Consumers rank the most useful mobile app categories **by country**

Ranking	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10
	Weather	Navigation / mapping	Social networking	Financial / banking	Travel	Entertainment	Shopping	Instant messaging	Games	Video chat
United States	61%	51%	38%	33%	29%	25%	22%	17%	25%	12%
United Kingdom	54%	40%	34%	37%	36%	25%	26%	16%	16%	18%
India	36%	46%	64%	42%	37%	36%	40%	46%	30%	45%
Canada	65%	33%	33%	50%	38%	23%	25%	33%	28%	28%
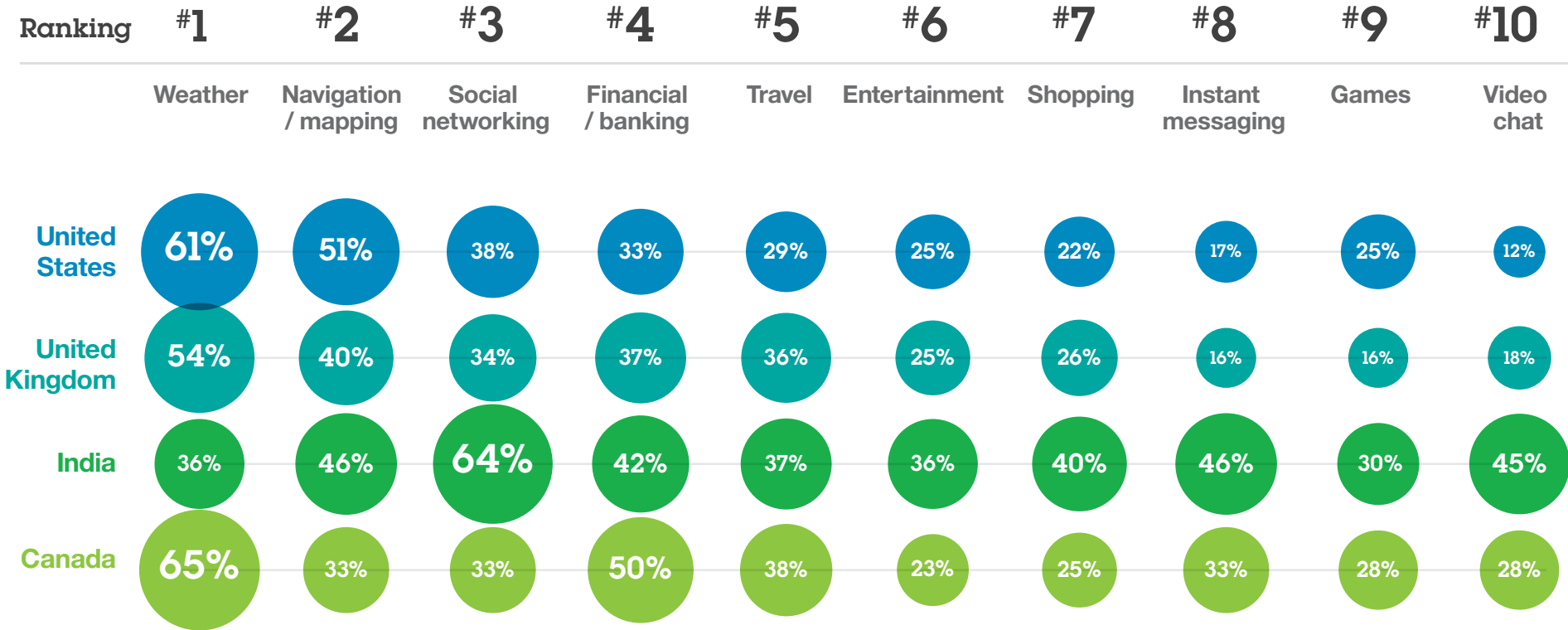
Graph shows the ranked mobile applications aggregated across countries based on percentage who find them useful.

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Consumers rank the most useful mobile app categories by age

Ranking	#1 Weather	#2 Navigation / mapping	#3 Social networking	#4 Financial / banking	#5 Travel	#6 Entertainment	#7 Shopping	#8 Instant messaging	#9 Games	#10 Video chat
18-24	34%	45%	64%	38%	34%	34%	29%	31%	36%	38%
25-34	43%	52%	59%	39%	25%	38%	36%	34%	31%	38%
35-44	49%	43%	49%	35%	29%	29%	26%	25%	25%	21%
45-54	60%	46%	40%	38%	34%	23%	25%	23%	27%	19%
55-64	57%	42%	34%	33%	38%	22%	26%	20%	18%	15%
65+	65%	49%	26%	40%	39%	24%	21%	17%	17%	13%
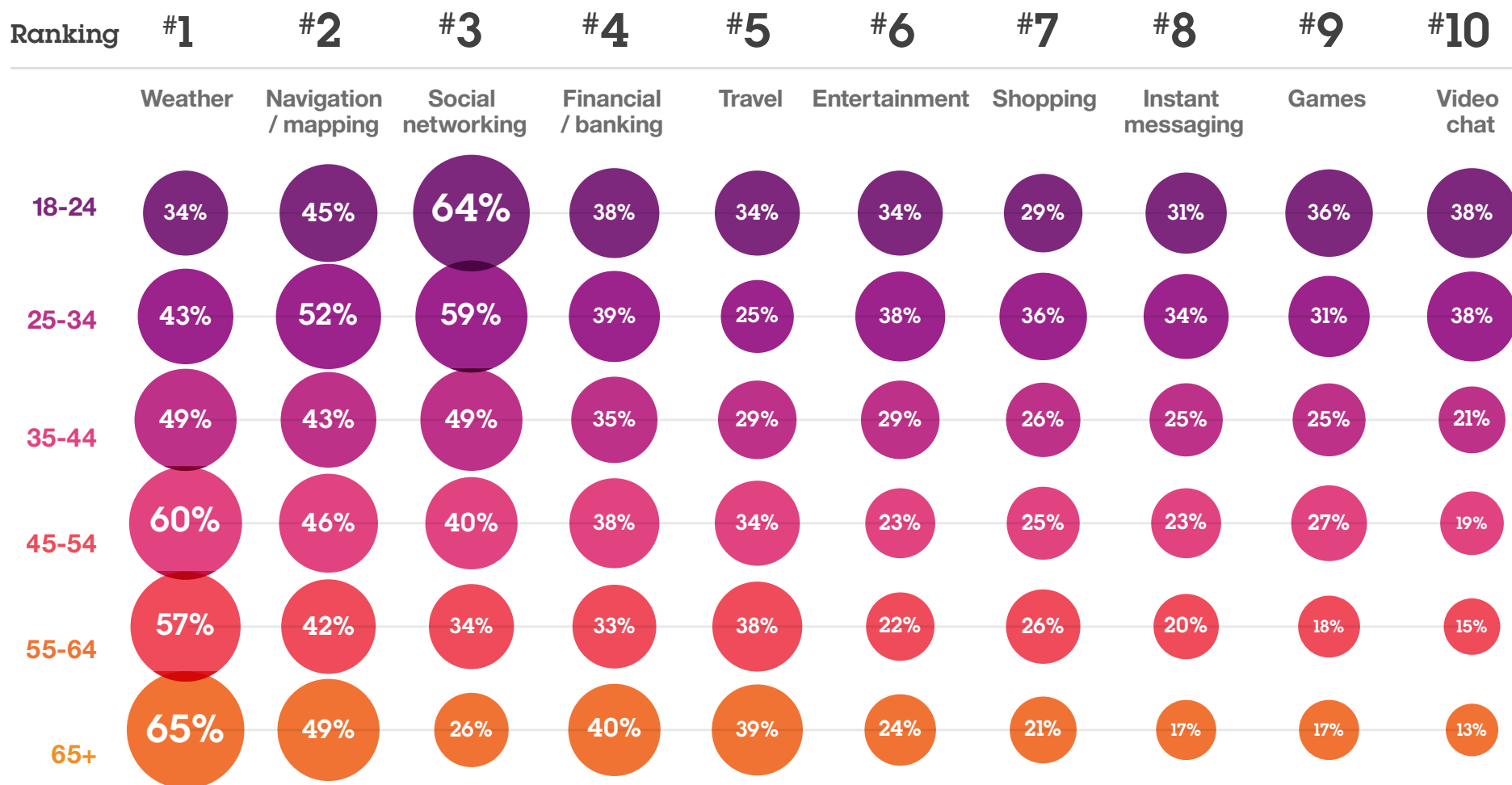
Graph shows the ranked mobile applications aggregated across age groups based on percentage who find them useful.

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