

Most US smartphone owners won't hesitate to limit push notifications

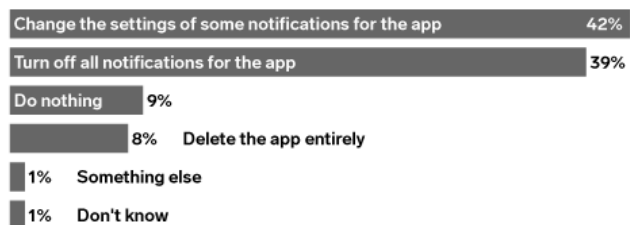
Article

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Push notifications may be hurting mobile apps rather than helping them. When faced with alert overload, **81%** of US smartphone owners turn off some or all push notifications, and **8%** simply delete the app altogether.

What Do US Smartphone Owners Do When They Receive Too Many Push Notifications from a Mobile App?

% of respondents, June 2021



Note: among respondents who own a smartphone and use push notifications

Source: YouGov as cited in company blog, June 4, 2021

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