



## Over 50's

### Qualitative Video Research Survey

#### **Over 50s attitudes towards:**

Consumption choices  
Finance and Cheques  
Hobbies and Interests  
Retirement Attitudes  
What does over 50 mean to you?



## Letter from the Client Services Director

Vox Pops International is the first company in the UK to truly integrate video into research in an effective way. We are recognised as the experts in video market research, providing insightful findings as well as professionally filmed and edited final videos.

Established for 20 years, our [clients](#) consist of companies such as the BBC, BSkyB, eBay, Google, Kelloggs, News International, Ofcom, Orange, RIM and Which?

Our services range from [street interviews](#) to [in home depths](#), customer segmentation videos, [mini groups](#), [hall tests](#) and [observational filming](#) and we work closely with our clients to provide a speedy service that meets their objectives. We work [worldwide](#) and have an extensive network covering over 30 countries.

We have the largest library of **FREE** consumer videos in the country, with well over 500 on all sorts of topics, including brands, media, food, drink and technology. Companies can view all of these at their desktop and use them in presentations.

We undertake our own research on an on-going basis including lifestage surveys and our yearly State of the Nation study.

We produce transcripts, short videos and summaries and these are all available. Companies can use our footage to create their own **BESPOKE** videos.

Any queries please contact me at [diane@voxpops.com](mailto:diane@voxpops.com)

Yours sincerely

*Diane*



## Consumption choices, Brand preferences/Loyalty:

### Top 3 Brands Over 50's are loyal to Marks and Spencer Sainsbury's Tesco

- Tesco is the number one place to shop for groceries out of the 10 supermarkets mentioned by the over 50's
- Sainsbury's is the second preferred place to shop for groceries out of the 10 supermarkets mentioned by the over 50's
- Asda is the third preferred place to shop for groceries out of the 10 supermarkets mentioned by the over 50's
- Iceland and the Co-op are the least preferred places to shop for groceries out of the 10 supermarkets mentioned by the over 50's
- Good value is the primary reason for Tesco's popularity amongst the over 50's with this factor owning 25% share of the total 17 contributing factors mentioned.
- Good value in relation to price, good quality produce and the wide range of produce are the three equal top factors for the over 50's second preference for Sainsbury's; totalling 55% of all 17 contributing factors mentioned.
- Good value in relation to price is the primary reason for Asda's third-in-line popularity amongst the over 50's with this factor owning 27% share of the total 17 contributing factors mentioned.
- Interestingly, Marks and Spencer is the most preferred place to shop for clothes with 17 mentions and Primark is the second preferred place with 8 mentions.
- Fit and style are the top two contributing factors out of a total of 15 mentioned for the over 50's first preference for Marks and Spencer.
- Good value in relation to price and good quality are the top two contributing factors out of a total of 15 mentioned for the over 50's secondary preference for Primark.



- ➔ Marks and Spencer leads the way in regards to brand loyalty. Out of the 28 brands / companies mentioned by the over 50's, Marks and Spencer was referred to 12 times as the one consumers are most loyal to. Tesco came in second place with a mention 6 times.
- ➔ Interestingly, the over 50's allegation of having "no brand loyalties" was also cited 12 times by consumers.
- ➔ The over 50's liking of the products in general is the number one reason behind their loyalty towards Marks and Spencer. Good quality and good service came in joint second. All three factors accumulated to 43% of factors mentioned by the over 50's.
- ➔ Interestingly, liking of the products in general and good quality are also the top two contributing factors behind the over 50's loyalty to Tesco in second place.



## Finance and Cheques

- When asked how retirement will impact on the over 50's spending and lifestyle, the biggest response with 48% of the responses was an acceptance that they have to be more financially vigilant. The largest factor for this with 53% of the over 50's we spoke to agreeing is due to less disposable income meaning they will have to pull back on extravagances.
- 11% of respondents claimed there would be no change. 60% of these people say they are already careful because they have to be now so there will be no change for them.
- Most of the over 50's are concerned financially about the future with 43% confirming this. 25% of this group allocated their concern to the threat of social services (ie, the NHS) closing down and jobs going. Another 25% of responses were towards concern for the younger generation's future.
- 29% of responses fell into the 'not at all concerned' category. 38% of this group said this was because they are not 'worriers;' that what will be will be.
- 70% of the over 50's will not be impacted by the end of cheques as they don't use them now. 56% of the various reasons why is attributed to the fact that cards are a lot easier, quicker and convenient. The same group claimed that there is an accessibility issue with cheques as fewer places now accept them. This view accumulated 16% of those people who said there would be no impact on the end of cheques.
- Interestingly, 10% of respondents said the end of cheques would have an impact for particular age segments. 50% of this 10% claimed other forms of payment are too complicated for the older generation. 25% are suspicious of cards and internet banking and 25% will suffer from less control over their money as they lose track of spending with cards.



## Hobbies, Interests and Social Lives:



- Reading is the most popular interest amongst the over 50's with 13 separate mentions out of the 47 different activities mentioned.
- The over 50's enjoy reading the most because it is relaxing. 71% of the total 20 contributing factors were allocated to reading's 'relaxing' nature.
- As expected, more women than men listed reading as a favourite hobby. 85% of the references to reading as a favourite hobby came from women, and only 15% from the men.
- The two interests in which both men and women were more closely matched was in listening to music (Women 44% and Men 55%) and spending time with the family (Women 57% and Men 43%)
- Most of the over 50's we spoke to are described as having 'quite active' social lives. 36% of respondents fall into this category out of four. Only 9% of respondents have 'very active' social lives.
- The top two activities which the over 50's social lives consist of are seeing friends and eating out. These were referred to 8 times more than the other activities.
- Family and friends was listed as the most motivating factor in the lives of the over 50's with a 43% share out of the total 11 contributing factors mentioned. Work was the second most motivating factor.
- Interestingly, health and fitness is the third most motivating factor with 5 mentions from the over 50's.



- ➔ The support network of friends and family is the primary reason for being the most motivating factor for the over 50's, owning a share of 32% of responses
- ➔ Loving what they do received the highest amount of attribution for the over 50's being motivated by work with this factor owning 35% of responses. The second highest factor for the over 50's being motivated by work is because they are fulfilled by helping other people, which 24% of the target market agreed with. These figures were calculated out of a total of 17 contributing factors for the over 50's being motivated by work.



## Retirement Attitudes

- 90% of the over 50's are actively thinking about retirement. 39% are looking forward to it with an equal split between males and females. The two biggest factors out of the 23 mentioned for looking forward to retirement is having more time to do more of what they want (mentioned 8 times) and finding other hobbies and meeting new people (mentioned 5 times)
- 22% of the over 50's are NOT looking forward to retirement because they are too active, worried they will be bored at home and because they want to keep busy so the body doesn't give up. All three factors were equally weighted as the main reasons for not looking forward to retirement, totally 55% of responses.
- The third most popular response with 20% was the decision not to retire completely because they want to continue to work whilst they still can.

## What does over 50 mean to you?

- Most of the over 50's said their age had no impact on their treatment in the workplace with 42% of respondents feeling this way. 33% felt it has a positive impact and 25% felt it had a negative impact.
- The most common reason for both no impact or a positive impact of age on treatment in the workplace is that wisdom and experience is valued in the target markets line of work, accumulating 48% of all responses. The over 50's sometimes felt it had a negative impact because they might be pushed out of things and devalued.
- The majority of the over 50's with 42% of respondents agreed that being over 50 in today's society is much better now than it was in the past. The most popular reason for this with it stated 29% more times than the other reasons was because people are looking after themselves more now and hence living even longer.
- The second most popular response to this question with 26% of respondents agreeing is being over 50 in today's society means nothing different. These respondents revealed their attitude is that age is just a number; that we all stay the same. This rationale was cited the most out of other reasons by 63%
- In third place, 19% of respondents said they hadn't given much thought to what it means to be over 50 in today's society. Mainly because they don't tend to give age much thought in general as we are who we are and we can't change it. This was mentioned 63% of the total number of reasons.
- 10% of respondents admitted that being over 50 in today's society was sometimes scary because it all becomes too fast when you hit 50; they are starting to lose track of trends now.