



Boomers and Matures Mix Media Usage

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Get ready with those multi-channel campaigns.

The Web surfing habits of boomers and over-60s are more firmly rooted in traditional media than those of their younger counterparts, according to a Deloitte & Touche study conducted by the Harris Group.

The study found that 67% of boomers visited sites after seeing ads on TV or in print. Matures, those between 61 and 75, were just as likely to be driven to the Web by print ads and less likely by TV ads.

Yet these two age groups were less likely than Generation X (25 to 41) or millennials (13 to 24) to visit the Web as a result of an Internet search engine or ad on another site.

Types of Advertising that Cause US Consumers to Visit Web Sites, by Age, February 23, 2007-March 6, 2007 (% of respondents in each group)

	Millennials 13-24	Gen X 25-41	Baby boomers 42-60	Matures 61-75	All 13-75
Result from using Internet search engines	84%	87%	83%	81%	84%
Someone's recommendation	85%	85%	79%	76%	82%
Seeing ad on TV	64%	66%	67%	62%	65%
Seeing ad in print (newspaper or magazine)	56%	66%	67%	67%	64%
Seeing ad at other Web sites	55%	59%	54%	50%	55%
Sales or product offers received in the mail	41%	58%	58%	59%	54%
Hearing an ad on the radio	46%	56%	48%	41%	49%

Note: n=2,200 ages 13-75

Source: Deloitte & Touche, "State of the Media Democracy" conducted by Harris Group, provided to eMarketer, August 2007

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A Lumin Collaborative study reinforced the connection between boomers and traditional media. The company found that boomers, defined as those currently ages 42 to 62, spent an average of 2.69 hours a week online, versus 2.83 hours watching TV and 1.93

hours listening to the radio.

The trends were flipped among the echo boomers (ages 18 to 31) and Gen X (32 to 41), who spent more time online than watching TV or listening to the radio and whose time spent online also exceeded that of their boomer counterparts.

Time Spent Using Select Media per Day by US Adult Internet Users, by Age, January 2007 (mean hours)

	Echo boomers (18-31)	Generation X (32-41)	Baby boomers (42-62)	Total*
Internet	3.28	3.00	2.69	2.91
TV	2.73	2.63	2.83	2.78
Radio	1.79	1.88	1.93	1.87

Note: n=1,200; *includes War and Depression (63-64)
Source: Lumin Collaborative, "National Survey of Adults 18 to 64 with Net Access" conducted by Fabrizio, MacLaughlin & Associates, provided to eMarketer, April 26, 2007

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Lumin also noted that only 39% of respondents in the boomer demographic regarded the Internet as their primary channel of information about companies or products. This rate was substantially less than Gen X (53%) or echo boomers (60%).

Boomers were the most likely group to choose newspapers, broadcast TV or magazines as their main source of information.

Main Source of Information about Companies or Products Used by US Adult Internet Users, by Age, January 2007 (% of respondents in each group)

	Echo boomers (18-31)	Generation X (32-41)	Baby boomers (42-62)	Total*
Internet	60%	53%	39%	48%
Cable TV	20%	16%	17%	18%
Newspapers	4%	6%	12%	8%
Broadcast TV	4%	8%	10%	8%
Magazines	3%	4%	8%	6%
Radio (talk programs)	2%	4%	3%	3%
Other	3%	4%	8%	6%
Don't know or refused	4%	5%	3%	3%

Note: n=1,200; *includes War and Depression (63-64)
Source: Lumin Collaborative, "National Survey of Adults 18 to 64 with Net Access" conducted by Fabrizio, MacLaughlin & Associates, provided to eMarketer, April 26, 2007

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