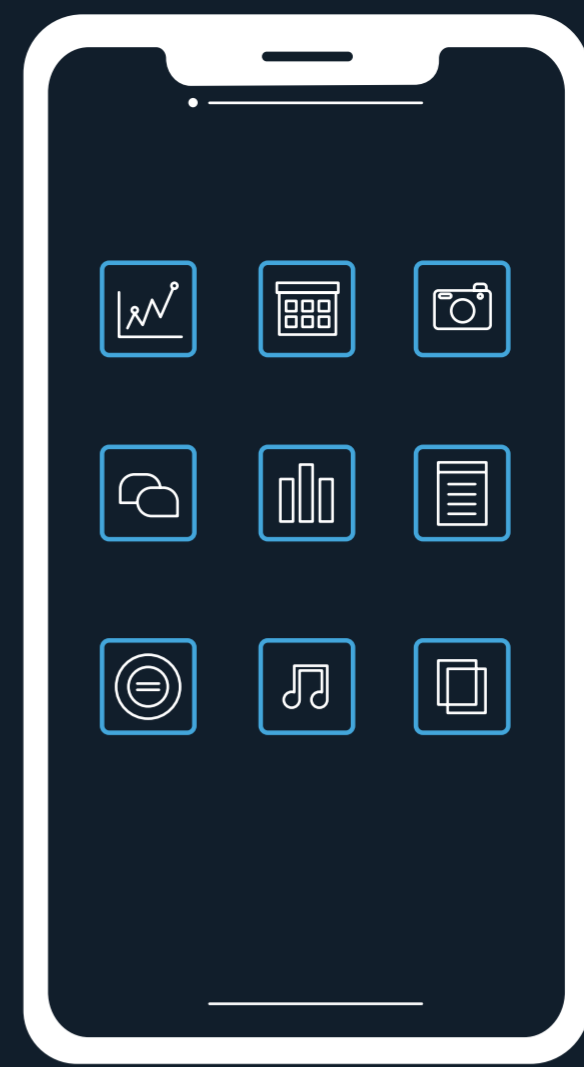
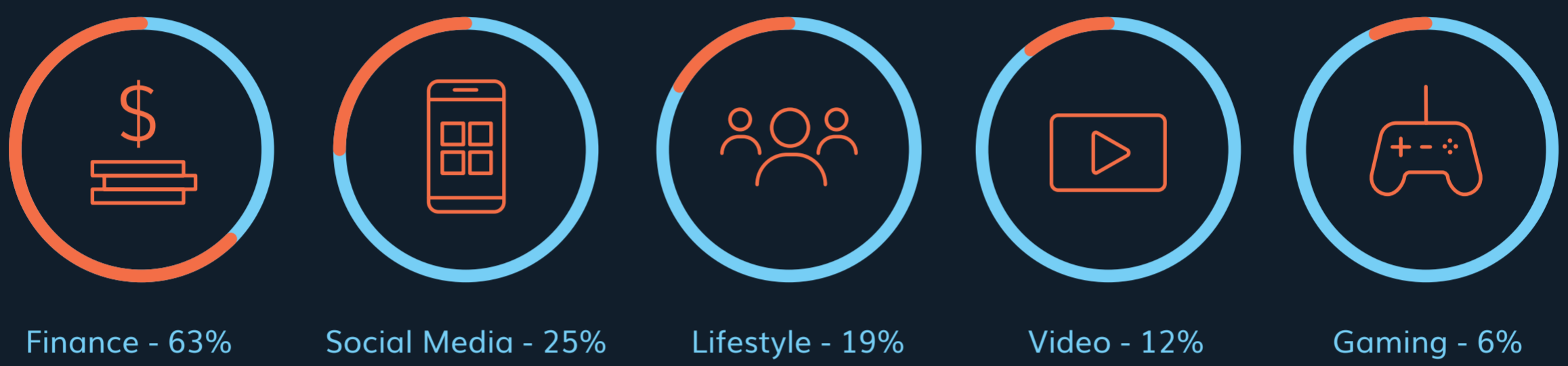


Pandemic Mobile App Usage

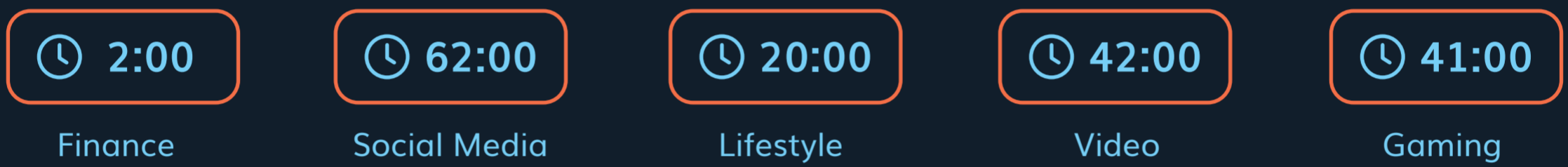
According to data from [Global Wireless Solutions](#), mobile users spent significantly more time in select app verticals during the first year of COVID (March 2020 - February 2021). Check out how consumer behavior in finance, social media, lifestyle, video, and gaming apps played out below.



Increase in Total Hours of Use By Category:



Average Minutes of Use Per Day:



Power User:

users who spent 20% more time than the national average in a given category



Finance Apps

- Gen Z increased total hours of use by 102% followed by Gen X at 76% and Millennials at 66%
- Power users increased time on finance apps by 77%



Social Media

- Gen Z led the way with 71% increased time spent on social media, with Gen X at 23%, Millennials at 20%, and Baby Boomers at 19%
- Power users increased time spent on social media by 32 minutes



Lifestyle App Power Users Increased Time Spent On

- Food delivery apps by 58%
- Shopping apps by 27%
- News and magazine apps by 11%



Video Streaming App Power Users

- On average, spent 156 minutes watching videos each day
- Watched 31 minutes of video on mobile subscription-based apps and 115 minutes per day on YouTube



Gaming Apps

- Top multiplayer online games saw total hours of use increase up to 15,471%
- Power users were on their smartphones for an additional 19 minutes each day

Ride the momentum of current mobile user trends and get started with AdAction today!

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