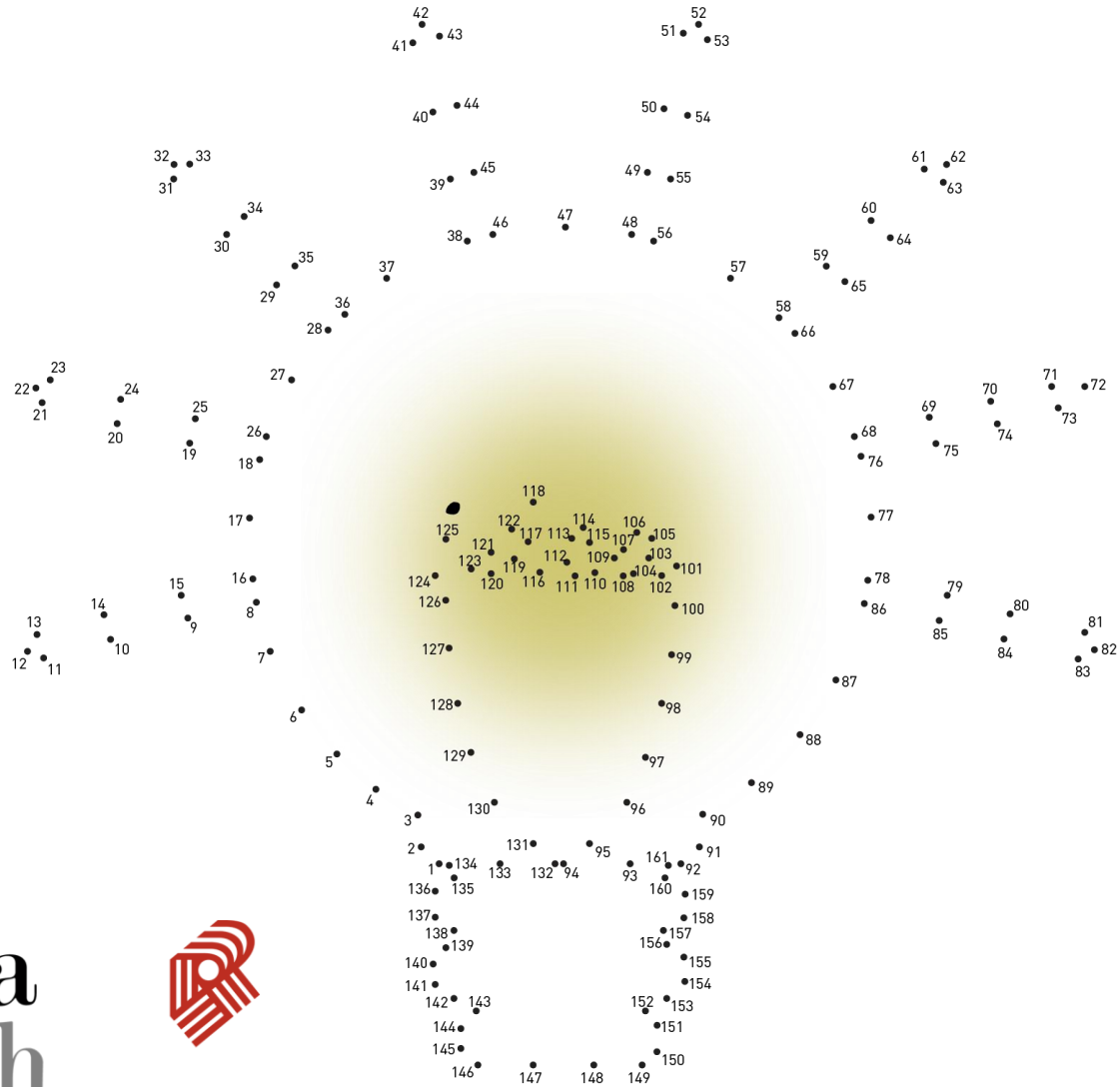


Roularta Research



Understanding stories by numbers



Readers' Survey 2018 by Roularta Research



PLUS MAGAZINE

Durability

Are you energy-conscious?



PEOPLE OVER FIFTY ARE ENERGY-CONSCIOUS:

93%
use energy sparingly

83%
adjust their driving style to consume less

68%
have deliberately opted for an economical car

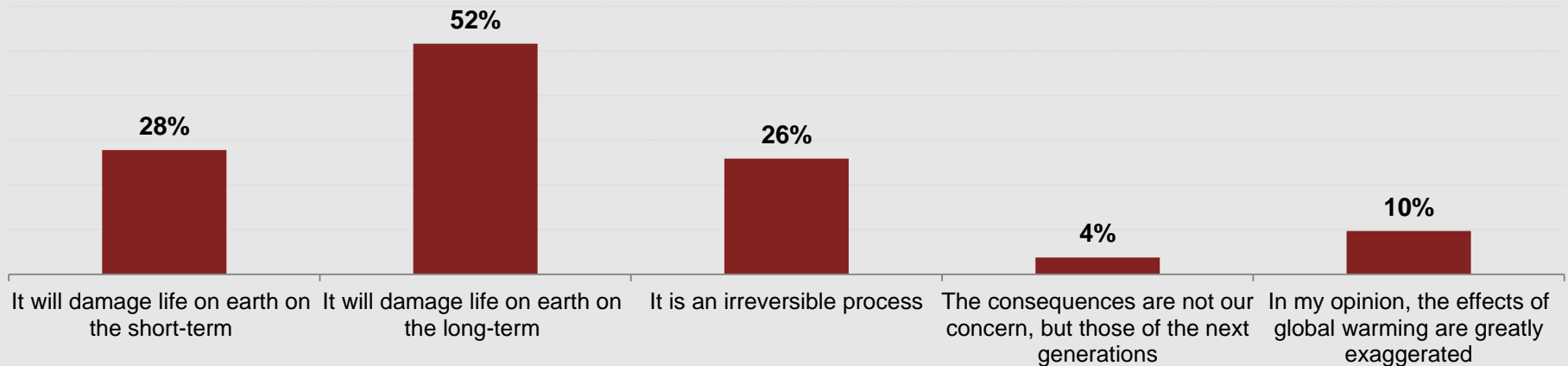
Survey by Roularta Research - www.roulartamedia.be



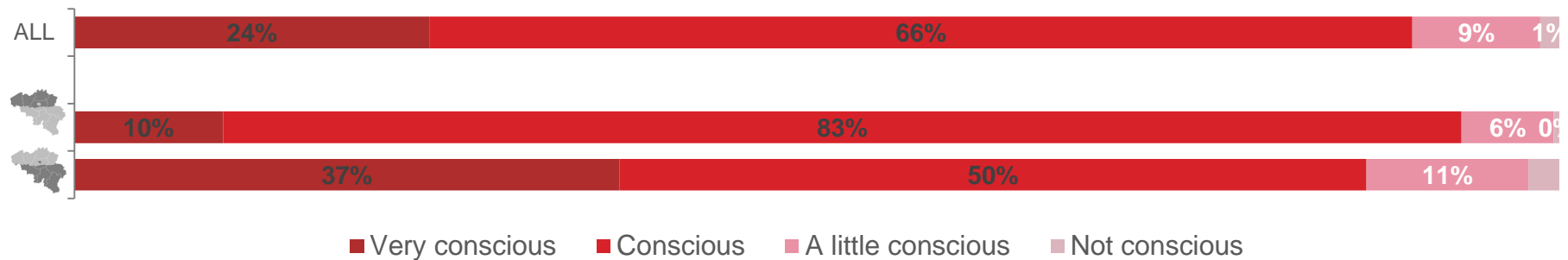
PLUS MAGAZINE

Durability

HOW DO YOU FEEL ABOUT GLOBAL WARMING?



ARE YOU ENVIRONMENTALLY CONSCIOUS?

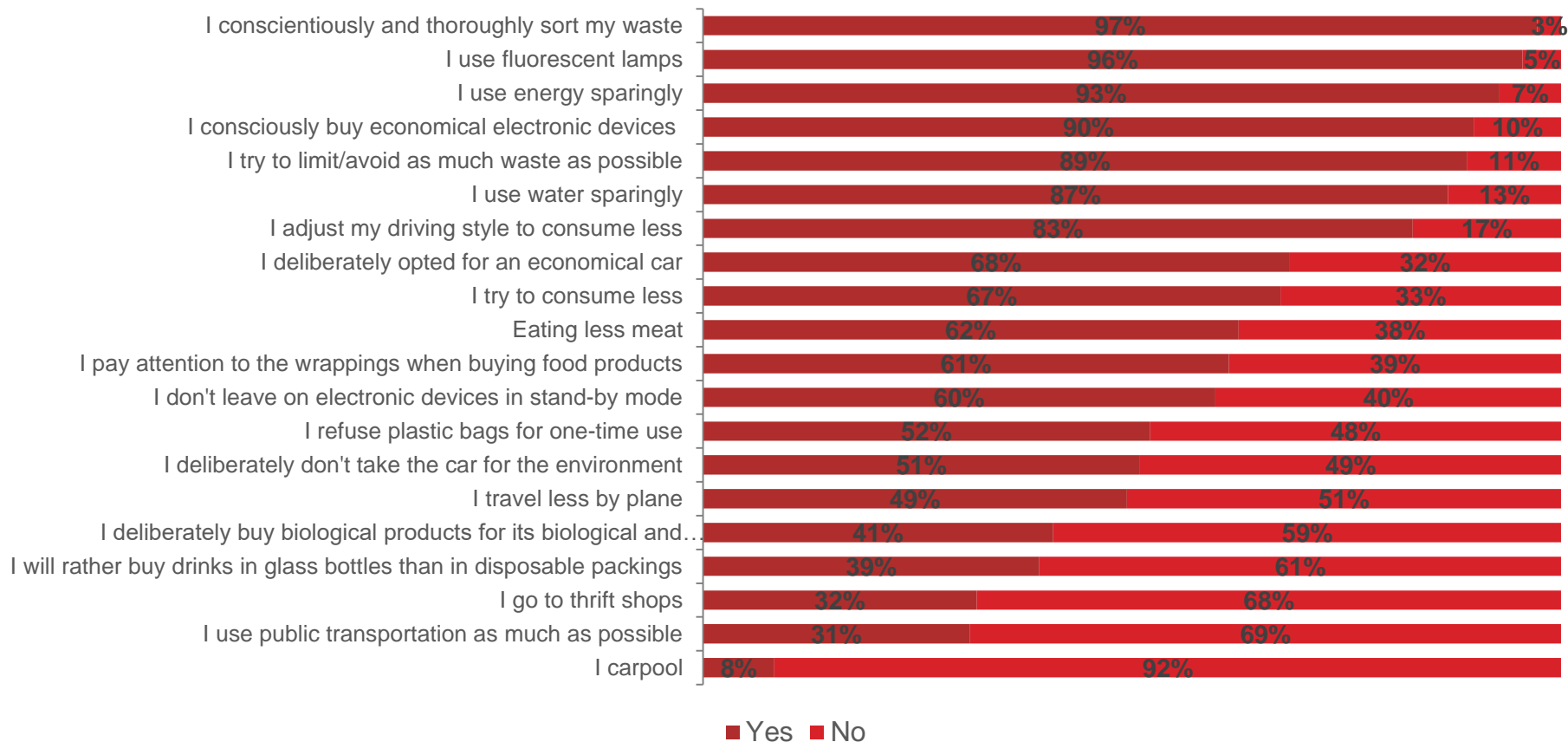




PLUS MAGAZINE

Durability

WHICH LIFESTYLE CHANGES HAVE YOU MADE OR WHICH ACTIONS HAVE YOU TAKEN?

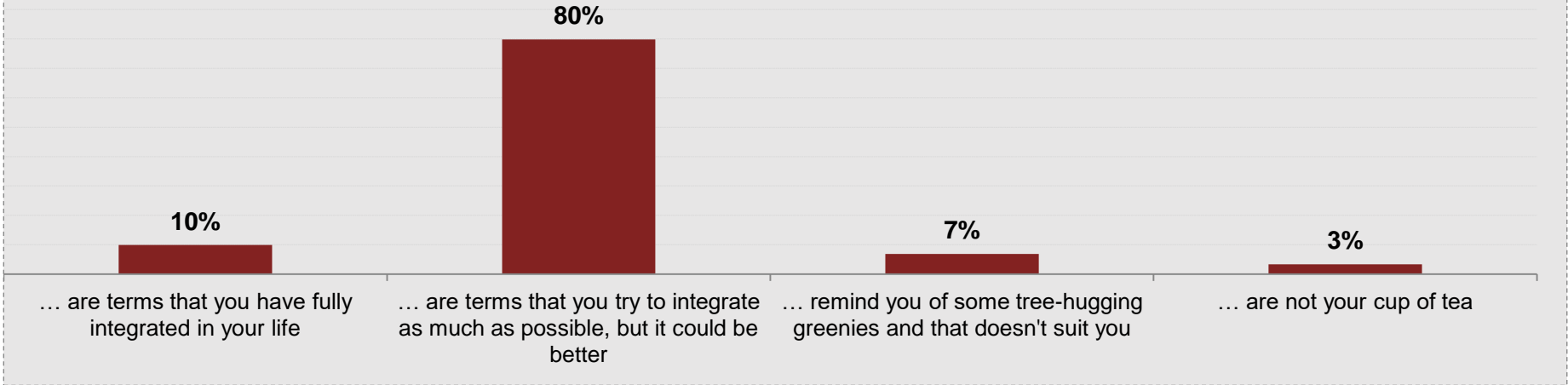




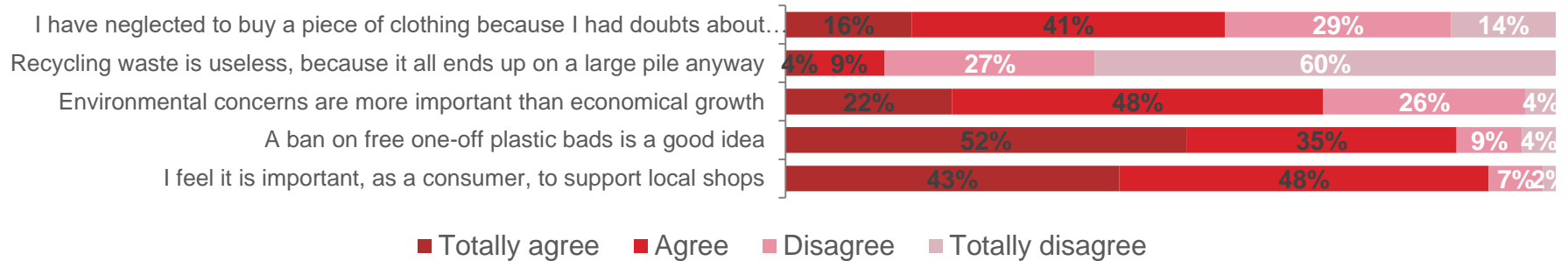
PLUS MAGAZINE

Durability

DURABILITY AND ECOLOGY...?



TO WHICH EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS?





PLUS MAGAZINE

Society

Do you have confidence in...?



7 OUT OF 10 PEOPLE OVER FIFTY
*have confidence
in traditional media*

Survey by Roularta Research - www.roulartamedia.be



PLUS MAGAZINE

Society

Do you have confidence in...?



1 OUT OF 3 PEOPLE OVER FIFTY
*has full confidence in
the evolution of new technologies*

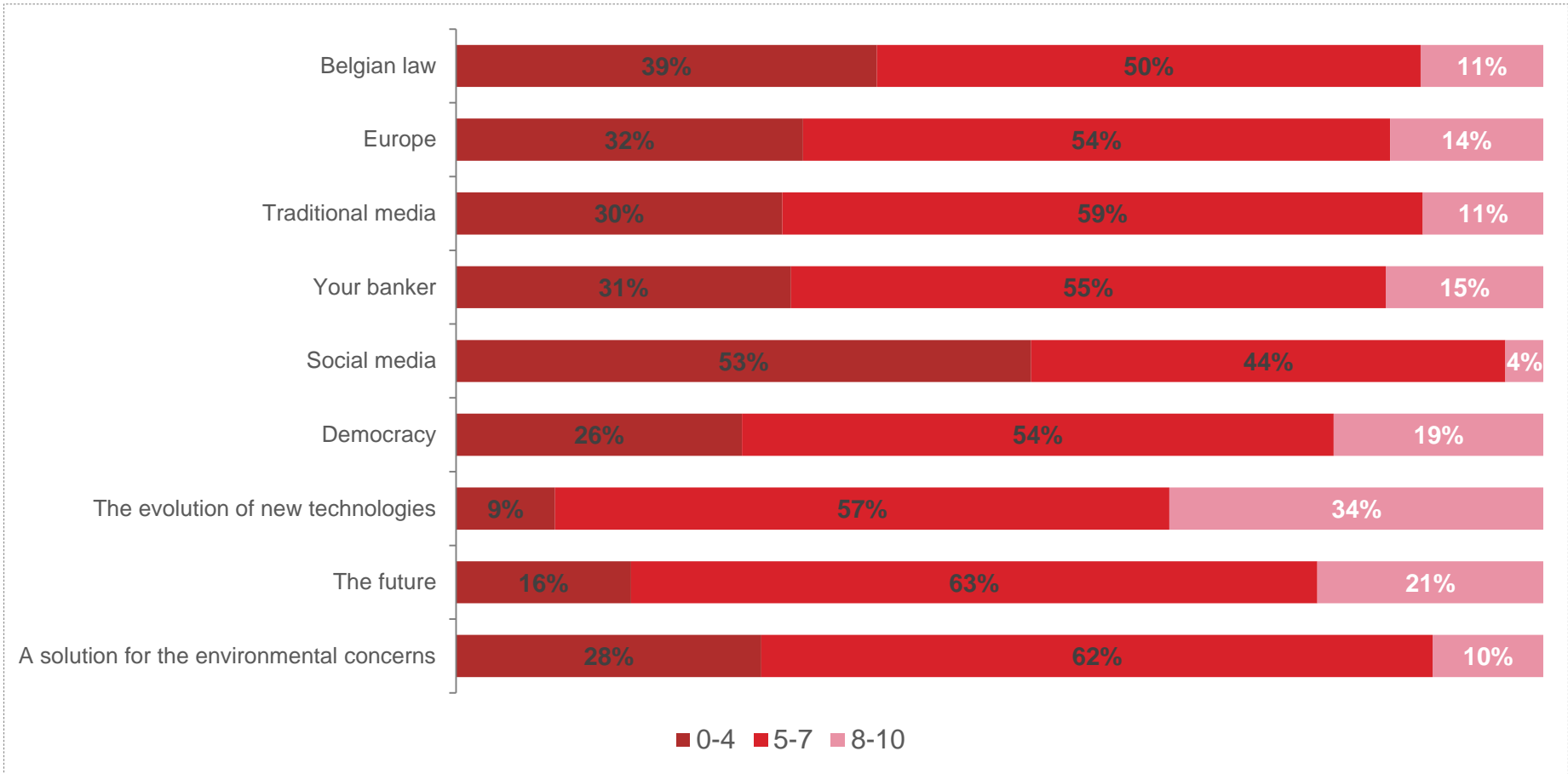
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PLUS MAGAZINE

Society

ON A SCALE FROM 1 TO 10, TO WHICH DEGREE DO YOU FEEL CONFIDENT ABOUT...?

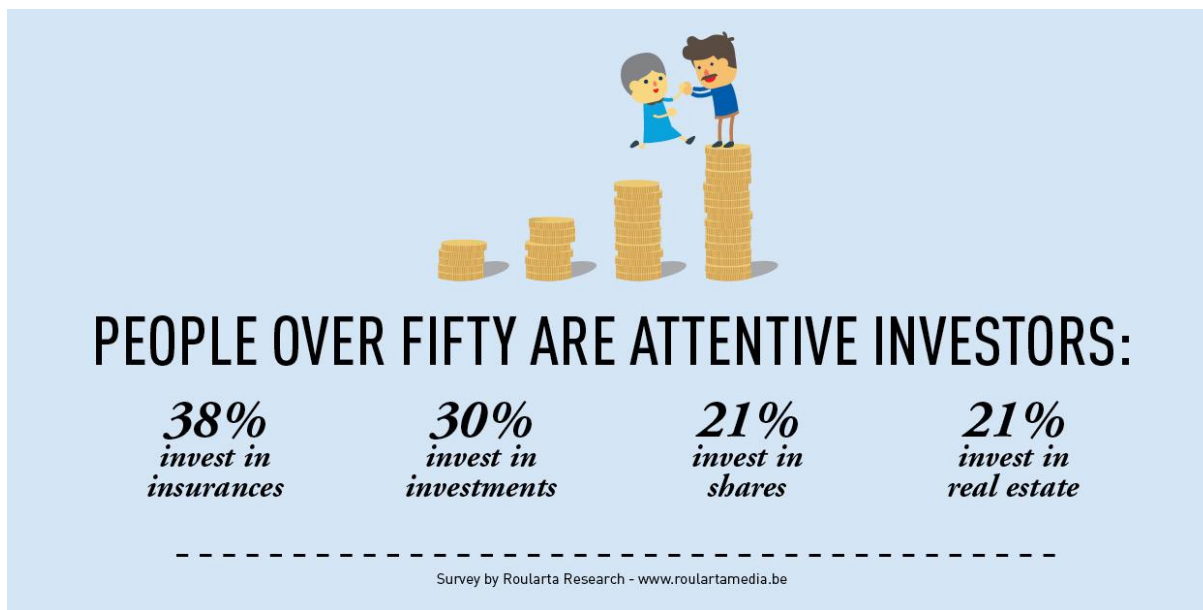




PLUS MAGAZINE

Finances

In which financial products do you invest?

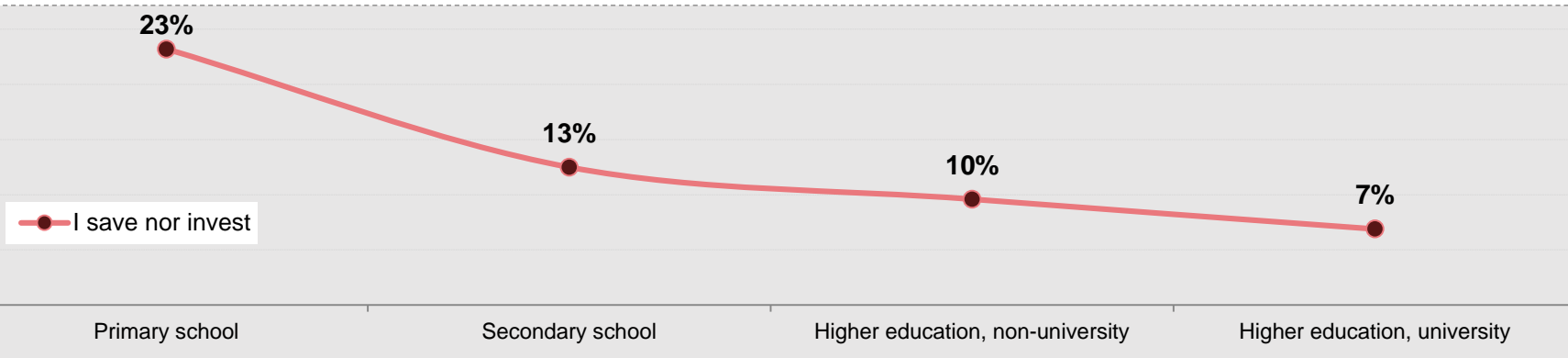
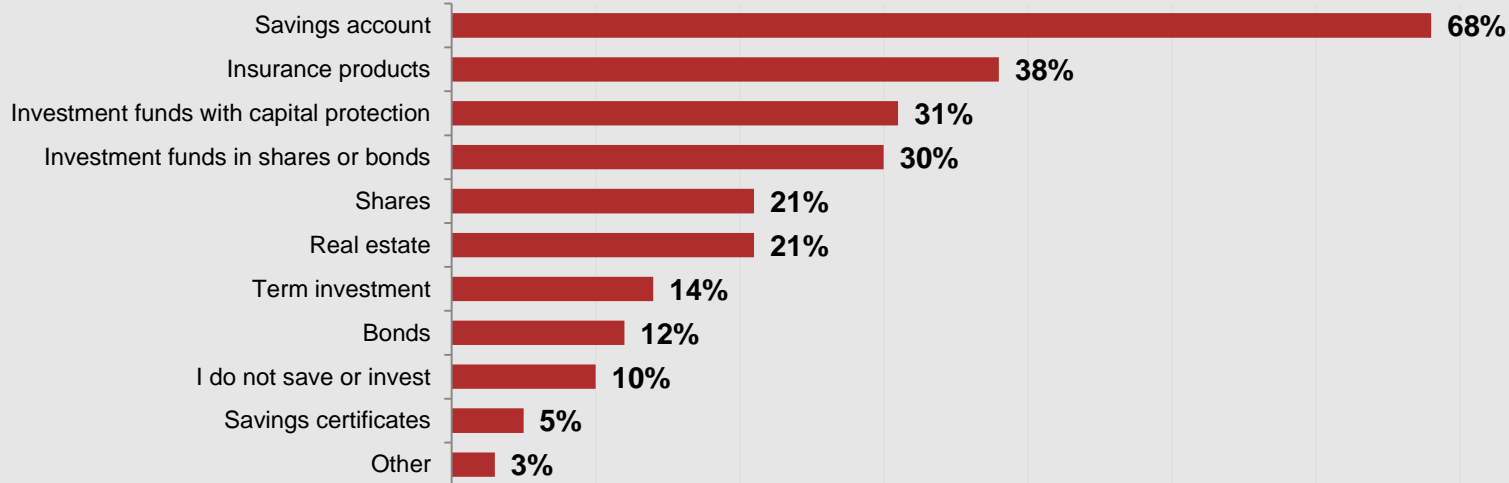




PLUS MAGAZINE

Investments

IN WHICH FINANCIAL PRODUCTS DO YOU INVEST?

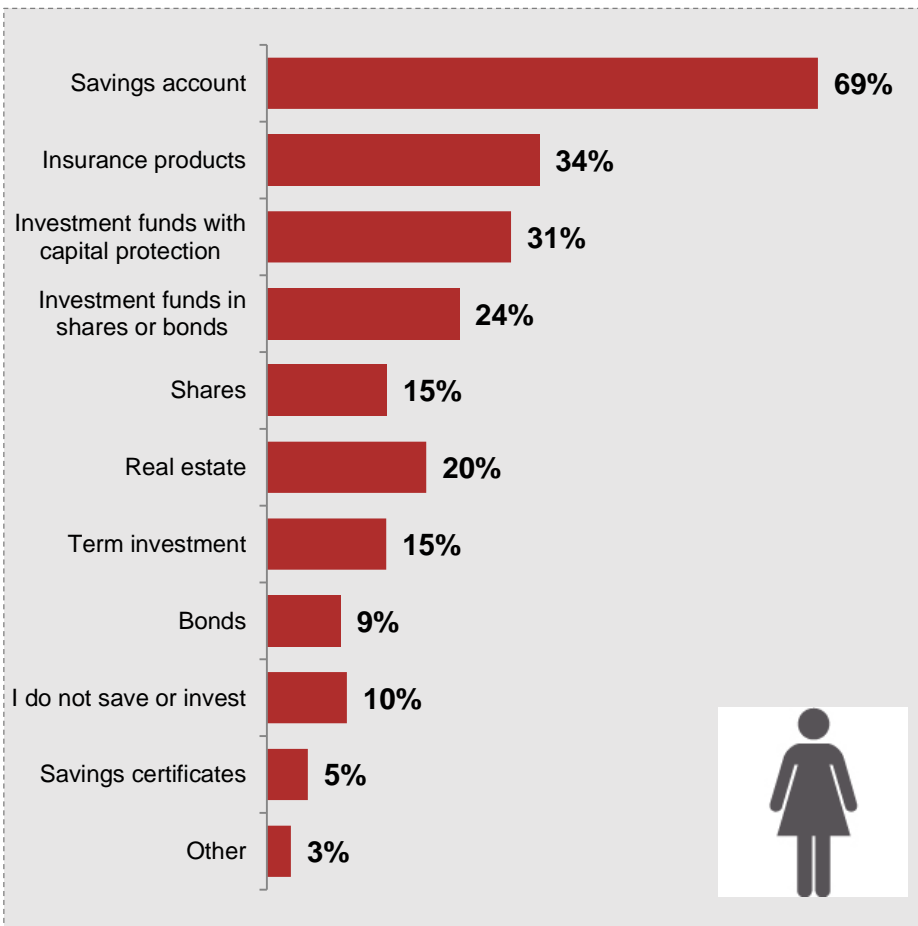
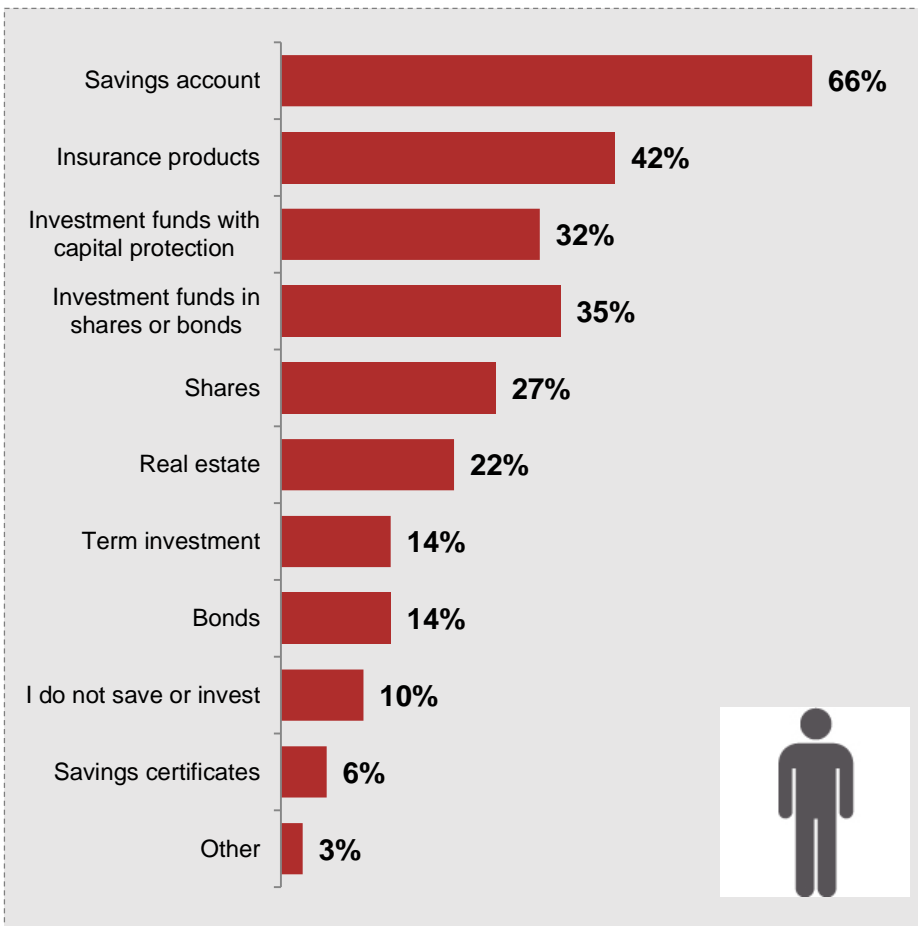




PLUS MAGAZINE

Investments

IN WHICH FINANCIAL PRODUCTS DO YOU INVEST?





PLUS MAGAZINE

Finances

Why do you save/invest?



PEOPLE OVER FIFTY ARE BIG SPENDERS:

*1 out of 4 saves for an important purchase,
such as a car, a new kitchen,
a swimming pool, a boat, a motorcycle, ...*

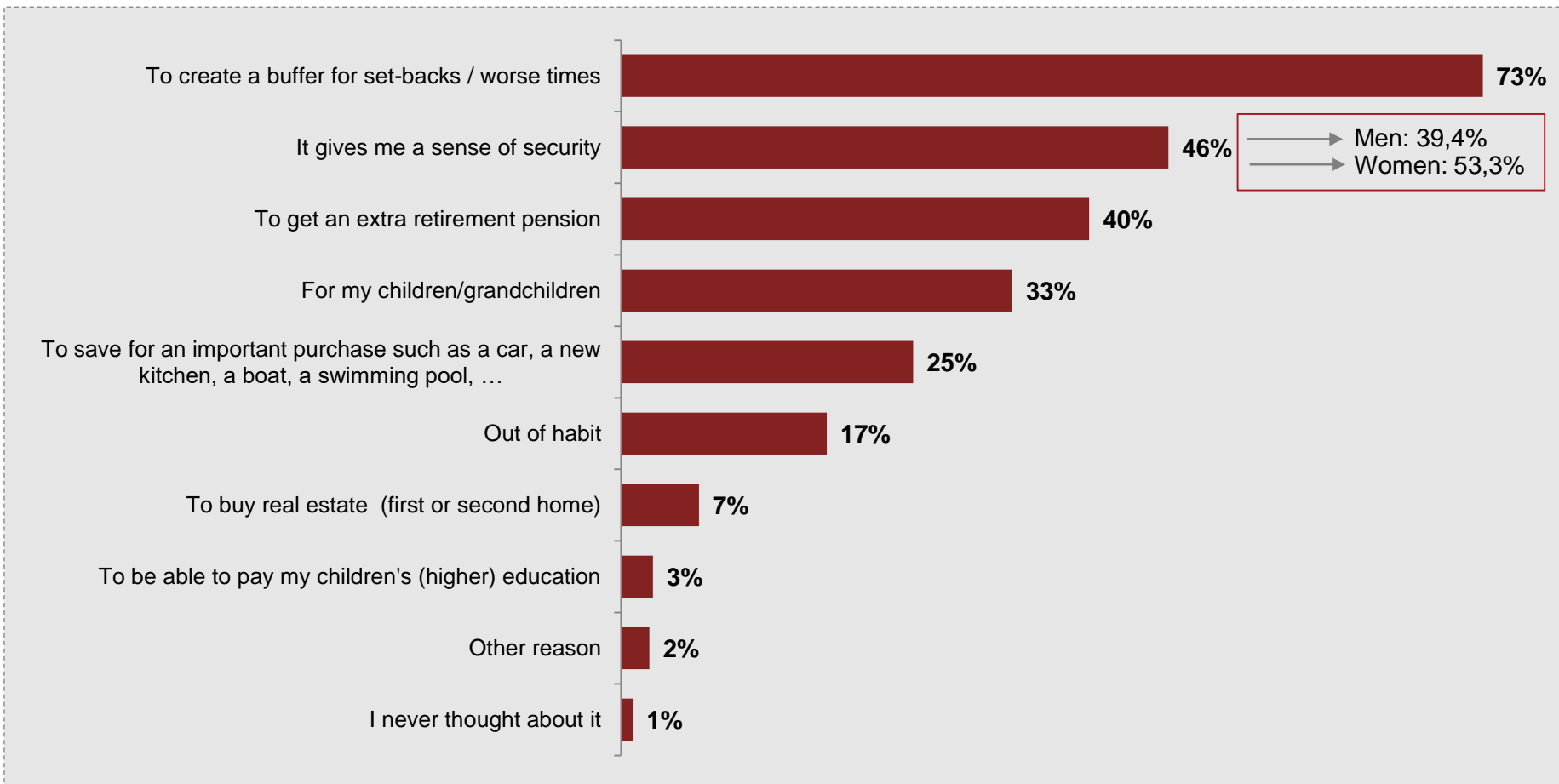
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PLUS MAGAZINE

Investments

WHY DO YOU SAVE / INVEST?





PLUS MAGAZINE

Finances

Do you use the internet for your financial transactions?



78% OF THE PEOPLE OVER FIFTY
*use online banking, 18% of them are also active
via online brokers and bankers*

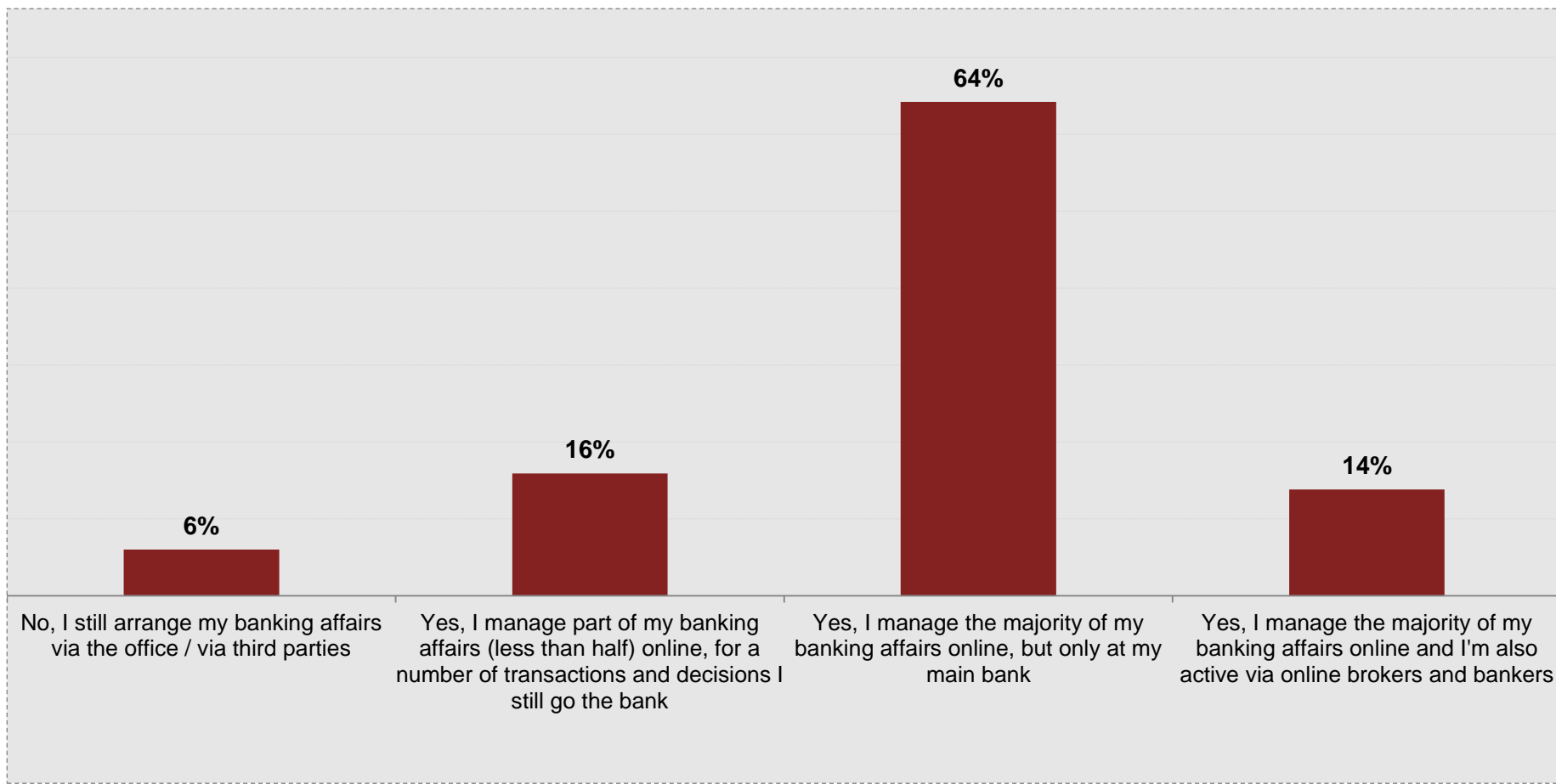
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PLUS MAGAZINE

Online banking

DO YOU USE THE INTERNET FOR YOUR FINANCIAL TRANSACTIONS?



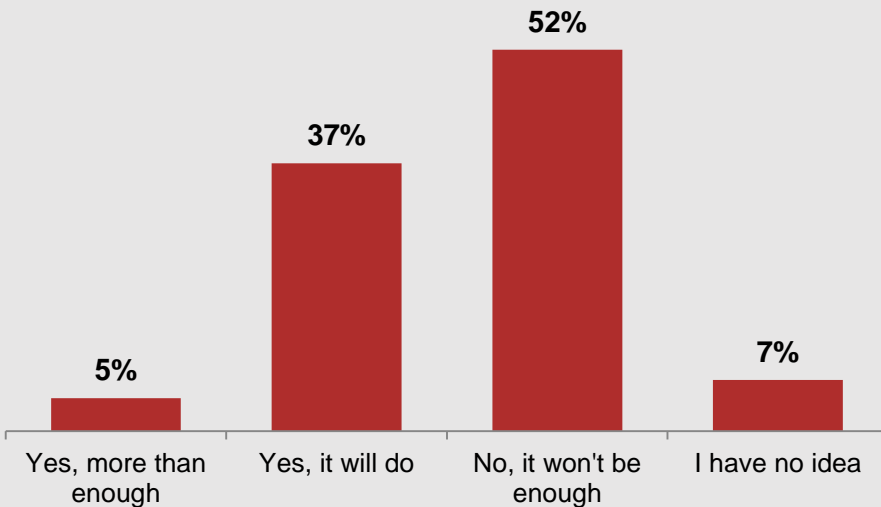
Source: Readers' Survey Plus Magazine 2018, N=2729



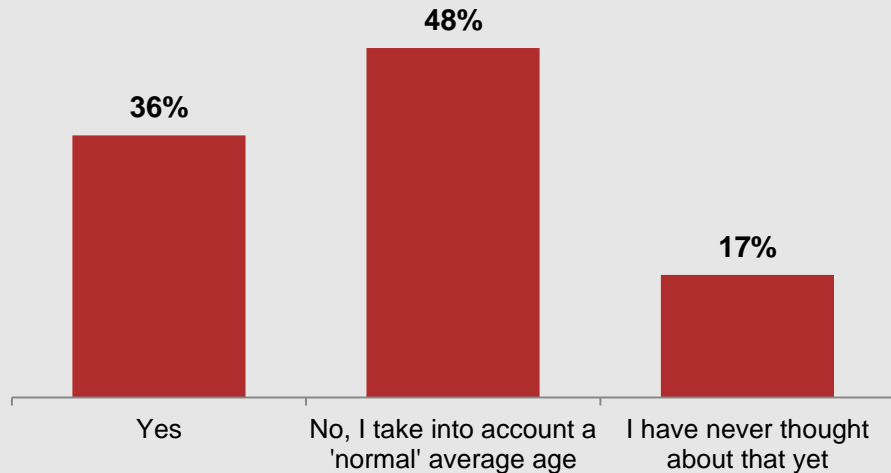
PLUS MAGAZINE

Retirement pension and savings

DO YOU THINK YOUR LEGAL RETIREMENT PENSION WILL BE ENOUGH TO GET BY?



DO YOU ADAPT YOUR SAVINGS TAKING INTO ACCOUNT THAT YOU MIGHT GET VERY OLD?





PLUS MAGAZINE

Technology and multimedia

Which technologies are indispensable to you?



1 OUT OF 3 PEOPLE OVER FIFTY
claims not to be able to live without a mobile phone, smartphone, computer, TV or internet

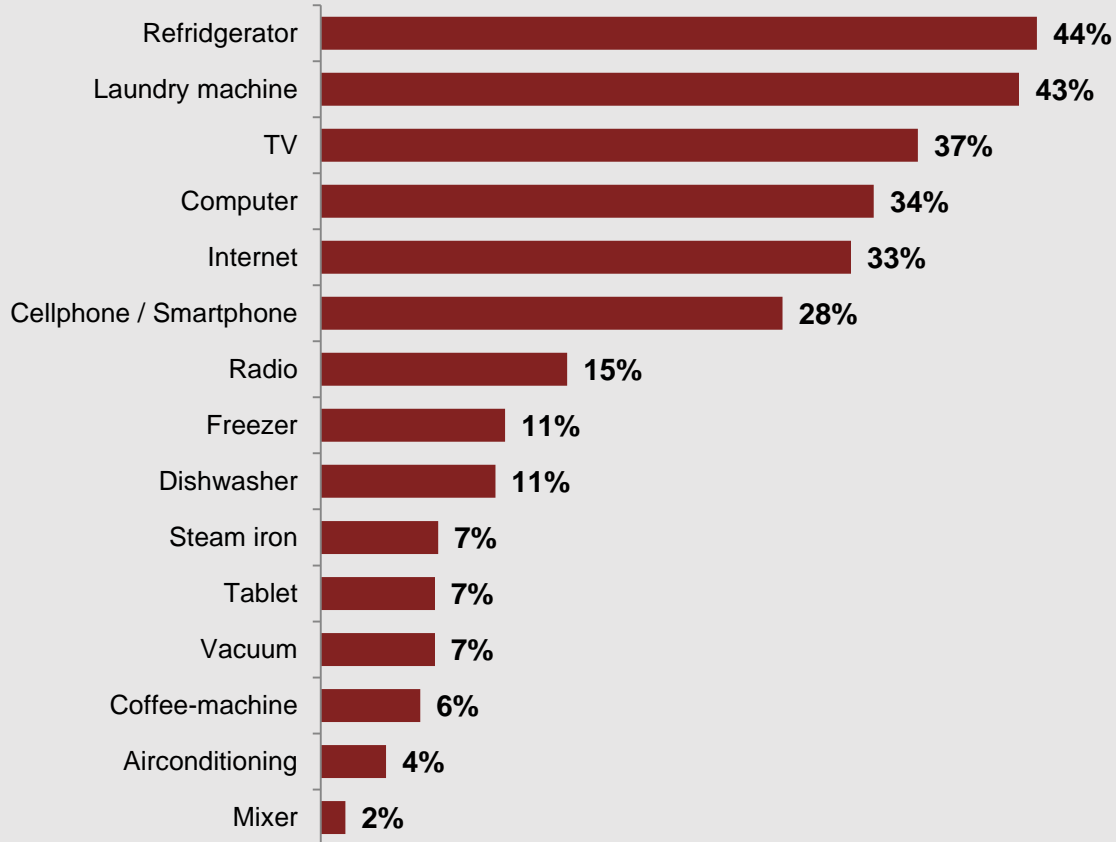
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PLUS MAGAZINE

Technology

WHICH TECHNOLOGIES ARE INDISPENSABLE TO YOU?



Male (%)	Female (%)
40,2%	47,7%
29,0%	56,9%
43,1%	30,0%
43,4%	24,0%
37,5%	27,4%
26,7%	30,0%
16,7%	13,5%
12,0%	10,6%
9,3%	12,0%
4,3%	10,3%
6,9%	7,1%
4,4%	9,7%
6,4%	5,8%
4,6%	3,3%
1,6%	1,4%



PLUS MAGAZINE

Technology and multimedia

How do you feel about using robots to perform certain activities?



70% OF THE PEOPLE OVER FIFTY
*feel positive about a medical operation
performed by an independently operating robot*

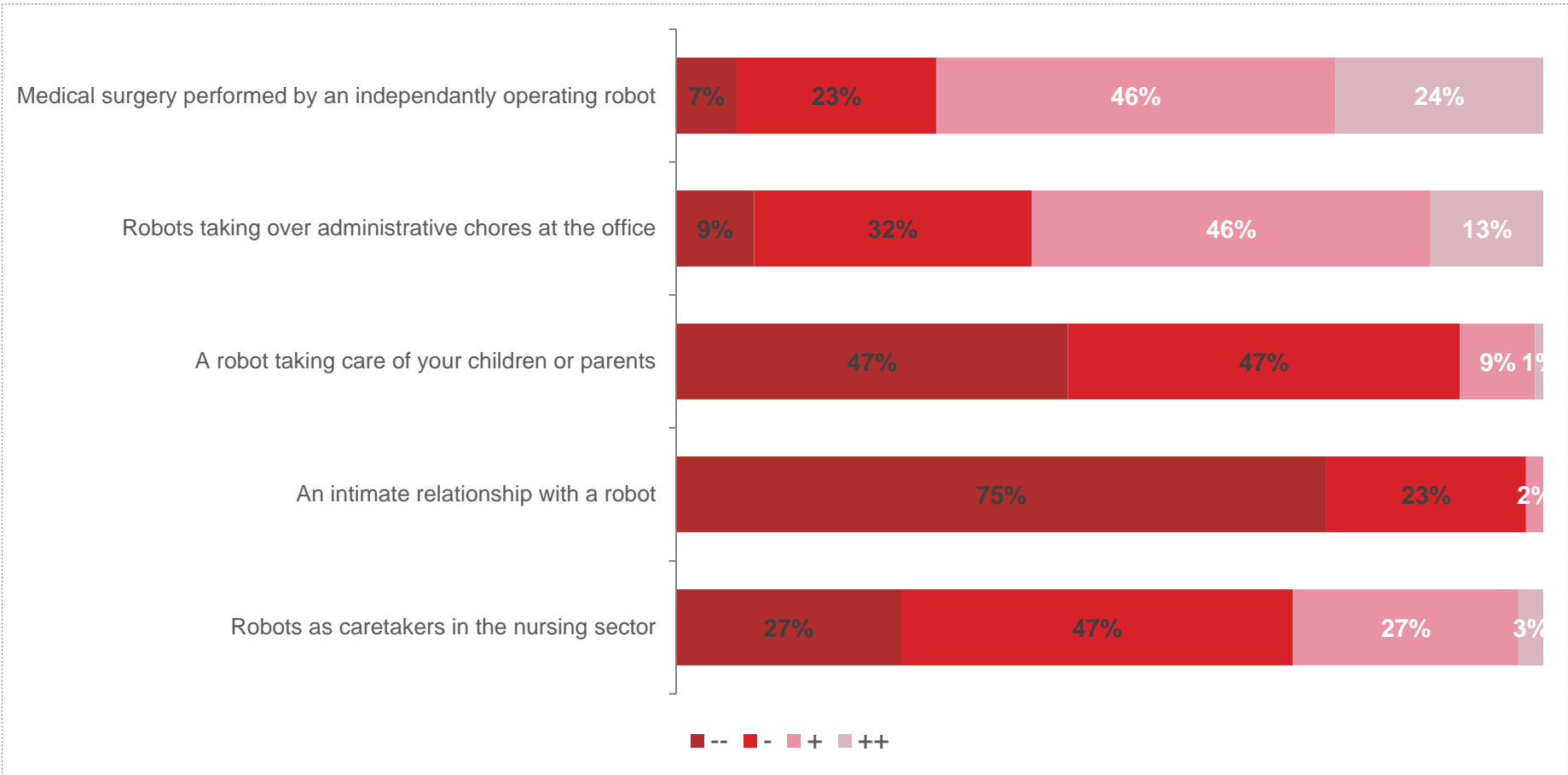
Survey by Roularta Research - www.roulartamedia.be



PLUS MAGAZINE

Robots

HOW DO YOU FEEL ABOUT USING ROBOTS TO PERFORM EACH OF THE FOLLOWING ACTIVITIES?





PLUS MAGAZINE

Technology and multimedia

To which degree do you think that robotisation will affect society?



60% OF THE PEOPLE OVER FIFTY
*believe that robotisation will improve
their quality of life in the next 25 years*

Survey by Roularta Research - www.roulartamedia.be

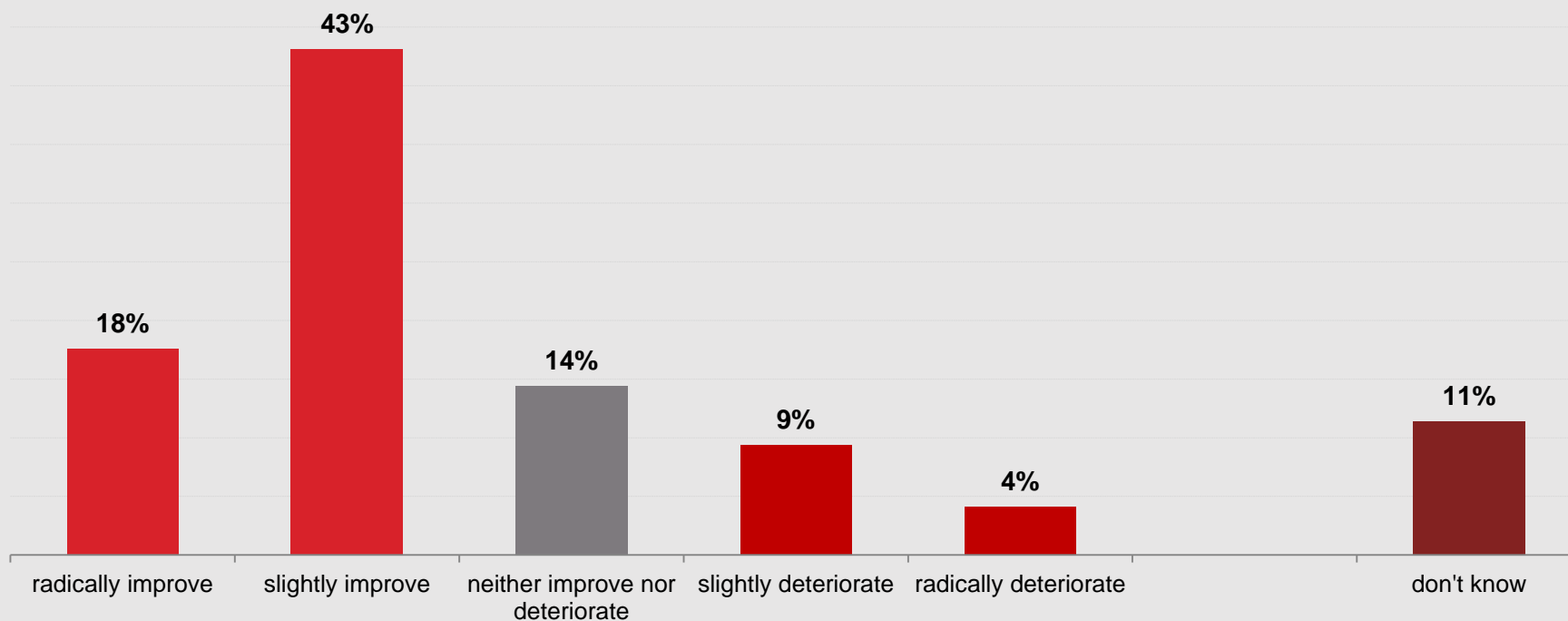


PLUS MAGAZINE

Robotisation / digitalisation

TO WHICH DEGREE DO YOU THINK THAT ROBOTISATION/DIGITALISATION WILL AFFECT SOCIETY/
YOUR OWN LIFE IN THE NEXT 25 YEARS?

Your life / society will ...





PLUS MAGAZINE

Technology and multimedia

Do you have an account on social media?

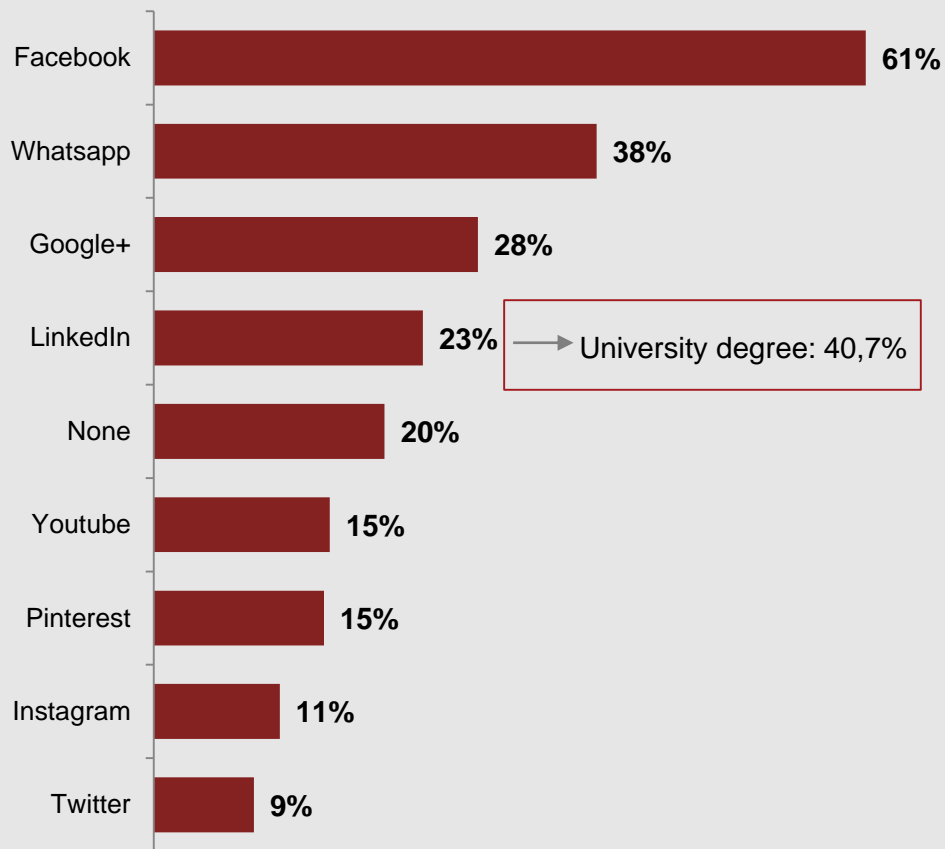




PLUS MAGAZINE

Social media

ON WHICH SOCIAL MEDIA DO YOU HAVE AN ACCOUNT?



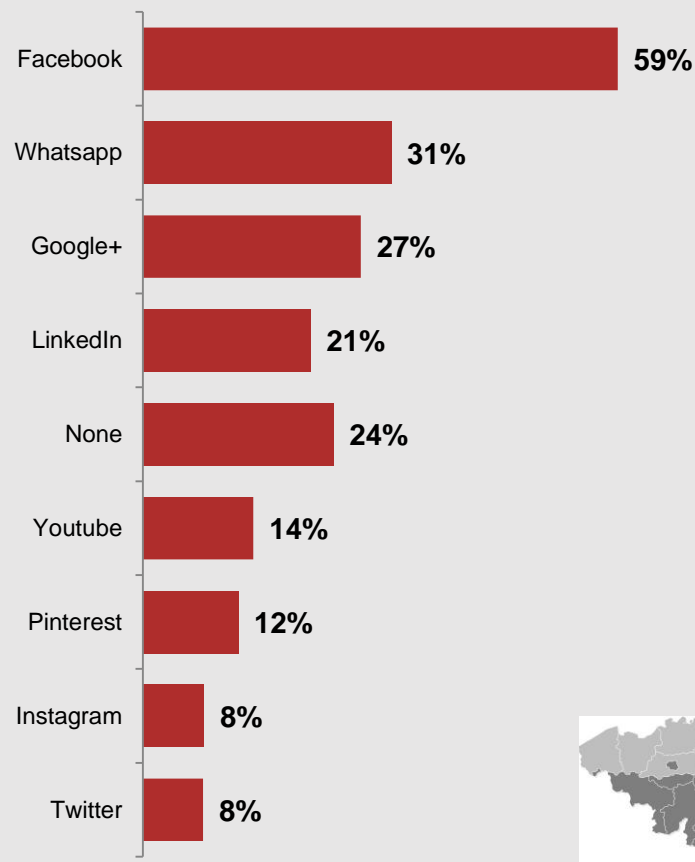
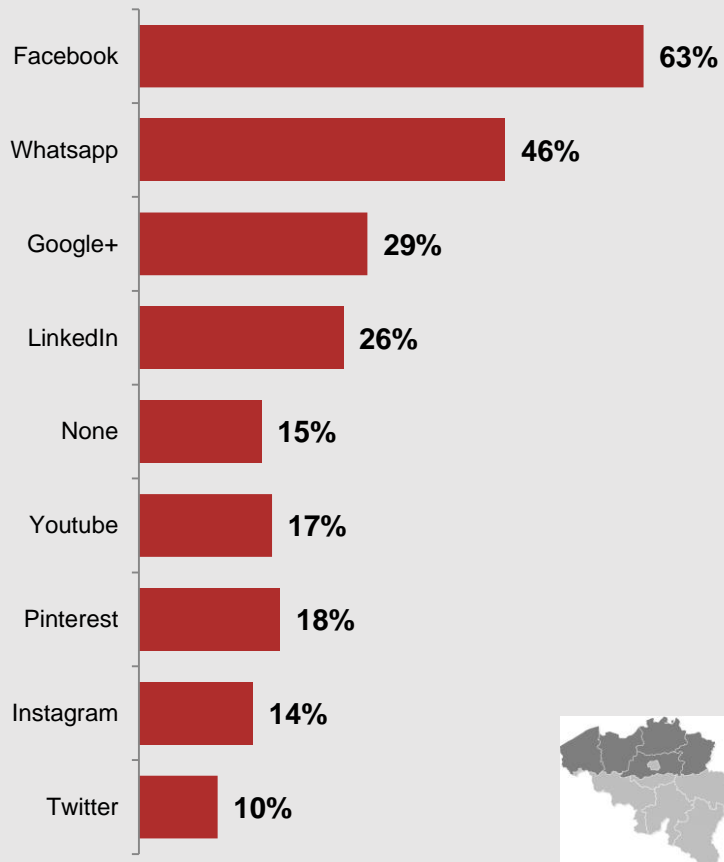
Male	Female
57,9%	64,4%
32,8%	43,4%
28,2%	27,4%
26,8%	19,3%
23,4%	16,0%
18,0%	12,2%
10,2%	19,2%
10,0%	11,6%
10,5%	6,7%



PLUS MAGAZINE

Social media

ON WHICH SOCIAL MEDIA DO YOU HAVE AN ACCOUNT?

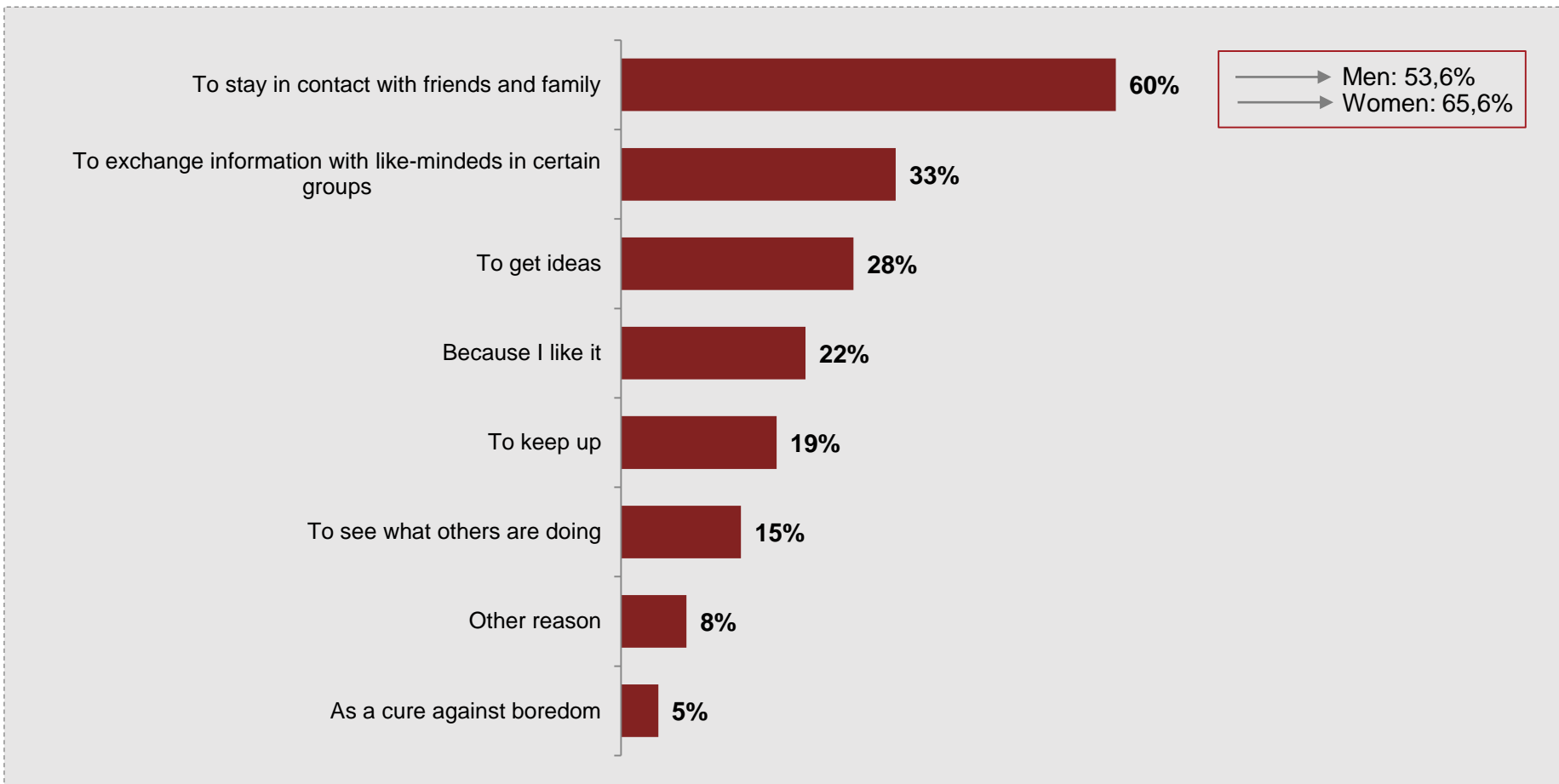




PLUS MAGAZINE

Social media

WHY DO YOU USE SOCIAL MEDIA?



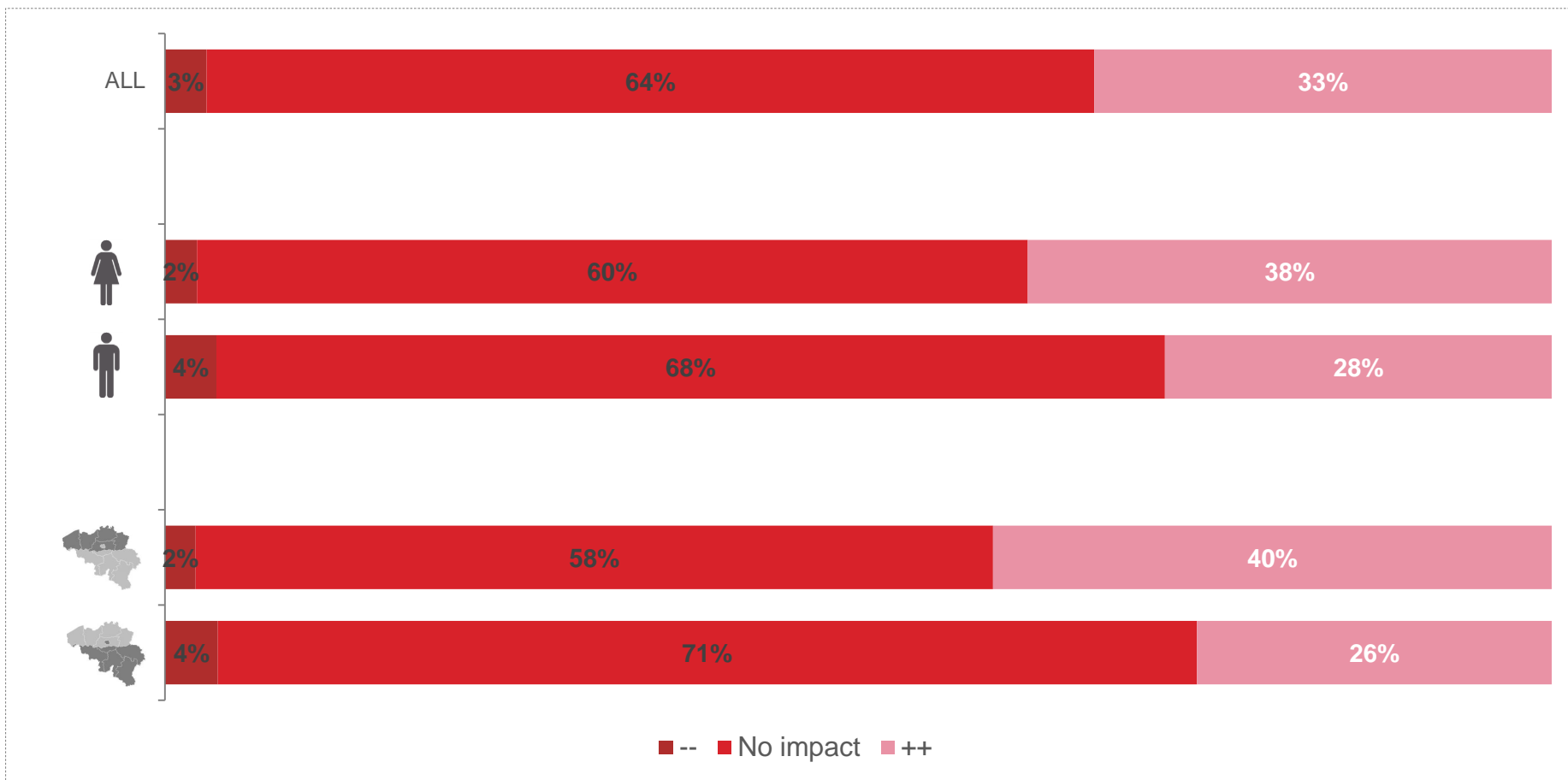
Source: Readers' Survey Plus Magazine 2018, Base = respondents who have at least one social media account



PLUS MAGAZINE

Social media

DO YOU FEEL THAT SOCIAL MEDIA HAVE HAD AN IMPACT ON YOUR SOCIAL AND FAMILY LIFE?



Source: Readers' Survey Plus Magazine 2018, Base = respondents who have at least one social media account



PLUS MAGAZINE

Technology and multimedia

Do you buy products/services online?

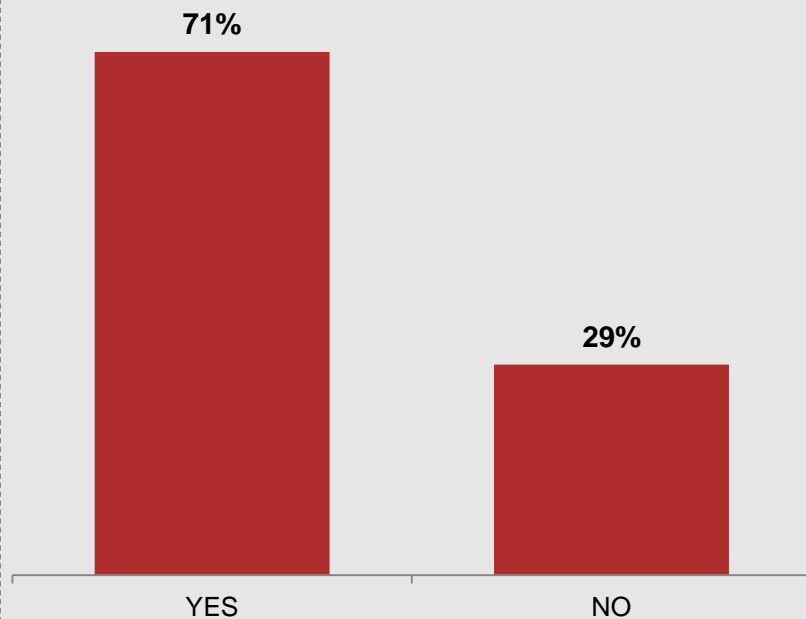




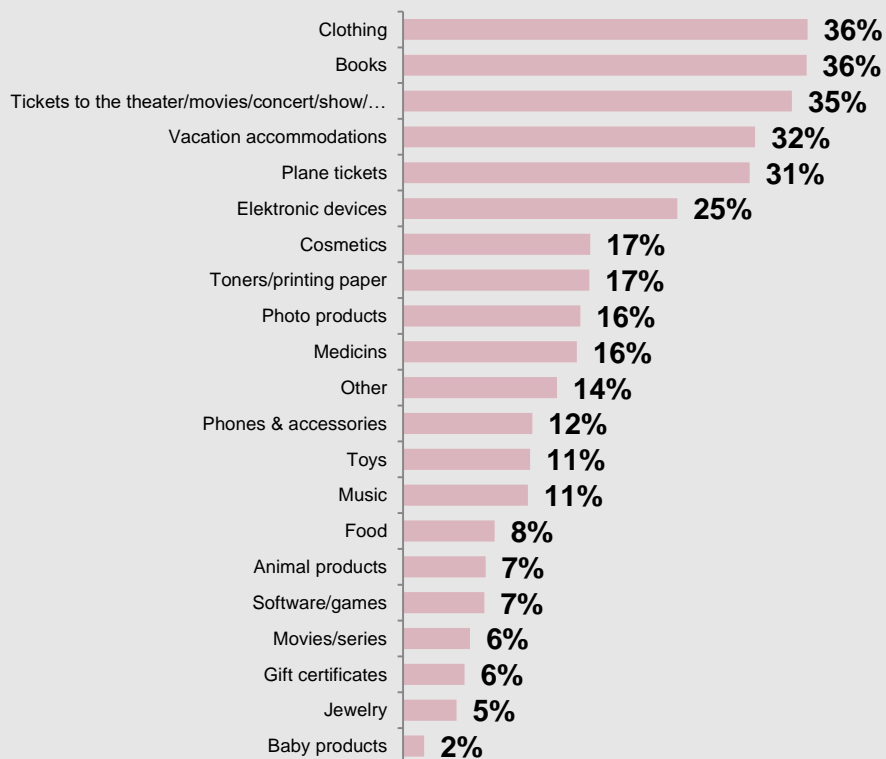
PLUS MAGAZINE

Online shopping

HAVE YOU BOUGHT PRODUCTS/SERVICES ONLINE DURING THE PAST SIX MONTHS?



WHICH OF THESE PRODUCTS HAVE YOU BOUGHT ONLINE DURING THE PAST SIX MONTHS?





PLUS MAGAZINE

Tourism

How often do you go on holiday?

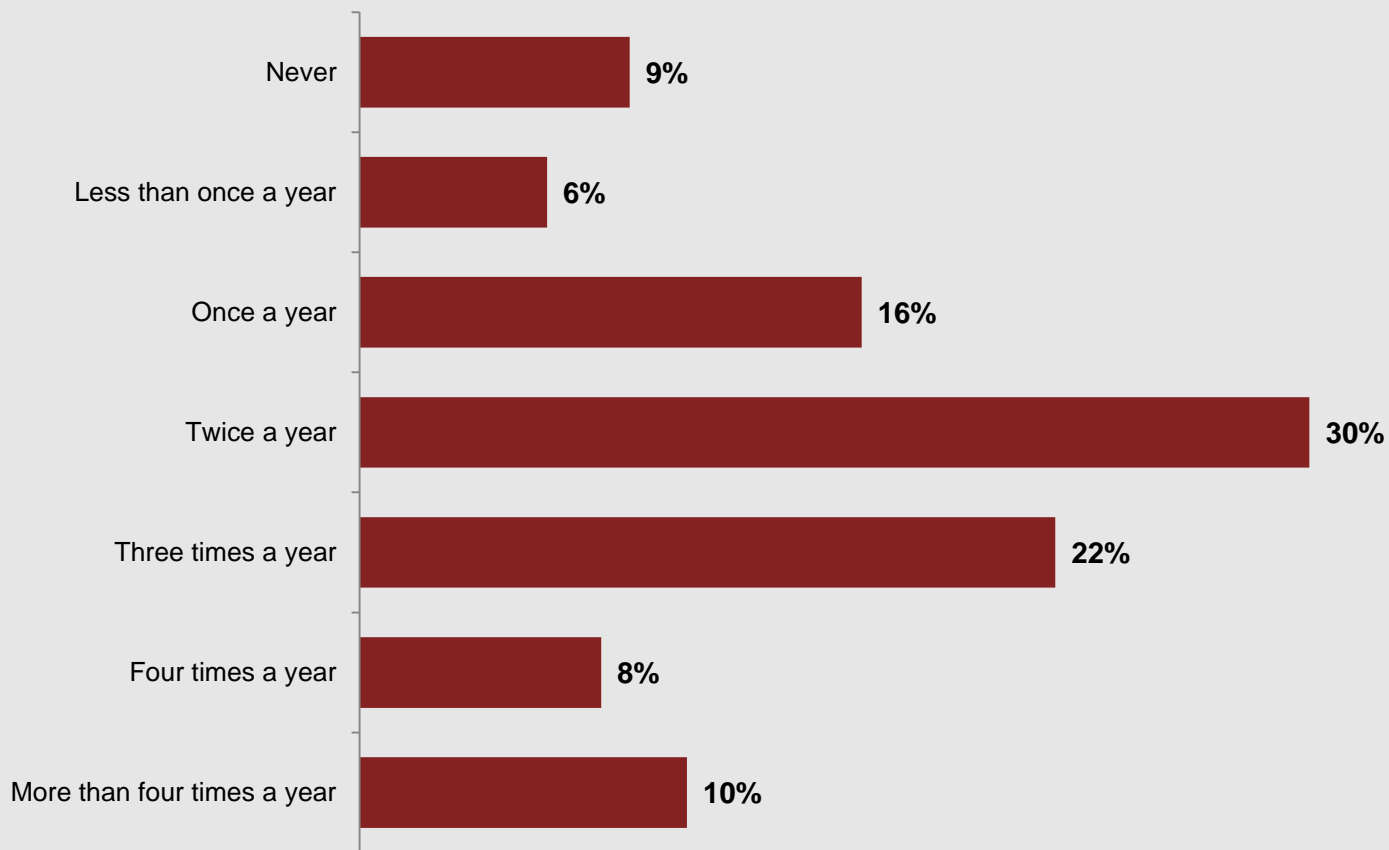




PLUS MAGAZINE

Vacation

HOW OFTEN DO YOU GO ON VACATION (i.e. a stay away from home at least 3 nights)?





PLUS MAGAZINE

Tourism

In which setting do you prefer to stay?



**1 OUT OF 2
PEOPLE OVER FIFTY**
*likes to travel
to sunny and / or
nature destinations,
1 out of 3 people likes
to get some culture*

Survey by Roularta Research - www.roulartamedia.be



PLUS MAGAZINE

Tourism

What type of accommodation do you stay in?

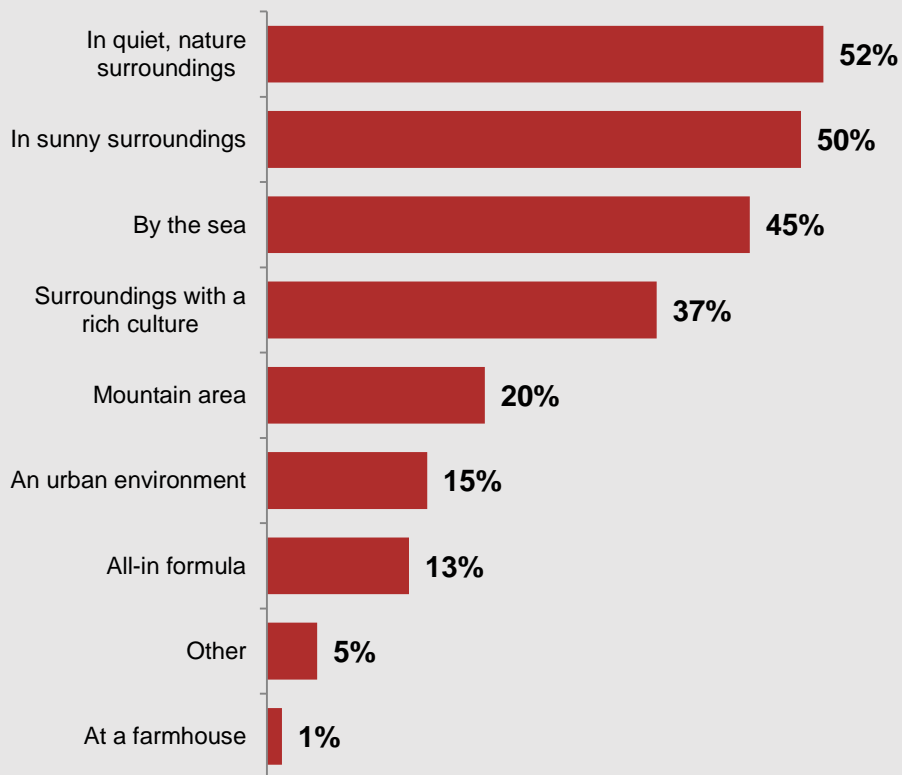




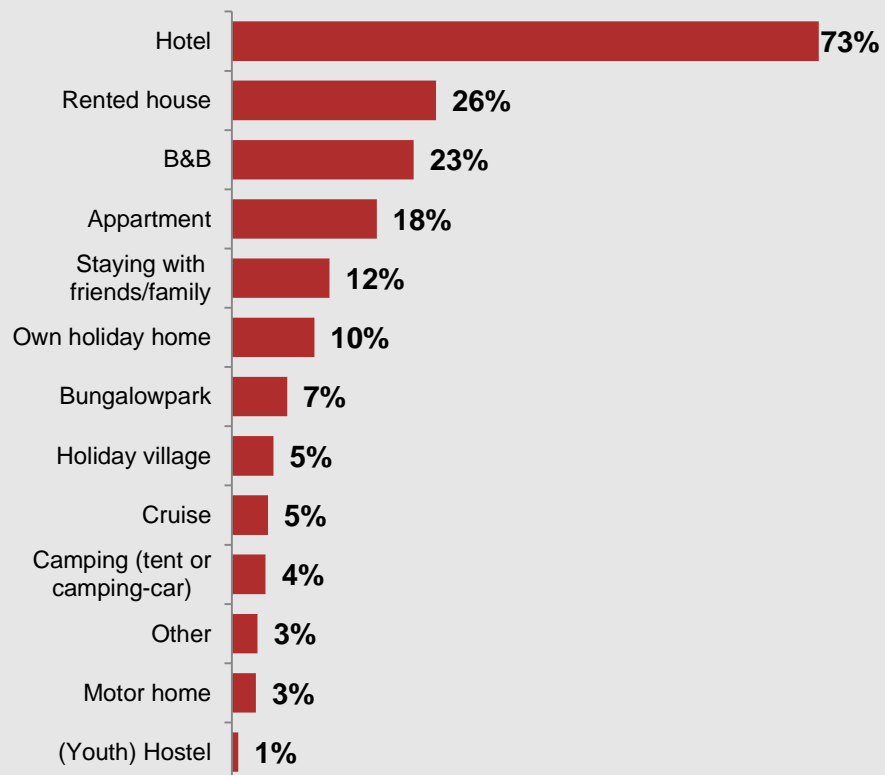
PLUS MAGAZINE

Vacation

IN WHICH SETTING DO YOU PREFER TO STAY?



WHAT TYPE OF ACCOMMODATION DO YOU MOST OFTEN STAY IN WHEN YOU GO ON VACATION?



Source: Readers' Survey Plus Magazine 2018, Base = respondents who go on vacation



PLUS MAGAZINE

Tourism

What activities do you engage in when you're on vacation?



**6 OUT OF 10
PEOPLE OVER FIFTY**

*like to go to
a restaurant during
their vacation,
1 out of 3 makes city
trips and 1 out of 5
likes to shop*

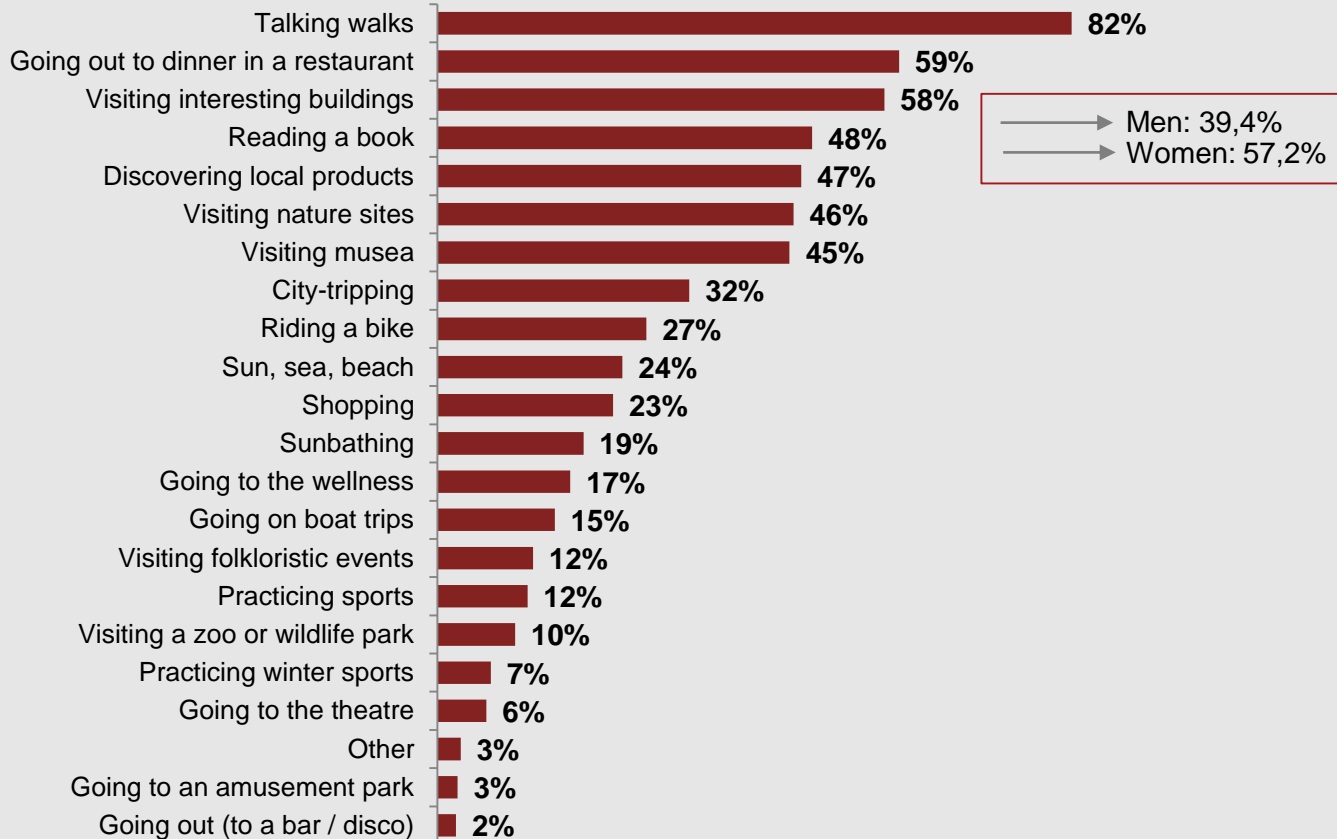
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PLUS MAGAZINE

Vacation

WHICH ACTIVITIES DO YOU OFTEN ENGAGE IN WHEN YOU'RE ON VACATION?



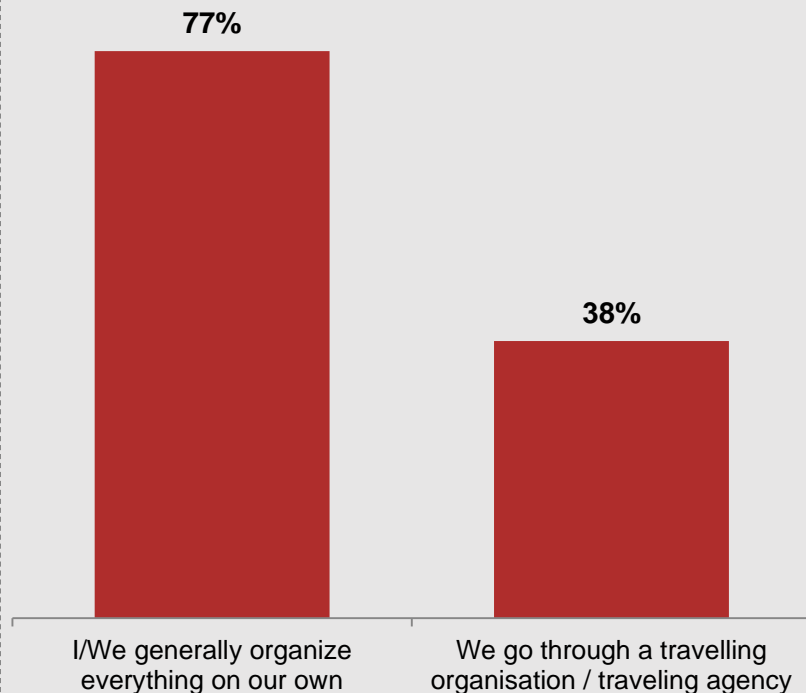
Source: Readers' Survey Plus Magazine 2018, Base = respondents who go on vacation



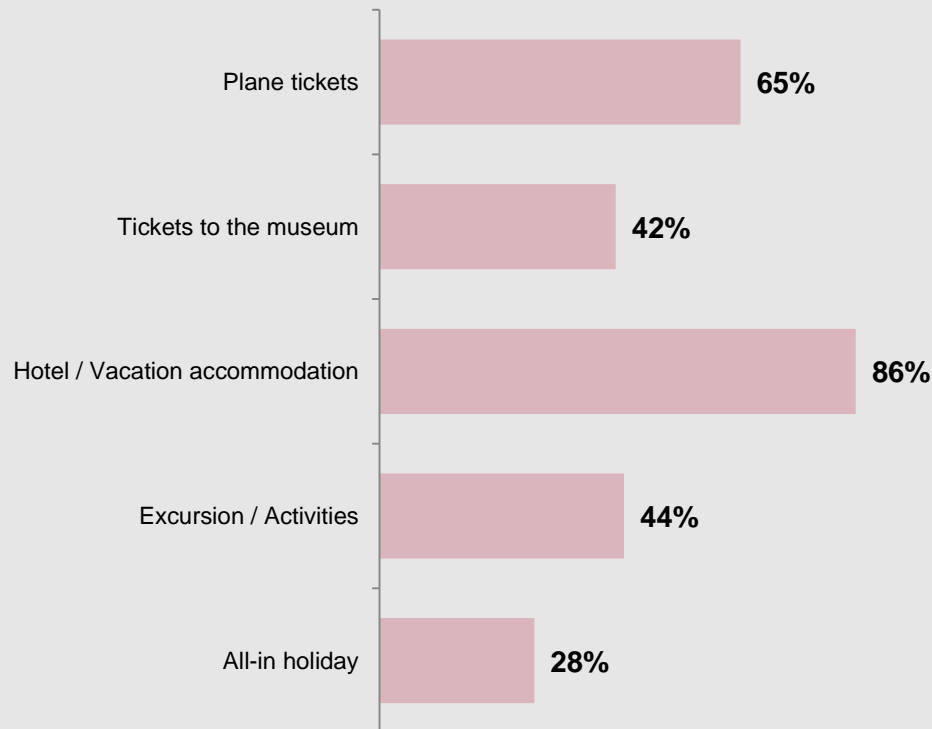
PLUS MAGAZINE

Vacation organisation

HOW DO YOU GENERALLY ORGANISE YOUR VACATION?



HAVE YOU EVER MADE ONLINE RESERVATIONS FOR ONE OF THE FOLLOWING IN PREPARATION OF YOUR VACATION? (% yes)





PLUS MAGAZINE

Tourism

Which criteria are important in the choice of your holiday destination?

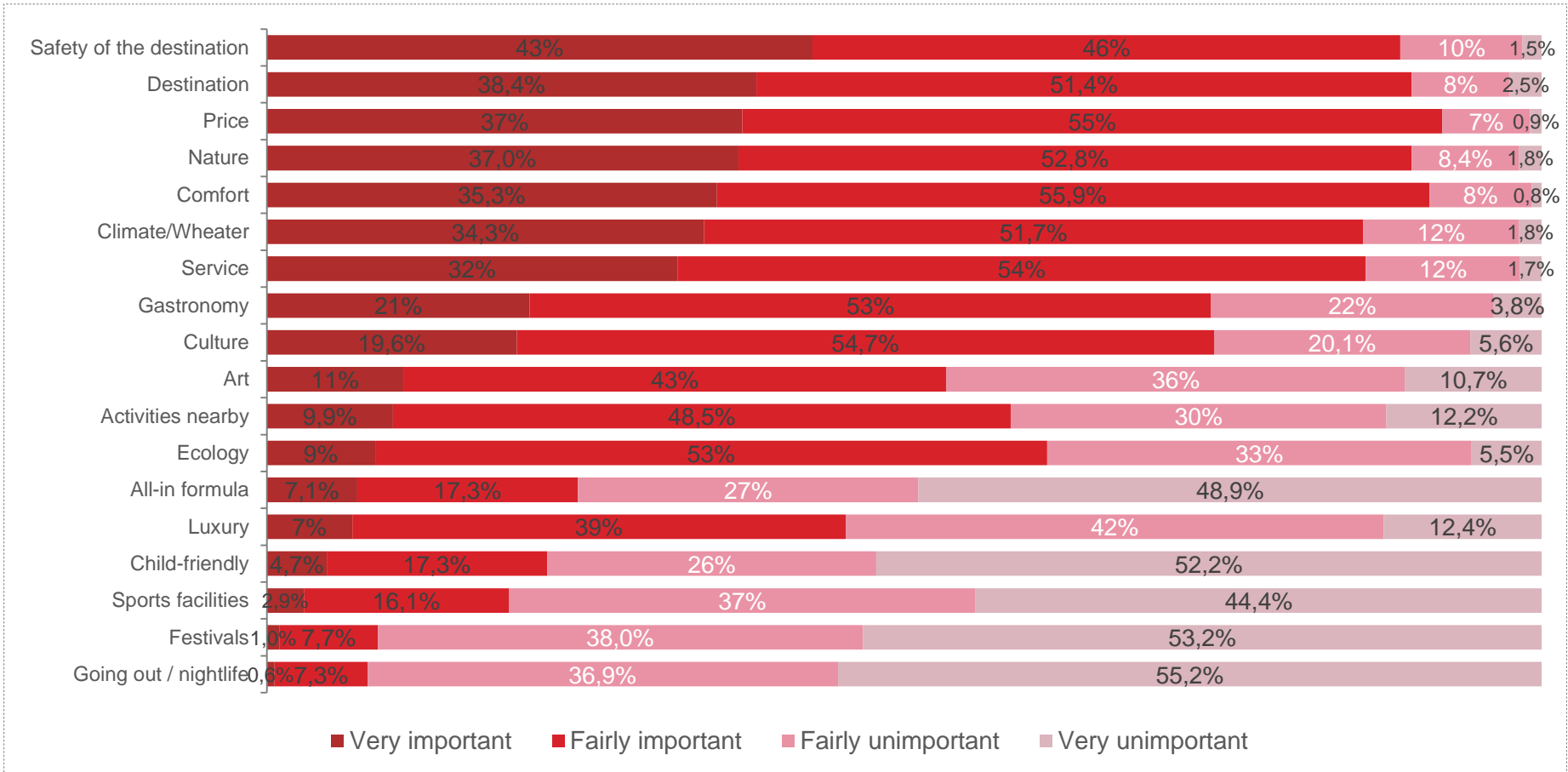




PLUS MAGAZINE

Vacation organisation

HOW IMPORTANT ARE EACH OF THE FOLLOWING CRITERIA IN THE CHOICE OF THE DESTINATION?



Source: Readers' Survey Plus Magazine 2018, Base = respondents who go on vacation



PLUS MAGAZINE

Living

Which criteria are important to make you feel good at home?



**7 OUT OF 10
PEOPLE OVER FIFTY**
*think that decoration
is important to feel
good at home.
1 out of 4 is
very sensitive
to decor trends.*

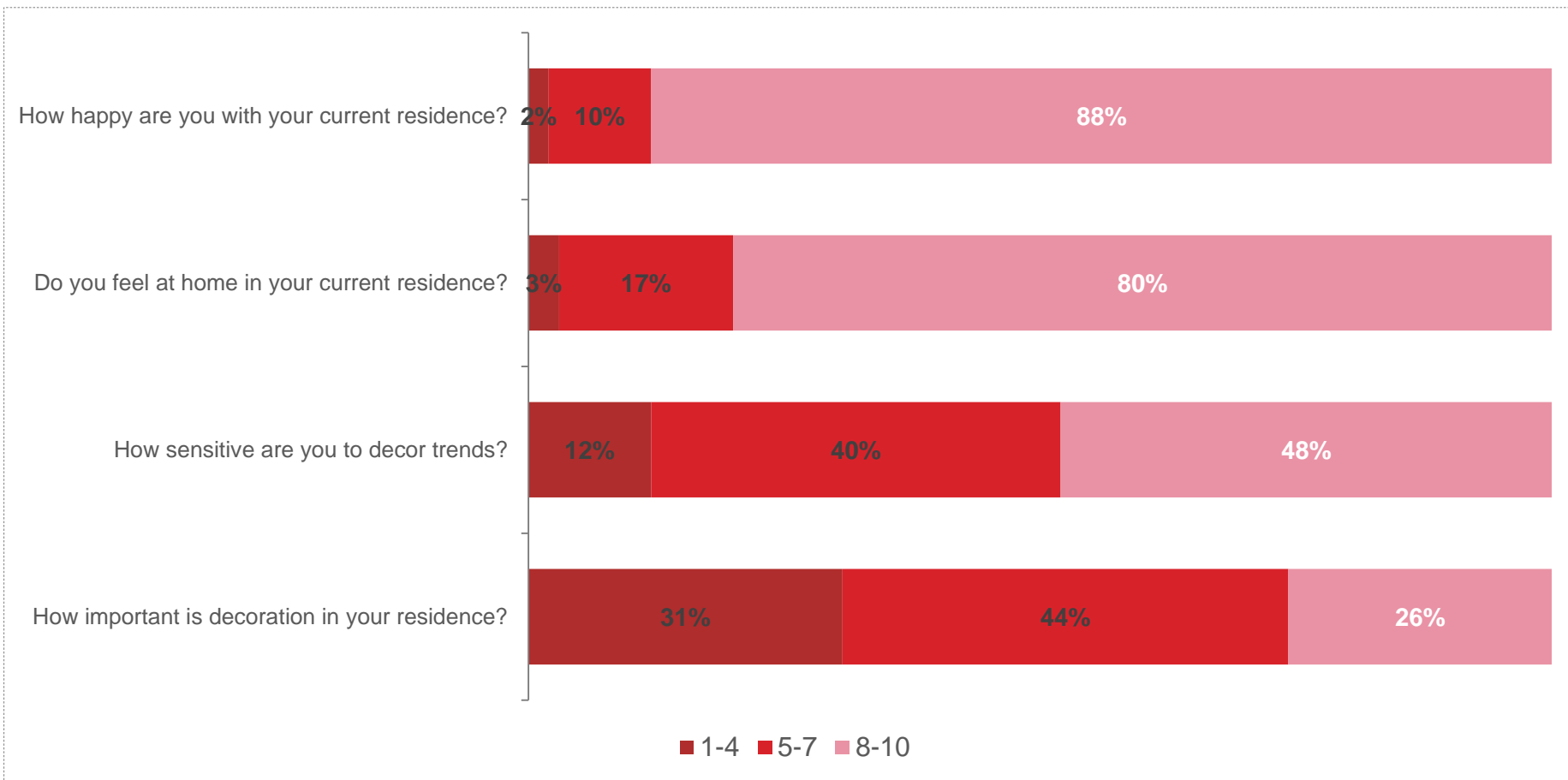
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PLUS MAGAZINE

Living

ON A SCALE FROM 1 TO 10 (1 = not at all, 10 = completely) ...

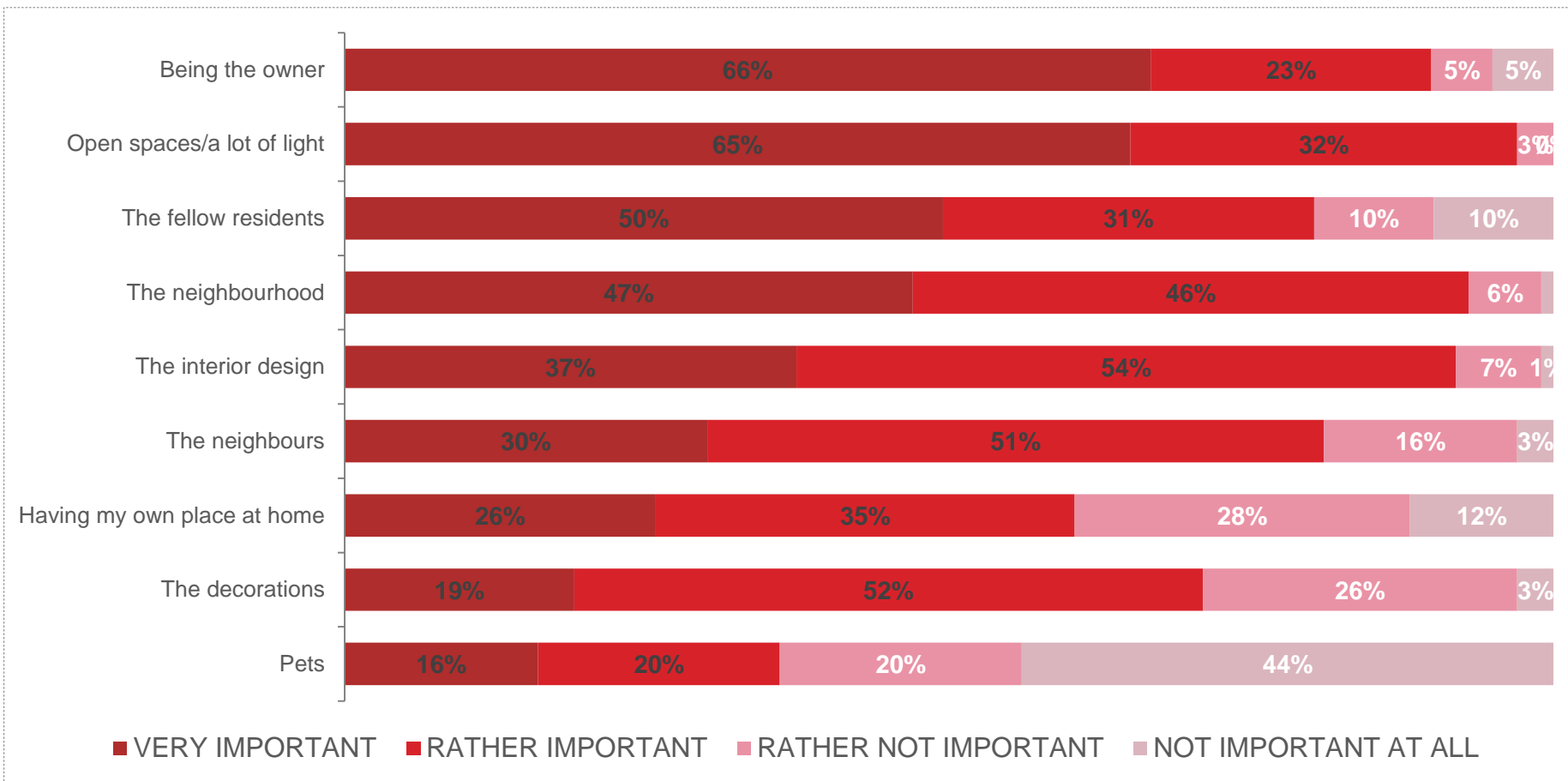




PLUS MAGAZINE

Living

HOW IMPORTANT ARE EACH OF THE FOLLOWING CRITERIA FOR YOU TO FEEL GOOD AT HOME?






PLUS MAGAZINE

Beauty

How much attention do you pay to...?



**3 OUT OF 4
PEOPLE OVER FIFTY**
*pay attention to
their hairstyle.*
*1 out of 2
pays attention
to fashion.*

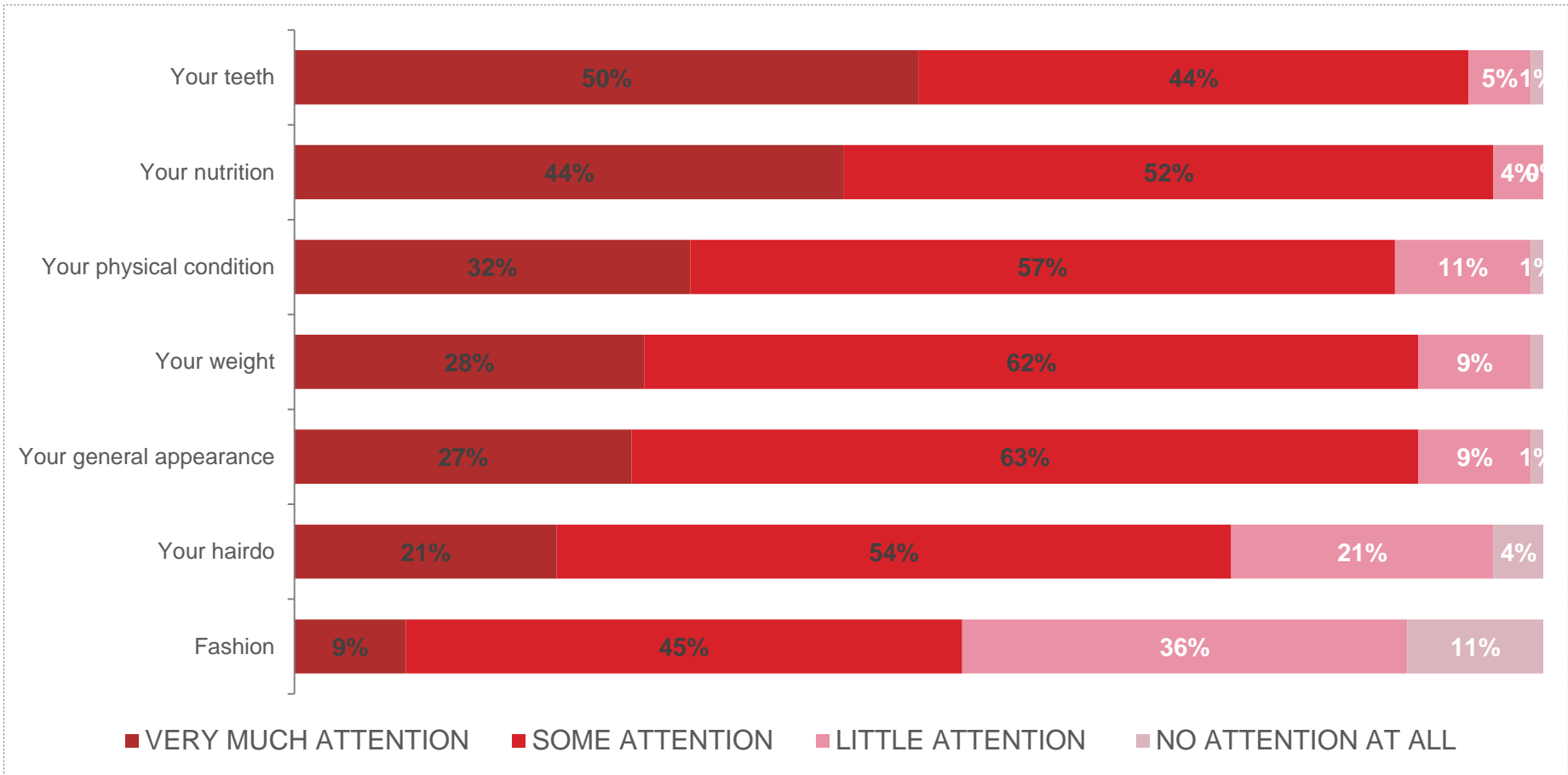
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PLUS MAGAZINE

Beauty

HOW MUCH ATTENTION DO YOU PAY TO ...?

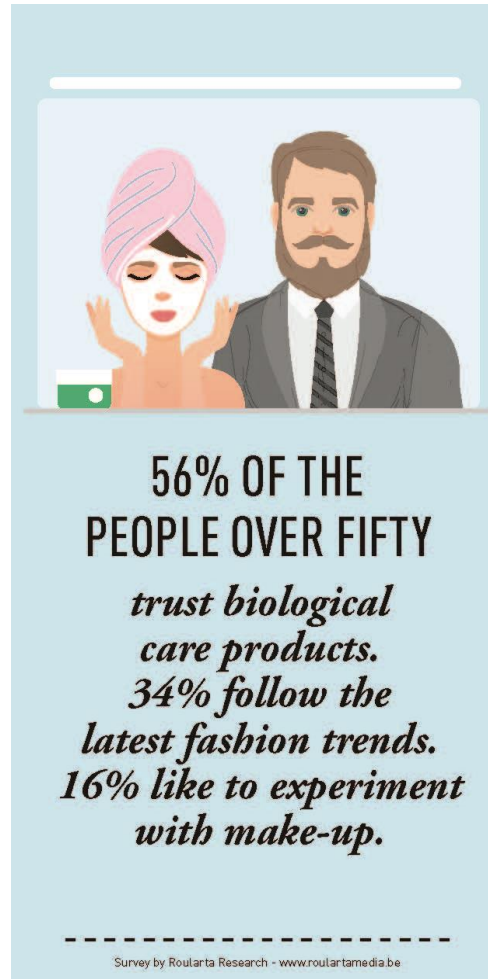




PLUS MAGAZINE

Beauty

What do you think about fashion and beauty?

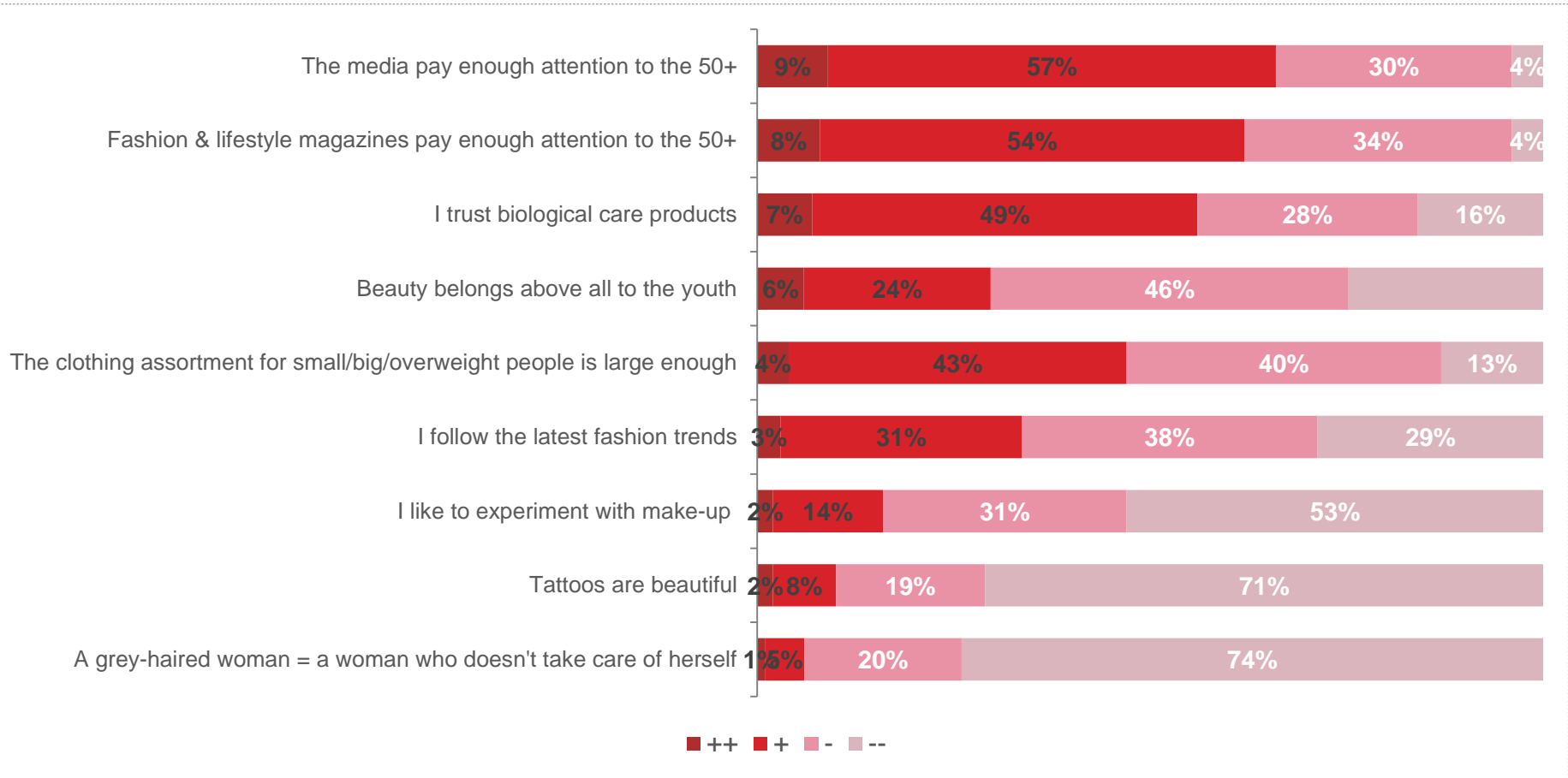




PLUS MAGAZINE

Beauty

TO WHICH DEGREE DO YOU AGREE WITH THE FOLLOWING STATEMENTS?





PLUS MAGAZINE

Beauty

Where do you find inspiration for your fashion purchases?



1 OUT OF 4
PEOPLE OVER FIFTY
*finds inspiration
for fashion purchases
in magazines.*

Survey by Roularta Research - www.roulartamedia.be

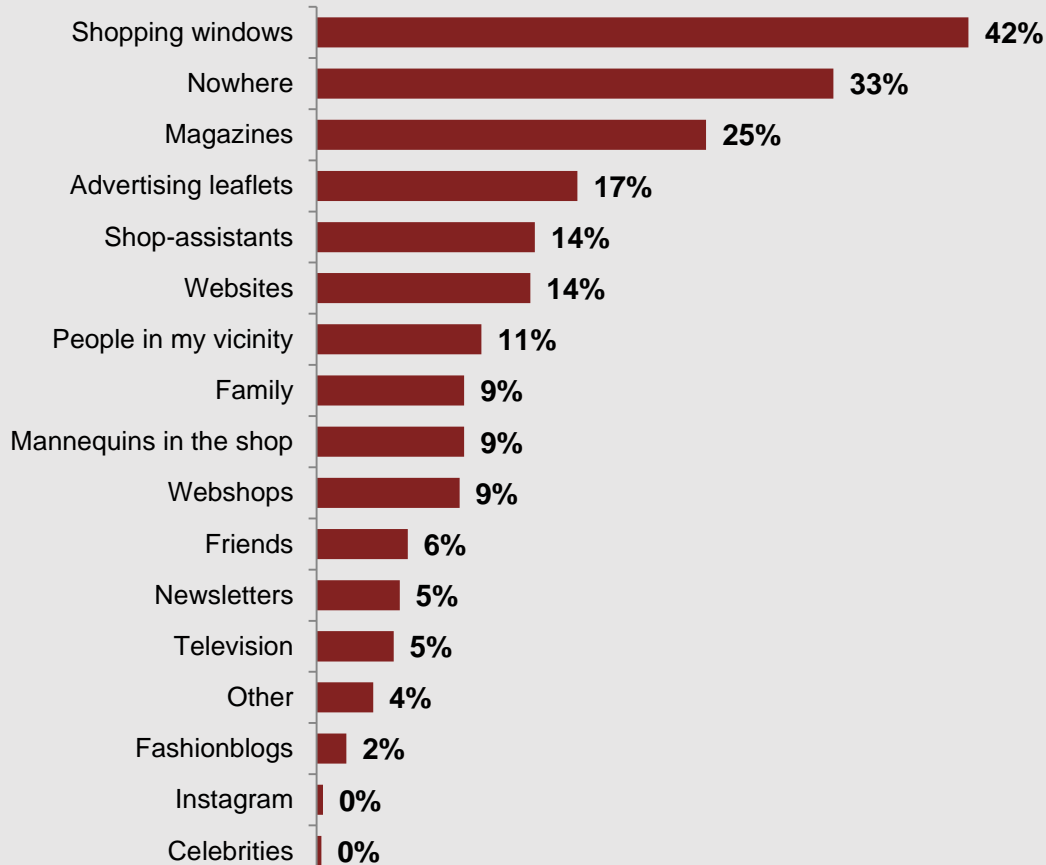




PLUS MAGAZINE

Beauty

WHERE DO YOU FIND INSPIRATION FOR YOUR FASHION PURCHASES?



Men	Women
28,1%	52,1%
41,5%	26,0%
14,4%	33,3%
13,4%	19,1%
12,0%	15,4%
10,7%	15,9%
11,3%	9,8%
13,3%	6,4%
6,8%	11,4%
6,4%	11,3%
4,8%	6,6%
3,7%	6,7%
3,9%	5,7%
3,9%	3,3%
1,1%	2,6%
0,0%	0,7%
0,2%	0,2%

THANK YOU FOR
YOUR ATTENTION

www.roulartamedia.be



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Account Manager Plus Magazine

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