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## Mobile Web Statistics

Mobile is a rapidly developing sector. According to projections, mobile internet usage will overtake desktop usage before 2014. In preparation, The Envelope Printery can help your company develop new mobile commerce platforms, strategies, and marketing efforts.

### Facts and Figures

The mobile phone may be the most prolific consumer product ever invented...

- 1.08 Billion Smart phones worldwide
- By 2014, mobile internet should overtake desktop usage
- One half of all local searches are performed on mobile devices
- 86% of mobile internet users are using their device while watching TV
- 29% of mobile users are open to scanning a mobile tag to get a coupon.
- On average Americans spend 2.7 hours per day socializing on a mobile device
- 91% of mobile internet access is to socialize
- Over 1/3 of Facebook's 600 million+ user base users Facebook Mobile
- 200 million+ YouTube views occur on mobile devices per day
- Women aged 35-54 are the most active group in mobile socializing

### Mobile Touch Websites

Because it is a highly personal communications tool, the mobile web is the most effective way to present relevant information to users on the go.

