



Global Advisor

Views on Aging

February 2019



Key Findings

U.S. Findings

- Overall, working-age Americans (18-64) fall slightly above the global average in terms of optimism about aging and are right in line with the average in what age is considered to be old.
- The older working-age Americans get, the more they prioritize spending time with loved ones and de-emphasizing work.
- Working-age Americans are the most worried about not having enough money to live on, being unable to do things they once could, and losing memory.
- The U.S. has one of the highest proportions of people who believe there is a lack of respect toward the elderly, but working-age Americans are less inclined to believe that the elderly lack political clout.

Global Findings

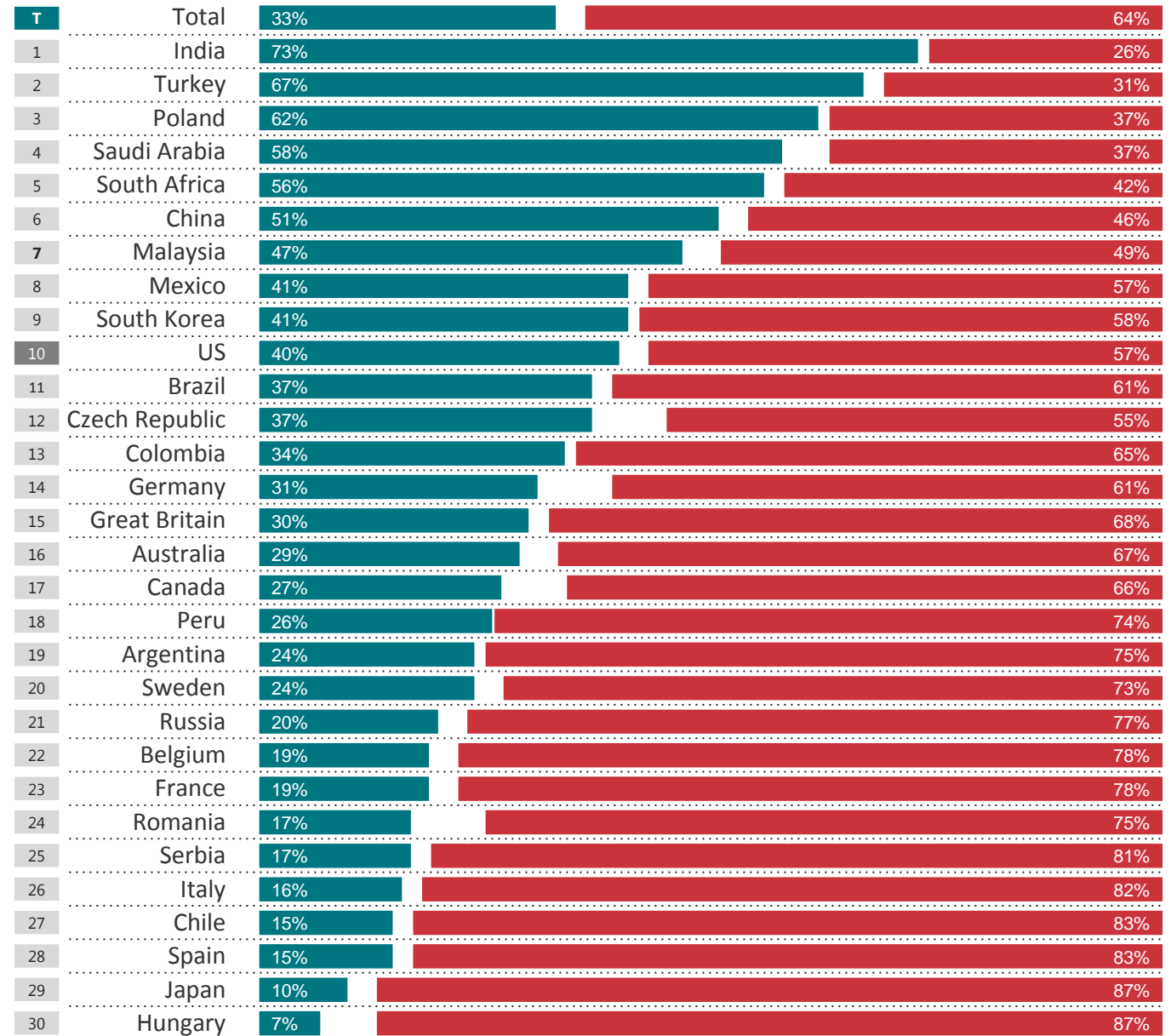
- Globally, only a third are looking forward to old age, although there is considerable variation between surveyed countries.
- The global average for when we think old age begins is at 66, although this number varies according to respondent age; younger people believe it happens earlier while older people believe old age happens later.
- A majority expect to be fit and healthy in old age and believe it is possible for people to prepare for old age.



OPTIMISM OF AGING

% who are looking forward
to old age

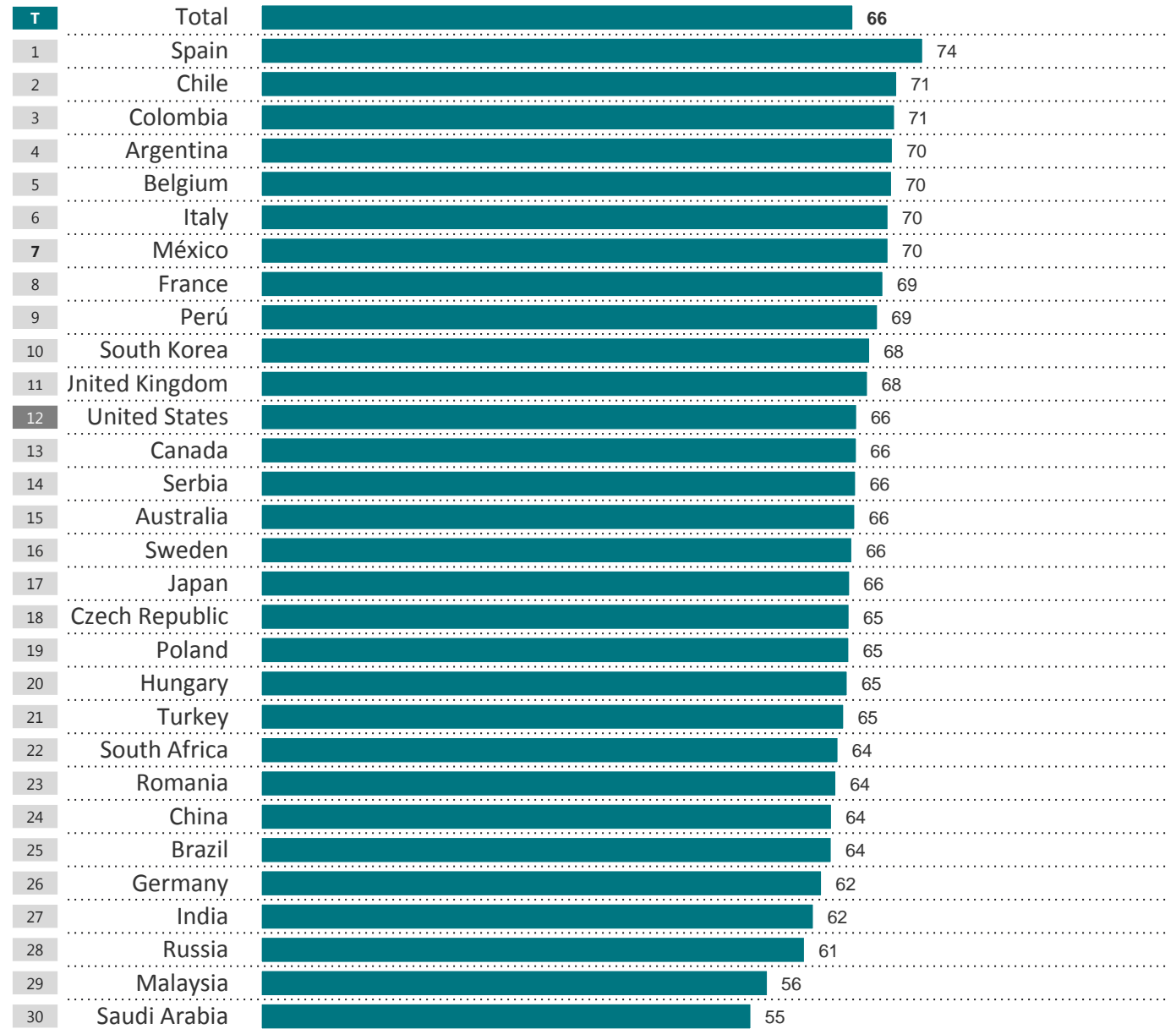
KEY:
■ A great deal/fair amount
■ Not very much/not at all



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



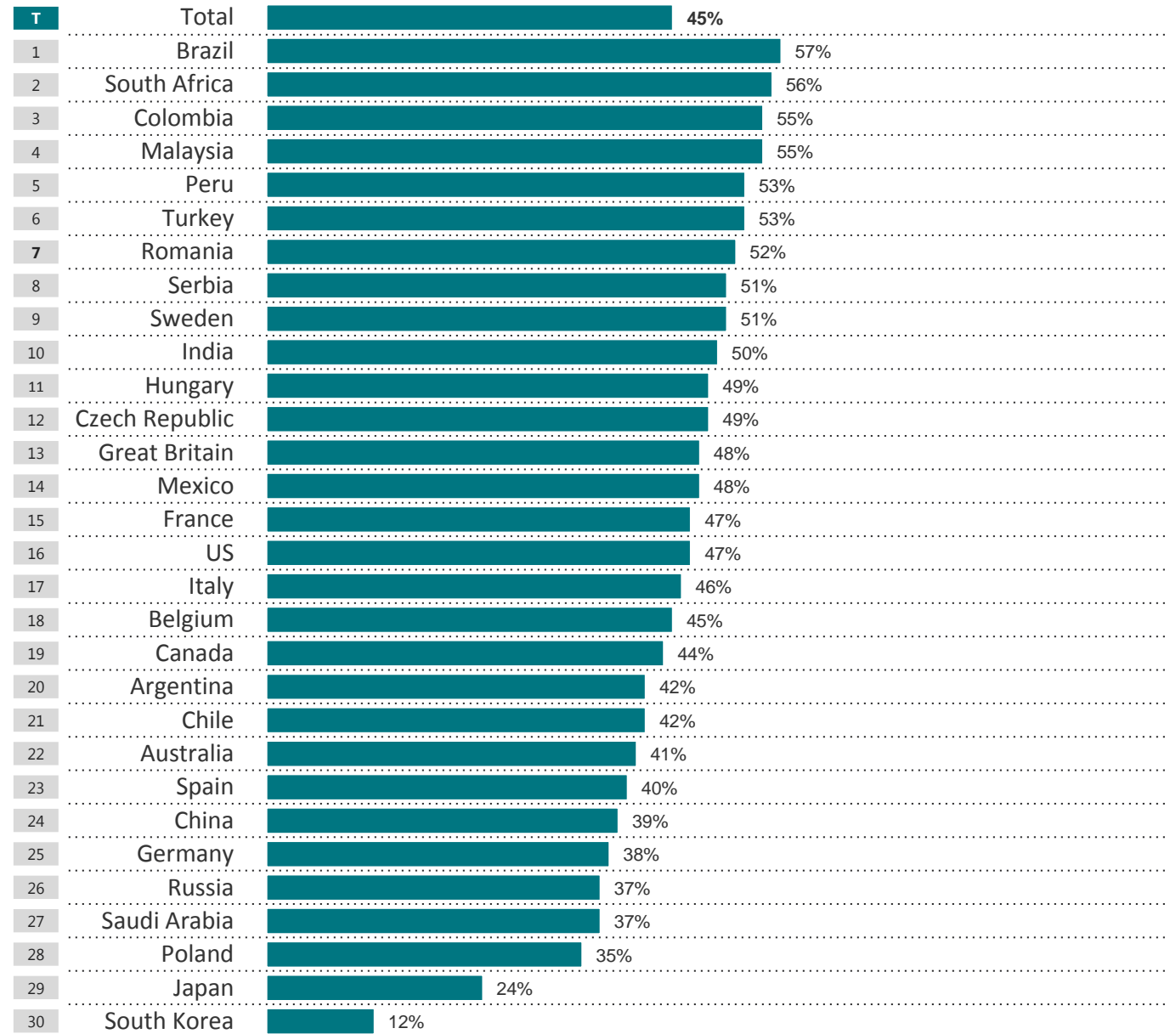
Base: 18,262 adults aged 16-64 in 30 countries, online, 24th August – 7th September 2018



VARIATION IN AGE

OF FRIENDS

% who have friends who are 15 years older than them



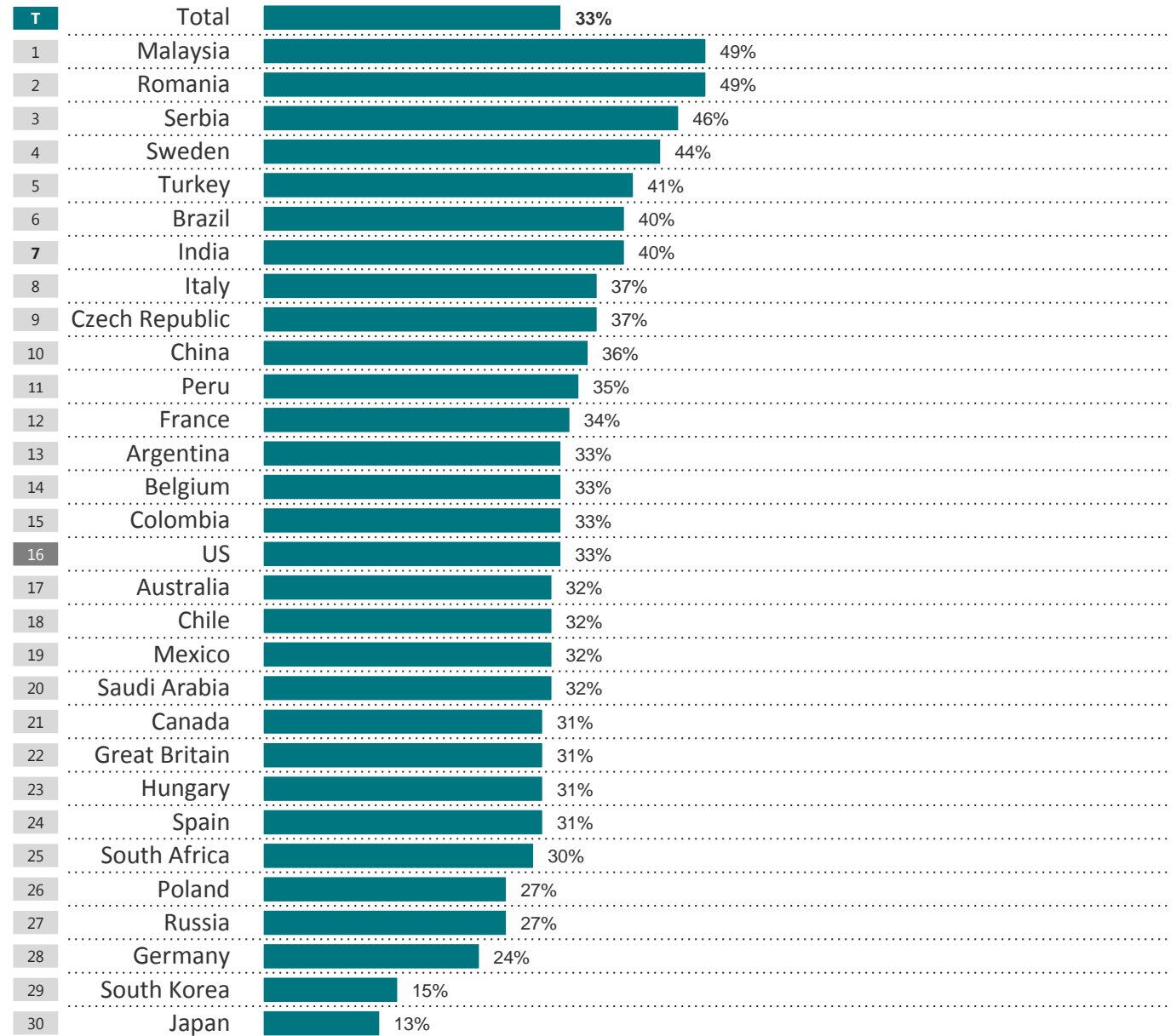
Base: 20,788 adults aged 16-64 in 30 countries, online, 24th August – 7th September 2018



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

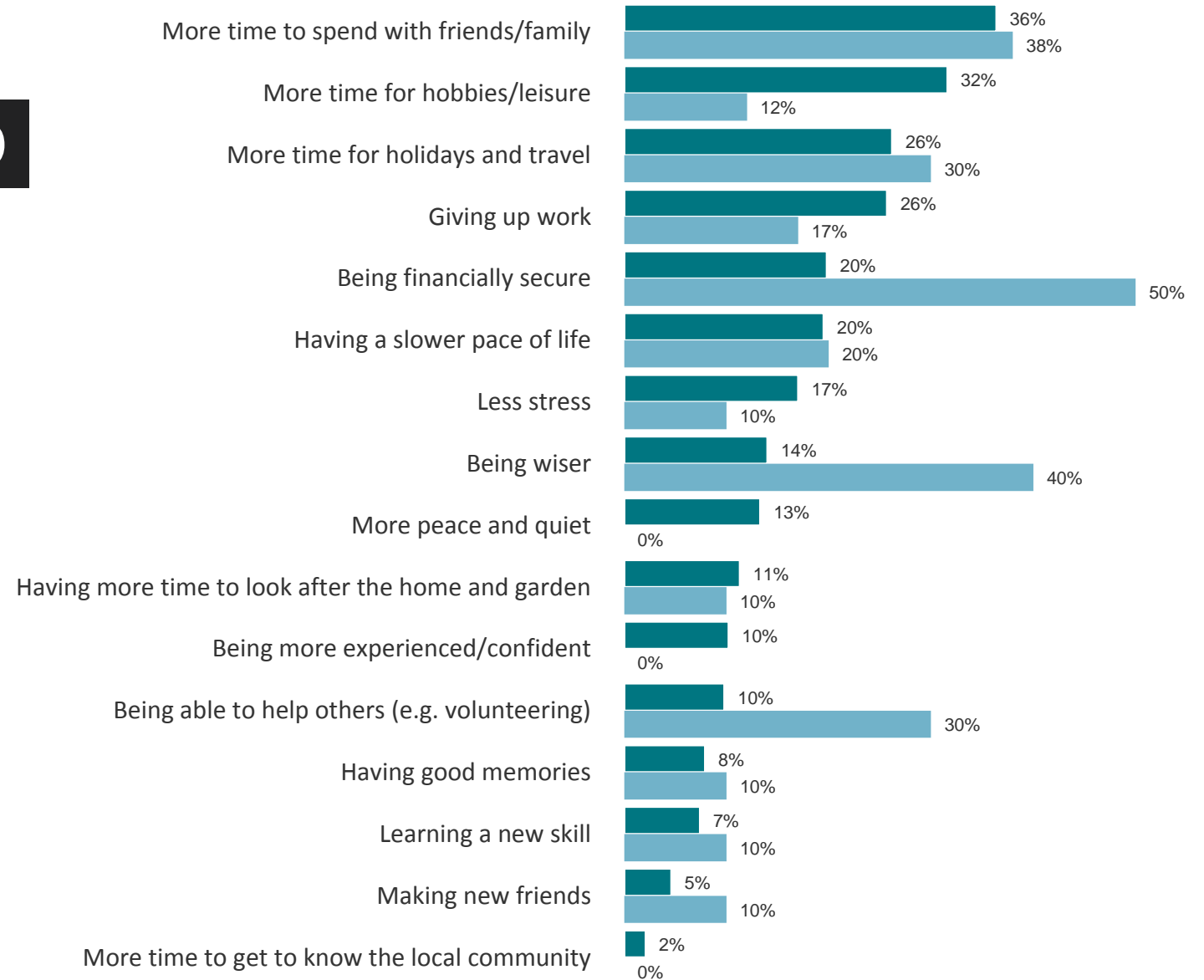
best describe the good things

about getting old

KEY:

Global

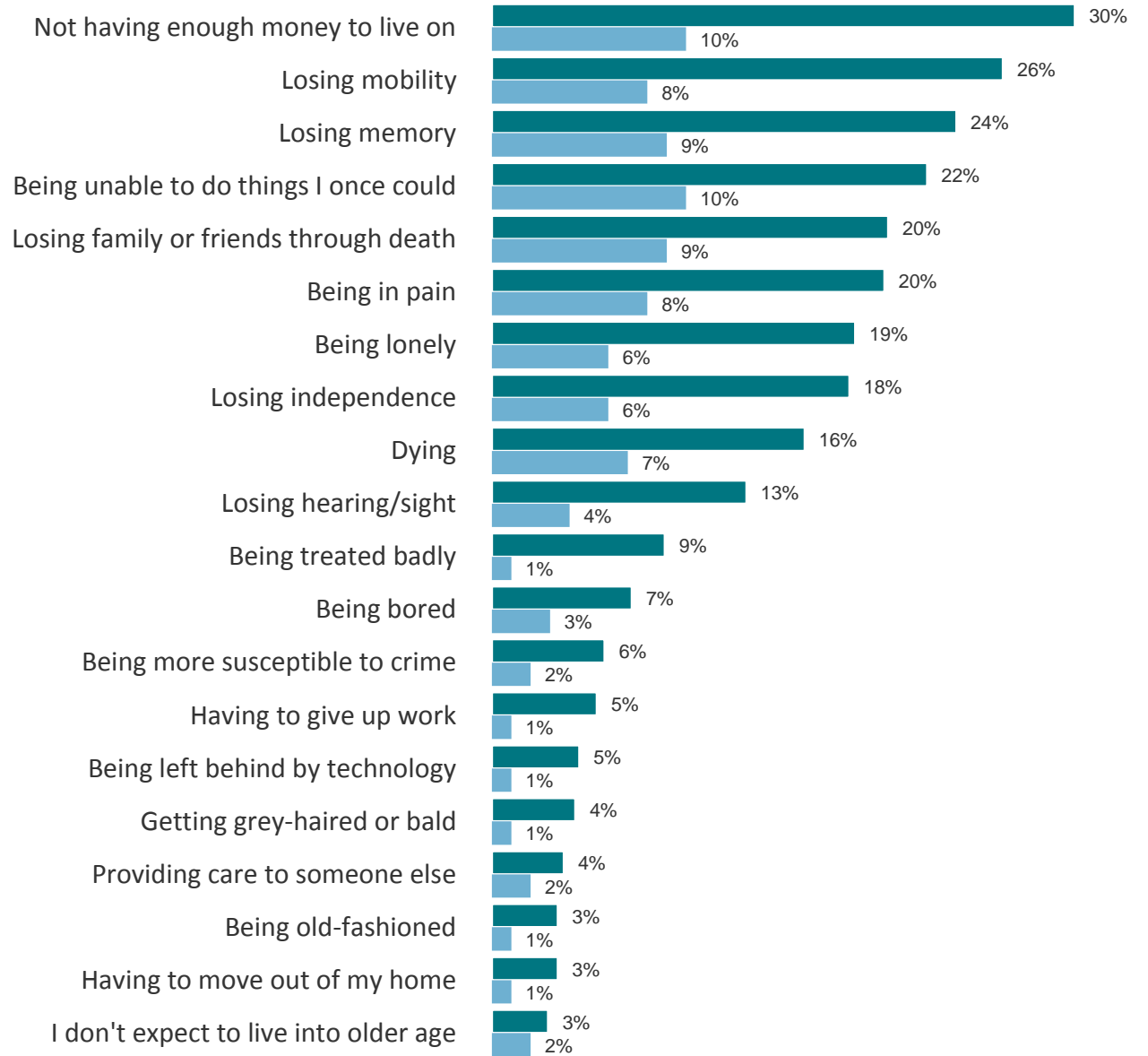
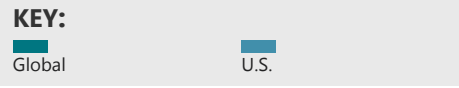
U.S.



Base: Global 20,788 adults aged 16-64, online, US 1,000 adults aged 18-64, 24th August – 7th September 2018

WHAT'S THE WORST THING ABOUT GETTING OLD

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



Base: Global 20,788 adults aged 16-64, online, US 1,000 adults aged 18-64, 24th August – 7th September 2018

WORDS TO DESCRIBE

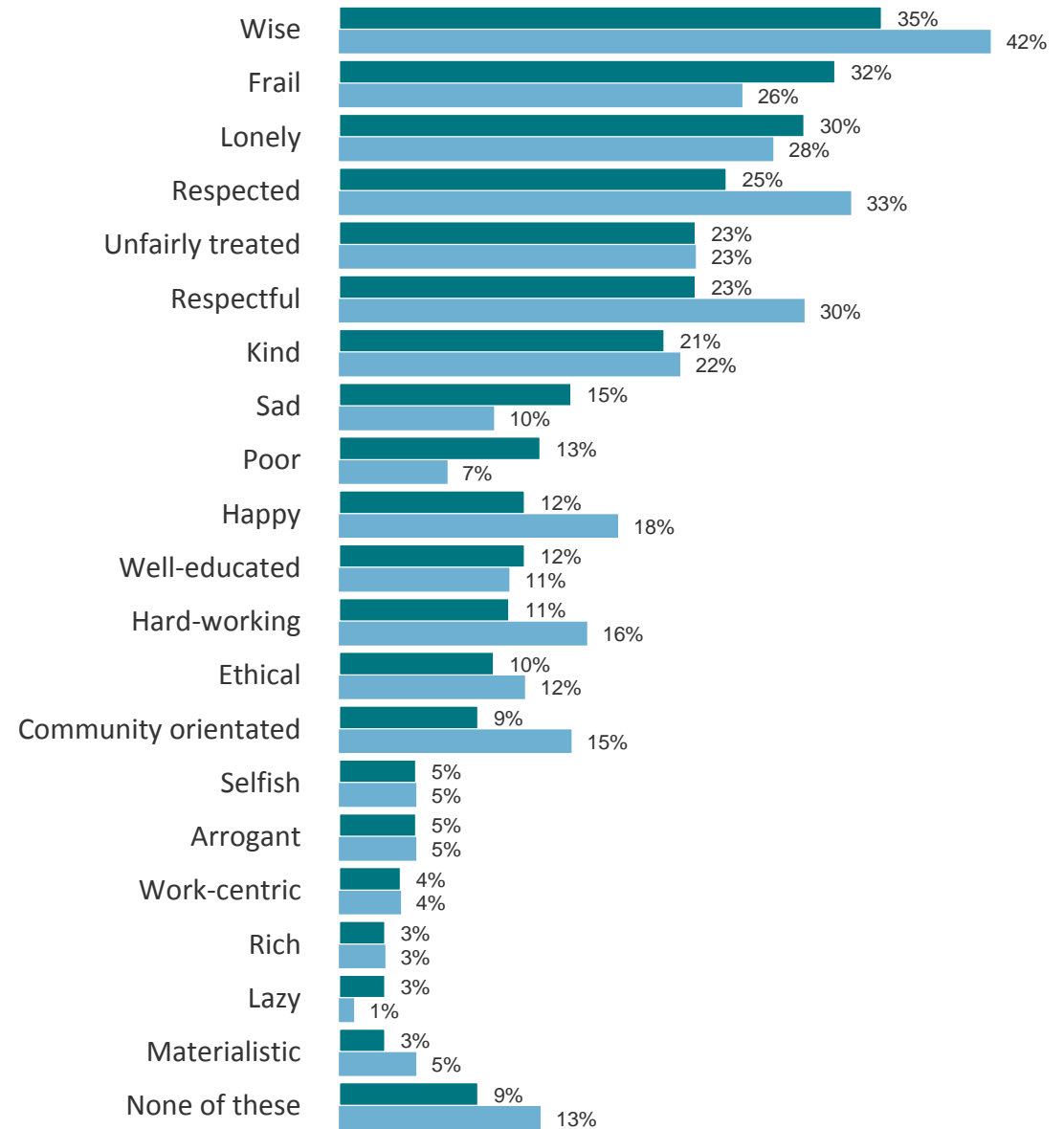
PEOPLE IN OLD AGE

which of these words would you
use to best describe people
in old age

KEY:

Global



U.S.

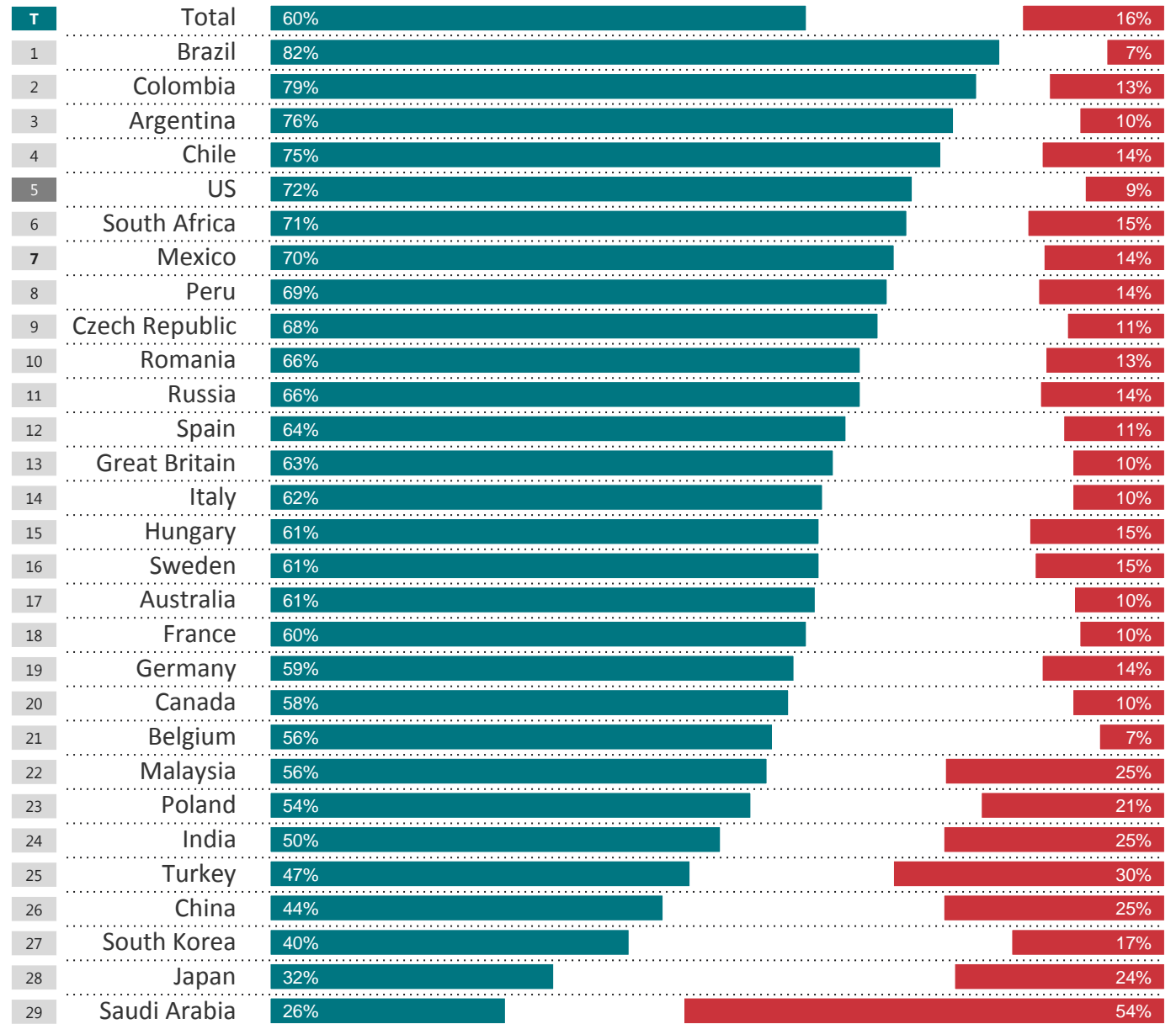


Base: Global 20,788 adults aged 16-64, online, US 1,000 adults aged 18-64, 24th August – 7th September 2018

LACK OF RESPECT TOWARDS THE ELDERLY

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

KEY:
 Agree
 Disagree

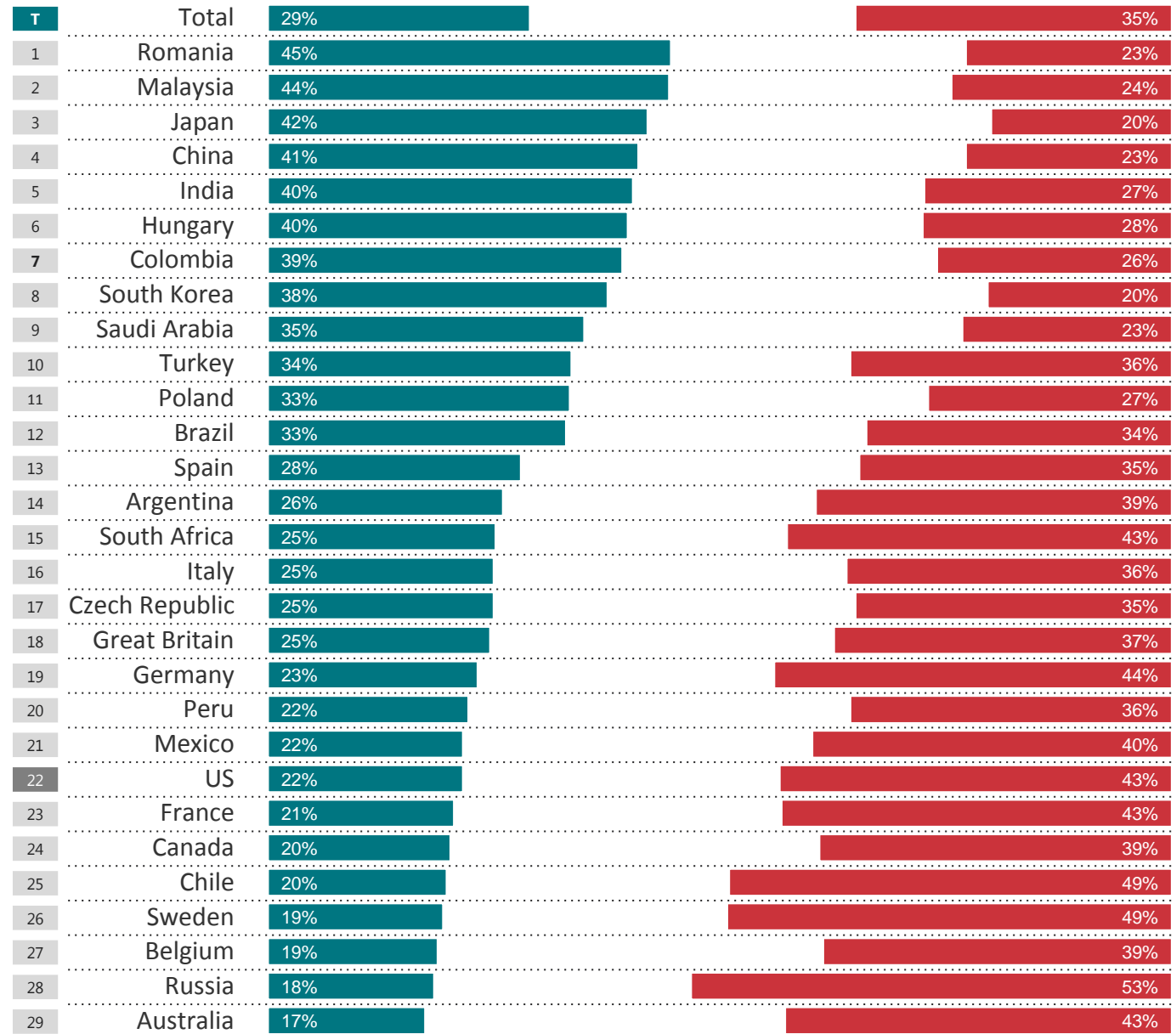


Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018. Serbia is not asked in this question

POLITICAL CLOUT OF THE ELDERLY

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



KEY:
■ Agree
■ Disagree

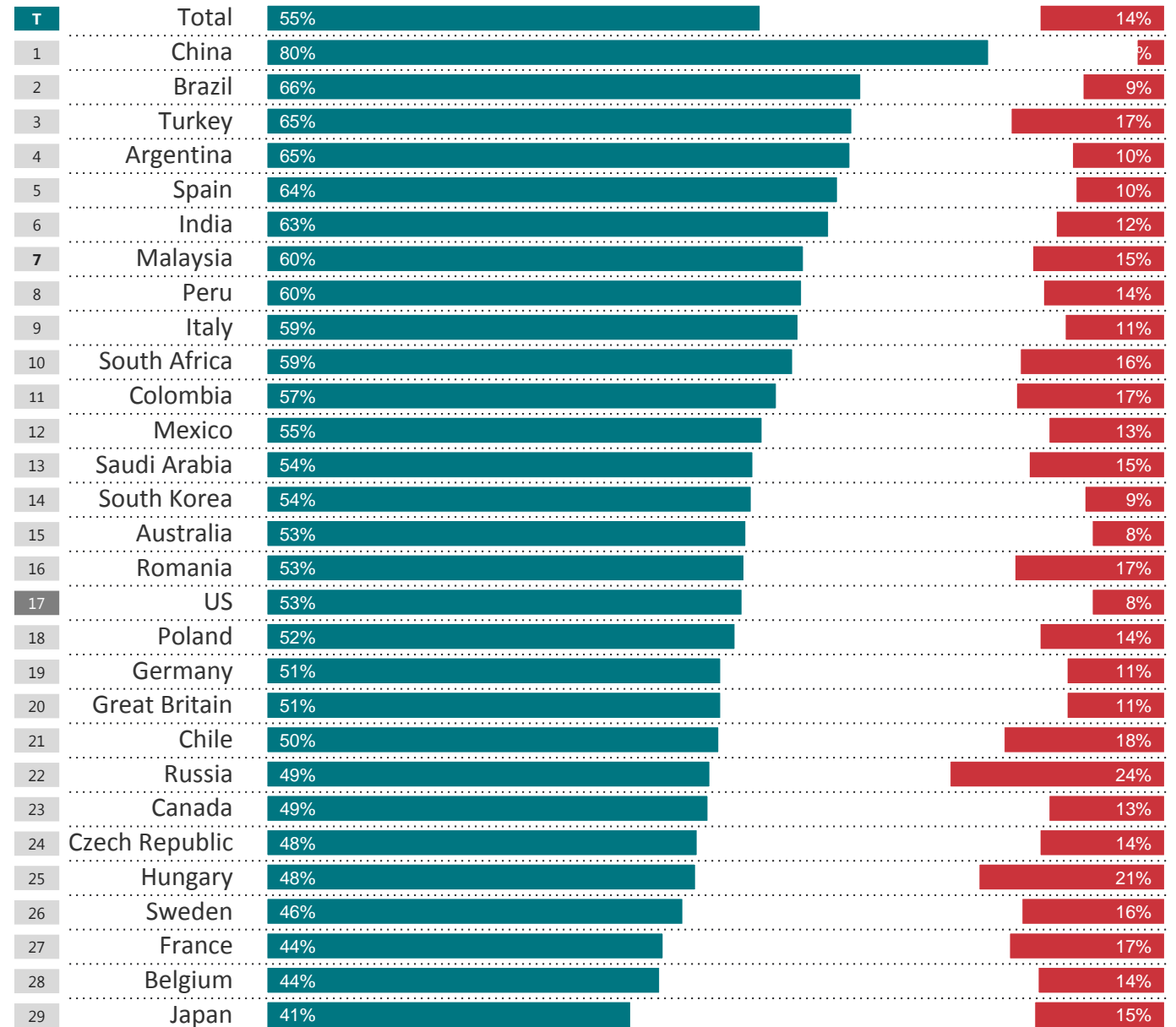


Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018. Serbia is not asked in this question

WILL TECHNOLOGY MAKE AGING EASIER

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

KEY:
 Agree
 Disagree

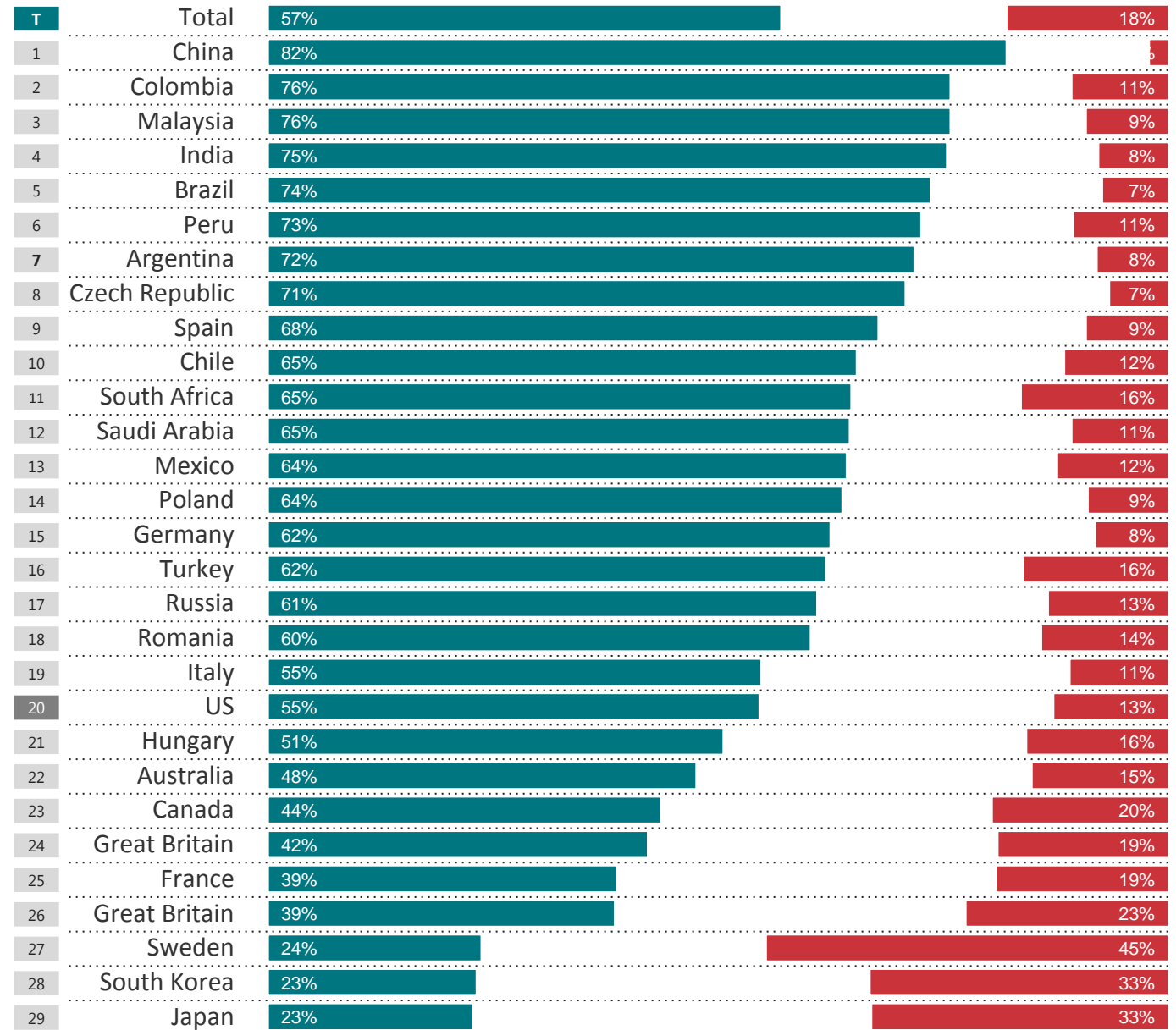


Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018. Serbia is not asked in this question

SHOULD THE YOUNG CARE FOR THE OLD?

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

KEY:
■ Agree
■ Disagree



Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018. Serbia is not asked in this question

HEALTH IN OLD AGE

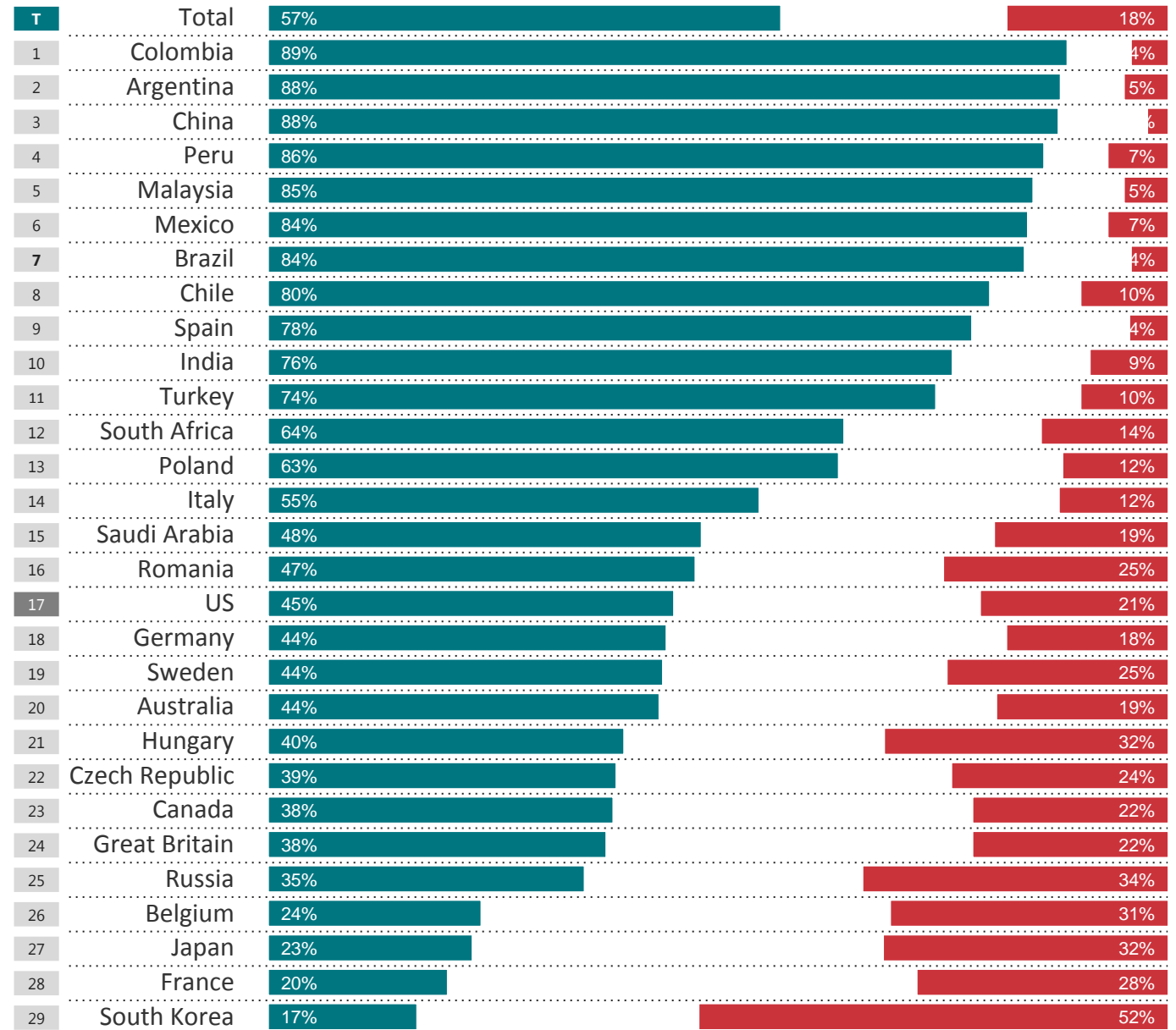
% Who expect to be fit
and healthy in old age

KEY:

Agree



Disagree

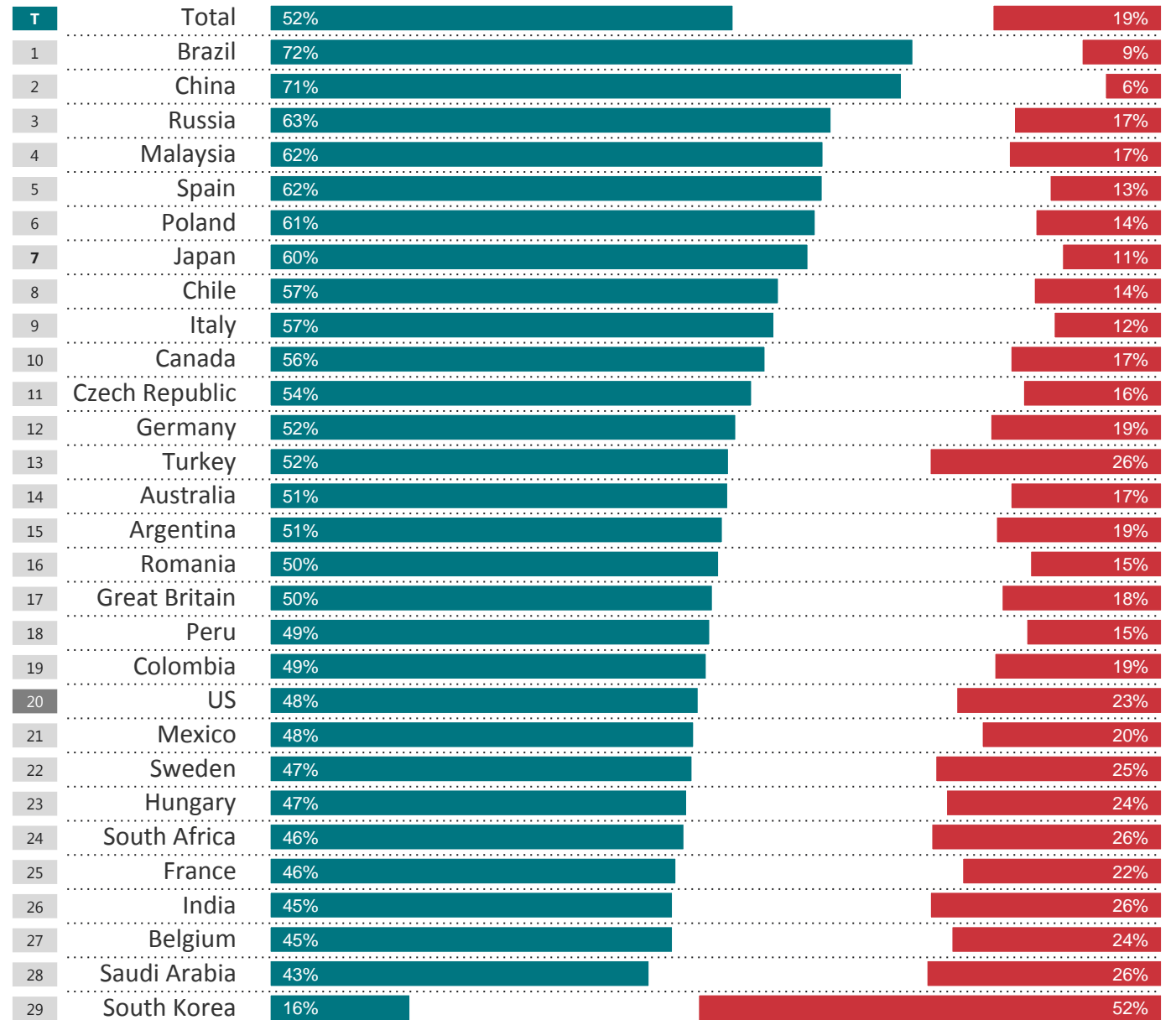


Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018. Serbia is not asked in this question

DO WE WORRY ABOUT GETTING OLD?

% Who worry about old age


KEY:
■ Agree
■ Disagree




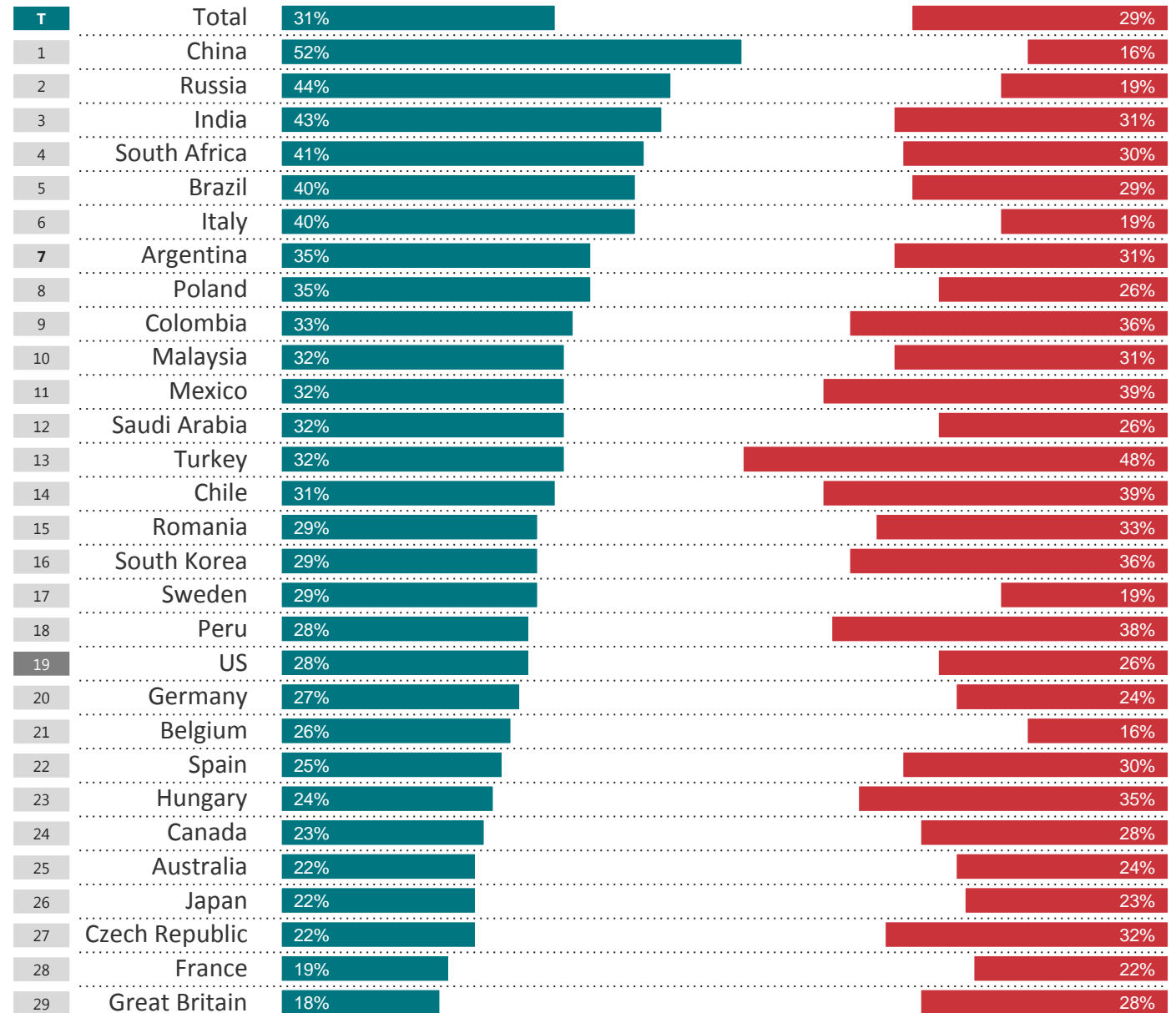
Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018. Serbia is not asked in this question

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

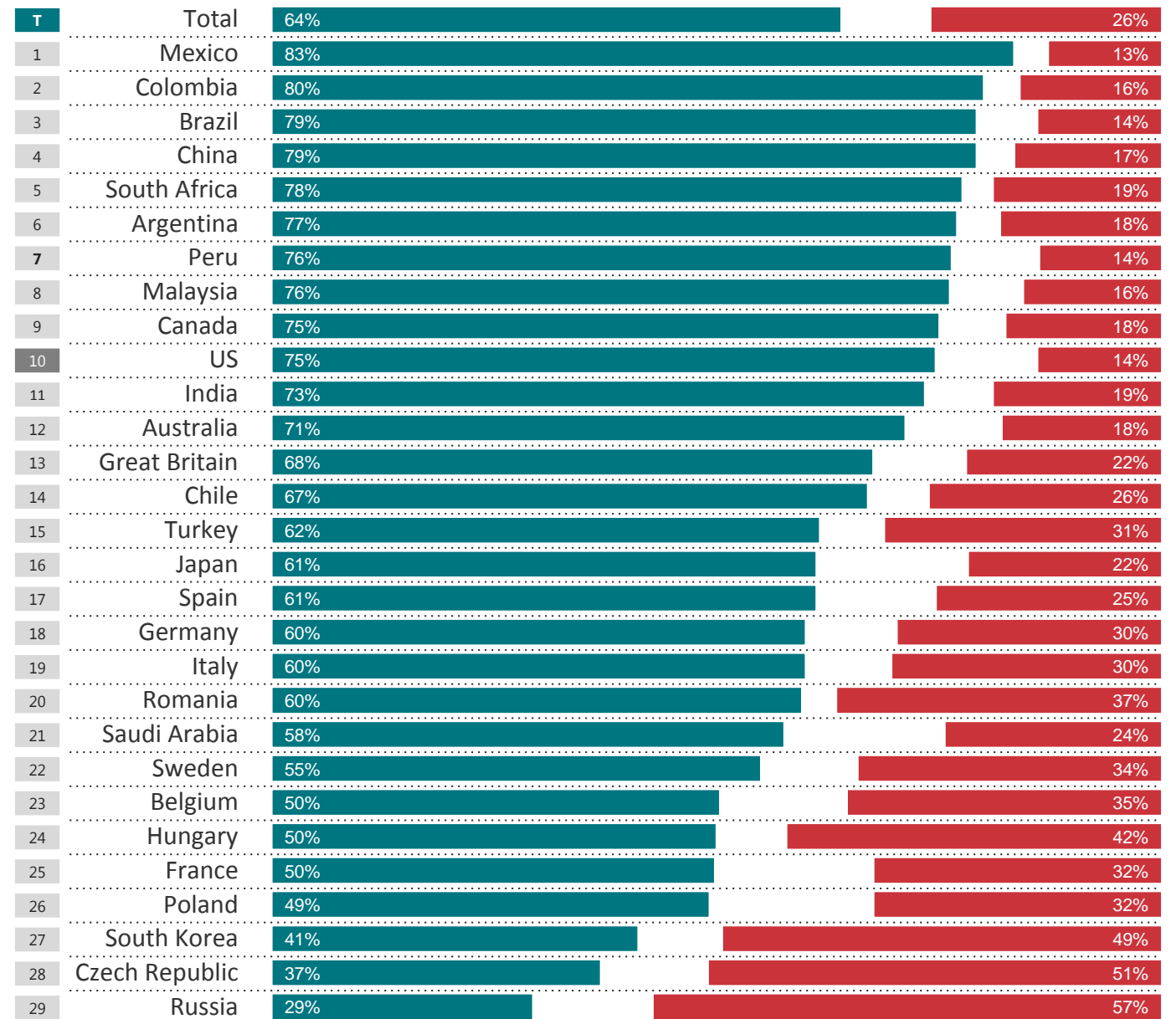


Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018. Serbia is not asked in this question

PREPARENESS FOR OLD AGE

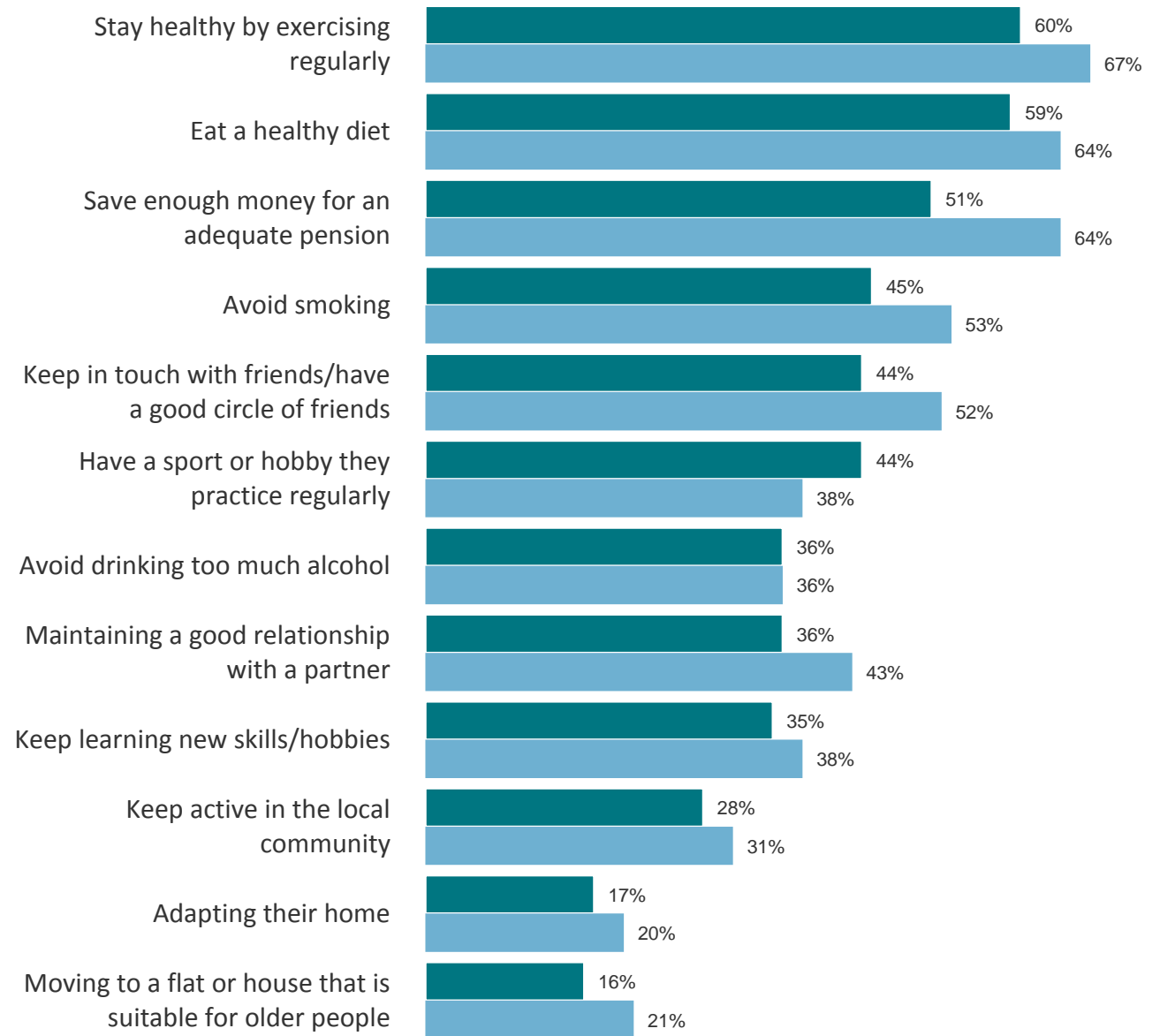
% who feel it is possible to prepare for old age, or not

KEY:
 Prepared
 Unprepared



Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018. Serbia is not asked in this question

HOW SHOULD WE PREPARE FOR OLD AGE

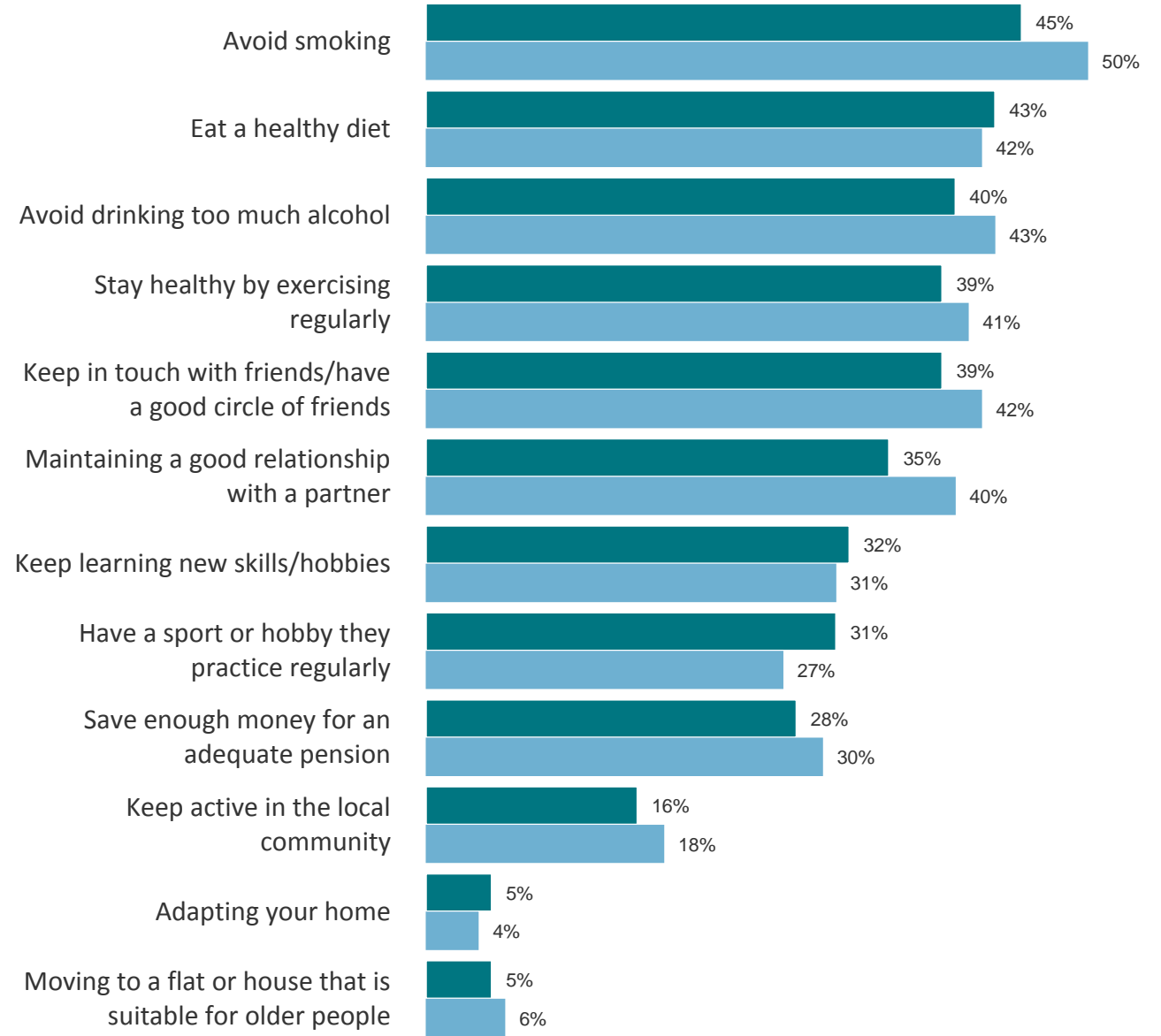


KEY:
■ Global
■ U.S.



Base: Global 19,398 adults aged 16-64, US 963 adults aged 18-64, online, 24th August – 7th September 2018

WHAT DO WE DO TO PREPARE FOR OLD AGE

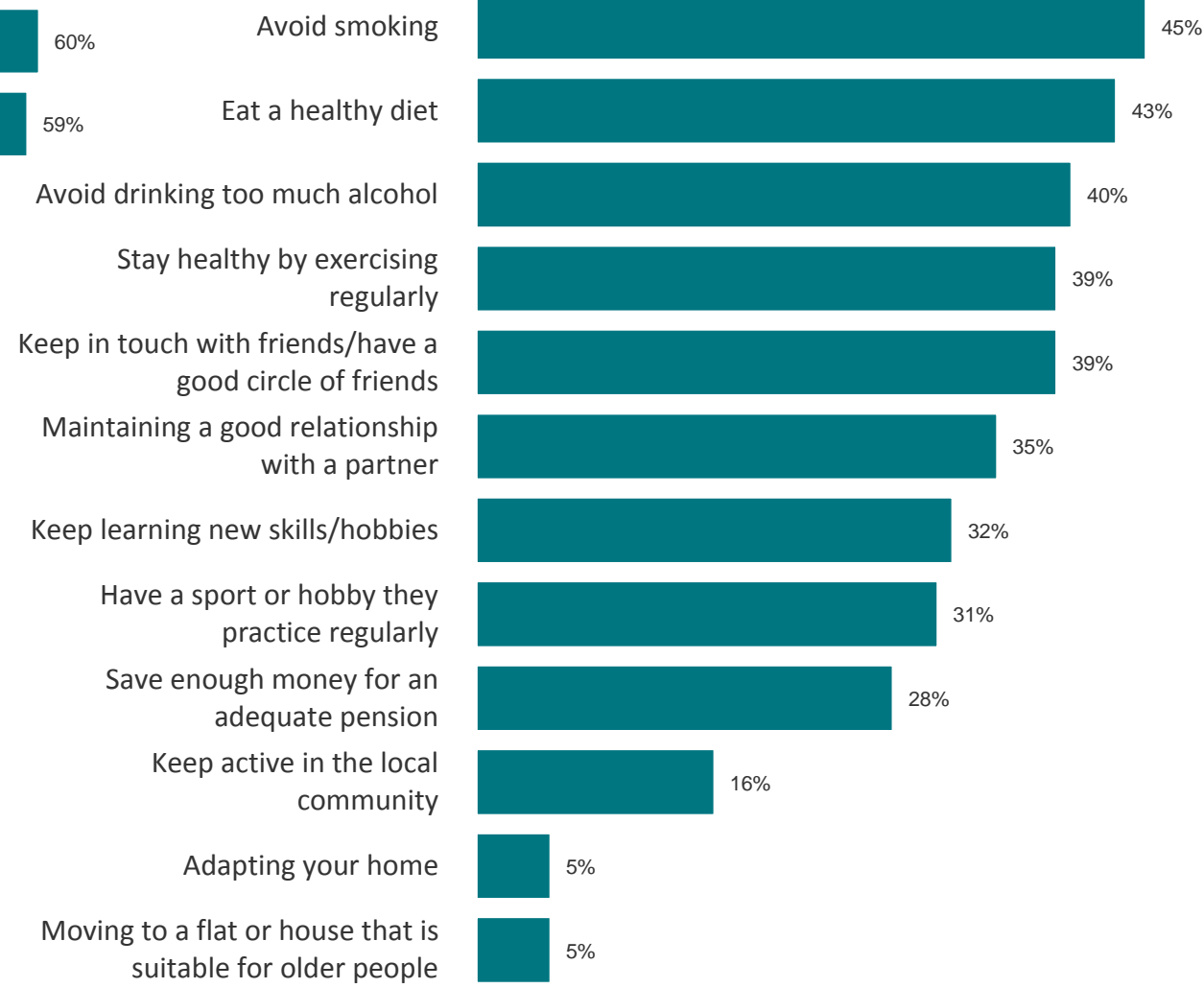
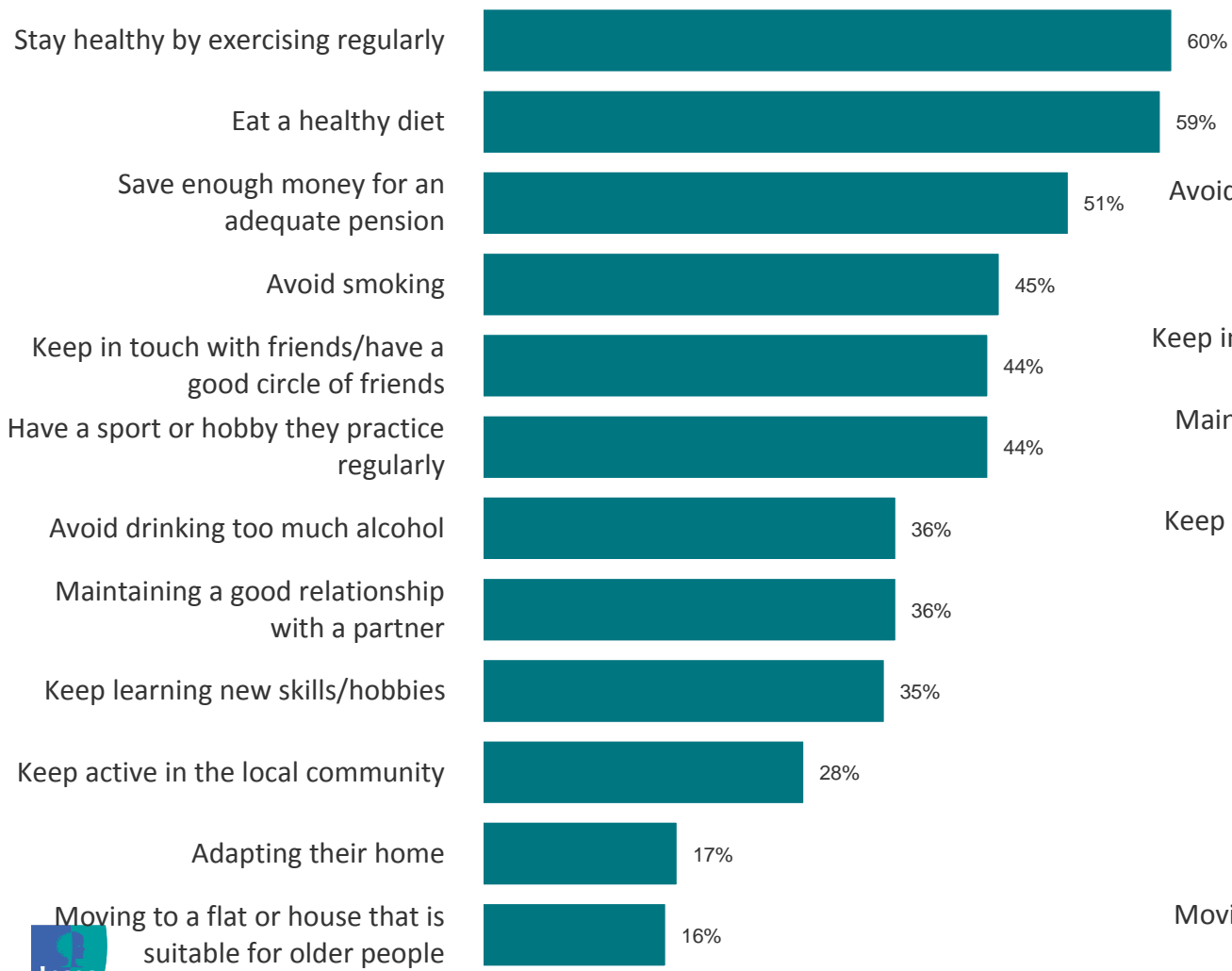


Base: Global 19,398 adults aged 16-64, US 963 adults aged 18-64, online, 24th August – 7th September 2018

WHAT SHOULD WE DO TO PREPARE FOR OLD AGE

VS

WHAT WE ARE ACTUALLY DOING



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

Methodology

- These are findings of the Global Advisor survey conducted between 24 August and 7 September 2018. Interviews were conducted using the Ipsos Online Panel system, Global Advisor, among 20,788 online adults aged 16-64 in 28 countries (Argentina, Australia, Belgium, Brazil, Chile, China, Colombia, the Czech Republic, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Romania, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden and Turkey) and 18-64 in U.S. and Canada.
- Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel, with the exception of Argentina, Belgium, Chile, Hungary, Mexico, Peru, Poland, Romania, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.
- Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the general adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.
- 15 of the 30 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, United Kingdom, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden and United States).
- Brazil, Colombia, China, Chile, Czech Republic, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Serbia, South Africa and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as "Upper Deck Consumer Citizens". They are not nationally representative of their country.
- Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.

For more information on this news release please contact:

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GAME CHANGERS

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