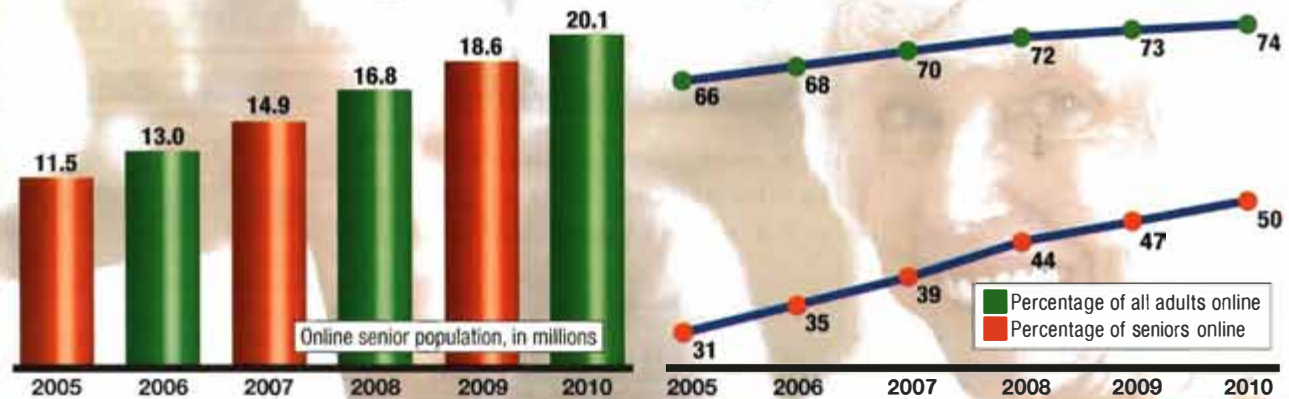


# The graying of the Internet

Seniors—the 19% of the U.S. population who are 65 years and older—have lagged in Internet use. But now they are surpassing all other age groups when it comes to growth in online use. 11.5 million seniors regularly go online, and this number is expected to nearly double to 20.1 million by 2010, according to Jupiter Research. What's more, the percentage of the senior population going online will increase steadily, Jupiter says. In 2010, online seniors are expected to represent half of the overall senior population, compared with about one-third in 2005. Online seniors also have higher average household incomes than offline seniors (\$60,300 versus \$31,992), and higher average household assets (\$385,714 versus \$178,083), according to Forrester Research. Seniors spent an average \$281 online over a three month period, Forrester said.

## The growth of the 65+ group online



Source: Jupiter Research

## What they're doing online

Most popular activities among seniors and all adults (percentage of segment)



Source: Jupiter Research

## Seniors respond to online ads

Activities resulting from viewing ad online (percentage of segment)



Source: Jupiter Research

## Online, but not buying as much

	Under 55	55-64	65+
Purchased online in past 3 months	56%	48%	29%
Mean amount spent online in past 3 months	\$333	\$361	\$281
<b>What they buy online</b>			
Airline tickets	42%	46%	32%
Books	44%	40%	28%
Hotel reservations	39%	39%	23%
General apparel/clothing	40%	36%	21%
Car rentals	25%	29%	16%
Music	34%	22%	10%
Videos/DVDs	33%	20%	10%
Computer hardware	21%	19%	11%
Prescriptions	20%	19%	13%
Tools/hardware/garden supplies	10%	12%	6%

Source: Forrester's Consumer Technographics® 2005 North American Benchmark Study

## The seniors' digital divide

	Online Seniors	Offline Seniors
Average household income*	\$60,300	\$31,992
Average household assets*	\$385,714	\$178,083
Has college degree	37%	14%
Employed	27%	14%
Married or living with partner	60%	37%

Base: North American consumers age 65 and over

\*Base: US consumers age 65 and over

Source: Forrester's Consumer Technographics® 2005 North American Benchmark Study