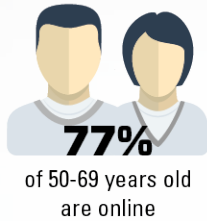
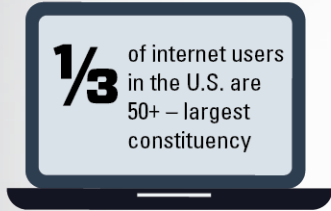


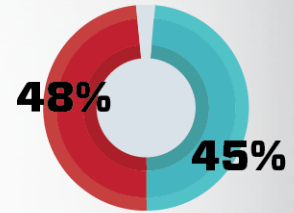
BABY BOOMERS

"They may be the last age group to join in, but you can no longer say that baby boomers and seniors aren't embracing technology"

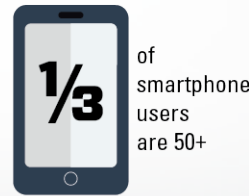
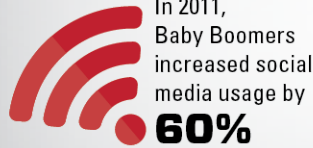
Andrea Coombes, "Boomers dive into social media"



From 2004 to 2009, the number of 65+ actively using internet increased by



48% of Baby Boomers stated that they joined social networking sites for work/business purposes, with 45% stating they joined for family and friends.

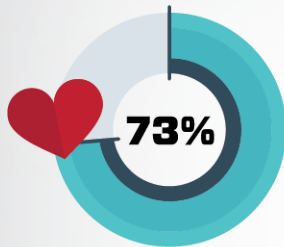


Sources starting with the upper-left stat: Jupiter Research 2014; Pew 2014; WSL/Strategic Retail 2013; Nielsen 2013; WSL/Strategic Retail 2013; Creating Results – Social Silver Surfers 2010

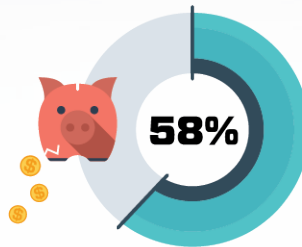
MILLENNIALS

"This generation will be known for its hard work 'on grassroots reconstruction of community, teamwork and civic spirit.'"

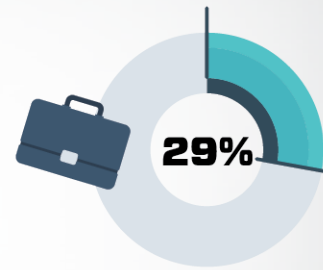
Howe and Strauss, "Millennials Rising: The Next Great Generation"



73% of Millennials volunteered for a nonprofit in 2012

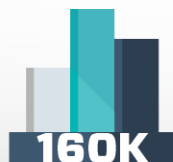


58% of college students in 2012 said they would take a 15% pay cut for a job where "values are like my own"



29% of entrepreneurs in 2011 were 20 to 34 years old

Millennials launched almost 160,000 startups each month in 2011



95 million Millennials in U.S., makes them the largest cohort in history

Sources starting with the upper-left stat: Millennial Impact Report 2013; Harvard University Millennial Civic Health Index 2013; CIRCLE/PBS 2012; U.S. Chamber of Commerce 2011; U.S. Chamber of Commerce 2011