

**YouGov / Epiphany**  
**Smartphone Loyalty**

Fieldwork: 11th - 12th November 2014  
Sample Size: 2063 UK Adults

Total	Gender		Age					Social Grade		Region								
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland

For the following set of questions, please think about any smartphones that you personally own and currently use. Please do NOT think about any smartphones that have been given to you for work purposes.

Do you currently have a smartphone?

Unweighted base	2063	999	1064	217	227	375	482	762	1211	852	493	263	195	237	454	1642	132	235	54
Base: All UK adults online	2063	992	1071	247	319	383	378	734	1135	928	493	330	192	256	458	1729	101	175	58
Yes, I do	76%	75%	77%	91%	91%	88%	76%	57%	76%	75%	75%	73%	74%	83%	75%	76%	79%	73%	74%
No, I don't	23%	25%	22%	7%	7%	10%	23%	42%	24%	23%	24%	26%	24%	15%	24%	23%	20%	25%	24%
Don't know	1%	1%	1%	2%	2%	2%	1%	0%	1%	2%	1%	1%	2%	2%	1%	1%	1%	2%	1%

For the following questions, if you have more than one smartphone, please think about the one you use the MOST often.

What brand is your current smartphone?

Unweighted base	1532	724	808	199	205	328	369	431	903	629	366	187	137	191	334	1215	99	178	40
Base: All UK smartphone owners online	1559	739	820	225	290	337	287	420	861	699	371	240	142	212	343	1308	80	129	43
Apple	36%	37%	36%	46%	43%	46%	30%	23%	38%	34%	34%	31%	45%	43%	38%	37%	36%	36%	17%
Samsung	35%	34%	36%	28%	31%	28%	42%	41%	34%	35%	34%	41%	32%	35%	32%	35%	38%	29%	41%
LG	2%	2%	1%	3%	1%	3%	1%	1%	2%	1%	2%	0%	3%	2%	2%	2%	3%	0%	-
Nokia	8%	7%	9%	4%	10%	6%	9%	10%	8%	8%	7%	9%	4%	6%	10%	8%	7%	10%	17%
Sony	5%	6%	5%	5%	4%	6%	6%	6%	5%	6%	6%	5%	6%	3%	6%	5%	3%	6%	11%
Motorola	2%	3%	2%	3%	2%	1%	2%	3%	2%	3%	3%	3%	1%	2%	2%	2%	1%	3%	2%
BlackBerry	2%	2%	3%	2%	1%	2%	2%	4%	2%	3%	5%	0%	-	4%	0%	2%	1%	4%	2%
HTC	6%	7%	5%	6%	6%	6%	5%	7%	5%	7%	7%	8%	4%	3%	5%	6%	8%	9%	9%
Other	3%	3%	3%	2%	2%	2%	3%	5%	2%	4%	3%	3%	3%	2%	4%	3%	2%	3%	1%
Don't know	0%	0%	0%	-	-	1%	-	0%	0%	-	0%	-	1%	-	-	0%	-	-	-

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For the following question, please think about the **TOTAL** amount of time you have had a smartphone from (brand from TES\_q2). Please do **NOT** include previous times when you have switched away from (brand from TES\_q2) for a period of time.

Approximately, which **ONE** of the following is **CLOSEST** to how long you have had a smartphone from (brand from TES\_q2)? (If you are unsure, please give your best estimate)

	Unweighted base	1529	723	806	199	205	326	369	430	900	629	364	187	136	191	334	1212	99	178	40
<b>Base: All UK smartphone owners online who know the brand of their current smartphone</b>	1556	739	817	225	290	335	287	419	857	699	370	240	140	212	343	1305	80	129	43	
1 year	26%	24%	29%	33%	21%	18%	25%	35%	24%	29%	26%	24%	29%	29%	24%	26%	36%	23%	25%	
2 years	21%	20%	22%	20%	15%	19%	26%	24%	21%	22%	20%	26%	18%	23%	21%	22%	18%	17%	23%	
3 years	16%	16%	17%	17%	18%	17%	14%	17%	16%	16%	15%	17%	17%	16%	17%	17%	18%	14%	16%	
4 years	15%	14%	16%	15%	15%	22%	14%	11%	16%	14%	14%	19%	15%	13%	15%	15%	14%	19%	7%	
5 years	9%	12%	7%	8%	13%	10%	10%	7%	11%	8%	10%	5%	11%	9%	11%	9%	9%	12%	14%	
6 years	5%	5%	5%	5%	6%	6%	5%	2%	5%	5%	6%	5%	3%	3%	5%	5%	3%	6%	2%	
7 years	2%	3%	0%	1%	3%	3%	1%	1%	3%	1%	3%	-	3%	2%	2%	2%	1%	0%	6%	
8 years	1%	1%	0%	-	1%	2%	0%	1%	1%	1%	2%	0%	-	-	0%	1%	-	2%	4%	
9 years	0%	1%	-	-	1%	0%	-	0%	0%	0%	0%	-	-	1%	0%	0%	-	-	-	
10 years	1%	2%	1%	1%	3%	1%	1%	1%	2%	1%	2%	2%	3%	-	1%	1%	-	2%	2%	
More than 10 years	1%	1%	1%	-	2%	0%	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%	-	1%	-	
Don't know/ can't recall	2%	1%	2%	1%	2%	3%	3%	1%	1%	3%	1%	1%	1%	1%	2%	2%	2%	1%	3%	-

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Thinking about your current smartphone...

Which, if any, of the following do you think would encourage you to buy a smartphone from a different brand? (Please select all that apply)

	Unweighted base	1532	724	808	199	205	328	369	431	903	629	366	187	137	191	334	1215	99	178	40
<b>Base: All UK smartphone owners online</b>	1559	739	820	225	290	337	287	420	861	699	371	240	142	212	343	1308	80	129	43	
If the handset was cheaper	22%	24%	19%	30%	23%	24%	18%	17%	18%	25%	18%	23%	18%	27%	19%	21%	22%	26%	37%	
If it had a better contract/ plan	27%	28%	27%	29%	29%	25%	26%	28%	29%	26%	28%	25%	22%	30%	27%	27%	27%	32%	28%	
If it had larger internal memory storage	18%	19%	17%	29%	16%	20%	14%	14%	17%	18%	17%	17%	16%	21%	19%	18%	13%	22%	10%	
If it had a higher quality camera	18%	15%	20%	26%	23%	15%	15%	14%	18%	18%	19%	21%	13%	18%	17%	18%	12%	20%	23%	
If the handset was a more suitable size	8%	8%	8%	10%	7%	7%	8%	8%	8%	8%	6%	10%	4%	8%	10%	8%	8%	11%	2%	
If it had a longer battery life	35%	38%	33%	52%	34%	34%	31%	32%	36%	35%	36%	35%	31%	35%	36%	35%	33%	40%	35%	
If it had a better operating system	16%	20%	13%	24%	14%	19%	14%	13%	17%	16%	16%	14%	18%	18%	16%	12%	18%	21%		
If it had a better processor (i.e. to make it faster)	18%	23%	14%	35%	20%	17%	15%	11%	18%	19%	15%	19%	17%	22%	18%	18%	16%	25%	14%	
If it had a wider variety of apps	9%	8%	9%	19%	9%	11%	6%	3%	8%	9%	9%	9%	5%	9%	8%	8%	10%	9%	7%	
If it had a better design	14%	16%	12%	24%	17%	14%	13%	7%	14%	14%	14%	12%	11%	16%	12%	13%	21%	16%	17%	
If it were recommended to me by my friends and/ or family	15%	12%	18%	21%	16%	13%	14%	14%	16%	14%	17%	11%	19%	15%	14%	15%	18%	15%	14%	
If it had better reviews	11%	12%	11%	18%	14%	12%	8%	8%	11%	11%	13%	11%	13%	10%	8%	11%	15%	14%	13%	
Other	3%	4%	2%	1%	4%	2%	4%	3%	3%	3%	2%	4%	2%	4%	3%	3%	3%	2%	8%	
Don't know	10%	10%	10%	6%	9%	6%	14%	14%	8%	13%	8%	10%	15%	10%	11%	10%	13%	7%	1%	
Not applicable - nothing would encourage me to buy a smartphone from a different brand	20%	20%	21%	15%	19%	25%	20%	22%	21%	20%	24%	17%	19%	19%	22%	21%	24%	19%	15%	

How likely, if at all, do you think you would be to recommend your current smartphone to a friend?

	Unweighted base	1532	724	808	199	205	328	369	431	903	629	366	187	137	191	334	1215	99	178	40
<b>Base: All UK smartphone owners online</b>	1559	739	820	225	290	337	287	420	861	699	371	240	142	212	343	1308	80	129	43	
Very likely	39%	40%	38%	36%	42%	44%	36%	35%	38%	39%	43%	39%	39%	37%	36%	39%	40%	36%	30%	
Fairly likely	42%	39%	44%	46%	42%	38%	41%	42%	42%	41%	38%	39%	43%	39%	47%	41%	43%	41%	52%	
Not very likely	12%	14%	10%	11%	11%	11%	10%	15%	13%	10%	10%	13%	11%	15%	11%	12%	13%	10%	6%	
Not at all likely	5%	5%	5%	6%	2%	4%	7%	4%	4%	5%	5%	7%	3%	5%	3%	5%	1%	5%	8%	
Don't know	4%	3%	4%	1%	2%	3%	6%	5%	2%	5%	3%	3%	4%	3%	3%	3%	3%	7%	3%	