



Customer Satisfaction

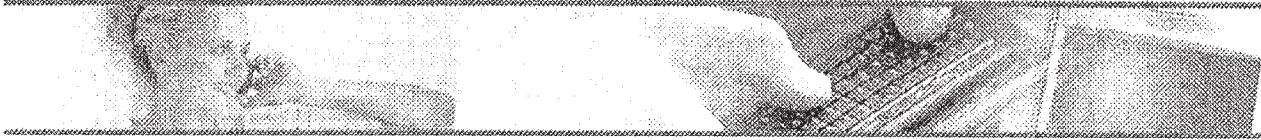
Index Results Among Smartphone Models



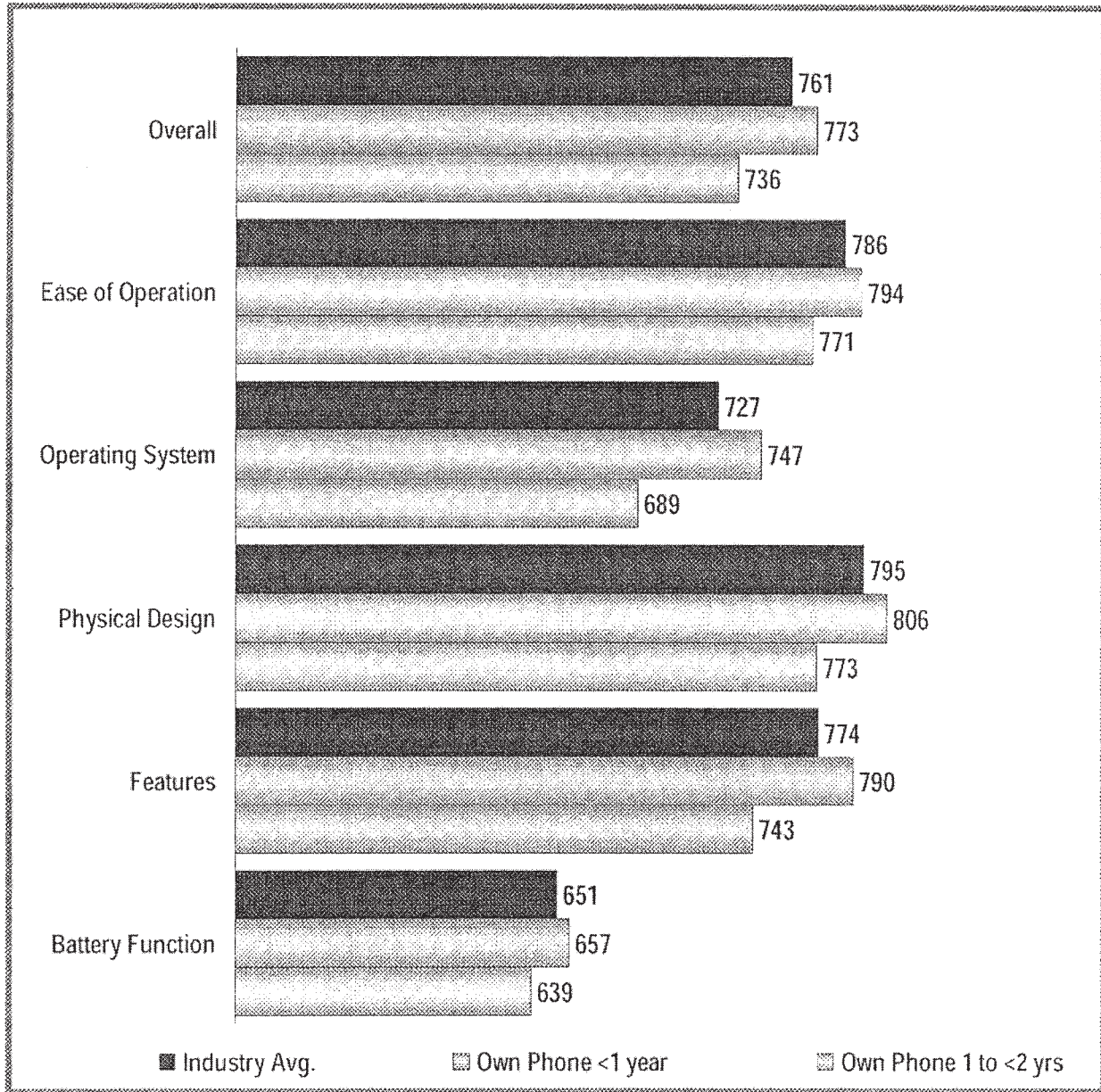
Index Results Among Smartphone Models

It is expected that the majority of newer phones, those that launched within the last year, generate higher smartphone CSI ratings than older smartphones (one year to less than two years). In 2011 Vol. 1, these more recently tenured owners rate their handset manufacturer much higher than longer tenured owners across all factors. The most pronounced differences are in the Operating System factor (+58 points) and the Features factor (+47 points). These differences have widened over the past 6 months. This gap in Features is likely because consumers with older handsets are exposed to newer handsets' upgraded and innovative features through advertisements and retail store visits. Faster processors contribute to better scores across multiple factors.

The Apple iPhone 4 ranks highest overall in 2011 Vol. 1 with a score of 836 and is followed by the Nokia 5800 Xpress Music (829) and HTC Evo 4G (823). The Samsung Vibrant (816) and Apple iPhone 3GS (802) also receive scores above 800.



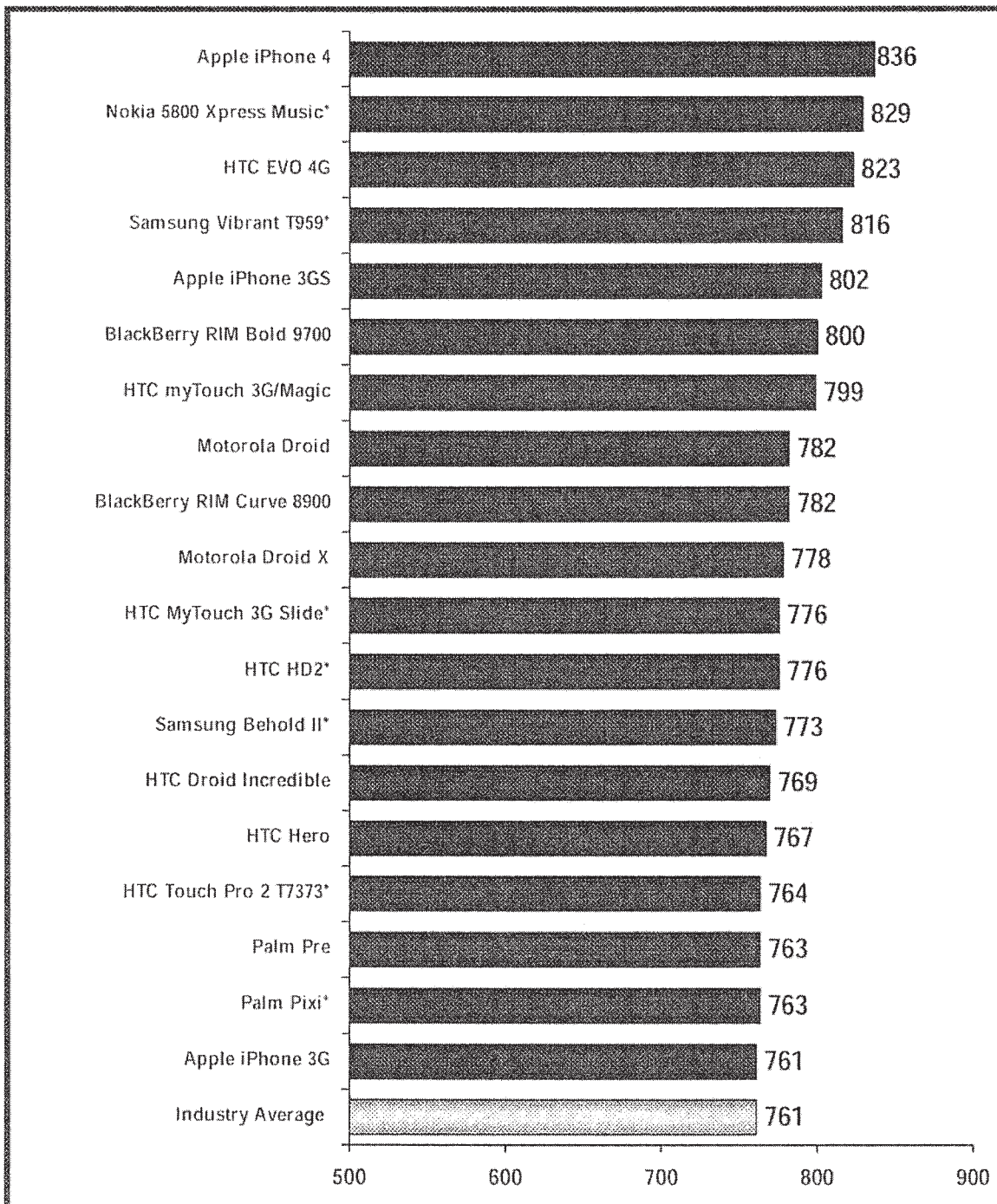
Smartphone Manufacturers CSI Ratings: Tenure



Note: Industry Average is among handsets used for less than 2 years.



Smartphone CSI Model Ratings—Above Industry Avg.



Model Level Overall CSI Ratings at or Above Handset Average = 761. Only models with sample sizes 30+ are shown.
For handsets used for less than 2 years.

*Caution: small sample size.



Smartphone CSI Model Ratings—Below Industry Avg.



Model Level Overall CSI Ratings at or Above Handset Average = 761. Only models with sample sizes 30+ are shown.

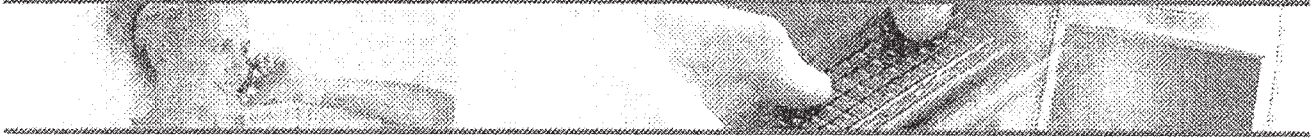
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Customer Satisfaction

Apple Models



Customer Satisfaction Performance—Apple

The Apple smartphone brand average overall satisfaction score is 795, down from 800 in 2010 Vol. 2 and 810 in 2010 Vol.1. As would be expected, the Apple iPhone 4 performs best among Apple's devices with sufficient sample size for analysis. The Apple iPhone 4 receives an index score of 836, while the 3GS and 3G receive index scores of 802 and 761, respectively.

The iPhone 4 performs better than the iPhone 3GS in all respects. iPhone 4 users are particularly satisfied with their devices' camera compared with users of more outdated models. While the iPhone 3G is rated well below the iPhone 4 and iPhone 3GS, it struggles with regard to Operating System in particular. Users of the iPhone 3G actually rate their device lower than original iPhone users with regard to *Timeliness of syncing*, *Amount of time to attach/transfer files*, and *Amount of time to move between apps*.

Of note, the iPhone 4 performs well above the brand average in *Amount of battery life before needs recharging*. Users of the iPhone 4 rate their model 7.24 in this attribute compared with just 5.75 among 3GS users.



Attribute Differences—Apple Models

	Apple Brand Average	Apple iPhone 4	Apple iPhone 3GS	Apple iPhone 3G	Apple iPhone*
OVERALL SMARTPHONE INDEX	795	836	802	761	743
EASE OF OPERATION FACTOR	826	849	837	801	778
Quality of sound when on a call	7.84	8.10	7.85	7.71	7.13
Ease of pressing/activating keypad/keyboard buttons	8.12	8.45	8.25	7.76	7.68
Ease of navigating phone using touch screen, toggle/navigation wheel	8.51	8.71	8.68	8.17	8.18
Ability to adjust volume to suit your needs	8.18	8.45	8.22	7.97	7.59
Ease of navigating around phone menu system	8.49	8.72	8.62	8.20	8.03
Ease of using basic calling features	8.42	8.58	8.56	8.19	7.87
Ease of using text messaging	8.33	8.49	8.45	8.10	8.02
OPERATING SYSTEM FACTOR	769	829	787	706	707
Reliability/stability of smartphone operating system	7.81	8.45	8.00	7.15	7.11
Speed of mobile Internet	7.58	8.13	7.73	7.04	6.74
Amount of time to move between apps.	7.89	8.58	8.13	7.10	7.31
Timeliness of syncing	7.57	8.10	7.73	6.99	7.18
Amount of time to attach/transfer files	7.40	7.93	7.50	6.88	6.98
PHYSICAL DESIGN FACTOR	831	862	836	805	777
Visual appeal of your wireless phone	8.63	8.92	8.71	8.36	8.01
Size of display screen	8.37	8.62	8.45	8.10	8.15
Brightness of background display screen lighting	8.45	8.82	8.46	8.20	8.08
Weight of wireless phone (including battery)	8.00	8.27	8.08	7.76	7.23
Size of wireless phone	8.01	8.40	8.03	7.75	7.31
FEATURES FACTOR	821	857	825	792	760
Usefulness of apps. Available on your phone	8.59	8.79	8.68	8.35	8.19
Ability to download additional applications	8.57	8.84	8.69	8.30	7.85
Availability of multimedia functions	8.33	8.67	8.43	8.04	7.61
Quality of camera pictures and video	7.73	8.53	7.59	7.33	7.07
Variety of ring tones supported	7.48	7.80	7.50	7.25	6.91
BATTERY FUNCTION FACTOR	619	697	587	596	606
Amount of battery life before needs recharging	6.13	7.24	5.75	5.70	5.98
Length of time needed to recharge battery	7.27	7.89	7.09	7.06	6.69
Ease of replacing batteries	4.71	4.80	4.36	5.01	5.35

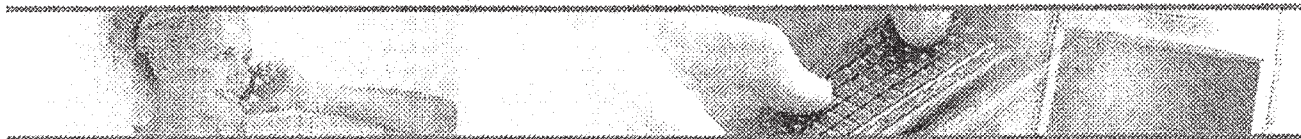
Note: Only models with sample sizes 30 or more are included.
For handsets used for less than 2 years.

* Caution: small sample size



Customer Satisfaction

HTC Models



Customer Satisfaction Performance—HTC

The HTC smartphone overall brand average is 762. Out of the six models analyzed, the HTC EVO 4G (823) is rated highest, followed by the myTouch 3G (799), myTouch 3G Slide (776), HD 2 (776), Incredible (769), and Hero (767).

HTC's EVO 4G ranks highest in Ease of Operation, Operating System, and Features factors. Owners are highly satisfied with this phone's processing capability, 8 megapixel camera, and touch display. The EVO 4G's performance in the Features factor is noteworthy – the model outperforms all other HTC devices in all attributes comprising the factor.

The myTouch 3G ranks highest in the Physical Design factor with a score of 854. Users are particularly surprised with the screen's brightness and weight and size aspects of the phone. While the EVO 4G performs well overall, it receives a score of just 593 in the Battery Function factor. The myTouch 3G receives the highest score in this factor and is rated highest with regard to *Amount of battery life before needs recharging*. The Droid Incredible fares poorly in this regard.

Attribute Differences—HTC Models

	HTC Brand Average	HTC EVO 4G	HTC myTouch 3G/Magic	HTC MyTouch 3G Slide*	HTC HD2*	HTC Droid Incredible	HTC Hero
OVERALL SMARTPHONE INDEX	762	823	799	776	776	769	767
EASE OF OPERATION FACTOR	777	839	838	806	797	772	777
Quality of sound when on a call	7.86	8.38	8.50	7.66	7.77	7.68	8.20
Ease of pressing/activating keypad/keyboard buttons	7.53	8.12	7.94	8.49	8.06	7.54	7.19
Ease of navigating phone using touch screen, toggle/navigation wheel	7.87	8.56	8.57	8.17	7.89	7.99	7.78
Ability to adjust volume to suit your needs	7.88	8.38	8.52	7.88	8.37	7.94	8.06
Ease of navigating around phone menu system	7.71	8.44	8.48	7.90	7.98	7.49	7.89
Ease of using basic calling features	7.77	8.54	8.45	7.98	8.19	7.56	7.63
Ease of using text messaging	7.80	8.31	8.24	8.30	7.58	7.80	7.65
OPERATING SYSTEM FACTOR	731	829	729	751	707	770	722
Reliability/stability of smartphone operating system	7.28	8.37	7.28	7.54	6.55	7.62	7.27
Speed of mobile Internet	7.28	8.38	7.22	7.21	7.44	7.87	7.19
Amount of time to move between apps	7.38	8.34	7.32	8.03	7.30	7.74	7.19
Timeliness of syncing	7.40	8.12	7.38	7.43	7.34	7.73	7.31
Amount of time to attach/transfer files	7.21	8.05	7.22	7.19	7.18	7.57	7.06
PHYSICAL DESIGN FACTOR	808	844	854	808	847	818	818
Visual appeal of your wireless phone	8.28	8.80	8.65	8.18	8.67	8.43	8.32
Size of display screen	8.16	9.05	8.21	8.02	9.17	8.20	7.98
Brightness of background display screen lighting	8.27	8.68	8.79	7.96	8.74	8.19	8.27
Weight of wireless phone (including battery)	7.77	7.64	8.50	8.15	7.77	8.06	8.09
Size of wireless phone	7.88	7.93	8.54	8.05	7.88	7.97	8.23
FEATURES FACTOR	789	870	809	775	786	791	812
Usefulness of apps available on your phone	8.11	8.73	8.54	7.81	7.83	7.87	8.45
Ability to download additional applications	7.93	8.81	8.40	8.09	7.48	8.18	8.36
Availability of multimedia functions	7.82	8.64	8.17	7.40	8.01	7.88	7.90
Quality of camera pictures and video	7.78	8.76	7.03	7.80	8.09	8.23	7.95
Variety of ring tones supported	7.70	8.51	8.04	7.57	8.02	7.34	7.75
BATTERY FUNCTION FACTOR	615	593	701	670	681	571	625
Amount of battery life before needs recharging	5.50	5.13	6.44	6.36	6.13	4.87	5.60
Length of time needed to recharge battery	6.75	6.60	7.34	7.09	7.46	6.62	6.86
Ease of replacing batteries	7.06	7.17	8.10	7.08	7.74	6.68	6.58

Note: Only models with sample sizes 30 or more are included.

For handsets used for less than 2 years.

*Caution: small sample size.

Attribute Differences—HTC Models

	HTC Brand Average	HTC Touch Pro 2 T7373*	HTC Droid Eris*	HTC G1	HTC Touch Pro*	HTC Dash 3G/Snap*
OVERALL SMARTPHONE INDEX	761	764	728	711	638	611
EASE OF OPERATION FACTOR	777	786	725	775	672	621
Quality of sound when on a call	7.86	7.67	7.48	7.59	7.21	6.86
Ease of pressing/activating keypad/keyboard buttons	7.53	8.08	6.89	7.74	6.52	5.73
Ease of navigating phone using touch screen, toggle/navigation wheel	7.87	7.79	7.44	7.90	6.09	5.61
Ability to adjust volume to suit your needs	7.88	7.89	7.39	7.66	6.93	6.40
Ease of navigating around phone menu system	7.71	7.62	7.38	7.73	6.21	5.61
Ease of using basic calling features	7.77	7.93	6.75	7.62	6.97	6.37
Ease of using text messaging	7.80	8.06	7.38	8.02	7.14	6.90
OPERATING SYSTEM FACTOR	731	690	681	645	602	566
Reliability/stability of smartphone operating system	7.28	6.63	6.68	6.65	5.88	6.04
Speed of mobile Internet	7.28	6.98	6.80	6.05	5.50	5.24
Amount of time to move between apps	7.38	6.86	7.02	6.51	6.09	5.57
Timeliness of syncing	7.40	7.24	6.88	6.62	6.52	5.84
Amount of time to attach/transfer files	7.21	7.14	6.74	6.23	6.45	5.22
PHYSICAL DESIGN FACTOR	808	800	812	727	642	680
Visual appeal of your wireless phone	8.28	8.23	8.21	7.36	6.76	7.01
Size of display screen	8.16	8.70	7.97	7.45	6.15	6.69
Brightness of background display screen lighting	8.27	8.33	8.29	7.94	7.24	6.63
Weight of wireless phone (including battery)	7.77	7.05	8.04	6.71	5.42	6.95
Size of wireless phone	7.88	7.59	8.05	6.81	6.45	6.69
FEATURES FACTOR	789	802	773	744	658	580
Usefulness of apps. Available on your phone	8.11	8.13	8.18	8.04	6.62	5.48
Ability to download additional applications	7.93	7.79	7.91	7.47	6.17	5.10
Availability of multimedia functions	7.82	8.17	7.70	7.33	6.38	5.86
Quality of camera pictures and video	7.78	7.89	7.20	6.68	7.01	6.46
Variety of ring tones supported	7.70	8.11	7.42	7.43	6.84	6.43
BATTERY FUNCTION FACTOR	615	717	544	575	578	583
Amount of battery life before needs recharging	5.50	6.85	4.63	5.27	5.20	5.43
Length of time needed to recharge battery	6.75	7.42	6.15	6.17	6.26	6.09
Ease of replacing batteries	7.06	7.68	6.66	6.48	6.66	6.58

Note: Only models with sample sizes 30 or more are included.
For handsets used for less than 2 years.

*Caution: small sample size.



Customer Satisfaction

Motorola Models



Customer Satisfaction Performance—Motorola

The Motorola smartphone brand average overall satisfaction score is 763. Five Motorola phones have sufficient sample size for analysis. Performing above the brand average are the Droid (782) and Droid X (778), while the CLIQ (754), CLIQ XT (747), and Droid 2 (721) each fall below.

The Motorola Droid's turn-by-turn GPS navigation, 5 megapixel auto-focus camera, and voice search all contribute to its above average rating in the Features factor (823 vs. 792). While the Droid does not perform to the level of the iPhone 3GS with regard to Ease of Operation, it still excels with a factor score of 799. In regard to Operation, the Droid 2 is rated lowest among Motorola devices in *Ease of pressing/activating keypad/keyboard buttons*. Attribute ratings reveal that Droid 2 users find navigating the device more difficult than other Motorola models.

Despite a large screen, extensive feature set, and ability to connect to the internet at high speeds, the Droid performs fairly well in the Battery Function factor – it receives an index score of 671 compared to just 618 for the Droid 2. The CLIQ XT also receives a factor score of 671 and is rated highest in terms of *Amount of battery life before needs recharging*.

The Droid X is rated highest among Motorola models in *Size of display screen*, scoring well above the brand average (8.80 vs. 8.24).



Attribute Differences—Motorola Models

	Motorola Brand Average	Motorola Droid	Motorola Droid X	Motorola CLIQ	Motorola Cliq XT/Quench*	Motorola Droid 2*
OVERALL SMARTPHONE INDEX	763	782	778	754	747	721
EASE OF OPERATION FACTOR	780	799	791	785	768	728
Quality of sound when on a call	7.75	7.86	7.87	7.64	7.89	7.46
Ease of pressing/activating keypad/keyboard buttons	7.58	7.66	7.85	7.80	7.26	6.93
Ease of navigating phone using touch screen, toggle/navigation wheel	7.87	8.08	8.10	7.78	7.57	7.24
Ability to adjust volume to suit your needs	7.82	8.13	7.65	8.11	7.86	7.28
Ease of navigating around phone menu system	7.89	8.17	8.06	7.96	7.77	7.04
Ease of using basic calling features	7.85	8.03	7.90	7.71	7.79	7.57
Ease of using text messaging	7.90	8.06	7.93	7.95	7.67	7.43
OPERATING SYSTEM FACTOR	749	774	774	706	688	708
Reliability/stability of smartphone operating system	7.57	7.84	7.72	7.03	6.68	7.41
Speed of mobile Internet	7.49	7.84	7.81	6.89	6.77	6.86
Amount of time to move between apps	7.57	7.75	7.92	7.26	7.09	7.18
Timeliness of syncing	7.37	7.58	7.68	7.15	6.98	6.76
Amount of time to attach/transfer files	7.27	7.51	7.48	6.95	7.08	6.81
PHYSICAL DESIGN FACTOR	777	780	809	782	782	736
Visual appeal of your wireless phone	7.89	7.92	8.27	8.07	7.92	7.37
Size of display screen	8.24	8.28	8.80	8.04	7.58	7.95
Brightness of background display screen lighting	8.09	8.11	8.35	8.08	8.17	7.80
Weight of wireless phone (including battery)	7.11	7.04	7.39	7.25	7.69	6.79
Size of wireless phone	7.43	7.56	7.55	7.62	7.74	6.82
FEATURES FACTOR	792	823	790	776	784	754
Usefulness of apps. Available on your phone	8.09	8.43	8.01	7.99	7.95	7.77
Ability to download additional applications	8.12	8.44	8.19	7.89	8.04	7.75
Availability of multimedia functions	7.79	8.10	7.60	7.68	7.73	7.55
Quality of camera pictures and video	7.72	7.86	7.89	7.40	7.62	7.41
Variety of ring tones supported	7.79	8.17	7.75	7.72	7.76	7.04
BATTERY FUNCTION FACTOR	650	671	641	665	671	618
Amount of battery life before needs recharging	5.91	5.94	5.92	6.27	6.49	5.65
Length of time needed to recharge battery	7.11	7.43	6.86	6.93	7.04	6.94
Ease of replacing batteries	7.27	7.78	7.08	7.30	6.84	6.51

Note: Only models with sample sizes 30 or more are included.

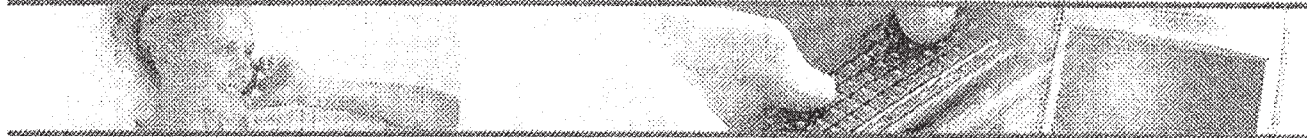
For handsets used for less than 2 years.

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Customer Satisfaction

Nokia Models



Customer Satisfaction Performance—Nokia

The overall brand average for Nokia is 734, 23 index points higher than 2010 Vol. 2. Only the 5800 Xpress Music, Nuron 5230, and 6650 have sufficient sample for model level analysis. The 5800 Xpress Music garners an index score of 829, while the Nuron 5230 (728) and 6650 (632) fall below the brand average.

Each factor score rank order follows the same trend as the overall ranking in which the 5800 Xpress Music is followed by the Nuron and then 6650. In terms of Physical Design, the 5800 Xpress Music receives a factor score of 873, 112 index points above the brand average. This particular factor is the models greatest strength relative to the brand average, however, there is also a 102 point performance gap in Features, and 98 point gap in Ease of Operation. The 6650 fails to outperform the brand average in all attributes. In addition, the Nokia Nuron 5230 falls below the 5800 Xpress Music in each attribute. When compared to the brand average, however, the Nuron 5230 outpaces the brand average in the Features and Battery Function factors.

Attribute Differences—Nokia Models

	Nokia Brand Average	Nokia 5800 Xpress Music*	Nokia Nuron 5230	Nokia 6650*
OVERALL SMARTPHONE INDEX	734	829	728	632
EASE OF OPERATION FACTOR	752	850	742	647
Quality of sound when on a call	7.76	8.61	7.73	6.56
Ease of pressing/activating keypad/keyboard buttons	7.56	8.40	7.15	6.72
Ease of navigating phone using touch screen, toggle/navigation wheel	7.22	8.41	7.28	6.08
Ability to adjust volume to suit your needs	7.55	8.51	7.52	6.47
Ease of navigating around phone menu system	7.32	8.48	7.30	6.39
Ease of using basic calling features	7.78	8.73	7.59	7.13
Ease of using text messaging	7.47	8.39	7.39	5.89
OPERATING SYSTEM FACTOR	691	766	691	585
Reliability/stability of smartphone operating system	7.09	8.07	6.92	6.04
Speed of mobile Internet	6.73	7.56	6.75	5.46
Amount of time to move between apps	7.03	7.43	7.10	6.00
Timeliness of syncing	6.82	7.28	7.00	5.80
Amount of time to attach/transfer files	6.66	7.56	6.69	5.57
PHYSICAL DESIGN FACTOR	761	873	743	690
Visual appeal of your wireless phone	7.67	8.59	7.41	6.81
Size of display screen	7.34	8.77	7.28	6.37
Brightness of background display screen lighting	7.80	8.92	7.62	7.21
Weight of wireless phone (including battery)	7.68	8.81	7.46	7.20
Size of wireless phone	7.55	8.59	7.38	6.96
FEATURES FACTOR	727	829	729	597
Usefulness of apps. Available on your phone	7.33	8.47	7.26	5.96
Ability to download additional applications	7.07	7.74	7.22	5.83
Availability of multimedia functions	7.33	8.61	7.42	5.81
Quality of camera pictures and video	7.25	8.07	7.16	6.19
Variety of ring tones supported	7.37	8.57	7.43	6.14
BATTERY FUNCTION FACTOR	737	820	743	639
Amount of battery life before needs recharging	7.19	8.18	7.36	6.04
Length of time needed to recharge battery	7.55	8.16	7.51	6.66
Ease of replacing batteries	7.59	8.43	7.47	6.95

Note: Only models with sample sizes 30 or more are included.

For handsets used for less than 2 years.

*Caution: small sample size.



Customer Satisfaction

Palm Models



Customer Satisfaction Performance—Palm

The Palm smartphone brand average overall satisfaction score is 736, 10 points above 2010 Vol. 2. There are four models with sufficient sample to analyze—the Palm Pixi (763), Pre (763), Pre Plus (750), and Centro (674).

With regard to Ease of Operation, the Pixi (803) and Pre (797) perform particularly well. The Pre excels in *Ease of navigating around the phone menu system* and *Ease of using basic calling features* in particular. The Palm Pre and Pre Plus rank highest in terms of Operating System with score of 746 and 744, compared with a brand average of 714. Attribute ratings of specific attributes, however, are not comparable between the two models. The Palm Pre excels in *Amount of time to move between applications*, while the Pre Plus is rated above average in *Reliability/stability of operating system* and *Amount of time to attach/transfer files*.

The Pixi is the highest rated Palm model in Physical Design. It excels in size aspects as well as styling and appeal-related attributes.

The Palm Centro does, however, excel in the Battery Function factor relative to other models, receiving a score of 668 compared with a brand average of 630. In particular, the model is rated highly in terms of *Amount of battery life before needs recharging*.



Attribute Differences—Palm Models

	Palm Brand Average	Palm Pixi*	Palm Pre	Palm Pre Plus*	Palm Centro*
OVERALL SMARTPHONE INDEX	736	763	763	750	674
EASE OF OPERATION FACTOR	757	803	797	748	679
Quality of sound when on a call	7.64	8.06	7.73	7.91	6.98
Ease of pressing/activating keypad/keyboard buttons	7.19	7.82	7.61	6.65	6.73
Ease of navigating phone using touch screen, Innote/navigation wheel	7.72	8.27	8.23	7.78	6.63
Ability to adjust volume to suit your needs	7.48	8.07	7.90	7.50	6.77
Ease of navigating around phone-menu system	7.66	7.90	8.22	7.62	6.66
Ease of using basic calling features	7.71	7.95	8.13	7.47	6.89
Ease of using text messaging	7.57	8.11	8.04	7.42	6.88
OPERATING SYSTEM FACTOR	714	700	746	744	665
Reliability/stability of smartphone operating system	7.19	6.71	7.36	7.52	7.11
Speed of mobile Internet	7.00	7.20	7.40	7.36	6.42
Amount of time to move between apps.	7.30	7.29	7.83	7.38	6.65
Timeliness of syncing	7.13	7.00	7.45	7.43	6.52
Amount of time to attach/transfer files	6.95	7.07	7.29	7.50	5.97
PHYSICAL DESIGN FACTOR	782	842	813	824	681
Visual appeal of your wireless phone	7.87	8.66	8.27	8.25	6.47
Size of display screen	7.32	7.63	7.64	7.87	6.19
Brightness of background display screen lighting	8.15	8.63	8.35	8.55	7.25
Weight of wireless phone (including battery)	7.95	8.71	8.22	8.35	7.29
Size of wireless phone	7.80	8.47	8.19	8.19	6.92
FEATURES FACTOR	726	750	758	734	673
Usefulness of apps. Available on your phone	7.48	7.88	7.61	7.47	7.02
Ability to download additional applications	7.07	7.26	7.46	7.30	6.34
Availability of multimedia functions	7.34	7.94	7.73	7.52	6.77
Quality of camera pictures and video	7.18	7.37	7.67	7.29	6.60
Variety of ring tones supported	7.16	6.84	7.41	7.01	6.89
BATTERY FUNCTION FACTOR	630	623	581	602	668
Amount of battery life before needs recharging	5.80	5.70	5.01	5.46	6.76
Length of time needed to recharge battery	6.99	7.13	6.71	6.83	6.86
Ease of replacing batteries	6.65	6.35	6.71	6.38	6.21

Note: Only models with sample sizes 30 or more are included.

For handsets used for less than 2 years.

*Caution: small sample size.



Customer Satisfaction

RIM BlackBerry Models



Customer Satisfaction Performance—RIM BlackBerry

Overall, the RIM BlackBerry brand average score is 732 with the 19 most popular models being analyzed. The best performing RIM BlackBerry model is the Bold 9700 (800) scoring well above average across all factors, followed by the Curve 8900 (782). These devices are followed by the Bold 9650 (755), Curve 8530 (755), Curve 8520 (750), each scoring 750 or above. Multiple models in the Pearl lineup fall below brand average.

The BlackBerry Bold 9700 is highest ranked in all factors with the exception of Battery Function. In Ease of Operation, the Bold 9700 excels in terms of ease of navigation related attributes. *Quality of sound when on a call* is a particular strength for the Curve 8900. In regard to Physical Design, the Bold 9700 performs well across all attributes, however, the model's performance in *Brightness of background display screen* is particularly noteworthy.

The Curve 8900 receives the highest Battery Function factor score in the BlackBerry model lineup (800).

Attribute Differences—RIM BlackBerry Models

	RIM BlackBerry Brand Average	BlackBerry RIM Bold 9700	BlackBerry RIM Curve 9900	BlackBerry RIM Bold 9650	BlackBerry RIM Curve 8530	BlackBerry RIM Curve 8520	BlackBerry RIM 8310 Curve*	BlackBerry RIM Storm2 9550*	BlackBerry RIM Pearl Flip 8230*	BlackBerry RIM Curve 8350*	BlackBerry RIM 8130 Pearl*
OVERALL SMARTPHONE INDEX	732	800	782	755	755	750	747	742	740	736	729
EASE OF OPERATION FACTOR	762	827	812	777	783	795	790	747	797	767	748
Quality of sound when on a call	7.68	8.04	8.21	7.72	7.85	7.95	7.93	7.70	8.33	7.30	8.46
Ease of pressing/activating keypad/keyboard buttons	7.49	8.26	8.00	7.81	7.68	7.76	7.71	7.02	7.84	7.62	7.00
Ease of navigating phone using touch screen, toggle/navigation wheel	7.41	8.39	7.67	7.58	7.70	7.78	7.71	7.50	7.65	7.46	7.46
Ability to adjust volume to suit your needs	7.62	8.13	8.13	7.67	7.81	8.01	7.99	7.57	8.11	7.72	7.35
Ease of navigating around phone menu system	7.56	8.28	8.16	7.73	7.78	7.98	7.75	7.34	7.74	7.86	7.16
Ease of using basic calling features	7.89	8.43	8.53	8.01	8.08	8.12	8.12	7.80	8.45	7.92	7.77
Ease of using text messaging	7.74	8.37	8.24	7.87	7.98	8.09	8.11	7.40	7.64	7.94	7.08
OPERATING SYSTEM FACTOR	685	772	747	722	722	695	691	698	675	665	702
Reliability/stability of smartphone operating system	6.91	7.72	7.89	7.43	7.33	7.16	6.99	6.94	6.95	7.09	7.35
Speed of mobile Internet	6.47	7.45	6.81	6.98	6.85	6.19	6.56	6.44	6.60	6.01	6.76
Amount of time to move between apps	7.07	8.20	7.62	7.23	7.40	7.28	7.06	7.27	6.69	6.77	7.15
Timeliness of syncing	7.06	7.71	7.44	7.26	7.34	7.16	7.20	7.39	6.91	6.65	6.96
Amount of time to attach/transfer files	6.73	7.42	7.14	6.99	7.09	6.81	6.68	6.93	6.32	6.28	6.45
PHYSICAL DESIGN FACTOR	763	805	770	781	786	790	788	771	774	766	742
Visual appeal of your wireless phone	7.79	8.16	7.67	7.98	8.06	7.95	8.07	7.87	7.66	7.82	7.91
Size of display screen	7.34	7.66	7.06	7.49	7.46	7.46	7.42	8.01	7.01	7.45	6.14
Brightness of background display screen lighting	7.82	8.29	7.99	8.02	7.93	8.09	7.97	7.92	7.87	7.93	7.84
Weight of wireless phone (including battery)	7.62	8.19	7.94	7.84	8.01	8.13	7.94	7.23	8.09	7.40	7.94
Size of wireless phone	7.57	7.97	7.87	7.72	7.82	7.86	7.99	7.45	8.16	7.66	7.22
FEATURES FACTOR	726	806	788	755	745	728	715	768	706	736	729
Usefulness of apps. Available on your phone	7.50	8.23	8.05	7.81	7.64	7.53	7.58	7.80	7.57	7.85	7.59
Ability to download additional applications	7.20	8.02	7.67	7.26	7.64	7.20	6.91	7.63	7.14	7.04	7.03
Availability of multimedia functions	7.19	7.96	7.90	7.44	7.58	7.01	6.83	7.75	6.62	7.35	7.13
Quality of camera pictures and video	7.07	7.88	7.60	7.76	6.94	7.20	7.15	7.67	6.80	6.85	7.47
Variety of ring tones supported	7.25	8.19	8.16	7.44	7.32	7.41	7.17	7.48	6.98	7.56	7.14
BATTERY FUNCTION FACTOR	702	760	800	708	690	704	732	708	725	753	704
Amount of battery life before needs recharging	6.70	7.37	7.84	6.76	6.40	6.59	7.08	6.77	6.82	7.33	6.74
Length of time needed to recharge battery	7.34	7.74	8.02	7.57	7.42	7.60	7.51	7.47	7.56	7.74	7.51
Ease of replacing batteries	7.45	8.06	8.41	7.25	7.51	7.46	7.72	7.38	7.99	7.75	7.19

Note: Only models with sample sizes 30 or more are included.

For handsets used for less than 2 years.

*Caution: small sample size.



Attribute Differences—RIM BlackBerry Models

	RIM BlackBerry Brand Average	BlackBerry RIM Bold 9000*	BlackBerry RIM Tour 9630	BlackBerry RIM Storm 9530*	BlackBerry RIM 8120 Pearl*	BlackBerry RIM 8330 Curve	BlackBerry RIM Pearl Flip 8220*	BlackBerry RIM 8320 Curve*	BlackBerry RIM 8300 Curve*	BlackBerry RIM 8110 Pearl*
OVERALL SMARTPHONE INDEX	732	728	725	713	712	703	697	683	667	654
EASE OF OPERATION FACTOR	762	745	760	752	725	749	724	706	714	697
Quality of sound when on a call	7.68	7.49	7.61	7.70	7.80	7.55	7.53	7.03	6.83	7.25
Ease of pressing/activating keypad/keyboard buttons	7.49	7.75	7.57	7.14	7.03	7.35	6.94	6.83	7.69	6.74
Ease of navigating phone using touch screen, toggle/navigation wheel	7.41	7.24	7.08	7.47	6.74	7.22	7.09	6.80	6.90	6.16
Ability to adjust volume to suit your needs	7.62	7.11	7.78	7.64	7.32	7.42	7.22	7.07	6.92	7.43
Ease of navigating around phone menu system	7.56	7.39	7.51	7.50	7.10	7.50	7.05	6.95	6.80	6.93
Ease of using basic calling features	7.89	7.64	7.80	7.89	7.48	7.72	7.82	7.33	7.35	7.34
Ease of using text messaging	7.74	7.48	7.91	7.35	7.26	7.70	7.07	7.50	7.54	7.06
OPERATING SYSTEM FACTOR	685	688	667	628	673	642	641	633	617	587
Reliability/stability of smartphone operating system	6.91	6.56	6.77	5.92	6.93	6.39	6.34	6.34	6.42	5.63
Speed of mobile Internet	6.47	6.50	6.07	5.93	6.32	6.13	5.83	5.94	5.82	5.42
Amount of time to move between apps	7.07	7.39	6.82	6.56	6.97	6.64	6.83	6.56	6.48	6.55
Timeliness of syncing	7.06	7.27	7.16	6.88	6.51	6.63	6.69	6.58	5.69	6.25
Amount of time to attach/transfer files	6.73	7.08	6.44	6.56	6.78	6.34	6.48	6.24	6.24	5.67
PHYSICAL DESIGN FACTOR	763	797	762	759	742	731	726	718	691	698
Visual appeal of your wireless phone	7.79	8.22	7.85	7.94	7.37	7.47	7.50	7.19	6.60	6.90
Size of display screen	7.34	7.59	7.19	8.13	5.99	6.93	6.52	6.77	7.17	6.08
Brightness of background display screen lighting	7.82	8.29	7.94	7.84	7.88	7.51	7.33	7.42	7.14	7.43
Weight of wireless phone (including battery)	7.62	7.83	7.51	6.83	8.17	7.32	7.49	7.37	6.86	7.39
Size of wireless phone	7.57	7.91	7.61	7.11	7.76	7.32	7.45	7.14	6.70	7.16
FEATURES FACTOR	726	698	736	718	695	685	699	662	627	636
Usefulness of apps available on your phone	7.50	7.28	7.31	7.47	7.12	7.17	7.26	6.95	6.95	6.74
Ability to download additional applications	7.20	7.45	7.37	6.84	6.81	6.90	6.82	6.44	6.11	6.53
Availability of multimedia functions	7.19	7.00	7.23	7.15	6.98	6.82	6.91	6.51	6.19	5.75
Quality of camera pictures and video	7.07	6.08	7.50	7.05	6.95	6.44	7.01	6.61	5.78	6.27
Variety of ring tones supported	7.25	6.81	7.45	7.32	6.84	6.76	6.87	6.49	6.05	6.36
BATTERY FUNCTION FACTOR	702	657	651	694	739	693	683	703	683	626
Amount of battery life before needs recharging	6.70	5.88	5.99	6.58	7.36	6.70	6.35	6.65	6.58	5.95
Length of time needed to recharge battery	7.34	7.37	7.02	7.20	7.52	7.10	7.28	7.44	7.05	6.53
Ease of replacing batteries	7.45	7.33	7.21	7.58	7.28	7.31	7.49	7.49	7.20	6.72

Note: Only models with sample sizes 30 or more are included.

For handsets used for less than 2 years.

*Caution: small sample size.



Customer Satisfaction

Samsung Models



Customer Satisfaction Performance—Samsung

The overall Samsung brand average score is 734, 1 index point less than in 2010 Vol. 2. Eight Samsung models have sufficient sample to be analyzed in 2011 Vol. 1. The models include: the Vibrant (816), Behold II (773), Epic 4G (737), Instinct S30/Instinct Mini (732), Moment (732), Instinct HD (728), Acclaim R880 (713), and Intercept (694).

The Samsung Vibrant ranks higher than all other models in each factor. In Ease of Operation, the Vibrant receives a factor score of 825, well above all other models – this device is rated highest in all attributes within the factor. Results are similar in the Operating System factor. The Behold II is ranked second in terms of Physical Design with a score of 810. In particular, the Behold II is rated highly in *Brightness of background display/lighting*. Behold II users are also particularly fond of their phone's camera. In *Quality of camera pictures and video*, the Behold II receives a rating of 7.94 compared with an brand average of 7.52.

The Samsung Moment fairs poorly in regard to Battery Function, receiving a factor score of just 559 vs. 656 for the brand average. Its primary deficiency is in regard to battery life.



Attribute Differences—Samsung Models

	Samsung Brand Average	Samsung Vibrant T959*	Samsung Behold II*	Samsung Epic 4G*	Samsung Instinct S30/Instinct Mini*	Samsung Moment	Samsung Instinct HD*	Samsung Acclaim R880*	Samsung Intercept*
OVERALL SMARTPHONE INDEX	734	816	773	737	732	732	728	713	694
EASE OF OPERATION FACTOR	756	825	770	766	765	774	782	745	700
Quality of sound when on a call	7.76	8.34	7.63	7.74	7.88	7.68	7.69	7.24	7.71
Ease of pressing/activating keypad/keyboard buttons	7.36	8.06	7.32	7.57	7.33	7.56	7.85	7.34	6.27
Ease of navigating phone using touch screen, toggle/navigation wheel	7.33	8.23	7.46	7.43	7.30	7.71	7.75	7.27	6.74
Ability to adjust volume to suit your needs	7.78	8.38	7.97	7.61	8.01	7.90	8.12	7.78	7.56
Ease of navigating around phone menu system	7.48	8.21	7.68	7.66	7.56	7.70	7.86	7.51	6.87
Ease of using basic calling features	7.54	8.07	7.98	7.77	7.95	7.49	7.74	7.45	6.42
Ease of using text messaging	7.67	8.46	7.96	7.84	7.54	8.19	7.71	7.62	7.47
OPERATING SYSTEM FACTOR	688	783	752	720	675	679	655	654	609
Reliability/stability of smartphone operating system	6.96	7.90	7.53	7.34	6.85	6.47	6.46	6.68	6.57
Speed of mobile Internet	6.75	7.56	7.40	7.20	6.44	6.88	6.62	6.58	5.67
Amount of time to move between apps	7.03	8.13	7.69	7.30	7.07	7.10	6.79	6.70	5.71
Timeliness of syncing	6.82	7.72	7.44	7.00	6.86	6.97	6.52	6.36	6.10
Amount of time to attach/transfer files	6.71	7.76	7.50	6.91	6.33	6.80	6.39	6.05	6.04
PHYSICAL DESIGN FACTOR	780	866	810	768	789	756	765	750	768
Visual appeal of your wireless phone	7.95	8.77	7.94	8.13	7.88	7.77	7.70	7.67	7.89
Size of display screen	7.90	8.80	7.98	7.91	7.71	7.96	7.67	7.55	7.65
Brightness of background display screen lighting	7.93	8.83	8.69	7.80	7.97	8.08	7.40	7.60	7.83
Weight of wireless phone (including battery)	7.71	8.51	7.83	7.26	8.09	6.88	7.82	7.41	7.50
Size of wireless phone	7.47	8.35	8.08	7.20	7.82	7.01	7.65	7.22	7.50
FEATURES FACTOR	741	825	787	731	696	786	711	740	748
Usefulness of apps. Available on your phone	7.63	8.52	8.10	7.65	7.17	8.10	7.56	7.78	7.61
Ability to download additional applications	7.23	8.11	7.99	7.10	6.59	8.06	6.51	7.36	7.65
Availability of multimedia functions	7.31	8.29	7.58	7.16	6.90	7.82	6.89	7.23	7.25
Quality of camera pictures and video	7.52	7.98	7.94	7.54	6.81	7.62	7.20	7.42	7.80
Variety of ring tones supported	7.33	8.30	7.61	7.00	7.35	7.54	7.34	7.04	6.98
BATTERY FUNCTION FACTOR	656	725	713	624	715	559	706	623	589
Amount of battery life before needs recharging	6.19	7.05	6.71	5.84	6.95	4.87	6.34	5.84	5.28
Length of time needed to recharge battery	6.91	7.41	7.36	6.67	7.23	6.24	7.70	6.29	6.47
Ease of replacing batteries	7.06	7.59	7.99	6.75	7.58	6.63	8.10	7.23	6.77

Note: Only models with sample sizes 30 or more are included.

For handsets used for less than 2 years.

*Caution: small sample size.