

Extra smartphone platform trade-in information

Platform trade-in market share so far on Cashforphonescomparison in 2014:

1. Android – 53.06 percent*
2. iOS – 31.13 percent*
3. N/A – 11.24 percent*
4. Windows Phone - 4.31 percent*
5. Other – 0.26 percent*

**Online trade-in market share percentage so far in 2014.*

Site experts say this is particularly interesting as over the same period of time in 2013, the two operating systems had a much more equal online trade-in market share.

Platform trade-in market share over the same timeframe in 2013:

1. Android – 31.67 percent*
2. iOS – 28.96 percent*
3. N/A – 35.56 percent*
4. Windows Phone – 3.56 percent*
5. Other – 0.27 percent*

**Online trade-in market share percentage so far in 2014.*

Top traded-in smartphones on the site so far in 2014:

1. Samsung Galaxy S3 – 13.92 percent
2. Apple iPhone 4S 16GB – 7.66 percent
3. Apple iPhone 5 16GB 7.37 percent
4. Samsung Galaxy S2 i9100 – 5.39 percent
5. Samsung Galaxy S4 – 4.69 percent

**Online trade-in market share percentage so far in 2014.*

Most valuable devices so far in 2014:

1. Apple iPhone 5S 64GB - £387*
2. Apple iPhone 5S 32GB - £372*
3. Apple iPhone 5S 16GB - £361*
4. Samsung Galaxy S5 - £320*
5. Samsung Galaxy Note 3 - £286*

**Top price offered for this device so far in 2014*

Cashforphonescomparison survey results

Cashforphonescomparison asks each consumer trading in an old device what they're planning to upgrade to, resulting in these survey results for 2014 so far.

Percentage of people trading in their old Android phone who are upgrading to:

- Another Android device – 67.97 percent
- iOS – 31.35 percent
- BlackBerry – 0.4 percent
- Unsure: 0.2 percent

Percentage of people trading in their old iOS phone who are upgrading to:

- Another iOS device – 71.72 percent
- Android – 25.75 percent
- Windows Phone – 1.2 percent
- Unsure – 0.6 percent

Percentage of people trading in their old Windows Phone device who are upgrading to:

- Another Windows Phone device – 15.9 percent
- iOS – 43.94 percent
- Android – 37.12 percent
- BlackBerry – 0.75 percent

Percentage of people trading in their old BlackBerry device who are upgrading to:

- Another BlackBerry device – 7.14 percent
- iOS – 42.85 percent
- Android – 47.61 percent
- Unsure – 2.4 percent