



KS2 Solutions Inc.
121B 7879 8th Street NW
Calgary, Alberta, T2E 8A2
Phone: (403) 228 1800 • Fax: (403) 873 2283
Corporate Web Site: www.ks2.ca

The fastest growing online population consists of consumers aged 65 and up.

(Sourced from “The Internet’s Newfound Seniority”, by Tessa Wegert, February 12, 2004. Original article available at http://www.clickz.com/experts/media/media_buy/article.php/3311441)

This document is a wake-up call for the remaining conventional, conservative, “I don’t advertise online” business owner who continues to ignore the Internet.

The data speaks directly to all the business owners and marketing firms clinging to contracts with traditional media because they’re convinced online advertising is just a fad that will eventually go away.

Although seniors may have been a little slow in adopting the Internet, they are now connecting in record numbers and are shifting the media consumption patterns.

But ... don’t take our word for it; here are the facts:

Seniors surged in Internet usage by 25% from 2002 to 2003 reaching 9.6 million online. Largest boost was in women. Source: 2003 Nielsen/NetRatings.

In 2003, 50% of these “older adults” 50-64 and 23% of seniors 65 and over were online. These figures are anticipated to jump to 65% and 37% respectively by 2006. Source: Jupiter Research.

*In December 2003, **YellowPages™.ca** was used by over 248,000 older adults, 50-64 and over 51,000 seniors, 65 and up. Total usage for **YellowPages™.ca** in December 2003 was over 3.5 million. Source: Comscore Media Metrix.*

What does this mean to you and your business?

Being without a proper online strategy to reach the fastest growing demographic on the Internet could leave your business on the outside looking in.

This is not to say drop your traditional media advertising, however, an Integrated Marketing Approach that combines traditional and online advertising will produce better results than just a traditional marketing approach on its own.

KS2 Solutions Inc. is a leading Calgary Company focused on driving more clients and more cash to your business using the Internet combined with traditional media sources.