

Crowd Science

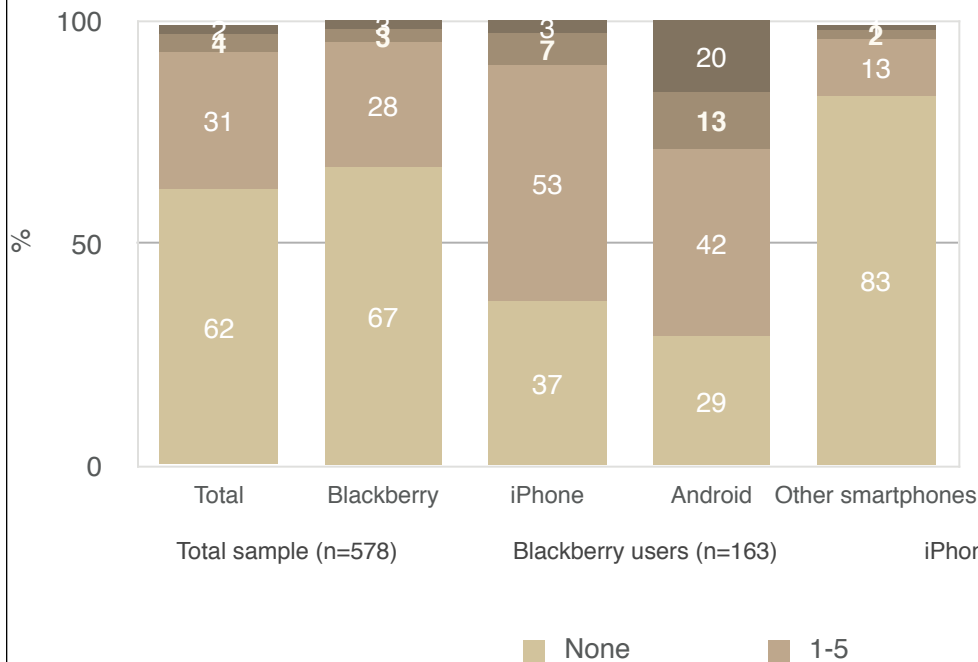
Android vs. iPhone

March 15, 2010

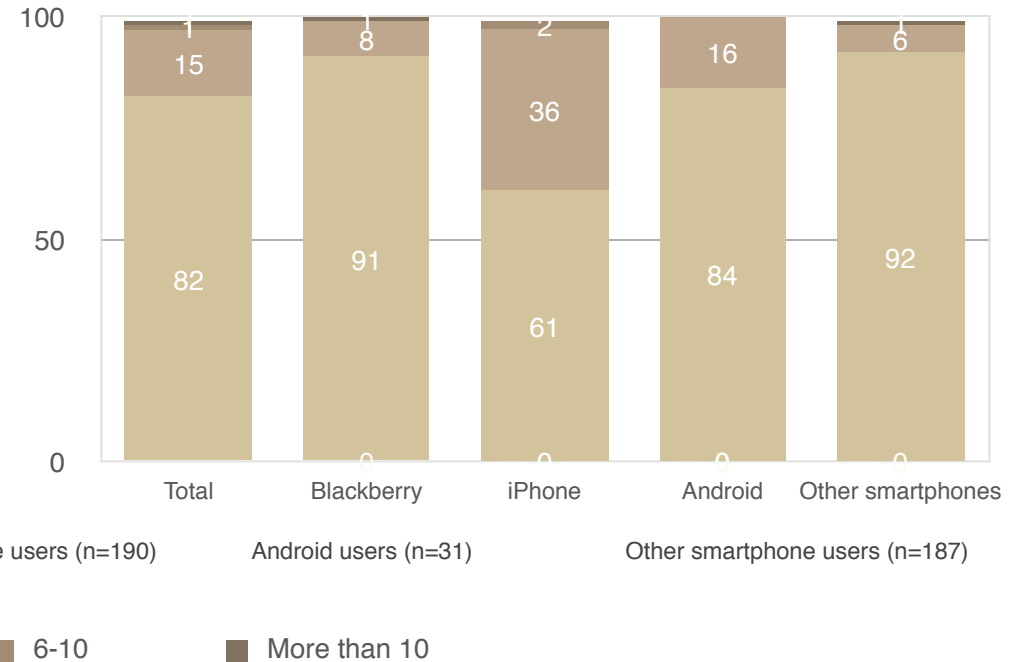
Smartphone Usage - Applications

- In all cases, users are more likely to have downloaded FREE (vs. paid) applications in the last 7 days.
- iPhone users have a significantly higher incidence of past-seven-day downloading of PAID applications than any other group of smartphone users surveyed.

Number of FREE applications downloaded



Number of PAID applications downloaded



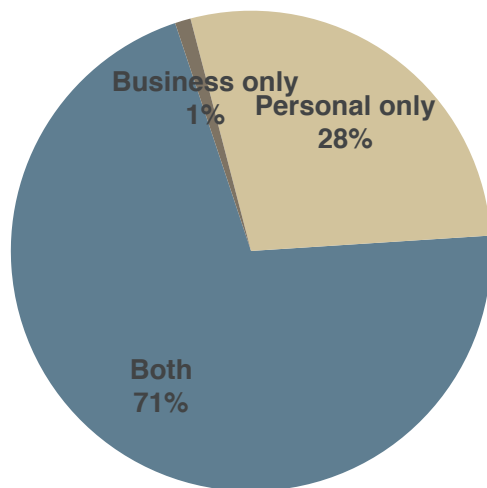
Q1: In the past 7 days, how many FREE smartphone applications, if any, have you downloaded?

Q2: In the past 7 days, how many PAID applications, if any, have you downloaded?

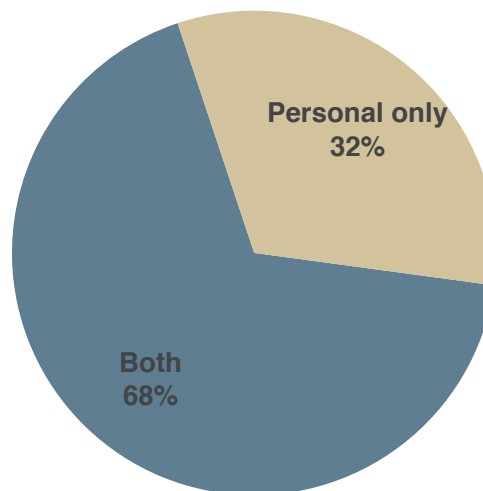
Smartphone Usage - Business vs. Personal

- Android users and iPhone users display significantly higher incidences of using their smartphones for personal use only (32% and 28%, respectively) when compared with Blackberry users (16%).
 - ➔ Accordingly, a significantly higher proportion of Blackberry users use the device for business only (7%) compare to Android users and iPhone users.
- The majority of smartphone users claim to use their devices for both business and personal use.

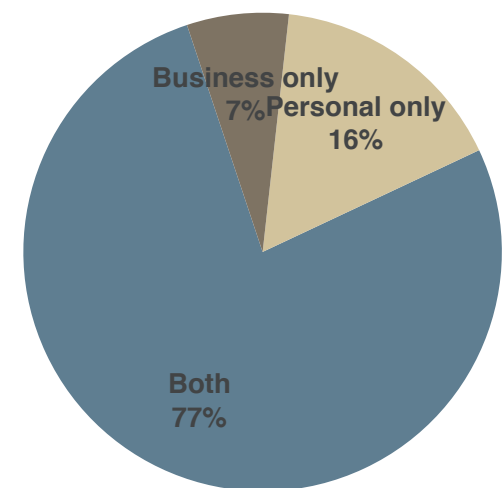
iPhone users (n=189)



Android users (n=31)



Blackberry users (n=160)

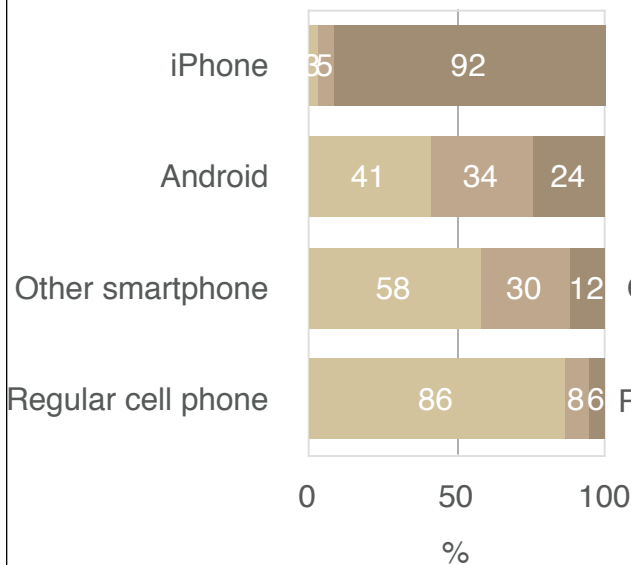


Q: Do you tend to use your current smartphone...? For business use only, For personal use only, For both business and personal use
Total sample (n=571)

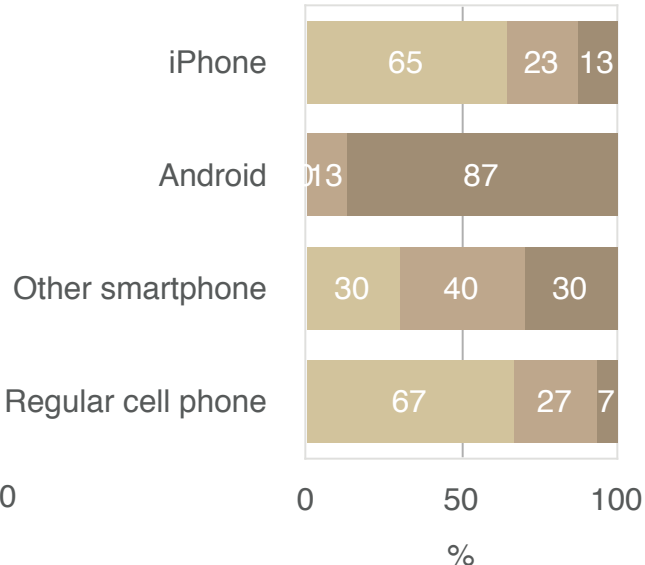
Smartphone Purchase Likelihood

- Android users, along with iPhone users, demonstrate strong brand loyalty: When asked which phone they would likely purchase 'tomorrow', about nine-in-ten in both cases would definitely/probably re-purchase their own brand.
- Meanwhile, almost four-in-ten Blackberry users selected iPhone, and about one-third selected Android, as the brand they would definitely/probably purchase 'tomorrow'.

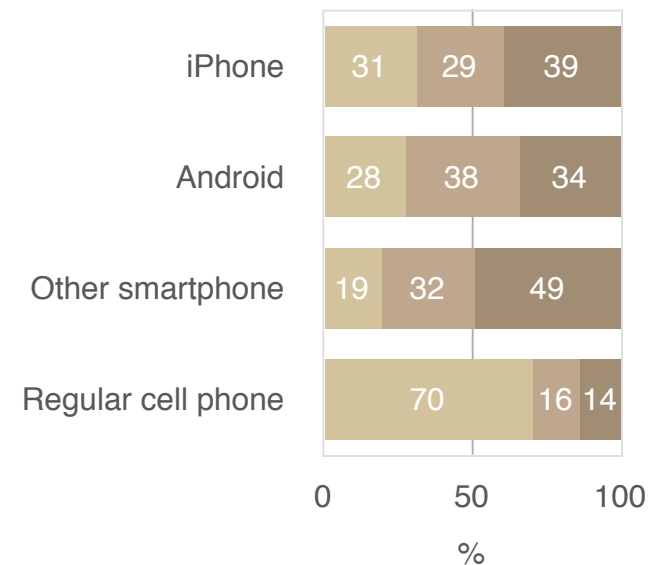
iPhone Users (n=189)



Android Users (n=31)



Blackberry Users (n=159)

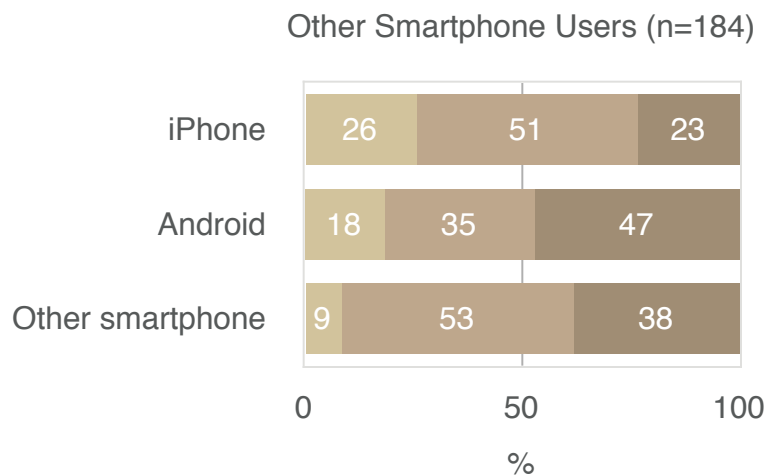
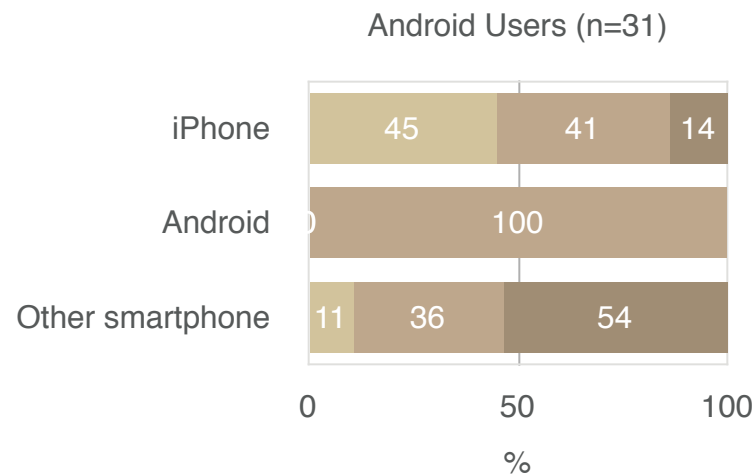
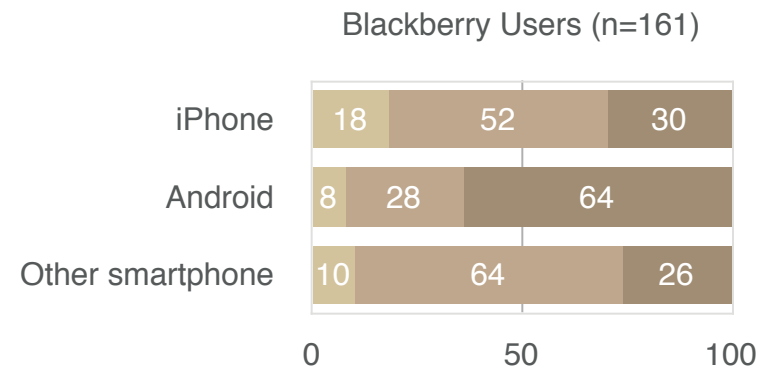
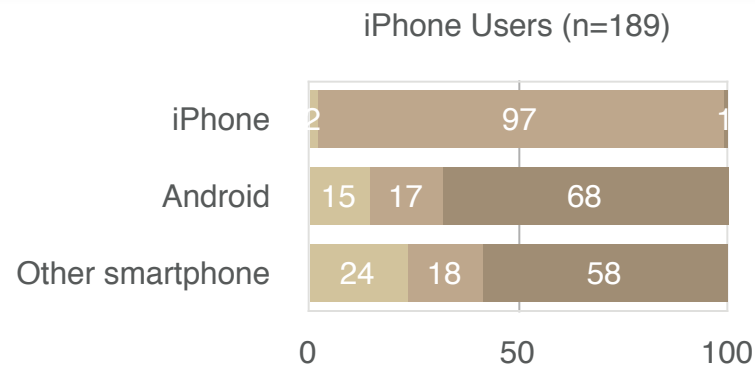


Definitely or probably would not
 Might or might not
 Definitely or probably would

Q: If you were to buy a cell phone or smartphone tomorrow, please indicate how likely or unlikely you would be to buy each of the following:
Total sample (n=1092)

Smartphone Loyalty - Likelihood to recommend

- Consistent with results for purchase likelihood, Android and iPhone users demonstrate the greatest propensity to recommend the phone they currently use to their friends and family.
 - Interestingly, about one-half of each of Blackberry and "other" smartphone users recommend iPhone to others, and about three-in-ten in each case would recommend Android.



Definitely or probably would not
 Definitely or probably would
 Don't know

Total sample (n=570)

More details ...

(via signup form)

http://www.crowdscience.com/android_study

