

Sample 1000 Adult Interviews  
 Conducted February 27 - March 1, 2015  
 Margin of Error ±4%

1. Do you have a smartphone, such as an iPhone, Android, BlackBerry or other device?

Yes ..... 56%  
 No ..... 44%  
 Not sure ..... -

2. Where do you usually carry your cellphone?  
*Asked of smartphone users*

In my pocket ..... 56%  
 In a purse or another type of bag ..... 31%  
 Somewhere else ..... 7%  
 I don't carry my phone around with me ..... 3%  
 Not sure ..... 2%

3. How important is the thinness of your cell phone to you when deciding which phone to purchase?  
*Asked of smartphone users*

Very important ..... 18%  
 Somewhat important ..... 44%  
 Not very important ..... 24%  
 Not at all important ..... 11%  
 Not sure ..... 3%

4. If you had to choose, which of the following would you prefer?  
*Asked of smartphone users*

A thinner phone with shorter battery life ..... 12%  
 A thicker phone with longer battery life ..... 73%  
 Not sure ..... 15%

5. What do you use your phone for most often?

Select all that apply

*Asked of smartphone users*

Texting .....	72%
Making phone calls .....	72%
Using social media .....	44%
Reading websites .....	44%
Watching videos or listening to music .....	32%
Not sure .....	2%