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**FOR IMMEDIATE RELEASE**

## ***iGR* finds that 11 percent of Consumers have a worsened perception of Apple since Steve Jobs died**

***New iGR study shows that Apple users are in general unchanged in their opinion of the company***

**AUSTIN, Texas, May 28<sup>th</sup>, 2012** – Most of the developed world knows by now that Steve Jobs passed away in early October. And just about everyone equates Mr. Jobs with the company he co-founded: Apple. Fewer put his name to Pixar and Toy Story, or as the largest shareholder of Disney (as a result of the purchase of Pixar). But since he was so closely tied to the image of Apple, what has been the impact on the company's image since he died?

At the beginning of May, iGR conducted a major survey of U.S. consumers to provide data for upcoming research reports. Aside from questions about use of WiFi, tablets, smartphones, applications, content and LTE, iGR also added a about respondents' image of Apple since Steve Jobs died.

Specifically, the question asked: How has your perception/view of Apple changed (if at all) since the passing of Steve Jobs?

iGR's consumer survey showed that:

- 1 percent said that their image of Apple had much improved since Steve Jobs died
- 3.5 percent said their perception of the company had improved
- 84 percent said their image of the company had not changed
- 9.4 percent said that their perception has worsened
- And 1.7 percent said they perception of Apple had greatly worsened.

Obviously, with 11 percent saying their perception of Apple had worsened since Jobs died is a concern – this is a large enough group to negatively impact Apple sales. Since the survey used a large sample size, iGR can look at the demographic splits and find more about the 11 percent:

- Those with a worsening image of Apple are 12 – 18 percent more likely to be men and to be over aged 45 years.
- The 11 percent are also likely to have higher household incomes, higher educated (at least a college degree) and married.
- Having children in the household did not seem to impact the perception of Apple.

But the good news for Apple is that the 11 percent with a worsened perception of Apple are approximately 12 percent more likely to be Android smartphone users, specifically with Samsung or Motorola smartphones. In general, current Apple users were far more likely to fall into the 'no change' category than have a better or worse view of the company.

"iGR believes this is important for Apple's future. While a significant number of people said that their perception of the company had worsened, the core Apple user base seems to be unmoved in their views of the company", said Iain Gillott, president and founder of iGR, a market research consultancy focused on the wireless and mobile industry. "While they may mourn the passing of Jobs, it seems that the Apple faithful are staying put".

iGR also addressed more serious wireless and mobile issues in the U.S. Consumer survey, including:

- How mobile handsets, smartphones and tablets are really used by consumers
- The perceived benefit of femtocells
- Purchase of mobile device insurance policies
- Use of WiFi in and outside of the home
- How much content (and type) is consumed on smartphones and tablets
- The price premium that Apple is able to command in the marketplace
- Smartphone and tablet buying trends in April and May
- Use of and plans to buy LTE smartphones
- Demographics for age, income, employment, education, marital status, gender, number of children, mobile operator used, brand of mobile device used, and type of mobile devices used.

For more information on the data and statistics available in iGR's new U.S. Consumer Survey, contact Iain Gillott at (512) 263-5682 or at [iain@iGR-inc.com](mailto:iain@iGR-inc.com) for additional details.

### **About iGR**

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as iGillottResearch, iGR is now entering its twelfth year of operation. iGR continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile applications; bandwidth demand and use; small cell architectures; DAS; LTE; WiMAX; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at [www.igr-inc.com](http://www.igr-inc.com).