MEASURE

APP LIFE
REPORT

20
22

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Consumer Mobile Engagment 2022

Apps have become central to nearly everyone's daily lives, and as such, are indicators of consumers' entertainment, lifestyle, media and purchasing habits. Do you know what motivates your consumers' choices and decisions? Which influencers have they been really engaged with lately? What's on their Amazon wishlist and what was their recent in-game purchase? Answers to these and other questions could bring a better understanding of who your current and new consumers are and help you tailor your app strategy accordingly.

This App Life Report reflects consumer mobile experience and behaviors in the United States during September 2022. On average, Individuals use 42 apps and spend about 44 hours on their iPhones weekly. So while downloads can be into the billions, an average user only has a handful of apps on their phone, and the number of apps they engage with regularly is even smaller.

Measure's Retro methodology uses proprietary technology based on privacy, transparency, and a fair value proposition to have individuals contribute mobile and account-level data with confidence, thus providing the only user-focused data solution. As a result, Retro provides the most comprehensive data on individuals' digital and mobile lives in a situation where the ability to collect mobile data is becoming increasingly challenging due to legislation, privacy concerns, and ecosystem restrictions.
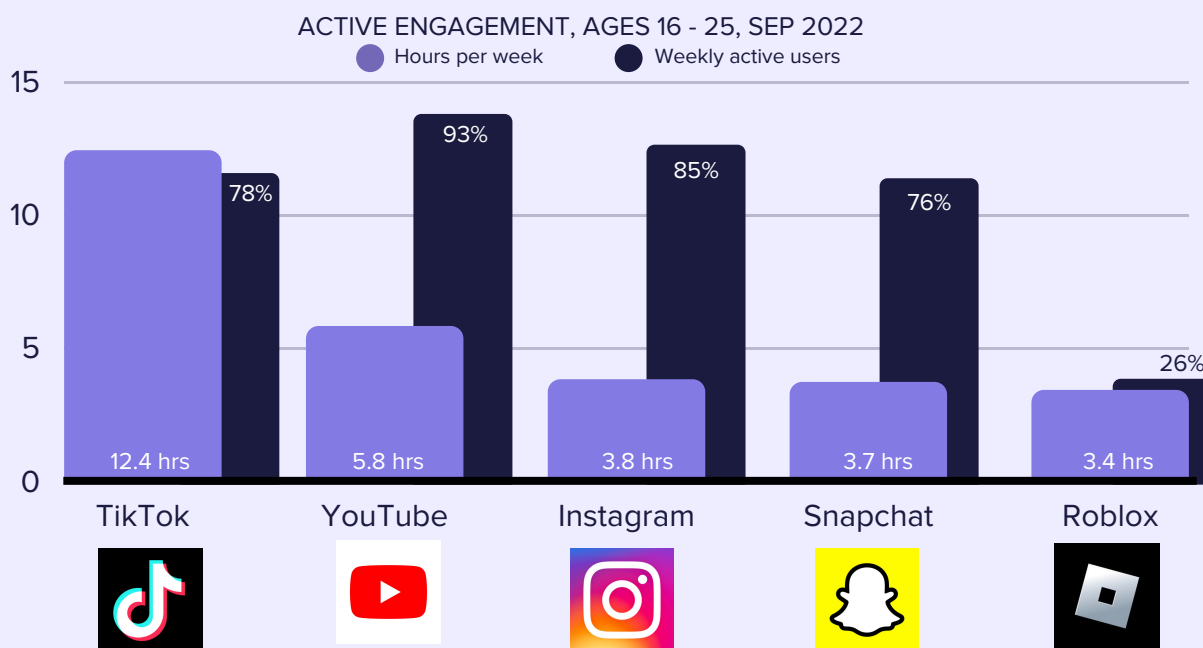
Full datasets and metrics are available by contacting Measure at info@measureprotocol.com

WHAT ARE INDIVIDUALS DOING?
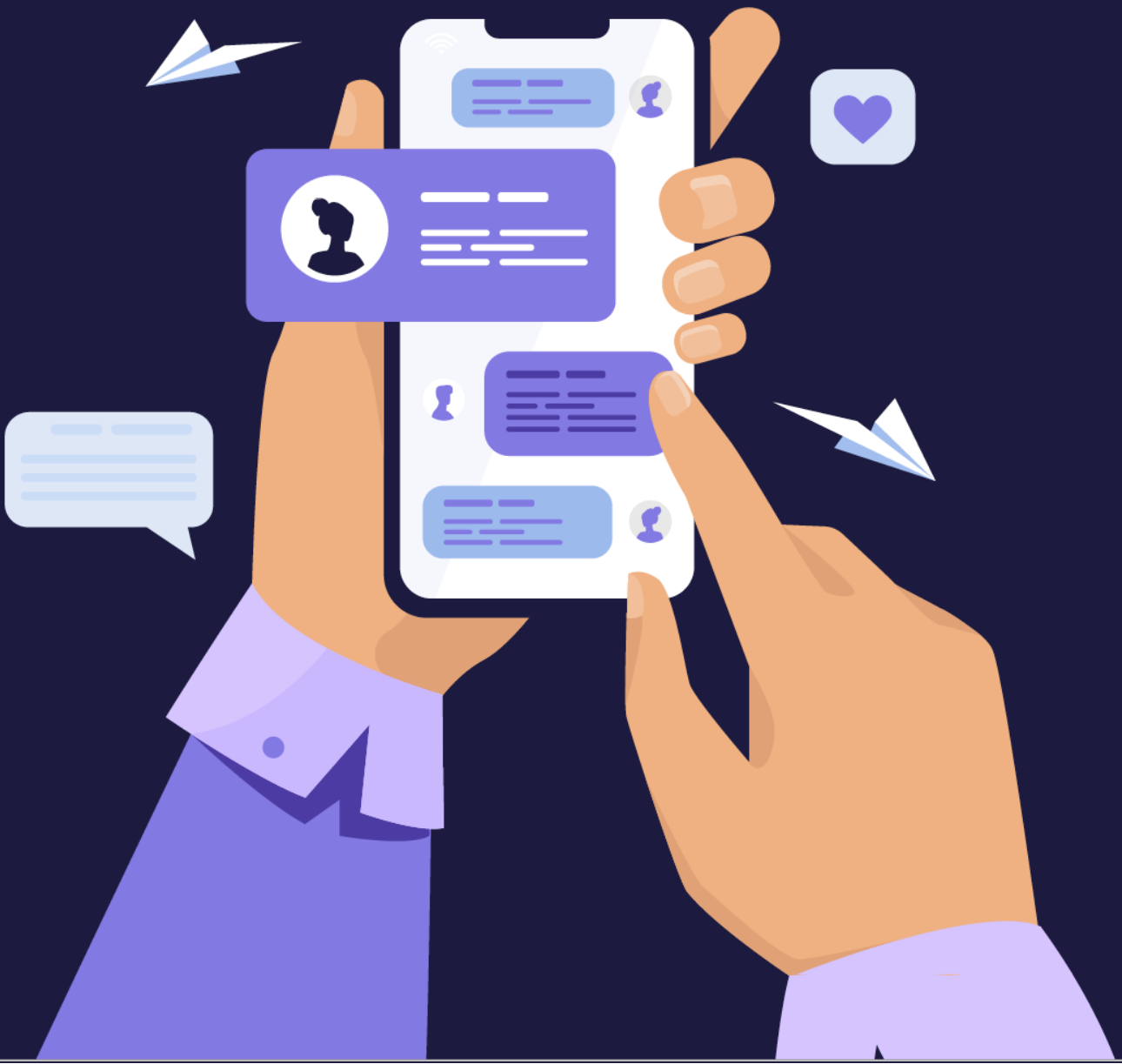
APP ENGAGEMENT

On average, in September 2022, individuals aged 16-25 spent nearly 45 hours on their iPhones on a weekly basis. With our focus being on engagement, our data also shows that on average, individuals are only actively engaging with 42 apps per week, indicating that the stickiness of new apps may be relatively low.

ACTIVE ENGAGEMENT, AGES 16 - 25, SEP 2022

- ● Hours per week
- ● Weekly active users

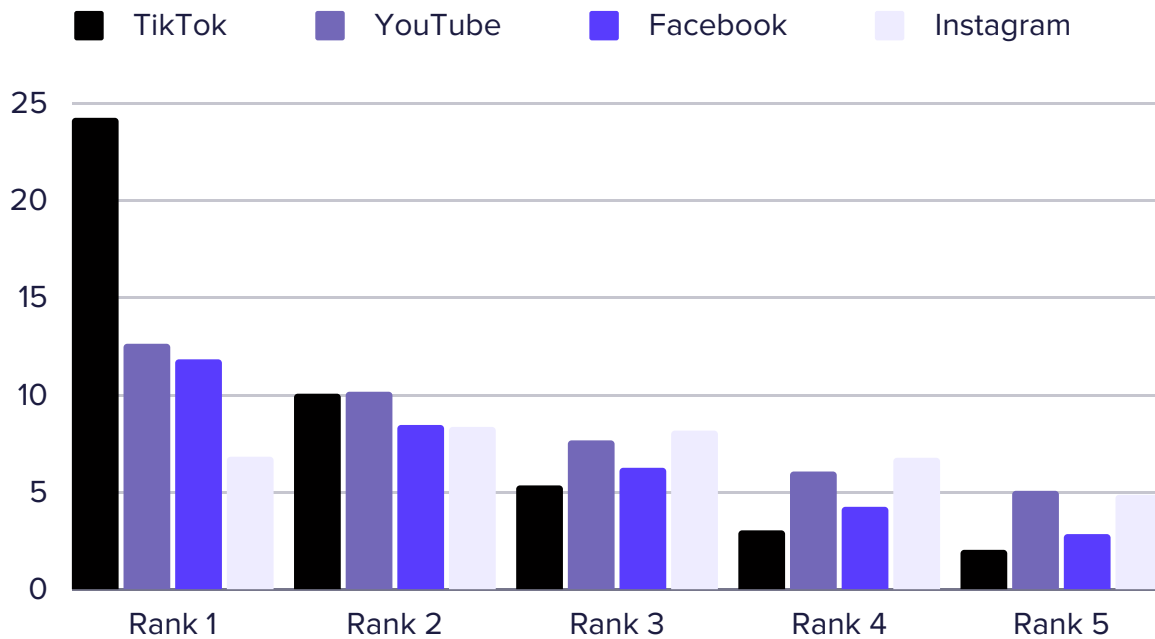| App	Hours per week	Weekly active users
TikTok	12.4 hrs	78%
YouTube	5.8 hrs	93%
Instagram	3.8 hrs	85%
Snapchat	3.7 hrs	76%
Roblox	3.4 hrs	26%

Since January 2022, TikTok has led overall engagement, doubling YouTube in most cases, with a peak in July for both TikTok and Roblox, potentially aligning with the summer break for many individuals.
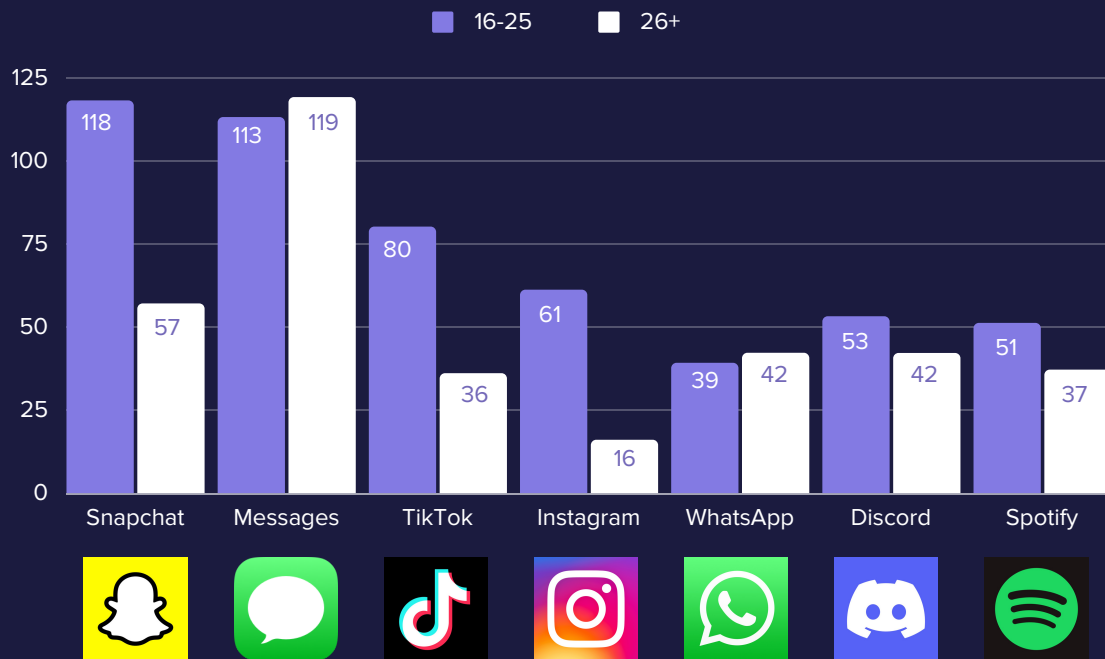
ACTIVE ENGAGEMENT, HOURS USED PER WEEK DURING MONTH, 2022
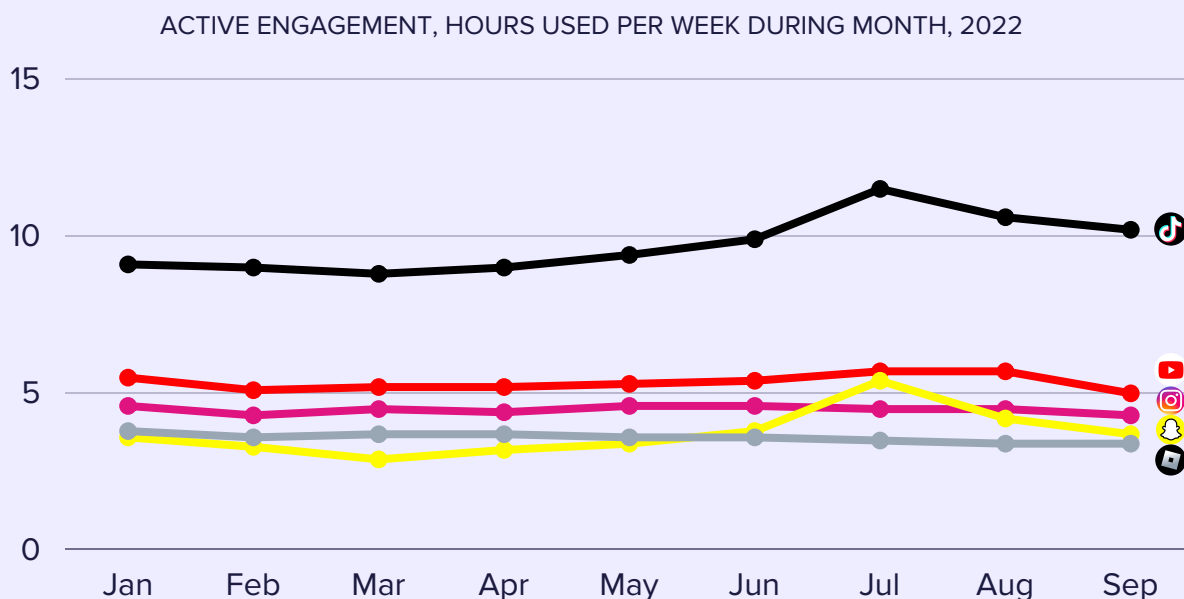
MOST USED APPS BY RANK

Percentage of individuals where app is ranked by top usage (hrs/week)

■ TikTok   ■ YouTube   ■ Facebook   ■ Instagram

TikTok's dominance is further illustrated by ranking individuals' overall app usage in hours per week for each app with which they engage. Over 24% of individuals have TikTok ranked as their top-used app, 10% have it ranked as their second most used, and only 5% ranked as their third most used app. In contrast, YouTube was ranked as the most used app for only 13% of individuals. Just under 12% have Facebook as their most used, and 6.8% have Instagram ranked as their most used.
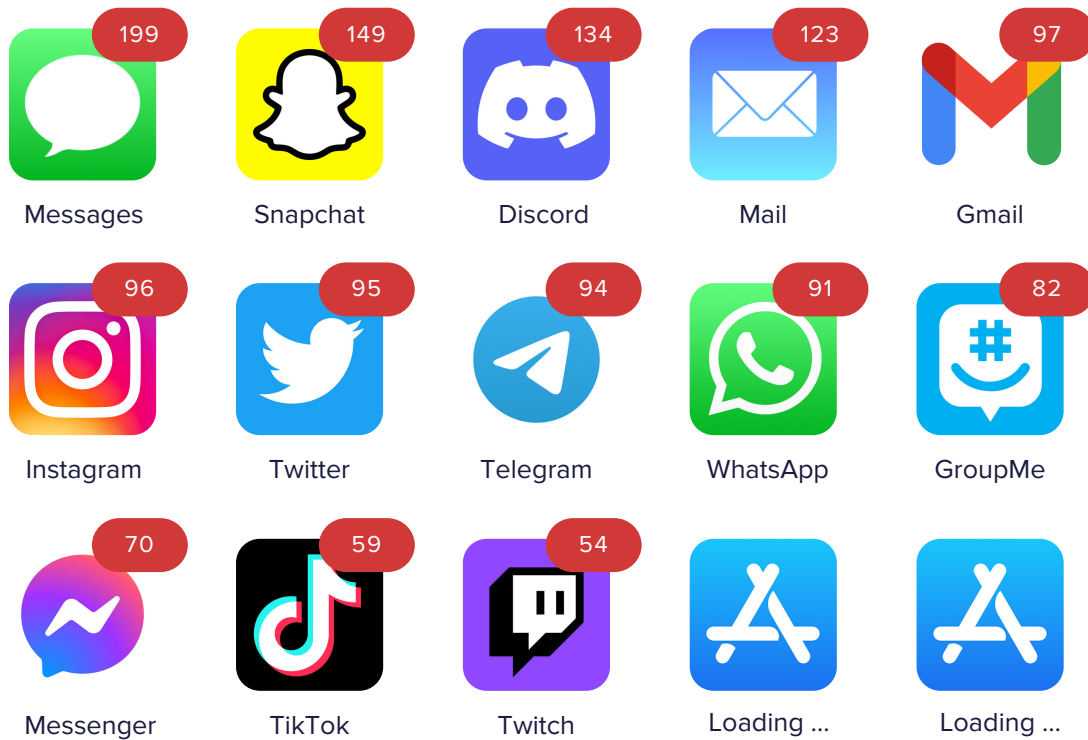
NUMBER OF TIMES PER WEEK THE APP IS THE FIRST USED
WHEN A DEVICE IS PICKED UP

■ 16-25   □ 26+

App	16-25	26+
Snapchat	118	57
Messages	113	119
TikTok	80	36
Instagram	61	16
WhatsApp	39	42
Discord	53	42
Spotify	51	37

PRIORITY ENGAGEMENT

Smartphones are multi-utility devices. Individuals can have casual time with media and social apps, but are also used for business productivity. Purposeful engagement is when a user engages with their device for a specific reason, which is best indicated by the first app they use. Thus the relative times an app is the first used can be referred to as 'priority engagement', and defines a meaningful purpose for someone reaching for their device.

AVERAGE WEEKLY NOTIFICATIONS FOR TOP APPS (USERS 16 - 25)

199 Messages	**149** Snapchat	**134** Discord	**123** Mail	**97** Gmail
96 Instagram	**95** Twitter	**94** Telegram	**91** WhatsApp	**82** GroupMe
70 Messenger	**59** TikTok	**54** Twitch	Loading ...	Loading ...

NOTIFICATIONS ARE A KEY INDICATOR OF ENGAGEMENT

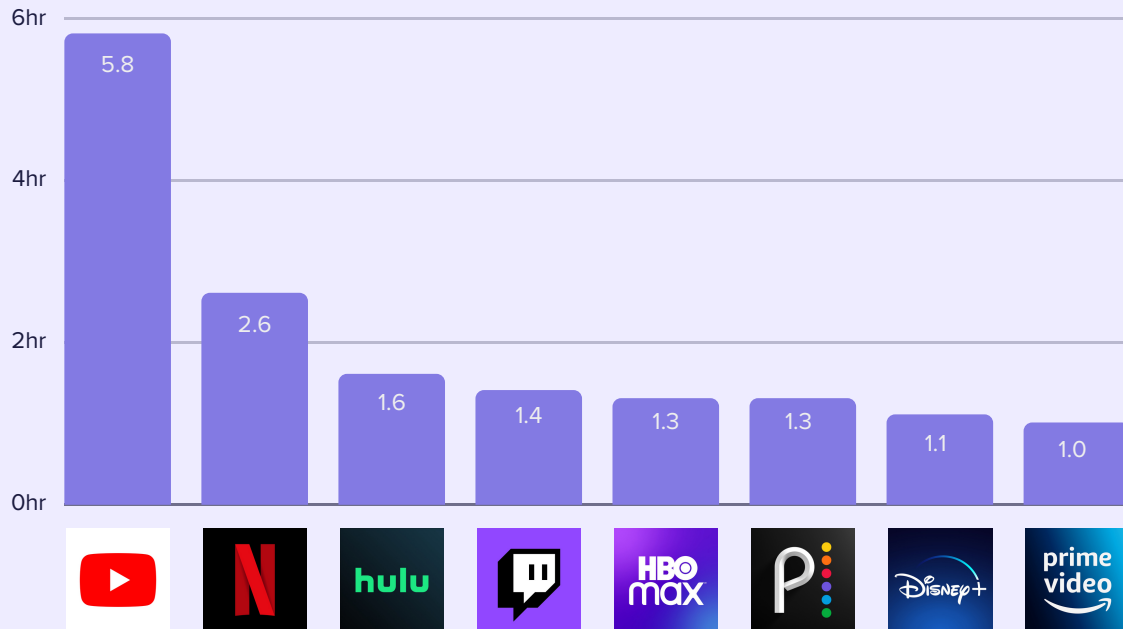Communication apps lead the way in getting through with notifications

Notifications are one of the key indicators of engagement for many apps. Not surprisingly, community-based, gaming and messaging apps have some of the highest levels of weekly notifications. Snapchat (149), Discord (134), Telegram (94), and Twitch (54) are interesting ones to monitor.

WHAT ARE INDIVIDUALS CONSUMING?

TOP STREAMING APPS

AGES 16 - 25, WEEKLY HOURS, SEPTEMBER 2022, USA

App	Hours
YouTube	5.8
Netflix	2.6
hulu	1.6
Twitch	1.4
HBO max	1.3
Peacock	1.3
Disney+	1.1
prime video	1.0

Hours spent watching YouTube on iPhones was nearly double of Netflix (5.8 hrs vs. 2.6 hrs) for those ages 16-25. While mobile devices may not be primary devices for long-form video, short-form video from services like YouTube continues to be prevalent on these devices with over 90% (92.5%) using YouTube on their phone weekly, compared to only 43.3% watching Netflix or 19.4% watching content on Twitch.

Top Social Apps

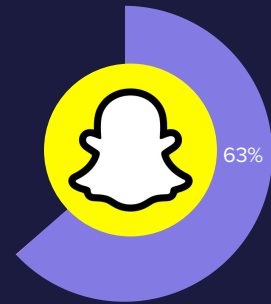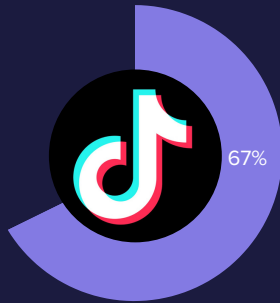Ages 16+ | September 2022

 iPhone 🇺🇸 USA

YouTube
90%
4.9 hrs

Instagram
80%
3.1 hrs

Snapchat
63%
2.8 hrs

TikTok
67%
9.8 hrs

Facebook
71%
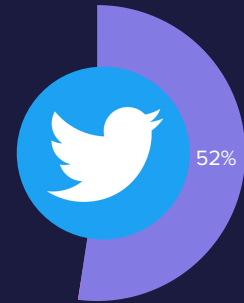**3.7** hrs

Twitter
52%
1.1 hrs

SOCIAL APP ENGAGEMENT

Hours using TikTok is 2x that of YouTube and 3x that of Snapchat

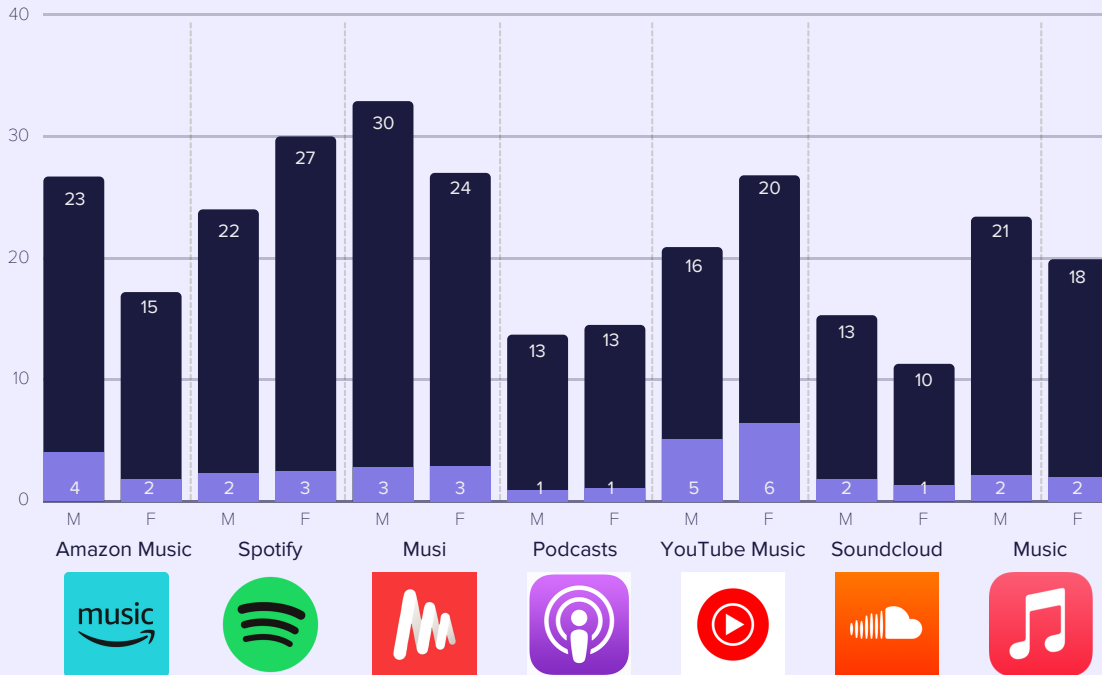TikTok is used by 67% of users aged 16+ for approximately 9.8 hours per week, though 81.6% of Women 16-25 engage with the platform for 12.6 hours per week. While Twitter still has a usage base of 52%, the next few months will be very interesting to monitor. Instagram remains strong with Women 16-25 with 4.1 and 3.7 average hours per week among 86.6% and 79.7% of users respectively.

Measure — App Life Report 2022

MUSIC STREAMING

AGES 16 - 25, SEPTEMBER 2022, USA

On Screen   Background

	Amazon Music		Spotify		Musi		Podcasts		YouTube Music		Soundcloud		Music	
On Screen	4	2	2	3	3	3	1	1	5	6	2	1	2	2
Background (total)	23	15	22	27	30	24	13	13	16	20	13	10	21	18
	M	F	M	F	M	F	M	F	M	F	M	F	M	F

Men spend approximately 33 hours (every 30 days) streaming audio content via the Musi app, whereas women are spending about 30 hours on Spotify. A majority (more than 85%) of audio content is being consumed passively - in the background - as opposed to on-screen. Another telling sign of the versatility of the iOS platform.
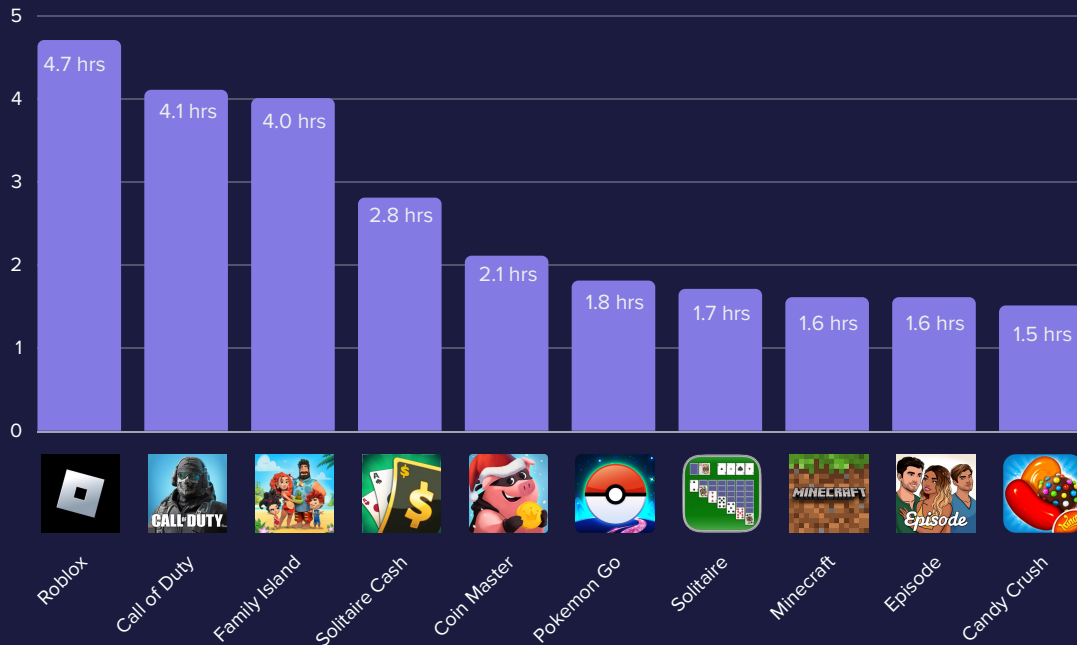
Hours spent with Game Apps

Women | Ages 16-25 | September 2022

 iPhone   USA

4.7 hrs	4.1 hrs	4.0 hrs	2.8 hrs	2.1 hrs	1.8 hrs	1.7 hrs	1.6 hrs	1.6 hrs	1.5 hrs
Roblox	Call of Duty	Family Island	Solitaire Cash	Coin Master	Pokemon Go	Solitaire	Minecraft	Episode	Candy Crush

WOMEN IN GAMING

Game apps are breaking down the gender barriers

Women gamers ages 16-25 play Roblox about 4.7 hours on their iPhones weekly. This compares to 3.3 hours for men ages 16-25, indicating the popularity and growth of iPhone devices for gaming among women. While the incidence of some games like Pokémon Go is more than 2.5x for men than women (10.7% vs 4.1%), the overall active usage in weekly hours spent are very similar.

WHAT ARE INDIVIDUALS BUYING?
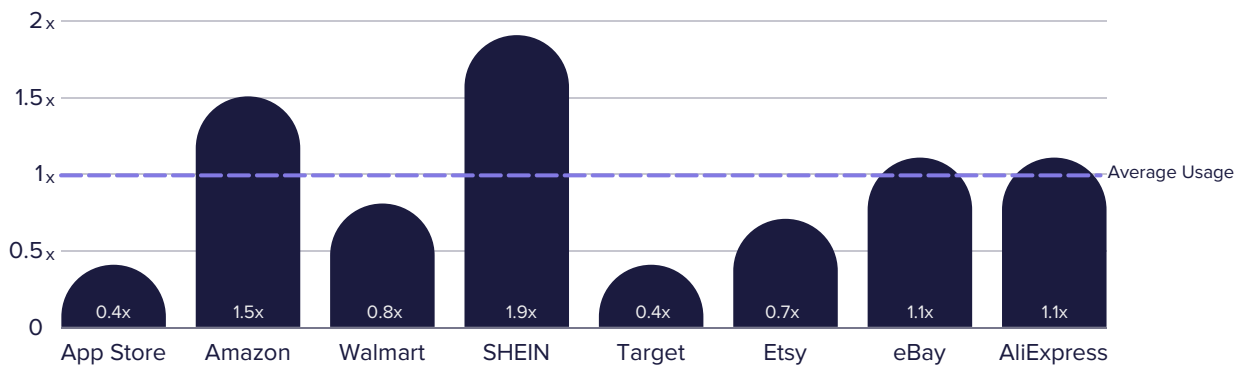
MOST POPULAR SHOPPING APPS

AGES 16 - 25, INDIVIDUALS WHO HAVE USED APP IN SEPTEMBER 2022 | USA
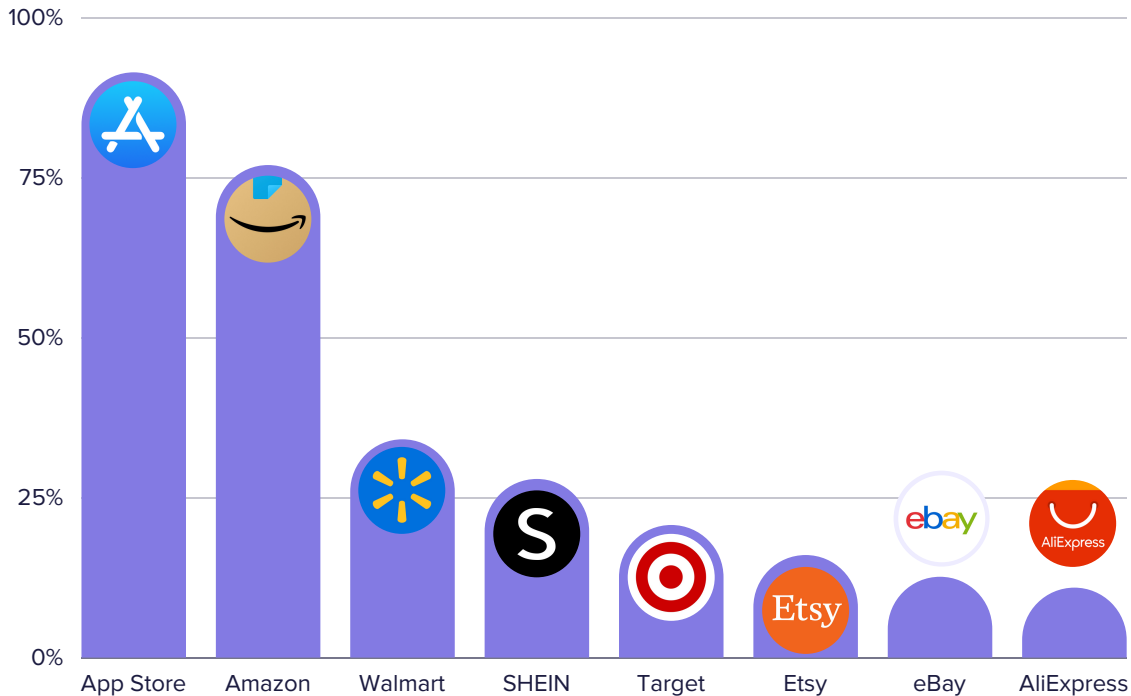
During the month of September 2022, the most commonly used shopping App by ages 16-25 was the Apple App Store at 91%, followed by Amazon by 77% of individuals. SHEIN continues to establish itself with nearly 28% of individuals ages 16-25 using it on a weekly basis.

On a weekly basis, SHEIN is used 1.9 times more than the average listed shopping app.

ACTIVE APP USAGE: RELATIVE TO AVERAGE TIME ACROSS LISTED APPS

App Store	Amazon	Walmart	SHEIN	Target	Etsy	eBay	AliExpress
0.4x	1.5x	0.8x	1.9x	0.4x	0.7x	1.1x	1.1x

Average Usage

IN-APP SPEND

For the month of September, based on total in-app spend, 14 of the top 15 vendors (excluding subscriptions) were gaming publishers. Cognosphere, developers of the Genshin Impact game, has an average $14.10 spend per user making an in-App purchase. Interestingly, TikTok made the top 15 list at number four right after Roblox for in-app total spend, and ranked 7th for average spend per user making an in-app purchase at $8.90.

AVERAGE IN-APP SPEND (OF USERS MAKING A TRANSACTION)

Vendor	Average In-App Spend
Cognosphere	$14.10
Platika Santa Monica	$10.10
Activision Publishing	$10.10
Supertreat	$10.00
PlayStudios	$9.30
Gram Games	$9.00
TikTok	$8.90
Moon Active	$8.00
Jam City	$7.70
Gameloft	$7.30
Niantic	$6.40
Supercell	$6.30
Zynga	$5.90
Rovio	$5.70
Melsoft	$5.20
Roblox	$4.30
Playrix	$4.30
King	$4.10
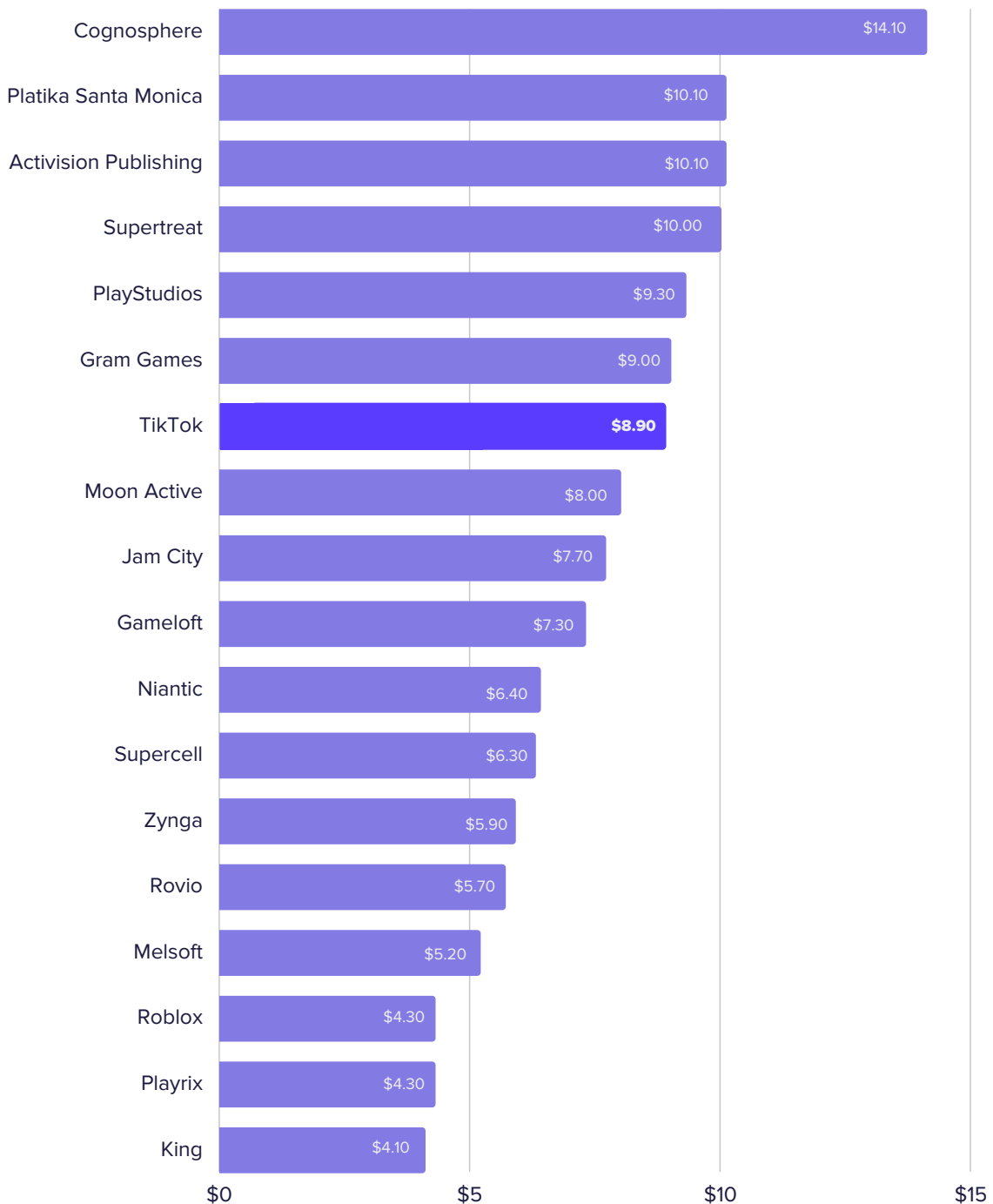
USER PROFILE - ROBLOX USERS

Measure's Retro provides a true digital life of an individual and includes deep profile characteristics across 300+ attributes to help brands better understand individuals.
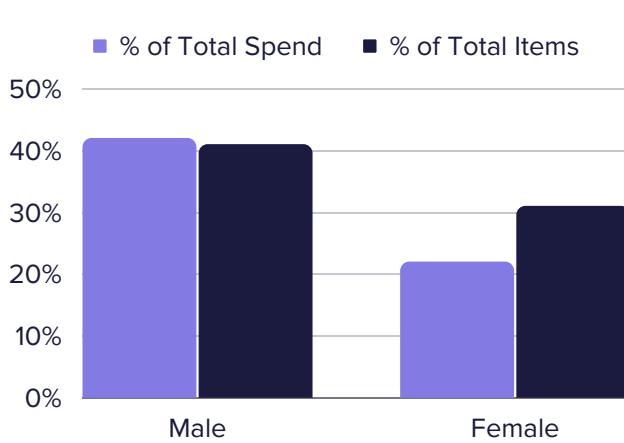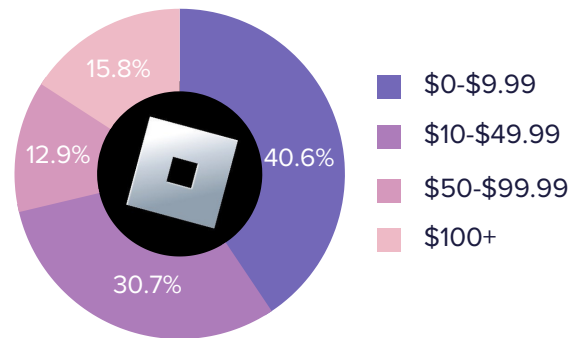
46% Female

53% Male

<1% Other/ Non-binary

% of Total Spend ■ % of Total Items

Women Roblox users accounted for 22% of total in-game spend, proving the ongoing trend for growing numbers of women players being active users and spenders despite the stigma.

Roblox users Ages 16 - 25

- $0-$9.99 — 40.6%
- $10-$49.99 — 30.7%
- $50-$99.99 — 12.9%
- $100+ — 15.8%

Nearly 16% of Roblox users had spent over $100 on in-game purchases, reflecting their high monetization potential.

How long do they spend using:

3.5 hrs   5.2 hrs   15.8 hrs   2.9 hrs   3.2 hrs

THE MEASURE TOP 5 TRENDS

With an increasingly fragmented media and digital life landscape, understanding how individuals engage with their devices, apps, services and media has become ever more challenging. Brands are turning toward hidden behavioral data and trends to gain a competitive edge and better engage with their customers and supporters.

01 — TikTok Continues its dominance

TikTok is the stickiest app with the most hours on a weekly basis as 24% of individuals have TikTok as their most-used app.

02 — Women break down gaming gender barriers

Women Roblox players aged 16-25 are spending nearly 5 hours per week and responsible for 31% of the total items purchased. This is a sign for all game publishers to start creating more value for women, so they have enough reasons to engage and stick around.

03 — Don't get caught up with vanity metrics

Downloads are just not enough. Looking beyond superficial data such as downloads and truly digging into app usage data can start to paint a clearer picture of where people are spending their time on devices. This can, in turn, help to inform growth marketing strategy, product development and other key business initiatives.

04 — It's time to redefine engagement

While email relies on open-rates, and ads rely on click-rates, apps need to start looking at active engagement (time actively used), and notifications to understand 'priority engagement'. Users have more control over how they relate to their apps and services and metrics should reflect that.

05 — Get a new perspective on competitor analysis

A holistic competitive strategy goes beyond installs and uninstalls. With previously inaccessible and hidden behavioral data such as in-app spend and app positioning on a consumer's Home Screen - you can take a much deeper dive into competitor apps, to keep track of their wins and losses in real-time.

WHY YOU NEED RETRO

A smartphone has become a crystal ball reflecting a consumer's purchasing habits, social/lifestyle trends, and frequency patterns. Measure facilitates a marketplace for permission, person-based data, where individuals take control of their data and monetize it directly with brands, advertisers and researchers.

With each person's full permission and proactive engagement, Measure's proprietary Retro technology collects device-based data from a growing list of apps on both iOS and Android devices. Retro can be integrated into existing surveys and data pipelines, or organizations can leverage the trust-based Measure community to bring meaningful behavioral data to the market.

The days of clumsy and user-compromising metering methodologies are over. Today, MAANG companies and agencies are using Retro to get visibility into consumer's attitudes, behaviors and purchasing habits beyond their app, so they could never miss out on new ways to drive growth.

Need help understanding your options for behavioral data collection?

Contact info@measureprotocol.com for more information.

ABOUT MEASURE

Measure was founded in 2018 by a group of media, ad tech, and market research technology veterans on a mission to help people take ownership of their data to monetize it directly with brands.

Measure was created to solve the challenges in the digital data collection space, developing innovative technologies and fundamentals that offer new opportunities for data and analytics. Measure believes that by changing the fundamental principles of data collection, with better access to valuable behavioral data, both brands and individuals can benefit.

Founded on principles of data sovereignty, privacy, transparency and fair compensation, Measure provides an ecosystem that addresses challenges faced by brands and answers MAANG companies' business-critical questions by leveraging hidden consumer behavior data.

Measure won the 2019 ASC / MRS Award for Best Technology Innovation, the 2020 Marketing Research and Insight Excellence Award for Technology Impact, powered by Quirks, and are alumni of the Creative Destruction Lab's Blockchain program.

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