

# We can't simply bucket everyone aged 55+

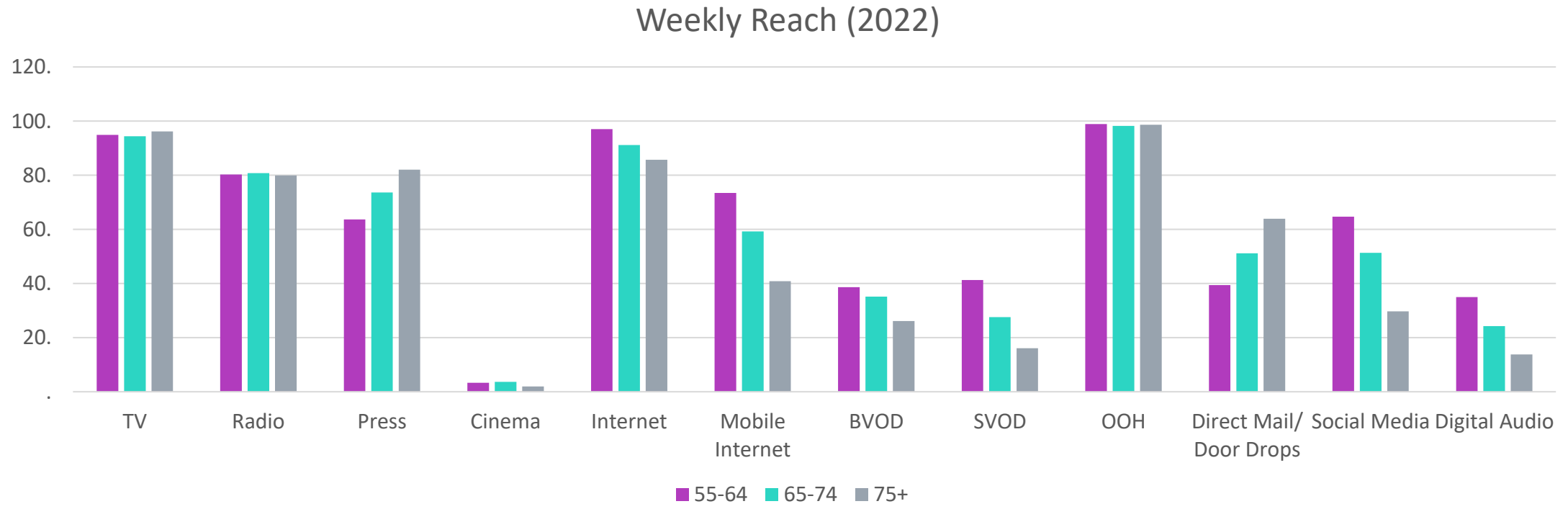
**As a minimum it is useful to distinguish Boomers vs Silent Generation**

**Those born from 1928 to 1945 (the Silent Generation) and (77+)**

**Those born between 1946 and 1964 (the Baby Boomers) (56-76)**

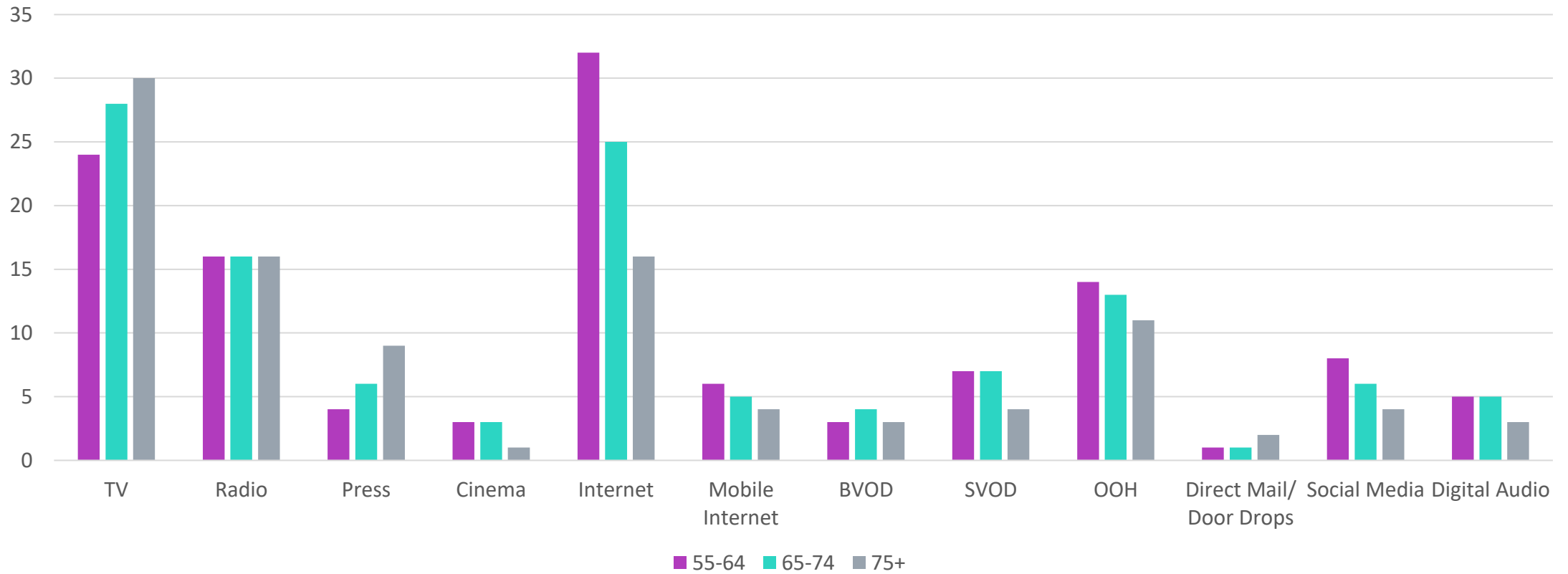
# Media consumption varies greatly within the 55+ audiences

Most notably, over 75's are much less likely to access the internet by mobile devices or use social media every week



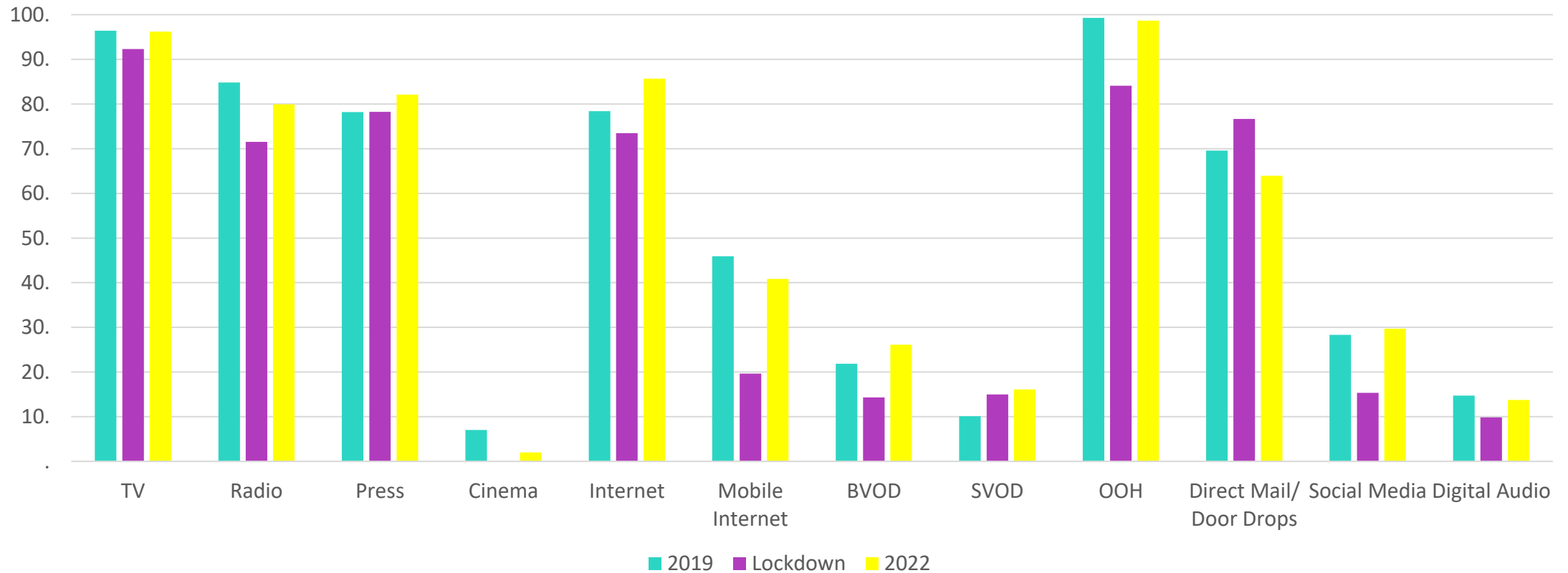
# 55-64 spend a lot more time connected using internet connected media, whilst over 75's spend almost 30 hours a week watching TV

Weekly Time Spent (2022)



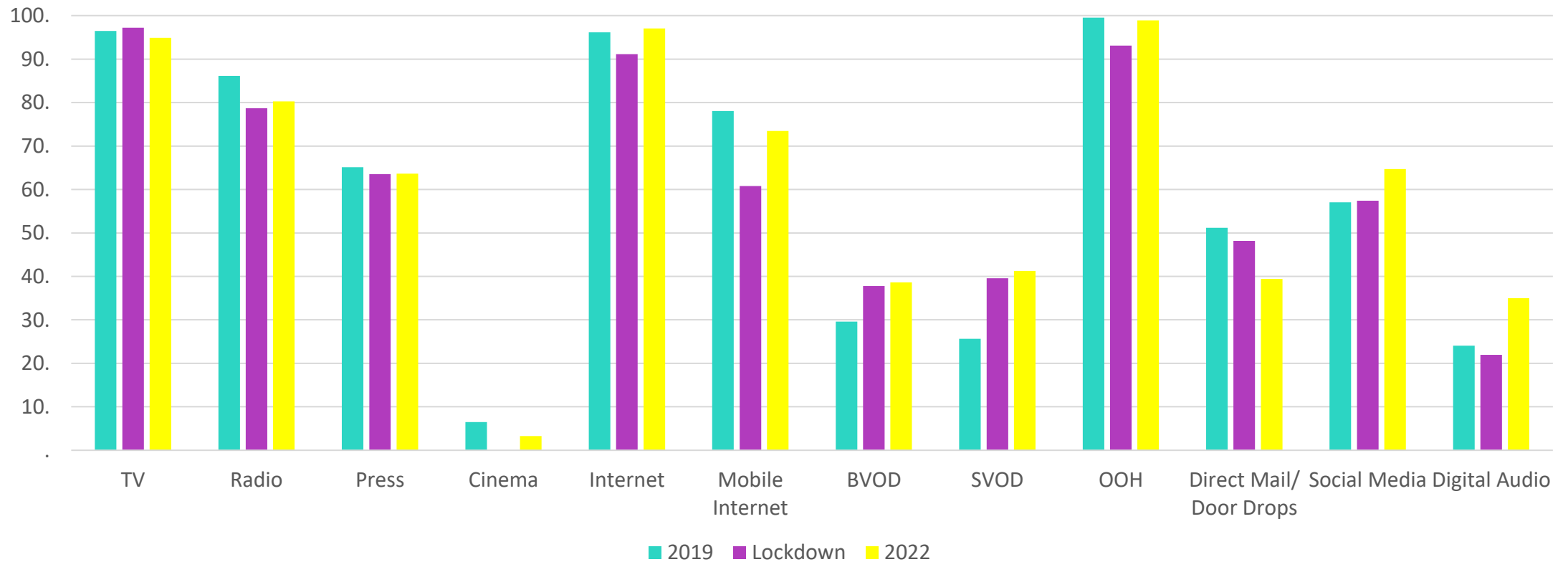
# Over 75's picked up new behaviours in lockdown such as streaming content on catch up and subscription services

75+ reach



# 55-64's are spending more time streaming video content and access audio through internet connected devices

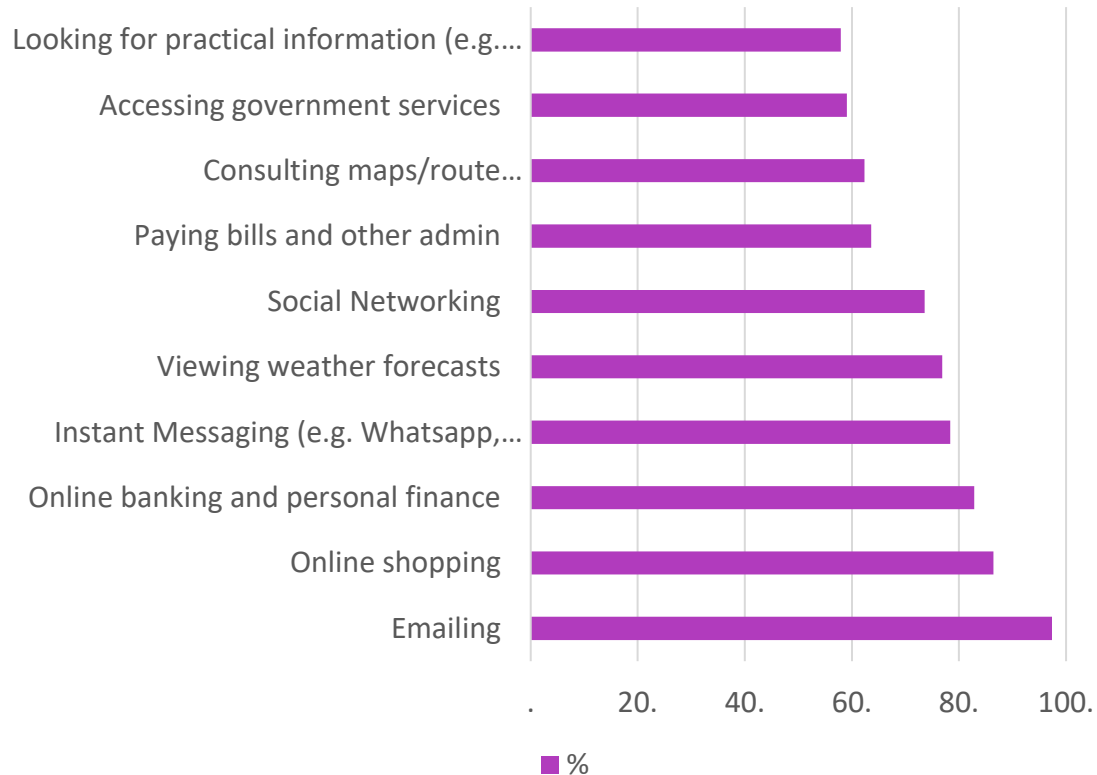
55 – 64 Reach



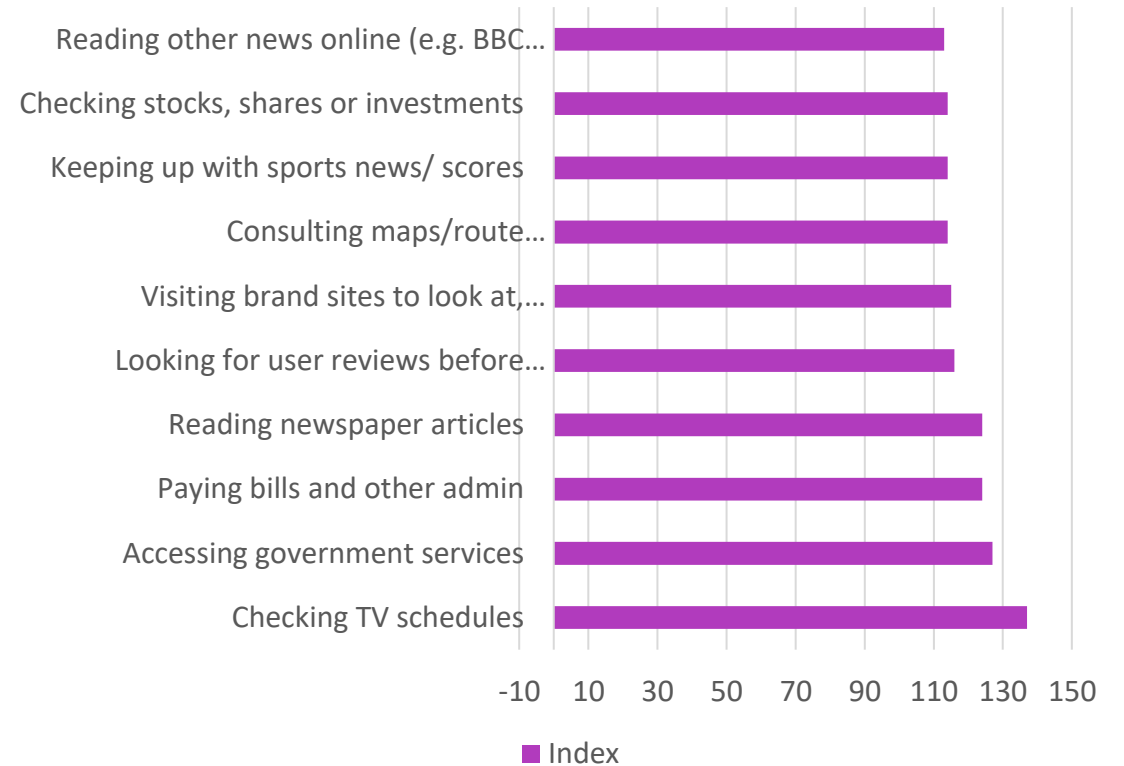
# Activities online : 55-64

What activities do each audience do online?

55-64 Online Activities



55-64 Index



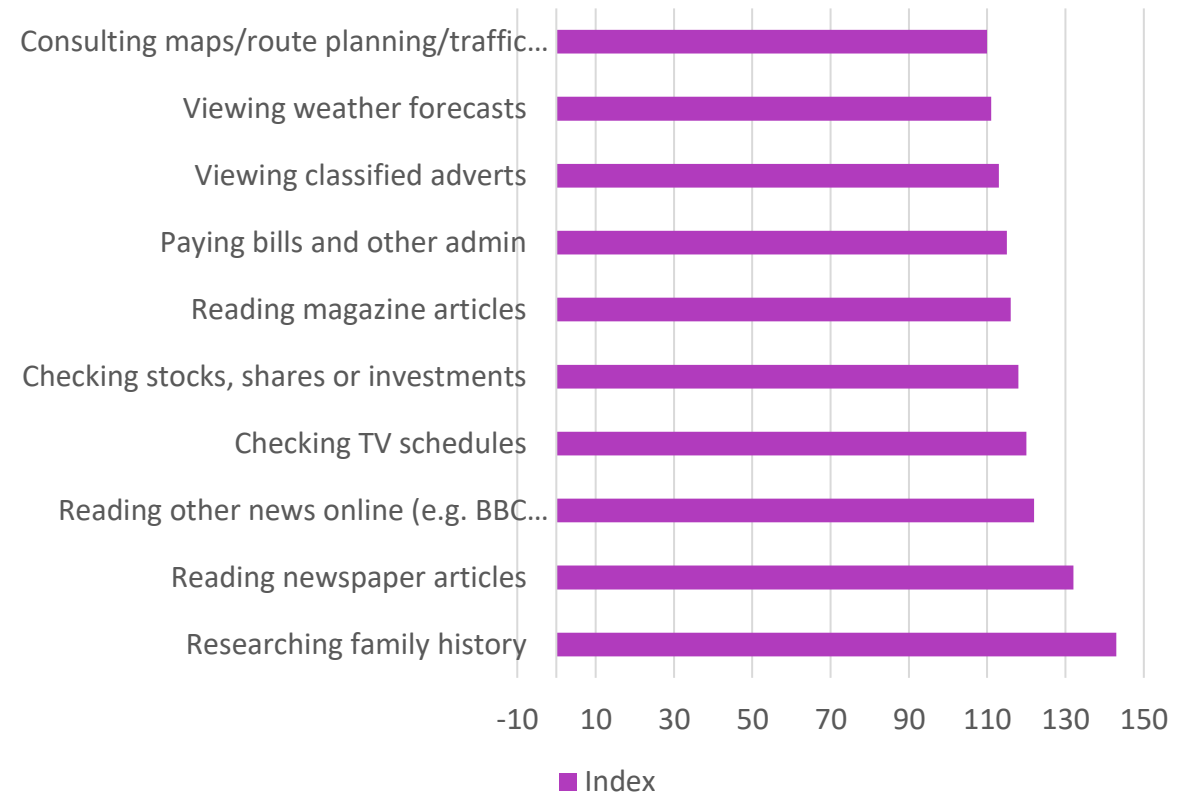
# Activities online :65-74

What activities do each audience do online?

65-74 Online Activities



65-74 Index



# Activities online : 75+

What activities do each audience do online?

75+ Online Activities %

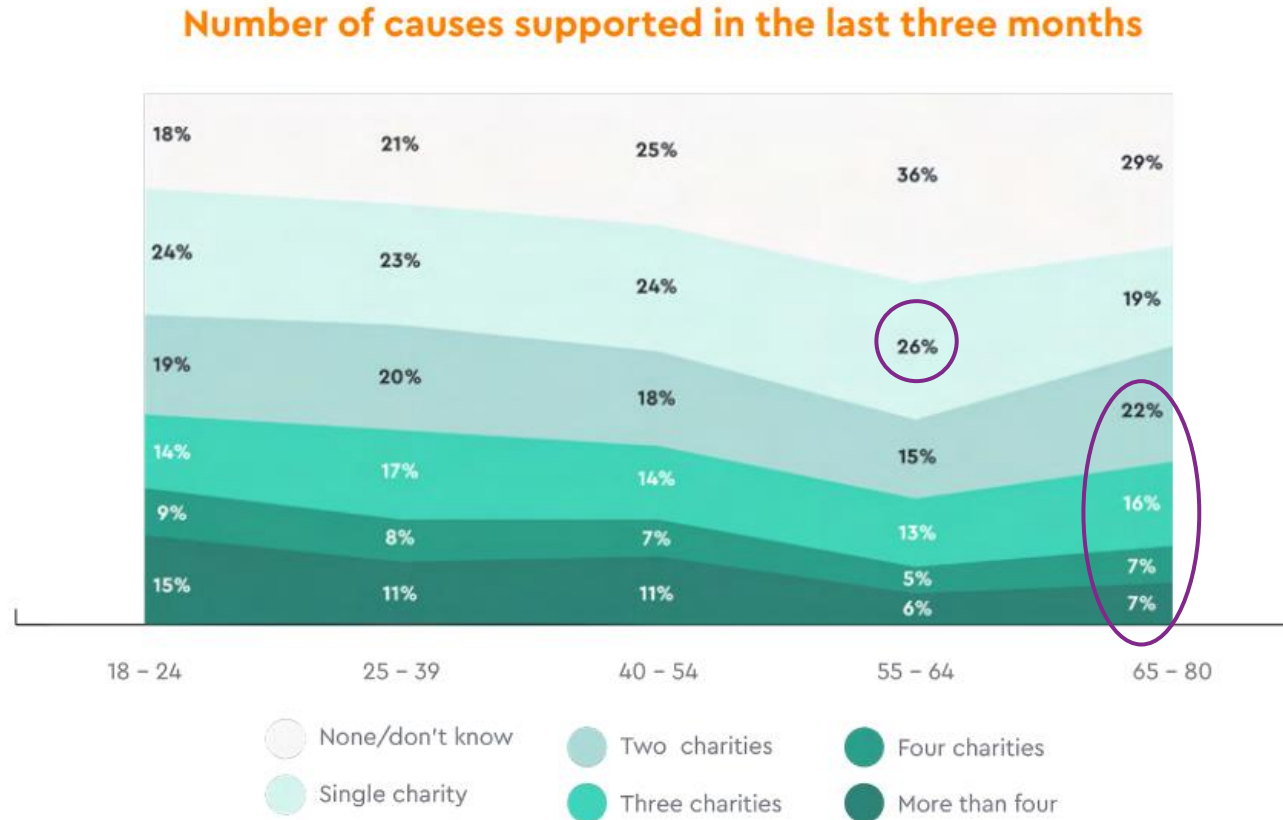


75+ Index



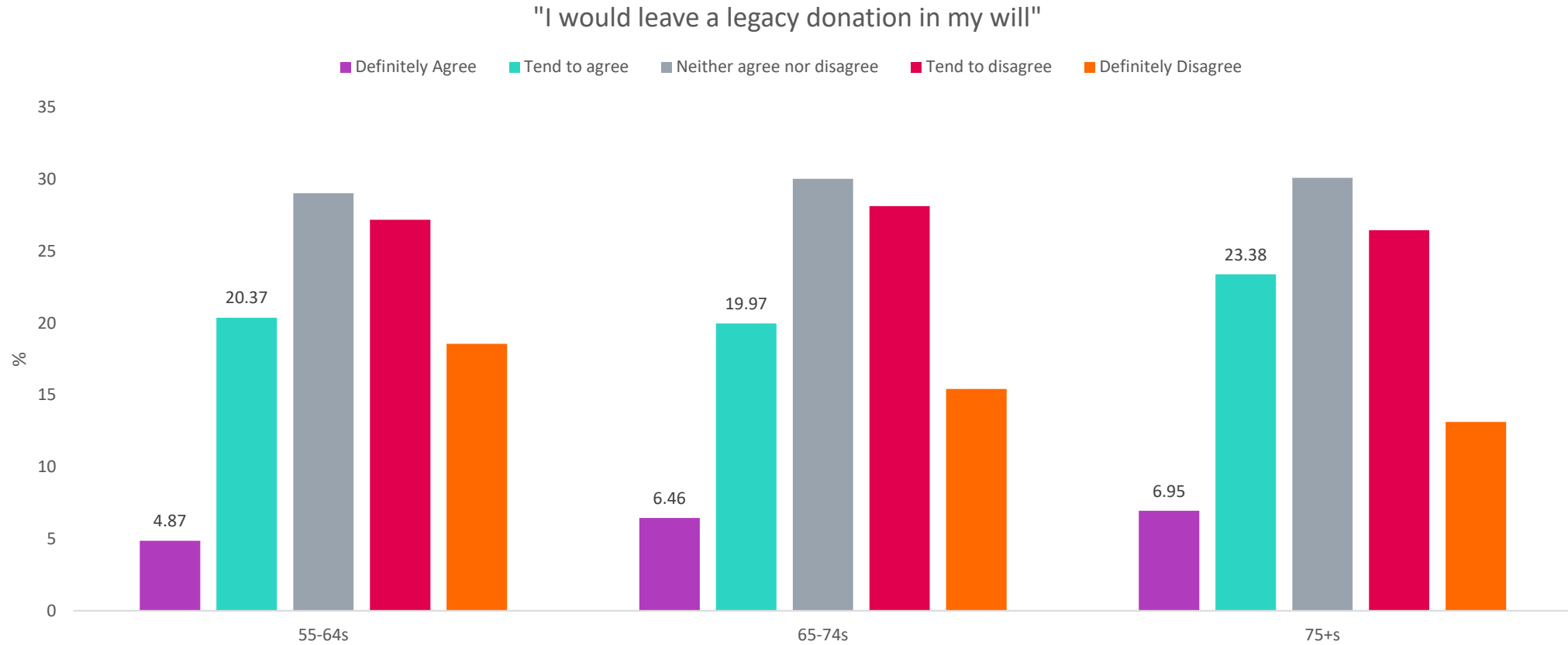


# The likelihood that a charity is competing with multiple others for financial support increases from the age of 65



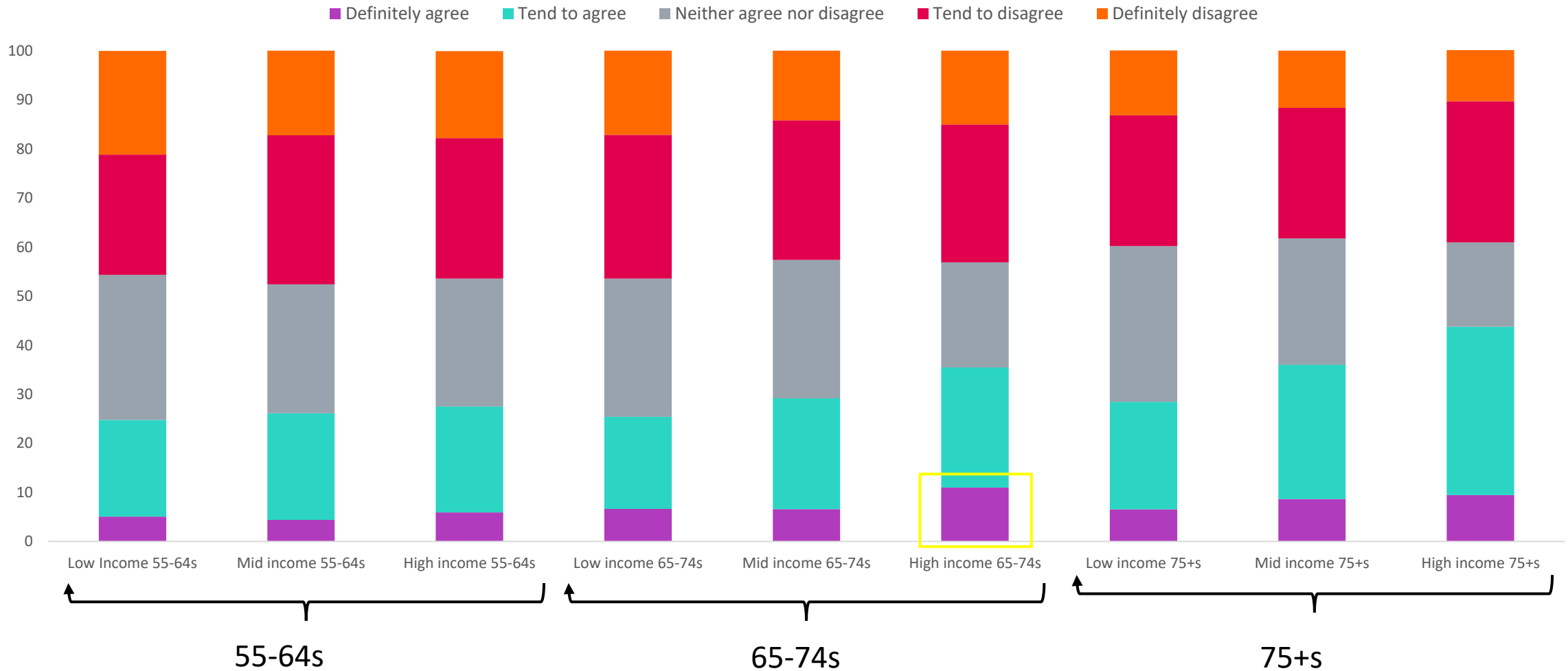
**Figure 3: Percentage of the public who have donated to multiple charities over the last three months**

# Legacy consideration tends to increase with age from 55 onwards



# But when we add income levels in, high income 65-74s are the most likely to be considering legacy donation

"I would leave a legacy donation in my will"



# Conclusions

Separating out the 55+ audience is important to tailor media and advertising to the consumer

Over 75's are more likely to consider leaving a legacy to charity but they are also more likely to have already written their will

As well as convincing this older audience to leave a legacy communications must also break inertia