

SENIORS ON THE NET



Online survey of online habits
of people **55+** by **BeSocial**

2024.

Seniors on the Net 2024 online survey

Type of survey:	online survey
Time of survey:	March 2024
Extend of the sample:	5598 people
Target group:	Internet users aged 55+ in Hungary



General Use and Spending Time



Do you feel at home in the world of the internet?

yes, absolutely

43.35%

somewhat yes

44.88%

I feel a bit behind

11.30%

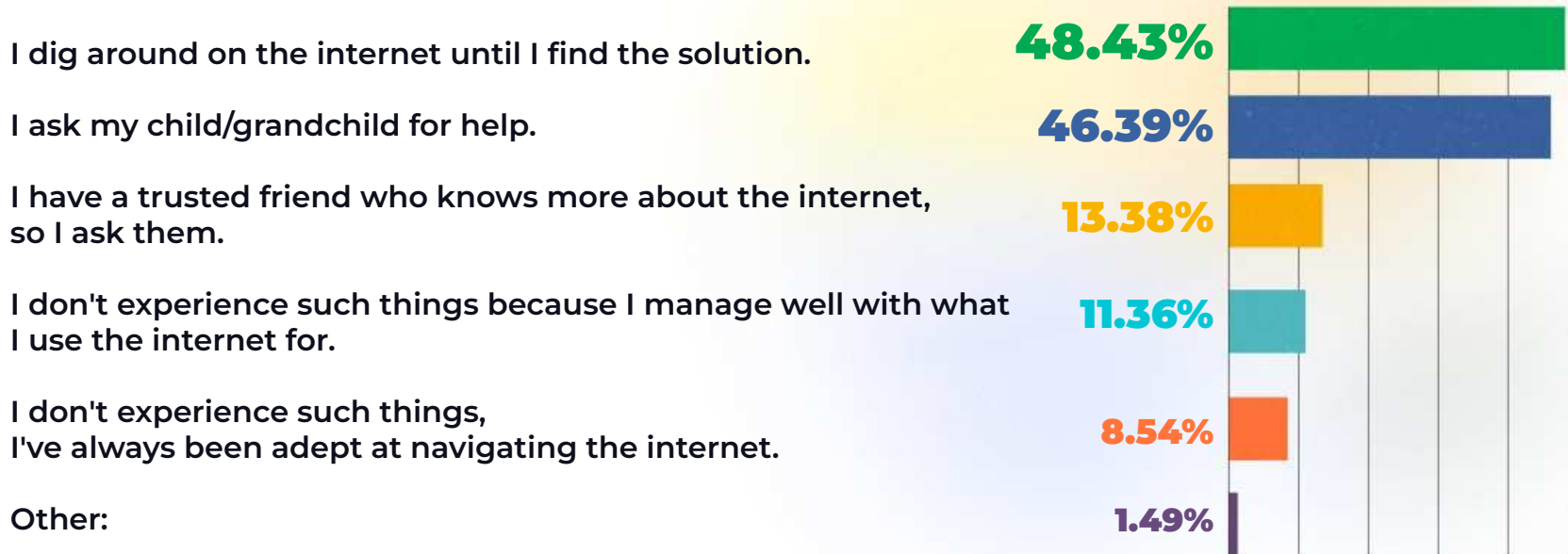
no, but I don't care

0.47%



If you get stuck on something online, how do you solve the problem?

(Respondents may select more than one option)



How much time do you spend online on an average day?

Including chatting, social media, and YouTube – regardless of whether you're browsing on a computer or mobile device.

3-4 hours

39.38%

maximum 2 hours

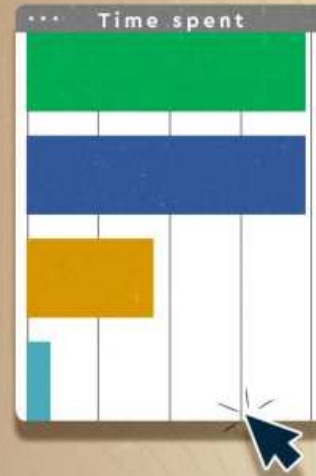
39.34%

more than 4 hours

17.92%

less than 1 hour

3.35%



How much time do you spend daily with the following activities?

At the top of the list are activities that respondents spend a lot of time on, while those they spend less time on are at the bottom.

Nearly a third of respondents spend at least 2 hours on Facebook daily.

1.	Browsing Facebook
2.	Watching TV
3.	Family activities
4.	Reading books / newspapers
5.	Reading news portals online

Close to a quarter of them devote at least the same amount of time to reading newspapers or books.

44% spend at least 2 hours watching TV daily, but 17% allocate the same amount of time to streaming services.

One-fifth of seniors listen to the radio for at least 2 hours a day.

6.	Watching YouTube videos
7.	Chatting (Messenger, Viber, Whatsapp etc.)
8.	Listening to the radio
9.	Meeting with friends
10.	Streaming services (Netflix, HBO, Apple TV etc.)
11.	Listening or watching podcasts
12.	Browsing Instagram
13.	Browsing TikTok

Social Media



Put in order the following platforms according to how often you use them!

Only 6 out of 100 said they never watch YouTube.

95% use Facebook daily.



Almost every 10th senior also checks TikTok every day – 30% of them use it regularly.

How often do you post on social media channels?

It also counts if you share articles or content on your own profile.



And how often do you comment on social media posts?

1 Facebook

3 Instagram

One-fourth of respondents have ever commented on a YouTube video.

2 YouTube

4 TikTok

One-fourth of seniors claim to comment on Facebook daily.

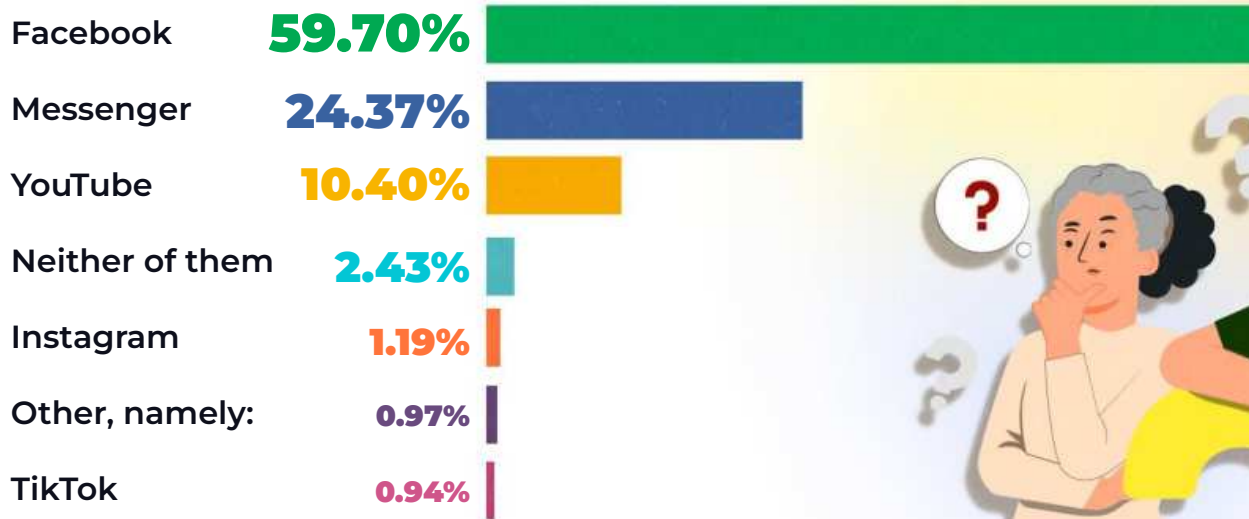
If you do post a comment, then it is typically...

(Respondents may select more than one option)

- 67.98%** In private groups that interest me
- 67.90%** On posts by acquaintances, family members
- 23.70%** Related to news published by media outlets
- 14.66%** On posts by public figures
- 9.06%** I never comment anywhere
- 7.84%** On posts by celebrities, content creators, influencers
- 1.10%** Other:



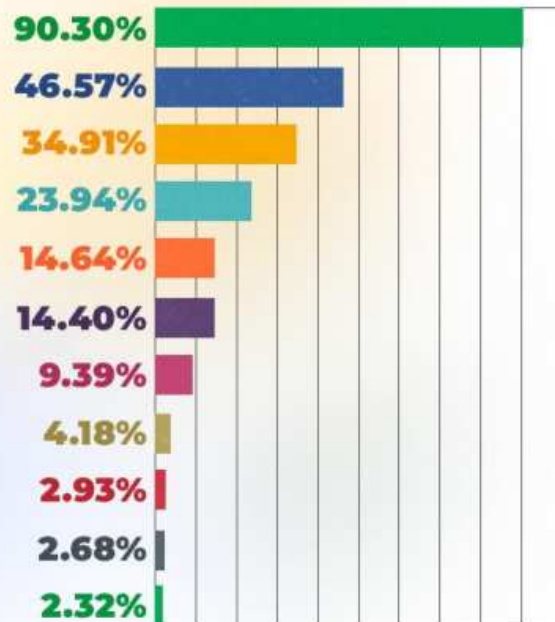
If you could use only one platform, which one would it be?



What features do you usually use on Facebook?

(Respondents may select more than one option)

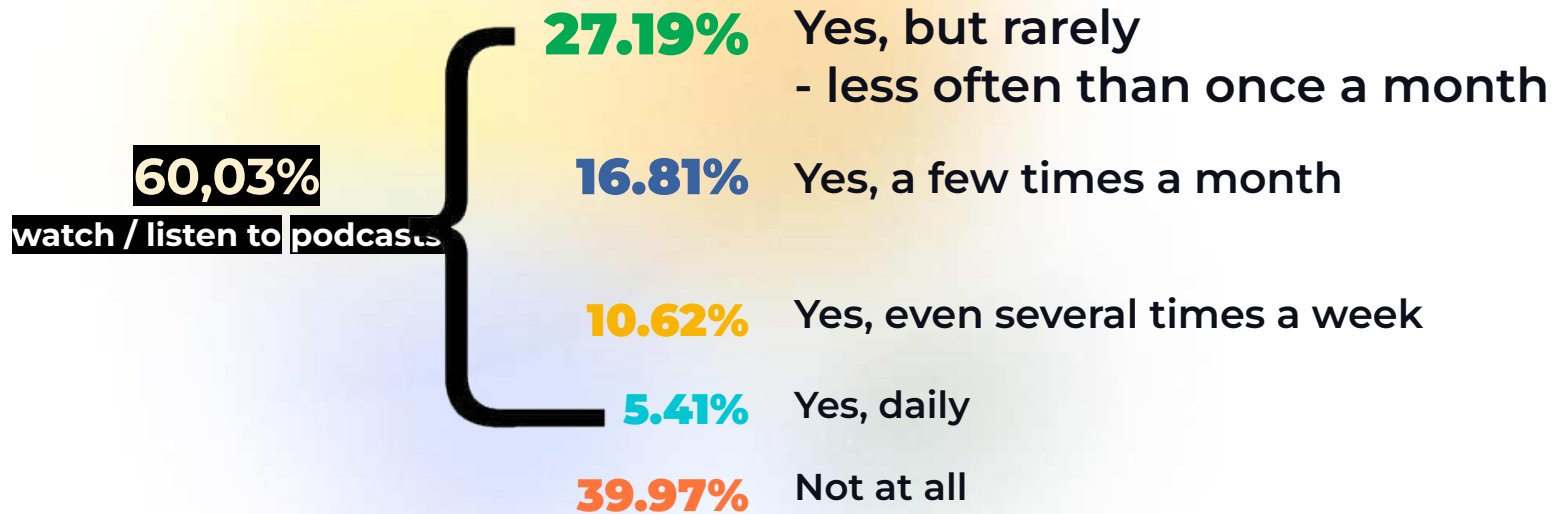
- Groups - I'm a member of at least one group.
- Events - I respond to published events.
- Marketplace - I browse listings and sometimes buy.
- Games - I play games on Facebook.
- Marketplace - I also create listings myself.
- Csoportok - I create groups myself.
- Stories - I watch Facebook Stories.
- Események - I organise events myself.
- Stories - I also upload content to Facebook Stories myself.
- None of these.
- I use Facebook Dating.



**Podcasts,
Influencers,
Content Creators**



Do you usually listen/watch to podcasts/vlogcasts?



How do you usually listen to podcasts?

Nearly every 6th respondent devotes their full attention to podcasts.

27.13%

I may not listen to it from beginning to end; if it's not interesting enough, I skip ahead.

17.89%

Like I used to watch TV shows: when I sit down to listen, I try to focus only on that.

16.54%

It plays in the background while I do something else (e.g., cooking, gardening).

38.43%

I don't listen to podcasts.



How many influencers / content creators / public figures do you follow on Facebook / Instagram / YouTube / TikTok?

41.63% only a few, less than 10

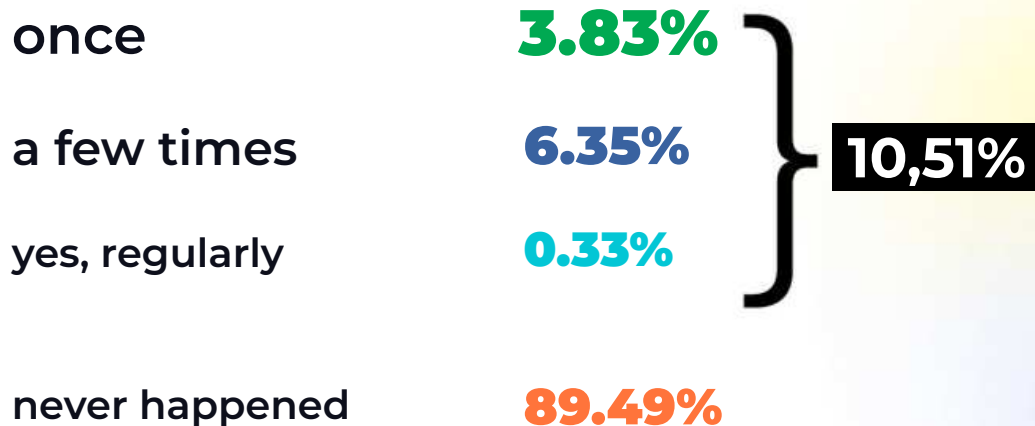
5.62% 10 to 30

1.39% more than 30

51.37% none at all



Have you ever tried / bought something because an influencer / public figure was promoting it?



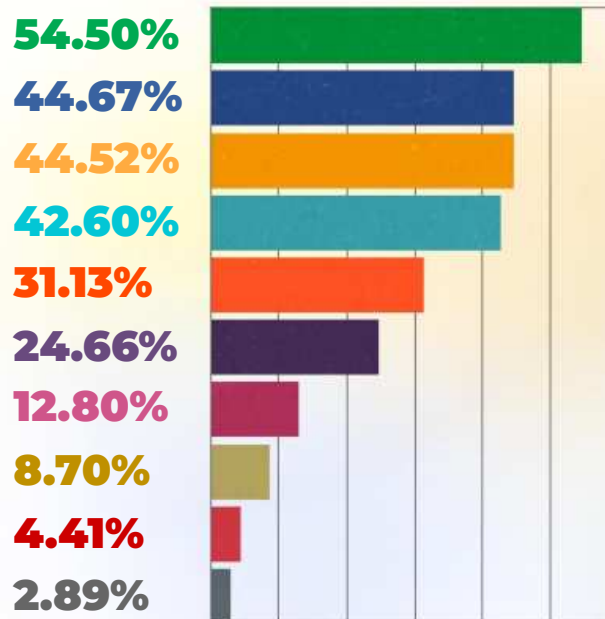
Every 10th respondent has tried something because of an influencer.



Among the listed ones, whose content have you seen at least 5 times?

(Respondents may select more than one option)

1. Friderikusz Sándor
2. Bődőcs Tibor
3. Pottyondi Edina
4. Partizán
5. Tvrtko a Föld körül
6. Kadarkai Endre
7. Jólvanezígy / Fókuszcsoport
8. Palikék Világa
9. Magyarósi Csaba
10. Videómánia / Dancsó Péter



Among the listed media outlets, which YouTube channel have you seen at least five pieces of content from?

(Respondents may select more than one option)

ATV	38.13%
444.hu	35.81%
24.hu	31.79%
hvg.hu	30.81%
telex.hu	30.73%
Klubrádió	22.99%
Index.hu	17.31%
szeretlekmagyarorszag.hu	12.74%
Hír TV	12.21%
Blikk	10.31%
frisshirek.hu	8.83%
TV2	8.46%
MTV Híradó	5.18%
Rádió1	4.12%
Infórádió / Infóstart	2.51%



Do you support content creators or news portals financially?

7.69% Occasionally, I support one content creator who is the most valuable to me.

4.63% Occasionally, I support various content creators.

3.39% Yes, I am a regular subscriber to one of them.

2.62% I would support them, but it's not clear how I can do it.

1.79% Yes, I am a regular subscriber to more of them.

79.89% I don't want to pay for online content.



20,11%

Information, Public Affairs



Which of the following platforms / websites do you use to stay informed about world affairs?

(Respondents may select more than one option)

81.85% **1. Facebook**

44.73% **2. hvg.hu**

42.71% **3. telex.hu**

41.51% **4. 444.hu**

39.07% **5. 24.hu**

36.81% **6. YouTube**

29.53% **7. index.hu**

19.57% **8. origo.hu**

9.43% **9. blikk.hu**

8.82% **10. Instagram**

6.52% **11. TikTok**

4.14% **12. none of the above**



Do you browse content related to public affairs on social media (Facebook, YouTube, etc.)?

56.72% yes, regularly

3.90% only recently has it been more intense, when there were many events

35.41% occasionally

3.97% never



After the resignation of the President, **online content creators organized a demonstration** at Heroes' Square. **Where did you first hear about it?**

47.84% I read about it on one of the news portals.

27.98% I saw the event shared on Facebook.

9.07% I haven't heard about it at all.

4.95% I follow one content creator who was among the organizers, and I heard about the demonstration from them.

4.90% A friend shared it on Facebook.

3.72% Other:

1.54% I learned about the demonstration from the page of a public figure who wasn't an organizer but supported the idea.

Online Safety



On the internet, via social media, scammers have appeared, who most often want to gain access to our profile or obtain our banking details. Have you ever encountered a similar case?

35.33%

Yes, unfortunately, several times, but fortunately, I was vigilant and didn't fall for it.

17.35%

Yes, I have encountered something like this once, but they couldn't deceive me.

5.60%

Yes, unfortunately, I have been deceived by scammers before.

4.52%

I'm not sure if I've encountered something like this because I'm not confident in recognizing scammers.

15.01%

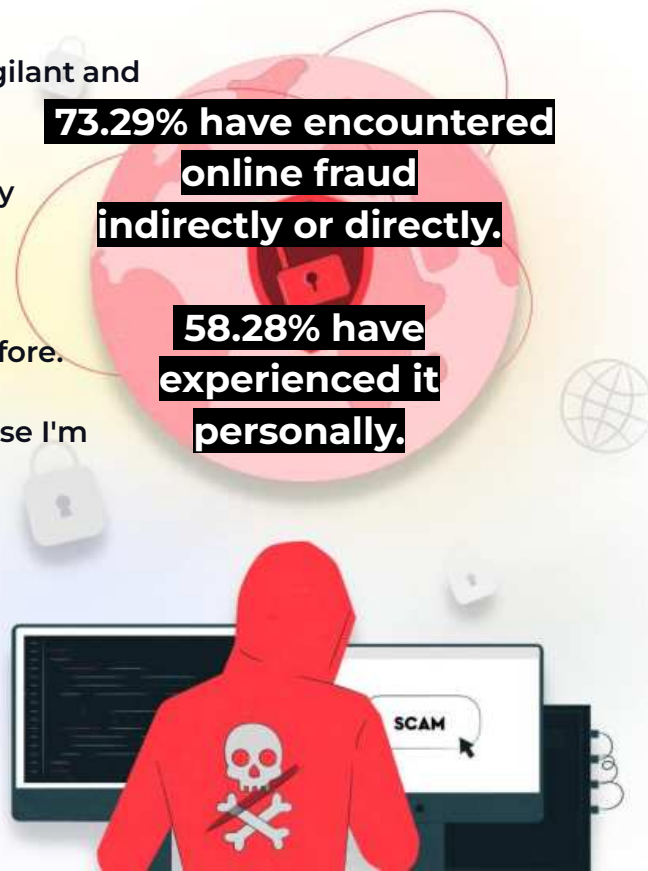
I've only heard about such things from acquaintances.

22.18%

So far, I haven't encountered a similar case.

73.29% have encountered online fraud indirectly or directly.

58.28% have experienced it personally.



What makes you feel safe in the online space?

(Respondents may select more than one option)

56.01%

If I ignore friend requests and messages from strangers.

43.17%

If I never provide my credit card information online, not even in online shops.

37.99%

If I enable two-factor authentication wherever possible.

26.00%

If I use different passwords everywhere.

9.35%

If I refrain from posting or commenting anywhere.

7.98%

None of the above.

3.77%

If I use the same password everywhere but change it frequently.



Someone sends you a friend request on Facebook, but you don't recognize them. What do you do?

45.44%

I decline the request - if I don't know who they are, there's no point in being friends.

27.42%

I first investigate who they might be before reacting.

22.92%

I do nothing, I simply don't respond.

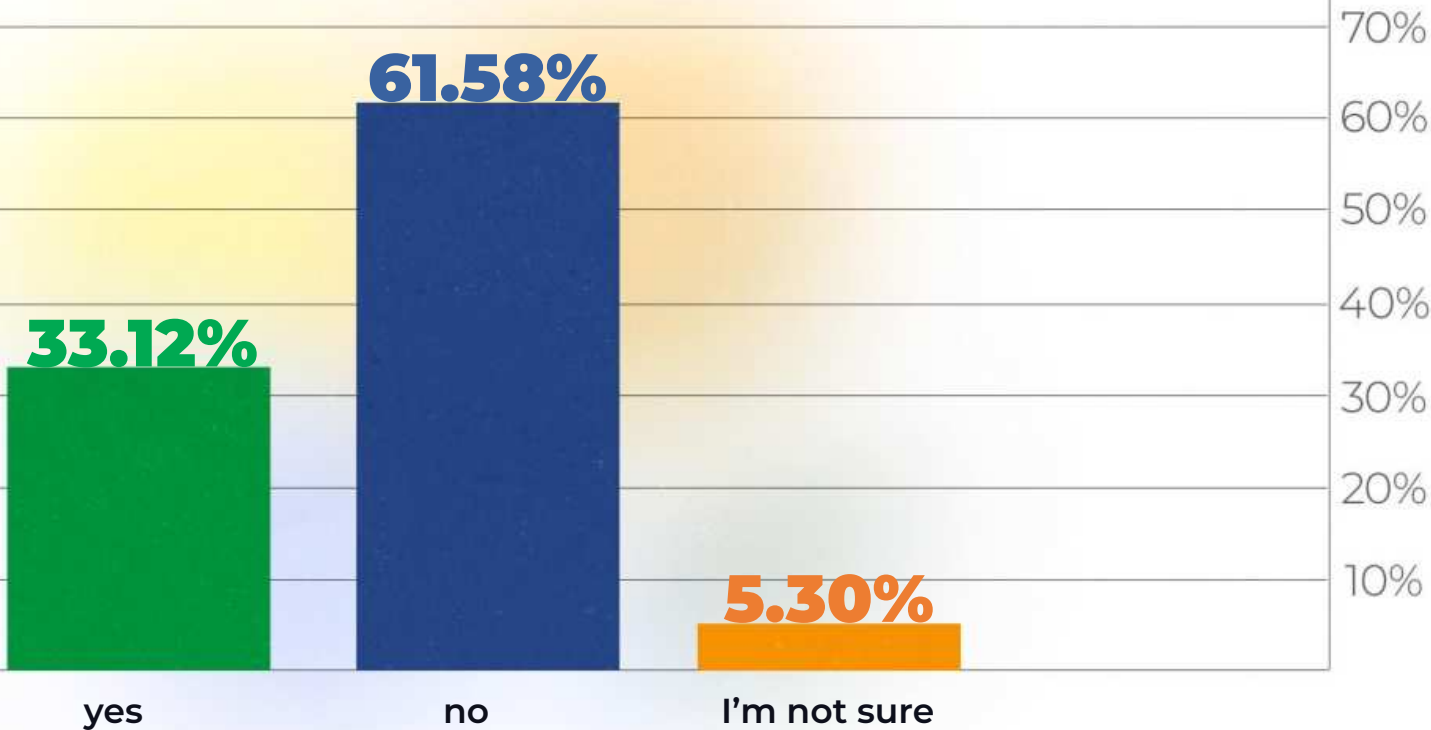
3.79%

I initiate a conversation with them to find out how we might know each other.

0.43%

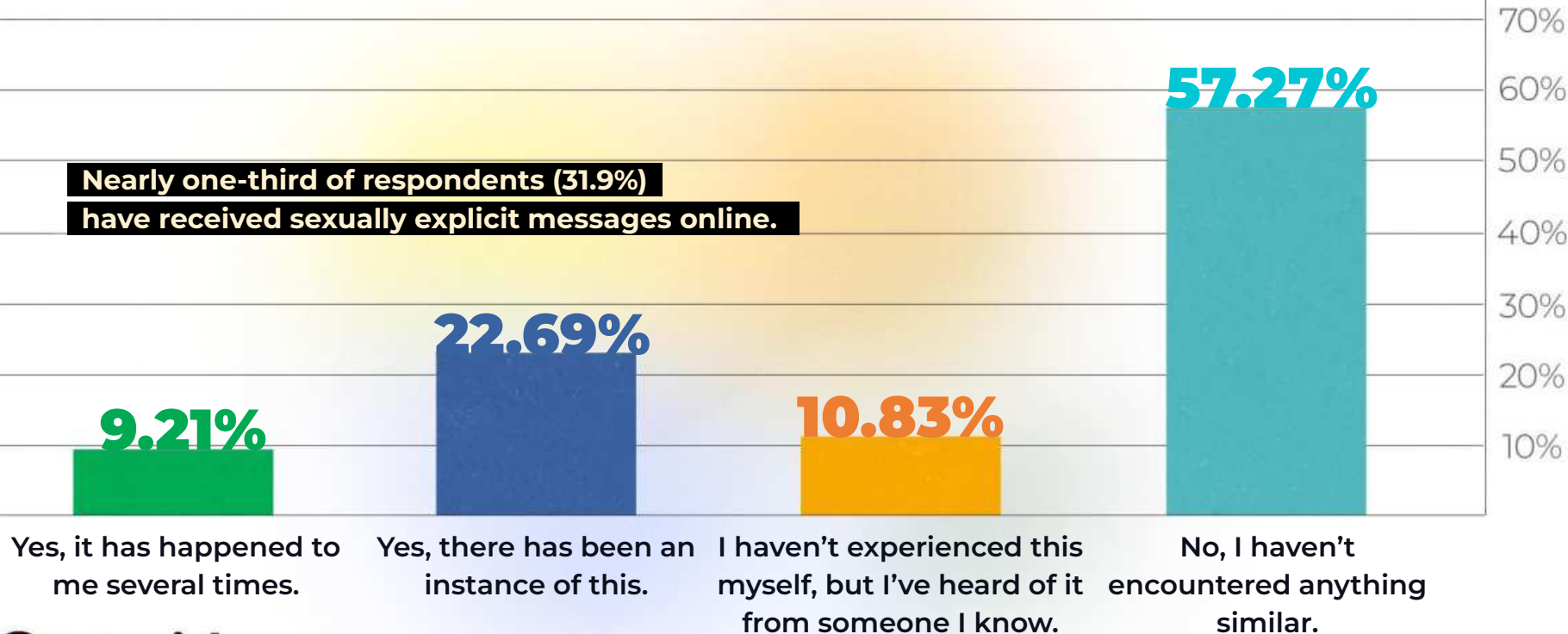
I immediately confirm the request, we can be friends.

Does anyone else, such as your spouse or child, have access to your Facebook account? Does anyone else know your login credentials?



Have you ever received sexually explicit messages online – whether from someone you know or a stranger?

Nearly one-third of respondents (31.9%)
have received sexually explicit messages online.



Let's Dive into the Data!



Baby Boomers vs. Gen Z



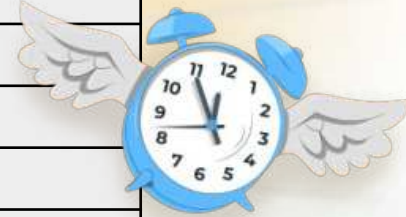
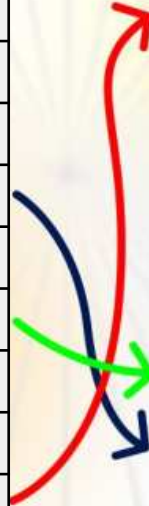
Teens are the **bigger net addicts**, but **seniors don't lag far behind.**

How much time do they spend online daily?	Seniors	*Teens
less than 1 hour	3,35%	1,31%
up to 2 hours	39,34%	14,46%
3 to 4 hours	39,38%	40,58%
more than 4 hours	17,92%	43,65%

What are the differences in **the daily activities of the two generations?**

	Baby Boomers / Seniors
1.	Facebook
2.	Watching TV
3.	Family activities
4.	Reading books / newspapers
5.	Reading news portals online
6.	Watching YouTube videos
7.	Chatting online
8.	Listening to the radio
9.	Meeting with friends
10.	Streaming services

	Gen Z / *Teens
1.	Meeting with friends
2.	Chatting online
3.	Family activities
4.	TikTok
5.	Streaming services
6.	Other social media channels
7.	Watching YouTube videos
8.	Reading books / newspapers
9.	Browsing Insta Stories
10.	Video games

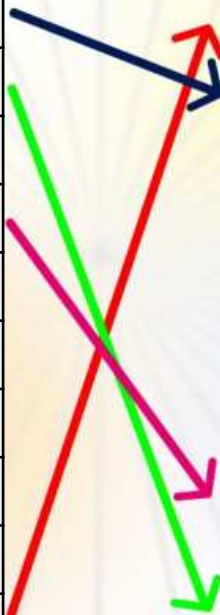




While **teens are being informed** about the world **through social media platforms**, seniors **prioritize news portals** – but only after Facebook.

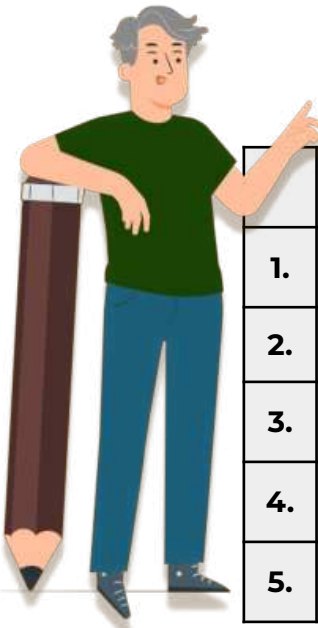
	Seniors	
1.	Facebook	81,85%
2.	hvg.hu	44,73%
3.	telex.hu	42,71%
4.	444.hu	41,51%
5.	24.hu	39,07%
6.	YouTube	36,81%
7.	index.hu	29,53%
8.	origo.hu	19,57%
9.	blikk.hu	9,43%
10.	Instagram	8,52%
11.	TikTok	6,52%

	*Teens	
1.	Instagram	71,54%
2.	Facebook	64,28%
3.	TikTok	64,06%
4.	Index.hu	43,52%
5.	24.hu	40,16%
6.	telex.hu	29,43%
7.	origo.hu	27,30%
8.	444.hu	26,57%
9.	blikk.hu	22,17%
10.	hvg.hu	19,50%
11.	Reddit	13,27%



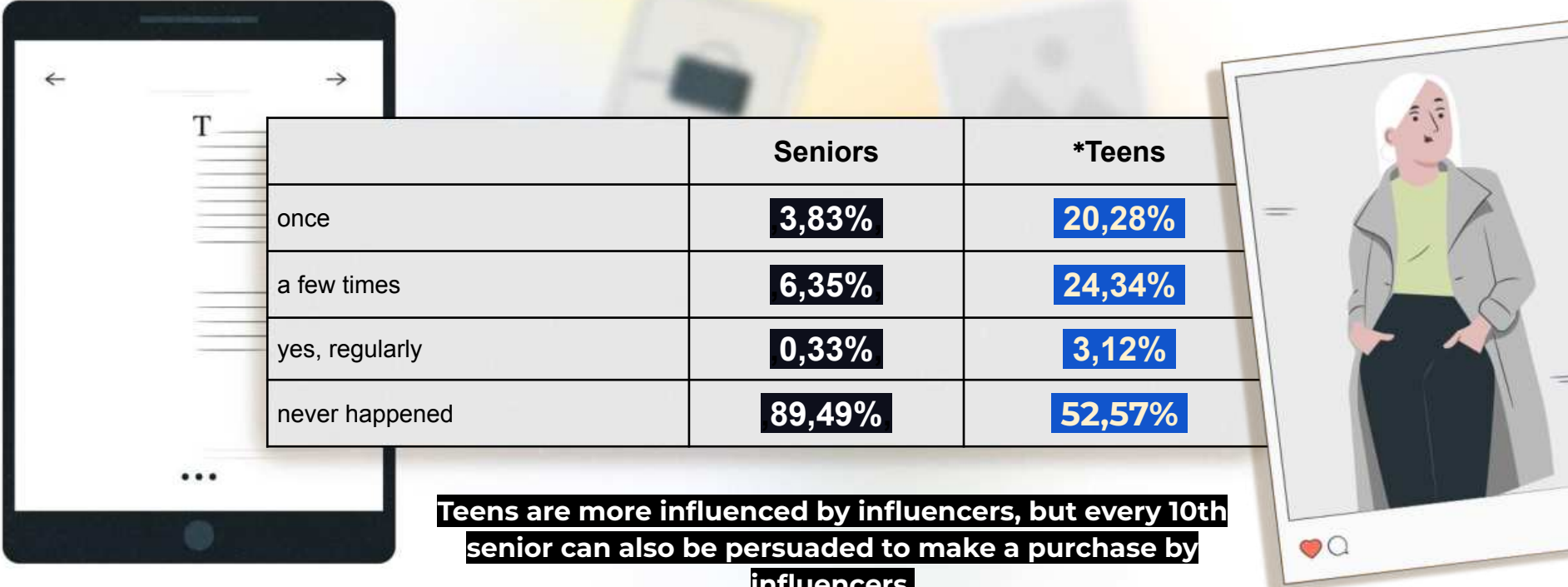
🗨️ If you could use only one platform, which one would it be?

**Seniors stick to Facebook,
while among teens, it's more divided
which platform they "couldn't live without."**



	Seniors		*Teens	
1.	Facebook	59,70%	Instagram	31,77%
2.	Messenger	24,37%	Messenger	26,90%
3.	YouTube	10,40%	TikTok	15,18%
4.	Instagram	1,19%	YouTube	12,37%
5.	TikTok	0,94%	Snapchat	4,34%

Have you ever tried something because **an influencer was promoting it?**



	Seniors	*Teens
once	3,83%	20,28%
a few times	6,35%	24,34%
yes, regularly	0,33%	3,12%
never happened	89,49%	52,57%

Teens are more influenced by influencers, but every 10th senior can also be persuaded to make a purchase by influencers.



Women

vs.

Men



If you get stuck on something online, **how do you solve the problem?**

Men are more confident in using the internet, while **women** are more likely to **seek help** when they encounter difficulties.

	Men	Women
I dig around on the internet until I find the solution.	51,23%	46,09%
I ask my child/grandchild for help.	37,73%	53,1%
I don't experience such things, I've always been adept at navigating the internet.	11,2%	5,57%



How much time do you spend daily with the following activities?

At the top of the list are activities that respondents spend a lot of time on, while those they spend less time on are at the bottom.

	Men	Women
1.	Browsing Facebook	Browsing Facebook
2.	Watching TV	Watching TV
3.	Family activities	Reading books / newspapers
4.	Reading news portals online	Family activities
5.	Reading books / newspapers	Online portals
6.	YouTube	Chatting online
7.	Listening to the radio	Meeting with friends
8.	Streaming services	Listening to the radio
9.	Meeting with friends	YouTube
10.	Chatting online	Streaming services



After **Facebook** and **watching TV**, different activities engage men and women in different orders.

🎯 | Men are **more actively present** on various social platforms.

	Men	Women
Uses YouTube daily	42,97%	35,1%
Uses TikTok daily	12,2%	8,39%



 Men are **more enthusiastic commenters** and even more attached to Facebook.



	Men	Women
Posts on Facebook daily	29,64%	25,53%
Comments on Facebook daily	31,27%	22,83%
Comments on news shared by media outlets daily	30,67%	19,6%
Comments on posts by public figures	19,21%	12%
If they could choose only one platform, it would be Facebook.	67,06%	55,56%
If they could choose only one platform, it would be Messenger.	30,34%	11,55%



Men **prefer humor**, while **women prefer content related to politics and public affairs** on YouTube.

Respondents had to select from a list of 10 content creators those from whom they have watched videos at least 5 times.

	Men	Women
1.	Bödöcs Tibor	Friderikusz Sándor
2.	Pottyondi Edina	Partizán
3.	Partizán	Pottyondi Edina
4.	Friderikusz Sándor	Bödöcs Tibor
5.	Trvtkoval a Föld körül	Trvtkoval a Föld körül

...meanwhile, men claim in higher proportions that they watch political and public affairs content on social media:

Often watches contents related to politics and public affairs on social media:	64,11%	52,41%
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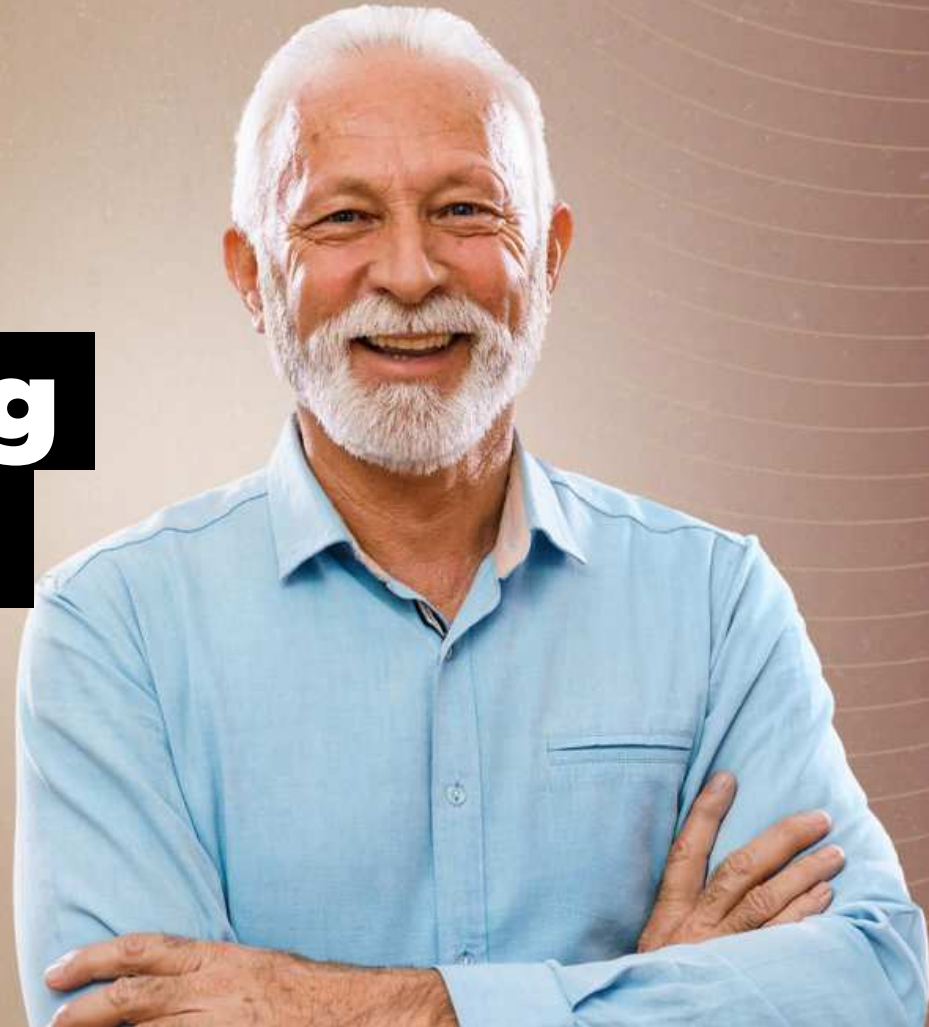
Men tend to encounter online scams more frequently, but at the same time, they appear to be **more conscious** about safe internet usage.

	Men	Women
Encountered online scammers several times, but remained vigilant and avoided being deceived.	43,71%	30,49%
Only heard about online scams from acquaintances.	10,72%	17,63%
Haven't encountered online scams before.	19,09%	23,89%
Never provides credit card information online.	38,57%	45,96%
Enabled two-factor authentication wherever possible.	47,6%	32,67%
Uses different passwords for each account.	33,71%	21,54%

Meanwhile, twice as many men among the respondents claim to have received sexual content messages as women:

Received sexual content messages online at least once.	46,44%	23,28%
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Still Working vs. Retirees





The priorities of the **still working** and **retirees** regarding how they spend their time within a day differ.

	Still Working	Retirees
1.	Facebook	Facebook
2.	Family	Watching TV
3.	Watching TV	Reading books / newspapers
4.	Online news portals	Family
5.	Reading books / newspapers	Online portals
6.	Streaming	YouTube
7.	Chat	Listening to the radio
8.	YouTube	Chat
9.	Meeting with friends	Meeting with friends
10.	Listening to the radio	Streaming





Those who have **closer relationships with younger generations** through family members or colleagues are **more confident** online and are present on multiple platforms



	Still Working	Retirees
If they get stuck online, they search for a solution themselves.	53,17%	44,92%
If they get stuck online, they ask for help from their child/grandchild.	38,42%	52,69%
If they could only use one platform, it would be Facebook.	55,18%	63,46%
They use the 'Games' feature on Facebook.	17%	29%
They listen to podcasts regularly.	65,59%	56,15%
They occasionally support online content creators with money.	26,47%	15,65%

Active workers are **more aware** in the online world

	Still Working	Retirees
Even though they have encountered online scammers multiple times, they were vigilant and didn't fall for them.	40,97%	31,25%
They never provide their credit card information online.	34,82%	49,33%
They have set up two-factor authentication where possible.	49,12%	30,48%
Others have access to their Facebook account.	27,67%	36,88%

Residents of Budapest *vs.* Residents of Villages





Budapest residents and those living in villages tend to stay informed about world affairs or watch video content with **varying intensity and on different portals and platforms.**

- Budapest residents support content creators financially by **13% more** than those living in villages.
- They also consume public affairs topics online by **13% more**.
- They listen to/watch podcasts by **10% more**.

🗨️ | Where they **mostly** get informed about **world affairs**:

	Residents of Budapest		Residents of villages	
1.	Facebook	80,21%	Facebook	82,78%
2.	telex	53,7%	hvg.hu	39,92%
3.	444.hu	50,48%	YouTube	37,59%
4.	hvg.hu	50,27%	telex.hu	36,07%
5.	24.hu	45%	444.hu	35,97%
6.	YouTube	36,85%	24.hu	33,64%





From where you have watched video content **at least 5 times:**



	Residents of Budapest		Residents of villages	
1.	444.hu	42,11%	ATV	33,73%
2.	ATV	38,46%	444.hu	31,63%
3.	telex.hu	36,34%	hvg.hu	29,52%
4.	Klubrádió	33,3%	24.hu	28,31%
5.	24.hu	33,2%	telex.hu	28,16%
6.	hvg.hu	31,68%	Klubrádió	17,77%



They use Facebook **differently** in the capital than in the countryside, but they are **equally connected** to this platform **the most**.

	Residents of Budapest	Residents of villages
Tend to react to events.	53,6%	40,34%
Browse through Marketplace listings.	29,47%	40,85%
Play games on Facebook.	18,92%	26,19%



THANK YOU

