



## Specific Findings

### Who purchased more as a group?

Year	Android	iPhone
2012	\$198.78	\$313.21
2013	\$264.12	\$432.27
Percent Change	32.87%	38.01%

### What was the average purchase amount for each group? Which was greater?

Year	Android	iPhone
2012	\$93.83	\$133.93
2013	\$90.93	\$126.98
Percent Change	-3.09%	-5.19%

### Top 5 places iPhone and Android users shopped by count?

<b>Android</b>		<b>iPhone</b>	
2012	2013	2012	2013
1 Walmart	Amazon	1 Amazon	Amazon
2 McDonalds	Walmart	2 Walmart	Walmart
3 Amazon	McDonalds	3 McDonalds	Apple
4 Target	Target	4 Target	McDonalds
5 Walgreen	Walgreen	5 Apple	Target

### Top 5 places iPhone and Android users shopped by total dollar amount?

<b>Android</b>		<b>iPhone</b>	
2012	2013	2012	2013
1 Walmart	Walmart	1 Walmart	Amazon
2 Target	Amazon	2 Target	Walmart
3 Amazon	Target	3 Amazon	Target
4 Costco	Best Buy	4 Costco	Costco
5 Best Buy	Costco	5 Apple	Best Buy

### What geographies ranked highest when looking at average dollar amount for purchases?



Region	2012	2013	Percent Change
West	\$296.36	\$407.09	37.37%
Mountain	\$285.40	\$380.70	33.39%
Mideast	\$279.71	\$379.43	35.65%
New England	\$262.23	\$344.72	31.46%
Southeast	\$257.70	\$340.77	32.23%
Southwest	\$247.10	\$363.14	46.96%
Plains	\$246.51	\$375.30	52.25%
Great Lakes	\$223.29	\$316.30	41.65%

### Methodology

[Check](#) provided the University of California, Berkeley and University of Michigan, Ann Arbor researchers a sample of anonymous user data from December 4, 2012 to December 31, 2013. The analysis draws on 158,585 Android and 205,182 iPhone users who were active in both the 2012 and 2013 holiday shopping season. The spending figures contain all spending recorded by Check. To account for accurate spending measures, users who were determined to be missing accounts were dropped from the sample.

### **About Check**

Launched in 2008, Check is a leading mobile payments company. Its free, top-rated mobile app is used by more than 10 million customers to pay bills and track personal finances. For more information, visit [Check.me](#).

### **Contact**

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