

Seniors on the Web – a potential new target market!  
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### **Surf's Up! Seniors on the Net** *Seniors are the fastest growing group on the Internet*

Every morning Betty Hardin, 70, starts her day by making a pot of coffee and turning on her computer. Most mornings, three or four emails have arrived during the night with the latest reports from her seven children scattered across the country. Daily updates about the weather and the latest antics of the grandkids keep her feeling connected to family members as if they lived down the street rather than 2500 miles away. "Getting online has been an absolute blessing for our family," exclaims Betty, who lives by herself and has several health problems. "My daughters and I check in with each other several times a day – they know if they don't hear from mom, to call or have a neighbor stop in to make sure I am ok."

#### **All this and health benefits too**

Betty is not alone. Seniors are the fastest growing segment of the population "surfing the net". Staying connected with family members is just one of the many benefits of this new technology. Seniors the world over are finding old friends, new flames and boundless opportunities a click away in cyberspace. Need a recipe for leftover chicken? Want to investigate stocks or mutual fund options? Interested in learning more about your family tree? All this and more can be readily found on the information superhighway.

And that's not all. Research indicates that older adults taking the cyber plunge are actually promoting good mental health by learning something new and communicating with others. Furthermore, seniors have available at their fingertips a virtual library of online resources to further promote good health – from the latest ways to lower cholesterol, to online support groups, to the latest breakthroughs in cancer treatment.

#### **Getting started**

Even if your parents don't own a computer there are still many ways to get on the Internet. Public and university libraries, senior centers and community centers are just a few of the places they can get Internet access for free. Furthermore, many of these places offer seniors an opportunity to learn how to navigate for free or for a small fee.

Let's get our older generation connected! This will lessen the isolation and depression many seniors experience. We can help provide you with local resources and referrals to decrease your stress and empower your parents.

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