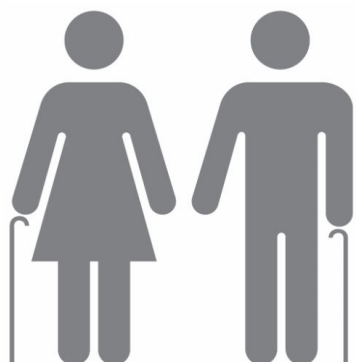


Marketing to Retired People - UK - April 2011

Report Price: £2195 / \$3380 / €2623



What is this report about?

Consumer behaviour can be complicated and bewildering. What makes retired people think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

Identifying an individual's personality type makes it easier to understand the underlying behavioural patterns of that individual. A person may behave differently depending on situations, even though his/her personality is relatively stable. However, personality traits and characteristics have a strong influence on her behaviour.

What have we found out?

- Unlock the value of the 21st Century pensioner: The UK is getting older and as the over-60s become a force majeure, understanding their attitudes and aspirations will be key to unlocking their value. Today's pensioners are no longer giving up work to sit by the fire with a pipe and slippers and are instead considerably more adventurous in their retirement plans than previous generations.
- Examine the role of the internet: They might have retired but they still have aspirations. How do today's pensioners plan to spend their retirement?
- Understand behaviour and attitudes: This report delves into the behaviour and attitudes of the UK's retired population and looks at their reasons for retiring as well as their plans for their sundown years.
- The impact of happiness: How happy are today's pensioners now compared to before they retired? What are the reasons for this and what does this mean for spend and the activities that retirees are involved in?
- Engagement with media: How receptive are they to advertising? Do they notice it and does it resonate with them?
- Effectively target: Mintel has identified four typologies of retired people that show marked demographic characteristics, most notably in terms of age or gender skew and can be broadly split into those that have a positive outlook on their retirement and those that do not.

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Mintel Oxygen is your one-stop shop for market and consumer analysis. It is designed to help you stay on top of market sizes, shares and forecasts, consumer trends, brand profiles and product innovation.

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