

BBC Radio 5 Live – Ageism

METHODOLOGY NOTE

ComRes interviewed 1,001 British adults by telephone between 11th – 13th March 2016. Data were weighted to be representative of all British adults. ComRes is a member of the British Polling Council and abides by its rules.

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To commission a voting intention poll or a public opinion survey please contact Katharine Peacock:

katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Ageism Survey

CATI Fieldwork : 11th - 13th March 2016

Absolutes/col percents

Table 1

Q.1 In the last five years, how often, if at all, have you done each of the following?

Pretended to be older than you actually are

Base: All respondents

	Gender			Age						Class					Region										
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	35-54	55+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	1001	506	495	239	174	171	161	256	345	417	412	222	135	232	87	37	123	87	86	71	47	91	150	133	89
Weighted base	1001	488	513	289	164	178	144	225	343	369	269	269	218	244	87	42	115	85	90	74	51	97	132	140	88
NET: Ever	53 5%	33 7%	20 4%	26 9%	8 5%	7 4%	6 4%	6 3%	15 4%	12 3%	11 4%	16 6%	10 5%	16 7%	5 6%	2 5%	9 8%	1 1%	2 2%	6 8%	1 1%	3 3%	10 7%	11 8%	4 4%
All the time	6 1%	4 1%	2 *	1 *	-	1 1%	1 1%	2 1%	1 *	3 1%	1 *	5 2%	-	1 *	1 1%	-	-	1 1%	-	1 1%	-	-	1 1%	2 1%	-
At least once a month	23 2%	15 3%	8 2%	12 4%	2 1%	4 2%	3 2%	2 1%	6 2%	5 1%	5 2%	3 1%	6 3%	9 4%	2 3%	2 5%	5 5%	-	-	2 3%	-	1 1%	4 3%	5 4%	2 2%
Less than once a month	24 2%	14 3%	10 2%	13 5%	6 3%	2 1%	1 1%	2 1%	8 2%	3 1%	5 2%	8 3%	4 2%	6 3%	2 2%	-	4 3%	-	2 2%	3 4%	1 1%	2 2%	5 4%	4 3%	2 2%
Never	948 95%	454 93%	494 96%	263 91%	156 95%	171 96%	139 96%	219 97%	328 96%	357 97%	259 96%	253 94%	208 95%	228 93%	82 94%	40 95%	106 92%	84 99%	88 98%	68 92%	50 99%	94 97%	122 93%	129 92%	84 96%

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Table 2

Q.1 In the last five years, how often, if at all, have you done each of the following?

Pretended to be younger than you actually are

Base: All respondents

	Gender			Age						Class					Region										
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	35-54	55+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	1001	506	495	239	174	171	161	256	345	417	412	222	135	232	87	37	123	87	86	71	47	91	150	133	89
Weighted base	1001	488	513	289	164	178	144	225	343	369	269	269	218	244	87	42	115	85	90	74	51	97	132	140	88
NET: Ever	118	60	58	46	22	20	15	15	42	30	21	42	28	26	8	5	15	10	10	10	9	10	17	15	8
	12%	12%	11%	16%	13%	11%	10%	7%	12%	8%	8%	16%	13%	11%	9%	12%	13%	12%	11%	14%	17%	11%	13%	11%	9%
All the time	25	14	11	12	4	3	4	2	7	6	4	10	4	7	4	2	7	2	-	-	4	-	4	2	-
	2%	3%	2%	4%	2%	2%	2%	1%	2%	1%	2%	4%	2%	3%	4%	5%	6%	2%	-	-	8%	-	3%	1%	-
At least once a month	39	27	12	16	8	6	5	5	14	10	7	5	14	13	2	1	4	3	6	7	4	3	1	5	4
	4%	6%	2%	5%	5%	3%	3%	2%	4%	3%	3%	2%	6%	5%	3%	2%	3%	3%	7%	10%	8%	3%	*	3%	5%
Less than once a month	54	19	35	18	11	11	6	8	21	14	10	28	10	6	2	2	4	6	4	3	1	7	13	9	4
	5%	4%	7%	6%	6%	6%	4%	4%	6%	4%	4%	10%	4%	3%	2%	5%	3%	7%	5%	4%	1%	8%	10%	6%	4%
Never	883	427	456	243	142	159	130	209	301	339	248	227	190	218	79	37	100	75	80	64	42	87	115	125	80
	88%	88%	89%	84%	87%	89%	90%	93%	88%	92%	92%	84%	87%	89%	91%	88%	87%	88%	89%	86%	83%	89%	87%	89%	91%

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Table 3
Q.2a For each pair of statements, which do you agree with most?
Base: All respondents

	Gender			Age							Class				Region										
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	35-54	55+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	1001	506	495	239	174	171	161	256	345	417	412	222	135	232	87	37	123	87	86	71	47	91	150	133	89
Weighted base	1001	488	513	289	164	178	144	225	343	369	269	269	218	244	87	42	115	85	90	74	51	97	132	140	88
I do not fear ageing	780	386	394	228	131	136	108	177	267	285	203	208	178	192	68	36	84	67	70	64	40	77	99	108	67
	78%	79%	77%	79%	80%	76%	75%	79%	78%	77%	75%	77%	81%	79%	78%	86%	73%	79%	78%	86%	79%	80%	75%	77%	77%
I fear ageing	221	101	120	61	33	43	36	47	76	84	66	61	41	52	19	6	31	18	20	10	11	20	33	32	21
	22%	21%	23%	21%	20%	24%	25%	21%	22%	23%	25%	23%	19%	21%	22%	14%	27%	21%	22%	14%	21%	20%	25%	23%	23%

Ageism Survey

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Absolutes/col percents

Table 4
Q.2b For each pair of statements, which do you agree with most?
Base: All respondents

	Gender		Age							Class				Region											
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1001	506	495	239	174	171	161	256	345	417	412	222	135	232	87	37	123	87	86	71	47	91	150	133	89
Weighted base	1001	488	513	289	164	178	144	225	343	369	269	269	218	244	87	42	115	85	90	74	51	97	132	140	88
I have personally experienced ageism	216 22%	106 22%	110 21%	73 25%	30 18%	32 18%	39 27%	42 18%	63 18%	81 22%	55 20%	60 22%	41 19%	61 25%	21 24%	9 22%	20 18%	19 22%	20 23%	15 21%	10 20%	14 15%	32 24%	34 25%	20 23%
I have never personally experienced ageism	785 78%	381 78%	403 79%	216 75%	134 82%	146 82%	105 73%	183 82%	280 82%	288 78%	214 80%	210 78%	177 81%	183 75%	66 76%	33 78%	95 82%	66 78%	70 77%	59 79%	41 80%	83 85%	100 76%	106 75%	68 77%

Ageism Survey

CATI Fieldwork : 11th - 13th March 2016

Absolutes/col percents

Table 5

Q.3 Can you give me any examples of where you have experienced ageism?**Base: All respondents who have experienced ageism**

	Gender			Age							Class					Region									
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	214	105	109	60	33	30	47	44	63	91	85	49	24	56	22	6	21	17	19	15	9	14	37	34	20
Weighted base	216	106	110	73	30	32	39	42	63	81	55	60	41	61	21	9	20	19	20	15	10	14	32	34	20
The work place	68	33	35	31	14	7	13	3	21	16	21	21	11	14	9	1	7	8	7	6	5	3	4	9	7
	31%	31%	32%	43%	48%	20%	33%	7%	33%	19%	39%	36%	27%	23%	45%	16%	36%	42%	36%	49%	23%	12%	27%	34%	
Applying for jobs/ Job interviews	32	16	17	5	6	7	13	2	13	14	10	13	2	8	4	1	1	1	3	1	-	4	7	5	5
	15%	15%	15%	7%	20%	21%	32%	4%	20%	18%	18%	21%	4%	13%	20%	11%	5%	7%	14%	5%	-	30%	23%	14%	22%
By the older generation (non-specific)	12	11	1	11	-	1	-	-	1	-	1	4	3	4	-	2	1	5	-	-	-	1	1	1	1
	6%	10%	1%	16%	-	2%	-	-	1%	-	3%	6%	7%	7%	-	25%	7%	25%	-	-	-	5%	4%	2%	6%
By the younger generation (non-specific)	10	5	5	-	1	4	-	5	5	5	2	-	5	3	-	-	1	1	1	2	2	2	-	2	
	5%	5%	5%	-	2%	13%	-	13%	8%	6%	4%	-	11%	5%	-	-	3%	3%	4%	5%	15%	11%	6%	-	11%
Whilst shopping	10	4	6	3	1	-	3	3	1	6	2	4	1	2	1	-	1	2	2	-	1	-	1	1	1
	4%	4%	5%	4%	4%	-	7%	7%	2%	7%	4%	7%	3%	4%	5%	-	3%	9%	8%	-	11%	-	4%	3%	6%
In pubs	9	4	5	3	-	3	-	3	3	3	*	4	2	3	2	-	1	2	-	-	-	-	4	-	1
	4%	4%	5%	5%	-	9%	-	7%	5%	4%	1%	7%	5%	4%	7%	-	5%	8%	-	-	-	-	13%	-	5%
When receiving medical treatment/ Doctors surgeries/ hospitals	8	4	4	-	-	1	2	4	1	7	2	1	1	4	*	-	1	1	-	1	1	1	*	-	2
	4%	4%	3%	-	-	4%	5%	11%	2%	8%	3%	2%	4%	6%	2%	-	5%	3%	-	9%	11%	10%	1%	-	8%
Other social situations/ cinema, theatre etc	6	3	3	1	-	1	2	2	1	4	3	1	-	2	-	1	-	-	-	-	-	-	1	3	-
	3%	3%	3%	1%	-	2%	6%	4%	1%	5%	5%	2%	-	3%	-	13%	-	-	-	-	-	-	4%	10%	-
Nightclubs	5	1	4	2	2	1	-	-	4	-	-	4	2	-	-	-	-	-	-	1	-	1	2	1	-
	3%	1%	4%	3%	8%	3%	-	-	6%	-	-	6%	5%	-	-	-	-	-	-	7%	-	9%	6%	3%	-
On public transport	4	1	4	-	*	-	-	4	*	4	1	1	-	2	-	-	*	1	1	-	-	1	-	1	-
	2%	1%	3%	-	2%	-	-	10%	1%	5%	2%	2%	-	3%	-	-	2%	5%	5%	-	-	9%	-	2%	-
Insurance companies	3	3	-	1	-	-	1	1	-	2	1	2	-	-	-	-	-	1	-	-	1	-	-	1	-
	1%	3%	-	2%	-	-	2%	2%	-	2%	1%	4%	-	-	-	-	-	5%	-	-	7%	-	-	4%	-
Applying for apprenticeships	3	-	3	1	-	2	-	-	2	-	1	-	2	-	-	-	-	-	2	-	-	-	1	-	-
	1%	-	3%	1%	-	6%	-	-	3%	-	2%	-	5%	-	-	-	-	-	9%	-	-	-	3%	-	-
University	3	1	1	1	-	1	-	-	1	-	1	1	-	-	-	1	-	-	-	-	-	-	-	-	1
	1%	1%	1%	2%	-	3%	-	-	2%	-	2%	3%	-	-	-	11%	-	-	-	-	-	-	-	-	7%
Purchasing alcohol	3	-	3	-	3	-	-	-	3	-	-	1	-	1	-	-	-	-	-	-	-	-	1	1	-
	1%	-	2%	-	8%	-	-	-	4%	-	-	2%	-	2%	-	-	-	-	-	-	-	-	3%	4%	-
Generally	2	-	2	1	-	-	2	-	-	2	1	1	-	1	-	-	-	-	-	1	1	-	-	1	-
	1%	-	2%	1%	-	-	4%	-	-	2%	1%	1%	-	1%	-	-	-	-	-	6%	7%	-	-	2%	-
Taking part in surveys	2	-	2	1	-	-	-	1	-	1	1	1	-	-	-	-	-	-	-	-	-	-	-	2	-
	1%	-	2%	1%	-	-	-	3%	-	2%	2%	2%	-	-	-	-	-	-	-	-	-	-	-	7%	-

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Table 5

Q.3 Can you give me any examples of where you have experienced ageism?**Base: All respondents who have experienced ageism**

	Gender			Age							Class					Region									
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Weighted base	216	106	110	73	30	32	39	42	63	81	55	60	41	61	21	9	20	19	20	15	10	14	32	34	20
Making small purchases from corner shops/ lottery tickets, cigarettes etc	2 1%	2 2%	-	1 2%	1 2%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	-	1 3%	1 9%	-	-	-	-	-
Restaurants	2 1%	2 1%	* *	2 2%	-	* 1%	-	-	* 1%	-	* 1%	2 3%	-	-	2 7%	-	-	-	-	-	-	-	* 1%	-	-
By people distributing flyers	2 1%	-	2 2%	-	-	-	-	2 5%	-	2 2%	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	1 2%	1 5%
By the Government	2 1%	-	2 2%	-	-	-	1 3%	1 2%	-	2 2%	1 1%	1 2%	-	-	-	-	-	-	-	-	-	-	-	2 5%	-
In conversation/ my opinion being valued less	1 1%	-	1 1%	1 1%	-	1 2%	-	-	1 1%	-	1 3%	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	1 4%
Sporting events	1 1%	1 1%	1 1%	-	-	-	1 2%	1 2%	-	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-
Gym activities	1 1%	1 1%	1 1%	-	-	-	1 2%	1 1%	-	1 2%	1 2%	-	-	-	1 3%	-	-	-	-	-	-	-	-	1 2%	-
Other answers	20 9%	4 4%	16 15%	3 4%	2 8%	4 14%	1 3%	9 21%	7 11%	10 13%	7 12%	-	4 9%	10 16%	3 15%	-	2 10%	1 7%	1 5%	2 10%	1 11%	2 13%	4 11%	4 11%	1 3%
Can't think of any	16 7%	8 8%	8 7%	6 9%	3 9%	2 7%	1 3%	3 8%	5 8%	5 6%	2 3%	2 4%	8 19%	4 6%	-	2 24%	3 16%	-	-	1 5%	-	-	5 17%	4 12%	-
Don't know	12 6%	10 10%	2 2%	3 5%	1 4%	1 4%	3 8%	3 7%	2 4%	6 8%	2 4%	2 4%	3 7%	5 8%	1 6%	1 12%	2 7%	-	4 20%	1 7%	-	1 7%	1 4%	1 2%	-