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## Internet Use Continues Growing; Most New Growth Driven by Older Age Groups

Houston - - (12/7/04) - - The younger age groups were the first to embrace the Internet but most of today's growth is being driven by the older age groups, starting at age 55.

In the 80 plus metropolitan markets surveyed regularly by The Media Audit 61.2 percent of all adults visit the Internet regularly. "That's up from 54.9 percent in 2000 and most of the new growth is coming from those over 55 years of age," says Bob Jordan, president of International Demographics, Inc., a 33-year-old research firm which produces The Media Audit.

The markets surveyed have a combined population of more than 130 million adults. Although The Media Audit is not a national survey its results traditionally track national findings.

According to The Media Audit data, the 55 to 64 age classification has increased as a percent of the total Internet audience from 9.5 to 11.3 percent in the past four years. The percentage of those in that same age group who access the Internet regularly increased from 45.8 percent in 2000 to 56.7 percent in 2003.

During the same time period, the 65 to 74 year olds have increased as a percent of the total Internet audience from 4.6 to 5.4 percent. The percentage of those in that same age group who access the Internet regularly increased from 26.2 percent to 35.9 percent.

## Age 75 & Logged On

Those age 75 plus have increased as a percent of the Internet market from 1.3 to 1.6 percent. The percent of the 75 plus group that is accessing the Internet has increased from 12.1 to 15.9.

In the 80 plus markets surveyed there are 130.4 million adults. Of that number, 79.9 million log on regularly. And 22.3 million of the 79.9 million are over age 50.

“The computer is a much more democratic appliance than it was a few years ago,” says Jordan, “but, it has its limits. Income and the presence or absence of children in the home has a significant impact on Internet use.”

The Media Audit data shows that 55.6 percent of married, age 35 plus, households without children access the computer regularly. Among households with children the percentage that accesses the Internet regularly is 65.1 percent.

Income also has a significant impact on Internet access. Among households with annual incomes of \$50,000 or more the Internet access rate is 78.6 percent compared to 61.3 percent among all adults.

## The Data Source

The Media Audit, a syndicated media ratings service currently covering more than 80 metropolitan markets, provides qualitative data for media websites as well as for traditional media.

Traditional media – print, broadcast and outdoor – have used The Media Audit data in sales, marketing and management for more than 33 years. In 1998, the survey started providing data on local media websites. The surveys now contain more than 400 fields of qualitative information in addition to quantitative measurements of local web audiences.

Note: If you would like to periodically receive market survey data from The Media Audit, please contact us by email ([info@TheMediaAudit.com](mailto:info@TheMediaAudit.com)) and leave your name, title, company affiliation and email address.