

The Digital Video Series: Baby Boomers | Infographic

Baby boomers are warming up to digital video, but more so on their desktops

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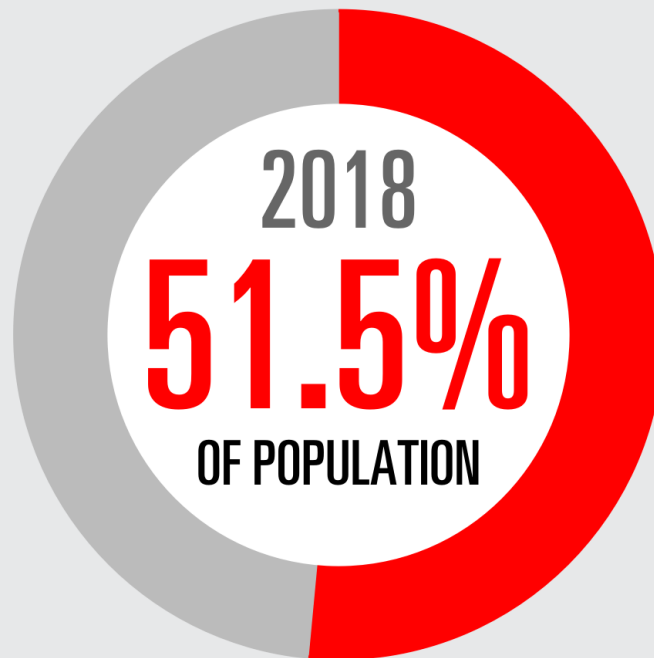
Lucy Koch

This week, we're looking at digital video viewers. Each day, we'll feature a different demographic to better understand how various age groups engage with video. So far, we've looked at [kids and teens](#), [millennials](#) and [Gen Xers](#). Last up: baby boomers.

The number of boomers watching digital video on a monthly basis might not be as high as younger generations, but the 37.7 million who will do so this year are more likely to use computers and streaming services than their smartphones.

eMarketer estimates that 51.5% of baby boomers in the US will watch digital video at least once per month in 2018. Though digital video viewers will shrink to 36.8 million by 2022 as the generation itself gets smaller, we expect digital video viewers will make up 52.4% of the boomer population in the same year.

How Many Baby Boomers in the US Watch Digital Video?



37.7M  **-0.8%**
OVER 2017

Note: internet users born between 1946 and 1964 who watch streaming or downloaded video content via any device at least once per month

Source: eMarketer, October 2018



When boomers want to watch digital video, computers are more predominantly used than smartphones. In a November 2017 [AARP](#) survey, 52% of respondents ages 50 to 59 and 48% of those ages 60 to 69 said they use desktops or laptops to watch videos or shows. In comparison, only 25% of internet users ages 55 to 64 said they used

smartphones to watch TV or video, according to an October 2017 survey from [Morning Consult](#).

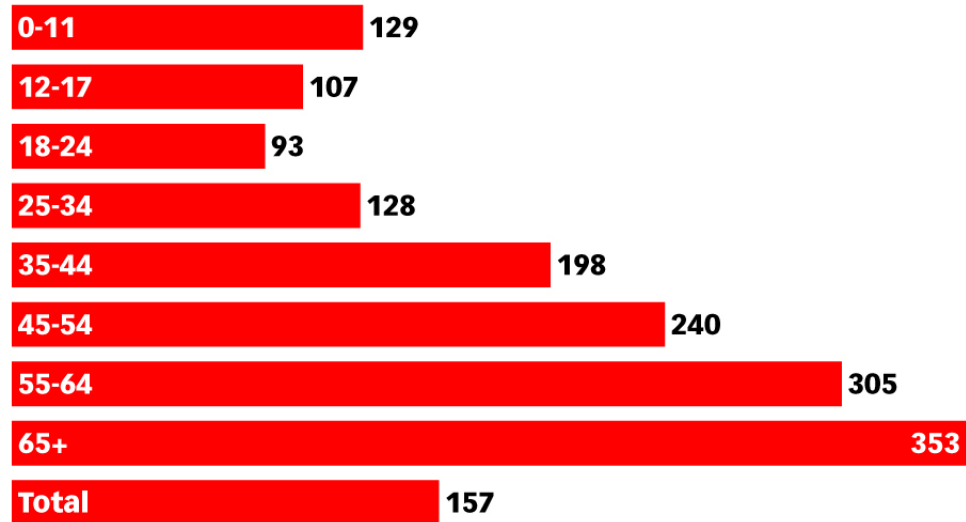
In the June report, [Younger Baby Boomers as Digital Users](#), eMarketer senior analyst Mark Dolliver explains that “for teens and millennials, a phone is as much a device for viewing video as for making calls. [But] for younger boomers, using the phone as a TV or movie screen does not come naturally.”

Of boomers who do engage with digital video, 47% of those ages 55 to 64 said that they—or someone in their household—currently subscribes to any streaming service, according to a November 2018 survey from Morning Consult. By comparison, almost 65% of respondents aged 45 and younger said the same.

Unlike younger generations, baby boomers *are* spending their time viewing traditional TV. eMarketer estimates that this year, boomers will spend more than 5 hours a day watching traditional TV. That figure is more than double the estimated figure for millennials' TV consumption.

Average Time Spent per Day with TV by US Consumers, by Age, 2018

minutes



Note: includes all time spent watching, regardless of multitasking; includes live, DVR, and other prerecorded video (such as video downloaded from the internet but saved locally) and excludes digital

Source: eMarketer, April 2018

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- [TV and Digital Video: Who's Watching and How](#)
- [The Rapidly Shifting Video Market](#)

Articles:

- [What's Driving Subscription OTT Growth?](#)
- [Video Swells to 25% of US Digital Ad Spending](#)

Reports:

- [US Digital Video and TV StatPack 2018](#)
- [Younger Baby Boomers as Digital Users](#)