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Oak Tree Mobility

Your comfort is our strength

Modern Day Grandparents

Date: 23rd December 2020 – 4th January 2021

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ESOMAR²⁰
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Acting their age

- Over half (57%) **agree** that **they are not a stereotypical grandparent**
 - With 21% **strongly agreeing** they feel this way
- 12% **disagree** they are not a stereotypical grandparent

- 45% **agree** that **at their age, they've never felt so carefree**
 - 1 in 10 (10%) **strongly agreed** they've never felt so carefree
- While almost a quarter (23%) **disagree** they have never felt as carefree as at their current age

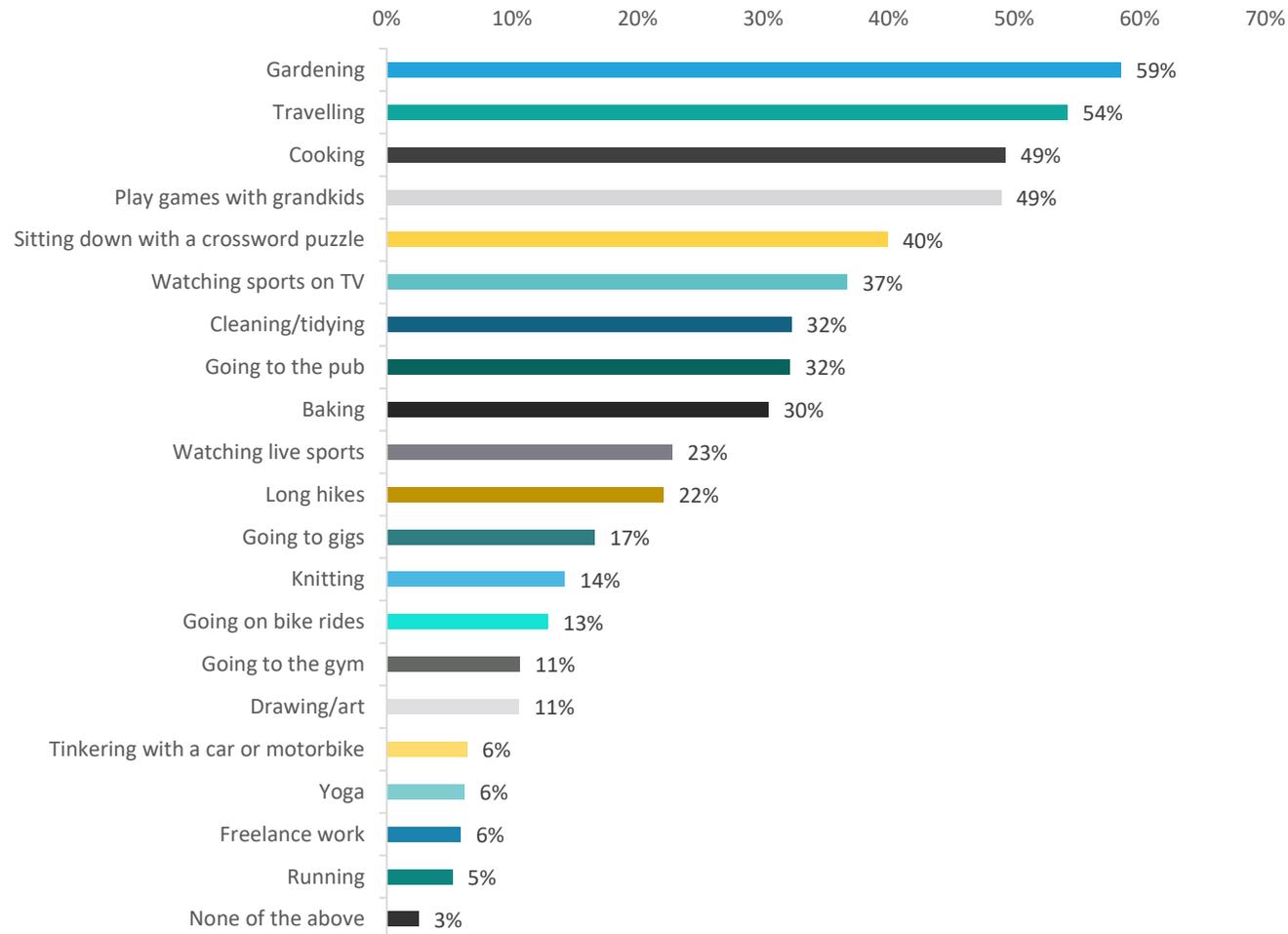
- 60% think they personally are doing a good job of **changing people's perceptions of what 'old' people are like**
 - While 9% say they are not

- 23% **laugh more now** than they did in their 30s and 40s
 - With half (50%) saying there is no difference
- And 21% laugh less now



Question:

Which of the below do you enjoy doing in your spare time?



Bold Age Pensioners

Insight

- 59% of Grandparents polled **enjoy gardening** in their spare time
 - With 54% enjoying **travelling**
 - And 49% enjoying **cooking**

Feeling old

- If they could be **any age again**, just for a day, on average respondents would want to be **28.66** again
 - Over a fifth (21%) would want to be **0-20**
 - 40% would want to be **21-30**
 - 15% said **31-35**
 - And 24% would want to be **36 or older** again
- Over a third (34%) think their **grandchildren see them as old**
- With 39% thinking they do not see them as old
- 18% say **they do feel 'old'**
- With almost three quarters (74%) saying they do not feel old

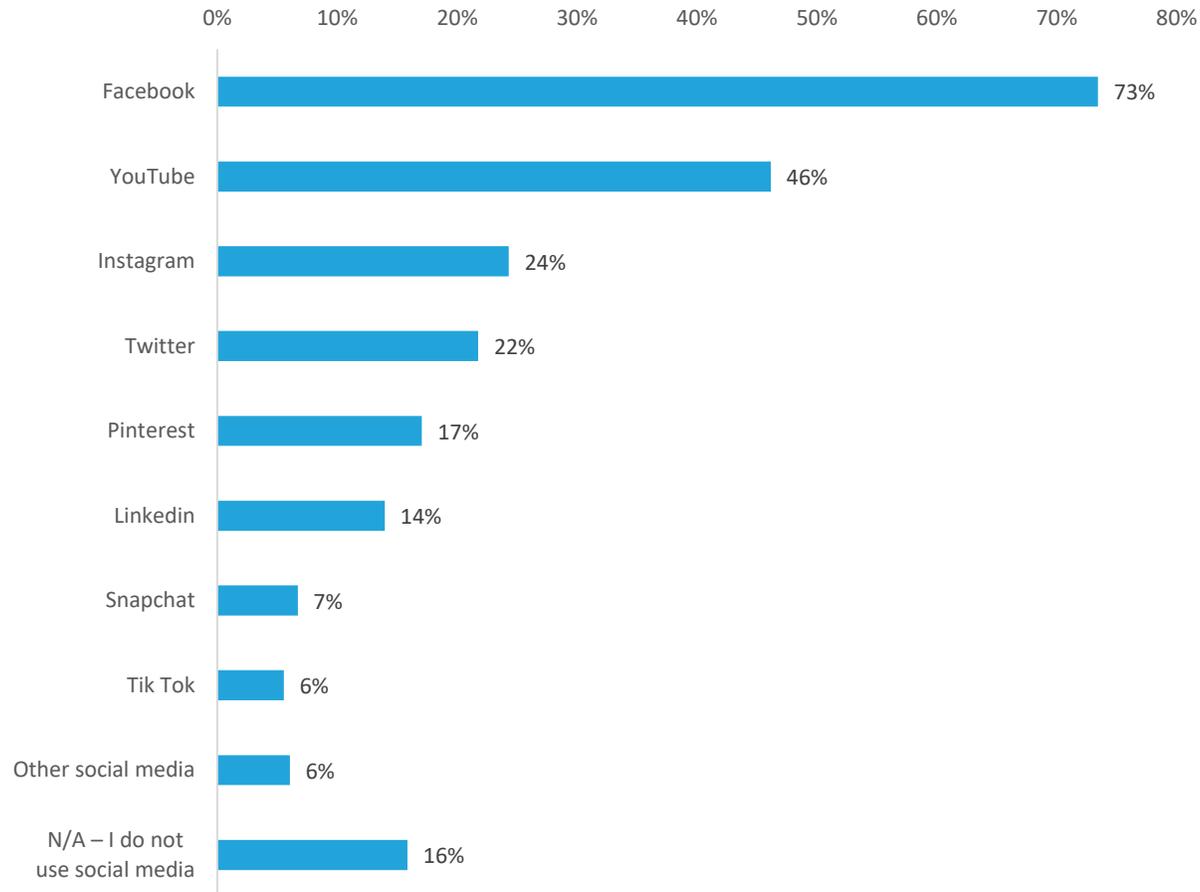
Of those who do feel old (n=358):

- On average, respondents **started to feel old at 57.72**
 - Just under a quarter (23%) started to feel old between the aged of **18-50**
 - While 31% started to feel old between the ages of **51-60**
 - 13% felt old from the age of **61-65**
 - And 32% only started to feel old when they were **66+**



Question:

What social media channels do you use?



Bold Age Pensioners

Insight

- Almost three quarters (73%) report that they use **Facebook**
 - With 46% using **YouTube**
 - 24% using **Instagram**
 - And 22% use **Twitter**
- While 16% **do not use social media**



Musical tastes

Of those who listen to music (n=1955):

- Over two thirds (68%) **agree** that their **music taste was shape by rock in the 60s and 70s which influences them to this day**
 - With 31% **strongly agreeing** this is the case
- While 17% **disagree** this influences them to this day

- 39% of Grandparents polled listen to **heavy metal** music

- 60% reported liking **The Beatles**
- **This was followed by:**
 - Fleetwood Mac (55%)
 - The Kinks (45%)
 - Elvis Presley (45%)
 - The Rolling Stones (44%)
 - The Who (44%)



Outlook on life

- Three quarters (75%) **do not think they are anything like their own grandparents**
- With just 8% saying they do think they are

- 39% **agree** that **when they were younger, they were frightened of getting old**
 - 12% **strongly agree** they felt this way
- With 36% **disagreeing** they were frightened of getting old when they were younger

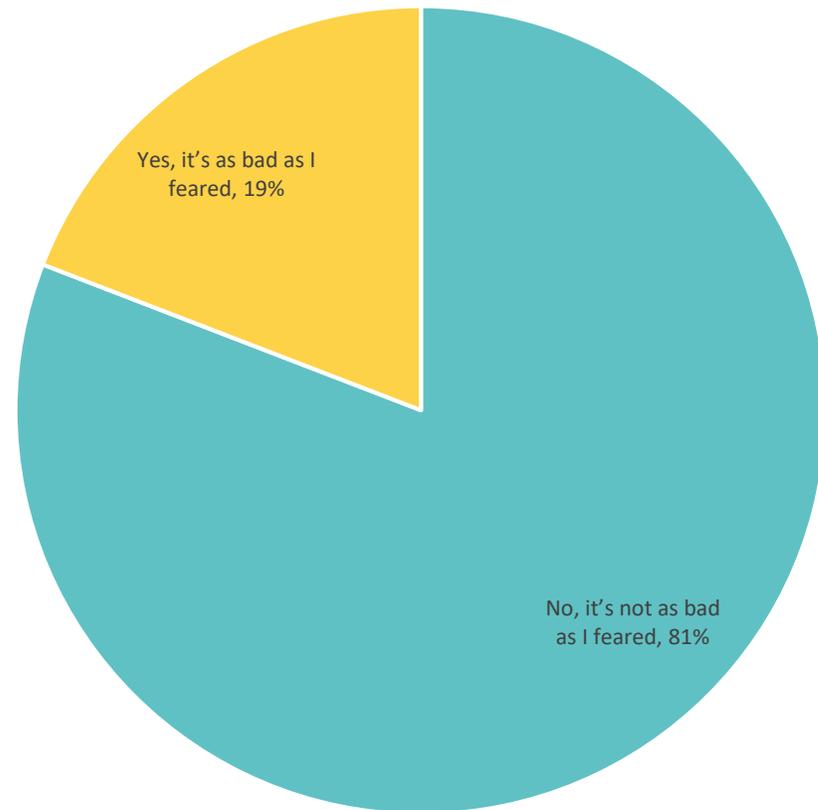
- 59% of respondents **remember what life in the 'swinging 60s' was like**
- While 32% do not

Of those who remember what life in the 'swinging 60s' was like (n=1182):

- 43% think the outlook of this time still affects their day-to-day life now
- However, 41% do not think it affects them now

Question:

As you have got older, has the reality turned out as bad as you feared?



Insight

Of those who were frightened of getting old (n=779):

- Over 8 in 10 (81%) say it's **not as bad as they feared**
- With 19% saying getting old is as bad as they feared

Seeking adventure

- 8% have **set up a business since they turned 50**
 - With 9% saying they **have set up a business, but this was before they were 50**
- A fifth (20%) do not run their own business, but are still in work
- 57% of the respondents do not run their own business or work

- **Since becoming a grandparent**, thinking about the craziest thing they've done when it comes to active pursuits 6% said they've **driven a car on a racing circuit/skid pan**
- **This was followed by:**
 - Surfing (2%)
 - Skate boarding (2%)

- When asked about the things they would like to do in life which they haven't yet done, almost half (48%) would **like to see the Northern Lights**
 - 30% would like to go to **far away destinations**
 - 27% want to go to **exotic destinations**

