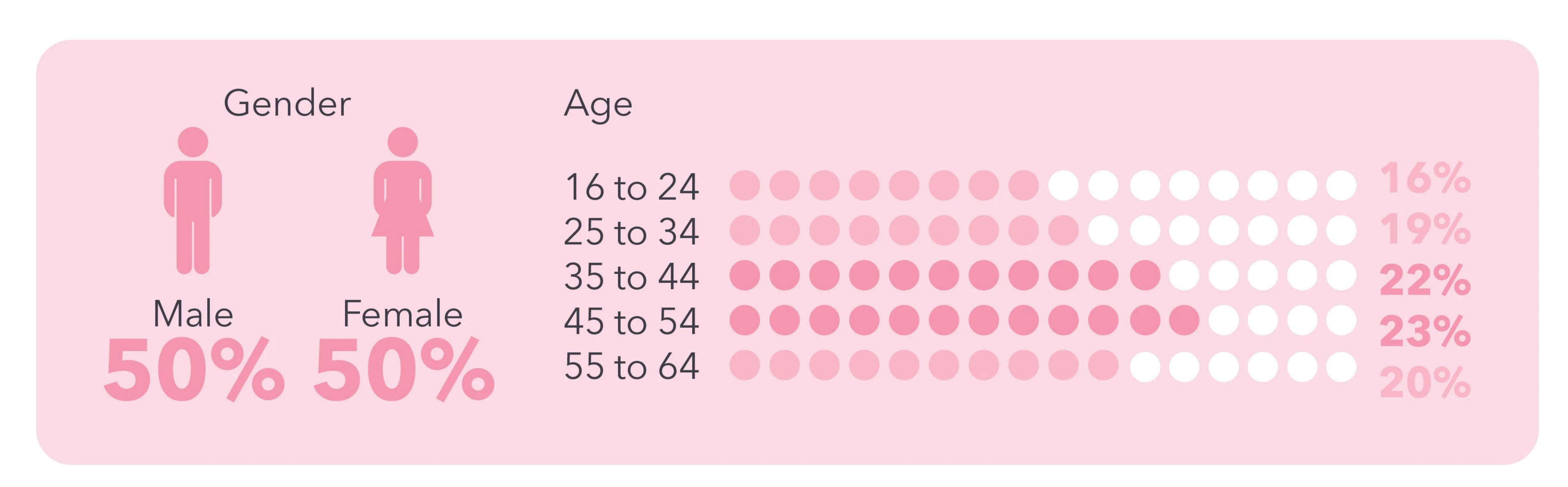


Who are the iOS users in the EU

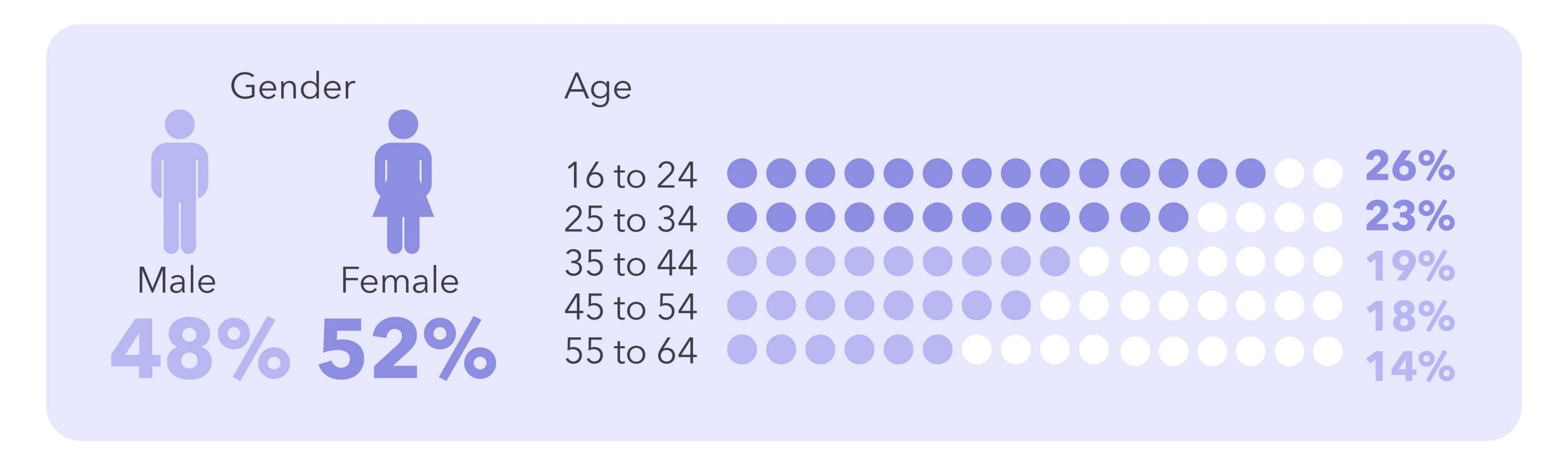
Demographics

Using audience insights platform, GWI*, we found that iPhone/iPad users tend to be younger, with an average age of 34. About 30% of Gen Z pay for apps3.

Total



iOS/iPadOS Users



iOS/iPadOS Users app buyers

