

# Refusing to Grow Old Gracefully - UK - September 2009

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## What is this report about?

A glance at the lifestyles of some of the more high-profile over-45s would suggest that growing old gracefully is by no means the norm in the 21st century. Ageing rock stars from the 1960s and 1970s still fill stadiums, and in some cases, still try to live up to the dissolute image of their youth. Stage actors, film stars and TV personalities (some aided by the surgeon's knife, some not), strive to look as good in their 60s, 70s or even 80s as they did when they were younger.

But to what extent does this refusal to grow old gracefully apply to the population as a whole, and what are the implications for marketers?

In order to explore these issues, Mintel commissioned exclusive quantitative and qualitative research for this report.

## What have we found out?

- The growing number of over-45s represents a force to be reckoned with! Today there are 25.7 million adults aged 45+ in the UK; by 2014, there will be another 2 million.
- Indulging in life's little luxuries gets easier with age. Although the financial circumstances of the over-45s vary, many feel better off having reached a stage in their life where there are fewer calls on their disposable income.
- The travel bug bites hard among today's over-45s, who often envy the backpacking adventures of their kids. A fifth of over-45s travel more than they did 5 years ago, while just under a third of 45-54-year-olds have ambitions to take-off on a trip of a lifetime.
- It's now or never! Today's over-45s feel they need to grab opportunities when they are offered. This is particularly the case when it comes to trying new 'experiences' (eg snorkelling) while on holiday.
- Music concerts and festivals are a big hit with today's music loving over-45s, one in five of whom have been to one in the past 3 years, with a further 15% wanting to go. This doesn't only extend to acts that were popular in their youth, but also to more modern artists such as Cold Play and Take That!
- The internet knows no age boundaries. Three in five over-45s are now internet users, while usage among 45-54s peaks at 81%. Internet usage among this age group will undoubtedly continue to increase, making this medium increasingly important for targeting older consumers.

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