

Mobile Touches dscout's inaugural study on humans and their tech

June 15, 2016

©2016 dscout, Inc.



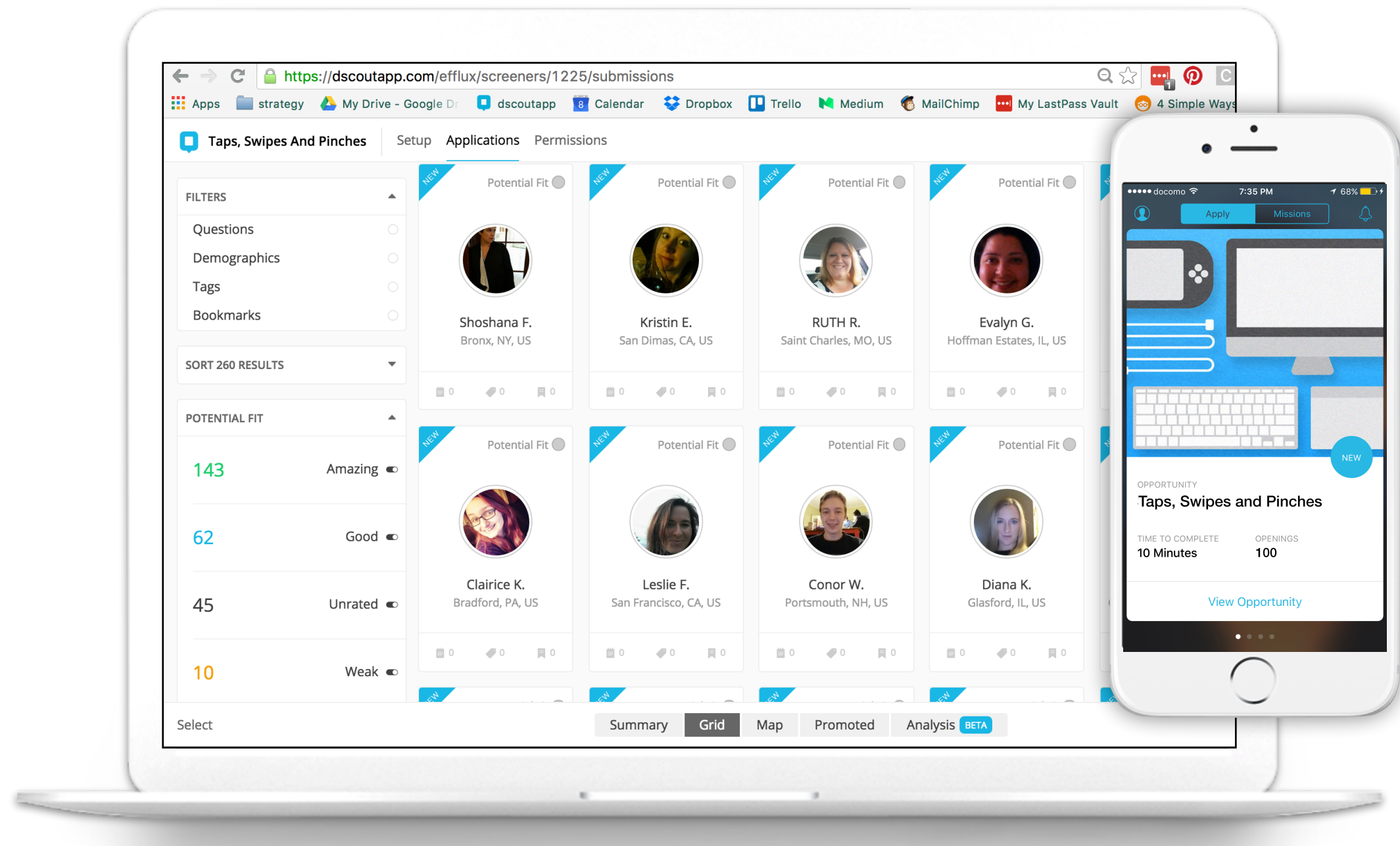
**How much are we
really attached to
our phones
physically,
cognitively...**

**As people nerds, the
dscout research team
exists to understand
that pull.**



Methodology: Our platform

Researchers use dscout's platform and app to capture and analyze in-the-moment behaviors at scale.

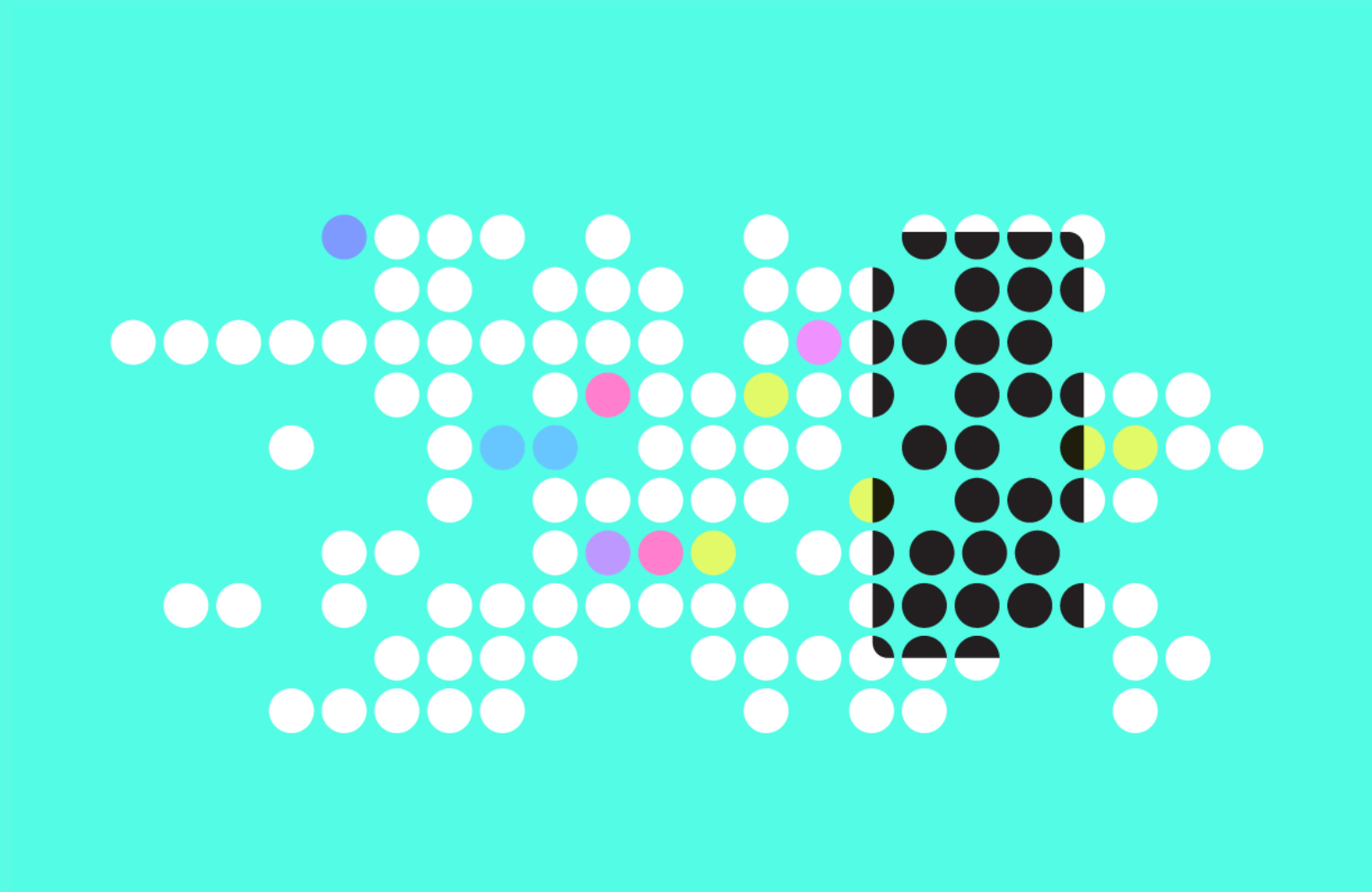




Methodology: for this study

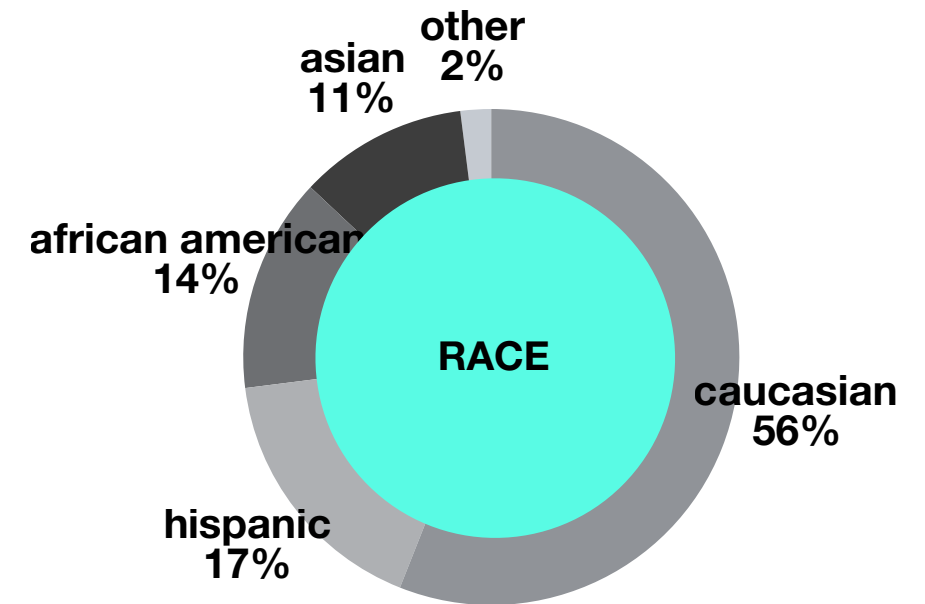
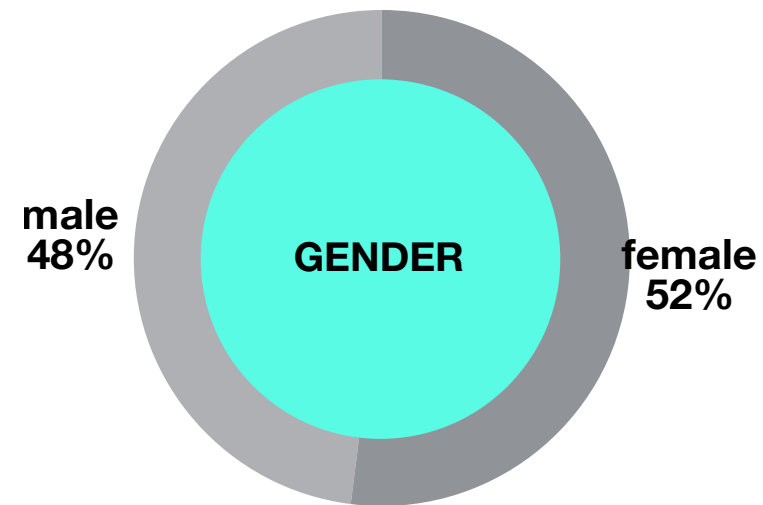
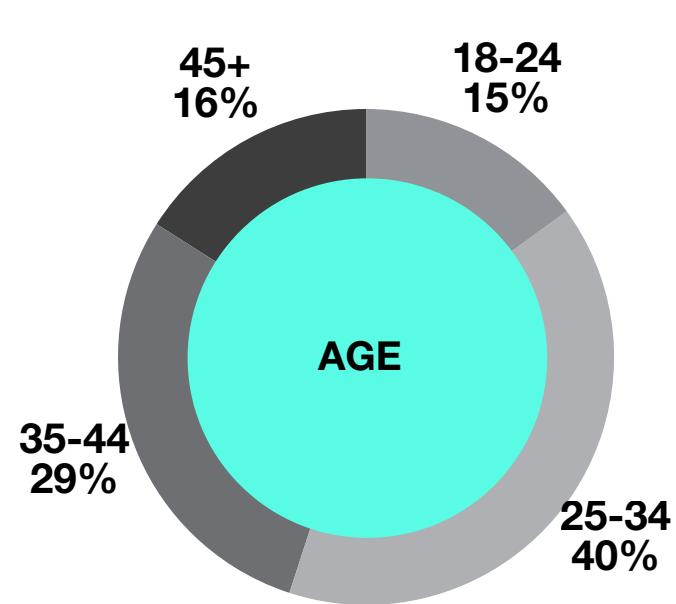
We recruited a diverse group of 94 Android users from our pool of more than 100,000 research participants.

Then we built a supplementary app to track every swipe, tap and pinch—we're calling them touches—on their smartphone for 5 days, 24 hours a day.





Methodology: our scouts



Households

with children	43%
with only partner/spouse/roommate	34%
solo or with parents	23%

Employment

employed	78%
unemployed/retired/homemaker	12%
student	10%

Income

less than \$50,000	35%
\$50,000 to \$99,999	34%
\$100,000 or more	29%
no response	2%



**Topline
results**

94
scouts

4.5
days

33,090
total sessions

60,003
total minutes

1,120,317
total touches

About 2/3 of scouts participated all 5 days, the remainder for 2 to 4 days.



Findings

focus

Mobile life is focused on social and messaging more than any other category, even search.

That usage is limited to a narrow set of apps, dominated by billion-dollar players.

App designers—even those for banks and transportation—don't just compete within their categories. They're up against Facebook and Google.

touchiness

Touchiness—the number of touches per session—was led, unsurprisingly, by gaming.

A bit more surprising: shopping apps came in second.

Most surprisingly, Amazon didn't lead for shopping touchiness. Etsy and Groupon did.

quick hits

Half of daily sessions occurred without users even unlocking their phones.

We couldn't measure activity within locked sessions—only that users initiated the interaction. So it's likely that total daily touches were much higher than measured.

Locked session interactions, however, are very shallow—like checking time or notifications, or skipping a song.

reactions

Users dramatically underestimated their daily use:

"I will probably touch my phone 500 times today."

"Oh!! I touched my phone 5,000 times today?!"

However, few users were moved to make major life changes. Most needed fewer than 10 seconds to go from shock to utter resignation.



**Users tapped,
swiped and clicked
a whopping 2,617
times each day,
on average.**

HEAVY USER

5,427
average daily touches

225
average daily minutes

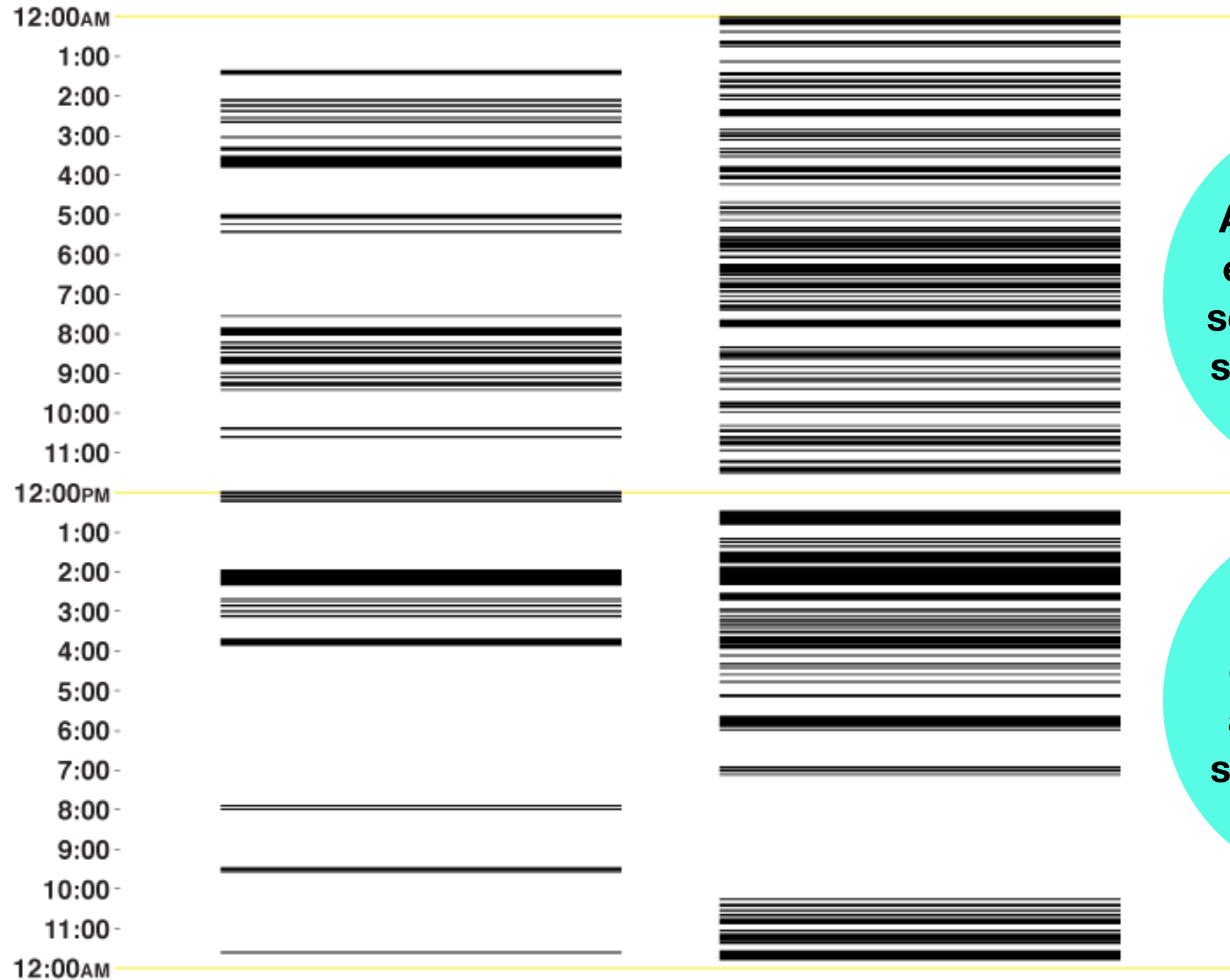
AVERAGE USER

2,617
average daily touches

145
average daily minutes



Phone sessions: Average vs. heavy user



**Average users
engaged in 76
separate phone
sessions a day.**

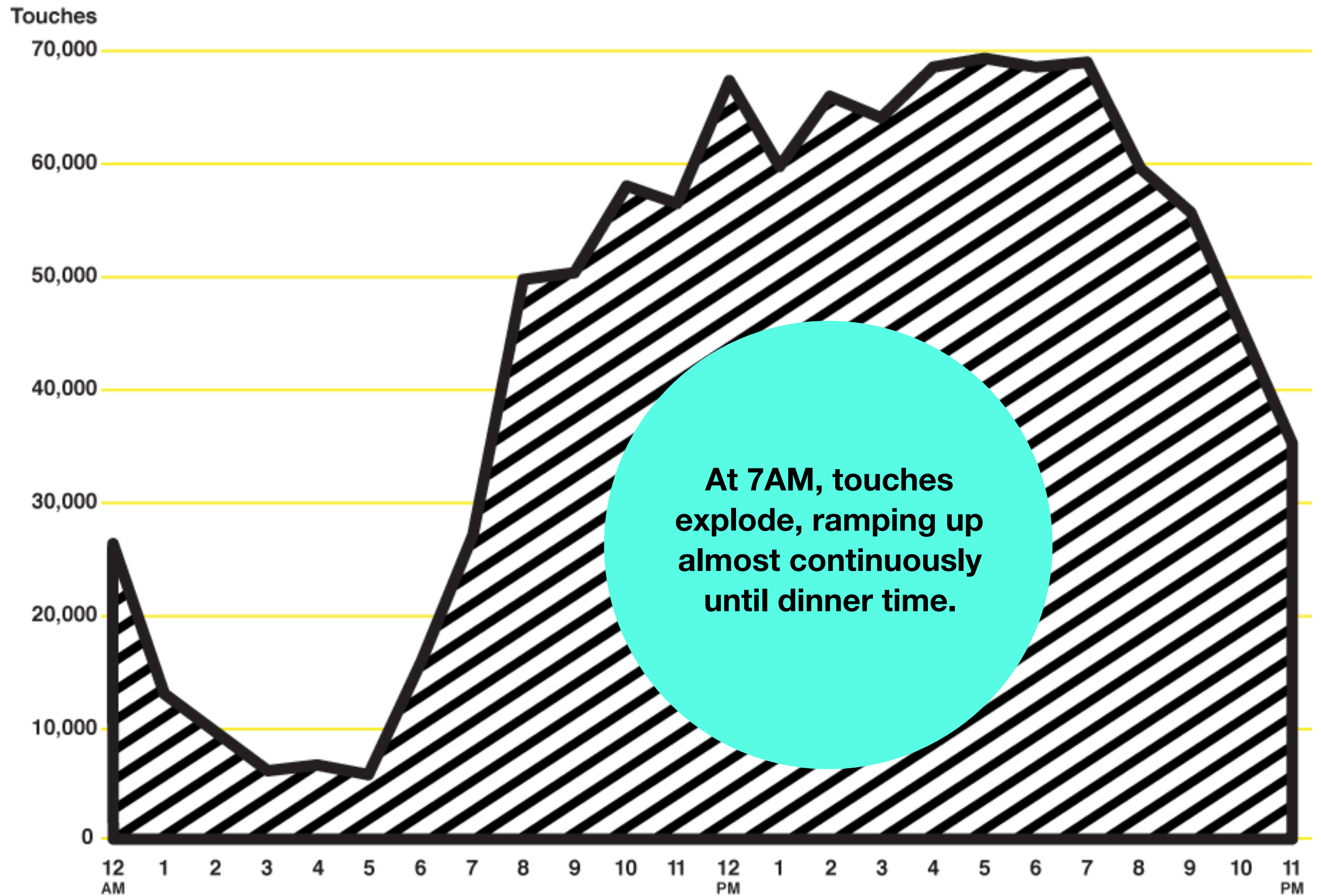
**Heavy users
(the top 10%)
averaged 132
sessions a day.**

Elizabeth B.
25, Chicago, IL

Lori L.
45, Grandville, MI

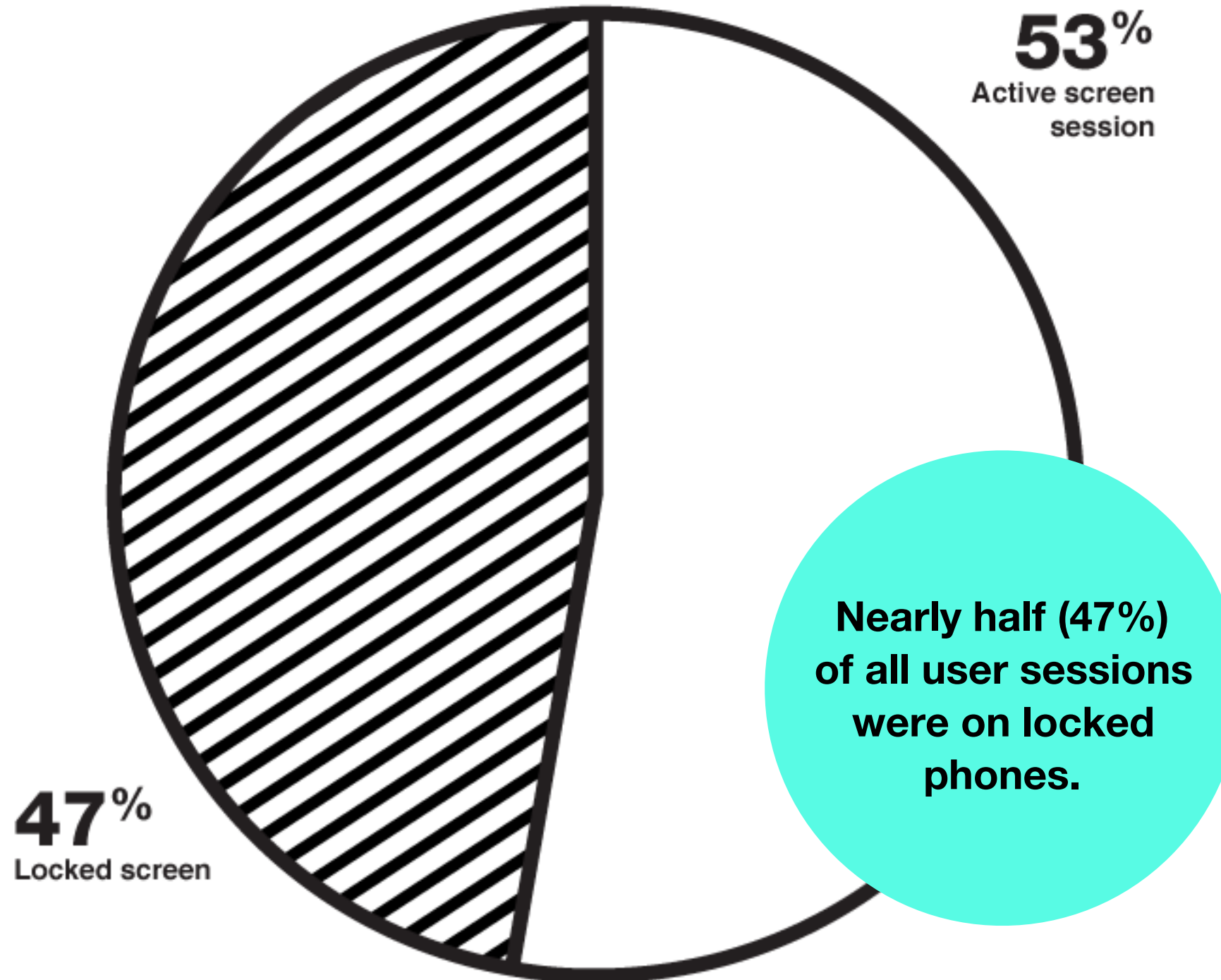


Touches by hour of day



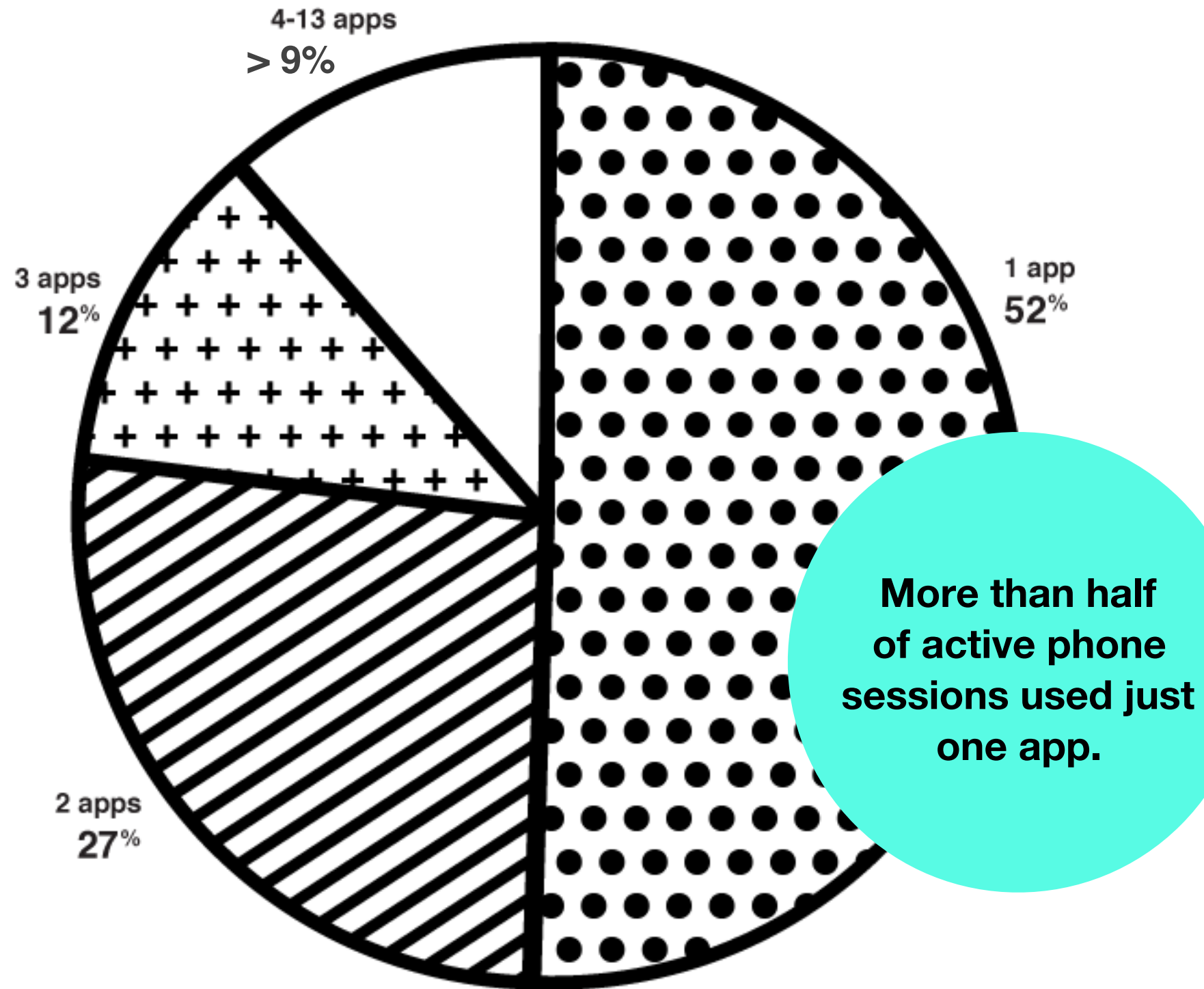


**All sessions by type:
Active vs locked screen**



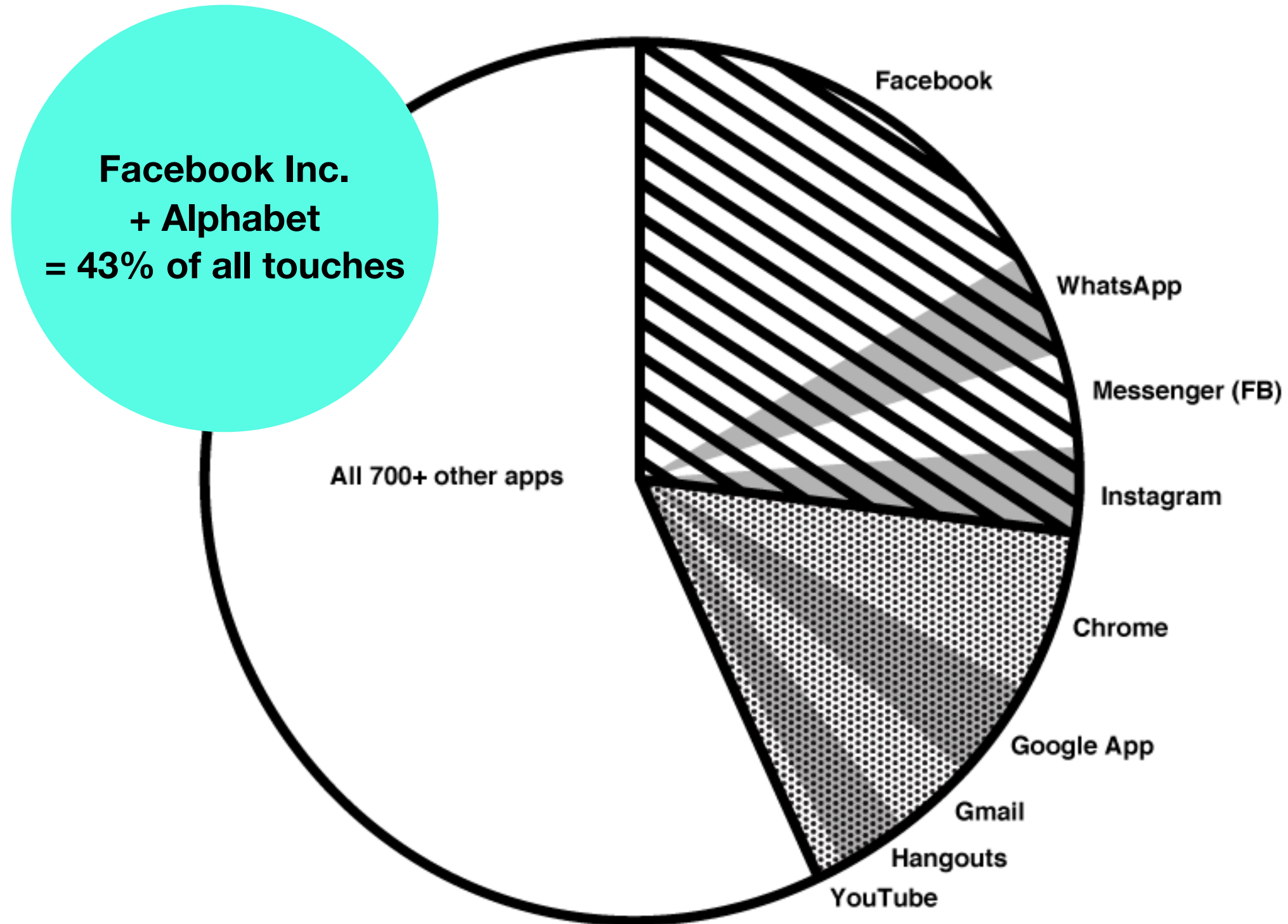


Number of apps per active session





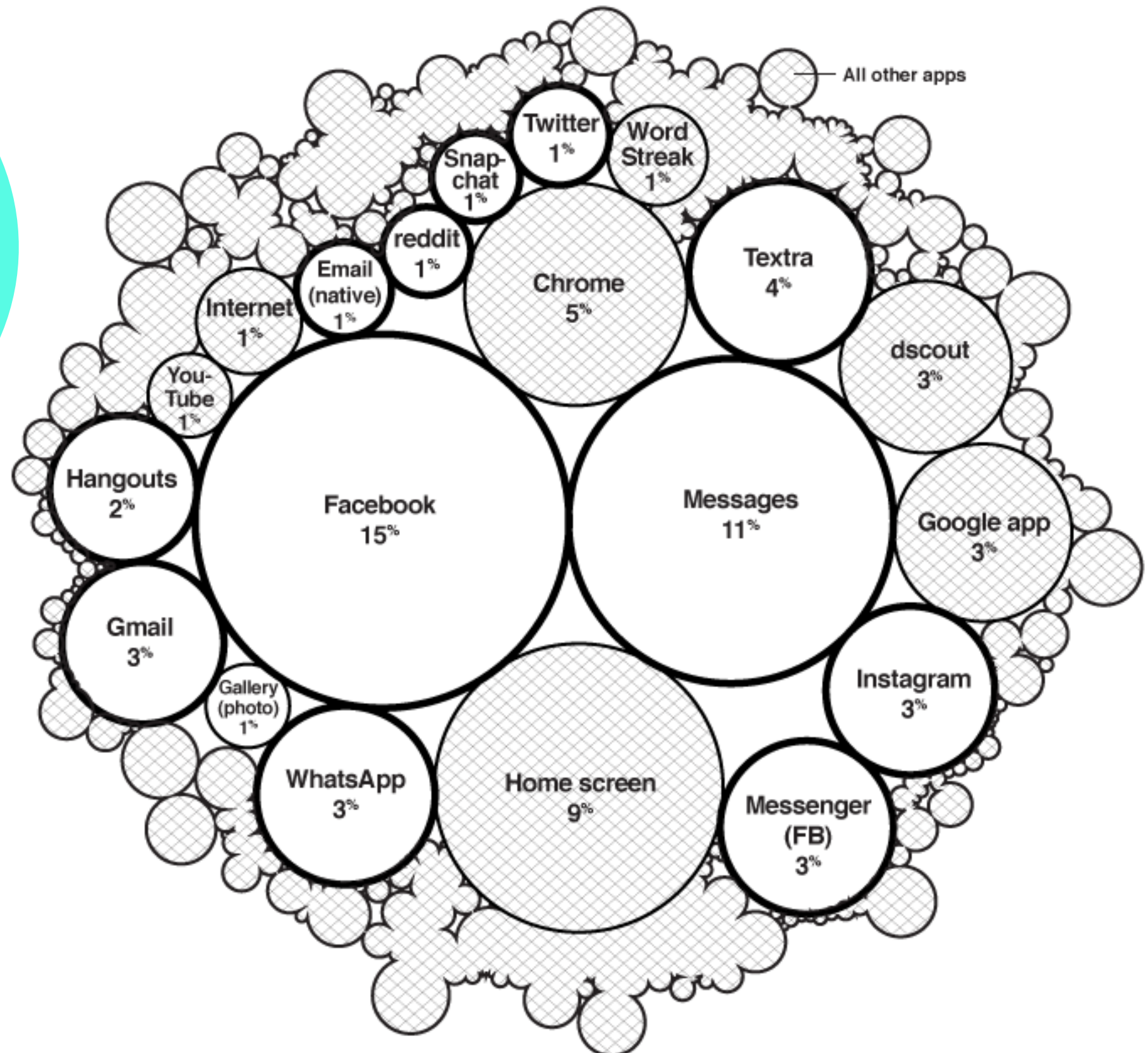
Share of app touches: Facebook Inc. vs. Alphabet vs. everyone else



Top 20: by share of all touches



The Facebook app racked up the most finger time—even more than native messaging or the home screen.





	<u>APP NAME</u>	<u>TOUCHES</u>		<u>APP NAME</u>	<u>TOUCHES</u>		<u>APP NAME</u>	<u>TOUCHES</u>
1	Facebook	155,338	31	GroupMe	4,813	61	Launcher3	2,029
2	Messages (Native)	116,588	32	Android System	4,731	62	eBay	2,026
3	Home Screen	92,646	33	Calendar	4,523	63	Notes	1,885
4	Chrome	55,736	34	Tinder	4,459	64	OfferUp	1,838
5	Textra	36,842	35	Clash of Clans	4,311	65	Yahoo Mail	1,827
6	WhatsApp	35,888	36	Connect	4,232	66	Keep	1,823
7	Google App	34,843	37	HTC BlinkFeed	3,958	67	Google Play Music	1,784
8	Messenger (FB)	33,359	38	Browser	3,764	68	Fitbit	1,748
9	dscout	33,295	39	Calculator	3,594	69	WW Mobile	1,678
10	Instagram	31,743	40	Sense Home	3,582	70	Craigslist	1,631
11	Gmail	28,737	41	Video Poker	3,564	71	Pocket Mortys	1,602
12	Hangouts	24,183	42	LINE	3,521	72	Yelp	1,506
13	Internet (Native)	12,427	43	WeChat	3,489	73	Spotify	1,483
14	Twitter	11,088	44	Maps	3,341	74	Words	1,443
15	Word Streak	10,864	45	Settings	3,293	75	BR Team Stream	1,382
16	Email	9,873	46	Camera	3,044			
17	reddit is fun	8,707	47	Bonfyre	2,874			
18	Snapchat	8,652	48	Tumblr	2,682			
19	Gallery	7,804	49	Flipboard	2,677			
20	YouTube	7,746	50	Outlook	2,649			
21	Sync Pro	7,023	51	Home screen	2,548			
22	Viber	7,019	52	Jewels Saga	2,515			
23	Contacts	6,270	53	Imgur	2,444			
24	Nova Launcher	6,104	54	dscout companion	2,362			
25	Inbox	5,661	55	Diner Dash	2,198			
26	Pinterest	5,594	56	Clock	2,070			
27	Receiver	5,267	57	Talkatone	2,038			
28	Google Play Store	5,179	58	Groupon	2,038			
29	Gummy Drop!	4,945	59	Amazon	2,036			
30	Phone	4,877	60	Yahtzee	2,031			

**Top 75 apps = 90%
of total touches**

Top 10 touchiest app categories*

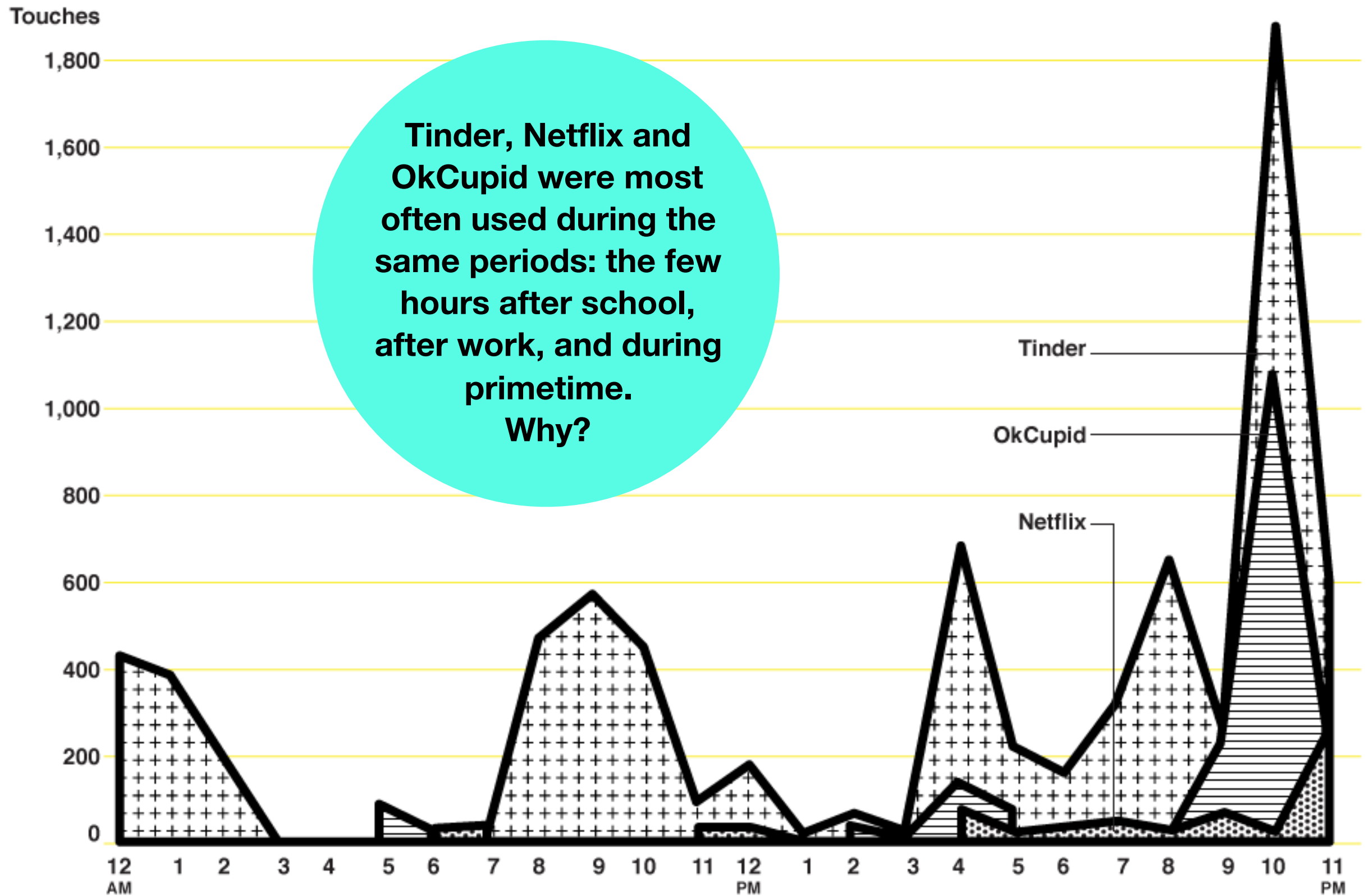


Some apps are “touchier” than others. After gaming, our fingers are most active when shopping—and not within the apps you might expect.

	Category	Touches per session	
1	Games	80	
2	Shopping	60	{ Etsy Groupon Amazon OfferUp Ibotta Craigslist Yelp eBay EasyShift
3	Health and Fitness	57	
4	Social Media	55	
5	Dating	53	
6	Utilities	51	
7	Messages	48	
8	Internet browsing	46	
9	Images	45	
10	News & Weather	37	

*from the top 100 touchiest apps, for categories with touches from more than one app

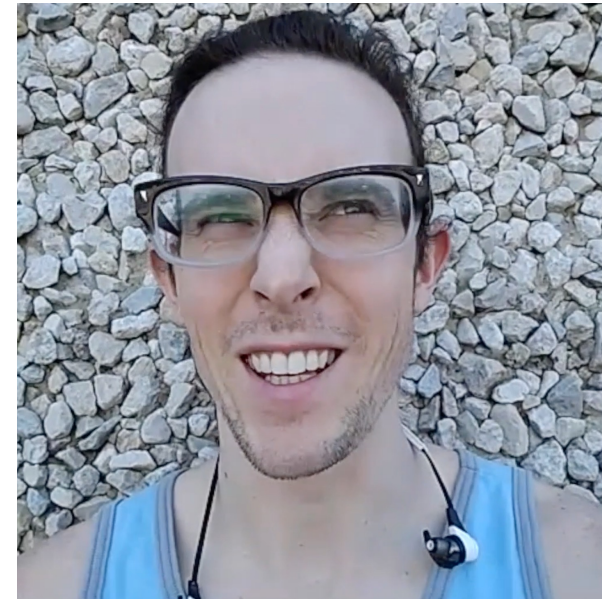
Use by hour: Tinder, OkCupid, Netflix





**Do people give a
shit about 1 or 2
million taps a year?
Not really.**

**According to 68% of
scouts, learning about
their level of phone use
is shocking! And then
it's not.**

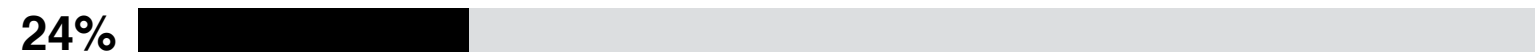


＼(ツ)／

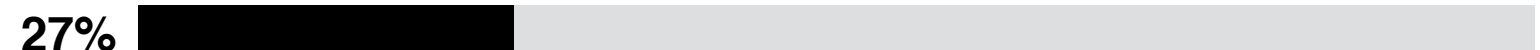
**It probably won't change the way
I use my phone**



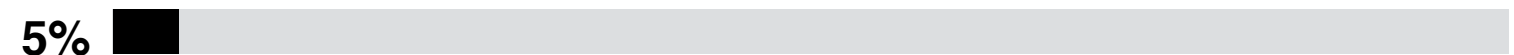
I'm going to try and use it less



**I wish I could use it less, but I'll
probably keep using it just as...**



**I'm going to try and
use it more**



**Other
(tap to type)**





As people nerds, we are always interested in what people are doing, thinking and feeling. We hope you found the results as interesting as we did.

Use [this link](#) to share it!

What's Next?

Sign-up to [start a free](#) research project

Schedule a [demo](#)

Read our [blog](#)

Ask [a question](#)

Or call us at (312) 880-9715

Thank you for your interest!