

2012 Online User Behavior and Engagement Study

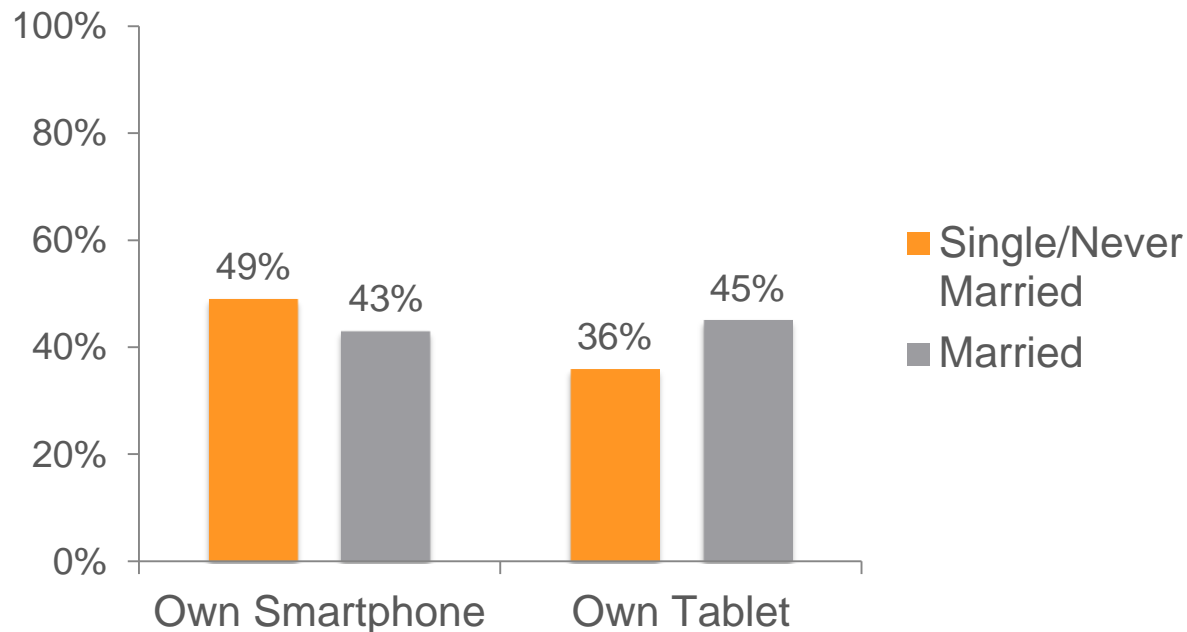
The Search Agency



Mobile Device Use

Question: Which of the following types of mobile devices, if any, do you own and use?

- More single/never married people own a smartphone than married respondents BUT more married people own tablets than single/never married people

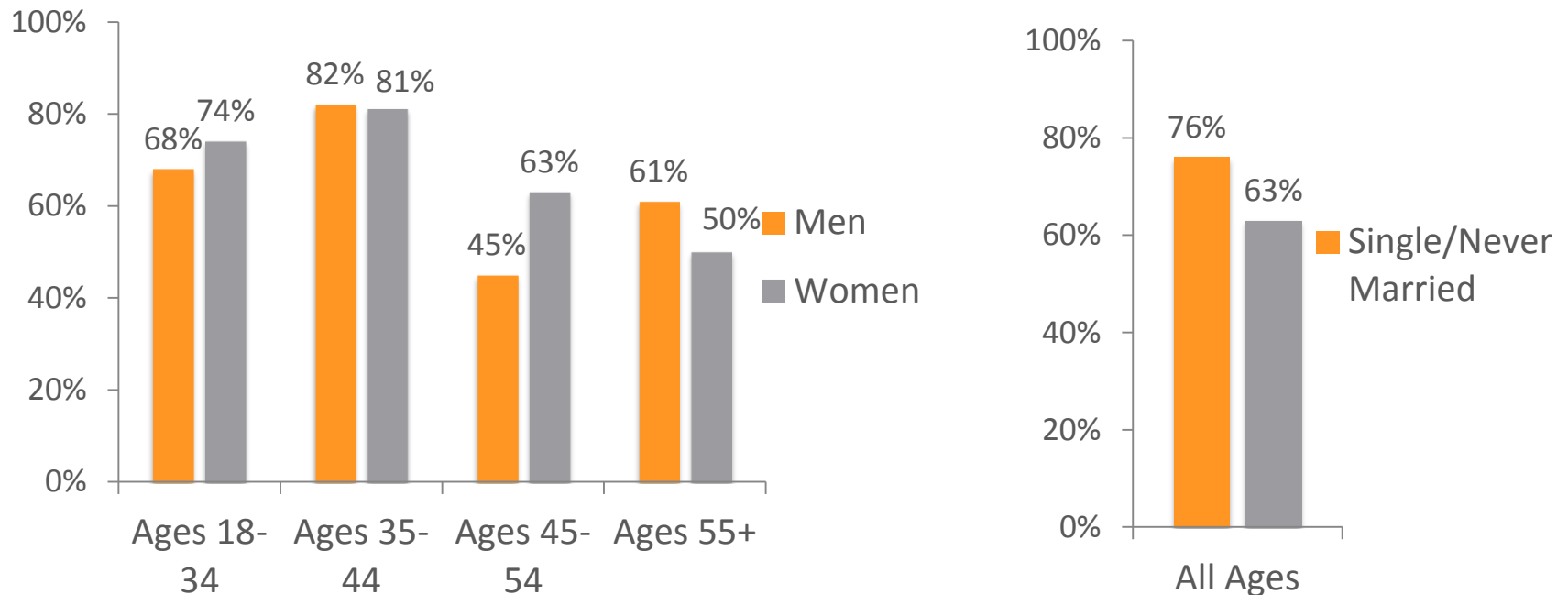


Tablet Use

Question: When I see a product I am interested in on TV, I use my tablet to get more information?

- *69% of tablet owners agree (and 78% will also turn to their computer)*

Men vs. Women & Single vs. Married Individuals

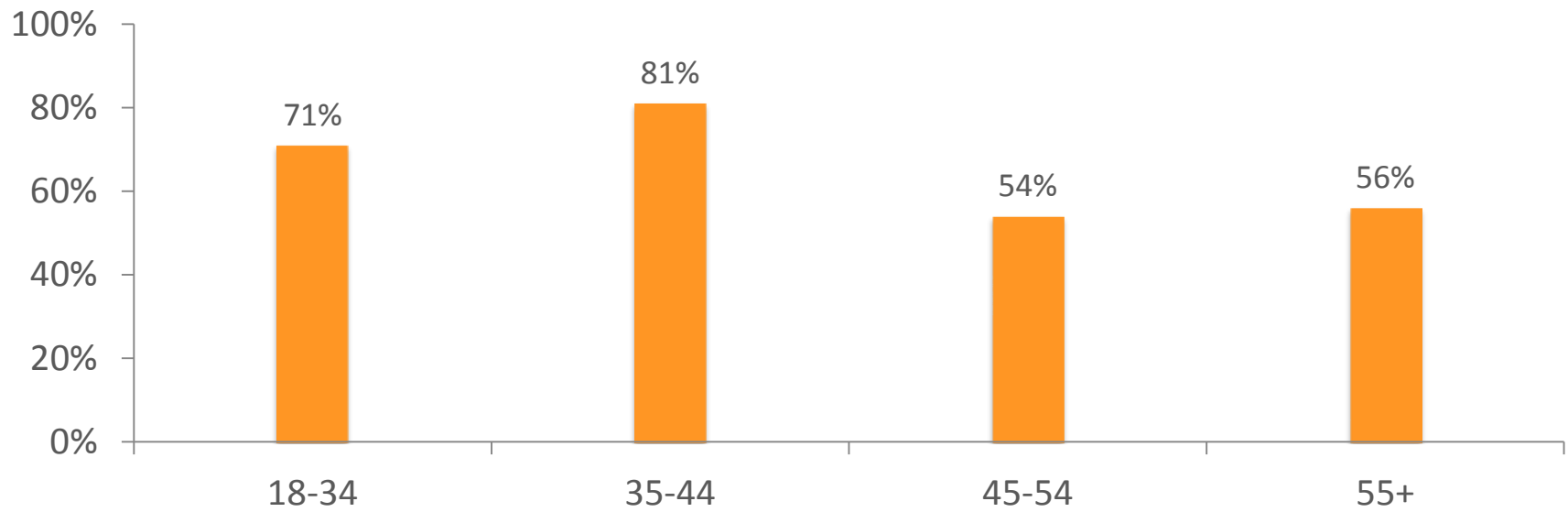


Tablet Use

Question: When I see a product I am interested in on TV, I use my tablet to get more information

- *69% of tablet owners agree (and 78% will also turn to their computers)*

Difference in Tablet Use by Age



Mobile, Computer, Tablet Preference

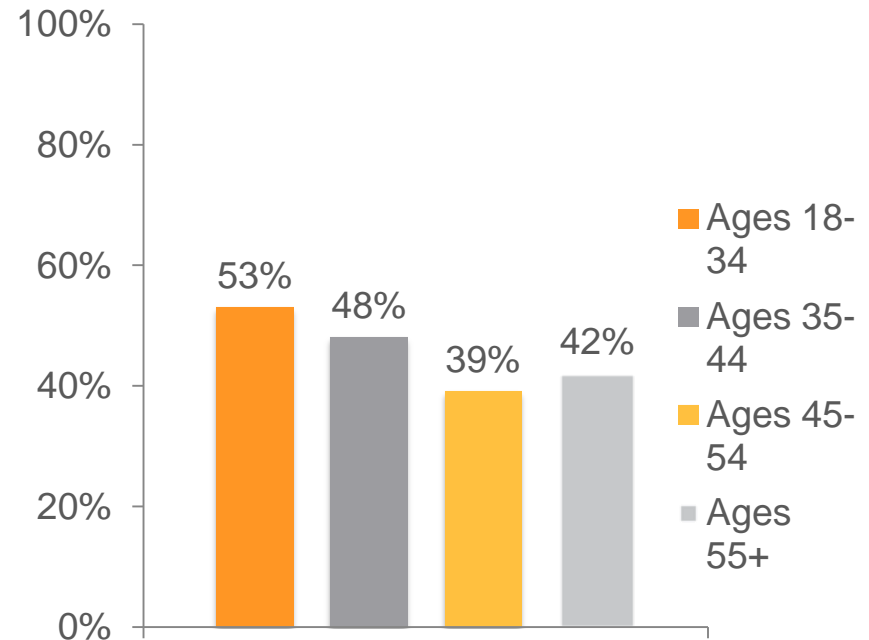
Question: Preference for mobile, computer, tablet: Who is more apt to use “two screens” (smartphone, tablet)?

- While more people in the 18-34 age range *own* tablets, more people in the 35-44 range use their tablets as a “second screen”
- Similarly, more people in the 45-54 age range *own* tablets than those 55+, but the 55+ age group uses tablets as a “second screen” more frequently
- **Overall:** Majority of people (**59%**) are turning to their smartphones when they have a computer at arms length, even more so among younger demographics (**74%** of those 18-34)

Purchasing Habits

Question: I am more likely to purchase something online during the day than during the night.

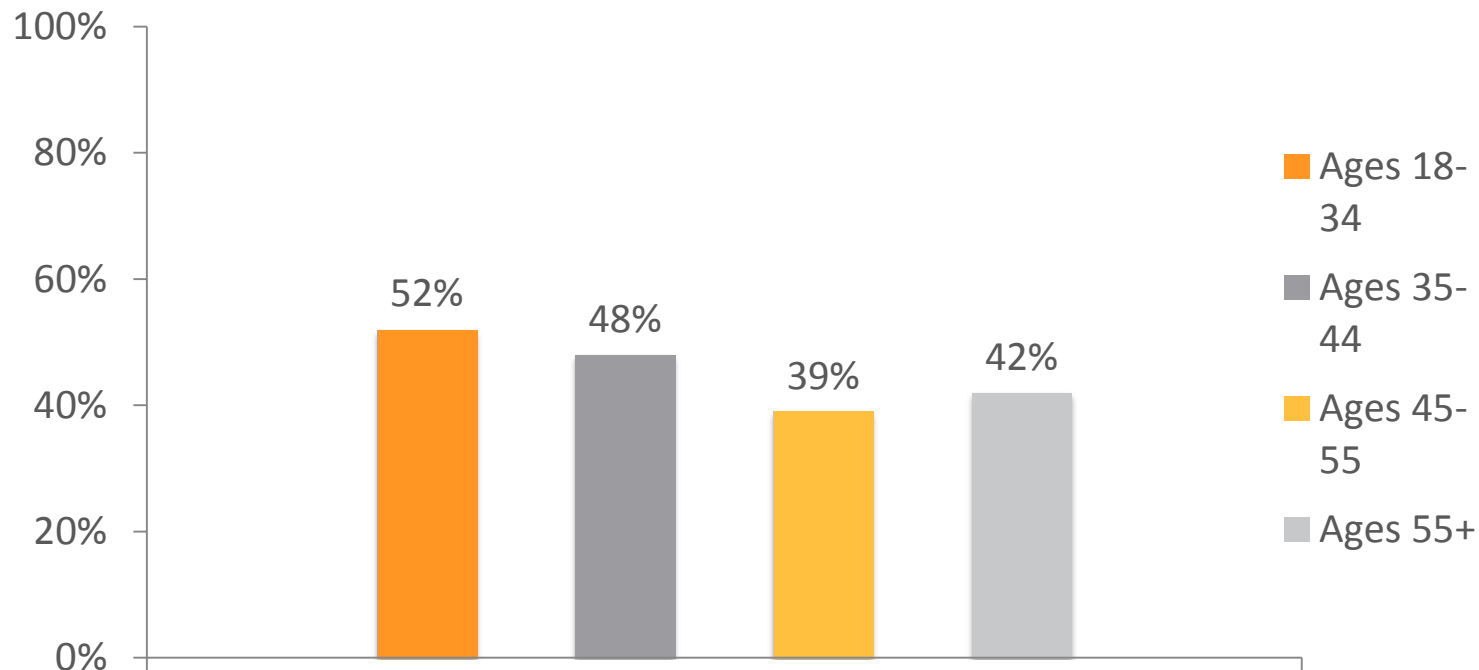
- 51% of total respondents agree, with Millennials packing more day-purchasing power
- Young people buy during the day, while older people buy at night
- Millennials also are browsing more during the day, while baby boomers are more likely to browse at night
- Not surprisingly, people are using their smartphones more during the day than the night



Social Networks

Question: I am more likely to browse social networks during the day than at night.

- While Millennials lead the pack for daytime social networking, they're not alone:



Contact Us

For more information about The Search Agency or the 2012 Online Use Behavior and Engagement Study, visit www.thesearchagency.com



2012 Online User Behavior and Engagement Study

The Search Agency

