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

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

Proportions/Means: 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.

						Device	s Used				
	Total	Smartphone	Tablet	E-Reader	Smartphone ONLY	Tablet ONLY	E-reader ONLY		Smartphone and E-reader ONLY	Tablet and E-reader ONLY	
		Α	В	С	D	E	F	G	Н	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	_**	_**	_**	_**	_**	-**
	690	690	0	0	690	0	0	0	0	0	0
Weather	65.0%	65.0%	-	-	65.0%	-	-	-	-	-	-
	074	074		0	074	0		0	0	0	0
Comos	674	674	0	0	674	0	0	0	0	0	0
Games	63.6%	63.6%	-	-	63.6%	-	-	-	-	-	-
	608	608	0	0	608	0	0	0	0	0	0
Social Networking	57.3%	57.3%	-	-	57.3%	-	-	-	-	-	-
	554	551	0	0	554	0	0	0	0	0	0
Maps & Navigation	551 52.0%	52.0%	0	0	551 52.0%	0 -	0	0	0	0	0
Maps & Navigation	52.0%	52.0%	-	-	52.0%	-	-	-	-	-	-
	451	451	0	0	451	0	0	0	0	0	0
Instant Messaging	42.6%	42.6%	-	-	42.6%	-	-	-	-	-	-
	442	442	0	0	442	0	0	0	0	0	0
Entertainment	41.7%	41.7%	-	-	41.7%	-	-	-	-	-	-
Littertailment	41.770	41.770		-	41.770	-	-	-	-	-	-
	378	378	0	0	378	0	0	0	0	0	0
Music & Audio	35.6%	35.6%	-	-	35.6%	-	-	-	-	-	-
	373	373	0	0	373	0	0	0	0	0	0
Search engine	35.2%	35.2%	-	-	35.2%	-	-	-	-	-	-
Coursel origino	33.270	33.2 /0			33.270			_	_	_	
	297	297	0	0	297	0	0	0	0	0	0
Sports	28.0%	28.0%	-	-	28.0%	-	-	-	-	-	-
	279	279	0	0	279	0	0	0	0	0	0
Photo	26.3%	26.3%	-	-	26.3%	-	-	-	-	-	-
Productivity (e.g., organization tools, document	257	257	0	0	257	0	0	0	0	0	0
readers)	24.2%	24.2%	-	-	24.2%	-	-	-	-	-	-
	057	057			0.57				•		
Moving	257	257	0	0	257	0	0	0	0	0	0
Movies	24.2%	24.2%	-	-	24.2%	-	-	-	-	-	-

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.

						Device	s Used				
	Total	Smartphone	Tablet	E-Reader	Smartphone ONLY	Tablet ONLY	E-reader ONLY		Smartphone and E-reader ONLY		Smartphone, Tablet, and E-reader ONLY
	244	244	0	0	244	0	0	0	0	0	0
Utilities (password keeper, call blocker, etc.)	23.0%	23.0%	-	-	23.0%	-	-	-	-	-	-
	244	244	0	0	244	0	0	0	0	0	0
Restaurants	23.0%	23.0%	-	-	23.0%	-	-	-	-	-	-
	243	243	0	0	243	0	0	0	0	0	0
Finance	22.9%	22.9%	-	-	22.9%	-	-	-	-	-	-
	223	223	0	0	223	0	0	0	0	0	0
Video	21.0%	21.0%	-	-	21.0%	-	-	-	-	-	-
Video	21.070	21.076		_	21.076	-	_	_	_	_	<u>-</u>
Food / Cooking / Culinary (different from	219	219	0	0	219	0	0	0	0	0	0
Restaurants)	20.6%	20.6%	-	-	20.6%	-	-	-	-	-	-
	215	215	0	0	215	0	0	0	0	0	0
News - World	20.3%	20.3%	-	-	20.3%	-	-	-	-	-	-
	000	000			000	0	0	0	0	0	
News - Local	202 19.0%	202 19.0%	0	0 -	202 19.0%	0	0 -	0 -	0	0	0
News - Local	19.0%	19.0%	-	-	19.0%	-	-	-	-	-	-
	189	189	0	0	189	0	0	0	0	0	0
Books	17.8%	17.8%	-	-	17.8%	-	-	-	-	-	-
	181	181	0	0	181	0	0	0	0	0	0
News - National	17.1%	17.1%	-	-	17.1%	-	-	-	-	-	-
	179	179	0	0	179	0	0	0	0	0	0
Health & Wellness	16.8%	16.8%	-	-	16.8%	-	-	-	-	-	-
	470	470			470						
Newspaper	173	173	0	0	173	0	0	0	0	0	0
ivewspapei	16.3%	16.3%	-	-	16.3%	-	-	-	-	-	-
	173	173	0	0	173	0	0	0	0	0	0
Location Based/Location Specific	16.3%	16.3%	-	-	16.3%	-	-	-	-	-	-
	. 5.5 / 5	13.0,0			13.070						
	170	170	0	0	170	0	0	0	0	0	0
Business	16.1%	16.1%	-	-	16.1%	-	-	-	-	-	-

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	s Used				
	Total	Smartphone	Tablet	E-Reader	Smartphone ONLY	Tablet ONLY	E-reader ONLY		Smartphone and E-reader ONLY	Tablet and E-reader ONLY	
	4.40	4.40	0		4.40	0			0	0	0
Travel	143 13.5%	143 13.5%	-	-	143 13.5%	-	-	-	-	-	-
Education	115 10.9%	115 10.9%	0 -	0 -	115 10.9%	0 -	0	0 -	0 -	0 -	0 -
Reference & e-Books	112 10.5%	112 10.5%	-	-	112 10.5%	-	-	-	-	-	-
	110	110	0	0	110	0	0	0	0	0	0
Shopping	10.4%	10.4%	-	-	10.4%	-	-	-	-	-	-
Alcohol/Beer	96 9.1%	96 9.1%	0	0 -	96 9.1%	0 -	0 -	0 -	0 -	0 -	0 -
Coupons	82 7.8%	82 7.8%	0	0	82 7.8%	0	0	0	0	0	0
Coupons	7.8%	7.8%	-	-	7.8%	-	-	-	-	-	-
News - Entertainment	81 7.7%	81 7.7%	0 -	0 -	81 7.7%	0 -	0 -	0 -	0 -	0 -	0 -
	80	80	0	0	80	0	0	0	0	0	0
Events (e.g., the Olympics)	7.5%	7.5%	-	-	7.5%	-	-	-	-	-	-
Magazine	77 7.2%	77 7.2%	-	-	77 7.2%	-	-	0 -	-	-	-
Child Creative	67	67	0	0	67	0	0	0	0	0	0
Child Specific	6.3%	6.3%	-	-	6.3%	-	-	-	-	-	-
Fashion & Beauty	52 4.9%	52 4.9%	0 -	0 -	52 4.9%	0 -	0 -	0 -	0 -	0 -	0 -
Employment / job listings	32 3.0%	32 3.0%	0 -	0 -	32 3.0%	0 -	0 -	0 -	0 -	0 -	0 -
Themes Travel	21 1.9%	21 1.9%	0	0 -	21 1.9%	0	0	0 -	0	0	0
THEMES HAVE	47	1.9%	0	0	1.9%	0	0	0	0	0	0

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 E-reader ONLY		
Want ads / Classified ads	4.4%	4.4%	-	-	4.4%	-	-	-	-	-	-
Other	15 1.4%	15 1.4%	0 -	0 -	15 1.4%	0 -	0 -	0 -	0 -	0 -	0 -
None	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Don't know	0.2%	2 0.2%	0 -	0 -	0.2%	0 -	0 -	0 -	0 -	0 -	0 -
Summary											
News (Net)	341 32.1%	341 32.1%	0 -	0 -	341 32.1%	0 -	0 -	0 -	0 -	0 -	0 -

Proportions/Means: 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

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
Vec. and I have used the App	1060
Yes, and I have used the App	65.7%
	84
Yes, but I have not used the App	5.2%
	444
No	27.5%
	25
Don't know	1.6%
Summary	
	1144
Yes (Net)	70.9%

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

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

			Sm	nartphone Bra
	Smartphone Users	Apple iPhone	Blackberry	Samsung
		А	В	С
Base: All respondents	897	231	471	50
Weighted	1613	450	827	83*
	1060	423	444	55
Yes, and I have used the App	65.7%	94.1%	53.7%	65.8%
		BCDE		
	84	10	45	2
Yes, but I have not used the App	5.2%	2.2%	5.5%	2.9%
	444	14	323	26
No	27.5%	3.2%	39.0%	30.7%
			AE	Α
	25	2	15	0
Don't know	1.6%	0.5%	1.8%	0.6%
Summary				
	1144	433	489	57
Yes (Net)	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%
Α	Α
4	3
4.0%	2.2%
51	114
55.1%	71.6%
	В

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 Weighted	547 1060
o.g.nou	690
Weather	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%

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 Weighted	336 674
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! Camera Plus	0 0.1% 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 -
Craigsphone	0 -
CraigsPro	0 -
ABC	0 -
СТУ	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	<u> </u>
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 -

Fxchange	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	<u> </u>
IIII	
NO D	0
ING Direct	-
	0
Invoice2Go	-
	0
iPhone	-
	0
iPhotos	0
:Dod	0
iPod	-
	0
iTunes	-
	0
Jamie Oliver	-
Japanese Dictionary/ Phrasebook	0
oupunood Biotionary, i maddadook	
	0
AIM	-
	0
Kayak	-
	0
Keeper	-
Key Ring	0
Toy King	-
	0
Kijiji	-
	0
Kindle	-
	0
Kobo	<u> </u>

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	-
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 -
	0
Wikipedia	-
Min - On - states	0
Wine Spectator	-
Winnipeg Free Press	- 0
	0
Word	-
	0
WordWeb	-
Workopolis	<u> </u>
· 	0
World Cup	-
	0
Yahoo! Finance	-
Yahoo! Messenger	0
Turioo. Moodorigor	
Around Me	0 -
	0
Yellow Pages	-
Vala	0
Yelp	-
Yoga	<u> </u>
	0
Yorkdale	-
	0
YouTube	-
Zagat	0

	0
Zinio	-
	0
Zoompass	-
·	
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

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	
	273
Weather Network	39.6%
	120
Weather Eye (Name of Weather Network Product)	17.5%
M. d. N. d. MET	393
Weather Network (NET)	57%
	67
Weather	9.7%
Troduio.	5.1 70
	45
Metro Media	6.5%
	30
Weather Channel	4.4%
	12
Accuweather	1.8%
Environment Canada	10
Environment Canada	1.4%
Local Weather	7
Local Weather	1.0%
	0
Calorie Counter	-
Calone Souther	

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 -

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

	Constants and
	Smartphone Users
000	0
CBC	-
	0
Chatelaine	-
	0
CIBC	-
Cineplex	0
Onepiex	-
	0
CityTV	-
	0
Classics	-
	0
Clip	-
Clock	-
Clock	
	0
CNBC	-
	0
CNN	-
	0
Compass	-
·	

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 -
Craigsphone	0 -
CraigsPro	0 -
Cribbage	0 -
СТУ	0 -
Cyberpresse	0 -
Data Vault	0 -
Desjardins	0 -

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
D. C	0
Dictionary	-
	0
Discover	-
Doc2Go	0
200200	
	0
Documents	-
	0
Doodle Buddy	-
Dora	0
Doia	-
	0
Drinks Free	-
	0
Drop Box	-
·	
	0
eBay	-
	0
eBooks	-
eBuddy	0
•	*

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

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 -
	<u> </u>

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

Smartphi Users	one S
Users	one
Four Square	
0 0 0 0 1	
Columbia	
0 0 - 0	
Friendly - 0 Frommers -	
Friendly - 0 Frommers -	
Frommers 0	
Frommers -	
0	
	-
Fruit Ninja -	
0	
FutureShop -	
0	
Fxchange -	
,	
Gamin 0	
Gamin	
0	
Gas Buddy -	
0	
Gazette -	
Geocaching 0	

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	-
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 -

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
OOU NEWS	-
	0
GPS	-
	0
Grocaching	-
Groupon	0
Croupon	-
	0
H&M	-
	0
Hairstyle (Lite)	-
Hangman	0
Tiding.iid.ii	
	0
Health	-
	0
Hipsamatic	-
	0
Hockey Central	0
	0
Hockey News	-

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 -

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
	0
iPhone	-
	0
iPhotos	-
	0
iPod	-
True co	0
iTunes	-
	0
Jamie Oliver	-
	0
Japanese Dictionary/ Phrasebook	-
ospanoso Diokonaky, i maoobook	
W 01	0
Ka-Glom	-
	0
Kayak	-
	0
Keeper	-
·	
Kan Bina	0
Key Ring	-
	0
Kijiji	-

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
AC 11	0
Kindle	-
	0
Kobo	-
	0
La Presse	-
	0
LeMonde.fr	-
	0
Les Affaires	-
	0
Lespacs	0 -
•	
Life	0 -
Life	-
	0
Linkedin	-
	0
Living Well	-
ABC	0
	-
	0
Lonely Planet	-

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

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

Meditator 0 Medscape 0 MemoPad 0 Men's Health 0 Messages 0 Messenger (unspecified) 0 1password 0 Adobe 0 Metro 0 Mint 0 0 <th></th> <th></th>		
Meditator		Smartphone
Meditator		
Medscape	Moditator	
MemoPad	Meditator	-
MemoPad		0
MemoPad	Medscape	
MemoPad		
Men's Health		0
Men's Health - Messages - Messenger (unspecified) - 1password 0 Adobe - Metro 0 Mint 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	MemoPad	
Men's Health - Messages - Messenger (unspecified) - 1password 0 Adobe - Metro 0 Mint 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0		
O Messages		0
Messages - Messenger (unspecified) - 1password - Adobe - Metro 0 Mint - 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Men's Health	-
Messages - Messenger (unspecified) - 1password - Adobe - Metro 0 Mint - 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0		
O O O O O O O O O	Manager	
Messenger (unspecified) - 1password - Adobe - Metro 0 Mint 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Messages	-
Messenger (unspecified) - 1password - Adobe - Metro 0 Mint 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0		0
O	Messenger (unspecified)	
1 password	cccgo. (ucp cocc)	
O		0
Adobe - 0 Metro - 0 Mint 0 - 0 0 0 0 0 0	1password	-
Adobe - 0 Metro - 0 Mint 0 - 0 0 0 0 0 0		
O		0
- 0	Adobe	-
- 0		_
Mint 0 -	Motro	
Mint - 0	ivietro	-
Mint - 0		0
0	Mint	
		0
iviixologist -	Mixologist	-

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
Mindow	0
Mixology	-
	0
MLB	-
	0
MobileMe	-
Molecules	0
Mankaylynah	0
Monkey Lunch	-
	0
Monster	-
	0
Movies	-
	0
AIM	-
Music (unspecified)	0
M. Fitano Del	0
MyFitnessPal	-
	0
National Geographic	-

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
	0
News 1130	0
NFB	- 0
NHL	-
Nike	-
Notes	0 -
Now	0 -
Office	0
	0
OfficeHD	-

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 -

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
FDF Reduct	-
	0
Pedometer	-
	0
People	-
	0
Personal Trainer	-
	0
Photo App	-
Photo Shop Express	-
1 Hote Grief Express	
Photo Chan	0
Photo Shop	-
	0
Picasa	-
	0
Ping	-
	0
Places	-
	0
Plans	-

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
Fiant vs Zombie	-
	0
Plus	-
	0
Poker	-
	0
Poynt	-
·	
Province	0
Province	-
	0
Pulse	-
	0
QuickOffice	-
	0
QuickPull	-
Air Canada	0
7 iii Gariada	-
	0
RBC	-
	0
RDS	-

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 -

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
Save.ca	-
	0
Scene	-
	0
Scotiabank	-
	0
Scrabble	-
Q.	0
Shape	-
Shazam	0
	-
	0
Shoppers Drug Mart	-
enoppois Brag mair	
	0
Shopping Channel	-
Sirius	0
	-
	0
Skype	0
Chype	-
	0
Smrtguard	-
U	

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
2142	0
SMS	-
	0
Sol Free	-
Solitaire	0 -
- Comano	
	0
SparkPeople	-
	0
SPG	-
Sphora	0
	-
	0
Sport Illustrated	-
	0
Sportsnet	-
Gportanot	
Stanza	0
	<u> </u>
Star Phoenix	0
	-
Starbucks	0
3.3.3.0.0	-

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 -
	0
Sympatico	0
Tablet	- 0
Talking Tom	-
Taska	-
TD Canada Trust	0 -
Telus CFL Mobile	0 -
Tetris	0 -

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
Taura Hald Ess	0
Texas Hold Em	-
	0
Text Plus	-
	0
The Score	-
The Star/ Toronto Star	0
The Star, Teronic Star	
	0
Thomson Reuters	-
	0
Tim Hortons	-
	0
Time	-
TMZ	0
TIVIZ	-
	0
Tom Tom	-
	0
Toronto Sun	-
	0
TouTV	-

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
Translator	-
	0
Travelocity	-
	0
Trip Advisor	-
	0
TSN	-
	2
Tune in	<u> </u>
Twitter	0
i witter	
	0
U of T	-
	0
Urban Spoon	-
	0
UsedVictoria	-
	0
Utilities	-
Vancouver Canucks	0 -

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 -
L	

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

American Airlines Android Android WebMD Wee Giggle Weight Watchers WhatsApp Whole Foods Wikipanion Wikipedia O Smartphone Users 0 0 0 0 0 0 0 0 0 0 0 0 0		
American Airlines		Smartphone
American Airlines		
O		0
Android	American Airlines	-
Android		0
WebMD - Wee Giggle - Weight Watchers - WhatsApp 0 Whole Foods - Wikipanion 0 Wikipedia 0 O 0 O 0 O 0 O 0 O 0 O 0 O 0 O 0 O 0 O 0	Android	
WebMD - Wee Giggle - Weight Watchers - WhatsApp 0 Whole Foods - Wikipanion 0 Wikipedia 0 O 0 O 0 O 0 O 0 O 0 O 0 O 0 O 0 O 0 O 0		
O O O O O O O O O		0
Wee Giggle - Weight Watchers - WhatsApp - Whole Foods - Wikipanion - Wikipedia 0	WebMD	-
Wee Giggle - Weight Watchers - WhatsApp - Whole Foods - Wikipanion - Wikipedia 0		0
O O O O O O O O O	Wee Giagle	
-	The Giggie	
0 0 0 0 0		0
WhatsApp - Whole Foods - Wikipanion 0 Wikipedia 0 O 0	Weight Watchers	-
WhatsApp - Whole Foods - Wikipanion 0 Wikipedia 0 O 0		
0	WhatsAnn	
Whole Foods - Wikipanion - Wikipedia 0 Wikipedia -	ντιαισημ	-
0		0
Wikipanion - 0 Wikipedia - 0	Whole Foods	-
Wikipanion - 0 Wikipedia - 0		
0 Wikipedia	Wikingnian	
Wikipedia - 0	Wikipanion	-
0		0
	Wikipedia	-
wine Spectator -	Wine Spectator	
	wille opecialor	-
0		0
Winnipeg Free Press -	Winnipeg Free Press	

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
vvora	-
	0
WordWeb	-
	0
Workopolis	-
World Cup	0
wond cup	-
Yahoo! Finance	0
	-
Yahoo! Messenger	0
	-
	0
Angry Birds	-
Angry Birds	
Yellow Pages	0
	-
	0
Yelp	-
	0
Yoga	-
<u> </u>	
Yorkdale	0
	-

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

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