

# Key contact touch points of young adults online

## Media Behaviours

- Young Adults spend 20 hours online each week on average
- They are more likely to multi-task TV and the Internet. 76% regularly watch TV and use the internet at the same time (compared to 60% of the average pop.) 25% of which do so on a daily basis
- Due to its nature of mobility, 59% of multi taskers use the laptop as the main device they use to access the internet while watching TV, however a significant percentage 53% will also regularly use their mobile phone
- In contrast to the population average which state the TV as their main source of news and entertainment, young adults rank the internet as their main source of news and entertainment
- They are more likely than any other demographic to rank the internet as number 1 device they would be lost without it (50% vs. 44% of the pop average)

## Online Communications

- Email is the leading form of online communication with 72% of the online population rating email as their preferred method for online communication
- 35% of young adults note instant messaging as their preferred method of communication (compared to 10% of the pop avg.)
- Laptop/PC is the preferred device for communicating with family and friends (52%). The mobile phone closely follows second (41%) while very few choosing a landline as their preferred device 6%)
- Young Adults are three times more likely than the online population to rate social networks as their preferred method of online communication
- 45% regularly read other peoples reviews, discussions or comments about brands products or services on discussion forums, websites, social networking sites and blogs



## Mobile

- In line with the population average, 96% of young adults currently use a mobile phone, 81% of which have an internet capable mobile phone
- Among mobile phone owners, young adults are the leading age demographic, in terms of smartphone ownership at 57% compared to the population average of 36%
- Young adult smartphone owners are active users of the internet with 78% having ever used their device to access the internet
- Their highest recall of advertising exposure on their mobile phone is 42% compared to 38% of the population average of smartphone owner
- 22% are also using their mobile phone to watch online video, (compared to 15% of the population average)

## Video

- 42% of young adults view video content online each week
- They will stream/download an average of 23 video clips a week
- They are viewing feature length movies, amateur video clips, full length TV shows, short films and music videos
- They only know a world where content is free but they understand that advertising is a part of that content being free

There are  
**2.7million**  
young adults in  
Australia.

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YOUNG ADULTS  
16-24 YEARS OLD

# What are young adults doing online?

Celebrity Information

Instant Messaging

Surfing the internet

ACADEMIC RESEARCH

Online Banking

Uploading photos

SOCIAL NETWORKING  
Music

GAMES

email

General browsing

Blogging

Forums

MAPS/  
DIRECTIONS  
VIDEO

Reading online magazines and newspapers

DOWNLOADING SOFTWARE

weather

Shopping

- #1 Email
  - #2 Online Banking
  - #3 General browsing/ surfing the internet
  - #4 Maps/Directions
  - #5 Weather
  - #6 Social networking
- Source: Roy Morgan single source data Jan'10 - Dec'10