

Research shows that Android users are more loyal than iOS

It turns out users are also lazy to switch operating systems.

TechCrunch reports, a recent study by Consumer Intelligence Research Partners (CIRP) shows that Android phone users are more loyal than iOS users. Not only has the loyalty level increased since 2016 but it is still at the highest level ever.

To measure loyalty, this study identifies the percentage of US customers who continue to use the OS they are using after purchasing new phones in 2017.



Once you have selected an OS, are you ready to switch to another OS?

91% say they still use Android while only 86% continue to use iOS. Mike Levin, partner and co-founder of CIRP said: *'Currently there are only 2 mobile operating systems, so it seems everyone will choose 1 in 2, learn how to use, invest in applications, memory and unchanged. more'*.

Loyalty to iOS and Android has changed in the past few years. In 2013, iOS users were more loyal. But from 1/2016 to 12/2017, Android went ahead, between 89% and 91% while iOS increased from 85% to 88%.

However, CIRP says that it is also worth noting that conversion rates differ from those of converters. Android has more users than iOS, so the number of people switching from iOS to Android will be equal to or more than the number of people switching from Android to iOS.

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