



Getting at the gold in the grey

**Dr. Neil Doyle, Regional Qualitative Director,
Millward Brown Firefly - ANZ**

About our speaker

Neil heads up the qualitative team at Millward Brown. Previous roles include Director, ACNielsen and Region Research Manager, Coca-Cola Far East.

Outside of the commercial sector, Neil also has extensive experience of social and health research. He has worked as a research and communication consultant on projects with World Health Organization, United Nations Population Fund and AUSAID/ CARE Australia.

He can be contacted on neil.doyle@au.millwardbrown.com



Millward Brown Firefly is Millward Brown Asia Pacific's dedicated qualitative research unit.



Getting at the gold in the grey

Neil Doyle
Millward Brown Firefly

Overview

Background

It was Groucho Marx who said *“Age is not a particularly interesting subject. Anyone can get old. All you have to do is live long enough.”* However in this paper we aim to put Groucho in his place and show why being old is an interesting subject. We believe that both marketers and research practitioners should take note of the changing demographic scene and consider its impact.

This paper explores adaptation in relation to an aging consumer market on several levels. We uncover how in a culture that idolizes youth, consumers adapt to an aging body and the contradictions this presents. On another level we also explore the way marketers need to adapt to a changing demographic and economic reality to take full advantage of the opportunities unfolding in coming years.

Though we draw on data from around the globe, we want to present an Australian slant to the older consumer. In recent months we have spent time talking to older consumers about the things that are important to them. We want to take this opportunity to share some of our initial thoughts. In telling our story we use a conceptual framework that contrasts the physical aspects of a body growing older in a country that idolize youth with a subjective ‘sense of self’ often out of step with expectations. We aim to bring to life the contradictions older people experience in a real and accessible way that marketers, planners and creatives can use to build winning brands and advertising.

In contrast to the wealth of insight that helps us build empathy with younger consumers, there is a dearth of insights that enable brands to resonate with older consumers. It is easier to explore the familiar territory of our past rather than the unknown ahead. Maybe this explains the two-dimensional portrayals of white-haired folk compared to the sensitive representation of tribal youth.

As well as sharing some insights into older consumers, we also present this as a case study on the potential of using conceptual frameworks from outside of marketing together with an eclectic mix of qualitative approaches.

Paper outline

In the first part of the paper we set the scene by outlining the demographic rationale for an increasing focus upon older consumers in Australia. In contrast to this we suggest that, as in other markets, this crucial marketing segment is being neglected by marketers.



Getting at the gold in the grey

Neil Doyle
Millward Brown Firefly

We make a case for using strong conceptual frameworks as a starting point to deliver insights for qualitative research in general and especially for this crucial market segment. Drawing on perspectives from social theory we present a conceptual framework for thinking about the aging process. We used this to organise our data collection and analysis in a structured and coherent way.

To operationalise this framework we took a close look at what would be an appropriate qualitative approach. Focus groups are good at what focus groups do, but in this case we needed a more eclectic approach that included in-situ depth interviews, diaries and peer research.

In the final part of the paper we discuss some preliminary themes that came out of the research process and suggest ways that marketers can tap into this rich opportunity through appropriate products and communication.



Getting at the gold in the grey

Neil Doyle
Millward Brown Firefly

Why bother?

In recent years there has been ample warning on why we should be taking older consumers more seriously. Even though the 'gold in the grey market' is not new news (Starkey 2002), marketers consistently neglect older consumers in targeting their products as well as the way characters are portrayed in advertising (Carrigan & Szmigin 1999; 2003; Corlett 1998; Langmeyer 1993; Long 1998). In this part of the paper we want to highlight how this is as true for Australia as it is for other markets.

The Australian Bureau of Statistics's (ABS) Year Book Australia (2003) describe the fundamental changes in Australia's demographic structure in terms of three trends. These are growing longevity, declining fertility and Baby Boomer progression. These factors are working together to contribute to an ageing population. The ABS defines ageing population in two ways. First, there is numerical aging that refers to the absolute increase in the number of older people and second, structural aging where the proportion of older people is increasing. In Australia, we are seeing dramatic increases in terms of both structural and numerical aging. The proportion of people over 65 (ABS's definition of old) is expected to grow from 12% in 1999 to 25% in 2051. This is an absolute rise from 2.3 million to 7.9 million people. Clearly, just on the basis of numbers we should be thinking about these people. Second to this is the key question of whether they have any money to buy the things we sell. Again ABS data suggests that these are the very group who are most likely to have discretionary income. Based on a calculation of net household wealth, it is the 55-64 year olds who actually have the greatest net worth. Households headed by younger age groups households tend to have greater liabilities on house and/ or car loans. Now that we have established that there are a lot of these people and they do have cash, we must ask ourselves if it is so clear that there is so much business potential amongst older consumers why is it that we are not making them a marketing priority?

Studies in UK and US suggest that there is an under-representation of older characters in mainstream advertising. And as would be expected this has led to a relevance gap with this crucial target. One study by Millennium in the UK found that 86% of over fifties considered current advertising to be irrelevant to them. Ironic, considering that the group who like advertising the most, 16-24 year olds are the ones with the least disposable income (Starkey, 2002). Clearly there is an issue here! Carrigan and Szmigin (1999), talking about the US and UK, suggest that it is the youthful profile of many of those who work in marketing – particularly at the creative edge that leads to this demographic blind spot.

Anecdotal evidence suggests Australia is no different. Chris Cormack MD of Senioragency Australia was recently quoted in B&T as saying about older women "Now you find me a brand that's targeting 58 year old women....we watched 24



Getting at the gold in the grey

Neil Doyle
Millward Brown Firefly

hours of free-to-air TV and found that there's little or no representation of this generation at all" (B&T, 6 August, 2004, p.5).

So it would seem that as in other developed markets there is clear evidence suggesting we should be less focussed upon youth and increasingly paying attention to older consumers. However this has not necessarily been matched by marketing action. "The logic is incontrovertible, the statistics are undeniable, but for some bizarre reason a sea-change in marketing behaviour is a surprisingly long time coming (Starkey 2002)."

We hope that this short paper can not only be one more wake up call, but also put forward thought-starters on approaches to talk to this segment in a relevant and credible way.

A final point on defining what we mean by older consumers. The literature generally draws a broad distinction between 'young-old' who go from late middle aged (fifties) up to about 75 or 80 – the 'old-old'. Up to this point they do not have any major de-generative problems that incapacitate them. Women tend to become 'old-old' later than men.



Getting at the gold in the grey

Neil Doyle
Millward Brown Firefly

A conceptual framework

Too often buyers of research lament qualitative research findings as not being insightful enough and so having limited impact on business decisions making. We believe one of the key reasons for this is the lack of strong conceptual frameworks. Without these qualitative research runs the risk of being nothing more than reportage – listing down what respondents have said without a structured way of thinking what this means for a brand or a business. Academic research is far more explicit about the perspectives and models that drive research with a strong emphasis upon theory. But then again this needs to be put against the need for providing actionable and timely results. Clients do not want to pay for abstract, esoteric theoretical explorations that would be the norm in certain academic circles. However, commercial marketing research is in the fortunate position of being able to take the odd epistemological short-cut and ‘borrow’ what is useful from other disciplines without necessarily having to take all the theoretical baggage with it. This is nothing new, much of what we do as qualitative researchers has its foundation in academic disciplines as psychology, sociology and anthropology. Wendy Gordon and Virginia Valentine make a strong case for this in their award winning paper ‘The 21st Century Consumer: a new model of thinking’ (2000). We aim to continue this movement by being unashamedly ‘theoretical magpies’ using an eclectic mixture of approaches and theory to help our clients make better business decisions.

There are of course different ways in which frameworks can be applied. Many researchers use frameworks implicitly, even if not explicitly stating so. Simple marketing constructs such as the 4 Ps, a brand footprint, value chain, Millward Brown’s own advertising models all enable us to structure our way of thinking about business problems. We are suggesting that in addition to these business oriented models we can also borrow from outside traditional marketing to build other models that help ‘unpack’ what people think, feel and do.

When thinking about ‘unpacking’ aging we were conscious of the need for including different aspects of aging that can impact consumers and their choices. Clearly there is a chronological aspect that measures the years gone by. Then we can think about what actually happens to the body in a material sense over this period of time. Bodies do change, be it wrinkles, shape, strength – all of these aspects could reasonably be expected to have impact. Then related to the changes we see in the material self we would think that the subjective self also changes. By the subjective self we mean the thinking/ feeling person that exists within the physical domain of the body. How these two domains are interlinked will be of vital concern to this project. As our bodies change, how does this alter how we are as thinking/ feeling individuals. And finally these changes do not occur within a social vacuum. We are intensely social creatures, conscious of how others see us and what their expectations are.



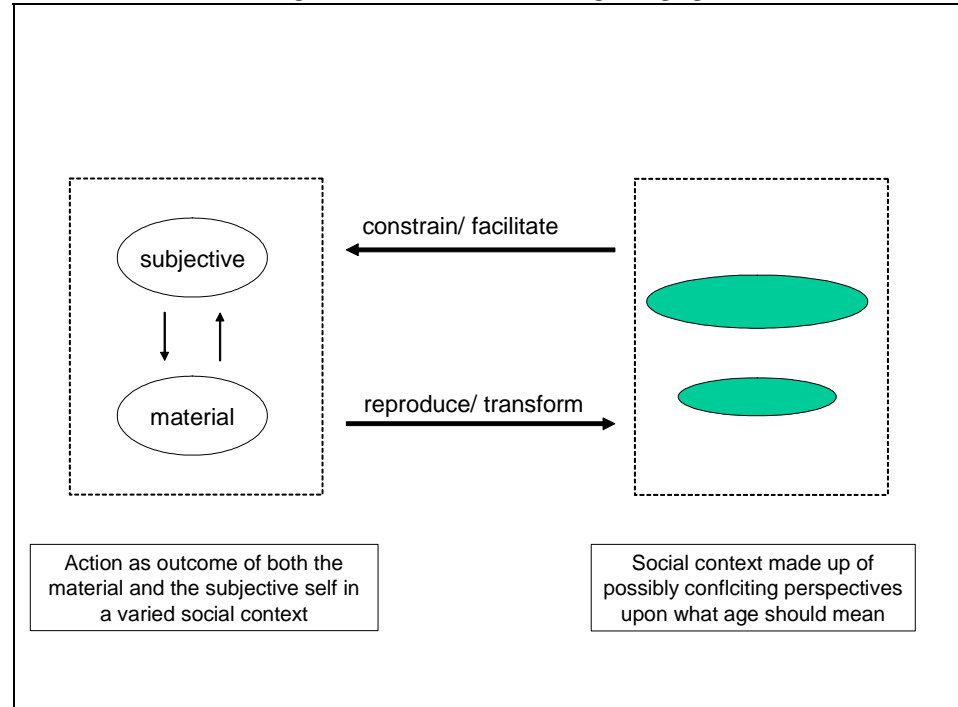
Getting at the gold in the grey

Neil Doyle
Millward Brown Firefly

At this stage we are putting these forward as discrete constructs, but we know they are closely interwoven. It is common-sensical to assume that the material (hormonal, physical or otherwise) would effect our subjective sense of self. But then again our sense of self can also impact our material bodies, for example through a desire for exercise or the way we handle stress. And of course all this occurs in a social context where others' expectations can either facilitate or limit us in our actions. In addition to this we can also accept that there are a variety of competing perspectives that define the social context. These can actually be internalized and become part of our subjective identity. And of course these very same notions of what aging is, are themselves re-created through the actions of individuals.

Without going through a wealth of perspectives, we present the following framework as *one* way of looking at how these different dimensions can impact the aging experience. This is just one perspective, and as always with theory there are many conflicting theoretical perspectives with different antecedents. But at the end of the day if we want to start making better business decisions we need to 'plant our flag' somewhere!

Figure 1 – a model for chronological aging



So the net result of this is that we have a framework that explicitly suggests what areas we should consider and gives a way of thinking about how they might interact.



Getting at the gold in the grey

Neil Doyle
Millward Brown Firefly

Our research needs to examine aging in terms of

- Chronological
- Social
- Material
- Subjective

This is what we used as the basis for designing a method that explores the relative importance of these, how they are characterized and what is the interaction between them



Getting at the gold in the grey

Neil Doyle
Millward Brown Firefly

How we went about it...

Early on in the process it became clear that the classic focus group scenario of having 8 strangers sitting around a bowl of peanuts (that predominates in commercial marketing research) was not going to be the best way of going about doing this.

As our framework suggests we wanted to take a look at the broader social context or put another way how exactly is 'old' constructed in the minds of the broader community. As our model suggests, this has a role in building the social milieu in which people age, not only through the way older people are treated but also by the way older people internalise others expectations. So from the outset our exploration of older consumers was not going to be limited to older consumers only. To help us unpack some of these stereotypes we included work with younger consumers and their perception of older people. We also included interviews with respected academics working in the field. They not only have an excellent understanding of the issues but are able to comment upon the broader social context.

Drawing upon ethnographic principles, we wanted to take the research out of the focus group room and immerse ourselves in the lives of older people. We were seeking to understand the subjective experience on both rational and emotional levels within the relevant context. Classic ethnographic approaches might see us moving in with old people and spending weeks with them. However the reality of time commitments and respondent tolerance prevented us from 'moving-in'. So we settled for using written diaries followed up with extended interviews at respondents' homes. We were able to use Video (with respondents permission) to extend the interview to take a peek into their cupboards and bathrooms as a starting point for discussions on the brands they live with.

As younger researchers (At the age of 37 I use the term loosely) there were some areas it was more problematic to discuss. When probing on the details of what bodies can and can't do, for example in the sexual realm, age and gender can be a barrier. Though in some of the interviews 'the outsider' perspective seemed to help.

Again drawing upon other disciplines; peer research is an established method to enable researchers to look at how the world is experienced through the eyes of difficult to know groups. We look to use some of our respondents as peer researchers. We brief them on the background to the project and the specific issues we want to cover, train them on basic interview technique and let them facilitate interviews.



Getting at the gold in the grey

Neil Doyle
Millward Brown Firefly

What did we learn.....

Through the lens of our conceptual framework we listened to older consumers and what they had to say as well as talking to younger people and academics on their thoughts on what aging is.

The social dimension

In a country such as Australia where as Adam Ferrier describes it "...being young, staying young or at the very least maintaining a youthful attitude are paramount." [B&T, 5 March 2004, p.11] It is useful to consider how others outside of older people look upon aging. After all, our framework stresses the importance of perceptions in broader society to aging.

There are many stereotypes that abound about older people and they seem to vary by culture. However most of our sample was drawn from Anglo-Saxon Australians and these results will reflect these values here.

Certainly amongst those who have yet to experience being older directly themselves (ie young people), there were quite simplistic assumptions about what being old is all about. Interestingly these stereotypes are both negative and positive but with the more negative ideas predominating. The more positive associations were centred on the older people they knew in their lives and included ideas like kind, gentle and wise. While the more negative were for 'other' older people. These included being bad tempered, vague, forgetful, difficult.

While younger people can ascribe a wide range of identities and emotions to younger people, they fell back upon simplistic stereotypes to describe older people. It is as if when we get older we begin to lose some of our differences and homogenise with others into simple caricatures. This is not to say there is some conspiracy against older people but perhaps it is more a case of 'old' being uncharted territory for many young people. And as with other groups we don't fully understand (be they based on race, gender or sexual orientation) we tend to simplify their characteristics. As one of our informants shared "*We are all individuals – we have individual tastes, styles, thoughts, and the only difference between us and other people is that our body doesn't function quite the way it used to*".

Looking at this from the other side (what older people say) they certainly feel that as they get older they become increasingly invisible in the eyes of the world. Some shared experiences of being in shops or other public spaces and being ignored. Marketers are probably as guilty as anybody in our focus groups of contributing to this invisibility. After all where are all the old people in marketing communication and where we do see them? Are they portrayed with the same complexity and subtlety that we see with younger characters?



Getting at the gold in the grey

Neil Doyle
Millward Brown Firefly

Whose problem is it anyway?

Related to the notion of the negative stereotypes that abound around aging is the notion that old age is seen as a problem. This is in stark contrast to the way that older people talk about their lives. They certainly have problems, many of them related to aging, but they don't see being old as a problem per se. In fact many older people speak about their lives in very positive terms and don't take kindly to hearing otherwise. One of the most striking aspects of their narratives on their lives was the general sense of contentment with their current situation.

There are many problems associated with aging. Health and money worries come up consistently, but these don't necessarily define peoples' lives. Again it is a case of having problems rather than life being a problem.

In terms of health they tend to compare their situation with that of their peers. So even if they are walking with difficulty with a stick this is OK as many of their peers are in worse shape. Thinking in terms of our framework we can see that though they are falling apart in a material sense, this is not reflected in their subjectivity. In fact, there is a stark contrast between the negativity surrounding the material dimensions of aging with the subjective. Many older people describe getting older in very positive terms.

Our respondents talked about an increasing sense of confidence that comes with older age, a much greater sense of contentment with themselves and so much less concerned about other people. They feel they know more and have managed to acquire an element of wisdom over the years that gives them an edge over younger people. *"I am confident now. I feel that I could still achieve anything given the chance. I am not ashamed of anything I might have done. I'm happy with me".*

Grey tribes

For people who increasingly care less and less about the expectations of others, participation or membership of a particular tribe becomes less and less important. Unlike the often-researched youth tribes, we saw little sign of older people identifying with a particular sub-culture linked by symbols to forge a common identity distinct from others. Some do gardening and some don't. They don't build an identity around these activities in the same way that skateboard kids might around what they do. As such we feel we cannot talk about grey tribes in the same way as we do with youth. With increasing age we see increasing reliance on themselves for shaping their sense of identity. Even more reason for marketers to move beyond simple stereotypes when exploring this market.

Time on their hands

With age, or more exactly retirement, comes an increase in time. For those that have planned for this it is a positive. However others do struggle to build a new identity that is not built around working. Especially men can feel a loss of status in their family and social circle. Generally there is a greater involvement with



Getting at the gold in the grey

Neil Doyle
Millward Brown Firefly

formalised social grouping such as clubs, RSLs and voluntary work. In part to fill the gap left by not working but also a sense of giving back to the community. Such social networks offer great marketing opportunities for leveraging word of mouth through viral marketing, brand advocacy/ ambassador programs etc. In addition we can begin to think about what role brands can play in facilitating these relationships.

However time is not always a good thing. Some research talks about 3 stages to relationships. There is the younger more sexual attractive stage (the kind of sexuality we most often see played out on TV). The next stage is that of providing, where the partner agenda is driven by the imperatives of raising a family and financial security. The final stage where most older people find themselves is characterised by companionship. It is about finding that soul-mate that you are happy and content to be with.

Certainly some relationships get into trouble when entering the third stage. Somebody who looked hot when they were young, was a great provider for the family is not necessarily the person you can spend a lot of time with for the rest of your days. It is not always an easy time for couples who have spent decades in a routine that kept them apart much of the day. As one woman puts it "I married him for better or for worse, but not for lunch." (cited in Kreitzman; 2003).

What about bodies...

As would be expected bodies, do by and large fall apart as you get older. Along with the with nagging aches and pains you begin to lose muscle tone, get larger tummies, bigger thighs, sagging boobs etc. But this is not always the case, and for some these signs are a wake-up call for getting into better shape than they have ever been.

Of course, when we think about bodies that we see on advertising, they tend to be young and beautiful. Media sets a high standard for a sexual ideal and rarely do we see the tubby, ugly 'norm' reflected in marketing communication. Particularly where sexual imagery is used, ugly is not a strong selling point. So if young but ugly people feel left out – it is even more so for older people. Not only do we not see them but we certainly don't see them in any kind of sexual way. Which brings us on to some dangerous territory or what the UK's Independent recently described as "the love that dare not speak its name" – older people being sexual (4 August 2004).

Rarely if ever do we see older people with a sexual identity. There is the odd exception Jack Nicholson or Sean Connery still get it on (often with a younger woman) but according to much of the media old people don't have sex

So does this reflect the reality of older people's lives? Most certainly not! In spite of what younger people think – old people do have sex. And our research suggests that at least some of them are doing it more and better than they ever



Getting at the gold in the grey

Neil Doyle
Millward Brown Firefly

did before. Old age can offer a whole new range of possibilities. The kids have moved away, there is plenty of time. There is a growing confidence in themselves and an acceptance of themselves and partners.

Of course sex is not quite the same as before. Women particularly describe it on glowing terms. They and their partners feel more comfortable with themselves and each others' bodies. They can take the time to understand each other's needs. In our study it was certainly women in the 'young-old' group who seemed to be most enthusiastic. Perhaps for men it is more of a challenge where old age and other ailments can make performing difficult. But looking at the popularity of Viagra it would seem men are doing their best to work round this.

Irrespective of how much they are at it, there was a strong feeling amongst the people we spoke to that they are not allowed to have a sexual identity the same way as younger people. By and large they want to reclaim this territory.

However, definitions of what 'attractive' is do change. Whereas when young there is a strong emphasis upon body shape this changes over the years. There is much greater emphasis upon personality with older consumers describing attractive in terms of smart, humour and charm. To build aspirational characters and values, sexual imagery does still appeal to older consumers. But particularly for women, there is less need for tight bodies and more emphasis upon personality.

Women still want to feel attractive but not necessarily the same kind of 'sexy' they felt when they were younger. They feel that it should be more subtle, more elegant and less obvious. Some describe it as more sensual than sexual. There is a general abhorrence of 'mutton dressed as lamb'- they don't want to mimic the sexuality of their youth but rather see it changing into something new.

So certainly one of our key findings is that older people are sexual (even if it does give us a shudder to think of people our parents' age still at it). If your brand wants to talk to them in a relevant way that resonates, sex is one possibility not currently exploited in communication. OK, it's not going to be about tight bums and big boobs – they don't want mutton dressed as lamb. But they do want to be accepted as still having this important part to their lives. It's not 'Baywatch' explicit but slower, more caring, more understanding and quite possibly better than ever. If you can get the tone right it offers tremendous opportunity to talk to older consumers in a meaningful and relevant way.

They are too set in their ways

A common reason given by marketers for not targeting the older consumer is that they tend to be 'set in their ways' and are not prepared to consider new brands. We explored the fridges and cupboards of our older respondents and asked them to share their experiences with brands. Even though there are indeed some brands that they have had relationships with for many decades, this does not mean that they are not open to trying new brands.



Getting at the gold in the grey

Neil Doyle
Millward Brown Firefly

Much as we love qualitative research it is often useful to integrate these learnings with some quantitative data based on a broader sample. So with the help of our colleagues at Lightspeed (the internet arm of WPP group) we checked out this hypothesis. We were of course concerned with looking at an internet based sample to draw conclusions about the broader population. However data from Roy Morgan Research (Single source data 2003 shared with us by Yahoo.com in their data fact sheet) shows that internet penetration for 50-64 year olds is 55% and 65+ 26%. It seems fair to assume internet usage amongst older consumers is no longer a case of tech-savvy innovators but a mass market phenomena. As such we feel confident that the results below do represent a fair proportion of older consumers.

We asked a simple closed question on which of a series of statements best described their attitude to trying new brands and products.

	Under 55 (n=9787)	55 + (n=1388)
Even though it can be risky, I am adventurous and will try new brands and products before anyone else	21%	22%
People look to me for my opinion as I will try new brands and products	11%	12%
I try new brands and products before most people	36%	33%
I am sceptical of new brands and products. I only try them after most people have	18%	19%
I don't like to try new brands and products. I stick to what I know	4%	8%

The quantitative data support our qualitative findings that older consumers are just as open to trying new brands than their younger counterparts.

In addition some argue that older people act not only as consumers but are also in an excellent position to be an intergenerational brand advocate. Chris Cormack of Senioragency Australia says "The most influential person in Australia today is a 58 a year-old woman...she is a four-generation influencer of her kids, her grandkids, her partner and because people are living longer today, one or both of her parents." (B&T, 6 August 2004:5)



Getting at the gold in the grey

Neil Doyle
Millward Brown Firefly

Are you talking to me?

As we discussed at the beginning of this paper, it seems that older consumers are not getting their fair share of attention from marketers in terms of advertising – and don't they know it!

Almost universally, the older consumers we spoke to feel (apart from a few notable exceptions) advertising is missing the mark with them. This is not just TV but across the whole range of communication channels. They want to see more normal people that they can relate to. There is still scope for being aspirational but this is not necessarily solely dependent upon being under 30 years old. As already discussed, definitions of attractive seem to broaden; the material (i.e. bodies) are less important whereas humour and cleverness are very appealing. This finding is very much in line with research in other markets. One survey from the UK found that 62% of older women want to see women of their own age in advertisements (Fairley, 1999).

Dove's recent work in Europe with more normal body shapes is the exception but has resonated with many women. WomenMagazine.com report that sales increased 700% (July 30, 2004). This was based on research that suggested women wanted to see more people like them in adverts. Is it too much to think that older consumers in Australia might be feeling the same way?





Getting at the gold in the grey

Neil Doyle
Millward Brown Firefly

Conclusions

As we said at the beginning of this paper we hope this paper has shown that age is an interesting subject on several different levels.

- There is a strong business case for making older consumers more of a priority in marketing plans.
- Our research has thrown up a variety of thought-starters to thinking about how we can communicate to this group in meaningful ways. After all, we were all young once but most of us haven't got to be old yet. We don't intuitively know what it's like to be older in a young world.
- For research practitioners, as a case study of how conceptual frameworks from outside of marketing when used with methods *not* based on sitting around a bowl of peanuts can add value to business decision making.

For our team the most important take-out from this research process has been that when we talk about aging and being old, be sure not to talk about it as a negative. There is no need to problematise old age. There are indeed specific problems, but these are specific, practical issues and the focus should not be on these. In fact the degeneration of the material body is in direct contrast to the growth in the subjective personality. Part of this subjective growth is about greater confidence and sense of wisdom. And breaking the great taboo of older people still enjoying sex (or possibly even more than before) is just one way of showing that your brand really understands this group

Certainly we can see products tapping into the negativity of material decline (incontinence pads, Viagra, health products etc) but in terms of branding there is great opportunity to talk about the positive subjective growth many older people experience.

The changing demographics of Australia open up a whole new market in front of us. But for us to tap into this we need to start looking at older consumers as thinking, feeling people rather than simplistic stereotypes. As a female informant shared with us on representing older people as being attractive; *'...its quite legitimate, and they are....certainly younger people don't really appreciate it.....you might be older but you can look fabulous and it makes you feel fabulous when somebody bothers to says this to you.'* Now isn't that a great marketing opportunity!



Getting at the gold in the grey

Neil Doyle
Millward Brown Firefly

References

- **Carrigan, M., Szmigin, I.** (1999) 'The representation of older people in advertisements', *Journal of the Market Research Society*, 41, 3
- **Corlett** (1988) Shattering the stereotypes of the 50+ shopper: marketing. *Vital Speeches of the Day*, 64 15, 478-480
- **Diamond, Robert** (2003) 'Why fmcg marketers need to wake up to older consumers', *Market Leader: The Journal of the Marketing Society*, Issue 22 Autumn 2003
- **Fairley, J.** (1999) 'It's a fabulous time to be 40', *Woman and Home*, March, pp38-40]
- **Kreitzman**; 2003, 'Why financial services should value older consumers'. *Market Leader: The Journal of The Marketing Society*, Issue 22, Autumn 2003
- **Langmeyer, L.** (1993) 'Age role portrayals in magazine advertisements: a content analysis' In J.H. Summery et al (eds) *Theories and concepts in an era of change*, Carbondale IL: Southern Marketing Association Proceedings, 1983, 286-289
- **Long, N.** (1998) 'Broken down by age and sex: exploring the ways we can approach the elderly consumer', *Journal of the Market Research society*, 40, 2, 73-91
- **Mathur, A. Sherman, E., Schiffman, L.G.** (1998) 'Opportunities for marketing travel services to new-age elderly'. *Journal of Services Marketing*, 12,4, 265-277
- **Starkey, Reg** (2002) 'Modern Myths of the Mature Market', *Admap*, Issue 433
- **Valentine, V., Gordon, W.** (2000) The 21st century consumer: A new model of thinking, *International Journal of Market Research* Vol. 42 Issue 2, p.185