**Press Release
August 2019**

**Apple Loyalty:**

**One in four iPhone users plan to purchase the iPhone 11 when released, despite lack of innovation and updates**

* 82% of people considering purchase state that despite the few rumored updates to the phone, intent to purchase either hasn’t changed or has increased
* 64% of iPhone users either don’t know when 5G is coming to Apple, or believe it’s already available
* Only 1 in 4 people agree it’s important to own a device that includes 5G

With recent online conversation surrounding the release of the Apple iPhone11 this fall, buy back tech site and refurbished seller, [Decluttr](http://www.decluttr.com), surveyed 2,003 smartphone users between August 1st and 5th to find out if consumers knew what was coming up on the Apple horizon, along with their interest in purchasing the iPhone 11. The survey discovered the following…

While analysts are viewing the next-generation iPhone as only an incremental update, consumers have a different understanding (or lack thereof) of what’s to come. Despite learning that few anticipated updates are coming to the iPhone 11, 82% of people who’ve been considering purchase of the iPhone 11 stated that their interest in purchasing the phone either has not changed or has even increased, while one in four iPhone owners said that they plan to purchase the iPhone 11.

In terms of consumer knowledge regarding the release of a 5G phone from Apple, 64% of iPhone users either don’t know when it’s coming or believe it’s already available. When presented with the rumored updates coming to the iPhone 11, smartphone owners conveyed the highest degree of interest in the triple lens camera and new taptic engine.

With 5G dominating news headlines across the globe, Decluttr’s survey results revealed that smartphone consumers don’t understand what 5G is. While 64% are interested in faster performance from an Apple update, only a quarter of people agree it’s important to own a device that includes 5G, while a mere 9% are aware of the difference between 5G and 5GE. In addition to this, the survey found that consumers are unclear of the benefits 5G offers: 28% believe a 5G update means increased data storage space and 16% say it will improve screen resolution.

Given the facts available to consumers about updates to the new iPhone, it appears that consumer loyalty to Apple wins despite slow innovation, with consumers voicing the following sentiments about their interest in purchasing the iPhone 11: “*I plan on buying the iPhone 11 because it’s going to be new and I heard it will be better than the X*,” and “*I plan to purchase the new iPhone 11 because I like to keep my phone upgraded and I’ve heard a lot of great things about it.*”

Although feature improvements don’t move the needle for consumers, price certainly may. Few Apple users (19%) report a willingness to pay more than $1,000 for a new iPhone.

Liam Howley, CMO at Decluttr, comments: “While smartphone manufacturers continue to raise prices on their latest mobile device models, it’s clear that consumers are beginning to question whether investing more than $1,000 on a mobile device is worth it. However, we’ve seen that in our survey, brand loyalty to Apple is strong despite the lack of innovation in the anticipated iPhone 11. We’re interested to see whether the decision to introduce 5G to Apple’s 2020 model will have an effect on sales for this year’s device.

**-ENDS-**

About Decluttr

Decluttr is the smart way to sell your unwanted tech, and the smart way to purchase refurbished tech.

The trade-in side of the service removes all of the stress of selling unwanted items online, whilst the Store gives customers a more affordable way of purchasing the latest tech such as smartphones, tablets, wearables and much more.

Decluttr.com been featured on Good Morning America, ABC News, Fox News, The Penny Hoarder, Fast Company, The Wall Street Journal and much more.

For more information, visit [www.decluttr.com](http://www.decluttr.com).