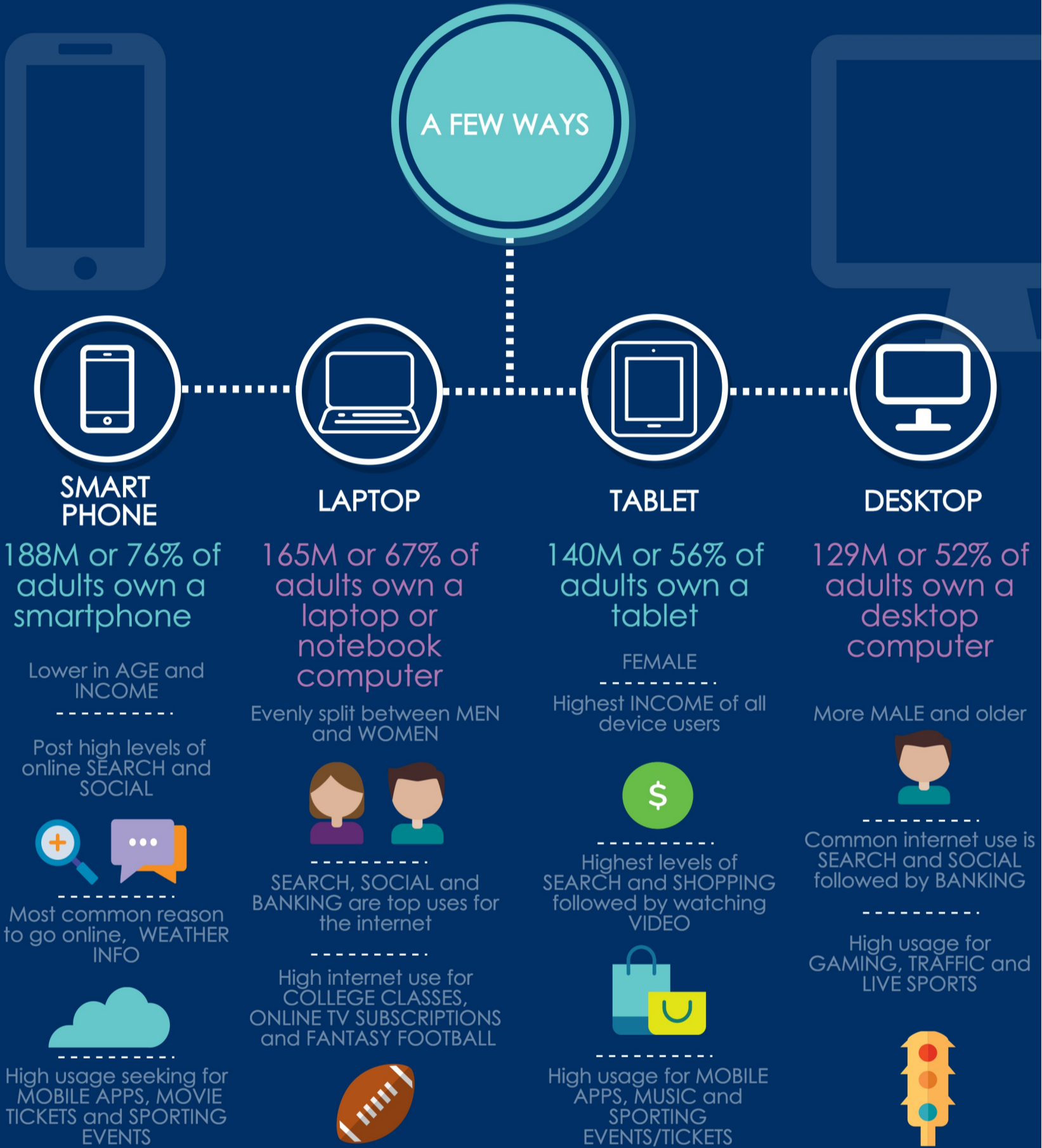


INTERNET USAGE

Today, 93% of U.S. adults own a computer or mobile device. And regardless of which one(s) they own, the vast majority of U.S. device owners (91%), access the Internet each month. But despite the high-level of Internet access among the groups, how and why they go online can vary greatly.

DEVICE is the main factor

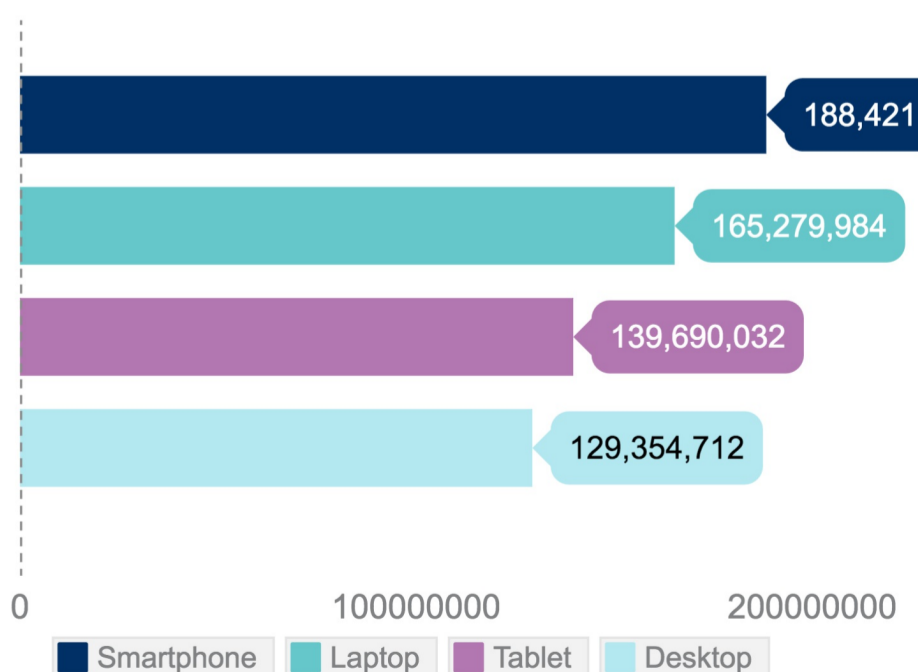
A FEW WAYS



INTERNET USAGE BY DEVICE

Today, three-fourths of U.S. adults own a Smartphone – making it the most commonly owned device.

Once dominant, the number of adults who own a Desktop has fallen to the bottom of the list.



Sources : Scarborough USA+ 6-months ending Spring 2016