

INSIGHTS 2017

Apps & Social Media Usage
in the US, UK & Nordics

CONTENTS

03	Editorial
04	Apps
39	Social Media
85	Mobile banking
94	About the study

EDITORIAL

Google and Facebook in control of the app and social media sphere

The Google-Facebook duopoly becomes apparent when looking at the top mobile apps - more than 50% of the top apps are owned by the tech mastodons

What you are reading right now is our most ambitious study so far. Based on more than 14.000 respondents across six countries we take a deep dive into the usage of apps and social media in the Nordics - and for the first time also in the US and UK.

Not surprisingly, a lot of findings are comparable in all six markets. Facebook is ruling social media and the mobile phone. Generally, the huge international tech companies Google (including YouTube), Facebook (including Instagram and WhatsApp) and Snapchat dominate the top lists with 65% of the spots across all countries.

However, there are also huge differences. Amazon and eBay are prominent in the US and UK, but nowhere near the top in the Nordics. And while there are no finance or mobile payment apps in the top ten apps in both US, UK and Finland, the picture is completely different in Denmark, Norway and especially Sweden, where BankID is the number one app tilting Facebook from the top spot.

Taking a closer look at mobile banking, we can see that the services have a high penetration in the Nordics based on local players, while it is still maturing in the US and UK with PayPal leading the way.

With more than 90 pages of insights it's impossible to sum it all up in a few sentences. Instead I welcome you take a closer look. Please enjoy!

Rune Werliin

Head of Marketing & Communication @ AudienceProject

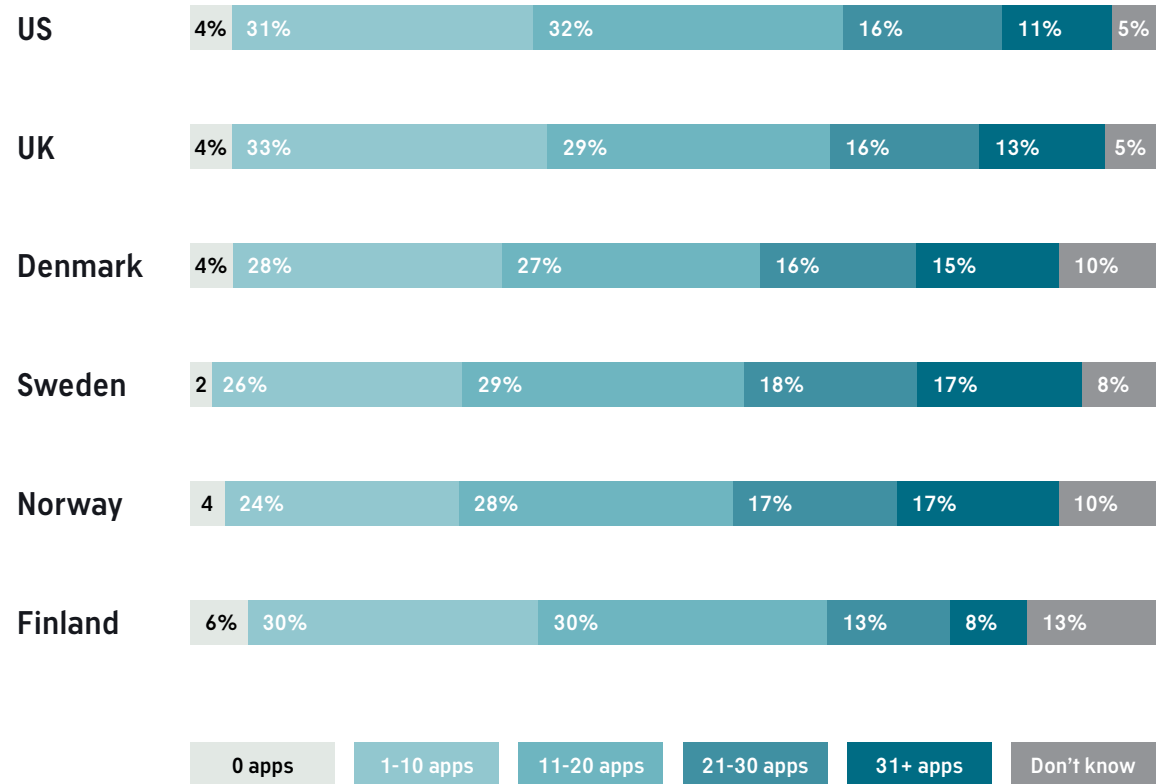
APPS

Facebook is considered the most important app in both the US, UK, Denmark and Norway, but in Sweden and Finland it is relegated to second place as BankID and WhatsApp take the first place in Sweden and Finland respectively.



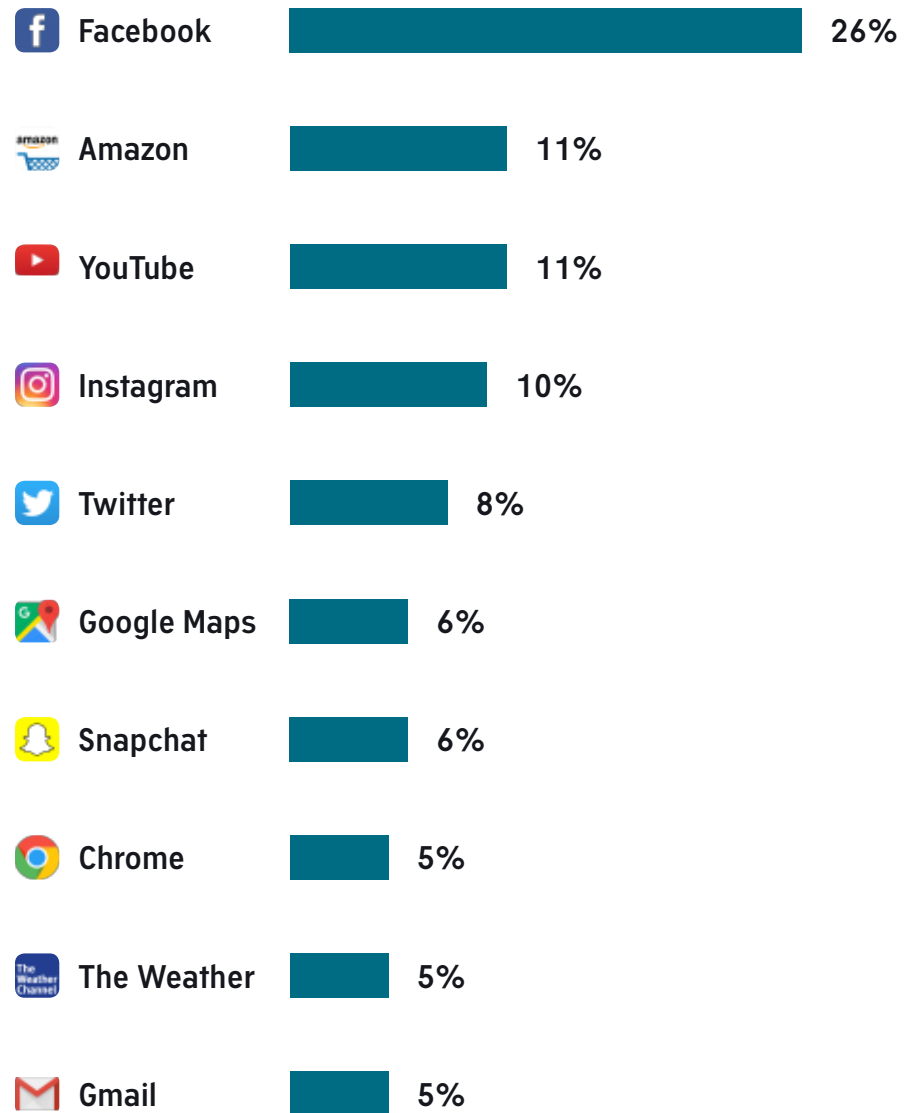
Number of mobile apps installed

[How many apps have people installed on their mobiles excluding pre-installed apps]



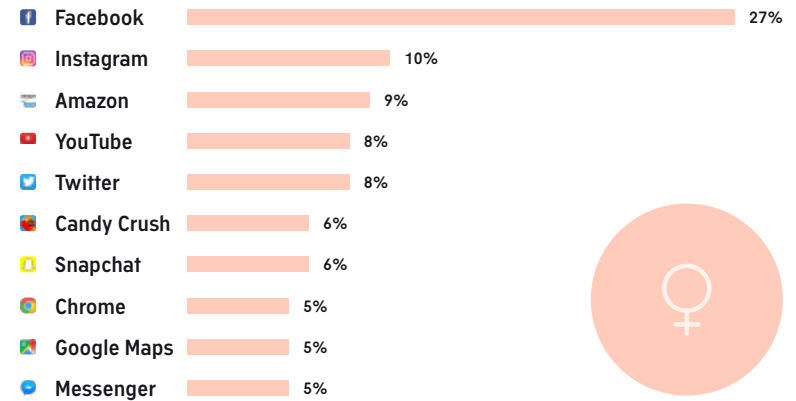
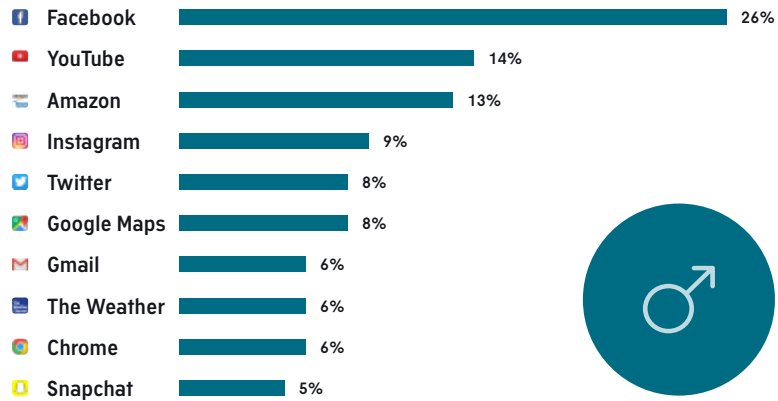
Top mobile apps in the US

[How many name the following apps as one of the three apps they least can do without]



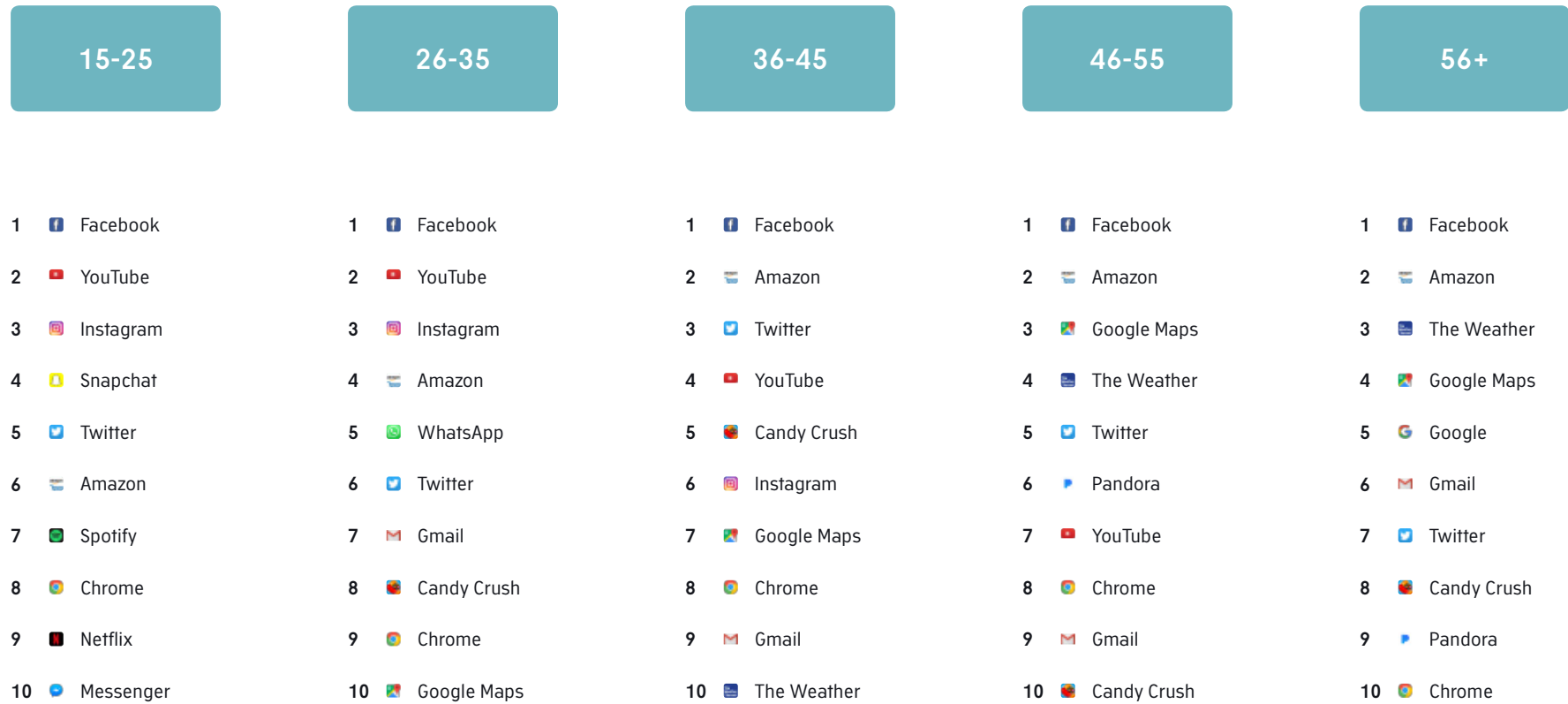
Top mobile apps in the US - Gender

[How many men and women name the following apps as one of the three apps they least can do without]



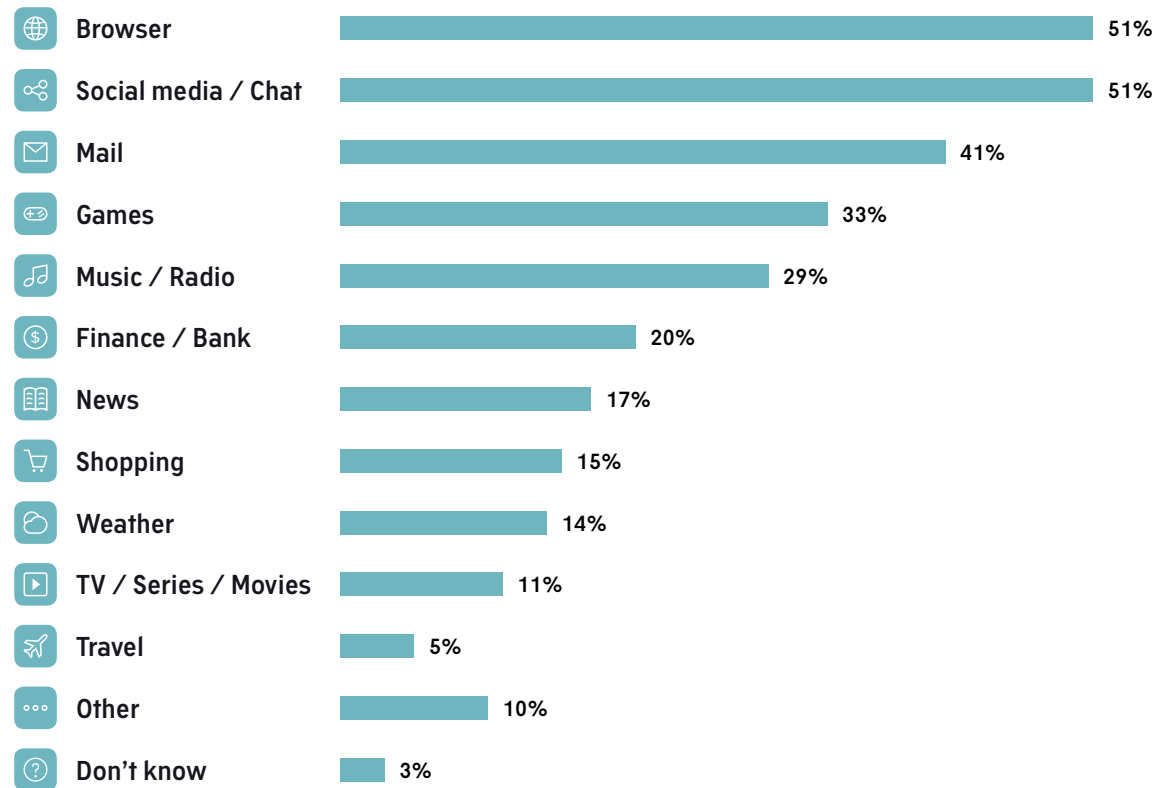
Top mobile apps in the US - Age groups

[How many in different age groups name the following apps as one of the three apps they least can do without]



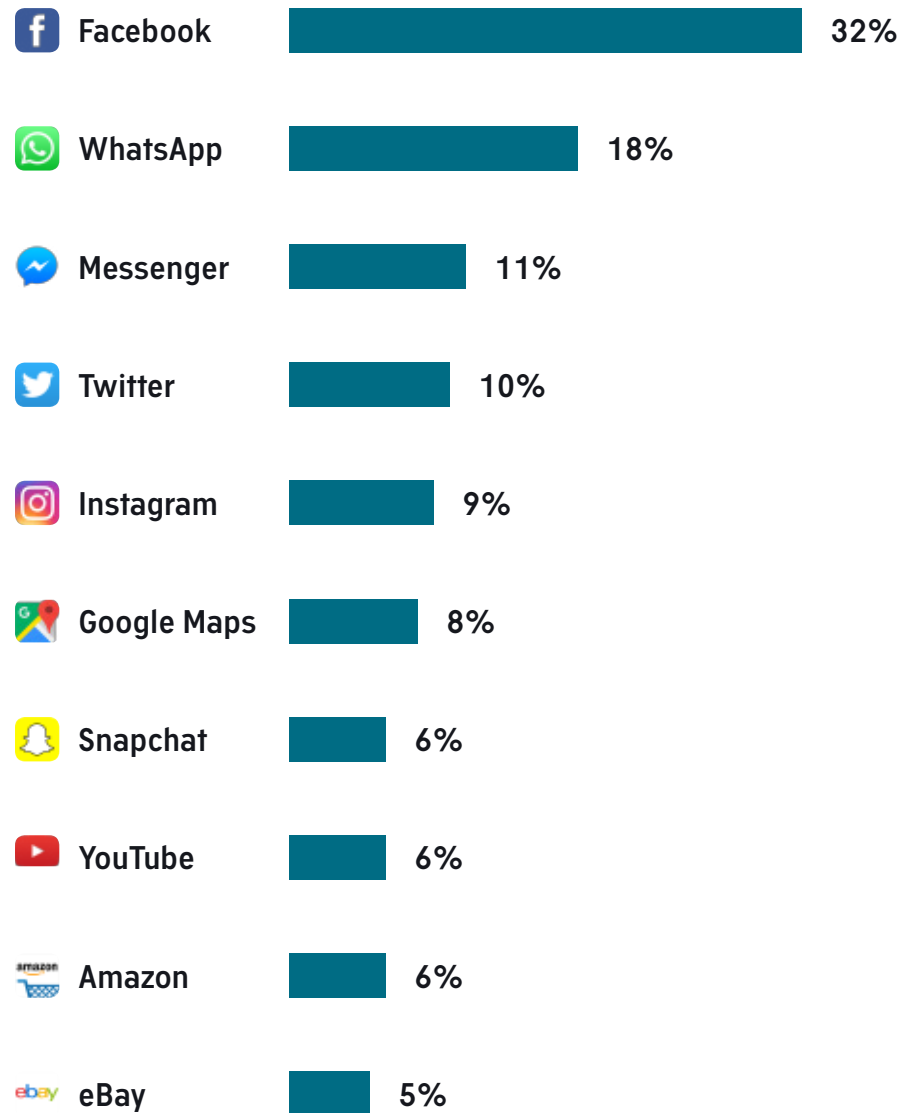
Top mobile apps by category in the US

[How many name the following app categories as one of the three they spend most time on]



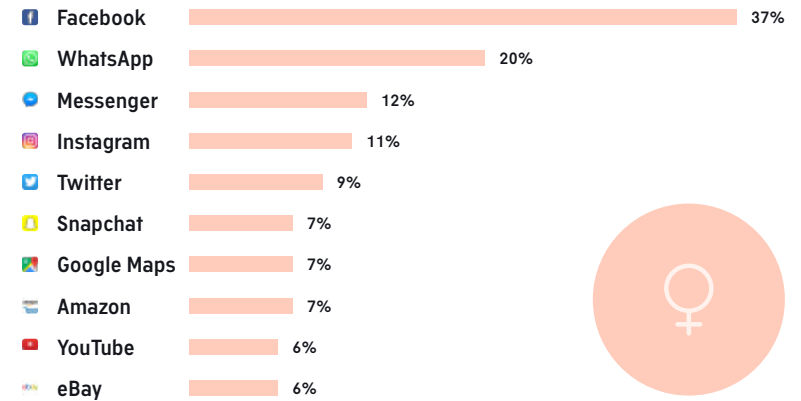
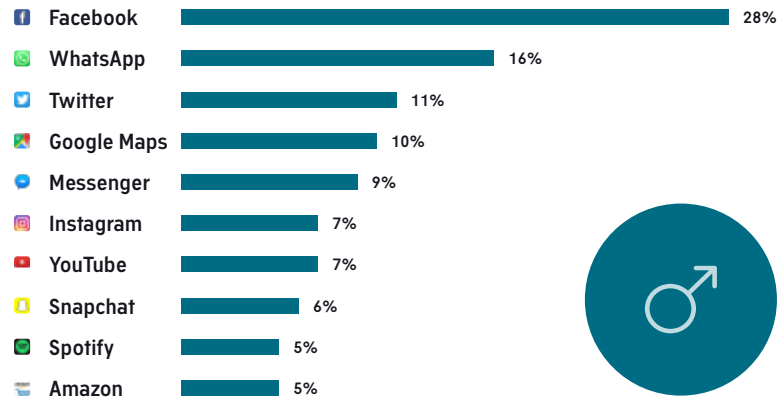
Top mobile apps in the UK

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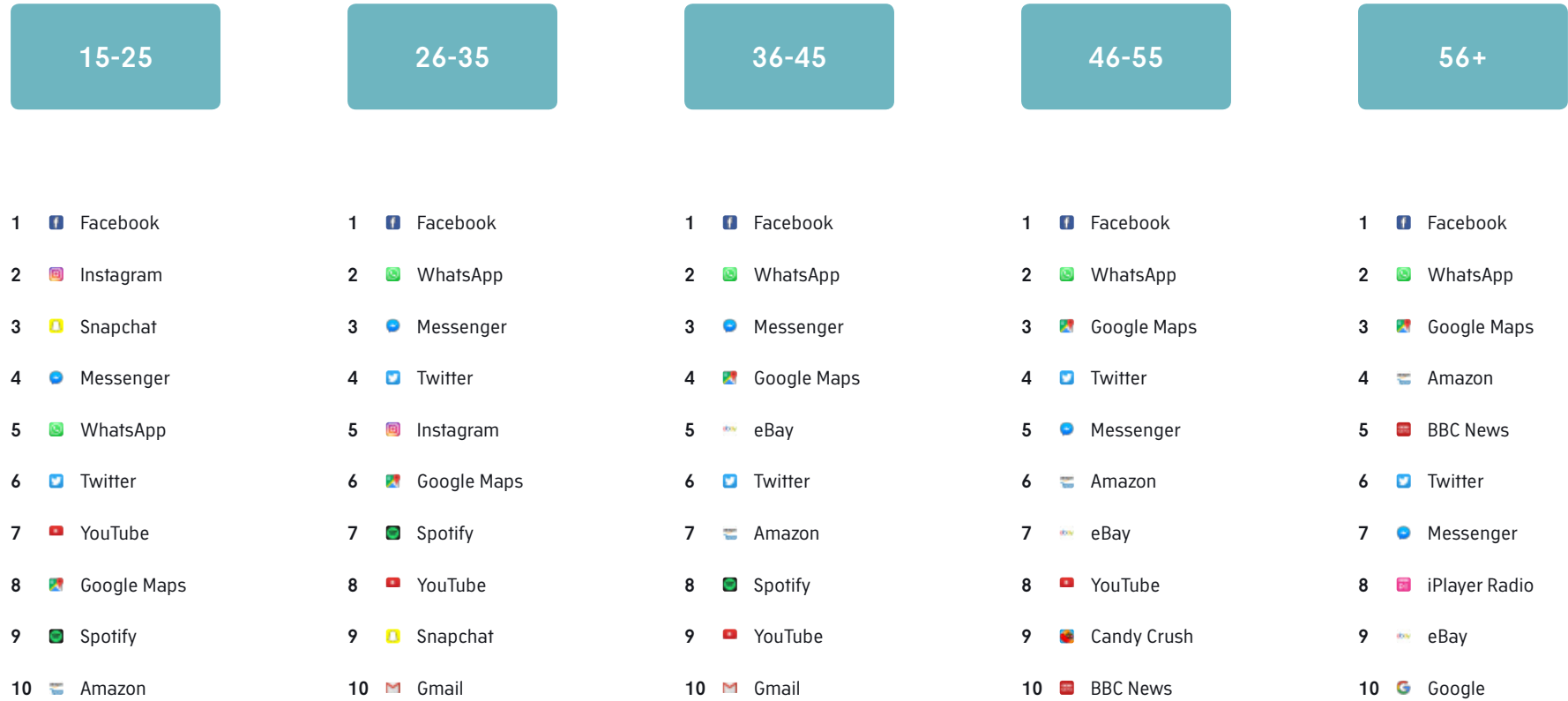
Top mobile apps in the UK - Gender

[How many men and women name the following apps as one of the three apps they least can do without]



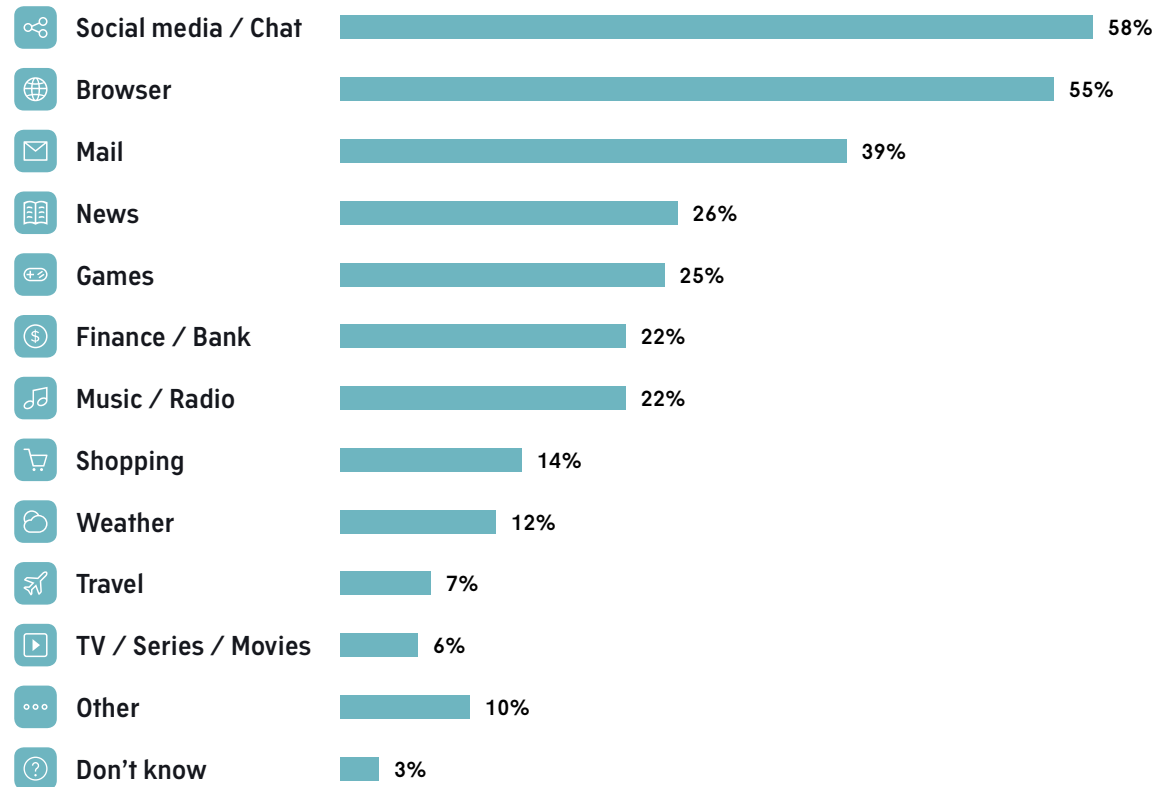
Top mobile apps in the UK - Age groups

[How many in different age groups name the following apps as one of the three apps they least can do without]



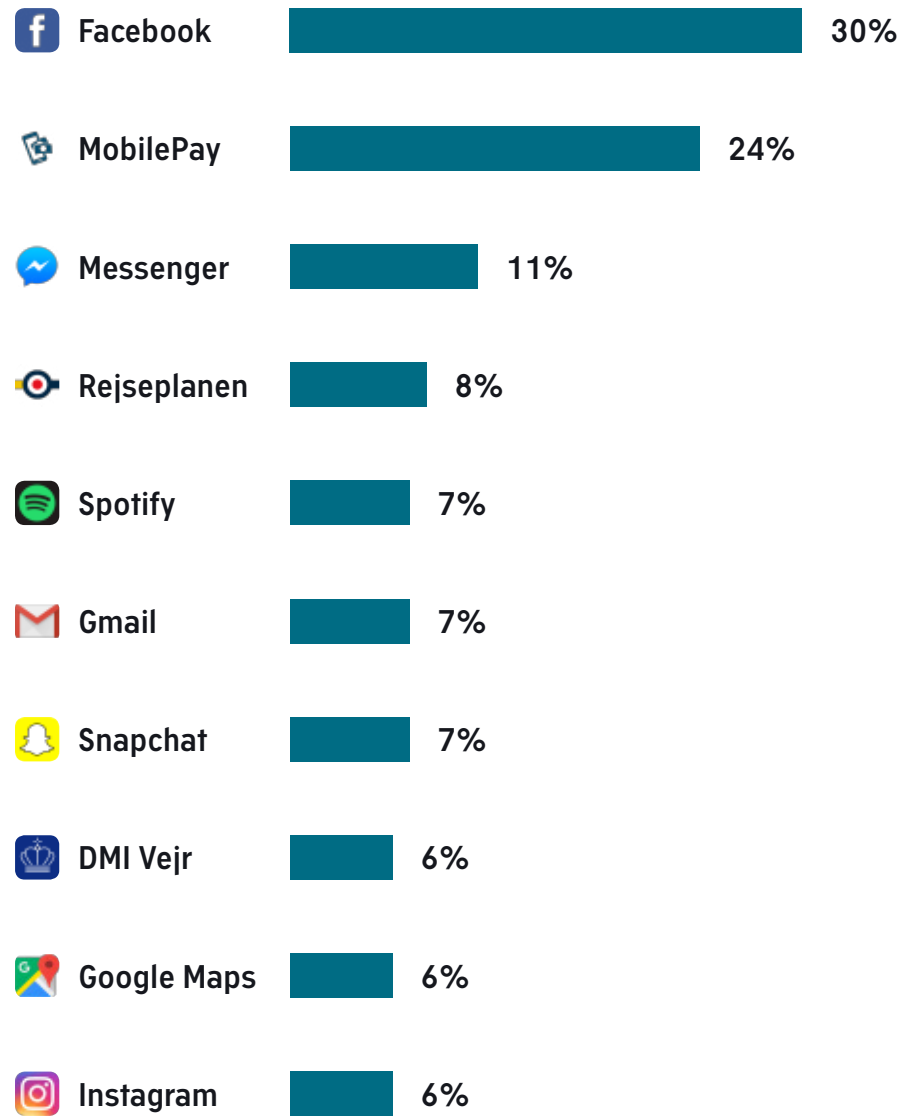
Top mobile apps by category in the UK

[How many name the following app categories as one of the three they spend most time on]



Top mobile apps in Denmark

[How many name the following apps as one of the three apps they least can do without]





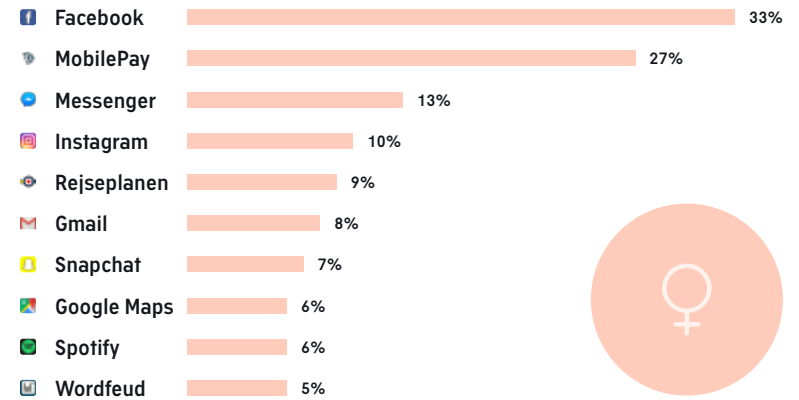
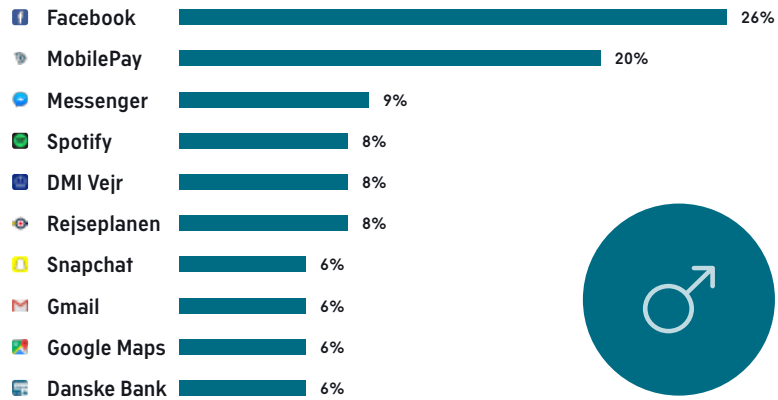
Top mobile apps in Denmark from 2016 to 2017

[How many named the following apps as one of the three apps they least could do without in Q1 and Q4 2016 compared to Q2 2017]

Q1 2016		Q4 2016		Q2 2017	
Facebook	32%	Facebook	32%	Facebook	0 → 30%
MobilePay	23%	MobilePay	24%	MobilePay	0 → 24%
Rejseplanen	11%	Messenger	10%	Messenger	0 → 11%
Messenger	9%	Google Maps	9%	Rejseplanen	4 ↑ 8%
Snapchat	8%	Gmail	7%	Spotify	2 ↑ 7%
Instagram	7%	Instagram	7%	Gmail	1 ↓ 7%
DR Nyheder	7%	Spotify	7%	Snapchat	2 ↑ 7%
Google	6%	Rejseplanen	6%	DMI Vejr	3 ↑ 6%
e-Boks	5%	Snapchat	6%	Google Maps	5 ↓ 6%
Spotify	5%	Danske Bank	6%	Instagram	4 ↓ 6%

Top mobile apps in Denmark - Gender

[How many men and women name the following apps as one of the three apps they least can do without]



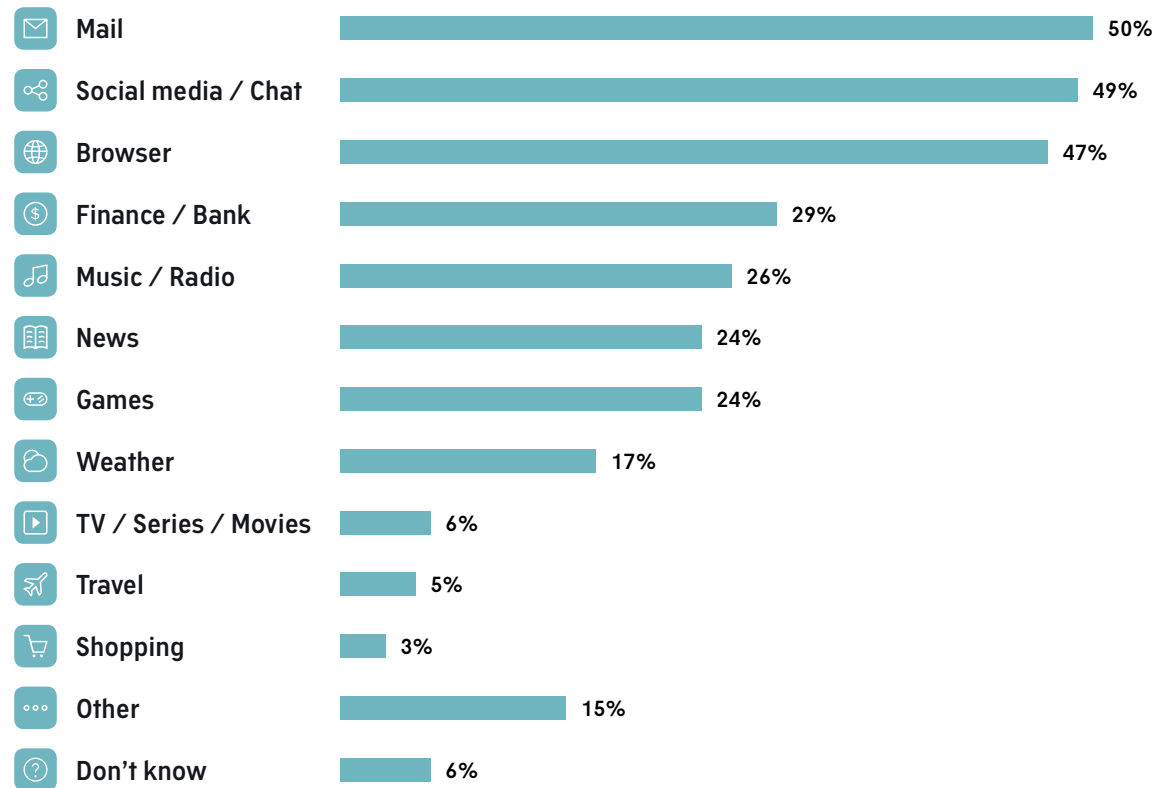
Top mobile apps in Denmark - Age groups

[How many in different age groups name the following apps as one of the three apps they least can do without]



Top mobile apps by category in Denmark

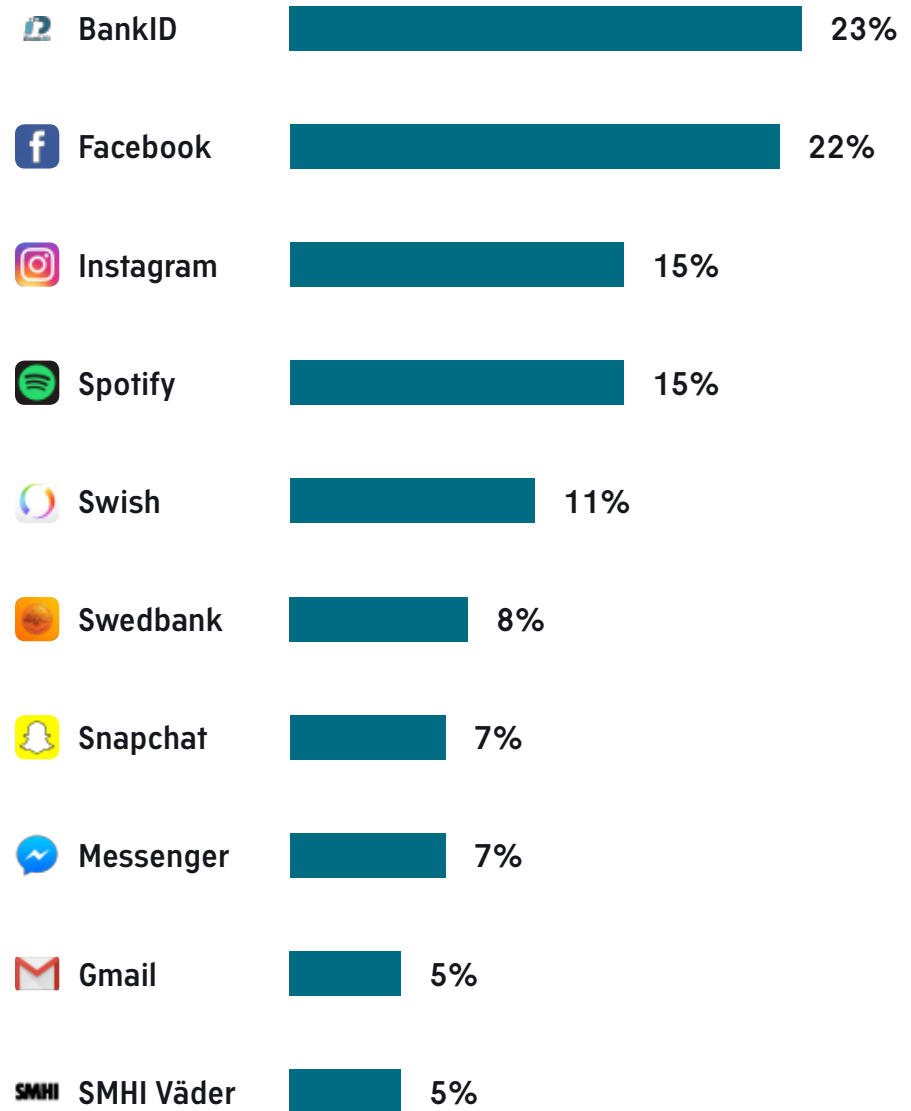
[How many name the following app categories as one of the three they spend most time on]





Top mobile apps in Sweden

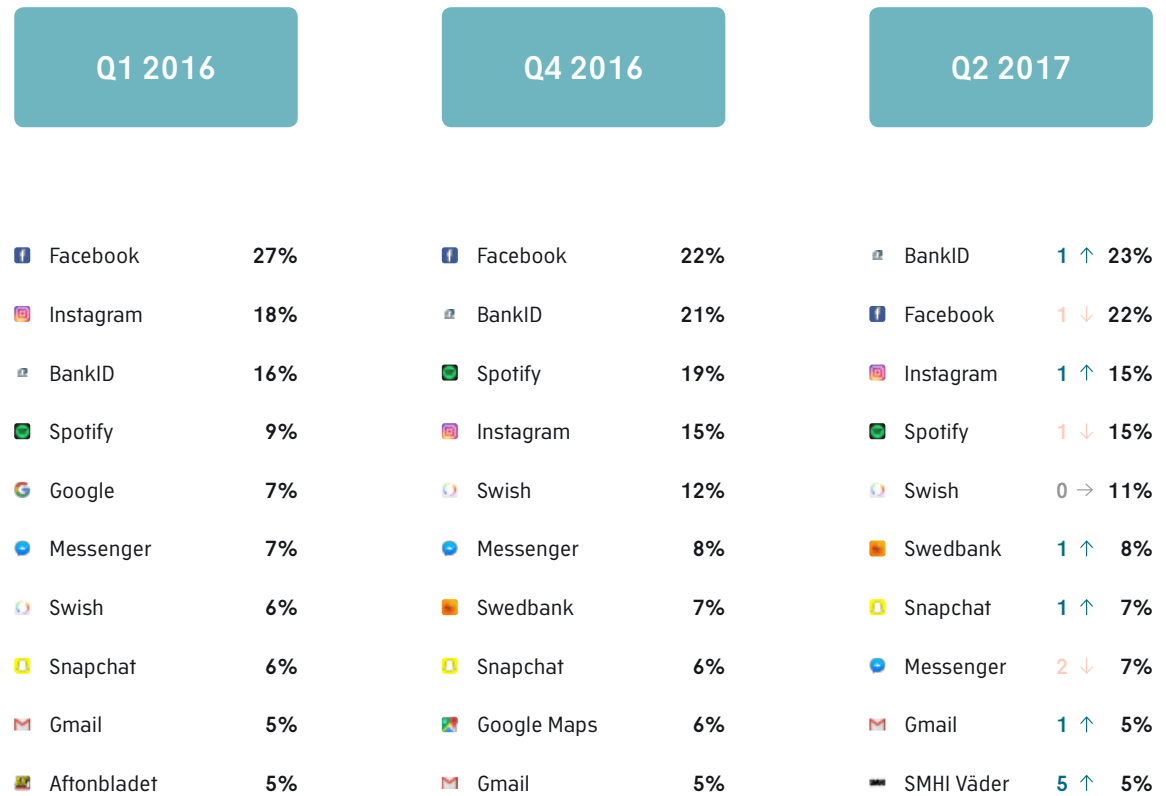
[How many name the following apps as one of the three apps they least can do without]





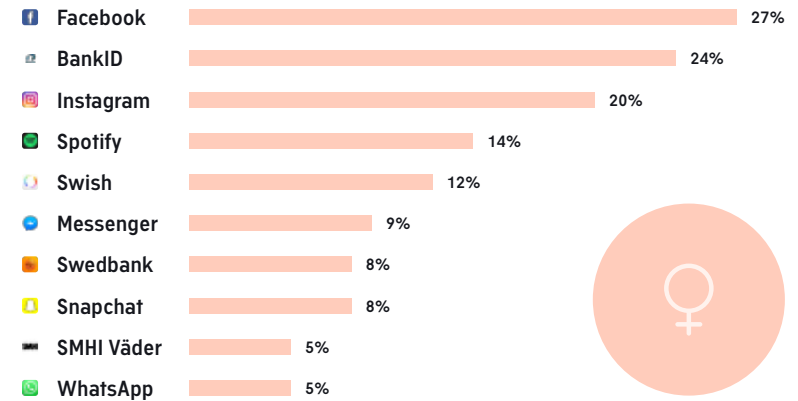
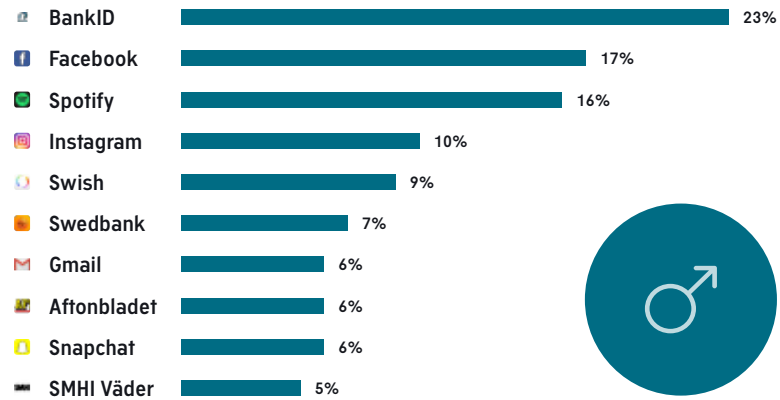
Top mobile apps in Sweden from 2016 to 2017

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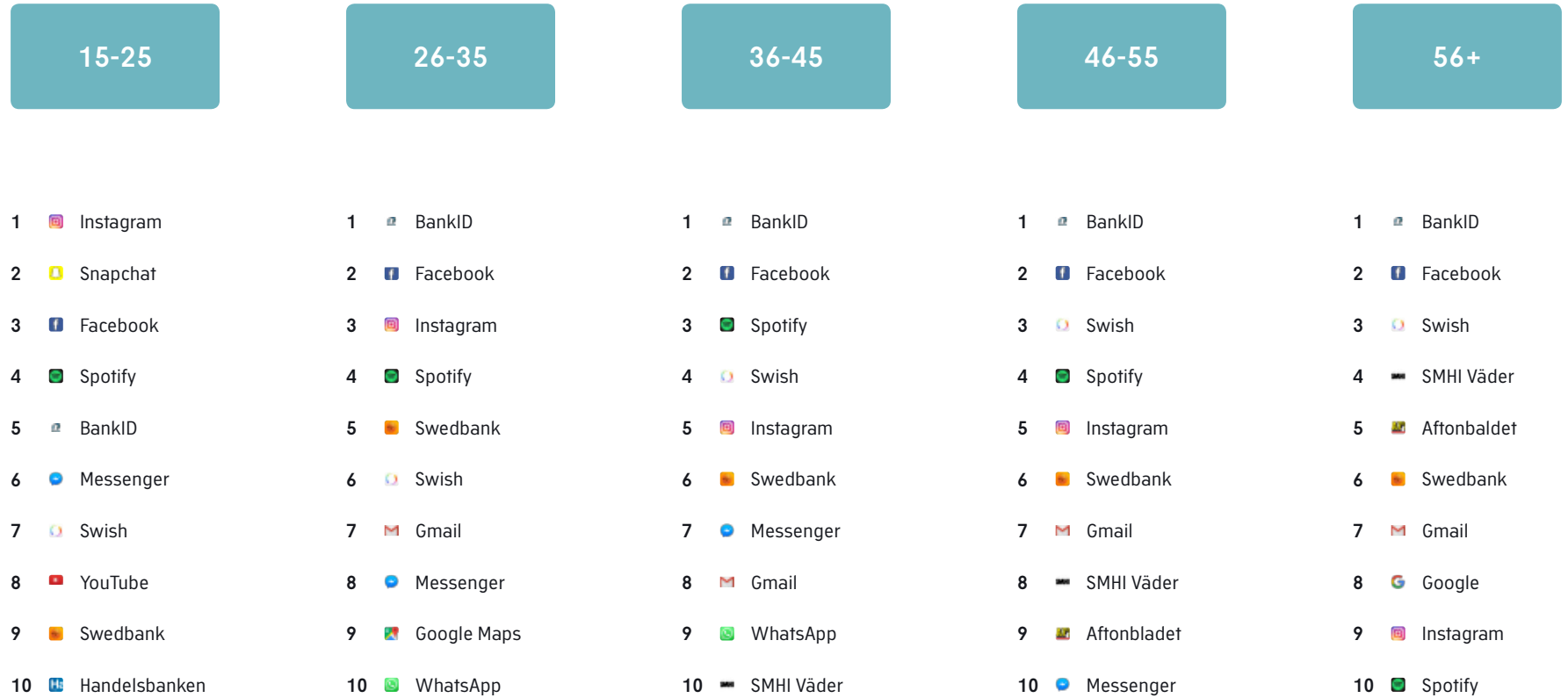
Top mobile apps in Sweden - Gender

[How many men and women name the following apps as one of the three apps they least can do without]



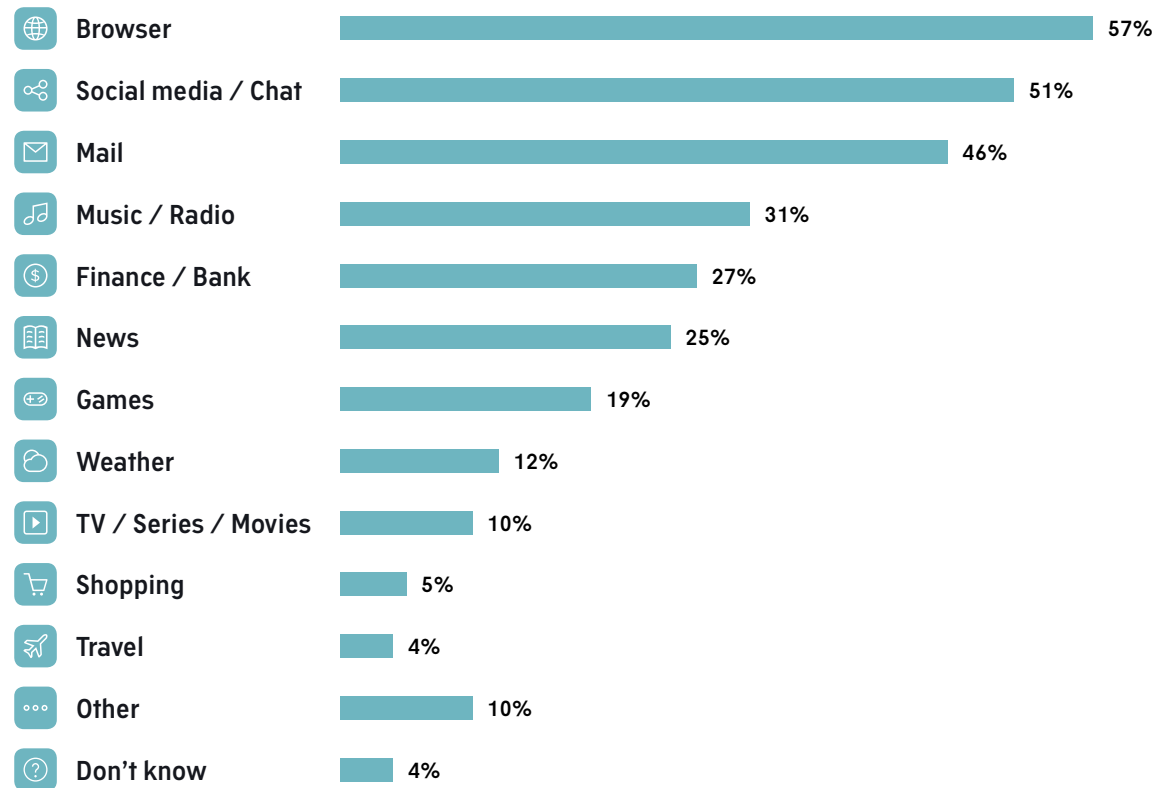
Top mobile apps in Sweden - Age groups

[How many in different age groups name the following apps as one of the three apps they least can do without]



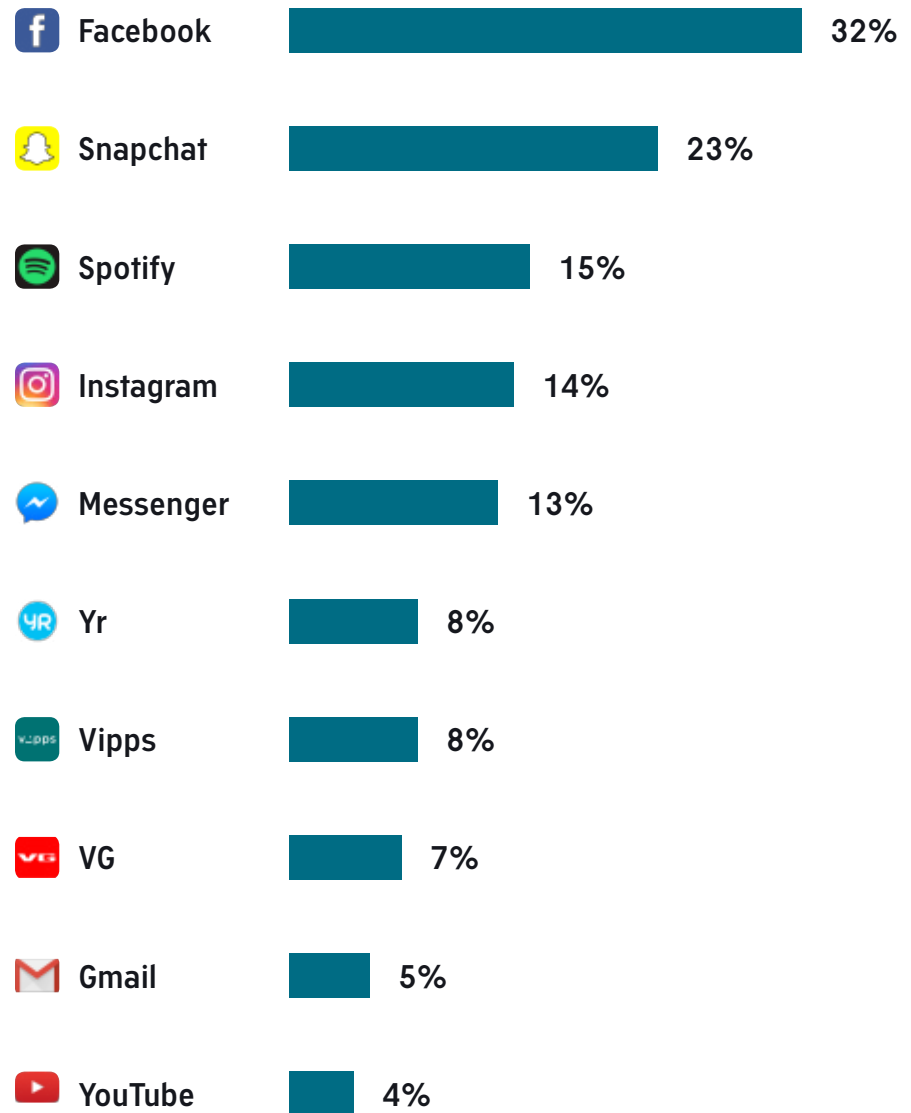
Top mobile apps by category in Sweden

[How many name the following app categories as one of the three they spend most time on]



Top mobile apps in Norway

[How many name the following apps as one of the three apps they least can do without]





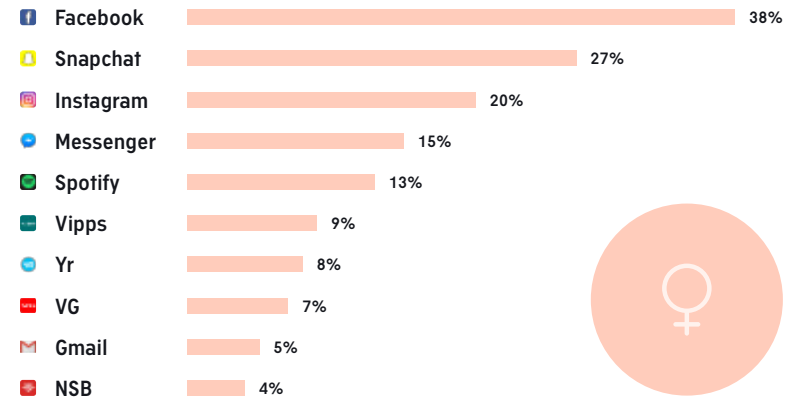
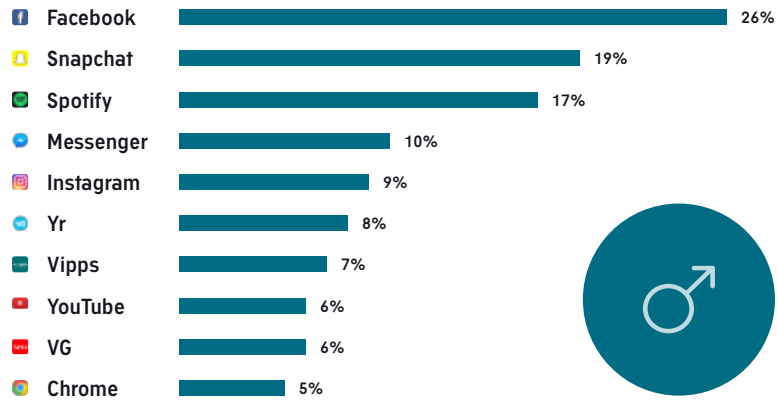
Top mobile apps in Norway from 2016 to 2017

[How many named the following apps as one of the three apps they least could do without in Q1 and Q4 2016 compared to Q2 2017]

	Q1 2016	Q4 2016	Q2 2017
Facebook	41%	36%	0 → 32%
Snapchat	20%	20%	0 → 23%
Instagram	20%	18%	0 → 15%
Yr	14%	13%	1 ↑ 14%
Spotify	9%	13%	1 ↓ 13%
Messenger	9%	7%	0 → 8%
VG	6%	6%	4 ↑ 8%
DNB	5%	5%	5 ↑ 7%
Google	4%	5%	0 → 5%
NSB	4%	5%	4 ↑ 4%
RuterBillett		6%	
Gmail		5%	
Google Maps		5%	

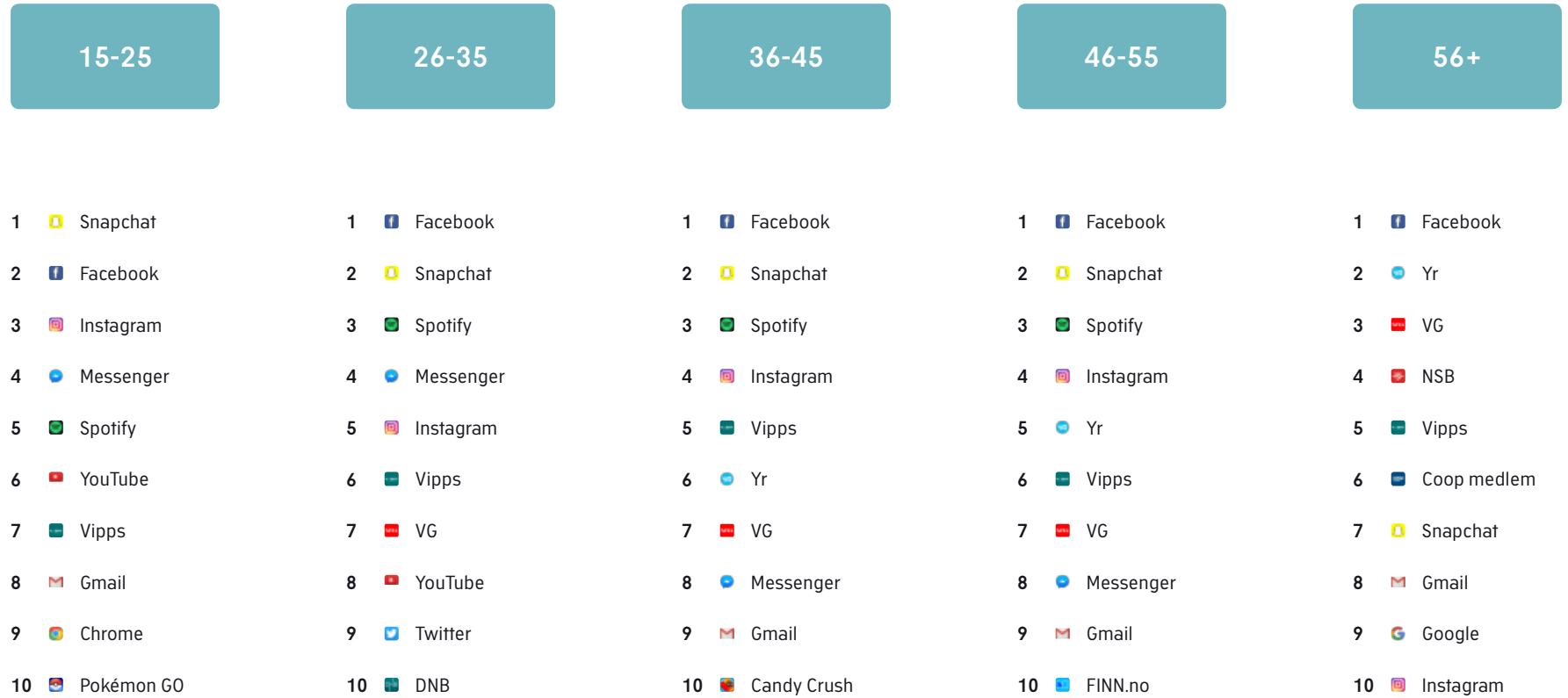
Top mobile apps in Norway - Gender

[How many men and women name the following apps as one of the three apps they least can do without]



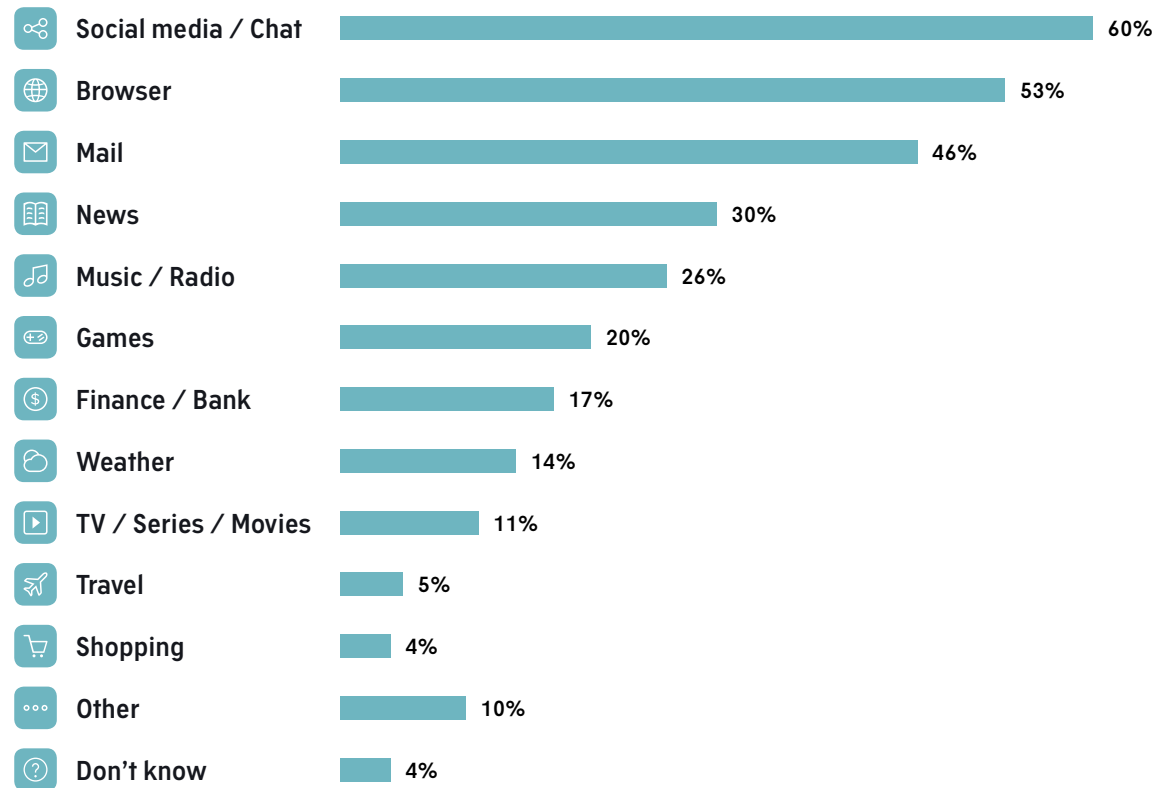
Top mobile apps in Norway - Age groups

[How many in different age groups name the following apps as one of the three apps they least can do without]



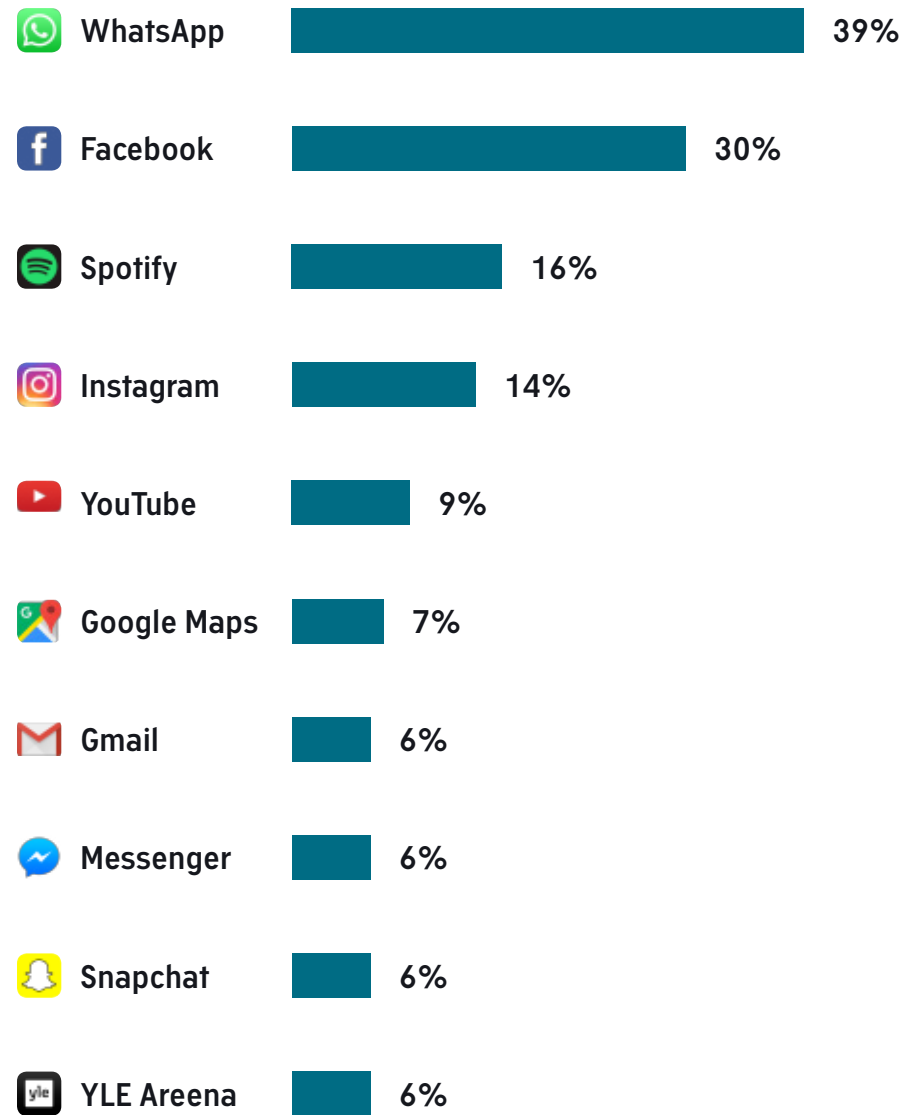
Top mobile apps by category in Norway

[How many name the following app categories as one of the three they spend most time on]



Top mobile apps in Finland

[How many name the following apps as one of the three apps they least can do without]





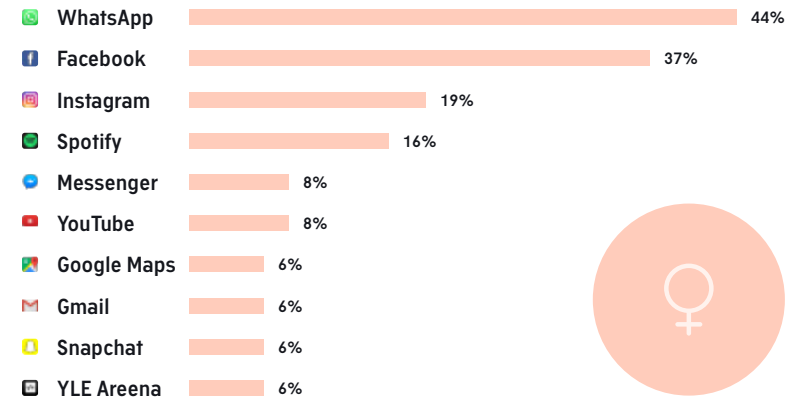
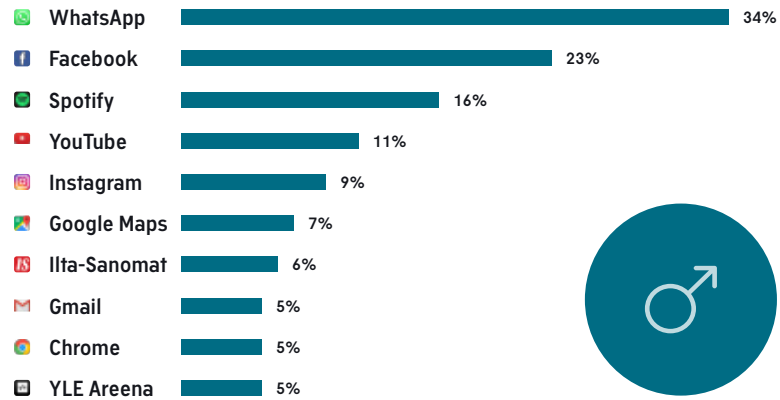
Top mobile apps in Finland from 2016 to 2017

[How many named the following apps as one of the three apps they least could do without in Q1 and Q4 2016 compared to Q2 2017]

	Q1 2016	Q4 2016	Q2 2017
WhatsApp	45%	37%	0 → 39%
Facebook	34%	25%	0 → 30%
Instagram	12%	12%	0 → 16%
Ilta-Sanomat	7%	10%	0 → 14%
Messenger	7%	6%	4 ↑ 9%
Spotify	6%	6%	1 ↓ 7%
Gmail	6%	5%	1 ↓ 6%
Google	6%	5%	1 ↓ 6%
HERE WeGo	5%	5%	1 ↓ 6%
Chrome	4%	5%	1 ↓ 6%
YouTube		5%	4 ↑ 6%
Ilta-Sanomat		4%	4 ↑ 6%

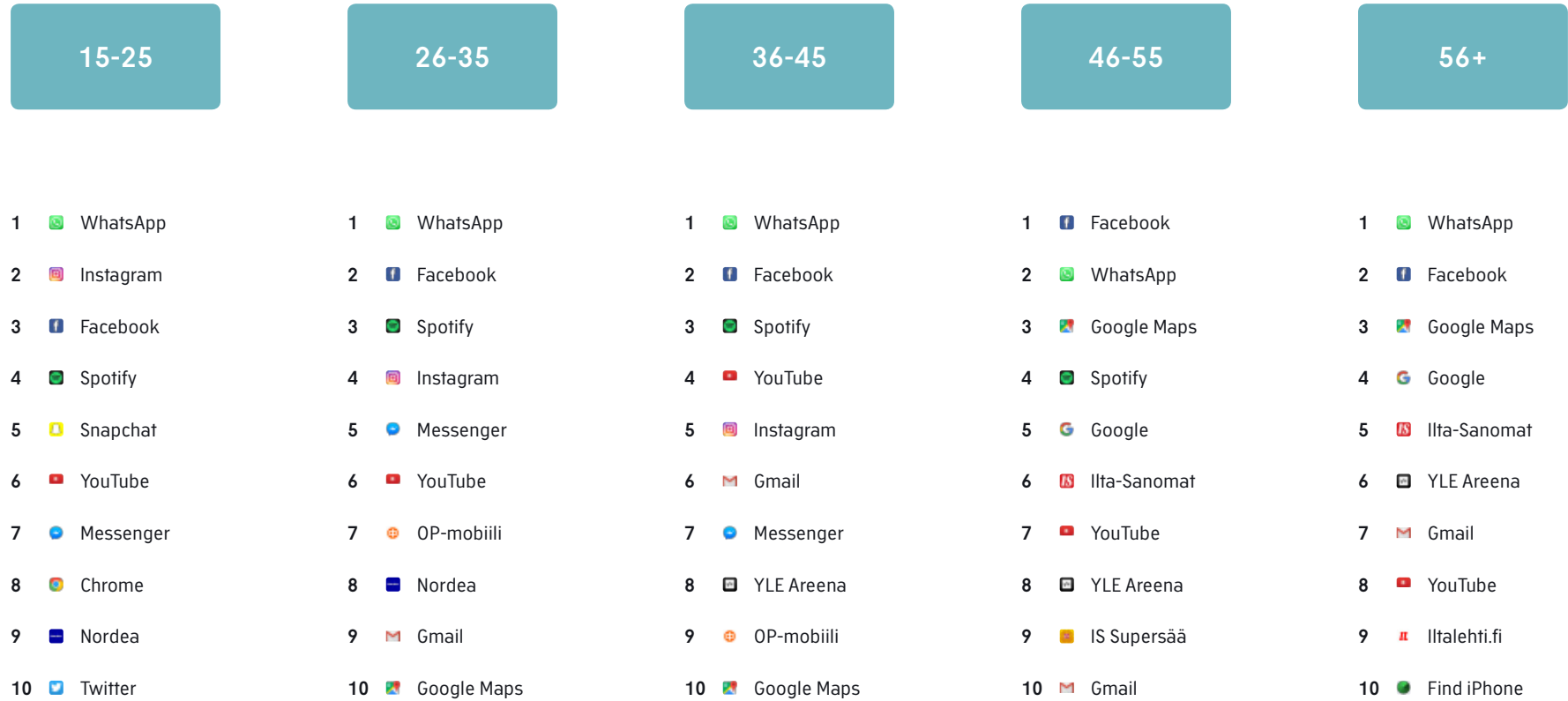
Top mobile apps in Finland - Gender

[How many men and women name the following apps as one of the three apps they least can do without]



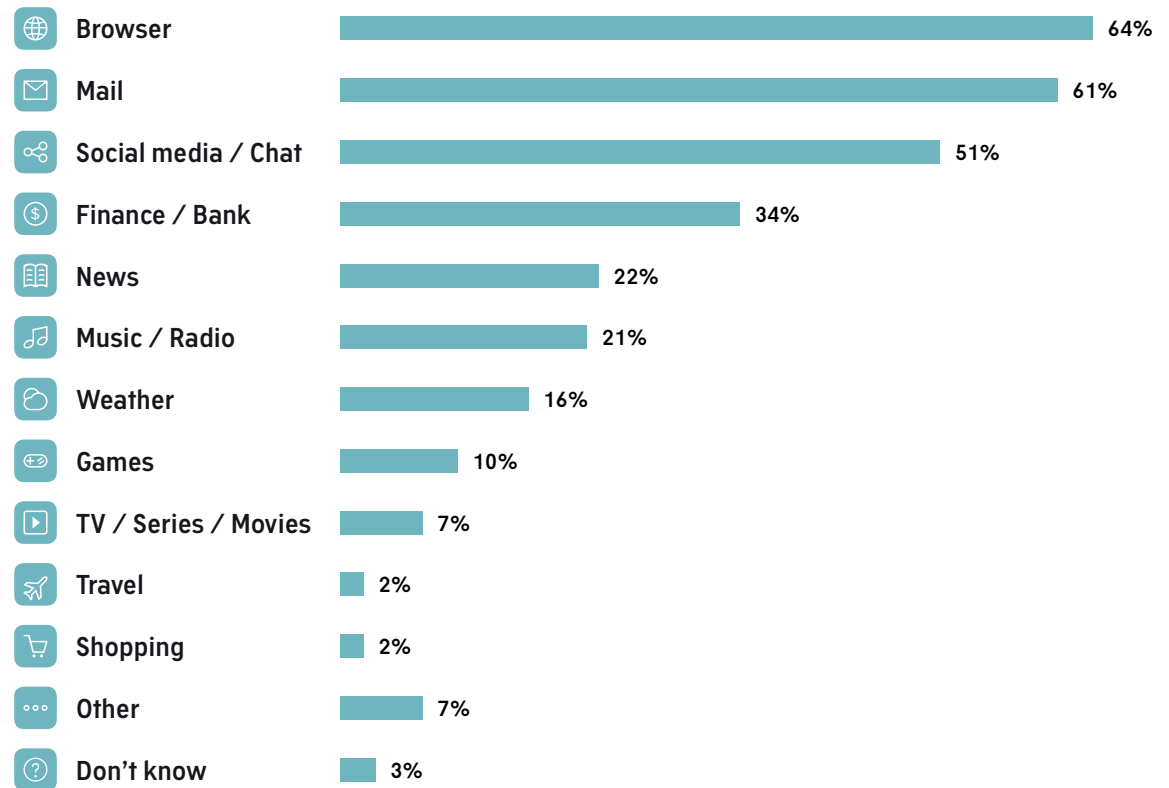
Top mobile apps in Finland - Age groups

[How many in different age groups name the following apps as one of the three apps they least can do without]



Top mobile apps by category in Finland

[How many name the following app categories as one of the three they spend most time on]

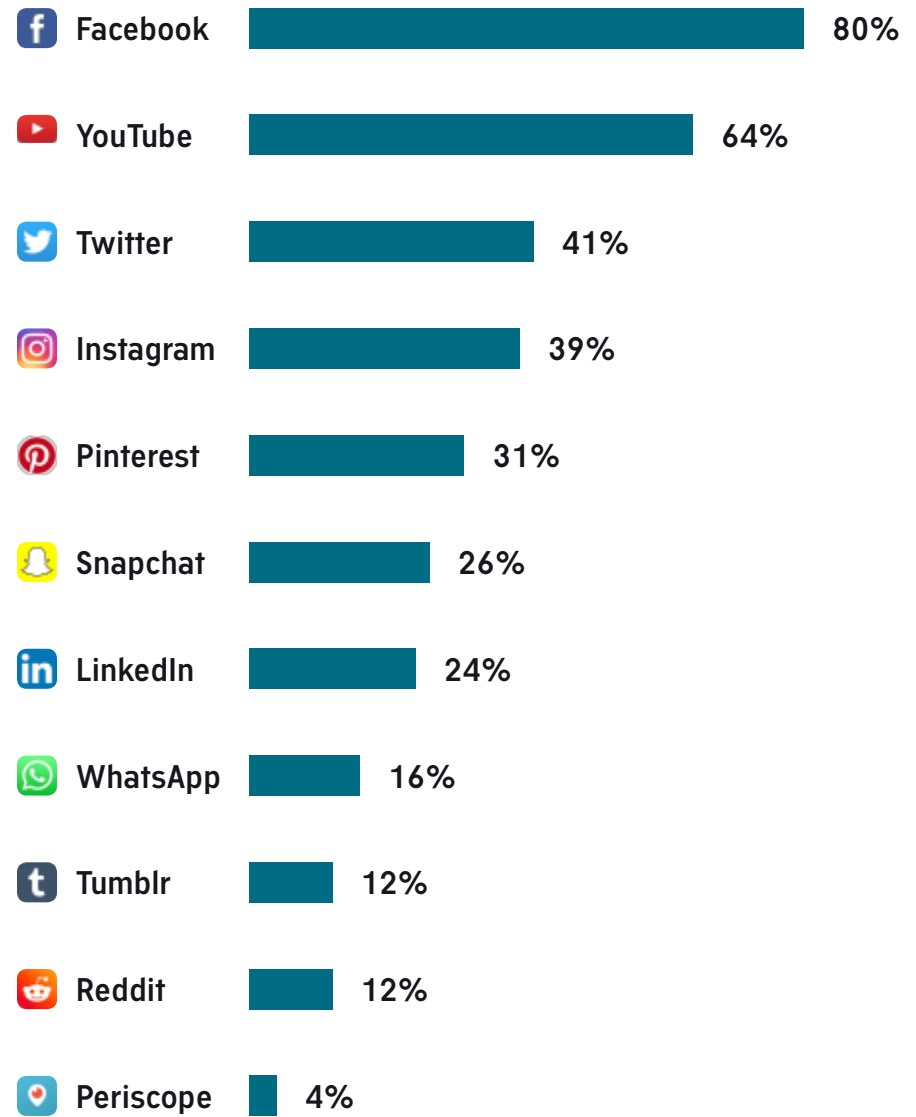


SOCIAL MEDIA

Facebook rules the social media sphere in both the US, UK and Nordics. In all countries, Facebook is the social media with the highest reach in the online population. However, among the young people other social media challenge Facebook's leading position.

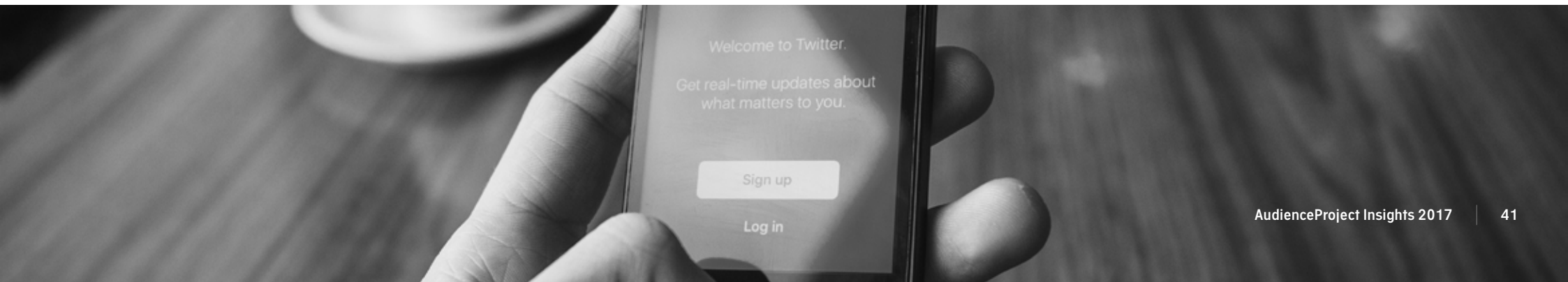
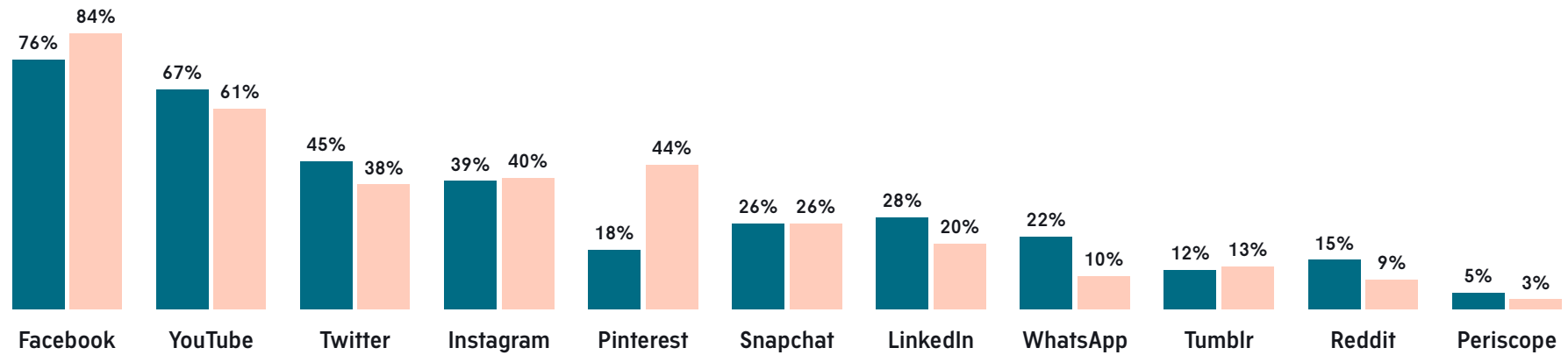
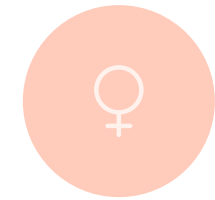
Top social media in the US

[How many use the following social media]



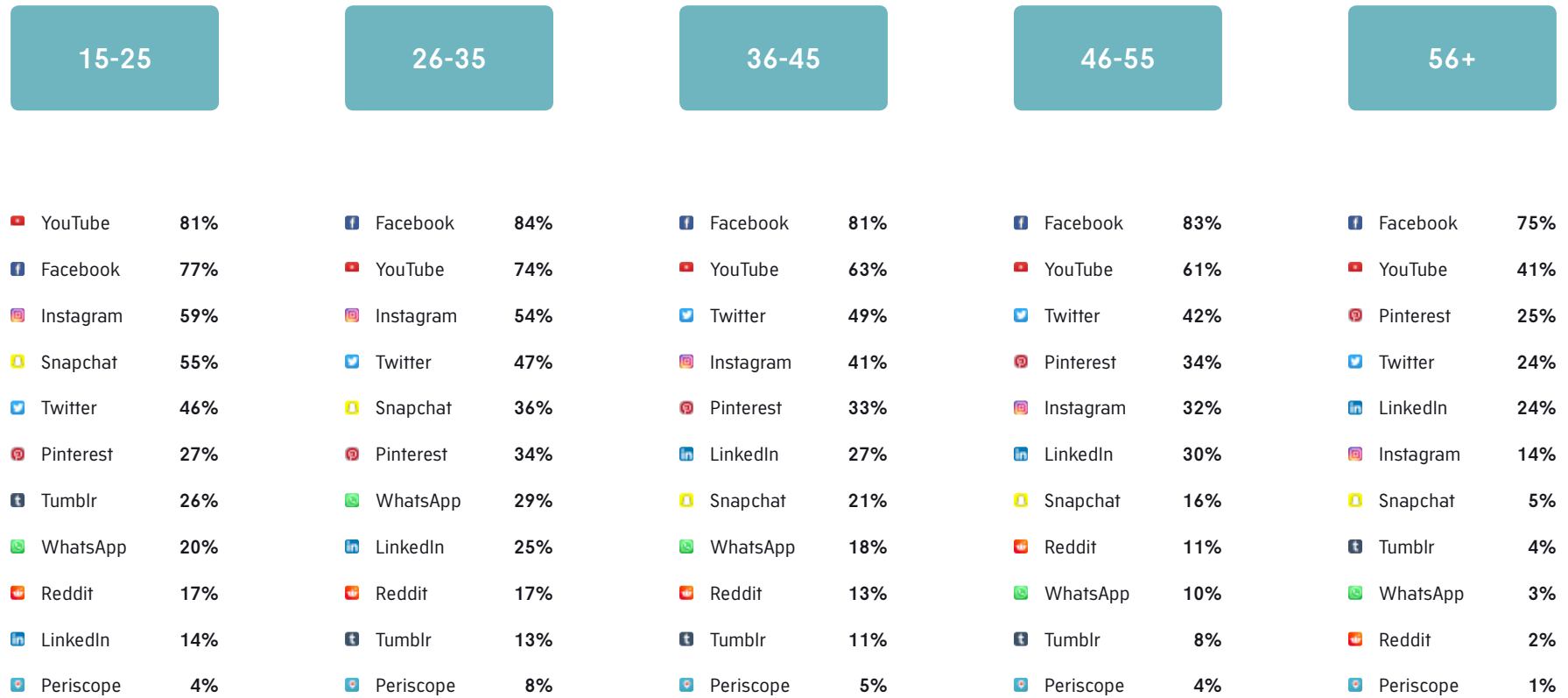
Top social media in the US - Gender

[How many men and women use the following social media]



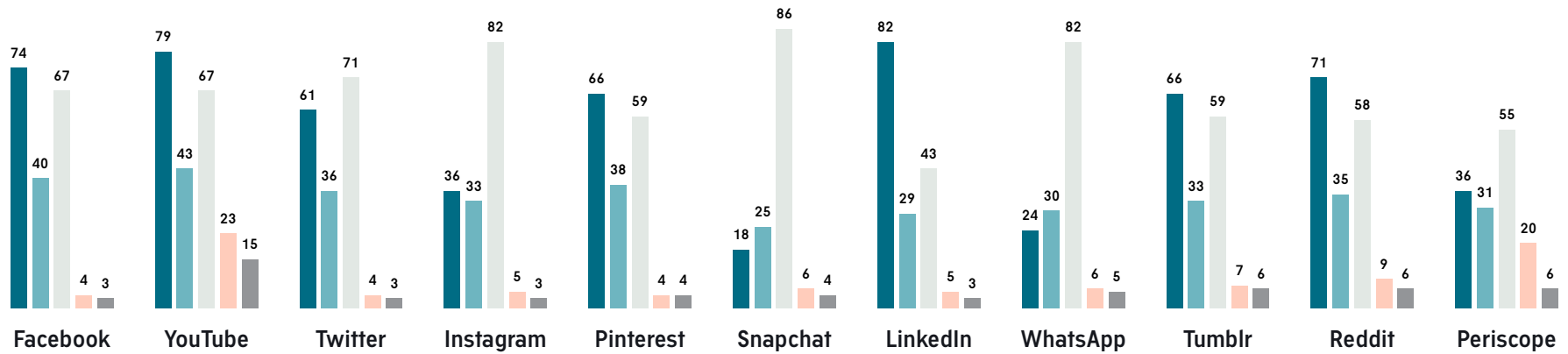
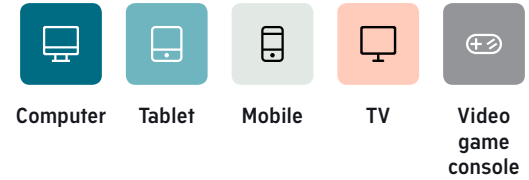
Top social media in the US - Age groups

[How many in different age groups use the following social media]



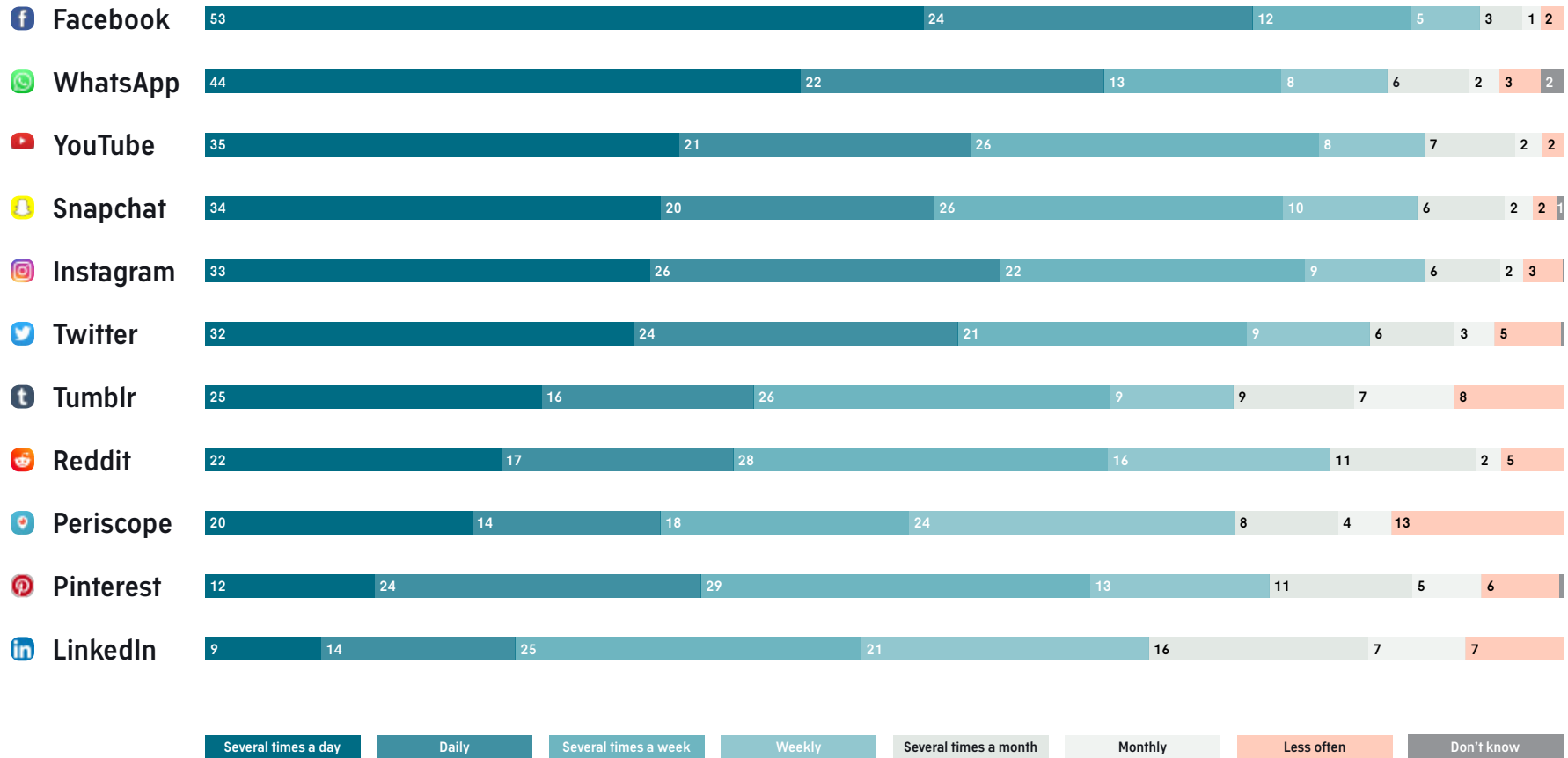
On which devices are social media used in the US

[On which devices are the following social media used]














How often social media are used in the US

[How often are the following social media used]



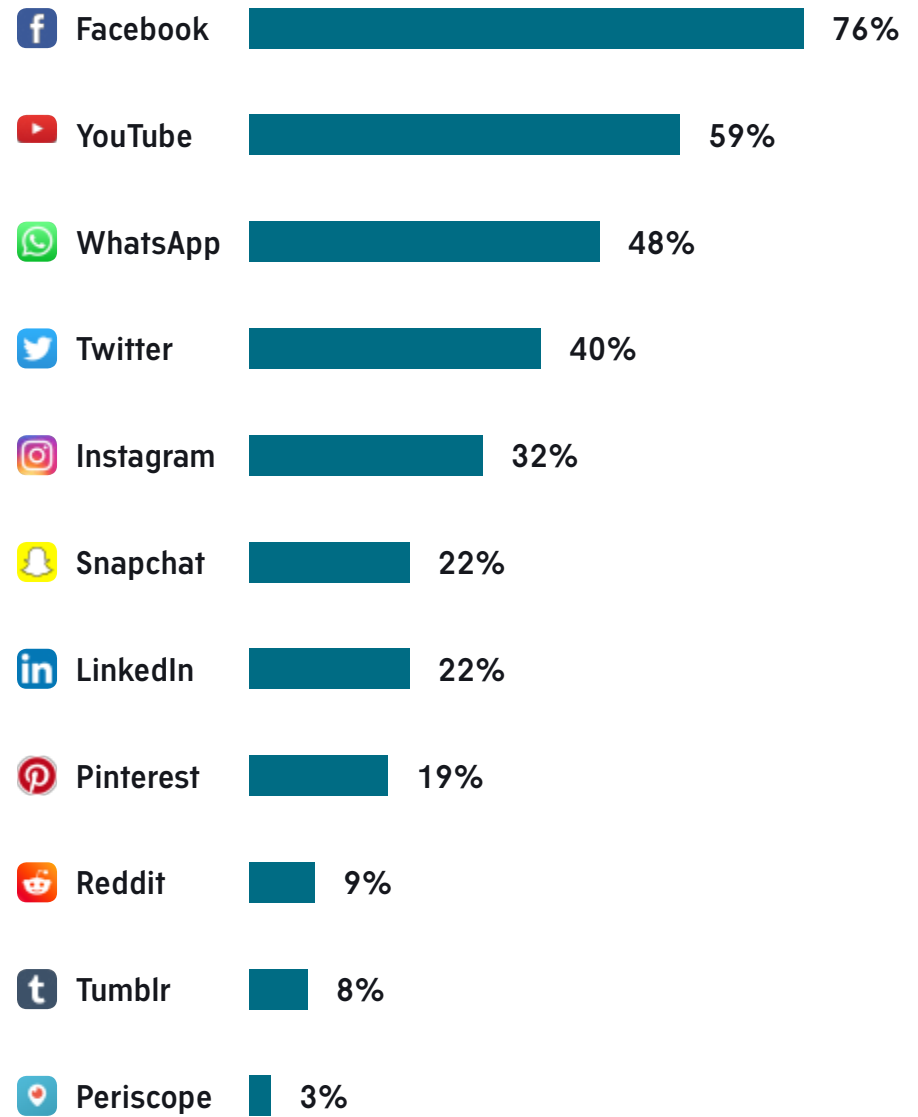
What social media are used for in the US

[What are the following social media used for]

	Facebook 	YouTube 	Twitter 	Instagram 	Pinterest 	Snapchat 	LinkedIn 	WhatsApp 	Tumblr 	Reddit 	Periscope 
Keep contact with friends and family	88%	16%	42%	64%	15%	74%	19%	77%	31%	13%	27%
Strengthen professional network	14%	9%	22%	17%	14%	14%	80%	28%	14%	21%	35%
News	31%	24%	46%	19%	11%	16%	14%	16%	21%	53%	33%
Follow brands / companies	19%	15%	36%	29%	37%	16%	18%	13%	27%	22%	22%
Entertainment	34%	79%	39%	42%	45%	41%	7%	17%	58%	58%	43%
Other purposes	5%	10%	8%	5%	29%	5%	5%	4%	16%	16%	8%

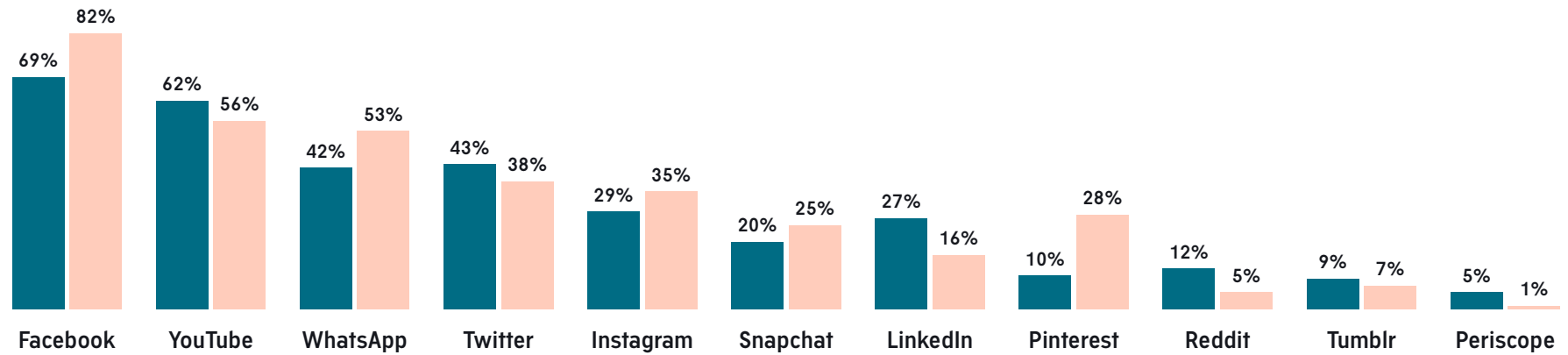
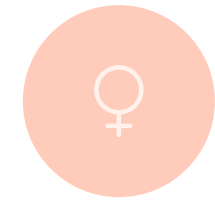
Top social media in the UK

[How many use the following social media]



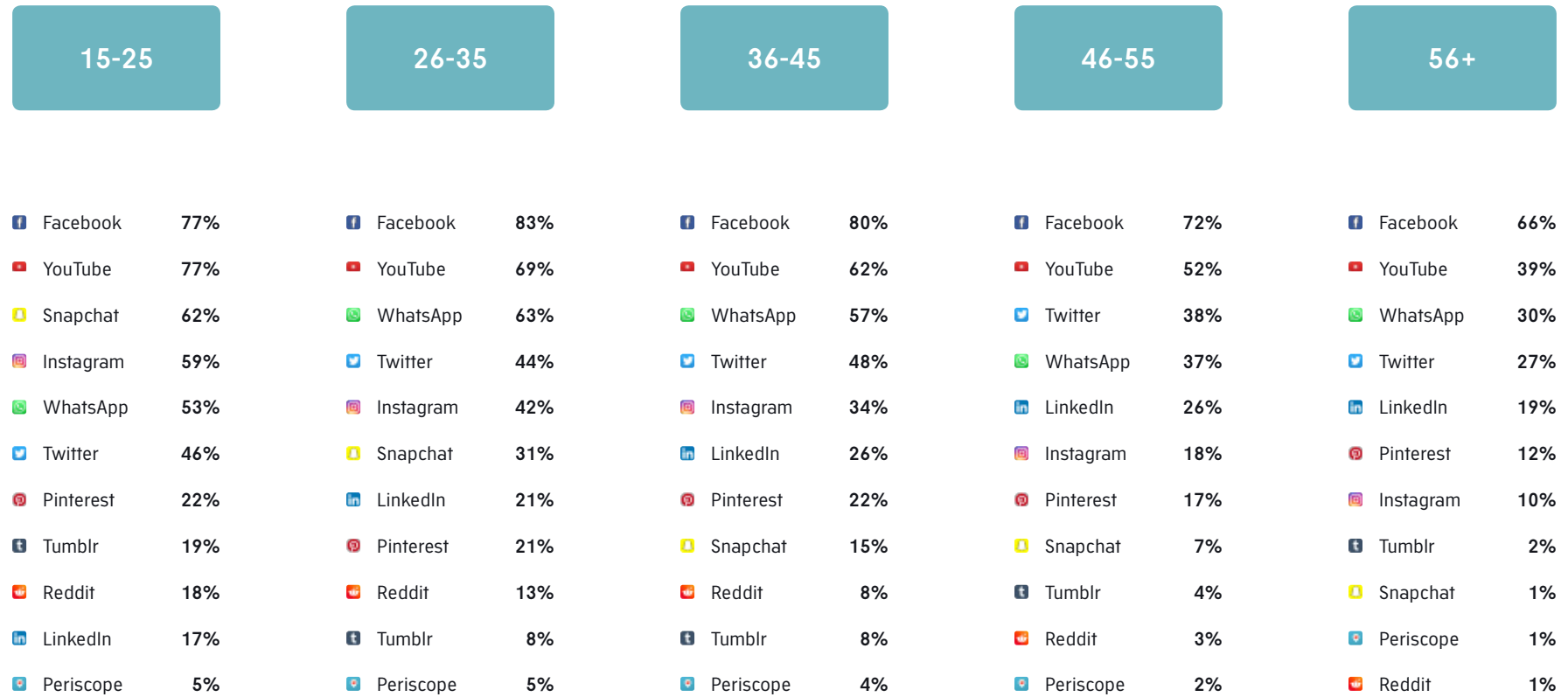
Top social media in the UK - Gender

[How many men and women use the following social media]



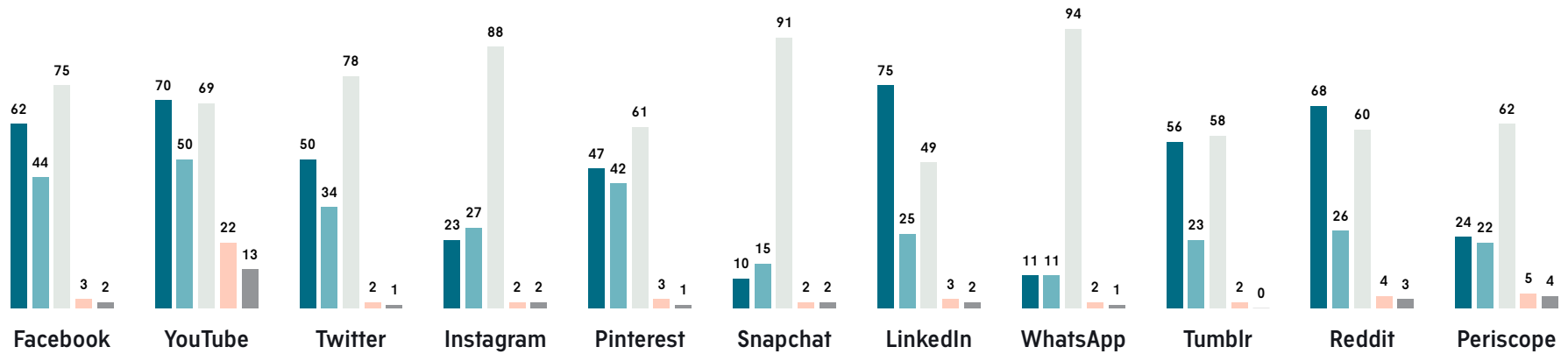
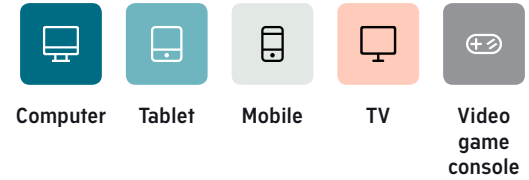
Top social media in the UK - Age groups

[How many in different age groups use the following social media]



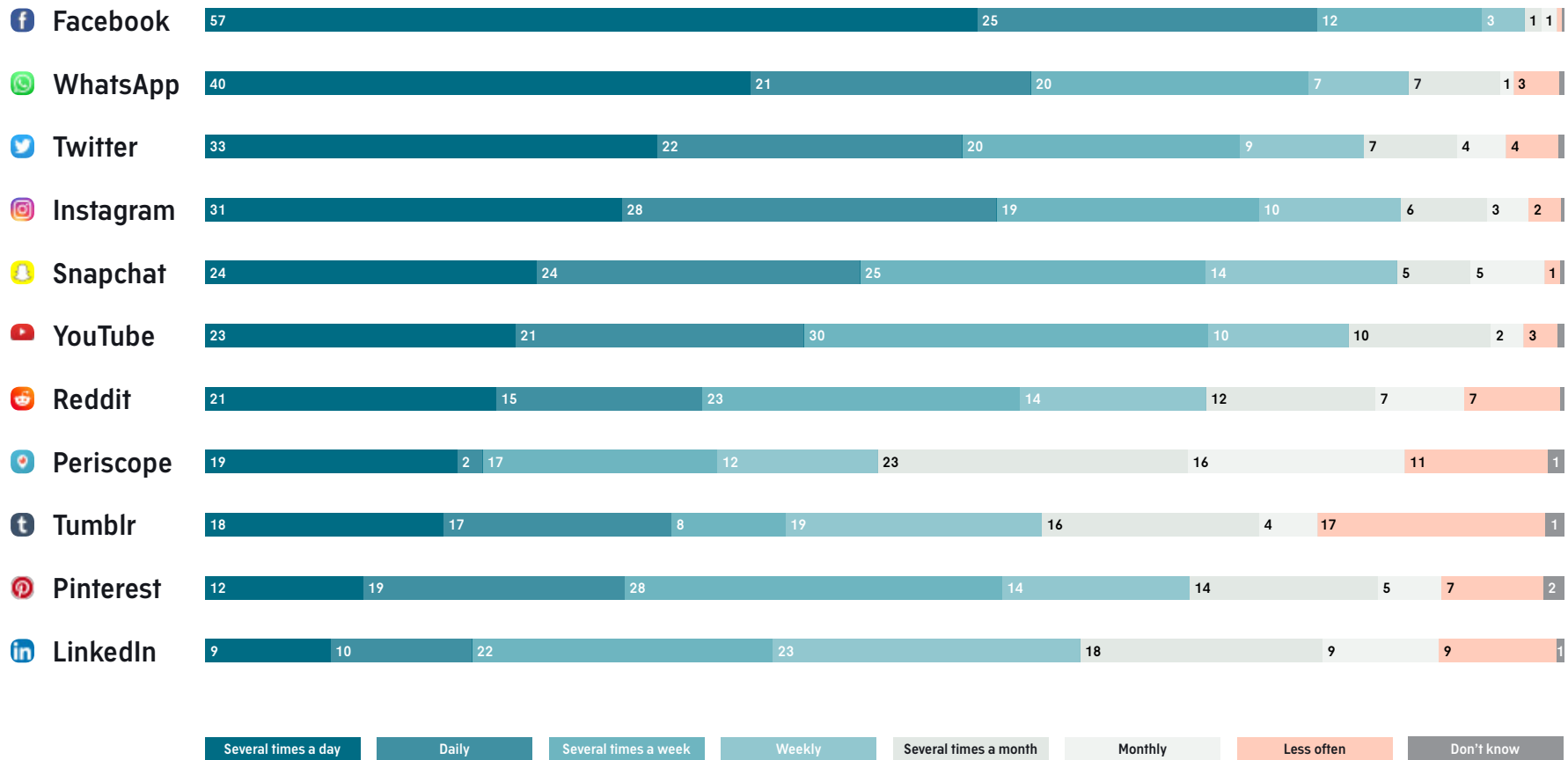
On which devices are social media used in the UK

[On which devices are the following social media used]














How often social media are used in the UK

[How often are the following social media used]



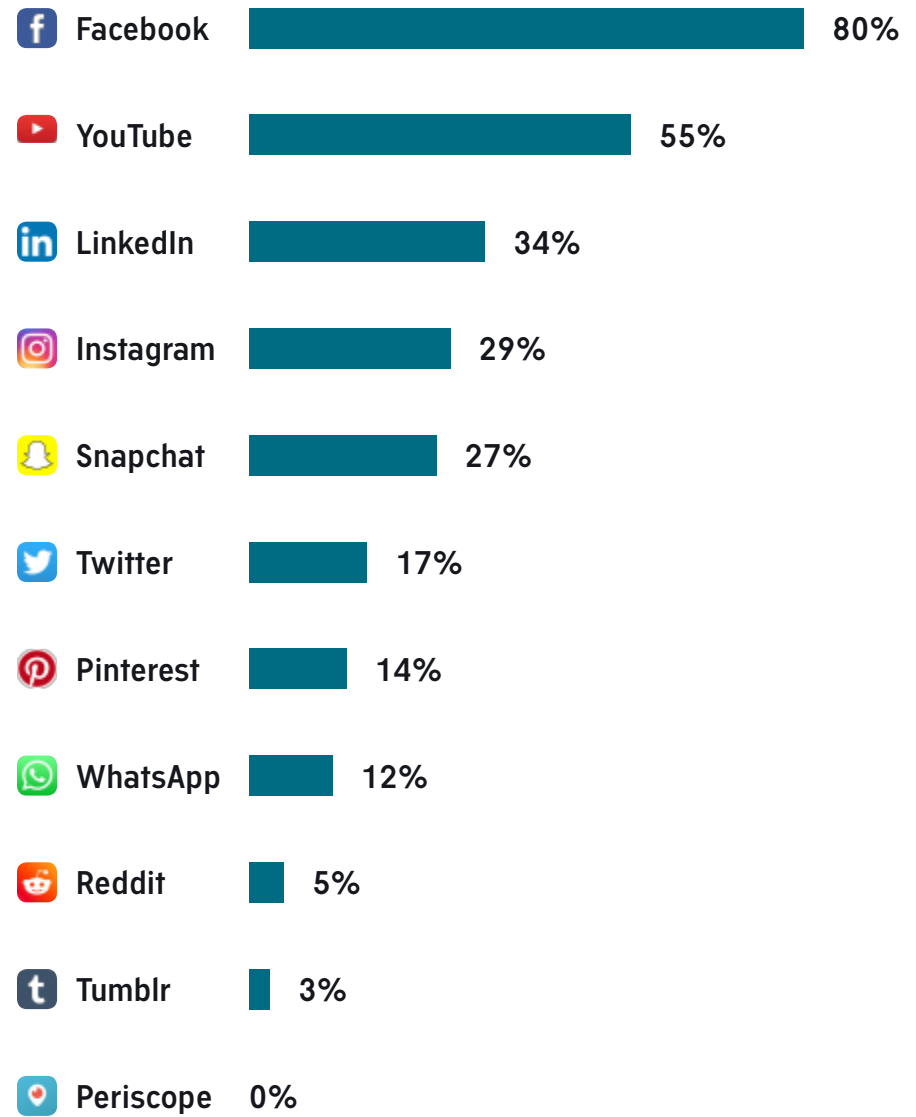
What social media are used for in the UK

[What are the following social media used for]

	Facebook 	YouTube 	Twitter 	Instagram 	Pinterest 	Snapchat 	LinkedIn 	WhatsApp 	Tumblr 	Reddit 	Periscope 
Keep contact with friends and family	88%	10%	34%	60%	9%	76%	12%	91%	10%	8%	28%
Strengthen professional network	11%	5%	18%	11%	8%	6%	83%	7%	8%	10%	14%
News	30%	17%	53%	11%	13%	8%	12%	6%	13%	51%	21%
Follow brands / companies	14%	11%	34%	25%	33%	9%	14%	3%	12%	15%	8%
Entertainment	28%	81%	36%	39%	38%	42%	3%	5%	53%	59%	42%
Other purposes	3%	6%	9%	8%	34%	2%	5%	3%	25%	14%	8%

Top social media in Denmark

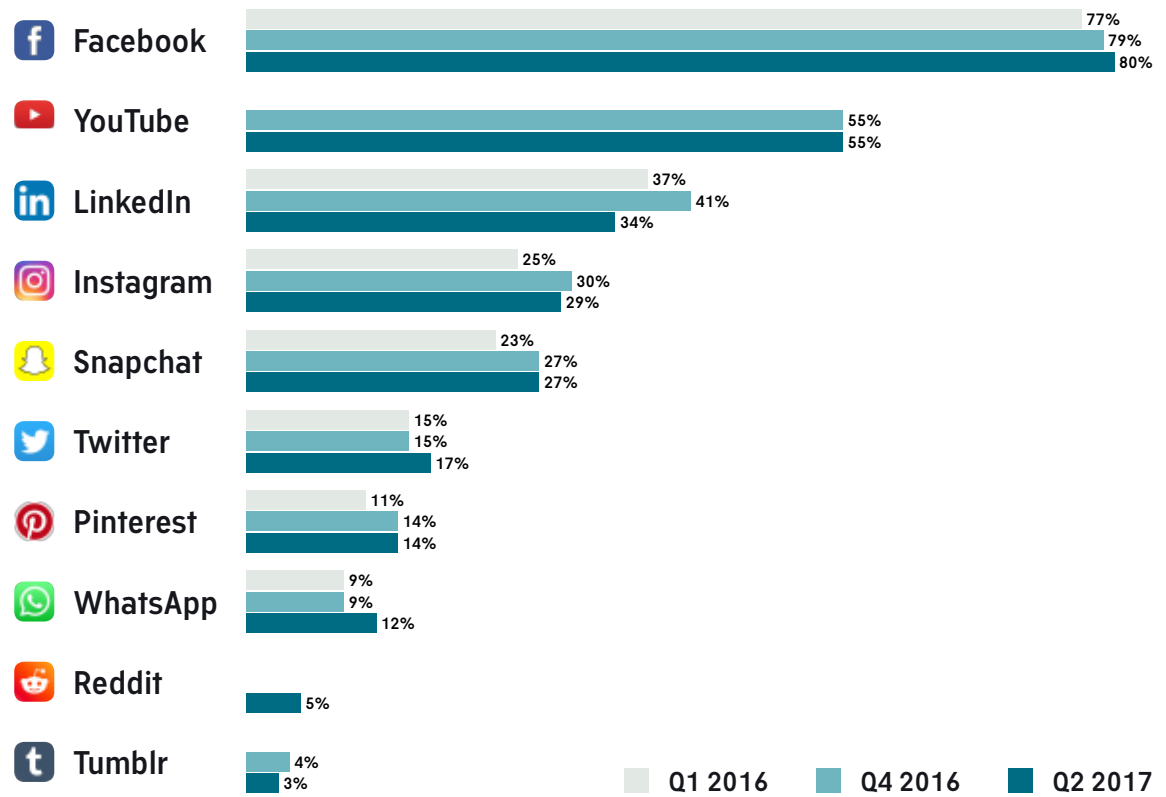
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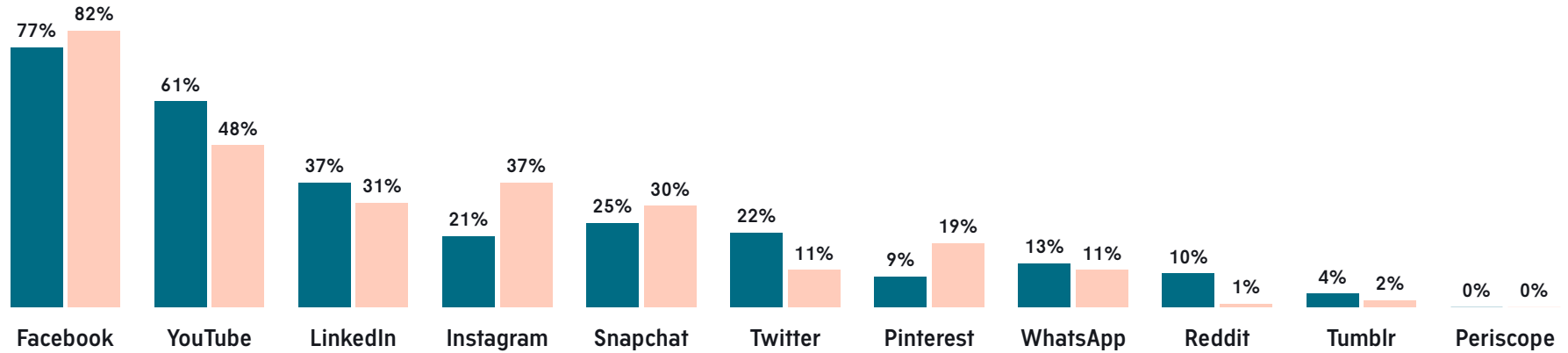
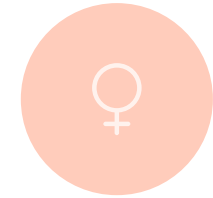
Top social media in Denmark from 2016 to 2017

[How many used the following social media in Q1 and Q4 2016 compared to Q2 2017]



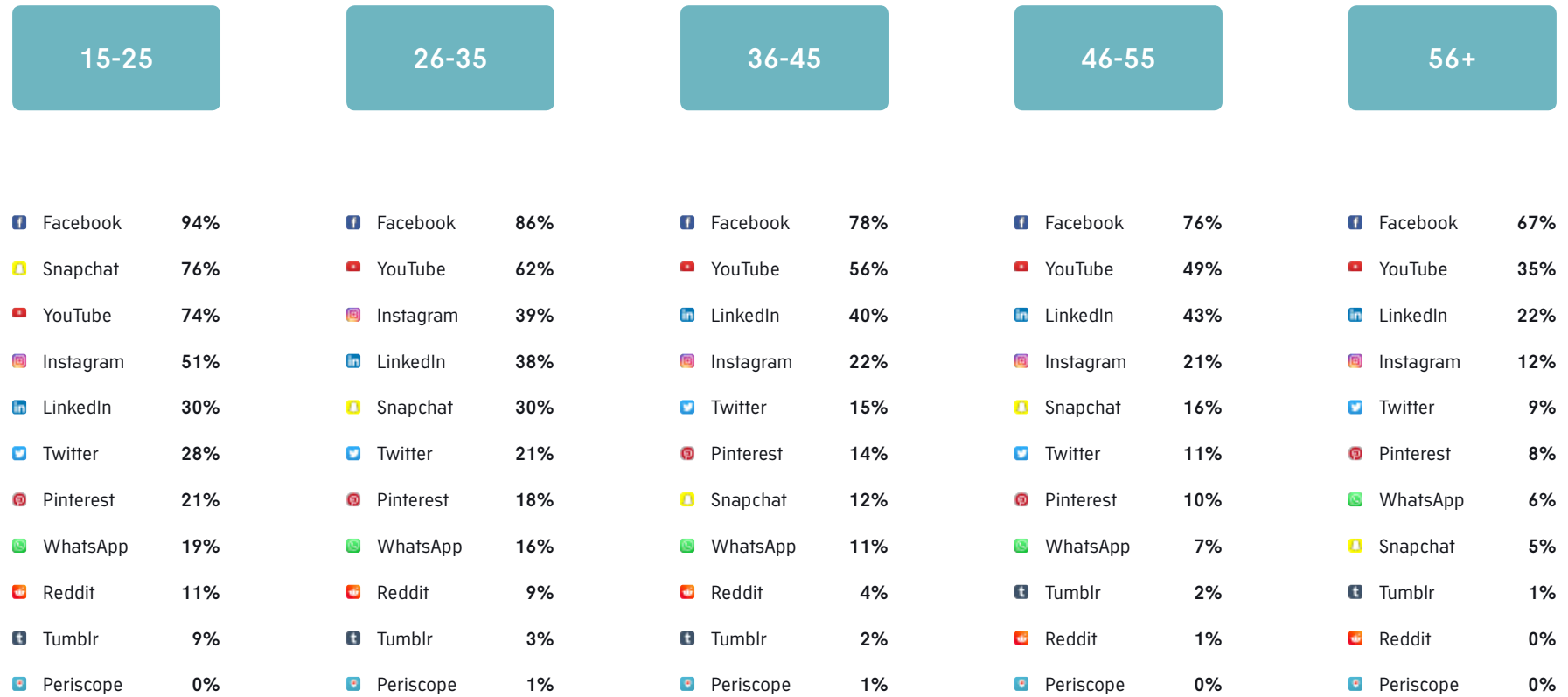
Top social media in Denmark - Gender

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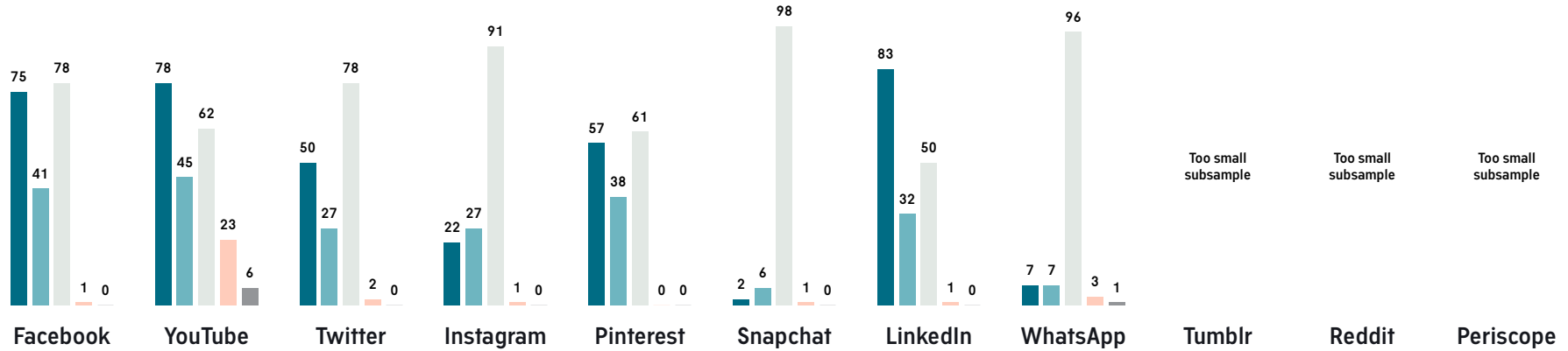
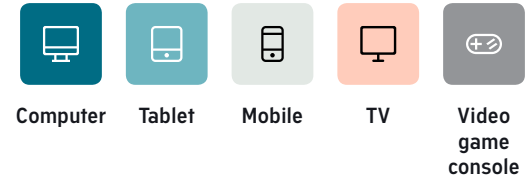
Top social media in Denmark - Age groups

[How many in different age groups use the following social media]



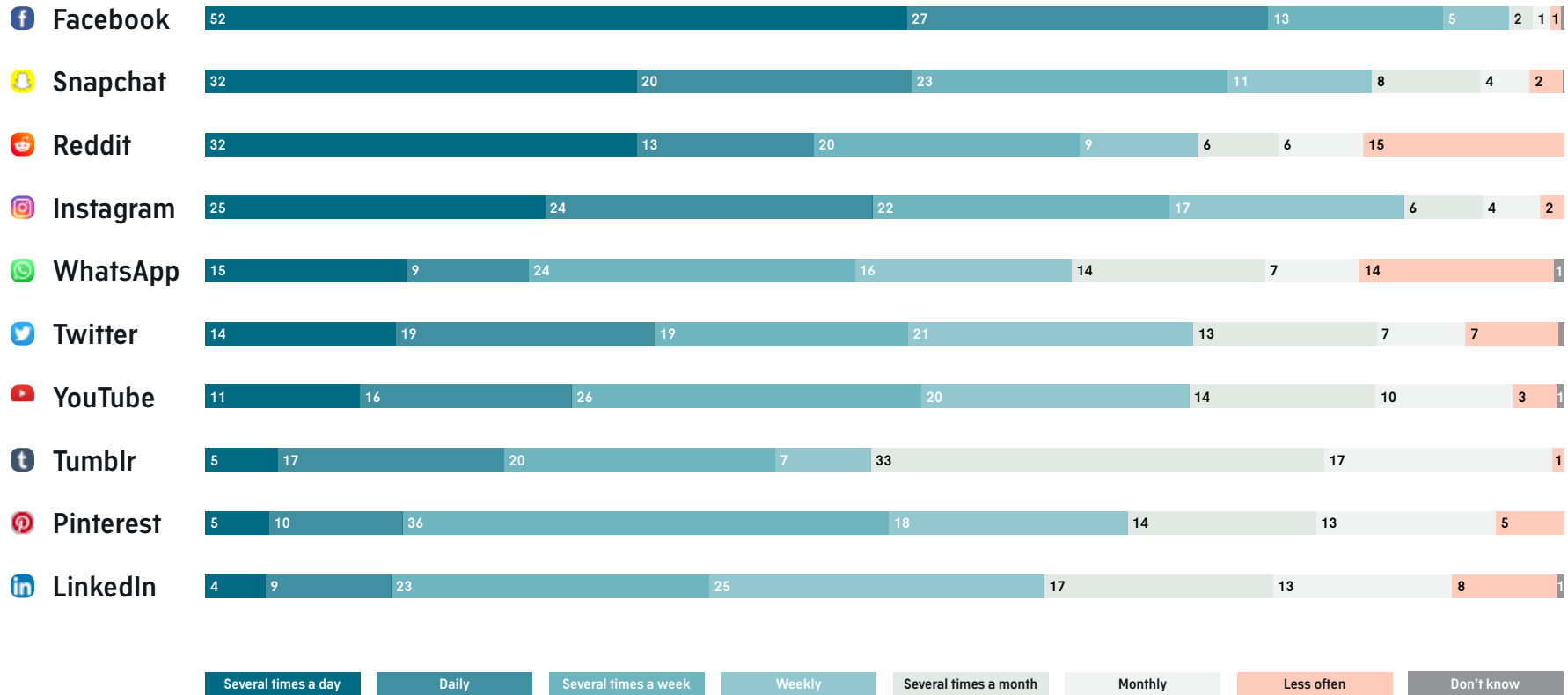
On which devices are social media used in Denmark

[On which devices are the following social media used]














How often social media are used in Denmark

[How often are the following social media used]



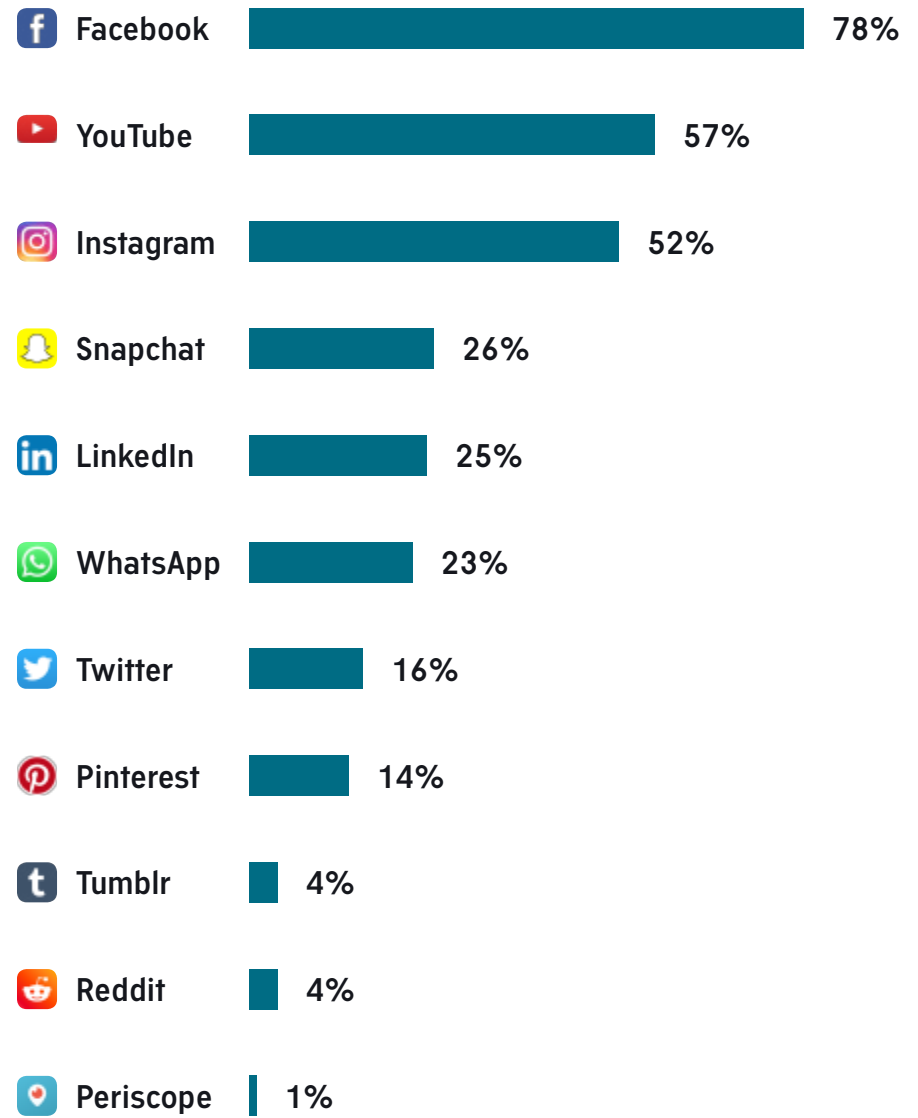
What social media are used for in Denmark

[What are the following social media used for]

	Facebook 	YouTube 	Twitter 	Instagram 	Pinterest 	Snapchat 	LinkedIn 	WhatsApp 	Tumblr 	Reddit 	Periscope 
Keep contact with friends and family	84%	2%	12%	52%	4%	82%	5%	84%	N/A	N/A	N/A
Strengthen professional network	13%	2%	11%	7%	6%	0%	89%	5%	N/A	N/A	N/A
News	29%	12%	61%	7%	13%	1%	13%	5%	N/A	N/A	N/A
Follow brands / companies	16%	9%	26%	30%	27%	4%	24%	0%	N/A	N/A	N/A
Entertainment	44%	90%	36%	55%	63%	54%	1%	8%	N/A	N/A	N/A
Other purposes	6%	11%	12%	9%	28%	3%	4%	4%	N/A	N/A	N/A

Top social media in Sweden

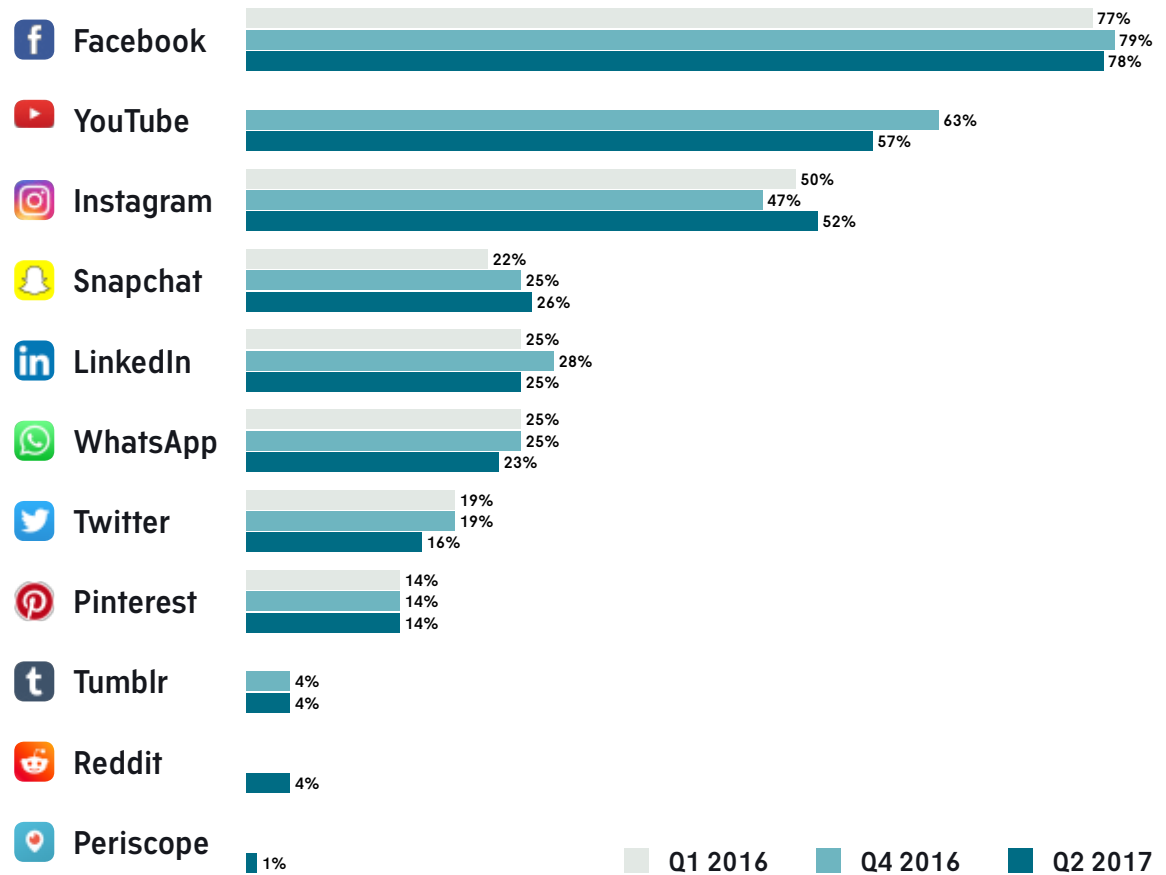
[How many use the following social media]





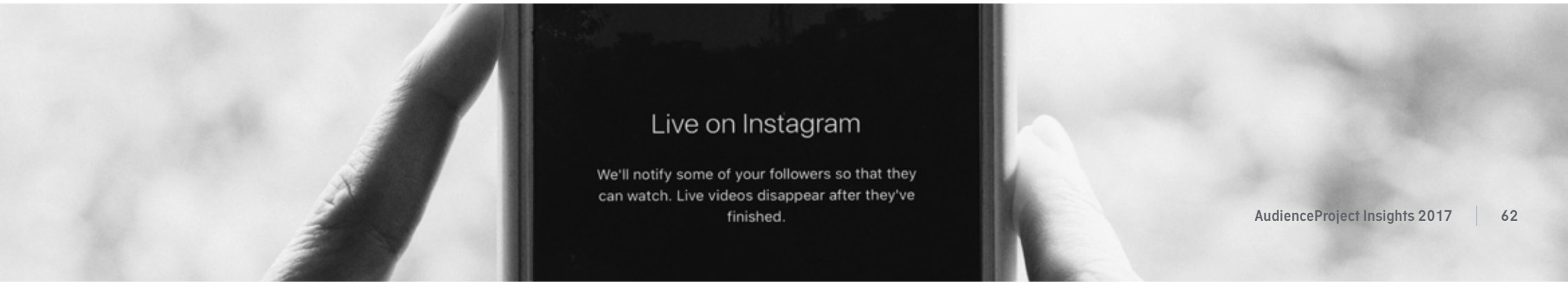
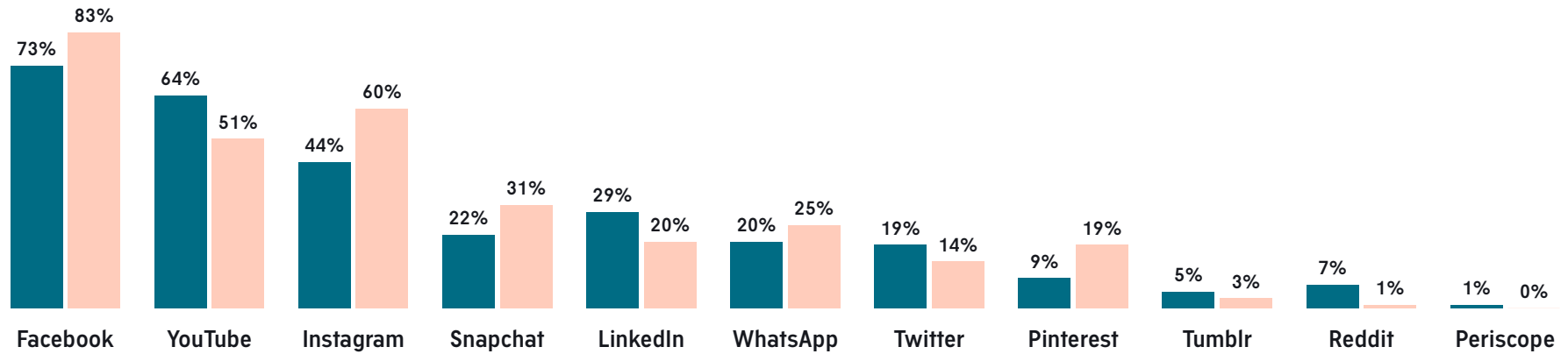
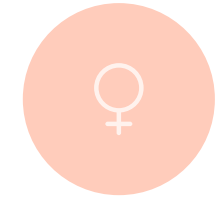
Top social media in Sweden from 2016 to 2017

[How many used the following social media in Q1 and Q4 2016 compared to Q2 2017]



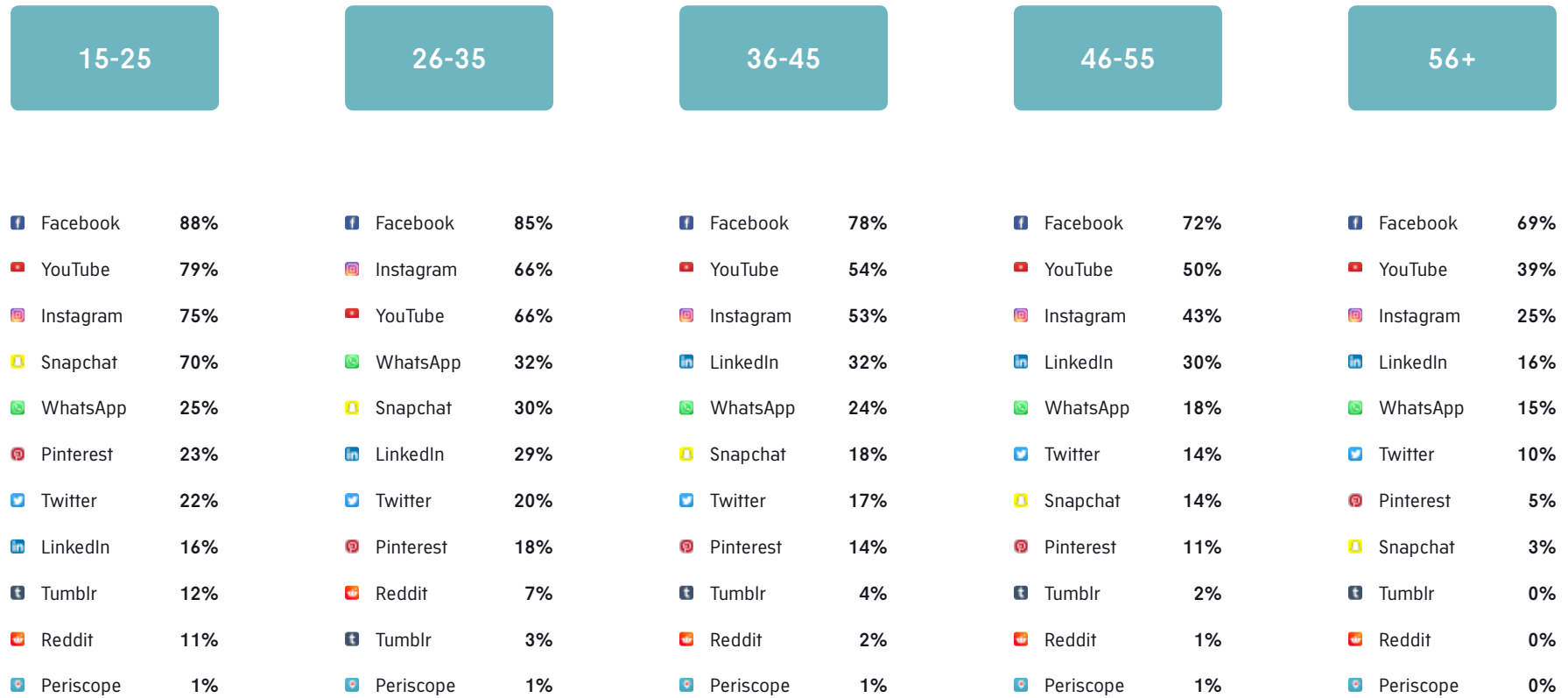
Top social media in Sweden - Gender

[How many men and women use the following social media]



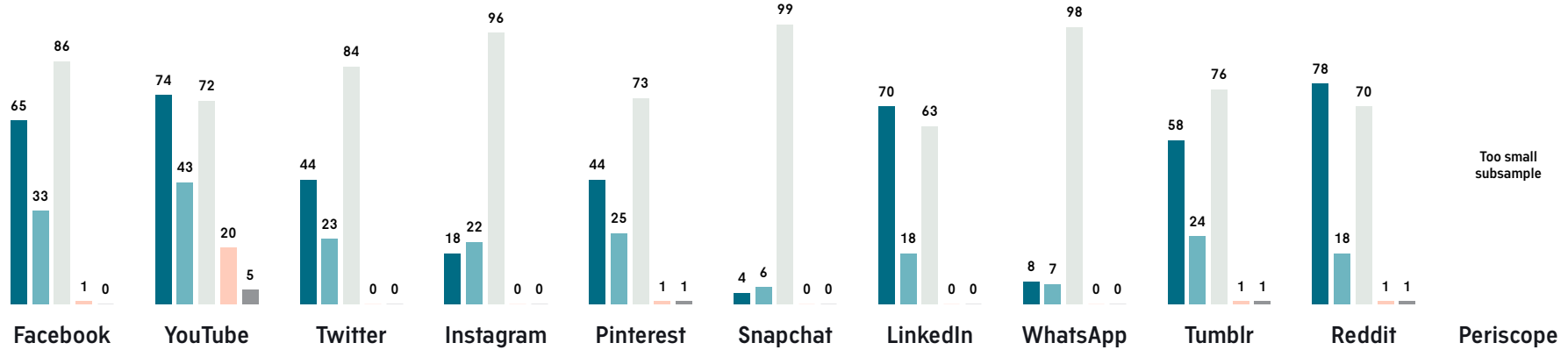
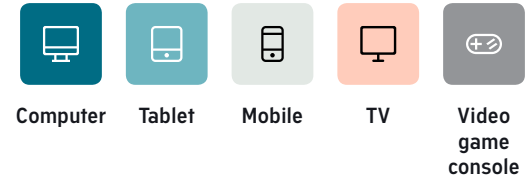
Top social media in Sweden - Age groups

[How many in different age groups use the following social media]



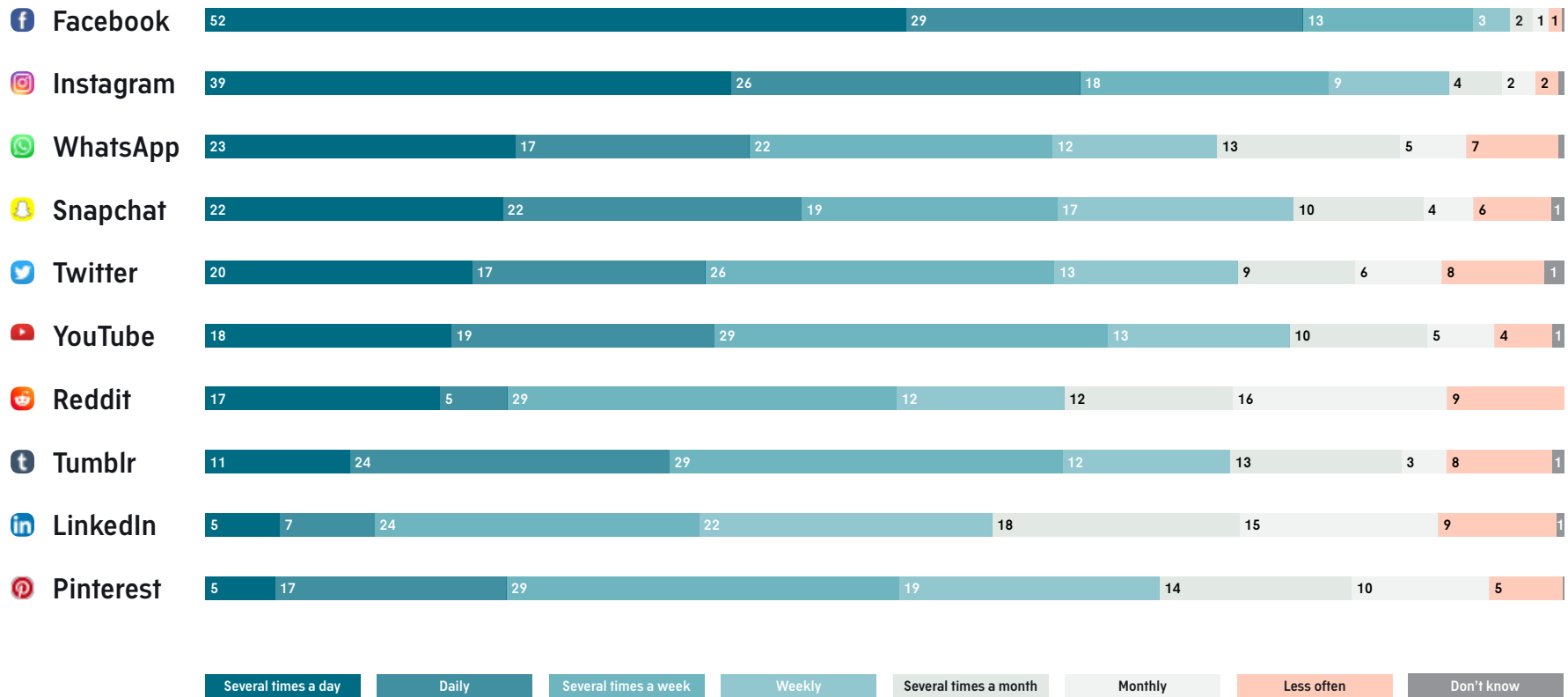
On which devices are social media used in Sweden

[On which devices are the following social media used]



How often social media are used in Sweden

[How often are the following social media used]



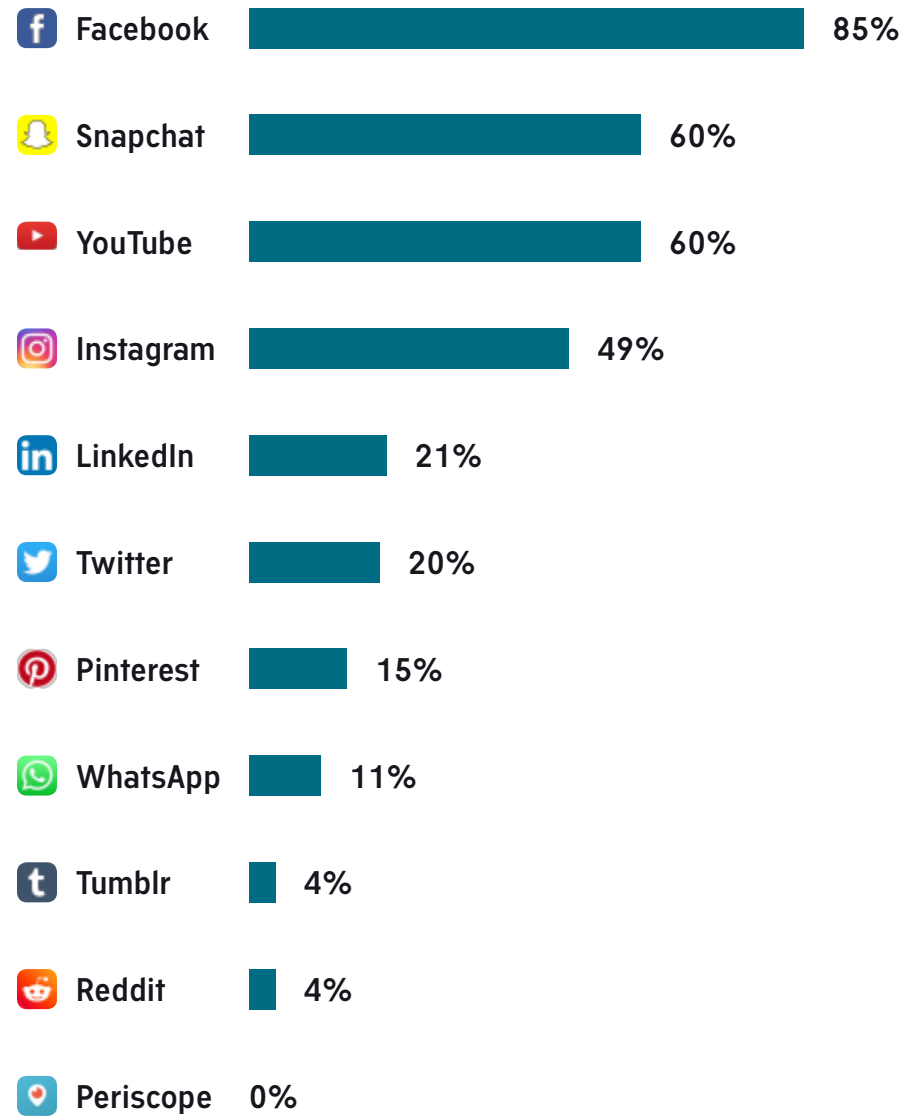
What social media are used for in Sweden

[What are the following social media used for]

	Facebook	YouTube	Twitter	Instagram	Pinterest	Snapchat	LinkedIn	WhatsApp	Tumblr	Reddit	Periscope
Keep contact with friends and family	84%	4%	19%	69%	4%	82%	6%	92%	7%	4%	N/A
Strengthen professional network	9%	3%	12%	8%	7%	1%	80%	2%	4%	9%	N/A
News	25%	14%	54%	9%	18%	2%	17%	2%	11%	43%	N/A
Follow brands / companies	11%	7%	21%	16%	20%	1%	27%	1%	13%	7%	N/A
Entertainment	35%	90%	39%	50%	65%	40%	2%	3%	82%	78%	N/A
Other purposes	8%	9%	17%	7%	27%	4%	9%	5%	10%	23%	N/A

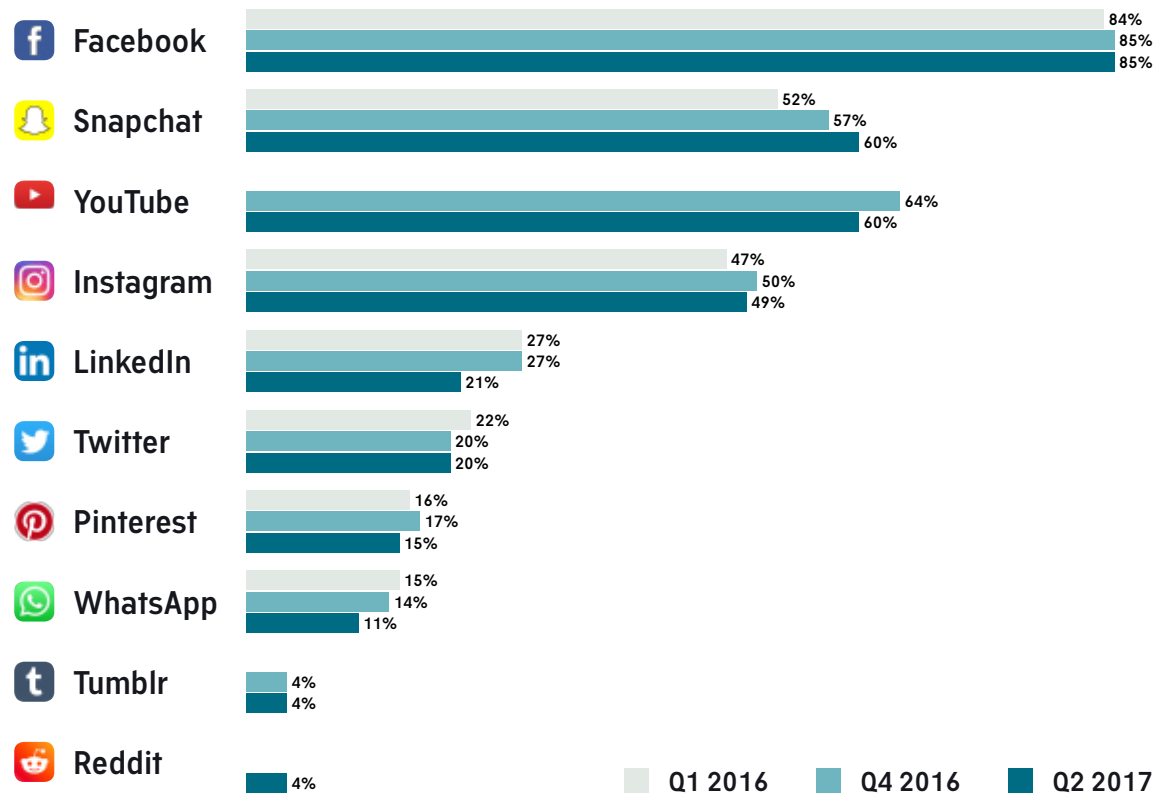
Top social media in Norway

[How many use the following social media]



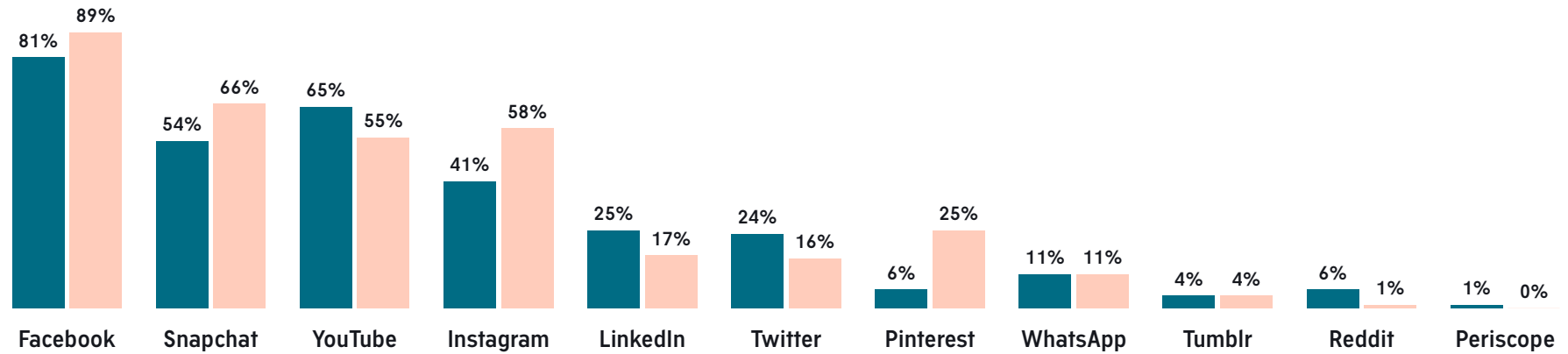
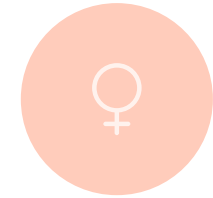
Top social media in Norway from 2016 to 2017

[How many used the following social media in Q1 and Q4 2016 compared to Q2 2017]



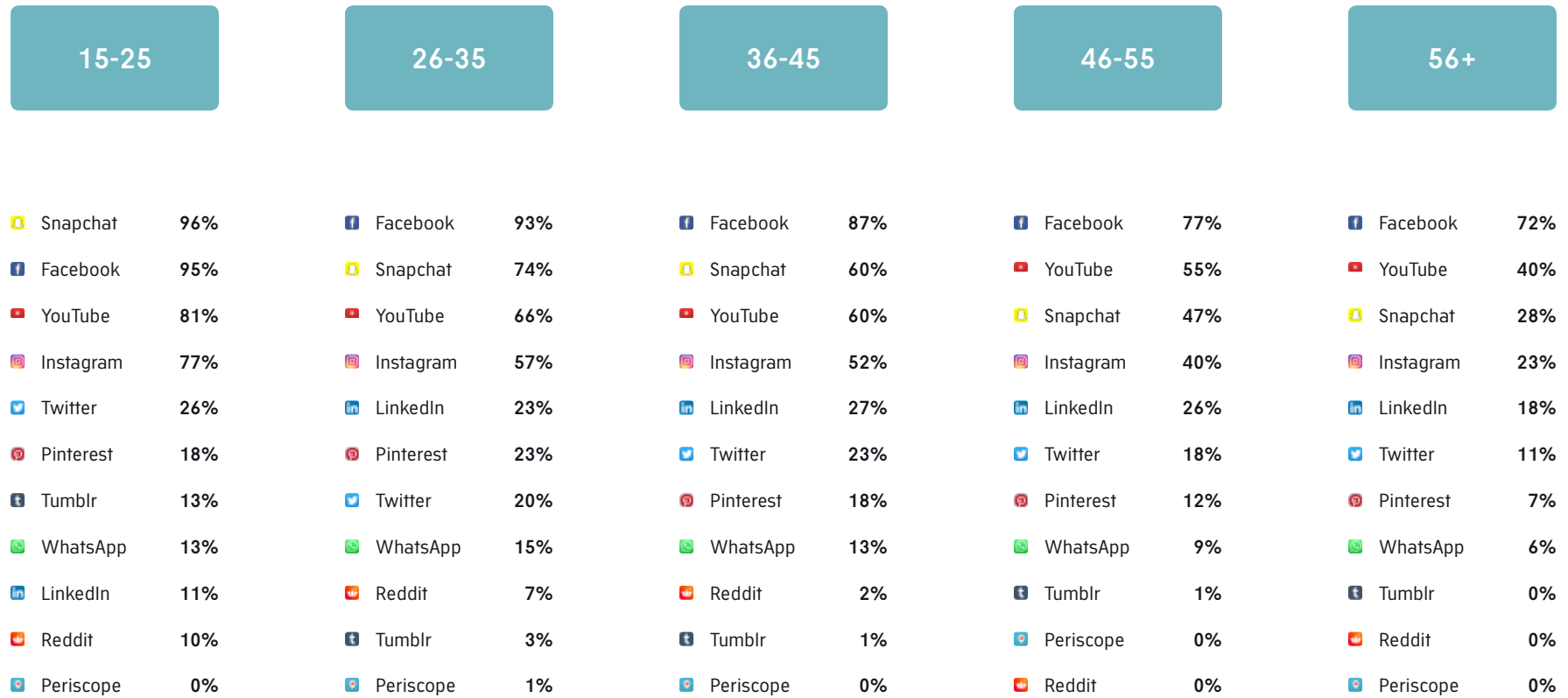
Top social media in Norway - Gender

[How many men and women use the following social media]



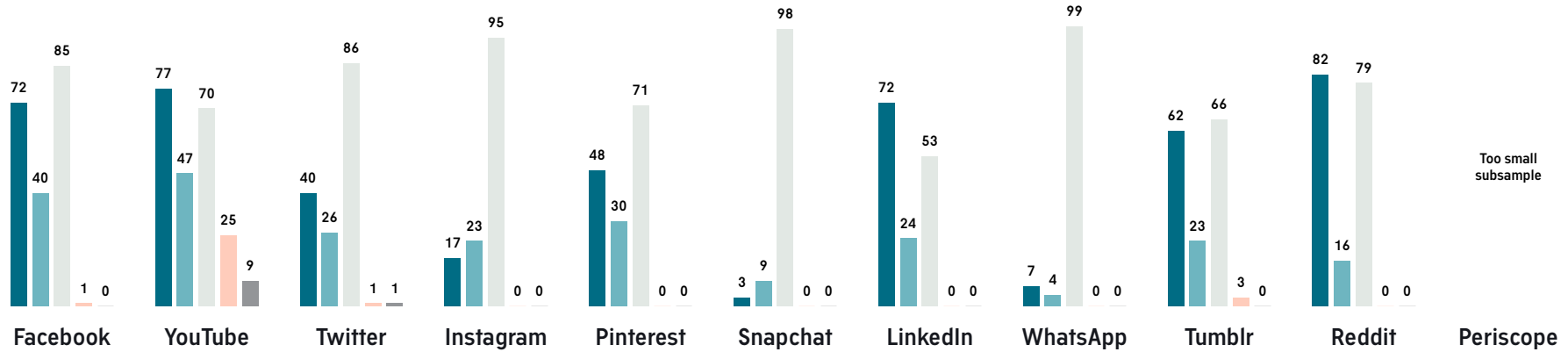
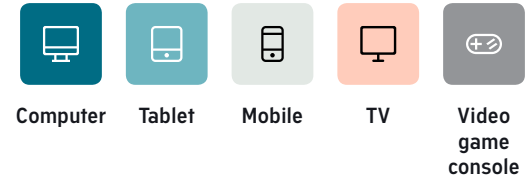
Top social media in Norway - Age groups

[How many in different age groups use the following social media]



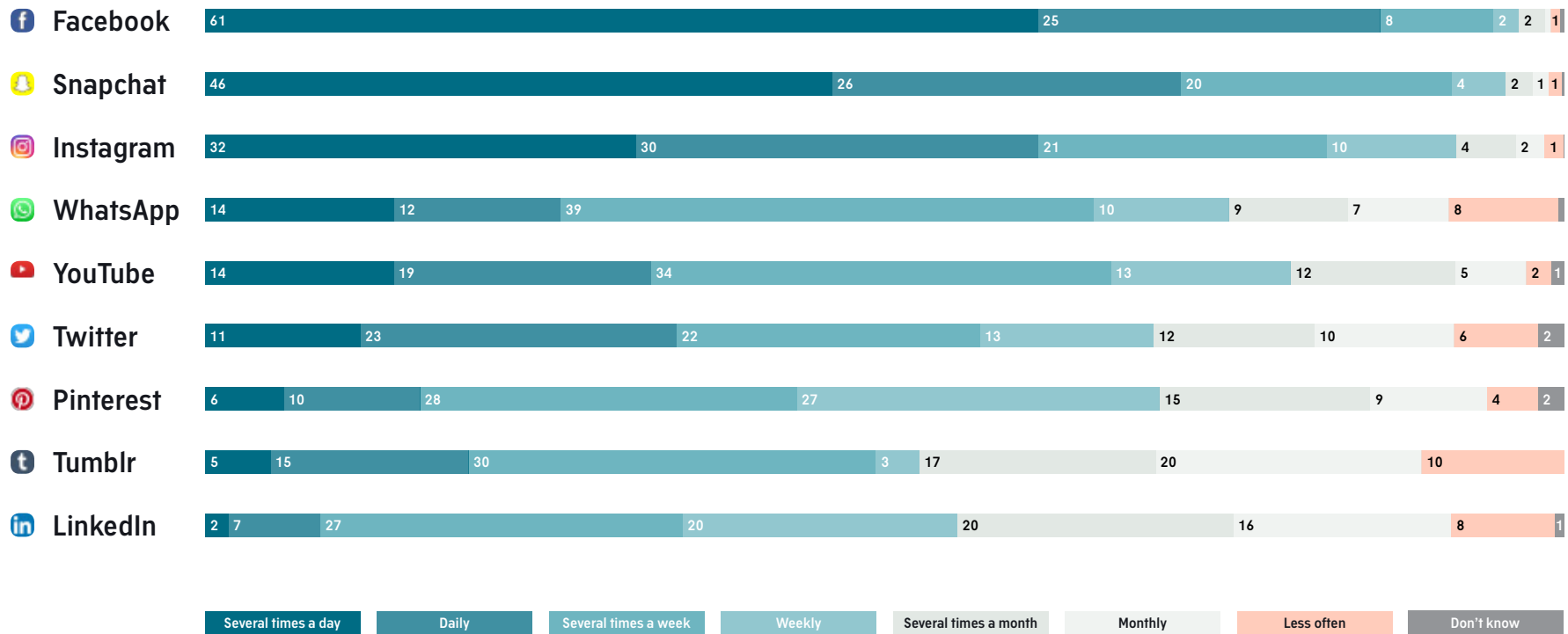
On which devices are social media used in Norway

[On which devices are the following social media used]



How often social media are used in Norway

[How often are the following social media used]



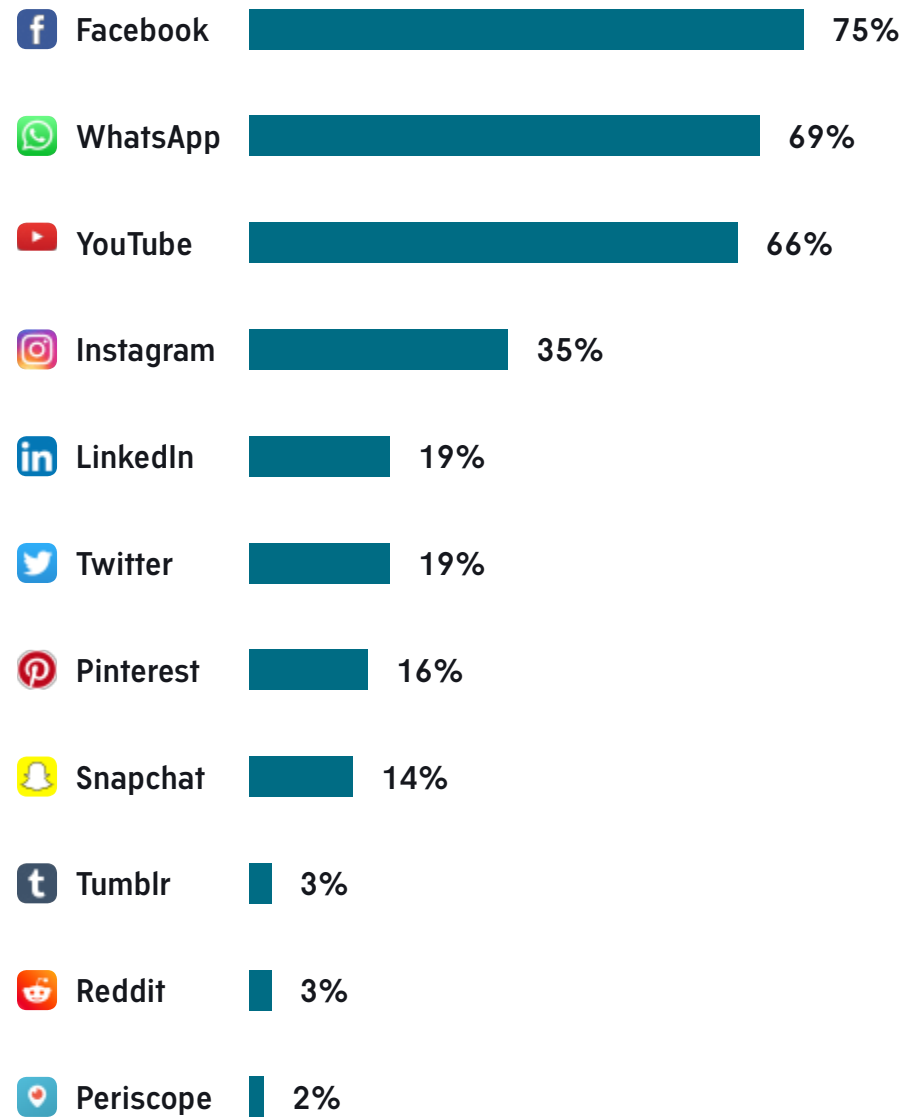
What social media are used for in Norway

[What are the following social media used for]

	Facebook	YouTube	Twitter	Instagram	Pinterest	Snapchat	LinkedIn	WhatsApp	Tumblr	Reddit	Periscope
Keep contact with friends and family	79%	2%	16%	58%	3%	85%	8%	86%	6%	2%	N/A
Strengthen professional network	9%	2%	14%	6%	5%	3%	81%	7%	6%	5%	N/A
News	28%	10%	52%	10%	12%	4%	9%	2%	8%	52%	N/A
Follow brands / companies	8%	7%	17%	16%	20%	3%	15%	2%	2%	10%	N/A
Entertainment	49%	91%	44%	58%	66%	47%	3%	3%	77%	87%	N/A
Other purposes	7%	8%	13%	8%	23%	3%	8%	8%	24%	25%	N/A

Top social media in Finland

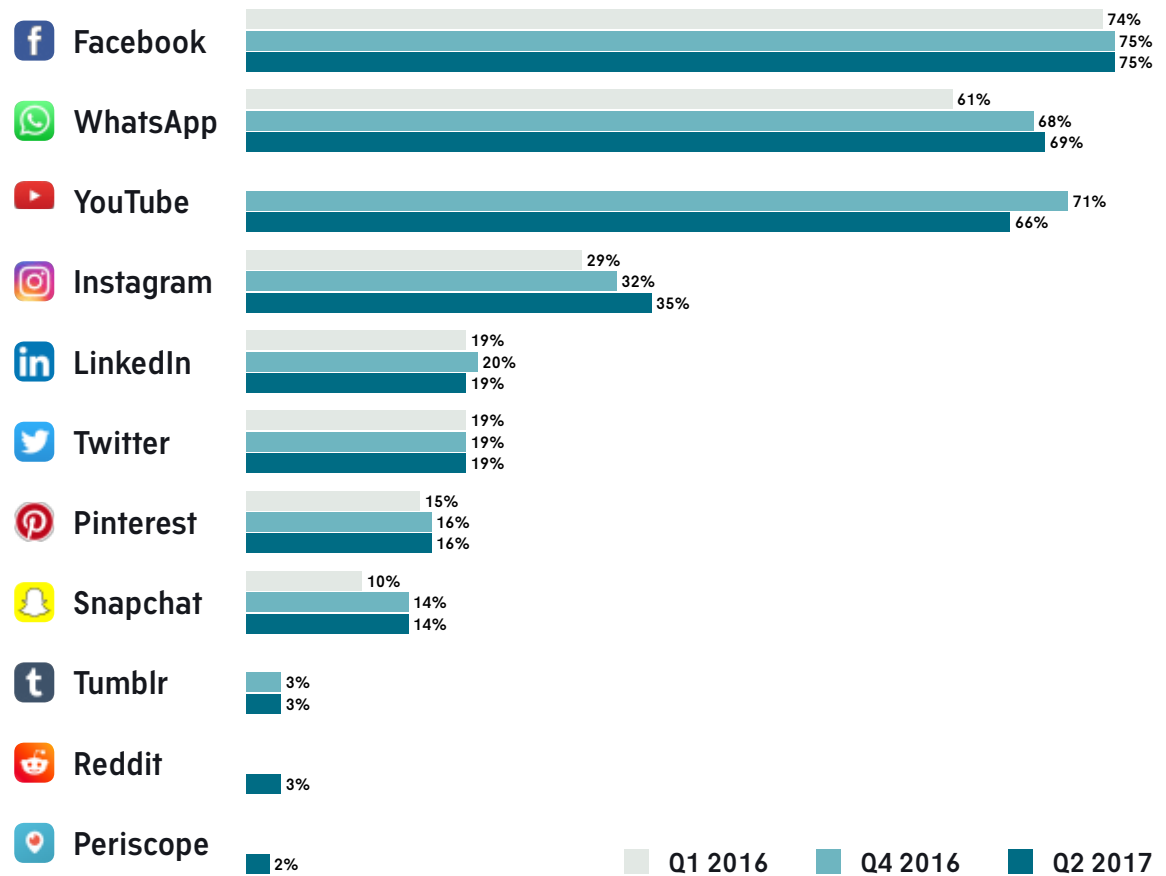
[How many use the following social media]





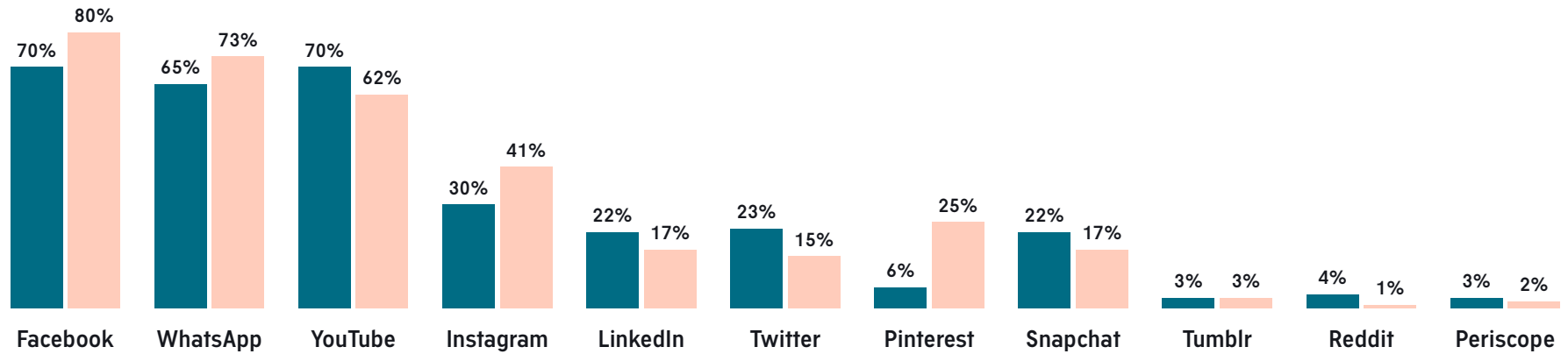
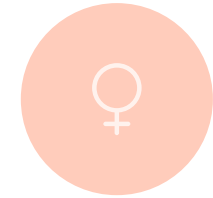
Top social media in Finland from 2016 to 2017

[How many used the following social media in Q1 and Q4 2016 compared to Q2 2017]



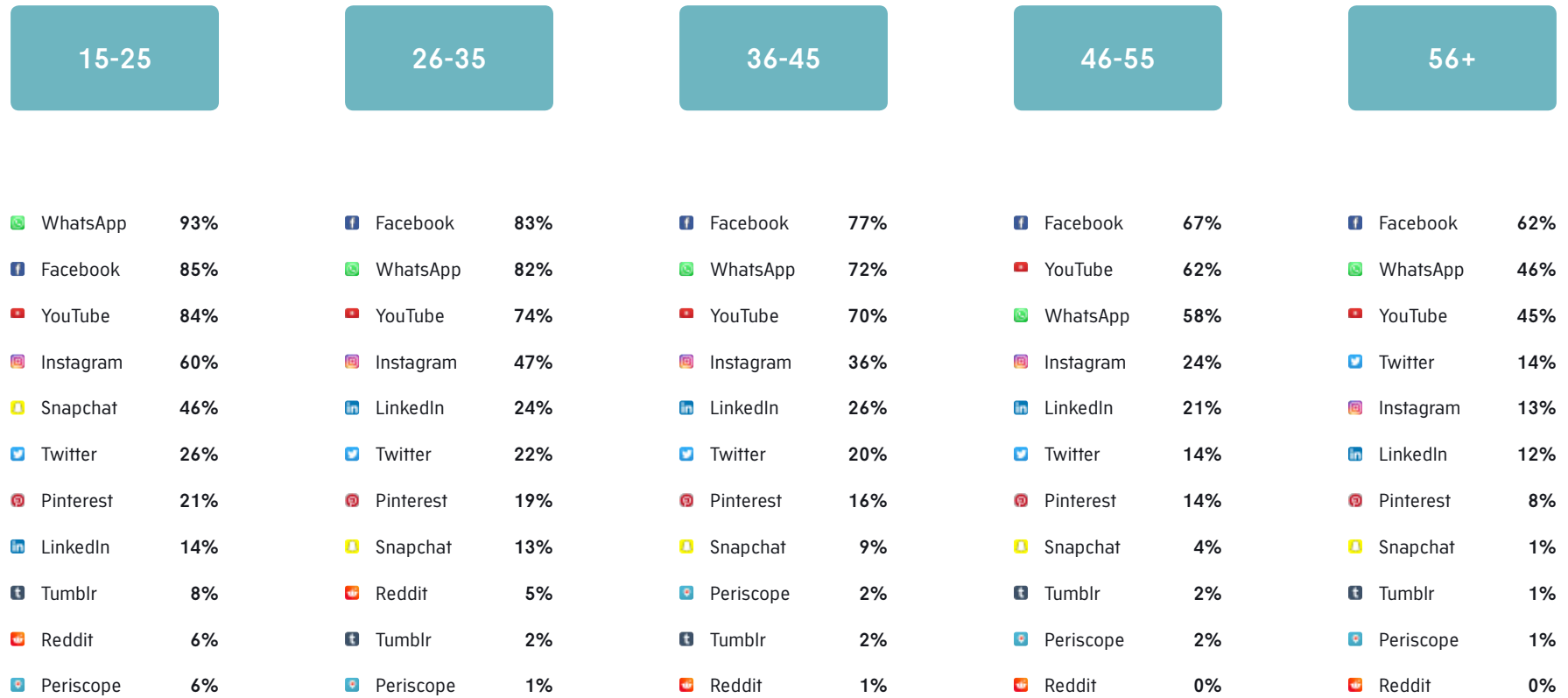
Top social media in Finland - Gender

[How many men and women use the following social media]



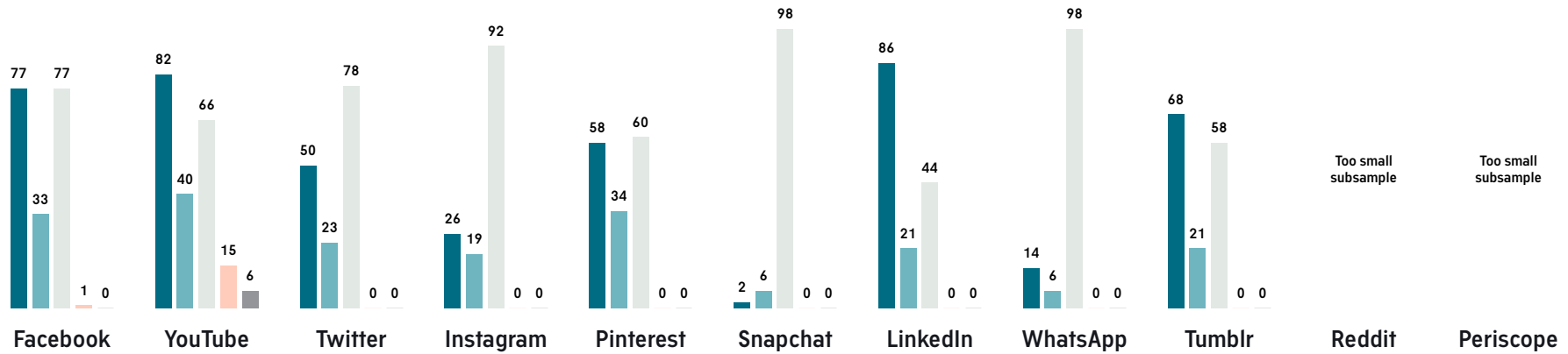
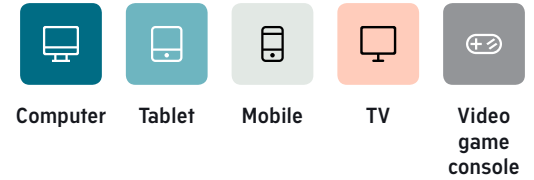
Top social media in Finland - Age groups

[How many in different age groups use the following social media]



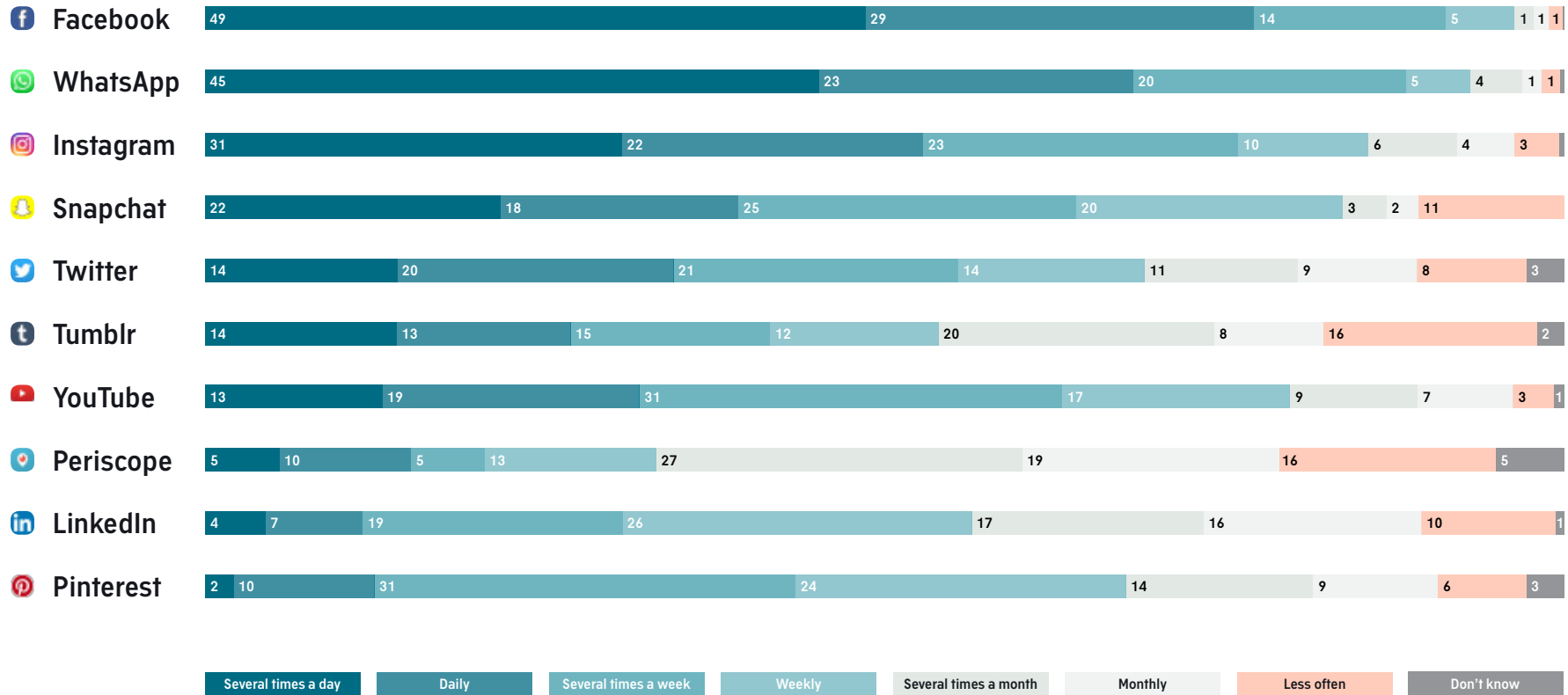
On which devices are social media used in Finland

[On which devices are the following social media used]



How often social media are used in Finland

[How often are the following social media used]



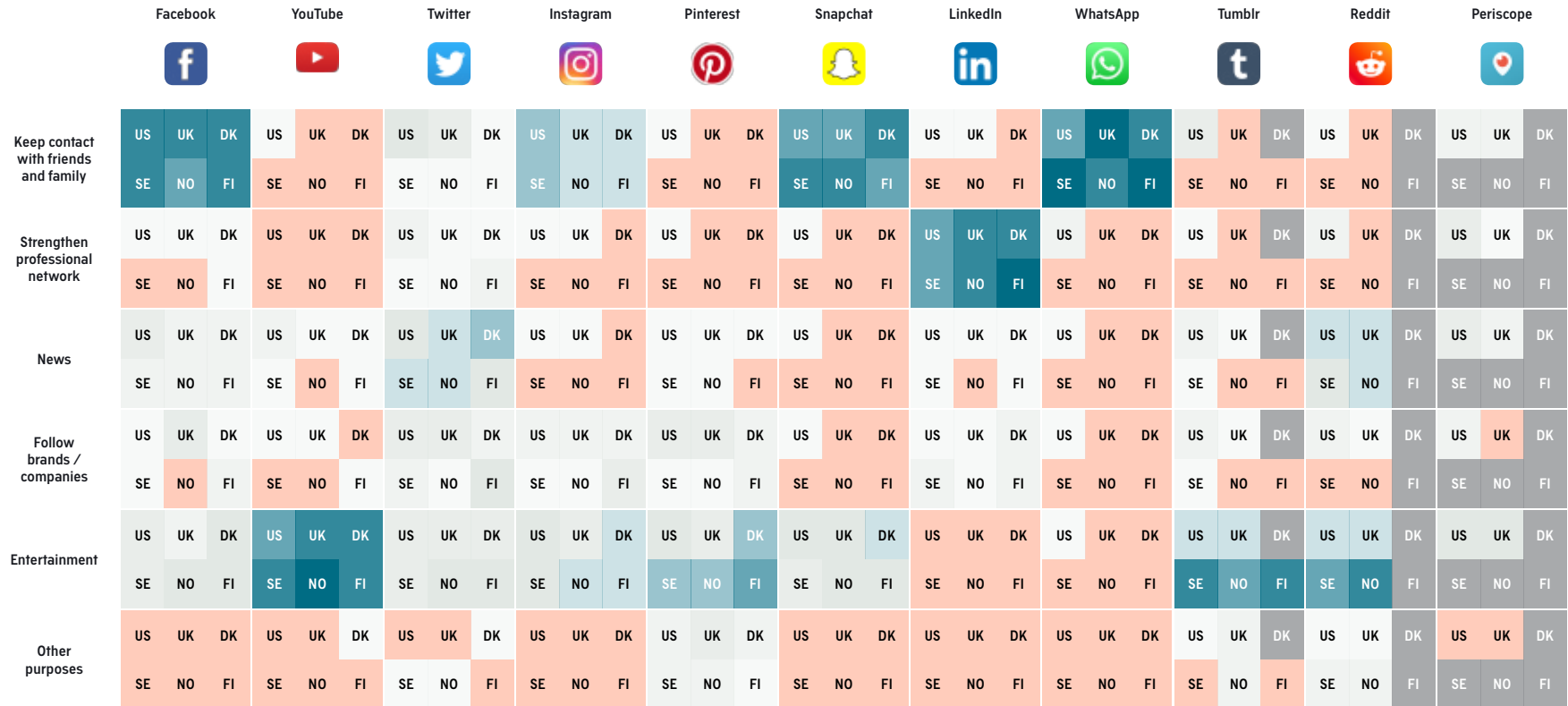
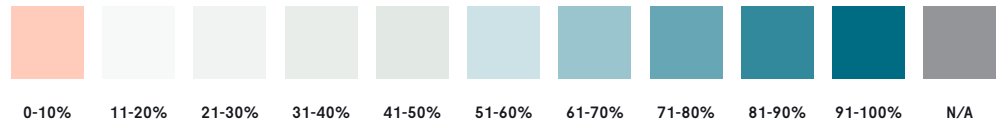
What social media are used for in Finland

[What are the following social media used for]

	Facebook	YouTube	Twitter	Instagram	Pinterest	Snapchat	LinkedIn	WhatsApp	Tumblr	Reddit	Periscope
Keep contact with friends and family	82%	5%	18%	55%	4%	80%	4%	96%	5%	N/A	N/A
Strengthen professional network	13%	4%	26%	6%	7%	2%	91%	8%	0%	N/A	N/A
News	27%	11%	50%	5%	4%	3%	11%	1%	10%	N/A	N/A
Follow brands / companies	23%	11%	43%	31%	25%	10%	23%	1%	10%	N/A	N/A
Entertainment	42%	90%	45%	60%	74%	44%	3%	7%	87%	N/A	N/A
Other purposes	7%	7%	7%	8%	19%	3%	4%	2%	9%	N/A	N/A

What social media are used for

[What are the following social media used for]

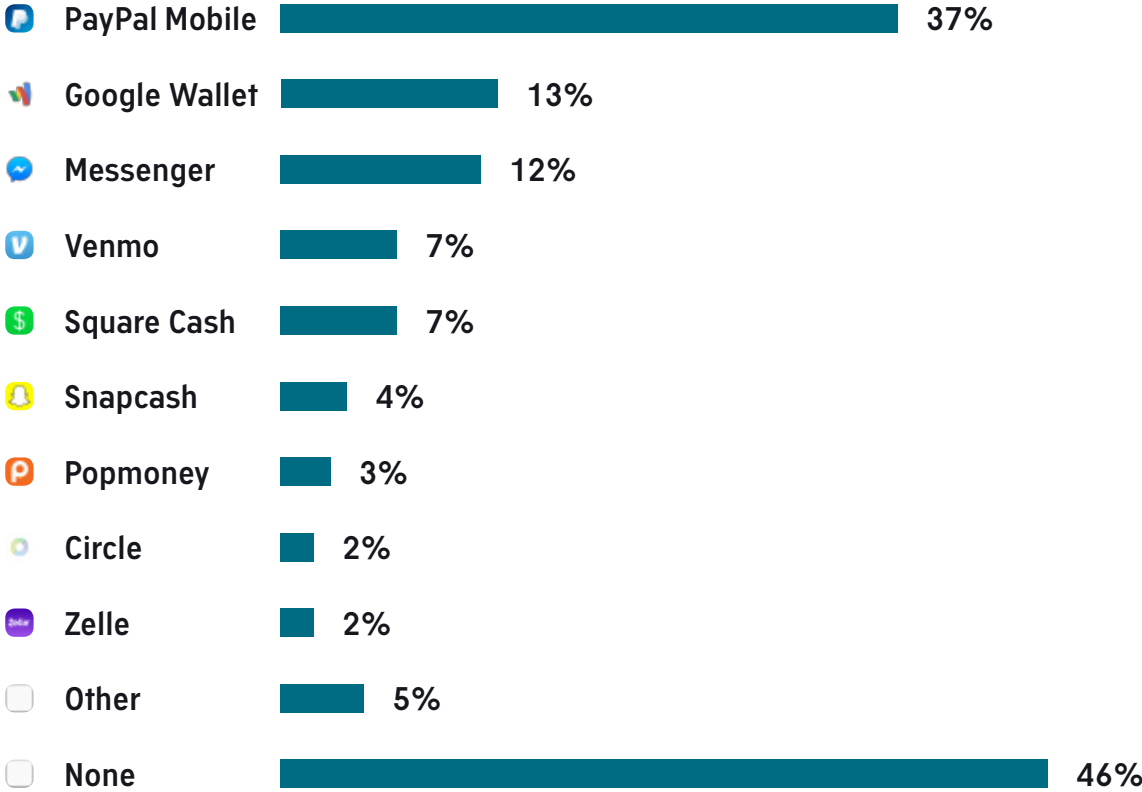


MOBILE BANKING

Mobile payment services are used by half of the online population in the US and UK. The situation is different in the Nordics, where the use of mobile payment services is much more common. MobilePay, Swish and Vipps rule the markets in Denmark, Sweden and Norway respectively.

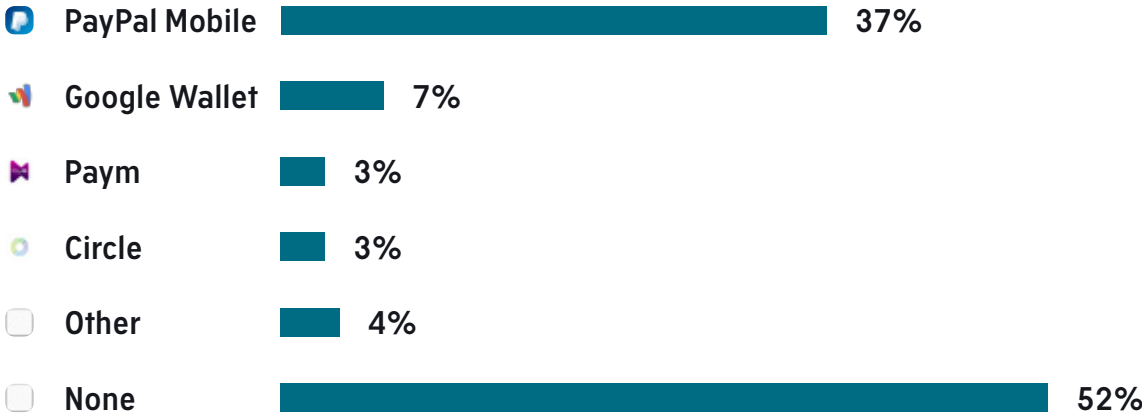
Top mobile payment services in the US

[How many use the following mobile payment services on a mothly basis]



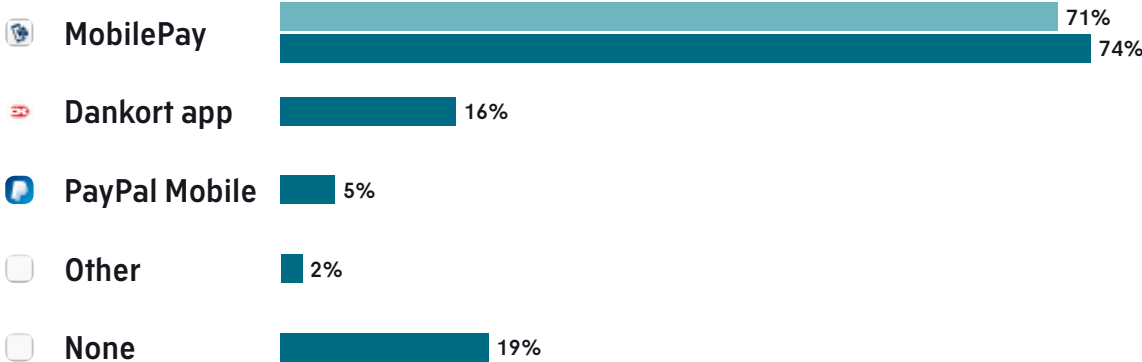
Top mobile payment services in the UK

[How many use the following mobile payment services on a mothly basis]



Top mobile payment services in Denmark

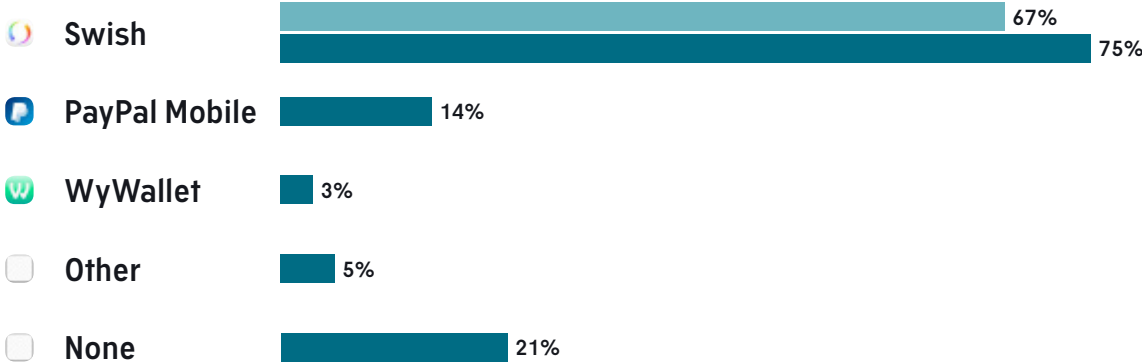
[How many use the following mobile payment services on a mothly basis]



■ Q4 2016 ■ Q2 2017

Top mobile payment services in Sweden

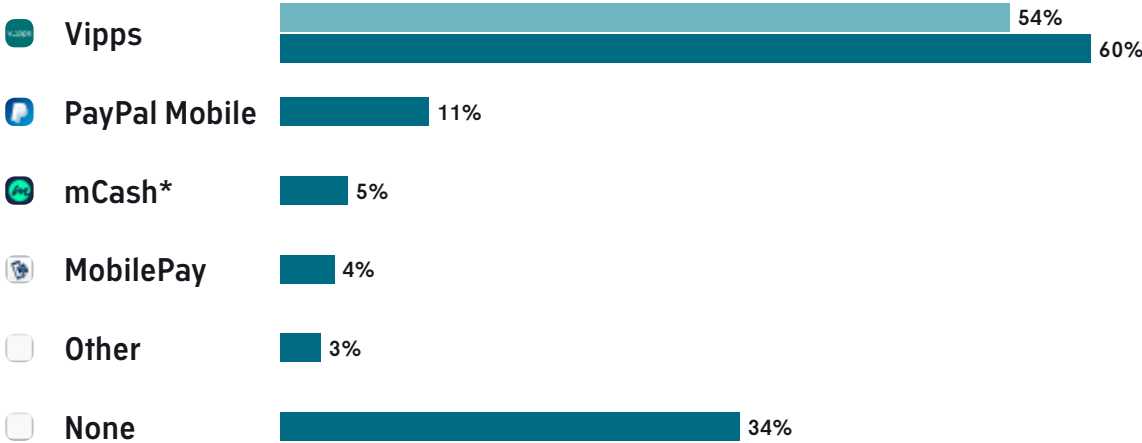
[How many use the following mobile payment services on a mothly basis]



■ Q4 2016 ■ Q2 2017

Top mobile payment services in Norway

[How many use the following mobile payment services on a mothly basis]



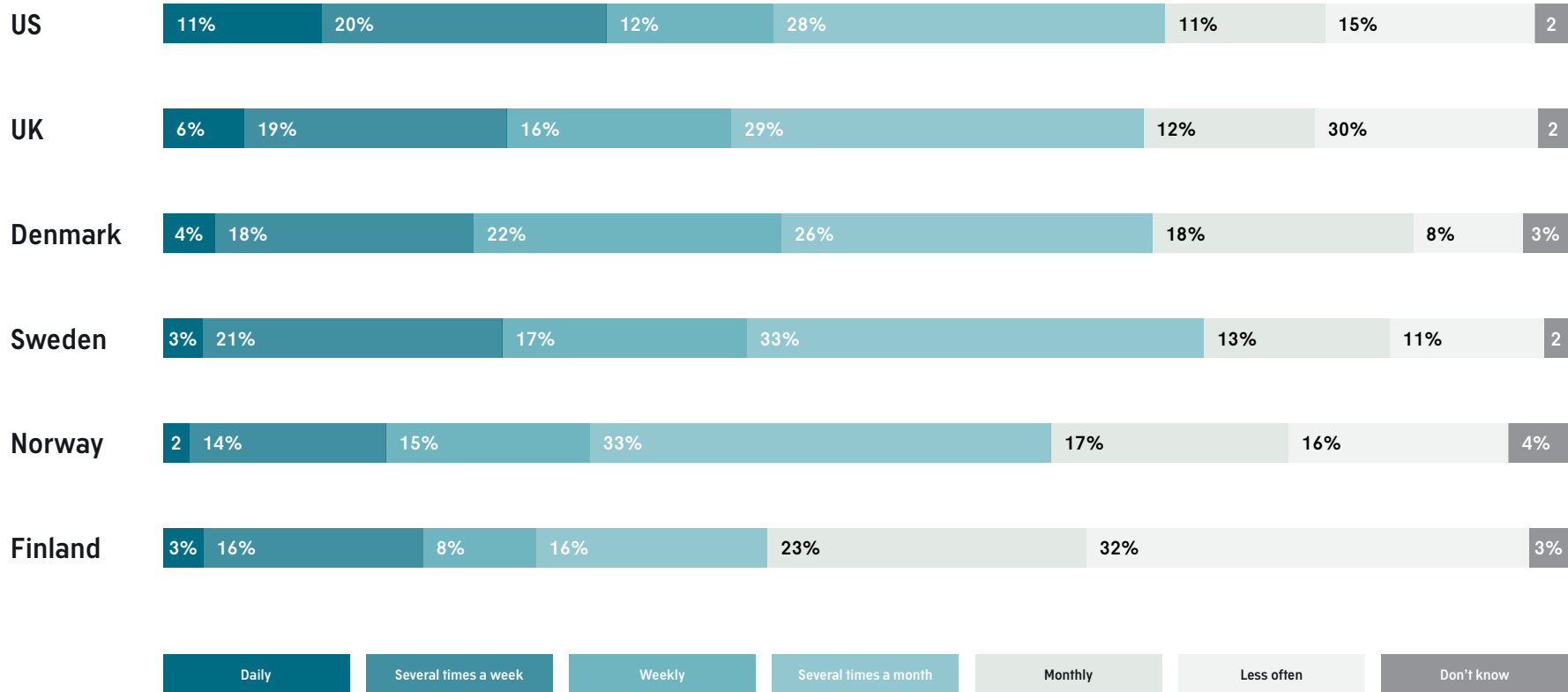
* Now a part of Vipps

■ Q4 2016 ■ Q2 2017



How often mobile payment services are used

[How often do people use mobile payment services]



ABOUT THE STUDY

Methodology

The study is a part of AudienceProject Insights 2017. Data is collected through online surveys done in Q1 and Q2 2017. The respondents have been selected from our Nordic, UK and US panels consisting of more than 1 million panelists and weighed to achieve representativity on the more than 14.000 respondents who completed the survey.

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About AudienceProject

AudienceProject has its roots in market research, technology and large scale data. It helps brands, agencies, publishers and e-commerce companies identify, target and validate audiences. The products range from audience planning, validation and targeting on socio demographics as well as other variables.

AudienceProject >=