

Slight increase in the perception that there are more goods, services and advertisements for the over 50s

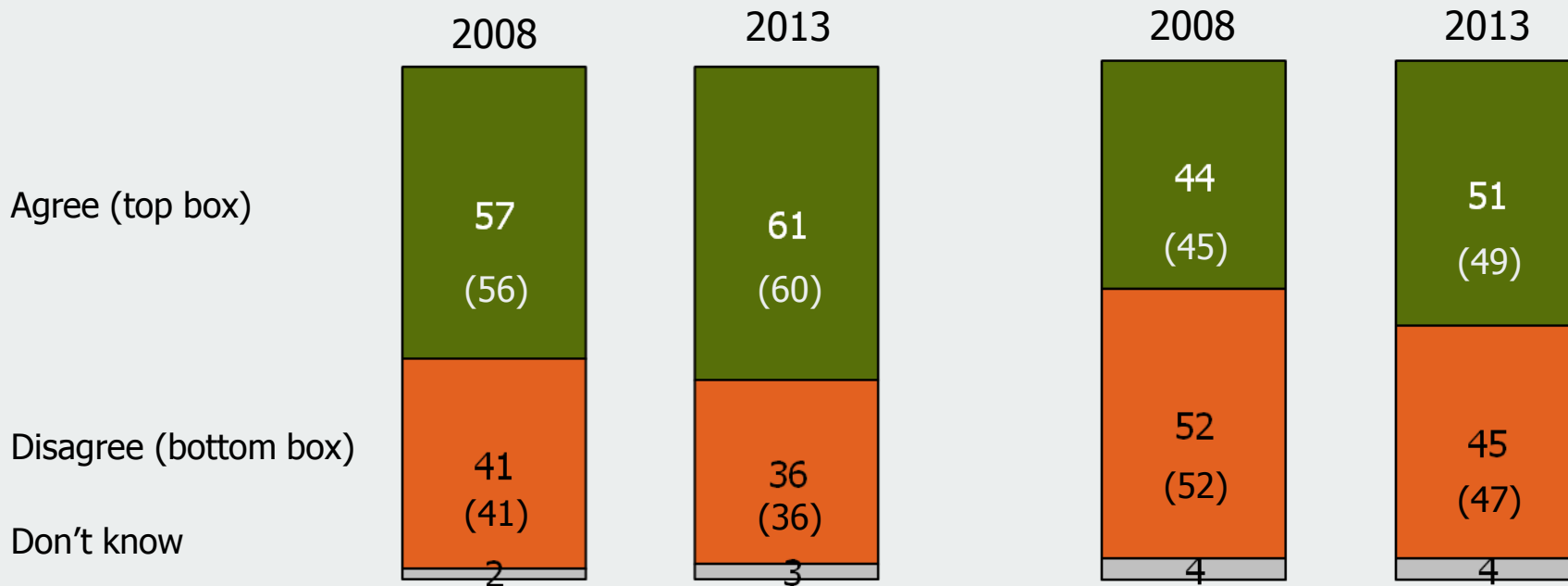
Subgroup 50 plus

Multiple choice – figures in %

In brackets: all age groups

"I find that the amount of products on offer to the over 50s has substantially increased over the past few years."

"I find that there is now an increasing amount of advertising aimed at those over 50."



Good advertising is effective: more and more people over 50 feel motivated to buy as a result

Multiple choice – figures in %

Subgroup 50 plus

"Good advertising motivates me to buy."

In brackets: subgroup

70 plus



Affinity to advertising grew between 2008 and 2013, above all among the over 70s

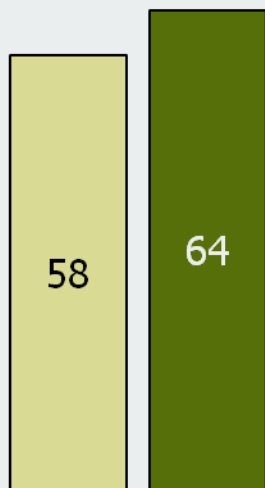
Multiple choice – figures in %

Agree (top box) in %

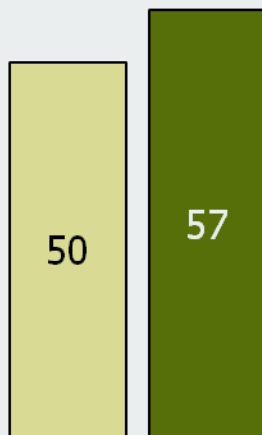
2008 2013

"Good advertising encourages me to buy."

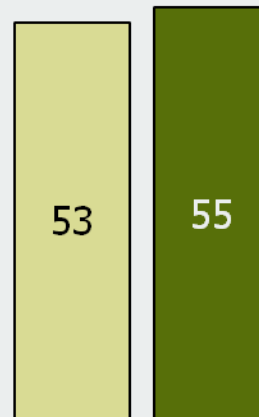
Aged up to 49



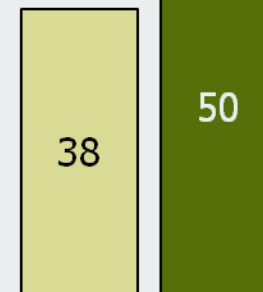
Aged 50 to 59



Aged 60 to 69



Aged 70 and older

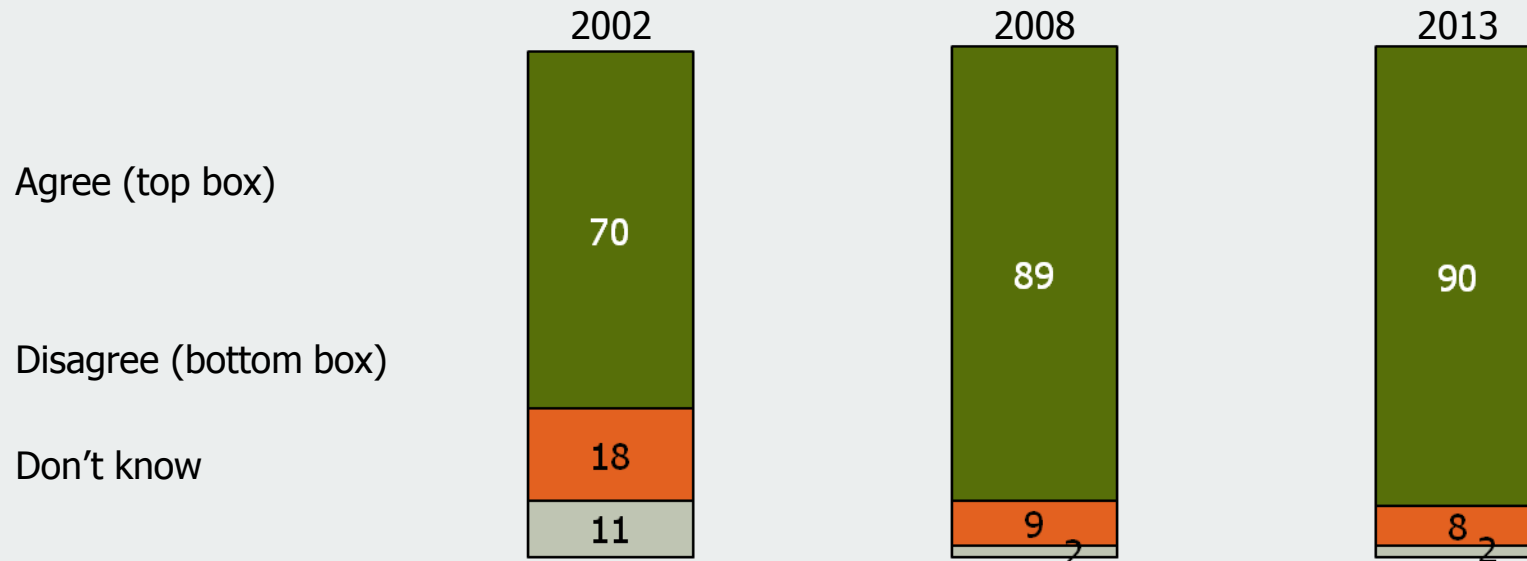


There is demand for older people as protagonists in advertisements

Multiple choice – figures in %

Subgroup 50 plus

"I think it's good that an increasing number of older people are also appearing in advertising."



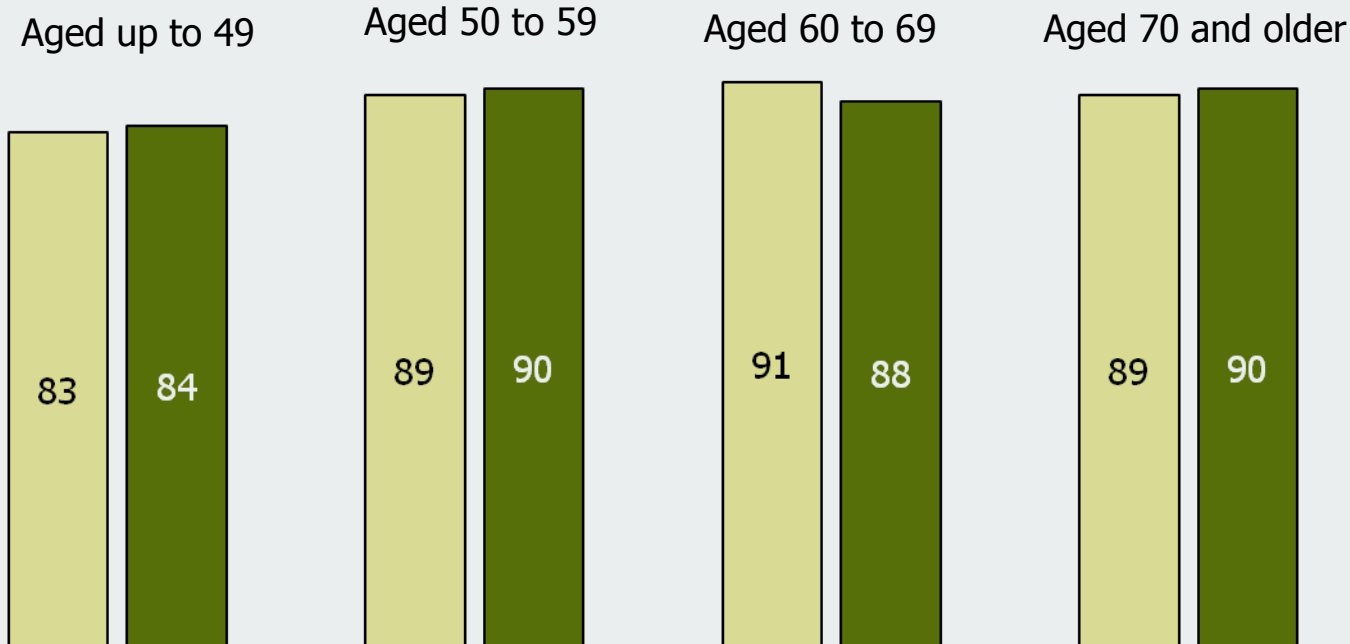
Younger Germans also welcome older people being featured in advertising

Multiple choice – figures in %

Agree (top box) in %

2008 2013

"I think it's good that an increasing amount of older people are also appearing in/being shown in advertising."



What makes advertising likeable or unlikeable



Products are specially made for older people/practical product information and tips

Older people are shown, older people themselves are advertising

Positive image of older generation: content, total *joie de vivre*, active, needed

Self-evidence of problems/problems are named/problems feature on it

Advertisement is believable, natural and is neither brash nor loud

Made especially for older people/addresses the over 50s/older people are being considered



Unbelievable/exaggerated/staged

Profiteering/after older people's money

Topic is undesirable/does not belong in advertising

Products are undesirable/too expensive

Always about illness

Older people are portrayed as needy and weak