

Apps

Table 158 Q53. Have you ever downloaded an App on your ...?

		Devices Used									
	Total	Smartphone	Tablet	E-Reader	Smartphone ONLY	Tablet ONLY	E-reader ONLY	Smartphone and Tablet ONLY	Smartphone and E-reader ONLY	Tablet and E-reader ONLY	Smartphone, Tablet, and E-reader ONLY
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	897	897	0	0	897	0	0	0	0	0	0
Weighted	1613	1613	_*	_*	1613	_**	_**	_**	_**	_**	_**
Yes, and I have used the App	1060	1060	0	0	1060	0	0	0	0	0	0
	65.7%	65.7%	-	-	65.7%	-	-	-	-	-	-
Yes, but I have not used the App	84	84	0	0	84	0	0	0	0	0	0
	5.2%	5.2%	-	-	5.2%	-	-	-	-	-	-
No	444	444	0	0	444	0	0	0	0	0	0
	27.5%	27.5%	-	-	27.5%	-	-	-	-	-	-
Don't know	25	25	0	0	25	0	0	0	0	0	0
	1.6%	1.6%	-	-	1.6%	-	-	-	-	-	-
Summary											
Yes (Net)	1144	1144	0	0	1144	0	0	0	0	0	0
	70.9%	70.9%	-	-	70.9%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - D/E/F/G/H/I/J Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today.

		Devices Used									
	Total	Smartphone	Tablet	E-Reader	Smartphone ONLY	Tablet ONLY	E-reader ONLY	Smartphone and Tablet ONLY	Smartphone and E-reader ONLY	Tablet and E-reader ONLY	Smartphone, Tablet, and E-reader ONLY
		A	B	C	D	E	F	G	H	I	J
Base: All answering who have downloaded and used an App on their assigned device	547	547	0	0	547	0	0	0	0	0	0
Weighted	1060	1060	_*	_*	1060	_**	_**	_**	_**	_**	_**
Weather	690	690	0	0	690	0	0	0	0	0	0
	65.0%	65.0%	-	-	65.0%	-	-	-	-	-	-
Games	674	674	0	0	674	0	0	0	0	0	0
	63.6%	63.6%	-	-	63.6%	-	-	-	-	-	-
Social Networking	608	608	0	0	608	0	0	0	0	0	0
	57.3%	57.3%	-	-	57.3%	-	-	-	-	-	-
Maps & Navigation	551	551	0	0	551	0	0	0	0	0	0
	52.0%	52.0%	-	-	52.0%	-	-	-	-	-	-
Instant Messaging	451	451	0	0	451	0	0	0	0	0	0
	42.6%	42.6%	-	-	42.6%	-	-	-	-	-	-
Entertainment	442	442	0	0	442	0	0	0	0	0	0
	41.7%	41.7%	-	-	41.7%	-	-	-	-	-	-
Music & Audio	378	378	0	0	378	0	0	0	0	0	0
	35.6%	35.6%	-	-	35.6%	-	-	-	-	-	-
Search engine	373	373	0	0	373	0	0	0	0	0	0
	35.2%	35.2%	-	-	35.2%	-	-	-	-	-	-
Sports	297	297	0	0	297	0	0	0	0	0	0
	28.0%	28.0%	-	-	28.0%	-	-	-	-	-	-
Photo	279	279	0	0	279	0	0	0	0	0	0
	26.3%	26.3%	-	-	26.3%	-	-	-	-	-	-
Productivity (e.g., organization tools, document readers)	257	257	0	0	257	0	0	0	0	0	0
	24.2%	24.2%	-	-	24.2%	-	-	-	-	-	-
Movies	257	257	0	0	257	0	0	0	0	0	0
	24.2%	24.2%	-	-	24.2%	-	-	-	-	-	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today.

		Devices Used									
	Total	Smartphone	Tablet	E-Reader	Smartphone ONLY	Tablet ONLY	E-reader ONLY	Smartphone and Tablet ONLY	Smartphone and E-reader ONLY	Tablet and E-reader ONLY	Smartphone, Tablet, and E-reader ONLY
Utilities (password keeper, call blocker, etc.)	244	244	0	0	244	0	0	0	0	0	0
	23.0%	23.0%	-	-	23.0%	-	-	-	-	-	-
Restaurants	244	244	0	0	244	0	0	0	0	0	0
	23.0%	23.0%	-	-	23.0%	-	-	-	-	-	-
Finance	243	243	0	0	243	0	0	0	0	0	0
	22.9%	22.9%	-	-	22.9%	-	-	-	-	-	-
Video	223	223	0	0	223	0	0	0	0	0	0
	21.0%	21.0%	-	-	21.0%	-	-	-	-	-	-
Food / Cooking / Culinary (different from Restaurants)	219	219	0	0	219	0	0	0	0	0	0
	20.6%	20.6%	-	-	20.6%	-	-	-	-	-	-
News - World	215	215	0	0	215	0	0	0	0	0	0
	20.3%	20.3%	-	-	20.3%	-	-	-	-	-	-
News - Local	202	202	0	0	202	0	0	0	0	0	0
	19.0%	19.0%	-	-	19.0%	-	-	-	-	-	-
Books	189	189	0	0	189	0	0	0	0	0	0
	17.8%	17.8%	-	-	17.8%	-	-	-	-	-	-
News - National	181	181	0	0	181	0	0	0	0	0	0
	17.1%	17.1%	-	-	17.1%	-	-	-	-	-	-
Health & Wellness	179	179	0	0	179	0	0	0	0	0	0
	16.8%	16.8%	-	-	16.8%	-	-	-	-	-	-
Newspaper	173	173	0	0	173	0	0	0	0	0	0
	16.3%	16.3%	-	-	16.3%	-	-	-	-	-	-
Location Based/Location Specific	173	173	0	0	173	0	0	0	0	0	0
	16.3%	16.3%	-	-	16.3%	-	-	-	-	-	-
Business	170	170	0	0	170	0	0	0	0	0	0
	16.1%	16.1%	-	-	16.1%	-	-	-	-	-	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today.

		Devices Used									
	Total	Smartphone	Tablet	E-Reader	Smartphone ONLY	Tablet ONLY	E-reader ONLY	Smartphone and Tablet ONLY	Smartphone and E-reader ONLY	Tablet and E-reader ONLY	Smartphone, Tablet, and E-reader ONLY
Travel	143	143	0	0	143	0	0	0	0	0	0
	13.5%	13.5%	-	-	13.5%	-	-	-	-	-	-
Education	115	115	0	0	115	0	0	0	0	0	0
	10.9%	10.9%	-	-	10.9%	-	-	-	-	-	-
Reference & e-Books	112	112	0	0	112	0	0	0	0	0	0
	10.5%	10.5%	-	-	10.5%	-	-	-	-	-	-
Shopping	110	110	0	0	110	0	0	0	0	0	0
	10.4%	10.4%	-	-	10.4%	-	-	-	-	-	-
Alcohol/Beer	96	96	0	0	96	0	0	0	0	0	0
	9.1%	9.1%	-	-	9.1%	-	-	-	-	-	-
Coupons	82	82	0	0	82	0	0	0	0	0	0
	7.8%	7.8%	-	-	7.8%	-	-	-	-	-	-
News - Entertainment	81	81	0	0	81	0	0	0	0	0	0
	7.7%	7.7%	-	-	7.7%	-	-	-	-	-	-
Events (e.g., the Olympics)	80	80	0	0	80	0	0	0	0	0	0
	7.5%	7.5%	-	-	7.5%	-	-	-	-	-	-
Magazine	77	77	0	0	77	0	0	0	0	0	0
	7.2%	7.2%	-	-	7.2%	-	-	-	-	-	-
Child Specific	67	67	0	0	67	0	0	0	0	0	0
	6.3%	6.3%	-	-	6.3%	-	-	-	-	-	-
Fashion & Beauty	52	52	0	0	52	0	0	0	0	0	0
	4.9%	4.9%	-	-	4.9%	-	-	-	-	-	-
Employment / job listings	32	32	0	0	32	0	0	0	0	0	0
	3.0%	3.0%	-	-	3.0%	-	-	-	-	-	-
Themes Travel	21	21	0	0	21	0	0	0	0	0	0
	1.9%	1.9%	-	-	1.9%	-	-	-	-	-	-
	47	47	0	0	47	0	0	0	0	0	0

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today.

		Devices Used									
	Total	Smartphone	Tablet	E-Reader	Smartphone ONLY	Tablet ONLY	E-reader ONLY	Smartphone and Tablet ONLY	Smartphone and E-reader ONLY	Tablet and E-reader ONLY	Smartphone, Tablet, and E-reader ONLY
Want ads / Classified ads	4.4%	4.4%	-	-	4.4%	-	-	-	-	-	-
Other	15	15	0	0	15	0	0	0	0	0	0
	1.4%	1.4%	-	-	1.4%	-	-	-	-	-	-
None	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	2	0	0	2	0	0	0	0	0	0
	0.2%	0.2%	-	-	0.2%	-	-	-	-	-	-
Summary											
News (Net)	341	341	0	0	341	0	0	0	0	0	0
	32.1%	32.1%	-	-	32.1%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - D/E/F/G/H/I/J Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today.
SHOWING TOP 10

	Smartphone Users
Base: All respondents	897
Weighted	1613
Yes, and I have used the App	1060
	65.7%
Yes, but I have not used the App	84
	5.2%
No	444
	27.5%
Don't know	25
	1.6%
Summary	
Yes (Net)	1144
	70.9%

Overlap formulae used. * small base; ** very small base (under 30)

[Table of contents](#)

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (th
each type of App you currently have on your device today. SHOWING TOP 10

		Smartphone Bra		
	Smartphone Users	Apple iPhone	Blackberry	Samsung
		A	B	C
Base: All respondents	897	231	471	50
Weighted	1613	450	827	83*
Yes, and I have used the App	1060	423	444	55
	65.7%	94.1%	53.7%	65.8%
		BCDE		
Yes, but I have not used the App	84	10	45	2
	5.2%	2.2%	5.5%	2.9%
No	444	14	323	26
	27.5%	3.2%	39.0%	30.7%
			AE	A
Don't know	25	2	15	0
	1.6%	0.5%	1.8%	0.6%
Summary				
Yes (Net)	1144	433	489	57
	70.9%	96.3%	59.1%	68.7%
		BCDE		

30) ineligible for sig testing

[Table of contents](#)

eme or genre). Please select

nd	
HTC	Other
D	E
52	92
93*	159*
44	95
47.4%	59.8%
7	19
7.7%	11.9%
	AB
38	42
40.9%	26.2%
A	A
4	3
4.0%	2.2%
51	114
55.1%	71.6%
	B

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today.
SHOWING TOP 10

	Smartphone Users
Base: All answering who have downloaded and used an App on their assigned device	547
Weighted	1060
Weather	690
	65.0%
Games	674
	63.6%
Social Networking	608
	57.3%
Maps & Navigation	551
	52.0%
Instant Messaging	451
	42.6%
Entertainment	442
	41.7%
Music & Audio	378
	35.6%
Search engine	373
	35.2%
News (Net)	341
	32.1%
Sports	297
	28.0%
Books	189
	17.8%

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today.
SHOWING TOP 10

	Smartphone Users
Base: Currently using Games	336
Weighted	674
Games	
Angry Birds	92
	13.6%
Sudoku	57
	8.4%
Solitaire	26
	3.9%
Brick Breaker	23
	3.5%
Hangman	20
	2.9%
Bejewelled	20
	2.9%
Tetris	17
	2.6%
Poker	15
	2.3%
Calorie Counter	0
	-
Texas Hold Em	14
	2.0%
Yahoo!	0
	0.1%
Camera Plus	0
Canada	0
	-

Canadian Business	0
	-
Canadian Living	0
	-
Canadian Press	0
	-
Canadian Tire	0
	-
Canoe	0
	-
Castanet	0
	-
CBC Hockey	0
	-
CBC	0
	-
Chatelaine	0
	-
CIBC	0
	-
Cineplex	0
	-
CityTV	0
	-
Classics	0
	-
Clip	0
	-
Clock	0
	-
CNBC	0
	-
CNN	0
	-

Compass	0
	-
Conde Nast	0
	-
Converter (units/ currency)	0
	-
Corus	0
	-
CP24	0
	-
Craigslist	0
	-
CraigslistPro	0
	-
ABC	0
	-
CTV	0
	-
Cyberpresse	0
	-
Data Vault	0
	-
Desjardins	0
	-
Dictionary	0
	-
Discover	0
	-
Doc2Go	0
	-
Documents	0
	-
Doodle Buddy	0
	-

Dora	0
	-
Drinks Free	0
	-
Drop Box	0
	-
eBay	0
	-
eBooks	0
	-
eBuddy	0
	-
Economist	0
	-
Elle	0
	-
Entertainment Tonight/ ET	0
	-
Environment Canada	0
	-
Epicurious	0
	-
Epocrates	0
	-
eReader	0
	-
ESPN	0
	-
Esquire	0
	-
Eurosport	0
	-
Expedia	0
	-

Facebook	0
	-
Fashion Fix	0
	-
Fashion	0
	-
Fitness	0
	-
Flickr	0
	-
Flight Track	0
	-
Flixster	0
	-
Food Channel	0
	-
Food Network	0
	-
Food Spotting	0
	-
Forbes	0
	-
Four Square	0
	-
FreeBooks	0
	-
Friendly	0
	-
Frommers	0
	-
AccelaStudy	0
	-
FutureShop	0
	-

Exchange	0
	-
Gamin	0
	-
Gas Buddy	0
	-
Gazette	0
	-
Geocaching	0
	-
Global Video	0
	-
Global	0
	-
Globe and Mail	0
	-
Good Reader	0
	-
Google Earth	0
	-
Google Mail	0
	-
Google Maps	0
	-
Google News	0
	-
Google Places	0
	-
Google Reader	0
	-
Google Talk	0
	-
Accuweather	0
	-

GPS	0
	-
Grocaching	0
	-
Groupon	0
	-
H&M	0
	-
Hairstyle (Lite)	0
	-
Adobe	0
	-
Health	0
	-
Hipsamatic	0
	-
Hockey Central	0
	-
Hockey News	0
	-
Hockey Night in Canada	0
	-
Home Budget	0
	-
Huffington Post	0
	-
iAccounts	0
	-
iBooks	0
	-
iCal	0
	-
iFitness	0
	-

IM+	0
	-
IMDb	0
	-
ING Direct	0
	-
Invoice2Go	0
	-
iPhone	0
	-
iPhotos	0
	-
iPod	0
	-
iTunes	0
	-
Jamie Oliver	0
	-
Japanese Dictionary/ Phrasebook	0
	-
AIM	0
	-
Kayak	0
	-
Keeper	0
	-
Key Ring	0
	-
Kijiji	0
	-
Kindle	0
	-
Kobo	0
	-

La Presse	0
	-
LeMonde.fr	0
	-
Les Affaires	0
	-
Lespacs	0
	-
Life	0
	-
Linkedin	0
	-
Living Well	0
	-
Local Weather	0
	-
Lonely Planet	0
	-
Lose It	0
	-
Maclean's	0
	-
MacLife	0
	-
Macworld	0
	-
Air Canada	0
	-
Air Miles	0
	-
Maple Leafs	0
	-
MapQuest	0
	-

Maps	0
	-
Martha Stewart	0
	-
Media	0
	-
Meditator	0
	-
Medscape	0
	-
MemoPad	0
	-
Men's Health	0
	-
Messages	0
	-
Messenger (unspecified)	0
	-
Metro Éclair	0
	-
Metro Media	0
	-
Metro	0
	-
Mint	0
	-
Mixologist	0
	-
Mixology	0
	-
MLB	0
	-
MobileMe	0
	-

Molecules	0
	-
Monkey Lunch	0
	-
Monster	0
	-
Movies	0
	-
MSN Messenger	0
	-
Music (unspecified)	0
	-
MyFitnessPal	0
	-
National Geographic	0
	-
National Post	0
	-
Netflix	0
	-
New York Times	0
	-
News 1130	0
	-
NFB	0
	-
NHL	0
	-
Nike	0
	-
Notes	0
	-
Now	0
	-

Office	0
	-
OfficeHD	0
	-
Olympics/ Vancouver 2010	0
	-
Open table	0
	-
Oprah	0
	-
Ottawa Citizen	0
	-
Outlook	0
	-
Overdrive	0
	-
PacMan	0
	-
Pages	0
	-
Paris Match	0
	-
Password Keeper	0
	-
PC Recipe Box	0
	-
PDF Reader	0
	-
Pedometer	0
	-
People	0
	-
Personal Trainer	0
	-

Photo App	0
	-
Photo Shop Express	0
	-
Photo Shop	0
	-
Picasa	0
	-
Ping	0
	-
Places	0
	-
Plans	0
	-
Al Jazeera	0
	-
Plus	0
	-
Aldiko	0
	-
Poynt	0
	-
Province	0
	-
Pulse	0
	-
QuickOffice	0
	-
QuickPull	0
	-
Radio Canada	0
	-
RBC	0
	-

RDS	0
	-
Recipes/ Food/ Cooking (unspecified)	0
	-
Red Flag Deals	0
	-
Red Laser	0
	-
Restaurant	0
	-
Restaurant Finder	0
	-
Restaurantica	0
	-
Resto Montreal	0
	-
All Recipes	0
	-
RunKeeper	0
	-
Safari	0
	-
SAQ	0
	-
Save.ca	0
	-
Scene	0
	-
Scotiabank	0
	-
Amazon	0
	-
Shape	0
	-

Shazam	0
	-
Shoppers Drug Mart	0
	-
Shopping Channel	0
	-
Sirius	0
	-
Skype	0
	-
Smrtguard	0
	-
SMS	0
	-
American Airlines	0
	-
Android	0
	-
SparkPeople	0
	-
SPG	0
	-
Sphora	0
	-
Sport Illustrated	0
	-
Sportsnet	0
	-
Stanza	0
	-
Star Phoenix	0
	-
Starbucks	0
	-

Starwalk	0
	-
Stock Track	0
	-
Stocks	0
	-
1password	0
	-
Sympatico	0
	-
Tablet	0
	-
Talking Tom	0
	-
Taska	0
	-
TD Canada Trust	0
	-
Telus CFL Mobile	0
	-
Appareil Photo	0
	-
Appbox/Appbox Pro	0
	-
Text Plus	0
	-
The Score	0
	-
The Star/ Toronto Star	0
	-
Thomson Reuters	0
	-
Tim Hortons	0
	-

Time	0
	-
TMZ	0
	-
Tom Tom	0
	-
Toronto Sun	0
	-
TouTV	0
	-
Translator	0
	-
Travelocity	0
	-
Trip Advisor	0
	-
TSN	0
	-
Tune in	0
	-
Twitter	0
	-
U of T	0
	-
Urban Spoon	0
	-
UsedVictoria	0
	-
Utilities	0
	-
Vancouver Canucks	0
	-
Vancouver Province	0
	-

Vancouver Sun	0
	-
Vanity Fair	0
	-
Vevo	0
	-
Victoria's Secret	0
	-
Video	0
	-
Viigo	0
	-
WagJag	0
	-
Weather Channel	0
	-
Weather Eye	0
	-
Weather Network	0
	-
Weather	0
	-
WeatherBug	0
	-
WebMD	0
	-
Wee Giggle	0
	-
Weight Watchers	0
	-
WhatsApp	0
	-
Whole Foods	0
	-

Wikipanion	0
	-
Wikipedia	0
	-
Wine Spectator	0
	-
Winnipeg Free Press	0
	-
Word	0
	-
WordWeb	0
	-
Workopolis	0
	-
World Cup	0
	-
Yahoo! Finance	0
	-
Yahoo! Messenger	0
	-
Around Me	0
	-
Yellow Pages	0
	-
Yelp	0
	-
Yoga	0
	-
Yorkdale	0
	-
YouTube	0
	-
Zagat	0
	-

Zinio	0
	-
Zoompass	0
	-
Other	284
	42.2%
None	0
	-
Don't know	50
	7.4%

Overlap formulae used. * small base; ** very small base (under 30)

[Table of contents](#)

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Base: Currently using Weather	358
Weighted	690
Weather	
Weather Network	273
	39.6%
Weather Eye (Name of Weather Network Product)	120
	17.5%
Weather Network (NET)	393
	57%
Weather	67
	9.7%
Metro Media	45
	6.5%
Weather Channel	30
	4.4%
Accuweather	12
	1.8%
Environment Canada	10
	1.4%
Local Weather	7
	1.0%
Calorie Counter	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Metro Éclair	6 0.9%
Around Me	0 -
Camera Plus	0
Canada	0 -
Canadian Business	0 -
Canadian Living	0 -
Canadian Press	0 -
Canadian Tire	0 -
Canoe	0 -
Castanet	0 -
CBC Hockey	0 -

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
CBC	0
	-
Chatelaine	0
	-
CIBC	0
	-
Cineplex	0
	-
CityTV	0
	-
Classics	0
	-
Clip	0
	-
Clock	0
	-
CNBC	0
	-
CNN	0
	-
Compass	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Conde Nast	0
	-
Converter (units/ currency)	0
	-
Corus	0
	-
CP24	0
	-
Craigslist	0
	-
CraigslistPro	0
	-
Cribbage	0
	-
CTV	0
	-
Cyberpresse	0
	-
Data Vault	0
	-
Desjardins	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Dictionary	0
	-
Discover	0
	-
Doc2Go	0
	-
Documents	0
	-
Doodle Buddy	0
	-
Dora	0
	-
Drinks Free	0
	-
Drop Box	0
	-
eBay	0
	-
eBooks	0
	-
eBuddy	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Economist	0
	-
Elle	0
	-
Entertainment Tonight/ ET	0
	-
2do	0
	-
Epicurious	0
	-
Epocrates	0
	-
eReader	0
	-
ESPN	0
	-
Esquire	0
	-
Eurosport	0
	-
Expedia	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Facebook	0
	-
Fashion Fix	0
	-
Fashion	0
	-
Fitness	0
	-
Flickr	0
	-
Flight Track	0
	-
Flixster	0
	-
Food Channel	0
	-
Food Network	0
	-
Food Spotting	0
	-
Forbes	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Four Square	0
	-
FreeBooks	0
	-
Friendly	0
	-
Frommers	0
	-
Fruit Ninja	0
	-
FutureShop	0
	-
Fxchange	0
	-
Gamin	0
	-
Gas Buddy	0
	-
Gazette	0
	-
Geocaching	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Global Video	0
	-
Global	0
	-
Globe and Mail	0
	-
Good Reader	0
	-
Google Earth	0
	-
Google Mail	0
	-
Google Maps	0
	-
Google News	0
	-
Google Places	0
	-
Google Reader	0
	-
Google Talk	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
680 News	0
	-
GPS	0
	-
Groceries	0
	-
Groupon	0
	-
H&M	0
	-
Hairstyle (Lite)	0
	-
Hangman	0
	-
Health	0
	-
Hipsamatic	0
	-
Hockey Central	0
	-
Hockey News	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Hockey Night in Canada	0
	-
Home Budget	0
	-
Huffington Post	0
	-
iAccounts	0
	-
iBooks	0
	-
iCal	0
	-
iFitness	0
	-
IM+	0
	-
IMDb	0
	-
ING Direct	0
	-
Invoice2Go	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
iPhone	0
	-
iPhotos	0
	-
iPod	0
	-
iTunes	0
	-
Jamie Oliver	0
	-
Japanese Dictionary/ Phrasebook	0
	-
Ka-Glom	0
	-
Kayak	0
	-
Keeper	0
	-
Key Ring	0
	-
Kijiji	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Kindle	0
	-
Kobo	0
	-
La Presse	0
	-
LeMonde.fr	0
	-
Les Affaires	0
	-
Lespacs	0
	-
Life	0
	-
Linkedin	0
	-
Living Well	0
	-
ABC	0
	-
Lonely Planet	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Lose It	0
	-
Maclean's	0
	-
MacLife	0
	-
Macworld	0
	-
Mahjong	0
	-
Many/ various apps	0
	-
Maple Leafs	0
	-
MapQuest	0
	-
Maps	0
	-
Martha Stewart	0
	-
AccelaStudy	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Meditator	0
	-
Medscape	0
	-
MemoPad	0
	-
Men's Health	0
	-
Messages	0
	-
Messenger (unspecified)	0
	-
1password	0
	-
Adobe	0
	-
Metro	0
	-
Mint	0
	-
Mixologist	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Mixology	0
	-
MLB	0
	-
MobileMe	0
	-
Molecules	0
	-
Monkey Lunch	0
	-
Monster	0
	-
Movies	0
	-
AIM	0
	-
Music (unspecified)	0
	-
MyFitnessPal	0
	-
National Geographic	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
National Post	0
	-
Netflix	0
	-
New York Times	0
	-
News 1130	0
	-
NFB	0
	-
NHL	0
	-
Nike	0
	-
Notes	0
	-
Now	0
	-
Office	0
	-
OfficeHD	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Olympics/ Vancouver 2010	0
	-
Open table	0
	-
Oprah	0
	-
Ottawa Citizen	0
	-
Outlook	0
	-
Overdrive	0
	-
PacMan	0
	-
Pages	0
	-
Paris Match	0
	-
Password Keeper	0
	-
PC Recipe Box	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
PDF Reader	0
	-
Pedometer	0
	-
People	0
	-
Personal Trainer	0
	-
Photo App	0
	-
Photo Shop Express	0
	-
Photo Shop	0
	-
Picasa	0
	-
Ping	0
	-
Places	0
	-
Plans	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Plant vs Zombie	0
	-
Plus	0
	-
Poker	0
	-
Poynt	0
	-
Province	0
	-
Pulse	0
	-
QuickOffice	0
	-
QuickPull	0
	-
Air Canada	0
	-
RBC	0
	-
RDS	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Recipes/ Food/ Cooking (unspecified)	0
	-
Red Flag Deals	0
	-
Red Laser	0
	-
Restaurant	0
	-
Restaurant Finder	0
	-
Restaurantica	0
	-
Resto Montreal	0
	-
Rogers (MyAccount)	0
	-
RunKeeper	0
	-
Air Miles	0
	-
SAQ	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Save.ca	0
	-
Scene	0
	-
Scotiabank	0
	-
Scrabble	0
	-
Shape	0
	-
Shazam	0
	-
Shoppers Drug Mart	0
	-
Shopping Channel	0
	-
Sirius	0
	-
Skype	0
	-
Smrtguard	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
SMS	0
	-
Sol Free	0
	-
Solitaire	0
	-
SparkPeople	0
	-
SPG	0
	-
Sphora	0
	-
Sport Illustrated	0
	-
Sportsnet	0
	-
Stanza	0
	-
Star Phoenix	0
	-
Starbucks	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Starwalk	0
	-
Stock Track	0
	-
Stocks	0
	-
Sudoku	0
	-
Sympatico	0
	-
Tablet	0
	-
Talking Tom	0
	-
Taska	0
	-
TD Canada Trust	0
	-
Telus CFL Mobile	0
	-
Tetris	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Texas Hold Em	0
	-
Text Plus	0
	-
The Score	0
	-
The Star/ Toronto Star	0
	-
Thomson Reuters	0
	-
Tim Hortons	0
	-
Time	0
	-
TMZ	0
	-
Tom Tom	0
	-
Toronto Sun	0
	-
TouTV	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Translator	0
	-
Travelocity	0
	-
Trip Advisor	0
	-
TSN	0
	-
Tune in	0
	-
Twitter	0
	-
U of T	0
	-
Urban Spoon	0
	-
UsedVictoria	0
	-
Utilities	0
	-
Vancouver Canucks	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Vancouver Province	0
	-
Vancouver Sun	0
	-
Vanity Fair	0
	-
Vevo	0
	-
Victoria's Secret	0
	-
Video	0
	-
Al Jazeera	0
	-
WagJag	0
	-
Aldiko	0
	-
All Recipes	0
	-
Amazon	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
American Airlines	0
	-
Android	0
	-
WebMD	0
	-
Wee Giggle	0
	-
Weight Watchers	0
	-
WhatsApp	0
	-
Whole Foods	0
	-
Wikipanion	0
	-
Wikipedia	0
	-
Wine Spectator	0
	-
Winnipeg Free Press	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
Word	0
	-
WordWeb	0
	-
Workopolis	0
	-
World Cup	0
	-
Yahoo! Finance	0
	-
Yahoo! Messenger	0
	-
Angry Birds	0
	-
Yellow Pages	0
	-
Yelp	0
	-
Yoga	0
	-
Yorkdale	0
	-

Apps

Table 166 Q57. What follows are a variety of types of Apps that are available in the market, organized by type (theme or genre). Please select each type of App you currently have on your device today. SHOWING TOP 10

	Smartphone Users
YouTube	0
	-
Zagat	0
	-
Zinio	0
	-
Zoompass	0
	-
Other	33
	4.7%
None	2
	0.3%
Don't know	64
	9.2%

formulae used. * small base; ** very small base (under 30) ineligible for sig