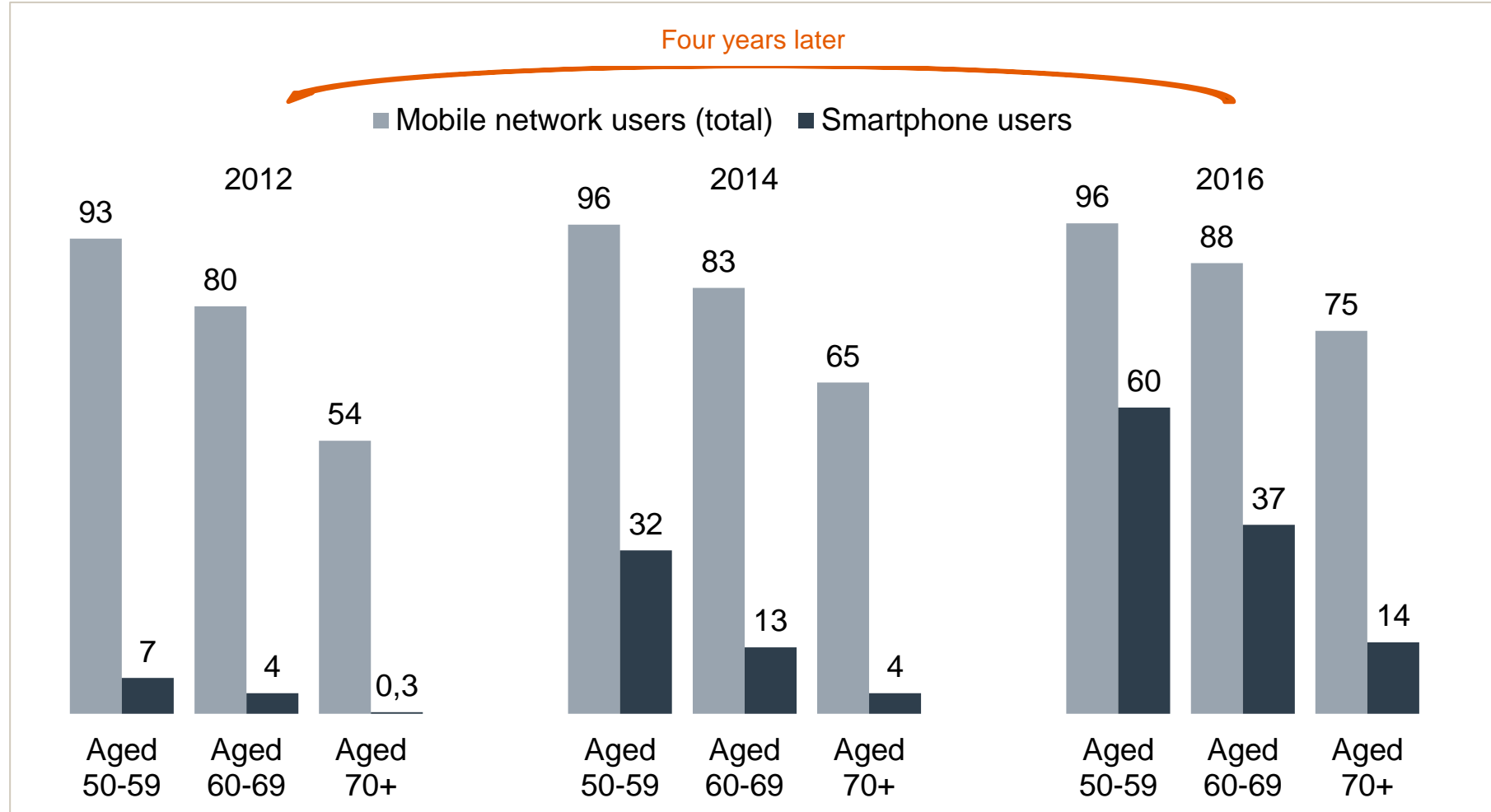


Times they are a-changing: Smartphones gaining popularity among over-50s

Cellphone/smartphone ownership among over-50s

Answers in % (rounded)

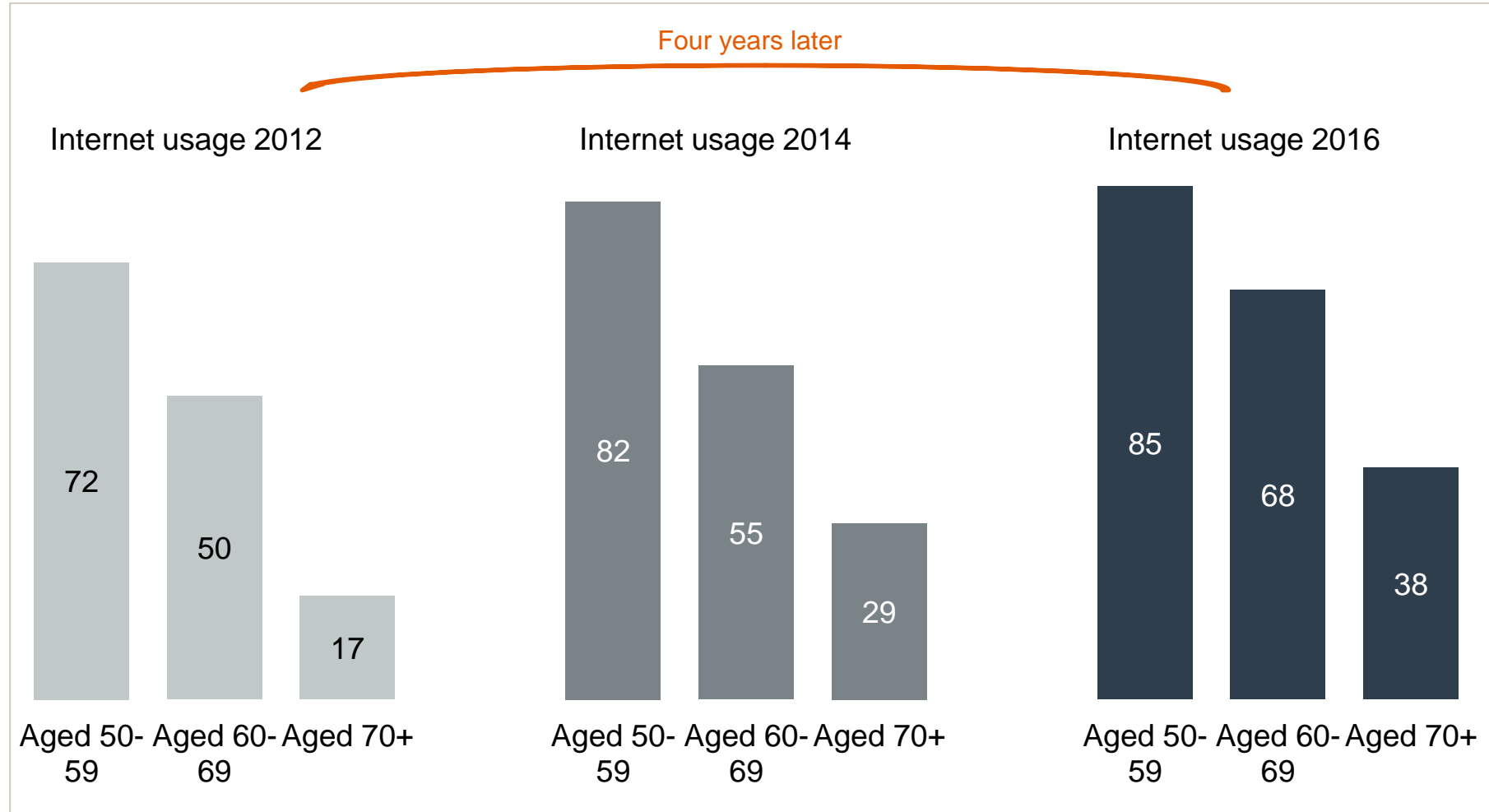


Source: GfK Verein; Consumer Study 2012, 2014 and 2016

In total, 85% of respondents aged 50-59 and 68% of those aged 60-69 are internet users

Proportion of internet users among over-50s

Online activity within the last four weeks (home, work, elsewhere); answers in % (rounded)

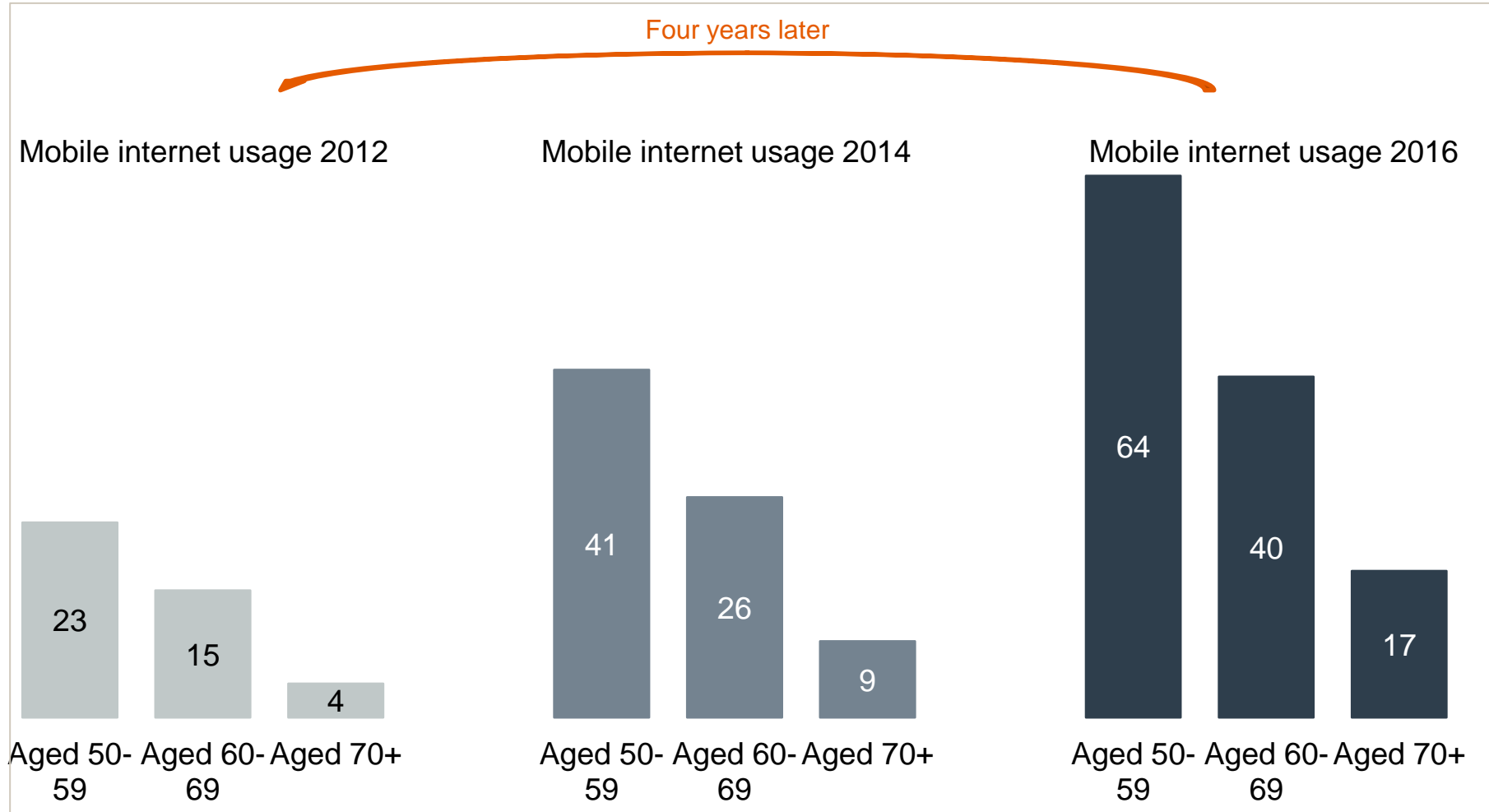


Source: GfK Verein; Consumer Study 2012, 2014, and 2016

Over-50s (also) increasingly using their cell phone for internet access

Mobile internet usage within the last four weeks

Basis: Internet users sub-group; answers in % (rounded)



Source: GfK Verein; Consumer Study 2012, 2014 and 2016

Cell phones are a practical aid for everyday life, including for older users

Statements and attitudes regarding cell phones and smartphones in 2016

Basis: cell phone users sub-group; agreement with the respective statements (Top2Boxes; four-stage scale); answers in % (rounded)

	Age brackets (cell phone users)			
	All cell phone users	Aged 50-59	Aged 60-69	Aged 70+
Basis (number of respondents)	1947	357	250	251
“I am easiest to reach on my cell phone/smartphone.”	67	62	39	20
“Anytime, anywhere cell phone/smartphone, laptop or tablet internet access saves me a lot of time.”	55	45	32	13
“Now I only give out my cell phone number, instead of my landline.”	43	31	19	7
“I organize my entire life with my cell phone/smartphone, for example contacts, meetings and navigation.”	42	28	18	8
“Losing my cell phone/smartphone would be harder than losing my wallet.”	31	17	11	7

Study description

Method

Source:	GfK Consumer Study 2012, 2014, 2016; Germany sub-group
Method:	Computer Assisted Personal Interviews (CAPI, face to face survey)
Survey period:	Autumn 2011, 2013 and 2015 respectively
Target group:	German population aged 14+ (representative)
Sample size:	Each approx. 2,000; 2016: n = 2,087, of which 992 respondents aged over 50
of which (2016):	
Aged 50-59	n = 372
Aged 60-69	n = 284
Aged 70+	n = 336