



Silver
Marketing
Association

Fifty Shades of Silver

Segmenting the over 50s by age, lifestyle and life-stage



In collaboration with



2023

50 Shades of Silver is a practical and pragmatic guide for use by marketers as a reference tool to develop meaningful campaigns, segmenting this diverse consumer group, first by age and then by lifestyle and life-stage. It has been produced by the Silver Marketing Association in partnership with Pure Retirement and Let's Talk Ageing. We hope that you find it useful.

Contents

Executive Summary	3
Contributors	3
Part 1: Segmenting the over 50s	
Understanding our Customers through distinctive age groups	4
The 3 Cohort Groups	5
Cohort Group 1 aged 50-64	6
Cohort Group 2 aged 65-74	7
Cohort Group 3 aged 75+	8
Preferred Response Channels	9
Part 2: There's more to it than just age	
Platinum Retirees	10
Rural Affluence	12
Stable Silvers	14
Prudent Householders	16
Rural Retreaters	18
Comfortable Seniors	20
Careful Tenants	22
Just About Managing	24
Part 3: Emerging Categories	
Singles	26
Queenagers	26
Living with Dementia	27
Restless Retirees	27
Where next?	27

With thanks to the Centre for Ageing Better Age Positive Image Library for many of the photos used in this guide.

Contributors



The Silver Marketing Association connects and informs businesses and individuals who have a shared interest in ethical marketing to the 50+ demographic.



Let's Talk Ageing are a communications specialist, totally focused on supporting organisations to connect and engage more effectively with the older and elderly UK consumer.



Pure Retirement are a Lifetime Mortgage Lender, committed to supporting the later life market.



Mash Marketing provides support on effective brand positioning, helping businesses to better understand and engage their target audience.



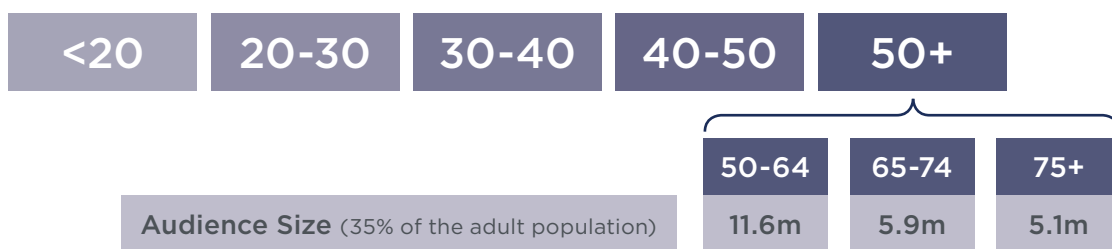
Introduction

The UK has an increasingly ageing and diverse population with over 22,500,000* consumers aged 50+. This represents over 35% of the UK population.* It can be difficult to relate to and communicate with this complex older audience.

Marketing and advertising professionals tend to categorise the over 50s as one generic group. Yet there's a lifespan of over 30 years, and this could be up to 50 years of many stages, not just age but health, wealth, work and family.

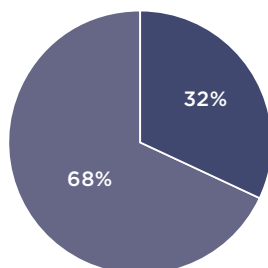
Diagnosing the problem

The over 50s span up to 50 years. Imagine looking at ages 0-50 as one age group!

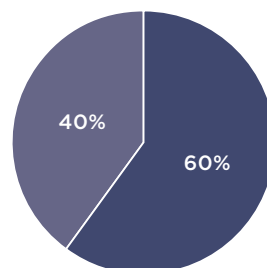


It's a challenge for marketing teams who want to focus on this growing demographic who hold 60% of the country's wealth and to target them effectively and accurately.

Share of Population by Age (ONS)



Share of Wealth by Age (GOV.UK)



Legend:
 0-54
 55+

*ONS Census Survey 2021, England & Wales only.

Segmenting the over 50s

Understanding our Customers through distinctive age groups

A good place to start is to consider this audience not as one vast group of 50+ individuals, but to recognise that there are many different cohort groups, each with their own subtle, but distinctive behavioural traits and attitudes.

One method of breaking down these cohort groups is to segment the 50+ audience into distinct age groups - it allows us to better understand their attitudes and behaviours, enabling more targeted and tailored communications.

Whilst there are constantly evolving cohort groups within the 50+ audience, Let's Talk Ageing have identified three current distinct groups. (A fourth cohort age group of consumers aged 85+ is currently being evaluated). Drilling down on each of these cohort groups, provides a picture of their key characteristics and how best to target these audiences via their preferred communication channels.

Looking forward, these cohort driven age groups will continue to evolve in the future whilst new consumers feeding into each segment may well possess different traits and behaviours from the current identified groups. For example, the current cost of living crisis could impact future consumer behaviour and growing digital confidence may well result in older 75+ consumers being more digitally active, than many are today. Changes in health are also an important consideration which can impact buying decisions and lifestyle at all ages.

The 3 cohort groups



Cohort group 1: Consumers aged between 50-64

Representing over 11,600,000* consumers, this group were all born between the late 1950s and up to the early 1970s, growing up in a period of **freedom** and **impulsiveness**.



Cohort group 2: Consumers aged between 65-74

Representing over 5,900,000* consumers, this group were all born between the post war years and up to the early/mid-fifties, growing up during a period of **discovery** and **liberation**.



Cohort group 3: Consumers aged 75+

Representing over 5,100,000* consumers, this group were all born pre, during or immediately post WW2 and grew up in a period of **austerity** and **thriftiness**.

Cohort group 1: Consumers aged between 50-64



Cohort group 1 is highly complex and diverse, representing over 50% of the entire 22,500,000* UK population aged 50+

Key Characteristics & Attributes

- Significant numbers are time poor and impatient, with many being 'risk takers'
- Majority are still in full-time employment, but many are fearful of losing their jobs
- Increasing concerns about the affordability of retirement and lifestyle impact
- Relatively low levels of personal savings, countered by uplift in financial inheritance
- Household financial pressures and on-going debt consolidation and mortgage repayment
- Many continue to financially support their children post education completion (BOMADs - the Bank of Mum and Dads!)
- Caring for elderly relatives as well as children, often classified as the 'sandwich generation' is prevalent
- Key triggers being children's weddings; birth of grandchildren; divorce; second families
- Majority are still able to take regular exercise with many leading a healthy existence
- Increasing numbers of close family bereavements

"I'm time poor, tell me quickly what the deal is"
"I'm worried about the future and potential lack of money"

"I'm a spender but am concerned about how much debt I owe"

Reaching this cohort group cost effectively...

To optimise engagement and potential responsiveness, it's essential to focus on digital channels to maximise their key channel preferences, as the majority are tech savvy and high users of many digital, mobile and social channels.

96%+ have accessed the internet in the past three months, with over 86%+ using the internet on a daily basis. These figures highlight the high level of digital confidence within this cohort group*

Core Communication Channel Preferences

- Media consumption is mainly on-line, this group being confident with on-line and transacting, including on-line banking and retail purchasing
- Email is an essential communication channel with up to 60% open rates[#]
- Facebook is the dominant social media channel, with over 90% using it as a vehicle to engage with family and friends^{**}
- TV consumption is a growing part of everyday life, partially the result of lockdown, with many consumers watching in excess of 3-4hrs per day⁺⁺
- On-line news content is popular, with reducing levels of interest in off-line newsprint
- Listening to radio, podcasts, audio and catch-up programmes are increasingly popular amongst this audience
- Paper based communications including targeted direct mail, inserts and press advertisements can be responsive, but usually not as effective as digital channels
- Many consumers unwilling to engage in F2F contact and will only do out of necessity

Cohort group 2: Consumers aged between 65-74



The majority of Cohort group 2 are recently retired or established retirees, and represents over 25% of consumers aged 50+

Key Characteristics & Attributes

- Significant numbers are time rich, embracing and learning new experiences
- Majority drawing down on pension pots and (currently from the age of 66), most are entitled to receive State Pension
- Uncertain about later life, including household financial retirement pressures
- Mortgage freedom with many enjoying outright property ownership
- Increasing numbers being equity rich but cash poor, (residential downsizing growth)
- On-going financial inheritance beneficiaries
- Increased spike in family/social activities, (grandparents, hobbies, community support)
- Many experience reducing levels of exercise and increasing levels of ill health
- Increasing levels of time spent in the home (on average 70% of their time)[#]
- On-going levels of close family bereavements

“Retirement is an opportunity to explore”

“I like learning and experiencing new things”

“I’m time rich so prefer more information and don’t want to be rushed”

Reaching this cohort group cost effectively...

To optimise engagement and potential responsiveness, it’s essential to adopt multi-channel strategies, maximising key channel preferences. With cohort group 2, many are digitally confident, but increasing numbers are less tech savvy, preferring a combination of digital and more traditional channels, including TV, radio, direct mail, inserts and press advertisements.

86%+ have accessed the internet in the past three months, with over 67%+using the internet on a daily basis. (These figures are lower when compared with Cohort Group 1, highlighting the reducing levels of usage and confidence)⁺

Core Communication Channel Preferences

- Media preferences are a mixture of both digital and traditional channels
- Email continues to be an effective channel with up to 50% open rates
- Facebook remains the dominant social media channel, with over 91% using it as a vehicle to engage with family and friends
- Higher readership of off-line media, such as newsprint, magazines and mail order/home shopping catalogues
- Traditional media, including off-line communications such as direct mail, media/door drop inserts and press advertisements are increasingly effective with this audience
- TV consumption is an important part of everyday life, with many consumers watching in excess of 4-5hrs per day⁺⁺
- Over 50% of this audience regularly listen to radio, podcasts, audio and catch-up programmes each week[#]
- Many consumers are more comfortable to readily engage in F2F contact or dialogue

Cohort group 3: Consumers aged 75+



The majority of Cohort group 3 have a strong desire to be independent and represents over 25% of consumers aged 50+

Key Characteristics & Attributes

- Majority do not want to be a burden on society
- Many are risk averse/cautious with less inclination to spend, adopting make do attitude
- Nostalgic and contented, time for reflection and many keen to sort out end of life planning
- Many experiencing degrees of financial pressures, including reducing personal savings
- Pressure to sell residential home to fund increasing care needs
- Increasing reliance on the state/family to provide financial and care support
- Reducing lifestyle and social interaction
- Health matters becoming an everyday reality, (physiological/cognitive/hospitalisation), including frailty, dementia, memory loss and mobility challenges
- Lower levels of physical exercise and many become increasingly housebound
- Increasing levels of loneliness and isolation, (vulnerability)
- Impact of family/partner/friend bereavement leading to adjustment to being single

“I make do and only buy out of necessity”

“I worry about the little things and my health”

“I’m still not confident in using the internet”

Reaching this cohort group cost effectively...

To optimise engagement and potential responsiveness, it’s essential to adopt multi-channel strategies, focussed more towards traditional channels. With cohort group 3, many lack digital confidence, resulting in a higher preference for channels such as TV, radio and paper based off-line channels, including direct mail, inserts and press advertisements.

Only 54% have accessed the internet in the past three months, with a significant number of older consumers remaining digitally excluded*

Core Communication Channel Preferences

- Reducing technology confidence, resulting in lower levels of digital/social media usage
- Increased media preferences focussed more around traditional channels
- Direct mail, media and door drop inserts are positively received with high readership rates
- Press advertising is effective with this audience
- TV consumption is an essential part of everyday life, watching in excess of 5-6hrs per day**
- Over 70% of consumers actively listen to the radio#
- Referral recommendations from close family, friends and community groups, are of significant importance
- Increasing numbers of consumers unwilling to engage in F2F contact and will only do out of necessity
- Growing reliance on next of kin/children to make purchasing decisions, based on their channel preferences

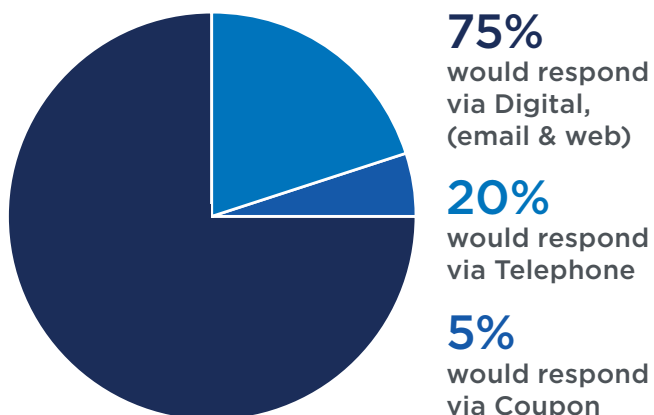
Preferred response channels

Understanding each cohort group's preferred response channels

Research undertaken by Let's Talk Ageing regarding 50+ consumer preferred response channels, provides valuable insight into the differing cohort groups response channel preferences.[#]

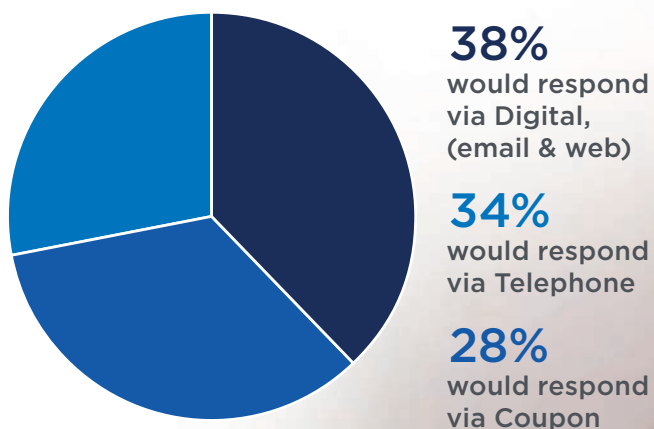
Cohort group 1

Cohort Group 1 have a strong preference to respond via digital channels, (75%), with only marginal interest in other response channels



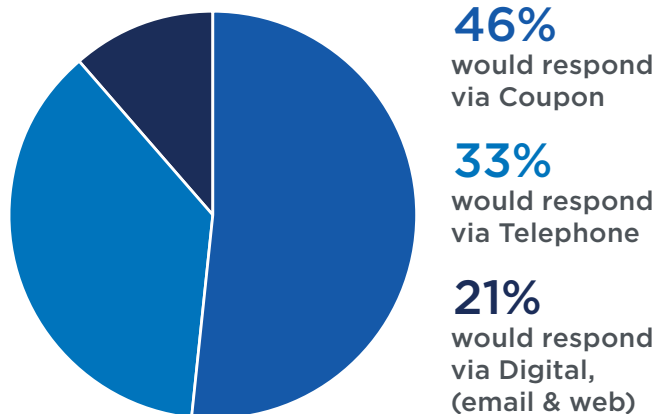
Cohort group 2

Cohort Group 2 have a more balanced preference to response channels, where digital, telephone and coupon would be all be considered



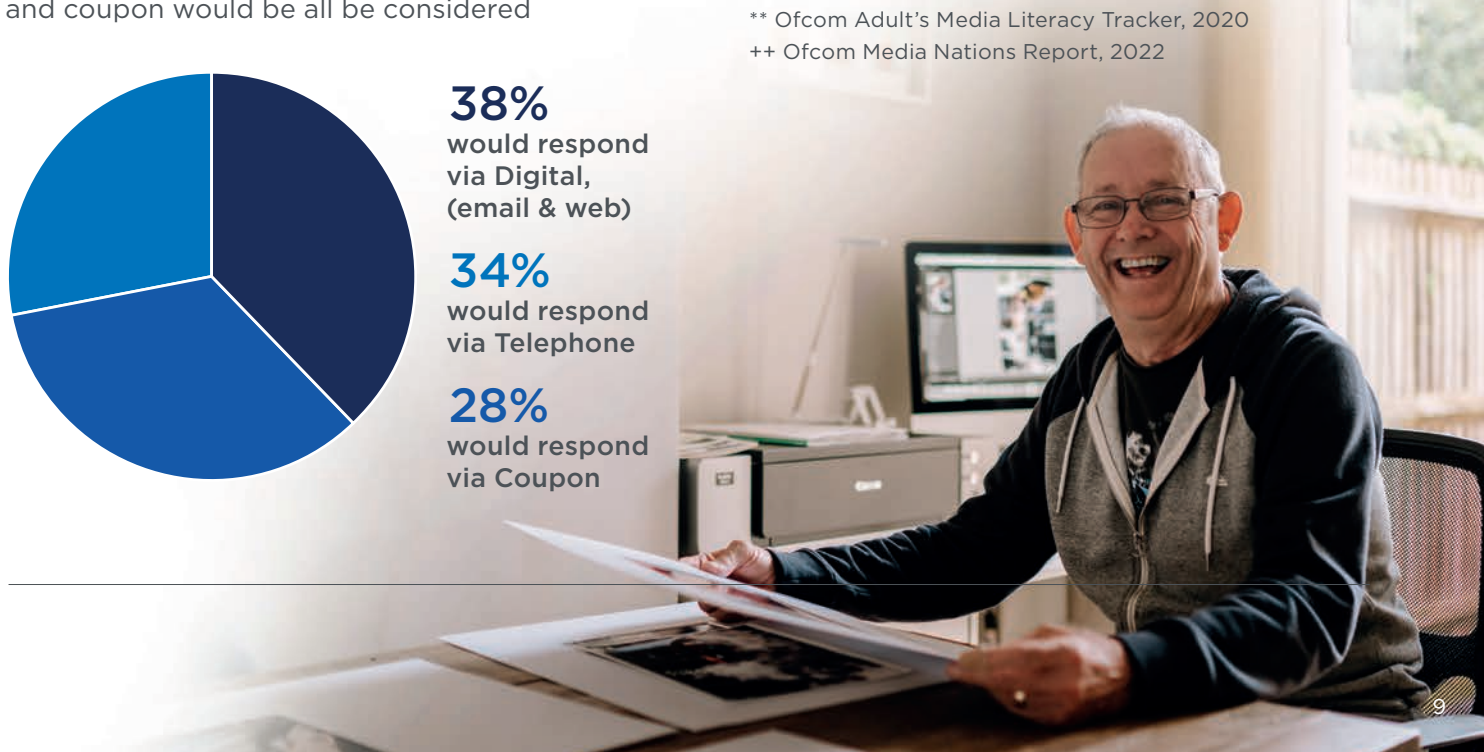
Cohort group 3

Cohort Group 3 have a much stronger response preference for paper-based coupon, followed by telephone response, with a lower level of interest in responding via digital channels



So, to connect and engage more intelligently with this highly complex and diverse audience, it makes sense to consider segmenting this audience into specific age driven cohort groups. Communicating with them with more targeted and relevant messages and by using channels which the audiences prefer, are more likely to generate more lucrative results.

* ONS Census Survey 2021, England and Wales only
 + ONS Internet Users, UK 2020
 # LTA research, 2021
 ** Ofcom Adult's Media Literacy Tracker, 2020
 ++ Ofcom Media Nations Report, 2022



There's more to it than just age

Lifestyle choices and preferences also play a large part in understanding this complex and diverse demographic.

Platinum Retirees

Claire and Stewart (ages 65 and 67)

Claire & Stewart have an upmarket family lifestyle, retired and living for the moment in a large established home



Platinum retirees live expensive lifestyles in excellent neighbourhoods, in a house where everything is new, wearing designer clothes and enjoying great meals out. They are the group most comfortable on their current income, affluent married couples who no longer have children living at home, but they prefer not to downsize, keeping the space available for visits from their family. Their homes are usually mortgage free, with a garden and up to five bedrooms, holding impressive market value and often in quiet locations with good connections to the city.

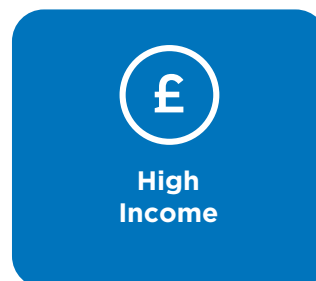
Retired with generous pensions, they've had successful careers in managerial or director roles, have significant financial investments and usually more than one car per household. They are still in good health with only minor concerns and although they are wealthy, they place more value on spending their money to enjoy their lives, rather than having the money itself. They want to look good, feel good and enjoy their time spent with family and friends, but they're not selfish, happy to donate generously to charitable causes with which they feel an affinity.

Points of interest

- Annual household income over £100k
- Pay credit cards in full with up to 4 holidays per year, often at white sands resorts
- Use internet regularly for finances, shopping, news and information
- Use iTunes but still purchase CDs for nostalgia
- Shop at M&S, Ocado, Sainsbury's and Waitrose
- Interests: travel, holidays, gardening, finance, art and culture
- Memberships: National Trust, English Heritage, local community and charitable activities

Marketing preferences

- Will purchase in response to adverts in newspapers, magazines, email and radio
- Read the news daily: The Guardian, Sunday Times, Sunday Telegraph, Daily Telegraph (printed and on desktop)
- Magazines: Radio Times, Saga, National Geographic
- Use social media once per week, for making friends and sharing content
- Watch online video: MSN and Vimeo
- Watch television 10 – 40 hours per week
- They love brands but feel that advertising is an annoying interruption in their entertainment
- Notice adverts in cinemas, but only attend up to 3 times per year



Rural Affluence

Judith and Grant (ages 68 and 71)

Judith and Grant are retired and wealthy rural dwellers who enjoy a quiet life



Those who live in Rural Affluence are married couples who have long been settled in the countryside, raising their children away from the cities with a quiet and comfortable lifestyle. They live life well, cooking with good fresh ingredients and making time to read for pleasure and enjoying the arts. Their children no longer live in their homes, which are detached with gardens or allotments and four or more bedrooms, and they enjoy the space and tranquillity afforded by country living.

Some have retired with a sizeable pension, with careers in agriculture, mining or quarrying, though some still commute to the city for managerial roles, or run a small business from home. Vocational qualifications or university degrees have set them up for a healthy income, and they are very environmentally conscious, with a good knowledge of their carbon footprint. They enjoy travelling, with the whole wide world to explore, and try to stay slim and healthy with country walks in order to enjoy it for as long as they can.

Points of interest

- Annual household income up to £100k
- Financially well off but dislike spending for spending's sake
- Up to 4 holidays per year and an interest in cars and motoring
- Not internet savvy and worry that online data is not secure
- Avid book readers and vinyl is preferred for listening to music
- Shop at Co-op and Waitrose
- Interests: animals and nature, culture and travel, health and gardening
- Memberships: Wildlife and Animal Trusts, Royal Horticultural Society, RSPB
- Support charity and local community events

Marketing preferences

- Will purchase in response to adverts in magazines, loose inserts and radio, but usually only after research
- They rarely buy on impulse but prefer advertising that tells a story or makes them feel involved
- Put off by things with too much packaging
- Read the news daily: Quality news including The Times and The Guardian (prefer printed)
- Magazines: Country Life, National Trust, TV Choice
- Less than average have a smartphone, use social media less than once per week and dislike social media advertising
- Limited use of email and no use of apps apart from news apps
- Watch television 30 – 40 hours per week, with programme preferences on the environment, the arts, gardening and antiques





**Silver
Marketing
Association**

Stable Silvers

Susan (age 62)

Susan is still working with a good income, living in suburbia not far from the nearby town



Stable Silvers are homeowners who live largely on their own in the suburbs, though some remain married with grown up children still living at home. They've often led warm-hearted family-focused lives where kindness begins at home and they are often quite hands on when it comes to charitable support. They've never been high flyers, many are still working in mid-level roles in agriculture, construction or utilities, and some are running their own business.

Their homes are average in cost and a mix of detached, semi detached or terraced properties, usually with three bedrooms and a garden, and a reasonable amount of equity. A small pot of savings is usually in reserve and there may be more than one car per property, largely used for commuting. They don't have expensive tastes and are quite internet savvy, frequent users of online shopping to deliver to them, outside of the city.

Points of interest

- Annual household income £30 - £70k
- Often have vocational qualifications
- Confident with technology, using email as their primary means of communication, and use free mobile apps
- Up to 3 holidays in the last 12 months
- Dogs, cats or birds as pets
- Moderate bookreaders (digital), buying music via download and enjoying online gaming
- Shop at the Co-op, Tesco or Morrisons
- Interests: travel, food and drink, animals and nature, philanthropy
- Memberships: RSPB, Royal Horticultural Society, National Charities
- Environmentally conscious, recycling with careful use of energy

Marketing preferences

- Will purchase in response to adverts on the internet or email
- They empathise with others and love a good story that tugs at the heart strings, but they don't like anything too irreverent or inconsiderate
- Read the news once per week: Daily Mail, Daily Mirror (digital rather than print)
- Magazines: Country Life, BBC History, Big Issue
- Use social media daily, including for professional networking
- Feel lost without their mobile phone
- Always read customer reviews online and spend time reading online blogs, watching video on YouTube
- Watch television 20 - 40 hours per week, with programme preferences on travel, film, DIY
- Cinema rarely but frequently rent or purchase films
- Listen to the radio daily, up to 3 hours per day



Prudent Householders

Patricia and Gordon (ages 76 and 78)

Patricia and Gordon are retired senior citizens enjoying an asset-supported lifestyle



Prudent Householders live comfortably in the suburbs, with mortgages long paid off on their semi-detached houses or bungalows, taking care of their gardens where they can. Most have been married but some now live alone, and although they have adequate savings, they are very cautious when it comes to money, with wills in place, a sensible car, and ensuring they are paying off credit cards each month. They're comfortable with their lot, like nice things but are price-conscious and will always choose lower prices over flashy expensive brands. They enjoy a holiday but are not jet setting cosmopolitans. They are conscious about their health and will go for a check up even if they feel fine.

They typically lack formal qualifications, often having worked in public admin, social care, utilities or manufacturing roles, but with personal pensions and investments in place, they are financially secure. They try their best to do what's right, involved with charities - nothing strident or political, just actually helping people. They lack confidence in technology, far from being early adopters, preferring to read printed books rather than digital reading, and tend to distrust online banking. They are environmentally conscious, often recycling and may have solar panels, but comfort is important to them, so they are happy to leave the heating on, even when out of the house for a few hours.

Points of interest

- Annual household income £15-40k
- Often no children, and none living at home
- 1 or 2 holidays in the last 12 months
- Established in the community, part of local organisations and social clubs
- Book readers and vinyl preferred for music
- Shop at Morrisons, or M&S
- Interests: international news, personal finance, genealogy and philanthropy
- Memberships: National Trust, English Heritage and charity donators

Marketing preferences

- Will purchase after seeing adverts in newspapers, magazines and loose inserts, and TV if the ads have a good story
- Email communication is channel of preference, but the internet is not used frequently
- Landline phones are preferred for calls and they respond to direct mail through the post
- Read the news daily: Daily Mail, Mail on Sunday, Daily Telegraph (printed and desktop)
- Magazines: TV Choice, TV Times, Saga
- Use social media less than once per week
- Watch television over 40 hours per week, with programme preferences on human interest stories and the news, food and cookery, auctions and antiques
- Listen to the radio at least 3 hours per day



Low to medium levels of income



Minimal qualifications



Lack digital confidence



Socially responsible but enjoy their comforts

Rural Retreaters

Anthony (age 65)

Anthony is a widower, working part time and living in affordable housing away from the noise of the city



Rural Retreaters have lived in their village homes for many years, in inexpensive semi detached or terraced housing, which often have a sense of creative chaos about them. They often have a small garden and up to three bedrooms, in owned, or occasionally rented accommodation, and they have a limited income from pension funds, sometimes working part time to increase their budget. They are passionate about environmental and social issues, often with active charity involvement, which is why home maintenance can sometimes take a bit of a back seat, giving their homes a sense of unorganised charm.

They have often been married but sometimes live alone, comfortable on their income but with limited savings so they are careful not to live beyond their means. Shopping at local amenities, they are likely to have worked locally as well, in agricultural, mining or food industry roles. They own their own car due to the remote location of their homes, and the distance from larger shops and services means that they do occasionally shop online, despite low broadband speeds.

Points of interest

- Annual household income £15 - £40k
- Limited qualifications, but how they spend their time is more important than money
- Use electronic money transfers but prefer paper bills and statements where possible
- 1 or 2 holidays in the last 12 months
- Domestic fowl, dogs or birds as pets
- Frequent book readers, limited music spend
- Shop at local shops or the Co-op
- Interests: animals and nature, the environment, social issues
- Open to alternative remedies
- Memberships: local community and charity organisations, wildlife and woodland trusts
- Environmentally conscious, buying sustainable products and re-using items

Marketing preferences

- Will purchase after leaflets through the door, supplements or adverts on TV, if relevant
- Respond to ads which feel genuine, enjoyable and informative
- Read the news daily: Daily Record, Daily Mail, Sunday Post (printed where possible)
- Magazines: The Week, Saga, Radio Times
- Not internet savvy, but will use it where needed
- Find internet advertising intrusive
- Enjoy products which make housework easy, which they dislike doing
- Use social media less than once a week to speak to friends or family
- Watch television 30 - 40 hours per week, with programme preferences on news, gardening and the environment
- Cinema very rarely - 2 to 3 times per year, will purchase rather than rent films
- Listen to the radio daily, up to 3 hours per day



Low to medium levels of income



Minimal qualifications



Not internet savvy but will use it where needed



Active charitable involvement

Comfortable Seniors

Sarah and Maureen (ages 58 and 62)

Sarah and Maureen are approaching retirement,
enjoying a stable lifestyle in an affordable home



Comfortable seniors live in reasonably priced suburb properties, with mortgages paid off or with a minimal amount still to be repaid. Often married, their children may have flown the nest or still be living at home in a terraced or semi-detached property with an average of three bedrooms. They are accountable citizens, working hard to play their part and do their bit. With everything in moderation, they like to justify their decisions and their purchases.

Many have not retired yet, working close to home in full time junior roles that are at the lower end of the salary spectrum. With minimal qualifications, they often work or have worked in the manufacturing, transport or storage industries. With some savings in place and a sensible lifestyle, they have sufficient funds for their needs and often have one household car. They are conscious of their health and diet, their environmental impact and social responsibility, involving themselves in local charitable activities.

Points of interest

- Annual household income up to £30k
- Perhaps 1 holiday in the last 12 months
- Moderate book readers with fish, dogs or lizards as pets
- Buy music CDs from second hand shops
- Shop at Iceland, Asda and Morrisons
- Interests: music, animals, religion
- Memberships: National Trust, local social clubs and community groups
- Environmentally conscious, taking own bags to use at the supermarket, making purchases with minimal packaging, and reading labels to see where things are sourced and made

Marketing preferences

- Will purchase after seeing adverts in shops, on TV and on loose inserts but only if they are relevant and informative
- They can be generally sceptical of advertising
- Read the news once a week: Daily Mirror, The Sun, Daily Express (printed and tablet)
- Magazines: TV Choice, BBC History
- Not internet savvy or reliant on smartphones, and prefer TV with up to 3 TVs in the house
- Use social media up to 5 times per day, but don't respond to social media advertising, using blockers
- Watch television up to 40 hours per week, with programme preferences on sports news, entertainment and teleshopping
- Listen to the radio at the weekend



Careful Tenants

Graham (age 66)

Graham is a budgeter, still working full time and renting low value accommodation



Many careful tenants are single and living in terraces with two bedrooms, rented from local authorities or housing associations. Some are couples with adult children, who may on occasion still be living at home. They are security seekers who may often feel adrift in a changing world, not knowing what's what or who to trust. They dislike foreign travel and if they were to go on holiday it would likely be for a short staycation. They often have an underlying distrust of the government, of technology and of the mainstream media.

Some are struggling financially, particularly with utility bills, while others are managing to cope on their moderate household income. Many feel like they can only rely on themselves, worrying about the world around them and about crime, often feeling intimidated by groups of young people. With few qualifications, they have worked routine jobs in social care, waste management, or admin and support sectors throughout their lives and some maintain full time work. Others have retired or are long-term unemployed due to health reasons.

Points of interest

- Annual household income £15 - £30k
- Struggling financially and believe that money is the best measure of success
- No holidays in the last 12 months
- Birds, dogs or hamsters as pets
- Buy music CDs from the supermarket
- Shop at Asda and Iceland
- Like to buy things they're familiar with at the cheapest possible price
- Interests: pop culture and movies, video games
- Memberships: social clubs, Greenpeace
- Environmentally aware

Marketing preferences

- Will purchase after seeing adverts on TV, in newspapers or in the post
- Read the news twice a week: Daily Star, Daily Mirror, The Sun (printed)
- Magazines: TV Choice, Total Film
- Not internet savvy, and unlikely to shop online
- Not tempted by ads for new technology
- Often notice ads on the internet and block them
- Use social media up to 10 times per day, following celebrities and sports
- Watch television over 40 hours per week, with programme preferences on sports, easy-watching, soaps and reality TV, and teleshopping
- They can feel bombarded by ads but if you can make them chuckle, you may reach them
- Cinema at least once per week, with spend on film rental and purchase
- Watch online video on movies and gaming over 6 hours per week





**Silver
Marketing
Association**

Just About Managing

Joan (age 74)

Joan lives alone, retired
with minimal income and
very careful with money



Just About Managing live alone in low cost rented accommodation, often through the local authority and usually in the city centre in flats with one or two bedrooms. Their central location means they rarely have a car, often walking or using public transport to get out and about on a daily basis. They're often street-smart, keeping their eyes open for a good deal and spotting the right offers and discount codes to afford the occasional treat.

Retired or unemployed, and rarely with qualifications, their income is compiled from state pension and benefits payments. They are experienced at making a small budget last, but may struggle with payments for utility bills, and prefer to pay in cash for their purchases. Dealing in cash wherever possible helps them keep track of what they have and what they spend.

They rely heavily on TV to be informed and entertained, enjoying soap operas, morning television and reality TV. They rarely use the internet, lacking confidence in technology, preferring printed tabloid newspapers for their daily read, and landline telephones as opposed to a mobile phone,

Marketing preferences

- Will purchase after seeing adverts on TV or loose leaflets and flyers which offer the best deals
- They like advertising which gives them ideas about how to get something for less
- Read the news daily: Daily Express, Daily Star, The Sun (printed)
- Magazines: Total TV, Time Out, TV Choice
- Use social media a few times per week for celebrity news and gossip
- Social media is their only real internet use, lacking confidence in its security
- Watch television over 40 hours per week, with programme preferences on weather, entertainment, antiques
- Cinema once per week, rarely rent or purchase films
- Listen to the radio daily, up to 3 hours per day

Points of interest

- Annual household income £15-20k
- No qualifications
- Not internet savvy with a preference for offline methods for everything
- No holidays in the last 12 months
- Usually no pets
- Limited book readers, buying vinyl if any music
- Shop at Iceland, Lidl, Asda
- Interests: TV, drama, news
- Memberships: local community groups and charities
- Not very environmentally conscious



Emerging Categories

The over 50s demographic is constantly evolving with new categories emerging over time.

Singles

Divorce has become more common, sparking the creation of terms such as ‘silver splitters’ and ‘grey divorcers.’ Since 1990, the over 50s divorce rate has doubled, with researchers expecting the figure to triple by 2030.

What are the reasons?

There has been a dramatic shift in attitudes towards marriage, sex and equality over the last two decades.

Marriage is no longer seen as the sacred institution that it once was, and many no longer feel the need to struggle on in a difficult situation. Once children have flown the nest, the feelings of obligation to make it work can often disperse, and shifting attitudes towards gender stereotypes have led to a rise in economically independent women who no longer need to rely on a husband to support them.

Increased life expectancy also plays its part, with the over 50s now considering whether they truly want to spend the rest of their lives with their partner, when the rest of their lives may span another 50 years. Many find that their plans for later life aren’t necessarily aligned, and they’ve grown the confidence throughout their lives to stand up for what they want, whether that’s as a couple or standing alone.

Over 50s	2002	2020
Never married	6%	11%
Married	67%	62%
Divorced	8%	13%
Widowed	19%	14%

*Office for National Statistics 2021

NOON The rise of the “Queenager”: The secrets of Midlife Women

Back in April 2022, Noon and Accenture collaborated on a major research project, the most in- depth of its kind in Britain, surveying 2,000 ABC1 women aged 45 - 60. These women are representative of 8.5m women globally, who spend £92bn and are the first cohort to both earn more than their 30 year old friends and consume more than them by a whopping 250%.

Aptly, this group of women is referred to as “super consumers” by Forbes, yet 41% don’t feel represented by wider society and 54% are more likely to buy from brands that represent them, creating a huge opportunity for marketers. They view success in their own terms, care about their own health, politics and finance, and a third are childless. They find themselves invisible in a society that doesn’t understand them, and they don’t want to be defined by their hormones.

This cohort has been forged in fire, having experienced grief, divorce, job loss, financial crisis, illness and violent relationships. Yet they



are resilient and have emerged more content, with a greater sense of self.

Eleanor Mills, Founder and Editor in Chief of Noon, saw a huge opportunity to give a voice to this forgotten but powerful group of “Queenagers”, having

experienced the loss of her

big corporate job at 49. Like many women of her age, she became a Female Founder, creating Noon as a media brand to represent women in midlife, with a mission to highlight a positive and optimistic view of this life stage, because there is so much more to come.

Two years on, Noon is a best seller on Substack and the highly engaged community love the way that Noon works with brands, and is changing the narrative.

dementia **People living**
adventure **with dementia**

Of the 11 million people aged 65 or over, about 800,000 of them live with dementia. Alzheimer's Society projects dementia numbers will rise to 2m by 2050.

These are people who want to carry on doing the things they have always loved. Every person with dementia is unique but would like a fulfilling life and, for as much as possible, an active one. When marketing to them directly, or to those living with and caring for them (a further 700,000), it's important to avoid the misconception that the older generation is IT illiterate.

The audience is primarily carers, both professional and families, with a large community of people living with dementia who are on social media and in digital spaces. Some are young, with early on-set dementia, but many are 65+ and have become leaders in the sector, like influencers for brands. These people shape language and tone to increase engagement across digital channels - website, email and social media.

Dementia Adventure is an award-winning charity with a vision for a more active and fulfilled life for everyone living with dementia, providing supported holidays, dementia training for family and friends, and training for professionals and organisations. Their marketing strategy steers away from 'broadcasting' messages, and instead looks for community and conversation, which relies on listening as much as it does posting. The audience are most engaged by single subject emails, on subjects they care about the most, and telling the stories of people they can relate to.

But what of the future? Until there is a cure for dementia, the focus is on the benefits of fresh air, activity and connection to nature improving physical and mental health. Dementia Adventure has a wealth of inspirational stories which become the backbone of all marketing activities. And stories get passed on, which is why word of mouth is the most valuable channel to date, and will remain so.

rest less  **Restless**
Retirees

Restless Retirees are the antithesis to donning slippers and putting up one's feet for a quiet retirement.

They are active and see their new found freedom from past employment as a new lease of life. The emphasis is on learning new skills, finding new hobbies, trying new activities. Fired up by a sense of renewed energy and purpose, it's never too late to try something new.

Organisations such as Rest Less exist to inspire today's generation of over 50s to get the most from life - whether that's a change of career, learning something new, discovering a new hobby, finding new ways to stay healthy, taking control of finances, making social connections or much more.

Where next?

Silver Marketing Association
silvermarketingassociation.org

Pure Retirement pureretirement.co.uk

Let's Talk Ageing letstalkageing.co.uk

Mash Marketing Consultancy
mash-marketing.co.uk

Accord Marketing accordmarketing.com

To help you with even greater insight into your customer demographic

We're delighted to offer
FREE ACCESS
to Experian's data platform



Including a half-hour consultation exclusively available to Silver Marketing Association members

Thank you to all our contributors



Whilst we have taken due care and attention in preparation of the information in this report, we cannot be held liable for any errors or inaccuracies.