

# Team Android or Team Apple: What Your Smartphone Says About You



## Team Android

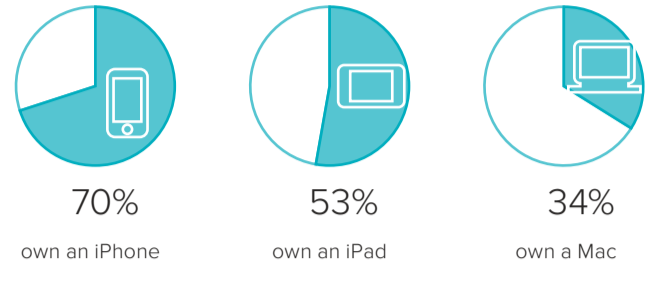
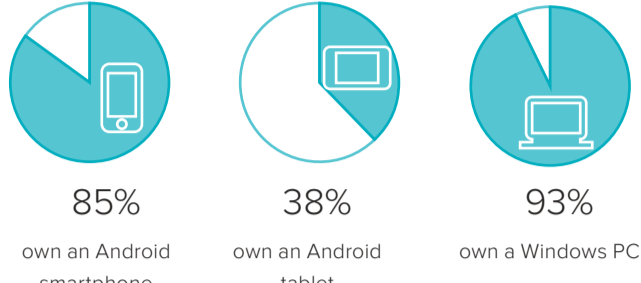
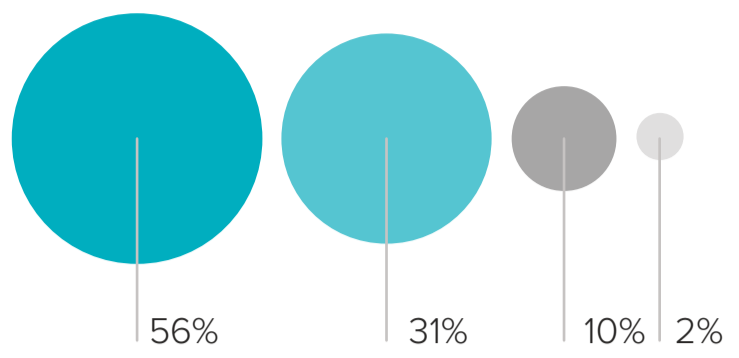
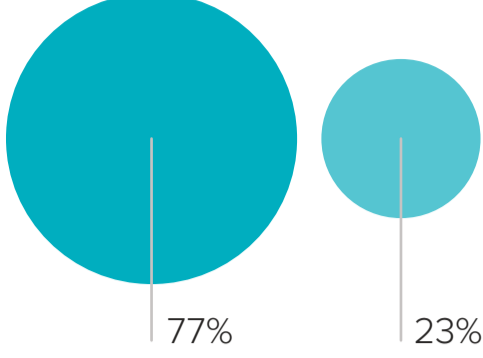
(owns at least 1 Android device)



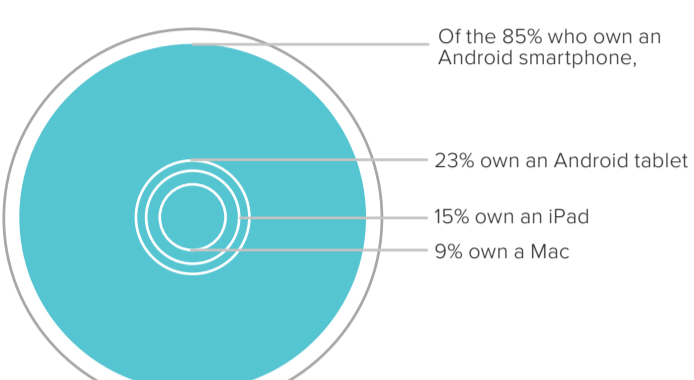
## Team Apple

(owns at least 1 Apple device)

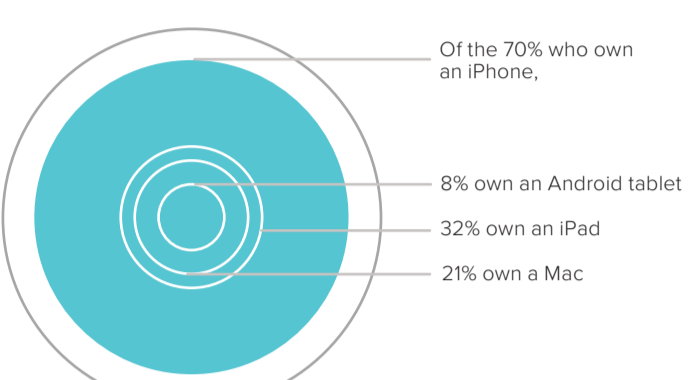
Number Of Devices Owned



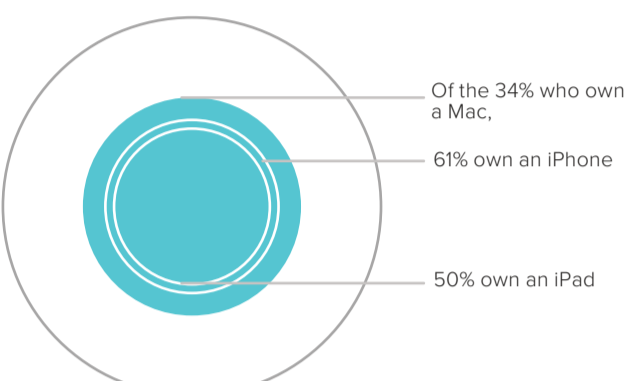
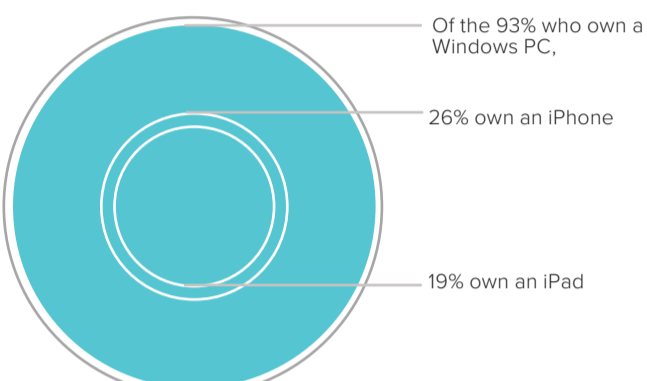
### What Else Do Android Smartphone Users Own?



### What Else Do iPhone Users Own?



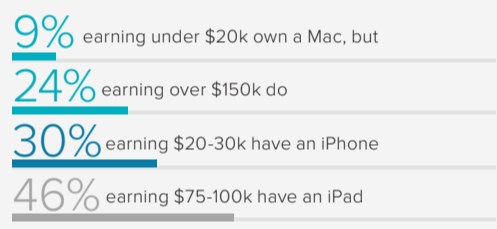
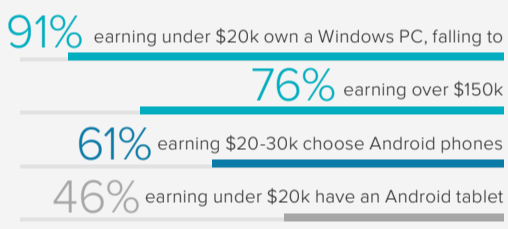
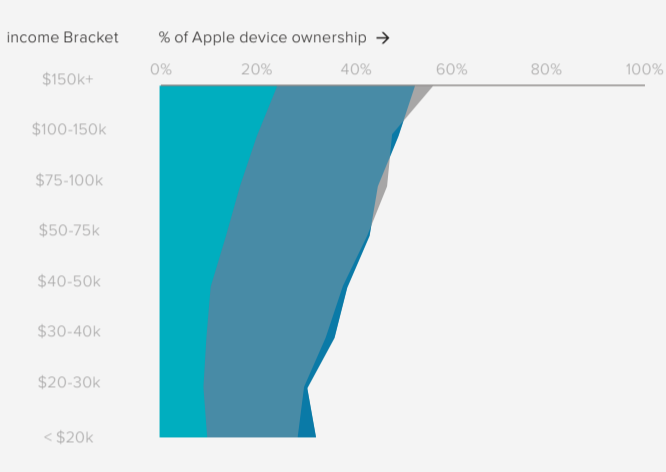
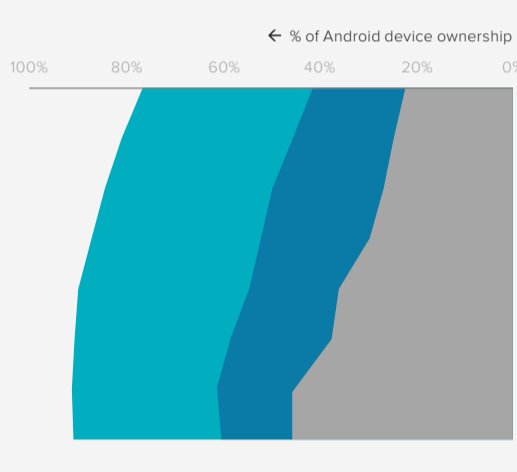
### Does Computer Choice Dictate Other Device Choices?



## Who Brings Home the Bacon?

More People Own Android Devices...

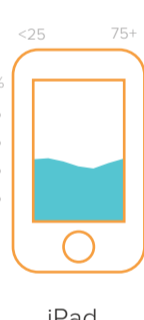
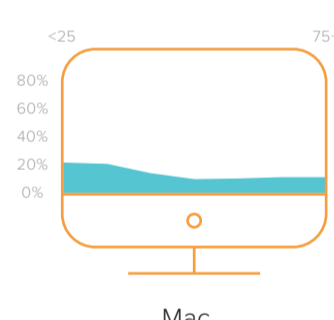
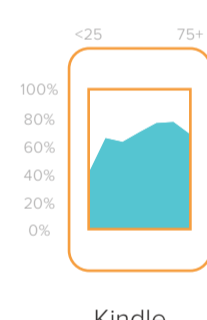
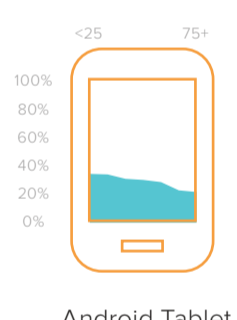
...But Higher Earners Choose Apple.



## Does Age Really Matter?

It seems so.

Kindles are far more popular among older groups and younger generations are more likely to choose Macs.

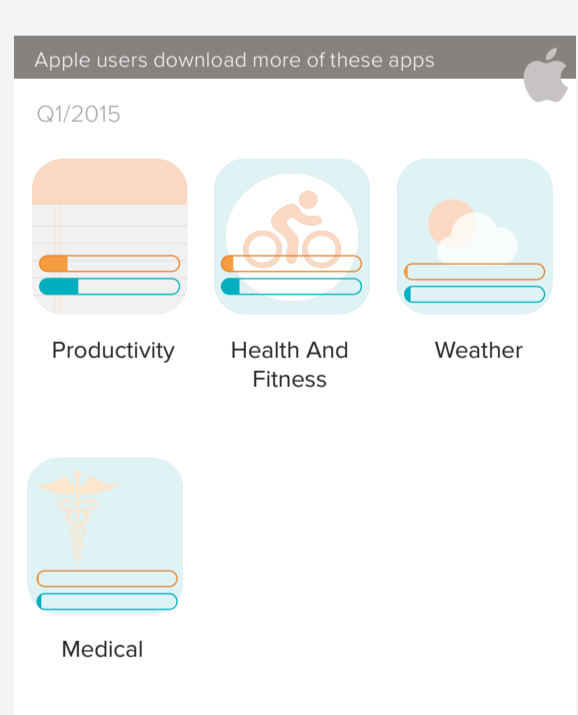
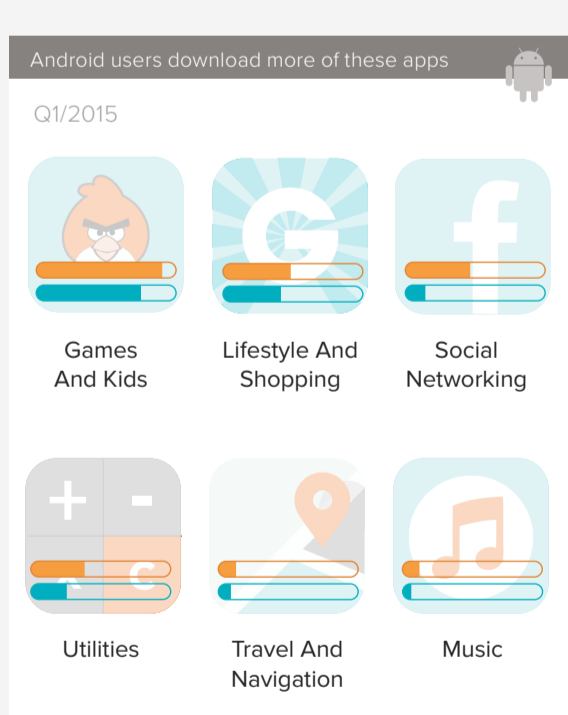


## Are We Really So Different?

Some interesting differences in app downloads show up between Android and iOS users. Android customers download a greater volume of apps overall, and are more likely to have multiple apps in the same categories.

Average number of app downloads per category, Range = 0 - 3 apps per month

Legend: Android (orange), iOS (teal)



## The Real Difference Between Men And Women?

Only a few differences emerged between men and women, with women showing a marginal preference for iPhones and Macs.

The biggest difference was in e-readers, with far more women preferring Kindle over Nook or another brand.

