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# SILVERTIPS

Dear Kim,

## Social Networking Sites Reach Up To 80% Of 55+ Internet Users In APAC

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Older consumers in Asia Pacific are in line with global trends in social networking, revealed in an analysis of [comScore](#) data across thirteen APAC countries.

### Some Highlights:

- Singapore, Malaysia, Indonesia and Australia, (about a third of all countries surveyed) - have the highest percentage of mature internet users logging on to social networking sites.
- Due to their population sizes Japan and China make up the bulk of the 55+ audience numbers accessing social sites.
- Just three countries - Japan, China and Australia - account for 83% (146,376,000) of 175,360,000 monthly visits to networking sites.
- On a monthly basis, 55+ users from Singapore, Philippines, Malaysia and Indonesia chalked up the highest number of visits (25 to 29 visits) to networking sites.

### Why so hot?

A recent study among the 50+ by [AARP](#) reveals that among those who access the Internet, 37 percent used social-networking sites. Why do they join?

- 62 percent do it to connect with their children
- 36 percent to connect with their grandchildren

### So What!?

Online channels, including social networking sites have become an important means to communicate with this market. Ignore at your peril.

### Top stories from our blog:

- [Sex More Important To 45+ Men Than Women - Survey](#)
- [Happier with Age? Don't Assume 50+ Aspire To Be Younger - Research](#)
- [Korea Releases Bleak Stats On Its Baby Boomers](#)
- [P&G launches digital network for "boomers"](#)
- [What Generation Gap? Ageless Marketing = Generation Everyone](#)



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## SILVER NEWS

### Millionaire Asia reports on the Silver Tsunami

An in-depth interview with Kim Walker of SILVER.

### Singapore Silver Spender

This article in the Straits Times quotes SILVER extensively.

### SILVER to deliver keynote at Retirement Transformation Conference

To be held in KL on August 3rd. Conference details [here](#).

### Business Manager joins the team

Patrick Loh has joined the team in Singapore as Business Manager with responsibility for driving SilverAudit. Read about Patrick [here](#).

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- [Older Shoppers A Key Target In Emerging Markets](#)
- [Singapore Promotes The Benefits Of Older Workers - See the ads](#)
- [Boomers Still Into Sex, Drugs & Rock 'n Roll](#)
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