

27th August 2009**NEW SURVEY DISPELS MYTH THAT 'MATURE' CONSUMERS ARE BRAND LOYAL**

Money-off coupons and in-store promotions are more likely to influence the over fifties than any kind of loyalty to a particular brand, according to a new survey conducted by specialist mature marketing consultancy, Millennium.

The survey of almost 400 people aged between 50 and 80 also reveals that more than a quarter (26%) shop for groceries online, dispelling any myth that people in this age range are uncomfortable using computers.

Over half of the sample spend in excess of £150 on groceries per month; with 49% believing that this figure is higher than their average spend at the same time last year. The most important factors to them when out shopping are, unsurprisingly, quality and price, which rank neck-and-neck.

One finding that is either encouraging or alarming – whichever way you care to approach it – is that 48% of those questioned said that publicised health reports did not affect their decisions to purchase or avoid particular grocery products. Interestingly, though, products claiming to be beneficial to health such as wholegrain, probiotic, vitamins and cholesterol-lowering products were particularly popular amongst the over 50s.

Packaging and ethical concerns were also quite high on the agenda. On the subject of packaging, a massive 75% felt that products were over-packaged and 63% indicated that they preferred packaging to be recyclable. Over half of respondents also said that they would be more likely to buy a product if they knew that it was Fairtrade.

Millennium's Managing Director, Kevin Lavery, commented "This survey follows another similar survey that we conducted four years ago and the overriding themes are the same this time around. Some marketers still believe that once people are in their fifties they become set in their ways and are resistant to change. In fact the opposite is true. They recognise that they get what they pay for, but are more likely to try something new than their younger counterparts.

The mature market is the only sector of our population which is expanding. There are over 20 million of them in the UK and by 2020 they will represent 50% of the UK population. It is in grocers' interests to listen to what they are saying."

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About Millennium

Founded 13 years ago, Millennium is the only marketing consultancy in the country to specialise completely in understanding and targeting the mature market.

For more information

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