

Ageing Well Network – Business of Ageing – Turning Silver to Gold

A Presentation Prepared For The Business of Ageing



March 2011

By 
amárach
research

**GON/MN/HM
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Table of Contents

- **A. Background and Objectives**
- **B. Research Methodology**
- **C. Profile of Sample**

MAIN FINDINGS:

- **SECTION 1: Finance**
- **SECTION 2: Lifestyle**
- **SECTION 3: Health & Wellness**
- **SECTION 4: Life Online**
- **SECTION 5: Social Lens**
- **SECTION 6: Brands and Switching Behaviour**

KEY RESEARCH LEARNINGS

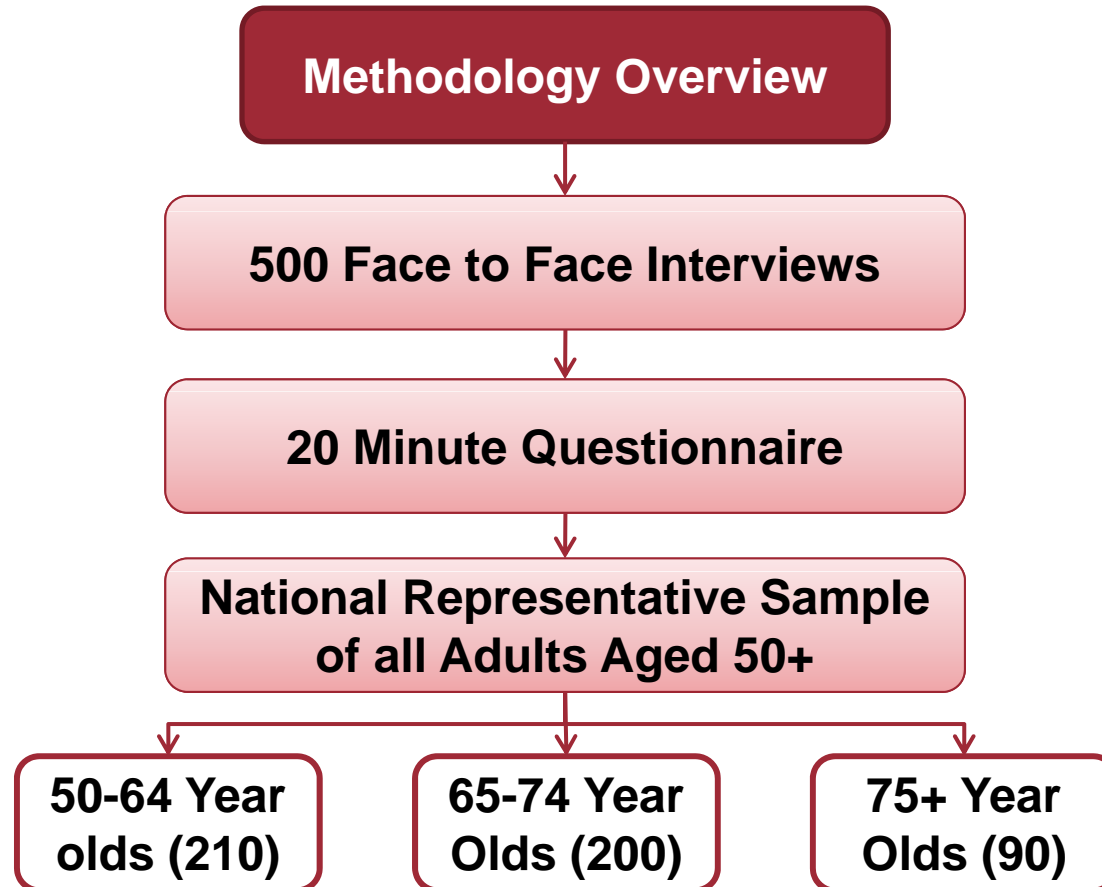
A. Background

- Last year The Ageing Well Network hosted the first Business of Ageing Conference in March.
- The Conference was held to illustrate to businesses how they could profit from connecting with an untapped resource, the 50+ generation.
- This year the conferences aims to put a name to the face of the 50+ market by showing:
 - ❖ Who they are?
 - ❖ What they want?
 - ❖ How to target them?
- To achieve these goals The Ageing Well Network commissioned Amárach Research to delve into the world of the 50+ population in Ireland.
- The main objective of this research was:

“To understand the attitudes and behaviours of the 50+ Irish market relating to specific lifestyle areas.”

B. Research Methodology

- The research was conducted as follows:

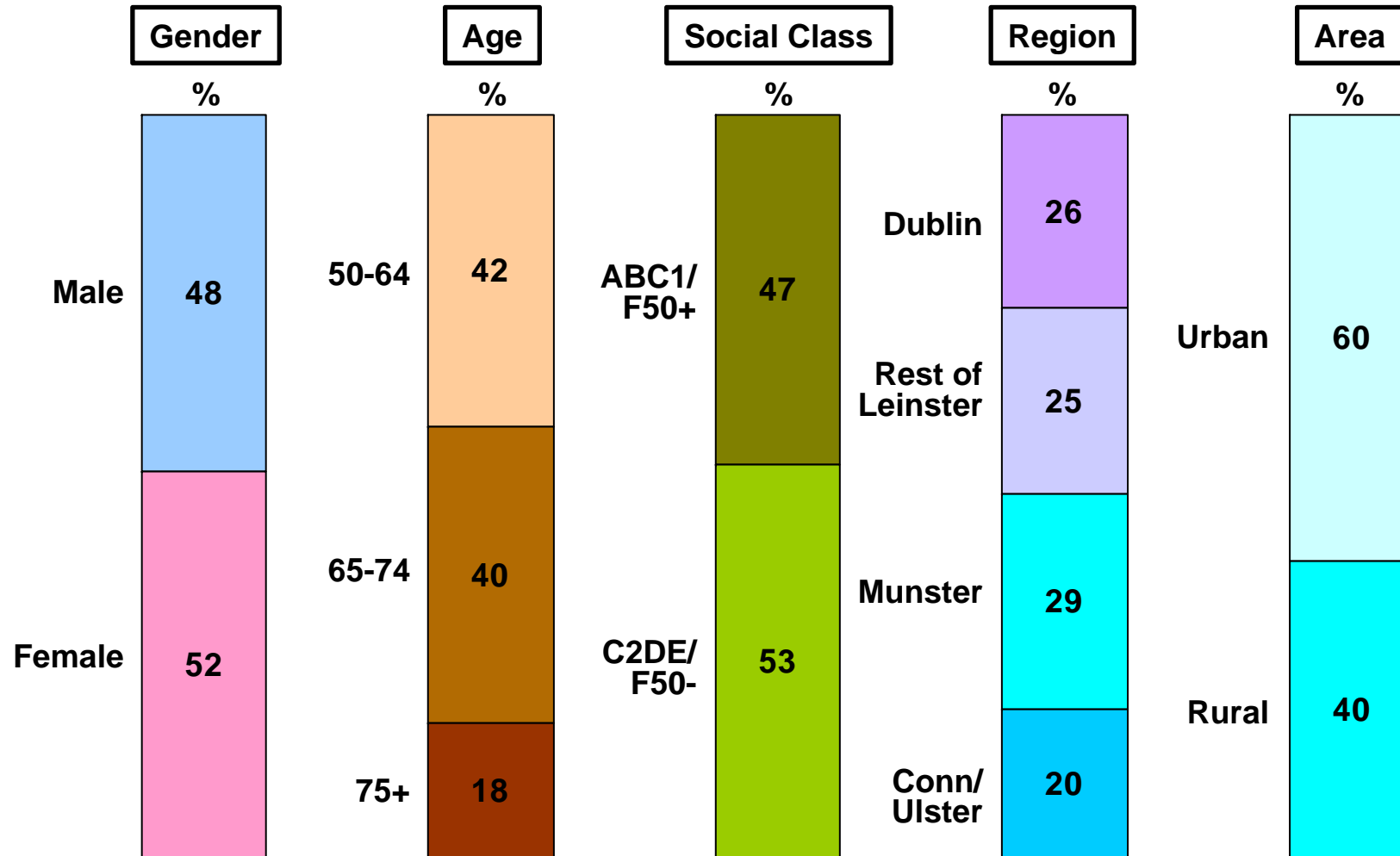


- Interviewing was carried out from the 7th to the 13th of February.

() Actual number of respondents

C. Profile of Sample – I

(Base: All Adults Aged 50+ - 500)

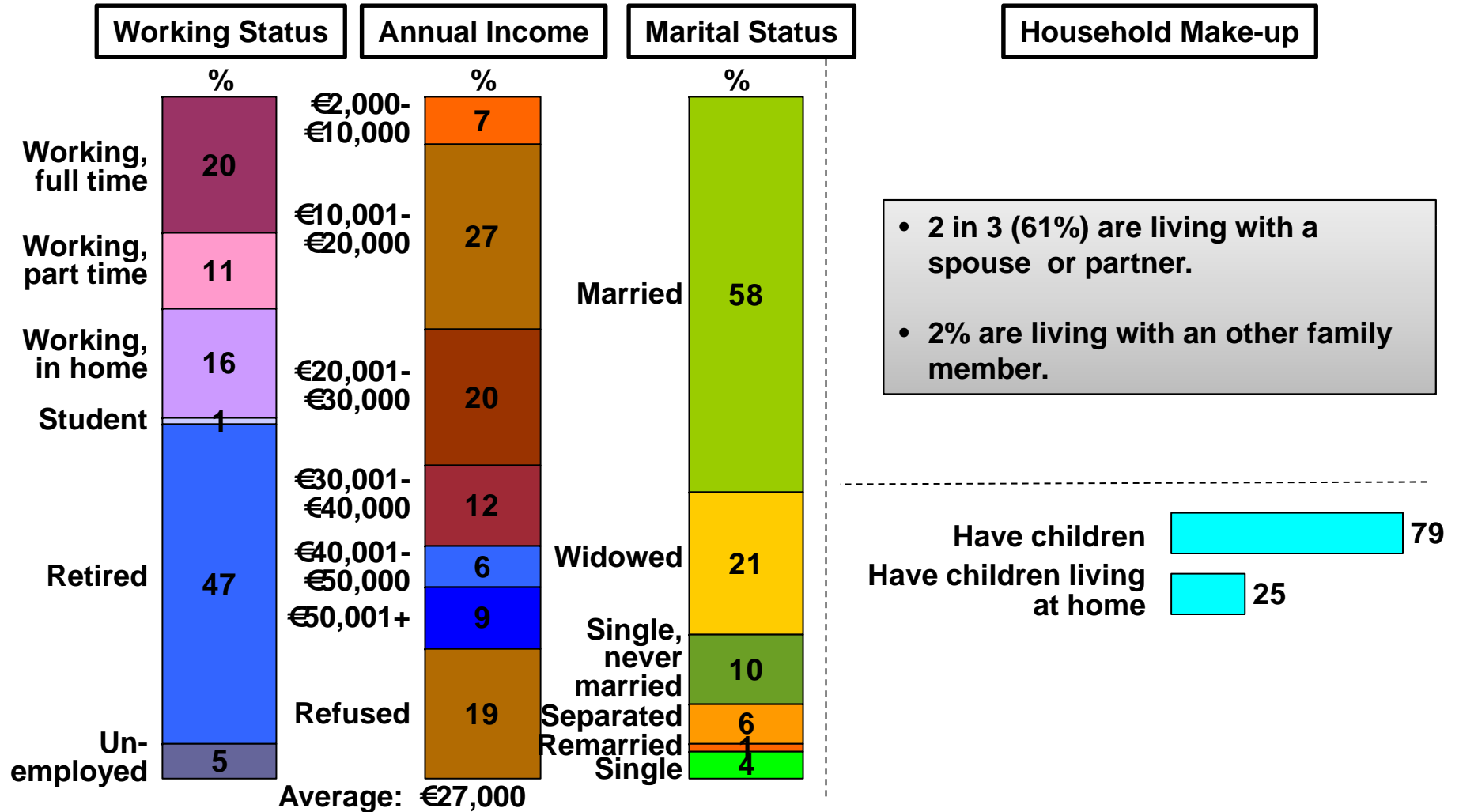


Quotas were set on age, gender, region and social class to ensure the sample attained was representative of the Irish population aged 50+.

* Quotas set based on The Central Statistic Office Census 2006

C. Profile of Sample – II

(Base: All Adults Aged 50+ - 500)



Almost half of the sample are retired with 1 in 5 working full time. 58% of the sample are married and nearly 4 in 5 have children with a quarter of them still living in the family home. The average annual income is €27,000.

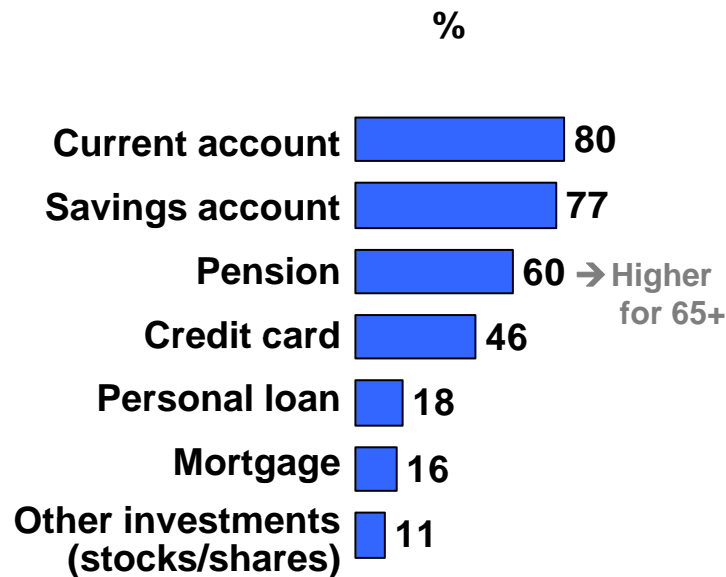
MAIN FINDINGS

SECTION 1: Finance

Financial Overview

(Base: All Adults Aged 50+ - 500)

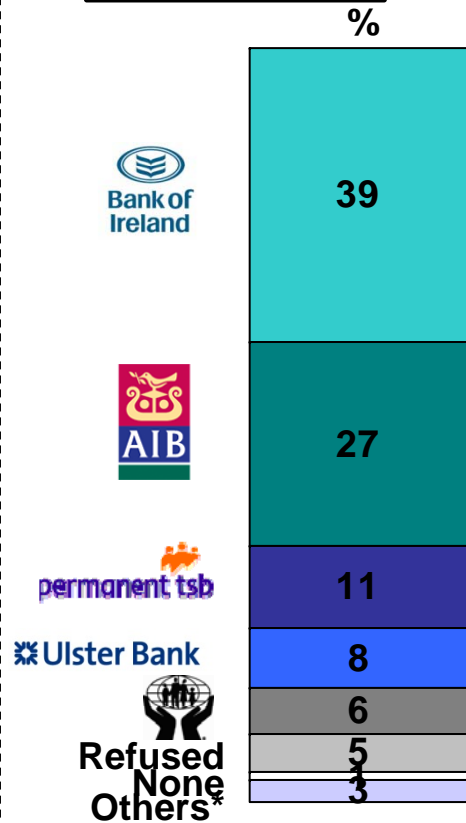
Financial Products Currently Owned



6 in 10 50+ adults currently have a pension. Unsurprisingly, this is higher amongst the older 65+ cohort (+11%), but highlights the potential scale of an emerging pension deficit for the ageing population.

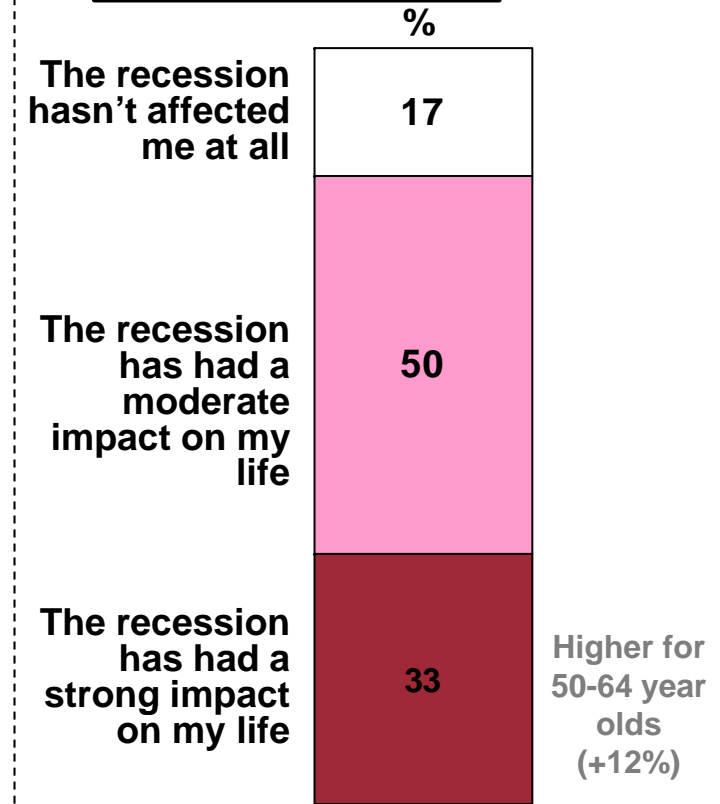
*All others 2% or less

Main Financial Provider



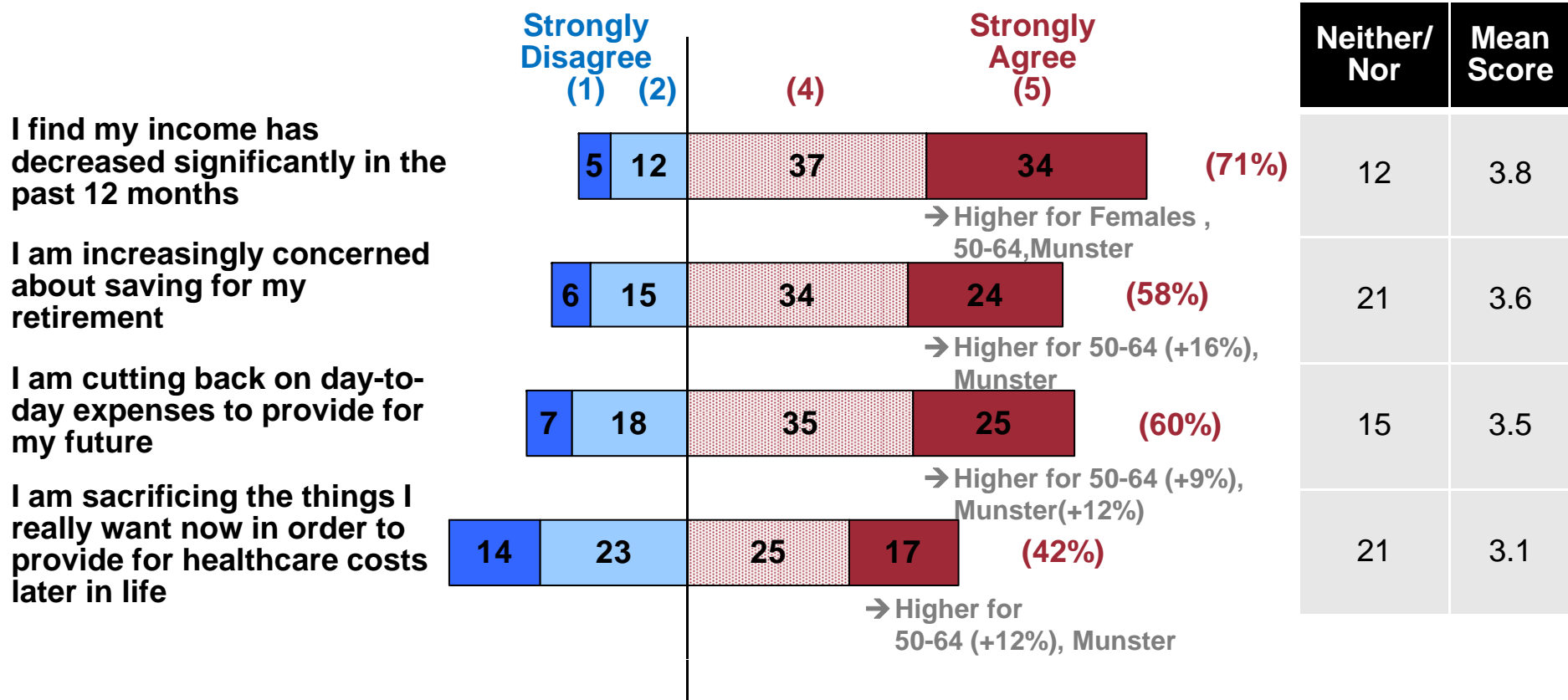
Although the majority have been moderately impacted by the recession, just 1 in 3 50+ adults have been impacted strongly and this is more pronounced among 50-64 age cohort (+12%), i.e. those most likely to be still working.

Impact of Economic Downturn



Current Financial Lifestyle

(Base: All Adults Aged 50+ - 500)

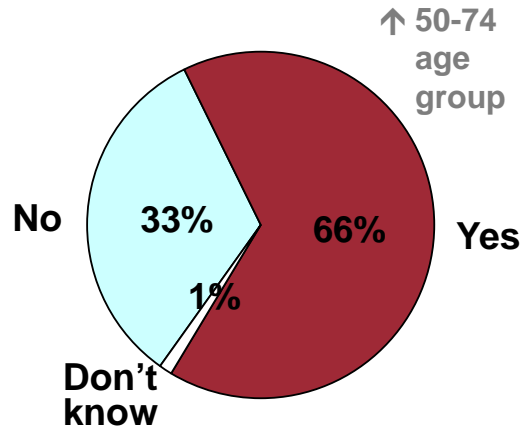


7 in 10 have found their incomes have decreased significantly in the past 12 months. As a result, nearly 2 in 3 are increasingly concerned about saving for retirement and that 6 in 10 are cutting back on expenses to provide for their future. These sentiments are all felt more strongly by the 50-64 cohort, building on the fact that they have been more strongly impacted by the recession.

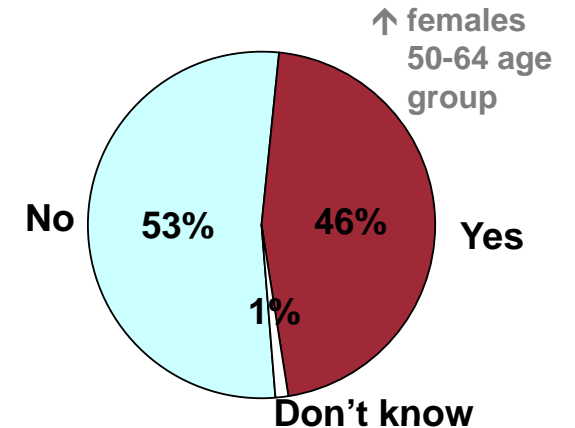
Change in Financial Behaviour to Provide for Future – I

(Base: All Adults Aged 50+ - 500)

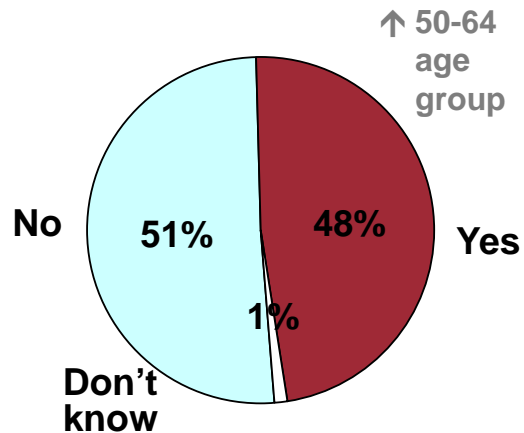
Closer Monitoring Of Spending



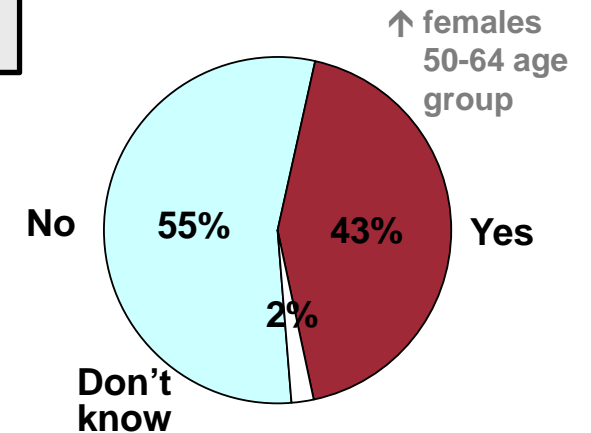
Eat Out Less Often



Delay Buying A New Car



Cut Back on Holiday Spending

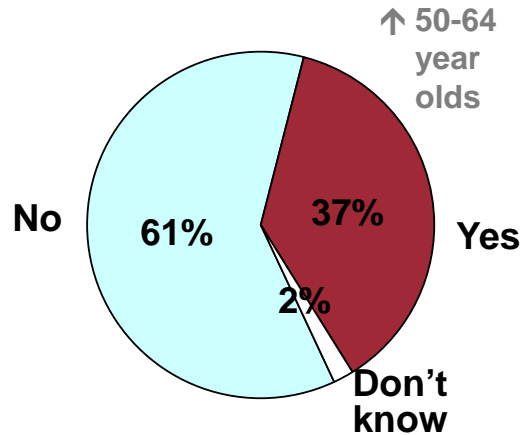


Closer monitoring of spending is the number one change in financial behaviour for 2 in 3 in order to provide for their future. Nearly half have delayed buying a new car which is higher amongst the 50-64 age group. Females aged 50-64 are more likely to sacrifice holiday spending in order to provide for their future

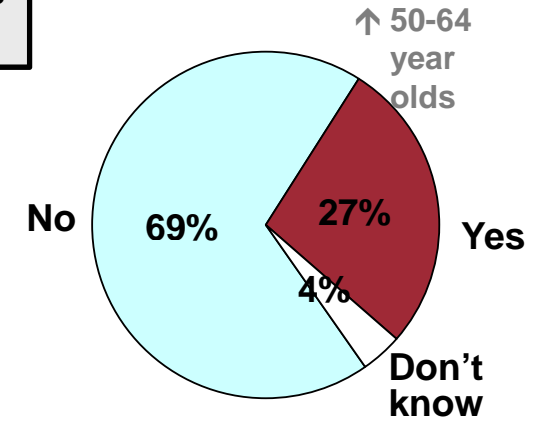
Change in Financial Behaviour to Provide for Future – II

(Base: All Adults Aged 50+ - 500)

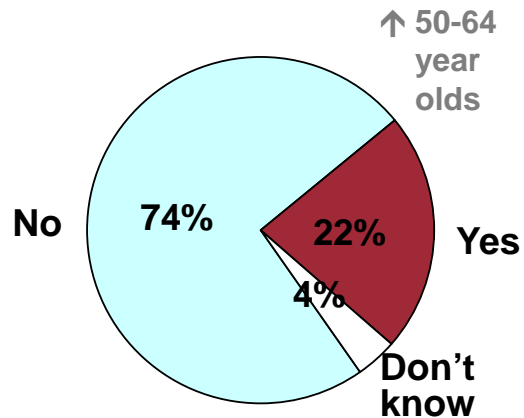
Delay Home Improvements



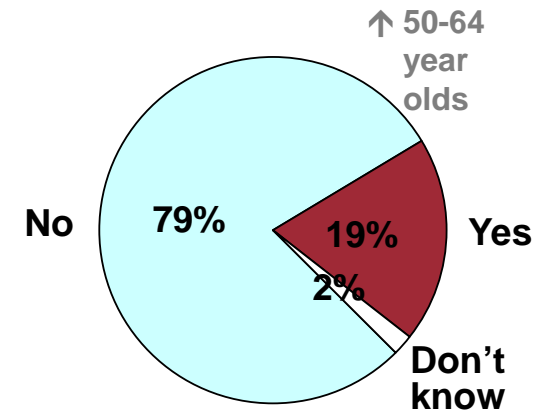
Change in Savings & Investments



Adjust Retirement Plans



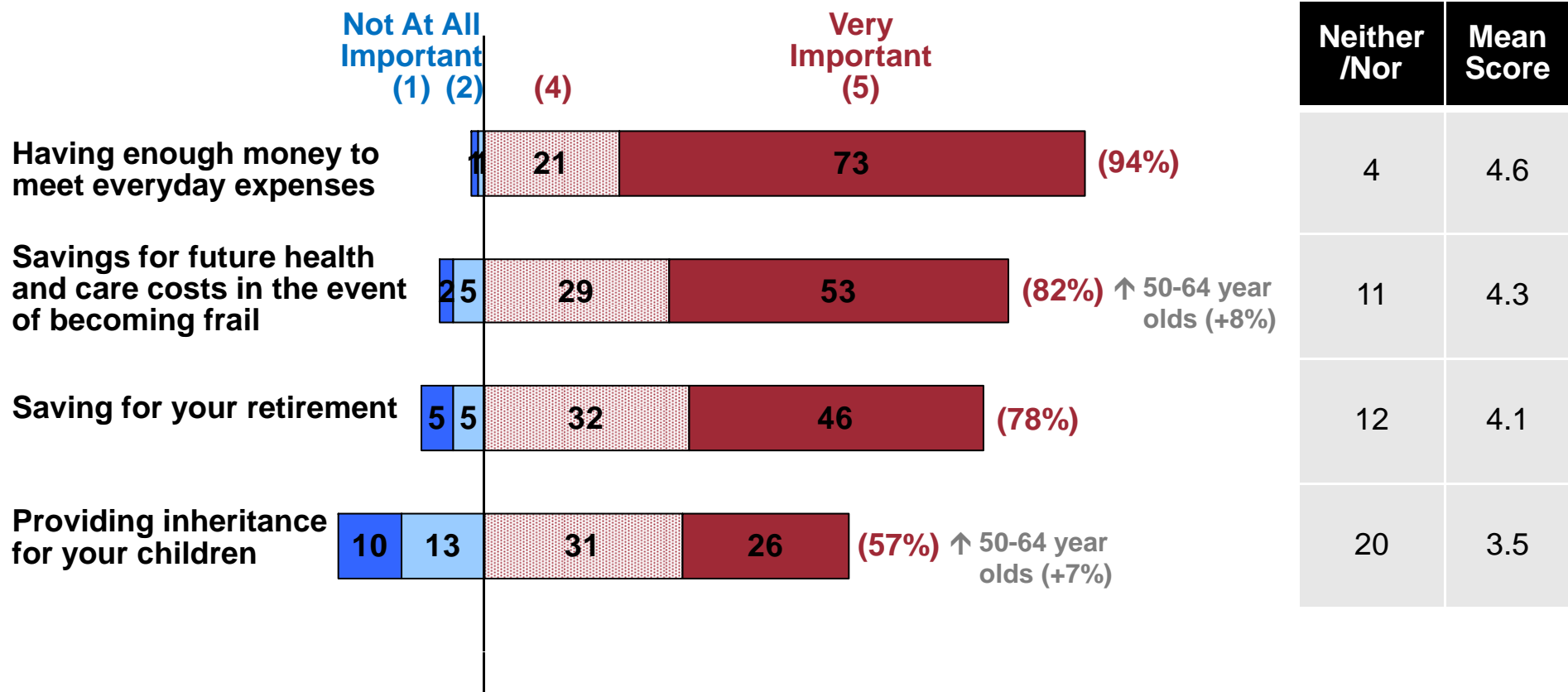
More Contact With Bank



Just under 2 in 5 have delayed making changes to their homes and 1 in 4 have made changes in savings and investments to provide for their future. The 50-64 age group seems to be the age group who are making the most changes when it comes to looking after their financial future.

Key Financial Priorities

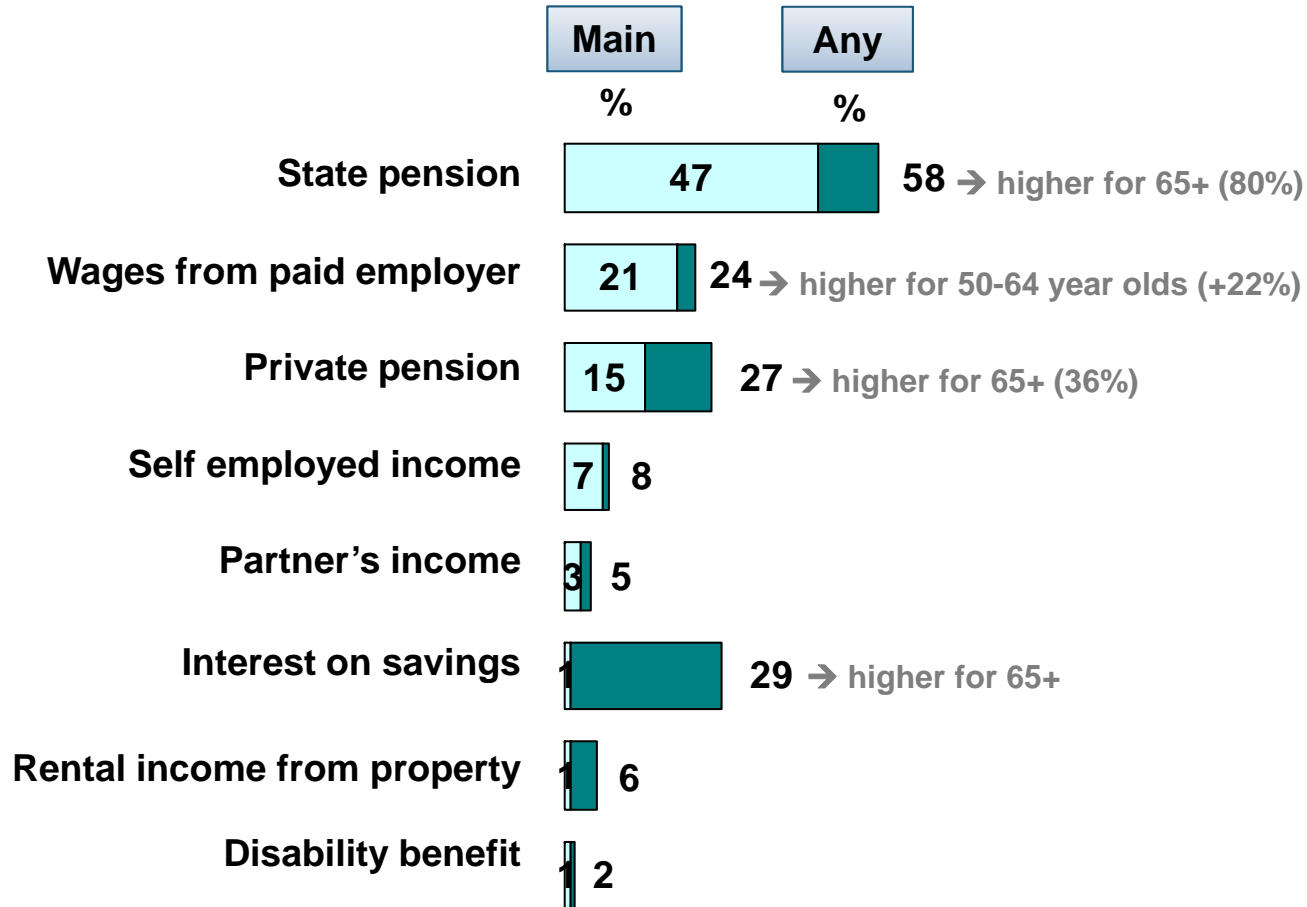
(Base: All Adults Aged 50+ - 500)



Right now, for over 9 in 10, having enough money to meet everyday expenses is a key financial priority. 8 in 10 say saving for future health care costs and retirement is important. This is more evident for the 50-64 age group. Unfortunately for their children less than 6 in 10 believe providing inheritance is important.

Source of Income

(Base: All Adults Aged 50+ - 500)



State pension or private pension combined accounts for main income for 6 in 10 while paid employment is the main source of income for 1 in 5. 3 in 10 also have interest on their savings. However, this is not their main source of income.

Summary: Finance

- **50+ impacted moderately by recession but those of working age hit particularly hard.**
- **Those still working feeling the pressure to maximise provisions for retirement and later in life.**
 - **An increasingly difficult task in light of more than 7 in 10 reporting significant decreases in income. Ironically this erosion of income arguably sharpens focus on providing financially for the future while resources to do so are diminishing.**
- **Abstinence is the fiscal tool of choice for the majority to provide for the future with daily spending being closely monitored while at the same time bigger ticket spend items such as new cars, holidays and home improvements are being delayed or cut out.**
 - **Smaller proportion (circa 1 in 5) are looking at a more restructuring of finances approach via changing savings/investments, adjusting retirement plans and increasing contact with financial institutions.**
- **6 in 10 currently have a pension and this indicates the potential difficulty that may be felt by 4 in 10 without, at such a close age to retirement.**

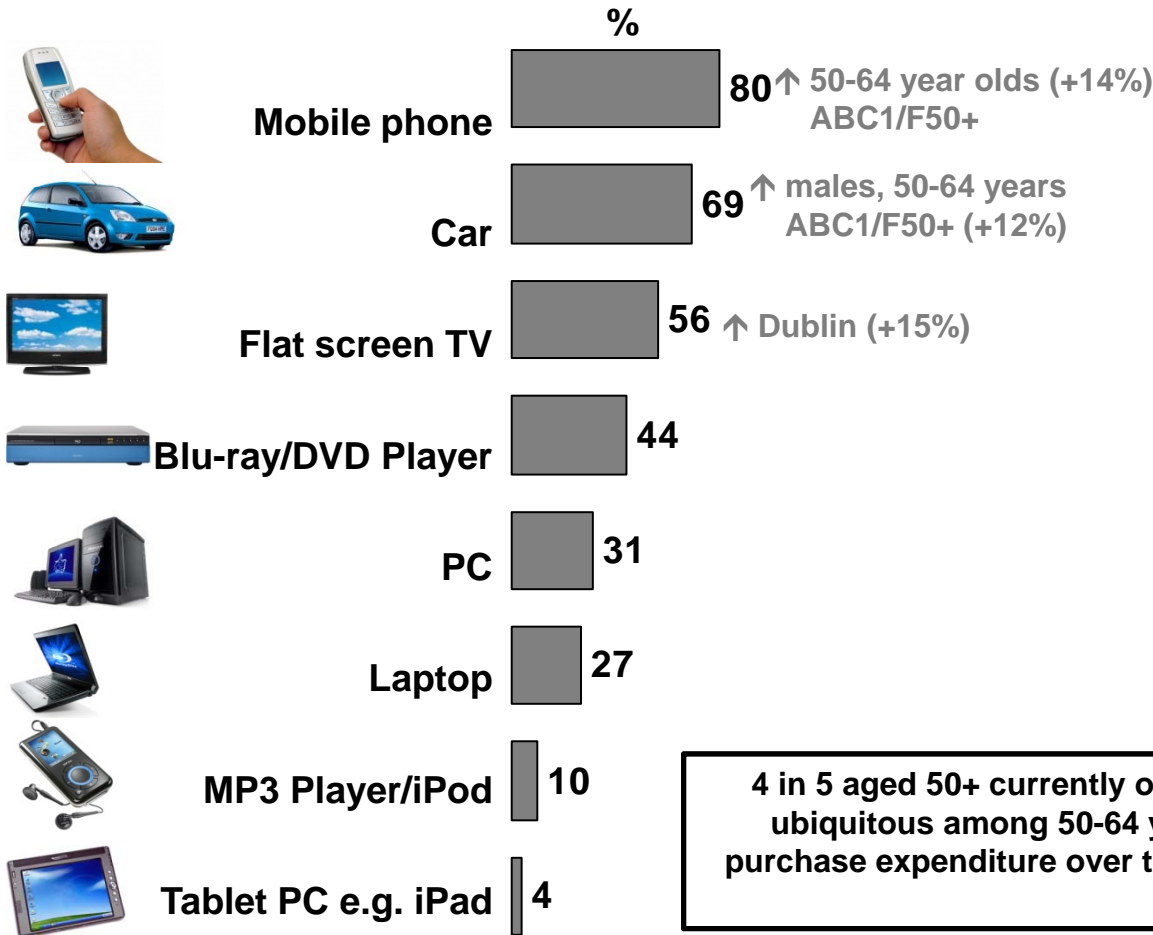
SECTION 2: Lifestyle

Ownership and Future Purchase Intentions

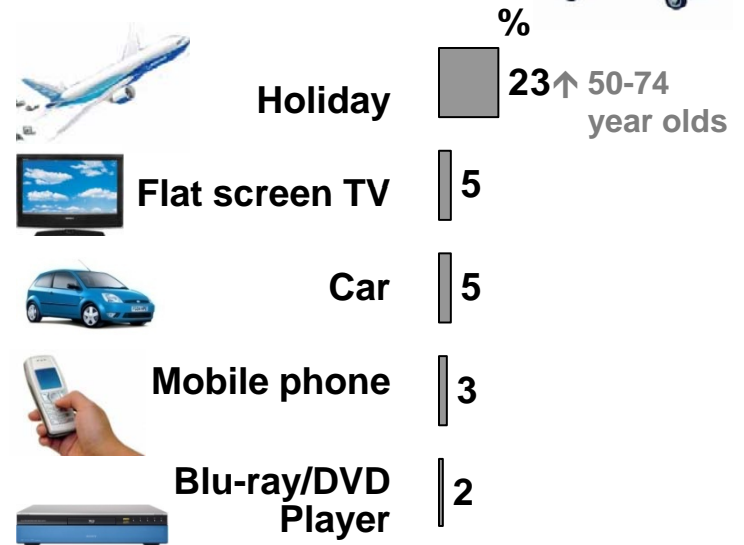


(Base: All Adults Aged 50+ - 500)

Currently Own



Planned Purchases in Next 12 Months

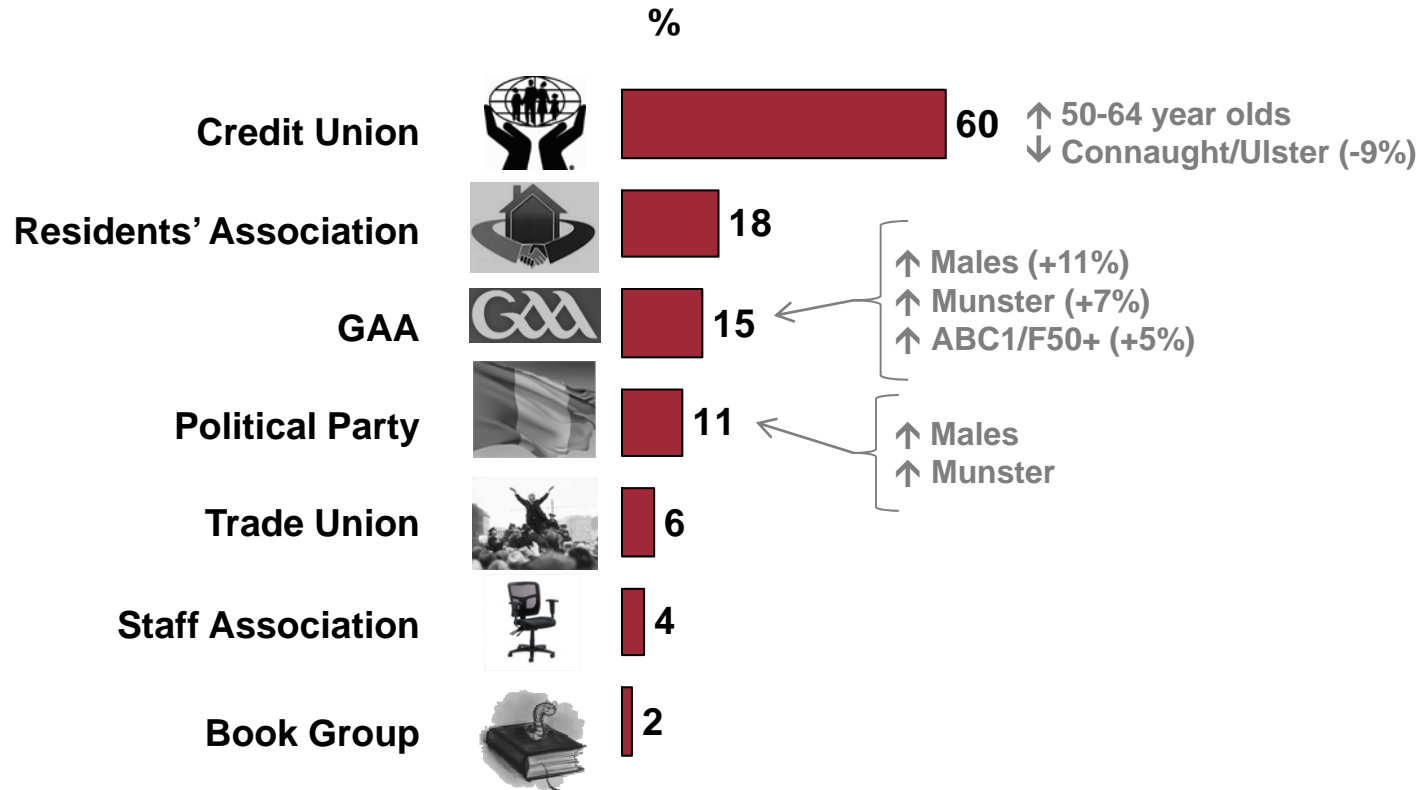


4 in 5 aged 50+ currently own a mobile phone with ownership almost ubiquitous among 50-64 year olds (94%). Holidays are the biggest purchase expenditure over the next 12 months especially for those aged 50-74.

*All others less than 2%

Membership of Associations

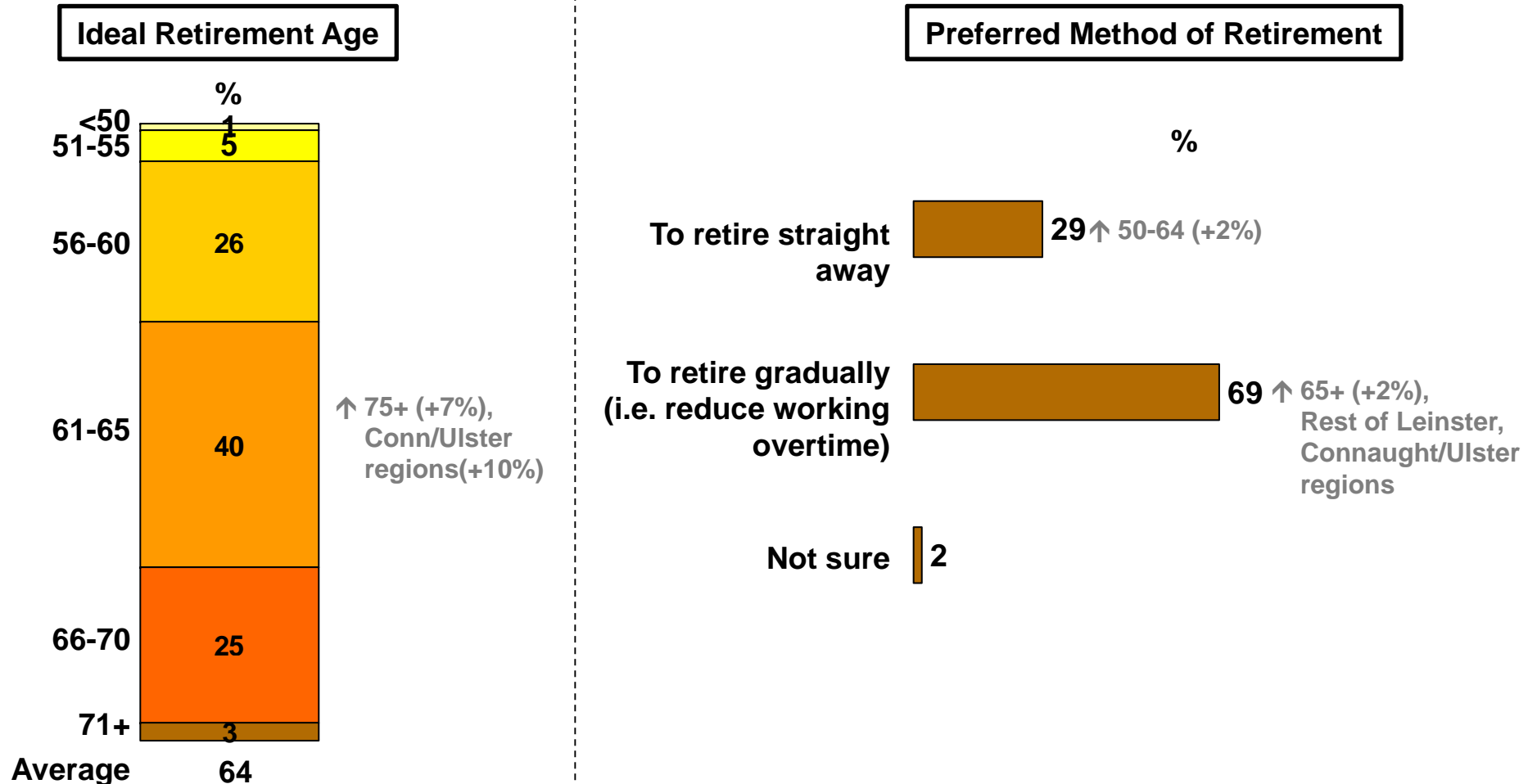
(Base: All Adults Aged 50+ - 500)



There is a parochial undertone to the entities and associations that Ireland's 50+ generation are members of, with Credit Union being most popular followed by residents associations and then the GAA.

Attitudes to Retirement

(Base: All Adults Aged 50+ - 500)

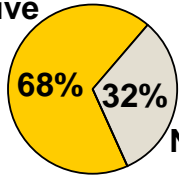


The ideal retirement age is 64 year olds with nearly 7 in 10 saying they would prefer to retire gradually over a period of time rather than stopping work immediately. Those who are yet to reach the retirement age are more likely to say they'd prefer to retire straight away, whereas those over 65 see the value in a gradual slow down more so.

All About ME: Present and Future



Positive



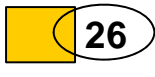
Negative

How You Feel Yourself Right Now

(Base: All Adults Aged 50+ - 500)

%

Good/great



26

↑ 65-74,
Rest of
Leinster

OK/Average



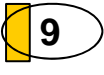
18

Happy



16

Anxious/Worried



9 ↑75+

Sad



3

Poor



3

Hopeful



3

Depressed



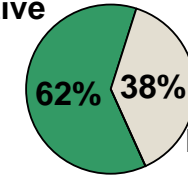
3



Overall 2 in 3 over 50's feel positive about themselves at the moment with similar levels albeit slightly less positive about their own personal future.

Your Future

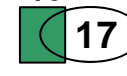
Positive



Negative

%

Good/great



17

↑ 65-74

Positive



11

Bleak



10

Hopeful



9

OK/Average



8

Unknown



8

Poor



6

Worrying



5

Bright



5

Happy



3

Lonely

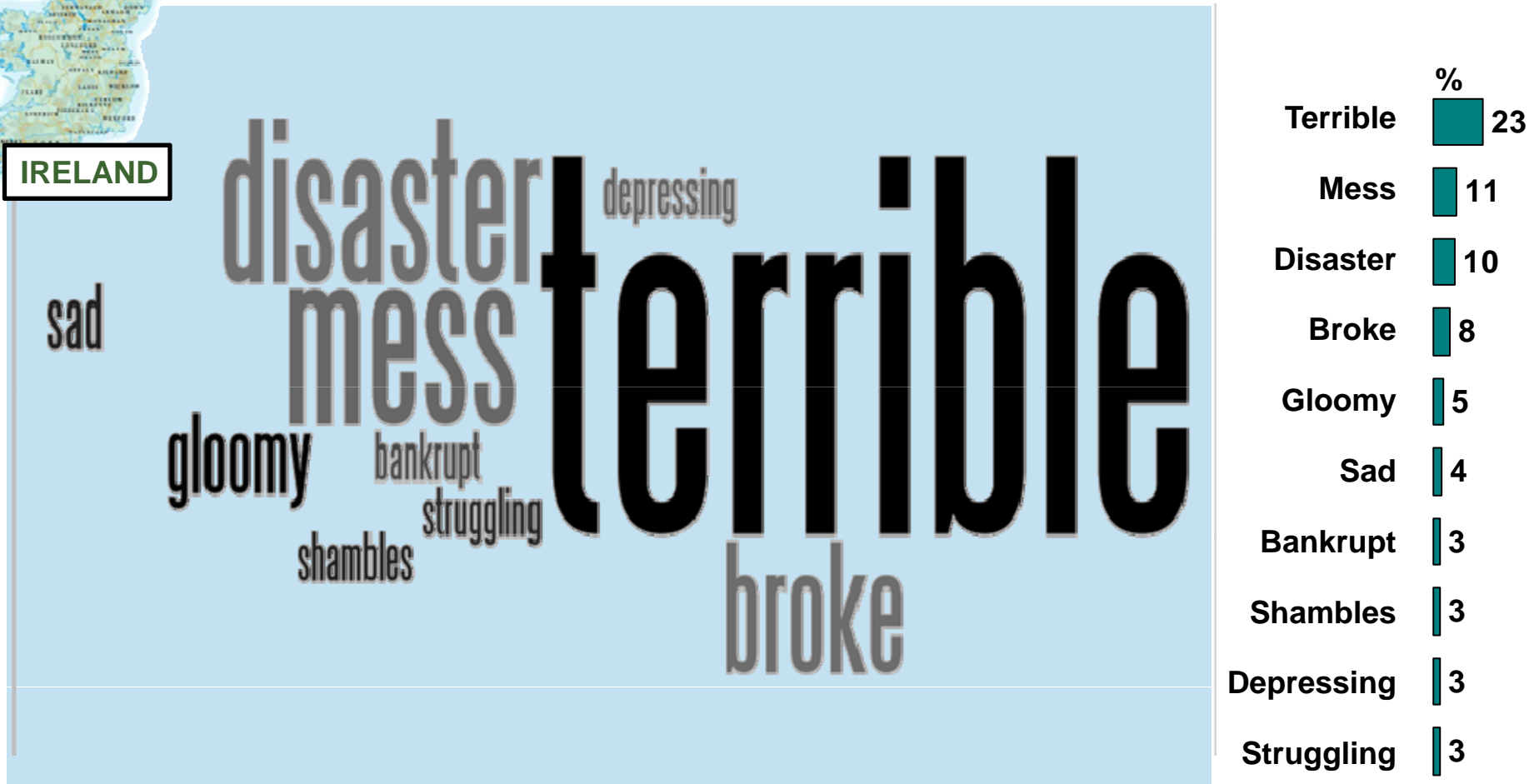


3



A Portrait of Ireland Right Now

(Base: All Adults Aged 50+ - 500)



The perspective of the 50+ generation on Ireland is one of over-riding negativity with almost 1 in 4 describing the country as terrible and there being no positive sentiments of any consistent scale coming through.

*All others 2% or less

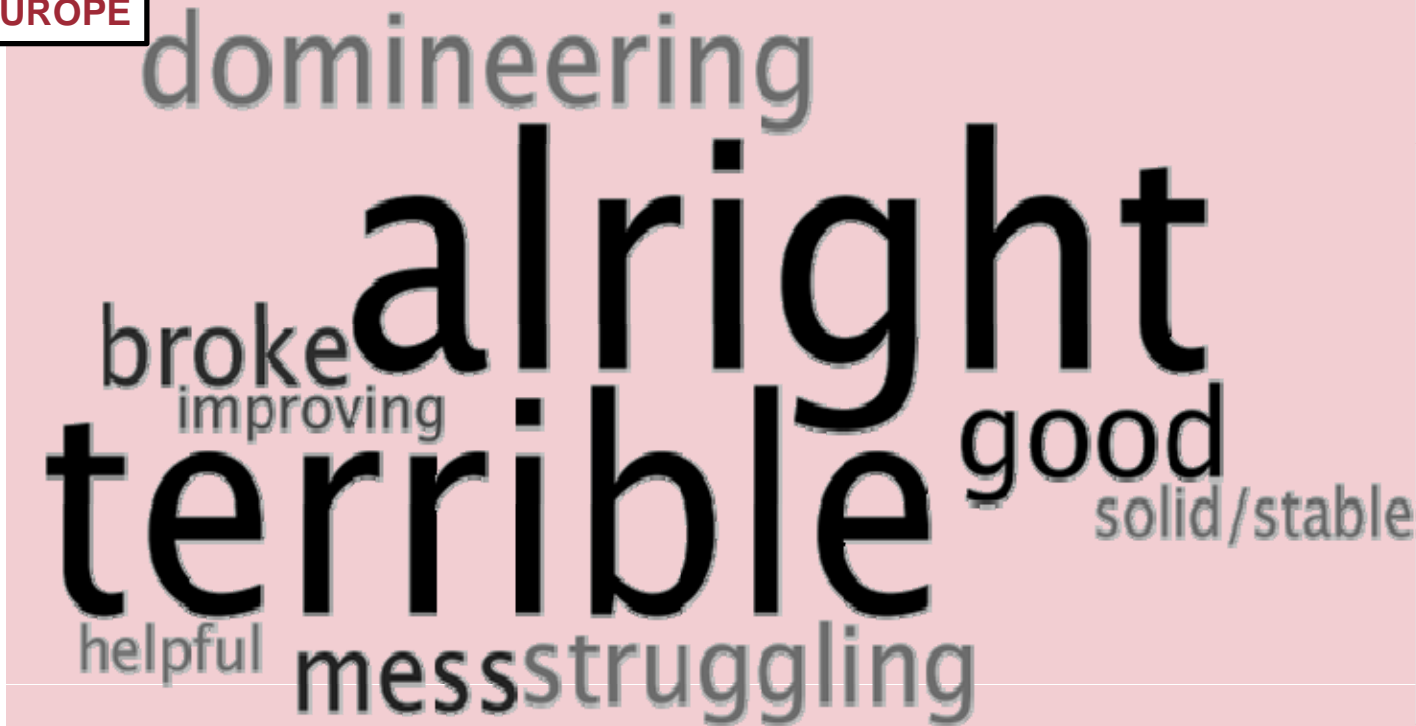
(Q.16)

A Portrait of Europe Right Now

(Base: All Adults Aged 50+ - 500)



EUROPE

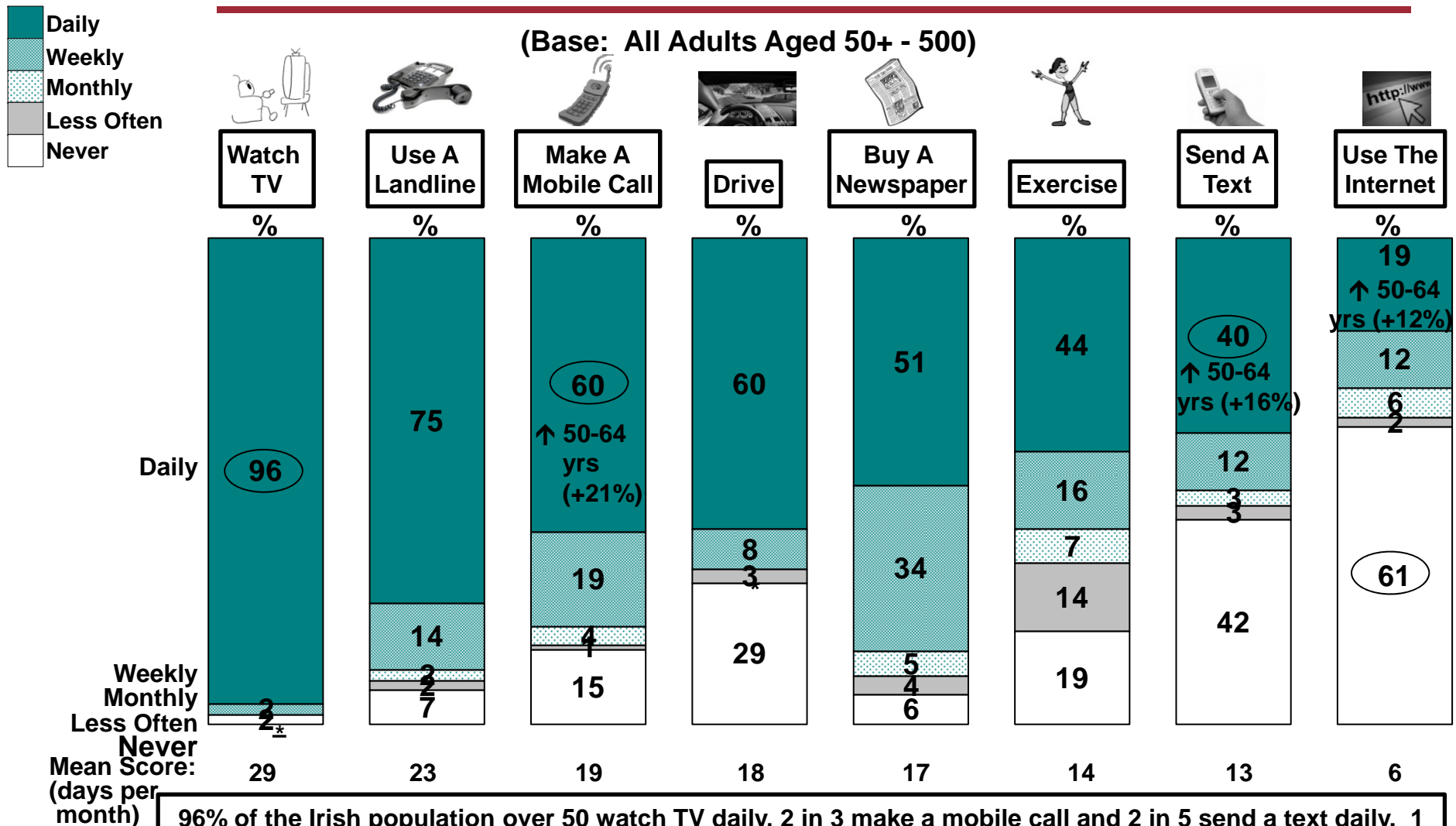


	%
Alright	15
Terrible	14
Domineering	6
Good	6
Mess	5
Struggling	5
Broke	5
Improving	3
Solid/stable	3
Helpful	3

Unlike Ireland, Europe is viewed in a more balanced image in the eyes of the 50+ population in Ireland, with 15% saying Europe is alright at present and 6% describing it is good. However, there was still a negative tone expressed with 14% describing Europe as terrible and 6% as domineering.

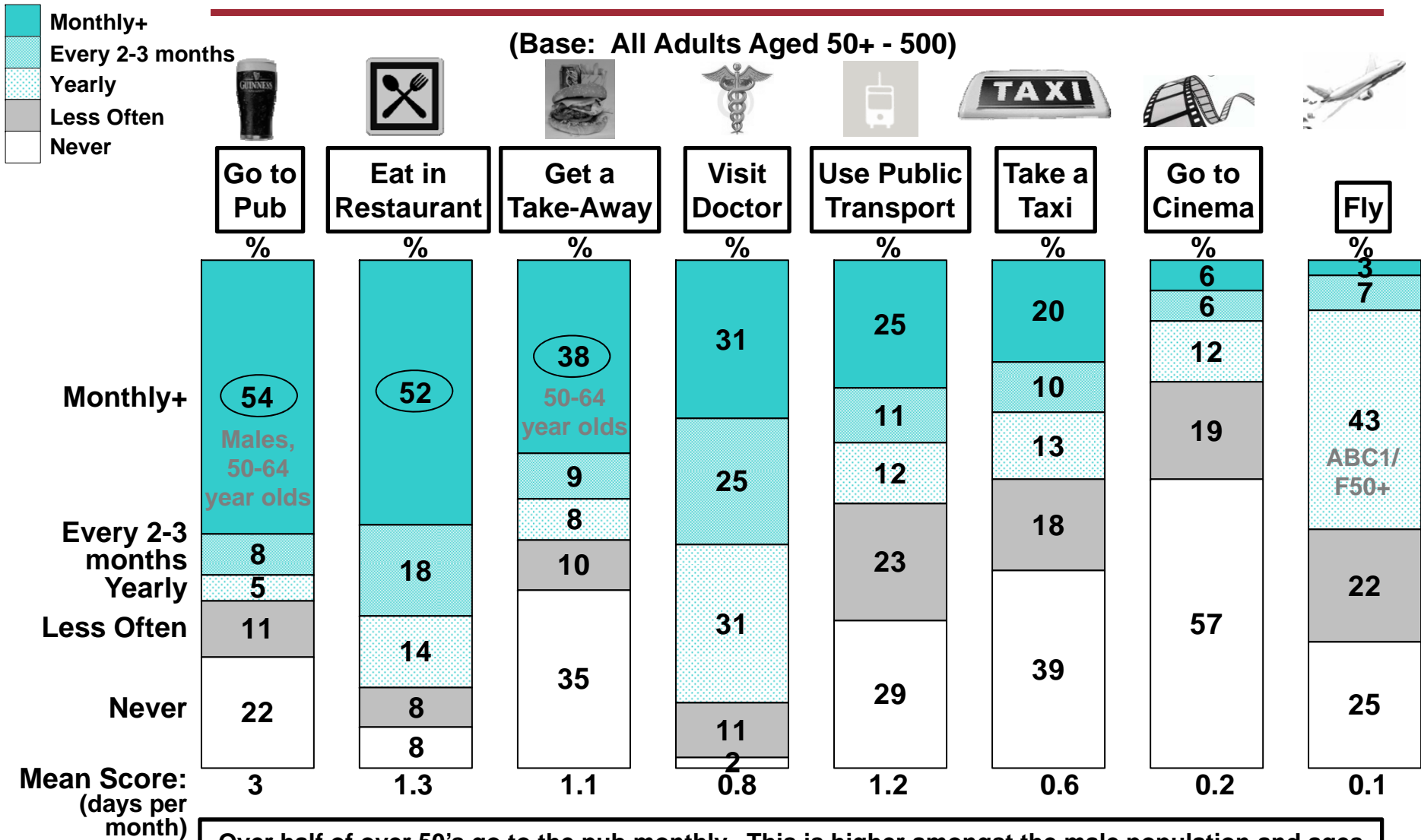
*All others 2% or less

Frequency of Undertaking Activities– I



96% of the Irish population over 50 watch TV daily, 2 in 3 make a mobile call and 2 in 5 send a text daily. 1 in 5 use the internet daily which is higher for 50-64 year olds (+12%) from an ABC1/F50+ background (+7%), and from Dublin (+12%). Noteworthy that despite 8 in 10 owning a mobile phone, landlines are used more frequently, however, mobile usage is considerably stronger for both texts and calls among 50-64 year olds. This is also the cohort who are more likely to be using the internet with a greater frequency.

Frequency of Undertaking Activities – II



Over half of over 50's go to the pub monthly. This is higher amongst the male population and ages of 50-64. 2 in 5 fly yearly which is more predominant for the ABC1F50+ group. Over 50's eat out in a restaurant on average 1.3 times a month and do this more often than get a take-away. Over 50's are not frequent cinema goers with almost 6 in 10 never going.

(Q.1)

Summary: Lifestyle

- **While 8 in 10 over 50's own a mobile phone it is interesting that use of a landline phone is more frequent than their mobile.**
- **Overall the 50+ generation are relatively satisfied/positive about themselves and how they feel with a majority feeling good and optimistic, and similarly they are upbeat on the whole about their personal future.**
- **In contrast to a more positive personal outlook, over 50's have an overwhelmingly negative view of Ireland and the Irish Government currently.***
- **The ideal retirement age is 64 with those who are yet to reach this age more likely to want to retire straight away but those over 65 are more convinced that a gradual slow down is better:**
 - **Overall the majority (7 in 10) prefer the gradual retirement route.**

** NOTE: Research conducted two weeks prior to 2011 General Election.*

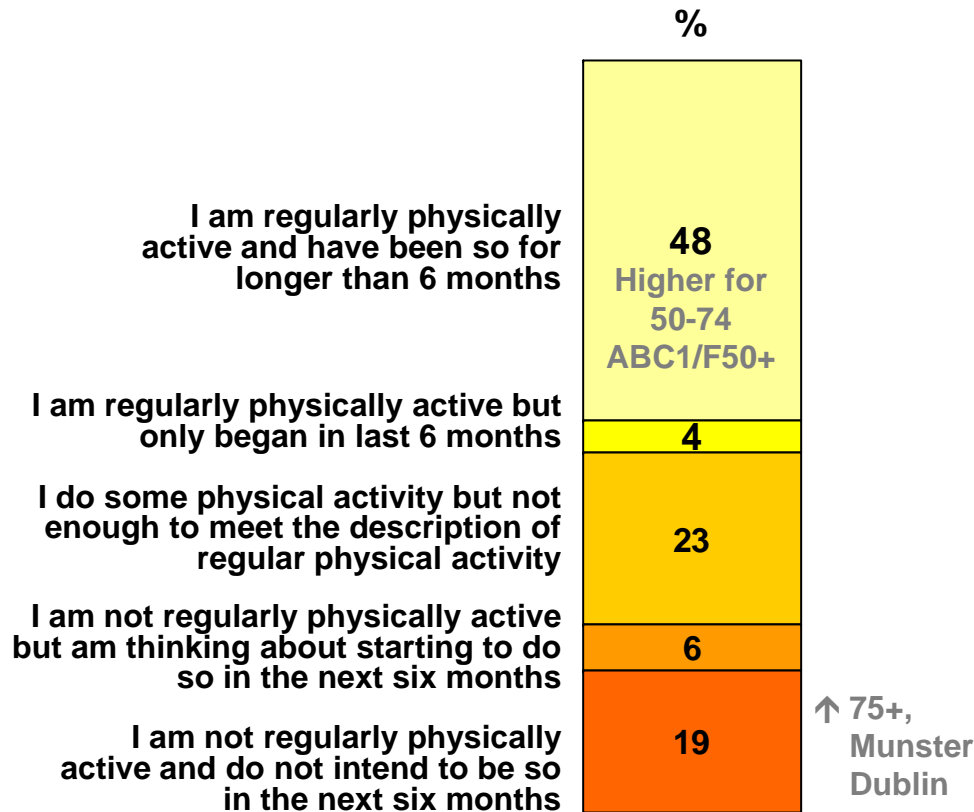
SECTION 3: Health & Wellness

Level of Fitness & Reasons for Not Being Regularly Physically Active



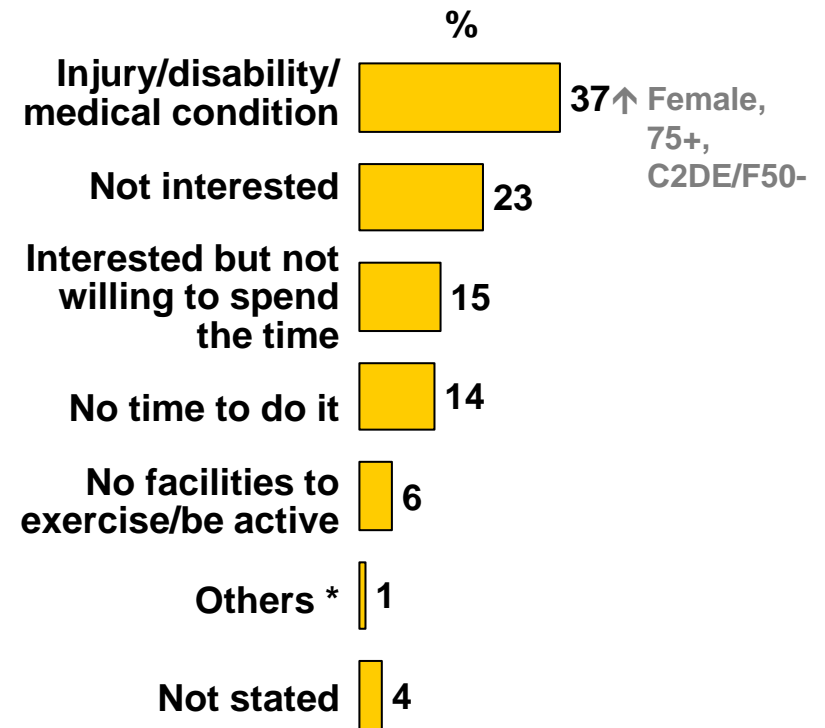
(Base: All Adults Aged 50+ - 500)

Level of Fitness



Reasons for Not Being Regularly Physically Active

(Base: All not regularly physically active – 48%)



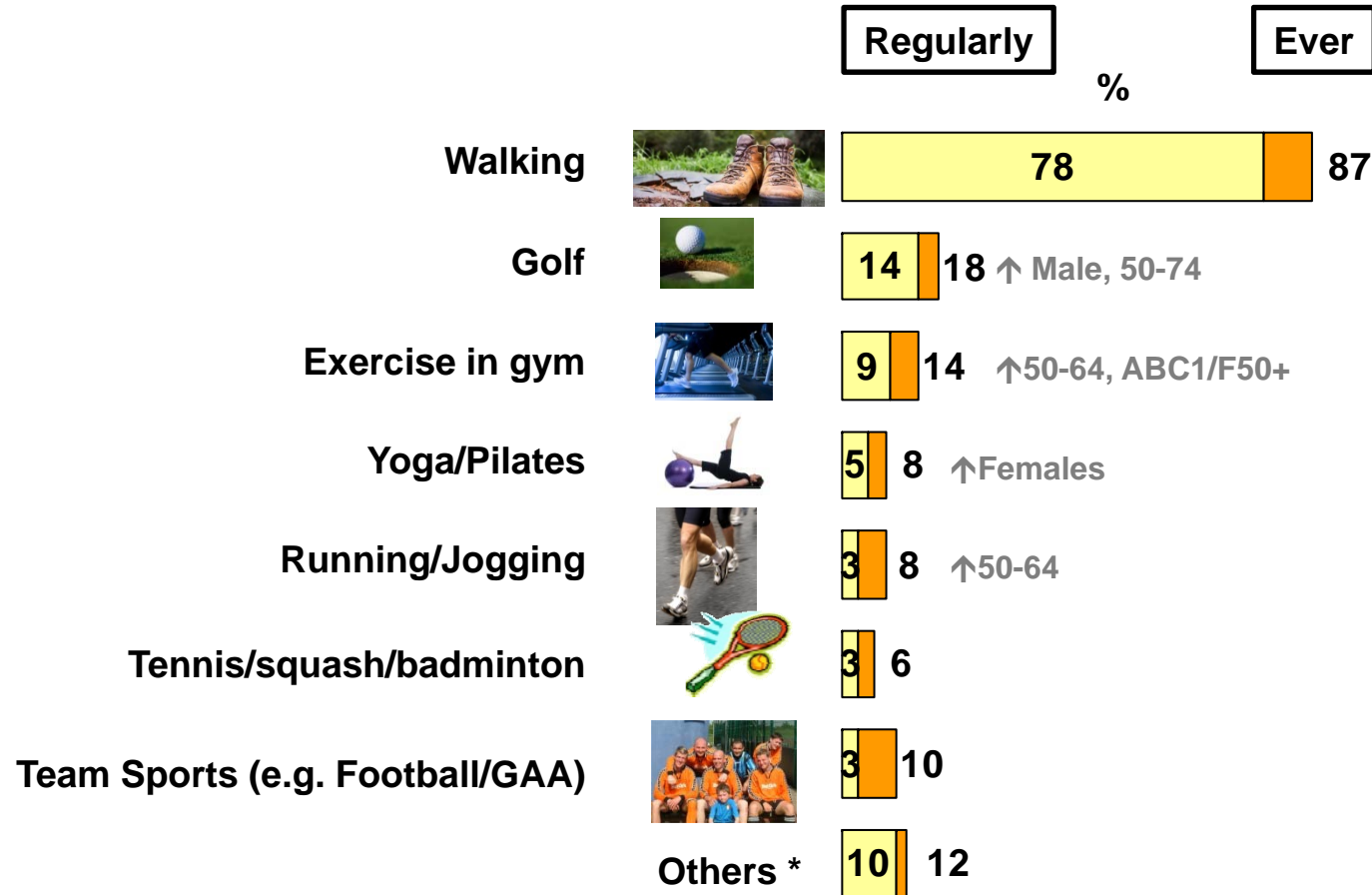
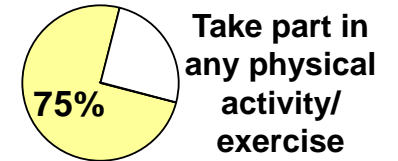
*All others 1% or less e.g. bad weather

Almost half of those over the age of 50 claim to be regularly active. This is highest amongst those from the 50-74 age group, ABC1/F50+ background and from the Rest of Leinster and Connaught/Ulster regions. Just under half do not fit the criteria for those who are physically active. The main reason for this is injury, disability, and or medical condition cited by nearly 2 in 5.

Activities Taken Part In



(Base: All who take part in exercise - 375)



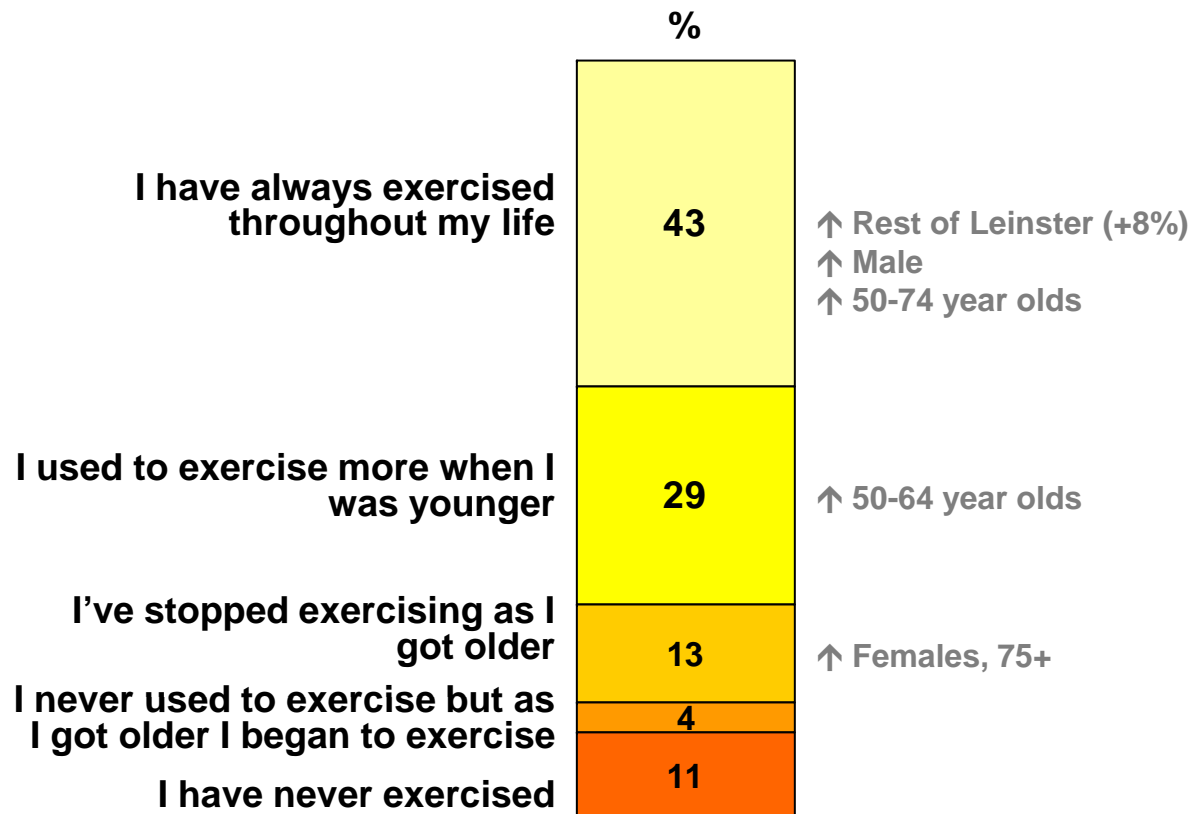
Nearly 4 in 5 of those who take part in regular exercise go walking. 14% play golf regularly with most of these being male from an ABC1/F50+ background from Dublin and the Rest of Leinster.

*All others less than 2% include gardening, cycling, swimming etc.

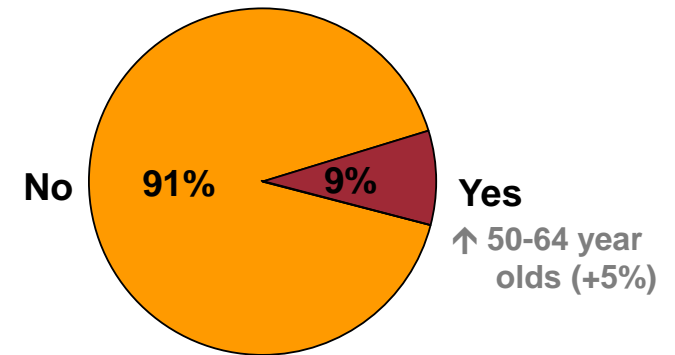
Attitudes Towards Exercise

(Base: All Adults Aged 50+ - 500)

Level of Fitness



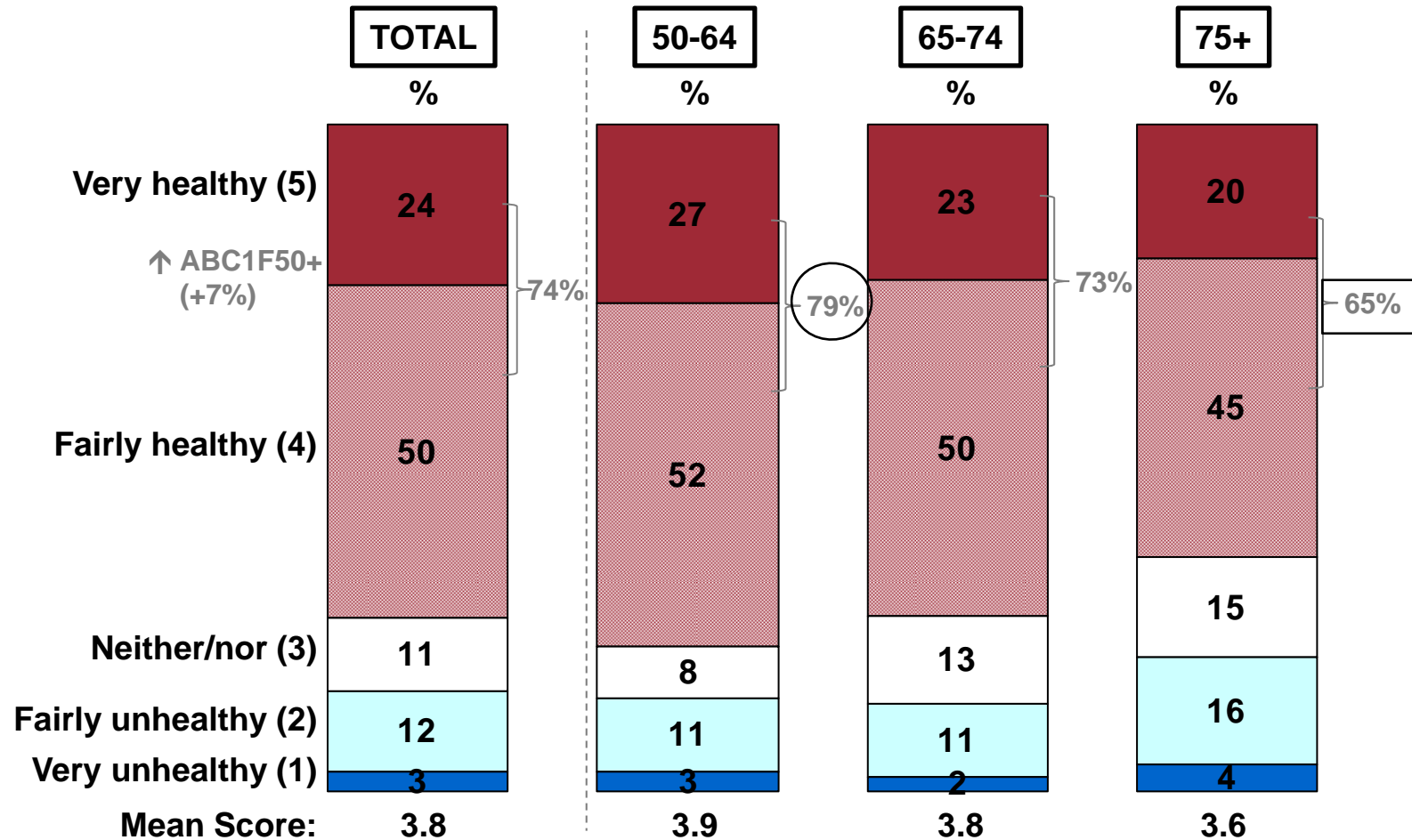
Gym Membership



Just over 2 in 5 say that they have always exercised. This is highest among those living in the Rest of Leinster region who are 50-74 and male. 1 in 3 explain that they used to exercise more when they were younger. Just under 1 in 10 of all over 50's are currently a member of a gym and this is more likely to be those who are 50-64.

Perceived Health Status

(Base: All Adults Aged 50+ - 500)



Nearly 3 in 4 would describe their lifestyles as healthy. This is higher among those from the 50-64 age bracket (79%) and decreases with age, but still 2 in 3 75+ year olds describe themselves as healthy.

Private Health Insurance Versus Medical Card



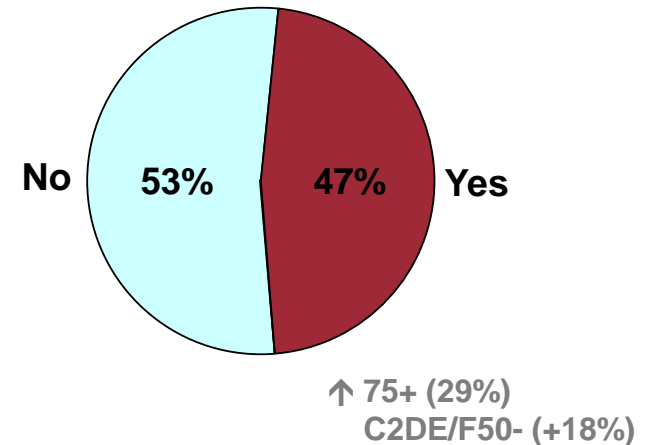
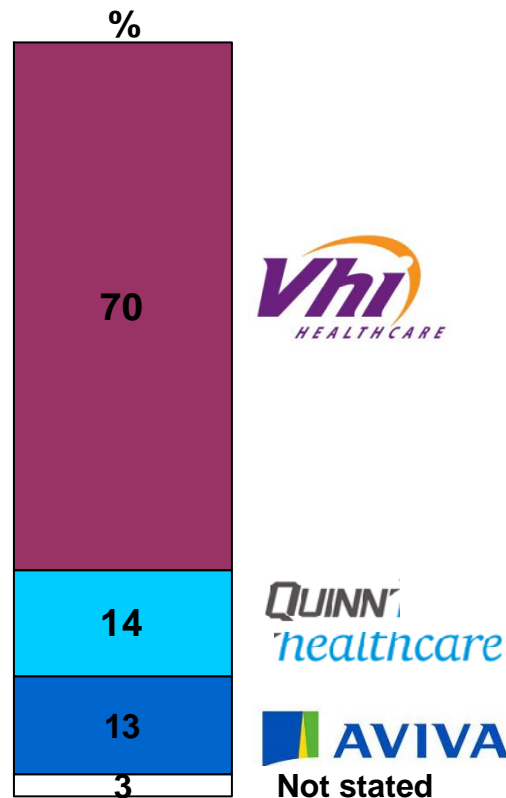
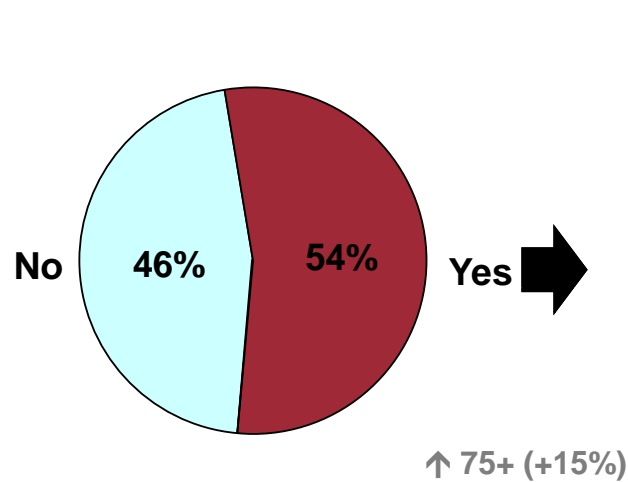
(Base: All Adults Aged 50+ - 500)

Private Health Insurance

Private Health Insurances
Providers

Medical Card

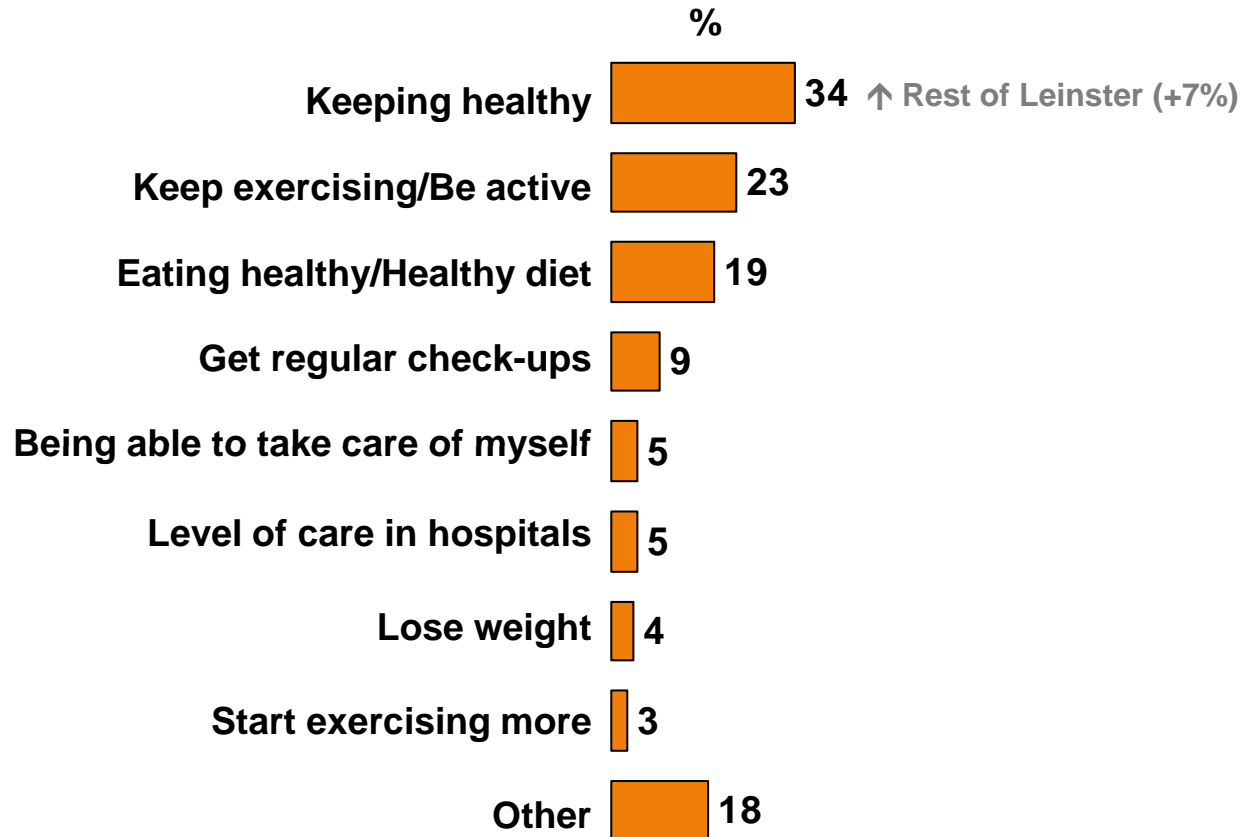
(Base: All Insurances Holders- 268)



Over half have private health insurance and this is most common among ABC1's (7 in 10), while slightly less than half have a medical card and this is higher amongst C2DE's (65%). Of those with private health insurance, 7 in 10 are with VHI and the profile of over 50's with Quinn and Aviva is more concentrated on 50-64 year olds, seemingly supporting VHI's argument for the necessity of risk equalisation.

Future Health Priorities

(Base: All Adults Aged 50+ - 500)



The main priority concerning health over the next few years is to remain healthy for 1 in 3. Other top priorities include keep exercising/be active and having a healthy diet circa 1 in 2.

*All others 2% or less include cost of healthcare, keeping stress away, lower blood pressure, lowering cholesterol

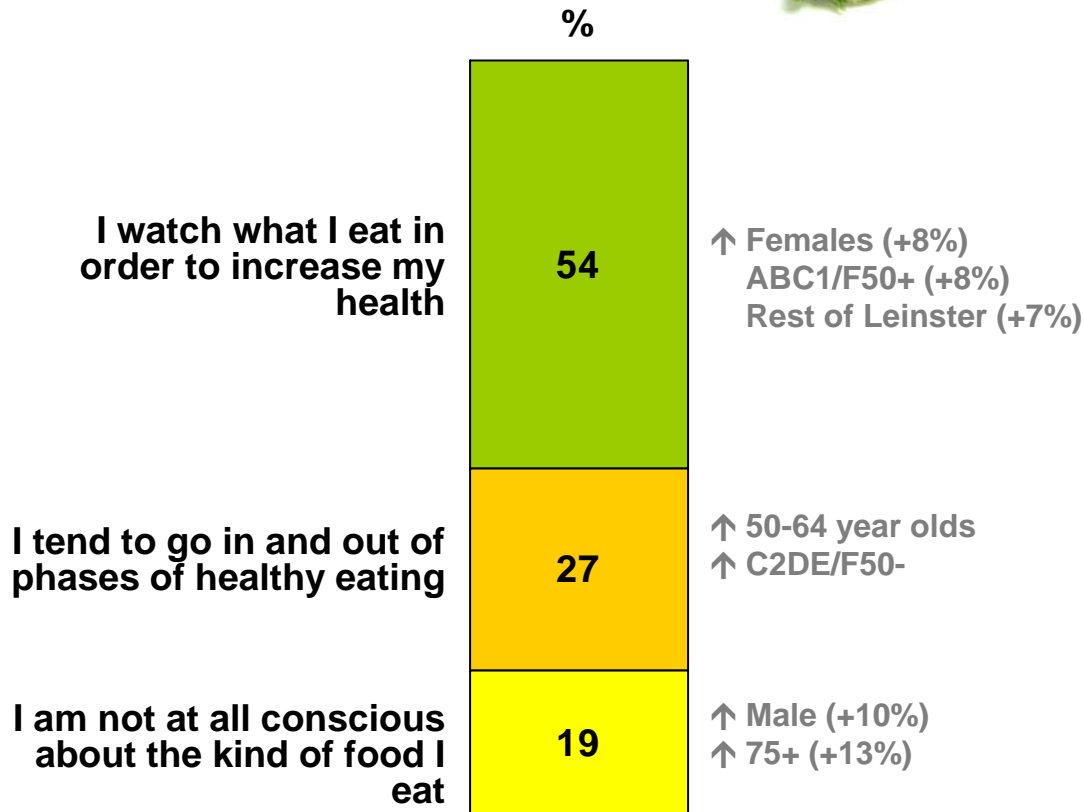
Attitudes Towards Healthy Eating



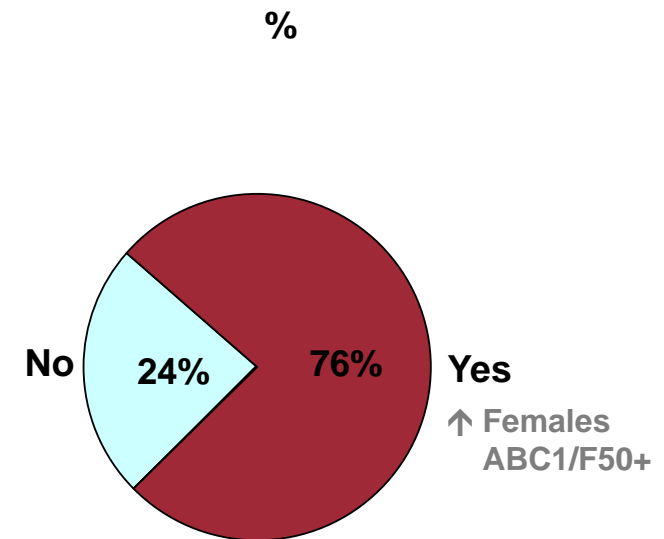
(Base: All Adults Aged 50+ - 500)



Attitude Towards Healthy Eating

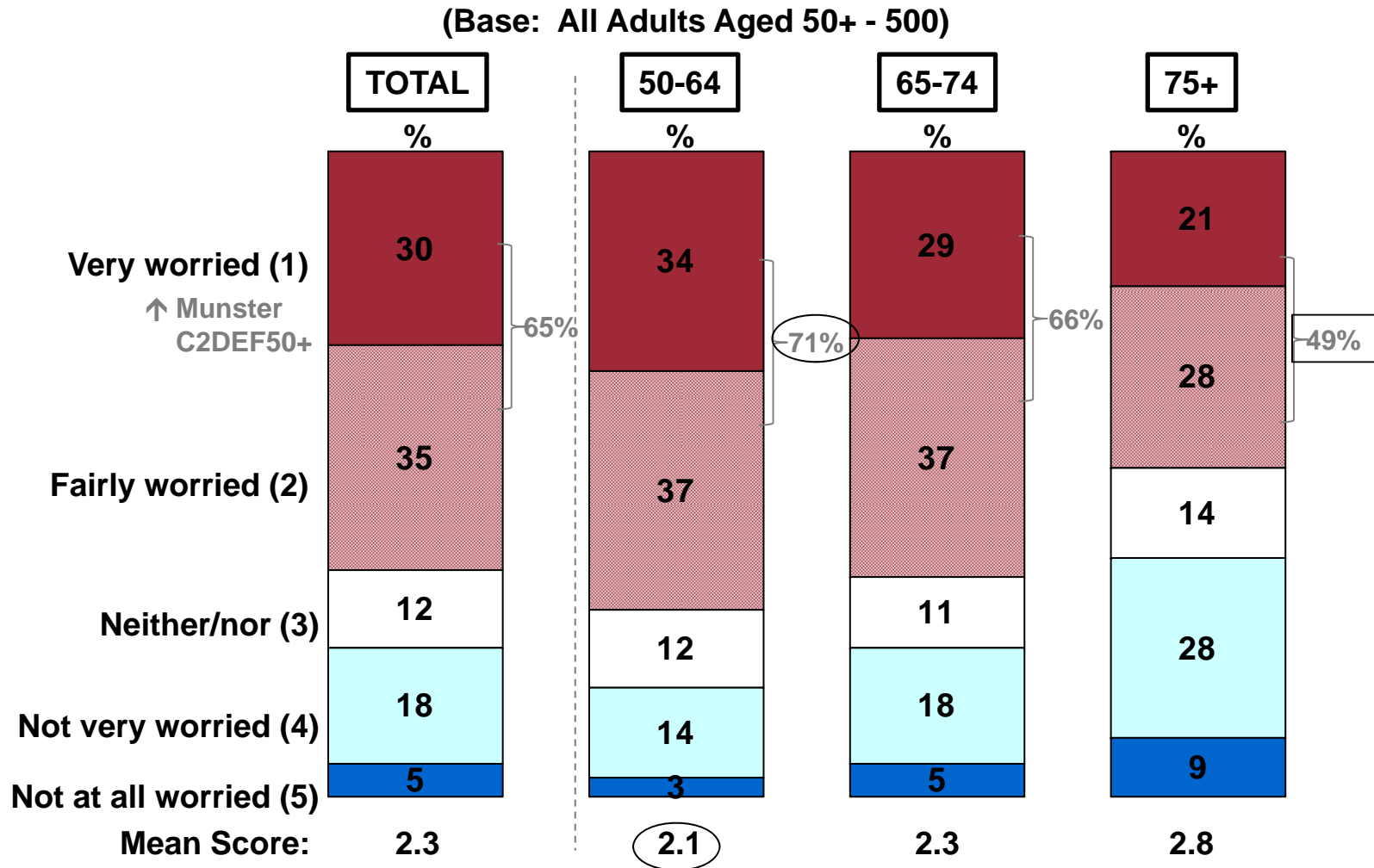


Willingness to Spend More on Healthy Food



Over half claim to watch what they eat to look after their health. This is particularly the case for female, ABC1/F50+ respondents from the Rest of Leinster region. Those who are not at all conscious about the types of food they eat, circa 1 in 5, are more likely to be male from the 75+ age group. 3 in 4 maintain that they would spend more on healthy food and this is more pronounced among higher socio economic groups and females.

The Burden of Future Health Care Costs



65% of 50+ adults are worried about the cost of future health care. This is highest amongst the 50-64 cohort (71%) who most likely are yet to have a strong need for health care at present, but are conscious of the costs associated later in life. For older ages, the concern is still present but moderates as certainty around health care provisions become clearer.

Summary: Health and Wellness

- Overall 3 in 4 over 50's in Ireland consider themselves to be fairly/very healthy.
 - Currently 3 in 4 engage in some physical exercise with over half (52%) being regularly active and exercising with walking being the preferred activity.
 - For those who aren't active, the key reason is injury/disability/medical conditions.

- Over half have private health insurance but this is strongly skewed to higher social classes, while medical cards are also popular (just under half have). These are more likely to be lower socio economic cohorts.

- The majority of over 50's are mindful of eating healthy to some degree, with just 1 in 5 (19%) stating that they are not at all conscious about the kind of food they eat:
 - Healthy eating is translating to 3 in 4 over 50's willing to spend more on healthy foods.

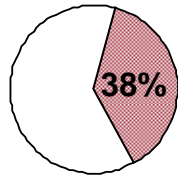
- Future costs of health care are a concern for 2 in 3 over 50's with younger cohorts more concerned as they have yet to make arrangements for this healthcare. The unknown around actual cost undoubtedly is adding to the anxiety felt.

SECTION 4: Life Online

Internet Access

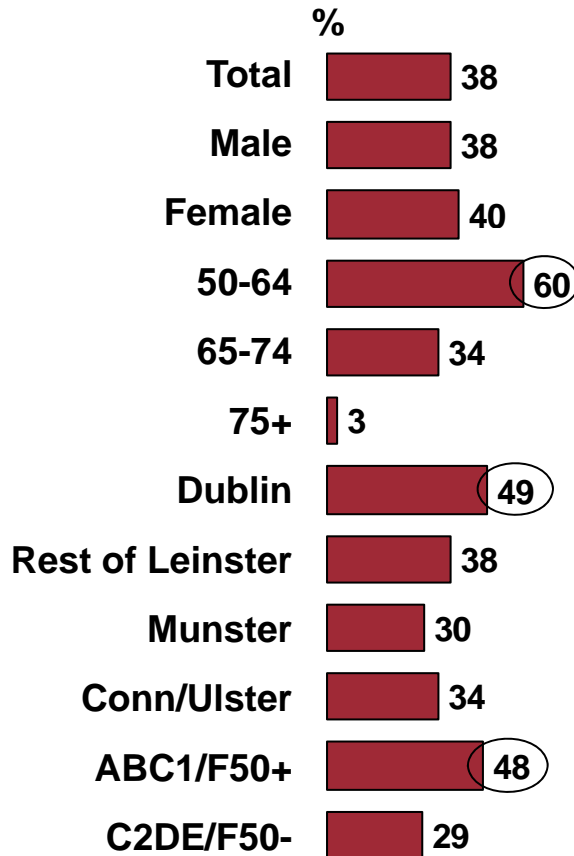


(Base: All Adults who Use Internet at least Once a Year - 190)

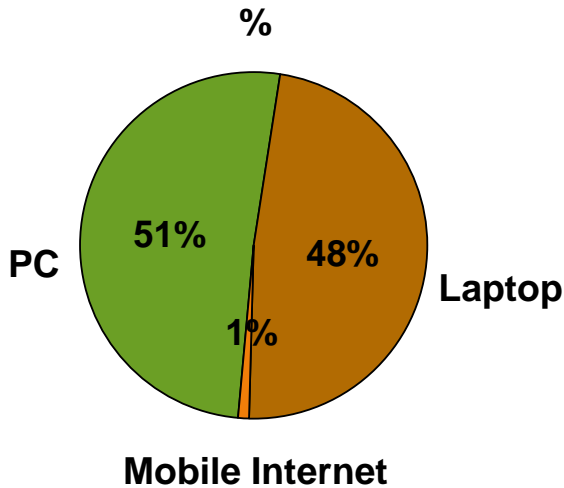


Access the internet

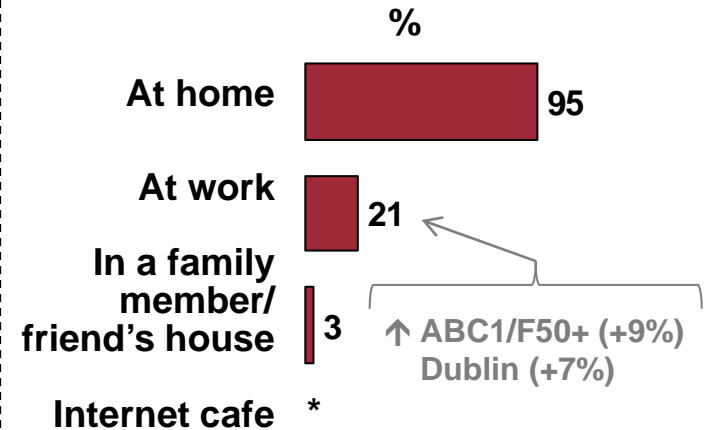
Over 50 Internet Access Profile



Main Method of Access to the Internet



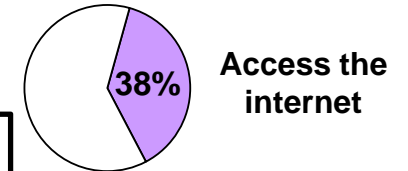
Points of Access Ever Used



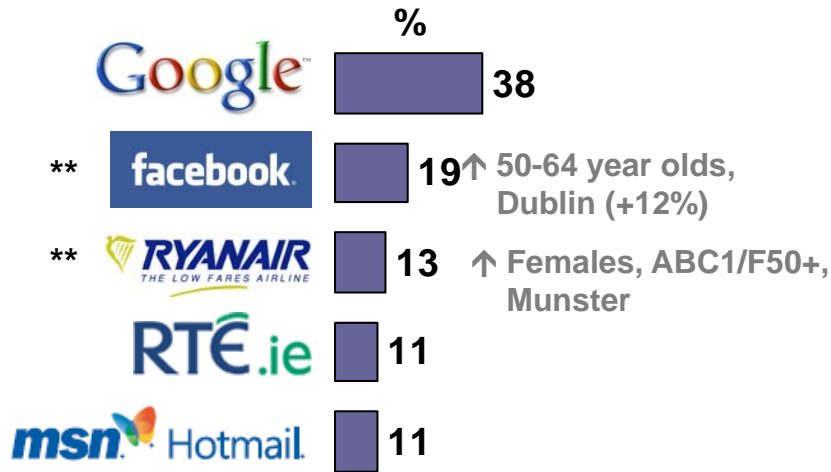
Almost 2 in 5 access the internet regularly, with this being more likely to be 50-64 year olds, Dublin residents and those from a ABC1/F50+ background. Internet access is mainly evenly split between PC and laptop and for the majority home is the key location where the internet is accessed.

Websites Visited Most Often

(Base: All Adults aged 50+ who use the internet every 2-3 months - 189)



Primary Websites



Secondary Websites



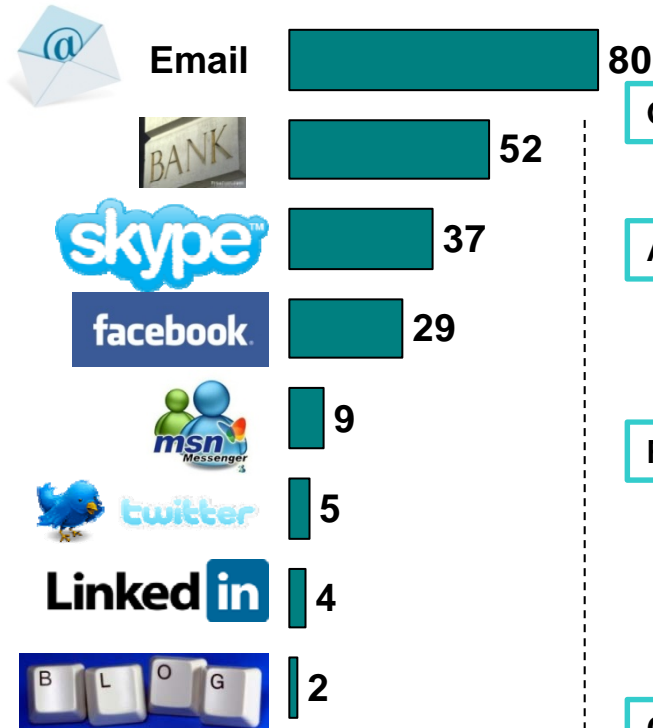
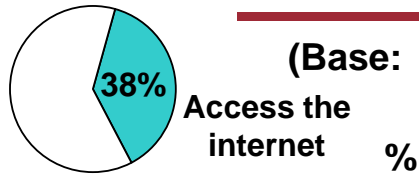
The most visited website among the 50+ generation is Google. Almost 1 in 5 visit Facebook most often. This is higher among the 50-64 cohort from Dublin. Ryanair comes in third with over 1 in 8 visiting their website most often.

** Caution small base size

*All other mentions 4% or less including Amazon, Trailfinder, GAA, Irish Examiner

Internet Accounts

(Base: All Adults aged 50+ who use the internet every 2-3 months - 189)



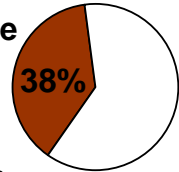
		BANK %	facebook %	skype %
GENDER	Total	52	29	37
	Male	52	26	39
	Female	52	32	36
AGE	50-64	58	37	40
	65-74	43	18	33
	75+ *	33	*	33
REGION	Dublin	45	43	35
	Rest of Leinster	47	27	45
	Munster	73	20	35
	Connaught/Ulster	45	20	35
CLASS	ABC1/F50+	61	30	37
	C2DE/F50-	38	29	38

4 in 5 of those 50+ respondents who use the internet every 2-3 months have email accounts. Over half have online banking. This is higher for the 50-64 cohort from an ABC1/F50+ background living in Munster. For 1 in 3 that have Skype accounts, they tend to be more male and Rest of Leinster based while 3 in 10 who have Facebook are more female and Dublin based.

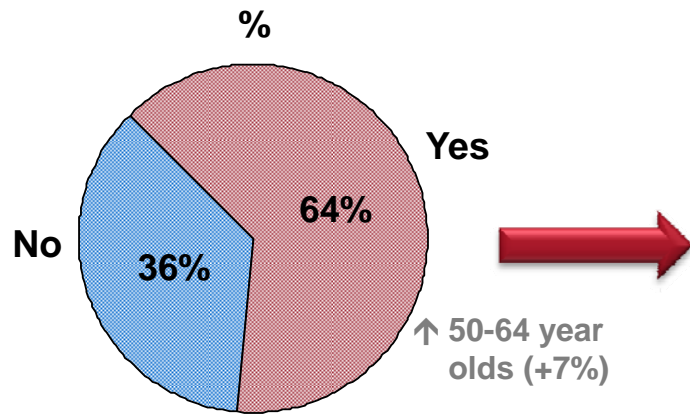
* Caution small base size

Online Shopping

(Base: All Adults who Use Internet at least Once a Year - 190) Access the internet

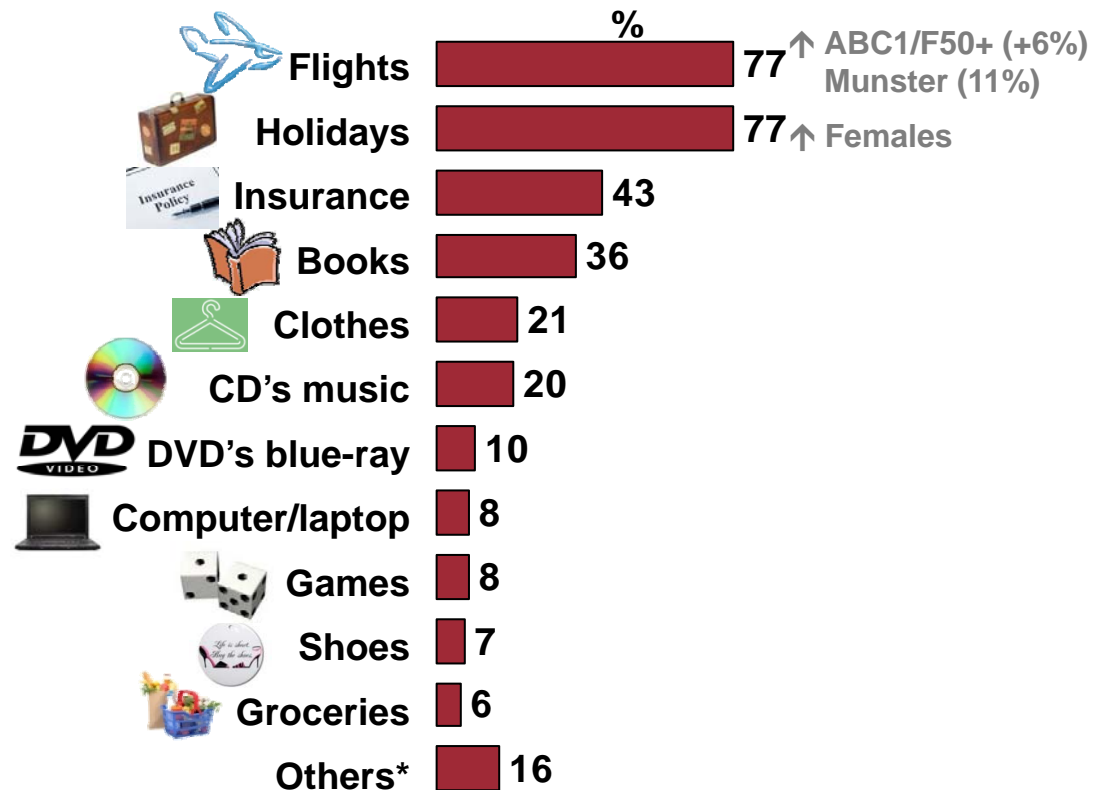


Ever Purchased Online



Items Ever Purchased Online

(Base: All adults over 50+ who have ever purchased an item online - 121)

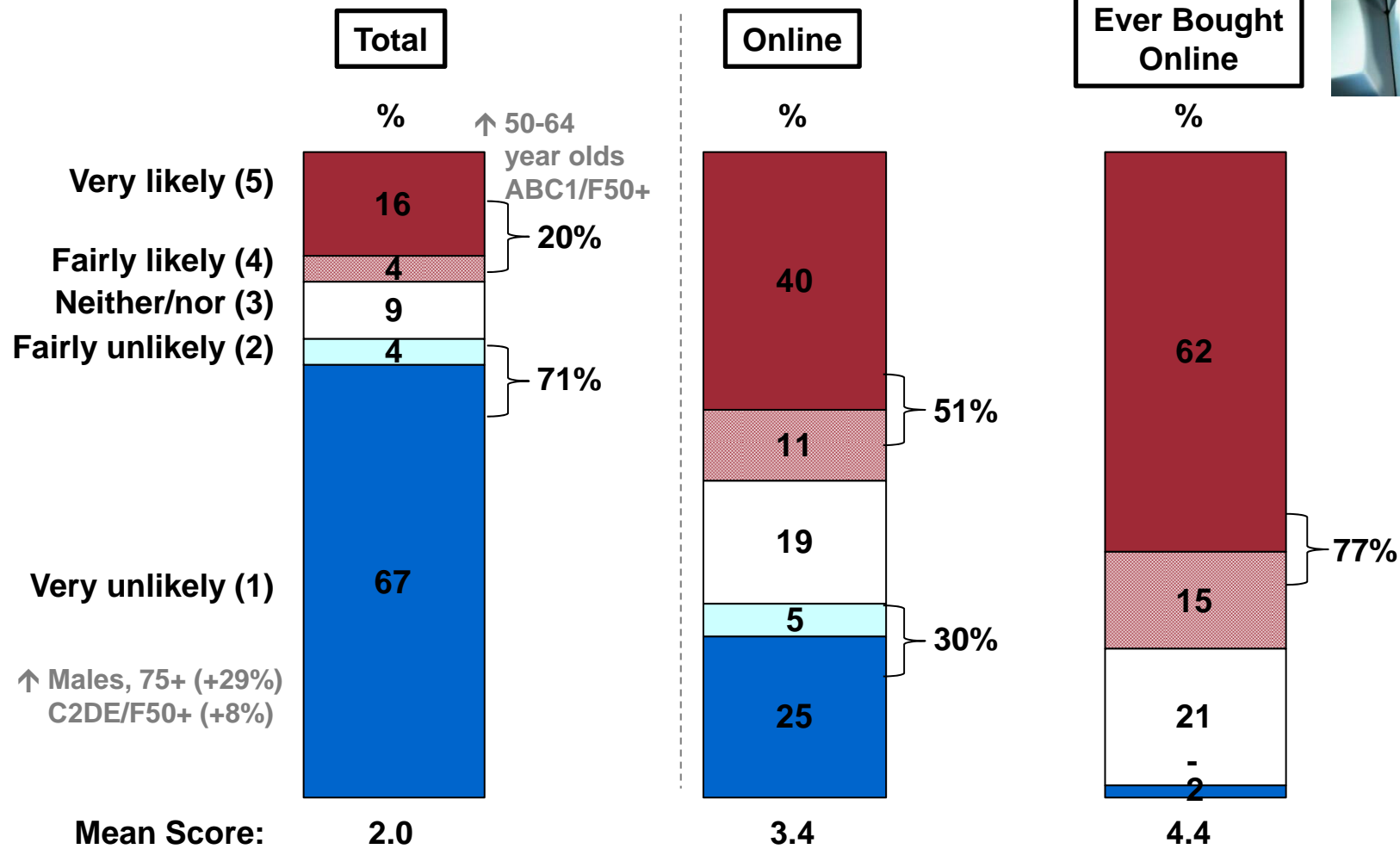


Over 2 in 3 of those who use the internet have purchased an item online, mostly from the 50-64 age bracket. The most popular items to have been bought online are flights and holidays both at 77% each. Over 2 in 5 have bought insurance online and 1 in 3 books.

* All others 4% or less including mobile phones/camera/MPS Player/motor tax/bets.

Likelihood of Purchasing Online in the Next 12 Months

(Base: All Adults Aged 50+ - 500)



For the total 50+ population just 1 in 5 are likely to buy online however, for those who use the internet, over half of them would purchase an item online in the next 12 months and 3 in 4 who have previously purchased items online will do so again in the next 12 months.

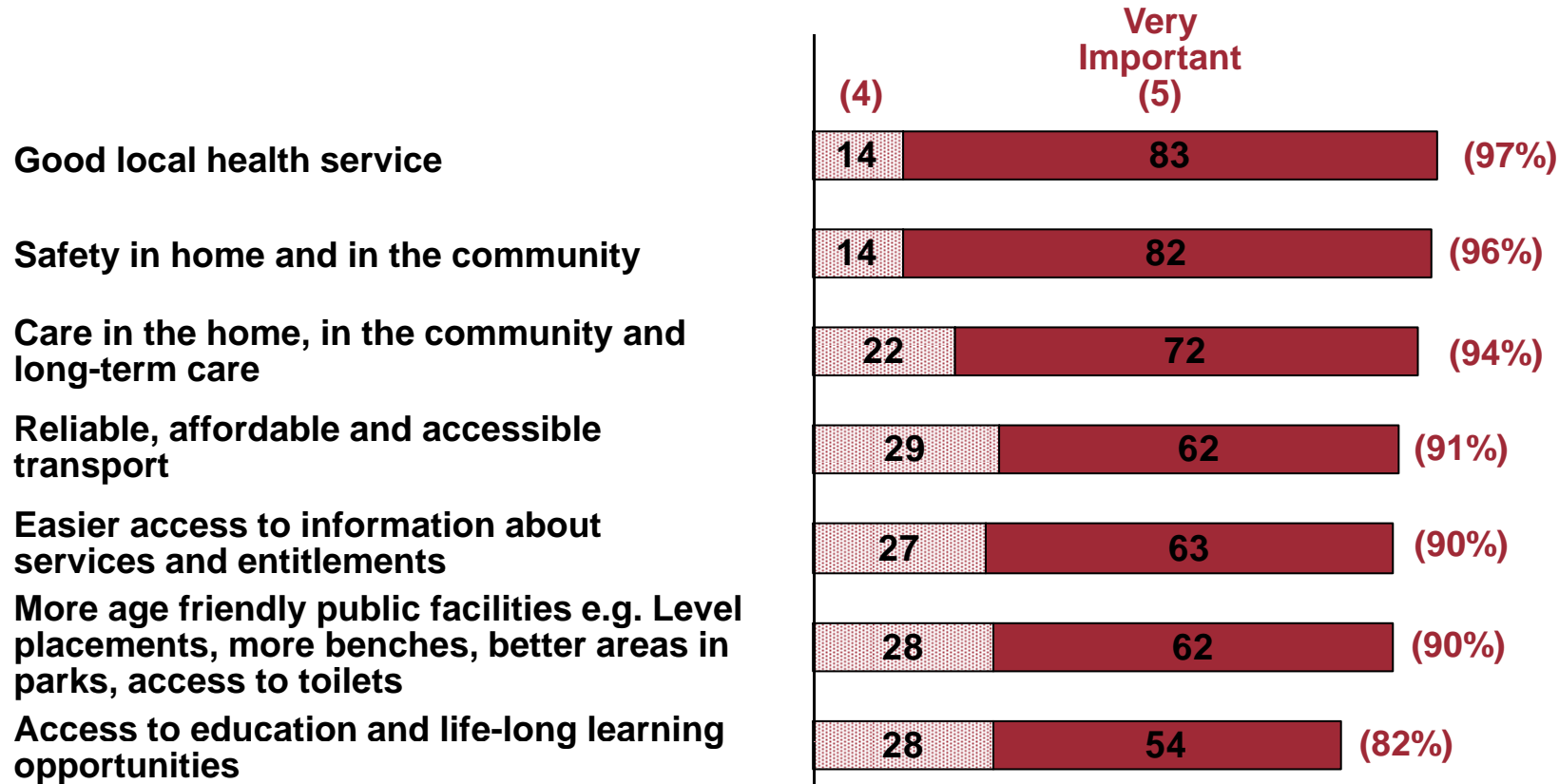
Summary: Life Online

- **Almost 2 in 5 over 50s access the internet every 2-3 months and do so predominantly at home using an even mix of PC and laptop as the main channel of access.**
- **There are a wide range of websites visited by over 50's who are online with Google being most popular but Facebook is the second most popular with 1 in 5 visiting most often.**
- **Social networking is relevant for over 50's online with 3 in 10 currently having a Facebook account and 1 in 20 having a twitter account and similar levels are on LinkedIn. In addition, more than 1 in 3 have a Skype account.**
- **2 in 3 over 50's online have ever bought anything online (most likely flights and holidays) and in the next 12 months 1 in 5 of all over 50's will buy something online and among those online this increases to half and over 3 in 4 for those who have previously bought online.**

SECTION 5: Social Lens

Importance of Amenities

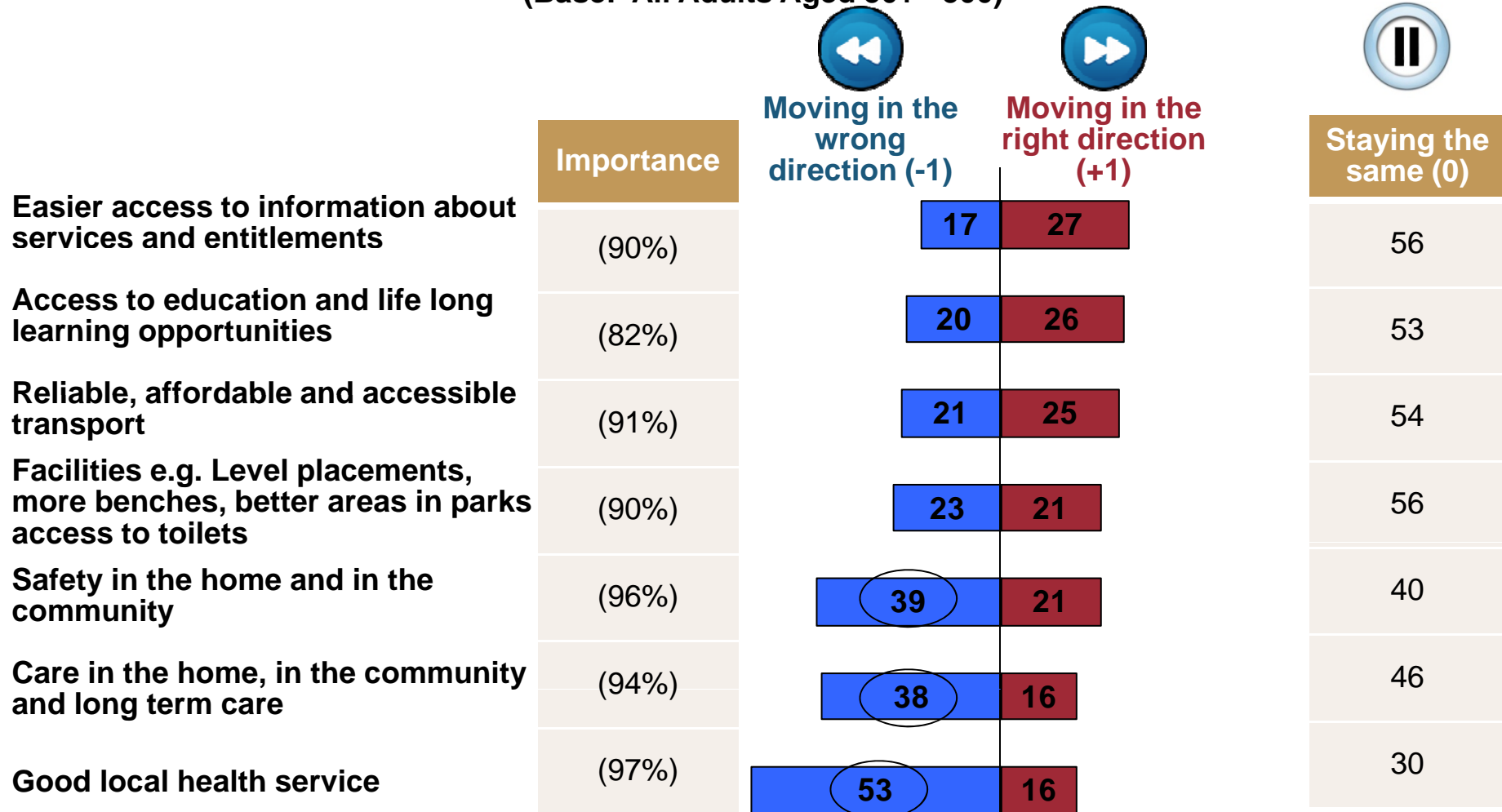
(Base: All Adults Aged 50+ - 500)



For the majority of amenities over 50's consider each to be important but of particular salience are local health services and safety in the home and community (i.e. health service and crime).

The Position of Amenities in Ireland

(Base: All Adults Aged 50+ - 500)

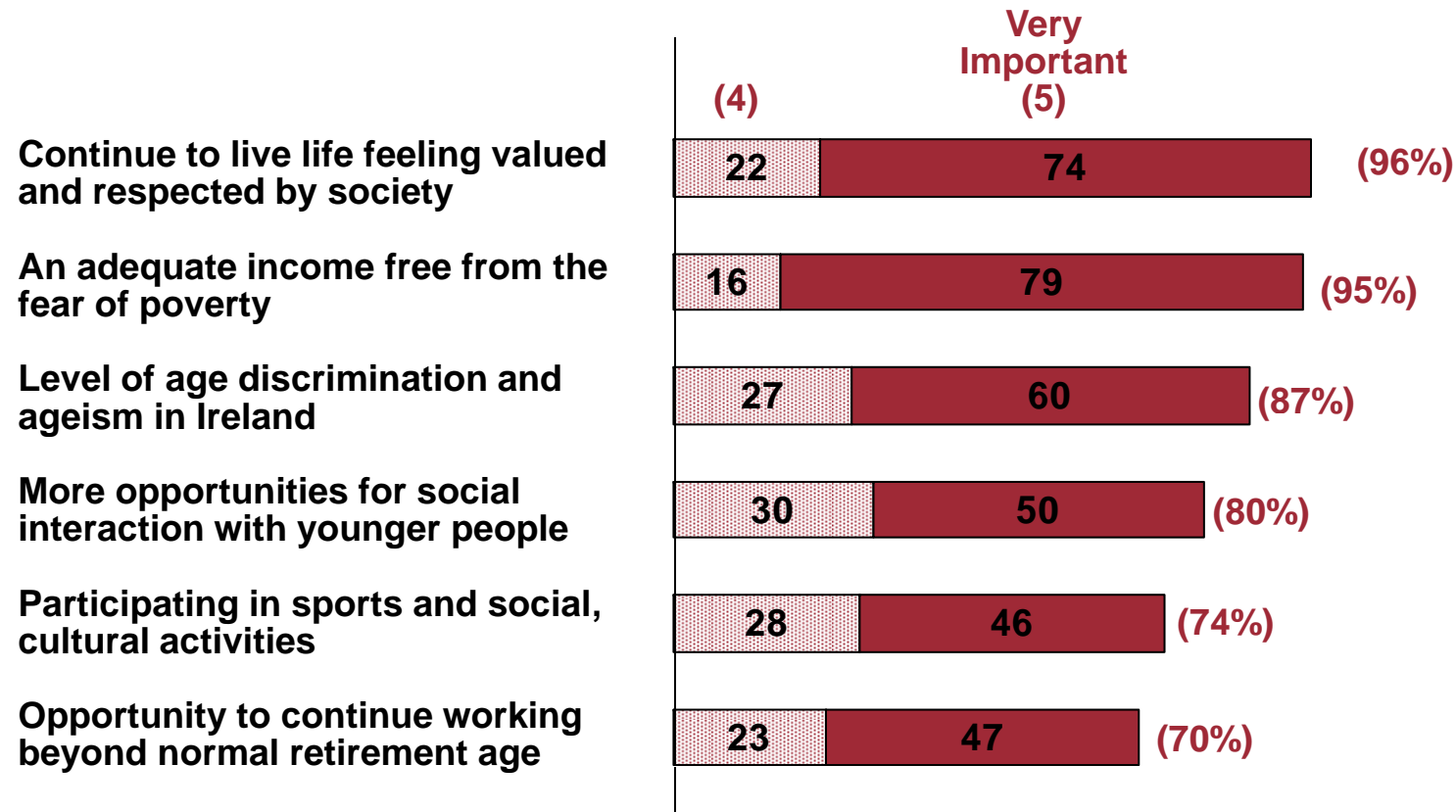


The two issues surrounding amenities of greatest importance to over 50's in Ireland (health and crime) are the two issues where feelings are that progress has been most negative.

() = 4/5 % importance

Importance of Social Standing Issues

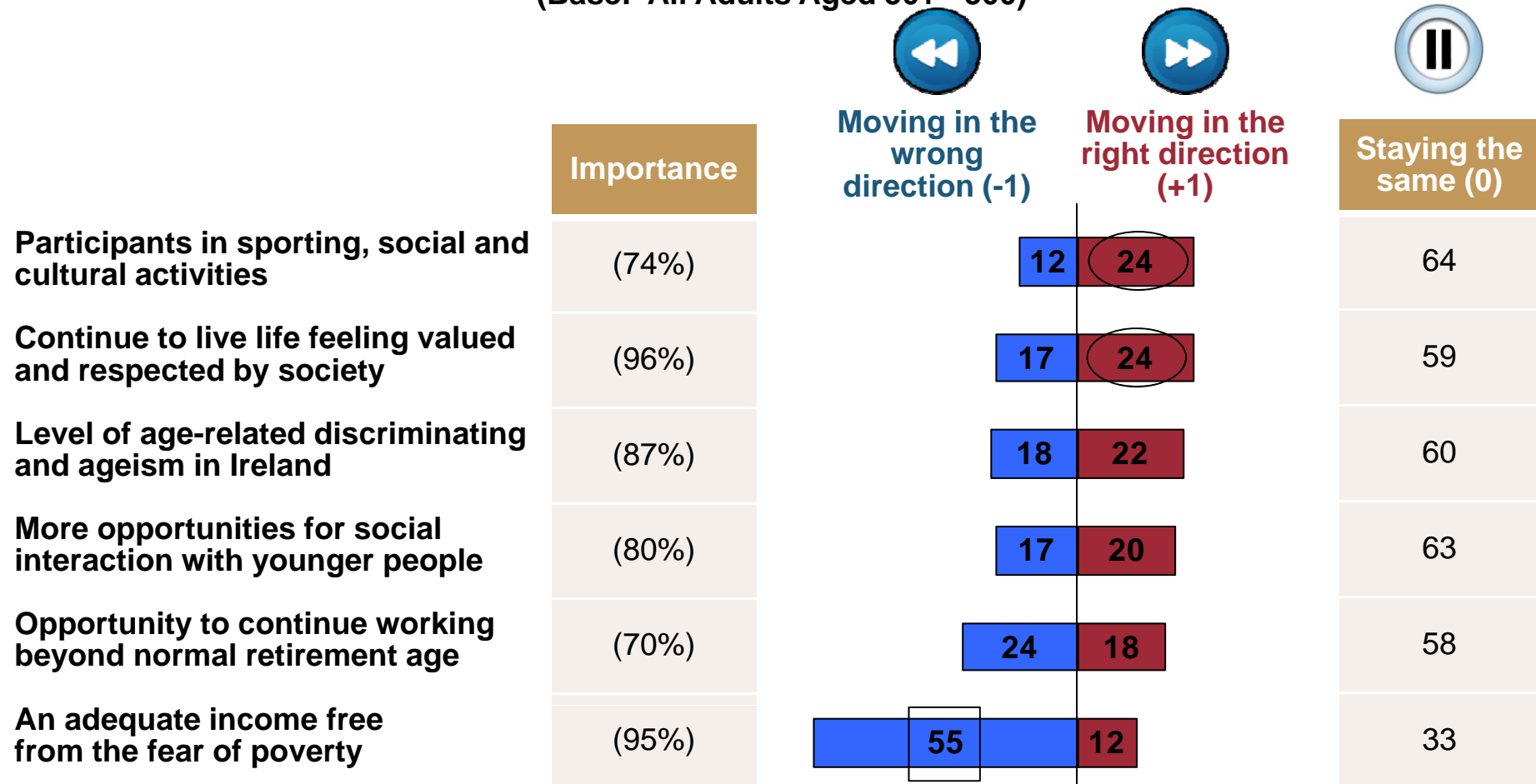
(Base: All Adults Aged 50+ - 500)



Similarly to the importance of amenities, the 50+ age group in Ireland believe that the social standing of the older generation in Ireland today is highly important. This is evident from the high top box scores indicated across the range of issues above but most notably valued/respected in society and protection from poverty are key.

The Position of The Older Population Social Standing in Ireland

(Base: All Adults Aged 50+ - 500)

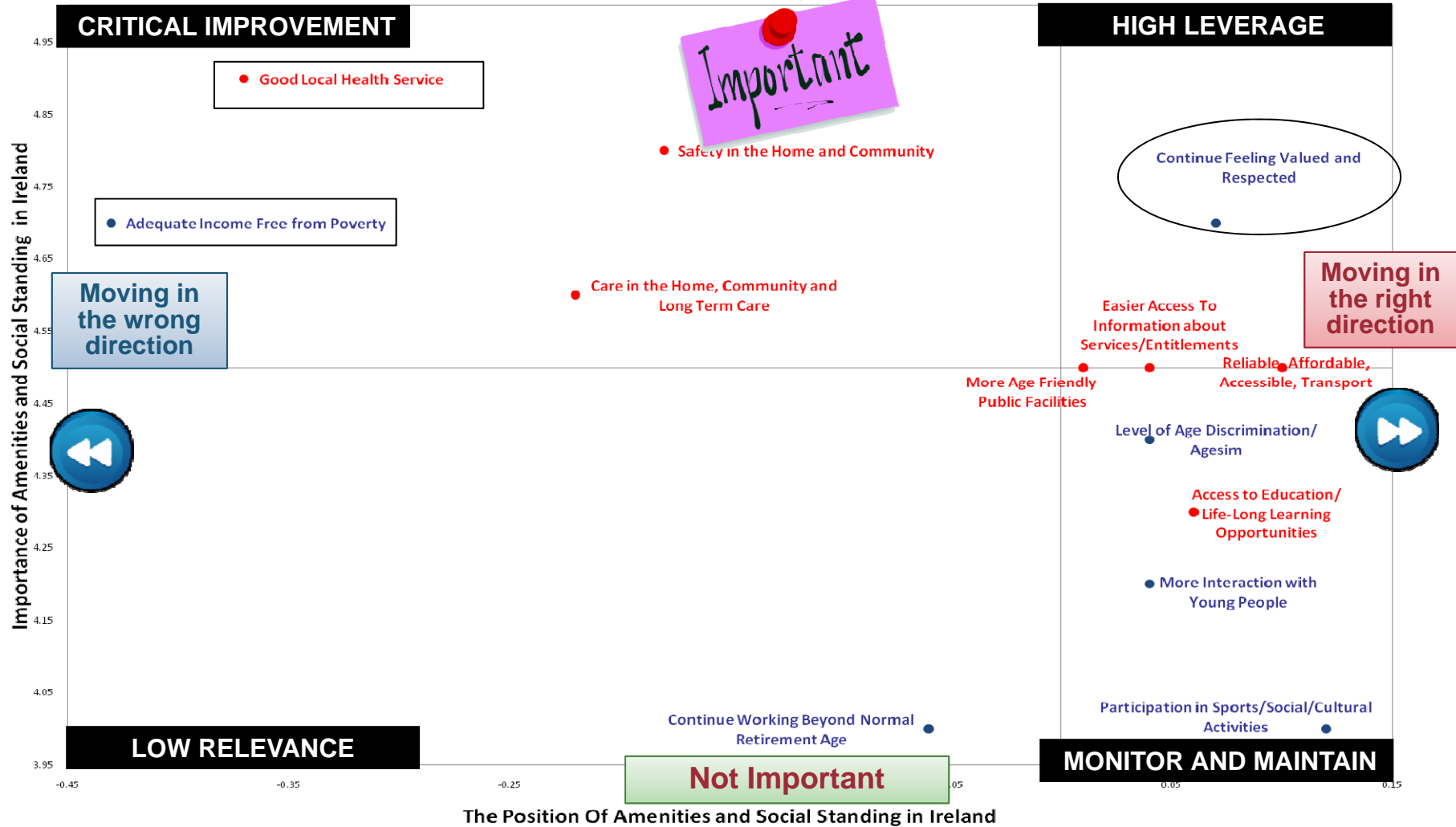


There is a clear and strong sense of vulnerability among over 50's in relation to poverty. This issue is of key importance however, more than half consider that work on this issues is going in the wrong direction.

() = 4/5 % importance

The Importance versus the Position of Issues Facing the 50+ Population

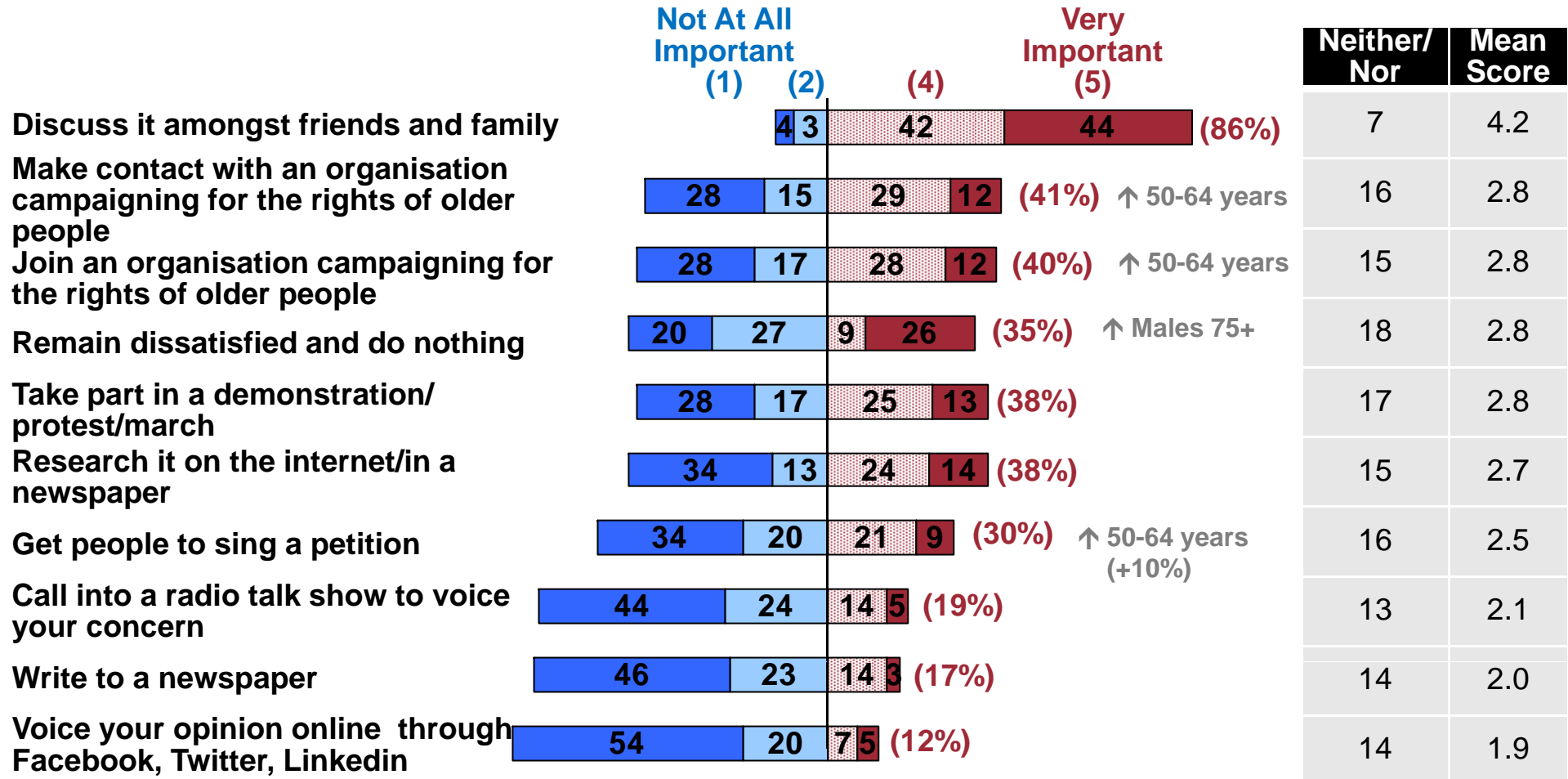
(Base: All Adults Aged 50+ - 500)



The major causes for concern are good health services and an adequate income free from poverty. Both of these issues are moving in the wrong direction but for the 50+ population are for critical importance. Work needs to be done to ensure that these issues of importance progress in the right direction as a priority over others.

Actions Taken if Dissatisfied with a Certain Issue or Topic

(Base: All Adults Aged 50+ - 500)

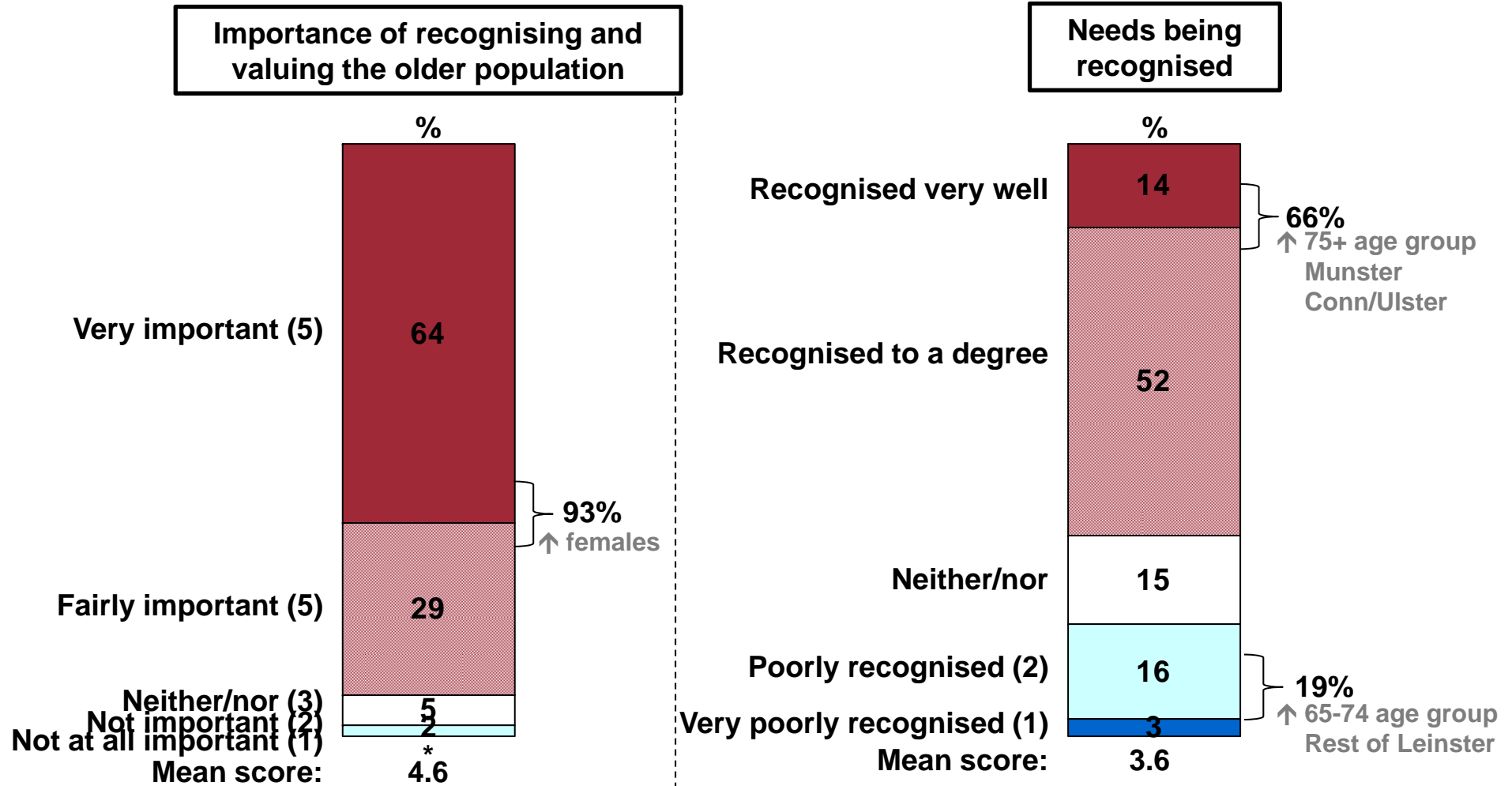


Almost 9 in 10 would discuss their opinions amongst friends and family instead of taking affirmative action. After that the drive to take action falls off with 2 in 5 saying they would make contact with an organisation or join an organisation campaigning for the rights of older people: the 50-64 year old cohort are more likely to take these action if they found they were dissatisfied.

(Q.36)

Recognising the Older Generation

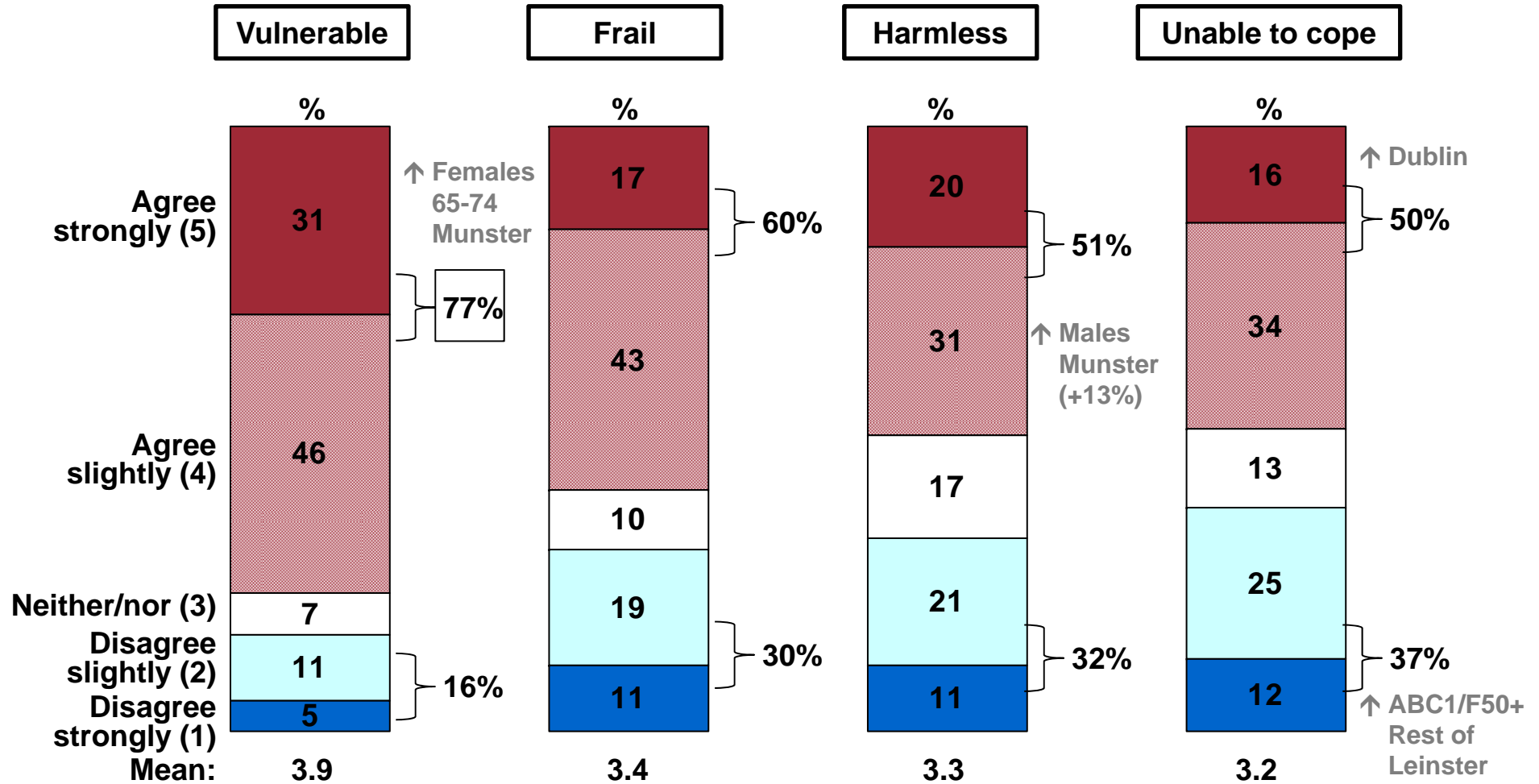
(Base: All Adults Aged 50+ - 500)



Almost unanimous feeling that recognition of and valuing older generations is important, yet just 2 in 3 feel that this recognition is currently there suggesting that for a cohort their desired importance is not being adequately acknowledged or recognised by society at large.

Media Stereotyping

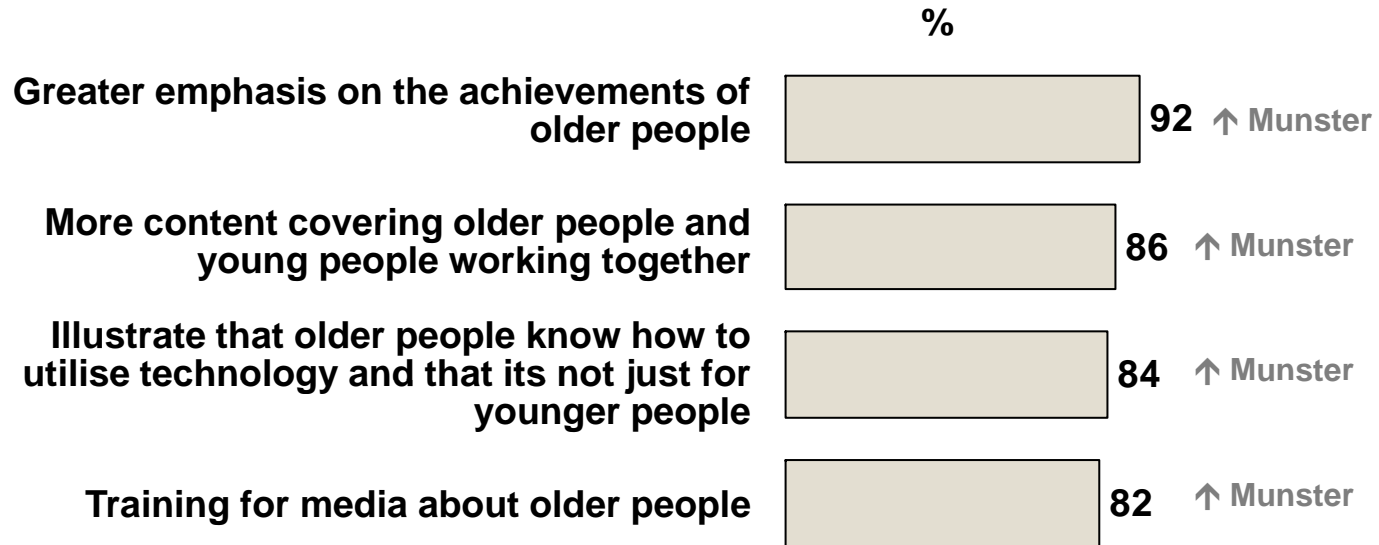
(Base: All Adults Aged 50+ - 500)



The 50+ population in Ireland believe that the media stereotype them in a negative light of some fashion with a vulnerability and frailty being the core traits put forward and to a lesser extent a persona of harmlessness and inability to cope.

Preventing Media Stereotyping

(Base: All Adults Aged 50+ - 500)

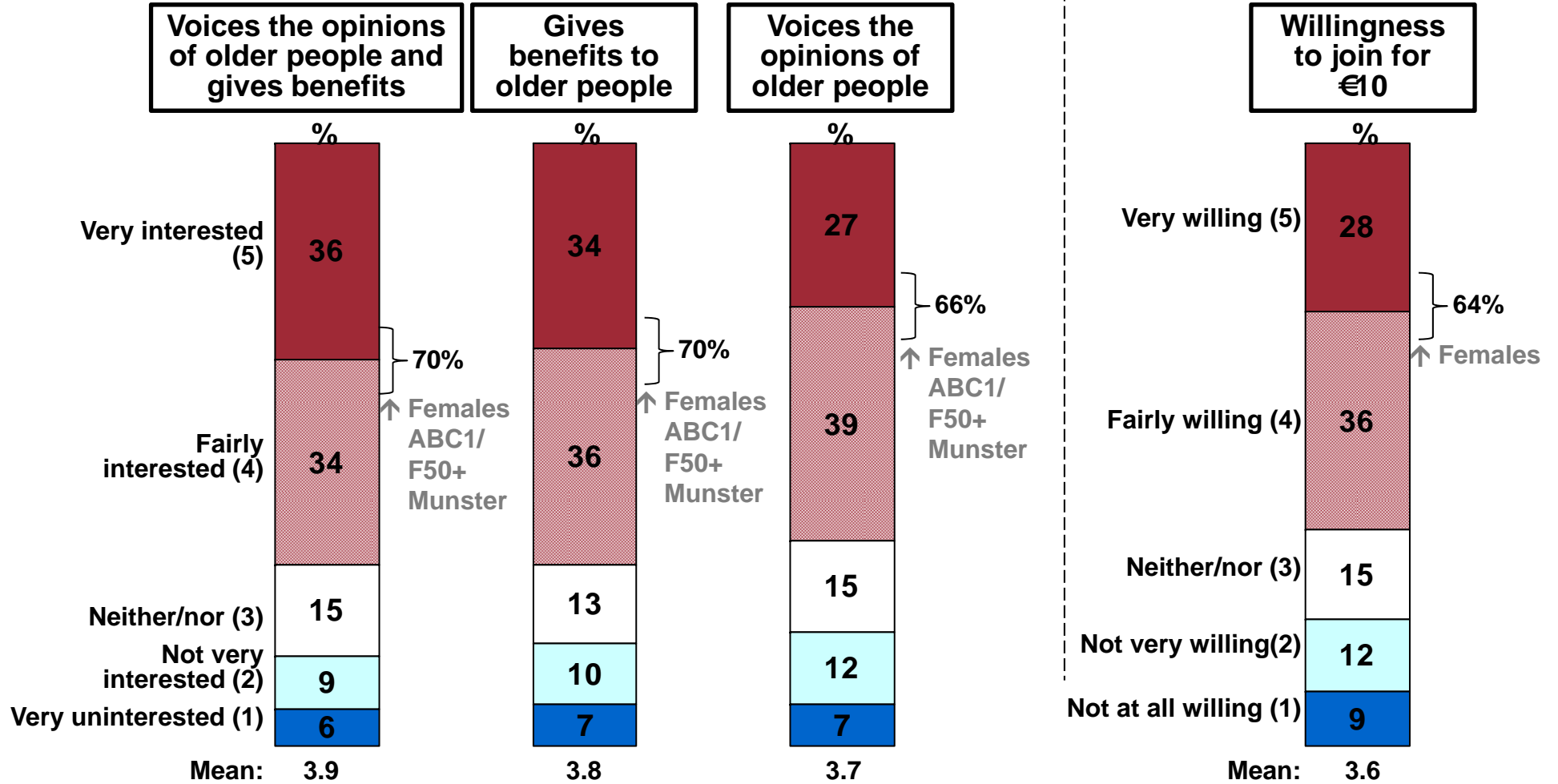


The 50+ population believe that all the above are good methods to prevent media stereotyping of their generation. The respondents from Munster believe more strongly that all these mechanism are beneficial to the prevention of media stereotyping.

Interest in Becoming a Member of Organisations

An organisation that:

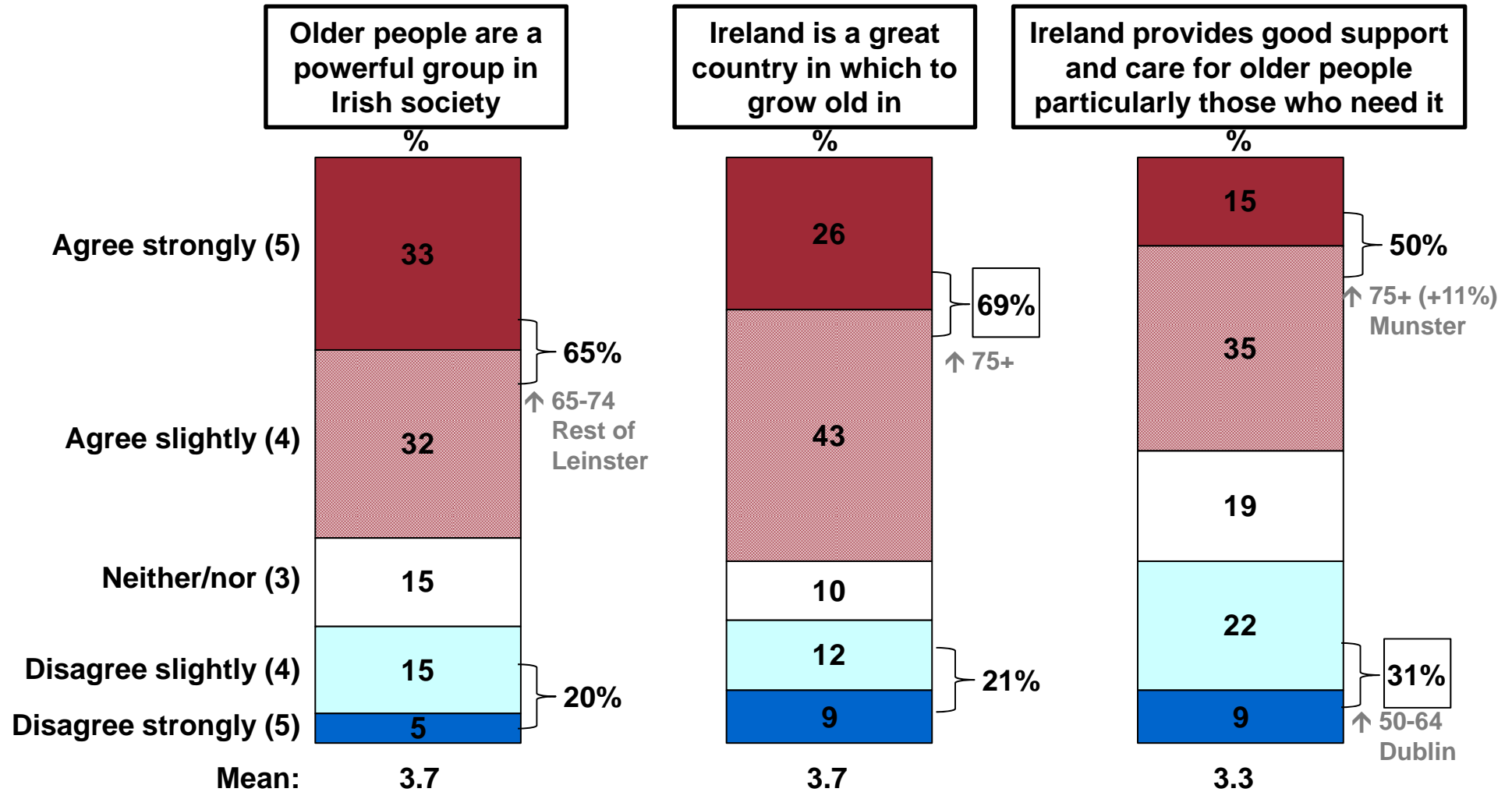
(Base: All Adults Aged 50+ - 500)



There is strong interest by 7 in 10 to join an organisation that voices opinions and gives benefits. For a nominal fee of €10 the level of interest drops only marginally. The innate point of interest is slightly more weighted towards the benefits rather than more altruistic opinion voicing.

Ireland and the Older Generation

(Base: All Adults Aged 50+ - 500)



Nearly 7 in 10 agree that Ireland is a great country in which to grow old in. Over 2 in 3 agree that the older generation are a powerful group in Irish society. However, 1 in 3 disagree that Ireland provides good support and care to those who need it. This belief is held more strongly by the 50-64 cohort from Dublin.

(Q.41)

Summary: Social Standing

- **Despite importance of a range of issues for over 50's, of primary importance are the areas of health care, safety at home (crime) and protection from poverty.**
 - **These are ironically the issues where least progress is perceived to have occurred and in fact where a deterioration and worsening of the issues has occurred.**

- **Almost unanimous agreement with the importance of recognising the value of older generations but a gap of circa 3 in 10 feel this is not the case and latent unease is likely.**
 - **This generation are relatively active in voicing concerns and 2 in 5 are willing to actively contact and join organisations for older people if dissatisfied with issues.**

- **7 in 10 are actively interested in becoming a member of an organisation that offers benefits and voices opinions of older people and there is evidence that an annual membership fee of €10 would be accepted by most.**
 - **Suggests that there is a suitable context to coordinate and organise over 50's into a cohesive and scalable group to address underlying concerns and more positively position them closer to the centre of decision making in Ireland.**

- **Overall the over 50 generation in Ireland feel that Ireland is a great country to grow old in – 7 in 10.**
 - **So despite key issues that are of concern, the overriding feeling is that Ireland is a good place to be over 50.**

**SECTION 6:
Brands and Switching
Behaviour**

Brand Gazing: Most Popular Brand Over the Next 12 Months

(Base: All Adults Aged 50+ - 500)

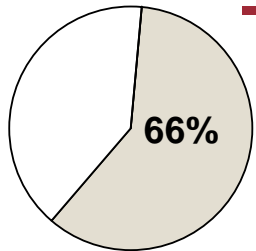


Over 113 different brands mentioned and no single consensus on brands that are growing in popularity is indicative of a weak connectivity between the wider brand landscape and this over 50 cohort.

All others 2% or less including Tesco, Supervalu, Vodafone, Barrys Tea, Nokia, Airtricity

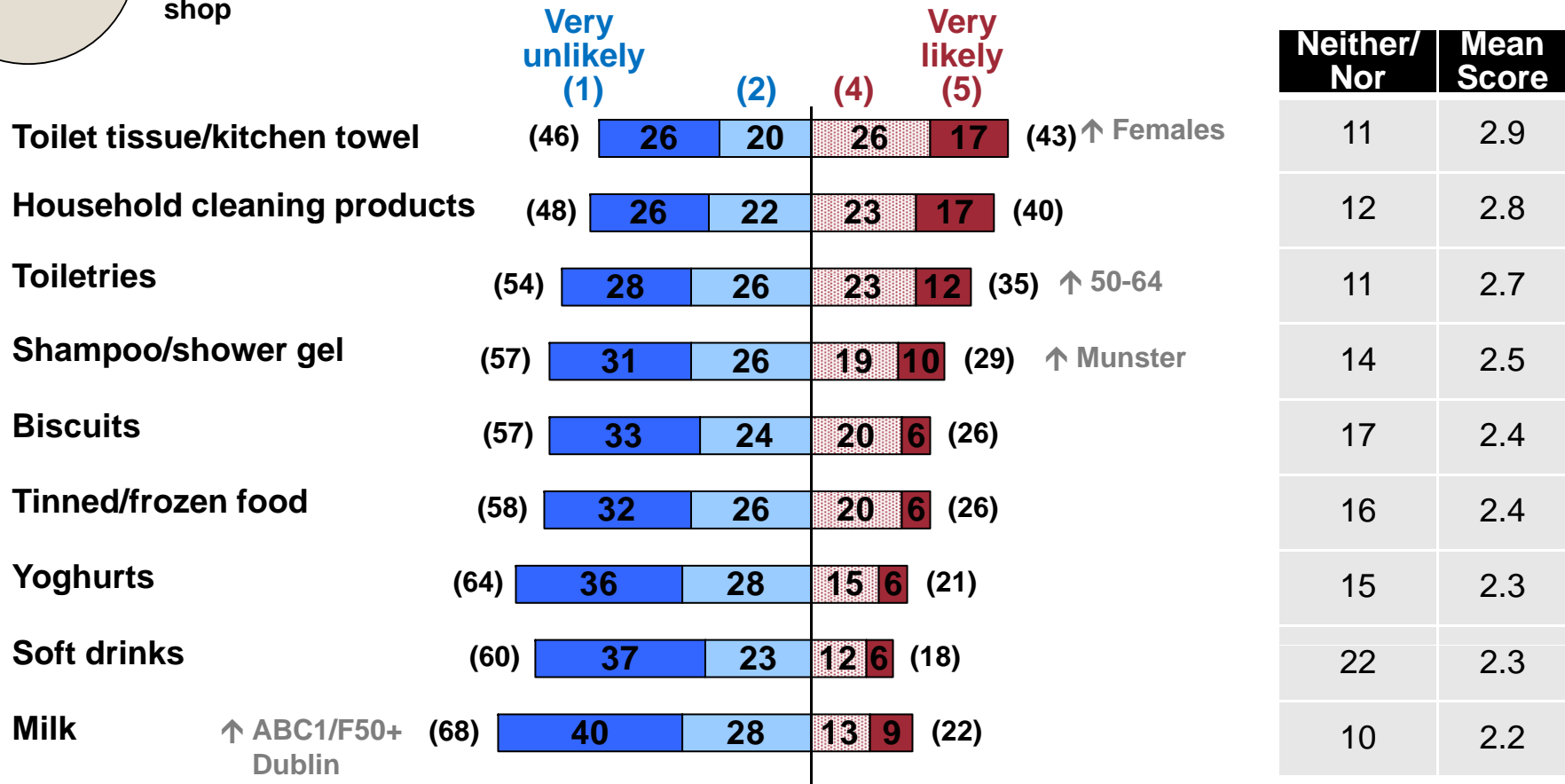
(Q.21)

Likelihood to Switch from a Premium Brand to an Own Label Brand – I



(Base: All adults aged 50+ who are responsible for the grocery shopping - 331)

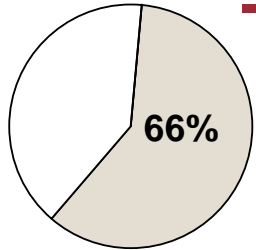
Responsible For main grocery shop



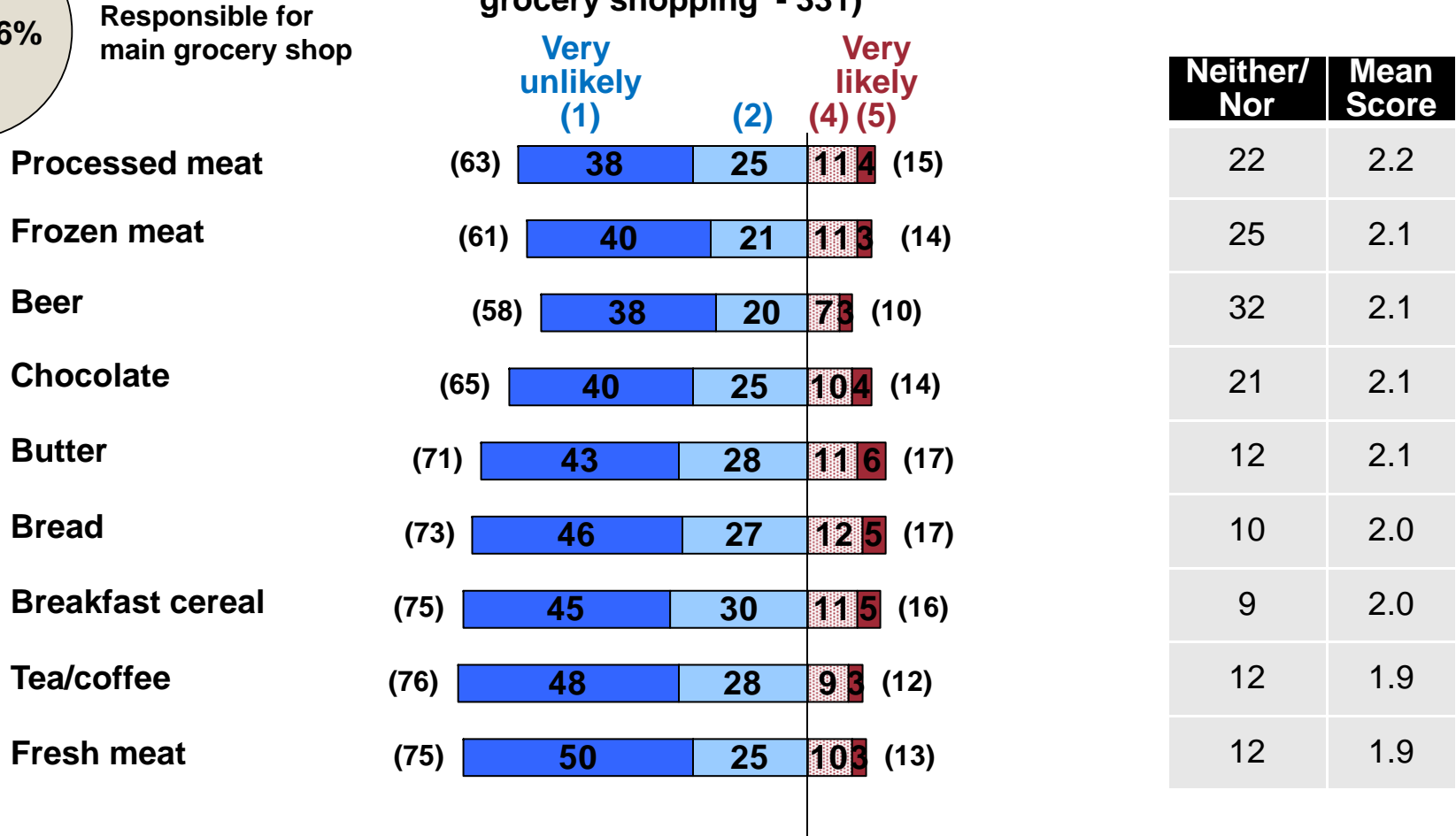
The likelihood to switch from premium brand to an own label brand is more prevalent with generic cleaning products with 2 in 5 saying that they would be likely to switch. Over 1 in 3 say that they would switch their toiletries to own label brands. This is higher for the 50-64 year old category. Nearly 7 in 10 say they are unlikely to switch their milk brands.



Likelihood to Switch from a Premium Brand to an Own Label Brand – II



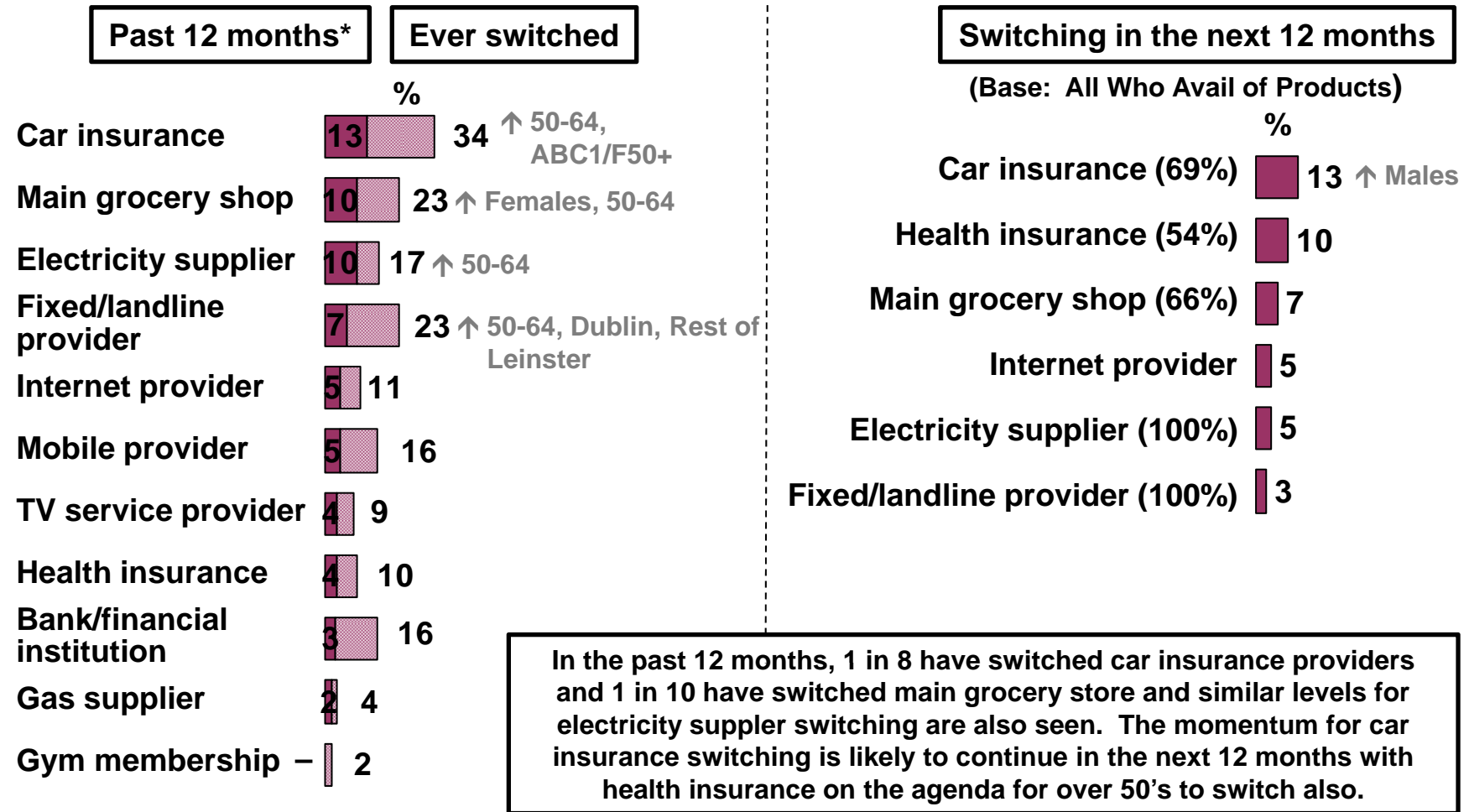
(Base: All adults aged 50+ who are responsible for the grocery shopping - 331)



There is a notable lower willingness to substitute food and drinks over more household consumables from premium to own label brands, with fresh meat, tea/coffee and cereals being those least likely to be switched.

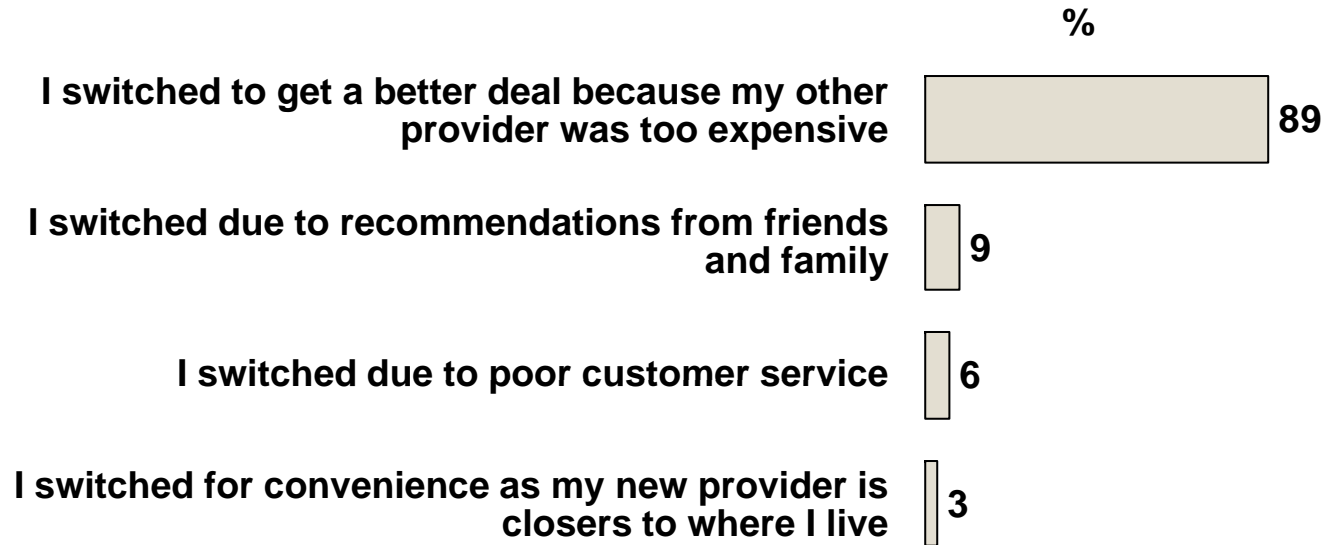
Switching Behaviour

(Base: All Adults Aged 50+ - 500)



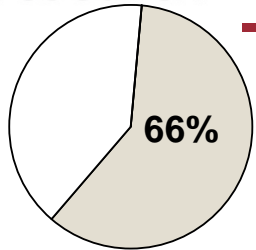
Reasons for Switching

(Base: All those who switched in the past 12 months – 160)



The main reason for switching for those respondents who have switched in the past 12 months, is to avail of a better deal with regards to price – circa 9 in 10.

Spending More or Less Versus 12 Months Ago



(Base: All adults aged 50+ who are responsible for the grocery shopping - 331)
Responsible for main grocery shop



Less <



More >



The same

Fresh fruit and vegetables



56

Fresh fish



61

Food with added vitamins



70

Own brand goods



72

Health supplements



70

Toiletries



81

Branded goods



76

Alcohol



69

Confectionery



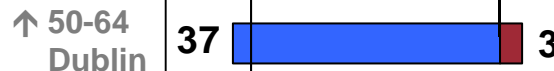
64

Clothing goods



61

Ready made meals

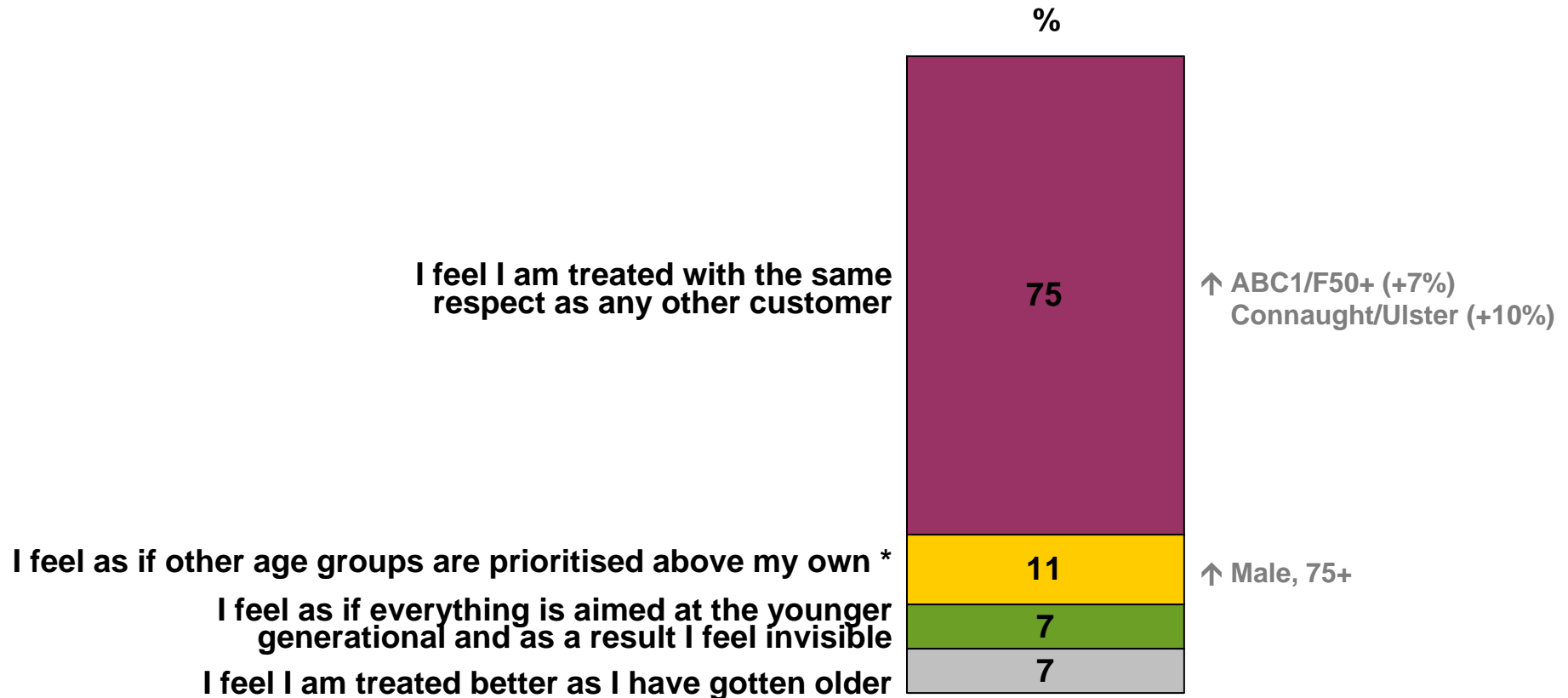


60

Over 2 in 5 are now buying more fresh fruit and vegetables versus 12 months ago. This is true for females aged 50-64 more than other cohorts and supports the willingness to spend more on healthier foods by over 3 in 4. Nearly 2 in 5 have reduced purchasing ready made meals and over 1 in 3 have bought less clothing and confectionery goods.

Valued as a Customer

(Base: All Adults Aged 50+ - 500)



3 in 4 over 50s in Ireland feel that they are treated with the same respect as any other customer when purchasing products and/or services. This is felt higher among those from an ABC1/F50+ background from Connaught/Ulster. Over 1 in 10 however, feel as if other age groups are prioritised above their own. This sentiment is highest among males aged 75+.

* Caution small base size

Summary: Brands and Switching Behaviour

- **There is a distinct lack of any strong consistent affinity or connectivity to brands from the over 50 generation. This is symptomatic of the lack of consistency in perceived popular brands for the coming 12 months and wide disparity with 113 different brands being mentioned.**
- **Over 50's are active switchers with 1 in 3 switching a product/service provider in the past 12 months:**
 - **Switching is driven strongly by cost savings and pursuit of value and for over 50's in the coming year switching of health insurance providers is a new addition to the switching agenda.**
- **Switching to own label brands from premium brands is more likely to be for general household consumables such as cleaning products, kitchen products and toiletries rather than foods and in the past 12 months, 2 in 5 are spending more on fresh fruit and veg and 1 in 3 spending more on fresh fish.**
- **Overall 3 in 4 over 50's in Ireland feel that they are treated with the same respect as other customers.**

Key Research Learnings

Finance

- **50+ impacted moderately by recession but those of working age hit particularly hard.**
- **Those still working feeling the pressure to maximise provisions for retirement and later in life.**
 - **An increasingly difficult task in light of more than 7 in 10 reporting significant decreases in income. Ironically this erosion of income arguably sharpens focus on providing financially for the future while resources to do so are diminishing.**
- **Abstinence is the fiscal tool of choice for the majority to provide for the future with daily spending being closely monitored while at the same time bigger ticket spend items such as new cars, holidays and home improvements are being delayed or cut out.**
 - **Smaller proportion (circa 1 in 5) are looking at a more restructuring of finances approach via changing savings/investments, adjusting retirement plans and increasing contact with financial institutions.**
- **6 in 10 currently have a pension and this indicates the potential difficulty that may be felt by 4 in 10 without, at such a close age to retirement.**

Lifestyle

- **While 8 in 10 over 50's own a mobile phone it is interesting that use of a landline phone is more frequent than their mobile.**
- **Overall the 50+ generation are relatively satisfied/positive about themselves and how they feel with a majority feeling good and optimistic, and similarly they are upbeat on the whole about their personal future.**
- **In contrast to a more positive personal outlook, over 50's have an overwhelmingly negative view of Ireland and the Irish Government currently.***
- **The ideal retirement age is 64 with those who are yet to reach this age more likely to want to retire straight away but those over 65 are more convinced that a gradual slow down is better:**
 - **Overall the majority (7 in 10) prefer the gradual retirement route.**

** NOTE: Research conducted two weeks prior to 2011 General Election.*

Health and Wellness

- **Overall 3 in 4 over 50's in Ireland consider themselves to be fairly/very healthy.**
 - **Currently 3 in 4 engage in some physical exercise with over half (52%) being regularly active and exercising with walking being the preferred activity.**
 - **For those who aren't active, the key reason is injury/disability/medical conditions.**

- **Over half have private health insurance but this is strongly skewed to higher social classes, while medical cards are also popular (just under half have). These are more likely to be lower socio economic cohorts.**

- **The majority of over 50's are mindful of eating healthy to some degree, with just 1 in 5 (19%) stating that they are not at all conscious about the kind of food they eat:**
 - **Healthy eating is translating to 3 in 4 over 50's willing to spend more on healthy foods.**

- **Future costs of health care are a concern for 2 in 3 over 50's with younger cohorts more concerned as they have yet to make arrangements for this healthcare. The unknown around actual cost undoubtedly is adding to the anxiety felt.**

Life Online

- **Almost 2 in 5 over 50s access the internet every 2-3 months and do so predominantly at home using an even mix of PC and laptop as the main channel of access.**
- **There are a wide range of websites visited by over 50's who are online with Google being most popular but Facebook is the second most popular with 1 in 5 visiting most often.**
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research