



Executive Summary: New Smart Phone Owners Report

Consumers Weigh in on Their New Smart Phones – Can Windows Phone OS Challenge Apple and Android?

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Which smart phone manufacturers are winning the battle for consumer mind share in terms of high satisfaction rates and the most exciting new technologies and features?

To find out, we asked 1,282 consumers who had purchased a smart phone in the past six months to rate their models on a range of issues, including why they chose their phone and what they like and dislike most about it. The survey was conducted April 24 - May 7, 2012.

Companies included in the report: Apple, HTC, Motorola, Nokia, Research In Motion and Samsung

Report details include:

- Overall Customer Satisfaction Ratings
- Top Rated Individual Models
- Smart Phone Operating System: Customer Satisfaction
- Importance of Operating System to Smart Phone Purchase Decisions
- Manufacturer Loyalty
- Exchanges Due to Problems with New Phone
- Features Most Important to the Purchase Decision
- A Closer Look at the Issue of Battery Life

ChangeWave Research Methodology

This report presents the findings of a recent ChangeWave consumer survey of new smart phone buyers. The survey was conducted between April 24 – May 7, 2012. A total of 1,282 new smart phone owners who had purchased their phone within the past 6 months participated in the survey.

ChangeWave's proprietary research and business intelligence gathering system is based upon the systematic gathering of valuable business and investment information directly over the Internet from accredited members of its research network.

The business and investment intelligence provided by ChangeWave provides a real-time view of companies, technologies, and consumer and business trends in key market sectors, along with an in-depth perspective of the macro economy – well in advance of other available sources.

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About ChangeWave Research

ChangeWave Research, a service of 451 Research, is a survey research firm that identifies and quantifies change in corporate buying & business trends, telecom trends, and consumer spending & electronics trends.

The ChangeWave Research Network is a group of 25,000 highly qualified business, technology, and medical professionals – as well as early adopter consumers – who work in leading companies of select industries. ChangeWave surveys its Network members weekly on a range of business and consumer topics, and converts the information into a series of proprietary quantitative and qualitative reports.

ChangeWave delivers its products and services on the Web at www.ChangeWaveResearch.com.

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