

THE ART &amp; SCIENCE OF CONNECTING WITH CONSUMERS

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## Social Networking Hot Among Older Folks

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- Mature consumers in Asia Pacific use social networking sites
- Japan and China consumers make up bulk of 55+ audience surveyed
- Facebook, Twitter and Windows Live Profile most visited social sites



Asia Pacific - Mature consumers in Asia Pacific are keeping up with global trends in social networking.

Across a number of countries in the Asia Pacific region, up to 80% of Internet users aged 55 and beyond are using social networking sites, based on a report by marketing consultancy Silver Group.

While Japan and China have the smallest percentage of 55+ Internet users accessing networking websites, they make up the main bulk of the 55+ audience. Japan has the largest number of 55+ visiting social networking sites, with 5,122,000 million unique visitors. It is followed by China with 4,351,000 unique visitors and Australia with 1,970,000.

Individuals from Singapore, Philippines, Malaysia and Indonesia chalk up the highest number of visits on a monthly basis. Where duration is concerned, visitors from China, Indonesia and the Philippines spend the most time on each visit.

Facebook is the most popular social networking site for all countries with the exception of China, Japan, South Korea and Taiwan. Twitter is the next most popular site, followed by Windows Live Profile.

A recent study conducted in the US in May shown similar results, revealing that 37% of those among 50+ who access the Internet used social networking sites.

Almost half of the respondents were introduced to social media by a family member, and 7% said they were introduced to it by their grandchildren.

Studies have also shown that older people are not adverse to technology, and social media has become an important tool for them to stay in touch with family members.

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