

Behind the Screens: Understanding Real Mobile Behavior

The Power of Socio-Demo Insights



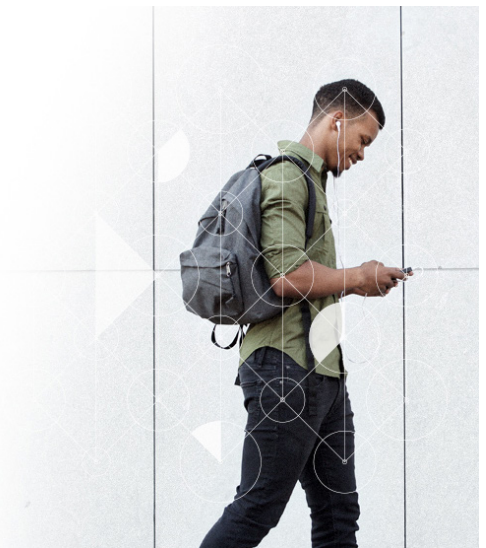
Our Study

Ogury, the creator of the first marketing engine driven by user choice, took a deep-dive into the socio-demographic profiles of mobile users in the UK. Using Ogury Active Insights, we explored the mobile use of five specific age groups, ranging from 18 to 64. The study ran in 2019, to gain a more granular understanding of the interests and affinities of each age group. Below is a snapshot of our top findings.

Having grown up with the internet, Gen Z and Millennials (18-24 and 25-34) are by far the most frequent mobile users. Mobile is their portal to the world and everything is social. Dating, friendship building, and social presence is key, but their device use is not limited to this. Education, productivity, and family planning are also essential for them.

Gen X (35-44 and 45-54) are much more family-orientated and practical with their use. Mobile is key to maintaining an organized household and keeping their children entertained. Personal finance, careers and healthcare also become more important.

For older generations (55-64), mobile is the go-to device for staying informed and gaining practical information on the go. This group prefers to keep up-to-date with the news and weather, and to use mobile as an extension of their more traditional TV and video viewing habits.



Top 10 App Categories

Based on app possession

18-24	25-34	35-44	45-54	55-64
1. Technology & Computing	1. Business & Finance	1. Video Gaming	1. News & Politics	1. News & Politics
2. Food & Drink	2. Personal Finance	2. Business & Finance	2. Television	2. Movies
3. Hobbies & Interests	3. Technology & Computing	3. Shopping	3. Travel	3. Television
4. Education	4. Shopping	4. Sports	4. Business & Finance	4. Home & Garden
5. Books & Literature	5. Video Gaming	5. Style & Fashion	5. Real Estate	5. Real Estate
6. Family & Relationships	6. Travel	6. Television	6. Music & Audio	6. Books & Literature
7. Healthy Living	7. Family & Relationships	7. Music & Audio	7. Home & Garden	7. Travel
8. Video Gaming	8. Healthy Living	8. Education	8. Shopping	8. Automotive
9. Music & Audio	9. Medical Health	9. Home & Garden	9. Technology & Computing	9. Medical Health
10. Shopping	10. Food & Drink	10. Travel	10. Sports	10. Careers

Top 10 App Affinities & User Analysis

Based on app possession

This includes a deeper analysis of each group's overall usage, as uncovered by Ogury's quality data insights.

*Affinity index represents likelihood to own an app. For example, users with an affinity index of 300 are twice as likely to own an app vs the national average.

18-24

The Social Everything: Gaming, Dating and the Greater Good

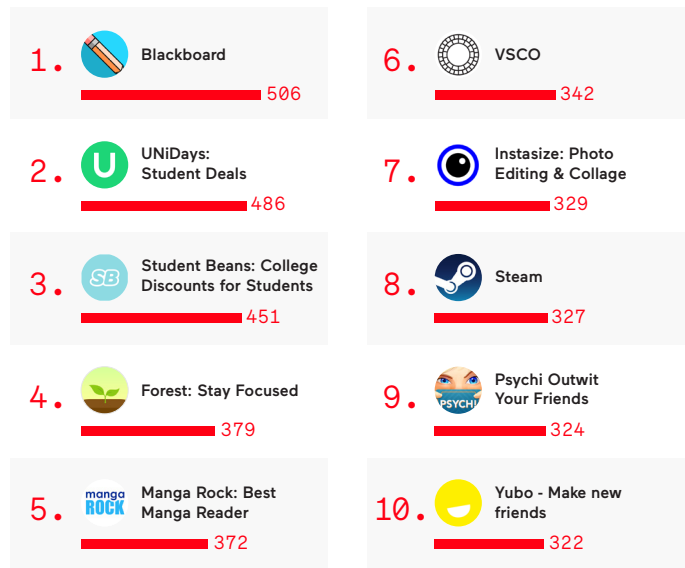
Gen Z and young millennials center their mobile lives around socializing and entertainment. Dating apps (Tinder, Bumble) as well as friendship building apps (Yubo) rank particularly high. Photo-editing tools to help polish their social presence (Instasize), and party and social gaming apps (QuizUp, Steam, The Sims) are also popular.

But it's not all swiping and liking. They use multiple apps for learning and concentration (Blackboard, Forest), as well as apps that seek the best deals to support their university experience (UNiDays, Student Beans).

Mobile is also a tool for the greater good. Food waste app TooGoodToGo and meditation and mindfulness apps (Calm, Headspace) suggest this group care for the planet and their own wellbeing.

Did you know...

18-24 year-old males frequently trade sneakers on StocX.



25-34

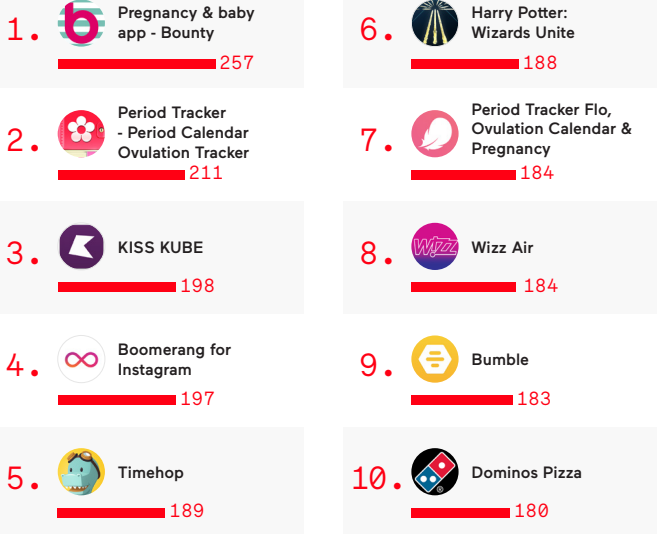
From Nesting to Nostalgia

Settling down is important to this group, who show a heavy affinity with ovulation and pregnancy tracking apps. Property search tools are also popular, as they look to find their family homes (Zoopla, Rightmove).

As with younger age groups, they enjoy social, dating and gaming apps. But as they look to get serious, financial concerns are high on their priorities (HMRC, ClearScore and personal banking).

Travel is another major passion point, with heavy use of flight comparison and accommodation sites (Skyscanner, AirBnB). Brexit is of key interest here, with the government EU exit document check app ranking highly across all segments.

Fond of shopping, sports and entertainment, they commonly over-index on popular games (Harry Potter, Yu-Gi Oh!) live sports results (Flashscore), and retail shopping apps (Wayfair, Boohoo).



35-44

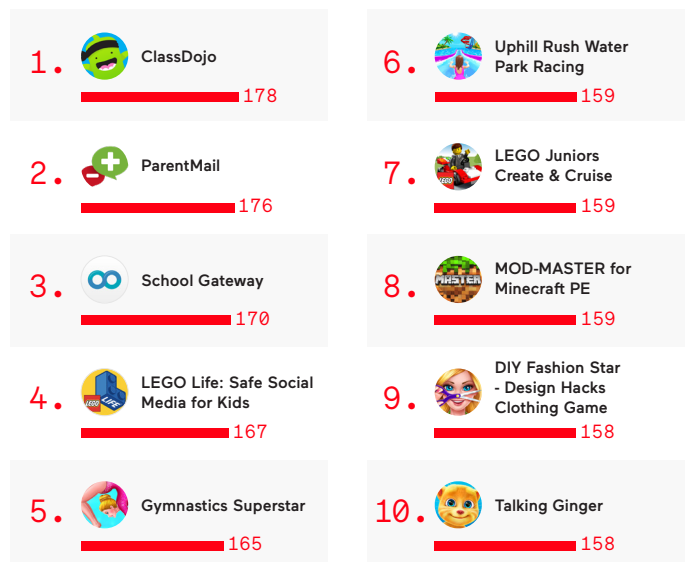
Gaming and a Connected Home

Kids rule their devices, as children's education, classroom community tools and kids' games dominate their top 10 app ownership.

Beyond this, they use mobile as a tool for 'family-orientated' shopping (Asda, Wowcher, Argos, Wayfair and Morrisons).

Mobile is also vital for their own entertainment, with radio, TV and Video on Demand apps showing frequent use (Sky-Go, Amazon Fire TV, Heart Radio).

When it comes to travel, all-inclusive holiday options are most popular with this group, as they look to find solutions for the whole family (TUI).



Top 10 App Affinities & User Analysis

Based on app possession

45-54

Mobile as a Window to the World

News, politics, and the weather are the center of interest for this group, who like to keep up to date with the world (SkyNews, BBC).

TV, radio, and movie-related apps, as well as review apps and discount offers rank highly amongst this group. Apps such as IMDB, Meerkat Movies and Wowcher are particularly popular.

Further analysis reveals that this group are also interested in travel and business. Flight, train, and accomodation booking apps (British Airways, Trainline, Booking.com), along with project management tools (Gmail suite) rank highly.

Did you know...

Whilst 45-54 year-old men enjoy DIY and gambling, women are in a phase of change. For them apps such as LinkedIn, Zoopla and WeightWatchers are most popular.



1. Heart Radio
145

2. Sky News: Breaking, UK & World
142

3. BBC Sounds: Radio & Podcasts
142

4. Weather & Radar
137

5. FREE MOVIES 2019 BOX
131

6. Sky+
130

7. AVG Cleaner - Speed, Battery, Memory & RAM Booster
129

8. Tesco Bank Mobile Banking
128

9. The AA membership & breakdown reporting
128

10. BBC iPlayer Radio
127

1. Amazon
168

2. Netflix
165

3. Downloader by AFTVnews
164

4. Word Chums
162

5. Weather & Radar
154

6. Amazon for Tablets
154

7. Cookie Jam - Match 3 Games & Free Puzzle
152

8. UK Breaking News & Local UK News for Free
149

9. YouTube for Android TV
146

10. Free Ringtones
146

55-64

Practical Baby Boomers

This group has a very practical use for their mobile devices, using it as a tool to help enhance their daily life.

Mobile is a key extension to TV and newspapers. Smart TV extensions and remote control apps are very common across this age group (Virgin TV Control, TapTV), as well as video on demand and catch-up TV solutions (Amazon, Netflix).

News and weather updates are important to them (Sky News, BBC Weather), but they also use their device for light entertainment. They read e-books (Kobo, Kindle), and play online games that mirror real-life ones (Solitaire, Wordchums).

This audience over-index on medical and mental health apps (Patient Access, Headspace). Established careers and property are also on their radar, with related apps seeing frequent use (LinkedIn, Zoopla, and Rightmove).



Dive deeper into audience trends.

Book an exclusive deep-dive into the key differences between gender and urban groups for each age band today. For more information, reach out to Ogury's insights team:

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Key takeaways:



Gen Z and Millennials favor social status, education and family planning over older generations.



Gen X are most concerned with their own children's entertainment and managing their household. But they are also open to adopting innovation for entertainment, and value their own downtime.



Older generations prefer a more practical approach to mobile, using apps for information and entertainment. They also use it for property search, as they gear up for retirement.



Interested in activating socio-demo reach on mobile?

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Prefer to define your own audience? Our **Custom Persona** provides complete flexibility over how you define the audience you want to understand and engage on mobile. Uncover characteristics that truly differentiate your ideal audience and attract them at scale on mobile.

To book a deep dive, uncover more socio-demographic insights, or to find out more about how Ogury can power your mobile strategy, please get in touch with sales-uk@ogury.co

For press queries, please get in touch at press@ogury.com

Who is Ogury?

Founded in 2014, Ogury is the creator of the first marketing engine driven by user choice. Unlike generic marketing platforms, Ogury Marketing Engine is fueled by its own first-party consented mobile user journey data across brands, apps, websites and powered by purpose-built activation algorithms and attractive ad formats.



Ogury Active Insights brings to life the most powerful mobile dataset in the world and makes it directly actionable to you. Ogury's unique, first-party consented mobile user journey data uncovers insights unavailable with standard segments.