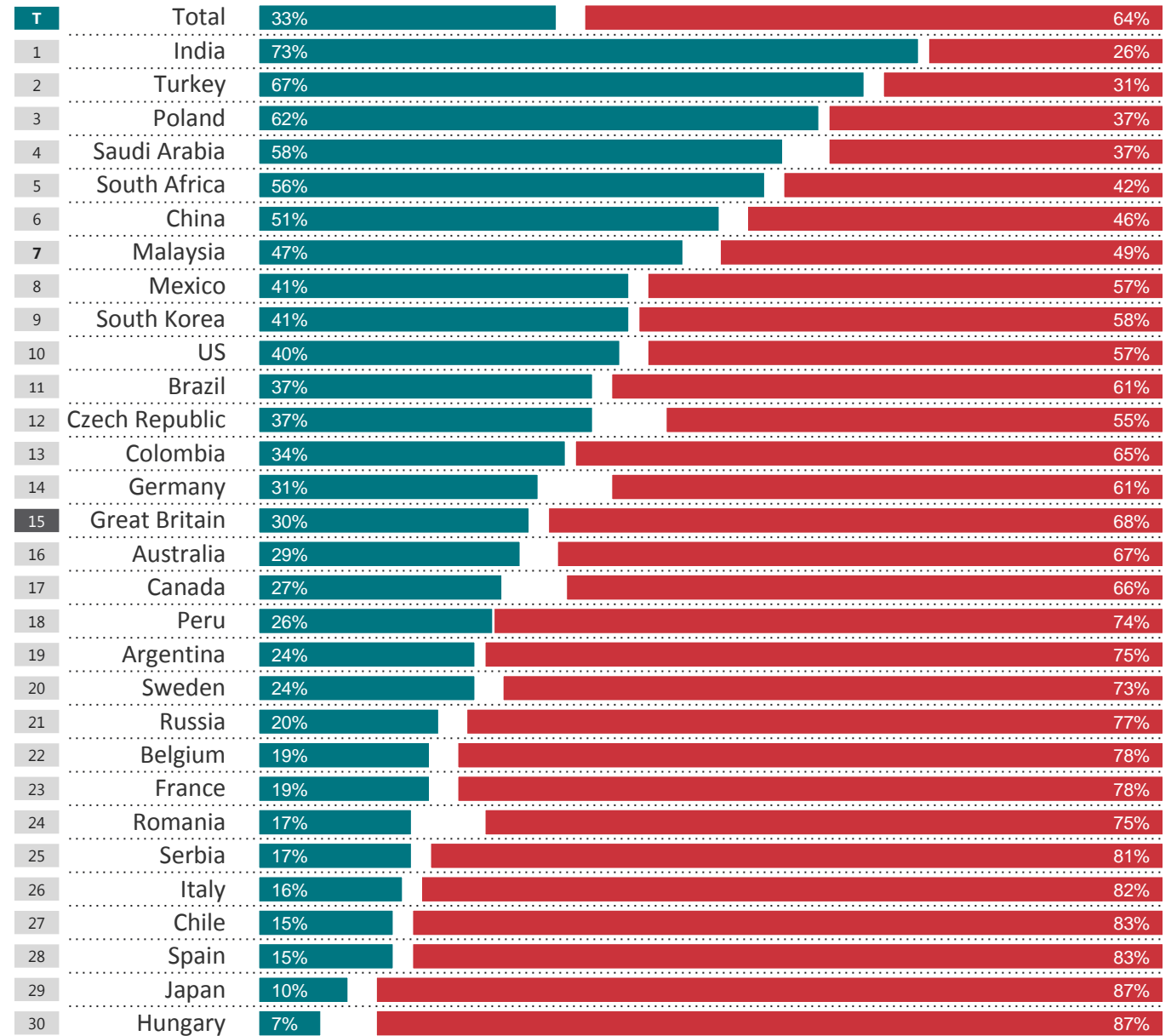


# OPTIMISM OF AGEING

% who are looking forward  
to old age

**KEY:**  
■ A great deal/fair amount  
■ Not very much/not at all

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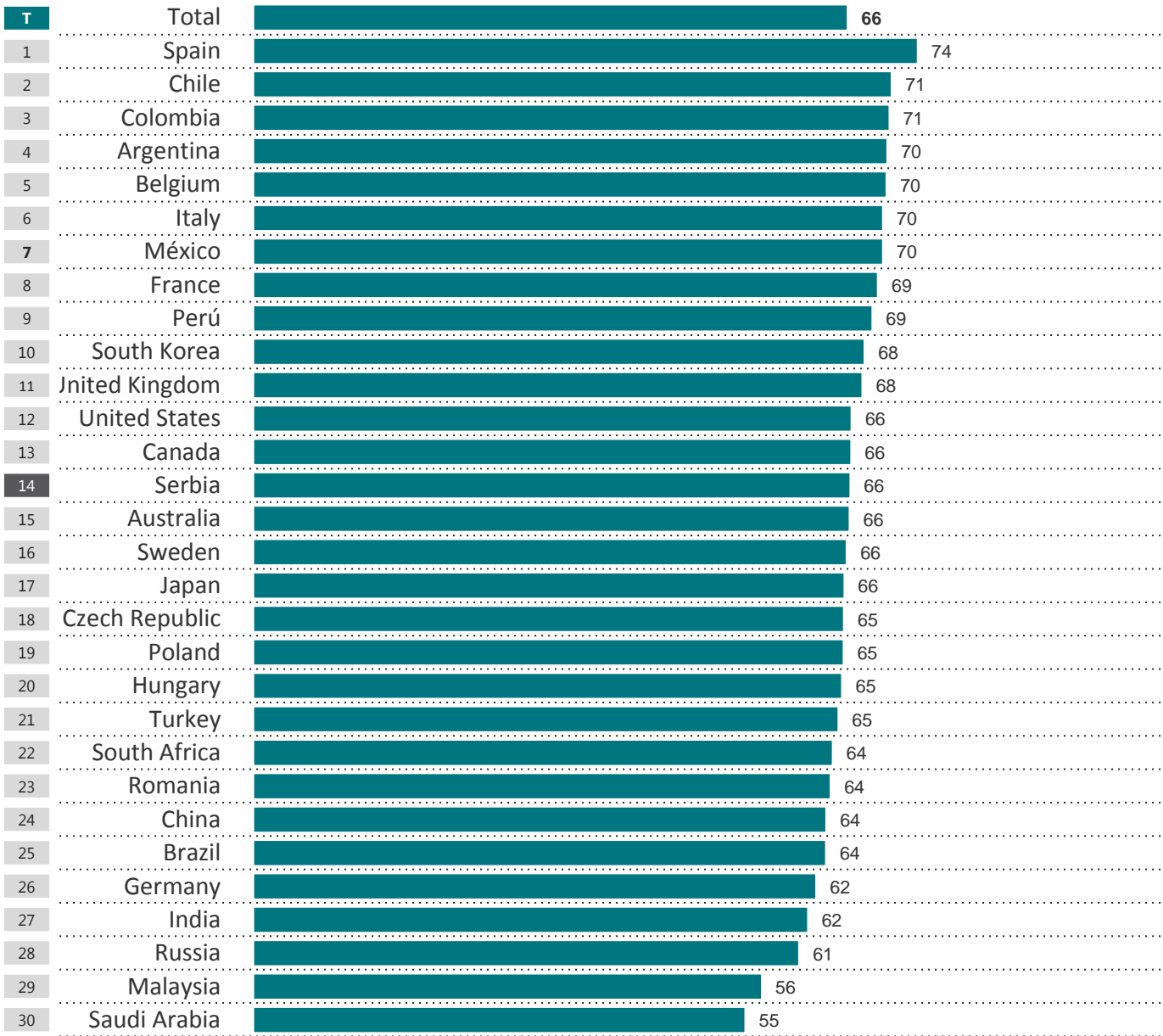
Base: 20,788 adults aged 16-64 in 30 countries, online, 24th August – 7th September 2018

# HOW OLD IS OLD?

At what age do you think  
people can be considered old



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Social Research Institute

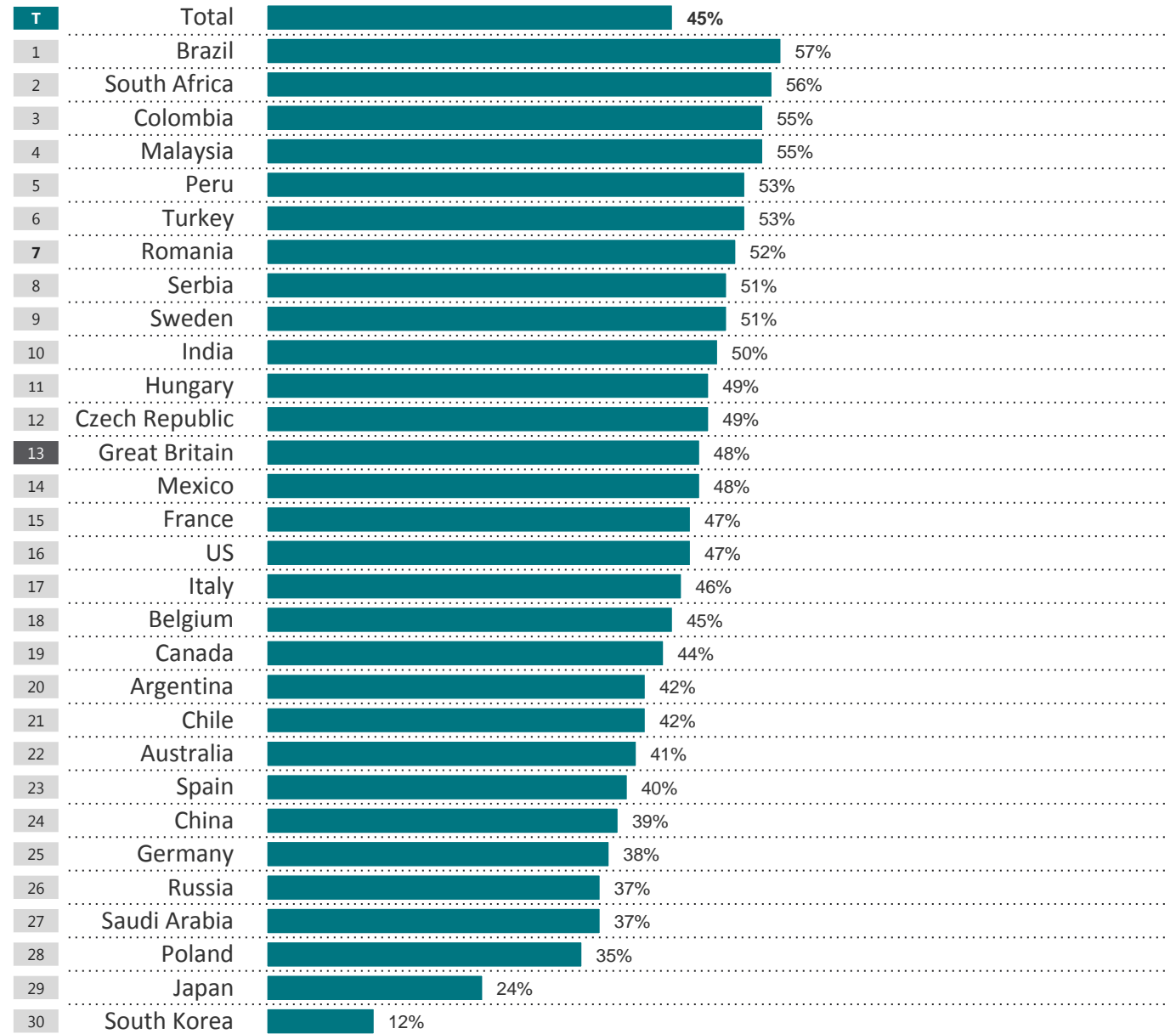


Base: 18,262 adults aged 16-64 in 30 countries, online, 24th August – 7th September 2018

# VARIATION IN AGE

# OF FRIENDS

% who have friends who are 15 years older than them

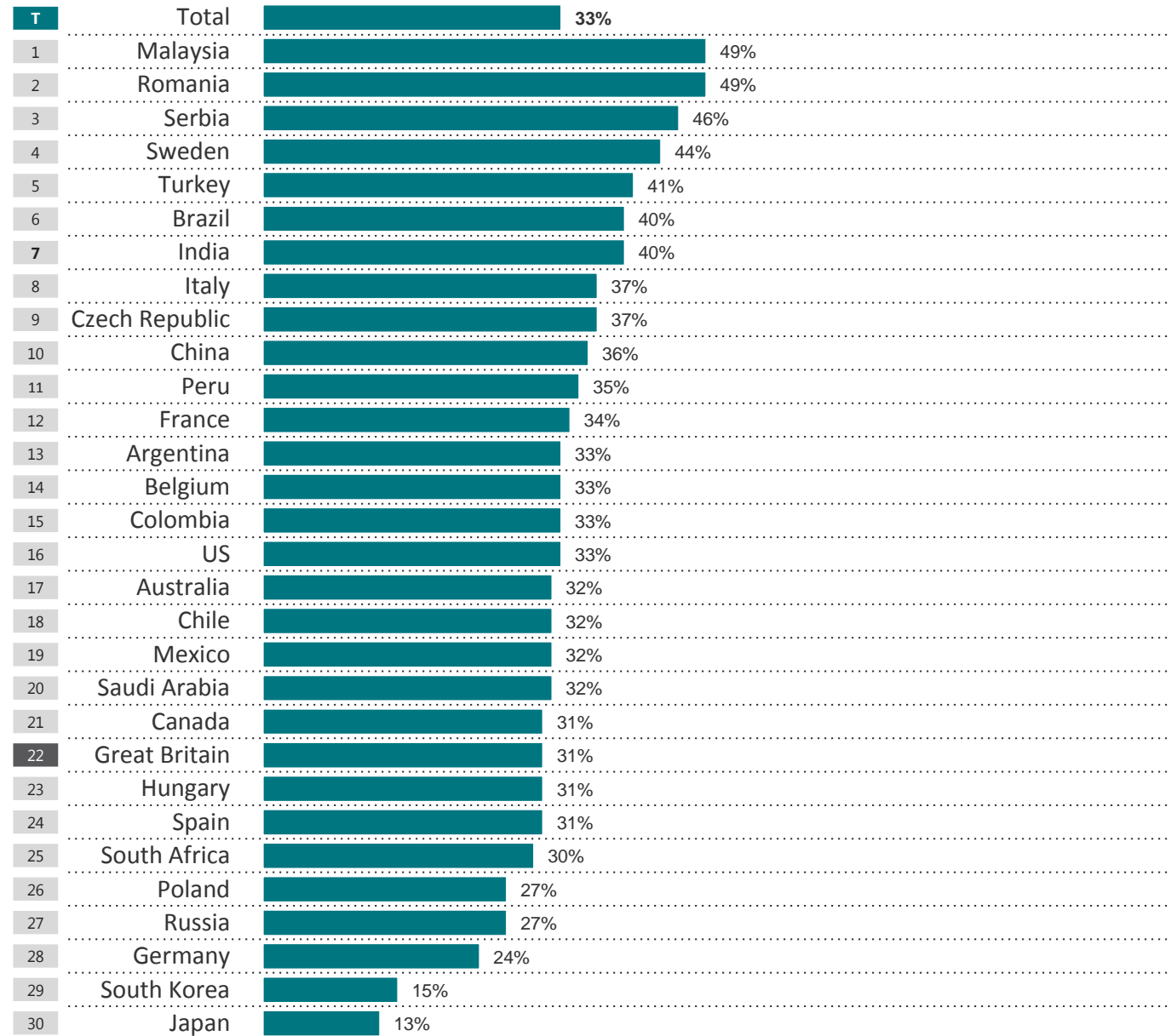


Base: 20,788 adults aged 16-64 in 30 countries, online, 24th August – 7th September 2018

# VARIATION IN AGE

# OF FRIENDS

% who have friends who are 15 years younger than them



Base: 20,788 adults aged 16-64 in 30 countries, online, 24th August – 7th September 2018

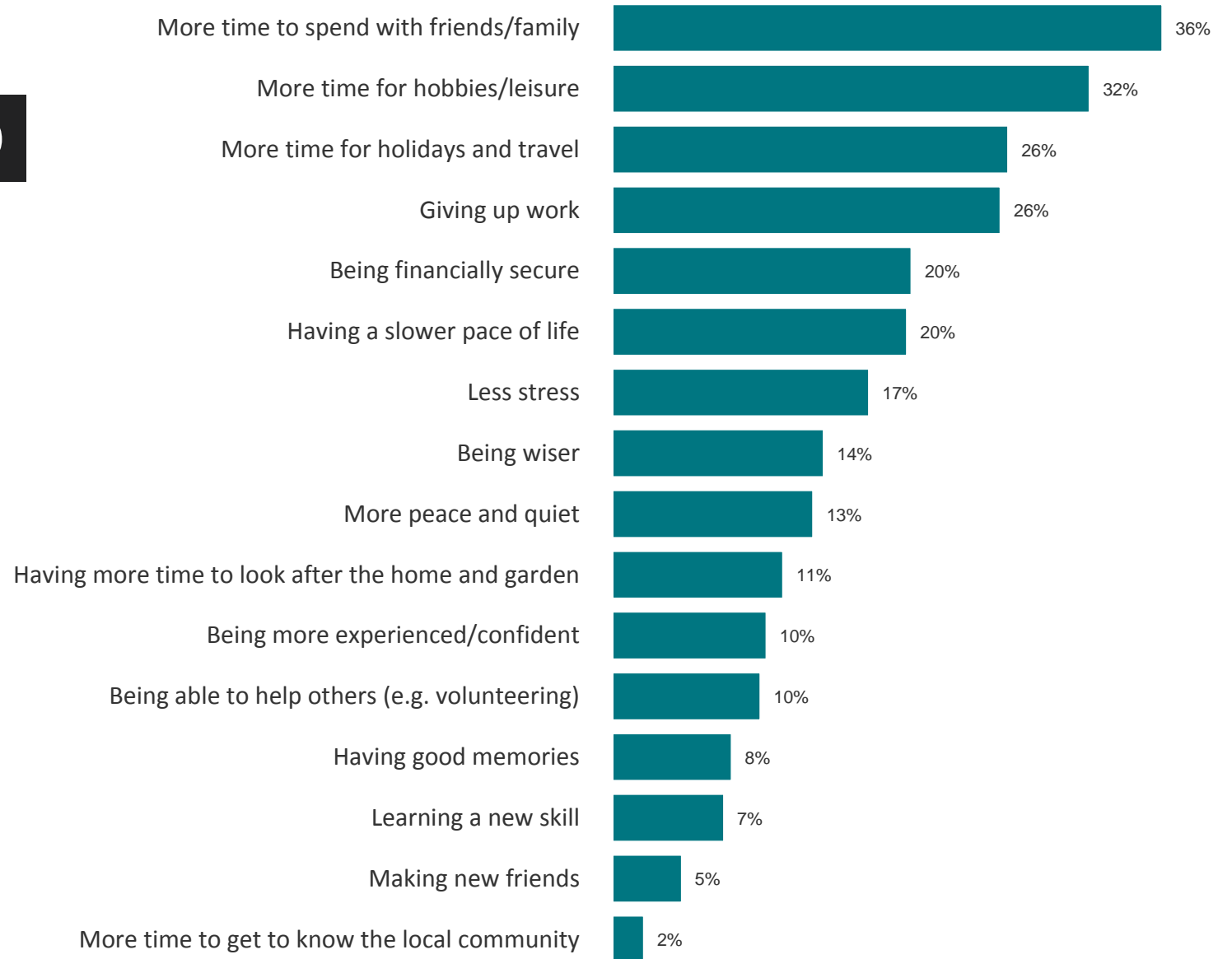
# WHAT'S BEST

# ABOUT GETTING OLD

which two / three of the following

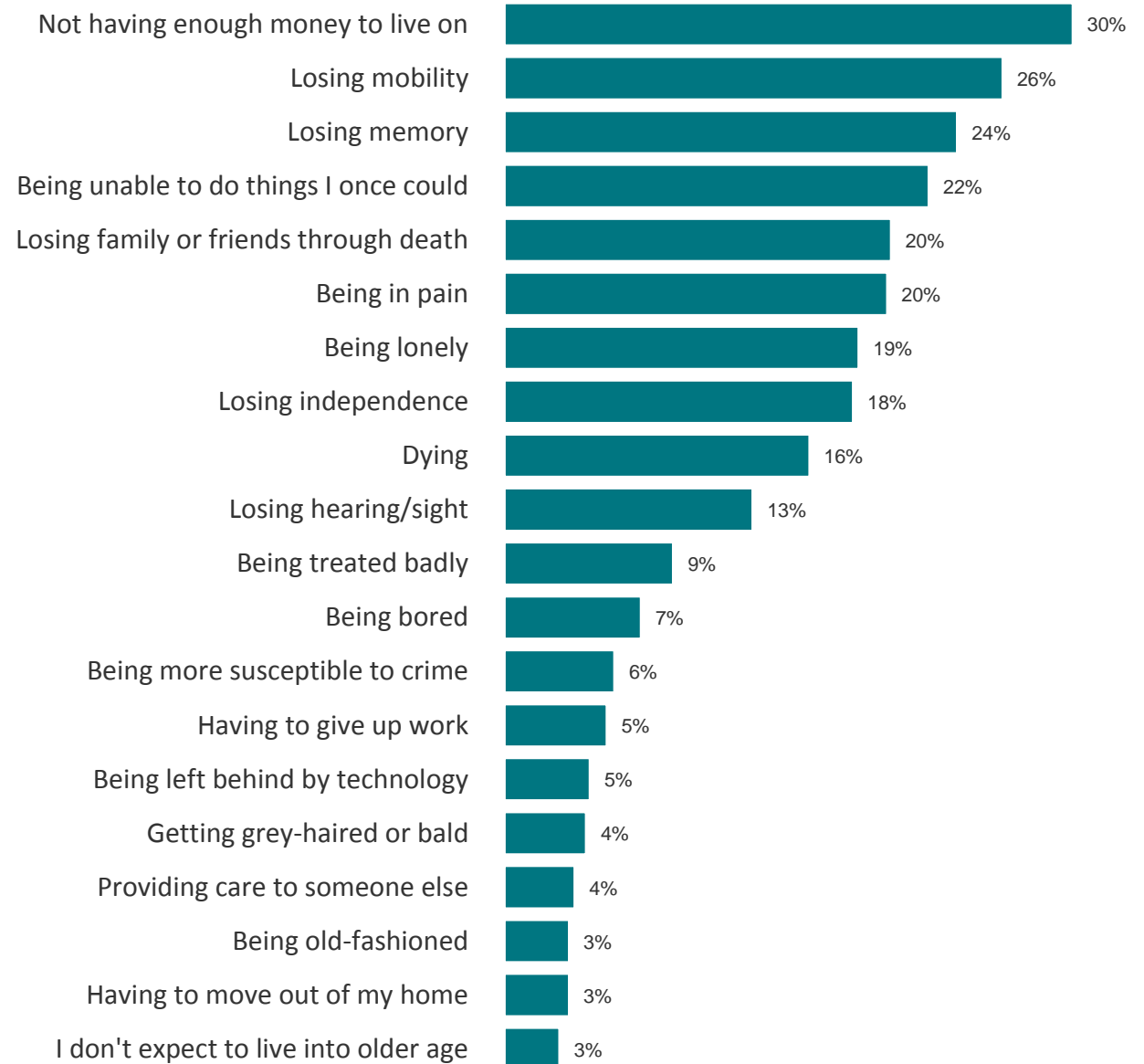
best describe the good things

about getting old



# WHAT'S THE WORST THING ABOUT GETTING OLD

which two / three of the following  
personally worry you about  
getting old



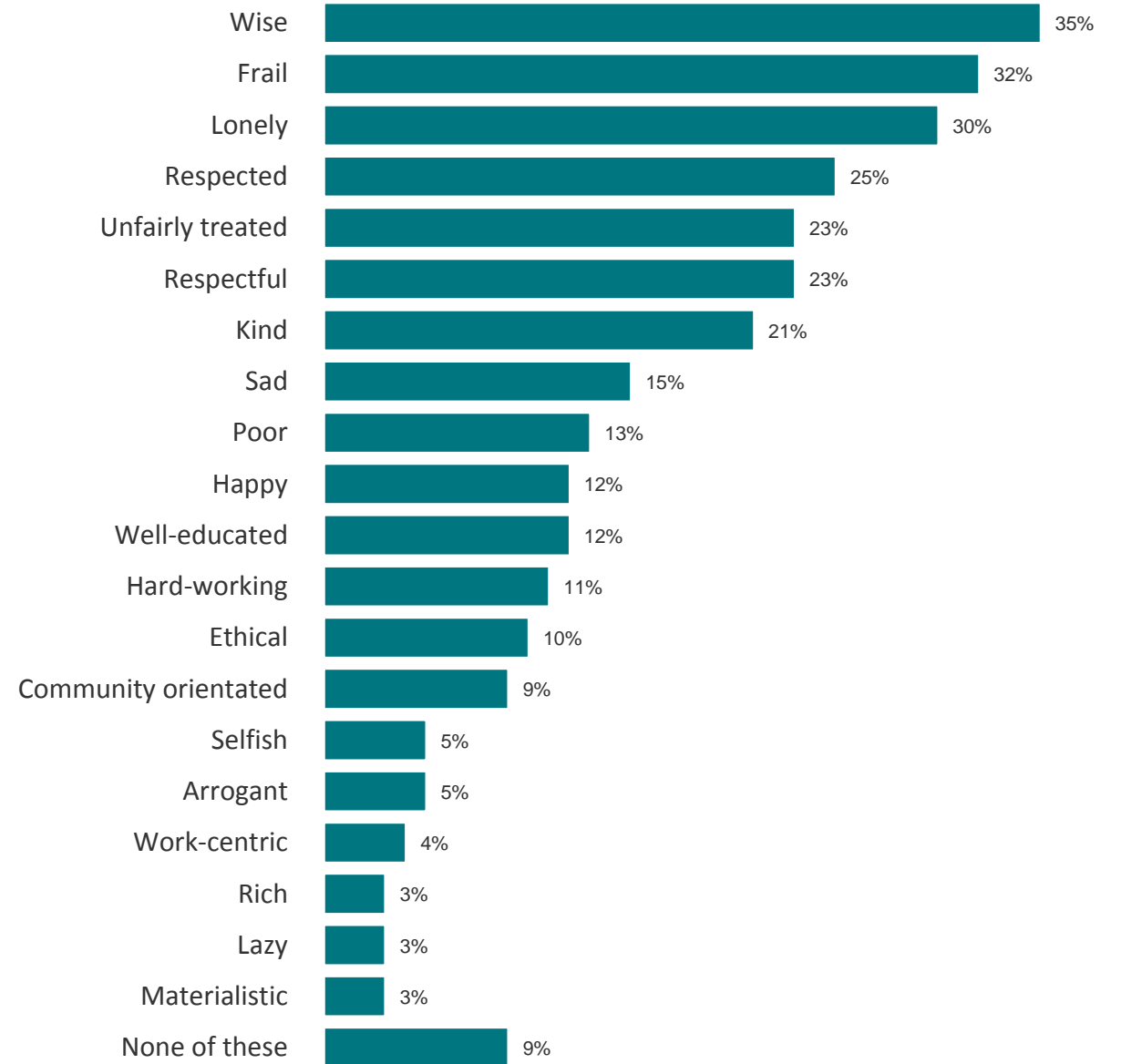
# WORDS TO DESCRIBE

# PEOPLE IN OLD AGE

which of these words would you



use to best describe people

in old age

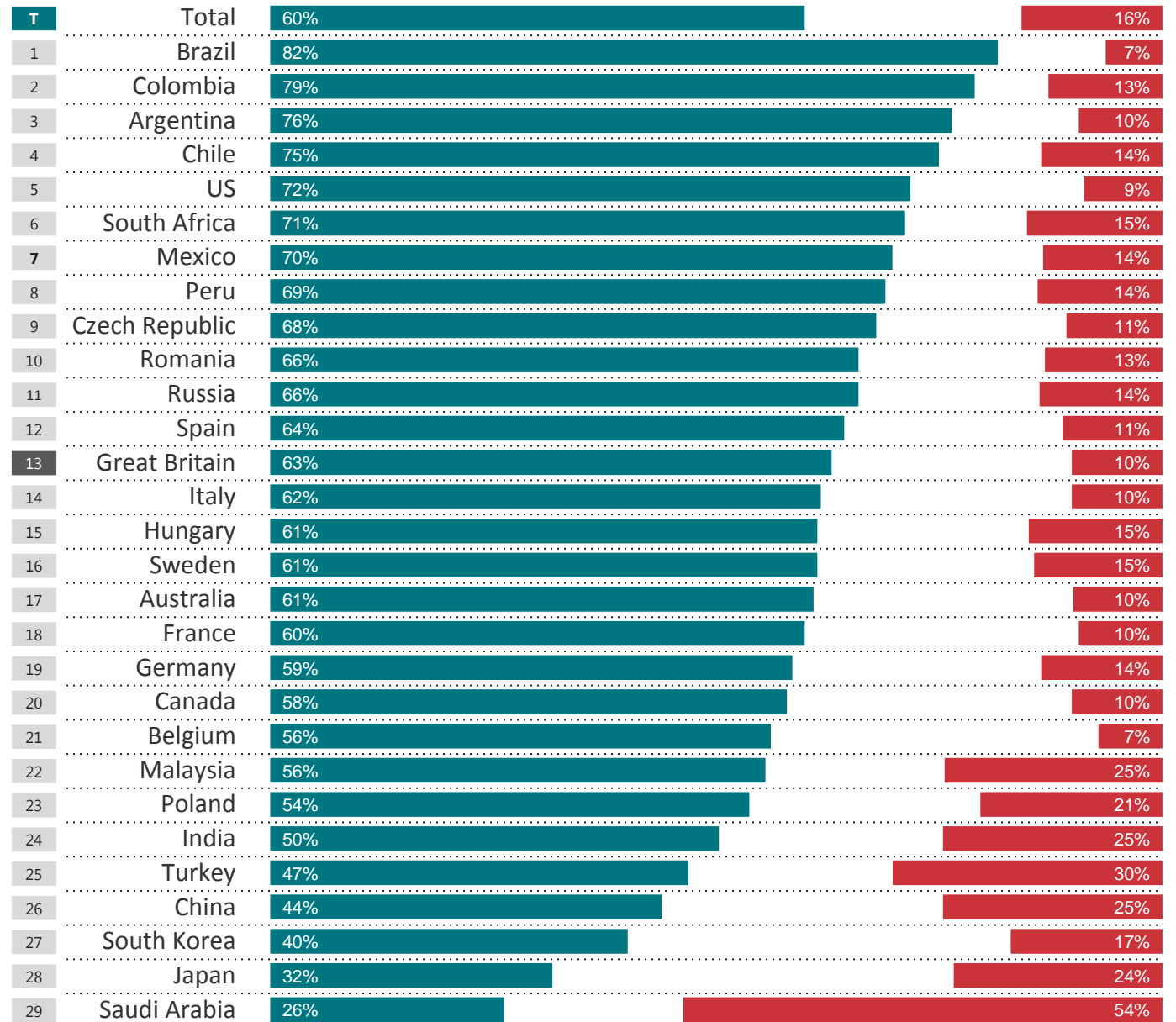


# LACK OF RESPECT TOWARDS THE ELDERLY

% Agree or disagree that people  
don't respect old people as  
much as they should

**KEY:**  
 Agree  
 Disagree

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Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

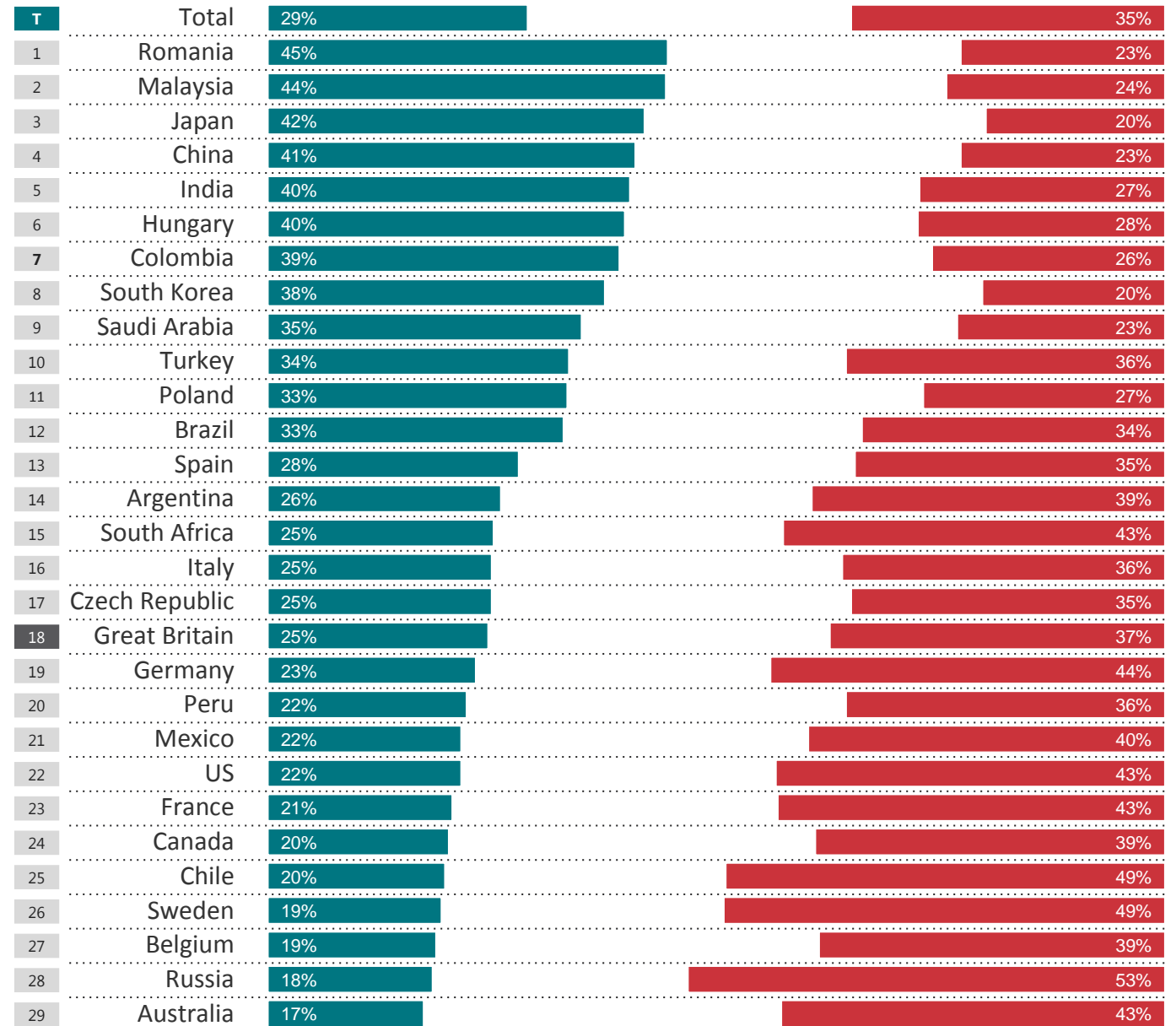


# POLITICAL CLOUT OF THE ELDERLY

% Agree or disagree that old people have too much political influence

**KEY:**  
■ Agree  
■ Disagree



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 Social Research Institute



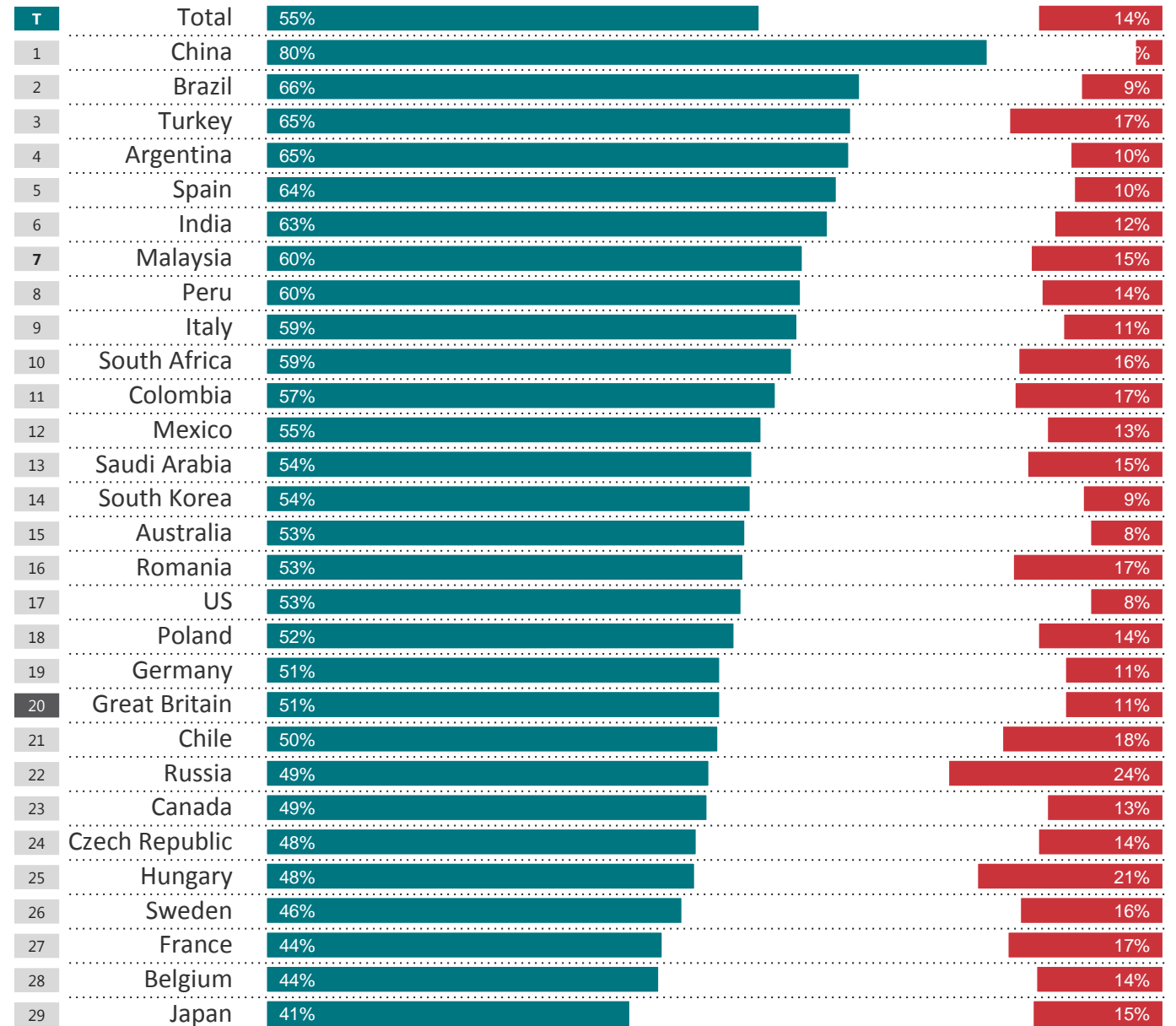
Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

# WILL TECHNOLOGY MAKE AGEING EASIER

% Agree or disagree that  
technological developments  
will improve old age  
for a lot of people

**KEY:**  
 Agree  
 Disagree

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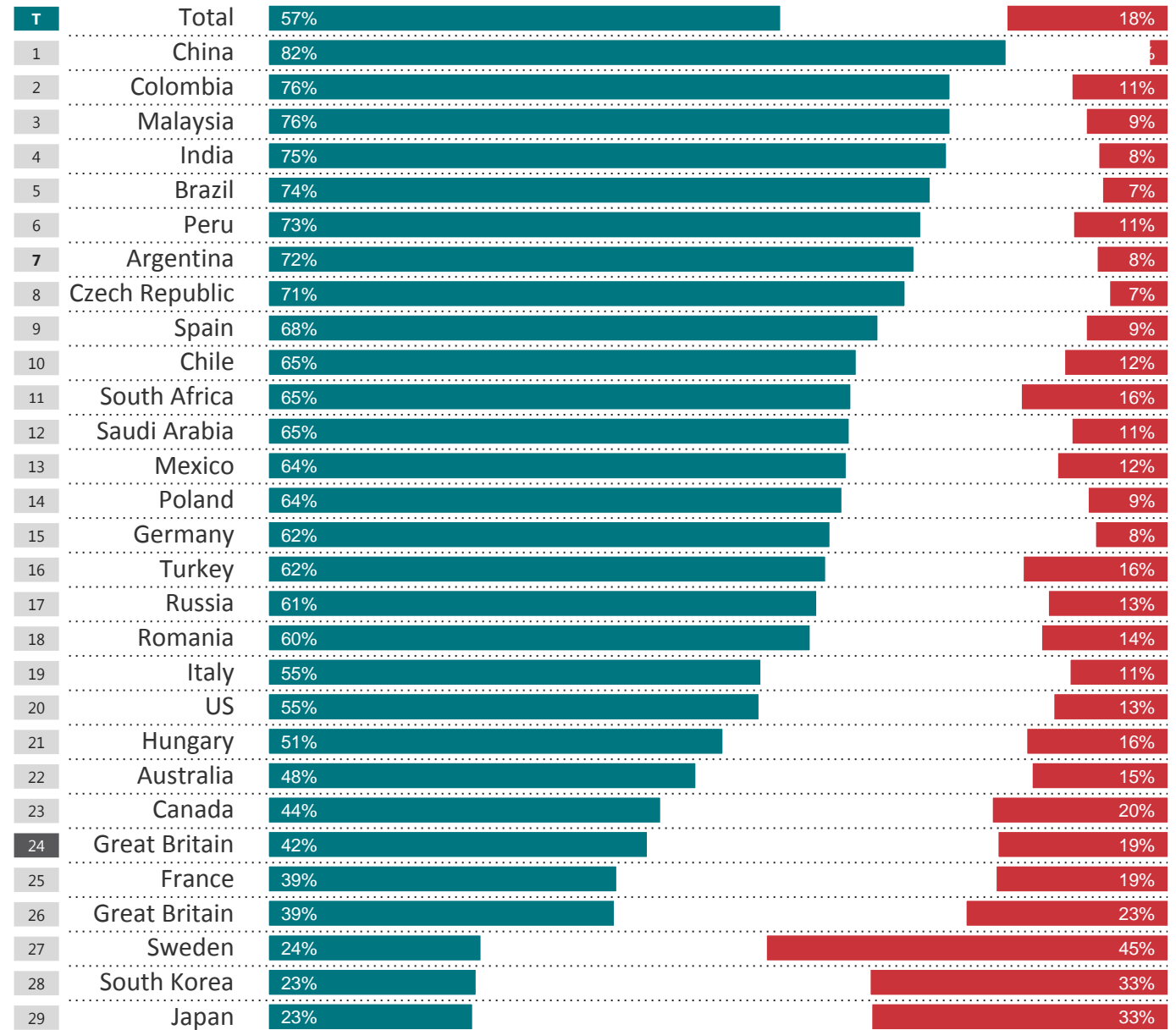
Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

# SHOULD THE YOUNG CARE FOR THE OLD?

% Agree or disagree that it is the job of the young to care for ageing relatives for a lot of people

**KEY:**  
■ Agree  
■ Disagree

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 Social Research Institute



Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

# HEALTH IN OLD AGE

% Who expect to be fit  
and healthy in old age

**KEY:**

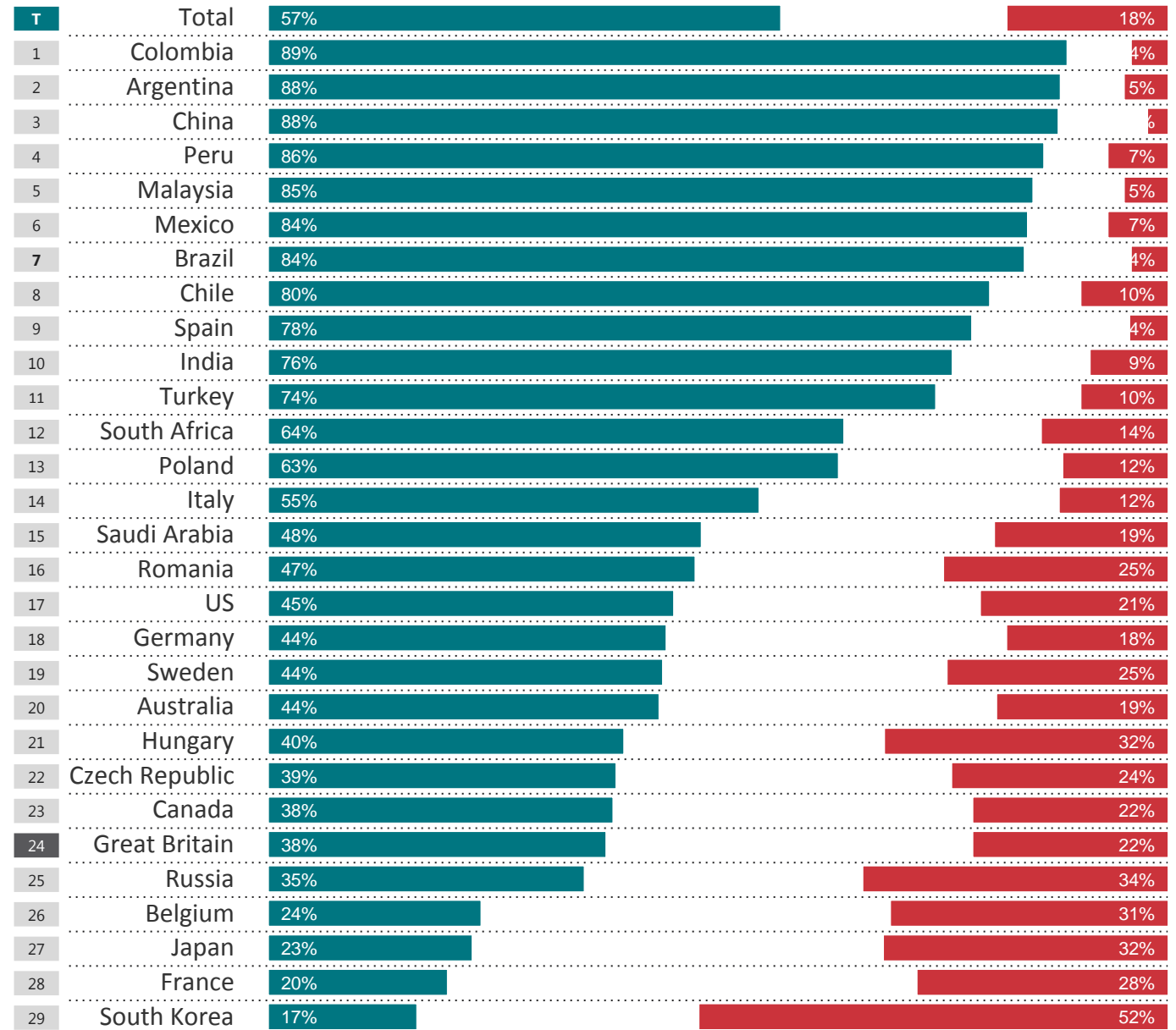
Agree



Disagree





**Ipsos MORI**  
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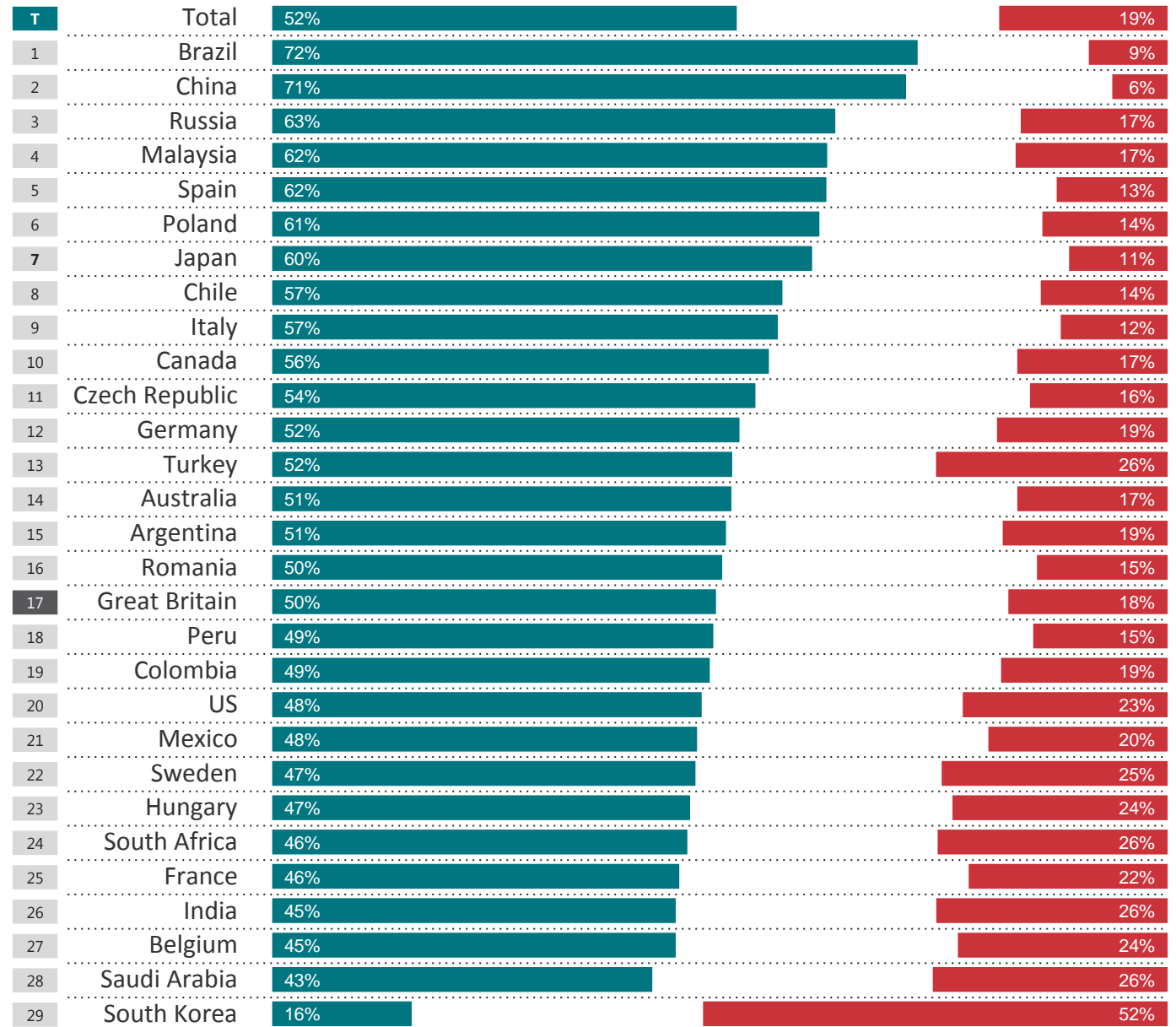
Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

# DO WE WORRY ABOUT GETTING OLD?

% Who worry about old age

**KEY:**  
 Agree  
 Disagree


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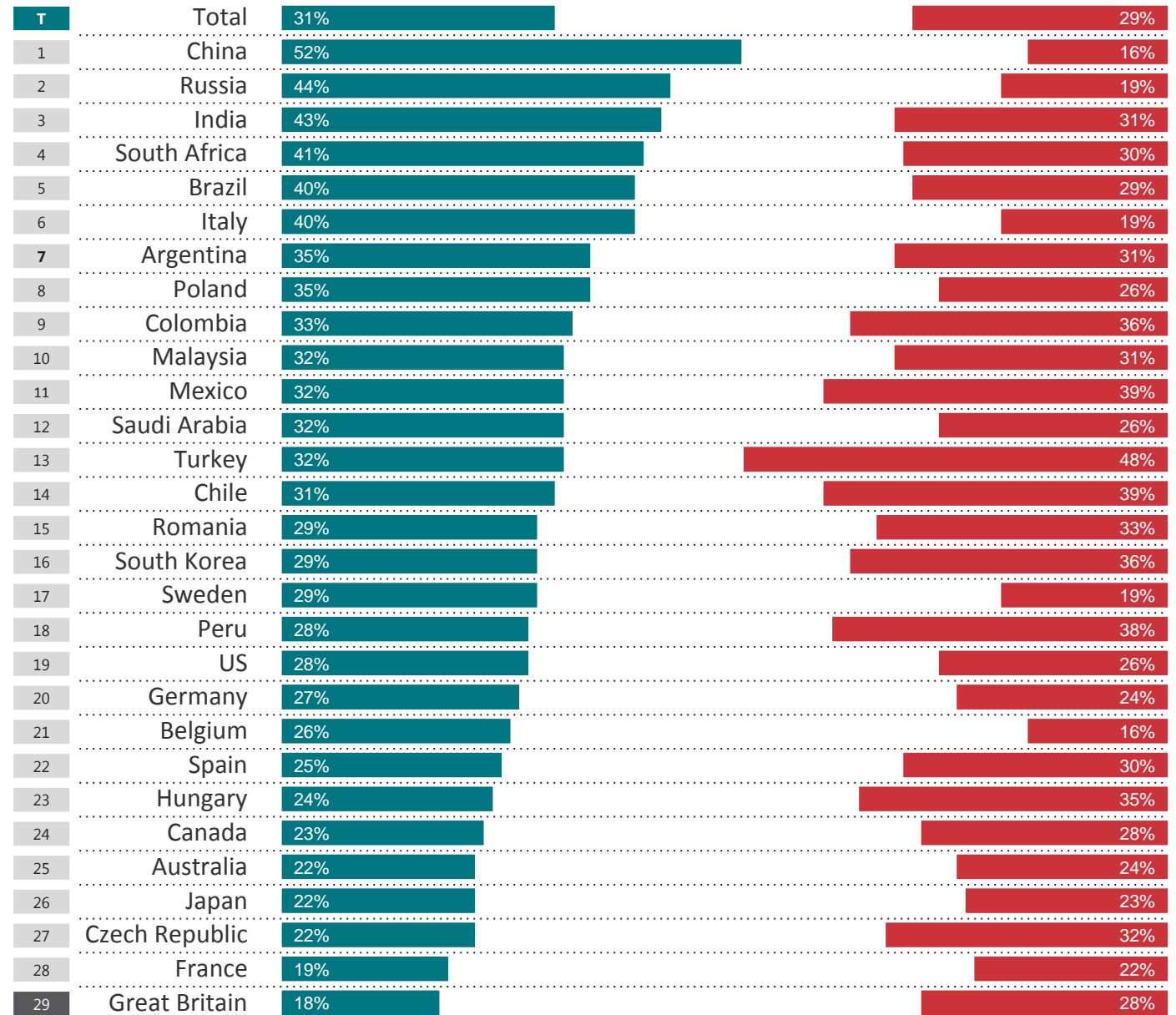
Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

# IMPACT OF MEDIA ON FEELINGS ABOUT OLD AGE

## KEY:



 TV, film and advertising make old age seem exciting and full of potential

 TV, film and advertising make old age seem depressing, with limited opportunities

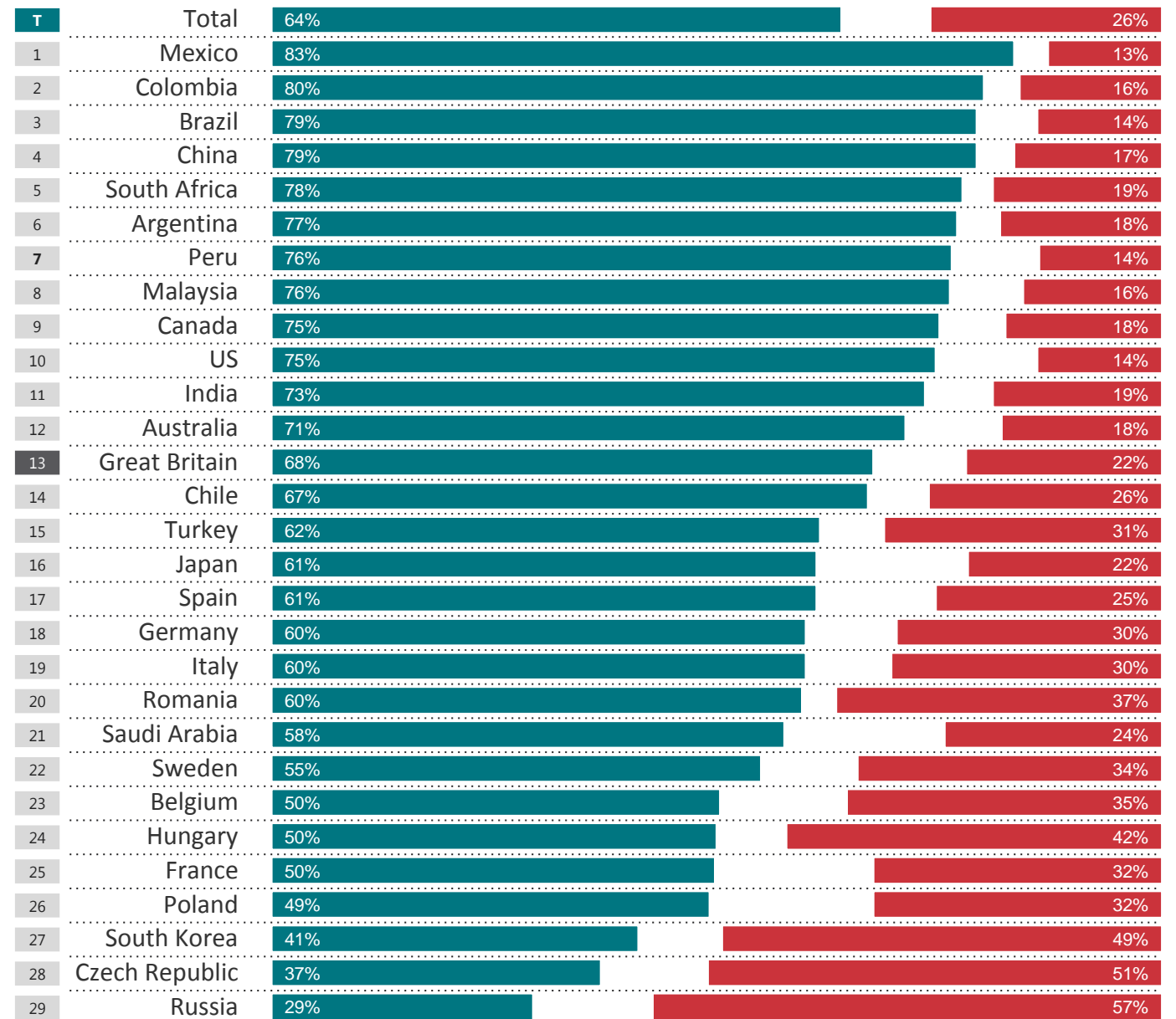


# PREPARENESS FOR OLD AGE

% who feel it is possible to prepare for old age, or not

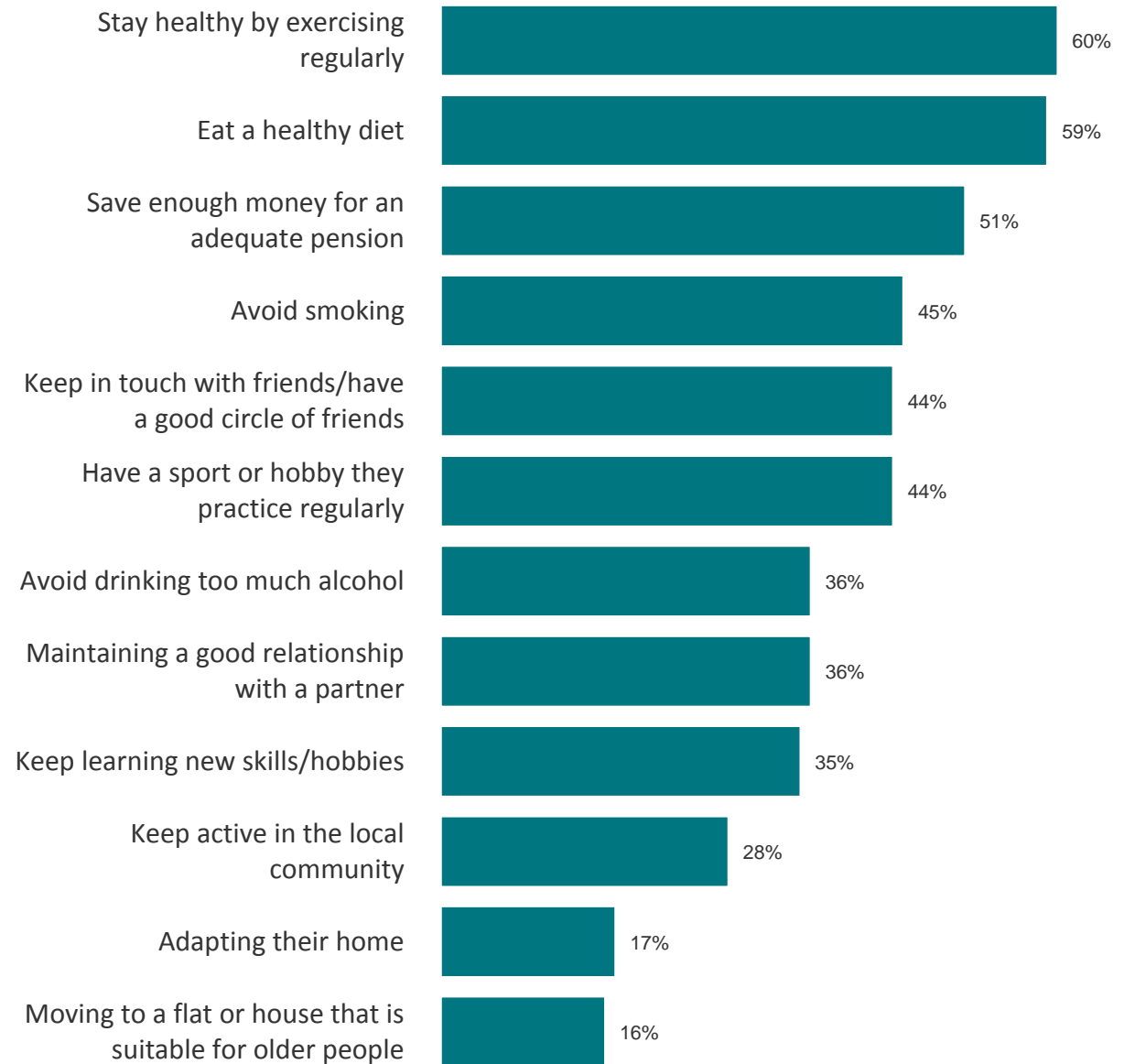
**KEY:**  
 Prepared  
 Unprepared

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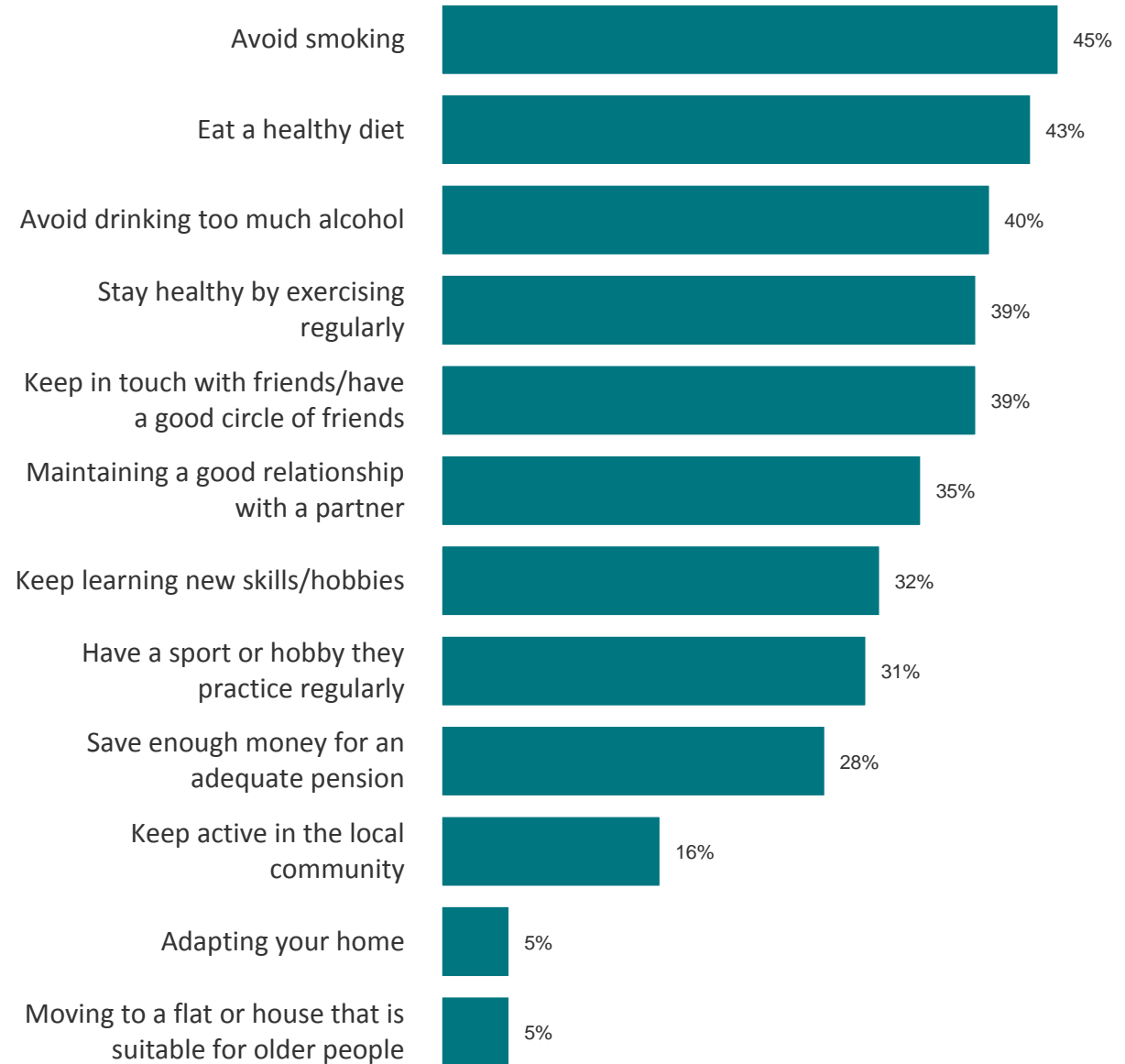
Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

# HOW SHOULD WE PREPARE FOR OLD AGE





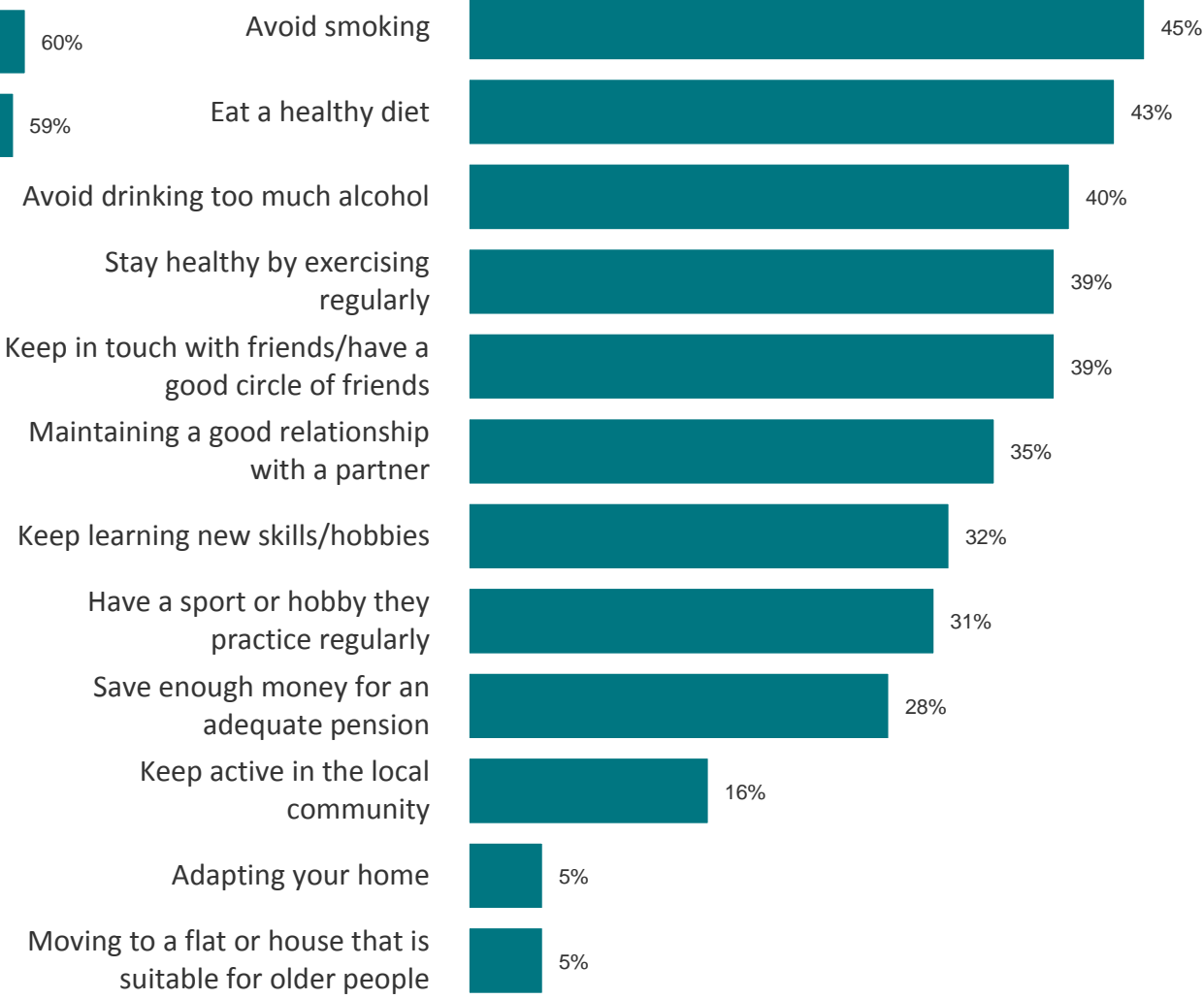
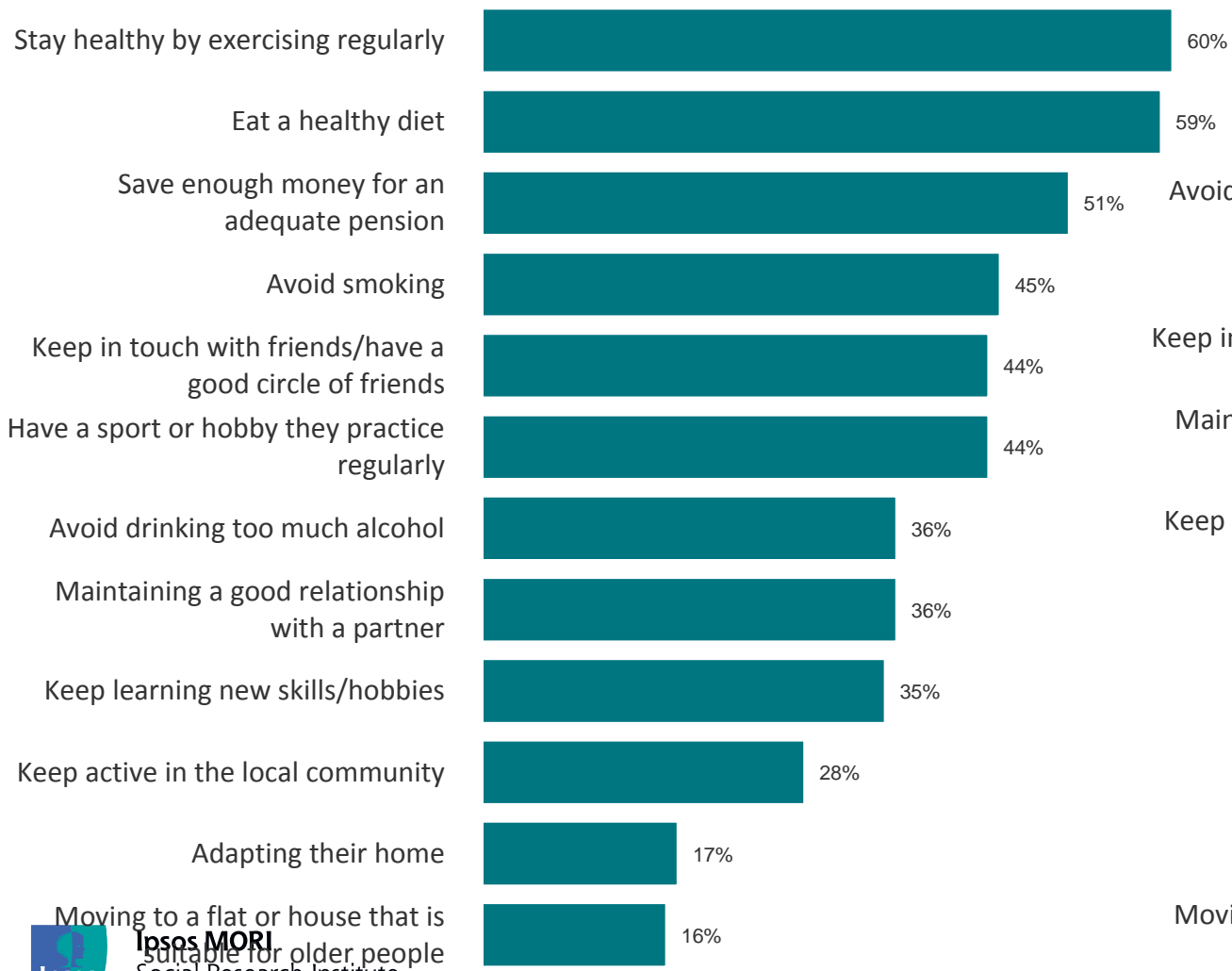
# WHAT DO WE DO TO PREPARE FOR OLD AGE



# WHAT SHOULD WE DO TO PREPARE FOR OLD AGE

VS

# WHAT WE ARE ACTUALLY DOING



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Base: 19,398 adults aged 16-64, online, 24th August – 7th September 2018