

## Yahoo: iPad Users Affluent, Older

Maisie Ramsay

Yahoo! has released [a survey](#) [1] examining the demographics and behavior of the first iPad users on the Yahoo! network, which found iPad users are significantly older and wealthier than the average U.S. Yahoo! user.

The first Yahoo! iPad users were 94 percent more likely to be affluent consumers with solid wealth and strong incomes than typical U.S. Yahoo! users, said the search company. Yahoo! also found that iPad users tend to be older than the average Yahoo! user, especially those between the ages of 35-44.

The company reported that Flickr usage by iPad users is 143 percent higher than average. Flickr, Finance, Sports and News were all among the Yahoo! properties most frequently visited by iPad users.

Although the iPad had so far only been available for purchase in the United States, Yahoo! said IP traffic from Europe and Asia comprised 10 percent of the IP traffic on the iPad, mainly from the U.K., France, Germany, Taiwan and Hong Kong.

Finally, Yahoo! also found that iPad users were likely to own another Apple product. The company said 48 percent of Yahoo! iPad users own an iPhone and had visited Yahoo! on the iPhone previously.

**Source URL (retrieved on 06/12/2013 - 5:15pm):**

<http://www.wirelessweek.com/news/2010/05/yahoo-ipad-users-affluent-older>

**Links:**

[1] <http://ymobileblog.com/blog/2010/05/06/apple-ipad-user-analysis/>