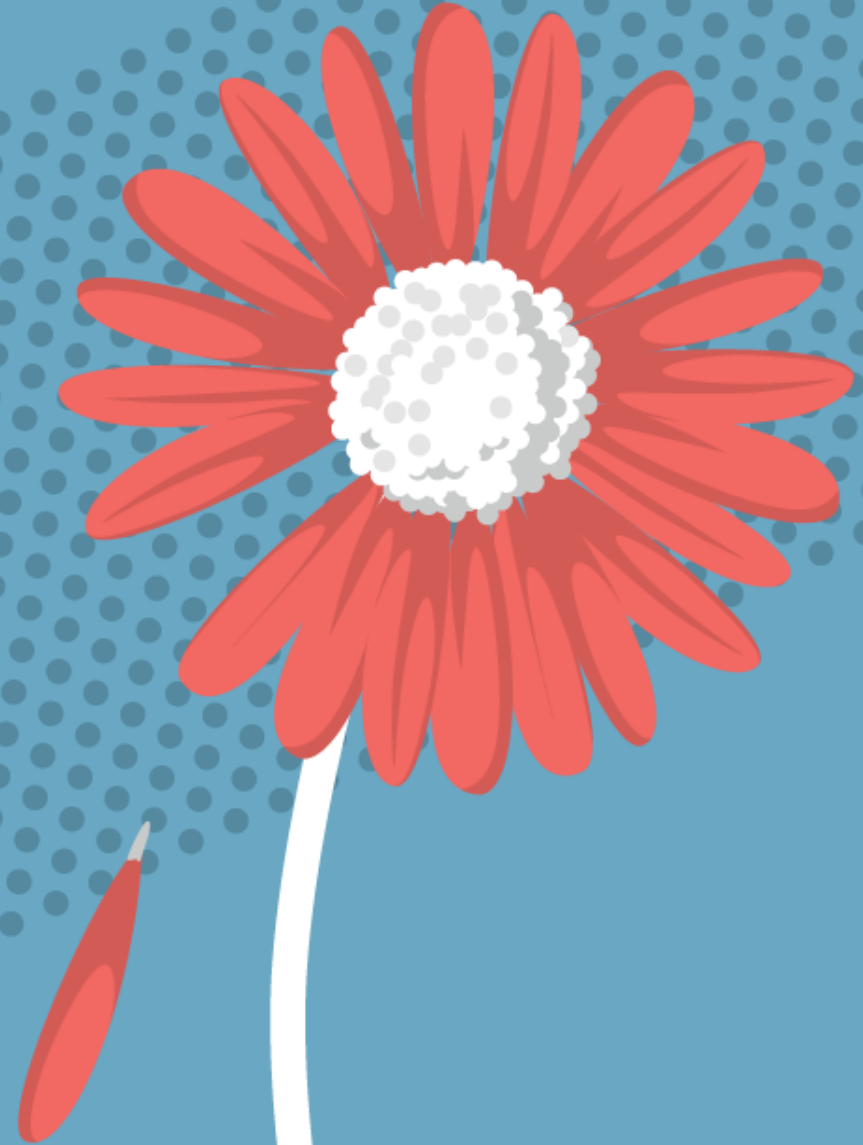




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The perennials

The Future of ageing

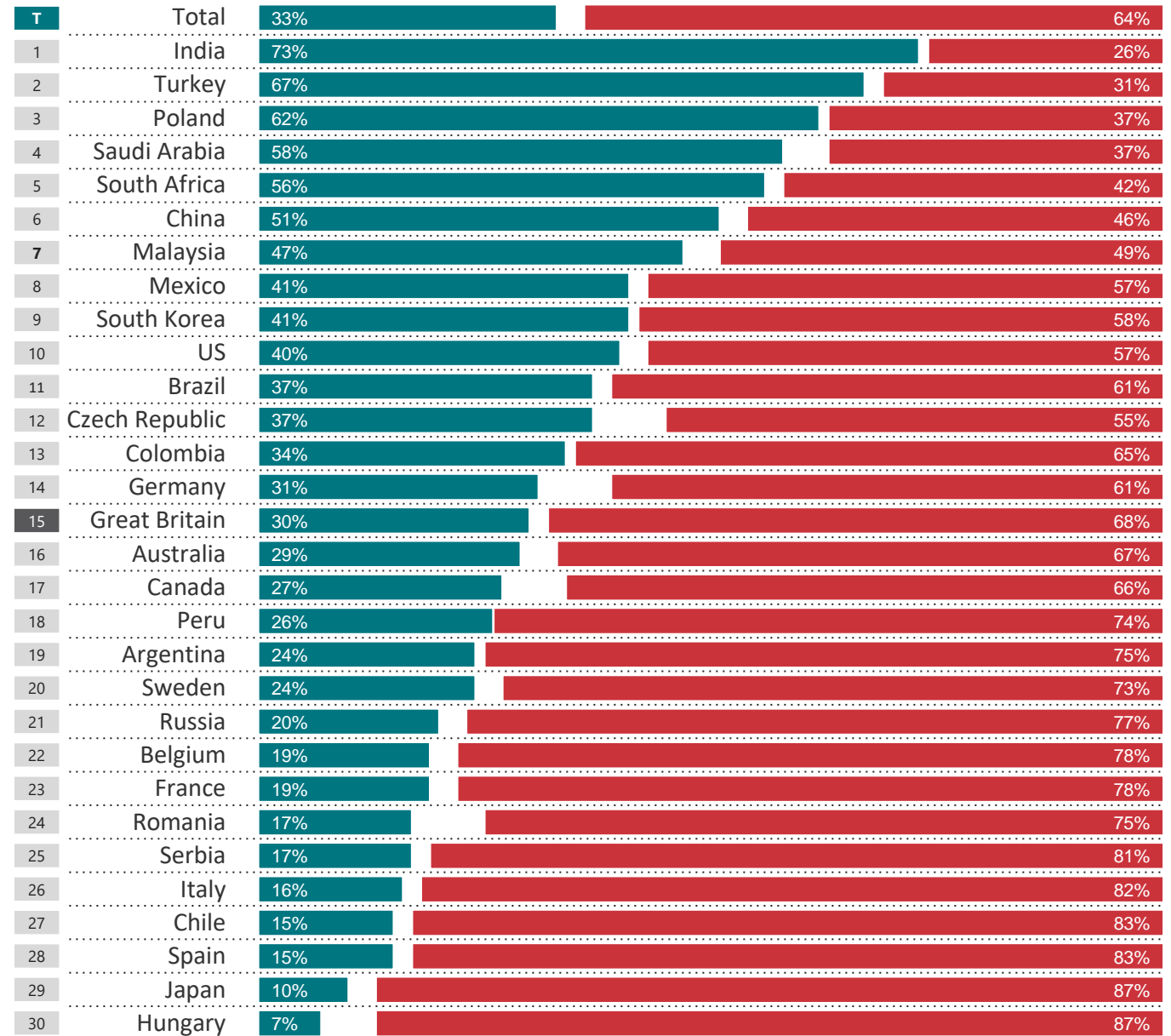


OPTIMISM OF AGEING

% who are looking forward
to old age

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

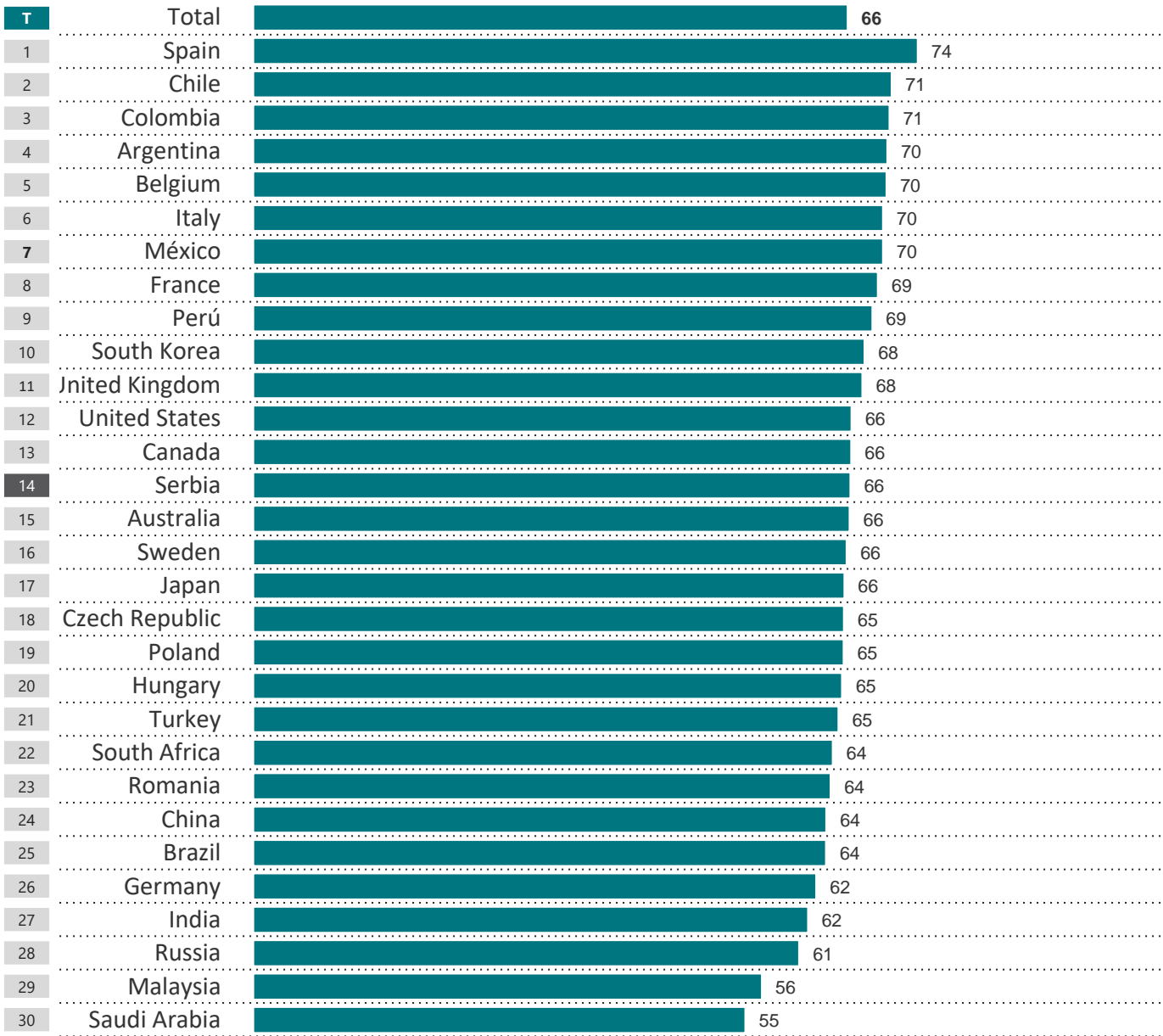
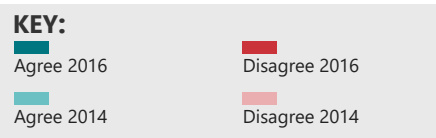
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Base: 20,788 adults aged 16-64 in 30 countries, online, 24th August – 7th September 2018

HOW OLD IS OLD?

At what age do you think
people can be considered old

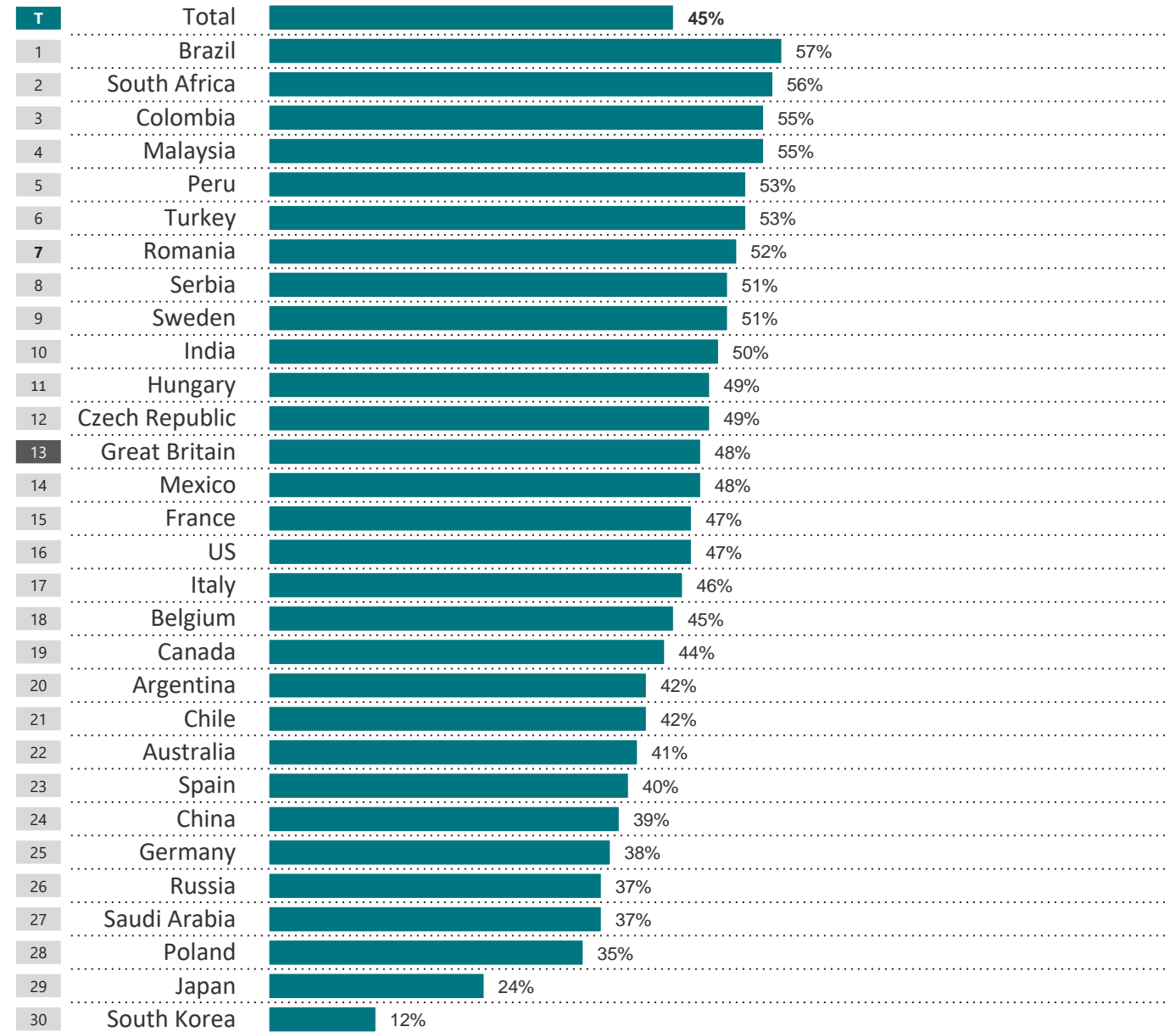


Base: 18,262 adults aged 16-64 in 30 countries, online, 24th August – 7th September 2018

VARIATION IN AGE

OF FRIENDS

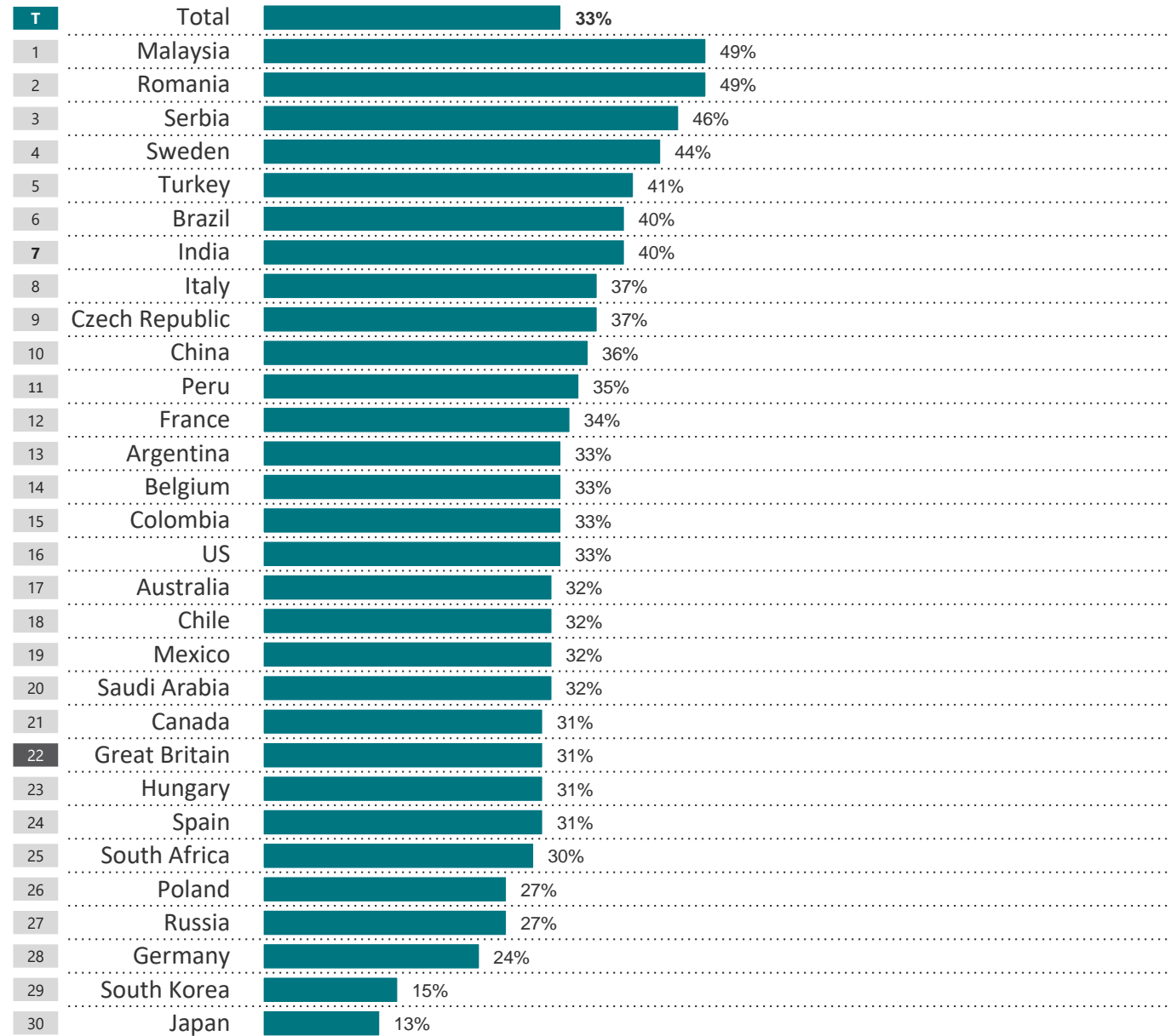
% who have friends who are 15 years older than them



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

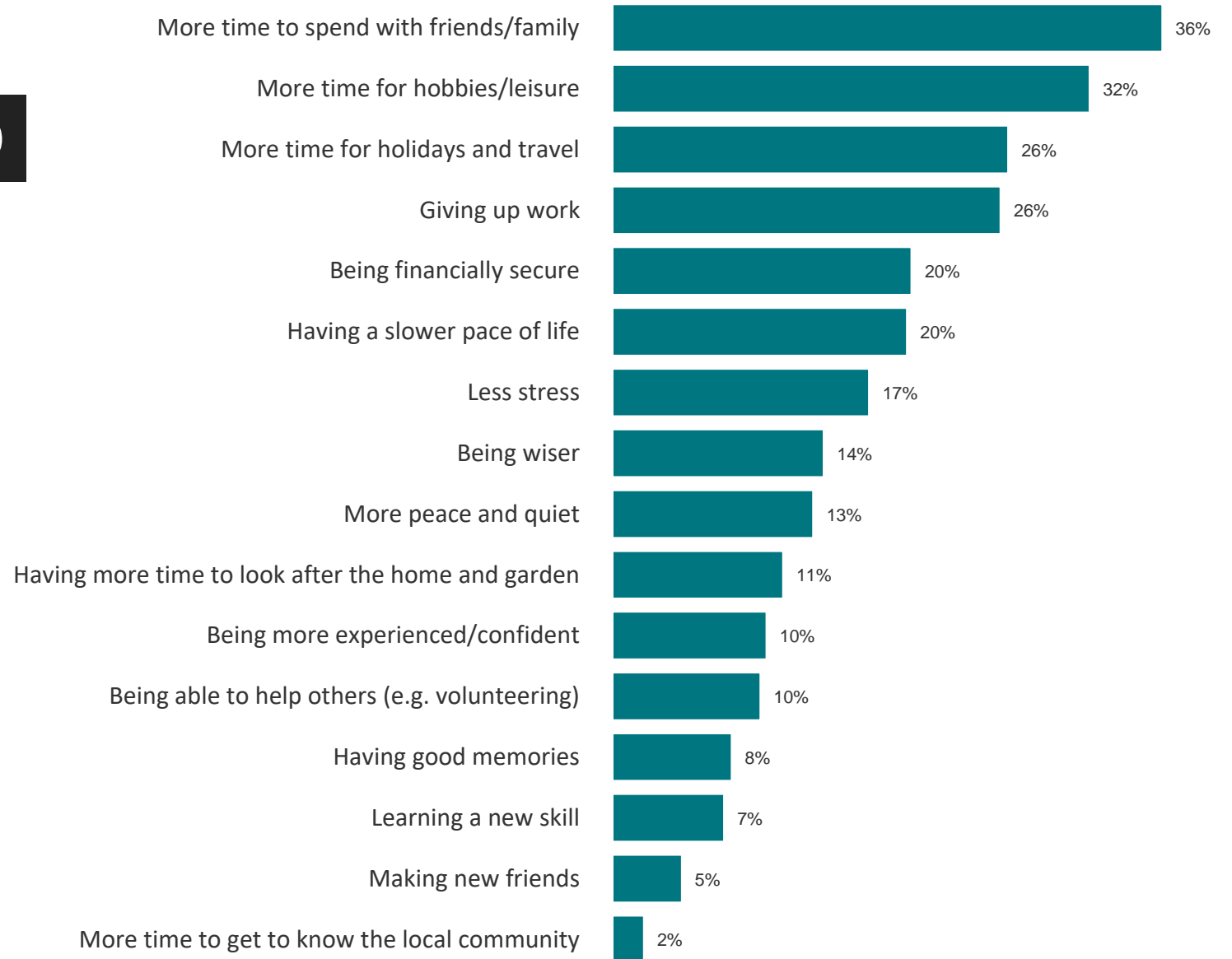


Base: 20,788 adults aged 16-64 in 30 countries, online, 24th August – 7th September 2018

WHAT'S BEST

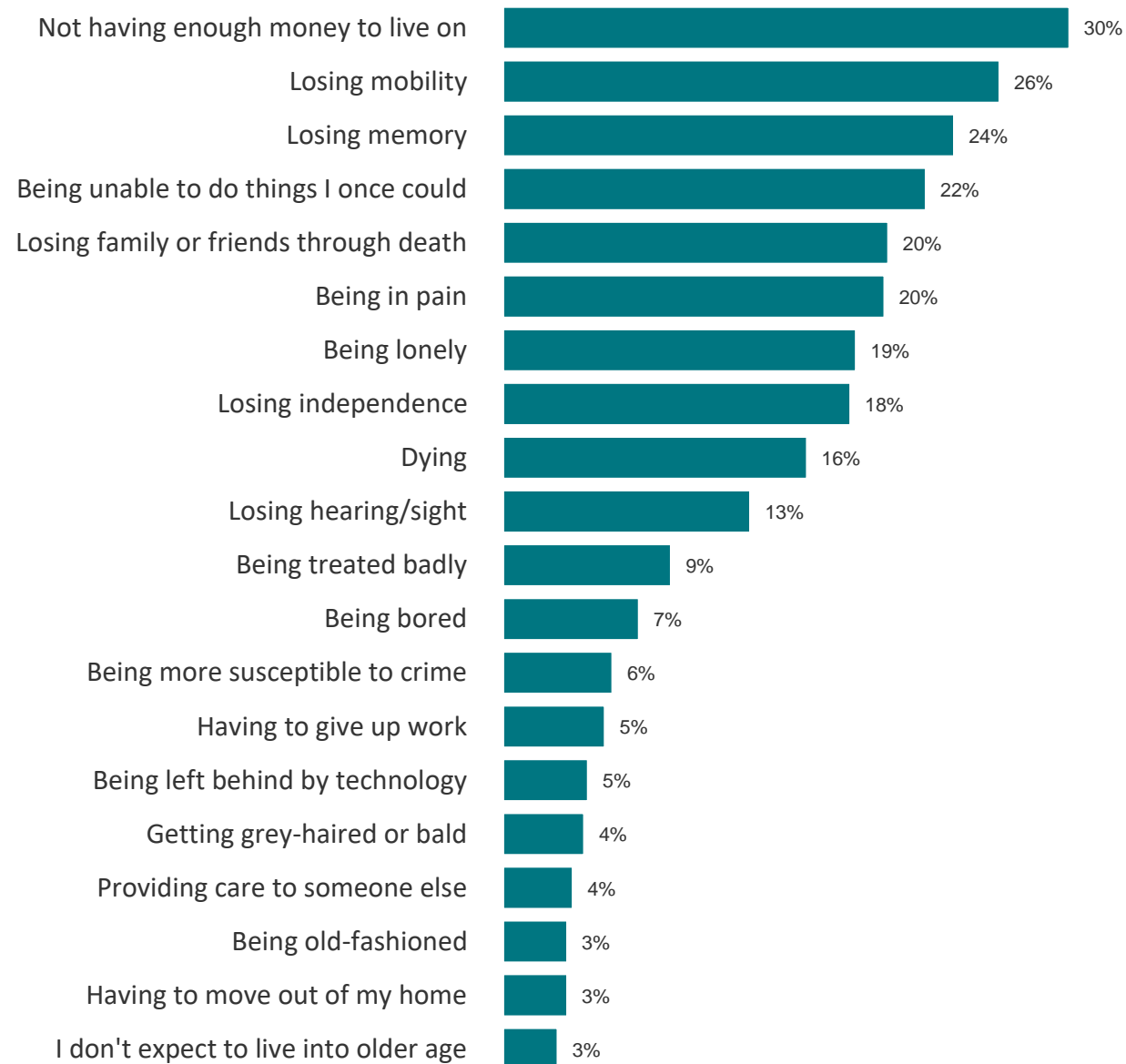
ABOUT GETTING OLD

which two / three of the following
best describe the good things
about getting old



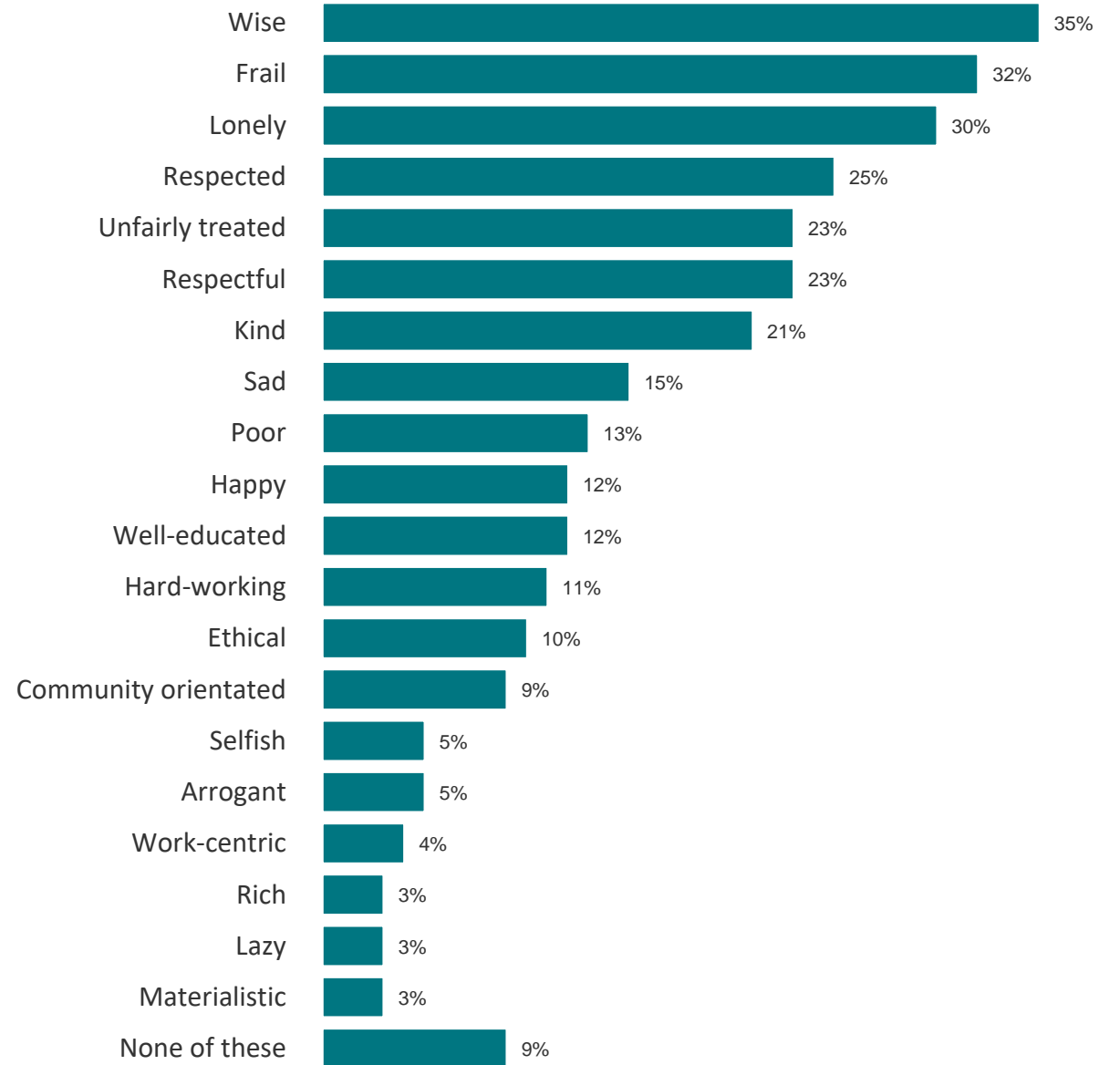
WHAT'S THE WORST THING ABOUT GETTING OLD

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

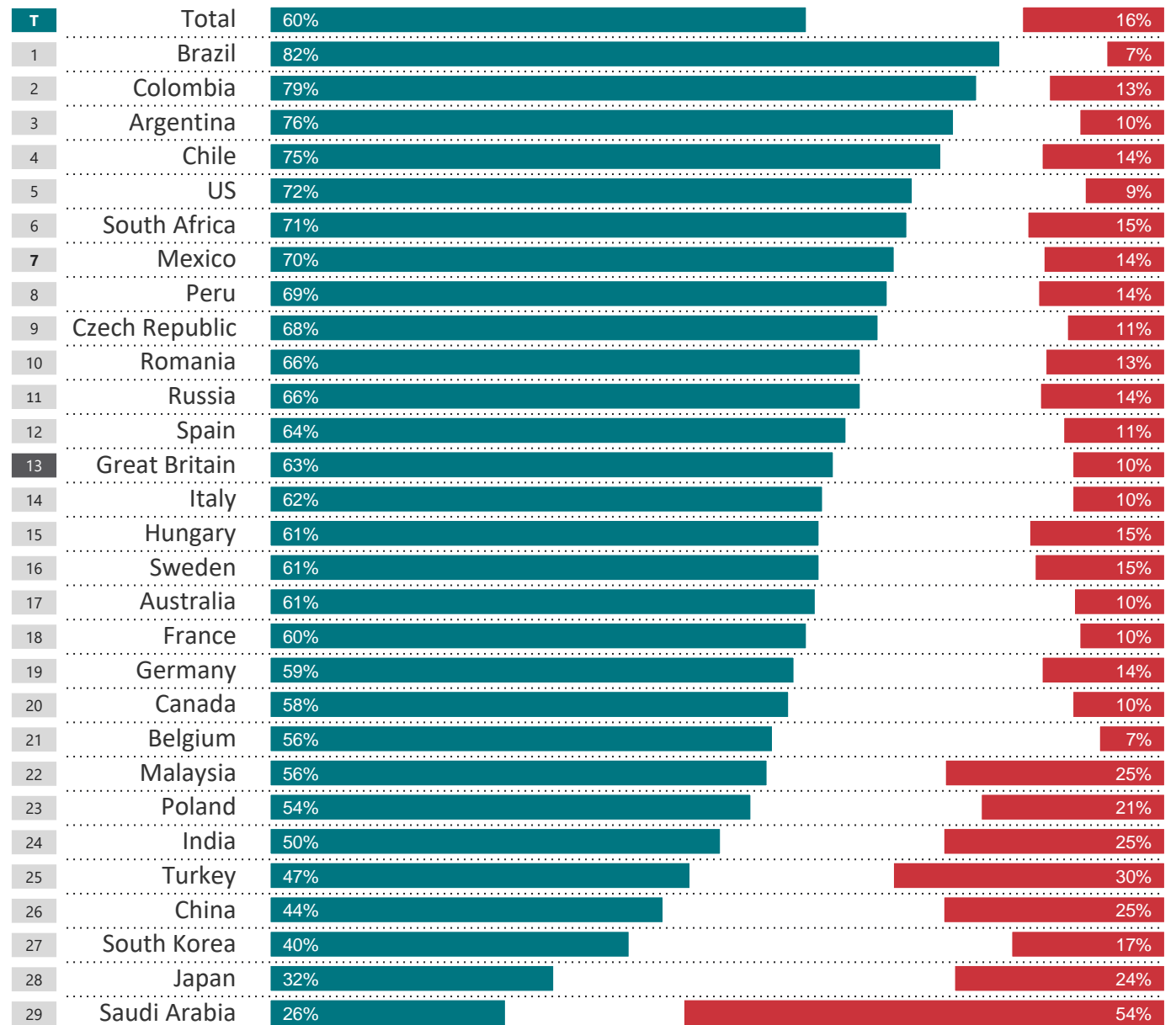


LACK OF RESPECT TOWARDS THE ELDERLY

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

KEY:
 Agree
 Disagree

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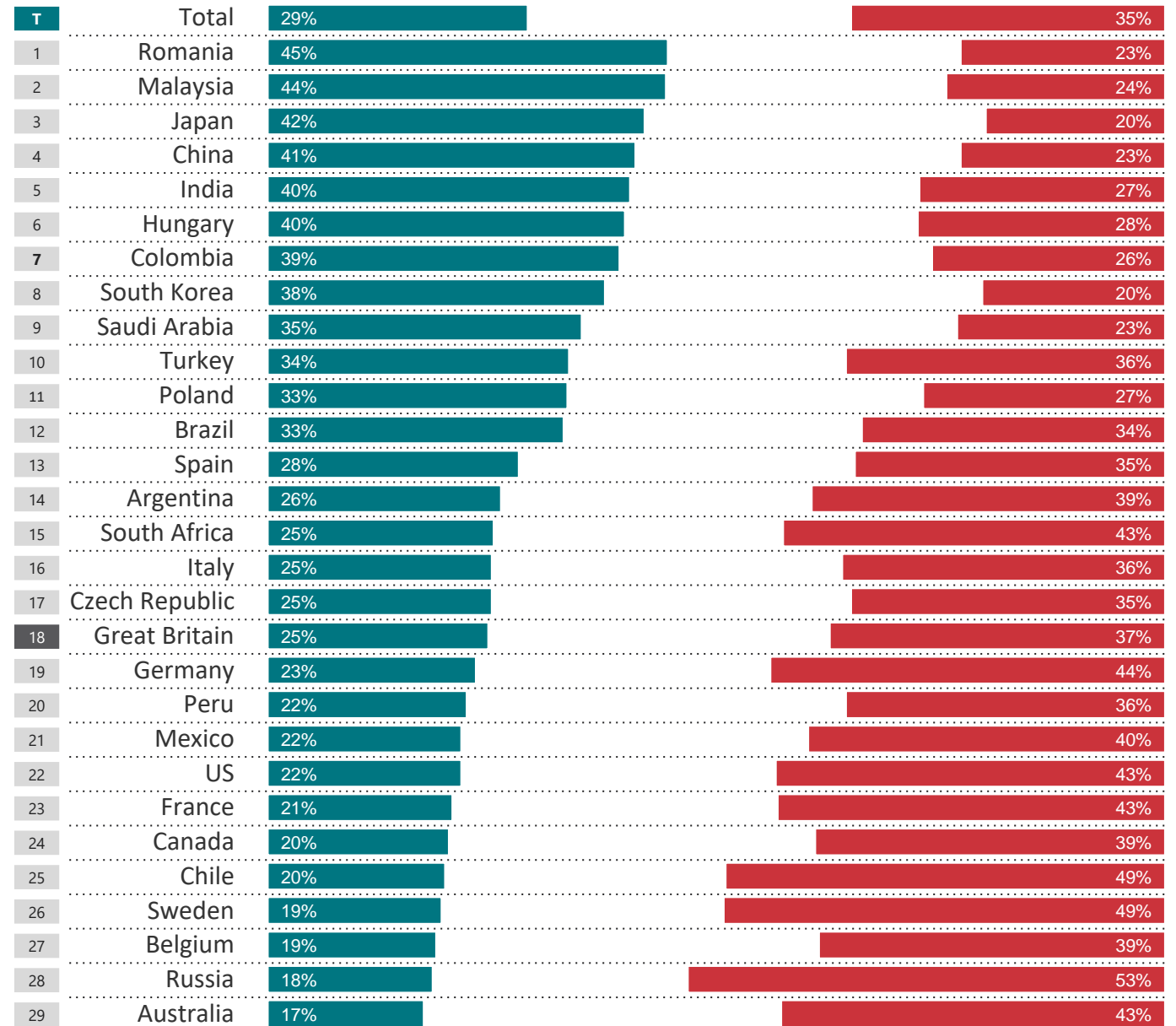
Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

POLITICAL CLOUT OF THE ELDERLY

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

KEY:
■ Agree
■ Disagree

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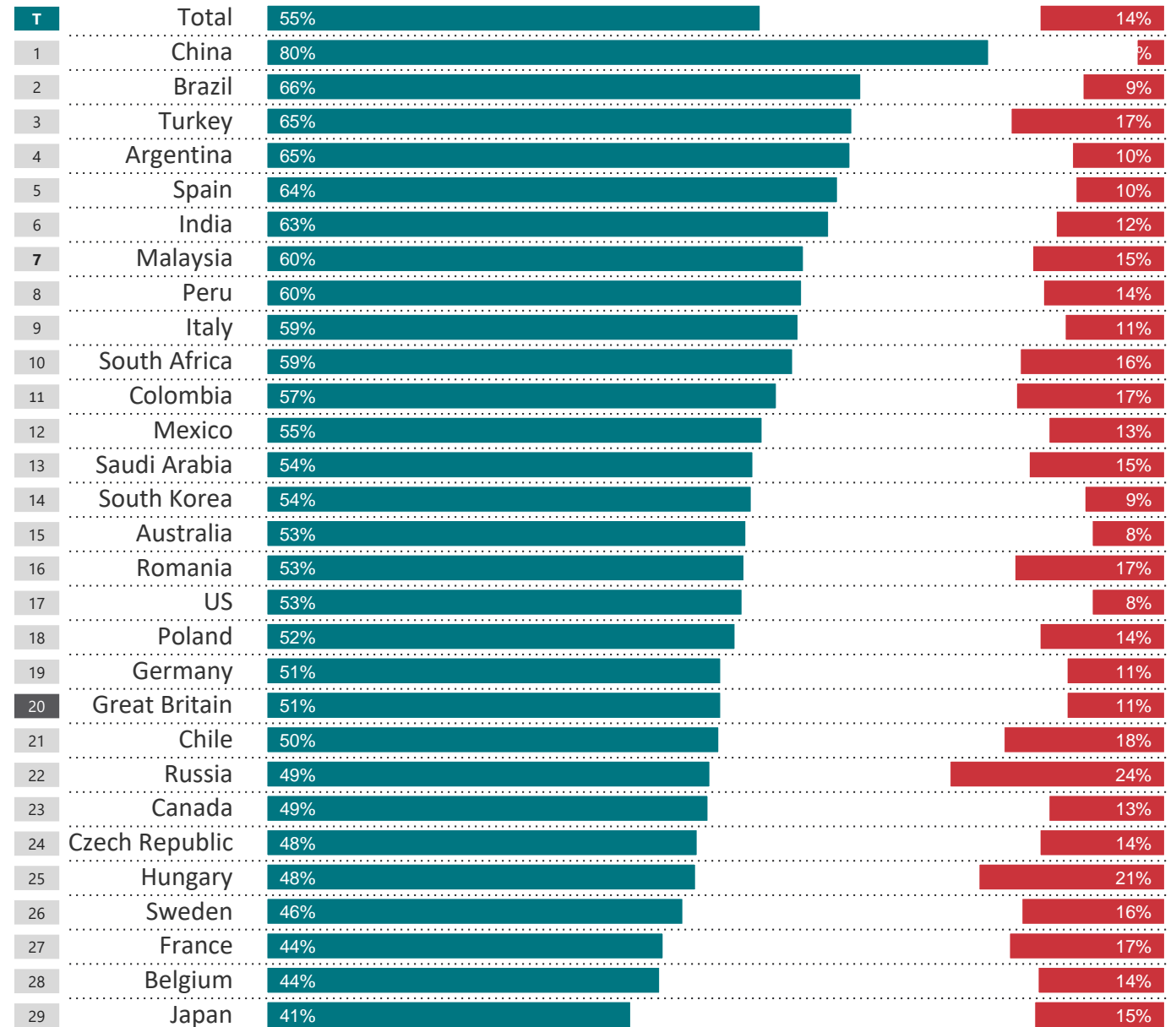
Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

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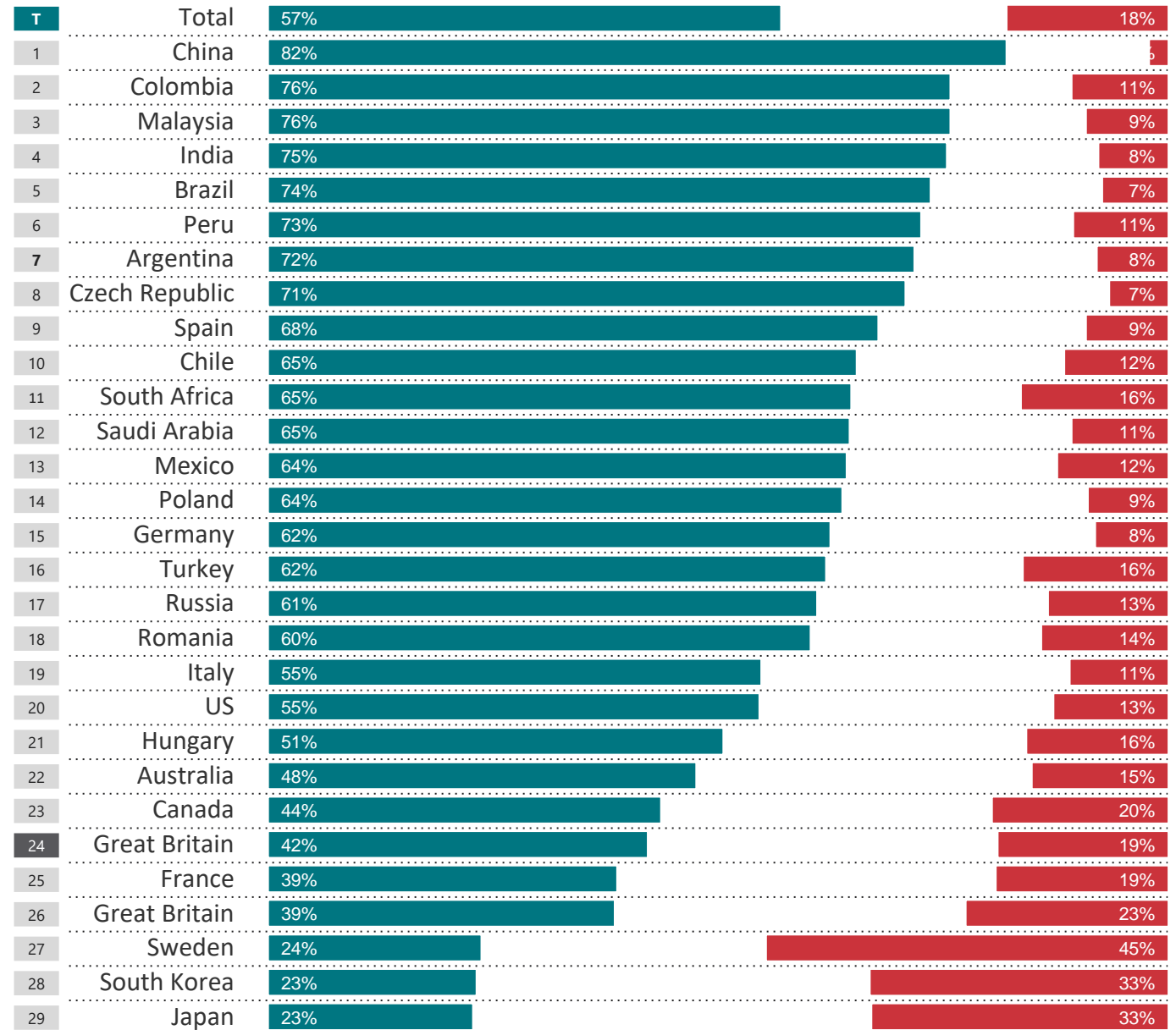
Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

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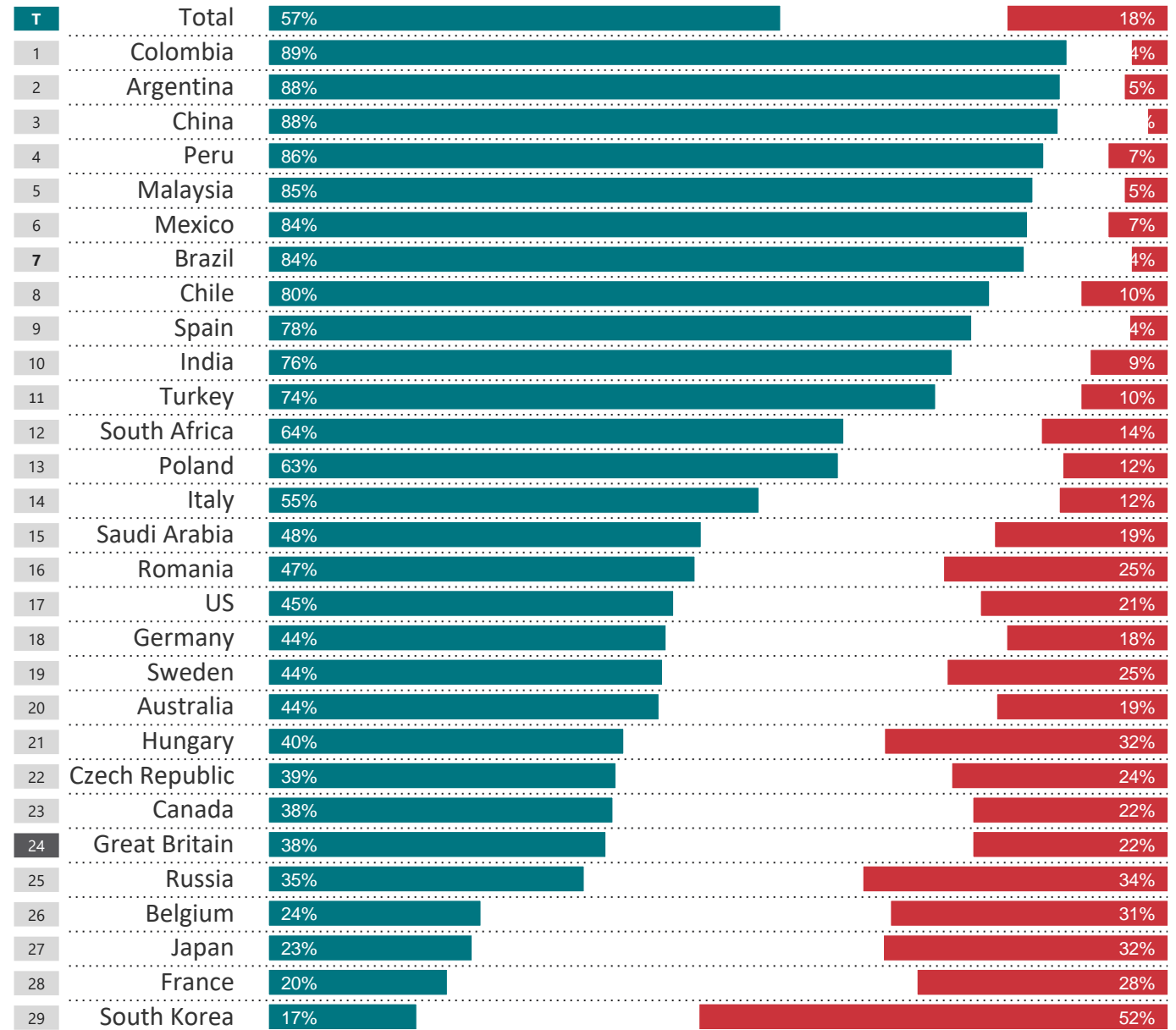
Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

HEALTH IN OLD AGE

% Who expect to be fit
and healthy in old age

KEY:
 Agree
 Disagree

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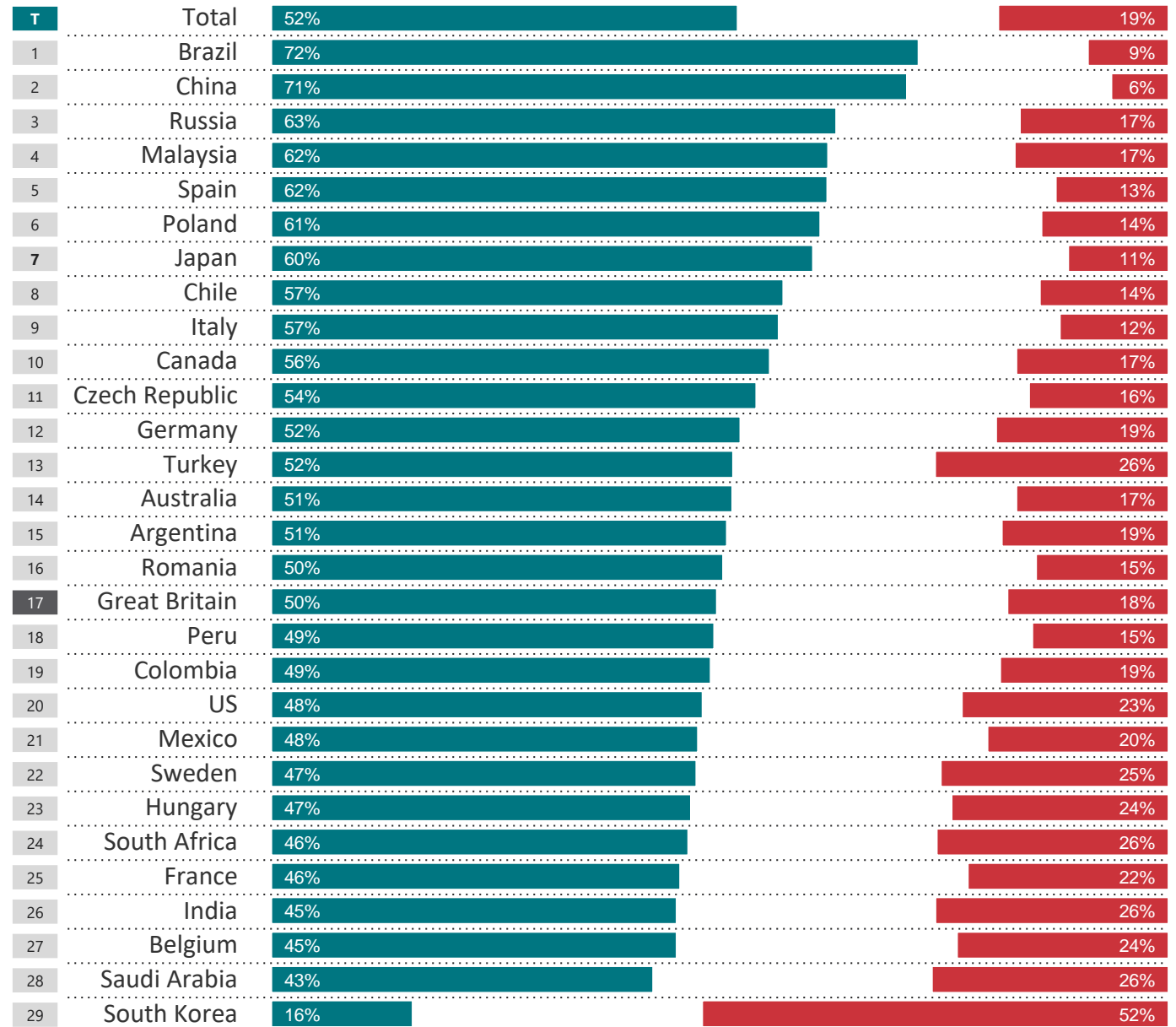
Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

DO WE WORRY ABOUT GETTING OLD?

% Who worry about old age

KEY:
■ Agree
■ Disagree


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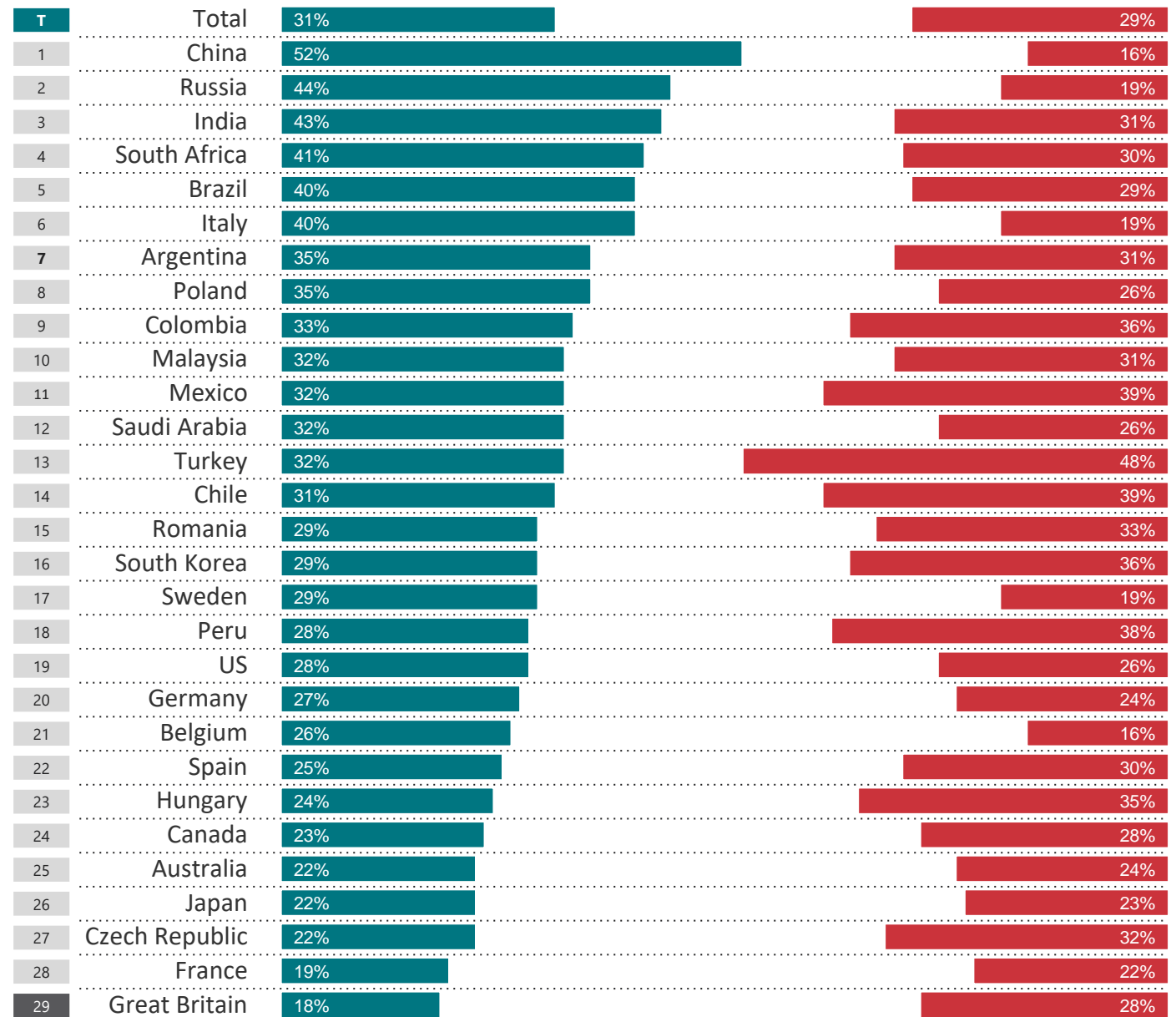
Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

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

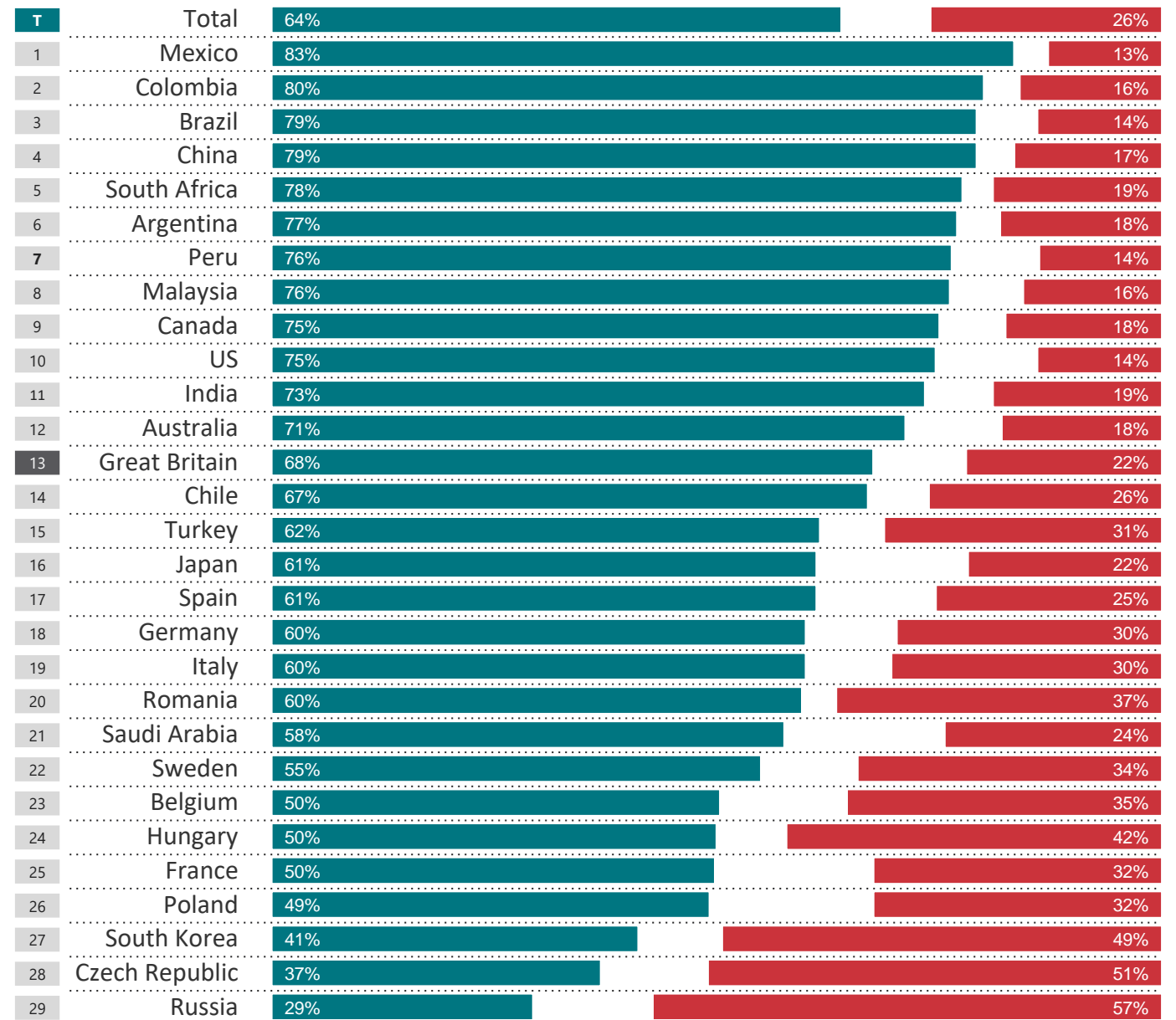


PREPARENESS FOR OLD AGE

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

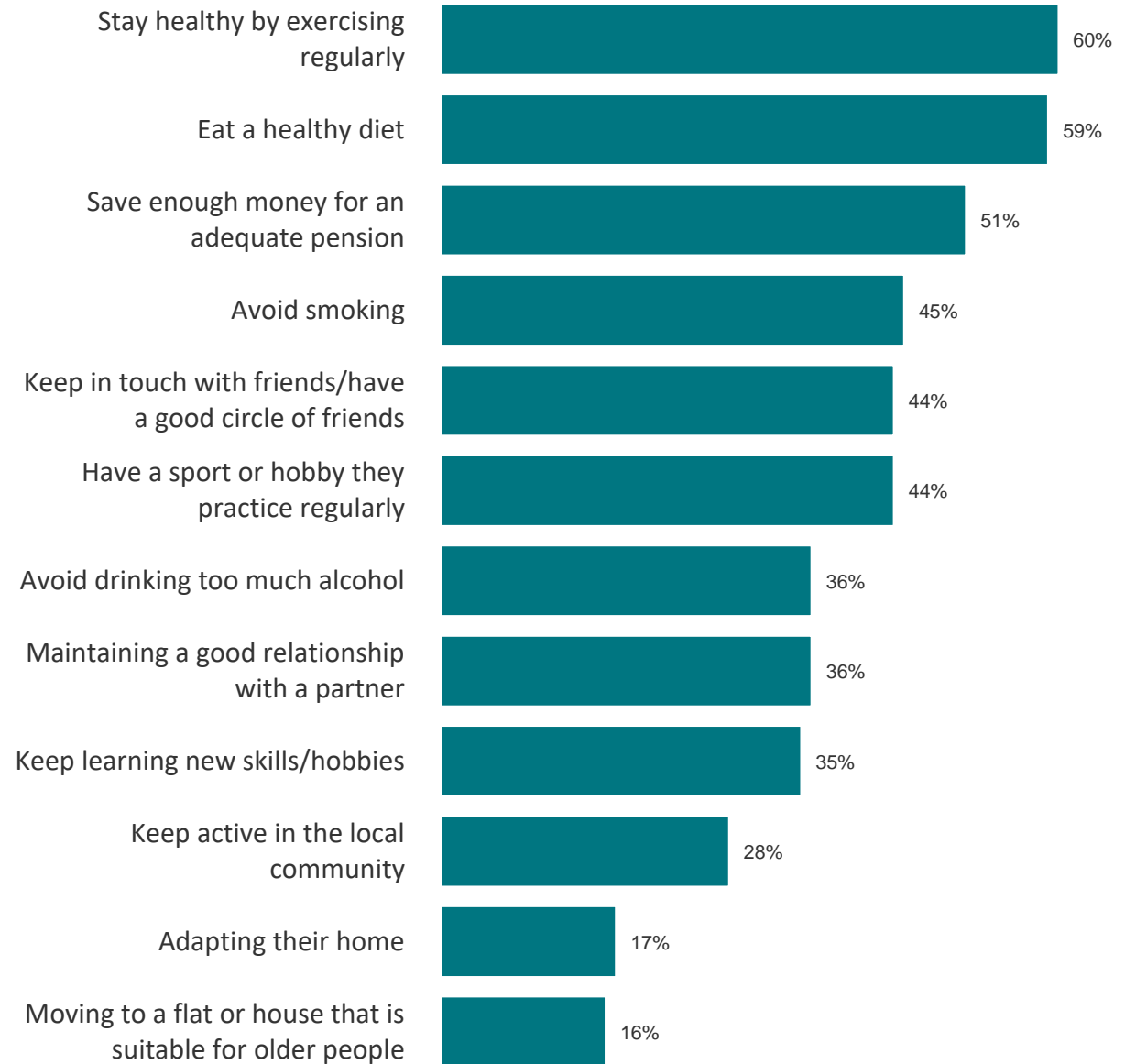
KEY:
 Prepared
 Unprepared

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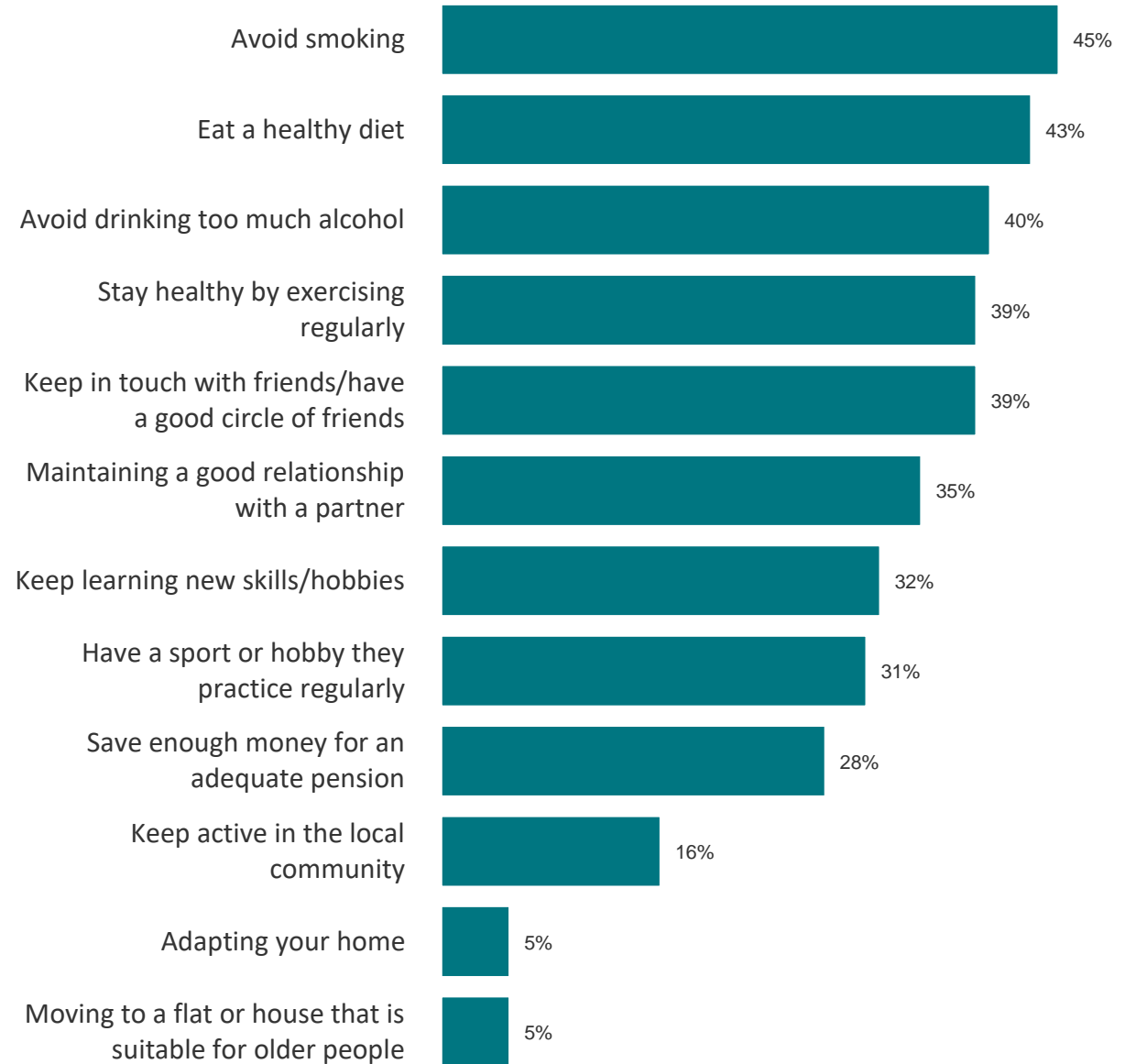


Base: 20,286 adults aged 16-64 in 29 countries, online, 24th August – 7th September 2018

HOW SHOULD WE PREPARE FOR OLD AGE



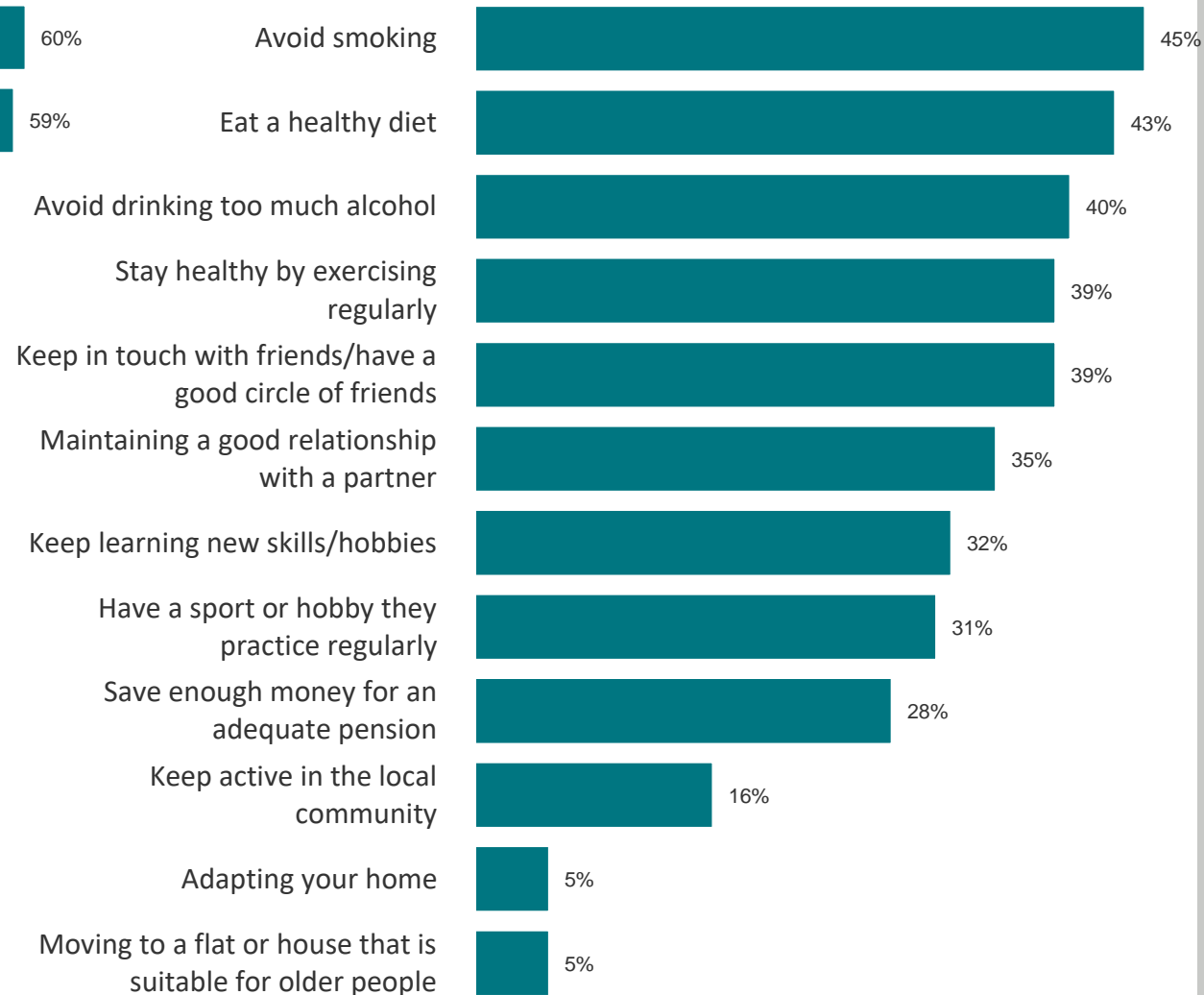
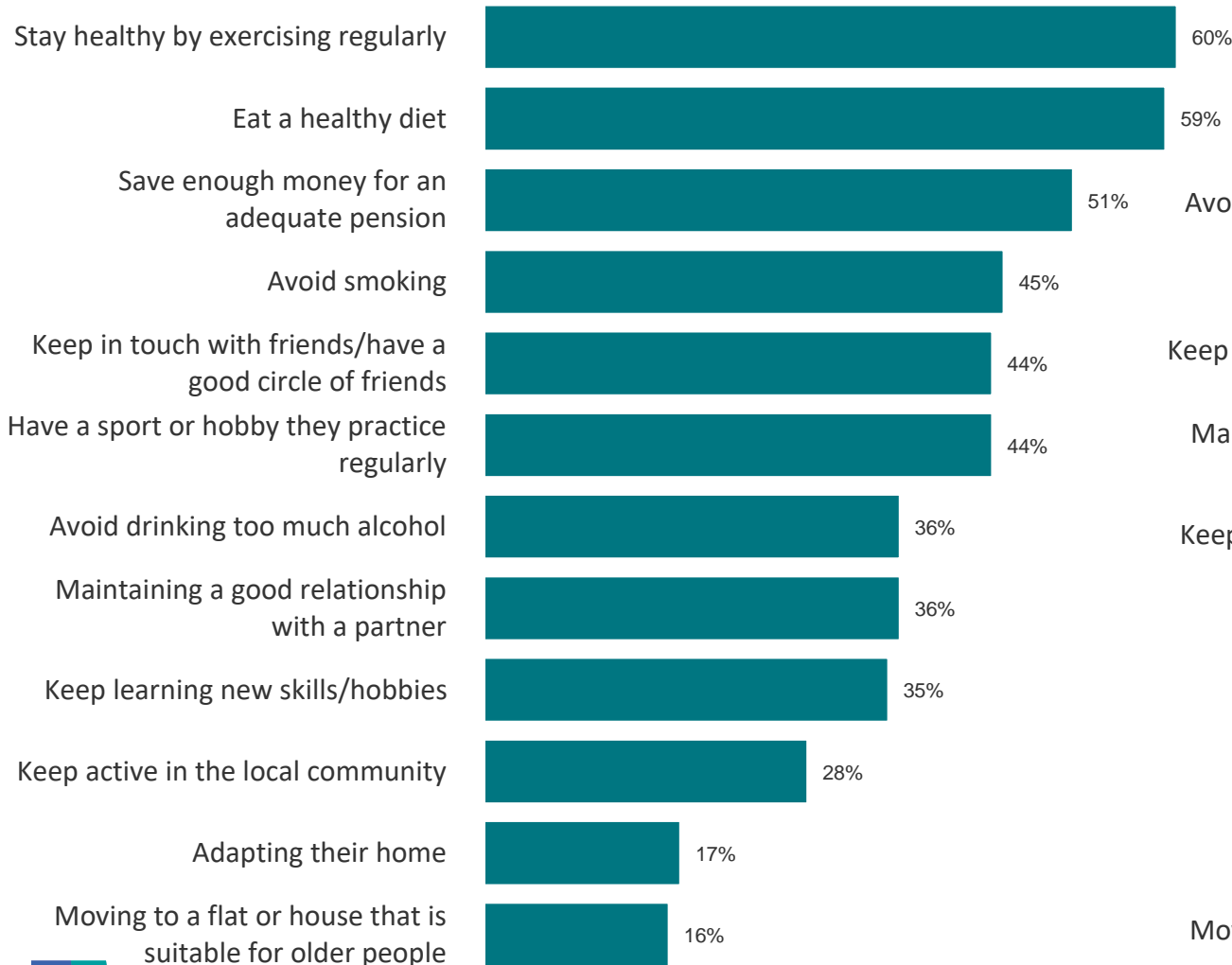
WHAT DO WE DO TO PREPARE FOR OLD AGE



WHAT SHOULD WE DO TO PREPARE FOR OLD AGE

VS

WHAT WE ARE ACTUALLY DOING



**THANK
YOU**

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