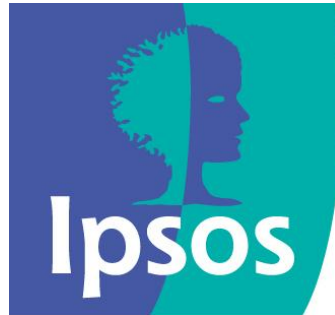


Canadians Looking to a New Star in the Mobile Device Market

Apple and Samsung are the Hottest Mobile Device Brands in the Land

Public Release Date: Tuesday, November 12, 2013, 6:00 AM EST



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Toronto, ON – There's a rising star in Canada's mobile device market. Findings from the sixth wave of Ipsos Reid's Mobil-ology study, conducted in August, have shown that in 2013, Samsung has made significant gains in Canada's Smartphone and Tablet device markets.

The August 2013 wave of Ipsos' Mobil-ology, a study of the mobile market among online Canadians, shows that use of Samsung handsets now matches Apple, with one-third (33%) of Canadian Smartphone owners using an Apple device and three in ten (29%) using a Samsung device.

"We've seen a strong surge from Samsung and its line of Galaxy products, which are giving Apple a run for the top spot in Canada's mobile device market," says Mary Beth Barbour, Senior Vice President with Ipsos Reid. "Apple remains the top brand in both the Smartphone and the Tablet market, but in both spaces, they appear to have plateaued. Samsung, however, is gaining and is closing the gap in the Smartphone market."

Since the iPad's release, Apple has lost some share to new entrants but presently is holding steady with just under half (44%) of Tablet users opting for an iPad or iPad Mini. In comparison, Samsung's share is modest at 16%, however, trending results over time we see consistent gains being made by Samsung, who have tripled their market share in just two years, increasing from 5% share in August 2011.



"A few years ago, we saw this market as a battle of Apple versus BlackBerry, but now it is clearly an Apple versus Samsung circumstance," concludes Barbour. "It just goes to show how quickly the market is evolving."

These findings are based on the sixth wave of research of Ipsos Reid's Mobil-ology study, conducted in August 2013 among approximately n=30,000 adult residents of Canada via the Ipsos Opinions Online Panel, one of Ipsos Reid's national online panels. The results are based on a sample where weighting was employed to balance demographics and ensure that the sample's composition reflects that of the actual online Canadian population according to Census data. All Ipsos online surveys are measured using a credibility interval. In this case, the study is considered accurate to within +/- 0.57 percentage points had all Canadian adults been surveyed. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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