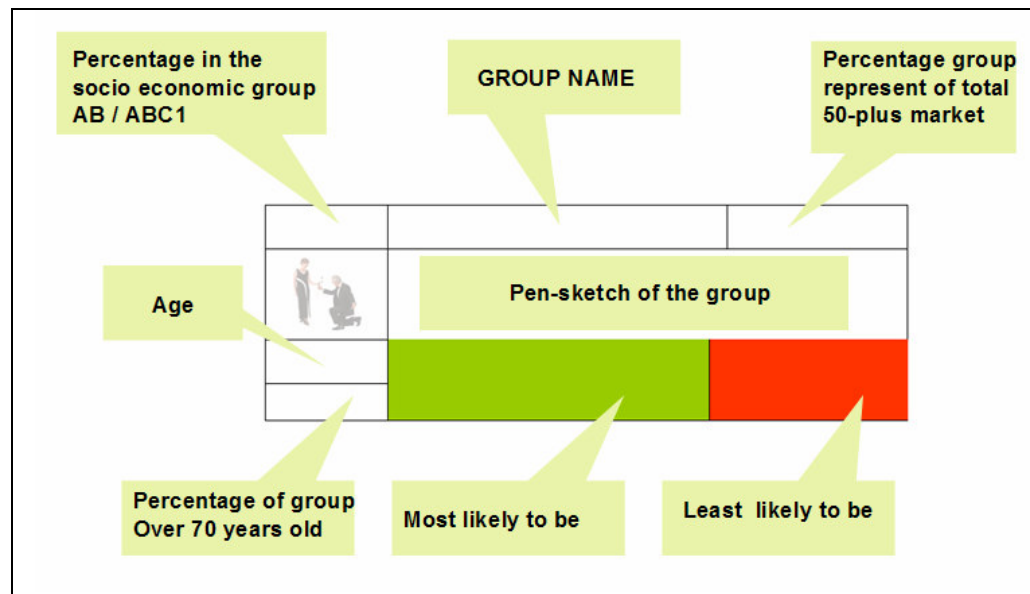



OMD/20plus30 Lifestyle Groups

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During 2003 and 2005, OMD conducted interviews with over 2000 of the 50-plus to learn about their lifestyles, attitudes, opinions, preferences and ambitions. The study researched older consumers' views about advertising, brands, technology and their use of media. Over 300 questions were used to create a segmentation model that divided the over-50s into seven lifestyle groups. The resulting segmentation model was then extended by qualitative research using focus groups, accompanied shopping, in-home interviews and observing social group interactions with their friends and family.


A vignette of each of the seven lifestyle groups describes their age profile, socio-economic status, characteristics and relative size.






39%/69%	Live Wires		17%
	<p>Live Wires have busy and fulfilling lives. They enjoy using technology and keen to keep up to date with the latest developments.</p> <p>Socialising and holidaying are important parts of their lives, as is maintaining a healthy lifestyle. Their main priority is to continue enjoying their comfortable existence.</p>		
58	Assertive, creative, energetic, flexible, funny, organised, talkative, warm	Bad-tempered, lazy	
15%			

35%/75%	Bittersweet Have it Alls		11%
	<p>This group are financially secure, live in nice homes and take regular holidays. They enjoy good health and overall are living a comfortable retirement.</p> <p>They tend to reject change, are intolerant and self righteous. They are not happy with the way the world is developing. Their affluent lifestyle is tinged with frustration and anger about society in general and their children in particular.</p>		
65	Analytical, argumentative, assertive, energetic, practical, secure, traditional	Risk-taking, spontaneous	
30%			

26%/60%	Super Troopers	11%
	<p>Super Troopers are a brave and feisty group. They are the 'copers' of life. Their plans for retirement, with their partner have often been dashed due to bereavement.</p> <p>They refuse to lament bad fortune and are determined to continue living their life to the full. They will always try and take an optimistic view of life. They have a high sense of duty to their families.</p>	
68	Energetic, good-hearted, kind, relaxed, reliable, responsible, traditional	Anti-establishment, moody
41%		

36%/71%	Rat Race Junkies	15%
	<p>Rat Race Junkies are likely to be working. Many of them are bringing-up their second or third family. They are anxious about the finances, but won't compromise their buying habits. They are bright, ambitious and well educated.</p> <p>They like looking and feeling good and are driven to succeed in their career, home and family. Whatever they do they do with a frantic sense of purpose. Part of them is pessimistic regarding the more distant future. They are anxious about how the future might develop. They assume they will work forever, out of both interest and financial need.</p>	
54	Analytical, anti-establishment, chaotic, knowledgeable, risk-taking	Peaceful, content
3%		

21%/51%	Living Day-to-Day		17%
	<p>The Living Day-to-Day group have low incomes or receive benefits and are invariably near to being in debt with little financial security. They can't afford luxuries but are fashion-conscious and always try and buy well known brands.</p> <p>They are a positive group and believe that life is much easier and more comfortable than it was for their parents. They tend to have good relationships with their friends and family. How they will cope in latter life is rarely considered.</p>		
58	Disorganised, unreliable	Flexible, forgiving, good-hearted, organised, practical, responsible, secure	
22%			
13%/41%	Unfulfilled dreamers		16%
	<p>Unfulfilled Dreamers have a similar income and financial security profile to the Living Day-to-Day group. But, they are very different in terms of their attitudes and their emotions.</p> <p>They are more fragile, vulnerable and troubled with their lives. They seldom enjoy their jobs or their social conditions. Often they describe themselves as suffering from 'stress' and ill-health.</p>		
58	Creative, good-hearted, hard-working, moody	Analytical, energetic, Objective	
17%			

17%/48%	<h2>Anchored In The Past</h2>		11%
	<p>The Anchored in the Past are not interested in technology, travel, fashion, decorating and healthy living.</p> <p>After retirement they spend much of their time watching TV and take little interest in their health. They have contempt for the active and prosperous lifestyle that others of their generation are portrayed as enjoying.</p> <p>In many ways have "given up on life".</p>		
<h1>65</h1>	Bad-tempered, miserable, moody, traditional	Artistic, assertive, energetic spontaneous, flexible, creative	
33%			