

HYPER-CONNECTED TEENS AND TWENTY-SOMETHINGS

DATA BASED ON AMERICANS AGED 13-24

PC

Almost **8 in 10** take action after seeing an online ad, including searching for more information or visiting a website

35% use their PC, Smartphone and TV at the same time

GAMING

Gaming is the **#1** most popular content accessed online

76% play games online vs. only 64% of the general population

SMARTPHONE

45% use a smartphone to access online resources and content

8.2 hours a week are spent online on smartphones

TV

44% spend more time watching online video than TV

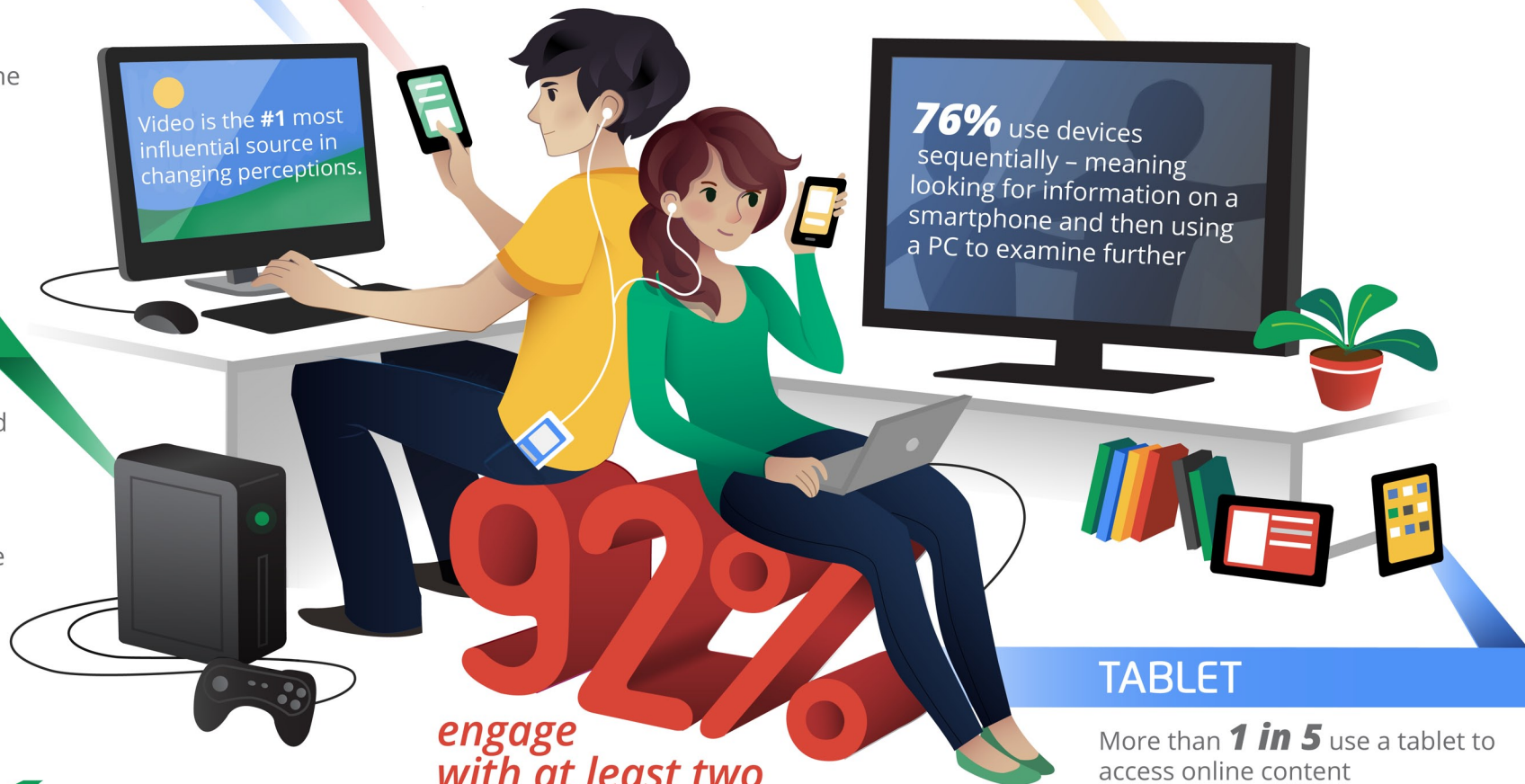
71% search for information online after seeing a topic of interest on television.

76% use devices sequentially - meaning looking for information on a smartphone and then using a PC to examine further

TABLET

More than **1 in 5** use a tablet to access online content

74% are spending the same or more time going online via tablets vs. last year



engage with at least two devices simultaneously - including TV, PC, Smartphones and Tablets