

# Android and Apple: different phones, different habits

OSLO, NORWAY: Did you know that users of Android phones are more likely to be active on music websites than iPhone owners? Or, that users of older, pre-smartphones are the most active social web users? These stats and more were revealed in this month's *State of the Mobile Web* report, published by web browser company Opera Software.



Based on data from Opera Mini, used by 131 million people each month, the report takes a look at the differences between web usage for Android, iPhone, Blackberry, Windows Phone and feature phone users.

- Are you a health nut or can't get enough of online shopping? You're probably cruising the mobile Web with an Android phone.
- BlackBerry fans may well be the geekiest of mobile phone users, as the most likely to frequent computing and tech websites compared to users of other platforms. (iPhone users are the least geeky.) In a challenge to jock/nerd stereotypes, BlackBerry users are also most likely to hit up sports websites.
- Looking for a travel companion? Android and iOS users might well have itchy feet, as they're most likely to visit travel and tourism websites.
- Are Android users more educated than users of the other platforms? Maybe, as they are the biggest group visiting education websites (including websites for universities and general education).
- Windows Phone users might challenge Android users though on street-smarts, being most likely to visit websites for news and politics.
- If you refuse to part with your pre-smart phone (no matter what your friends say), it probably means you're among the most active group on social networking sites. Watch out for anti-social Android users, who are least likely to visit social media using their mobile browser.
- Android and Windows users can pair up for happy homemaking, sharing the spot as most likely to surf home and garden websites. Interestingly, BlackBerry users take out the lead spot for visiting family and lifestyle sites.

Go to <http://www.opera.com/smw/2011/09/> to read the full *State of the Mobile Web* report; check out the top categories and how each platform fares in each category on the interactive list. (Note that RIM refers to BlackBerry.)

- This anonymous, aggregated data comes from statistics produced by the Opera Mini mobile web browser. The data is measured through the *Open Audience Network* of AdMarvel, an Opera Software subsidiary.
- The top five most popular types of websites visited globally with Opera Mini are social networks, news, search, education and sports.
- The Opera web browsers free to download and use, and available for all phones and computers at [opera.com/download](http://opera.com/download).