

Media Consumption Amongst Over-55s - UK - August 2010

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What is this report about?

As the UK population ages, this report takes an in-depth look at the media consumption and attitudes towards media of over-55s, covering their use of TV, radio, newspapers, magazines and the internet. It aims to show how the media preferences and habits of over-55s differ from the general population and how products and services can be tailored to suit them. It also aims to identify where, in the context of commercial media, advertisers can most effectively target the over-55 market.

What have we found out?

- Over-55s feel excluded by many advertising and marketing campaigns, with 41% agreeing that “most advertising and marketing isn’t relevant to people in my age group”, compared to 30% of the population overall.
- The key reading material for over-55s in newspapers and magazines is news/current affairs, TV guides, social/human interest stories, competitions/crosswords and games, business and finance, personal finance, weekend supplements, humour, travel, columnists and cookery/gardening features. Over-55s show above-average interest in all these areas.
- Over-55s are more likely than the overall internet population to research holidays and travel online, to use financial advice sites and price-comparison sites. Almost a quarter of over-55 web users have done family history research in the last three months.
- Over-55 internet users are slightly ‘ahead of the curve’ when it comes to online banking, travel purchases and most other e-commerce products. However, they are still lagging behind in their use of online grocery delivery services.
- Over-55s are far less likely than younger consumers to reduce their use of traditional media as a result of time spent online. Nevertheless, a third of over-55 internet users do say they use less traditional media – these consumers are most likely to be male, ABC1 and not yet fully retired.
- An ‘entertainment-averse’ 44% of over-55s use the internet for practical purposes only, compared to 27% of the overall population, while 43% of over-55s use the web for entertainment compared to 68% overall. ABC1 surfers are the most practical.

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