

SILENT GENERATION AGED 74-93

Mail METRO MEDIA



MAIL METRO MEDIA REACH

ADULTS

3.6m | 61% MONTHLY
1.7m | 29% DAILY

MALE

1.6m | 62% MONTHLY
761k | 30% DAILY

FEMALE

2.0m | 60% MONTHLY
925k | 28% DAILY

ENGAGEMENT

ADULTS

AVERAGE TIME SPENT
924 MINS



MALE

AVERAGE TIME SPENT
944 MINS



FEMALE

AVERAGE TIME SPENT
910 MINS



WHERE TO FIND THEM

ADULTS

1. i285 weekend
2. i262 Daily Mail
3. i262 The Telegraph Magazine

MALE

1. i311 weekend
2. i288 Daily Mail
3. i281 The Telegraph Magazine

FEMALE

1. i261 weekend
2. i248 The Telegraph Magazine
3. i245 The Daily Telegraph

WHO ARE THEY?

i396
Retired

i222
Disabled

i133
Home owners

i111
White

i108
Main shopper

GETTING TO KNOW THEM - PERSONAL FACTORS

WHAT'S IMPORTANT TO THEIR IDENTITY?

- + Political views i214
- + Being from a home nation i161
- Job I do/did i71
- Town/city I am from i81

WHAT QUALITIES DO THEY HAVE?

- + Practicality i149
- + Consistency i147
- Flexibility i89
- Competitiveness i94

WHAT CONCERNS DO THEY HAVE?

- + Defence and security i164
- + Pensions i154
- Housing issues i35
- Transport i45

WHAT ARE THEIR PRIORITIES?

- + Living an honest life i150
- + Environmental issues i149
- Having a good job i15
- Having a good time i30

GETTING TO KNOW THEM - BRANDS AND ADVERTISING

WHICH CAUSES RESONATE WITH THEM?

1. Fairtrade products i118
2. Boycott oppressive regimes i113
3. UK foodbanks i102
4. Global poverty i100

WHO INSPIRES THEIR BRAND CHOICES?

1. Wider family members i124
2. Magazines (excl. supps.) i123
3. Ads in print newspapers i122

WHAT MAKES A GOOD AD?

1. Clear information i116
2. Content on serious issues i113
3. Catchy slogan/song i106
4. Humorous content i102

WHAT MAKES A BAD AD?

1. Too much text i141
2. Not relevant to me i136
3. Disrupts my experience i126
4. Lack of branding i122

HOW YOUR BRANDS CAN REACH THEM - 5 TOP TIPS

1. **RETIRED & MONEY COMFY**
Three times more likely to be retired and 63% more likely to feel comfortable on their present income.
2. **BE CONCISE & RELIABLE**
Less likely to respond to an advert with too much text, irrelevant to them and disruptive to their experience.
3. **BE CLEAR**
More likely to respond to adverts with clear information and content that touches on serious issues.
4. **UNDER THE INFLUENCE**
More likely to be influenced by family members and adverts in print newspapers.
5. **ADVERTISE FOR CHARITABLE CAUSES**
More likely to shop at brands who speak about issues on Fairtrade products.