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**SMARTPHONES TEENS AND YOUNG ADULTS**

**Audience: 1,800 Respondents, Evenly Divided Between Age Bands (13-17, 18-21, 22-26)**

**IN SUM:** The main takeaway we would flag is that the iPhone is pretty dominant among 13-17 year-olds and 18-21 year-olds, but then has a relatively smaller lead over Android when it comes to 22-26 year-olds.

**HEADLINE TAKEAWAYS:**

- ❖ **22-26 YEAR-OLDS ARE MORE LIKELY TO SAY THEY TYPICALLY GET A NEW SMARTPHONE EVERY YEAR OR LESS COMPARED TO YOUNGER AGE BANDS.**
- ❖ **ALL AGE BANDS IN OUR SURVEY FAVOR APPLE OVER ANDROID, BUT ANDROID DOES RELATIVELY BETTER WITH 22-26 YEAR-OLDS THAN THEY DO WITH 13-21 YEAR-OLDS.**
- ❖ **22-26 YEAR-OLDS ARE MORE LIKELY TO OWN THE NEWER IPHONE MODELS. YOUNGER AGE BANDS (ESPECIALLY 13-17 YEAR-OLDS) ARE MORE LIKELY TO OWN AN IPHONE PRE 8 / X.**
- ❖ **THE IPHONE HAS STRONG RETENTION RATES AMONG ALL AGE BANDS. HOWEVER, EVEN AT A STRONG RETENTION RATE OF 86.4%, 22-26 YEAR-OLDS IS A RELATIVE WEAKNESS COMPARED TO 13-17 AND 18-21.**
- ❖ **13-17 YEAR-OLDS AND 18-21 YEAR-OLDS WHO OWNED AN ANDROID LAST WERE RELATIVELY MORE LIKELY TO SWITCH TO APPLE THAN 22-26 YEAR-OLDS.**

SMARTPHONES OVERALL

## Smartphones | Young Respondents

## DO YOU OWN A SMARTPHONE?

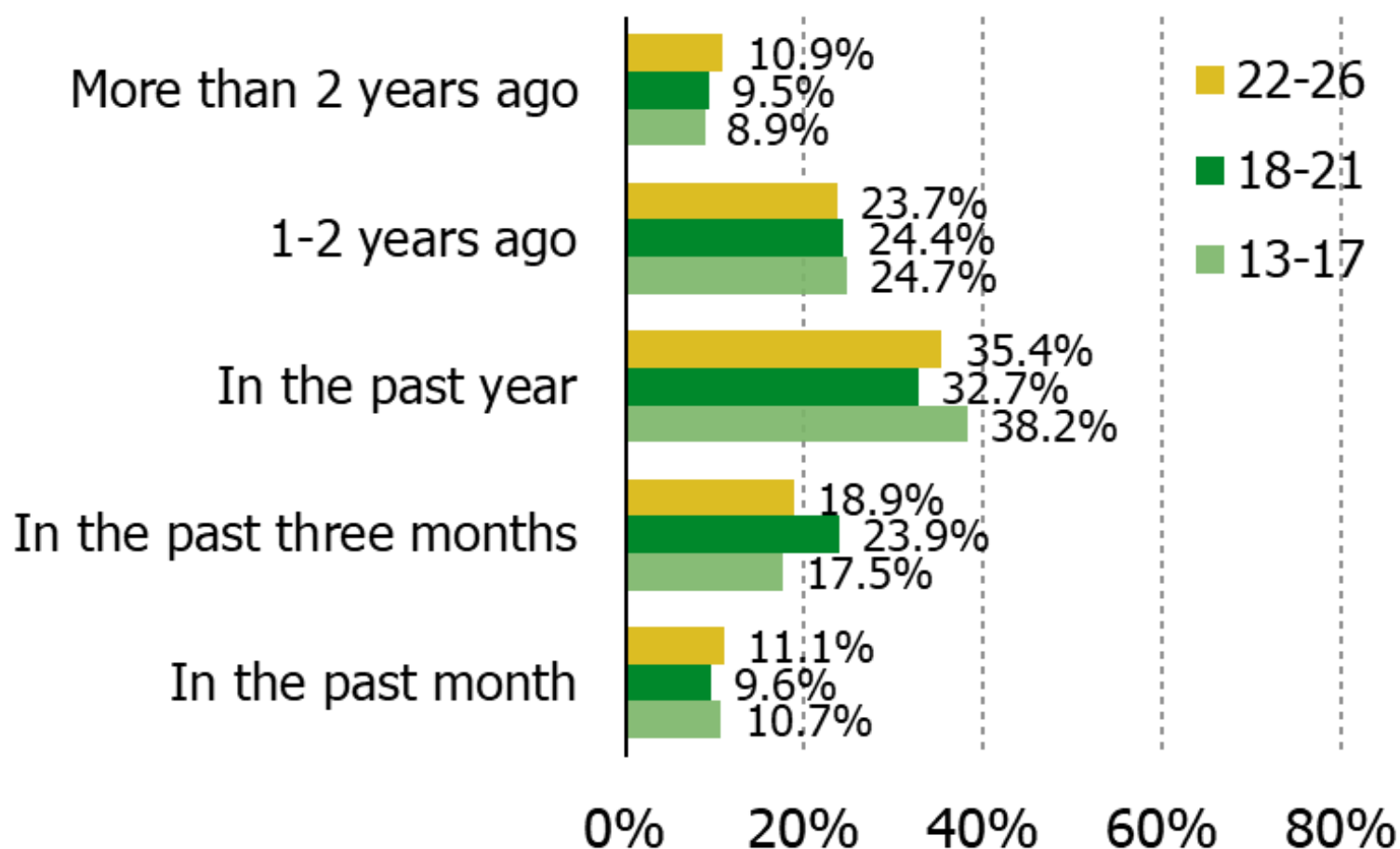
Posed to all respondents



## Smartphones | Young Respondents

## WHEN DID YOU GET YOUR CURRENT SMARTPHONE?

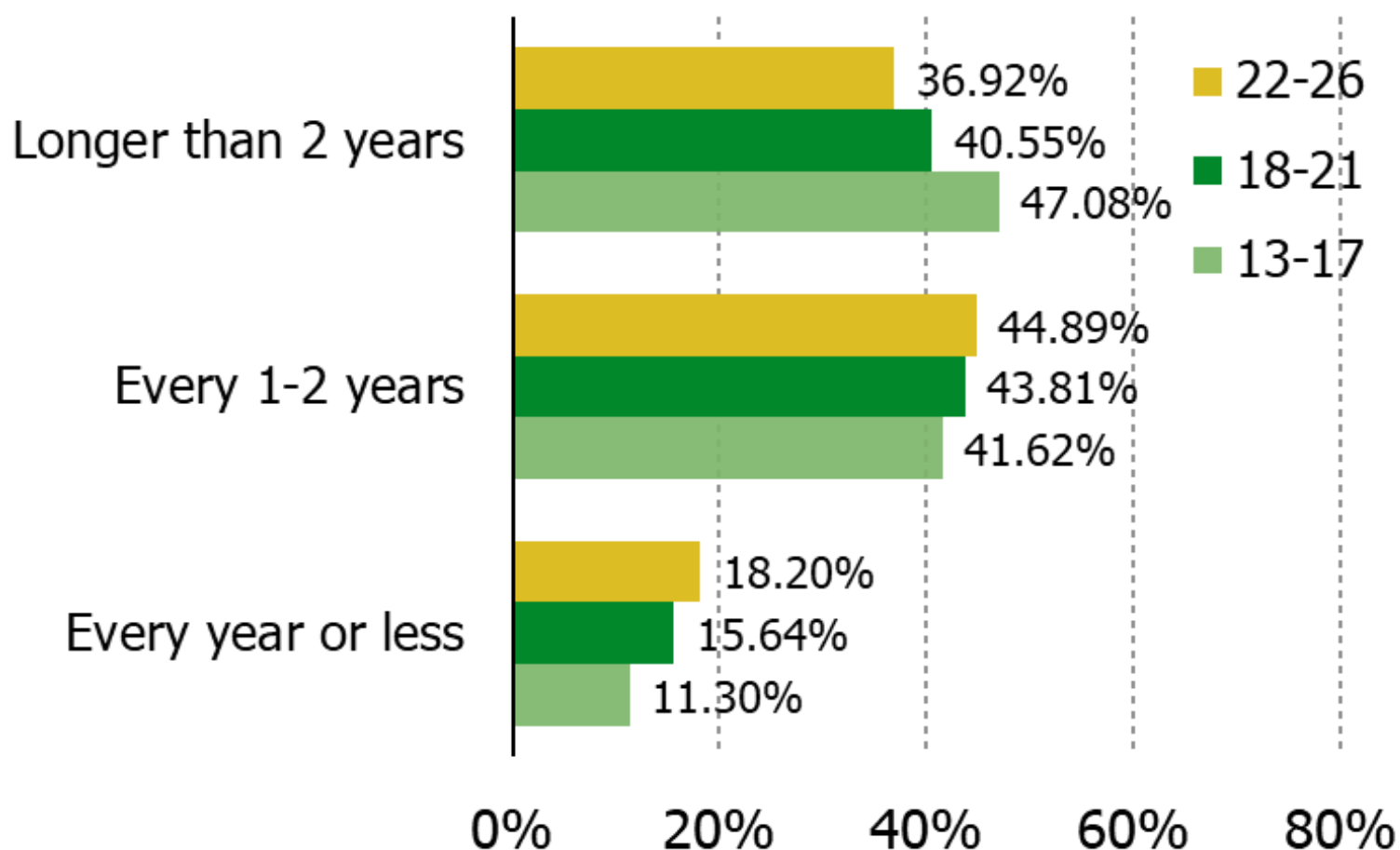
Posed to smartphone owners



## Smartphones | Young Respondents

## HOW OFTEN DO YOU TYPICALLY GET A NEW SMARTPHONE?

Posed to smartphone owners

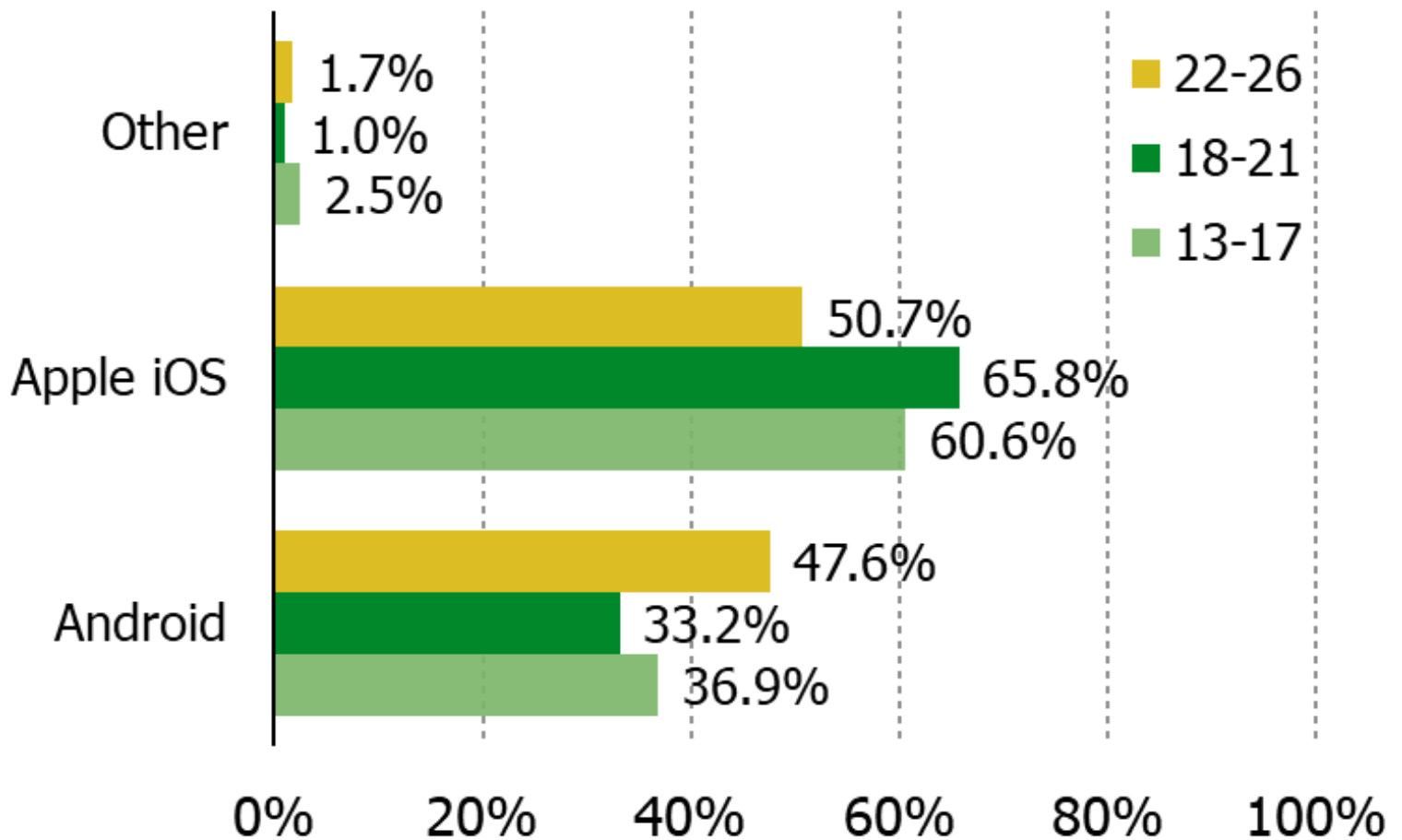


MARKET SHARE ACROSS UPGRADE CYCLES, MIX,  
RETENTION RATES

## Smartphones | Young Respondents

PLEASE SELECT THE OPERATING SYSTEM OF THE SMARTPHONE THAT YOU ARE CURRENTLY USING

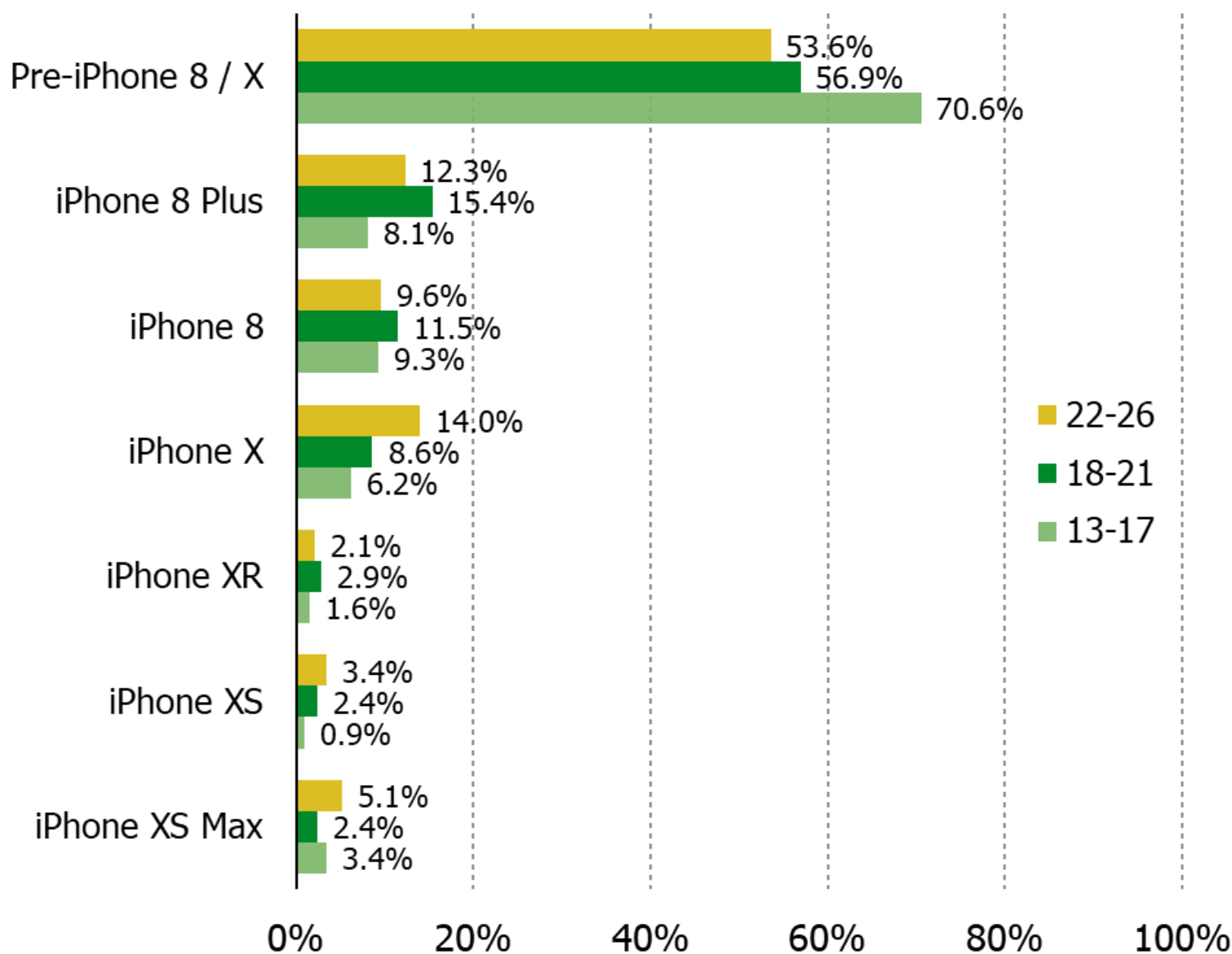
Posed to smartphone owners



## Smartphones | Young Respondents

## WHICH IPHONE MODEL DO YOU CURRENTLY OWN?

Posed to iPhone owners

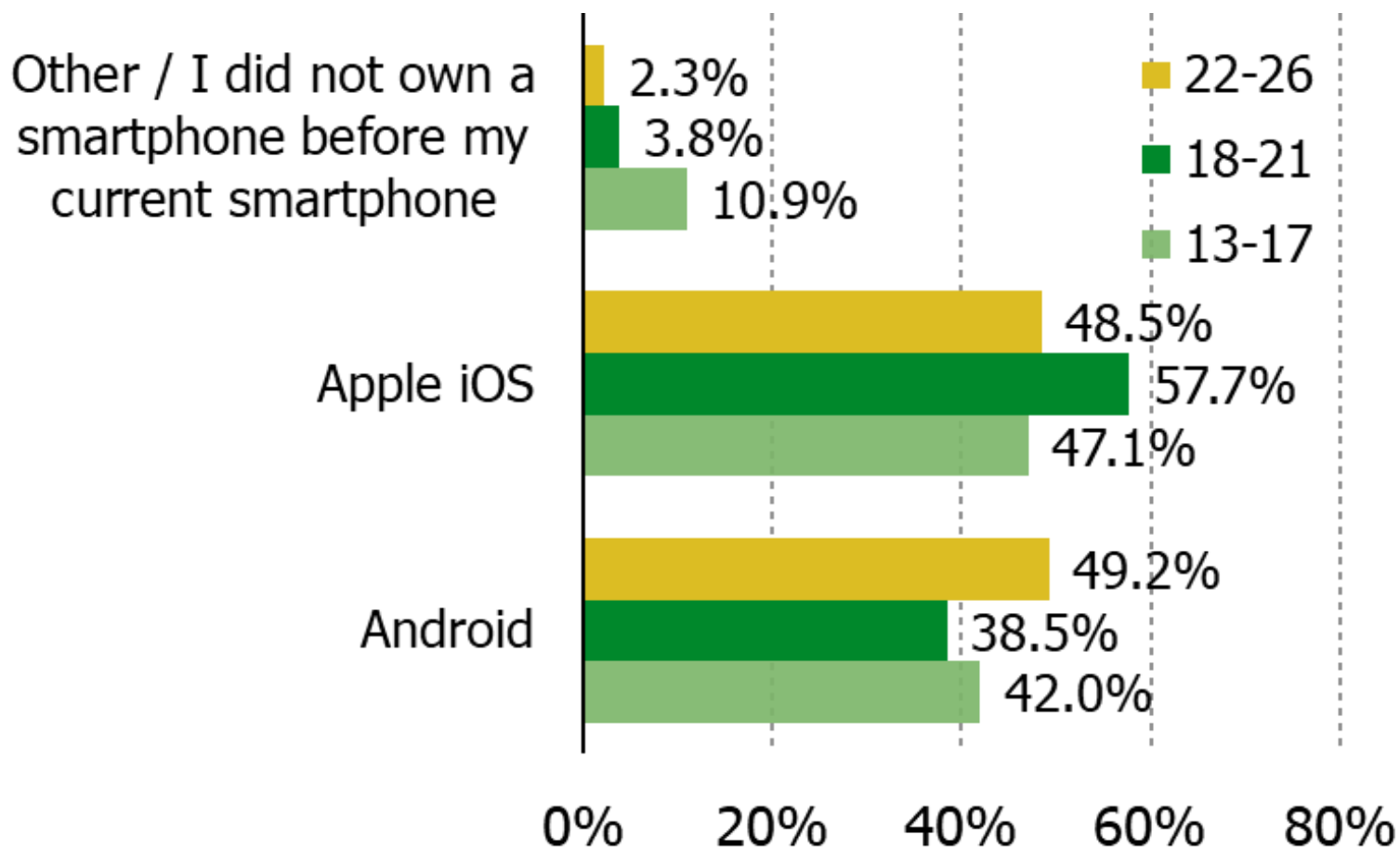




## Smartphones | Young Respondents

PLEASE SELECT THE OPERATING SYSTEM THAT YOU USED WITH THE LAST SMARTPHONE YOU OWNED BEFORE YOUR CURRENT SMARTPHONE

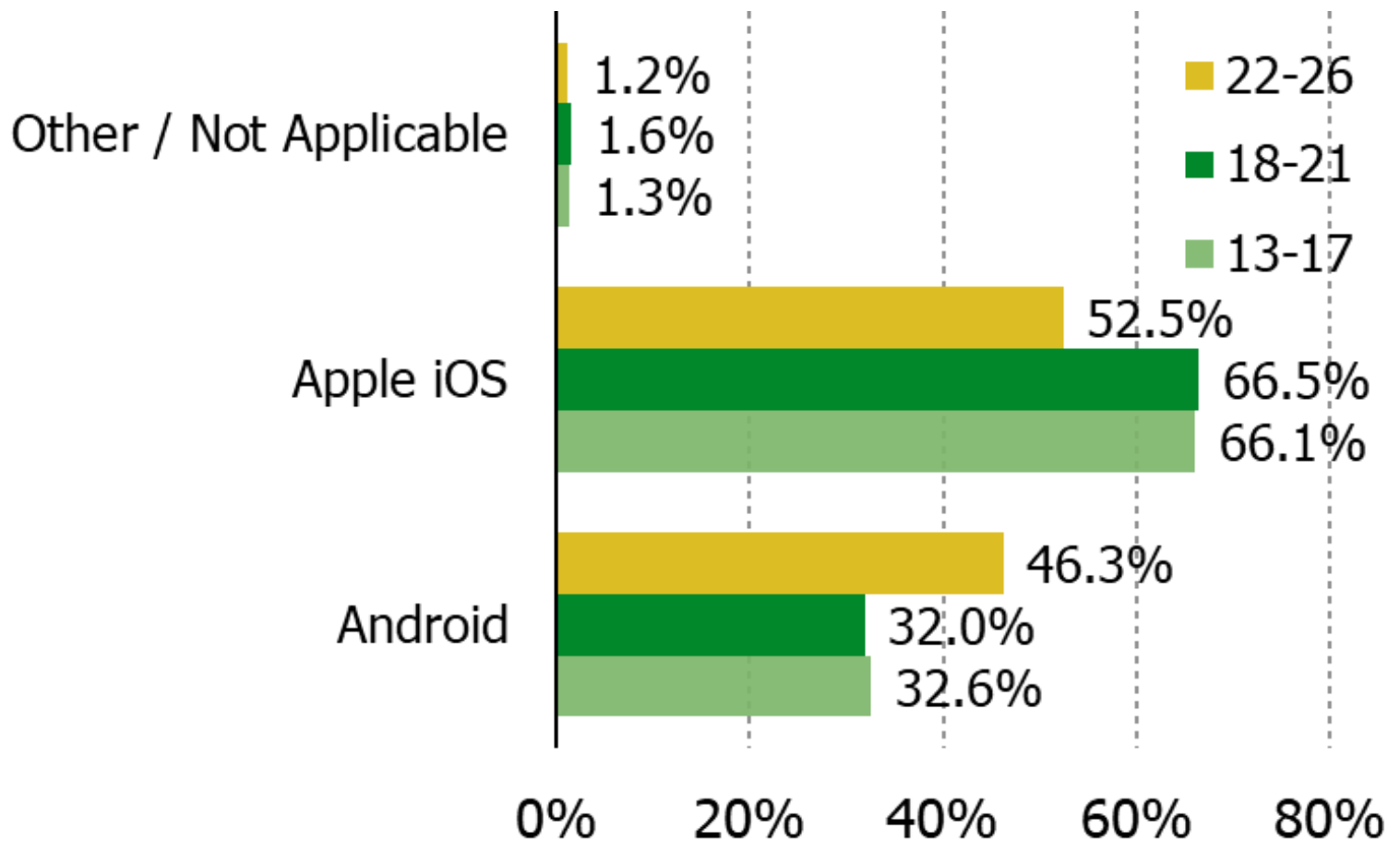
Posed to smartphone owners



## Smartphones | Young Respondents

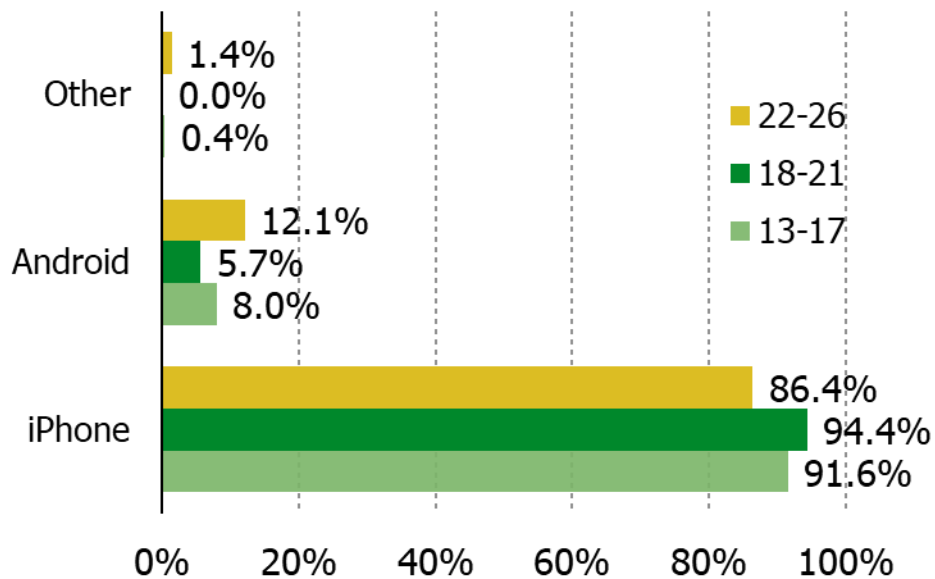
WHEN IT IS TIME TO GET A NEW SMARTPHONE, WHICH OPERATING SYSTEM ARE YOU MOST LIKELY TO CHOOSE?

Posed to smartphone owners

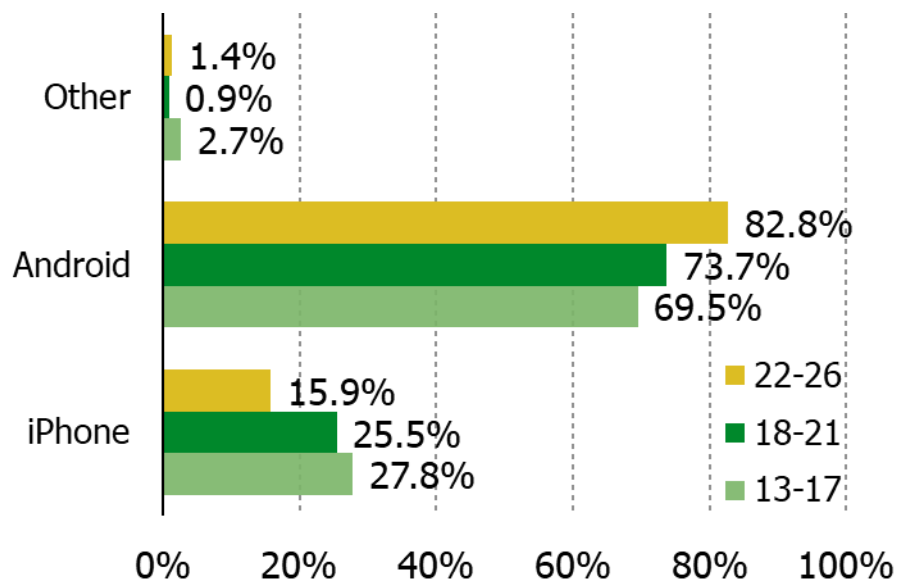


## Smartphones | Young Respondents

## OWNED AN IPHONE AS THEIR LAST SMARTPHONE: WHAT DO THEY OWN NOW?

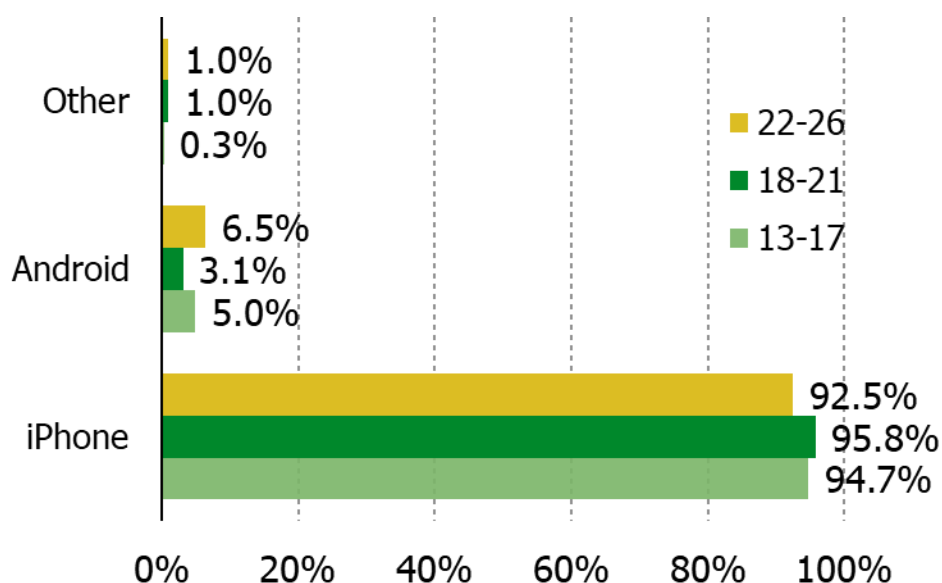


## OWNED AN ANDROID AS THEIR LAST SMARTPHONE: WHAT DO THEY OWN NOW?

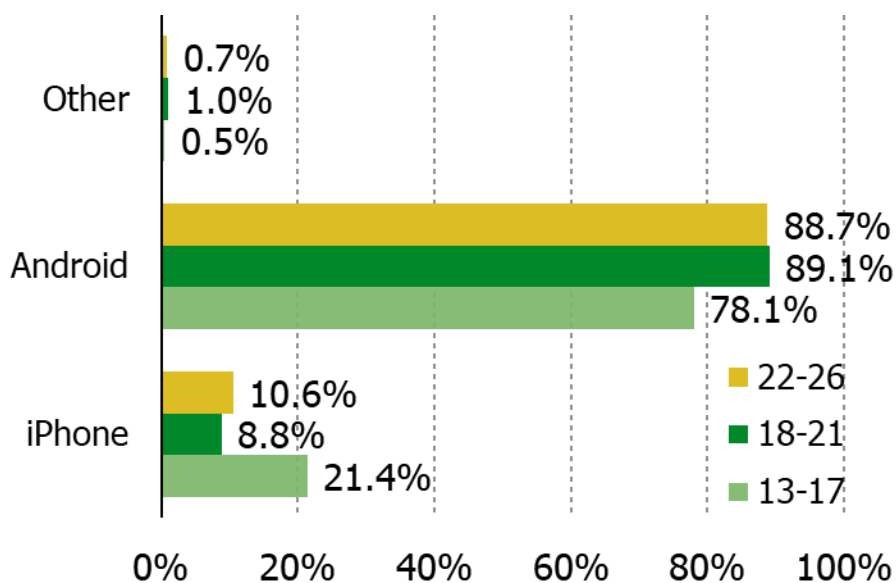


## Smartphones | Young Respondents

## OWNS AN IPHONE NOW: WHAT DO THEY PLAN TO GET NEXT?



## OWNS AN ANDROID NOW: WHAT DO THEY PLAN TO GET NEXT?



## Smartphones | Young Respondents

TRIPLE PLAYS: PERCENTAGE OF SMARTPHONE OWNERS WHO OWNED THE SAME OPERATING SYSTEM FOR PAST, CURRENT, AND (EXPECTS) NEXT SMARTPHONE

Posed to iPhone owners

