

# THE FIRE DEPARTMENT APP.COM

# Mobile Device & App Usage Statistics

It's no secret that smartphones are everywhere. In fact, more than three-quarters of American adults are now smartphone owners - that equates to over 200 million people.\*

**77%** OF AMERICANS OWN A SMARTPHONE  
(THAT'S OVER 200 MILLION PEOPLE!)



ON AVERAGE,  
PEOPLE CHECK THEIR PHONES NEARLY  
**150 TIMES**  
EACH DAY

ON AVERAGE,  
PEOPLE SPEND  
**177**  
MINUTES  
USING THEIR  
PHONES  
EACH DAY

**68%**  
OF PHONE USERS  
CHECK THEIR PHONE  
WITHIN 15 MINUTES OF WAKING UP

**90%**  
OF TIME ON A MOBILE PHONE  
IS SPENT WITHIN  
APPS

**WHERE'S  
YOUR APP?**

\*Source: Pew Research 2016