What Are Older Adults Doing Online?

Good marketers know that baby boomers and seniors continue to increase their spending power and are an important segment to reach. The smartest marketers recognize that with the right strategy today's mature consumers can be effectively captured online. Because older adults are becoming more and more internet savvy, maintaining a strong digital presence has never been more important. Meet consumers where they are. Display ads and sponsored content, for example, showcase your brand on sites across the web.

The prevailing attitude of older adults is that the web is a useful tool. They're ready to engage online — are you?

How do they get online?

The vast majority of adults ages 65 and older say they believe having access to high-speed internet at home is either essential (42%) or important (49%). And 4-in-10 seniors now own smartphones, more than double the share that did so in 2013! Roughly three-quarters of internet users ages 65 and up say they go online daily.

What are they doing there?

Top Actions

74% Check email
48% See photos
48% Shop online
45% Social media
40% Search

Influenced

How do they get online?

Key Marketing Takeaway

Be sure you're spending your time and money where your 50+ prospects spend theirs.

Get Better Marketing Results with 50+ Consumers.