



Brits relying on apps to help them achieve their goals

- **Almost half (47%) of Brits have downloaded a fitness app**
- **17% of Brits need an app to remind them to drink water**

New research has revealed that people in the UK depend on apps to help them accomplish their goals, as well as reminding them to complete some pretty obvious daily activities.

The survey, conducted by mobile phone insurance provider Insurance2Go, revealed which apps are most commonly downloaded by Brits, how much we're spending on them and most importantly, if they actually work.

The top 5 apps Brits download to help achieve a goal are:

1. Keeping Fit (47%)
2. Weight Loss (35%)
3. Eating more healthily (34%)
4. Time Management (17%)
5. Drinking more water (17%)

Although it's a basic human instinct, 17% of those surveyed said they have downloaded an app to help them drink more water. That's more than those who've owned an app in order to help them kick a smoking habit (16%).

Over half (59%) of the UK purchase goal orientated apps costing anything up to £30. Despite the fact that a third (33%) of Brits have used these apps less than 10 times, the majority (68%) admit the app has helped them reach their target.

Innovative fitness app TruBe, found that last January the number of people downloading their app dropped by over a third (34%) in February, and a further 10% in April.

Daria Kantor, Founder and Director of TruBe said: "Many of us start January with the intention of 'new year, new me'. The problem isn't setting New Year's resolutions but sticking to them. Rather than setting ourselves up for failure with overly ambitious or restrictive resolutions, we should build small changes into our lifestyle instead."

Duncan Spencer from Insurance2Go said: Apps have come a long way and are constantly improving to meet our needs. Although not all apps are free these days, it's a small price to pay for a personalised tool that works for us individually.

Insurance2Go have looked into Apple's recent price increase to help those who're thinking of investing in a useful App, read the latest blog post here:

<https://www.insurance2go.co.uk/media-centre/apps-going-up-in-price-by-25/>

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Notes to Editor:

1,007 people were surveyed using TLF panel www.tlfresearch.co.uk

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About Insurance2Go

Insurance2go is a trading name of Loyal Insurance Services Ltd, founded in February 2005 by Duncan Spencer, Managing Director. The company was launched to provide great value insurance products for mobile phones.

Since its launch the company has expanded its services to offer cover for Laptops, Tablets, Business Mobile Phones and Smartphones. Insurance2go was awarded the 5 star Defaqto rating in February 2015.



Find out more about Insurance2Go, here: <http://www.insurance2go.co.uk/>