

Mobile Apps Have Daily Users

Of those who have downloaded apps, nearly 2 in 3 said they use their apps daily, and 1 in 4 use their apps for more than 30 minutes per day



Between 2010 and 2011 there was a 91% increase in time users spent on Apps

The average smartphone user currently has about 41 apps downloaded on their smartphone. That is up 28% from last years app average.