

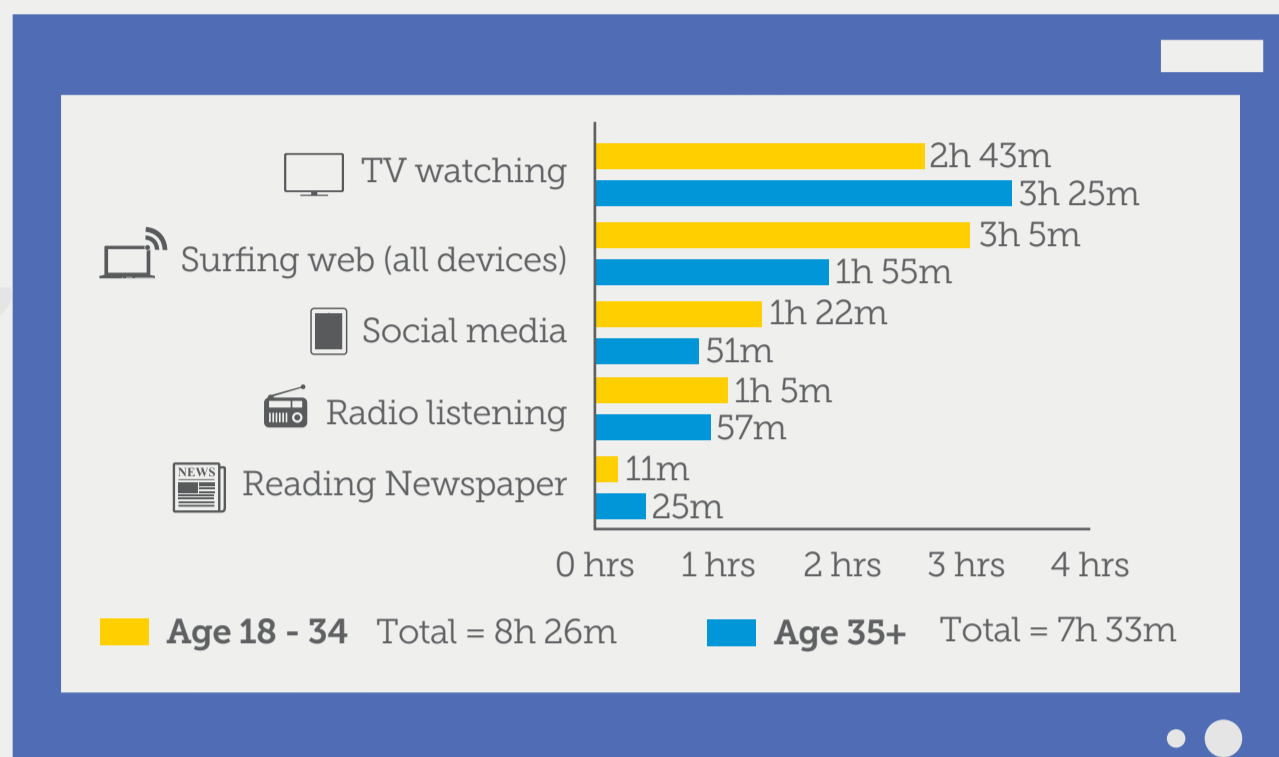
Digital Addiction to Technology and Media Consumption and what it means for Marketers



People are using their smartphones more and more often, and a love hate relationship is developing into addiction and behaviour changes. We undertook a study to better understand resulting changes in media consumption.

Using Toluna QuickSurveys™, our DIY web-based survey tool, we received data within hours and used 'Ask the Nation' to weight by age, gender, region and income to match the population.

A generational snapshot of how people consume media



When we look at media usage, its clear that it differs mainly by age, not gender.

And... what they're using their pc/smartphones for differs as well.

Via Smartphone

- Accessing social media
- Reading the news
- Watching video clips
- Banking
- Listening to music
- Searching contact details
- Playing games
- Checking the weather
- Navigation

Via PC/ Laptop

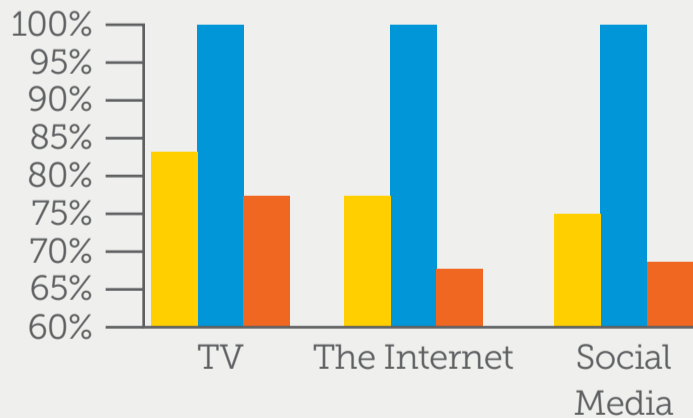
- Accessing social media
- Reading the news
- Watching video clips
- Banking
- Listening to music
- Searching contact details
- Surfing the internet
- Watching TV/ film

Age 18 - 34

Both

Age 35+

Advertising Recognition Varies



Interestingly, when we look at the impact of advertising, younger people are less susceptible to advertising and this correlates to the behaviour seen by 'The Addicts' as well.

Age 18 - 34
Age 35+
The Addicts

Technology is an addiction for the younger generation



Age 18 - 34

30.0%

Potentially addicted

Age 35 - 54

18.9%

Potentially addicted

Age 55+

8.6%

Potentially addicted

Survey included addiction battery created by psychologists at East Carolina University. The battery is a combination of attitudinal and behavioural indicators.

Powered by

Toluna
QuickSurveys™

This study fielded on March 4 in the US to 1000 respondents and data was weighted based on age, gender, and region to mirror the population.