

**Android Brand
Preferences: U.S.
Consumers**

Market Study
1Q 2012





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Abstract

Android was introduced to the U.S. market in late 2008 on the HTC G1 (T-Mobile). Since then the mobile operating system (OS) has grown exponentially (both domestically and abroad), due to a variety of factors, including its adoption by a multitude of OEMs, its generally lower price point compared to other mobile OSes, accompanied by its proliferation across wireless carriers and the prepaid market, and more.

In fact, in a recent survey of U.S. end users, *iGR* found nearly 47% of smartphone owners were using an Android-based device. As such, *iGR* wanted to investigate the particular experiences and perspective of U.S. Android smartphone users. The following report examines just that.

For instance, *iGR* found that close to half of U.S. Android smartphone owners specifically selected an Android device, often after researching the OS prior to purchase. Certain handset features (touch-based, high-quality displays, and connectivity across other devices) were preferred among U.S. Android users, as well as devices made by particular OEMs (including Samsung, Motorola and more). Brand preference was especially apparent among younger Android users and varied by gender and market location (e.g., rural, suburban, urban). *iGR* also found trends by the user's wireless carrier.

This report provides valuable insight into the preferences and handset purchase decision of the U.S. Android user valuable for retailers, OEMs, carriers, and mobile developers alike.

Key Questions Addressed:

- What smartphone brands and mobile OSes are in use across U.S. consumers (2011)?
- What are smartphone sales by mobile OS to U.S. end users (2011)?
- What has been Android's growth across the mobile OS landscape in the U.S. (2011)?
- What factors contribute to the U.S. consumer's Android purchase decision?
- What handset brands and features do U.S. Android device users prefer?
- How do U.S. Android device users rank handset brands relative to their current handset in use and wireless service provider?
- What are the demographic characteristics of U.S. Android device users?

This report is recommended for:

- Cellular carriers, particularly those in the U.S.

- Private/ Independent mobile device retailers with U.S. customers
- Android device OEMs operating in the U.S. market
- Mobile device OEMs interested in the U.S. market
- Android mobile developers creating content for U.S. end users
- Financial and investment analysts.