



An Apple a Year- Half of iPhone lovers will upgrade to the iPhone 7

- **Half of iPhone owners will upgrade when the new phone is released**
- **Only 19% are wanting to change to Samsung**
- **The main reason for people not upgrading is the cost**

As with every year for the past nine years, Apple are expected to announce and release their newest version of the iPhone in September. The new iPhone will be the seventh generation of iPhone, following on from the much anticipated iPhone 6s.

With more reports on the downfall of Apple, gadget insurance specialist Insurance2Go surveyed over 1000 people who already own iPhones to find out if they will be upgrading. Of those surveyed half (50%) will be upgrading to the new iPhone 7, contradicting reports that more and more people are leaving the popular phone brand.

Just under a fifth (19%) of those surveyed stated they will next upgrade to a Samsung S7 or other version of the South Korean based phone company. A further 8% will be upgrading to another handset provider.

Whilst over three quarters (77%) have said they will upgrade, whether it be to the new iPhone or a different handset, 22% said they won't be upgrading at all. Many of those cited the cost of upgrading to be the deciding factor, whilst others mentioned that the technology we now have in our phones is more than enough.

While these views are shared by many, Apple can rest assured that they've not gone out of style just yet and should expect lots of people to upgrade when they unveil the hotly anticipated iPhone 7.

Gary Beeston, Marketing Director of Insurance2Go said: "As iPhones are our biggest insurance sales by a long mile, it's pleasing to see that the public are still hungry to get the latest handset. I feel we won't see the demise of the iPhone for a long while."

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Notes to Editor

The survey polled 1,014 people and was conducted by The Leadership Factor. For more information please contact victoria.tidmarsh@epiphanyolutions.co.uk, mali.lewis@epiphanyolution.co.uk or frances.mullaney@epiphanyolutions.co.uk

About Insurance2Go

Insurance2go is a trading name of Loyal Insurance Services Ltd, founded in February 2005 by Duncan Spencer, Managing Director. The company was launched to provide great value insurance products for mobile phones.

Since its launch the company has expanded its services to offer cover for Laptops, Tablets, Business Mobile Phones and Smartphones. Insurance2go was awarded the 5 star Defaqto rating in February 2015.



Find out more about Insurance2Go, here: <http://www.insurance2go.co.uk/>