

# IT NEVER WOULD HAVE WORKED

As the US (formerly known as the 13 colonies) celebrates their 240th year of Independence from Great Britain on the 4th of July, app download data from YouAppi highlighting the leading app categories in each country makes one thing quite clear:

GREAT BRITAIN & THE USA AS ONE COUNTRY IS ONE MARRIAGE THAT WAS ALWAYS DOOMED TO END UP IN THE DIVORCE COURTS.



U.K.



U.S.

## GAMES

TOP CATEGORY

## GAMES

27%

% OF DOWNLOADS

26%

Both countries clearly have too much time on their hands as the top download for both was games. The Brits love to play football (or, as the Yanks call it, soccer), tennis, cricket and equestrian sports.

Americans play American football (involving not much foot and ball action), basketball, baseball (cricket for thugs actually) and ice hockey. Both countries do seem to like Tinder, a game where you try to score a lot.



## LIFESTYLE & SOCIAL

CATEGORY #2

## MUSIC & ENTERTAINMENT

24%

% OF DOWNLOADS

27%

People all over the world try and follow the exciting antics of the royal family. Their funny teeth, exotic sex lives and ridiculous antics. And unlike American presidents, who change every 4 or 8 years, the Royal Family is a sitcom that's been running for a 1000 years and it's still hilarious. The Americans also have a royal family, the Kardashians, who are like the English Royal family but with better teeth, more TV shows and followers on social media. But their real queen is Beyonce who is married to Jay Z, a one-time king that's been taken down a notch with something as harmless as lemonade. The US loves music and entertainment so much so it can be hard to tell when the two end.

A traditionally reserved people, social media like Facebook allows Brits to spend an entire night at the pub not actually talking to anyone.



## TRAVEL & TRANSPORT

CATEGORY #3

## SHOPPING

11%

% OF DOWNLOADS

16%

The US worships shopping, which is why there are giant shopping malls where you can buy anything except class, unpasteurized cheese or Haggis or Kinder eggs, all of which are apparently more dangerous than assault rifles.

The average Brit does like to download more travel apps. But in fairness if you'd ever spent a holiday by the seaside, sheltering from the rain and having your chips stolen by seagulls then frankly you'd like to go somewhere, anywhere else.



## SHOPPING

CATEGORY #4

## LIFESTYLE & SOCIAL

10%

% OF DOWNLOADS

13%

The US loves social media and pretty much invented it from Friendster and MySpace to Facebook and Snapchat. They're a big friendly country looking for a 1000 different ways to wish the world a nice day, sometimes with armed drones.

The British do like shopping online, just not as much as the Americans because you can't queue online. Also, pushing a shopping trolley around a Super Store is the most fun you can have in the UK in a 4 wheeled drive vehicle that doesn't get stuck in traffic jams or get ticketed.



## COMMUNICATIONS

CATEGORY #5

10%

% OF DOWNLOADS

9%

In this one group we can see some hope for reconciliation between the land of the Free and the home of the gravy. In both countries, communication apps come a paltry fifth. Meaning neither great nation actually does much talking on their phones.



## UTILITIES

CATEGORY #6

## TRAVEL & TRANSPORT

8%

% OF DOWNLOADS

4%

With less than 50% of Americans able to identify all fifty states, according to a Sporcle poll, it's no surprise that travel is the #6 app category.

Brits do like to use their apps to pay the bills or other sensible stuff. Well you've got to do something whilst it's raining and the only thing on the telly is cricket or the royal family. Also, utility apps can help the great British hobby of complaining about things whilst not actually talking to people.



## BOOKS

CATEGORY #7

## UTILITIES

5%

% OF DOWNLOADS

4%

The Brits do seem to download more books onto their phones than the Americans. This may not be because the British are more literate than their former colonies. It's just that the UK government closed all the libraries down and kindles are a great way of avoiding eye contact on the bus. The Americans also like utilities but not quite as much the Brits. They're too busy keeping up with the Kardashians.



## MUSIC & ENTERTAINMENT

CATEGORY #8

## BOOKS

1%

% OF DOWNLOADS

3%

The British do only download a mere 1% of their entertainment on apps. This is because Britain's have the BBC the world's finest broadcaster, especially if you want to watch soap operas about people shouting in pubs, documentaries about why it rains all the time and toadying biopics about which members of the royal family are mating with each other. The Americans do download some books and shouldn't be at all ashamed that, that's only their eighth most popular app. I mean the country of Mark Twain and Maya Angelou must be reading something?

