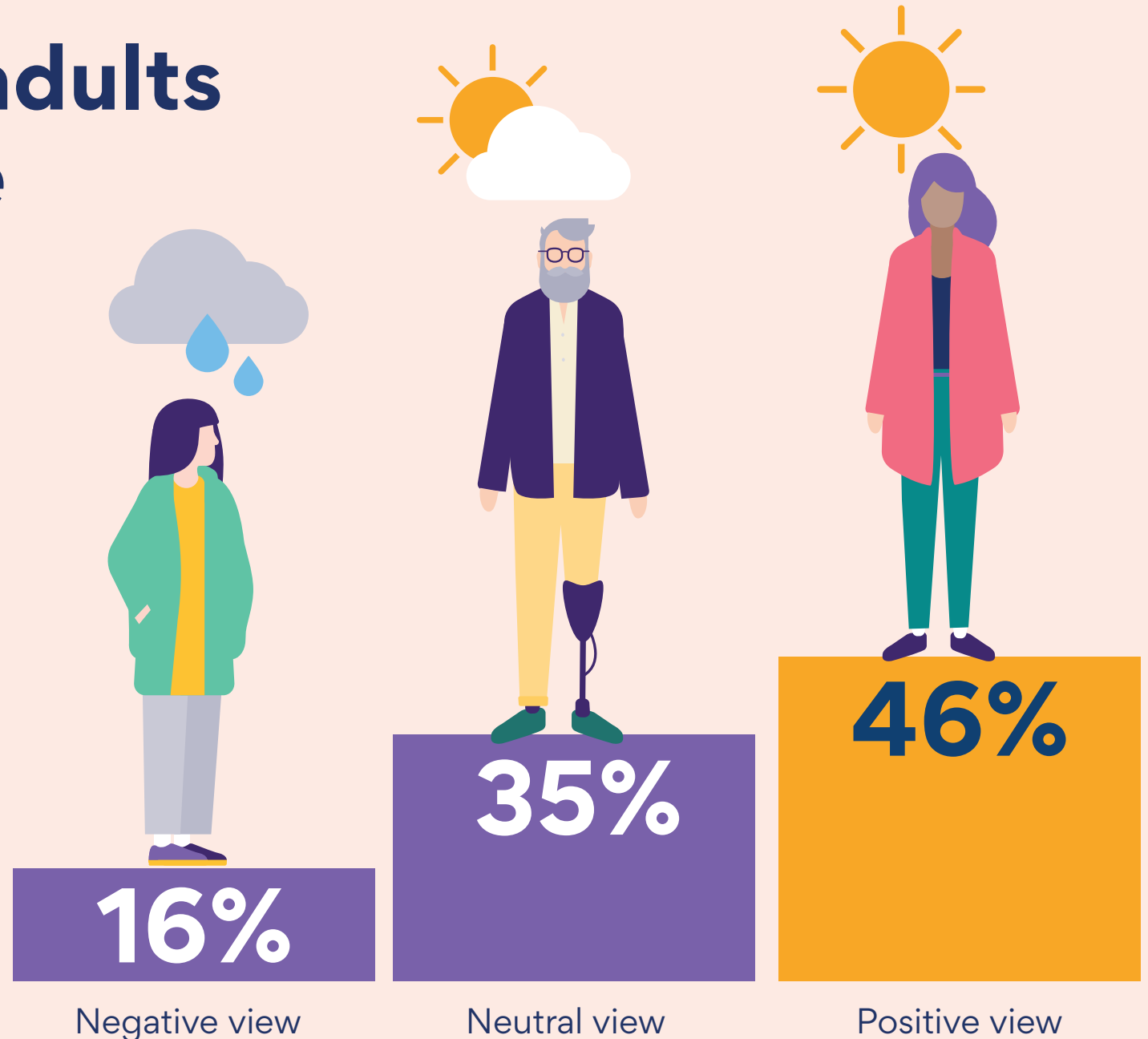


**Adults hold mixed
views about ageing.**

Less than half of adults express a positive view of ageing.



Centre for Ageing Better
Source: Reframing ageing (2021)

Over 70s are more positive about ageing than any other age group.



Centre for Ageing Better
Source: Reframing ageing (2021)

59%
70+ years

41%
50-69 years

46%
35-49 years

44%
18-34 years

Over half of us think UK society is ageist.

13%
think UK society
is not ageist



55%
think UK society
is ageist

Intergenerational conflict is seen frequently in the media and political discussions but does not reflect public opinion.

**While a third of
18-34 year olds hold
negative attitudes towards
older generations,
the majority do not.**



54% of the public don't agree that older people today benefit at the expense of younger people.



**80% of adults believe
older people have a
wealth of experience and
perspectives to offer
society today.**



**The majority of us think
it is important for the
government to respond to
the UK's ageing population.**

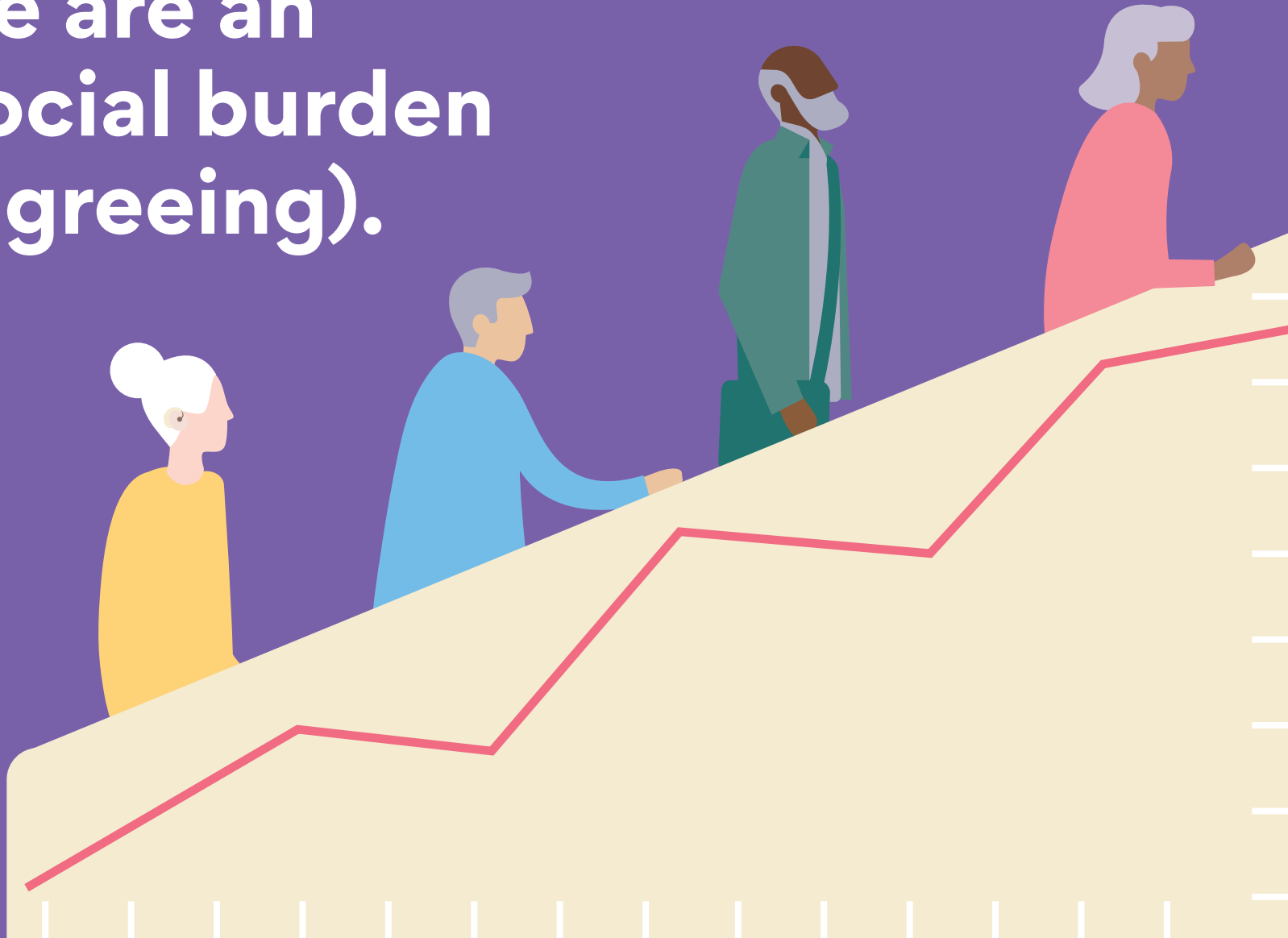
The public overwhelmingly agree it is important for the government to respond to the UK's ageing population (82% vs 3% who disagree).



Centre for Ageing Better
Source: Reframing ageing (2021)

82%

50% of adults reject the idea that older people are an economic and social burden (with only 25% agreeing).



**Twice as many think that
society's structures
determine how we age,
rather than our life choices.**

Two thirds of the public agree that people's socio-economic circumstances affect their ability to age well.



**Most people agree that
ageing well is determined
by your circumstances.**

BAME adults are more likely than White adults to agree that older age is characterised by frailty, vulnerability, and dependency (45% vs 36%).



The older you are the more likely you are to view ageing as a process rather than a destination. However, overall, people often conflate ageing and older age without any real distinction between the two.

**Ageing is living – a lifelong
process of growth.**

**Whatever our age, we all
want good health, purpose
and connection with others.**

**We need to recognise
the opportunities as well
as the challenges of ageing
and older age.**