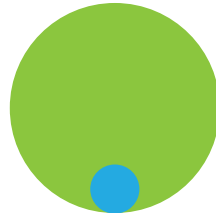


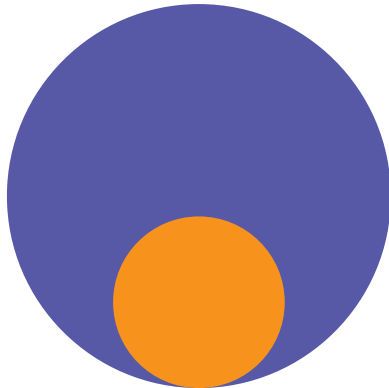
A Little Perspective on Siri



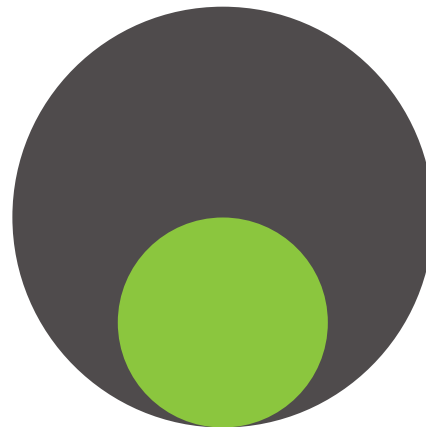
Siri Local as a percentage of various Mobile searches.



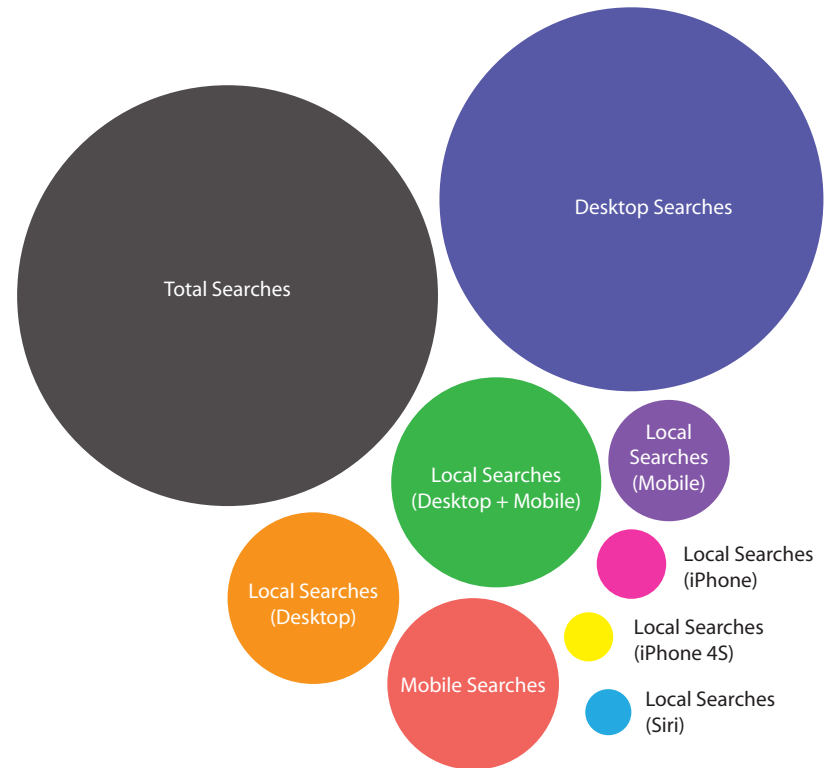
Siri Local as a percentage of total Local searches.



Local as a percentage of Desktop searches.



Local as a percentage of total searches.



By the Numbers
4.785%
 of all Local searches
 take place on Siri

20%
 of Desktop searches
 are Local
33%
 of smartphone
 users have iPhones

20%
 of all searches are
 Mobile
50%
 of iPhone users
 own the iPhone 4S

50%
 of Mobile searches
 are Local
87%
 of iPhone 4S owners
 use Siri 1x/mo.+

references

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- [2 http://techcrunch.com/2010/06/16/mobile-search-20-percent/](http://techcrunch.com/2010/06/16/mobile-search-20-percent/)
- [3 http://searchengineland.com/microsoft-53-percent-of-mobile-searches-have-local-intent-55556](http://searchengineland.com/microsoft-53-percent-of-mobile-searches-have-local-intent-55556)
- [4 http://www.comscore.com/Press_Events/Press_Releases/2012/8/comScore_Reports_June_2012_U.S._Mobile_Subscriber_Market_Share](http://www.comscore.com/Press_Events/Press_Releases/2012/8/comScore_Reports_June_2012_U.S._Mobile_Subscriber_Market_Share)
- [5 http://www.asymco.com/2012/08/06/how-many-of-the-next-generation-of-iphone-will-be-sold/](http://www.asymco.com/2012/08/06/how-many-of-the-next-generation-of-iphone-will-be-sold/)
- [6 http://blogs.wsj.com/digits/2012/03/26/apple%E2%80%99s-siri-gains-traction-for-some-things/](http://blogs.wsj.com/digits/2012/03/26/apple%E2%80%99s-siri-gains-traction-for-some-things/)