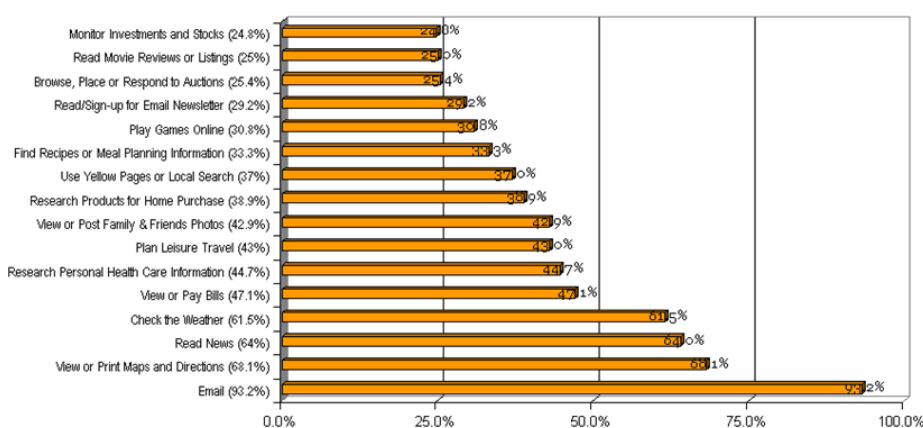


## RESEARCH BRIEF: Older Americans & Internet Usage

"In 2005, there will be an estimated 50.4 million people ages 50 to 64 in the U.S., and another 36.7 million people 65 and older, according to projections from the US Census Bureau. By 2025, people 65 and older will make up 18.2 percent of the U.S. population, according to projections from the US Census Bureau, up from 12.4 percent this year. In raw numbers, that means that in 2025 there will be an estimated 63.5 million seniors in the US, 73 percent more than today." - eMarketer, May 2005

According to Nielsen//Netratings those aged 55 and up make up 27.4% of the online population and are estimated at 38.6 million individuals in the US. Of those aged 55 and older, 48.9% are online every day and 44.6% reported using the Internet and TV concurrently yesterday.

### Internet Activities of Those 55+ In the Last 30 Days



Source: Nielsen//Netratings @Plan, October, 2006

## MORE INFORMATION

**Seniors Online: How Aging Boomers Will Shake Up the Market**  
[http://www.emarketer.com/Report.aspx?seniors\\_jun05](http://www.emarketer.com/Report.aspx?seniors_jun05)

**Generations Online**  
[http://www.pewinternet.org/PPF/r/170/report\\_display.asp](http://www.pewinternet.org/PPF/r/170/report_display.asp)

**Older Americans & The Internet**  
[http://www.pewinternet.org/PPF/r/117/report\\_display.asp](http://www.pewinternet.org/PPF/r/117/report_display.asp)

**The Future of the Internet at Baby Boomers Age**  
[http://www.pewinternet.org/PPF/r/48/presentation\\_display.asp](http://www.pewinternet.org/PPF/r/48/presentation_display.asp)

**NPR Morning Edition: Digital Generations: More Seniors Logging On to the Web**  
<http://www.npr.org/templates/story/story.php?storyId=4200943>

**Boomers Shake Up the Internet**  
<http://www.emarketer.com/Article.aspx?1003408>

**Older Americans Big On Internet, Elderly Not There, Yet**  
<http://www.seniorjournal.com/NEWS/SeniorStats/5-01-19SeniorsInternet.htm>

**Baby Boomers Burst Online**  
<http://www.clickz.com/showPage.html?page=3575056>

## HIGHLIGHTS

**Half of all Americans over age 60 use the Internet**, as do more than 80 percent of Baby Boomers – Focylst, August 2006

**38.2 Million** Americans ages 55+ online in 2006. - Nielsen//Netratings, 10/06

**44%** of Americans ages 50 – 64 that have broadband access at home – Kaiser Foundation, January 2005

**43% of consumers aged 50 and over** use the Internet between 11-30 hours per week – Third Age, January 2003

**48.9% of those aged 55+** are online every day – Nielsen//Netratings, 10/06

**66.7% of those aged 55+** access the Internet via broadband – Nielsen//Netratings, 10/06

**92% of wired seniors** have window-shopped online and 78% have made a purchase – Greenfield Online, March 2004

**64% of the online audience aged 55+** read the news online in the last 30 days – Nielsen//Netratings, October 2006

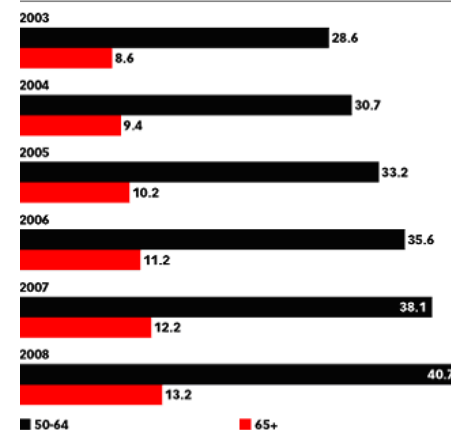
**43% of the online audience aged 55+** planned leisure travel online in the last 30 days – Nielsen//Netratings, October 2006

**“People in the 50 to 64 age group are much more engaged with the Internet overall.** They are more likely to pursue a broader range of activities, and they are more willing to experiment with newer online pursuits such as blogs. In many respects, they are more like younger age groups than like seniors. – Pew Internet & American Life Project, March 2004

**Three of five adults 55 years and older**, say they use the Internet more today than they did a year ago – Burst Media, January 2006

**Nearly 58 percent of surveyed adults over 55** stated they could find content online they couldn't find via other media – Burst Media, January 2006

### Older Adults and Seniors Online in the US, 2003-2008 (in millions)



Note: all locations, eMarketer uses the US Department of Commerce 2003 Internet user figure - someone who has accessed the Internet at the time of the survey - as its benchmark source. eMarketer has extrapolated the Department of Commerce number to end of year  
 Source: eMarketer, May 2005