

## 451 Research: Apple's Gamble on Three New iPhones Pays Off

New York, NY, January 31, 2018 - A recent [451 Research](#) survey on consumer intent to purchase smartphones reinforces the high expectations for Apple's fourth quarter earnings this week. The poll, which has taken the pulse on purchase intent for every iPhone model ever released, recorded its strongest ever December reading, while also suggesting that Apple has never built a more satisfying set of devices.

The findings come from 451 Research's [Voice of the Connected User Landscape](#), which surveyed its leading adopter panel on smartphone purchase intentions over the next 90 days, while also taking a close look into how the latest iPhone models are meeting users' expectations.

### Next 90 Days: Smartphone Purchasing Intent

Nearly 13% of respondents in the December poll said they will purchase a smartphone in the next 90 days. Drawing from more than a decade and a half of trending data on smartphone purchasing, the December poll consistently reflects the dip in demand that comes at the tail end of the holiday shopping season. But this December's reading is at its highest level in three years.

#### Future Smartphone Buying - Next 90 Days

Dec '09-Dec '17

Percentage of Respondents Who Plan on Buying a Smartphone Over the Next 90 Days



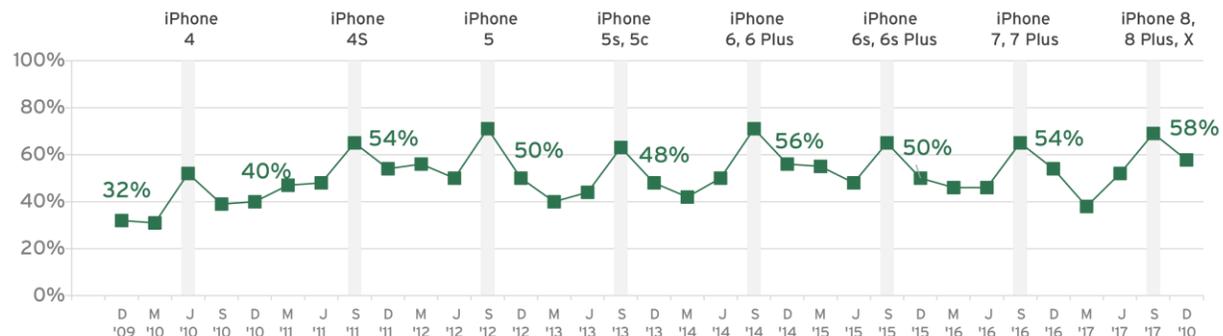
Source: 451 Research's VoCUL: Smartphone Trends (Leading Indicator Survey), Dec 2017

Pair that reading with the highest December reading ever measured of planned smartphone purchasers selecting the iPhone as their intended phone model of choice (58%) and this could add up to a very successful fourth quarter for Apple.

#### Apple Smartphone Buyers-Next 90 Days

Dec '09-Dec '17

% of Planned Smartphone Buyers Who Say They'll Purchase an iPhone



Source: 451 Research's VoCUL: Smartphone Trends (Leading Indicator Survey), Dec 2017

“The November release of the iPhone X assured it would not be a typical December. But it was less clear how users would react to the risks Apple took with its latest releases by removing the Home button, relying heavily on gestures, and setting price points that could put expectations at odds with user satisfaction,” said Kevin Burden, Research Vice President. “But these bets are clearly paying off for Apple. Customer satisfaction at a release level is the highest recorded among its recent generations and its flagship iPhone X is the model most responsible for the high marks.”

### Satisfaction Rating - iPhone Generations

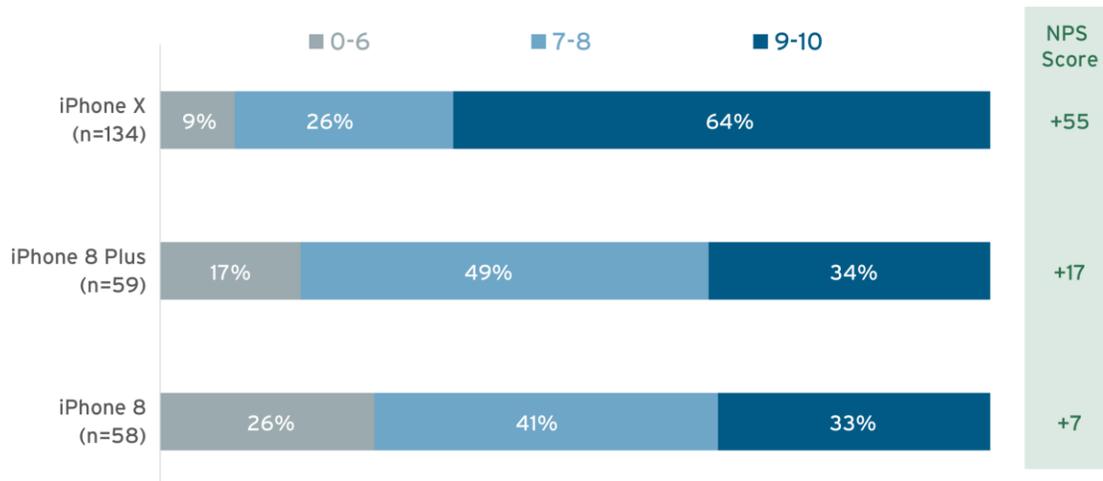


Q. Overall, how satisfied are you with your new iPhone?

|                    | iPhone X/8/8 Plus<br>(n=251) | iPhone 7/7 Plus<br>(n=411) | iPhone 6s/6s Plus<br>(n=418) |
|--------------------|------------------------------|----------------------------|------------------------------|
| Very Satisfied     | 80.10%                       | 62.50%                     | 57.70%                       |
| Somewhat Satisfied | 18.70%                       | 33.60%                     | 36.40%                       |

### Likelihood of Recommending the New iPhone Model

On a scale of 0 to 10, how likely are you to recommend your new iPhone model to friends and family - where 0 is Not At All Likely and 10 is Extremely Likely?



### About the Survey

The findings are based on a December 14<sup>th</sup> – January 22<sup>nd</sup> survey of 3,568 primarily North American consumers from 451 Research’s user insight service, Voice of the Connected User Landscape and its Leading Indicator panel of 25,000 accredited business and technology professionals whose application for inclusion identifies them as having a high wallet share being used for personal technologies, and a high readiness to try new products and services. The service captures consumer and business spending through weekly tracking studies, delivering a continuous view of user perceptions and purchase activity as new products and services enter the market.

**About 451 Research**

451 Research is a preeminent information technology research and advisory company. With a core focus on technology innovation and market disruption, we provide essential insight for leaders of the digital economy. More than 100 analysts and consultants deliver that insight via syndicated research, advisory services and live events to more than 1,000 client organizations in North America, Europe and around the world. Founded in 2000 and headquartered in New York, 451 Research is a division of The 451 Group.

For media inquiries please contact:

Kaitlin Buckley

Marketing Coordinator

[Kaitlin.buckley@451research.com](mailto:Kaitlin.buckley@451research.com)

T: +1 617-598-7212