



# Apple Pay Starts Today October 20, 2014 --So Why Should You Care?

19 October 2014 By: Mary Monahan

Why should you care about the Apple Pay launch?

Apple iOS users are young: 60% are under age 45 Apple iOS users are wealthy: 7% have investable assets over \$1 million Apple iOS users spend more: 25% more per purchase than Android users Apple iOS users spend more often: 2X as often per month as Android users Apple iOS users are smart: more than 1 in every 5 have graduate degrees Apple iOS users describe themselves as “first adopters” of new technologies: more than 1 in every 4 What’s Apple Pay (version 1) missing? Loyalty and rewards, to lure more merchants to join and to get consumers re-using the solution more often. Consumer Confidence in Mobile Purchasing is Growing To access Javelin’s full analysis of the mobile wallet landscape, see [MOBILE WALLETS ANALYSIS AND STRATEGY: How the Game Changes With Apple Pay.](#)

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