

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.

<http://www.pewinternet.org/Reports/2008/Mobile-Access-to-Data-and-Information.aspx>

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_broad_band_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/>



Frequency with Which US Mobile Phone Users Use Select Mobile Content, June 2009 (% of repondents)

	At least once per day	3-4 times per week	1-2 times per week	Once per week	Less than once per week	Never
Making a voice call	52%	17%	7%	4%	7%	13%
Sending a text/SMS message	27%	11%	6%	5%	15%	35%
Browse the Internet	14%	5%	2%	2%	9%	68%
Play games	7%	6%	5%	5%	16%	62%
Take a photo	7%	11%	10%	9%	34%	30%
Sending a video/picture message	6%	6%	6%	6%	22%	54%
Listen to downloaded music	6%	5%	3%	3%	10%	74%
Listen to live radio	5%	3%	3%	2%	5%	83%
Take a video	3%	3%	4%	4%	20%	66%

Note: numbers may not add up to 100% due to rounding
Source: Lightspeed Research survey, provided to eMarketer, June 30, 2009

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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.

http://www.nytimes.com/2008/09/20/us/20messaging.html?_r=1

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

Time Period	Average Number of Monthly Calls*	Average Number of Monthly Text Messages*
Qtr 1, 2006	198	65
Qtr 2, 2006	216	79
Qtr 3, 2006	221	85
Qtr 4, 2006	213	108
Qtr 1, 2007	208	129
Qtr 2, 2007	228	172
Qtr 3, 2007	226	193
Qtr 4, 2007	213	218
Qtr 1, 2008	207	288
Qtr 2, 2008	204	357

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

*Note: Data includes U.S. wireless subscribers only.

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_ttree

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.

US Mobile Phone Users Who Download Mobile Applications, by Age and Gender, December 2008-February 2009 (% of respondents)

	Download	Do not download	Not sure
Gender			
Male	30.7%	68.4%	0.9%
Female	21.5%	75.8%	2.7%
Age			
18-24	34.8%	65.2%	-
25-34	41.2%	54.4%	4.4%
35-54	28.9%	69.5%	1.7%
55-69	12.1%	87.4%	0.4%
70+	4.3%	95.1%	0.6%
Total	26.0%	72.2%	1.8%

Note: n=1,786; numbers may not add up to 100% due to rounding
Source: Skype survey conducted by Zogby International, provided to eMarketer, March 17, 2009

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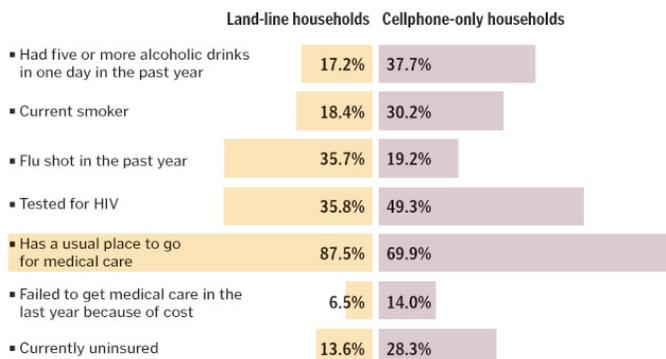


Mobile vs. Landline-Only Households

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>



SOURCE: Centers for Disease Control and Prevention | GRAPHIC: Patterson Clark, The Washington Post - January 12, 2009

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/>

Demographic Profile of US Adults with Only Mobile Phone Service, First half 2006-Second half 2008 (% of respondents in each group)

	First half 2006	Second half 2006	First half 2007	Second half 2007	First half 2008	Second half 2008
Gender						
Male	10.7%	13.1%	13.8%	15.9%	18.0%	20.0%
Female	8.5%	10.5%	11.5%	13.2%	14.4%	17.0%
Age						
18-24	22.6%	25.2%	27.9%	30.6%	31.4%	33.1%
25-29	22.3%	29.1%	30.6%	34.5%	35.7%	41.5%
30-44	9.4%	12.4%	12.6%	15.5%	19.1%	21.6%
45-64	5.3%	6.1%	7.1%	8.0%	9.2%	11.6%
65+	1.3%	1.9%	2.0%	2.2%	2.8%	3.3%
Race or ethnicity						
Hispanic or Latino, any race(s)	11.2%	15.3%	18.0%	19.3%	21.6%	25.0%
Non-Hispanic white, single race	9.0%	10.8%	11.3%	12.9%	14.6%	16.6%
Non-Hispanic black, single race	10.5%	12.8%	14.3%	18.3%	18.5%	21.4%
Non-Hispanic Asian, single race	10.2%	11.8%	10.6%	12.1%	16.5%	17.8%
Non-Hispanic other single race	9.8%	17.2%	22.8%	17.5%	12.8%	17.3%
Non-Hispanic multiple races	15.4%	14.6%	17.3%	22.8%	22.3%	22.5%
Education						
Some high school or less	8.3%	12.9%	14.6%	15.4%	16.1%	18.8%
High school graduate or GED	9.6%	10.6%	11.8%	13.4%	15.2%	17.8%
Some post-high school, no degree	11.9%	14.4%	14.7%	17.0%	19.0%	20.1%
Four-year college degree or more	8.5%	10.1%	10.8%	12.7%	14.3%	17.7%
Employment						
Working at a job or business	11.6%	13.9%	15.0%	16.6%	19.0%	21.5%
Keeping house	7.1%	8.6%	9.5%	12.8%	12.6%	16.0%
Going to school	17.3%	20.4%	21.3%	28.9%	21.5%	23.5%
Other*	4.2%	6.2%	6.4%	7.6%	8.9%	11.0%

Note: *includes unemployed
Source: National Center for Health Statistics at the US Department of Health and Human Services, "Wireless Substitution: Early Release of Estimates From the National Health Interview Survey, July-December 2008," May 6, 2009

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