

Younger

- 18-34 91%
- Full-time college 74%

Social

- Friends more important than family 33%
- Go to bars/nightclubs 33%
- See 5+ movies/month 109%

Tech-Savvy

- Friends ask advice about electronics ... 83%
- Keep up with auto tech 65%

Super Internet Active

- Socialize online 65%
- Watch streaming video 71%
- Download music 104%

Gadget Crazy

- First among friends to have new electronics 95%
- Pay anything for electronic product they want 85%
- Full-time college 74%

On The Go

- Fast food fits busy lifestye 23%
- Prefer fast food to home cooking 29%