EL USUARIO = CREADOR
29 millones usuarios internet

62.6% población
% DOING ACTIVITY DAILY

NO. OF HOURS SPENT ON ACTIVITY PER WEEK

I3: Importance of online activities.
Bases: All respondents 48804
Figure 3 Internet Is Now The Most Popular Source Of Product Info For Europeans Under Age 55

"Please indicate the top three media sources you currently depend on the most for obtaining product information."

Base: 23,119 European consumers
Source: European Technographics® Benchmark Survey, Q2 2010
### Share of time spent online grew across generations

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Internet</th>
<th>Television</th>
<th>Radio</th>
<th>Magazines</th>
<th>Newspapers</th>
<th>Internet % change from 2004*</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 to 24</td>
<td>42%</td>
<td>33%</td>
<td>17%</td>
<td>4%</td>
<td>4%</td>
<td>17%</td>
</tr>
<tr>
<td>25 to 34</td>
<td>37%</td>
<td>34%</td>
<td>21%</td>
<td>4%</td>
<td>4%</td>
<td>12%</td>
</tr>
<tr>
<td>35 to 44</td>
<td>30%</td>
<td>37%</td>
<td>22%</td>
<td>5%</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>45 to 54</td>
<td>25%</td>
<td>40%</td>
<td>23%</td>
<td>5%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>55 to 64</td>
<td>18%</td>
<td>45%</td>
<td>22%</td>
<td>6%</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>65 and older</td>
<td>7%</td>
<td>49%</td>
<td>22%</td>
<td>8%</td>
<td>13%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Base: 20,946 European consumers (EU-5)*
*Base: 18,423 European consumers (EU-5)
(Percentages may not total 100 because of rounding)

Source: European Technographics® Benchmark Survey, Q2 2010
*Source: Forrester’s Consumer Technographics Q2 2004 European Study
†Note: EU-5 includes France, UK, Germany, Spain, and Italy
EL USUARIO CONTROLA EL MENSAJE

PodCast

Blog

Conversacion

Video

Colaboracion
I have a voice
THE CONVERSATION PRISM
Brought to you by What's New in JESS3
78% DE LA GENTE CREE EN LAS RECOMENDACIONES DE OTROS CONSUMIDORES

NIELSEN “TRUST IN ADVERTISING” REPORT, OCTOBER 2007
CONVERSACION/COLABORACION
Help shape the future of Starbucks - with your ideas

You know better than anyone else what you want from Starbucks. So tell us. What’s your Starbucks Idea? Revolutionary or simple-we want to hear it. Share your ideas, tell us what you think of other people’s ideas and join the discussion. We’re here, and we’re ready to make ideas happen. Let’s get started.

**share**
Post your Starbucks Idea – from ways we could improve to things we’ve never even thought of.

**vote**
Check out other people’s ideas and vote on the ones you like best. The community votes. The community decides.

**discuss**
Talk about ideas with other customers and our Starbucks Idea Partners and help make them even better.

**see**
This is the proof. See which of your ideas were the most popular and watch as we take action.

---

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