the Big Window in partnership with Saga Plc

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It’s all in the risk of knowing, or not

Would you like to know if you currently have a serious illness?

4 in 10 do **not** want to know this

1 in 6 of these would **pay** to avoid knowing

The Big Window October 2020 data, during the Covid pandemic
Ageing is a ‘problem’ for societies and economies

But not always in the individual’s mind

14 of the 62 we recruited with ‘vulnerabilities’ believed they themselves struggled with their everyday finances or complex purchases.

Saga can expect this might mean one in every ten 75+ year customer or potential customer that it services.
We get used to ageing, we need to make it a positive

We need to understand this mindset

- Need to reframe, adapt, feel positive about situations, have normalised age challenges
- Sense of pride / desire to retain self-worth, independence, not being a burden or feel less able
- Post-rationalise own way of doing things - the ‘system’ is to blame for challenges
I don’t want to be left believing what you believe

But I know I will

Negative framing nags away, self and world become smaller

- Anxiety/lack of confidence around abilities and decision-making
- Fear of exposure as a poor consumer, silly ‘old person’, a nuisance, feeling isolated
- Frustration, distrust and cynicism re big cos, concern re labelling
It’s not simply about life-span

It’s not even about health-span

It has to be about full-span:
Living a longer, healthier and fulfilled older life
We know this means 3 critical C’s

These are the needs we must solve for…

1. Confidence
2. Connection
3. Contribution
1. Confidence
The desire to engage or process health (and financial) guidance declines

The desire to engage in health information declines with age

- If you have a serious illness now
- If you are going to get dementia
- When you are likely to die

The Big Window October 2020 information process study, conducted during the Covid pandemic 2020
1. Confidence

The argument for healthier lives might be rational, but consumer behaviour is emotional

- **Utility**
  Will this do me good?

- **Affect**
  Can I imagine how I will feel if I know this?

- **Cognition**
  Will this broaden my experience

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Adapted from Sharot and Sunstein, 2020
2. Connections
Harnessing the role of others is key
2. Connections
Changing social networks and confidence

There’s a real desire to make new friends in their 60s and ‘top up’ or expand social networks

For both males and females, a key time for making new friendships: look for ‘wing men’ (and women!) to replace work colleagues

Males seem less confident at making new social connections: in the past they have relied on a female partner, work connections or the golf course!

Females become more anxious about personal safety: this reduces their likelihood of travelling to new/unknown areas or attending classes in the evening

Loss of a long-term partner knocks their world off-kilter: Even if expected, this has a huge effect on sleep, mental health and confidence. An important time to make new connections to avoid feeling lonely
3. Contribution
It is as or even more important to feel a sense of optimistic purpose as we age

- **40%** Of the ‘utmost’ importance (9+10)
  - To have a sense of purpose

- **48%** Of the ‘utmost’ importance (9+10)
  - To have something to look forward to

- **36%** Of the ‘utmost’ importance (9+10)
  - To help and support others

**All equally if not more important as we age**
## 3. Contribution

**Contribution survey**

<table>
<thead>
<tr>
<th>Contribution Area</th>
<th>Value of Contribution in the UK 2023</th>
<th>Value of Contribution in the UK 2018</th>
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<tbody>
<tr>
<td>Grandparenting</td>
<td>£14bn</td>
<td>£10bn</td>
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<tr>
<td>Volunteering</td>
<td>£11bn</td>
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<td>Caring</td>
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<tr>
<td>Employment</td>
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<td>£77bn</td>
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**Total net contribution**

- **For the UK 50+ population**: £806bn
- **For the UK 65+ population**: £41bn
The 3 C’s

A consumer framework for solution to drive real health outcomes

1. Confidence
2. Connection
3. Contribution

All with real health outcomes
Making health stick, a HWB development model that is sustainable – it is built from consumer needs and behaviours

HCD build

Immersion in target consumer needs: Understand age-related needs and behaviours first and then build the products around them

Engagement strategy

When: key life triggers
Who: identify and engage triallists
How: drive emotional benefits and mechanics

Outcome measure built on needs

Healthspan

‘Fullspan’ Euadaimonic, Evaluative
making health stick
a consumer formula

SAGA