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FOR IMMEDIATE RELEASE

Apple iOS Surges

New Report Analyzes Mobile Operating Systems in June 2021 Quarter

CHICAGO, IL – Monday, July 19, 2021: Consumer Intelligence Research Partners, LLC (CIRP) today released analysis of the results from its research on mobile phone operating systems for the calendar quarter that ended June 30, 2021. This analysis features findings about consumer trends in mobile phone activations from April-June 2021 for Apple, Inc. (AAPL) and Alphabet, Inc. (GOOG).

CIRP estimates for customers that acquired a new phone in the year ending this quarter, Google Android and Apple iOS each had 50% of the new activations. Please see the CIRP Investor Commentary, “Apple iOS Surges”.

“Apple iOS and Google Android are now roughly at parity in terms of share of buyers,” said Josh Lowitz, CIRP Partner and Co-Founder. “For several years Android smartphones had a significant edge, with over 60% of customers opting for an Android phone in most quarters. In the past couple of years, though, iOS has closed the gap, and now splits the market with Android.”

“Loyalty and switching help explain some of the change in share of new phone activations, with iOS gaining loyalty in a market with minimal switching,” said Mike Levin, CIRP Partner and Co-Founder. “In the most recent quarter, Apple had an edge in loyalty, with 93% of prior iPhone owners upgrading to a new iPhone, compared to 88% of Android owners staying with Android. Over several years, iOS gained about five percentage points in loyalty, while Android remained flat. This allowed Apple to steadily increase the iOS share of new smartphone activations.”

CIRP bases its findings on its survey of 500 US customers that activated a new or used phone in the April-June 2021 period. For additional information, please contact Mike Levin (mike@cirpllc.com) or Josh Lowitz (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.

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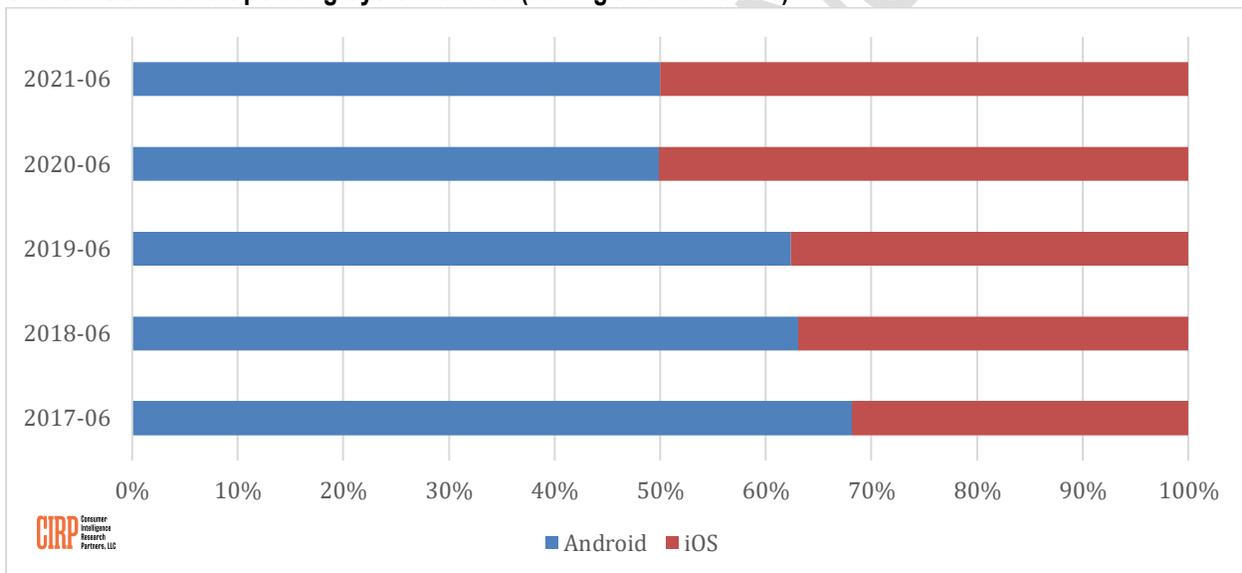
Mobile Operating Systems

Apple iOS Surges

In the June 2021 quarter, CIRP analyzed mobile operating system market share, loyalty, and switching. Apple iOS gained share relative to earlier quarters, with improved loyalty.

CIRP estimates for customers that acquired a new phone in the year ending this quarter, Google Android and Apple iOS each had 50% of the new activations (Chart 1).

Chart 1: US Mobile Operating System shares (trailing twelve months)



Apple's iOS share of new smartphone activations climbed from 2017 to 2020, staying at that peak level for another year.

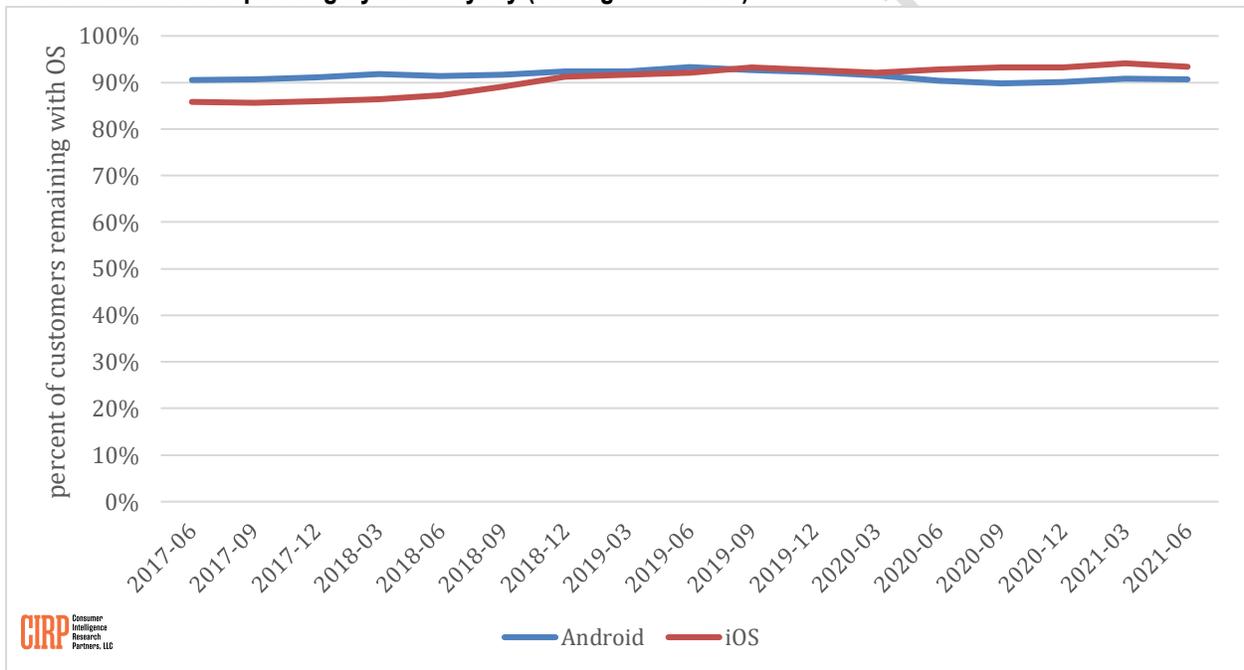
In the most recent quarter, Apple's iOS experienced greater levels of loyalty compared to Google's Android. 93% of Apple customers remained with iOS, while 7% switched to Android (Table 1). Google had a higher switching rate, with 12% of its customers switching to iOS, and 88% remaining with Android.

Table 1: Previous and Current Operating System

current OS	previous OS	
	Android	iOS
Android	88%	7%
iOS	12%	93%
total	100%	100%

Both Android and iOS have enjoyed significant loyalty in the past several years. Android loyalty has varied slightly, within a narrow range of 90-93% in the past four years (Chart 2). Apple iOS loyalty has increased gradually in past four years, from a low of 86% in early 2018 to 93% in the most recent June 2021 quarter.

Chart 2: US Mobile Operating System Loyalty (trailing 12 months)



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