

# Mobile First: SoLoMo App Usage Trends

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## Abstracts

This 360 View Update focuses on SoLoMo (Social, Location, and Mobility) apps, including marketplace apps (e.g., Uber, Airbnb, and Grubhub), messaging apps (e.g., Facebook Messenger, Snapchat, and Whatsapp), and payment apps (e.g., Apple Pay, Android Pay, and PayPal). This update details and assesses consumer awareness and usage of these apps, the apps' core demographics, and their impact on consumer use of traditional services. In addition, this update also shows the differences in use of these apps among customers of mobile carriers and operating systems.

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