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.

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.

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

### A generational snapshot of how people consume media

![Media Consumption Graph]

<table>
<thead>
<tr>
<th>TV watching</th>
<th>Surfing web (all devices)</th>
<th>Social media</th>
<th>Radio listening</th>
<th>Reading Newspaper</th>
</tr>
</thead>
<tbody>
<tr>
<td>2h 43m</td>
<td>3h 25m</td>
<td>1h 55m</td>
<td>1h 25m</td>
<td>1h 5m</td>
</tr>
<tr>
<td>3h 5m</td>
<td>3h 25m</td>
<td>1h 55m</td>
<td>1h 25m</td>
<td>1h 5m</td>
</tr>
<tr>
<td>0 hrs</td>
<td>1 hr</td>
<td>2 hrs</td>
<td>3 hrs</td>
<td>4 hrs</td>
</tr>
</tbody>
</table>

**Age 18 - 34**: Total = 8h 26m  
**Age 35+**: Total = 7h 33m

### Advertising Recognition Varies

![Advertising Recognition Graph]

- **TV**: Age 18 - 34: 18.9%  
  - Age 35+: 21.7%

- **The Internet**: Age 18 - 34: 8.6%  
  - Age 35+: 7.8%

- **Social Media**: Age 18 - 34: 30.0%  
  - Age 35+: 23.6%

**Both**: Age 18 - 34: 7.4%  
**The Addicts**: Age 18 - 34: 11.8%  
**Age 35+**:

### Technology is an addiction for the younger generation

<table>
<thead>
<tr>
<th>Age 18 - 34</th>
<th>Age 35 - 54</th>
<th>Age 55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>30.0%</td>
<td>18.9%</td>
<td>8.6%</td>
</tr>
</tbody>
</table>

Potentially addicted

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