

For immediate release
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Smartphone slowdown: Aussies unfazed by new phones

- ➔ On average, Aussies hold onto the same smartphones for three years
- ➔ Gen Y upgrade the most frequently, changing phones every two years
- ➔ finder.com.au shares tips on how to choose a new smartphone

19 June 2017, Sydney, Australia – Aussies aren't tempted by the latest and greatest smartphones, reveals new research by finder.com.au, the site that compares virtually everything.

The survey of 2,019 respondents shows Australians plan on keeping the same smartphone for a surprising three years on average, showing they aren't looking to trade up as often.

While Aussies have had their current handset for almost a year and a half (17 months), the research finds it would take another 18 months before they purchase a new device.

Alex Kidman, Telco Expert at finder.com.au, says Aussies don't really have an urgent reason to make the switch.

"While they own a smartphone that works perfectly well, Aussies won't upgrade. Simply put, there's no need to."

"Gone are the days when each new generation of phone revealed huge new features. It's a mature market, and in line with that, the differences between one year's phone models and the next year's aren't that great, or that compelling." Mr Kidman says.

"Big brands need to pull a rabbit out of a hat if they really want to create some buzz around their new models."

In fact, Apple is expected to announce a major revision of the iPhone this year to celebrate the device's 10 year anniversary.

But with research showing that Australians are potentially skipping at least two generations of

phones, this release may or may not be enough to tempt local buyers.

“There are still those select few who will always pounce at the opportunity to pick up the latest model smartphone,” Mr Kidman says.

Gen Y upgrade their phone the most frequently, switching to a newer model every two years (27.6 months). Gen X switch almost every three years (34.1 months) and Baby Boomers trade up almost every four years (44.5).

What to consider when you're picking a new phone

1. Set a budget

When choosing a new smartphone there are a few cost factors you need to consider. For example, not only do you need to think about the cost of the actual phone but how much the plan will cost too.

If you choose to purchase a phone outright you'll be looking at forking out a hefty initial payment upfront, with premium models costing over \$1,000. The other option is buying the phone on contract, and paying for both the phone and plan on a monthly basis over 12 or 24 months.

2. Figure out your top needs

The type of phone you choose will be dependent on what you plan on using it for. If you have a long commute you might end up watching a lot of video content, and therefore you'll need a bigger screen. For Instagram addicts, choosing one with a high megapixel camera should be at the top of your list.

3. Consider storage

Storage should be a key consideration when searching for your next phone. Most phone models come with different capacities, for example the Samsung Galaxy S7 can be purchased at 32GB or 64GB. If you're prone to taking lots of photos or videos, choose a phone with more storage.

5. Try before you buy

A good way to find the right phone is to get some hands on experience. Visit your local mobile phone store and check out a few models, or if your friend has a model you're considering, ask to play around it.

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Our free service is 100% independently-owned by two Australians Fred Schebesta and Frank Restuccia. Since launching in 2006, we've helped our users make more than 17 million decisions.

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