

## EIAA Silver Surfers Report

### Executive Summary

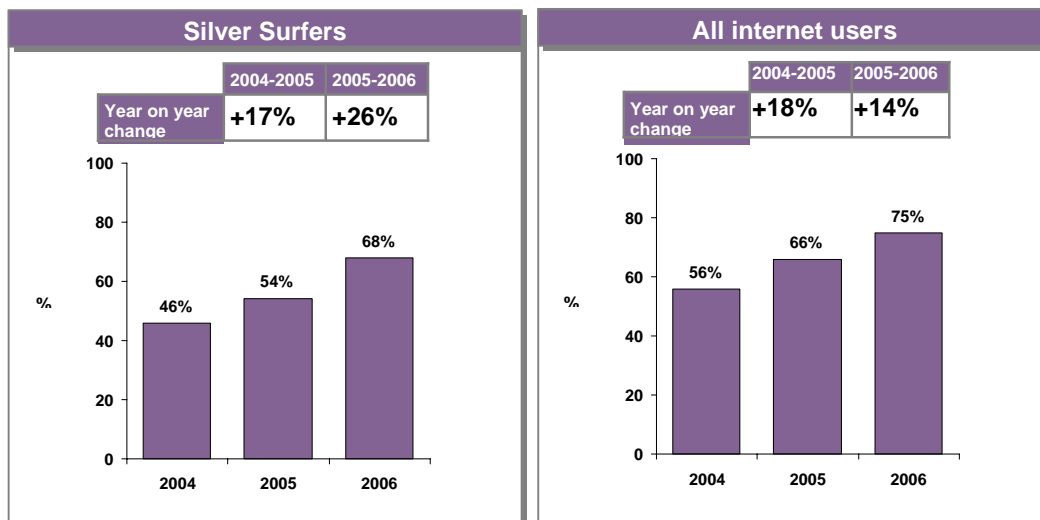
#### Silver Surfers

The EIAA Silver Surfers Report forms part of the ongoing Mediascope Europe Study. Now in its fourth year, Mediascope Europe is one of the most comprehensive pieces of research available looking at how people consume media and how they use the internet for content, communication and commerce.

#### Summary

##### **BROADBAND PENETRATION AND WEEKLY INTERNET USAGE**

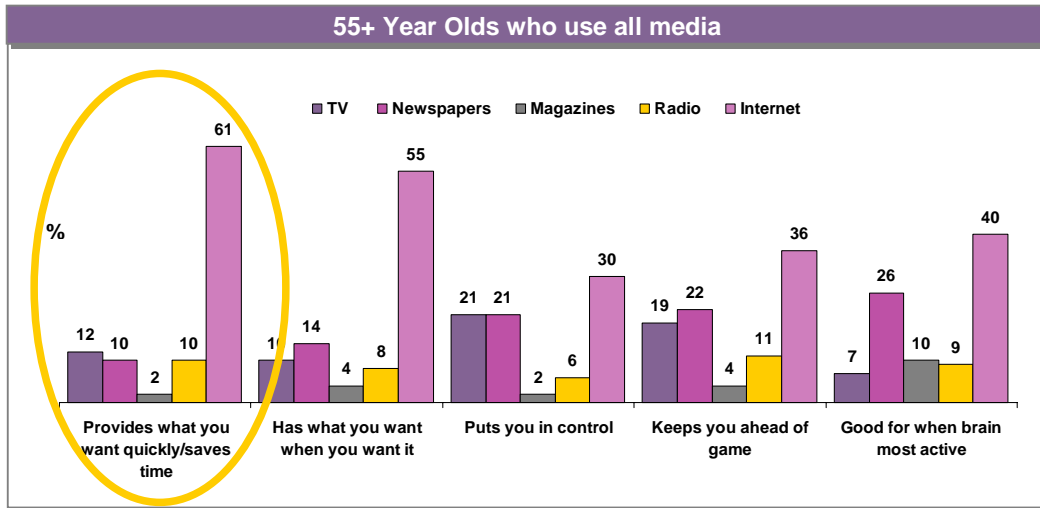
- One in four 55+ year olds log on to the internet in a typical week and weekend use is growing at a rate of 19% year on year, these 55+ year old internet users are the 'Silver Surfers'
- 68% of all European internet users aged 55 years and over now use broadband at their main point of internet connection
- Broadband adoption amongst these Silver Surfers is growing at a faster rate than the average European internet user:



[Base: All Internet users (n=4007) and All 55+ Year Olds using the Internet (n=711)]

## TIME SPENT BY MEDIA & THE IMPACT OF THE INTERNET

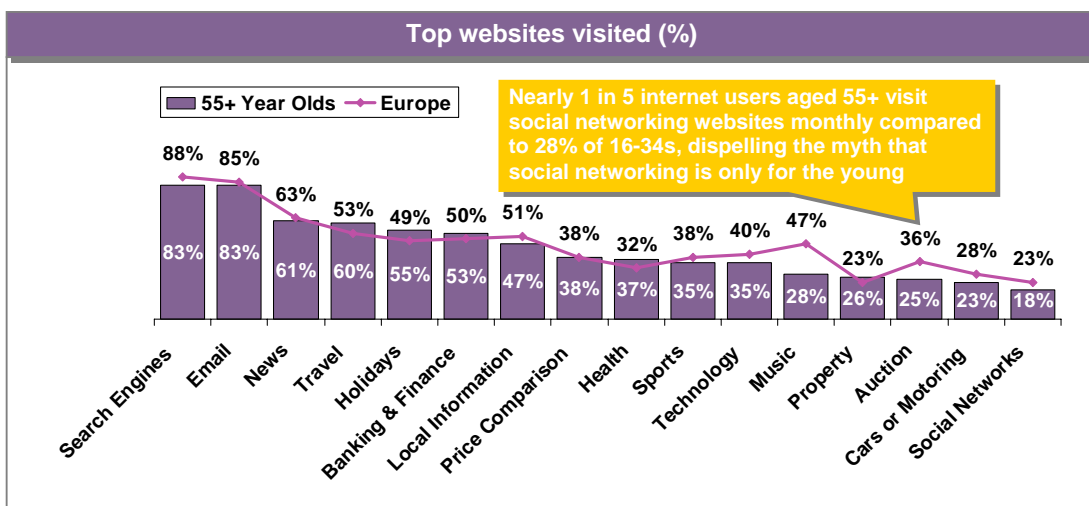
- Silver Surfers now spend an average of 8.8 hours online per week; growth of 18% since 2004
- 78% of the time they spend online is for personal reasons rather than work
- 61% of users of all media aged 55 and over cite that the internet provides what they want quickly and saves time:



[Base: All 55+ Year Olds using all media (n=412)]

## WEBSITES VISITED & E-COMMERCE

- Over half (53%) of all Silver Surfers now use online banking and finance sites, travel and holiday sites are also particularly popular with Silver Surfers - 60% visit travel sites and 55% visit holiday sites:



[Base: All Internet users (n=4007) and All 55+ Year Olds using the Internet (n=711)]

- Their research also converts into purchases, with 47% having bought travel tickets online and 32% having bought a holiday online.
- 38% are using price comparison sites and books (29%) and electrical goods (18%) prove popular online goods:

Top 10 products/services bought online	55+ year old internet users
Travel tickets	47%
Holidays	32%
Books	29%
Concert/festival/theatre tickets	24%
Electrical goods	18%
Clothes	15%
CDs	11%
Car hire	9%
Cinema tickets	9%
DVDs	8%

[Base: All 55+ Year Olds using the Internet (n=711)]

- 74% of Silver Surfers have shopped online, buying an average of 7 items and spending €830

## KEY FINDINGS

- Fuelled by the increased capacity and enriched services made possible by broadband, Silver Surfers are experiencing major changes in the way they are communicating and spending their leisure time
- Silver Surfers are developing a deeper engagement with online content, making the most of online tools and services to communicate with friends and family. Use of online forums has seen significant growth of 113% since 2005 and 18% now visit social networking sites at least once a month
- More Silver Surfers visit travel (60%) and holiday (55%) sites than the average European internet user - an indication of the increased leisure time and disposable income that this group enjoy. They also spend more online than the average European online shopper, with books and electrical goods proving popular.
- Online advertisers can gain valuable demographic and user insight from this research, learning how these Silver Surfers behave and engage online and gaining a better understanding of the sites they visit

## **METHODOLOGY**

The **EIAA Mediascope Europe 2006** study, which was managed by SPA and conducted by Synovate, involved 7,036 random telephone interviews with over 1,000 respondents in the UK, Germany, France, Spain, Italy and the Nordics respectively and 500 respondents in Belgium and the Netherlands respectively. Interviews were conducted throughout September 2006.

For more information please go to [www.eiaa.net](http://www.eiaa.net) or email [info@eiaa.net](mailto:info@eiaa.net)

If you are an agency or advertiser requiring a more detailed presentation of this data please contact [afennah@eiaa.net](mailto:afennah@eiaa.net)

## **ABOUT THE EIAA**

The European Interactive Advertising Association ([www.eiaa.net](http://www.eiaa.net)) is a unique pan-European trade organisation for sellers of interactive media. The primary objectives of the EIAA are to champion and to improve the understanding of the value of online advertising as a medium, to grow the European interactive advertising market by proving its effectiveness, thus increasing its share of total advertising investment. Its members are currently AD Europe, AdLINK Internet Media AG, AOL Europe, Microsoft Digital Advertising Solutions, Tiscali, Yahoo! Europe, LYCOS Europe and wunderLOOP. It is chaired by Michael Kleindl, Managing Partner of Valkiria Network.