



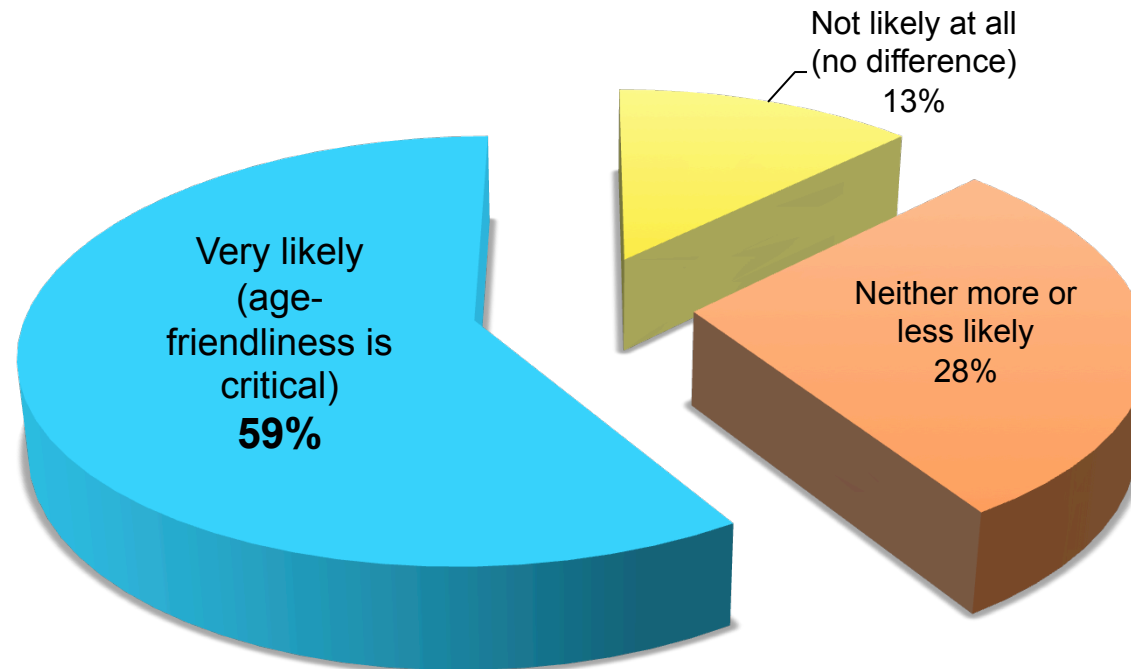
Unlock the power of the 50+ Market

SILVERAUDIT

SilverPoll™. April 2011

Age-Friendliness a Deciding Factor

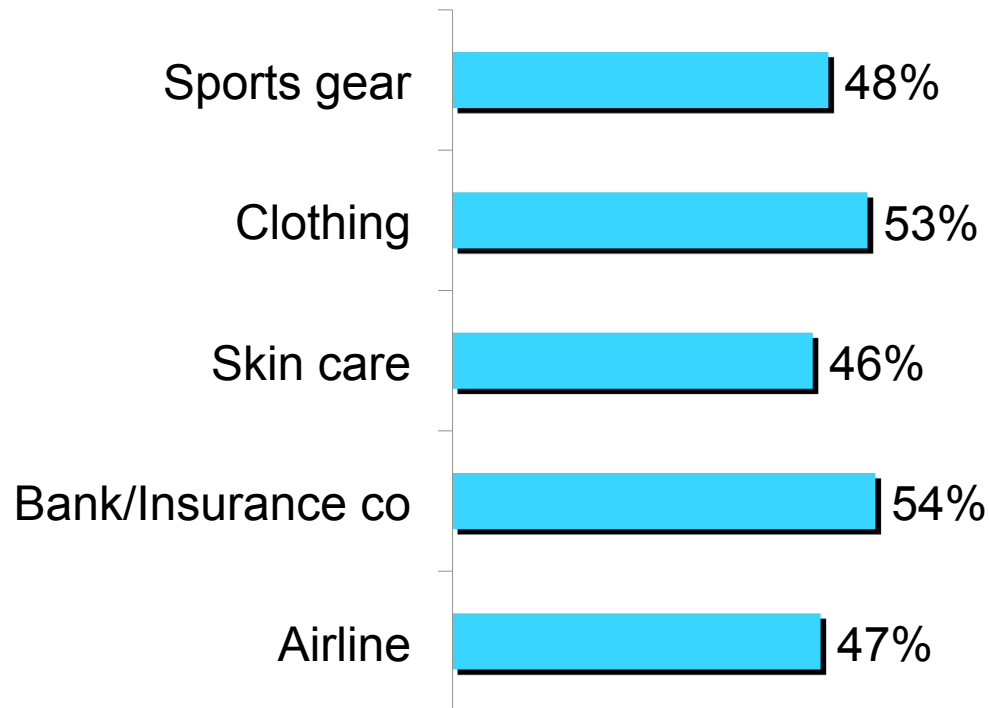
Question: How likely are you to buy a product or service from brands if they are age-friendly when compared to one that makes you feel old or excluded from their customer mix perhaps due to a focus on youth?



SilverPoll™ (online)
Area = Singapore
Period = 23/02/2011 - 10/03/2011
Responses = 14,908
Gender = Male / Female
Age = 50 yrs and above

'Age-Friendliness' Affects All Categories

Question: How likely are you to buy a product or service from X business if it is age-friendly when compared to one that makes you feel old or excluded from their customer mix perhaps due to a focus on youth?

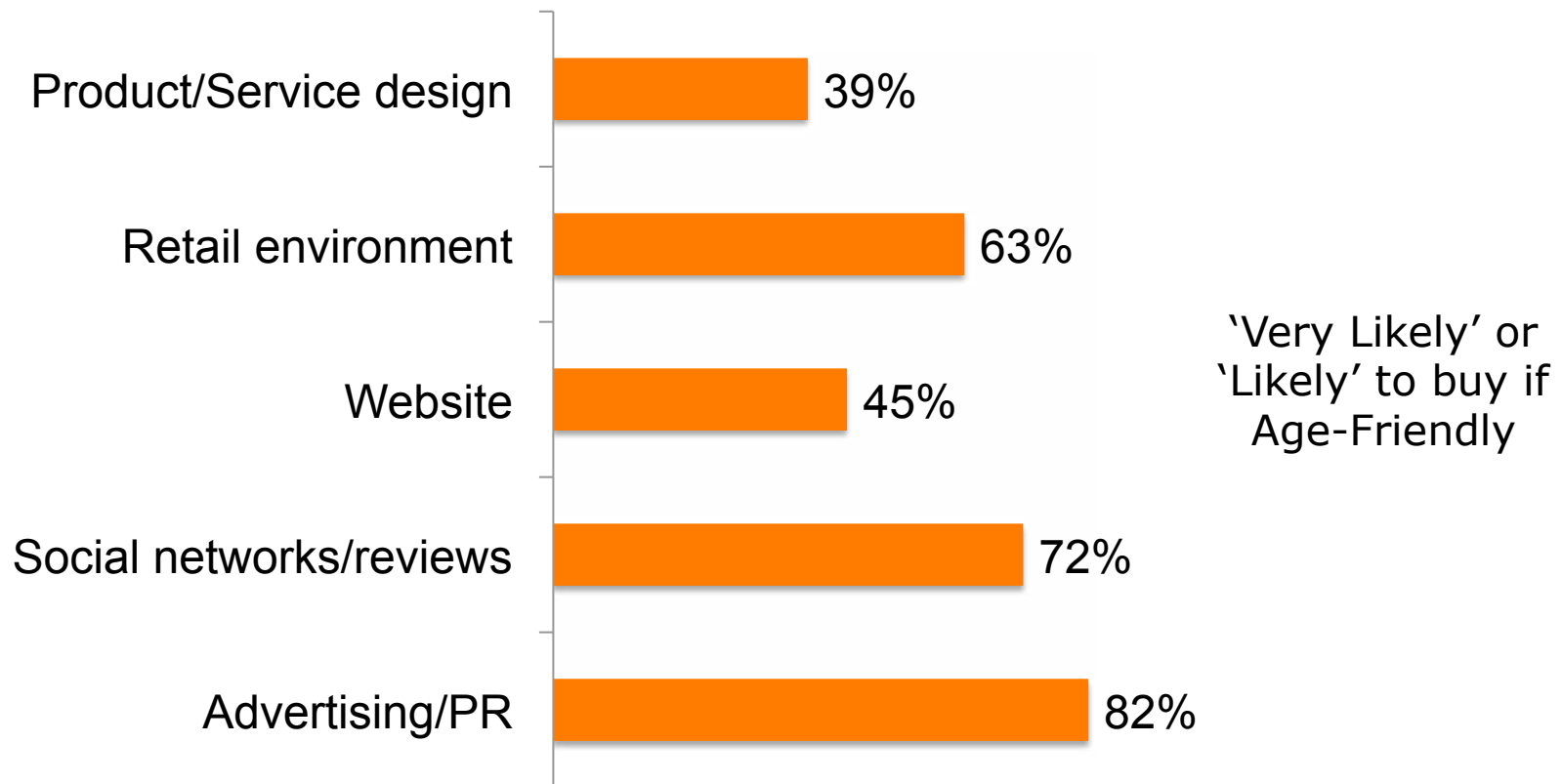


'Age-friendliness'
critical to choice

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Roles in an Age-Friendly Customer Journey

Issue: When deciding to buy a product or service, how important is it that X makes me feel comfortable with my age and welcomed as a customer?



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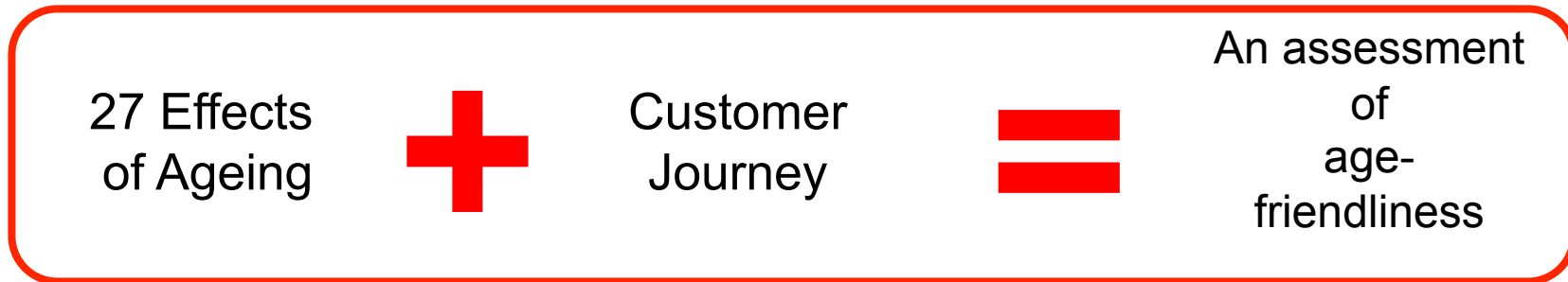


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The world's first process to help businesses and brand owners understand, measure, track and ultimately remove the barriers between them and older customers.

By becoming more age-friendly, brands can unlock the vast spending power of mature customers.

Making the connections



- PHYSICAL
- SENSORY
- COGNITIVE

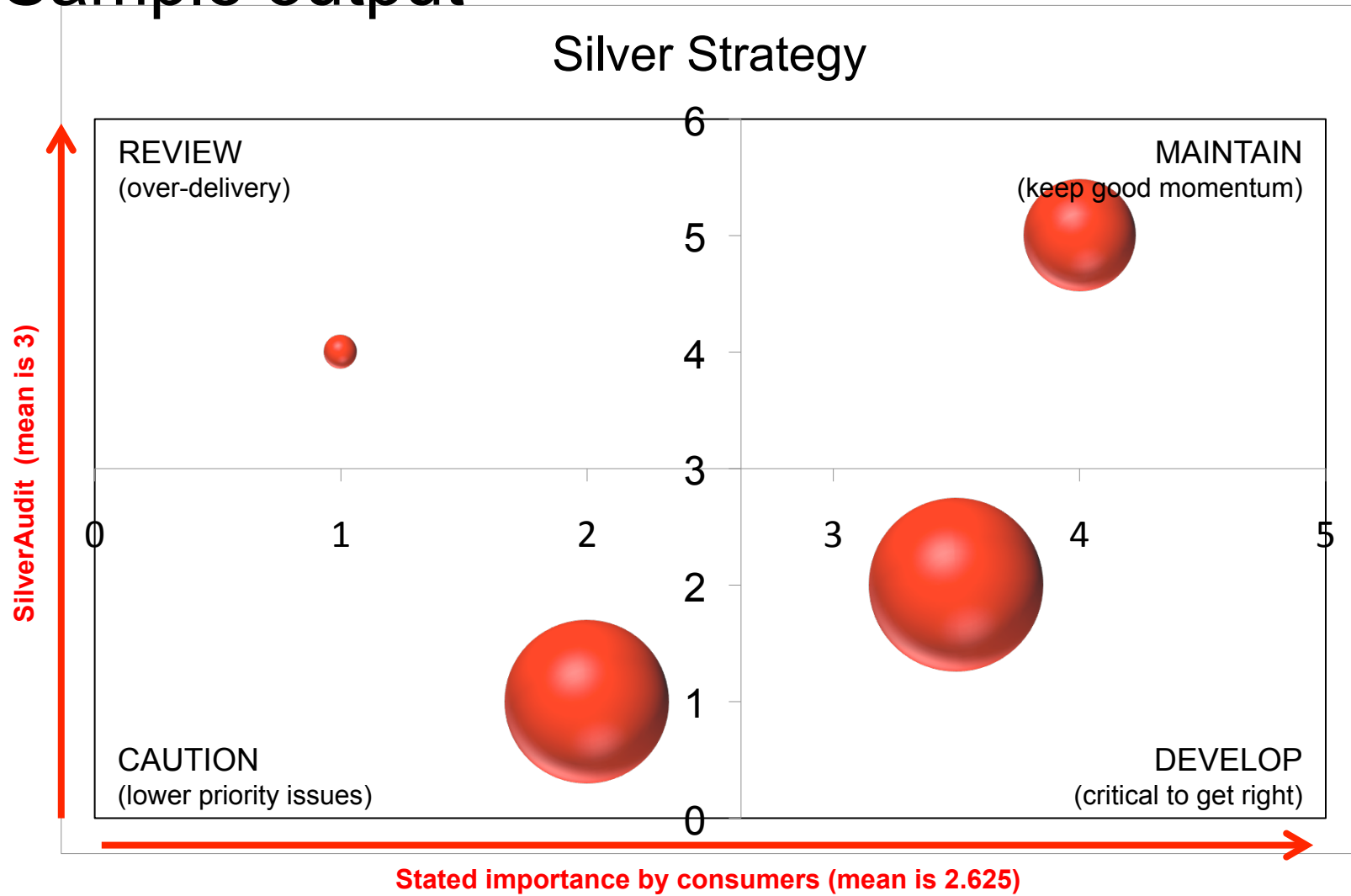
- ONLINE
- COMMUNICATIONS
- PHONE SALES/SUPPORT
- PRODUCT
- RETAIL

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Recommended Procedure



Sample output



Bubble size denotes SILVER READINESS INDEX of touch point
 Note: sample data for illustration purposes only



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*Connecting you to the **50+** market*

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**SILVER is the most insightful
and informed authority
helping businesses to
leverage the rapidly growing
50+ segment**