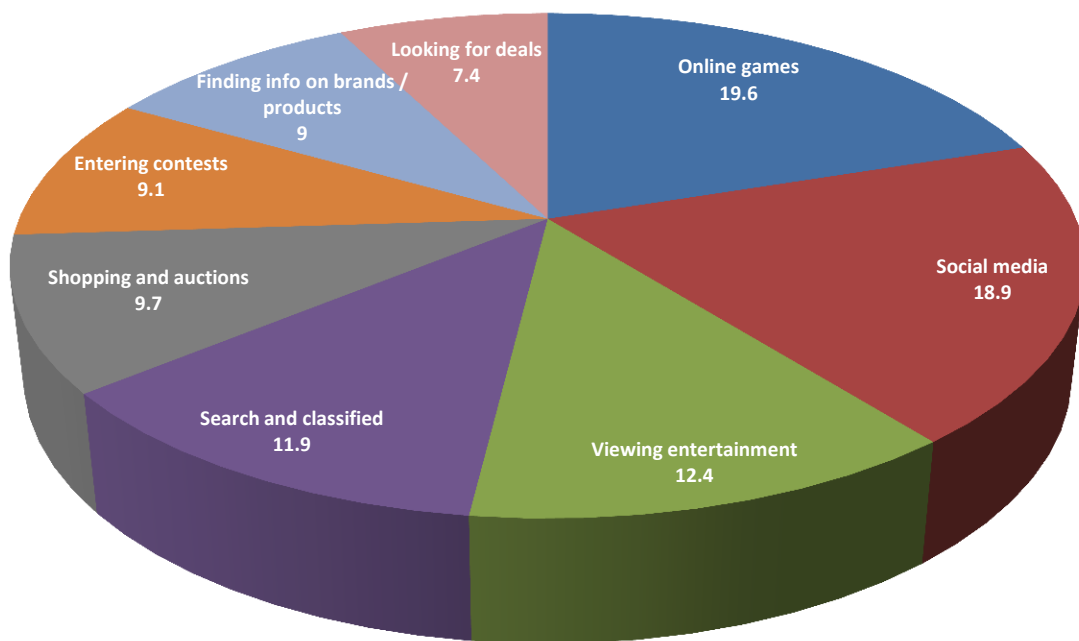


How many minutes are consumers spending each day on online leisure activities?

Total average minutes per day = 98

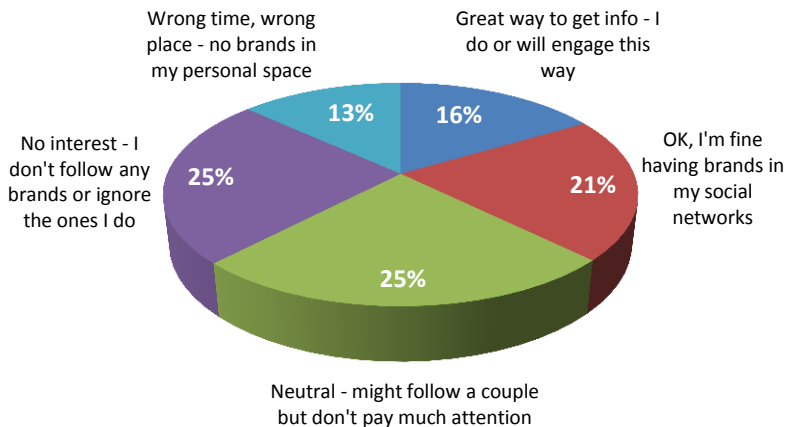


Breaking down the numbers:  
Interesting differences across demographics

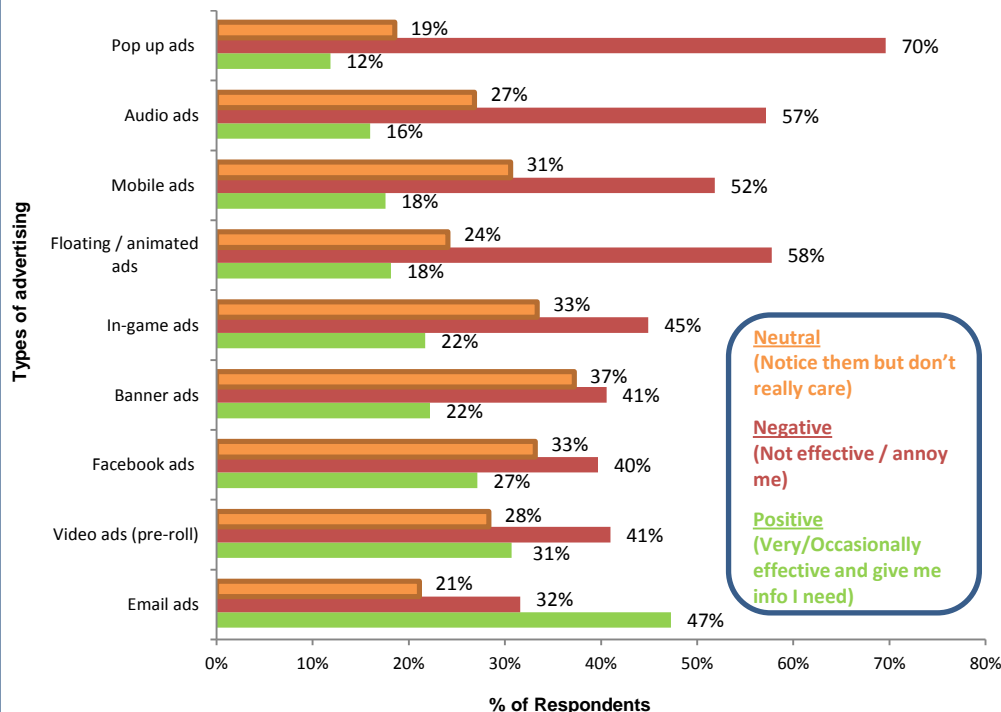
Numbers in ( ) are minutes / day

- People 18-39 spend more time on these online activities (107)
- 18-29 year olds focus on viewing entertainment (19) and social media (24)
- 30-39 year olds focus on search & classified (21) and looking for deals (19)
- Top online gamers:
  - Females 55+ (34)
  - Males 18-29 (29)
- Top social media users:
  - 40-54 year olds (27), especially women in that age group (32)
- Top viewers of online entertainment:
  - Men and women 18-29 (19)
  - Men 18-29 (25)
  - In general, men spend 50% more time than women
- Women 30-39 spend by far the most time on search / classified (29) and looking for deals (27)
- Regional differences – reflects each region vs. the others
  - People in the West play more games online (30)
  - People in the South spend the most time on social media (25), shopping/auctions (13) and looking for brand info (11)
  - People in the Central US spend the most time entering contests (13), on search/classified (16), and looking for deals (15)

## What are your feelings about interacting with brands on Facebook (by Liking them) and Twitter (by following them)?



## Tell us how you feel about different types of digital advertising....



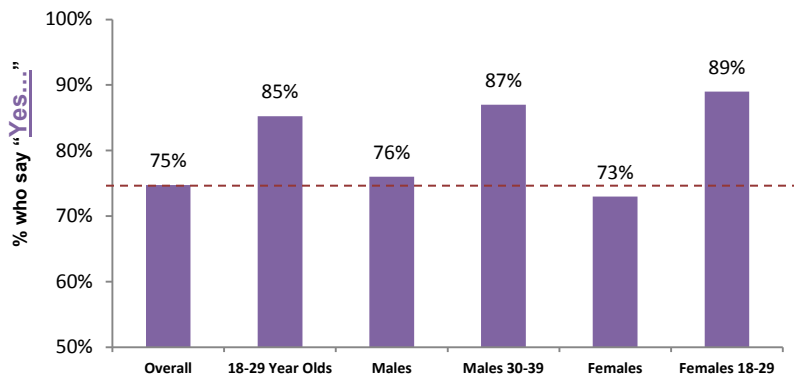
**Neutral**  
(Notice them but don't really care)

**Negative**  
(Not effective / annoy me)

**Positive**  
(Very/Occasionally effective and give me info I need)

Consumers are most positive towards email, video and FB ads, and are least positive towards streaming audio, pop-ups, and floating or animated ads.

## When it comes to online advertising, do you think there is a better way?



- Top ways to make online advertising better:
1. Offer discounts / advance information
  2. Provide ability to win significant money
  3. Make more entertaining and interactive