

87
MILLION

Americans have experienced smartphone damage within the last year.

MYTHCONCEPTION #1

Accidents are more common than you think



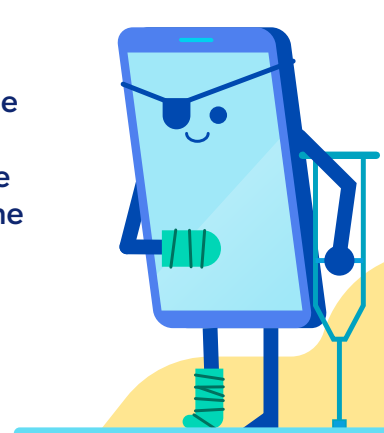
43%

Percentage of smartphone owners who Americans believe have experienced phone damage



61%

Actual percentage of smartphone owners who have experienced phone damage



MYTHCONCEPTION #2

Repairs can cost more than you think



54%

of Americans believe smartphone repairs cost \$150 or less

\$279

Cost to repair an Apple iPhone 12 screen (out of warranty)

\$249

Cost to repair a Samsung Galaxy S20 screen (out of warranty)

Most common mishaps

45% Screen damage

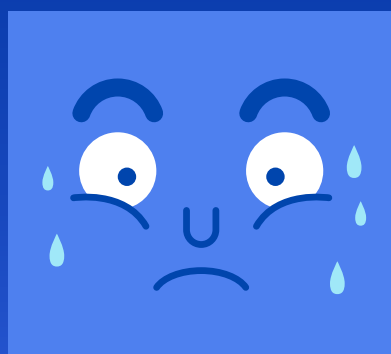
19% Battery failure

12% Water damage

Don't be seen with a cracked screen

42%

would be embarrassed to go on a first date with a cracked screen



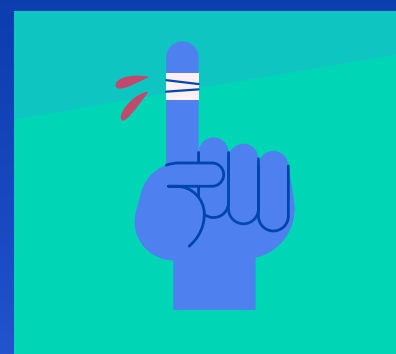
47%

say cracked screens are embarrassing



37%

try to hide cracked screens in public



30%

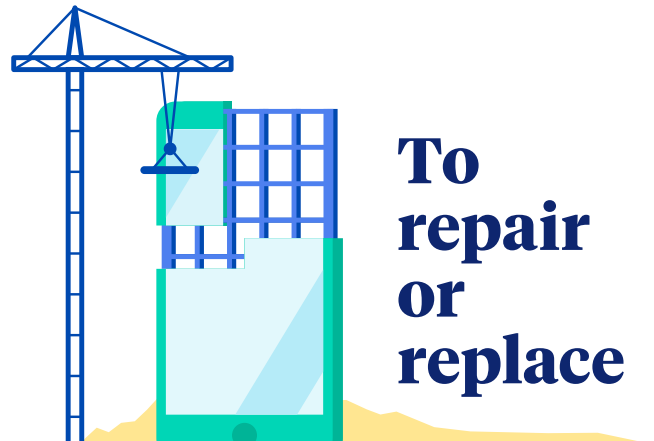
have cut their fingers on a cracked screen



80% Keep their smartphone in a case

21% Have damaged a phone while it was in a case

33% Have a protection plan for their smartphone



63% Have avoided repairing a phone because of high repair costs

59% Have upgraded to a new phone instead of repairing a phone

44% Have avoided repairing a phone because they were worried about low-quality repairs

Climate concerns



49%

Say the environmental impact of owning a smartphone is very important to them



56%

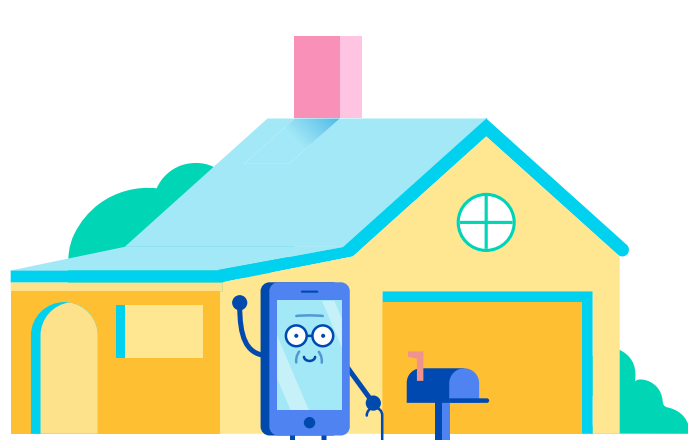
Say they know how to recycle an old or broken smartphone



21%

Actually recycle their old phones

Old phones stay home



68%

Have at least one old smartphone lying around the house

47%

Have two or more old smartphones at home

4+ years

Two-thirds of smartphone owners have at least one old smartphone that hasn't been used in 4 or more years