



**Ipsos Reid**

Q. Approximately when did you acquire the below mobile device(s)?

Base: All answering who use a Smartphone

	Age of Smartphone			
	Adults		Teens	
	Fall 2011 (Sept/Oct '11)	Spring 2012 (Mar/Apr '12)	Fall 2011 (Sept/Oct '11)	Spring 2012 (Mar/Apr '12)
Sample Size: Unweighted	1,515	1,506	503	448
Mean number of months since device acquired	13.4	13.5	8.4	9.9

Q. How likely are you to switch from your **[BRAND]** to another brand of **[DEVICE]** in the next 6 months?

Base: All answering who use a Smartphone and know the brand their device

	Likelihood to Switch Brand of Smartphone in Next 6 Months			
	Adults		Teens	
	Fall 2011 (Sept/Oct '11)	Spring 2012 (Mar/Apr '12)	Fall 2011 (Sept/Oct '11)	Spring 2012 (Mar/Apr '12)
Sample Size: Unweighted	1,508	1,500	502	445
7 - Very likely	5%	3%	4%	5%
6	3%	3%	3%	4%
5	7%	5%	3%	7%
Top 3 Box (5-7)	16%	12%	11%	16%

Q. Have you ever downloaded an App on the following device(s)?

Base: All answering who use a Smartphone

	Incidence of App Use			
	Adults		Teens	
	Fall 2011 (Sept/Oct '11)	Spring 2012 (Mar/Apr '12)	Fall 2011 (Sept/Oct '11)	Spring 2012 (Mar/Apr '12)
Sample Size: Unweighted	1,515	1,506	503	448
Yes, and I have used the App	72%	77%	71%	79%
Yes, but I have not used the App	5%	3%	8%	6%
No	21%	17%	16%	13%
Don't know	2%	3%	5%	2%

Q. Generally speaking, how do you prefer to access content on your device(s)? Do you prefer to use the web or an App?

Base: All answering who have downloaded and used an App on their device

	Overall Preferred Method of Accessing Content on Device			
	Adults		Teens	
	Fall 2011 (Sept/Oct '11)	Spring 2012 (Mar/Apr '12)	Fall 2011 (Sept/Oct '11)	Spring 2012 (Mar/Apr '12)
Sample Size: Unweighted	1,074	1,153	370	355
Web	23%	19%	27%	25%
App	49%	47%	43%	41%
No Preference	29%	34%	30%	34%

Q. Thinking of your device(s), on average, how often would you say that you... Download a new App?

Base: All answering who have downloaded and used an App on their device

	Frequency of Downloading New Apps			
	Adults		Teens	
	Fall 2011 (Sept/Oct '11)	Spring 2012 (Mar/Apr '12)	Fall 2011 (Sept/Oct '11)	Spring 2012 (Mar/Apr '12)
Sample Size: Unweighted	1,074	1,153	370	355
Mean Occasions Used Per month (Including Never)	2.9	2.4	4.5	4.6

Q. Thinking of your device(s), on average, how often would you say that you... Update Apps you have downloaded previously?

Base: All answering who have downloaded and used an App on their device

	Frequency of Cleaning Up Apps Downloaded Previously			
	Adults		Teens	
	Fall 2011 (Sept/Oct '11)	Spring 2012 (Mar/Apr '12)	Fall 2011 (Sept/Oct '11)	Spring 2012 (Mar/Apr '12)
Sample Size: Unweighted	1,074	1,153	370	355
Mean Occasions Used Per month (Including Never)	2.1	1.7	3.1	2.5