

Mobile Web Experience Frustrates Heaviest Users

Contributed by eMarketer
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Size and speed are the biggest concerns for the top mobile web users

As smartphones proliferate and the mobile internet reaches more consumers, all segments of the population are beginning to go online anytime and anywhere.

But mobile web use is still heaviest among typical early adopters—males and younger adults—and while many are already addicted to the convenience, they are also frustrated by the downsides of the web on the go.

According to January 2011 research conducted by YouGov on behalf of mobile solutions provider Antenna Software, 20% of US mobile phone users use the mobile internet at least daily, with usage most frequent among those under 45.

Men were 7 percentage points more likely to use the mobile internet each day than women.

The same two groups were most likely to complain about the speed and size of the mobile web experience. Among males, 44% said the small size of mobile screens discouraged them from using the internet, vs. 38% of women.

In addition, 36% of men said it was too slow, compared to 29% of women.

Similarly, users under age 45 were significantly more likely to complain about the speed of the mobile web, and respondents under 55 were frustrated by the size of mobile web displays.

Only one group reported greater frustration with any aspect of the mobile internet: Fully half of adults ages 18 to 24 were annoyed that some website designs did not work at all on their phones.

Overall, significant proportions of mobile internet users said they would do more activities on their phone if the display were tailored especially for mobile use.

The frustration of early adopters with the speed, size and design of the mobile web likely comes directly from their avid usage, which confronts them directly with these problems on a daily basis.

As constant mobile web use spreads further throughout the population, expectations for a PC-like experience via mobile may increase.

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