Senior Citizens and Digital Technology

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Pew Internet
Pew Internet & American Life Project

a project of the PewResearchCenter

PewInternet.org

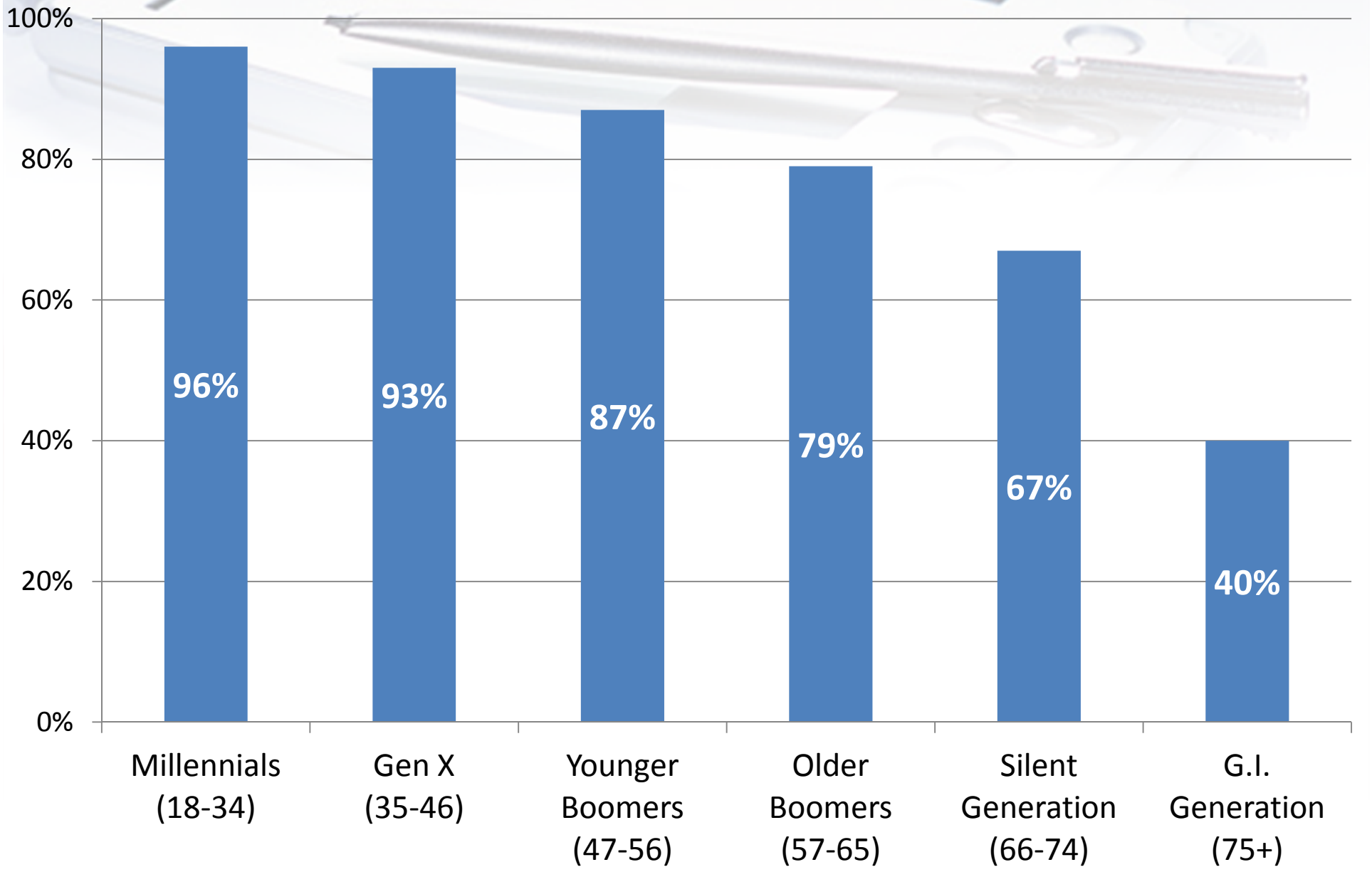
Generational self-definition

What Makes Your Generation Unique?

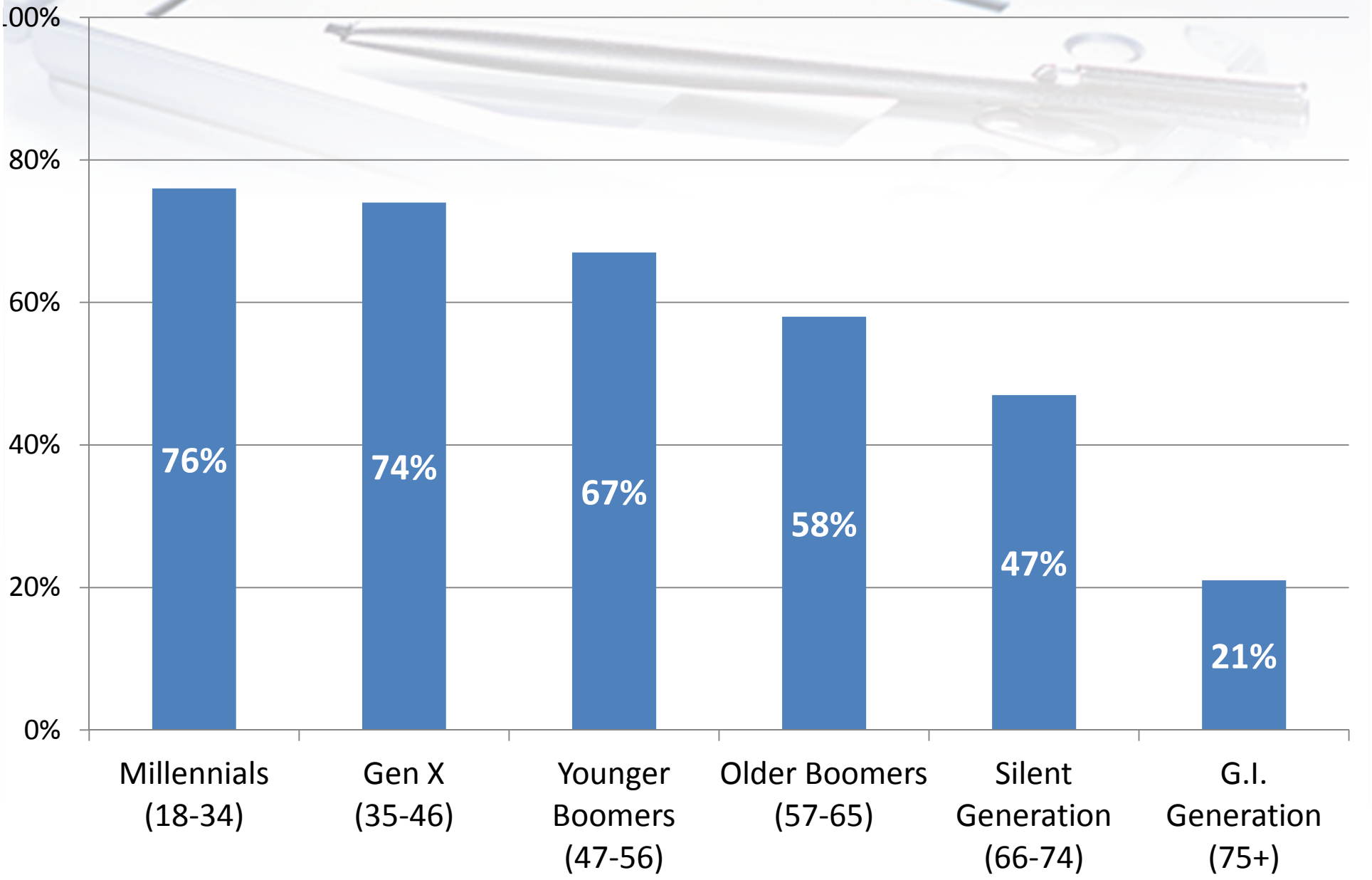
	Millennial	Gen X	Boomer	Silent
1.	Technology use (24%)	Technology use (12%)	Work ethic (17%)	WW II, Depression (14%)
2.	Music/Pop culture (11%)	Work ethic (11%)	Respectful (14%)	Smarter (13%)
3.	Liberal/tolerant (7%)	Conservative/Trad'l (7%)	Values/Morals (8%)	Honest (12%)
4.	Smarter (6%)	Smarter (6%)	"Baby Boomers" (6%)	Work ethic (10%)
5.	Clothes (5%)	Respectful (5%)	Smarter (5%)	Values/Morals (10%)

Note: Based on respondents who said their generation was unique/distinct. Items represent individual, open-ended responses. Top five responses are shown for each age group. Sample sizes for sub-groups are as follows: Millennials, n=527; Gen X, n=173; Boomers, n=283; Silent, n=205.

Internet users – 85%



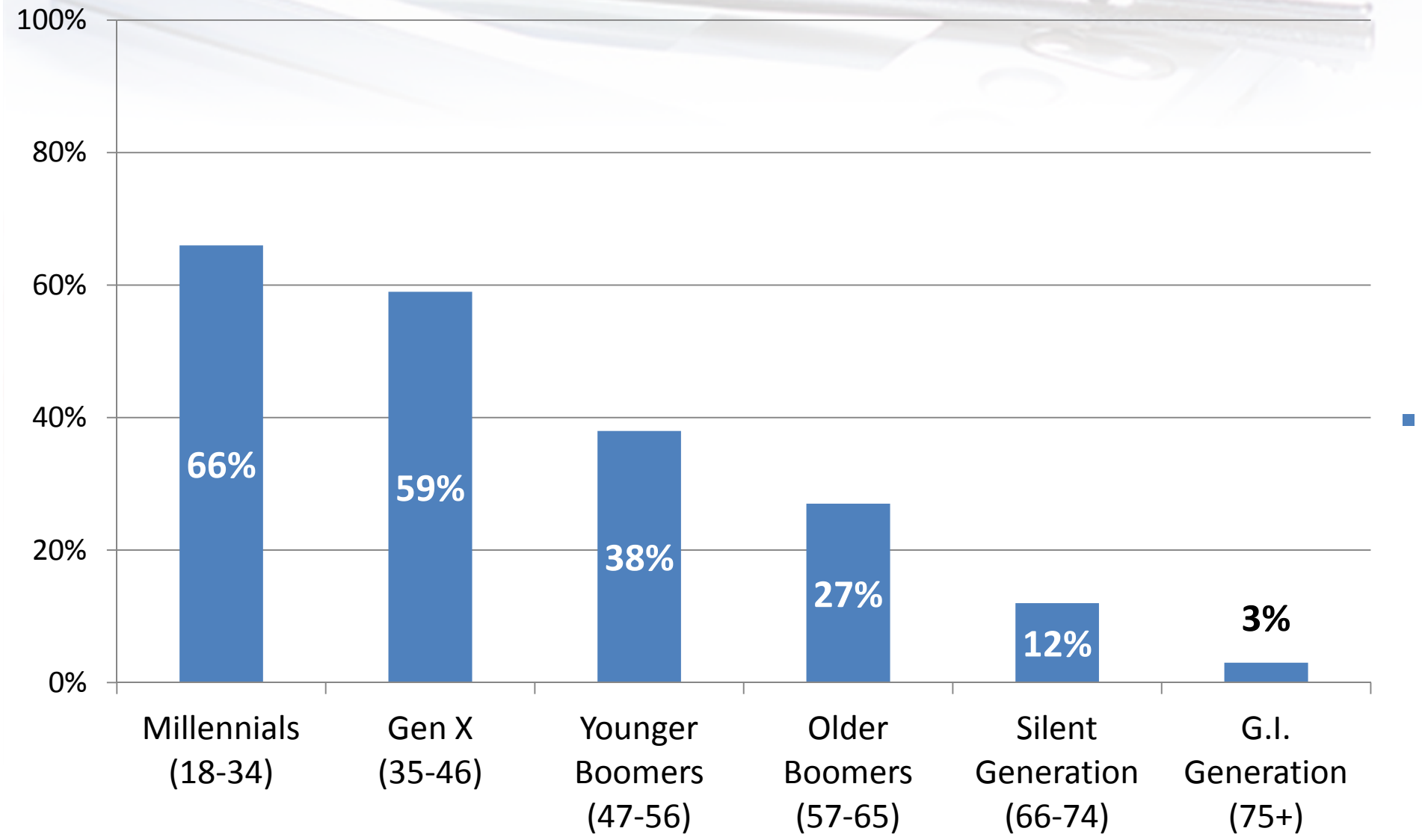
Broadband at home – 66%



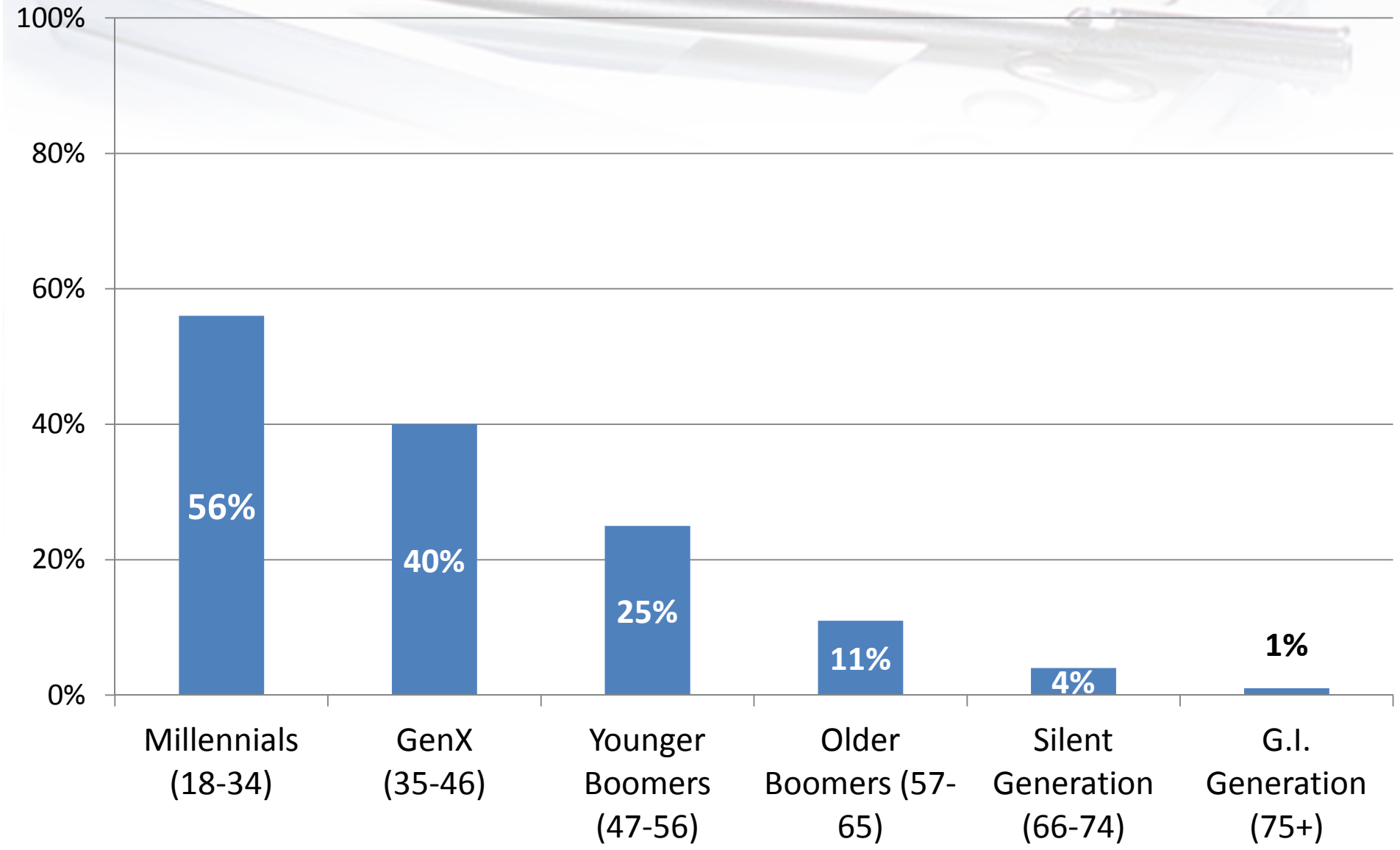
Digital devices

	Millennials (18-34)	Gen X (35-46)	Younger Boomers (47-56)	Older Boomers (57-65)	Silent Generation (66-74)	G.I. Generation (75+)	All online adults (18+)
Cell phone	96%	95%	91%	85%	76%	63%	89%
Desktop computer	54%	68%	66%	61%	54%	31%	58%
Laptop computer	73%	69%	62%	49%	39%	20%	61%
iPod or MP3 player	69%	57%	36%	24%	10%	5%	44%
Game console	63%	63%	38%	19%	8%	3%	42%
e-Book reader	20%	26%	19%	13%	9%	5%	21%
Tablet, like iPad	28%	30%	27%	23%	17%	6%	25%

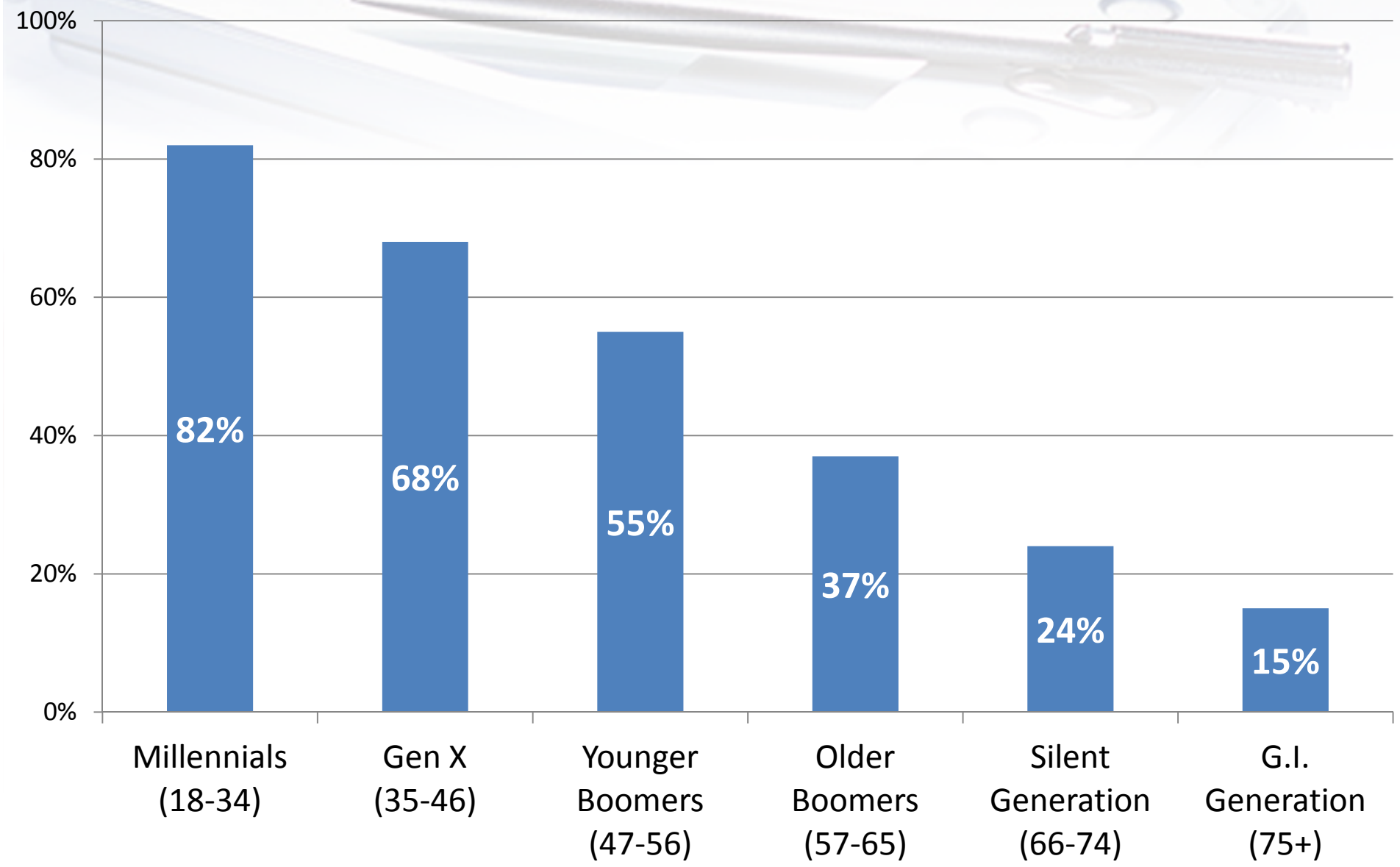
Smartphones – 46%



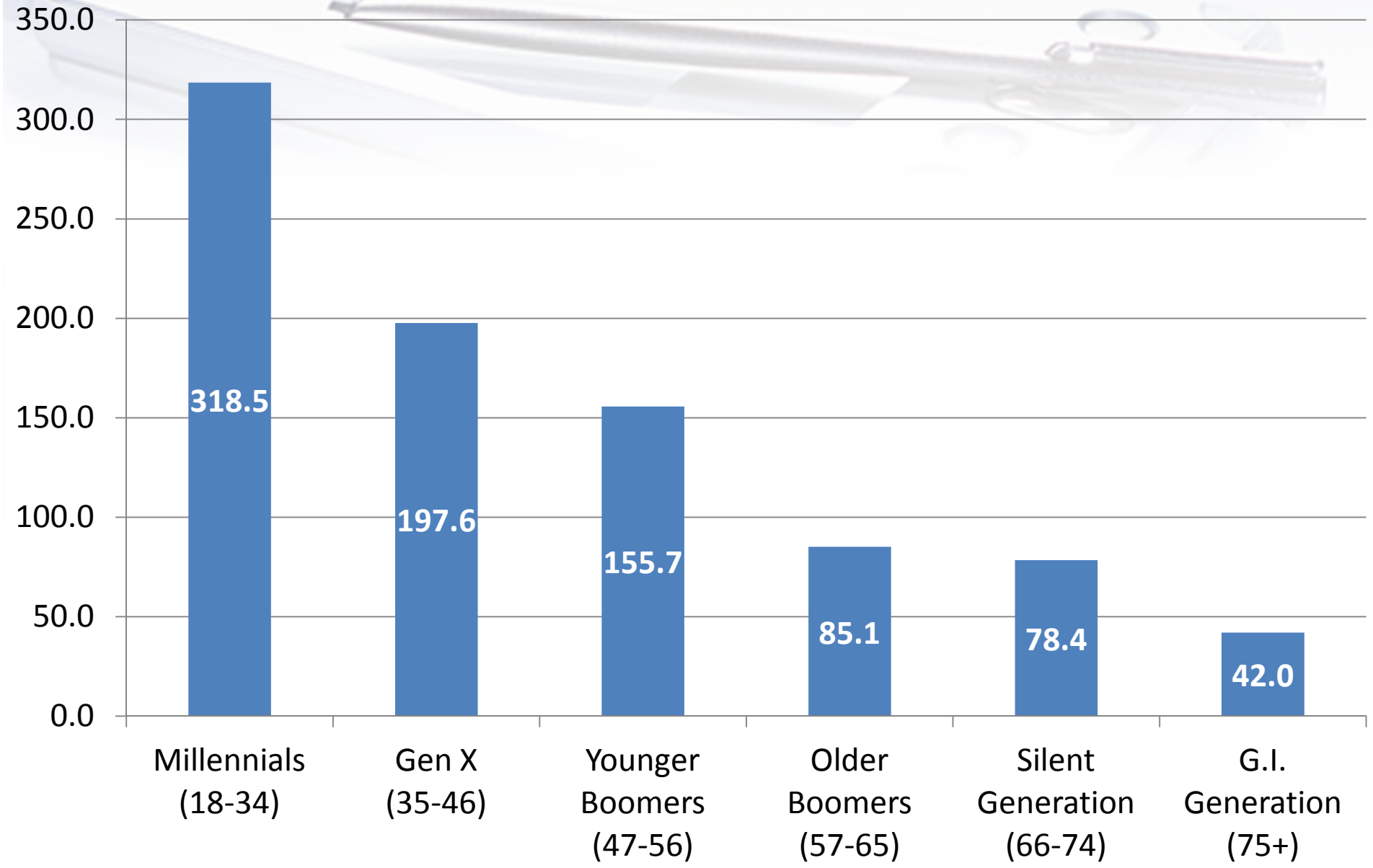
Download apps– 46%



Use social networking sites – 59%



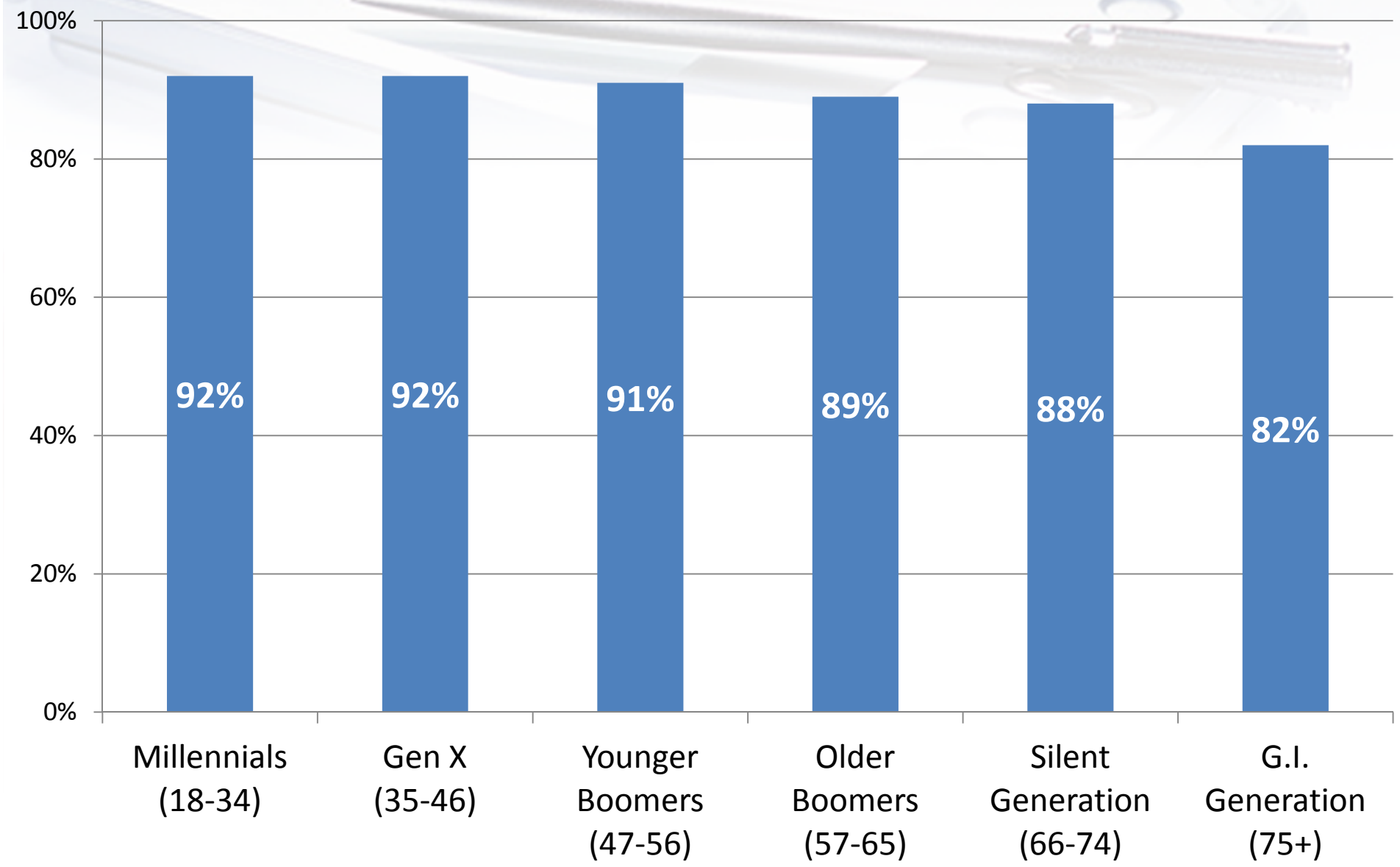
Mean size of SNS network



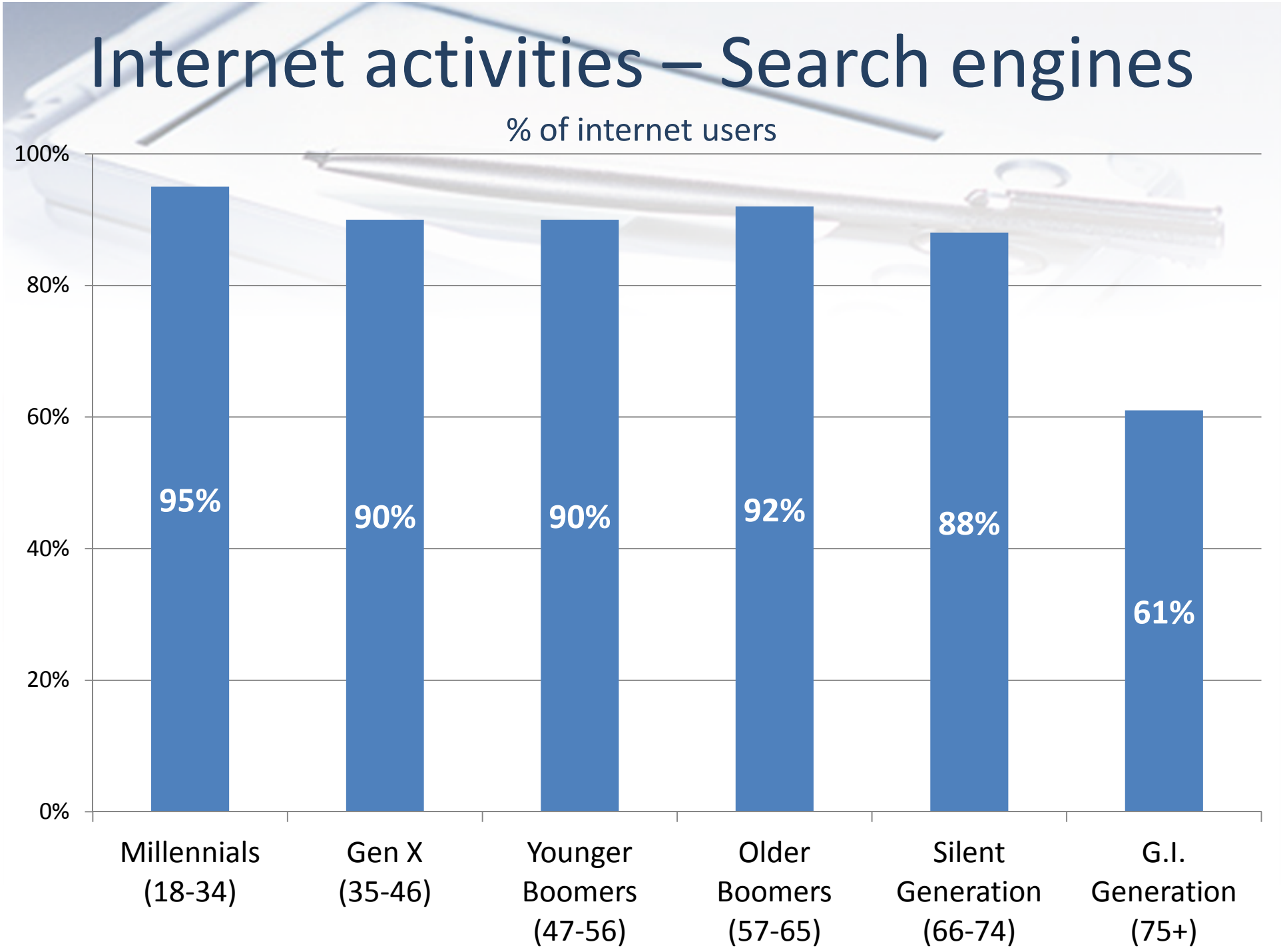
Other internet activities

Internet activities – Email

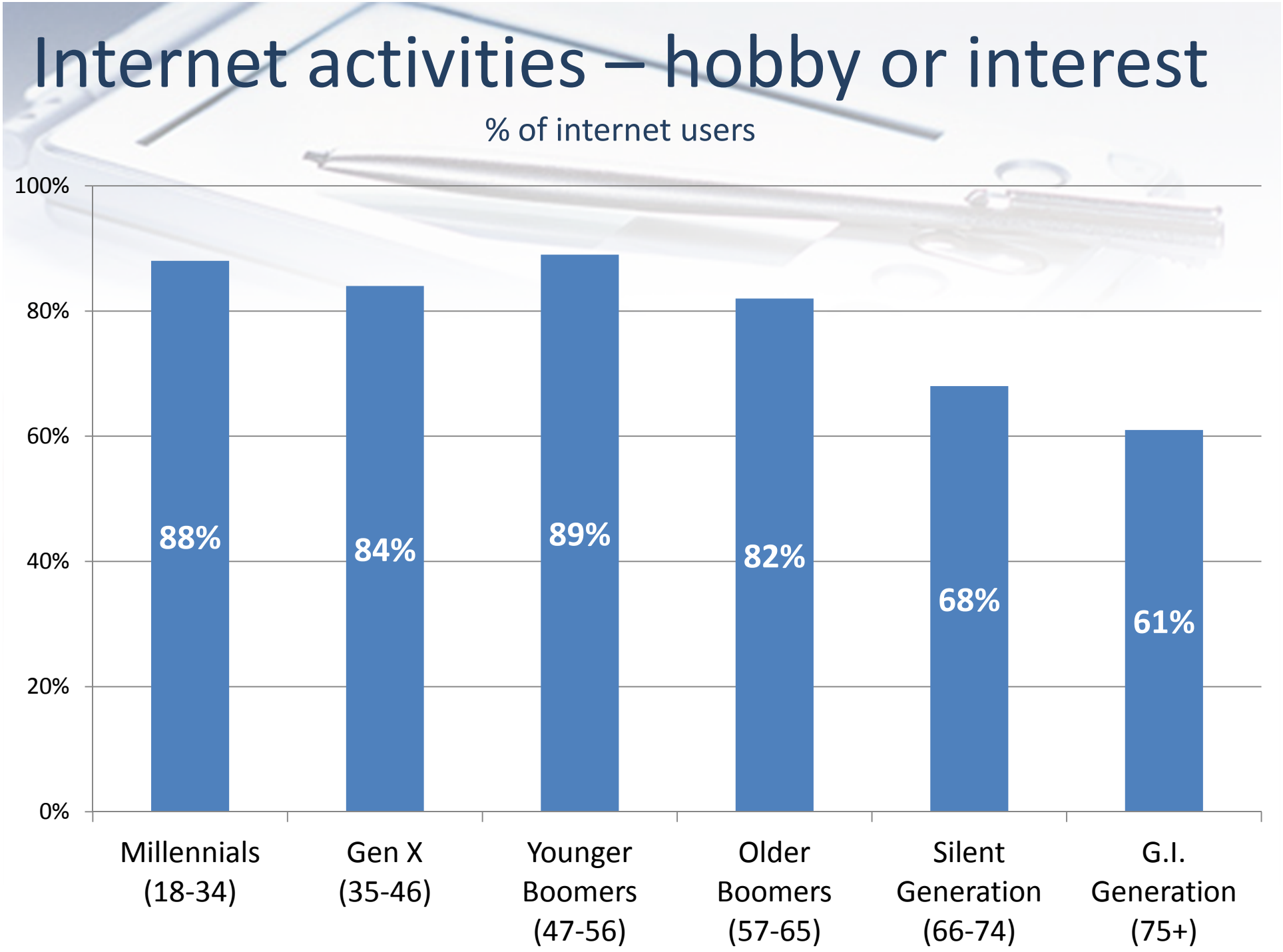
% of internet users



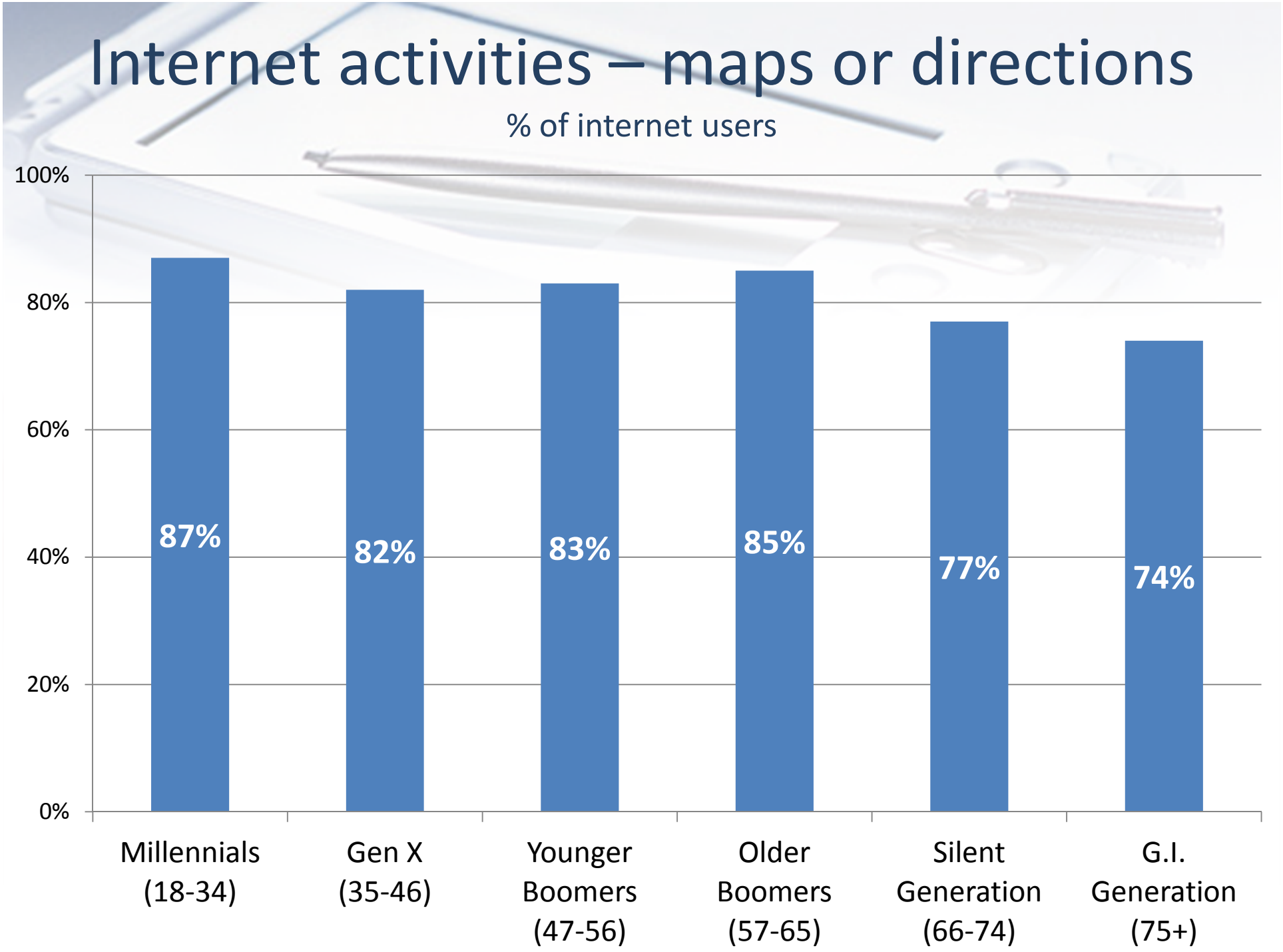
Internet activities – Search engines



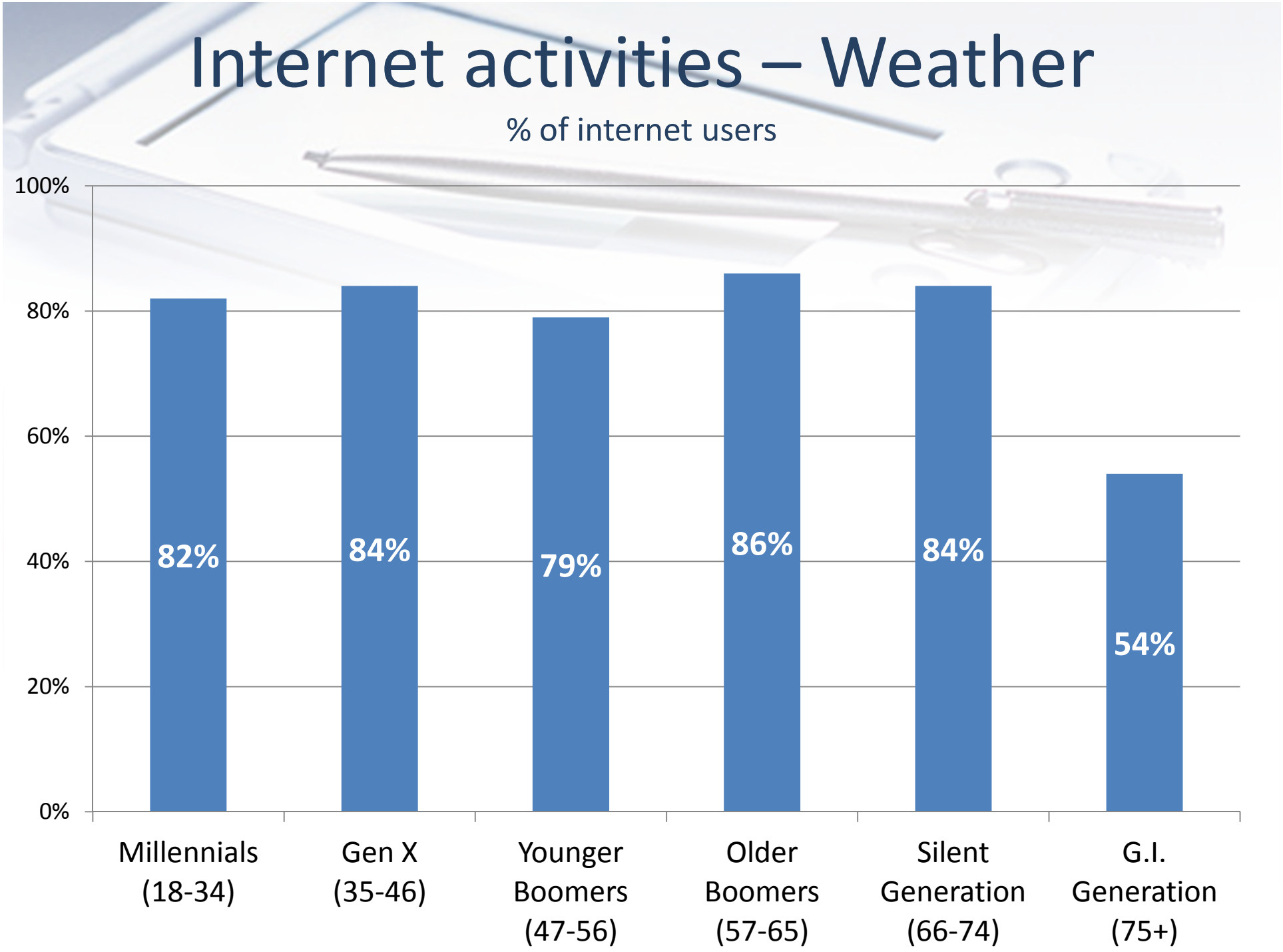
Internet activities – hobby or interest



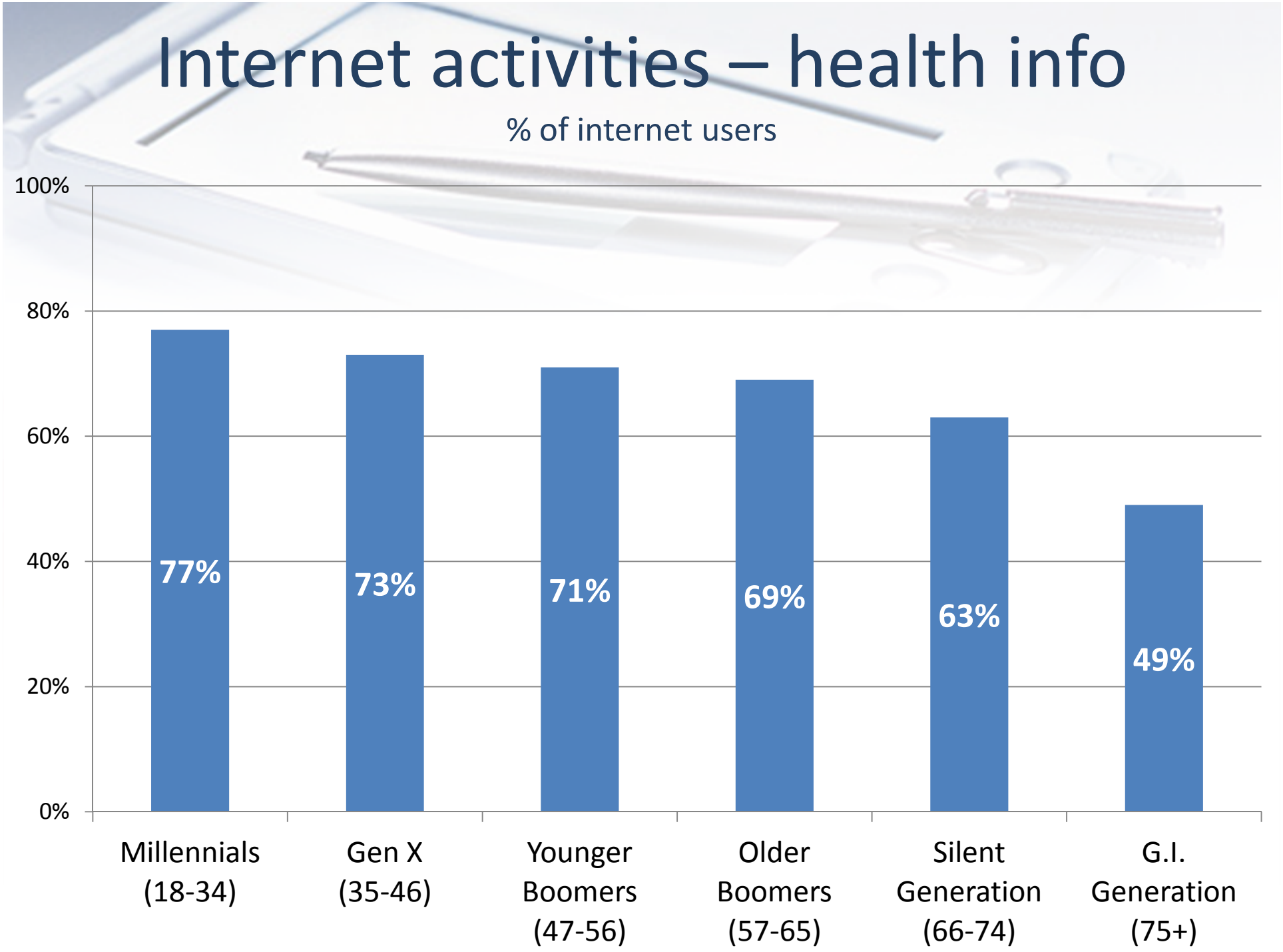
Internet activities – maps or directions



Internet activities – Weather

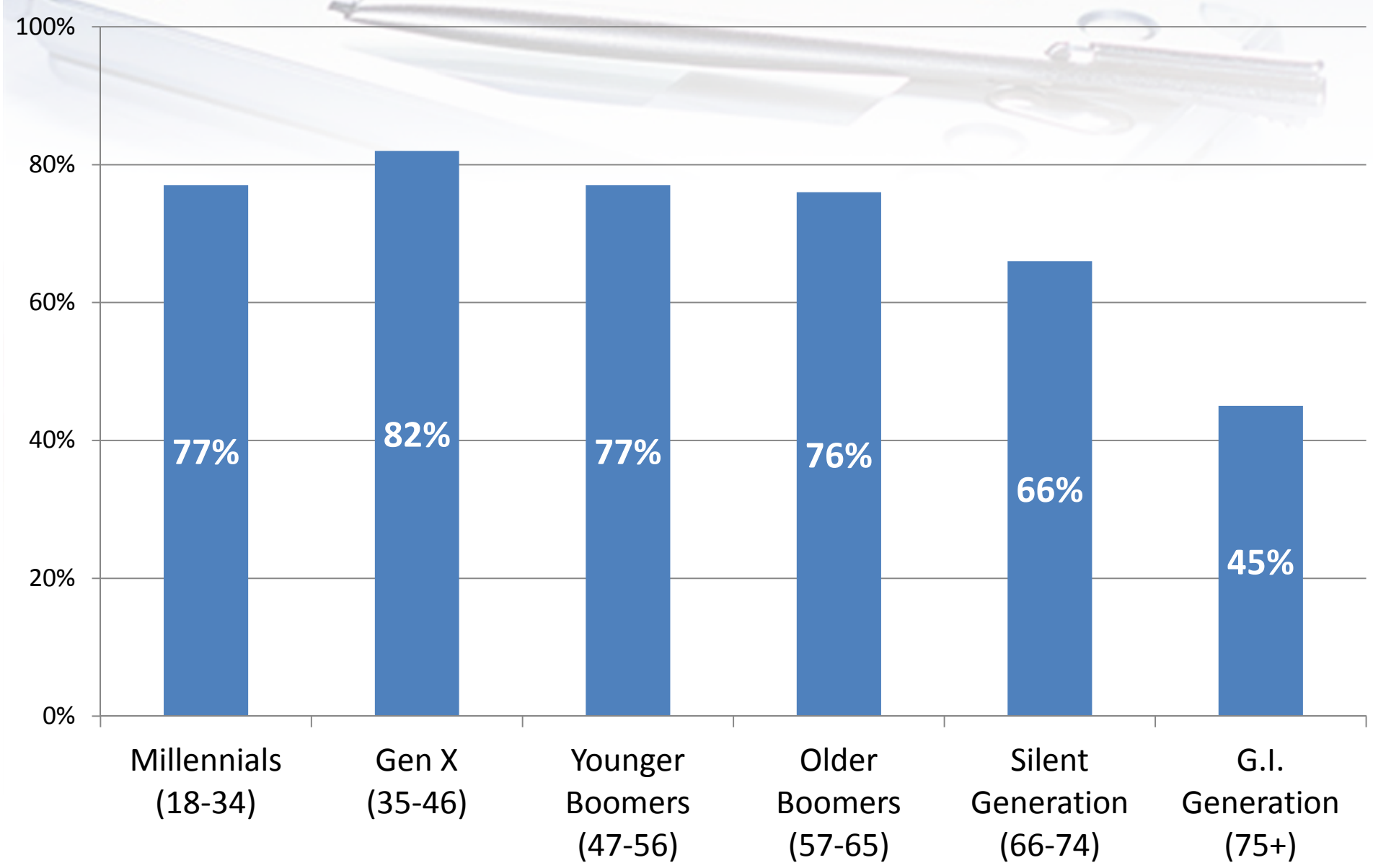


Internet activities – health info



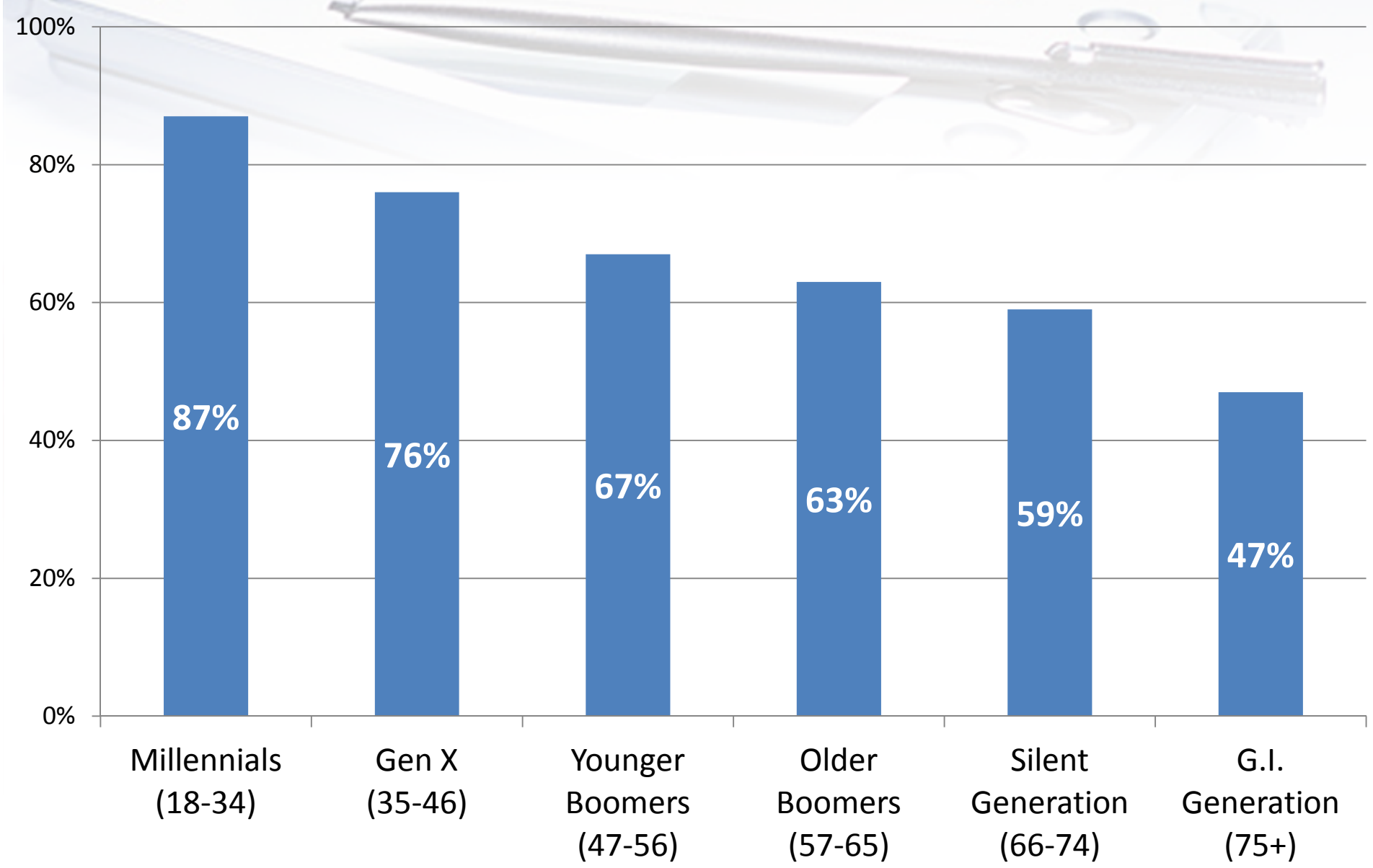
Internet activities – get news

% of internet users

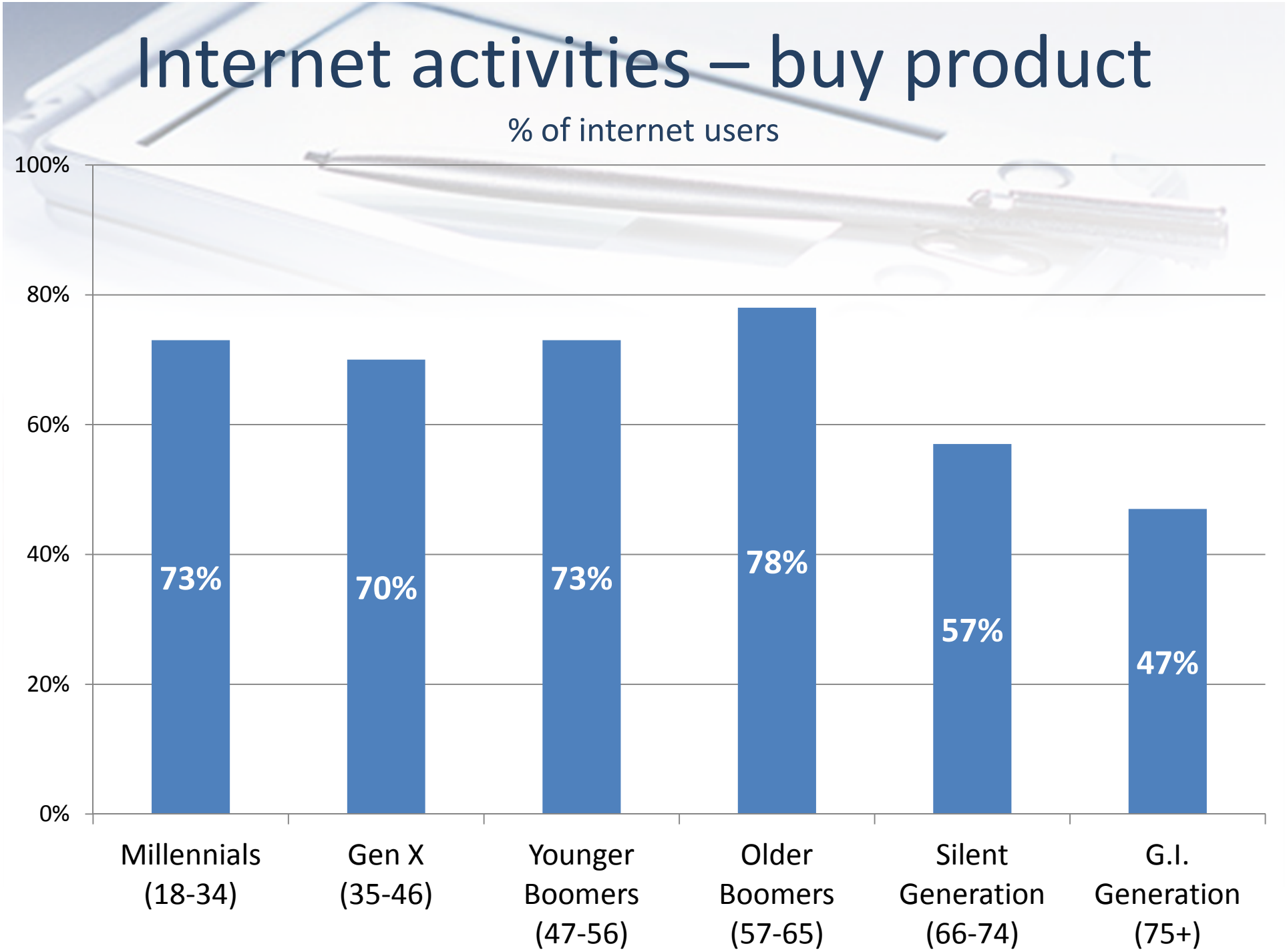


Internet activities – for fun

% of internet users

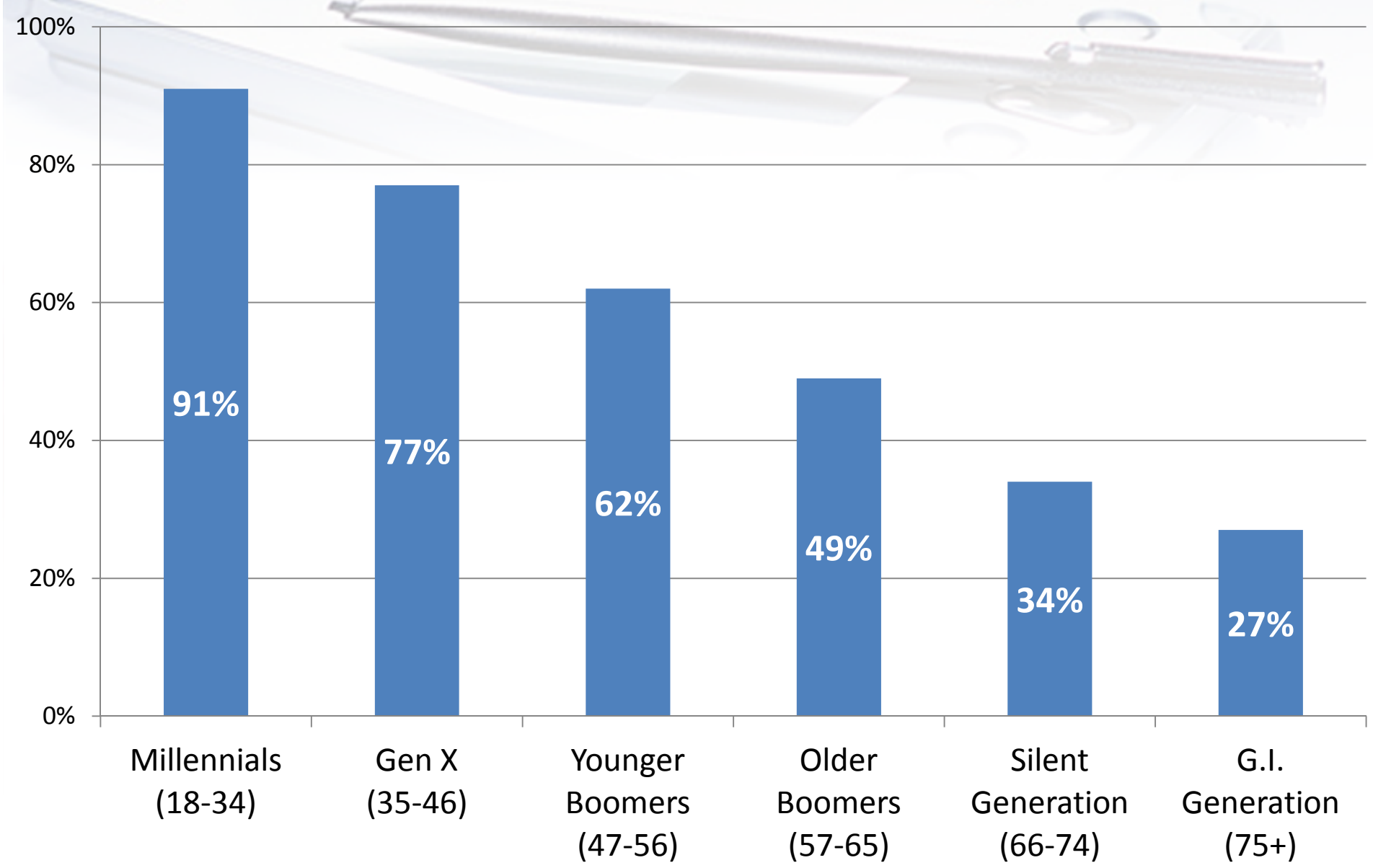


Internet activities – buy product



Internet activities – video-sharing site

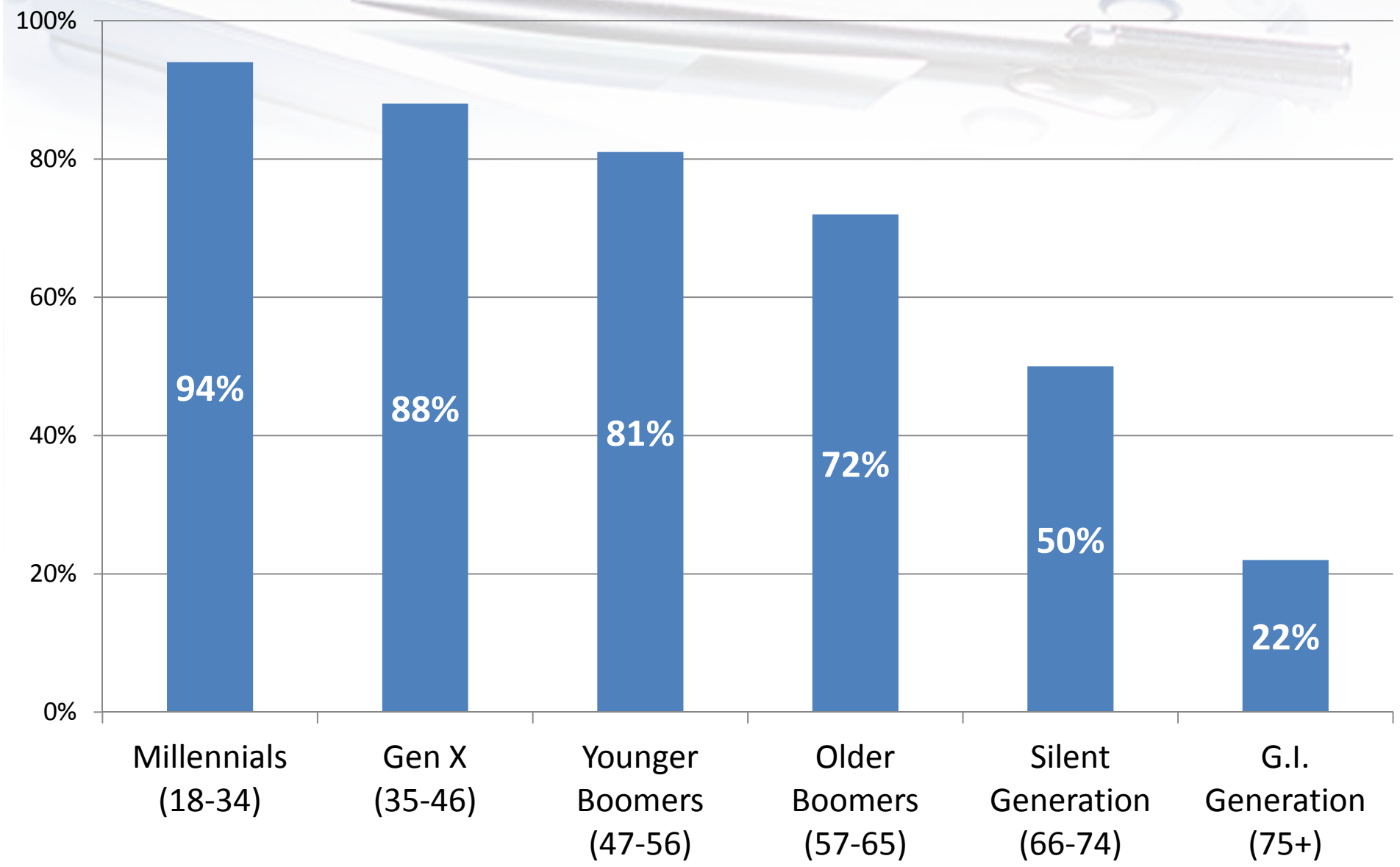
% of internet users



Mobile activities

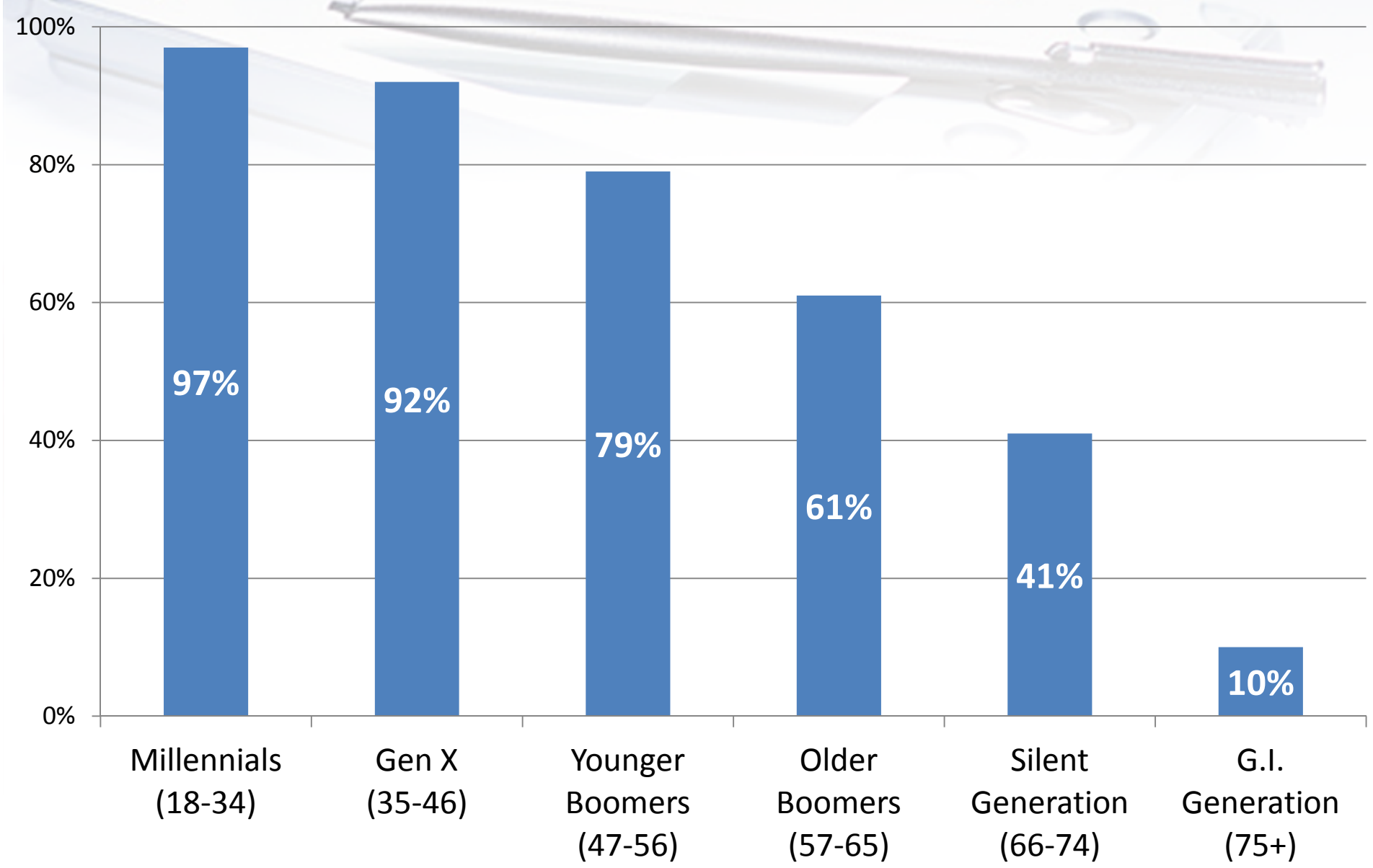
Internet activities – mobile pix

% of cell owners



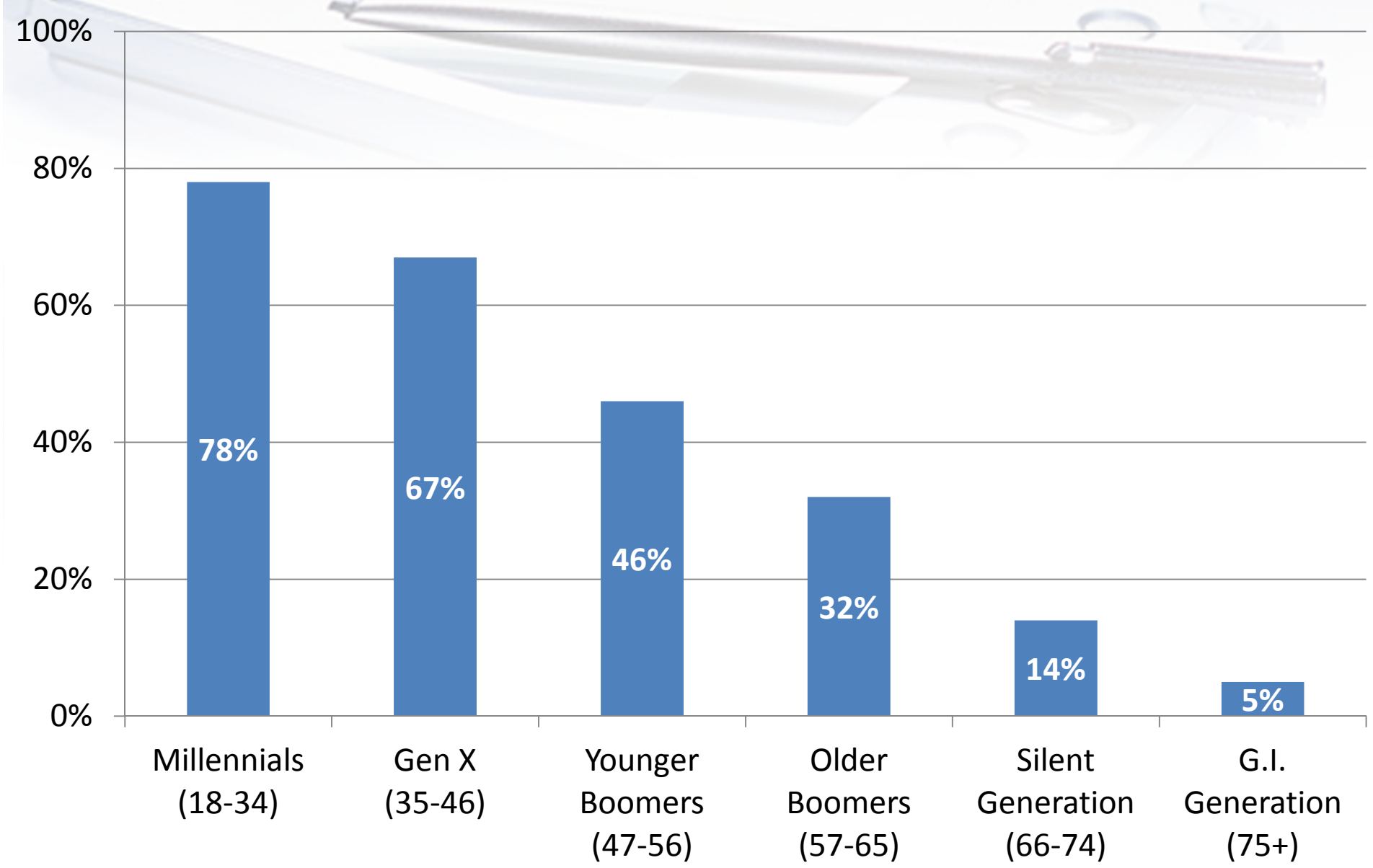
Mobile activities – texting

% of cell owners



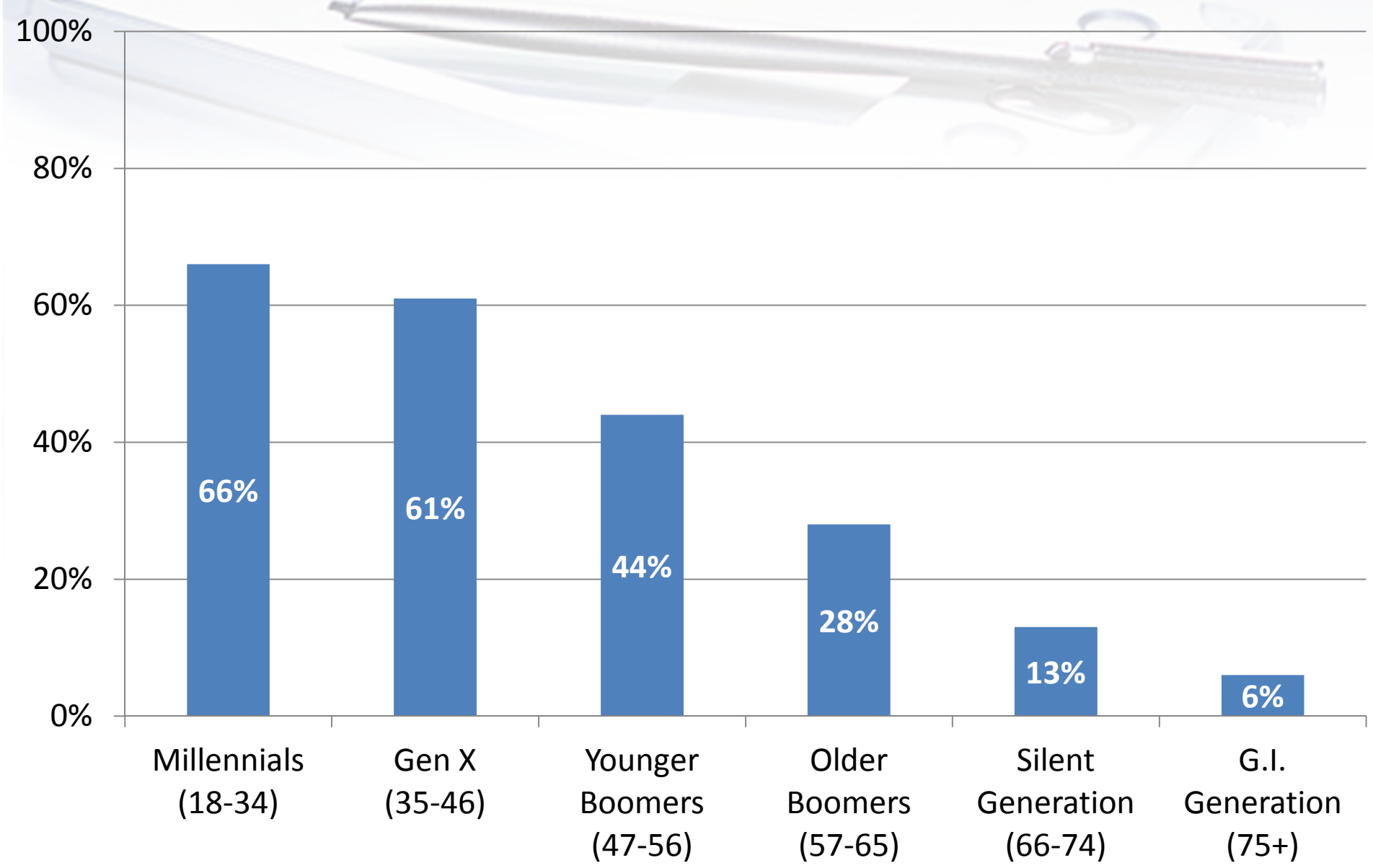
Mobile activities – access internet

% of cell owners



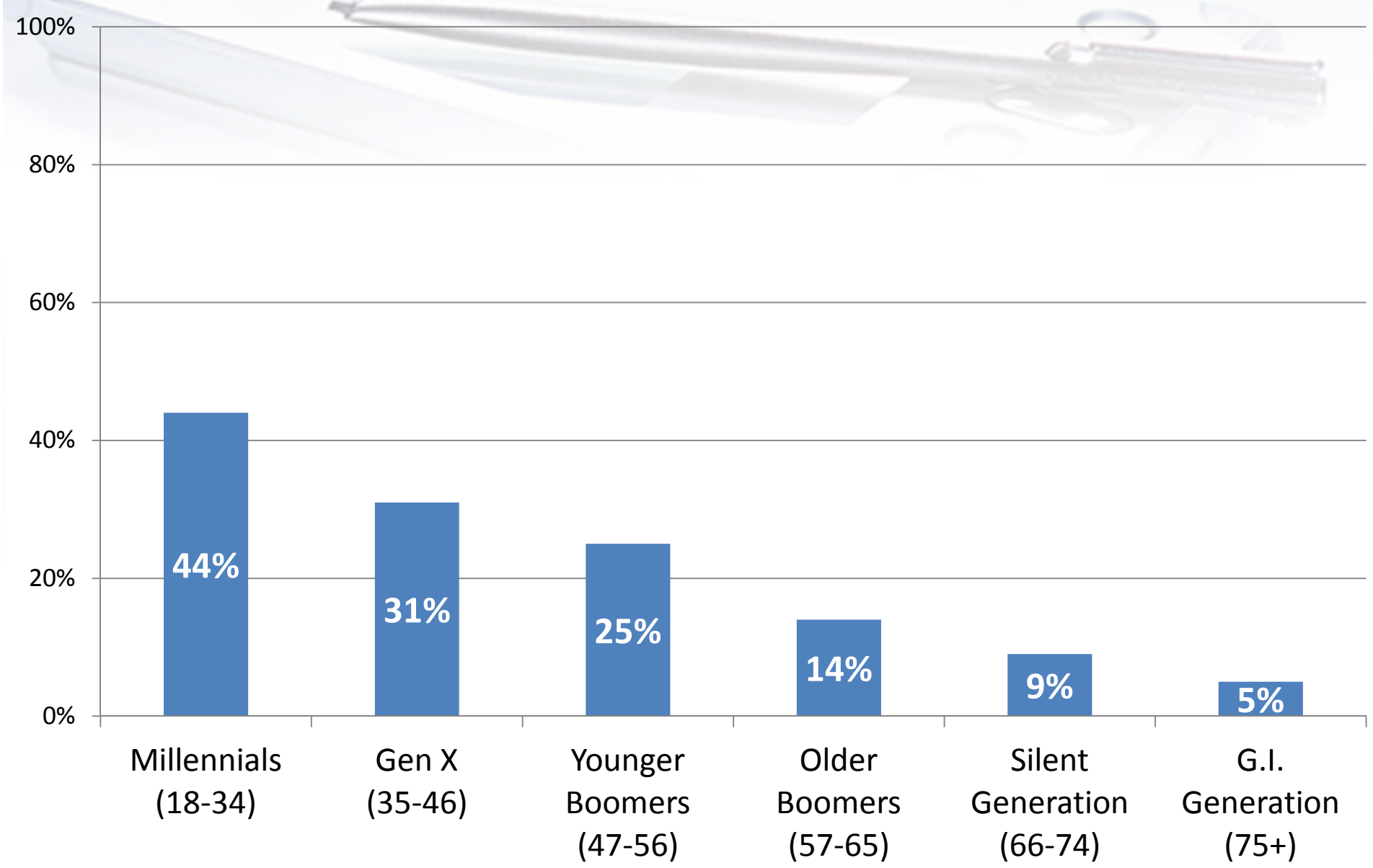
Mobile activities – mobile email

% of cell owners



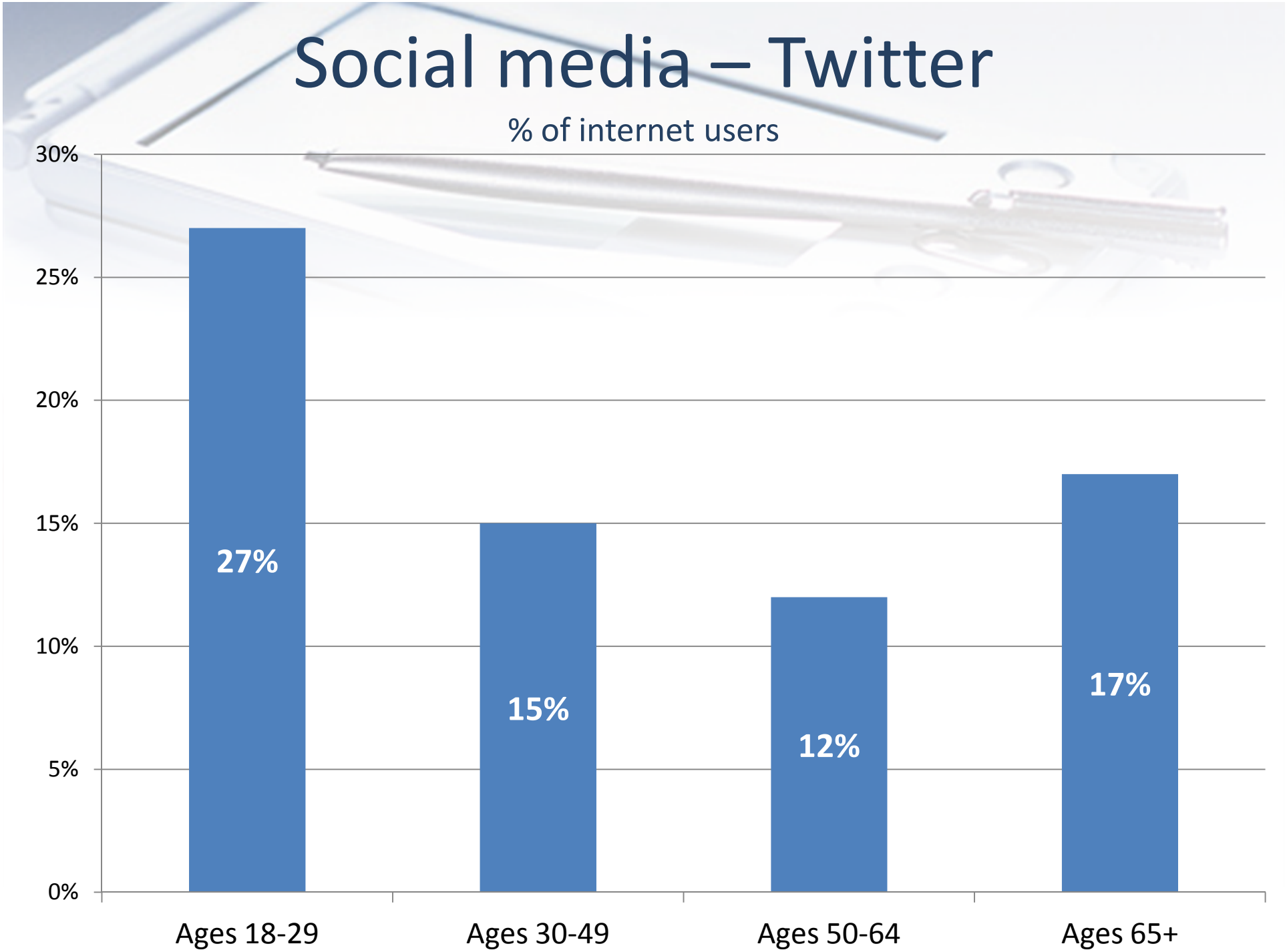
Mobile activities – check bank account

% of cell owners

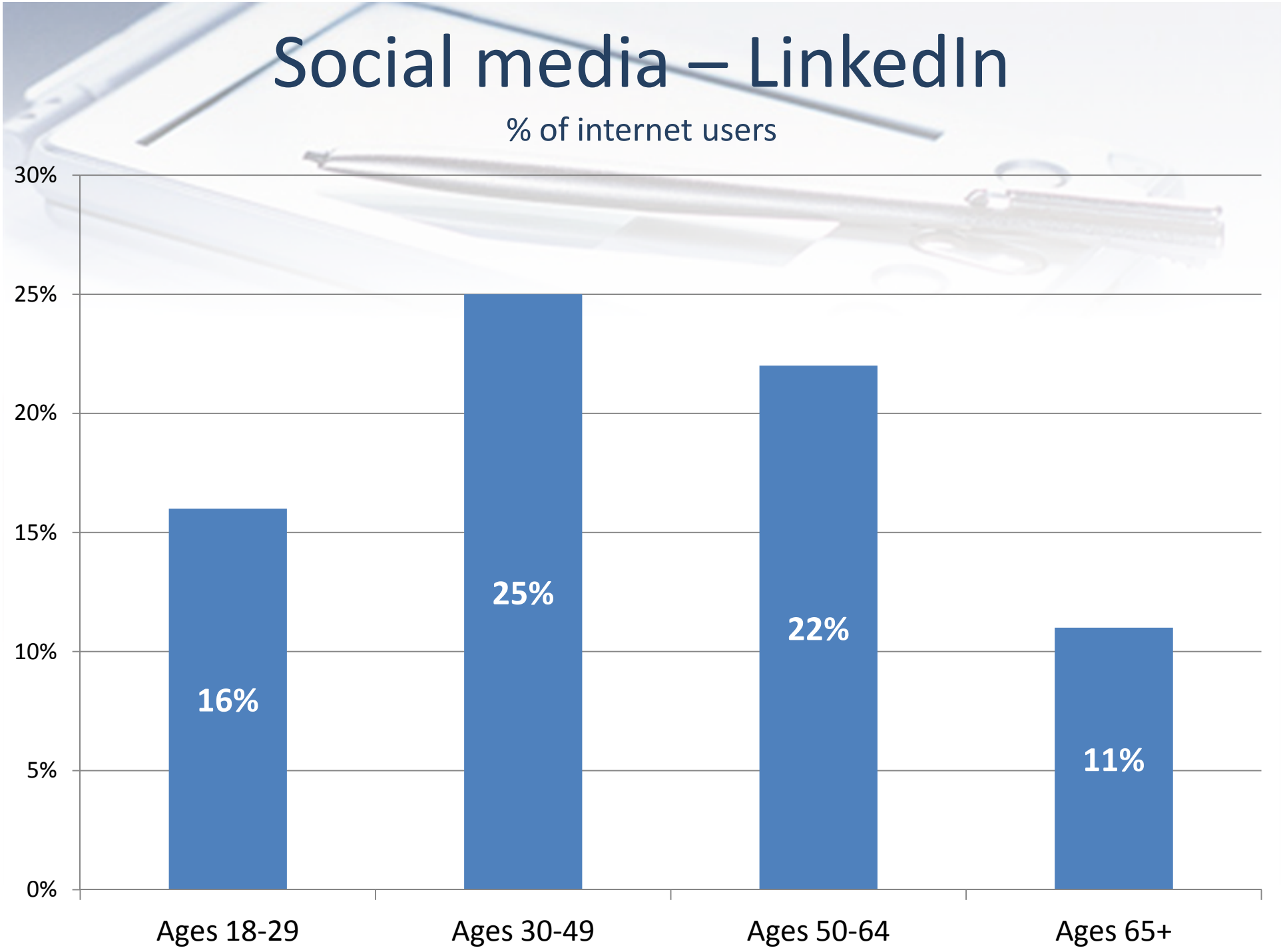


Other social media

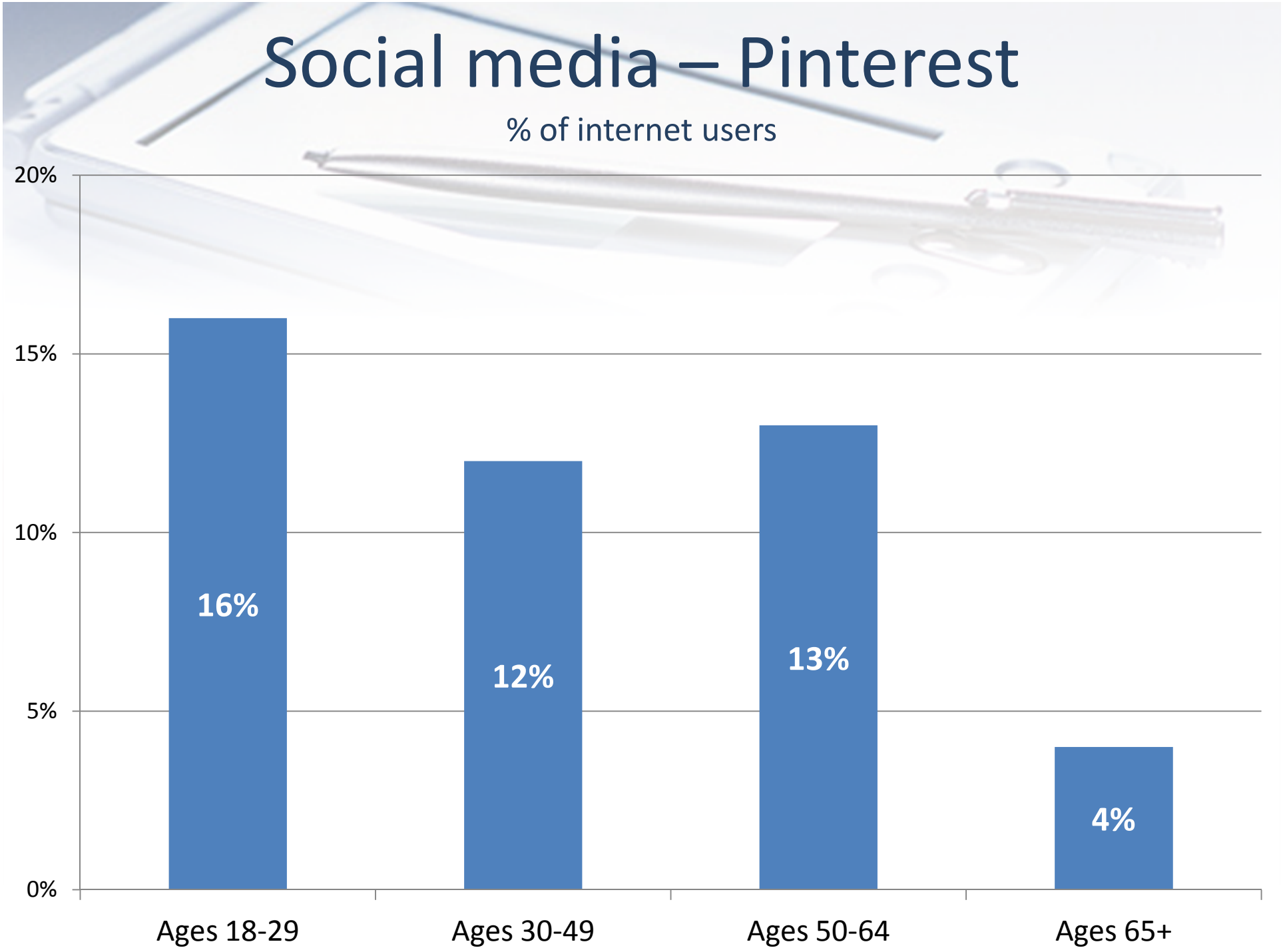
Social media – Twitter



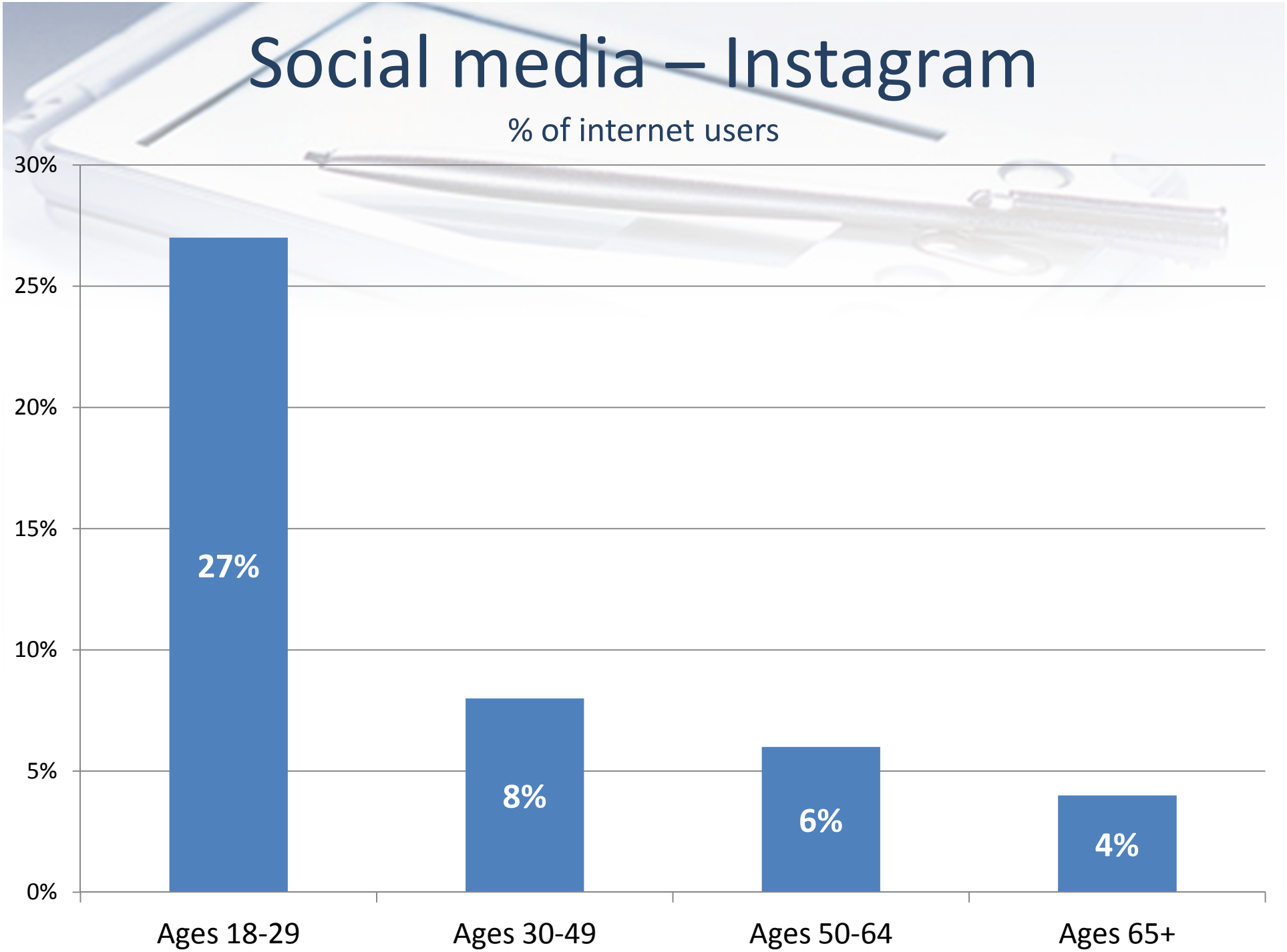
Social media – LinkedIn



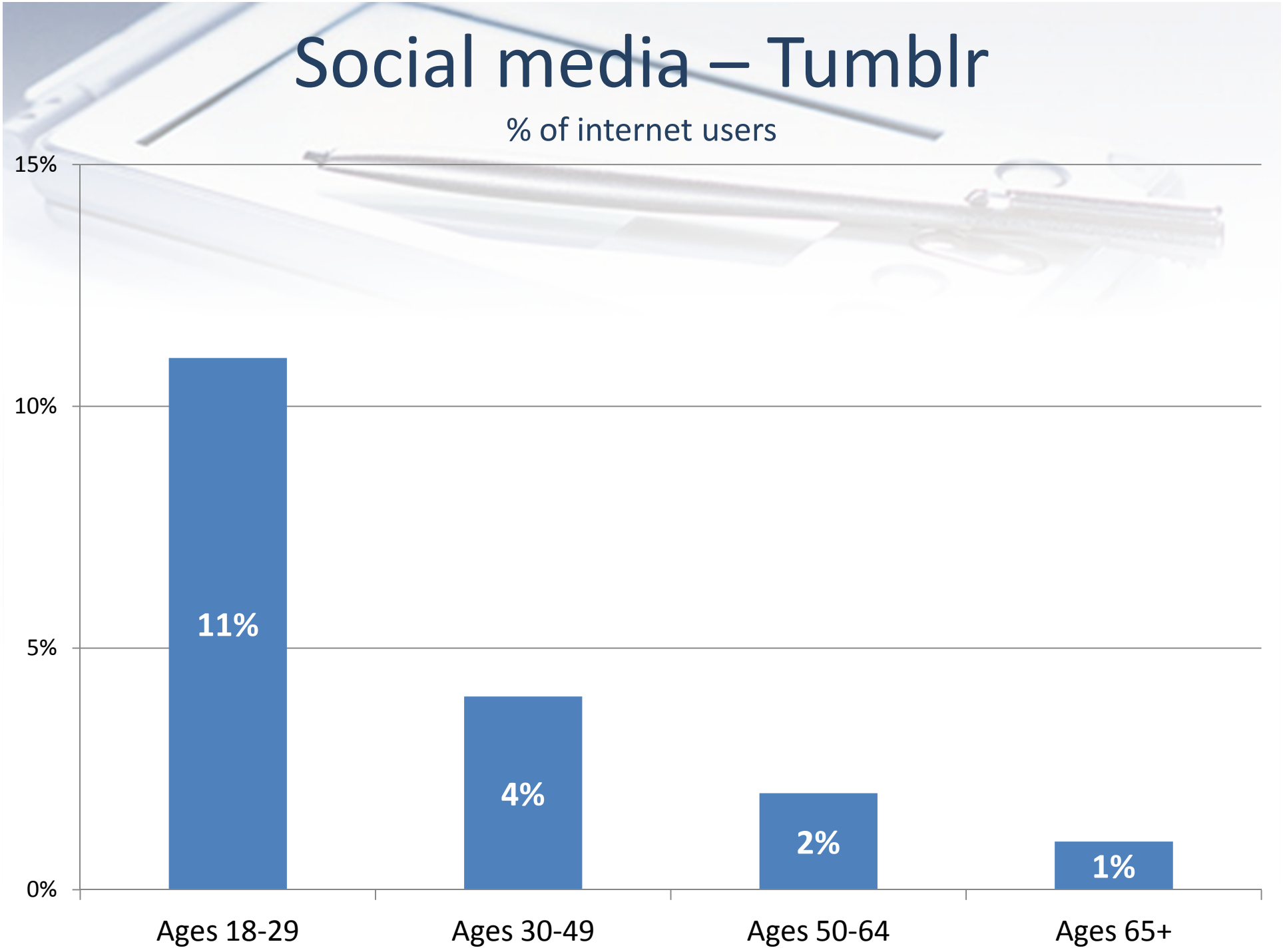
Social media – Pinterest



Social media – Instagram



Social media – Tumblr



Be not
afraid

Thank you!