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## **Mobile Operating System Loyalty Remains Strong**

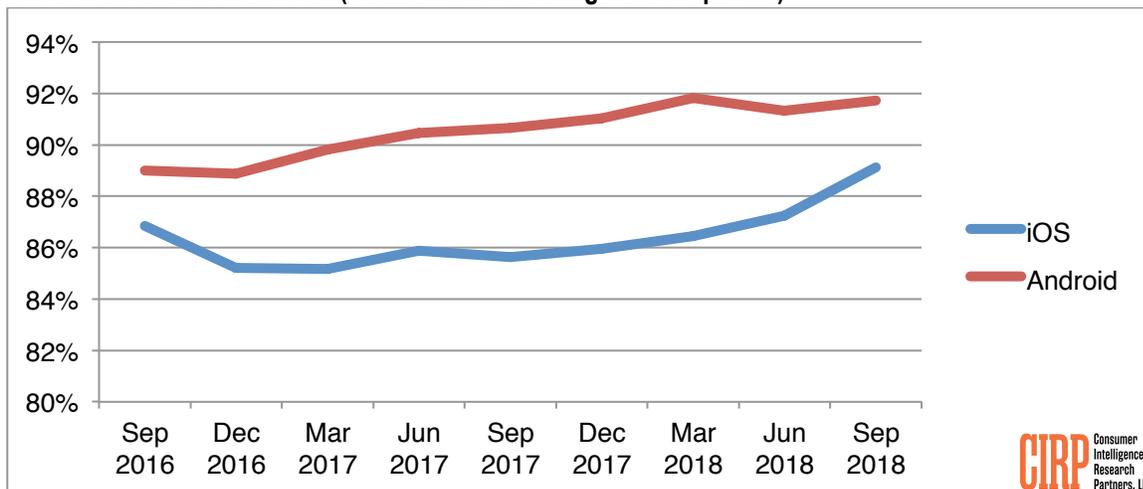
### **New Data Finds 90% of Consumers Remain with Current OS**

CHICAGO, IL – Thursday, October 11, 2018 - Consumer Intelligence Research Partners, LLC (CIRP) today released additional research on mobile phone operating system consumer behavior in the US, including Google Android and Apple iOS.

CIRP finds that between Android and iOS, loyalty to each has remained steady since 2016, and remains at the highest levels seen. Android has a 92% loyalty rate, compared to 89% for iOS, measured as the percentage of customers that remain with each operating system when activating a new phone over the twelve months ending September 2018.

From September 2016 through September 2018, Android loyalty was 89-92%, while iOS loyalty was 85-89% (Chart 1).

**Chart 1: Customer Retention (twelve months ending in each quarter)**



“Loyalty has crept up for both iOS and Android in the past two years, to the highest levels we’ve seen,” said Mike Levin, Partner and Co-Founder of CIRP. “Basically, For the past three years, around 90% of US smartphone users remain with their same operating system when they buy a new smartphone.”

“Over time we’ve seen analysis that predicts OS switching, particularly from Android to iOS, will increase going forward,” said Josh Lowitz, Partner and Co-Founder of CIRP. “That’s absolutely possible, but it would represent a significant change from the long-term trend. These analyses are based asking what consumer plan or intend to do, which as we know is highly subjective and often more aspirational than realistic. The CIRP loyalty analysis is based on what consumers actually did in the most recent quarter.”

“In the past two years we’ve seen loyalty rates of iOS and Android begin to converge,” continued Levin. “While the data indicates Android has a slightly higher loyalty rate, iOS has narrowed what was a small gap to begin with, to the point that both enjoy approximately the same, very high loyalty.”

CIRP bases its findings on quarterly surveys, with a sample of 500 subjects in each, from June 2015-September 2018, that activated a new phone in each of the quarters surveyed. For additional information, please contact Mike Levin ([mike@cirpllc.com](mailto:mike@cirpllc.com)) or Josh Lowitz ([josh@cirpllc.com](mailto:josh@cirpllc.com)) at 312.344.3664. Further information on CIRP, which provides securities research to the investment community using advanced consumer market research strategies, methods, and techniques, is at [www.cirpllc.com](http://www.cirpllc.com).

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