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New *iGR* study finds many differences between Android and Apple Smartphone U.S. Consumer Groups

In addition to demographic variations, Apple and Android consumers have different perceptions of the quality of their wireless network service

AUSTIN, Texas, November 5th, 2012 – 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.

"Beyond some basic differences, such as service providers and mobile phone brands, other differences became apparent when we analyzed these groups' responses to our survey," said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. "These groups not only have distinct demographic profiles, they also display different trends in 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."

For example, Apple and Android users identified different factors that they found important when rating their service providers. Apple users were more likely to rate their service provider according to the quality of the voice or data network and the speed of the data network. On the other hand, Android users were more likely to say that customer service, cost of service, and device selection/choice were most important.

In addition, *iGR*'s new study found that:

- Apple iOS users are somewhat more likely than Android users to be female and married.
- Consumers with an income level above \$50,000 or a bachelor's or graduate degree are more likely to be Apple iOS users than Android users.

- 93 percent of Apple iOS users have either AT&T or Verizon Wireless for their service provider.
- In the last 60 days (and also in the last 12 months) Android users were more likely than Apple users to have bought a new smartphone. On the other hand, Apple users are more likely than Android users to plan to buy a new smartphone in the next 30 days (and in the next 12 months.) Note that the survey occurred during the week of the announcement of the new iPhone 5, and it appears that many Apple users were waiting to purchase a new iPhone.
- Apple users tend to have more brand loyalty. They were much more likely than Android users to state that they will 'definitely only consider' the same phone. Android users were much more likely than Apple users to state that they are 'undecided' about the type of phone they will purchase next.
- Apple iOS smartphone users are significantly more likely than Android users to own a tablet.

iGR's new market research report, *Android and Apple Smartphone Consumers: How do they differ?*, provides details of these two groups of smartphone consumers, including demographic variables and their perceptions of their wireless service.

The following key questions are addressed in *iGR's* new research study:

- 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?
- 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?

The information in this report will be valuable for:

- Mobile operators
- Device OEMs
- Smartphone distributors and retailers

- Content providers and distributors
- Financial analysts and investors.

The new report can be purchased and downloaded directly from *iGR*'s website at www.iGR-inc.com. Alternatively, contact Iain Gillott at (512) 263-5682 or at 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.