



## DATASETS

All



## General Mobile Activity

In memory

- Age Bracket
- Country
- Date
- Mobile subscriptions
- Month
- Sources
- Type
- Usage Type
- Usage Type(Group)
- Year
- % of population of 3g/4G users
- % of population of Mobile subscriptions
- % Usage by Country
- 3G/4G subscriptions
- Avg (% Usage by Country)
- Desktop
- Mobile
- Mobile apps
- Percentage
- Population
- Row Count

## Applications Activity by Age

In memory

ALL OBJECTS

EDITOR

Phone Usage Type



Rows

Usage Type(Group)

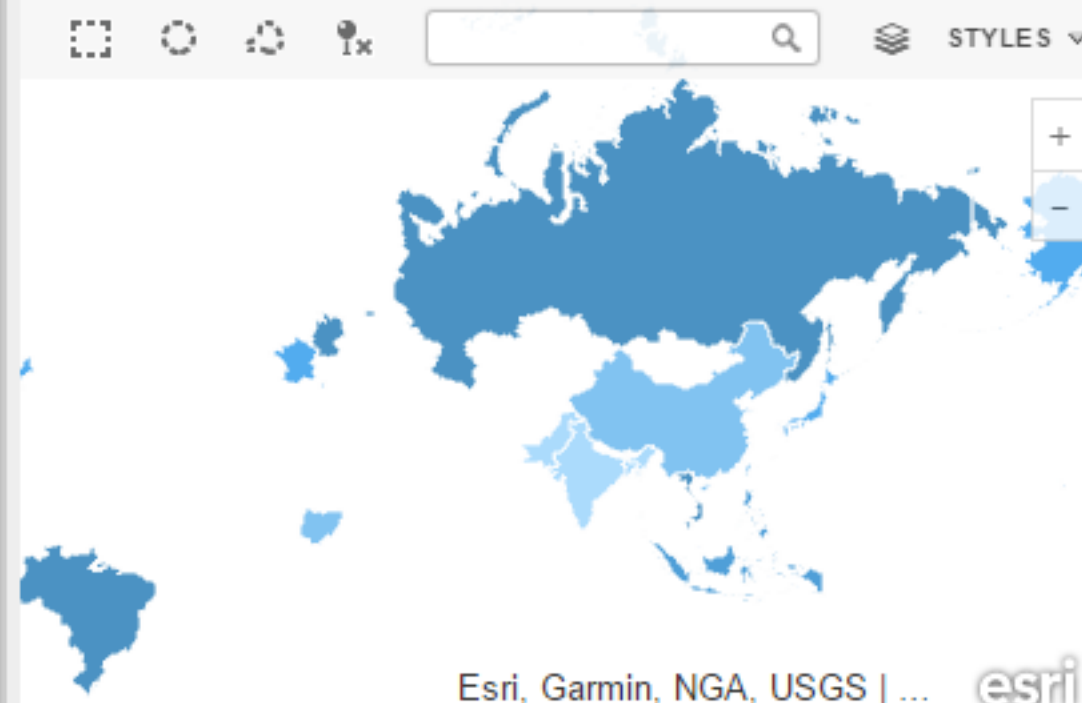
Columns

Metric Names

Metrics

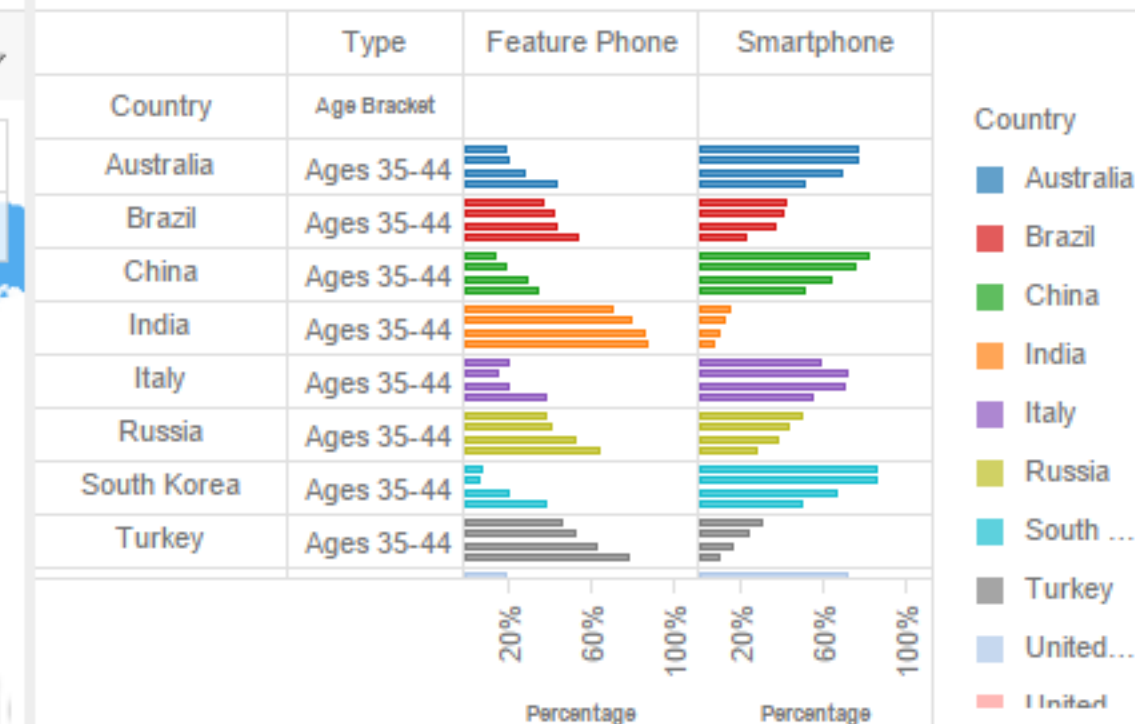
Avg (% Usage by C...)

## Mobile Penetration



Esri, Garmin, NGA, USGS | ...

## Phone Trends by Age Group



## Phone Usage Type

Usage Type(Group)	Avg (% Usage by Country)
Direct Marketing	38.24%
Applications	56.70%
Barcode or QR Scanning	19.33%
Instant Messaging	42.60%
Location-Based Services/GPS	39.40%
Mobile Banking	29.30%
NFC/Mobile Wallet	8.00%
Text Messaging/SMS	84.10%
Web Browsing	58.90%

Sheet 1