

Infographic: Understanding the Senior Market

We are in a new marketing era and perceptions have shifted. Explore the new mind-set of the senior demographic.

Look Beyond Chronological Age

Don't stereotype seniors in your marketing. Most 70-year-olds report feeling 15% - 20% younger than their actual age.



Age Representation in Images

31% of older adults dye their hair, yet 85% of images online portray them as gray-headed.

70% of images of older adults show them in isolated situations. When depicted with others, they are usually shown being dependent on those companions.

The Social Media Connection

Among seniors who report using social media, Facebook and YouTube are the most popular networks. 50% use Facebook and 49% use YouTube.

45% of the over-65 population uses at least one social network.

Marketing Myths vs. Facts

91% of seniors own smartphones.

90% of seniors research and make purchases online.

Profile of an Older Demographic

People over 65 are projected to make up over 21% of the population by 2040.

The median income of senior citizens in 2019 was \$27,398 (\$36,921 for men and \$21,815 for women).

In 2019, nearly 1 in 10 people age 65 and older (8.9% or 4.9 million) lived below the poverty level.

