



Boomers driving next wave of Social Networking

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More than 70 per cent of adult Canadians consider the Internet their first resource for shopping, news and connecting.

Source: *Leger Marketing study sponsored by Kijiji Canada*

If you think teenagers are driving internet growth - think again. A new study has found people over 30 are online in large numbers. `Bandwidth boomers` are online looking to learn, connect and spend. More and more, the baby boomers are the connected generation.

Online social network services provide a collection of various ways for like-minded users to interact, such as chat, messaging, email, video, voice chat, file sharing, blogging, discussion groups, and so on.

Trends

2007 trend-spotting reports cite a renewed importance on localization as opposed to globalization, and Canadian adults are increasingly relying on the Internet for local news, shopping and connecting.

According to the Kijiji Canada/Leger Marketing survey, 73 per cent of Canadians aged 30 and over rely on the Internet to search for local news and products to buy within their community, and 70 per cent now cite the Internet as their resource of choice for finding local services, such as handymen or domestic help.

In addition, the vast majority (89 per cent) of survey respondents cited convenience, ease of use and the variety of goods they find online – as opposed to more traditional sources like the Yellow Pages - as reasons for turning to the Internet for so many daily activities.

According to Dr. John Plinius, Director, Queen's Business Consulting, and Associate Professor of eMarketing, Innovation, and Sales, this is the next wave of a powerful social trend for adults - and something he expects to become even more mainstream in the very near future.

The percentage of adults (individuals aged 30+) online continues to rise, and has surpassed that of younger demographics (individuals aged 13 - 30).

Additional Survey Highlights:

Online use

Three in four Canadians older than 30 check the Internet at least once a month (73 per cent) for products to buy, services, jobs, or community information, and over half check the Internet once a week or more (54 per cent).

Sixty-nine per cent of adult Canadians have searched for local services online and 54 per cent view community postings and events online.

Online satisfaction

Four in five Canadians older than 30 say their experiences interacting with people online have been positive, including shopping on eBay, participating in blogs or discussion boards or meeting people (83 per cent).

Almost 90 per cent say that there is a good variety of goods and/or services online and 86 per cent say it is easy to find what they are seeking.

Challenges and Opportunities

More bandwidth boomers presents challenges and opportunities for businesses. This over 30 group leads busy lives, they expect information to be quickly and easily available.

Almost three-quarters of Canada's adult population now see the internet as their first resource for shopping, information and connecting with other people. The internet has come of age - and become a key tool for the largest and wealthiest segment of the population.

About the Survey

The survey was conducted for Kijiji Canada by Leger Marketing, from December 13 - 18, 2006, with a representative sample of 1,000 Canadians over the age of 30. The survey is considered accurate within +/- 3.1 per cent, 19 times out of 20.

For additional white papers and case studies please contact:

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Etherlinx expertise is supported by one of the most experienced teams of programmers and designers in Eastern Ontario. Their commitment is to service excellence and client satisfaction.

References

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