



Nationally representative
samples - 65+ age quotas

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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.



18-24



25-34



35-44



45-54



55-64



65-74



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.

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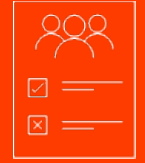
ONLINE DATA
COLLECTION



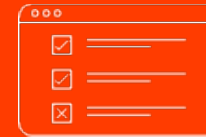
TELEPHONE (CATI)
DATA COLLECTION



OMNIBUS



SURVEY
PROGRAMMING AND
HOSTING



DATA PROCESSING
AND CODING



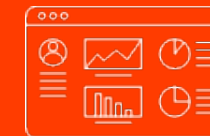
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RAPID RESPONSE



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DATA VISUALISATION



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yonderdatasolutions.com

hello@yonderdatasolutions.com