

## Mobile – Key Stats

- Mobile Device Ownership:
  - 77% of the US Population owns a smartphone
  - 51% of the US Population owns a tablet
  - 78% of the US Population owns a computer  
*(Pew, Device Ownership, Nov. 2016)*
  
- Mobile Internet Usage:
  - 195 Million Users Access the Internet Monthly on Mobile Devices to sites or apps
  - 1 Trillion Minutes are Spent Online Monthly on Mobile Devices on sites or apps  
*(IAB Digital Trend Report FY'16. ComScore Dec. 2016 data)*
  
- Internet Access by Device:
  - Most US consumers (78%) use both desktop and mobile to access the internet.
  - 10% of the US population only uses a computer to go online
  - 12% only uses a mobile device to access the internet  
*(IAB Digital Trend Report FY'16. ComScore Dec. 2016 data)*
  
- Mobile-Only Users vs. Desktop-Only Users:
  - Mobile-only users skew younger: 46% are age 18-34.
  - Computer-only users skew older: 62% are 55 and older.  
*(IAB Digital Trend Report FY'16. ComScore Dec. 2016 data)*
  
- Mobile vs. Desktop:
  - Most Time Online Is Spent on a Mobile Device: 7 out of every 10 minutes spent online (70%) is on a mobile device
  - Top Categories Are Accessed Primarily from Mobile Devices with the Exception of Portals and Email.  
*(Source: IAB Trend Report HY'17. ComScore June 2017.)*
  
- Smartphone vs. Tablet:
  - Most mobile time online is spent on a smartphone (87%) than a tablet (13%): Nearly 9 out of every 10 mobile minutes spent online (87%) is on a smartphone.
  - The typical consumer spends 3 hrs 2 min online on a mobile device per day:
    - 2 hrs 23 min is spent online on a smartphone daily
    - 39 min is spent online on a tablet daily*(IAB Digital Trend Report HY'17. ComScore June 2017)*

- App vs. Web:
  - US adults spend 864 Billion Minutes Monthly On Mobile Apps (via Smartphones or Tablets)
  - More mobile time online is spent in app (86%) than on mobile web (14%): Nearly 9 out of every 10 mobile minutes spent online (86%) is within a mobile app
  - Top mobile properties by time spent online are very different in mobile web vs. in app:
    - After Facebook and Google, the top mobile apps by time spent include 3 pure play streaming audio properties.
    - Top mobile web sites by time spent online include TV networks, portals and shopping sites.

*(IAB Digital Trend Report FY'16. ComScore Dec. 2016 data)*
  
- Apps:
  - 64% of US adults download apps regularly or occasionally
  - 43% pay for apps.

*(Source: IAB Digital Trends. Prosper Media Behavior Insights. 2017)*

  - The average user spends 2.3 hours per day using mobile apps
  - Smartphone users' #1 app drives half of their app time, and the Top 10 drive 95%+
  - Most app users across all age segments access 20 or fewer apps in a month

*(Source: comScore 2017 US Mobile App Report)*
  
- Mobile Shopping:
  - 56% of US adults read product reviews in store on their smartphones to decide between products
  - 54% compare prices and purchase from another retailer's website using their device while in store.

*(Source: IAB Digital Trends. Prosper Media Behavior Insights. 2017)*
  
- Ad Revenue and Ad Spend:
  - Mobile revenue is over 10x larger than it was 5 years ago
  - Mobile revenue was \$36.6 billion in 2016, a 77% increase from the previous year.
  - Mobile Ad Revenue accounts for 51% of all digital ad revenue in 2016

*(Source: IAB PWC Digital Ad Revenue Report FY'16. Apr. 2017)*

  - Mobile ad spend is expected to increase from 5% of total marketing budgets in 2017 to 12% by 2020.

*(Source: Deloitte 2017 CMO Survey)*

  - Half (51%) of marketers and advertisers surveyed purchased vertical video ads in 2016

*(Source: IAB 2017 Video Ad Spend Study)*