While both men and women of all ages use entertainment apps, usage is higher among men and millennials.

Entertainment apps hold users’ attention for hours with the highest usage amongst 18-to-34-year-olds.

Average use of entertainment apps among 18-to-34-year-olds by gender:
- Men: 102 minutes per day
- Women: 78 minutes per day

Not surprisingly, entertainment app use is most common when people are relaxing and in the evening.

Average use of entertainment apps:
- 69 minutes a day
- 24 minutes per session