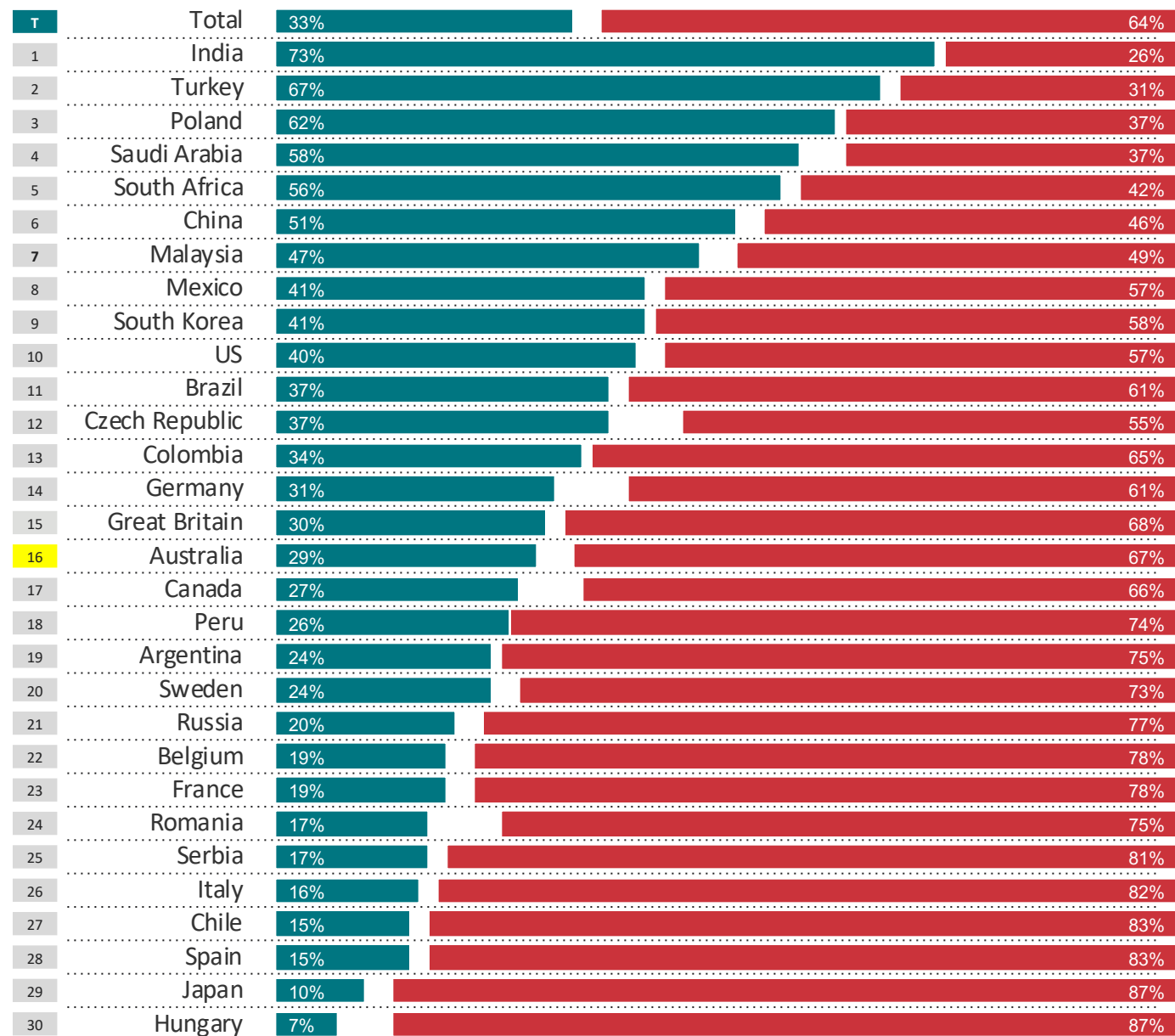


OPTIMISM OF AGEING

% who are looking forward
to old age

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

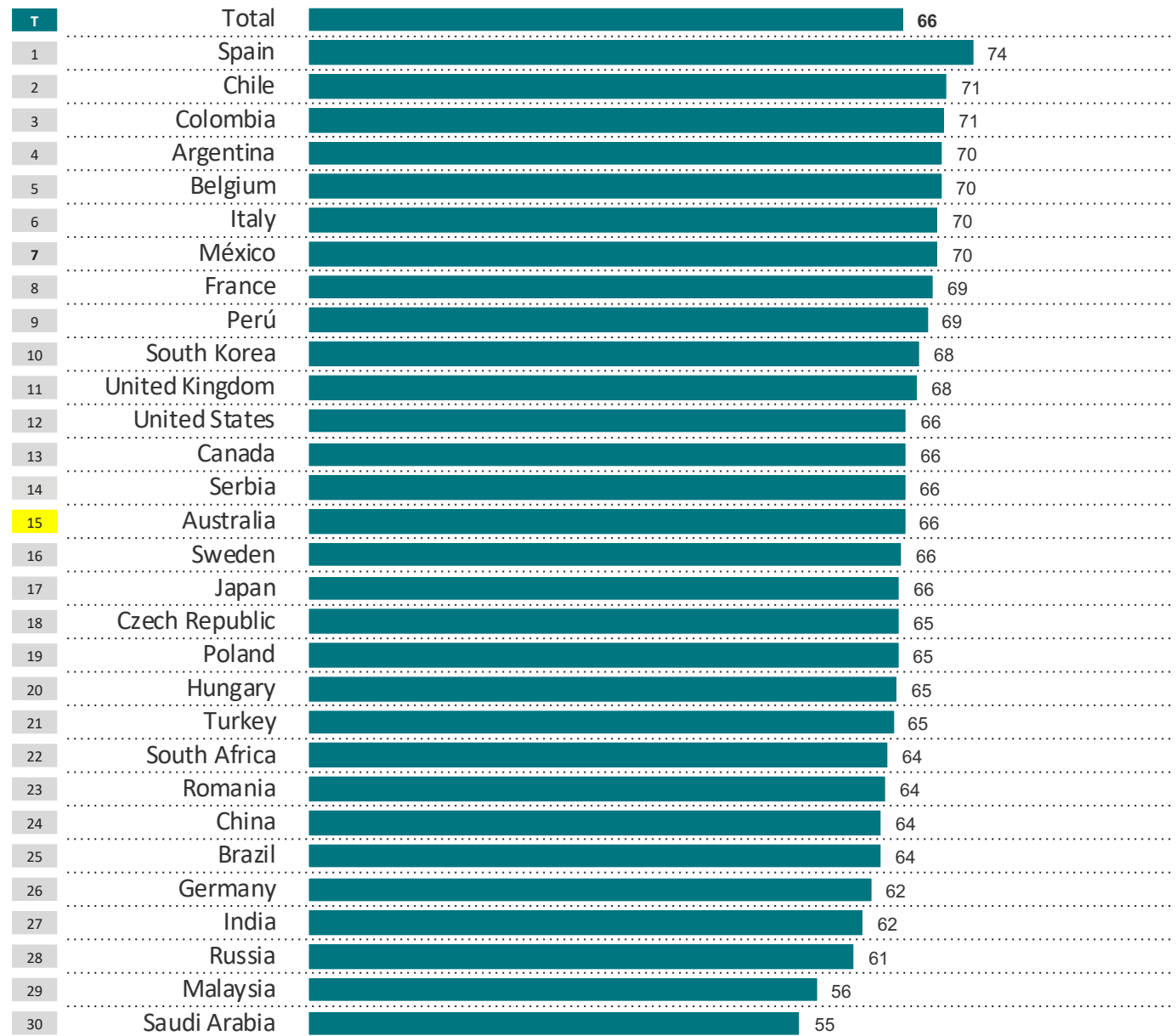


Base: 20,788 adults aged 16-64 in 30 countries, online, 24th August – 7th September 2018

HOW OLD IS OLD?

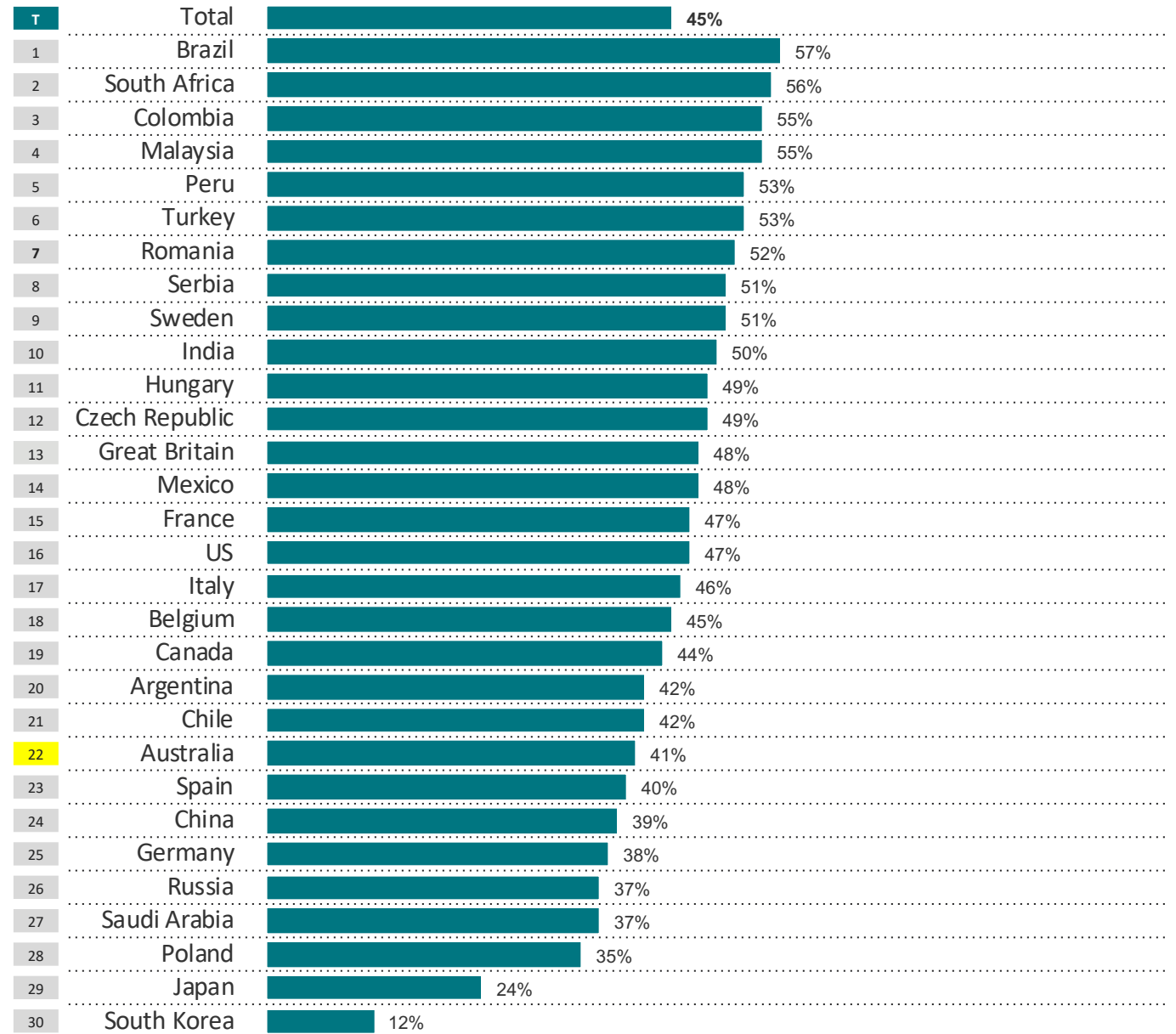
At what age do you think
people can be considered old

KEY: Average age



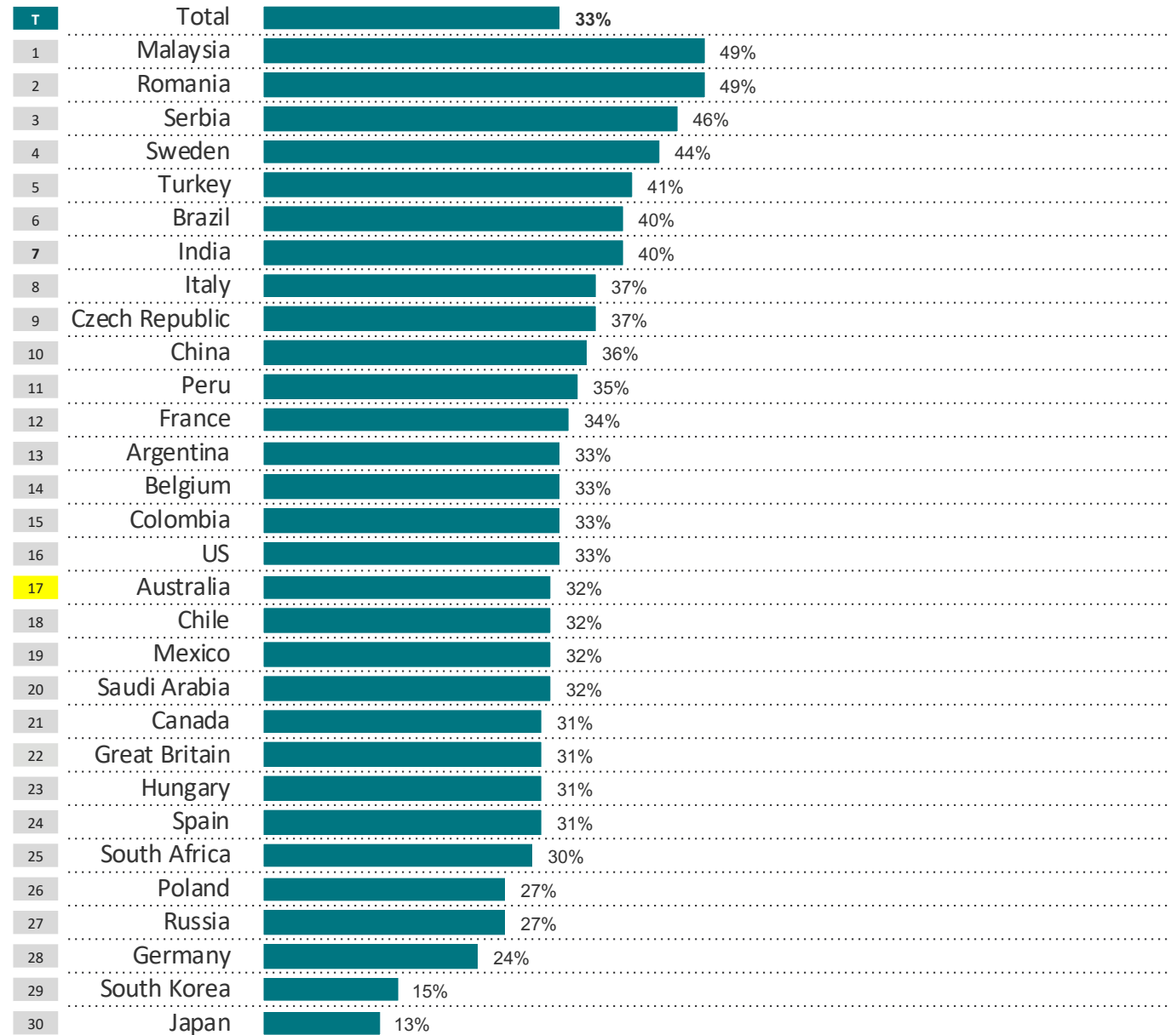
VARIATION IN AGE OF FRIENDS

% 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



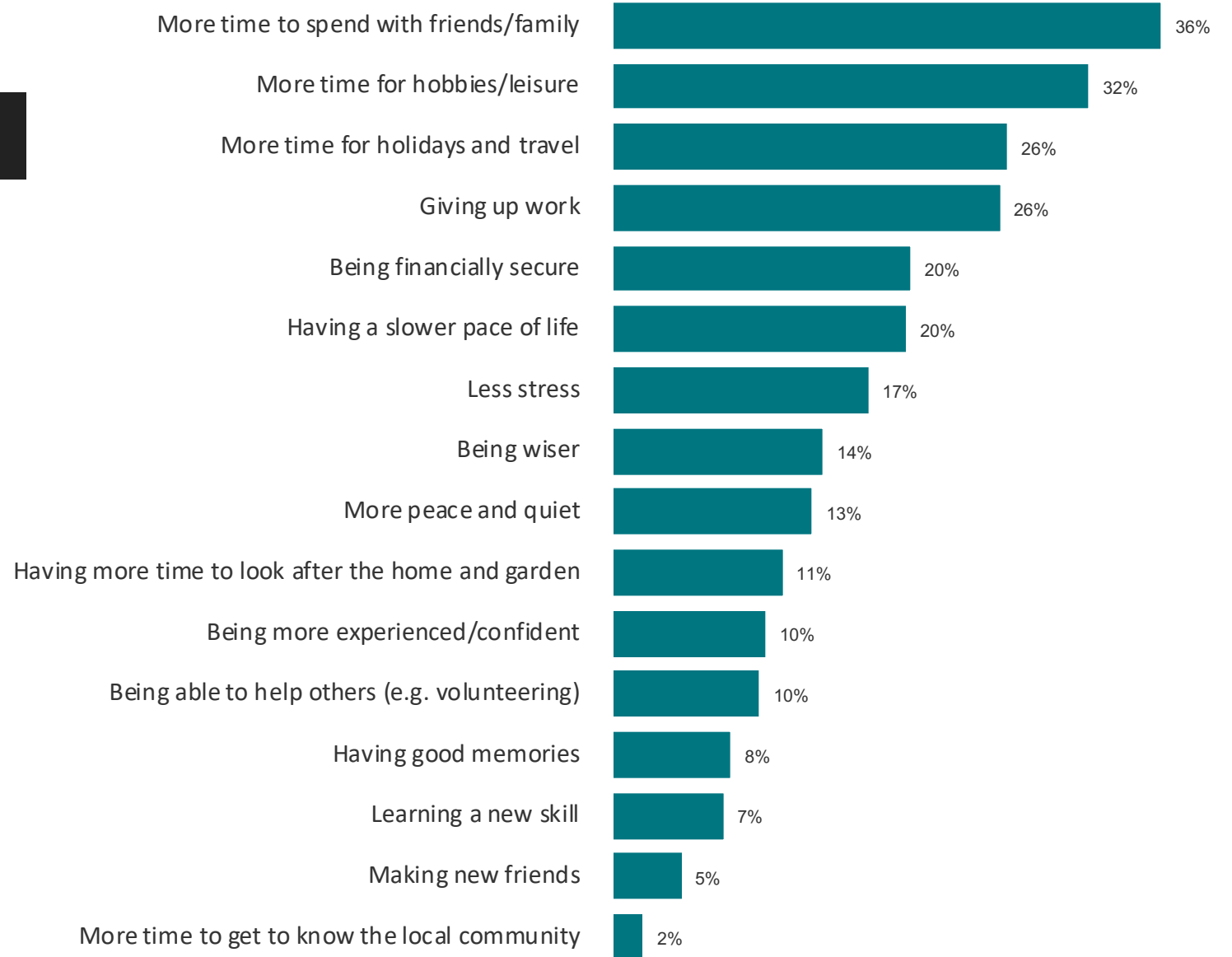
WHAT'S BEST

ABOUT GETTING OLD

which two / three of the following

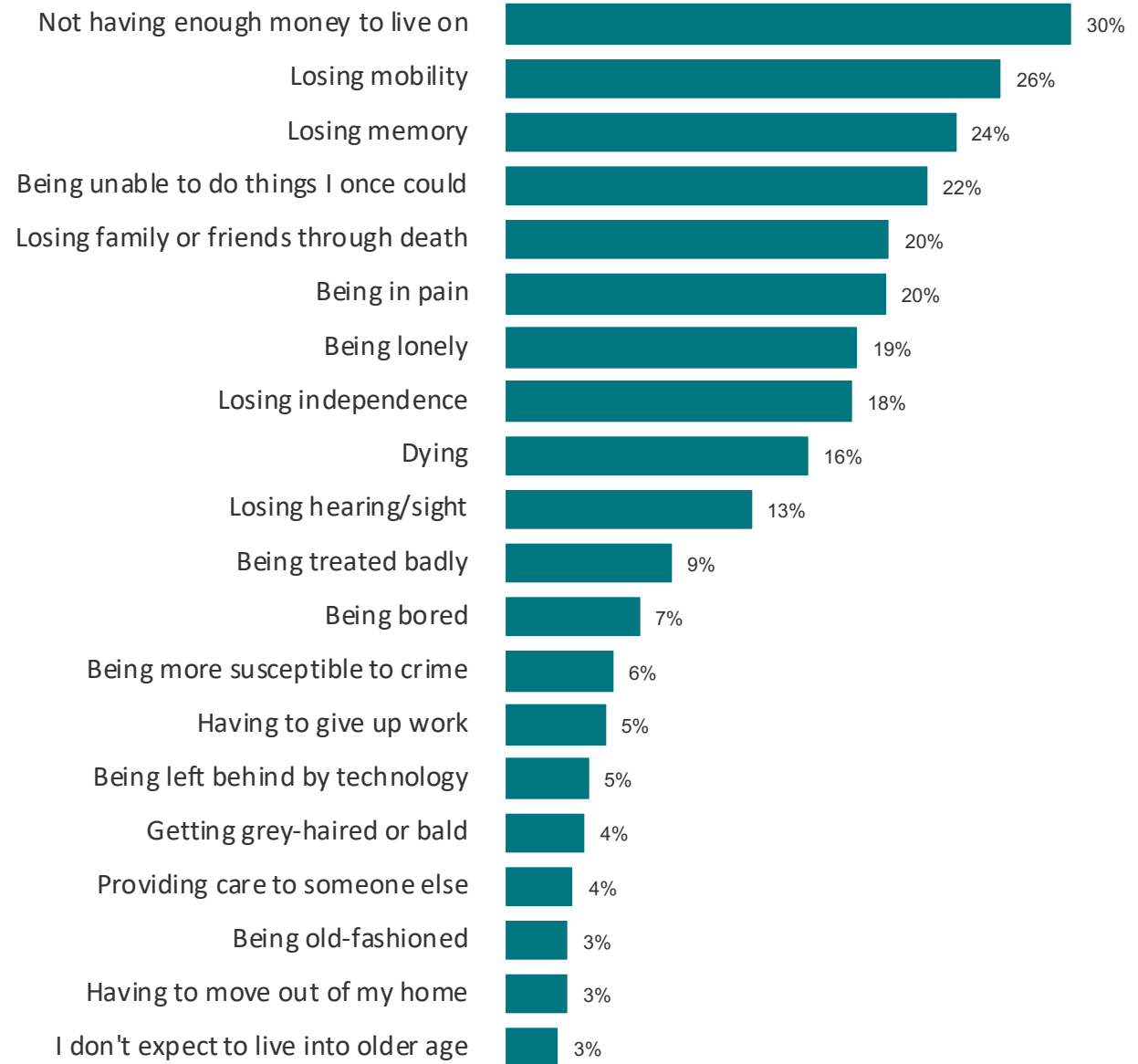
best describe the good things

about getting old



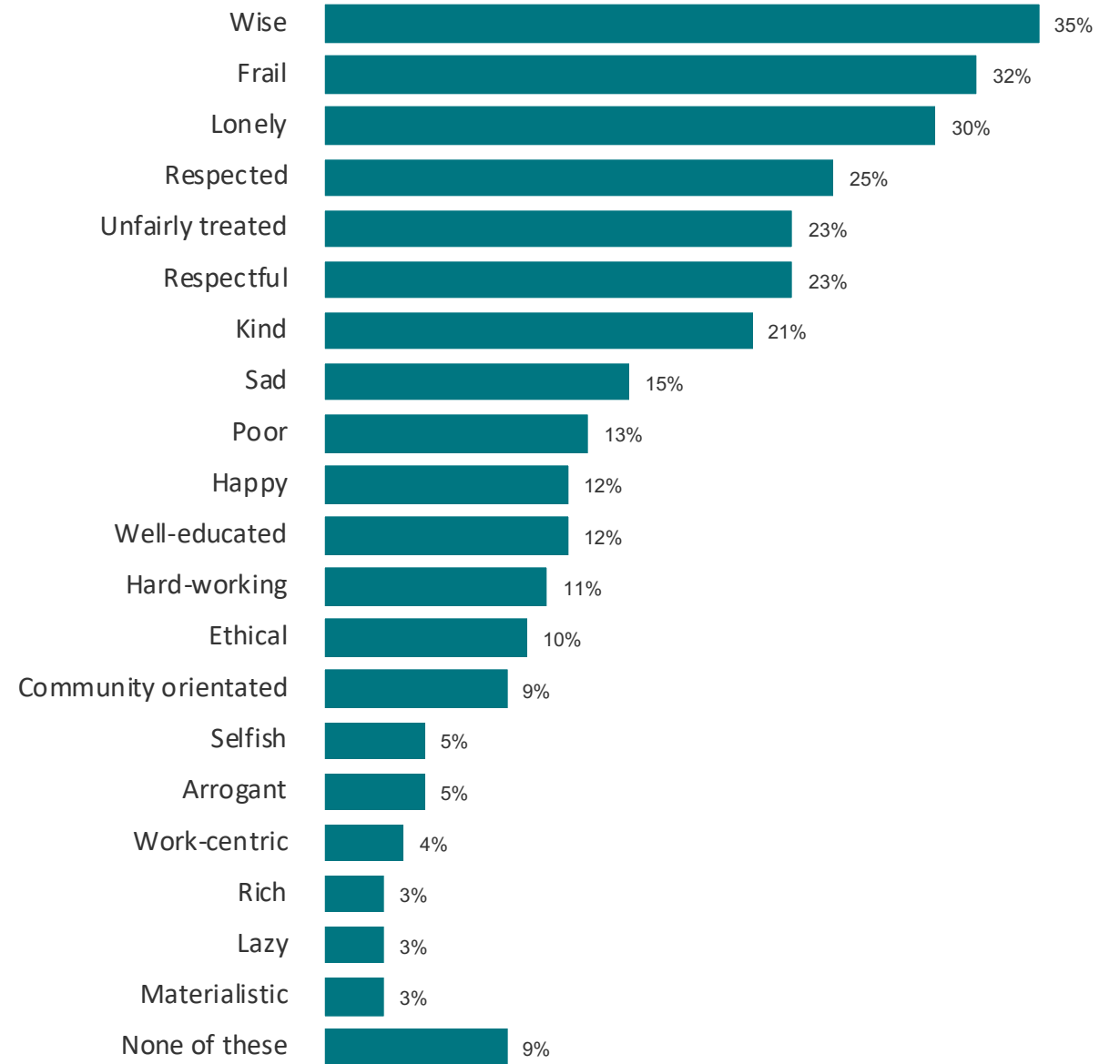
WHAT'S THE WORST THING ABOUT GETTING OLD

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





WORDS TO DESCRIBE PEOPLE IN OLD AGE

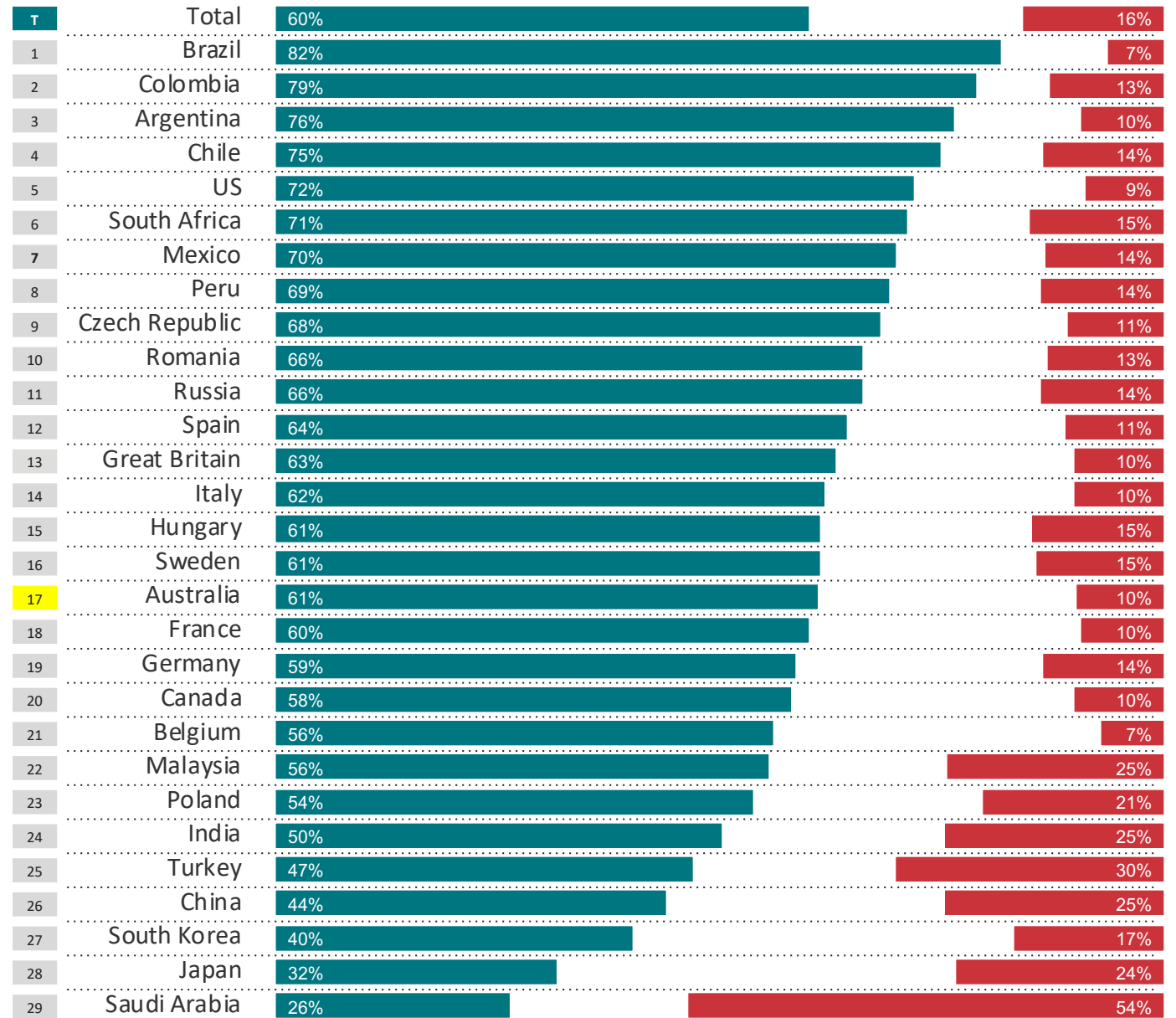
which of these words would you
use to best describe people
in old age



LACK OF RESPECT TOWARDS THE ELDERLY

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



KEY:
 Agree
 Disagree

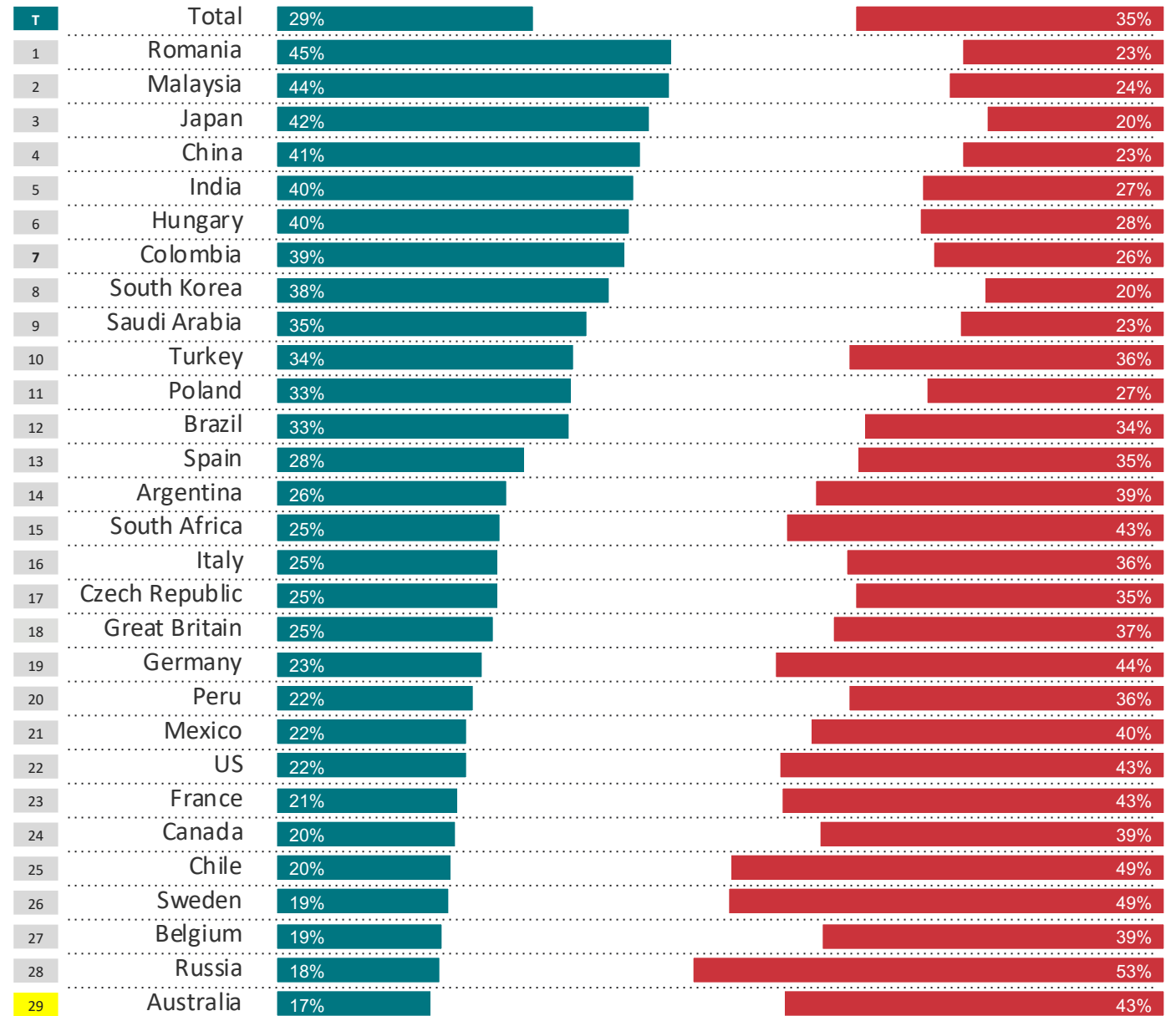


Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

POLITICAL CLOUT OF THE ELDERLY

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

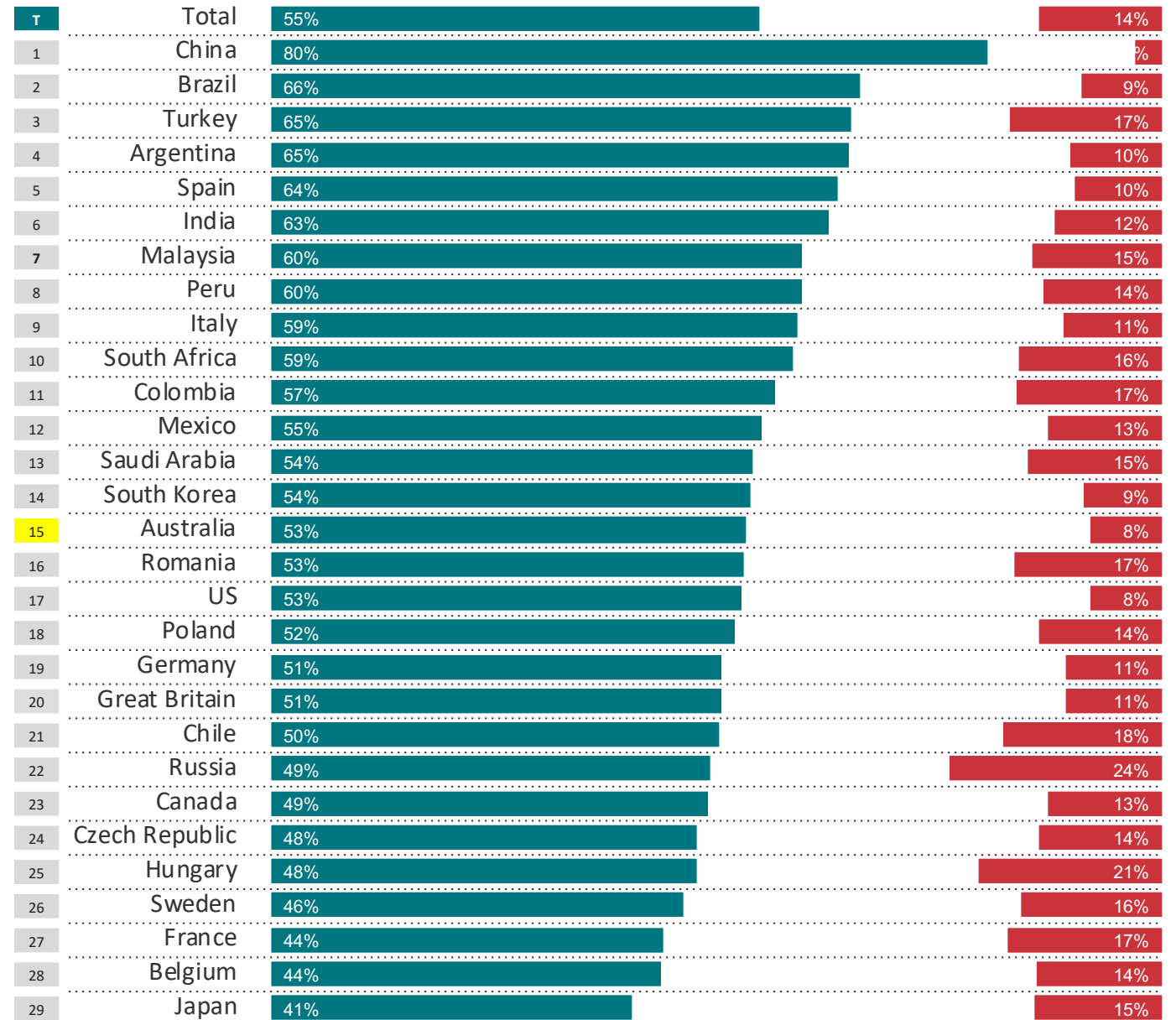
KEY:
 Agree
 Disagree



WILL TECHNOLOGY MAKE AGEING EASIER

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

KEY:
■ Agree
■ Disagree

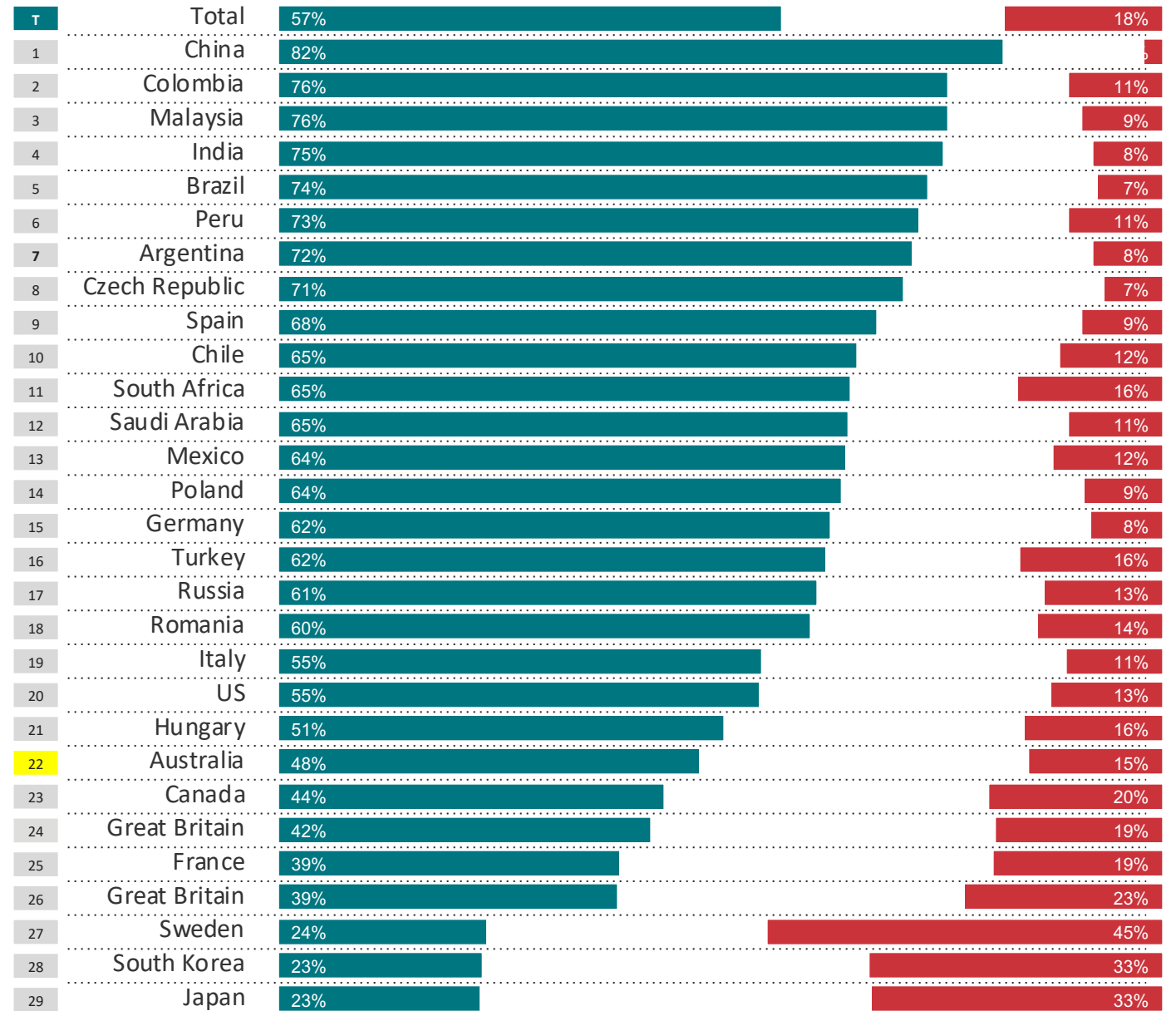


Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

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



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

HEALTH IN OLD AGE

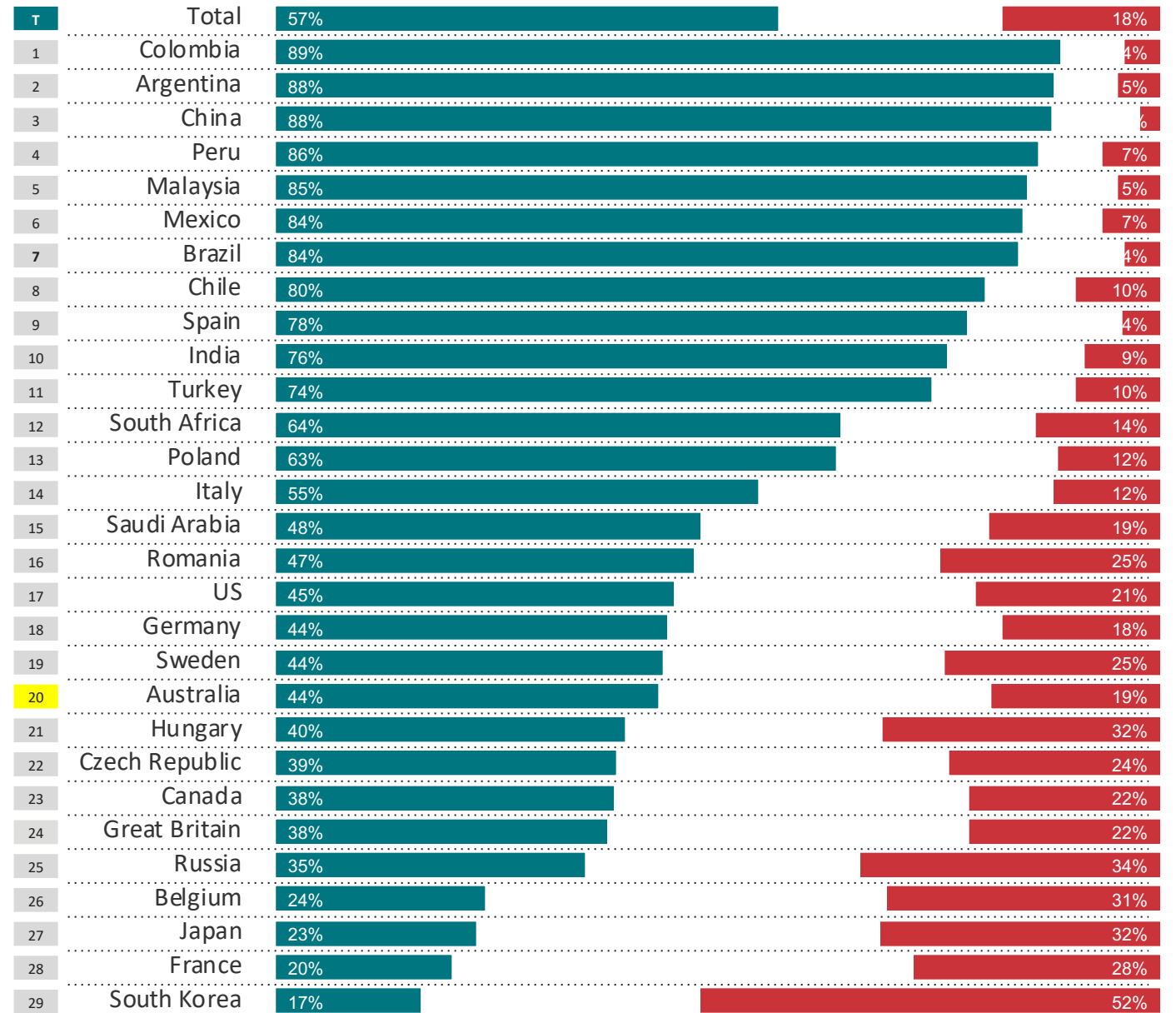
% Who expect to be fit

and healthy in old age

KEY:

Agree

Disagree

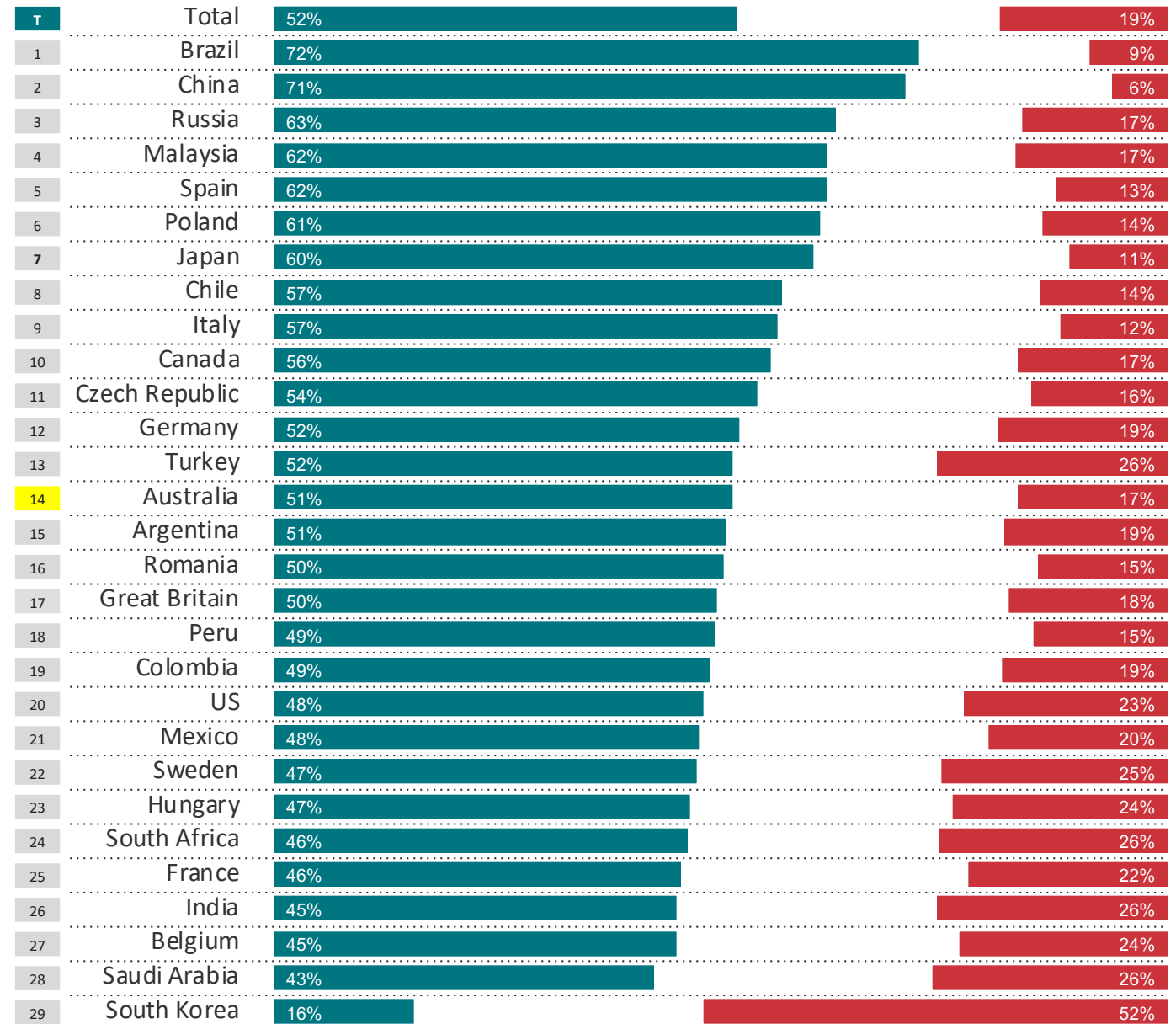


Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

DO WE WORRY ABOUT GETTING OLD?

% Who worry about old age


KEY:
■ Agree
■ Disagree

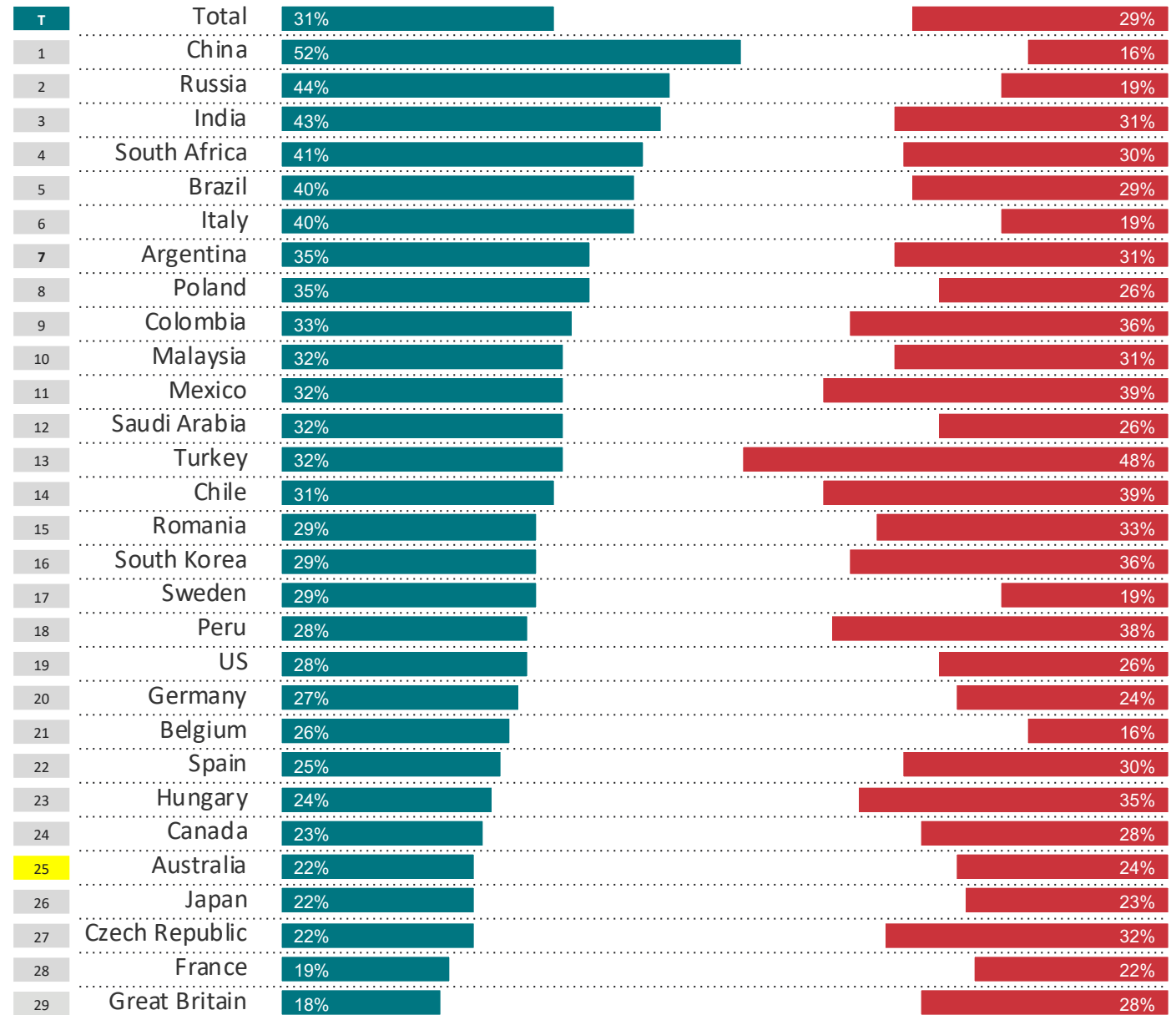


Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

IMPACT OF MEDIA ON FEELINGS ABOUT OLD AGE

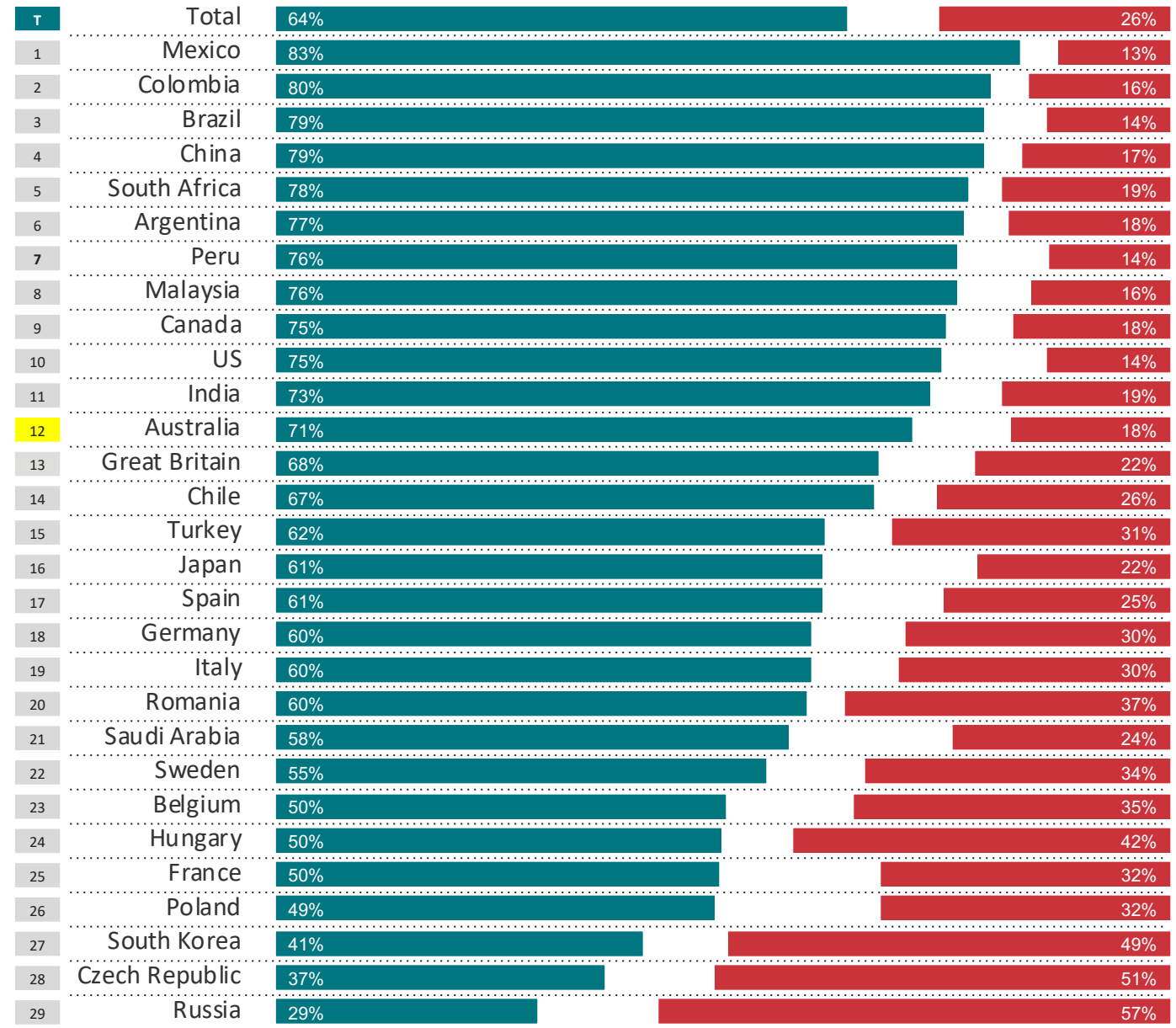
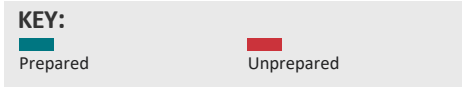
KEY:

 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



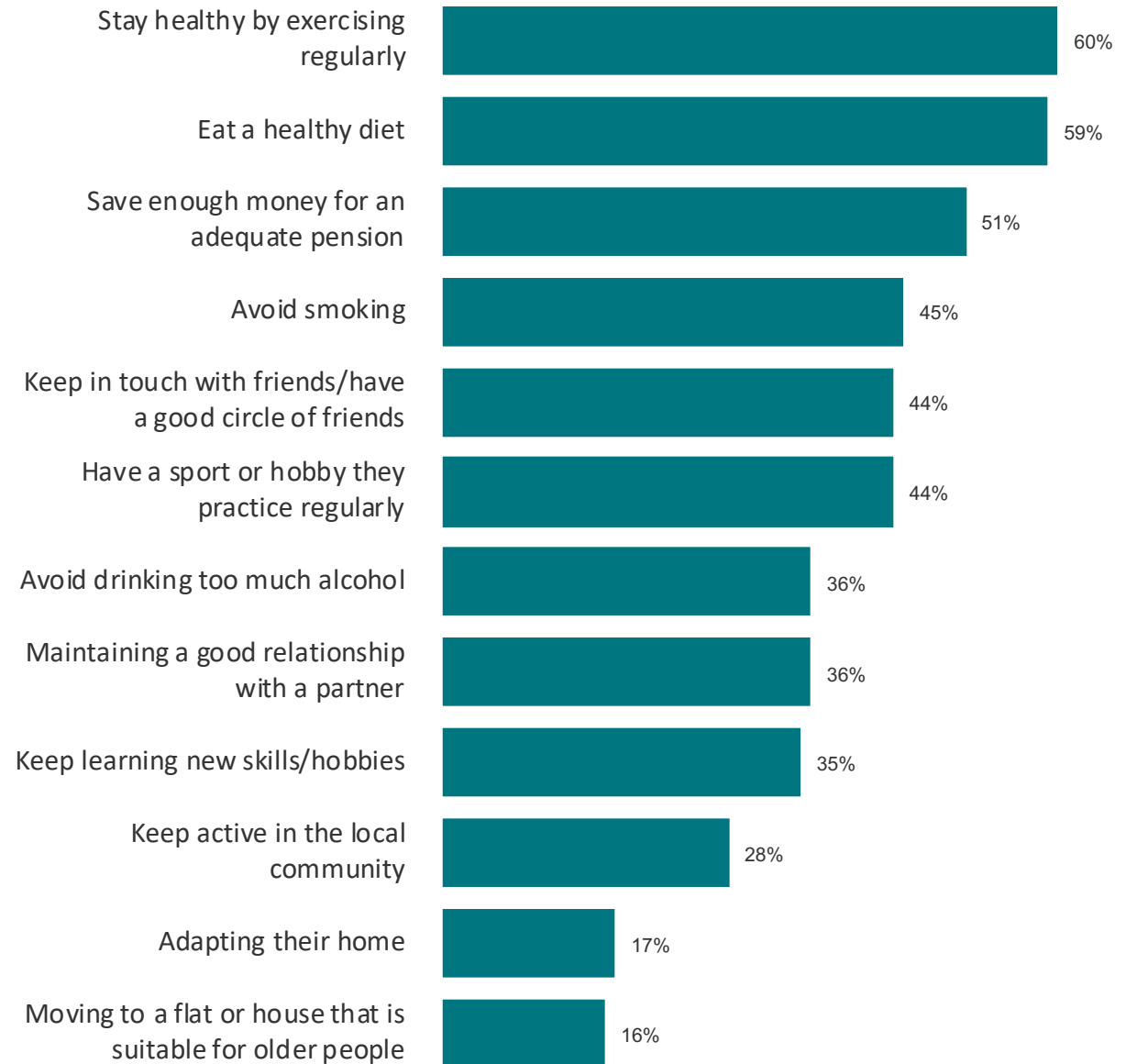
PREPARENESS FOR OLD AGE

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

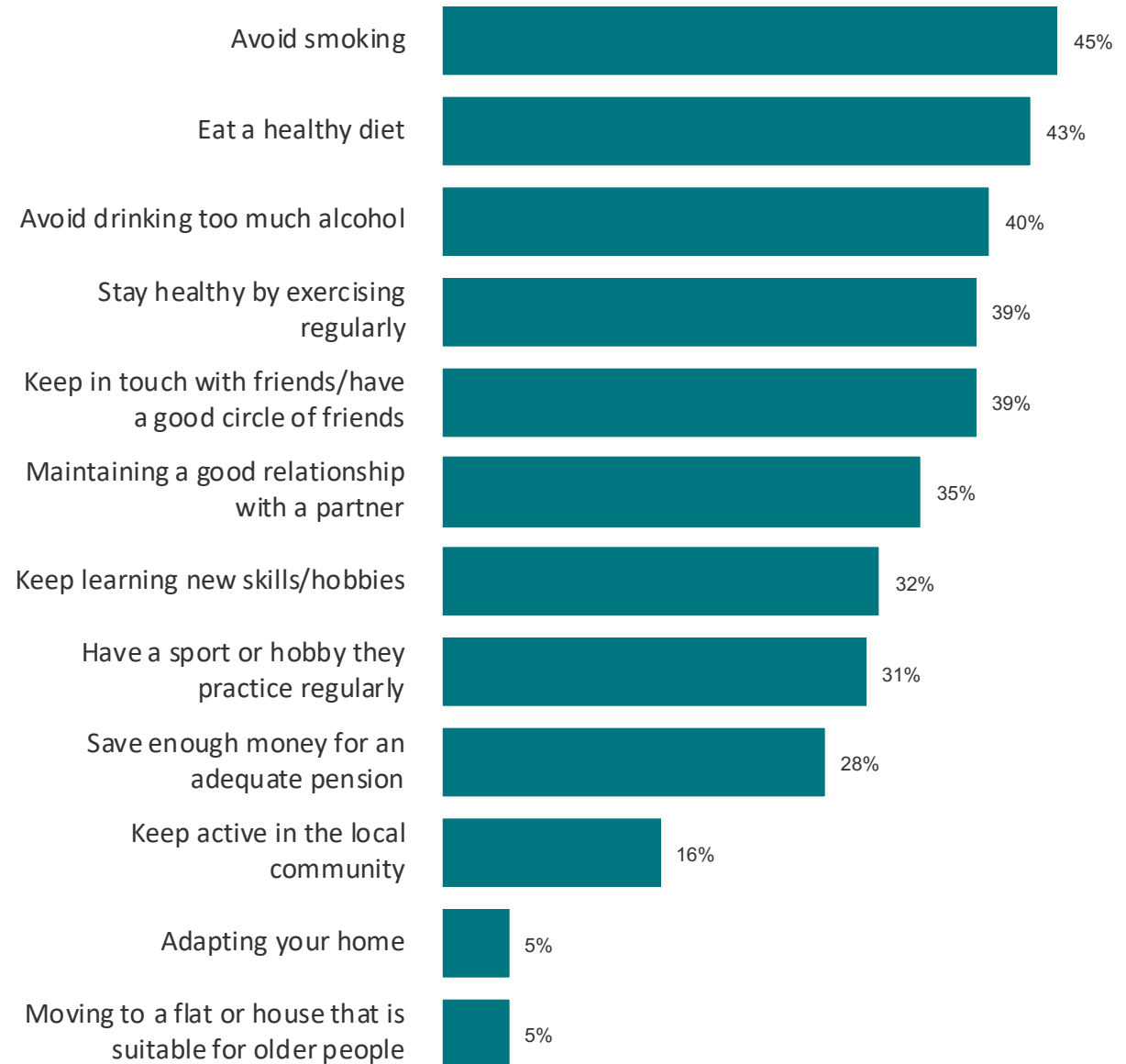


Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

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

