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Media Use Among Younger Demos Shows Sharp Increase/Facebook Favored by Boomers

Kid, tween and teen media use has "risen dramatically" over five years ago according to a new study released by the Kaiser Family Foundation. The study of 2,000+ students nationwide found that kids/teens 8-18 devote an average of 7 hours and 38 minutes a day (53+ hours a week) using various entertainment media (TV, video games, computers, MP3 players, cell phones and other mobile devices etc). Since much of that time was spent media multitasking, researchers estimate that it is more like kids are spending 10 hours 45 minutes a day using media.

These numbers reflect a gain of one hour and 17 minutes per day over 2004 when the last study was conducted, with multitasking estimates up just over two hours, from 8:33 to 10:45. The newest study, the third in a series, credits the increase, at least in part, to mobile device ownership with the increase in kid/teen media use, specifically cell phones, up from 39% to 66%, and iPods/MP3 players up from 18% to 76%. Though researchers cannot establish a cause and effect relationship, the study did find that heavy media users (kids spending 16+ hours of media per day) are getting lower grades (mostly Cs or lower).

Generation M2: Media in the Lives of 8- to 18-Year-Olds, January, 2010

Internet Trends for Seniors

As of December 2009, 38% of U.S. adults age 65 and older go online, a significantly lower rate of Internet adoption than the general population (74%) and even the next-oldest group (70% of adults age 50-64 years old go online). In addition, just 26% of U.S. adults age 65 and older have home broadband access, compared with 56% of adults age 50-64 years old (and 60% of all adults). Older Internet users are also more likely to engage only in E-mail and search functions. Only a handful has delved into social media.

Dr. John Morse of Byron Media predicts that over the next five years seniors, especially those 55-70, will gradually catch up to the younger population.

Pew Internet & American Life Project, January 20, 2010

For Boomers: Facebook is Leading Social Network by A Wide Margin

eMarketer reports that Facebook took over as the leading social network for baby boomers in 2009, growing 106% to nearly 22.6 million users. MySpace saw a 40% decline in boomers during the same period, to 9.7 million, and Twitter visitors increased 714%, to 4.2 million. LinkedIn, a business site that has seen traffic rise during the economic recession, ranked third among boomer networkers at 6.8 million.

Boomers and Social Media, February, 2010

Contact Byron Media at 212-726-1093 or John@ByronMedia.com. Our team will find the best ways to slash your research budget and still gather data that will drive sales, marketing and content development. We specialize in consumer "buzz" projects, focus groups, b2b custom studies as well as segmenting viewer/user populations.