

think with Google™

How people discover, use,
and stay engaged with apps

New research by Google

In today's mobile-first world, apps and mobile sites are essential to connect with consumers. To help marketers make the most of these channels, Google partnered with Ipsos to survey smartphone users. We wanted to understand the journey that app users take: from discovery, to download, to frequency of use, to the factors that inspire loyalty—or abandonment.

This report shares insight into how people find, use, and engage with apps so that advertisers can design the most effective mobile strategies.

Methodology

FORMAT

15-minute online questionnaire

**POPULATION**

Smartphone users in the U.S., aged 16–64. Quotas set on enumeration data per vertical for age, gender, education, and internet usage frequency

SAMPLE SIZE

N=999

MARKET

U.S.

DATE

October 2016

Key Findings

1 Friends help, but price matters.

Friends and family are the top way people find out about new apps, but they are less influential when it comes time to install. At that moment, price is the most important factor, followed by privacy and security. In fact, half of smartphone users have never paid for an app.

2 Apps help most with specific tasks.

Apps and mobile sites serve different purposes. Apps are more commonly used for doing specific tasks like playing games, staying organized, and tracking physical activity, while mobile sites are used most for browsing and exploring.

3 Simplicity of use is key.

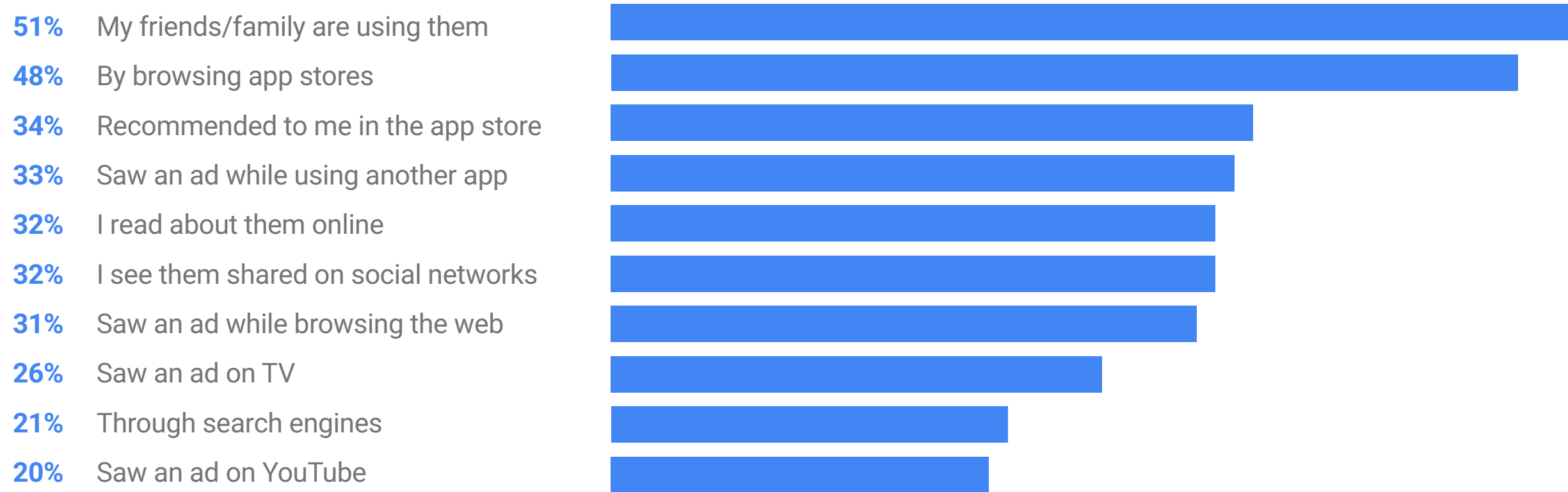
For consumers, there's not a more valuable attribute in an app than ease of use and navigation. This is nearly twice as important as anything else an app can offer.

4 Memory is a dealbreaker.

Taking up too much phone memory is the #1 app-related issue that leads consumers to uninstall an app. However, most people will give your app another shot if changes are made.

To discover new apps, people turn to those they trust: friends and family

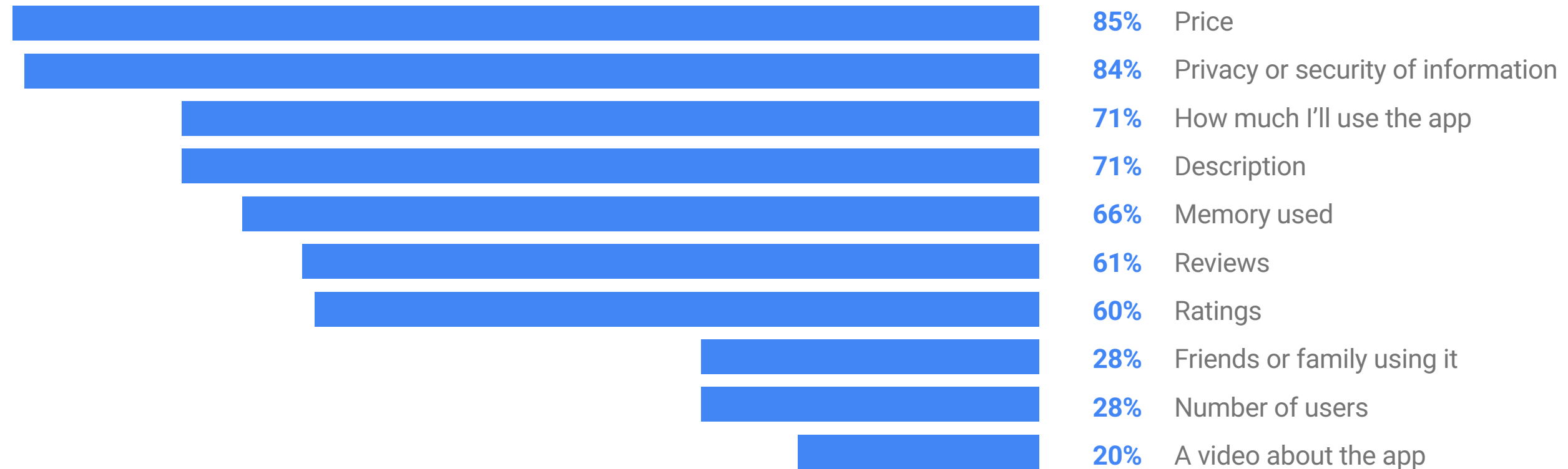
Top methods of app discovery



Base: 999
Q32. How do you typically find out about new smartphone apps?
Q33. And have you found out about an app in any of these ways?

When deciding whether to install an app, price and privacy are the most important factors

Top motivating factors among those who search in app stores
Extremely important/very important

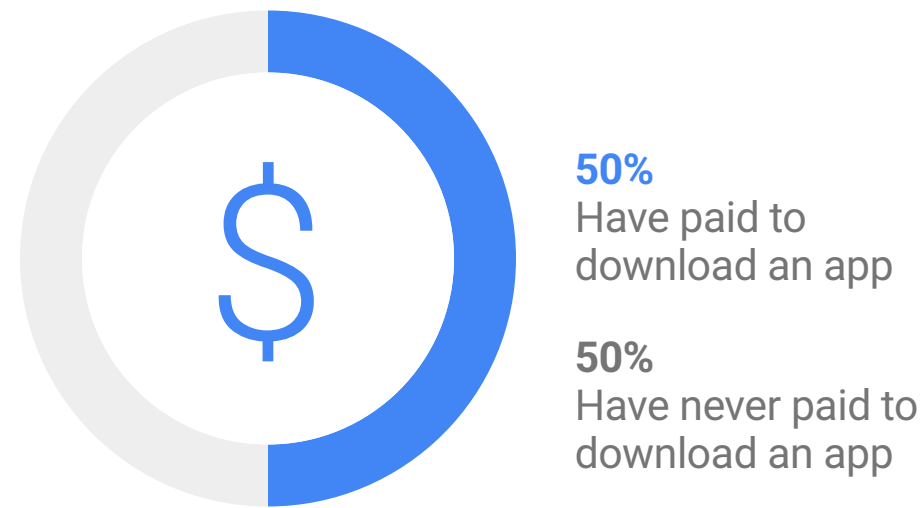


Base: Searches for apps on phone's app store (n=795)

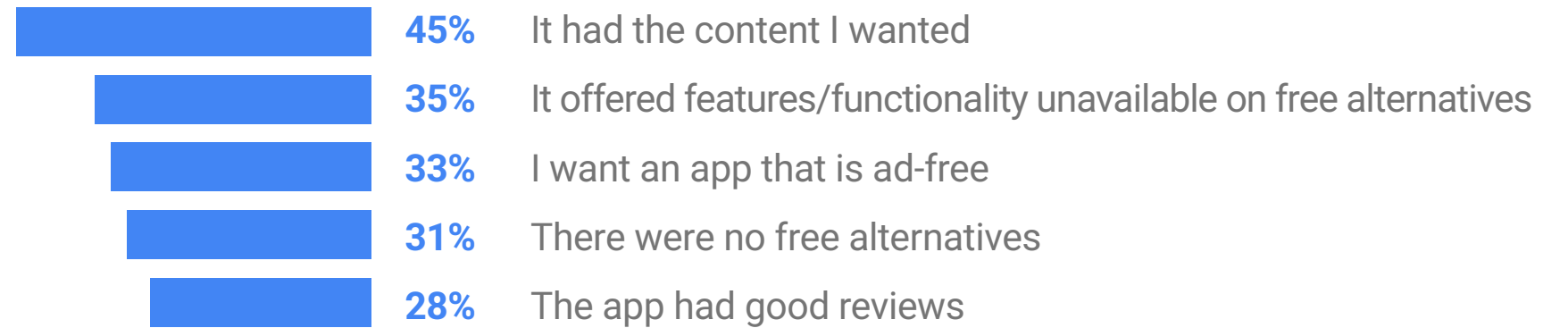
Q38. When searching for apps in your smartphone's app store, how important are the following factors when making a decision about which app(s) to download?

Speaking of price, half of people have never paid to download an app

For those who have, desired content is what motivated the purchase



Top reasons for paying for apps



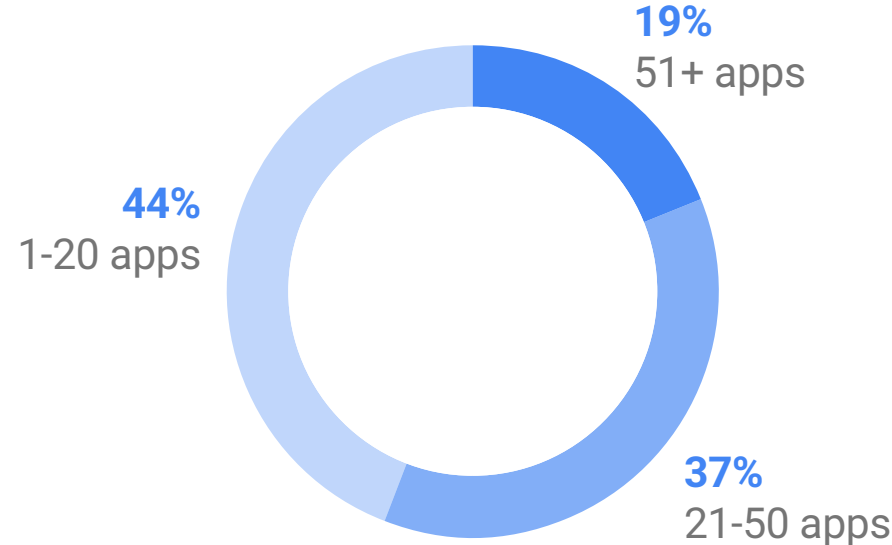
Base: 999 *Median
Q22. What is the most you have ever paid for an app? Please enter amount to the nearest whole number.
Base: Have paid to download an app (n=493)
Q23. Why have you chosen to pay for apps over other free alternatives?

Of all the apps people have installed, more than half are used regularly

On average, users have **35 apps** installed on their smartphone

And **52% of those apps** are used at least weekly

Number of apps currently installed



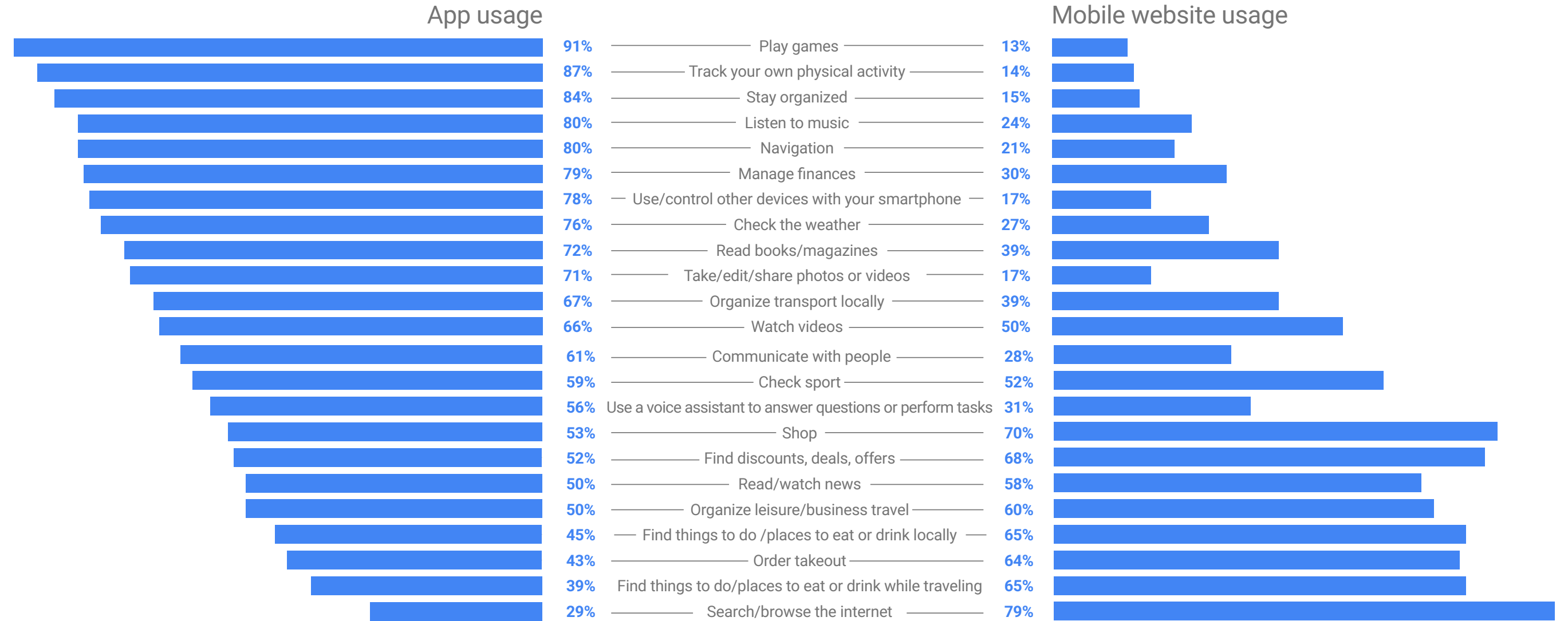
Frequency of app use



Base: 999
Q14. How many apps are installed on your smartphone (including any that were already installed when you bought it)?
Q15. Roughly what percentage of the apps are installed on your smartphone do you use?
Base: Has apps installed on smartphone (n=999)

App or mobile site? Depends on the task

Among those who have performed activity in the past 30 days



Base: Have performed activity on smartphone in past 30 days and randomly selected to answer Q5. Have you used a mobile website or an app for each of these in the last 30 days?

The apps they love most are easy to use and navigate

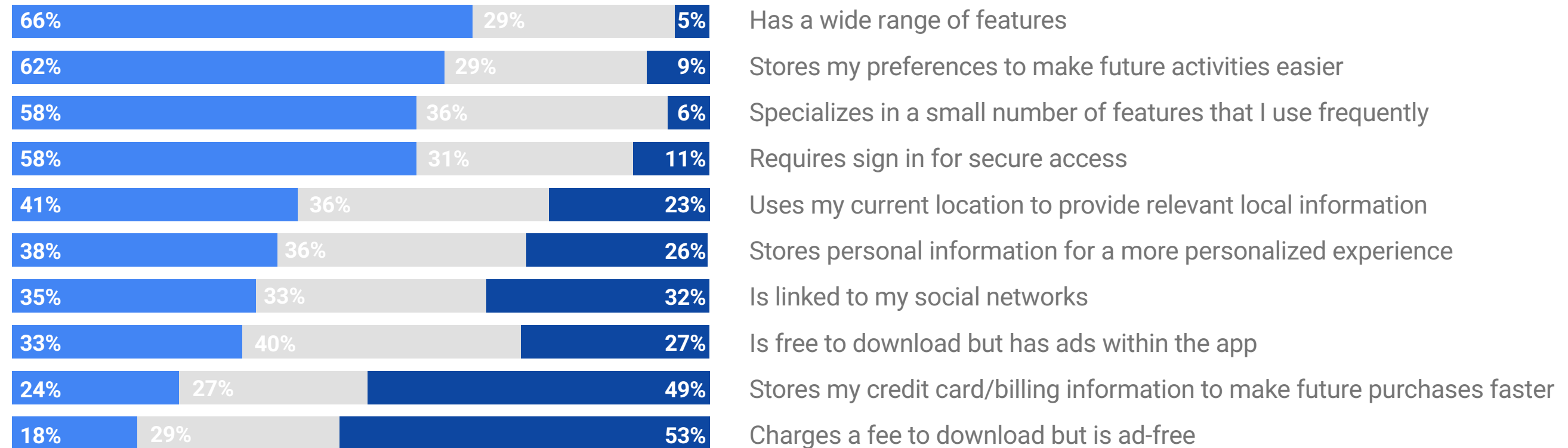
What users find most valuable about their favorite apps



Offering a wide range of features and personalization options is also key to building app preference

Preferred features for smartphone apps

● Prefer ● No preference ● Do not prefer



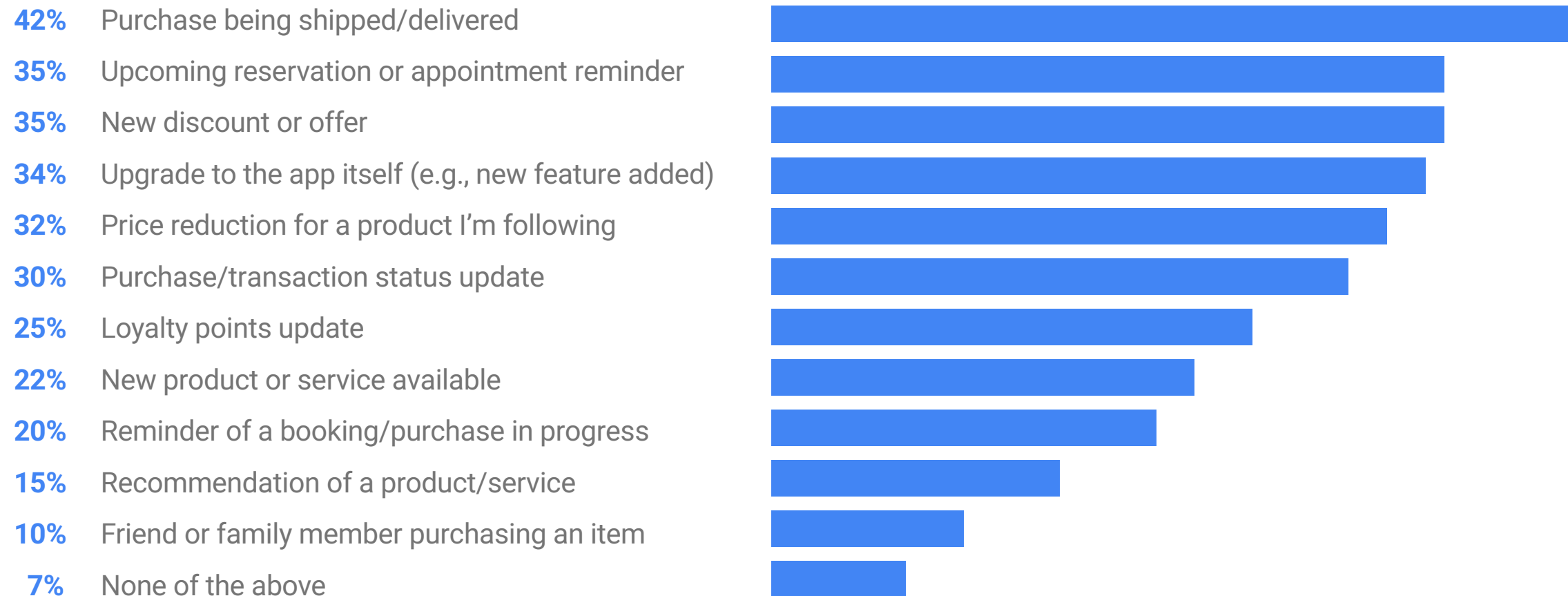
Base: 999

Q28. Thinking about all of the apps that you use, which of the following features do you prefer to have?

If they provide value, push notifications aren't a turnoff

85% find notifications on mobile useful

Most useful notifications

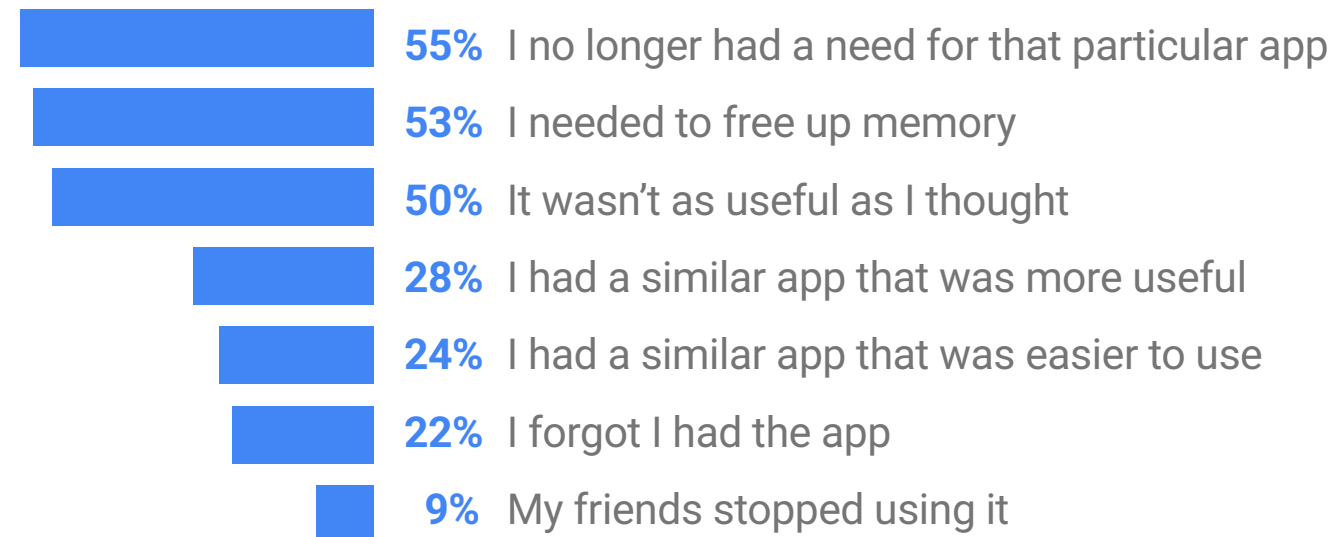


Base: 999

Q29. Apps or websites can give you notifications on your phone to tell you about a new update, message, or event, for example. What sort of notifications do you find useful?

Remember this: People stop using apps when they're not useful or take up too much memory

Personal reasons for abandoning an app



App-related reasons for abandonment



Base: 999

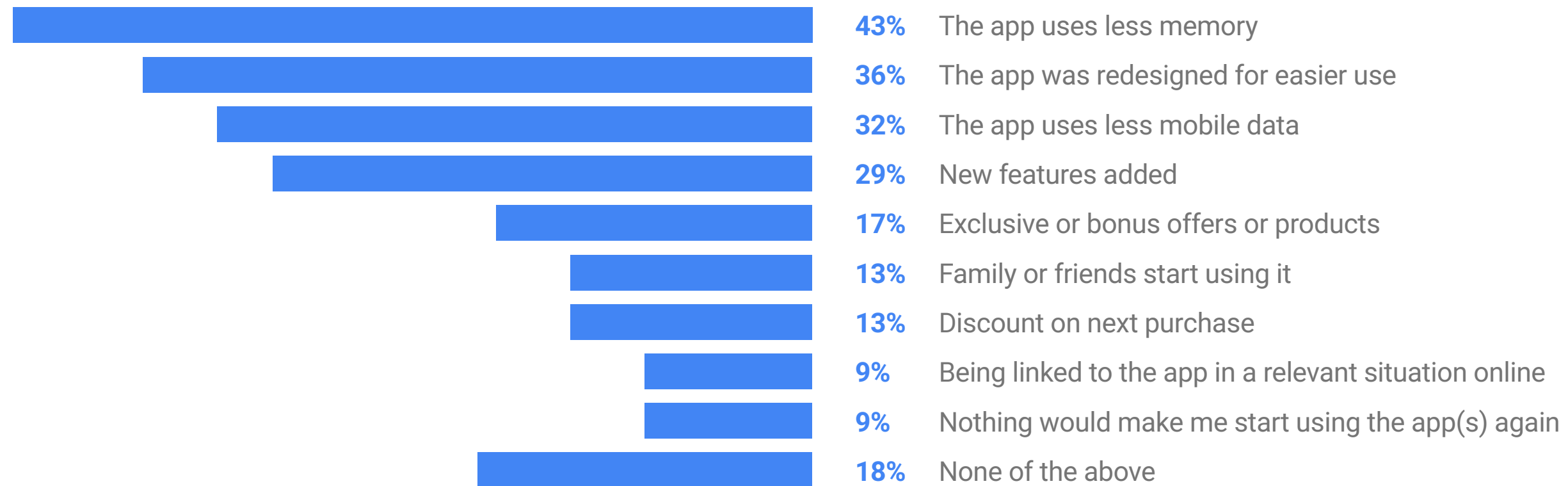
Q40. Have you stopped using apps on your smartphone for any of the reasons below? Select all that apply.

Q41. And have you stopped using apps on your smartphone for any of these reasons?

The good news: Most people will reconsider using an app if it's improved (and trimmed down in size)

91% would consider using the app again, if changes were made

Reasons to re-engage



Base: 999

Q43. Thinking about apps that you've stopped using, which of the following would encourage you to use the app again?

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