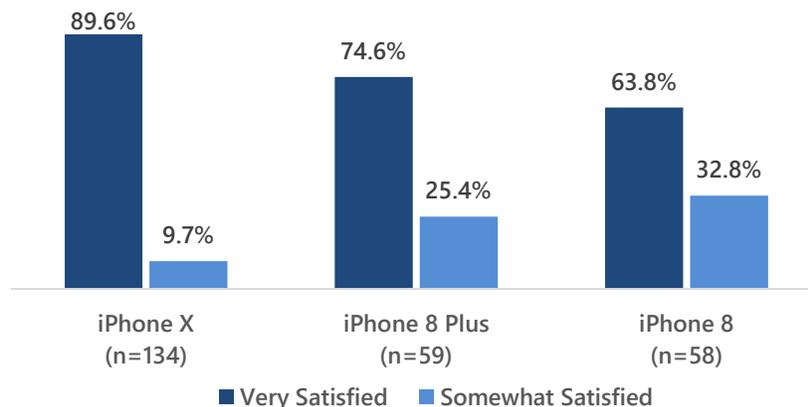


iPhone X Receives Highest Marks – Face ID a Hit

Executive Summary. Overall satisfaction ratings show exceptional customer approval for all three new iPhone models – the iPhone X, 8 Plus and 8 – among 451 Research’s *Leading Indicator* panel. The majority (90%) of iPhone X owners are *very satisfied*. The other models garner high satisfaction ratings as well, with 75% of 8 Plus owners and 64% of 8 owners saying they’re *very satisfied*.

Satisfaction Ratings – iPhone X vs. 8 vs. 8 Plus

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



These satisfaction ratings are consistent with the high marks we usually see for new Apple releases. That said, when we combine the top two satisfaction boxes, the iPhone X (99.3%) and 8 Plus (100%) receive the highest satisfaction ratings of an iPhone since our survey of new iPhone 5S owners in November 2013 (87% are *Very Satisfied* with the iPhone 5S at the time of its release and 12% *Somewhat*).

THE 451 TAKE

There was a lot of anticipation surrounding Apple's flagship releases in 2017. For the first time, Apple released three devices: the iPhone 8, the 8 Plus and the premium iPhone X to celebrate the 10th anniversary of the iPhone. Prior to the launch, VoCUL's September Smartphone survey had shown strong momentum for Apple in terms of planned buying.

Overall reactions to all three models are positive, which is what we typically see for new models. That said, satisfaction levels for the iPhone X and 8 Plus are the highest we've seen since the release of the iPhone 5S.

The iPhone X is the clear winner among new owners. It garners a very high NPS score, indicating it did not disappoint consumers as it is most likely to be recommended to a friend or family member. And a higher percentage of iPhone X owners say it far exceeds their expectations than 8/8 Plus owners.

Apple's investment in Face ID seems to have paid off. The highly-touted feature had a few hiccups on release, with some owners questioning its accuracy in consistently recognizing their faces, but our survey shows that not only is it the best-liked feature, new owners have not faced any major problems with Apple's new security technology. Moreover, perception among iPhone X owners is that Face ID is more secure compared to Touch ID, which continues to be the default authentication on iPhone 8 and 8 Plus.

The lack of a headphone jack, which was removed from the iPhone 7 and 7 Plus, continues to be a source of frustration for consumers. It is mentioned as a missing feature by owners of all three new devices. The shift to wireless Bluetooth headphones for smartphone audio delivery was bound to cause growing pains, but ultimately will deliver higher value to consumers who make the switch, particularly to smart earbuds such as the Apple AirPods.

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RESEARCH METHODOLOGY

This report presents the combined findings of two surveys: a subset of 234 owners of newly released iPhone models from a larger December 14-January 22 survey of 3,568 primarily North American consumers from 451 Research's *Leading Indicator* panel on consumer smartphone buying, and a New iPhone Owners survey, conducted January 17-January 22, which yielded an additional 17 respondents who own one of the new devices.

451 Research's *Leading Indicator* panel is comprised of 25,000 accredited business and technology professionals – as well as early adopter consumers – working in companies across a range of industries. Individuals accepted as panel members have submitted applications for inclusion that identify them as having a high share of wallet toward personal technologies and a high readiness to try new products and services. The *Leading Indicator* report series captures consumer and business spending via weekly demand-side tracking surveys and delivers a continuous view of user perceptions and purchase activity as new products and services enter the market.

The *Leading Indicator* panel is a key component of 451 Research's **Voice of the Connected User Landscape (VoCUL)** service, which uses a dual-lens approach to monitor the impact of technology changes and product introductions on end-user purchasing and usage patterns.

Where the *Leading Indicator* panel makes up the first lens, the second lens uses an identical set of surveys across a *US Population Representative* sample to test how the trends translate in the mass market while also providing demographic segmentation views.

The dual-lens approach provides a unique and continuous view on buying behavior that provides insights on how well the early success of products and services will manifest among the larger population.

For all published VoCUL research reports, go to: [451's Voice of the Connected User Landscape](#).

ABOUT THE AUTHOR

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Tracy Needham is a Research Director for 451 Research's Voice of the Connected User Landscape (VoCUL) product. She focuses on macroeconomic trends – both consumer and enterprise – as well as smartphone devices and digital wallet trends.

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ABOUT 451 RESEARCH

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