

## YouGov Survey Results

Sample size - 1004 GB adults aged 50 and over

Fieldwork : 8th - 11th September 2017

Total	Gender		Age				
	Male	Female	50-54	55-59	60-64	65-74	75+

Thinking about advertisements shown in the media (e.g. radio, TV, online etc.) for ANY product specifically targeting/ portraying people who are a similar age to you...

In general, how accurately, if at all, do you feel these advertisements portray people who are a similar age to you?

	Unweighted base	1004	474	530	193	166	152	281	212
<b>Base: All GB adults who are 50+</b>		1004	475	529	194	168	149	270	224
Very accurately	0%	0%	0%	1%	-	1%	-	-	-
Fairly accurately	20%	20%	21%	21%	17%	17%	21%	24%	24%
Not very accurately	45%	44%	47%	45%	46%	50%	44%	44%	44%
Not at all accurately	22%	24%	20%	20%	23%	22%	24%	21%	21%
Don't know	12%	12%	11%	14%	13%	11%	11%	10%	10%

Still thinking about advertisements shown in the media (e.g. radio, TV, online etc.) for ANY product specifically targeting people who are a similar age to you...

In general, how relevant do you feel the content of these advertisements are to you personally?

	Unweighted base	1004	474	530	193	166	152	281	212
<b>Base: All GB adults who are 50+</b>		1004	475	529	194	168	149	270	224
Very relevant	1%	0%	1%	2%	1%	-	-	0%	0%
Fairly relevant	13%	13%	14%	15%	16%	13%	11%	13%	13%
Not very relevant	55%	53%	57%	50%	55%	59%	56%	54%	54%
Not at all relevant	26%	28%	24%	26%	22%	22%	28%	28%	28%
Don't know	6%	6%	5%	7%	6%	7%	5%	4%	4%

TMF\_Q5. We would now like you to think about how people of a similar age to you are generally portrayed in the media (e.g. radio, TV, online etc.)

In general, how accurately, if at all, do you feel these portrayals represents you personally?

	Unweighted base	1004	474	530	193	166	152	281	212
<b>Base: All GB adults who are 50+</b>		1004	475	529	194	168	149	270	224
Very accurately	0%	0%	0%	1%	-	-	0%	1%	1%
Fairly accurately	14%	15%	14%	14%	15%	12%	12%	18%	18%
Not very accurately	49%	43%	55%	48%	51%	56%	51%	44%	44%
Not at all accurately	29%	33%	26%	30%	24%	24%	31%	33%	33%
Don't know	7%	9%	5%	8%	10%	8%	5%	4%	4%

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Total	Gender		Age				
	Male	Female	50-54	55-59	60-64	65-74	75+

Thinking about all advertisements shown in the media...

Which ONE of the following type of products/ services do you feel MOST accurately portrays people of a similar age to you? (Please select the option that best applies)

	Unweighted base	1004	474	530	193	166	152	281	212
<b>Base: All GB adults who are 50+</b>	<b>1004</b>	<b>475</b>	<b>529</b>	<b>194</b>	<b>168</b>	<b>149</b>	<b>270</b>	<b>224</b>	
Financial products/ services	12%	13%	11%	8%	8%	14%	13%	13%	13%
Holidays	10%	11%	8%	7%	8%	11%	13%	9%	
Clothing and shoes	3%	2%	3%	4%	3%	3%	2%	2%	
Health	13%	12%	14%	8%	8%	15%	12%	18%	
Beauty	3%	-	5%	2%	3%	4%	3%	1%	
Food and drink	8%	7%	8%	10%	7%	12%	4%	6%	
Cars	3%	6%	1%	6%	5%	3%	1%	2%	
Homeware and furniture	5%	3%	6%	5%	6%	2%	5%	6%	
Technology	3%	5%	2%	4%	2%	4%	2%	4%	
Other	4%	4%	4%	3%	4%	3%	7%	4%	
Don't know	37%	37%	37%	43%	41%	30%	36%	35%	

Still thinking about all advertisements shown in the media...

Which ONE of the following type of products/ services do you feel LEAST accurately portrays people of a similar age to you? (Please select the option that best applies)

	Unweighted base	1004	474	530	193	166	152	281	212
<b>Base: All GB adults who are 50+</b>	<b>1004</b>	<b>475</b>	<b>529</b>	<b>194</b>	<b>168</b>	<b>149</b>	<b>270</b>	<b>224</b>	
Financial products/ services	9%	11%	7%	12%	7%	7%	8%	9%	
Holidays	7%	7%	8%	7%	7%	7%	6%	10%	
Clothing and shoes	14%	11%	17%	12%	16%	11%	16%	14%	
Health	5%	5%	5%	6%	5%	5%	3%	6%	
Beauty	18%	16%	19%	15%	20%	21%	17%	17%	
Food and drink	2%	3%	1%	1%	1%	3%	3%	2%	
Cars	7%	8%	7%	7%	7%	7%	8%	7%	
Homeware and furniture	2%	1%	3%	2%	1%	3%	3%	2%	
Technology	14%	15%	13%	11%	13%	14%	16%	16%	
Other	1%	1%	1%	2%	1%	1%	1%	2%	
Don't know	20%	22%	19%	25%	23%	21%	19%	15%	

Thinking in general about in the media (e.g. TV, films etc.), not including advertising...

How good or bad do you feel the media is at representing people who are a similar age to you?

	Unweighted base	1004	474	530	193	166	152	281	212
<b>Base: All GB adults who are 50+</b>	<b>1004</b>	<b>475</b>	<b>529</b>	<b>194</b>	<b>168</b>	<b>149</b>	<b>270</b>	<b>224</b>	
Very good	1%	1%	1%	2%	1%	-	1%	1%	
Fairly good	22%	22%	21%	19%	22%	21%	23%	23%	
Fairly bad	49%	47%	50%	45%	51%	52%	45%	51%	
Very bad	17%	17%	17%	17%	13%	14%	22%	17%	
Don't know	12%	12%	11%	18%	13%	13%	9%	8%	

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Total	Gender		Age				
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For the following question, by "popular culture" we mean, current fashion, music, films etc.

To what extent, if at all, do you feel you are connected to present day popular culture?

Unweighted base	1004	474	530	193	166	152	281	212
<b>Base: All GB adults who are 50+</b>	1004	475	529	194	168	149	270	224
Very connected	2%	2%	2%	2%	3%	4%	2%	1%
Fairly connected	27%	22%	31%	29%	33%	33%	27%	17%
Not very connected	43%	42%	44%	47%	44%	41%	42%	43%
Not at all connected	24%	30%	19%	19%	16%	18%	28%	36%
Don't know	3%	3%	3%	3%	4%	4%	2%	3%

Now thinking about popular culture (i.e. fashion, music, films etc.) from your youth (i.e. when you were younger than 30)...

To what extent, if at all, did you feel you were connected to popular culture at that time?

Unweighted base	1004	474	530	193	166	152	281	212
<b>Base: All GB adults who are 50+</b>	1004	475	529	194	168	149	270	224
Very connected	24%	22%	27%	18%	21%	29%	32%	21%
Fairly connected	49%	49%	49%	50%	47%	50%	44%	53%
Not very connected	17%	17%	17%	19%	22%	12%	16%	17%
Not at all connected	6%	9%	4%	11%	5%	5%	5%	5%
Don't know/ can't recall	3%	3%	4%	3%	5%	3%	3%	4%