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Dear Kim,

Asia's Silver Elites Show Their Spending Power

Synovate PAX study indicates power spending beyond the obvious

[Download Summary Report Here](#)

The PAX study covers the top 30% most affluent and influential consumers across 10 markets of Asia Pacific.

As expected, the 50+ group have higher likelihood than younger (25-49) consumers of owning financial and investment products, offshore investments and real estate, but there's more.

Even in home entertainment, they show their power:

	25-49	50-64
Digital Still SLR Camera	99.0	103.2
DVD Player Recorder	97.8	107.0
LCD TV/Plasma TV	98.8	103.9
HD TV	99.7	101.0

N.B The Index shows the likelihood that ownership will be from someone in that age segment relative to the total elite sample.

In terms of luxury items too, the 50+ group show higher incidence of ownership when it comes to designer clothes, leather, jewellery and watches.

For specific country details or more information contact; info@silvergroup.asia.

LAST CHANCE

Marketing to Baby Boomers

2-DAY CONFERENCE: SINGAPORE

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

19 - 20 November 2009,

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

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SILVER NEWS

CNBC Squawk Box talks to SILVER

To see Kim Walker's Live interview (October 23rd) [Click here.](#)

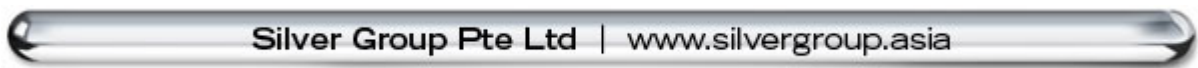
"Get Your Share Of US\$2trillion"

This was the title of Kim Walker's speech to the Breakfast Club of the British Chamber of Commerce in Singapore on November 17th.

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