



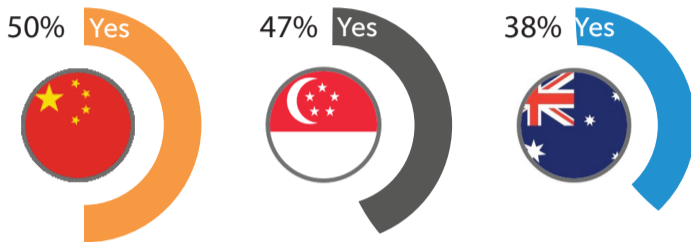
Spending on Mobile Apps

Overall, less than half of respondents claim to spend money on apps, according to a Toluna quick poll ran during Oct 3rd to Oct 4th, 2016.

We surveyed 1,200 respondents in the Australia, China and Singapore about their spending baviours on mobial apps. Here's what we found.

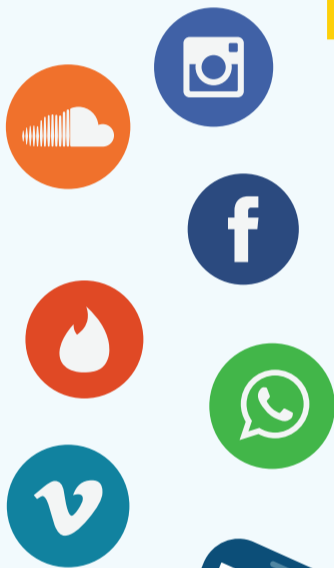
Do you ever spend money on mobile apps?

(i.e. mobile games, music steaming, photo editing, magazines & news paper; excl. online shopping apps)

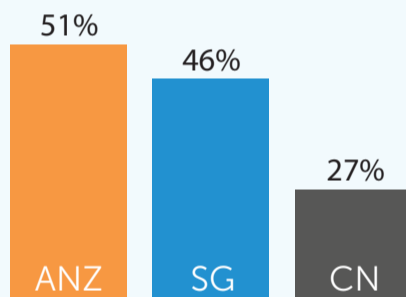


Respondents from China and Singapore are more likely to spend on apps, whereas respondents from Australia are more cautious to spend.

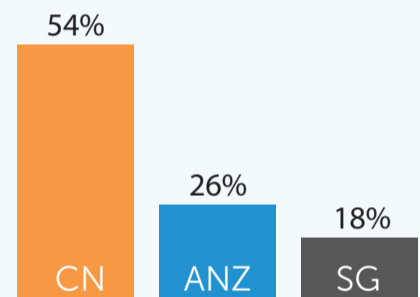
For those who spent money for apps before, which of the following best describe your spending behaviour?



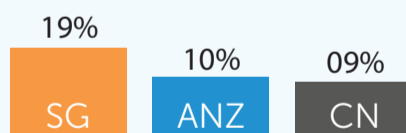
Acquire an App on Apple Store or Android Market



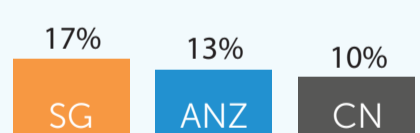
I unlock exclusive functions on free apps



I pay monthly subscription fee

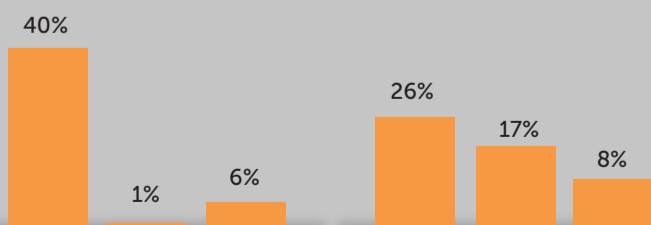


I spend money to 'top-up credits on game'



Generation Z in comparison

'Top-up' credits on games Pay monthly subscription fee



Generation Z in Singapore is more enthusiastic to top up credit for games and pay for monthly subscription for app

