



COUPON FOLLOW

THE MILLENNIAL SMARTPHONE POLL

August/September, 2017



couponfollow.com/smartphone

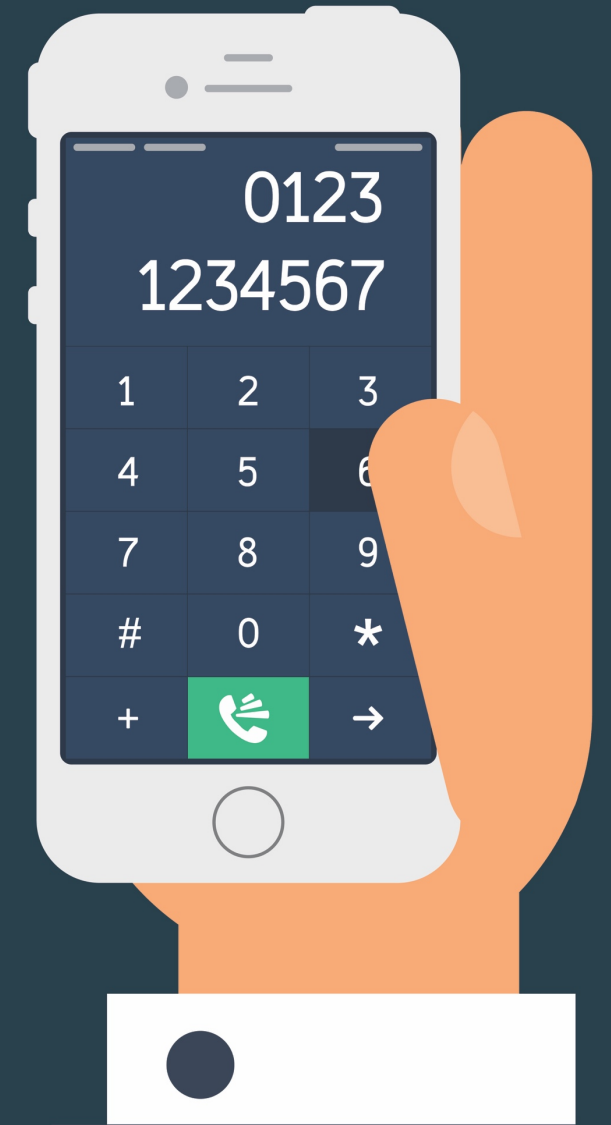
METHODOLOGY

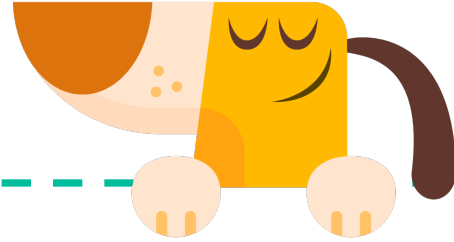
We polled 1,015 Americans between the ages of 20-35 from all 50 states.

Representing a broad economic scope, with annual income ranging from 0-\$200,000+, participation was evenly split amongst Millennials who identify as male or female (51% and 49%, respectively).

Data was collected and published in August of 2017 with an estimated margin of error of less than 4%.

Learn more at: couponfollow.com/smartphone



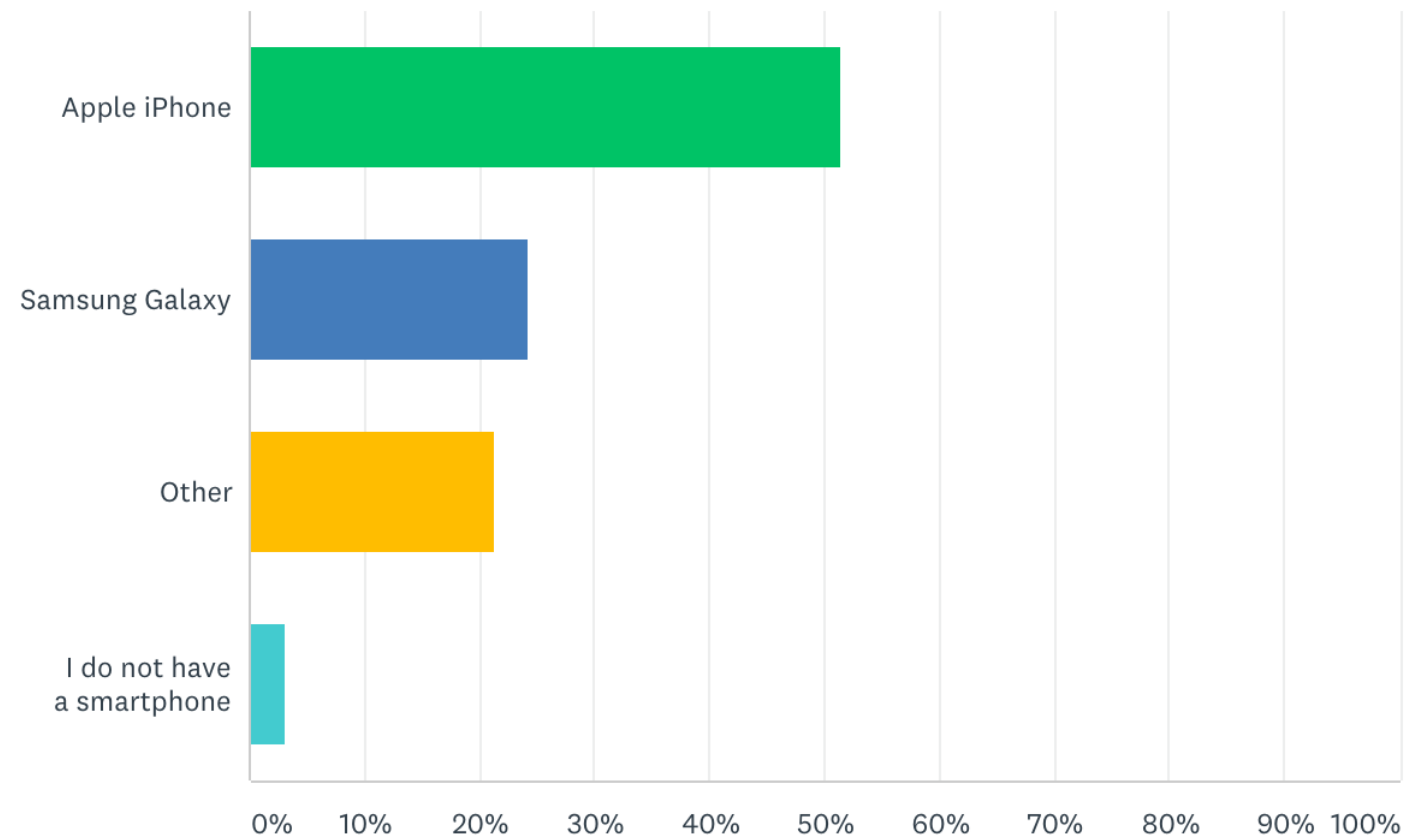


72% OF MILLENNIALS USE THEIR
SMARTPHONE MORE OFTEN THAN
THEIR PERSONAL COMPUTER

97% of Millennials currently own a smartphone, with the **Apple iPhone (51%)** and the **Samsung Galaxy (24%)** ranking as the most popular brands amongst the generation.

QUESTION:

What is the make and model of your current smartphone?

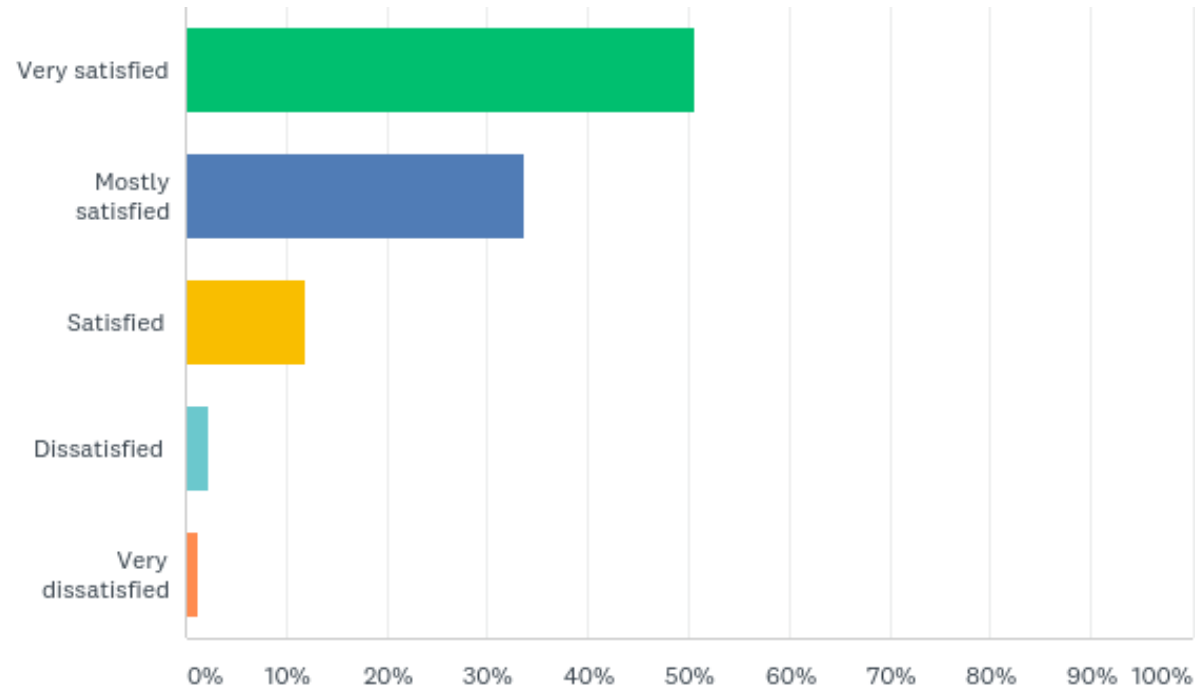


97% of Millennial **Apple iPhone** owners report being "satisfied" to "very satisfied" with the device, while 3% report being "dissatisfied" to "very dissatisfied."

QUESTION:

How satisfied are you with your current smartphone?

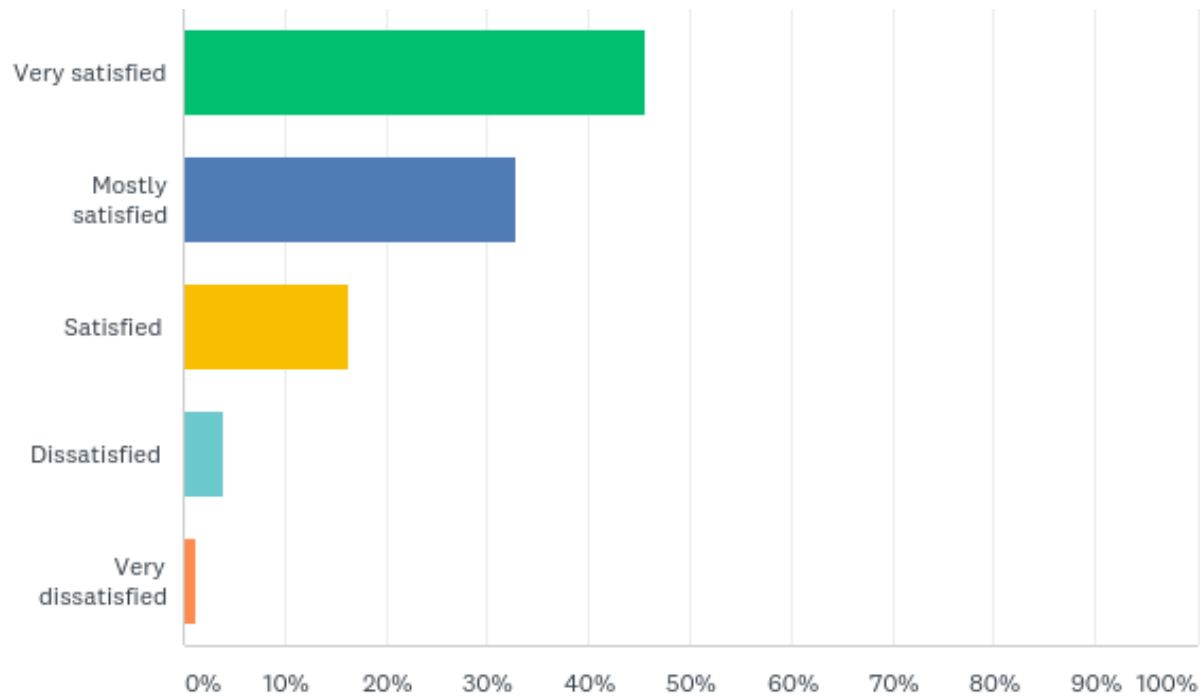
Apple iPhone owners:



QUESTION:

How satisfied are you with your current smartphone?

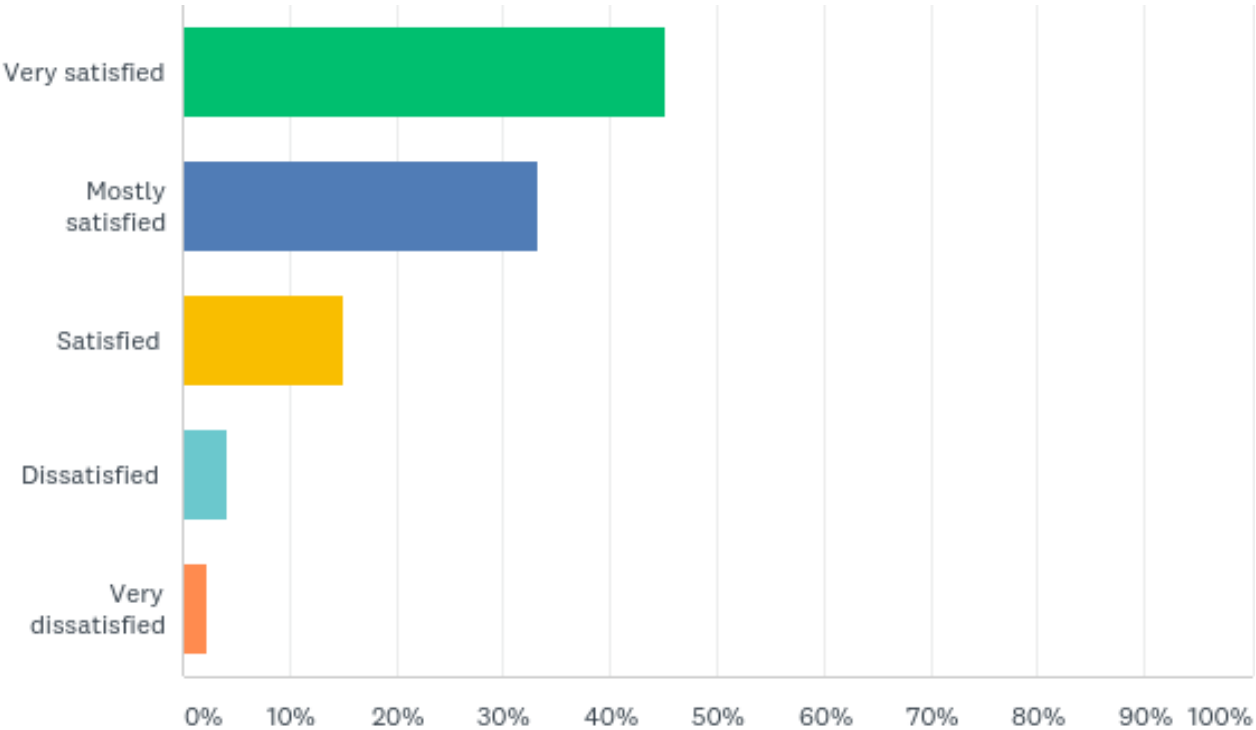
Samsung Galaxy owners:



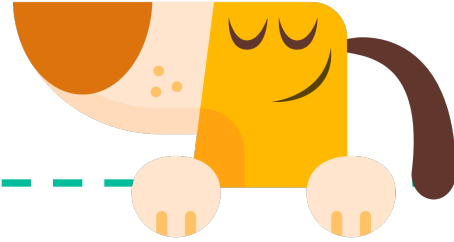
95% of Millennial **Samsung Galaxy** owners report being "satisfied" to "very satisfied" with the device, while 5% report being "dissatisfied" to "very dissatisfied."

QUESTION:

How satisfied are you with your current smartphone?



On average, the vast majority of Millennials—93%—report being “satisfied” to “very satisfied” with their current smartphone, across all brands.

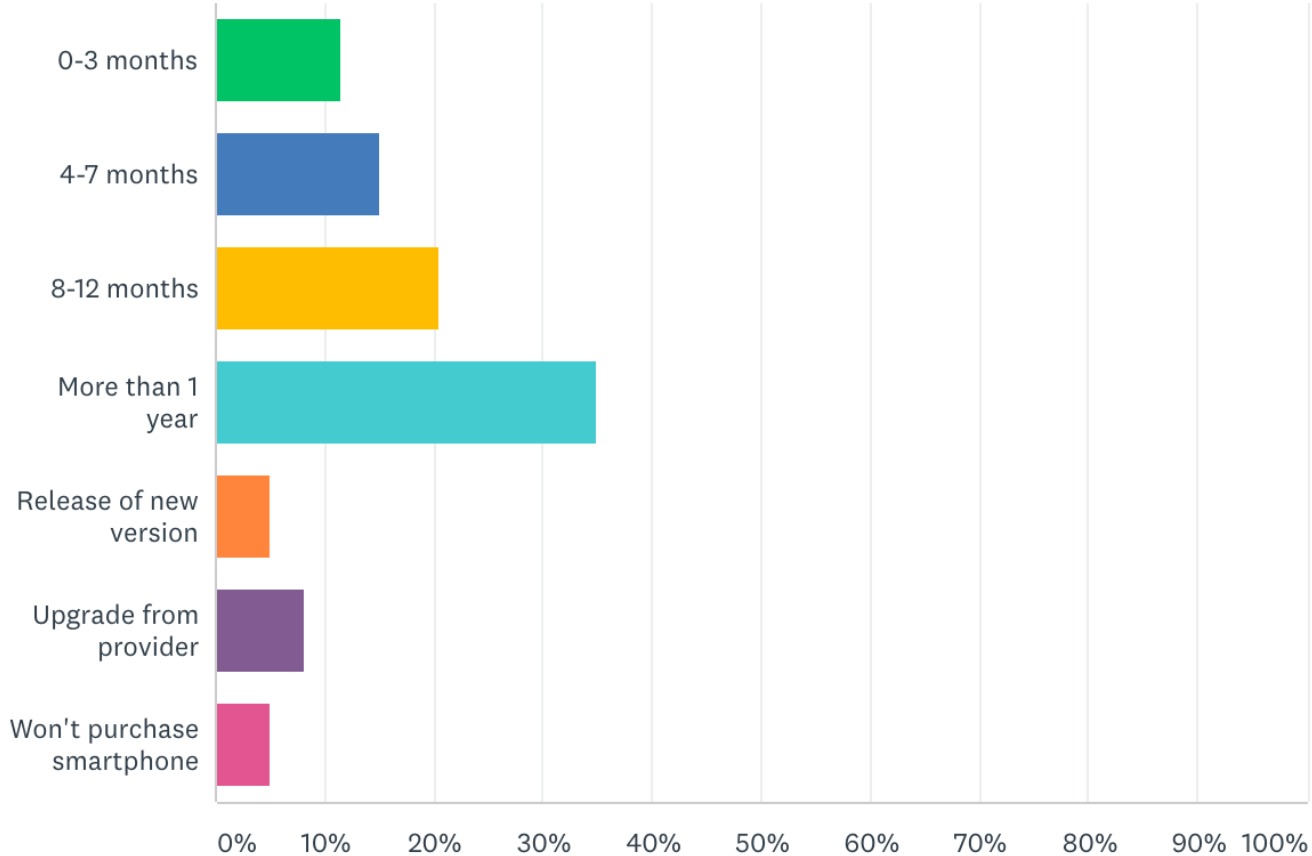


49% OF MILLENNIALS HAVE OWNED
THEIR CURRENT SMARTPHONE FOR
ONE YEAR OR LESS

47% of Millennials say they will purchase a new smartphone in less than one year, while 35% say they will wait more than one year to purchase a new smartphone.

QUESTION:

When do you plan to purchase your next smartphone?

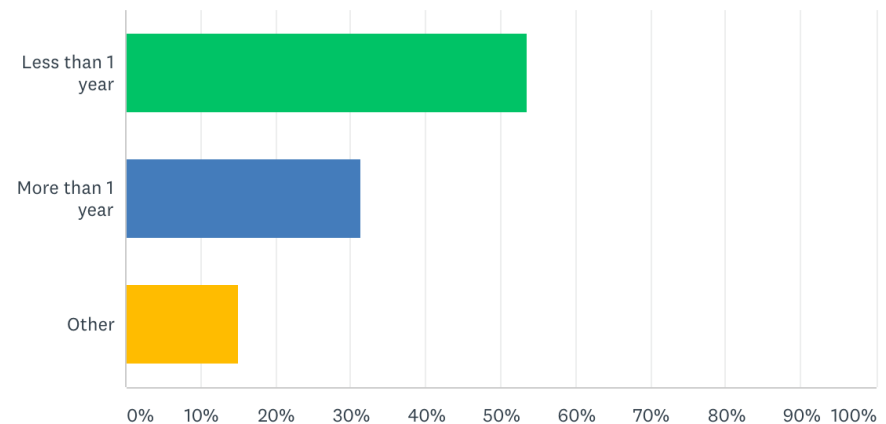
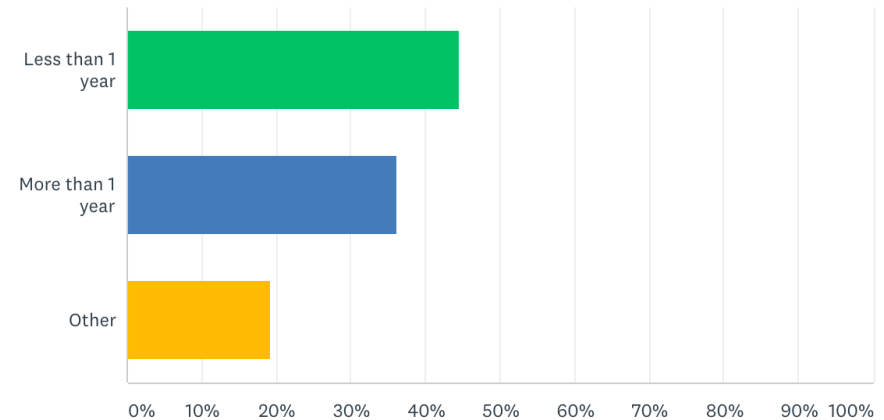


45% of **Apple iPhone** owners plan to purchase a new phone in less than one year.

54% of **Samsung Galaxy** owners plan to purchase a new phone in less than one year.

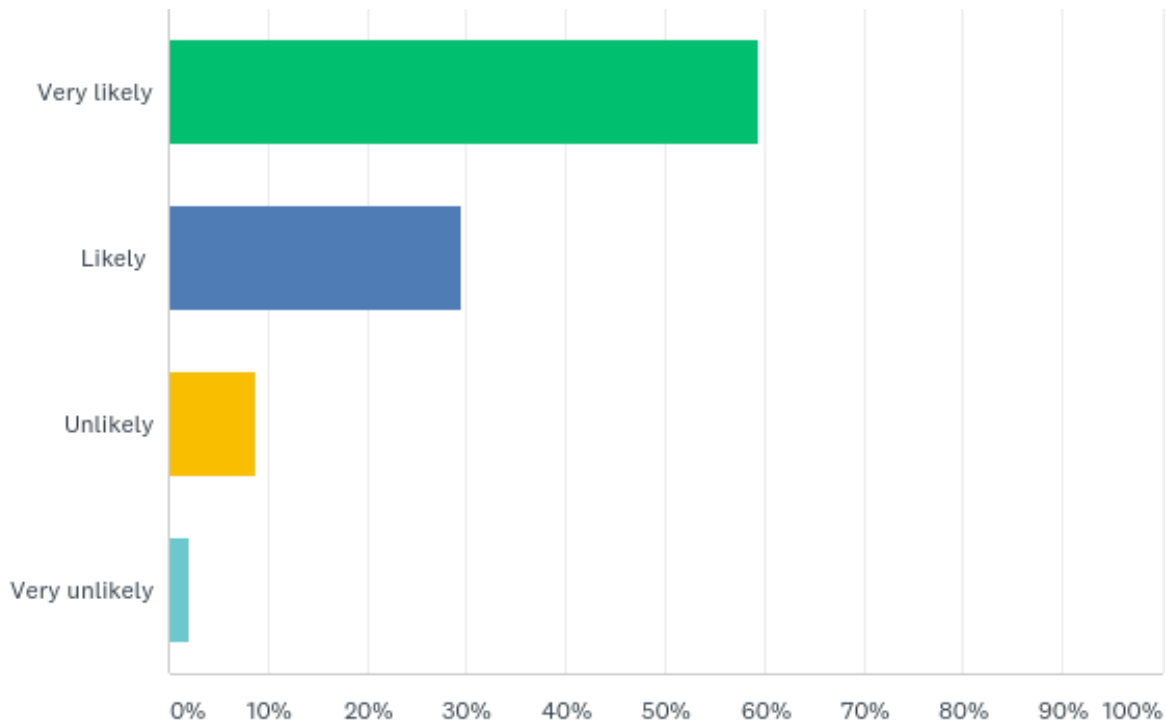
QUESTION:

When do you plan to purchase your next smartphone?



QUESTION:

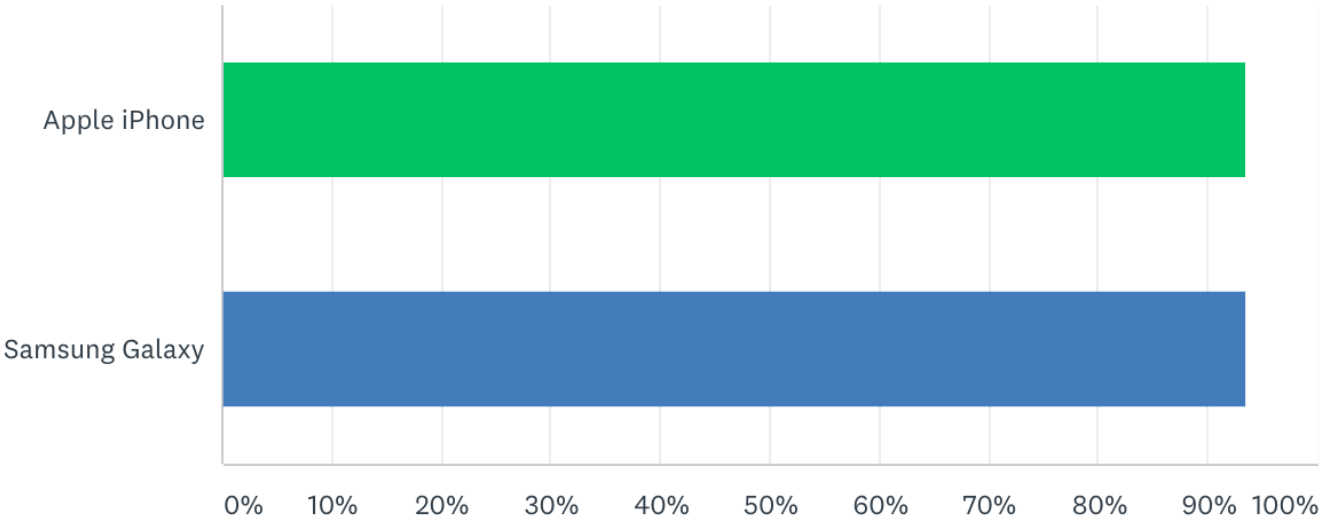
When purchasing your next smartphone, how likely is it that you'll stay loyal to your current brand?



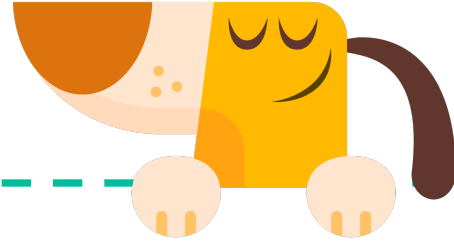
Millennials are extremely loyal to their smartphone brand, with 89% claiming it's "likely" to "very likely" they'll repurchase from their current brand.

QUESTION:

When purchasing your next smartphone, how likely is it that you'll stay loyal to your current brand?



Apple iPhone and Samsung Galaxy owners express the most brand loyalty, with each claiming they are 94% likely to repurchase from their current smartphone brand.

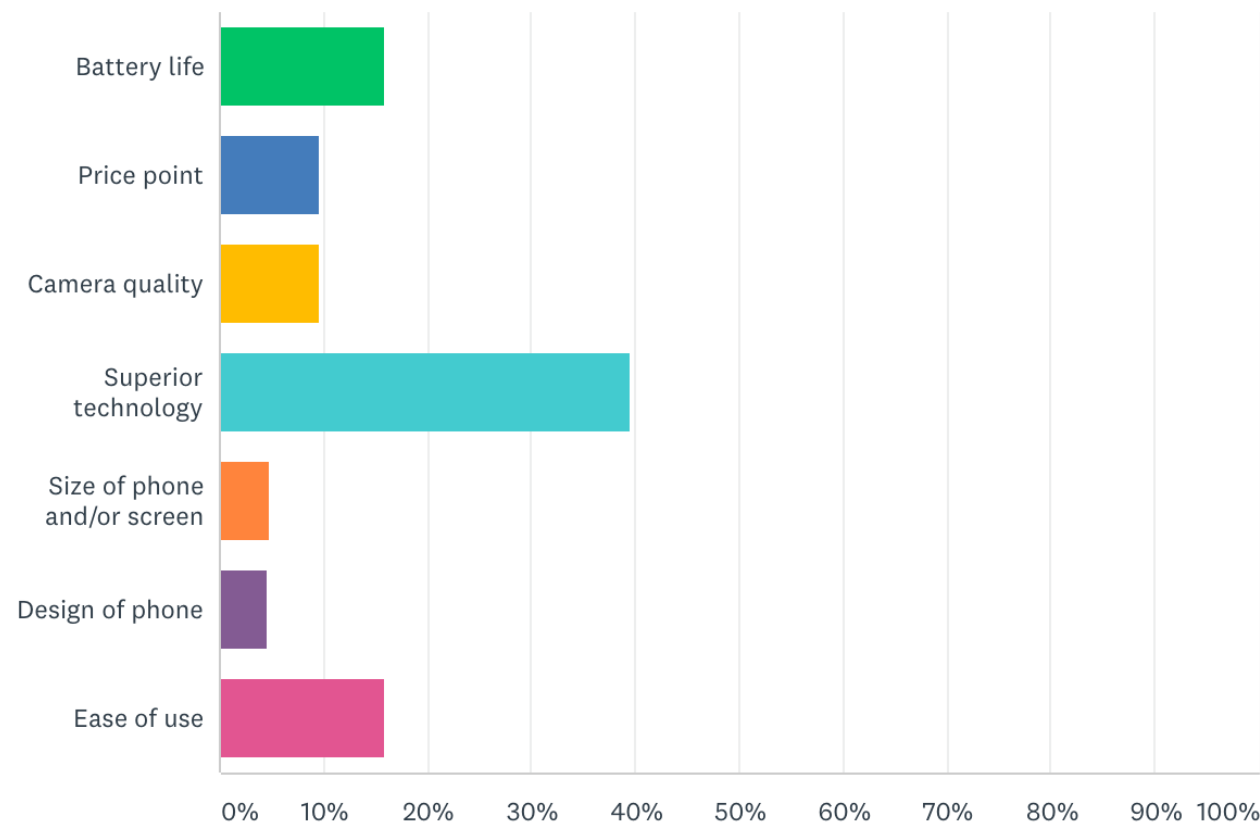


49% OF MILLENNIAL CONSUMERS
WOULD PREFER THEIR SMARTPHONE
HAD MORE FEATURES

40% of Millennials report that superior technology (e.g., fast processor, increased storage), is the most important feature of a smartphone.

QUESTION:

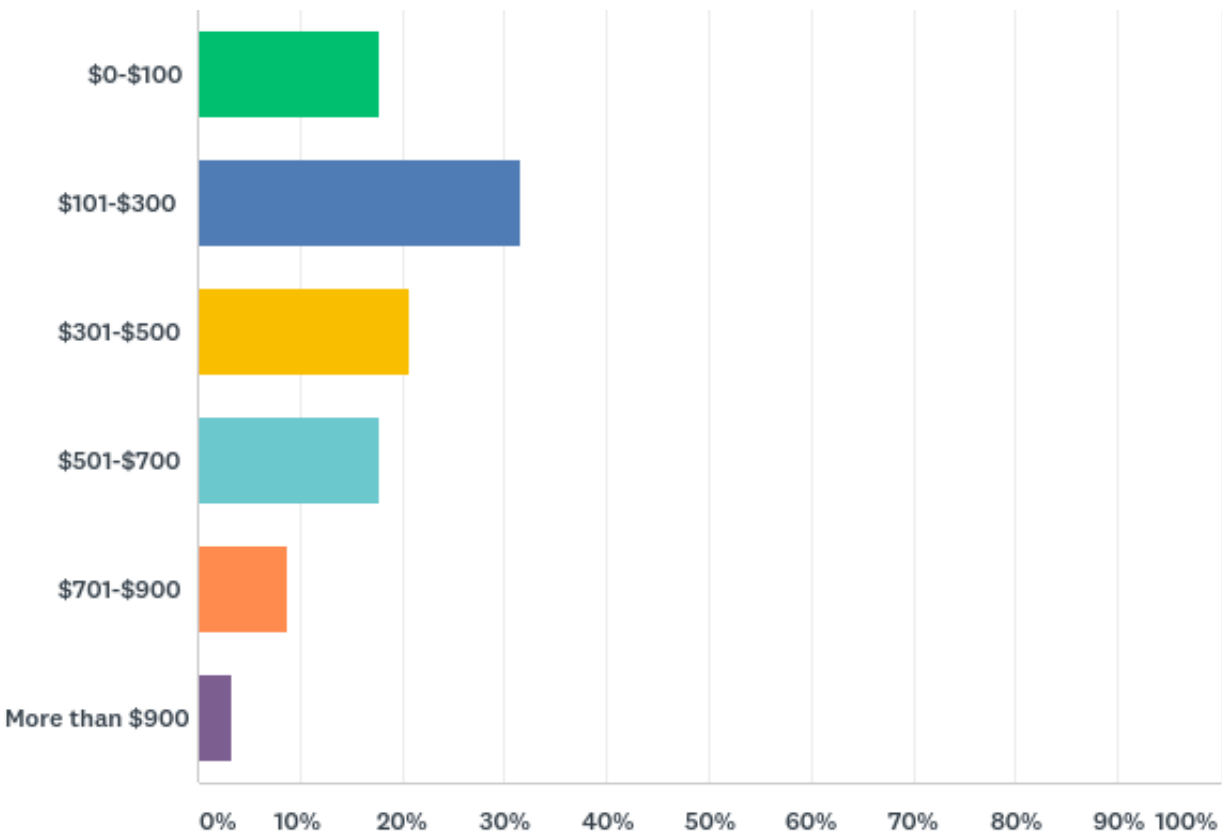
What is the most important feature of a smartphone?



68% of Millennials plan to spend \$500 or less on their next smartphone. Only 14% claim they'd be willing to spend more than \$700.

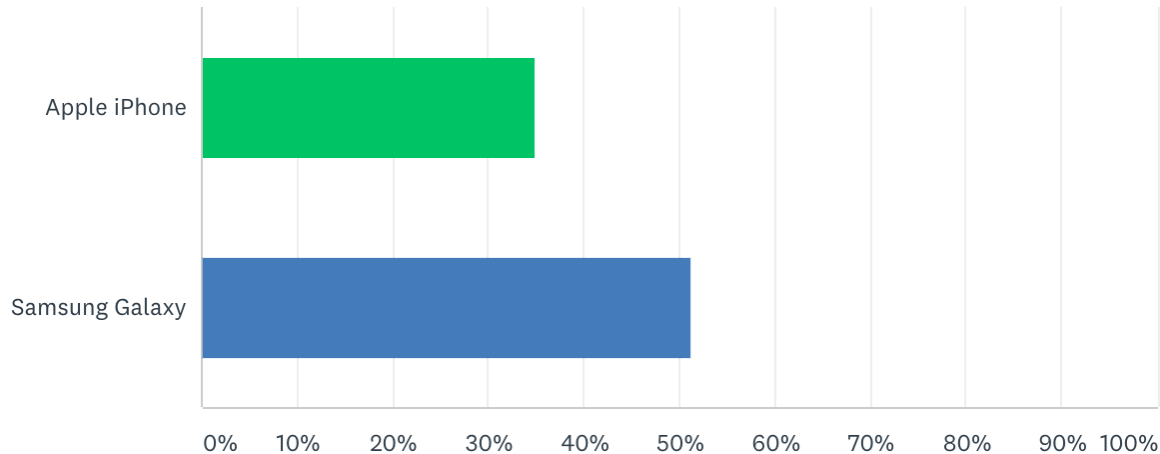
QUESTION:

How much do you expect to spend on your next smartphone?



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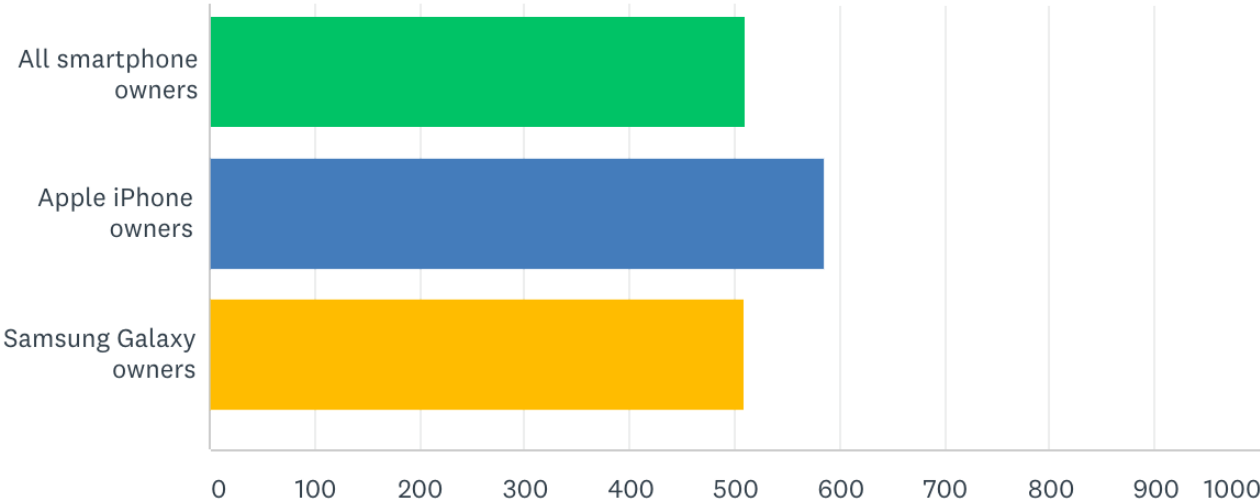
How much do you expect to spend on your next smartphone?



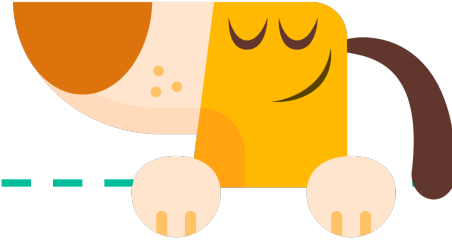
The majority (52%) of **Samsung Galaxy** owners plan to spend \$300 or less on their next smartphone, compared to 35% of **Apple iPhone** owners who plan to spend \$300 or less.

QUESTION:

What is the maximum amount you'd be willing to spend on a new smartphone?



The maximum amount the average Millennial would be willing to spend on a new smartphone is \$513, with **Apple iPhone** owners willing to spend \$73 more (\$583) and **Samsung Galaxy** owners willing to spend \$2 less (\$511).

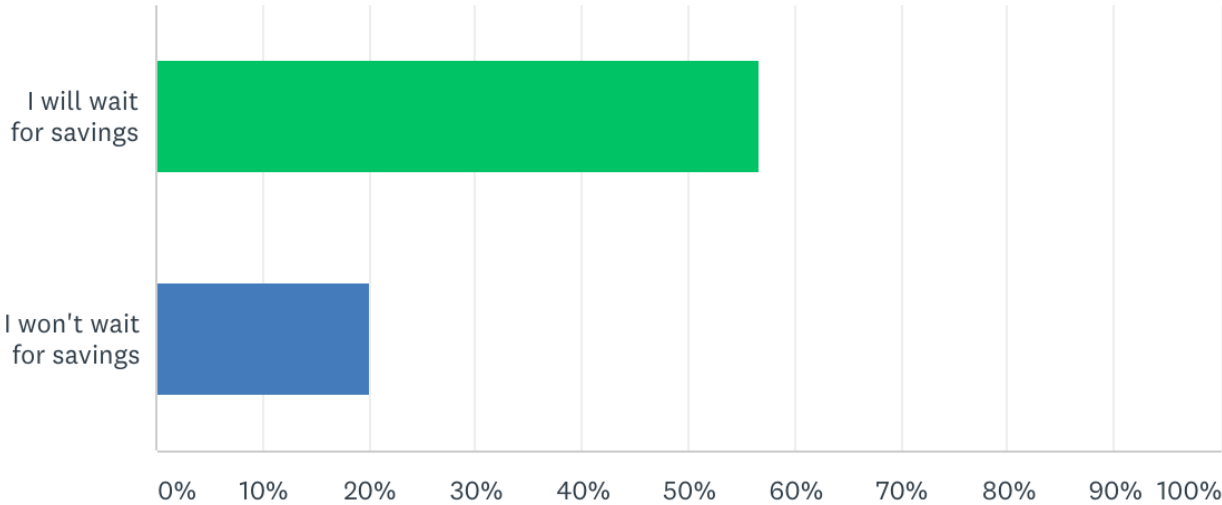


ONLY 18% OF MILLENNIALS WOULD
CHANGE SMARTPHONE BRANDS IN
ORDER TO SAVE MONEY

57% of Millennials will wait for sales and/or discounts from their favorite brand before purchasing a new smartphone, compared to only 20% who will not.

QUESTION:

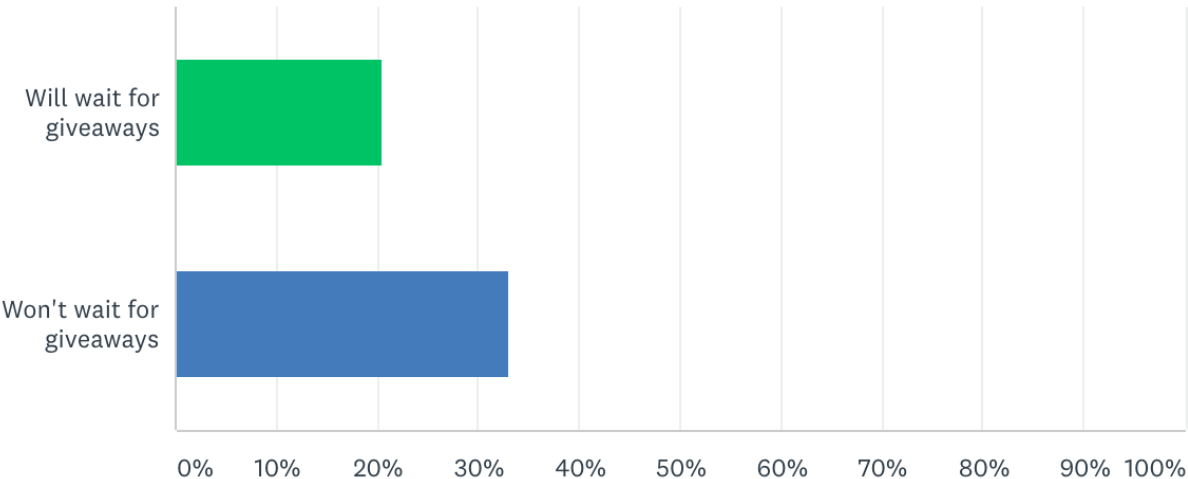
Will you wait for savings (via sales and/or discounts) before purchasing a new smartphone?



While free product giveaways can influence some Millennial smartphone shoppers, only 21% say they will wait for such incentives before purchasing a new smartphone.

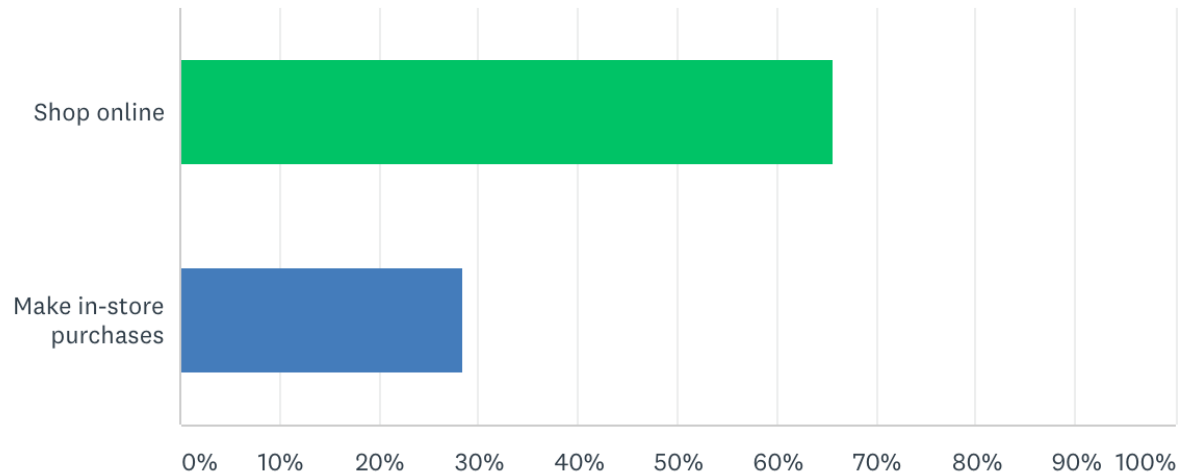
QUESTION:

Will you wait for free product giveaways before purchasing a new smartphone?



QUESTION:

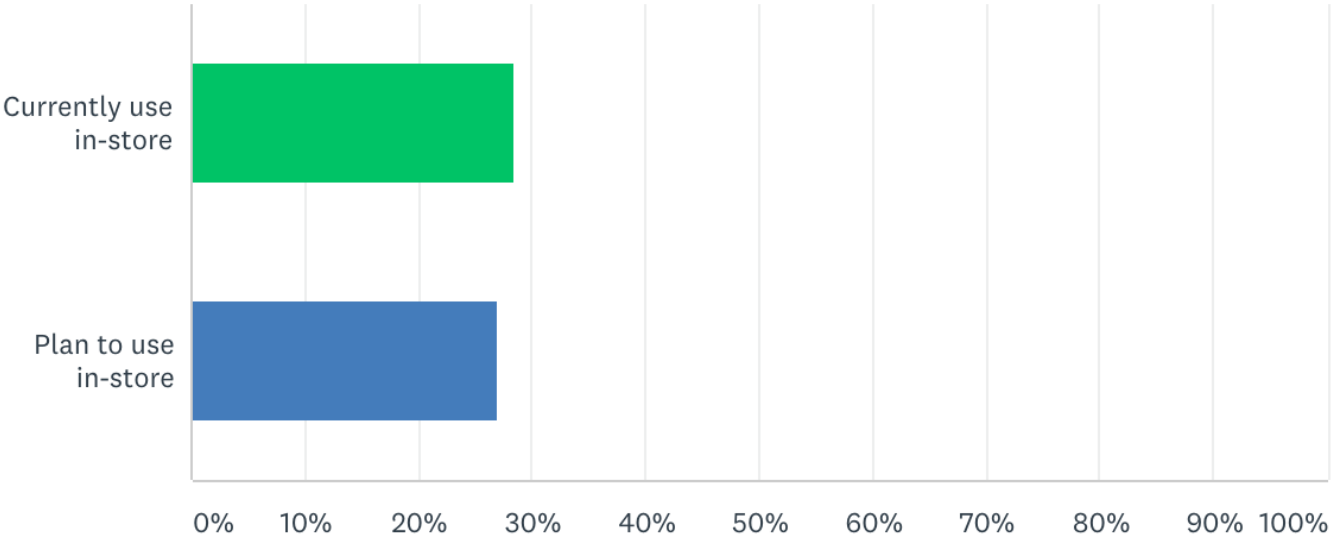
Do you currently use your smartphone to shop online and/or make in-store purchases (via Apple Pay, Google Wallet, etc.)?



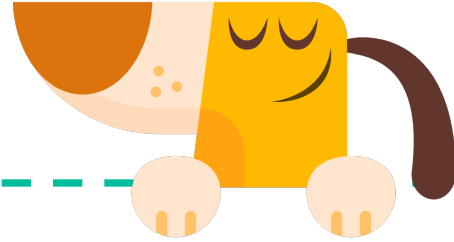
66% of Millennials currently use their smartphone to shop online. 29% currently use their smartphone to make in-store purchases (via Apple Pay, Google Wallet, etc.)

QUESTION:

Do you currently use your smartphone to make in-store purchases (via Apple Pay, Google Wallet, etc.) or plan to in the future?



27% of Millennials do not currently use their smartphone to make in-store purchases (via Apple Pay, Google Wallet, etc.) but plan to in the future.



92% OF MILLENNIALS BELIEVE THAT
SMARTPHONE PERFORMANCE IS MORE
IMPORTANT THAN PRODUCT DESIGN

COUPON FOLLOW

CouponFollow is a real-time discount code search engine and directory.

Started in 2009 by Marc Mezzacca, CouponFollow scours the Internet for the latest savings data and delivers it to consumers on the web and through the browser extension Coupons at Checkout.

Learn more at: www.couponfollow.com



TEAM



Marc Mezzacca
Founder

A trailblazer in the online coupon space, Marc has been helping consumers save money for over a decade.



Michael Parrish DuDell
Chief Strategy Officer

Named “one of nation’s leading Millennial voices” by IBM, Michael is a noted industry expert and media commentator.



Pierre Wooldridge
Head of Product

Recognized for his ability to design and build celebrated products, Pierre’s work has garnered international praise.



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