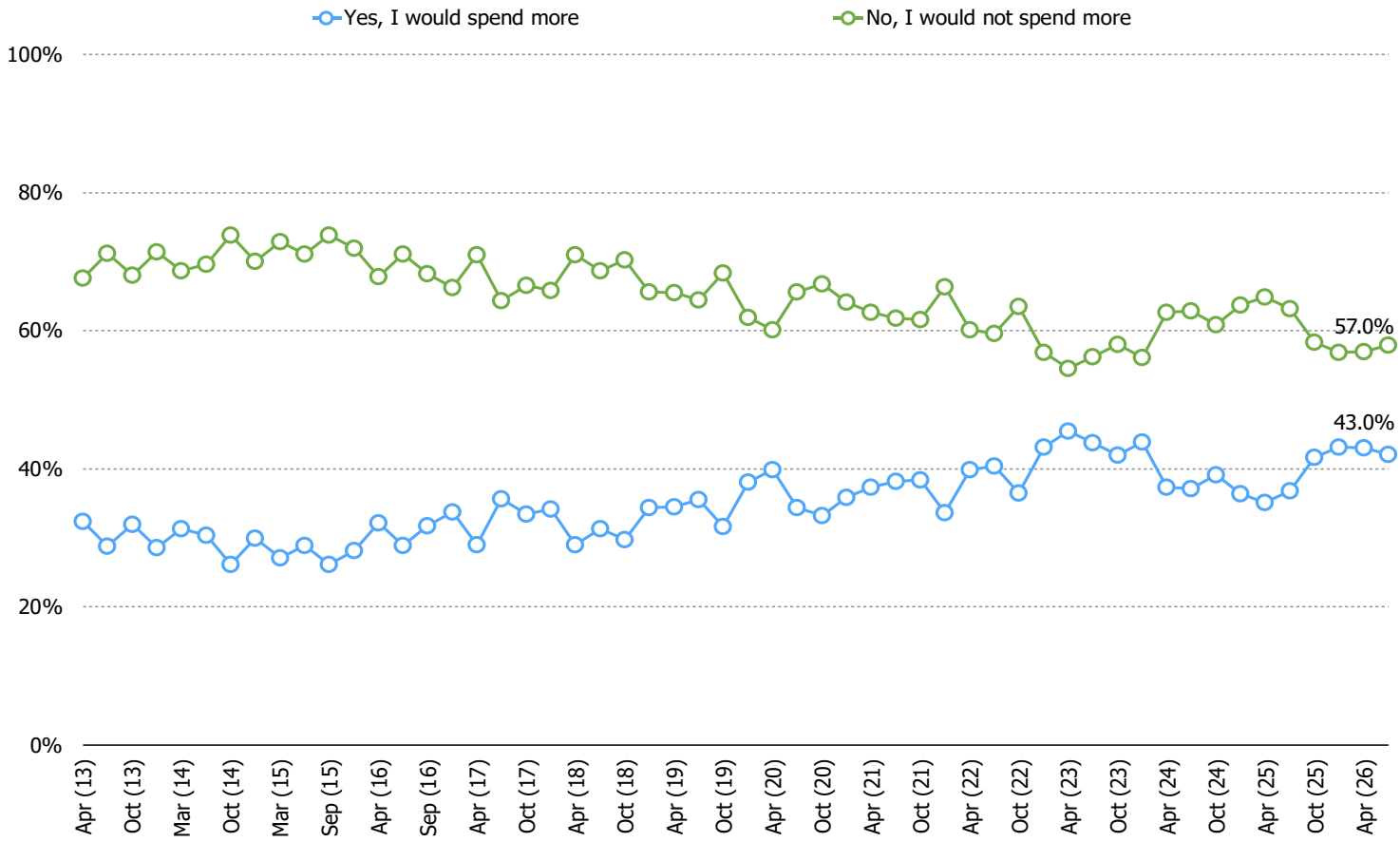
HAS YOUR OPINION OF APPLE CHANGED OVER THE PAST YEAR?

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

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DO YOU OWN ANY OF THE FOLLOWING STREAMING PLAYERS?

This question was posed to all consumers.

