Excerpts from the findings of this research:

1. Internet and broadband adoption rates among seniors are steadily increasing, but still well below the national average.
   - Six in ten seniors—59%—report using the internet. This is a six percentage point year-over-year increase from the 53% of older adults who went online at a similar point in 2012. In May 2008, just 35% of older adults were internet users. Usage rates among seniors still trail the population as a whole by a substantial margin, as some 86% of all U.S. adults now go online.
   - Broadband adoption is similar: 47% of seniors have a high-speed internet connection at home, up from the 39% of seniors with broadband in May 2012, but significantly below the current national broadband adoption rate of 70%.

2. Younger, higher-income, and more highly educated seniors use the internet and broadband at rates approaching—or even exceeding—the general population; internet use and broadband adoption each drop off dramatically around age 75.
   - Among seniors with an annual household income of $75,000 or more, 90% go online and 82% have broadband at home. For seniors earning less than $30,000 annually, 39% go online and 25% have broadband at home.
   - Fully 87% of seniors with a college degree go online, and 76% are broadband adopters. Among seniors who have not attended college, 40% go online and just 27% have broadband at home.

3. Older adults face a number of hurdles to adopting new technologies:
   - **Physical challenges to using technology**: Around two in five seniors indicate a “physical or health condition that makes reading difficult or challenging” or a “disability, handicap, or chronic disease that prevents them from fully participating in many common daily activities”.
   - **Skeptical attitudes about the benefits of technology**
   - **Difficulties learning to use new technologies** A significant majority of older adults say they need assistance when it comes to using new digital devices. Just 18% would feel comfortable learning to use a new technology device such as a smartphone or tablet on their own, while 77% indicate they would need someone to help walk them through the process. And among seniors who go online but do not currently use social networking sites such as Facebook, 56% would need assistance if they wanted to use these sites.
4. Once seniors join the online world, digital technology often becomes an integral part of their daily lives
   • Among older adults who use the internet, 71% go online every day or almost every day, and an additional 11% go online three to five times per week. These older internet users also have strongly positive attitudes about the benefits of online information in their personal lives. Fully 79% of older adults who use the internet agree with the statement that “people without internet access are at a real disadvantage because of all the information they might be missing,” while 94% agree with the statement that “the internet makes it much easier to find information today than in the past.”

Social Media Usage: 2005-2015
Andrew Perrin. Pew Research Center. October 2015. Click here for full article

Excerpts from the findings of this research:

Across demographic groups, a number of trends emerge in this analysis of social media usage:

1. Age differences: Seniors make strides – Usage among those 65 and older has more than tripled since 2010 when 11% used social media. Today, 35% of all those 65 and older report using social media, compared with just 2% in 2005.

2. Gender differences: Women and men use social media at similar rates.

3. Socio-economic differences: Those with higher education levels and household income lead the way.

4. Racial and ethnic similarities: 65% of whites, 65% of Hispanics and 56% of African-Americans use social media today.

5. Community differences: More than half of rural residents now use social media.

Percentage of device ownership among Adults in the U.S. Age 65+
Excerpted from several Pew Internet Studies Click here for 2015 Report