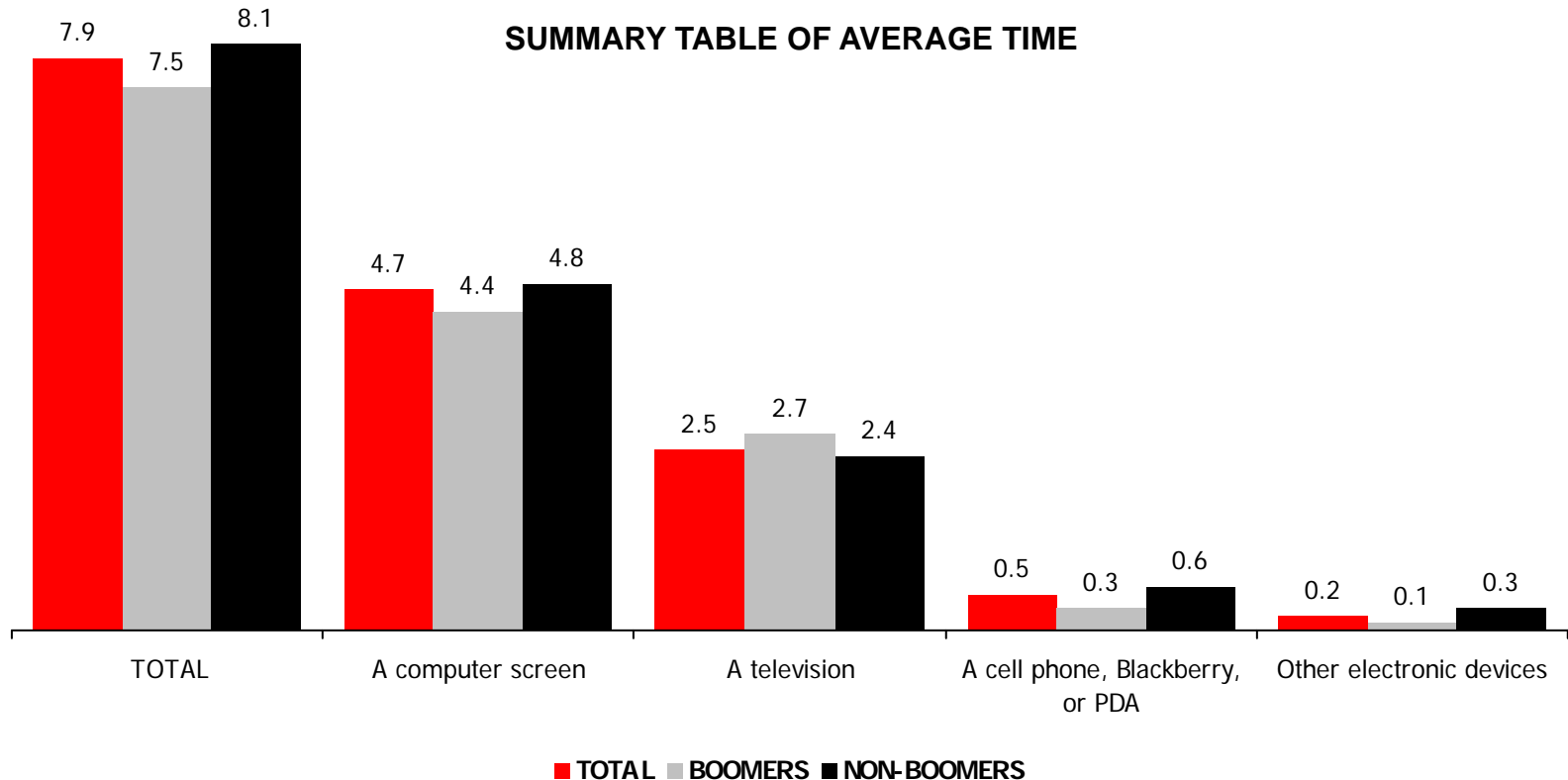


Boomers spend a total of 7.5 hours per day in front of eye-straining devices

- ▶ On average, boomers spend 4.4 hours in front of a computer screen, 2.7 hours in front of a television, and a fraction of an hour in front of a cell phone, Blackberry or PDA and other electronic devices each day. In total, this amounts to an average of 7.5 hours in front of potentially eye-straining devices.
- ▶ Boomers spend more time in front of a television each day compared to non-boomers.
- ▶ Boomers in the West and in Ontario spend more time in front of a computer screen each day, on average.
- ▶ Boomers who earn more than \$100k per year spend more time, on average, in front of a computer screen each day and less time in front of a television.



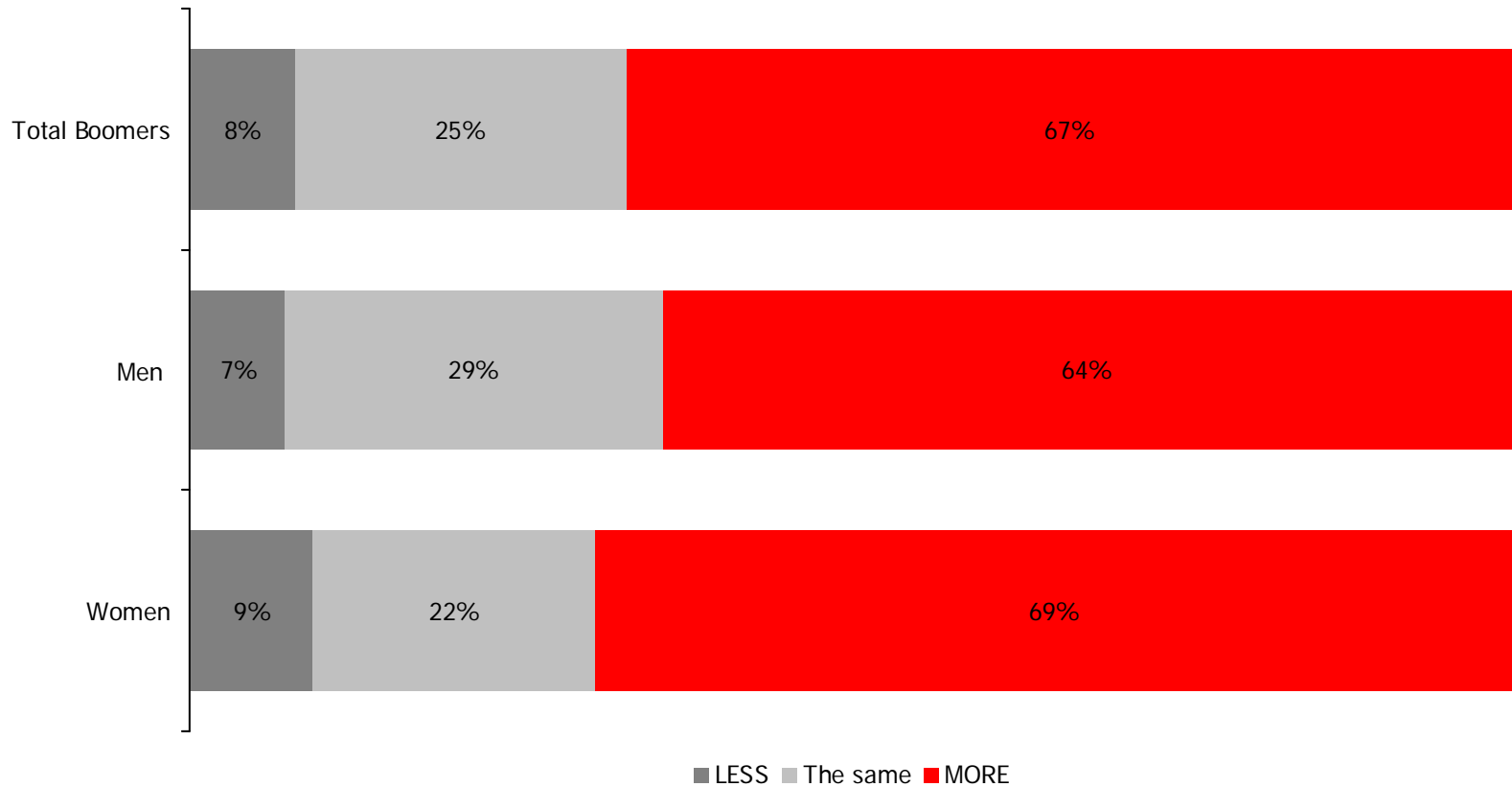
1. How many hours per day do you spend in front of each of the following?

SUMMARY TABLE OF MEANS

Base: All (n=3435), Boomers (n=1405), Non-boomers (n=2030).

Majority of boomers use a computer more than they used to

- ▶ Female boomers are more likely than male boomers to say that they are spending more time in front of a computer (69% versus 64%).



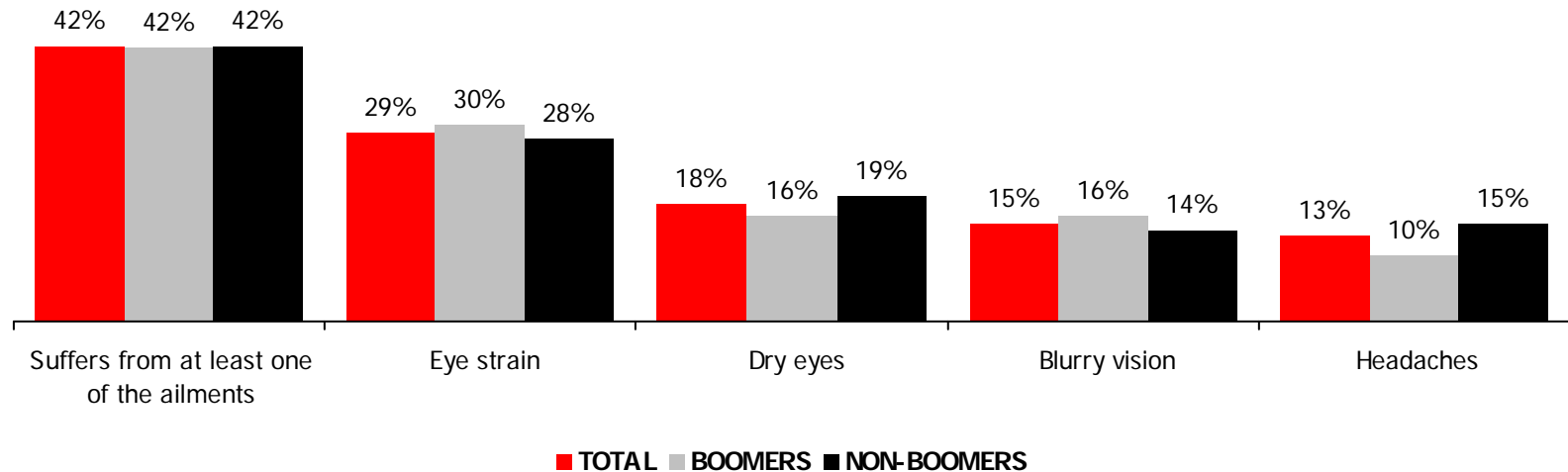
2A. Compared to five years ago, do you use each of the following...

A computer screen

Base: Boomers (n=1405), male boomers (n=787), female boomers (n=618).

Four-in-ten suffer from ailments relating to screen viewing

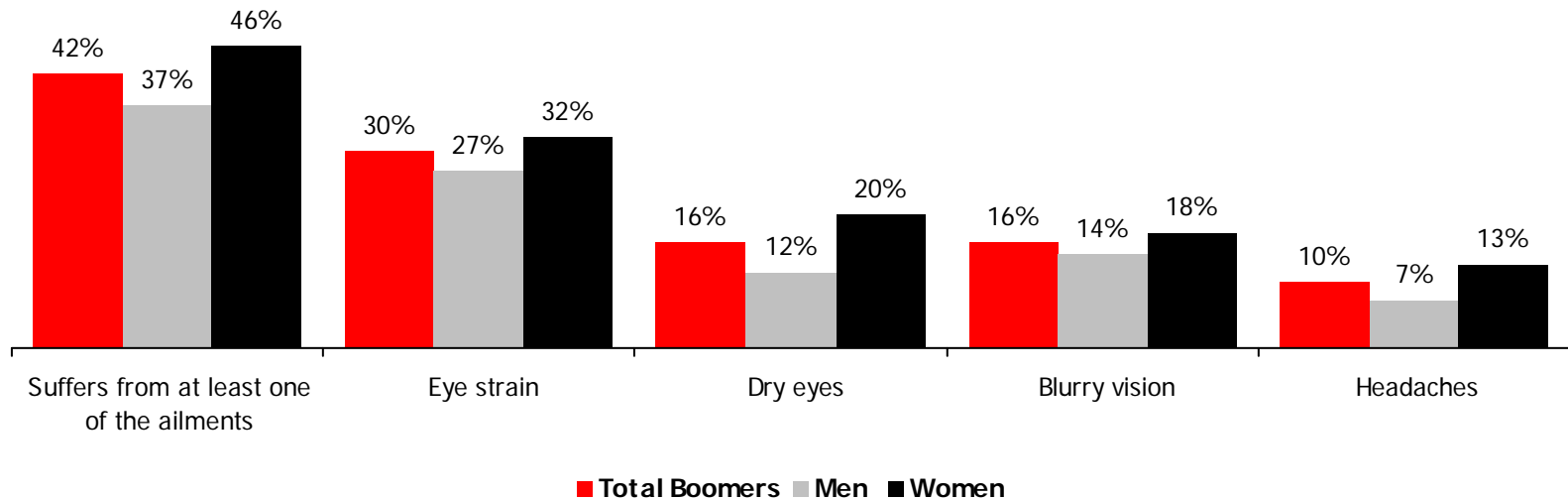
- ▶ Four-in-ten boomers (42%) say they suffer from eye strain, dry eyes, blurry vision, or headaches when using the computer or from any other screen viewing.
- ▶ Female boomers are more likely than male boomers to say they suffer from any of these ailments when using the computer or from any other screen viewing (46% vs. 37%), particularly dry eyes (20% vs. 12%) and headaches (13% vs. 7%).



3. Do you suffer from any of the following when using the computer, or from any other screen viewing (i.e. TV, hand-held video games, mobile phones, and PDAs)?
Base: All (n=3435), Boomers (n=1405), Non-boomers (n=2030).

Four-in-ten suffer from ailments relating to screen viewing

- ▶ Female boomers are more likely than male boomers to say they suffer from any of these ailments when using the computer or from any other screen viewing (46% vs. 37%), particularly dry eyes (20% vs. 12%) and headaches (13% vs. 7%).



3. Do you suffer from any of the following when using the computer, or from any other screen viewing (i.e. TV, hand-held video games, mobile phones, and PDAs)?

Base: Boomers (n=1405), male boomers (n=787), female boomers (n=618).