

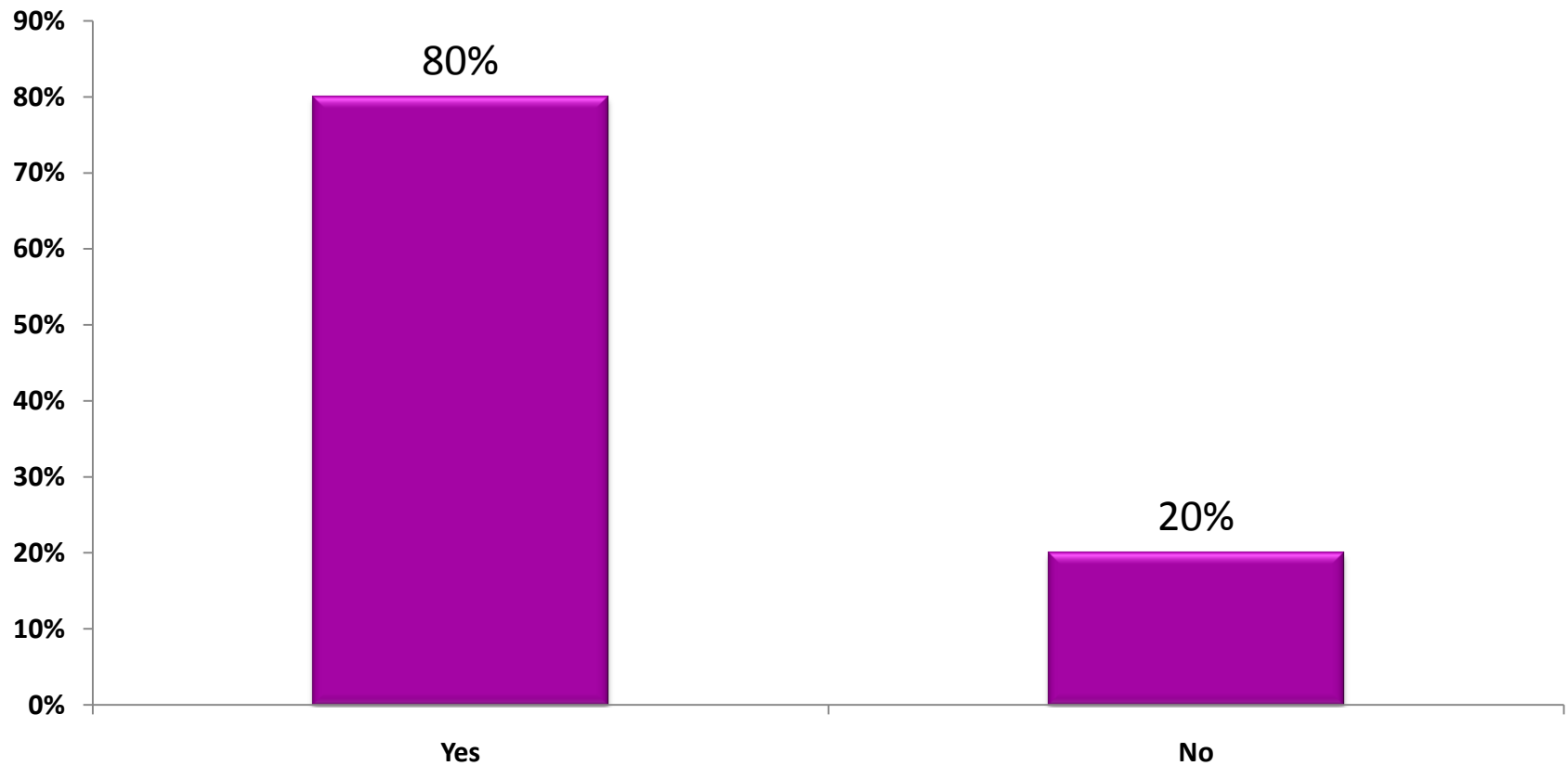


Smartphone survey

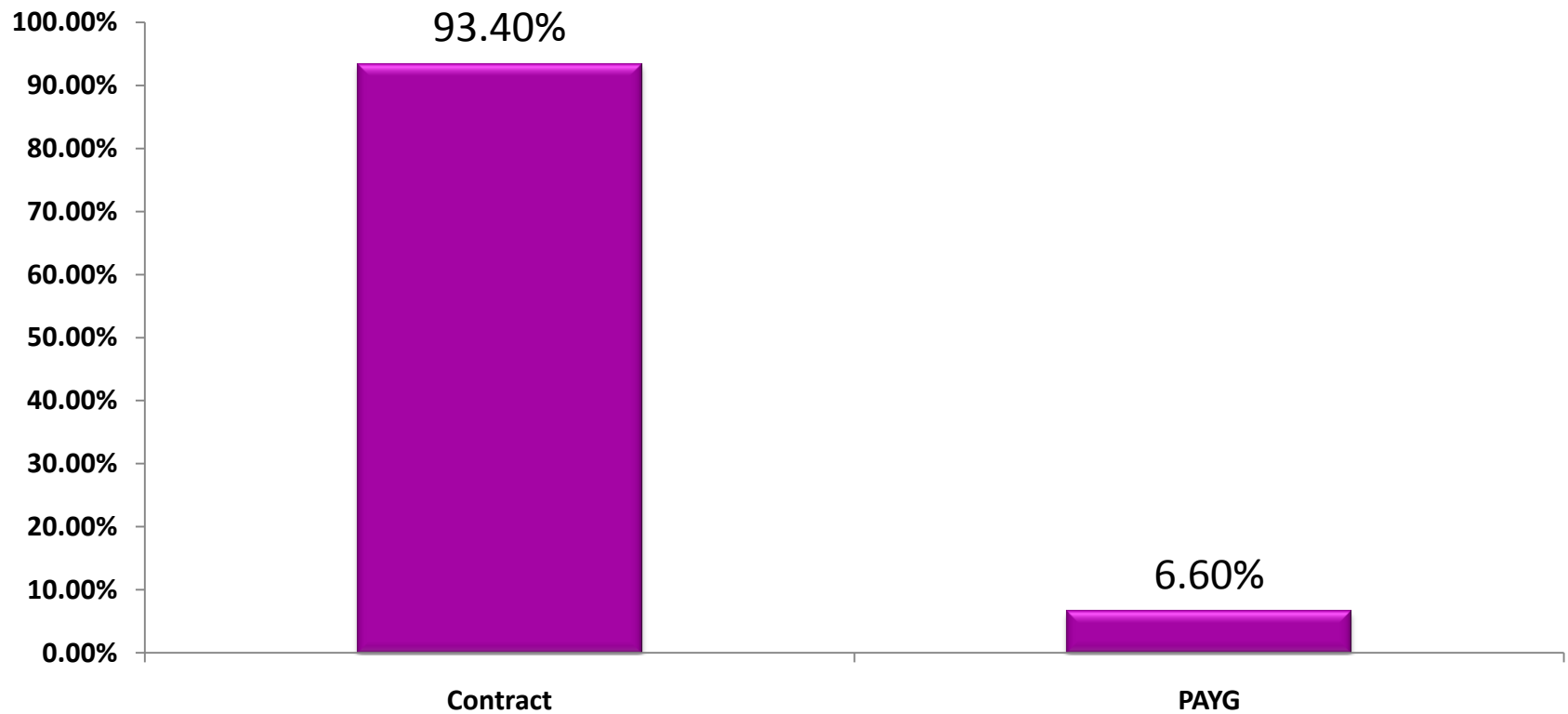
14 December 2011

www.smartfonestore.com

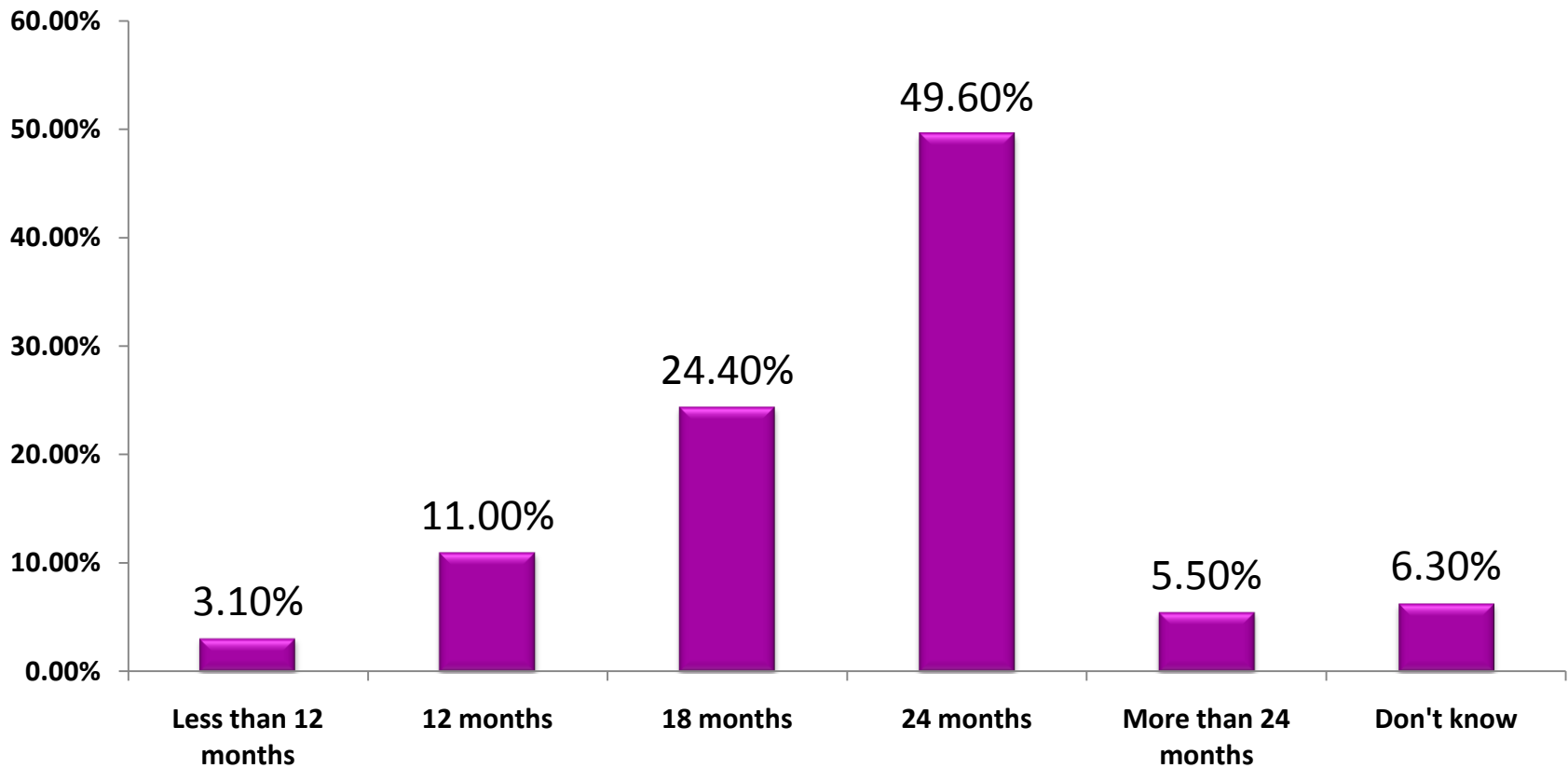
Do you own a smartphone?



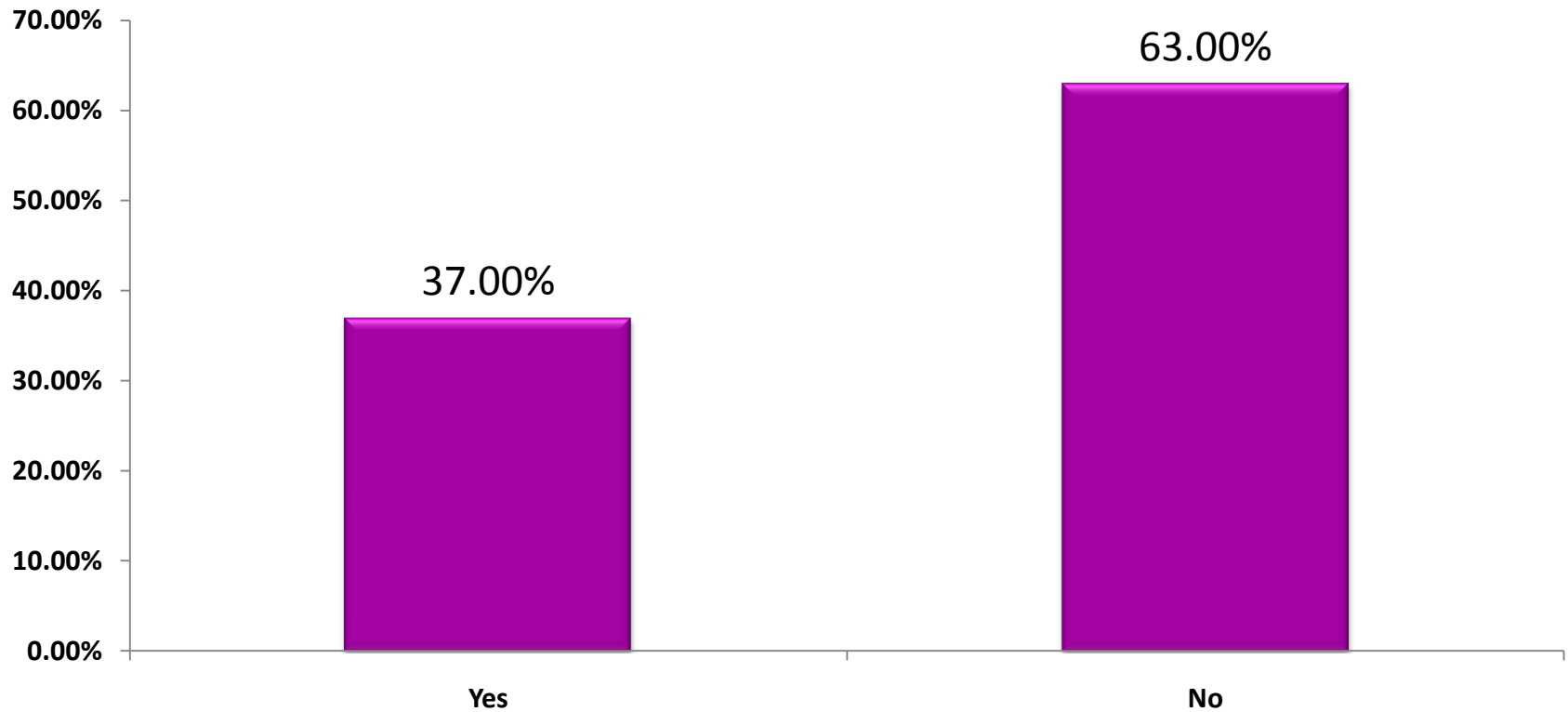
Do you pay for your smartphone on a contract or pay as you go (PAYG) basis?



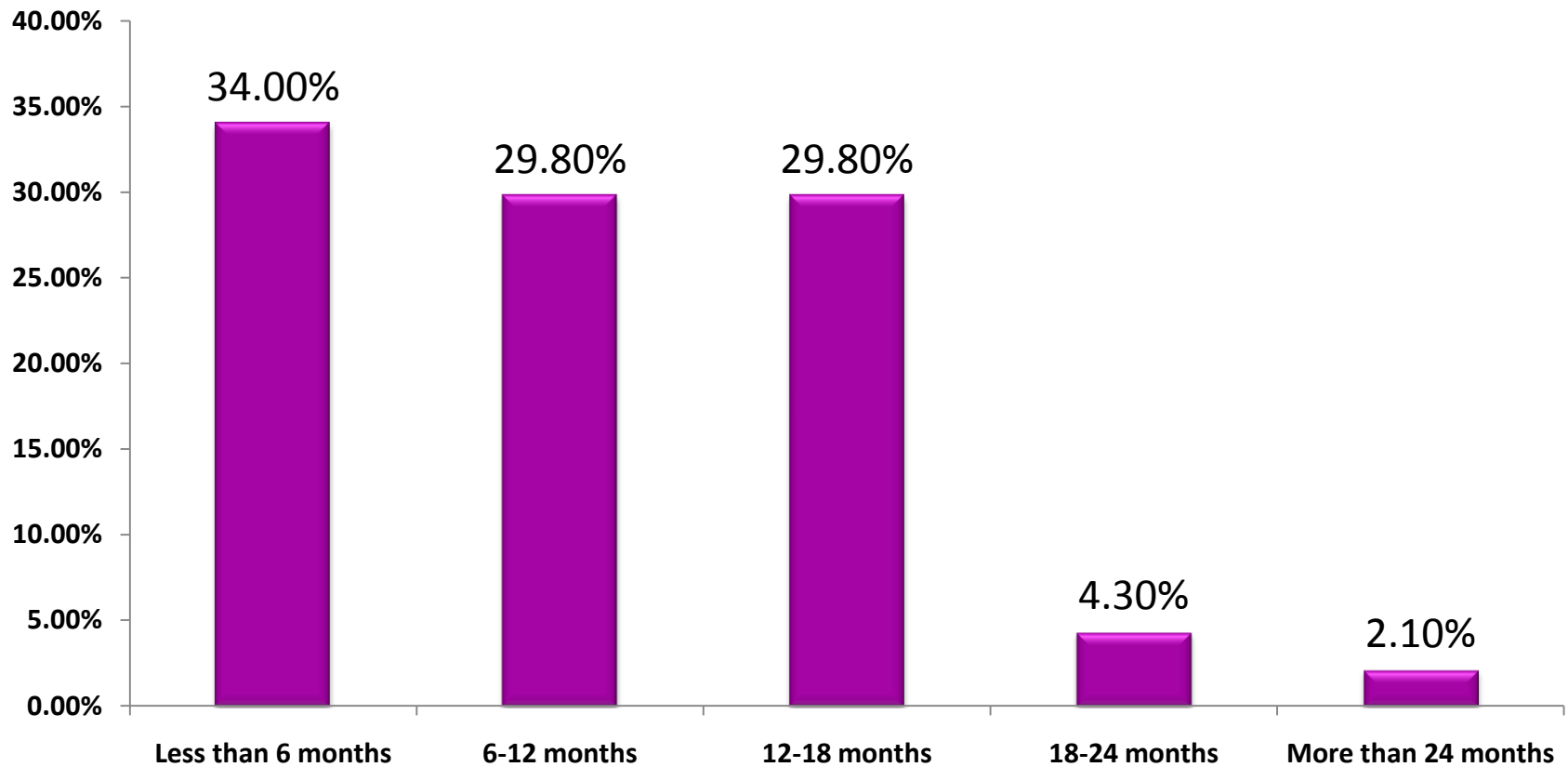
How long is your contract with your mobile operator?



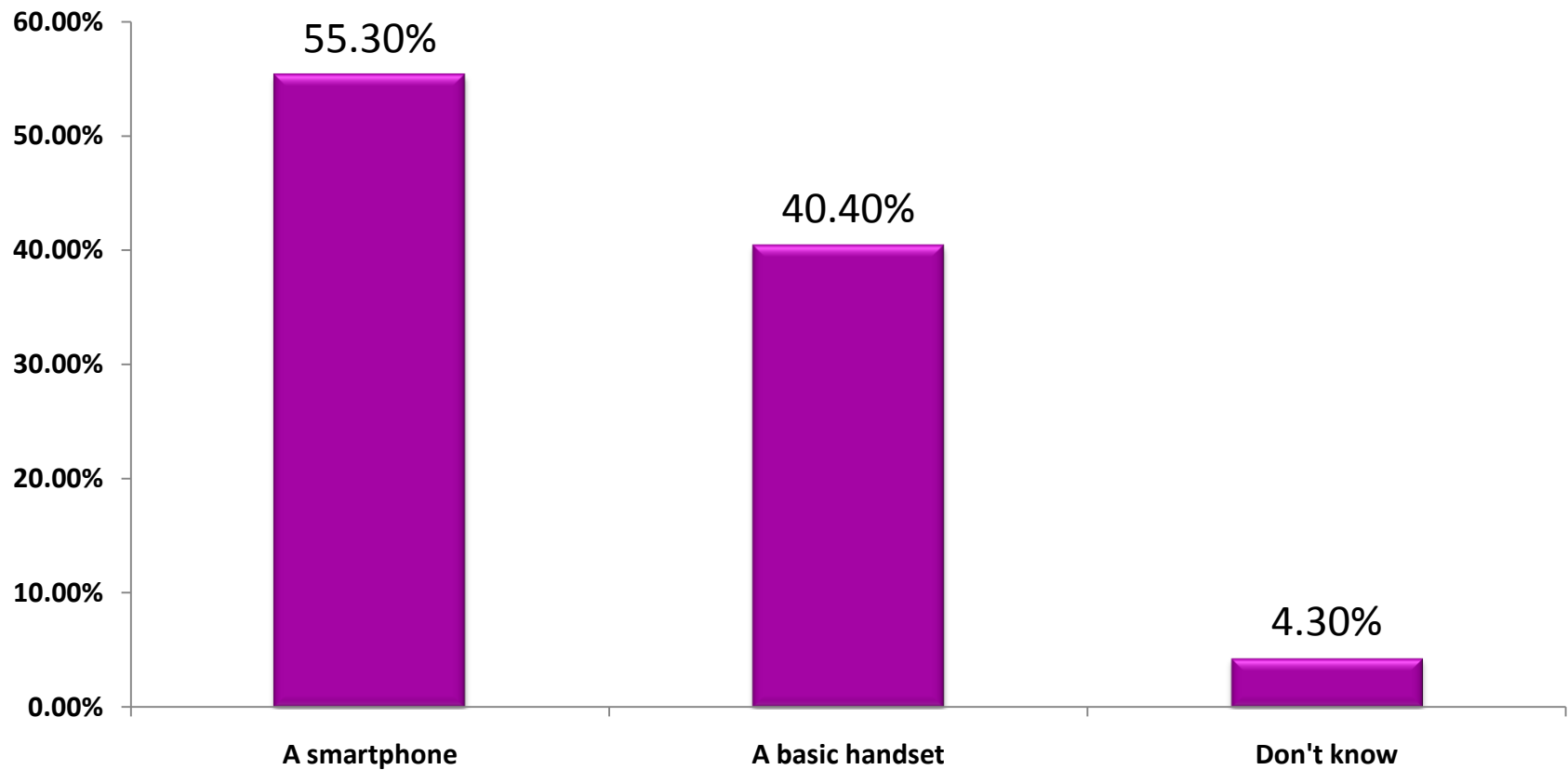
Have you ever had to replace your smartphone before the contract has expired?



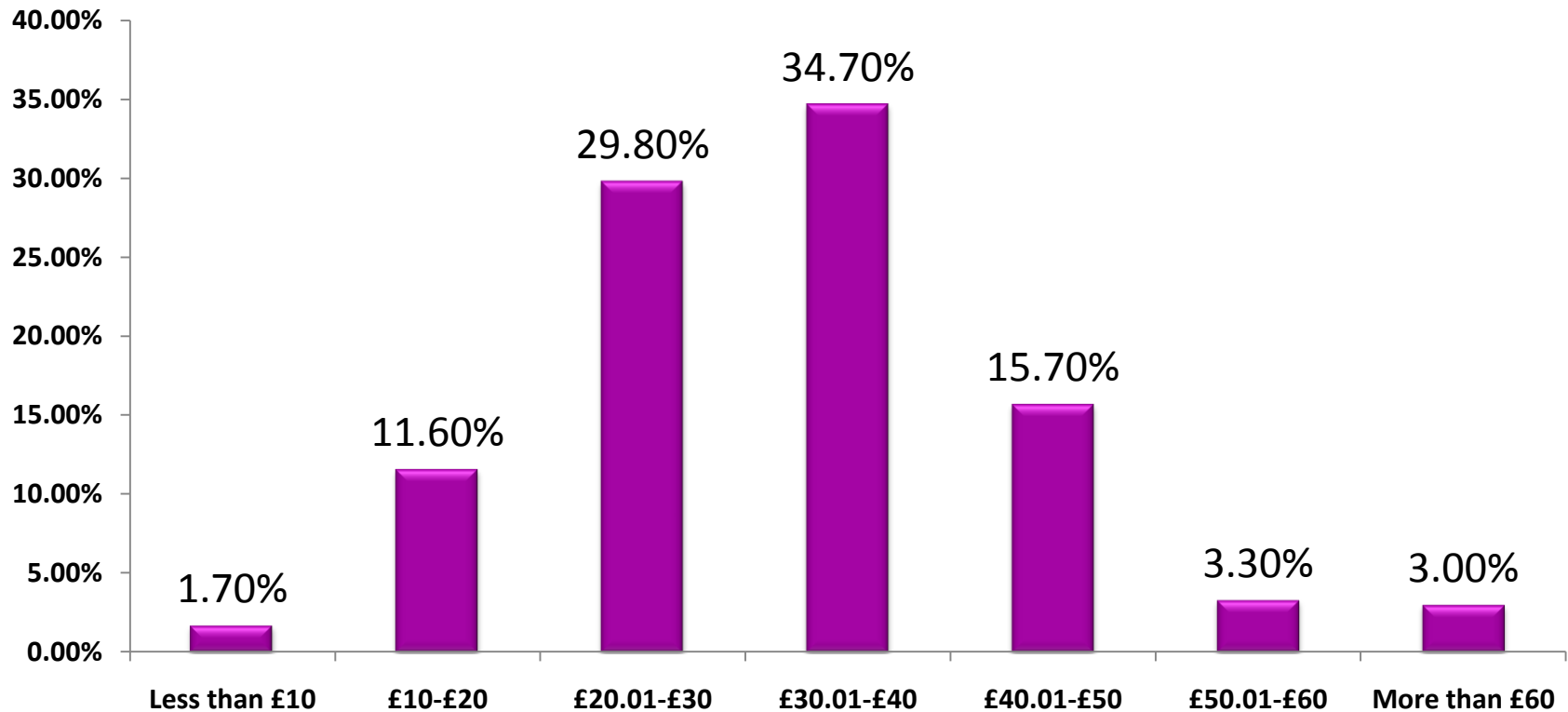
If yes, how far into your contract did you have to replace it?



Did you replace it with a smartphone, or a basic mobile handset?



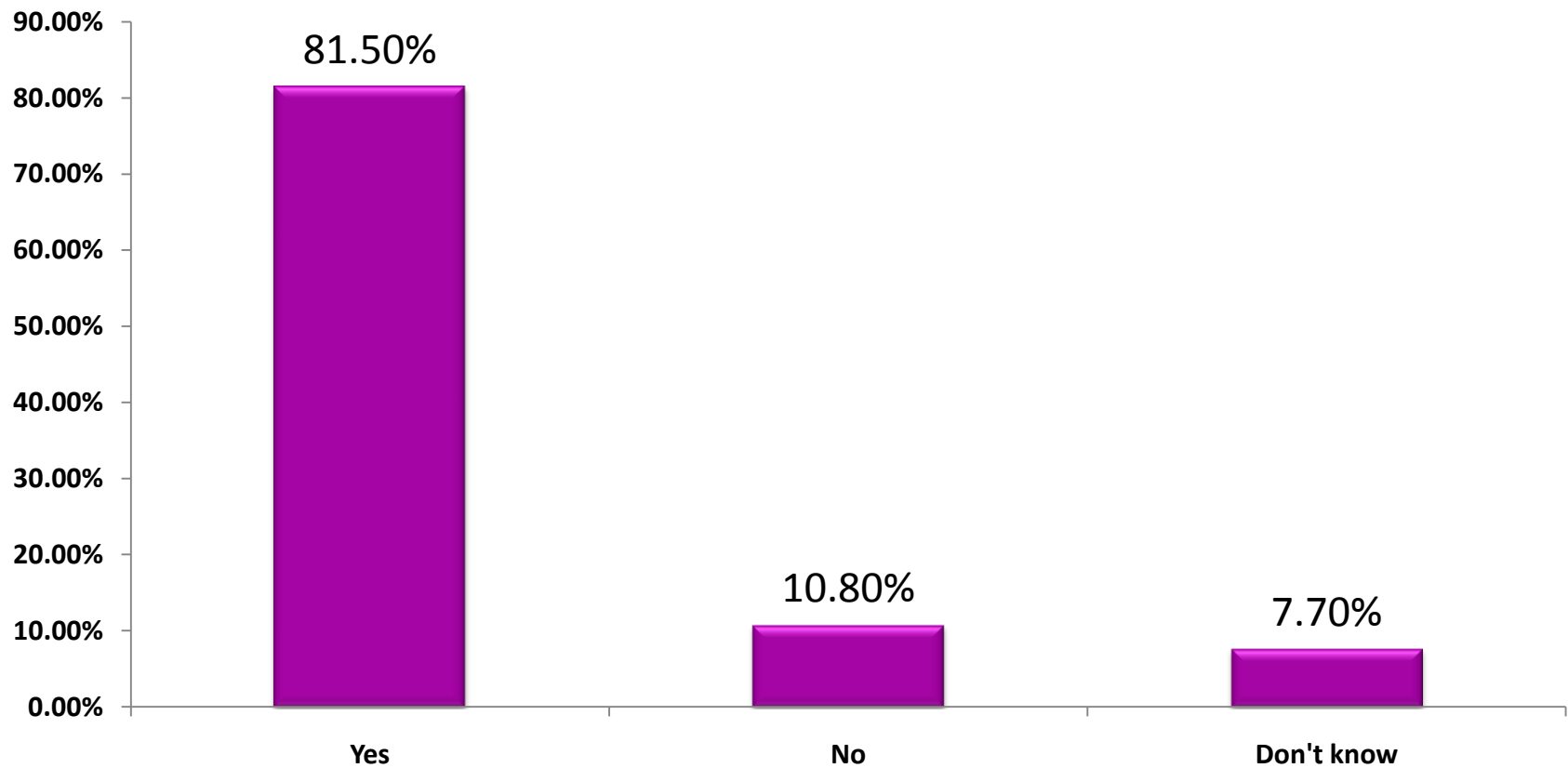
According to your price plan, what is your basic monthly cost (excluding calls, texts, data usage outside allowance)?



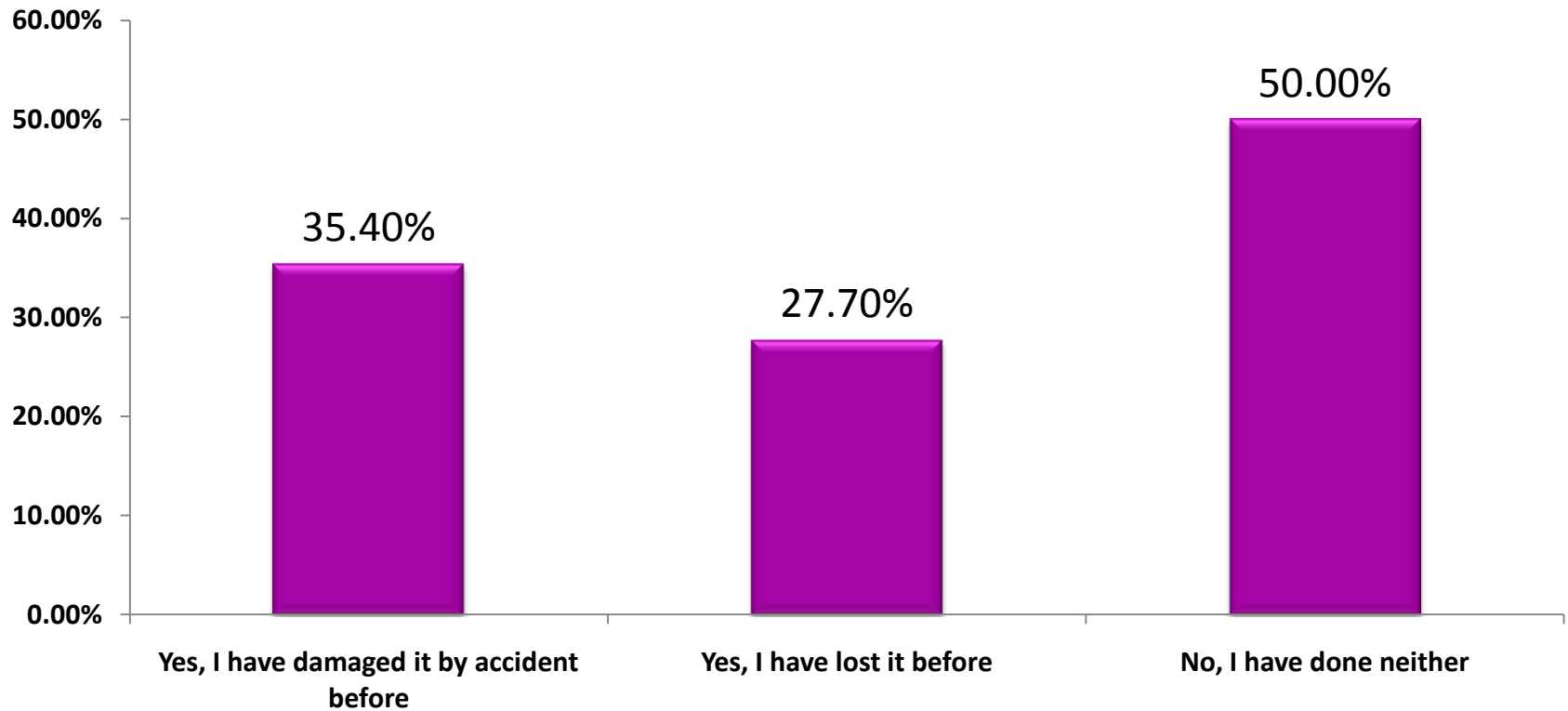
**On average, how much do your mobile phone bills total each month
(including calls, text, data usage etc)?**



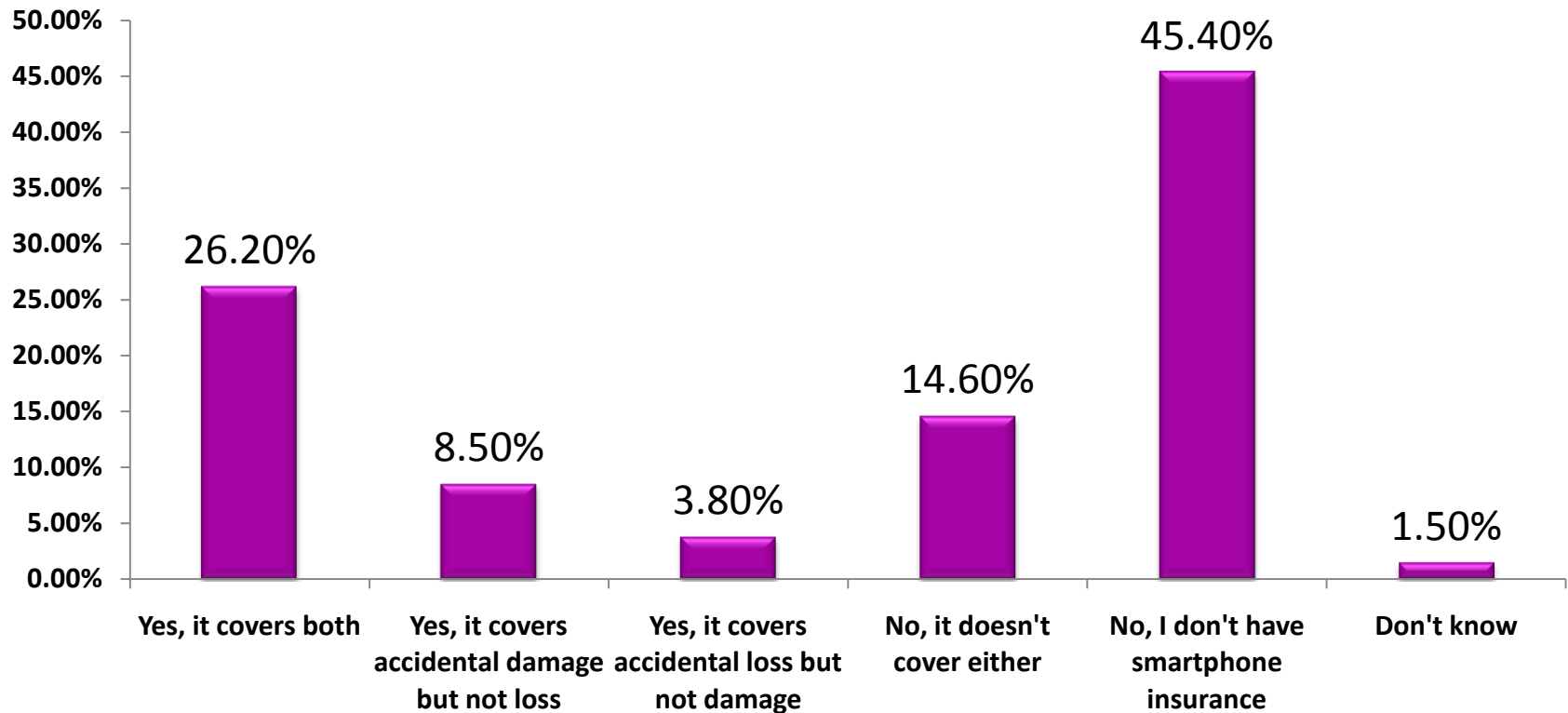
Do you find 24 month contracts too long for a smartphone deal?



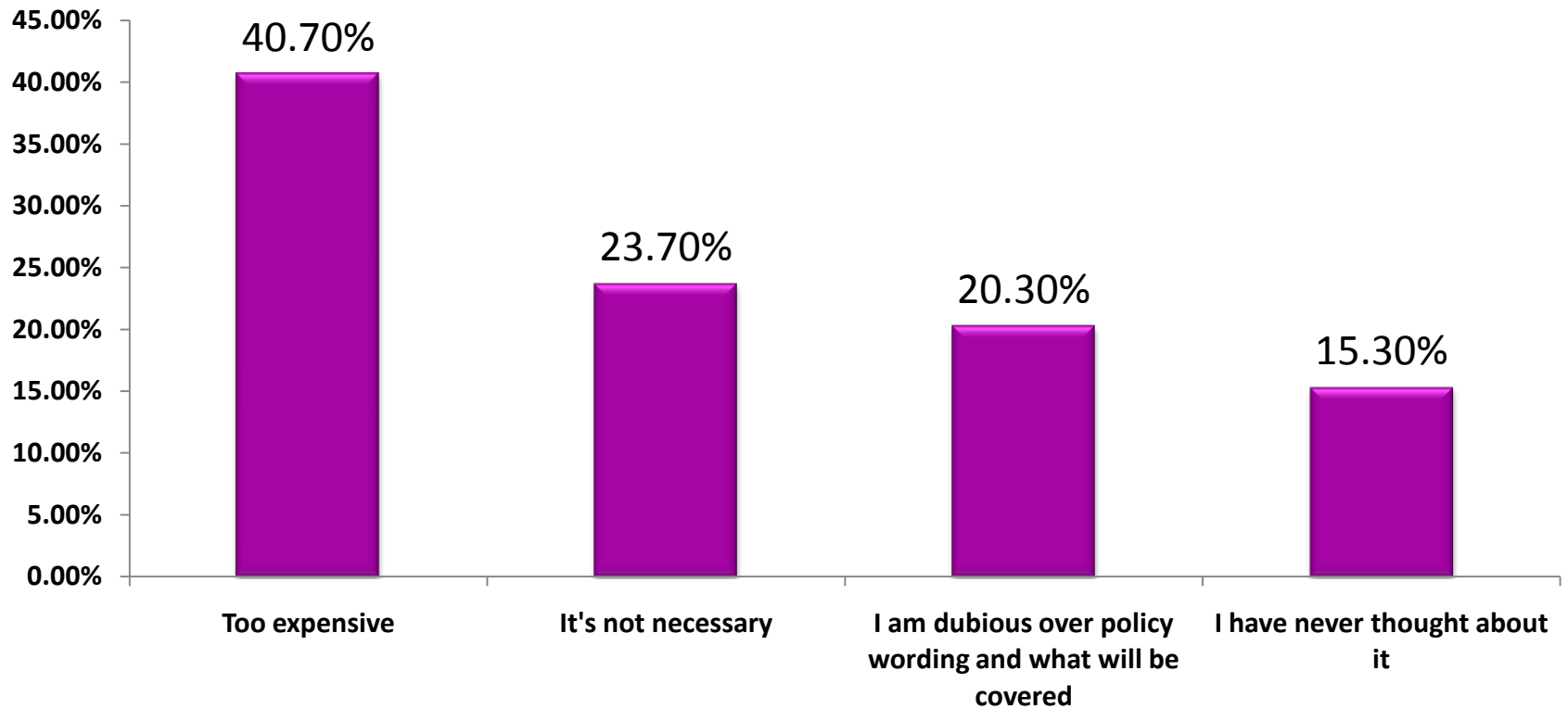
Have you ever accidentally damaged or lost your smartphone (excluding theft)?



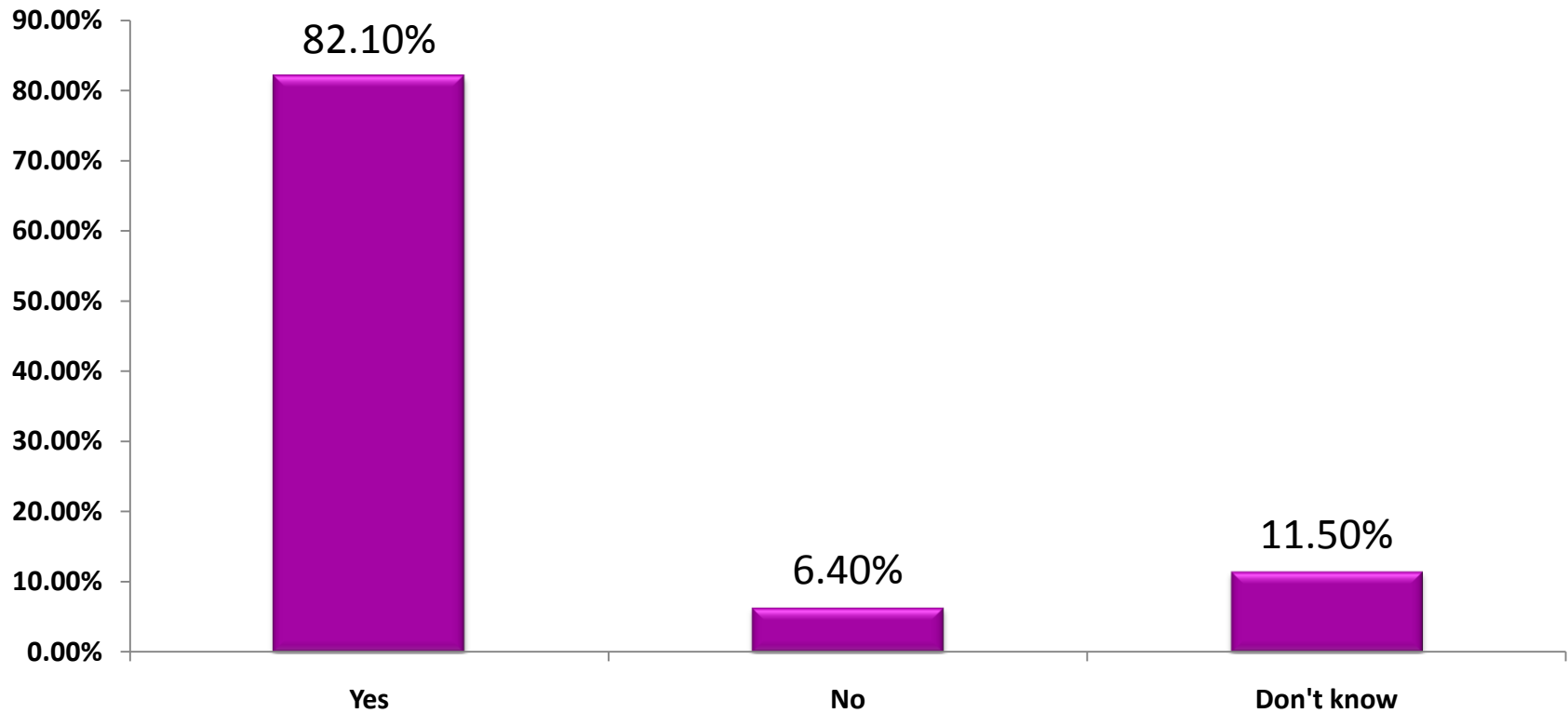
Do you have an insurance policy that covers accidental damage and/or accidental loss of your smartphone?



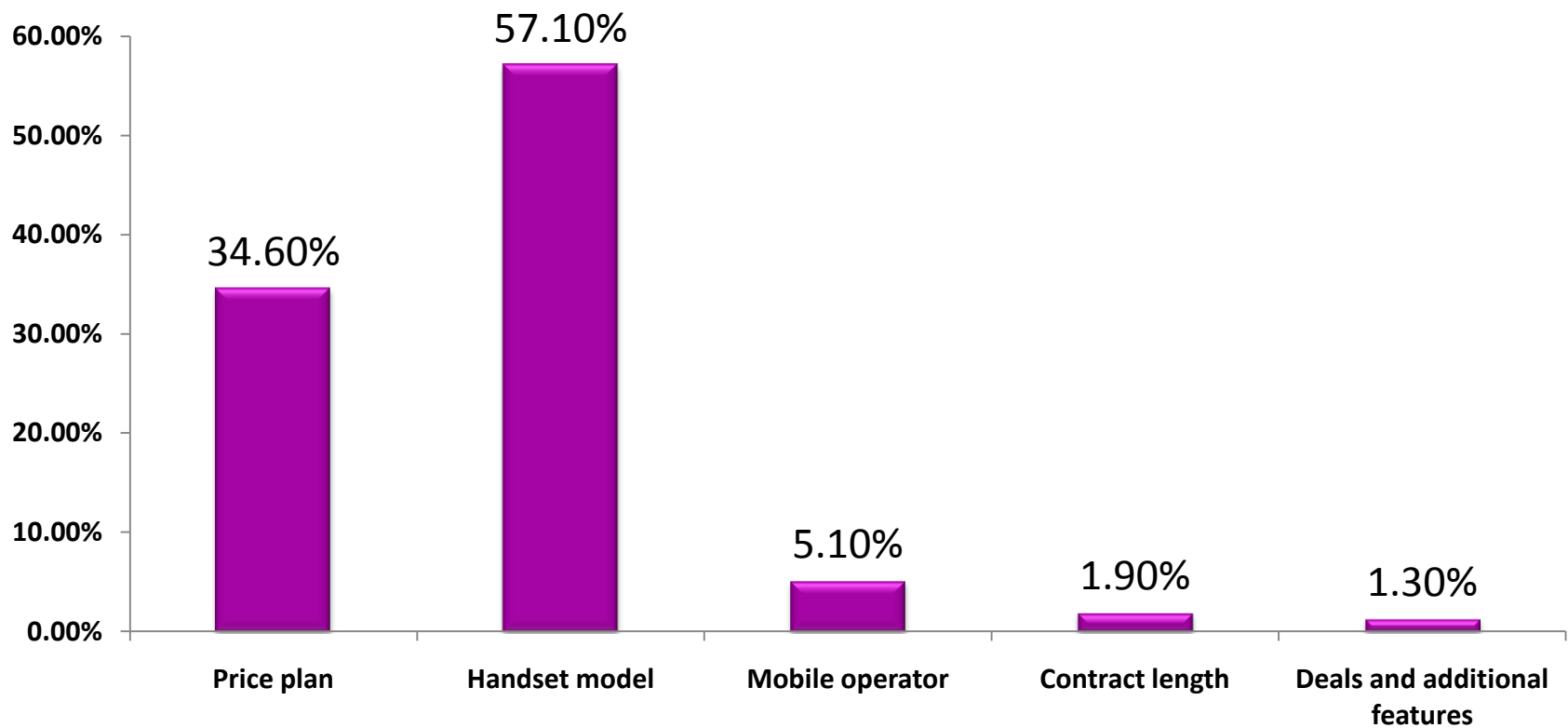
What is the primary reason that you do not have mobile phone insurance?



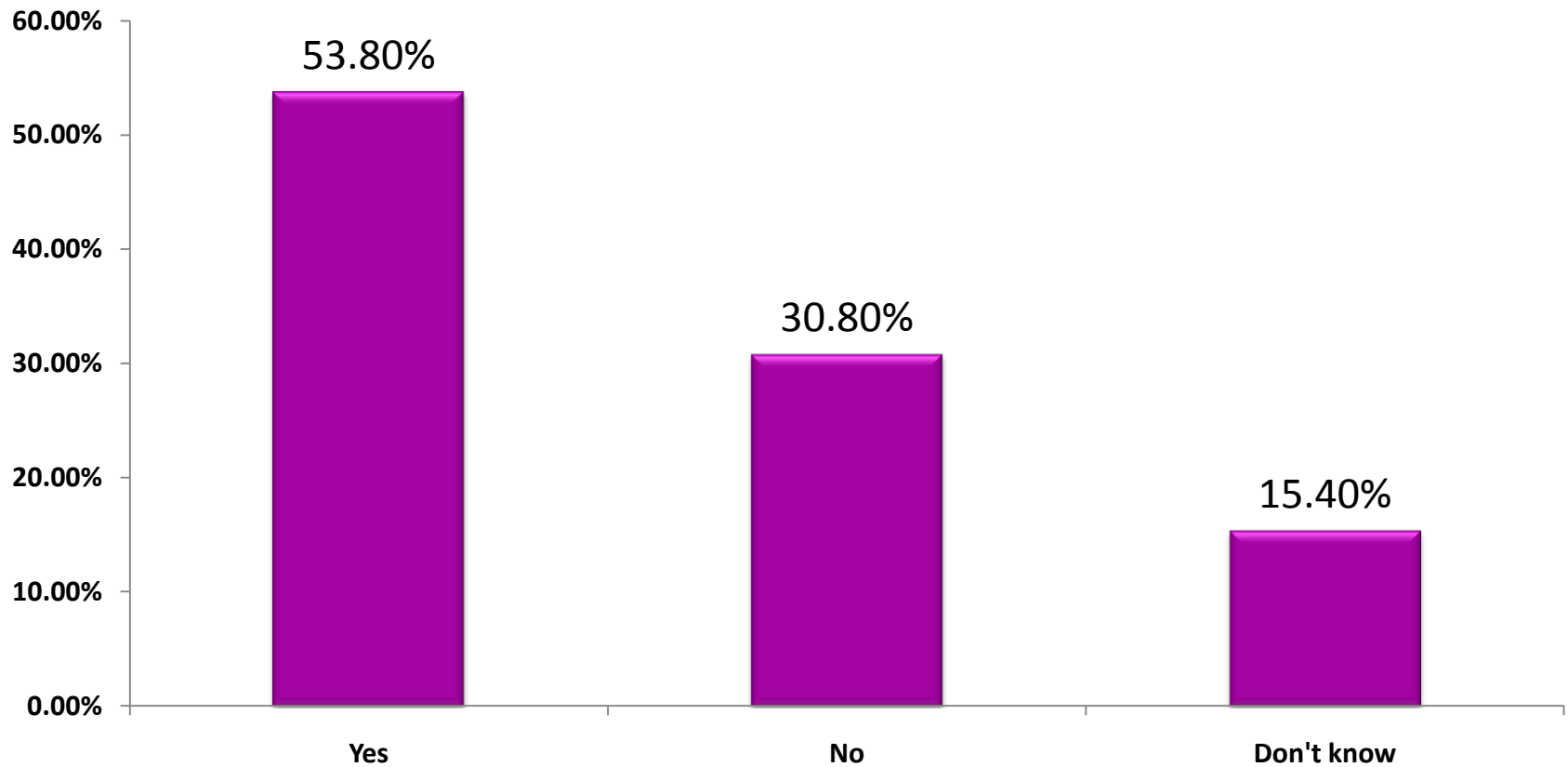
Do you think smartphones are overpriced when bought outside of a contract (offline)?



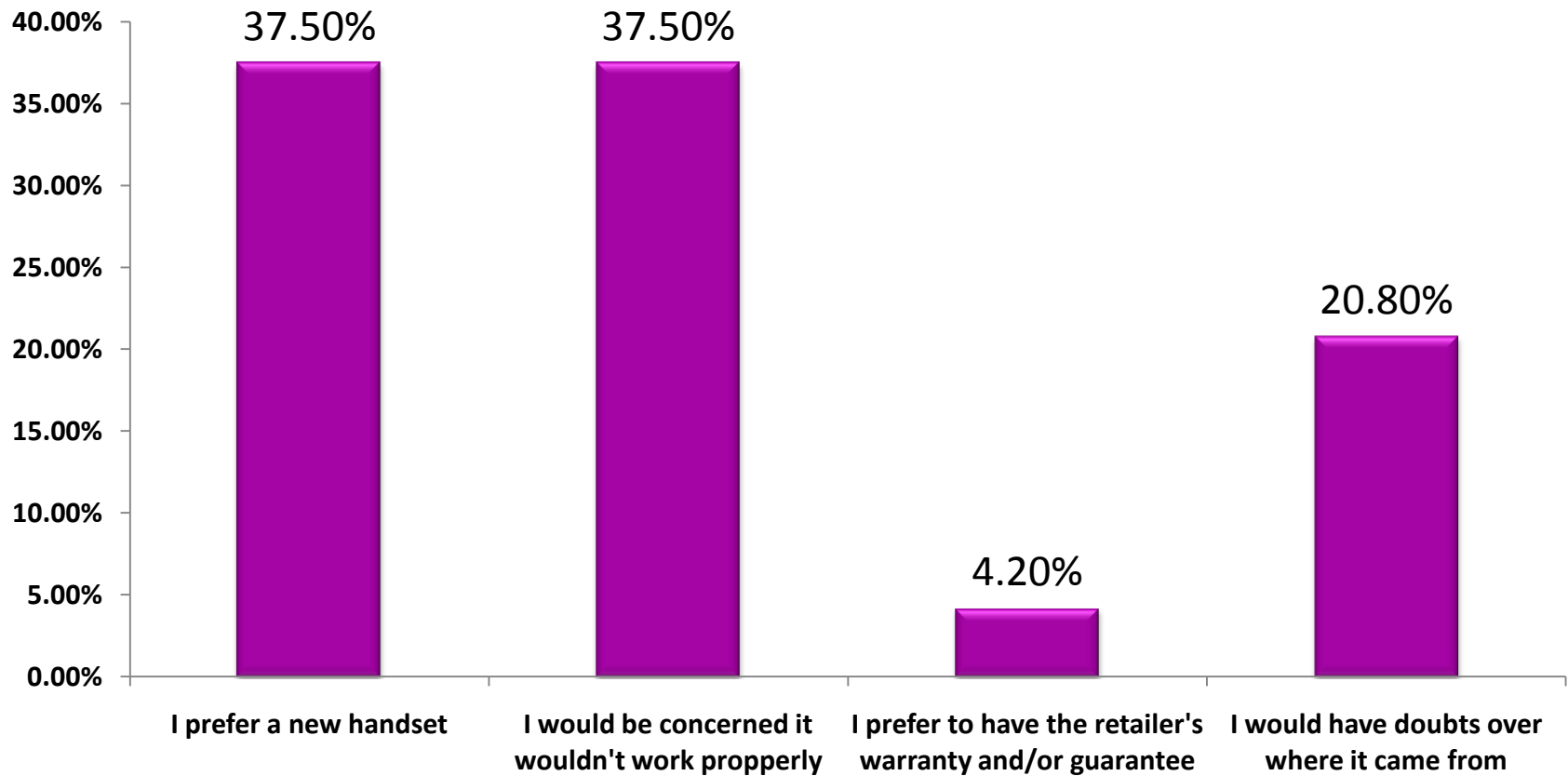
When purchasing a new phone, what is the most important factor for you?



Would you ever buy a second hand smartphone?



Why would you not buy a second hand smartphone?





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