



# Crowd Science

Smartphone Usage and Brand Study

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# Objectives and methodology

- To understand the behavior and attitudes of smartphone users, and to compare and contrast iPhone users with those using other types of smartphones.
- To measure brand image for Apple, Inc.
- Respondents over the age of 14 years were recruited from May 19 to June 8, 2009, across the Crowd Science open research network.

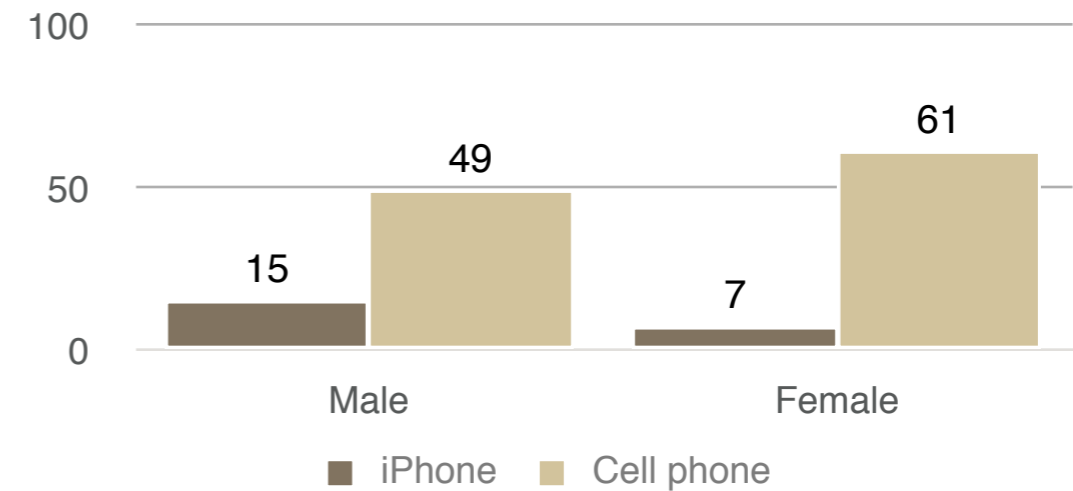
# Summary of results

- iPhone users account for one-in-three who possess any type of smartphone, and exhibit the highest satisfaction ratings, among those smartphone users measured:
  - iPhone users show greater top-two-box satisfaction scores\* (73%) over either Blackberry (52%) or other smartphone users (41%).
  - iPhone users are extremely brand loyal. Virtually all iPhone (97%) users would probably/definitely recommend iPhone to someone else, and 82% would probably/definitely buy another iPhone. Furthermore, almost six-in-ten iPhone users agree they would buy Apple products over other brands if given the choice (top-2-box agreement\*).
  - A greater proportion of smartphone users would consider switching to iPhone than to Blackberry for their next cell phone purchase. Among smartphone users who don't have an iPhone approximately four-in-ten (38%) would probably/definitely buy an iPhone as their next phone. Meanwhile only 14% of smartphone users who don't own a Blackberry would probably/definitely make their next purchase a Blackberry .
- iPhone users are the most heavily 'invested' in their phones, with greatest usage scores across most top-used functions (Internet, e-mail, music, WiFi, GPS).
- iPhone top-2-box satisfaction\* out-performs that for other smartphones in:
  - screen size (iPhone 73% vs. Other smartphones 45%)
  - navigation within the phone (iPhone 75% vs. Other smartphones 40%)
  - availability of add-ons (iPhone 79% vs. Other smartphones 35%)
  - video playback (iPhone 77% vs. Other smartphones 31%)

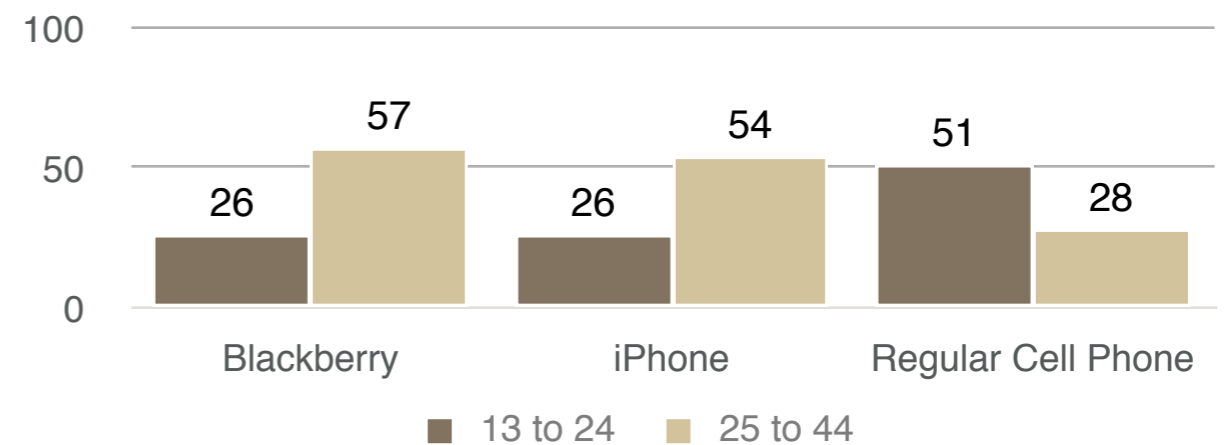
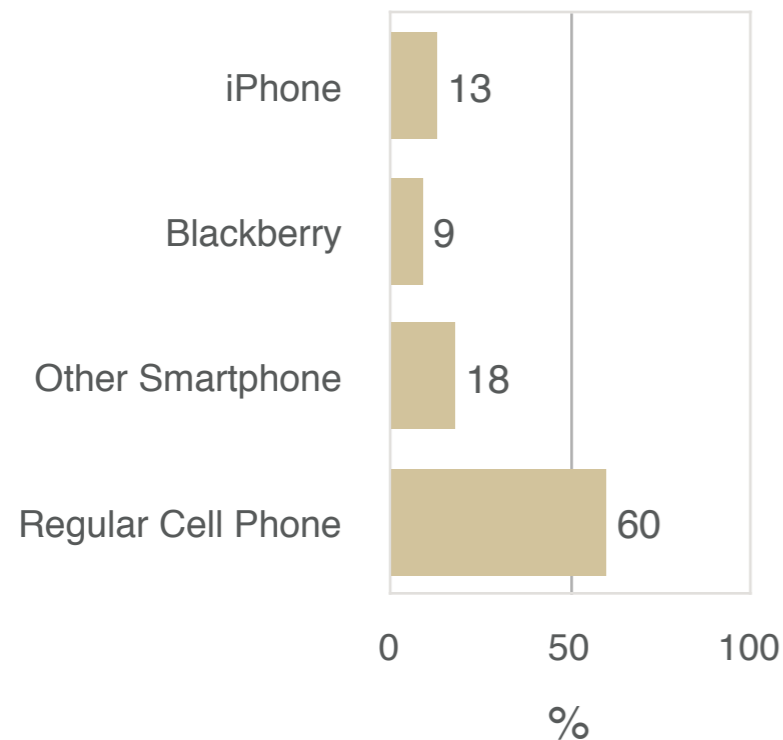
\* Using a 7-point scale

# Smartphones being used

- Of the total sample, four-in-ten use some type of smartphone; one-third of these use an iPhone.
- iPhone penetration is significantly higher among males than females, and those aged 25 to 44 years versus their younger counterparts.

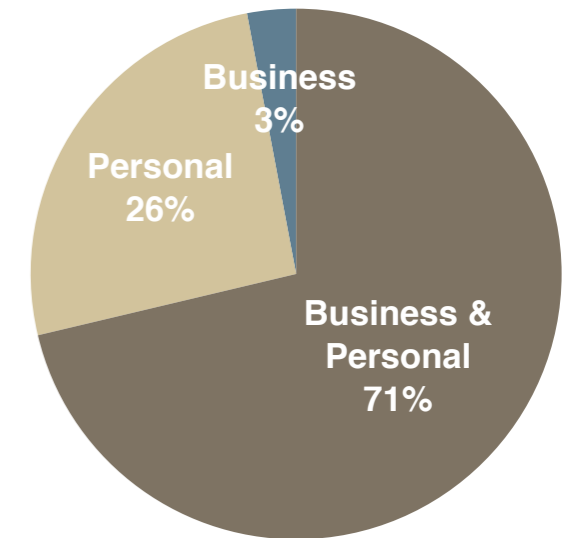


Type of mobile phone used

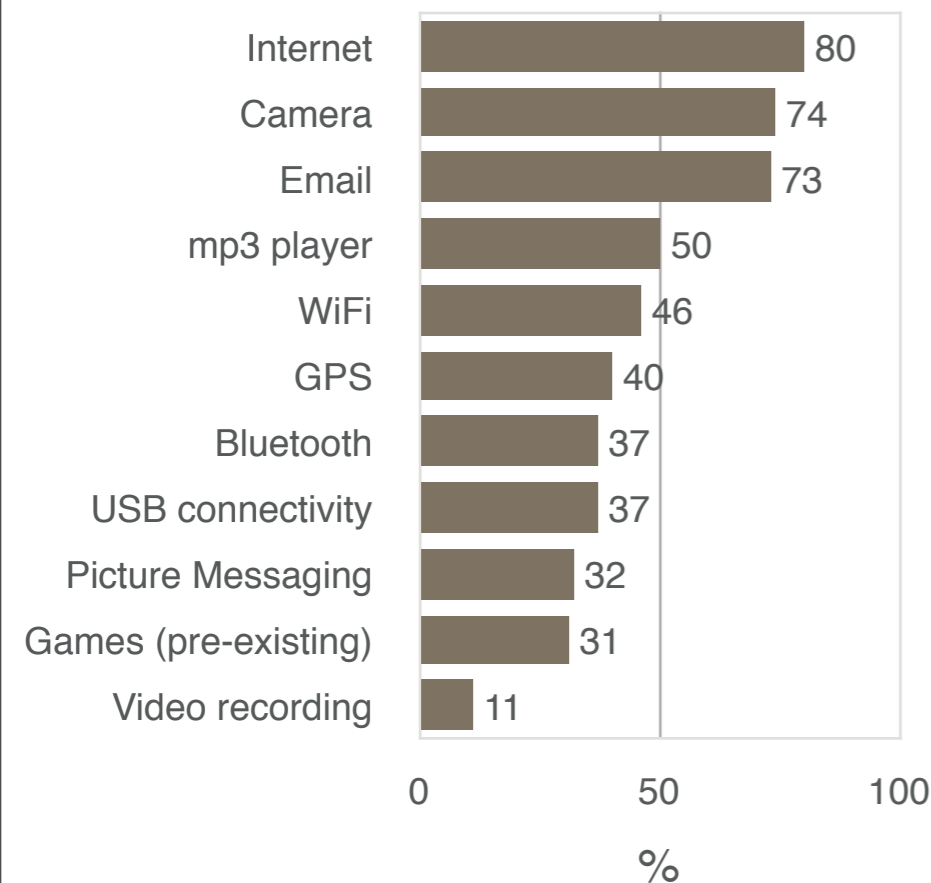


# What smartphones are used for

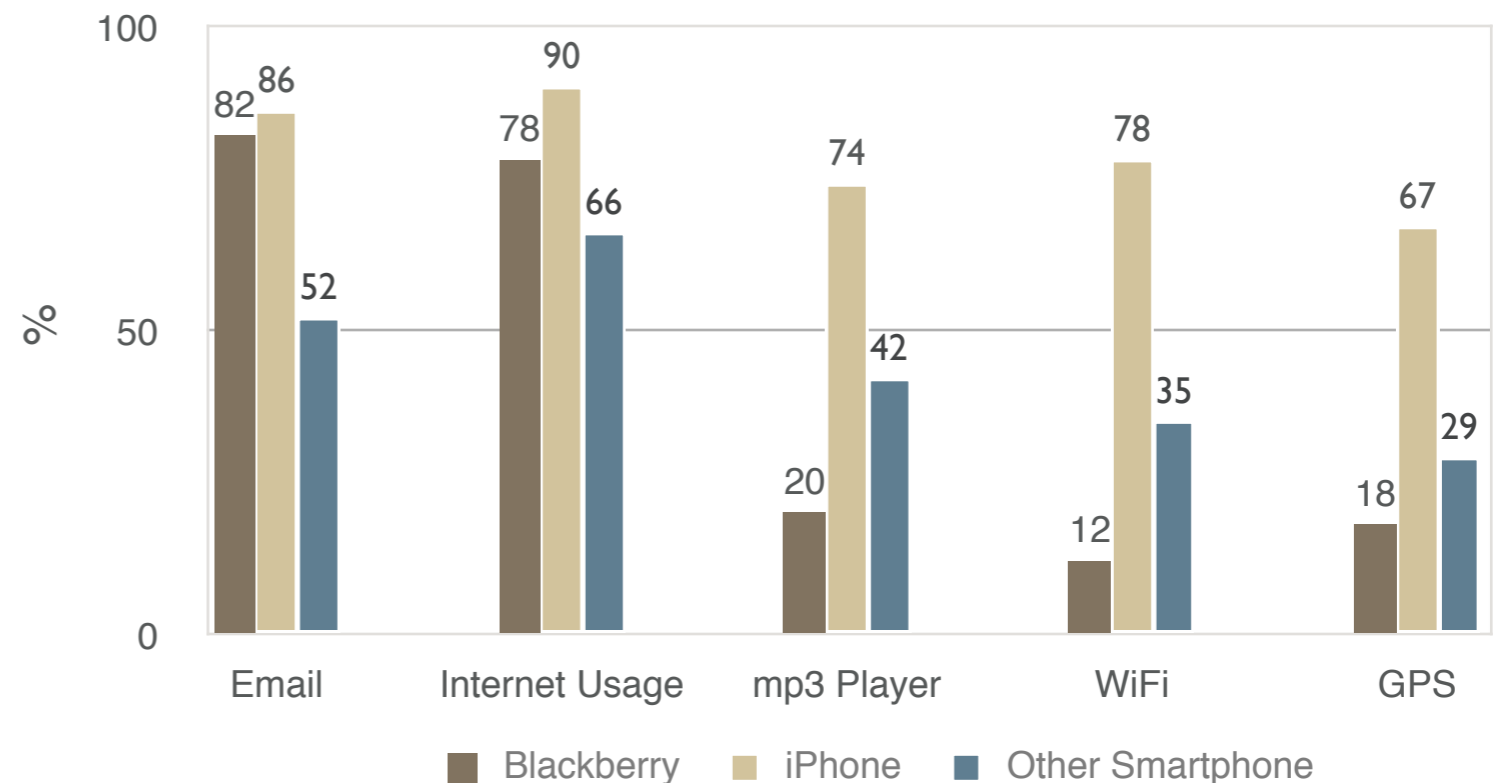
- Among those possessing a smartphone, most use it for both business and personal purposes (71%), with only 3% who use it for business only.
- Internet surfing, camera, and e-mail tops the list of smartphone functions used, followed by music, WiFi and GPS.
- iPhone users tend to exhibit greater proportions using most of these primary functions, compared with other smartphone users.



Most common uses of smartphone



Most common uses of smartphone



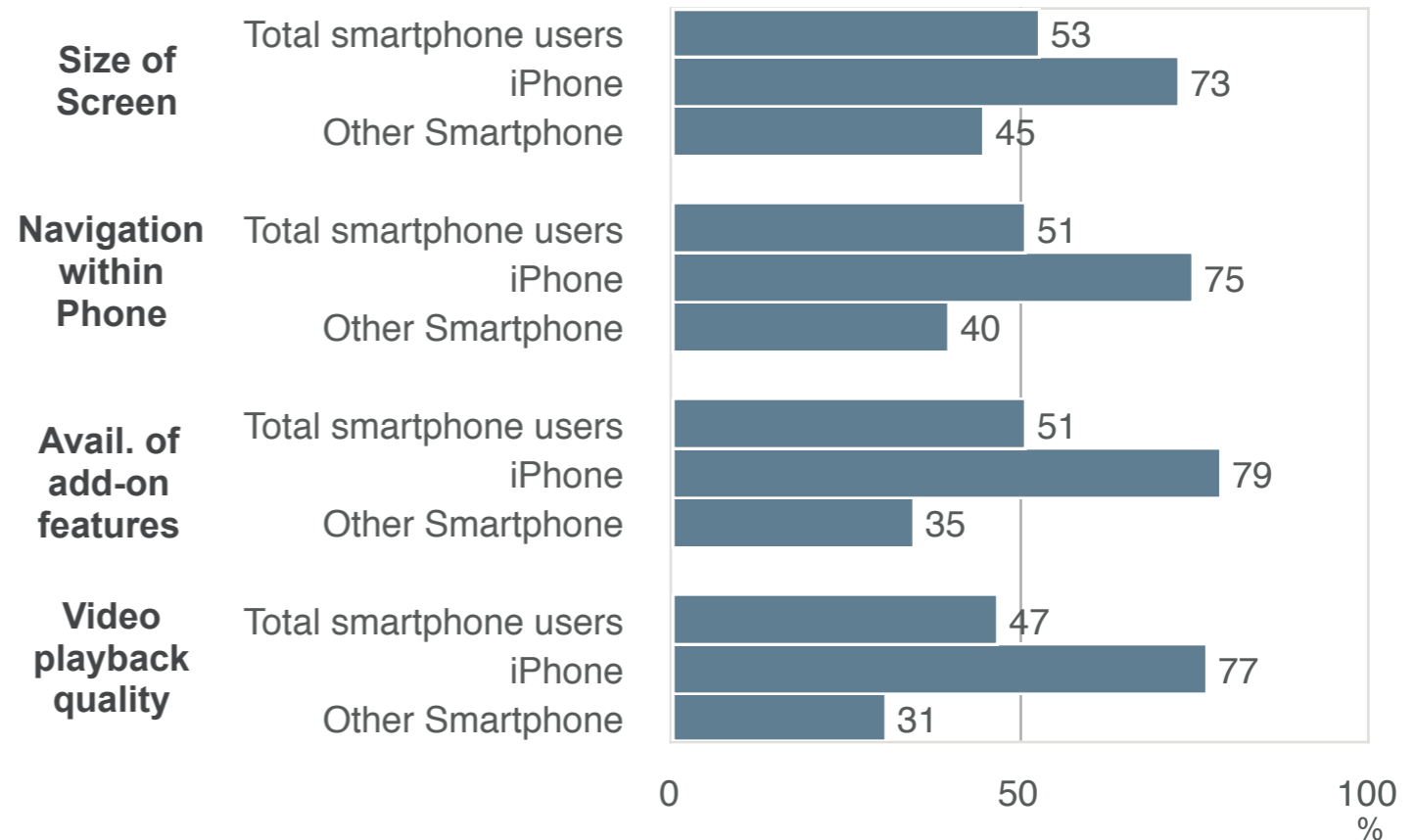
# Satisfaction with smartphone

- iPhone users exhibit higher overall satisfaction levels with their phone than do Blackberry and other smartphone users. Top 2 Box satisfaction scores were significantly higher among iPhone users (73%) versus either Blackberry (52%) or other smartphone users (41%).
- A significantly larger proportion of iPhone users are satisfied with the following features, when compared with all other smartphone users (including Blackberry): Size of screen, navigation within phone, availability of interesting add-on features, and video playback quality.

Overall Satisfaction\*



Satisfaction with features: Top 2 Box\*

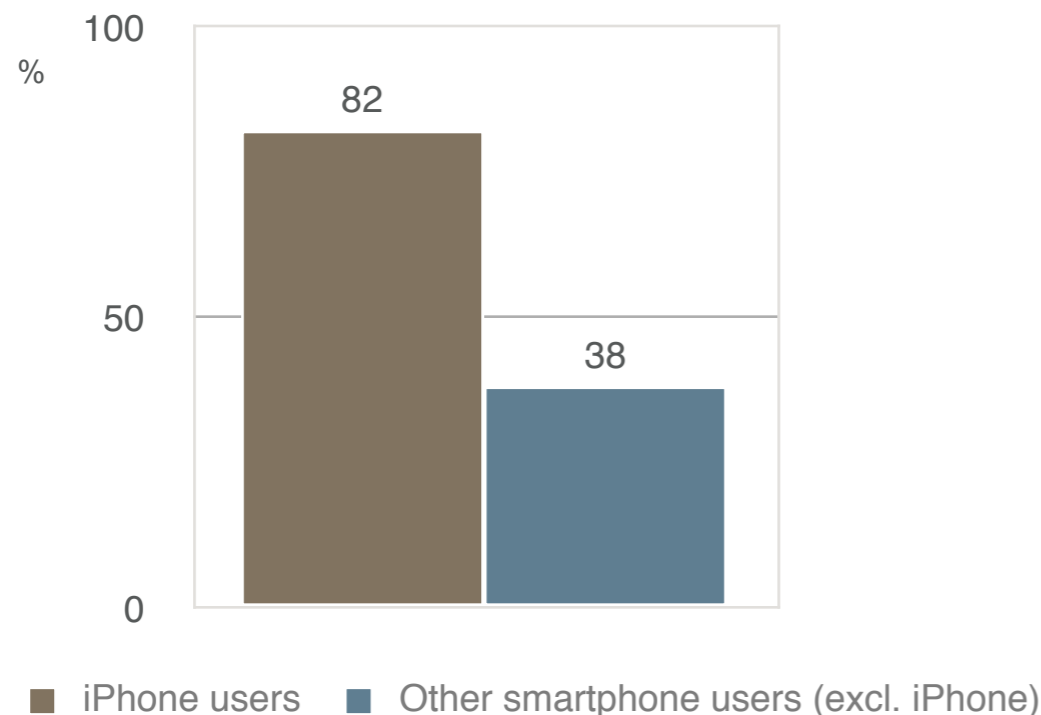


\* 7-point scale: 1= Very Dissatisfied, 7=Very Satisfied

# Likelihood to buy/recommend smartphone

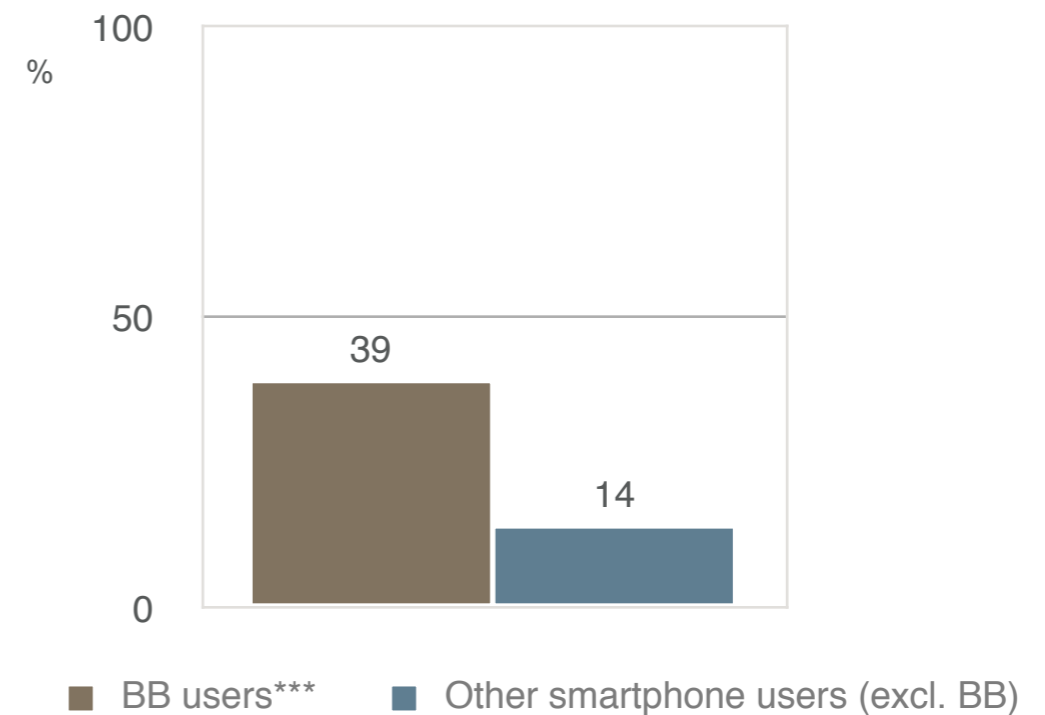
- iPhone users exhibit a strong loyalty to the brand. An overwhelming majority of iPhone users (82%) would purchase an iPhone again.
- Among non-iPhone users, almost four-in-ten (38%) would switch to iPhone for their next purchase. On the other hand, only 14% of non-Blackberry users would switch to Blackberry for their next mobile phone purchase.

Likelihood to buy iPhone\*



\* Probably/definitely would make iPhone next cell phone purchase

Likelihood to buy Blackberry\*\*



\*\* Probably/definitely would make Blackberry next cell phone purchase

\*\*\* Caution: low base size