portrait
of teens as mobile technology users

jennifer velasquez

ALA annual conference
new orleans 2011
EXPECTATIONS

VS.

REALITY

Image by bjornmeansbear
What is she doing?
Please turn OFF your cell phone!
NO CELL PHONE USE IN THE LIBRARY!

Thank you for your cooperation!

Library Director
The *key* to their social life ...
75% of teens own mobile phones

% of teens who own a cell phone, by age

12: 58%
13: 73%
14: 76%
15: 79%
16: 82%
17: 83%

September 2009 data.

Pew Internet
Pew Internet & American Life Project
Number of SMS sent/received per month by age

- 0-12: 1,178
- 13-17: 3,705
- 18-24: 1,707
- 25-34: 758
- 35-44: 583
- 45-54: 349
- 55-64: 126
- 65+: 41

66% of mobile phone owners send SMS/text messages

6 The Nielsen Company. Data from Nielsen Consumer Value Metrics panel in Q3 2010. Results collected from analysis of over 60,000 phone bills in the U.S.
Voice Usage by Age
Q2 '09 - Q2 '10, Customer Value Metrics, National

Source: The Nielsen Company
# Demographics of teen cell phone users

The percentage of teens in each demographic group who have a cell phone

<table>
<thead>
<tr>
<th>Demographic</th>
<th>% of teens</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total teens</strong></td>
<td>75%</td>
</tr>
<tr>
<td>Boys</td>
<td>74%</td>
</tr>
<tr>
<td>Girls</td>
<td>77%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
</tr>
<tr>
<td>12-13</td>
<td>66%</td>
</tr>
<tr>
<td>14-17</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Race/ethnicity</strong></td>
<td></td>
</tr>
<tr>
<td>White, Non-Hispanic</td>
<td>78%</td>
</tr>
<tr>
<td>Black, Non-Hispanic</td>
<td>75%</td>
</tr>
<tr>
<td>Hispanic (English- and Spanish-speaking)</td>
<td>68%</td>
</tr>
<tr>
<td><strong>Household income</strong></td>
<td></td>
</tr>
<tr>
<td>Less than $30,000/yr</td>
<td>59%</td>
</tr>
<tr>
<td>$30,000-$49,999</td>
<td>76%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>73%</td>
</tr>
<tr>
<td>$75,000+</td>
<td>67%</td>
</tr>
</tbody>
</table>

Pew Research Center's Internet & American Life Project, Teens and Mobile Phones Survey conducted from June 26 - September 24, 2009. N=800 teens ages 12-17 and the margin of error is ±4%.
Teen cell phone owners in the lowest household income category are most likely to use their handset to go online.

<table>
<thead>
<tr>
<th>Annual household income</th>
<th>Go online with cell phone</th>
<th>Computer in the home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $30,000</td>
<td>41%*</td>
<td>70%*</td>
</tr>
<tr>
<td>$30,000-49,999</td>
<td>27%</td>
<td>84%</td>
</tr>
<tr>
<td>$50,000-74,999</td>
<td>22%</td>
<td>93%</td>
</tr>
<tr>
<td>$75,000+</td>
<td>23%</td>
<td>97%</td>
</tr>
</tbody>
</table>

* significantly different than all other cells in the respective columns
Cell Phones help bridge the digital divide...

“44% African-American teens & 35% Hispanic teens use their cell phones to go online, compared with 21% of white teens.”

--Pew, Teen & Mobile Phones, 2010
mobile media consumption

MOBILE PHONE USE, AVERAGE TIME SPENT IN A TYPICAL DAY

TALKING
- CALLING MOM: 46 minutes
- BLACK: 37 minutes
- LATINO: 36 minutes
- ASIAN: 25 minutes
- WHITE

TEXTING
- BLACK: 42 minutes
- LATINO: 37 minutes
- ASIAN: 22 minutes
- WHITE

CONSUMING MEDIA
- BLACK: 28 minutes
- ASIAN: 11 minutes
- LATINO: 4 minutes
- WHITE: 26 minutes

-June 2011
mobile video

teens watch

7 hours 13 minutes of mobile video a month

compared to 4 hours 20 minutes for the general population

Nielson, 2011
a NEW object of desire
22% of teens own an a tablet PC

20% plan to purchase one in the next 6 months

- Piper Jaffray, Spring 2011
Teens text on phones more than they talk on phones.

Teens watch the most video on mobile devices & the least television.

Teens are eager adopters of new mobile ‘forms’.
The expectation is ubiquity.
EXPECTATIONS

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i ... hate ... you ... phone.