

TORONTO, ON, October 01, 2013 **/24-7PressRelease/** -- Prepaid? Or contract? It turns out there's a lot more driving the decision-making process for cellphone consumers in the US than just cost. Market research company MaCorr Research today released the results of a study that details the differences between the two markets in the US.

In September 2013, MaCorr conducted a survey among a statistically representative sample of 1,003 postpaid and 403 prepaid cellphone users in the US. For more information about sample size fundamentals, visit: <http://www.macorr.com/sample-size-calculator.htm>

The research shows stark differences in the number of women choosing prepaid over postpaid cellphones. 67% of prepaid cellphone users are women vs. 51% of postpaid users.

Annual income levels also proved to be different. 60% of prepaid cellphone users have annual incomes below \$35,000, with 27% reporting income over \$50,000. In the postpaid world, only 28% of users have an annual income below \$35,000, with 57% reporting income over \$50,000.

Prepaid users lack full-time employment, with only 29% report being employed full-time, and 18% of them are not working. Over 44% of postpaid cellphone users are employed.

While the survey results focused on demographics, the survey also revealed a number of interesting results related to shopping, sports, and entertainment.

There doesn't seem to be a difference in the preference of American sports. Both prepaid and postpaid cellphone users prefer football (44%). And while both groups of participants enjoy rock, country and pop, hip hop tends to be more popular among prepaid users, with 37% of prepaid users enjoying hip hop compared to 24% of postpaid users.

As the industry gets more competitive, the pricing gap between prepaid and postpaid offers could narrow even more. But because cost is only one factor, it's not yet clear how the demographics of the two markets will change. Further details on the type of research MaCorr conducts be found at [MaCorr.com](http://www.MaCorr.com).

Written by Australian Business

MaCorr is a market research company that specializes in customer, business and employee surveys.

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