



*Life, Death, Sex and  
Shopping.*

What Boomers and Seniors  
believe about themselves  
and their lives.



In-Depth Research  
[www.In-DepthResearch.com](http://www.In-DepthResearch.com)

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## *The Life, Death, Sex and Shopping Study*

- In-Depth Research conducted this study of Boomers and Seniors to help our clients gain a deeper insight into this important market segment.
  - A total of 522 respondents participated in an online survey.
  - A roughly equal number of men and women.
  - The sample was split between Boomers (45 – 60) and Seniors (61 – 80).
  - The respondents were recruited using Survey Sampling's consumer panel.

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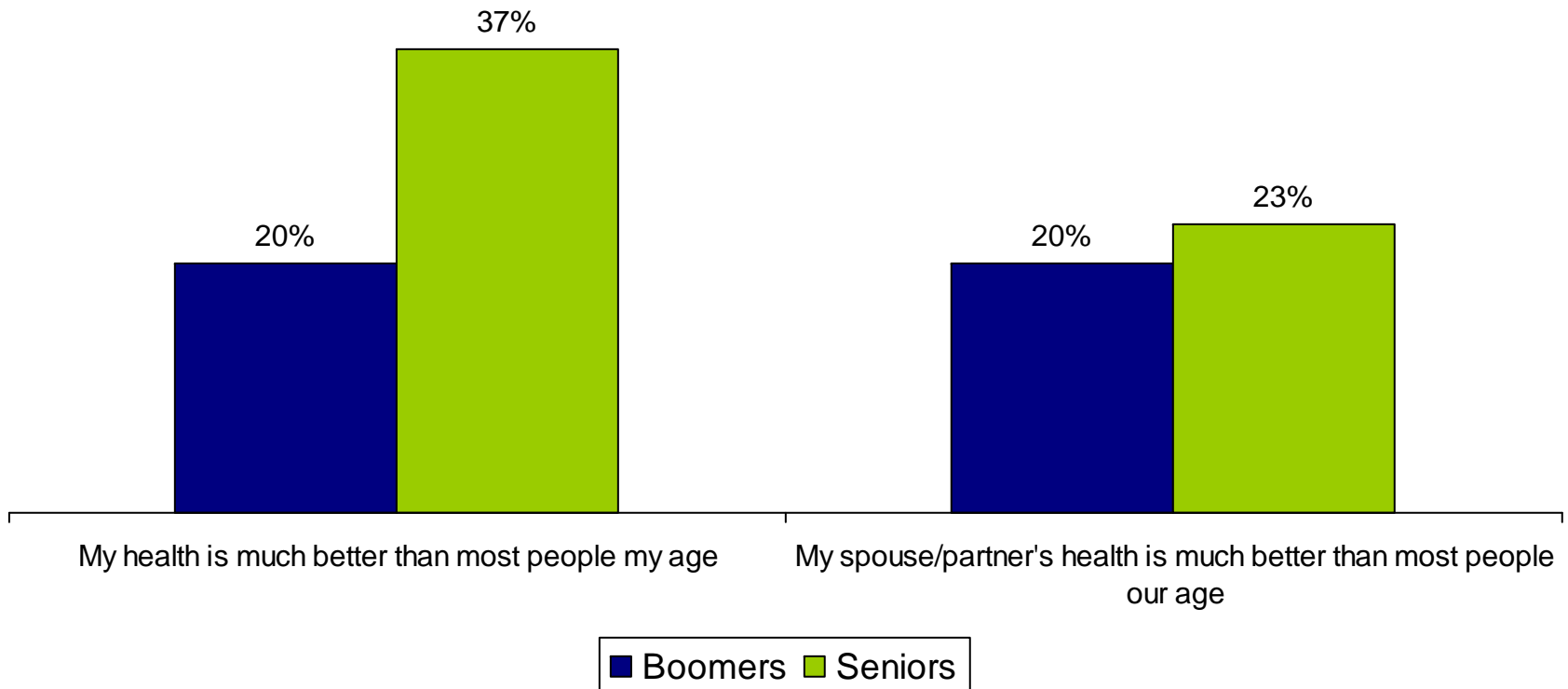
## Key Findings

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## Seniors feel healthier than Boomers.

- As you age, you minimize your own health problems, while the problems of your friends and spouse seem much more serious. As a result, you begin to feel that you are healthier than the people around you.
- Seniors tend to minimize their own health problems – but take their spouse’s health problems seriously.
  - 38% think of themselves as “Much Healthier” than most people their age.
  - But only 23% think their spouse is “Much Healthier” than most people their age.
- Boomers have a much more balanced perception of their own health and the health of their spouses.
  - 20% think they are “Much Healthier” than people their age – and 20% think their spouses are “Much Healthier”.

## How would you rate your health and the health of your spouse?

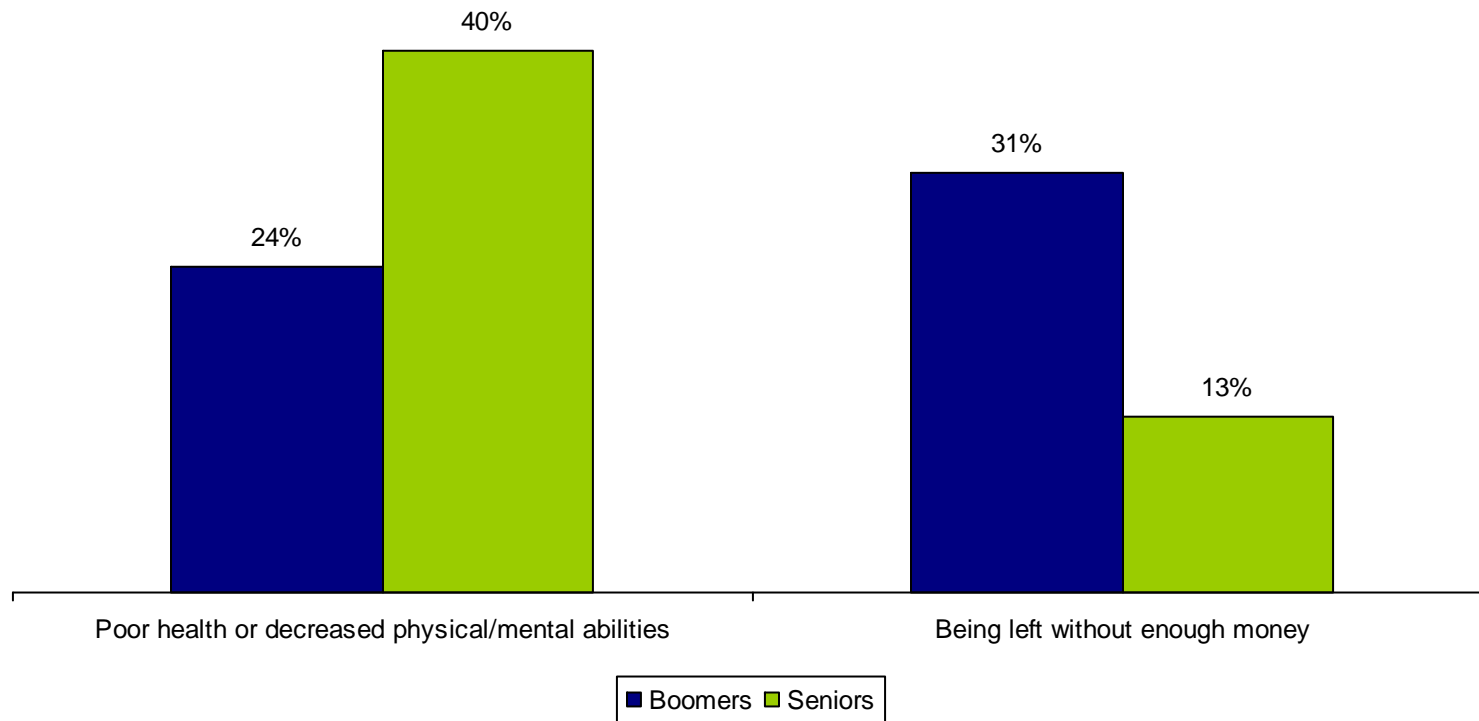


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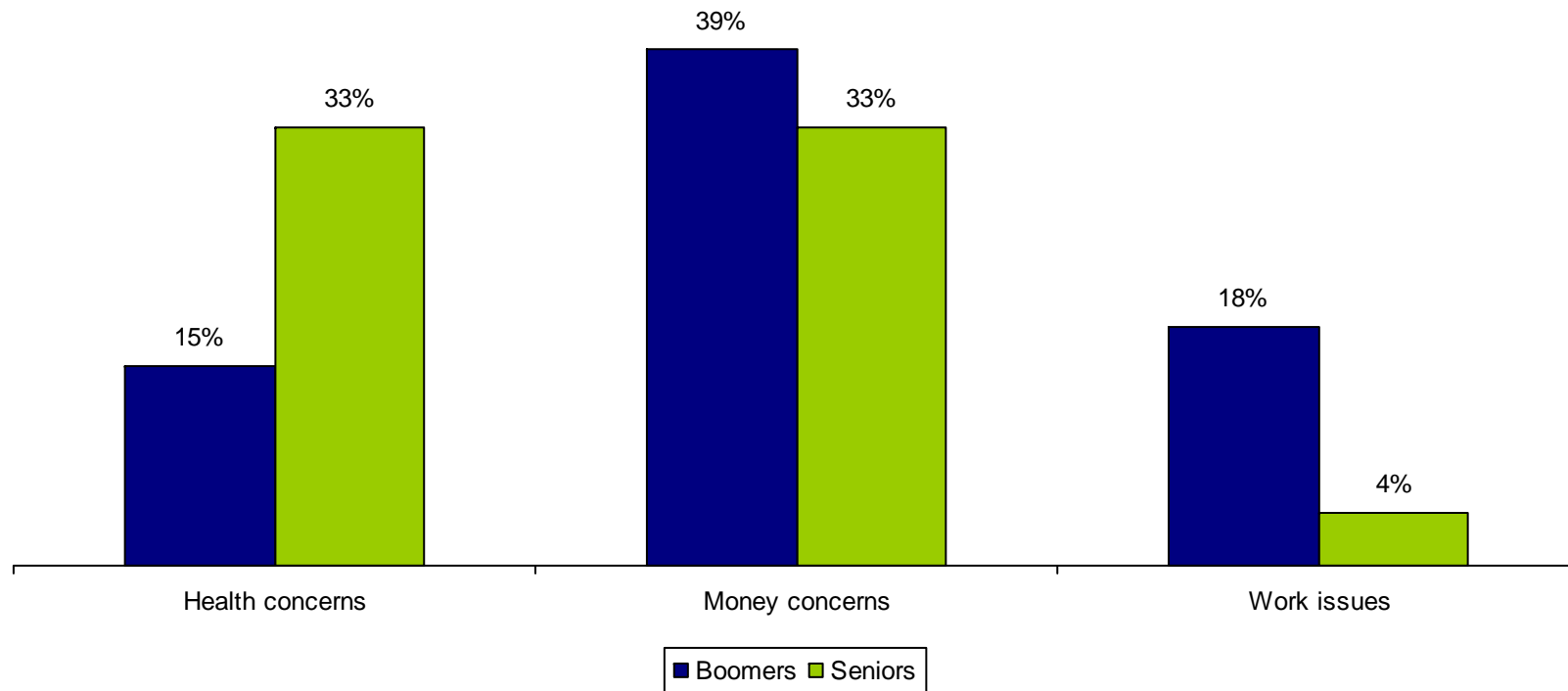
## Boomers worry about money – Seniors worry about their health.

- Not surprisingly, what we worry about shifts as we age.
  - When Boomers look toward getting old, they are more worried about money – and less about their health.
  - But Seniors are experiencing the effects of aging, and they're much more worried about the impact of age on their health.
  - While money is troubling for Seniors, it remains less of a concern than their health. .

## What is your biggest concern about getting older?



## What is the primary source of the stress in your life?

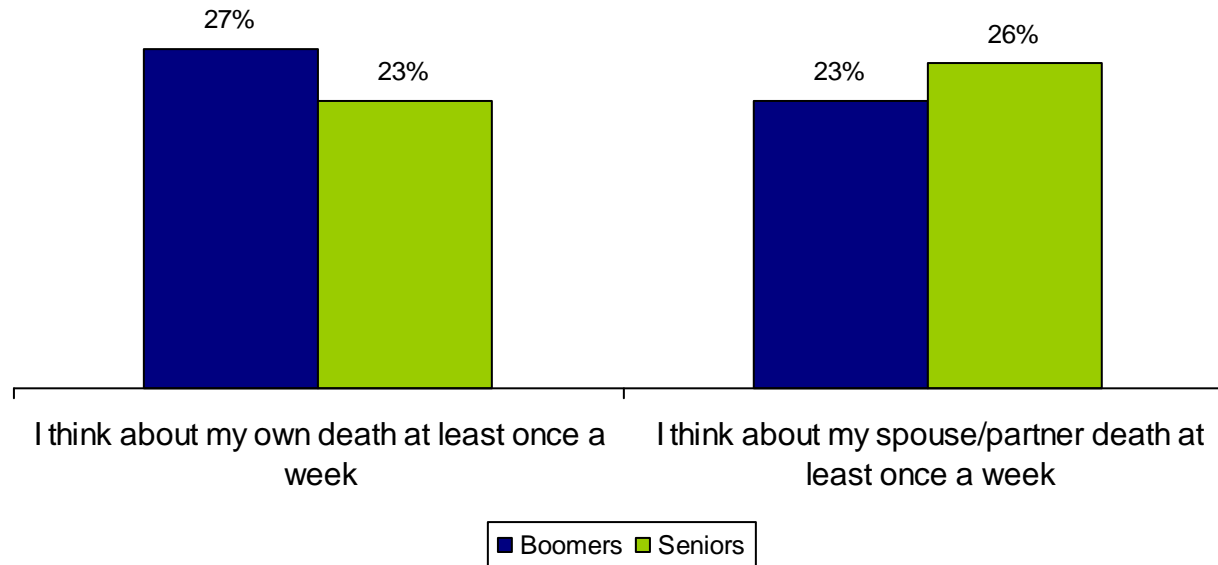


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## Worrying about death is not a characteristic of aging.

- It is a common assumption that as we age we become more conscious of our own mortality, and more focused on our own death.
- In fact, worrying about one's own death is a personality trait, not a function of age. It is either something you worry about, or you don't.
  - About the same percentage (25%) of Boomers and Seniors think about their own death frequently (at least once a week).
  - About the same percentage think about their spouse's death frequently.

## How often do you think about your death?

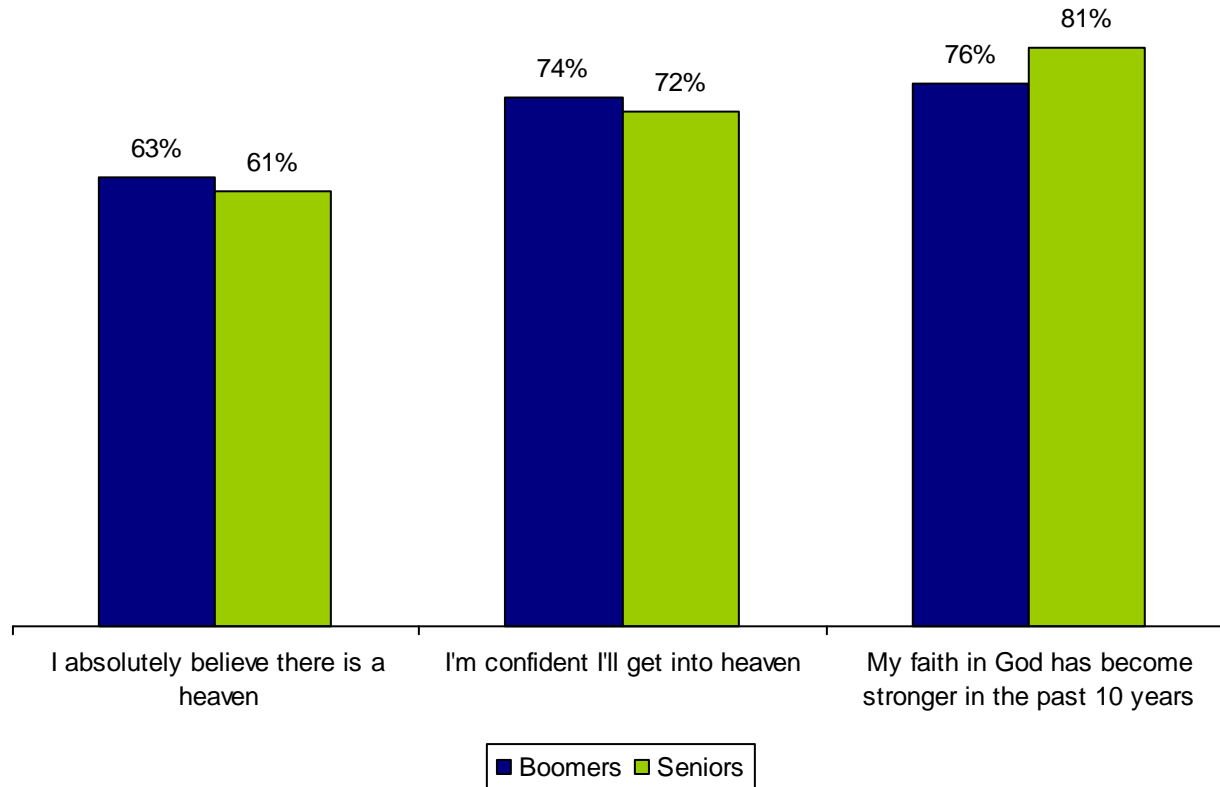


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## Our spiritual beliefs don't change with age.

- Our belief in God develops early in life and doesn't appear to change substantially with age.
- People generally don't "find God" in their 60s and 70s. Instead, they bring their connection, or lack of connection, with a spiritual life with them as they age.
- Like our concern about death, our spiritual identity is a character trait, rather than a characteristic of age. Both Boomers and Seniors:
  - Have a strong belief in God
  - Believe in Heaven
  - Feel confident they're going to Heaven
- Only 5% of Seniors reported that their belief in God had grown stronger in the past 10 years.

## Both Boomers and Seniors have Strong Spiritual Connections

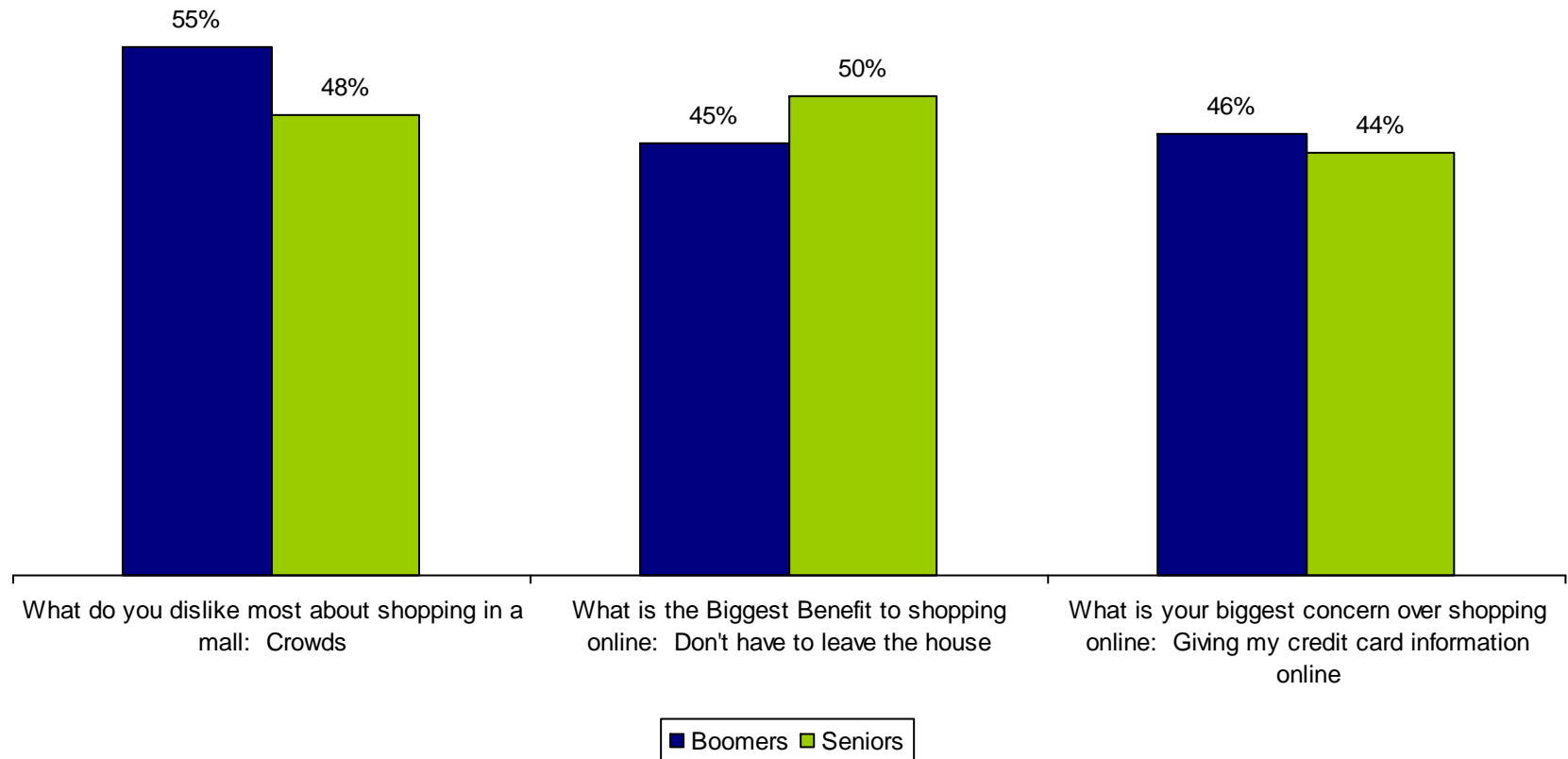


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## Online shopping is about convenience.

- Boomers and Seniors have VERY similar attitudes toward shopping online.
- Both Boomers and Seniors:
  - Like shopping online because they don't have to leave the house
  - Hate the crowds when they shop at the mall
  - Are concerned about giving their credit card information online

## Attitudes toward online shopping

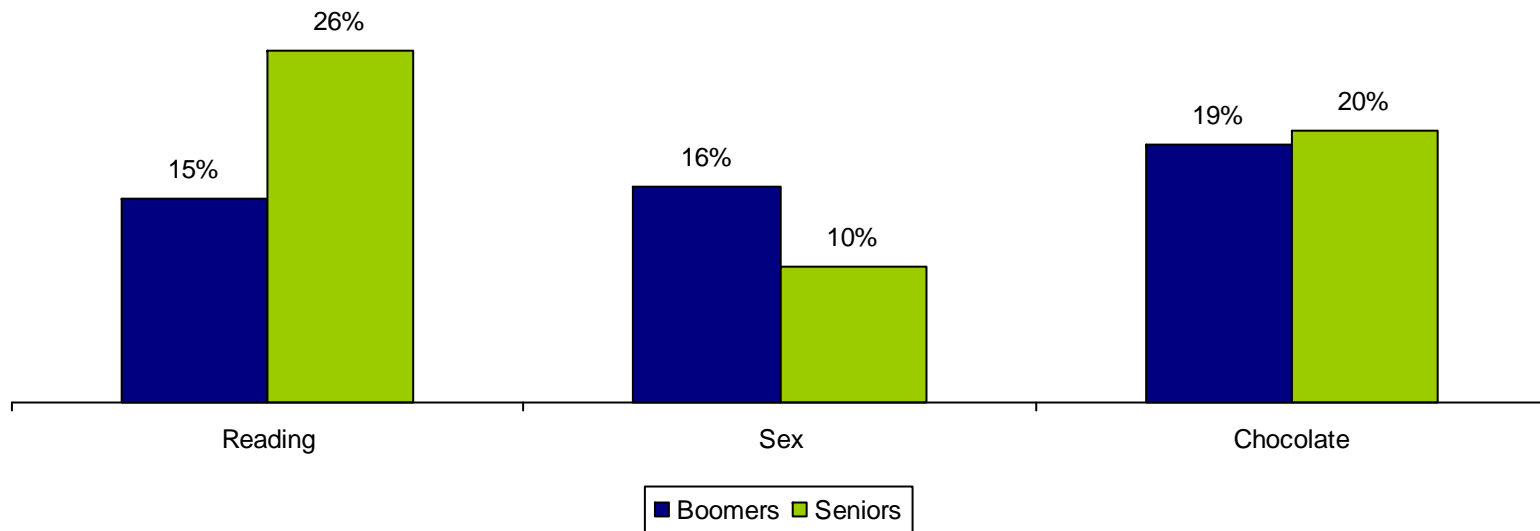


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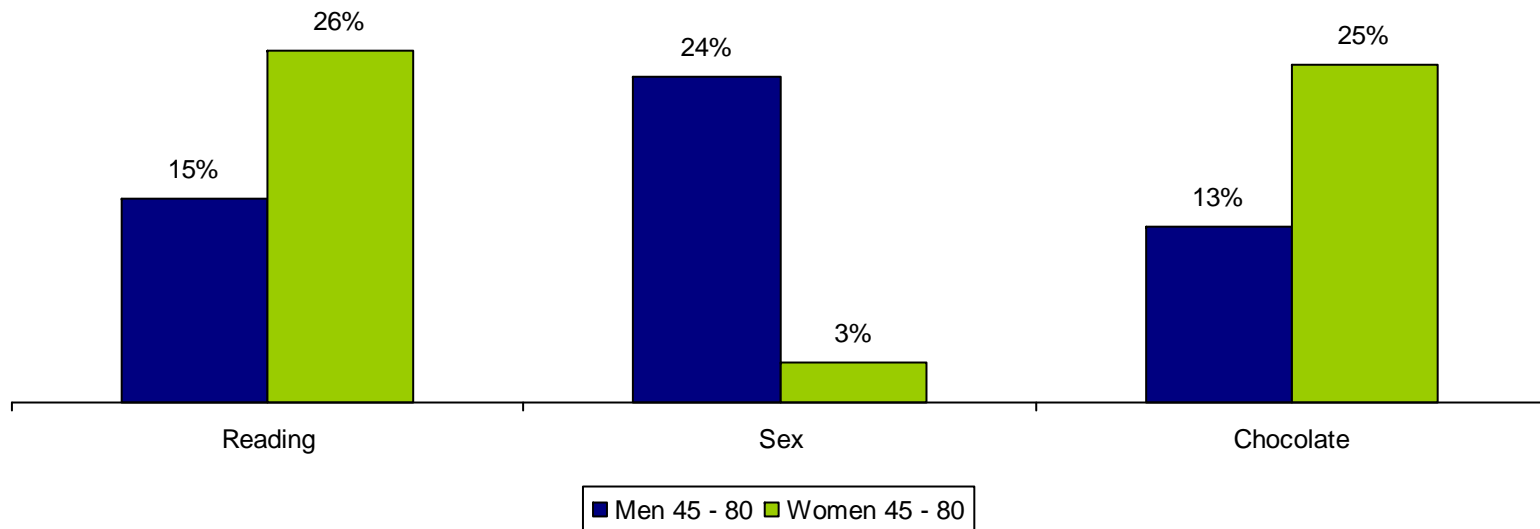
## For women, chocolate wins out over sex.

- We often comment on how everything in our society is about sex. It turns out that everything should really be about **chocolate**. For some, chocolate ranks well above sex in importance.
  - **Boomers:**
    - 16% said sex would be the hardest thing to give up.
    - 19% said chocolate would be the hardest thing to give up.
  - **Seniors:**
    - 10% said sex would be the hardest thing to give up.
    - 20% said that chocolate would be the hardest thing to give up.
  - **Men Vs. Women**
    - 24% of the men said sex would be the hardest to give up
    - 3% of the women thought sex would be the hardest to give up

## The hardest thing for me to give up would be (Boomers vs. Seniors):



## The hardest thing for me to give up would be (Men vs. Women):



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## Our desire for sex – or more sex – doesn't go away as we age.

- Satisfaction (or lack of satisfaction) with one's sex life as a Boomer is a good predictor of satisfaction as a Senior.
- While there may be a lessening of desire for sex as we age – it does not go away. Over a quarter of the Seniors still feel they “Want a lot more sex than I'm having.”
- While that is less than the 36% of Boomers feel that way; it still represents an significant portion of the Senior world.
- Similarly, the level of satisfaction with the amount of sex in one's life increases as people move from Boomer (37%) to Senior (46%).

## How do you feel about your current sex life?

