



Nationally representative
samples – 65+ age quotas

YONDER
DATA SOLUTIONS

Redefining representation for 65+

We're proud to launch two new age quotas, designed to improve inclusivity and representation of the 65+ demographic: 65-74 and 75+.

These quotas will serve as our standard practice for conducting nationally representative samples in the UK, alongside our standards for gender, region, social grade, and ethnicity. This initiative underscores our commitment to representation and inclusivity in research, and the delivery of high-quality data.

<input type="checkbox"/>	18-24
<input type="checkbox"/>	25-34
<input type="checkbox"/>	35-44
<input type="checkbox"/>	45-54
<input type="checkbox"/>	55-64
<input checked="" type="checkbox"/>	65-74
<input checked="" type="checkbox"/>	75+

11+ million people in the UK are aged 65+

The UK population is ageing, with 18.6% of the nation now aged 65 and over, up from 16.4% in the 2011 census. While most surveys use 65+ as the top age quota, our new age bands more accurately reflect the composition of the UK population based on the [latest Census data](#).



Traditionally, the market research industry has treated individuals in the '65+' category as a homogeneous group, overlooking the unique experiences, skills, attitudes, and behaviours across different generations within this age bracket. The Market Research Society (MRS) and the MRS Representation in Research Committee have emphasised the need for greater age diversity within this evolving demographic.

Our groundbreaking new age quotas are leading the charge to address this gap – ensuring a more nuanced and accurate representation of individuals in the 65+ age group.

Breaking out of the 65+ age group

As part of this initiative, we have run trials on our nationally representative online omnibus to explore the differences between the 65-74 and 75+ age groups, achieving 14,000 nationally representative completes.

The findings revealed significant distinctions between the two groups, highlighting the importance and necessity of these new quotas.

Methodology: Online survey carried across four waves of fieldwork conducted between 30th August and 8th September 2024. A base of 1,961 adults aged 65 and over.

Financial comfort varies significantly

- + Over a quarter (27%) of those aged 65-74 reported having little to no money left over for extra spending, compared to just 18% of those aged 75+.

Not all over 65s are retired

- + 18% of respondents aged 65-74 are still working, compared to just 4% of those aged 75+.

Health challenges differ

- + More than a third (36%) of 75+ respondents have a longstanding physical or medical disability, compared to 31% of those aged 65-74.

More mortgage-freedom for the over-75s

- + 86% of those aged 75+ are homeowners, with 83% owning their homes outright, compared to 80% and 75%, respectively for the 65-74 age group.

Refining impact for a health charity

Yonder Consulting, in partnership with Yonder Data Solutions, recently ran a project for a health charity, to segment and prioritise their audiences, to help provide focus for brand building activity, strengthen audience understanding and, ultimately, accelerate growth.

As a health-charity where the disease is more prevalent among older age groups, not treating the 65+ as one homogenous group was therefore especially critical, to allow laser focus for targeting.

These are just some of the ways distinguishing between 65-74s and 75+ ages helped sharpen the insights for our client...

A more traditional supporter

- + 75+ are more trusting of charities to spend money well compared to 65-74s, and less likely to give in other ways – for example, through social enterprises or buying ethical goods – underpinning their propensity to give

Varying financial impact

- + 65-74s give significantly more financially, whether through giving or fundraising. In contrast, 75+ are much more likely to have a charitable gift in their will, showcasing how different products may appeal best to these two age groups

Greater connections to the cause

- + Linked to their older age, 75+ are more likely to know someone who suffers from disease, which may make them more likely to support the charity, because of their connections

A desire to relieve suffering

- + Those who are 75+ are more likely to be drawn to charities that provide relief to those who are suffering, helping define priority messages among this audience

Yonder Data Solutions is a trusted fieldwork and data collection partner.

We partner with our clients to deliver high-quality data capture and analytics solutions that unlock opportunity and drive business success.

Blending state of the art data capture, delivery and visualisation solutions, we provide the evidence for effective decision-making.

Our highly experienced and knowledgeable team continually innovate and deliver new solutions, using the latest technologies for the benefit of our clients.

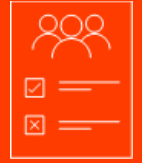
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TELEPHONE (CATI) DATA COLLECTION



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