Consumer Segmentation: Mobile App Users

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.

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

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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)
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Key Findings

Recommendations

Overview of Smartphone and Tablet Adoption:
- 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)

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- Smartphone and Tablet App Usage (Q1/14)
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- Smartphone App Downloads & Usage (2012 vs. 2014)
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- Average # of Smartphone Apps Used by Smartphone OS (2012 vs. 2014)
- Tablet App Downloads & Usage (2012 vs. 2014)
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- Average # of Tablet Apps Used by Brand of Tablet (2012 vs. 2014)
- Number of Tablet Apps Purchased by Tablet Operating System (Q1/14)
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- Average Spending on Smartphone App Purchases by Income (Q1/14)
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- Average Amount Spent on Smartphone Apps by Smartphone OS (2012 vs. 2014)
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- 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

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