



Asians differ in their approach to ageing

170,000 online consumers aged 50+ responded to our SilverPoll™ in January, revealing dramatic differences not only between the Australians (western culture) and the rest of Asia, but also among the Asian cultures of Japan, China, Hong Kong, Singapore and India.

Some highlights from the study:

- Most agree that companies are far more interested in marketing to younger consumers (44%) particularly so in India (66%) the youngest age profile among countries surveyed.
- Australians (46%) and Japanese (55%) are likely to feel 5 ~ 10 years younger than their real age compared to other markets where 50% feel the same age or older
- Most are happy with their current age except the 50+ in Hong Kong, who prefer their years between 20 ~ 40 (56%)

Watch out for our future newsletters to reveal more about the 50+ attitudes to retirement and the effects of age.

[Request a copy of the report here.](#)

Fact or Fiction?

By 2018 the population of 50+ citizens in China will exceed the entire population of the USA. True or False?

Scroll down to find out

Other top stories from our blog:

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- [Music to the ears of Japan's seniors](#)
- [Author rejects norms of older people](#)
- [Grey population explosion Asia vs. G7 countries](#)
- [The ski industry responds to ageing](#)
- [Novel retirement communities](#)
- [The \(Benjamin\) Button Effect](#)



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SILVER NEWS

P.V.Narayanamoorthy joins as Head of Insights

A legend in his native India and regionally, Moorthy is working with our Silver3D database to prepare our SilverMattersreports and generate consumer insights.

170,000 responses to SilverPoll online study among 50+

Probably the largest study ever conducted among the 50+ group in Asia Pacific. See lead article.

Silver CEO moderates panel at Retirement Asia Conference

This very successful conference took place January 15th/16th in Singapore. Jointly organized by AARP and Council for Third Age.

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Fact or Fiction