

# **U.S. Consumer Smartphone Profile: Current Use & Future Purchase Plans**

Market Brief  
Second Quarter, 2012





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# U.S. Consumer Smartphone Profile: Current Use & Future Purchase Plans

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## A Market Brief

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## Abstract

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In 2012, it is hard to imagine life without a mobile phone. Today, mobile phones provide constant connectivity to email, music, social networks, and much more, from just about any location. As such, U.S. consumers are increasingly interested in smartphones and have, or plan to, purchase such devices. These findings are unsurprising given the growing adoption of mobile handsets in the U.S. market.

As such, *iGR* sought to investigate mobile handset and smartphone sales across U.S. consumers in May 2012.

Smartphones have become the new norm – 60 percent of the survey respondents *iGR* interviewed reported using a smartphone. And while smartphone users do tend to be younger (below 45), that demographic is shifting as smartphones become more common and more appealing to older consumers (typically those 45+). Indeed, the purchasing demographic must shift in the next few years in order for smartphone adoption to increase.

Key questions addressed:

- What mobile handset and smartphone trends exist across current U.S. consumers?
- What types and brands of handsets and smartphones are U.S. consumers currently using?
- What mobile operating systems (OSes) are U.S. consumers using?
- What types of handsets and smartphones did U.S. consumers buy recently? What types of handsets will they buy in the near future?
- How did recent basic mobile phone sales compare to smartphone sales U.S. consumers? How will such sales compare in the near future?
- What handset brands and mobile operating systems (OSes) did U.S. consumers buy recently? What will users buy in the near future?
- Did U.S. consumers recently purchase handsets and smartphones for work use? Will they buy work-related handsets and smartphones in the coming months?
- What was the average price U.S. users recently paid for a basic mobile phone or smartphone? What are U.S. users willing to pay for a new handset in the coming months?

Who should read this report?

- Mobile operators, particularly those serving U.S. markets



- Device OEMs, particularly those serving U.S. markets
- Content providers and distributors, particularly those focused on U.S. end users
- Financial analysts and investors.