Two In Five Mobile Owners Use Internet On The Go

Contributed by eMarketer
Monday, 19 September 2011

Almost 100 million consumers will be on the mobile web this year

The US mobile web population will be up almost 25% this year as 97.3 million mobile owners log on to the internet from their device at least monthly, eMarketer estimates.

By 2015, more than three in five mobile users and almost half the total US population will be using the mobile internet, eMarketer forecasts.

â€œThe rapidly expanding smartphone and mobile internet user populations raise the stakes for marketers and make the mobile web more of an imperative than ever,â€• said Noah Elkin, eMarketer principal analyst for mobile.

eMarketerâ€™s estimates of mobile internet usage include people of any age who access the internet from a mobile browser or installed application at least once per month.

Most of the growth in mobile internet usage will come from increased smartphone penetration, which will reach 38% of mobile users and 28.8% of the overall population by the end of this year.

The number of smartphone users is set to increase 49.6% this year and continue growing at a steady double-digit pace through 2015, when nearly 150 million US consumers will have such a device.

Mobile internet usage is still heaviest among younger adults, with 43.2 million US consumers ages 18 to 34 logging on to the mobile web this year, eMarketer estimatesâ€”or 44.4% of the total.

Usage is on the rise among older adults as well, however. This year, eMarketer estimates 21.5 million 45- to 64-year-olds and 3.7 million seniors 65 and older will use the mobile internet. By 2015, those numbers will both more than double to 45.4 million and 11.3 million, respectively.

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