BATTLE OF THE OPERATING SYSTEMS: ANDROID IS ON THE RISE, BUT
APPLE iOS USERS ARE STILL MORE ACTIVE ONLINE

~ Virgin Mobile offers 3GB data with the Samsung Galaxy S4 on Big Plan $59 ~

Android popularity is on the rise, with new independent research¹ released today by Virgin Mobile Australia revealing that there are now as many Android users as there are Apple iOS users.

While there may now be equal numbers using Android and Apple iOS, that’s where the equality ends. The research revealed there are huge differences in what users of the two operating systems are getting up to online using their smartphones. Apple iOS users spend considerably more time using the internet and apps on their smartphones, clocking up an average of 10 hours per week using the internet on their smartphones, compared with Android users who spend only seven hours per week on average.

In response to this, Virgin Mobile is offering the highly in-demand Samsung Galaxy S4: with a whopping 3GB of data each month for the life of the plan on the Big Plan $59², arming these new users with more data so they can enjoy more of what the internet has to offer.

While Apple iOS users led the pack in overall online activity, those with Android took the lead in some weird and wonderful ways. For example, more Android users admit to having watched Gangnam Style on their handset (28% v 24%) and to posting a music and entertainment video (15% v 11%).

¹ About the research
The research was conducted online by Lonergan Research between 19 – 23rd April. They survey was conducted amongst members of a permission based panel of 1,032 Australian smartphone users aged 18 years and over. After interviewing the data was weighted to the latest population estimates sourced from the Australian Bureau of Statistics.

² About the Samsung Galaxy S4 from Virgin Mobile
Virgin Mobile offers the Samsung Galaxy S4 for $7 per month ($2 per month for existing customers) on the Big Plan $59 (Min. total cost over 24 months is $1,584). The Big Plan $59 includes $700 calls & text and 3GB data each month. For other plan options or for further details on this offer, go to virginmobile.com.au.
Interestingly, Android users who have downloaded geo-social dating apps such as Blendr and Grindr are incredibly active on them, with two out of five (42%) using them every day, versus only one in four (26%) who have downloaded them with Apple iOS. Android users also check the weather more often – with more than half looking daily (52% v 38%). However, fashion-conscious Apple iOS users are more likely to use a weather app to decide what to wear (57% v 50%).

Other differences in the way Android and Apple iOS users consume data on their smartphones include:

- Android users are more avid news consumers than Apple iOS users, with 56% checking the news each day v 51% of Apple iOS users
- Apple iOS users are twice as likely to use food apps daily (23% v 10%)
- Android users may be more in need of a holiday, 14% use travel apps daily v 10% of Apple iOS users
- Apple iOS users are more likely to look at pictures of old school friends on Facebook (45% v 32%)
- Android users are more likely to have checked out a potential love interest using Facebook (17% v 13%)
- Apple iOS users are more likely to follow celebrity tweets on Twitter (39% v 27%)
- Apple iOS users are more likely to use gaming apps daily (41% v 35%)
- Android users are more likely to take advantage of free call and text apps (using them 4.2 times per week on average, v 4.1 times per week for Apple iOS users).
- Apple iOS users spend more time using social media on their handset than their Android counterparts, spending twice the amount of time on Facebook (76.6 minutes v 38.7 minutes per week)

Commenting on the research, Director of Virgin Mobile Proposition, Derek Cummins said: “Our customers have always been particularly active online. In line with the increasing popularity of Android devices, we’re excited to be offering Android users the ability to explore the vast world of apps and get the most out of the Samsung Galaxy S4 with the huge data offering for this handset.”


~ ENDS ~
For more information, state specific data or to arrange an interview with a Virgin Mobile spokesperson, please contact:

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Notes to editors:

What is Virgin Mobile Australia all about?

Here at Virgin Mobile, we’ve been putting our customers first for over 12 years. Ever since Richard Branson saw an opportunity to stir up the Aussie telco market in the early noughties, we’ve been making a splash with our innovative products, cheeky ad campaigns and world-class customer service.

We've certainly come a long way from the early days when each new connection meant a little bell rang in the call centre, to proudly having more than 1 million customers in Australia. And they're happy customers too: we've frequently been rated the No 1 telco for Customer Satisfaction.

We think a telco relationship should be rewarding so our customers also receive a host of benefits including Virgin Family perks, exclusive discounts and VIP access to gigs and music festivals. And because we use the Optus network it means that up to 98% of the population in Oz can get a clear Virgin Mobile signal. So come and join us!

Get personal with us @ www.facebook.com/VirginMobileAus or www.twitter.com/virginmobileaus.