

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

June 15, 2016



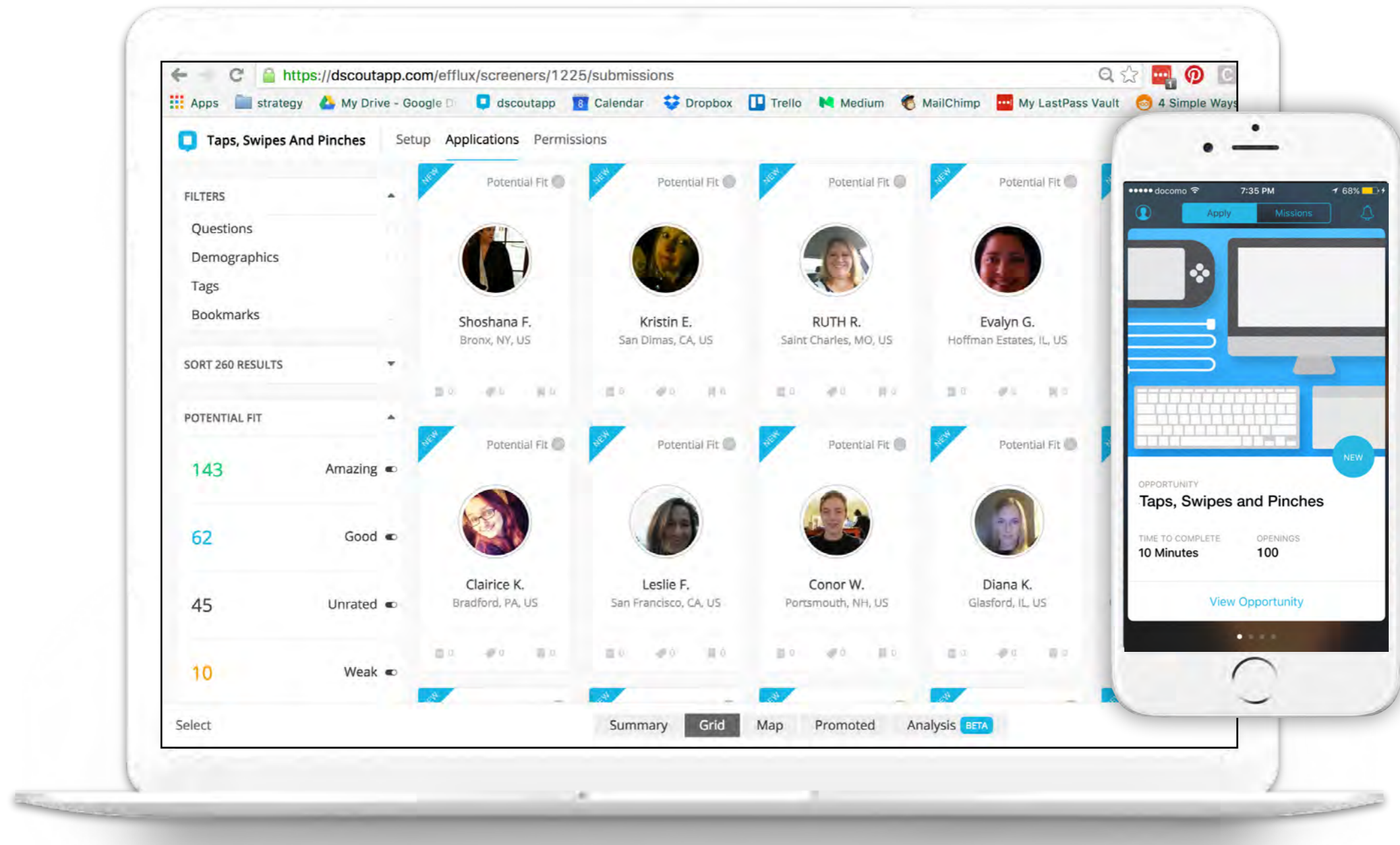
**How much are we
really attached to
our phones
physically,
cognitively...**

**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.

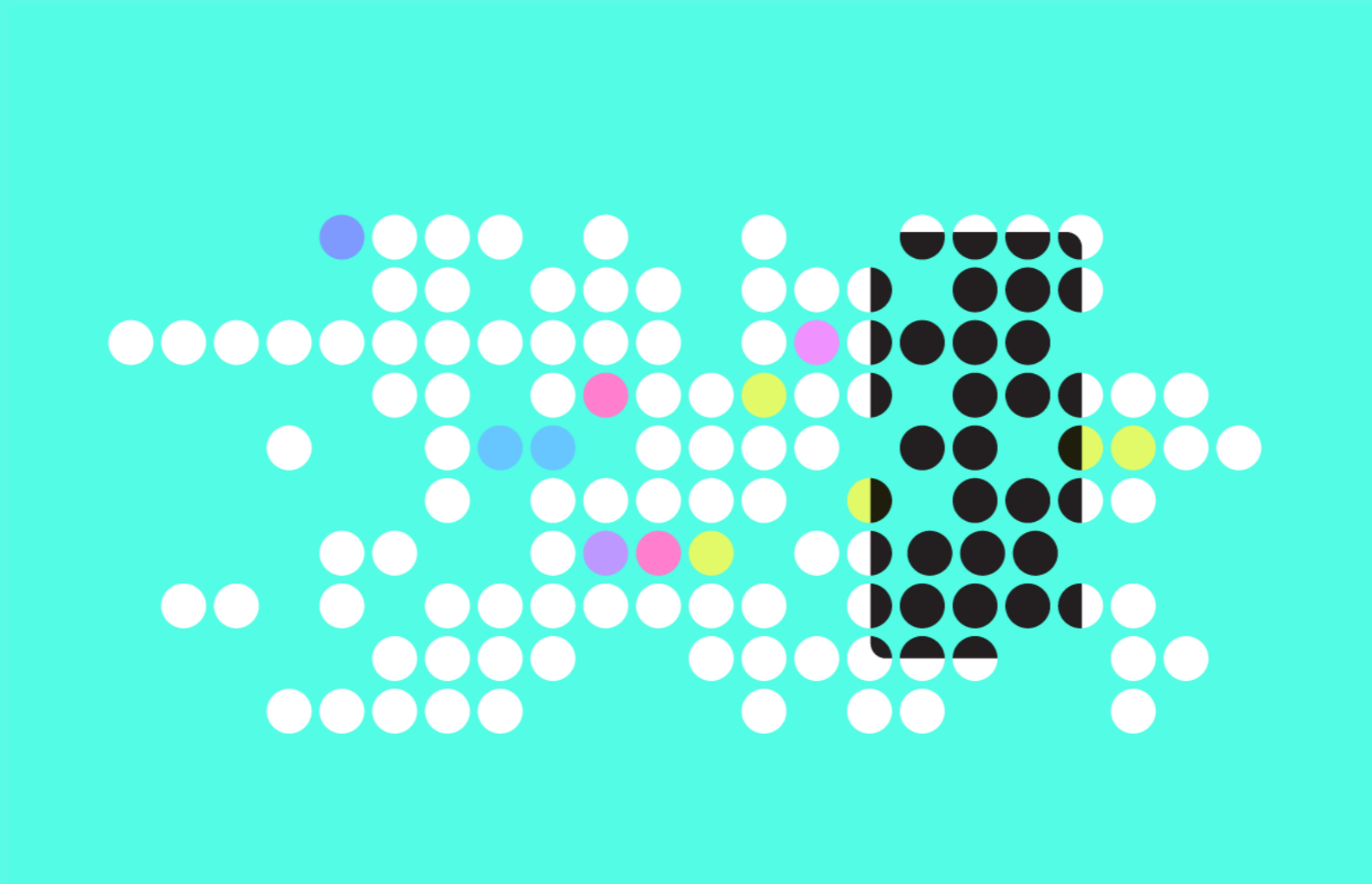




Methodology: for this study

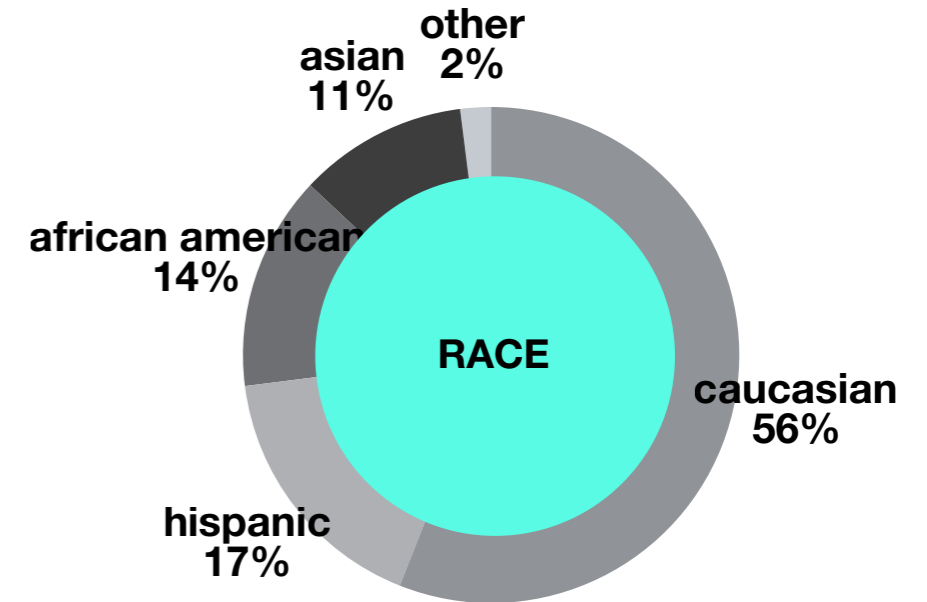
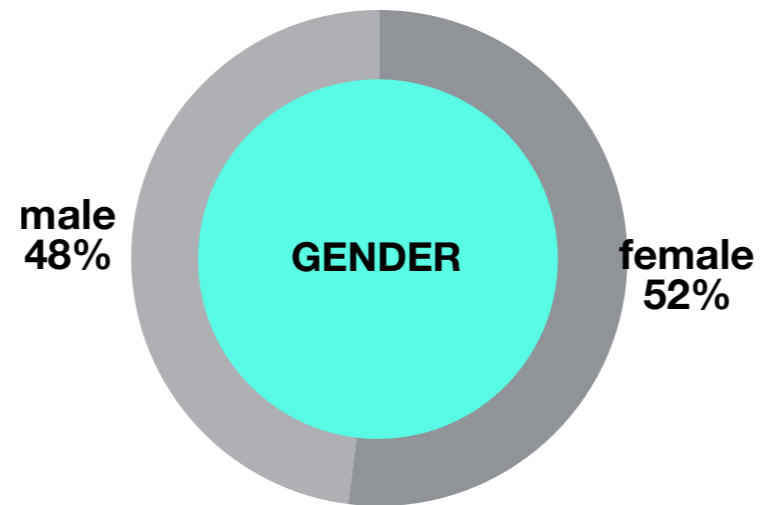
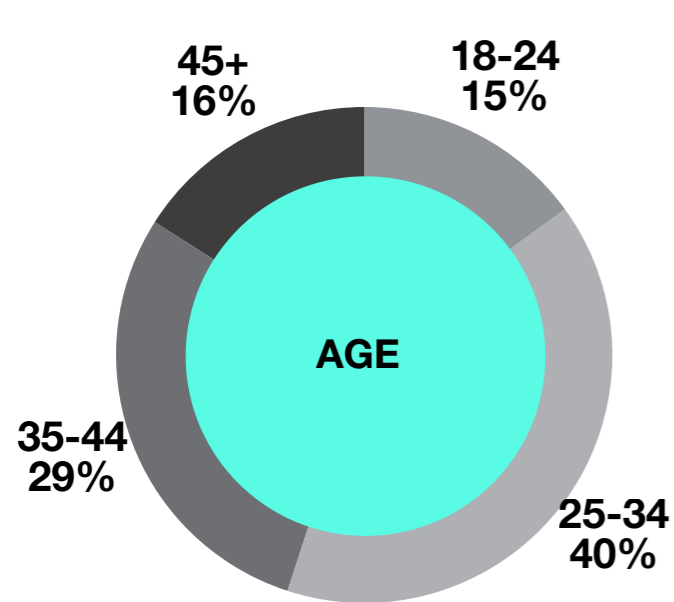
We recruited a diverse group of 94 Android users from our pool of more than 100,000 research participants.

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

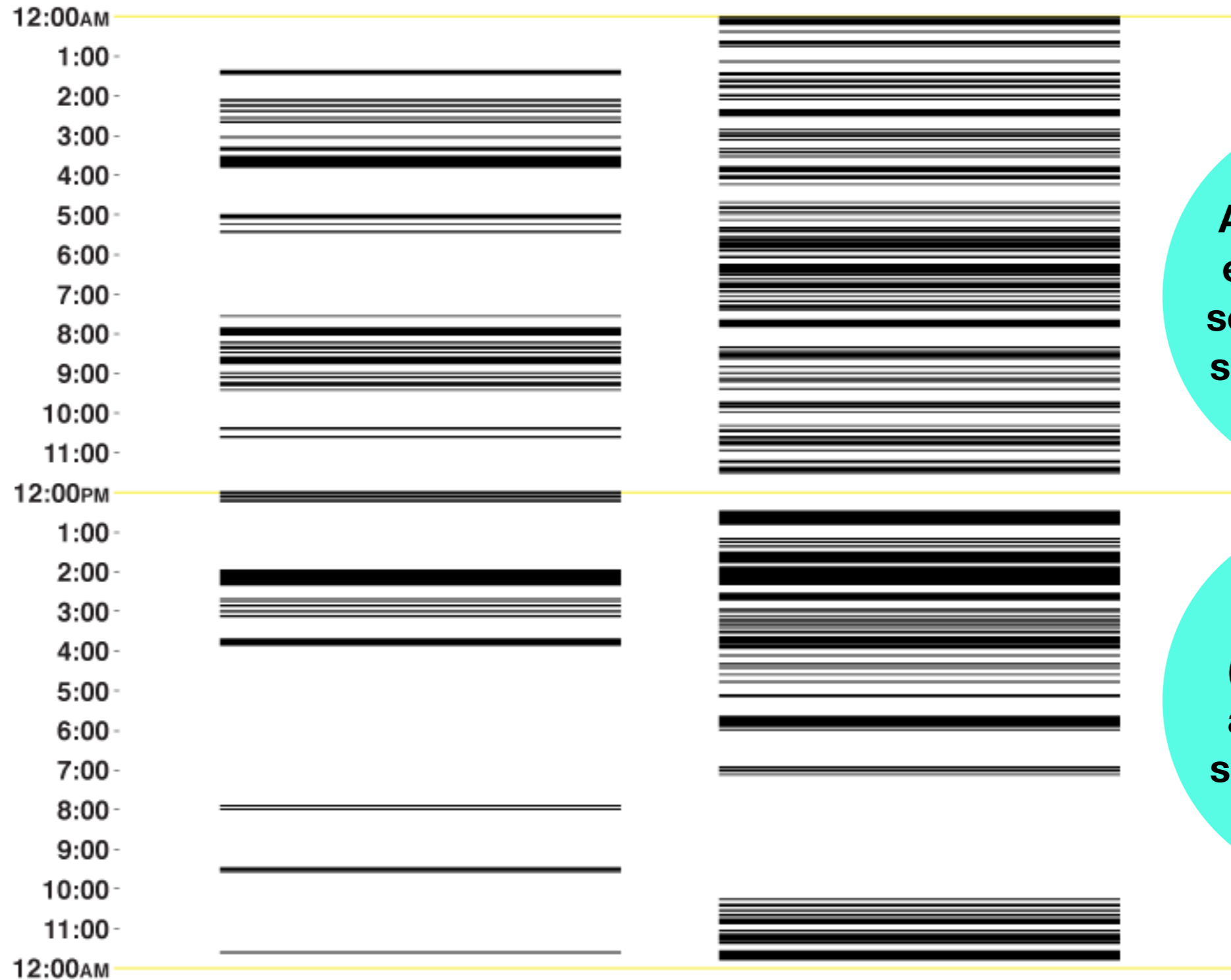
AVERAGE USER

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.

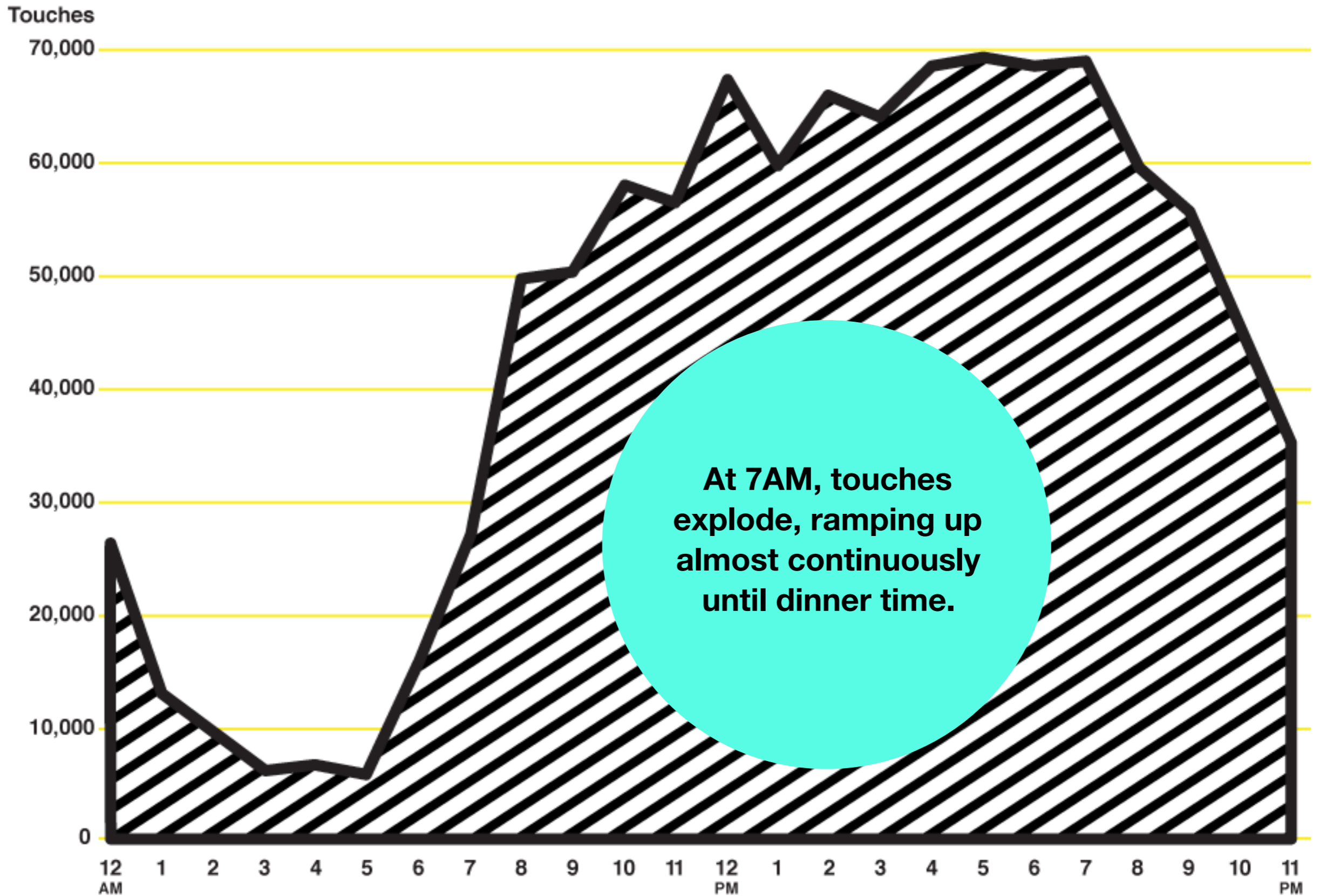
Heavy users (the top 10%) averaged 132 sessions a day.

Elizabeth B.
25, Chicago, IL

Lori L.
45, Grandville, MI



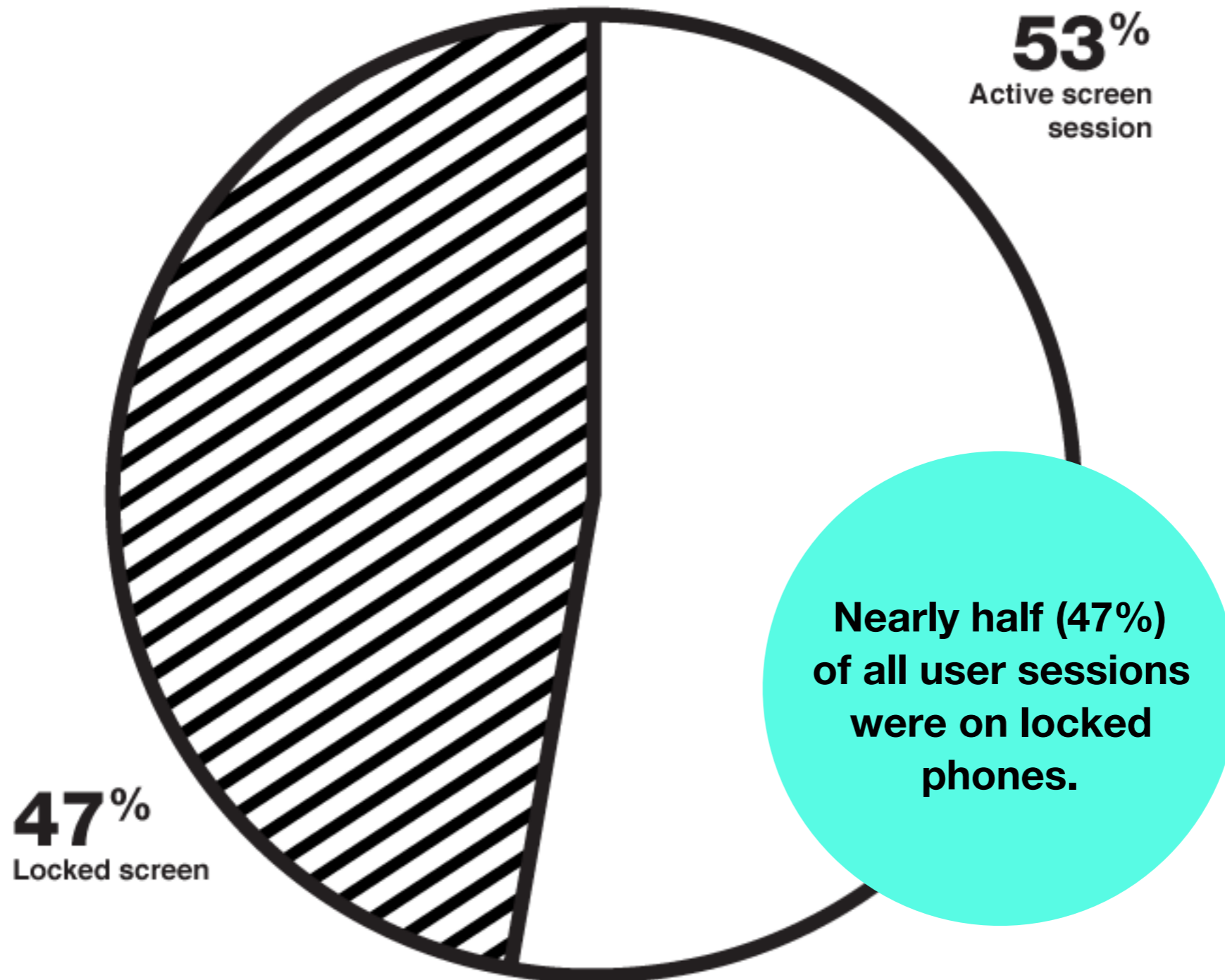
Touches by hour of day



**At 7AM, touches
explode, ramping up
almost continuously
until dinner time.**

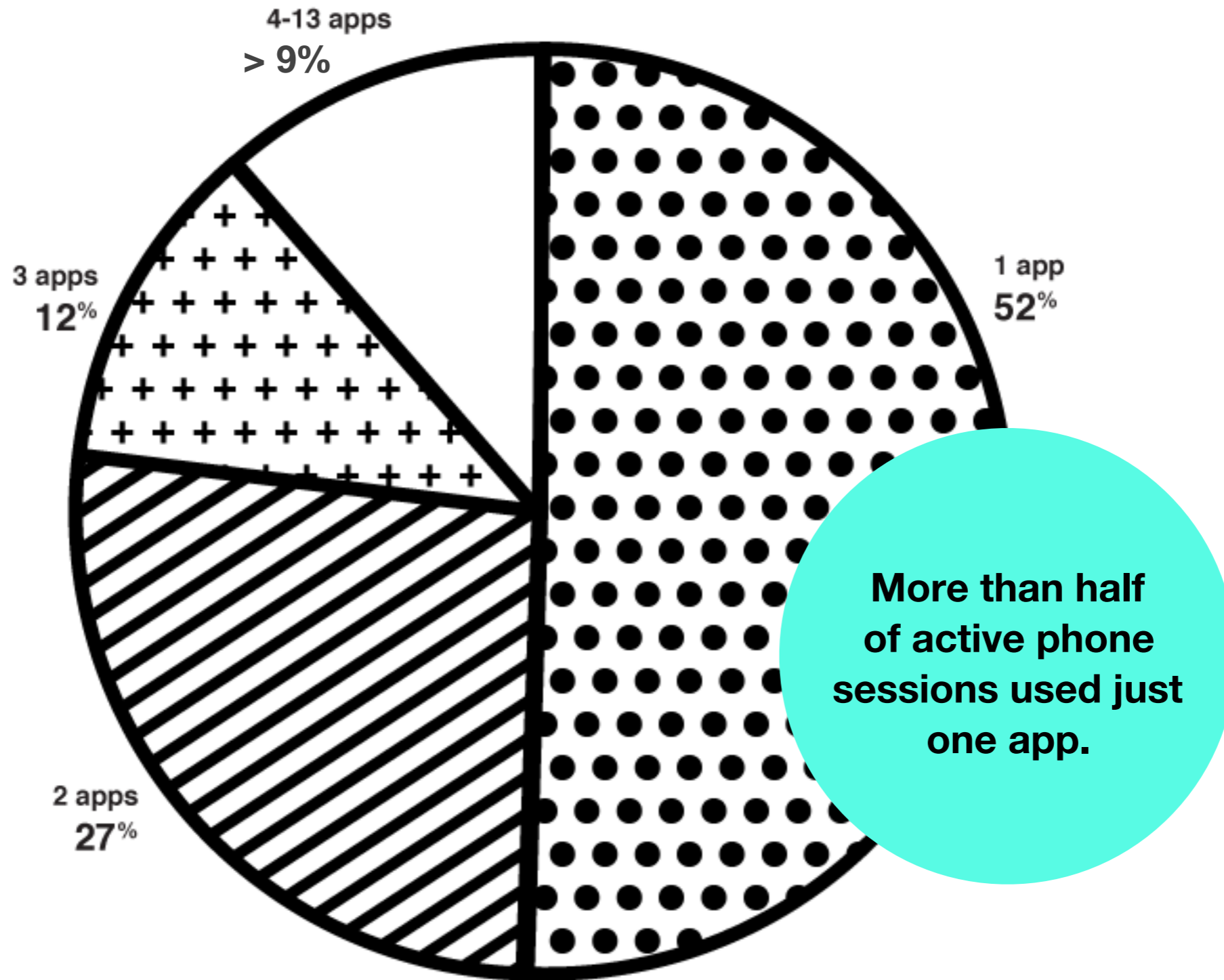


**All sessions by type:
Active vs locked screen**



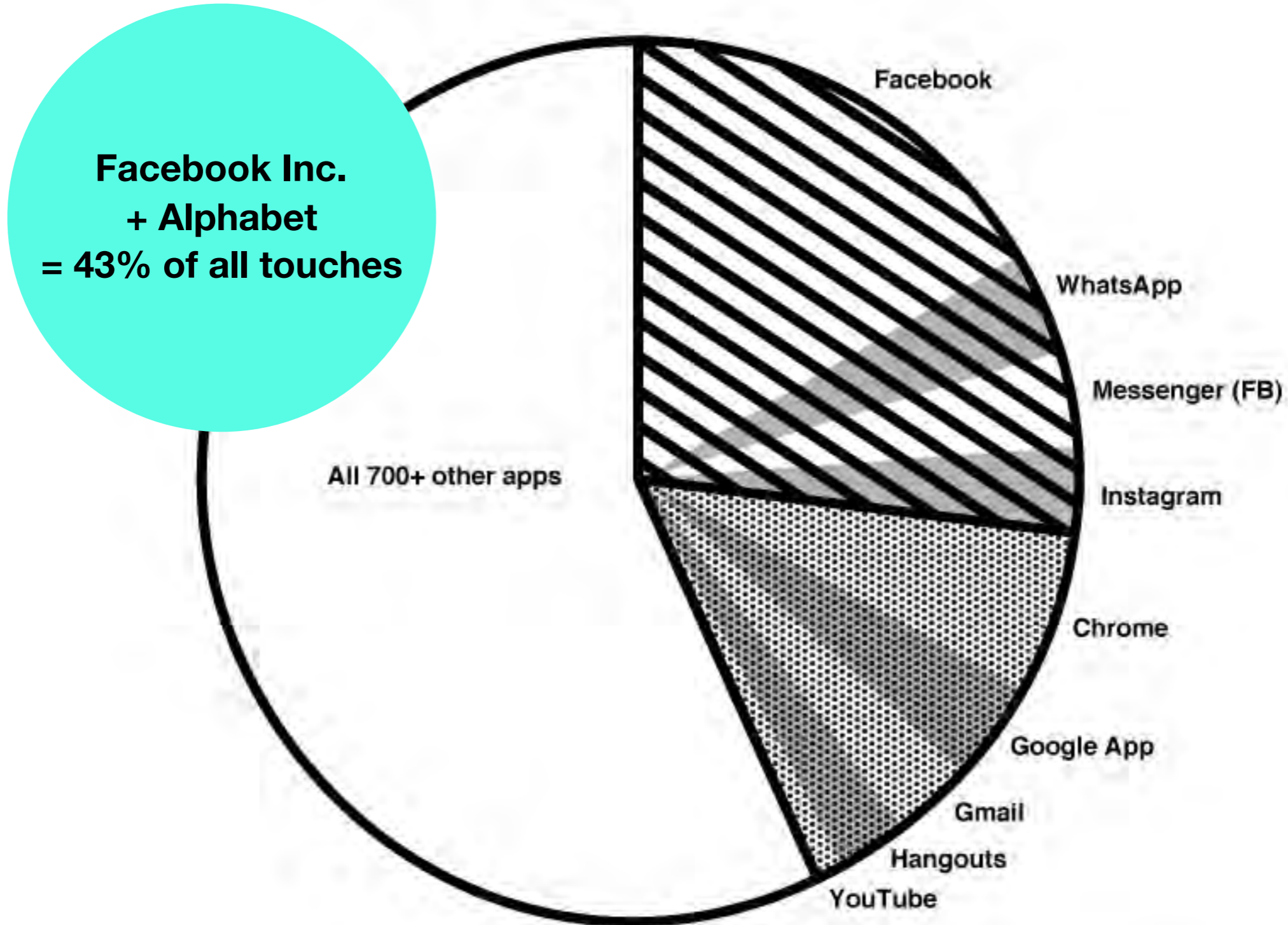


Number of apps per active session





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

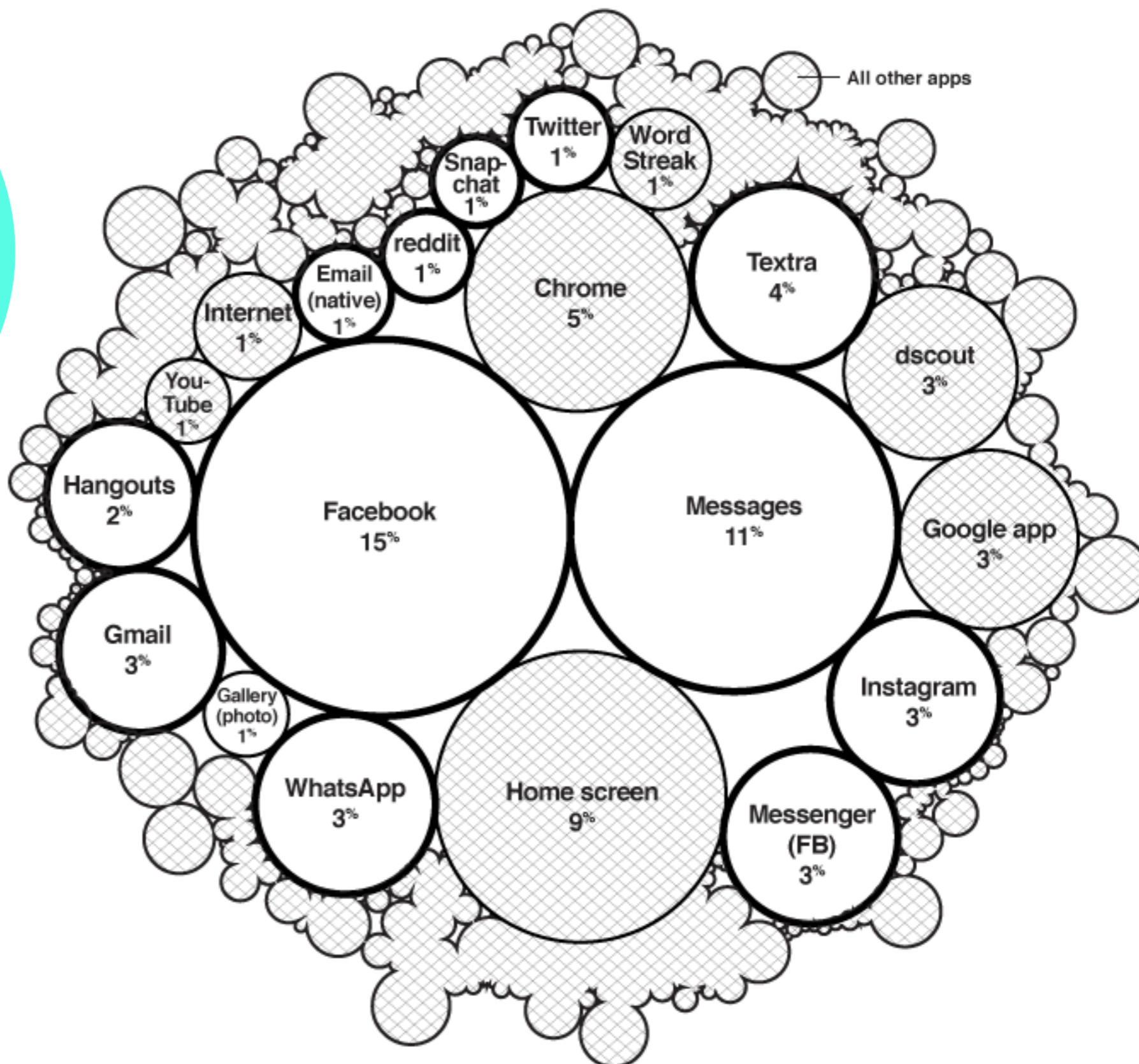


**Facebook Inc.
+ Alphabet
= 43% of all touches**

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*

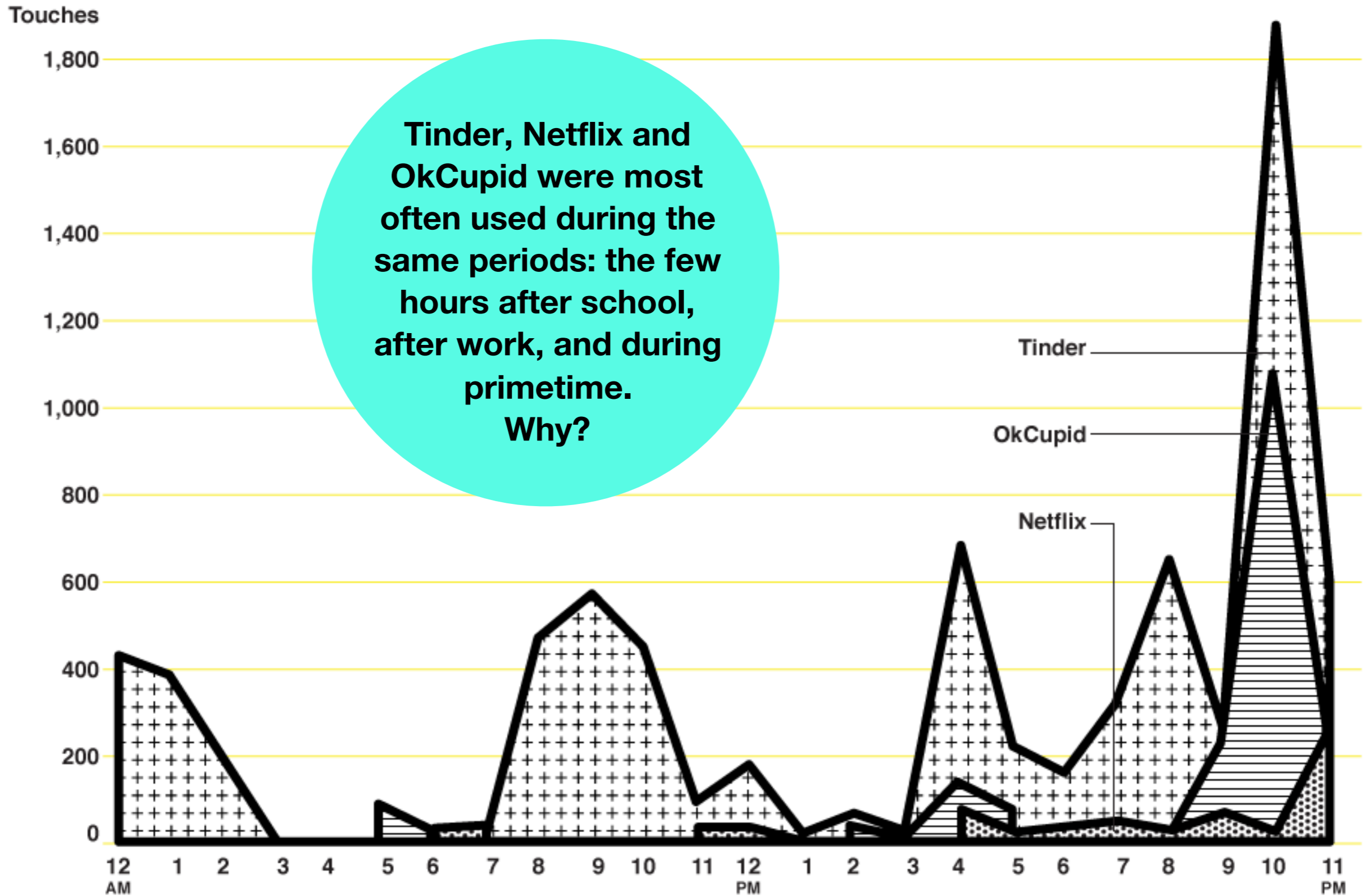
Some apps are “touchier” than others. After gaming, our fingers are most active when shopping—and not within the apps you might expect.

	Category	Touches per session	
1	Games	80	Etsy Groupon Amazon OfferUp Ibotta Craigslislist Yelp eBay EasyShift
2	Shopping	60	
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



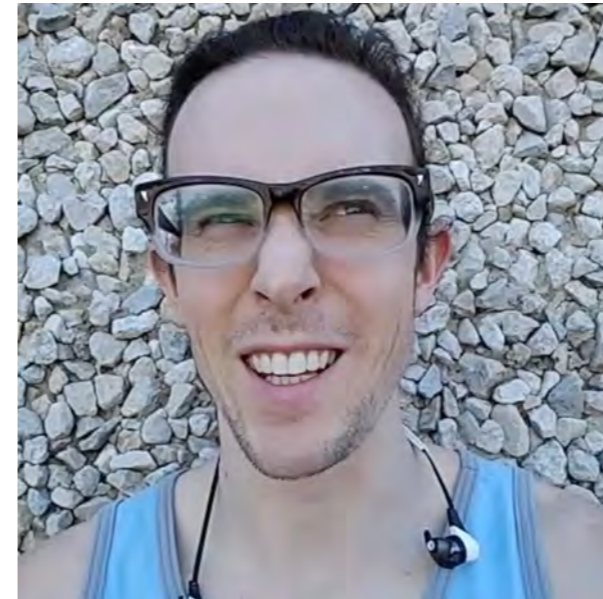
Use by hour: Tinder, OkCupid, Netflix



Tinder, Netflix and OkCupid were most often used during the same periods: the few hours after school, after work, and during primetime. Why?

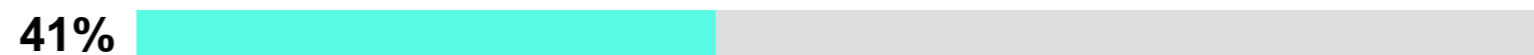


**Do people give a
shit about 1 or 2
million taps a year?
Not really.
According to 68% of
scouts, learning about
their level of phone use
is shocking! And then
it's not.**

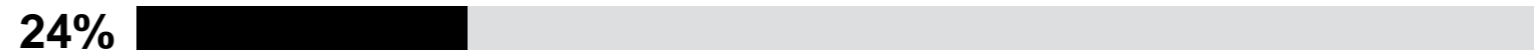


(ツ)/

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



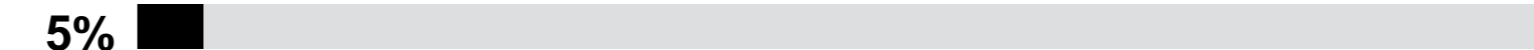
I'm going to try and use it less



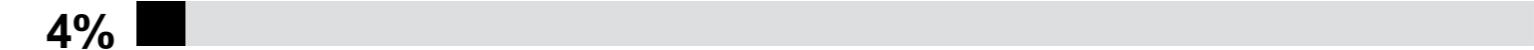
**I wish I could use it less, but I'll
probably keep using it just as...**



**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.

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