

YouGov
iPhone 7

US_nat Sample: 19th - 20th September 2016



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

Zli_q1. Apple released the new iPhone 7 and 7 Plus on September 16th 2016. One new feature is that the phones will no longer feature a 3.5mm headphone jack (i.e., a standard headphone jack). Instead users will rely on a converter for current headphones or use Bluetooth headphones. How interested, if at all, would you be in purchasing a phone that did not have a 3.5mm headphone jack?

Unweighted base	876	392	484	215	311	350	194	178	318	186	652	79	74	71
Base: All US adults with a smartphone	863	438	425	292	287	283	185	163	329	185	567	96	138	62
Very interested	10%	11%	8%	17%	7%	6%	11%	7%	11%	9%	9%	15%	11%	11%
Somewhat interested	17%	17%	17%	18%	17%	16%	19%	16%	19%	14%	17%	19%	19%	16%
Not very interested	26%	23%	28%	22%	28%	27%	26%	27%	26%	25%	29%	28%	18%	14%
Not at all interested	47%	48%	46%	43%	48%	51%	44%	50%	45%	53%	46%	38%	51%	60%

Zli_q2. Which ONE, if any, of the following features would you MOST like your phone to have?

Unweighted base	876	392	484	215	311	350	194	178	318	186	652	79	74	71
Base: All US adults with a smartphone	863	438	425	292	287	283	185	163	329	185	567	96	138	62
Longer battery life	46%	50%	42%	42%	50%	45%	55%	41%	40%	51%	47%	42%	47%	39%
Water resistant	15%	13%	18%	17%	14%	14%	12%	18%	15%	15%	15%	18%	12%	20%
Shatter proof screen	21%	20%	21%	26%	18%	17%	22%	20%	24%	14%	20%	23%	22%	17%
Hands free technology	5%	6%	5%	5%	3%	8%	3%	5%	7%	4%	4%	13%	3%	8%
The best camera available	12%	9%	14%	9%	12%	13%	7%	16%	11%	13%	12%	4%	14%	14%
Other	2%	2%	1%	0%	2%	3%	1%	1%	3%	2%	2%	1%	3%	1%

Cell Contents (Column Percentages)

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

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Unweighted base	876	246	329	190	111	488	18	116	26	181	47
Base: All US adults with a smartphone	863	312	294	159	98	446	18	98	22	230	48
Very interested	10%	9%	10%	11%	10%	10%	-	11%	-	11%	12%
Somewhat interested	17%	13%	20%	20%	15%	16%	26%	9%	14%	19%	28%
Not very interested	26%	24%	25%	25%	34%	27%	17%	25%	35%	25%	17%
Not at all interested	47%	54%	44%	44%	40%	47%	56%	55%	51%	45%	42%

Zli_q2. Which ONE, if any, of the following features would you MOST like your phone to have?

Unweighted base	876	246	329	190	111	488	18	116	26	181	47
Base: All US adults with a smartphone	863	312	294	159	98	446	18	98	22	230	48
Longer battery life	46%	44%	48%	49%	40%	45%	45%	48%	41%	44%	57%
Water resistant	15%	17%	14%	12%	17%	15%	13%	16%	25%	15%	16%
Shatter proof screen	21%	22%	19%	19%	23%	20%	29%	22%	9%	23%	14%
Hands free technology	5%	5%	7%	5%	2%	5%	6%	5%	14%	6%	2%
The best camera available	12%	11%	10%	14%	13%	13%	7%	9%	11%	11%	10%
Other	2%	1%	1%	1%	5%	3%	-	1%	-	1%	1%

Cell Contents (C)

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

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Unweighted base	876	271	605	249	302	198	127
Base: All US adults with a smartphone	863	307	555	256	300	182	125
Very interested	10%	13%	8%	11%	10%	9%	9%
Somewhat interested	17%	15%	18%	18%	19%	16%	13%
Not very interested	26%	25%	26%	25%	25%	28%	26%
Not at all interested	47%	46%	48%	45%	47%	46%	53%

Zli_q2. Which ONE, if any, of the following features would you MOST like your phone to have?

Unweighted base	876	271	605	249	302	198	127
Base: All US adults with a smartphone	863	307	555	256	300	182	125
Longer battery life	46%	44%	47%	45%	42%	46%	56%
Water resistant	15%	13%	16%	18%	14%	14%	15%
Shatter proof screen	21%	25%	18%	18%	26%	20%	14%
Hands free technology	5%	5%	5%	8%	5%	4%	2%
The best camera available	12%	12%	11%	10%	12%	14%	10%
Other	2%	1%	2%	1%	1%	3%	3%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

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Unweighted base	876	748	344	283	318	58	235	72	264	33	147	8	36	8	92
Base: All US adults with a smartphone	863	743	332	253	323	59	232	74	280	44	178	6	33	9	89
Very interested	10%	11%	12%	9%	13%	15%	8%	15%	15%	28%	17%	17%	10%	-	2%
Somewhat interested	17%	17%	20%	17%	19%	25%	15%	17%	18%	11%	18%	23%	9%	14%	13%
Not very interested	26%	26%	30%	33%	27%	28%	31%	22%	28%	23%	27%	26%	27%	17%	18%
Not at all interested	47%	46%	38%	40%	42%	31%	46%	46%	39%	39%	37%	34%	54%	68%	66%

Zli_q2. Which ONE, if any, of the following features would you MOST like your phone to have?

Unweighted base	876	748	344	283	318	58	235	72	264	33	147	8	36	8	92
Base: All US adults with a smartphone	863	743	332	253	323	59	232	74	280	44	178	6	33	9	89
Longer battery life	46%	45%	49%	48%	49%	47%	40%	52%	50%	51%	49%	13%	45%	52%	49%
Water resistant	15%	15%	14%	15%	14%	12%	13%	14%	13%	7%	17%	34%	6%	34%	17%
Shatter proof screen	21%	20%	17%	18%	17%	17%	26%	14%	19%	14%	22%	27%	26%	-	19%
Hands free technology	5%	6%	5%	5%	6%	13%	5%	11%	6%	13%	4%	-	2%	14%	3%
The best camera available	12%	12%	14%	12%	13%	12%	15%	6%	11%	11%	8%	26%	22%	-	7%
Other	2%	2%	1%	1%	1%	-	1%	3%	1%	5%	1%	-	-	-	4%

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Total	Type of OS									
	Apple iOS	Symbian	Windows Mobile	Google Android	BlackBerry	Palm	Linux	Other system	Don't know	My phone does not have an operating system

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Unweighted base	876	316	2	27	420	7	-	1	5	54	44
Base: All US adults with a smartphone	863	295	4	27	429	7	-	2	5	54	39
Very interested	10%	13%	36%	11%	8%	37%	-	-	58%	1%	8%
Somewhat interested	17%	25%	64%	24%	13%	44%	-	-	11%	10%	6%
Not very interested	26%	32%	-	25%	22%	19%	-	-	-	21%	37%
Not at all interested	47%	30%	-	40%	58%	-	-	100%	31%	69%	49%

Zli_q2. Which ONE, if any, of the following features would you MOST like your phone to have?

Unweighted base	876	316	2	27	420	7	-	1	5	54	44
Base: All US adults with a smartphone	863	295	4	27	429	7	-	2	5	54	39
Longer battery life	46%	42%	-	41%	49%	35%	-	-	-	40%	59%
Water resistant	15%	13%	36%	6%	15%	28%	-	100%	27%	22%	16%
Shatter proof screen	21%	25%	64%	19%	18%	-	-	-	-	19%	13%
Hands free technology	5%	6%	-	24%	3%	8%	-	-	-	9%	5%
The best camera available	12%	12%	-	9%	12%	28%	-	-	73%	4%	8%
Other	2%	1%	-	-	2%	-	-	-	-	5%	-

Cell Contents (C)