



Reaching Today's Boomers & Seniors Online

Objective

To gain a better understanding of the Boomers and Seniors audiences overall, particularly in terms of their behaviors related to decision making and how they search for information via both offline and online channels.

Methodology

15 minute Attitude & Usage survey to examine attitudes and behaviors among a total of 6,100 U.S. respondents; recruited from March 6th to March 18th, 2013

- N=5,100 Boomers/Seniors ages 45+
- A general population control cell of 1,000 respondents ages 18–64 year olds was also included for comparison purposes

Key Findings

- 1 The Internet is an everyday part of boomers' and seniors' lives; it is the top source for gathering information on topics of interest, outpacing TV and print media by a substantial margin.** As an advertiser, it is critical to be present across many digital platforms in order to engage this audience. Online video, search, and social networks build upon each other.
- 2 Over half of boomers and seniors watch online video with YouTube reported as the preferred site with 82% of video watchers using it.** Online video advertising has huge potential in captivating this group as seen by trending videos as well as actions taken as a result of watching online video.
- 3 Social networking sites are used by the majority of boomers/seniors daily with more than half following a group or organization on a social platform.** Facebook ranks #1 as the most used social network.

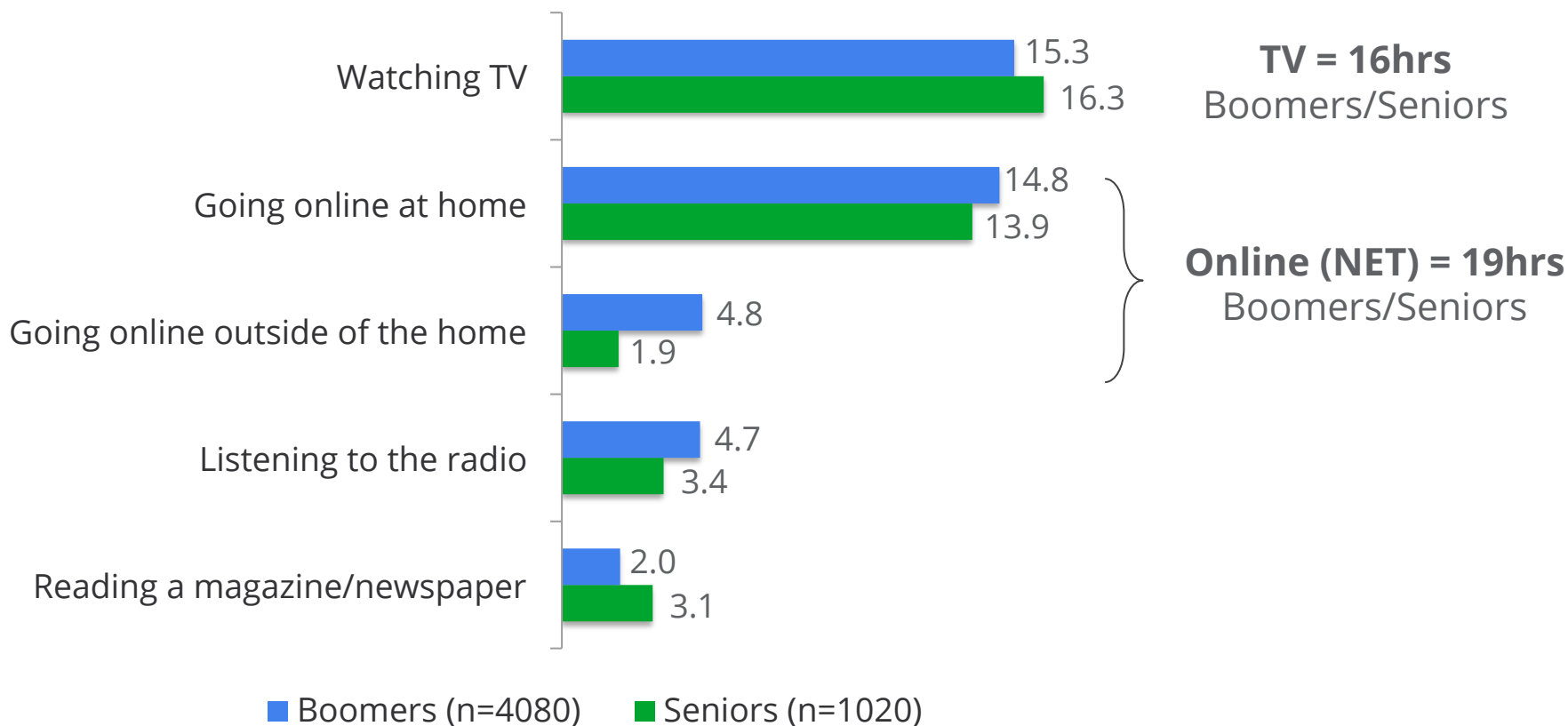
Key Findings

- 4 Search is the top online information-gathering resource for boomers and seniors, driving a variety of actions.** Relevancy, familiarity, and trust are equally important in influencing which search results are clicked on.
- 5 Boomers/seniors access the Internet on their PCs and growing portions are doing so on smartphones and tablets.** Almost 2 in 5 own a smartphone or tablet and more are likely to purchase one in the next 12 months. Further, multi-screen use is common with over 75% of mobile device owners reporting using more than one device at a time.
- 6 This audience is involved and/or interested in a variety of US societal causes and government-related issues surrounding senior advocacy.** While television is a primary vehicle for generating awareness, online media platforms also drive strong awareness as well as action via website visitation, content sharing and online donations.



Internet is the #1 source of information

Boomers/Seniors spend more time online than watching TV in an average week



Immediacy and trust are key value drivers

Internet allows me to easily access information on my personal interests

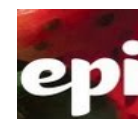
78%

Internet keeps me up-to-date on political and policy issues

60%






Internet is my most trusted source for news & information

33%



The internet ranks as the most popular source to learn more about a topic of interest

Top 5 sources used

#1		Internet	83%
#2		Friends and family	77%
#3		Television	65%
#4		Magazines/newspapers	52%
#5		Brochures/catalogues	36%

Boomers/Seniors access a variety of information online, news & weather most popular

Types of information accessed online in past month

66%

News & Weather

Foxnews.com
Bloomberg.com
Weather.com

57%

Shopping

Overstock.com
Merchantcircle.com

44%

Food Information

Food.com
Foodnetwork.com
Cooks.com

45%

Coupon/discounts/
daily deals

LivingSocial.com
Shopathome.com
Sale-hot.com

43%

Games & related activities

Pogo.com
GSN.com

Online video
provides
entertainment
& utility



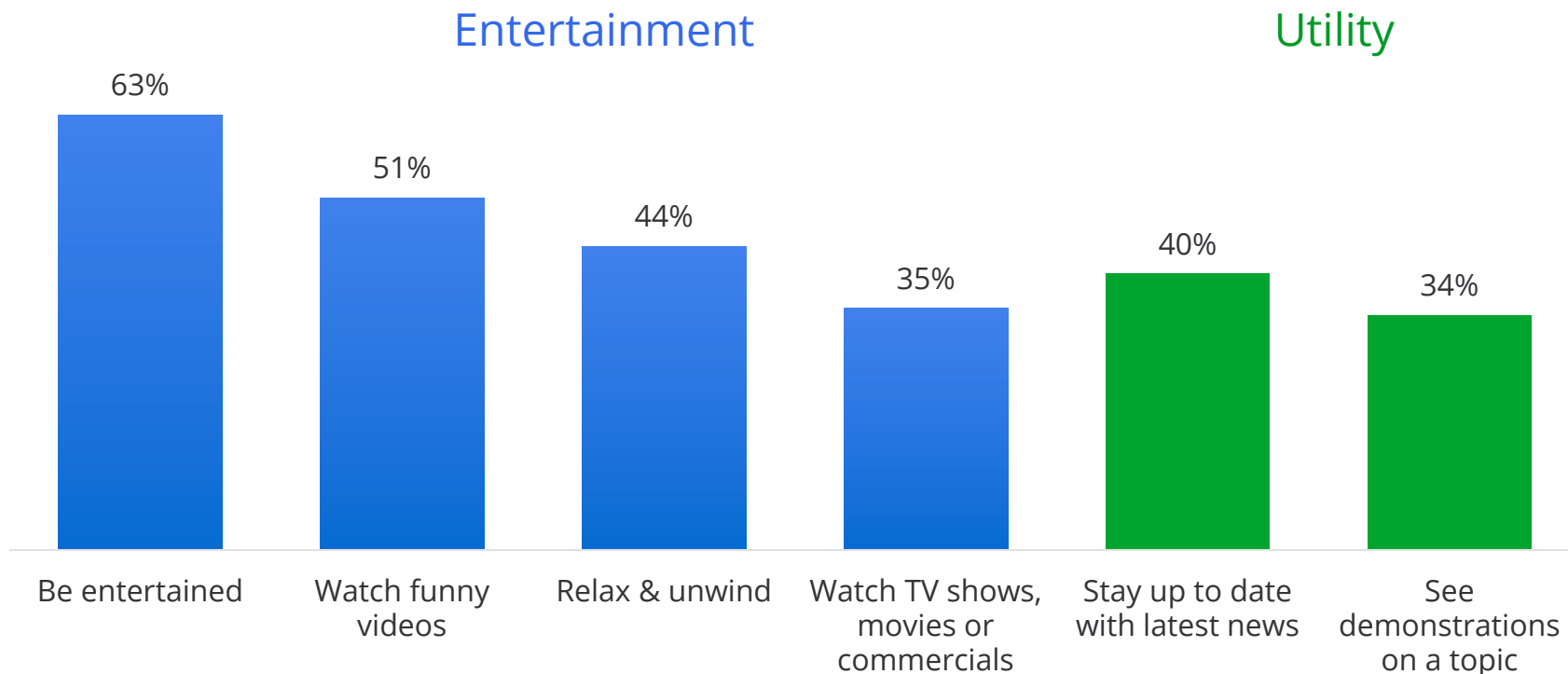
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54%

of boomers/seniors watch online video vs. 65% of general population

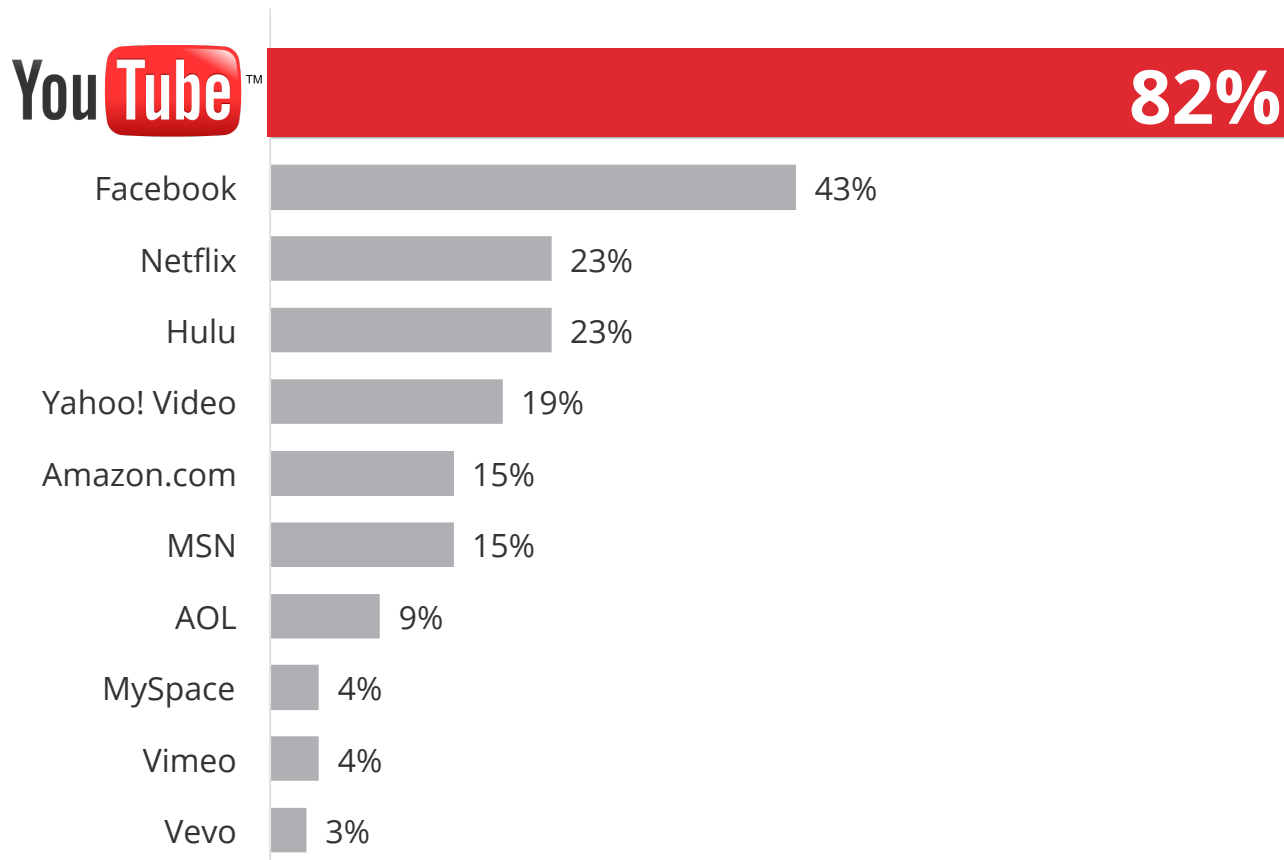
Entertainment and utility are top motivations for viewing online videos



*15% of Boomers/Seniors spend **more time** watching online videos than TV (vs. 32% of General population)*

YouTube is the preferred video website

Online video websites used among video viewers ages 45+

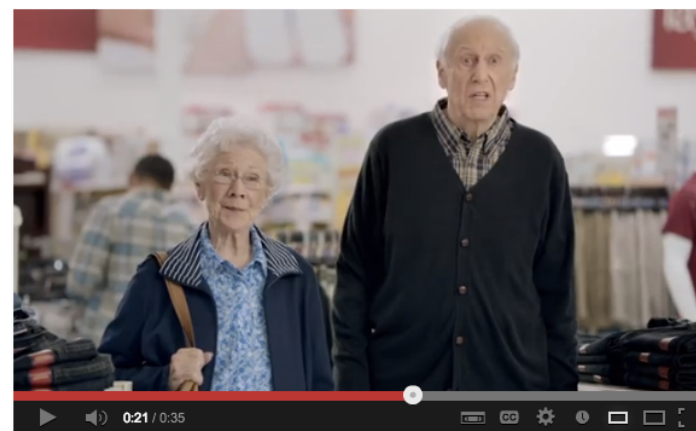


Trending YouTube videos for Boomers



How Animals Eat Their Food

32,772,148



K-Mart Commercial: Ship My Pants

7,397,264



Banking Committee Hearing - Illegal Foreclosures

262,757



John Stewart Describes Monsanto Protection Act

117,822

Top Trending YouTube video for Seniors



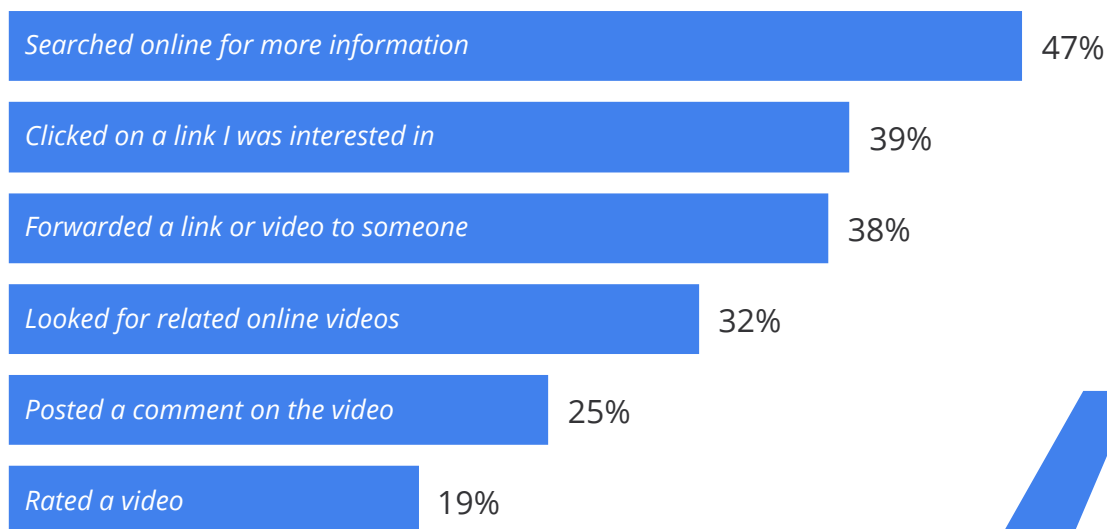


44.6% of views in
the US last month
from people **45+**

Online video viewing prompts action among boomers/seniors

3 in 4

online video watchers have taken action as a result of online video

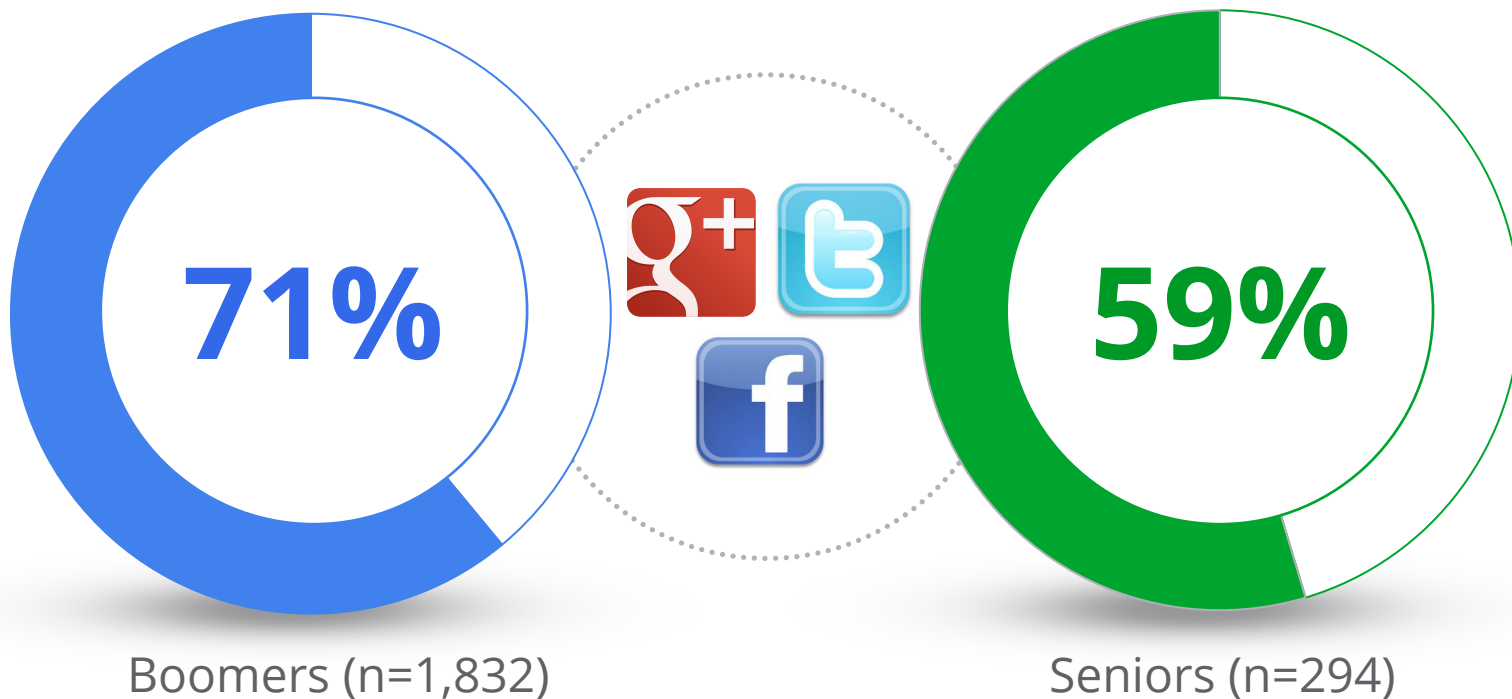


Americans 50+ are plugged in to social networking

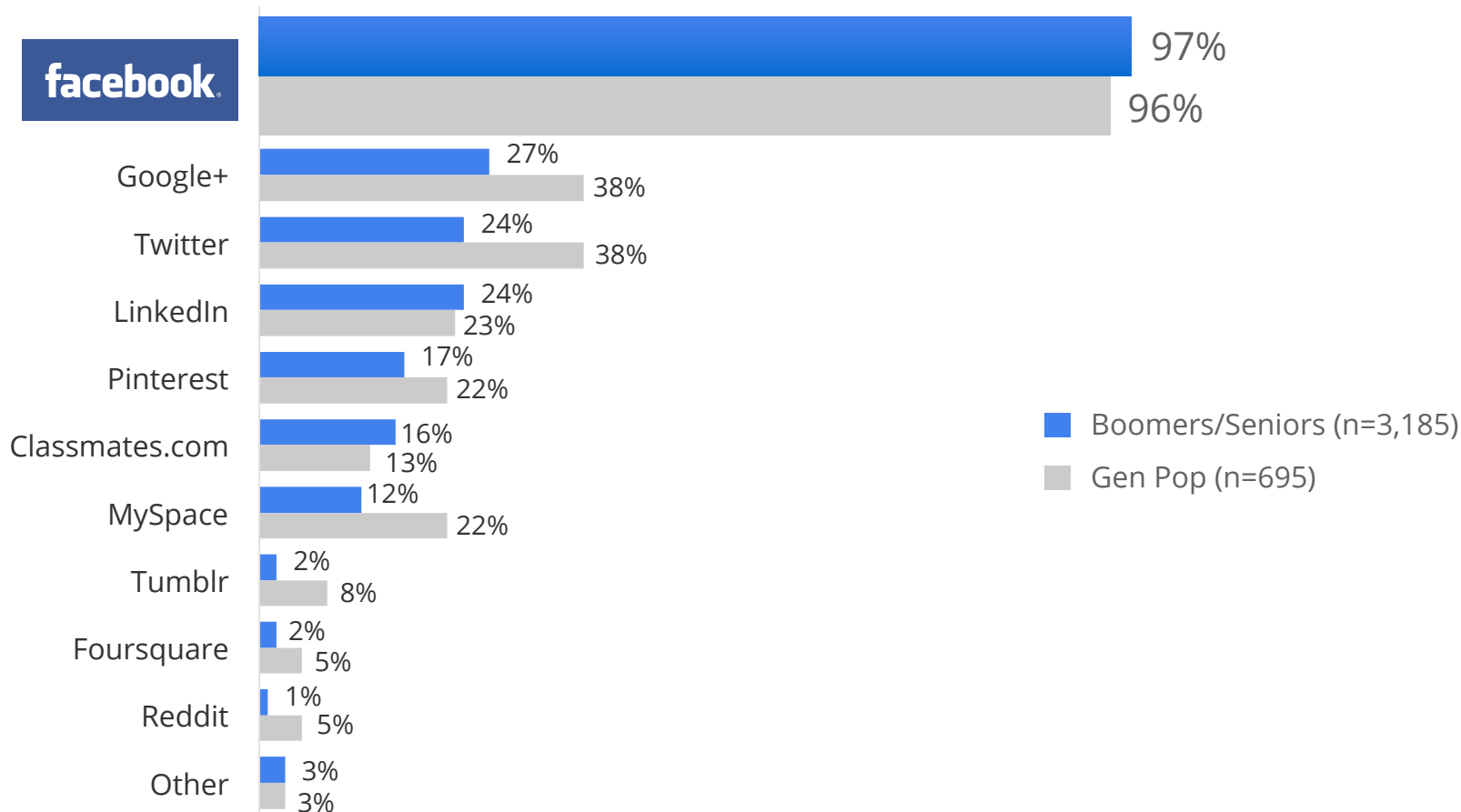


Social networking sites used daily by most boomers and seniors

Daily use of a social networking site



Facebook ranks as #1 social networking site, membership on par with general population



Boomers/Seniors are active on social networking sites

Activities done on a social network



55%

Follow a group or organization



40%

Post and watch videos



26%

Support a cause



23%

Join a group they're interested in

Search drives online &
offline action



82%

of boomers/seniors use a search engine to gather information on a topic of interest

relevancy
familiarity
trust

This happens **3,621** times a minute by Boomers/
Seniors

The Google logo, featuring the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red).A search bar with a blue border containing the text "YouTube".A rectangular button with a light gray background and a thin border, containing the text "Google Search".A rectangular button with a light gray background and a thin border, containing the text "I'm Feeling Lucky".

After gathering information, they take action

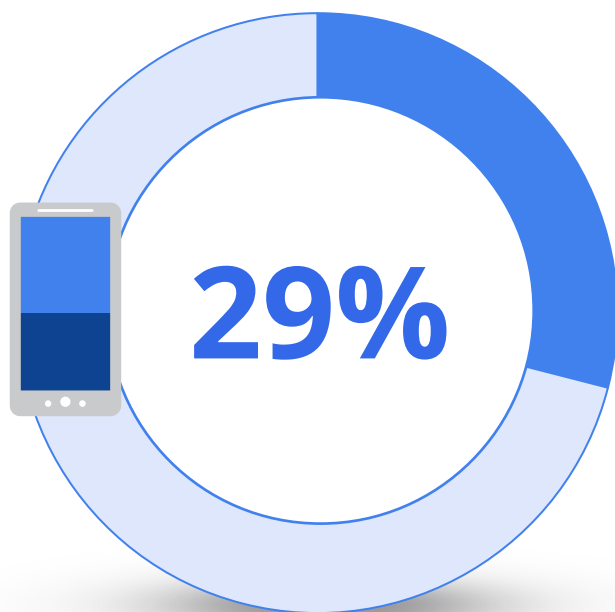
3 in 10 actions taken by boomers/seniors after a search involve online video

<i>Talked to others about what I learned</i>	48%
<i>Shared search results with others</i>	39%
<i>Thought more favorably about something I learned</i>	37%
<i>Visited an online video website</i>	36%
<i>Called or contacted an organization</i>	36%
<i>Visited a social networking site</i>	34%
<i>Forwarded a video or link to others</i>	31%
<i>Changed my mind about a topic</i>	31%
<i>Looked for more information offline</i>	31%
<i>Posted my own video or link</i>	22%

Mobile and cross-device use are growing

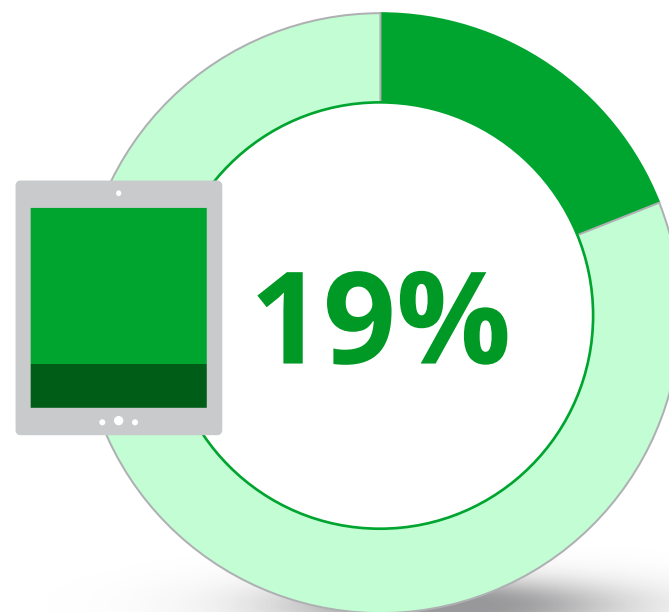


Mobile usage is still developing among boomers and seniors



*Use a smartphone
regularly*

vs. 48% of general pop



*Use a tablet
regularly*

vs. 25% of general pop

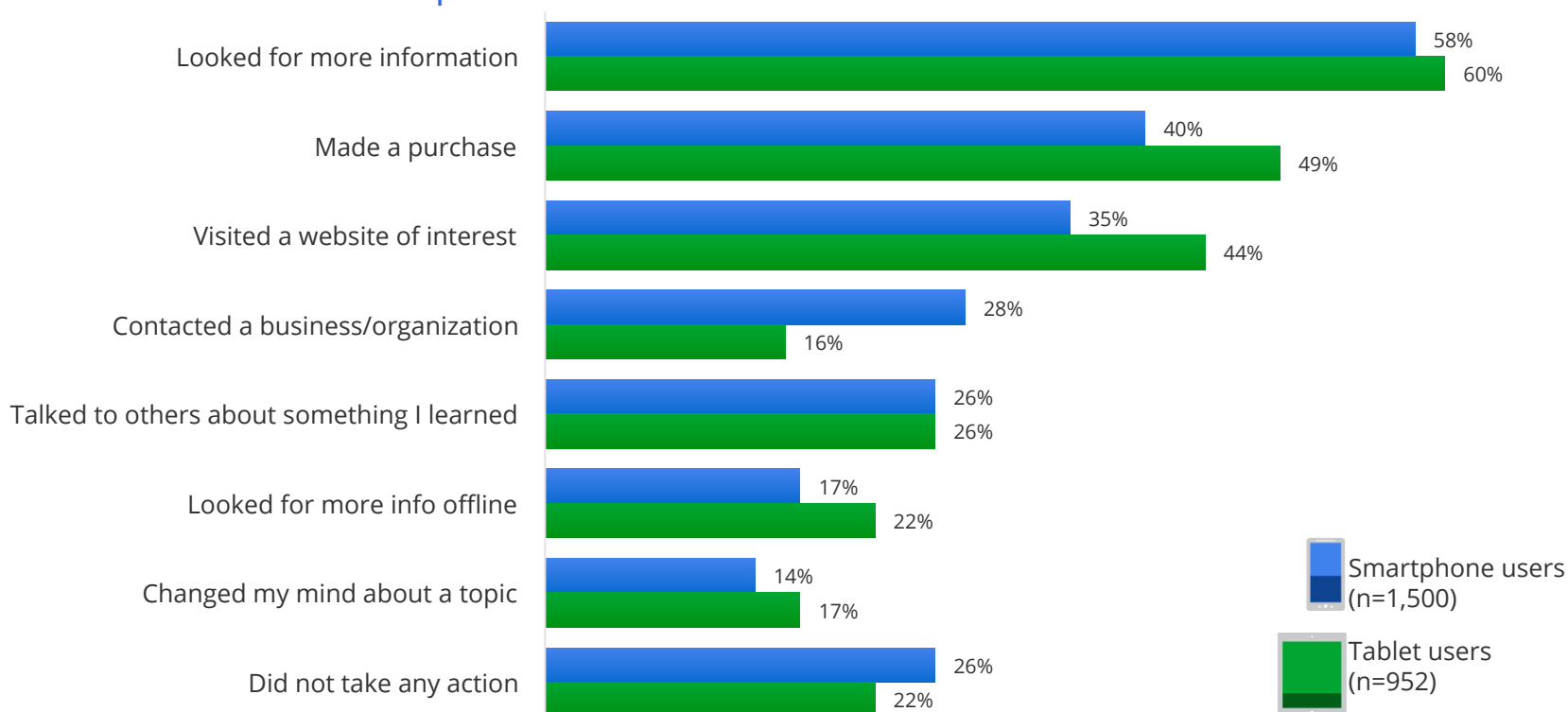
Time spent on mobile devices and intent to purchase a device are both expected to grow

Among Americans 50+

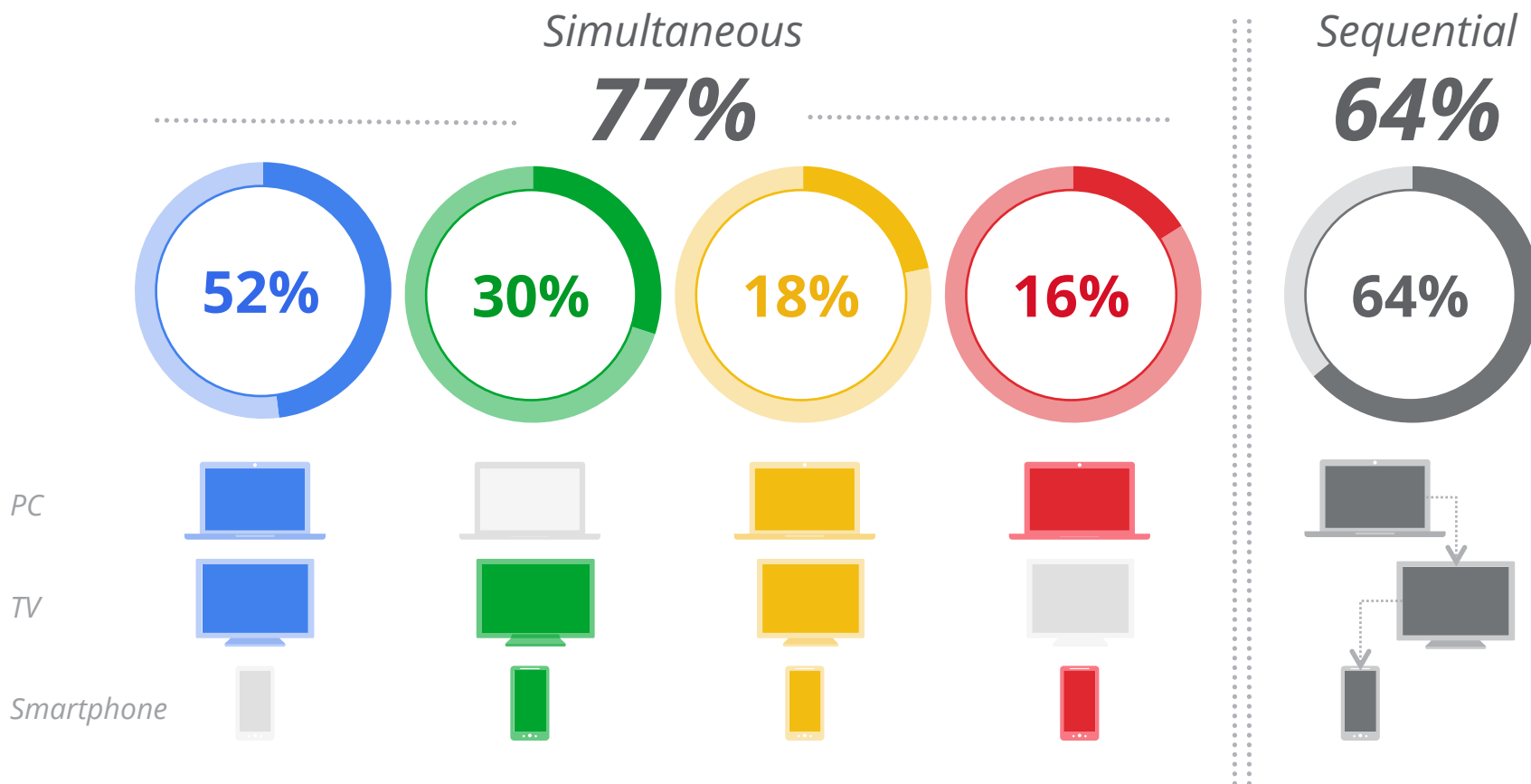
	Average time spent per week	% plan to spend more time over next year	% plan to purchase in next 12 months
	5.0 hrs	+42%	+35%
	6.4 hrs	+51%	+34%

Those who use mobile devices are engaged in a variety of activities

Boomer/senior smartphone users v. tablet users



...and use their devices simultaneously and sequentially with other screens

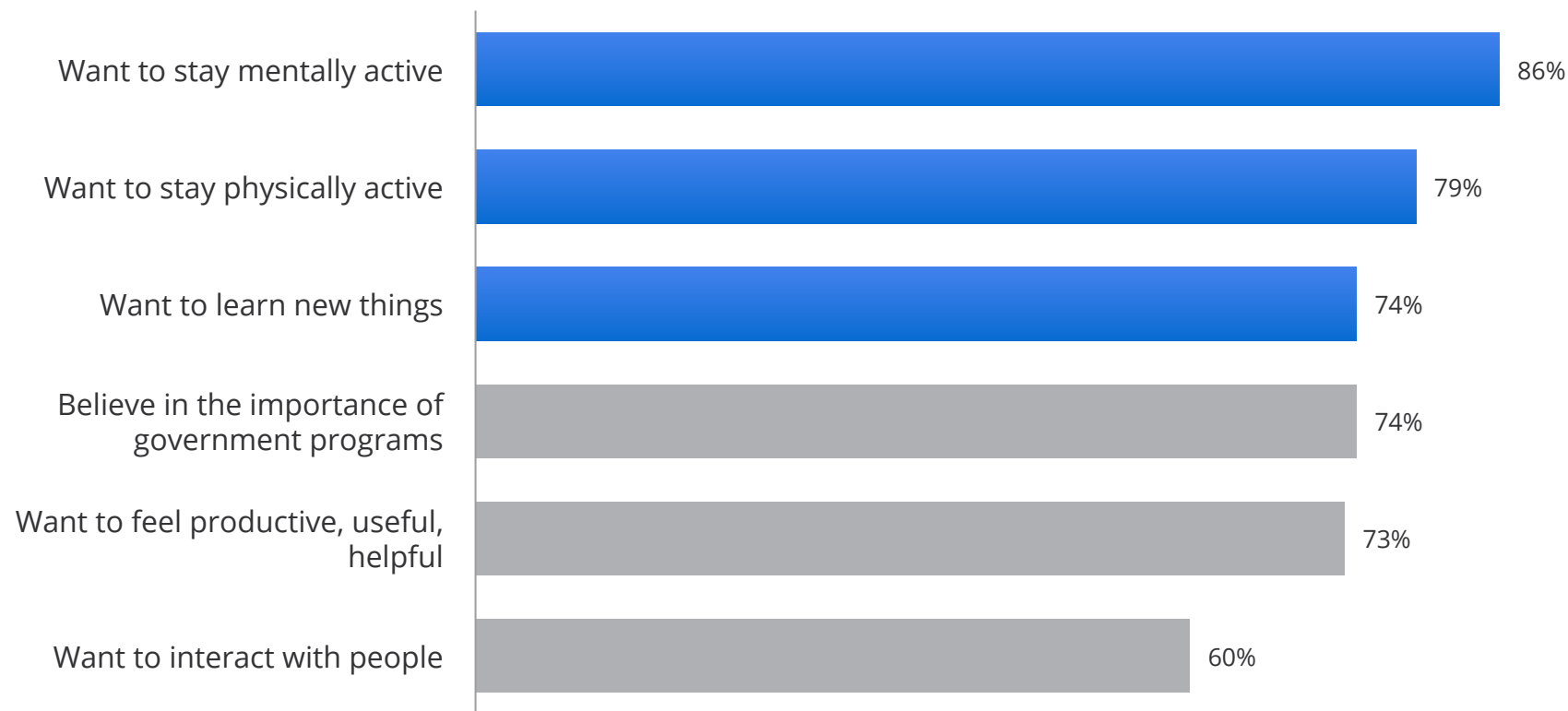




Involvement in causes & issues around senior advocacy is important

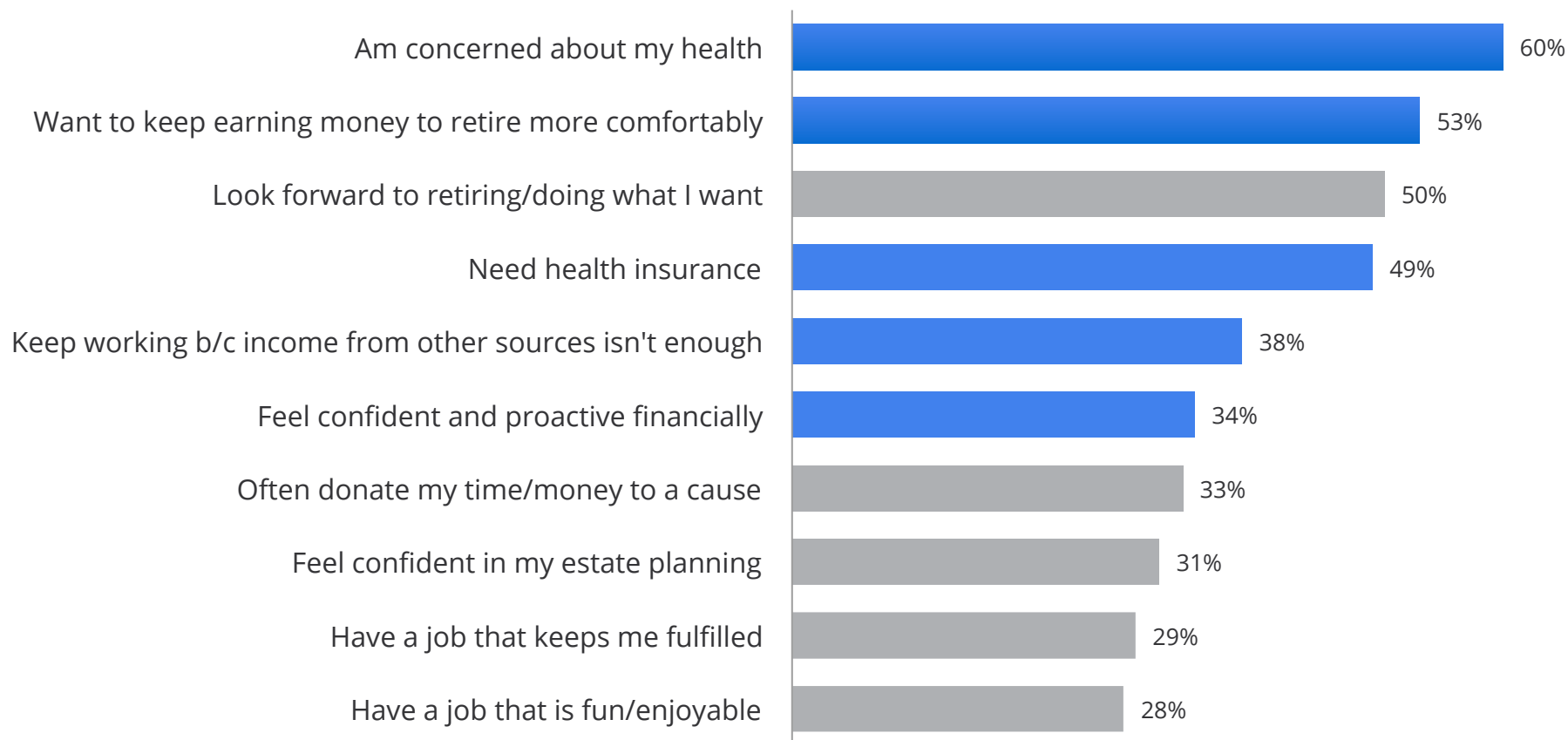
The vast majority of boomers & seniors want to stay active & vibrant; govt programs important

Boomers/Seniors (n=5100)



Health and financial issues are also top of mind

Boomers/Seniors (n=5100)



Most boomers and seniors are involved and/or interested in a cause or movement



62%






of boomers and seniors
currently participate in a
cause or movement

Top 10 US societal causes & issues: Interest in future involvement

<i>Healthcare</i>	<i>71%</i>
<i>Social Security</i>	<i>71%</i>
<i>Medicare</i>	<i>65%</i>
<i>Retirement</i>	<i>60%</i>
<i>Senior Issues</i>	<i>60%</i>
<i>Medical Research/Disease Prevention & Awareness</i>	<i>58%</i>
<i>Affordable Home Energy</i>	<i>57%</i>
<i>Disability Rights</i>	<i>48%</i>
<i>Joblessness</i>	<i>46%</i>
<i>Medicaid</i>	<i>46%</i>

Awareness about causes and issues comes from a variety of sources

Top 5 sources used among Boomers/Seniors

#1		Television	69%
#2		Online	54%
#3		Newspaper	43%
#4		Friends/Family/Acquaintances	32%
#5		Radio	26%

Source: Ipsos MediaCT 2013 Boomers/Seniors Research Study *Base: Total*

P4: You mentioned you are interested in the following cause(s). What types of activities, if any, have you participated in for the cause(s) listed below? *Base: Total* P5: How do you typically share or communicate information about US societal causes or government related issues with others?

Participation and communication to others about causes & issues happens online

Among Boomers/Seniors currently involved in cause



62%

read articles and visit cause-related websites to stay updated



2 in 5

share or communicate information about a cause to others online



20%

follow, like or +1 a cause-related group or organization online



Internet is the **#1 source** of information

Online video provides entertainment & utility



Americans 45+ are plugged into **social networking**



Search drives online & offline action

Mobile and cross-device use are growing



Involvement in causes & issues around **senior advocacy** is important

