

Populus Silver Panel

Active, affluent and tech-savvy, the Populus Silver Panel consists of 18,000 over-50s. It is the largest such panel in the UK, enabling clients to engage effectively with this increasingly key demographic.

Populus Silver Panel

Around a third of the UK population (20 million people) are over-50. This proportion is projected to grow considerably over the coming years, making the over-50s an increasingly important and influential consumer group.

The Populus Silver Panel enables clients to understand this wealthy, active segment of consumers.

Our panel is:

Active – they are at the vanguard of this key consumer and opinion-forming demographic. Over half are active on local committees, have contacted an elected representative or attended a public meeting or rally.

Affluent – almost three-quarters (72%) eat out once a week, one in five plan to buy a new car this year and 65% expect to travel. Two-thirds also own their home outright.

Online – panel members engage strongly with technology, 57% have used eBay and almost all (96%) send text messages.

How it works

Clients can buy as few or as many questions as they wish – there is no minimum required purchase or increased cost for the first question.

Populus's research team are happy to advise on the structure and type of questions asked in order to ensure clients find the right information.

All results are provided with a summary analysis.

Benefits

The Silver Panel helps clients to better understand the purchasing behaviour and decisions made by affluent, active and technologically-engaged over-50s.

In doing so, it enables clients more accurately to target their communications more accurately and cost-effectively

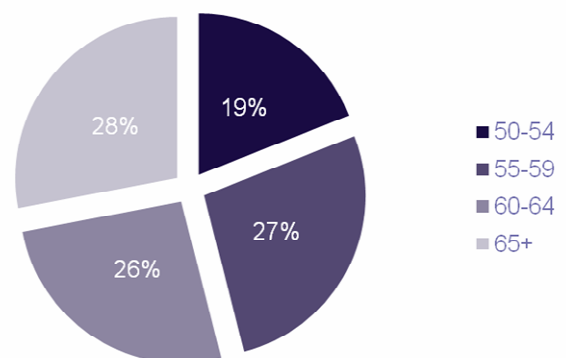
The Silver Panel also allows clients to develop product ideas and test messages or take a one-off snap shot of consumer opinion.

Ad hoc Service

Bespoke surveys are an excellent aid to informed decision-making. Clients who wish to explore an area of particular interest in greater detail can commission a specific survey.

A bespoke survey usually consists of 25 or more questions and can be run at any time.

Age Breakdowns



Contact

For further details about the Silver Panel, contact Laurence Stellings on 020 7553 3013 or lstellings@populus.co.uk.