



iOS & Android

Data Are The Same

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Smartphone Owners: Android & iOS Users



iOS Users Say They Are More Likely ...



- Comfortable around people
- Talk to lots of people at parties



- Admire people with \$\$\$ things
- Thing I own say a lot about me
- Feel they are trendier



- New products are exciting
- Buy new & different products
- Pay more to try new products
- Particular about brands used



- Devastated if phone was lost
- Important for entertainment
- Used to avoid being bored



- Researching products
- Shopping
- Purchasing products



- Play Games
- Listening to Music
- Recording Videos

• ... and many more!



Android Users Say They Are More Likely ...

- Not care about brand names
- Try to keep their life simple as far as possessions are concerned
- To Watch shows or movies on TV
- Talk on their phone
- Use Navigation on their phone



Differences do indeed exist
between  &  users.

Demographically, attitudinally,
and behaviorally.

These differences are
highly relevant to #mrX.

Demographic Profiles



Ethnic



<\$100K



Not
Married



Male



Female



Married



\$100K+



Caucasian

Proclamation: Myth Busted!

Thank you!