

The cost of being on the cutting edge

How the tech revolution is affecting Americans' spending habits

GROUP	Older wired baby boomers	Wired GenXers	Young tech elites	Unwired younger baby boomers	Wired senior men	Young marrieds	Low-tech older baby boomers	Low-tech elderly
DESCRIPTION	Heavy tech users; mostly male	Split between women and men; broadly engaged with technology	Broad, deep users of technology; mostly male	Disposed toward technology; little time to use intensely	Small cluster of older ardent tech users	Modest tech use; mostly women; lower income	Little tech use; mostly women	Mostly women
MEAN AGE	52	36	22	39	70	24	54	73
SPENDING ON INFO SERVICES*	\$175	\$136	\$161	\$125	\$124	\$124	\$124	\$83

*The sum of respondents' estimates of monthly spending for telephone service (including long distance), cell phone service, Internet service, cable TV service (including premium channels) and payments for online content.

Source: Pew Internet & American Life Project