

Facebook seeing growth in 55+ demographics

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Good news for Facebook that they're seeing growth in some demographics, unfortunately for Facebook is that it's in the 55+ demographic which isn't what online advertisers get excited about. Thanks to the surge, the 55+ demographic is now the 2nd biggest on Facebook which is making the younger demographics jump to other platforms like Snapchat. [The Gaurdian has more on this story.](#)

It's official: Facebook is for old(er) people. Teens and young adults are ditching Mark Zuckerberg's social network as popularity among the over-55s surges, according to a report.

In 2018, 2.2 million 12- to 17-year-olds and 4.5 million 18- to 24-year-olds will regularly use Facebook in the UK, 700,000 fewer than in 2017, as younger users defect to services such as Snapchat, according to eMarketer.

A surge in older users means over-55s will become the second-biggest demographic of Facebook users this year.