

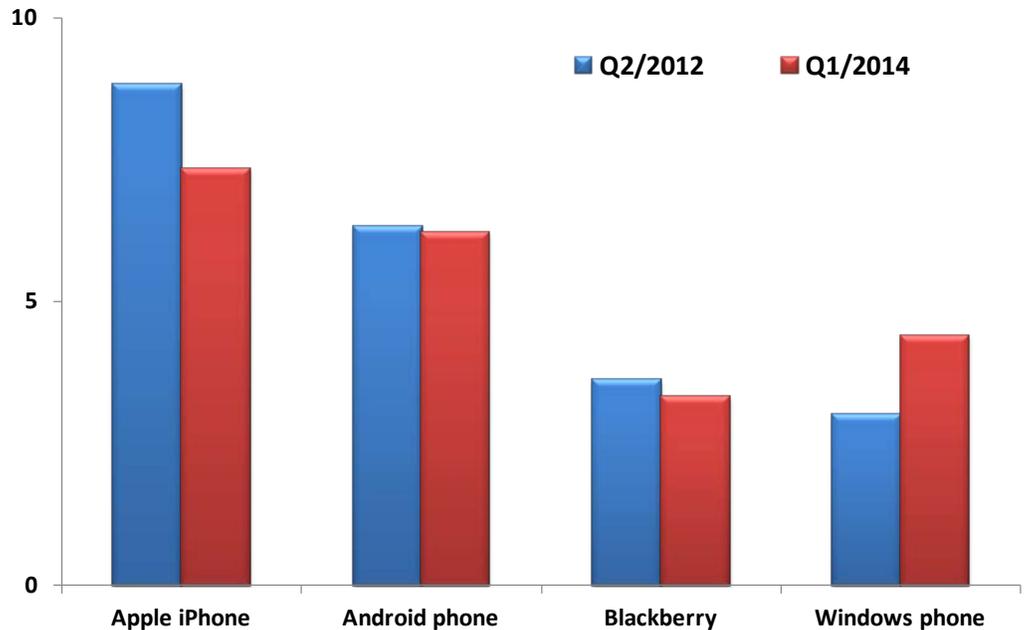
By **Harry Wang**, *Director of Health & Mobile Product Research*, **John Barrett**, *Director, Consumer Analytics*, **Yilan Jiang**, *Manager, Consumer Research*, and **David Mitchel**, *Research Analyst, Parks Associates*

SYNOPSIS

Consumer Segmentation: Mobile App Users analyzes the market for tablet and smartphone apps, including the number of downloads, expenditures, in-app purchases, and app use. It segments and analyzes consumers according to their level of app use. Finally, it investigates the use of key app genres, namely music, messaging, shopping, and second-screen apps.

Average # of Smartphone Apps Used by Smartphone OS

(Smartphone Users in U.S. Broadband Households)



© Parks Associates

ANALYST INSIGHT

“Retailers are leveraging shopping apps to establish stronger relationships with customers and facilitate in-store shopping. In similar fashion, content providers are building stronger relationship with viewers by offering app tiers to their media properties.”

— **John Barrett**, *Director, Consumer Analytics, Parks Associates*

CONTENTS

About the Research

Previous Research

- Smart Data Plans for Mobile Consumers (Q2/14)
- 360 View: Mobility and The App Economy (Q2/14)
- The Post-SMS War for Mobile Communications: Messaging Apps (Q2/14)
- Smartphones: King of Convergence (3rd Edition) (Q1/14)
- Lifetime Value of Mobile Subscribers (Q4/13)

- Mobile Commerce: Keys to Mass Adoption (Q3/13)

Key Findings**Recommendations****Overview of Smartphone and Tablet Adoption:**

- Smartphone Penetration Among Wireless Subscribers (2005 – 2014)
- Smartphone and Tablet Adoption (2010 – 2014)
- Smartphone Operating System (2011 - 2014)
- Smartphone OS by Household Income (2012 - 2014)
- Smartphone OS by Education Level (2012 - 2014)
- Brand of Tablet Owned (2011 – 2014)

Smartphone and Tablet App Use:

- Smartphone and Tablet App Usage (Q1/14)
- App Users: Mobile App Usage (Q1/14)
- Smartphone App Downloads & Usage (2012 vs. 2014)
- Average # of Smartphone Apps Downloaded by Smartphone OS (2012 vs. 2014)
- Average # of Smartphone Apps Used by Smartphone OS (2012 vs. 2014)
- Tablet App Downloads & Usage (2012 vs. 2014)
- Average # of Tablet Apps Downloaded by Brand of Tablet (2012 vs. 2014)
- Average # of Tablet Apps Used by Brand of Tablet (2012 vs. 2014)
- Number of Tablet Apps Purchased by Tablet Operating System (Q1/14)
- Use of Mobile Apps: Smartphones vs. Tablets (Q1/14)
- Time Spent on Smartphone Apps (Q1/14)
- Average Minutes Using Smartphone Apps in Individual Sitings (Q1/14)

Smartphone and Tablet App Expenditures:

- Average Spending on Mobile App Purchases (Q1/14)
- Average Spending on Smartphone App Purchases by Income (Q1/14)
- Monthly Expenditure for Smartphone Apps by Smartphone OS (Q1/14)
- Average Amount Spent on Smartphone Apps (2012 vs. 2014)
- Average Amount Spent on Smartphone Apps by Smartphone OS (2012 vs. 2014)
- Average Amount Spent on Tablet Apps (2012 vs. 2014)
- Average Spending on Tablet App Purchases by Children at Home (Q1/14)

CONTENTS

- Monthly Expenditure for Tablet Apps by Tablet Operating System (Q1/14)
- Average Amount Spent on Tablet Apps by Brand of Tablet (2012 vs. 2014)
- In-App Purchases on Smartphones or Tablets (Q1/14)
- % Spending on In-App Purchases on Smartphones by Smartphone OS (Q1/14)
- Average Expenditure on In-App Purchases (Q1/14)
- Average Expenditure on In-App Purchases on Smartphone by Smartphone OS (Q1/14)

Smartphone and Tablet App Segmentation:

- Smartphone App Segments (Q1/14)
- Smartphone App Segments by Age (Q1/14)
- Smartphone Mobile App Usage by App Segments (Q1/14)
- Time Spent on Smartphone Apps by App Segments (Q1/14)
- Use of App Types on Smartphones by App Segments (Q1/14)
- Average Expenditure on Smartphone Apps by Segment (Q1/14)
- Smartphone Operating System by App Segments (Q1/14)
- Tablet App Segments (Q1/14)
- Tablet Mobile App Usage by App Segments (Q1/14)
- Tablet Brand Owned by App Segments (Q1/14)
- Use of App Types on Tablets by App Segments (Q1/14)
- Average Expenditure on Tablet Apps by Segment (Q1/14)
- Tablet App Use Segments by Age (Q1/14)

Music Apps:

- Music Service Subscription (Q1/14)
- Music Apps on Smartphones (Q1/14)
- Use of iTunes Radio on Smartphones (Q1/14)
- Feature Preferences with Music Apps (Q1/14)
- Feature Preferences with Music Apps by App (Q1/14)

Messaging Apps:

- Use of Messaging Apps (Q1/14)
- Avg. # of Messages by App (Q1/14)
- Social Activity Using Messaging Apps (Q1/14)
- Video Chat by Messaging App (Q1/14)

CONTENTS

Shopping Apps:

- Monthly Use of Shopping Apps (Q1/14)
- Use of Retailer Apps (Q1/14)
- Using Retailer Apps When Not Inside the Store (Q1/14)
- Using Retailer Apps When Inside the Store (Q1/14)
- Using Retailer Apps for Reviews or Recommendations (Q1/14)

2nd Screen App Activities:

- 2nd Screen Activities (Q1/14)
- Smartphone or Tablet Activities Related to Watching TV (Q1/14)
- Use of TV Show or Channel App (Q1/14)
- Monthly Usage by App (Q2/13)
- Activities Engaged in Using TV Show Application (Q1/13)
- Why do you use TV shows/TV channel apps: Selected Open-Ended Comments
- Appeal of Program/Channel Apps (Q1/13)

Additional Research from Parks Associates

ATTRIBUTES

Parks Associates
15950 N. Dallas Pkwy
Suite 575
Dallas TX 75248

TOLL FREE 800.727.5711

PHONE 972.490.1113

FAX 972.490.1133

parksassociates.com

sales@parksassociates.com

Authored by Harry Wang, John Barrett, Yilan Jiang, David Mitchel
Executive Editor: Tricia Parks

Number of Slides: 99
Published by Parks Associates

© 2014 Parks Associates | Dallas, Texas 75248

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

Disclaimer

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.