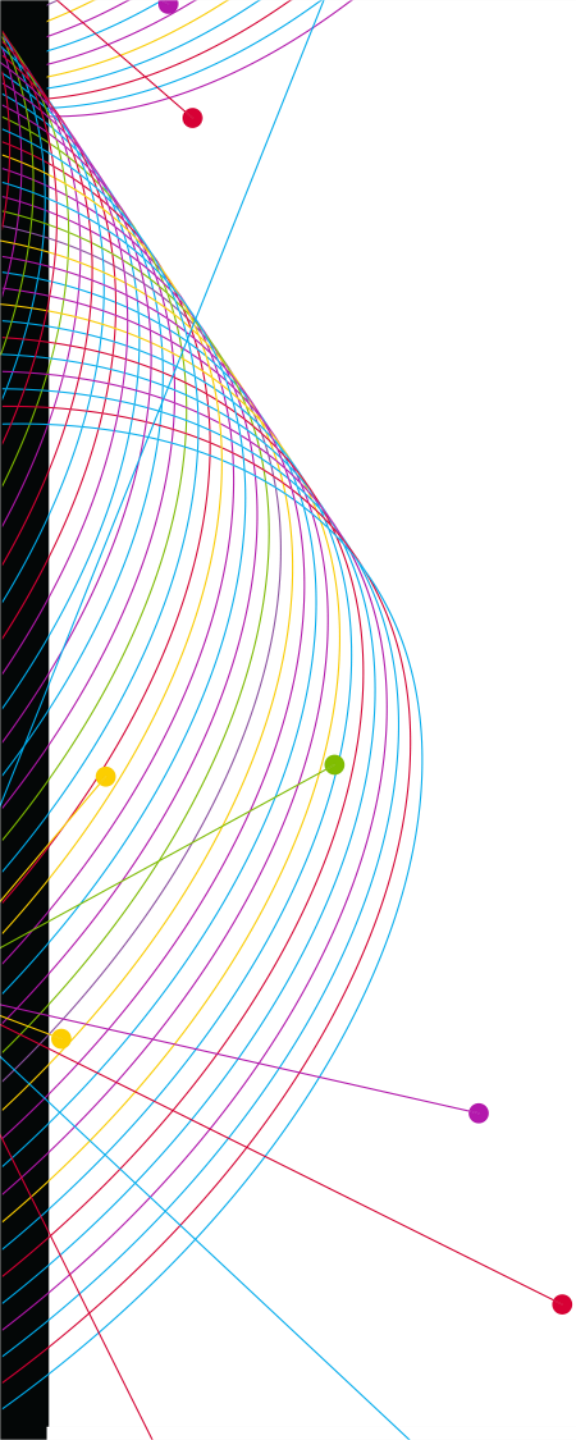


ATTITUDES TOWARDS AGEING TECHNICAL REPORT 2016



Office for Seniors
Te Tari Kaumātua



BACKGROUND

BACKGROUND

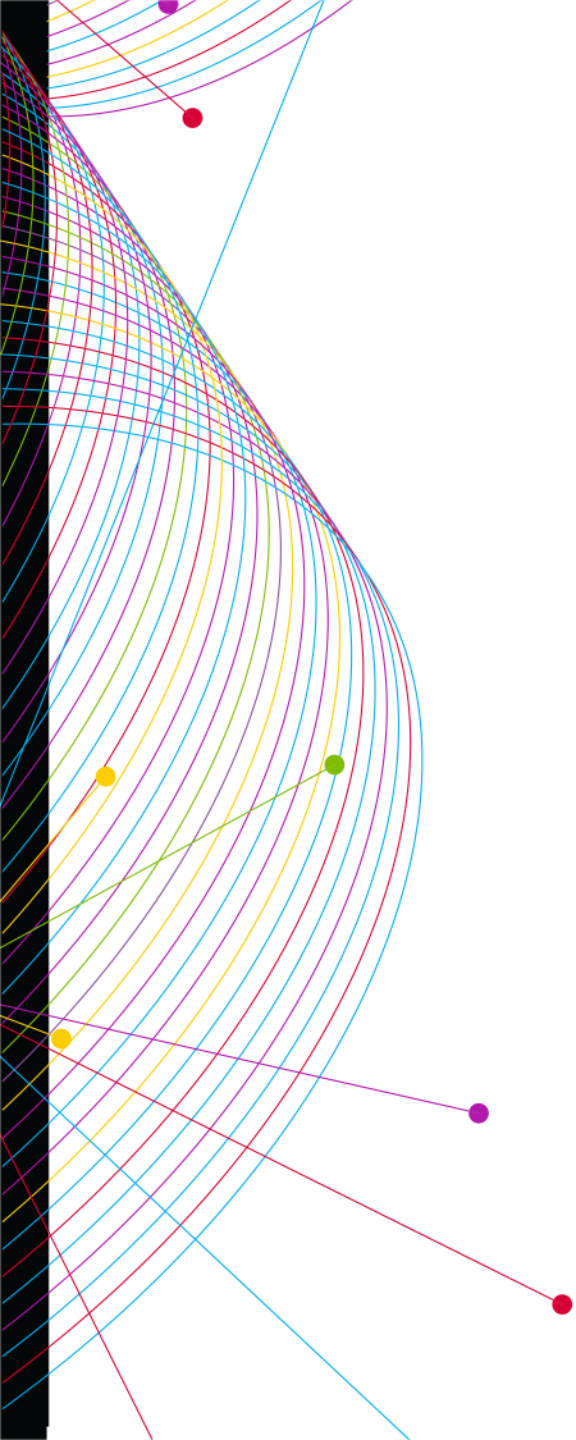
The Office for Seniors(OS) commissioned Nielsen to undertake research to help understand New Zealanders' attitudes towards older people and to ageing in general. This research will be used to inform and support thinking and initiatives relating to the Positive Ageing Strategy, with the ultimate aim of improving opportunities for older people to participate in the community in the ways they choose.

The Positive Ageing Strategy outlines a vision for a society where people can age positively, where older people are highly valued and where they are recognised as an integral part of families and communities. Positive ageing reflects the attitudes and experiences older people have about themselves and how younger generations view ageing, including their own ageing. Positive ageing takes account of the health, financial security, independence, self-fulfilment, personal safety and living environment of older New Zealanders. The New Zealand Positive Ageing Strategy provides a framework for developing and understanding policy with implications for older people. The Strategy's 10 goals guide policies and programmes across central and local government, to improve opportunities for older people to participate in their communities in ways they choose.

The objectives for this research are:

- To increase knowledge and understanding of attitudes to ageing in New Zealand
- To identify and measure attitudes to ageing, both positive and negative, across the population in general and within each of a number of age-ranges
- To obtain an estimate of the proportion of New Zealanders who have experienced ageism.

In recent years, there have been some market research-based studies and reports that have looked at ageing in New Zealand. While providing valuable background, this research was conducted with a specific demographic or segment of the population and no all-ages research had been undertaken on this topic. The Office of Seniors requires this all-ages research to create meaningful baselines to assess how well the Positive Ageing Strategy is getting through to the general public.



METHODOLOGY

METHODOLOGY

The sample was structured to ensure sufficient numbers of respondents were achieved in each generation so the results could be reliably analysed within each generation.

In total, 1609 respondents completed the survey. The sample broke down as follows across the generations:

Older Generation Z and Millennials (18-34) n= 402

Generation X (35-49) n=396

Baby Boomers (50-74) n=412

75+ generation (75 years and over) n=399 (including 18 who didn't give a specific age).

Within this sample, quotas were set by generation, gender and region. Additionally, minimums for specific ethnicities were set to ensure their views were represented within this study. In total, the following number of interviews were achieved amongst each ethnicity demographic:

Maori: 285

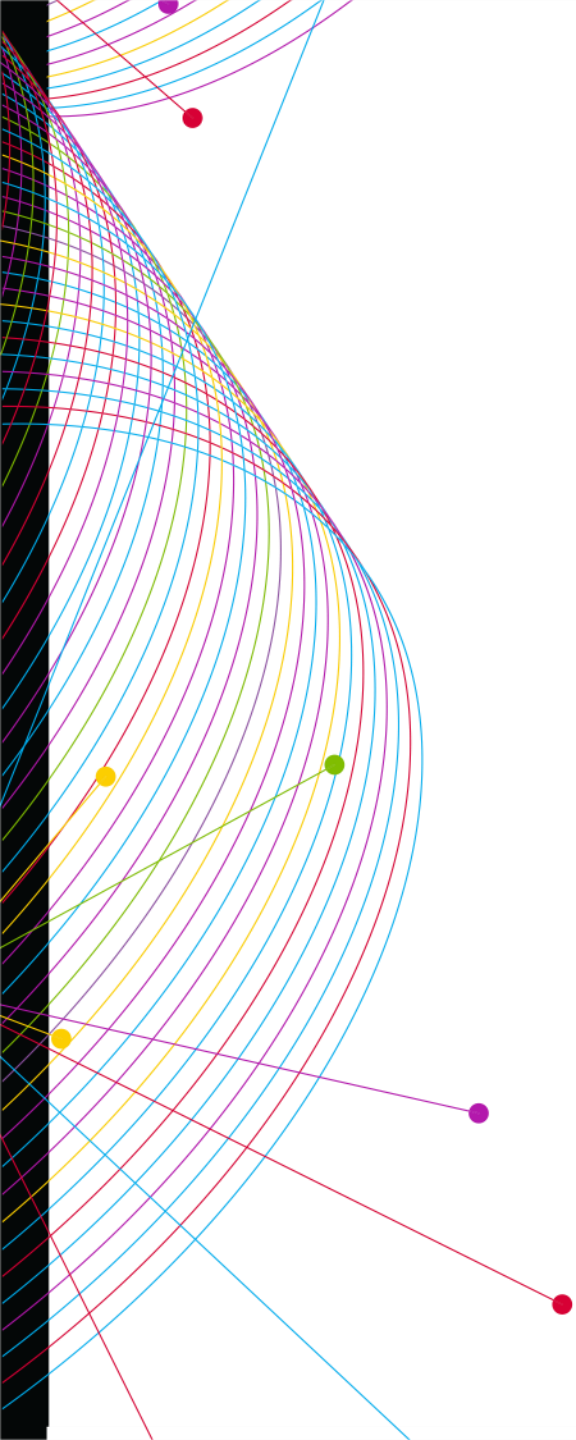
Pacific: 117

Asian: 187

For respondents under the age of 74, the survey was completed online and the sample was provided by Survey Sampling International (SSI).

For respondents over the age of 75, a hard copy survey was provided and respondents were asked to fill it out and return it in a prepaid envelope. When sampling, an age ceiling of 90 was set to ensure we were able to achieve 400 completes out of a sample of 1,800. Within this age bracket (75-90), the sample was randomly selected from the electoral roll in equal proportion to the gender and regional breakdowns within the New Zealand population.

To account for variations within the sample, the data was weighted by age, gender and region in proportion to the New Zealand population. As equal quotas had been set for each generation to ensure meaningful comparisons could be made within generations, this meant certain generations had lower/higher weight factors applied. For example, as the 75+ generation makes up only about 8% of the New Zealand population, but accounted for 25% of our sample, these results were weighted down at this stage.



EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

CONCEPTUALISATION OF AGE

- On average, respondents indicated they would stop describing someone as 'young' at 37 and start describing someone as 'middle aged' at 46, as 'old' at 67 and as 'very old' at 84. This concept of age shifts, however, as people themselves age, so a younger person is more likely to think youth ends at a younger age than an older person.
- Respondents' own perception of their age tends to vary from the perception other people may have of them. There was the largest amount of divergence amongst members of the 75+ generation, who were most likely to consider themselves 'past middle age, but not yet old', while they acknowledged other people were most likely to consider them 'old'.

PERCEPTIONS OF AGEING

- The majority of respondents, regardless of generation, say they have great respect for older people, with 80% of Millennials, 80% of Generations Xers and 89% of Baby Boomers agreeing they have great respect for older people.
- The value respondents feel they add to society seems to peak within the Baby Boomer generation, with Baby Boomers being the most likely of any generation to say they feel they are making a valuable contribution in their life (75%). Close to a quarter (23%), however, also say they sometimes feel invisible because of their age, suggesting the period when people are retiring triggers a shift in perceptions.

FUTURE OUTLOOK

- Concerns about ageing appear to decrease with age, with Millennials being much more concerned about all aspects of ageing than their 75+ generation counterparts. This shift appears to happen around middle age, with people starting to become less concerned about things such as dying and loneliness around the age of 45.

SOCIAL ISOLATION AND EXCLUSION

- Of those respondents aged 60+, 80% of them are living in their own home and the majority of them (80%) plan to continue to do so as they age. Respondents who are living in their own home or independently in a retirement community are significantly less likely to agree *they sometimes feel invisible because of their age*.
- Members of the 75+ generation are no more likely than members of other generations to say they have been excluded or felt isolated as a result of their age. Pacific Islanders, however, are more likely than other ethnicities to say they have felt excluded or isolated as a result of their age, but this is felt more strongly by the younger Pacific generations than the older ones.

EXECUTIVE SUMMARY

STEREOTYPES

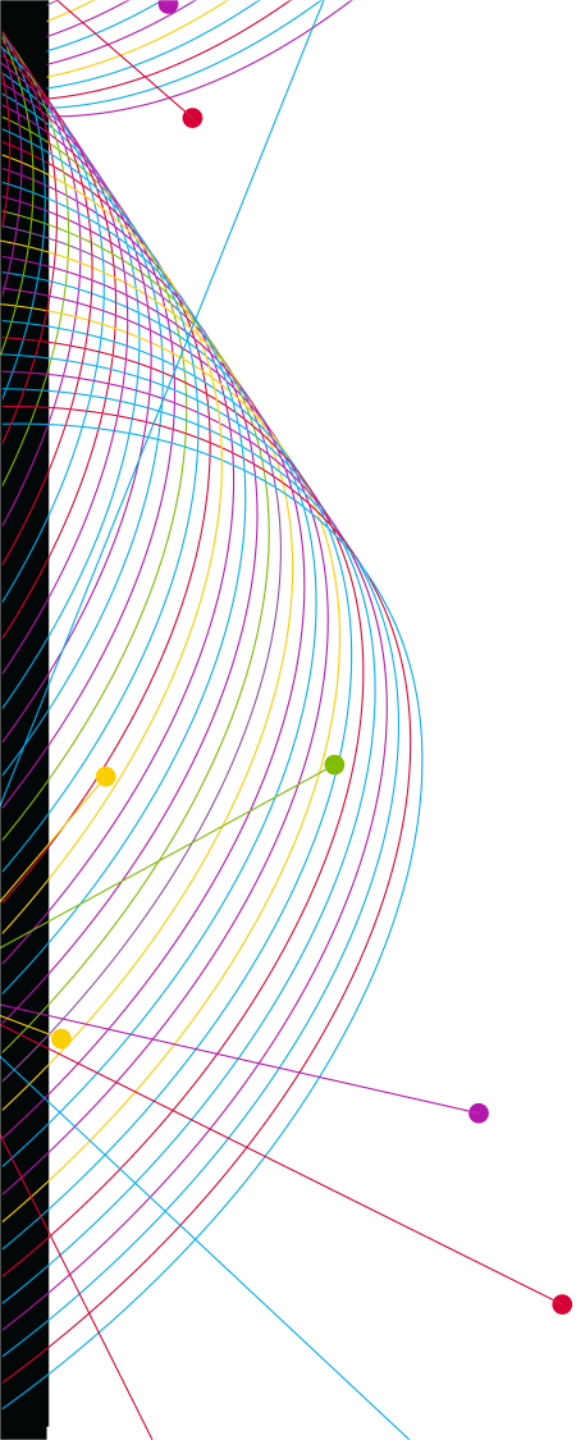
- More than half of respondents (54%), feel older people are more of an asset than a burden to society. The perception of older people as an asset peaks with the Baby Boomer generation (64%).
- Positive stereotypes of older people are more widely held than negative stereotypes of older people. Many of the words people use to describe older people are descriptive (e.g. retired, grey-haired), as opposed to being derogatory or complimentary.

AGEISM

- Just over a quarter of the 75+ generation (26%) say they have experienced some form of discrimination/poor treatment as a result of their age in the last 12 months, with this being driven primarily by reports they had been excluded or felt isolated within the last 12 months or been taken advantage of financially. Millennials were also more likely to report poor treatment as a result of their age (46% of Millennials say they have experienced some form of discrimination/poor treatment as a result of their age) than Gen Xers and Baby Boomers, suggesting ageism isn't something that just affects those who are older.
- Close to a third of respondents have been shown a lack of respect due to their age at least occasionally (31%), while 12% say they have been treated badly due to their age at least occasionally. When asked to indicate where they experience this treatment, the highest proportion of respondents say it has occurred in the workplace. Millennials are more likely than other generations to report this treatment.

GENERAL KNOWLEDGE

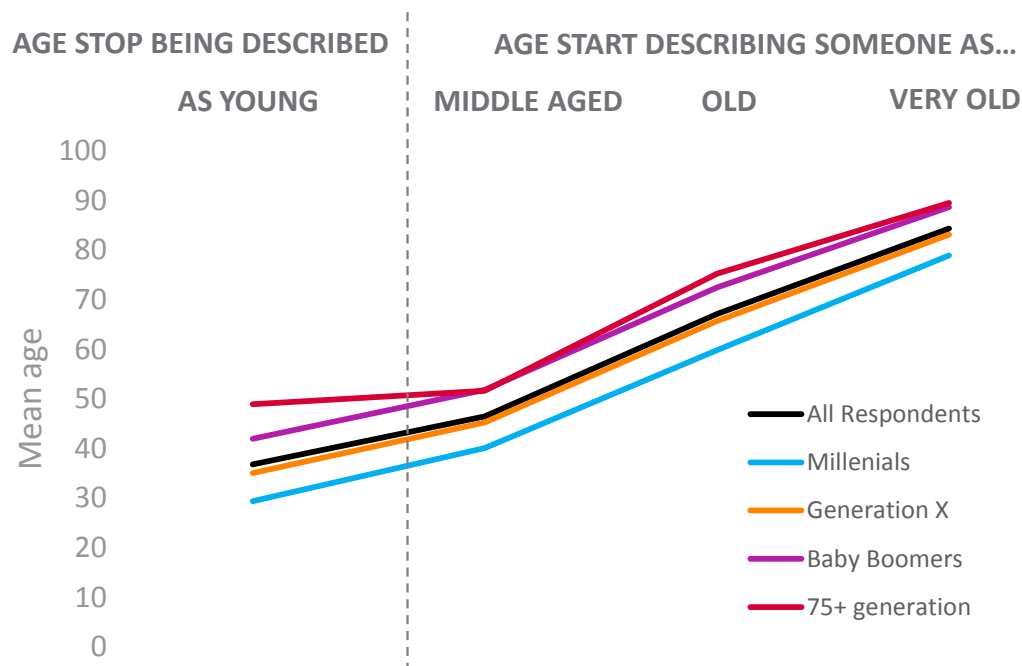
- More than a third of respondents don't even feel capable of choosing from a pre-specified list the range within which the number of people aged 65+ currently stands in the New Zealand population, indicating awareness around this is quite low. After being told how many aged 65+ currently exist within the New Zealand population and what this number is projected to increase to within the next 20 years, close to two-thirds of respondents are not confident New Zealand is prepared to handle this increase in older people.



CONCEPTUALISATION OF AGE

DOES THE AGE ASSOCIATED WITH DIFFERENT LIFE STAGES VARY BY GENERATION?

As people age, their concept of what is considered to be young, middle aged, old and very old shifts upwards. On average, Millennials stop describing someone as young at 29, while members of the 75+ generation stop describing someone as young at the age of 49. Despite all four generations having very distinct perceptions of the end of youth, there is more convergence amongst the Baby Boomers and the 75+ generation on when they would start describing someone as middle aged, old and very old.



	END OF YOUTH	START OF MIDDLE AGE	START OF OLD AGE	START OF VERY OLD AGE
MEAN AGE				
TOTAL	37	46	67	84
MILLENNIALS	29	40	60	79
GEN X	35	45	66	83
BABY BOOMERS	42	52	72	89
75+ generation	49	52	75	89

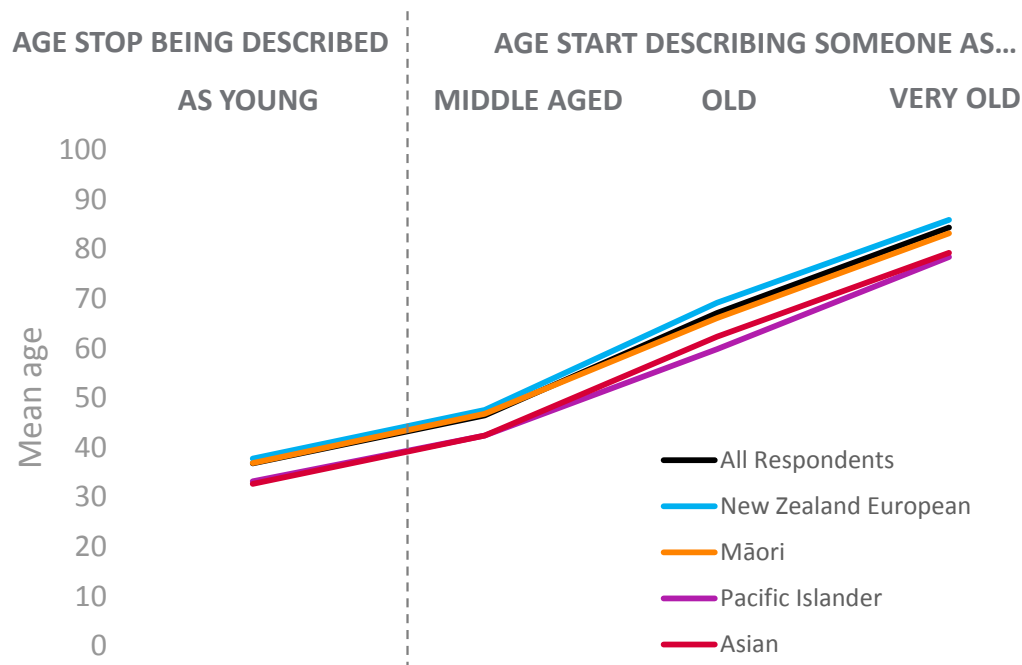
Base: ALL respondents (Excluding NA)

Q5. At what age would you personally stop describing someone as young?

Q6. At what age would you start describing someone as ...?

VARIATIONS BY ETHNICITY

NZ Europeans and Māori stop describing someone as young at an older age than do Pacific Islanders and Asians. On average, NZ Europeans and Māori stop describing someone as young at 38 and 37 respectively, while Pacific Islanders and Asians both stop describing someone as young at the age of 33. NZ Europeans and Māori also start describing someone as middle aged, old and very old at older ages on average than do Pacific Islanders and Asians.



	END OF YOUTH	START OF MIDDLE AGE	START OF OLD AGE	START OF VERY OLD AGE
MEAN AGE				
TOTAL	37	46	67	84
NZ EUROPEAN	38	48	69	86
MĀORI	37	47	66	83
PACIFIC ISLANDER	33	42	60	78
ASIAN	33	42	62	79

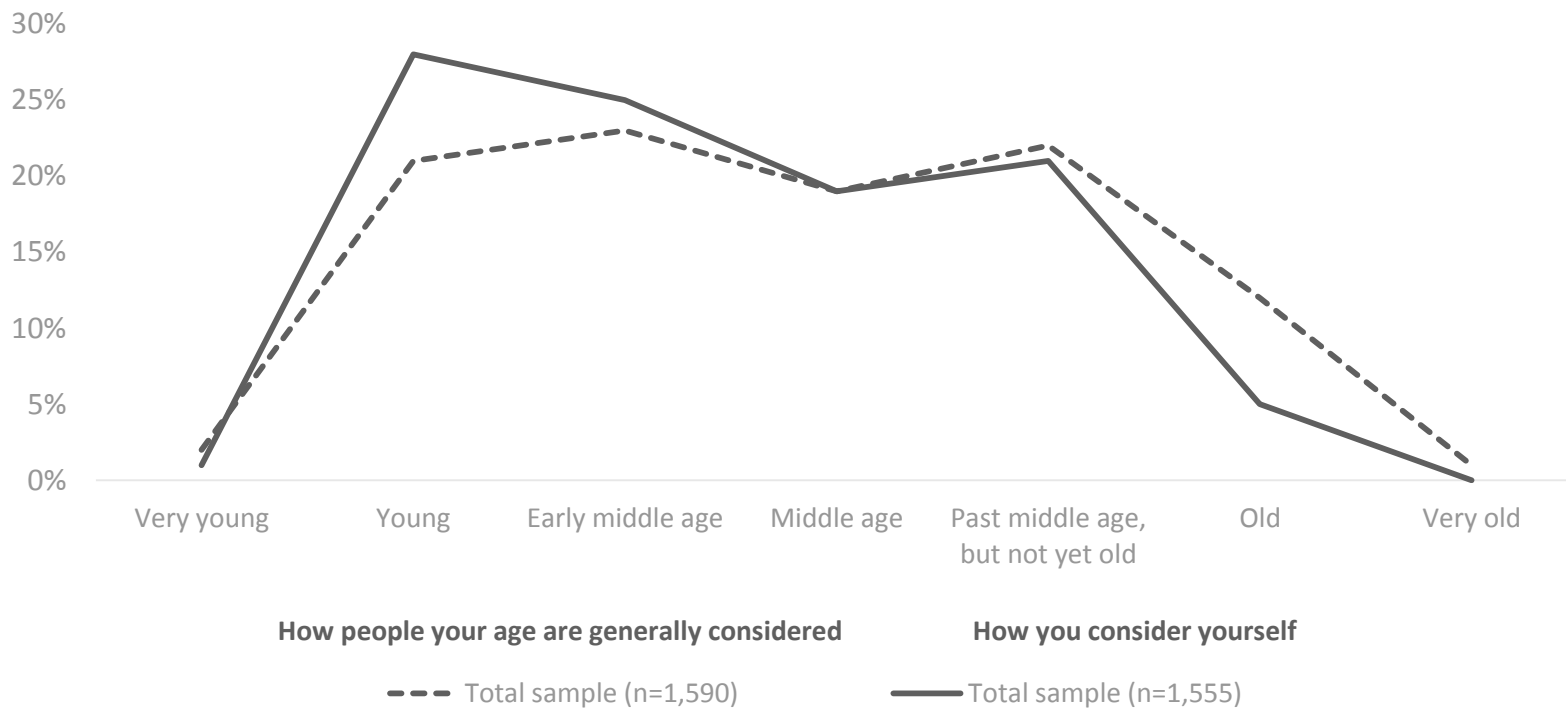
Base: ALL respondents (Excluding NA)

Q5. At what age would you personally stop describing someone as young?

Q6. At what age would you start describing someone as ...?

DO PEOPLE CONSIDER THEMSELVES AS OLD AS OTHER PEOPLE MIGHT CONSIDER SOMEONE THEIR AGE TO BE?

A considerable proportion of respondents generally consider themselves to be younger than other people may consider them to be, with perceptions diverging the most at the point when people consider themselves to be young and when people consider themselves to be old.



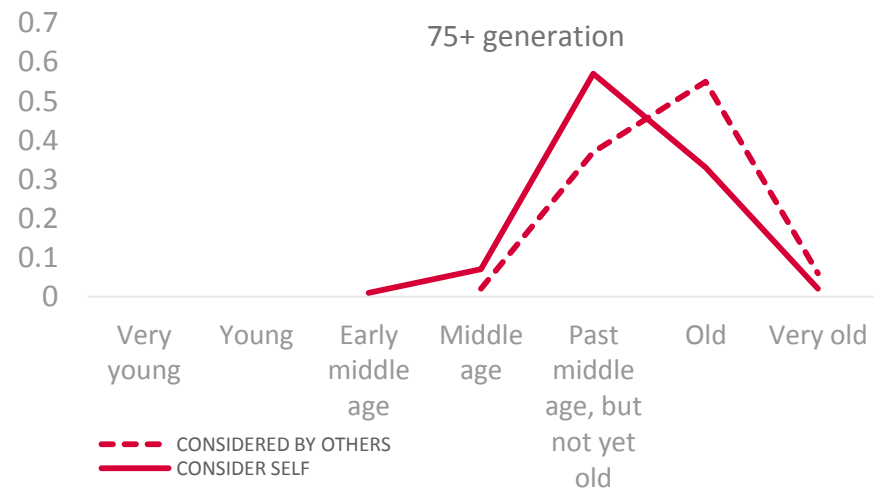
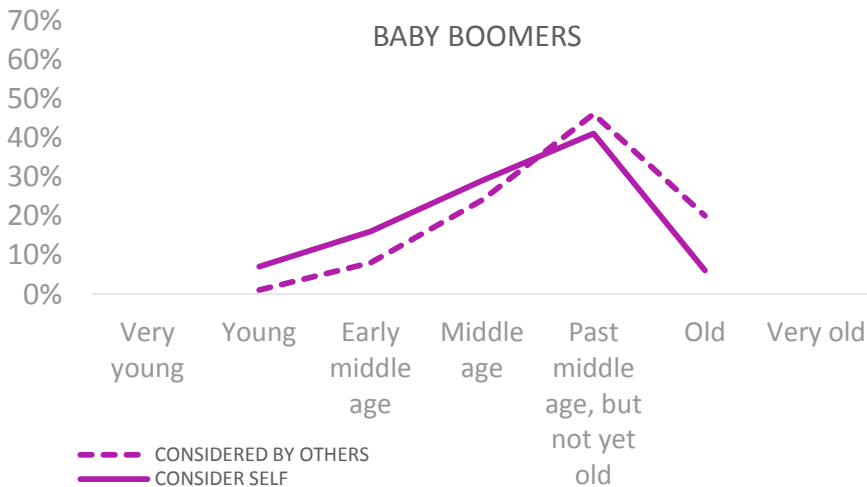
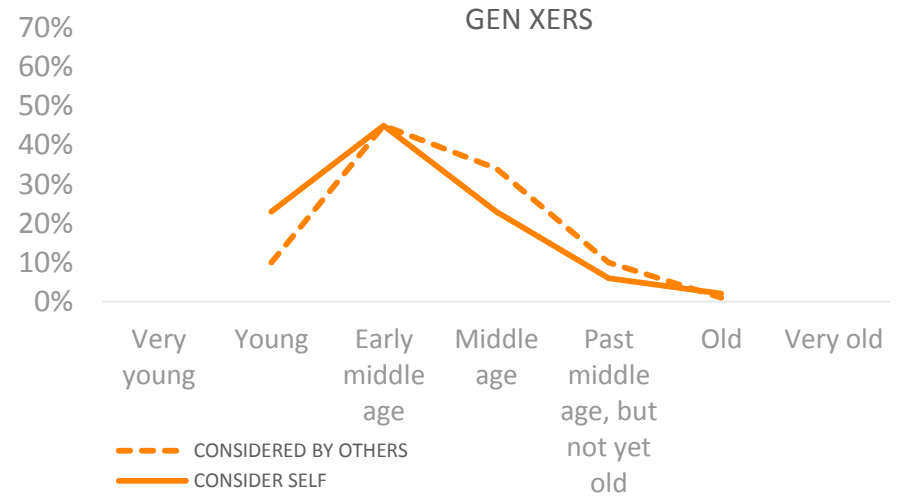
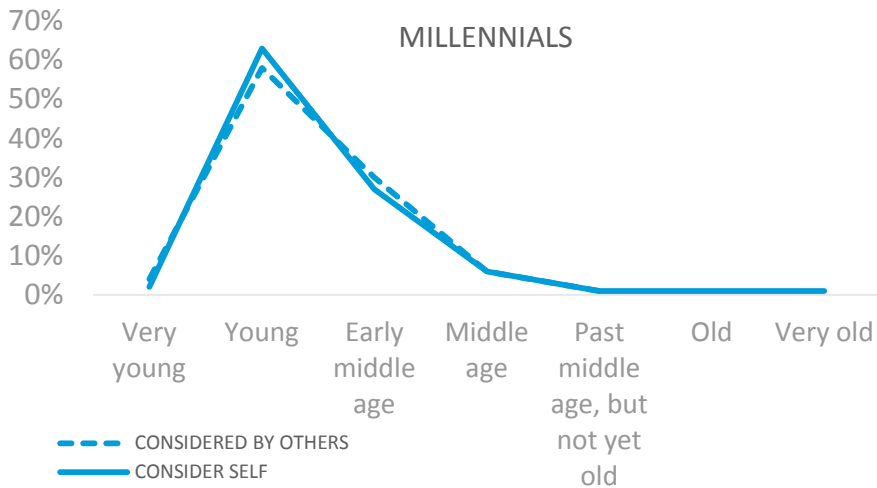
Base: ALL respondents (Excluding NA)

Q8. Do you think people your age are generally considered to be..?

Q8. Do you personally think of yourself as....?

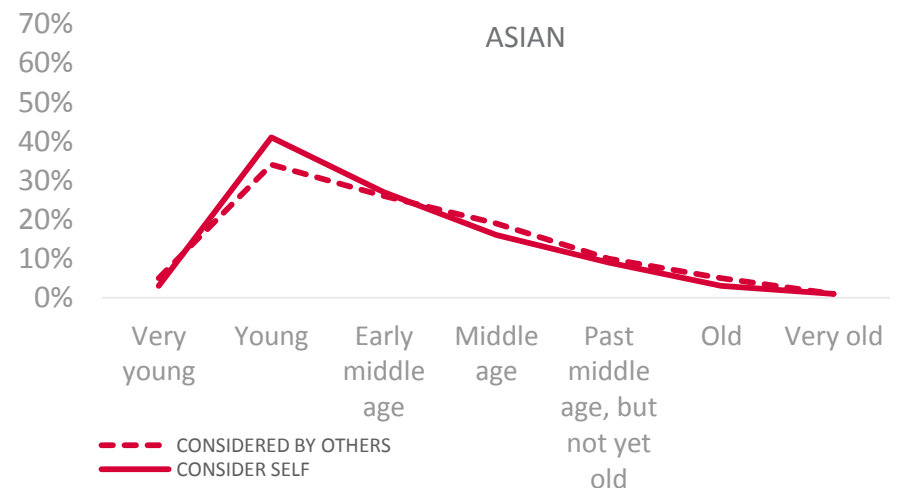
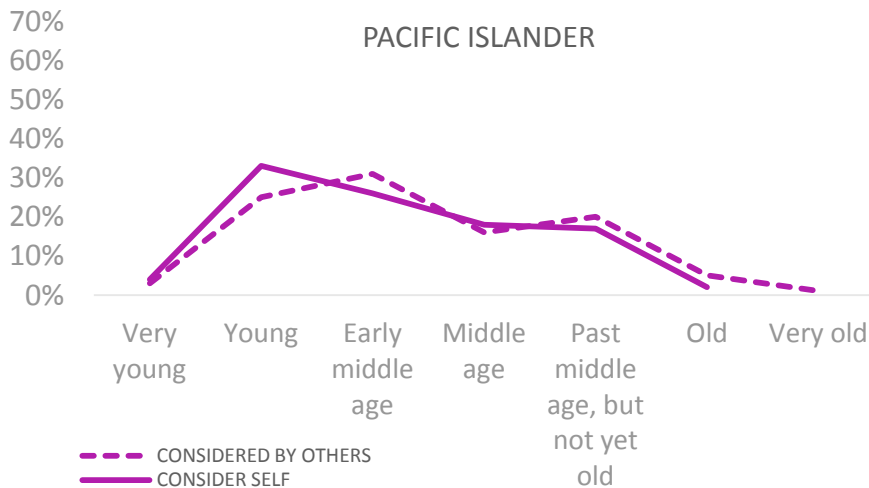
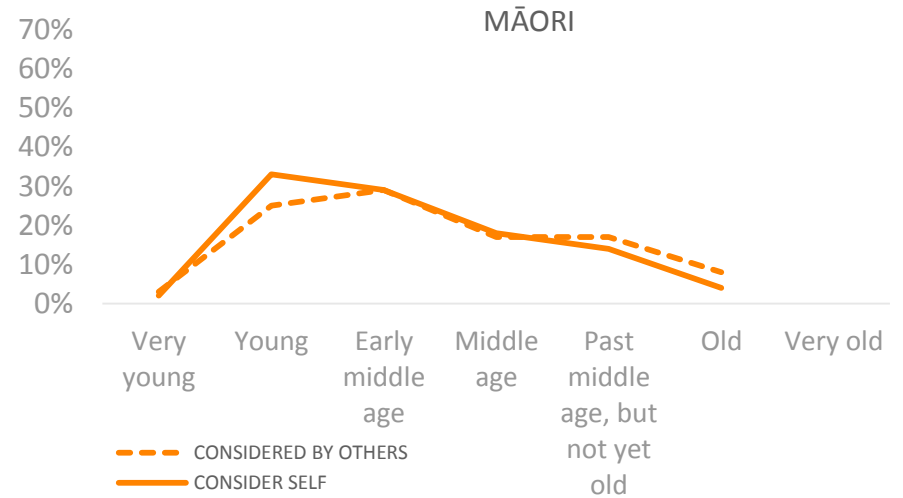
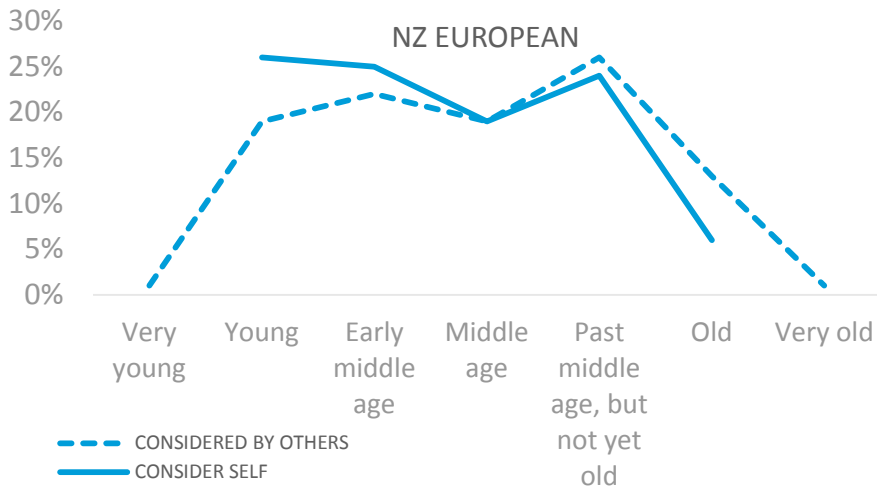
HOW DOES THIS VARY BY GENERATION?

Millennials generally consider themselves to be the same age as other people perceive them to be. As people age, however, their perception of their own age starts to vary from that of others, with the largest divergence in the 75+ generation who are most likely to view themselves as past middle age, but not yet old, but to be viewed by others as old.



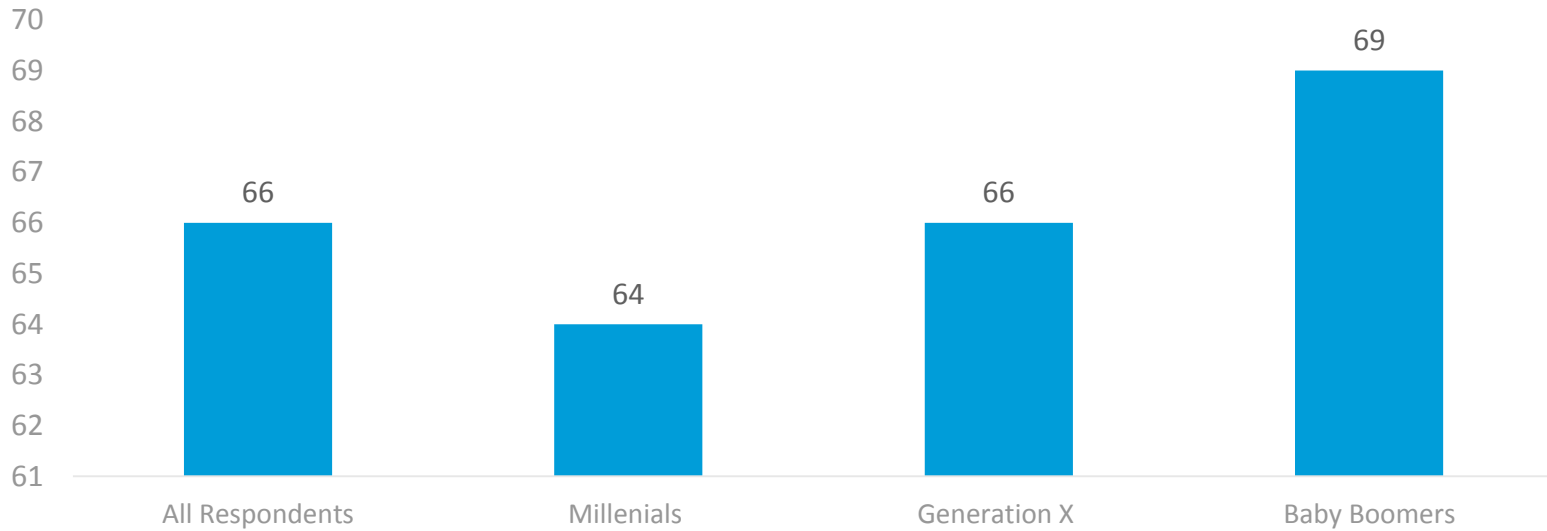
HOW DOES THIS VARY BY ETHNICITY?

NZ Europeans are less likely than Māori, Pacific Islanders and Asians to consider themselves to be the same age as other people perceive them to be, particularly those who consider themselves young or old.



AVERAGE AGE OF RETIREMENT

As people begin to age, the age at which they plan to retire shifts upwards. Millennials say they are likely to retire at the age of 64, while Generation Xers say this is likely to happen at 66 and Baby Boomers say this is likely to happen at 69.



Base: Respondents who are not retired (Excluding NA)

Q33. Assuming there are jobs available, at what age are you likely to retire?

WHEN DID RESPONDENTS START TO CONSIDER THEMSELVES OLD?

One in twenty respondents said they think of themselves as either old or very old. As would be expected, members of the 75+ generation and older Baby Boomers are more likely to say they consider themselves old or very old. When asked to indicate when they started to considering themselves old or very old, more than half said they started to feel old when they turned a specific age, while a third said it had something to do with their physical wellbeing (e.g. deterioration in health, eye sight, hearing). Other events included the passing of a spouse or other friends/family, when other people started offering assistance to them, when they gave up driving or moved into a retirement village and becoming a grandparent or great-grandparent.

AGE-RELATED

When I turned 80. My mother and grandmother told me the 80's are ok but 90's tough. My local doctor when I went for driving medical, said all downhill after 85.

Male, 89 years

Woke up on my 80th birthday and thought "Oh Hell", I suppose I am old now.

Male, 81 years

OTHER

No longer able to get a job. Started to receive the pension. Grandchildren started to raise their voices to be heard.

Male, 74 years

When my mother died. When I became invisible.

Female, 77 years

In recent years caring for my wife who has dementia.

Male, 76 years

When contemporaries began coming down with old-age-related cancers.

Male, 78 years

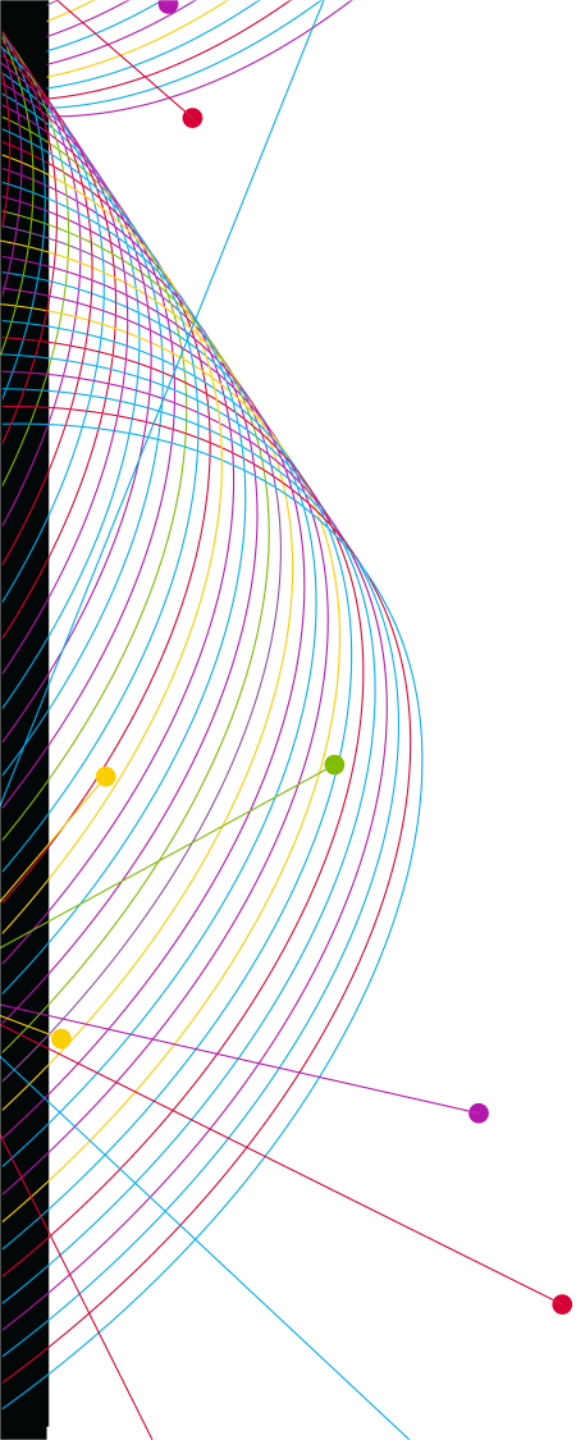
PHYSICAL

When your body started to change into sagging skin, wrinkles, silver hair, and pains and aches every parts of your body.

Female, 45 years

Sight diminishing, heart attack, strokes, unsteady on legs, hair thinning, memory not so good.

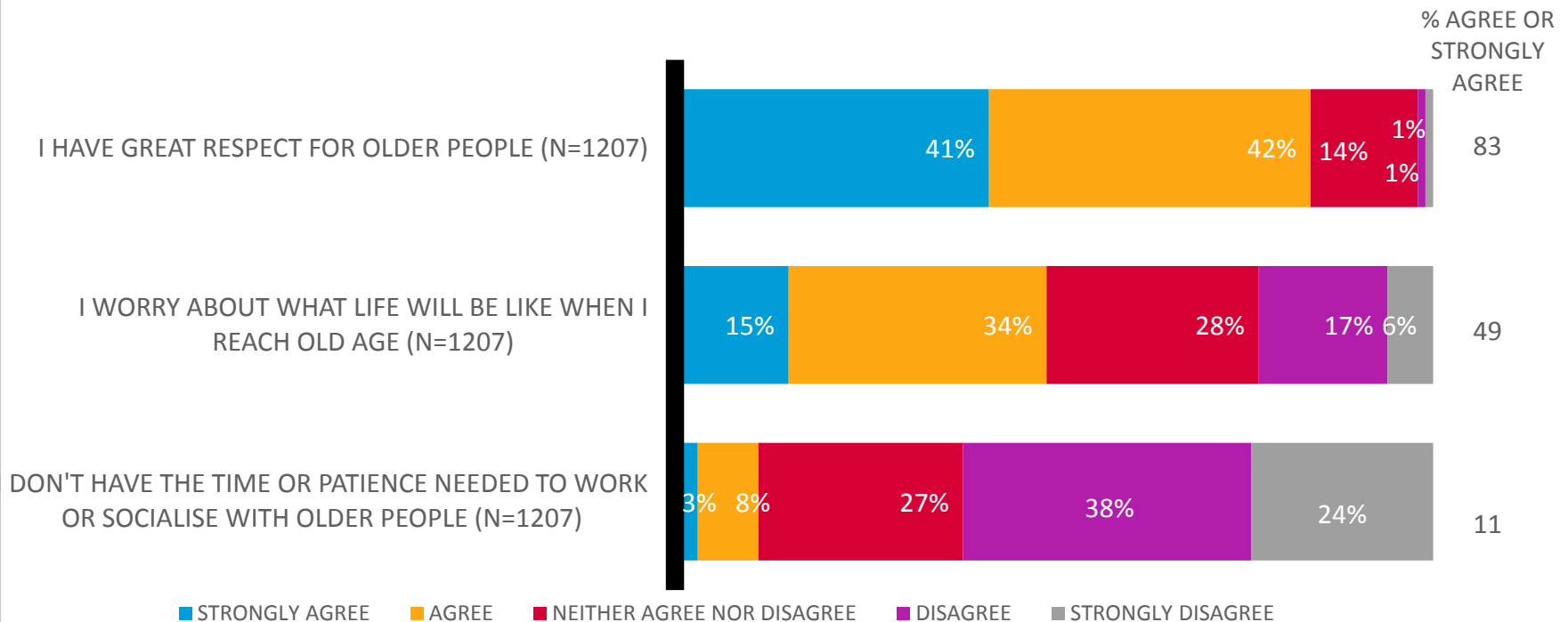
Female, 78 years



PERCEPTIONS OF AGEING

PERCEPTIONS OF AGEING

Respondents under the age of 75 were asked to indicate how much they disagreed with a series of statements. The majority (83%) agreed they *have great respect for older people* and close to two-thirds (62%) disagreed they *don't have enough patience to work or socialise with older people*. Close to half of those under the age of 75 are worried about what life will be like when they reach old age.

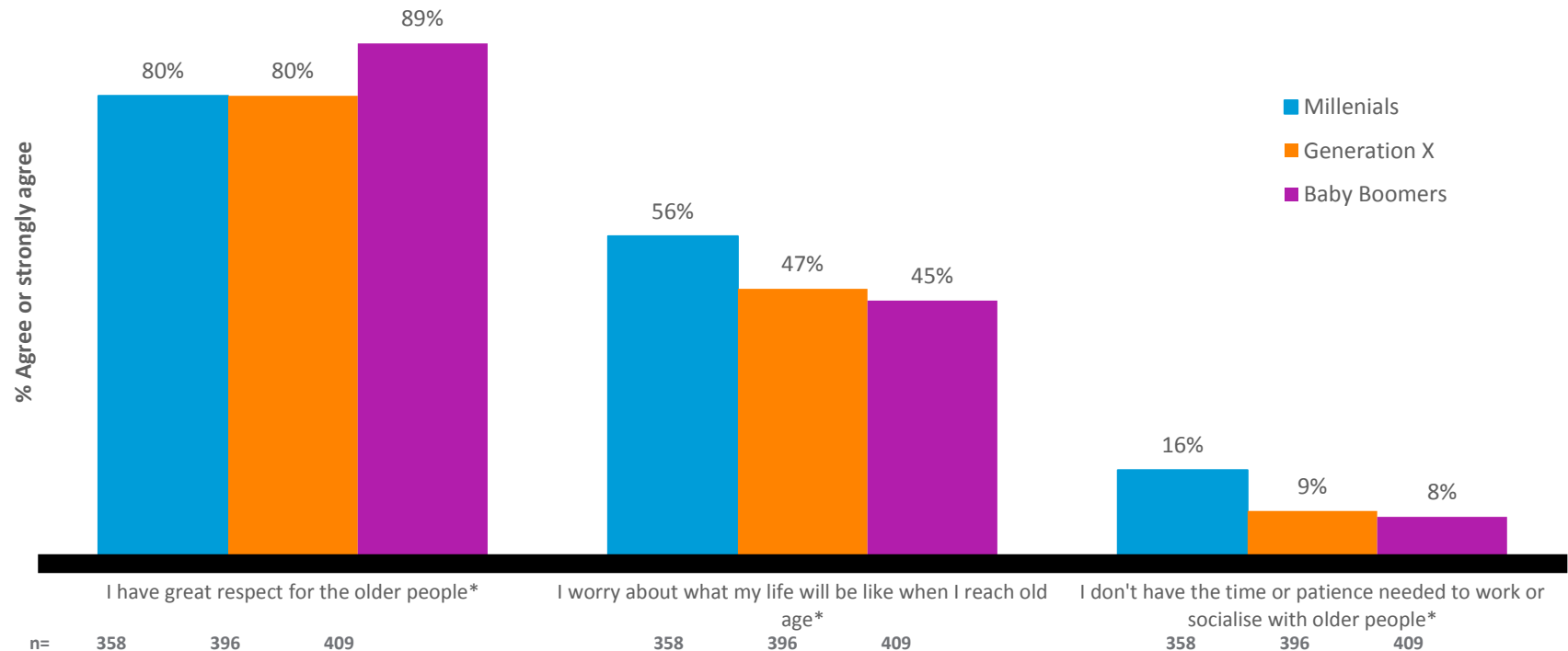


Base: ALL respondents under 75

Q12. To what extent do you agree or disagree with the following statements?

GENERATIONAL DIFFERENCES IN PERCEPTIONS

Anxiety about what life will be like when a person reaches old age is highest amongst Millennials but drops off with each successive generation, suggesting the closer you get to old age, the less daunting it is. Respect for older people is high across all generations, but the closer one gets to old age, the more one seems to develop respect and compassion for this segment of the population.



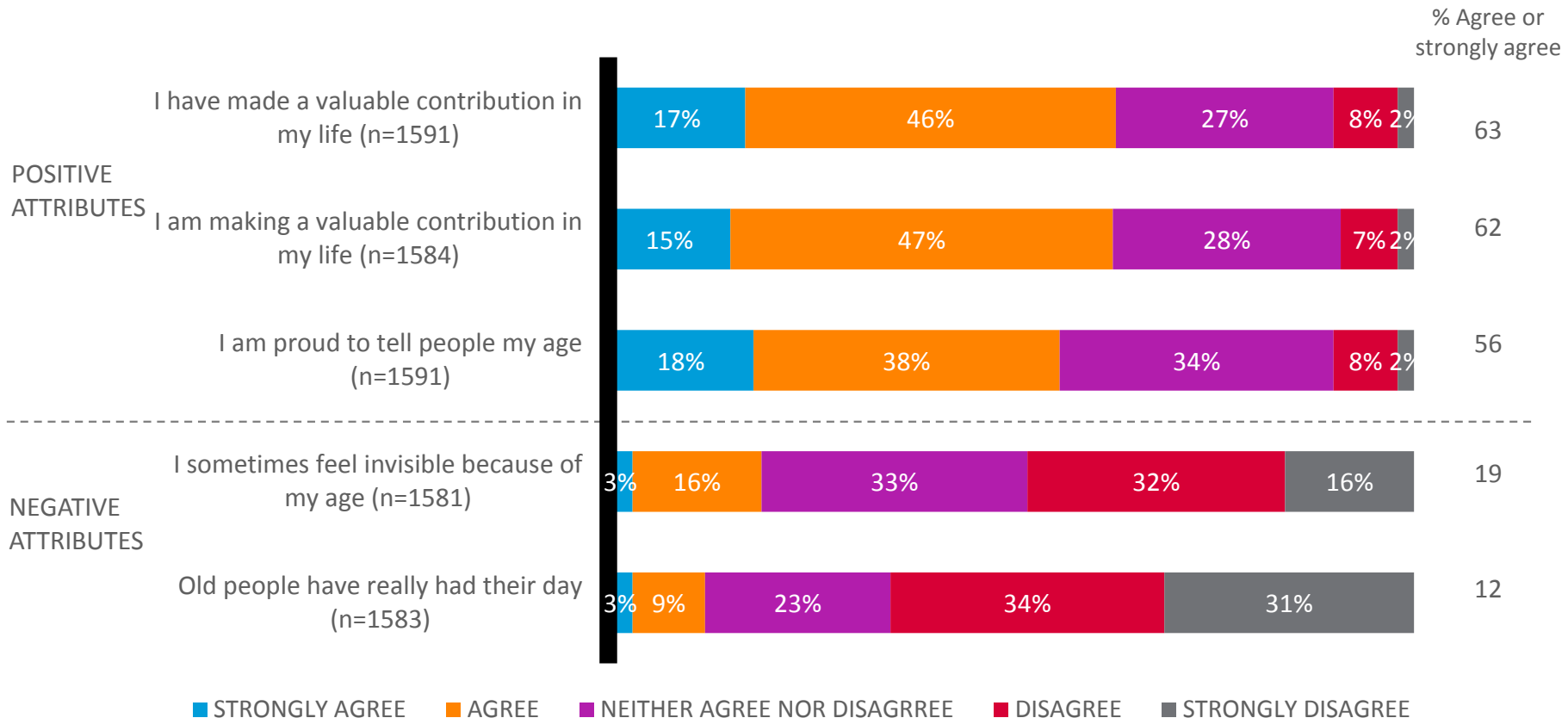
Base: ALL respondents / respondents aged 18-74 (Excluding NA)

Q12. To what extent do you agree or disagree with the following statements?

* Not asked of those aged 75+

PERCEPTIONS OF AGEING

Perceptions of ageing tend to be positive. The majority (83%) agree they *have great respect for older people*, around three in five agree they *have made or are making a valuable contribution in their life* (63% and 62% respectively) and 56% agree they are *proud to tell people their age*. However, 49% agree they *worry about what life will be like when they reach old age* and 19% agree they *sometimes feel invisible because of their age*.

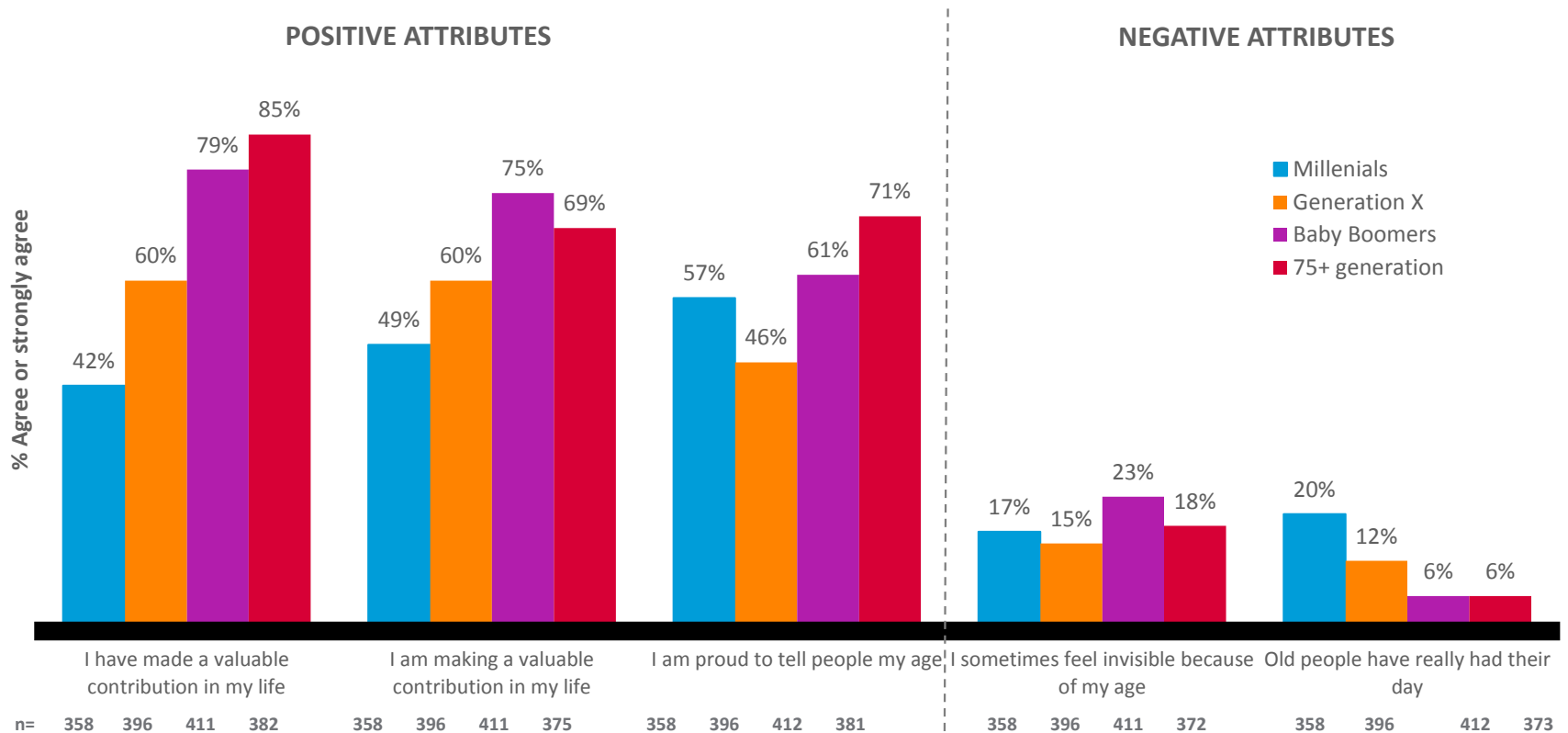


Base: ALL respondents (Excluding NA)

Q12. To what extent do you agree or disagree with the following statements?

GENERATIONAL DIFFERENCES IN APPROACH

Attitudes tend to become more positive with age. 20% of Millennials agree *old people have really had their day* and 16% agree they *don't have the time or patience to work or socialise with older people*. Even so, 80% of this generation agree they *have great respect for older people*. Baby Boomers are the most likely to agree they *sometimes feel invisible because of their age* (23%).



Base: ALL respondents / respondents aged 18-74 (Excluding NA)

Q12. To what extent do you agree or disagree with the following statements?

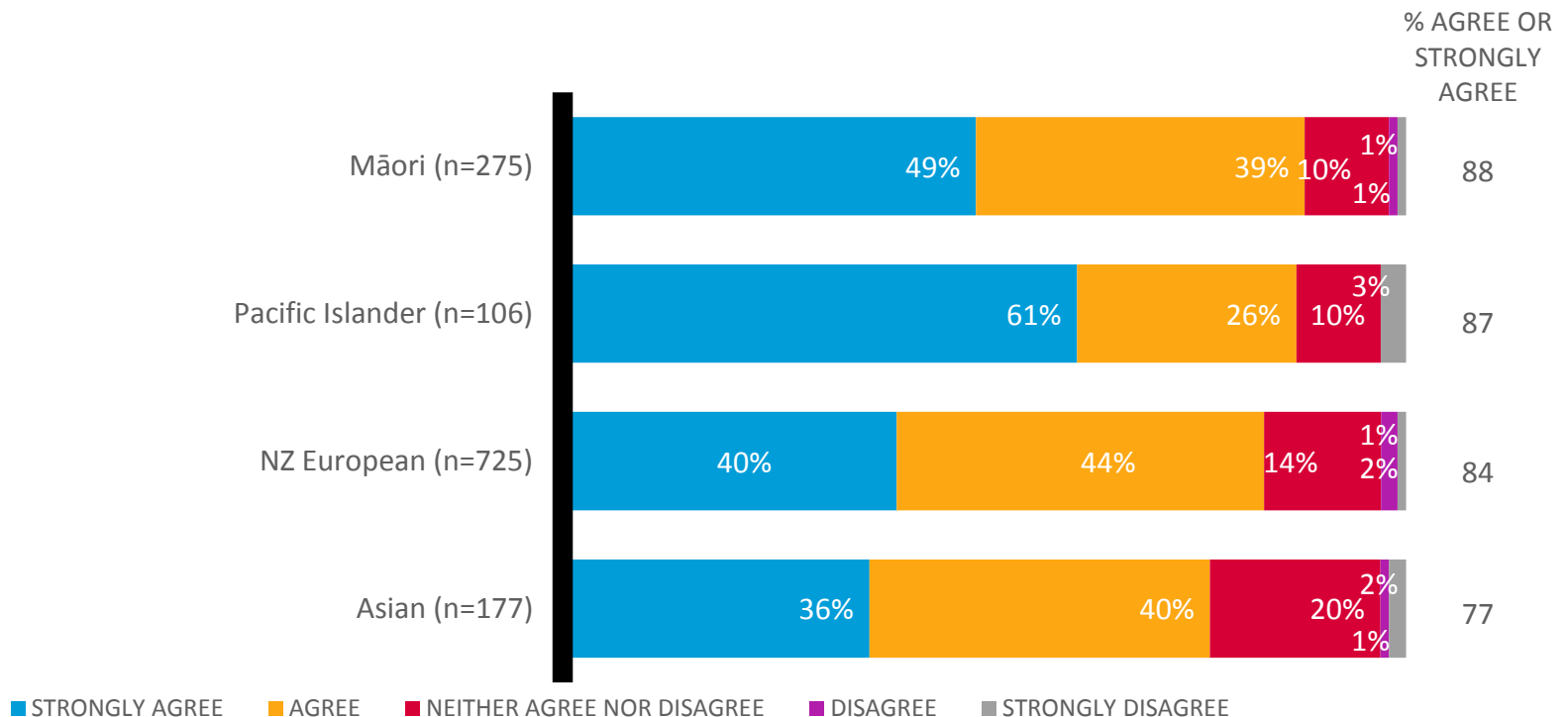
* Not asked of those aged 75+



RESPECT FOR OLDER PEOPLE

HOW DOES RESPECT FOR OLDER PEOPLE DIFFER BY ETHNICITY?

Asians (77%) are less likely than NZ Europeans (84%), Māori (88%) and Pacific Islanders (87%) to agree they *have great respect for older people*. Pacific Islanders are the most likely to agree strongly they *have great respect for older people* (61%).

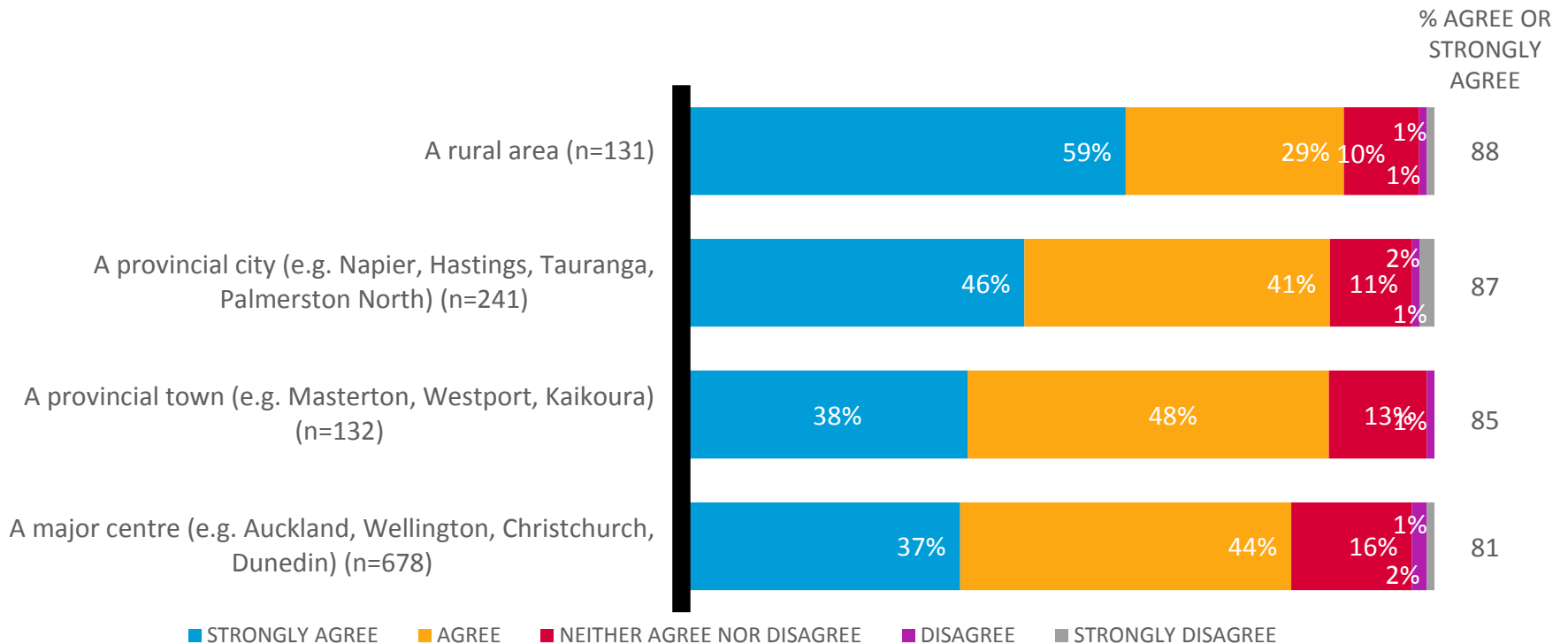


Base: ALL respondents under 75

Q12. To what extent do you agree or disagree with the following statement? I have great respect for older people

HOW DOES RESPECT FOR OLDER PEOPLE DIFFER IN URBAN AND RURAL AREAS?

Respondents in a major centre (81%) are less likely to agree they *have great respect for older people* than those in a provincial city (87%), provincial town (85%) or a rural area (88%). Those in a rural area are particularly likely to strongly agree with the statement (59%).

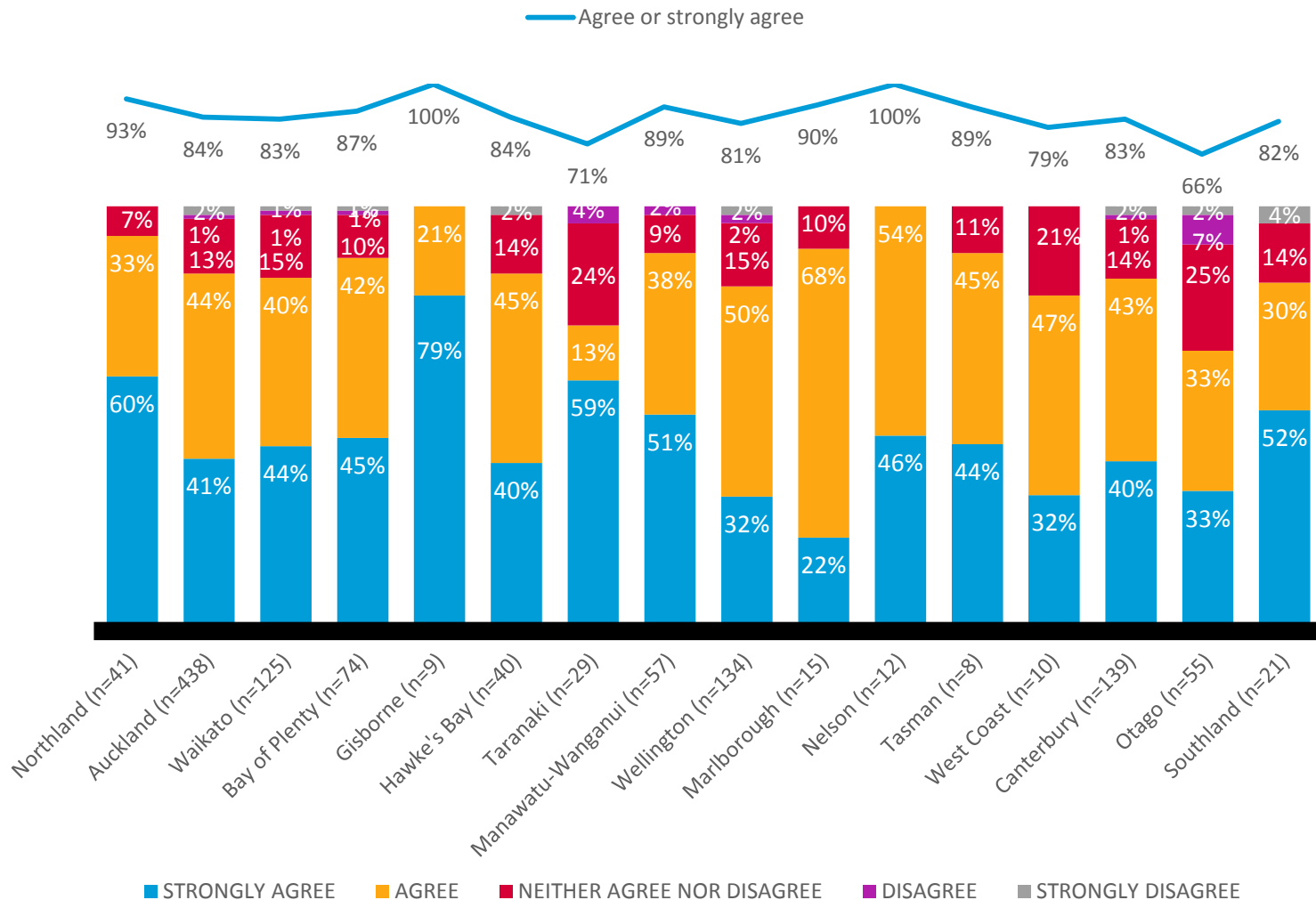


Base: ALL respondents under 75

Q12. To what extent do you agree or disagree with the following statement? I have great respect for older people

HOW DOES RESPECT FOR OLDER PEOPLE DIFFER BY REGION?

Respect for older people is lowest in Otago, while all respondents from Gisborne and Nelson indicated they had respect for older people.



Base: ALL respondents under 75

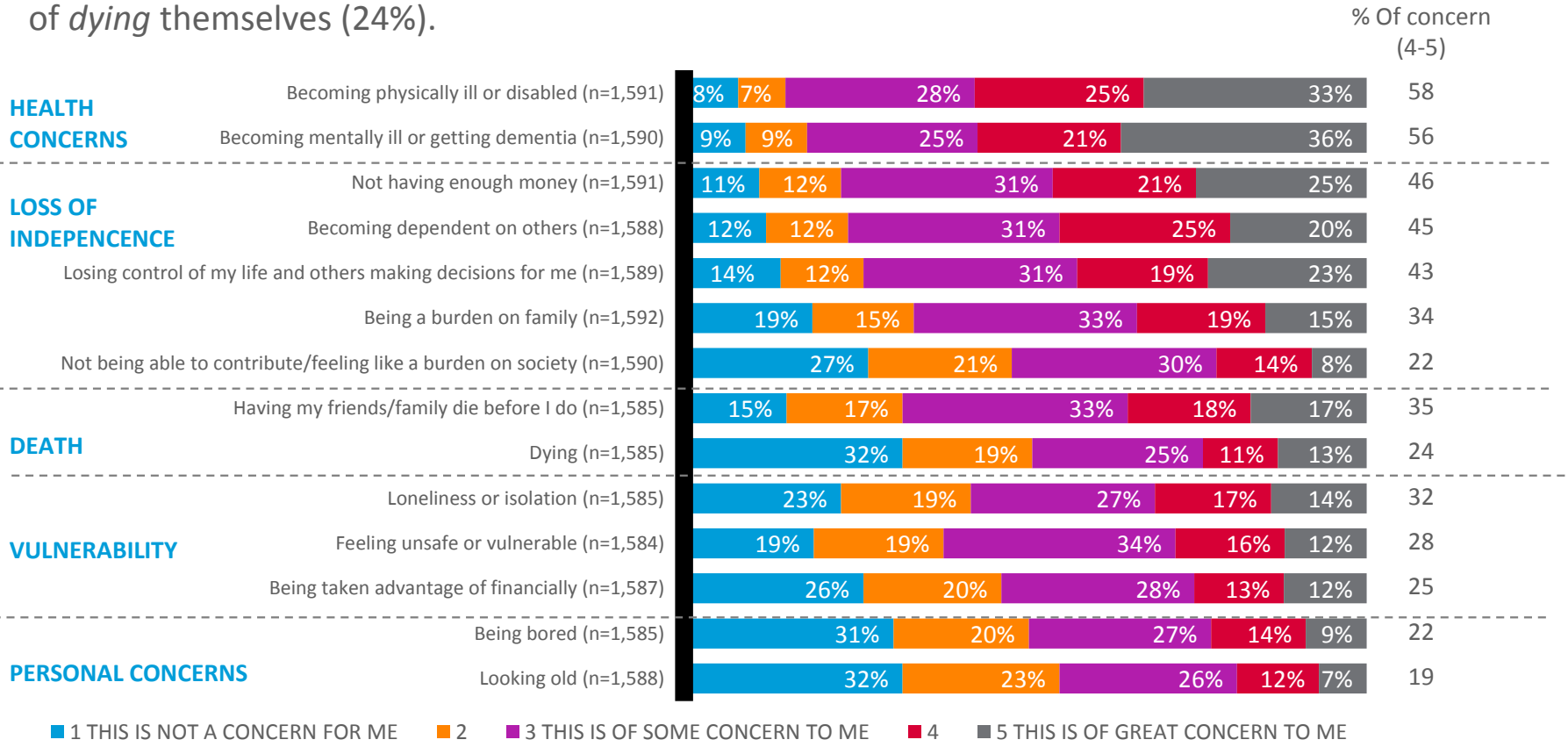
Q12. To what extent do you agree or disagree with the following statement? I have great respect for older people

An abstract graphic on the left side of the page. It features a vertical black bar on the far left. From this bar, a series of thin, curved lines in various colors (red, orange, yellow, green, blue, purple) fan out to the right, forming a cone-like shape. Several colored dots are placed at the ends of these lines, extending further to the right. The lines are densely packed near the black bar and become more sparse as they spread out.

FUTURE OUTLOOK

WHAT ARE THE MAIN CONCERNS ABOUT AGEING?

Physical and mental illness/dementia are the most likely to be of concern (for 58% and 56% respectively), followed by *not having enough money* (46%) and *becoming dependent on others or losing control of their life* (45% and 43% respectively). Around three in ten are concerned about *being a burden on family* (34%), *loneliness or isolation* (32%) or *feeling unsafe or vulnerable* (28%) and 25% are concerned about *being taken advantage of financially*. Respondents are more likely to be concerned about *friends/family dying before them* (35%) than of *dying themselves* (24%).



■ 1 THIS IS NOT A CONCERN FOR ME ■ 2 ■ 3 THIS IS OF SOME CONCERN TO ME ■ 4 ■ 5 THIS IS OF GREAT CONCERN TO ME

Base: All respondents (Excluding NA)

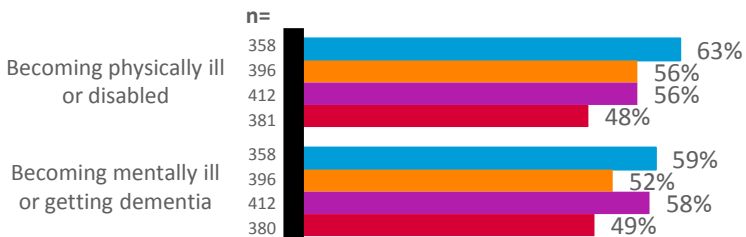
Q13. Some people are concerned about particular aspects of getting old while others are not concerned. To what extent, if at all, are you concerned about...?

GENERATIONAL DIFFERENCES IN CONCERNS

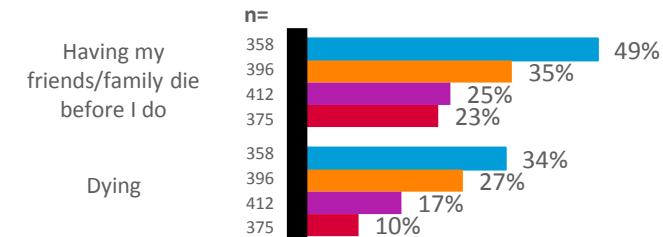
Concerns about ageing tend to decrease with age, particularly around *not having enough money* (from 56% of Millennials to 22% of the 75+ generation) and *loneliness or isolation* (from 43% to 11% respectively). The concerns which are least likely to decrease with age are *not being able to contribute/feeling like a burden on society* (from 28% to 19%) and *becoming mentally ill or getting dementia* (from 59% to 49%).

■ Millennials ■ Generation X ■ Baby Boomers ■ 75+ group

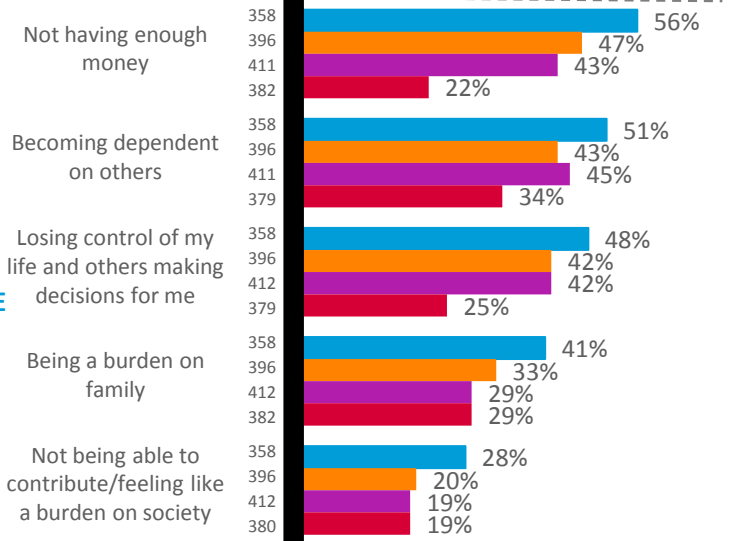
HEALTH CONCERNS



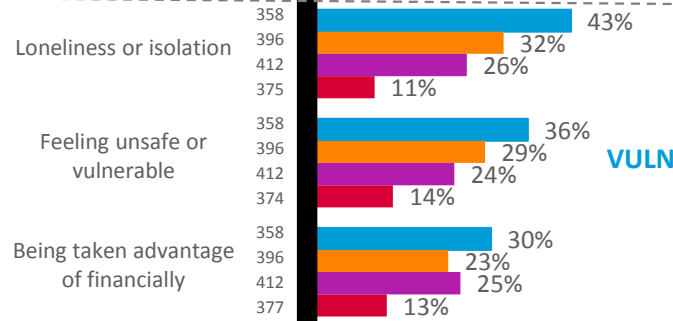
DEATH



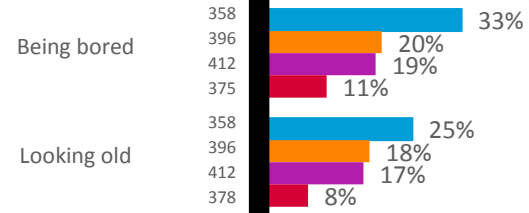
LOSS OF INDEPENDENCE



VULNERABILITY



PERSONAL CONCERNS



% Agree or strongly agree

% Agree or strongly agree

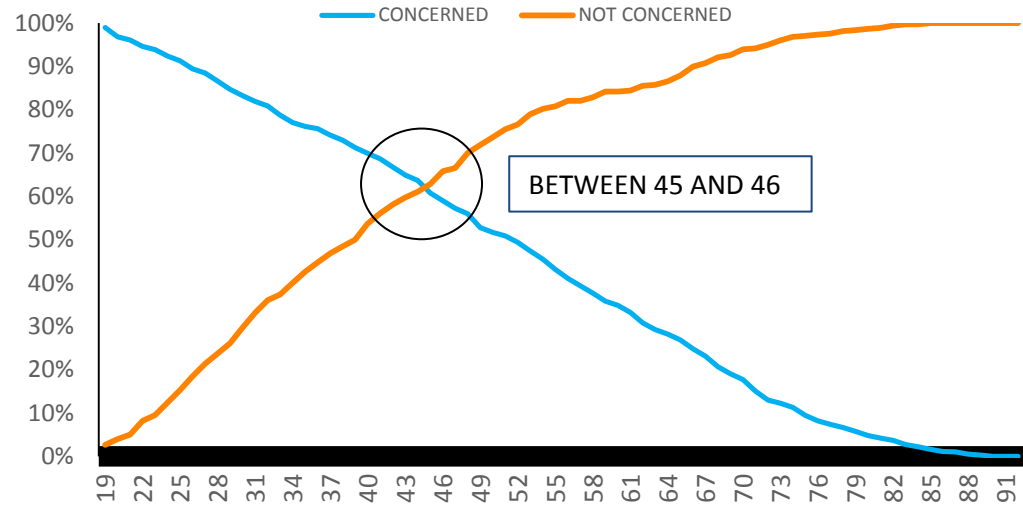
Base: All respondents (Excluding NA)

Q13. Some people are concerned about particular aspects of getting old while others are not concerned. To what extent, if at all, are you concerned about...?

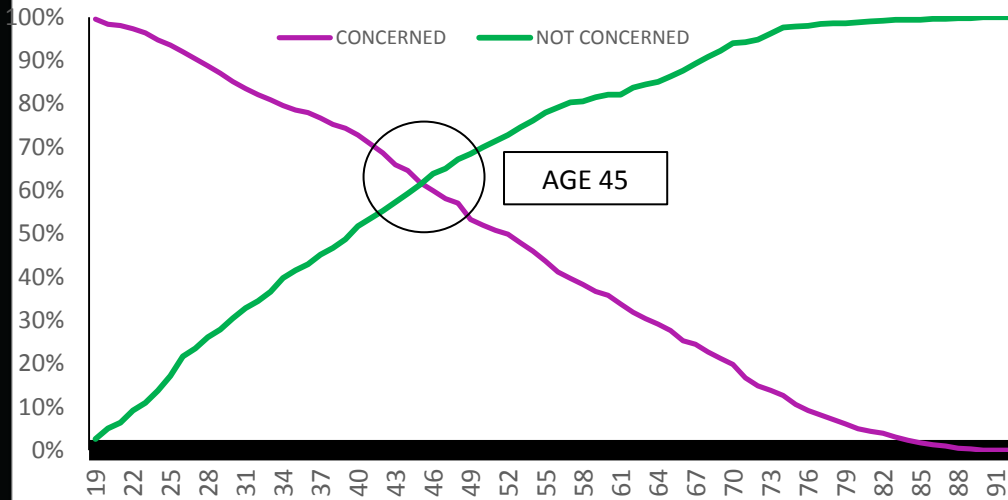
WHEN DO CONCERNS ABOUT AGEING START TO CHANGE?

As people age, they appear to become less concerned about things related to the ageing process. For loneliness and dying this concern seems to start declining around middle age.

DYING



LONELINESS

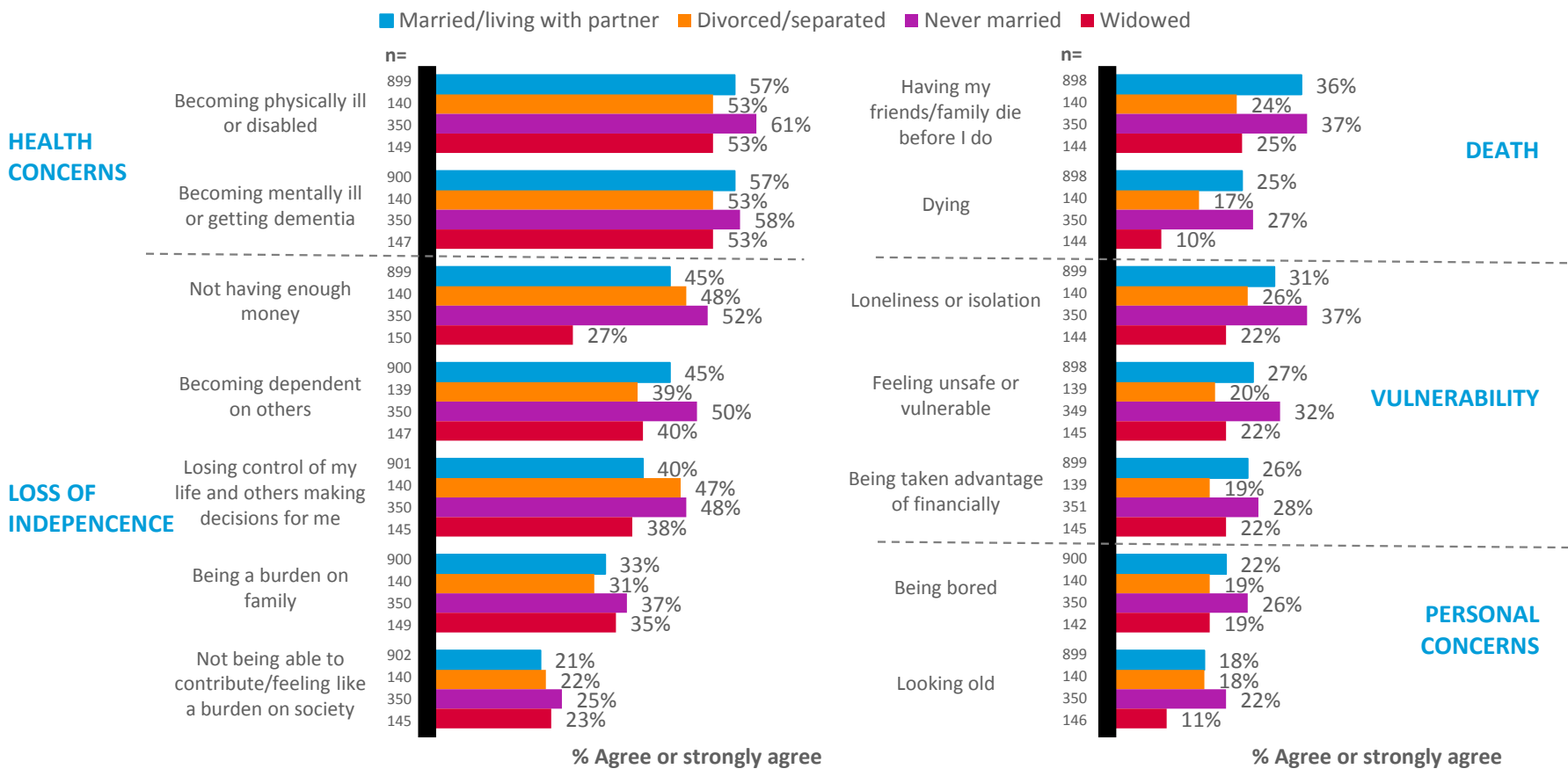


Base: All respondents (Excluding NA)

Q13. Some people are concerned about particular aspects of getting old while others are not concerned. To what extent, if at all, are you concerned about...?

DIFFERENCES IN CONCERNS BY MARITAL STATUS

Those who are married or living with a partner and those who have never married tend to have more concerns than those who are divorced/separated or are widowed, particularly concerns around death, vulnerability and dependence on others.

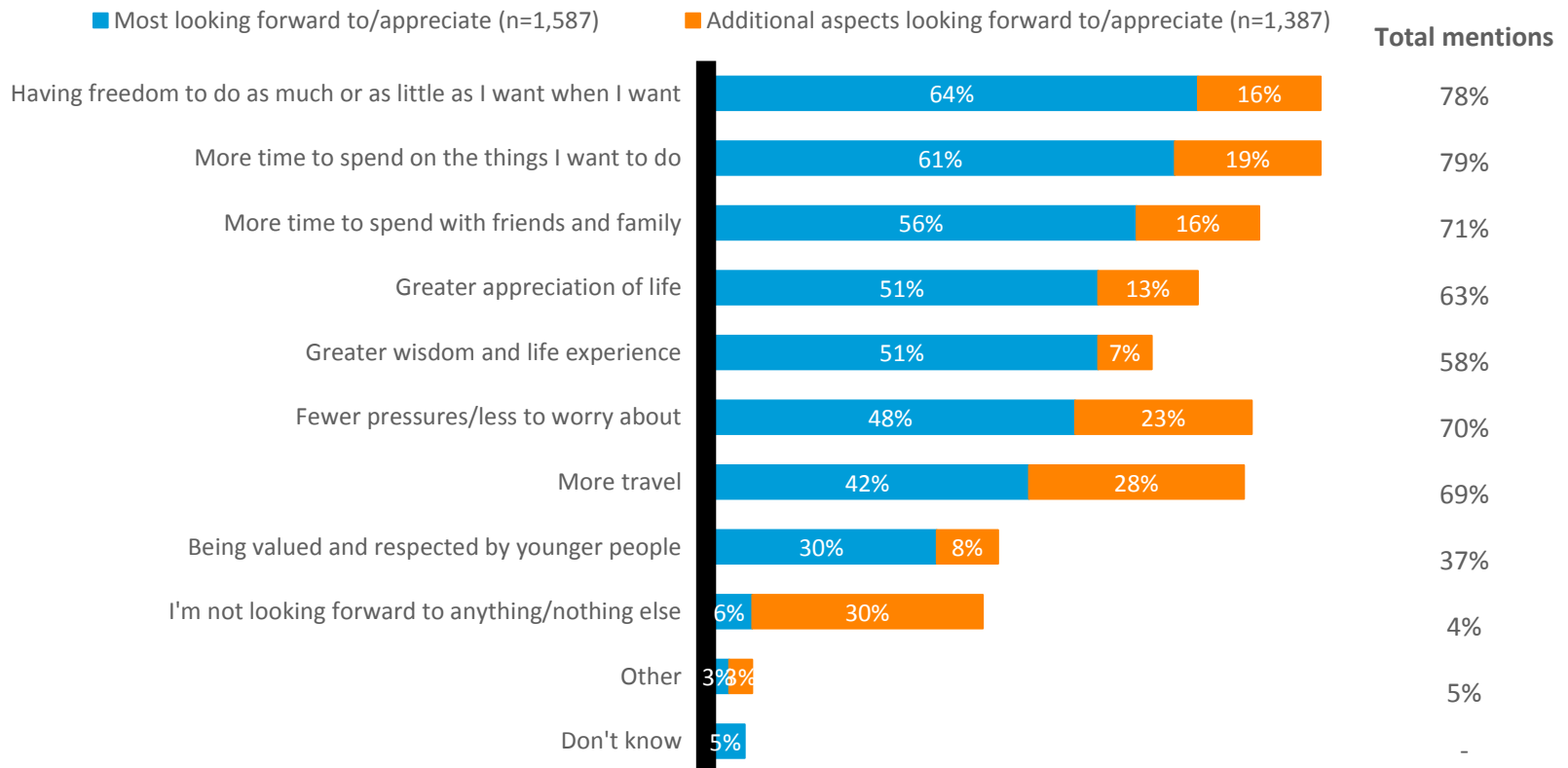


Base: All respondents (Excluding NA)

Q13. Some people are concerned about particular aspects of getting old while others are not concerned. To what extent, if at all, are you concerned about...?

WHAT ASPECTS OF AGEING ARE PEOPLE LOOKING FORWARD TO/APPRECIATING?

Freedom to do as much or as little as they want (64%) and more time, either doing the things they want to do (61%) or with friends and family (56%) are the aspects of ageing most looked forward to/appreciated. Fewer pressures/less to worry about and more travel are the most commonly mentioned additional aspects looked forward to/appreciated.



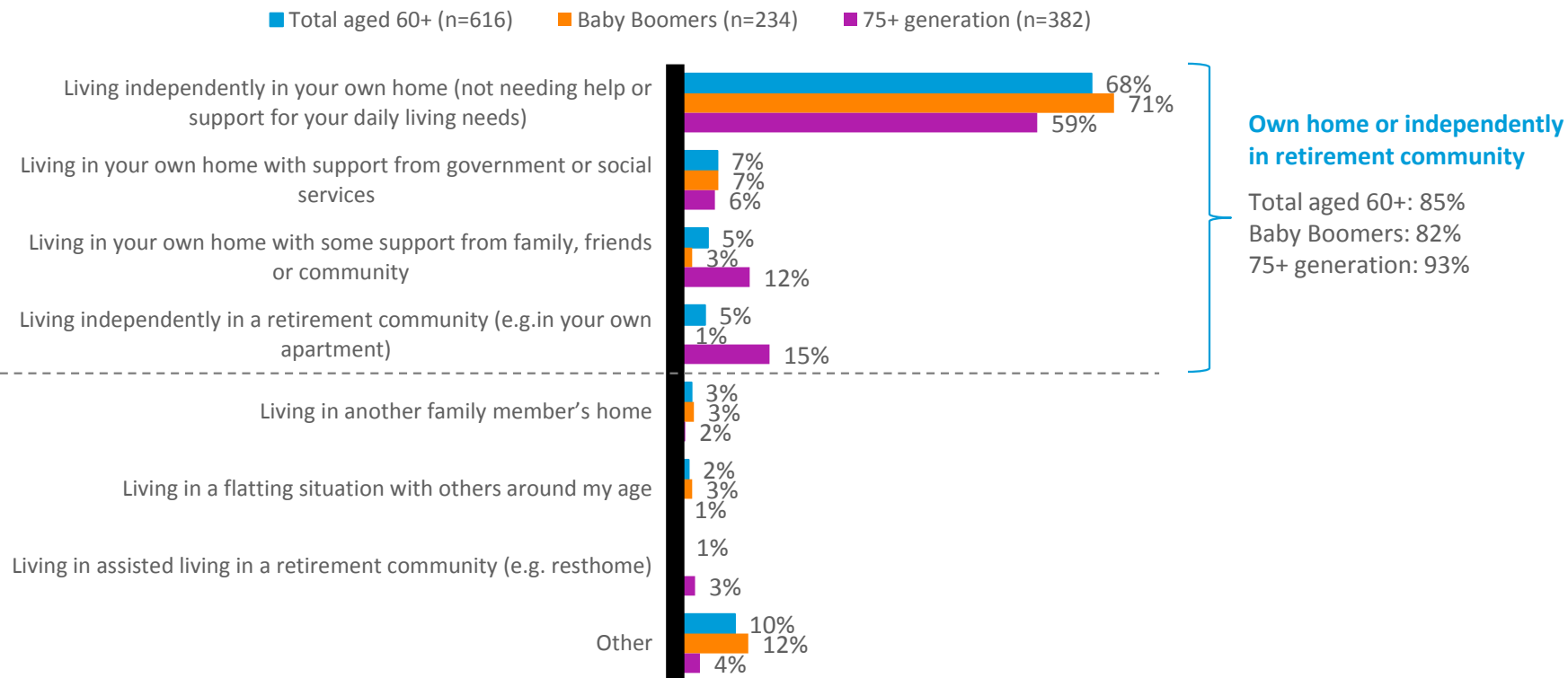
Base: All respondents (Excluding NA) (n=1,587/1,387)

Q14a. Aged 18-64: What aspects, if any, associated with getting older are you most looking forward to? Aged 65+: What aspects, if any, associated with being older do you most appreciate?

Q14b. Are there any additional aspects that you would look forward to about getting/being older that you would look forward to/appreciate if you had no financial or health constraints?

WHAT IS THE CURRENT LIVING SITUATION OF THOSE 60+?

The majority of respondents aged 60+ are living in their own home, either independently (68%) or with support from either government or social services (7%), family, friends or the community (5%), while 5% live independently in a retirement community. The 75+ generation are less likely than Baby Boomers to live independently in their own home and more likely to live independently in a retirement community or in their own home with support from family, friends or the community.

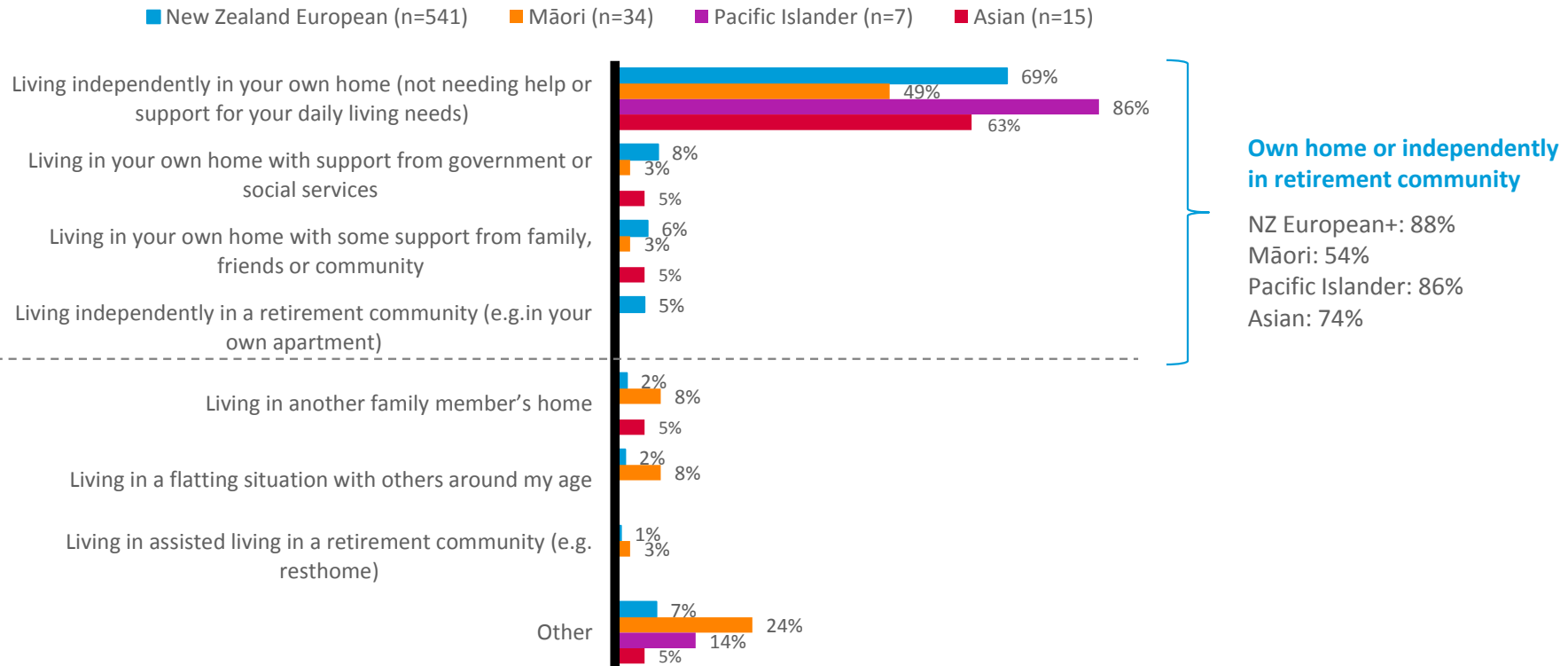


Base: Respondents aged 60+ (Excluding NA)

Q17. Where are you currently living (either on your own or with others)?

DIFFERENCES BY ETHNICITY

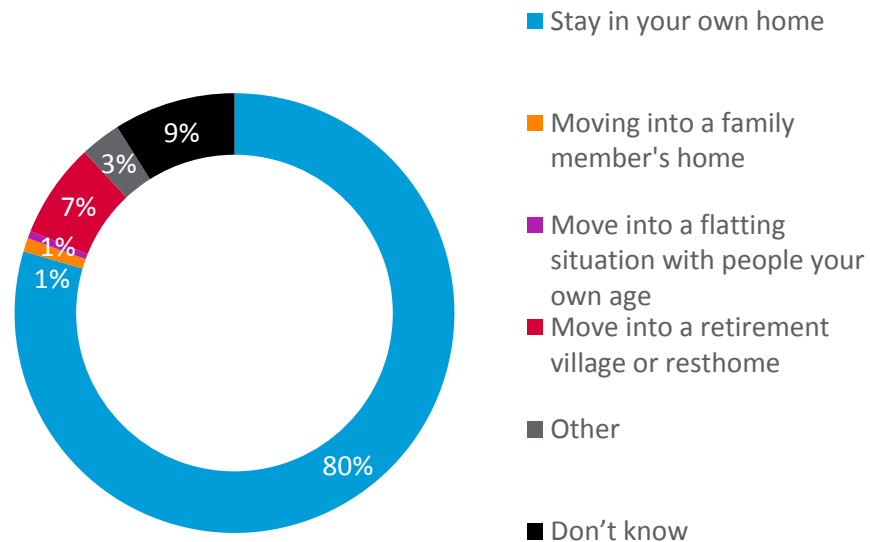
NZ Europeans and Pacific Islanders aged 60+ are the most likely to live in their own homes or independently in a retirement community (88% and 86% respectively), while Māori aged 60+ are the least likely to do so (54%).



NOTE: Small sample sizes for Maori, Pacific Islander and Asian ethnicities.
Base: Respondents aged 60+ (Excluding NA)
Q17. Where are you currently living (either on your own or with others)?

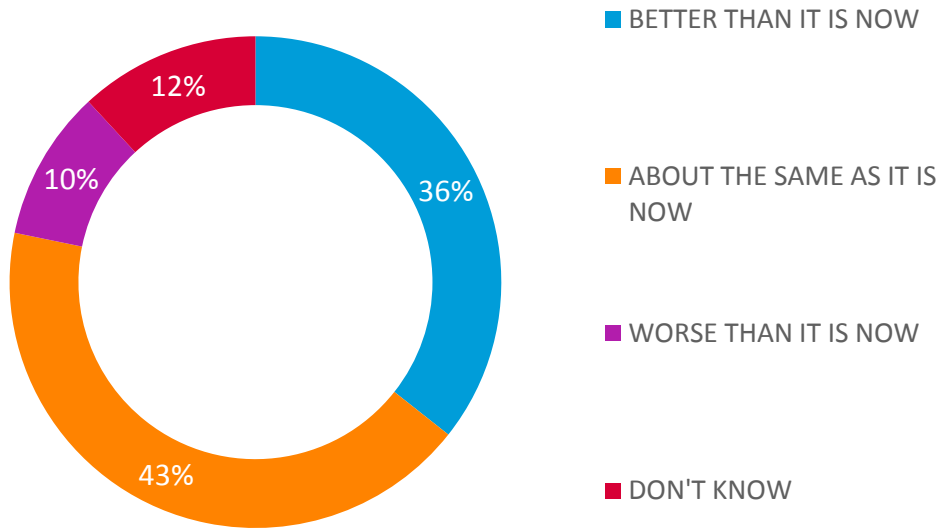
DO PEOPLE OVER THE AGE OF 60 WHO CURRENTLY LIVE INDEPENDENTLY PLAN TO CONTINUE DOING SO?

The majority (80%) of those currently living in their own home plan to stay there. This is the case for both Baby Boomers and the 75+ generation.



ARE PEOPLE OPTIMISTIC ABOUT THE FUTURE?

More than a third of respondents felt their life would be better than it is now, while 43% thought it would be about the same and 10% thought it would be worse.

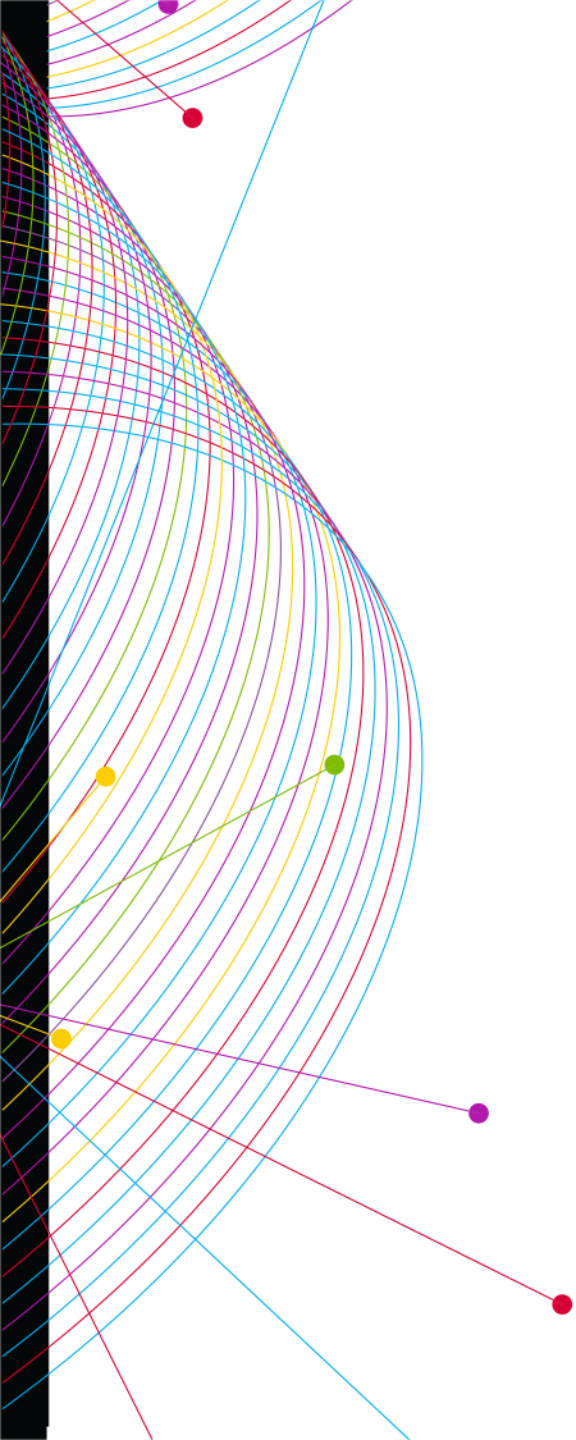


Millennials and Generation Xers were more likely to say they thought their life would be better than it is now (54% and 44%, respectively). Baby Boomers and members of the 75+ generation were more likely to say they thought their life would be about the same as it is now (57% and 53%, respectively) or worse (13% and 22%, respectively).

Those who have never married or are married/living with a partner were more likely to say they thought their life would be better than it is now (45% and 35%, respectively) than those who were divorced/separated (23%) or widowed (14%).

Base: ALL respondents (Excluding NA)(n=1601)

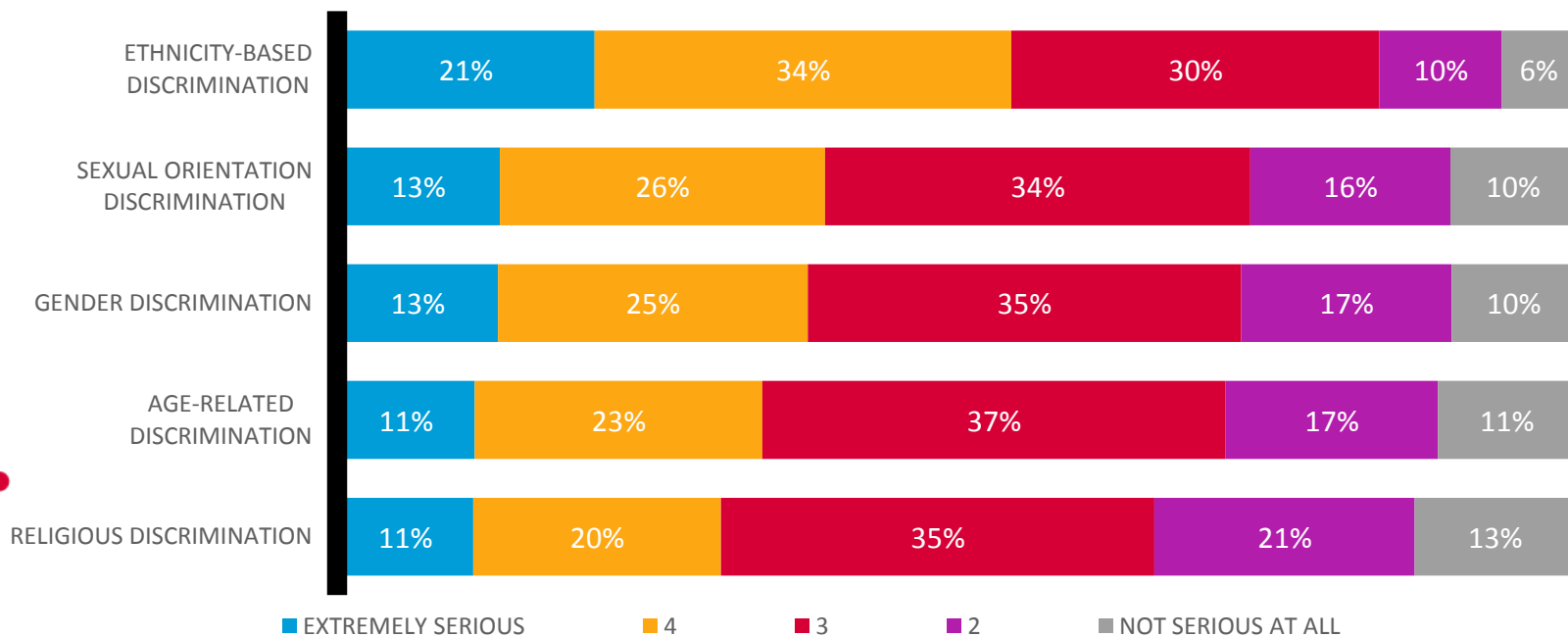
Q15. Do you think your life in 5 years' time will be better, worse or about the same as it is now?



AGEISM/DISCRIMINATION

HOW DOES AGE DISCRIMINATION COMPARE TO OTHER FORMS OF DISCRIMINATION?

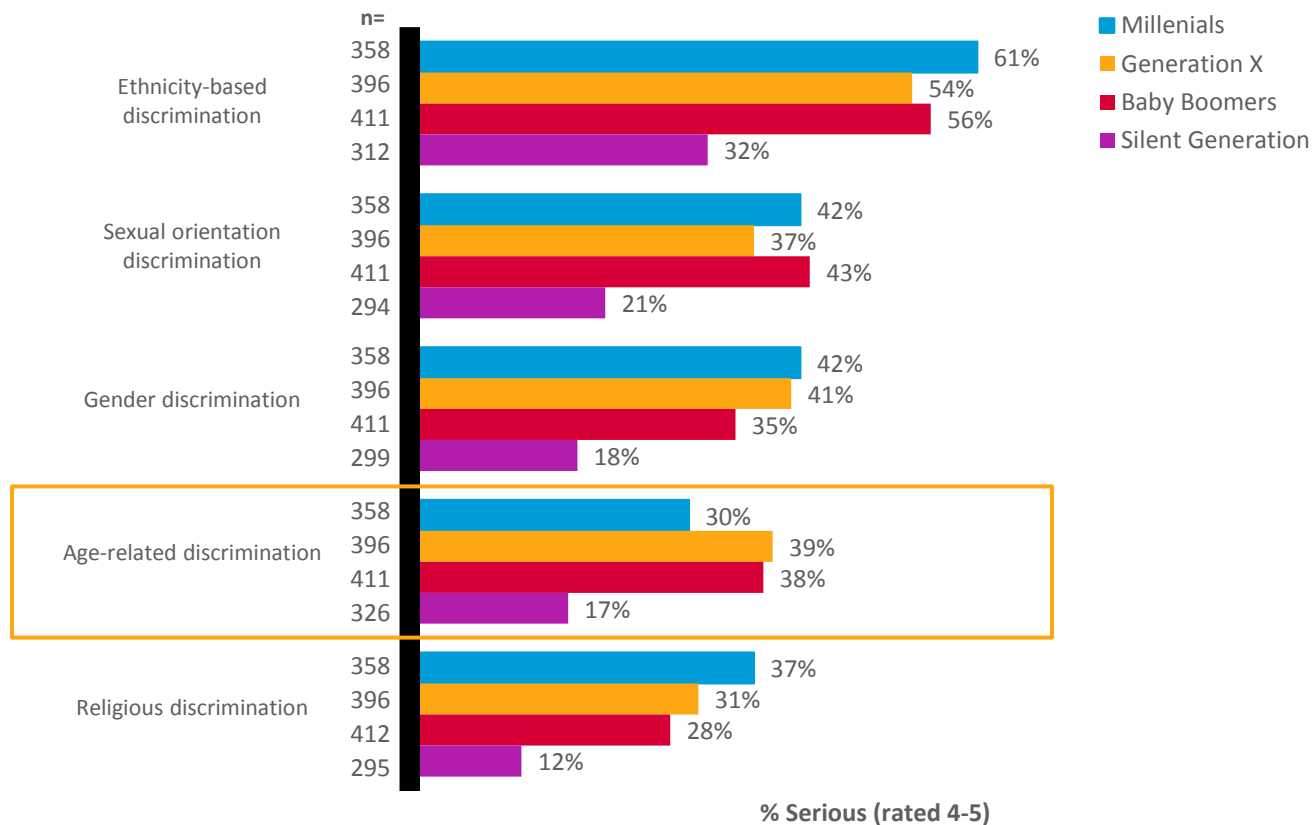
When compared to other forms of discrimination, Generation Xers and younger Baby Boomers (50 – 64) are more likely to feel age discrimination is a serious problem (39% cf. 34% for Gen Xers and 41% cf. 34% for younger Baby Boomers). The 75+ generation and Millennials are less likely to feel age discrimination is a serious issue (17% 75+ generation and 30% Millennials).



Q24: How serious, if at all, would you say the following forms of discrimination are against people in New Zealand?
Base: All respondents excluding NA (n=1535)

GENERATIONAL DIFFERENCES IN PERCEIVED SERIOUSNESS OF DISCRIMINATION

While Millennials are least likely to think age-related discrimination is serious, they are the most likely of any generations to rate all others forms of discrimination as serious, particularly *ethnicity-based* and *religious* discrimination (61% and 37%).

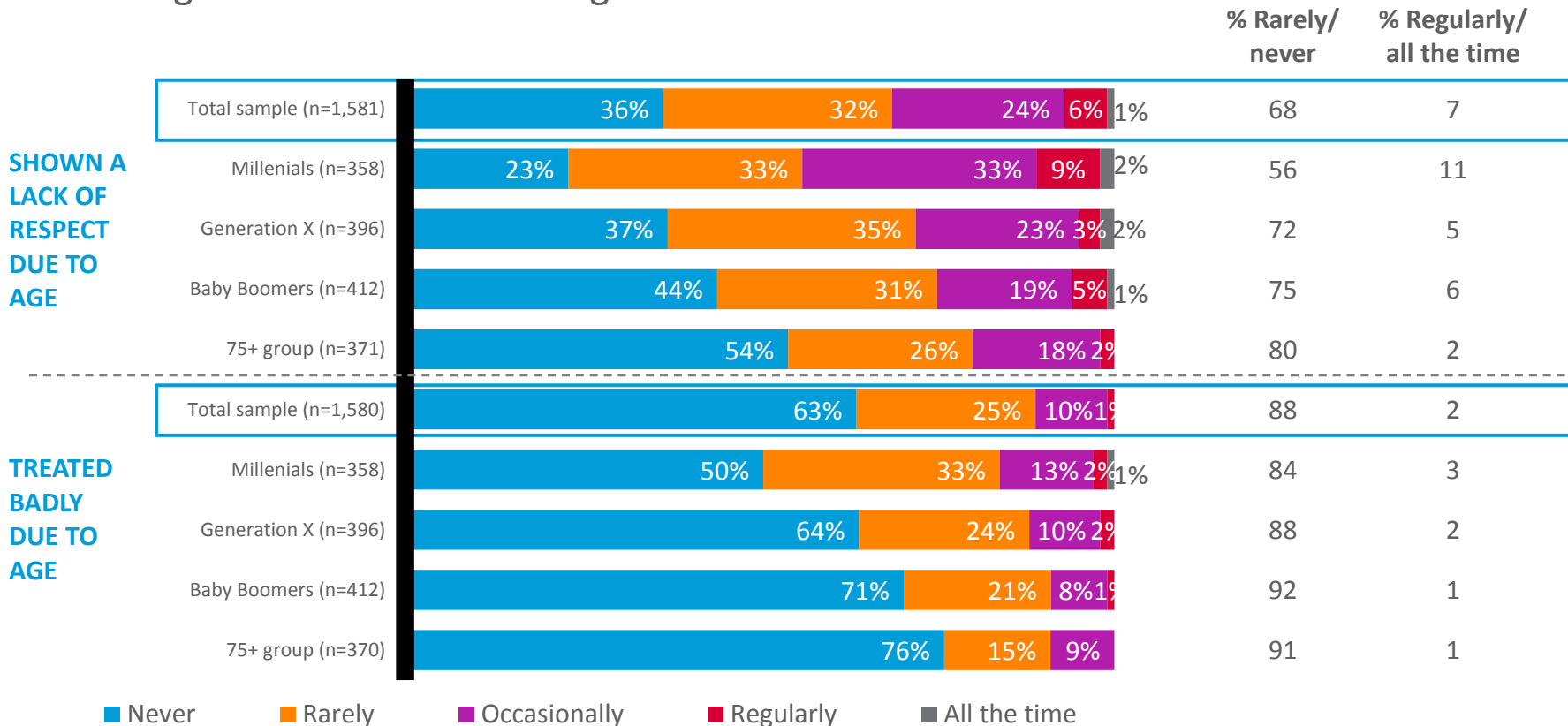


Base: All respondents (Excluding NA)

Q24. How serious, if at all, would you say the following forms of discrimination are against people in New Zealand?

EXPERIENCE OF LACK OF RESPECT AND BEING TREATED BADLY DUE TO AGE

While few have experienced a lack of respect or been treated badly due to their age in the last year, 6% say they experience a lack of respect regularly and 1% experience it all the time. The frequency of experiencing a lack of respect or being treated badly due to age decreases across the generations.



Base: All respondents (Excluding NA)

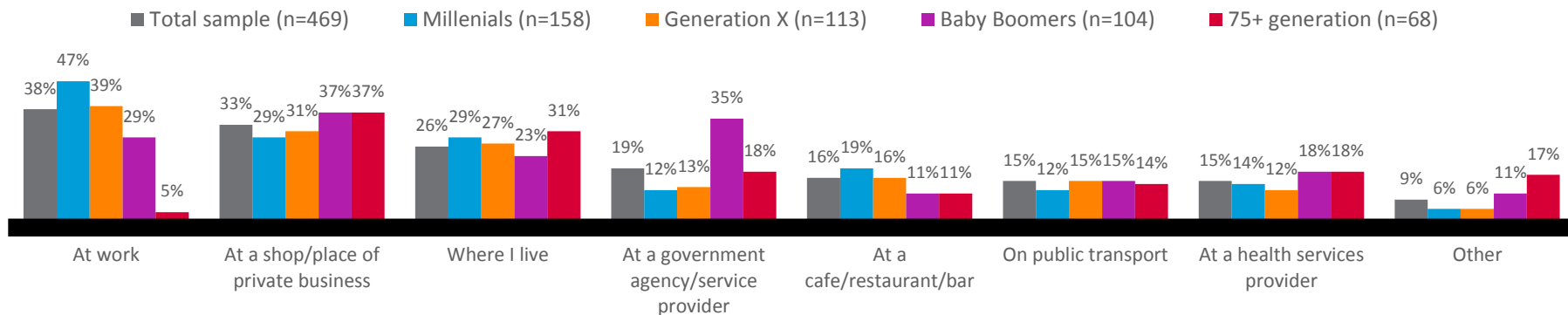
Q19. How often, if at all, in the past year, have you felt that someone showed you a lack of respect because of your age, for instance by ignoring or patronizing you?

Q21. How often in the past year has someone treated you badly because of your age, for instance by insulting you or treating you bad or refusing you services?

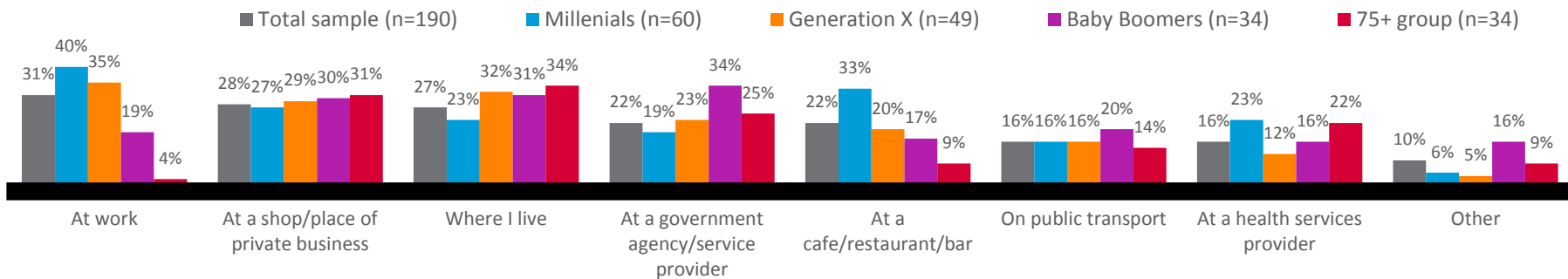
WHERE LACK OF RESPECT OR BEING TREATED BADLY OCCURRED

Respondents have most commonly been shown a lack of respect or treated badly at work, at a shop/place of private business or where they live. Baby Boomers are particularly likely to have been shown a lack of respect at a government agency/service provider.

Where a lack of respect due to age occurred



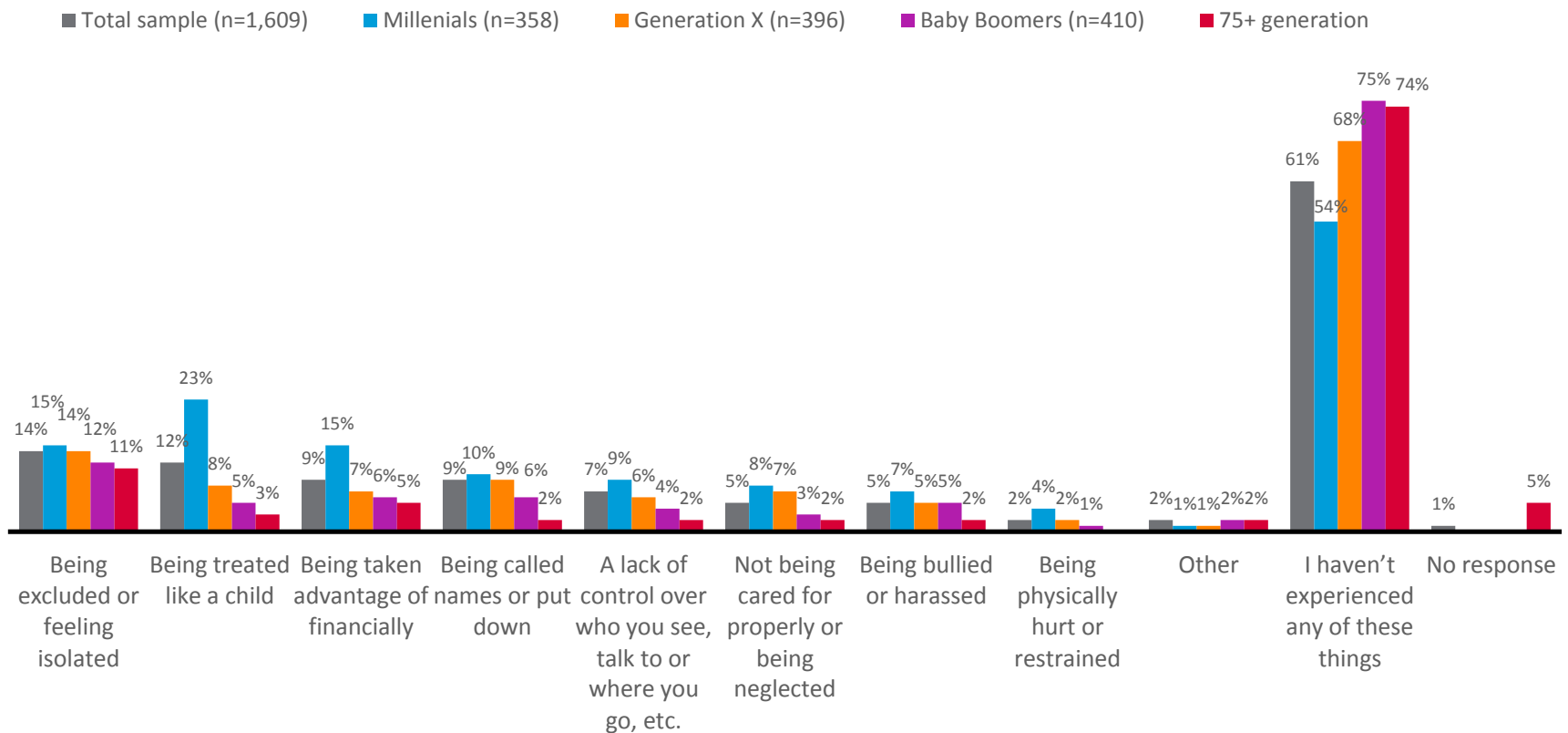
Where being treated badly due to age occurred



Base: Respondents who have been shown a lack of respect as a result of their age (Excluding NA)
Q20/Q22. Where has this occurred?

EXPERIENCE OF DISCRIMINATION/POOR TREATMENT AS A RESULT OF AGE

Just over a quarter (26%) of those aged 75+ say they have experienced some form of discrimination/poor treatment as a result of their age. Of the types of discrimination experienced by this group of people, 'being excluded or feeling isolated' is the leading form of poor treatment experienced. Close to one in ten (11%) respondents aged 75+ say they have been excluded or felt isolated as a result of their age.



Base: All respondents (including NA)

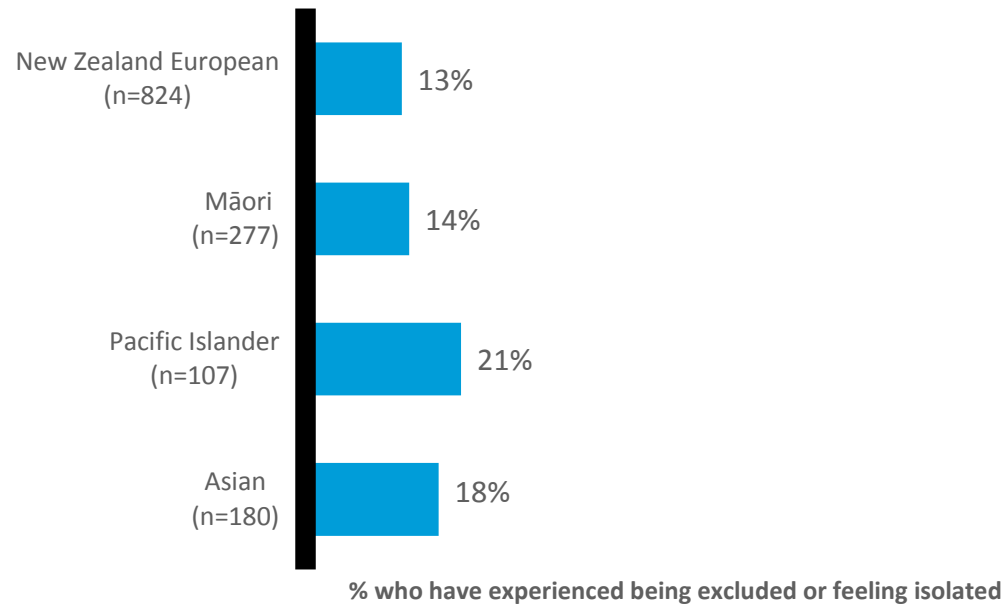
Q23. Which of the following, if any, have you personally experienced in the last 12 months as a result of your age?



SOCIAL ISOLATION AND EXCLUSION

EXPERIENCE OF BEING EXCLUDED OR FEELING ISOLATED BY ETHNICITY

Pacific Islanders are significantly more likely than overall respondents to say they have been excluded or felt isolated (21%), while New Zealand Europeans are significantly less likely to say they have experienced this.

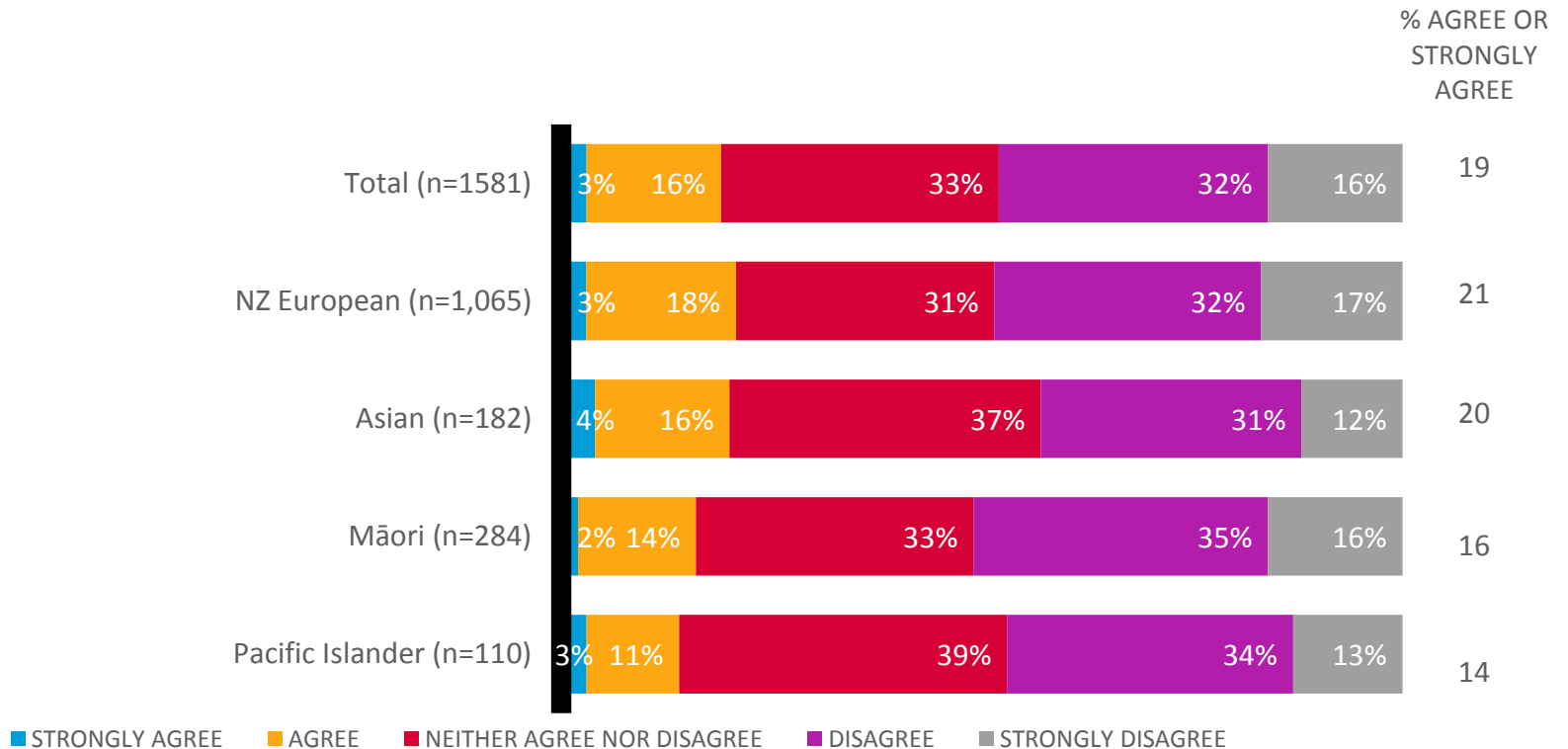


Base: All respondents (including NA)

Q23. Which of the following, if any, have you personally experienced in the last 12 months as a result of your age? Being excluded or feeling isolated

FEELING INVISIBLE BY ETHNICITY

NZ Europeans (21%) and Asians (20%) are slightly more likely to agree they *sometimes feel invisible because of their age* than Māori (16%) and Pacific Islanders (14%).

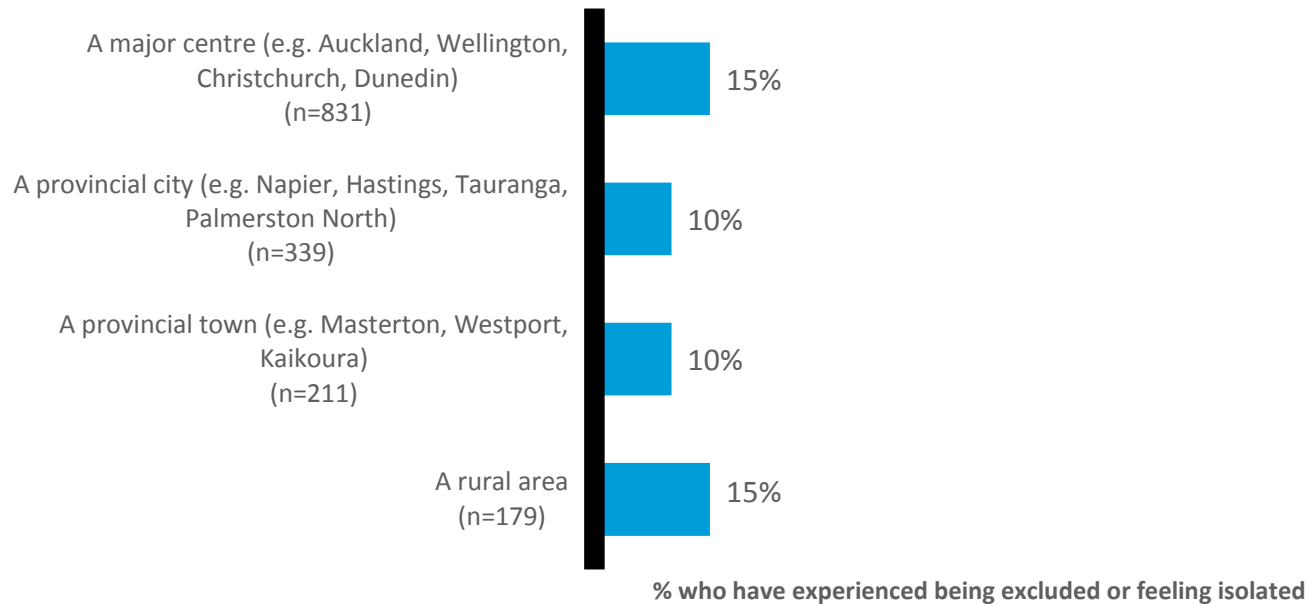


Base: All respondents (Excluding NA)

Q12. To what extent do you agree or disagree with the following statement? I sometimes feel invisible because of my age

EXPERIENCE OF BEING EXCLUDED OR FEELING ISOLATED BY URBAN/RURAL AREA

Respondents in a major centre (15%) or a rural area (15%) are slightly more likely than those in provincial cities or towns (both 10%) to say they have been excluded or felt isolated.

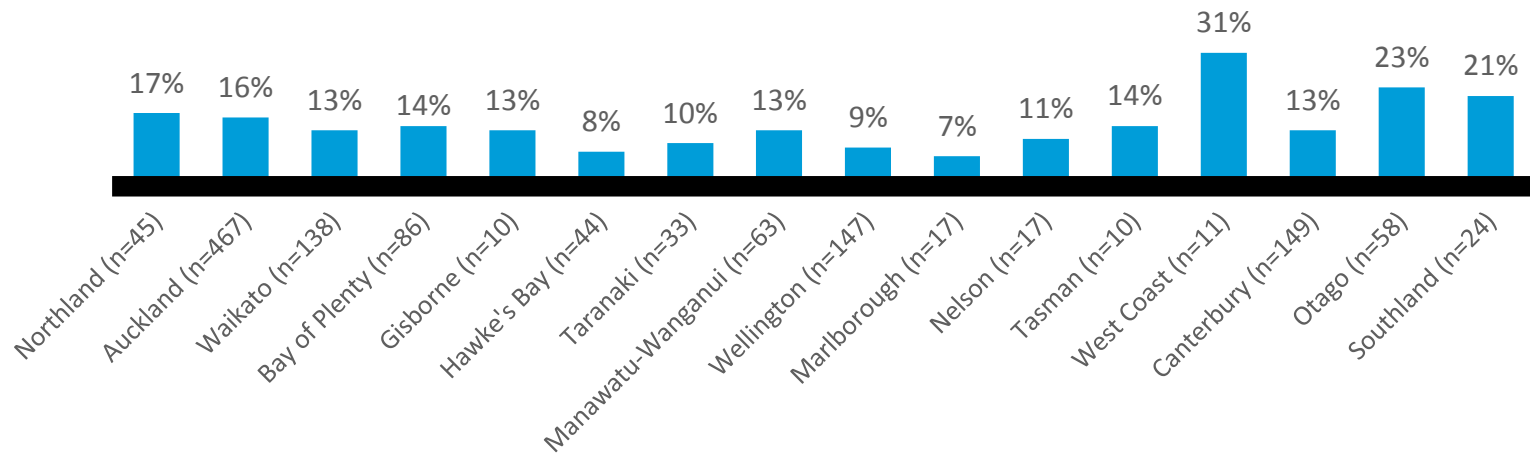


Base: All respondents (Excluding NA)

Q23. Which of the following, if any, have you personally experienced in the last 12 months as a result of your age? Being excluded or feeling isolated

EXPERIENCE OF BEING EXCLUDED OR FEELING ISOLATED BY REGION

Respondents on the West Coast (31%) are more likely than those in other regions to say they have been excluded or felt isolated.



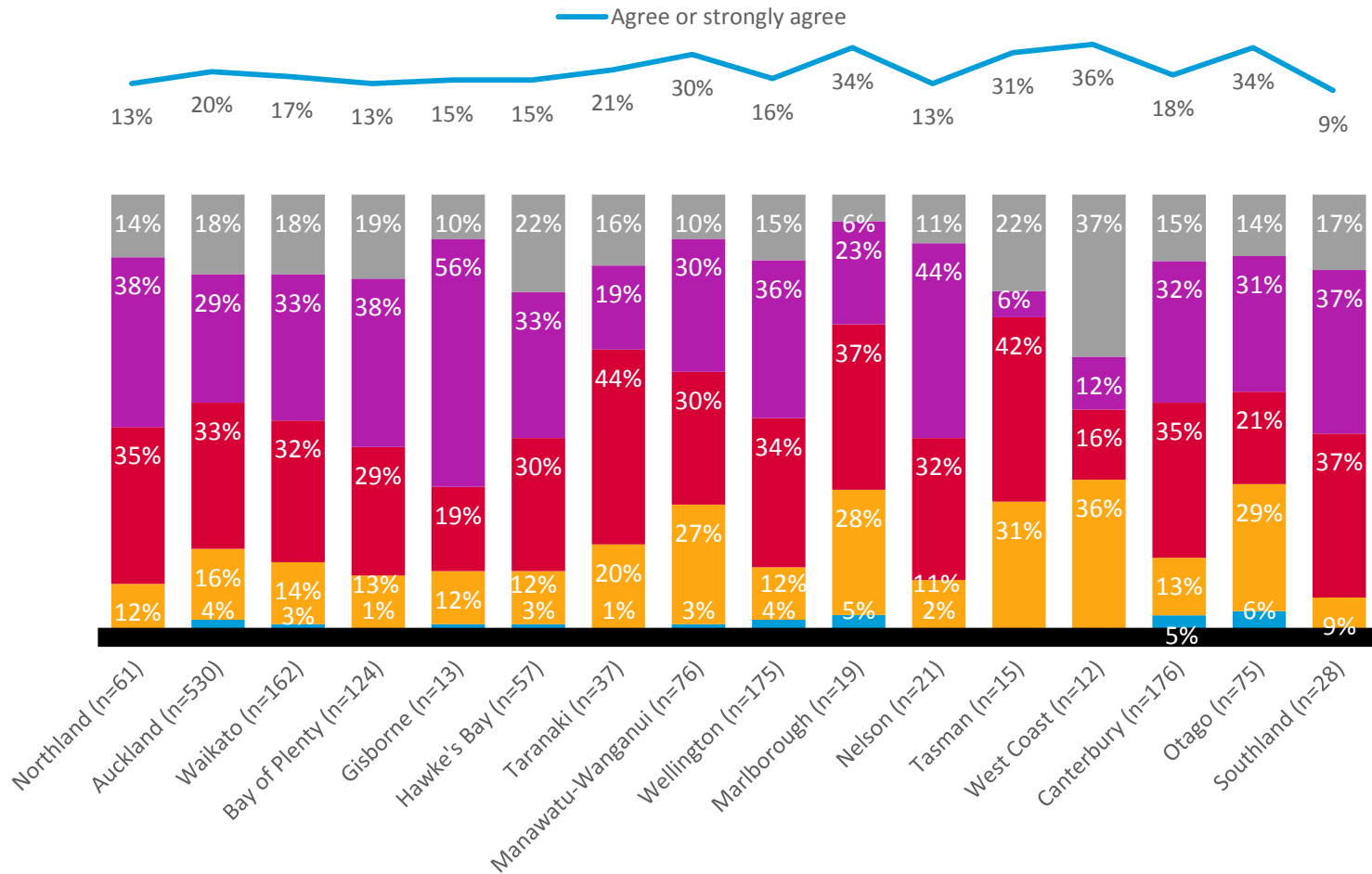
NOTE: None of the se differences are significant and some regions have very small sample sizes.

Base: All respondents (Excluding NA)

Q23. Which of the following, if any, have you personally experienced in the last 12 months as a result of your age? Being excluded or feeling isolated

HOW DOES FEELING INVISIBLE DIFFER BY REGION?

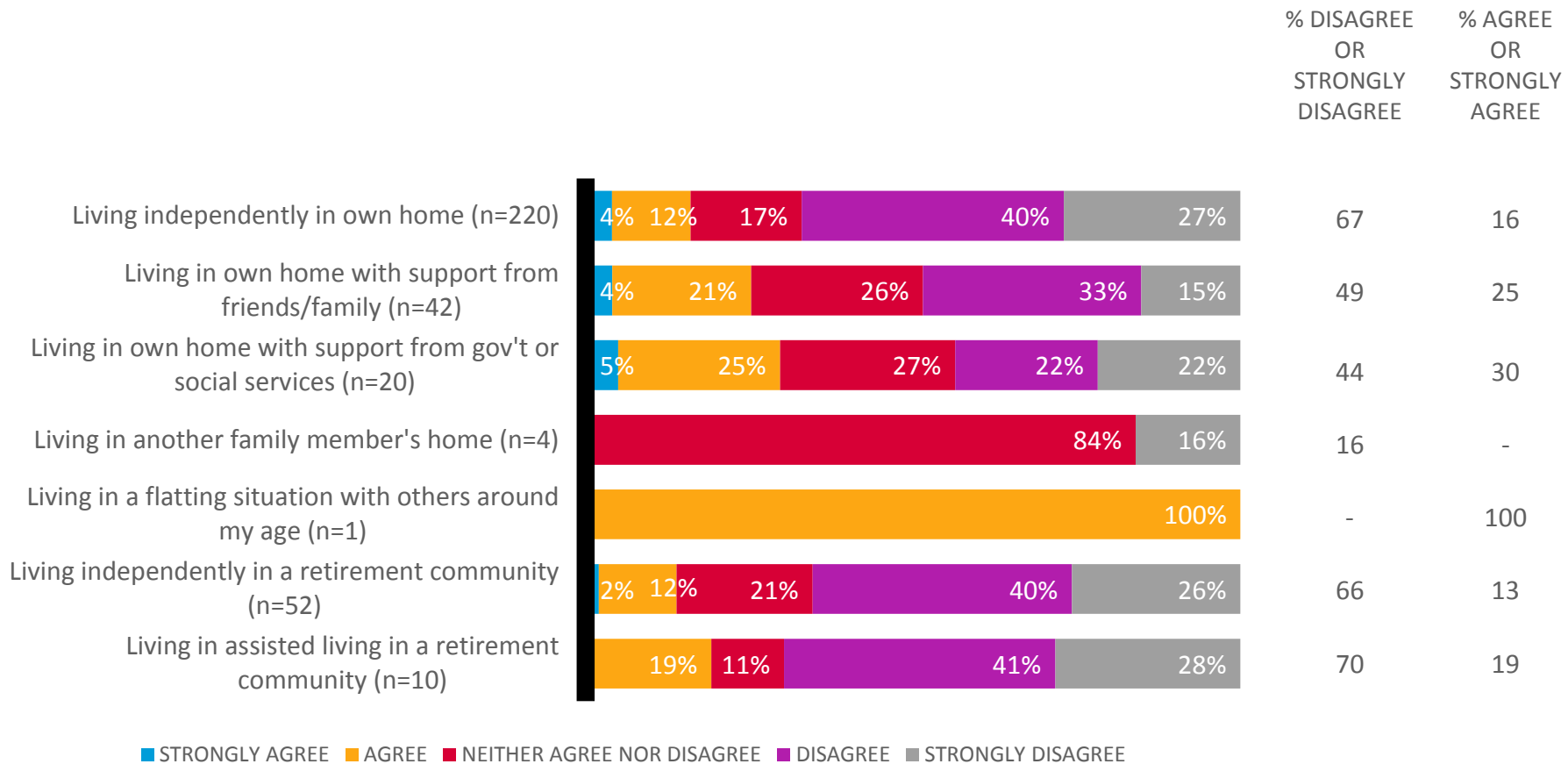
Residents in Manawatu-Wanganui (30%) and Otago (34%) are significantly more likely than other residents to agree they *sometimes feel invisible because of their age*.



Base: ALL respondents (Excluding NA)
 Q12. To what extent do you agree or disagree with the following statement? I sometimes feel invisible because of my age

FEELING INVISIBLE – DIFFERENCES BY LIVING SITUATION

Respondents living in their own home or independently in a retirement community are significantly less likely to agree *they sometimes feel invisible because of my age*.

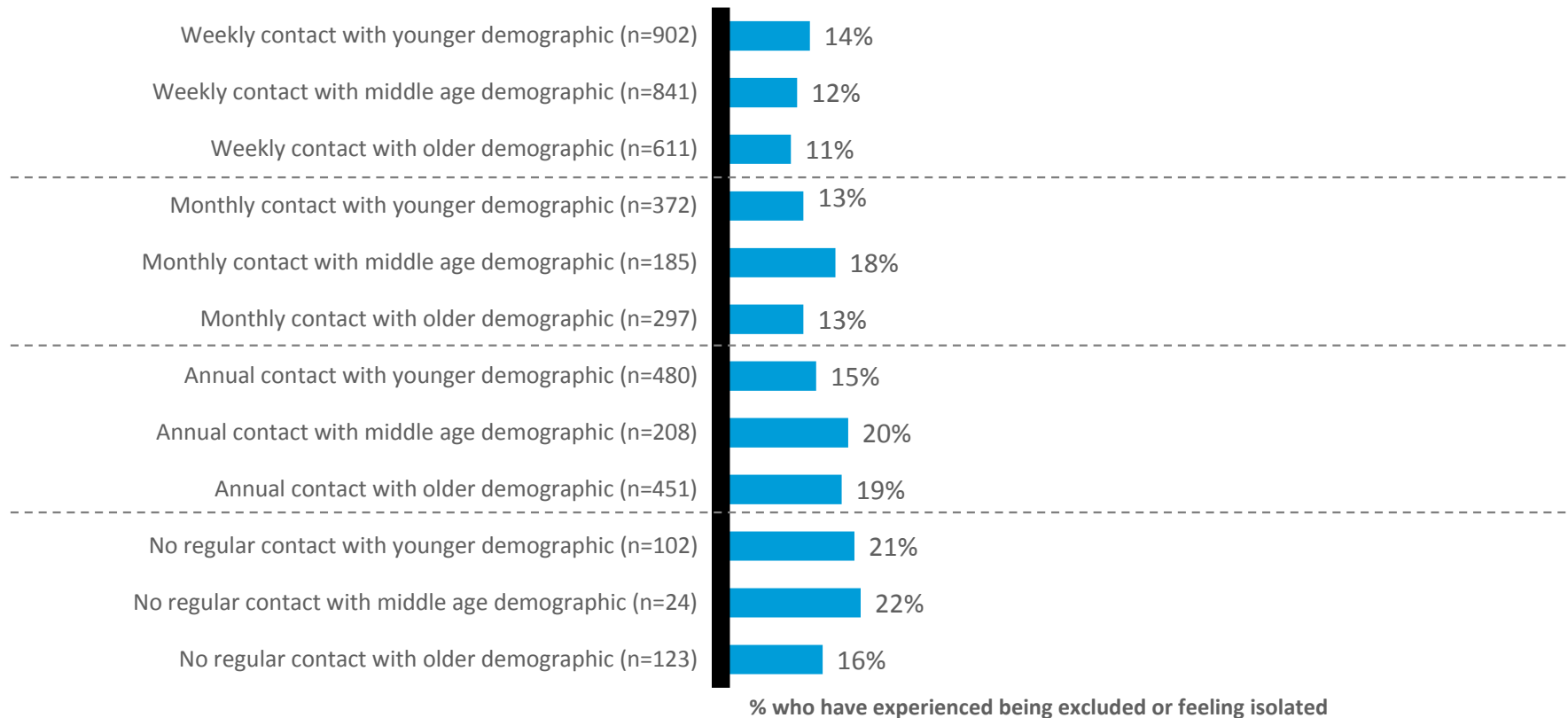


Base: ALL respondents aged 75+ (Excluding NA)

Q12. To what extent do you agree or disagree with the following statement? I sometimes feel invisible because of my age

EXPERIENCE OF BEING EXCLUDED OR FEELING ISOLATED BY AMOUNT OF CONTACT

Respondents with only annual contact or no regular contact with family and friends are slightly more likely to have experienced being excluded or feeling isolated.

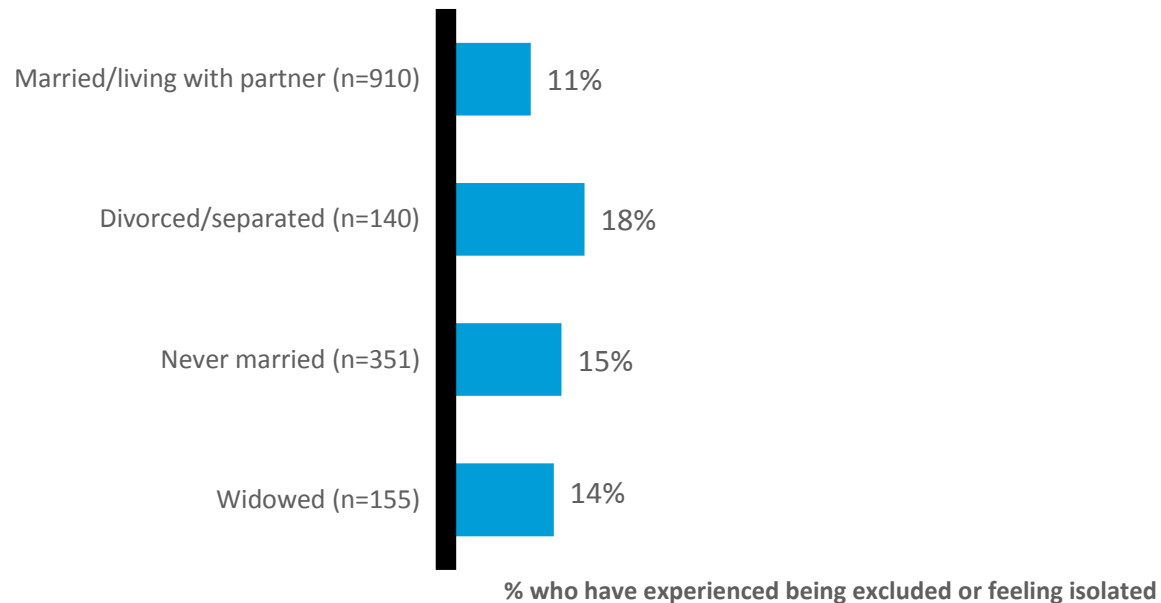


Base: All respondents (Excluding NA)

Q23. Which of the following, if any, have you personally experienced in the last 12 months as a result of your age? Being excluded or feeling isolated

EXPERIENCE OF BEING EXCLUDED OR FEELING ISOLATED BY MARITAL STATUS

Respondents who are married/living with their partner are significantly less likely to say they have been excluded or felt isolated.

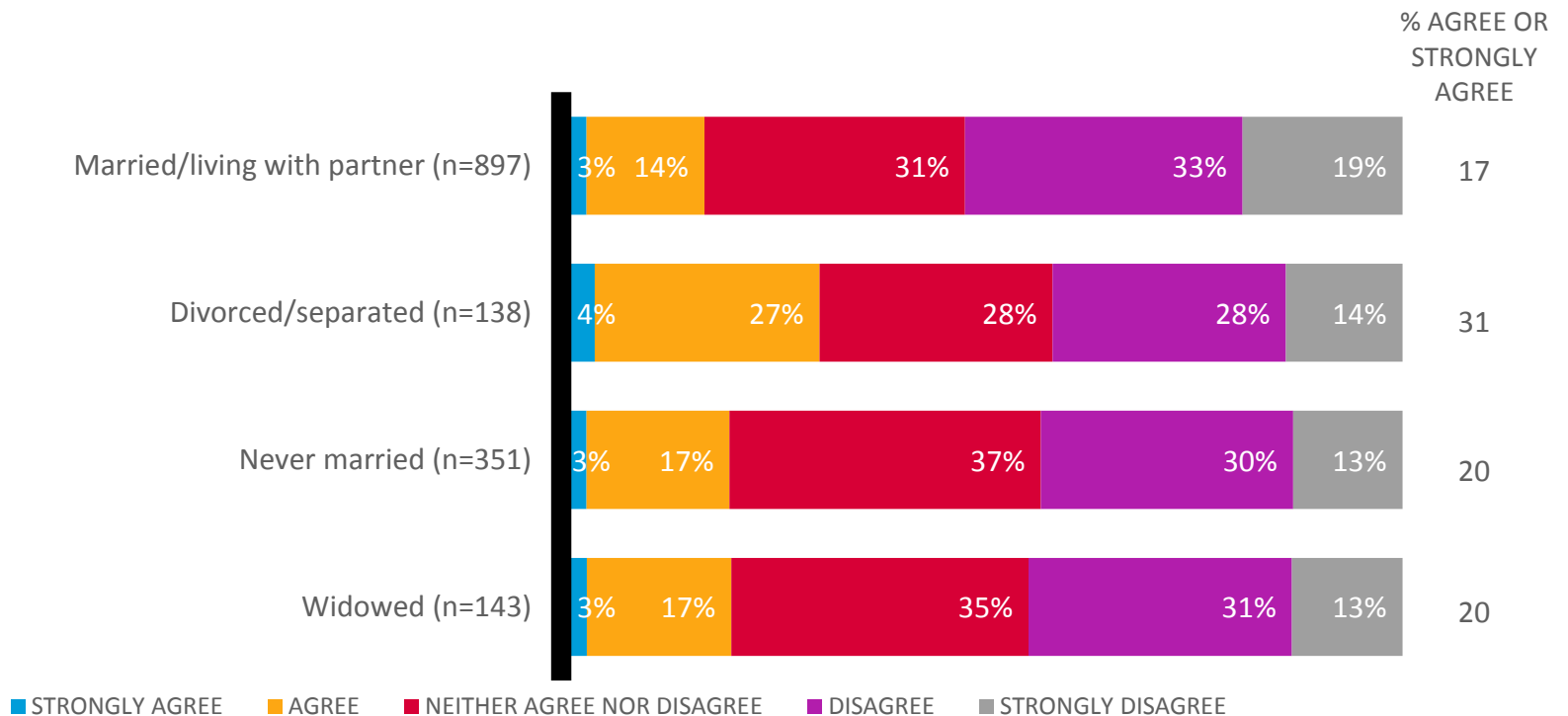


Base: All respondents (Including NA)

Q23. Which of the following, if any, have you personally experienced in the last 12 months as a result of your age? Being excluded or feeling isolated

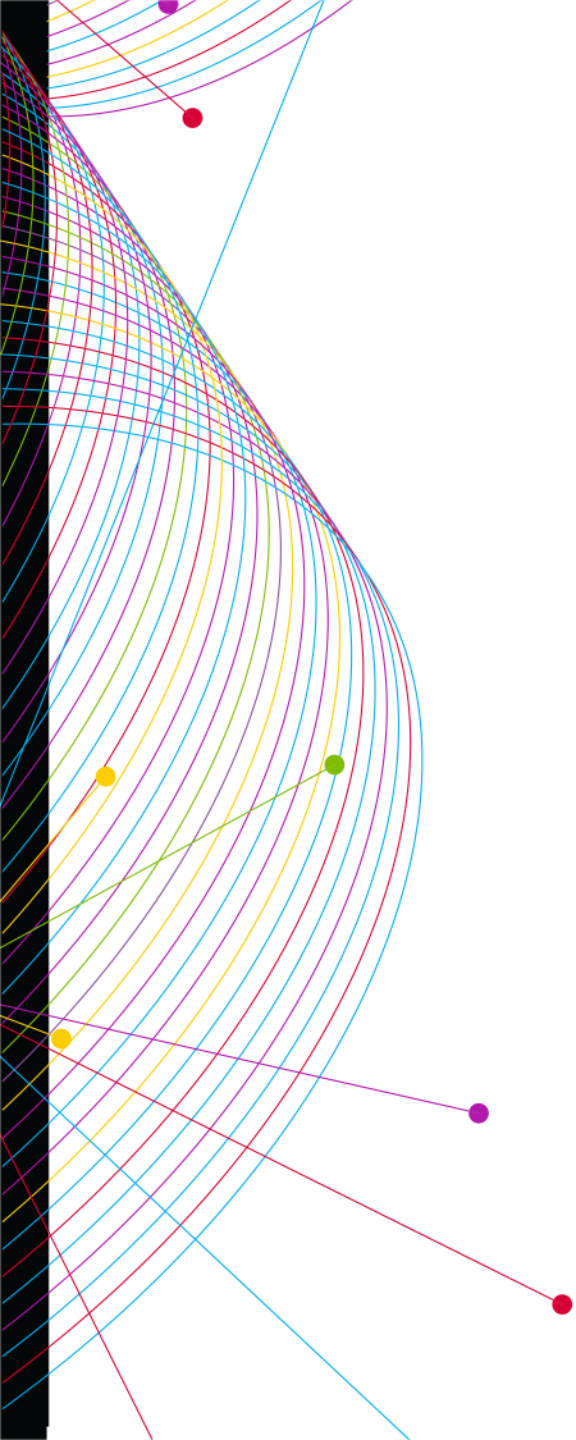
FEELING INVISIBLE BY MARITAL STATUS

Respondents who are divorced or separated (31%) are significantly more likely than other respondents to agree they *sometimes feel invisible because of their age*.



Base: All respondents (Excluding NA)

Q12. To what extent do you agree or disagree with the following statement? I sometimes feel invisible because of my age

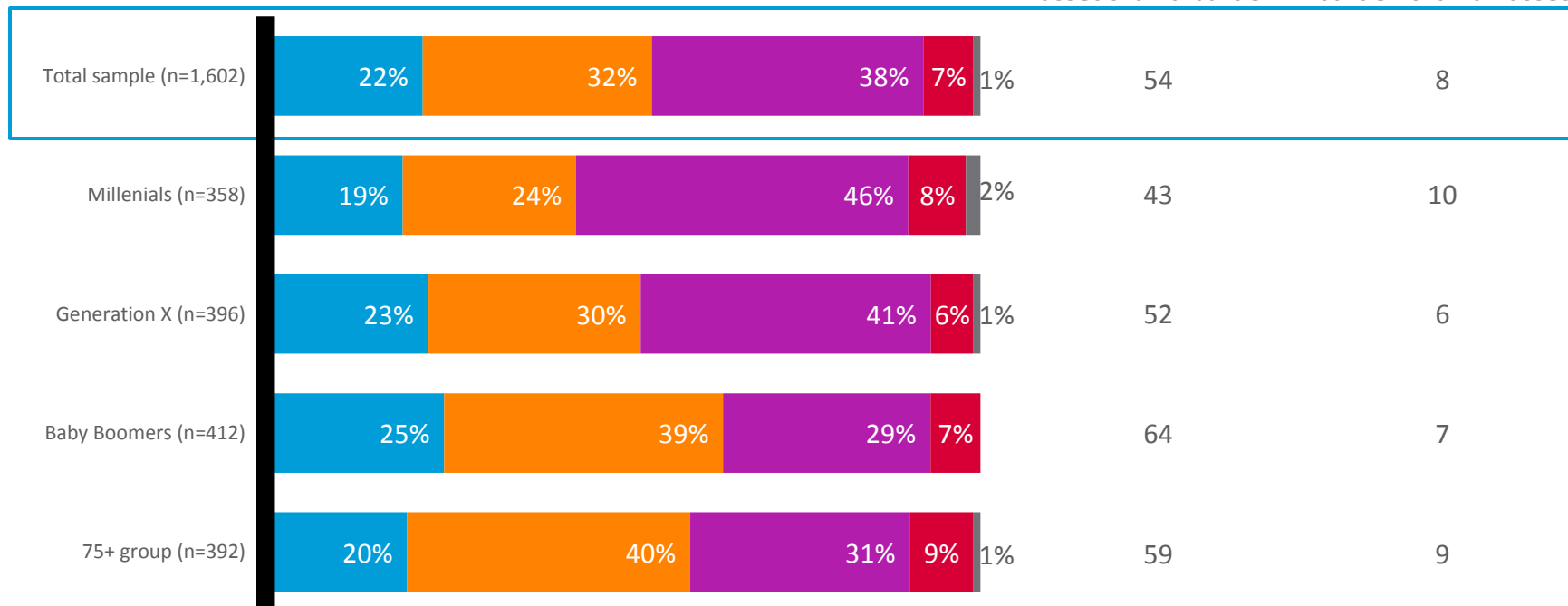


STEREOTYPES

ARE OLD PEOPLE AN ASSET OR A BURDEN?

More than half of respondents feel older people are more of an asset than a burden, with only 8% saying they think they are more of a burden than an asset. Over a third of respondents took a neutral stance on the issue. Millennials were more likely to either take a neutral stance (44%) or consider older people as a burden on society (2%).

% Asset/more of a
asset than a burden % Burden/more of a
burden than an asset



■ ASSET TO SOCIETY

■ NEUTRAL

■ BURDEN ON SOCIETY

■ MORE OF AN ASSET THAN A BURDEN

■ MORE OF A BURDEN THAN AN ASSET

Base: All respondents (Excluding NA)

Q18. On balance, taking into consideration the benefits and value that old people bring to society, and also taking into consideration the support that society gives to old people, where do you personally place old people on the following scale?

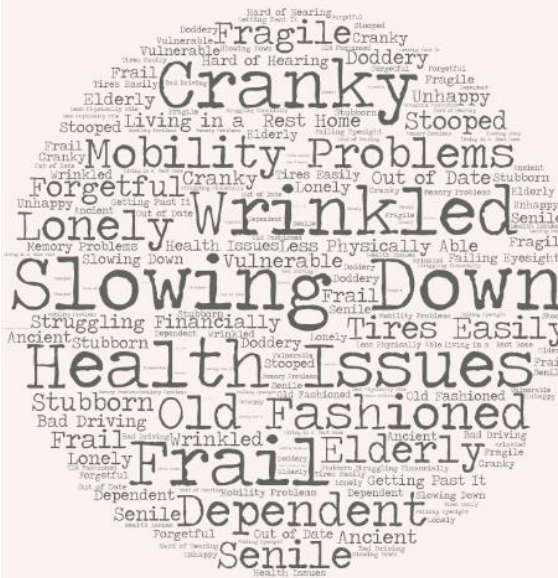
POSITIVE AND NEGATIVE AGEING STEREOTYPES

When some of the more neutral descriptive words are removed (e.g. retired, grey-haired, grandparent), the positive and negative stereotypes emerge. The most widely mentioned negative stereotypes are slowing down, wrinkled, health issues, frail, while the most widely mentioned positive stereotypes are life-experienced, wise, knowledgeable and energetic.

ALL RESPONDENTS



NEGATIVE

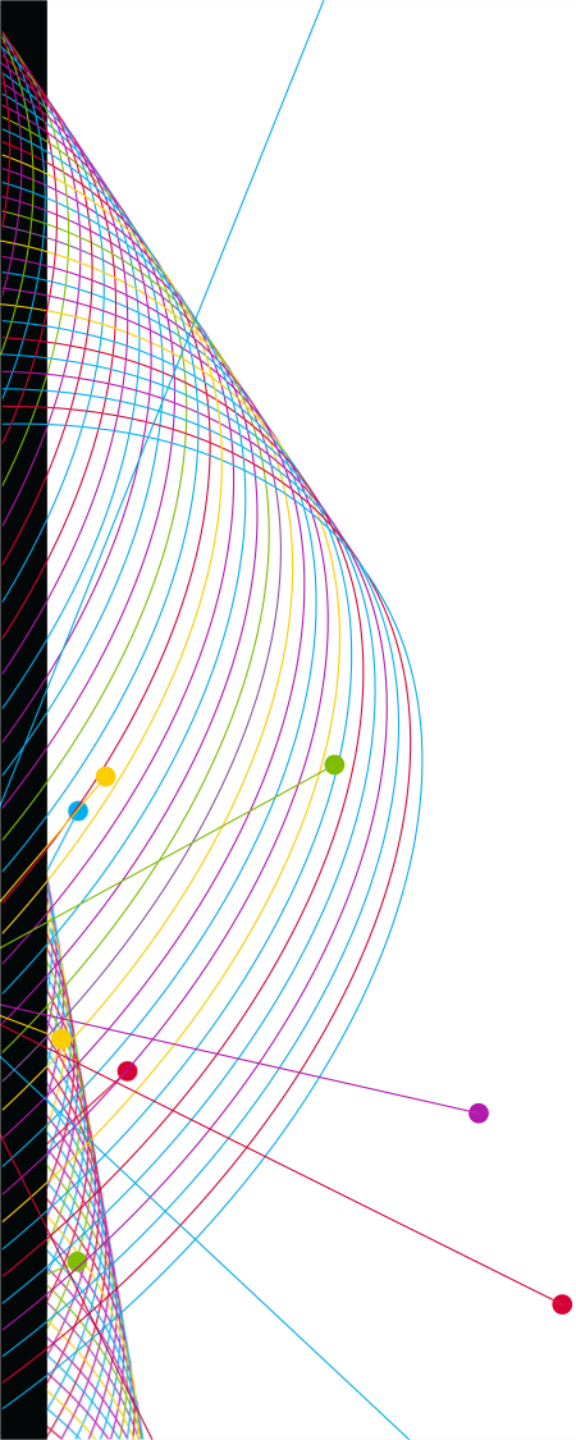


POSITIVE



Base: All Respondents (excluding NA)

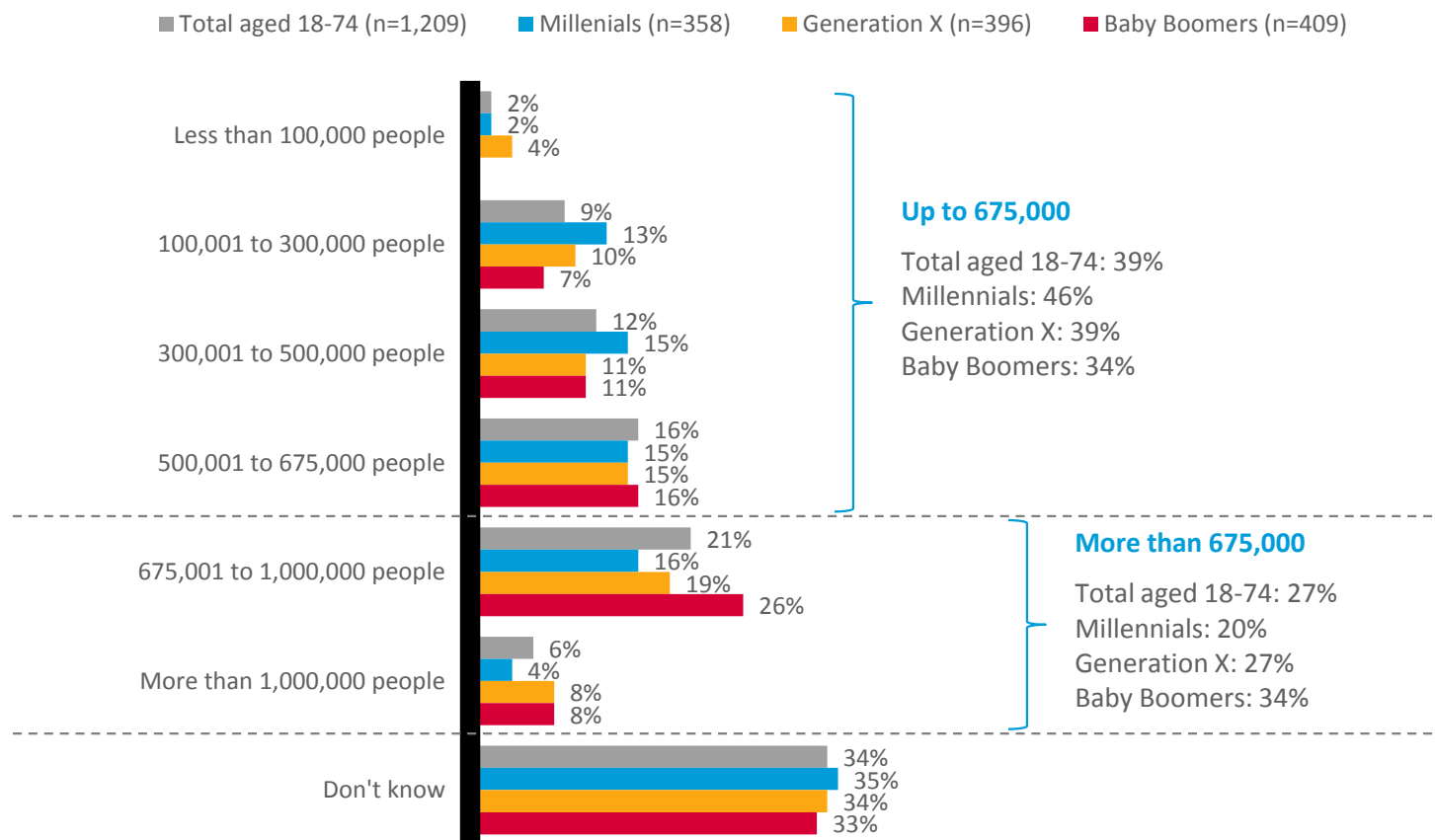
Q7: Please write down the first three words or phrases that pop into your mind when you are asked to describe a typical old person in New Zealand.



GENERAL KNOWLEDGE

AWARENESS OF SIZE OF NZ POPULATION AGED 65+

Baby Boomers are the most likely to believe there are currently between 675,001 and 1,000,000 people aged 65 or over in New Zealand. Millennials are the most likely to believe there are fewer than this (46%). More than a third of respondents, however, don't even feel capable of choosing a range for the number of people in New Zealand who are 65+.

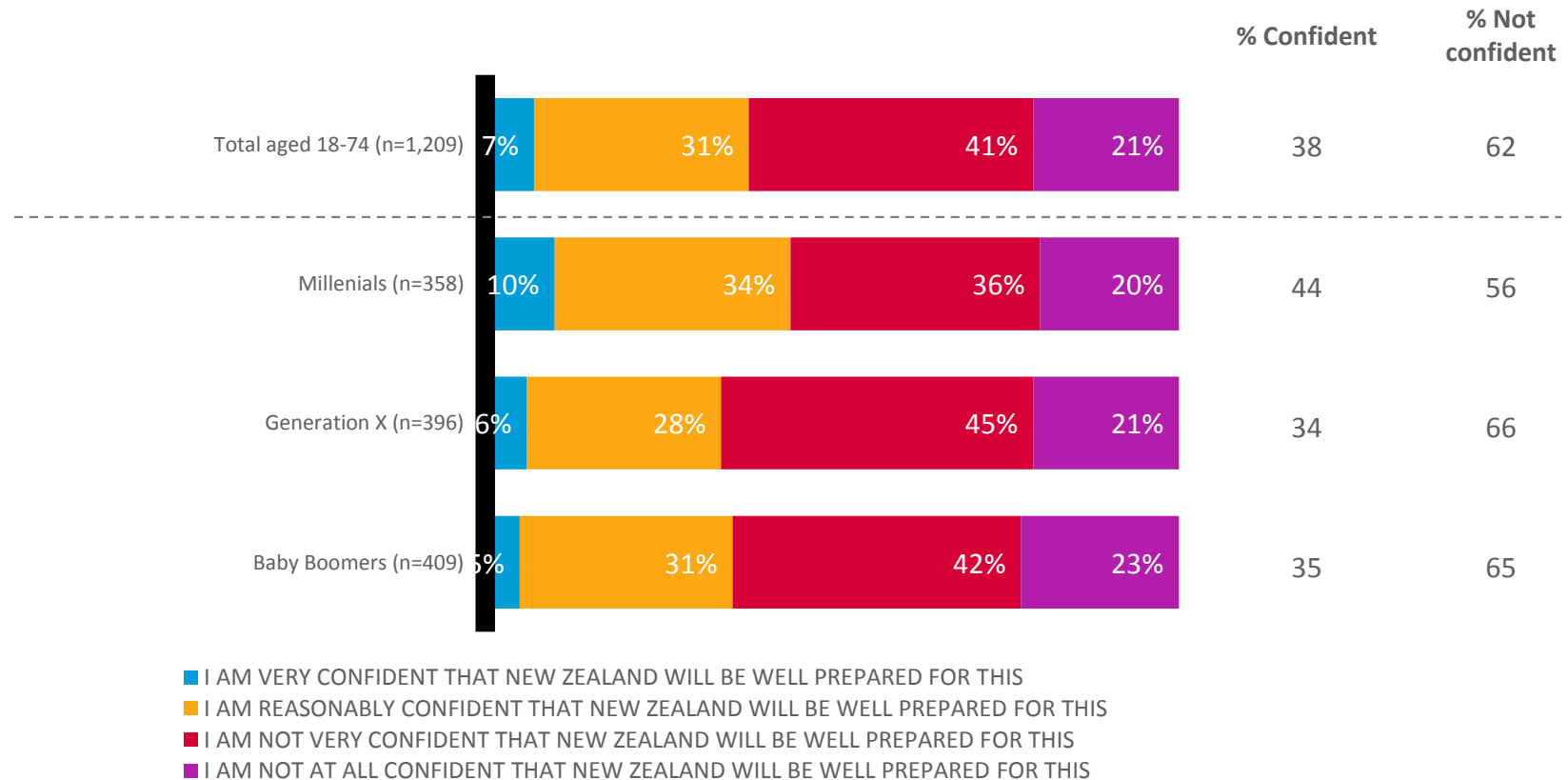


Base: All respondents aged under 75 (Excluding NA)

Q25. As far as you are aware, about how many people in New Zealand are over the age of 65?

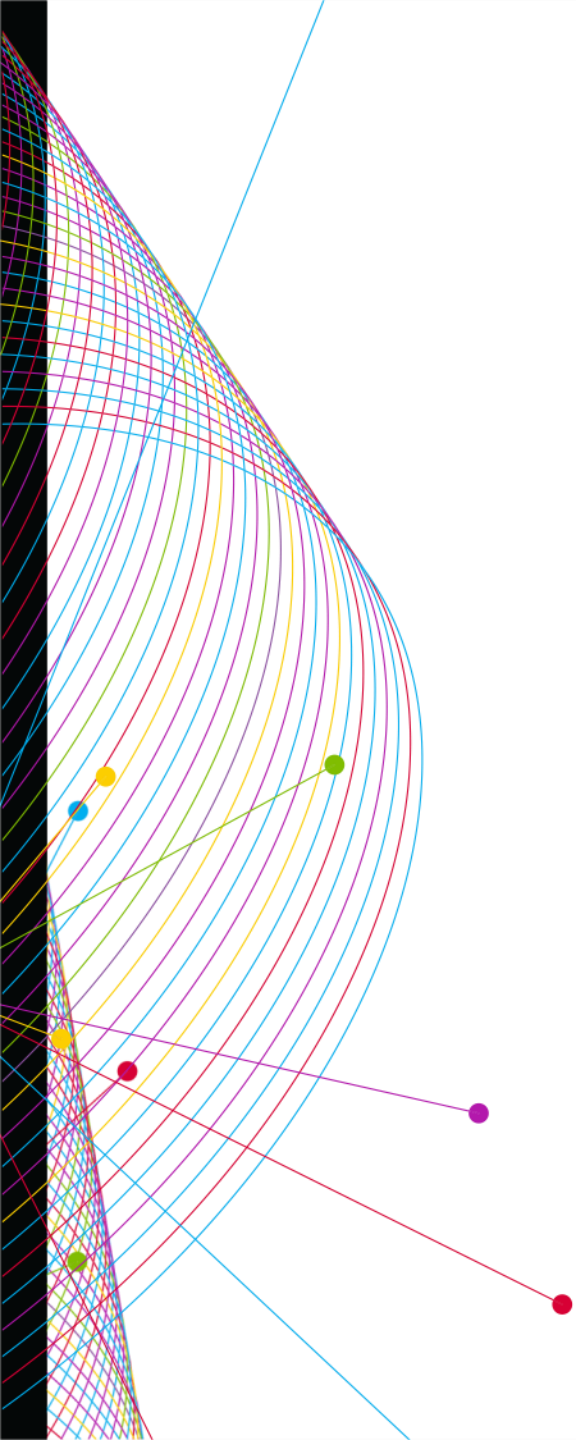
CONFIDENCE IN PREPARATION FOR AGEING SOCIETY

62% are not confident New Zealand will be prepared to cater for the size of its ageing population in 20 years' time. Millennials are the most likely to feel confident (44%).



Base: All respondents aged under 75 (Excluding NA)

Q26. Currently, there are more than 675,000 people aged 65 and over in New Zealand. In about 20 years, the number of people aged 65 and over will almost double. How well prepared do you feel New Zealand will be to cater for this change in the make-up of its population?

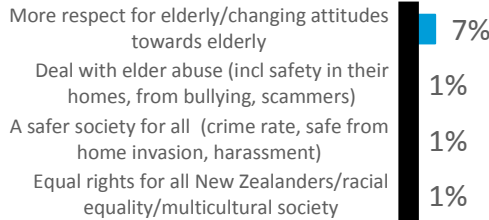


FUTURE VISION FOR NEW ZEALAND SOCIETY'S APPROACH TO AGEING

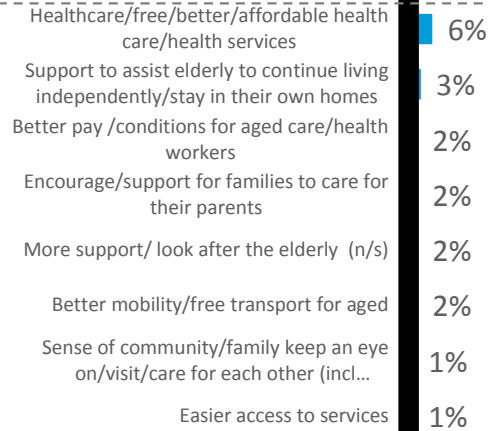
ONE CHANGE RECOMMENDED FOR ACHIEVING VISION

The recommendation most commonly made is for more respect/changing attitudes towards older people (7%), followed by better healthcare (6%). Other more common recommendations include increasing interaction/involvement with younger people and more financial support.

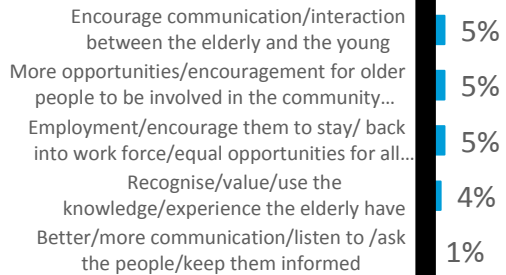
DISCRIMINATION/ ABUSE/SAFETY



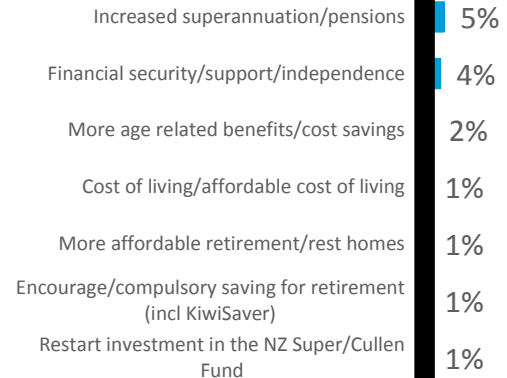
SUPPORT/ACCESS TO SERVICES



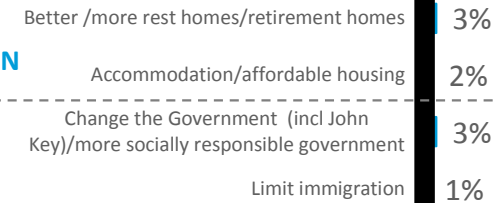
INVOLVEMENT



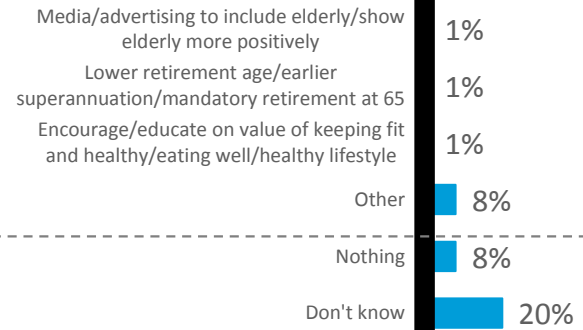
FINANCIAL



ACCOMMODATION



OTHER



Base: All respondents (Excluding NA) (n=1,609)

Q28. The NZ Government has a vision for the ageing population within NZ, which is a society where people can age positively, where older people are highly valued and where they are recognized as an integral part of families and communities. If there was one thing that you could change about our society in New Zealand that would make the most progress towards achieving this vision, what would it be?

RECOMMENDATIONS - VERBATIM COMMENTS

"Respect the elders and appreciate their contributions and valuable endeavours that made New Zealand attractive to people of other nations as a home to dwell."

"Ensure older people are domiciled in communities of mixed ages so young people can learn from the elderly and vice versa."



Base: All respondents (Excluding NA) (n=1609)

Q28. The NZ Government has a vision for the ageing population within NZ, which is a society where people can age positively, where older people are highly valued and where they are recognized as an integral part of families and communities. If there was one thing that you could change about our society in New Zealand that would make the most progress towards achieving this vision, what would it be?