



# SILVER

## SilverPoll™

January 2009

### INTRODUCTION

The online poll was conducted in six key countries of Asia Pacific between 23/12/08 - 08/01/09. The countries were chosen so as to offer diversity in opinions covering Anglo-Saxon, Confucian and Indian cultures and a mix of developed and emerging economies as well as old and young population profiles. The respondents were males and females 50+ years. The survey was conducted only in English which probably explains the disproportionate responses by country: We must also keep in mind when reviewing the findings that this sample is, by definition, skewed as it polled on-line/internet users only.

Singapore	40,003
Japan	2,011
India	37,123
Hong Kong	32,109
China	3,553
Australia	55,332
TOTAL =	170,131

### MANAGEMENT SUMMARY

- Clear and expected cultural differences emerge across the region in terms of attitudes to age, ageing retirement and post-retirement responsibilities – perhaps more than other consumer segments, ‘one-size-fits-all’ will not work when addressing the senior market across the region.
- Differences are also evident among societies already experiencing the age-shift (Japan and Australia) - the dynamics of a country ageing has an effect that transcends national characteristics
- Modern, ‘open’ Asian cities like Singapore and Hong Kong share attitudes and show signs of maturing with their rapidly ageing profiles - segmenting by rural / urban is as important as by country region.

This relatively affluent and time-rich group present distinct opportunities to marketers who can understand their needs and wants and deliver products and services to them without referencing their age. Therein lies the secret.

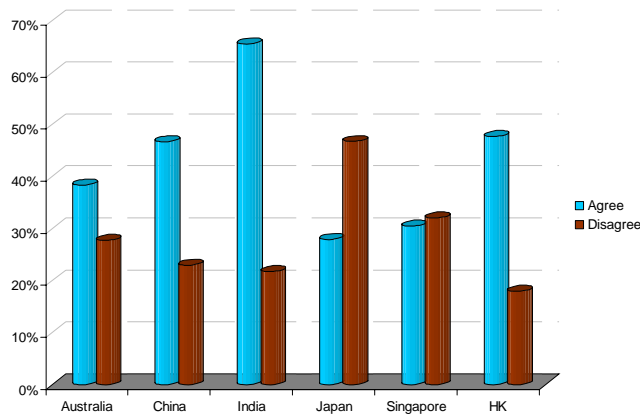


## REPORT

### Feeling Neglected?

Given that over 90% of marketing funds are skewed to younger consumers, it's not surprising that most feel that "Companies are far more interested in designing and selling products to the young rather than their parents." Interestingly, the greatest 'disagreement' comes from the more advanced ageing societies; Japan, Australia and Singapore.

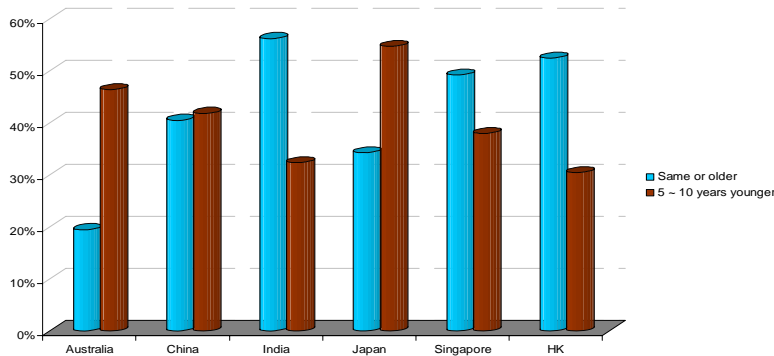
Young focus - Seniors neglected?



### Older Not Old, And Not All The Same

True to their generation, ageing baby boomers who have enjoyed success through the post-war boom, are more demanding, have high self-esteem and a positive attitude towards ageing, particularly among respondents from Australia, China and Japan (...feel 5-10 years younger than their age...). The majority of respondents feel, the most annoying thing about ageing - besides physiological changes beyond their control - is "being categorised as an old person".

How old do you feel?





### The Best Years Of My Life?

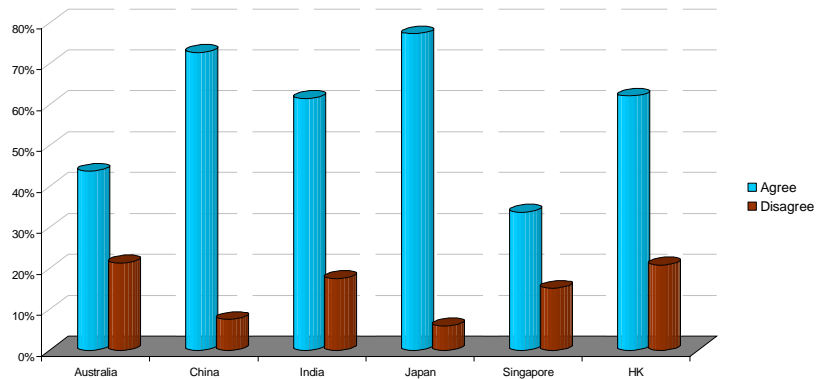
By and large, 50+ in APAC seem happy in their age (50+) with Australia and China being most content. Japan, Singapore and Hong Kong seem to relish their younger years more.

	Australia	China	India	Japan	Singapore	HK
30 ~ 40	19%	19%	9%	18%	18%	21%
40 ~ 50	9%	9%	12%	24%	5%	3%
50 ~ 60	44%	42%	30%	28%	29%	24%
60 ~ 70	18%	17%	18%	17%	11%	3%

### East vs. West. Family vs. Self

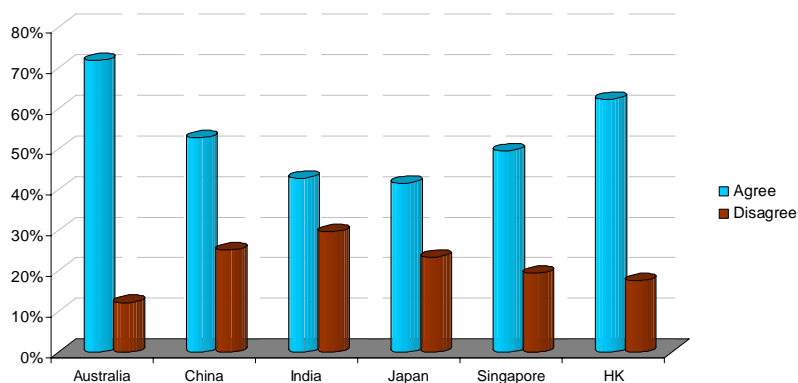
There is definitely an East/West divide in attitudes towards obligations to family and self among the 50+ sector. Among countries where the culture is predominantly Asian or Confucian, SilverPoll finds that the welfare of the family remains a top priority even after retirement more-so than the 'westernised' outlook in Australia and to a degree, Singapore.

Family welfare remains priority



In general, today's 50+ are more educated, more independent and attracted to more sophisticated products and services than their predecessors. At this stage of their life, most feel that it is time they reward themselves for the years of hard work providing for others. They want to keep working, travel, find new things to do and to stay connected.

Reward myself in retirement





### To Spend Or Not To Spend?

Given the current economic situation, most 50+ say that they would be thrifty but would still spend if the expenditure is justified. They are uniformly determined to continue to travel (something they have both the time and money to do) or place their funds in investments for their children's education or welfare, in the case of the Asian countries.

	Australia	China	India	Japan	Singapore	HK
Worried about uncertain economic conditions	19%	14%	18%	18%	18%	13%
Preparing for unforeseen emergency expenditures	9%	17%	12%	16%	13%	11%
Retirement	5%	7%	10%	9%	9%	13%
Investments	12%	6%	6%	7%	7%	8%
Purchase of car or motorcycle (new or used)	5%	3%	6%	1%	1%	3%
Purchase of home/property	7%	4%	4%	4%	4%	2%
Upgrading home/renovations	11%	2%	11%	7%	5%	8%
Purchase of expensive consumer electronics	3%	1%	3%	2%	3%	3%
Personal travel/holiday	12%	12%	8%	11%	14%	6%
Personal education or new learning	5%	4%	5%	6%	6%	9%
Children's education/welfare	3%	16%	10%	7%	11%	14%
Invest in my personal health and wellness	5%	7%	2%	5%	3%	4%
More personal pleasures (dining/entertainment)	2%	5%	2%	4%	4%	2%
More personal luxuries (clothing, jewellery)	3%	1%	3%	3%	1%	1%
Computer or mobile phone	1%	2%	2%	1%	2%	3%

### WINNING IN THE 50+ MARKET

There are three key success factors that companies need to embrace in order to attract and win the 50+ consumer:

1. **Universal Design** - Products and services are designed to accommodate the practical and emotional needs of young and old without an overt reference to either;
2. **Ageless Marketing** - employing strategies such as retail placement and product labelling that make product selection easier;
3. **Inclusive Communications** - Ensure that older consumers are not alienated by messages that are unnecessarily skewed younger or which simply don't reach the 50+ audience through chosen media.



## ABOUT SILVER

Silver is the only strategic marketing consultancy focussed on the 50+ segment in Asia Pacific and a leading authority to Inform, Advise and Connect global marketing companies to translate its unique insights into the right products, policies and services for the rapidly growing 50+ populations in APAC.

Our assignments usually begin with one of three services:

- **Audit** - An evaluation of the company/brand's age-friendliness. Measurement and report based on personal assessment against the 13 Sensory, Physical and Cognitive effects of ageing across key marketing and retail touch points.
- **Research** – Re-analysis of client data, Silver3D, SilverPoll and bespoke research into the 50+ consumer markets.
- **Ideation workshops** – Half or one-day workshop to explain and explore the 50-plus market opportunity and arrive at specific initiatives to build business.

Blog: <http://silvergroup.asia/blog/>