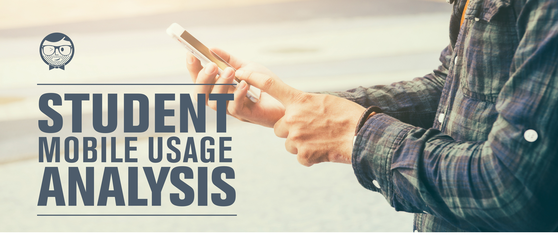

STUDENT MOBILE USAGE ANALYSIS

In order to understand the daily mobile usage habits of students, adsquare & grapevine marketing analysed over 3.3 million mobile users who have been seen in universities in Germany.

We then looked at their location and app usage behavior and found out which are the most frequently-visited locations and the most used app-types on a student's smartphone.

Top 10 of the most used app-types

- **85%** Social Media ★★★
- **77%** Entertainment & Streaming
- **63%** Shopping
- **52%** Travel & Transportation
- **52%** News
- **50%** Food & Nightlife
- **45%** Games
- **38%** Dating
- **21%** Health & Fitness
- **12%** Finance

85% of app categories appearing on students are within the category of **social media**

Monthly **App Usage:** 30,25h

Monthly Mobile **Web Usage:** 3,75h

% of ad requests coming from in-app-traffic vs. mobile web traffic

Top 10 Location Based On Visitation Frequency

„Where do students spend their time during semesters?"

- **91%** University ★★★
- **80%** Parks & Outdoor
- **74%** Clubs, Bars & Restaurants
- **74%** Supermarkets
- **65%** Coffee Houses
- **51%** Sports & Fitness
- **47%** Public Transport
- **25%** Fast Food Restaurants
- **11%** Libraries
- **9%** Cinemas

Primary device used

at university during semester time

- **65%** Mobile Phone
- **32%** PC/Laptop
- **3%** Tablet

79% of students are seen at bars, clubs and restaurants during weekends during semester-free time

adsquare

adsquare is the neutral mobile data exchange, bringing together advertisers and data providers in a fair, secure and privacy-friendly way.

grapevine

as an agency for employer branding and HR marketing, grapevine marketing offers companies solutions to reach their positioning and recruiting goals.