



A Nielsen Study comparing the Media Usage of Baby Boomers vs Millenials

Baby Boomers (P 45-60) watch more TV and spend more time surfing the web than Millenials (P 18-44).

	Boomers	Millenials
TV Hours per Week	39.13	27.52
Online Hours per Week	6.99	6.40

Source: The Nielsen Company, Nielsen TV/Internet Fusion Dec 2008

Baby Boomers are slightly less likely to time shift, because they are less likely to stream, compared to Millenials.

Incidence By Demo	Millenials	Boomers
% DVR User	44%	38%
% Streamer	47%	46%
% Both DVR User and Streamer	22%	18%
% Any Time Shifting	69%	65%

For both demographics, the great majority of time with video is spent with live TV. Millenials do allocate a larger share of time to both Streaming and DVR Playback.

Share of Vide Minutes by Demo	Millenials	Boomers
Live TV	93.3%	95.2%
Streaming	1.0%	0.4%
DVR Playback	5.7%	4.4%

Nielsen created quintiles based on the amount of time spent time shifting video- regardless of whether it's Streaming or DVR. While Millenials comprise 60% of the sample, they comprise 65% of the heaviest two Time Shifting quintiles.

3. Share of Segment by Demo	Millenials	Boomer
Top 2 Quintiles	65.2%	34.8%
Bottom 3 Quintiles	57.8%	42.2%
Non-Time Shifters	56.9%	43.1%
Total	59.7%	40.3%

Among those top 2 quintiles of heavy Time Shifters, both allocate just under 15% of their time to time shifting, with the majority of time being spent with DVR Playback.

4. Share of Minutes by Demo- Heaviest Time Shifters	Millenials	Boomer
Live TV	86.5%	86.5%
Streaming	1.8%	1.0%
DVR Playback	11.7%	12.5%

Source: The Nielsen Company, Nielsen TV/Internet Convergence Panel, July 2008



Baby Boomers over-index on financial sites and travel sites.

	Minutes Spent Online per Week by Genre				
	<u>P2+</u>	<u>P18-44</u>	<u>Index to P2+</u>	<u>P45-60</u>	<u>Index to P2+</u>
Automotive Sites	5.50	5.73	104	6.12	111
Computer/Electronic Sites	15.08	16.99	113	18.02	119
Corporate Information Sites	10.39	12.04	116	11.16	107
Education/Career Sites	18.71	23.06	123	19.65	105
Entertainment Sites	56.66	66.16	117	62.00	109
Family/Lifestyle Sites	16.48	18.05	110	16.13	98
Financial/Investment/Insurance Sites	23.88	23.37	98	27.87	117
Government/Non-Profit Sites	9.86	10.54	107	11.31	115
Home/Fashion Sites	17.44	18.56	106	20.60	118
News & Information Sites	24.05	26.36	110	29.81	124
Search/Community Sites	95.83	115.60	121	110.15	115
Travel Sites	10.00	9.80	98	11.13	111

Source: The Nielsen Company, Nielsen TV/Internet Fusion Dec 08

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