THE 2017 U.S. Mobile App Report
The 2017 U.S. Mobile App Report leverages several data sources unique to comScore:

- The report is based primarily on behavioral measurement from comScore Media Metrix® Multi-Platform, which provides deduplicated reporting of digital audiences across desktop computers, smartphones and tablets, and comScore Mobile Metrix®, which provides deduplicated reporting of mobile web and app audiences across both smartphones and tablets. The report also includes survey-based data from comScore MobiLens®.
- Custom analytics data derived from the aforementioned products’ data streams is also included.
- The report also incorporates results from a survey of 1,033 smartphone users in July 2017 to understand their habits. In some charts we compare these results to our August 2016 and August 2015 surveys.

Important Definitions:
- Any reference to “mobile” means the combination of smartphone and tablet. When data is referring specifically to smartphones or tablets, it will be labeled accordingly.
- All mobile data is based on Age 18+ population.
- Age 18-34 segment may be referred to as “Millennials”.
- A “unique visitor” is a person who visits an app or digital media property at least once over the course of a month. This metric, in app parlance, is equivalent to a “monthly active user/MAU”.

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App Overview
Digital media usage time is driven by mobile apps, with smartphone apps accounting for half of all time spent.

Share of Digital Media Time Spent
Source: comScore Media Metrix Multi-Platform & Mobile Metrix, U.S., Total Audience, June 2017

- Smartphone App: 50%
- Tablet App: 7%
- Tablet Web: 2%
- Smartphone Web: 7%
- Desktop: 34%
The smartphone dominates for 18-24 year-olds, who spend an amazing 2/3rd of their digital media time on smartphone apps alone.

### Share of Platform Time Spent by Age

Source: comScore Media Metrix Multi-Platform & Mobile Metrix, U.S., Age 18+, June 2017

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Desktop</th>
<th>Smartphone App</th>
<th>Smartphone Web</th>
<th>Tablet App</th>
<th>Tablet Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>34%</td>
<td>50%</td>
<td>7%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Age 18-24</td>
<td>23%</td>
<td>66%</td>
<td>7%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Age 25-34</td>
<td>31%</td>
<td>54%</td>
<td>7%</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>Age 35-44</td>
<td>32%</td>
<td>53%</td>
<td>8%</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>Age 45-54</td>
<td>36%</td>
<td>48%</td>
<td>7%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Age 55-64</td>
<td>34%</td>
<td>46%</td>
<td>7%</td>
<td>10%</td>
<td>3%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>53%</td>
<td>27%</td>
<td>6%</td>
<td>12%</td>
<td>3%</td>
</tr>
</tbody>
</table>

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App usage tends to be heavier among younger users, with 18-24 year-olds spending more than 3 hours a day on apps.
Mobile app dominates time spent vs. mobile web, with a slightly higher split for smartphones than tablets.
The average user spends 16x more time on the top apps than they do on the top mobile websites, but mobile web tends to capture larger audiences.
Mobile apps have a higher concentration of time spent in the top 10 and a significantly smaller long-tail than desktop and mobile web.

### Concentration of Time Spent in Top Websites & Apps

**Source:** comScore Media Metrix Multi-Platform & Mobile Metrix, U.S., Total Audience, June 2017

<table>
<thead>
<tr>
<th>Platform</th>
<th>Rank 1-10</th>
<th>Rank 11-50</th>
<th>Rank 51-100</th>
<th>Rank 101-500</th>
<th>Rank 501+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop Web</td>
<td>48%</td>
<td>9%</td>
<td>3%</td>
<td>6%</td>
<td>35%</td>
</tr>
<tr>
<td>Mobile Web</td>
<td>44%</td>
<td>11%</td>
<td>4%</td>
<td>11%</td>
<td>29%</td>
</tr>
<tr>
<td>Mobile App</td>
<td>53%</td>
<td>19%</td>
<td>7%</td>
<td>12%</td>
<td>9%</td>
</tr>
</tbody>
</table>
App Download Habits
A majority share of smartphone users don’t download any apps in a month, and the average user downloads two.
App discovery is down across several channels, including the app store, word-of-mouth and advertising. Is interest in new apps waning?

Most Common App Discovery Channels Among Smartphone Users
Source: comScore MobiLens, U.S., Age 13+, 3 Month Average Ending June 2017 vs. June 2016

<table>
<thead>
<tr>
<th>Channel Type</th>
<th>Jun-2016</th>
<th>Jun-2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>App Store</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>Searched app store</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Featured/ Top List in app store</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>via friend/ family</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>via comment/ review/ social site</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Word-of-Mouth/Opinion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>via news/ print review/ TV show</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>via a website</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>via Ad on device browser/ app</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>via Ad on TV/ print/ billboard</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Advertising/Marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>via Ad on device browser/ app</td>
<td></td>
<td></td>
</tr>
<tr>
<td>via Ad on TV/ print/ billboard</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Millennials still have a lot of excitement for new apps, but older smartphone users do not match Millennials’ level of interest

Smartphone Users’ Attitudes About New Apps by Age Segment*
Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave

<table>
<thead>
<tr>
<th>Statement</th>
<th>Age 18-34</th>
<th>Age 35-54</th>
<th>Age 55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>I’m always looking for new and interesting apps</td>
<td>70%</td>
<td>37%</td>
<td>22%</td>
</tr>
<tr>
<td>There’s a lot more I wish I could do with my apps</td>
<td>66%</td>
<td>35%</td>
<td>26%</td>
</tr>
<tr>
<td>I get excited about new apps</td>
<td>65%</td>
<td>37%</td>
<td>19%</td>
</tr>
</tbody>
</table>

* Represents the percentage of smartphone users who responded on a 5-point scale that they “Strongly Agree” or “Somewhat Agree” with the statements shown.
Millennials are much more willing to shell out cash for apps, with 1 out of 5 downloading an average of one paid app per month.

App Purchases in the Past Year by Age Segment
Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave

- Age 18-34: 36% (36% 0 purchased apps, 14% 1-2 purchased apps, 14% 3-4 purchased apps, 17% 5-11 purchased apps, 19% 12+ purchased apps)
- Age 35-54: 66% (36% 0 purchased apps, 14% 1-2 purchased apps, 18% 3-4 purchased apps, 8% 5-11 purchased apps, 5% 12+ purchased apps)
- Age 55+: 80% (1% 0 purchased apps, 13% 1-2 purchased apps, 4% 3-4 purchased apps, 13% 5-11 purchased apps, 2% 12+ purchased apps)
Millennials are also more willing to make purchases within an app, with nearly half making five or more in-app purchases annually.

In-App Purchases in the Past Year by Age Segment
Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave

- **Age 18-34**
  - 30%: 0 in-app purchases
  - 23%: 1-2 in-app purchases
  - 23%: 3-4 in-app purchases
  - 12%: 5-11 in-app purchases
  - 13%: 12+ in-app purchases

- **Age 35-54**
  - 72%: 0 in-app purchases
  - 58%: 1-2 in-app purchases
  - 17%: 3-4 in-app purchases
  - 10%: 5-11 in-app purchases
  - 6%: 12+ in-app purchases

- **Age 55+**
  - 58%: 0 in-app purchases
  - 6%: 12+ in-app purchases
  - 16%: 5-11 in-app purchases
  - 17%: 3-4 in-app purchases
  - 10%: 1-2 in-app purchases
  - 2%: 0 in-app purchases

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Millennials are still adding apps often, but older smartphone users’ download habits are losing steam and they may now be net app deleters.

Smartphone Users’ App Addition/Deletion Habits by Age Segment*

Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave

* Represents the percentage of smartphone users who responded on a 5-point scale that they “Strongly Agree” or “Somewhat Agree” with the statements shown.
The top reasons for deleting apps are largely consistent across age groups, with usage frequency ranking as the top factor.

Smartphone Users’ Reported Reasons for Deleting Apps by Age Segment*

Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave

* This question was only asked of smartphone users who reported they deleted an app in the past year.
Logos matter. Because apps confer social identity, Millennials will delete an app if they don’t like how it looks on their screen.

Deleted Apps in the Past Year Because They Didn’t Like How it Looked on their Home Screen

Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave

* This question was only asked of smartphone users who reported they deleted an app in the past year.
App Usage Habits
Smartphone users spend half their time on their #1 most used app, while tablet users spend almost 2/3rds of their time on it.

Share of Individual Users’ Time Spent on Apps by Rank
Source: comScore Mobile Metrix (Custom), U.S., Age 18+, June 2017

Avg. # of Different Apps Used per Month

Individuals’ Top Ranked App by Usage
Across age segments, smartphone users’ #1 app accounts for half of all time spent on apps, and the top 10 account for almost the entirety

**Concentration of App Time Spent by Smartphone App Rank**

Source: comScore Mobile Metrix (Custom), U.S., Age 18+, June 2017

- **Top 1**
  - Age 18-34: 48%
  - Age 35-54: 49%
  - Age 55+: 53%

- **Top 3**
  - Age 18-34: 77%
  - Age 35-54: 77%
  - Age 55+: 80%

- **Top 5**
  - Age 18-34: 88%
  - Age 35-54: 87%
  - Age 55+: 89%

- **Top 10**
  - Age 18-34: 96%
  - Age 35-54: 96%
  - Age 55+: 97%
The majority of app users access 20 or fewer apps in a month, but younger users are much more likely to exceed that.

**Number of Monthly Apps Used by Age Segment**  
*Source: comScore Mobile Metrix (Custom), U.S., Age 18+, June 2017*

<table>
<thead>
<tr>
<th>Age Segment</th>
<th>1-10 apps</th>
<th>11-20 apps</th>
<th>21-30 apps</th>
<th>31-40 apps</th>
<th>41+ apps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 18-34</td>
<td>18%</td>
<td>38%</td>
<td>29%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>Age 35-54</td>
<td>22%</td>
<td>39%</td>
<td>25%</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>Age 55+</td>
<td>29%</td>
<td>43%</td>
<td>20%</td>
<td>7%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Despite using more apps than older segments, Millennials utilize fewer screens on their phone and instead organize their apps into folders.
All age groups are relying on folders more as they seek to organize the high number of apps on their smartphones.

% of Smartphone Users Who Use App Folders
Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave vs. 2016 Wave

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2016</th>
<th>2017</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 18-34</td>
<td>61%</td>
<td>77%</td>
<td>+16pts</td>
</tr>
<tr>
<td>Age 35-54</td>
<td>41%</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>Age 55+</td>
<td>25%</td>
<td>35%</td>
<td></td>
</tr>
</tbody>
</table>
2 in 3 smartphone users keep their #1 most used app front and center on the home screen, but more users are now putting it in a folder.
It’s becoming more common for smartphone users to strategically position apps on their home screen, with frequency of use being the top factor.

**Percent of Users that Intentionally Move Apps to Home Screen**
Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave

- 80% Intentionally Moved Apps to Home Screen
- +5 pts vs. 2016

**Top Factors Influencing Decision to Move Apps to Home Screen**
Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave

- How often I use the app: 61%
- Easier access: 54%
- I often need to access the app quickly: 49%
- My interest in that app or kind of app: 34%
- I like how the logo looks on my home screen: 18%
55+ year-olds are 5x as likely as 18-34 year-olds to only operate their smartphone with two hands

% of Smartphone Users by Age Segment Who Only Operate Phone with Two Hands

Source: comScore Custom Survey, U.S., Age 18+, July 2017

- Age 18-34: 8%
- Age 35-54: 19%
- Age 55+: 39%
Millennials are more likely to position apps on their phones based on ‘thumb reach’ and are increasingly considering this dynamic.

% of One-Handed Smartphone Users who Consider Thumb Reach when Positioning Apps on Phone Screen*

* Represents the percentage of one-handed smartphone users who responded on a 5-point scale that they “Strongly Agree” or “Somewhat Agree” with the following statement: “Agree/Disagree: The ease with which I’m able to reach an app with my thumb when operating my phone affects where I have positioned that app on my smartphone?”

Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave
As single-handed, tech-savvy smartphone users, Millennials are more likely to use the reachability feature – especially on iPhone.
Signs of ‘app addiction’ are much more prevalent amongst Millennials, who rely on apps and have the urge to constantly check them.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Age 18-34</th>
<th>Age 35-54</th>
<th>Age 55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>My smartphone would be useless to me without apps</td>
<td>76%</td>
<td>51%</td>
<td>39%</td>
</tr>
<tr>
<td>The instant I feel bored, I get an urge to pull out my phone and open an app</td>
<td>74%</td>
<td>49%</td>
<td>26%</td>
</tr>
<tr>
<td>When I see a notification for one of my apps, I have to check it immediately</td>
<td>63%</td>
<td>36%</td>
<td>26%</td>
</tr>
</tbody>
</table>

* Represents the percentage of smartphone users who responded on a 5-point scale that they “Strongly Agree” or “Somewhat Agree” with the statements shown.
Last year’s increase in ‘push notification fatigue’ reversed itself in 2017. Is the uptick in news events making users want to stay more connected?

Q: How often do you agree to an app’s request to allow push notifications?*

Source: comScore Custom Survey, U.S., Age 18+, 2015 / 2016 / 2017 Waves

* This question was only directed to those smartphone users who indicated that they received a request for push notifications.
As the most permissive of push notifications, Millennials have only themselves to blame for their high level of annoyance at receiving them.

**% of Smartphone Users by Age Segment**
Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave

Q: How often do you agree to an app’s request to allow push notifications?

- **Always**
- **Often**

<table>
<thead>
<tr>
<th>Age Segment</th>
<th>Always</th>
<th>Often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 18-34</td>
<td>33%</td>
<td>23%</td>
</tr>
<tr>
<td>Age 35-54</td>
<td>30%</td>
<td>18%</td>
</tr>
<tr>
<td>Age 55+</td>
<td>18%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Strongly Agree/Somewhat Agree*: “I get annoyed when I get too many app notifications”

<table>
<thead>
<tr>
<th>Age Segment</th>
<th>Strongly Agree/Somewhat Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 18-34</td>
<td>71%</td>
</tr>
<tr>
<td>Age 35-54</td>
<td>59%</td>
</tr>
<tr>
<td>Age 55+</td>
<td>51%</td>
</tr>
</tbody>
</table>

* Represents the percentage of smartphone users who responded on a 5-point scale that they “Strongly Agree” or “Somewhat Agree” with the statements shown.
Top & Fast-Growing Apps
Facebook and Google own the top 6 – and 8 of the top 10 – most used apps, with Snapchat and Pandora rounding out the ranking.

**Top 10 Mobile Apps by Penetration of App Audience**

*Source: comScore Mobile Metrix, U.S., Age 18+, June 2017*

- Facebook: 81%
- YouTube: 71%
- Facebook Messenger: 68%
- Google Search: 61%
- Google Maps: 57%
- Instagram: 50%
- Snapchat: 50%
- Google Play: 47%
- Gmail: 44%
- Pandora: 41%
Facebook maintains its position as the #1 app in monthly users

**Facebook Mobile App Highlights**

- **147 MM** monthly users, highest among all mobile apps
- **#1 App** by monthly users on both smartphone and tablet
- **46%** of smartphone users have Facebook on their home screen
- **81%** penetration among mobile app users
- **Top 3** highest engagement app among 50%+ of smartphone users across age groups
- **#1 App** smartphone users say is 'most essential'

Sources: comScore Mobile Metrix, U.S., Age 18+, June 2017
Custom Analytics, U.S., Age 18+, June 2017
Custom Survey, U.S., Age 18+, 2017 Wave
The top apps vary by age group, with YouTube and Snapchat ranking higher on the list among younger Millennials

### Top Apps by Unique Visitors

Source: comScore Mobile Metrix, U.S., Age 18+, June 2017

<table>
<thead>
<tr>
<th>Age 18-24</th>
<th>Age 25-34</th>
<th>Age 35-54</th>
<th>Age 55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. YouTube</td>
<td>1. Facebook</td>
<td>1. Facebook</td>
<td>1. Facebook</td>
</tr>
<tr>
<td>2. Facebook</td>
<td>2. YouTube</td>
<td>2. YouTube</td>
<td>2. Google Search</td>
</tr>
<tr>
<td>3. Snapchat</td>
<td>3. Facebook Messenger</td>
<td>3. Facebook Messenger</td>
<td>3. Facebook Messenger</td>
</tr>
<tr>
<td>5. Instagram</td>
<td>5. Google Maps</td>
<td>5. Google Maps</td>
<td>5. Google Maps</td>
</tr>
</tbody>
</table>

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The top indexing apps by age segment reveals social and entertainment affinity among younger adults, and news and retail affinity among older adults.

### Top Indexing Apps* by Age Segment

**Source:** comScore Mobile Metrix, U.S., Age 18+, June 2017

#### Age 18-24
- iFunny: 361
- GroupMe: 301
- SoundCloud: 300
- Tumblr: 277
- Bitmoji: 243
- Tinder: 234
- Venmo: 217
- Kik Messenger: 209
- Spotify: 201
- Google Docs: 196

#### Age 25-34
- Venmo: 199
- Shazam: 165
- Tinder: 161
- Yelp: 159
- Zillow: 157
- Wells Fargo Mobile: 154
- Uber: 151
- Groupon: 145
- Chase Mobile: 144
- Spotify: 140

#### Age 35-54
- Checkout 51: 138
- iHeartRadio: 134
- Walmart: 128
- shopkick: 127
- Groupon: 123
- Google+: 123
- eBay: 120
- Words With Friends: 118
- Yahoo Mail: 115
- LinkedIn: 115

#### Age 55+
- Fox News: 219
- Solitaire by Mobilityware: 174
- Verizon Cloud: 147
- Kindle: 146
- Google Play Newsstand: 140
- WeatherBug: 134
- Apple News: 128
- MyRadar Weather Radar: 120
- iBooks: 118
- The Weather Channel: 113

*Highest Indexing Apps based on ranking of the Top 50 apps by unique visitors according to each age segment.
Smartphone users are most likely to select Facebook as their ‘most essential’ app, but otherwise favor functional apps over entertainment.

**Top Apps Smartphone Users ‘Cannot Go Without’ by Age Segment**

*Survey respondents were asked to select their top 3 ‘most essential’ apps (i.e. the apps they couldn’t go without) of the apps they own. Apps listed were selected by at least 20% of overall survey respondents.*

Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave

- **Facebook**: Total 45%, Age 18-34 45%, Age 35-54 37%, Age 55+ 22%
- **Gmail**: Total 37%, Age 18-34 30%, Age 35-54 30%, Age 55+ 24%
- **Amazon**: Total 30%, Age 18-34 34%, Age 35-54 36%, Age 55+ 35%
- **Google Maps**: Total 24%, Age 18-34 29%, Age 35-54 30%, Age 55+ 26%
- **Google Search**: Total 21%, Age 18-34 22%, Age 35-54 24%, Age 55+ 11%
Facebook is also the most likely app to be positioned on smartphone users’ home screens for easy access.

<table>
<thead>
<tr>
<th>App</th>
<th>Home Screen - Individual App</th>
<th>Home Screen - In Folder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>33%</td>
<td>14%</td>
</tr>
<tr>
<td>Gmail</td>
<td>28%</td>
<td>13%</td>
</tr>
<tr>
<td>Google Maps</td>
<td>22%</td>
<td>14%</td>
</tr>
<tr>
<td>Amazon</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>FB Messenger</td>
<td>21%</td>
<td>13%</td>
</tr>
<tr>
<td>YouTube</td>
<td>21%</td>
<td>12%</td>
</tr>
<tr>
<td>Google Search</td>
<td>24%</td>
<td>8%</td>
</tr>
<tr>
<td>Google Play</td>
<td>18%</td>
<td>8%</td>
</tr>
<tr>
<td>Instagram</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Apple App Store</td>
<td>14%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave

* Not all values in chart will sum due to rounding to nearest percent.
There’s a strong correlation between how essential an app is to a user and whether it gets placed on their home screen.

Selected Smartphone Apps: ‘Most Essential’ vs. Home Screen Incidence*

Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave

* Home screen incidence includes any apps that appear on the home screen, whether individually or in a folder. Survey respondents were asked to select their top 3 ‘most essential’ apps (i.e. the apps they couldn’t go without) of the apps they own.
35% of Millennials selected Amazon as one of three apps they can’t go without, and often ranked more functional apps over social apps.

**Most Essential Apps 18-34 Year-Olds Said They ‘Can’t Go Without’**

Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave

- **Amazon**: 35%
- **Gmail**: 30%
- **Facebook**: 29%
- **FB Messenger**: 18%
- **YouTube**: 16%
- **Google Maps**: 14%
- **Google Search**: 11%
- **Apple App Store**: 11%
- **WhatsApp**: 11%
- **Instagram**: 11%

*Survey respondents were asked to select their top 3 ‘most essential’ apps (i.e. the apps they couldn’t go without) of the apps they own.*
Many of today’s most prominent fast-growing apps are marketplaces or services that are thriving due to network effects. 

**Fast Rising Apps** – Unique Visitor Trend
Source: comScore Mobile Metrix, U.S., Age 18+, June 2015 – June 2017

*Based on a selection of apps with at least 5 million monthly visitors growing at very strong rates over the past two years.

**Musical.ly’s percent change figure represents its app audience growth from August 2015 to June 2016.
Consumers reported a wide variety of apps when asked what app they considered their ‘hidden gem’

21% of smartphone users have an app they consider their ‘Hidden Gem’

Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave. Select apps chosen from the following open-ended question:
Q: What app do you consider to be your ‘hidden gem’? Your hidden gem would be the one app that you love, but that you think is not widely known or not used by many people, but you think it should be.
App Content Categories
The top 6 categories representing nearly $2/3$ of time spent on apps are entertainment or communication-focused.
Engagement in several content categories continues to transition to apps, with News seeing one of the most notable shifts from a year ago.

**Mobile App Share of Total Digital Time Spent for Selected Content Categories**

*Source: comScore Media Metrix Multi-Platform & Mobile Metrix, U.S., Total Audience, June 2017*

<table>
<thead>
<tr>
<th>Category</th>
<th>Share 2017</th>
<th>Change vs. June 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maps</td>
<td>96%</td>
<td>+3</td>
</tr>
<tr>
<td>Instant Messengers</td>
<td>96%</td>
<td>+3</td>
</tr>
<tr>
<td>Music</td>
<td>96%</td>
<td>+4</td>
</tr>
<tr>
<td>Photos</td>
<td>95%</td>
<td>+4</td>
</tr>
<tr>
<td>Weather</td>
<td>84%</td>
<td>+3</td>
</tr>
<tr>
<td>Games</td>
<td>81%</td>
<td>+4</td>
</tr>
<tr>
<td>Personals</td>
<td>79%</td>
<td>+4</td>
</tr>
<tr>
<td>Social Networking</td>
<td>70%</td>
<td>+4</td>
</tr>
<tr>
<td>Retail</td>
<td>47%</td>
<td>+6</td>
</tr>
<tr>
<td>News/Information</td>
<td>41%</td>
<td>+6</td>
</tr>
<tr>
<td>Sports</td>
<td>34%</td>
<td>+4</td>
</tr>
<tr>
<td>Portals</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Politics</td>
<td>5%</td>
<td>+4</td>
</tr>
</tbody>
</table>
Social Networking Apps: Category Snapshot

App User Penetration
% Reach of Total App Audience

93%

#1 Ranked App
by Unique Visitors

Facebook

Demographic Profile
Index of Category vs. Total App Audience

Age 18-24: 103
Age 25-34: 103
Age 35-54: 101
Age 55+: 94
Male: 97
Female: 103

Usage Breakdown
by Share of Category’s Total Digital Time Spent

Desktop: 22%
Mobile Web: 8%
Mobile App: 70%

Source: comScore Mobile Metrix, Age 18+, June 2017; comScore Media Metrix Multi-Platform (desktop)
News Apps: Category Snapshot

**App User Penetration**
% Reach of Total App Audience

77%

**Demographic Profile**
Index of Category vs. Total App Audience

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 18-24</td>
<td>92</td>
<td></td>
</tr>
<tr>
<td>Age 25-34</td>
<td>99</td>
<td></td>
</tr>
<tr>
<td>Age 35-54</td>
<td>99</td>
<td></td>
</tr>
<tr>
<td>Age 55+</td>
<td>107</td>
<td></td>
</tr>
</tbody>
</table>

**#1 Ranked App**
by Unique Visitors

Apple News

**Usage Breakdown**
by Share of Category’s Total Digital Time Spent

- Mobile App: 41%
- Mobile Web: 24%
- Desktop: 35%

Source: comScore Mobile Metrix, Age 18+, June 2017; comScore Media Metrix Multi-Platform (desktop)
* "News" category refers to comScore’s News/Information category. Apps exclusively focused on weather were not included in the ranking of News apps.*
Retail Apps: Category Snapshot

**App User Penetration**
% Reach of Total App Audience

75%

**Demographic Profile**
Index of Category vs. Total App Audience

<table>
<thead>
<tr>
<th>Age 18-24</th>
<th>Age 25-34</th>
<th>Age 35-54</th>
<th>Age 55+</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>91</td>
<td>106</td>
<td>101</td>
<td>99</td>
<td>87</td>
<td>112</td>
</tr>
</tbody>
</table>

**#1 Ranked App**
by Unique Visitors

Amazon

**Usage Breakdown**
by Share of Category’s Total Digital Time Spent

- Mobile App: 47%
- Mobile Web: 13%
- Desktop: 40%

Source: comScore Mobile Metrix, Age 18+, June 2017; comScore Media Metrix Multi-Platform (desktop)
Gaming Apps: Category Snapshot

App User Penetration
% Reach of Total App Audience

67%

Demographic Profile
Index of Category vs. Total App Audience

#1 Ranked App
by Unique Visitors

Words With Friends

Usage Breakdown
by Share of Category’s Total Digital Time Spent

Mobile App 81%
Desktop 18%
Words With Friends 1%

Source: comScore Mobile Metrix, Age 18+, June 2017; comScore Media Metrix Multi-Platform (desktop)
Travel Apps: Category Snapshot

App User Penetration
% Reach of Total App Audience

27%

#1 Ranked App
by Unique Visitors
Uber

Demographic Profile
Index of Category vs. Total App Audience

<table>
<thead>
<tr>
<th>Age 18-24</th>
<th>Age 25-34</th>
<th>Age 35-54</th>
<th>Age 55+</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>107</td>
<td>116</td>
<td>95</td>
<td>90</td>
<td>96</td>
<td>104</td>
</tr>
</tbody>
</table>

Usage Breakdown
by Share of Category’s Total Digital Time Spent

Desktop 48%
Mobile App 33%
Mobile Web 19%

Source: comScore Mobile Metrix, Age 18+, June 2017; comScore Media Metrix Multi-Platform (desktop)
Sports Apps: Category Snapshot

App User Penetration
% Reach of Total App Audience

23%

#1 Ranked App
by Unique Visitors

ESPN

Demographic Profile
Index of Category vs. Total App Audience

Usage Breakdown
by Share of Category’s Total Digital Time Spent

Desktop 42%
Mobile App 34%
Mobile Web 24%

Source: comScore Mobile Metrix, Age 18+, June 2017; comScore Media Metrix Multi-Platform (desktop)
Dating Apps: Category Snapshot

App User Penetration

% Reach of Total App Audience

11%

#1 Ranked App

by Unique Visitors

Tinder

Demographic Profile

Index of Category vs. Total App Audience

<table>
<thead>
<tr>
<th>Age 18-24</th>
<th>Age 25-34</th>
<th>Age 35-54</th>
<th>Age 55+</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>170</td>
<td>147</td>
<td>73</td>
<td>60</td>
<td>117</td>
<td>85</td>
</tr>
</tbody>
</table>

Usage Breakdown

by Share of Category’s Total Digital Time Spent

Mobile App 79%

Desktop 14%

Mobile Web 7%

Source: comScore Mobile Metrix, Age 18+, June 2017; comScore Media Metrix Multi-Platform (desktop)
Summary & Key Findings
Key Takeaways

1. **Mobile Apps are the primary driver of digital media consumption but activity is concentrated**
   - The average user spends 2.3 hours per day using mobile apps
   - Apps dominate mobile web in usage time, 87% to 13%
   - Half of digital media time spent occurs in smartphone apps
   - Smartphone users’ #1 app drives half of their app time, and the Top 10 drive 95%+
   - Apps have a shorter long-tail for usage compared to the web, with less than 30% of app time occurring outside the Top 50

2. **More signs of having reached ‘peak app’ are emerging as interest in new apps begins to wane**
   - Many app acquisition methods are seeing modest declines over the past year
   - The majority of app users don’t download any apps per month
   - Most app users across all age segments access 20 or fewer apps in a month
   - While many fast growing apps still exist, fewer apps have emerged of late to revolutionize the digital landscape

3. **Millennials prove to be the most engaged, sophisticated and addicted users of apps**
   - Millennials are more likely to engage in curation of apps by location and accessibility on their home screens
   - While they love social and entertainment apps, they are also extremely reliant on more functional apps
   - They can’t live without their apps, but also show signs of app fatigue
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