

What Are Older Adults Doing Online?

Presented by **Creating Results**
Strategic Marketing

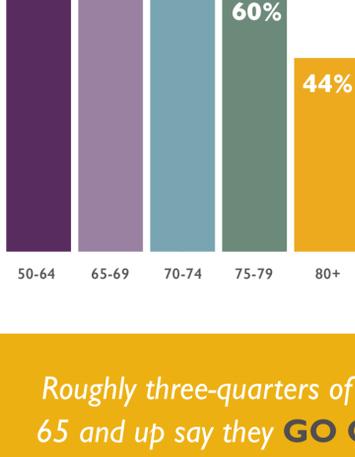
Good marketers know that baby boomers and seniors continue to increase their spending power and are an important segment to reach. The smartest marketers recognize that with the right strategy today's mature consumers can be effectively captured online.



TECHNOLOGY ADOPTION

BY OLDER ADULTS

% of U.S. adults in each age group who say they use the internet



Because older adults are becoming more and more internet savvy, maintaining a strong digital presence has never been more important.

Roughly three-quarters of internet users ages 65 and up say they **GO ONLINE DAILY**.



WHAT ARE THEY DOING THERE?

WHAT BOOMERS AND SENIORS DO ONLINE

3 in 4

PEOPLE HAVE TAKEN ACTION AS A RESULT OF WATCHING AN ONLINE VIDEO



Meet consumers where they are. Display ads and sponsored content, for example, showcase your brand on sites across the web.

INFORMATION ACCESSED

BY BABY BOOMERS



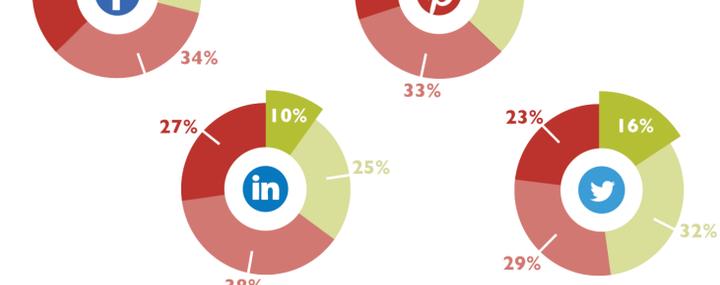
EMAIL USED AS SHARING TOOL

PER GENERATION



DESIRE TO ENGAGE WITH BRANDS IN SOCIAL CHANNELS

% OF 40+ USERS OF IDENTIFIED NETWORK:



TOP ACTIONS

TAKEN WHILE ON / AFTER TIME ON SOCIAL NETWORKS



INFLUENCED TO PURCHASE BY SOCIAL MEDIA?

TO PURCHASE BY SOCIAL MEDIA?



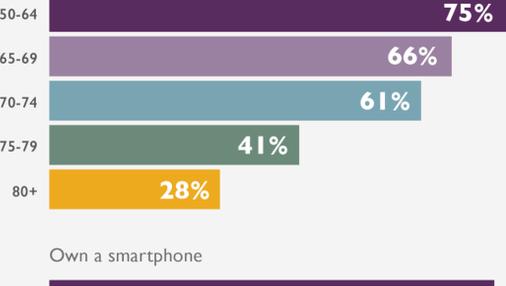
HOW DO THEY GET ONLINE?

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!

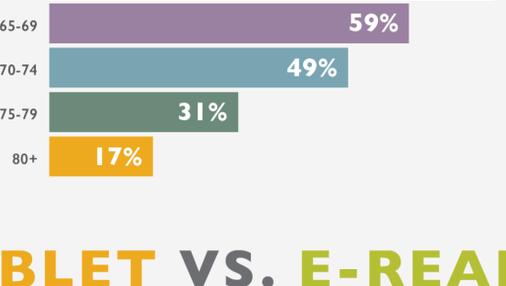
DEVICE USAGE

BY OLDER ADULTS

Subscribe to home broadband services



Own a smartphone



TABLET VS. E-READER

% of U.S. adults age 65 and older who say they own the following...



Key Marketing Takeaway

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

The prevailing attitude of older adults is that the web is a useful tool.

They're ready to engage online — are you?

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SOURCES:
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<http://www.pewinternet.org/2017/05/17/tech-adoption-climbs-among-older-adults/>



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