

# Internal Marketing

UK Sample: 24th October - 3rd November 2017



Total	Gender		Age					Age 2	Social Grade	
	Male	Female	50-54	55-59	60-64	65-74	75+	65+	ABC1	C2DE

## Employment Status Main

Unweighted base	4149	1980	2169	802	698	639	1132	878	2010	2774	1375
<b>Base</b>	<b>4149</b>	<b>1962</b>	<b>2187</b>	<b>802</b>	<b>694</b>	<b>615</b>	<b>1114</b>	<b>925</b>	<b>2039</b>	<b>2776</b>	<b>1373</b>
Working full time (30 or more hours per week)	23%	31%	16%	55%	42%	26%	4%	1%	3%	25%	18%
Working part time (8-29 hours a week)	11%	8%	14%	19%	17%	16%	6%	3%	5%	11%	11%
Working part time (Less than 8 hours a week)	2%	1%	2%	2%	3%	2%	2%	1%	2%	2%	1%
Full time student	0%	0%	0%	1%	0%	-	-	-	-	0%	0%
Retired	53%	52%	55%	5%	15%	41%	85%	93%	89%	55%	49%
Unemployed	2%	2%	1%	4%	3%	2%	0%	0%	0%	1%	4%
Not working	7%	5%	8%	11%	15%	10%	1%	2%	1%	3%	14%
Other	2%	1%	3%	4%	4%	3%	1%	0%	1%	2%	4%

## You previously said you are retired...

How much, if at all, would you say that you are enjoying your retirement?

Unweighted base	2192	1017	1175	37	108	265	967	815	1782	1525	667
<b>Base: All GB adults who are retired</b>	<b>2209</b>	<b>1011</b>	<b>1198</b>	<b>37</b>	<b>107</b>	<b>255</b>	<b>951</b>	<b>859</b>	<b>1810</b>	<b>1536</b>	<b>673</b>
I'm enjoying my retirement a lot	55%	59%	52%	41%	48%	56%	58%	54%	56%	58%	50%
I'm enjoying my retirement a fair amount	34%	32%	36%	35%	36%	33%	33%	34%	34%	34%	32%
I'm not enjoying my retirement very much	8%	7%	9%	8%	10%	8%	7%	10%	8%	6%	13%
I'm not enjoying my retirement at all	2%	1%	2%	8%	5%	3%	2%	1%	1%	1%	3%
Don't know	1%	0%	1%	8%	1%	1%	1%	1%	1%	1%	2%

And would you say you are enjoying your retirement more or less than the last ten years you spent in work before retiring? (Please select the option that best applies. If you did not spend a decade in work (i.e. didn't work at all or worked fewer than 10 years before retiring), please select the "Not applicable" option)

Unweighted base	2192	1017	1175	37	108	265	967	815	1782	1525	667
<b>Base</b>	<b>2209</b>	<b>1011</b>	<b>1198</b>	<b>37</b>	<b>107</b>	<b>255</b>	<b>951</b>	<b>859</b>	<b>1810</b>	<b>1536</b>	<b>673</b>
I'm enjoying my retirement a lot more than my last decade in work	52%	54%	50%	56%	66%	58%	55%	44%	50%	54%	47%
I'm enjoying my retirement a bit more than my last decade in work	16%	17%	15%	17%	15%	18%	16%	16%	16%	17%	15%
I'm enjoying my retirement about the same as my last decade in work	16%	17%	15%	3%	6%	12%	15%	19%	17%	16%	15%
I'm enjoying my retirement a bit less than my last decade in work	7%	6%	8%	3%	7%	4%	6%	10%	8%	7%	8%
I'm enjoying my retirement a lot less than my last decade in work	5%	5%	6%	3%	6%	5%	4%	6%	5%	4%	8%
Don't know	2%	1%	3%	11%	1%	1%	2%	3%	2%	1%	4%
Not applicable - I didn't work at all/ worked fewer than 10 years	2%	1%	3%	9%	1%	2%	2%	2%	2%	1%	4%