## Social Media - Statistics





## 10 Social Media Statistics for Over 50s

Typically, when thinking of over 50s and their association with social media, the assumption is that they are inactive. This assumption often leads to businesses whose target demographic are over 50 to not actively use their social media channels as a chance to market themselves which as a result leads to missed out opportunities when creating digital presence for your brand.

The older generation are very much on every social media channel, however when targeting this demographic a tailored approach is needed due to their different activity patterns.

Research has been conducted on this demographic with many statistics that may be surprising to you! These stats are essential for any marketing strategy and should be considered, especially as digital activity is becoming more popular.

- 70% of over 50s investigate online before making a purchasing decision
- Grandparents are the fastest growing demographic on Twitter!
- A whopping 77% of over 65s are online and 40% of over 70s
- 65% of over 50s have 3 or more digital devices
- Traditional media still has an important role print, direct mail, door-drop, radio, TV
- Over 50s generally want facts, information and logic
- 49% class Facebook as their favourite social media site
- A third of those aged 55+ are likely to browse the Internet on a second device, such as a smart phone or tablet
- Only 1% of total advert spend is spent on the over 65s on social media
- 51% of baby boomers spend 15 hours per week online!

## **Advise Wise Tip**

Get to know your target audience as much as you can and use their demographic's behaviour to build your social media strategy. Make sure you use the same social media platforms they use, to build your brand presence. Tailor the message to your target audience and find new and creative ways to engage them.



Enquire: marketing@pureretirement.co.uk

