

Hypothesis:

Is 65 the new 55?



Forecast Series



Our Forecast Series presents the results of comprehensive research undertaken by TVNZ and Colmar Brunton, and presented by Nigel Latta, to better understand what's at the heart of consumerism in NZ today.

Methodology:

2 stage research approach

Qualitative Research



2 Focus Groups

55-64yc

65-75yo

Quantitative Research



n= 1,000
Online Interviews

55-74yo



Overview:



Turning 65 represents a significant **moment of truth** for many people.

It can be an exciting new stage in life.
A time to look **forward** rather than **backwards**.

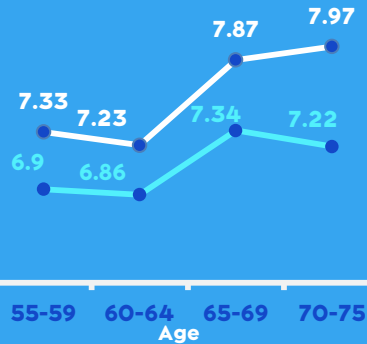
While 65 year olds **feel younger**, they also have a more **positive** and **progressive** outlook in life that is reflected in how they think, act and feel.

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Outtakes:

From 65 years



People start to feel better both emotionally and physically

- Emotional well-being
- Physical well-being



65-75yos rate their emotional well-being significantly higher than 55-64yos

...

65-69yos rate their physical well-being significantly higher than 55-64yos



Good advertising is good advertising regardless of your age

- ✓ Humour
- ✓ Needs to be/feel trustworthy
- ✓ Product detail - looking for more specifics
- ✓ Visual & audio simplicity



“You have a sense of acceptance for who you are and how you are in yourself”
(65-75)

Complex, heavily brand-led advertising is less effective for older audiences - they don't 'emotionally connect' with brands the same way.

Compared to younger audiences they are looking for...

INFORMATION
over
IMPRESSION



At 65 your outlook on life changes

- This is my time to enjoy my life. Why should I wait any longer?
- More impulsive, more excited, more engaged in life

Pre 65

There's a lot of pressure in our lives...



Working career



Elderly parents



Financial priorities



Retirement



Kids

Post 65

90%

Have a very positive outlook for their future

63%

Believe life for them has never been better

83%

Have a busy and active lifestyle

Post 65 is more positive, but it's not without its challenges...



Changing Technology



Societal assumptions about who they are, what they want and their value in society



Property - pressure to downsize



Seen as an easy sales target



Health issues



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