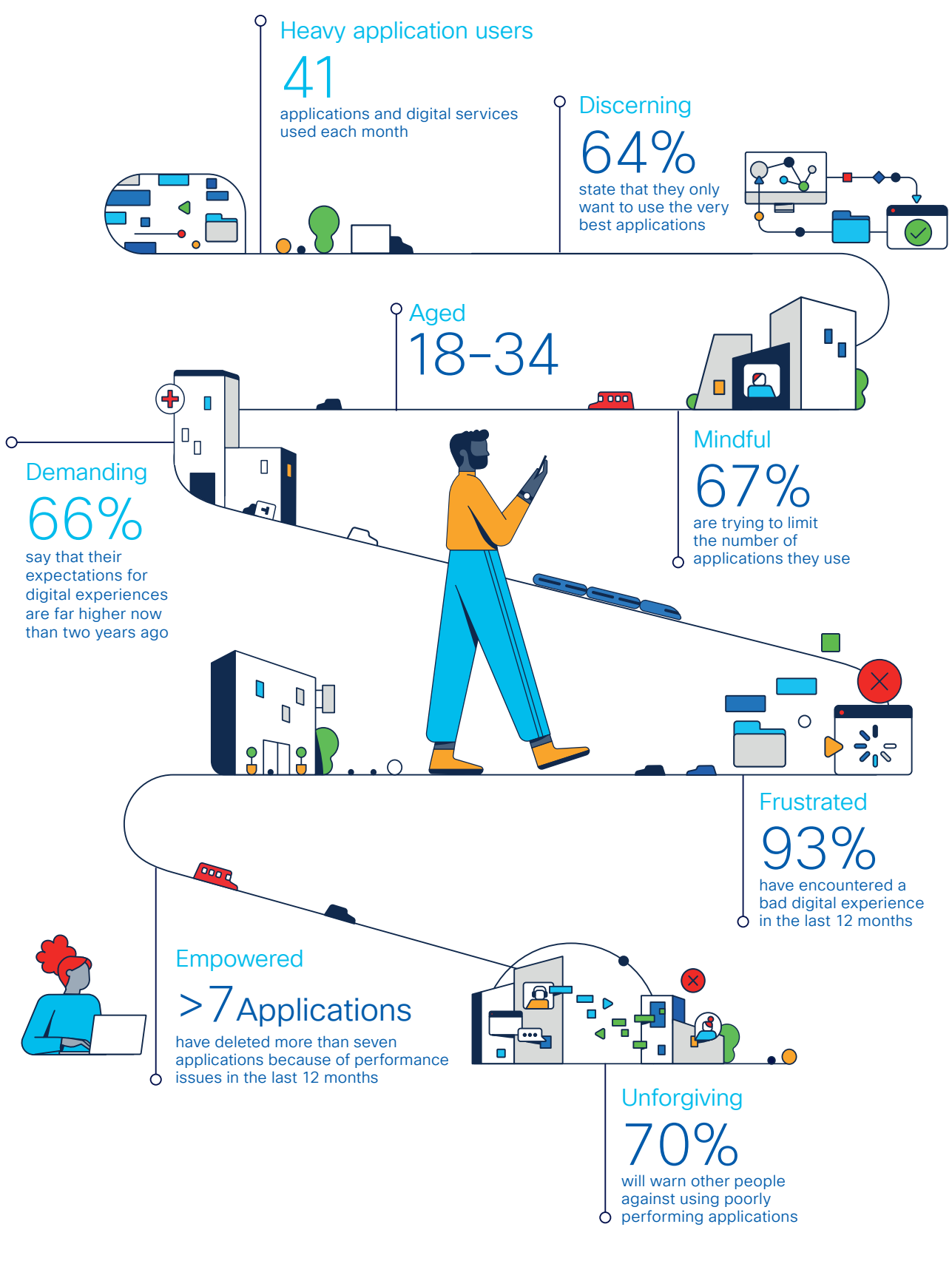
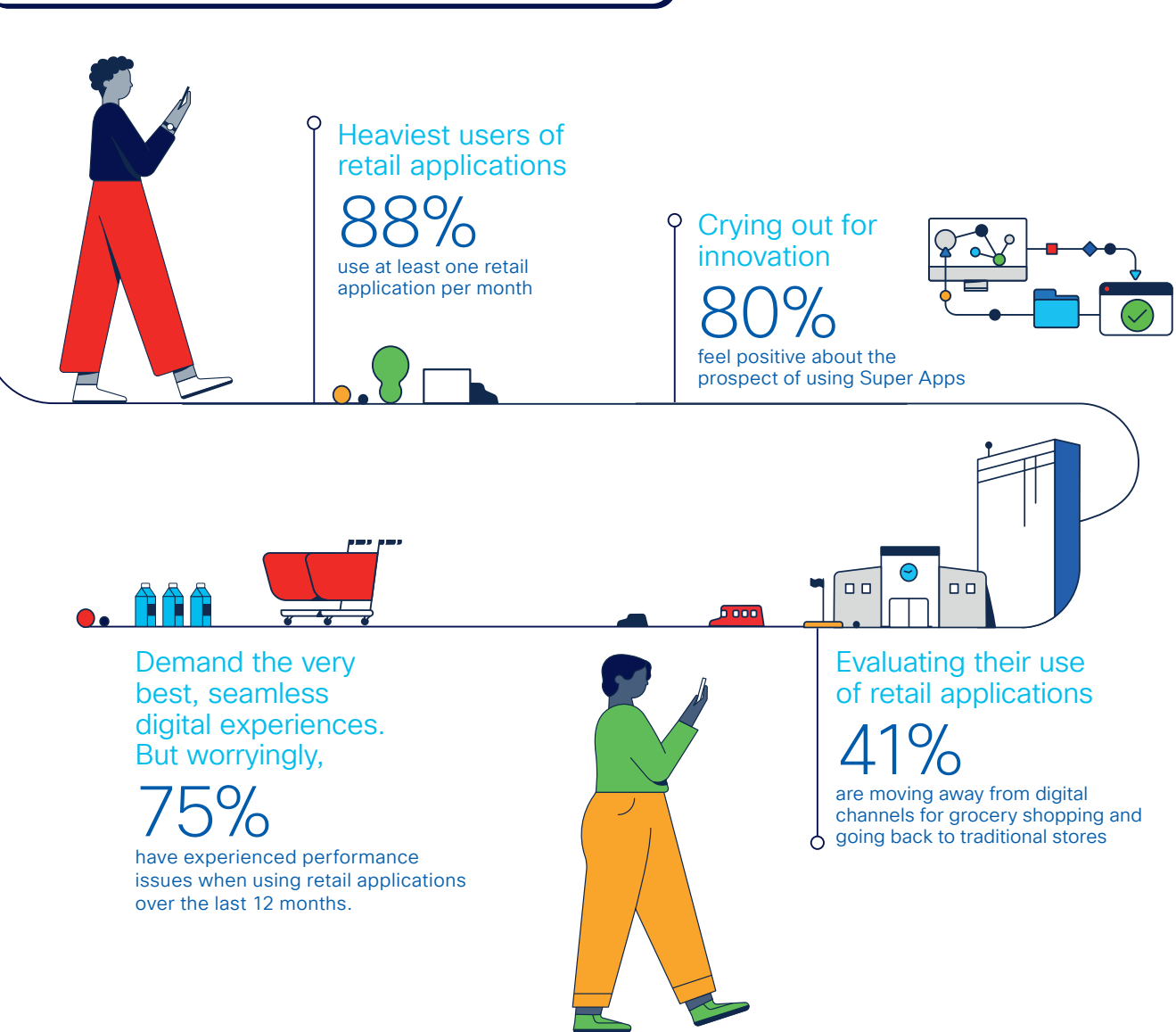


# The App Attention Index 2023: Beware The Application Generation

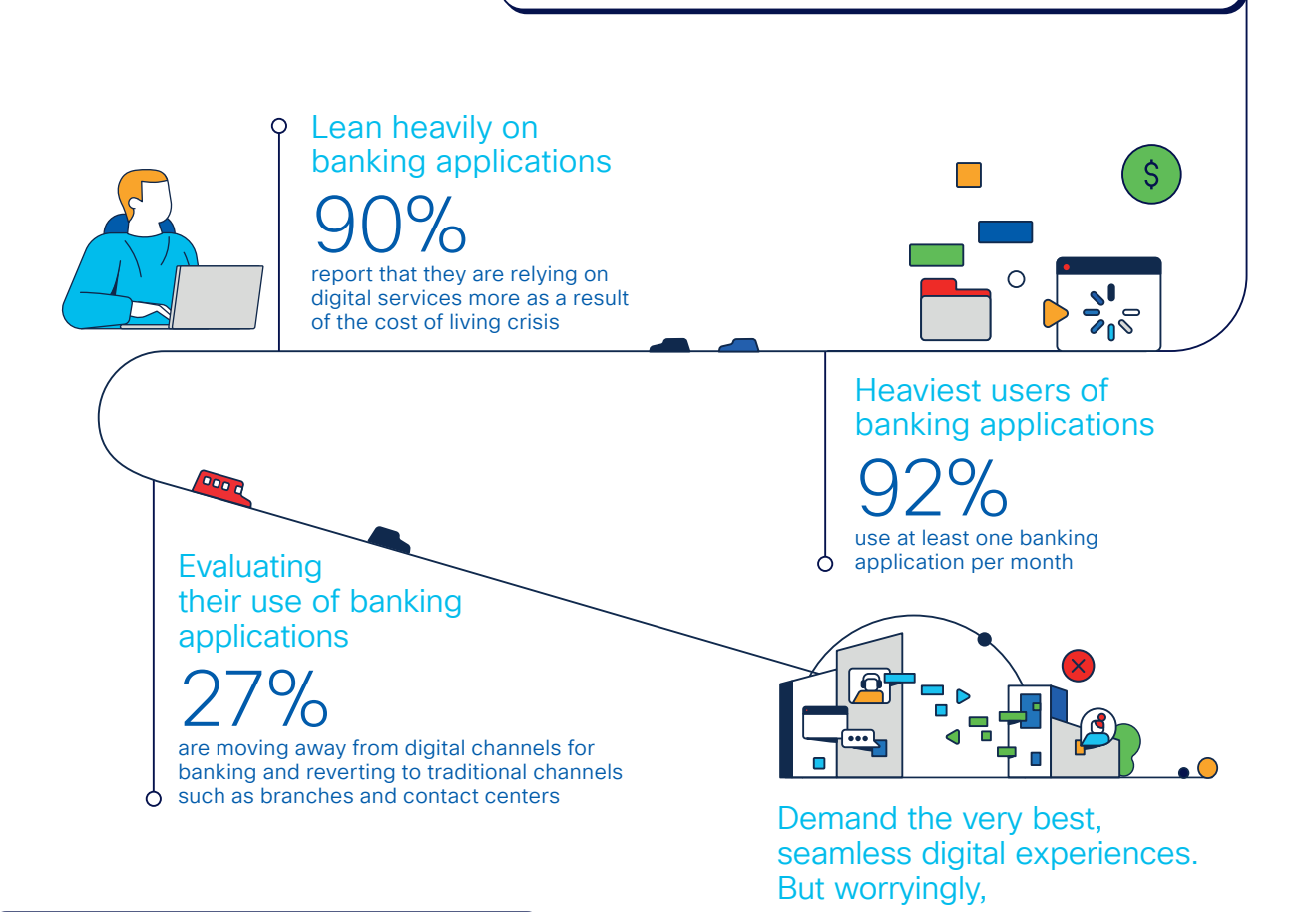
## Key characteristics of The Application Generation



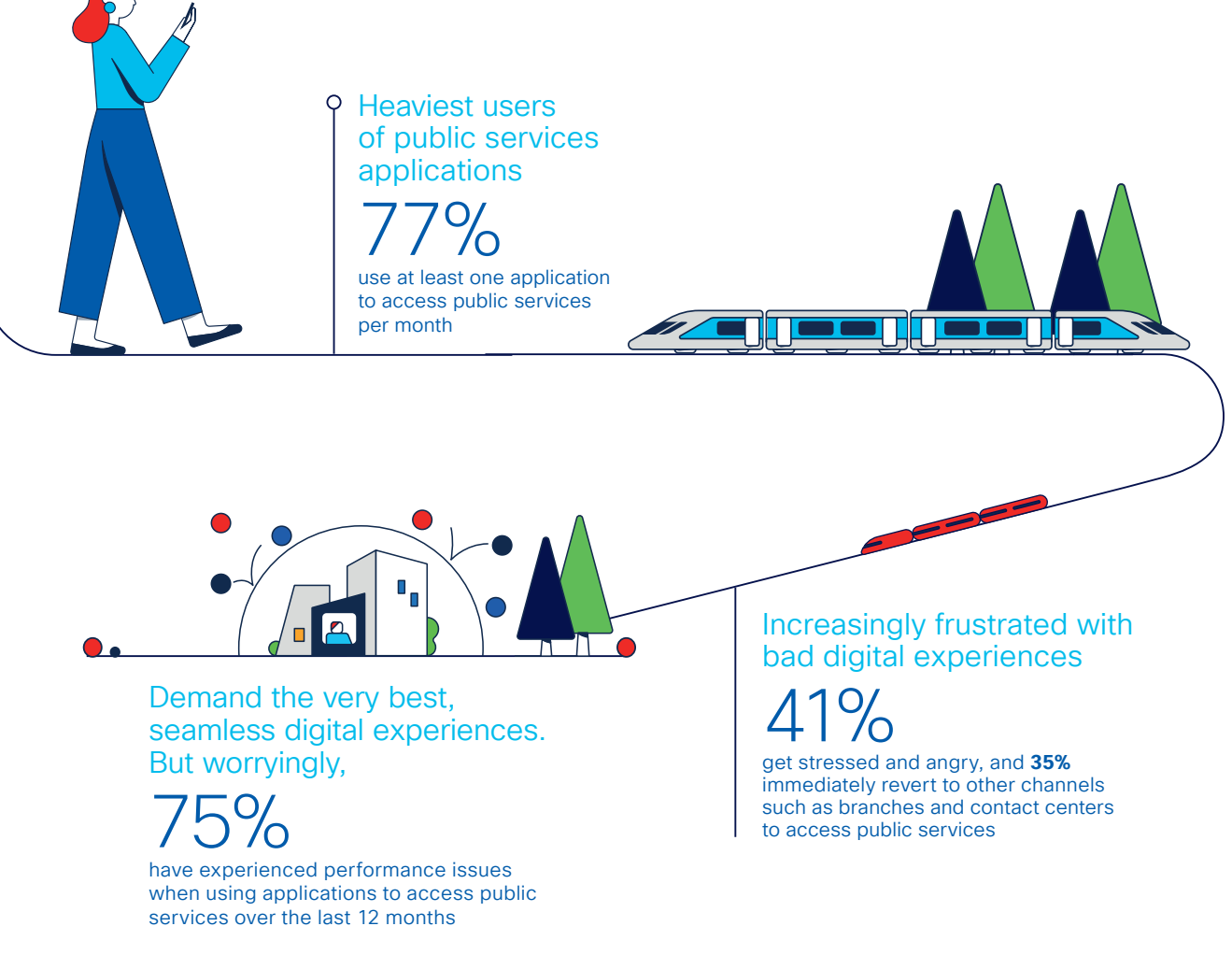
### What does the emergence of The Application Generation mean for retailers?



### What does the emergence of The Application Generation mean for banks?



### What does the emergence of The Application Generation mean for public services?



The research included interviews with more than 15,000 consumers in 13 countries, including 2,000 interviews in both the United States and the United Kingdom, and 1,000 interviews in Australia, Brazil, Canada, Colombia, France, Germany, India, Japan, Russia, Singapore and the United Arab Emirates. The research was conducted by Insight Avenue in May and June 2023.

The full report, The App Attention Index 2023, is available [here](#).