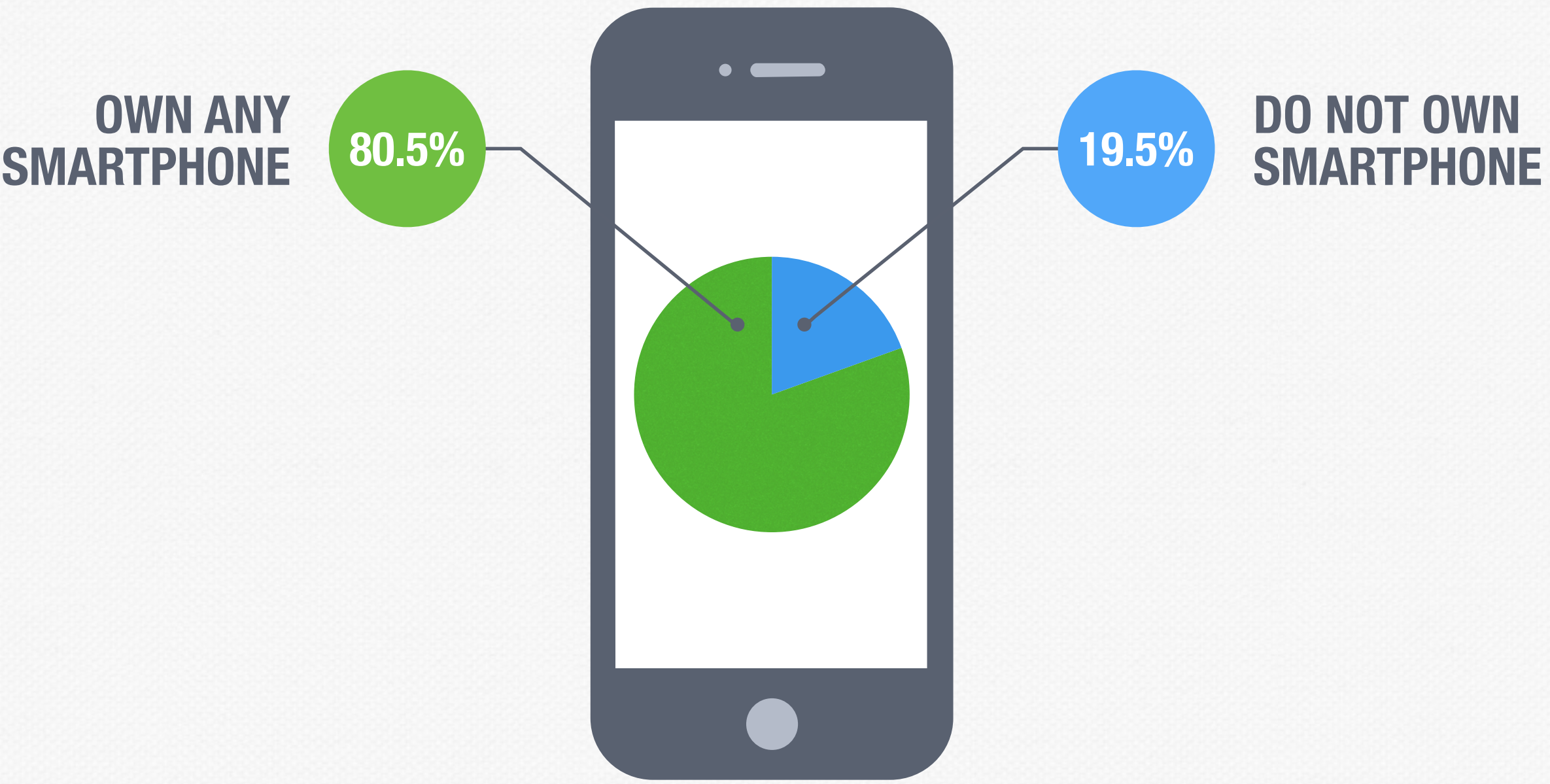


# SMARTPHONES

*Android™ Vs. Iphone®*



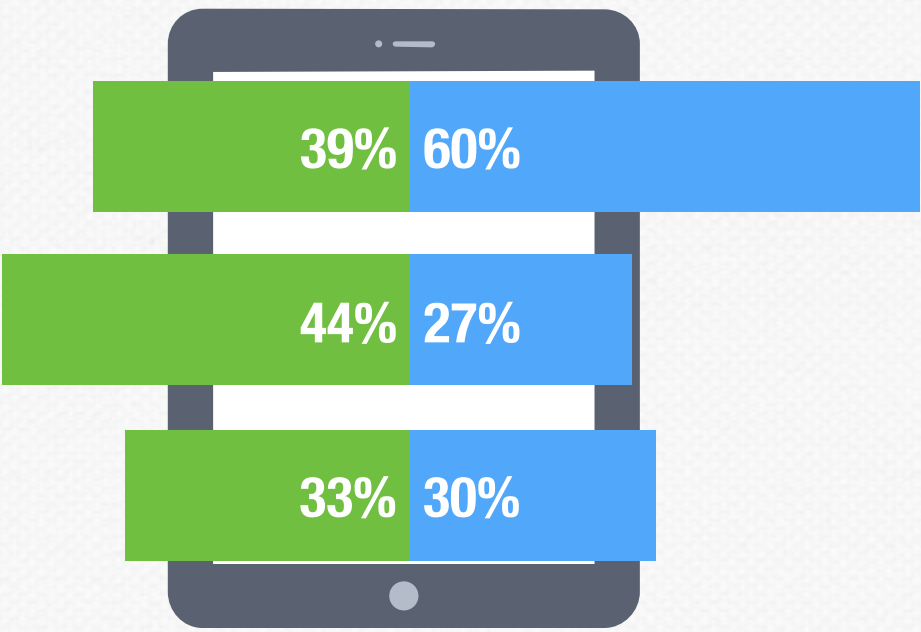
4 OF 5 PEOPLE IN THE UNITED STATES HAVE A SMARTPHONE



## Brand Loyalty

### ANDROID SMARTPHONE OWNERS

- 1 Have iPad®
- 2 Have Android tablet
- 3 Have Kindle™ tablet



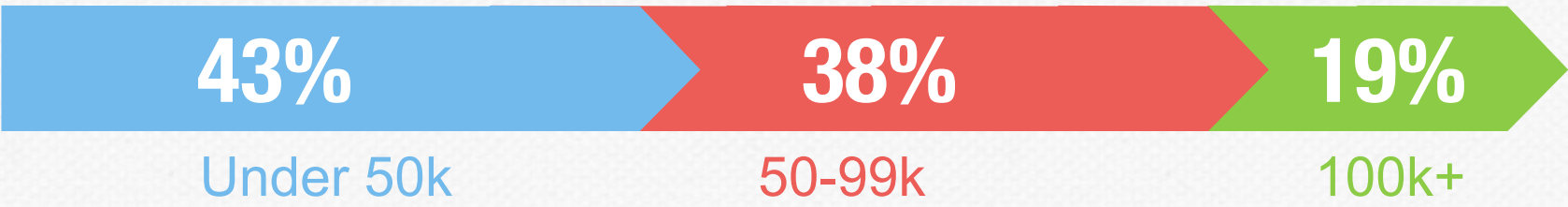
### IPHONE OWNERS

- 1 Have iPad®
- 2 Have Android tablet
- 3 Have Kindle™ tablet

## Demographics

### ANDROID SMARTPHONE

Average income: \$65k



### IPHONE

Average income: \$75k

