

What Do Seniors Do Online? You Will Be Amazed!!

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We have talked a lot about Baby Boomers and the impact they are going to have on the funeral industry lately. Well Nielsen just released new data which reveals that the number of seniors (65 and older) using the Web has increased by 6 million in the last five years. And guess what sites they are visiting the most? You better get connected with them before you competition does. Take a look at the results from the Nielsen study below. If this doesn't paint a picture for the need to change to adjust with your client families, to help them see the value in the funeral service, then I don't know what will. Please read the article below, courtesy of [Mashable](#).

We've known for a while that Facebook users are getting a lot older, but now new data released by Nielsen reveals that the number of seniors (65 and older) using the Web has increased by 6 million in the last five years. Not only that, but nearly half of online seniors visited Facebook or YouTube last month, making them their third and fourth most visited online destinations.

The research confirmed a trend that we've seen in recent years: That more seniors are becoming active on the Web. In November of 2004, there were 11.3 million active seniors online. In November 2009, that number jumped by 55 percent to 17.5 million. In addition, they spend more time on the Web, totaling an average of 58 hours a month in front of the browser.

While those numbers didn't surprise us, we were interested in data that Nielsen collected on their browsing habits. Take a look at these two tables. The first reveals the most common activities among active online seniors. The second shows the top ten Web sites and online destinations that this demographic visited last month:

Top 10 Online Activities Performed in the Last 30 Days by People 65+ (U.S.)		
RANK	Profile Point: Internet Activities in Last 30 Days	Audience Composition Percent
1	Personal E-mail	88.6
2	Viewed or Printed Maps Online	68.6
3	Checked Weather Online	60.1
4	Paid/Viewed Bills Online	51.2
5	View/Posted Photos Online	50.1
6	Read General/Political News	49.2
7	Checked Personal Health Care Info	47.3
8	Planned Leisure Travel Trip Online	39
9	Searched Recipes/Meal Planning Suggestions	38.4
10	Read Business/Finance News	37.8

Source: The Nielsen Company, Nielsen @Plan Fall 2009 Release, Adults 18+

Top 10 Online Destinations Visited by People 65+ in November 2009 (U.S., Home and Work)

RANK	Site	Unique Audience (000)	Unique Audience Composition (%)
1	Google Search	10,253	7.7
2	Windows Media Player	8,241	10.9
3	Facebook	7,946	7.2
4	YouTube	7,668	8.4
5	Amazon	5,679	9.3
6	Yahoo! Mail	5,638	7.8
7	Yahoo! Search	5,583	8.7
8	Yahoo! Homepage	5,383	6.8
9	Bing Web	4,510	10.1
10	Google Maps	4,397	8.4

Source: [The Nielsen Company](#)

A majority of online seniors check their e-mail, print maps, play around with photos and check the weather. All of these tasks seem utility-based, but then again, we expect that these numbers would be similar in almost any other demographic. Come on — who here hasn't checked their e-mail, mapped something out or paid their bills online in the last 30 days?

The more interesting data comes from the top 10 online destinations table. While Google Search was an obvious winner, Windows Media Player is a bit of a surprise until you realize just how many Web sites embed the thing. However, the rise of Facebook (Facebook) to number three on this list, when a year ago it was the number 45 most visited Web site by seniors, is a huge sign of just how mainstream social networking has become. YouTube (YouTube) at number four is another confirmation of this trend.

This is just what happens when new technologies become more accessible and more mainstream. Let us know what you think of these trends in the comments.

Source: [Mashable](#) via Nielsen.