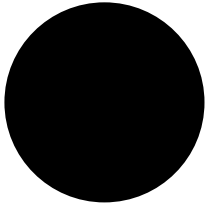


Nielsen Report says 1 in 2 mobile users own a smartphone

One out of every two mobile subscribers owns a smartphone of some kind, and those smartphone owners average 41 apps per device, according to the latest report from Nielsen.



If those numbers sound staggering to you, consider where the mobile phone customer landscape was just one year ago.

Nielsen reports that back then, just 40 percent of mobile subscribers had smartphones and that apps per device were at 32.

The study, labeled the [State of the Appnation](#), also found that Android and iOS users make up the bulk of smartphone owners, accounting for 88 percent of people that have downloaded an app in the last 30 days.

Some things haven't changed, however. The Top Five Apps continue to be Facebook, YouTube, Android Market, Google Search, and Gmail. And smartphone owners spend just about the same amount of time on apps each day (37 minutes a day in 2011 compared to 39 minutes today). Finally, privacy continues to be a concern with the vast majority (70% in 2011 and 73% in 2012) expressing concern over personal data collection and 55 percent wary of sharing information about their location via smartphone apps.

[Via [Nielsen Blog](#)]