

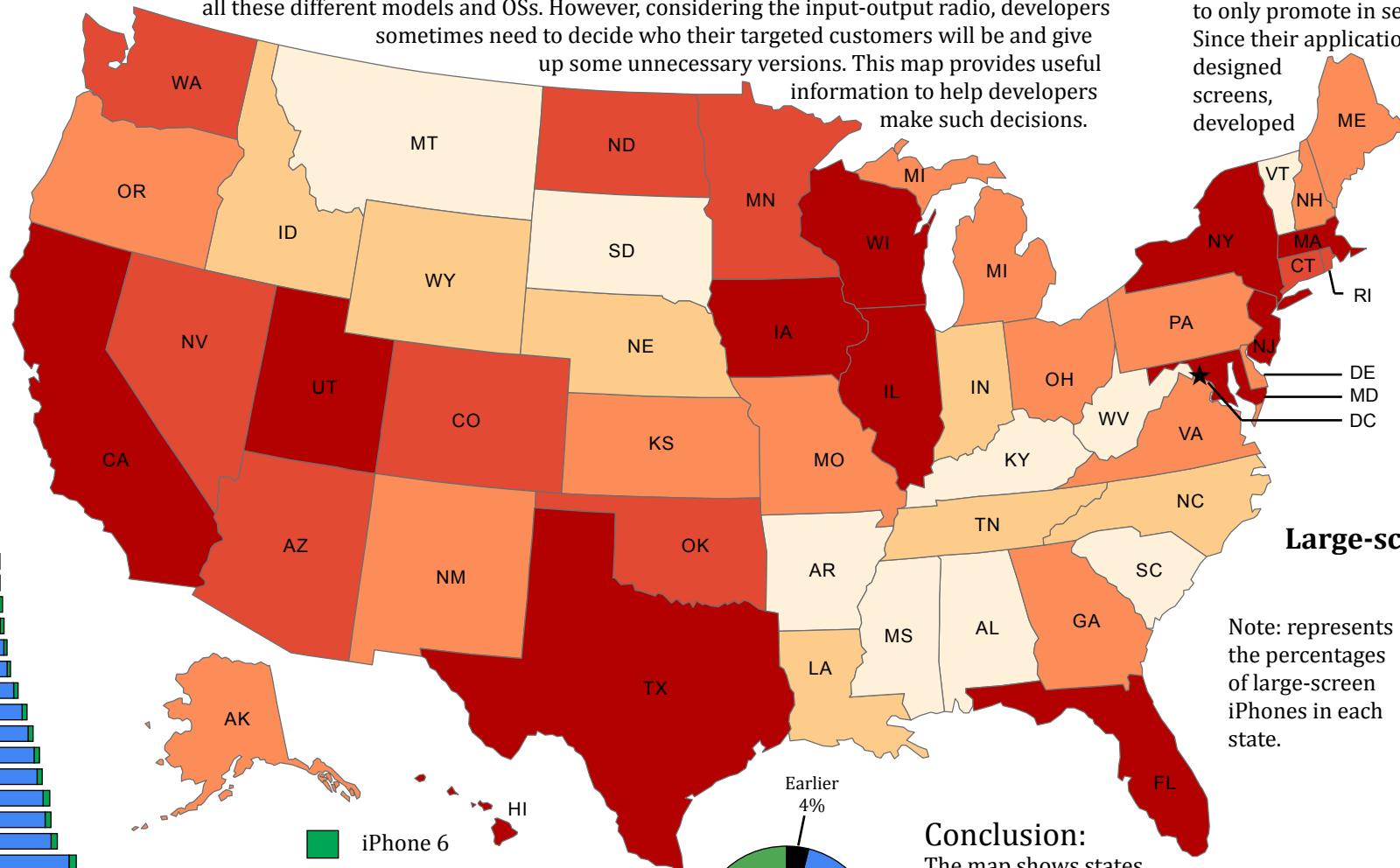
2014 U.S. iPhone and iOS Market Share



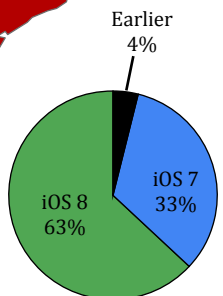
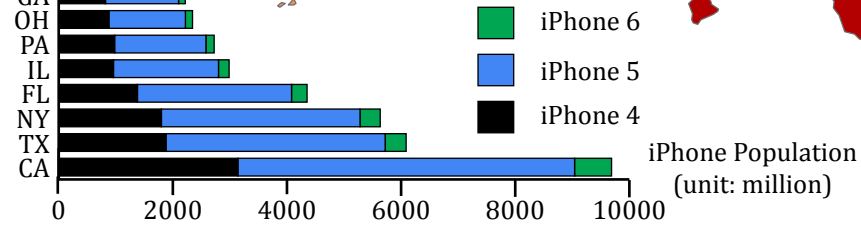
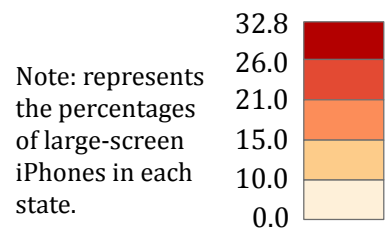
Background: According to Kantar's report on October 2014, iPhone/iOS users dominated 41.5% of the U.S. smartphone market. It's important for iOS application developers to have a clear understanding of the detailed formation of the iPhone market. Because of the various types of iPhone models (e.g. iPhone 4, 5, and 6) as well as iOS systems, an application often needs to have multiple versions to be compatible for all these different models and OSs. However, considering the input-output ratio, developers sometimes need to decide who their targeted customers will be and give up some unnecessary versions. This map provides useful information to help developers make such decisions.

Case study: A company is promoting their iOS application in U.S but they have a limited amount of budget. Thus, they plan to only promote in selected states. Since their application is specially designed for large screens, they have a criteria to score states according a large-screen index.

- WY
- VT
- SD
- ND
- MT
- DE
- AK
- ME
- RI
- NH
- ID
- NM
- HI
- WV
- NE
- DC
- IA
- KS
- UT
- NV
- AR
- MS
- OR
- CT
- OK
- SC
- WI
- AL
- KY
- LA
- MN
- CO
- MD
- MO
- AZ
- IN
- TN
- VA
- MA
- MI
- NC
- NJ
- GA
- OH
- PA
- IL
- FL
- NY
- TX
- CA



Large-screen Index



Conclusion: The map shows states such as California, Utah, and Texas have the highest large-screen index. The bar graph shows the absolute iPhone population and formation of each states. The company finally decided to promote their application in three states: 1) California; 2) New York; 3) and Texas.

Data Sources: 1) Facebook Advertisement Market Statistics, 2014; 2) Natural Earth U.S. Data; 3) Apple Store Statistics, Dec 2014

0 250 500 Miles

Projection: USA Contiguous
Albers Equal Area Conic

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Date: Dec 16, 2014