

Internet Demographics



By Jim Tobin - Wed, 11/05/2008 - 11:28am.

People interested in social media marketing often ask me how age impacts Internet usage, and there's clear drop off in usage as people age. Now, new data from [Pew Internet & American Life Project](#) and [eMarketer](#) shows this drop off clearly.

Among the interesting things is how much Generation X and Generation Y use the Internet, likely because both generations grew up with it. The data holds on fairly well until you hit age 71, when Internet usage drops significantly.

Demographic Profile of US Adults Who Use the Internet, June-September 2007 (% of respondents in each group)

Gender

Male	78%
Female	75%

Age

18-30 (Generation Y)	91%
31-42 (Generation X)	90%
43-61 (Baby boomers)	79%
62-71 (Matures)	56%
71+ (After work)	29%

Race/ethnicity

White	78%
Black	68%
Latino*	75%

Family annual income

<\$40,000	61%
\$40,000+	91%

Education

Less than high school diploma	41%
High school diploma	69%
Some college	86%
Advanced college degree	93%

Geographic locale

Urban	76%
Suburban	80%
Rural	66%

Total **76%**

Note: n=2,796; *English-speaking only
Source: *Pew Internet & American Life Project* and the Graduate School of Library and Information Science at the University of Illinois at Urbana-Champaign report "Information Searches that Solve Problems: How People Use the Internet, Libraries and Government Agencies When They Need Help," December 30, 2007

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Internet usage by age is clear. But Internet usage by gender is a little less clear, with men (78%) slightly outpacing women (75%). Internet usage by ethnicity shows that whites (78%) are pretty similar to Latinos (75%), with both exceeding usage among African-Americans (68%). Not surprisingly, Internet usage increases with education and income.

All the other data I've seen shows that numbers across the board continue to climb, and even if you're targeting older Americans, there are sites such as Eons and Third Age that do a great job targeting older people for [social media marketing](#).