

# SURVEY QUESTIONS:

**Talker Research** team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

**Talker Research** is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) – to view the complete methodology as part of this initiative, please visit the [Talker Research Process and Methodology page](#).

For more information on the survey or any additional questions, please contact: [questions@talkerresearch.com](mailto:questions@talkerresearch.com)

**PROJECT NAME:** Please don't make me update

**SAMPLE:** 2,000 American adults, 1,000 British adults, and 1,000 Australian adults

**SPLITS:** Age, gender, region within nation, device type (Q1)

## Survey Questions:

**M1. Which of the following countries do you reside in? [select one]**

**a. Unites States**

**b. United Kingdom**

**c. Australia**

**d. None of the above [EXCLUSIVE]**

**1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]**

1. Male

2. Female

3. Non-Binary

4. Other
5. Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

### **QSEX. HIDDEN GENDER RECODE**

1. Male
2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

### **D2. What is your age in years?**

[NUMERICAL OPEN-END; RANGE 0-99]

[**TERMINATE IF UNDER 18**]

### **D2a. Please select the year in which you were born.**

[Dropdown list of years from 2008 to 1927]

[**TERMINATE if age and birth year do not align +/- 1 year**]

## **QAGE: HIDDEN AGE RECODE BY GENERATION**

IF D2a=1997-2008, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1927-1945, QAGE=Silent Generation

### **[SHOW IF M1 = A] D3. Which state do you live in?**

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

## **QRGN5: HIDDEN REGION RECODE**

1. Northeast
2. Southeast
3. Southwest
4. Midwest
5. West

D4. [SHOW IF M1 = B] . **Which region do you live in?**  
**[select one]**

Northern Ireland

Scotland

Wales

North East

Yorkshire and the Humber

West Midlands

East Midlands

North West

South West

East of England

South East

London

D5. [SHOW IF M1 = C] Which of the following territories do you live in? [select one]

- a. New South Wales
- b. Victoria, Queensland
- c. South Australia
- d. Western Australia
- e. Tasmania
- f. Northern Territory
- g. Australian Capital Territory (Canberra).

### **Survey Questions:**

1. **[SPLIT] Which of the following do you own? [Select all that apply]**
  - a. Smartphone – iOS (Apple)
  - b. Smartphone – Android (Google, LG, Motorola, Samsung, etc.)
  - c. Tablet – iOS (Apple)
  - d. Tablet – Android (Google, LG, Motorola, Samsung, etc.)
  - e. Computer – macOS (Apple)
  - f. Computer – Windows 7/8/10/11 (PC)
  - g. Computer – Linux
  - h. Computer – ChromeOS (Google)

- i. Smart TV
- j. Vehicle with an infotainment system
- k. Smart home appliances (i.e., smart fridge, smart washer/dryer, etc.)
- l. Other (please specify)
- m. None of the above [WXCLUSIVE]

2. **[HIDE IF Q1 = M] How old are each of the following devices that you own?**

**[GRID]**

d. **[PIPE IN Q1 SELECTIONS]**

**[GRID BY]**

- i. *Less than 1 year old*
- ii. *1 – 2 years old*
- iii. *3 – 4 years old*
- iv. *5 – 6 years old*
- v. *7 – 8 years old*
- vi. *9 – 10 years old*
- vii. *More than 10 years old*
- viii. *Unsure/can't recall*

3. **[HIDE IF Q1 = M] When was the last time you recall manually updating your devices' software?**

**[GRID] RANDOMIZE**

a. [PIPE IN Q1 SELECTIONS]

b. **[GRID BY]**

- i. Within the past month
- ii. Within the past three months
- iii. Within the past six months
- iv. Within the past year
- v. Within two years
- vi. Within three years
- vii. Over three years ago
- viii. I have no idea

4. **[HIDE if Q1 = M] What prevents you from updating software on your devices? [Select all that apply]**

**RANDOMIZE. ANCHOR LAST 2**

- a. I'm afraid it will reset or change my settings
- b. I forget it's available
- c. I have muscle memory of my devices now
- d. I'm afraid it will slow down my devices
- e. I don't know if it will cost anything to update
- f. Needing to remember, reset, or re-enter passwords
- g. I don't have enough storage
- h. The time it takes to install
- i. My device is too old to update

- j. I'm concerned that the update will add AI features I didn't ask for
- k. I don't remember the password I would need
- l. I don't have the time to wait for updates to install
- m. I'm happy with the current software and nervous the new version will be worse
- n. Other (please specify)
- o. Unsure/can't recall [EXCLUSIVE]

5. **Do you believe apps and software are deliberately made worse over time to push you toward paid features or upgrades? [select one]**

- a. Yes
- b. No
- c. Unsure

6. **[HIDE if Q1 = M] Which type of updates tend to cause more disruption to your daily usage? [select one]**

- a. Device operating system updates (e.g., iOS, Android, Windows)
- b. App updates (e.g., banking apps, design tools, messaging apps)
- c. Both equally

- d. Neither
- e. Not sure

7. **[HIDE if Q1 = M] Have you ever experienced an app update that negatively impacted your ability to complete a task? [select one]**

- a. Yes
- b. No
- c. Unsure / can't recall

8. **[HIDE if Q1 = M] Are you signed up for any beta (developer or public) software on your devices? [Select one]**

- a. Yes
- b. No
- c. Unsure/can't recall

9. **[SHOW IF Q8 = A] What prompted you to have the latest software on your devices? [Select one]**

- a. [Free response]
- b. Prefer not to answer

10. **To what extent do you agree or disagree with the following statement? "Companies release software updates too often." [Select one]**

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

11. **How often do you think companies should release software updates for their devices? [Select one]**

- a. Monthly
- b. Quarterly
- c. Semi-annually
- d. Annually
- e. Once every few years
- f. As required

12. **[HIDE if Q1 = M] To what extent do you agree or disagree with the following statement? "I have muscle memory of where everything is on my devices – like buttons, apps, and search bars." [Select one]**

- a. Strongly agree
- b. Somewhat agree

- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

13. **[HIDE if Q1 = M]** Have you ever experienced software updates that changed any of the following?

**[GRID] RANDOMIZE**

- a. Button locations
- b. App locations
- c. Button/icon colors
- d. Removal of certain buttons/icons
- e. More steps to accomplish a task
- f. Fewer steps to accomplish a task
  - i. **[GRID BY]**
  - ii. Yes
  - iii. No
  - iv. Unsure/can't recall

14. **[HIDE if Q1 = M]** After your devices go through a major software update, how long do you think it takes you to feel comfortable using it? (For example, consider the jump from Windows 7 to Windows 8, or Mac OS X El Capitan to macOS Sierra) **[Select one]**

- a. A few minutes
- b. A few days
- c. A few weeks
- d. Months
- e. At least a year

15. **[HIDE if Q1 = M] Consider the software on your devices today, 5 years ago (2021), 10 years ago (2016), and 15 years ago (2011). Which "era" do you believe was the easiest to understand? [Select one]**

- a. [2011](#)
- b. [2016](#)
- c. [2021](#)
- d. [2026](#) (today)[JS1] [JT2]

16. **To what extent do you agree or disagree with the following statement? "It feels like tech companies design their updates to only make sense to younger people."**

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

17. **[HIDE if Q1 = M] What emotions do you feel when you experience any of the following?**

**[GRID] RANDOMIZE**

- a. The moment before I press "update" on my devices
- b. The moment after an update is installed on my devices
- c. When a button or feature is moved after an update
- d. When accomplishing a task takes more steps after an update than before
- e. When my home screen or desktop looks dramatically different after an update than before
  - i. **[GRID BY]**
  - ii. Excitement
  - iii. Happiness
  - iv. Confusion
  - v. Frustration
  - vi. Annoyance
  - vii. Anxiety

18. **To what extent do you agree or disagree with the following statement? "I do not change things unless I see a reason to." [Select one]**
- a. Strongly agree
  - b. Somewhat agree
  - c. Neither agree nor disagree
  - d. Somewhat disagree
  - e. Strongly disagree
19. **To what extent do you agree or disagree with the following statement? "I miss how simple technology used to be." [Select one]**
- a. Strongly agree
  - b. Somewhat agree
  - c. Neither agree nor disagree
  - d. Somewhat disagree
  - e. Strongly disagree
20. **[SHOW IF Q19 = A,B] What decade of technology did you think was the easiest to use? [Select one]**
- a. [80s or earlier](#)
  - b. [90s](#)
  - c. [2000s](#)
  - d. [2010s](#)
  - e. [2020s](#)[JS3]

21. **To what extent do you agree or disagree with the following statement? “Software updates are designed with users’ needs in mind.”**

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

22. **[HIDE if Q1 = M] How often do you discuss, complain about, or share opinions on software updates with others (i.e., friends, family, coworkers)?**

- a. Very often
- b. Often
- c. Sometimes
- d. Rarely
- e. Never

23. **[HIDE if Q1 = M] When a software update becomes available on your devices, how long do you typically wait before installing it? [select one]**

- a. I don't delay updates / I update immediately
- b. Within a day or two
- c. Within a week
- d. A month or longer
- e. I avoid updates unless I'm forced to
- f. I'm not sure, I don't pay attention

24. **[HIDE if Q1 = M] Which would you rather do than update your device right now? (Select up to 3)**

**RANDOMIZE. ANCHOR LAST 1**

- a. Eat a mystery-flavor jellybean
- b. Let someone else pick your profile photo for a month
- c. Listen to the same song on repeat for 60 minutes
- d. Wear socks that are slightly damp for an hour
- e. Do a 1,000-piece puzzle with 10 pieces missing
- f. Watch a 20-minute unskippable "how it's made" video about printers
- g. Delete 500 photos (without knowing which ones until after)
- h. Spend an hour unsubscribing from email lists
- i. Reorganize your entire home screen manually
  - i. None of the above [EXCLUSIVE

25. **[HIDE if Q1 = M] If an update improved your device's security but slightly changed the layout or design, would you still install it right away? [select one]**

- a. Yes
- b. Probably
- c. Probably not
- d. No
- e. Not sure

26. **[HIDE if Q1 = M] Have you ever delayed or avoided updating software on a device because you were concerned the update would slow it down or make it unusable, eventually forcing you to replace it? [select one]**

- a. Yes — I've avoided updates for this reason
  - b. Yes — and I ended up needing to replace the device anyway
  - c. No — but I've worried about it
  - d. No — this hasn't crossed my mind
  - e. Unsure
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