

Latinos Heavy Users of Mobile Media

FRONTPAGE_NO_TRANSLATION_AVAILABLE Mobile Social Networkers are Younger

Mobile social networking consumers tend to be young and ethnically diverse compared to the US population. Mobile social networkers are younger than users of social networks on a computer where only 12% are teens and most are over 25 (comScore, 2008). source mojospace report

Key Highlights

- Mobile social networkers are young especially compared to their online counterparts
- They're addicted - nearly all have their mobiles with them at all times and wont give it up
- Mobile surfing doesn't just happen on the go
- Convenience is a big driver of the appeal of social networking on the mobile, but that's not all its about
- Staying connected with friends, keeping up with family, anytime and anywhere but that's only half the story
- Shifting behavior toward mobile and away from computers continues but there's room for improvement
- Better for mobile socializing, Storm and iPhone neck and neck

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Addicted! The First 'Mobile Media' Generation?

For young consumers the mobile device is an appendage - its their 'first' screen. Most (79%) have their mobile with them and turned on always and cite it as the device they're least willing to give up (68%). The most common place they use the mobile web is right at home anecdotally because of its portability and privacy but also because they may share access to a computer.

Socializing on Mobile is Convenient and Private

Why do they do it? Social networking on mobile is mainly about convenience but still there are other reasons for its appeal such as privacy and plain (mobile) device addiction. Teens also prefer mobile but are still more attached to the computer which is probably best explained by the economic and practical (still in school and living with parents) realities of their situation.

Staying Connected with Friends and Making New Ones

Staying connected to friends or hooking up? Young mobile social networking consumers say they do both (69%) and when it comes to mobile flirting two thirds (67%) have done it at least once.

Socializing on Mobile is on the Upswing but They Want More

Most (60%) say they're social networking more on mobile than on a PC compared to last month but even so, the experience on the phone needs better or more features. Not surprisingly feature phone users, still the vast majority of users, more frequently say they want a faster or better handset.

The Storm Edges the iPhone but there's a Catch

When asked which of the popular smart phones among the G1, Storm and iPhone would be the best device for social networking it's the Storm. Our take is that Blackberry has a very good name with older consumers and the company is benefitting from the Storm ads now. However the age bias in the results below favor Apple. Note that these results are based on perception.

