**Press Release
June 2019**

Nearly 1 in 3 Americans think they have 5G smartphones—even though it isn’t widely available yet

* Almost 1 in 3 Americans report that they own a 5G-capable device, despite the fact that this technology isn’t widely available yet
* 6 in 10 of those who said they owned a 5G-capable device say they’ve noticed performance improvements when their mobile device is on the 5G network
* 61% mention they are not likely to upgrade to a new iPhone, when the new devices are announced later this year
* 45% of Americans are currently less likely to upgrade to the newest Apple device than they were one year ago
* 35% think that Apple is lagging in innovation as compared to prior years and somewhat less, 26%, think that Samsung is lagging in innovation as compared to prior years

In anticipation of this year’s Apple event, [Decluttr.com](file:///C%3A%5CUsers%5Cleigh%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CINetCache%5CContent.Outlook%5CR1XYW157%5Cdecluttr.com), leading tech buy-back site and refurbished tech seller, set out to explore the mobile landscape. A consumer insights survey of more than 1,000 Americans reveals how much people truly know about the devices they own and what they foresee for the future of the mobile industry.

**Mobile Misconceptions**

As it turns out, the sugar pill effect may not be limited to medicine. In fact, nearly 1 in 3 Americans reported that they own a 5G-capable device, even though this technology isn’t widely available yet across the United States. Furthermore, 62% of those who said they owned a 5G-capable device say they’ve noticed performance improvements when their mobile device is on the 5G network. When you break down the false pretense by brand and carrier, 40% of all iPhone owners and 31% of all Samsung owners indicate they have “5G capable” devices; 27% of all Verizon, 46% of all AT&T and 40% of all T-Mobile subscribers think the same.

The misinformation doesn’t stop there. Only 40% of Samsung S7, S8 and S9 owners know their devices have wireless charging capabilities. A slim 14% of iPhone XR, XS and X owners are aware that they have NFC-capable devices, and even more surprising, only a little over half (56%) of XS/XS Max/X owners are aware that their devices are water resistant. Yet, despite the limited knowledge of what features their new devices offer, few are making the decision to cut costs and buy refurbished even when 68% admit they can’t distinguish between a new and a refurbished smartphone.

“Refurbished technology is a huge market, and is set to be even bigger in the next few years. Many consumers don’t realize that they can spend less money on a refurbished device, that is equally as good in performance as a brand new one, and what’s more, looks exactly the same!,” said Liam Howley, CMO at Decluttr.

“However, the price points between brand new and refurbished phones are only going to grow further apart and with the potentially increasing tariffs we’re seeing in the news, that growth could be expedited. Decluttr wants to be the reason consumers still can’t tell a refurbished device from a new one, but their bank balances can.”

Beyond the ignorance of general functions and aesthetic, one group was the most oblivious to how carriers work; 20% of Gen Z respondents are not aware they can purchase their mobile device and data plan separately.

**Buying Trends**

According to the data, 59% of Americans plan to upgrade their phones within the next 12 months and millennials are willing to spend the most for the change. Just over half (53%) of millennials (vs. 40% of the boomers) anticipate spending more than $500 on their next device; 67% of millennials (vs. 46% of the boomers) intend to finance that new smartphone, too.

The number one reason driving people to upgrade their smartphone is to replace a broken device, followed by the need for a faster phone. Yet, whether a status symbol or a functionality feature, some people aren’t giving in this round—1 in 2 iPhone users are currently less likely to upgrade to the newest Apple device than they were one year ago. The study may even point to a shift in values when the majority of Americans (59%) indicate they would rather spend their money on travel than a new mobile phone.

**Brand Loyalty**

Though 35% of people think that Apple is lagging in innovation as compared to prior years and 26% think that Samsung is lagging, the motivation to stick to one over the other isn’t fueled by stagnant products but rather the avoidance of starting over. Actually, 44% of people would consider changing mobile device brands but they don’t want to learn a new operating system.

Interestingly, to Apple’s benefit, the green bubble shame is real. Of the 67% of respondents who still consider themselves loyal to Apple and are unlikely to switch to any other brand of mobile devices, 26% *stay* loyal because they don’t want to give up iMessage.

While we anxiously wait for the Apple rumors to come to life in the fall, some hope for the reappearance of iPhone features past. When iPhone owners were asked what features of old iPhone models they miss the most, the headphone jack ranked number one followed by the home button, touch ID and the screen shot function in fourth place.

For those looking to revisit their favorite features or upgrade without the wait, head to the [Decluttr Store](https://www.decluttr.com/us/store) where you can get the latest tech at a fraction of the price.

\*Survey of 2,000 U.S. consumers, age 18+ who currently own a Smartphone.

**-ENDS-**