

Ipsos OTX socialogue™



Of eight categories presented to people, the greatest number worldwide, 39%, say they use weather or news apps, a percentage that trumps both music-related applications, 35%, and those for banking or finance, 32%. There's a relatively steep dive to 23% who say they regularly check movie-related apps and 21% for food/cooking-related apps. The next two categories ring in at only 17% who claim to regularly use medical-health-fitness-related apps and 16% who regularly use travel-related apps. What these numbers show is that there's a long way to go before we are truly app-happy. Right now, though, applications that tell us what it's like out there, wherever "there" may be, and what's going on in the world are regularly getting the most eyes. Not such a surprise.

About Ipsos OTX:

Ipsos OTX (Ipsos Open Thinking Exchange) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Socialogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

About Ipsos and Ipsos Global @dvisor:

Ipsos is the world's third largest market research company. With offices in 84 countries, Ipsos offers a complete line of custom, syndicated, omnibus, panel and online research products and services. Ipsos Global @dvisor is a 24-country online monthly syndicated research service used to generate information for media and clients. Each month, 500-1,000 interviews are completed per country among 16-64 year old males and females.