

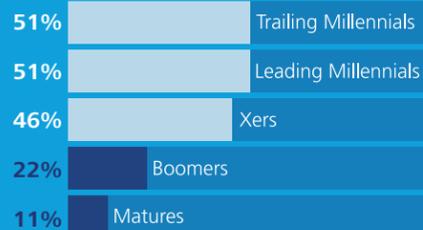
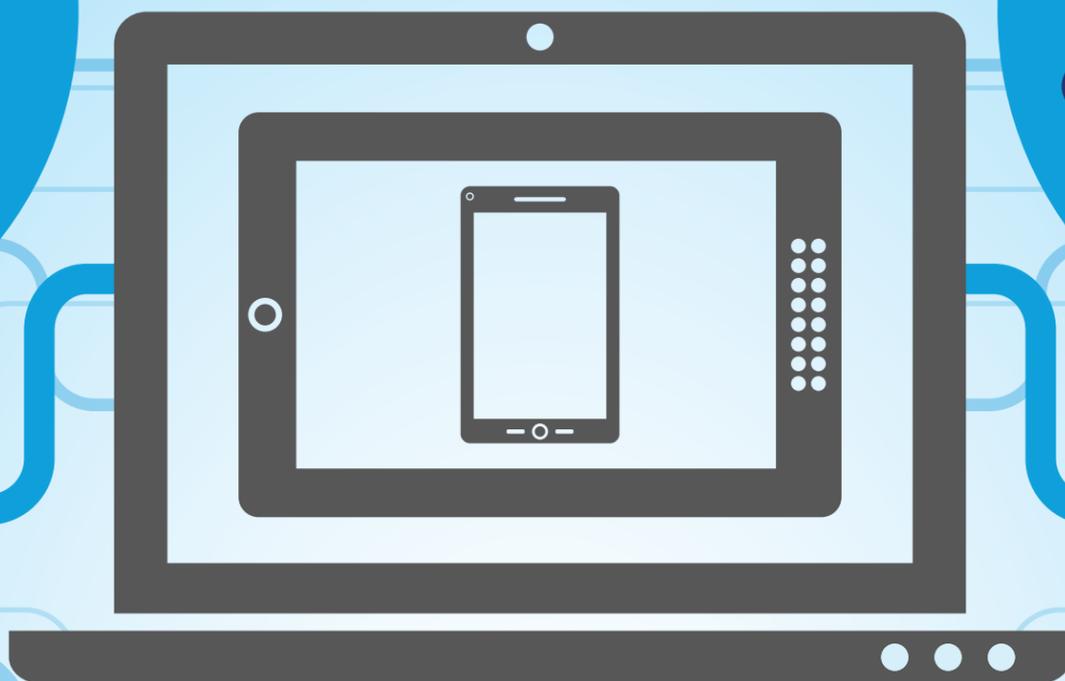
DIGITAL OMNIVORES GROWING RANKS

Digital Omnivores—U.S. consumers who own a laptop, smartphone and tablet—continue to rise in number and redefine what it means to be a consumer of content. They seamlessly move across devices and platforms signaling a shift in the way consumers use technology to communicate, work and play.

90%

SOCIAL ANIMALS

90% of Digital Omnivores are on social networks and nearly a quarter of them check their profiles 4-20 times a day



Percentage of Digital Omnivores by generation

GEN X AND MILLENNIAL DRIVEN

Xers and Millennials make up the majority of Digital Omnivores

37%

STRENGTH IN NUMBERS

The number of Digital Omnivores grew from 26% in 2012 to 37% in 2013

2011 13%

2012 36%

2013 48%

Tablet ownership by year

TABLET FUELED

Digital Omnivore growth is primarily driven by tablet adoption

68%
Digital Omnivores

36%
Non-Omnivores

Have viewed a movie by streaming/downloading content in the past 12 months

VORACIOUS APPETITES

Digital Omnivores stream movies nearly twice as often as non-omnivores and are three times as likely to have watched a movie in the past year

BIG GAMERS

Nearly half of Digital Omnivores are frequent gamers

How often do Digital Omnivores play videogames (on any device)?

- 48% Frequently (Everyday/Weekly)
- 28% Occasionally (Monthly)
- 12% Rarely (1 to 3 times/year)
- 11% Never

Digital Democracy Survey

A multi-generational view of consumer technology, media and telecom trends

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