

[>> Download this market research report on Reportlinker.com](#)

Men Online

Published on January 2009

Report Summary

Countries covered: United States

US men are the minority online. Currently, 96 million males are Internet users, compared with 103 million females. eMarketer estimates that the number of men online will reach 106 million in 2013 but remain the minority.

The Men Online report analyzes the demographics and behavior of this large, but often overlooked, segment of Internet users.

Gender, even more than race or ethnicity, is a distinguishing factor of Internet use, informing online behavior and attitudes.

Online, men visit more sites and stay longer than females. They are search engine users and participate in all forms of social media, particularly videos. In addition, they are more mobile-avid users of laptops, wireless broadband connections and mobile phones.

For men, online shopping behavior is more goal-oriented, much like offline trips to a store. But they are not as bothered by sites cluttered with ads and do not abandon them as quickly as women do.

Key questions the 'Men Online' report answers:

How many men are online'

How does men's Internet use differ from women's'

Which generation of men has the highest Internet penetration'

How do men use mobile phones'

And many others'

Table of Content

Executive Summary

US Internet Users, by Gender, 2008-2013 (millions and % of total)

Key Questions

The eMarketer View

Demographic Dynamics

US Male Population, 2008-2013 (millions and % of total)

US Male Population, by Age, 2008-2013 (% of total)

Internet Users and Usage

US Internet Users, by Gender, 2008-2013 (millions and % of total)

US Male Internet Users, by Age, January 2009 (thousands and % of total)

Average Web Usage Among US Active Internet Users, by Gender, November 2008

Frequency of Internet Usage by US Adults, by Gender, December 2008 (% of respondents)

US Adults Who Go Online More Than One Hour per Day, by Gender, December 2007 & December 2008 (% of respondents in each group)

US Adults with Home Broadband Access, by Gender, 2005-2008 (% of respondents in each group)

Ownership of Select Technologies by US Households, by Household Type, December 2007-January 2008 (% of respondents in each group)

Online Activities and Behavior

US Internet Users Who Use E-Mail and IM, by Gender, November 2008 (% of respondents)

US Search Engine Users*, by Gender, April-May 2008 (% of respondents in each group)

Media that Trigger Online Searches for Products/Services According to US Internet Users, by Gender, December 2008 (% of respondents in each group)

Social Media

Web 2.0 Activities of US Male Internet Users, May 2008 (% of respondents)

Frequency of Social Media* Usage Among US Adult Internet Users, by Gender, September 2008 (% of respondents in each group)

Frequency with Which Adult Social Media* Users Interact with Companies via Social Media, by Gender, September 2008 (% of respondents in each group)

US Adult Social Media* Users Who Feel Better About Companies and Brands via Social Media Interactions, by Gender, September 2008 (% of respondents in each group)

Video

Time Spent Watching Professionally Produced Online Videos by US Internet Users, by Gender, October-November 2008 (hours per week)

Top 10 Online Video Content Preferences of US Male Internet Users Ages 18-34, Q2 2008

Video Gaming

US Adults Who Play Video Games*, by Gender, October-December 2007 (% of respondents in each group)

US Next-Generation Video Game Console Usage, by Age and Gender, December 2008

Video Game Platforms Played by US Teen Consumers, by Gender, November 2007-February 2008 (% of respondents in each group)

Shopping Online

Leading Categories US Male Internet Users Have Purchased Online in the Past Year, November 2008 (% of respondents)

Reasons that US Internet Users Prefer to Purchase Online vs. in a Store, by Gender, October 2008 (% of respondents)

Leading Online Shopping Concerns Among US Adult Internet Users, by Gender, August 2008 (% of respondents)

Privacy Concerns Related to Personalized Online Recommendations According to US Online Buyers, by Gender, April 2008 (% of respondents in each group)

Attitudes Toward Online Advertising

Attitudes of US E-Mail Users* Toward Saving E-Mail Sent by Companies, by Gender, October 2008 (% of respondents in each group)

US Internet Users Who Abandon Websites that Appear Cluttered with Ads, by Gender, November 2008 (% of respondents in each group)

US Internet Users Who Say Ad Clutter Negatively Impacts Advertiser Favorability, by Gender, November 2008 (% of respondents in each group)

US Internet Users Who Abandon Websites that Appear Cluttered with Ads, by Age and Gender, November 2008 (% of respondents in each group)

Men Are More Mobile

Consumer Electronics Owned by US Adult Internet Users, by Gender, April 2008 (% of respondents in each group)

Changes that US Consumers Made to Their TV Spending Habits due to the Economy, by Age and Gender, November-December 2008 (% of respondents)

Mobile Phone Ownership Among US Consumers, November 2008 & March 2009 (% of respondents)

Mobile Phone Ownership Among US Consumers, November 2008 & March 2009 (% of respondents)

US Mobile Phone Users Who Have Used Text Messaging, by Gender and Age, Q4 2008 (% of respondents in each group)

US Mobile Phone Users Who Recall Viewing Mobile Advertising, by Gender, Q4 2008 (% of respondents in each group)

US Mobile Phone Users Who Have Responded to Mobile Advertising, by Gender, Q4 2008 (% of respondents in each group)

US TV, Online Video and Mobile Video Viewers, by Age and Gender, Q4 2008 (% of total)

Time Spent Watching Online Video on Mobile Phone by US Internet Users, by Gender, October-November 2008 (minutes per day)

Conclusion

Endnotes

100444

Average Web Usage Among US Active Internet Users, by Gender, November 2008

Related Information and Links

Related Links

Contact

Report Contributors

Fax Order Form

To place an order via fax simply print this form, fill in the information below and fax the completed form to **(805) 617 17 93** . If you have any questions please visit <http://www.reportlinker.com/notify/contact>

Order Information

Please verify that the product information is correct and select the format(s) you require.

[Men Online](#)

Product Formats

Please select the product formats and the quantity you require.

Digital Copy -- USD 695.00 Quantity: _____

Contact Information

Please enter all the information below in **BLOCK CAPITALS**

Title: Mr Mrs Dr Miss Ms Prof

First Name: _____ Last Name: _____

Email Address: _____

Job Title: _____

Organization: _____

Address: _____

City: _____

Postal / Zip Code: _____

Country: _____

Phone Number: _____

Fax Number: _____

Payment Information

Please indicate the payment method, you would like to use by selecting the appropriate box.

Payment by credit card Card Number: _____

Expiry Date _____ / _____

CVV Number _____

Card Type (ex: Visa, Amex...) _____

Payment by wire transfer Crédit Mutuel

RIB : 10278 07314 00020257701 78

BIC : CMCIFR2A

IBAN : FR76 1027 8073 1400 0202 5770 178

Payment by check UBIQUICK SAS
16 rue Grenette – 69002 LYON, FRANCE

Customer signature:

Please note that by ordering from Reportlinker you are agreeing to our Terms and Conditions at

<http://www.reportlinker.com/index/terms>

Please fax this form to

(805) 617 17 93