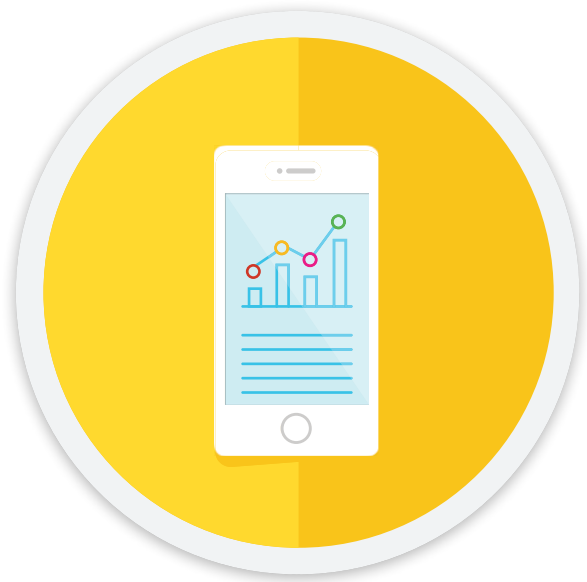


Teens & Mobile

Fact Sheet

Updated May 2015



Teens & Mobile

If you haven't already adopted a mobile-first strategy, now's the time. Here's why:

Mobile use among teens

Mobile and email

Mobile use by minorities

Mobile use by low-income households

Global use of mobile

Text messaging

Web browsing and college websites

Mobile use among teens

- Nearly 75% of teens have or have access to a smartphone. (Only 30% have a basic phone.)
[Source: Pew Research Center, 4/9/2015](#)
- 91% of teens go online from mobile devices.
[Source: Pew Research Center, 4/9/2015](#)
- 92% of teens, ages 13 to 17, report going online daily – including 24% who say they go online “almost constantly.”
[Source: Pew Research Center, 4/9/2015](#)
- Among these “mobile teens,” 94% go online daily or more often.
[Source: Pew Research Center, 4/9/2015](#)

Mobile and email

- Email is the top reported activity on smartphones, beating out phone calls.
[Source: My Emma](#)
- Two-thirds of seniors and parents said they check email at least once per day on a mobile device.
[Source: 2014 E-Expectations NL Report, 07/9/2014](#)
- 80% of mobile users scan, rather than read, their email.
[Source: My Emma](#)
- Mobile is the most preferred device for checking email during weekends.
[Source: Email Monks](#)
- Mobile clicks now account for almost 40% of all email clicks, a 10% increase year over year.
[Source: Yesmail Interactive Analysis, 4/8/2015](#)
- Click-to-open rate for mobile email jumped by 40% for marketers who use responsive design in all of their mailings, compared to those who use it in none of their campaigns.
[Source: Yesmail Interactive Analysis, 4/8/2015](#)
- 79% of smartphone users have their device on them for all but two hours every waking day.
[Source: Yesmail Interactive Analysis, 4/8/2015](#)

Mobile use by minorities

- African-American teens are the most likely of any group of teens to have a smartphone, with 85% having access to one, compared with 71% of both white and Hispanic teens.
[Source: Pew Research Center, 4/9/2015](#)
- Hispanic youth report more frequent Internet use than white teens. 32% of Hispanic teens report going online “almost constantly,” while 19% of white teens go online that often.
[Source: Pew Research Center, 4/9/2015](#)
- Among Hispanics, smartphone penetration hit 87% and tablet penetration hit 60%.
[Source: eMarketer, 10/14/2013](#)

Mobile use by low-income households

- Kids aged 12 to 17 who live in lower-income and lower-education households are still somewhat less likely to use the Internet, mobile or wired. However, they're just as likely, and in some cases more likely, than those living in higher income and more highly educated households to use their cell phone as a primary point of access.

[Source: Eweek, 03/13/2013](#)

- 59% of households that make under \$30k per year have no in-home Internet access. If content is not available or accessible on mobile, that content may as well not exist for them.

[Source: UX Magazine, 10/11/2013](#)

Global use of mobile

- 89% of China's population aged 16 and above are mobile phone users; 66% of those have a smartphone.

[Source: StaticShift, 05/11/2014](#)

- 99% of South Korea's population aged 16 and above are mobile phone users; 67% of those have a smartphone.

[Source: StaticShift, 05/11/2014](#)

Text messaging

- Seniors showed a significant decline in their willingness to receive text messages from campuses.

[Source: 2014 E-Expectations NL Report, 07/9/2014](#)

- Among those who said they did not want to receive texts from colleges, 59 percent of seniors and 55 percent of parents said they didn't want to be bothered with commercial/ad texts.

[Source: 2014 E-Expectations NL Report, 07/9/2014](#)

Web browsing and college websites

- 97% of students have visited a school's website on a mobile browser.

[Source: 2014 Social Admissions Report by Chegg, Zinch, and Uversity, 4/5/2014](#)

- Nearly two-thirds said the experience was "just OK" or "challenging."

[Source: 2014 E-Expectations NL Report, 07/9/2014](#)

Find out more about how we can help.

Fire Engine RED can help strengthen your recruitment and marketing efforts for today's increasingly mobile-connected world. Find out how we can put our expertise in reaching mobile-obsessed teens to work for you!

Ready to learn more?

LET'S TALK

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