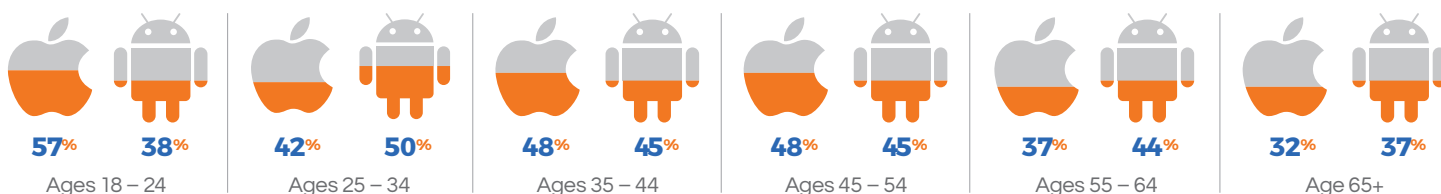


How Many Apps Do We Keep On Our Smartphones?

iPhones may be the darling of the young, but Android smartphones are not as far behind as you think — and they're **ahead** with older Americans.



Source: Neumob/SurveyMonkey US Survey of 1,000+ consumers, April 2017

Our smartphones allow us access to a world of amazing apps – but we're often not very inclined to **keep** nor **use** those apps on our devices...



Only 10-12% of users remain active 7 days after downloading an app (source: AppsFlyer 2017)



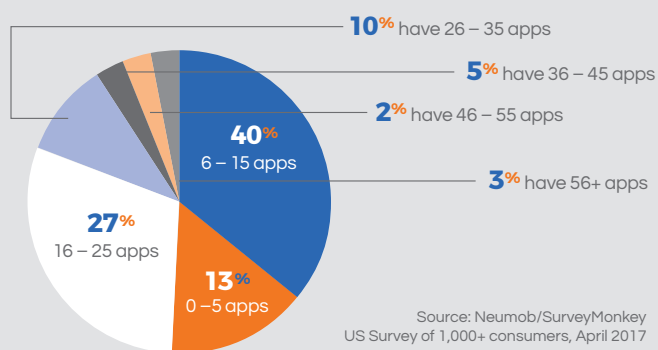
Only 7.5% are still active after 30 days (source: Leanplum 2017)



Only 1.89% are still active after 90 days

The average US 18-24 year old currently has between **6-15** downloaded apps on his or her smartphone.

27% of them have between 16-25 apps.



Source: Neumob/SurveyMonkey US Survey of 1,000+ consumers, April 2017

In fact, most of us - in just about every age group - keep between 6 and 15 downloaded apps on our smartphones.

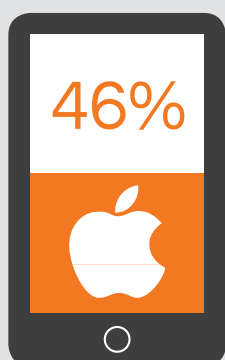
	0-5 APPS	6-15 APPS	16-25 APPS	26-35 APPS	36-45 APPS	46-55 APPS	56+ APPS
Ages 18 – 24	13%	40%	27%	10%	5%	2%	3%
Ages 25 – 34	13%	39%	24%	11%	4%	3%	8%
Ages 35 – 44	16%	32%	23%	10%	8%	2%	10%
Ages 45 – 54	20%	33%	20%	12%	5%	2%	7%
Ages 55 – 64	24%	34%	20%	9%	6%	2%	6%
Ages 65 +	33%	29%	11%	9%	5%	6%	8%

20% of Americans Age 35+ keep **over 36** downloaded apps on their smartphones

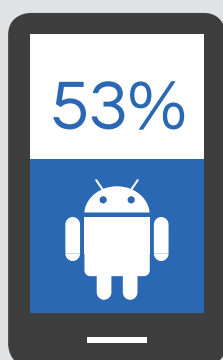
Source: Neumob/SurveyMonkey US Survey of 1,000+ consumers, April 2017

What makes consumers delete an app from their smartphones? **Slow apps.**

A majority of users now expect mobile apps to load in 2 seconds or less. **However...**



Percentage of iOS apps that load in <2 seconds

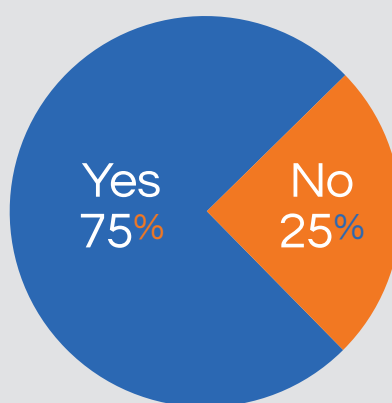


Percentage of Android apps that load in <2 seconds

Source: Aptelligent, 2016

Consumers delete slow apps.

When asked, "Have you ever deleted an app from your smartphone because of poor performance (slow load times, app crashing, slow in-app performance)?" Almost 75% of users said "Yes."



Source: Neumob consumer survey, November 2016