

Men aged 65+

The prospect of a reduced income and a fixed pension is likely to cause a change in purchasing habits for men aged 65+. With that in mind, how do these British men compare to other age and gender profiles when it comes to spending and managing their finances?

Welcome to **Payment Profiles**, a series examining payment habits of British consumers. This series of guides looks behind the statistics of 12 separate age and gender profiles within England, Scotland and Wales to discover the differences between men and women, and between the different age bands.

Men aged 65+ have embraced the concept of plastic cards. On average, men aged 65+ each have 4.5 plastic cards; slightly above the average for Great Britain (4.2 cards per person). 93 per cent of men of this age always check their bank statements for unfamiliar transactions, making them the age and gender group most likely to do so.

Of all male profiles, this age group makes, on average, the most

supermarket visits in a year (159) - 40 more visits than women aged 65+. More men of this age are regular users of cheques, compared to their female counterparts (53 per cent and 38 per cent respectively).

This age group is slightly more keen than their female contemporaries to use internet and telephone banking, with 36 per cent of this age profile using remote banking, which is still below the national average of 49 per cent.

Sometimes referred to as Silver Surfers, they make 15 internet purchases a year, averaging £1,332 in value. Whilst this is still below the national average of 21 internet purchases, men aged 65+ spend more on average per internet payment than any other male profile. Spending £87.60, which is above the average of £65.50.

When it comes to spending money, men aged 65+ spend on average £461 per year in restaurants, cafés and snack bars; 16 per cent more than the national average (£398). In terms of other spending, they fork out £144 a year in electrical retailers, but only £34 in shoe stores.

To compare the payment profile of men aged 65+ with the rest of Great Britain, please see the statistics that follow.



Across Britain

(national averages for all adults aged 16-65+)

- Have 4.2 plastic cards – 2.3 credit or charge cards, 1.5 debit cards and 0.3 ATM-only cards
- Spend £47 a year in shoe shops and make about 2 purchases per person
- Make an average of 132 payments in supermarkets over the year
- Spend £398 in restaurants, cafes and snack bars per year and frequent these places on average 31 times
- 49% use either telephone or internet banking
- 36% are regular cheque users
- Make on average two payments in electrical retailers, and spend on average £162 a year
- Each year withdraw an average of £3,734 in cash, through 57 cash machine visits
- Spend a total of £65.50 shopping online and make 21 transactions each year

Women 16-24

- Have 2.4 plastic cards – 0.8 credit or charge cards, 1.2 debit cards and 0.4 ATM-only cards
- Spend £82 a year in shoe shops
- Make an average of 77 payments in supermarkets over the year
- Spend £211 in restaurants, cafes and snack bars per year
- 34% use either telephone or internet banking
- 19% are regular cheque users
- Spend on average £89 a year in electrical retailers
- Each year withdraw an average of £2,625 in cash, through 70 cash machine visits
- Spend a total of £702 shopping online and make 19 transactions each year

Women 25-34

- Have 4.2 plastic cards – 2.2 credit or charge cards, 1.6 debit cards and 0.4 ATM-only cards
- Spend £103 a year in shoe shops
- Make an average of 148 payments in supermarkets over the year
- Spend £490 in restaurants, cafes and snack bars per year
- 77% use either telephone or internet banking
- 35% are regular cheque users
- Spend on average £100 a year in electrical retailers
- Each year withdraw an average of £6,367 in cash, through 104 cash machine visits
- Spend a total of £1,205 shopping online and make 23 transactions each year

Women 35-44

- Have 4.7 plastic cards – 2.7 credit or charge cards, 1.6 debit cards and 0.4 ATM-only cards
- Spend £93 a year in shoe shops
- Make an average of 195 payments in supermarkets over the year
- Spend £494 in restaurants, cafes and snack bars per year
- 72% use either telephone or internet banking
- 55% are regular cheque users
- Spend on average £312 a year in electrical retailers
- Each year withdraw an average of £6,317 in cash, through 94 cash machine visits
- Spend a total of £1,519 shopping online and make 24 transactions each year

Men 16-24

- Have 1.7 plastic cards – 0.3 credit or charge cards, 1.1 debit cards and 0.3 ATM-only cards
- Spend £22 a year in shoe shops
- Make an average of 63 payments in supermarkets over the year
- Spend £389 in restaurants, cafes and snack bars per year
- 40% use either telephone or internet banking
- 9% are regular cheque users
- Spend on average £64 a year in electrical retailers
- Each year withdraw an average of £2,821 in cash, through 86 cash machine visits
- Spend a total of £878 shopping online and make 15 transactions each year

Men 25-34

- Have 4.6 plastic cards – 2.7 credit or charge cards, 1.6 debit cards and 0.3 ATM-only cards
- Spend £30 a year in shoe shops
- Make an average of 116 payments in supermarkets over the year
- Spend £417 in restaurants, cafes and snack bars per year
- 57% use either telephone or internet banking
- 16% are regular cheque users
- Spend on average £292 a year in electrical retailers
- Each year withdraw an average of £4,739 in cash, through 87 cash machine visits
- Spend a total of £2,001 shopping online and make 30 transactions each year

Men 35-44

- Have 5.5 plastic cards – 3.5 credit or charge cards, 1.8 debit cards and 0.3 ATM-only cards
- Spend £10 a year in shoe shops
- Make an average of 80 payments in supermarkets over the year
- Spend £381 in restaurants, cafes and snack bars per year
- 52% use either telephone or internet banking
- 22% are regular cheque users
- Spend on average £115 a year in electrical retailers
- Each year withdraw an average of £4,830 in cash, through 53 cash machine visits
- Spend a total of £1,509 shopping online and make 23 transactions each year

Women 45-54

- Have 4.6 plastic cards – 2.7 credit or charge cards, 1.5 debit cards and 0.4 ATM-only cards
- Spend £37 a year in shoe shops
- Make an average of 189 payments in supermarkets over the year
- Spend £340 in restaurants, cafes and snack bars per year
- 60% use either telephone or internet banking
- 53% are regular cheque users
- Spend on average £222 a year in electrical retailers
- Each year withdraw an average of £3,830 in cash, through 54 cash machine visits
- Spend a total of £1,536 shopping online and make 20 transactions each year

Women 55-64

- Have 4.7 plastic cards – 2.7 credit or charge cards, 1.6 debit cards and 0.4 ATM-only cards
- Spend £62 a year in shoe shops
- Make an average of 155 payments in supermarkets over the year
- Spend £275 in restaurants, cafes and snack bars per year
- 47% use either telephone or internet banking
- 46% are regular cheque users
- Spend on average £119 a year in electrical retailers
- Each year withdraw an average of £2,525 in cash, through 36 cash machine visits
- Spend a total of £1,142 shopping online and make 16 transactions each year

Women 65+

- Have 3.6 plastic cards – 2 credit or charge cards, 1.3 debit cards and 0.3 ATM-only cards
- Spend £23 a year in shoe shops
- Make an average of 119 payments in supermarkets over the year
- Spend £200 in restaurants, cafes and snack bars per year
- 21% use either telephone or internet banking
- 38% are regular cheque users
- Spend on average £192 a year in electrical retailers
- Each year withdraw an average of £926 in cash, through 11 cash machine visits
- Spend a total of £1,210 shopping online and make 16 transactions each year

Men 45-54

- Have 4.9 plastic cards – 3 credit or charge cards, 1.6 debit cards and 0.3 ATM-only cards
- Spend £41 a year in shoe shops
- Make an average of 111 payments in supermarkets over the year
- Spend £683 in restaurants, cafes and snack bars per year
- 52% use either telephone or internet banking
- 32% are regular cheque users
- Spend on average £104 a year in electrical retailers
- Each year withdraw an average of £3,655 in cash, through 42 cash machine visits
- Spend a total of £1,572 shopping online and make 21 transactions

Men 55-64

- Have 4.9 plastic cards – 3 credit or charge cards, 1.6 debit cards and 0.3 ATM-only cards
- Spend £41 a year in shoe shops
- Make an average of 153 payments in supermarkets over the year
- Spend £445 in restaurants, cafes and snack bars per year
- 50% use either telephone or internet banking
- 39% are regular cheque users
- Spend on average £145 a year in electrical retailers
- Each year withdraw an average of £3,981 in cash, through 43 cash machine visits
- Spend a total of £1,536 shopping online and make 20 transactions each year

Men 65+

- Have 4.5 plastic cards – 2.7 credit or charge cards, 1.5 debit cards and 0.3 ATM-only cards
- Spend £34 a year in shoe shops
- Make an average of 159 payments in supermarkets over the year
- Spend £461 in restaurants, cafes and snack bars per year
- 36% use either telephone or internet banking
- 53% are regular cheque users
- Spend on average £144 a year in electrical retailers
- Each year withdraw an average of £2,801 in cash, through 34 cash machine visits
- Spend a total of £1,332 shopping online and make 15 transactions each year