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BABY BOOMERS LEAD THE HOME OFFICE REVOLUTION

British over 45's lead Europe in home office efficiency

Forget young, technology-savvy 20-somethings working in media or web-design. When it comes to the home office revolution, it's the generation of baby boomers who are leading the way, according to new research from Lexmark, the international printer manufacturer.

The survey of 1,000 people with a home office in Britain reveals that almost half (46%) are over 45 —more than any other age group.

And while the younger generations are content to work in unhealthy, cramped conditions at home —16% of 25–34 year olds work on a laptop wherever they can find space and 11% work at the dining room table - their older (and it seems wiser) counterparts are more likely to invest in a comfortable, purpose built home office.

Across Europe the picture is similar but with 'silver surfers' leading the way. An incredible 61% of over 55's in the Netherlands enjoying working from a purpose-built home office space, compared to 59% in France and 30% in Italy.

GADGET GURUS

The over 45's are also leading the way in fitting out their home offices with all the latest gadgets, scoring the highest in ownership in every office gadget, with 34% having laptops compared to just 25% of 25-34 year olds.

The over 45's are also more switched on when it comes to making the most of their home office space, with 42% opting for an all-in-one printer, scanner, copier and fax to save valuable desk space and reduce cable clutter, compared to 16% of 25-34 year olds.

WORKING NINE TO FIVE

The research also dispels the myth that working from home is the easy option! Over one in five (21%) of those questioned who work flexi-time, work up to 20 hours per week at home in addition to putting time in at the office.

LAW AND ORDER

The research also shows that it's no longer only creative freelancers or self-employed people who work from home. Those in the more traditional professions are also increasingly starting to work from home some or all of the time, with 14% of lawyers and 12% of IT professionals now working from home for over 30 hours per week.

"It's great to see that more and more people are enjoying the benefits of working from home and this is no longer just the domain of freelancers and aspiring authors," says Giovanni Giusti, managing director, Lexmark UK.

"What is surprising is that it's the older generation who are leading the revolution, with the best working conditions and use of all-in-one technology to help them work more productively."

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About Lexmark

Lexmark International, Inc. makes it easier for businesses and consumers to move information between the digital and paper worlds. Since its inception in 1991, Lexmark has become a leading developer, manufacturer and supplier of printing and imaging solutions for customers in more than 150 countries. Lexmark reported approximately \$5.3 billion in revenue in 2004, and can be found on the Internet at www.lexmark.com.

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