Nielsen: 1.4 percent of those who recently bought smartphones chose Windows phone

January 20 2012, By Janet I. Tu

Only 1.4 percent of U.S. consumers who said they bought a smartphone in the last three months chose Windows Phone, according to research from Nielsen.

Windows Phone held a comparable share - 1.3 percent - among all U.S. smartphone users, according to Nielsen's survey of smartphone owners in the fourth quarter of 2011.

According to Nielsen's research, even the aged Windows Mobile platform held more share than Windows Phone 7. Among those who said they bought a smartphone in the past three months, 2.4 percent chose a Windows Mobile device. Among all smartphone users, Windows Mobile held a 4.6 percent share.

Nielsen's research also showed the iPhone 4S, launched in the fall, boosted Apple's share considerably. Among those who got a new device in the last three months, 44.5 percent of those surveyed in December said they chose an iPhone, compared to just 25.1 percent in October, according to Nielsen.

Android still held most of the market with 51.7 percent of recent acquirers choosing an Android device, and 46.3 percent of all smartphone owners saying they have an Android smartphone.

Nielsen found that as of the fourth quarter 2011, 46 percent of U.S. mobile consumers had smartphones with the figure going up quickly.

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