

**US Smartphone Application Downloads,
Usage, and Deletions by Application Type**

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Report Summary

The news is dominated by the number of applications in smartphone application stores and the number of downloads by users. However, there is little news addressing the types of applications that are being downloaded, the types that are actually being actively used, and those that are being deleted, as well as the impact of pricing on purchasing behavior. In-Stat surveyed active smartphone users to provide both data and analysis on the above smartphone usage patterns. Research presented in this report includes:

General Smartphone Usage Patterns**Platforms****Applications**

- Application Value, Churn, and Demand
- Application Value Map
- Application Demand Map
- Application Churn Map
- Mapping and Directions Applications
- Productivity Applications
- Travel Applications
- Percentage of Users Who Downloaded Applications by Frequency of Travel
- Social Networking
- Social Networking Distribution

Cost & Demand

- Free vs. Paid Applications
- Price vs. Demand
- Maximum Pricing
- Application Usage by Demographics

Distribution

- Distribution by Platform
- Channel Uses by Carrier Subscribers
- Usage Patterns by Carrier

Secondary Phone Usage Patterns

- Multiple Blackberry Owners

Respondent Demographics

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General Usage Patterns

- Cell Phone Brand
- Respondent Operating Systems
- Wireless Carrier
- App Store Used
- Application Usage
- Percentage of Users who Downloaded Applications by Most Liked Features

Platforms

- Average Downloads Per User
- Usage Patterns Segmented by Platforms
- Application Usage by Platform
- Percent of Respondents Who Used Application At Least Once a Week by Operating System
- Applications by Platform
- Percentage of Users who Downloaded Applications by Platform

Applications

- Application Value, Churn, and Demand
- Application Value Map
- Application Demand Map
- Application Churn Map
- Mapping and Directions Applications
- Productivity Applications
- Travel Applications
- Percentage of Users who Downloaded Applications by Frequency of Travel
- Social Networking
- Social Networking Distribution

Cost & Demand

- Free vs. Paid Applications
- Price vs. Demand
- Maximum Pricing
- Cost vs. Demand by Platform
- Average Price per Application by Platform

Application Usage by Demographics

- Usage Patterns Segmented by Demographics
- Average Downloads by Age and Income
- Percentage of Users Who Downloaded Applications by Age Group
- Percentage of Users Who Downloaded Applications by Income

Distribution

- Distribution by Platform
- Channel Uses by Carrier Subscribers
- Usage Patterns by Carrier

Secondary Phone Usage Patterns

- Secondary Phone Usage Patterns
- Multiple BlackBerry Owners

Respondent Demographics

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Methodology

Primary research

- Survey of In-Stat's Technology Adoption Panel (TAP)
 - 507 respondents
 - Survey fielded October 2009
- Interviews with smartphone OEMs and mobile application store vendors.

Secondary research

- Industry publications
- Vendor websites
- Other secondary sources.

Related In-Stat Reports

- IN1004740MCM *Worldwide Smartphone Application Market: Revenues and Downloads*, to be published April 2010
- IN1004604WH *The Rise of the Internet Tablet: The Keys to Success*, February 2010
<http://www.instat.com/abstract.asp?id=66&SKU=IN1004604WH>
- IN0904440WH *Worldwide Smartphones*, November 2009
<http://www.instat.com/abstract.asp?id=66&SKU=IN0904440WH>
- IN0904428MCM *Mobile VoIP—Transforming the Future of Wireless Voice*, September 2009
<http://www.instat.com/abstract.asp?id=231&SKU=IN0904428MCM>
- IN0904571ID *Electronic Book Survey: US Consumers' Attitudes and Behaviors Toward the Burgeoning E-Book Market*, September 2009
<http://www.instat.com/abstract.asp?id=27&SKU=IN0904571ID>