THE AGE GAP

AS GLOBAL POPULATION SKEWS OLDER, ITS NEEDS ARE NOT BEING MET

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nielsen

AN UNCOMMON SENSE OF THE CONSUMER™

TOP TEN TAKEAWAYS ON WORLDWIDE AGING

1 More than half (51%) around the world say advertising does not reflect older consumers.

One in three worldwide say retailers do not provide aisles dedicated to aging-needs products. 2

3 Healthy eating is a top priority for half in Asia-Pacific in retirement, but one in two can't find foods that meet aging nutritional needs.

Finding easy-to-read product labels and easy-to-open product packaging is challenging for more than half in Latin America. 4

5 Personal savings/investments will be the primary source of retirement income for less than half (46%) worldwide.

Forty-one percent of North Americans plan to retire past age 65, compared to 23 percent globally. 6

7 Most Europeans (56%) fear they will have less money after retirement than their parents.

Housing services assistance for the aging consumer is problematic for 46 percent around the world. 8

9 "There's no place like home" in old age for more in the Middle East/Africa (45%) than the global average (38%).

Losing self-reliance, physical agility and mental competence are top concerns for more than half worldwide. 10

HAVE WE FORGOTTEN OUR ELDERS?

A whopping 2 billion people worldwide will be 60 years and older by 2050, according to the World Health Organization. That's one in five people. Yet industries are largely unprepared to meet the needs of aging consumers, according to new findings from Nielsen. Across brand marketing and advertising, fast-moving consumer goods retailing, finance, housing, transportation and other industries, this latest research sheds light on significant gaps between the products and services currently available and what consumers say they need for their health and well-being in the "golden" years.

What's giving us grey hairs? For the majority around the world, not having the self-reliance it takes to care for our basic needs in old age (58%) or losing our physical agility (57%) or mental competence (51%) are some of the fears that keep us awake at night. But many retailers, manufacturers and service providers are not making elderly lives any easier, and are missing the opportunity to address these concerns by offering conveniences such as handicapped accessibility and easy-to-reach shelving. Also overlooked is product packaging designed for not-so-nimble hands or product labeling designed for less-than-perfect vision.

"The findings serve as a wake-up call to manufacturers, retailers and other marketers that need to bolster efforts to better reach and cater to an aging demographic," said Todd Hale, senior vice president, Consumer & Shopper Insights, Nielsen. "People aged 65 and older already outnumber kids under 14 in many developed countries like Japan, Germany and Italy, according to population stats from the CIA World Factbook. While the global aging population is growing in number, their spending power is growing too, as many have more time to shop and spend than their younger counterparts."

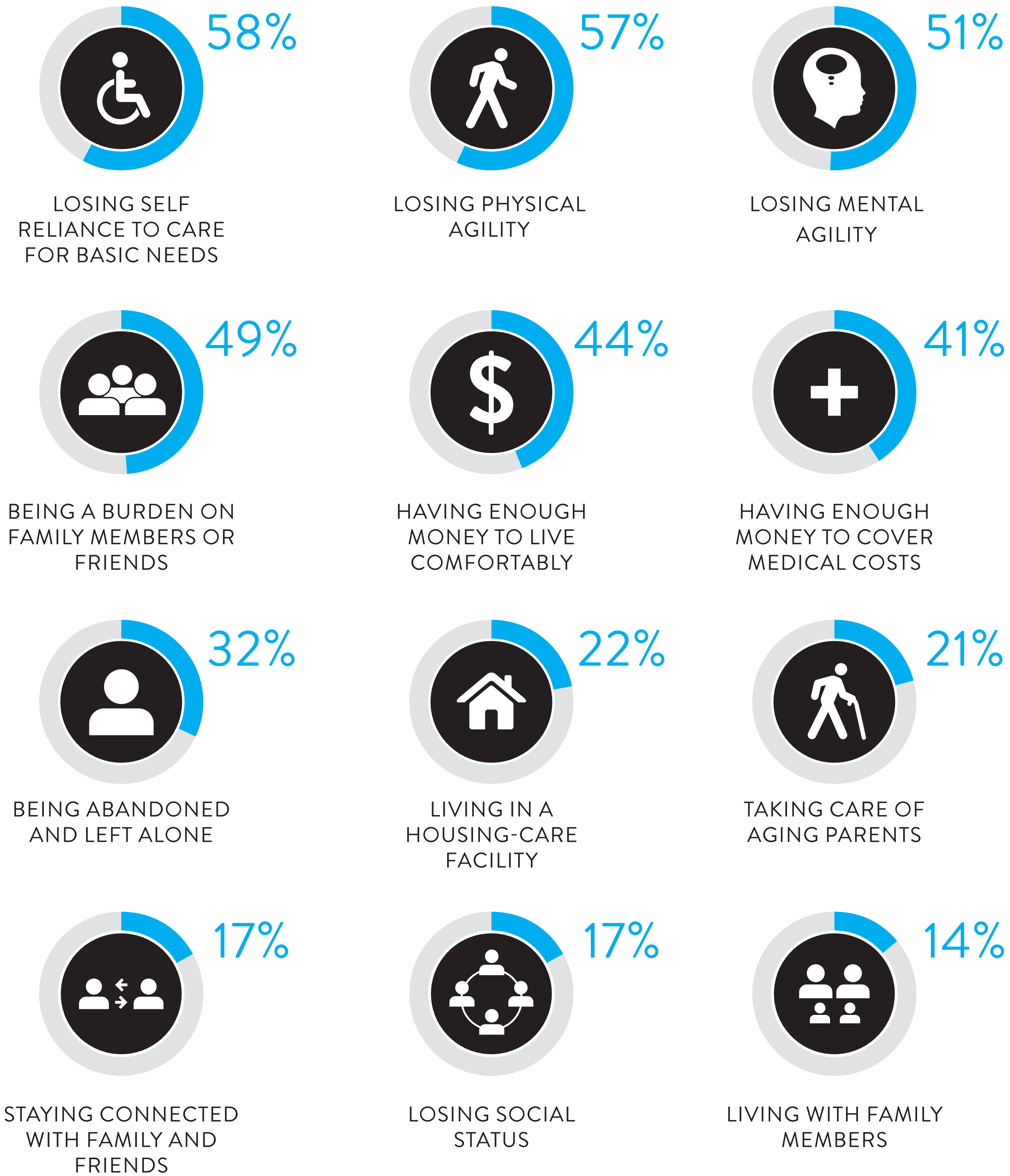
The Nielsen Global Survey About Aging polled more than 30,000 Internet respondents in 60 countries to give voice to the concerns we have about growing old and to evaluate how product and service manufacturers and retailers are meeting the challenges that often arise with age. From in-store amenities like wider aisles and ample lighting, to easy-to-read and open product packaging, to transportation or housing assistance, the findings focus on improvements that are necessary in all corners of the globe.

ABOUT THE GLOBAL SURVEY METHODOLOGY

The findings in this survey are based on respondents with online access across 60 countries. While an online survey methodology allows for tremendous scale and global reach, it provides a perspective only on the habits of existing Internet users, not total populations. In developing markets where online penetration has not reached majority potential, audiences may be younger and more affluent than the general population of that country. Additionally, survey responses are based on claimed behavior, rather than actual metered data.

BIGGEST CONCERNS ABOUT LIFE IN OLD AGE

GLOBAL AVERAGE



Source: Nielsen Global Survey About Aging, Q3 2013

BIG SPENDERS WITH UNIQUE NEEDS

Empty nests can equate to shifting household spending priorities. The money we once dedicated to support a young and growing family is often replaced by aging lifestyle changes that can include dietary adjustments, physical constraints, medical considerations and travel challenges. With worldwide spending among mature consumers projected to reach $15 trillion annually by the end of this decade (according to A.T. Kearney), this growing segment has money to spend. But are industries seizing the opportunity, and rising to meet the needs and challenges of an aging demographic?

On the product front, more work is necessary to cater to seniors who often have special nutritional needs or dexterity limitations or desire smaller-sized food portion packaging. Half of worldwide respondents in Nielsen's survey say it is difficult to find product labels that are easy to read, and 43 percent have trouble locating packages that are easy to open. More than four in 10 cannot find foods that meet special nutritional diets (45%), offer smaller portion-sized food packaging (44%) or have clearly labeled nutritional information on food packages (43%).

On the retailer front, one in three global respondents in Nielsen's survey believe stores are not catering to the needs of older consumers by providing aisles dedicated to aging-needs products (34%), offering handicapped check-out lanes (33%) or lending assistance with grocery bags (36%). Roughly one in four around the world say retailers are not equipped with benches to sit down (29%), ample handicapped parking (25%), handicapped bathrooms (23%), easy-to-reach shelving (23%) or handicapped ramps and doors (22%).

Fast-moving consumer goods marketers are not the only ones missing the mark with aging consumers. Advertising messaging is not resonating among more than half worldwide (51%) who say they don't see ads that reflect older consumers. Substantial percentages of global respondents also find it difficult to navigate assistance from service-oriented industries like housing (46%), transportation (44%), finance (44%), medical insurance (39%) and meal-delivery providers (36%).

THE NEEDS OF MANY OLDER CONSUMERS ARE BEING OVERLOOKED

PERCENT OF GLOBAL RESPONDENTS THAT SAID IT IS "DIFFICULT TO FIND"

IN THE STORE

- **41%** - Electric shopping carts
- **36%** - Assistance with grocery bags
- **34%** - Aisles dedicated to aging-needs products
- **33%** - Handicapped check-out aisles
- **29%** - Benches to sit down
- **25%** - Wide aisles for handicapped accessibility
- **25%** - Ample handicapped parking
- **25%** - Promotions geared for smaller-family needs
- **23%** - Handicapped bathrooms
- **23%** - Easy-to-reach shelving
- **22%** - Handicapped ramps/doors
- **21%** - Large print advertising signage
- **20%** - Trained and courteous customer service
- **16%** - Online shopping/delivery options
- **10%** - Ample lighting

AROUND TOWN

- **51%** - Advertising that reflects older consumers
- **51%** - Restaurants with handicap accessibility
- **46%** - Housing options services
- **44%** - Financial/investment services
- **44%** - Transportation Services
- **39%** - Medical insurance services
- **39%** - Easy-to-read restaurant menus
- **37%** - Prescription drug services
- **36%** - Meal delivery services

ON THE SHELF

- **50%** - Easy-to-read product labels
- **45%** - Foods for special nutritional diet needs
- **44%** - Smaller portion-sized food packaging
- **43%** - Easy-to open product packages
- **43%** - Clearly labeled nutritional information

Source: Nielsen Global Survey About Aging, Q3 2013

AGING CONCERNS HAVE A REGIONAL FOOTPRINT

In a region that includes nine of the world's top 10 fastest-aging countries, the European report card for many products, services and store amenities that cater to an older demographic needs significant improvement. More than half of Europeans have trouble finding products that are easy to read (61%) and are clearly labeled with nutritional information (53%). Forty-six percent can't locate foods that meet special dietary needs or are offered in smaller sized portions. Forty-five percent believe the stores they shop in are not equipped with aisles dedicated to aging-needs products, and more than half can't find electric shopping carts (59%) or get help with grocery bags to the car (52%).

The report card in Latin America did not fare much better, with sizeable percentages of respondents equally frustrated by the lack of product conveniences and retail facilities aimed at easing the shopping experience for older consumers. More than half in the region have difficulty finding easy-to-read product labels (59%), understandable nutritional information (54%), smaller-sized portion packaging (54%) and easy-to-open product packages (51%). More than four in 10 Latin Americans believe retail stores do not dedicate aisles to aging-needs products (45%), provide handicapped check-out aisles (43%) or benches to sit down (49%).

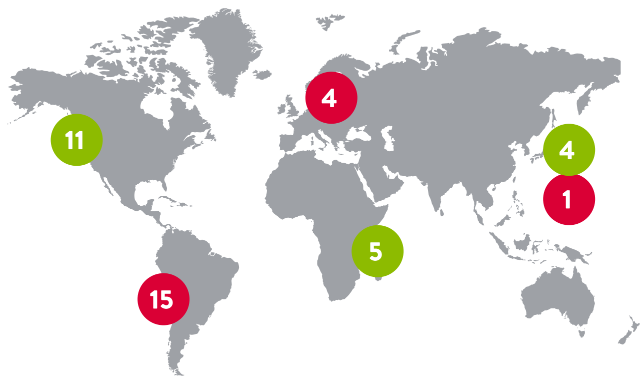
In North America, retailers and product manufacturers are somewhat better prepared at meeting the needs of aging consumers, but there is also more work to be done. North American retailers received the highest percentages for fully meeting aging consumer needs in the areas of providing foods for special dietary needs (52%), clearly labeled nutritional information (53%), ample lighting (51%), handicapped bathrooms (38%), handicapped ramps and doors (37%), electronic shopping carts (36%), online shopping delivery options (34%), wide aisles for handicapped accessibility (34%) and courteous customer service (33%).

In the Asia-Pacific and Middle East/Africa regions, responses for "fully meeting needs" is highest for easy-to-open/read product packaging/labels (both 54%), offering benches to sit down (29% and 25%, respectively), assistance with grocery bags (24% and 27%, respectively), providing easy-to-reach shelving (30% and 33%, respectively) and product promotions geared for smaller family needs (23% and 27%, respectively).

"As retailers and manufacturers clamor to create a point of differentiation for their products and services, they only need to listen to the loud call for help coming from consumers in all parts of the world," said Hale. "Improvements such as using larger fonts on product labels and signage, arranging age-related products in one place and at arm's length for easier accessibility, and offering friendly customer service can go a long way in building loyal patronage."

CONSIDERABLE ROOM FOR IMPROVEMENT IS NEEDED WHEN CARING ABOUT OLDER CONSUMERS

HIGHEST/LOWEST REGIONAL PERFORMERS FOR RESPONDING TO AGING NEEDS



LOWEST PERFORMERS (DIFFICULT TO FIND)		HIGHEST PERFORMERS (EASY TO FIND)
Latin America - **51%**	Easy-to-open product packages	**54%** - Asia-Pacific & Middle East/Africa
Latin America - **54%**	Clearly labeled nutritional information	**53%** - North America
Asia-Pacific - **50%**	Special nutritional diet foods	**52%** - North America
Europe - **61%**	Easy-to-read product labels	**49%** - Middle East/Africa
Latin America - **54%**	Smaller portion-sized packaging	**48%** - Asia-Pacific
Latin America - **35%**	Ample handicapped parking	**44%** - North America
Latin America - **57%**	Advertising that reflects older consumers	**38%** - North America
Latin America - **33%**	Handicapped bathrooms	**38%** - North America
Latin America - **30%**	Handicapped ramps and doors	**37%** - North America
Europe - **59%**	Electric shopping carts	**36%** - North America
Latin America - **35%**	Wide aisles for handicapped accessibility	**34%** - North America
Latin America - **28%**	Online shopping delivery options	**34%** - North America
Latin America - **32%**	Easy-to-reach store shelving	**33%** - Middle East/Africa
Latin America - **49%**	Benches to sit down	**29%** - Asia-Pacific
Latin America - **29%**	Large print advertising signage	**28%** - Middle East/Africa
Latin America - **32%**	Promotions geared for smaller families	**27%** - Middle East/Africa
Europe & Latin America - **45%**	Aisled dedicated to aging-needs products	**25%** - North America
Latin America - **43%**	Handicapped check-out aisles	**25%** - Asia-Pacific
Europe - **52%**	Assistance with grocery bags	**25%** - North America

Source: Nielsen Global Survey About Aging, Q3 2013

ARE WE WORKAHOLICS OR UNPREPARED FOR RETIREMENT?

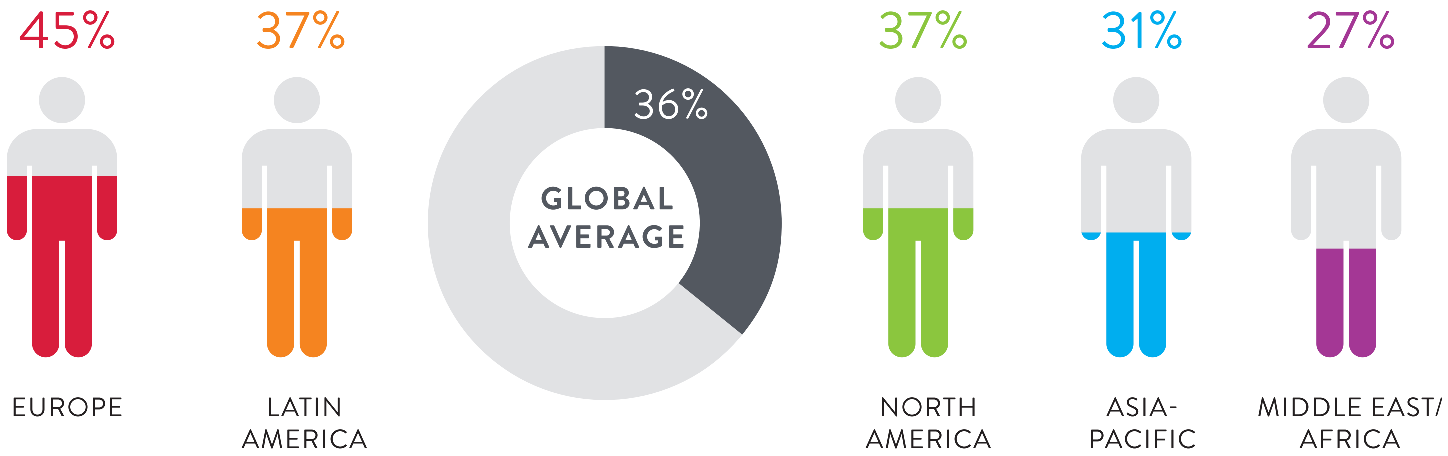
Just under half (47%) of global respondents in Nielsen's survey indicate that their planned/actual retirement age is the same as their ideal retirement age. More than twice as many say their ideal retirement age is younger (36%) than what they planned compared to those who say it is older (17%). So what's the disconnect between *wanting/needing* to stay employed when we hit the upper age ranges? It's likely a matter of finances.

Thirty percent of global respondents do not believe they will be better financially equipped when they retire than their parents were when they retired. More than half in Europe (56%) and nearly four in 10 in North America (38%) believe they will not have the financial resources their parents enjoyed in retirement. Conversely, a more secure financial future is expected among more than three-quarters of respondents in Asia-Pacific (82%), Latin America (79%) and nearly that many in the Middle East/Africa (74%), who say their finances will be more substantial than those of the previous generation.

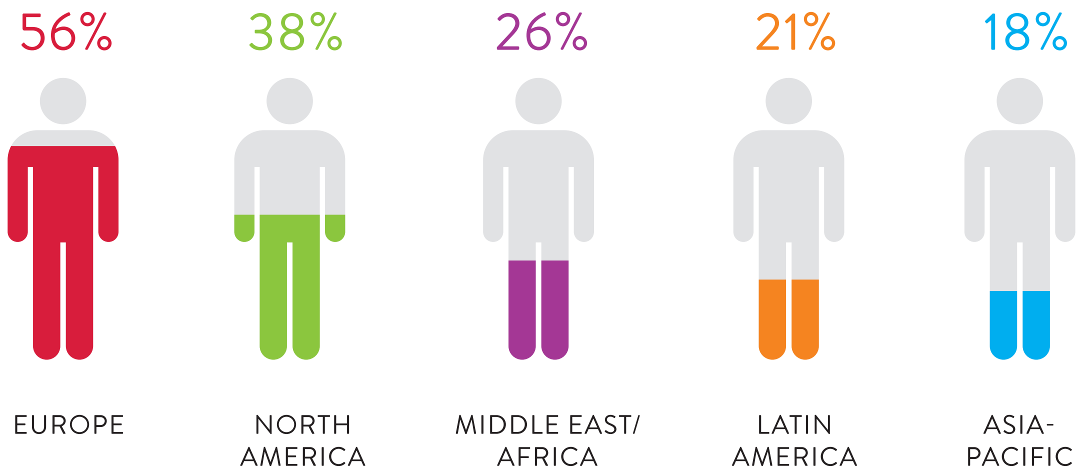
This reversal of fortunes provides context for why greater percentages of respondents in North America and Europe are planning to work well into their 70s. Forty-one percent of North Americans and 30 percent of Europeans plan to retire past the age of 65, compared to the global average of 23 percent. Asia-Pacific respondents skew youngest when it comes to retirement intentions, with three-quarters (74%) planning to retire between the ages of 50 and 65.

Personal savings and investments will fund retirement for more than half in Asia-Pacific (56%) and in the Middle East/Africa (54%). Almost half of Europeans (49%) will rely on government-run plans, which is almost double the global average of 26 percent. In North America and Latin America, a mix of company retirement plans, government-run plans and personal saving/investments will by the primary sources of income in retirement.

IDEAL RETIREMENT AGE IS YOUNGER THAN ACTUAL/PLANNED AGE FOR MORE THAN ONE-THIRD GLOBALLY



PERCENT LESS FINANCIALLY PREPARED FOR RETIREMENT COMPARED TO PARENTS



Source: Nielsen Global Survey About Aging, Q3 2013

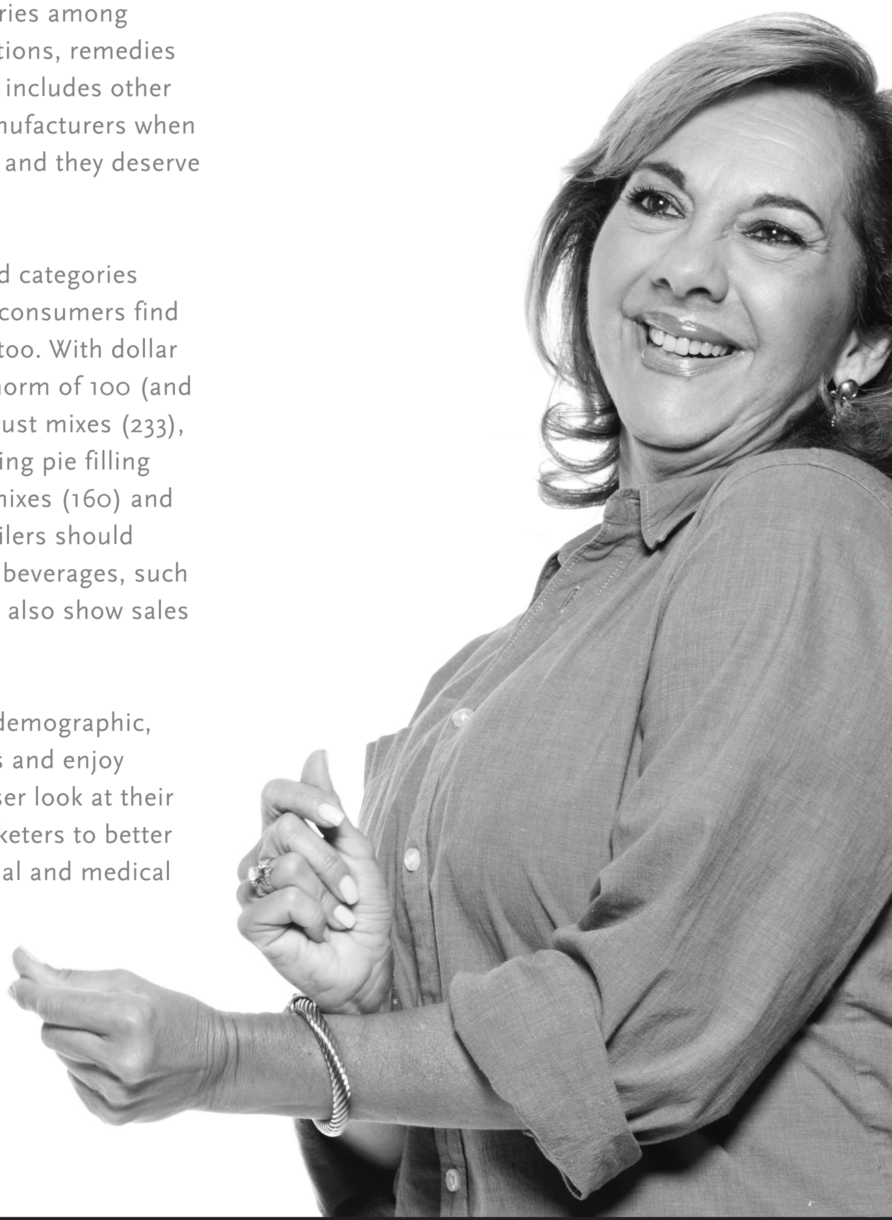
NOTHING BEATS GRANDMA'S HOME COOKING

Retirement may come later than expected for many around the world, but life after retirement often equates to more time spent at home. Eating in can take on new meaning for older consumers who now have the time to cook and who are more nutritionally aware than when they were younger. Almost half of respondents around the world (45%) say that eating healthy is the most important priority after retirement. Other top priorities include staying physically and mentally fit (78%), spending time with family (58%) and maintaining an active social life (37%).

While the list of the biggest selling and growing categories among households aged 65+ include products such as medications, remedies and vitamins that are intended for aging bodies, it also includes other items that may not be top of mind for retailers and manufacturers when considering the needs and desires of older consumers, and they deserve closer attention.

In the U.S., for example, the sale of many baking-related categories over index among households aged 65+ as many older consumers find themselves in the kitchen not just cooking, but baking too. With dollar volume indexes significantly higher than the expected norm of 100 (and in some cases more than double the average) for pie crust mixes (233), canned peaches (229) and cherries (187), canned pudding pie filling (160), canned pie and pastry filling (160), coffee cake mixes (160) and frozen whipped toppings (151), manufacturers and retailers should consider cross-merchandising opportunities. Alcoholic beverages, such as vermouth (239), dessert wine (212) and scotch (182) also show sales indexes higher than expected for this age group.

"When thinking about the shopping needs of an older demographic, we sometimes forget that seniors live active social lives and enjoy entertaining with family and friends," said Hale. "A closer look at their shopping baskets reveals golden opportunities for marketers to better align products and services with not just their nutritional and medical needs, but their social desires too."



HIGH INTEREST IN BEING MORE DIGITALLY ENGAGED— FOR GROCERY SHOPPING

While the conveniences of online shopping will likely not replace trips to the store for grocery shopping any time soon, digital is making significant strides in other ways. As the challenges of old age may inhibit driving and as more tech-savvy baby boomers become seniors, using the Internet to help with grocery shopping will only continue to grow.

More than one-third (37%) of global online respondents say they are already ordering groceries online for home delivery, with more than half (54%) willing to give it a try if it becomes available. Only nine percent globally say they are not willing. While less than 20 percent of global respondents say they are presently ordering groceries online for pick up either inside the store (17%) or via a drive-thru window (16%), four times that many say they are willing to give it a try if it becomes available.

Usage of online coupons for grocery shopping is already a practice among one-third (32%) of global respondents, with percentages in Asia-Pacific (41%) and North America (38%) exceeding the global average. Even more promising is the level of willingness to use online coupons if they become available. Three-quarters of respondents in Latin America, 64 percent in Middle East/Africa, 61 percent in Europe and 54 percent in both Asia-Pacific and North America say they are willing to use online coupons for grocery shopping.

Online and mobile shopping lists are also used by nearly one-quarter (23%) of global respondents, with significantly higher percentages open to the idea. Three in four respondents in Latin America are willing to use online shopping lists if they become available, along with six in 10 from the Middle East/Africa (63%), Asia-Pacific (62%), North America (62%) and Europe (61%).

"While the findings are based on Internet-enabled respondents and represent an increased propensity for online usage, the research reflects the sentiment of leading-indicator attitudes that will only continue as Internet penetration rates grow," said Hale. "As the Internet's influence continues to permeate the everyday lives of connected people everywhere, savvy marketers need to ensure they are connecting with them, too."

DIGITAL ENGAGEMENT SENTIMENT FOR GROCERY SHOPPING

● ALREADY USING ● DEFINTELY/SOMEWHAT WILLING

		GLOBAL AVERAGE	ASIA-PACIFIC	EUROPE	MIDDLE EAST/AFRICA	LATIN AMERICA	NORTH AMERICA
ORDER ONLINE FOR HOME DELIVERY	ALREADY USING	37%	51%	25%	29%	21%	20%
	DEFINTELY/SOMEWHAT WILLING	54%	45%	58%	60%	70%	64%
USE ONLINE/ MOBILE SHOPPING LISTS	ALREADY USING	23%	31%	14%	23%	14%	19%
	DEFINTELY/SOMEWHAT WILLING	63%	62%	61%	63%	73%	62%
USE ONLINE COUPONS	ALREADY USING	32%	41%	19%	20%	12%	38%
	DEFINTELY/SOMEWHAT WILLING	58%	54%	61%	64%	75%	54%

Source: Nielsen Global Survey About Aging, Q3 2013

HOME ALONE? NOT EXACTLY

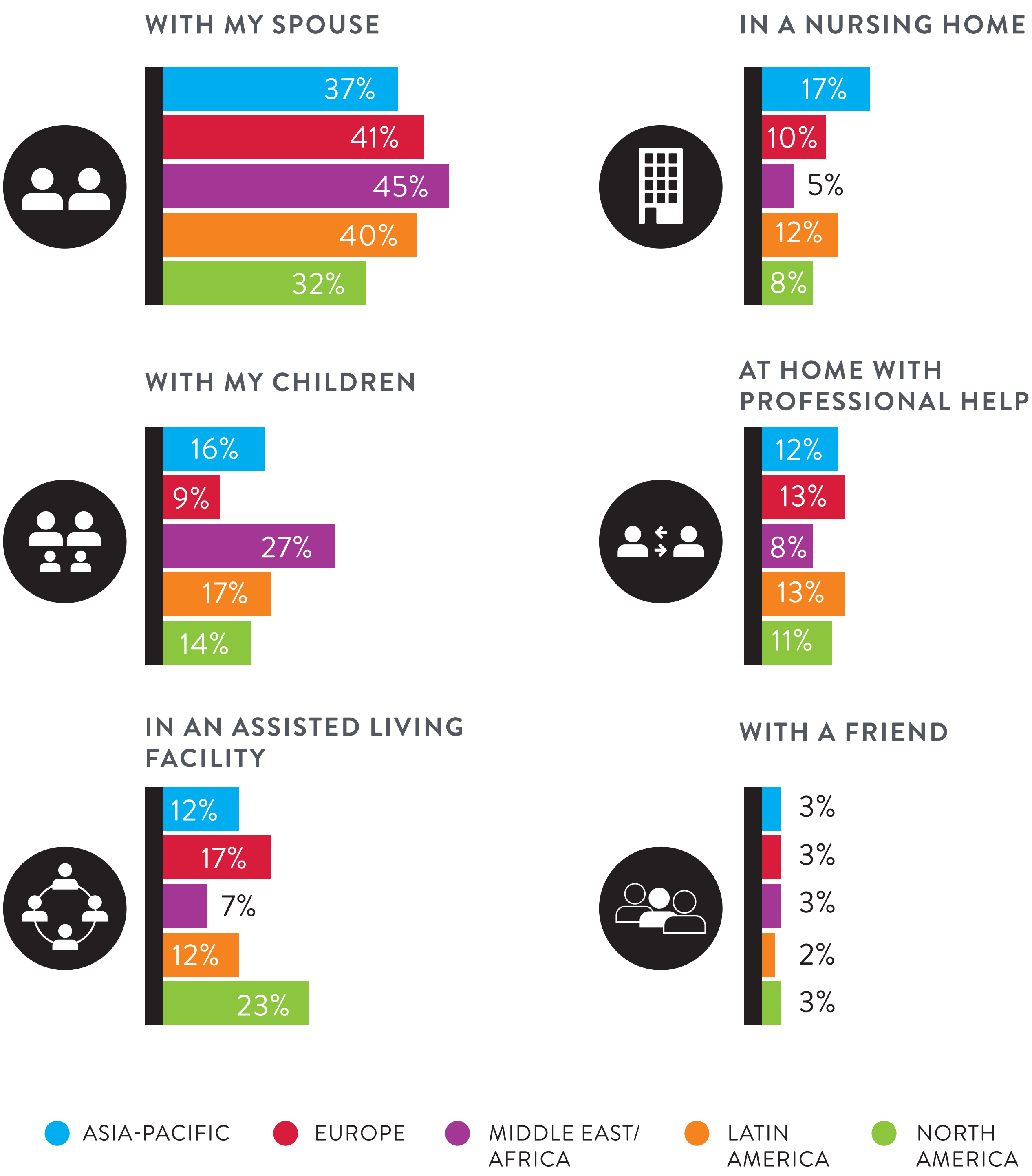
What happens when we become too old to care for ourselves and cannot live alone? With nearly half (46%) of global respondents having difficulty finding housing services and assistance when it comes to the needs of the elderly, many of us turn to the help of family members in our time of need.

Half of global respondents plan to live at home with either a spouse (38%) or with the aid of professional help (12%). The reliance on family in old age is strongest in the Middle East/Africa region, with 45 percent expecting to live at home with a spouse and 27 percent planning to live with their children, which is nearly double the global average of 15%.

Nearly one-fourth (23%) of North Americans plan to live in an assisted living facility, compared to 15 percent globally, and 17 percent in Asia-Pacific expect to live in a nursing home, compared to the global average of 13 percent.

LIVING ARRANGEMENT EXPECTATIONS IN OLD AGE

I WILL LIVE…



Source: Nielsen Global Survey About Aging, Q3 2013

COUNTRIES INCLUDED IN THIS STUDY

ASIA-PACIFIC

MARKET	INTERNET PENETRATION
Australia	89%
China	40%
Hong Kong	75%
India	11%
Indonesia	22%
Japan	80%
Malaysia	61%
New Zealand	88%
Philippines	32%
Singapore	75%
South Korea	83%
Taiwan	75%
Thailand	30%
Vietnam	34%

EUROPE

MARKET	INTERNET PENETRATION
Austria	80%
Belgium	81%
Bulgaria	51%
Croatia	71%
Czech Republic	73%
Denmark	90%
Estonia	78%
Finland	89%
France	80%
Germany	83%
Greece	53%
Hungary	65%
Ireland	77%
Israel	70%
Italy	58%
Latvia	72%
Lithuania	65%
Netherlands	93%
Norway	97%
Poland	65%

EUROPE

MARKET	INTERNET PENETRATION
Portugal	55%
Romania	44%
Russia	48%
Serbia	56%
Slovakia	79%
Slovenia	72%
Spain	67%
Sweden	93%
Switzerland	82%
Turkey	46%
United Kingdom	84%
Ukraine	34%

LATIN AMERICA

MARKET	INTERNET PENETRATION
Argentina	66%
Brazil	46%
Chile	59%
Colombia	60%
Mexico	37%
Peru	37%
Venezuela	41%

MIDDLE EAST / AFRICA

MARKET	INTERNET PENETRATION
Egypt	36%
Pakistan	15%
Saudi Arabia	49%
South Africa	17%
United Arab Emirates	71%

NORTH AMERICA

MARKET	INTERNET PENETRATION
Canada	83%
United States	78%

ABOUT THE NIELSEN GLOBAL SURVEY

The Nielsen Global Survey About Aging was conducted between August 14 and September 6, 2013, and polled more than 30,000 consumers in 60 countries throughout Asia-Pacific, Europe, Latin America, the Middle East, Africa and North America. The sample has quotas based on age and sex for each country based on their Internet users, and is weighted to be representative of Internet consumers and has a maximum margin of error of ±0.6%. This Nielsen survey is based on the behavior of respondents with online access only. Internet penetration rates vary by country. Nielsen uses a minimum reporting standard of 60 percent Internet penetration or 10M online population for survey inclusion. The Nielsen Global Survey, which includes the Global Consumer Confidence Survey, was established in 2005.

ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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