SOMETHING FOR EVERYONE

Why the growth of mobile apps is good news for brands

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Commissioned by

Google

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AT A GLANCE

Our digital world is going mobile. Thanks to better, smarter handsets and faster connections, the screen in our hand is now the gateway to the online world - the first choice to answer any question or accomplish any task.

While mobile web browsing is incredibly popular, apps play an important role in consumers' mobile experience too. Brands may assume that app users are a narrow slice of the population, offering limited opportunities to reach an audience. But our new research shows that's false.
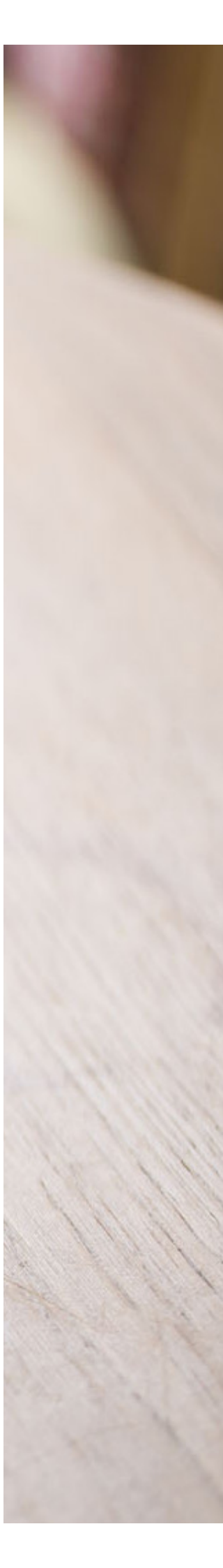
More than 90% [93%] of smartphone users use apps. App and smartphone users share the same socioeconomic profile. If you have a smartphone - whether you're male or female, young or old - the chances are you'll use apps.

Apps are more than social: altogether, two-thirds [68%] of the total smartphone audience use news, games, entertainment or sports apps.

As you might expect, games apps are widely popular. Contrary to popular belief, female smartphone users of all ages like playing them. Not only this, female app users are a valuable segment - likely the decision makers of their households.

People use apps in interesting and diverse ways. News, games, entertainment and sports apps are firm favourites. App usage occurs both daily and all through the day, especially for games. Short, frequent visits during the day are the norm for news apps. Entertainment apps, providing streaming or on-demand content, keep users engaged for longer periods of time.

No longer a techy subset of the web, apps present an ideal platform for brands, enabling them to reach the people they need to, in new and engaging ways.

What's in this report?

As consumers live their lives increasingly on their smartphones, and spend increasing amounts of time using mobile apps, our goal with this study is to understand app users:

- Who they are.

- What apps they use.

- How much time they're spending in apps and how often.

- Their engagement with apps across the day

Along the way, we hope to address misconceptions about app users so brands have a clear and accurate view of the market. Above all, our research clarifies the opportunity for advertisers to reach the right audiences at the right time in our smartphone-driven world.

We asked 12,301 smartphone users, aged 18-64, across the UK, US, France, Germany, Italy and the Netherlands how they use mobile apps. We focused on four types of apps: games, news, sport and entertainment.

What apps?

Our study examined four types of apps: games, news, sport and entertainment.

GAMES	Any type of gaming app including casual gaming (e.g. Candy Crush Saga, Simpsons Tapped Out), puzzle (e.g. Words with Friends), arcade (e.g. Angry Birds), sports (e.g. 8 Ball Pool) or strategy (e.g. Clash of Clans).
NEWS	Apps from TV news broadcasters, newspapers, aggregator apps or magazines (e.g. The Guardian, New York Times, Buzzfeed).
SPORTS	Apps to help users keep up-to date with sports news and analysis, including watching games and highlights (e.g. Sky Sports, fantasy league apps, BT Sport).
ENTERTAINMENT	Apps enabling users to watch video content such as on demand or subscription services, streaming through YouTube and downloading TV shows or films.

Who uses apps?

Overview

Smartphone users and app users are nearly one and the same. Almost all smartphone users access apps – non-users are fewer than 1 in 10 [7%] – and usage is consistent across both genders and all age groups. App users are just as likely as smartphone users to be employed, well educated and well off.

Games apps are particularly popular. Casual games – short, straightforward games that can be played while doing other activities – are the first choice across all age groups.

Females are a key audience. 9 in 10 [93%] female smartphone users use apps. Contrary to popular conceptions, women are more likely than men to play games via an app [46% of women compared to 42% of men] and make up just over half [51%] of the games app user base.

Games app usage among females spans all ages. It is at highest amongst those aged 18-34 [49% do so] - but there's remarkably little decrease in older age groups. More than four in ten [42%] female smartphone users aged between 55-64 use games apps.

Apps are universal

Nearly everyone who uses a smartphone uses an app. At least 9 in 10 people from each gender and from all age-groups use them (see Figure 1) - a major shift from when apps were thought to be the preserve of the young and tech-savvy.

This makes sense, given smartphone penetration and the sheer amount and variety of apps available on leading app stores (around six million, according to Statista, 2017).

There is, it seems, something for everyone.

FIGURE 1: Penetration of app categories by age and gender

	MALE	FEMALE	18-34 M	18-34 F	35-54 M	35-54 F	55-64 M	55-64 F
ANY APP*	93%	93%	95%	95%	94%	92%	90%	90%
GAMES	42%	46%	51%	49%	40%	44%	26%	42%
SPORT	29%	10%	32%	11%	28%	9%	27%	9%
ENTERTAINMENT	26%	22%	51%	49%	40%	44%	26%	42%
NEWS	36%	28%	31%	28%	40%	27%	41%	30%

* Used any of the activities asked about on app.   **Base:** Total smartphone users: 12,301

Apps share the socioeconomic profile of smartphone users

Our research shows that app and smartphone users closely match each other in terms of working status, level of education and income (see Figures 2-5).

So, for example, three quarters (75%) of smartphone users are in employment - and the proportion is the same for games, entertainment and news app users.

There's a similar consistency in terms of income and level of education. App users are just as likely to have obtained a higher level of education, have a high income and be the chief income earner within their household, in comparison to smartphone users.

There's also some interesting variation across app categories. Games and entertainment app users are the most aligned to the general smartphone-using population. Sports and news app users, on the other hand, are more likely to have had a higher level of education, to be employed, to be earning higher wages and to be the chief income earner in their household, compared to total smartphone users.

FIGURE 2: Working status

	ALL SMARTPHONE USERS	GAMES	SPORT	ENTERTAINMENT	NEWS
WORKING	75%	74%	82%	75%	77%
NOT WORKING	25%	25%	18%	25%	22%

FIGURE 3: Level of education obtained

	ALL SMARTPHONE USERS	GAMES	SPORT	ENTERTAINMENT	NEWS
LOW	2%	2%	2%	1%	1%
MEDIUM	57%	59%	53%	55%	53%
HIGH	41%	39%	45%	43%	45%

FIGURE 4: Total income

	ALL SMARTPHONE USERS	GAMES	SPORT	ENTERTAINMENT	NEWS
LOW	16%	17%	13%	17%	13%
MEDIUM	44%	44%	45%	44%	42%
HIGH	25%	24%	31%	25%	31%

FIGURE 5: Highest income earner

	ALL SMARTPHONE USERS	GAMES	SPORT	ENTERTAINMENT	NEWS
YES	69%	67%	80%	69%	74%
NO	29%	31%	18%	29%	25%

Bases: Smartphone users (12,301), Games (5461), Sports (2,463), Entertainment (3,003), News (4095)

Games apps are popular

Apps are popular with smartphone users. Games apps are among the most popular, pulling in a high percentage of male and female users of all ages (with the exception of 55-64 males who prefer surfing the headlines – 41% of them use news apps – to smashing their high scores).

Our research subdivided games apps into casual, puzzles, arcade, sports and strategy categories.

1 in 4 (25%) smartphone owners use casual games each month. These games, alongside puzzles games (14%), make up the largest share of the games app market and are an ideal way to reach a large and diverse audience.

Casual and puzzle game apps attract a wide age range, with 30% of the casual game app usership and 31% of the puzzle games usership over 45. Both types of app are more popular amongst women (both with profiles of 43% men vs. 57% women).

Arcade, strategy and sports games capture around 24% of smartphone users each month between them, and attract a younger, male user base.

Apps reach female decision makers

Women of all ages are major app users. Only a few categories of apps appear to be popular solely with men.

More than 9 in 10 (93%) female smartphone users engage with apps – and they keep on using them as they get older. With more than 5 in 6 (84%) identifying as the main shopper within their household, there is a major and largely untapped opportunity for brand visibility and positioning with these key decision makers.

That said, the split between male and female users varies across different categories of apps. While three quarters (75%) of sports app users are male, for example, in news and entertainment the balance is more equal (see Figure 6).

What stands out, however, is the make-up of games app users. Contrary to popular belief, women have a majority – over half of the games app users are women (51%).

FIGURE 6: Gender profile of app category users				
	ALL SMARTPHONE USERS	GAMES	SPORT	ENTERTAINMENT	NEWS
BASE	12,301	5,461	2,463	3,003	4,095
MALE	50%	49%	75%	55%	57%
FEMALE	50%	51%	25%	45%	43%

Base: Total smartphone users: 12,301

Within games apps, it is casual games that are the big draw for female smartphone users. Just under a third [29%] are keen on these, with 17% enjoying the challenges of puzzles. Women are more likely than men to play both types of games via an app, and a fifth [21%] of those aged 45+ can be found on a casual game each month.

Older women play games too

While usage is highest [49%] amongst female smartphone users aged 18-34, the figure for the oldest age group measured – 55-64 years – is only seven percentage points lower, at 42%.

In contrast, male games apps usage halves as users get older, dropping from 51% in the 18-34 age group to 26% in the 55-64 age group.

How are apps used?

Overview

Smartphone users access apps for a variety of activities, but between them, news, games, entertainment and sports apps reach two thirds (68%) of all smartphone users each month.

Smartphone users claim to spend almost an hour each day on average between news, games, entertainment and sports apps. Usage is particularly high for games apps, where users claim to spend an average of six and a half hours per week, with eight in ten (78%) accessing them daily.

People engage with apps at times when they don't necessarily engage with other media. 1 in 5 (21%) news app users visit their news apps before they get out of bed and a third (32%) do so during breakfast.

Different categories of app create different models of engagement. Those accessing games and news apps favour frequent, short bursts of activity. Sports app users may well be loyal fans, focusing on a select set of regular matches or tournaments. Entertainment apps are used marginally less often but for long periods of time. Each type of app offers unique possibilities for brands.

Apps cover a range of activities

Smartphone users do a lot with their phones. They chat with friends, shop, check train times, play games and more. Many of these activities now happen via apps.

True, surfing the web remains the mainstay of mobile browsers. But there are apps for almost everything else. Nearly all of those who use a smartphone to play games use an app (96%). Similarly, 84% of those who watch entertainment content do so via apps.

FIGURE 7: Activities done on app/browser in the past 30 days

Activity	APP OR BROWSER	APP	BROWSER
ANY*	96%	93%	86%
SEARCH/BROWSE	70%	32%	61%
COMMUNICATE	61%	56%	16%
WEATHER	60%	50%	23%
NEWS	47%	32%	30%
GAMES	46%	44%	10%
MUSIC	43%	39%	13%
SHOP	43%	29%	29%
PHOTOS/VIDEOS	41%	37%	9%
FINANCE	38%	33%	12%
STAY ORGANISED	35%	32%	7%
ENTERTAINMENT	29%	24%	12%
SPORTS	27%	20%	16%
TRANSPORT	23%	18%	10%
TRACK PHYSICAL ACTIVITY	20%	19%	3%
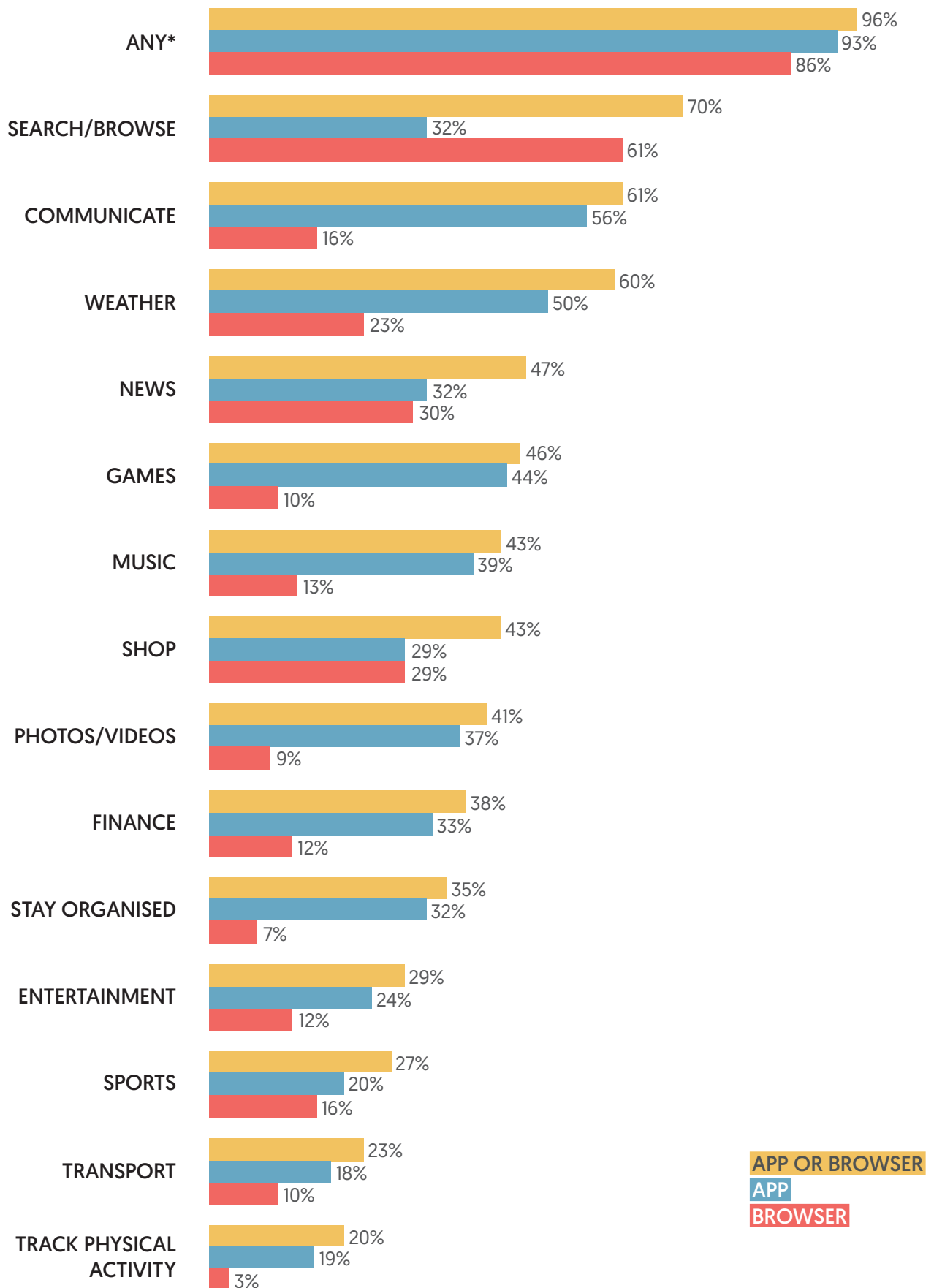
APP OR BROWSER
APP
BROWSER

Q. Which of these activities have you done in the following ways [in the past 30 days]?

* Used any of the activities asked about on app.

Base: Total smartphone users: 12,301

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Apps are more than social

Another enduring myth of apps is that they're mainly used for social media. But, in reality, two thirds (68%) of the smartphone audience uses news, games, entertainment or sports apps. Games are most popular, typically followed by news (a third of smartphone users), entertainment (a quarter) and sports (a fifth).

FIGURE 8: Penetration of app categories across markets (past 30 days usage)

ANY* (NET)	68%
GAMES	44%
NEWS	32%
ENTERTAINMENT	24%
SPORT	20%
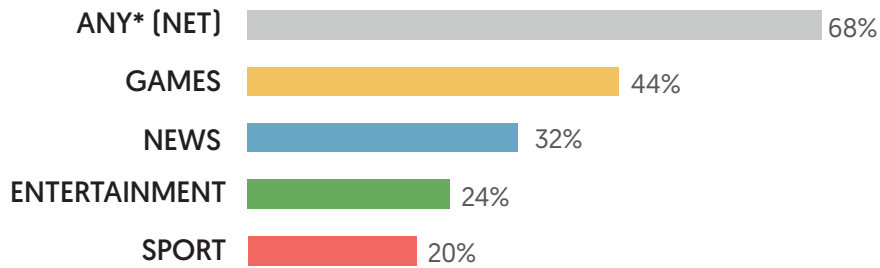
*Used any of the 4 app categories of interest.   **Base:** Total smartphone users: 12,301

Apps are used all day long

While knowing that apps are popular with both genders and all ages is helpful, knowing when and where people access their apps during the day adds extra depth.

20% of news app users check the headlines before they even get out of bed. A third (32%) use news apps at breakfast. Over a third (37%) of news app users and more than a quarter (30%) of games, entertainment (26%) and sports (28%) users access them on their lunch breaks. A third use news apps while travelling. [See Figure 9.]

FIGURE 9: Situations in which apps are used	GAMES	SPORTS	ENTERTAINMENT	NEWS
BASE	5,461	2,463	3,003	4,095
BEFORE YOU GET UP	13%	11%	13%	21%
AT BREAKFAST	16%	19%	16%	32%
WHILE TRAVELLING	29%	26%	25%	33%
WHILE AT WORK/ SCHOOL	13%	18%	13%	22%
ON YOUR LUNCHBREAK	30%	28%	26%	37%
WHILE WATCHING TV AT HOME	39%	27%	29%	24%
WHILE OUT WITH FRIENDS OR FAMILY	6%	12%	9%	8%
WHILE RELAXING	56%	39%	54%	35%
IN THE BATHROOM	18%	12%	18%	11%
IN THE EVENING	42%	39%	53%	41%
BEFORE GOING TO SLEEP	35%	18%	39%	27%
MORNING (NET)	25%	27%	25%	48%
EVENING (NET)	59%	46%	67%	53%
AT WORK/SCHOOL (INC. LUNCH (NET)	36%	37%	32%	48%

Q. In which, if any, of the following situations are you more likely to use a [category] app?

Base: Users of app categories
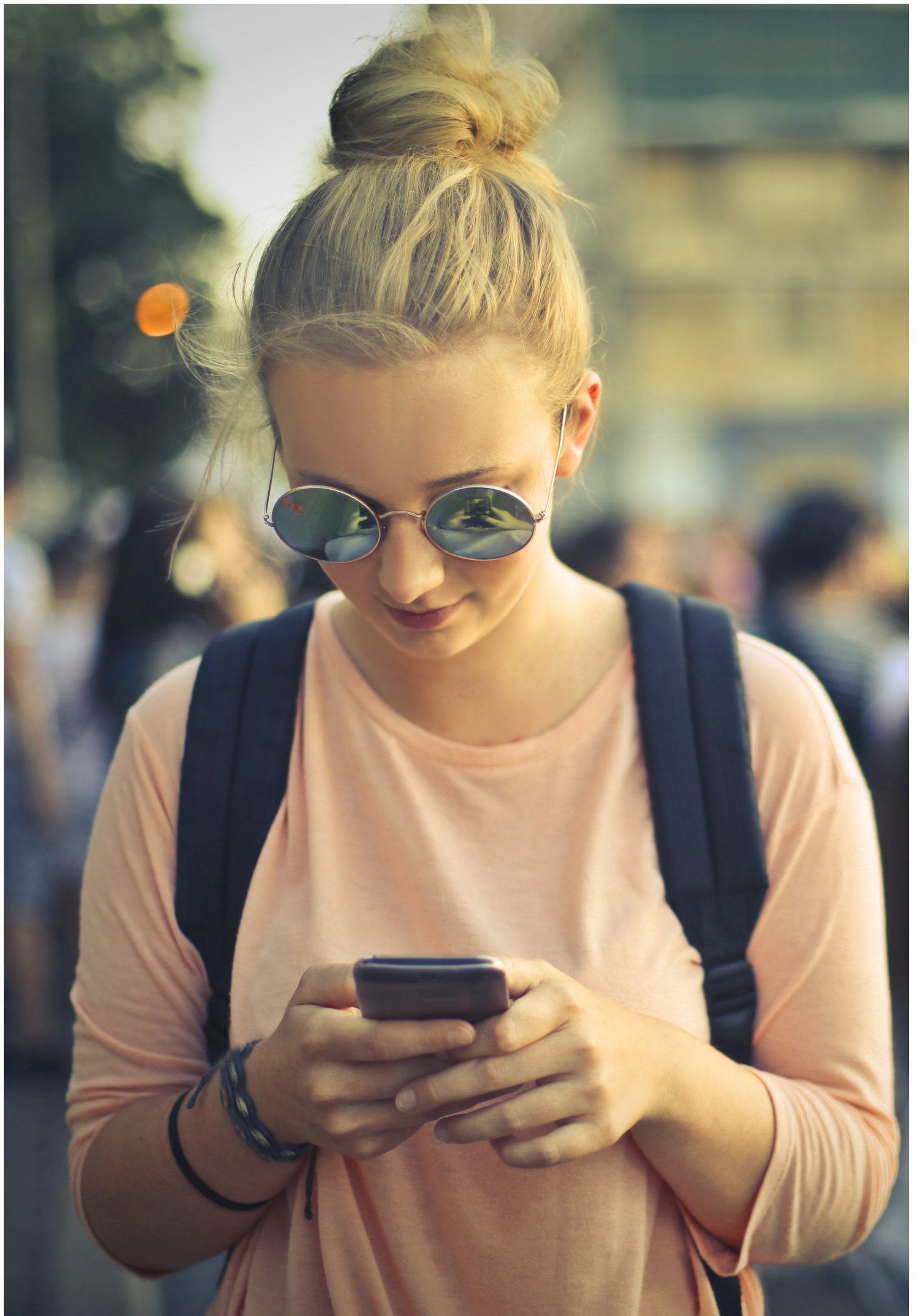
Apps are a daily habit

For smartphone users, apps are fast becoming part of the daily routine. 78% of games app users and 82% of news app users access them every day. That's a lot of eyeballs.

Usage for our four categories of apps accounts for a claimed usage of 50 minutes of the time spent with smartphones daily. Younger users spend even more time. Those aged 18-34 typically claim to spend over 70 minutes a day across games, news, sport and entertainment apps.

FIGURE 10: Frequency of app categories use among users

	AT LEAST ONCE A DAY	AT LEAST ONCE A WEEK
GAMES	78%	96%
SPORT	59%	89%
ENTERTAINMENT	65%	94%
NEWS	82%	96%
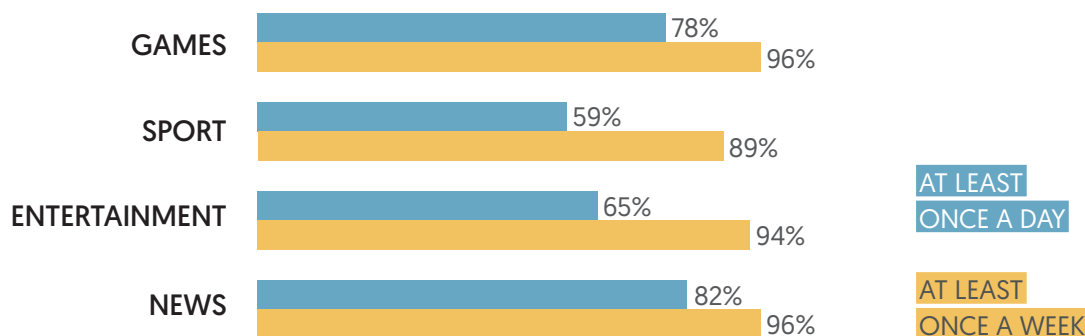
Q. Thinking about all the [CATEGORY] apps you have, how often do you tend to use them?
Base: Games app users (5,461) Entertainment app users (3,003) Sports app users (2,463) News app users (4,095)

Apps keep us in the game

We know that games apps are as popular with female smartphone users of all ages as with men.

Games apps are the most widely used of the four categories, accounting for 44% of smartphone users, as well as the most frequently used of all four types of apps: daily games app users account for over a third (35%) of the total smartphone population. 78% of users use them daily and users claim to spend, on average, six and a halfhours a week within games apps. (See Figure 11.)

Demographically diverse, engaged and committed, games apps users are a major potential audience for brands.

FIGURE 11: Games app category usage
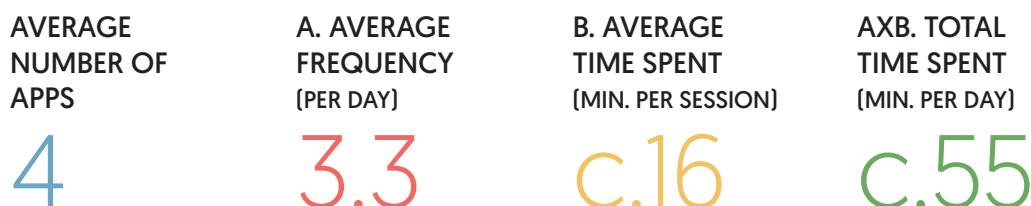
AVERAGE NUMBER OF APPS	A. AVERAGE FREQUENCY (PER DAY)	B. AVERAGE TIME SPENT (MIN. PER SESSION)	AXB. TOTAL TIME SPENT (MIN. PER DAY)
4	3.3	c.16	c.55

Q. Approximately how many apps do you use? **Q.** How often do you tend to use them?
Q. How long do you spend on it for each session? **Base:** Games app users (5,461)

Apps keep us coming back

News app users are almost as committed as their gaming counterparts. They're frequent – three times a day on average – spreading their usage across a small number of apps in short bursts of time. [See Figure 12.]

This 'snacking' behavior suits news apps perfectly. Users get the latest headlines in easily digestible format. They follow stories as they develop during the day and get breaking news as it happens.

FIGURE 12: News app category usage

AVERAGE NUMBER OF APPS	A. AVERAGE FREQUENCY (PER DAY)	B. AVERAGE TIME SPENT (MIN. PER SESSION)	AXB. TOTAL TIME SPENT (MIN. PER DAY)
2	3.0	c.8	c.25

Q. Approximately how many apps do you use? **Q.** How often do you tend to use them?
Q. How long do you spend on it for each session? **Base:** News app users (4,095)

Sports apps users are a loyal, usually fan-based group. In contrast to the constantly-evolving nature of news apps, the focus is on events – matches and tournaments within a wider season. Frequency of use is lower than for other categories (around twice a day on average), across a small number of apps. [See Figure13.]

FIGURE 13: Sports app category usage

AVERAGE NUMBER OF APPS	A. AVERAGE FREQUENCY (PER DAY)	B. AVERAGE TIME SPENT (MIN. PER SESSION)	AXB. TOTAL TIME SPENT (MIN. PER DAY)
2	2.1	c.9	c.21

Q. Approximately how many apps do you use? **Q.** How often do you tend to use them?
Q. How long do you spend on it for each session? **Base:** Sports app users (2,463)

Apps engage us for hours

Entertainment app users claim to spend an average of seven hours per week on their chosen services. They visit slightly less frequently but for longer amounts of time, catching up with their favourite TV shows or binge watching the latest must-see drama. [See Figure 14.]

FIGURE 14: Entertainment app category usage

AVERAGE NUMBER OF APPS	A. AVERAGE FREQUENCY (PER DAY)	B. AVERAGE TIME SPENT (MIN. PER SESSION)	AXB. TOTAL TIME SPENT (MIN. PER DAY)
4	2.7	c.22	c.59

Q. Approximately how many apps do you use? **Q.** How often do you tend to use them?
Q. How long do you spend on it for each session? **Base:** Entertainment app users (3,003)

CONCLUSION

Building brand engagement with mobile apps

In the smartphone world, apps are for everyone. App users are just as likely to be women as men, with usage spread across all age groups.

App users are in work, educated and affluent. For these people, apps are the new normal. They offer stimulating ways to interact with the digital world, while keeping users informed about what's going on in real life.

As universally as they are used, different app categories drive very different behaviours:

- **Demographics:** for example, games app usage remains high across all female age groups, but a preference for news overtakes games usage among the older males.

- **Times of the day:** 1 in 5 (21%) news app users check the headlines before they get out of bed or during the daily commute (33%).

- **Types of app:** Games app users may be participating actively in what's happening onscreen. Those using entertainment apps may be more passive, relaxing after a busy day.

- **Types of activity:** games and news apps users favour short, frequent bursts of activity. For entertainment apps longer, less frequent visits are the norm. For sports apps, their usage, though less frequent, could be concentrated around regular events.

In the world of mobile apps there is something for everyone. The amount and variety of apps, and the diversity of their usage, provides opportunities for brands to build meaningful relationships with their target audiences.

This research is just the beginning. Understanding how widespread app usage is and how closely it matches smartphone use provides a platform for brands to investigate this area more, building on their own considerable expertise.

Appendix 1: Technical note

Ipsos MORI carried out a total of 12,301 online interviews amongst weekly smartphone users aged 18-64 via the Ipsos Access Panel. Research was executed across 6 markets: the US (2,000), UK (2,071), Germany (2,087), France (2,135), Italy (2,000) and the Netherlands (2,008), with quotas placed on age within gender, region, internet usage and working status to ensure a representative sample. Fieldwork took place mid-April through to mid-May 2017.

Data was weighted to targets obtained from the Connected Consumer Study 2016 and Ipsos Global Trends 2017. All results shown are an aggregate across all markets, unless otherwise stated.

Within this survey participants were asked how much time they spent in our four app categories, therefore all time spent data is based on claimed usage.

Appendix 2: Definitions

Definitions for low/medium/high income and education groups were taken from the Connected Consumer Survey 2016.

Income	DESCRIPTION	LOW	MEDIUM	HIGH
GB	Annual household before tax	Up to £10,000	£10,001 - £49,999	£50,000+
GER	Monthly household after tax	Up to €1,000	€1,000 - €2,999	€3,000+
ITA	Annual household after tax	Less than €11,200	€11,200 - €26,999	€27,000+
NL	Annual household before tax	Up to €23,800	€23,801 - €59,000	€59,001+
US	Annual household before tax	Less than $25,000	$25,000 - $99,999	$100,000+
FRA	Monthly household after tax	Up to €1,500	€1,500- €3,099	€3,100+

Education

	LOW	MEDIUM	HIGH
GB	No formal schooling Some primary Primary completed	Secondary school / Junior high school / senior high school completed College / vocational completed [diploma/ certificate]	University completed [Undergraduate degree] Postgraduate degree / masters completed
GER	No formal schooling Some primary [Visit Grund-/Hauptschule] Primary completed [Grund-/ Hauptschule]	Secondary school completed [Realschule/Abitur] Vocational completed	College [Fachhochschulabschluss / Diplom] University completed [Undergraduate degree - Bachelor] Postgraduate degree / masters completed [Diplom/Master, PhD]
ITA	No formal schooling Some primary [elementare] Primary [elementare] completed	Completed secondary [Licenza di scuola media inferiore] Pre-University [Licenza di scuola media] superiore	Completed University [Laurea] Completed Postgraduate [e.g. master, dottorato, PhD ecc.]
NL	No formal schooling Some primary Primary completed	Secondary school [MAVO / first 3 years HAVO at VWO / VMBO] College / vocational completed [diploma/ certificate] [MBO / HAVO and VWO / HBO and WO]	University completed [HBO / WO-Bachelor] Postgraduate degree / masters completed [WO-Master of PhD / WO-doctoraal]
US	Elementary school or less Some high school	Graduated high school Some technical school or community college Completed technical school or community college Some undergraduate university or college	Completed undergraduate university or college Some post graduate work Completed post graduate work
FRA	No formal schooling Primary completed [Certificat d'études primaires] Former certificate of B.E.P.C.	Secondary school completed [Certificat d'aptitude professionnel [C.A.P.], brevet d'enseignement professionnel [B.E.P]] College / vocational completed [BAC d'enseignement technique ou d'enseignement général]	University completed [BAC + 2 ou niveau BAC + 2 [DUT, BTS, instituteurs, DEUG, diplômes paramédicaux ou sociaux]] Postgraduate degree / masters completed [Diplôme de l'enseignement supérieur [2ème, 3ème cycles, grande écoles]]

Appendix 3: Data tables across markets

Age

	TOTAL	UK	GE	FR	IT	NL	US
18-24	16%	18%	14%	16%	15%	15%	20%
25-34	24%	25%	24%	26%	21%	21%	25%
35-44	24%	23%	22%	25%	27%	23%	22%
45-54	22%	20%	24%	19%	22%	24%	20%
55-64	14%	13%	16%	14%	14%	17%	12%
AVERAGE AGE	39.39	38.67	40.31	38.82	39.82	40.37	38.37

Base: Total smartphone users: 12,301

Gender

	TOTAL	UK	GE	FR	IT	NL	US
MALE	50%	49%	52%	50%	51%	50%	51%
FEMALE	50%	51%	48%	50%	49%	50%	49%

Base: Total smartphone users: 12,301

Working status

	TOTAL	UK	GE	FR	IT	NL	US
WORKING	75%	80%	77%	74%	62%	78%	76%
NOT WORKING	25%	20%	23%	25%	37%	23%	23%

Base: Total smartphone users: 12,301

Household income

	TOTAL	UK	GE	FR	IT	NL	US
LOW	16%	11%	9%	17%	16%	20%	25%
MEDIUM	44%	49%	43%	42%	42%	39%	51%
HIGH	25%	30%	30%	29%	22%	17%	19%

Base: Total smartphone users: 12,301

Agreement with statements (Top 2 Box)

	TOTAL	UK	GE	FR	IT	NL	US
THE INTERNET IS THE FIRST PLACE I GO TO FOR INFORMATION	82%	87%	82%	84%	84%	78%	78%
I COULDN'T LIVE WITHOUT MY SMARTPHONE	57%	62%	45%	59%	56%	65%	58%
I TRY TO STAY UP TO DATE WITH ADVANCES IN TECHNOLOGY	64%	63%	62%	64%	74%	63%	59%
IF SOMETHING MAKES MY LIFE EASIER, I'LL BUY IT	55%	56%	53%	52%	69%	47%	56%
I PAY EXTRA TO ENSURE BETTER QUALITY	56%	59%	65%	47%	54%	52%	61%
WELL-KNOWN BRANDS ARE BETTER THAN OWN BRAND	32%	33%	25%	35%	30%	27%	43%
I LIKE TO TRAVEL ABROAD	64%	72%	61%	65%	71%	69%	47%
I LIKE TO FOLLOW THE NEWS	76%	79%	72%	80%	80%	78%	67%
IT'S IMPORTANT TO BE FINANCIALLY SAVVY	71%	85%	62%	51%	62%	84%	81%

Base: Total smartphone users: 12,301

Smartphone used most often

	TOTAL	UK	GE	FR	IT	NL	US
ANDROID SMARTPHONE (E.G. SAMSUNG GALAXY, GOOGLE PIXEL, SONY XPERIA, NEXUS, HTC ETC.)	64%	53%	73%	64%	74%	65%	56%
IPHONE	26%	37%	17%	20%	12%	30%	37%
A SMARTPHONE THAT ISN'T AN IPHONE OR AN ANDROID (E.G. NOKIA LUMIA)	10%	10%	10%	16%	14%	5%	7%

Base: Total smartphone users: 12,301

Frequency of using Smartphone

	TOTAL	UK	GE	FR	IT	NL	US
EVERY DAY	93%	92%	91%	92%	96%	97%	91%
4-5 DAYS A WEEK	4%	5%	5%	5%	3%	2%	6%
1-3 DAYS A WEEK	2%	3%	3%	3%	0%	1%	3%
AT LEAST ONCE A WEEK (NET)	100%	100%	100%	100%	100%	100%	100%

Base: Total smartphone users: 12,301

Activities done on a smartphone/tablet in the last 30 days	TOTAL	UK	GE	FR	IT	NL	US
SEARCH / BROWSE THE INTERNET	70%	75%	62%	69%	74%	73%	65%
COMMUNICATE WITH PEOPLE	61%	62%	61%	56%	68%	71%	45%
CHECK THE WEATHER	60%	60%	55%	64%	59%	65%	57%
PLAY GAMES	46%	42%	43%	49%	44%	48%	48%
READ / WATCH NEWS (OTHER THAN SPORT)	45%	46%	48%	42%	44%	57%	29%
SHOP (BROWSING OR BUYING)	43%	54%	43%	34%	45%	45%	39%
LISTEN TO MUSIC	43%	44%	39%	41%	40%	41%	51%
TAKE / EDIT / SHARE PHOTOS OR VIDEOS	41%	43%	38%	42%	47%	42%	36%
MANAGE FINANCES (E.G. BANKING, BUDGETING)	38%	45%	30%	41%	29%	55%	30%
STAY ORGANISED (E.G CALENDAR, TO DO LISTS)	35%	39%	37%	37%	26%	39%	31%
WATCH TV / VIDEOS (E.G. TV SHOWS, MOVIES, CLIPS)	29%	31%	24%	26%	28%	35%	29%
READ / WATCH SPORTS NEWS / ANALYSIS	23%	24%	21%	21%	29%	27%	18%
ORGANISE TRANSPORT (E.G. TAXIS, BUS TIMES	23%	27%	22%	26%	24%	33%	8%
TRACK YOUR OWN PHYSICAL ACTIVITY (E.G. FITNESS TRACKERS)	20%	25%	17%	18%	22%	21%	19%
READ MAGAZINES	10%	7%	12%	10%	16%	7%	8%
WATCH SPORTS GAMES	7%	6%	8%	5%	5%	8%	9%
PLAY FANTASY SPORTS	3%	4%	1%	3%	3%	1%	6%
NONE OF THESE	4%	4%	4%	4%	2%	3%	5%
ANY (NET)	96%	96%	96%	96%	98%	97%	95%
ANY SPORT (NET)	27%	27%	24%	25%	32%	30%	24%
ANY NEWS (NET)	47%	47%	51%	45%	49%	59%	33%

Base: Total smartphone users: 12,301

Activities done in the last 30 days on an app

Base: Total smartphone users: 12,301

	TOTAL	UK	GE	FR	IT	NL	US
COMMUNICATE WITH PEOPLE	56%	57%	58%	50%	64%	68%	40%
CHECK THE WEATHER	50%	48%	48%	51%	47%	54%	50%
PLAY GAMES	44%	40%	41%	47%	42%	46%	46%
LISTEN TO MUSIC	39%	41%	36%	37%	34%	37%	48%
TAKE / EDIT / SHARE PHOTOS OR VIDEOS	37%	40%	34%	38%	42%	39%	32%
MANAGE FINANCES (E.G. BANKING, BUDGETING)	33%	39%	24%	36%	26%	51%	25%
STAY ORGANISED (E.G. CALENDAR, TO DO LISTS)	32%	36%	34%	35%	23%	37%	28%
SEARCH / BROWSE THE INTERNET	32%	35%	28%	28%	35%	30%	34%
SHOP (BROWSING OR BUYING)	29%	36%	31%	24%	34%	25%	27%
READ / WATCH NEWS (OTHER THAN SPORT)	29%	31%	32%	29%	22%	44%	18%
WATCH TV/VIDEOS (E.G. TV SHOWS, MOVIES, CLIPS)	24%	27%	20%	22%	21%	30%	25%
TRACK YOUR OWN PHYSICAL ACTIVITY (E.G. FITNESS TRACKERS)	19%	24%	16%	17%	21%	20%	18%
ORGANISE TRANSPORT (E.G. TAXIS, BUS TIMES)	18%	20%	18%	20%	16%	27%	7%
READ / WATCH SPORTS NEWS / ANALYSIS	16%	17%	16%	15%	17%	21%	12%
READ MAGAZINES	7%	5%	9%	8%	10%	5%	6%
WATCH SPORTS GAMES	5%	6%	6%	4%	3%	6%	7%
PLAY FANTASY SPORTS	2%	2%	1%	2%	3%	1%	5%
NONE OF THESE	7%	8%	8%	8%	4%	5%	9%
ANY (NET)	93%	92%	92%	92%	96%	95%	91%
ANY SPORT (NET)	20%	21%	19%	18%	19%	24%	18%
ANY NEWS (NET)	32%	33%	34%	32%	26%	45%	21%

Activities done in the last 30 days on a mobile browser							Base: Total smartphone users: 12,301
	TOTAL	UK	GE	FR	IT	NL	US
SEARCH / BROWSE THE INTERNET	61%	67%	53%	62%	64%	66%	57%
SHOP (BROWSING OR BUYING)	29%	40%	24%	22%	26%	35%	26%
READ / WATCH NEWS (OTHER THAN SPORT)	28%	27%	28%	26%	34%	32%	20%
CHECK THE WEATHER	23%	22%	18%	25%	26%	26%	20%
COMMUNICATE WITH PEOPLE	16%	14%	15%	17%	18%	17%	13%
READ / WATCH SPORTS NEWS / ANALYSIS	13%	14%	10%	12%	20%	14%	12%
LISTEN TO MUSIC	13%	10%	10%	14%	15%	13%	16%
MANAGE FINANCES (E.G. BANKING, BUDGETING)	12%	14%	11%	12%	9%	14%	11%
WATCH TV/VIDEOS (E.G. TV SHOWS, MOVIES, CLIPS)	12%	11%	10%	10%	13%	13%	12%
PLAY GAMES	10%	7%	9%	9%	11%	11%	12%
ORGANISE TRANSPORT (E.G. TAXIS, BUS TIMES)	10%	12%	7%	11%	12%	13%	4%
TAKE / EDIT / SHARE PHOTOS OR VIDEOS	9%	7%	8%	10%	12%	9%	9%
STAY ORGANISED (E.G. CALENDAR, TO DO LISTS)	7%	8%	8%	6%	7%	7%	7%
READ MAGAZINES	5%	3%	6%	4%	10%	3%	5%
WATCH SPORTS GAMES	3%	3%	4%	3%	3%	4%	5%
TRACK YOUR OWN PHYSICAL ACTIVITY (E.G. FITNESS TRACKERS)	3%	2%	3%	3%	4%	3%	3%
PLAY FANTASY SPORTS	2%	2%	1%	2%	2%	1%	3%
NONE OF THESE	14%	13%	19%	14%	7%	11%	17%
ANY (NET)	86%	87%	81%	86%	93%	89%	83%
ANY SPORT (NET)	16%	16%	12%	14%	23%	16%	16%
ANY NEWS (NET)	30%	28%	30%	27%	37%	33%	22%

Types of games apps used on a smartphone/tablet in last 30 days

	TOTAL	UK	GE	FR	IT	NL	US
CASUAL GAMING	25%	26%	26%	32%	24%	31%	13%
PUZZLE GAMES	14%	15%	9%	11%	11%	14%	27%
ARCADE GAMES	10%	9%	8%	13%	8%	7%	12%
STRATEGY GAMES	10%	6%	7%	10%	9%	7%	18%
SPORT GAMES	5%	5%	4%	3%	6%	4%	9%
OTHER GAMES	7%	4%	8%	7%	7%	7%	7%
NOT STATED*	56%	60%	59%	53%	58%	54%	54%

* This question was only based on those who use any Gaming app, so anyone who doesn't use a gaming app is coded as 'Not stated'

Base: Total smartphone users: 12,301

Number of games apps used

	TOTAL	UK	GE	FR	IT	NL	US
MORE THAN 1 (NET)	80%	79%	82%	80%	76%	79%	84%
MORE THAN 3 (NET)	34%	34%	37%	33%	29%	32%	39%
MORE THAN 5 (NET)	13%	14%	13%	11%	10%	13%	17%
MEAN	3.69	3.91	3.83	3.58	3.16	3.68	3.98

Base: Users of games apps

Number of sports apps used

	TOTAL	UK	GE	FR	IT	NL	US
MORE THAN 1 (NET)	52%	55%	56%	54%	47%	42%	65%
MORE THAN 3 (NET)	11%	10%	11%	12%	7%	8%	21%
MORE THAN 5 (NET)	4%	2%	3%	4%	1%	2%	11%
MEAN	2.06	1.95	2.07	2.04	1.94	1.69	2.82

Base: Users of sports apps

Number of entertainment apps used

	TOTAL	UK	GE	FR	IT	NL	US
MORE THAN 1 (NET)	78%	81%	76%	79%	76%	77%	77%
MORE THAN 3 (NET)	33%	35%	38%	34%	24%	32%	35%
MORE THAN 5 (NET)	13%	12%	16%	13%	10%	13%	12%
MEAN	3.58	3.89	3.89	3.69	3.08	3.43	3.46

Base: Users of entertainment apps

Number of news apps used

	TOTAL	UK	GE	FR	IT	NL	US
MORE THAN 1 (NET)	60%	49%	61%	59%	61%	69%	54%
MORE THAN 3 (NET)	14%	8%	12%	13%	14%	22%	13%
MORE THAN 5 (NET)	5%	3%	3%	5%	5%	6%	5%
MEAN	2.43	1.97	2.48	2.30	2.41	2.97	2.12

Base: Users of news apps

Frequency of using games apps

	TOTAL	UK	GE	FR	IT	NL	US
6 TIMES A DAY OR MORE (NET)	15%	12%	13%	17%	14%	17%	15%
AT LEAST ONCE A DAY (NET)	78%	76%	73%	79%	76%	81%	80%
AT LEAST ONCE A WEEK (NET)	96%	96%	96%	96%	95%	98%	97%
AT LEAST ONCE A MONTH (NET)	99%	99%	100%	99%	99%	100%	99%
LESS OFTEN THAN ONCE A DAY (NET)	22%	24%	27%	21%	24%	19%	20%

Base: Users of games apps

Frequency of using sports apps

	TOTAL	UK	GE	FR	IT	NL	US
6 TIMES A DAY OR MORE (NET)	8%	6%	4%	8%	12%	5%	16%
AT LEAST ONCE A DAY (NET)	59%	59%	56%	63%	61%	47%	73%
AT LEAST ONCE A WEEK (NET)	89%	90%	94%	89%	87%	83%	94%
AT LEAST ONCE A MONTH (NET)	94%	96%	97%	94%	93%	87%	97%
LESS OFTEN THAN ONCE A DAY (NET)	41%	41%	44%	37%	39%	53%	27%

Base: Users of sports apps

Frequency of using entertainment apps

	TOTAL	UK	GE	FR	IT	NL	US
6 TIMES A DAY OR MORE (NET)	12%	10%	12%	13%	15%	11%	13%
AT LEAST ONCE A DAY (NET)	65%	63%	70%	62%	73%	59%	68%
AT LEAST ONCE A WEEK (NET)	94%	92%	95%	93%	98%	92%	94%
AT LEAST ONCE A MONTH (NET)	98%	98%	97%	98%	99%	97%	98%
LESS OFTEN THAN ONCE A DAY (NET)	35%	37%	30%	38%	27%	41%	32%

Base: Users of entertainment apps

Frequency of using news apps

	TOTAL	UK	GE	FR	IT	NL	US
6 TIMES A DAY OR MORE (NET)	11%	6%	8%	9%	17%	16%	8%
AT LEAST ONCE A DAY (NET)	82%	80%	81%	79%	85%	89%	72%
AT LEAST ONCE A WEEK (NET)	96%	96%	97%	95%	97%	98%	91%
AT LEAST ONCE A MONTH (NET)	98%	97%	99%	97%	98%	99%	93%
LESS OFTEN THAN ONCE A DAY (NET)	18%	20%	19%	21%	15%	11%	28%

Base: Users of news apps

Time spent on games apps each session

	TOTAL	UK	GE	FR	IT	NL	US
MORE THAN 1 MINUTE (NET)	99%	100%	99%	99%	100%	98%	99%
MORE THAN 5 MINUTES (NET)	82%	83%	84%	83%	87%	78%	80%
MORE THAN 15 MINUTES (NET)	35%	35%	40%	36%	33%	31%	36%

Base: Users of games apps

Time spent on sports apps each session

	TOTAL	UK	GE	FR	IT	NL	US
MORE THAN 1 MINUTE (NET)	90%	94%	94%	88%	91%	83%	93%
MORE THAN 5 MINUTES (NET)	41%	47%	38%	43%	39%	30%	55%
MORE THAN 15 MINUTES (NET)	13%	14%	10%	12%	12%	10%	24%

Base: Users of sports apps

Time spent on entertainment apps each session

	TOTAL	UK	GE	FR	IT	NL	US
MORE THAN 1 MINUTE (NET)	98%	99%	99%	98%	99%	97%	98%
MORE THAN 5 MINUTES (NET)	82%	82%	82%	79%	85%	80%	83%
MORE THAN 15 MINUTES (NET)	53%	54%	54%	46%	55%	50%	58%

Base: Users of entertainment apps

Time spent on news apps each session

	TOTAL	UK	GE	FR	IT	NL	US
MORE THAN 1 MINUTE (NET)	95%	96%	95%	95%	97%	95%	94%
MORE THAN 5 MINUTES (NET)	45%	49%	48%	44%	50%	33%	56%
MORE THAN 15 MINUTES (NET)	9%	9%	9%	9%	8%	5%	16%

Base: Users of news apps

Average time spent on apps per day

	TOTAL	UK	GE	FR	IT	NL	US
GAMES	55	45	55	60	53	53	62
SPORTS	21	20	12	20	18	11	50
ENTERTAINMENT	59	54	62	55	72	48	69
NEWS	25	22	21	24	37	21	31

Base: Users of apps

Frequency of using apps per day

	TOTAL	UK	GE	FR	IT	NL	US
GAMES	3.3	2.9	2.9	3.5	3.2	3.7	3.5
SPORTS	2.1	2.1	1.6	2.2	2.6	1.5	3.1
ENTERTAINMENT	2.7	2.4	2.9	2.8	3.3	2.5	2.8
NEWS	3.0	2.4	2.6	2.8	3.7	3.6	2.5

Base: Users of apps