

## SMART PHONE STUDY

The purpose of our study is to understand how consumers evaluate different features and make purchasing decisions for smart phones. The survey will take about 10 - 15 minutes to complete. Your answers are very important to us, and your answers will remain anonymous and confidential. Please carefully read the instructions and proceed according to the instructions. Thank you in advance for your participation.

### Screening Block

#### **SQ1 Do you currently own a smart phone?**

- ☐ Yes
- ☐ No

*Skip SQ2 and start the survey if "Yes" is selected. Start a new screen.*

#### **SQ2 How are you interested in purchasing a smart phone in the next 12 months?**

- ☐ Very interested
- ☐ Interested
- ☐ Somewhat interested
- ☐ Not interested

*Terminate if "Not interested" is selected. Start a new screen.*

## Awareness and Usage Block

**Q1a Which of the following smart phone brands have your heard of (please select all that apply)?**

- |                                       |   |
|---------------------------------------|---|
| <input type="checkbox"/> Apple iPhone | <input type="checkbox"/> Google Pixel                 |
| <input type="checkbox"/> Samsung      | <input type="checkbox"/> Motorola/Lenovo              |
| <input type="checkbox"/> Xiaomi       | <input type="checkbox"/> OnePlus                      |
| <input type="checkbox"/> Huawei       | <input type="checkbox"/> Oppo                         |
| <input type="checkbox"/> Nokia        | <input type="checkbox"/> Other (please specify _____) |

**Q1b Which of the following smart phone brands are you most familiar with (please select one from the list)?** (show only brands selected in Q1a)

- |                                  |   |
|----------------------------------|---|
| <input type="checkbox"/> Apple   | <input type="checkbox"/> Google Pixel                 |
| <input type="checkbox"/> Samsung | <input type="checkbox"/> Motorola/Lenovo              |
| <input type="checkbox"/> Xiaomi  | <input type="checkbox"/> OnePlus                      |
| <input type="checkbox"/> Huawei  | <input type="checkbox"/> Oppo                         |
| <input type="checkbox"/> Nokia   | <input type="checkbox"/> Other (please specify _____) |

(Only ask Q1c is "Yes" is selected in SC1)

**Q1c Which of the following smart phone brands do you use as your primary phone (please select one from the list)?** (show only brands selected in Q1a)

- |                                  |   |
|----------------------------------|---|
| <input type="checkbox"/> Apple   | <input type="checkbox"/> Google Pixel                 |
| <input type="checkbox"/> Samsung | <input type="checkbox"/> Motorola/Lenovo              |
| <input type="checkbox"/> Xiaomi  | <input type="checkbox"/> OnePlus                      |
| <input type="checkbox"/> Huawei  | <input type="checkbox"/> Oppo                         |
| <input type="checkbox"/> Nokia   | <input type="checkbox"/> Other (please specify _____) |

**Q2 How would you rate \_\_\_\_\_ (pipe the smart phone brand chosen in Q1b) based on your overall perception about it on a scale of 1 to 7 (1 represents “poor” and 7 represents “excellent”).**

Poor   1       2       3       4       5       6       7   Excellent

**Q3 What is your typical daily phone usage?**

- |   |  |
|---|--|
| <input type="checkbox"/> 0 - < 30 minutes | <input type="checkbox"/> 30 minutes - < 1 hour |
| <input type="checkbox"/> 1 - < 2 hours    | <input type="checkbox"/> 2 - < 3 hours         |
| <input type="checkbox"/> 3 - < 4 hours    | <input type="checkbox"/> 4 - < 5 hours or more |
| <input type="checkbox"/> 5 - < 7 hours    | <input type="checkbox"/> 7 hours or more       |

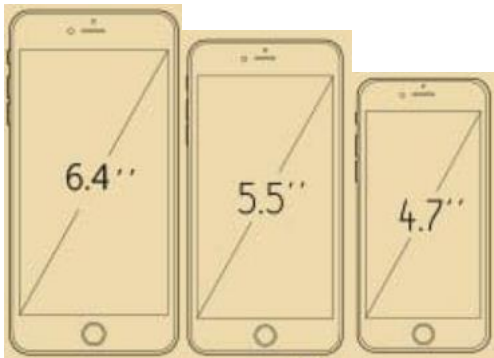
**Q4 How often do you think you should replace your phone?**

- |   |  |
|---|--|
| <input type="checkbox"/> More frequently than once a year | <input type="checkbox"/> Every 1 – < 2 years |
| <input type="checkbox"/> Every 2 - < 3 years              | <input type="checkbox"/> Every 3 – < 5 years |
| <input type="checkbox"/> Once every 5 years or less       |  |

## Q5 SMART PHONE RATING TASKS

Next we would like you to rate the likelihood you will purchase different smart phone options. We will show you nine smart phone, one at a time. Please assume that all features not shown here are identical among these smart phones and are all satisfactory to you. The only features that vary across vehicles are:

- Brand: Motorola/Lenovo, Apple iPhone, Samsung
- Screen size: 4, 5 and 6.4 (diagonal) inches



- Battery life: 7 hours, 11 hours, 15 hours
- Price: \$399, \$749 and \$1,099

Your answers are VERY important to us, so please answer them very carefully.

*Start a new screen. Show each smart phone profile on a separate screen but allow respondents to go back and forth across options. Randomize the order of the options shown.*

Please indicate on a 1 (not likely at all) to 9 (definitely) scale how likely you would be to purchase this smart phone?

	<b>Smart phone 1:</b>
<b>Brand</b>	Motorola/Lenovo
<b>Screen size</b>	4.7 inches
<b>Battery life</b>	7 hours
<b>Price</b>	\$399

Not likely at all  
1      2      3      4      5      6      7      8      9  
Definitely

Please indicate on a 1 (not likely at all) to 9 (definitely) scale how likely you would be to purchase this smart phone?

	<b>Smart phone 2:</b>
<b>Brand</b>	Motorola/Lenovo
<b>Screen size</b>	5.5 inches
<b>Battery life</b>	11 hours
<b>Price</b>	\$749

Not likely at all  
1      2      3      4      5      6      7      8      9  
Definitely

Please indicate on a 1 (not likely at all) to 9 (definitely) scale how likely you would be to purchase this smart phone?

	<b>Smart phone 3:</b>
<b>Brand</b>	Motorola/Lenovo
<b>Screen size</b>	6.4 inches
<b>Battery life</b>	15 hours
<b>Price</b>	\$1,099

Not likely at all  
1      2      3      4      5      6      7      8      9  
Definitely

Please indicate on a 1 (not likely at all) to 9 (definitely) scale how likely you would be to purchase this smart phone?

	<b>Smart phone 4:</b>
<b>Brand</b>	Apple iPhone
<b>Screen size</b>	4.7 inches
<b>Battery life</b>	11 hours
<b>Price</b>	\$1,099

Not likely at all  
1 2 3 4 5 6 7 8 9  
Definitely

Please indicate on a 1 (not likely at all) to 9 (definitely) scale how likely you would be to purchase this smart phone?

	<b>Smart phone 5:</b>
<b>Brand</b>	Apple iPhone
<b>Screen size</b>	5.5 inches
<b>Battery life</b>	15 hours
<b>Price</b>	\$399

Not likely at all  
1 2 3 4 5 6 7 8 9  
Definitely

Please indicate on a 1 (not likely at all) to 9 (definitely) scale how likely you would be to purchase this smart phone?

	<b>Smart phone 6:</b>
<b>Brand</b>	Apple iPhone
<b>Screen size</b>	6.4 inches
<b>Battery life</b>	7 hours
<b>Price</b>	\$749

Not likely at all  
1 2 3 4 5 6 7 8 9  
Definitely

Please indicate on a 1 (not likely at all) to 9 (definitely) scale how likely you would be to purchase this smart phone?

	<b>Smart phone 7:</b>
<b>Brand</b>	Samsang
<b>Screen size</b>	4.7 inches
<b>Battery life</b>	15 hours
<b>Price</b>	\$749

Not likely at all  
1 2 3 4 5 6 7 8 9  
Definitely

Please indicate on a 1 (not likely at all) to 9 (definitely) scale how likely you would be to purchase this smart phone?

	<b>Smart phone 8:</b>
<b>Brand</b>	Samsang
<b>Screen size</b>	5.5 inches
<b>Battery life</b>	7 hours
<b>Price</b>	\$1,099

Not likely at all  
1 2 3 4 5 6 7 8 9  
Definitely

Please indicate on a 1 (not likely at all) to 9 (definitely) scale how likely you would be to purchase this smart phone?

	<b>Smart phone 9:</b>
<b>Brand</b>	Samsang
<b>Screen size</b>	6.4 inches
<b>Battery life</b>	11 hours
<b>Price</b>	\$399

Not likely at all  
1 2 3 4 5 6 7 8 9  
Definitely

**Q6 Please rate, on a scale of 1 to 7 (1 represents “not at all important” and 7 represents “very important”), how important each of these attributes are in your decision to purchase a smart phone.**

	Not at all important				Very important		
Brand reputation	1	2	3	4	5	6	7
Screen size	1	2	3	4	5	6	7
Screen resolution (for image quality)	1	2	3	4	5	6	7
Battery life	1	2	3	4	5	6	7
Physical appearance (design)	1	2	3	4	5	6	7
Data storage capacity	1	2	3	4	5	6	7
Weight	1	2	3	4	5	6	7
Durability	1	2	3	4	5	6	7
Internet/wifi connectivity	1	2	3	4	5	6	7
Price	1	2	3	4	5	6	7
Camera quality	1	2	3	4	5	6	7
Operating system	1	2	3	4	5	6	7



**Q7 Please rate on a scale 1 to 6 to what extent you agree or disagree with the following statements.**

	Strongly Disagree				Strongly Agree	
I use a smart phone to help me stay productive in my profession.	1	2	3	4	5	6
Being successful in my career is important to me.	1	2	3	4	5	6
When it comes to making a purchase decision, price plays a very important role.	1	2	3	4	5	6
I have a strict budget and don't like to live Beyond my means.	1	2	3	4	5	6
I enjoy searching for the best deal.	1	2	3	4	5	6
Owning new technology is a symbol of prestige.	1	2	3	4	5	6
I want the latest functions in my smart phone.	1	2	3	4	5	6
I like to own the latest versions of technology as soon as they are available.	1	2	3	4	5	6
My smart phone is part of my identity.	1	2	3	4	5	6
I use brands that reflect who I am.	1	2	3	4	5	6
I care what others think about me.	1	2	3	4	5	6
I follow recent fashion trends.	1	2	3	4	5	6

**Q8 Please rate, on a scale of 1 to 7 (1 represents “not at all important” and 7 represents “very important”), how important each of these activities are in your decision to purchase a smart phone.**

	Not at all important					Very important	
Gaming	1	2	3	4	5	6	7
Video/Zoom calls	1	2	3	4	5	6	7
Messaging	1	2	3	4	5	6	7
Taking photos	1	2	3	4	5	6	7
Video streaming	1	2	3	4	5	6	7
Internet browsing	1	2	3	4	5	6	7

**Q9 How likely would you be to choose iPhone 14 as your next smart phone?**

- ☐ Definitely would
- ☐ Probably would
- ☐ Neither would not would not
- ☐ Probably would not
- ☐ Definitely would not

**Demographic information (for the purpose of classification and analysis only):**

**Q10 Gender:** ☐ Male ☐ Female

**Q11 Age:** \_\_\_\_\_ years

**Q12 Please indicate your current status of employment.** (Please select only one)

- |   |   |
|---|---|
| <input type="checkbox"/> employed full-time | <input type="checkbox"/> employed part-time     |
| <input type="checkbox"/> self-employed      | <input type="checkbox"/> temporarily unemployed |
| <input type="checkbox"/> homemaker          | <input type="checkbox"/> retired                |
| <input type="checkbox"/> student            | <input type="checkbox"/> prefer not to answer   |

**Q13 Please check your total annual household income (before taxes).** (Please select only one)

- |  |  |
|--|--|
| <input type="checkbox"/> less than \$50,000    | <input type="checkbox"/> \$50,000 - \$74,999   |
| <input type="checkbox"/> \$75,000 - \$99,999   | <input type="checkbox"/> \$100,000 - \$124,999 |
| <input type="checkbox"/> \$125,000 - \$149,999 | <input type="checkbox"/> \$150,000 - \$174,999 |
| <input type="checkbox"/> \$175,000 - \$199,999 | <input type="checkbox"/> \$200,000 or more     |

**Q14 Please indicate your highest level of education (before taxes).** (Please select only one)

- |  |   |
|--|---|
| <input type="checkbox"/> Some high school or less    | <input type="checkbox"/> High school graduate         |
| <input type="checkbox"/> Vocational/associate degree | <input type="checkbox"/> Some college                 |
| <input type="checkbox"/> Bachelor's degree           | <input type="checkbox"/> Master's/professional degree |
| <input type="checkbox"/> Doctorate degree            | <input type="checkbox"/> prefer not to answer         |