

# Matures 62+ On The Internet: An Overlooked Audience

## Matures Online

Who spends almost three-quarters of a billion minutes a day on the Internet? Connected users age 62 and over — just under 17 million people!<sup>1</sup> Long dismissed as not being tech-savvy and "not on the net," over a third of the Mature population (born 1945 or earlier) are connected and spend an average of 44 minutes per day on the Internet. Online penetration is even greater among those aged 71 and under – according to the Pew Internet and American Life Project, over half of Americans 62-71 are online.

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From a marketer's perspective, *Connected Matures* are an attractive audience. Compared with those aged 62+ who are not on the net, *Connected Matures* are better educated, have higher incomes, are more likely to be married and still working, and most of all, spend more (Figure 1).

Figure 1

## Characteristics of Connected Matures

	Matures 62+	
	Online	Not Online
Some college or more	75%	42%
Annual household income	\$55,000	\$27,000
Employed	26%	13%
Married/Partnered	70%	48%
Average monthly household expenditures	\$1,754	\$1,059

Source: Focalyst

And when connected, they are doing a lot more than emailing and passing pictures of the grandchildren. This information-hungry group is using search engines, gathering health-related information, making travel plans, handling their finances and paying bills. One in five is even gaming (Figure 2).



Figure 2

## What are Matures Doing Online?

Online Activities	Matures 62+ Online
	%
Use search engines (e.g. Google, Yahoo!, MSN, etc.)	59
Keep in touch with family/friends	59
Gather information	47
News/current events/weather	43
Travel planning/reservations	41
Health and health-related information	38
Exchange photos with family/friends	33
Finance/online banking	24
Paying bills	23
Single/multiple-player games	21
Investment/transactions	17
Education/training	13

Source: Focalyst

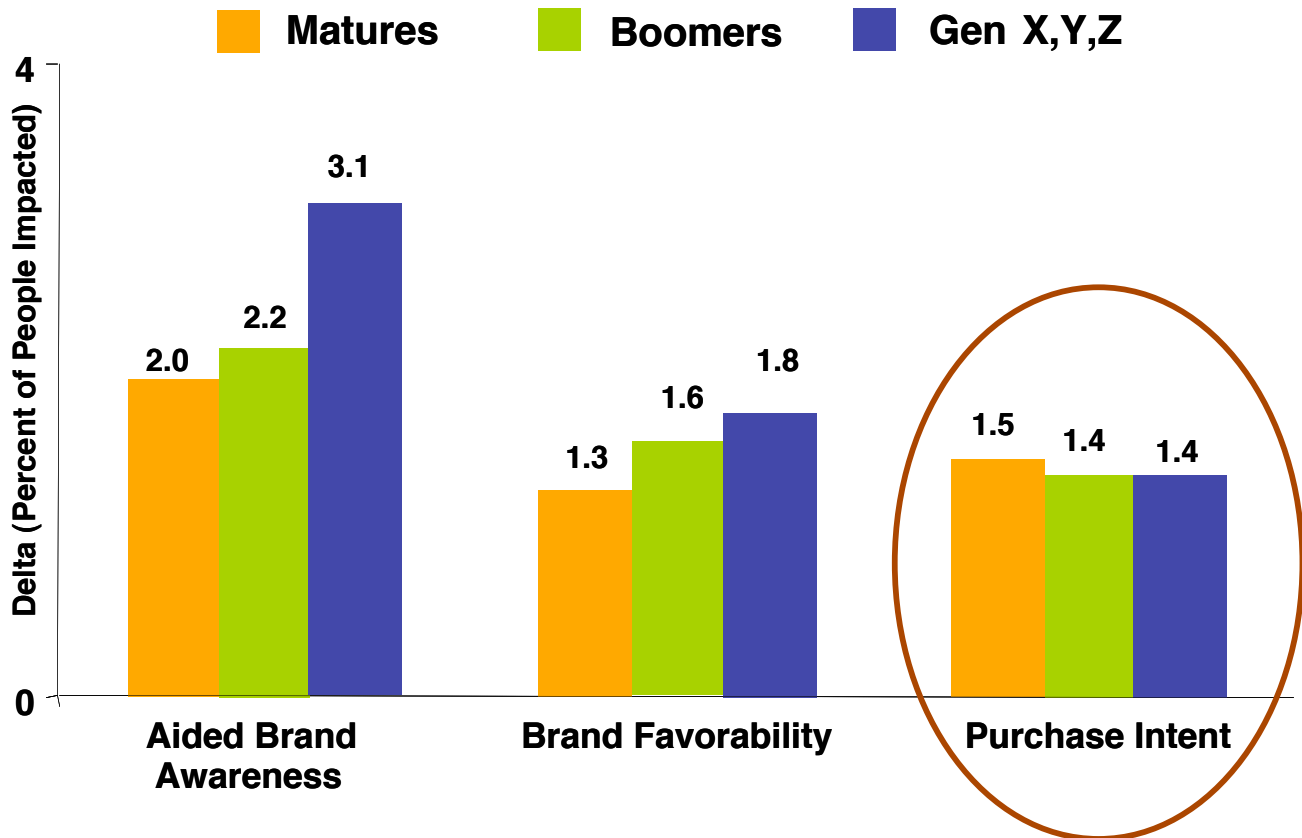
But even if Matures are on the net, they are not being persuaded by internet advertising, right? Wrong! Dynamic Logic MarketNorms® data indicates that Boomers (born 1946-1962) and younger people (born 1963 or after) are more likely to notice Web advertising, but when it comes to the bottom line — purchase intent — there is no difference across the age groups. Matures are just as likely to be motivated by an Internet ad as younger consumers (Figure 3).

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Figure 3

## Online Advertising Impact by Age - All Categories



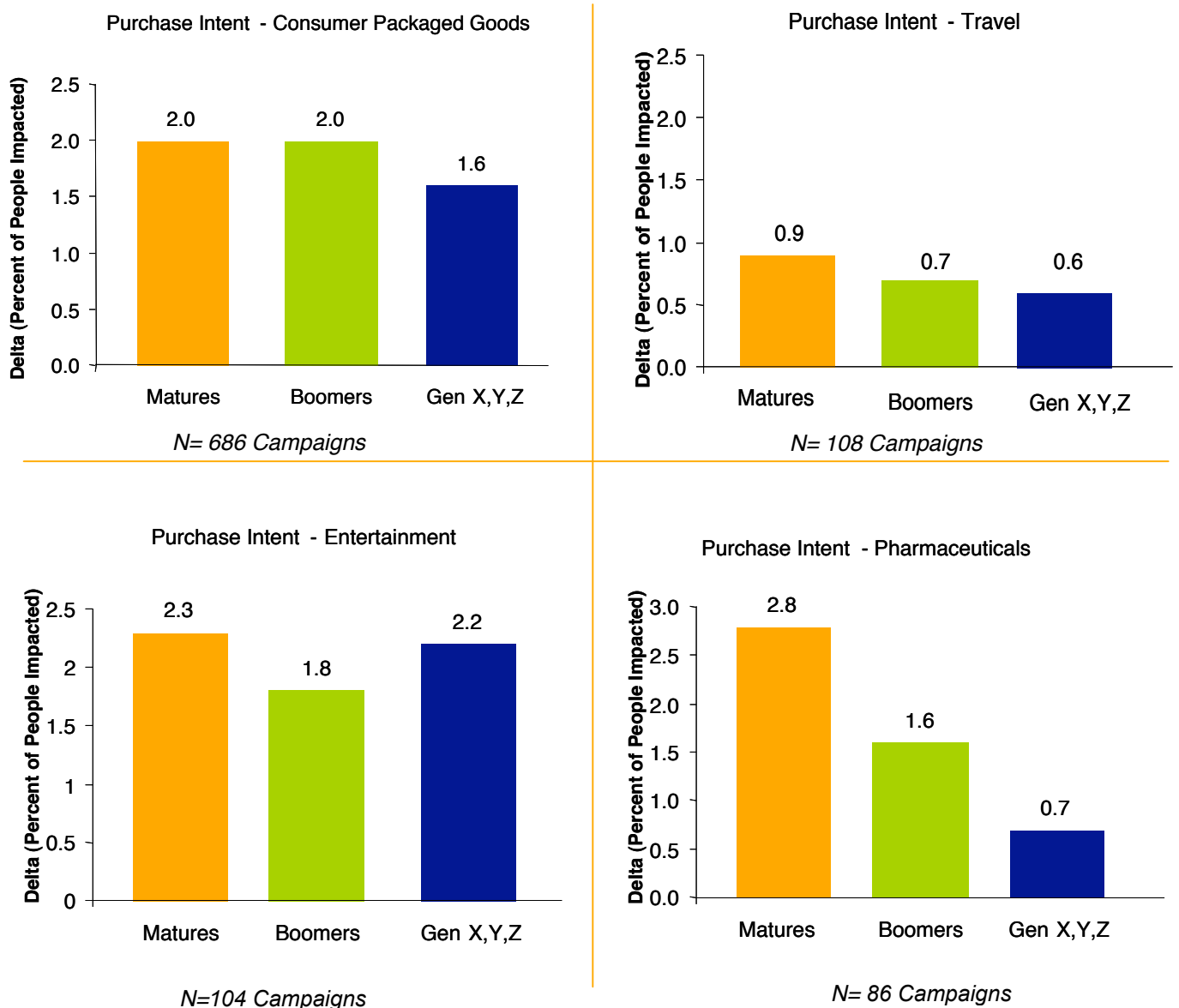
All statistically significant difference at 90% confidence level; Delta = Exposed % - Control %

Source: Dynamic Logic's MarketNorms® data from the last 3 years through Q3/2007, N=2,160 campaigns, n= 3,835,361 respondents

And this finding applies to a variety of categories. There is greater purchase intent by Matures when looking at some specific categories of online advertising, for example, pharmaceutical advertising and insurance, where they are more engaged in the market than younger consumers. But also in some other categories, such as consumer packaged goods, travel, and entertainment, which includes movies, television shows and games (Figure 4).

Figure 4

## Online Advertising Impact by Age – Specific Categories



Source: Dynamic Logic's MarketNorms® data from the last 3 years through Q3/2007

"Matures are the fastest growing population but perhaps the least understood, especially in terms of Internet use," according to Ken Mallon, Vice President of Custom Solutions and Ad Effectiveness Consulting for Dynamic Logic. "Those close to the Web know that

every demographic consumes Web content, but there are still those who refuse to accept the value of advertising to this powerful audience online. Perhaps this data will help.”

"There may be fewer Matures online when compared to younger generations, but those that are online are paying attention and are being persuaded to buy," according to Jack Lett, Executive Director of Focalyst.

Focalyst's research indicates that while television and print currently remain the most used media by Matures, the Internet is growing as a media channel of choice to reach these consumers. So for those who still believe that older consumers are not online, consider this: by 2011, it is projected that the number of online users ages 62+ will grow 51% - swelled by more Matures becoming connected and also by already-connected Boomers who will continue to be online.<sup>2</sup> Considering the impact online advertising has on *Connected Matures* and their greater purchasing power, it is time to stop overlooking this important audience.

<sup>1</sup> Focalyst calculations of data from the U.S. Census and Pew Internet and American Life Project.

<sup>2</sup> Based on extrapolations of ITU and eMarketer US Internet user data and Census projections.

#### About Focalyst™

Focalyst™ ([www.focalyst.com](http://www.focalyst.com)) is a leading source of information and insights about Baby Boomers and Mature consumers. As a Millward Brown specialty practice supported by AARP Services Inc.,<sup>SM</sup> Focalyst offers a broad range of qualitative and quantitative custom research solutions. Focalyst pioneered the largest, most comprehensive study ever conducted about Boomers and Matures and has the unique expertise to help marketers better understand and connect with this important demographic. For more information about Focalyst call 212.548.7270 or email [Jackie.Bartolotta@focalyst.com](mailto:Jackie.Bartolotta@focalyst.com).

#### About Dynamic Logic

Dynamic Logic is a leading research company with expertise in measuring marketing effectiveness. Dynamic Logic's research includes: AdIndex® to test and analyze advertising across digital platforms, CrossMedia Research™ to evaluate multimedia campaigns, MarketNorms®, a syndicated ad effectiveness planning and benchmarking database, and LinkSelect for Digital, an online copy-testing solution developed jointly with Millward Brown. Founded in 1999, the company is headquartered in New York City with offices in Chicago, San Francisco, Providence, London, Paris, Frankfurt and Tokyo. Clients include leading marketers, advertising agencies and media companies. Dynamic Logic is a Millward Brown company, which is part of The Kantar Group, the information and consultancy arm of WPP. [www.dynamiclogic.com](http://www.dynamiclogic.com)

#### About MarketNorms®

Dynamic Logic's MarketNorms is a marketing effectiveness database of over 3,650 campaigns across more than a dozen industries collected from over 5.5 million surveys. The results cited have not been adjusted for exposure frequency, demographics, ad size, websites, advertiser industry and other factors that may contribute to brand lift. These findings are aggregate in nature, reflect past results and are not a guarantee of future results for individual campaigns.

