



Age OK factsheet

Population statistics:

- There are nearly 12 million pensioners, almost 1 in 5 of the UK's total population¹
- There are now more people in the UK aged 60 and above than there are under 18, and more pensioners than there are children under 16²
- There are 20.7 million people aged 50 years and over, over a third of the total UK population³
- There are 9,779,000 people in the UK aged 65 and above⁴
- The UK population is 60,975,400 million. Of those 24,475,600 (40.14% of the UK total) are 16-44 and 24,990,400 (40.98% of the total) are 45+.⁵
- Those over 50+ make up just over 20 million (20,740,200) or 34% of the total UK population. Those between 16-49 make up 28,725,700 (47 per cent) of the total population.⁶
- Current life expectancy *aged 65* is 85.2 for women and 82.3 for men. *At birth*, the figures are 81.5 and 77.3 respectively⁷

Population projections:

- The number of people aged 65 years and over is expected to rise by over 60% in the next 25 years to almost 15.8 million in 2031⁸
- The population over 75 is projected to double in the next 30 years⁹

Older people's wealth:

- On average, net financial wealth (excluding housing and pension wealth) increases with age to reach a peak at around 70 before declining.¹⁰

¹ Office for National Statistics mid-2007 Population Estimates (2008)

² Office for National Statistics mid-2007 Population Estimates (2008)

³ Office for National Statistics mid-2007 Population Estimates (2008)

⁴ Office for National Statistics mid-2007 Population Estimates (2008)

⁵ Office for National Statistics mid-2007 Population Estimates (2008)

⁶ Office for National Statistics mid-2007 Population Estimates (2008)

⁷ *Health Statistics Quarterly 40 Winter 2008*, Office for National Statistics, 2008

⁸ National Population Projections 2006-based, Office for National Statistics, 2008

⁹ National Population Projections 2006-based, Office for National Statistics, 2008

¹⁰ *Asset Accumulation across the Life Course*, ILC-UK, 2007. p17

- The total net financial wealth of people aged 50 and over is of the order of £560 billion. This probably amounts to 85 per cent of all such wealth.¹¹
- Three quarters of those aged 65-74 own their home.¹²
- A reduction in both (income and expenditure) by some 20 per cent on average following retirement reflects lower income offset by fewer financial obligations. New pensioners are therefore in a pretty similar position financially to late-working-age people of similar socio-economic status.¹³
- 25 per cent (one in four) of households with one adult or more adults over pension age have over £20,000 in savings. A further 17 per cent have savings between £8,000 and £20,000.¹⁴

Spending power:

- 65-plus households¹⁵ spend over £90 billion annually. This equates to around 15 per cent of national household spending.¹⁶
- 50-plus households spend around £250 billion annually, which equates to over 40 per cent of national household spending.¹⁷
- Households under 30 spend around £62 billion per year, around 10% of national household spending.¹⁸

Technology:

- Over 50 per cent of people aged 60-69 feel getting to grips with technology seems to get harder with age. Nearly 70 per cent of those 70+ feel this way.¹⁹
- However, 44 per cent of people in their 60s feel they need more confidence to use technology, rather than being turned off altogether.²⁰
- 80 per cent of people over 45 have a mobile phone. In those 60-69, 70-79 and 80+, 80 per cent, 71 per cent and 52 per cent have mobile phones respectively.²¹
- Nearly half of people aged 60-69 (43 per cent) have a broadband connection. Of those 50-59, 56 per cent have broadband.²²
- 49 per cent of 50-59 year olds and 33 per cent of people aged 60-69 use a home computer almost every day/most days.²³ Furthermore, 45

¹¹ *Older richer fitter: Identifying the customer needs of Britain's ageing population*, David Metz and Michael Underwood, 2005. p21

¹² *Asset Accumulation across the Life Course*, ILC-UK, 2007. p24

¹³ *Older richer fitter: Identifying the customer needs of Britain's ageing population*, David Metz and Michael Underwood, 2005. p22.

¹⁴ *Family Resources Survey United Kingdom 2006-07*, DWP, 2008. p108

¹⁵ Households where the Household Reference Person (HRP) is 65 or over.

¹⁶ *Family Spending: A report on the 2007 Expenditure and Food Survey*, 2008. p130

¹⁷ *Family Spending: A report on the 2007 Expenditure and Food Survey*, 2008. p130

¹⁸ *Family Spending: A report on the 2007 Expenditure and Food Survey*, 2008. p130

¹⁹ *Lifestage: The Older Consumer*, Age Concern, 2008. p31

²⁰ *Lifestage: The Older Consumer*, Age Concern, 2008. p31

²¹ *Lifestage: The Older Consumer*, Age Concern, 2008. p24

²² *Lifestage: The Older Consumer*, Age Concern, 2008. p24

²³ *Lifestage: The Older Consumer*, Age Concern, 2008. p27

per cent of 50-59s and 31 per cent of 60-69s, use the internet at home everyday/most days.²⁴

- 55 per cent of 50-59 year olds and 41 per cent of 60-69 year olds have purchased from the internet.²⁵
- A third of people said that they were keen to explore how technology could help them in the home when they get older.²⁶

Leisure:

- Older people holiday more widely than younger age groups, and for longer at a time – for example more than 121,000 trips of 3-6 months were taken by the 50 plus between March 2006 and March 2007.²⁷
- Older people have the time, money and inclination to travel to distant and exotic places and are now the second largest group of travellers to long-haul destinations.²⁸

Motor/travel insurance:

- By 2050, 40% of the entire driving population will be aged 60 or over, and almost a quarter will be 70 or over. This means the motor insurance market for older people should grow substantially.²⁹
- 97% of annual travel insurance policies across the market impose an upper age limit.³⁰
- More than a quarter (26%) of the annual policies examined will not cover the 9.6 million people in the UK aged 65 and over, with the figure soaring to three quarters (76%) that refuse cover to over 75s.³¹

Economic downturn:

- When asked about the consequences of the economic downturn to their spending behaviour, around 45 per cent of people 50+ said they would not be doing anything differently. This compared to around 25 per cent of people aged 16-49.³²

Older consumers' views:

- 57% of people aged 50 and over believe businesses ignore older consumers in favour of appealing to the 'youth' market.³³
- 47% would go as far as to say businesses are 'youth-obsessed'.³⁴

²⁴ *Lifestage: The Older Consumer*, Age Concern, 2008. p28

²⁵ *Lifestage: The Older Consumer*, Age Concern, 2008. p29

²⁶ *Lifestage: The Older Consumer*, Age Concern, 2008. p32

²⁷ Research conducted by Future Foundation for intune, March 2007

²⁸ Institute for Social and Economic Research, Essex University, August 2002

²⁹ *Older drivers and the insurance market*, Association of British Insurers, 2006. p4

³⁰ Research conducted by Defaqto for intune, November 2008

³¹ Research conducted by Defaqto for intune, November 2008

³² *Older Consumers in the UK: Overview*, ACRS, March 2009

³³ Age Friendly survey, ICM Research, March 2009

³⁴ Age Friendly survey, ICM Research, March 2009

- 55% feel that businesses have little interest in older people's consumer needs.³⁵
- 46% often don't feel that advertising/marketing is aimed at them.³⁶
- 50% find advertising/marketing that is obviously targeting older people as patronising/stereotypical.³⁷
- Telecoms was deemed the least age-friendly sector by people aged 50 and over, while the retail sector was voted the most age-friendly.³⁸
- Other than price, impatient staff put older people off most from purchasing a product, followed by products with unclear instructions / information and products with difficult to open packaging.³⁹

³⁵ Age Friendly survey, ICM Research, March 2009

³⁶ Age Friendly survey, ICM Research, March 2009

³⁷ Age Friendly survey, ICM Research, March 2009

³⁸ Age Friendly survey, ICM Research, March 2009

³⁹ Age Friendly survey, ICM Research, March 2009