

## Online Habits of Baby Boomers

By [Kerry Finch](#)

It should come as no surprise to those in the age group that of the one-third of the 195.3 million internet users in the US, the 55+ age group represents the largest constituency (Jupiter Research). This demographic is generally cashed up and ready to spend online, yet the focus of online retailers continues to be a younger (and cash-poorer) age group.

Here are some sobering statistics:

- \* The most popular online activity of this age group is email, followed by web browsing, research and shopping (JWT Boom and ThirdAge).
- \* Over two-thirds of Americans in the 50-64 years age group use the internet (SeniorNet).
- \* Adults over 50 years of age spend an average of, wait for it, \$7 billion online annually.
- \* When making a major purchase such as cars and appliances, the internet is the most important source of information for baby boomers (Zoomerang).
- \* Those aged 50-plus account for 80% of all luxury travel spending, and 42% of all travel purchases are made online (Pew Internet and American Life Project).
- \* Over 72 percent of baby boomers have broadband internet in their homes.
- \* At the end of 2007 mature social networkers are expected to top 20 million (Deloitte).
- \* 82 percent of adults aged over 50 used the internet to research health and wellness information.

Today's Over 55s are generally healthier and wealthier than their parents, and are looking forward to active retirement years. They are happy to take on new challenges and to travel to exciting and exotic destinations.

Their use of the internet for research into just about every aspect of their lives is a growing trend and one which all internet marketers should acknowledge.

Kerry Anne Finch is an accomplished marketer, with proven successes in corporate and NFP PR, event management and hugely successful product launch programs.

Kerry has founded a new website Over55s specifically for the Baby Boomer/55+ age group, with features that include Travel, Hobbies, Health and Sport (<http://www.over55s.com>). Contributions from members are not only welcome, but are encouraged.

Currently Kerry divides her time between launching and managing her new website, her internet writing business, and gathering material through her role as an international tour director.