



## Introduction

Thank you for taking part in our survey! We are postgraduate students at Imperial College London interested in mobile phone purchasing trends and their impact on the environment. We would like to understand your preference when purchasing a new phone.

Please note that you are free to withdraw from the survey at any point before completion. Information collected from completed surveys is anonymised and cannot be withdrawn. Responses will be used only for academic purposes.

Contact us at [tyl120@ic.ac.uk](mailto:tyl120@ic.ac.uk) if you have any further comments or questions. Thank you very much for your time!

Do you consent to have your responses processed as described above?

You must click "Yes" in order to take the survey.

- ☐ Yes
- ☐ No

## Phone ownership

Do you own your phone?

- ☐ Bought outright
- ☐ Bought on contract – still paying
- ☐ Bought on contract – fully paid
- ☐  Other, please specify

Current Phone Information

How much did your current phone cost? Estimate if you don't fully remember or don't fully know.

Phone Price (£)

What was the state of your phone when the purchase was made?

- Brand New
- Secondhand – Manufacturer Refurbished (eg. Apple)
- Secondhand – Third-party Retailer Refurbished (eg. CEX, BackMarket, GiffGaff)
- Secondhand – Private Seller (eg. ebay)
- Other, please specify

What phone do you have?

- Apple (iPhone)
- Samsung (Galaxy)
- Google (Pixel)
- Other, please specify

Product Attachment

To what extent do you agree with these statements

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
I care about the unique attributes of my specific device as compared to similar phones on the market (e.g., buttons, materials).	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
I associated my phone with meaningful and fond memories (sentimental value).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find my phone aesthetically pleasing (e.g., style, colour, simplicity).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy using my phone due to its physical attributes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Choice option – control

The next question will ask you how much you are willing to pay for a phone with repairability.

**Repairability:** the ability to ‘repair’ is defined as the process of returning a faulty phone to a condition where it can fulfill its intended use.

For phones to be repairable, they should have batteries, displays, and back covers that are easily removable and replaceable with common tools, with repair information accessible for all users.

Example: *If I drop my phone face-down and shatter the screen, I should be easily able to acquire a new screen and replace the display with my tools at home, with clear instructions sent to me by the manufacturer.*

You have the option to buy two different types of phones: a standard phone or a phone with increased repairability (e.g., battery, display and back cover are all easily removable and replaceable with common tools).

Considering the amount you paid for your current phone and keeping in mind your expenditure for similar goods and services,

what is the **maximum extra amount** you would be willing to pay for the exact same phone with increased repairability?

Amount extra for  
repairability (£)



Why?

- ☐ Repairability is not a priority for me
- ☐ It should be the producer's responsibility to pay
- ☐ I already have a fully repairable phone
- ☐  Other, please specify

### Choice option - env info

The next question will ask you how much you are willing to pay for a phone with repairability.

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Example: *If I drop my phone face-down and shatter the screen, I should be easily able to acquire a new screen and replace the display with my tools at home, with clear instructions sent to me by the manufacturer.*

In 2019, 83% of the UK's population used a smartphone. Around 80% of each device's carbon footprint is generated at the manufacturing stage. The average lifespan of a smartphone is

2.5 years. Current estimates place smartphone recycling rates below 15% in developed countries. Research has suggested that if a phone's lifetime is extended to an average of 4.5 years by screen and battery repairment, it could reduce carbon emissions by up to 46%.

Considering the amount you paid for your current phone and keeping in mind your expenditure for similar goods and services, what is the **maximum extra amount** you would be willing to pay for the exact same phone with increased repairability?

Amount extra for  
repairability (£)

Why?

- ☐ Repairability is not a priority for me
- ☐ It should be the producer's responsibility to pay
- ☐ I already have a fully repairable phone
- ☐  Other, please specify

### Choice option – gov policy

The next question will ask you how much you are willing to pay for a phone with repairability.

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For phones to be repairable, they should have batteries, displays, and back covers that are easily removable and replaceable with common tools, with repair information accessible for all users.

Example: *If I drop my phone face-down and shatter the screen, I should be easily able to acquire a new screen and replace the*

*display with my tools at home, with clear instructions sent to me by the manufacturer.*

The UK Government wants to move towards a more resource-efficient economy. This means keeping products and materials in use for longer, including through repair and reuse. The UK government is aiming to reduce smartphone waste by 30% by 2030 through a right to repair policy, meaning manufactures have to provide consumers with access to spare parts and easy to follow information on how to repair their phone.

Considering the amount you paid for your current phone and keeping in mind your expenditure for similar goods and services, what is the **maximum extra amount** you would be willing to pay for the exact same phone with increased repairability?

Amount extra for repairability (£)

Why?

- ☐ Repairability is not a priority for me
- ☐ It should be the producer's responsibility to pay
- ☐ I already have a fully repairable phone
- ☐  Other, please specify

## Demographics

How do you describe yourself?

- ☐ Male
- ☐ Female
- ☐ Non-binary / third gender
- ☐  Prefer to self-describe

☐ Prefer not to say

How old are you?

- ☐ Under 18
- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 - 64
- ☐ 65 - 74
- ☐ 75 - 84
- ☐ 85 or older

What is your ethnicity?

What is the highest level of education that you have completed?

- ☐ Primary school
- ☐ Secondary school (up to 16 years)
- ☐ Further education (16+, A-Levels, BTEC, etc.)
- ☐ Undergraduate degree
- ☐ Master's degree
- ☐ Doctoral degree
- ☐ Prefer not to say
- ☐ Other, please specify

What is your employment status?

- ☐ In full-time employment
- ☐ In part-time employment
- ☐ Self employed
- ☐ In full-time education
- ☐ Not in employment

What is your annual income before taxes? Please estimate if you don't fully know.

- ☐ Less than £10,000
- ☐ £10,000 to £19,999
- ☐ £20,000 to £29,999
- ☐ £30,000 to £39,999
- ☐ £40,000 to £49,999
- ☐ £50,000 to £59,999
- ☐ £60,000 to £69,999
- ☐ £70,000 to £79,999
- ☐ £80,000 to £89,999
- ☐ £90,000 to £99,999
- ☐ £100,000 to £149,999
- ☐ £150,000 or more
- ☐ Prefer not to say
- ☐ Not sure

How many dependants do you have that live at home with you or whom you have regular responsibility for?

- ☐ None
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 or more

[Accessibility](#)

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