

Mobile Apps - US - September 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The high app engagement level of Millennials makes them a lucrative target and companies targeting the demographic should consider their particular interests. Personalizing ad content and offerings to the app user can be effective and if it is related to their interests it makes the ad inherently less invasive.”
 – Ika Erwina, Retail and Technology Analyst

This report looks at the following areas:

- Benefiting from understanding the needs of Millennials
- The role of apps in companies' and brands' wider marketing and promotion strategies
- Apps as a platform for micro-targeted mobile advertising

Millennials are avid app users and downloaders. This generation is highly engaged in the medium, particularly willing to make recommendations of apps they like to friends and family, and more likely than the older, more financially stable generations to pay for an app. Targeting this group may entail special attention to pricing, however. In targeting app users in general, free is a prevalent theme in mobile apps. As with other internet applications, ad revenue forms an important part of income, and app users are used to seeing ads on their apps.

Companies are increasingly realizing the potential for advertising via mobile apps. However, getting a consumer to download an app is only half the battle, app deletion is rampant. App developers must keep in mind that their app must be distinct and engaging enough for the user to keep—ad revenue will not generate if the app is deleted. Ads on apps are more likely to be effective if they are relevant to the app itself, the user, and not overly intrusive. Innovations such as geo-fencing allow in-transit, location-based ads, giving an ad experience customized to the individual.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Mobile Apps - US - September 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Scope and Themes

What you need to know
Definition
Data sources
Consumer survey data: adults
Consumer survey data: teens
Abbreviations and terms
Abbreviations
Terms

Executive Summary

Market drivers
Smartphone, tablet ownership correlates with age and income
Most teens own a cell phone
Minorities more likely than whites to own smartphones and tablets
App downloads and usage
Downloads for free apps far exceed downloads for paid apps
Most mobile OS owners use an app multiple times per day
Millennials, women likely to use apps for leisure, fashion, and eating out
Figure 1: Attitudes toward mobile apps for leisure activities, restaurant/bar finding, and ideas/inspiration, by gender and age, June 2013
Entertainment-based children's apps likely appeal to women
Millennials, men, more open to apps that help find entertainment
Figure 2: Attitudes toward mobile app downloads for live entertainment and content of TV program, by gender and age, June 2013
Interest in and finding new apps
More people trying new apps
App stores play a major part in downloading
Figure 3: Attitudes toward app stores, by age, June 2013
Focus on Millennials
Millennials and men more open to purchasing apps
Figure 4: Attitudes toward mobile app downloading and buying, by gender and age, June 2013
Millennials a good place to start when increasing app awareness
Figure 5: Social influence of mobile apps, by age, June 2013
Social networking, music, and gaming apps most frequently used daily among teens
Figure 6: Frequency in app usage, by categories, June 2013 (part 1)
Figure 7: Frequency in app usage, by categories, June 2013 (part 2)
What we think

Issues and Insights

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Mobile Apps - US - September 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Benefiting from understanding the needs of Millennials

The issues

The implications

The role of apps in companies' and brands' wider marketing and promotion strategies

The issues

The implications

Apps as a platform for micro-targeted mobile advertising

The issues

The implications

Trend Applications

Inspire Trend: Why Buy

Inspire Trend: Transumers

Mintel Futures: Access Anything, Anywhere

Market Drivers

Key points

Adults' smartphone and tablet ownership

Smartphone and tablet ownership strongly associated with age

Figure 8: Smartphone and tablet ownership, by age, June 2013

Figure 9: Smartphone and tablet ownership, by gender, June 2013

Smartphone and tablet ownership increases with income

Figure 10: Smartphone and tablet ownership, by household income, June 2013

Smartphones and tablet owners overindex among non-whites

Figure 11: Smartphone and tablet ownership, by race/Hispanic origin, June 2013

Mobile device ownership higher in households with children

Figure 12: Smartphone and tablet ownership, by presence of children in household, June 2013

Teens cell phone ownership

Figure 13: Teens cell phone ownership, by gender and age, June 2013

Minority's disposable income may lead to awareness in mobile apps

Figure 14: Population, by race/Hispanic origin, 2008-18

App compatibility with new computer OS and the potential move to mobile computing

Themes and Innovations

Time limits and real-time

Memory tools

Crowd-sourced content

Biofeedback

Voice interface

Beyond the pre-installed

Bring it to me, or me to it

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Mobile Apps - US - September 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Case Studies in App Marketing

Key points

Retail apps

Walgreens gets mobile with prescription refills

Figure 15: Walgreens television ad, "First timers," January 2013

Nordstrom leverages app as a discovery process and mobile shopping tool

Figure 16: Nordstrom's apps online ad, July 2013

Safeway digitizes coupons and deals

Home Depot app aims to educate DIYers

Hallmark Go Cards app creates custom cards

Figure 17: Hallmark television ad, "Hallmark Go Cards app for iPhone," February 2013

Huggies appeal to parents for an educational/training app

Figure 18: Pull-Ups Big Kid app television ad, "First Flush," January 2013

Finance apps

Chase highlights convenience and instant access to online banking

Figure 19: Chase's mobile app television ad, "Sister's Helper," March 2013

Chase assists in mortgages and home buying

Figure 20: Chase's mobile app television ad, "New Home App," March 2013

Auto and insurance apps

GEICO's roadside emergency extras on insurance company apps

Figure 21: GEICO television ad, "All Alone," January 2013

MyChevrolet as an added feature to buying a Chevy

Figure 22: MyChevrolet app television ad, "Parking Reminder," March 2013

App Downloads and Deletions

Key points

Free app downloads and deletions far exceed paid downloaded apps

Figure 23: Average number of (free vs. paid) apps downloads and deletions in the past month, June 2013

Heavy users averaging five free and one paid download per month

Figure 24: Average number of (free vs. paid) apps downloads and deletions in the past month, by level of app user, June 2013

Millennials keen users to download an app for free, but also willing payers

Figure 25: Average number of (free vs. paid) apps downloads and deletions in the past month, by age, June 2013

Men eager free app downloaders and removers

Figure 26: Average number of (free vs. paid) apps downloads and deletions in the past month, by gender, June 2013

Income not a factor in paid app downloads

Figure 27: Average number of (free vs. paid) apps downloads and deletions in the past month, by household income, June 2013

App Usage and Frequency

Key points

Cell phone app usage

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Mobile Apps - US - September 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Downloading app features on a cell phone the second-fastest growth after touchscreen

Figure 28: Additional services or features included on a cell phone, February 2007-March 2013

Mobile apps usage on a cell phone grows faster than text messaging or web browsing

Figure 29: Incidence a cell phone' features used in the last 30 days, February 2007-March 2013

Greater incidence of app downloads by younger age groups and higher income groups

Figure 30: Ability to download apps and incidence of downloading apps in the last 30 days, by age, January 2012-March 2013

Figure 31: Ability to download apps and incidence of downloading apps in the last 30 days, by household income, January 2012-March 2013

Frequency of phone and tablet apps usage

Three in five mobile OS owners use an app multiple times a day

Figure 32: Frequency of app usage on a mobile OS, June 2013

Some 40-50% of 45+ year olds use apps multiple times a day

Figure 33: Frequency of app usage on a mobile OS, by age, June 2013

Heavy app usage skews to higher incomes

Figure 34: Frequency of app usage on a mobile OS, by household income, June 2013

Reasons for Downloading New Apps

Key points

Millennials and women tend to use apps for leisure, ideas, and eating out

Figure 35: Attitudes toward mobile apps for leisure activities, restaurant/bar finding, and ideas/inspiration, by gender and age, June 2013

Figure 36: Attitudes toward mobile apps for leisure activities, restaurant/bar finding, and ideas/inspiration, by app downloading and deleting, June 2013

Entertainment-based apps for children likely to appeal to young parents, especially moms

Figure 37: Incidence of downloading an app for children's entertainment, by gender and age, June 2013

Figure 38: Incidence of downloading a paid or free app or deleting an app for children's entertainment, June 2013

Men more likely to seek apps that help find live and TV entertainment

Figure 39: Attitudes toward mobile app usage for finding live entertainment and TV related content, by gender and age, June 2013

Figure 40: Attitudes toward mobile app usage for finding live entertainment and TV related content, by app downloading and deleting, June 2013

Trying New Apps

Key points

One third often sample new apps and likely to continue rising

Figure 41: Incidence of often trying new apps, by age and household income, June 2013

Figure 42: Incidence of often trying new, by app downloading and deleting, June 2013

App store browsing an important factor in app downloading

Figure 43: Attitudes toward app stores, by age, June 2013

Younger demographic and men more open to purchasing apps

Figure 44: Attitudes toward mobile app downloading and buying, by gender and age, June 2013

Attitudes toward Mobile App Advertising

Key points

App users are accustomed to ads, yet averse to ads in paid apps

Opportunities for Millennials: personalized ads to Make It Mine

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Mobile Apps - US - September 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 45: Attitudes toward ads on mobile apps, by age, June 2013

Figure 46: Incidence of purchasing based on mobile apps advertising, by age, June 2013

Social Influence on Apps

Key points

Peer influence essential in gaining app users' attention

Figure 47: Social influence around mobile apps, by app downloading and deleting, June 2013

Efforts to increase awareness of mobile apps must start with Millennials

Figure 48: Social influence around mobile apps, by age, June 2013

App Usage – Smartphone vs. Tablet

Key points

Tablet owners more engaged with apps

Figure 49: Frequency of app usage on smartphone vs. tablet, June 2013

Opportunities in smartphone apps

Opportunities in tablets apps

Mom, Dads, and the Presence of Children

Key points

Opportunities among Moms and Dads

Figure 50: Frequency of app usage, by parental status, June 2013

Opportunities in households with children

Opportunities in households without children

Figure 51: Frequency of app usage, by presence of children in household, June 2013

Teens and Mobile Apps

Key points

Teens cell phone mobile app usage skew higher to girls and older teens

Figure 52: Teens' app usage on cell phone, by gender and age, June 2013

Teens with weekly spend more than \$11 tend to reflect higher app usage

Figure 53: Teens' app usage on cell phone, by weekly allowance and weekly spend, June 2013

Frequency in app usage by categories

Social networking, music-related, and gaming apps most popular daily usage

Figure 54: Frequency of app usage, by categories, June 2013 (part 1)

Figure 55: Frequency of app usage, by categories, June 2013 (part 2)

Social networking apps

Figure 56: Frequency of social networking app usage by teens, by gender and age, June 2013

Music-related apps

Figure 57: Frequency of music-related app usage by teens, by gender and age, June 2013

Game apps

Figure 58: Frequency of game app usage by teens, by gender and age, June 2013

Communication apps

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Mobile Apps - US - September 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 59: Frequency of communication app usage by teens, by gender and age, June 2013

Information apps

Figure 60: Frequency of information app usage by teens, by gender and age, June 2013

Shopping apps

Figure 61: Frequency of shopping app usage by teens, by gender and age, June 2013

Educational apps

Figure 62: Frequency of educational app usage by teens, by gender and age, June 2013

Health/fitness apps

Figure 63: Frequency of health/fitness app usage by teens, by gender and age, June 2013

Teens' attitudes toward mobile app usage and downloading

Figure 64: Teens' attitudes toward mobile app usage, by gender and age, June 2013

Figure 65: Teens' attitudes toward mobile app downloading, by gender and age, June 2013

Impact of Race and Hispanic Origin

Key points

Hispanics are avid app downloaders; blacks receptive to free apps

Figure 66: Attitudes toward mobile app downloading/buying and advertising, by race/Hispanic origin, June 2013

Figure 67: Number of free and paid app downloads and deletions for smartphones/tablets in the past month, by race/Hispanic origin, June 2013

Apps for children's and live entertainment well received by Hispanics

Figure 68: Attitudes toward mobile apps usage, by race/Hispanic origin, June 2013

Hispanics and blacks open to mobile ads

Figure 69: Attitudes to mobile app downloading/buying and advertising, by race/Hispanic origin, June 2013

Appendix – Other Useful Consumer Tables

App downloads and deletions

Figure 70: Free app downloads on mobile OS in the past month, by gender, June 2013

Figure 71: Free app downloads on mobile OS in the past month, by age, June 2013

Figure 72: Free app downloads on mobile OS in the past month, by household income, June 2013

Figure 73: Paid app downloads on mobile OS in the past month, by gender, June 2013

Figure 74: Paid app downloads on mobile OS in the past month, by age, June 2013

Figure 75: Paid app downloads on mobile OS in the past month, by household income, June 2013

Figure 76: App deletions from mobile OS in the past month, by gender, June 2013

Figure 77: App deletions from mobile OS in the past month, by age, June 2013

Figure 78: App deletions from mobile OS in the past month, by household income, June 2013

Frequency of phone and tablet app usage

Figure 79: Frequency of app usage on a mobile OS, by types of OS, June 2013

Figure 80: Frequency of app usage on a mobile OS, by race/Hispanic origin, June 2013

Figure 81: Frequency of app usage on a smartphone, by age, June 2013

Figure 82: Frequency of app usage on a smartphone, by household income, June 2013

Figure 83: Frequency of app usage on a smartphone, by race/Hispanic origin, June 2013

Figure 84: Frequency of app usage on a smartphone, by single, June 2013

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Mobile Apps - US - September 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 85: Frequency of app usage on a tablet, by age, June 2013

Figure 86: Frequency of app usage on a tablet, by household income, June 2013

Figure 87: Frequency of app usage on a tablet, by race/Hispanic origin, June 2013

Attitudes toward mobile app downloading, buying, and advertising

Figure 88: Attitudes toward mobile app downloading, buying, and advertising, by age, June 2013

Figure 89: Attitudes toward mobile app downloading, buying, and advertising, by race/Hispanic origin, June 2013

Figure 90: Attitudes toward mobile app downloading, buying and advertising, by frequency of app usage on a smartphone, June 2013

Figure 91: Attitudes toward mobile app downloading, buying and advertising, by frequency of app usage on a tablet, June 2013

Attitudes toward mobile apps usage

Figure 92: Attitudes toward mobile apps usage, by age, June 2013

Figure 93: Attitudes toward mobile apps usage, by race/Hispanic origin, June 2013

Figure 94: Attitudes toward mobile apps usage, by frequency of app usage on a smartphone, June 2013

Figure 95: Attitudes toward mobile apps usage, by frequency of app usage on a tablet, June 2013

Figure 96: Attitudes toward mobile apps usage, by app downloads and deletions, June 2013

Social influence on apps

Figure 97: Social influence around mobile apps, by age, June 2013

Figure 98: Social influence around mobile apps, by race/Hispanic origin, June 2013

Figure 99: Social influence around mobile apps, by frequency of app usage on a smartphone, June 2013

Figure 100: Social influence around mobile apps, by tablet, June 2013

Figure 101: Social influence of mobile apps, by app downloads and deletions, June 2013

Presence of children and mobile apps

Figure 102: Frequency of app usage, by presence of children in household, June 2013

Figure 103: Number of (free vs. paid) apps downloaded and deleted in the past month, by presence of children in household, June 2013

Figure 104: Attitudes toward mobile app downloading and buying, by presence of children in household, June 2013

Figure 105: Attitudes toward mobile app advertising, by presence of children in household, June 2013

Figure 106: Attitudes toward mobile app usage, by presence of children in household, June 2013

Figure 107: Social influence on mobile apps, by presence of children in household, June 2013

Moms, dads, and mobile apps

Figure 108: Smartphone and tablet ownership, by parental status, June 2013

Figure 109: Frequency of app usage, smartphones vs. tablets, by parental status, June 2013

Figure 110: Number of (free vs. paid) apps downloaded and deleted in the past month, by parental status, June 2013

Figure 111: Attitudes toward mobile app downloading and buying, by parental status, June 2013

Figure 112: Attitudes toward mobile app advertising, by parental status, June 2013

Figure 113: Attitudes toward mobile app usage, by parental status, June 2013

Figure 114: Social influence on mobile apps, by parental status, June 2013

Parents with children (by age) living in household

Figure 115: Frequency of app usage on a mobile OS, by parents with children by age, June 2013

Figure 116: Average number of (free vs. paid) downloaded and deleted in the past month, by parents with children by age, June 2013

Figure 117: Average number of (free vs. paid) downloaded and deleted in the past month, by number of children in household, June 2013

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Mobile Apps - US - September 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 118: Attitudes toward mobile app usage, by parents with children by age, June 2013

Figure 119: Social influence on mobile apps, by parents with children by age, June 2013

Figure 120: Attitudes toward mobile apps usage, by parents with children and age, June 2013

Teens

Teens' cell phone ownership

Figure 121: Teens cell phone ownership, by weekly allowance, June 2013

Figure 122: Teens cell phone ownership, by weekly spend, June 2013

Teens' cell phone app usage

Figure 123: Teens' app usage on cell phone, by gender, June 2013

Figure 124: Teens' app usage on cell phone, by age, June 2013

Figure 125: Teens' app usage on cell phone, by weekly allowance, June 2013

Figure 126: Teens' app usage on cell phone, by weekly spend, June 2013

Teens incidence of app categories used

Figure 127: Frequency of app usage on mobile phone by teens, by category, June 2013 (part 1)

Figure 128: Frequency of app usage on mobile phone by teens, by category, June 2013 (part 2)

Teens' attitudes toward mobile apps

Figure 129: Teens' attitudes toward mobile apps, by gender, June 2013

Figure 130: Teens' attitudes toward mobile apps, by age, June 2013

Figure 131: Teens' attitudes toward mobile apps, by cell phone ownership, June 2013

Figure 132: Teens' attitudes toward mobile apps, by mobile app cell phone usage, June 2013

Figure 133: Teens' attitudes toward mobile apps, by frequent usage of apps, June 2013

Appendix – Trade Associations

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com