

Android beats iOS in smartphone loyalty

Written by Jason

Friday, 09 March 2018 02:00 -

According to a new report, Android users are more loyal than their iOS counterparts. Both smartphones have a loyal following with Android having a 91% loyalty rate and iOS trailing with a still impressive 86%. [TechCrunch has the story.](#)

Samsung's new Galaxy S9 may not quite live up to the iPhone X when it comes to Samsung's implementation of a Face ID-style system or its odd take on AR emoji. But that's not going to matter much to Samsung device owners — not only because the S9 is a good smartphone overall, but because Android users just aren't switching to iPhone anymore. In fact, Android users have higher loyalty than iOS users do, according to a new report today from Consumer Intelligence Research Partners (CIRP).