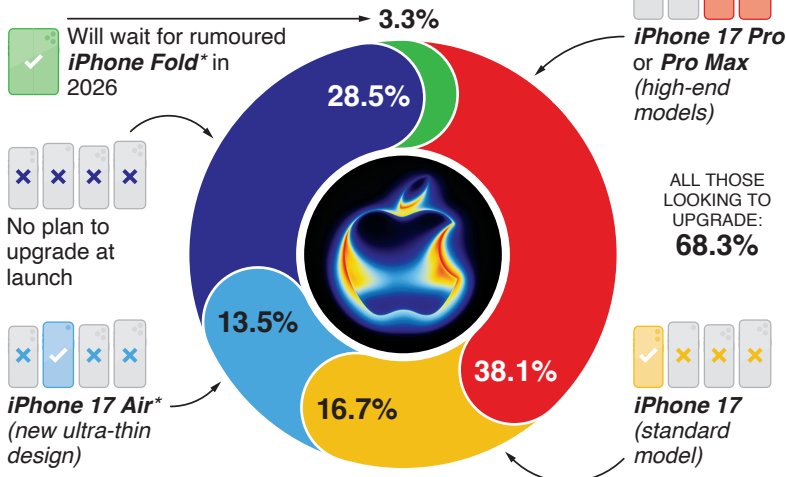


70% of iPhone owners look to upgrade

A survey of 2,000 U.S. iPhone users finds that nearly seven in 10 plan to upgrade to one of the new *iPhone 17* models – a meaningful rise of more than 6% on the same period last year

If you upgrade at launch, which model would you choose? (Select one only)



Why would you upgrade to iPhone 17? (Choose three reasons)



Why would you not upgrade to iPhone 17? (Choose three reasons)

