

Mobile Users Data Brief

Highlights

- More than four out of five U.S. adults (85%) own a mobile phone, compared with seven in ten (71%) who have a landline or home phone.
- Mobile messaging and Web access are on the rise, according to separate reports released by VeriSign and Bango.
- Additionally, about 200 million text messages are sent on the average day, up from 75 million per day in the same period the year before (2006).

(From: <http://www.clickz.com/showPage.html?page=3626092>)

- As for mobile video use, Neilson reports an estimated 8 million people viewed mobile videos in May 2007, while more than 33 million users accessed the Web via their phones.
(From http://www.adweek.com/aw/national/article_display.jsp?vnu_content_id=1003594557)
- Access of mobile Web sites in the U.S has grown three-fold in the past year, according to Bango.
(From: <http://www.clickz.com/showPage.html?page=3626092>)
- Nearly two-thirds of mobile phone owners (63%) agreed that their phone is very personal to them, according to a poll conducted by Harris Interactive and commissioned by Ingenio from March 29 and April 2, 2007.
- In addition to the 63% of mobile phone users who agree that their phones are very personal to them, 44% also say their phones have strengthened their personal relationships. Women are more likely than men to say so - 66% vs. 60%.

(From: <http://www.marketingcharts.com/direct/survey-growing-opportunities-for-mobile-advertising-790/>)

Hello Mobile, Good-Bye Landlines

U.S. Consumers are Increasingly Leaving Landlines Behind for Wireless Phones



Source: An *ingenio* survey conducted by Harris Interactive®

Wireless Features Growing

It's not just about making and receiving calls while on the go anymore. American cell phone users are becoming more sophisticated in using the services and features on their phones. Several different studies documented growth in both the mobile internet and services.

- According to the AOL-Pew survey, Americans would like to be able to use their phones to:
 - Use mobile maps: 51 percent
 - Send text messages: 48 percent
 - Take pictures: 47 percent
 - Play games: 34 percent
 - Send mobile e-mail: 32 percent
 - Use mobile search: 31 percent
 - Record video: 23 percent
- (From: <http://www.technewsworld.com/story/49849.html>)
- According to Telephia, the mobile Internet is growing rapidly with growth seen on a quarterly basis. For instance, in the second quarter of 2006, they reported over 34.6 million mobile users in U.S. Likewise, there were 8.4 million mobile video subscribers in the first quarter of 2007.

Mobile Phone Use Goes Beyond Just Talk

Current vs. Future Usage of Mobile Phones

49% mobile phone owners (ages 18+) currently use their phones for more than just making and receiving phone calls.

57% mobile phone owners (ages 18+) anticipate using their phones for more than just making and receiving phone calls in the next three years.

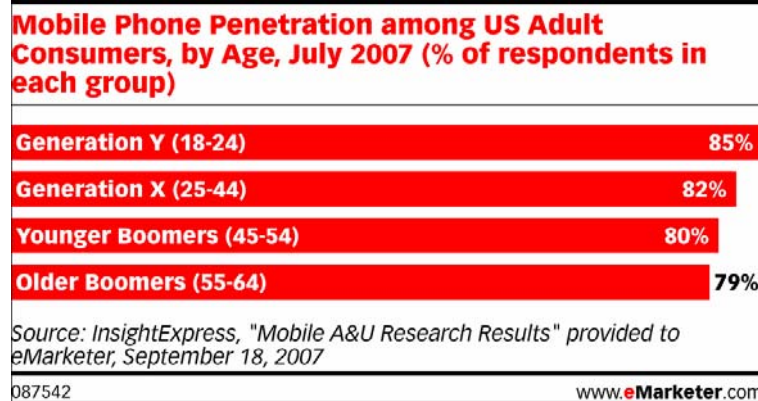


Source: An *ingenio* survey conducted by Harris Interactive®

From: <http://www.marketingcharts.com/direct/survey-growing-opportunities-for-mobile-advertising-790/>

Demographics

Age:



Sex:

- Women are more likely than men to use their phones to send or receive text messages (38% vs. 33%), and to take/send/receive photos (27% vs. 21%).
- Men are more likely than women to use their phones to check email (12% vs. 7%), access the Internet for more than search and download (11% vs. 5%), and find information using an internet search engine (9% vs. 6%).

(From: <http://www.marketingcharts.com/direct/survey-growing-opportunities-for-mobile-advertising-790/>)

Geography:

- Mobile users in developing countries express a stronger desire for content and advanced features for their cell phones, according to a "Global Mobile Mindset Audit" study.
- U.S. users lag behind most other developed countries in terms of accessing the Web, or wanting access, using cellular phones. In the U.S., 22.6 percent find this feature important or very important. Other countries exhibit higher demand: Western Europe (30.4 percent); Eastern Europe (53.9 percent); Asia (56.4 percent); and Latin America (63.5 percent).

(From: <http://www.fameforusers.org/>)