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Older market resilient in recession

According to [research just released](#) in the UK:

- Over 25% say the recession has had little or no effect with a third reporting that they have not changed their spending patterns
- Over 60% say the recession has resulted in them only making a few cutbacks in their expenditure
- Despite older people holding 80% of savings and investment assets in the UK, the fall in interest rates has seriously affected only 20% of respondents.
- Not all of the news is so positive - 12% have cut back drastically on spending
- The 50-plus are giving far more financial support to their families than they are receiving

[Read the full story and download the report here.](#)

This study covering 1,600 older people across the UK, was conducted by [SILVER advisory board member, Dick Stroud \(20plus30\)](#) UK's leading authority on marketing to the 50-plus, together with research firm [Mature Insights](#).

Fact or Fiction?

OLDER CONSUMERS RELATE TO IMAGES OF PEOPLE THEIR SAME AGE

Scroll down to find out

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Fact or Fiction

False! According to [research](#), people think of themselves about 13 years younger than their real age. So someone in their 50's is more likely to relate to images of a younger person. However, our [SilverPoll](#) of 170,000 people (50+) across Asia Pacific revealed that people in India, Hong Kong and Singapore see themselves 'the same age or older' while in Japan, Australia (and to some extent China) people are more likely to see themselves younger.

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SILVER NEWS

Chris Beaumont -
our 'man in Japan'

From his early background as a statistician in the UK, 'people' have been to the fore of Chris' work.

A strategist at heart, he spent a decade as an academic at the London Business School. He's worked across Asia-Pacific in various strategic and leadership roles.

He is now also a Professor at Tokyo University, as part of their Global Centre of Excellence initiative.

[Read more about Chris here.](#)

SILVER explains
'opportunities of ageing' to
the Kiwi's

On May 28, Kim Walker presented to a breakfast meeting of the New Zealand Chamber of Commerce in Singapore.

[Photo's here.](#)

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