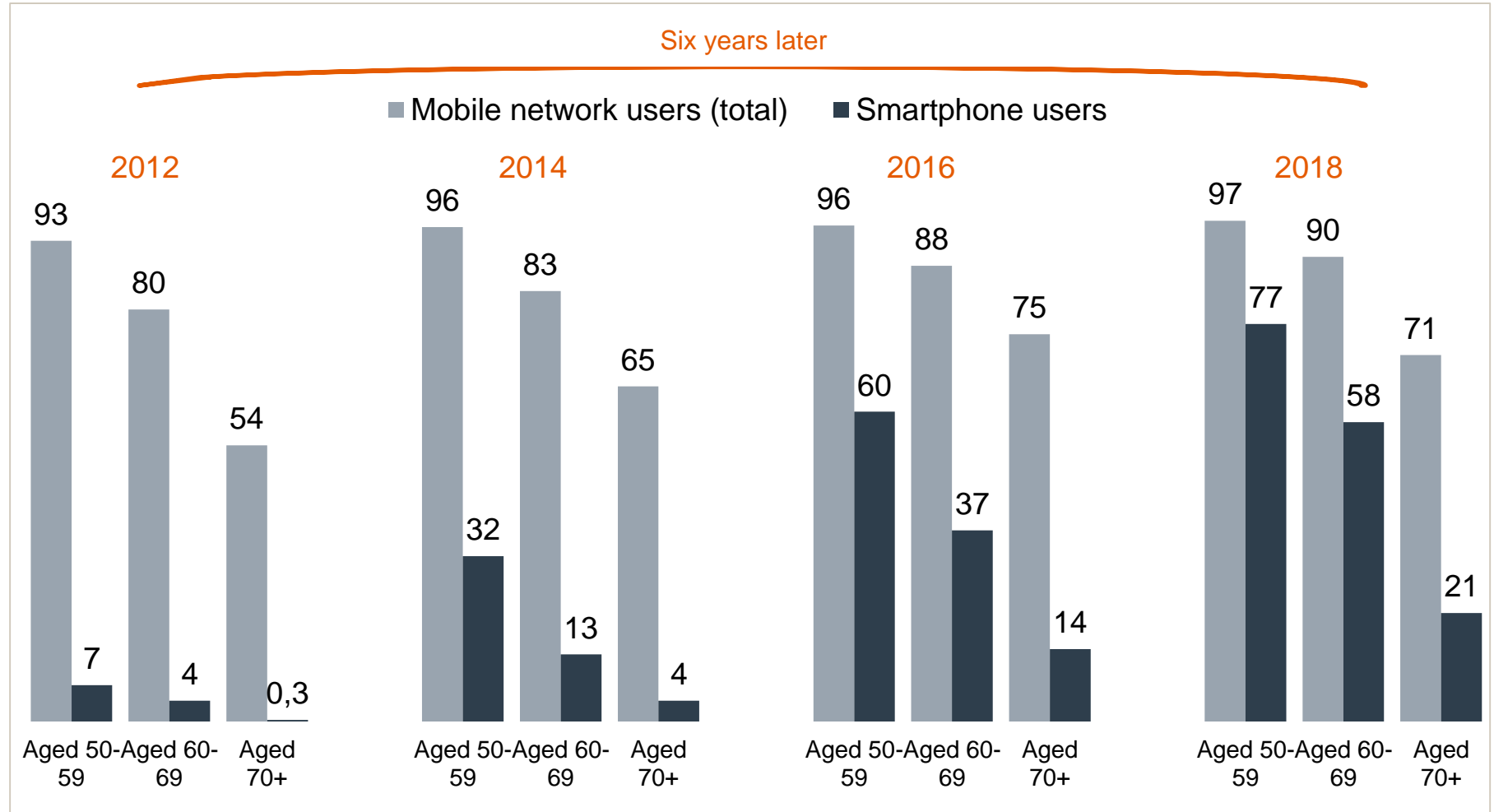


Catching on: Smartphones have quickly become commonplace among the 50+ age group

Cellphone/smartphone ownership among over-50s

Answers in % (rounded)

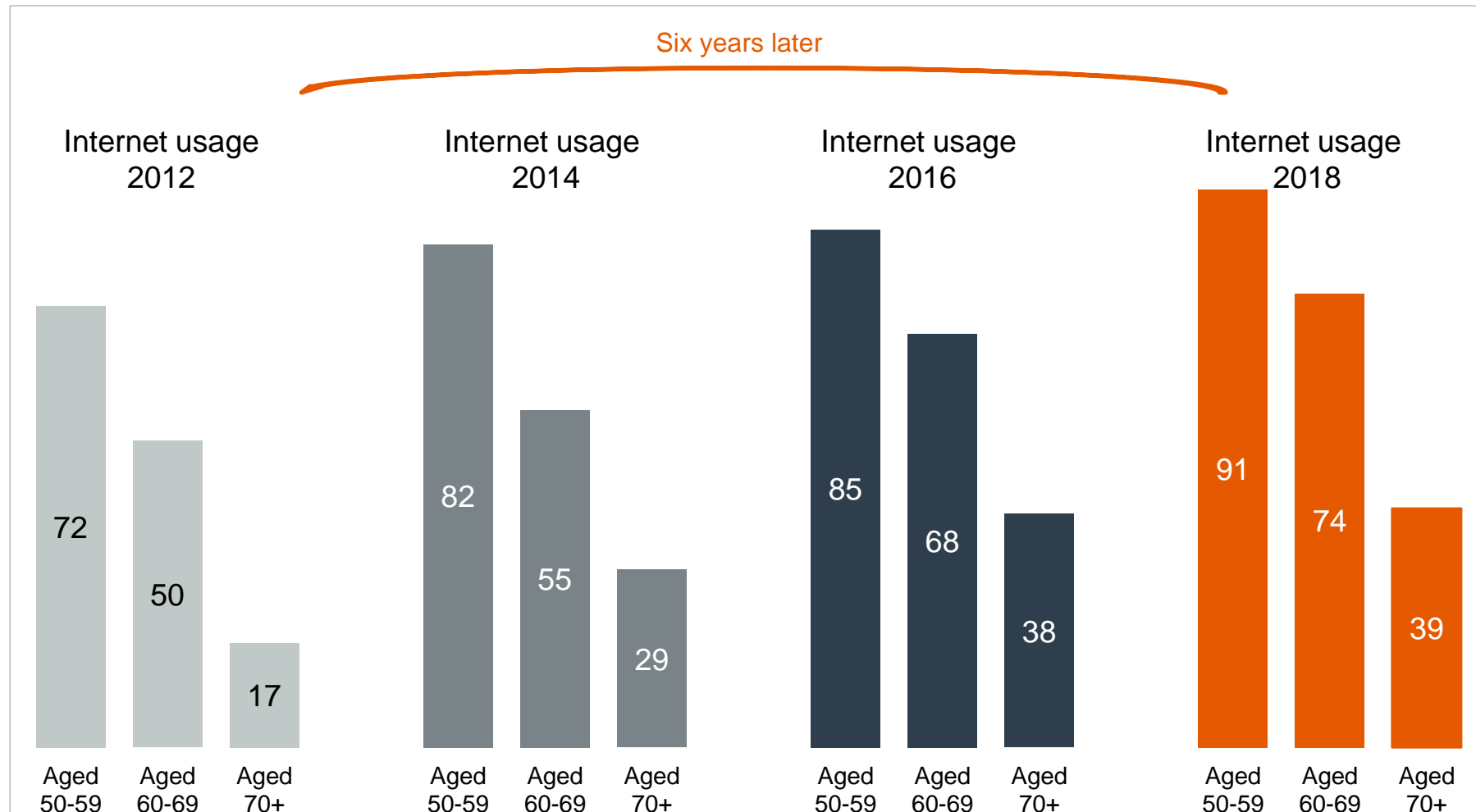


Source: GfK Verein; Consumer Study 2012, 2014, 2016 and 2018

Nearly all 50-59 year-olds and three-quarters of 60-69 year-olds are already active internet users

Proportion of internet users among over-50s

Online activity within the last four weeks (home, work, elsewhere); answers in % (rounded)

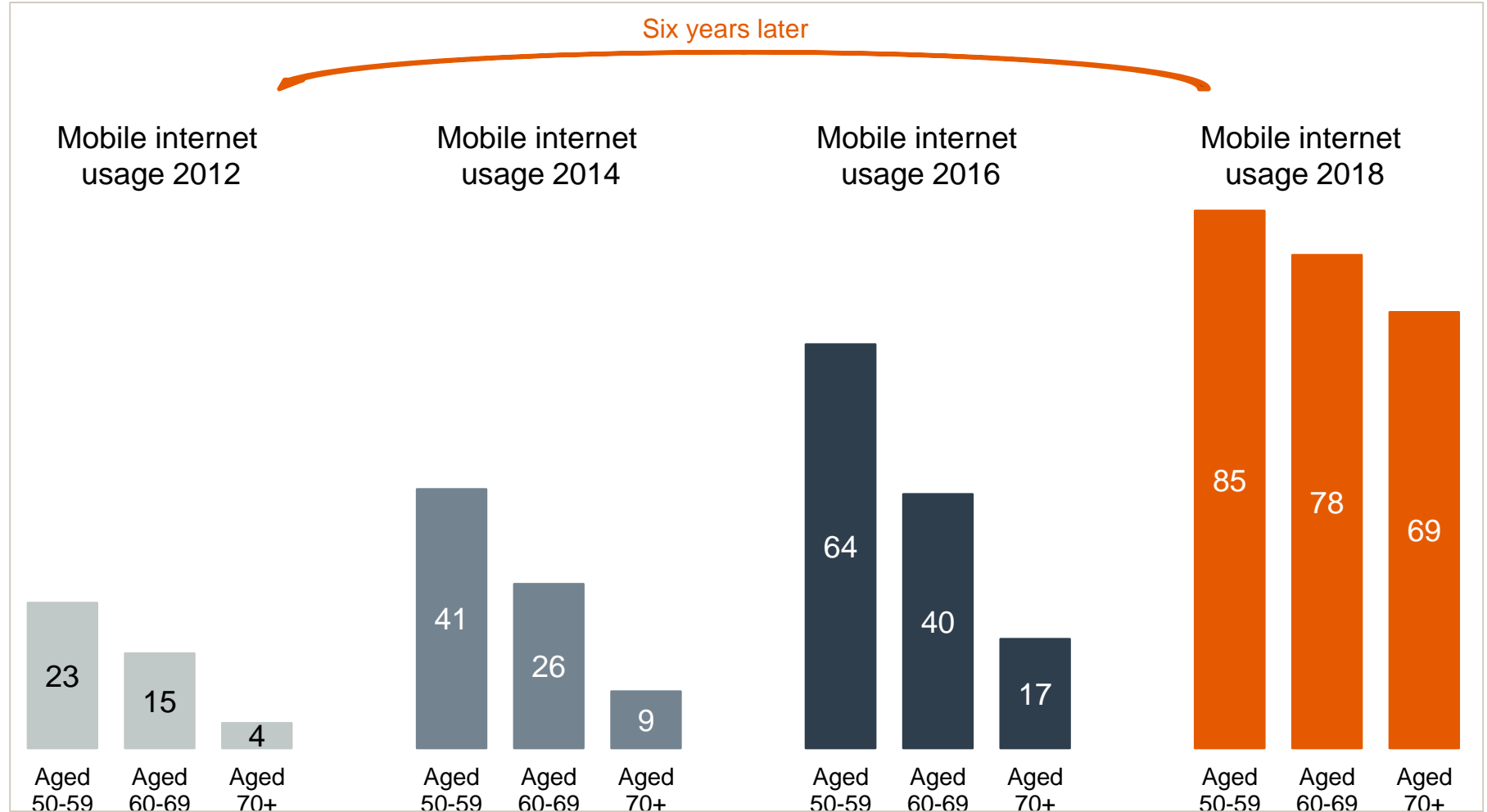


Source: GfK Verein; Consumer Study 2012, 2014, 2016 and 2018

The majority of internet users above the age of 50 (also) surf the web via smartphones

Mobile internet usage within the last four weeks

Basis: Internet users sub-group; answers in % (rounded)



Source: GfK Verein; Consumer Study 2012, 2014, 2016 and 2018

High relevance: Many 50-59 year-olds see their cell phone as a practical aid in everyday life

Statements and attitudes regarding cell phones and smartphones in 2018

Basis: cell phone users sub-group; agreement with the respective statements (Top2Boxes; four-stage scale); answers in % (rounded)

	Age brackets (cell phone users)			
	All cell phone users	Age 50-59	Aged 60-69	Aged 70+
Basis (number of respondents)	1893	348	271	263
“I am easiest to reach on my cell phone/smartphone.”	73	70	49	29
“Anytime, anywhere cell phone/smartphone, laptop or tablet internet access saves me a lot of time.”	64	59	41	21
“I organize my entire life with my cell phone/smartphone, for example contacts, meetings and navigation.”	49	40	24	10
“Now I only give out my cell phone number, instead of my landline.”	46	37	18	13
“Losing my cell phone/smartphone would be harder than losing my wallet.”	34	26	15	7

Study description

Method

Source:	GfK Consumer Study 2012, 2014, 2016, 2018; Germany sub-group
Method:	Computer Assisted Personal Interviews (CAPI, face to face survey)
Survey period:	Autumn 2011, 2013 and 2015 respectively
Target group:	German population aged 14+ (representative)
Sample size:	Each approx. 2,000; 2018: n = 2,045, of which 1,029 respondents aged over 50
of which (2018):	
Aged 50-59	n = 358
Aged 60-69	n = 302
Aged 70+	n = 369