

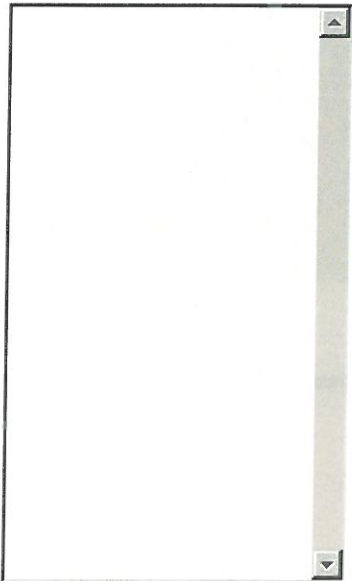
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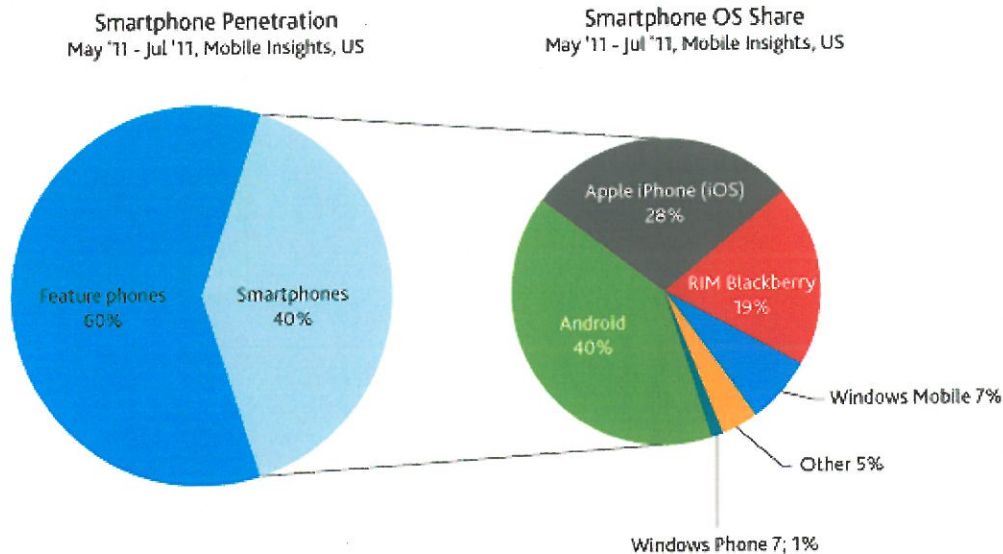
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## Smartphone politics by Nielsen: Google and Apple embroiled in fight for “undecideds”

[Christian Zibreg Apple Inc iOS Devices Discussion \(2\)](#)  
September 1, 2011 at 5:57 am

## Smartphones now make up 40% of all mobile phones in the US



Source: Nielsen

nielsen

Like politics, smartphone wars come down to two major parties – Google and Apple – embroiled in a never-ending fight for consumers, especially those who have not made up their mind as to which operating system they’d like in their next smartphone. According to July 2011 data from Nielsen survey, “*these ‘undecideds’ will be the ones device makers will be hoping to win over*”. Interestingly, the Late Adopters among likely smartphone upgraders are the ones most likely to be undecided about their next phone platform.

The research firm discovered that forty percent Americans aged 18+ now have smartphones. Android leads the pack with a forty percent OS platform share and iOS came in second with 28 percent. Compared to Nielsen’s [June 2011 study](#), Android grew its share by one percentage point while iOS growth fell flat. The BlackBerry platform lost one percentage share and now stands at nineteen percent.

Of those buying a new smartphone next year, one third would opt for an iPhone and another third would go Android. This leaves other manufacturers outside the [Android-iOS duopoly](#) to fight for the remaining 33 percent of buyers.

Moreover, the smartphone is clearly on the rise...

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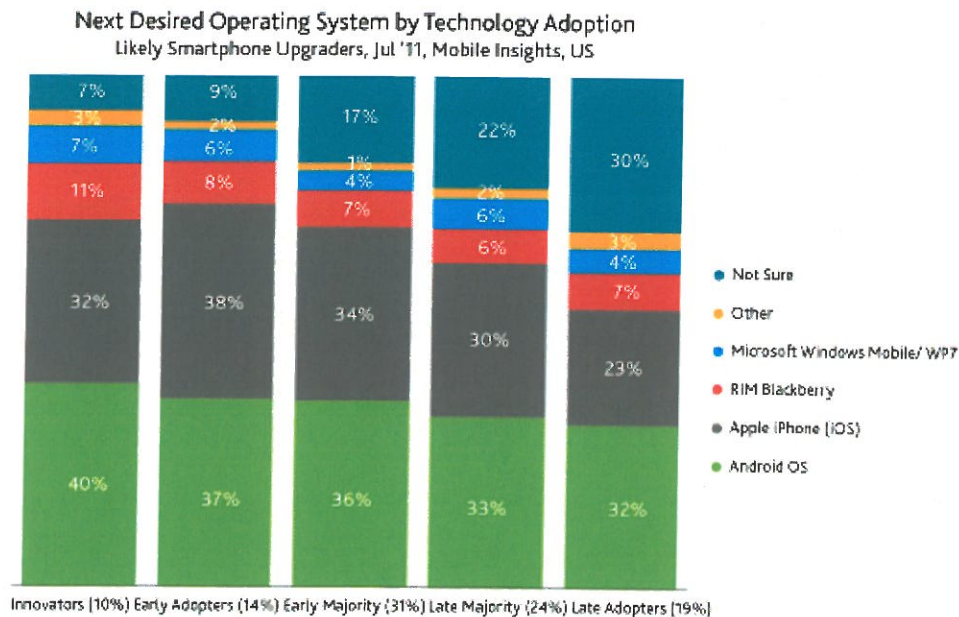
Four out of ten Americans now wield smartphones, Nielsen says. Smartphones will continue eating into feature phones and dump phones until eventually all phones become smartphones, [as predicted by Asymco's Horace Dediu](#):

*I don't see non-smart devices being interesting to vendors in the near term. Each additional dumb phone added to a portfolio will decrease a company's operating margin. The market dynamics are such that I think non-smart phones will disappear entirely from branded portfolios in 3 to 5 years.*

Revenues for microelectromechanical systems in consumer electronics and mobile communications devices will grow 37 percent this year due to the rising popularity of tablets and smartphones, [per this](#) Consumer & Mobile MEMS Market Tracker report from IHS iSuppli. [They also estimated](#) that by 2015 sales of smartphones will beat dumb phones, which today account for more than two-thirds of all mobile phone sales. For more politics in smartphones, check out an [amusing U.S. map](#) telling whether you are an Android or an iOS state.

Cross-posted on [9to5Google.com](#)

## Late adopters least sure of which operating system they want in their next smartphone



nielsen

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[triplex](#) 48p · [1 hour ago](#)

Inaccurate. Many Android phones are just feature phones.

But all are counted as smartphones.

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Where's the revenue charts? I'm sure Android devices will look quite pathetic next to the iOS devices in that chart.

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