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## Novarra Report Identifies Demographics, Habits

By Andrew Berg

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Novarra, developer of carrier-based mobile browsers and platforms, today released its Mobile Internet Experience Update, a report that tracks the mobile Web usage habits of certain demographics.

The report profiled five categories of users, including The Business Pro, The Multitasking Parent, The Mobile Millennial, The Connected Kid and The Frugal Fanatic.

The report found that Multitasking Parents (preferred device: LG Cookie or Chocolate) and Mobile Millennials (preferred device: iPhone or G1) generated nearly two-thirds of mobile Web browsing sessions.

Each profile was identified by that user type's lifestyle, preferred device and common usage habits. For example, The Business Pro's preferred devices are BlackBerry and Palm and favorite features and uses are identified as e-mail, Web browsing and news headlines. The intent of the report is to understand mobile Web usage and behaviors on the basis of broadly defined demographics.

The data was gathered "through global usage data aggregated and extrapolated from live deployments" of Novarra products.

Novarra said the report will be an ongoing project with successive issues to be released that will "identify and highlight new and emerging trends as well as other aspects of mobile Internet behavior and usage."

Connected Kids, a group the report identifies as having less capable phones such as the Sony Ericsson Walkman or Samsung Propel, and Mobile Millennials were the top users of mobile social networking. Adult categories such as the Multitasking Parent and the Business Pro tended to use the mobile Web more for utilitarian purposes, whereas younger categories tend to use the mobile Web for entertainment.

"It is critical for mobile operators, handset manufacturers and Internet brands to understand, for instance, how up-market business users vary from tech-savvy kids, always-connected young adults or budget-conscious consumers in order to provide a satisfying mobile Internet experience," said Scott Cotter, senior director of marketing for Novarra, in a press release.