

**Android and Apple
Smartphone
Consumers: *How do
they differ?***

Market Study
Fourth Quarter, 2012





Android and Apple Smartphone Consumers: *How do they differ?*

A Market Study

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Abstract

The majority of U.S. smartphone users are on either the Apple iOS or the Android platform. What defines each user base and how do these two groups of consumers differ? To answer this question, *iGR* fielded a Web-based survey of 1,001 U.S. consumers during the second week of September 2012, which coincided with Apple's announcement of the iPhone 5.

This report provides details of these two groups of smartphone consumers, including demographic variables, their service providers, the brands of smartphones they use, their recent and planned purchases, the other computing devices that they use, their use of cellular data services, their desired improvements to their cellular data service, and their use of WiFi on their smartphone.

Key questions addressed in this study include:

- What demographic variables, such as age, gender, income, educational level and marital status, differentiate these two groups of consumers?
- What service providers do Apple and Android consumers use?
- How do these groups rate their service providers and why?
- Which brands of smartphones are used by these consumers?
- Have these consumers purchased new smartphones or changed carriers in the last year?
- Do these two groups plan to purchase a new smartphone in the next 30 days?
- How likely is it that Apple and Android users' next mobile phone will be on the same platform – Apple iOS or Android?
- What other types of computing devices, such as tablets, do these consumers use?
- Is it important that these users' tablets run on the same platform as their smartphone?
- How do these groups rate their cellular data coverage and speed?
- What improvements do these groups want to see in their cellular data coverage and speed?

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- For what types of activities do these groups use their smartphone's mobile broadband service?
- How frequently do Apple and Android smartphone consumers use WiFi on their smartphone?
- How aware are these groups of LTE?

Who should read this report?

- Mobile operators
- Device OEMs
- Smartphone distributors and retailers
- Content providers and distributors
- Financial analysts and investors.

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