

Facts on Seniors

Who are Seniors?

- ⇒ There are over 74 million Baby Boomers and beyond living in the U.S.
- ⇒ American's are enjoying a much longer life expectancy
- ⇒ Baby Boomers are the largest living age demographic with seniors turning 60 every 7 seconds.

Why advertise to seniors?

- ⇒ Seniors have the largest disposable income level of all the age groups. The over 50+ age group holds 75% of all personal wealth.
- ⇒ Seniors are very loyal to brands and they share their brand loyalty with others 68% of the time.
- ⇒ Seniors want brands to provide content that's educational, informative, and more than just entertainment.

Do Seniors watch television? YES!

- ⇒ Over 50 age group watches the most amount of television daily, between 5:50 (50-64) and 7:15 hrs (65+) compared to 1:54 (18-34) and 3:43 (25-49) hrs for younger adults.

Bibliography:

- ⇒ <https://www.statista.com/chart/15224/daily-tv-consumption-by-us-adults/>
- ⇒ <https://www.fastcompany.com/90341477/why-marketing-to-seniors-is-so-terrible>
- ⇒ <https://www.ranker.com/list/best-tv-shows-about-senior-citizen/ranker-tv>

Want to be involved in BIC Media Solution's newest television series – Boomer Connection - please contact at Earl Heard earlheard@bicalliance.com OR CALL 281.538.9996.

