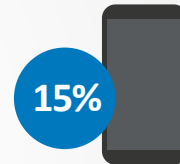


Unlocked Smartphone Users Spending More, Upgrading Less

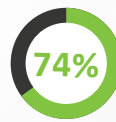
The number of consumers who own unlocked smartphones is growing by the millions as awareness of these products grows. Our data shows users of these phones are spending more on unlocked devices, and keeping their phones longer than their locked counterparts. **Here's a closer look.**



An estimated **38M U.S. consumers** own an unlocked smartphone. That's 15% of the smartphone market.



That's up from **30 million consumers** one year prior.



Awareness levels have reached an all-time high of 74%, due to exposure both in-store and online.



The installed base of unlocked devices priced at \$400+ grew in share **by 10 percentage points.**



56% of **locked smartphone** users hold onto their device for more than two years, compared to 40% of unlocked smartphone users.

22% of **unlocked smartphone** users upgraded within 12 months.

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The upward trajectory of the unlocked smartphone market is being driven by OEMs and retailers that see this channel as an opportunity to differentiate their offerings.

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Brad Akyuz,
Director, Industry Analyst, The NPD Group's Connected Intelligence®

The NPD Group/Connected Intelligence Unlocked Smartphone Report (Q1 2018 vs. Q1 2017)

Get more insights like this. Contact Brad Akyuz at brad.akyuz@npd.com.

