

STAT: TV ADVERTISING IS MOST INFLUENTIAL FOR GENERATION X

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Generation X, those aged between 38 and 53, are still buying products they see advertised on television, according to a recent **poll** by YouGov and MarketingCharts. Almost a quarter (23.5%) of respondents made a purchase influenced by tv advertising in the past six months, making it more influential than personal recommendations (22.5%), consumer reviews (19.6%) and online video ads (8.3%).

The results demonstrate the importance of traditional tv advertising in a marketing landscape where brands are increasingly producing campaigns exclusively for digital channels. Companies that want to harness the **purchasing power of this forgotten demographic** should reconsider how they use this medium.