IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

Ipsos Poll Conducted for Reuters

Samsung Galaxy 11.22.2016

These are findings from an Ipsos poll conducted October 26 – November 9,2016 on behalf Thomson Reuters. For the survey, a sample of roughly 7,514 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Amparo Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2015 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 1.3 percentage points for all respondents (see link below for more info on Ipsos online polling "Credibility Intervals"). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=7,514, DEFF=1.5, adjusted Confidence Interval=2.8).

For more information about Ipsos online polling methodology, please go here http://goo.gl/yJBkuf

		Total
AB10_232 - Awareness...Cell phones that are catching fire, smoking, or bursting into flames	Yes	79%
	No	21%
	Total	7514
AB10_233 - Awareness...Samsung's discontinuation of the Galaxy Note 7 smart phone due to safety concerns	Yes	70%
	No	30%
	Total	7514
TM1058Y16 - If you were to purchase a new smart phone tomorrow, which brand would you first consider?	Apple	34%
	Google	5%
	Samsung	26%
	Motorola	5%
	Another Android phone	11%
	Other	2%
	Don't know	16%
	Total	7505
TM1059Y16_1 - Would not consider purchasing the following brand of smart phone...Apple	No	77%
	Yes	23%
	Total	7505
TM1059Y16_2 - Would not consider purchasing the following brand of smart phone...Google	No	90%
	Yes	10%
	Total	7505
	No	77%

TM1059Y16_3 - Would not consider purchasing the following brand of smart phone...Samsung	Yes	23%
	Total	7505
TM1059Y16_4 - Would not consider purchasing the following brand of smart phone...Motorola	No	83%
	Yes	17%
	Total	7505
TM1059Y16_5 - Would not consider purchasing the following brand of smart phone...Another Android phone	No	90%
	Yes	10%
	Total	7505
TM1059Y16_6 - Would not consider purchasing the following brand of smart phone...Other	No	96%
	Yes	4%
	Total	7505
TM1059Y16_7 - Would not consider purchasing the following brand of smart phone...Don't know	No	65%
	Yes	35%
	Total	7505
TM1060Y16 - Do you currently own an iPhone, or have you ever owned an iPhone?	Yes – I own an iPhone now	38%
	Yes – I used to own an iPhone	10%
	No – I have never owned an iPhone	47%
	I do not own a cell phone	5%
	Total	7505
TM1061Y16 - Do you currently own a Samsung smart phone, or have you ever owned a Samsung smart phone?	Yes – I own a Samsung smart phone now	31%
	Yes – I used to own a Samsung smart phone	17%
	No – I have never owned a Samsung smart phone	48%
	I do not own a cell phone	5%
	Total	7505
TM781Y16 - How likely are you to buy another iPhone in the future?	Very likely	64%
	Somewhat likely	21%
	Not very likely	6%
	Not at all likely	7%
	Don't know	3%
	Total	3911
TM1062Y16 - And how likely are you to buy another Apple product in the future?	Very likely	59%
	Somewhat likely	23%
	Not very likely	7%
	Not at all likely	6%
	Don't know	4%
	Total	3911
TM1063Y16 - How likely are you to buy another Samsung smart phone in the future?	Very likely	49%
	Somewhat likely	29%
	Not very likely	10%
	Not at all likely	6%
	Don't know	5%
	Total	3648
TM1064Y16 - And how likely are you to buy another Samsung product in the future?	Very likely	49%
	Somewhat likely	33%
	Not very likely	8%
	Not at all likely	5%
	Don't know	5%
	Total	3648
TM1065Y16 - Compared to other types of smart phones, do you think that Samsung phones are	Safer than other phones	12%
	No different to other phones	44%

generally safer than, no different, or less safe than other phones?	Less safe than other phones	23%
	Don't know	21%
	Total	7505
TM1066Y16 - Compared to other types of smart phones, do you think that Samsung phones are generally more attractive looking, no different, or less attractive looking than other phones?	More attractive looking than other phones	26%
	No different to other phones	42%
	Less attractive looking than other phones	10%
	Don't know	22%
	Total	7505
TM1067Y16 - Compared to other types of smart phones, do you think that Samsung phones generally have more features/functions, no different, or fewer features/functions than other phones?	Have more features and functions than other phones	29%
	Are not different from other phones	34%
	Have fewer features and functions than other phones	8%
	Don't know	28%
	Total	7505

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How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter θ\, i.e., Y|θ~Bin(n,θ), where n is the size of our sample. In this setting, Y counts the number of "yes", or "1", observed in the sample, so that the sample mean ($\bar{y}$) is a natural estimate of the true population proportion θ. This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian [1] statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for θ adjusted after observing the sample data. In reality, the posterior distribution is one's knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution (π(θ/y)~β(y+a,n-y+b)), but with updated hyper-parameters.

Our credibility interval for ϑ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for ϑ given our updated knowledge base. There are different ways to calculate these intervals based on π(θ/y). Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that *a*=1 and *b*=1 and y=*n/2*. Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \mp \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect 1+L=1.3 to account for complex weighting[2]

Examples of credibility intervals for different base sizes are below. Ipsos does not publish data for base sizes (sample sizes) below 100.

Sample size	Credibility intervals
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2