

U.S. Consumers: Rating their Satisfaction with Smartphones and Tablets

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U.S. Consumers: Rating their Satisfaction with Smartphones and Tablets

A Market Brief

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Abstract

Smartphones and tablets are used daily by U.S. consumers to provide constant communication and connectivity to email, social networking, video, and music. How do these U.S. consumers use their mobile devices and how satisfied are they with their particular smartphone or tablet?

To answer these questions, *iGR* surveyed more than 1,000 U.S. consumers in March 2013 about their current use of mobile phones and wireless technologies, and specifically inquired about their mobile phones and tablets. Respondents were questioned about the likelihood to recommend their mobile phone and tablet brand, and from this, *iGR* calculated a Net Promoter® Score for each major smartphone brand, smartphone platform, and tablet brand. The results show that market share and consumer satisfaction are not the same in all cases.

This *iGR* market study summarizes U.S. Consumers' use of and satisfaction with their smartphones and tablets.

Key questions addressed:

- What mobile phone brands are used by U.S. consumers?
- What is the Net Promoter® Score for each major mobile phone brand?
- What is the Net Promoter® Score for the Apple and Android smartphone platforms?
- For what activities do U.S. consumers typically use their smartphones?
- What smartphone screen size do U.S. consumers prefer?
- What are the tablet brands of the surveyed U.S. consumers?
- What is the Net Promoter® Score for each major tablet brand?
- What type of connectivity do U.S. consumers have on their tablets and how do they typically access the Internet when they are at home or on the go?
- How important is it for U.S. consumers to have their tablet on the same platform as their smartphone?
- How do demographic variables, such as age, gender, and marital status relate to U.S. consumers' perceptions of their mobile phone and tablet?

Who should read this report?

- Mobile operators, particularly those serving U.S. markets

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- Device OEMs, particularly those serving U.S. markets
- Content providers and distributors, particularly those focused on U.S. end users
- Financial analysts and investors.

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