Cellphones And Global Youth: Mobile Internet And Messaging Trends

Contributed by Nielsen
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Young people around the world love their mobile phones, but they use them in vastly different ways.

In China, the mobile internet reigns supreme. Seventy-three percent of Chinese mobile youth ages 15-24 reported using the mobile internet in the previous 30 days compared to 48 percent of U.S. mobile youth and 46 percent of U.K. youth.

(Less than a quarter of young people in other European countries said they used the mobile internet in the previous month.)

Messaging tends to skew female in most markets, with a few notable exceptions: Indian males ages 15-24 are twice as likely as their female counterparts to use text messaging and four times more likely to use picture messaging.

China and Saudi Arabia also skew male when it comes to messaging, but by a more narrow margin.

For more information on Mobile Youth Around the World, download the Nielsen report: Mobile Youth Around the World .

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