



## The Guide to...the Over-50s (July 2010)

TGI offers insight into the full range of consumer groups including the over 50s...

- 35% of the island of Ireland - 1.7m people - are aged over 50. The over-50s fall into a range of TGI Lifestage groups: 40% are Empty Nesters (aged 55+, married and do not live with son / daughter) and a further 26% are Hotel Parents (aged 35+, live with son / daughter but no child aged 0-15).
- The over-50s represent 40% of those with a personal income in excess of €75,000 (£50,000) and the proportion still in work climbed from 23% in 2004 to 36% in 2009.
- The over-50s control the majority of wealth in society. Over 70% own their home outright and they are 50% more likely to hold stocks and shares. They are 20% less likely to have a loan and 30% more likely to have private medical insurance (full in-patient cover).
- The group is a key target for advertisers from sectors such as alcoholic drinks and travel. They are 50% more likely than the average to be heavy users (3 or more measures a week) of gin and 50% more likely to be heavy users of brandy and Irish whiskey.
- Leisure is important to this time-rich demographic. The over-50s are twice as likely to have taken a sea cruise and 30% more likely to have taken a multi-country tour in the past year, and 20% more likely to have been to the theatre in the past month.
- Those aged 50-64 are particularly likely to make major home improvements. They are 40% more likely to have bought a conservatory in the past year, 30% more likely to have replaced windows and doors and 20% more likely to have bought a new kitchen.
- Attitudinally the group tends to be ethical and discerning. Two-thirds buy goods produced in Ireland 'whenever they can' (compared to a population average of 52%) and half buy fair trade products when they're available (compared to an average of 40%).
- The over-50s are more likely to adopt green behaviours. 45% make an effort to cut down on gas / electricity usage at home (compared to a population average of 36%).
- Although traditional media remains crucial, almost 60% of over-50s now use the internet and 45% have a broadband connection at home - up from 50% and 30% respectively in 2008. More than a quarter of over-50s use the internet every day, up from 18% in 2008.
- A quarter of over-50s regularly visit travel websites and 10% visit newspaper sites. Those aged 50-64 are 30% more likely to purchase financial services and alcoholic drinks online on a regular basis.

Base: All adults 15+ Source: All Ireland TGI 2009