

nielsen

# NIELSEN SENIOR HUNGER SUMMIT PRESENTATION

TODAY'S SENIOR

9/27/2016

# WHERE DOES THIS DATA COME FROM?



## NIELSEN LOCAL



- Georgia Adults 18+
- Total: 3,851
- Age 60+: 1,705



- Telephone Interview
- Customized Local Booklet



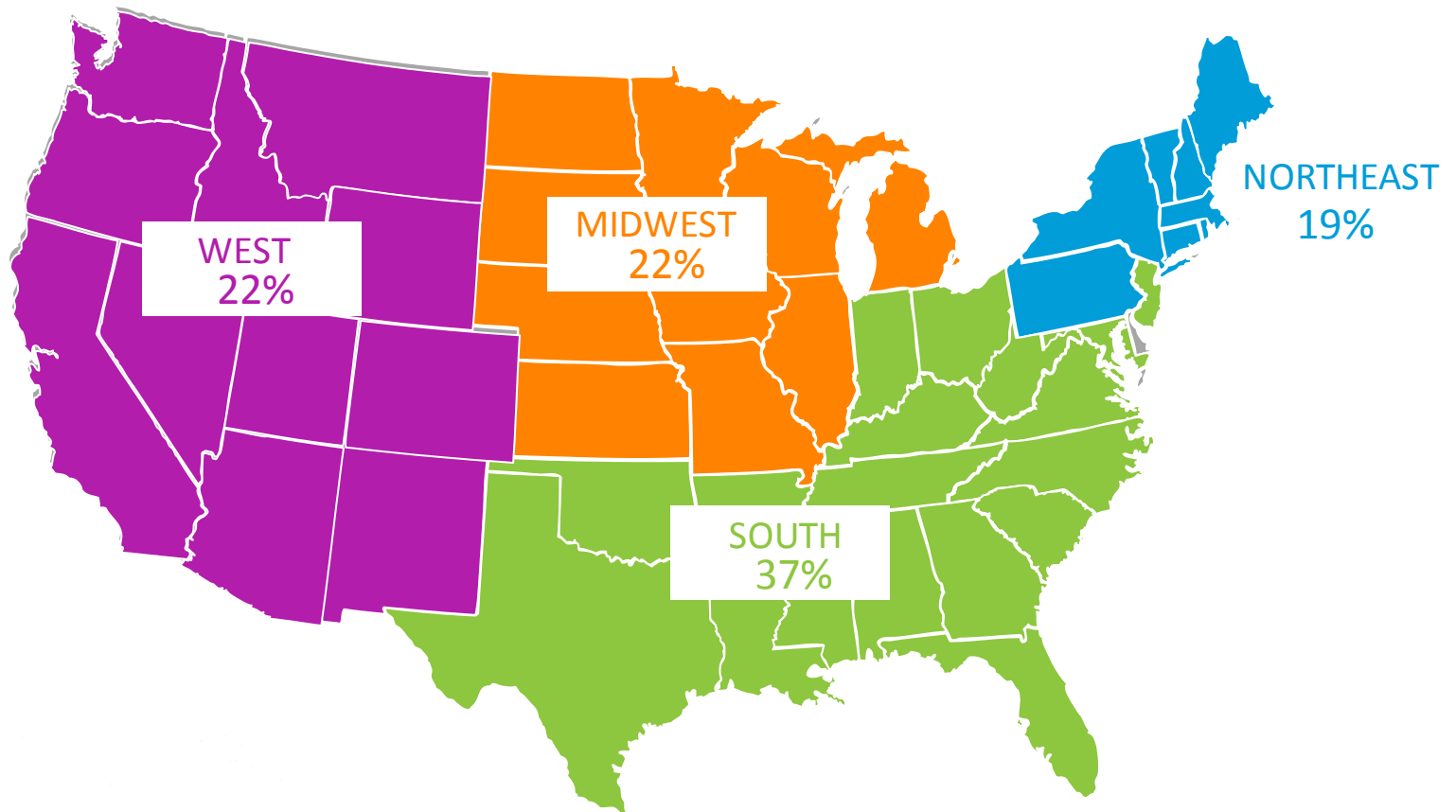
- Continuous Fieldwork



- Data collected from
- February 2015-April 2016

# SENIORS 60+ ACROSS US

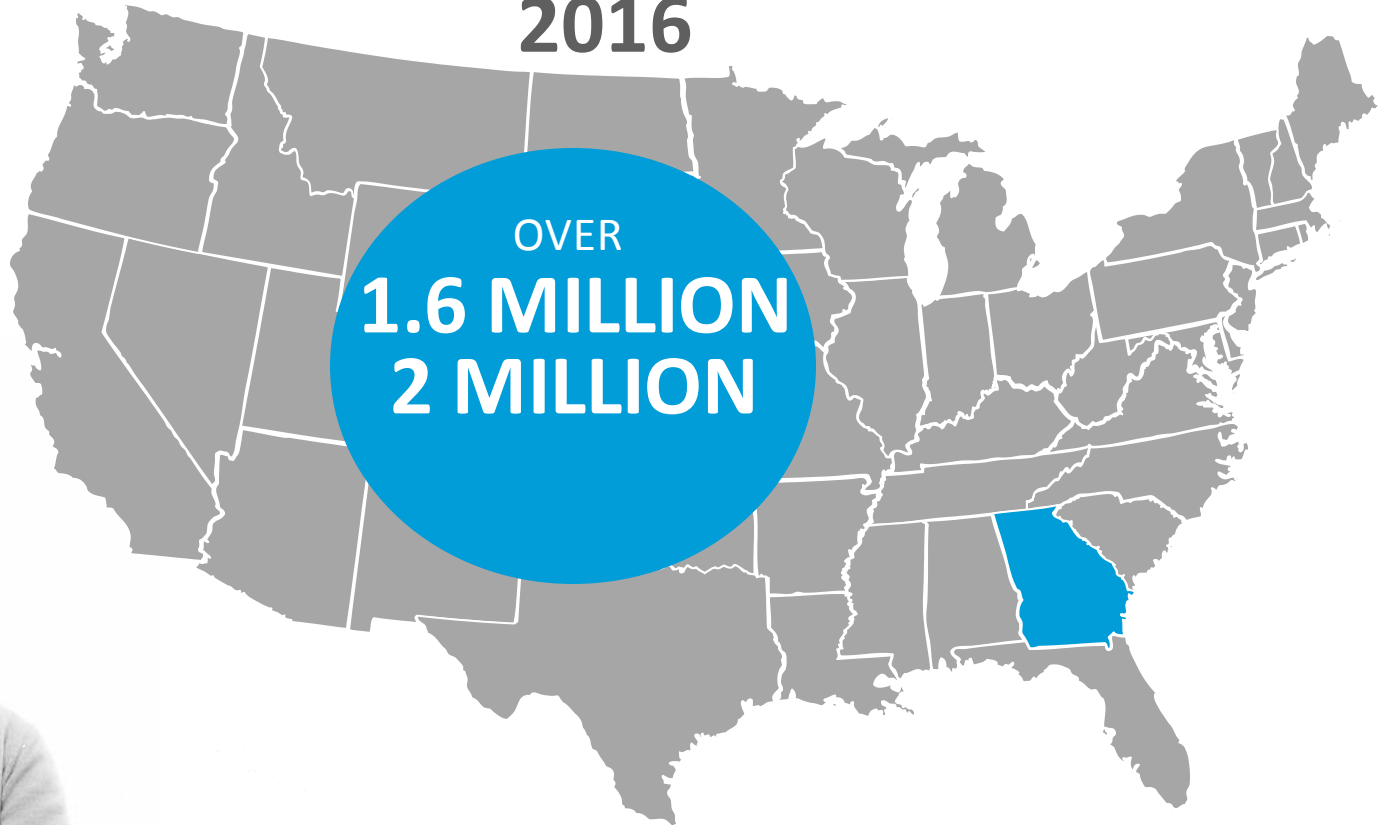
## PROFILE



# GEORGIA SENIORS 60+

## PROFILE

2011  
2016



22% Of Georgia Adults 18+  
26% Of Georgia Adults 18+

# GEORGIA SENIORS 60+

## PROFILE

48%

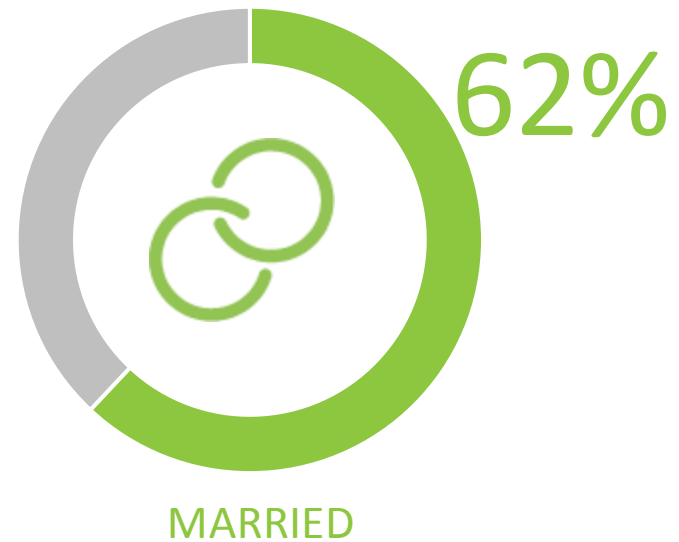


MALE

52%

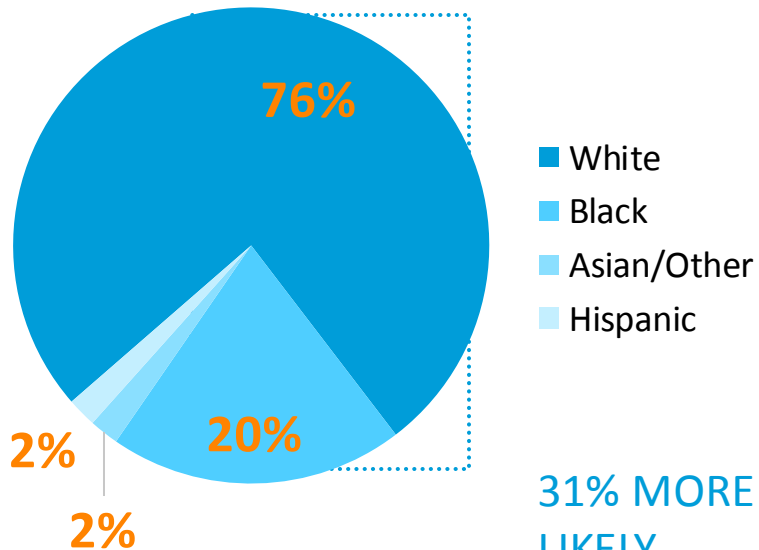


FEMALE



# GEORGIA SENIORS 60+ PROFILE

## RACE/ETHNICITY



- White
- Black
- Asian/Other
- Hispanic

31% MORE  
LIKELY  
TO BE WHITE



1 in 3 Have a  
Household  
Income less  
than \$35K

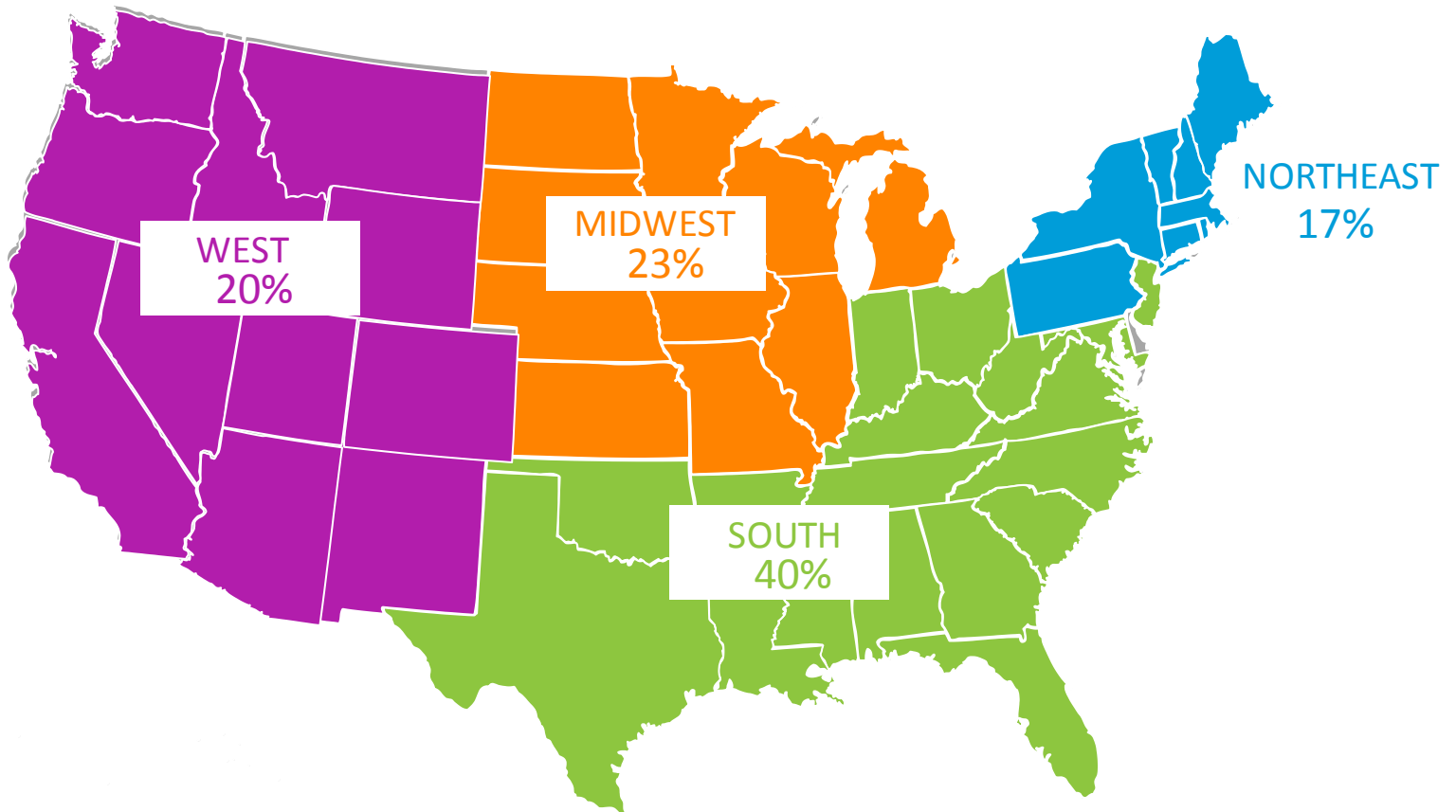


\$62,400

AVERAGE HOUSEHOLD INCOME

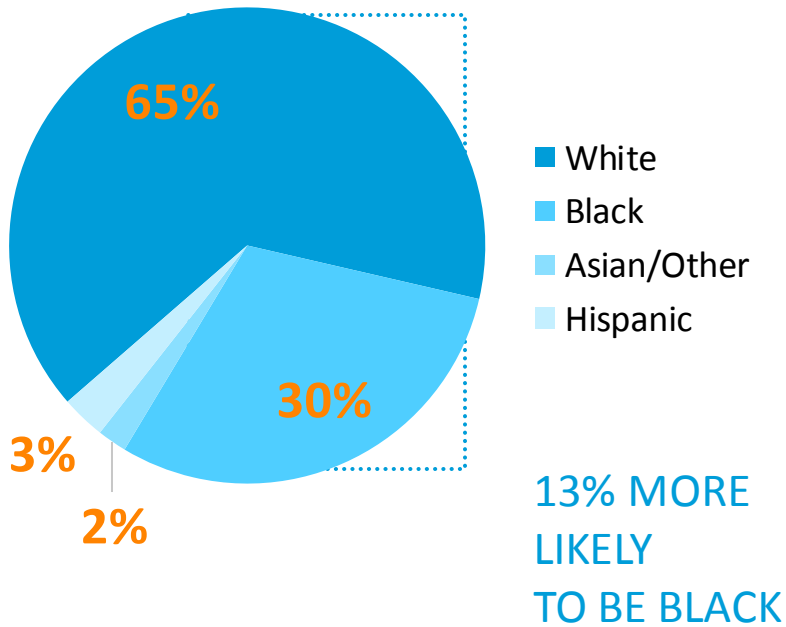
\$5,400 less than the average adult

# SENIORS 60+ HHLD INCOME BELOW \$35K ACROSS US

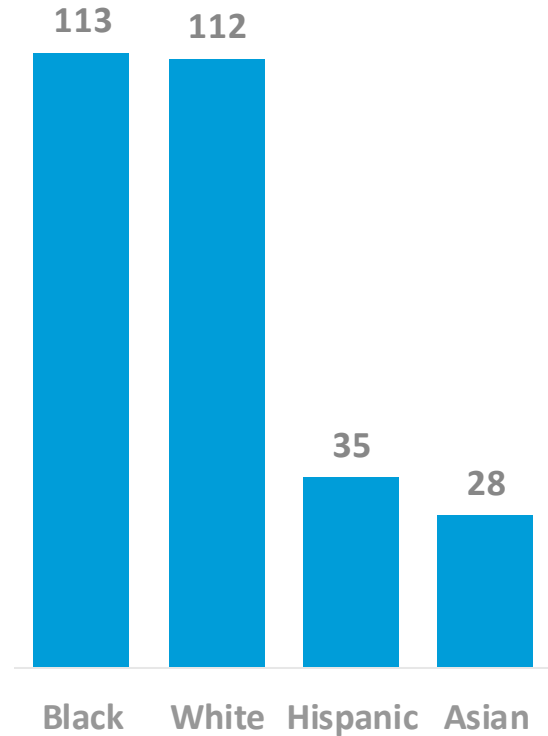


# GEORGIA SENIORS 60+ HHLD INCOME BELOW \$35K PROFILE

## RACE/ETHNICITY



## INDEX



Source: Nielsen Scarborough USA+ Release 1 2016

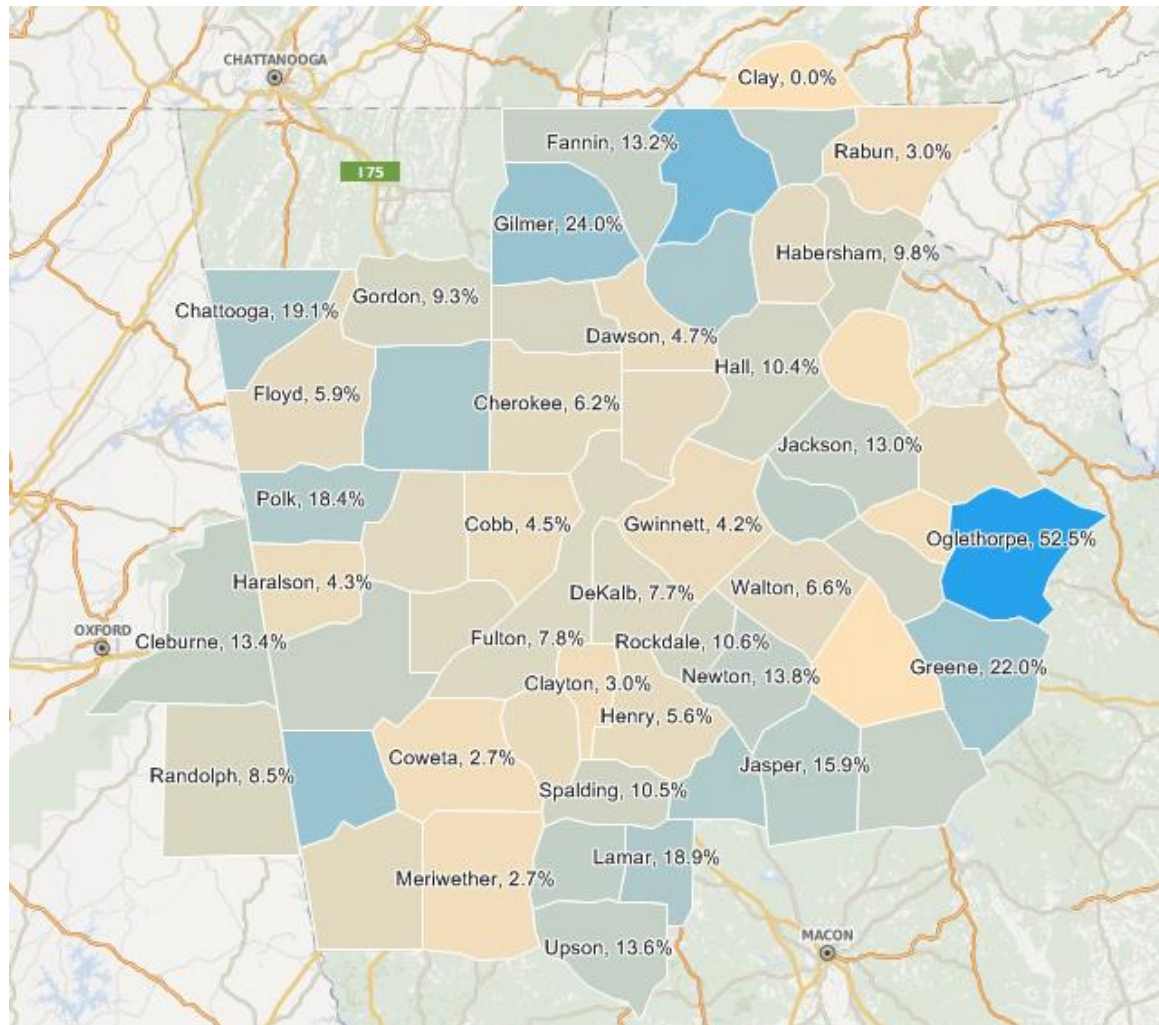


# TOP 5 COUNTIES IN ATLANTA DMA FOR SENIORS 60+ WITH HOUSEHOLD INCOME BELOW \$35K

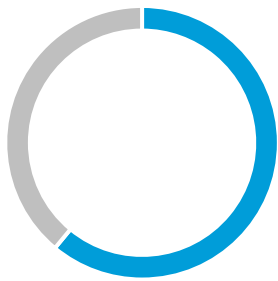


FULTON-	16%
DELKALB-	11%
GWINETT-	7%
COBB-	7%
BARTOW-	4%

# % OF SENIORS 60+ WITH HOUSEHOLD INCOME BELOW \$35K BY COUNTY IN ATLANTA DMA



# GEORGIA SENIORS 60+ PROFILE

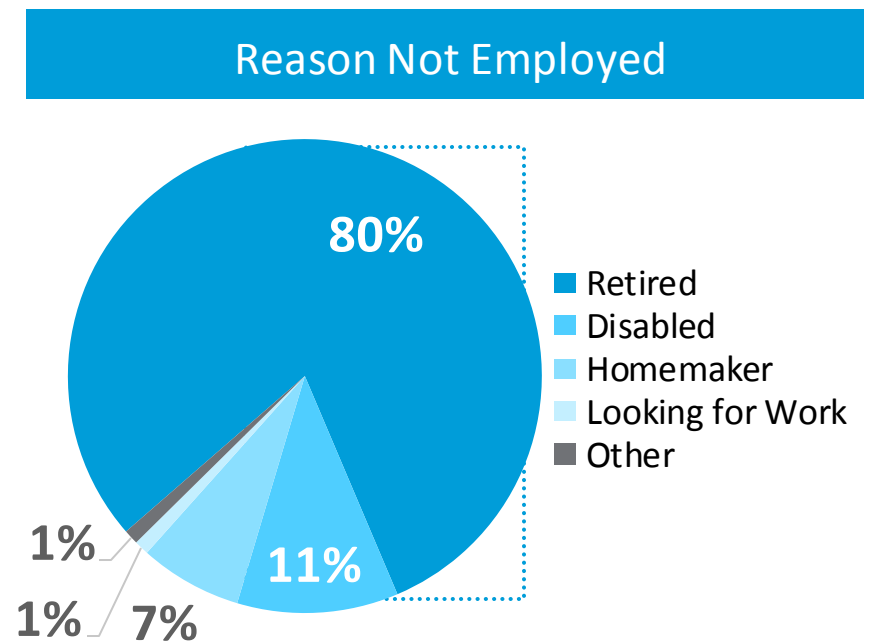


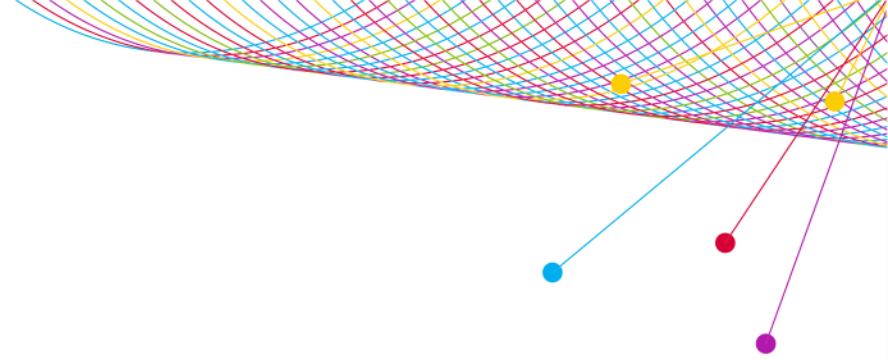
23% are  
employed full or  
part-time



48% have a High School Education or Less

*14% more likely*





nielsen  
.....

# LIFESTYLES/ATTITUDES



# INVESTING

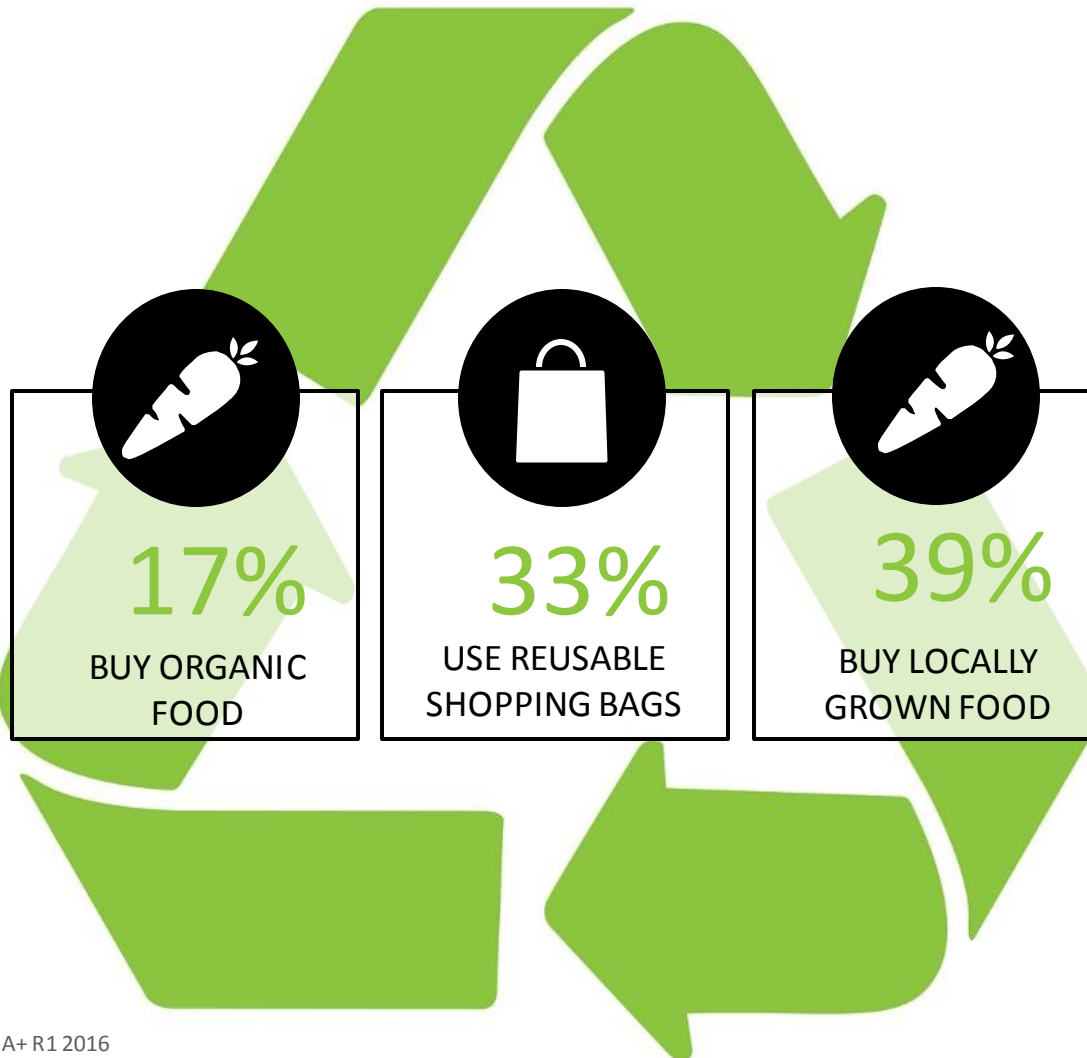
TIME, MONEY AND SUPPORT FOR  
ENVIRONMENTAL  
CAUSES

14% MORE LIKELY TO BUY ECO FRIENDLY  
HHLD CLEANING PRODUCTS

20% MORE LIKELY TO DONATE MONEY OR  
TIME TO ENVIRONMENTAL CAUSES

19% MORE LIKELY TO SUPPORT POLITICIANS  
BASED ON ENVIRONMENTAL POSITIONS

# ECO-CONSCIOUS LIFESTYLES



# ACTIVITIES PAST YEAR



56%

LAWN CARE



55%

GARDENING  
(FLOWERS OR VEGETABLES)

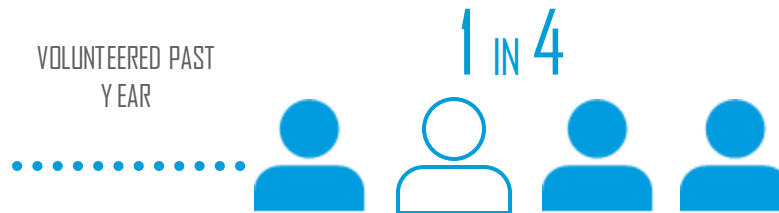


53%

GRILLING



VOLUNTEERED PAST  
YEAR



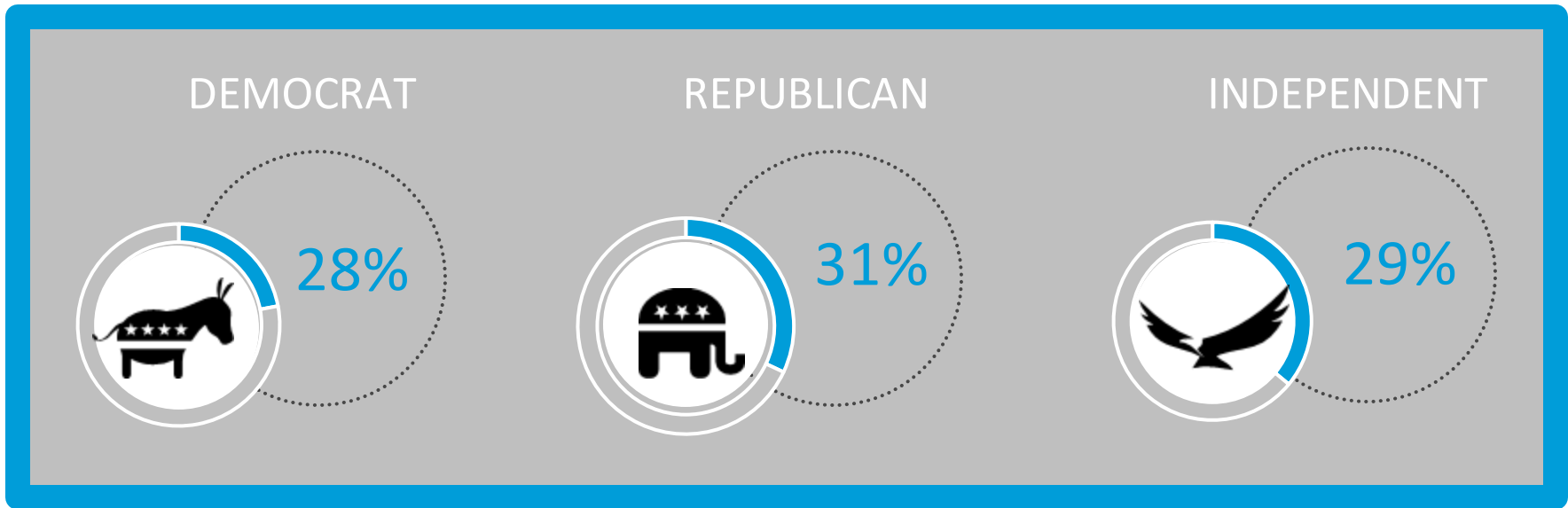
An abstract graphic on the left side of the page. It features a vertical black bar on the far left. From this bar, a series of thin, curved lines in various colors (blue, green, yellow, orange, red, purple) fan out towards the right. Some of these lines terminate in small, solid-colored dots of the same color. The overall effect is that of a complex, multi-colored web or network structure.

# ISSUES THAT MATTER

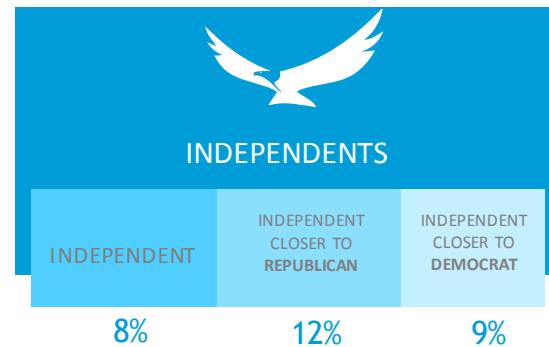


# GEORGIA SENIORS 60+

## PARTY AFFILIATION

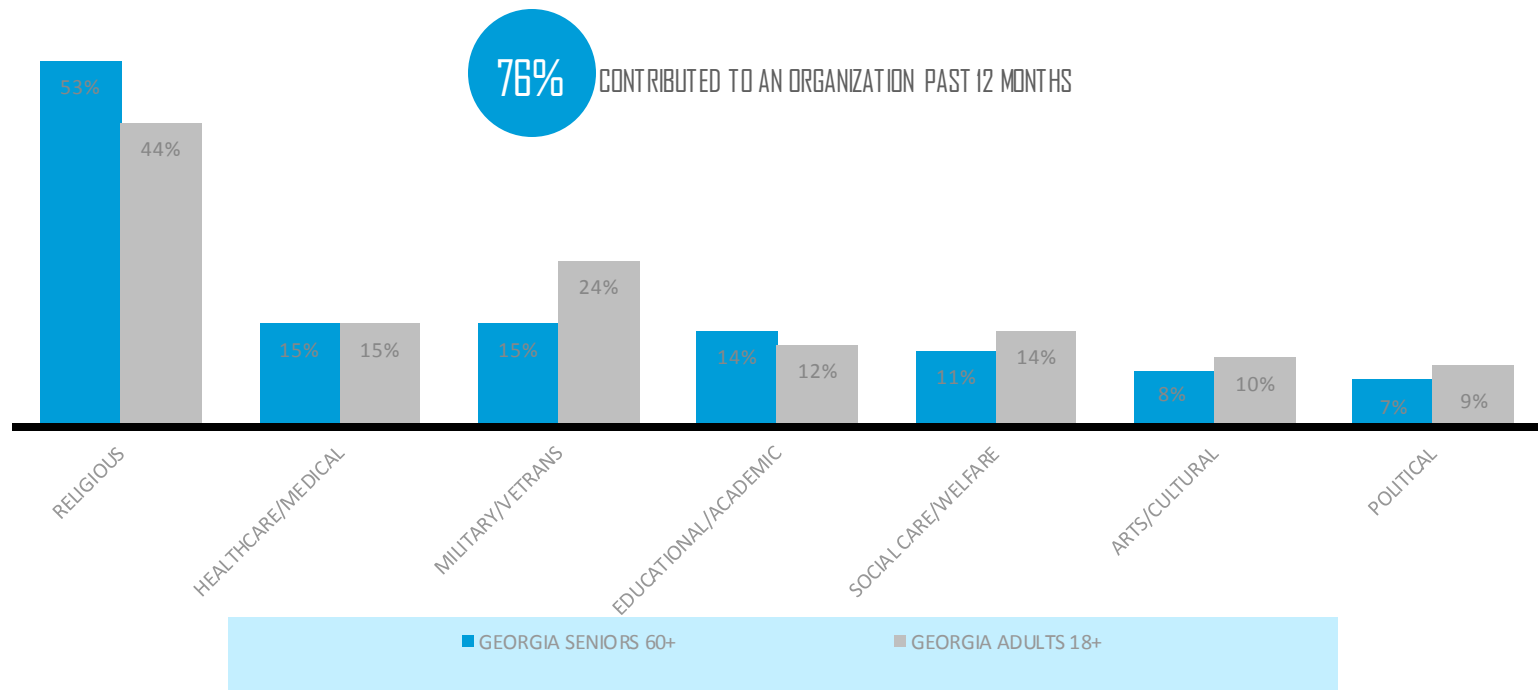


### OPPORTUNITY AMONG INDEPENDENTS



# COMMUNITY CONTRIBUTIONS

ORGANIZATIONS CONTRIBUTED MONEY TO PAST 12 MONTHS



# GEORGIA SENIORS 60+

## ISSUES THAT MATTER



### FOREIGN POLICY

87%



AGREE BUYING AMERICAN  
IS IMPORTANT

24%

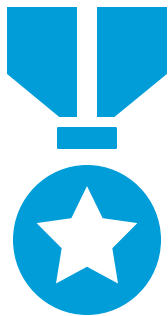


DONATED TO A MILITARY/  
VETERANS ORGANIZATION

# GEORGIA SENIORS 60+

## ISSUES THAT MATTER

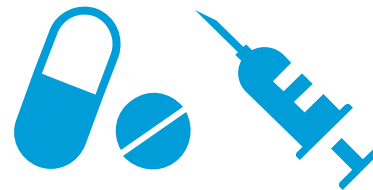
### HEALTHCARE



33%  
MORE LIKELY

TO HAVE MILITARY  
HEALTH INSURANCE

2 IN 3



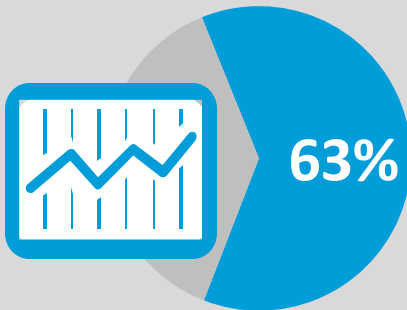
HAVE MEDICARE FOR  
HEALTH INSURANCE

# GEORGIA SENIORS 60+

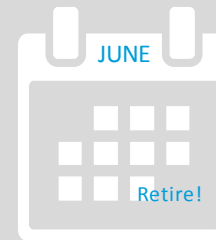
## ISSUES THAT MATTER



### ECONOMY

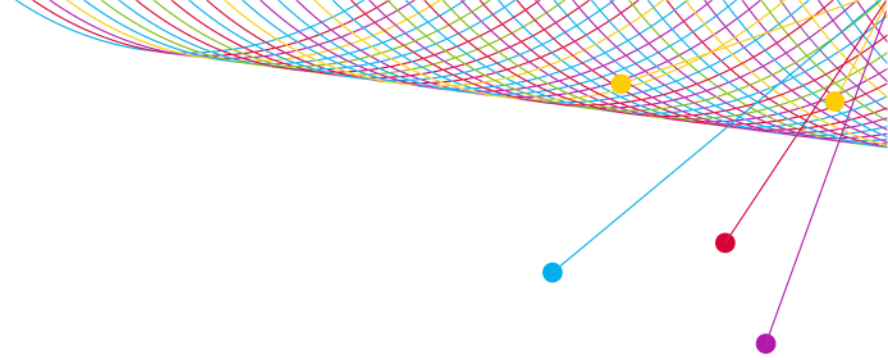


HAVE SOME TYPE  
OF INVESTMENT



66%

ARE RETIRED OR RETIRING  
IN THE NEXT YEAR



nielsen  
.....

# HEALTHCARE

# GEORGIA SENIORS 60+ HEALTH HABITS

81%

AGREE THEY ARE  
ALWAYS LOOKING AT  
NEW WAYS TO LIVE A  
HEALTHIER LIFE



56%

AGREE THEY FOLLOW  
A REGULAR EXERCISE  
ROUTINE



43%

AGREE THEY TAKE  
MEDICINE AS SOON AS  
I DON'T FEEL WELL



# HEALTH CHECK



88%

1.7 Million Georgia Seniors 60+  
Say That They Go To The Doctor  
Regularly For Check Ups



# GEORGIA SENIORS 60+ HEALTH DESCRIPTIONS



**8%**

**27%**

**44%**

**18%**

**3%**

**EXCELLENT**

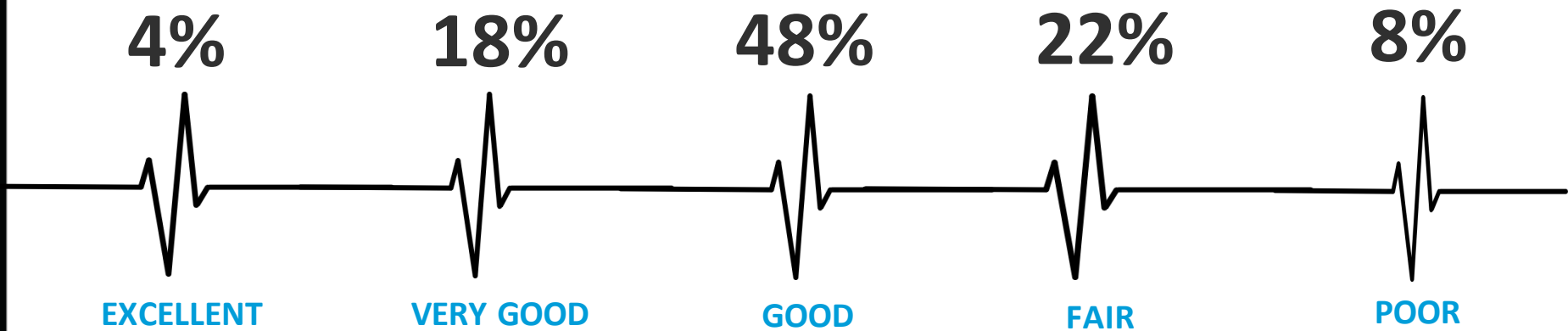
**VERY GOOD**

**GOOD**

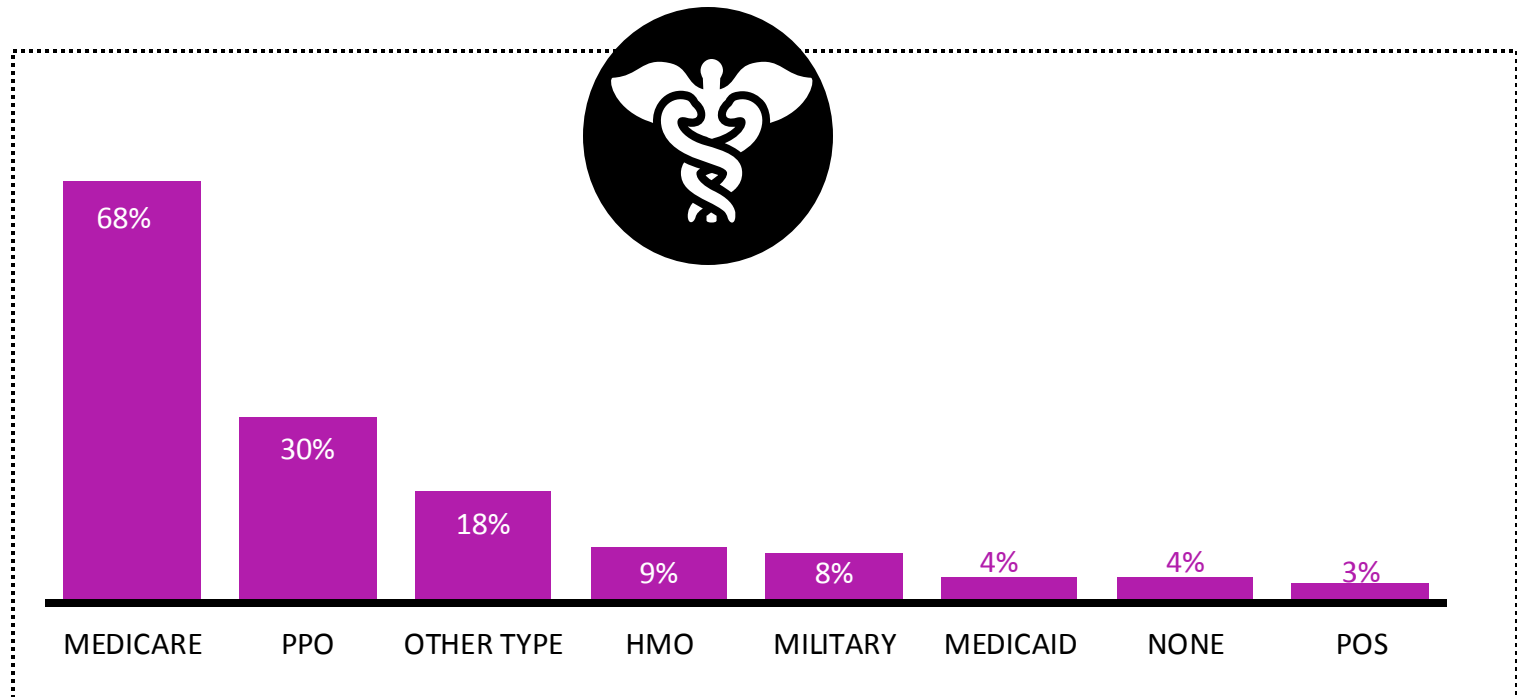
**FAIR**

**POOR**

# GEORGIA SENIORS 60+ HHLD INCOME BELOW \$35K HEALTH DESCRIPTIONS

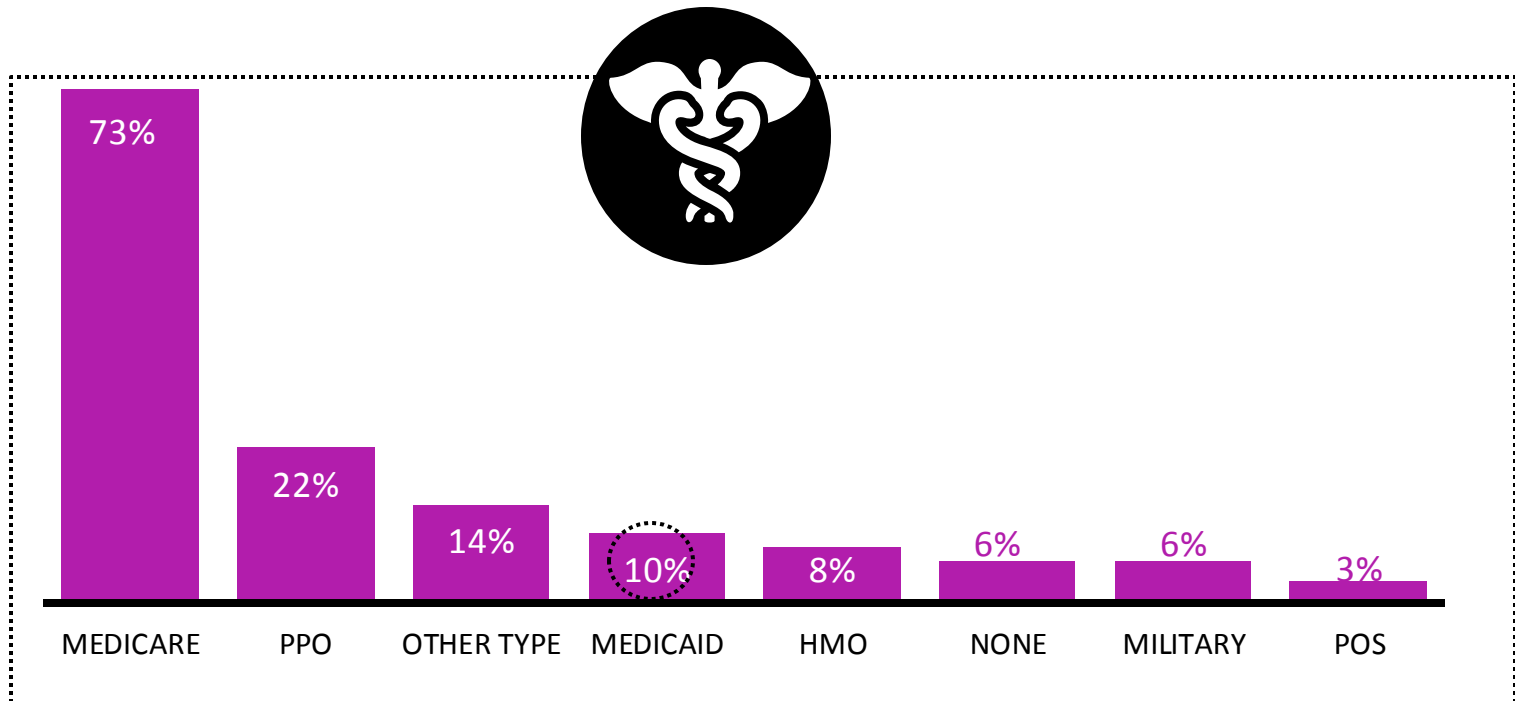


# INSURANCE COVERAGE



**96%** OF GEORGIA SENIORS 60+ ARE INSURED

# INSURANCE COVERAGE



**94%** OF GEORGIA SENIORS 60+ WITH HHLD INCOME BELOW \$35K ARE INSURED

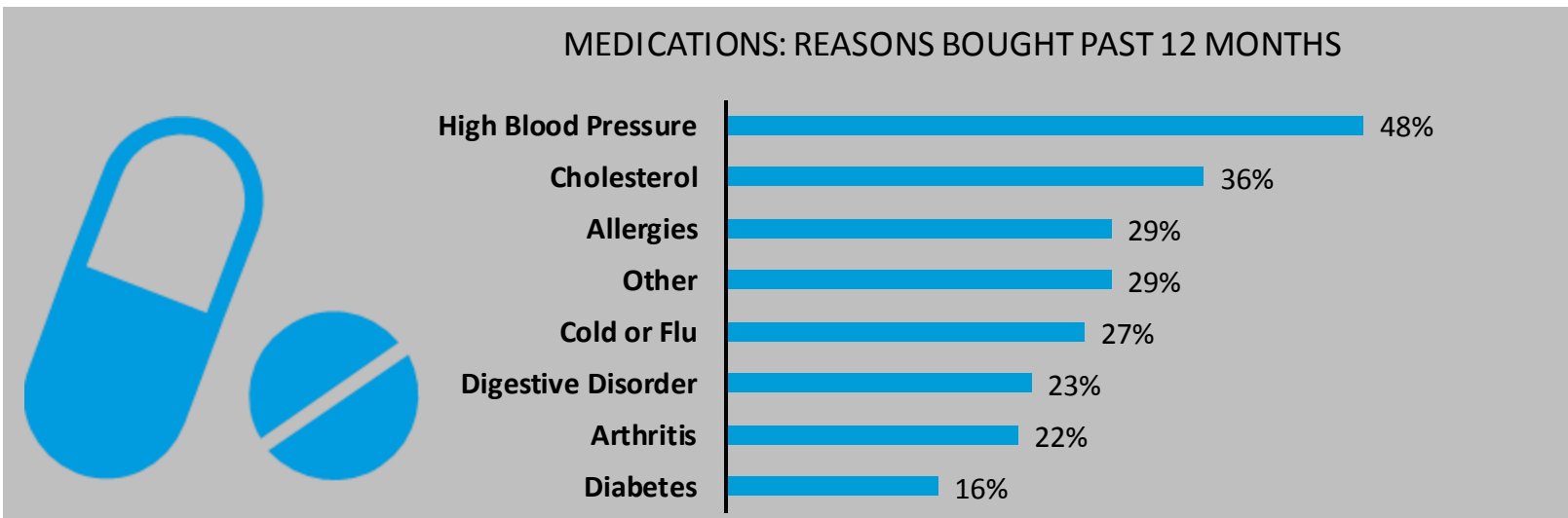
# MEDICATIONS

2X



MORE LIKELY THAN THE AVERAGE GEORGIA ADULT TO BUY MEDICATION IN THE PAST 12 MONTHS FOR HIGH BLOOD PRESSURE AND CHOLESTEROL

## MEDICATIONS: REASONS BOUGHT PAST 12 MONTHS



# R<sub>x</sub>/HEALTH & BEAUTY PURCHASING

*95% of Georgia seniors 60+  
Have Purchased an Rx/Non-  
Rx/Health & Beauty Item  
During The Past Month*



89% purchased  
prescription medication



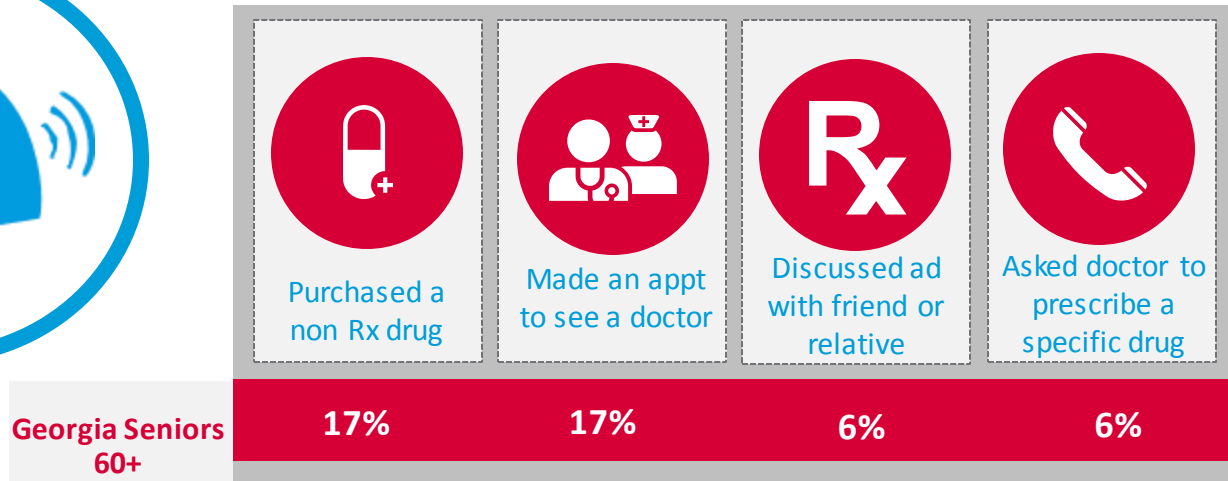
68% purchased non-  
prescription health &  
beauty items

# UNDERSTAND PATIENT REACTION TO ADVERTISING

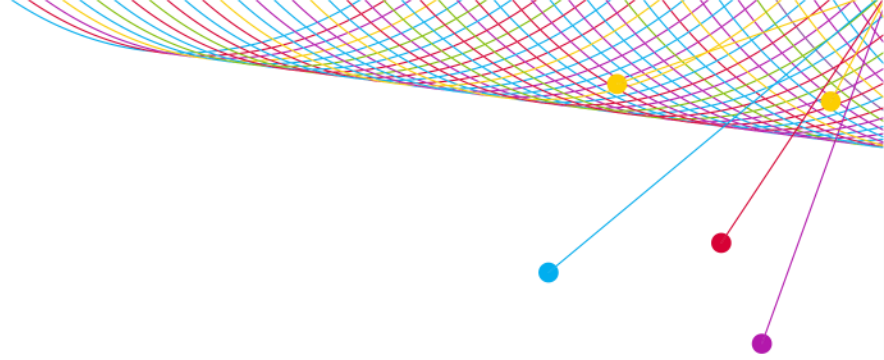
Actions taken past 12 months due to healthcare advertisements



Top Actions taken past 12 months due to healthcare advertisements by Georgia Seniors 60+



**26%** More likely than the average Georgia adult to purchase a non-prescription drug after seeing a health ad



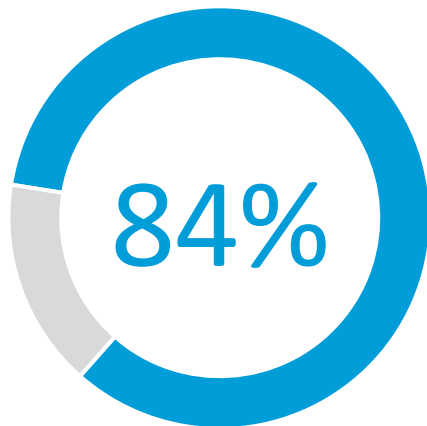
nielsen  
.....

# FOOD AND NUTRITION

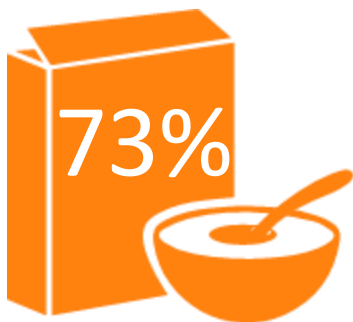


# FOOD HABITS

Healthy eating is on the minds of seniors 60+



OF GEORGIA ADULTS 60+ SAY THEY **TRY** TO EAT HEALTHY AND PAY ATTENTION TO NUTRITION

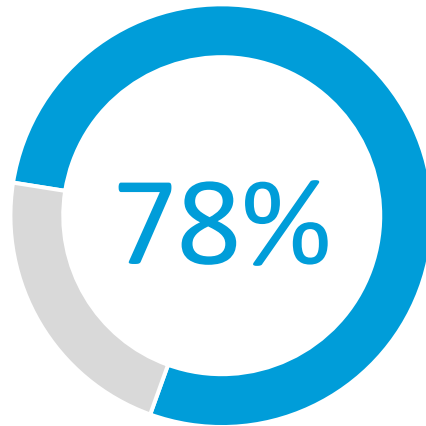


73%

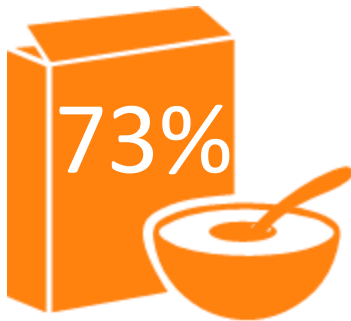
OF GEORGIA ADULTS 60+ SAY THEY **TRY** TO EAT A HEALTHY BREAKFAST EVERY DAY

## FOOD HABITS

Healthy eating is on the minds of seniors 60+ with household income below \$35k



OF GEORGIA ADULTS 60+ WITH A HOUSEHOLD INCOME BELOW \$35K SAY THEY **TRY** TO EAT HEALTHY AND PAY ATTENTION TO NUTRITION



OF GEORGIA ADULTS 60+ WITH A HOUSEHOLD INCOME BELOW \$35K SAY THEY **TRY** TO EAT A HEALTHY BREAKFAST EVERY DAY

# GEORGIA SENIORS 60+ WITH HHLD INCOME BELOW \$35K

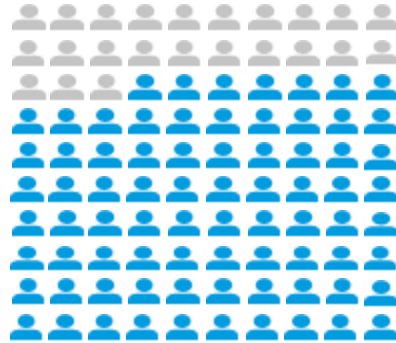
2 OUT OF 3

AGREE FOOD IS A COMFORT



# FOOD HABITS OF GEORGIA SENIORS 60+

Fresh is best



77%

AGREE THEY PREFER COOKING  
WITH FRESH FOOD RATHER THAN  
CANNED OR FROZEN



20%

MORE LIKELY THAN THE AVERAGE GEORGIA ADULT TO  
BUY LOCALLY GROWN FOOD ON A REGULAR BASIS

# GROCERY SPENDING



ADULTS 60+ ACCOUNT FOR OVER A QUARTER OF  
HOUSEHOLD GROCERY SPENDING IN GEORGIA

Average of

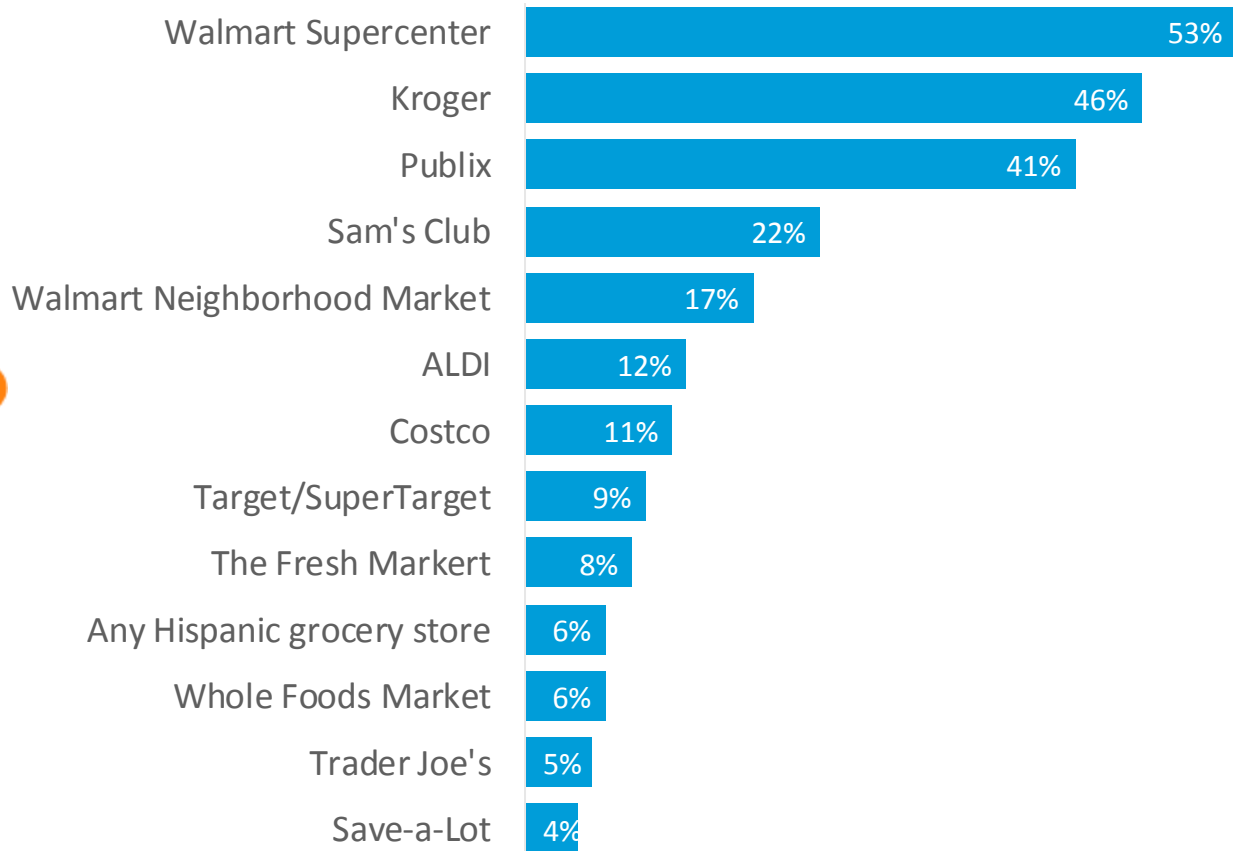
**\$128.44**

*On household weekly groceries*



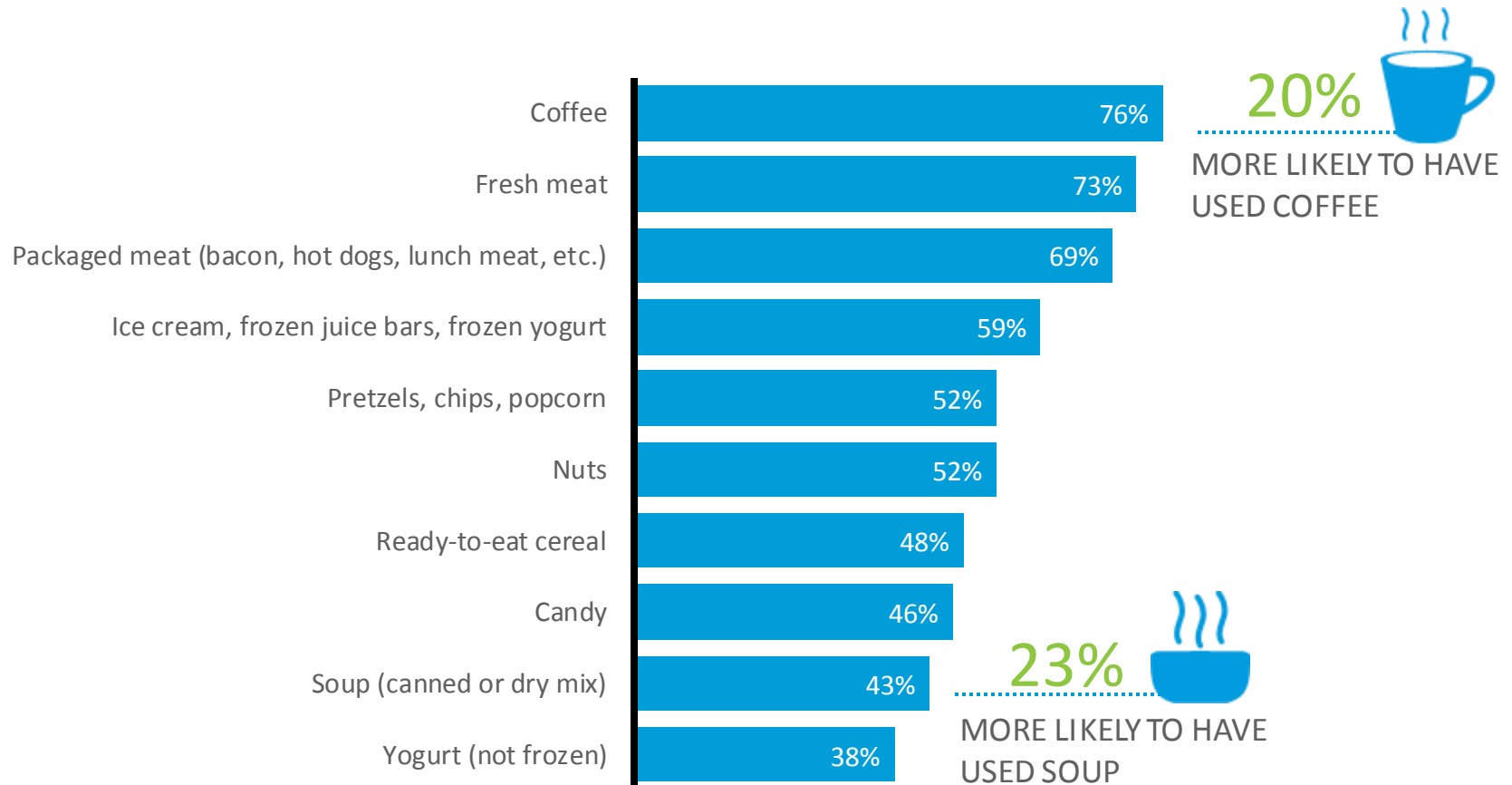
# FOOD PURCHASING BY STORE

Grocery stores shopped by Georgia seniors 60+ past 7 days



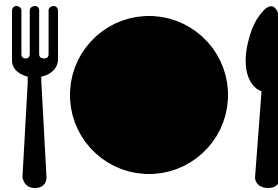
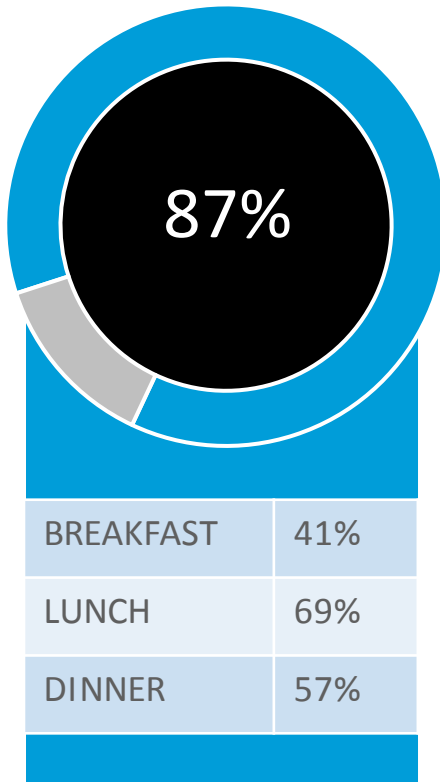
# TYPES OF FOOD

TYPES OF FOOD USED IN THE PAST WEEK BY HOUSEHOLDS OF 60+ ADULTS

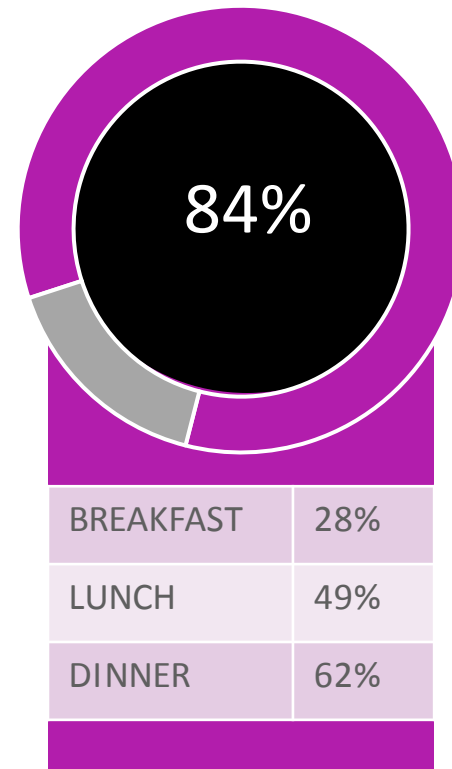


# EATING OUT

## QSR PAST 30 DAYS



## SIT-DOWN PAST 30 DAYS





# EATING OUT

## Georgia seniors 60+ dining preferences

 **22%**  
more likely to have dined  
at a seafood restaurant  
past 30 days

 **1 in 3**  
to have dined at an  
Mexican restaurant  
past 30 days

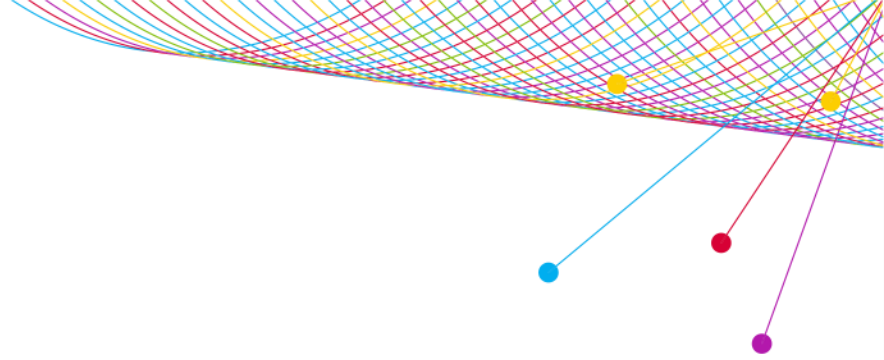


### Top 4 Dining past 30 days

	% of Georgia Seniors 60+	Index
<b>SIT-DOWN</b>		
Cracker Barrel	23%	133
Golden Coral	18%	136
LongHorn Steakhouse	16%	113
Red Lobster	15%	127

**47%**

of Georgia seniors 60+ dined at a sit down  
restaurant 4+ times in the past 30 days

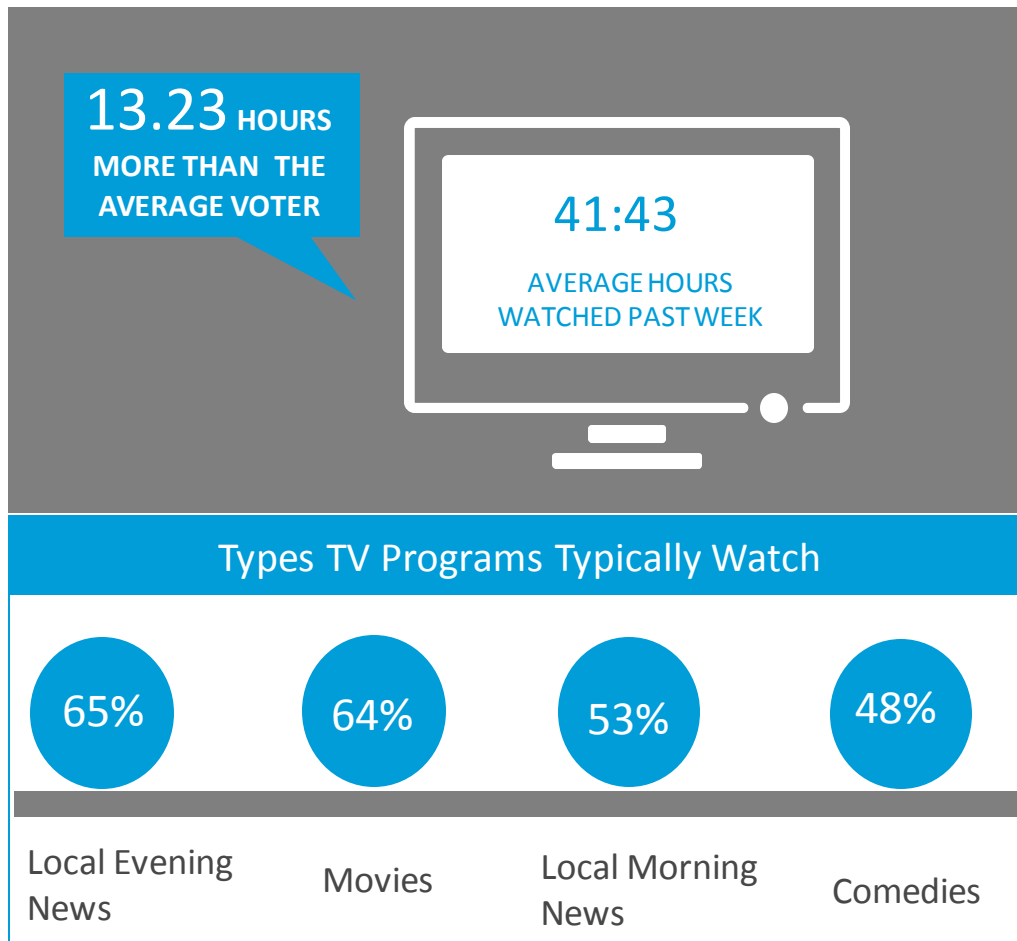


nielsen  
.....

**MEDIA**

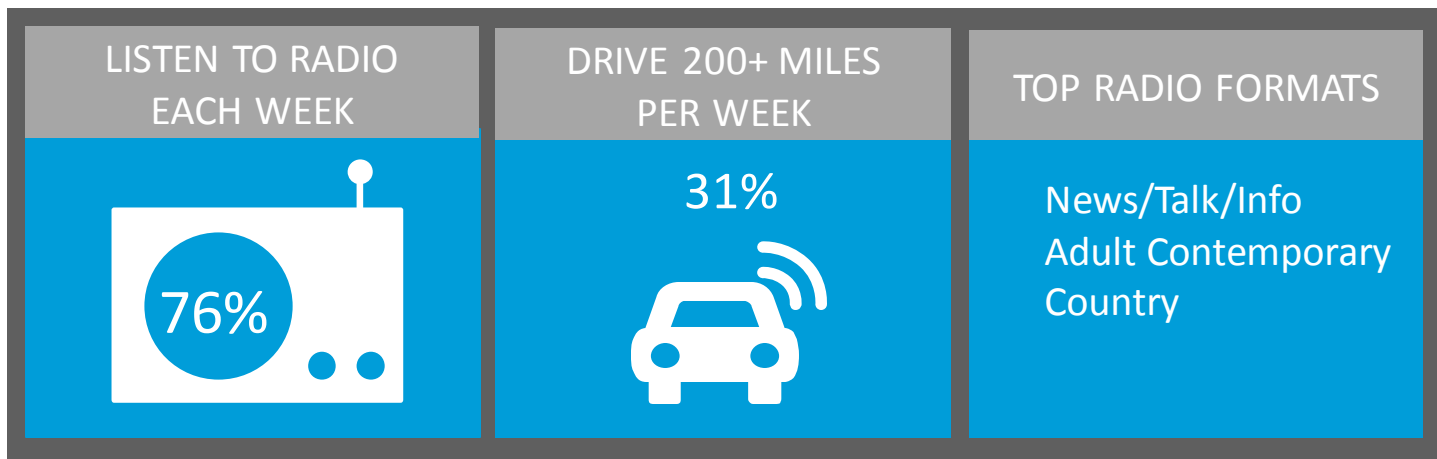
# GEORGIA SENIORS 60+

## MEDIA HABITS – TRADITIONAL (TELEVISION)



# GEORGIA SENIORS 60+

## MEDIA HABITS – TRADITIONAL (RADIO)



# GEORGIA SENIORS 60+

## MEDIA HABITS – TRADITIONAL (NEWSPAPER)

51%

Read a print or edition of  
the newspaper in the  
past week.

19% more likely to do  
so than the average adult



### NEWSPAPER SECTIONS GENERALLY READ

58%

Main News

55%

Local News

46%

Ad Circulars/  
Inserts

42%

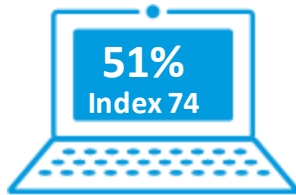
Entertainment



# GEORGIA SENIORS 60+

## Digital Devices & Usage

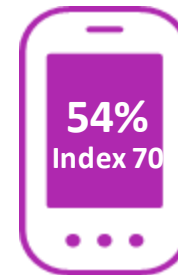
### Devices currently own



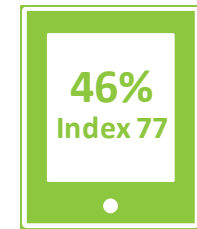
Notebook



Desktop



Smartphone



Tablet

### Weekly Time Spent Online

Spends on average

**5.8 hours**

A week online

(2.7 hours less than average adult)



# TECHNOLOGY INFORMATION AND SHOPPING

Georgia seniors 60+ use the internet for information and shopping.

Agree completely with:

The Internet has allowed me to learn things I probably wouldn't have learned otherwise

48%

The Internet is a great way to gather information on products/services I'm considering purchasing

49%

The Internet is a great way to actually buy products

46%

I use the Internet to buy hard-to-find products

33%

# THANK YOU



Justin LaPorte

Nielsen

VP, Local Audience Insights

[justin.laporte@nielsen.com](mailto:justin.laporte@nielsen.com)



nielsen  
.....

AN UNCOMMON SENSE  
OF THE CONSUMER™

