

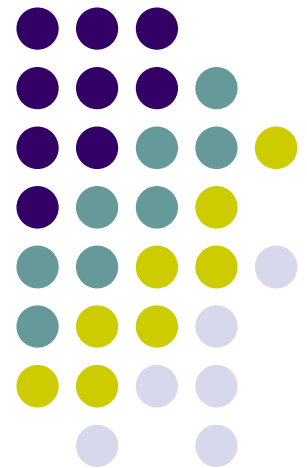


National Differences

Australians really are very different

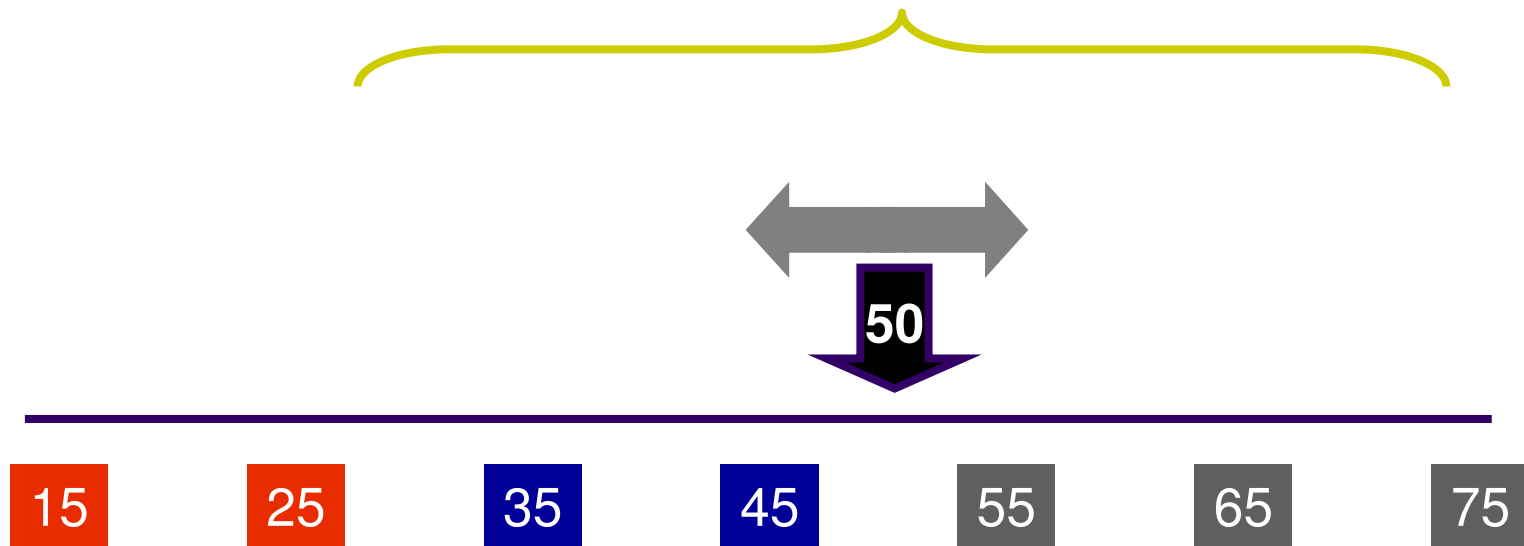
Dick Stroud

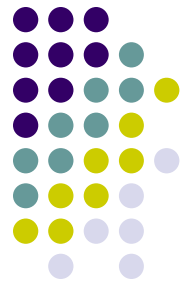
www.20plus30.com
www.the50plusmarket.com



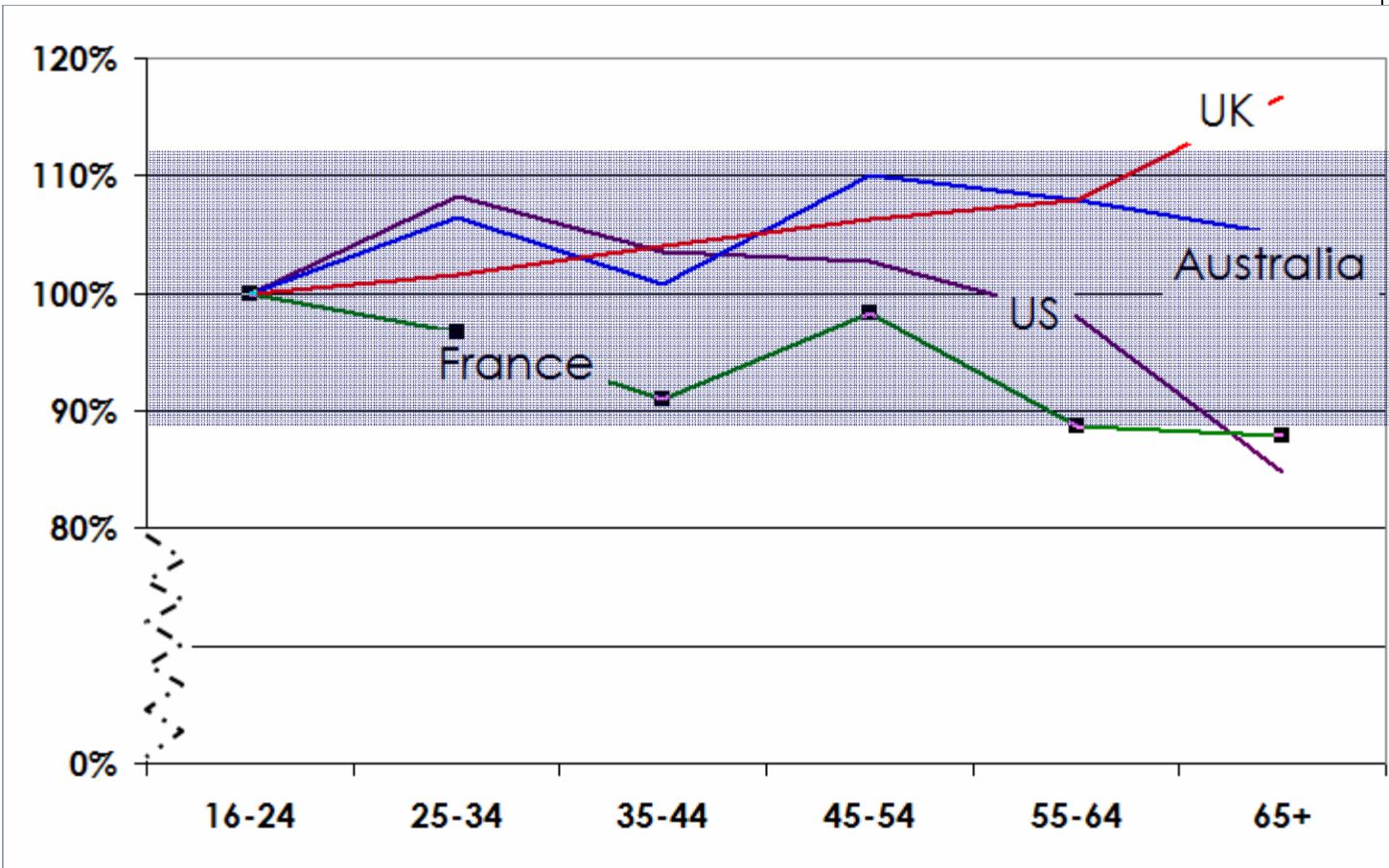


How different?

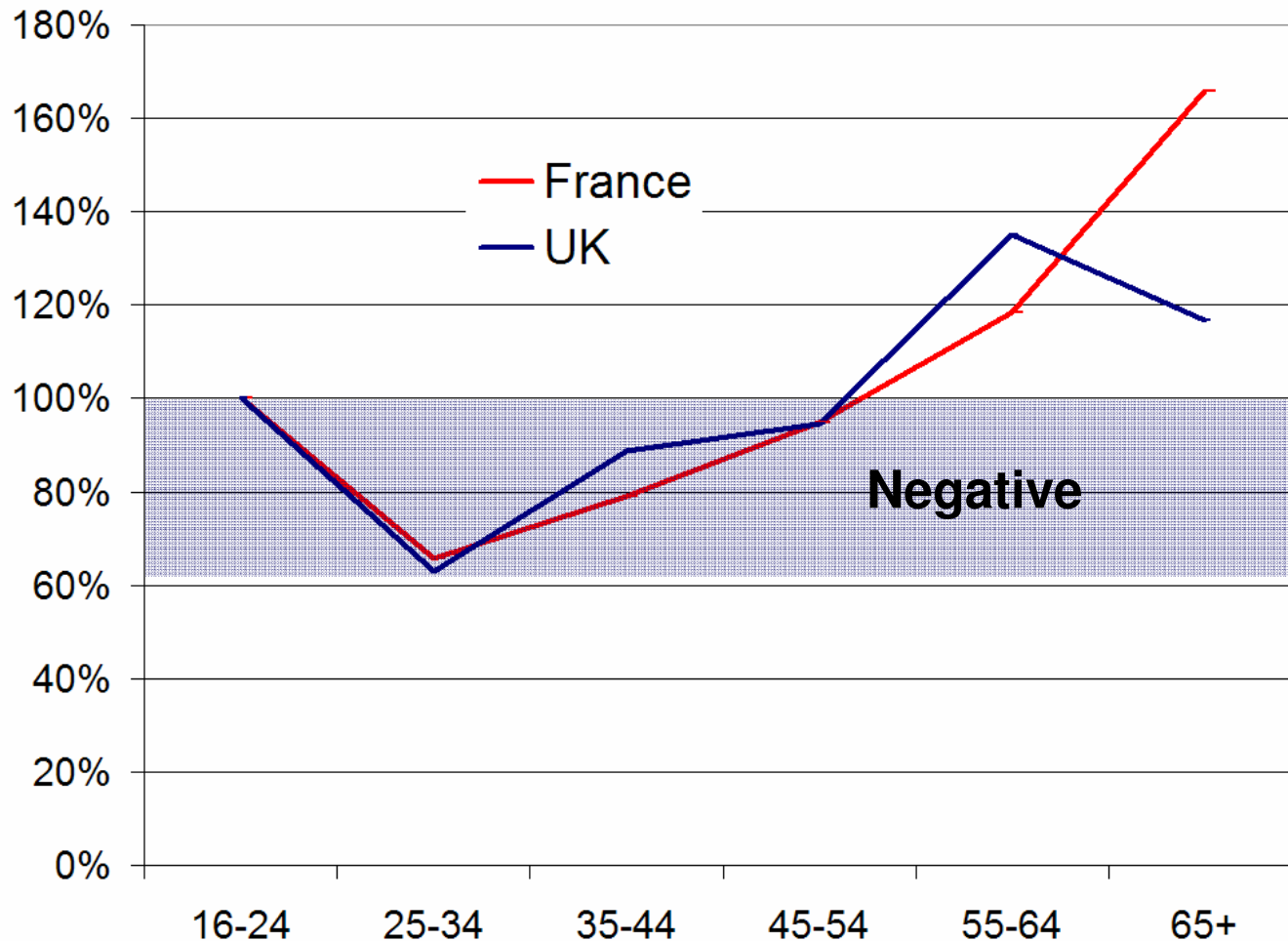




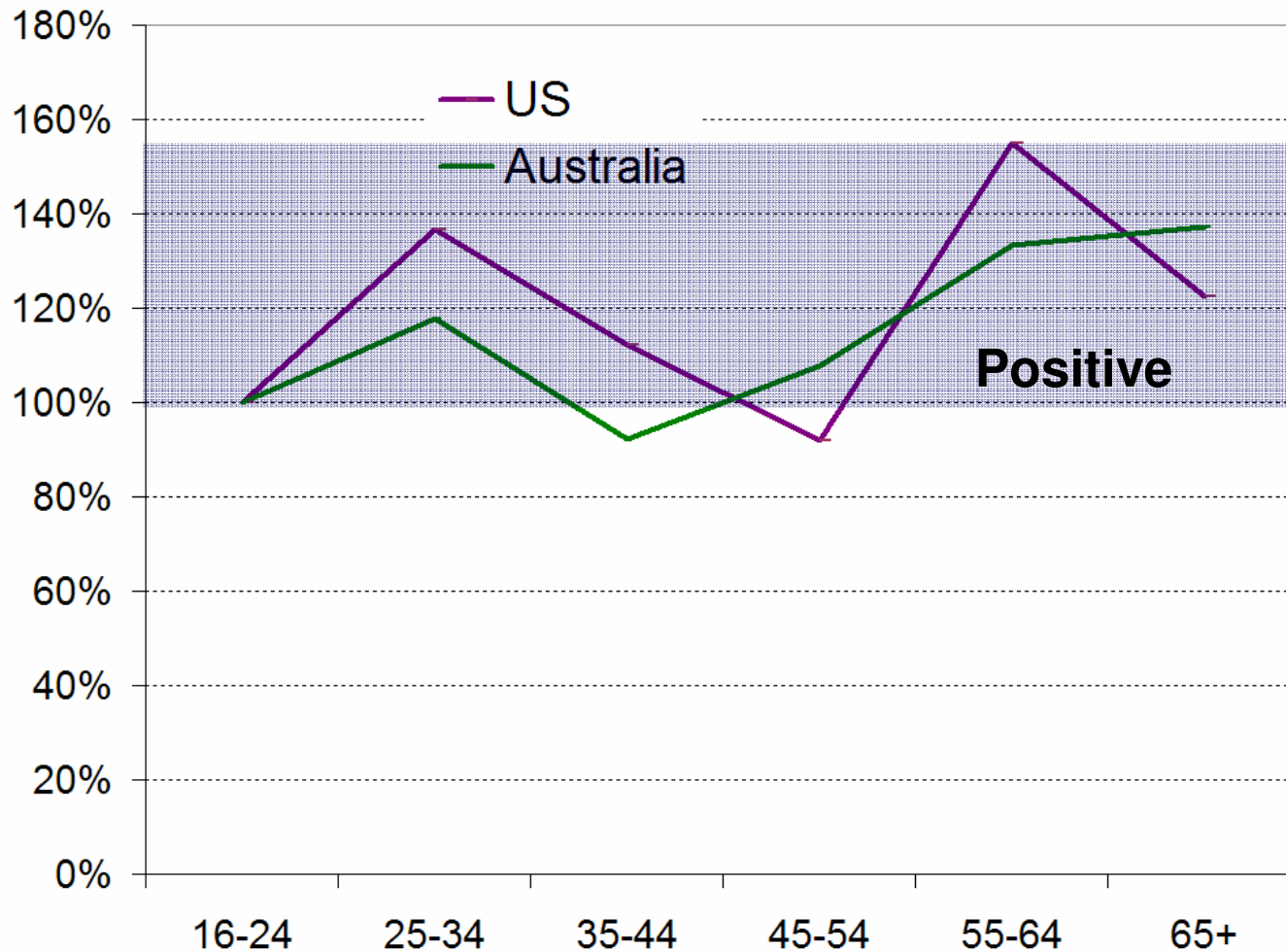
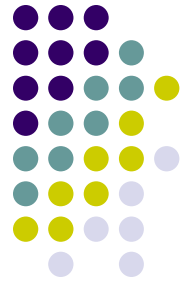
Positive reaction to embracing new life experiences



Confidence about the future (financial security)



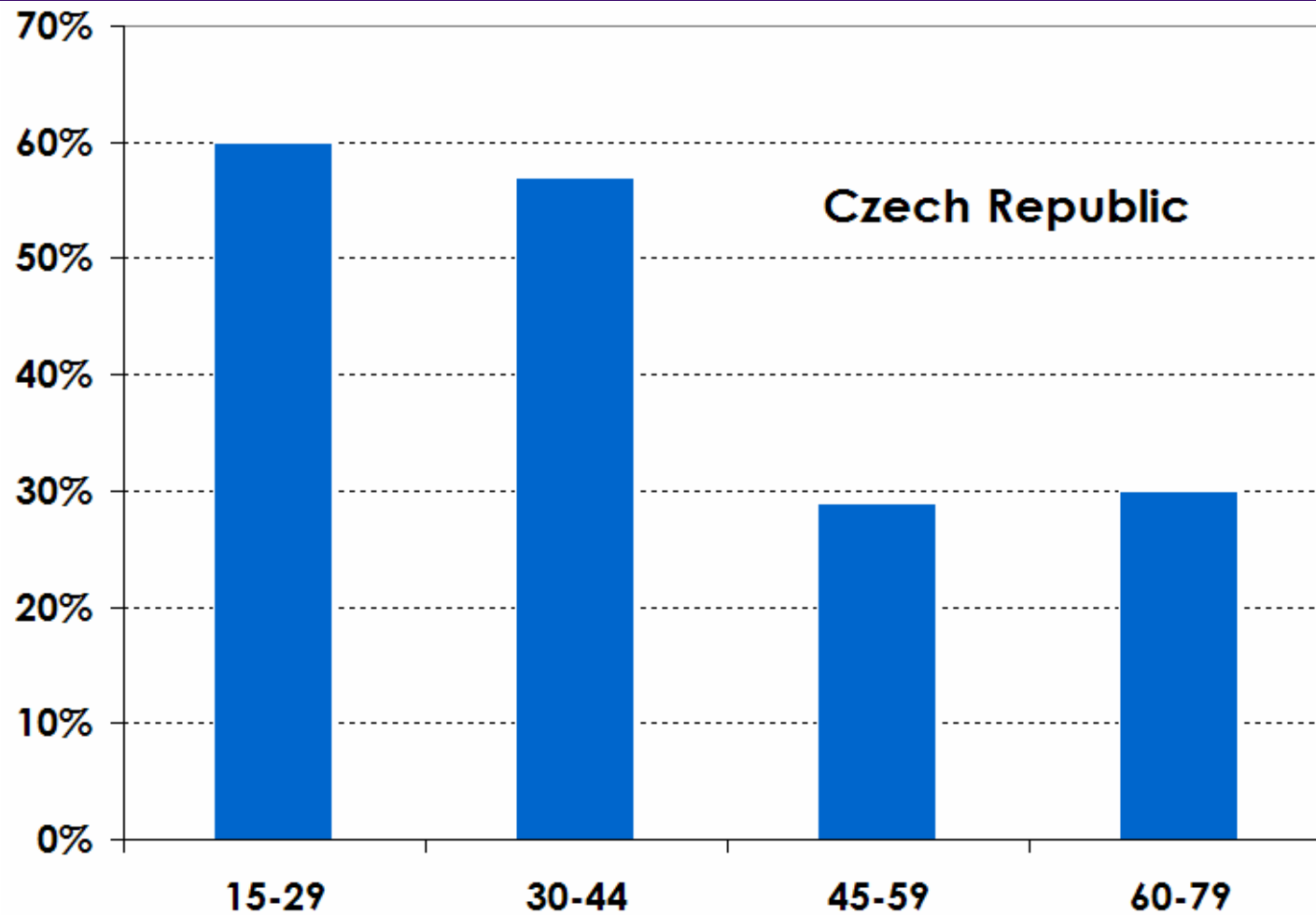
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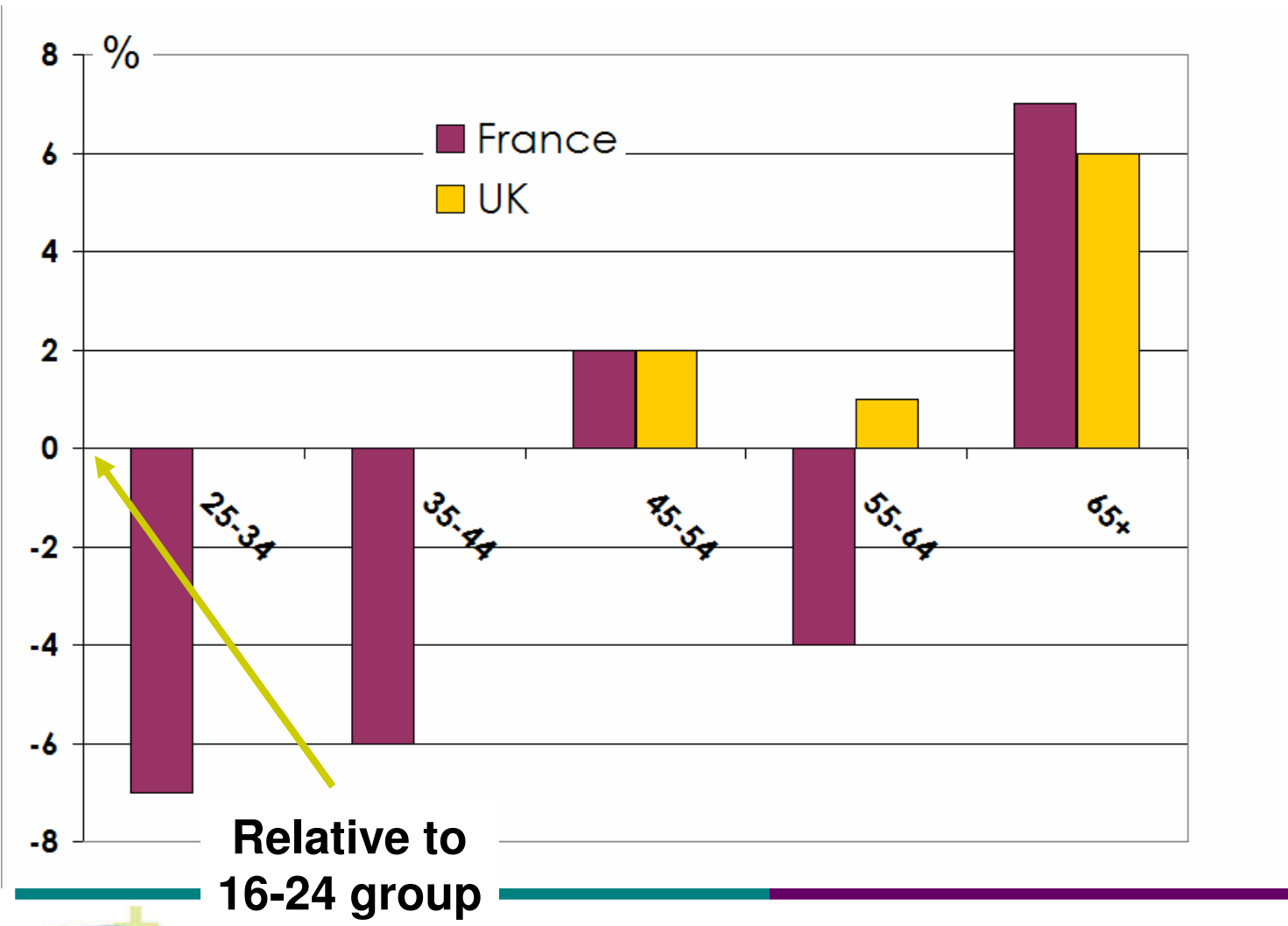


"I really enjoy the challenge of keeping up with technology"



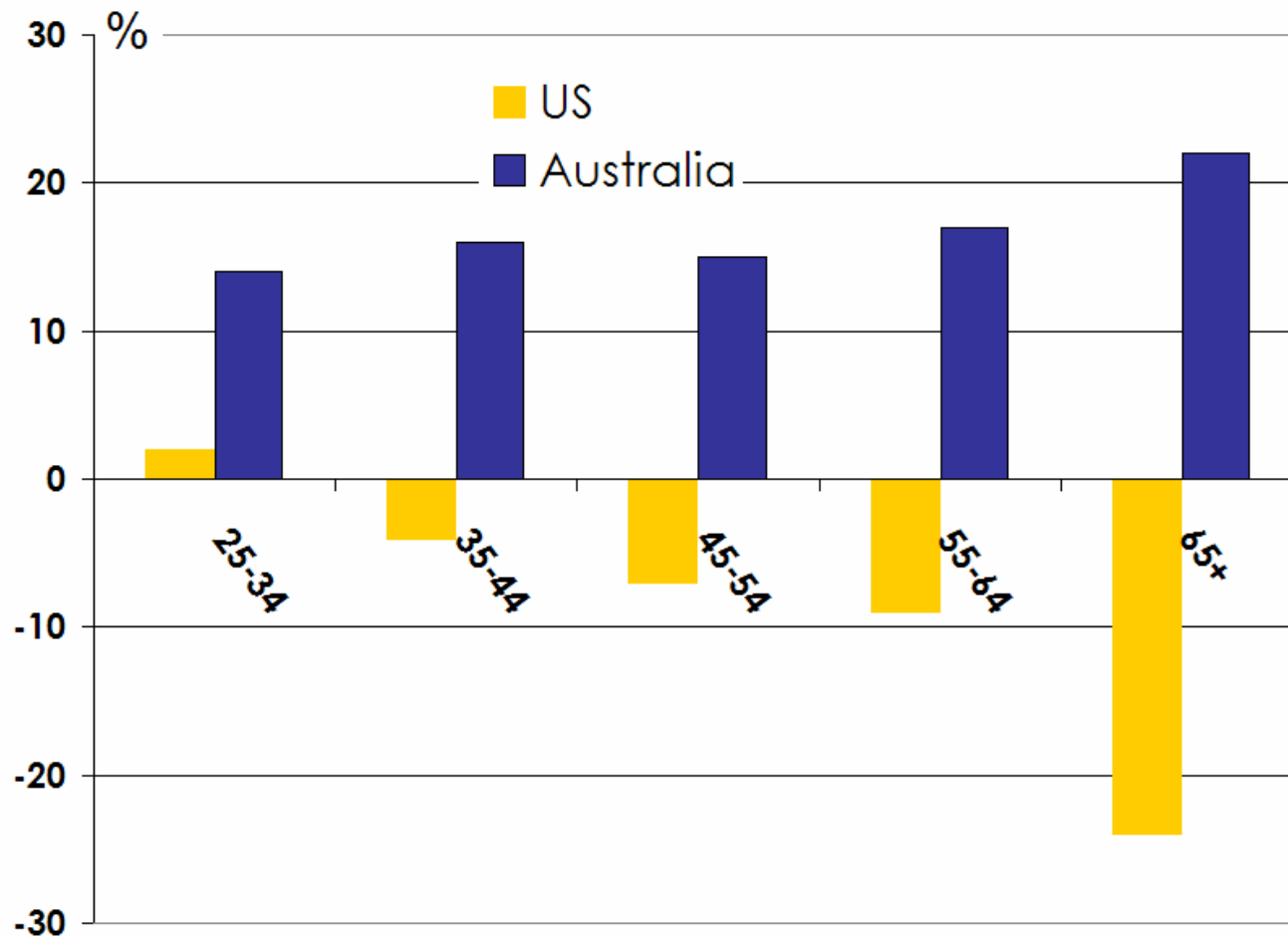


"I really enjoy the challenge of keeping up with technology"





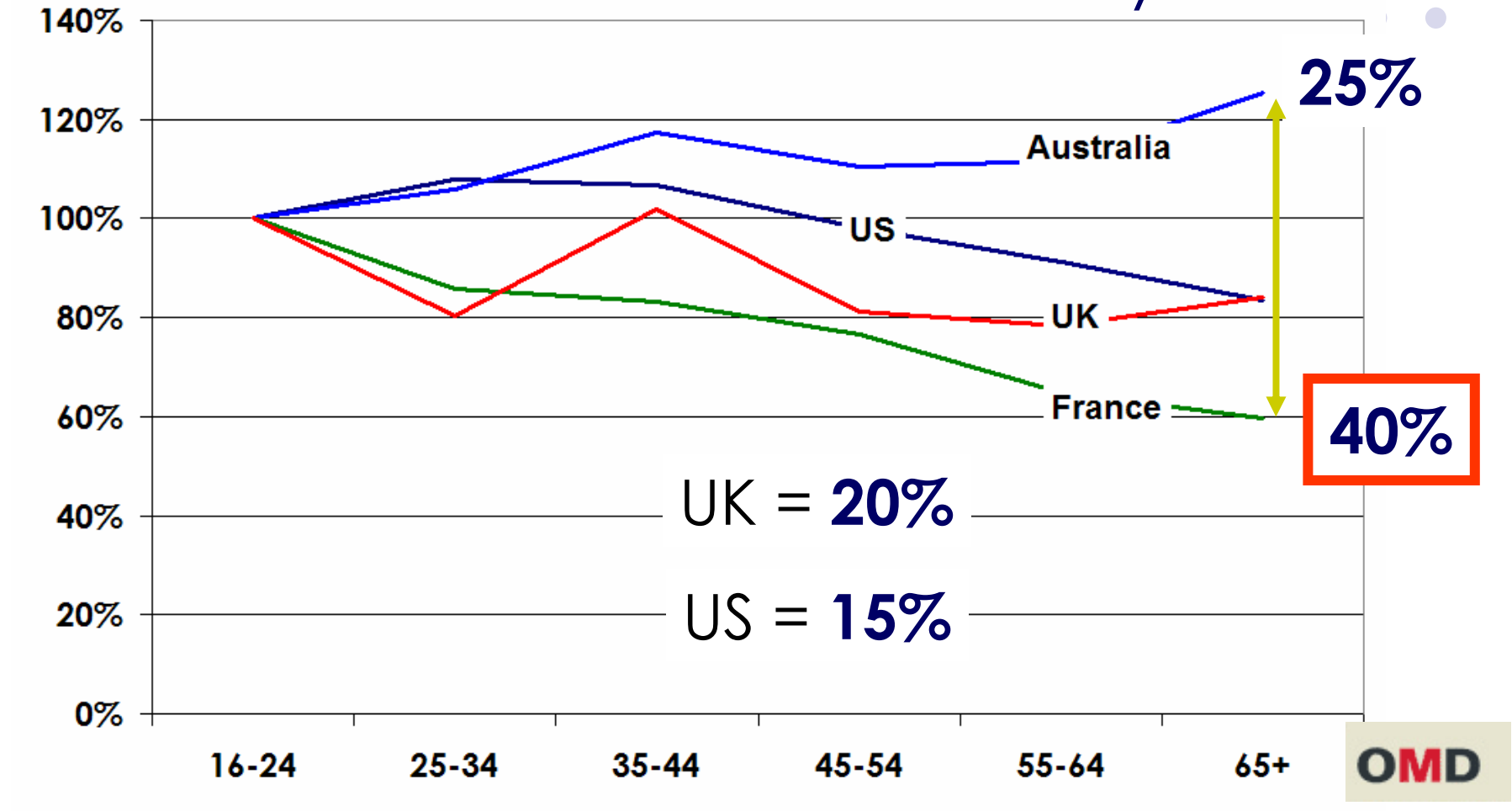
"I really enjoy the challenge of keeping up with technology"



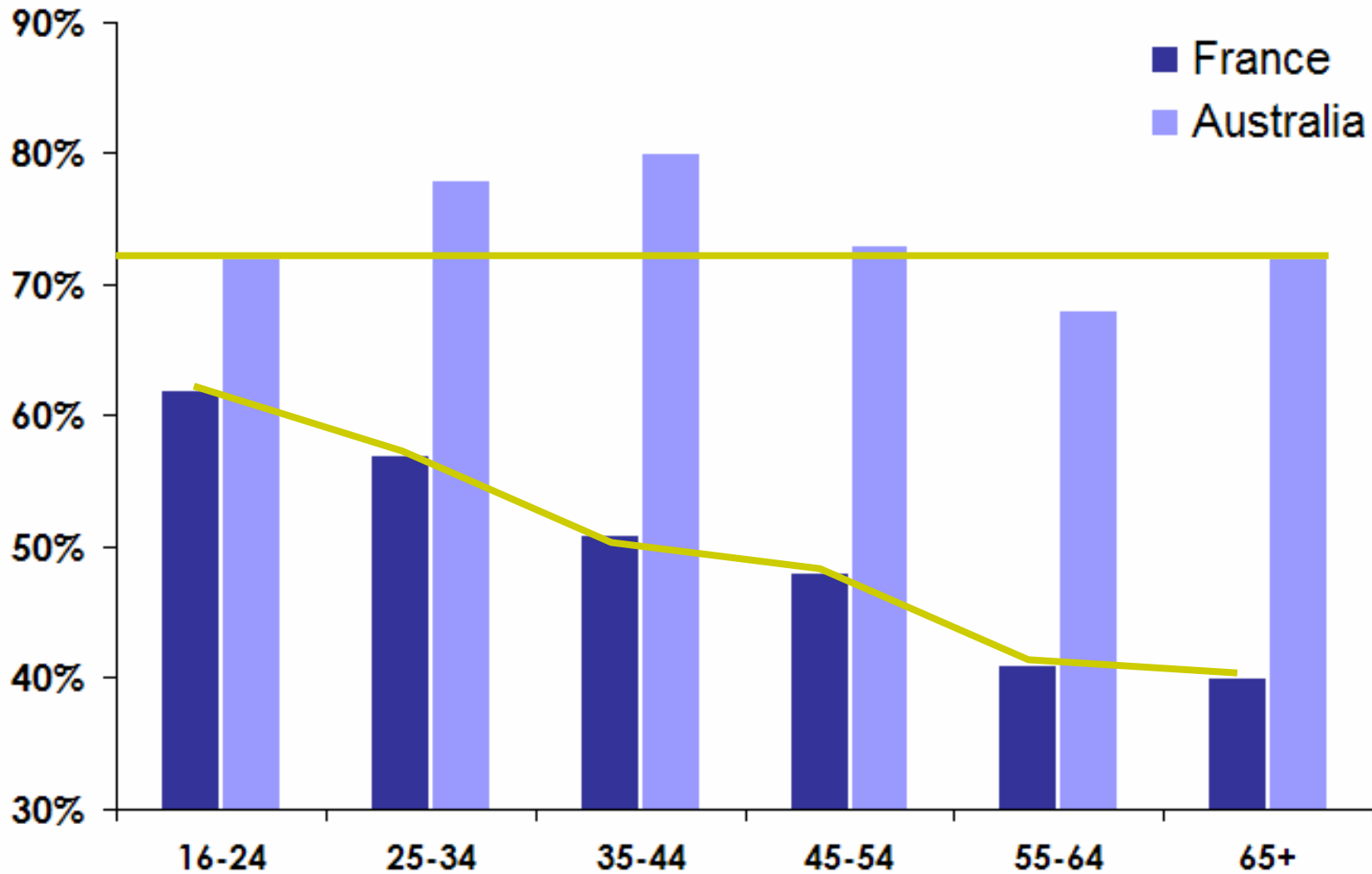


Age variation Over 50 years

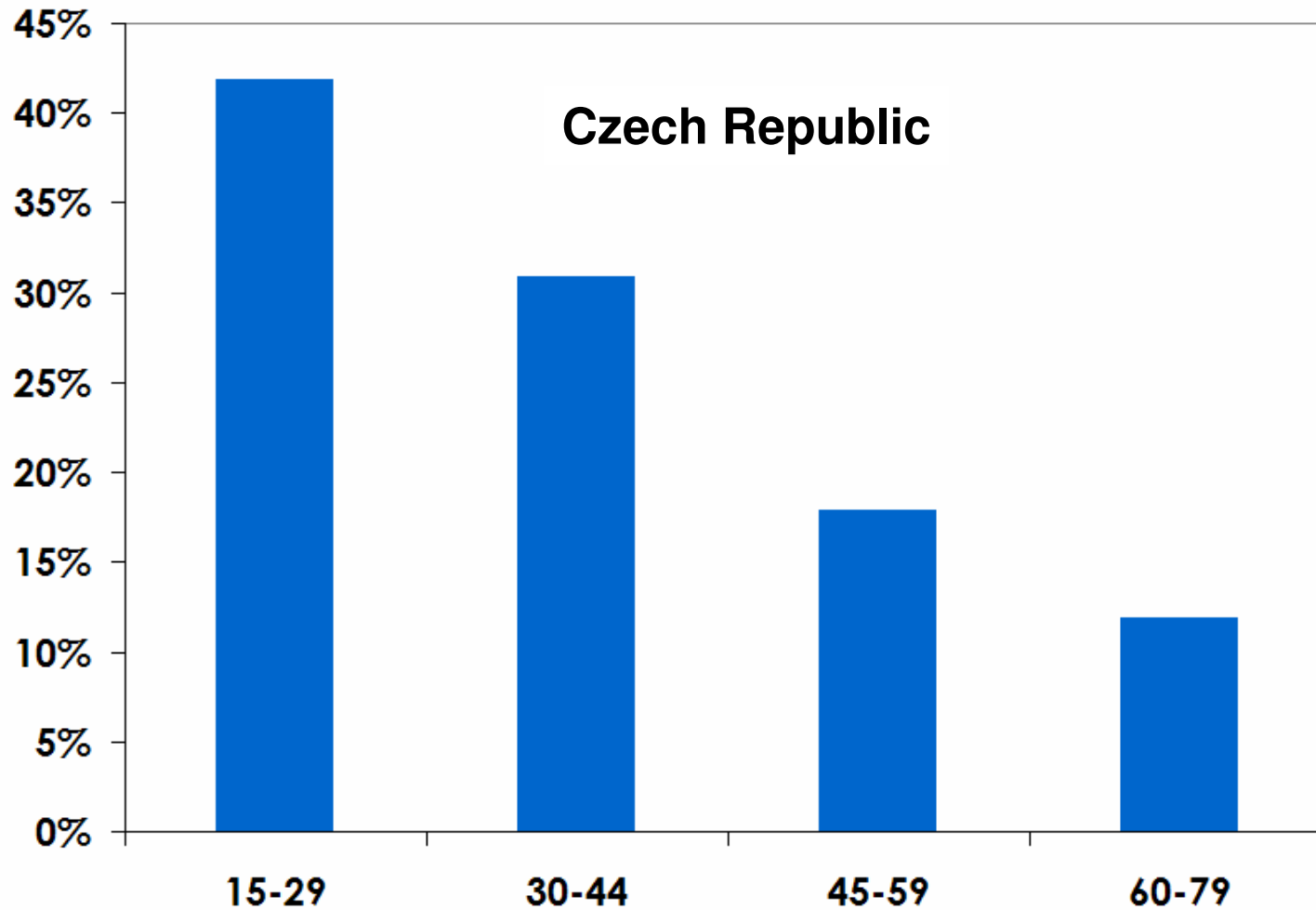
Positive reaction to using new brands



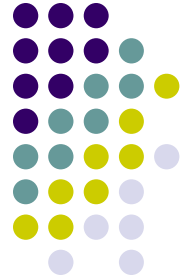
“I am willing to try new brands”



“I am willing to try new brands”



Three things to think about



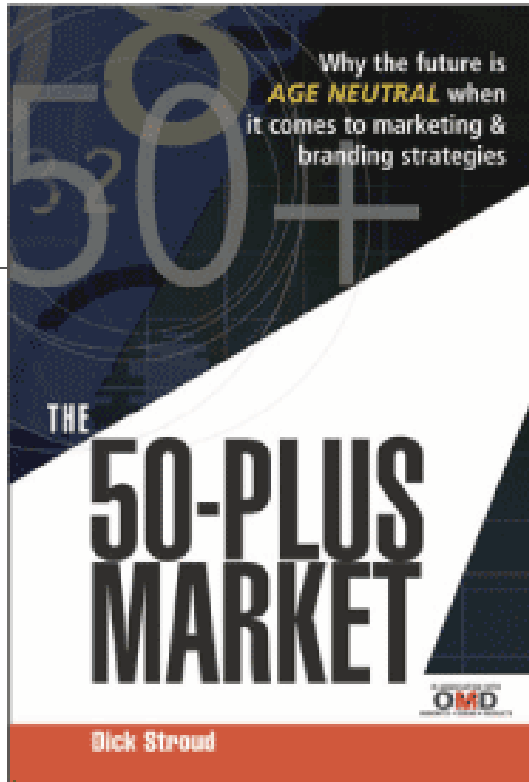
Aging is not ‘global’ but some marketing campaigns are!



When consumer behaviour is age neutral why isn’t marketing?



Forget simplistic age stereotypes – they are worthless.



All the findings in the book

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