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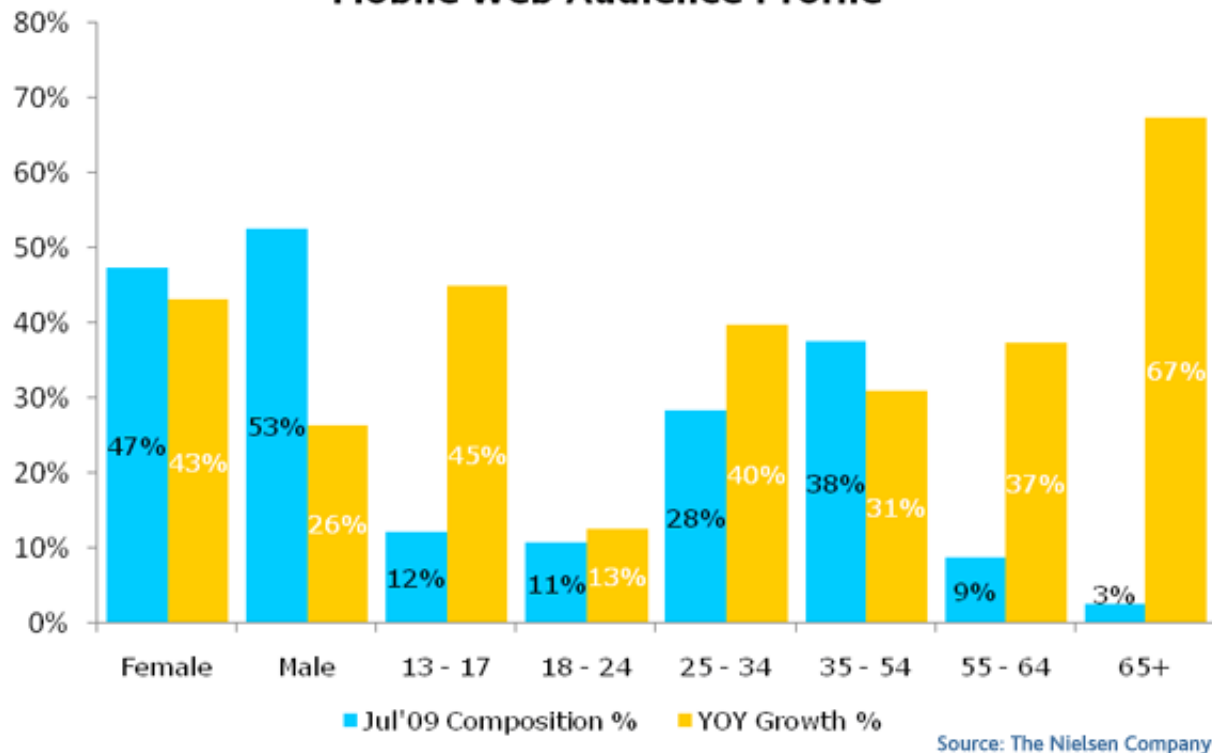
Women, Teens, and Seniors Help Fuel 34% Mobile Web Spike

September 30, 2009

Web visitors using a mobile device increased 34 percent year-over-year, from 42.5 million mobile Web visitors in July 2008 to 56.9 million in July 2009 according to The Nielsen Company. Overall, year-over-year growth among the 13-17 and 65+ age groups outpaced the growth of the total mobile Web audience, with a youth increase of 45 percent and seniors surging upwards 67 percent in July. While men continue to make up a larger portion of mobile Web users versus women, comprising 53 percent of the audience in July, the growth of female visitors outpaced the growth of male visitors during the month, with women increasing 43 percent YOY as compared to a 26 percent growth among men.

“As with other forms of Internet technology, more men were early-adopters of the mobile Web and still make up a slightly larger presence today,” commented Chris Quick, client services manager, mobile media. “Now that the technology is more mainstream, women are quickly embracing the benefits as ‘connected consumers,’ tapping the convenience of Web access on mobile phones to network, browse the latest shopping deals and get ideas for dinner, all while on the go.”

Mobile Web Audience Profile



[1]

Mobile and gender

From celebrity news to shopping, mobile Web usage by women traversed a variety of subjects and actions in July, including online shopping and social networking. Women were 1.4 times more likely to visit People.com and use AT&T search via a mobile Web device in July.

Top 10 Mobile Web Sites Among Women Ranked by Audience Composition % in July 2009, U.S.

RANK	Site	% Unique Audience Composition	Composition Index By Unique Audience	Unique Audience (000)
1	People	68	143	1,146
2	AT&T Search	68	142	564
3	Horoscope.com	66	138	558
4	Target	63	133	678
5	MySpace.com	58	121	4,116
6	Kraft Foods	58	121	438
7	T-Mobile	56	118	1,522
8	AOL Search	56	119	747
9	Facebook	55	117	8,171
10	Sprint News	55	116	630

Source: The Nielsen Company

In July, men's mobile Web interests centered on news, sports and online games. Men were 1.8 times more likely to visit Gizmodo – the technology news site – via a mobile phone, making it the No. 1 Web site visited by men on their mobile devices in July in terms of unique audience composition.

Top 10 Mobile Web Sites Among Men Ranked by Audience Composition % in July 2009, U.S.

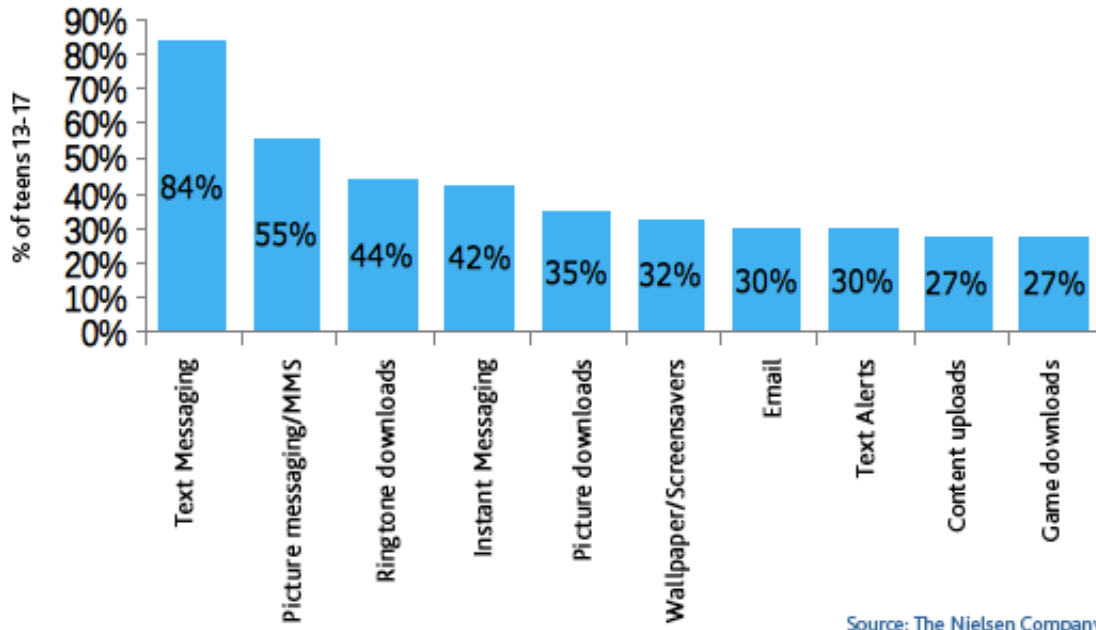
RANK	Site	% Unique Audience Composition	Composition Index By Unique Audience	Unique Audience (000)
1	Gizmodo	95	180	826
2	Maxim	94	179	566
3	NBA	91	172	1,214
4	IGN	91	173	916
5	NFL	89	168	1,819
6	Drudge Report	89	168	626
7	Business Week	88	167	536
8	CNET	86	162	1,759
9	CBS Sports	86	163	1,162
10	Wired	86	162	523

Source: The Nielsen Company

Teen take

Teen usage of mobile phones focuses heavily on texting, both sending and receiving. In Q2 2009, the top-ranked mobile activity for teens was messaging, with 84 percent of teens sending a text message and 55 percent of teens sending a picture message.

Top 10 Mobile Media Usage Among Teens



Article printed from Nielsen Wire: <http://blog.nielsen.com/nielsenwire>

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