

# ZAGG Device Damage Study

June 2014

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## **Methodology**

Seven-minute online survey

Independent Panel

768 total responses

US residents

18 years old or older

Currently using a smartphone or tablet



- Scratches on the screen or body of the device are the most common form of damage, but are among the least concerning to users.
- Smartphone and tablet users' greatest concern is that their device may be lost or stolen.
- In terms of damage, a dropped phone/tablet is the top concern. Users are particularly worried about cracking / breaking their screen as the result of a drop.
- 48% of smartphone users and 27% of tablet users are currently using a damaged smartphone or tablet respectively.

# smartphone users



# Smartphone owners are most worried about their phone being lost or stolen.

*“I’ll lose it when the battery is low and won’t be able to locate it.”*

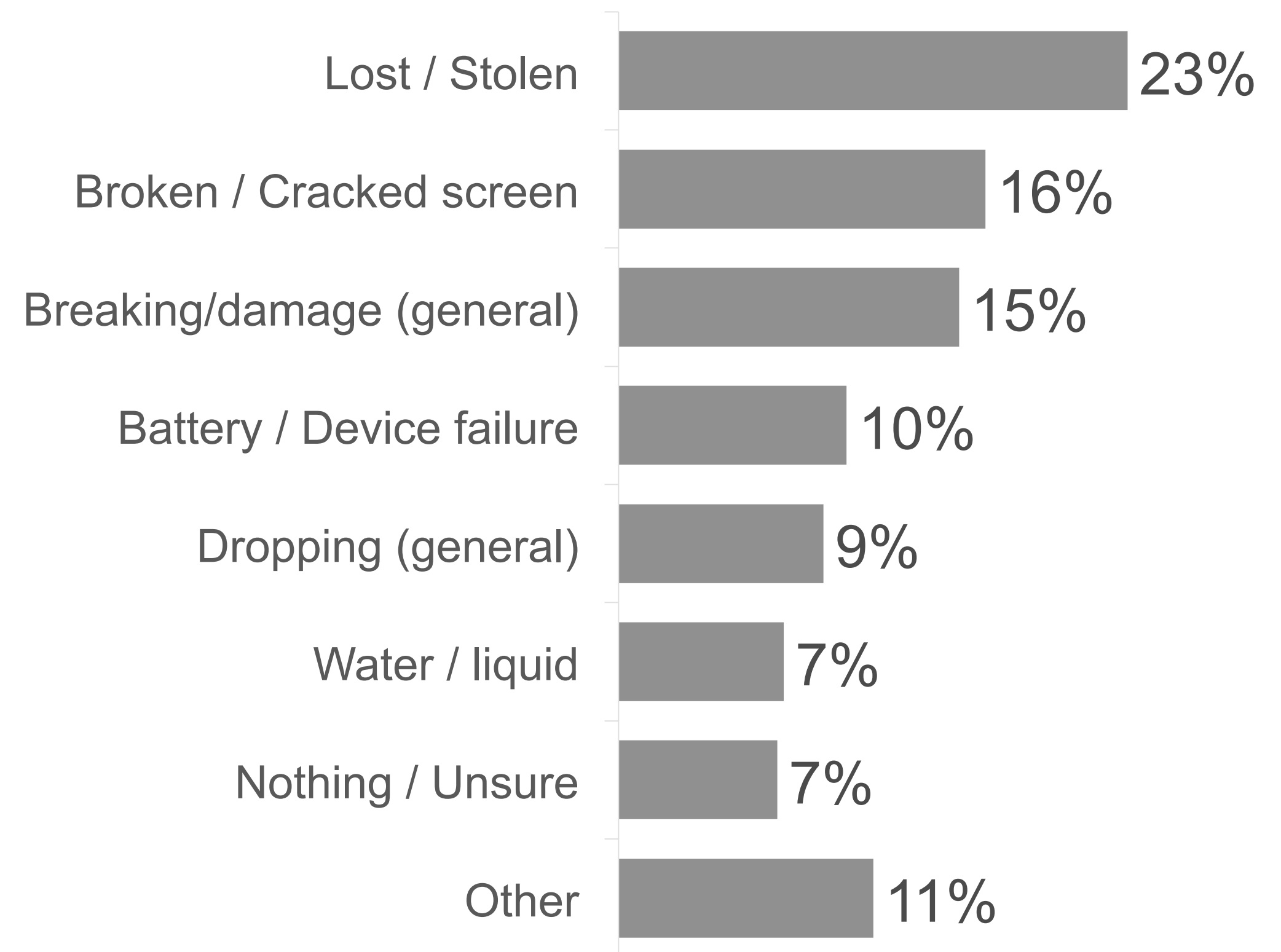
*“That I’d lose it or have it stolen.”*

*“Dropping it and having the screen shatter.”*

*“I’m worried that it will fall on the ground and break.”*

*“I am afraid that one day, it will just quit working.”*

What are you most worried will happen to your smartphone?\*



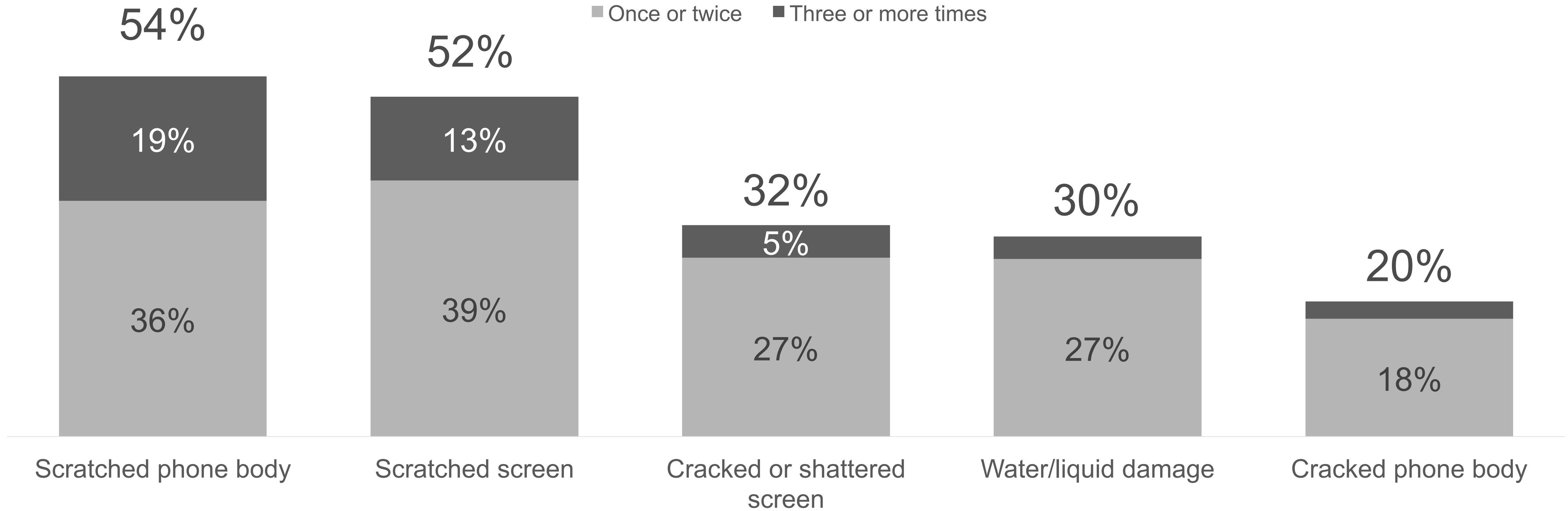
n=674

\* Manually categorized open-ended responses.  
Source: ZAGG Mobile Device Damage Study, June 2014

# Scratches are by far the most prevalent form of smartphone damage.

How many times have you had a smartphone damaged in the following ways?

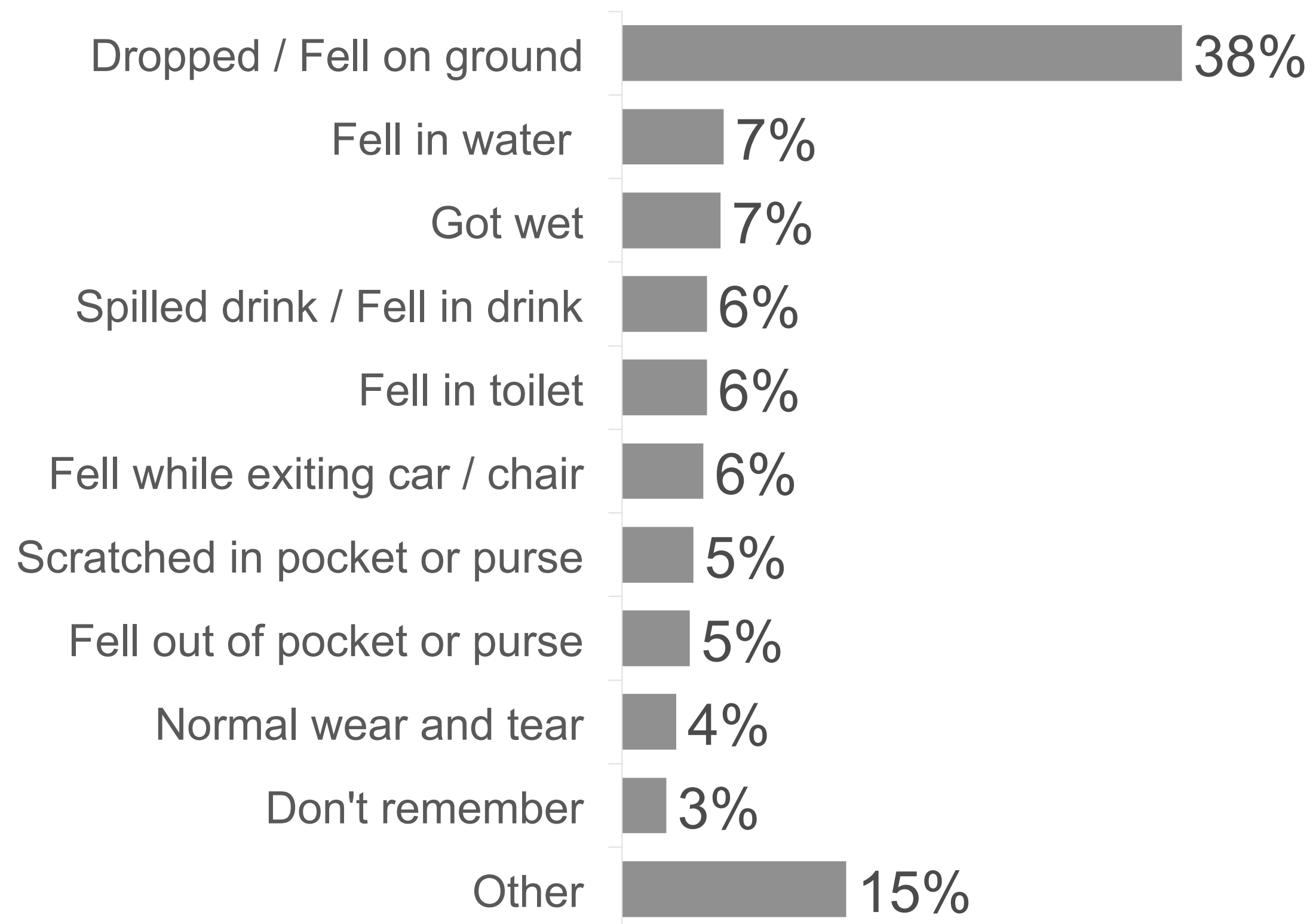
■ Once or twice ■ Three or more times



n=686

Of smartphone users who had damaged a smartphone, almost two fifths (38%) reported their most recent cause of damage as a drop or fall. One quarter mentioned water or liquid of some kind.

Tell us about how your smartphone was damaged most recently.\*



*“I was grocery shopping and my phone fell out of my coat pocket as I was reaching for milk.”*

*“Tried to talk on the phone while getting out of the tub and dropped it in some water.”*

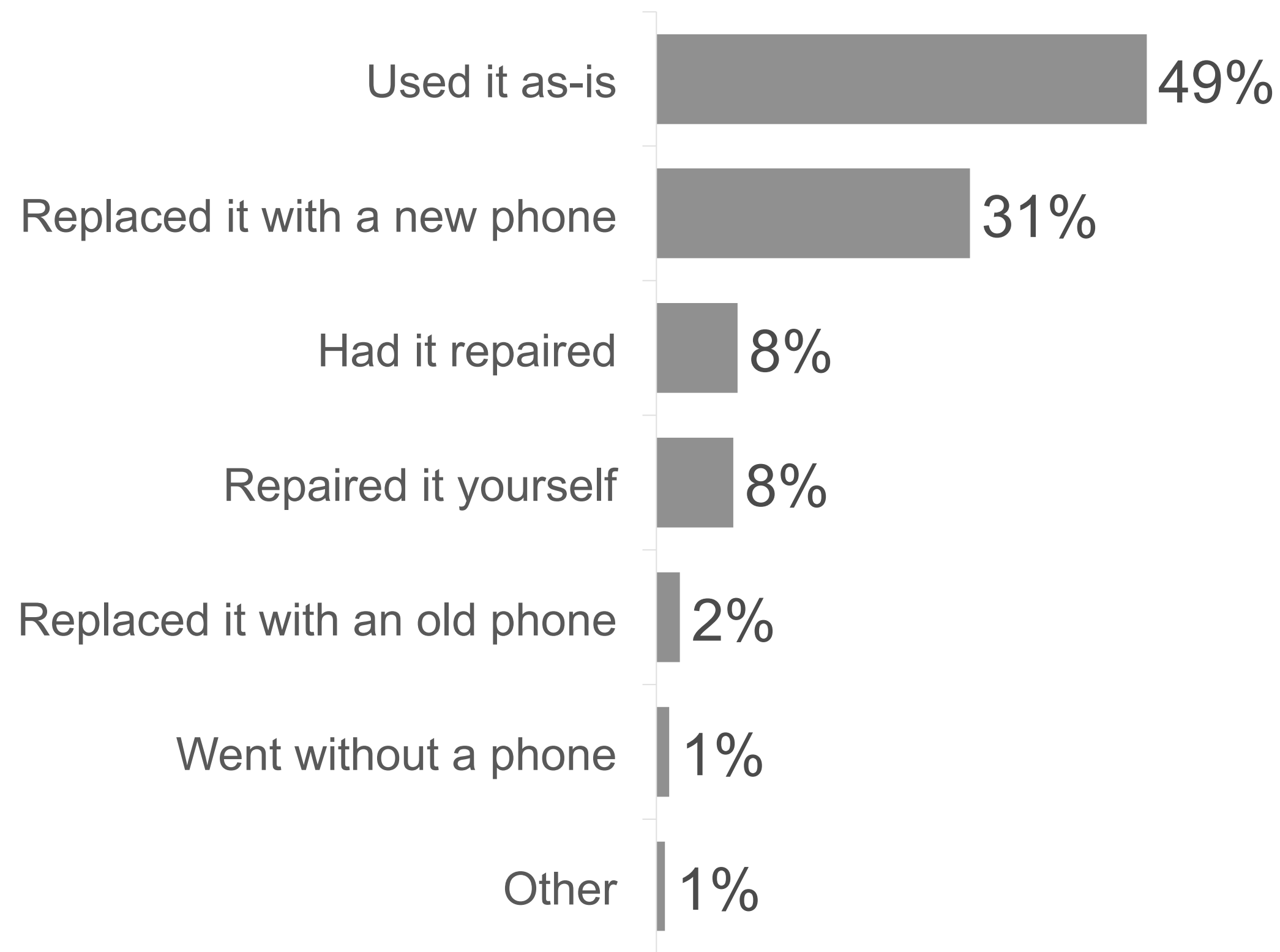
*“I was getting into the car and it fell out and dropped right on the corner and cracked the screen.”*

*“I was taking a shower and my young son threw it in the shower.”*

n=434

Almost half of smartphone users (49%) with damaged phones ended up either repairing or replacing their phones.

After your smartphone was damaged, what did you do?



n=472

How much did the smartphone repair/replacement cost?

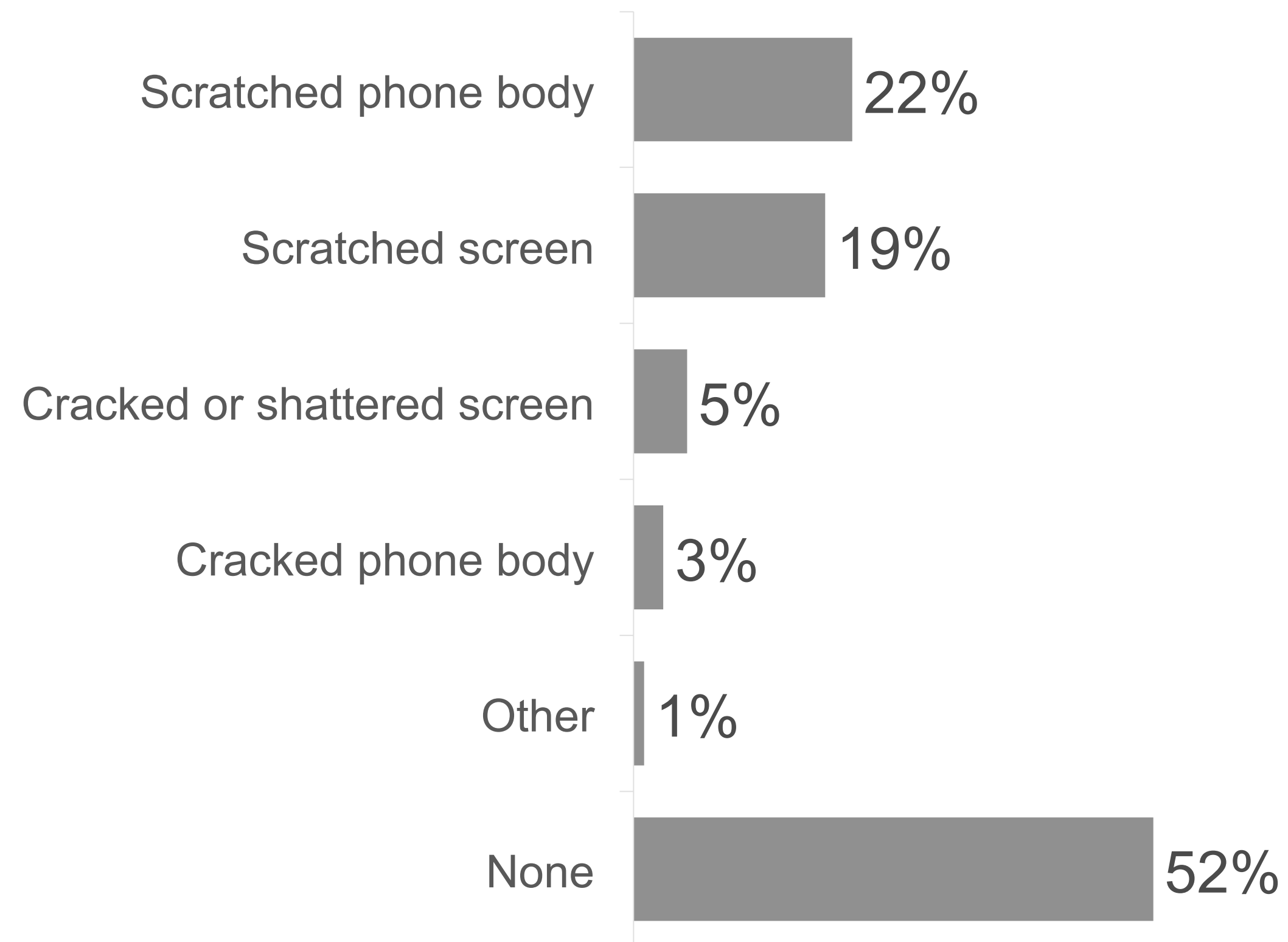


n=232



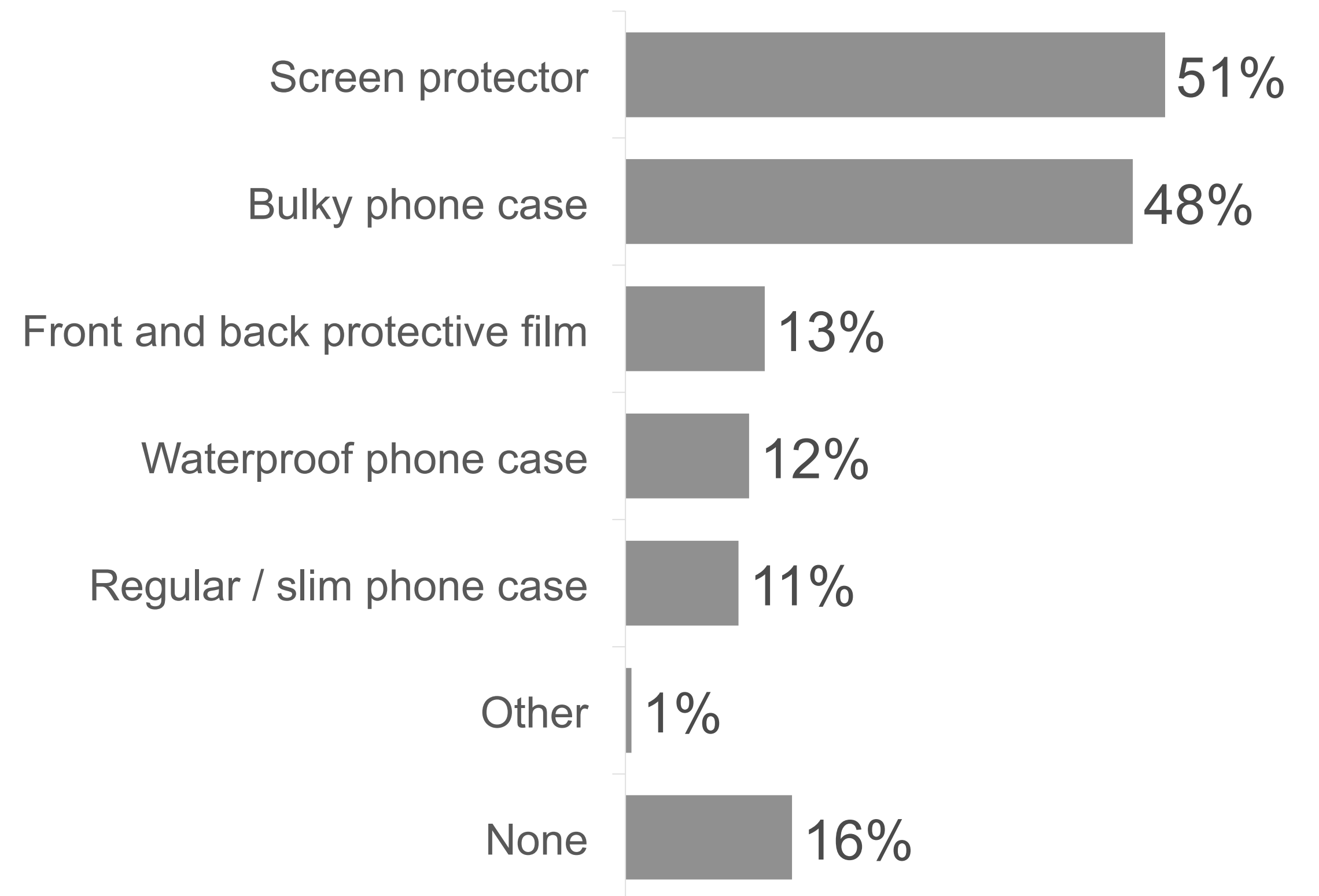
Just under half (48%) of all smartphone users are currently using a damaged smartphone. Roughly the same number are using phone cases.

What damage does your smartphone currently have?



n=768

What protective products do you use with your smartphone?



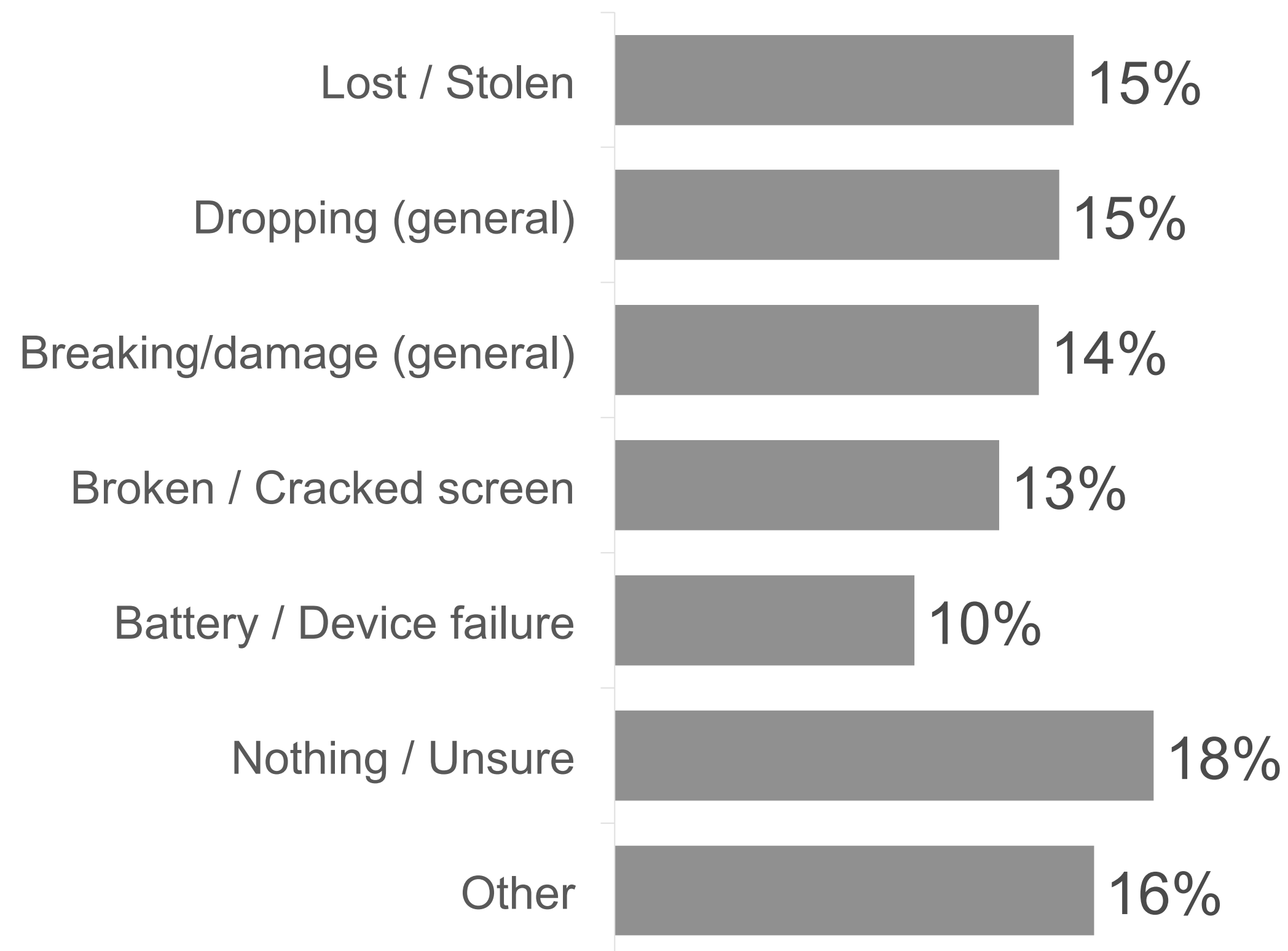
n=674

# tablet users



Tablet users are much less concerned about their tablets than smartphone users are about their phones. Loss of the device is still the top concern.

What are you most worried will happen to your tablet?\*



*“That it will get left in newspapers and thrown away!”*

*“That I’ll lose it or have it stolen.”*

*“I’m worried that I might drop it and break it.”*

*“I’ll drop it again and crack the screen even more.”*

*“Battery will get worse and worse! Not keep a charge!”*

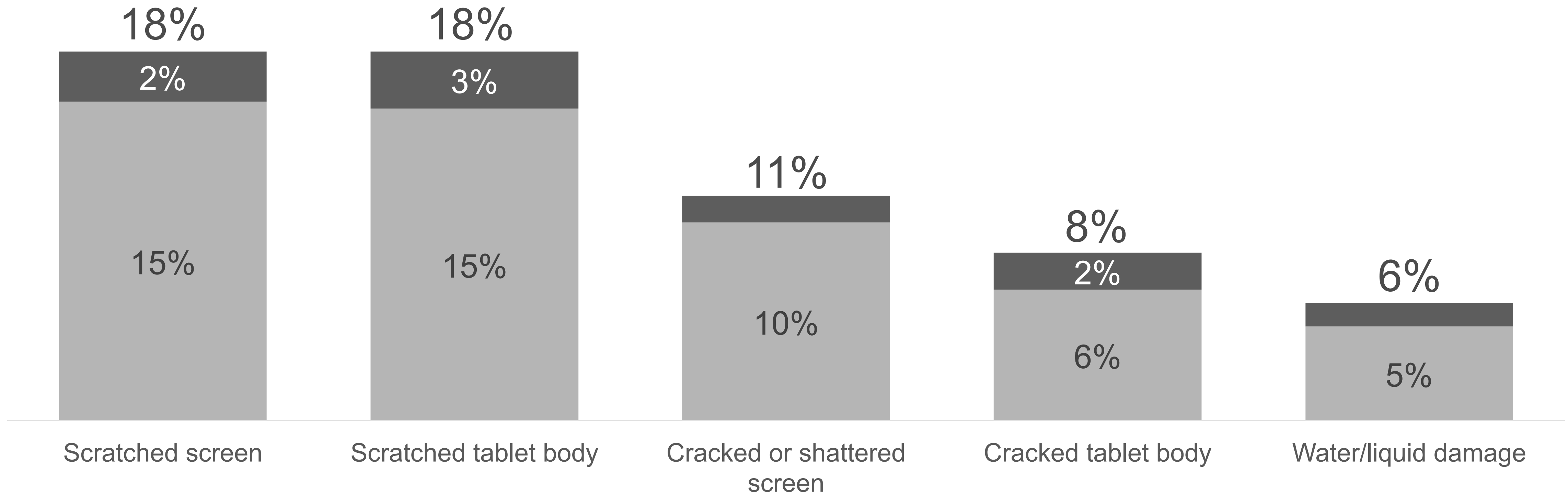
*“Not much. It never leaves the house.”*

n=607

Scratches are the most prevalent form of tablet damage. 70% of tablet users claim to have never damaged a tablet.

How many times have you had a tablet damaged in the following ways?

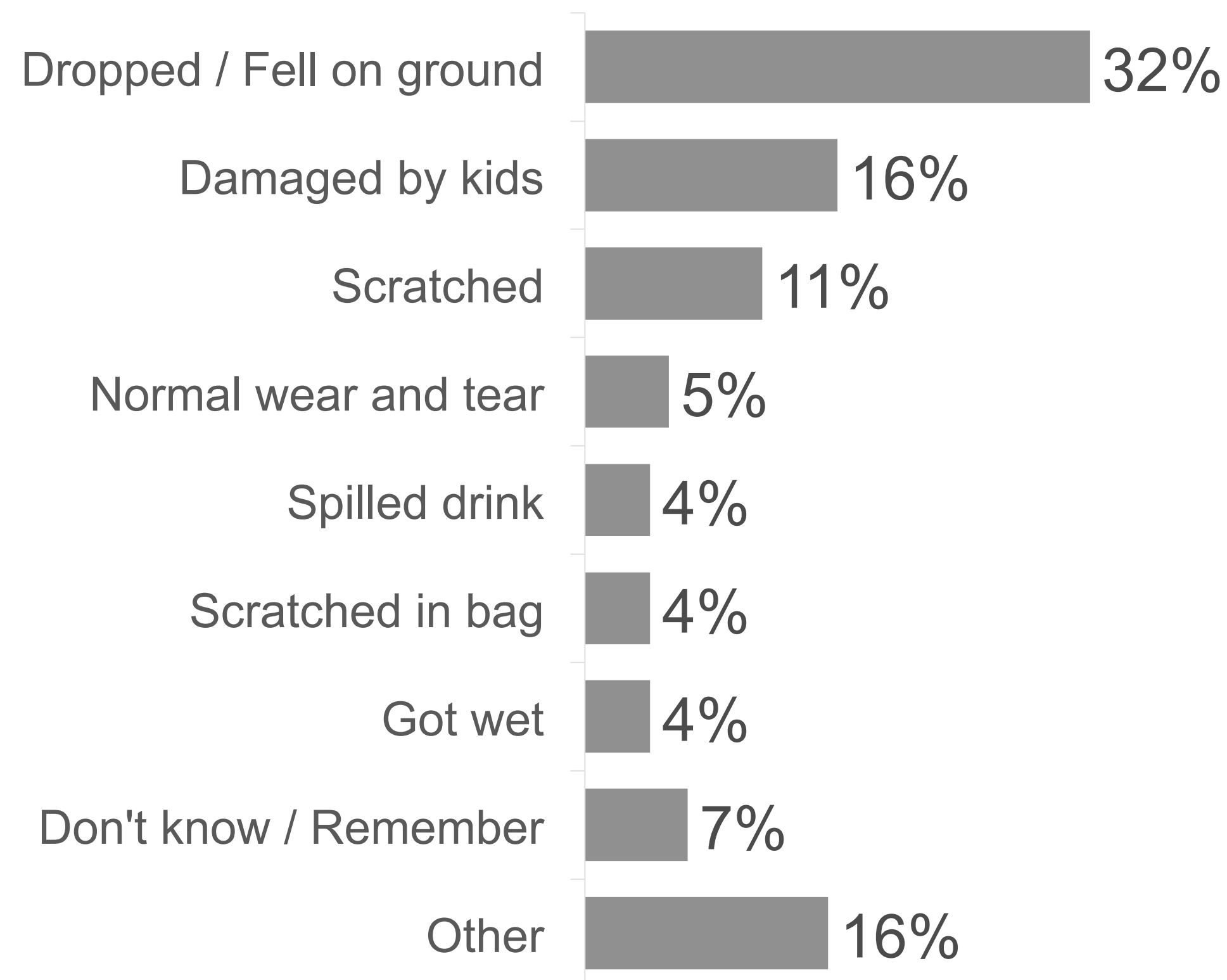
■ Once or twice ■ Three or more times



n=618

Of tablet owners who have damaged a tablet, almost one third (32%) recently dropped their tablet.

Tell us about how your tablet was damaged most recently.\*



n=167

*“I accidentally dropped it on the concrete and a small piece of the plastic corner chipped off.”*

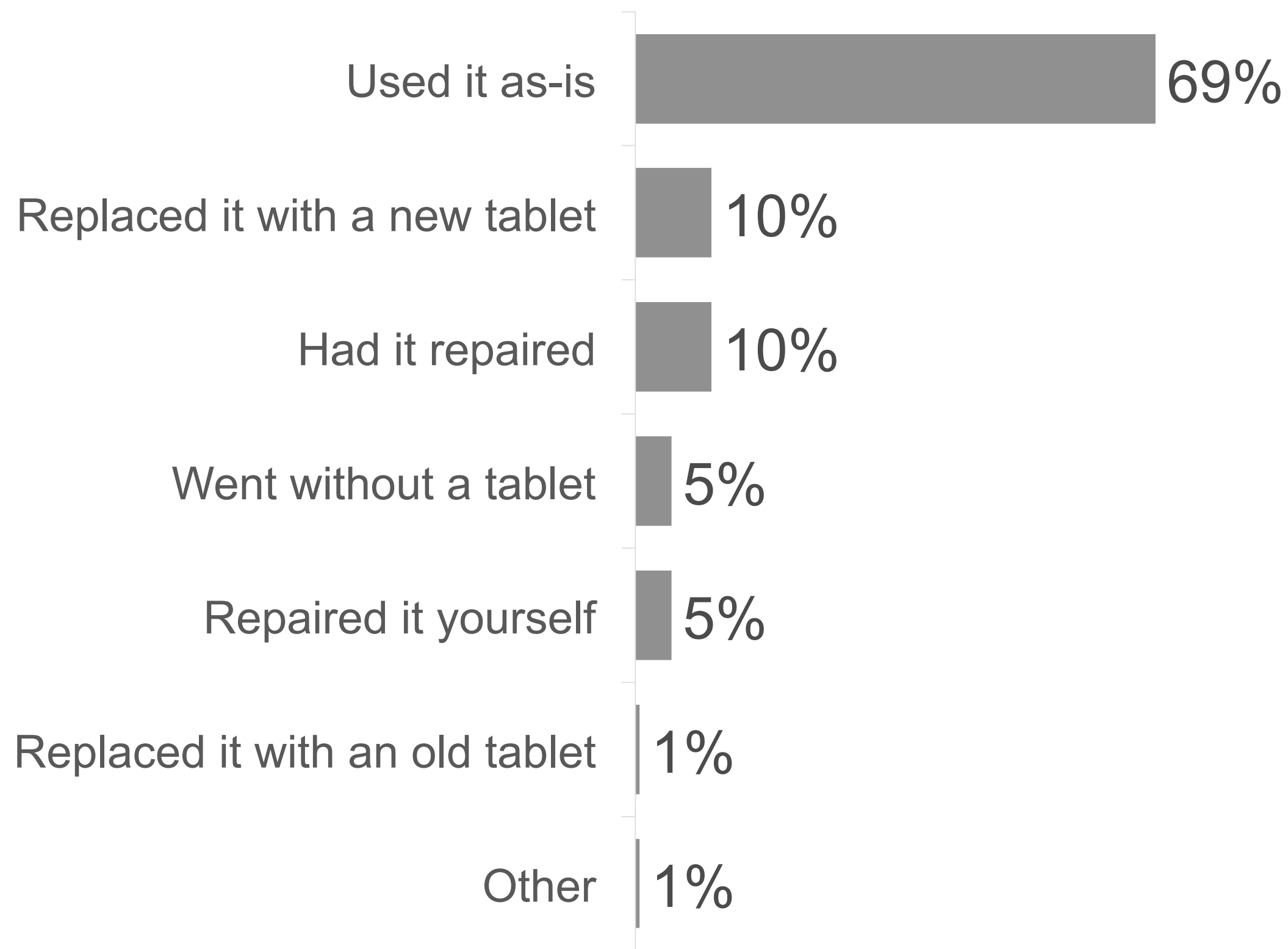
*“I was outside and it slipped off my lap onto the concrete deck.”*

*“My toddler was playing with it and she cracked the screen as she was trying to get up.”*

*“Scratched when it was dragged across the floor.”*

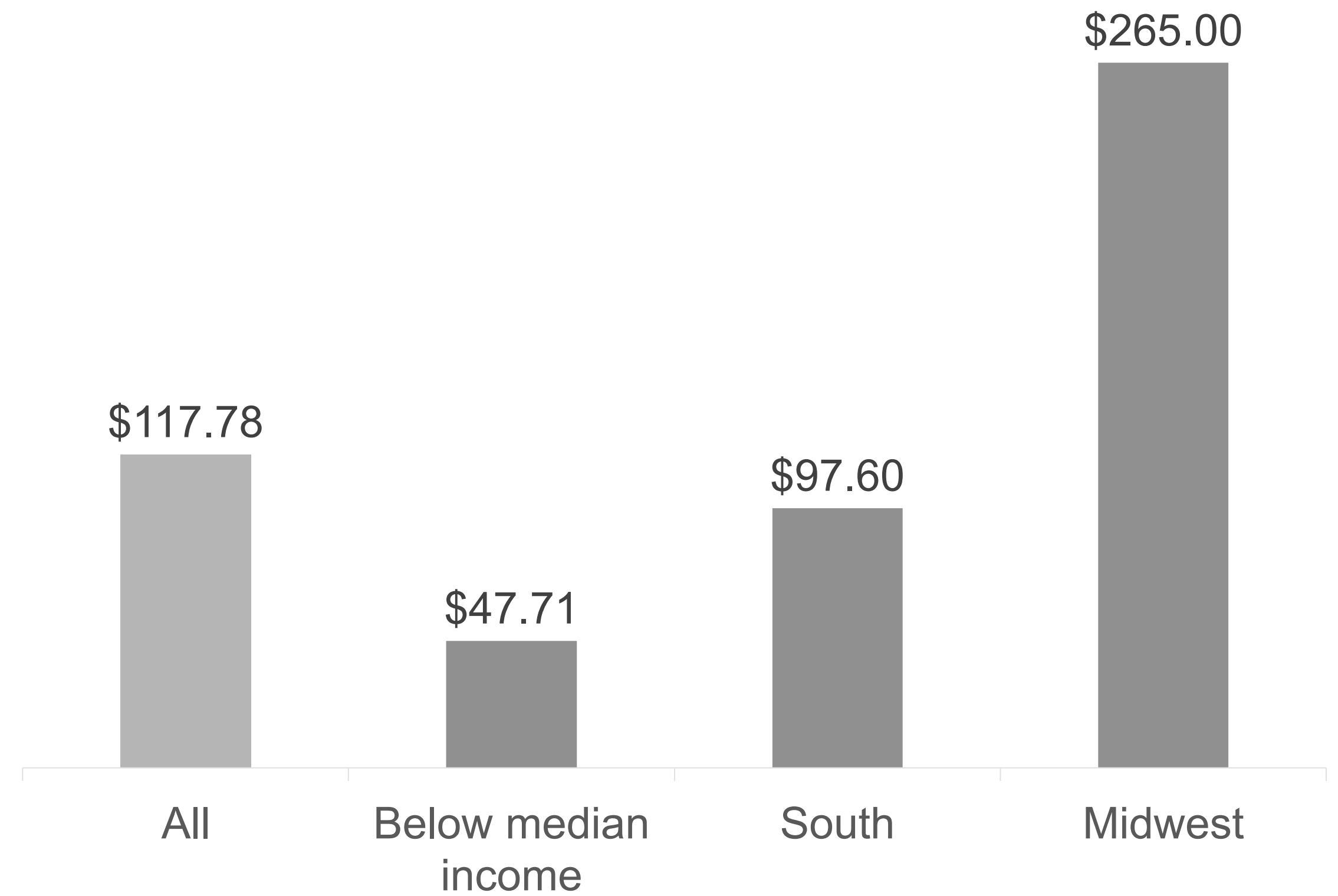
# Over two-thirds of tablet users with a damaged tablet don't take any action after their tablet is damaged.

After your smartphone was damaged, what did you do?



n=188

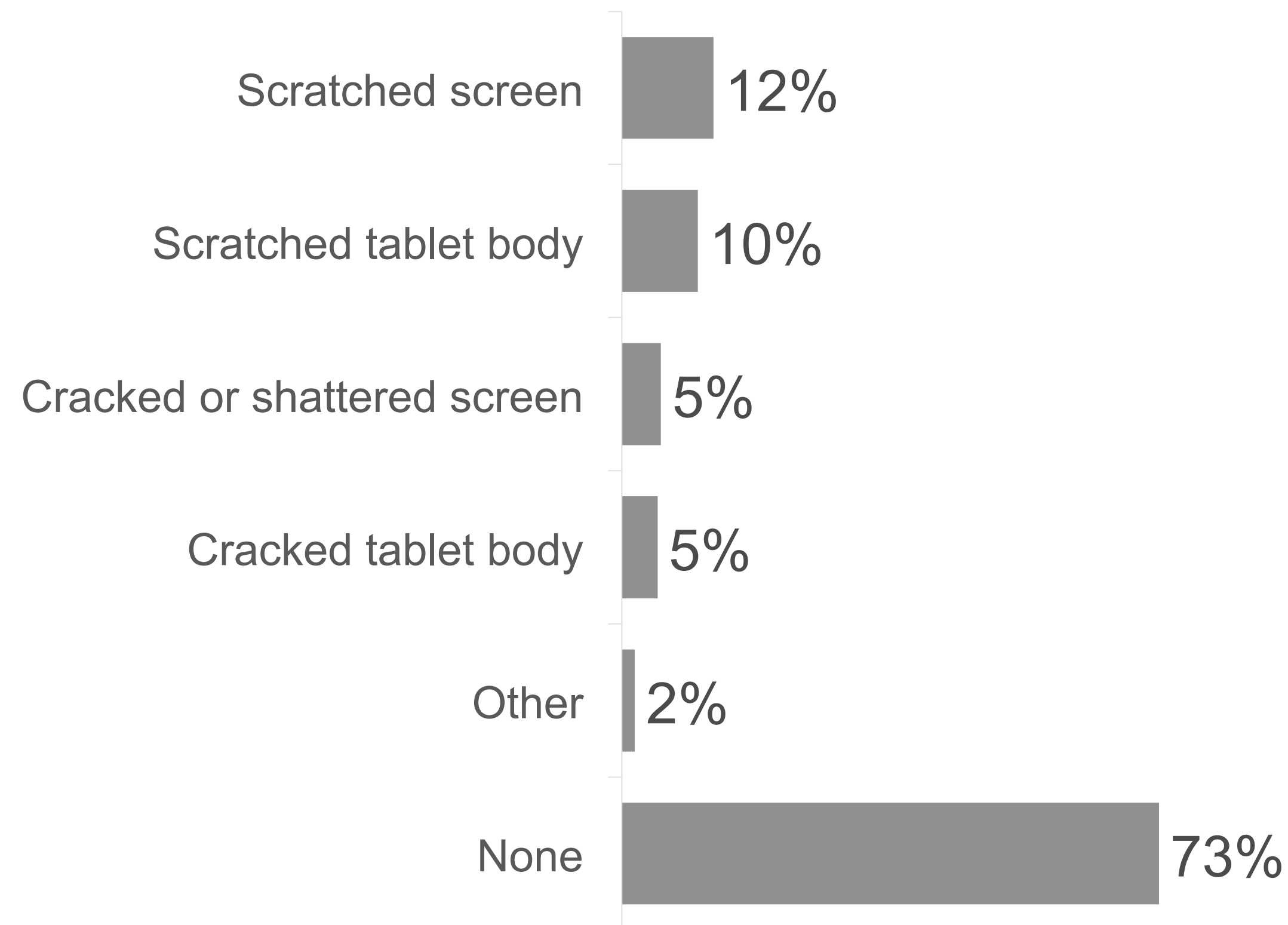
How much did the smartphone repair/replacement cost?



n=48

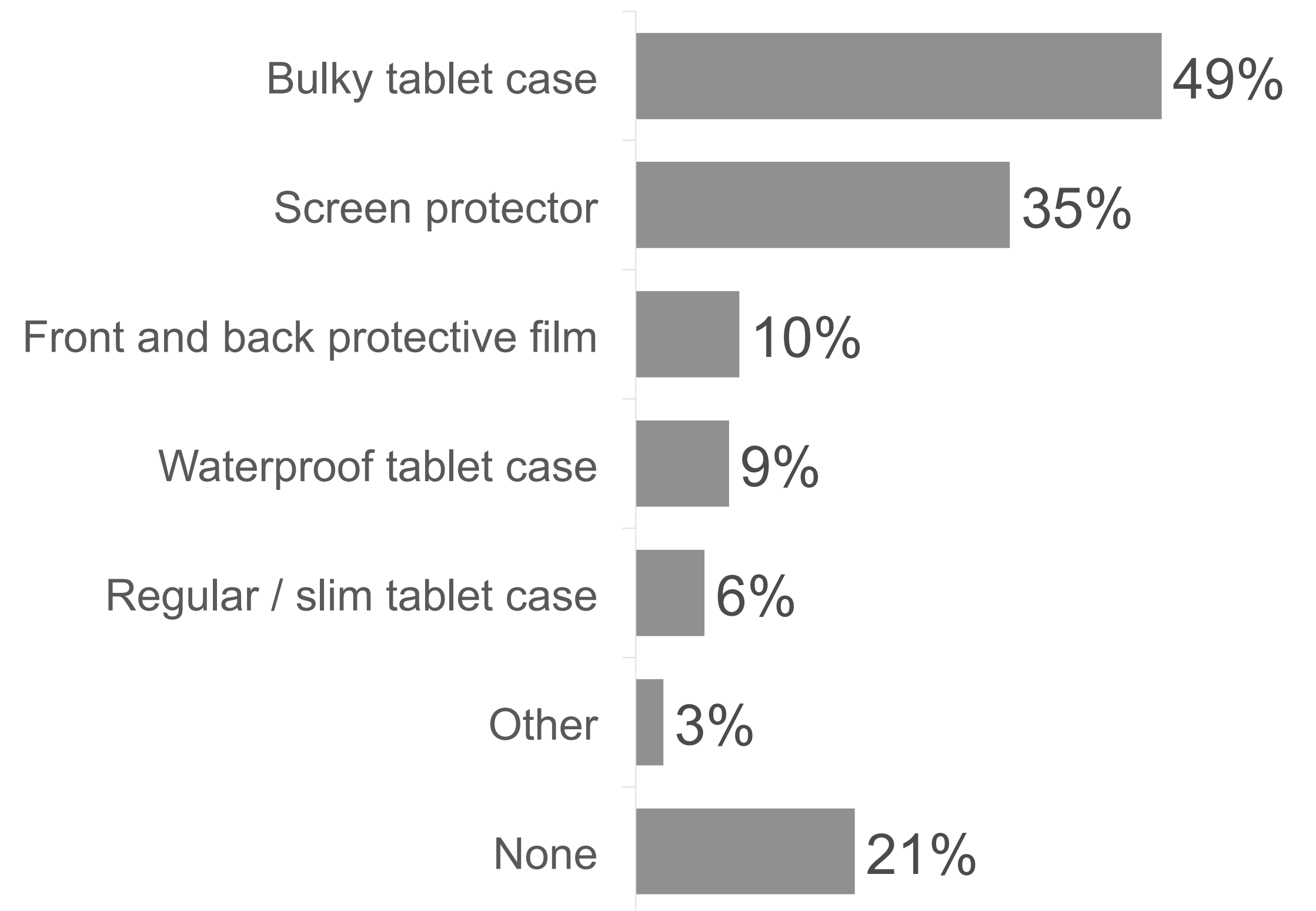
Just over one quarter of tablet users (27%) are using damaged tablets. Over half (56%) currently use a case with their tablet.

What damage does your tablet currently have?



n=618

What protective products do you use with your tablet?



n=618