

August 2024

Spry^o

FINANCE

'ATTITUDES TO AGEING'
LATER LIFE INSIGHTS SERIES

Research by

O P I N I O N S

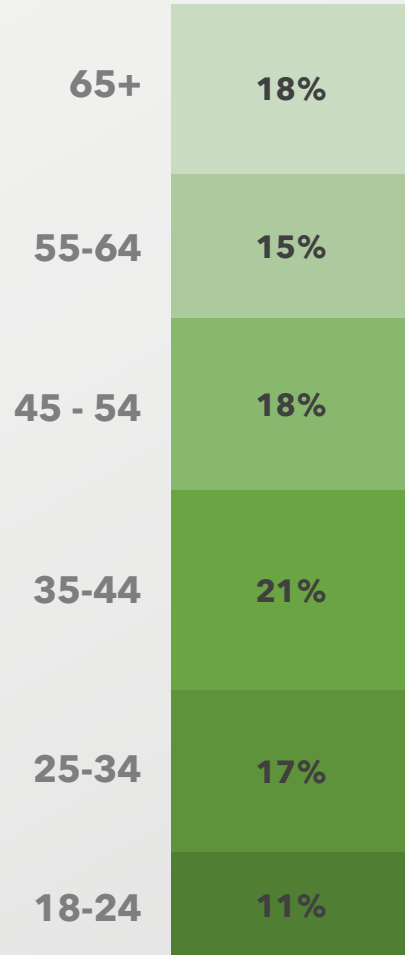
Background

This report represents the findings of research which was conducted among a nationally representative sample of n=1,000 adults in the Rep. of Ireland in **July 2024**. Quota controls are in line with AIMRO guidelines and applied to gender, age, social grade and region to ensure consistency.

Who we spoke to?

(Base: total sample, n=1,075)

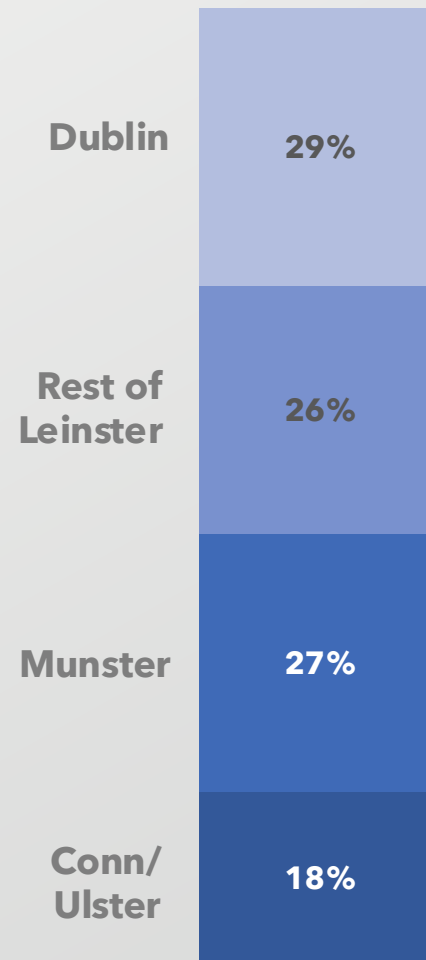
AGE



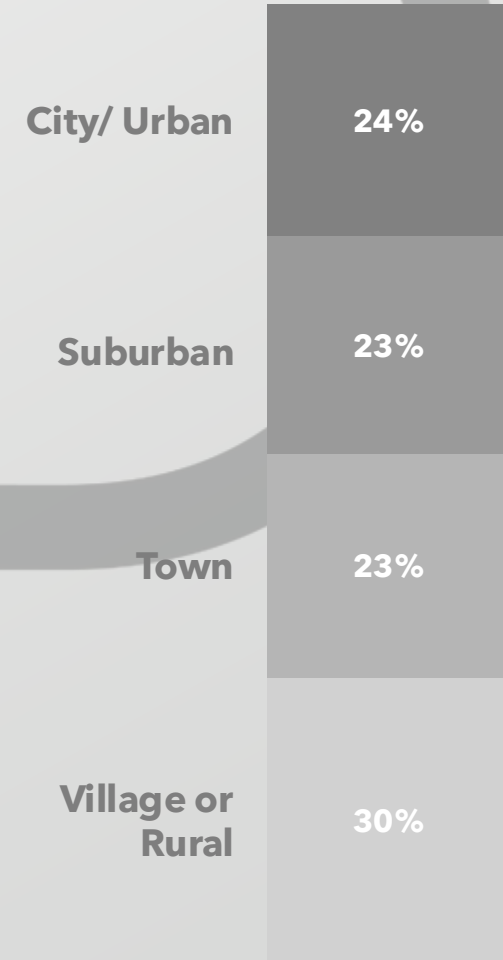
GENDER



REGION



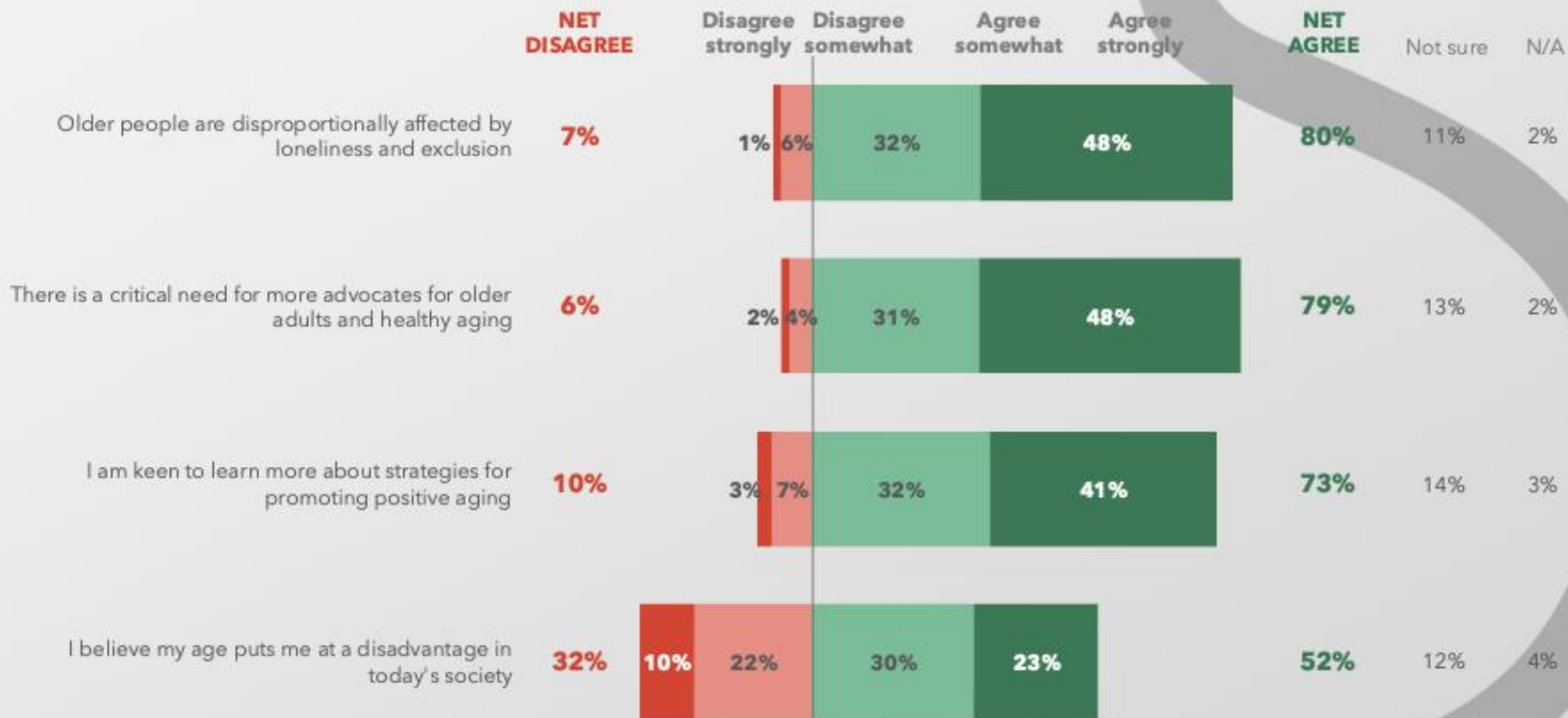
LOCALE



Core Attitudes to Ageing

Core Attitudes to Ageing

Base: Irish Adults, n=1,075



Q: To what extent do you disagree or agree with the following statements others have made in relation to older people and aging in general?

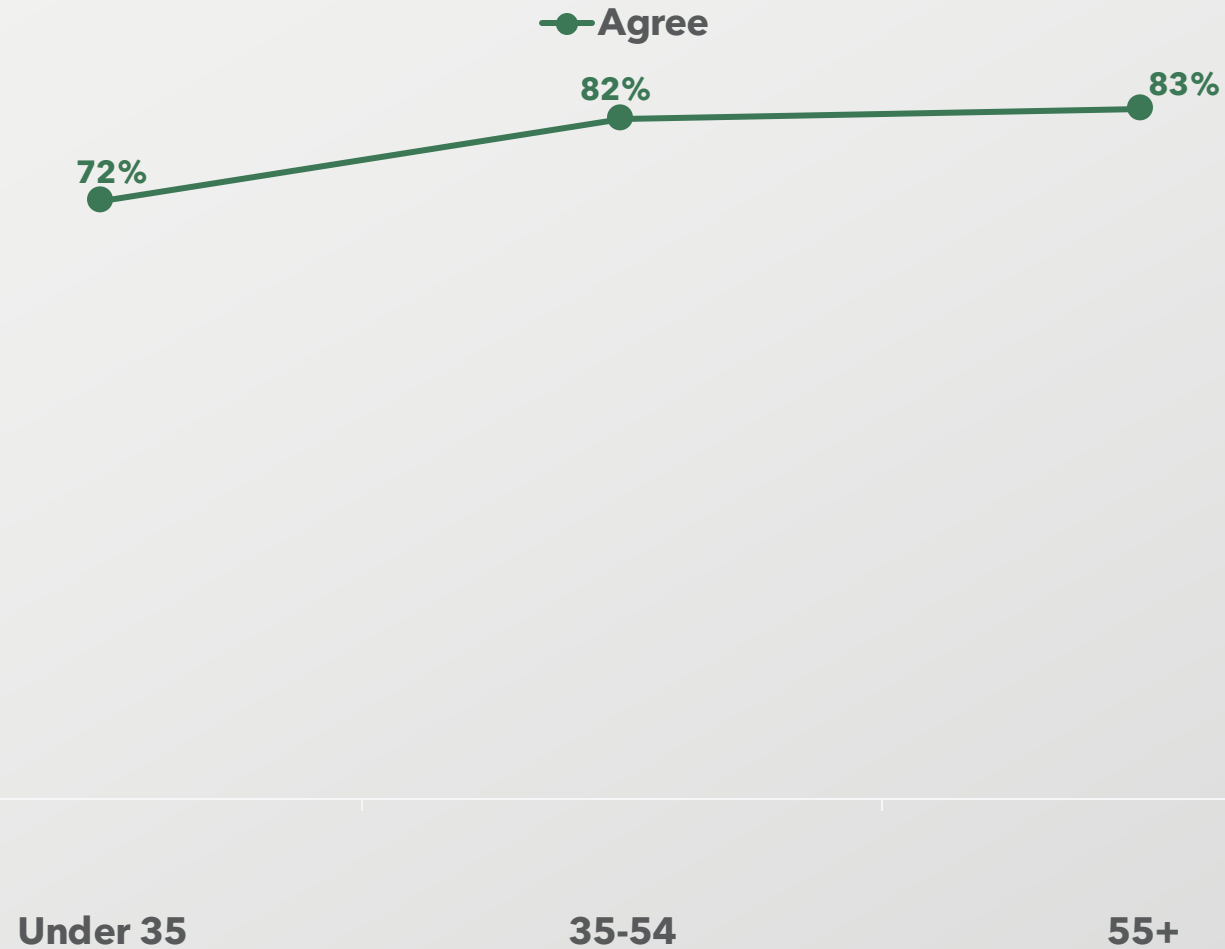
8 in 10

**Irish adults agree that older people
are disproportionately affected by
loneliness and exclusion**



Loneliness & Exclusion

(Base: Irish Adults; n=1,003)



Over **8 in 10** of those **aged 35+** agree that older people are disproportionately affected by loneliness & exclusion

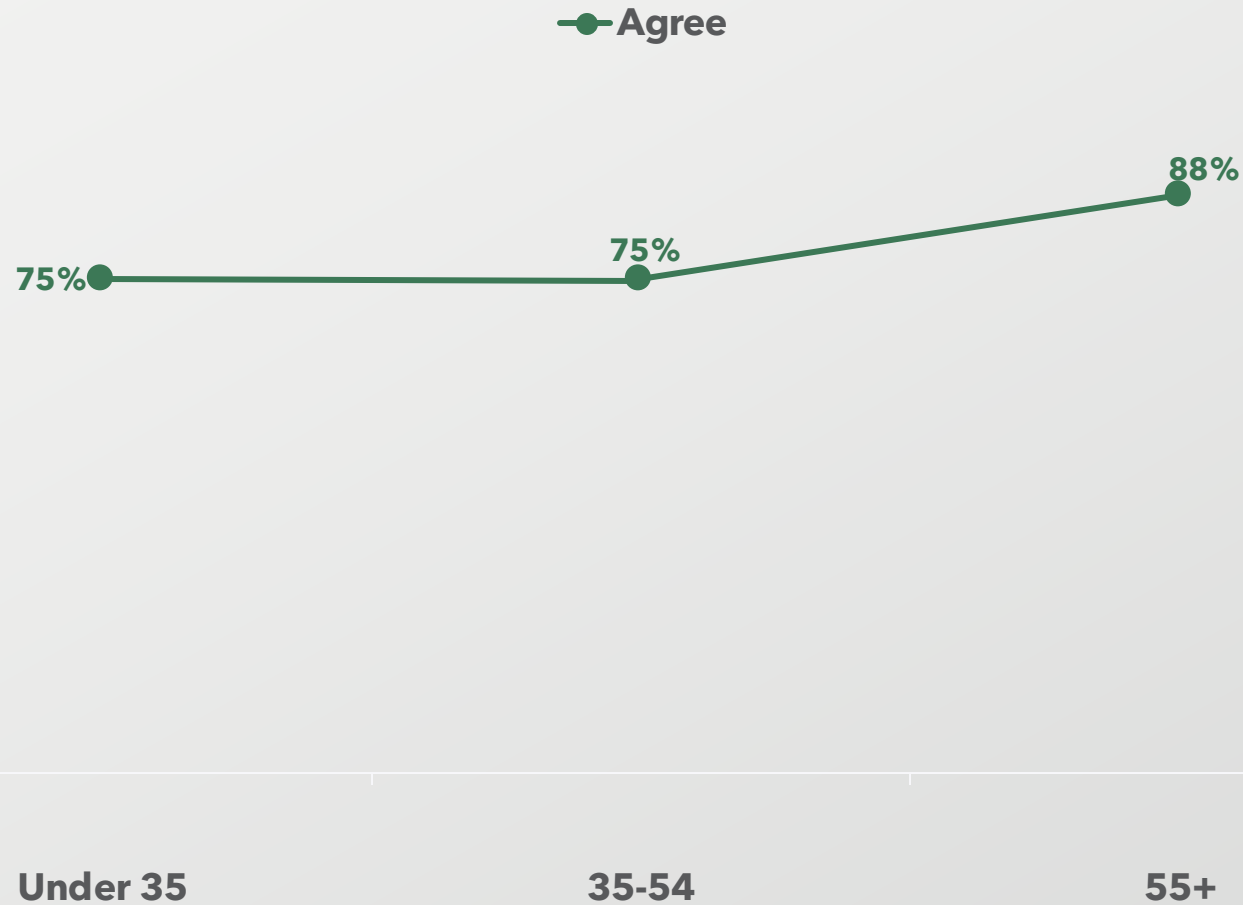
8 in 10

Irish adults agree that there is a critical need for more advocates for older adults and healthy aging



The Need for Advocates for Older Adults & Healthy Ageing

(Base: Irish Adults; n=1,003)



The **need for advocacy** is particularly evident among the older cohort with **9 in 10** (88%) of those aged **55+** agreeing that 'There is a critical need for more advocates for older adults and healthy ageing'.

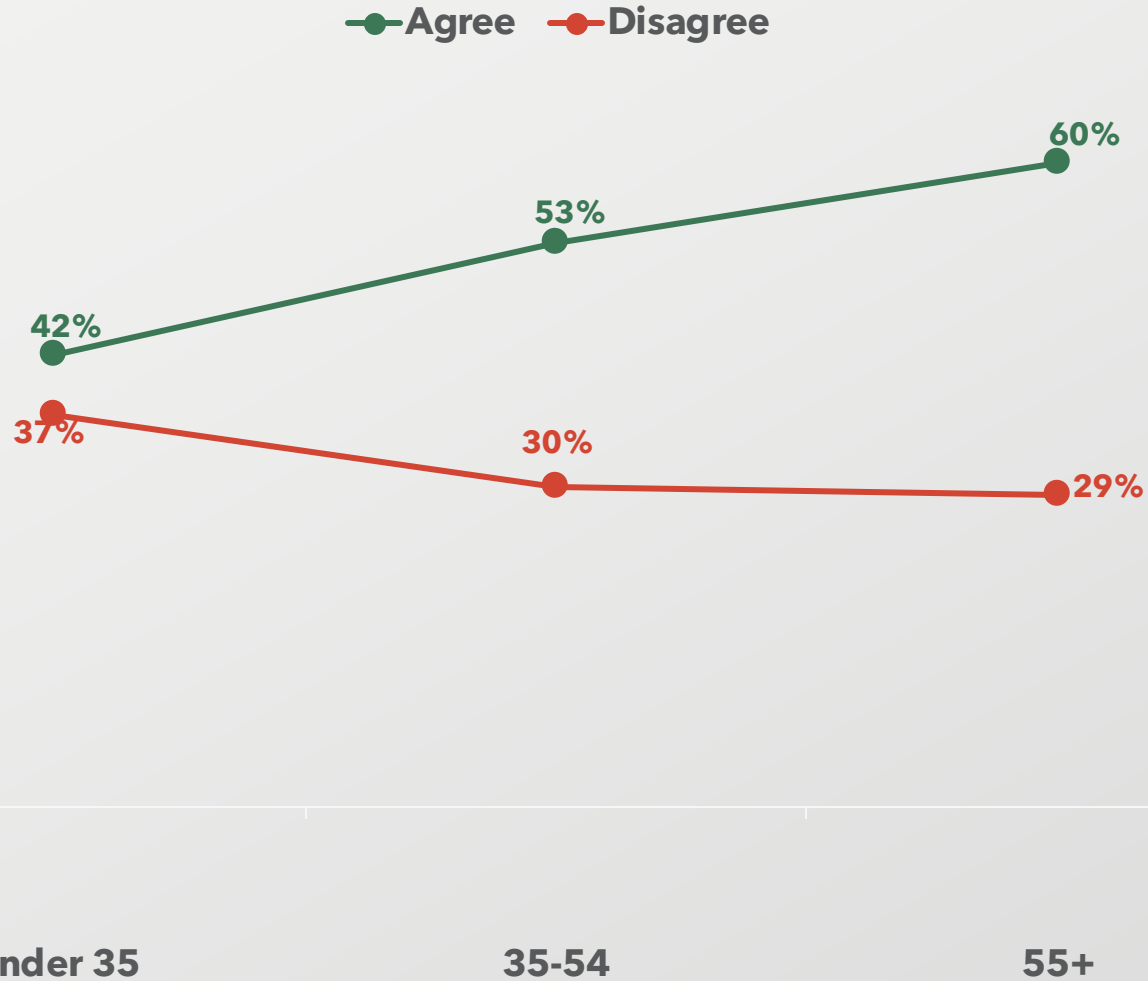
1 in 2

**Irish adults believe their age puts them at
a disadvantage in today's society**



Age as a Disadvantage

(Base: Irish Adults; n=1,003)



As **age increases**, so does the belief that '**my age puts me at a disadvantage**' in today's society'.

3 in 4

Irish adults agree that they are keen to learn more about strategies for promoting positive ageing

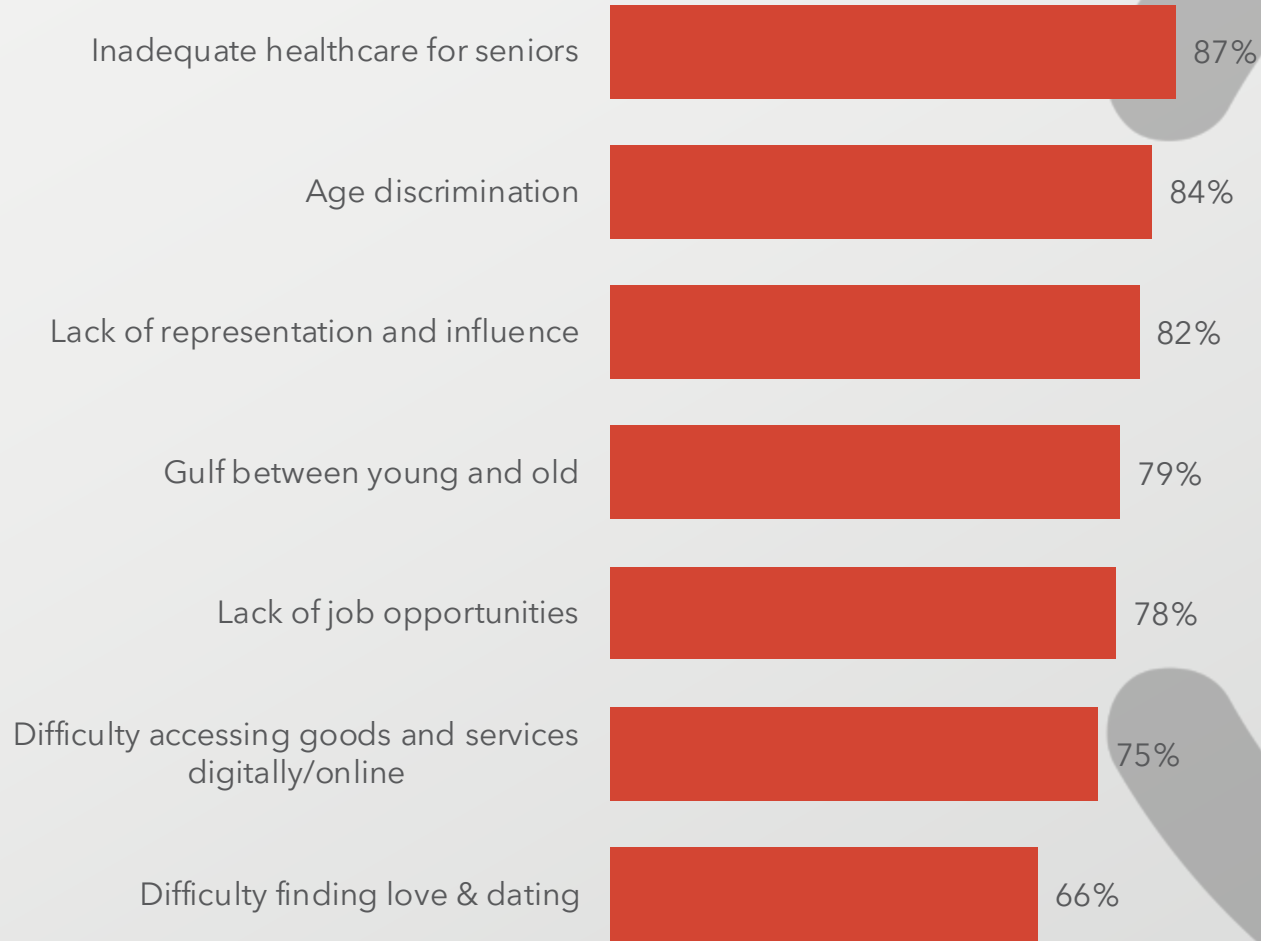


Challenges for Older People

Challenges for 'Old' People

Base: Irish Adults, n=1,075

%
ANY
Challenge



'Old people are considered to be 'challenged' overall with the majority of factors considered to be challenges to 3 in 4 or more respondents.

Q: Below is a list of potential challenges for 'old' people. For each challenge, please indicate whether you believe it is a current challenge, a future challenge, both a current and a future challenge, or neither a current nor a future challenge

9 in 10

**Irish adults believe that
Inadequate healthcare for seniors
is a challenge for 'old people'**

8 in 10

**Irish adults believe that
age discrimination is a
challenge for 'old people'**



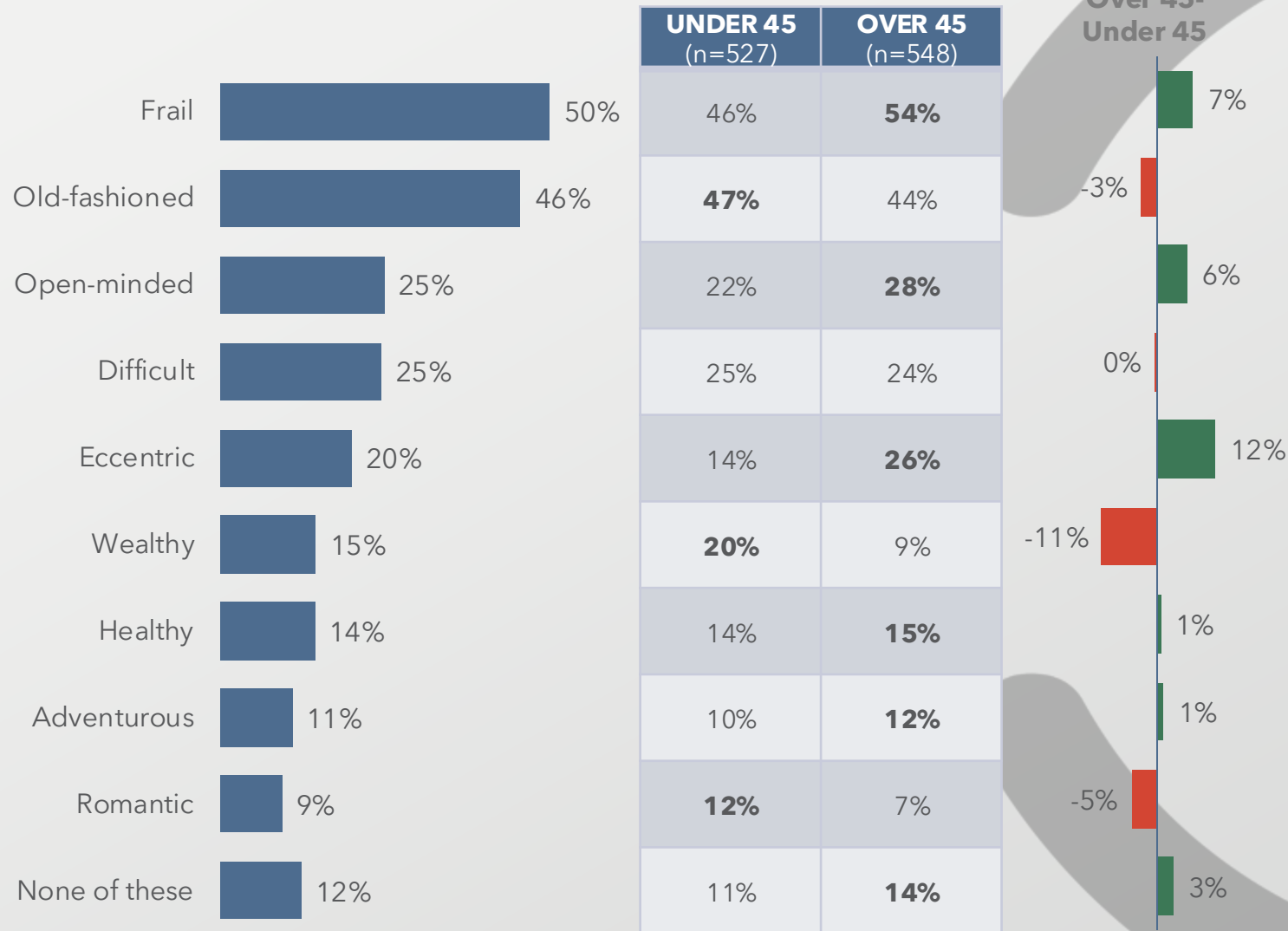
8 in 10

Irish adults believe that lack of representation and influence is a challenge for 'old people'



Attributes Associated with 'Old' People

Base: Irish Adults, n=1,075



'Old' people have an image problem;

'Frail' and **'Old-fashioned'** are the words that are most likely to be associated with 'old people'.

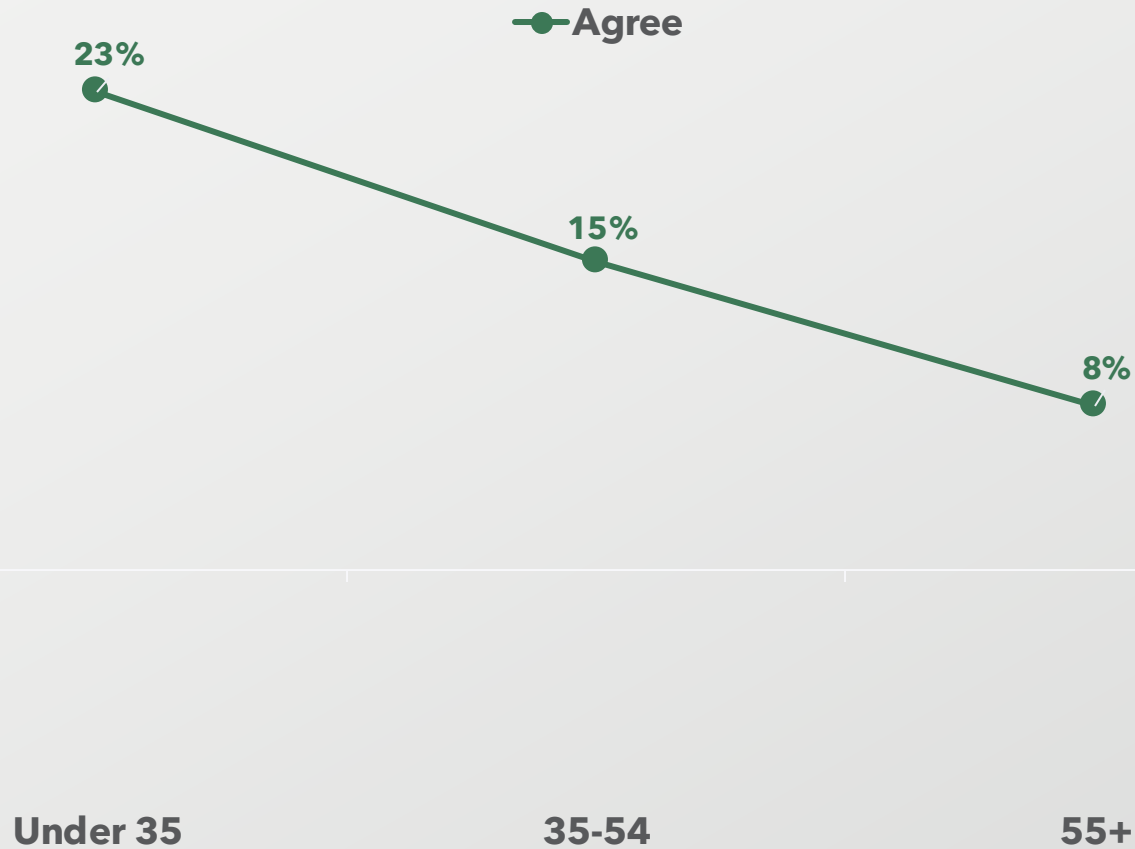
'Old people are as likely to be considered 'open-minded', as they are to be considered 'difficult'.

We see differences across age groups with those aged **under 45** more likely to consider **'old people'** **'old-fashioned'** and **'wealthy'**.

Q: Which of the following attributes, if any, do you associate with an 'old' person?

'Wealthy' Associated with 'Old' People x Age

Base: Irish Adults, n=1,075

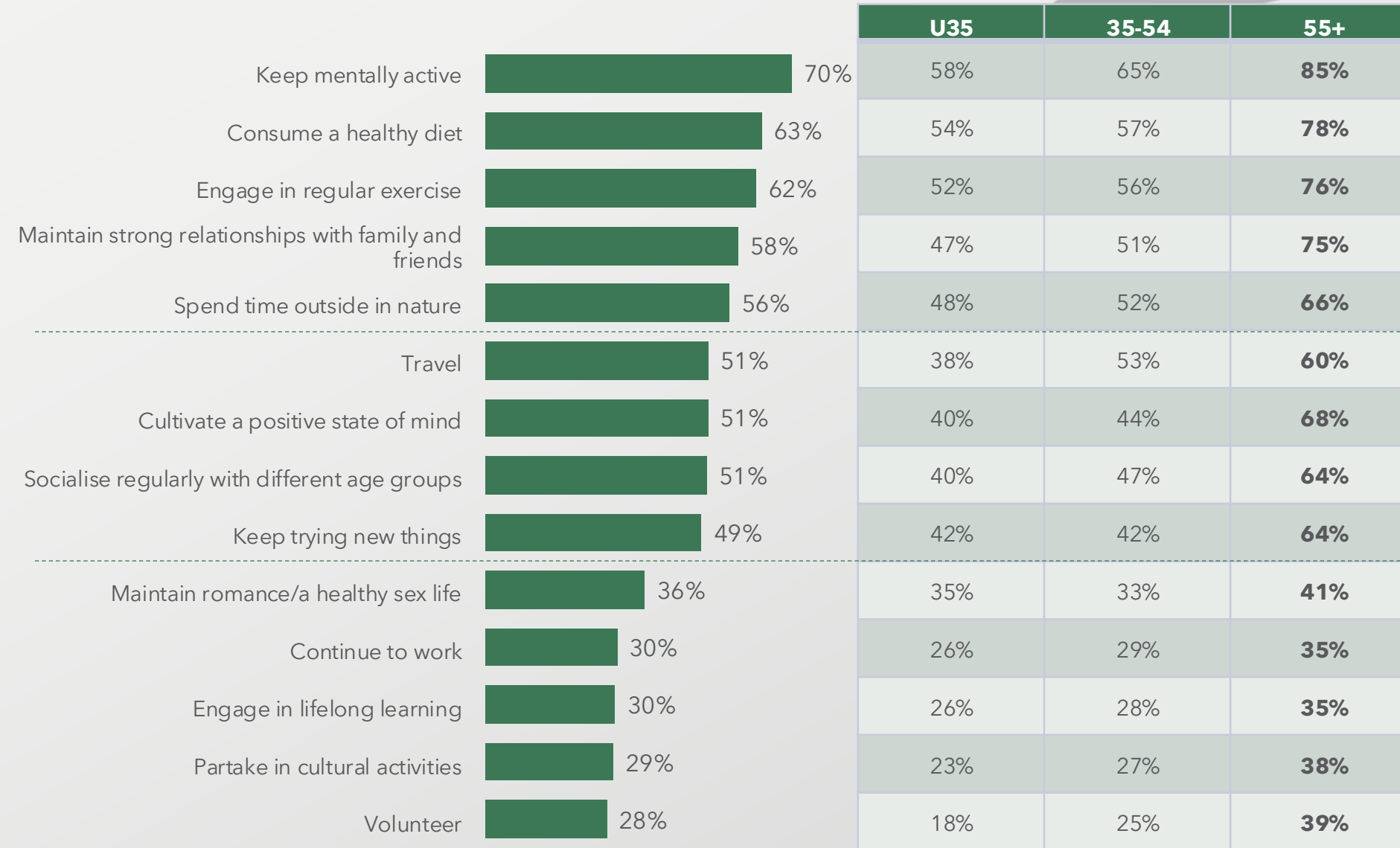


Those aged **under 35** are about **3 x times** more likely to associate 'old' people with being 'wealthy' vs those aged 55+!

Aging Well

Best Ways for Older People to Age Well

Base: Irish Adults, n=1,075



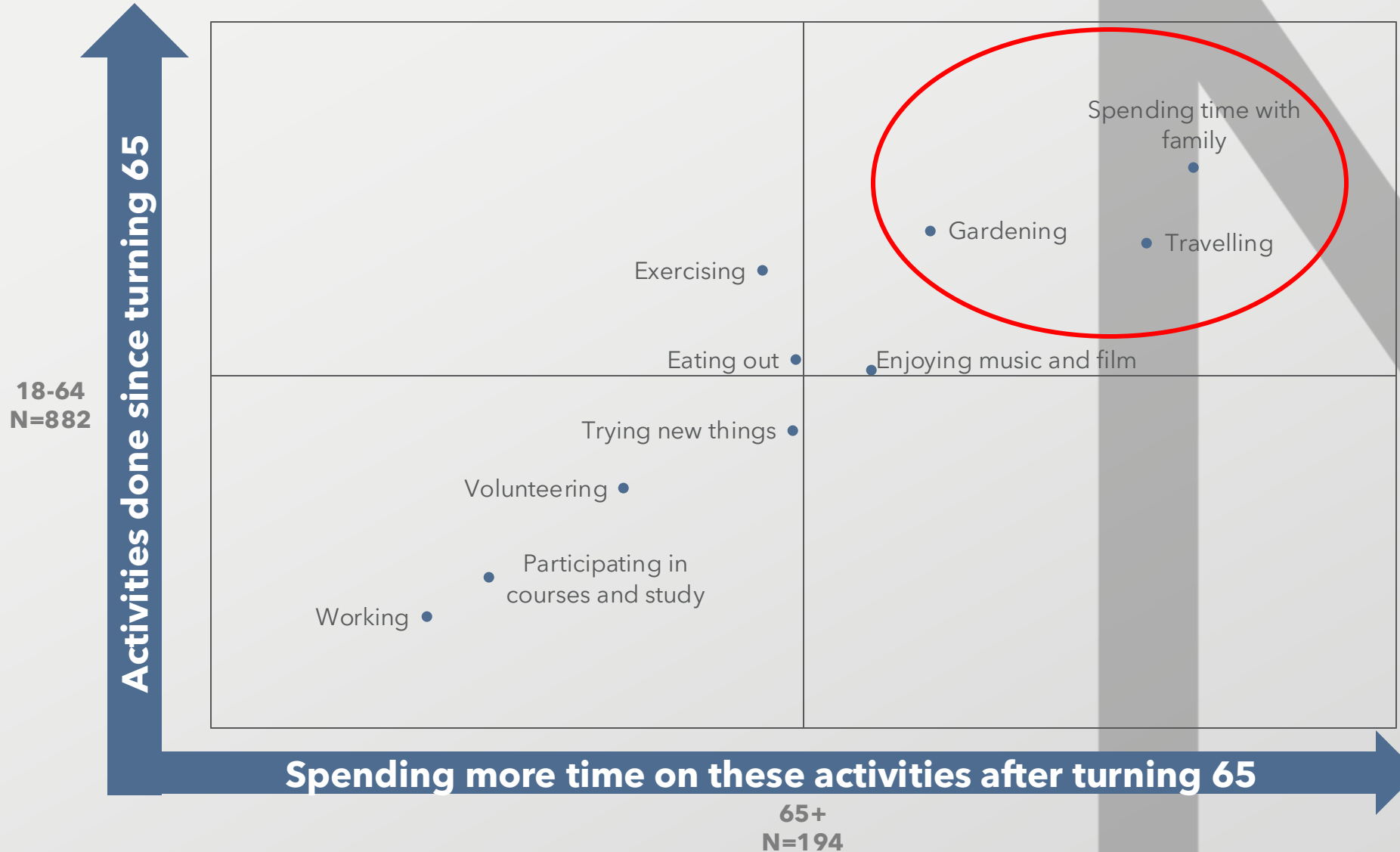
Keeping mentally active, consuming a healthy diet, engaging in regular exercise and maintaining relationships are considered the **best ways for older people to 'age well'**.

Unsurprisingly, older adults are more likely to be engaged with 'aging well'.

Q: They say that 60 is the new 40 - which of the following, if any, do you think are the best ways for older people to age well?

Expectations Vs Reality

Base: Irish Adults, n=1,075



Spending time with family, gardening, and travelling are the activities that those aged 65+ have spent more time on since turning 65, AND those aged under 65 think they will be spending more time on when they turn 65.

Q: Which of the following activities, if any, do you think you will be spending more time on after the age of 65? Please select any that apply.

Q: Which of the following activities, if any, have you spent more time on since turning 65? Please select any that apply.

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