Consumer Electronics Brand Perception Survey 2024

Thank you for participating in this market research study for TechVision Analytics.

# Demographics

1. Age Range:

□ 18-24  
 □ 25-34  
 □ 35-44  
 □ 45-54  
 □ 55+

2. How often do you purchase new electronic devices?

□ Every 6 months or less  
 □ Every 7-12 months  
 □ Every 1-2 years  
 □ Every 2+ years

# Brand Awareness and Preferences

3. Which of these smartphone brands have you owned? (Select all that apply)

□ SkyPhone  
 □ Quantum Mobile  
 □ NexusWave  
 □ TechPro  
 □ Other (please specify)

4. Rate your satisfaction with TechPro's latest XR5000 smartphone:

□ Very Satisfied  
 □ Somewhat Satisfied  
 □ Neutral  
 □ Somewhat Dissatisfied  
 □ Very Dissatisfied

5. How likely are you to recommend NexusWave products to friends or family?

□ Extremely likely  
 □ Somewhat likely  
 □ Neither likely nor unlikely  
 □ Somewhat unlikely  
 □ Extremely unlikely

# Smart Home Technology

6. Which SmartLife Hub features do you use most frequently?

□ Voice control  
 □ Home security  
 □ Climate control  
 □ Entertainment system  
 □ Lighting control

7. How satisfied are you with the integration between SkyPhone devices and the SmartLife ecosystem?

[Scale of 1-10] \_\_\_\_\_

# Future Products

8. Which upcoming Quantum Mobile product interests you most?

□ QM Watch Pro  
 □ QM Fitness Band  
 □ QM Smart Glasses  
 □ QM Home Controller

9. What features would make you switch from your current TechPro device to a NexusWave device?

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# Brand Perception

10. Rank these brands in order of innovation (1 being most innovative):

\_\_\_ SkyPhone  
 \_\_\_ Quantum Mobile  
 \_\_\_ NexusWave  
 \_\_\_ TechPro