2012 Online User Behavior and Engagement Study
The Search Agency
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**

![Bar Chart]

- Ages 18-34:
  - Men: 68%
  - Women: 63%
- Ages 35-44:
  - Men: 74%
  - Women: 82%
  - 63%
- Ages 45-54:
  - Men: 45%
  - Women: 61%
- Ages 55+:
  - Men: 50%

- All Ages:
  - 76% for Men
  - 63% for Single/Never Married
**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

- 18-34: 71%
- 35-44: 81%
- 45-54: 54%
- 55+: 56%
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)
**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.
**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:
For more information about The Search Agency or the 2012 Online Use Behavior and Engagement Study, visit www.thesearchagency.com