

**FOR IMMEDIATE RELEASE**

## **Apple, Google MUST Collaborate on COVID-19 App**

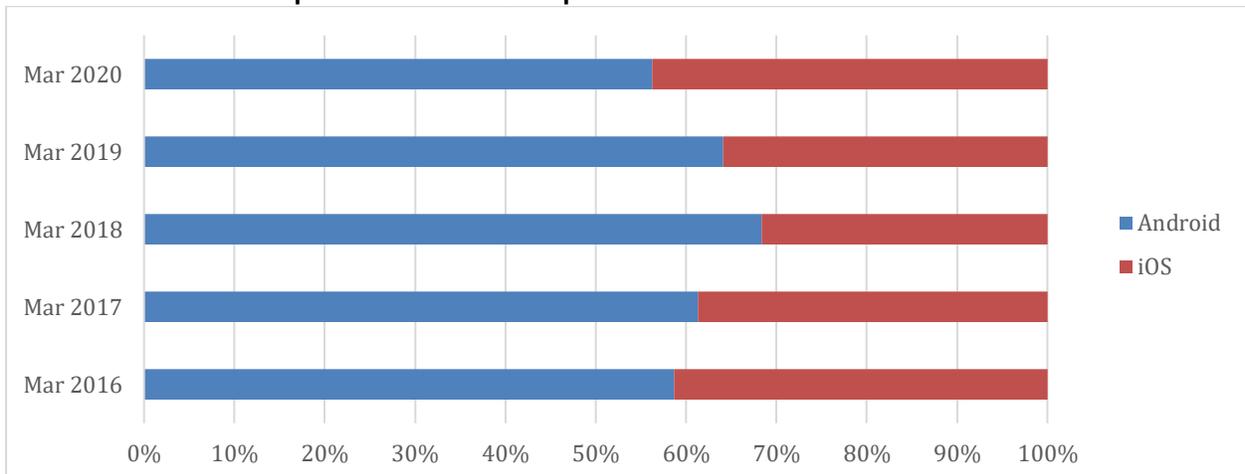
### **They Split US Market, With High Operating System Loyalty**

CHICAGO, IL – Friday, April 10, 2020 - Consumer Intelligence Research Partners, LLC (CIRP) today released analysis of the results from its research on mobile phone companies for the calendar quarter that ended March 31, 2020. This analysis features findings about consumer trends in mobile phone activations from January-March 2020 for Apple, Inc. (AAPL) and Alphabet, Inc. (GOOG).

CIRP finds that Apple iOS and Google Android have a stable duopoly in the US operating system market. Assuming they address privacy concerns, they must cooperate to create a comprehensive COVID-19 contact tracing app that will serve the broader US population.

Apple and Google have had stable shares of the US operating system market for many quarters. In the most recent March 2020 quarter, Google Android had 56% of activations, while Apple iOS had 44% (Chart 1).

**Chart 1: Share of smartphone activations in quarter**

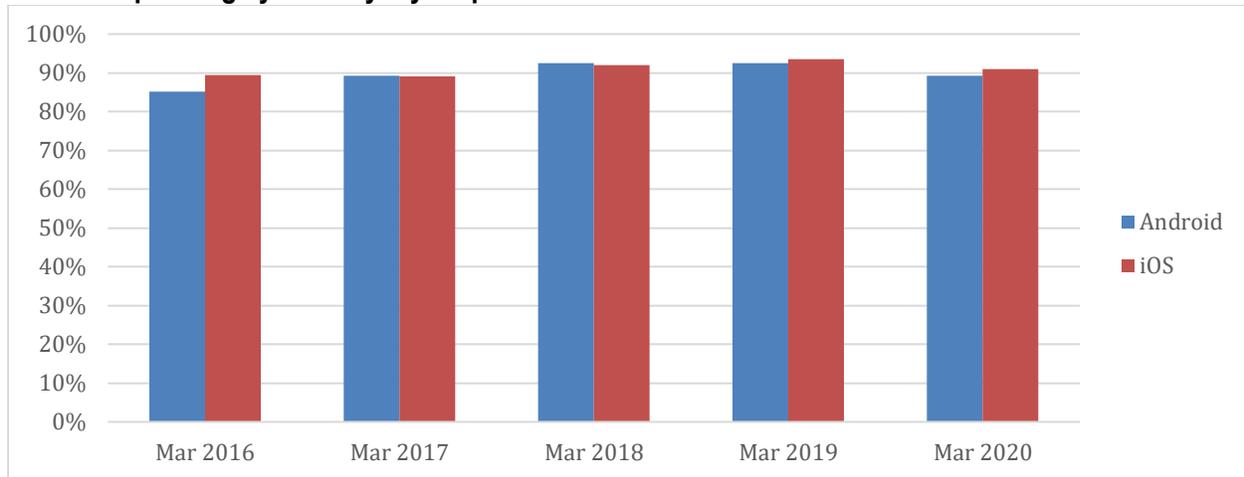


“US operating system market shares have varied slightly in the past few years, but have remained remarkably stable,” said Josh Lowitz, Partner and Co-Founder of CIRP. “Android has typically had a somewhat greater share, but shares have not varied considerably. If public health officials hope to cover the entire US population with a

proper COVID-19 contact tracing app, Apple and Google must figure out a way to do it together.”

Shares have remained stable because operating system loyalty has reached very high levels. In the most recent March 2020 quarter, 89% of Android users remained with Android, while 91% of iOS users remained with iOS when activating a new mobile phone (Chart 2).

**Chart 2: Operating system loyalty in quarter**



“Operating system loyalty is stable at very high levels,” added Mike Levin, Partner and Co-Founder of CIRP. “For the past four or so years, around 90% of new mobile phone activations stayed with the buyer’s previous operating system. Despite Apple’s efforts to attract Android users to iOS, and Android handset manufacturers’ similar efforts to attract iPhone customers, operating system usage is among the stickiest of all consumer affinities.”

CIRP bases its findings on a survey of 500 US subjects, from April 1-9, 2020 that activated a new or used phone in the January-March 2020 period. 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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