More U.S. Adults Use Mobile than Internet
In 2009, nearly 9 out of 10 U.S adults (89%, or more than 270 million people) subscribe to a mobile service compared with 77% of Americans who use the Internet.
http://www.ctia.org/media/industry_info/index.cfm/AID/10323, and http://pewinternet.org/Static-Pages/Trend-Data/Whos-Online.aspx

Mobile Internet Usage on Rise
Accessing the Internet with a mobile device is also increasing: more than 56 million people are accessing the Internet using mobile, an increase of 34% as of July 2009 according to The Nielsen Company.
http://en-us.nielsen.com/

Mobile Demographics: Gender & Age
As mobile Internet usage increases, men still account for the majority of users, but proportion of women is growing: in 2007 53% of mobile Internet users are men; 47% are women. Men primarily use their mobile device to access the Internet for tech, sports, and news content and account for about 90% of mobile visitors to NBA and NFL sites. Women, on the other hand, use the mobile Web to access celebrity news, shopping sites, and social networks. With regard to age, teens, adults ages 25 to 34, and those 55 and older have adopted the mobile Internet faster than the average rate. Adoption has been slowest among young adults, ages 18 to 24.
http://en-us.nielsen.com/

Mobile Demographics: Ethnicity
According to the Pew Internet & American Life Project, in 2007, nearly 75% of white Americans have cell phones, while 84% of English-speaking Latinos and 71% of African-Americans have them.

Another 2009 Pew report states that more African-Americans and Latinos are accessing the Internet via handheld devices. Use of mobile devices to access the Internet among African-Americans increased from 29% to 48%, while Latino usage increased nearly 10%, from 38% of the population to 47%. Pew speculates that the cause was a shift away from home desktops and laptops to mobile phones.
http://www.pewinternet.org/Reports/2009/12-Wireless-Internet-Use/1-Summary-of-findings.aspx?r=1

A 2009 Scarborough Research study describes Latinos as highly connected on mobile devices and experienced with advanced cellular functionality, such as picture taking, email, text messaging, and other Internet features.
http://www.wirelessandmobilenews.com/2009/03/hispanics_have_high_mobile_and_broadband_usage_says_scarborough.html

Increased Use of Mobile Functionality
Mobile activities are on the rise with growing use of text messaging, Internet access, and video.
http://www.emarketer.com/
Text Messages

According to Cellular Telecommunications Industry Association (CTIA), over 75 billion text messages were sent in the U.S. in June 2008, compared to 7.2 billion in June 2005. Similarly, Nielsen Mobile, a consumer research company, found that Americans sent or received 357 text messages a month, compared to 204 voice calls in the same time period.

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http://www.ctia.org/media/press/body.cfm/prid/1772

Mobile Video

According to Nielsen’s 2009 Three Screen Report, which measures video use on different platforms, mobile video continues to grow in popularity; those who use mobile video, watch just over three hours per month on mobile phones and other devices.

http://en-us.nielsen.com/main/insights/nielsen_a2m2_three

Mobile Applications

The use of mobile applications is also on the rise, with higher rates of downloading by males than females. Users between 25-34 have adopted mobile applications faster than any other age group, with more than 40% reporting that they have downloaded a mobile application.

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Average Number of Monthly Calls*</th>
<th>Average Number of Monthly Text Messages*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1, 2006</td>
<td>198</td>
<td>65</td>
</tr>
<tr>
<td>Qtr 2, 2006</td>
<td>216</td>
<td>79</td>
</tr>
<tr>
<td>Qtr 3, 2006</td>
<td>221</td>
<td>85</td>
</tr>
<tr>
<td>Qtr 4, 2006</td>
<td>213</td>
<td>103</td>
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<tr>
<td>Qtr 1, 2007</td>
<td>200</td>
<td>128</td>
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<tr>
<td>Qtr 2, 2007</td>
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<td>Qtr 3, 2007</td>
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<tr>
<td>Qtr 4, 2007</td>
<td>213</td>
<td>218</td>
</tr>
<tr>
<td>Qtr 1, 2008</td>
<td>207</td>
<td>208</td>
</tr>
<tr>
<td>Qtr 2, 2008</td>
<td>204</td>
<td>357</td>
</tr>
</tbody>
</table>

Source: The Nielsen Company (January 1, 2006 to June 30, 2008)

*Note: Data includes U.S. wireless subscribers only
Mobile vs. Landline-Only Households
Mobile-only households are growing and have different characteristics than households with landlines.

- The CDC’s National Center for Health Statistics reports that in the first half of 2008, 16% of American adults lived in mobile-only households. This was up from 7% three years earlier.
- Adults under 30 years of age, males, and Hispanics are all more likely than other Americans to live in a mobile-only household.

http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless200905.htm

More Information:
- The CDC eHealth Data Briefs, including Mobile Video and Texting at www.cdc.gov/healthmarketing/ehm/databriefs/
- CDC’s social media activities at http://www.cdc.gov/socialmedia/
- CDC’s Web metrics at http://www.cdc.gov/metrics/
- CDC’s Mobile Health Coalition at http://www.cdc.gov/mobilehealth/