



Browser Preference Data

What your browser choice says about you

April 2015 report

About this Data

- CivicScience developed this report using our InsightStore™ – an online, enterprise consumer research platform that mines real-time consumer opinions and custom research responses from millions of anonymous, voluntary poll takers.
- The data for this report were collected from the following question:
What is your web browser of choice?
 - Collection dates: 4/4/2015 to 4/16/2015
 - Total respondents (U.S. adults, 18+): 1,287
- Responses to this question were cross-tabulated against hundreds of other possible questions in our platform that respondents have answered.



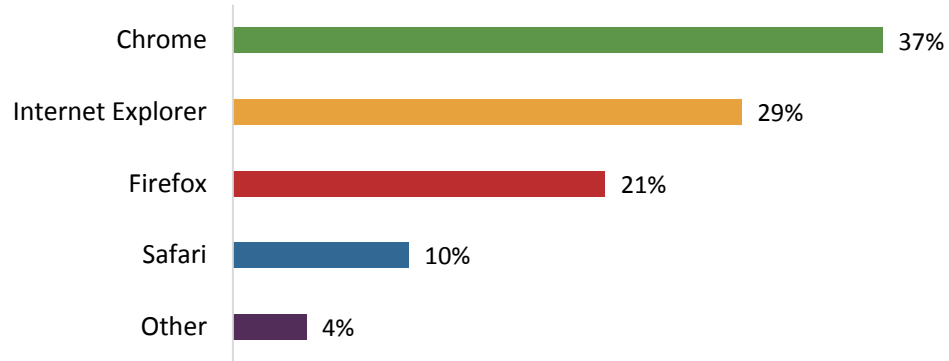
Topline Results

Web Browser Preference

What is your web browser of choice?

> All respondents

> Weighted according to U.S. Census figures for gender and age, 18 and older



Margin+/- 3% 1,287 responses from 4/4/2015 to 4/16/2015
Note, the reported percentages do not sum to 100 due to rounding.

Generated by CivicScience®

- 37% of adults prefer to use Google Chrome as their web browser.
- 29% of adults prefer to use Internet Explorer as their web browser.
- Opera was provided as an answer option but eliminated from this report due to low response (0%).

Web Browser Preference Take-Aways

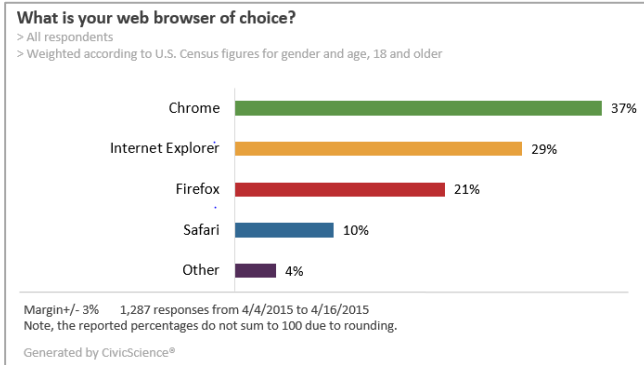
Google Chrome is the browser choice among millennials who have market maven tendencies. On the other hand, **Internet Explorer** is the preferred browser among older individuals. Those who prefer **Firefox** fall somewhere in the middle of the two browser segments. Based on the few data points on those who prefer **Safari**, users seem to align more closely with Chrome fans.

*Market mavens keep up with the latest trends and new products, are more likely to be early adopters of new offerings, and like to tell others about new products and technology.

An aerial, black and white photograph of a dense urban skyline, likely New York City. The Empire State Building is the most prominent skyscraper in the center. The image is filled with numerous other high-rise buildings of varying heights and architectural styles. The sky is overcast with soft, diffused light. The text 'Answer Choice Breakdown' is centered horizontally and vertically over the image in a clean, white, sans-serif font.

Answer Choice Breakdown

Data Breakdown - Demographics



Those who answer “Chrome”

- 46% men vs. 54% women
- 42% are 18-34 years old (which is 40% more than average), 37% are 35-54 years old, and 21% are 55+.
- 52% have an associates / bachelor’s degree or higher.
- They are 30% less likely to be grandparents than average.
- 57% are homeowners.

Those who answer “Internet Explorer”

- 51% men vs. 49% women
- 18% are 18-34 years old, 35% are 35-54 years old, and 47% are 55+ (which is 42% more than average).
- 51% have an associates / bachelor’s degree or higher.
- They are 37% more likely to be grandparents than average.
- 71% are homeowners, which is 11% more than average.

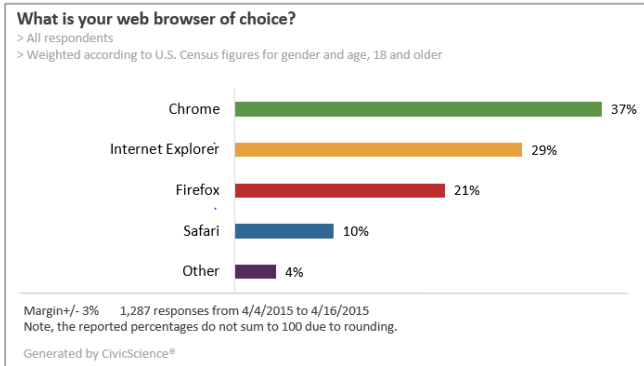
Those who answer “Firefox”

- 50% men vs. 50% women
- 25% are 18-34 years old, 41% are 35-54 years old, and 34% are 55+.
- 37% are parents (grandparents not included), which is slightly more than average.
- 70% are homeowners.

Those who answer “Safari” *More data for this answer segment is not available due to low response

- 46% men vs. 54% women
- 40% are 18-34 years old (which is 33% more than average), 34% are 35-54 years old, and 26% are 55+.

Data Breakdown – Additional Insights



Those who answer “Chrome”

- 31% live in an urban area while 44% live in the suburbs.
- They are 19% more likely than average to be single, never married.
- 63% own a tablet computer, which is 26% more than average.
- They are 23% more likely than average to tell others about new brands or products.

Those who answer “Internet Explorer”

- 25% live in an urban area while 45% live in the suburbs.
- 54% are married, which is slightly more than average.
- They are 15% more likely to say they snack most on salty snacks than average (vs. sweet/healthy snacks)

An aerial, black and white photograph of a dense urban skyline, likely New York City. The Empire State Building is the most prominent skyscraper in the center. The word "Methodology" is written in a large, white, sans-serif font across the middle of the image. The sky is overcast with grey clouds.

Methodology

About the CivicScience Methodology:

CivicScience collects real-time consumer research data via polling applications that run on hundreds of U.S. publisher websites, cycling through thousands of active questions on any given day. Respondents answer because they are interested in offering their opinions voluntarily and to see the results; they are kept anonymous, allowing for greatly reduced bias and higher levels of engagement. Using technology, CivicScience builds deep psychographic profiles of these anonymous respondents over time, providing valuable consumer sentiment data to the decision makers who care. Automated data science technology allows clients to rapidly gain robust consumer insight and trending reports. The CivicScience methodology has been validated by a team of academic leaders and by independent consulting firms. Responses may be weighted for U.S. census representativeness for gender and age. CivicScience currently has millions of anonymous consumer profiles and 600 million responses stored, growing daily.



Thank you.

Media Inquiries: Jennifer Sikora / VP of Marketing
jsikora@civicscience.com
(412) 260-0789