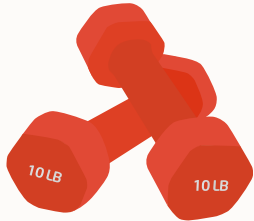


Exploring our Digital Dependence

PC Dependence

Percentage of people willing to sacrifice the following in place of their PCs for a week:



73%
Exercise



71%
Desserts



65%
Caffeine



58%
Cable TV



33%
Car

We Like our Gadgets but Love our PCs:



4.6 Devices

The average number of compute devices
in a U.S. household

43 Hours

A week spent on gadgets

21 Hours

A week spent on PCs—half of
our digital device time