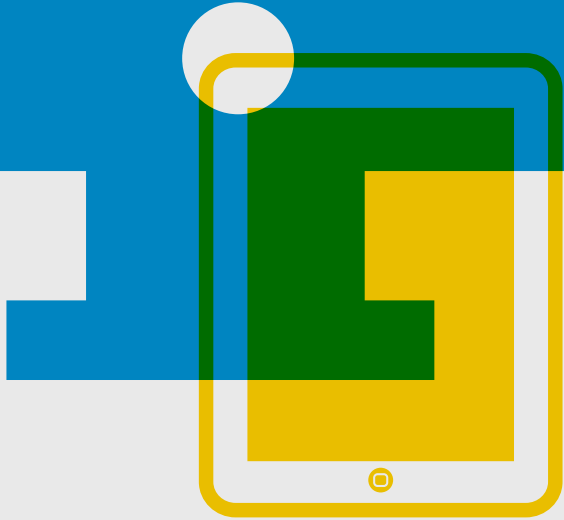


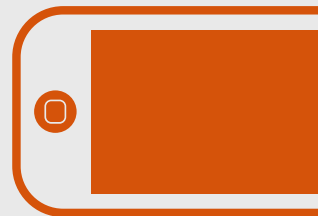


# The Multi-Screen Landscape

A closer look at device usage – from browsing to buying, how are we using our online devices?



We asked 1,000 respondents in the US, UK, France, Germany, Australia and Singapore for their opinions about device usage and Internet access - here are the results...



**Toluna** 

In touch with people

[www.toluna-group.com](http://www.toluna-group.com)

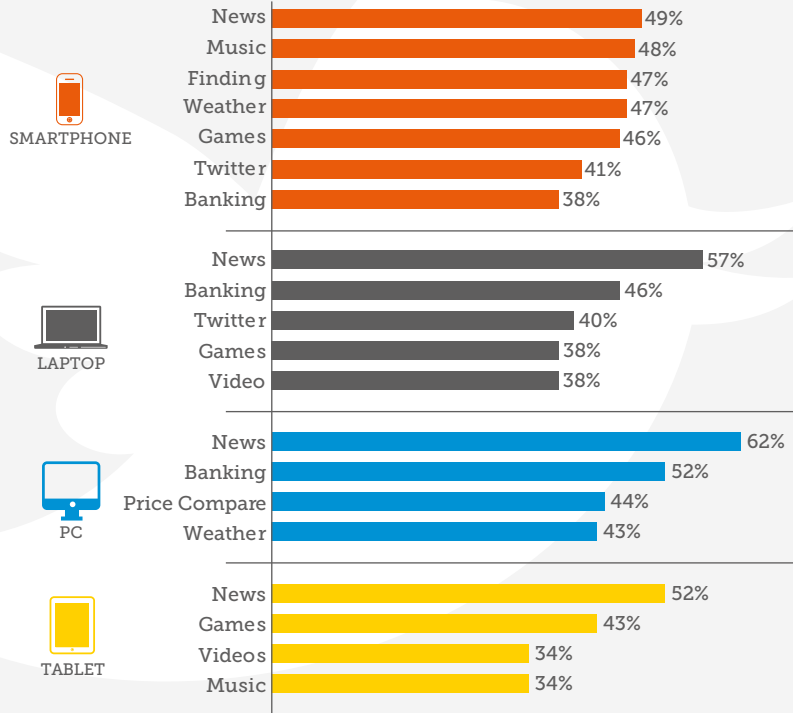
# Rise of smartphone addiction leads to love-hate relationship for US consumers



## The Multi-Screen Landscape

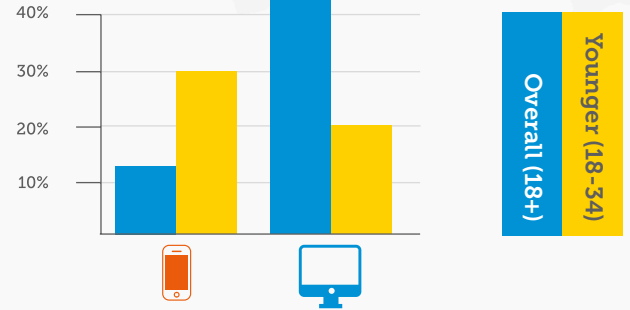
Recently, Toluna ran a Toluna Omnibus™ study asking 1,000 respondents in the US, UK, France, Germany, Australia and Singapore for their opinions about device usage and Internet access. [Click here to view global data.](#)

### How are people in the US using devices?

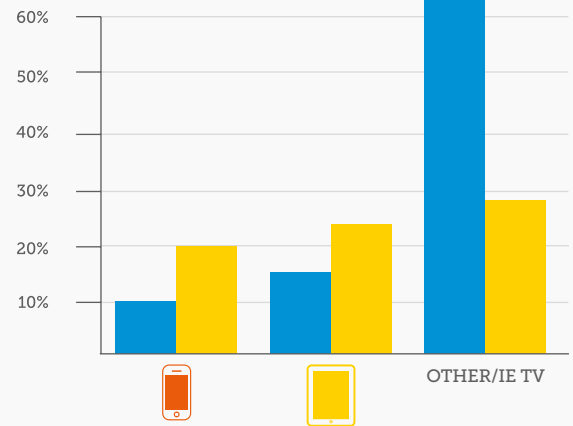


### Which device are you most likely to use for the following activities?

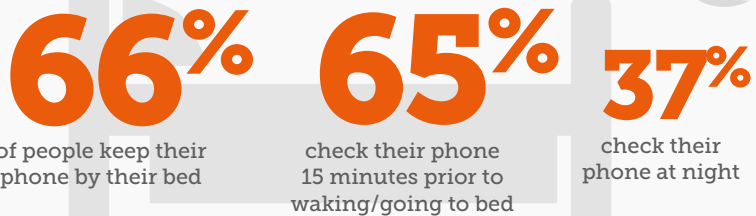
#### Browsing the internet



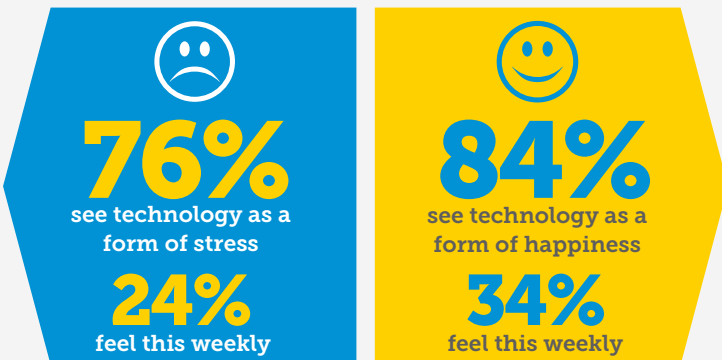
#### Accessing Video/TV



### We're 'always on'

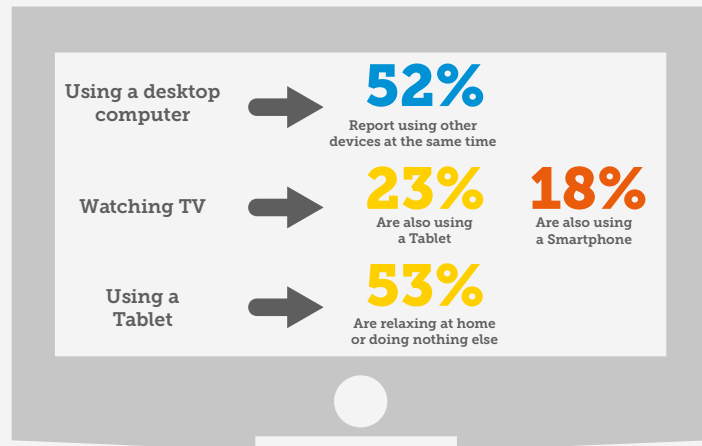


### More happy than stressed



### Do you find yourself using multiple screens?

What devices lend themselves to multitasking, and what devices are used?



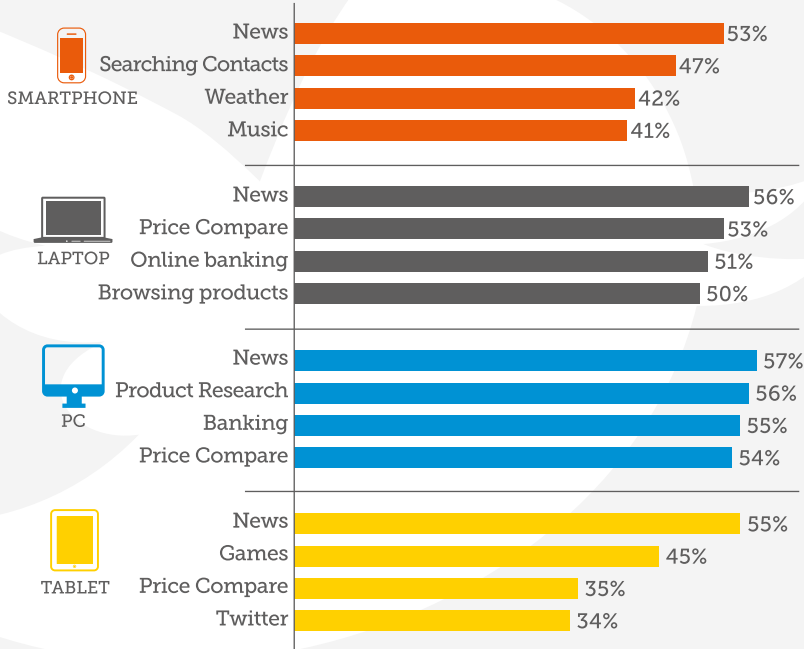
# Over two-thirds of UK smartphone users check their device before getting up in the morning – and more information about device usage



## The Multi-Screen Landscape

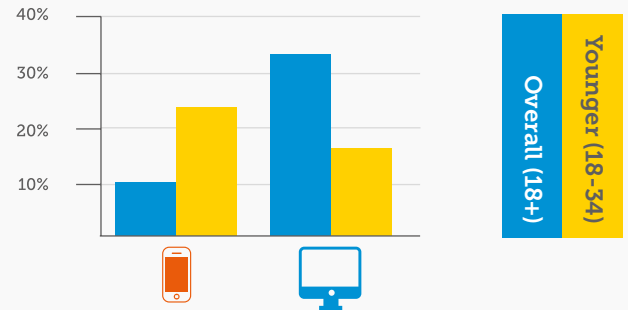
Recently, Toluna ran a Toluna Omnibus™ study asking 1,000 respondents in the US, UK, France, Germany, Australia and Singapore for their opinions about device usage and Internet access. [Click here to view global data.](#)

### How are people in the UK using devices?

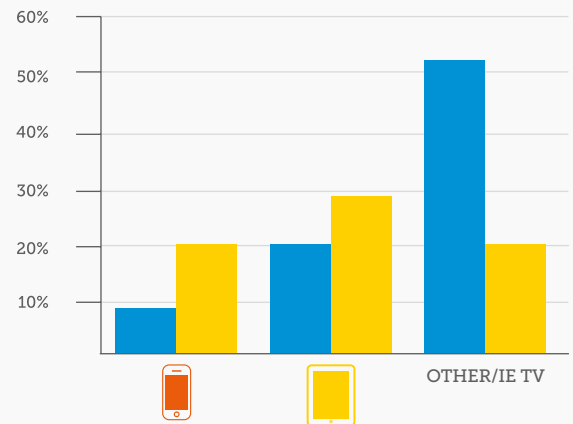


### Which device are you most likely to use for the following activities?

#### Browsing the internet



#### Accessing Video/TV



We're 'always on' – Brits even more so than US – especially when you see how they check email before bed!

**66%** of people keep their phone by their bed

**70%** check their phone 15 minutes prior to waking/going to bed

**32%** check their phone at night

### More happy than stressed

**77%** see technology as a form of stress

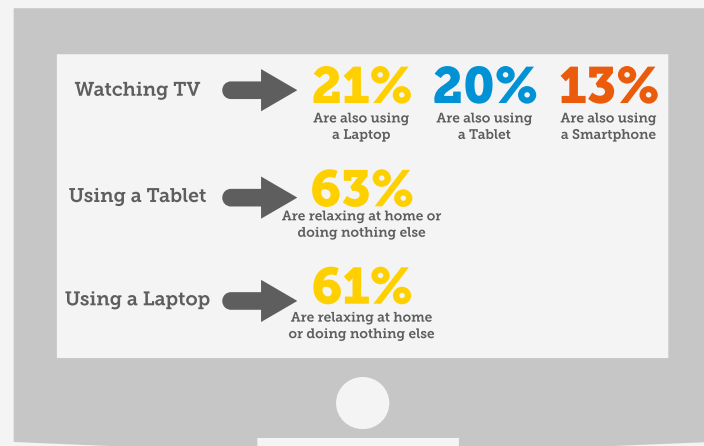
**21%** feel this weekly

**85%** see technology as a form of happiness

**39%** feel this weekly

### Do you find yourself using multiple screens?

What devices lend themselves to multitasking, and what devices are used?



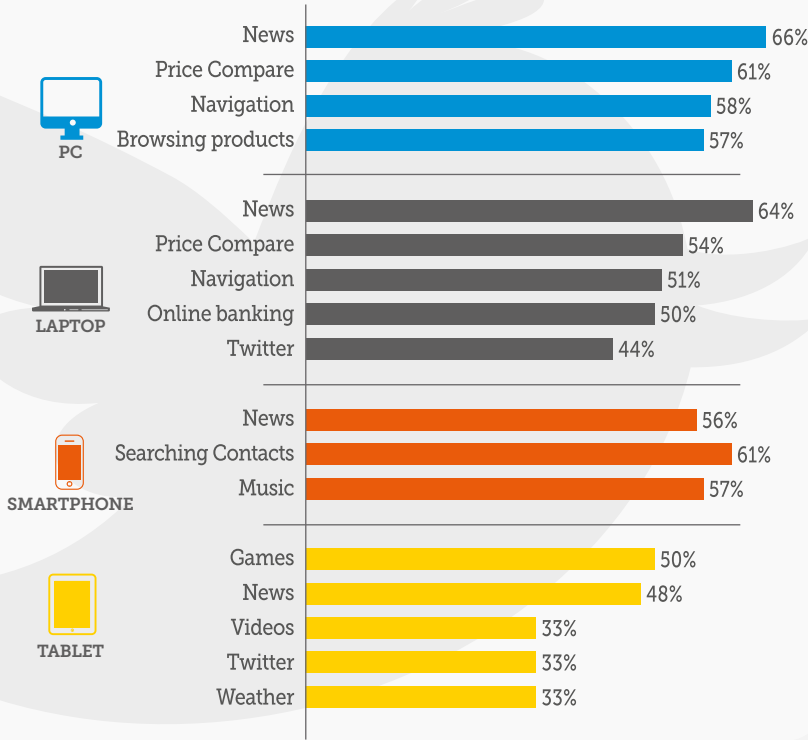
# The Multi-Screen Landscape



A closer look at device usage in France – from browsing to buying, how are we using our online devices?

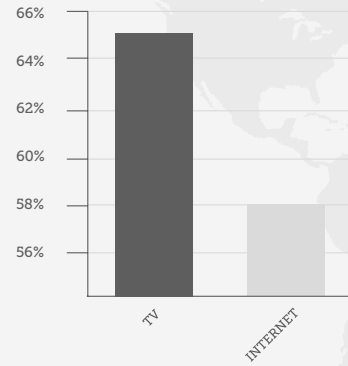
Recently, Toluna ran a Toluna Omnibus™ study asking 1,000 respondents in the US, UK, France, Germany, Australia and Singapore for their opinions about device usage and Internet access. [Click here to view global data.](#)

## How are people in France using devices?



## TV remains the most common form of media interaction

% of people that spend 3+ hours on...



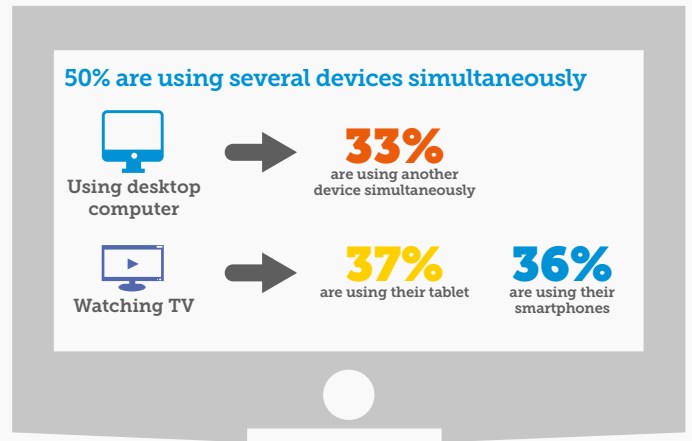
### INSIGHT:

TV viewers – 46% report seeing more than 20 ads/day.

Of those that spend 3+ hours online/day 43% see more than 20 ads/day.

## Do you find yourself using multiple screens?

What devices lend themselves to multitasking, and what devices are used?



French people understand that they need to logoff at night!

**51%**

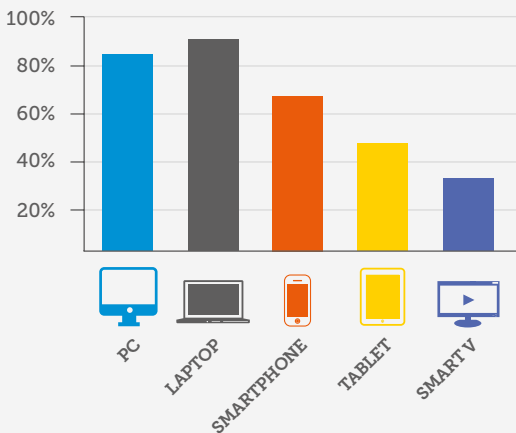
of people keep their phone by their bed, against 80% of people under 35

**9%**

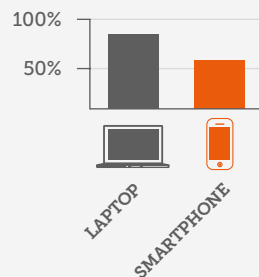
check their phone at night

## Laptops and computers are the devices most likely to be used to access the Internet

Devices Used to Access the Internet



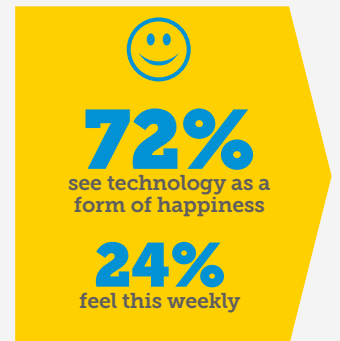
Daily



### INSIGHT:

The gap is even bigger when looking at daily usage.

## Source of stress and happiness



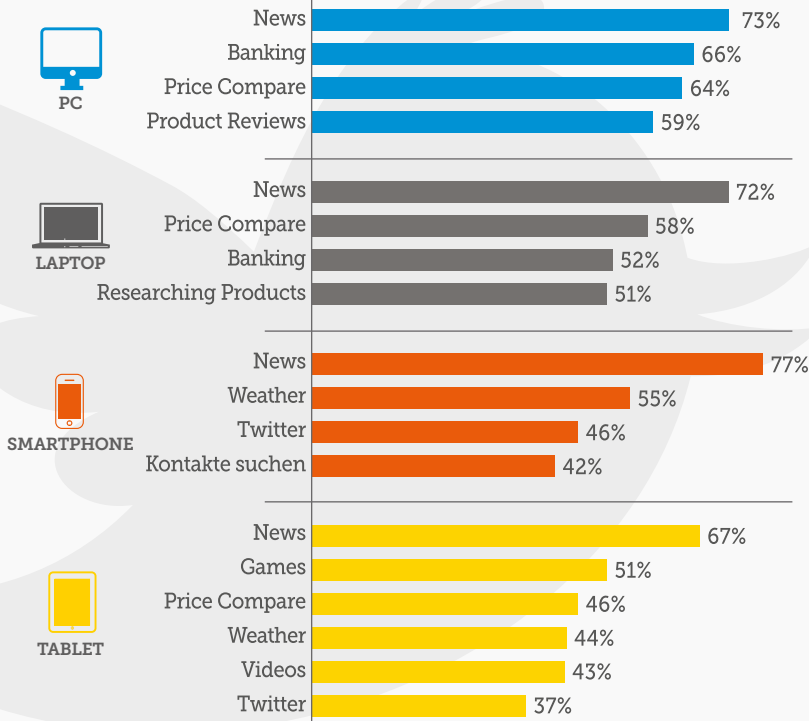
# The Multi-Screen Landscape



A closer look at device usage in Germany – from browsing to buying, how are we using our online devices?

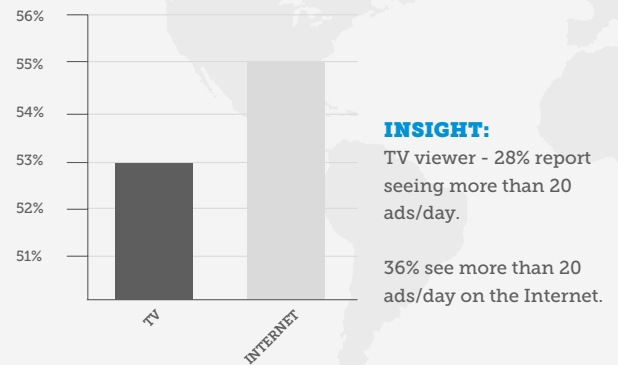
Recently, Toluna ran a Toluna Omnibus™ study asking 1,000 respondents in the US, UK, France, Germany, Australia and Singapore for their opinions about device usage and Internet access. [Click here to view global data.](#)

## How are people in Germany using devices?

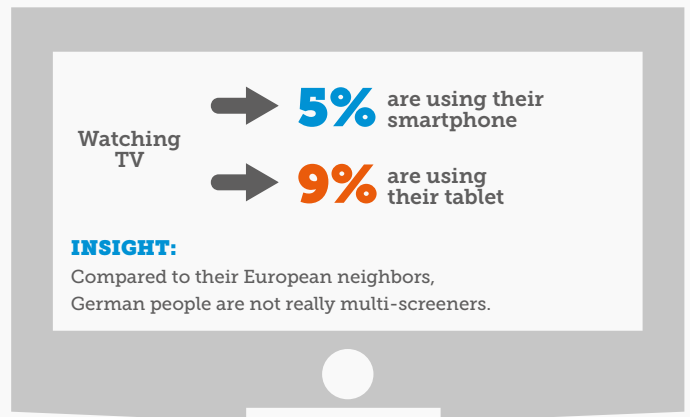


## The Internet has become the most common form of media interaction

% of people that spend 3+ hours on...



## Do you find yourself using multiple screens?



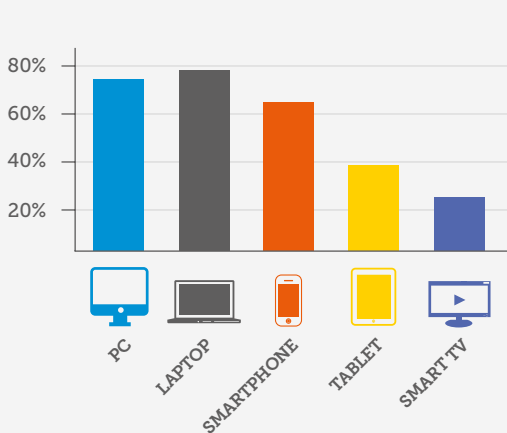
## German people like to logoff at night!

**47%** of people keep their phone by their bed

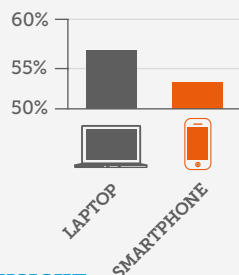
**18%** check phone at night

## Computers remain the most common devices on which to access the Internet.

Devices used to access the Internet



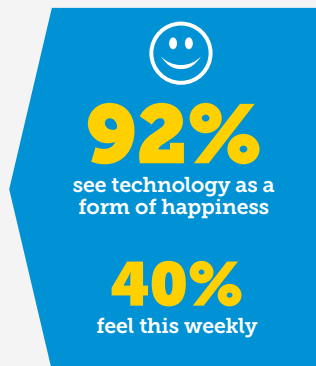
Daily



**INSIGHT:**

Interestingly, when looking at daily usage, we notice that the gap is reducing. German people use more and more their smartphone to access the Internet.

## More happy than stressed

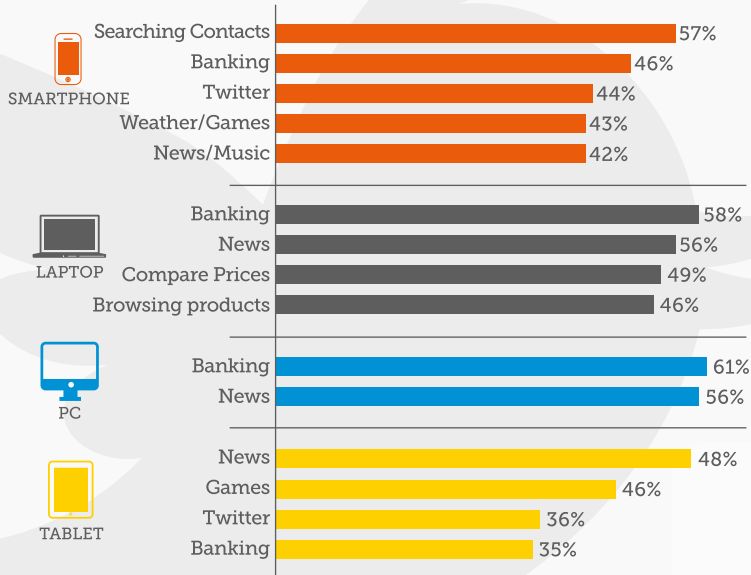


# Smartphones first: 69% of Aussies check their Smartphone upon waking up



Recently, Toluna ran a Toluna Omnibus™ study asking 1,000 respondents in the US, UK, France, Germany, Australia and Singapore for their opinions about device usage and Internet access. [Click here to view global data.](#)

## How are people in Australia using devices?

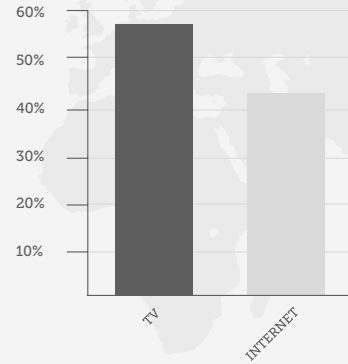


### INSIGHT:

Australians use smartphones primarily to search for contacts, which is different from all other countries!

## Watching TV is still the most favorite activity for Australia!

% of people that spend 3+ hours on...



### INSIGHT:

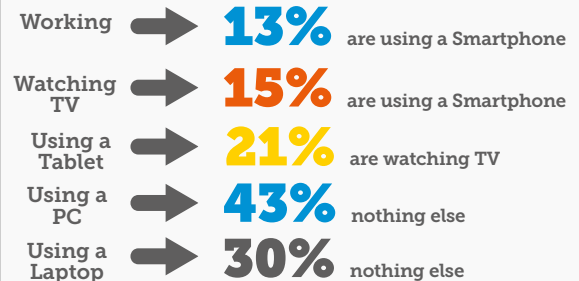
39% report seeing more than 20 ads/day (TV).

29% see more than 20 ads/day (Internet).

## Do you find yourself using multiple screens?

What devices lend themselves to multitasking, and what devices are used?

PC & Laptops have the highest level of engagement.



## Australians are addicted to phones as well!

**62%**

of people keep their phone by their bed

**69%**

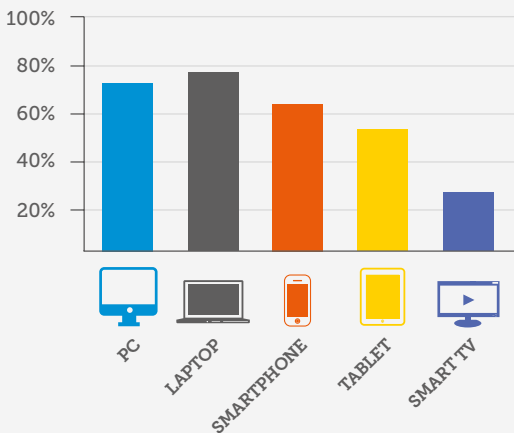
check their phone 15 minutes prior to waking/going to bed

**29%**

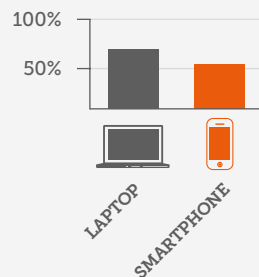
check their phone at night

## Smartphones are the device most likely to be used to access the Internet

Devices Used to Access the Internet

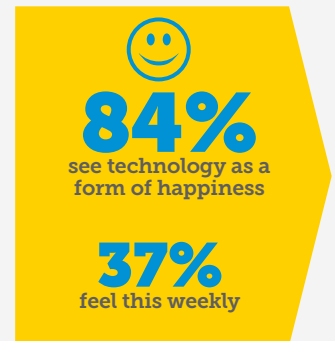


Daily



### INSIGHT:

Interestingly, when looking at how often the devices are used, the gap between Laptop and Smartphone is smaller.

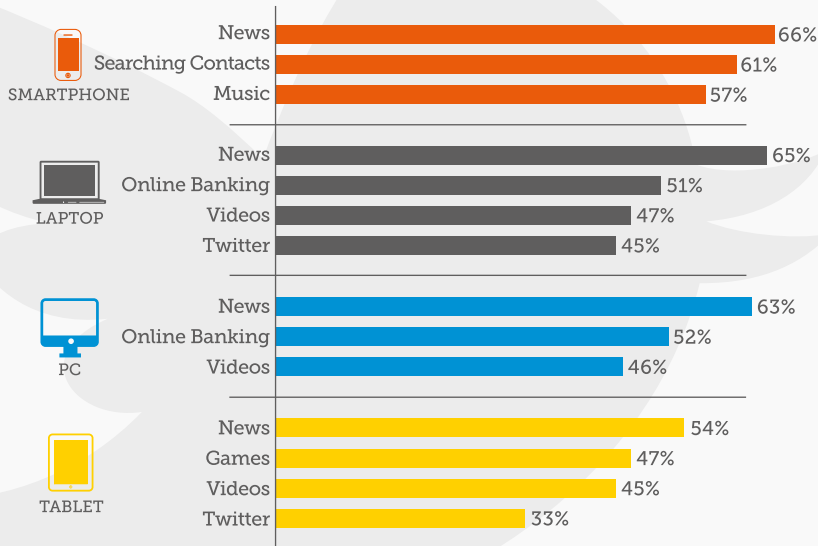


# Sleepless without smartphones - Singapore consumers are 'always on'



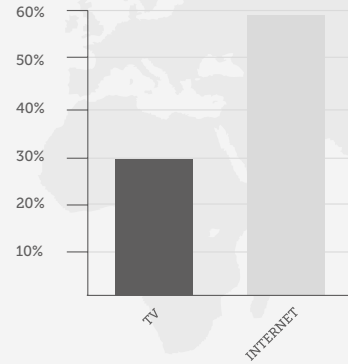
Recently, Toluna ran a Toluna Omnibus™ study asking 1,000 respondents in the US, UK, France, Germany, Australia and 500 respondents in Singapore for their opinions about device usage and Internet access. [Click here to view global data.](#)

## How are people in Singapore using devices?



## More people are online than watching TV!

% of people that spend 3+ hours on...

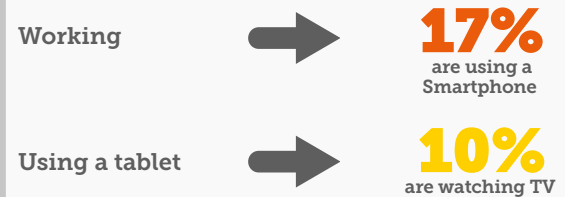


**INSIGHT:**  
12% report seeing more than 20 ads/day (TV).  
31% see more than 20 ads/day (Internet).

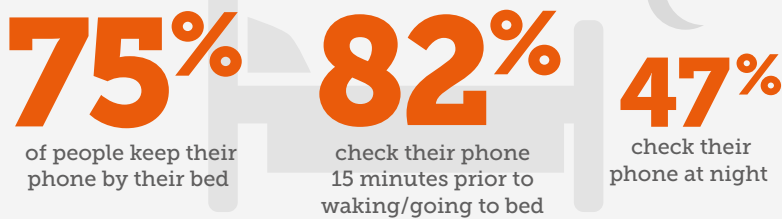
## Do you find yourself using multiple screens?

What devices lend themselves to multitasking, and what devices are used?

73% of respondents report using other devices at the same time

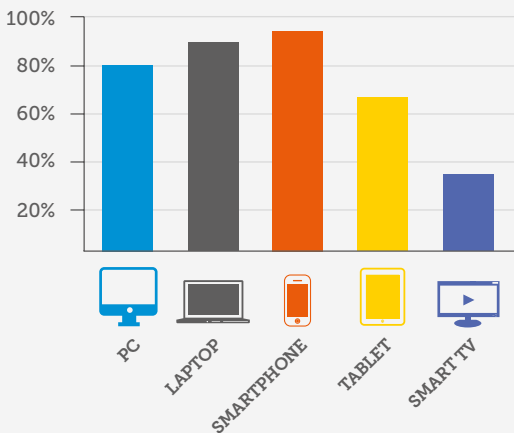


## Singaporeans are the most plugged in!

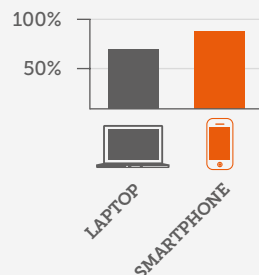


## Smartphones are the device most likely to be used to access the Internet

Devices Used to Access the Internet



Daily



**INSIGHT:**  
In Singapore Smartphones are more likely to be on.

