

# THE PERENNIALS



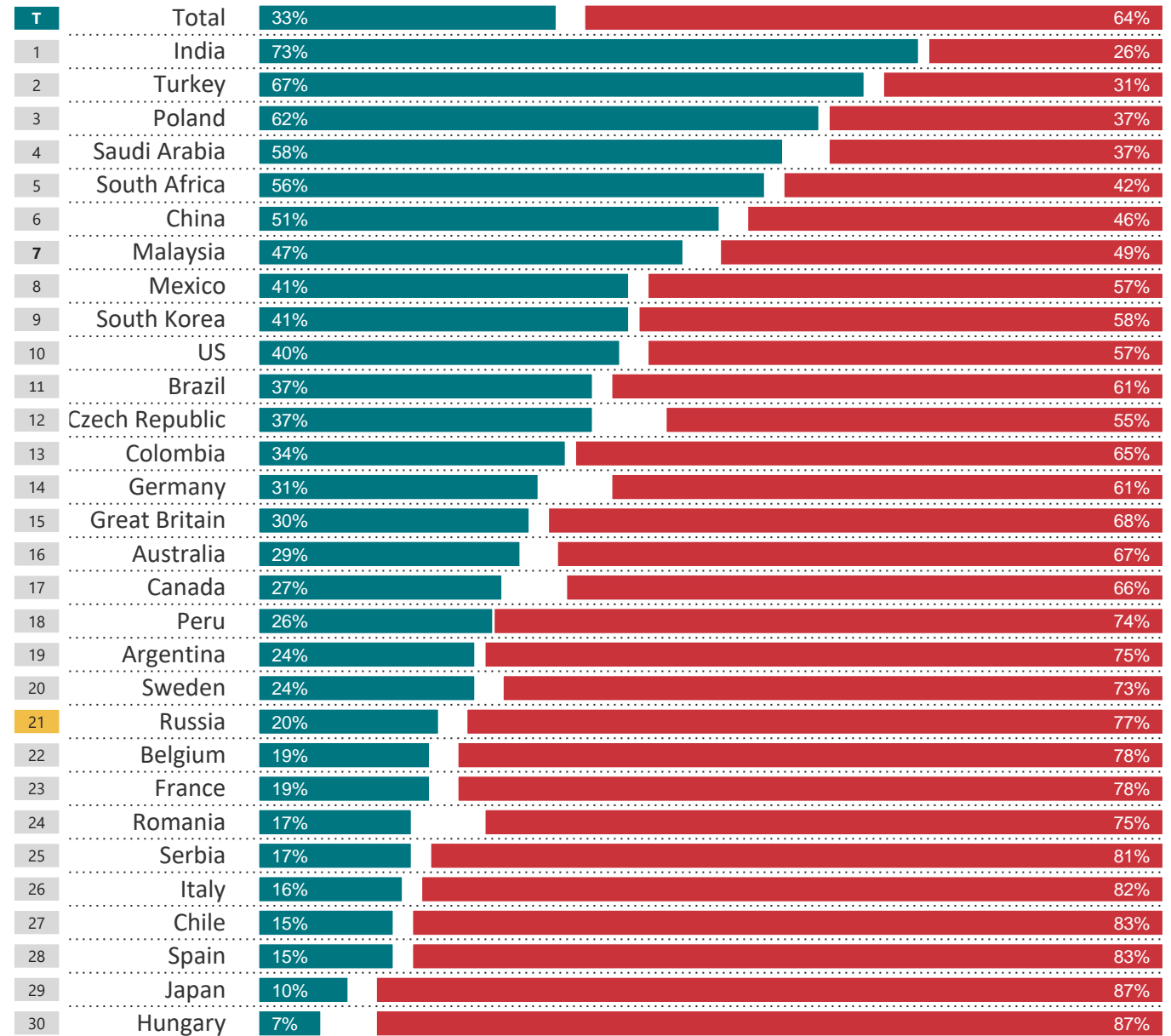
The future  
of ageing

# 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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Social Research Institute



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

**KEY:**

Agree 2016

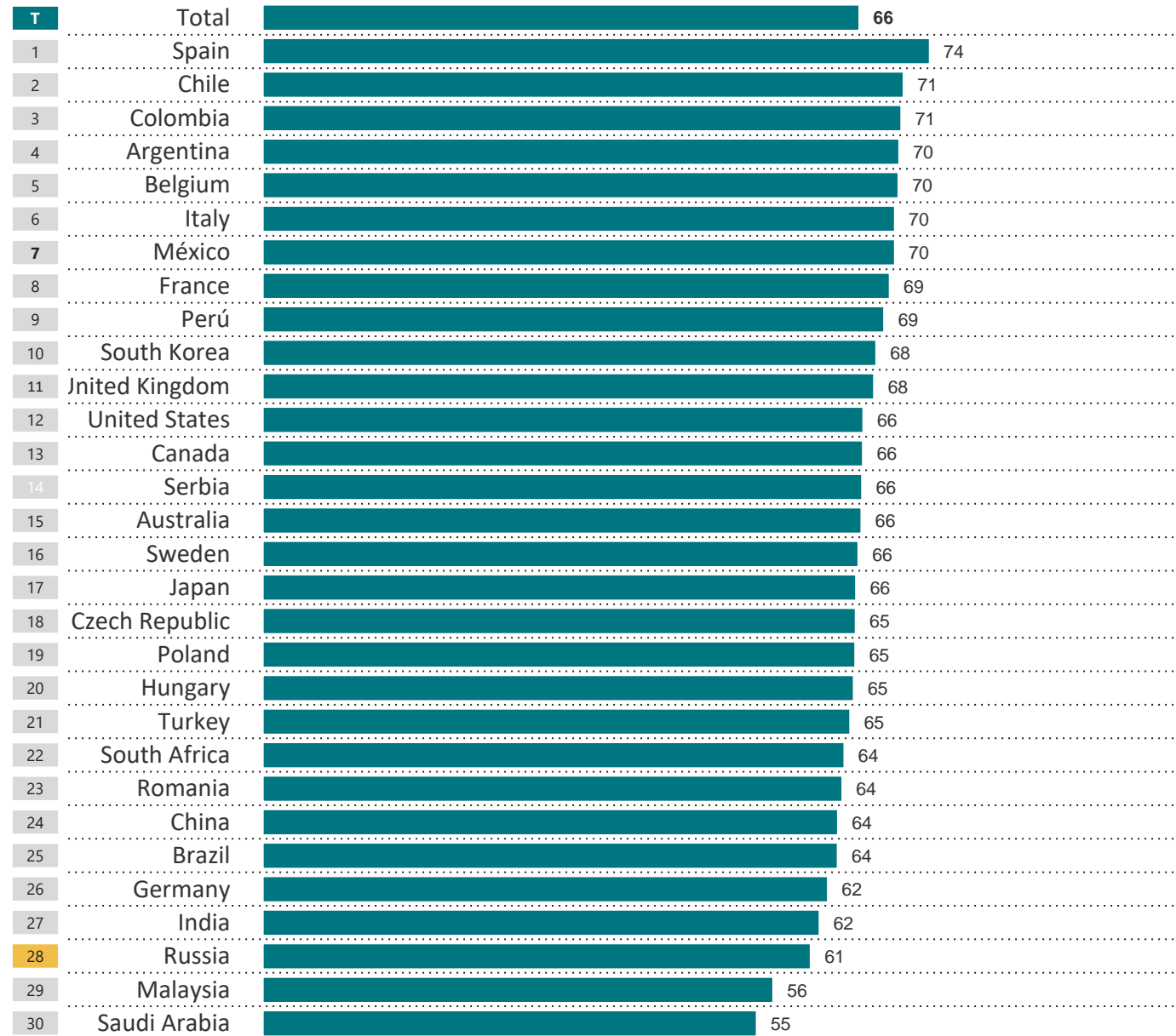
Disagree 2016

Agree 2014

Disagree 2014



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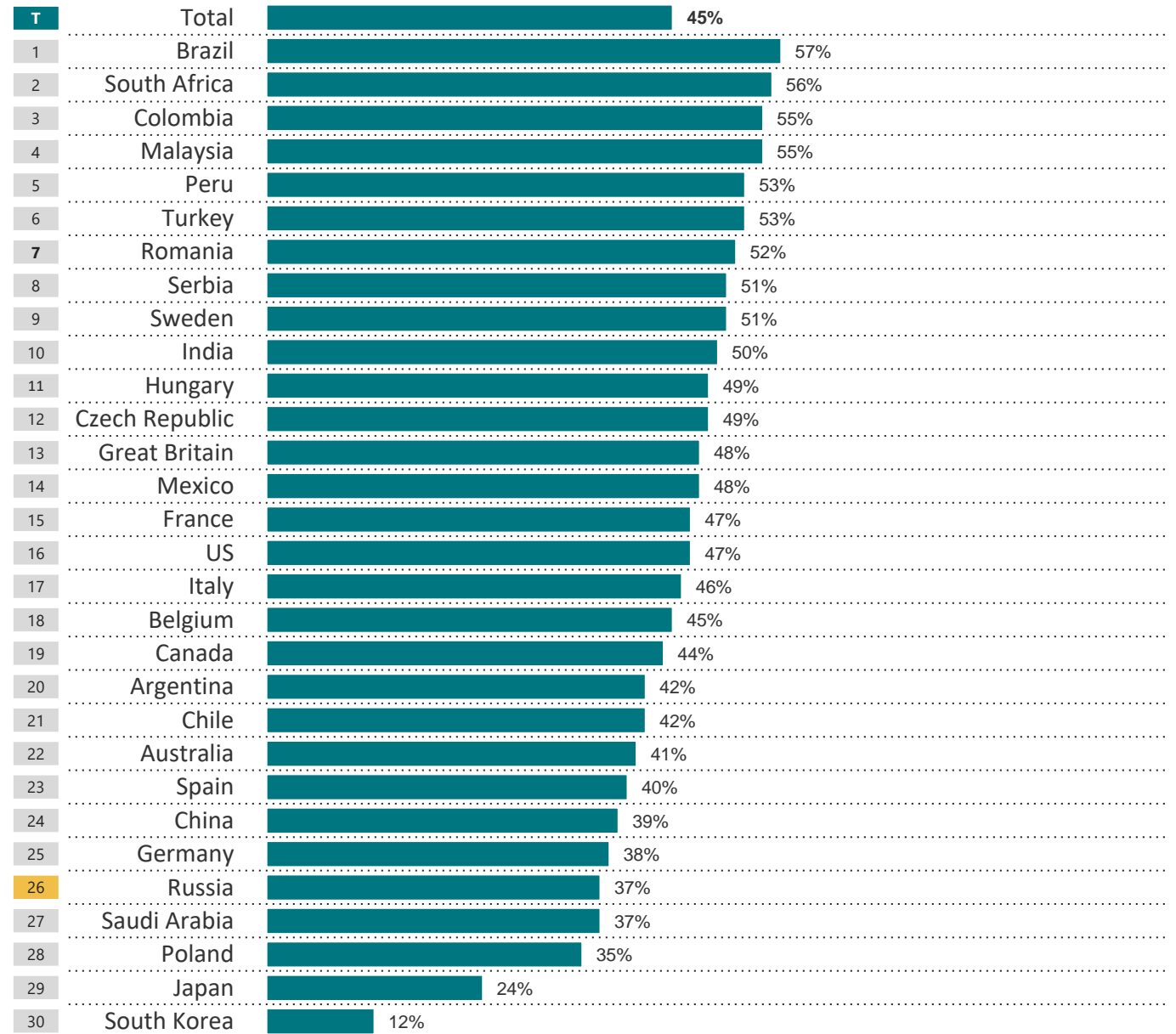


Base: 18,262 adults aged 16-64 in 30 countries, online, 24th August – 7th September 2018

# VARIATION IN AGE

# OF FRIENDS

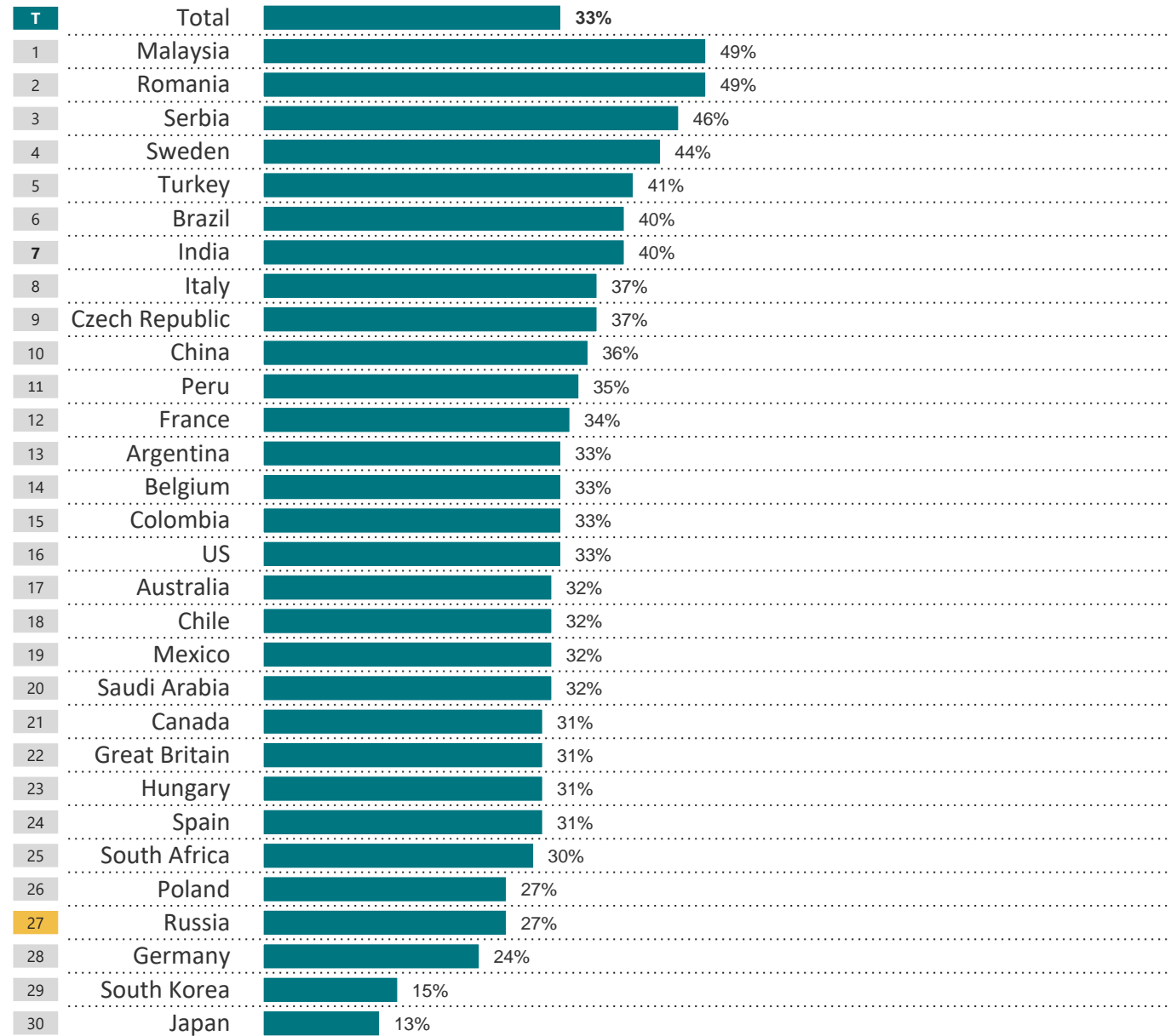
% who have friends who are 15 years older than them



# VARIATION IN AGE

# OF FRIENDS

% who have friends who are 15 years younger than them



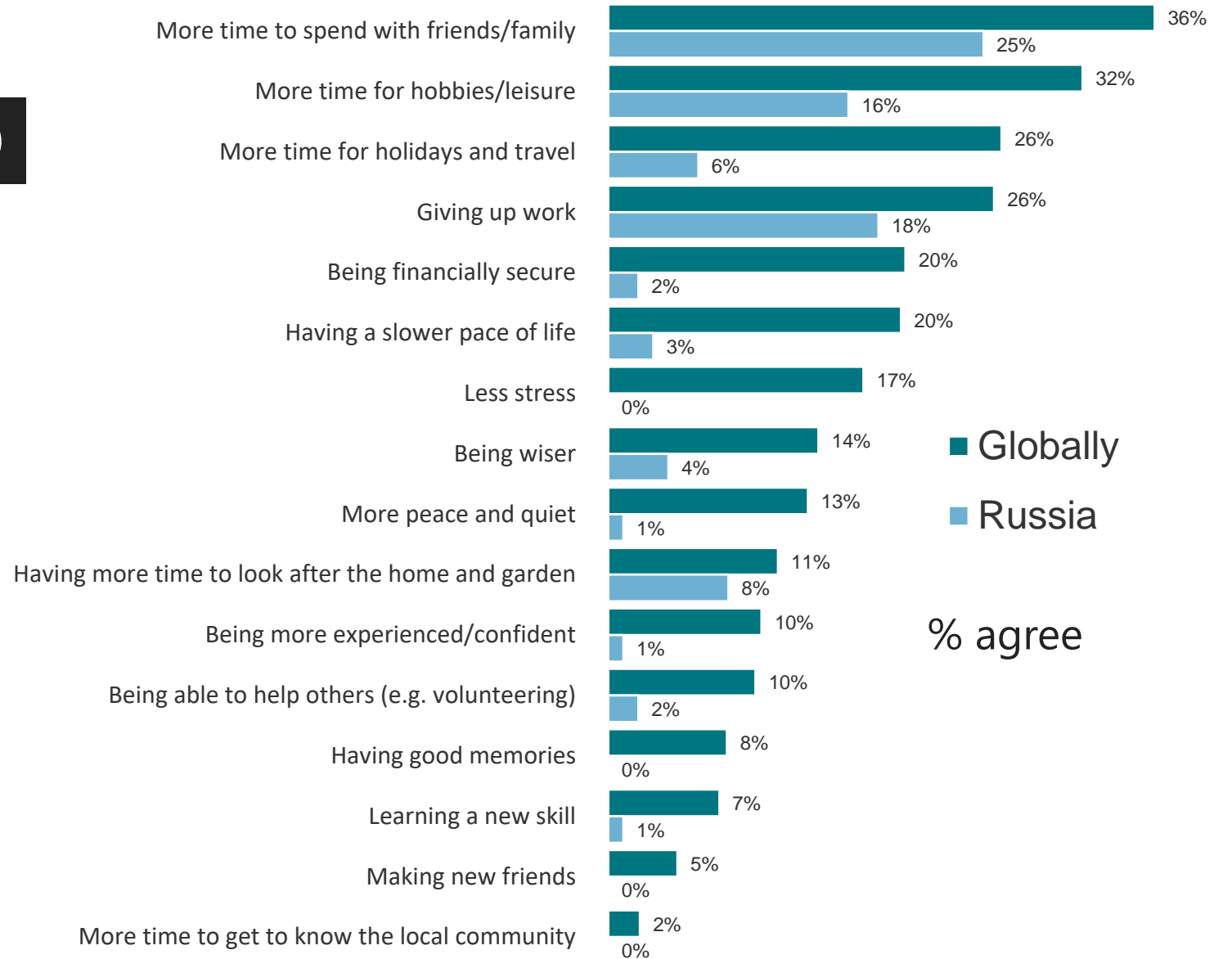
# WHAT'S BEST

# ABOUT GETTING OLD

which two / three of the following

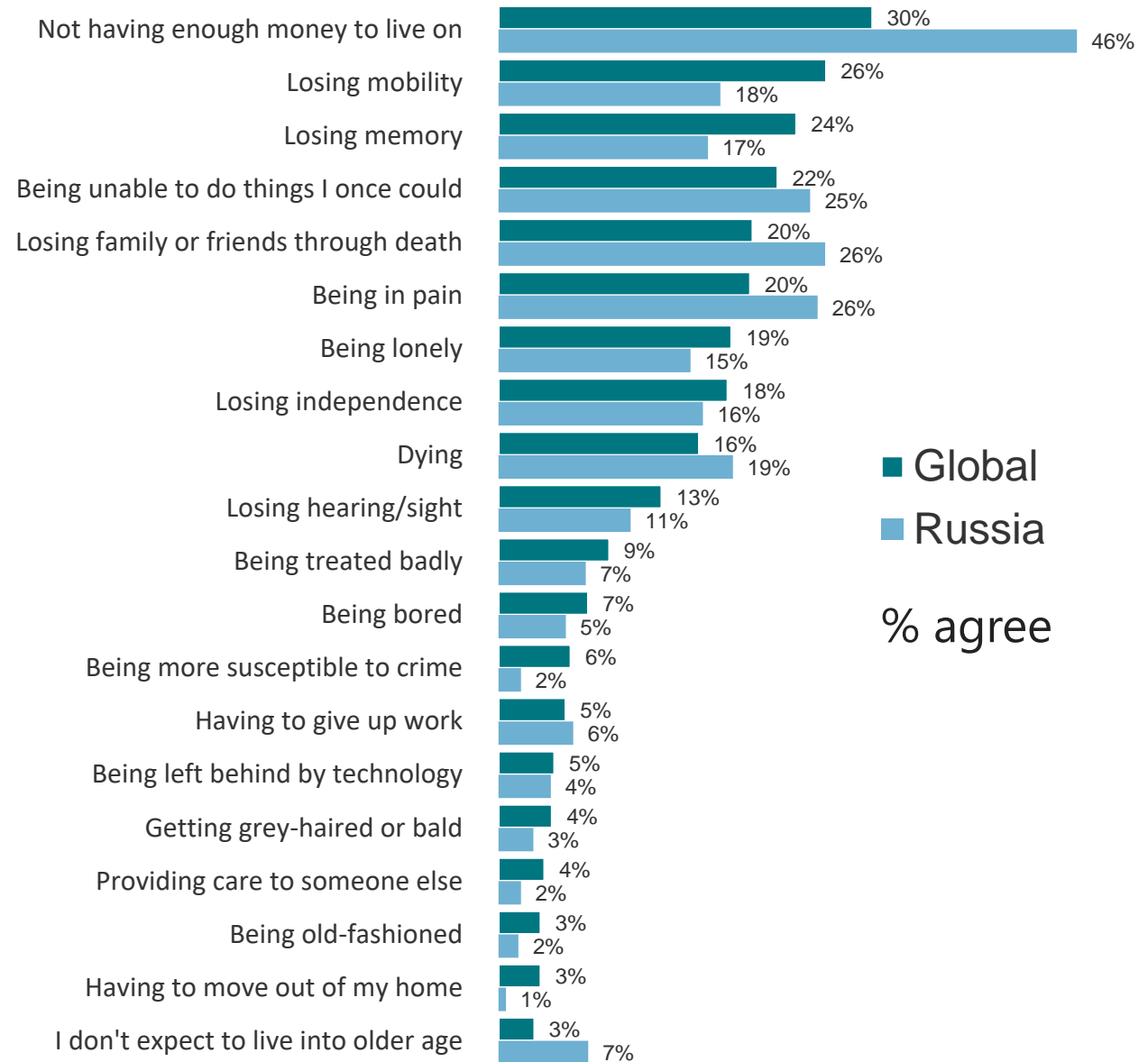
best describe the good things

about getting old



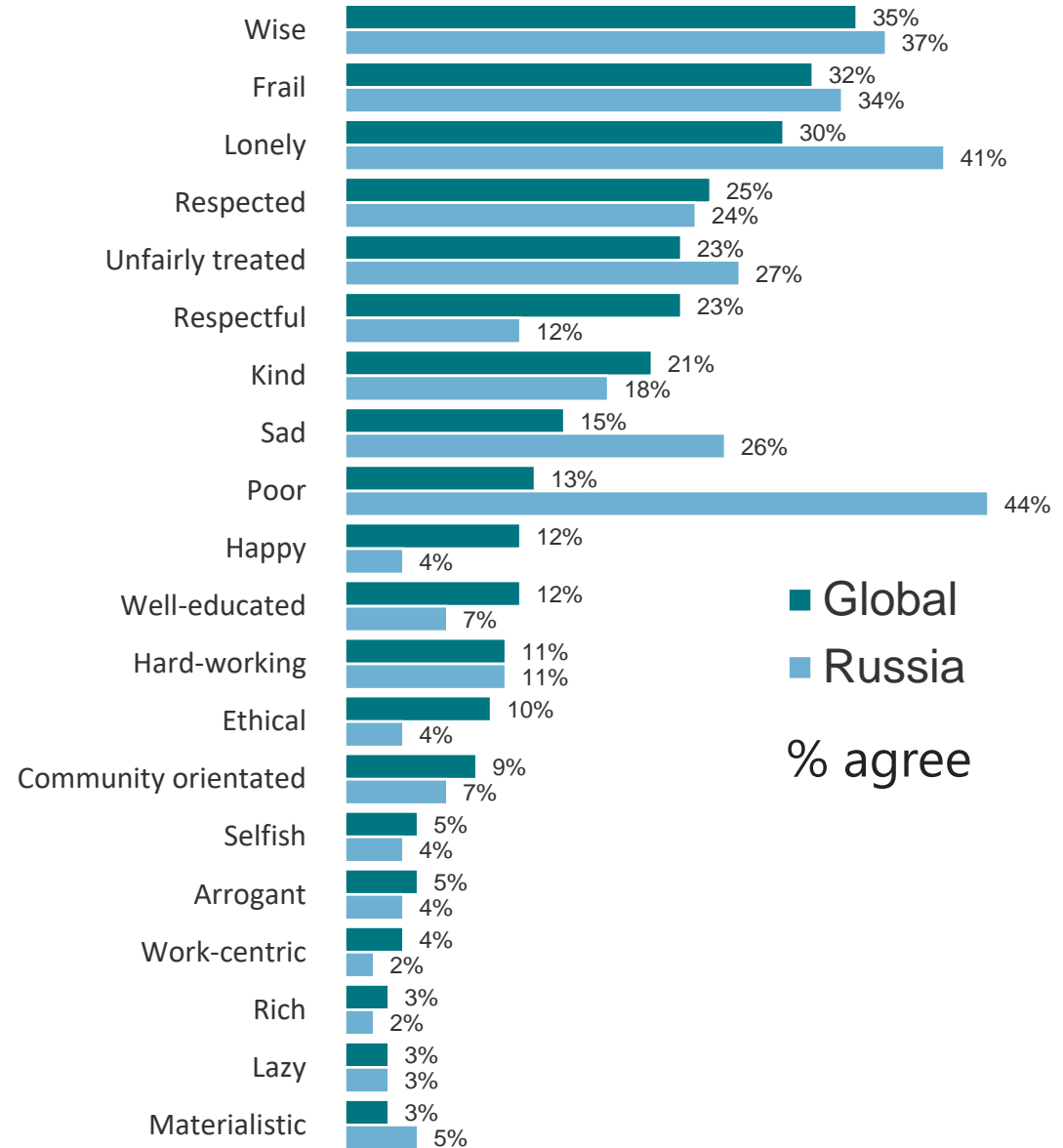
# WHAT'S THE WORST THING ABOUT GETTING OLD

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



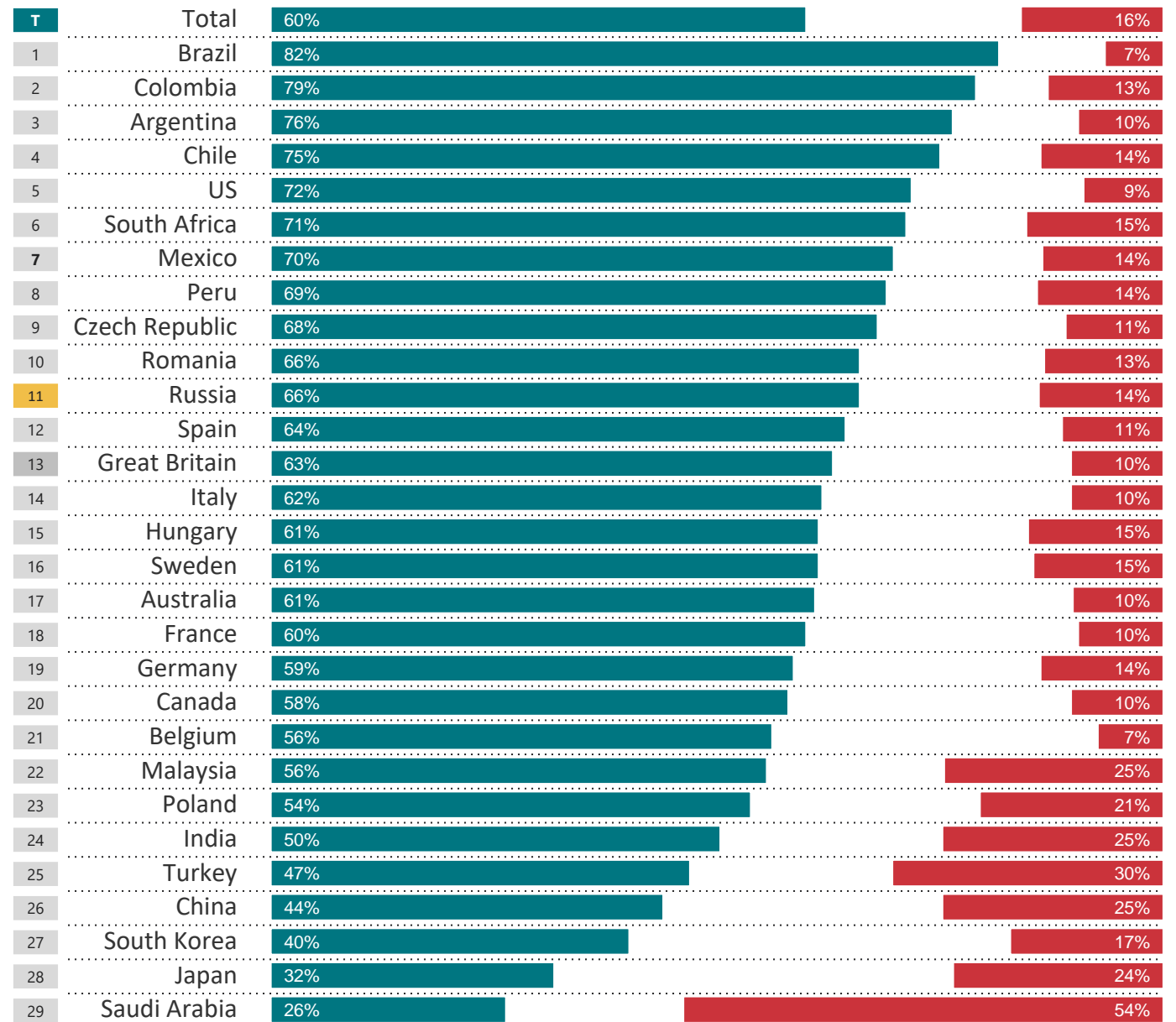


# LACK OF RESPECT TOWARDS THE ELDERLY

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

**KEY:**  
 Agree  
 Disagree

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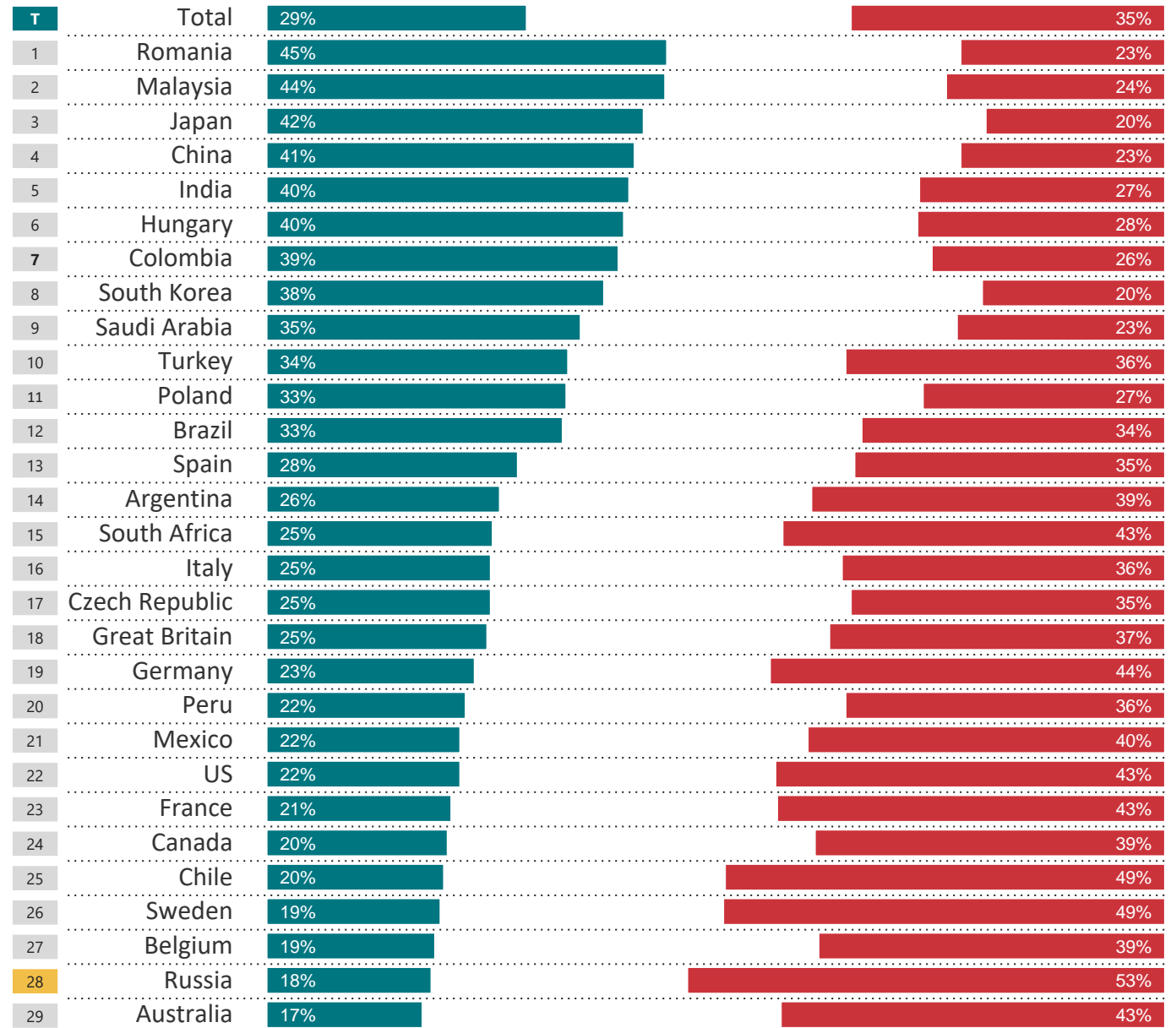
Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

# POLITICAL CLOUT OF THE ELDERLY

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

**KEY:**  
■ Agree  
■ Disagree



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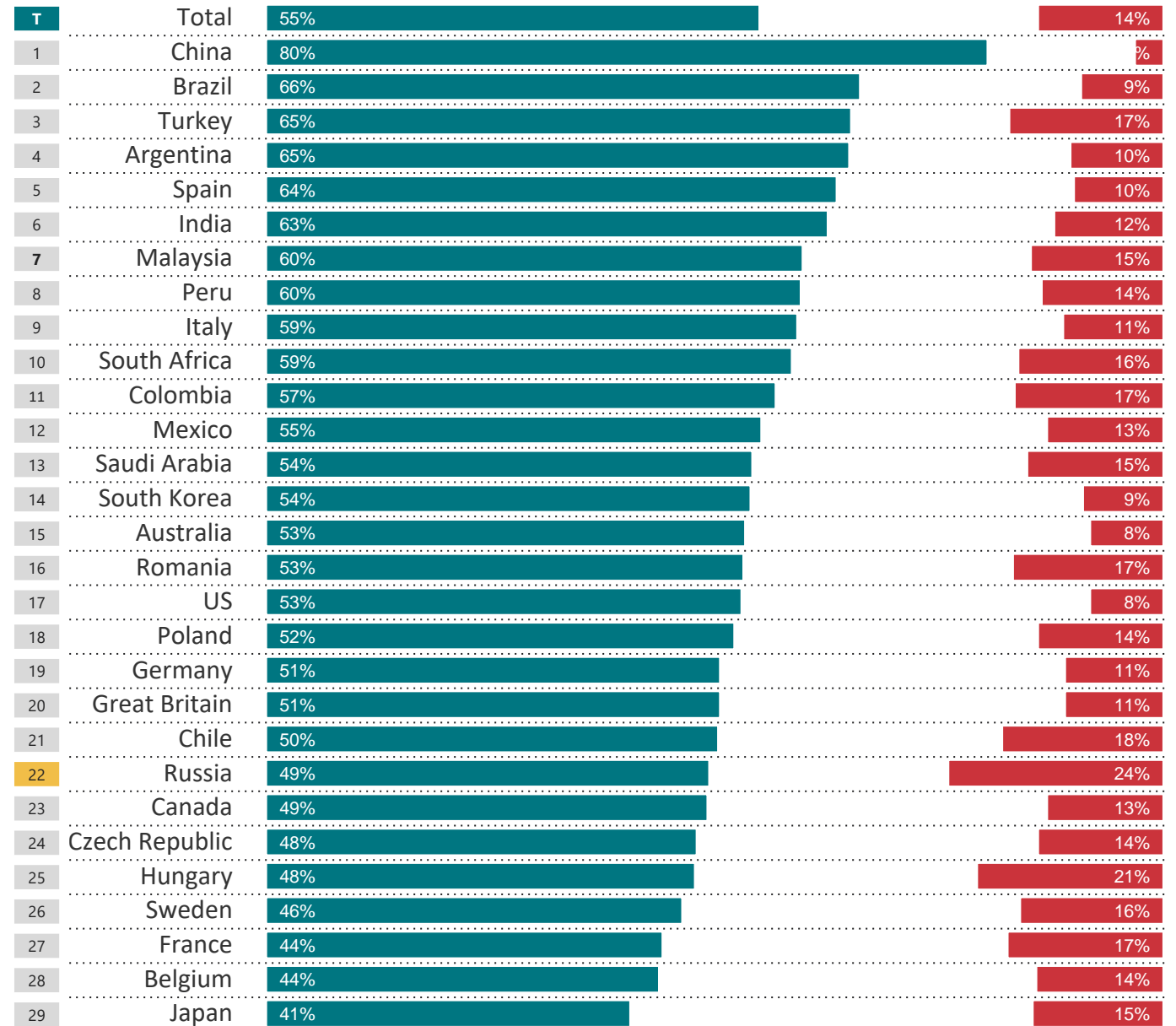
Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

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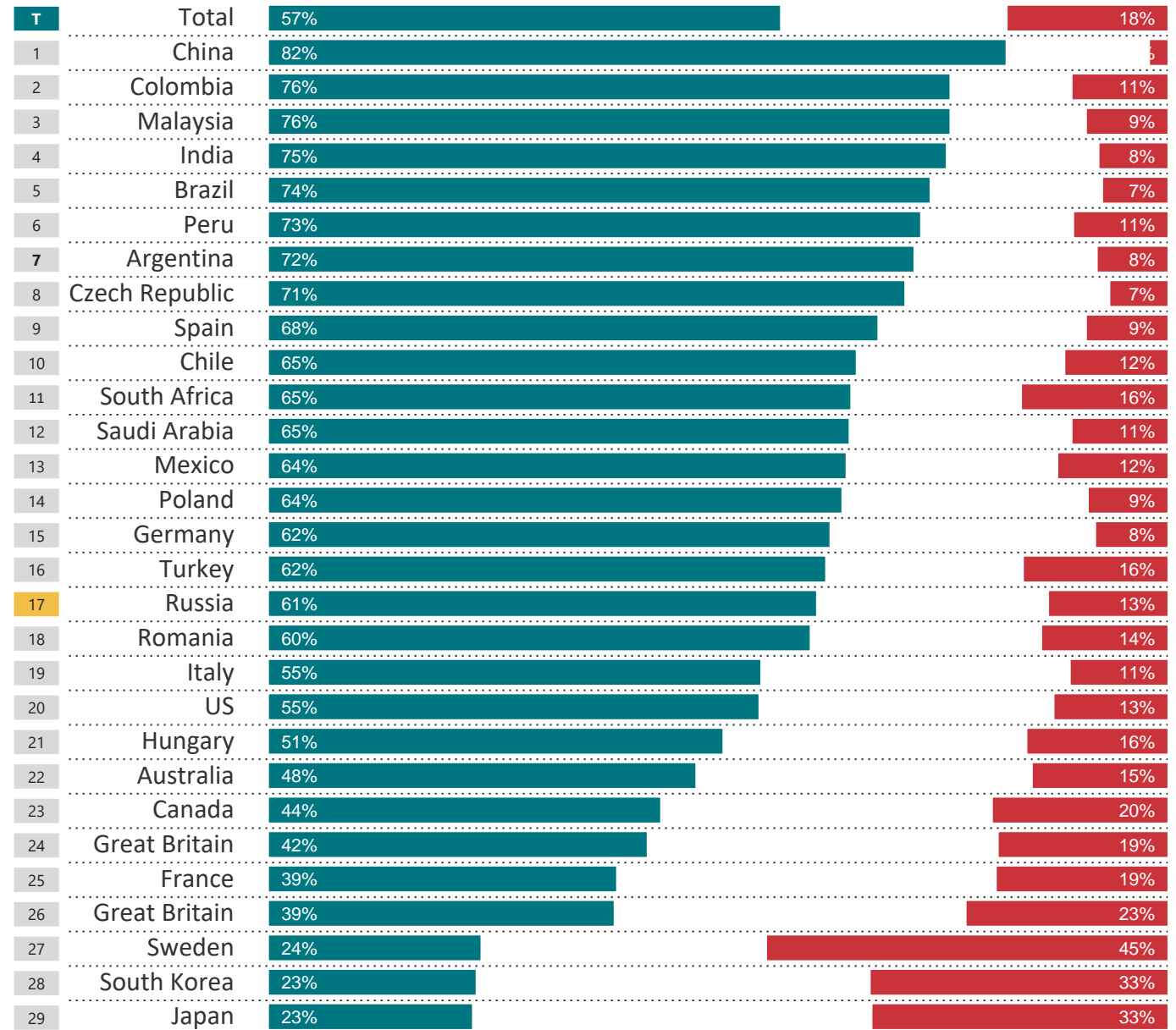
Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

# 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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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:**

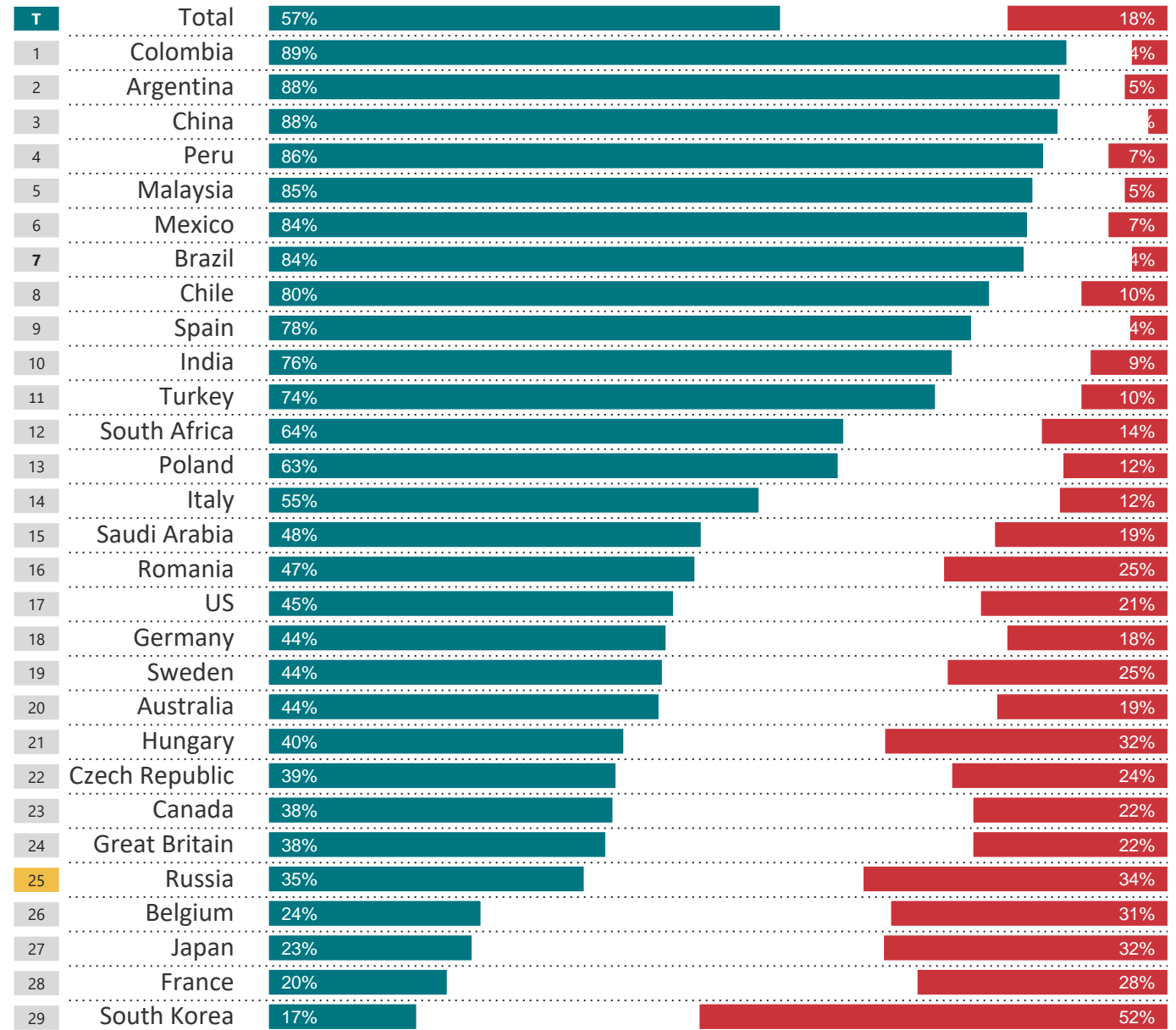
Agree



Disagree





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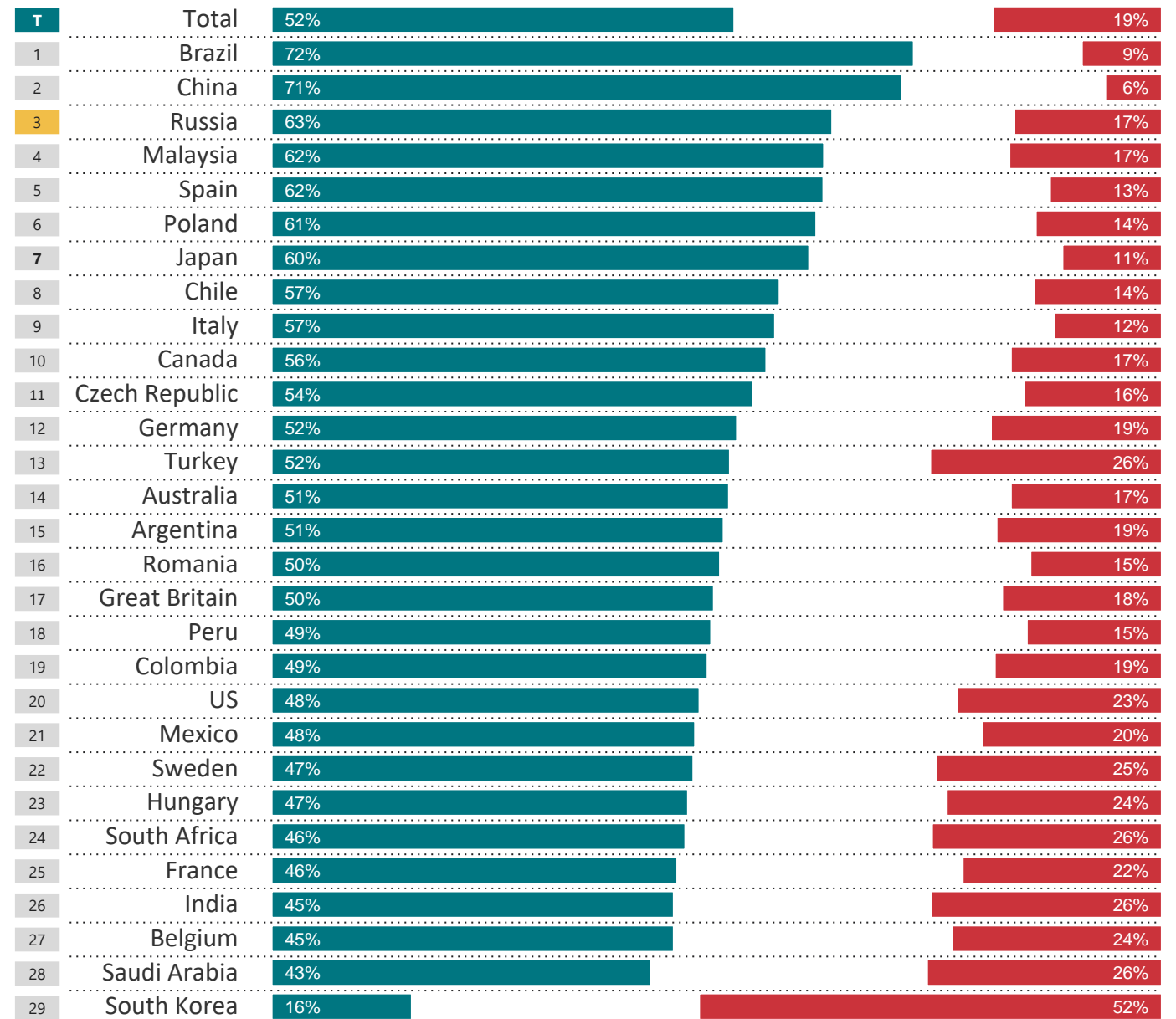
Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

# DO WE WORRY ABOUT GETTING OLD?

% Who worry about old age

**KEY:**  
 Agree  
 Disagree

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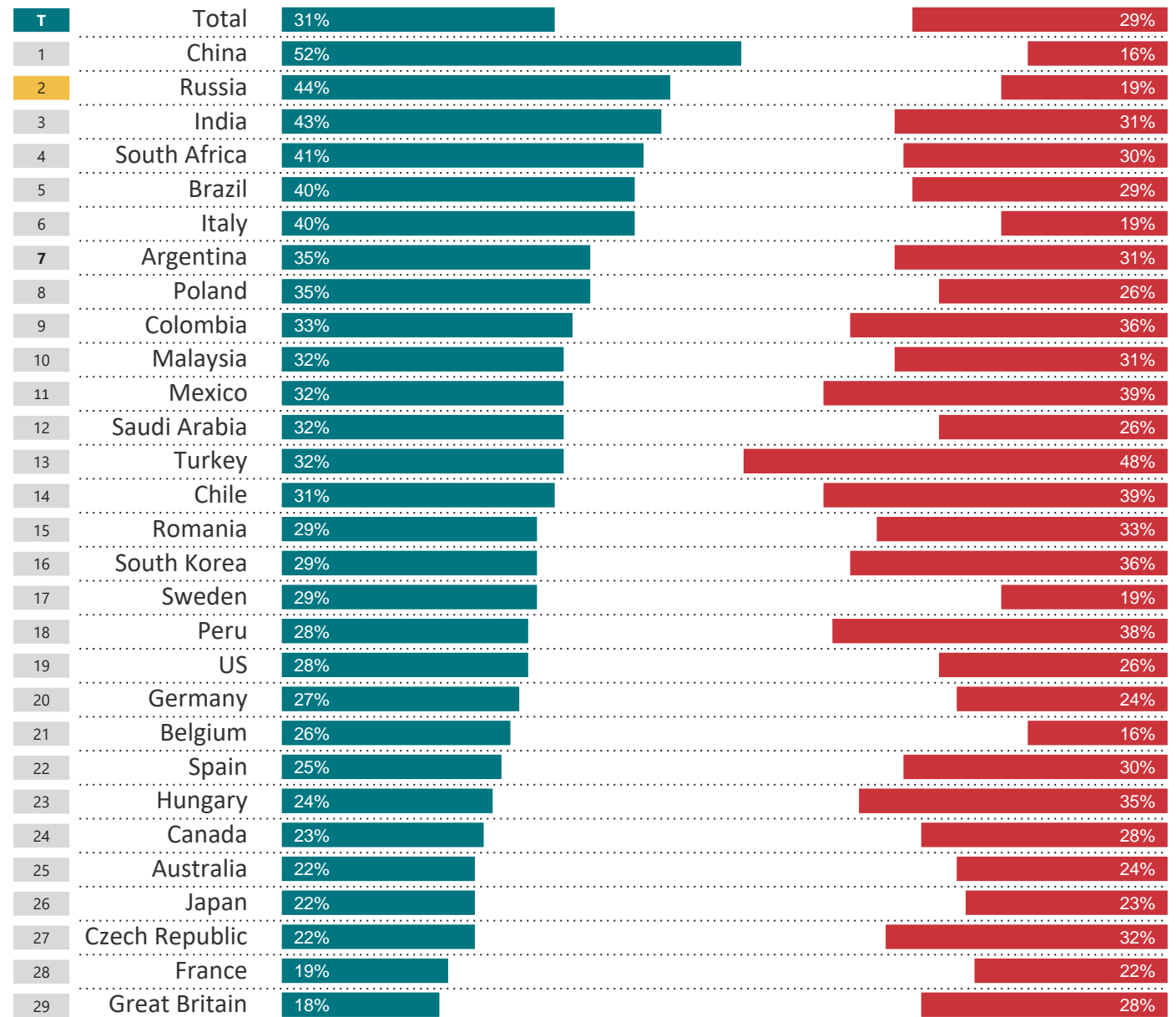
Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

# 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

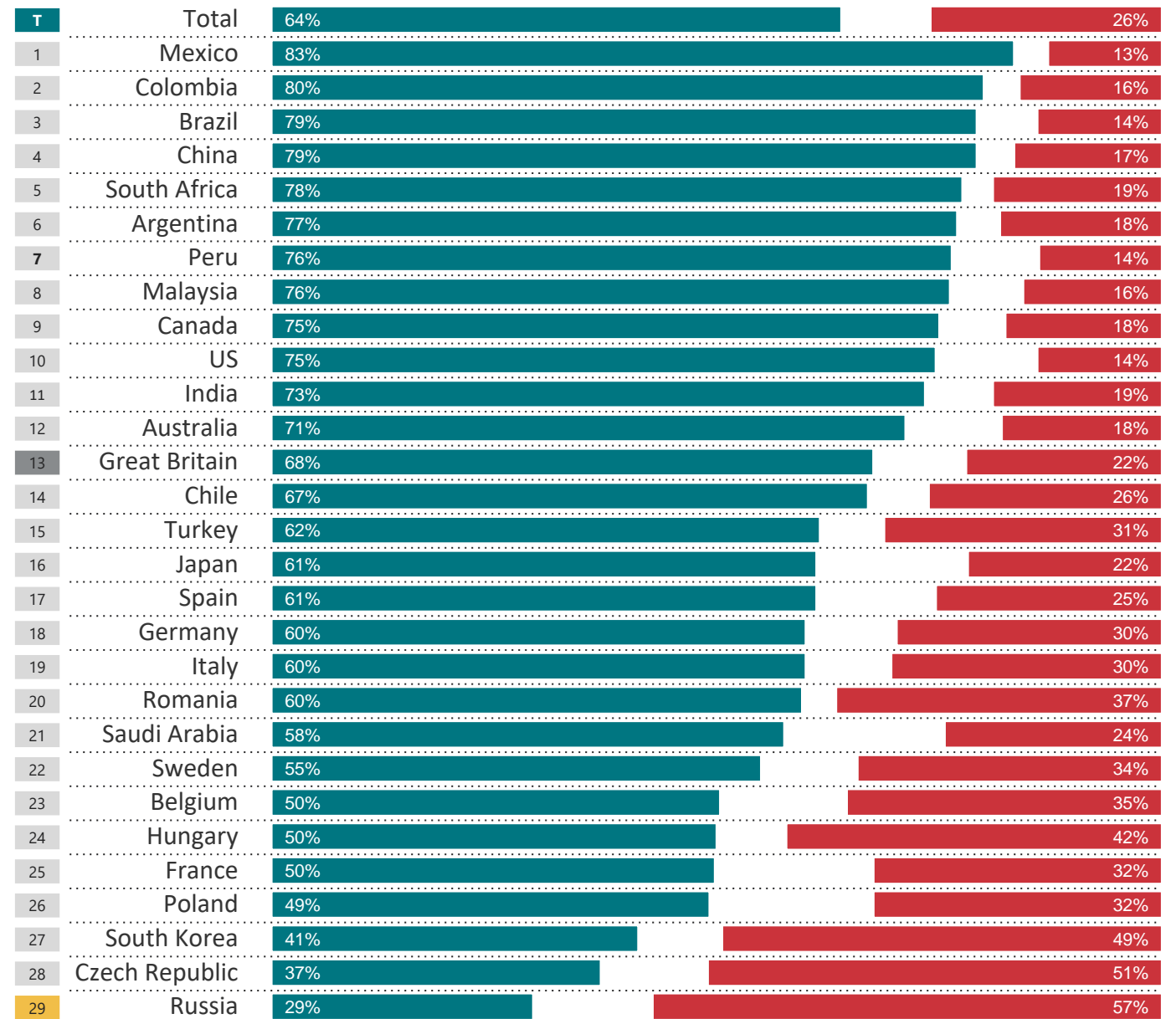


# PREPARENESS FOR OLD AGE

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

**KEY:**  
 Prepared  
 Unprepared

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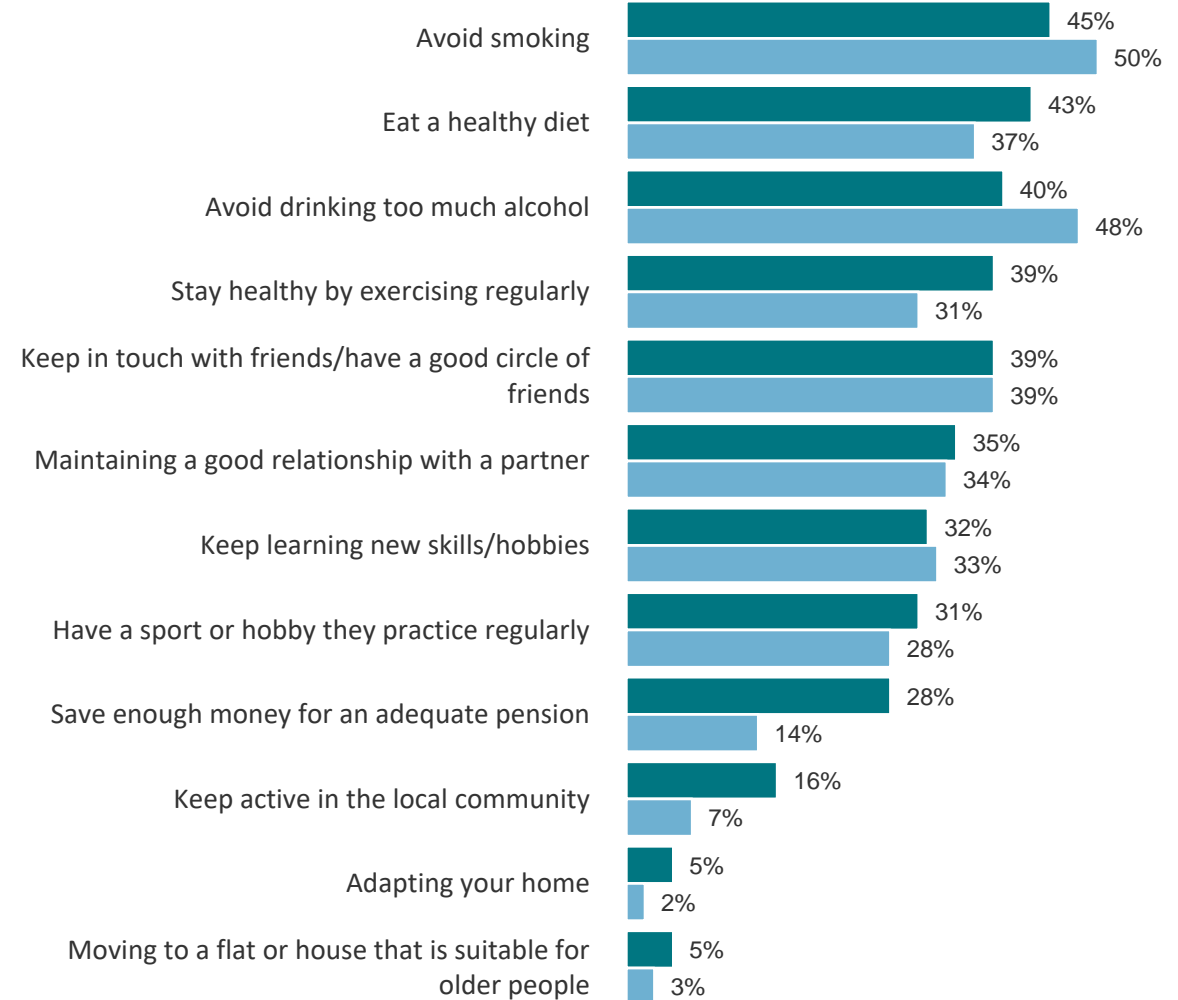
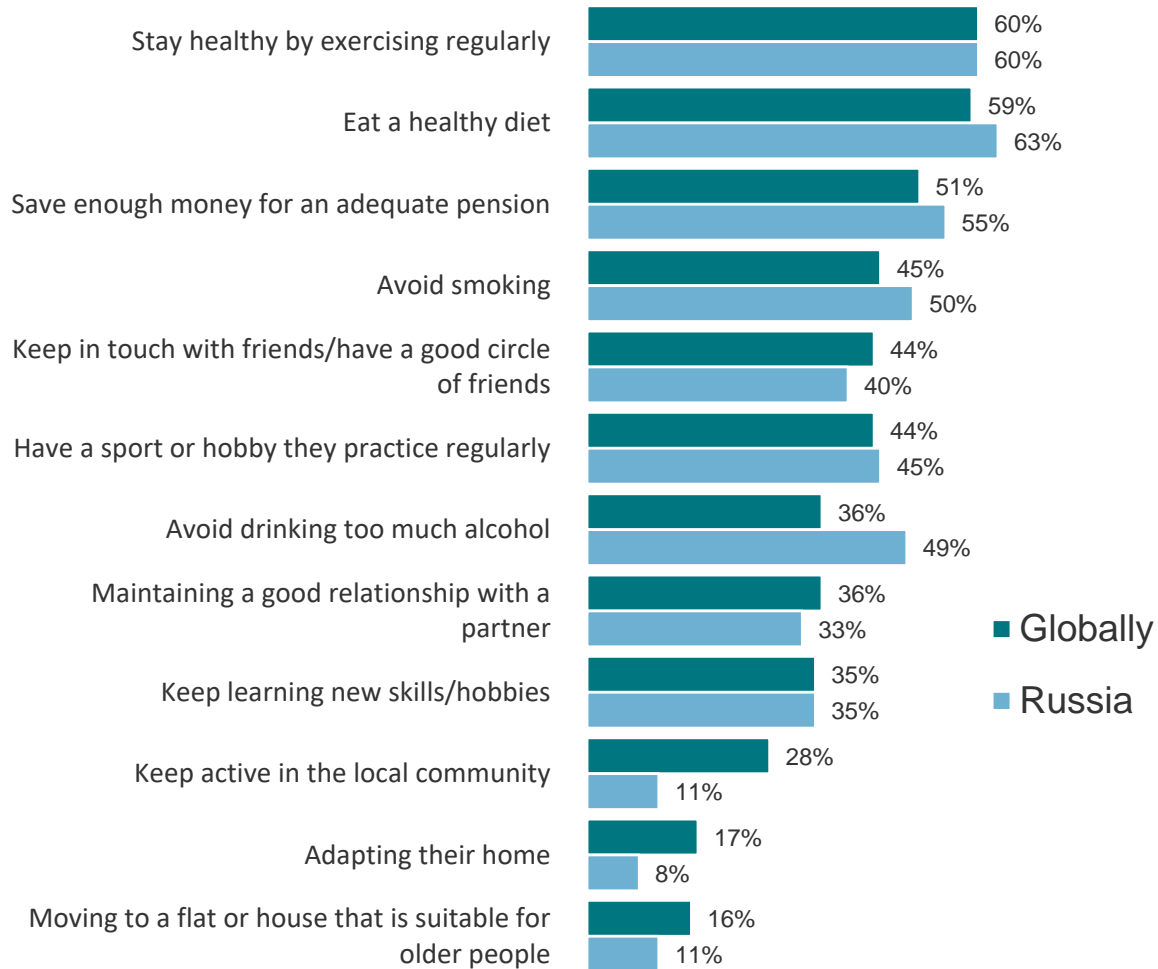
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# WHAT SHOULD WE DO TO PREPARE FOR OLD AGE

VS

# WHAT WE ARE ACTUALLY DOING



# THE PERENNIALS



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2019

The future  
of ageing