

Senior Lifestyles - US - December 2013

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“Today’s seniors are living longer, are more connected and informed, and lead a more active lifestyle than they did a few decades ago. As the 76 million strong Baby Boomer generation shifts toward senior status, the future over-65s will be even more diverse, tech savvy, active in the workforce, and exert greater market power.”
 – Fiona O’Donnell, Senior Lifestyles & Leisure Analyst

This report looks at the following areas:

- How powerful is senior spending and what are they buying?
- What is the impact of the internet and social media?
- What are the top concerns and key issues that seniors face today?

In 2013, some 14.1% of the US population is aged 65+, which equates to about one in seven Americans who are considered a senior. By 2018, more than one in five adults will be part of the senior demographic, including nearly half of the Baby Boomer generation.

Despite a burgeoning population, marketing efforts inclusive of this demographic are less prevalent than one might expect – with the obvious exceptions of pharmaceuticals and retirement/investment products. Advertisements for consumer goods continue to focus on youth and family.

To ignore the senior population is to dismiss the consumption of nearly one fifth of the US adult population. Though seniors tend to spend less annually on consumer goods, basic household staples are purchased regularly, and brands that make an effort to speak to seniors in their advertising, to develop products that fulfill their needs, and make purchasing convenient, stand to benefit.

This report is the first from Mintel that investigates senior lifestyles. However, readers of this report may be interested in the analysis presented in Mintel’s Senior Purchasing Decisions – US, May 2010 and *Seniors and Technology – US, April 2009*.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Scope and Themes

What you need to know
 Definition
 Data sources
 Consumer survey data
 Abbreviations and terms
 Abbreviations
 Terms

Executive Summary

Senior snapshot

Figure 1: Total US population by age groups, 2013 versus 2018

Senior spending

Figure 2: Median household income, by average and seniors, 2012; median net worth of households, by under-35s and seniors, 2011

The senior consumer

Top plans for the next year include family time, a focus on health, and vacation

Figure 3: Seniors' top five plans for the next 12 months, October 2013

Most seniors do not follow a budget, are cautious with finances; four in 10 feel secure

Seniors' purchase decisions driven by a variety of factors

Figure 4: Online seniors' top purchase considerations ("very important"), October 2013

Seniors shop at preferred stores

Figure 5: Seniors' select attitudes toward shopping, by age, May 2012-June 2013

Independence, health, and family are seniors' top concerns

Figure 6: Seniors' top five concerns for the future, October 2013

Half of seniors use the internet at home; impact on use of traditional media

Figure 7: Impact of internet use on other media use, all versus seniors, May 2012-June 2013

What we think

Issues and Insights

How powerful is senior spending and what are they buying?

The issues:

The implications:

What is the impact of the internet and social media?

The issues:

The implications:

What are the top concerns and key issues that seniors face today?

The issues:

The implications:

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Trend Application

Inspire Trend: No Resting Place

Inspire Trend: Immaterial World

Seniors by the Numbers

Key points

One in seven Americans is a senior in 2013

Figure 8: Total US population, share by age, 2013

More than one in five adults will be aged 65+ by 2018

Figure 9: Total US population by age, 2008-18

Demographic Characteristics of Seniors

Key points

Senior women outnumber men, men's life expectancy on the rise

Figure 10: US population, share and ratio of male/female by age group, 2013

Most seniors aged 65-84 are married

Figure 11: Marital status, all versus seniors by age group, 2012

Fewer than three in 10 seniors live alone

Figure 12: Family status and household relationship of seniors aged 65+, 2012

Multigenerational living likely to increase among seniors

Vast majority of seniors are White, diversity set to increase

Figure 13: Race/Hispanic composition of seniors, 2008, 2013, 2018

About eight in 10 seniors are homeowners

Figure 14: Homeownership and mortgage holding, by age of reference person, all versus seniors by age group, 2011

Where seniors live

Figure 15: Share of population aged 65+ by county, 2010

Figure 16: Change in population aged 65+ by county, 2000 versus 2010

Six in 10 seniors have a high school diploma or less

Figure 17: Educational attainment, people aged 25 or older versus seniors by age group, 2012

Seniors' Net Worth, Income, and Spending

Key points

Median household income figures belie seniors' net worth

Half of seniors rely on social security for income

Figure 18: Median household income, by age of householder, 2012

Seniors' net worth far exceeds that of under-35s

Figure 19: Median net worth of households based on age of head of household, 2011

About one in 10 seniors are impoverished – less than the general population

Figure 20: Household income distribution <\$50K, by age of householder, 2012

Figure 21: Household income distribution \$50K+, by age of householder, 2012

Seniors' household expenditures are about 80% compared to average

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Figure 22: Top consumer spending categories' share of annual expenditures, by age, 2011

But, seniors' annual expenditures exceed median household incomes

Figure 23: Median household income (2012) and average annual expenditures (2011), by age of householder

Innovations and Innovators

Vodka brand targets retirement communities with "Sobieski Silver"

Services for seniors

Silver spas

Mather's – More Than a Café keeps seniors connected

Figure 24: Mather's – More Than a Café, 2013

Innovative senior-living products rooted in technology

Universal home design allows for aging in place

Figure 25: Interest in special home features, 2012 versus 2103

Figure 26: Interest in special function rooms, 2012 versus 2103

Marketing Strategies

Overview

Messaging should portray seniors' "feel age" – not "real age"

You're only as old as you feel ...

... but seniors aren't just "old teens"

Figure 27: Taco Bell "We are young," Super Bowl commercial, 2013

Best practices for marketing to seniors

Text elements

Design elements

Language elements

Content elements

Targeting

Marketing channels: traditional and online

Ge•ron•to•pho•bia (noun): a fear of old people; a fear of old age

Figure 28: Quaker Oats logo change, March 2012

Figure 29: Betty Crocker portraits through the years, 1936-96

Figure 30: Cover images, What to Expect When You're Expecting, 1988, 2002, 2008

"Aging up" to depict challenges and solutions for the oldest seniors can be effective

Figure 31: Swiffer Dusters, "Morty, are you listening?" TV ad, July 2013

Underlying messaging strategies

Build trust

Demonstrate an understanding of their values

Figure 32: Walmart, "Grandpa visit," TV commercial, October 2013

Don't forget the packaging

Color scheme and information overload

Pack design

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Living Situation and Financial Support

Key points

Most seniors live with a spouse or partner, or alone

Figure 33: Who seniors live with, October 2013

Younger senior men least likely to live alone

Figure 34: Who seniors live with, by gender and age, October 2013

Partnered seniors have higher household incomes

Figure 35: Who seniors live with, by household income, October 2013

Seniors more likely to provide than to receive financial support

Figure 36: Seniors providing/receiving financial support, October 2013

More seniors have difficulty saying no to their kids

Figure 37: Seniors' agreement that it is difficult to say no to their kids, by age, May 2012-June 2013

Family is important to seniors

Figure 38: Seniors' attitudes toward family time, by age, May 2012-June 2013

Plans and Life Events

Key points

Family time and personal health top list of plans for the next 12 months

Figure 39: Seniors' plans for the next 12 months, October 2013

Nine in 10 seniors plan to spend time with family over the next year

Taking better care of personal health and exercise is a goal

Half plan to travel, more than three in 10 plan to help take care of grandchildren

Fewer than one in 10 plans to move to a different residence

Demographic differences impact plans for the upcoming year

Life events of the past 12 months

Figure 40: Seniors' select life events of the past 12 months indexed to the average, by age, May 2012-June 2013

Budgeting, Attitudes toward Personal Finances

Key points

Most seniors do not follow a budget

Figure 41: Seniors' budgeting habits, October 2013

Older seniors (aged 75+) are far less likely to follow a budget

Figure 42: Seniors' budgeting habits, by gender and by age, October 2013

Seniors more likely than the average to feel financially secure

Figure 43: Feels financially secure, by age, May 2012-June 2013

Seniors are careful with their cash

Figure 44: Seniors' select attitudes toward money and finances, by age, May 2012-June 2013

Purchase Considerations, Attitudes toward Shopping

Key points

Seniors indicate a variety of factors impact their purchase decisions

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Figure 45: Online seniors' purchase considerations, October 2013

Product selection more important to younger seniors, service to older

Figure 46: Seniors' select attitudes toward shopping, by age, May 2012-June 2013

Seniors are sensitive to patronizing employees

Figure 47: Online seniors' sensitivity to treatment by customer service representatives, by gender, age, household income, and survey method, October 2013

Concerns for the Future

Key points

Three quarters of seniors concerned with independent living

Figure 48: Seniors' top concerns for the future, October 2013

Opportunities in technology

Healthcare and companionship

Figure 49: Comfort Keepers In-Home Care TV ad, 2013

Construction

Retail

Family – children and grandchildren – are also top concerns

More than four in 10 seniors are concerned with Alzheimer's

Demographic differences impact top concerns for the future

Technology, the Internet, and Social Media

Key points

Half of seniors use the internet at home for activities other than email

Figure 50: Used the internet at home and work for something other than email in the last seven days, total versus seniors by age, May 2012-June 2013

More than half of online seniors use internet for finance, games, and travel planning

In memory of ...

Figure 51: Online seniors' use and interest in technology, October 2013

About one in five seniors visit social networking sites

Figure 52: Visits or belongs to any social media/networking websites, total versus seniors by age, May 2012-June 2013

Half of social media-using seniors visit these sites at least once a day

Figure 53: Frequency of visiting social media/networking websites, total versus seniors by age, May 2012-June 2013

Print Media Reading

Key points

Seniors' use of print media less impacted by internet use

Figure 54: Impact of internet use on other media use, total versus seniors by age, May 2012-June 2013

Seniors enjoy newspapers and magazines

Figure 55: Attitudes and use of newspapers, total versus seniors by age, May 2012-June 2013

Figure 56: Attitudes and use of magazines, total versus seniors by age, May 2012-June 2013

One in five seniors subscribe to a magazine specifically for seniors

Figure 57: Seniors who subscribe to senior magazines, by gender, age, household income, and survey method, October 2013

Most popular magazines are carried by newspapers

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Figure 58: Top 10 magazines read or looked at in the last six months and top 10 index, all versus seniors by age, May 2012-June 2013

Attitudes toward Advertising

Key points

Seniors more negative than the average toward advertising in general

Figure 59: Attitudes toward advertising in general, and impact on shopping, total versus seniors by age, May 2012-June 2013

Four in 10 seniors "annoyed" by TV ads; three in 10 mute commercials

Figure 60: Attitudes toward TV advertising and commercials, total versus seniors by age, May 2012-June 2013

Seniors don't want to be singled out in advertising based only on age

Figure 61: Seniors' sensitivity to advertisements, by gender, age, household income, and survey method, October 2013

Diet and Health

Key points

Seniors more likely to be watching their diet

Figure 62: Presently watching diet and reads product labels, all versus seniors by age, May 2012-June 2013

Seniors focus on fiber, freshness and overall nutrition in foods

Figure 63: Attitudes and opinions about food, all versus seniors by age, May 2012-June 2013

Breakfast is the most important meal of the day

Figure 64: Most important meal of the day, all versus seniors by age, May 2012-June 2013

Half of seniors use health-monitoring devices

Figure 65: Use of health-monitoring devices in the last 30 days, all versus seniors by age, May 2012-June 2013

Seniors more trusting – and more reliant on – doctor's orders

Figure 66: Attitudes and opinions about food, all versus seniors by age, May 2012-June 2013

Leisure Time and Activities

Key points

Seniors spend more than seven hours per day devoted to leisure

Figure 67: Average hours per day spent in primary activities, all versus seniors by age, 2012

About one third of a senior's day is devoted to leisure

Figure 68: Seniors' share of time spent in primary activities, by age group, 2012

Seniors spend about four hours per weekday watching TV

Figure 69: Average daily hours per day spent in leisure and sports activities, all versus seniors by age group, 2012

Seniors more likely to engage in solo leisure activities

Figure 70: Past 12 month participation in leisure hobbies/activities, all versus seniors by age, May 2012-June 2013

Custom Segments – Pre-, Mid-, and Older Seniors

Key points

Fewer than one quarter of pre-seniors (aged 50-64) surveyed live alone

Figure 71: Who seniors aged 50+ live with, by age group, October 2013

Nearly six in 10 pre-seniors are providing financial support to householders

Figure 72: Online adults aged 50+ providing/receiving financial support, by age group, October 2013

Pre-seniors are full of plans for the next 12 months

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Figure 73: Online adults aged 50+ plans for the next 12 months, by age group, October 2013

Purchase considerations are generally similar for pre- and mid-seniors

Figure 74: Online adults aged 50+ purchase considerations, by age group, October 2013

In general, pre-seniors' concerns are similar to seniors

Figure 75: Online adults aged 50+ top concerns for the future, by age group, October 2013

Pre-senior women have the most concerns

Figure 76: Online adults aged 50+ top concerns for the future, by gender and age group, October 2013

Pre-seniors conducting business online, fewer playing games

Figure 77: Online adults aged 50+ use and interest in technology, by age group, October 2013

Appendix – Other Useful Tables

Seniors by the numbers

Figure 78: Total US population by age, 2008-18

Figure 79: Household income distribution, by age of householder, 2012

Demographic characteristics of seniors

Figure 80: US population, share and ratio of male/female by age group, 2013

Figure 81: Marital status, by age, 2012

Figure 82: Family status and household relationship of people, all versus seniors by age group 2012

Figure 83: Educational attainment of people aged 25 or older, by age, 2012

Seniors' net worth, income, and spending

Figure 84: Median household income, by age of householder, 2012

Figure 85: Household income distribution, by age of householder, 2012

Figure 86: Share of average annual expenditures, by age of reference person, 2011

Figure 87: Average annual expenditures, by age of reference person, 2011

Figure 88: Median household income (2012) and average annual expenditures (2011), by age of householder

Appendix – Other Useful Consumer Tables

Living situation and financial support

Figure 89: Who seniors live with, by gender and by age, October 2013

Figure 90: Who seniors live with, by gender and age, October 2013

Figure 91: Who seniors live with, by household income, October 2013

Figure 92: Who seniors live with, by online and offline survey sample, October 2013

Figure 93: Who seniors live with (online), by marital status, October 2013

Figure 94: Who seniors live with (online), by employment status, October 2013

Figure 95: Who seniors aged 50+ live with (online), by age group, October 2013

Figure 96: Attitudes toward family time and relationship with kids, all versus 55+ by age group, May 2012-June 2013

Plans and life events

Figure 97: Seniors' plans for the next 12 months, by gender and by age, October 2013

Figure 98: Seniors' plans for the next 12 months, by gender and age, October 2013

Figure 99: Seniors' plans for the next 12 months, by household income, October 2013

Figure 100: Seniors' plans for the next 12 months, by online and offline survey sample, October 2013

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Figure 101: Online seniors' plans for the next 12 months, by marital status, October 2013

Figure 102: Online seniors' plans for the next 12 months, by employment status, October 2013

Figure 103: Online adults aged 50+ plans for the next 12 months, by age group, October 2013

Figure 104: Life events of the past 12 months, by all and aged 55+, May 2012-June 2013

Budgeting, attitudes toward personal finances

Figure 105: Attitudes toward money and finances, all versus aged 55+ by age group, May 2012-June 2013

Purchase considerations, attitudes toward shopping

Figure 106: Attitudes toward shopping, all versus aged 55+ by age group, May 2012-June 2013

Purchase considerations, attitudes toward shopping

Figure 107: Online seniors' purchase considerations, by gender and by age, October 2013

Figure 108: Online seniors' purchase considerations, by gender and age, October 2013

Figure 109: Online seniors' purchase considerations, by household income, October 2013

Figure 110: Online seniors' purchase considerations, by marital status, October 2013

Figure 111: Online seniors' purchase considerations, by gender and age, October 2013

Figure 112: Online adults aged 50+ purchase considerations, by age group, October 2013

Figure 113: Online adults aged 50+ purchase considerations, by gender and age group, October 2013

Concerns for the future

Figure 114: Seniors' top concerns for the future, by gender and by age, October 2013

Figure 115: Seniors' top concerns for the future, by gender and age, October 2013

Figure 116: Seniors' top concerns for the future, by household income, October 2013

Figure 117: Seniors' top concerns for the future, by online and offline survey sample, October 2013

Figure 118: Online seniors' top concerns for the future, by marital status, October 2013

Figure 119: Online seniors' top concerns for the future, by employment status, October 2013

Figure 120: Online adults aged 50+ top concerns for the future, by age group, October 2013

Figure 121: Online adults aged 50+ top concerns for the future, by gender and age group, October 2013

Technology, the internet, and social media

Figure 122: Online seniors' use and interest in technology, by gender and by age, October 2013

Figure 123: Online seniors' use and interest in technology, by gender and age, October 2013

Figure 124: Online seniors' use and interest in technology, by household income, October 2013

Figure 125: Online seniors' use and interest in technology, by gender and age, October 2013

Figure 126: Online seniors' use and interest in technology, by employment status, October 2013

Figure 127: Online adults aged 50+ use and interest in technology, by age group, October 2013

Figure 128: Online adults aged 55+ use and interest in technology, by gender and age group, October 2013

Print media reading

Figure 129: Impact of internet use on other media use, all versus aged 55+ by age group, May 2012-June 2013

Figure 130: Attitudes and use of newspapers and magazines, all versus aged 55+ by age group, May 2012-June 2013

Figure 131: Magazines read or looked at in the last six months (part I), all versus seniors by age, May 2012-June 2013

Figure 132: Magazines read or looked at in the last six months (part II), all versus seniors by age, May 2012-June 2013

Figure 133: Magazines read or looked at in the last six months (part III), all versus seniors by age, May 2012-June 2013

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Figure 134: Magazines read or looked at in the last six months (part IV), all versus seniors by age, May 2012-June 2013

Attitudes toward advertising

Figure 135: Attitudes toward advertising, all versus aged 55+ by age group, May 2012-June 2013

Leisure time and activities

Figure 136: Average hours per day spent in primary activities, by age – part I, 2012

Figure 137: Average hours per day spent in primary activities, by age – part II, 2012

Appendix – Senior Associations

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