

1) What is your email address?

2) Do you own a wireless speaker?

This survey is only for people who own a wireless speaker, you will be taken to the next section upon selecting "Yes". If you do not own/use one, please select "No" and click on submit to end the survey.

- ☐ Yes
- ☐ No

3) How often do you use your wireless speaker?

- ☐ Daily
- ☐ Several times a week
- ☐ Once a week
- ☐ 1-3 times a month
- ☐ Rarely (fewer than once a month)

4) How would you rate the sound quality of your wireless speaker?

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Poor
- ☐ Very Poor

5) Please tell us a bit more about your rating of the sound quality of your wireless speaker.

- ☐ *Your Answer:*

6) What's most important to you in a wireless speaker?

*Please rank each feature by selecting a unique number for each row, with 1 being the most important and 6 being the least important.*

**Example:** If **Durability** is your top priority, select 1 in the Durability row. If **Price** is the next most important feature, select 2 in the Price row, and continue ranking the rest of the features accordingly.

	1	2	3	4	5	6

Sound Quality						
Battery Life						
Design/Looks						
Connectivity Options (e.g., Bluetooth, Wi-Fi)						
Durability						
Price						

7) Which brands of wireless speakers do you own or have used before? (Select all that apply)

- ☐ Bose
- ☐ JBL
- ☐ Samsung
- ☐ Marshall
- ☐ Sony
- ☐ Other:

8) What made you buy your current wireless speaker? Rate each factor from 1 to 5, where 1 is "Not Important" and 5 is "Very Important."

	<b>1 (Not Important)</b>	<b>2</b>	<b>3 (Important but not a deal breaker)</b>	<b>4</b>	<b>5 (Very Important)</b>
Recommendation from friends/family					
Online reviews from other customers					

Expert reviews					
Brand reputation					
Price					
Specific Features					
Advertising					

9) How happy are you with your wireless speaker?

1. Very Unhappy

2. Unhappy

3. Neutral

4. Happy

5. Very Happy

10) What would make your wireless speaker better?

○ *Your Answer:*

11) What do you **mostly** use your wireless speaker for? (Select all that apply)

- Listening to music
- Watching movies/TV shows
- Gaming
- Podcasts/Audiobooks
- Video/audio calls (work/personal)
- Work stuff (e.g., webinars, online meetings)
- Other:

12) Have any other lifestyle changes in the past year changed how you use wireless speakers?  
(Select all that apply)

- ☐ Spending more time at home
- ☐ Working from home more
- ☐ More media consumption (music, movies, games)
- ☐ More online social interactions
- ☐ Home workouts
- ☐ Other:

13) How much did you spend on your wireless speaker? (US dollars)

- ☐ Less than \$50
- ☐ \$50 to \$100
- ☐ \$100 to \$200
- ☐ \$200 to \$300
- ☐ More than \$300

14) How likely are you to buy a new wireless speaker in the next 12 months?

1. Very Unlikely
2. Unlikely
3. Neutral
4. Likely
5. Very Likely

15) Where do you like to buy wireless speakers?

- ☐ Large multi-brand stores (e.g., Amazon)
- ☐ Multi-brand electronics stores (an actual physical store selling ONLY electronics from a variety of brands)
- ☐ Brand websites
- ☐ Department stores (physical store that sells electronics alongside many other products)
- ☐ Other:

16) How do you think about and evaluate the price when buying a wireless speaker?

- ☐ *Your answer:*

17) How old are you?

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44

- 45-54
- 55-64
- 65 and over

18) What is your gender?

- Male
- Female
- Non-binary/Third gender
- Prefer not to say

19) What's your annual household income?

- Less than \$25,000
- \$25,000-\$50,000
- \$50,000-\$75,000
- \$75,000-\$100,000
- More than \$100,000
- Prefer not to say

20) Thanks a bunch for completing our survey! Your feedback is super valuable and will help us understand what consumers want. **If you have any extra comments or feedback, please share them below.**

- *Your Answer:*