

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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