

Having trouble viewing this email? [Click here](#)



Asia's 50-plus Are Happier Than Younger Folks?

IPSOS/Reuters Global Poll Reveals:

71% of people over 50 across China, Japan and South Korea said, that 'Taking all things together' they were either 'very' or 'rather' happy. This compares with just 68% for those under 50.

The data was drawn from a global study of 23,000 online respondent across 23 countries.

Among the three Asian countries covered, the older group in China were the least enthusiastic with only (63%) claiming happiness and the largest share of unhappy folks (37%) but the younger cohorts were even less happy! (42%).

On the other hand, Japanese seniors were happiest (78%) and least likely to be unhappy (22%). One thing the Japanese were united on was their dissatisfaction with 'the way things are going in your country today' with the 50-plus group registering 78% disapproval. No wonder we've just seen the election of a new party for the first time in 50 years!

This supports conclusions reached in a recent article from the BBC. [Click here to read it.](#)

Marketing to Baby Boomers

2-DAY CONFERENCE: SINGAPORE

Engaging the 50+ Market with Successful & Age Friendly Marketing Strategies

19 - 20 November 2009,
Singapore Marriott Hotel

[Click here for more details and get a 20% discount from the organizers for SilverTips readers](#)

Fact or Fiction?

"Companies are far more interested in designing and selling products to the young rather than their parents" is thought most by seniors in India and least by those in Japan.

[Scroll down to find out](#)

Top stories from our blog:

- [New software helps 50-plus drivers stay sharp](#)
- [Sex get better over 50: Study](#)
- [Japanese seek fountain of youth in collagen](#)
- [Ageing takes it's toll on jazz](#)
- [The 'Wizard of Oz' turns 70](#)
- [Older investors more likely to use traditional brokers](#)
- [Free eye tests for 50+ in Australia](#)
- [App turns iPhone into a hearing aid](#)
- [What happens when boomers stop buying?](#)



ISSUE 5
September 2009

SILVER NEWS

SILVER to Chair 'Boomer' Conference In November

Silver is a 'strategic partner' and co-chair of the 'Marketing to Baby Boomers' conference being held in Singapore on November 19~20. Readers of SilverTips will receive a 20% discount from the organizers. [Click here for details.](#)

Radio Interview On BFM 89.9

Here's an interview with CEO, Kim Walker on BFM 89.9 radio, Kuala Lumpur, Malaysia. On July 20th, 2009.

[Click here to listen](#)

Breakfast Speech to MRSS

The Market Research Society Singapore hosted a "Wealthy, Wise and Waiting" breakfast talk by SILVER on July 30th at the Grand Hyatt Singapore

[Click here to learn more about MRSS](#)

[Join Our Mailing List!](#)

- ["Silver market" offers rewards in China](#)
- [Guru advises Korea to build 'Silver Town' for Japanese seniors](#)
- [Ad mag says it's tricky to appeal to older consumers](#)
- [Tragic reminder of the special needs of older travellers](#)
- [Electric bikes a boomer opportunity](#)
- [Hong Kong to launch portal for seniors](#)
- [Boomer Business Fails On a Fundamental](#)
- [Fashion and Beauty brands using more 'age appropriate' models](#)
- [A slow-burning fuse - Economist Report](#)
- [GPS shoes for Alzheimer's patients](#)
- [Nintendo uses nostalgia to win mature gamers](#)
- [US mags & newspaper grapple with ageing readership](#)
- [Tesco boss predicts new markets & services with ageing populations](#)
- [Baby boomers, seniors gamble most](#)

Fact or Fiction?

TRUE! According to our [SilverPoll](#), of 170,000 people (50+) across Asia Pacific, agreement with that statement by country was: India 66%, HK (SAR) 48%, China 47%, Australia 38%, Singapore 30% and last Japan at 28%.

Not surprising given the 'super-ageing' status of Japan where companies are now responding to the need and to the massive opportunities.

Silver Group Pte Ltd | www.silvergroup.asia

[Forward email](#)



This email was sent to kim@silvergroup.asia by info@silvergroup.asia | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Silver Group Pte Ltd | HarbourFront Centre | PO Box 26 | SG | 910930 | Singapore