

Centre for Ageing Better, Reframing ageing and demographic change – July 2020

Methodology: Savanta ComRes interviewed 2,185 adults in England online from the 9th to 21st July 2020. Data were weighted to be demographically representative of England by age, gender, region, social grade, ethnicity and sexual orientation. Savanta ComRes is a member of the British Polling Council and abides by its rules.

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Impact of language on public attitudes to ageing

Q1. Summary: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Total	Scale														
		0 - Very negative	1	2	3	4	5 - Neutral	6	7	8	9	10 - Very positive	Don't know	Net: Positive	Net: Neutral	Net: Negative
		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	*o
Significance Level: 95%																
Older	2185 100%	33 1%	32 1%	85 4%	113 5%	131 6%	542 25%	258 12%	356 16%	301 14%	151 7%	175 8%	8 *	983 45%	931 43%	263 12%
Old	2185 100%	180 8%	98 4%	186 9%	216 10%	215 10%	540 25%	173 8%	210 10%	169 8%	79 4%	111 5%	8 *	569 26%	928 42%	680 31%
Pensioner	2185 100%	80 4%	63 3%	118 5%	151 7%	167 8%	533 24%	233 11%	259 12%	276 13%	126 6%	166 8%	14 1%	826 38%	933 43%	411 19%
Elderly	2185 100%	85 4%	90 4%	130 6%	176 8%	189 9%	478 22%	197 9%	260 12%	261 12%	126 6%	182 8%	11 *	830 38%	863 40%	481 22%
Senior	2185 100%	40 2%	33 1%	74 3%	111 5%	94 4%	498 23%	255 12%	308 14%	366 17%	162 7%	233 11%	12 1%	1068 49%	847 39%	258 12%
Ageing	2185 100%	111 5%	58 3%	135 6%	206 9%	228 10%	576 26%	211 10%	268 12%	195 9%	83 4%	103 5%	10 *	649 30%	1015 46%	511 23%
Old age pensioner (OAP)	2185 100%	176 8%	79 4%	148 7%	171 8%	188 9%	512 23%	178 8%	241 11%	218 10%	107 5%	156 7%	13 1%	721 33%	877 40%	574 26%
People in later life	2185 100%	52 2%	38 2%	90 4%	135 6%	138 6%	521 24%	243 11%	284 13%	337 15%	150 7%	185 8%	12 1%	956 44%	902 41%	315 14%
Mature	2185 100%	13 1%	8 *	45 2%	67 3%	79 4%	422 19%	236 11%	379 17%	412 19%	230 11%	285 13%	9 *	1306 60%	736 34%	133 6%
Silver surfers	2185 100%	114 5%	81 4%	124 6%	158 7%	119 5%	578 26%	218 10%	235 11%	235 11%	132 6%	149 7%	43 2%	751 34%	914 42%	476 22%

Impact of language on public attitudes to ageing

Q1. Net Positive Summary: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mature	1306	645	658	2	349	310	404	244	73	177	133	143	120	143	178	211	127	721	585
	60%	61%	59%	25%	56%	58%	60%	68%	66%	62%	63%	63%	64%	59%	53%	59%	57%	60%	60%
							abc		g	g	g	g	g						
Senior	1068	536	530	2	309	261	297	201	49	142	119	122	93	117	150	177	99	592	477
	49%	50%	48%	25%	50%	49%	44%	56%	45%	50%	56%	54%	49%	48%	45%	49%	44%	49%	49%
					c		bc				gi	gi							
Older	983	487	493	2	294	252	289	149	49	139	107	102	86	109	140	160	92	541	442
	45%	46%	44%	25%	48%	47%	43%	42%	45%	48%	50%	45%	46%	45%	42%	45%	41%	45%	45%
											g								
People in later life	956	477	476	2	269	232	285	171	53	127	103	96	72	107	144	148	107	532	424
	44%	45%	43%	25%	44%	43%	42%	48%	48%	44%	48%	42%	38%	44%	43%	41%	48%	44%	43%
											e						e		
Elderly	830	424	404	2	296	227	176	131	33	111	86	104	67	91	131	132	75	432	398
	38%	40%	36%	25%	48%	42%	26%	37%	31%	39%	40%	46%	35%	37%	39%	37%	33%	36%	41%
					cd	c		c				ae	hi						a
Pensioner	826	441	383	2	251	223	209	143	35	111	83	96	62	97	128	145	70	450	377
	38%	41%	34%	25%	41%	42%	31%	40%	32%	39%	39%	42%	33%	40%	38%	41%	31%	37%	39%
		b			c	c		c				ei			i				
Silver surfers	751	390	360	2	174	196	225	157	36	100	69	79	63	84	99	134	89	436	316
	34%	37%	32%	25%	28%	37%	33%	44%	32%	35%	32%	35%	33%	35%	29%	37%	40%	36%	32%
		b				a		abc								g	g		
Old age pensioner (OAP)	721	387	332	2	223	203	175	120	34	91	81	75	56	78	115	128	63	385	337
	33%	36%	30%	25%	36%	38%	26%	34%	31%	32%	38%	33%	30%	32%	34%	36%	28%	32%	34%
		b			c	c		c			i								
Ageing	649	336	311	2	195	175	174	106	33	84	64	74	49	80	99	106	61	369	280
	30%	32%	28%	25%	32%	33%	26%	30%	30%	29%	30%	33%	26%	33%	29%	30%	27%	31%	29%
					c	c													
Old	569	313	254	2	200	159	135	76	26	64	65	60	52	52	101	95	53	313	256
	26%	29%	23%	25%	32%	30%	20%	21%	24%	22%	31%	26%	28%	21%	30%	27%	24%	26%	26%
		b			cd	cd					bf				bf				

Impact of language on public attitudes to ageing

Q1. Net Positive Summary: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
		a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185 100%	1854 100%	331 100%	2121 100%	64 100%	609 100%	1543 100%	1025 100%	1131 100%	1457 100%	710 100%	1439 100%	723 100%	776 100%	655 100%	734 100%	1214 100%	956 100%
Mature	1306 60%	1120 60%	187 56%	1270 60%	37 57%	375 62%	910 59%	618 60%	669 59%	894 61% d	407 57%	917 64% bd	380 53%	428 55%	389 59%	481 66% ab	724 60%	574 60%
Senior	1068 49%	893 48%	175 53%	1039 49%	30 46%	317 52%	739 48%	509 50%	549 49%	730 50%	335 47%	728 51%	336 46%	360 46%	339 52% a	363 49%	592 49%	469 49%
Older	983 45%	831 45%	152 46%	954 45%	30 46%	270 44%	703 46%	458 45%	509 45%	680 47% b	298 42%	659 46%	319 44%	344 44%	320 49% c	311 42%	531 44%	446 47%
People in later life	956 44%	809 44%	147 44%	929 44%	27 42%	279 46%	665 43%	461 45%	481 43%	656 45%	297 42%	653 45%	299 41%	327 42%	299 46%	324 44%	529 44%	420 44%
Elderly	830 38%	675 36%	155 47% a	806 38%	24 37%	225 37%	594 39%	374 36%	443 39%	564 39%	264 37%	546 38%	279 39%	300 39% c	307 47% ac	214 29%	441 36%	382 40%
Pensioner	826 38%	685 37%	142 43% a	804 38%	23 35%	215 35%	603 39%	395 38%	421 37%	568 39% d	256 36%	570 40% d	250 35%	290 37%	284 43% ac	247 34%	463 38%	360 38%
Silver surfers	751 34%	645 35%	106 32%	728 34%	23 36%	239 39% b	501 32%	366 36%	376 33%	515 35% d	236 33%	537 37% d	214 30%	239 31%	237 36% a	268 37% a	399 33%	347 36%
Old age pensioner (OAP)	721 33%	594 32%	127 38% a	705 33%	16 25%	210 34%	505 33%	342 33%	368 33%	491 34%	227 32%	491 34%	228 32%	244 31%	254 39% ac	216 29%	383 32%	333 35%
Ageing	649 30%	526 28%	123 37% a	629 30%	20 32%	186 31%	452 29%	314 31%	322 29%	444 30%	204 29%	449 31% d	197 27%	210 27%	228 35% ac	204 28%	341 28%	303 32%
Old	569 26%	449 24%	121 36% a	555 26%	14 22%	153 25%	412 27%	264 26%	297 26%	388 27%	178 25%	369 26%	196 27%	201 26% c	212 32% ac	152 21%	292 24%	273 29% a

Impact of language on public attitudes to ageing

Q1. Net Positive Summary: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mature	1306 60%	832 57%	72 60%	43 58%	42 57%	313 68% ad	479 59%	634 62% c	182 54%	378 55%	668 62% a	238 62%	20 57%	183 53%	401 52%	701 70% ab	293 63% b	394 54%	578 66% b
Senior	1068 49%	681 47%	48 40%	42 56% b	39 53% b	255 56% ab	384 47%	525 52% c	150 45%	326 48%	519 48%	204 53%	17 48%	137 39%	295 38%	617 61% ab	231 49% b	303 41%	497 56% ab
Older	983 45%	669 46%	50 41%	36 48%	32 43%	195 43%	381 47% c	459 45%	133 40%	306 45%	480 44%	181 47%	14 38%	131 38%	275 36%	565 56% ab	212 45% b	276 37%	471 53% ab
People in later life	956 44%	633 44%	46 38%	32 43%	29 39%	214 47%	362 45%	453 45%	132 39%	288 42%	465 43%	185 48%	15 42%	134 38% b	247 32%	560 56% ab	197 42%	273 37%	461 52% ab
Elderly	830 38%	561 39%	39 32%	33 44%	37 50% abe	157 34%	293 36%	379 37%	150 44% ab	258 38%	417 39%	139 36%	13 35%	106 31%	213 28%	497 49% ab	142 31%	243 33%	424 48% ab
Pensioner	826 38%	539 37%	36 30%	36 48% ab	30 41% b	184 40% b	294 36%	398 39%	126 37%	256 38%	404 37%	151 39%	13 37%	95 27%	215 28%	504 50% ab	173 37% b	226 31%	402 46% ab
Silver surfers	751 34%	483 33%	31 26%	29 38%	19 26% abd	188 41% abd	301 37% c	363 36% c	81 24%	216 32%	374 35%	144 37%	15 42%	85 24%	192 25%	464 46% ab	162 35% b	204 28%	370 42% ab
Old age pensioner (OAP)	721 33%	482 33% b	27 22%	30 40% b	26 35% b	152 33% b	276 34%	339 33%	100 30%	225 33%	344 32%	138 36%	13 35%	83 24%	169 22%	461 46% ab	126 27%	194 26%	388 44% ab
Ageing	649 30%	437 30% b	25 21%	25 33% b	23 31% b	138 30% b	250 31%	296 29%	95 28%	196 29%	314 29%	125 33%	10 29%	71 21%	136 18%	437 43% ab	124 27%	173 24%	339 38% ab
Old	569 26%	397 27% e	24 20%	19 25%	24 32% be	103 22% be	219 27%	257 25%	87 26%	189 28%	276 26%	97 25%	6 15%	59 17%	127 16%	376 37% ab	100 21%	144 20%	310 35% ab

Impact of language on public attitudes to ageing

Q1. Net Positive Summary: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mature	1306	751	339	187	430	852	217	1067	175	1100
	60%	62%	54%	66%	60%	61%	58%	61%	50%	63%
		b	b	b					a	a
Senior	1068	591	289	160	358	690	174	879	149	897
	49%	49%	46%	57%	50%	49%	47%	50%	43%	51%
				ab						a
Older	983	541	265	151	324	642	160	804	158	802
	45%	45%	42%	53%	45%	46%	43%	46%	45%	46%
				ab						
People in later life	956	537	254	142	332	609	160	782	152	782
	44%	44%	40%	50%	47%	43%	43%	45%	44%	45%
				b						
Elderly	830	443	242	123	274	536	174	639	151	654
	38%	37%	39%	44%	38%	38%	47%	37%	43%	37%
				a			b		b	
Pensioner	826	438	239	129	280	528	151	656	134	671
	38%	36%	38%	46%	39%	38%	41%	38%	39%	38%
				ab						
Silver surfers	751	438	199	99	262	477	128	615	120	615
	34%	36%	32%	35%	37%	34%	34%	35%	34%	35%
		b								
Old age pensioner (OAP)	721	385	217	102	250	452	157	553	137	565
	33%	32%	34%	36%	35%	32%	42%	32%	39%	32%
							b		b	
Ageing	649	373	168	96	234	401	124	513	125	511
	30%	31%	27%	34%	33%	29%	33%	29%	36%	29%
				b	b				b	
Old	569	303	182	68	214	344	140	417	123	435
	26%	25%	29%	24%	30%	25%	38%	24%	35%	25%
					b		b		b	

Impact of language on public attitudes to ageing

Q1. Net Neutral Summary: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ageing	1015	525	486	3	295	247	325	148	47	142	108	90	94	102	157	165	110	547	468
	46%	49%	44%	38%	48%	46%	48%	42%	43%	50%	51%	40%	50%	42%	47%	46%	49%	45%	48%
		b								d	d		d				d		
Pensioner	933	439	488	5	261	235	297	140	52	122	97	87	91	94	137	136	116	523	410
	43%	41%	44%	63%	42%	44%	44%	39%	48%	43%	46%	38%	48%	39%	41%	38%	52%	43%	42%
													dh				bdfgh		
Older	931	460	466	4	245	219	298	168	43	112	85	97	85	106	147	150	106	517	413
	43%	43%	42%	50%	40%	41%	44%	47%	39%	39%	40%	43%	45%	44%	44%	42%	47%	43%	42%
								a											
Old	928	476	448	3	278	236	283	131	50	122	89	98	73	106	149	139	101	510	418
	42%	45%	40%	38%	45%	44%	42%	37%	46%	43%	42%	43%	39%	44%	44%	39%	45%	42%	43%
		b			d	d													
Silver surfers	914	463	447	3	258	234	294	128	41	122	92	95	78	112	141	150	84	491	423
	42%	44%	40%	38%	42%	44%	43%	36%	37%	42%	43%	42%	41%	46%	42%	42%	38%	41%	43%
						d	d												
People in later life	902	450	447	4	240	232	286	144	40	112	81	97	94	97	132	162	86	501	402
	41%	42%	40%	50%	39%	44%	42%	40%	37%	39%	38%	43%	50%	40%	39%	45%	38%	41%	41%
													abcg						
Old age pensioner (OAP)	877	443	429	4	268	229	257	123	46	112	82	92	81	98	137	132	99	495	382
	40%	42%	39%	50%	43%	43%	38%	35%	42%	39%	38%	40%	43%	40%	41%	37%	44%	41%	39%
					cd	d													
Elderly	863	447	411	5	226	213	296	128	52	125	87	73	76	96	129	135	92	471	393
	40%	42%	37%	63%	37%	40%	44%	36%	47%	43%	41%	32%	40%	39%	38%	38%	41%	39%	40%
		b					ad		d	d									
Senior	847	422	419	5	231	210	282	123	41	114	80	76	76	91	137	133	99	470	377
	39%	40%	38%	63%	37%	39%	42%	35%	37%	40%	38%	34%	40%	38%	41%	37%	44%	39%	39%
							d										d		
Mature	736	358	371	6	213	193	233	98	28	93	74	65	58	83	122	134	78	406	330
	34%	34%	33%	75%	34%	36%	34%	27%	26%	33%	35%	29%	31%	34%	36%	37%	35%	34%	34%
					d	d	d									ad			

Impact of language on public attitudes to ageing

Q1. Net Neutral Summary: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
		a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ageing	1015 46%	883 48% b	133 40%	991 47%	24 38% b	283 46%	716 46%	460 45%	544 48%	685 47%	320 45%	652 45%	350 48%	378 49%	301 46%	326 44%	583 48%	427 45%
Pensioner	933 43%	809 44% b	124 37%	904 43%	29 45% b	259 43%	658 43%	416 41%	502 44%	625 43%	297 42%	580 40%	341 47% bc	342 44%	274 42%	306 42%	523 43%	400 42%
Older	931 43%	810 44% b	120 36%	904 43%	27 42% b	252 41%	659 43%	429 42%	491 43%	595 41%	326 46% ac	595 41%	324 45%	347 45% b	252 38%	326 44% b	529 44%	395 41%
Old	928 42%	796 43%	132 40%	903 43%	25 40% b	212 35%	699 45% a	415 41%	495 44%	618 42%	301 42%	596 41%	323 45%	365 47% c	277 42%	277 38%	529 44%	395 41%
Silver surfers	914 42%	779 42%	135 41%	891 42%	23 36% a	228 38%	670 43% a	412 40%	489 43%	608 42%	296 42%	570 40%	333 46% c	346 45%	263 40%	297 40%	525 43%	382 40%
People in later life	902 41%	784 42% b	118 36%	876 41%	26 41% a	231 38%	658 43% a	408 40%	483 43%	590 41%	303 43%	580 40%	314 43%	326 42%	260 40%	306 42%	503 41%	393 41%
Old age pensioner (OAP)	877 40%	749 40%	128 39%	849 40%	28 44% a	219 36%	641 42% a	384 37%	478 42% a	597 41%	273 38%	548 38%	318 44% bc	337 43% c	272 41% c	259 35%	502 41%	369 39%
Elderly	863 40%	743 40%	121 36%	836 39%	28 43% b	223 37%	626 41% a	402 39%	447 40%	581 40%	268 38%	545 38%	303 42%	333 43% b	227 35%	294 40% b	498 41%	361 38%
Senior	847 39%	737 40% b	110 33%	825 39%	22 35% a	205 34%	626 41% a	379 37%	452 40%	557 38%	280 39%	535 37%	301 42% c	331 43% bc	238 36%	270 37%	474 39%	366 38%
Mature	736 34%	629 34%	108 32%	714 34%	23 35% a	189 31%	538 35% a	333 32%	395 35%	477 33%	250 35% c	436 30%	291 40% ac	292 38% c	219 33%	216 29%	409 34%	321 34%

Impact of language on public attitudes to ageing

Q1. Net Neutral Summary: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ageing	1015	677	64	32	34	206	390	456	161	325	510	162	17	131	455	383	193	397	365
	46%	47%	53%	42%	45%	45%	48%	45%	48%	48%	47%	42%	46%	38%	59%	38%	41%	54%	41%
															ac			ac	
Pensioner	933	629	58	33	33	178	354	408	163	296	463	159	14	142	404	350	175	378	324
	43%	43%	48%	44%	45%	39%	44%	40%	48%	43%	43%	41%	39%	41%	53%	35%	38%	51%	37%
									b					c	ac			ac	
Older	931	596	53	33	32	214	346	417	160	286	464	163	17	141	409	341	195	368	314
	43%	41%	44%	44%	42%	47%	43%	41%	47%	42%	43%	42%	48%	40%	53%	34%	42%	50%	36%
						a			b					c	ac		c	ac	
Old	928	629	54	39	36	167	349	405	166	303	459	149	16	117	382	393	183	371	323
	42%	43%	45%	52%	48%	37%	43%	40%	49%	45%	43%	39%	43%	34%	50%	39%	39%	50%	37%
		e		e	e				b						ac			ac	
Silver surfers	914	616	56	33	31	176	315	428	161	287	459	154	12	137	386	356	177	361	326
	42%	42%	47%	43%	42%	39%	39%	42%	48%	42%	43%	40%	34%	39%	50%	35%	38%	49%	37%
									a						ac			ac	
People in later life	902	599	53	32	30	185	336	415	145	270	469	147	16	132	393	340	189	359	301
	41%	41%	44%	42%	41%	40%	41%	41%	43%	40%	43%	38%	45%	38%	51%	34%	41%	49%	34%
															ac		c	ac	
Old age pensioner (OAP)	877	591	61	31	32	162	312	401	154	280	451	136	9	117	380	345	166	375	283
	40%	41%	50%	41%	43%	35%	38%	39%	46%	41%	42%	35%	24%	34%	49%	34%	36%	51%	32%
		e	ae						ab	d	cd				ac			ac	
Elderly	863	572	55	34	28	173	334	389	133	281	423	146	13	117	359	355	186	336	284
	40%	39%	45%	45%	37%	38%	41%	38%	39%	41%	39%	38%	35%	34%	47%	35%	40%	46%	32%
															ac		c	c	
Senior	847	581	53	26	26	158	323	373	145	270	431	133	12	131	395	287	167	347	287
	39%	40%	44%	34%	35%	35%	40%	37%	43%	40%	40%	34%	32%	38%	51%	29%	36%	47%	33%
		e	e						b					c	ac			ac	
Mature	736	517	39	25	28	126	285	314	132	243	353	128	11	131	327	247	147	297	246
	34%	36%	32%	33%	37%	28%	35%	31%	39%	36%	33%	33%	31%	38%	43%	25%	31%	40%	28%
		e							b					c	c			ac	

Impact of language on public attitudes to ageing

Q1. Net Neutral Summary: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ageing	1015	518	325	136	327	641	166	808	155	804
	46%	43%	52%	48%	46%	46%	45%	46%	45%	46%
			a							
Pensioner	933	496	291	111	312	578	159	734	151	729
	43%	41%	46%	39%	44%	41%	43%	42%	43%	42%
			ac							
Older	931	492	301	102	297	592	159	732	143	737
	43%	41%	48%	36%	42%	42%	43%	42%	41%	42%
			ac							
Old	928	468	290	145	300	588	154	738	145	728
	42%	39%	46%	51%	42%	42%	41%	42%	42%	42%
			a	a						
Silver surfers	914	465	296	122	302	573	149	728	137	728
	42%	38%	47%	43%	42%	41%	40%	42%	39%	42%
			a							
People in later life	902	483	285	105	284	577	145	719	142	715
	41%	40%	45%	37%	40%	41%	39%	41%	41%	41%
			ac							
Old age pensioner (OAP)	877	445	279	124	299	541	147	691	138	689
	40%	37%	44%	44%	42%	39%	39%	40%	40%	39%
			a	a						
Elderly	863	445	274	111	304	519	142	686	135	684
	40%	37%	44%	39%	43%	37%	38%	39%	39%	39%
			a		b					
Senior	847	453	274	91	270	535	141	665	137	661
	39%	37%	44%	32%	38%	38%	38%	38%	39%	38%
			ac							
Mature	736	372	250	82	232	469	121	578	134	556
	34%	31%	40%	29%	32%	33%	33%	33%	38%	32%
			ac						b	

Impact of language on public attitudes to ageing

Q1. Net Negative Summary: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Old	680	271	405	3	135	136	259	149	33	99	59	69	63	83	82	123	69	381	299
	31%	25%	36%	38%	22%	26%	38%	42%	30%	35%	28%	30%	33%	34%	25%	34%	31%	32%	31%
			a				ab	ab		g			g	g		g			
Old age pensioner (OAP)	574	226	344	2	120	98	243	113	30	82	50	60	51	65	80	96	60	323	251
	26%	21%	31%	25%	19%	18%	36%	32%	27%	28%	24%	26%	27%	27%	24%	27%	27%	27%	26%
			a				ab	ab											
Ageing	511	198	309	3	122	108	178	102	30	59	41	60	44	59	79	87	53	287	224
	23%	19%	28%	38%	20%	20%	26%	29%	27%	21%	19%	26%	23%	24%	23%	24%	24%	24%	23%
			a				ab	ab											
Elderly	481	190	289	1	91	90	204	96	25	48	41	48	45	55	73	89	57	301	179
	22%	18%	26%	13%	15%	17%	30%	27%	22%	17%	19%	21%	24%	23%	22%	25%	26%	25%	18%
			a				ab	ab								b	b		
Silver surfers	476	201	273	2	157	95	156	69	33	59	50	49	40	43	85	68	50	259	217
	22%	19%	25%	25%	25%	18%	23%	19%	30%	21%	23%	22%	21%	18%	25%	19%	22%	21%	22%
			a		bd		b		bfb					fh					
Pensioner	411	177	232	1	98	71	169	73	22	54	32	42	34	50	66	76	36	230	181
	19%	17%	21%	13%	16%	13%	25%	21%	20%	19%	15%	19%	18%	21%	20%	21%	16%	19%	19%
			a				ab	b											
People in later life	315	131	182	2	103	65	106	41	15	45	29	33	22	36	58	47	31	171	144
	14%	12%	16%	25%	17%	12%	16%	11%	13%	16%	14%	14%	11%	15%	17%	13%	14%	14%	15%
			a		bd														
Older	263	113	149	1	76	61	87	39	18	35	21	27	17	26	46	47	26	145	118
	12%	11%	13%	13%	12%	11%	13%	11%	16%	12%	10%	12%	9%	11%	14%	13%	12%	12%	12%
			a																
Senior	258	101	154	1	72	58	95	32	19	31	14	26	20	31	46	44	26	142	116
	12%	10%	14%	13%	12%	11%	14%	9%	17%	11%	7%	11%	11%	13%	14%	12%	12%	12%	12%
			a				d		c					c	c	c			
Mature	133	56	77	-	50	28	41	14	8	16	6	17	10	14	32	13	18	76	58
	6%	5%	7%	-	8%	5%	6%	4%	8%	5%	3%	8%	5%	6%	10%	4%	8%	6%	6%
					bd				c			ch		ch		ch			

Impact of language on public attitudes to ageing

Q1. Net Negative Summary: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Old	680 31%	603 33% b	77 23%	656 31%	24 38%	241 40% b	428 28%	341 33%	334 30%	449 31%	226 32%	469 33% d	202 28%	206 27%	164 25%	303 41% ab	388 32%	285 30%
Old age pensioner (OAP)	574 26%	499 27% b	74 22%	555 26%	19 29%	179 29% b	387 25%	295 29% b	275 24%	365 25%	203 29%	392 27%	175 24%	188 24% b	127 19%	257 35% ab	324 27%	247 26%
Ageing	511 23%	437 24%	74 22%	492 23%	19 29%	137 23%	367 24%	246 24%	260 23%	325 22%	181 25%	331 23%	175 24%	181 23% b	122 19%	205 28% ab	285 24%	221 23%
Elderly	481 22%	427 23% b	53 16%	469 22%	12 19%	157 26% b	317 21%	242 24%	236 21%	307 21%	174 24% d	339 24% d	140 19%	138 18%	117 18%	223 30% ab	268 22%	210 22%
Silver surfers	476 22%	402 22%	75 23%	462 22%	15 23%	138 23%	334 22%	228 22%	244 22%	307 21%	163 23%	307 21%	161 22%	167 22%	142 22%	164 22%	270 22%	204 21%
Pensioner	411 19%	349 19%	62 19%	402 19%	10 15%	130 21% b	273 18%	206 20%	202 18%	257 18%	151 21% a	278 19%	129 18%	134 17%	93 14%	180 25% ab	223 18%	187 20%
People in later life	315 14%	251 14%	64 19% a	305 14%	10 15%	95 16%	213 14%	151 15%	160 14%	206 14%	106 15%	199 14%	109 15%	117 15%	92 14%	104 14%	175 14%	138 14%
Older	263 12%	206 11%	57 17% a	256 12%	7 11%	83 14%	177 11%	134 13%	127 11%	180 12%	81 11%	180 13%	79 11%	81 10%	81 12%	95 13%	150 12%	111 12%
Senior	258 12%	213 11%	44 13%	246 12%	11 17%	83 14%	170 11%	132 13%	122 11%	165 11%	89 13%	167 12%	85 12%	81 10%	73 11%	99 14%	141 12%	117 12%
Mature	133 6%	100 5%	33 10% a	129 6%	4 7%	43 7%	88 6%	70 7%	63 6%	82 6%	50 7%	81 6%	49 7%	52 7%	43 7%	37 5%	76 6%	57 6%

Impact of language on public attitudes to ageing

Q1. Net Negative Summary: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Old	680	419	42	17	14	188	240	351	83	184	342	138	15	172	257	233	183	219	247
	31%	29%	35%	22%	19%	41%	30%	35%	25%	27%	32%	36%	41%	49%	33%	23%	39%	30%	28%
		d	cd			acd		ac		a	a			bc	c		bc		
Old age pensioner (OAP)	574	366	33	14	16	144	217	272	82	169	279	111	15	148	216	193	173	163	207
	26%	25%	27%	19%	22%	31%	27%	27%	24%	25%	26%	29%	41%	43%	28%	19%	37%	22%	23%
						ac							ab	bc	c		bc		
Ageing	511	330	31	18	18	114	167	262	80	153	252	97	9	146	176	181	150	163	174
	23%	23%	26%	25%	24%	25%	21%	26%	24%	22%	23%	25%	25%	42%	23%	18%	32%	22%	20%
								a						bc	c		bc		
Elderly	481	310	27	7	9	128	182	243	53	138	233	99	11	124	194	149	136	155	170
	22%	21%	22%	9%	12%	28%	22%	24%	16%	20%	22%	26%	30%	36%	25%	15%	29%	21%	19%
		cd	cd			acd	c	c				a		bc	c		bc		
Silver surfers	476	321	31	12	19	91	175	218	80	154	233	81	8	116	177	171	121	154	174
	22%	22%	26%	15%	26%	20%	22%	21%	24%	23%	22%	21%	24%	33%	23%	17%	26%	21%	20%
														bc	c		c		
Pensioner	411	273	26	6	10	96	158	205	45	122	207	74	9	111	147	144	117	129	150
	19%	19%	21%	8%	14%	21%	19%	20%	13%	18%	19%	19%	24%	32%	19%	14%	25%	18%	17%
		c	c			c	c	c						bc	c		bc		
People in later life	315	211	20	11	14	59	109	146	57	117	140	52	5	83	125	102	79	101	118
	14%	15%	17%	15%	19%	13%	13%	14%	17%	17%	13%	14%	13%	24%	16%	10%	17%	14%	13%
										b				bc	c				
Older	263	180	16	6	11	49	81	138	42	84	133	40	5	76	81	97	60	90	94
	12%	12%	13%	8%	14%	11%	10%	14%	12%	12%	12%	10%	15%	22%	11%	10%	13%	12%	11%
								a						bc					
Senior	258	180	18	7	9	45	98	116	39	82	123	46	7	78	74	98	68	81	93
	12%	12%	14%	10%	12%	10%	12%	11%	12%	12%	11%	12%	20%	22%	10%	10%	15%	11%	11%
														bc			c		
Mature	133	96	10	5	4	18	44	66	21	56	55	18	4	34	39	54	26	44	54
	6%	7%	8%	7%	5%	4%	5%	6%	6%	8%	5%	5%	12%	10%	5%	5%	6%	6%	6%
		e								bc				bc					

Impact of language on public attitudes to ageing

Q1. Net Negative Summary: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Old	680	436	152	70	198	471	78	586	79	586
	31%	36%	24%	25%	28%	34%	21%	34%	23%	34%
		bc				a		a		a
Old age pensioner (OAP)	574	372	129	56	158	409	67	492	69	493
	26%	31%	20%	20%	22%	29%	18%	28%	20%	28%
		bc				a		a		a
Ageing	511	313	132	50	148	358	81	416	65	430
	23%	26%	21%	18%	21%	26%	22%	24%	19%	25%
		bc				a				a
Elderly	481	314	110	47	132	346	57	412	61	408
	22%	26%	18%	17%	19%	25%	15%	24%	18%	23%
		bc				a		a		a
Silver surfers	476	287	117	58	141	328	89	375	88	378
	22%	24%	19%	21%	20%	23%	24%	22%	25%	22%
		b								
Pensioner	411	269	93	41	116	293	61	343	60	342
	19%	22%	15%	15%	16%	21%	16%	20%	17%	20%
		bc				a				
People in later life	315	185	87	34	95	216	67	240	54	247
	14%	15%	14%	12%	13%	15%	18%	14%	16%	14%
							b			
Older	263	171	59	29	89	170	51	204	46	208
	12%	14%	9%	10%	12%	12%	14%	12%	13%	12%
		b								
Senior	258	161	61	30	81	173	55	193	59	188
	12%	13%	10%	11%	11%	12%	15%	11%	17%	11%
		b					b		b	
Mature	133	83	36	11	48	81	34	92	38	89
	6%	7%	6%	4%	7%	6%	9%	5%	11%	5%
							b		b	

Impact of language on public attitudes to ageing

Q1_1. Older: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	33	12	21	-	7	6	11	9	2	7	6	2	1	1	1	10	3	17	16
		1%	1%	2%	-	1%	1%	2%	3%	2%	2%	3%	1%	1%	1%	*	3%	1%	1%	2%
											g	g				g				
1	(1.0)	32	16	16	-	7	8	11	6	2	5	1	3	3	4	7	2	5	19	13
		1%	2%	1%	-	1%	2%	2%	2%	2%	2%	*	1%	1%	2%	2%	1%	2%	2%	1%
2	(2.0)	85	35	49	1	19	23	29	14	5	6	7	10	3	13	15	19	7	46	40
		4%	3%	4%	13%	3%	4%	4%	4%	5%	2%	3%	4%	1%	5%	4%	5%	3%	4%	4%
															e		be			
3	(3.0)	113	50	64	-	43	24	36	10	9	16	8	13	11	8	23	16	10	64	49
		5%	5%	6%	-	7%	4%	5%	3%	8%	5%	4%	6%	6%	3%	7%	4%	5%	5%	5%
						d														
4	(4.0)	131	61	68	1	35	31	38	27	6	15	14	13	15	15	16	25	12	76	55
		6%	6%	6%	13%	6%	6%	6%	8%	5%	5%	7%	6%	8%	6%	5%	7%	6%	6%	6%
5 - Neutral	(5.0)	542	264	275	3	136	121	186	99	22	68	47	60	41	62	86	90	67	296	247
		25%	25%	25%	38%	22%	23%	27%	28%	20%	24%	22%	26%	22%	26%	26%	25%	30%	24%	25%
							a	a												
6	(6.0)	258	135	123	-	74	67	75	42	15	29	25	24	29	29	44	36	27	146	112
		12%	13%	11%	-	12%	13%	11%	12%	14%	10%	12%	11%	15%	12%	13%	10%	12%	12%	11%
7	(7.0)	356	178	177	1	109	82	110	56	21	49	43	33	22	39	51	61	37	200	156
		16%	17%	16%	13%	18%	15%	16%	16%	19%	17%	20%	15%	12%	16%	15%	17%	17%	17%	16%
											e									
8	(8.0)	301	149	150	1	87	90	80	44	15	49	32	35	28	31	44	39	28	184	117
		14%	14%	13%	13%	14%	17%	12%	12%	13%	17%	15%	15%	15%	13%	13%	11%	13%	15%	12%
							c				h								b	
9	(9.0)	151	68	83	-	44	37	52	18	6	12	19	10	12	21	26	33	12	83	69
		7%	6%	7%	-	7%	7%	8%	5%	6%	4%	9%	4%	6%	9%	8%	9%	5%	7%	7%
											b	b			b	b	bd			
10 - Very positive	(10.0)	175	92	83	-	54	43	47	31	8	29	13	24	24	17	19	27	14	74	100
		8%	9%	7%	-	9%	8%	7%	9%	7%	10%	6%	11%	13%	7%	6%	7%	6%	6%	10%
											g		g	cgi					a	
Don't know		8	4	4	1	3	1	4	-	-	1	-	-	1	1	4	-	1	4	4
		*	*	*	13%	*	*	1%	-	-	*	-	-	1%	1%	1%	-	*	*	*
Net: Positive		983	487	493	2	294	252	289	149	49	139	107	102	86	109	140	160	92	541	442
		45%	46%	44%	25%	48%	47%	43%	42%	45%	48%	50%	45%	46%	45%	42%	45%	41%	45%	45%
												g								
Net: Neutral		931	460	466	4	245	219	298	168	43	112	85	97	85	106	147	150	106	517	413
		43%	43%	42%	50%	40%	41%	44%	47%	39%	39%	40%	43%	45%	44%	44%	42%	47%	43%	42%
									a											

Impact of language on public attitudes to ageing

Q1_1. Older: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Negative	263	113	149	1	76	61	87	39	18	35	21	27	17	26	46	47	26	145	118
	12%	11%	13%	13%	12%	11%	13%	11%	16%	12%	10%	12%	9%	11%	14%	13%	12%	12%	12%
		a																	
Median 1	6	6	6	5	6	6	6	6	6	6	7	6	6	6	6	6	6	6	6
Base for stats	2177	1060	1108	7	615	532	674	356	110	286	213	226	188	241	332	358	223	1204	973
Mean Score	6.12	6.21	6.05	5.14	6.24	6.23	6.01	5.99	5.98	6.20	6.26	6.17	6.40	6.16	6.03	6.03	5.95	6.08	6.18
											i								
Standard Deviation	2.259	2.210	2.306	1.952	2.237	2.246	2.262	2.301	2.302	2.344	2.216	2.267	2.244	2.214	2.174	2.366	2.172	2.201	2.328
Standard Error	.048	.069	.069	.738	.086	.097	.088	.130	.227	.138	.150	.145	.160	.155	.114	.128	.147	.061	.079
Error variance	*	*	*	.54	.01	.01	.01	.02	.05	.02	.02	.02	.03	.02	.01	.02	.02	*	.01

Impact of language on public attitudes to ageing

Q1_1. Older: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	33	30	3	32	1	8	25	12	21	20	13	27	6	10	6	17	23	10
		1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%
1	(1.0)	32	26	6	30	2	16	15	16	15	24	8	21	11	7	9	14	18	13
		1%	1%	2%	1%	3%	3%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%
							b												
2	(2.0)	85	71	14	83	2	28	57	50	35	63	22	63	22	26	27	29	52	33
		4%	4%	4%	4%	3%	5%	4%	5%	3%	4%	3%	4%	3%	3%	4%	4%	4%	3%
									b										
3	(3.0)	113	79	34	111	3	31	81	56	56	73	38	69	40	38	38	35	56	55
		5%	4%	10%	5%	4%	5%	5%	5%	5%	5%	5%	5%	6%	5%	6%	5%	5%	6%
				a															
4	(4.0)	131	109	21	124	7	38	88	61	67	85	44	79	49	48	35	47	66	62
		6%	6%	6%	6%	11%	6%	6%	6%	6%	6%	6%	6%	7%	6%	5%	6%	5%	6%
						a													
5 - Neutral	(5.0)	542	475	67	529	13	158	373	241	296	341	194	345	190	205	138	197	323	216
		25%	26%	20%	25%	20%	26%	24%	23%	26%	23%	27%	24%	26%	26%	21%	27%	27%	23%
			b								a			b		b	b	b	
6	(6.0)	258	226	32	251	7	56	198	128	128	169	88	170	85	94	78	82	140	117
		12%	12%	10%	12%	11%	9%	13%	12%	11%	12%	12%	12%	12%	12%	12%	11%	12%	12%
							a												
7	(7.0)	356	306	50	348	8	98	254	159	191	244	111	221	134	141	98	115	181	171
		16%	17%	15%	16%	13%	16%	16%	15%	17%	17%	16%	15%	18%	18%	15%	16%	15%	18%
8	(8.0)	301	250	51	287	14	76	222	142	154	204	95	205	94	106	107	85	154	147
		14%	14%	15%	14%	22%	12%	14%	14%	14%	14%	13%	14%	13%	14%	16%	12%	13%	15%
						a									c				
9	(9.0)	151	121	30	147	4	41	110	71	77	103	48	100	49	47	54	50	81	70
		7%	7%	9%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	6%	8%	7%	7%	7%
10 - Very positive	(10.0)	175	153	21	172	3	56	117	86	87	129	45	133	42	50	61	61	115	58
		8%	8%	6%	8%	5%	9%	8%	8%	8%	9%	6%	9%	6%	6%	9%	8%	9%	6%
											bd		bd		a		b	b	
Don't know		8	7	1	8	*	3	3	5	4	2	5	5	2	4	2	1	5	4
		*	*	*	*	1%	1%	*	*	*	*	1%	*	*	*	*	*	*	*
												a							
Net: Positive		983	831	152	954	30	270	703	458	509	680	298	659	319	344	320	311	531	446
		45%	45%	46%	45%	46%	44%	46%	45%	45%	47%	42%	46%	44%	44%	49%	42%	44%	47%
											b			c					

Impact of language on public attitudes to ageing

Q1_1. Older: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	931 43%	810 44%	120 36%	904 43%	27 42%	252 41%	659 43%	429 42%	491 43%	595 41%	326 46%	595 41%	324 45%	347 45%	252 38%	326 44%	529 44%	395 41%
Net: Negative	263 12%	206 11%	57 17%	256 12%	7 11%	83 14%	177 11%	134 13%	127 11%	180 12%	81 11%	180 13%	79 11%	81 10%	81 12%	95 13%	150 12%	111 12%
Median 1	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
Base for stats	2177	1847	330	2113	63	606	1540	1020	1127	1455	705	1434	721	772	653	733	1209	952
Mean Score	6.12	6.14	6.03	6.13	6.11	6.05	6.17	6.12	6.12	6.18	6.03	6.16	6.07	6.10	6.31	5.99	6.11	6.15
Standard Deviation	2.259	2.243	2.348	2.261	2.219	2.366	2.221	2.288	2.238	2.297	2.188	2.334	2.107	2.119	2.296	2.343	2.329	2.164
Standard Error	.048	.055	.105	.050	.206	.096	.057	.071	.067	.060	.083	.062	.077	.075	.089	.090	.069	.068
Error variance	*	*	.01	*	.04	.01	*	.01	*	*	.01	*	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

Q1_1. Older: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Total	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded	
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c		
Significance Level: 95%																				
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905	
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very negative	(0.0)	33	19	1	2	2	9	6	19	8	10	20	2	1	19	8	6	12	7	6
		1%	1%	1%	3%	2%	2%	1%	2%	2%	1%	2%	1%	3%	5%	1%	1%	3%	1%	1%
									a	a					bc			bc		
1	(1.0)	32	21	3	1	-	7	8	19	5	11	10	8	3	6	11	14	7	9	14
		1%	1%	2%	1%	-	2%	1%	2%	1%	2%	1%	2%	9%	2%	1%	1%	2%	1%	2%
														abc						
2	(2.0)	85	61	3	1	3	17	30	45	9	23	50	11	-	26	23	34	20	30	32
		4%	4%	3%	1%	4%	4%	4%	4%	3%	3%	5%	3%	-	7%	3%	3%	4%	4%	4%
														bc						
3	(3.0)	113	79	9	2	6	17	37	55	20	39	53	18	1	26	39	44	21	44	42
		5%	5%	7%	3%	8%	4%	5%	5%	6%	6%	5%	5%	3%	7%	5%	4%	4%	6%	5%
														c						
4	(4.0)	131	92	4	1	3	31	46	56	28	43	54	31	2	20	59	49	31	43	50
		6%	6%	3%	1%	4%	7%	6%	5%	8%	6%	5%	8%	7%	6%	8%	5%	7%	6%	6%
														b						
5 - Neutral	(5.0)	542	340	33	18	20	129	198	255	84	171	281	83	7	84	241	186	113	217	176
		25%	23%	27%	24%	27%	28%	24%	25%	25%	25%	26%	22%	19%	24%	31%	18%	24%	29%	20%
							a							c	ac			ac		
6	(6.0)	258	165	16	14	9	54	103	106	48	72	129	48	8	37	109	106	52	108	89
		12%	11%	13%	18%	12%	12%	13%	10%	14%	11%	12%	13%	22%	11%	14%	11%	11%	15%	10%
														a					c	
7	(7.0)	356	245	20	8	10	74	152	152	48	109	184	56	7	42	121	187	75	111	163
		16%	17%	16%	10%	13%	16%	19%	15%	14%	16%	17%	15%	20%	12%	16%	19%	16%	15%	18%
								b									a			
8	(8.0)	301	208	15	13	9	57	119	152	28	97	152	50	2	45	92	164	73	96	124
		14%	14%	12%	18%	12%	12%	15%	15%	8%	14%	14%	13%	6%	13%	12%	16%	16%	13%	14%
								c	c								b			
9	(9.0)	151	103	6	8	8	26	49	74	27	52	67	31	1	15	35	101	32	34	82
		7%	7%	5%	10%	11%	6%	6%	7%	8%	8%	6%	8%	3%	4%	5%	10%	7%	5%	9%
																ab				b
10 - Very positive	(10.0)	175	113	9	8	6	37	61	82	30	49	77	45	3	30	28	113	32	35	102
		8%	8%	7%	10%	8%	8%	8%	8%	9%	7%	7%	12%	8%	9%	4%	11%	7%	5%	12%
												ab			b		b			ab

Impact of language on public attitudes to ageing

Q1_1. Older: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	8	7	1	-	-	-	3	3	2	4	3	1	-	-	3	3	-	2	2
	*	*	1%	-	-	-	*	*	1%	1%	*	*	-	-	*	*	-	*	*
			e																
Net: Positive	983	669	50	36	32	195	381	459	133	306	480	181	14	131	275	565	212	276	471
	45%	46%	41%	48%	43%	43%	47%	45%	40%	45%	44%	47%	38%	38%	36%	56%	45%	37%	53%
							c									ab	b		ab
Net: Neutral	931	596	53	33	32	214	346	417	160	286	464	163	17	141	409	341	195	368	314
	43%	41%	44%	44%	42%	47%	43%	41%	47%	42%	43%	42%	48%	40%	53%	34%	42%	50%	36%
						a			b					c	ac		c	ac	
Net: Negative	263	180	16	6	11	49	81	138	42	84	133	40	5	76	81	97	60	90	94
	12%	12%	13%	8%	14%	11%	10%	14%	12%	12%	12%	10%	15%	22%	11%	10%	13%	12%	11%
							a							bc					
Median 1	6	6	6	6	6	6	6	6	6	6	6	6	6	5	6	7	6	6	7
Base for stats	2177	1445	120	75	74	458	809	1013	336	676	1077	384	36	348	766	1003	467	734	880
Mean Score	6.12	6.14	6.00	6.54	6.13	6.05	6.23	6.08	5.99	6.10	6.08	6.33	5.69	5.57	5.80	6.61	6.04	5.87	6.49
																ab			ab
Standard Deviation	2.259	2.263	2.213	2.288	2.333	2.241	2.118	2.344	2.329	2.256	2.230	2.304	2.486	2.625	1.977	2.245	2.329	2.054	2.305
Standard Error	.048	.060	.187	.253	.236	.110	.073	.076	.123	.084	.069	.122	.420	.141	.072	.071	.109	.076	.077
Error variance	*	*	.03	.06	.06	.01	.01	.01	.02	.01	*	.01	.18	.02	.01	.01	.01	.01	.01

Impact of language on public attitudes to ageing

Q1_1. Older: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185	1208	629	282	713	1404	373	1741	348	1749
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	33	22	7	2	7	26	3	28	4	29
		1%	2%	1%	1%	1%	2%	1%	2%	1%	2%
1	(1.0)	32	20	6	6	15	16	7	25	6	24
		1%	2%	1%	2%	2%	1%	2%	1%	2%	1%
2	(2.0)	85	58	18	9	28	57	18	67	15	69
		4%	5%	3%	3%	4%	4%	5%	4%	4%	4%
3	(3.0)	113	70	29	12	38	71	23	84	21	86
		5%	6%	5%	4%	5%	5%	6%	5%	6%	5%
4	(4.0)	131	71	37	23	42	86	25	102	29	98
		6%	6%	6%	8%	6%	6%	7%	6%	8%	6%
5 - Neutral	(5.0)	542	267	197	48	175	332	91	419	81	420
		25%	22%	31%	17%	25%	24%	24%	24%	23%	24%
				ac							
6	(6.0)	258	154	68	31	80	174	44	211	32	218
		12%	13%	11%	11%	11%	12%	12%	12%	9%	12%
7	(7.0)	356	196	99	55	101	253	64	288	63	284
		16%	16%	16%	19%	14%	18%	17%	17%	18%	16%
						a					
8	(8.0)	301	171	78	42	109	184	39	257	41	256
		14%	14%	12%	15%	15%	13%	10%	15%	12%	15%
								a			
9	(9.0)	151	71	46	31	50	97	25	119	26	118
		7%	6%	7%	11%	7%	7%	7%	7%	8%	7%
					a						
10 - Very positive	(10.0)	175	103	42	23	64	107	32	141	28	144
		8%	9%	7%	8%	9%	8%	9%	8%	8%	8%
Don't know		8	4	3	-	3	-	2	1	1	2
		*	*	*	-	*	-	1%	*	*	*
						b		b			

Impact of language on public attitudes to ageing

Q1_1. Older: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Positive	983	541	265	151	324	642	160	804	158	802
	45%	45%	42%	53%	45%	46%	43%	46%	45%	46%
				ab						
Net: Neutral	931	492	301	102	297	592	159	732	143	737
	43%	41%	48%	36%	42%	42%	43%	42%	41%	42%
				ac						
Net: Negative	263	171	59	29	89	170	51	204	46	208
	12%	14%	9%	10%	12%	12%	14%	12%	13%	12%
		b								
Median 1	6	6	6	7	6	6	6	6	6	6
Base for stats	2177	1204	626	282	710	1404	371	1740	347	1747
Mean Score	6.12	6.07	6.10	6.41	6.17	6.11	6.03	6.17	6.05	6.16
				ab						
Standard Deviation	2.259	2.338	2.102	2.258	2.304	2.252	2.292	2.259	2.300	2.265
Standard Error	.048	.067	.084	.135	.087	.060	.117	.054	.120	.055
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

Q1_2. Old: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	180	53	127	-	19	25	76	60	10	28	13	24	18	25	14	34	15	95	86
		8%	5%	11%	-	3%	5%	11%	17%	9%	10%	6%	10%	10%	10%	4%	9%	7%	8%	9%
				a			ab	abc		g	g		g	g	g		g			
1	(1.0)	98	31	65	1	14	15	50	19	4	11	12	10	8	7	13	20	11	62	36
		4%	3%	6%	13%	2%	3%	7%	5%	4%	4%	6%	4%	4%	3%	4%	6%	5%	5%	4%
				a			ab	a												
2	(2.0)	186	72	112	2	41	39	68	37	9	30	12	12	18	22	27	30	26	103	82
		9%	7%	10%	25%	7%	7%	10%	10%	8%	11%	6%	5%	10%	9%	8%	9%	11%	9%	8%
				a			a	a			cd						cd			
3	(3.0)	216	115	101	-	62	58	64	33	9	30	22	23	18	29	29	39	18	121	95
		10%	11%	9%	-	10%	11%	9%	9%	8%	10%	10%	10%	9%	12%	9%	11%	8%	10%	10%
4	(4.0)	215	111	104	-	58	57	75	25	12	25	25	20	17	17	46	26	25	138	77
		10%	10%	9%	-	9%	11%	11%	7%	11%	9%	12%	9%	9%	7%	14%	7%	11%	11%	8%
							d								bfg				b	
5 - Neutral	(5.0)	540	269	267	3	163	133	167	77	31	77	49	54	47	65	82	86	51	284	256
		25%	25%	24%	38%	26%	25%	25%	22%	28%	27%	23%	24%	25%	27%	24%	24%	23%	24%	26%
6	(6.0)	173	95	77	-	57	46	41	29	7	20	14	24	9	24	21	27	25	88	84
		8%	9%	7%	-	9%	9%	6%	8%	7%	7%	7%	11%	5%	10%	6%	8%	11%	7%	9%
						c						eg					eg			
7	(7.0)	210	111	97	1	82	59	44	24	9	24	27	25	17	24	35	28	20	118	91
		10%	10%	9%	13%	13%	11%	7%	7%	9%	9%	13%	11%	9%	10%	10%	8%	9%	10%	9%
					cd	cd														
8	(8.0)	169	94	74	1	60	46	42	20	11	25	21	12	14	14	27	33	12	94	76
		8%	9%	7%	13%	10%	9%	6%	6%	10%	9%	10%	5%	7%	6%	8%	9%	6%	8%	8%
					cd															
9	(9.0)	79	45	34	-	27	23	20	9	2	6	6	9	9	4	20	17	7	48	31
		4%	4%	3%	-	4%	4%	3%	3%	2%	2%	3%	4%	5%	2%	6%	5%	3%	4%	3%
															bf					
10 - Very positive	(10.0)	111	62	49	-	31	30	28	22	4	10	12	13	12	9	19	17	14	52	59
		5%	6%	4%	-	5%	6%	4%	6%	4%	3%	5%	6%	7%	4%	6%	5%	6%	4%	6%
Don't know		8	3	4	-	4	2	2	-	-	1	-	-	1	1	3	-	1	4	4
		*	*	*	-	1%	*	*	-	-	*	-	-	1%	1%	1%	-	*	*	*
Net: Positive		569	313	254	2	200	159	135	76	26	64	65	60	52	52	101	95	53	313	256
		26%	29%	23%	25%	32%	30%	20%	21%	24%	22%	31%	26%	28%	21%	30%	27%	24%	26%	26%
			b			cd	cd				bf				bf					
Net: Neutral		928	476	448	3	278	236	283	131	50	122	89	98	73	106	149	139	101	510	418
		42%	45%	40%	38%	45%	44%	42%	37%	46%	43%	42%	43%	39%	44%	44%	39%	45%	42%	43%
			b		d	d														

Impact of language on public attitudes to ageing

Q1_2. Old: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Negative	680	271	405	3	135	136	259	149	33	99	59	69	63	83	82	123	69	381	299
	31%	25%	36%	38%	22%	26%	38%	42%	30%	35%	28%	30%	33%	34%	25%	34%	31%	32%	31%
			a				ab	ab		g			g	g		g			
Median 1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Base for stats	2177	1060	1107	8	614	531	676	356	110	286	213	226	188	241	333	358	223	1204	973
Mean Score	4.76	5.14	4.40	4.38	5.34	5.14	4.24	4.17	4.65	4.49	4.96	4.80	4.74	4.52	5.13	4.70	4.75	4.71	4.82
		b			cd	cd					b			b	b	b			
Standard Deviation	2.649	2.514	2.727	2.504	2.363	2.497	2.690	2.939	2.584	2.576	2.607	2.724	2.820	2.547	2.549	2.761	2.628	2.626	2.678
Standard Error	.057	.078	.081	.885	.091	.108	.105	.166	.255	.152	.177	.174	.201	.178	.134	.149	.178	.073	.090
Error variance	*	.01	.01	.78	.01	.01	.01	.03	.06	.02	.03	.03	.04	.03	.02	.02	.03	.01	.01

Impact of language on public attitudes to ageing

Q1_2. Old: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	180	168	12	177	3	67	110	92	87	114	66	139	40	39	28	111	115	64
		8%	9%	4%	8%	4%	11%	7%	9%	8%	8%	9%	10%	5%	5%	4%	15%	10%	7%
			b				b				d	d	d			ab	b		
1	(1.0)	98	87	10	94	4	38	57	51	47	71	25	70	26	25	19	54	51	45
		4%	5%	3%	4%	6%	6%	4%	5%	4%	5%	4%	5%	4%	3%	3%	7%	4%	5%
							b										ab		
2	(2.0)	186	162	24	179	7	65	120	88	97	126	58	124	60	60	52	73	110	74
		9%	9%	7%	8%	10%	11%	8%	9%	9%	9%	8%	9%	8%	8%	8%	10%	9%	8%
							b												
3	(3.0)	216	185	31	206	11	72	141	111	104	137	77	136	76	83	65	66	112	102
		10%	10%	9%	10%	17%	12%	9%	11%	9%	9%	11%	9%	11%	11%	10%	9%	9%	11%
						a													
4	(4.0)	215	179	36	207	8	42	169	87	124	153	62	135	78	81	65	67	121	92
		10%	10%	11%	10%	13%	7%	11%	8%	11%	10%	9%	9%	11%	11%	10%	9%	10%	10%
							a												
5 - Neutral	(5.0)	540	463	78	528	12	133	398	241	288	351	182	345	189	222	150	164	317	222
		25%	25%	23%	25%	19%	22%	26%	24%	25%	24%	26%	24%	26%	29%	23%	22%	26%	23%
															bc				
6	(6.0)	173	155	18	168	5	37	132	87	84	115	57	116	56	62	62	46	92	81
		8%	8%	5%	8%	8%	6%	9%	8%	7%	8%	8%	8%	8%	8%	9%	6%	8%	8%
			b				a								c				
7	(7.0)	210	172	37	202	7	50	159	102	106	136	70	119	87	80	77	51	109	99
		10%	9%	11%	10%	11%	8%	10%	10%	9%	9%	10%	8%	12%	10%	12%	7%	9%	10%
													ac	c	c				
8	(8.0)	169	134	35	166	4	45	124	77	90	119	50	109	61	65	60	43	82	87
		8%	7%	11%	8%	6%	7%	8%	8%	8%	8%	7%	8%	8%	8%	9%	6%	7%	9%
				a											c			a	
9	(9.0)	79	54	26	77	3	21	58	38	40	51	28	51	27	24	34	19	38	41
		4%	3%	8%	4%	4%	3%	4%	4%	4%	4%	4%	4%	4%	3%	5%	3%	3%	4%
				a											ac				
10 - Very positive	(10.0)	111	88	23	111	*	37	72	47	62	81	30	90	21	31	40	38	63	46
		5%	5%	7%	5%	1%	6%	5%	5%	5%	6%	4%	6%	3%	4%	6%	5%	5%	5%
					b						d		d						
Don't know		8	6	2	7	*	2	3	4	4	2	5	5	2	4	1	2	5	3
		*	*	1%	*	1%	*	*	*	*	*	1%	*	*	*	*	*	*	*
												a							

Impact of language on public attitudes to ageing

Q1_2. Old: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Positive	569 26%	449 24%	121 36% a	555 26%	14 22%	153 25%	412 27%	264 26%	297 26%	388 27%	178 25%	369 26%	196 27%	201 26% c	212 32% ac	152 21%	292 24%	273 29% a
Net: Neutral	928 42%	796 43%	132 40%	903 43%	25 40%	212 35%	699 45% a	415 41%	495 44%	618 42%	301 42%	596 41%	323 45%	365 47% c	277 42%	277 38%	529 44%	395 41%
Net: Negative	680 31%	603 33% b	77 23%	656 31%	24 38%	241 40% b	428 28%	341 33%	334 30%	449 31%	226 32%	469 33% d	202 28%	206 27%	164 25%	303 41% ab	388 32%	285 30%
Median 1	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	4	5	5
Base for stats	2177	1848	329	2114	63	607	1539	1021	1127	1455	705	1434	721	772	654	732	1209	952
Mean Score	4.76	4.64	5.44 a	4.77	4.43	4.46	4.89 a	4.68	4.81	4.79	4.70	4.71	4.88	4.94 c	5.25 ac	4.13	4.64	4.91 a
Standard Deviation	2.649	2.639	2.606	2.658	2.335	2.854	2.557	2.675	2.630	2.667	2.629	2.760	2.423	2.405	2.544	2.855	2.661	2.623
Standard Error	.057	.064	.116	.059	.217	.116	.065	.083	.079	.070	.100	.074	.089	.085	.099	.109	.078	.083
Error variance	*	*	.01	*	.05	.01	*	.01	.01	*	.01	.01	.01	.01	.01	.01	.01	.01

Impact of language on public attitudes to ageing

Q1_2. Old: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	180	101	7	1	2	69	50	110	19	41	89	47	3	63	61	52	70	48	51
		8%	7%	6%	1%	2%	15%	6%	11%	6%	6%	8%	12%	9%	18%	8%	5%	15%	7%	6%
			c				abcd		ac				ab		bc	c		bc		
1	(1.0)	98	59	6	1	2	29	45	41	11	19	55	21	2	23	37	37	22	29	41
		4%	4%	5%	2%	3%	6%	6%	4%	3%	3%	5%	5%	6%	6%	5%	4%	5%	4%	5%
									a			a			c					
2	(2.0)	186	118	14	6	4	44	57	103	24	52	87	44	4	49	67	62	51	61	67
		9%	8%	12%	8%	5%	10%	7%	10%	7%	8%	8%	11%	11%	14%	9%	6%	11%	8%	8%
									a			a			bc	c		c		
3	(3.0)	216	141	14	9	6	45	88	97	30	73	111	27	5	37	92	81	41	80	88
		10%	10%	12%	12%	9%	10%	11%	10%	9%	11%	10%	7%	15%	11%	12%	8%	9%	11%	10%
											c					c				
4	(4.0)	215	151	11	6	11	35	106	76	31	77	101	31	6	29	106	78	36	100	71
		10%	10%	9%	9%	15%	8%	13%	7%	9%	11%	9%	8%	18%	8%	14%	8%	8%	14%	8%
						e		b								ac			ac	
5 - Neutral	(5.0)	540	363	34	27	20	94	181	237	118	169	287	80	4	71	232	211	114	206	178
		25%	25%	28%	35%	27%	21%	22%	23%	35%	25%	27%	21%	12%	20%	30%	21%	24%	28%	20%
					ae				ab			cd				ac			c	
6	(6.0)	173	115	9	6	4	38	63	92	17	58	71	39	5	18	44	105	33	65	74
		8%	8%	8%	8%	6%	8%	8%	9%	5%	9%	7%	10%	14%	5%	6%	10%	7%	9%	8%
									c			b				ab				
7	(7.0)	210	150	6	9	9	36	87	88	31	63	102	44	1	23	56	127	39	61	104
		10%	10%	5%	11%	12%	8%	11%	9%	9%	9%	9%	11%	2%	7%	7%	13%	8%	8%	12%
			b													ab			b	
8	(8.0)	169	124	7	4	6	28	62	75	32	59	83	25	2	15	46	107	27	47	91
		8%	9%	6%	5%	9%	6%	8%	7%	10%	9%	8%	7%	6%	4%	6%	11%	6%	6%	10%
															ab		ab		ab	
9	(9.0)	79	59	4	2	3	11	32	35	11	33	39	7	1	7	13	59	12	19	48
		4%	4%	4%	3%	4%	2%	4%	3%	3%	5%	4%	2%	3%	2%	2%	6%	3%	3%	5%
											c					ab			ab	
10 - Very positive	(10.0)	111	65	6	5	6	28	38	59	13	35	52	21	2	13	12	83	22	17	67
		5%	4%	5%	6%	8%	6%	5%	6%	4%	5%	5%	6%	5%	4%	2%	8%	5%	2%	8%
															b	ab		b		ab

Impact of language on public attitudes to ageing

Q1_2. Old: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	8	7	*	-	1	-	4	2	1	3	3	1	-	-	3	4	1	2	2
	*	*	*	-	1%	-	*	*	*	1%	*	*	-	-	*	*	*	*	*
Net: Positive	569	397	24	19	24	103	219	257	87	189	276	97	6	59	127	376	100	144	310
	26%	27%	20%	25%	32%	22%	27%	25%	26%	28%	26%	25%	15%	17%	16%	37%	21%	20%	35%
		e			be										ab				ab
Net: Neutral	928	629	54	39	36	167	349	405	166	303	459	149	16	117	382	393	183	371	323
	42%	43%	45%	52%	48%	37%	43%	40%	49%	45%	43%	39%	43%	34%	50%	39%	39%	50%	37%
		e		e	e			b							ac			ac	
Net: Negative	680	419	42	17	14	188	240	351	83	184	342	138	15	172	257	233	183	219	247
	31%	29%	35%	22%	19%	41%	30%	35%	25%	27%	32%	36%	41%	49%	33%	23%	39%	30%	28%
		d	cd			acd		ac			a	a		bc	c		bc		
Median 1	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5
Base for stats	2177	1445	120	75	74	458	808	1014	336	677	1077	384	36	348	766	1003	466	734	880
Mean Score	4.76	4.88	4.55	5.20	5.39	4.25	4.83	4.64	4.95	5.01	4.71	4.49	4.20	3.69	4.30	5.49	4.23	4.57	5.24
		e		e	be					bc					a	ab		a	ab
Standard Deviation	2.649	2.580	2.557	2.199	2.410	2.909	2.572	2.779	2.402	2.549	2.638	2.805	2.655	2.767	2.287	2.685	2.801	2.330	2.754
Standard Error	.057	.068	.215	.243	.245	.143	.088	.090	.127	.095	.081	.148	.449	.148	.083	.085	.132	.086	.092
Error variance	*	*	.05	.06	.06	.02	.01	.01	.02	.01	.01	.02	.20	.02	.01	.01	.02	.01	.01

Impact of language on public attitudes to ageing

Q1_2. Old: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185	1208	629	282	713	1404	373	1741	348	1749
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	180	128	35	14	52	127	10	168	12	168
		8%	11%	6%	5%	7%	9%	3%	10%	4%	10%
			bc						a		a
1	(1.0)	98	66	21	3	35	60	14	83	12	82
		4%	5%	3%	1%	5%	4%	4%	5%	3%	5%
			bc								
2	(2.0)	186	111	46	21	46	136	17	161	24	156
		9%	9%	7%	7%	7%	10%	5%	9%	7%	9%
							a		a		
3	(3.0)	216	131	51	31	64	148	37	173	31	180
		10%	11%	8%	11%	9%	11%	10%	10%	9%	10%
4	(4.0)	215	122	59	31	72	140	33	179	32	177
		10%	10%	9%	11%	10%	10%	9%	10%	9%	10%
5 - Neutral	(5.0)	540	243	197	79	175	329	92	416	73	423
		25%	20%	31%	28%	25%	23%	25%	24%	21%	24%
				a	a						
6	(6.0)	173	102	34	35	53	118	29	142	40	128
		8%	8%	5%	12%	7%	8%	8%	8%	12%	7%
			b		ab					b	
7	(7.0)	210	108	74	21	66	139	49	153	47	158
		10%	9%	12%	7%	9%	10%	13%	9%	13%	9%
				c				b		b	
8	(8.0)	169	87	53	26	72	95	44	122	39	128
		8%	7%	8%	9%	10%	7%	12%	7%	11%	7%
						b		b		b	
9	(9.0)	79	42	23	11	26	51	22	57	19	56
		4%	3%	4%	4%	4%	4%	6%	3%	5%	3%
								b		b	
10 - Very positive	(10.0)	111	66	32	10	50	60	25	86	19	92
		5%	5%	5%	4%	7%	4%	7%	5%	5%	5%
						b					

Impact of language on public attitudes to ageing

Q1_2. Old: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	8	2	4	-	1	1	2	*	1	1
	*	*	1%	-	*	*	*	*	*	*
Net: Positive	569	303	182	68	214	344	140	417	123	435
	26%	25%	29%	24%	30%	25%	38%	24%	35%	25%
Net: Neutral	928	468	290	145	300	588	154	738	145	728
	42%	39%	46%	51%	42%	42%	41%	42%	42%	42%
Net: Negative	680	436	152	70	198	471	78	586	79	586
	31%	36%	24%	25%	28%	34%	21%	34%	23%	34%
Median 1	5	5	5	5	5	5	5	5	5	5
Base for stats	2177	1206	624	282	711	1403	371	1741	347	1748
Mean Score	4.76	4.55	5.06	5.03	5.02	4.62	5.56	4.59	5.42	4.62
Standard Deviation	2.649	2.776	2.487	2.339	2.714	2.634	2.482	2.678	2.494	2.694
Standard Error	.057	.080	.100	.140	.102	.070	.127	.064	.130	.065
Error variance	*	.01	.01	.02	.01	*	.02	*	.02	*

Impact of language on public attitudes to ageing

Q1_3. Pensioner: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	80	26	54	-	5	12	42	21	4	12	7	9	6	9	6	20	9	42	38
		4%	2%	5%	-	1%	2%	6%	6%	4%	4%	3%	4%	3%	4%	2%	6%	4%	3%	4%
				a		a	ab	ab									g			
1	(1.0)	63	25	35	1	11	7	34	11	7	8	4	8	3	11	8	7	6	33	29
		3%	2%	3%	13%	2%	1%	5%	3%	6%	3%	2%	4%	2%	4%	3%	2%	3%	3%	3%
								ab		h										
2	(2.0)	118	51	67	-	35	19	45	19	5	21	11	8	9	11	20	22	11	61	57
		5%	5%	6%	-	6%	4%	7%	5%	4%	7%	5%	4%	5%	4%	6%	6%	5%	5%	6%
								b												
3	(3.0)	151	75	76	-	47	33	48	22	6	13	9	18	16	19	31	28	11	94	57
		7%	7%	7%	-	8%	6%	7%	6%	6%	4%	4%	8%	8%	8%	9%	8%	5%	8%	6%
																bci				
4	(4.0)	167	84	82	1	54	43	51	18	12	22	20	12	15	16	31	24	16	99	68
		8%	8%	7%	13%	9%	8%	8%	5%	11%	8%	9%	5%	8%	7%	9%	7%	7%	8%	7%
						d														
5 - Neutral	(5.0)	533	240	289	3	133	124	181	95	27	66	53	55	56	60	68	77	70	292	241
		24%	23%	26%	38%	22%	23%	27%	27%	24%	23%	25%	24%	30%	25%	20%	22%	31%	24%	25%
								a						gh				bgh		
6	(6.0)	233	116	116	1	74	68	64	27	14	34	24	20	20	18	39	35	30	132	101
		11%	11%	10%	13%	12%	13%	9%	8%	13%	12%	11%	9%	11%	7%	11%	10%	13%	11%	10%
						d	d											f		
7	(7.0)	259	142	116	-	90	75	62	32	13	29	33	35	15	34	41	39	19	142	117
		12%	13%	10%	-	15%	14%	9%	9%	12%	10%	15%	16%	8%	14%	12%	11%	8%	12%	12%
			b			cd	cd					ei	ei		e					
8	(8.0)	276	136	138	2	86	70	72	48	12	44	27	26	21	37	45	38	25	155	121
		13%	13%	12%	25%	14%	13%	11%	14%	11%	15%	13%	12%	11%	15%	13%	11%	11%	13%	12%
9	(9.0)	126	64	63	-	36	34	27	29	4	18	9	16	9	9	20	33	8	72	54
		6%	6%	6%	-	6%	6%	4%	8%	3%	6%	4%	7%	5%	4%	6%	9%	3%	6%	6%
									c								cfi			
10 - Very positive	(10.0)	166	99	67	-	39	45	48	33	7	20	14	18	17	17	21	34	18	80	86
		8%	9%	6%	-	6%	8%	7%	9%	6%	7%	7%	8%	9%	7%	6%	10%	8%	7%	9%
			b																	
Don't know		14	6	8	-	7	4	3	-	-	-	1	2	2	1	6	1	2	5	9
		1%	1%	1%	-	1%	1%	*	-	-	-	*	1%	1%	1%	2%	*	1%	*	1%
															bh					
Net: Positive		826	441	383	2	251	223	209	143	35	111	83	96	62	97	128	145	70	450	377
		38%	41%	34%	25%	41%	42%	31%	40%	32%	39%	39%	42%	33%	40%	38%	41%	31%	37%	39%
			b			c	c		c				ei				i			

Impact of language on public attitudes to ageing

Q1_3. Pensioner: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	933	439	488	5	261	235	297	140	52	122	97	87	91	94	137	136	116	523	410
	43%	41%	44%	63%	42%	44%	44%	39%	48%	43%	46%	38%	48%	39%	41%	38%	52%	43%	42%
													dh				bdfgh		
Net: Negative	411	177	232	1	98	71	169	73	22	54	32	42	34	50	66	76	36	230	181
	19%	17%	21%	13%	16%	13%	25%	21%	20%	19%	15%	19%	18%	21%	20%	21%	16%	19%	19%
			a				ab	b											
Median 1	5	6	5	5	6	6	5	5	5	6	6	6	5	5	6	6	5	5	5
Base for stats	2171	1057	1103	8	610	529	675	356	110	287	213	224	187	241	330	357	222	1203	968
Mean Score	5.66	5.89	5.45	5.25	5.87	6.01	5.18	5.70	5.36	5.67	5.74	5.79	5.62	5.59	5.68	5.73	5.57	5.63	5.70
		b			c	c		c											
Standard Deviation	2.522	2.472	2.552	2.252	2.274	2.336	2.676	2.754	2.507	2.562	2.370	2.547	2.463	2.551	2.410	2.738	2.433	2.479	2.575
Standard Error	.054	.077	.076	.796	.088	.101	.104	.156	.247	.151	.161	.164	.176	.179	.127	.148	.165	.069	.087
Error variance	*	.01	.01	.63	.01	.01	.01	.02	.06	.02	.03	.03	.03	.03	.02	.02	.03	*	.01

Impact of language on public attitudes to ageing

Q1_3. Pensioner: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	80	75	6	79	1	33	46	38	42	45	35	61	19	14	14	52	49	31
		4%	4%	2%	4%	2%	5%	3%	4%	4%	3%	5%	4%	3%	2%	2%	7%	4%	3%
			b				b					ad				ab			
1	(1.0)	63	53	9	60	3	25	37	35	26	34	27	40	22	24	9	29	42	21
		3%	3%	3%	3%	4%	4%	2%	3%	2%	2%	4%	3%	3%	3%	1%	4%	3%	2%
							b					a			b		b		
2	(2.0)	118	95	23	115	3	34	82	60	57	79	38	82	35	40	27	50	61	57
		5%	5%	7%	5%	5%	6%	5%	6%	5%	5%	5%	6%	5%	5%	4%	7%	5%	6%
																	b		
3	(3.0)	151	126	24	148	3	39	108	73	76	98	51	96	53	56	43	50	71	79
		7%	7%	7%	7%	4%	6%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	6%	8%
																			a
4	(4.0)	167	141	26	161	6	45	119	74	92	107	59	93	72	73	45	48	86	80
		8%	8%	8%	8%	9%	7%	8%	7%	8%	7%	8%	6%	10%	9%	7%	7%	7%	8%
														ac	c				
5 - Neutral	(5.0)	533	467	66	518	15	152	372	230	296	359	167	340	187	191	146	191	315	211
		24%	25%	20%	24%	24%	25%	24%	22%	26%	25%	24%	24%	26%	25%	22%	26%	26%	22%
			b							a								b	
6	(6.0)	233	200	33	225	8	62	167	113	114	159	72	147	83	78	83	67	123	109
		11%	11%	10%	11%	13%	10%	11%	11%	10%	11%	10%	10%	11%	10%	13%	9%	10%	11%
																c			
7	(7.0)	259	215	43	252	6	56	201	125	131	180	78	170	85	104	90	63	144	113
		12%	12%	13%	12%	10%	9%	13%	12%	12%	12%	11%	12%	12%	13%	14%	9%	12%	12%
								a							c	c			
8	(8.0)	276	228	48	265	11	73	198	134	139	186	88	180	93	107	93	75	138	136
		13%	12%	15%	12%	17%	12%	13%	13%	12%	13%	12%	13%	13%	14%	14%	10%	11%	14%
															c	c			a
9	(9.0)	126	100	27	123	4	34	92	64	61	85	41	93	33	31	46	48	79	47
		6%	5%	8%	6%	6%	6%	6%	6%	5%	6%	6%	6%	5%	4%	7%	7%	7%	5%
				a											a	a			
10 - Very positive	(10.0)	166	142	24	164	2	52	112	72	90	117	49	126	39	49	56	60	101	64
		8%	8%	7%	8%	3%	9%	7%	7%	8%	8%	7%	9%	5%	6%	8%	8%	8%	7%
											d		d						
Don't know		14	10	4	12	3	5	9	8	6	7	6	10	3	10	4	1	5	8
		1%	1%	1%	1%	4%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	*	*	1%
						a									c				

Impact of language on public attitudes to ageing

Q1_3. Pensioner: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Positive	826 38%	685 37%	142 43% a	804 38%	23 35%	215 35%	603 39%	395 38%	421 37%	568 39% d	256 36%	570 40% d	250 35%	290 37%	284 43% ac	247 34%	463 38%	360 38%
Net: Neutral	933 43%	809 44% b	124 37%	904 43%	29 45%	259 43%	658 43%	416 41%	502 44%	625 43%	297 42%	580 40%	341 47% bc	342 44%	274 42%	306 42%	523 43%	400 42%
Net: Negative	411 19%	349 19%	62 19%	402 19%	10 15%	130 21% b	273 18%	206 20%	202 18%	257 18%	151 21% a	278 19%	129 18%	134 17%	93 14%	180 25% ab	223 18%	187 20%
Median 1	5	5	6	5	5	5	6	5	5	6	5	6	5	5	6	5	5	5
Base for stats	2171	1843	327	2110	61	604	1534	1017	1125	1450	703	1429	720	766	651	733	1209	948
Mean Score	5.66	5.63	5.86	5.66	5.66	5.50	5.74 a	5.64	5.67	5.76 b	5.49	5.73 b	5.55 c	5.65 c	6.05 ac	5.33	5.68	5.64
Standard Deviation	2.522	2.525	2.496	2.527	2.341	2.688	2.453	2.557	2.494	2.479	2.614	2.609	2.349	2.353	2.364	2.777	2.572	2.467
Standard Error	.054	.062	.112	.056	.221	.109	.063	.080	.075	.065	.099	.070	.086	.083	.092	.106	.076	.078
Error variance	*	*	.01	*	.05	.01	*	.01	.01	*	.01	*	.01	.01	.01	.01	.01	.01

Impact of language on public attitudes to ageing

Q1_3. Pensioner: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	80	47	5	-	-	29	18	52	10	15	47	15	3	39	19	21	32	13	29
		4%	3%	4%	-	-	6%	2%	5%	3%	2%	4%	4%	9%	11%	2%	2%	7%	2%	3%
						acd			a			a		bc			bc			
1	(1.0)	63	41	4	1	3	14	25	29	6	18	31	12	2	18	24	18	18	18	24
		3%	3%	3%	1%	5%	3%	3%	3%	2%	3%	3%	3%	6%	5%	3%	2%	4%	2%	3%
						ce								c						
2	(2.0)	118	85	8	2	2	20	48	57	13	36	57	23	1	29	29	55	32	35	50
		5%	6%	7%	3%	3%	4%	6%	6%	4%	5%	5%	6%	3%	8%	4%	6%	7%	5%	6%
														b						
3	(3.0)	151	101	9	3	5	33	67	67	16	53	72	23	2	26	74	50	35	63	47
		7%	7%	7%	4%	6%	7%	8%	7%	5%	8%	7%	6%	6%	7%	10%	5%	8%	8%	5%
								c							c		c			
4	(4.0)	167	117	11	2	9	27	75	64	26	57	85	23	2	25	72	64	37	62	63
		8%	8%	9%	3%	12%	6%	9%	6%	8%	8%	8%	6%	6%	7%	9%	6%	8%	8%	7%
						ce		b							c					
5 - Neutral	(5.0)	533	338	36	22	19	117	181	248	99	161	267	94	9	90	244	172	102	222	164
		24%	23%	30%	29%	25%	25%	22%	24%	29%	24%	25%	24%	25%	26%	32%	17%	22%	30%	19%
								a						c	ac		ac			
6	(6.0)	233	175	11	8	5	34	98	96	38	78	111	41	3	27	88	114	37	94	97
		11%	12%	9%	11%	7%	7%	12%	9%	11%	12%	10%	11%	8%	8%	11%	11%	8%	13%	11%
			e															a		
7	(7.0)	259	173	15	14	14	42	94	116	44	91	129	34	4	27	90	140	59	78	114
		12%	12%	13%	19%	19%	9%	12%	11%	13%	13%	12%	9%	12%	8%	12%	14%	13%	11%	13%
					e	ae					c				a	a				
8	(8.0)	276	192	10	7	8	59	106	132	38	81	130	60	5	38	83	149	62	88	117
		13%	13%	9%	9%	11%	13%	13%	13%	11%	12%	12%	15%	15%	11%	11%	15%	13%	12%	13%
														b						
9	(9.0)	126	77	4	6	4	35	38	62	24	37	60	28	1	10	16	99	18	23	82
		6%	5%	3%	8%	6%	8%	5%	6%	7%	5%	6%	7%	3%	3%	2%	10%	4%	3%	9%
														ab			ab			ab
10 - Very positive	(10.0)	166	98	6	9	4	47	57	88	19	47	85	30	3	20	25	116	35	37	89
		8%	7%	5%	12%	6%	10%	7%	9%	6%	7%	8%	8%	7%	6%	3%	12%	7%	5%	10%
					a									ab		ab		b		

Impact of language on public attitudes to ageing

Q1_3. Pensioner: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	14	11	2	-	1	-	5	5	4	6	6	2	-	1	3	9	2	3	6
	1%	1%	1%	-	1%	-	1%	1%	1%	1%	1%	*	-	*	*	1%	*	*	1%
Net: Positive	826	539	36	36	30	184	294	398	126	256	404	151	13	95	215	504	173	226	402
	38%	37%	30%	48%	41%	40%	36%	39%	37%	38%	37%	39%	37%	27%	28%	50%	37%	31%	46%
				ab		b										ab	b		ab
Net: Neutral	933	629	58	33	33	178	354	408	163	296	463	159	14	142	404	350	175	378	324
	43%	43%	48%	44%	45%	39%	44%	40%	48%	43%	43%	41%	39%	41%	53%	35%	38%	51%	37%
								b						c	ac			ac	
Net: Negative	411	273	26	6	10	96	158	205	45	122	207	74	9	111	147	144	117	129	150
	19%	19%	21%	8%	14%	21%	19%	20%	13%	18%	19%	19%	24%	32%	19%	14%	25%	18%	17%
		c	c			c	c	c						bc	c		bc		
Median 1	5	5	5	6	5	5	5	5	5	5	5	6	5	5	5	7	5	5	6
Base for stats	2171	1441	119	75	74	458	807	1011	334	674	1073	384	36	347	765	998	465	733	876
Mean Score	5.66	5.64	5.23	6.44	5.78	5.69	5.61	5.66	5.79	5.70	5.62	5.75	5.26	4.74	5.27	6.32	5.32	5.49	6.03
				abde											a	ab			ab
Standard Deviation	2.522	2.468	2.396	2.152	2.235	2.785	2.435	2.656	2.296	2.396	2.559	2.600	2.853	2.819	2.144	2.523	2.737	2.209	2.626
Standard Error	.054	.065	.203	.238	.227	.137	.084	.086	.122	.089	.079	.137	.482	.151	.078	.080	.129	.082	.088
Error variance	*	*	.04	.06	.05	.02	.01	.01	.01	.01	.01	.02	.23	.02	.01	.01	.02	.01	.01

Impact of language on public attitudes to ageing

Q1_3. Pensioner: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
	Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726	
Total	2185	1208	629	282	713	1404	373	1741	348	1749	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very negative	(0.0)	80	57	15	6	17	62	4	75	5	74
		4%	5%	2%	2%	2%	4%	1%	4%	2%	4%
			bc			a	a				a
1	(1.0)	63	43	12	5	19	42	8	53	11	50
		3%	4%	2%	2%	3%	3%	2%	3%	3%	3%
2	(2.0)	118	80	21	17	38	80	20	95	21	95
		5%	7%	3%	6%	5%	6%	5%	5%	6%	5%
			b								
3	(3.0)	151	89	45	13	42	109	29	120	22	123
		7%	7%	7%	5%	6%	8%	8%	7%	6%	7%
4	(4.0)	167	99	46	18	55	102	34	128	35	126
		8%	8%	7%	7%	8%	7%	9%	7%	10%	7%
5 - Neutral	(5.0)	533	262	189	56	176	325	86	415	67	424
		24%	22%	30%	20%	25%	23%	23%	24%	19%	24%
				ac							a
6	(6.0)	233	135	57	36	81	151	39	191	49	179
		11%	11%	9%	13%	11%	11%	11%	11%	14%	10%
										b	
7	(7.0)	259	141	77	34	85	170	45	205	41	210
		12%	12%	12%	12%	12%	12%	12%	12%	12%	12%
8	(8.0)	276	145	79	46	83	184	46	223	38	232
		13%	12%	13%	16%	12%	13%	12%	13%	11%	13%
					a						
9	(9.0)	126	59	37	25	43	79	30	94	27	96
		6%	5%	6%	9%	6%	6%	8%	5%	8%	5%
					a			b			
10 - Very positive	(10.0)	166	94	45	23	69	95	31	134	28	134
		8%	8%	7%	8%	10%	7%	8%	8%	8%	8%
						b					

Impact of language on public attitudes to ageing

Q1_3. Pensioner: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	14	6	6	1	5	5	2	7	4	7
	1%	*	1%	*	1%	*	*	*	1%	*
Net: Positive	826	438	239	129	280	528	151	656	134	671
	38%	36%	38%	46% ab	39%	38%	41%	38%	39%	38%
Net: Neutral	933	496	291	111	312	578	159	734	151	729
	43%	41%	46% ac	39%	44%	41%	43%	42%	43%	42%
Net: Negative	411	269	93	41	116	293	61	343	60	342
	19%	22% bc	15%	15%	16%	21% a	16%	20%	17%	20%
Median 1	5	5	5	6	6	5	6	5	6	5
Base for stats	2171	1202	623	281	708	1399	371	1734	345	1742
Mean Score	5.66	5.48	5.81	6.11	5.85	5.57	5.90	5.62	5.81	5.64
			a	a		b		b		
Standard Deviation	2.522	2.625	2.331	2.445	2.489	2.559	2.404	2.563	2.465	2.557
Standard Error	.054	.076	.094	.147	.094	.068	.123	.062	.128	.062
Error variance	*	.01	.01	.02	.01	*	.02	*	.02	*

Impact of language on public attitudes to ageing

Q1_4. Elderly: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	85	24	62	-	8	10	45	23	4	8	8	11	8	6	7	23	12	49	37
		4%	2%	6%	-	1%	2%	7%	6%	3%	3%	4%	5%	4%	3%	2%	6%	5%	4%	4%
				a			ab	ab								bg	g			
1	(1.0)	90	27	63	-	11	8	51	20	4	12	5	10	6	14	13	15	10	54	37
		4%	3%	6%	-	2%	2%	7%	6%	4%	4%	2%	4%	3%	6%	4%	4%	5%	4%	4%
				a			ab	ab												
2	(2.0)	130	57	72	1	20	32	52	26	6	14	15	13	12	16	22	18	15	84	46
		6%	5%	6%	13%	3%	6%	8%	7%	6%	5%	7%	6%	7%	6%	6%	5%	7%	7%	5%
							a	a	a										b	
3	(3.0)	176	82	93	-	52	40	56	28	10	15	13	15	19	18	33	33	20	115	60
		8%	8%	8%	-	8%	7%	8%	8%	10%	5%	6%	7%	10%	8%	10%	9%	9%	10%	6%
															b			b		
4	(4.0)	189	95	94	1	36	46	76	31	15	28	25	13	22	13	26	31	17	102	87
		9%	9%	8%	13%	6%	9%	11%	9%	14%	10%	12%	6%	12%	5%	8%	9%	7%	8%	9%
								a		df		df		df						
5 - Neutral	(5.0)	478	250	223	3	137	107	160	74	26	69	42	40	39	67	72	76	46	253	224
		22%	24%	20%	38%	22%	20%	24%	21%	24%	24%	20%	18%	21%	28%	21%	21%	21%	21%	23%
														cd						
6	(6.0)	197	102	94	1	53	60	61	23	11	28	20	19	15	15	31	29	29	116	81
		9%	10%	8%	13%	9%	11%	9%	7%	10%	10%	9%	9%	8%	6%	9%	8%	13%	10%	8%
							d										f			
7	(7.0)	260	141	119	1	99	66	55	40	14	33	29	39	17	27	37	40	25	135	125
		12%	13%	11%	13%	16%	12%	8%	11%	13%	11%	13%	17%	9%	11%	11%	11%	11%	11%	13%
						cd	c					egh								
8	(8.0)	261	130	130	1	94	68	59	40	14	37	30	27	23	31	40	37	21	137	125
		12%	12%	12%	13%	15%	13%	9%	11%	13%	13%	14%	12%	12%	13%	12%	10%	10%	11%	13%
						c	c													
9	(9.0)	126	62	64	-	49	34	24	19	1	20	7	13	12	9	26	28	10	72	54
		6%	6%	6%	-	8%	6%	4%	5%	1%	7%	3%	6%	6%	4%	8%	8%	4%	6%	5%
						c	c				a		a	a	ac	acf				
10 - Very positive	(10.0)	182	92	90	-	54	59	37	33	5	21	20	24	15	24	28	27	19	87	95
		8%	9%	8%	-	9%	11%	5%	9%	4%	7%	9%	11%	8%	10%	8%	8%	8%	7%	10%
						c	c		c										a	
Don't know		11	3	8	-	5	3	2	-	-	3	-	1	1	1	3	1	-	4	7
		*	*	1%	-	1%	1%	*	-	-	1%	-	1%	1%	1%	1%	*	-	*	1%
Net: Positive		830	424	404	2	296	227	176	131	33	111	86	104	67	91	131	132	75	432	398
		38%	40%	36%	25%	48%	42%	26%	37%	31%	39%	40%	46%	35%	37%	39%	37%	33%	36%	41%
						cd	c		c			aehi							a	

Impact of language on public attitudes to ageing

Q1_4. Elderly: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	863	447	411	5	226	213	296	128	52	125	87	73	76	96	129	135	92	471	393
	40%	42%	37%	63%	37%	40%	44%	36%	47%	43%	41%	32%	40%	39%	38%	38%	41%	39%	40%
		b					ad		d	d									
Net: Negative	481	190	289	1	91	90	204	96	25	48	41	48	45	55	73	89	57	301	179
	22%	18%	26%	13%	15%	17%	30%	27%	22%	17%	19%	21%	24%	23%	22%	25%	26%	25%	18%
		a					ab									b	b	b	
Median 1	5	5	5	5	6	6	5	5	5	5	5	6	5	5	5	5	5	5	5
Base for stats	2174	1060	1104	8	612	530	676	356	110	284	213	225	188	241	333	357	224	1204	971
Mean Score	5.55	5.78	5.34	5.25	6.17	5.98	4.79	5.29	5.16	5.73	5.66	5.80	5.43	5.54	5.69	5.40	5.32	5.40	5.74
		b			cd	cd	c		a	a		a						a	
Standard Deviation	2.639	2.466	2.787	1.832	2.351	2.501	2.671	2.855	2.339	2.510	2.585	2.753	2.662	2.649	2.584	2.772	2.694	2.647	2.619
Standard Error	.057	.076	.083	.648	.091	.108	.104	.161	.231	.148	.175	.177	.190	.185	.136	.150	.182	.073	.088
Error variance	*	.01	.01	.42	.01	.01	.01	.03	.05	.02	.03	.03	.04	.03	.02	.02	.03	.01	.01

Impact of language on public attitudes to ageing

Q1_4. Elderly: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	85	80	6	84	2	32	52	43	43	50	35	66	19	17	13	55	55	30
		4%	4%	2%	4%	3%	5%	3%	4%	4%	3%	5%	5%	3%	2%	2%	8%	5%	3%
			b				b				d	d				ab			
1	(1.0)	90	85	5	88	2	37	53	58	32	58	32	70	19	32	8	50	48	42
		4%	5%	2%	4%	4%	6%	3%	6%	3%	4%	4%	5%	3%	4%	1%	7%	4%	4%
			b				b		b			d			b		ab		
2	(2.0)	130	114	15	128	2	39	89	57	72	84	46	95	35	36	37	56	74	55
		6%	6%	5%	6%	3%	6%	6%	6%	6%	6%	6%	7%	5%	5%	6%	8%	6%	6%
																	a		
3	(3.0)	176	148	27	170	6	50	123	85	89	114	61	108	67	53	59	62	91	82
		8%	8%	8%	8%	9%	8%	8%	8%	8%	8%	9%	7%	9%	7%	9%	8%	8%	9%
4	(4.0)	189	169	20	183	7	60	125	99	88	127	60	132	55	68	53	69	112	77
		9%	9%	6%	9%	11%	10%	8%	10%	8%	9%	8%	9%	8%	9%	8%	9%	9%	8%
			b																
5 - Neutral	(5.0)	478	412	65	466	11	126	341	222	245	319	151	292	178	196	115	160	281	193
		22%	22%	20%	22%	18%	21%	22%	22%	22%	22%	21%	20%	25%	25%	18%	22%	23%	20%
														c	b				
6	(6.0)	197	161	35	187	9	37	159	82	114	136	58	121	70	69	59	66	105	91
		9%	9%	11%	9%	15%	6%	10%	8%	10%	9%	8%	8%	10%	9%	9%	9%	9%	10%
						a		a											
7	(7.0)	260	217	44	251	9	71	185	125	132	178	81	169	91	105	88	65	121	137
		12%	12%	13%	12%	15%	12%	12%	12%	12%	12%	11%	12%	13%	14%	13%	9%	10%	14%
															c	c		a	
8	(8.0)	261	213	48	255	7	61	198	119	135	172	90	160	98	81	110	69	151	111
		12%	12%	15%	12%	11%	10%	13%	12%	12%	12%	13%	11%	14%	10%	17%	9%	12%	12%
															ac				
9	(9.0)	126	98	28	121	5	29	95	52	72	86	40	83	42	53	43	29	68	58
		6%	5%	8%	6%	7%	5%	6%	5%	6%	6%	6%	6%	6%	7%	7%	4%	6%	6%
				a										c	c				
10 - Very positive	(10.0)	182	147	36	179	3	65	116	78	103	128	53	133	48	61	66	52	102	76
		8%	8%	11%	8%	5%	11%	8%	8%	9%	9%	7%	9%	7%	8%	10%	7%	8%	8%
				a			b						d		c				
Don't know		11	9	2	10	*	3	6	6	4	6	4	8	1	5	4	2	7	3
		*	*	1%	*	1%	1%	*	1%	*	*	1%	1%	*	1%	1%	*	1%	*
Net: Positive		830	675	155	806	24	225	594	374	443	564	264	546	279	300	307	214	441	382
		38%	36%	47%	38%	37%	37%	39%	36%	39%	39%	37%	38%	39%	39%	47%	29%	36%	40%
				a										c	ac				

Impact of language on public attitudes to ageing

Q1_4. Elderly: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	863 40%	743 40%	121 36%	836 39%	28 43%	223 37%	626 41%	402 39%	447 40%	581 40%	268 38%	545 38%	303 42%	333 43%	227 35%	294 40%	498 41%	361 38%
Net: Negative	481 22%	427 23%	53 16%	469 22%	12 19%	157 26%	317 21%	242 24%	236 21%	307 21%	174 24%	339 24%	140 19%	138 18%	117 18%	223 30%	268 22%	210 22%
Median 1	5	5	6	5	6	5	5	5	5	5	5	5	5	5	6	5	5	5
Base for stats	2174	1845	329	2111	63	606	1537	1019	1126	1451	706	1430	722	771	651	732	1207	952
Mean Score	5.55	5.44	6.18	5.55	5.62	5.36	5.63	5.39	5.68	5.62	5.41	5.49	5.67	5.71	6.06	4.92	5.49	5.61
			a				a		a					c	ac			
Standard Deviation	2.639	2.653	2.477	2.647	2.403	2.837	2.558	2.662	2.624	2.619	2.699	2.744	2.438	2.482	2.507	2.793	2.666	2.603
Standard Error	.057	.065	.110	.058	.223	.115	.065	.083	.079	.069	.102	.073	.089	.088	.097	.107	.079	.082
Error variance	*	*	.01	*	.05	.01	*	.01	.01	*	.01	.01	.01	.01	.01	.01	.01	.01

Impact of language on public attitudes to ageing

Q1_4. Elderly: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	85	54	2	1	1	27	26	50	10	20	45	18	2	39	21	25	33	20	30
		4%	4%	2%	1%	2%	6% ab	3%	5%	3%	3%	4%	5%	7%	11% bc	3%	2%	7% bc	3%	3%
1	(1.0)	90	50	4	1	2	33	28	50	12	24	41	20	5	24	35	26	24	26	35
		4%	3%	4%	1%	3%	7% ac	3%	5%	3%	4%	4%	5%	13% ab	7% c	4% c	3%	5% 5%	4% 4%	4% 4%
2	(2.0)	130	78	9	2	2	38	56	66	8	36	66	27	1	33	54	39	38	43	43
		6%	5%	8%	2%	3%	8% a	7% c	6% c	2%	5%	6%	7%	3%	10% c	7% c	4%	8% c	6% 6%	5% 5%
3	(3.0)	176	128	11	3	3	30	73	78	23	57	81	35	2	28	85	59	40	67	62
		8%	9%	9%	4%	4%	7%	9%	8%	7%	8%	8%	9%	7%	8%	11% c	6%	9% 9%	9% 9%	7% 7%
4	(4.0)	189	131	9	5	5	39	85	87	17	57	101	32	-	32	71	83	45	64	70
		9%	9%	7%	7%	6%	9%	10% c	9% c	5%	8%	9%	8%	-	9%	9%	8%	10% 10%	9% 9%	8% 8%
5 - Neutral	(5.0)	478	321	37	17	12	89	170	222	82	159	236	73	9	64	216	174	97	191	148
		22%	22%	30% ade	22%	16%	19%	21%	22%	24%	23%	22%	19%	24%	18% 18%	28% ac	17% ac	21% 21%	26% ac	17% 17%
6	(6.0)	197	120	9	12	11	44	79	80	34	65	87	41	4	21	72	98	45	81	67
		9%	8%	8%	16% a	14% a	10%	10%	8%	10%	9%	8%	11%	11%	6% 6%	9% 9%	10% a	10% 10%	11% c	8% 8%
7	(7.0)	260	180	11	7	11	51	99	121	37	79	145	33	3	25	76	153	44	76	135
		12%	12%	9%	10%	15%	11%	12%	12%	11%	12%	13% c	9%	8%	7% 7%	10% 10%	15% ab	9% 9%	10% 10%	15% ab
8	(8.0)	261	178	11	14	12	45	94	115	50	79	131	48	3	39	72	150	46	84	129
		12%	12%	9%	19% be	17% 17%	10%	12%	11%	15%	12%	12%	12%	7%	11% 11%	9% 9%	15% b	10% 10%	11% 11%	15% a
9	(9.0)	126	85	6	5	8	22	45	55	26	49	59	14	4	14	31	78	19	40	63
		6%	6%	5%	7% 7%	10% e	5%	5%	8%	8%	7% c	6% 6%	4%	10%	4% 4%	4% 4%	8% ab	4% 4%	5% 5%	7% a
10 - Very positive	(10.0)	182	118	11	6	6	39	55	87	38	51	82	45	3	29	34	116	33	43	98
		8%	8%	9%	8% 8%	9% 9%	9%	7% 7%	9% 9%	11% a	8% 8%	8% 8%	12% ab	9%	8% 8%	4% 4%	12% b	7% 7%	6% 6%	11% ab

Impact of language on public attitudes to ageing

Q1_4. Elderly: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	11	9	*	1	-	-	4	5	2	4	6	1	-	-	3	6	2	2	4
	*	1%	*	2%	-	-	*	*	1%	1%	1%	*	-	-	*	1%	*	*	*
				e															
Net: Positive	830	561	39	33	37	157	293	379	150	258	417	139	13	106	213	497	142	243	424
	38%	39%	32%	44%	50%	34%	36%	37%	44%	38%	39%	36%	35%	31%	28%	49%	31%	33%	48%
				abe					ab							ab			ab
Net: Neutral	863	572	55	34	28	173	334	389	133	281	423	146	13	117	359	355	186	336	284
	40%	39%	45%	45%	37%	38%	41%	38%	39%	41%	39%	38%	35%	34%	47%	35%	40%	46%	32%
															ac		c	c	
Net: Negative	481	310	27	7	9	128	182	243	53	138	233	99	11	124	194	149	136	155	170
	22%	21%	22%	9%	12%	28%	22%	24%	16%	20%	22%	26%	30%	36%	25%	15%	29%	21%	19%
		cd	cd			acd	c	c				a		bc	c		bc		
Median 1	5	5	5	6	7	5	5	5	6	5	5	5	5	5	5	6	5	5	6
Base for stats	2174	1443	120	74	74	458	808	1011	336	677	1073	384	36	348	766	1001	465	735	878
Mean Score	5.55	5.59	5.47	6.31	6.32	5.18	5.47	5.43	6.10	5.64	5.53	5.46	5.28	4.73	5.12	6.20	5.02	5.45	5.97
		e		abe	abe				ab						a	ab		a	ab
Standard Deviation	2.639	2.600	2.514	2.188	2.403	2.837	2.540	2.725	2.562	2.548	2.615	2.815	3.100	3.034	2.377	2.545	2.766	2.431	2.703
Standard Error	.057	.069	.212	.243	.243	.139	.087	.088	.135	.094	.081	.149	.524	.163	.086	.080	.130	.090	.090
Error variance	*	*	.04	.06	.06	.02	.01	.01	.02	.01	.01	.02	.27	.03	.01	.01	.02	.01	.01

Impact of language on public attitudes to ageing

Q1_4. Elderly: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185	1208	629	282	713	1404	373	1741	348	1749
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	85	59	21	5	22	64	9	76	8	76
		4%	5%	3%	2%	3%	5%	2%	4%	2%	4%
			c								
1	(1.0)	90	66	16	7	22	68	3	87	7	82
		4%	5%	3%	3%	3%	5%	1%	5%	2%	5%
			bc						a		a
2	(2.0)	130	90	24	16	32	96	16	109	19	108
		6%	7%	4%	6%	5%	7%	4%	6%	5%	6%
			b				a				
3	(3.0)	176	100	50	19	56	118	30	140	27	141
		8%	8%	8%	7%	8%	8%	8%	8%	8%	8%
4	(4.0)	189	120	47	19	72	115	32	157	37	147
		9%	10%	7%	7%	10%	8%	9%	9%	11%	8%
5 - Neutral	(5.0)	478	225	170	57	170	271	82	362	67	373
		22%	19%	27%	20%	24%	19%	22%	21%	19%	21%
				ac		b					
6	(6.0)	197	101	56	35	62	132	27	167	31	163
		9%	8%	9%	12%	9%	9%	7%	10%	9%	9%
				a							
7	(7.0)	260	133	78	45	87	168	59	196	48	204
		12%	11%	12%	16%	12%	12%	16%	11%	14%	12%
				a				b			
8	(8.0)	261	145	71	36	83	173	49	206	46	205
		12%	12%	11%	13%	12%	12%	13%	12%	13%	12%
9	(9.0)	126	73	34	19	37	84	31	94	22	99
		6%	6%	5%	7%	5%	6%	8%	5%	6%	6%
								b			
10 - Very positive	(10.0)	182	93	60	23	67	111	35	143	34	146
		8%	8%	10%	8%	9%	8%	9%	8%	10%	8%

Impact of language on public attitudes to ageing

Q1_4. Elderly: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	11	6	3	1	3	2	-	4	2	3
	*	*	*	*	*	*	-	*	*	*
Net: Positive	830	443	242	123	274	536	174	639	151	654
	38%	37%	39%	44%	38%	38%	47%	37%	43%	37%
			a				b		b	
Net: Neutral	863	445	274	111	304	519	142	686	135	684
	40%	37%	44%	39%	43%	37%	38%	39%	39%	39%
			a		b					
Net: Negative	481	314	110	47	132	346	57	412	61	408
	22%	26%	18%	17%	19%	25%	15%	24%	18%	23%
		bc				a		a		a
Median 1	5	5	5	6	5	5	6	5	6	5
Base for stats	2174	1203	626	281	710	1402	373	1737	347	1746
Mean Score	5.55	5.34	5.76	5.95	5.69	5.46	6.07	5.45	5.89	5.49
			a	a			b		b	
Standard Deviation	2.639	2.757	2.502	2.412	2.538	2.715	2.436	2.686	2.519	2.682
Standard Error	.057	.079	.100	.145	.095	.072	.124	.065	.131	.065
Error variance	*	.01	.01	.02	.01	.01	.02	*	.02	*

Impact of language on public attitudes to ageing

Q1_5. Senior: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	40	12	27	-	6	10	18	6	3	4	3	7	3	4	5	7	4	22	18
		2%	1%	2%	-	1%	2%	3%	2%	3%	1%	2%	3%	1%	2%	2%	2%	2%	2%	2%
				a			a													
1	(1.0)	33	10	21	1	9	4	16	4	1	5	2	2	4	1	9	5	4	19	14
		1%	1%	2%	13%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	3%	2%	2%	2%	1%
								b												
2	(2.0)	74	24	50	-	24	15	25	10	7	7	4	4	5	12	12	16	10	40	34
		3%	2%	5%	-	4%	3%	4%	3%	6%	2%	2%	2%	3%	5%	4%	4%	4%	3%	4%
				a						d										
3	(3.0)	111	54	56	-	33	29	37	12	9	15	5	13	8	14	20	17	10	61	50
		5%	5%	5%	-	5%	5%	5%	3%	8%	5%	3%	6%	4%	6%	6%	5%	4%	5%	5%
										c										
4	(4.0)	94	49	45	-	23	22	37	12	5	9	11	11	9	5	19	12	12	55	39
		4%	5%	4%	-	4%	4%	5%	4%	4%	3%	5%	5%	5%	2%	6%	3%	6%	5%	4%
															f					
5 - Neutral	(5.0)	498	245	247	4	125	124	176	72	26	64	48	37	46	59	80	82	56	272	226
		23%	23%	22%	50%	20%	23%	26%	20%	23%	22%	23%	16%	24%	24%	24%	23%	25%	23%	23%
								a						d	d	d	d	d		
6	(6.0)	255	127	127	1	82	65	70	38	10	41	21	28	21	27	38	38	30	143	112
		12%	12%	11%	13%	13%	12%	10%	11%	9%	14%	10%	13%	11%	11%	11%	11%	13%	12%	11%
7	(7.0)	308	144	165	-	96	82	91	40	14	43	44	28	23	38	44	42	32	174	135
		14%	14%	15%	-	15%	15%	13%	11%	13%	15%	21%	13%	12%	16%	13%	12%	14%	14%	14%
											degh									
8	(8.0)	366	179	185	2	111	101	94	59	21	47	37	45	35	45	50	54	31	207	159
		17%	17%	17%	25%	18%	19%	14%	17%	20%	16%	17%	20%	18%	18%	15%	15%	14%	17%	16%
						c														
9	(9.0)	162	89	72	-	46	32	38	46	5	20	21	22	13	11	27	34	10	101	61
		7%	8%	7%	-	7%	6%	6%	13%	5%	7%	10%	10%	7%	4%	8%	10%	4%	8%	6%
									abc			fi	fi				fi			
10 - Very positive	(10.0)	233	124	109	-	57	45	74	56	8	33	16	27	22	24	28	46	27	111	122
		11%	12%	10%	-	9%	8%	11%	16%	8%	11%	7%	12%	12%	10%	8%	13%	12%	9%	12%
								abc									c			a
Don't know		12	4	8	-	5	4	3	-	1	-	-	2	1	3	2	3	-	4	8
		1%	*	1%	-	1%	1%	*	-	1%	-	-	1%	1%	1%	1%	1%	-	*	1%
Net: Positive		1068	536	530	2	309	261	297	201	49	142	119	122	93	117	150	177	99	592	477
		49%	50%	48%	25%	50%	49%	44%	56%	45%	50%	56%	54%	49%	48%	45%	49%	44%	49%	49%
						c			bc			gi	gi							

Impact of language on public attitudes to ageing

Q1_5. Senior: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	847	422	419	5	231	210	282	123	41	114	80	76	76	91	137	133	99	470	377
	39%	40%	38%	63%	37%	39%	42%	35%	37%	40%	38%	34%	40%	38%	41%	37%	44%	39%	39%
							d										d		
Net: Negative	258	101	154	1	72	58	95	32	19	31	14	26	20	31	46	44	26	142	116
	12%	10%	14%	13%	12%	11%	14%	9%	17%	11%	7%	11%	11%	13%	14%	12%	12%	12%	12%
			a				d		c					c	c	c			
Median 1	6	7	6	5	7	6	6	7	6	6	7	7	6	6	6	6	6	6	6
Base for stats	2173	1059	1104	8	612	530	675	356	109	287	213	224	188	240	334	354	224	1204	969
Mean Score	6.34	6.51	6.19	5.38	6.39	6.32	6.06	6.81	5.98	6.44	6.54	6.57	6.40	6.28	6.11	6.42	6.19	6.32	6.37
		b			c		abc				ag	ag							
Standard Deviation	2.350	2.260	2.426	2.200	2.254	2.229	2.462	2.402	2.428	2.273	2.115	2.431	2.349	2.285	2.385	2.472	2.342	2.321	2.387
Standard Error	.050	.070	.072	.778	.087	.097	.096	.136	.240	.134	.144	.156	.167	.160	.125	.134	.158	.064	.081
Error variance	*	*	.01	.60	.01	.01	.01	.02	.06	.02	.02	.02	.03	.03	.02	.02	.03	*	.01

Impact of language on public attitudes to ageing

Q1_5. Senior: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	40	37	3	38	1	10	29	20	19	26	13	29	11	14	6	18	25	15
		2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%
																	b		
1	(1.0)	33	25	7	30	2	8	22	22	11	19	13	20	13	12	6	14	15	17
		1%	1%	2%	1%	3%	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	1%	2%
									b										
2	(2.0)	74	63	12	71	4	24	50	34	39	48	25	50	23	23	22	28	44	31
		3%	3%	4%	3%	5%	4%	3%	3%	3%	3%	4%	3%	3%	3%	3%	4%	4%	3%
3	(3.0)	111	88	23	107	4	40	68	56	53	71	38	69	38	31	39	39	57	54
		5%	5%	7%	5%	7%	7%	4%	5%	5%	5%	5%	5%	5%	4%	6%	5%	5%	6%
							b												
4	(4.0)	94	79	15	93	1	25	65	46	48	66	28	70	23	35	27	33	46	48
		4%	4%	5%	4%	2%	4%	4%	4%	4%	5%	4%	5%	3%	4%	4%	4%	4%	5%
5 - Neutral	(5.0)	498	435	63	484	14	115	375	214	276	315	175	304	186	198	134	158	287	206
		23%	23%	19%	23%	21%	19%	24%	21%	24%	22%	25%	21%	26%	26%	20%	22%	24%	22%
			b					a					ac	b					
6	(6.0)	255	223	32	248	7	66	185	119	129	177	76	161	92	98	77	79	141	112
		12%	12%	10%	12%	11%	11%	12%	12%	11%	12%	11%	11%	13%	13%	12%	11%	12%	12%
7	(7.0)	308	256	52	298	11	85	219	144	160	210	98	181	128	114	96	99	168	138
		14%	14%	16%	14%	17%	14%	14%	14%	14%	14%	14%	13%	18%	15%	15%	13%	14%	14%
													abc						
8	(8.0)	366	303	62	354	11	101	259	179	183	245	119	255	108	125	127	111	202	162
		17%	16%	19%	17%	18%	17%	17%	17%	16%	17%	17%	18%	15%	16%	19%	15%	17%	17%
															c				
9	(9.0)	162	134	27	158	4	47	115	76	84	105	56	111	49	54	47	59	76	86
		7%	7%	8%	7%	7%	8%	7%	7%	7%	7%	8%	8%	7%	7%	7%	8%	6%	9%
																		a	
10 - Very positive	(10.0)	233	199	33	229	4	84	146	110	121	170	62	181	51	67	69	94	146	83
		11%	11%	10%	11%	6%	14%	9%	11%	11%	12%	9%	13%	7%	9%	11%	13%	12%	9%
							b				bd		bd				a	b	
Don't know		12	10	2	11	1	4	9	5	7	5	5	8	2	4	5	3	8	4
		1%	1%	1%	1%	2%	1%	1%	*	1%	*	1%	1%	*	1%	1%	*	1%	*
Net: Positive		1068	893	175	1039	30	317	739	509	549	730	335	728	336	360	339	363	592	469
		49%	48%	53%	49%	46%	52%	48%	50%	49%	50%	47%	51%	46%	46%	52%	49%	49%	49%
															a				

Impact of language on public attitudes to ageing

Q1_5. Senior: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	847 39%	737 40%	110 33%	825 39%	22 35%	205 34%	626 41%	379 37%	452 40%	557 38%	280 39%	535 37%	301 42%	331 43%	238 36%	270 37%	474 39%	366 38%
Net: Negative	258 12%	213 11%	44 13%	246 12%	11 17%	83 14%	170 11%	132 13%	122 11%	165 11%	89 13%	167 12%	85 12%	81 10%	73 11%	99 14%	141 12%	117 12%
Median 1	6	6	7	6	6	7	6	6	6	7	6	7	6	6	7	6	6	6
Base for stats	2173	1843	330	2110	63	605	1534	1020	1123	1452	705	1430	722	772	650	732	1206	951
Mean Score	6.34	6.33	6.40	6.35	5.99	6.46	6.31	6.32	6.36	6.41	6.23	6.44	6.17	6.25	6.48	6.33	6.36	6.30
Standard Deviation	2.350	2.351	2.352	2.348	2.419	2.467	2.304	2.410	2.306	2.353	2.346	2.417	2.201	2.262	2.256	2.505	2.373	2.328
Standard Error	.050	.058	.105	.052	.226	.100	.059	.075	.069	.062	.089	.065	.080	.080	.088	.096	.070	.073
Error variance	*	*	.01	*	.05	.01	*	.01	*	*	.01	*	.01	.01	.01	.01	*	.01

Impact of language on public attitudes to ageing

Q1_5. Senior: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	40	27	1	1	2	9	11	19	9	8	23	6	2	19	6	14	14	9	13
		2%	2%	1%	1%	2%	2%	1%	2%	3%	1%	2%	1%	7%	5%	1%	1%	3%	1%	2%
														ac	bc			b		
1	(1.0)	33	19	6	*	-	8	15	11	6	10	17	4	1	6	13	12	10	7	12
		1%	1%	5%	1%	-	2%	2%	1%	2%	2%	2%	1%	3%	2%	2%	1%	2%	1%	1%
				ade																
2	(2.0)	74	53	6	1	3	11	25	35	13	26	35	12	2	28	23	22	20	28	23
		3%	4%	5%	2%	4%	2%	3%	3%	4%	4%	3%	3%	5%	8%	3%	2%	4%	4%	3%
															bc					
3	(3.0)	111	80	5	5	4	17	46	51	11	37	48	25	2	25	33	51	25	38	46
		5%	6%	4%	6%	6%	4%	6%	5%	3%	5%	4%	6%	6%	7%	4%	5%	5%	5%	5%
															b					
4	(4.0)	94	73	5	1	3	13	39	42	12	31	43	17	3	21	44	27	24	33	35
		4%	5%	4%	1%	4%	3%	5%	4%	4%	5%	4%	4%	7%	6%	6%	3%	5%	5%	4%
			e												c	c				
5 - Neutral	(5.0)	498	344	35	17	12	87	181	224	89	164	258	69	6	79	244	147	91	209	159
		23%	24%	29%	23%	17%	19%	22%	22%	26%	24%	24%	18%	17%	23%	32%	15%	19%	28%	18%
			e	de							c	c			c	ac		ac		
6	(6.0)	255	164	13	8	11	59	103	107	44	75	130	47	3	30	107	113	52	105	92
		12%	11%	11%	10%	15%	13%	13%	11%	13%	11%	12%	12%	8%	9%	14%	11%	11%	14%	10%
															a			c		
7	(7.0)	308	211	18	7	15	57	127	133	42	102	157	48	2	38	104	161	62	94	142
		14%	15%	15%	10%	20%	12%	16%	13%	13%	15%	15%	12%	5%	11%	14%	16%	13%	13%	16%
															a					
8	(8.0)	366	236	16	17	13	83	119	193	53	110	175	73	7	53	100	208	84	109	157
		17%	16%	13%	22%	17%	18%	15%	19%	16%	16%	16%	19%	20%	15%	13%	21%	18%	15%	18%
								a							ab					
9	(9.0)	162	96	7	7	4	48	64	76	21	48	78	33	4	21	34	101	29	48	82
		7%	7%	6%	9%	5%	10%	8%	7%	6%	7%	7%	8%	10%	6%	4%	10%	6%	6%	9%
						a									ab	ab		ab		ab
10 - Very positive	(10.0)	233	137	7	12	8	67	74	122	34	67	109	51	4	25	56	148	56	52	115
		11%	9%	5%	16%	11%	15%	9%	12%	10%	10%	10%	13%	12%	7%	7%	15%	12%	7%	13%
					b	ab		a							ab			b		b

Impact of language on public attitudes to ageing

Q1_5. Senior: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	12	10	2	-	-	-	6	2	4	3	7	2	-	2	5	4	1	4	5
	1%	1%	2%	-	-	-	1%	*	1%	*	1%	1%	-	1%	1%	*	*	1%	1%
			e					b											
Net: Positive	1068	681	48	42	39	255	384	525	150	326	519	204	17	137	295	617	231	303	497
	49%	47%	40%	56%	53%	56%	47%	52%	45%	48%	48%	53%	48%	39%	38%	61%	49%	41%	56%
				b	b	ab		c							ab		b		ab
Net: Neutral	847	581	53	26	26	158	323	373	145	270	431	133	12	131	395	287	167	347	287
	39%	40%	44%	34%	35%	35%	40%	37%	43%	40%	40%	34%	32%	38%	51%	29%	36%	47%	33%
		e	e					b						c	ac			ac	
Net: Negative	258	180	18	7	9	45	98	116	39	82	123	46	7	78	74	98	68	81	93
	12%	12%	14%	10%	12%	10%	12%	11%	12%	12%	11%	12%	20%	22%	10%	10%	15%	11%	11%
														bc			c		
Median 1	6	6	6	7	7	7	6	7	6	6	6	7	6	5	6	7	6	6	7
Base for stats	2173	1442	119	75	74	458	805	1014	334	678	1073	383	36	346	764	1002	465	732	878
Mean Score	6.34	6.22	5.83	6.83	6.45	6.73	6.26	6.46	6.20	6.28	6.30	6.57	6.01	5.58	6.01	6.89	6.25	6.10	6.65
				ab	b	ab									a	ab			ab
Standard Deviation	2.350	2.329	2.284	2.305	2.279	2.399	2.301	2.373	2.385	2.300	2.343	2.381	2.968	2.664	2.089	2.304	2.539	2.158	2.349
Standard Error	.050	.061	.194	.255	.230	.118	.079	.077	.126	.085	.072	.126	.502	.143	.076	.073	.119	.080	.078
Error variance	*	*	.04	.06	.05	.01	.01	.01	.02	.01	.01	.02	.25	.02	.01	.01	.01	.01	.01

Impact of language on public attitudes to ageing

Q1_5. Senior: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185	1208	629	282	713	1404	373	1741	348	1749
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	40	24	10	4	13	27	4	35	6	33
		2%	2%	2%	1%	2%	2%	1%	2%	2%	2%
1	(1.0)	33	23	5	4	8	25	4	27	8	24
		1%	2%	1%	1%	1%	2%	1%	2%	2%	1%
2	(2.0)	74	41	22	11	25	50	20	50	20	52
		3%	3%	3%	4%	3%	4%	5%	3%	6%	3%
								b		b	
3	(3.0)	111	73	24	12	36	72	27	80	25	80
		5%	6%	4%	4%	5%	5%	7%	5%	7%	5%
								b		b	
4	(4.0)	94	62	19	12	21	71	15	79	20	71
		4%	5%	3%	4%	3%	5%	4%	5%	6%	4%
			b				a				
5 - Neutral	(5.0)	498	247	178	47	169	294	79	384	78	384
		23%	20%	28%	17%	24%	21%	21%	22%	22%	22%
				ac							
6	(6.0)	255	144	78	32	80	171	47	202	39	206
		12%	12%	12%	11%	11%	12%	13%	12%	11%	12%
7	(7.0)	308	174	90	37	95	208	56	245	50	250
		14%	14%	14%	13%	13%	15%	15%	14%	14%	14%
8	(8.0)	366	209	92	55	126	233	53	306	49	312
		17%	17%	15%	20%	18%	17%	14%	18%	14%	18%
9	(9.0)	162	80	38	39	45	112	26	136	21	135
		7%	7%	6%	14%	6%	8%	7%	8%	6%	8%
					ab						
10 - Very positive	(10.0)	233	128	69	28	92	137	38	192	29	199
		11%	11%	11%	10%	13%	10%	10%	11%	8%	11%
						b					

Impact of language on public attitudes to ageing

Q1_5. Senior: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	12	3	5	1	3	5	3	5	4	3
	1%	*	1%	1%	*	*	1%	*	1%	*
Net: Positive	1068	591	289	160	358	690	174	879	149	897
	49%	49%	46%	57%	50%	49%	47%	50%	43%	51%
				ab						a
Net: Neutral	847	453	274	91	270	535	141	665	137	661
	39%	37%	44%	32%	38%	38%	38%	38%	39%	38%
			ac							
Net: Negative	258	161	61	30	81	173	55	193	59	188
	12%	13%	10%	11%	11%	12%	15%	11%	17%	11%
		b					b		b	
Median 1	6	6	6	7	7	6	6	7	6	7
Base for stats	2173	1205	623	280	710	1398	370	1736	345	1746
Mean Score	6.34	6.27	6.33	6.67	6.45	6.30	6.21	6.40	5.93	6.45
				ab						a
Standard Deviation	2.350	2.402	2.239	2.345	2.363	2.366	2.360	2.358	2.423	2.337
Standard Error	.050	.069	.090	.141	.089	.063	.121	.057	.126	.056
Error variance	*	*	.01	.02	.01	*	.01	*	.02	*

Impact of language on public attitudes to ageing

Q1_6. Ageing: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	111	34	78	-	17	21	43	31	8	14	10	17	10	10	10	20	12	51	60
		5%	3%	7%	-	3%	4%	6%	9%	7%	5%	5%	7%	5%	4%	3%	6%	5%	4%	6%
				a				a	ab				g						a	a
1	(1.0)	58	18	38	1	8	8	28	13	6	8	4	7	2	8	12	9	1	35	23
		3%	2%	3%	13%	1%	2%	4%	4%	6%	3%	2%	3%	1%	3%	4%	3%	1%	3%	2%
				a				ab	ab	ei			i		i	i				
2	(2.0)	135	47	87	1	36	28	47	24	8	17	11	11	16	16	16	21	20	79	56
		6%	4%	8%	13%	6%	5%	7%	7%	7%	6%	5%	5%	8%	7%	5%	6%	9%	7%	6%
				a																
3	(3.0)	206	99	106	1	60	51	61	34	8	19	16	25	16	25	40	36	20	122	84
		9%	9%	10%	13%	10%	9%	9%	10%	7%	7%	8%	11%	8%	10%	12%	10%	9%	10%	9%
																b				
4	(4.0)	228	114	113	1	75	46	69	38	8	29	21	23	19	19	42	35	32	130	98
		10%	11%	10%	13%	12%	9%	10%	11%	7%	10%	10%	10%	10%	8%	12%	10%	14%	11%	10%
																		f		
5 - Neutral	(5.0)	576	295	278	2	165	137	192	82	27	84	60	44	59	63	82	99	58	317	259
		26%	28%	25%	25%	27%	26%	28%	23%	25%	29%	28%	19%	31%	26%	24%	28%	26%	26%	26%
											d	d		d			d			
6	(6.0)	211	117	95	-	55	63	64	29	12	30	27	24	16	20	33	31	20	100	112
		10%	11%	9%	-	9%	12%	9%	8%	11%	10%	13%	11%	8%	8%	10%	9%	9%	8%	11%
																			a	a
7	(7.0)	268	134	134	-	93	67	66	42	11	37	30	35	19	35	37	39	24	158	110
		12%	13%	12%	-	15%	13%	10%	12%	10%	13%	14%	16%	10%	14%	11%	11%	11%	13%	11%
						c														
8	(8.0)	195	100	94	1	45	65	54	31	9	23	15	20	20	24	31	35	19	115	80
		9%	9%	8%	13%	7%	12%	8%	9%	8%	8%	7%	9%	10%	10%	9%	10%	9%	10%	8%
							ac													
9	(9.0)	83	49	33	1	30	14	25	14	7	9	7	7	3	14	15	17	4	50	32
		4%	5%	3%	13%	5%	3%	4%	4%	6%	3%	3%	3%	1%	6%	4%	5%	2%	4%	3%
				b						ei					ei		e			
10 - Very positive	(10.0)	103	53	50	-	27	29	28	19	5	16	11	12	8	7	16	14	14	46	57
		5%	5%	5%	-	4%	5%	4%	5%	5%	6%	5%	5%	4%	3%	5%	4%	6%	4%	6%
																			a	a
Don't know		10	5	5	-	5	4	1	-	-	1	-	2	2	1	2	1	-	5	5
		*	*	*	-	1%	1%	*	-	-	*	-	1%	1%	1%	1%	*	-	*	1%
						c														
Net: Positive		649	336	311	2	195	175	174	106	33	84	64	74	49	80	99	106	61	369	280
		30%	32%	28%	25%	32%	33%	26%	30%	30%	29%	30%	33%	26%	33%	29%	30%	27%	31%	29%
						c	c													

Impact of language on public attitudes to ageing

Q1_6. Ageing: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	1015	525	486	3	295	247	325	148	47	142	108	90	94	102	157	165	110	547	468
	46%	49%	44%	38%	48%	46%	48%	42%	43%	50%	51%	40%	50%	42%	47%	46%	49%	45%	48%
		b								d	d		d			d			
Net: Negative	511	198	309	3	122	108	178	102	30	59	41	60	44	59	79	87	53	287	224
	23%	19%	28%	38%	20%	20%	26%	29%	27%	21%	19%	26%	23%	24%	23%	24%	24%	24%	23%
		a					ab	ab											
Median 1	5	5	5	7	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Base for stats	2175	1059	1106	8	612	529	677	356	110	286	213	224	187	241	334	357	224	1203	972
Mean Score	5.16	5.43	4.91	4.63	5.33	5.42	4.92	4.92	5.03	5.23	5.30	5.11	5.03	5.22	5.20	5.13	5.07	5.15	5.16
		b			cd	cd													
Standard Deviation	2.433	2.286	2.539	2.774	2.260	2.348	2.484	2.676	2.709	2.418	2.339	2.595	2.340	2.419	2.371	2.455	2.406	2.388	2.489
Standard Error	.052	.071	.076	.981	.087	.102	.097	.151	.267	.143	.159	.167	.167	.169	.124	.133	.163	.066	.084
Error variance	*	.01	.01	.96	.01	.01	.01	.02	.07	.02	.03	.03	.03	.03	.02	.02	.03	*	.01

Impact of language on public attitudes to ageing

Q1_6. Ageing: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	111	101	10	108	3	39	70	51	58	72	39	82	29	32	17	62	72	39
		5%	5%	3%	5%	5%	6%	5%	5%	5%	5%	6%	6%	4%	4%	3%	8%	6%	4%
			b													ab			
1	(1.0)	58	51	7	56	2	15	41	27	30	39	18	41	15	21	10	26	38	20
		3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	2%	3%	2%	3%	2%	4%	3%	2%
																	b		
2	(2.0)	135	112	23	133	2	30	104	73	60	85	50	83	52	53	33	49	66	67
		6%	6%	7%	6%	4%	5%	7%	7%	5%	6%	7%	6%	7%	7%	5%	7%	5%	7%
3	(3.0)	206	173	34	195	11	53	152	95	111	129	74	125	79	75	61	68	109	95
		9%	9%	10%	9%	17%	9%	10%	9%	10%	9%	10%	9%	11%	10%	9%	9%	9%	10%
						a													
4	(4.0)	228	198	30	220	8	65	157	105	116	154	73	144	82	85	71	68	126	100
		10%	11%	9%	10%	12%	11%	10%	10%	10%	11%	10%	10%	11%	11%	11%	9%	10%	10%
5 - Neutral	(5.0)	576	502	74	563	13	156	410	247	323	386	181	363	200	211	162	198	331	240
		26%	27%	22%	27%	20%	26%	27%	24%	29%	26%	26%	25%	28%	27%	25%	27%	27%	25%
			b						a										
6	(6.0)	211	183	29	208	3	61	149	107	104	146	66	144	68	82	68	61	125	86
		10%	10%	9%	10%	5%	10%	10%	10%	9%	10%	9%	10%	9%	11%	10%	8%	10%	9%
7	(7.0)	268	223	45	259	9	83	179	141	122	176	91	170	96	99	84	84	143	124
		12%	12%	13%	12%	15%	14%	12%	14%	11%	12%	13%	12%	13%	13%	13%	11%	12%	13%
									b										
8	(8.0)	195	150	45	189	6	43	148	86	104	137	58	139	54	53	83	59	103	90
		9%	8%	14%	9%	10%	7%	10%	8%	9%	9%	8%	10%	8%	7%	13%	8%	8%	9%
				a											ac				
9	(9.0)	83	62	21	79	4	25	58	40	42	55	28	57	26	26	24	30	37	45
		4%	3%	6%	4%	6%	4%	4%	4%	4%	4%	4%	4%	4%	3%	4%	4%	3%	5%
				a															a
10 - Very positive	(10.0)	103	91	12	102	1	34	67	47	54	76	27	83	20	32	38	31	57	44
		5%	5%	4%	5%	2%	6%	4%	5%	5%	5%	4%	6%	3%	4%	6%	4%	5%	5%
											d		d						
Don't know		10	9	1	9	1	2	8	5	4	3	6	7	2	7	3	-	5	5
		*	*	*	*	2%	*	1%	1%	*	*	1%	*	*	1%	*	-	*	1%
															c				
Net: Positive		649	526	123	629	20	186	452	314	322	444	204	449	197	210	228	204	341	303
		30%	28%	37%	30%	32%	31%	29%	31%	29%	30%	29%	31%	27%	27%	35%	28%	28%	32%
				a									d		ac				

Impact of language on public attitudes to ageing

Q1_6. Ageing: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	1015 46%	883 48%	133 40%	991 47%	24 38%	283 46%	716 46%	460 45%	544 48%	685 47%	320 45%	652 45%	350 48%	378 49%	301 46%	326 44%	583 48%	427 45%
Net: Negative	511 23%	437 24%	74 22%	492 23%	19 29%	137 23%	367 24%	246 24%	260 23%	325 22%	181 25%	331 23%	175 24%	181 23%	122 19%	205 28%	285 24%	221 23%
Median 1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Base for stats	2175	1845	330	2112	63	607	1535	1019	1126	1454	704	1432	721	769	652	734	1209	951
Mean Score	5.16	5.10	5.47	5.16	4.99	5.19	5.15	5.16	5.15	5.22	5.04	5.23	5.04	5.08	5.54	4.89	5.08	5.25
Standard Deviation	2.433	2.431	2.420	2.433	2.442	2.505	2.404	2.440	2.420	2.439	2.430	2.521	2.263	2.333	2.321	2.588	2.444	2.414
Standard Error	.052	.059	.108	.054	.228	.101	.061	.076	.072	.064	.092	.067	.083	.082	.090	.099	.072	.076
Error variance	*	*	.01	*	.05	.01	*	.01	.01	*	.01	*	.01	.01	.01	.01	.01	.01

Impact of language on public attitudes to ageing

Q1_6. Ageing: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Total	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded	
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c		
Significance Level: 95%																				
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905	
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very negative	(0.0)	111	71	5	3	1	31	24	71	15	28	62	19	2	47	28	35	41	32	30
		5%	5%	4%	4%	1%	7%	3%	7%	4%	4%	6%	5%	7%	13%	4%	3%	9%	4%	3%
						d			a						bc			bc		
1	(1.0)	58	41	3	-	2	12	16	35	7	18	29	12	-	13	19	21	23	11	23
		3%	3%	3%	-	2%	3%	2%	3%	2%	3%	3%	3%	-	4%	3%	2%	5%	1%	3%
																		bc		
2	(2.0)	135	82	10	3	4	36	51	69	15	38	75	19	3	45	44	47	36	48	46
		6%	6%	8%	4%	6%	8%	6%	7%	5%	6%	7%	5%	8%	13%	6%	5%	8%	7%	5%
															bc					
3	(3.0)	206	135	13	12	11	35	75	87	44	70	86	47	3	41	84	78	50	73	76
		9%	9%	10%	17%	15%	8%	9%	9%	13%	10%	8%	12%	10%	12%	11%	8%	11%	10%	9%
					ae	e				b					c	c				
4	(4.0)	228	149	11	6	11	50	98	104	26	67	130	27	4	43	110	71	40	98	83
		10%	10%	9%	8%	15%	11%	12%	10%	8%	10%	12%	7%	11%	12%	14%	7%	9%	13%	9%
								c				c			c	c			ac	
5 - Neutral	(5.0)	576	373	44	20	17	119	215	258	98	190	282	95	7	71	269	202	119	218	195
		26%	26%	37%	26%	23%	26%	26%	25%	29%	28%	26%	25%	21%	20%	35%	20%	25%	30%	22%
				ade											ac				c	
6	(6.0)	211	154	9	6	5	37	77	94	37	68	98	39	6	18	76	110	35	81	87
		10%	11%	7%	8%	7%	8%	10%	9%	11%	10%	9%	10%	15%	5%	10%	11%	7%	11%	10%
															a	a			a	
7	(7.0)	268	183	13	8	9	55	121	108	36	82	137	46	3	32	72	163	52	86	127
		12%	13%	11%	11%	12%	12%	15%	11%	11%	12%	13%	12%	9%	9%	9%	16%	11%	12%	14%
								bc									ab			
8	(8.0)	195	140	6	6	7	36	67	100	27	61	89	38	6	22	38	133	33	52	103
		9%	10%	5%	7%	10%	8%	8%	10%	8%	9%	8%	10%	16%	6%	5%	13%	7%	7%	12%
			b													ab			ab	
9	(9.0)	83	52	3	4	3	20	31	40	10	24	42	16	1	7	15	61	16	17	49
		4%	4%	2%	5%	4%	4%	4%	4%	3%	4%	4%	4%	2%	2%	2%	6%	3%	2%	6%
																ab			b	
10 - Very positive	(10.0)	103	61	4	7	4	26	31	48	21	29	46	26	1	10	11	80	23	17	60
		5%	4%	3%	9%	5%	6%	4%	5%	6%	4%	4%	7%	2%	3%	1%	8%	5%	2%	7%
					a											ab		b		b

Impact of language on public attitudes to ageing

Q1_6. Ageing: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	10	9	1	-	-	-	5	3	2	6	3	1	-	-	2	5	-	3	4
	*	1%	1%	-	-	-	1%	*	1%	1%	*	*	-	-	*	1%	-	*	*
Net: Positive	649	437	25	25	23	138	250	296	95	196	314	125	10	71	136	437	124	173	339
	30%	30%	21%	33%	31%	30%	31%	29%	28%	29%	29%	33%	29%	21%	18%	43%	27%	24%	38%
		b		b		b									ab			ab	
Net: Neutral	1015	677	64	32	34	206	390	456	161	325	510	162	17	131	455	383	193	397	365
	46%	47%	53%	42%	45%	45%	48%	45%	48%	48%	47%	42%	46%	38%	59%	38%	41%	54%	41%
			ac			ac									ac			ac	
Net: Negative	511	330	31	18	18	114	167	262	80	153	252	97	9	146	176	181	150	163	174
	23%	23%	26%	25%	24%	25%	21%	26%	24%	22%	23%	25%	25%	42%	23%	18%	32%	22%	20%
								a						bc	c		bc		
Median 1	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	6	5	5	5
Base for stats	2175	1443	120	75	74	458	807	1014	336	675	1076	384	36	348	766	1001	467	734	878
Mean Score	5.16	5.18	4.82	5.46	5.27	5.08	5.27	5.03	5.23	5.19	5.08	5.30	5.10	4.08	4.76	5.85	4.72	4.97	5.61
							b								a	ab			ab
Standard Deviation	2.433	2.403	2.193	2.536	2.294	2.583	2.260	2.570	2.391	2.346	2.442	2.546	2.406	2.630	1.992	2.495	2.655	2.151	2.480
Standard Error	.052	.063	.185	.280	.232	.127	.078	.083	.126	.087	.075	.134	.407	.141	.072	.079	.125	.080	.083
Error variance	*	*	.03	.08	.05	.02	.01	.01	.02	.01	.01	.02	.17	.02	.01	.01	.02	.01	.01

Impact of language on public attitudes to ageing

Q1_6. Ageing: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
			a	b	c	a	b	a	b	a	b
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185	1208	629	282	713	1404	373	1741	348	1749
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	111 5%	76 6%	26 4%	6 2%	25 3%	87 6%	12 3%	97 6%	7 2%	102 6%
			c	a			a				a
1	(1.0)	58 3%	39 3%	13 2%	4 1%	25 3%	33 2%	13 4%	45 3%	9 3%	47 3%
2	(2.0)	135 6%	80 7%	37 6%	17 6%	36 5%	97 7%	20 5%	112 6%	21 6%	110 6%
3	(3.0)	206 9%	118 10%	56 9%	22 8%	63 9%	142 10%	36 10%	163 9%	28 8%	172 10%
4	(4.0)	228 10%	134 11%	64 10%	25 9%	63 9%	158 11%	29 8%	194 11%	29 8%	194 11%
5 - Neutral	(5.0)	576 26%	268 22%	203 32%	76 27%	198 28%	343 24%	101 27%	441 25%	78 22%	456 26%
				a							
6	(6.0)	211 10%	116 10%	57 9%	35 13%	66 9%	141 10%	36 10%	172 10%	48 14%	154 9%
										b	
7	(7.0)	268 12%	152 13%	74 12%	39 14%	91 13%	172 12%	55 15%	209 12%	54 15%	210 12%
8	(8.0)	195 9%	105 9%	49 8%	35 12%	73 10%	115 8%	32 8%	157 9%	43 12%	149 9%
					b					b	
9	(9.0)	83 4%	53 4%	15 2%	11 4%	29 4%	53 4%	21 6%	62 4%	12 4%	68 4%
10 - Very positive	(10.0)	103 5%	63 5%	29 5%	10 4%	42 6%	61 4%	16 4%	86 5%	17 5%	84 5%
Don't know		10 *	4 *	4 1%	- -	4 1%	3 *	2 *	4 *	3 1%	3 *

Impact of language on public attitudes to ageing

Q1_6. Ageing: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Positive	649	373	168	96	234	401	124	513	125	511
	30%	31%	27%	34%	33%	29%	33%	29%	36%	29%
				b	b			b		
Net: Neutral	1015	518	325	136	327	641	166	808	155	804
	46%	43%	52%	48%	46%	46%	45%	46%	45%	46%
			a							
Net: Negative	511	313	132	50	148	358	81	416	65	430
	23%	26%	21%	18%	21%	26%	22%	24%	19%	25%
		bc			a					a
Median 1	5	5	5	5	5	5	5	5	6	5
Base for stats	2175	1204	625	282	709	1401	371	1737	346	1745
Mean Score	5.16	5.10	5.14	5.52	5.39	5.04	5.36	5.13	5.56	5.08
				ab	b			b		
Standard Deviation	2.433	2.566	2.279	2.199	2.418	2.466	2.377	2.461	2.288	2.473
Standard Error	.052	.074	.091	.132	.091	.066	.121	.059	.119	.060
Error variance	*	.01	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

Q1_7. Old age pensioner (OAP): To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	176	56	120	-	15	22	87	52	6	27	13	18	16	21	22	36	18	95	81
		8%	5%	11%	-	2%	4%	13%	15%	5%	9%	6%	8%	8%	9%	7%	10%	8%	8%	8%
				a			ab	ab												
1	(1.0)	79	31	46	1	16	10	36	17	7	12	7	8	7	7	9	14	9	42	37
		4%	3%	4%	13%	3%	2%	5%	5%	6%	4%	3%	4%	3%	3%	3%	4%	4%	4%	4%
								ab	b											
2	(2.0)	148	52	96	-	46	22	61	18	9	21	13	16	10	16	21	24	18	82	66
		7%	5%	9%	-	8%	4%	9%	5%	8%	7%	6%	7%	5%	7%	6%	7%	8%	7%	7%
				a		b		bd												
3	(3.0)	171	87	83	1	42	45	59	25	9	22	17	18	19	21	28	22	14	104	67
		8%	8%	7%	13%	7%	8%	9%	7%	8%	8%	8%	8%	10%	9%	8%	6%	6%	9%	7%
4	(4.0)	188	88	99	1	59	54	50	25	14	18	18	18	20	21	33	22	23	117	70
		9%	8%	9%	13%	10%	10%	7%	7%	13%	6%	9%	8%	10%	9%	10%	6%	10%	10%	7%
										bh									b	
5 - Neutral	(5.0)	512	265	244	3	145	121	163	83	23	63	43	55	50	63	77	84	55	283	229
		23%	25%	22%	38%	23%	23%	24%	23%	21%	22%	20%	24%	26%	26%	23%	23%	25%	23%	23%
6	(6.0)	178	91	86	-	64	54	44	15	8	30	21	19	11	14	26	27	20	95	82
		8%	9%	8%	-	10%	10%	6%	4%	8%	11%	10%	8%	6%	6%	8%	7%	9%	8%	8%
						cd	cd													
7	(7.0)	241	128	112	1	77	68	60	36	15	26	29	28	16	24	35	48	19	134	106
		11%	12%	10%	13%	13%	13%	9%	10%	14%	9%	14%	12%	8%	10%	10%	13%	9%	11%	11%
						c	c													
8	(8.0)	218	111	106	1	68	63	55	32	7	31	28	17	14	25	40	33	23	125	93
		10%	10%	10%	13%	11%	12%	8%	9%	6%	11%	13%	8%	7%	10%	12%	9%	10%	10%	9%
							c													
9	(9.0)	107	58	49	-	44	21	20	21	6	15	8	12	7	7	24	24	4	58	50
		5%	5%	4%	-	7%	4%	3%	6%	5%	5%	4%	5%	4%	3%	7%	7%	2%	5%	5%
						bc		3%	c		i		i		fi	i				
10 - Very positive	(10.0)	156	91	65	-	33	51	41	31	6	19	16	17	20	22	17	23	16	67	88
		7%	9%	6%	-	5%	10%	6%	9%	6%	6%	7%	8%	11%	9%	5%	6%	7%	6%	9%
			b				ac							g					a	
Don't know		13	6	6	-	7	3	3	-	-	2	-	-	1	1	4	1	3	5	7
		1%	1%	1%	-	1%	1%	*	-	-	1%	-	-	1%	1%	1%	*	1%	*	1%
Net: Positive		721	387	332	2	223	203	175	120	34	91	81	75	56	78	115	128	63	385	337
		33%	36%	30%	25%	36%	38%	26%	34%	31%	32%	38%	33%	30%	32%	34%	36%	28%	32%	34%
			b			c	c		c			i								

Impact of language on public attitudes to ageing

Q1_7. Old age pensioner (OAP): To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	877	443	429	4	268	229	257	123	46	112	82	92	81	98	137	132	99	495	382
	40%	42%	39%	50%	43%	43%	38%	35%	42%	39%	38%	40%	43%	40%	41%	37%	44%	41%	39%
					cd	d													
Net: Negative	574	226	344	2	120	98	243	113	30	82	50	60	51	65	80	96	60	323	251
	26%	21%	31%	25%	19%	18%	36%	32%	27%	28%	24%	26%	27%	27%	24%	27%	27%	27%	26%
			a				ab	ab											
Median 1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Base for stats	2172	1057	1105	8	610	531	675	356	110	285	213	226	188	241	332	356	221	1202	970
Mean Score	5.16	5.51	4.83	4.75	5.56	5.68	4.53	4.89	5.00	5.08	5.43	5.16	5.11	5.14	5.29	5.17	4.96	5.08	5.26
		b			cd	cd													
Standard Deviation	2.758	2.634	2.837	2.188	2.436	2.529	2.871	3.104	2.638	2.828	2.669	2.768	2.824	2.790	2.656	2.868	2.702	2.687	2.843
Standard Error	.059	.082	.085	.773	.094	.110	.112	.175	.260	.167	.181	.177	.201	.195	.139	.155	.184	.075	.096
Error variance	*	.01	.01	.60	.01	.01	.01	.03	.07	.03	.03	.03	.04	.04	.02	.02	.03	.01	.01

Impact of language on public attitudes to ageing

Q1_7. Old age pensioner (OAP): To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	176 8%	160 9% b	16 5%	173 8%	3 5%	57 9%	117 8%	85 8%	90 8%	110 8%	67 9% d	135 9% d	41 6%	43 6%	25 4%	108 15% ab	109 9%	66 7%
1	(1.0)	79 4%	72 4% b	7 2%	76 4%	3 4%	31 5% b	48 3%	42 4%	37 3%	49 3%	29 4%	54 4%	24 3%	29 4% b	12 2%	37 5% b	49 4%	30 3%
2	(2.0)	148 7%	121 7%	27 8%	142 7%	6 9%	40 7%	107 7%	75 7%	71 6%	99 7%	46 7%	96 7%	50 7%	50 6%	42 6%	55 8%	72 6%	76 8%
3	(3.0)	171 8%	145 8%	25 8%	164 8%	7 11%	51 8%	115 7%	92 9%	78 7%	107 7%	61 9%	107 7%	61 8%	66 9%	48 7%	56 8%	93 8%	76 8%
4	(4.0)	188 9%	161 9%	27 8%	180 8%	7 12%	47 8%	136 9%	88 9%	98 9%	133 9%	55 8%	122 8%	65 9%	70 9%	62 9%	53 7%	117 10% b	69 7%
5 - Neutral	(5.0)	512 23%	436 23%	77 23%	496 23%	16 25%	140 23%	363 24%	213 21%	291 26% a	339 23%	167 24%	309 22%	196 27% ac	205 26% bc	141 22%	161 22%	288 24%	220 23%
6	(6.0)	178 8%	153 8%	25 7%	173 8%	4 7%	31 5%	142 9% a	83 8%	89 8%	125 9%	51 7%	117 8%	56 8%	61 8%	69 11% c	45 6%	97 8%	80 8%
7	(7.0)	241 11%	205 11%	35 11%	237 11%	4 6%	71 12%	166 11%	115 11%	122 11%	163 11%	77 11%	150 10%	89 12%	80 10%	84 13%	73 10%	104 9%	135 14% a
8	(8.0)	218 10%	169 9%	49 15% a	211 10%	7 11%	61 10%	155 10%	114 11%	101 9%	149 10%	66 9%	149 10%	68 9%	80 10%	78 12% c	58 8%	120 10%	96 10%
9	(9.0)	107 5%	80 4%	27 8% a	104 5%	3 5%	28 5%	79 5%	48 5%	57 5%	69 5%	38 5%	70 5%	37 5%	41 5%	34 5%	31 4%	66 5%	41 4%
10 - Very positive	(10.0)	156 7%	140 8% b	16 5%	153 7%	3 4%	50 8%	104 7%	66 6%	88 8%	109 8% d	46 7%	122 8% d	34 5%	43 6%	58 9% a	54 7%	94 8%	60 6%
Don't know		13 1%	11 1%	2 1%	12 1%	1 2%	1 *	10 1%	3 *	9 1%	4 *	7 1% a	8 1%	2 *	7 1%	3 *	3 *	6 1%	7 1%
Net: Positive		721 33%	594 32%	127 38% a	705 33%	16 25%	210 34%	505 33%	342 33%	368 33%	491 34%	227 32%	491 34%	228 32%	244 31%	254 39% ac	216 29%	383 32%	333 35%

Impact of language on public attitudes to ageing

Q1_7. Old age pensioner (OAP): To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	877 40%	749 40%	128 39%	849 40%	28 44%	219 36%	641 42%	384 37%	478 42%	597 41%	273 38%	548 38%	318 44%	337 43%	272 41%	259 35%	502 41%	369 39%
Net: Negative	574 26%	499 27%	74 22%	555 26%	19 29%	179 29%	387 25%	295 29%	275 24%	365 25%	203 29%	392 27%	175 24%	188 24%	127 19%	257 35%	324 27%	247 26%
Median 1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Base for stats	2172	1843	330	2109	63	607	1533	1021	1121	1453	703	1431	721	769	652	732	1208	949
Mean Score	5.16	5.10	5.50	5.17	4.88	5.06	5.20	5.08	5.22	5.23	5.03	5.17	5.17	5.21	5.68	4.64	5.11	5.22
			a											c	ac			
Standard Deviation	2.758	2.782	2.600	2.764	2.576	2.895	2.713	2.786	2.744	2.735	2.815	2.877	2.530	2.582	2.553	3.023	2.824	2.675
Standard Error	.059	.068	.116	.061	.240	.117	.069	.087	.082	.072	.107	.077	.092	.091	.099	.116	.083	.084
Error variance	*	*	.01	*	.06	.01	*	.01	.01	.01	.01	.01	.01	.01	.01	.01	.01	.01

Impact of language on public attitudes to ageing

Q1_7. Old age pensioner (OAP): To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Total	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded	
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c		
Significance Level: 95%																				
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905	
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very negative	(0.0)	176	99	8	2	4	63	50	104	21	40	87	44	6	58	55	60	74	33	59
		8%	7%	7%	3%	5%	14%	6%	10%	6%	6%	8%	11%	16%	17%	7%	6%	16%	4%	7%
						abcd			ac				a	a	bc			bc		
1	(1.0)	79	45	7	*	2	25	37	27	14	27	34	13	5	18	28	31	19	20	39
		4%	3%	5%	1%	2%	5%	5%	3%	4%	4%	3%	3%	13%	5%	4%	3%	4%	3%	4%
						a		b					abc							
2	(2.0)	148	105	6	5	7	24	62	64	22	50	69	27	1	41	53	48	39	48	51
		7%	7%	5%	6%	10%	5%	8%	6%	6%	7%	6%	7%	4%	12%	7%	5%	8%	7%	6%
															bc					
3	(3.0)	171	116	12	6	4	32	69	76	25	52	88	28	3	31	79	54	41	62	59
		8%	8%	10%	9%	6%	7%	9%	8%	7%	8%	8%	7%	9%	9%	10%	5%	9%	8%	7%
															c	c				
4	(4.0)	188	127	14	6	7	34	82	79	25	50	99	35	2	27	80	76	30	84	67
		9%	9%	11%	7%	10%	7%	10%	8%	8%	7%	9%	9%	7%	8%	10%	8%	6%	11%	8%
																c			ac	
5 - Neutral	(5.0)	512	337	41	18	16	100	173	238	97	172	258	75	6	73	236	177	95	218	157
		23%	23%	34%	24%	21%	22%	21%	23%	29%	25%	24%	20%	17%	21%	31%	18%	20%	30%	18%
				ade					a		c				ac				ac	
6	(6.0)	178	127	6	7	9	28	58	83	32	58	94	25	-	18	64	92	41	73	59
		8%	9%	5%	9%	12%	6%	7%	8%	10%	9%	9%	7%	-	5%	8%	9%	9%	10%	7%
																a			c	
7	(7.0)	241	167	6	9	10	49	111	99	28	77	111	47	5	23	72	143	36	77	121
		11%	12%	5%	11%	14%	11%	14%	10%	8%	11%	10%	12%	13%	6%	9%	14%	8%	11%	14%
			b		b	b		bc								ab				ab
8	(8.0)	218	148	10	9	7	41	77	104	37	65	113	36	5	29	51	136	38	56	121
		10%	10%	8%	13%	10%	9%	10%	10%	11%	10%	10%	9%	14%	8%	7%	14%	8%	8%	14%
															ab					ab
9	(9.0)	107	70	6	5	3	23	40	48	17	38	50	19	1	14	18	75	17	24	65
		5%	5%	5%	6%	4%	5%	5%	5%	5%	6%	5%	5%	3%	4%	2%	7%	4%	3%	7%
																ab				ab
10 - Very positive	(10.0)	156	97	5	8	6	39	48	88	18	45	71	36	2	18	27	107	35	36	80
		7%	7%	4%	10%	8%	9%	6%	9%	5%	7%	7%	9%	5%	5%	4%	11%	7%	5%	9%
									ac							ab				b

Impact of language on public attitudes to ageing

Q1_7. Old age pensioner (OAP): To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	13	12	*	-	-	-	6	5	2	6	5	1	-	-	4	7	2	4	4
	1%	1%	*	-	-	-	1%	*	1%	1%	*	*	-	-	1%	1%	*	1%	*
Net: Positive	721	482	27	30	26	152	276	339	100	225	344	138	13	83	169	461	126	194	388
	33%	33%	22%	40%	35%	33%	34%	33%	30%	33%	32%	36%	35%	24%	22%	46%	27%	26%	44%
		b		b	b	b									ab			ab	
Net: Neutral	877	591	61	31	32	162	312	401	154	280	451	136	9	117	380	345	166	375	283
	40%	41%	50%	41%	43%	35%	38%	39%	46%	41%	42%	35%	24%	34%	49%	34%	36%	51%	32%
		e	ae					ab		d	cd				ac			ac	
Net: Negative	574	366	33	14	16	144	217	272	82	169	279	111	15	148	216	193	173	163	207
	26%	25%	27%	19%	22%	31%	27%	27%	24%	25%	26%	29%	41%	43%	28%	19%	37%	22%	23%
						ac							ab	bc	c		bc		
Median 1	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	6	5	5	6
Base for stats	2172	1440	120	75	74	458	806	1012	336	674	1074	384	36	348	765	999	465	732	878
Mean Score	5.16	5.22	4.79	5.83	5.42	4.90	5.14	5.17	5.16	5.25	5.14	5.11	4.37	4.20	4.72	5.87	4.56	5.10	5.62
		e		abe											a	ab		a	ab
Standard Deviation	2.758	2.682	2.531	2.551	2.610	3.061	2.676	2.875	2.595	2.666	2.714	2.986	3.170	2.973	2.408	2.781	3.033	2.360	2.864
Standard Error	.059	.071	.213	.282	.264	.150	.092	.093	.137	.099	.084	.158	.536	.159	.087	.088	.143	.088	.095
Error variance	*	.01	.05	.08	.07	.02	.01	.01	.02	.01	.01	.02	.29	.03	.01	.01	.02	.01	.01

Impact of language on public attitudes to ageing

Q1_7. Old age pensioner (OAP): To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
	Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726	
Total	2185	1208	629	282	713	1404	373	1741	348	1749	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very negative	(0.0)	176	129	34	9	50	125	14	161	7	168
		8%	11%	5%	3%	7%	9%	4%	9%	2%	10%
			bc						a		a
1	(1.0)	79	51	17	10	26	52	6	69	12	66
		4%	4%	3%	3%	4%	4%	2%	4%	3%	4%
									a		
2	(2.0)	148	91	32	18	36	110	20	125	22	123
		7%	8%	5%	6%	5%	8%	5%	7%	6%	7%
							a				
3	(3.0)	171	101	45	19	46	122	27	137	28	137
		8%	8%	7%	7%	6%	9%	7%	8%	8%	8%
4	(4.0)	188	111	46	25	59	123	38	145	33	147
		9%	9%	7%	9%	8%	9%	10%	8%	10%	8%
5 - Neutral	(5.0)	512	240	187	64	175	307	70	409	68	406
		23%	20%	30%	23%	25%	22%	19%	23%	20%	23%
				ac							
6	(6.0)	178	94	46	35	65	110	38	138	37	136
		8%	8%	7%	12%	9%	8%	10%	8%	11%	8%
				ab							
7	(7.0)	241	123	76	35	72	161	52	186	44	190
		11%	10%	12%	12%	10%	11%	14%	11%	13%	11%
8	(8.0)	218	114	68	32	80	134	48	164	45	168
		10%	9%	11%	11%	11%	10%	13%	9%	13%	10%
								b			
9	(9.0)	107	62	27	15	38	65	25	80	21	81
		5%	5%	4%	5%	5%	5%	7%	5%	6%	5%
10 - Very positive	(10.0)	156	86	46	20	60	91	31	122	27	125
		7%	7%	7%	7%	8%	7%	8%	7%	8%	7%

Impact of language on public attitudes to ageing

Q1_7. Old age pensioner (OAP): To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	13	6	5	-	6	2	3	5	4	2
	1%	*	1%	-	1%	*	1%	*	1%	*
					b				b	
Net: Positive	721	385	217	102	250	452	157	553	137	565
	33%	32%	34%	36%	35%	32%	42%	32%	39%	32%
							b		b	
Net: Neutral	877	445	279	124	299	541	147	691	138	689
	40%	37%	44%	44%	42%	39%	39%	40%	40%	39%
			a	a						
Net: Negative	574	372	129	56	158	409	67	492	69	493
	26%	31%	20%	20%	22%	29%	18%	28%	20%	28%
		bc				a		a		a
Median 1	5	5	5	5	5	5	6	5	6	5
Base for stats	2172	1202	624	282	707	1401	370	1736	345	1746
Mean Score	5.16	4.94	5.42	5.56	5.41	5.02	5.80	5.04	5.70	5.05
			a	a	b		b		b	
Standard Deviation	2.758	2.903	2.556	2.508	2.738	2.782	2.544	2.804	2.521	2.819
Standard Error	.059	.083	.102	.150	.103	.074	.130	.068	.131	.068
Error variance	*	.01	.01	.02	.01	.01	.02	*	.02	*

Impact of language on public attitudes to ageing

Q1_8. People in later life: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	52	20	32	-	11	12	20	9	1	11	6	6	2	6	8	6	5	23	29
		2%	2%	3%	-	2%	2%	3%	3%	1%	4%	3%	3%	1%	3%	2%	2%	2%	2%	3%
1	(1.0)	38	11	26	1	14	8	15	-	1	7	2	4	2	3	8	7	4	15	23
		2%	1%	2%	13%	2%	2%	2%	-	1%	3%	1%	2%	1%	1%	2%	2%	2%	1%	2%
				a		d	d	d											a	
2	(2.0)	90	31	59	-	33	16	27	14	3	8	11	12	6	10	16	14	9	54	36
		4%	3%	5%	-	5%	3%	4%	4%	3%	3%	5%	5%	3%	4%	5%	4%	4%	4%	4%
				a		b														
3	(3.0)	135	69	65	1	45	29	44	18	9	19	9	11	11	16	26	20	13	79	56
		6%	7%	6%	13%	7%	5%	6%	5%	9%	7%	4%	5%	6%	7%	8%	6%	6%	7%	6%
4	(4.0)	138	66	71	1	48	36	35	18	11	15	9	16	14	8	24	32	9	73	65
		6%	6%	6%	13%	8%	7%	5%	5%	10%	5%	4%	7%	8%	3%	7%	9%	4%	6%	7%
										cfi				f	f	cfi				
5 - Neutral	(5.0)	521	263	255	2	124	135	175	88	19	69	46	50	57	63	68	93	56	291	230
		24%	25%	23%	25%	20%	25%	26%	25%	18%	24%	22%	22%	30%	26%	20%	26%	25%	24%	24%
							a	a						acg						
6	(6.0)	243	121	121	1	68	62	76	37	10	28	26	32	23	27	39	38	20	137	106
		11%	11%	11%	13%	11%	12%	11%	10%	9%	10%	12%	14%	12%	11%	12%	11%	9%	11%	11%
7	(7.0)	284	150	134	-	83	76	79	46	16	37	37	29	17	33	46	38	30	171	113
		13%	14%	12%	-	13%	14%	12%	13%	15%	13%	17%	13%	9%	14%	14%	11%	13%	14%	12%
												eh								
8	(8.0)	337	157	176	2	96	79	106	56	22	44	37	36	27	38	48	46	39	187	149
		15%	15%	16%	25%	16%	15%	16%	16%	20%	15%	17%	16%	14%	16%	14%	13%	17%	15%	15%
9	(9.0)	150	76	74	-	47	32	48	23	7	24	14	11	12	15	23	31	13	88	62
		7%	7%	7%	-	8%	6%	7%	6%	6%	8%	7%	5%	6%	6%	7%	9%	6%	7%	6%
10 - Very positive	(10.0)	185	94	91	-	42	45	52	46	8	21	15	19	17	21	27	33	25	86	99
		8%	9%	8%	-	7%	8%	8%	13%	7%	7%	7%	8%	9%	9%	8%	9%	11%	7%	10%
									abc										a	
Don't know		12	6	6	-	5	5	1	1	2	2	-	1	1	3	3	1	-	4	8
		1%	1%	1%	-	1%	1%	*	*	1%	1%	-	*	1%	1%	1%	*	-	*	1%
Net: Positive		956	477	476	2	269	232	285	171	53	127	103	96	72	107	144	148	107	532	424
		44%	45%	43%	25%	44%	43%	42%	48%	48%	44%	48%	42%	38%	44%	43%	41%	48%	44%	43%
												e						e		
Net: Neutral		902	450	447	4	240	232	286	144	40	112	81	97	94	97	132	162	86	501	402
		41%	42%	40%	50%	39%	44%	42%	40%	37%	39%	38%	43%	50%	40%	39%	45%	38%	41%	41%
														abcfgi						

Impact of language on public attitudes to ageing

Q1_8. People in later life: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Negative	315	131	182	2	103	65	106	41	15	45	29	33	22	36	58	47	31	171	144
	14%	12%	16%	25%	17%	12%	16%	11%	13%	16%	14%	14%	11%	15%	17%	13%	14%	14%	15%
			a		bd														
Median 1	6	6	6	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
Base for stats	2173	1058	1106	8	612	529	677	356	108	285	213	226	188	239	333	357	224	1204	970
Mean Score	6.04	6.16	5.93	5.00	5.94	6.08	5.94	6.35	6.18	5.97	6.13	5.97	6.03	6.07	5.91	6.04	6.21	6.04	6.04
		b					ac												
Standard Deviation	2.397	2.293	2.489	2.390	2.422	2.307	2.433	2.400	2.259	2.497	2.355	2.403	2.236	2.380	2.463	2.396	2.442	2.314	2.498
Standard Error	.051	.071	.074	.845	.094	.100	.095	.136	.225	.148	.160	.154	.159	.167	.129	.129	.165	.064	.084
Error variance	*	.01	.01	.71	.01	.01	.01	.02	.05	.02	.03	.02	.03	.03	.02	.02	.03	*	.01

Impact of language on public attitudes to ageing

Q1_8. People in later life: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	52	42	10	51	1	19	31	13	38	24	28	34	16	18	14	19	37	15
		2%	2%	3%	2%	2%	3%	2%	1%	3%	2%	4%	2%	2%	2%	2%	3%	3%	2%
										a		ac						b	2%
1	(1.0)	38	31	7	36	2	9	27	24	14	30	7	22	15	18	11	9	17	20
		2%	2%	2%	2%	3%	2%	2%	2%	1%	2%	1%	1%	2%	2%	2%	1%	1%	2%
2	(2.0)	90	72	18	88	2	25	65	43	47	69	20	64	25	32	24	34	46	43
		4%	4%	6%	4%	3%	4%	4%	4%	4%	5%	3%	4%	3%	4%	4%	5%	4%	4%
											b								
3	(3.0)	135	106	29	131	5	42	91	72	62	84	51	79	53	49	44	41	75	61
		6%	6%	9%	6%	7%	7%	6%	7%	6%	6%	7%	6%	7%	6%	7%	6%	6%	6%
				a															
4	(4.0)	138	114	24	133	5	41	96	71	65	89	48	83	54	49	51	36	75	60
		6%	6%	7%	6%	8%	7%	6%	7%	6%	6%	7%	6%	7%	6%	8%	5%	6%	6%
																c			
5 - Neutral	(5.0)	521	460	62	508	13	131	381	231	283	333	183	327	190	185	146	184	294	224
		24%	25%	19%	24%	21%	21%	25%	23%	25%	23%	26%	23%	26%	24%	22%	25%	24%	23%
				b															
6	(6.0)	243	210	33	235	8	59	182	106	135	169	72	171	70	92	63	86	135	109
		11%	11%	10%	11%	13%	10%	12%	10%	12%	12%	10%	12%	10%	12%	10%	12%	11%	11%
7	(7.0)	284	247	37	275	9	81	198	130	148	189	92	190	91	105	94	85	140	142
		13%	13%	11%	13%	14%	13%	13%	13%	13%	13%	13%	13%	13%	14%	14%	12%	12%	15%
																		a	
8	(8.0)	337	276	60	327	10	98	235	170	163	231	106	220	116	118	101	118	193	143
		15%	15%	18%	15%	15%	16%	15%	17%	14%	16%	15%	15%	16%	15%	15%	16%	16%	15%
9	(9.0)	150	120	31	145	5	36	112	74	74	100	50	100	49	53	46	48	81	68
		7%	6%	9%	7%	8%	6%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%
				a															
10 - Very positive	(10.0)	185	166	19	182	3	64	119	87	96	135	49	142	43	51	59	73	116	67
		8%	9%	6%	9%	4%	11%	8%	8%	8%	9%	7%	10%	6%	7%	9%	10%	10%	7%
				b			b				d		bd				a	b	
Don't know		12	10	2	11	1	3	7	5	7	4	4	7	2	6	4	1	7	5
		1%	1%	1%	1%	2%	1%	*	*	1%	*	1%	*	*	1%	1%	*	1%	*
Net: Positive		956	809	147	929	27	279	665	461	481	656	297	653	299	327	299	324	529	420
		44%	44%	44%	44%	42%	46%	43%	45%	43%	45%	42%	45%	41%	42%	46%	44%	44%	44%
Net: Neutral		902	784	118	876	26	231	658	408	483	590	303	580	314	326	260	306	503	393
		41%	42%	36%	41%	41%	38%	43%	40%	43%	41%	43%	40%	43%	42%	40%	42%	41%	41%
				b				a											

Impact of language on public attitudes to ageing

Q1_8. People in later life: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Negative	315	251	64	305	10	95	213	151	160	206	106	199	109	117	92	104	175	138
	14%	14%	19%	14%	15%	16%	14%	15%	14%	14%	15%	14%	15%	15%	14%	14%	14%	14%
Median 1	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
Base for stats	2173	1844	330	2110	63	606	1536	1020	1124	1453	706	1432	722	770	651	733	1207	951
Mean Score	6.04	6.07	5.89	6.04	5.91	6.07	6.04	6.08	6.00	6.11	5.91	6.14	5.88	5.93	6.09	6.11	6.06	6.02
			a							d		bd						
Standard Deviation	2.397	2.373	2.527	2.400	2.325	2.510	2.346	2.376	2.415	2.393	2.404	2.422	2.331	2.366	2.399	2.427	2.453	2.324
Standard Error	.051	.058	.113	.053	.217	.102	.060	.074	.072	.063	.091	.065	.085	.084	.093	.093	.072	.073
Error variance	*	*	.01	*	.05	.01	*	.01	.01	*	.01	*	.01	.01	.01	.01	.01	.01

Impact of language on public attitudes to ageing

Q1_8. People in later life: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Total	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded	
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c		
Significance Level: 95%																				
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905	
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very negative	(0.0)	52	32	1	3	2	14	12	27	13	23	23	5	1	21	22	8	18	14	13
		2%	2%	1%	4%	3%	3%	2%	3%	4%	3%	2%	1%	3%	6%	3%	1%	4%	2%	1%
										a					bc	c		c		
1	(1.0)	38	29	2	3	3	2	16	13	8	17	14	6	-	12	9	14	9	14	14
		2%	2%	1%	4%	4%	*	2%	1%	2%	2%	1%	2%	-	3%	1%	1%	2%	2%	2%
					e	e	e								bc					
2	(2.0)	90	59	8	1	4	17	33	41	14	35	39	15	1	23	36	31	31	29	24
		4%	4%	7%	2%	6%	4%	4%	4%	4%	5%	4%	4%	3%	7%	5%	3%	7%	4%	3%
															c			bc		
3	(3.0)	135	92	9	4	5	26	47	66	22	43	64	26	3	27	58	49	22	43	67
		6%	6%	8%	5%	6%	6%	6%	6%	6%	6%	6%	7%	7%	8%	8%	5%	5%	6%	8%
															c	c				a
4	(4.0)	138	85	8	7	8	30	58	59	21	42	65	27	3	24	50	60	24	56	53
		6%	6%	7%	9%	11%	6%	7%	6%	6%	6%	6%	7%	8%	7%	6%	6%	5%	8%	6%
5 - Neutral	(5.0)	521	348	34	17	16	103	181	250	86	154	277	80	10	74	244	175	110	202	169
		24%	24%	28%	22%	21%	23%	22%	25%	25%	23%	26%	21%	27%	21%	32%	17%	24%	27%	19%
																ac			c	
6	(6.0)	243	166	10	8	7	52	98	106	38	74	127	39	3	33	99	106	55	101	79
		11%	11%	8%	11%	9%	11%	12%	10%	11%	11%	12%	10%	10%	10%	13%	10%	12%	14%	9%
																			c	
7	(7.0)	284	201	15	6	7	55	121	117	41	105	136	39	2	32	94	151	56	96	124
		13%	14%	12%	9%	9%	12%	15%	12%	12%	15%	13%	10%	7%	9%	12%	15%	12%	13%	14%
								b			c						a			
8	(8.0)	337	222	19	11	12	73	128	161	46	98	164	68	7	63	89	183	71	106	154
		15%	15%	15%	15%	16%	16%	16%	16%	14%	14%	15%	18%	20%	18%	12%	18%	15%	14%	17%
															b		b			
9	(9.0)	150	107	2	5	6	31	53	79	18	43	74	31	2	16	31	100	27	35	83
		7%	7%	2%	6%	9%	7%	7%	8%	5%	6%	7%	8%	7%	4%	4%	10%	6%	5%	9%
			b		b	b										ab			ab	
10 - Very positive	(10.0)	185	104	10	10	5	55	61	96	26	42	91	48	3	23	34	126	42	37	100
		8%	7%	8%	13%	6%	12%	7%	9%	8%	6%	8%	12%	8%	7%	4%	12%	9%	5%	11%
							a										ab	b		b
Don't know		12	8	2	-	1	1	5	3	4	5	6	1	-	-	3	5	2	3	3
		1%	1%	1%	-	1%	*	1%	*	1%	1%	1%	*	-	-	*	1%	*	*	*
				e																

Impact of language on public attitudes to ageing

Q1_8. People in later life: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Positive	956 44%	633 44%	46 38%	32 43%	29 39%	214 47%	362 45%	453 45%	132 39%	288 42%	465 43%	185 48%	15 42%	134 38%	247 32%	560 56%	197 42%	273 37%	461 52%
Net: Neutral	902 41%	599 41%	53 44%	32 42%	30 41%	185 40%	336 41%	415 41%	145 43%	270 40%	469 43%	147 38%	16 45%	132 38%	393 51%	340 34%	189 41%	359 49%	301 34%
Net: Negative	315 14%	211 15%	20 17%	11 15%	14 19%	59 13%	109 13%	146 14%	57 17%	117 17%	140 13%	52 14%	5 13%	83 24%	125 16%	102 10%	79 17%	101 14%	118 13%
Median 1	6	6	5	6	5	6	6	6	6	6	6	6	6	5	5	7	6	6	7
Base for stats	2173	1443	119	75	74	457	807	1013	334	676	1073	384	36	348	765	1001	465	733	879
Mean Score	6.04	6.01	5.76	6.03	5.70	6.25	6.07	6.11	5.78	5.81	6.08	6.32	6.03	5.47	5.56	6.64	5.90	5.78	6.41
Standard Deviation	2.397	2.359	2.318	2.673	2.578	2.452	2.306	2.434	2.481	2.444	2.329	2.461	2.426	2.702	2.194	2.318	2.547	2.196	2.417
Standard Error	.051	.062	.197	.295	.262	.121	.079	.079	.131	.091	.072	.130	.410	.145	.079	.073	.120	.082	.080
Error variance	*	*	.04	.09	.07	.01	.01	.01	.02	.01	.01	.02	.17	.02	.01	.01	.01	.01	.01

Impact of language on public attitudes to ageing

Q1_8. People in later life: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
						In the UK, people have differing chances to age well depending on their background and circumstances		Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well		The experiences of older people have little relevance in society today			
			a	b	c	a	b	a	b	a	b
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185	1208	629	282	713	1404	373	1741	348	1749
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	52	27	11	10	13	38	7	43	5	47
		2%	2%	2%	3%	2%	3%	2%	2%	1%	3%
1	(1.0)	38	26	9	2	14	24	10	26	11	25
		2%	2%	1%	1%	2%	2%	3%	2%	3%	1%
										b	
2	(2.0)	90	57	24	8	24	63	19	70	12	73
		4%	5%	4%	3%	3%	5%	5%	4%	3%	4%
3	(3.0)	135	75	43	15	44	90	30	100	27	101
		6%	6%	7%	5%	6%	6%	8%	6%	8%	6%
4	(4.0)	138	83	37	18	41	93	26	109	28	106
		6%	7%	6%	6%	6%	7%	7%	6%	8%	6%
5 - Neutral	(5.0)	521	263	186	47	160	329	78	414	61	423
		24%	22%	30%	17%	23%	23%	21%	24%	17%	24%
				ac							a
6	(6.0)	243	137	61	41	82	155	42	196	53	186
		11%	11%	10%	14%	12%	11%	11%	11%	15%	11%
					b					b	
7	(7.0)	284	155	74	49	95	185	41	237	51	225
		13%	13%	12%	17%	13%	13%	11%	14%	15%	13%
					ab						
8	(8.0)	337	187	96	47	112	218	61	269	51	276
		15%	15%	15%	17%	16%	16%	16%	15%	15%	16%
9	(9.0)	150	87	34	23	58	88	23	126	27	121
		7%	7%	5%	8%	8%	6%	6%	7%	8%	7%
10 - Very positive	(10.0)	185	108	51	23	66	118	34	149	22	160
		8%	9%	8%	8%	9%	8%	9%	9%	6%	9%
Don't know		12	4	3	-	2	2	1	1	*	5
		1%	*	*	-	*	*	*	*	*	*

Impact of language on public attitudes to ageing

Q1_8. People in later life: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Positive	956	537	254	142	332	609	160	782	152	782
	44%	44%	40%	50%	47%	43%	43%	45%	44%	45%
Net: Neutral	902	483	285	105	284	577	145	719	142	715
	41%	40%	45%	37%	40%	41%	39%	41%	41%	41%
Net: Negative	315	185	87	34	95	216	67	240	54	247
	14%	15%	14%	12%	13%	15%	18%	14%	16%	14%
Median 1	6	6	6	7	6	6	6	6	6	6
Base for stats	2173	1204	626	282	711	1402	372	1740	348	1743
Mean Score	6.04	6.04	5.96	6.28	6.20	5.98	5.94	6.09	5.99	6.08
Standard Deviation	2.397	2.448	2.297	2.361	2.384	2.425	2.497	2.387	2.343	2.421
Standard Error	.051	.070	.092	.141	.090	.065	.127	.057	.122	.058
Error variance	*	*	.01	.02	.01	*	.02	*	.01	*

Impact of language on public attitudes to ageing

Q1_9. Mature: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	13 1%	5 *	8 1%	- -	2 *	5 1%	5 1%	1 *	- -	1 *	1 *	1 1%	- -	2 1%	3 1%	2 1%	1 1%	6 1%	6 1%
1	(1.0)	8 *	2 *	7 1%	- -	4 1%	1 *	4 1%	- -	- -	2 1%	1 *	- -	3 1%	1 *	2 1%	1 *	- -	5 *	4 *
2	(2.0)	45 2%	20 2%	26 2%	- -	19 3% d	12 2%	11 2%	3 1%	4 4% be	2 1%	2 1%	6 3% e	- -	10 4% bceh	9 3% e	3 1%	9 4% beh	25 2%	20 2%
3	(3.0)	67 3%	29 3%	37 3%	- -	26 4% b	11 2%	21 3%	9 3%	4 4% cf	11 4% cf	2 1%	10 4% cf	7 4% cf	1 *	18 5% cfh	7 2%	8 3% f	40 3%	27 3%
4	(4.0)	79 4%	33 3%	46 4%	- -	37 6% cd	22 4% d	17 3%	4 1%	4 4%	8 3%	8 4%	6 3%	6 3%	7 3%	16 5%	13 4%	10 5%	42 4%	37 4%
5 - Neutral	(5.0)	422 19%	202 19%	214 19%	5 63%	116 19%	114 21% d	138 20%	54 15%	16 15%	53 18%	44 21%	37 16%	32 17%	53 22%	67 20%	78 22%	42 19%	225 19%	197 20%
6	(6.0)	236 11%	123 12%	112 10%	1 13%	60 10%	58 11%	78 11%	40 11%	8 7%	32 11%	23 11%	22 10%	20 10%	23 9%	39 12%	43 12%	26 12%	139 12%	96 10%
7	(7.0)	379 17%	193 18%	185 17%	1 13%	117 19%	88 17%	118 17%	55 16%	21 19%	50 17%	40 19%	42 19%	37 19%	41 17%	52 15%	55 15%	42 19%	203 17%	176 18%
8	(8.0)	412 19%	199 19%	211 19%	1 13%	109 18%	107 20%	121 18%	75 21%	22 20%	57 20%	50 24% i	44 20%	37 20%	39 16%	64 19%	62 17%	35 16%	248 21% b	163 17%
9	(9.0)	230 11%	109 10%	121 11%	- -	61 10%	51 10%	66 10%	52 15% abc	9 8%	28 10%	21 10%	20 9%	24 13%	28 12%	33 10%	50 14% i	17 7%	132 11%	98 10%
10 - Very positive	(10.0)	285 13%	144 14%	141 13%	- -	61 10%	63 12%	100 15% a	62 17% ab	21 19% cg	42 15% g	22 10%	36 16% g	22 12%	34 14%	30 9%	45 13%	33 15% g	138 11%	148 15% a
Don't know		9 *	4 *	5 *	- -	6 1% c	2 *	1 *	1 *	- -	1 *	- -	1 *	1 1%	1 1%	4 1% h	- -	1 *	5 *	4 *
Net: Positive		1306 60%	645 61%	658 59%	2 25%	349 56%	310 58%	404 60%	244 68% abc	73 66% g	177 62% g	133 63% g	143 63% g	120 64% g	143 59%	178 53%	211 59%	127 57%	721 60%	585 60%
Net: Neutral		736 34%	358 34%	371 33%	6 75%	213 34% d	193 36% d	233 34% d	98 27%	28 26%	93 33%	74 35%	65 29%	58 31%	83 34%	122 36%	134 37% ad	78 35%	406 34%	330 34%

Impact of language on public attitudes to ageing

Q1_9. Mature: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Negative	133	56	77	-	50	28	41	14	8	16	6	17	10	14	32	13	18	76	58
	6%	5%	7%	-	8%	5%	6%	4%	8%	5%	3%	8%	5%	6%	10%	4%	8%	6%	6%
					bd				c			ch			ch		ch		
Median 1	7	7	7	5	7	7	7	8	7	7	7	7	7	7	7	7	7	7	7
Base for stats	2176	1060	1107	8	612	531	677	356	110	286	213	226	188	241	332	358	223	1203	973
Mean Score	6.90	6.96	6.85	5.75	6.64	6.83	6.93	7.39	7.12	7.02	6.98	7.00	7.03	6.88	6.54	6.98	6.74	6.88	6.92
							a	abc	g	g	g	g	g			g			
Standard Deviation	2.106	2.051	2.162	1.165	2.144	2.080	2.121	1.969	2.198	2.047	1.892	2.166	1.995	2.216	2.189	2.027	2.202	2.071	2.150
Standard Error	.045	.064	.064	.412	.083	.090	.082	.111	.217	.121	.128	.139	.142	.155	.115	.109	.149	.058	.073
Error variance	*	*	*	.17	.01	.01	.01	.01	.05	.01	.02	.02	.02	.02	.01	.01	.02	*	.01

Impact of language on public attitudes to ageing

Q1_9. Mature: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	13	13	-	13	-	6	7	7	5	8	5	8	4	6	4	3	8	5
		1%	1%	-	1%	-	1%	*	1%	*	1%	1%	1%	1%	1%	1%	*	1%	*
1	(1.0)	8	7	2	8	-	2	6	5	4	4	4	5	3	5	2	2	7	1
		*	*	1%	*	-	*	*	*	*	*	1%	*	*	1%	*	*	1%	*
2	(2.0)	45	34	11	44	1	15	29	22	22	28	16	32	12	20	14	11	24	22
		2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%	2%	2%
				a															
3	(3.0)	67	46	20	64	3	19	46	35	31	41	25	36	30	21	24	21	37	30
		3%	3%	6%	3%	5%	3%	3%	3%	3%	3%	4%	2%	4%	3%	4%	3%	3%	3%
				a									c						
4	(4.0)	79	57	22	76	3	16	61	45	34	53	24	36	41	34	27	16	46	33
		4%	3%	7%	4%	5%	3%	4%	4%	3%	4%	3%	3%	6%	4%	4%	2%	4%	3%
				a									abc	c	c				
5 - Neutral	(5.0)	422	362	59	410	11	101	317	167	251	272	143	249	167	179	116	122	234	181
		19%	20%	18%	19%	18%	17%	21%	16%	22%	19%	20%	17%	23%	23%	18%	17%	19%	19%
								a		a			ac	bc					
6	(6.0)	236	209	26	228	8	72	161	121	110	152	83	151	83	79	76	78	129	106
		11%	11%	8%	11%	12%	12%	10%	12%	10%	10%	12%	11%	11%	10%	12%	11%	11%	11%
				b															
7	(7.0)	379	324	55	366	13	97	277	173	203	256	122	247	130	153	105	121	206	173
		17%	17%	17%	17%	21%	16%	18%	17%	18%	18%	17%	17%	18%	20%	16%	16%	17%	18%
8	(8.0)	412	344	67	397	15	113	289	184	220	289	121	290	119	150	117	140	214	193
		19%	19%	20%	19%	23%	19%	19%	18%	19%	20%	17%	20%	16%	19%	18%	19%	18%	20%
													d						
9	(9.0)	230	196	34	226	4	70	158	116	109	153	75	177	51	57	79	93	132	98
		11%	11%	10%	11%	6%	12%	10%	11%	10%	11%	11%	12%	7%	7%	12%	13%	11%	10%
											d	d	d			a	a		
10 - Very positive	(10.0)	285	255	30	281	4	94	186	146	136	196	89	203	80	67	88	127	172	110
		13%	14%	9%	13%	7%	15%	12%	14%	12%	13%	12%	14%	11%	9%	13%	17%	14%	12%
				b	b		b						d		a	ab			
Don't know		9	5	4	8	*	2	7	5	4	5	3	5	3	5	3	1	5	4
		*	*	1%	*	1%	*	*	*	*	*	*	*	*	1%	1%	*	*	*
				a															
Net: Positive		1306	1120	187	1270	37	375	910	618	669	894	407	917	380	428	389	481	724	574
		60%	60%	56%	60%	57%	62%	59%	60%	59%	61%	57%	64%	53%	55%	59%	66%	60%	60%
											d		bd			ab			

Impact of language on public attitudes to ageing

Q1_9. Mature: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	736 34%	629 34%	108 32%	714 34%	23 35%	189 31%	538 35%	333 32%	395 35%	477 33%	250 35%	436 30%	291 40%	292 38%	219 33%	216 29%	409 34%	321 34%
Net: Negative	133 6%	100 5%	33 10%	129 6%	4 7%	43 7%	88 6%	70 7%	63 6%	82 6%	50 7%	81 6%	49 7%	52 7%	43 7%	37 5%	76 6%	57 6%
Median 1	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
Base for stats	2176	1848	328	2113	63	607	1536	1020	1127	1452	707	1434	720	771	652	734	1209	952
Mean Score	6.90	6.95	6.59	6.91	6.63	7.01	6.85	6.93	6.86	6.96	6.80	7.07	6.57	6.58	6.92	7.23	6.91	6.88
		b								d	d	bd			a	ab		
Standard Deviation	2.106	2.088	2.184	2.112	1.891	2.199	2.065	2.170	2.053	2.082	2.145	2.088	2.089	2.051	2.142	2.075	2.154	2.047
Standard Error	.045	.051	.098	.047	.176	.089	.053	.068	.061	.054	.081	.056	.076	.072	.083	.079	.063	.065
Error variance	*	*	.01	*	.03	.01	*	*	*	*	.01	*	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

Q1_9. Mature: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	13	8	-	1	-	3	2	9	2	4	6	1	1	5	4	3	4	2	5
		1%	1%	-	2%	-	1%	*	1%	1%	1%	1%	*	3%	1%	*	*	1%	*	1%
													abc	c						
1	(1.0)	8	5	1	1	1	1	-	7	2	3	4	2	-	2	2	4	3	3	3
		*	*	*	1%	1%	*	-	1%	*	*	*	*	-	1%	*	*	1%	*	*
									a											
2	(2.0)	45	34	5	-	2	5	17	19	7	21	18	6	1	13	12	20	9	16	18
		2%	2%	4%	-	3%	1%	2%	2%	2%	3%	2%	1%	3%	4%	2%	2%	2%	2%	2%
				e										b						
3	(3.0)	67	49	4	3	1	9	25	31	11	29	27	9	2	14	21	26	10	23	28
		3%	3%	3%	4%	2%	2%	3%	3%	3%	4%	2%	2%	5%	4%	3%	3%	2%	3%	3%
											b									
4	(4.0)	79	61	2	3	5	7	32	27	20	25	39	15	1	17	29	31	16	35	27
		4%	4%	2%	4%	7%	2%	4%	3%	6%	4%	4%	4%	3%	5%	4%	3%	3%	5%	3%
			e			be			b											
5 - Neutral	(5.0)	422	302	23	11	16	69	149	185	84	142	199	71	8	75	196	125	81	175	136
		19%	21%	19%	15%	22%	15%	18%	18%	25%	21%	18%	18%	22%	21%	25%	12%	17%	24%	15%
			e					ab						c	c		ac			
6	(6.0)	236	154	13	11	6	50	104	102	28	76	115	43	2	39	102	90	49	87	83
		11%	11%	11%	15%	8%	11%	13%	10%	8%	11%	11%	11%	6%	11%	13%	9%	11%	12%	9%
								c							c					
7	(7.0)	379	248	21	14	14	82	154	170	51	111	197	63	8	55	155	164	81	132	154
		17%	17%	18%	18%	18%	18%	19%	17%	15%	16%	18%	16%	21%	16%	20%	16%	17%	18%	17%
															c					
8	(8.0)	412	269	22	13	13	94	162	178	69	136	205	65	5	56	126	225	85	128	183
		19%	19%	18%	17%	17%	20%	20%	17%	20%	20%	19%	17%	14%	16%	16%	22%	18%	17%	21%
															ab					
9	(9.0)	230	140	13	10	8	60	75	138	17	57	118	52	3	30	55	139	52	62	114
		11%	10%	11%	13%	10%	13%	9%	14%	5%	8%	11%	13%	9%	9%	7%	14%	11%	8%	13%
							a	c	ac				a			ab				b
10 - Very positive	(10.0)	285	176	15	7	8	78	89	149	45	73	148	58	5	42	65	173	75	72	127
		13%	12%	13%	9%	11%	17%	11%	15%	13%	11%	14%	15%	13%	12%	8%	17%	16%	10%	14%
							a		a				a			ab	b			b

Impact of language on public attitudes to ageing

Q1_9. Mature: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	9	6	*	1	1	1	4	1	3	4	3	2	-	1	2	5	1	2	4
	*	*	*	2%	1%	*	1%	*	1%	1%	*	*	-	*	*	1%	*	*	*
				e				b											
Net: Positive	1306	832	72	43	42	313	479	634	182	378	668	238	20	183	401	701	293	394	578
	60%	57%	60%	58%	57%	68%	59%	62%	54%	55%	62%	62%	57%	53%	52%	70%	63%	54%	66%
				ad				c			a				ab		b		b
Net: Neutral	736	517	39	25	28	126	285	314	132	243	353	128	11	131	327	247	147	297	246
	34%	36%	32%	33%	37%	28%	35%	31%	39%	36%	33%	33%	31%	38%	43%	25%	31%	40%	28%
		e						b						c	c			ac	
Net: Negative	133	96	10	5	4	18	44	66	21	56	55	18	4	34	39	54	26	44	54
	6%	7%	8%	7%	5%	4%	5%	6%	6%	8%	5%	5%	12%	10%	5%	5%	6%	6%	6%
		e								bc				bc					
Median 1	7	7	7	7	7	8	7	7	7	7	7	7	7	7	7	8	7	7	7
Base for stats	2176	1446	120	74	74	457	808	1015	334	677	1076	384	36	347	766	1001	466	735	878
Mean Score	6.90	6.78	6.87	6.81	6.69	7.32	6.85	7.03	6.64	6.66	6.99	7.08	6.48	6.53	6.56	7.34	7.05	6.62	7.12
				abcd				c			a	a			ab		b		b
Standard Deviation	2.106	2.117	2.141	2.129	2.134	2.008	1.977	2.177	2.158	2.138	2.068	2.084	2.481	2.297	1.923	2.080	2.162	2.017	2.105
Standard Error	.045	.056	.180	.237	.217	.099	.068	.071	.114	.079	.064	.110	.419	.123	.070	.066	.102	.075	.070
Error variance	*	*	.03	.06	.05	.01	*	*	.01	.01	*	.01	.18	.02	*	*	.01	.01	*

Impact of language on public attitudes to ageing

Q1_9. Mature: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185	1208	629	282	713	1404	373	1741	348	1749
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	13 1%	7 1%	3 *	1 *	1 *	12 1% a	2 1%	10 1%	1 *	12 1%
1	(1.0)	8 *	3 *	3 1%	1 *	2 *	5 *	3 1%	5 *	3 1%	6 *
2	(2.0)	45 2%	26 2%	11 2%	8 3%	14 2%	30 2%	13 3%	32 2%	17 5% b	27 2%
3	(3.0)	67 3%	47 4% c	18 3% c	1 *	31 4% b	33 2%	16 4%	45 3%	17 5% b	44 3%
4	(4.0)	79 4%	43 4%	24 4%	9 3%	25 3%	54 4%	17 5%	59 3%	21 6% b	55 3%
5 - Neutral	(5.0)	422 19%	208 17%	153 24% ac	37 13%	133 19%	258 18%	65 17%	329 19%	74 21%	312 18%
6	(6.0)	236 11%	121 10%	73 12%	36 13%	74 10%	157 11%	39 10%	190 11%	38 11%	189 11%
7	(7.0)	379 17%	218 18%	104 17%	46 16%	111 16%	262 19%	87 23% b	285 16%	62 18%	308 18%
8	(8.0)	412 19%	245 20% b	99 16%	62 22% b	128 18%	274 20%	60 16%	342 20%	50 14%	352 20% a
9	(9.0)	230 11%	135 11%	57 9%	33 12%	77 11%	149 11%	29 8%	200 11% a	30 9%	194 11%
10 - Very positive	(10.0)	285 13%	153 13%	79 13%	47 17%	113 16% b	167 12%	41 11%	240 14%	33 9%	246 14% a

Impact of language on public attitudes to ageing

Q1_9. Mature: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	9	3	3	1	4	1	1	4	1	4
	*	*	1%	*	1%	*	*	*	*	*
Net: Positive	1306	751	339	187	430	852	217	1067	175	1100
	60%	62%	54%	66%	60%	61%	58%	61%	50%	63%
		b	b						a	
Net: Neutral	736	372	250	82	232	469	121	578	134	556
	34%	31%	40%	29%	32%	33%	33%	33%	38%	32%
			ac						b	
Net: Negative	133	83	36	11	48	81	34	92	38	89
	6%	7%	6%	4%	7%	6%	9%	5%	11%	5%
							b		b	
Median 1	7	7	7	8	7	7	7	7	7	7
Base for stats	2176	1205	625	281	709	1402	372	1737	347	1745
Mean Score	6.90	6.93	6.72	7.26	7.00	6.88	6.62	7.00	6.37	7.04
		b		ab				a		a
Standard Deviation	2.106	2.108	2.090	2.052	2.142	2.086	2.170	2.086	2.226	2.064
Standard Error	.045	.061	.084	.123	.081	.056	.111	.050	.116	.050
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

Q1_10. Silver surfers: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	114	42	71	1	28	25	43	18	9	16	11	12	8	9	18	16	14	54	60
		5%	4%	6%	13%	4%	5%	6%	5%	8%	6%	5%	5%	4%	4%	5%	4%	6%	4%	6%
				a																
1	(1.0)	81	28	53	-	26	13	29	13	4	15	11	9	5	8	10	10	9	45	36
		4%	3%	5%	-	4%	2%	4%	4%	4%	5%	5%	4%	3%	3%	3%	3%	4%	4%	4%
				a																
2	(2.0)	124	55	68	1	42	25	41	15	13	12	7	16	10	13	23	18	12	70	54
		6%	5%	6%	13%	7%	5%	6%	4%	12%	4%	3%	7%	5%	5%	7%	5%	5%	6%	6%
										bcefhi										
3	(3.0)	158	77	80	-	61	32	42	23	7	15	20	11	17	14	34	24	15	91	67
		7%	7%	7%	-	10%	6%	6%	6%	6%	5%	9%	5%	9%	6%	10%	7%	7%	8%	7%
						bc									bd					
4	(4.0)	119	57	62	-	44	30	36	10	7	13	13	12	11	8	23	21	10	68	51
		5%	5%	6%	-	7%	6%	5%	3%	6%	4%	6%	5%	6%	3%	7%	6%	5%	6%	5%
						d														
5 - Neutral	(5.0)	578	288	287	2	159	140	191	88	27	77	53	58	50	84	77	97	55	299	278
		26%	27%	26%	25%	26%	26%	28%	25%	24%	27%	25%	25%	26%	35%	23%	27%	25%	25%	28%
															cdgi					
6	(6.0)	218	118	98	1	55	65	67	30	7	32	25	26	17	19	41	32	19	123	94
		10%	11%	9%	13%	9%	12%	10%	9%	7%	11%	12%	11%	9%	8%	12%	9%	8%	10%	10%
7	(7.0)	235	125	110	-	64	68	72	31	11	33	22	28	24	21	33	34	29	131	104
		11%	12%	10%	-	10%	13%	11%	9%	10%	11%	11%	12%	13%	9%	10%	9%	13%	11%	11%
8	(8.0)	235	111	122	2	54	62	70	49	14	36	22	24	15	27	23	46	27	144	91
		11%	10%	11%	25%	9%	12%	10%	14%	13%	13%	11%	11%	8%	11%	7%	13%	12%	12%	9%
									a		g					g	g			
9	(9.0)	132	77	55	-	26	36	35	35	6	14	13	11	9	18	21	31	10	89	44
		6%	7%	5%	-	4%	7%	5%	10%	5%	5%	6%	5%	5%	7%	6%	9%	5%	7%	4%
			b				a		ac										b	
10 - Very positive	(10.0)	149	76	73	-	30	30	48	41	5	17	11	16	15	18	22	23	23	72	77
		7%	7%	7%	-	5%	6%	7%	12%	5%	6%	5%	7%	8%	8%	6%	7%	10%	6%	8%
									abc								c			
Don't know		43	10	32	1	28	8	4	3	-	6	3	3	8	4	11	6	1	22	21
		2%	1%	3%	13%	5%	2%	1%	1%	-	2%	1%	1%	4%	2%	3%	2%	1%	2%	2%
				a		bcd								ai		i				
Net: Positive		751	390	360	2	174	196	225	157	36	100	69	79	63	84	99	134	89	436	316
		34%	37%	32%	25%	28%	37%	33%	44%	32%	35%	32%	35%	33%	35%	29%	37%	40%	36%	32%
			b			a		abc								g	g			

Impact of language on public attitudes to ageing

Q1_10. Silver surfers: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	914	463	447	3	258	234	294	128	41	122	92	95	78	112	141	150	84	491	423
	42%	44%	40%	38%	42%	44%	43%	36%	37%	42%	43%	42%	41%	46%	42%	42%	38%	41%	43%
						d	d												
Net: Negative	476	201	273	2	157	95	156	69	33	59	50	49	40	43	85	68	50	259	217
	22%	19%	25%	25%	25%	18%	23%	19%	30%	21%	23%	22%	21%	18%	25%	19%	22%	21%	22%
			a		bd		b		bfb					fh					
Median 1	5	5	5	5	5	5	5	6	5	5	5	5	5	5	5	5	5	5	5
Base for stats	2142	1054	1079	7	590	525	674	353	110	280	210	223	181	239	325	352	223	1186	956
Mean Score	5.45	5.66	5.25	4.86	5.11	5.64	5.33	5.98	4.97	5.44	5.32	5.43	5.47	5.65	5.24	5.67	5.59	5.53	5.36
		b				ac		ac					a		ag				
Standard Deviation	2.620	2.511	2.708	2.968	2.517	2.482	2.668	2.794	2.789	2.615	2.580	2.629	2.570	2.512	2.618	2.575	2.772	2.592	2.652
Standard Error	.057	.078	.082	1.122	.099	.108	.104	.159	.275	.156	.177	.170	.186	.177	.139	.140	.188	.073	.090
Error variance	*	.01	.01	1.26	.01	.01	.01	.03	.08	.02	.03	.03	.03	.03	.02	.02	.04	.01	.01

Impact of language on public attitudes to ageing

Q1_10. Silver surfers: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	114	101	13	109	5	40	73	59	53	68	46	79	33	30	39	45	69	45
		5%	5%	4%	5%	8%	7%	5%	6%	5%	5%	6%	6%	5%	4%	6%	6%	6%	5%
1	(1.0)	81	72	9	80	1	20	60	38	42	52	25	58	20	27	21	33	47	32
		4%	4%	3%	4%	2%	3%	4%	4%	4%	4%	4%	4%	3%	3%	3%	5%	4%	3%
2	(2.0)	124	102	22	118	6	37	85	57	67	82	42	79	44	47	36	41	69	55
		6%	5%	7%	6%	9%	6%	6%	6%	6%	6%	6%	5%	6%	6%	5%	6%	6%	6%
3	(3.0)	158	127	31	154	3	41	116	74	83	105	50	91	63	64	46	45	86	71
		7%	7%	9%	7%	5%	7%	7%	7%	7%	7%	7%	6%	9%	8%	7%	6%	7%	7%
4	(4.0)	119	98	21	114	5	35	81	56	60	88	31	80	37	54	35	30	66	51
		5%	5%	6%	5%	7%	6%	5%	5%	5%	6%	4%	6%	5%	7%	5%	4%	5%	5%
5 - Neutral	(5.0)	578	494	84	565	13	143	427	248	323	377	193	352	218	215	166	189	336	237
		26%	27%	25%	27%	20%	23%	28%	24%	29%	26%	27%	24%	30%	28%	25%	26%	28%	25%
6	(6.0)	218	188	30	212	5	51	163	107	106	144	71	137	78	77	62	78	123	94
		10%	10%	9%	10%	8%	8%	11%	10%	9%	10%	10%	10%	11%	10%	9%	11%	10%	10%
7	(7.0)	235	205	30	226	9	68	162	117	114	161	74	156	78	90	72	70	116	117
		11%	11%	9%	11%	15%	11%	11%	11%	10%	11%	10%	11%	11%	12%	11%	10%	10%	12%
8	(8.0)	235	199	35	226	8	75	155	113	122	161	74	161	73	77	81	75	117	117
		11%	11%	11%	11%	13%	12%	10%	11%	11%	11%	10%	11%	10%	10%	12%	10%	10%	12%
9	(9.0)	132	107	25	130	3	31	100	67	63	89	43	95	37	37	39	54	69	62
		6%	6%	8%	6%	4%	5%	6%	7%	6%	6%	6%	7%	5%	5%	6%	7%	6%	7%
10 - Very positive	(10.0)	149	134	16	146	3	64	84	70	78	104	46	124	25	35	44	69	96	52
		7%	7%	5%	7%	5%	11%	5%	7%	7%	7%	6%	9%	3%	4%	7%	9%	8%	5%
Don't know		43	28	15	40	3	4	38	19	22	27	15	25	17	24	13	5	21	22
		2%	1%	5%	2%	4%	1%	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%	2%	2%
Net: Positive		751	645	106	728	23	239	501	366	376	515	236	537	214	239	237	268	399	347
		34%	35%	32%	34%	36%	39%	32%	36%	33%	35%	33%	37%	30%	31%	36%	37%	33%	36%
Net: Neutral		914	779	135	891	23	228	670	412	489	608	296	570	333	346	263	297	525	382
		42%	42%	41%	42%	36%	38%	43%	40%	43%	42%	42%	40%	46%	45%	40%	40%	43%	40%

Impact of language on public attitudes to ageing

Q1_10. Silver surfers: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Negative	476	402	75	462	15	138	334	228	244	307	163	307	161	167	142	164	270	204
	22%	22%	23%	22%	23%	23%	22%	22%	22%	21%	23%	21%	22%	22%	22%	22%	22%	21%
Median 1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Base for stats	2142	1826	316	2081	61	605	1505	1006	1108	1430	694	1413	707	752	642	729	1193	934
Mean Score	5.45	5.46	5.40	5.46	5.29	5.59	5.40	5.47	5.44	5.51	5.36	5.57	5.26	5.31	5.49	5.56	5.41	5.50
Standard Deviation	2.620	2.635	2.534	2.618	2.696	2.800	2.548	2.664	2.578	2.601	2.663	2.718	2.396	2.427	2.659	2.780	2.663	2.567
Standard Error	.057	.065	.115	.058	.255	.114	.066	.084	.078	.069	.102	.073	.089	.087	.104	.107	.079	.082
Error variance	*	*	.01	*	.06	.01	*	.01	.01	*	.01	.01	.01	.01	.01	.01	.01	.01

Impact of language on public attitudes to ageing

Q1_10. Silver surfers: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Total	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded	
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c		
Significance Level: 95%																				
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905	
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very negative	(0.0)	114	76	7	-	2	28	32	62	20	35	56	20	2	51	32	30	34	26	47
		5%	5%	6%	-	3%	6%	4%	6%	6%	5%	5%	5%	7%	15%	4%	3%	7%	4%	5%
			c	c		c			a						bc			b		
1	(1.0)	81	54	6	2	4	14	30	38	13	26	41	13	1	23	27	26	28	23	25
		4%	4%	5%	3%	6%	3%	4%	4%	4%	4%	4%	3%	3%	7%	4%	3%	6%	3%	3%
															bc			bc		
2	(2.0)	124	74	12	7	8	23	51	53	19	38	57	27	2	24	49	50	34	36	48
		6%	5%	10%	9%	11%	5%	6%	5%	6%	6%	5%	7%	5%	7%	6%	5%	7%	5%	5%
				ae		ae														
3	(3.0)	158	117	6	3	5	26	63	65	29	55	78	21	3	18	69	67	25	69	54
		7%	8%	5%	4%	6%	6%	8%	6%	8%	8%	7%	5%	9%	5%	9%	7%	5%	9%	6%
																a				ac
4	(4.0)	119	90	7	3	4	15	41	51	27	43	59	17	1	26	47	44	26	40	50
		5%	6%	5%	4%	6%	3%	5%	5%	8%	6%	5%	4%	2%	8%	6%	4%	6%	6%	6%
			e						b						c					
5 - Neutral	(5.0)	578	367	38	25	24	122	194	269	110	179	291	100	6	84	251	214	107	233	195
		26%	25%	32%	34%	33%	27%	24%	26%	33%	26%	27%	26%	18%	24%	33%	21%	23%	32%	22%
									ab						ac					ac
6	(6.0)	218	160	11	4	2	40	80	108	24	65	110	37	5	27	89	98	44	88	81
		10%	11%	10%	6%	3%	9%	10%	11%	7%	10%	10%	10%	15%	8%	12%	10%	9%	12%	9%
			d												a					
7	(7.0)	235	163	13	9	7	43	103	100	30	75	118	38	4	24	72	133	46	74	112
		11%	11%	11%	12%	9%	9%	13%	10%	9%	11%	11%	10%	11%	7%	9%	13%	10%	10%	13%
																ab				
8	(8.0)	235	143	9	11	5	66	93	117	25	69	118	41	7	30	66	136	47	62	117
		11%	10%	7%	15%	7%	14%	11%	11%	7%	10%	11%	11%	19%	9%	9%	13%	10%	8%	13%
						abd		c	c						ab		ab			b
9	(9.0)	132	87	3	4	4	34	49	68	14	37	63	29	3	15	27	90	35	28	68
		6%	6%	2%	5%	5%	8%	6%	7%	4%	5%	6%	8%	8%	4%	4%	9%	7%	4%	8%
						b										ab		b		b
10 - Very positive	(10.0)	149	90	6	4	4	44	57	78	12	35	75	36	1	16	27	105	34	40	73
		7%	6%	5%	5%	5%	10%	7%	8%	4%	5%	7%	9%	4%	5%	4%	10%	7%	5%	8%
						a		c	c				a			ab				b

Impact of language on public attitudes to ageing

Q1_10. Silver surfers: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	43	31	2	2	5	3	21	7	15	24	13	6	-	10	13	15	7	16	12
	2%	2%	2%	3%	7%	1%	3%	1%	5%	3%	1%	2%	-	3%	2%	2%	1%	2%	1%
		e		e	ae		b		b	b									
Net: Positive	751	483	31	29	19	188	301	363	81	216	374	144	15	85	192	464	162	204	370
	34%	33%	26%	38%	26%	41%	37%	36%	24%	32%	35%	37%	42%	24%	25%	46%	35%	28%	42%
				abd		c	c									ab	b		ab
Net: Neutral	914	616	56	33	31	176	315	428	161	287	459	154	12	137	386	356	177	361	326
	42%	42%	47%	43%	42%	39%	39%	42%	48%	42%	43%	40%	34%	39%	50%	35%	38%	49%	37%
						a			a						ac				ac
Net: Negative	476	321	31	12	19	91	175	218	80	154	233	81	8	116	177	171	121	154	174
	22%	22%	26%	15%	26%	20%	22%	21%	24%	23%	22%	21%	24%	33%	23%	17%	26%	21%	20%
							bc		c							c			
Median 1	5	5	5	5	5	5	5	5	5	5	5	5	6	5	5	6	5	5	6
Base for stats	2142	1421	119	73	69	455	791	1009	323	657	1066	379	36	338	756	991	460	720	870
Mean Score	5.45	5.40	4.96	5.77	4.98	5.77	5.56	5.52	4.95	5.30	5.47	5.63	5.65	4.48	5.10	6.09	5.27	5.31	5.76
				bd		abd	c	c							a	ab			ab
Standard Deviation	2.620	2.587	2.532	2.284	2.557	2.751	2.589	2.688	2.441	2.556	2.608	2.738	2.710	2.930	2.321	2.589	2.861	2.352	2.687
Standard Error	.057	.069	.216	.257	.268	.136	.090	.087	.132	.096	.081	.146	.458	.160	.085	.082	.136	.088	.090
Error variance	*	*	.05	.07	.07	.02	.01	.01	.02	.01	.01	.02	.21	.03	.01	.01	.02	.01	.01

Impact of language on public attitudes to ageing

Q1_10. Silver surfers: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
										a	b
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185	1208	629	282	713	1404	373	1741	348	1749
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	114	71	28	11	27	87	21	92	13	100
		5%	6%	4%	4%	4%	6% a	6%	5%	4%	6%
1	(1.0)	81	50	15	11	24	53	13	64	17	64
		4%	4%	2%	4%	3%	4%	3%	4%	5%	4%
			b								
2	(2.0)	124	73	33	17	32	89	17	101	25	93
		6%	6%	5%	6%	5%	6%	5%	6%	7%	5%
3	(3.0)	158	92	42	20	57	99	38	116	33	122
		7%	8%	7%	7%	8%	7%	10% b	7%	9%	7%
4	(4.0)	119	69	29	20	39	77	23	95	18	97
		5%	6%	5%	7%	5%	5%	6%	5%	5%	6%
5 - Neutral	(5.0)	578	264	213	74	181	366	93	452	81	453
		26%	22%	34% ac	26%	25%	26%	25%	26%	23%	26%
6	(6.0)	218	132	54	27	83	131	33	181	37	178
		10%	11%	9%	10%	12%	9%	9%	10%	11%	10%
7	(7.0)	235	134	69	26	82	150	39	191	40	185
		11%	11%	11%	9%	11%	11%	11%	11%	12%	11%
8	(8.0)	235	139	61	32	73	156	41	191	40	192
		11%	11%	10%	11%	10%	11%	11%	11%	11%	11%
9	(9.0)	132	75	33	21	42	88	23	108	20	109
		6%	6%	5%	8%	6%	6%	6%	6%	6%	6%
10 - Very positive	(10.0)	149	90	36	20	64	83	25	124	20	129
		7%	7%	6%	7%	9% b	6%	7%	7%	6%	7%
Don't know		43	18	17	3	8	25	7	23	4	28
		2%	2%	3%	1%	1%	2%	2%	1%	1%	2%

Impact of language on public attitudes to ageing

Q1_10. Silver surfers: To what extent, if at all, do you feel positively or negatively about the terms listed below describing people aged 65 and over?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Positive	751	438	199	99	262	477	128	615	120	615
	34%	36%	32%	35%	37%	34%	34%	35%	34%	35%
Net: Neutral	914	465	296	122	302	573	149	728	137	728
	42%	38%	47%	43%	42%	41%	40%	42%	39%	42%
Net: Negative	476	287	117	58	141	328	89	375	88	378
	22%	24%	19%	21%	20%	23%	24%	22%	25%	22%
Median 1	5	5	5	5	5	5	5	5	5	5
Base for stats	2142	1190	612	279	705	1379	366	1718	345	1721
Mean Score	5.45	5.45	5.45	5.54	5.67	5.34	5.39	5.49	5.35	5.48
Standard Deviation	2.620	2.722	2.424	2.596	2.573	2.661	2.644	2.634	2.590	2.658
Standard Error	.057	.079	.098	.157	.097	.072	.136	.064	.135	.065
Error variance	*	.01	.01	.02	.01	.01	.02	*	.02	*

Impact of language on public attitudes to ageing

Q2. To what extent, if at all, do you feel positively or negatively about ageing?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	67	21	46	-	13	16	30	7	6	10	6	9	4	9	10	9	4	27	40
		3%	2%	4%	-	2%	3%	4%	2%	5%	4%	3%	4%	2%	4%	3%	2%	2%	2%	4%
				a				ad											a	a
1	(1.0)	50	11	39	-	16	14	14	6	3	6	5	6	6	5	5	8	5	25	25
		2%	1%	4%	-	3%	3%	2%	2%	3%	2%	2%	3%	3%	2%	2%	2%	2%	2%	3%
				a																
2	(2.0)	91	29	62	-	31	6	33	21	2	7	5	15	5	13	19	20	5	57	33
		4%	3%	6%	-	5%	1%	5%	6%	2%	2%	2%	6%	3%	5%	6%	6%	2%	5%	3%
				a		b		b	b				bci				bi			
3	(3.0)	140	61	79	-	42	32	48	19	11	19	14	18	20	13	12	21	13	88	53
		6%	6%	7%	-	7%	6%	7%	5%	10%	6%	7%	8%	10%	5%	4%	6%	6%	7%	5%
										g			g	g						
4	(4.0)	151	67	84	-	52	43	43	13	2	30	16	12	14	15	31	23	8	88	63
		7%	6%	8%	-	8%	8%	6%	4%	2%	10%	8%	5%	7%	6%	9%	6%	4%	7%	6%
						d	d				adi	a		a		ai				
5	(5.0)	371	178	191	3	86	103	134	48	25	44	40	33	40	40	59	52	41	210	162
		17%	17%	17%	38%	14%	19%	20%	14%	23%	15%	19%	14%	21%	16%	17%	14%	18%	17%	17%
						ad	ad													
6	(6.0)	246	106	140	-	88	58	72	28	11	33	20	21	22	25	44	48	21	135	111
		11%	10%	13%	-	14%	11%	11%	8%	10%	11%	9%	9%	12%	10%	13%	13%	10%	11%	11%
						cd														
7	(7.0)	356	183	171	2	100	84	111	60	22	43	41	42	24	42	45	54	43	191	165
		16%	17%	15%	25%	16%	16%	16%	17%	20%	15%	19%	19%	12%	17%	13%	15%	19%	16%	17%
8	(8.0)	344	202	142	1	90	79	99	76	13	40	36	31	27	37	53	63	45	194	150
		16%	19%	13%	13%	15%	15%	15%	21%	12%	14%	17%	14%	14%	15%	16%	18%	20%	16%	15%
			b					abc												
9	(9.0)	152	82	69	-	38	46	33	35	8	21	13	20	13	19	18	28	13	90	61
		7%	8%	6%	-	6%	9%	5%	10%	7%	7%	6%	9%	7%	8%	5%	8%	6%	7%	6%
							c		ac											
10 - Very positive	(10.0)	154	93	60	-	42	34	38	41	4	25	14	15	11	19	27	18	21	77	78
		7%	9%	5%	-	7%	6%	6%	11%	4%	9%	6%	7%	6%	8%	8%	5%	9%	6%	8%
			b					abc									h			
Don't know		62	32	28	2	19	17	23	3	3	10	3	4	5	6	14	13	5	25	37
		3%	3%	3%	25%	3%	3%	3%	1%	2%	3%	1%	2%	3%	2%	4%	4%	2%	2%	4%
						d	d	d												a
Net: Positive		1006	559	442	3	271	243	281	211	48	129	104	108	74	117	143	163	122	552	454
		46%	53%	40%	38%	44%	46%	41%	59%	43%	45%	49%	48%	39%	48%	43%	46%	54%	46%	46%
			b					abc			e						begh			

Impact of language on public attitudes to ageing

Q2. To what extent, if at all, do you feel positively or negatively about ageing?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	769	351	415	3	226	205	249	90	38	106	76	66	75	79	134	123	71	433	336
	35%	33%	37%	38%	37%	38%	37%	25%	35%	37%	36%	29%	40%	33%	40%	34%	32%	36%	34%
			a		d	d	d						d		di				
Net: Negative	348	122	226	-	102	68	125	53	21	42	30	48	35	41	45	58	27	197	151
	16%	11%	20%	-	17%	13%	18%	15%	20%	15%	14%	21%	18%	17%	13%	16%	12%	16%	15%
			a			b						cgi							
Median 1	6	7	6	-	6	6	6	7	6	6	6	6	6	6	6	6	7	6	6
Base for stats	2123	1032	1083	6	598	516	655	354	107	277	210	222	184	237	322	345	219	1182	941
Mean Score	6.00	6.40	5.62	6.17	5.94	6.07	5.71	6.54	5.73	6.02	6.06	5.86	5.77	6.02	6.00	6.00	6.41	5.99	6.02
		b				c		abc									adegh		
Standard Deviation	2.467	2.314	2.550	1.329	2.423	2.396	2.493	2.513	2.481	2.525	2.366	2.643	2.405	2.567	2.440	2.428	2.324	2.413	2.536
Standard Error	.054	.073	.077	.543	.095	.105	.098	.142	.248	.151	.162	.171	.173	.182	.130	.133	.159	.068	.087
Error variance	*	.01	.01	.29	.01	.01	.01	.02	.06	.02	.03	.03	.03	.03	.02	.02	.03	*	.01

Impact of language on public attitudes to ageing

Q2. To what extent, if at all, do you feel positively or negatively about ageing?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative	(0.0)	67	59	8	65	1	23	44	36	31	35	31	46	20	16	20	30	48	18
		3%	3%	2%	3%	2%	4%	3%	4%	3%	2%	4%	3%	3%	2%	3%	4%	4%	2%
												a					a	b	
1	(1.0)	50	44	7	48	2	14	34	20	30	39	12	35	16	16	17	18	35	16
		2%	2%	2%	2%	3%	2%	2%	2%	3%	3%	2%	2%	2%	2%	3%	2%	3%	2%
2	(2.0)	91	78	12	89	1	27	63	40	48	54	35	56	34	36	15	40	45	44
		4%	4%	4%	4%	2%	4%	4%	4%	4%	4%	5%	4%	5%	5%	2%	5%	4%	5%
															b		b		
3	(3.0)	140	121	20	136	4	40	99	64	75	92	48	83	56	66	39	35	82	57
		6%	7%	6%	6%	6%	7%	6%	6%	7%	6%	7%	6%	8%	8%	6%	5%	7%	6%
															c				
4	(4.0)	151	132	19	145	6	37	113	78	71	115	36	100	51	64	42	43	84	65
		7%	7%	6%	7%	10%	6%	7%	8%	6%	8%	5%	7%	7%	8%	6%	6%	7%	7%
											b								
5	(5.0)	371	325	47	361	10	105	256	158	209	244	122	245	121	151	99	115	211	158
		17%	18%	14%	17%	16%	17%	17%	15%	18%	17%	17%	17%	17%	20%	15%	16%	17%	17%
															bc				
6	(6.0)	246	206	41	237	9	59	183	114	130	162	83	152	92	85	85	73	126	121
		11%	11%	12%	11%	14%	10%	12%	11%	12%	11%	12%	11%	13%	11%	13%	10%	10%	13%
7	(7.0)	356	305	51	342	14	95	257	181	168	245	108	245	108	126	102	126	203	151
		16%	16%	15%	16%	22%	16%	17%	18%	15%	17%	15%	17%	15%	16%	16%	17%	17%	16%
8	(8.0)	344	282	62	338	6	103	238	149	193	223	119	231	111	96	116	130	192	149
		16%	15%	19%	16%	10%	17%	15%	15%	17%	15%	17%	16%	15%	12%	18%	18%	16%	16%
															a	a			
9	(9.0)	152	119	32	146	6	42	109	71	77	102	49	104	46	51	46	55	72	80
		7%	6%	10%	7%	9%	7%	7%	7%	7%	7%	7%	7%	6%	7%	7%	7%	6%	8%
				a														a	a
10 - Very positive	(10.0)	154	134	21	152	2	53	99	82	67	110	44	112	42	42	56	56	82	70
		7%	7%	6%	7%	3%	9%	6%	8%	6%	8%	6%	8%	6%	5%	8%	8%	7%	7%
															a				
Don't know		62	50	12	60	2	10	48	30	31	36	22	30	28	28	20	14	34	27
		3%	3%	4%	3%	3%	2%	3%	3%	3%	2%	3%	2%	4%	4%	3%	2%	3%	3%
															c				
Net: Positive		1006	840	166	978	28	293	703	483	506	681	321	692	307	314	320	367	549	450
		46%	45%	50%	46%	44%	48%	46%	47%	45%	47%	45%	48%	42%	41%	49%	50%	45%	47%
															a	a			

Impact of language on public attitudes to ageing

Q2. To what extent, if at all, do you feel positively or negatively about ageing?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	769 35%	662 36%	106 32%	743 35%	26 40%	201 33%	551 36%	351 34%	410 36%	520 36%	241 34%	497 35%	263 36%	300 39%	225 34%	231 31%	421 35%	344 36%
Net: Negative	348 16%	301 16%	47 14%	339 16%	9 13%	104 17%	241 16%	161 16%	184 16%	220 15%	126 18%	219 15%	125 17%	134 17%	90 14%	123 17%	210 17%	135 14%
Median 1	6	6	7	6	6	6	6	6	6	6	6	6	6	6	7	7	6	6
Base for stats	2123	1804	319	2061	62	599	1495	995	1100	1421	687	1408	696	748	635	720	1180	928
Mean Score	6.00	5.96	6.25	6.01	5.92	6.04	5.99	6.04	5.96	6.05	5.93	6.07	5.88	5.79	6.21	6.05	5.88	6.16
			a												a	a		a
Standard Deviation	2.467	2.475	2.413	2.474	2.253	2.575	2.431	2.503	2.433	2.438	2.533	2.487	2.431	2.358	2.457	2.582	2.526	2.377
Standard Error	.054	.061	.109	.055	.211	.105	.063	.079	.074	.064	.097	.067	.090	.084	.097	.100	.075	.076
Error variance	*	*	.01	*	.04	.01	*	.01	.01	*	.01	*	.01	.01	.01	.01	.01	.01

Impact of language on public attitudes to ageing

Q2. To what extent, if at all, do you feel positively or negatively about ageing?

BASE: Adults in England

	Total	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
		Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very negative (0.0)	67 3%	48 3%	4 3%	1 1%	1 1%	13 3%	19 2%	37 4%	11 3%	25 4%	30 3%	9 2%	2 7%	67 19%	-	-	14 3%	18 2%	27 3%
1 (1.0)	50 2%	39 3%	3 3%	1 1%	2 2%	6 1%	14 2%	24 2%	12 4% a	15 2%	17 2%	17 4% b	1 3%	50 14%	-	-	20 4% bc	16 2%	13 1%
2 (2.0)	91 4%	54 4%	8 7%	2 2%	5 7%	22 5%	26 3%	46 5%	18 5%	30 4%	43 4%	14 4%	4 10%	91 26%	-	-	25 5%	24 3%	38 4%
3 (3.0)	140 6%	92 6%	6 5%	4 5%	8 11%	30 7%	51 6%	65 6%	23 7%	42 6%	65 6%	31 8%	2 5%	140 40%	-	-	41 9% c	57 8% c	34 4%
4 (4.0)	151 7%	112 8% e	13 10% e	5 6%	6 9% e	15 3%	61 7%	56 5%	33 10% b	43 6%	85 8% c	18 5%	4 12%	-	151 20% ac	-	32 7%	69 9% c	44 5%
5 (5.0)	371 17%	250 17%	19 16%	17 23%	10 13%	74 16%	146 18%	159 16%	64 19%	107 16%	200 19%	57 15%	7 19%	-	371 48% ac	-	81 17% c	194 26% ac	82 9%
6 (6.0)	246 11%	172 12% e	17 14% e	15 20% ae	9 13%	33 7%	95 12%	106 10%	41 12%	70 10%	125 12%	50 13%	1 3%	-	246 32% ac	-	47 10%	107 14% ac	84 10%
7 (7.0)	356 16%	231 16%	17 14%	9 12%	15 20%	83 18%	134 16%	170 17%	49 14%	108 16%	172 16%	71 18%	4 11%	-	-	356 35% ab	71 15%	116 16%	157 18%
8 (8.0)	344 16%	215 15%	16 13%	8 11%	10 13%	96 21% abc	132 16%	171 17% c	40 12%	121 18%	161 15%	57 15%	5 13%	-	-	344 34% ab	66 14%	84 11%	185 21% ab
9 (9.0)	152 7%	96 7%	6 5%	3 4%	5 7%	42 9%	60 7%	73 7%	17 5%	50 7%	73 7%	26 7%	3 7%	-	-	152 15% ab	30 6% b	21 3%	98 11% ab
10 - Very positive (10.0)	154 7%	97 7%	6 5%	9 11% d	2 3%	39 9%	54 7%	82 8% c	16 5%	50 7%	71 7%	29 7%	3 9%	-	-	154 15% ab	32 7% b	16 2%	104 12% ab

Impact of language on public attitudes to ageing

Q2. To what extent, if at all, do you feel positively or negatively about ageing?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	62	47	6	3	2	5	20	27	14	18	37	7	-	-	-	-	8	16	17
	3%	3%	5%	4%	3%	1%	3%	3%	4%	3%	3%	2%	-	-	-	-	2%	2%	2%
		e	e																
Net: Positive	1006	639	46	29	31	260	379	497	122	330	477	183	15	-	-	1006	199	237	544
	46%	44%	38%	38%	42%	57%	47%	49%	36%	48%	44%	47%	40%	-	-	100%	43%	32%	62%
					abcd		c	c								ab	b		ab
Net: Neutral	769	534	48	37	25	122	302	320	138	220	411	125	12	-	769	-	160	369	209
	35%	37%	40%	49%	34%	27%	37%	32%	41%	32%	38%	33%	34%	-	100%	-	34%	50%	24%
		e	e	ade			b	b			a				ac		c	ac	
Net: Negative	348	232	21	7	16	71	110	172	63	112	155	71	9	348	-	-	100	114	111
	16%	16%	18%	9%	21%	16%	14%	17%	19%	16%	14%	18%	25%	100%	-	-	21%	15%	13%
				c				a	a					bc			bc		
Median 1	6	6	6	6	6	7	6	7	6	6	6	6	5	2	5	8	6	5	7
Base for stats	2123	1405	115	72	72	453	791	989	323	662	1042	379	36	348	769	1006	459	720	865
Mean Score	6.00	5.92	5.65	6.22	5.68	6.37	6.11	6.07	5.53	6.06	5.99	5.99	5.39	1.88	5.12	8.10	5.72	5.48	6.68
						abd	c	c							a	ab			ab
Standard Deviation	2.467	2.471	2.466	2.194	2.309	2.480	2.348	2.554	2.439	2.537	2.384	2.504	2.949	1.141	.709	1.053	2.583	2.073	2.520
Standard Error	.054	.066	.212	.247	.237	.122	.082	.084	.131	.095	.075	.133	.498	.061	.026	.033	.122	.078	.085
Error variance	*	*	.05	.06	.06	.02	.01	.01	.02	.01	.01	.02	.25	*	*	*	.01	.01	.01

Impact of language on public attitudes to ageing

Q2. To what extent, if at all, do you feel positively or negatively about ageing?

BASE: Adults in England

Significance Level: 95%

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
	Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726	
Total	2185	1208	629	282	713	1404	373	1741	348	1749	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very negative	(0.0)	67	41	16	5	16	50	7	56	4	58
		3%	3%	3%	2%	2%	4%	2%	3%	1%	3%
											a
1	(1.0)	50	31	10	7	17	34	5	45	2	46
		2%	3%	2%	2%	2%	2%	1%	3%	1%	3%
											a
2	(2.0)	91	56	17	13	17	72	12	76	16	68
		4%	5%	3%	5%	2%	5%	3%	4%	4%	4%
			b				a				
3	(3.0)	140	89	34	16	29	107	20	117	15	121
		6%	7%	5%	6%	4%	8%	5%	7%	4%	7%
							a				
4	(4.0)	151	86	41	17	39	107	19	126	12	134
		7%	7%	6%	6%	6%	8%	5%	7%	3%	8%
											a
5	(5.0)	371	180	145	36	105	249	50	304	43	308
		17%	15%	23%	13%	15%	18%	13%	17%	12%	18%
				ac							a
6	(6.0)	246	124	77	39	76	166	39	203	48	194
		11%	10%	12%	14%	11%	12%	10%	12%	14%	11%
7	(7.0)	356	201	96	53	129	217	68	278	69	273
		16%	17%	15%	19%	18%	15%	18%	16%	20%	16%
										b	
8	(8.0)	344	190	101	41	134	203	72	267	57	280
		16%	16%	16%	14%	19%	14%	19%	15%	16%	16%
						b					
9	(9.0)	152	90	38	23	60	90	36	115	36	112
		7%	7%	6%	8%	8%	6%	10%	7%	10%	6%
								b		b	

Impact of language on public attitudes to ageing

Q2. To what extent, if at all, do you feel positively or negatively about ageing?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very positive	154	98	31	24	71	83	38	116	40	113
	7%	8%	5%	8%	10%	6%	10%	7%	12%	6%
		b	b	b	b	b	b	b	b	b
Don't know	62	22	22	8	20	27	7	41	8	41
	3%	2%	3%	3%	3%	2%	2%	2%	2%	2%
		a	a	a	a	a	a	a	a	a
Net: Positive	1006	580	266	140	393	592	214	774	202	778
	46%	48%	42%	50%	55%	42%	57%	44%	58%	44%
		b	b	b	b	b	b	b	b	b
Net: Neutral	769	390	263	92	221	522	108	632	102	636
	35%	32%	42%	33%	31%	37%	29%	36%	29%	36%
		ac	ac	ac	a	a	a	a	a	a
Net: Negative	348	217	78	41	78	262	44	293	37	294
	16%	18%	12%	14%	11%	19%	12%	17%	11%	17%
		b	b	b	a	a	a	a	a	a
Median 1	6	6	6	7	7	6	7	6	7	6
Base for stats	2123	1187	607	273	692	1377	366	1700	341	1707
Mean Score	6.00	6.00	5.99	6.23	6.50	5.77	6.57	5.91	6.71	5.90
					b	b	b	b	b	b
Standard Deviation	2.467	2.566	2.249	2.415	2.386	2.486	2.373	2.475	2.277	2.475
Standard Error	.054	.074	.092	.146	.091	.067	.122	.060	.119	.060
Error variance	*	.01	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

Q3. Who or what do you think has the biggest influence on how you and others experience ageing?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Your choices, decisions and behaviours as an individual	(0.0)	80	49	31	-	5	17	35	22	1	14	3	9	10	9	10	11	14	43	37
		4%	5%	3%	-	1%	3%	5%	6%	1%	5%	1%	4%	5%	4%	3%	3%	6%	4%	4%
			b	a		a	a	ab		c		bg		c			ac			
1	(1.0)	82	37	45	-	13	7	32	30	9	5	12	7	7	18	6	14	5	56	27
		4%	3%	4%	-	2%	1%	5%	9%	8%	2%	5%	3%	4%	7%	2%	4%	2%	5%	3%
								ab	abc	bdgi		bg			bdgi				b	
2	(2.0)	128	62	66	-	20	23	49	35	8	18	15	12	10	17	13	23	13	90	38
		6%	6%	6%	-	3%	4%	7%	10%	7%	6%	7%	5%	5%	7%	4%	6%	6%	7%	4%
								ab	ab										b	
3	(3.0)	177	78	99	-	50	33	57	36	6	26	14	19	22	18	24	26	21	107	70
		8%	7%	9%	-	8%	6%	8%	10%	5%	9%	6%	8%	12%	8%	7%	7%	9%	9%	7%
									b											
4	(4.0)	141	64	76	1	52	27	39	23	7	20	15	16	5	11	25	25	18	92	49
		6%	6%	7%	13%	8%	5%	6%	7%	6%	7%	7%	7%	3%	4%	7%	7%	8%	8%	5%
						b				e	e	e	e		e	e	e	e	b	
5	(5.0)	338	155	182	1	92	97	102	46	21	47	30	28	32	47	53	46	34	190	148
		15%	15%	16%	13%	15%	18%	15%	13%	19%	16%	14%	13%	17%	19%	16%	13%	15%	16%	15%
							d							dh						
6	(6.0)	257	114	141	2	94	66	68	30	15	29	30	32	17	25	37	46	27	129	128
		12%	11%	13%	25%	15%	12%	10%	8%	14%	10%	14%	14%	9%	10%	11%	13%	12%	11%	13%
						cd														
7	(7.0)	328	172	153	3	100	87	105	36	15	40	42	29	31	28	59	55	28	170	158
		15%	16%	14%	38%	16%	16%	15%	10%	14%	14%	20%	13%	16%	12%	18%	15%	13%	14%	16%
						d	d	d				d								
8	(8.0)	307	174	132	1	90	89	85	44	13	36	22	34	28	35	58	58	23	169	138
		14%	16%	12%	13%	15%	17%	13%	12%	12%	13%	10%	15%	15%	14%	17%	16%	10%	14%	14%
			b				c								ci	ci				
9	(9.0)	111	51	60	-	37	31	31	13	4	13	11	17	7	10	16	20	14	63	48
		5%	5%	5%	-	6%	6%	5%	4%	3%	4%	5%	8%	4%	4%	5%	6%	6%	5%	5%
10 - The way society is organised and funded	(10.0)	136	63	72	-	41	38	36	20	9	24	10	14	10	15	19	21	14	64	72
		6%	6%	6%	-	7%	7%	5%	6%	8%	8%	5%	6%	5%	6%	6%	6%	6%	5%	7%
Don't know		100	45	55	-	23	20	38	19	3	16	10	8	11	9	15	13	14	34	66
		5%	4%	5%	-	4%	4%	6%	5%	3%	6%	5%	4%	6%	4%	4%	4%	6%	3%	7%
																			a	

Impact of language on public attitudes to ageing

Q3. Who or what do you think has the biggest influence on how you and others experience ageing?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Individual	467	226	241	-	88	80	174	125	24	63	43	47	49	62	53	74	52	296	171
	21%	21%	22%	-	14%	15%	26%	35%	22%	22%	20%	21%	26%	25%	16%	21%	23%	24%	18%
							ab	abc					g	g		g		b	
Net: Neutral	736	334	398	4	238	189	209	100	42	95	75	77	54	83	115	117	78	411	325
	34%	31%	36%	50%	39%	35%	31%	28%	39%	33%	35%	34%	29%	34%	34%	33%	35%	34%	33%
			a		cd	d													
Net: Societal	882	459	417	4	268	245	256	113	41	113	85	94	76	88	153	154	79	467	415
	40%	43%	38%	50%	43%	46%	38%	32%	37%	39%	40%	42%	40%	36%	45%	43%	35%	39%	42%
		b			cd	cd								fi					
Median 1	6	6	6	-	6	6	6	5	6	6	6	6	6	5	6	6	6	6	6
Base for stats	2085	1018	1066	8	594	514	640	337	107	271	203	218	178	233	321	344	210	1174	911
Mean Score	5.65	5.68	5.61	6.25	6.05	6.07	5.36	4.85	5.57	5.63	5.61	5.77	5.47	5.39	5.95	5.75	5.45	5.46	5.89
					cd	cd	d							efi					a
Standard Deviation	2.587	2.629	2.551	1.282	2.264	2.404	2.706	2.889	2.597	2.675	2.437	2.614	2.653	2.705	2.389	2.563	2.699	2.612	2.534
Standard Error	.057	.083	.078	.453	.089	.106	.108	.168	.260	.162	.170	.170	.193	.192	.128	.141	.188	.073	.088
Error variance	*	.01	.01	.21	.01	.01	.01	.03	.07	.03	.03	.03	.04	.04	.02	.02	.04	.01	.01

Impact of language on public attitudes to ageing

Q3. Who or what do you think has the biggest influence on how you and others experience ageing?

BASE: Adults in England

	Total	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level	
		White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
		a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Your choices, decisions and behaviours as an individual (0.0)	80 4%	74 4%	6 2%	78 4%	2 3%	34 6%	46 3%	40 4%	39 3%	48 3%	32 4%	58 4%	21 3%	19 2%	15 2%	46 6%	45 4%	35 4%
1 (1.0)	82 4%	74 4%	8 2%	82 4%	1 1%	20 3%	61 4%	35 3%	48 4%	49 3%	33 5%	66 5%	17 2%	27 3%	12 2%	44 6%	50 4%	33 3%
2 (2.0)	128 6%	117 6%	11 3%	125 6%	3 5%	25 4%	101 7%	60 6%	67 6%	87 6%	39 6%	91 6%	35 5%	35 5%	28 4%	64 9%	62 5%	65 7%
3 (3.0)	177 8%	154 8%	22 7%	172 8%	4 7%	46 8%	127 8%	81 8%	93 8%	111 8%	62 9%	116 8%	58 8%	63 8%	50 8%	64 9%	92 8%	82 9%
4 (4.0)	141 6%	120 6%	21 6%	137 6%	4 6%	46 8%	95 6%	63 6%	77 7%	103 7%	37 5%	88 6%	53 7%	66 9%	33 5%	42 6%	74 6%	66 7%
5 (5.0)	338 15%	295 16%	43 13%	331 16%	6 10%	91 15%	237 15%	143 14%	188 17%	220 15%	113 16%	209 15%	123 17%	138 18%	89 14%	104 14%	203 17%	134 14%
6 (6.0)	257 12%	217 12%	40 12%	250 12%	7 12%	55 9%	198 13%	117 11%	138 12%	176 12%	78 11%	154 11%	99 14%	88 11%	92 14%	73 10%	151 12%	105 11%
7 (7.0)	328 15%	264 14%	64 19%	311 15%	17 26%	92 15%	232 15%	153 15%	166 15%	213 15%	114 16%	204 14%	123 17%	113 15%	111 17%	100 14%	193 16%	134 14%
8 (8.0)	307 14%	246 13%	61 18%	299 14%	9 13%	89 15%	218 14%	142 14%	165 15%	207 14%	99 14%	196 14%	109 15%	117 15%	95 14%	95 13%	159 13%	149 16%
9 (9.0)	111 5%	87 5%	24 7%	108 5%	3 5%	36 6%	73 5%	56 6%	53 5%	81 6%	30 4%	85 6%	24 3%	34 4%	47 7%	29 4%	47 4%	63 7%
10 - The way society is organised and funded (10.0)	136 6%	114 6%	22 6%	132 6%	4 6%	53 9%	81 5%	81 8%	51 4%	104 7%	32 5%	108 7%	28 4%	35 5%	59 9%	40 5%	69 6%	65 7%

Impact of language on public attitudes to ageing

Q3. Who or what do you think has the biggest influence on how you and others experience ageing?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	100	88	12	97	3	23	74	54	45	60	39	64	34	42	24	34	70	26
	5%	5%	4%	5%	5%	4%	5%	5%	4%	4%	5%	4%	5%	5%	4%	5%	6%	3%
																	b	
Net: Individual	467	420	47	456	10	124	335	216	247	295	166	331	130	144	105	217	249	215
	21%	23%	14%	22%	16%	20%	22%	21%	22%	20%	23%	23%	18%	19%	16%	30%	21%	22%
		b									d	d				ab		
Net: Neutral	736	633	103	718	18	191	529	322	403	498	229	450	275	292	214	219	428	304
	34%	34%	31%	34%	28%	31%	34%	31%	36%	34%	32%	31%	38%	38%	33%	30%	35%	32%
								a					bc					
Net: Societal	882	712	170	850	32	271	604	432	435	604	276	593	285	299	312	264	467	411
	40%	38%	51%	40%	51%	44%	39%	42%	38%	41%	39%	41%	39%	38%	48%	36%	38%	43%
			a		a	b									ac			a
Median 1	6	6	7	6	7	6	6	6	6	6	6	6	6	6	6	5	6	6
Base for stats	2085	1765	320	2024	61	586	1468	971	1086	1397	671	1374	690	734	631	700	1145	930
Mean Score	5.65	5.54	6.24	5.64	6.05	5.78	5.60	5.75	5.53	5.74	5.47	5.64	5.68	5.65	6.18	5.16	5.59	5.72
			a							b				c	ac			
Standard Deviation	2.587	2.615	2.340	2.591	2.417	2.740	2.529	2.662	2.522	2.581	2.601	2.712	2.332	2.401	2.460	2.801	2.535	2.647
Standard Error	.057	.065	.106	.058	.229	.113	.066	.085	.077	.069	.101	.074	.087	.087	.097	.109	.077	.084
Error variance	*	*	.01	*	.05	.01	*	.01	.01	*	.01	.01	.01	.01	.01	.01	.01	.01

Impact of language on public attitudes to ageing

Q3. Who or what do you think has the biggest influence on how you and others experience ageing?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Your choices, decisions and behaviours as an individual (0.0)	80 4%	47 3%	1 1%	2 2%	1 1%	27 6% abd	26 3%	47 5% c	7 2%	22 3%	39 4%	16 4%	2 6%	19 5% b	20 3%	40 4%	80 17% bc	-	-
1 (1.0)	82 4%	42 3%	2 1%	1 2%	2 3%	35 8% abc	20 2%	53 5% a	9 3%	22 3%	34 3%	22 6% ab	5 15% abc	12 3%	28 4%	43 4%	82 18% bc	-	-
2 (2.0)	128 6%	73 5%	4 3%	5 6% d	1 1%	46 10% abd	43 5%	70 7%	15 4%	37 5%	66 6%	24 6%	-	23 7%	42 5%	63 6%	128 27% bc	-	-
3 (3.0)	177 8%	102 7%	10 8%	7 9%	9 12%	49 11% a	70 9%	79 8%	27 8%	42 6%	96 9% a	35 9%	3 9%	46 13% bc	70 9% c	54 5%	177 38% bc	-	-
4 (4.0)	141 6%	95 7%	7 6%	5 7%	4 6%	30 6%	69 9% b	49 5%	23 7%	38 6%	75 7%	25 6%	4 10%	24 7% c	73 9% c	41 4%	-	141 19% ac	-
5 (5.0)	338 15%	228 16%	24 20% e	11 15%	15 20%	60 13%	109 13%	156 15%	68 20% ab	100 15%	175 16%	58 15%	6 16%	62 18% c	189 25% ac	77 8%	-	338 46% ac	-
6 (6.0)	257 12%	180 12%	16 13%	5 6%	9 13%	47 10%	96 12%	117 11%	43 13%	74 11%	143 13%	38 10%	2 7%	28 8%	107 14% a	118 12%	-	257 35% ac	-
7 (7.0)	328 15%	230 16% e	19 15%	17 22% e	13 17%	49 11%	138 17% b	137 13%	48 14%	123 18% b	143 13%	58 15%	4 10%	44 13%	110 14%	170 17%	-	-	328 37% ab
8 (8.0)	307 14%	223 15% c	18 14% c	2 3%	10 14% c	54 12% c	127 16% c	143 14%	36 11%	108 16%	148 14%	49 13%	2 6%	40 12% b	55 7%	207 21% ab	-	-	307 35% ab
9 (9.0)	111 5%	81 6%	4 4%	4 5%	3 4%	18 4%	36 4%	58 6%	15 4%	38 6%	44 4%	23 6%	6 16% abc	10 3%	17 2%	78 8% ab	-	-	111 13% ab

Impact of language on public attitudes to ageing

Q3. Who or what do you think has the biggest influence on how you and others experience ageing?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - The way society is organised and funded (10.0)	136	94	5	11	4	20	50	61	22	40	68	25	-	17	27	89	-	-	136
	6%	6%	5%	15%	6%	4%	6%	6%	6%	6%	6%	7%	-	5%	4%	9%	-	-	15%
				abde												ab			ab
Don't know	100	57	11	6	2	24	27	48	24	36	49	12	2	23	30	26	-	-	-
	5%	4%	9%	8%	3%	5%	3%	5%	7%	5%	5%	3%	6%	7%	4%	3%	-	-	-
			a					a						c					
Net: Individual	467	264	17	15	13	157	159	248	58	123	235	97	11	100	160	199	467	-	-
	21%	18%	14%	19%	17%	34%	20%	24%	17%	18%	22%	25%	30%	29%	21%	20%	100%	-	-
				abcd				ac				a		bc			bc		
Net: Neutral	736	503	47	21	29	136	274	321	135	211	392	120	12	114	369	237	-	736	-
	34%	35%	39%	27%	38%	30%	34%	32%	40%	31%	36%	31%	33%	33%	48%	24%	-	100%	-
			e					ab			a			c	ac			ac	
Net: Societal	882	628	46	34	31	141	351	399	121	310	403	155	11	111	209	544	-	-	882
	40%	43%	38%	45%	41%	31%	43%	39%	36%	45%	37%	40%	31%	32%	27%	54%	-	-	100%
		e		e	e		c			b					ab			ab	
Median 1	6	6	6	6	6	5	6	6	6	6	6	6	5	5	5	7	2	5	8
Base for stats	2085	1395	110	69	72	434	784	968	314	644	1030	373	34	325	738	980	467	736	882
Mean Score	5.65	5.85	5.89	5.99	5.88	4.86	5.77	5.51	5.71	5.88	5.58	5.49	4.88	5.11	5.20	6.15	1.86	5.16	8.06
		e	e	e	e		b			bcd					ab			a	ab
Standard Deviation	2.587	2.507	2.174	2.708	2.234	2.795	2.494	2.722	2.382	2.522	2.548	2.723	2.924	2.619	2.223	2.738	1.105	.719	1.054
Standard Error	.057	.067	.191	.313	.230	.141	.087	.090	.130	.096	.080	.146	.509	.145	.082	.087	.052	.027	.035
Error variance	*	*	.04	.10	.05	.02	.01	.01	.02	.01	.01	.02	.26	.02	.01	.01	*	*	*

Impact of language on public attitudes to ageing

Q3. Who or what do you think has the biggest influence on how you and others experience ageing?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
			a	b	c	a	b	a	b	a	b
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185	1208	629	282	713	1404	373	1741	348	1749
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Your choices, decisions and behaviours as an individual	(0.0)	80	48	14	14	24	55	6	72	4	73
		4%	4%	2%	5%	3%	4%	2%	4%	1%	4%
			b	b	b			a	a		a
1	(1.0)	82	42	18	22	29	53	4	78	4	78
		4%	3%	3%	8%	4%	4%	1%	4%	1%	4%
					ab				a		a
2	(2.0)	128	64	34	29	32	94	10	118	3	123
		6%	5%	5%	10%	5%	7%	3%	7%	1%	7%
					ab		a		a		a
3	(3.0)	177	86	60	23	42	127	17	152	15	155
		8%	7%	10%	8%	6%	9%	4%	9%	4%	9%
							a		a		a
4	(4.0)	141	86	33	21	42	95	19	120	23	111
		6%	7%	5%	7%	6%	7%	5%	7%	6%	6%
5	(5.0)	338	154	124	44	111	202	44	273	45	266
		15%	13%	20%	15%	16%	14%	12%	16%	13%	15%
				a							
6	(6.0)	257	125	92	35	88	168	61	194	54	198
		12%	10%	15%	12%	12%	12%	16%	11%	16%	11%
				a				b		b	
7	(7.0)	328	199	86	38	127	197	75	250	69	250
		15%	16%	14%	14%	18%	14%	20%	14%	20%	14%
						b		b		b	
8	(8.0)	307	190	83	28	104	201	65	234	62	238
		14%	16%	13%	10%	15%	14%	17%	13%	18%	14%
			c					b		b	
9	(9.0)	111	78	20	12	44	64	28	82	28	81
		5%	6%	3%	4%	6%	5%	7%	5%	8%	5%
			b					b		b	

Impact of language on public attitudes to ageing

Q3. Who or what do you think has the biggest influence on how you and others experience ageing?

BASE: Adults in England

	Total	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people	
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - The way society is organised and funded (10.0)	136	92	31	11	39	96	30	103	34	99
	6%	8%	5%	4%	5%	7%	8%	6%	10%	6%
		bc							b	
Don't know	100	45	36	5	29	53	14	66	7	76
	5%	4%	6%	2%	4%	4%	4%	4%	2%	4%
			ac							a
Net: Individual	467	240	125	88	128	329	37	419	26	430
	21%	20%	20%	31%	18%	23%	10%	24%	8%	25%
			ab			a		a		a
Net: Neutral	736	365	248	100	242	464	124	587	122	575
	34%	30%	39%	35%	34%	33%	33%	34%	35%	33%
			a							
Net: Societal	882	559	220	89	314	557	199	669	193	668
	40%	46%	35%	32%	44%	40%	53%	38%	55%	38%
		bc					b		b	
Median 1	6	6	6	5	6	6	7	6	7	6
Base for stats	2085	1164	593	277	684	1351	359	1675	341	1673
Mean Score	5.65	5.86	5.59	4.95	5.82	5.58	6.51	5.47	6.65	5.46
		bc	c		b		b		b	
Standard Deviation	2.587	2.653	2.348	2.683	2.516	2.639	2.191	2.636	2.119	2.643
Standard Error	.057	.078	.096	.162	.096	.072	.113	.065	.111	.065
Error variance	*	.01	.01	.03	.01	.01	.01	*	.01	*

Impact of language on public attitudes to ageing

Q4. Summary: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Total	Scale							Net: Disagree
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know	Net: Agree	
		*a	*b	*c	*d	*e	*f	*g	*h
Significance Level: 95%									
Older age is characterised by frailty, vulnerability, and dependency	2185 100%	168 8%	639 29%	592 27%	523 24%	236 11%	26 1%	808 37%	759 35%
All people should expect to deteriorate physically and cognitively (i.e. their mental function) when they get to old age	2185 100%	213 10%	793 36%	619 28%	387 18%	160 7%	13 1%	1006 46%	547 25%
The growing number of older people is an economic and social burden on our society	2185 100%	105 5%	437 20%	528 24%	543 25%	543 25%	30 1%	542 25%	1086 50%
Those who stay healthy and live longer are the true winners of ageing	2185 100%	620 28%	965 44%	405 19%	113 5%	62 3%	19 1%	1585 73%	176 8%
Older people today benefit at the expense of younger people	2185 100%	109 5%	329 15%	535 24%	655 30%	525 24%	32 1%	438 20%	1180 54%

Impact of language on public attitudes to ageing

Q4. Net Agree summary: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Those who stay healthy and live longer are the true winners of ageing	1585	761	820	2	381	365	535	305	78	202	163	158	136	185	238	268	159	906	680
	73%	72%	74%	25%	62%	68%	79%	86%	71%	70%	76%	70%	72%	76%	71%	75%	71%	75%	70%
						a	ab	abc										b	
All people should expect to deteriorate physically and cognitively (i.e. their mental function) when they get to old age	1006	544	458	3	324	256	272	153	45	143	104	110	81	105	162	150	106	569	437
	46%	51%	41%	38%	53%	48%	40%	43%	41%	50%	49%	49%	43%	43%	48%	42%	47%	47%	45%
		b			cd	c				h									
Older age is characterised by frailty, vulnerability, and dependency	808	418	389	1	263	205	241	99	39	102	87	94	65	88	136	126	71	436	371
	37%	39%	35%	13%	43%	38%	36%	28%	35%	35%	41%	41%	34%	36%	41%	35%	32%	36%	38%
		b			cd	d	d				i	i			i				
The growing number of older people is an economic and social burden on our society	542	312	228	1	194	146	116	86	24	60	37	51	47	63	101	88	71	345	197
	25%	29%	21%	13%	31%	27%	17%	24%	22%	21%	18%	23%	25%	26%	30%	25%	32%	29%	20%
		b			cd	c	c							c	bcd	c	bcd	b	
Older people today benefit at the expense of younger people	438	240	196	2	213	130	70	25	24	57	35	45	25	47	96	54	55	266	172
	20%	23%	18%	25%	34%	24%	10%	7%	22%	20%	17%	20%	13%	19%	29%	15%	24%	22%	18%
		b			bcd	cd			e					bcd	bcd	ceh		b	

Impact of language on public attitudes to ageing

Q4. Net Agree summary: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Those who stay healthy and live longer are the true winners of ageing	1585	1370	215	1548	38	450	1114	757	812	1098	479	1102	475	519	453	602	879	695
	73%	74%	65%	73%	59%	74%	72%	74%	72%	75%	67%	77%	66%	67%	69%	82%	72%	73%
		b		b						bd		bd				ab		
All people should expect to deteriorate physically and cognitively (i.e. their mental function) when they get to old age	1006	836	170	975	31	271	724	455	533	696	305	646	351	390	318	288	526	475
	46%	45%	51%	46%	49%	44%	47%	44%	47%	48%	43%	45%	49%	50%	49%	39%	43%	50%
			a							b			b	c	c	39%	43%	50%
Older age is characterised by frailty, vulnerability, and dependency	808	660	148	787	20	244	554	375	421	559	243	533	269	305	259	239	429	373
	37%	36%	45%	37%	32%	40%	36%	37%	37%	38%	34%	37%	37%	39%	40%	33%	35%	39%
			a											c	c			
The growing number of older people is an economic and social burden on our society	542	437	104	524	18	146	389	242	288	377	163	349	188	206	184	145	239	300
	25%	24%	32%	25%	29%	24%	25%	24%	25%	26%	23%	24%	26%	26%	28%	20%	20%	31%
			a											c	c			a
Older people today benefit at the expense of younger people	438	328	110	422	16	108	325	191	239	329	105	269	163	185	176	72	181	255
	20%	18%	33%	20%	26%	18%	21%	19%	21%	23%	15%	19%	23%	24%	27%	10%	15%	27%
			a							bc		b	bc	c	c			a

Impact of language on public attitudes to ageing

Q4. Net Agree summary: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Those who stay healthy and live longer are the true winners of ageing	1585 73%	1023 70% bd	73 60%	53 71% d	40 54% abcd	392 86%	603 74% c	758 75% c	210 62%	486 71%	780 72%	292 76%	24 68%	262 75% b	528 69%	763 76% b	389 83% bc	488 66%	649 74% b
All people should expect to deteriorate physically and cognitively (i.e. their mental function) when they get to old age	1006 46%	684 47%	51 42%	35 46%	40 54% e	193 42%	400 49% c	463 46%	134 40%	329 48%	487 45%	172 45%	14 40%	176 50% b	324 42%	483 48% b	214 46% b	295 40%	463 53% ab
Older age is characterised by frailty, vulnerability, and dependency	808 37%	587 40% be	37 30%	27 35%	30 40% e	126 27%	309 38%	367 36%	125 37%	288 42% bc	377 35%	128 33%	12 32%	173 50% bc	228 30%	382 38% b	154 33%	235 32%	392 44% ab
The growing number of older people is an economic and social burden on our society	542 25%	388 27% be	15 12%	18 24% b	21 28% b	98 21% b	235 29% bc	237 23%	65 19%	199 29% bc	252 23%	83 22%	5 15%	87 25% b	143 19%	308 31% ab	105 22%	153 21%	272 31% ab
Older people today benefit at the expense of younger people	438 20%	346 24% be	15 13%	15 20% e	22 30% be	38 8%	197 24% b	170 17%	68 20%	176 26% bcd	199 18%	58 15%	3 8%	58 17%	118 15%	252 25% ab	80 17%	111 15%	236 27% ab

Impact of language on public attitudes to ageing

Q4. Net Agree summary: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Those who stay healthy and live longer are the true winners of ageing	1585 73%	939 78%	393 62%	209 74%	500 70%	1060 76%	246 66%	1314 75%	218 63%	1329 76%
		b		b		a		a		a
All people should expect to deteriorate physically and cognitively (i.e. their mental function) when they get to old age	1006 46%	619 51%	229 36%	131 47%	326 46%	665 47%	214 57%	771 44%	193 55%	786 45%
		b		b			b		b	
Older age is characterised by frailty, vulnerability, and dependency	808 37%	536 44%	184 29%	75 26%	276 39%	521 37%	183 49%	607 35%	186 53%	598 34%
		bc					b		b	
The growing number of older people is an economic and social burden on our society	542 25%	348 29%	122 19%	66 23%	184 26%	352 25%	153 41%	377 22%	160 46%	365 21%
		b					b		b	
Older people today benefit at the expense of younger people	438 20%	293 24%	94 15%	42 15%	177 25%	253 18%	152 41%	275 16%	163 47%	265 15%
		bc			b		b		b	

Impact of language on public attitudes to ageing

Q4. Net Disagree summary: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Older people today benefit at the expense of younger people	1180 54%	547 51%	629 57%	2 25%	208 34%	243 45%	461 68%	269 76%	54 49%	155 54%	122 57%	123 54%	117 62%	132 55%	159 47%	194 54%	125 56%	641 53%	540 55%
The growing number of older people is an economic and social burden on our society	1086 50%	471 44%	608 55%	5 63%	245 40%	247 46%	399 59%	194 55%	56 52%	145 51%	123 58%	123 54%	93 49%	115 47%	135 40%	186 52%	110 49%	550 46%	536 55%
			a			a	ab	ab	g	g	fg	g	g		g	g		a	
Older age is characterised by frailty, vulnerability, and dependency	759 35%	336 32%	417 38%	3 38%	161 26%	163 31%	261 39%	174 49%	37 34%	99 34%	74 35%	73 32%	65 35%	77 32%	102 30%	143 40%	87 39%	449 37%	310 32%
			a				ab	abc								g	g	b	
All people should expect to deteriorate physically and cognitively (i.e. their mental function) when they get to old age	547 25%	209 20%	335 30%	2 25%	131 21%	122 23%	186 27%	109 30%	27 25%	76 26%	56 26%	62 27%	46 25%	69 29%	73 22%	91 25%	48 21%	316 26%	232 24%
			a				a	ab											
Those who stay healthy and live longer are the true winners of ageing	176 8%	84 8%	90 8%	1 13%	70 11%	58 11%	33 5%	15 4%	5 4%	22 8%	13 6%	24 11%	18 10%	15 6%	34 10%	29 8%	16 7%	95 8%	81 8%
					cd	cd													

Impact of language on public attitudes to ageing

Q4. Net Disagree summary: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
		a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Older people today benefit at the expense of younger people	1180	1063	117	1152	28	360	804	577	599	761	413	840	335	381	284	510	722	452
	54%	57%	35%	54%	45%	59%	52%	56%	53%	52%	58%	58%	46%	49%	43%	69%	59%	47%
		b		b		b				d	ad	ad		b		ab	b	
The growing number of older people is an economic and social burden on our society	1086	947	139	1055	31	311	758	535	541	739	342	753	325	334	319	425	674	404
	50%	51%	42%	50%	49%	51%	49%	52%	48%	51%	48%	52%	45%	43%	49%	58%	55%	42%
		b						b		d		d			a	ab	b	
Older age is characterised by frailty, vulnerability, and dependency	759	673	86	736	23	209	538	381	372	488	269	519	236	245	192	316	414	341
	35%	36%	26%	35%	35%	34%	35%	37%	33%	33%	38%	36%	33%	32%	29%	43%	34%	36%
		b						b			ad				ab			
All people should expect to deteriorate physically and cognitively (i.e. their mental function) when they get to old age	547	473	74	532	15	180	359	274	269	351	193	377	167	160	155	227	309	235
	25%	26%	22%	25%	23%	30%	23%	27%	24%	24%	27%	26%	23%	21%	24%	31%	25%	25%
						b									ab			
Those who stay healthy and live longer are the true winners of ageing	176	138	38	165	11	52	123	84	90	94	79	95	78	79	62	33	92	82
	8%	7%	11%	8%	17%	9%	8%	8%	8%	6%	11%	7%	11%	10%	9%	4%	8%	9%
			a		a						ac		ac	c	c			

Impact of language on public attitudes to ageing

Q4. Net Disagree summary: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Older people today benefit at the expense of younger people	1180 54%	703 48%	63 53%	41 54%	30 41%	341 75% abcd	392 48%	630 62% ac	154 46%	327 48%	583 54% a	241 62% ab	28 77% ab	214 62% c	427 56%	517 51%	306 66% bc	398 54%	439 50%
The growing number of older people is an economic and social burden on our society	1086 50%	684 47% d	64 53% d	47 62% ad	27 36% ad	263 57% ad	354 44%	558 55% a	168 50% a	294 43%	558 52% a	208 54% a	25 69% ab	172 49%	391 51%	498 49%	276 59% bc	348 47%	417 47%
Older age is characterised by frailty, vulnerability, and dependency	759 35%	453 31%	32 27%	23 30%	26 34%	225 49% abcd	284 35% c	379 37% c	91 27%	201 29%	390 36% a	154 40% a	14 39%	105 30%	268 35%	375 37% a	219 47% bc	242 33%	268 30%
All people should expect to deteriorate physically and cognitively (i.e. their mental function) when they get to old age	547 25%	354 24%	24 19%	19 26%	16 21%	134 29% ab	193 24%	275 27%	77 23%	157 23%	267 25%	104 27%	20 54% abc	101 29%	186 24%	247 25%	140 30% c	187 25%	203 23%
Those who stay healthy and live longer are the true winners of ageing	176 8%	131 9% e	10 8% e	5 6%	13 17% abce	18 4%	67 8%	69 7%	39 11% b	58 9%	85 8%	29 8%	3 8%	31 9%	54 7%	84 8%	24 5%	62 8% a	81 9% a

Impact of language on public attitudes to ageing

Q4. Net Disagree summary: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Older people today benefit at the expense of younger people	1180	658	312	181	347	816	99	1065	91	1064
	54%	54%	50%	64%	49%	58%	27%	61%	26%	61%
		b	ab			a		a		a
The growing number of older people is an economic and social burden on our society	1086	592	296	167	343	721	108	959	90	974
	50%	49%	47%	59%	48%	51%	29%	55%	26%	56%
			ab					a		a
Older age is characterised by frailty, vulnerability, and dependency	759	417	185	132	251	494	78	670	76	662
	35%	35%	29%	47%	35%	35%	21%	38%	22%	38%
		b	ab					a		a
All people should expect to deteriorate physically and cognitively (i.e. their mental function) when they get to old age	547	318	127	89	158	380	54	482	65	473
	25%	26%	20%	32%	22%	27%	15%	28%	19%	27%
		b	b			a		a		a
Those who stay healthy and live longer are the true winners of ageing	176	84	60	28	61	110	33	135	51	117
	8%	7%	9%	10%	9%	8%	9%	8%	15%	7%
								b		

Impact of language on public attitudes to ageing

Q4_1. Older age is characterised by frailty, vulnerability, and dependency: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	168 8%	88 8%	80 7%	- -	61 10% cd	47 9% d	45 7%	15 4%	6 6%	23 8%	18 9%	21 9%	10 5%	19 8%	30 9%	27 7%	15 7%	85 7%	83 8%
Agree	639 29%	330 31%	309 28%	1 13%	202 33% d	158 30%	196 29%	84 24%	32 29%	79 28%	69 32%	73 32%	55 29%	69 28%	107 32%	100 28%	56 25%	351 29%	288 30%
Neither agree nor disagree	592 27%	295 28%	295 27%	3 38%	184 30% cd	158 30% d	169 25%	81 23%	33 30%	85 30%	51 24%	59 26%	53 28%	72 30%	94 28%	87 24%	59 26%	316 26%	277 28%
Disagree	523 24%	237 22%	284 26%	2 25%	122 20%	116 22%	168 25% a	116 33% abc	24 22%	71 25%	51 24%	42 19%	47 25%	57 24%	74 22%	94 26% d	61 27% d	307 25%	216 22%
Strongly disagree	236 11%	100 9%	134 12% a	1 13%	39 6%	47 9%	93 14% ab	58 16% ab	13 12%	27 10%	23 11%	31 14% g	18 9%	20 8%	29 9%	49 14% fg	26 12%	142 12%	94 10%
Don't know	26 1%	15 1%	10 1%	1 13%	9 1%	7 1%	7 1%	3 1%	1 1%	2 1%	- -	- -	6 3% bcdh	6 2% cdh	4 1%	2 * bcdh	7 3% bcdh	7 1%	20 2% a
Net: Agree	808 37%	418 39% b	389 35%	1 13%	263 43% cd	205 38% d	241 36% d	99 28%	39 35%	102 35%	87 41% i	94 41% i	65 34%	88 36%	136 41% i	126 35%	71 32%	436 36%	371 38%
Net: Disagree	759 35%	336 32%	417 38% a	3 38%	161 26%	163 31%	261 39% ab	174 49% abc	37 34%	99 34%	74 35%	73 32%	65 35%	77 32%	102 30%	143 40% g	87 39% g	449 37% b	310 32%

Impact of language on public attitudes to ageing

Q4_1. Older age is characterised by frailty, vulnerability, and dependency: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	168 8%	138 7%	31 9%	163 8%	6 9%	61 10%	104 7%	89 9%	74 7%	118 8%	49 7%	118 8%	48 7%	54 7%	66 10%	46 6%	81 7%	86 9%
Agree	639 29%	522 28%	117 35%	625 29%	15 23%	183 30%	450 29%	286 28%	346 31%	441 30%	193 27%	415 29%	220 30%	251 32%	193 29%	193 26%	348 29%	287 30%
Neither agree nor disagree	592 27%	499 27%	93 28%	575 27%	18 28%	151 25%	432 28%	257 25%	325 29%	396 27%	186 26%	377 26%	202 28%	215 28%	196 30%	173 23%	355 29%	232 24%
Disagree	523 24%	459 25%	64 19%	507 24%	16 25%	146 24%	368 24%	267 26%	250 22%	330 23%	191 27%	353 25%	167 23%	172 22%	139 21%	208 28%	283 23%	238 25%
Strongly disagree	236 11%	213 12%	22 7%	229 11%	7 11%	63 10%	170 11%	114 11%	121 11%	157 11%	78 11%	166 12%	69 10%	73 9%	53 8%	109 15%	131 11%	103 11%
Don't know	26 1%	22 1%	4 1%	23 1%	3 5%	6 1%	19 1%	11 1%	14 1%	15 1%	11 2%	10 1%	16 2%	10 1%	8 1%	6 1%	16 1%	10 1%
Net: Agree	808 37%	660 36%	148 45%	787 37%	20 32%	244 40%	554 36%	375 37%	421 37%	559 38%	243 34%	533 37%	269 37%	305 39%	259 40%	239 33%	429 35%	373 39%
Net: Disagree	759 35%	673 36%	86 26%	736 35%	23 35%	209 34%	538 35%	381 37%	372 33%	488 33%	269 38%	519 36%	236 33%	245 32%	192 29%	316 43%	414 34%	341 36%

Impact of language on public attitudes to ageing

Q4_1. Older age is characterised by frailty, vulnerability, and dependency: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	168 8%	125 9%	7 5%	5 7%	5 7%	25 5%	67 8%	72 7%	25 7%	66 10%	69 6%	31 8%	1 3%	30 9%	34 4%	101 10%	27 6%	41 6%	98 11%
		e								b				b		b			ab
Agree	639 29%	462 32%	30 25%	21 29%	25 33%	101 22%	242 30%	295 29%	99 29%	222 33%	308 29%	97 25%	10 29%	143 41%	194 25%	282 28%	128 27%	194 26%	294 33%
		e			e					c				bc		a			ab
Neither agree nor disagree	592 27%	394 27%	49 41%	24 32%	19 25%	105 23%	211 26%	256 25%	117 35%	185 27%	297 28%	102 26%	7 21%	67 19%	262 34%	243 24%	91 20%	251 34%	219 25%
			ade												ac				a
Disagree	523 24%	308 21%	24 20%	18 24%	18 24%	154 34%	217 27%	241 24%	64 19%	138 20%	270 25%	104 27%	11 30%	63 18%	201 26%	251 25%	140 30%	175 24%	187 21%
						ab	c			a		a		a		a			bc
Strongly disagree	236 11%	145 10%	8 7%	4 6%	7 10%	71 15%	68 8%	138 14%	28 8%	62 9%	120 11%	50 13%	4 10%	42 12%	67 9%	124 12%	79 17%	67 9%	81 9%
						abc		ac								b			bc
Don't know	26 1%	18 1%	2 2%	2 3%	- -	3 1%	7 1%	14 1%	5 1%	8 1%	14 1%	2 *	3 8%	4 1%	10 1%	6 1%	2 *	9 1%	4 *
													abc						
Net: Agree	808 37%	587 40%	37 30%	27 35%	30 40%	126 27%	309 38%	367 36%	125 37%	288 42%	377 35%	128 33%	12 32%	173 50%	228 30%	382 38%	154 33%	235 32%	392 44%
		be			e					bc				bc		b			ab
Net: Disagree	759 35%	453 31%	32 27%	23 30%	26 34%	225 49%	284 35%	379 37%	91 27%	201 29%	390 36%	154 40%	14 39%	105 30%	268 35%	375 37%	219 47%	242 33%	268 30%
						abcd	c	c		a		a				a			bc

Impact of language on public attitudes to ageing

Q4_1. Older age is characterised by frailty, vulnerability, and dependency: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	168 8%	133 11% bc	18 3%	17 6% b	69 10% b	99 7%	55 15% b	112 6%	61 17% b	106 6%
Agree	639 29%	403 33% bc	167 27%	58 20%	208 29%	422 30%	128 34% b	495 28%	126 36% b	491 28%
Neither agree nor disagree	592 27%	249 21%	248 39% ac	72 25%	178 25%	379 27%	111 30%	449 26%	85 24%	472 27%
Disagree	523 24%	280 23%	134 21%	91 32% ab	163 23%	350 25%	60 16%	454 26% a	57 16%	452 26% a
Strongly disagree	236 11%	137 11% b	50 8%	41 15% b	87 12%	144 10%	18 5%	216 12% a	19 5%	210 12% a
Don't know	26 1%	6 1%	12 2% a	4 1%	8 1%	9 1%	1 *	15 1%	1 *	17 1%
Net: Agree	808 37%	536 44% bc	184 29%	75 26%	276 39%	521 37%	183 49% b	607 35%	186 53% b	598 34%
Net: Disagree	759 35%	417 35% b	185 29%	132 47% ab	251 35%	494 35%	78 21%	670 38% a	76 22%	662 38% a

Impact of language on public attitudes to ageing

Q4_2. All people should expect to deteriorate physically and cognitively (i.e. their mental function) when they get to old age: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	213	126	86	-	83	62	43	24	11	29	21	23	20	21	35	35	17	117	96
	10%	12%	8%	-	13%	12%	6%	7%	10%	10%	10%	10%	11%	9%	10%	10%	7%	10%	10%
		b			cd	cd													
Agree	793	417	372	3	241	195	229	128	34	114	82	87	61	84	127	115	89	452	341
	36%	39%	33%	38%	39%	36%	34%	36%	31%	40%	39%	38%	32%	35%	38%	32%	40%	37%	35%
		b		c	c					h									
Neither agree nor disagree	619	304	312	3	157	150	217	95	37	65	53	54	59	67	99	116	68	319	299
	28%	29%	28%	38%	25%	28%	32%	27%	34%	23%	25%	24%	31%	27%	30%	32%	30%	26%	31%
							a		b				b	b	bd			a	
Disagree	387	159	225	2	94	84	128	82	22	53	32	41	35	49	51	63	41	226	161
	18%	15%	20%	25%	15%	16%	19%	23%	20%	19%	15%	18%	18%	20%	15%	18%	18%	19%	16%
		a					ab												
Strongly disagree	160	50	110	-	38	38	58	27	5	23	24	21	12	20	22	28	7	90	71
	7%	5%	10%	-	6%	7%	9%	8%	4%	8%	11%	9%	6%	8%	6%	8%	3%	7%	7%
		a								i	ai	i		i		i			
Don't know	13	7	6	-	5	5	3	-	1	3	1	-	2	2	2	1	3	4	9
	1%	1%	1%	-	1%	1%	1%	-	1%	1%	*	-	1%	1%	1%	*	1%	*	1%
Net: Agree	1006	544	458	3	324	256	272	153	45	143	104	110	81	105	162	150	106	569	437
	46%	51%	41%	38%	53%	48%	40%	43%	41%	50%	49%	49%	43%	43%	48%	42%	47%	47%	45%
		b			cd	c				h									
Net: Disagree	547	209	335	2	131	122	186	109	27	76	56	62	46	69	73	91	48	316	232
	25%	20%	30%	25%	21%	23%	27%	30%	25%	26%	26%	27%	25%	29%	22%	25%	21%	26%	24%
			a				a	ab											

Impact of language on public attitudes to ageing

Q4_2. All people should expect to deteriorate physically and cognitively (i.e. their mental function) when they get to old age: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	213 10%	170 9%	43 13% a	205 10%	8 12%	74 12% b	135 9%	104 10%	101 9%	151 10%	61 9%	141 10%	69 10%	86 11% c	77 12% c	44 6%	102 8%	109 11% a
Agree	793 36%	666 36%	127 38%	770 36%	23 37%	196 32%	589 38% a	350 34%	432 38%	545 37%	244 34%	505 35%	282 39%	303 39% c	241 37%	244 33%	424 35%	366 38%
Neither agree nor disagree	619 28%	535 29%	84 25%	603 28%	16 25%	156 26%	449 29%	293 29%	318 28%	403 28%	206 29%	410 28%	198 27%	222 29%	176 27%	216 29%	373 31% b	238 25%
Disagree	387 18%	335 18%	52 16%	378 18%	10 15%	124 20% b	257 17%	194 19%	189 17%	244 17%	140 20%	268 19%	117 16%	119 15%	104 16%	161 22% ab	231 19%	154 16%
Strongly disagree	160 7%	138 7%	23 7%	155 7%	5 8%	57 9% b	103 7%	80 8%	80 7%	107 7%	53 7%	109 8%	50 7%	41 5%	51 8% a	66 9% a	79 6%	81 8%
Don't know	13 1%	10 1%	3 1%	11 1%	2 3% a	* *	10 1%	3 *	11 1% a	7 *	6 1%	6 *	7 1%	5 1%	5 1%	3 *	6 *	7 1%
Net: Agree	1006 46%	836 45%	170 51% a	975 46%	31 49%	271 44%	724 47%	455 44%	533 47%	696 48% b	305 43%	646 45%	351 49% b	390 50% c	318 49% c	288 39%	526 43%	475 50% a
Net: Disagree	547 25%	473 26%	74 22%	532 25%	15 23%	180 30% b	359 23%	274 27%	269 24%	351 24%	193 27%	377 26%	167 23%	160 21%	155 24%	227 31% ab	309 25%	235 25%

Impact of language on public attitudes to ageing

Q4_2. All people should expect to deteriorate physically and cognitively (i.e. their mental function) when they get to old age: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	213	152	10	7	12	29	78	101	30	75	96	40	-	42	63	102	38	44	123
	10%	10%	9%	10%	17%	6%	10%	10%	9%	11%	9%	10%	-	12%	8%	10%	8%	6%	14%
		e			e					d		d		b					ab
Agree	793	532	40	28	27	164	321	362	103	254	391	132	14	134	261	381	176	251	341
	36%	37%	33%	37%	37%	36%	40%	36%	31%	37%	36%	34%	40%	39%	34%	38%	38%	34%	39%
							c												
Neither agree nor disagree	619	403	45	20	19	131	214	275	122	189	319	108	2	70	256	273	112	252	213
	28%	28%	37%	27%	25%	29%	26%	27%	36%	28%	30%	28%	6%	20%	33%	27%	24%	34%	24%
			ad						ab	d	d	d			ac	a		ac	
Disagree	387	252	14	12	11	98	143	188	56	109	192	72	15	54	139	184	93	139	144
	18%	17%	12%	16%	15%	21%	18%	18%	17%	16%	18%	19%	41%	16%	18%	18%	20%	19%	16%
						b							abc						
Strongly disagree	160	102	9	7	5	36	51	87	21	49	75	32	5	47	47	63	47	48	59
	7%	7%	8%	10%	6%	8%	6%	9%	6%	7%	7%	8%	14%	13%	6%	6%	10%	7%	7%
														bc			bc		
Don't know	13	11	1	1	-	-	5	3	5	5	7	1	-	1	1	3	1	3	2
	1%	1%	1%	1%	-	-	1%	*	1%	1%	1%	*	-	*	*	*	*	*	*
			e	e					b										
Net: Agree	1006	684	51	35	40	193	400	463	134	329	487	172	14	176	324	483	214	295	463
	46%	47%	42%	46%	54%	42%	49%	46%	40%	48%	45%	45%	40%	50%	42%	48%	46%	40%	53%
					e		c							b		b	b		ab
Net: Disagree	547	354	24	19	16	134	193	275	77	157	267	104	20	101	186	247	140	187	203
	25%	24%	19%	26%	21%	29%	24%	27%	23%	23%	25%	27%	54%	29%	24%	25%	30%	25%	23%
						ab							abc				c		

Impact of language on public attitudes to ageing

Q4_2. All people should expect to deteriorate physically and cognitively (i.e. their mental function) when they get to old age: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	213 10%	157 13% b	28 5% b	28 10% b	71 10%	140 10%	58 16% b	152 9%	58 17% b	153 9%
Agree	793 36%	463 38% b	201 32%	103 37%	255 36%	526 37%	155 42% b	620 36%	136 39%	633 36%
Neither agree nor disagree	619 28%	268 22%	267 42% ac	60 21%	226 32% b	356 25%	105 28%	484 28%	90 26%	482 28%
Disagree	387 18%	227 19% b	94 15%	61 22% b	110 15%	270 19% a	38 10%	341 20% a	45 13%	338 19% a
Strongly disagree	160 7%	91 8%	33 5%	28 10% b	48 7%	109 8%	16 4%	140 8% a	20 6%	136 8%
Don't know	13 1%	3 *	6 1% a	2 1%	3 *	3 *	* *	5 *	- -	7 *
Net: Agree	1006 46%	619 51% b	229 36%	131 47% b	326 46%	665 47%	214 57% b	771 44%	193 55% b	786 45%
Net: Disagree	547 25%	318 26% b	127 20%	89 32% b	158 22%	380 27% a	54 15%	482 28% a	65 19%	473 27% a

Impact of language on public attitudes to ageing

Q4_3. The growing number of older people is an economic and social burden on our society: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	105 5%	63 6% b	42 4%	- -	48 8% cd	31 6% c	16 2%	11 3%	5 5%	15 5%	10 5%	14 6%	7 4%	9 4%	17 5%	13 4%	15 7%	67 6%	38 4%
Agree	437 20%	249 23% b	186 17%	1 13%	146 24% c	115 22% c	100 15%	75 21% c	19 18%	44 15%	28 13%	38 17%	39 21% c	54 22% c	84 25% bcd	75 21% c	56 25% bcd	278 23% b	159 16%
Neither agree nor disagree	528 24%	268 25%	257 23%	2 25%	165 27% d	133 25%	158 23%	72 20%	27 24%	78 27% i	50 23%	50 22%	47 25%	58 24%	98 29% i	82 23%	40 18%	301 25%	227 23%
Disagree	543 25%	237 22%	303 27% a	2 25%	161 26%	119 22%	177 26%	86 24%	23 21%	74 26%	57 27%	60 27%	48 26%	69 28%	75 22%	86 24%	51 23%	296 24%	247 25%
Strongly disagree	543 25%	234 22%	305 27% a	3 38%	85 14%	128 24% a	222 33% ab	108 30% ab	33 30% fg	71 25% g	66 31% fg	62 28% fg	45 24%	46 19%	60 18%	100 28% fg	59 26% g	254 21%	288 30% a
Don't know	30 1%	12 1%	18 2%	- -	12 2% c	8 1%	5 1%	4 1%	2 2%	5 2%	3 2%	2 1%	2 1%	6 3% h	3 1%	2 1%	4 2%	11 1%	18 2%
Net: Agree	542 25%	312 29% b	228 21%	1 13%	194 31% cd	146 27% c	116 17%	86 24% c	24 22%	60 21%	37 18%	51 23%	47 25%	63 26% c	101 30% bcd	88 25% c	71 32% bcd	345 29% b	197 20%
Net: Disagree	1086 50%	471 44%	608 55% a	5 63%	245 40%	247 46% a	399 59% ab	194 55% ab	56 52% g	145 51% g	123 58% fg	123 54% g	93 49% g	115 47%	135 40%	186 52% g	110 49% g	550 46%	536 55% a

Impact of language on public attitudes to ageing

Q4_3. The growing number of older people is an economic and social burden on our society: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	105 5%	82 4%	23 7% a	104 5%	2 2%	28 5%	74 5%	51 5%	50 4%	75 5%	30 4%	74 5%	30 4%	36 5%	42 6% c	24 3%	47 4%	57 6% a
Agree	437 20%	356 19%	81 24% a	420 20%	17 26%	118 19%	315 20%	191 19%	238 21%	302 21%	132 19%	275 19%	158 22%	169 22% c	142 22% c	121 17%	192 16%	243 25% a
Neither agree nor disagree	528 24%	445 24%	82 25%	515 24%	13 20%	144 24%	375 24%	232 23%	289 26%	325 22%	192 27% ac	319 22%	198 27% ac	225 29% bc	142 22%	156 21%	283 23%	240 25%
Disagree	543 25%	457 25%	86 26%	527 25%	16 25%	135 22%	403 26%	257 25%	282 25%	362 25%	177 25%	365 25%	173 24%	192 25%	165 25%	182 25%	331 27% b	209 22%
Strongly disagree	543 25%	490 26% b	53 16%	528 25%	15 23%	176 29% b	355 23%	279 27% b	259 23%	377 26% d	165 23%	388 27% d	152 21%	142 18%	154 23% a	243 33% ab	343 28% b	195 20%
Don't know	30 1%	24 1%	6 2%	28 1%	2 3%	8 1%	20 1%	16 2%	13 1%	16 1%	13 2%	17 1%	12 2%	12 2%	10 1%	8 1%	18 1%	12 1%
Net: Agree	542 25%	437 24%	104 32% a	524 25%	18 29%	146 24%	389 25%	242 24%	288 25%	377 26%	163 23%	349 24%	188 26%	206 26% c	184 28% c	145 20%	239 20%	300 31% a
Net: Disagree	1086 50%	947 51% b	139 42%	1055 50%	31 49%	311 51%	758 49%	535 52% b	541 48%	739 51% d	342 48%	753 52% d	325 45%	334 43%	319 49% a	425 58% ab	674 55% b	404 42%

Impact of language on public attitudes to ageing

Q4_3. The growing number of older people is an economic and social burden on our society: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	105 5%	79 5%	1 1%	4 5%	6 8%	14 3%	45 6%	45 4%	11 3%	37 5%	48 4%	19 5%	- -	19 5%	21 3%	65 6%	18 4%	18 2%	66 7%
		b		b	be									b	b				ab
Agree	437 20%	309 21%	14 12%	14 19%	15 20%	84 18%	190 23%	192 19%	54 16%	162 24%	205 19%	64 17%	5 15%	68 20%	122 16%	243 24%	87 19%	135 18%	206 23%
		b					bc			bc					b				ab
Neither agree nor disagree	528 24%	358 25%	39 32%	10 14%	25 34%	94 20%	209 26%	212 21%	98 29%	177 26%	252 23%	91 24%	6 16%	80 23%	231 30%	193 19%	83 18%	225 31%	189 21%
		c	ce		ace		b		b						ac				ac
Disagree	543 25%	343 24%	35 29%	22 30%	20 27%	123 27%	205 25%	234 23%	102 30%	149 22%	286 26%	97 25%	11 31%	73 21%	203 26%	250 25%	129 28%	189 26%	202 23%
									b		a				a				c
Strongly disagree	543 25%	341 23%	29 24%	24 32%	7 10%	140 31%	149 18%	324 32%	66 20%	146 21%	272 25%	111 29%	14 38%	99 28%	187 24%	247 25%	146 31%	160 22%	215 24%
		d	d	d		ad		ac				a	a				bc		bc
Don't know	30 1%	22 1%	3 3%	- -	1 2%	3 1%	14 2%	9 1%	7 2%	10 1%	17 2%	3 1%	- -	9 3%	5 1%	7 1%	3 1%	10 1%	5 1%
														bc					
Net: Agree	542 25%	388 27%	15 12%	18 24%	21 28%	98 21%	235 29%	237 23%	65 19%	199 29%	252 23%	83 22%	5 15%	87 25%	143 19%	308 31%	105 22%	153 21%	272 31%
		be		b	b	b	bc			bc				b		ab			ab
Net: Disagree	1086 50%	684 47%	64 53%	47 62%	27 36%	263 57%	354 44%	558 55%	168 50%	294 43%	558 52%	208 54%	25 69%	172 49%	391 51%	498 49%	276 59%	348 47%	417 47%
		d	d	ad		ad		a	a		a	a	ab				bc		bc

Impact of language on public attitudes to ageing

Q4_3. The growing number of older people is an economic and social burden on our society: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	105 5%	78 6% bc	18 3%	7 3%	41 6%	61 4%	40 11% b	63 4%	39 11% b	62 4%
Agree	437 20%	270 22% b	104 16%	59 21%	144 20%	291 21%	113 30% b	313 18%	121 35% b	303 17%
Neither agree nor disagree	528 24%	259 21%	201 32% ac	47 17%	175 25%	319 23%	108 29% b	386 22%	95 27% b	392 22%
Disagree	543 25%	291 24%	165 26%	73 26%	152 21%	379 27% a	63 17%	467 27% a	49 14%	483 28% a
Strongly disagree	543 25%	301 25%	132 21%	94 33% ab	191 27%	343 24%	45 12%	492 28% a	41 12%	491 28% a
Don't know	30 1%	10 1%	10 2%	1 1%	11 2%	11 1%	4 1%	20 1%	3 1%	17 1%
Net: Agree	542 25%	348 29% b	122 19%	66 23%	184 26%	352 25%	153 41% b	377 22%	160 46% b	365 21%
Net: Disagree	1086 50%	592 49%	296 47%	167 59% ab	343 48%	721 51%	108 29%	959 55% a	90 26%	974 56% a

Impact of language on public attitudes to ageing

Q4_4. Those who stay healthy and live longer are the true winners of ageing: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	620 28%	291 27%	328 30%	- -	133 22%	125 23%	208 31%	155 43%	25 23%	80 28%	67 31%	61 27%	53 28%	84 35%	92 27%	104 29%	54 24%	362 30%	258 26%
Agree	965 44%	471 44%	492 44%	2 25%	248 40%	240 45%	327 48%	150 42%	52 48%	122 42%	96 45%	97 43%	83 44%	101 42%	145 43%	164 46%	105 47%	544 45%	421 43%
Neither agree nor disagree	405 19%	208 20%	192 17%	5 63%	157 25%	108 20%	104 15%	37 10%	26 23%	61 21%	36 17%	43 19%	32 17%	40 17%	61 18%	60 17%	47 21%	199 16%	206 21%
Disagree	113 5%	52 5%	61 5%	1 13%	51 8%	40 7%	19 3%	4 1%	4 3%	17 6%	7 3%	18 8%	13 7%	8 3%	24 7%	13 4%	9 4%	58 5%	56 6%
Strongly disagree	62 3%	33 3%	30 3%	- -	20 3%	18 3%	14 2%	10 3%	1 1%	5 2%	6 3%	6 3%	5 2%	7 3%	10 3%	16 4%	7 3%	37 3%	25 3%
Don't know	19 1%	10 1%	9 1%	- -	9 1%	3 1%	6 1%	- -	2 2%	2 1%	1 *	1 *	3 2%	3 1%	4 1%	1 *	3 1%	8 1%	10 1%
Net: Agree	1585 73%	761 72%	820 74%	2 25%	381 62%	365 68%	535 79%	305 86%	78 71%	202 70%	163 76%	158 70%	136 72%	185 76%	238 71%	268 75%	159 71%	906 75%	680 70%
Net: Disagree	176 8%	84 8%	90 8%	1 13%	70 11%	58 11%	33 5%	15 4%	5 4%	22 8%	13 6%	24 11%	18 10%	15 6%	34 10%	29 8%	16 7%	95 8%	81 8%

Impact of language on public attitudes to ageing

Q4_4. Those who stay healthy and live longer are the true winners of ageing: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	620 28%	541 29%	79 24%	607 29%	13 21%	188 31%	421 27%	307 30%	307 27%	426 29%	193 27%	452 31%	167 23%	182 23%	156 24%	278 38%	339 28%	275 29%
Agree	965 44%	829 45%	137 41%	941 44%	24 38%	262 43%	692 45%	451 44%	506 45%	672 46%	286 40%	650 45%	307 42%	338 44%	297 45%	324 44%	539 44%	421 44%
Neither agree nor disagree	405 19%	329 18%	76 23%	391 18%	14 22%	103 17%	293 19%	177 17%	217 19%	254 17%	144 20%	231 16%	164 23%	171 22%	133 20%	96 13%	233 19%	170 18%
Disagree	113 5%	87 5%	27 8%	105 5%	8 13%	31 5%	83 5%	52 5%	61 5%	63 4%	49 7%	56 4%	55 8%	52 7%	47 7%	15 2%	61 5%	53 6%
Strongly disagree	62 3%	51 3%	11 3%	60 3%	3 4%	21 3%	40 3%	32 3%	28 2%	31 2%	31 4%	38 3%	23 3%	28 4%	15 2%	18 2%	32 3%	29 3%
Don't know	19 1%	17 1%	2 1%	17 1%	1 2%	4 1%	13 1%	6 1%	11 1%	10 1%	8 1%	12 1%	7 1%	7 1%	7 1%	3 *	10 1%	8 1%
Net: Agree	1585 73%	1370 74%	215 65%	1548 73%	38 59%	450 74%	1114 72%	757 74%	812 72%	1098 75%	479 67%	1102 77%	475 66%	519 67%	453 69%	602 82%	879 72%	695 73%
Net: Disagree	176 8%	138 7%	38 11%	165 8%	11 17%	52 9%	123 8%	84 8%	90 8%	94 6%	79 11%	95 7%	78 11%	79 10%	62 9%	33 4%	92 8%	82 9%

Impact of language on public attitudes to ageing

Q4_4. Those who stay healthy and live longer are the true winners of ageing: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	620 28%	391 27%	24 20%	13 18%	9 13%	181 39%	240 30%	300 30%	73 22%	189 28%	285 26%	133 35%	11 29%	120 35%	168 22%	325 32%	191 41%	148 20%	265 30%
		d				abcd	c	c				ab		b	b		bc		b
Agree	965 44%	632 44%	49 40%	40 53%	31 41%	211 46%	363 45%	457 45%	137 41%	297 44%	495 46%	159 41%	14 38%	141 41%	360 47%	438 44%	198 43%	341 46%	384 44%
Neither agree nor disagree	405 19%	283 20%	36 30%	16 21%	21 28%	49 11%	136 17%	183 18%	84 25%	131 19%	203 19%	62 16%	9 24%	54 16%	183 24%	154 15%	54 12%	181 25%	144 16%
		e	ae	e	ae			ab						ac			ac		a
Disagree	113 5%	91 6%	7 6%	3 5%	8 11%	4 1%	45 6%	41 4%	27 8%	39 6%	60 6%	14 4%	1 3%	17 5%	41 5%	50 5%	14 3%	44 6%	49 6%
		e	e	e	e			b									a		a
Strongly disagree	62 3%	41 3%	2 2%	1 2%	5 6%	13 3%	23 3%	28 3%	11 3%	19 3%	25 2%	15 4%	2 6%	14 4%	12 2%	35 3%	10 2%	18 2%	32 4%
					a									b	b				
Don't know	19 1%	14 1%	3 2%	1 1%	1 1%	- -	6 1%	7 1%	5 1%	5 1%	11 1%	2 *	- -	1 *	5 1%	5 *	- -	4 1%	8 1%
		e	e	e	e							*		*	*				a
Net: Agree	1585 73%	1023 70%	73 60%	53 71%	40 54%	392 86%	603 74%	758 75%	210 62%	486 71%	780 72%	292 76%	24 68%	262 75%	528 69%	763 76%	389 83%	488 66%	649 74%
		bd		d	abcd		c	c						b	b		bc		b
Net: Disagree	176 8%	131 9%	10 8%	5 6%	13 17%	18 4%	67 8%	69 7%	39 11%	58 9%	85 8%	29 8%	3 8%	31 9%	54 7%	84 8%	24 5%	62 8%	81 9%
		e	e		abce			b									a		a

Impact of language on public attitudes to ageing

Q4_4. Those who stay healthy and live longer are the true winners of ageing: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	620 28%	388 32% bc	149 24%	73 26%	195 27%	419 30%	84 23%	527 30% a	89 25%	525 30%
Agree	965 44%	551 46% b	244 39%	136 48% b	304 43%	641 46%	161 43%	786 45%	129 37%	804 46% a
Neither agree nor disagree	405 19%	179 15%	170 27% ac	41 15%	147 21% b	228 16%	94 25% b	281 16%	77 22% b	293 17%
Disagree	113 5%	52 4%	39 6%	19 7%	40 6%	70 5%	23 6%	86 5%	30 9% b	78 4%
Strongly disagree	62 3%	32 3%	21 3%	9 3%	21 3%	40 3%	10 3%	50 3%	20 6% b	39 2%
Don't know	19 1%	5 *	6 1%	3 1%	4 1%	5 *	1 *	11 1%	2 1%	9 1%
Net: Agree	1585 73%	939 78% b	393 62%	209 74% b	500 70%	1060 76% a	246 66%	1314 75% a	218 63%	1329 76% a
Net: Disagree	176 8%	84 7%	60 9%	28 10%	61 9%	110 8%	33 9%	135 8%	51 15% b	117 7%

Impact of language on public attitudes to ageing

Q4_5. Older people today benefit at the expense of younger people: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	109 5%	66 6% b	43 4%	1 13% c	53 9% cd	41 8% cd	14 2%	2 1%	11 10% cehi	17 6%	6 3%	12 5%	4 2%	13 5%	22 7% e	16 4%	9 4%	65 5%	45 5%
Agree	329 15%	175 16%	153 14%	1 13%	159 26% bcd	89 17% cd	56 8%	23 7%	13 12%	40 14%	29 14%	33 15%	21 11%	34 14%	74 22% abcdefh	38 11%	46 20% beh	201 17% b	127 13%
Neither agree nor disagree	535 24%	261 25%	270 24%	4 50%	183 30% cd	151 28% cd	140 21%	61 17%	28 26%	68 24%	53 25%	57 25%	44 23%	57 23%	78 23%	109 30%	40 18% gi	289 24%	246 25%
Disagree	655 30%	294 28%	359 32% a	2 25%	143 23%	150 28%	233 34% ab	130 36% ab	31 28%	84 29%	66 31%	63 28%	73 39% bdghi	72 30%	101 30%	102 29%	63 28%	380 31%	275 28%
Strongly disagree	525 24%	253 24%	270 24%	- -	65 10%	93 17% a	228 34% ab	139 39% ab	23 21%	71 25% g	56 26% g	59 26% g	44 23%	60 25% g	58 17%	92 26% g	63 28% g	260 22%	265 27% a
Don't know	32 1%	16 1%	17 2%	- -	14 2% d	10 2% d	7 1%	1 *	3 3% h	7 3% h	2 1%	2 1%	4 2% h	7 3% h	3 1%	1 * h	4 2% h	12 1%	20 2% a
Net: Agree	438 20%	240 23% b	196 18%	2 25%	213 34% bcd	130 24% cd	70 10%	25 7%	24 22% e	57 20%	35 17%	45 20%	25 13%	47 19%	96 29% bcdefh	54 15%	55 24% ceh	266 22% b	172 18%
Net: Disagree	1180 54%	547 51%	629 57% a	2 25%	208 34%	243 45% a	461 68% ab	269 76% abc	54 49%	155 54%	122 57% g	123 54%	117 62% ag	132 55%	159 47%	194 54%	125 56% g	641 53%	540 55%

Impact of language on public attitudes to ageing

Q4_5. Older people today benefit at the expense of younger people: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	109 5%	81 4%	28 8% a	105 5%	4 7%	37 6%	69 4%	63 6% b	42 4%	89 6% b	20 3%	75 5% b	34 5%	34 4% c	58 9% ac	15 2%	40 3%	68 7% a
Agree	329 15%	246 13%	82 25% a	316 15%	12 19%	71 12%	256 17% a	128 12% a	196 17% a	239 16% bc	85 12%	194 13% bc	129 18% bc	151 20% c	119 18% c	56 8%	141 12%	187 20% a
Neither agree nor disagree	535 24%	433 23%	102 31% a	517 24%	18 28%	134 22%	391 25%	245 24%	276 24%	349 24%	177 25%	315 22%	210 29% ac	196 25% c	183 28% c	147 20%	295 24%	234 24%
Disagree	655 30%	578 31% b	77 23%	640 30%	15 24%	173 28%	477 31%	298 29%	353 31%	436 30%	215 30%	462 32% d	190 26%	234 30%	173 26%	245 33% b	381 31%	270 28%
Strongly disagree	525 24%	485 26% b	40 12%	512 24%	13 20%	188 31% b	327 21% b	279 27% b	246 22% b	325 22%	198 28% ad	378 26% ad	145 20%	147 19%	110 17%	265 36% ab	340 28% b	183 19%
Don't know	32 1%	30 2%	2 1%	31 1%	1 2%	6 1%	23 2%	12 1%	17 2%	18 1%	14 2%	15 1%	16 2% c	13 2%	12 2%	6 1%	16 1%	15 2%
Net: Agree	438 20%	328 18%	110 33% a	422 20%	16 26%	108 18%	325 21%	191 19%	239 21%	329 23% bc	105 15%	269 19% b	163 23% bc	185 24% c	176 27% c	72 10%	181 15%	255 27% a
Net: Disagree	1180 54%	1063 57% b	117 35%	1152 54% b	28 45%	360 59% b	804 52%	577 56%	599 53%	761 52% d	413 58% ad	840 58% ad	335 46%	381 49% b	284 43%	510 69% ab	722 59% b	452 47%

Impact of language on public attitudes to ageing

Q4_5. Older people today benefit at the expense of younger people: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	109 5%	93 6% be	2 1%	6 8% be	3 4% e	4 1%	47 6%	47 5%	13 4%	42 6%	50 5%	15 4%	- -	16 5%	22 3%	71 7% b	16 3%	21 3%	70 8% ab
Agree	329 15%	253 17% e	14 11%	9 12% abce	19 26% abce	34 7%	149 18% b	122 12% b	56 16% b	134 20% bc	149 14%	43 11%	3 8%	42 12%	96 12%	180 18% ab	64 14%	90 12%	166 19% ab
Neither agree nor disagree	535 24%	377 26% e	40 33% e	18 25% e	20 27% e	76 17%	209 26% b	208 20% ab	106 31% ab	168 25%	279 26%	82 21%	5 15%	69 20%	215 28% ac	230 23%	77 16%	219 30% ac	201 23% a
Disagree	655 30%	420 29%	28 23%	17 23% b	26 35% b	162 35% abc	244 30%	302 30%	108 32%	197 29%	326 30%	122 32%	9 26%	114 33%	253 33% c	275 27%	157 34% c	248 34% c	228 26% c
Strongly disagree	525 24%	283 19% d	36 29% ad	23 31% ad	4 6% abd	179 39% abd	148 18%	328 32% ac	47 14%	130 19%	257 24% a	119 31% ab	19 52% abc	100 29% b	174 23%	242 24%	149 32% bc	149 20%	210 24%
Don't know	32 1%	26 2% e	2 2%	1 2%	1 2%	2 *	13 2%	9 1%	9 3% b	9 1%	19 2%	5 1%	- -	7 2% c	9 1%	7 1%	4 1%	9 1%	7 1%
Net: Agree	438 20%	346 24% be	15 13%	15 20% e	22 30% be	38 8%	197 24% b	170 17%	68 20%	176 26% bcd	199 18%	58 15%	3 8%	58 17%	118 15%	252 25% ab	80 17%	111 15%	236 27% ab
Net: Disagree	1180 54%	703 48%	63 53%	41 54%	30 41% abcd	341 75% abcd	392 48%	630 62% ac	154 46%	327 48%	583 54% a	241 62% ab	28 77% ab	214 62% c	427 56%	517 51%	306 66% bc	398 54%	439 50%

Impact of language on public attitudes to ageing

Q4_5. Older people today benefit at the expense of younger people: To what extent, if at all, do you agree or disagree with each of the following statements about older people?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	109 5%	87 7%	12 2%	9 3%	47 7%	60 4%	52 14%	55 3%	53 15%	54 3%
		bc			b		b		b	
Agree	329 15%	206 17%	82 13%	33 12%	131 18%	193 14%	100 27%	221 13%	110 32%	211 12%
		bc			b		b		b	
Neither agree nor disagree	535 24%	245 20%	212 34%	57 20%	182 26%	318 23%	114 31%	386 22%	93 27%	401 23%
			ac				b			
Disagree	655 30%	331 27%	210 33%	102 36%	175 25%	467 33%	64 17%	579 33%	54 15%	586 34%
			a	a		a		a		a
Strongly disagree	525 24%	327 27%	102 16%	79 28%	172 24%	348 25%	35 9%	486 28%	37 11%	478 27%
		b		b			a		a	
Don't know	32 1%	12 1%	11 2%	3 1%	6 1%	17 1%	8 2%	15 1%	2 1%	18 1%
							b			
Net: Agree	438 20%	293 24%	94 15%	42 15%	177 25%	253 18%	152 41%	275 16%	163 47%	265 15%
		bc			b		b		b	
Net: Disagree	1180 54%	658 54%	312 50%	181 64%	347 49%	816 58%	99 27%	1065 61%	91 26%	1064 61%
		b		ab		a		a		a

Impact of language on public attitudes to ageing

Q5. Summary: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

		Scale						
		In the UK everyone has an equal chance to age well is exactly my view	In the UK everyone has an equal chance to age well is close to my view	In the UK, people have differing chances to age well depending on their background and circumstances is close to my view	In the UK, people have differing chances to age well depending on their background and circumstances is exactly my view	Don't know	Net: In the UK everyone has an equal chance to age well	Net: In the UK, people have differing chances to age well depending on their background and circumstances
Total		*a	*b	*c	*d	*e	*f	*g
Significance Level: 95%								
In the UK everyone has an equal chance to age well	2185 100%	276 13%	437 20%	897 41%	507 23%	69 3%	713 33%	1404 64%
The experiences of older people have little relevance in society today	2185 100%	119 5%	254 12%	804 37%	938 43%	71 3%	373 17%	1741 80%
Older people are not suited to modern workplaces	2185 100%	121 6%	330 15%	988 45%	654 30%	93 4%	450 21%	1642 75%
UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	2185 100%	106 5%	243 11%	761 35%	988 45%	88 4%	348 16%	1749 80%

Impact of language on public attitudes to ageing

Q5_1. In the UK everyone has an equal chance to age well / In the UK, people have differing chances to age well depending on their background and circumstances: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	Gender				Age				Region of England									Social grade	
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
In the UK everyone has an equal chance to age well is exactly my view	276 13%	133 12%	141 13%	2 25%	88 14% d	76 14% d	82 12%	29 8%	14 13%	43 15% f	26 12%	34 15% f	26 14%	21 9%	38 11%	39 11%	34 15% f	141 12%	135 14%
In the UK everyone has an equal chance to age well is close to my view	437 20%	233 22% b	199 18%	4 50%	133 22%	110 21%	121 18%	72 20%	20 18%	51 18%	42 20%	46 20%	37 19%	48 20%	78 23%	71 20%	43 19%	228 19%	209 21%
In the UK, people have differing chances to age well depending on their background and circumstances is close to my view	897 41%	425 40%	471 42%	1 13%	229 37%	199 37%	297 44% ab	172 48% ab	45 41%	118 41%	94 44% g	81 36%	81 43% g	101 42%	115 34%	165 46% dg	98 44% g	519 43% b	378 39%
In the UK, people have differing chances to age well depending on their background and circumstances is exactly my view	507 23%	249 23%	256 23%	1 13%	140 23%	123 23%	166 25%	78 22%	27 25%	62 22%	49 23%	61 27% h	37 20%	64 26%	92 27% ehi	69 19%	44 20%	295 24%	212 22%
Don't know	69 3%	25 2%	44 4% a	- -	26 4% cd	25 5% cd	12 2%	5 1%	4 4%	13 4% c	2 1%	4 2%	8 4% c	8 3%	13 4% c	12 3%	5 2%	25 2%	44 4% a
Net: In the UK everyone has an equal chance to age well	713 33%	365 34%	341 31%	6 75%	222 36% cd	186 35%	203 30%	102 29%	33 31%	94 33%	68 32%	80 35%	63 33%	69 29%	116 34%	111 31%	78 35%	368 30%	344 35% a
Net: In the UK, people have differing chances to age well depending on their background and circumstances	1404 64%	673 63%	727 65%	2 25%	369 60%	322 60%	463 68% ab	249 70% ab	72 66%	180 63%	143 67%	142 63%	118 63%	165 68%	208 62%	235 66%	142 63%	814 67% b	589 60%

Impact of language on public attitudes to ageing

Q5_1. In the UK everyone has an equal chance to age well / In the UK, people have differing chances to age well depending on their background and circumstances: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
		a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
In the UK everyone has an equal chance to age well is exactly my view	276	227	49	266	9	67	203	125	144	199	74	189	84	87	94	91	159	114
	13%	12%	15%	13%	15%	11%	13%	12%	13%	14%	10%	13%	12%	11%	14%	12%	13%	12%
										b								
In the UK everyone has an equal chance to age well is close to my view	437	368	69	423	14	114	312	186	242	287	144	255	175	151	137	146	273	162
	20%	20%	21%	20%	21%	19%	20%	18%	21%	20%	20%	18%	24%	19%	21%	20%	22%	17%
													ac				b	
In the UK, people have differing chances to age well depending on their background and circumstances is close to my view	897	781	116	875	22	239	650	436	453	595	298	607	285	310	258	322	490	401
	41%	42%	35%	41%	34%	39%	42%	43%	40%	41%	42%	42%	39%	40%	39%	44%	40%	42%
			b															
In the UK, people have differing chances to age well depending on their background and circumstances is exactly my view	507	421	86	489	17	174	325	249	251	338	167	351	154	197	140	164	250	254
	23%	23%	26%	23%	27%	29%	21%	24%	22%	23%	24%	24%	21%	25%	21%	22%	21%	27%
						b											a	
Don't know	69	57	11	67	2	14	52	28	40	37	26	37	26	31	26	11	43	25
	3%	3%	3%	3%	2%	2%	3%	3%	4%	3%	4%	3%	4%	4%	4%	2%	4%	3%
														c	c			
Net: In the UK everyone has an equal chance to age well	713	595	118	690	23	181	515	312	386	486	218	444	259	238	232	237	432	276
	33%	32%	36%	33%	36%	30%	33%	30%	34%	33%	31%	31%	36%	31%	35%	32%	36%	29%
													bc				b	
Net: In the UK, people have differing chances to age well depending on their background and circumstances	1404	1201	202	1364	39	414	975	685	705	934	465	958	439	507	398	486	740	655
	64%	65%	61%	64%	62%	68%	63%	67%	62%	64%	66%	67%	61%	65%	61%	66%	61%	69%
						b		b				d				b		a

Impact of language on public attitudes to ageing

Q5_1. In the UK everyone has an equal chance to age well / In the UK, people have differing chances to age well depending on their background and circumstances: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
In the UK everyone has an equal chance to age well is exactly my view	276 13%	210 14% e	13 11%	8 10%	6 8%	39 8%	106 13%	126 12%	40 12%	94 14%	133 12%	45 12%	2 5%	37 10%	75 10%	157 16% ab	55 12%	81 11%	124 14%
In the UK everyone has an equal chance to age well is close to my view	437 20%	302 21%	28 23%	11 15%	11 14%	85 19%	141 17%	228 22% a	65 19%	153 23% d	203 19%	77 20%	3 8%	42 12%	146 19% a	236 23% ab	73 16%	161 22% a	190 22% a
In the UK, people have differing chances to age well depending on their background and circumstances is close to my view	897 41%	559 38%	48 40%	33 44%	32 44%	223 49% a	330 41%	432 42%	126 37%	243 36%	481 45% a	154 40%	18 50%	134 38%	339 44%	407 40%	228 49% bc	292 40%	340 39%
In the UK, people have differing chances to age well depending on their background and circumstances is exactly my view	507 23%	334 23%	26 22%	18 24%	21 29%	106 23%	215 26% b	207 20%	82 24%	168 25%	227 21%	100 26% b	12 32%	128 37% bc	184 24% c	186 18%	101 22%	172 23%	217 25%
Don't know	69 3%	47 3% e	6 5% e	5 7% e	4 6% e	5 1%	20 2%	23 2%	24 7% ab	21 3%	35 3%	10 3%	1 4%	8 2%	25 3%	21 2%	9 2%	30 4% ac	11 1%
Net: In the UK everyone has an equal chance to age well	713 33%	512 35% de	41 34%	19 25%	16 22%	124 27%	247 30%	354 35% a	105 31%	247 36% bd	336 31% d	122 32% d	5 14%	78 22%	221 29% a	393 39% ab	128 27%	242 33%	314 36% a
Net: In the UK, people have differing chances to age well depending on their background and circumstances	1404 64%	893 62%	74 62%	51 68%	54 72% a	329 72% ab	544 67%	638 63%	208 62%	411 60%	708 66% a	254 66% abc	30 82% abc	262 75% bc	522 68% c	592 59%	329 71% bc	464 63%	557 63%

Impact of language on public attitudes to ageing

Q5_1. In the UK everyone has an equal chance to age well / In the UK, people have differing chances to age well depending on their background and circumstances: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
In the UK everyone has an equal chance to age well is exactly my view	276 13%	148 12%	74 12%	45 16%	276 39% b	- -	67 18% b	202 12%	70 20% b	194 11%
In the UK everyone has an equal chance to age well is close to my view	437 20%	214 18%	159 25% a	55 20%	437 61% b	- -	103 28% b	326 19%	102 29% b	325 19%
In the UK, people have differing chances to age well depending on their background and circumstances is close to my view	897 41%	498 41%	254 40%	118 42%	- -	897 64% a	143 38%	739 42%	122 35%	754 43% a
In the UK, people have differing chances to age well depending on their background and circumstances is exactly my view	507 23%	336 28% bc	104 17%	57 20%	- -	507 36% a	56 15%	444 25% a	49 14%	448 26% a
Don't know	69 3%	12 1%	37 6% ac	5 2%	- -	- -	4 1%	30 2%	5 2%	28 2%
Net: In the UK everyone has an equal chance to age well	713 33%	362 30%	233 37% a	101 36%	713 100% b	- -	171 46% b	528 30%	172 49% b	519 30%

Impact of language on public attitudes to ageing

Q5_1. In the UK everyone has an equal chance to age well / In the UK, people have differing chances to age well depending on their background and circumstances: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: In the UK, people have differing chances to age well depending on their background and circumstances	1404	834	359	176	-	1404	199	1183	171	1202
	64%	69%	57%	62%	-	100%	53%	68%	49%	69%
		bc				a		a		a

Significance Level: 95%

Unweighted Total

Total

Net: In the UK, people have differing chances to age well depending on their background and circumstances

Impact of language on public attitudes to ageing

Q5_2. The experiences of older people have little relevance in society today / Older people have a wealth of experience and perspectives to offer society today: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
	a	b	c		a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The experiences of older people have little relevance in society today is exactly my view	119 5%	61 6%	56 5%	1 13%	58 9% bcd	26 5%	26 4%	9 3%	4 4%	15 5%	14 6%	17 7%	8 4%	13 5%	19 6%	21 6%	10 4%	60 5%	59 6%
The experiences of older people have little relevance in society today is close to my view	254 12%	134 13%	116 10%	3 38%	141 23% bcd	66 12% cd	32 5%	15 4%	7 7%	21 7%	25 12%	32 14% b	17 9%	27 11%	56 17% abeh	37 10%	32 14% b	133 11%	120 12%
Older people have a wealth of experience and perspectives to offer society today is close to my view	804 37%	395 37%	405 36%	3 38%	218 35%	209 39%	247 36%	130 36%	41 37%	123 43% f	75 35%	79 35%	74 39% f	72 30%	126 38%	134 37%	80 36%	479 40% b	325 33%
Older people have a wealth of experience and perspectives to offer society today is exactly my view	938 43%	439 41%	497 45%	1 13%	172 28%	212 40% a	358 53% ab	196 55% ab	54 49% g	116 40%	94 44%	94 42%	84 44%	118 49% g	124 37%	157 44%	97 43%	508 42%	429 44%
Don't know	71 3%	34 3%	37 3%	- -	28 5% cd	20 4%	16 2%	6 2%	4 3%	12 4%	6 3%	4 2%	7 4%	13 5% d	11 3%	10 3%	6 2%	27 2%	44 5% a
Net: The experiences of older people have little relevance in society today	373 17%	196 18%	172 15%	4 50%	199 32% bcd	92 17% cd	57 8%	24 7%	11 10%	36 13%	39 18%	49 22% abe	25 13%	39 16%	75 22% abeh	57 16%	42 19%	194 16%	180 18%
Net: Older people have a wealth of experience and perspectives to offer society today	1741 80%	834 78%	902 81%	4 50%	390 63%	421 79% a	604 89% ab	326 92% ab	95 86% dg	239 83% g	169 79%	173 77%	158 83% g	190 78%	250 75%	290 81% g	177 79%	987 82% b	754 77%

Impact of language on public attitudes to ageing

Q5_2. The experiences of older people have little relevance in society today / Older people have a wealth of experience and perspectives to offer society today: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The experiences of older people have little relevance in society today is exactly my view	119 5%	93 5%	27 8% a	117 6%	2 3%	36 6%	80 5%	61 6%	56 5%	89 6%	31 4%	69 5%	48 7%	34 4%	56 9% ac	25 3%	64 5%	55 6%
The experiences of older people have little relevance in society today is close to my view	254 12%	187 10%	67 20% a	243 11%	10 16%	52 9%	196 13% a	115 11%	132 12%	166 11% c	82 12%	128 9%	118 16% abc	115 15% c	104 16% c	30 4%	119 10%	131 14% a
Older people have a wealth of experience and perspectives to offer society today is close to my view	804 37%	686 37%	117 35%	776 37%	27 43%	213 35%	583 38%	376 37%	417 37%	527 36%	272 38%	528 37%	271 37%	299 39%	240 37%	260 35%	429 35%	372 39%
Older people have a wealth of experience and perspectives to offer society today is exactly my view	938 43%	832 45% b	106 32%	917 43% b	21 33%	294 48% b	626 41%	448 44%	480 42%	645 44% d	291 41% d	680 47% bd	255 35%	293 38%	233 36%	406 55% ab	557 46% b	375 39%
Don't know	71 3%	56 3%	15 4%	68 3%	3 5%	13 2%	57 4%	24 2%	46 4% a	31 2%	34 5% ac	33 2%	32 4% ac	34 4% c	22 3%	14 2%	45 4%	23 2%
Net: The experiences of older people have little relevance in society today	373 17%	279 15%	94 28% a	361 17%	12 19%	89 15%	276 18%	176 17%	188 17%	254 17% c	113 16%	198 14%	166 23% abc	150 19% c	160 24% ac	55 8%	183 15%	186 19% a
Net: Older people have a wealth of experience and perspectives to offer society today	1741 80%	1518 82% b	223 67%	1693 80%	48 76%	507 83% b	1209 78%	825 80%	897 79%	1171 80% d	563 79% d	1208 84% abd	526 73%	592 76%	473 72%	665 91% ab	986 81%	747 78%

Impact of language on public attitudes to ageing

Q5_2. The experiences of older people have little relevance in society today / Older people have a wealth of experience and perspectives to offer society today: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The experiences of older people have little relevance in society today is exactly my view	119 5%	91 6% e	5 4%	6 8% e	5 7% e	12 3%	49 6%	47 5%	21 6%	46 7%	55 5%	17 5%	1 3%	12 3%	30 4%	75 7% ab	13 3%	31 4%	70 8% ab
The experiences of older people have little relevance in society today is close to my view	254 12%	188 13% e	14 11% e	14 19% e	13 17% e	24 5%	112 14% b	85 8%	50 15% b	102 15% bcd	119 11%	30 8%	1 3%	32 9%	78 10%	140 14% ab	23 5%	93 13% a	128 15% a
Older people have a wealth of experience and perspectives to offer society today is close to my view	804 37%	539 37%	41 34%	23 30% e	28 37% e	173 38%	307 38%	382 38%	109 32%	249 37%	385 36%	154 40%	14 40%	141 40% c	312 41% c	330 33%	159 34%	286 39%	318 36%
Older people have a wealth of experience and perspectives to offer society today is exactly my view	938 43%	588 41% d	56 46% d	28 37% e	19 26% e	244 53% acd	326 40% b	478 47% ac	128 38% b	260 38% bcd	485 45% a	173 45% a	18 51%	153 44%	321 42%	445 44%	260 56% bc	301 41%	351 40%
Don't know	71 3%	46 3% e	5 4% e	5 6% e	10 13% abe	5 1%	18 2%	23 2%	29 9% ab	23 3%	35 3%	11 3%	1 4%	11 3%	28 4% c	18 2%	11 2%	25 3% c	14 2%
Net: The experiences of older people have little relevance in society today	373 17%	279 19% e	19 16% e	20 27% be	18 24% e	36 8%	161 20% b	133 13%	72 21% b	148 22% bcd	174 16%	47 12%	2 5%	44 13%	108 14%	214 21% ab	37 8%	124 17% a	199 23% ab
Net: Older people have a wealth of experience and perspectives to offer society today	1741 80%	1127 78% cd	97 80% cd	50 67% e	47 63% e	417 91% abcd	633 78% c	860 85% ac	237 70%	510 75%	871 81% a	327 85% a	33 91% a	293 84% c	632 82% c	774 77%	419 90% bc	587 80%	669 76%

Impact of language on public attitudes to ageing

Q5_2. The experiences of older people have little relevance in society today / Older people have a wealth of experience and perspectives to offer society today: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The experiences of older people have little relevance in society today is exactly my view	119	70	30	16	67	52	119	-	62	52
	5%	6%	5%	6%	9%	4%	32%	-	18%	3%
					b		b		b	
The experiences of older people have little relevance in society today is close to my view	254	140	80	28	103	147	254	-	92	154
	12%	12%	13%	10%	14%	10%	68%	-	27%	9%
					b		b		b	
Older people have a wealth of experience and perspectives to offer society today is close to my view	804	431	250	99	249	541	-	804	133	639
	37%	36%	40%	35%	35%	39%	-	46%	38%	37%
								a		
Older people have a wealth of experience and perspectives to offer society today is exactly my view	938	550	231	132	279	642	-	938	57	873
	43%	46%	37%	47%	39%	46%	-	54%	16%	50%
		b		b		a		a		a
Don't know	71	16	37	6	14	22	-	-	5	30
	3%	1%	6%	2%	2%	2%	-	-	1%	2%
			ac							
Net: The experiences of older people have little relevance in society today	373	210	111	45	171	199	373	-	154	206
	17%	17%	18%	16%	24%	14%	100%	-	44%	12%
					b		b		b	

Impact of language on public attitudes to ageing

Q5_2. The experiences of older people have little relevance in society today / Older people have a wealth of experience and perspectives to offer society today: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Older people have a wealth of experience and perspectives to offer society today	1741	981	481	231	528	1183	-	1741	190	1513
	80%	81%	77%	82%	74%	84%	-	100%	54%	86%
		b				a		a		a

Significance Level: 95%

Unweighted Total

Total

Net: Older people have a wealth of experience and perspectives to offer society today

Impact of language on public attitudes to ageing

Q5_3. Older people are not suited to modern workplaces / Older people have a lot to contribute to the workplace: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Older people are not suited to modern workplaces is exactly my view	121 6%	67 6%	52 5%	1 13%	56 9% bcd	24 5%	31 5%	9 2%	4 3%	19 7%	10 5%	14 6%	5 3%	10 4%	25 7% e	20 6%	14 6%	68 6%	52 5%
Older people are not suited to modern workplaces is close to my view	330 15%	179 17% b	149 13%	1 13%	161 26% bcd	92 17% cd	52 8%	25 7%	14 13%	47 16%	30 14%	42 19% hi	29 15%	37 15%	61 18% hi	45 13%	26 12%	193 16%	137 14%
Older people have a lot to contribute to the workplace is close to my view	988 45%	473 44%	513 46%	2 25%	238 39%	247 46% a	326 48% a	177 50% a	54 49%	118 41%	93 44%	107 48%	91 48%	93 39%	146 44%	178 50% bf	107 48%	552 46%	436 45%
Older people have a lot to contribute to the workplace is exactly my view	654 30%	306 29%	344 31%	3 38%	123 20%	140 26% a	253 37% ab	138 39% ab	33 30%	87 30%	70 33%	56 25%	57 30%	86 36% d	93 28%	100 28%	72 32%	348 29%	306 31%
Don't know	93 4%	39 4%	53 5%	1 13%	39 6% cd	30 6% cd	15 2%	8 2%	5 4%	16 6%	11 5%	7 3%	7 4%	16 6% i	11 3%	15 4%	5 2%	47 4%	46 5%
Net: Older people are not suited to modern workplaces	450 21%	246 23% b	201 18%	2 25%	218 35% bcd	116 22% cd	84 12%	33 9%	17 16%	66 23%	40 19%	56 25%	34 18%	47 19%	85 25% ahi	65 18%	40 18%	261 22%	190 19%
Net: Older people have a lot to contribute to the workplace	1642 75%	779 73% a	857 77% a	5 63%	361 58%	388 73% a	579 85% ab	315 88% ab	87 80%	205 71%	163 76%	163 72%	148 78%	180 74%	239 71%	278 78% g	179 80% bg	900 75%	742 76%

Impact of language on public attitudes to ageing

Q5_3. Older people are not suited to modern workplaces / Older people have a lot to contribute to the workplace: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Older people are not suited to modern workplaces is exactly my view	121 6%	92 5%	29 9% a	115 5%	6 9%	40 7%	79 5%	62 6%	55 5%	81 6%	39 6%	72 5%	48 7%	52 7% c	36 6%	31 4%	60 5%	61 6%
Older people are not suited to modern workplaces is close to my view	330 15%	254 14%	76 23% a	316 15%	14 21%	78 13%	247 16%	140 14%	181 16%	217 15%	104 15%	182 13%	137 19% abc	152 20% c	120 18% c	52 7%	153 13%	173 18% a
Older people have a lot to contribute to the workplace is close to my view	988 45%	862 46% b	127 38%	961 45%	28 43%	280 46%	691 45%	472 46%	509 45%	675 46%	306 43%	662 46%	318 44%	333 43%	290 44%	357 49% a	555 46%	425 45%
Older people have a lot to contribute to the workplace is exactly my view	654 30%	573 31% b	81 24%	640 30%	14 22%	193 32%	455 29%	318 31%	326 29%	438 30% d	216 30% d	482 33% ad	171 24%	197 25%	177 27%	276 38% ab	391 32% b	259 27%
Don't know	93 4%	73 4%	19 6%	90 4%	3 4%	19 3%	71 5%	33 3%	59 5% a	46 3%	45 6% ac	41 3%	50 7% ac	43 5% c	31 5% c	18 2%	54 4%	37 4%
Net: Older people are not suited to modern workplaces	450 21%	346 19%	104 32% a	431 20%	20 31% a	117 19%	326 21%	202 20%	237 21%	299 21%	144 20%	254 18%	185 26% abc	204 26% c	156 24% c	84 11%	213 18%	234 24% a
Net: Older people have a lot to contribute to the workplace	1642 75%	1434 77% b	208 63%	1600 75% b	42 65%	473 78%	1145 74%	790 77%	835 74%	1112 76% d	521 73% d	1144 79% abd	489 68%	530 68%	467 71%	633 86% ab	947 78% b	685 72%

Impact of language on public attitudes to ageing

Q5_3. Older people are not suited to modern workplaces / Older people have a lot to contribute to the workplace: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Older people are not suited to modern workplaces is exactly my view	121 6%	89 6% e	5 4%	7 9% e	9 12% abe	11 3%	40 5%	56 6%	23 7%	44 6%	56 5%	20 5%	1 3%	17 5%	37 5%	61 6%	24 5%	30 4%	61 7% b
Older people are not suited to modern workplaces is close to my view	330 15%	255 18% be	10 8%	9 12%	20 27% abce	35 8%	123 15%	131 13%	68 20% ab	135 20% bc	141 13%	49 13%	3 8%	49 14%	120 16%	156 15%	41 9%	126 17% a	151 17% a
Older people have a lot to contribute to the workplace is close to my view	988 45%	625 43%	61 50% d	35 47%	27 36% ad	241 53%	388 48%	446 44%	149 44%	279 41%	503 47% a	190 49% a	15 42%	155 44%	373 48% c	439 44%	215 46%	364 49% c	370 42%
Older people have a lot to contribute to the workplace is exactly my view	654 30%	427 29% d	35 29% d	18 24%	10 14% acd	163 36%	225 28% c	353 35% ac	71 21%	195 29%	332 31%	111 29%	16 45% a	117 34% b	207 27% b	316 31% b	176 38% bc	180 24% a	274 31% b
Don't know	93 4%	56 4% e	10 8% ae	7 9% ae	9 12% ae	9 2% ae	35 4%	30 3%	27 8% ab	27 4%	47 4%	16 4%	1 3%	11 3%	32 4%	34 3%	10 2%	36 5% ac	26 3%
Net: Older people are not suited to modern workplaces	450 21%	343 24% be	15 13%	15 20% e	28 38% abce	46 10%	163 20%	187 18%	91 27% ab	179 26% bcd	197 18%	68 18%	4 11%	65 19%	157 20%	217 22%	65 14%	156 21% a	213 24% a
Net: Older people have a lot to contribute to the workplace	1642 75%	1052 72% d	96 79% d	53 71% d	37 49% abcd	403 88%	614 76% c	799 79% c	220 65%	474 70%	835 77% a	301 78% a	31 86% a	272 78%	579 75%	756 75%	391 84% bc	544 74%	643 73%

Impact of language on public attitudes to ageing

Q5_3. Older people are not suited to modern workplaces / Older people have a lot to contribute to the workplace: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Older people are not suited to modern workplaces is exactly my view	121 6%	71 6%	32 5%	16 6%	55 8% b	65 5%	56 15% b	64 4%	55 16% b	60 3%
Older people are not suited to modern workplaces is close to my view	330 15%	179 15%	102 16%	39 14%	123 17%	198 14%	106 28% b	209 12%	112 32% b	207 12%
Older people have a lot to contribute to the workplace is close to my view	988 45%	512 42%	316 50% a	129 46%	312 44%	658 47%	146 39%	832 48% a	120 34%	847 48% a
Older people have a lot to contribute to the workplace is exactly my view	654 30%	417 35% b	141 22%	81 29% b	201 28%	443 32%	51 14%	594 34% a	59 17%	584 33% a
Don't know	93 4%	28 2%	37 6% a	16 6% a	21 3%	39 3%	14 4%	43 2%	3 1%	50 3% a
Net: Older people are not suited to modern workplaces	450 21%	250 21%	135 21%	56 20%	178 25% b	263 19%	162 43% b	273 16%	167 48% b	268 15%
Net: Older people have a lot to contribute to the workplace	1642 75%	929 77% b	457 73%	210 74%	513 72%	1101 78% a	197 53%	1425 82% a	178 51%	1431 82% a

Impact of language on public attitudes to ageing

Q5_4. UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources / UK Government spending on older people reflects our belief that everybody matters: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	Gender				Age				Region of England									Social grade	
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources is exactly my view	106 5%	56 5%	48 4%	1 13%	52 8% bcd	29 5% cd	20 3%	5 1%	5 4%	13 4%	7 3%	20 9% bcefhi	8 4%	4 2%	23 7% f	17 5%	9 4%	58 5%	48 5%
UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources is close to my view	243 11%	132 12% b	108 10%	2 25%	127 21% bcd	69 13% cd	42 6% d	5 1%	12 11%	22 8%	24 11%	29 13% e	13 7%	21 9%	52 15% bef	47 13% be	24 11%	139 11%	104 11%
UK Government spending on older people reflects our belief that everybody matters is close to my view	761 35%	371 35%	386 35%	3 38%	228 37% c	207 39% c	207 30%	119 33%	42 38%	109 38%	66 31%	77 34%	69 37%	81 33%	117 35%	118 33%	82 37%	442 37%	319 33%
UK Government spending on older people reflects our belief that everybody matters is exactly my view	988 45%	466 44%	520 47%	1 13%	174 28% bcd	205 38% a	389 57% ab	220 62% ab	45 41%	127 44%	109 51% g	96 42% g	90 48% g	122 50% g	131 39%	163 46%	104 46%	523 43%	464 48%
Don't know	88 4%	38 4%	49 4%	1 13%	36 6% cd	23 4%	21 3%	7 2%	7 6% d	16 6% di	7 3%	4 2%	9 5% d	14 6% d	13 4%	13 4%	5 2%	46 4%	42 4%
Net: UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	348 16%	189 18% b	157 14%	3 38%	179 29% bcd	97 18% cd	62 9% d	10 3%	17 15%	35 12%	31 14%	49 22% bcef	20 11%	26 11%	75 22% bcefi	64 18% bef	34 15%	197 16%	152 16%
Net: UK Government spending on older people reflects our belief that everybody matters	1749 80%	837 79%	906 81%	4 50%	402 65%	413 77% a	595 88% ab	339 95% abc	86 79%	236 82% g	176 83% g	173 77%	159 84% dg	203 84% g	248 74%	281 79%	185 83% g	965 80%	784 80%

Impact of language on public attitudes to ageing

Q5_4. UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources / UK Government spending on older people reflects our belief that everybody matters: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
		a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources is exactly my view	106 5%	76 4%	29 9% a	102 5%	4 6%	33 5%	69 4%	50 5%	50 4%	65 4%	39 6%	64 4%	39 5%	37 5% c	49 7% ac	17 2%	48 4%	56 6% a
UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources is close to my view	243 11%	183 10%	60 18% a	227 11%	16 25% a	60 10%	179 12%	121 12%	114 10%	165 11%	75 11%	132 9%	108 15% abc	96 12% c	118 18% ac	27 4%	113 9%	129 14% a
UK Government spending on older people reflects our belief that everybody matters is close to my view	761 35%	646 35%	115 35%	739 35%	22 35%	198 33%	551 36%	334 33%	419 37% a	522 36%	232 33%	489 34%	265 37%	295 38% c	222 34%	236 32%	412 34%	345 36%
UK Government spending on older people reflects our belief that everybody matters is exactly my view	988 45%	871 47% b	117 35%	967 46% b	21 33%	302 50% b	674 44%	478 47%	502 44%	657 45% d	327 46% d	708 49% ad	274 38%	308 40%	240 37%	433 59% ab	589 49% b	391 41%
Don't know	88 4%	77 4%	11 3%	87 4%	1 2%	16 3%	69 5% a	41 4%	45 4%	48 3%	37 5% ac	46 3%	38 5% ac	40 5% c	26 4%	21 3%	52 4%	35 4%
Net: UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	348 16%	259 14%	90 27% a	329 16%	20 31% a	93 15%	248 16%	171 17%	164 15%	230 16%	114 16%	196 14%	147 20% abc	133 17% c	167 26% ac	44 6%	161 13%	185 19% a

Impact of language on public attitudes to ageing

Q5_4. UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources / UK Government spending on older people reflects our belief that everybody matters: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

Significance Level: 95%

Unweighted Total

Total

Net: UK Government spending on older people reflects our belief that everybody matters

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: UK Government spending on older people reflects our belief that everybody matters	1749	1517	231	1705	43	501	1225	813	922	1179	559	1197	539	603	462	669	1002	736
	80%	82%	70%	80%	68%	82%	79%	79%	82%	81%	79%	83%	74%	78%	71%	91%	82%	77%
		b		b						d		bd		b		ab	b	

Impact of language on public attitudes to ageing

Q5_4. UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources / UK Government spending on older people reflects our belief that everybody matters: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources is exactly my view	106 5%	86 6% e	4 3%	2 3%	4 5%	8 2%	47 6%	43 4%	14 4%	44 6% b	42 4%	18 5%	- -	6 2%	33 4% a	64 6% a	7 1%	34 5% a	62 7% ab
UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources is close to my view	243 11%	204 14% be	10 8% e	9 12% e	11 15% e	9 2%	107 13% b	93 9%	39 12%	100 15% bc	112 10%	27 7%	3 9%	31 9%	69 9% ab	138 14%	19 4%	88 12% a	131 15% a
UK Government spending on older people reflects our belief that everybody matters is close to my view	761 35%	504 35%	40 33%	23 31%	34 46% ace	158 35%	290 36%	333 33%	131 39% b	229 34%	381 35%	134 35%	16 45%	108 31%	287 37% a	344 34%	170 36%	255 35%	309 35%
UK Government spending on older people reflects our belief that everybody matters is exactly my view	988 45%	599 41% d	59 49% d	35 47% d	20 27% abcd	273 60%	339 42%	518 51% ac	125 37%	279 41%	501 46% a	192 50% a	17 46%	186 53% bc	349 45% a	433 43%	260 56% bc	320 43% a	359 41%
Don't know	88 4%	58 4%	7 6% e	6 7% e	6 8% e	10 2%	29 4%	29 3%	29 9% ab	29 4%	42 4%	15 4%	- -	18 5% c	30 4%	27 3%	10 2%	39 5% ac	21 2%
Net: UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	348 16%	291 20% be	14 11% e	11 15% e	15 20% e	17 4%	154 19% b	136 13%	53 16%	144 21% bc	154 14%	45 12%	3 9%	37 11%	102 13% ab	202 20%	26 6%	122 17% a	193 22% ab

Impact of language on public attitudes to ageing

Q5_4. UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources / UK Government spending on older people reflects our belief that everybody matters: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: UK Government spending on older people reflects our belief that everybody matters	1749	1103	100	59	54	431	629	852	256	507	883	326	33	294	636	778	430	575	668
	80%	76%	83%	78%	73%	94%	77%	84%	76%	75%	82%	85%	91%	84%	83%	77%	92%	78%	76%
						abcd		ac			a	a	a	c	c		bc		

Impact of language on public attitudes to ageing

Q5_4. UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources / UK Government spending on older people reflects our belief that everybody matters: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources is exactly my view	106 5%	66 5%	27 4%	10 3%	59 8% b	45 3%	49 13% b	56 3%	106 30% b	- -
UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources is close to my view	243 11%	149 12%	59 9%	34 12%	113 16% b	126 9%	105 28% b	134 8%	243 70% b	- -
UK Government spending on older people reflects our belief that everybody matters is close to my view	761 35%	392 32%	243 39% a	97 35%	234 33%	512 36%	129 35%	614 35%	- -	761 44% a
UK Government spending on older people reflects our belief that everybody matters is exactly my view	988 45%	580 48% b	261 41%	125 44%	285 40%	690 49% a	77 21%	899 52% a	- -	988 56% a
Don't know	88 4%	22 2%	39 6% a	16 6% a	22 3%	31 2%	13 3%	39 2%	- -	- -

Impact of language on public attitudes to ageing

Q5_4. UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources / UK Government spending on older people reflects our belief that everybody matters: Please read the following statements carefully and indicate which of the following is closer to your beliefs. There is no right or wrong answer and we are really interested in your own views.

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	348	215	86	44	172	171	154	190	348	-
	16%	18%	14%	15%	24%	12%	41%	11%	100%	-
		b			b		b	b		
Net: UK Government spending on older people reflects our belief that everybody matters	1749	971	504	222	519	1202	206	1513	-	1749
	80%	80%	80%	79%	73%	86%	55%	87%	-	100%
						a		a		a

Impact of language on public attitudes to ageing

Q6. To what extent, if at all, do you agree or disagree that UK society is ageist?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	230	111	116	1	68	44	82	36	11	33	22	26	15	27	40	40	17	127	104
	11%	10%	10%	13%	11%	8%	12%	10%	10%	11%	11%	11%	8%	11%	12%	11%	8%	10%	11%
Agree	978	477	499	2	282	218	313	165	41	127	100	107	88	99	168	149	98	576	403
	45%	45%	45%	25%	46%	41%	46%	46%	38%	44%	47%	47%	47%	41%	50%	42%	44%	48%	41%
							b							afh				b	
Neither agree nor disagree	629	296	329	4	163	170	196	100	32	85	56	61	67	64	86	114	64	314	315
	29%	28%	30%	50%	26%	32%	29%	28%	29%	30%	26%	27%	35%	26%	26%	32%	29%	26%	32%
						a							cg					a	
Disagree	245	130	114	1	70	66	67	42	15	33	23	28	12	39	24	39	32	143	102
	11%	12%	10%	13%	11%	12%	10%	12%	14%	12%	11%	13%	6%	16%	7%	11%	14%	12%	10%
									eg	e		eg		eg			eg		
Strongly disagree	37	26	11	-	15	12	7	2	2	3	7	1	1	5	9	4	6	20	17
	2%	2%	1%	-	2%	2%	1%	*	2%	1%	3%	*	*	2%	3%	1%	3%	2%	2%
		b			d	d					bdeh			d					
Don't know	66	23	43	-	18	23	14	11	8	7	5	3	7	9	9	12	7	29	37
	3%	2%	4%	-	3%	4%	2%	3%	7%	2%	2%	1%	3%	4%	3%	3%	3%	2%	4%
			a			c			bcdg										
Net: Agree	1208	589	615	3	351	262	395	201	53	159	122	133	103	126	208	189	115	702	506
	55%	55%	55%	38%	57%	49%	58%	57%	48%	56%	57%	59%	54%	52%	62%	53%	51%	58%	52%
					b		b	b						afhi				b	
Net: Disagree	282	156	125	1	85	79	74	44	17	36	30	29	13	43	33	43	37	163	119
	13%	15%	11%	13%	14%	15%	11%	12%	16%	12%	14%	13%	7%	18%	10%	12%	17%	13%	12%
		b			c				e	e	e	e		eg		e	eg		

Impact of language on public attitudes to ageing

Q6. To what extent, if at all, do you agree or disagree that UK society is ageist?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	230 11%	194 10%	36 11%	221 10%	9 15%	108 18% b	120 8%	126 12% b	99 9%	159 11%	71 10%	165 11%	64 9%	79 10%	69 11%	81 11%	118 10%	110 11%
Agree	978 45%	830 45%	149 45%	950 45%	28 44%	271 44%	688 45%	472 46%	498 44%	670 46% d	303 43%	671 47% d	301 42%	344 44%	295 45%	333 45%	523 43%	451 47%
Neither agree nor disagree	629 29%	529 29%	100 30%	614 29%	15 24%	156 26%	464 30% a	283 28%	333 29%	406 28%	215 30%	398 28%	223 31%	224 29%	185 28%	213 29%	372 31% b	251 26%
Disagree	245 11%	210 11%	35 10%	236 11%	9 13%	49 8%	194 13% a	102 10%	140 12%	168 12%	76 11%	157 11%	84 12%	82 11%	74 11%	86 12%	141 12%	103 11%
Strongly disagree	37 2%	34 2%	3 1%	36 2%	1 1%	11 2%	26 2%	18 2%	19 2%	21 1%	15 2%	18 1%	19 3% c	21 3% c	10 2%	4 1%	18 2%	18 2%
Don't know	66 3%	57 3%	9 3%	64 3%	2 3%	15 3%	51 3%	24 2%	42 4%	33 2%	28 4% ac	29 2% ac	32 4% ac	27 4%	21 3%	18 2%	41 3%	23 2%
Net: Agree	1208 55%	1023 55%	185 56%	1171 55%	37 58%	378 62% b	807 52%	597 58% b	597 53%	829 57% d	375 53%	836 58% bd	365 50%	422 54%	364 56%	413 56%	641 53%	561 59% a
Net: Disagree	282 13%	244 13%	38 11%	273 13%	9 14%	60 10%	220 14% a	120 12%	158 14%	189 13%	91 13%	175 12%	103 14%	103 13%	84 13%	90 12%	160 13%	121 13%

Impact of language on public attitudes to ageing

Q6. To what extent, if at all, do you agree or disagree that UK society is ageist?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	230 11%	156 11%	13 11%	10 13%	4 6%	45 10%	81 10%	130 13%	17 5%	83 12%	98 9%	42 11%	5 13%	60 17%	46 6%	122 12%	46 10%	52 7%	122 14%
							c	c		b				bc		b			ab
Agree	978 45%	652 45%	45 37%	33 44%	31 41%	216 47%	413 51%	456 45%	102 30%	319 47%	485 45%	161 42%	13 35%	157 45%	344 45%	458 46%	194 42%	313 43%	437 49%
						b	bc	c											ab
Neither agree nor disagree	629 29%	413 28%	36 30%	20 27%	26 35%	130 28%	215 26%	263 26%	146 43%	179 26%	316 29%	121 32%	11 31%	78 22%	263 34%	266 26%	125 27%	248 34%	220 25%
									ab						ac				ac
Disagree	245 11%	167 12%	15 12%	6 9%	6 7%	51 11%	72 9%	122 12%	48 14%	64 9%	124 11%	51 13%	5 15%	39 11%	81 11%	120 12%	78 17%	87 12%	75 8%
								a	a			a					bc	c	
Strongly disagree	37 2%	24 2%	4 3%	3 3%	3 3%	4 1%	11 1%	22 2%	4 1%	16 2%	18 2%	2 1%	1 3%	2 1%	12 1%	20 2%	10 2%	13 2%	15 2%
			e							c									
Don't know	66 3%	39 3%	8 6%	3 4%	5 7%	12 3%	21 3%	23 2%	21 6%	19 3%	38 4%	7 2%	1 3%	13 4%	24 3%	20 2%	14 3%	23 3%	15 2%
			ae		ae				ab										c
Net: Agree	1208 55%	809 56%	58 48%	43 57%	35 47%	261 57%	493 61%	586 58%	119 35%	403 59%	583 54%	203 53%	17 48%	217 62%	390 51%	580 58%	240 51%	365 50%	559 63%
							c	c		bc				b		b			ab
Net: Disagree	282 13%	191 13%	19 16%	9 12%	8 11%	55 12%	83 10%	144 14%	52 15%	79 12%	142 13%	54 14%	6 18%	41 12%	92 12%	140 14%	88 19%	100 14%	89 10%
								a	a								bc	c	

Impact of language on public attitudes to ageing

Q6. To what extent, if at all, do you agree or disagree that UK society is ageist?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	230 11%	230 19% bc	- - -	- -	74 10%	156 11%	54 14% b	172 10%	61 17% b	165 9%
Agree	978 45%	978 81% bc	- -	- -	288 40%	678 48% a	157 42%	809 46%	154 44%	807 46%
Neither agree nor disagree	629 29%	- -	629 100% ac	- -	233 33% b	359 26%	111 30%	481 28%	86 25%	504 29%
Disagree	245 11%	- -	- -	245 87% ab	84 12%	157 11%	36 10%	203 12%	31 9%	200 11%
Strongly disagree	37 2%	- -	- -	37 13% ab	17 2%	19 1%	9 2%	27 2%	13 4% b	22 1%
Don't know	66 3%	- -	- -	- -	17 2%	35 2%	7 2%	48 3%	4 1%	51 3% a
Net: Agree	1208 55%	1208 100% bc	- -	- -	362 51%	834 59% a	210 56%	981 56%	215 62% b	971 56%
Net: Disagree	282 13%	- -	- -	282 100% ab	101 14%	176 13%	45 12%	231 13%	44 13%	222 13%

Impact of language on public attitudes to ageing

Q7. How important, if at all, do you think it is for the Government to respond to the UK's ageing population? By 'ageing population' we mean the increased proportion of older age groups compared to younger age groups in the UK's population.

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	925	447	476	1	154	201	354	216	43	125	98	96	89	88	131	159	97	525	400
	42%	42%	43%	13%	25%	38%	52%	61%	39%	44%	46%	42%	47%	36%	39%	45%	43%	44%	41%
						a	ab	abc			f		f						
Somewhat important	861	418	439	3	289	208	243	121	43	101	92	92	61	110	131	147	84	494	366
	39%	39%	39%	38%	47%	39%	36%	34%	39%	35%	43%	41%	32%	46%	39%	41%	37%	41%	37%
					bcd						e			be	e				
Neither important nor unimportant	303	152	148	4	130	88	72	12	18	47	16	31	28	32	56	41	35	147	157
	14%	14%	13%	50%	21%	17%	11%	3%	16%	16%	8%	14%	15%	13%	17%	11%	16%	12%	16%
					bcd	cd	d		c	c		c	c		ch	c			a
Somewhat unimportant	51	24	27	-	28	16	6	2	5	4	5	5	5	2	12	9	6	24	27
	2%	2%	2%	-	4%	3%	1%	1%	4%	2%	2%	2%	3%	1%	3%	2%	3%	2%	3%
					cd	cd													
Very unimportant	15	10	5	-	6	5	1	4	1	2	2	-	2	3	4	-	1	7	8
	1%	1%	*	-	1%	1%	*	1%	1%	1%	1%	-	1%	1%	1%	-	*	1%	1%
					c	c		c						h	h				
Don't know	29	13	16	-	10	16	3	1	1	7	1	3	5	8	2	2	2	10	19
	1%	1%	1%	-	2%	3%	*	*	1%	2%	*	1%	3%	3%	*	1%	1%	1%	2%
					c	cd				g			cgh	cgh					a
Net: Important	1786	864	915	4	443	409	596	337	86	227	190	188	149	198	262	306	180	1020	766
	82%	81%	82%	50%	72%	77%	88%	95%	78%	79%	89%	83%	79%	82%	78%	86%	80%	84%	78%
							ab	abc			abefgi					beg		b	
Net: Unimportant	67	34	32	-	34	20	7	6	6	6	7	5	7	5	16	9	7	31	35
	3%	3%	3%	-	5%	4%	1%	2%	5%	2%	3%	2%	4%	2%	5%	2%	3%	3%	4%
					cd	c													

Impact of language on public attitudes to ageing

Q7. How important, if at all, do you think it is for the Government to respond to the UK's ageing population? By 'ageing population' we mean the increased proportion of older age groups compared to younger age groups in the UK's population.

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	925 42%	816 44%	109 33%	904 43%	21 32%	324 53%	591 38%	459 45%	459 41%	614 42%	309 44%	685 48%	238 33%	288 37%	229 35%	400 55%	521 43%	396 41%
Somewhat important	861 39%	725 39%	136 41%	832 39%	29 45%	194 32%	653 42%	388 38%	460 41%	609 42%	246 35%	563 39%	292 40%	314 41%	281 43%	261 36%	460 38%	396 41%
Neither important nor unimportant	303 14%	243 13%	60 18%	297 14%	6 9%	69 11%	226 15%	132 13%	163 14%	185 13%	112 16%	148 10%	145 20%	133 17%	106 16%	59 8%	179 15%	124 13%
Somewhat unimportant	51 2%	35 2%	16 5%	46 2%	5 8%	15 3%	35 2%	25 2%	25 2%	27 2%	23 3%	21 1%	29 4%	21 3%	19 3%	9 1%	28 2%	22 2%
Very unimportant	15 1%	11 1%	4 1%	14 1%	2 3%	4 1%	12 1%	10 1%	5 *	10 1%	5 1%	8 1%	8 1%	9 1%	5 1%	1 *	9 1%	6 1%
Don't know	29 1%	24 1%	6 2%	28 1%	1 2%	3 1%	26 2%	11 1%	19 2%	12 1%	13 2%	14 1%	11 2%	11 1%	14 2%	4 1%	17 1%	12 1%
Net: Important	1786 82%	1541 83%	245 74%	1736 82%	50 78%	518 85%	1244 81%	847 83%	919 81%	1223 84%	555 78%	1248 87%	530 73%	602 78%	511 78%	661 90%	981 81%	792 83%
Net: Unimportant	67 3%	46 2%	20 6%	60 3%	7 11%	19 3%	47 3%	35 3%	30 3%	37 3%	29 4%	28 2%	36 5%	30 4%	24 4%	11 1%	37 3%	29 3%

Impact of language on public attitudes to ageing

Q7. How important, if at all, do you think it is for the Government to respond to the UK's ageing population? By 'ageing population' we mean the increased proportion of older age groups compared to younger age groups in the UK's population.

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	925 42%	563 39%	42 35%	32 43%	11 15%	273 60%	341 42%	490 48%	85 25%	283 42%	446 41%	175 45%	18 51%	174 50%	283 37%	452 45%	225 48%	255 35%	404 46%
		d	d	d		abcd	c	ac						b	b	b	b	b	b
Somewhat important	861 39%	588 40%	49 41%	30 39%	40 54%	154 34%	339 42%	375 37%	140 41%	264 39%	431 40%	152 39%	13 37%	123 35%	302 39%	417 41%	189 40%	300 41%	346 39%
		e			ae		b												
Neither important nor unimportant	303 14%	232 16%	21 17%	10 13%	16 22%	24 5%	100 12%	118 12%	81 24%	104 15%	151 14%	45 12%	3 9%	41 12%	147 19%	98 10%	36 8%	144 20%	102 12%
		e	e	e	e			ab						ac			ac	a	
Somewhat unimportant	51 2%	38 3%	4 3%	2 2%	5 7%	2 *	16 2%	20 2%	15 4%	13 2%	30 3%	7 2%	- -	6 2%	18 2%	23 2%	8 2%	20 3%	22 3%
		e	e		ae			ab											
Very unimportant	15 1%	9 1%	1 1%	- -	1 1%	4 1%	8 1%	6 1%	2 *	6 1%	7 1%	2 1%	1 3%	- -	7 1%	8 1%	4 1%	6 1%	3 *
Don't know	29 1%	22 1%	3 3%	2 2%	1 1%	1 *	7 1%	7 1%	15 4%	11 2%	14 1%	4 1%	- -	3 1%	12 2%	8 1%	4 1%	11 2%	5 1%
		e	e	e		*		ab									c		
Net: Important	1786 82%	1151 79%	91 76%	62 82%	51 69%	426 93%	680 84%	865 85%	225 67%	547 80%	877 81%	327 85%	32 88%	297 85%	585 76%	869 86%	414 89%	554 75%	750 85%
		d		d	abcd	c	c							b	b	b	b	b	b
Net: Unimportant	67 3%	48 3%	5 4%	2 2%	6 8%	6 1%	24 3%	26 3%	16 5%	19 3%	37 3%	9 2%	1 3%	6 2%	25 3%	31 3%	12 3%	26 4%	26 3%
		e	e		ae			b											

Impact of language on public attitudes to ageing

Q7. How important, if at all, do you think it is for the Government to respond to the UK's ageing population? By 'ageing population' we mean the increased proportion of older age groups compared to younger age groups in the UK's population.

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	925 42%	617 51% bc	184 29%	101 36% b	266 37%	647 46% a	101 27%	813 47% a	96 27%	814 47% a
Somewhat important	861 39%	467 39%	264 42%	112 40%	297 42%	550 39%	170 46% b	679 39%	153 44%	678 39%
Neither important nor unimportant	303 14%	93 8%	152 24% ac	49 18% a	119 17% b	160 11%	83 22% b	194 11%	76 22% b	200 11%
Somewhat unimportant	51 2%	20 2%	15 2%	15 5% ab	20 3%	29 2%	15 4% b	35 2%	18 5% b	33 2%
Very unimportant	15 1%	5 *	6 1%	1 *	5 1%	8 1%	2 *	10 1%	4 1%	10 1%
Don't know	29 1%	6 *	8 1%	3 1%	5 1%	9 1%	3 1%	11 1%	2 1%	14 1%
Net: Important	1786 82%	1083 90% bc	448 71%	213 76%	563 79%	1197 85% a	270 73%	1492 86% a	249 71%	1492 85% a
Net: Unimportant	67 3%	25 2%	21 3%	16 6% a	25 3%	38 3%	16 4%	45 3%	22 6% b	43 2%

Impact of language on public attitudes to ageing

M1. Summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Total	0 - Very inaccurate	1	2	3	4	5	6	7	8	9	10 - Very accurate	Don't know	Net: Accurate	Net: Neutral	Net: Inaccurate
		*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	*o	*p
Significance Level: 95%																
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	2185 100%	4 *	9 *	10 *	15 1%	28 1%	111 5%	153 7%	314 14%	516 24%	407 19%	577 26%	38 2%	1815 83%	293 13%	179 8%
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	2185 100%	7 *	8 *	9 *	19 1%	24 1%	106 5%	112 5%	228 10%	428 20%	426 20%	787 36%	29 1%	1870 86%	243 11%	174 8%
Because of the way our society currently works, some of us are more likely than others to be able to age well	2185 100%	12 1%	10 *	22 1%	37 2%	57 3%	142 6%	170 8%	304 14%	503 23%	350 16%	516 24%	62 3%	1674 77%	369 17%	280 13%
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	2185 100%	20 1%	10 *	38 2%	34 2%	74 3%	173 8%	187 9%	320 15%	470 22%	339 16%	447 20%	72 3%	1577 72%	435 20%	349 16%
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	2185 100%	6 *	10 *	14 1%	39 2%	45 2%	164 8%	182 8%	342 16%	539 25%	332 15%	468 21%	45 2%	1681 77%	391 18%	277 13%
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	2185 100%	12 1%	12 1%	15 1%	29 1%	36 2%	134 6%	146 7%	336 15%	497 23%	387 18%	537 25%	45 2%	1757 80%	316 14%	237 11%
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	2185 100%	17 1%	9 *	22 1%	47 2%	58 3%	198 9%	197 9%	339 16%	500 23%	315 14%	430 20%	54 2%	1584 72%	453 21%	350 16%

Impact of language on public attitudes to ageing

M1. Summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Total	0 - Very inaccurate	1	2	3	4	5	6	7	8	9	10 - Very accurate	Don't know	Net: Accurate	Net: Neutral	Net: Inaccurate
		*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	*o	*p
Significance Level: 95%																
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	2185 100%	9 *	9 *	11 *	20 1%	35 2%	149 7%	155 7%	306 14%	483 22%	377 17%	593 27%	38 2%	1759 81%	340 16%	232 11%
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	2185 100%	5 *	10 *	19 1%	32 1%	46 2%	149 7%	200 9%	332 15%	530 24%	373 17%	426 19%	63 3%	1661 76%	395 18%	262 12%
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	2185 100%	16 1%	8 *	25 1%	44 2%	65 3%	168 8%	212 10%	332 15%	507 23%	333 15%	425 19%	51 2%	1597 73%	444 20%	325 15%
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	2185 100%	21 1%	12 1%	43 2%	66 3%	67 3%	159 7%	185 8%	361 17%	458 21%	309 14%	457 21%	47 2%	1585 73%	411 19%	368 17%
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	2185 100%	21 1%	14 1%	28 1%	53 2%	50 2%	148 7%	191 9%	343 16%	462 21%	318 15%	508 23%	50 2%	1631 75%	388 18%	313 14%
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	2185 100%	10 *	8 *	14 1%	31 1%	28 1%	159 7%	168 8%	386 18%	534 24%	333 15%	455 21%	59 3%	1708 78%	355 16%	250 11%
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	2185 100%	15 1%	10 *	19 1%	34 2%	54 2%	210 10%	201 9%	361 17%	515 24%	302 14%	398 18%	67 3%	1576 72%	465 21%	341 16%

Impact of language on public attitudes to ageing

M1. Summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

Significance Level: 95%

Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.

Total	0 - Very inaccurate	1	2	3	4	5	6	7	8	9	10 - Very accurate	Don't know	Net: Accurate	Net: Neutral	Net: Inaccurate
	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	*o	*p
2185	10	10	12	27	48	142	153	307	530	391	511	43	1739	343	250
100%	*	*	1%	1%	2%	7%	7%	14%	24%	18%	23%	2%	80%	16%	11%

Impact of language on public attitudes to ageing

M1. Net Accurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	1870	910	952	6	461	442	618	349	94	234	192	198	159	211	274	313	193	1038	831
	86%	86%	86%	75%	75%	83%	91%	98%	86%	81%	90%	88%	84%	87%	82%	88%	86%	86%	85%
						a	ab	abc			bg	g				bg			
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	1815	860	947	5	455	430	595	334	92	236	184	189	151	202	263	310	187	999	816
	83%	81%	85%	63%	74%	81%	88%	94%	84%	82%	86%	83%	80%	83%	78%	87%	83%	83%	83%
			a			a	ab	abc			g					eg			
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	1759	831	919	7	461	417	571	311	90	221	184	184	152	198	260	296	175	964	795
	81%	78%	83%	88%	75%	78%	84%	87%	82%	77%	86%	81%	80%	82%	77%	83%	78%	80%	81%
			a				ab	ab			bgi								
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	1757	839	910	6	445	423	579	309	85	234	176	179	152	192	260	293	186	971	786
	80%	79%	82%	75%	72%	79%	85%	87%	78%	82%	83%	79%	80%	79%	77%	82%	83%	80%	80%
						a	ab	ab											
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	1739	858	873	6	414	409	591	325	89	217	173	179	148	195	264	299	174	969	770
	80%	81%	79%	75%	67%	77%	87%	91%	81%	76%	81%	79%	79%	81%	79%	83%	78%	80%	79%
						a	ab	ab								b			

Impact of language on public attitudes to ageing

M1. Net Accurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	1708	826	874	6	438	408	559	303	89	230	173	176	143	186	252	299	160	948	760
	78%	78%	79%	75%	71%	76%	82%	85%	81%	80%	81%	78%	76%	77%	75%	84%	71%	79%	78%
						a	ab	ab		i	i					efgi			
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	1681	806	869	4	426	380	570	304	86	220	169	169	142	183	258	286	169	928	754
	77%	76%	78%	50%	69%	71%	84%	85%	78%	77%	79%	75%	75%	76%	77%	80%	75%	77%	77%
							ab	ab											
Because of the way our society currently works, some of us are more likely than others to be able to age well	1674	805	863	5	419	399	549	306	78	220	176	178	145	192	247	270	167	924	750
	77%	76%	78%	63%	68%	75%	81%	86%	72%	77%	83%	79%	77%	79%	73%	75%	75%	76%	77%
						a	ab	ab			aghi								
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	1661	816	837	6	404	388	557	312	85	211	165	173	139	186	241	287	173	934	727
	76%	77%	75%	75%	65%	73%	82%	88%	78%	74%	77%	76%	74%	77%	72%	80%	77%	77%	74%
						a	ab	abc								bg			
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	1631	786	838	5	433	400	525	272	78	217	162	175	138	181	253	260	166	884	747
	75%	74%	75%	63%	70%	75%	77%	76%	71%	76%	76%	78%	73%	75%	75%	73%	74%	73%	76%
							a	a											
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	1597	770	818	7	400	373	534	290	83	200	159	168	131	170	241	268	178	865	733
	73%	72%	74%	88%	65%	70%	79%	81%	75%	70%	75%	74%	69%	70%	72%	75%	79%	72%	75%
							ab	ab									befg		

Impact of language on public attitudes to ageing

M1. Net Accurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	1585	748	831	5	438	384	502	261	80	212	158	168	129	176	249	249	165	864	722
	73%	70%	75%	63%	71%	72%	74%	73%	73%	74%	74%	74%	68%	73%	74%	69%	74%	71%	74%
			a																
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	1584	767	809	6	401	364	524	296	82	201	158	157	136	169	243	266	172	859	724
	72%	72%	73%	75%	65%	68%	77%	83%	75%	70%	74%	69%	72%	70%	72%	74%	77%	71%	74%
							ab	abc											
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	1577	762	807	6	418	363	519	277	86	203	162	167	126	181	240	250	162	884	692
	72%	72%	73%	75%	68%	68%	77%	78%	79%	71%	76%	74%	67%	75%	71%	70%	73%	73%	71%
							ab	ab	e		e								
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	1576	763	804	7	397	368	523	287	87	187	162	167	139	165	232	271	165	868	708
	72%	72%	72%	88%	64%	69%	77%	81%	80%	65%	76%	74%	74%	68%	69%	76%	73%	72%	72%
							ab	ab	bfg		b	b	b		bg	b			

Impact of language on public attitudes to ageing

M1. Net Accurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	1870 86%	1604 87% b	265 80%	1820 86% b	49 77%	532 87%	1314 85%	896 87% b	955 84%	1269 87% bd	592 83%	1287 89% bd	575 79%	630 81%	532 81%	693 94% ab	1052 87%	806 84%
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	1815 83%	1557 84% b	258 78%	1766 83% b	48 76%	520 85%	1273 82%	862 84%	935 83%	1229 84% d	576 81%	1247 87% bd	558 77%	613 79%	524 80%	664 90% ab	1023 84%	780 82%
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	1759 81%	1501 81%	258 78%	1711 81%	48 75%	501 82%	1234 80%	835 82%	901 80%	1205 83% bd	547 77%	1204 84% bd	547 76%	596 77%	511 78%	640 87% ab	979 81%	769 81%
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	1757 80%	1499 81%	258 78%	1706 80%	51 80%	487 80%	1249 81%	831 81%	908 80%	1204 83% bd	545 77%	1213 84% bd	534 74%	588 76%	512 78%	642 87% ab	988 81%	757 79%
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	1739 80%	1488 80% b	251 76%	1694 80% b	45 70%	502 83% b	1214 79%	830 81%	889 79%	1174 81% d	556 78% d	1198 83% bd	532 74%	581 75%	484 74%	661 90% ab	976 80%	752 79%

Impact of language on public attitudes to ageing

M1. Net Accurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	1708 78%	1450 78%	258 78%	1661 78%	47 74%	487 80%	1198 78%	820 80%	871 77%	1164 80% bd	535 75%	1171 81% bd	528 73%	576 74%	501 76%	620 84% ab	945 78%	751 79%
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	1681 77%	1427 77%	254 77%	1637 77%	44 69%	481 79%	1175 76%	805 79%	856 76%	1139 78% d	534 75%	1160 81% bd	514 71%	568 73%	483 74%	618 84% ab	946 78%	724 76%
Because of the way our society currently works, some of us are more likely than others to be able to age well	1674 77%	1431 77%	243 73%	1626 77%	48 75%	491 81% b	1157 75%	817 80% b	839 74%	1141 78% bd	524 74%	1149 80% bd	516 71%	584 75%	478 73%	600 82% ab	959 79% b	706 74%
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	1661 76%	1415 76%	246 74%	1613 76%	48 75%	473 78%	1166 76%	795 78%	847 75%	1128 77% d	526 74% d	1160 81% abd	492 68%	551 71%	477 73%	622 85% ab	919 76%	731 76%
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	1631 75%	1384 75%	247 74%	1585 75%	46 73%	468 77%	1141 74%	790 77% b	823 73%	1115 76% bd	508 72%	1099 76% bd	522 72%	559 72%	491 75%	570 78% a	911 75%	708 74%
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	1597 73%	1360 73%	238 72%	1552 73%	46 72%	450 74%	1128 73%	748 73%	830 73%	1077 74% d	513 72% d	1107 77% bd	481 66%	533 69%	460 70%	594 81% ab	883 73%	705 74%

Impact of language on public attitudes to ageing

M1. Net Accurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	1585	1341	244	1537	48	465	1099	770	800	1079	498	1056	520	552	483	541	882	694
	73%	72%	74%	72%	75%	76%	71%	75%	71%	74%	70%	73%	72%	71%	74%	74%	73%	73%
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	1584	1346	238	1535	49	449	1116	753	812	1069	506	1078	495	522	470	578	905	667
	72%	73%	72%	72%	76%	74%	72%	73%	72%	73%	71%	75%	68%	67%	72%	79%	75%	70%
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	1577	1337	240	1528	49	460	1094	763	800	1075	494	1068	501	548	457	560	864	702
	72%	72%	72%	72%	76%	76%	71%	74%	71%	74%	70%	74%	69%	71%	70%	76%	71%	73%
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	1576	1346	230	1528	48	444	1110	765	793	1064	503	1089	475	519	466	576	883	681
	72%	73%	69%	72%	75%	73%	72%	75%	70%	73%	71%	76%	66%	67%	71%	79%	73%	71%

Impact of language on public attitudes to ageing

M1. Net Accurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	1870 86%	1192 82% d	107 88% d	67 89% d	55 74% abcd	445 97%	699 86% c	893 88% c	261 77%	558 82%	934 87% a	343 89% a	32 90%	304 87% b	619 80%	902 90% b	431 92% b	572 78%	788 89% b
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	1815 83%	1164 80% d	103 85% d	62 82%	53 71% abcd	428 93%	678 84% c	869 86% c	252 74%	555 82%	891 83%	334 87% a	32 88%	297 85% b	601 78%	874 87% b	420 90% b	552 75%	769 87% b
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	1759 81%	1149 79%	96 80%	63 84% d	53 72% ad	393 86%	674 83% c	817 80% c	253 75%	532 78%	879 81%	318 83%	27 76%	279 80% b	558 73%	876 87% ab	383 82% b	539 73%	764 87% ab
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	1757 80%	1144 79%	99 82%	59 79%	56 75% ad	395 86%	675 83% c	829 82% c	241 71%	535 79%	872 81%	316 82%	31 86%	281 81% b	563 73%	871 87% ab	379 81% b	548 74%	760 86% ab
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	1739 80%	1123 77%	91 75%	54 71%	53 71% abcd	415 91%	671 83% c	831 82% c	223 66%	530 78%	857 79%	317 82%	33 91%	277 80% b	563 73%	857 85% ab	405 87% b	505 69%	759 86% b

Impact of language on public attitudes to ageing

M1. Net Accurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	1708 78%	1121 77% d	89 73%	56 75%	48 64%	389 85% abcd	658 81% c	812 80% c	226 67%	527 77%	835 77%	311 81%	32 89%	284 82% b	541 70%	842 84% b	384 82% b	505 69%	754 85% b
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	1681 77%	1079 74%	93 77%	59 78%	53 72%	392 86% abd	663 82% bc	773 76% c	233 69%	515 76%	829 77%	304 79%	30 84%	272 78% b	530 69%	839 83% ab	377 81% b	505 69%	732 83% b
Because of the way our society currently works, some of us are more likely than others to be able to age well	1674 77%	1073 74%	91 75%	59 78%	55 74%	392 86% abd	645 79% c	789 78% c	227 67%	504 74%	834 77%	303 79%	31 87%	275 79% b	544 71%	815 81% b	359 77% b	507 69%	739 84% ab
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	1661 76%	1078 74% d	91 75% d	51 68%	44 59%	393 86% abcd	642 79% c	783 77% c	225 67%	505 74%	818 76%	304 79%	31 87%	242 69%	529 69%	851 85% ab	379 81% b	495 67%	726 82% b
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	1631 75%	1077 74%	96 79%	58 77%	53 71%	342 75%	635 78% bc	748 74%	238 71%	507 75%	817 76%	276 72%	27 75%	275 79% b	521 68%	801 80% b	335 72%	498 68%	730 83% ab

Impact of language on public attitudes to ageing

M1. Net Accurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	1597	1024	92	55	40	382	608	766	210	489	795	283	28	225	489	846	362	464	710
	73%	71%	76%	73%	54%	83%	75%	75%	62%	72%	74%	73%	78%	65%	64%	84%	78%	63%	80%
		d	d	d		acd	c	c								ab	b		b
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	1585	1064	88	56	50	325	635	721	219	493	794	270	26	256	518	771	321	470	726
	73%	73%	73%	74%	67%	71%	78%	71%	65%	72%	74%	70%	71%	74%	67%	77%	69%	64%	82%
							bc	c						b		b			ab
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	1584	1020	92	56	42	370	588	775	209	491	768	290	32	242	500	809	356	466	698
	72%	70%	76%	74%	56%	81%	72%	76%	62%	72%	71%	75%	88%	70%	65%	80%	76%	63%	79%
		d	d	d		ad	c	c					ab			ab	b		b
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	1577	1024	87	57	50	355	626	718	224	468	799	277	31	266	508	775	344	471	700
	72%	71%	72%	76%	67%	77%	77%	71%	66%	69%	74%	72%	86%	76%	66%	77%	74%	64%	79%
						ad	bc				a		a	b		b	b		ab
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	1576	1024	80	48	47	372	594	753	220	470	783	290	30	244	493	805	349	463	702
	72%	71%	66%	64%	63%	81%	73%	74%	65%	69%	73%	75%	83%	70%	64%	80%	75%	63%	80%
						abcd	c	c				a		b		ab	b		ab

Impact of language on public attitudes to ageing

M1. Net Accurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	1870	1071	498	249	591	1247	280	1553	256	1560
	86%	89%	79%	88%	83%	89%	75%	89%	73%	89%
		b		b		a		a		a
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	1815	1040	488	235	567	1217	265	1513	255	1507
	83%	86%	78%	83%	80%	87%	71%	87%	73%	86%
		b				a		a		a
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	1759	1010	482	220	574	1148	268	1456	257	1451
	81%	84%	77%	78%	81%	82%	72%	84%	74%	83%
		bc						a		a
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	1757	1030	456	220	557	1170	261	1458	244	1464
	80%	85%	73%	78%	78%	83%	70%	84%	70%	84%
		bc				a		a		a

Impact of language on public attitudes to ageing

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BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	1739	1018	456	222	554	1155	253	1451	246	1439
	80%	84%	73%	79%	78%	82%	68%	83%	71%	82%
		bc				a		a		a
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	1708	1019	434	209	536	1141	269	1402	245	1415
	78%	84%	69%	74%	75%	81%	72%	81%	70%	81%
		bc				a		a		a
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	1681	997	439	202	538	1108	255	1392	239	1393
	77%	82%	70%	72%	76%	79%	68%	80%	69%	80%
		bc						a		a
Because of the way our society currently works, some of us are more likely than others to be able to age well	1674	996	434	200	483	1159	252	1385	239	1380
	77%	82%	69%	71%	68%	83%	68%	80%	69%	79%
		bc				a		a		a

Impact of language on public attitudes to ageing

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BASE: Adults in England

Significance Level: 95%

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	1661	974	434	212	540	1093	254	1379	241	1375
	76%	81%	69%	75%	76%	78%	68%	79%	69%	79%
		bc						a		a
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	1631	995	410	182	475	1127	265	1326	241	1347
	75%	82%	65%	64%	67%	80%	71%	76%	69%	77%
		bc				a		a		a
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	1597	943	413	201	530	1042	241	1321	239	1314
	73%	78%	66%	71%	74%	74%	65%	76%	68%	75%
		bc						a		a
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	1585	977	390	177	466	1094	261	1288	245	1291
	73%	81%	62%	63%	65%	78%	70%	74%	70%	74%
		bc				a				

Impact of language on public attitudes to ageing

M1. Net Accurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	1584	925	422	191	544	1018	242	1306	239	1307
	72%	77%	67%	68%	76%	72%	65%	75%	69%	75%
		bc						a		a
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	1577	970	388	176	450	1101	261	1285	243	1291
	72%	80%	62%	63%	63%	78%	70%	74%	70%	74%
		bc				a				
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	1576	916	420	202	525	1025	256	1294	247	1288
	72%	76%	67%	71%	74%	73%	69%	74%	71%	74%
		b						a		

Significance Level: 95%

When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age

Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others

Our longer lives are an opportunity - for the economy, for society and for us all as individuals

Impact of language on public attitudes to ageing

M1. Net Neutral summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender				Age				Region of England									Social grade	
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
	a	b	c		a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	465	230	234	1	173	128	117	46	16	81	38	39	38	52	86	66	49	259	206
	21%	22%	21%	13%	28%	24%	17%	13%	14%	28%	18%	17%	20%	21%	26%	18%	22%	21%	21%
					cd	cd				acdeh					acdh				
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	453	224	227	2	165	131	111	46	21	59	47	47	41	57	79	64	39	270	183
	21%	21%	20%	25%	27%	25%	16%	13%	19%	21%	22%	21%	22%	23%	23%	18%	18%	22%	19%
					cd	cd												b	
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	444	217	226	1	172	120	106	46	21	63	46	43	49	51	72	63	36	255	189
	20%	20%	20%	13%	28%	22%	16%	13%	19%	22%	22%	19%	26%	21%	22%	18%	16%	21%	19%
					bcd	cd							hi						
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	435	213	220	1	149	126	106	54	18	59	37	44	40	45	68	82	41	231	203
	20%	20%	20%	13%	24%	24%	16%	15%	16%	21%	18%	19%	21%	18%	20%	23%	18%	19%	21%
					cd	cd													
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	411	209	199	2	129	109	115	58	19	55	37	40	41	39	64	78	37	228	183
	19%	20%	18%	25%	21%	20%	17%	16%	18%	19%	17%	18%	22%	16%	19%	22%	17%	19%	19%

Impact of language on public attitudes to ageing

M1. Net Neutral summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
	a	b	c		a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	395	185	208	2	157	112	90	36	22	57	37	37	43	41	74	49	35	211	184
	18%	17%	19%	25%	25%	21%	13%	10%	20%	20%	17%	16%	23%	17%	22%	14%	15%	17%	19%
					cd	cd				h			h		h				
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	391	207	182	2	152	119	82	39	18	52	31	43	38	48	58	58	45	224	167
	18%	19%	16%	25%	25%	22%	12%	11%	16%	18%	15%	19%	20%	20%	17%	16%	20%	19%	17%
					cd	cd													
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	388	194	193	2	140	94	99	55	23	53	36	38	30	42	56	71	39	225	164
	18%	18%	17%	25%	23%	18%	15%	16%	21%	18%	17%	17%	16%	17%	17%	20%	18%	19%	17%
					bcd														
Because of the way our society currently works, some of us are more likely than others to be able to age well	369	191	176	2	148	97	91	32	23	43	29	35	32	39	62	61	46	203	165
	17%	18%	16%	25%	24%	18%	13%	9%	21%	15%	13%	15%	17%	16%	18%	17%	20%	17%	17%
					bcd	cd	d												
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	355	176	177	2	142	89	86	39	12	43	30	38	32	43	66	43	48	205	150
	16%	17%	16%	25%	23%	17%	13%	11%	11%	15%	14%	17%	17%	18%	20%	12%	21%	17%	15%
					bcd	d									ah		ah		
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	343	167	176	1	156	98	65	25	14	51	36	34	29	38	60	44	38	191	152
	16%	16%	16%	13%	25%	18%	10%	7%	13%	18%	17%	15%	15%	15%	18%	12%	17%	16%	16%
					bcd	cd									h				

Impact of language on public attitudes to ageing

M1. Net Neutral summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	340	188	151	1	124	92	88	36	19	47	24	35	28	38	66	45	39	197	143
	16%	18%	14%	13%	20%	17%	13%	10%	18%	17%	11%	15%	15%	16%	20%	13%	17%	16%	15%
		b			cd	cd									ch				
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	316	168	146	2	131	73	75	37	18	41	28	30	23	38	59	50	28	179	137
	14%	16%	13%	25%	21%	14%	11%	10%	17%	14%	13%	13%	12%	16%	18%	14%	12%	15%	14%
					bcd														
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	293	162	128	3	126	80	71	16	12	40	28	29	29	35	58	33	29	171	123
	13%	15%	12%	38%	20%	15%	10%	5%	11%	14%	13%	13%	16%	14%	17%	9%	13%	14%	13%
		b			bcd	cd	d						h		h				
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	243	119	122	1	124	69	45	4	11	45	14	21	25	25	46	29	26	137	106
	11%	11%	11%	13%	20%	13%	7%	1%	10%	16%	7%	9%	13%	10%	14%	8%	11%	11%	11%
					bcd	cd	d			cdh			c		ch				

Impact of language on public attitudes to ageing

M1. Net Neutral summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	465	385	79	452	13	119	340	207	252	301	157	261	195	193	150	118	241	220
	21%	21%	24%	21%	20%	20%	22%	20%	22%	21%	22%	18%	27%	25%	23%	16%	20%	23%
											c		abc	c	c			
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	453	382	71	440	13	118	328	207	239	291	155	277	168	197	136	115	232	219
	21%	21%	21%	21%	20%	19%	21%	20%	21%	20%	22%	19%	23%	25%	21%	16%	19%	23%
													c	bc	c			a
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	444	373	71	432	12	122	314	208	231	286	154	249	186	190	145	102	242	197
	20%	20%	21%	20%	19%	20%	20%	20%	20%	20%	22%	17%	26%	24%	22%	14%	20%	21%
											c		ac	c	c			
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	435	365	69	422	12	100	326	198	225	274	155	253	172	170	145	115	244	187
	20%	20%	21%	20%	19%	16%	21%	19%	20%	19%	22%	18%	24%	22%	22%	16%	20%	20%
							a				c		ac	c	c			
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	411	347	63	398	13	95	309	186	213	262	141	243	158	156	125	122	226	180
	19%	19%	19%	19%	20%	16%	20%	18%	19%	18%	20%	17%	22%	20%	19%	17%	19%	19%
							a						ac					

Impact of language on public attitudes to ageing

M1. Net Neutral summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
		a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	395	331	64	383	12	101	286	173	216	248	139	220	168	168	132	88	211	180
	18%	18%	19%	18%	18%	17%	19%	17%	19%	17%	20%	15%	23%	22%	20%	12%	17%	19%
											c		ac	c	c			
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	391	332	59	374	17	95	290	167	218	241	143	214	166	164	131	90	201	187
	18%	18%	18%	18%	27%	16%	19%	16%	19%	17%	20%	15%	23%	21%	20%	12%	17%	20%
					a						ac		ac	c	c			
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	388	327	62	375	13	93	288	171	211	228	153	224	156	168	113	102	208	177
	18%	18%	19%	18%	21%	15%	19%	17%	19%	16%	22%	16%	22%	22%	17%	14%	17%	19%
											ac		ac	bc				
Because of the way our society currently works, some of us are more likely than others to be able to age well	369	302	66	356	12	83	280	155	206	230	131	204	154	142	133	89	182	182
	17%	16%	20%	17%	19%	14%	18%	15%	18%	16%	18%	14%	21%	18%	20%	12%	15%	19%
							a				c		ac	c	c			a
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	355	294	61	342	14	83	267	152	197	214	135	196	151	152	115	81	192	161
	16%	16%	19%	16%	22%	14%	17%	15%	17%	15%	19%	14%	21%	20%	18%	11%	16%	17%
							a				ac		ac	c	c			

Impact of language on public attitudes to ageing

M1. Net Neutral summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	343	282	61	329	15	79	259	145	193	217	121	187	149	158	126	54	183	156
	16%	15%	19%	15%	23% a	13%	17% a	14%	17%	15%	17% c	13%	21% ac	20% c	19% c	7%	15%	16%
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	340	274	66	328	12	88	248	157	179	199	131	197	132	144	112	77	182	153
	16%	15%	20% a	15%	19%	14%	16%	15%	16%	14%	18% ac	14%	18% ac	18% c	17% c	11%	15%	16%
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	316	256	60	305	11	87	219	143	163	184	123	161	145	147	97	70	159	154
	14%	14%	18% a	14%	17%	14%	14%	14%	14%	13%	17% ac	11%	20% ac	19% bc	15% c	10%	13%	16% a
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	293	232	61	278	15	70	217	126	161	179	108	156	129	126	102	59	142	150
	13%	13%	18% a	13%	23% a	12%	14%	12%	14%	12%	15% c	11%	18% ac	16% c	16% c	8%	12%	16% a
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	243	191	52	231	12	59	178	97	140	143	93	114	118	118	90	30	121	119
	11%	10%	16% a	11%	19% a	10%	12%	9%	12% a	10%	13% ac	8%	16% ac	15% c	14% c	4%	10%	12%

Impact of language on public attitudes to ageing

M1. Net Neutral summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	465	335	28	21	18	61	171	198	92	164	223	71	6	64	223	163	93	215	138
	21%	23%	23%	27%	25%	13%	21%	19%	27%	24%	21%	18%	17%	18%	29%	16%	20%	29%	16%
		e	e	e	e			ab		c					ac			ac	
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	453	332	23	13	25	61	181	172	96	150	234	65	3	69	215	149	86	208	143
	21%	23%	19%	17%	33%	13%	22%	17%	28%	22%	22%	17%	9%	20%	28%	15%	18%	28%	16%
		e			abce		b	ab		c				c	ac			ac	
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	444	329	22	13	27	53	165	179	97	147	211	81	4	88	222	121	78	216	130
	20%	23%	18%	18%	36%	11%	20%	18%	29%	22%	20%	21%	10%	25%	29%	12%	17%	29%	15%
		e	e		abce			ab						c	c			ac	
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	435	314	19	14	17	71	138	212	78	151	202	79	2	57	196	168	83	201	138
	20%	22%	16%	19%	23%	15%	17%	21%	23%	22%	19%	21%	4%	16%	26%	17%	18%	27%	16%
		e						a	a	d	d	d			ac			ac	
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	411	266	25	16	18	85	122	186	96	123	203	75	8	55	189	152	86	201	106
	19%	18%	20%	21%	25%	19%	15%	18%	28%	18%	19%	20%	21%	16%	25%	15%	18%	27%	12%
								ab							ac		c	ac	

Impact of language on public attitudes to ageing

M1. Net Neutral summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	395	289	18	18	21	49	130	175	84	132	199	60	3	71	190	120	76	179	122
	18%	20%	15%	23%	28%	11%	16%	17%	25%	19%	18%	16%	9%	20%	25%	12%	16%	24%	14%
		e		e	be			ab						c	c			ac	
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	391	301	18	12	16	45	119	183	83	128	196	62	5	49	194	136	64	183	129
	18%	21%	15%	16%	21%	10%	15%	18%	25%	19%	18%	16%	14%	14%	25%	14%	14%	25%	15%
		e			e			a	ab						ac			ac	
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	388	264	22	11	14	78	138	174	71	120	183	79	6	45	187	143	87	182	107
	18%	18%	19%	14%	19%	17%	17%	17%	21%	18%	17%	20%	17%	13%	24%	14%	19%	25%	12%
															ac		c	ac	
Because of the way our society currently works, some of us are more likely than others to be able to age well	369	278	22	9	13	45	124	157	82	122	175	65	4	45	171	144	74	174	108
	17%	19%	18%	12%	17%	10%	15%	15%	24%	18%	16%	17%	10%	13%	22%	14%	16%	24%	12%
		e	e		e			ab							ac			ac	
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	355	254	22	12	21	47	117	151	82	112	182	57	3	44	181	124	68	172	100
	16%	17%	19%	15%	28%	10%	14%	15%	24%	16%	17%	15%	9%	12%	24%	12%	15%	23%	11%
		e	e		ace			ab							ac			ac	

Impact of language on public attitudes to ageing

M1. Net Neutral summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	343	253	25	13	15	36	122	133	84	116	168	56	2	49	167	121	46	189	97
	16%	17%	21%	18%	20%	8%	15%	13%	25%	17%	16%	14%	6%	14%	22%	12%	10%	26%	11%
		e	e	e	e			ab							ac			ac	
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	340	243	19	10	16	50	117	149	70	123	155	56	5	54	177	102	72	162	93
	16%	17%	16%	13%	22%	11%	14%	15%	21%	18%	14%	14%	15%	15%	23%	10%	16%	22%	11%
		e			e			ab		b				c	ac		c	ac	
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	316	230	16	7	14	49	110	132	71	102	160	48	5	49	159	96	69	146	87
	14%	16%	13%	10%	19%	11%	14%	13%	21%	15%	15%	13%	14%	14%	21%	10%	15%	20%	10%
		e			e			ab						c	ac		c	ac	
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	293	232	13	9	13	25	116	111	62	102	140	45	4	35	139	109	38	146	95
	13%	16%	11%	13%	18%	5%	14%	11%	18%	15%	13%	12%	12%	10%	18%	11%	8%	20%	11%
		e	e	e	e		b	b							ac			ac	
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	243	199	13	5	15	10	90	87	63	94	113	32	4	28	132	75	26	137	72
	11%	14%	11%	7%	20%	2%	11%	9%	19%	14%	10%	8%	10%	8%	17%	7%	6%	19%	8%
		e	e	e	bce			ab		bc					ac			ac	

Impact of language on public attitudes to ageing

M1. Net Neutral summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	465	227	165	58	144	295	87	353	74	362
	21%	19%	26%	21%	20%	21%	23%	20%	21%	21%
			a							
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	453	209	162	71	133	295	107	327	86	341
	21%	17%	26%	25%	19%	21%	29%	19%	25%	20%
			a	a			b		b	
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	444	204	169	57	146	277	109	318	93	326
	20%	17%	27%	20%	21%	20%	29%	18%	27%	19%
			ac				b		b	
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	435	165	186	72	179	231	91	321	81	330
	20%	14%	30%	26%	25%	16%	24%	18%	23%	19%
			a	a	b		b			

Impact of language on public attitudes to ageing

M1. Net Neutral summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	411	161	176	59	159	226	91	303	78	314
	19%	13%	28%	21%	22%	16%	24%	17%	22%	18%
			ac	a	b		b			
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	395	182	146	53	128	243	88	285	77	291
	18%	15%	23%	19%	18%	17%	23%	16%	22%	17%
			a				b		b	
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	391	168	151	62	137	239	93	278	86	286
	18%	14%	24%	22%	19%	17%	25%	16%	25%	16%
			a	a			b		b	
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	388	149	163	62	159	208	81	294	84	283
	18%	12%	26%	22%	22%	15%	22%	17%	24%	16%
			a	a	b		b		b	

Impact of language on public attitudes to ageing

M1. Net Neutral summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of the way our society currently works, some of us are more likely than others to be able to age well	369	146	147	64	161	190	98	257	84	270
	17%	12%	23%	23%	23%	14%	26%	15%	24%	15%
			a	a	b		b	b		
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	355	143	148	53	135	202	86	254	80	254
	16%	12%	24%	19%	19%	14%	23%	15%	23%	15%
			a	a	b		b	b		
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	343	148	138	43	127	201	100	230	81	248
	16%	12%	22%	15%	18%	14%	27%	13%	23%	14%
			ac		b		b	b		
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	340	157	121	49	111	211	88	230	75	243
	16%	13%	19%	17%	16%	15%	24%	13%	22%	14%
			a				b	b		

Impact of language on public attitudes to ageing

M1. Net Neutral summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

Significance Level: 95%

Unweighted Total

Total

If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives

Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things

Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	316	130	135	42	115	179	84	216	78	219
	14%	11%	21%	15%	16%	13%	23%	12%	22%	13%
			ac	a	b		b	b		
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	293	142	107	38	121	155	90	186	77	201
	13%	12%	17%	14%	17%	11%	24%	11%	22%	11%
			a		b		b	b		
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	243	107	103	23	92	131	78	148	73	151
	11%	9%	16%	8%	13%	9%	21%	8%	21%	9%
			ac		b		b	b		

Impact of language on public attitudes to ageing

M1. Net Inaccurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	368	199	166	1	108	91	104	66	20	44	30	38	33	45	56	64	37	222	146
	17%	19%	15%	13%	17%	17%	15%	18%	19%	15%	14%	17%	17%	19%	17%	18%	17%	18%	15%
		b																b	
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	350	165	184	1	132	99	86	34	24	42	24	43	32	44	62	51	28	211	140
	16%	16%	17%	13%	21%	19%	13%	10%	22%	15%	11%	19%	17%	18%	18%	14%	13%	17%	14%
					cd	cd			ci			c		c	c				
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	349	187	160	1	114	92	96	48	14	46	32	32	41	40	60	52	31	190	159
	16%	18%	14%	13%	18%	17%	14%	13%	13%	16%	15%	14%	22%	17%	18%	14%	14%	16%	16%
		b			cd								dhi						
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	341	178	162	1	132	84	84	41	14	58	27	36	34	45	51	45	31	195	146
	16%	17%	15%	13%	21%	16%	12%	12%	13%	20%	13%	16%	18%	18%	15%	13%	14%	16%	15%
					bcd					ch									
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	325	154	170	1	117	80	82	46	12	58	23	34	28	38	55	50	27	196	129
	15%	14%	15%	13%	19%	15%	12%	13%	11%	20%	11%	15%	15%	16%	16%	14%	12%	16%	13%
					cd					achi								b	

Impact of language on public attitudes to ageing

M1. Net Inaccurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender				Age				Region of England									Social grade	
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
	a	b	c		a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	313	154	157	2	110	68	90	46	23	37	30	31	34	39	46	43	32	188	126
	14%	15%	14%	25%	18% bc	13%	13%	13%	21% bh	13%	14%	14%	18% h	16%	14%	12%	14%	16%	13%
Because of the way our society currently works, some of us are more likely than others to be able to age well	280	132	144	2	115	73	64	27	18	40	19	27	29	32	44	40	31	158	122
	13%	12%	13%	25%	19% bcd	14% cd	9%	8%	16%	14%	9%	12%	15% c	13%	13%	11%	14%	13%	12%
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	277	136	139	2	109	75	66	27	11	41	20	28	27	36	52	36	27	157	120
	13%	13%	12%	25%	18% cd	14% cd	10%	8%	10%	14%	9%	12%	14%	15%	15% ch	10%	12%	13%	12%
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	262	136	123	2	102	72	64	23	13	44	27	29	23	28	45	31	24	133	129
	12%	13%	11%	25%	17% cd	14% cd	10%	6%	11%	15% h	13%	13%	12%	11%	13% h	9%	11%	11%	13%
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	250	108	140	2	115	67	51	16	7	49	19	33	24	22	43	28	25	138	112
	11%	10%	13%	25%	19% bcd	13% cd	8%	5%	6%	17% acfh	9%	15% ah	13%	9%	13% h	8%	11%	11%	11%
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	250	125	124	1	97	63	62	29	12	35	20	36	22	22	50	25	28	136	114
	11%	12%	11%	13%	16% bcd	12%	9%	8%	11%	12% h	9%	16% cfh	11%	9%	15% h	7%	13% h	11%	12%

Impact of language on public attitudes to ageing

M1. Net Inaccurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	237	126	110	1	91	63	51	32	13	33	22	31	18	28	47	31	15	126	112
	11%	12%	10%	13%	15% cd	12% c	7%	9%	12%	11%	10%	14% i	10%	11%	14% hi	9%	7%	10%	11%
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	232	124	107	1	82	56	69	25	11	36	16	25	17	27	38	32	31	137	96
	11%	12%	10%	13%	13% d	11%	10%	7%	10%	12%	8%	11%	9%	11%	11%	9%	14% c	11%	10%
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	179	90	87	2	81	47	38	14	9	28	13	19	17	18	32	24	19	103	76
	8%	8%	8%	25%	13% bcd	9% cd	6%	4%	8%	10%	6%	8%	9%	7%	10%	7%	9%	9%	8%
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	174	83	90	1	92	46	31	4	11	33	11	19	16	15	32	22	14	96	78
	8%	8%	8%	13%	15% bcd	9% cd	5% d	1%	10%	11% chi	5%	9%	8%	6%	10% c	6%	6%	8%	8%

Impact of language on public attitudes to ageing

M1. Net Inaccurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	368	316	51	361	6	86	275	159	198	230	132	245	113	135	104	124	202	162
	17%	17%	15%	17%	10%	14%	18%	16%	18%	16%	19%	17%	16%	17%	16%	17%	17%	17%
				b			a											
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	350	297	53	342	8	104	239	174	168	228	118	201	142	153	103	92	181	167
	16%	16%	16%	16%	13%	17%	15%	17%	15%	16%	17%	14%	20%	20%	16%	12%	15%	17%
													ac	bc				
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	349	295	54	340	9	87	255	149	190	216	127	218	121	128	110	105	189	158
	16%	16%	16%	16%	14%	14%	17%	15%	17%	15%	18%	15%	17%	17%	17%	14%	16%	17%
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	341	286	55	329	12	109	227	146	188	209	125	190	141	150	97	89	185	155
	16%	15%	17%	16%	18%	18%	15%	14%	17%	14%	18%	13%	20%	19%	15%	12%	15%	16%
											c		ac	bc				
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	325	274	51	312	14	95	224	159	163	212	110	183	136	129	105	88	178	143
	15%	15%	15%	15%	21%	16%	15%	15%	14%	15%	16%	13%	19%	17%	16%	12%	15%	15%
													ac	c	c			

Impact of language on public attitudes to ageing

M1. Net Inaccurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	313 14%	266 14%	47 14%	304 14%	9 14%	89 15%	219 14%	140 14%	165 15%	197 13%	111 16%	204 14%	100 14%	124 16% c	95 15%	89 12%	170 14%	140 15%
Because of the way our society currently works, some of us are more likely than others to be able to age well	280 13%	231 12%	48 15%	272 13%	8 12%	70 12%	206 13%	119 12%	155 14%	177 12%	96 13%	155 11%	112 16% ac	110 14% c	96 15% c	69 9%	135 11%	142 15% a
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	277 13%	229 12%	48 15%	267 13%	10 16%	70 11%	202 13%	130 13%	142 13%	172 12%	98 14%	159 11%	108 15% ac	121 16% c	84 13% c	66 9%	151 12%	125 13%
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	262 12%	217 12%	44 13%	253 12%	8 13%	81 13%	172 11%	134 13%	123 11%	168 12% c	86 12% c	127 9%	124 17% abc	107 14% c	91 14% c	57 8%	151 12%	107 11%
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	250 11%	208 11%	42 13%	238 11%	12 19% a	64 11%	180 12%	107 10%	138 12%	164 11% c	83 12% c	129 9%	115 16% abc	111 14% c	98 15% c	39 5%	144 12%	104 11%

Impact of language on public attitudes to ageing

M1. Net Inaccurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	250 11%	210 11%	40 12%	242 11%	8 12%	68 11%	174 11%	119 12%	124 11%	150 10%	94 13% ac	142 10%	99 14% ac	105 14% c	85 13% c	55 7%	146 12%	102 11%
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	237 11%	196 11%	42 13%	228 11%	9 15%	77 13%	154 10%	102 10%	127 11%	135 9%	96 13% ac	126 9%	103 14% ac	109 14% bc	69 10%	55 7%	123 10%	113 12%
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	232 11%	195 11%	37 11%	222 10%	10 16%	65 11%	162 10%	107 10%	121 11%	133 9%	91 13% ac	125 9%	96 13% ac	106 14% c	68 10% c	52 7%	128 11%	101 11%
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	179 8%	144 8%	35 10%	172 8%	7 11%	50 8%	123 8%	80 8%	94 8%	112 8%	62 9%	95 7%	76 11% ac	80 10% c	60 9% c	35 5%	86 7%	90 9% a
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	174 8%	138 7%	36 11% a	166 8%	8 12%	49 8%	121 8%	77 8%	89 8%	107 7%	61 9% c	83 6%	80 11% ac	84 11% c	64 10% c	24 3%	82 7%	89 9% a

Impact of language on public attitudes to ageing

M1. Net Inaccurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	368	236	17	10	13	89	104	182	74	112	173	75	7	55	150	152	94	159	97
	17%	16%	14%	13%	18%	20%	13%	18% a	22% a	16%	16%	19%	19%	16%	19% c	15%	20% c	22% c	11%
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	350	247	15	15	21	52	124	144	81	110	179	58	3	70	160	105	64	168	105
	16%	17% e	12%	20% e	28% abe	11%	15%	14%	24% ab	16%	17%	15%	9%	20% c	21% c	10%	14%	23% ac	12%
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	349	250	14	10	13	62	104	174	63	123	156	64	3	47	162	129	81	155	100
	16%	17%	11%	13%	17%	13%	13%	17% a	19% a	18% b	14%	17%	10%	14%	21% ac	13%	17% c	21% c	11%
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	341	232	20	13	17	58	112	152	71	115	160	61	4	63	152	116	76	153	104
	16%	16%	17%	17%	23% e	13%	14%	15%	21% ab	17%	15%	16%	11%	18% c	20% c	12%	16% c	21% c	12%
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	325	231	14	14	14	52	93	154	75	109	156	54	6	75	168	76	62	159	93
	15%	16% e	12%	18%	19%	11%	11%	15% a	22% ab	16%	14%	14%	16%	22% c	22% c	8%	13%	22% ac	11%

Impact of language on public attitudes to ageing

M1. Net Inaccurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	313 14%	209 14%	14 12%	9 13%	13 17%	67 15%	80 10%	164 16% a	64 19% a	98 14%	149 14%	60 16%	4 11%	46 13%	146 19% ac	114 11%	80 17% c	137 19% c	84 10%
Because of the way our society currently works, some of us are more likely than others to be able to age well	280 13%	213 15% e	15 12%	8 10%	8 11%	36 8%	82 10%	133 13% a	61 18% ab	93 14%	133 12%	49 13%	2 6%	48 14%	123 16% c	103 10%	75 16% c	128 17% c	69 8%
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	277 13%	204 14% e	13 11%	8 10%	12 16% e	39 9%	81 10%	130 13%	60 18% ab	96 14%	133 12%	44 11%	3 9%	42 12%	140 18% ac	89 9%	58 12% c	131 18% ac	74 8%
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	262 12%	189 13% e	17 14% e	8 10%	16 21% ae	31 7%	69 9%	128 13% a	60 18% ab	85 12%	131 12%	43 11%	2 4%	60 17% c	126 16% c	67 7%	45 10%	132 18% ac	70 8%
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	250 11%	177 12% e	20 17% e	16 21% ae	11 15% e	26 6%	68 8%	107 10%	72 21% ab	88 13% c	126 12%	33 9%	2 7%	48 14% c	121 16% c	76 8%	38 8%	129 17% ac	73 8%

Impact of language on public attitudes to ageing

M1. Net Inaccurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	250 11%	171 12% e	17 14% e	10 13%	16 21% ae	36 8%	74 9%	110 11%	62 18% ab	86 13%	123 11%	38 10%	2 5%	32 9%	122 16% ac	91 9%	50 11% c	124 17% ac	64 7%
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	237 11%	161 11%	18 15% e	9 11%	9 12%	40 9%	70 9%	107 11%	55 16% ab	89 13% b	104 10%	40 10%	3 9%	43 12% c	118 15% c	68 7%	45 10%	112 15% ac	66 7%
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	232 11%	163 11%	13 11%	7 10%	10 13%	38 8%	73 9%	108 11%	49 14% a	88 13% bc	103 10%	33 9%	7 21% bc	48 14% c	117 15% c	62 6%	52 11% c	114 15% ac	54 6%
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	179 8%	136 9% e	10 8% e	8 10% e	12 16% ae	13 3%	57 7%	71 7%	49 14% ab	59 9%	93 9%	25 6%	1 3%	31 9% c	82 11% c	58 6%	28 6%	90 12% ac	49 6%
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	174 8%	144 10% e	8 7% e	3 5%	10 14% ce	7 2%	58 7%	68 7%	47 14% ab	71 10% bc	76 7%	22 6%	4 10%	30 9% c	86 11% c	53 5%	26 6%	101 14% ac	41 5%

Impact of language on public attitudes to ageing

M1. Net Inaccurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	368	140	146	72	155	193	67	287	54	292
	17%	12%	23%	25%	22%	14%	18%	16%	16%	17%
			a	a	b					
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	350	158	128	54	108	221	80	254	60	265
	16%	13%	20%	19%	15%	16%	21%	15%	17%	15%
			a	a	b		b			
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	349	142	136	62	165	165	59	277	56	276
	16%	12%	22%	22%	23%	12%	16%	16%	16%	16%
			a	a	b					
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	341	167	120	44	107	213	75	244	61	258
	16%	14%	19%	15%	15%	15%	20%	14%	17%	15%
			a				b			

Impact of language on public attitudes to ageing

M1. Net Inaccurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	325	154	118	43	90	216	72	243	54	255
	15%	13%	19%	15%	13%	15%	19%	14%	15%	15%
			a				b			
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	313	120	128	54	143	152	61	242	60	232
	14%	10%	20%	19%	20%	11%	16%	14%	17%	13%
			a	a	b			b		
Because of the way our society currently works, some of us are more likely than others to be able to age well	280	112	115	45	149	115	69	198	60	202
	13%	9%	18%	16%	21%	8%	18%	11%	17%	12%
			a	a	b		b	b		
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	277	105	119	46	116	146	71	193	60	202
	13%	9%	19%	16%	16%	10%	19%	11%	17%	12%
			a	a	b		b	b		
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	262	117	100	36	93	153	66	178	58	187
	12%	10%	16%	13%	13%	11%	18%	10%	17%	11%
			a				b	b		

Impact of language on public attitudes to ageing

M1. Net Inaccurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

Significance Level: 95%

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	250	103	99	36	104	128	71	168	61	175
	11%	9%	16%	13%	15%	9%	19%	10%	17%	10%
			a	a	b		b	b		
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	250	104	101	36	97	137	62	176	55	180
	11%	9%	16%	13%	14%	10%	17%	10%	16%	10%
			a	a	b		b	b		
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	237	96	103	30	92	127	56	168	54	170
	11%	8%	16%	11%	13%	9%	15%	10%	15%	10%
			ac		b		b	b		
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	232	113	81	29	79	135	59	158	51	164
	11%	9%	13%	10%	11%	10%	16%	9%	15%	9%
			a				b	b	b	

Impact of language on public attitudes to ageing

M1. Net Inaccurate summary: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

Significance Level: 95%

Unweighted Total

Total

Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things

Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	179	70	83	21	72	85	50	114	50	112
	8%	6%	13%	8%	10%	6%	13%	7%	14%	6%
			ac		b		b		b	
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	174	72	75	22	63	91	55	103	58	103
	8%	6%	12%	8%	9%	6%	15%	6%	17%	6%
			a		b		b		b	

Impact of language on public attitudes to ageing

M2. Summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Total	0 - Very unpersuasive	1	2	3	4	5	6	7	8	9	10 - Very persuasive	Don't know	Net: Persuasive	Net: Neutral	Net: Unpersuasive
		*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	*o	*p
Significance Level: 95%																
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	2185 100%	14 1%	14 1%	19 1%	44 2%	66 3%	235 11%	272 12%	384 18%	457 21%	255 12%	333 15%	91 4%	1430 65%	573 26%	393 18%
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	2185 100%	18 1%	11 1%	16 1%	32 1%	60 3%	193 9%	209 10%	336 15%	428 20%	312 14%	504 23%	66 3%	1580 72%	461 21%	329 15%
Because of the way our society currently works, some of us are more likely than others to be able to age well	2185 100%	29 1%	21 1%	40 2%	60 3%	96 4%	326 15%	313 14%	362 17%	362 17%	190 9%	267 12%	117 5%	1182 54%	736 34%	572 26%
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	2185 100%	27 1%	17 1%	37 2%	78 4%	103 5%	328 15%	290 13%	346 16%	346 16%	196 9%	272 12%	144 7%	1160 53%	721 33%	590 27%
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	2185 100%	19 1%	15 1%	25 1%	52 2%	72 3%	260 12%	245 11%	390 18%	424 19%	277 13%	310 14%	95 4%	1401 64%	578 26%	444 20%
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	2185 100%	15 1%	13 1%	19 1%	38 2%	61 3%	237 11%	234 11%	360 16%	451 21%	294 13%	374 17%	91 4%	1479 68%	532 24%	382 17%
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	2185 100%	25 1%	13 1%	46 2%	64 3%	82 4%	273 13%	255 12%	379 17%	379 17%	239 11%	321 15%	109 5%	1318 60%	610 28%	503 23%

Impact of language on public attitudes to ageing

M2. Summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Total	0 - Very unpersuasive	1	2	3	4	5	6	7	8	9	10 - Very persuasive	Don't know	Net: Persuasive	Net: Neutral	Net: Unpersuasive
		*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	*o	*p
Significance Level: 95%																
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	2185 100%	15 1%	9 *	16 1%	51 2%	74 3%	257 12%	230 11%	365 17%	416 19%	276 13%	404 18%	72 3%	1460 67%	561 26%	422 19%
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	2185 100%	15 1%	13 1%	27 1%	46 2%	67 3%	252 12%	259 12%	366 17%	449 21%	272 12%	309 14%	111 5%	1396 64%	578 26%	420 19%
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	2185 100%	27 1%	10 *	20 1%	71 3%	75 3%	283 13%	254 12%	374 17%	410 19%	260 12%	300 14%	101 5%	1345 62%	612 28%	486 22%
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	2185 100%	40 2%	24 1%	39 2%	78 4%	106 5%	332 15%	270 12%	336 15%	348 16%	199 9%	292 13%	122 6%	1175 54%	708 32%	619 28%
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	2185 100%	29 1%	19 1%	43 2%	74 3%	101 5%	331 15%	292 13%	333 15%	369 17%	203 9%	264 12%	127 6%	1169 53%	724 33%	597 27%
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	2185 100%	15 1%	9 *	21 1%	47 2%	59 3%	303 14%	253 12%	360 16%	433 20%	266 12%	324 15%	95 4%	1383 63%	615 28%	454 21%
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	2185 100%	23 1%	20 1%	35 2%	64 3%	96 4%	317 14%	271 12%	353 16%	378 17%	228 10%	284 13%	116 5%	1243 57%	683 31%	555 25%

Impact of language on public attitudes to ageing

M2. Summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

Significance Level: 95%

Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.

Total	0 - Very unpersuasive	1	2	3	4	5	6	7	8	9	10 - Very persuasive	Don't know	Net: Persuasive	Net: Neutral	Net: Unpersuasive
	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	*o	*p
2185	16	5	11	44	81	239	238	360	456	295	362	78	1473	558	397
100%	1%	*	*	2%	4%	11%	11%	16%	21%	14%	17%	4%	67%	26%	18%

Impact of language on public attitudes to ageing

M2. Persuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender				Age				Region of England									Social grade	
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	1580	778	798	3	395	368	531	286	80	203	149	170	128	187	249	256	157	883	698
	72%	73%	72%	38%	64%	69%	78% ab	80% ab	73%	71%	70%	75%	68%	77% e	74%	72%	70%	73%	71%
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	1479	728	746	3	385	355	492	247	75	194	143	152	131	167	226	247	144	812	667
	68%	68%	67%	38%	62%	66%	73% ab	69% a	68%	68%	67%	67%	69%	69%	67%	69%	64%	67%	68%
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	1473	745	724	2	342	347	518	266	75	182	143	158	120	165	227	251	151	823	649
	67%	70% b	65%	25%	55%	65% a	76% ab	75% ab	69%	64%	67%	70%	63%	68%	68%	70%	67%	68%	66%
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	1460	709	747	3	389	351	478	242	71	192	153	156	122	159	224	243	140	785	675
	67%	67%	67%	38%	63%	66%	70% a	68% a	65%	67%	72% i	69%	64%	66%	67%	68%	62%	65%	69% a
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	1430	689	735	3	352	360	467	251	77	190	143	151	118	150	221	237	142	788	641
	65%	65%	66%	38%	57%	67% a	69% a	71% a	70%	66%	67%	67%	62%	62%	66%	66%	63%	65%	66%
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	1401	688	707	3	359	342	469	231	67	188	133	142	115	171	213	224	149	772	629
	64%	65%	64%	38%	58%	64% a	69% a	65% a	61%	65%	62%	63%	61%	71% e	63%	63%	66%	64%	64%

Impact of language on public attitudes to ageing

M2. Persuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	1396	693	696	5	345	346	464	241	68	182	141	143	114	146	215	239	147	782	613
	64%	65%	63%	63%	56%	65%	68%	68%	62%	63%	66%	63%	60%	60%	64%	67%	66%	65%	63%
						a	a	a											
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	1383	684	695	2	361	340	452	230	66	188	138	144	111	150	209	235	141	754	629
	63%	64%	62%	25%	59%	64%	67%	65%	61%	66%	65%	64%	59%	62%	62%	66%	63%	62%	64%
							a												
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	1345	675	663	4	346	324	451	224	71	170	129	142	112	153	209	212	146	741	604
	62%	63%	60%	50%	56%	61%	66%	63%	64%	59%	61%	63%	59%	63%	62%	59%	65%	61%	62%
							ab	a											
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	1318	655	658	3	347	313	436	221	66	164	134	133	114	146	202	217	142	708	610
	60%	62%	59%	38%	56%	59%	64%	62%	60%	57%	63%	59%	60%	60%	60%	61%	63%	59%	62%
							ab												
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	1243	615	623	3	317	305	410	211	70	156	119	138	100	138	182	201	139	685	558
	57%	58%	56%	38%	51%	57%	60%	59%	64%	54%	56%	61%	53%	57%	54%	56%	62%	57%	57%
						a	a	a											
Because of the way our society currently works, some of us are more likely than others to be able to age well	1182	605	569	6	302	291	396	193	52	144	130	129	90	136	195	191	114	651	531
	54%	57%	51%	75%	49%	55%	58%	54%	48%	50%	61%	57%	47%	56%	58%	54%	51%	54%	54%
		b				a	a				abei	e		be					

Impact of language on public attitudes to ageing

M2. Persuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	1175	578	591	3	336	311	368	159	52	166	118	126	89	122	203	172	128	646	528
	54%	54%	53%	38%	54%	58%	54%	45%	47%	58%	55%	56%	47%	50%	61%	48%	57%	54%	54%
					d	d	d			eh					ae fh		eh		
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	1169	593	570	4	325	298	379	167	59	166	112	127	96	136	193	171	109	650	519
	53%	56%	51%	50%	53%	56%	56%	47%	54%	58%	52%	56%	51%	56%	58%	48%	48%	54%	53%
		b				d	d			hi		h			hi				
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	1160	591	565	3	315	293	379	174	59	150	122	117	94	125	197	176	120	635	525
	53%	56%	51%	38%	51%	55%	56%	49%	54%	52%	57%	52%	50%	51%	59%	49%	53%	53%	54%
		b				d									eh				

Impact of language on public attitudes to ageing

M2. Persuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	1580 72%	1345 73%	235 71%	1536 72%	44 69%	442 73%	1118 72%	754 74%	809 72%	1063 73% d	512 72% d	1098 76% abd	475 66%	542 70%	446 68%	580 79% ab	866 71%	704 74%
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	1479 68%	1256 68%	223 67%	1435 68%	44 69%	411 67%	1052 68%	705 69%	758 67%	1008 69% d	463 65%	1023 71% bd	445 62%	509 66%	426 65%	529 72% ab	833 69%	636 67%
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	1473 67%	1254 68%	218 66%	1434 68%	39 61%	415 68%	1040 67%	703 69%	750 66%	988 68% d	476 67% d	1035 72% abd	428 59%	491 63%	408 62%	562 77% ab	811 67%	648 68%
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	1460 67%	1231 66%	229 69%	1418 67%	42 66%	403 66%	1041 67%	710 69% b	734 65%	1014 70% bd	441 62%	1024 71% bd	431 60%	503 65%	433 66%	513 70% a	803 66%	647 68%
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	1430 65%	1212 65%	218 66%	1388 65%	41 65%	405 67%	1007 65%	685 67%	728 64%	969 66% d	452 64%	986 69% bd	435 60%	495 64%	425 65%	499 68%	786 65%	633 66%

Impact of language on public attitudes to ageing

M2. Persuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White a	BAME b	Straight a	LGB+ b	Yes a	No b	Yes a	No b	10 yrs older - frequent a	10 yrs older - infrequent b	10 yrs younger - frequent c	10 yrs younger - infrequent d	No children a	Aged 17 or under b	Aged 18 or over c	Up to secondary a	Tertiary b
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185 100%	1854 100%	331 100%	2121 100%	64 100%	609 100%	1543 100%	1025 100%	1131 100%	1457 100%	710 100%	1439 100%	723 100%	776 100%	655 100%	734 100%	1214 100%	956 100%
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	1401 64%	1189 64%	212 64%	1362 64%	38 60%	397 65%	985 64%	664 65%	716 63%	937 64% d	460 65% d	980 68% ad	413 57%	487 63%	416 63%	489 67%	767 63%	622 65%
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	1396 64%	1182 64%	214 65%	1356 64%	40 62%	394 65%	982 64%	676 66%	703 62%	959 66% bd	430 61%	973 68% bd	415 57%	474 61%	416 63%	497 68% a	765 63%	620 65%
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	1383 63%	1166 63%	217 66%	1343 63%	40 62%	392 64%	977 63%	667 65%	700 62%	939 64% d	437 62%	939 65% d	436 60%	468 60%	417 64%	488 66% a	757 62%	614 64%
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	1345 62%	1145 62%	200 60%	1307 62%	38 59%	380 62%	952 62%	620 61%	711 63%	922 63% bd	417 59% d	949 66% bd	387 53%	453 58%	404 62%	478 65% a	730 60%	606 63%
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	1318 60%	1113 60%	205 62%	1281 60%	36 57%	361 59%	941 61%	623 61%	675 60%	891 61%	419 59%	892 62% d	416 58%	445 57%	404 62%	458 62% a	730 60%	578 60%
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	1243 57%	1047 56%	196 59%	1205 57%	38 59%	347 57%	878 57%	587 57%	640 57%	842 58% d	394 56%	863 60% d	371 51%	397 51%	392 60% a	444 61% a	684 56%	547 57%

Impact of language on public attitudes to ageing

M2. Persuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of the way our society currently works, some of us are more likely than others to be able to age well	1182	980	202	1143	39	351	814	556	609	805	369	805	371	410	359	404	654	521
	54%	53%	61%	54%	61%	58%	53%	54%	54%	55%	52%	56%	51%	53%	55%	55%	54%	55%
			a			b						d						
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	1175	969	206	1137	37	347	814	562	601	825	344	790	378	418	375	371	632	537
	54%	52%	62%	54%	58%	57%	53%	55%	53%	57%	48%	55%	52%	54%	57%	50%	52%	56%
			a			bd				bd		b			c			
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	1169	969	200	1131	38	327	828	559	597	794	369	781	381	396	367	395	608	551
	53%	52%	60%	53%	60%	54%	54%	55%	53%	54%	52%	54%	53%	51%	56%	54%	50%	58%
			a															a
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	1160	968	192	1123	37	339	810	548	601	810	344	793	360	422	345	384	642	511
	53%	52%	58%	53%	58%	56%	53%	54%	53%	56%	48%	55%	50%	54%	53%	52%	53%	54%
			a							bd		bd						

Impact of language on public attitudes to ageing

M2. Persuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	1580 72%	1014 70% d	83 68%	63 84% abd	45 60%	372 81% abd	610 75% c	751 74% c	209 62%	477 70%	791 73%	284 74%	25 70%	247 71%	530 69%	769 76% ab	362 78% b	475 65%	687 78% b
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	1479 68%	972 67%	87 72%	48 64%	49 66%	320 70%	583 72% c	694 68% c	192 57%	447 66%	747 69%	255 66%	27 74%	235 68% b	460 60%	747 74% ab	315 67% b	440 60%	674 76% ab
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	1473 67%	975 67% bd	67 56%	47 62%	40 54%	339 74% abcd	580 71% c	704 69% c	178 53%	454 67%	715 66%	272 71%	27 76%	236 68%	474 62%	733 73% b	343 73% b	414 56%	657 74% b
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	1460 67%	974 67%	76 63%	56 75% d	44 59%	306 67%	562 69% c	687 68% c	201 59%	438 64%	738 68%	257 67%	25 69%	225 65%	453 59%	747 74% ab	315 68% b	431 59%	658 75% ab
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	1430 65%	951 65% d	77 64% d	50 67% d	35 47%	313 68% d	554 68% c	674 66% c	191 57%	447 66%	702 65%	253 66%	26 72%	220 63%	448 58%	733 73% ab	324 69% b	421 57%	639 72% b

Impact of language on public attitudes to ageing

M2. Persuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	1401 64%	930 64%	72 60%	54 72% d	42 57%	299 65%	561 69% bc	643 63% c	188 56%	429 63%	696 64%	248 64%	24 67%	214 61%	435 57%	717 71% ab	303 65% b	406 55%	635 72% ab
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	1396 64%	931 64% d	74 61%	47 62%	36 48%	306 67% d	535 66% c	668 66% c	185 55%	440 65%	688 64%	239 62%	26 72%	196 56%	425 55%	743 74% ab	312 67% b	391 53%	641 73% ab
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	1383 63%	927 64% d	69 57%	50 66% d	34 45%	301 66% d	548 67% c	642 63% c	184 55%	428 63%	671 62%	255 66%	26 72%	224 64% b	420 55%	711 71% ab	302 65% b	398 54%	633 72% ab
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	1345 62%	896 62% d	73 60% d	48 63% d	32 43%	293 64% d	514 63% c	649 64% c	170 50%	427 63%	657 61%	234 61%	24 67%	186 53%	412 54%	720 72% ab	296 63% b	372 51%	630 71% ab
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	1318 60%	883 61% d	72 59% d	45 60% d	28 38%	286 62% d	491 60% c	639 63% c	176 52%	413 61%	639 59%	236 61%	25 70%	192 55%	408 53%	688 68% ab	295 63% b	379 51%	597 68% b

Impact of language on public attitudes to ageing

M2. Persuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	1243 57%	825 57%	63 52%	41 55%	32 43%	278 61%	467 58%	615 60%	151 45%	376 55%	629 58%	208 54%	28 76%	175 50%	370 48%	671 67%	280 60%	357 48%	565 64%
		d				d	c	c					abc			ab	b	b	
Because of the way our society currently works, some of us are more likely than others to be able to age well	1182 54%	788 54%	65 54%	44 58%	29 38%	252 55%	488 60%	538 53%	148 44%	375 55%	571 53%	215 56%	19 52%	184 53%	357 46%	618 61%	235 50%	339 46%	566 64%
		d	d	d		d	bc	c								ab			ab
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	1175 54%	823 57%	58 48%	47 63%	39 52%	204 44%	483 60%	510 50%	171 51%	390 57%	569 53%	193 50%	20 55%	185 53%	363 47%	601 60%	216 46%	343 47%	578 65%
		e				be	bc			c						ab			ab
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	1169 53%	794 55%	64 53%	40 53%	35 48%	234 51%	496 61%	501 49%	162 48%	373 55%	567 53%	209 54%	18 49%	177 51%	362 47%	607 60%	227 49%	341 46%	559 63%
							bc									ab			ab
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	1160 53%	778 54%	63 52%	46 61%	34 46%	237 52%	465 57%	535 53%	154 46%	366 54%	577 53%	193 50%	22 61%	191 55%	359 47%	594 59%	238 51%	337 46%	549 62%
				d			bc	c						b		b			ab

Impact of language on public attitudes to ageing

M2. Persuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	1580	913	415	213	488	1068	250	1301	232	1305
	72%	76%	66%	76%	68%	76%	67%	75%	67%	75%
		b		b		a		a		a
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	1479	880	379	183	483	976	239	1215	221	1224
	68%	73%	60%	65%	68%	70%	64%	70%	63%	70%
		bc						a		a
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	1473	868	390	179	474	972	224	1217	220	1214
	67%	72%	62%	63%	67%	69%	60%	70%	63%	69%
		bc						a		a
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	1460	841	397	186	473	958	236	1194	215	1205
	67%	70%	63%	66%	66%	68%	63%	69%	62%	69%
		b						a		a

Impact of language on public attitudes to ageing

M2. Persuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	1430	833	383	180	467	939	236	1171	232	1166
	65%	69%	61%	64%	65%	67%	63%	67%	67%	67%
		b								
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	1401	833	360	171	444	934	228	1146	236	1130
	64%	69%	57%	61%	62%	67%	61%	66%	68%	65%
		bc								
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	1396	823	361	181	466	907	226	1147	221	1137
	64%	68%	57%	64%	65%	65%	61%	66%	63%	65%
		b						a		
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	1383	834	340	174	444	918	242	1115	222	1127
	63%	69%	54%	62%	62%	65%	65%	64%	64%	64%
		bc		b						

Impact of language on public attitudes to ageing

M2. Persuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	1345	811	339	166	459	870	223	1098	232	1079
	62%	67%	54%	59%	64%	62%	60%	63%	67%	62%
		bc								
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	1318	764	347	170	470	829	226	1069	231	1060
	60%	63%	55%	60%	66%	59%	61%	61%	66%	61%
		b			b				b	
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	1243	739	323	151	429	795	218	1007	206	1013
	57%	61%	51%	54%	60%	57%	59%	58%	59%	58%
		bc								
Because of the way our society currently works, some of us are more likely than others to be able to age well	1182	717	301	141	371	797	209	953	199	954
	54%	59%	48%	50%	52%	57%	56%	55%	57%	55%
		bc				a				

Impact of language on public attitudes to ageing

M2. Persuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

Significance Level: 95%

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	1175	747	274	130	364	792	215	934	201	946
	54%	62%	44%	46%	51%	56%	58%	54%	58%	54%
		bc				a				
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	1169	730	294	120	364	786	202	943	209	927
	53%	60%	47%	42%	51%	56%	54%	54%	60%	53%
		bc				a			b	
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	1160	726	279	131	353	792	218	925	210	930
	53%	60%	44%	46%	50%	56%	58%	53%	60%	53%
		bc				a			b	

Impact of language on public attitudes to ageing

M2. Neutral summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender				Age				Region of England									Social grade	
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of the way our society currently works, some of us are more likely than others to be able to age well	736	342	391	2	226	181	214	116	43	99	64	59	80	81	110	121	78	410	326
	34%	32%	35%	25%	37%	34%	31%	33%	39%	34%	30%	26%	43%	33%	33%	34%	35%	34%	33%
									d	d			cdgh			d			
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	724	333	387	3	210	175	206	133	36	91	71	65	68	73	100	138	81	402	322
	33%	31%	35%	38%	34%	33%	30%	37%	33%	32%	33%	29%	36%	30%	30%	39%	36%	33%	33%
								c								dfg			
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	721	330	388	3	213	181	203	124	38	95	68	73	67	88	101	120	71	404	318
	33%	31%	35%	38%	35%	34%	30%	35%	35%	33%	32%	32%	35%	36%	30%	33%	32%	33%	33%
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	708	335	369	3	210	160	210	129	46	85	66	61	76	75	106	130	64	395	313
	32%	32%	33%	38%	34%	30%	31%	36%	42%	30%	31%	27%	40%	31%	31%	36%	28%	33%	32%
									bdi				bdgi			d			
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	683	336	344	3	225	169	193	97	30	97	73	54	70	70	116	113	61	379	305
	31%	32%	31%	38%	36%	32%	28%	27%	27%	34%	34%	24%	37%	29%	34%	32%	27%	31%	31%
					cd					d	d		di		d	d			
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	615	293	318	4	193	144	182	96	33	79	57	59	61	74	100	92	59	356	259
	28%	28%	29%	50%	31%	27%	27%	27%	30%	28%	27%	26%	32%	31%	30%	26%	26%	29%	27%

Impact of language on public attitudes to ageing

M2. Neutral summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender				Age				Region of England									Social grade	
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	612	272	336	4	202	156	158	96	29	84	63	57	58	64	100	105	53	357	255
	28%	26%	30%	50%	33%	29%	23%	27%	27%	29%	29%	25%	31%	26%	30%	29%	24%	30%	26%
			a		c	c													
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	610	288	319	3	194	159	169	88	31	81	56	64	57	64	100	95	61	361	249
	28%	27%	29%	38%	31%	30%	25%	25%	28%	28%	26%	28%	30%	27%	30%	27%	27%	30%	25%
					cd													b	
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	578	268	307	3	201	135	156	86	34	74	52	61	60	50	95	102	51	321	256
	26%	25%	28%	38%	32%	25%	23%	24%	31%	26%	24%	27%	32%	20%	28%	28%	23%	27%	26%
					bcd				f				fi		f	f			
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	578	273	304	1	200	132	159	88	30	72	55	54	64	69	91	84	58	321	257
	26%	26%	27%	13%	32%	25%	23%	25%	28%	25%	26%	24%	34%	28%	27%	24%	26%	27%	26%
					bcd								bdh						
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	573	290	281	2	195	132	164	82	22	70	57	51	56	71	98	85	62	322	250
	26%	27%	25%	25%	32%	25%	24%	23%	20%	24%	27%	22%	30%	29%	29%	24%	28%	27%	26%
					bcd														
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	561	284	274	4	170	146	156	88	31	67	43	50	57	65	96	87	65	327	234
	26%	27%	25%	50%	28%	27%	23%	25%	28%	23%	20%	22%	30%	27%	29%	24%	29%	27%	24%
													c		c		c		

Impact of language on public attitudes to ageing

M2. Neutral summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
	a	b	c		a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	558	250	305	3	214	150	127	67	24	80	54	46	55	67	89	83	59	310	249
	26%	24%	27%	38%	35%	28%	19%	19%	22%	28%	26%	21%	29%	27%	27%	23%	27%	26%	25%
			a		bcd	cd				d			d						
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	532	261	267	3	186	130	135	81	24	73	52	52	44	58	90	77	61	306	226
	24%	25%	24%	38%	30%	24%	20%	23%	22%	25%	24%	23%	23%	24%	27%	21%	27%	25%	23%
					bcd														
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	461	229	231	2	166	133	110	52	20	65	45	44	53	49	67	74	44	256	206
	21%	22%	21%	25%	27%	25%	16%	15%	18%	23%	21%	19%	28%	20%	20%	21%	20%	21%	21%
					cd	cd							dg						

Impact of language on public attitudes to ageing

M2. Neutral summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of the way our society currently works, some of us are more likely than others to be able to age well	736	637	98	716	20	183	542	352	377	483	245	470	255	267	226	234	402	328
	34%	34%	30%	34%	31%	30%	35%	34%	33%	33%	34%	33%	35%	34%	35%	32%	33%	34%
		b					a											
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	724	630	94	705	19	187	526	333	382	470	244	474	237	268	213	234	426	295
	33%	34%	28%	33%	30%	31%	34%	32%	34%	32%	34%	33%	33%	35%	33%	32%	35%	31%
		b															b	
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	721	622	99	700	21	180	526	346	364	459	255	443	268	248	227	238	394	320
	33%	34%	30%	33%	33%	30%	34%	34%	32%	32%	36%	31%	37%	32%	35%	32%	32%	34%
							a				ac		ac					
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	708	613	94	687	20	168	527	336	358	447	250	442	252	253	198	248	393	305
	32%	33%	28%	32%	32%	28%	34%	33%	32%	31%	35%	31%	35%	33%	30%	34%	32%	32%
		b					a				ac		a					
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	683	582	101	661	23	178	495	337	337	451	224	416	257	273	203	201	377	304
	31%	31%	31%	31%	35%	29%	32%	33%	30%	31%	32%	29%	36%	35%	31%	27%	31%	32%
													ac	c				

Impact of language on public attitudes to ageing

M2. Neutral summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
		a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	615 28%	523 28%	93 28%	596 28%	19 30%	161 26%	442 29%	280 27%	328 29%	394 27%	214 30%	394 27%	212 29%	236 30%	180 27%	192 26%	339 28%	274 29%
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	612 28%	515 28%	97 29%	592 28%	20 31%	163 27%	435 28%	300 29%	303 27%	391 27%	212 30%	348 24%	256 35%	256 33%	172 26%	176 24%	338 28%	269 28%
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	610 28%	514 28%	96 29%	587 28%	23 37%	162 27%	438 28%	278 27%	327 29%	397 27%	205 29%	376 26%	225 31%	239 31%	178 27%	186 25%	340 28%	267 28%
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	578 26%	483 26%	95 29%	558 26%	20 31%	147 24%	421 27%	269 26%	305 27%	379 26%	187 26%	338 23%	228 32%	222 29%	173 26%	174 24%	311 26%	264 28%
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	578 26%	494 27%	83 25%	560 26%	17 27%	151 25%	420 27%	258 25%	315 28%	371 25%	199 28%	349 24%	221 30%	223 29%	170 26%	178 24%	316 26%	260 27%
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	573 26%	484 26%	88 27%	554 26%	19 29%	147 24%	416 27%	273 27%	295 26%	366 25%	200 28%	353 25%	210 29%	209 27%	178 27%	178 24%	314 26%	257 27%

Impact of language on public attitudes to ageing

M2. Neutral summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	561	475	87	543	19	159	390	248	305	335	214	328	220	207	168	177	310	247
	26%	26%	26%	26%	29%	26%	25%	24%	27%	23%	30% ac	23%	30% ac	27%	26%	24%	26%	26%
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	558	474	85	541	17	151	398	255	297	364	187	326	224	225	192	133	311	246
	26%	26%	26%	26%	27%	25%	26%	25%	26%	25%	26%	23%	31% ac	29% c	29% c	18%	26%	26%
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	532	444	88	515	17	139	380	247	273	334	190	312	209	208	168	151	277	252
	24%	24%	26%	24%	26%	23%	25%	24%	24%	23%	27% c	22%	29% ac	27% c	26% c	21%	23%	26%
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	461	385	76	446	15	116	341	209	245	301	150	270	177	177	162	116	254	204
	21%	21%	23%	21%	23%	19%	22%	20%	22%	21%	21%	19%	25% ac	23% c	25% c	16%	21%	21%

Impact of language on public attitudes to ageing

M2. Neutral summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of the way our society currently works, some of us are more likely than others to be able to age well	736 34%	497 34%	38 32%	20 27%	33 44%	147 32%	241 30%	358 35%	131 39%	216 32%	375 35%	133 34%	11 29%	110 32%	322 42%	284 28%	167 36%	301 41%	234 27%
					ce			a	a						ac		c	c	
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	724 33%	480 33%	41 34%	26 34%	21 28%	155 34%	238 29%	364 36%	117 35%	215 32%	363 34%	130 34%	14 38%	116 33%	304 39%	288 29%	162 35%	293 40%	242 27%
								a							ac		c	c	
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	721 33%	494 34%	31 26%	19 25%	26 35%	150 33%	252 31%	331 33%	128 38%	222 33%	347 32%	143 37%	9 24%	106 30%	302 39%	295 29%	145 31%	306 42%	242 27%
		b						a	a						ac		ac		
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	708 32%	443 31%	46 38%	20 27%	27 36%	171 37%	235 29%	347 34%	118 35%	199 29%	367 34%	133 35%	7 19%	108 31%	298 39%	278 28%	162 35%	285 39%	221 25%
						a		a	a		a				ac		c	c	
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	683 31%	473 33%	38 32%	25 33%	27 37%	120 26%	257 32%	286 28%	135 40%	231 34%	320 30%	125 32%	6 17%	115 33%	303 39%	247 25%	131 28%	284 39%	236 27%
		e			e			ab	d					c	ac			ac	

Impact of language on public attitudes to ageing

M2. Neutral summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	615 28%	410 28%	35 29%	19 26%	32 43%	116 25%	207 26%	283 28%	118 35%	196 29%	313 29%	97 25%	8 23%	93 27%	275 36%	229 23%	139 30%	254 35%	200 23%
					abce				ab						ac		c	c	
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	612 28%	413 28%	32 26%	17 23%	33 44%	116 25%	227 28%	258 25%	121 36%	183 27%	309 29%	113 29%	7 18%	114 33%	270 35%	211 21%	127 27%	283 38%	179 20%
					abce				ab					c	c		c	ac	
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	610 28%	409 28%	35 29%	21 27%	35 47%	110 24%	237 29%	256 25%	111 33%	187 27%	314 29%	103 27%	6 18%	103 30%	270 35%	221 22%	113 24%	272 37%	199 23%
					abce				b					c	c			ac	
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	578 26%	394 27%	31 25%	15 20%	26 36%	111 24%	193 24%	265 26%	110 33%	187 27%	285 26%	96 25%	10 27%	85 25%	269 35%	209 21%	117 25%	255 35%	188 21%
					ce				ab						ac			ac	
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	578 26%	395 27%	30 25%	20 26%	25 33%	107 23%	208 26%	262 26%	98 29%	173 25%	290 27%	106 27%	9 25%	100 29%	271 35%	191 19%	126 27%	258 35%	174 20%
					e									c	ac		c	ac	

Impact of language on public attitudes to ageing

M2. Neutral summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	573 26%	382 26%	33 27%	18 24%	28 38% ace	112 24%	213 26%	251 25%	102 30% b	179 26%	281 26%	105 27%	7 19%	84 24%	256 33% ac	213 21%	110 24%	238 32% ac	189 21%
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	561 26%	373 26%	32 27%	15 20%	25 34% c	115 25%	203 25%	250 25%	103 31% ab	191 28% d	266 25% d	99 26% d	3 9%	87 25%	253 33% ac	206 20%	118 25% c	242 33% ac	181 21%
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	558 26%	379 26% e	44 36% ae	23 31% e	25 33% e	86 19%	195 24%	237 23%	119 35% ab	172 25%	294 27%	85 22%	7 20%	81 23%	250 33% ac	209 21%	97 21%	266 36% ac	176 20%
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	532 24%	367 25%	23 19%	17 23%	22 29%	101 22%	183 23%	234 23%	109 32% ab	175 26%	253 23%	98 25%	6 16%	72 21%	252 33% ac	196 19%	114 24% c	235 32% ac	159 18%
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	461 21%	340 23% ce	28 23% ce	8 11%	24 32% ce	61 13%	158 19%	201 20%	96 29% ab	152 22%	224 21%	77 20%	7 19%	73 21%	194 25% c	183 18%	85 18%	209 28% ac	145 16%

Impact of language on public attitudes to ageing

M2. Neutral summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of the way our society currently works, some of us are more likely than others to be able to age well	736	358	255	97	248	457	131	584	116	587
	34%	30%	41%	35%	35%	33%	35%	34%	33%	34%
			a							
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	724	339	261	101	236	460	127	577	104	593
	33%	28%	42%	36%	33%	33%	34%	33%	30%	34%
			a	a						
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	721	338	265	99	245	447	122	568	109	573
	33%	28%	42%	35%	34%	32%	33%	33%	31%	33%
			ac	a						
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	708	323	269	89	245	435	124	559	122	550
	32%	27%	43%	31%	34%	31%	33%	32%	35%	31%
			ac							

Impact of language on public attitudes to ageing

M2. Neutral summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	683	334	233	98	208	448	116	542	103	540
	31%	28%	37%	35%	29%	32%	31%	31%	30%	31%
			a	a						
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	615	289	227	78	193	392	103	490	90	494
	28%	24%	36%	28%	27%	28%	28%	28%	26%	28%
			ac							
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	612	300	213	78	190	400	111	481	90	497
	28%	25%	34%	28%	27%	29%	30%	28%	26%	28%
			a							
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	610	311	210	75	181	404	114	474	89	488
	28%	26%	33%	27%	25%	29%	30%	27%	26%	28%
			ac							
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	578	282	209	74	196	355	113	446	87	462
	26%	23%	33%	26%	27%	25%	30%	26%	25%	26%
			ac							

Impact of language on public attitudes to ageing

M2. Neutral summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	578 26%	285 24%	202 32% a	74 26%	185 26%	367 26%	102 27%	456 26%	95 27%	458 26%
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	573 26%	292 24%	187 30% a	73 26%	191 27%	355 25%	104 28%	443 25%	87 25%	456 26%
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	561 26%	282 23%	187 30% a	73 26%	191 27%	348 25%	107 29%	432 25%	108 31% b	426 24%
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	558 26%	261 22%	202 32% a	78 28% a	181 25%	354 25%	117 31% b	419 24%	104 30% b	426 24%

Impact of language on public attitudes to ageing

M2. Neutral summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	532	252	191	73	179	328	107	404	100	404
	24%	21%	30%	26%	25%	23%	29%	23%	29%	23%
		a					b		b	
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	461	224	171	51	174	262	97	347	94	343
	21%	19%	27%	18%	24%	19%	26%	20%	27%	20%
		ac			b		b		b	

Significance Level: 95%

If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives

Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others

Impact of language on public attitudes to ageing

M2. Unpersuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender				Age				Region of England									Social grade	
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
	a	b	c		a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	619	313	303	3	165	132	198	124	31	74	56	61	63	83	78	112	60	331	288
	28%	29%	27%	38%	27%	25%	29%	35%	28%	26%	26%	27%	34%	34%	23%	31%	27%	27%	29%
								ab					g	bg		g			
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	597	280	316	2	173	137	177	110	35	75	64	64	52	69	73	100	66	338	260
	27%	26%	28%	25%	28%	26%	26%	31%	32%	26%	30%	28%	28%	28%	22%	28%	30%	28%	27%
									g		g					g	g		
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	590	296	291	2	167	118	190	115	23	79	61	52	52	71	76	115	61	324	266
	27%	28%	26%	25%	27%	22%	28%	32%	21%	28%	28%	23%	28%	29%	23%	32%	27%	27%	27%
							b	b								adg			
Because of the way our society currently works, some of us are more likely than others to be able to age well	572	264	307	2	176	130	166	101	33	91	47	56	53	69	65	89	70	321	251
	26%	25%	28%	25%	28%	24%	25%	28%	30%	32%	22%	25%	28%	28%	19%	25%	31%	27%	26%
									g	cg			g	g		cg			
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	555	272	280	2	166	135	163	91	19	76	49	55	59	67	85	91	54	306	249
	25%	26%	25%	25%	27%	25%	24%	25%	18%	27%	23%	24%	31%	28%	25%	25%	24%	25%	25%
													a						

Impact of language on public attitudes to ageing

M2. Unpersuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender				Age				Region of England									Social grade	
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
	a	b	c		a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	503	239	261	3	146	125	144	87	29	58	44	56	47	60	79	88	43	292	211
	23%	22%	23%	38%	24%	23%	21%	24%	26%	20%	21%	25%	25%	25%	23%	25%	19%	24%	22%
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	486	232	249	4	159	106	137	83	28	70	55	47	43	49	74	81	39	281	205
	22%	22%	22%	50%	26%	20%	20%	23%	26%	24%	26%	21%	23%	20%	22%	23%	17%	23%	21%
					bc						i								
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	454	212	239	3	148	109	130	67	29	65	40	48	40	61	69	62	41	244	210
	21%	20%	22%	38%	24%	20%	19%	19%	26%	23%	19%	21%	21%	25%	21%	17%	18%	20%	22%
					c				h					h					
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	444	208	233	3	145	111	115	74	22	61	48	45	43	46	72	68	40	263	181
	20%	20%	21%	38%	23%	21%	17%	21%	20%	21%	23%	20%	23%	19%	21%	19%	18%	22%	19%
					c														
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	422	207	211	4	117	95	143	67	25	48	37	40	46	45	63	70	47	245	177
	19%	19%	19%	50%	19%	18%	21%	19%	23%	17%	18%	18%	24%	19%	19%	20%	21%	20%	18%
													b						
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	420	205	213	2	145	92	119	64	23	57	44	50	37	49	66	54	41	227	193
	19%	19%	19%	25%	23%	17%	18%	18%	21%	20%	21%	22%	19%	20%	20%	15%	18%	19%	20%
					bc							h							

Impact of language on public attitudes to ageing

M2. Unpersuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	397	184	211	2	158	92	98	49	21	59	36	43	36	42	62	58	40	205	192
	18%	17%	19%	25%	26%	17%	14%	14%	19%	20%	17%	19%	19%	17%	18%	16%	18%	17%	20%
					bcd														
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	393	206	184	3	136	86	116	56	20	55	31	43	34	55	56	57	43	220	173
	18%	19%	17%	38%	22%	16%	17%	16%	18%	19%	14%	19%	18%	23%	17%	16%	19%	18%	18%
					bcd									ch					
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	382	186	195	1	122	87	100	73	14	49	38	48	32	50	57	60	33	217	166
	17%	17%	18%	13%	20%	16%	15%	21%	13%	17%	18%	21%	17%	21%	17%	17%	15%	18%	17%
					c			c											
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	329	153	174	3	127	86	78	38	20	57	39	27	31	31	48	37	38	180	150
	15%	14%	16%	38%	21%	16%	11%	11%	19%	20%	18%	12%	16%	13%	14%	10%	17%	15%	15%
					bcd	cd			h	dfh	h		h			h			

Impact of language on public attitudes to ageing

M2. Unpersuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	619	549	70	602	17	156	455	299	309	393	221	414	195	211	169	234	362	249
	28%	30%	21%	28%	26%	26%	29%	29%	27%	27%	31%	29%	27%	27%	26%	32%	30%	26%
		b									a				ab			
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	597	528	69	582	15	160	425	294	293	397	194	394	193	225	164	201	347	247
	27%	28%	21%	27%	24%	26%	28%	29%	26%	27%	27%	27%	27%	29%	25%	27%	29%	26%
		b																
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	590	516	74	576	14	150	426	284	297	370	212	385	194	199	163	221	336	250
	27%	28%	22%	27%	22%	25%	28%	28%	26%	25%	30%	27%	27%	26%	25%	30%	28%	26%
		b									a				b			
Because of the way our society currently works, some of us are more likely than others to be able to age well	572	502	71	557	15	156	408	279	287	374	194	363	202	213	156	198	316	251
	26%	27%	21%	26%	24%	26%	26%	27%	25%	26%	27%	25%	28%	27%	24%	27%	26%	26%
		b																
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	555	475	80	541	14	168	379	261	287	360	187	353	191	225	142	179	327	226
	25%	26%	24%	26%	22%	28%	25%	25%	25%	25%	26%	25%	26%	29%	22%	24%	27%	24%
														bc				

Impact of language on public attitudes to ageing

M2. Unpersuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	503 23%	428 23%	75 23%	487 23%	16 25%	149 25%	344 22%	241 23%	256 23%	318 22%	178 25%	325 23%	167 23%	185 24%	142 22%	170 23%	285 23%	217 23%
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	486 22%	409 22%	77 23%	472 22%	14 22%	137 22%	336 22%	242 24%	236 21%	316 22%	165 23%	284 20%	195 27% ac	191 25%	138 21%	152 21%	278 23%	204 21%
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	454 21%	391 21%	63 19%	438 21%	16 25%	124 20%	314 20%	216 21%	230 20%	296 20%	153 22%	281 20%	165 23%	185 24% bc	123 19%	139 19%	260 21%	192 20%
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	444 20%	384 21%	60 18%	428 20%	17 26%	127 21%	308 20%	218 21%	222 20%	285 20%	151 21%	258 18%	176 24% ac	163 21%	131 20%	142 19%	254 21%	187 20%
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	422 19%	364 20%	58 18%	410 19%	12 19%	135 22% b	279 18%	202 20%	216 19%	262 18%	152 21%	257 18%	153 21%	156 20%	113 17%	147 20%	249 21%	171 18%
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	420 19%	352 19%	68 20%	407 19%	13 21%	122 20%	290 19%	194 19%	221 20%	259 18%	155 22% ac	229 16%	182 25% ac	163 21%	124 19%	126 17%	241 20%	177 19%

Impact of language on public attitudes to ageing

M2. Unpersuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	397	333	64	381	16	114	272	195	194	252	140	233	156	164	131	97	226	169
	18%	18%	19%	18%	25%	19%	18%	19%	17%	17%	20%	16%	22%	21%	20%	13%	19%	18%
											c		ac	c	c			
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	393	336	57	381	12	114	272	182	204	258	131	242	144	155	107	126	219	172
	18%	18%	17%	18%	18%	19%	18%	18%	18%	18%	18%	17%	20%	20%	16%	17%	18%	18%
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	382	328	55	372	10	120	252	186	186	232	145	226	149	144	106	130	211	169
	17%	18%	16%	18%	15%	20%	16%	18%	16%	16%	20%	16%	21%	19%	16%	18%	17%	18%
											ac		ac					
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	329	273	57	316	13	106	217	162	161	215	107	175	144	141	110	77	188	138
	15%	15%	17%	15%	20%	17%	14%	16%	14%	15%	15%	12%	20%	18%	17%	10%	16%	14%
										c			abc	c	c			

Impact of language on public attitudes to ageing

M2. Unpersuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	619	371	36	19	23	169	194	314	105	179	305	120	14	100	253	250	179	228	181
	28%	26%	30%	25%	31%	37%	24%	31%	31%	26%	28%	31%	40%	29%	33%	25%	38%	31%	20%
					ac			a	a								bc	c	
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	597	390	33	22	20	133	180	312	100	172	307	105	11	98	252	233	149	247	180
	27%	27%	27%	29%	26%	29%	22%	31%	30%	25%	28%	27%	31%	28%	33%	23%	32%	34%	20%
								a	a								c	c	
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	590	377	25	18	25	144	183	294	104	171	292	116	11	86	241	244	145	245	180
	27%	26%	21%	24%	34%	31%	22%	29%	31%	25%	27%	30%	29%	25%	31%	24%	31%	33%	20%
					b	ab		a	a								c	c	
Because of the way our society currently works, some of us are more likely than others to be able to age well	572	374	29	16	29	124	175	278	112	165	298	97	11	100	235	225	162	220	167
	26%	26%	24%	22%	38%	27%	22%	27%	33%	24%	28%	25%	30%	29%	31%	22%	35%	30%	19%
					abce			a	ab					c	c		c	c	
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	555	366	33	18	20	117	195	237	115	175	259	111	8	99	243	195	130	217	182
	25%	25%	27%	25%	27%	25%	24%	23%	34%	26%	24%	29%	24%	29%	32%	19%	28%	29%	21%
								ab						c	c		c	c	

Impact of language on public attitudes to ageing

M2. Unpersuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	503 23%	311 21%	28 23%	17 23%	31 41%	117 25%	179 22%	213 21%	104 31%	154 23%	246 23%	95 25%	9 24%	100 29%	208 27%	181 18%	116 25%	196 27%	170 19%
					abce				ab					c	c		c	c	
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	486 22%	320 22%	27 22%	16 21%	22 29%	99 22%	173 21%	218 21%	89 26%	159 23%	229 21%	89 23%	7 20%	91 26%	214 28%	173 17%	113 24%	218 30%	137 15%
														c	c		c	ac	
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	454 21%	299 21%	27 22%	16 21%	25 34%	87 19%	140 17%	215 21%	93 27%	138 20%	234 22%	76 20%	5 14%	75 21%	201 26%	164 16%	107 23%	201 27%	130 15%
					abe			a	ab					c	c		c	c	
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	444 20%	297 20%	22 18%	12 16%	20 27%	93 20%	144 18%	206 20%	87 26%	145 21%	208 19%	83 21%	8 24%	76 22%	199 26%	158 16%	103 22%	190 26%	137 15%
									ab					c	c		c	c	
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	422 19%	268 18%	26 22%	13 18%	19 25%	96 21%	129 16%	206 20%	81 24%	139 20%	197 18%	77 20%	9 24%	78 22%	187 24%	143 14%	107 23%	177 24%	117 13%
								a	a					c	c		c	c	

Impact of language on public attitudes to ageing

M2. Unpersuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	420	275	24	14	23	82	141	186	86	139	196	78	5	94	175	137	91	181	129
	19%	19%	20%	19%	31% ae	18%	17%	18%	25% ab	20%	18%	20%	13%	27% c	23% c	14%	19% c	25% ac	15%
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	397	253	36	20	20	67	113	180	98	122	196	73	6	71	169	143	69	189	121
	18%	17%	30% ae	27% ae	27% ae	15%	14%	18%	29% ab	18%	18%	19%	16%	20% c	22% c	14%	15% c	26% ac	14%
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	393	259	22	13	20	79	126	187	74	123	194	68	7	76	173	134	78	159	135
	18%	18%	18%	17%	27% ae	17%	16%	18%	22% a	18%	18%	18%	19%	22% c	22% c	13%	17% c	22% ac	15%
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	382	250	18	14	12	88	109	186	81	134	176	65	7	64	174	135	91	165	106
	17%	17%	15%	19%	16%	19%	13%	18%	24% ab	20%	16%	17%	20%	18% c	23% c	13%	19% c	22% c	12%
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	329	233	21	8	20	48	104	137	85	109	159	54	7	57	144	119	68	141	102
	15%	16% e	17% e	10%	27% ace	10%	13%	13%	25% ab	16%	15%	14%	20%	16% c	19% c	12%	15% c	19% c	12%

Impact of language on public attitudes to ageing

M2. Unpersuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could	619	292	204	99	218	377	93	508	85	507
	28%	24%	32%	35%	31%	27%	25%	29%	25%	29%
			a	a						
Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could	597	274	201	104	216	359	101	481	83	490
	27%	23%	32%	37%	30%	26%	27%	28%	24%	28%
			a	a	b					
Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others	590	268	196	107	225	339	90	474	75	486
	27%	22%	31%	38%	32%	24%	24%	27%	22%	28%
			a	ab	b					a
Because of the way our society currently works, some of us are more likely than others to be able to age well	572	279	186	87	209	340	83	470	74	472
	26%	23%	30%	31%	29%	24%	22%	27%	21%	27%
			a	a	b					a

Impact of language on public attitudes to ageing

M2. Unpersuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Our longer lives are an opportunity - for the economy, for society and for us all as individuals	555	277	177	81	170	358	93	437	86	437
	25%	23%	28%	29%	24%	26%	25%	25%	25%	25%
		a	a							
When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age	503	259	157	69	136	344	92	389	63	409
	23%	21%	25%	24%	19%	25%	25%	22%	18%	23%
						a				a
It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large	486	241	157	68	140	320	87	383	66	400
	22%	20%	25%	24%	20%	23%	23%	22%	19%	23%
			a							
Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities	454	218	150	73	169	262	77	359	73	358
	21%	18%	24%	26%	24%	19%	21%	21%	21%	20%
			a	a	b					
Our experience of ageing can be improved if we organise and fund our society better and work together as a community	444	209	159	62	155	270	85	345	68	353
	20%	17%	25%	22%	22%	19%	23%	20%	20%	20%
			a							

Impact of language on public attitudes to ageing

M2. Unpersuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
We all need support at different times across our lives, and we all want to live in communities where we look out for one another	422	218	132	58	142	259	81	323	76	325
	19%	18%	21%	21%	20%	18%	22%	19%	22%	19%
As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life	420	210	133	58	146	256	85	316	78	322
	19%	17%	21%	21%	20%	18%	23% b	18%	22%	18%
Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.	397	197	129	56	140	238	95	287	75	301
	18%	16%	21% a	20%	20%	17%	25% b	16%	22% b	17%
Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things	393	198	131	48	122	249	74	299	67	300
	18%	16%	21% a	17%	17%	18%	20%	17%	19%	17%

Impact of language on public attitudes to ageing

M2. Unpersuasive summary: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives	382	176	132	60	137	226	79	289	67	296
	17%	15%	21%	21%	19%	16%	21%	17%	19%	17%
			a	a			b			
Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others	329	150	128	37	124	183	66	243	66	240
	15%	12%	20%	13%	17%	13%	18%	14%	19%	14%
			ac		b			b		

Significance Level: 95%

If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives

Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others

Impact of language on public attitudes to ageing

M1_1. Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	4	2	3	-	2	1	1	-	-	-	-	1	-	-	2	2	-	3	1
		*	*	*	-	*	*	*	-	-	-	-	*	-	-	1%	1%	-	*	*
1	(1.0)	9	7	3	-	2	2	2	4	-	1	-	2	2	-	1	2	1	4	5
		*	1%	*	-	*	*	*	1%	-	*	-	1%	1%	-	*	1%	1%	*	*
2	(2.0)	10	3	7	-	5	3	1	1	1	3	-	1	1	-	1	2	-	2	8
		*	*	1%	-	1%	1%	*	*	1%	1%	-	*	1%	-	*	1%	-	*	1%
3	(3.0)	15	9	7	-	7	3	5	1	1	3	1	2	-	-	5	-	4	12	3
		1%	1%	1%	-	1%	1%	1%	*	1%	1%	1%	1%	-	-	1%	-	2%	1%	*
4	(4.0)	28	14	14	-	21	5	2	1	-	5	5	4	2	3	6	1	3	15	13
		1%	1%	1%	-	3%	1%	*	*	-	2%	2%	2%	1%	1%	2%	*	1%	1%	1%
5	(5.0)	111	56	54	2	44	33	27	8	6	17	7	10	12	15	17	17	12	66	46
		5%	5%	5%	25%	7%	6%	4%	2%	6%	6%	3%	4%	6%	6%	5%	5%	5%	5%	5%
6	(6.0)	153	92	60	1	62	42	42	8	6	18	16	16	16	17	35	15	15	90	64
		7%	9%	5%	13%	10%	8%	6%	2%	5%	6%	7%	7%	8%	7%	10%	4%	7%	7%	6%
7	(7.0)	314	164	150	-	104	87	89	34	18	36	35	34	21	30	51	56	33	170	145
		14%	15%	13%	-	17%	16%	13%	10%	17%	12%	17%	15%	11%	12%	15%	16%	15%	14%	15%
8	(8.0)	516	265	250	2	135	127	166	88	25	72	52	52	43	54	76	95	48	280	236
		24%	25%	22%	25%	22%	24%	25%	25%	23%	25%	24%	23%	23%	22%	23%	27%	21%	23%	24%
9	(9.0)	407	200	206	1	90	93	151	73	26	46	46	45	36	43	58	68	39	237	170
		19%	19%	19%	13%	15%	17%	22%	21%	24%	16%	22%	20%	19%	18%	17%	19%	17%	20%	17%
10 - Very accurate	(10.0)	577	232	342	2	126	123	190	139	23	83	50	58	51	75	78	92	67	312	266
		26%	22%	31%	25%	20%	23%	28%	39%	21%	29%	24%	26%	27%	31%	23%	26%	30%	26%	27%
Don't know		38	21	17	-	20	15	3	-	3	5	1	3	5	5	5	8	3	16	22
		2%	2%	2%	-	3%	3%	*	-	3%	2%	*	1%	3%	2%	2%	2%	1%	1%	2%
Net: Accurate		1815	860	947	5	455	430	595	334	92	236	184	189	151	202	263	310	187	999	816
		83%	81%	85%	63%	74%	81%	88%	94%	84%	82%	86%	83%	80%	83%	78%	87%	83%	83%	83%
				a		a	a	ab	abc	c		g		c		eg				

Impact of language on public attitudes to ageing

M1_1. Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	293	162	128	3	126	80	71	16	12	40	28	29	29	35	58	33	29	171	123
	13%	15%	12%	38%	20%	15%	10%	5%	11%	14%	13%	13%	16%	14%	17%	9%	13%	14%	13%
		b			bcd	cd	d						h		h				
Net: Inaccurate	179	90	87	2	81	47	38	14	9	28	13	19	17	18	32	24	19	103	76
	8%	8%	8%	25%	13%	9%	6%	4%	8%	10%	6%	8%	9%	7%	10%	7%	9%	9%	8%
					bcd	cd													
Median 1	8	8	9	8	8	8	9	9	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2147	1043	1094	8	598	518	675	356	106	282	213	224	184	237	331	349	221	1192	955
Mean Score	8.12	7.97	8.26	7.63	7.67	8.00	8.32	8.67	8.10	8.12	8.16	8.07	8.11	8.31	7.89	8.19	8.16	8.10	8.14
		a			a	a	ab	abc						g		g			
Standard Deviation	1.747	1.742	1.739	2.066	1.922	1.716	1.589	1.556	1.653	1.813	1.555	1.828	1.818	1.596	1.857	1.702	1.787	1.753	1.741
Standard Error	.038	.054	.052	.730	.075	.075	.062	.088	.166	.108	.106	.118	.131	.113	.098	.093	.121	.049	.059
Error variance	*	*	*	.53	.01	.01	*	.01	.03	.01	.01	.01	.02	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

M1_1. Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	4	3	1	4	-	1	3	2	2	3	2	-	4	1	3	1	2	2
		*	*	*	*	-	*	*	*	*	*	*	-	1%	*	*	*	*	*
														c					
1	(1.0)	9	8	1	9	-	6	4	6	3	5	5	8	1	5	1	3	5	4
		*	*	*	*	-	1%	*	1%	*	*	1%	1%	*	1%	*	*	*	*
							b												
2	(2.0)	10	10	-	10	-	2	6	6	2	9	1	7	2	4	4	1	7	3
		*	1%	-	*	-	*	*	1%	*	1%	*	*	*	1%	1%	*	1%	*
3	(3.0)	15	12	4	15	-	3	11	10	5	10	5	5	9	5	7	3	8	6
		1%	1%	1%	1%	-	*	1%	1%	*	1%	1%	*	1%	1%	1%	*	1%	1%
														c					
4	(4.0)	28	20	8	27	1	5	24	10	18	21	7	13	14	16	10	2	14	14
		1%	1%	3%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	2%	1%	*	1%	1%
				a										c	c	c			
5	(5.0)	111	92	20	106	6	33	76	45	64	65	42	62	45	49	36	24	49	61
		5%	5%	6%	5%	9%	5%	5%	4%	6%	4%	6%	4%	6%	6%	5%	3%	4%	6%
				a										c	c	a		a	
6	(6.0)	153	121	33	146	8	32	117	71	79	94	59	81	70	61	57	32	78	75
		7%	7%	10%	7%	12%	5%	8%	7%	7%	6%	8%	6%	10%	8%	9%	4%	6%	8%
				a		a						c		ac	c	c			
7	(7.0)	314	263	51	306	9	70	243	133	182	210	101	194	117	128	102	81	163	150
		14%	14%	15%	14%	13%	11%	16%	13%	16%	14%	14%	14%	16%	17%	16%	11%	13%	16%
								a		a				c	c				
8	(8.0)	516	448	68	499	17	133	377	232	273	333	181	333	180	185	156	171	294	218
		24%	24%	21%	24%	27%	22%	24%	23%	24%	23%	25%	23%	25%	24%	24%	23%	24%	23%
9	(9.0)	407	347	60	397	9	121	281	195	210	269	135	282	123	129	111	163	222	185
		19%	19%	18%	19%	14%	20%	18%	19%	19%	18%	19%	20%	17%	17%	17%	22%	18%	19%
																	ab		
10 - Very accurate	(10.0)	577	499	78	564	13	197	371	303	270	417	159	437	138	170	154	249	344	227
		26%	27%	24%	27%	21%	32%	24%	30%	24%	29%	22%	30%	19%	22%	24%	34%	28%	24%
							b		b		bd		bd		c	ab	ab	b	
Don't know		38	32	6	37	1	6	30	12	22	22	12	16	19	21	14	3	26	11
		2%	2%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%	3%	3%	2%	*	2%	1%
														c	c	c			
Net: Accurate		1815	1557	258	1766	48	520	1273	862	935	1229	576	1247	558	613	524	664	1023	780
		83%	84%	78%	83%	76%	85%	82%	84%	83%	84%	81%	87%	77%	79%	80%	90%	84%	82%
			b		b						d		bd			ab			

Impact of language on public attitudes to ageing

M1_1. Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	293 13%	232 13%	61 18% a	278 13%	15 23% a	70 12%	217 14%	126 12%	161 14%	179 12%	108 15% c	156 11%	129 18% ac	126 16% c	102 16% c	59 8%	142 12%	150 16% a
Net: Inaccurate	179 8%	144 8%	35 10%	172 8%	7 11%	50 8%	123 8%	80 8%	94 8%	112 8%	62 9%	95 7%	76 11% ac	80 10% c	60 9% c	35 5%	86 7%	90 9% a
Median 1	8	8	8	8	8	9	8	8	8	8	8	9	8	8	8	9	8	8
Base for stats	2147	1822	325	2084	63	602	1513	1013	1108	1435	697	1423	704	755	641	731	1188	945
Mean Score	8.12	8.16	7.90	8.13	7.82	8.30	8.05	8.20	8.06	8.19	8.00	8.31	7.79	7.89	7.95	8.52	8.21	8.01
		b				b				bd	d	bd				ab	b	
Standard Deviation	1.747	1.726	1.851	1.749	1.667	1.794	1.707	1.799	1.681	1.743	1.743	1.664	1.818	1.806	1.800	1.556	1.728	1.759
Standard Error	.038	.042	.083	.039	.155	.073	.044	.056	.051	.046	.066	.045	.067	.064	.070	.060	.051	.056
Error variance	*	*	.01	*	.02	.01	*	*	*	*	*	*	*	*	*	*	*	*

Impact of language on public attitudes to ageing

M1_1. Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	4*	3*	1	-	-	-	1*	2*	1*	1*	2*	1*	-	3	1*	1*	2*	1*	1*
				1%	-	-	-							-	1%	*	*	*	*	*
1	(1.0)	9*	5*	-	-	-	5	1*	7	1*	2*	7	-	-	1*	1*	7	-	3*	5
				-	-	-	1%		1%	*	*	1%	-	-	*	*	1%	-	*	1%
2	(2.0)	10*	9	-	-	1	-	3*	4*	4	4	6	-	-	3	5	2	1*	4	4*
			1%	-	-	1%	-		*	1%	1%	1%	-	-	1%	1%	*	*	1%	*
3	(3.0)	15	11	-	1	3	1	5	7	3	5	10	1	-	5	5	4	2	8	2
		1%	1%	-	2%	4%	*	1%	1%	1%	1%	1%	*	-	1%	1%	*	1%	1%	*
					e	abe								-	c				c	
4	(4.0)	28	23	3	*	-	1	13	10	4	12	12	4	-	9	10	9	6	16	6
		1%	2%	3%	1%	-	*	2%	1%	1%	2%	1%	1%	-	2%	1%	1%	1%	2%	1%
			e	e										-	c				c	
5	(5.0)	111	85	6	6	8	7	34	41	35	35	55	20	1	11	60	35	16	58	30
		5%	6%	5%	8%	11%	2%	4%	4%	10%	5%	5%	5%	3%	3%	8%	3%	3%	8%	3%
			e	e	e	ae			ab						ac				ac	
6	(6.0)	153	123	4	3	5	17	69	60	23	55	74	21	3	16	69	65	17	72	60
		7%	9%	4%	4%	7%	4%	9%	6%	7%	8%	7%	6%	9%	5%	9%	6%	4%	10%	7%
			be					b							ac			ac		a
7	(7.0)	314	213	24	15	10	52	124	136	52	106	146	56	5	46	122	137	51	119	127
		14%	15%	20%	20%	13%	11%	15%	13%	15%	16%	14%	15%	15%	13%	16%	14%	11%	16%	14%
				e	e													a		
8	(8.0)	516	339	34	13	16	112	204	241	68	158	269	81	8	68	177	256	100	177	213
		24%	23%	29%	17%	21%	25%	25%	24%	20%	23%	25%	21%	23%	20%	23%	25%	21%	24%	24%
															a					
9	(9.0)	407	266	14	12	14	101	147	203	55	123	201	74	8	74	126	202	110	110	178
		19%	18%	11%	16%	18%	22%	18%	20%	16%	18%	19%	19%	23%	21%	16%	20%	24%	15%	20%
			b			b									b		b	b		b
10 - Very accurate	(10.0)	577	346	31	22	14	163	204	289	77	168	275	122	10	109	176	279	158	146	251
		26%	24%	25%	29%	18%	36%	25%	28%	23%	25%	26%	32%	28%	31%	23%	28%	34%	20%	28%
						abd		c				ab			b		b	bc		b

Impact of language on public attitudes to ageing

M1_1. Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	38	28	3	2	4	-	7	16	15	12	22	5	-	3	17	9	2	22	4
	2%	2%	3%	3%	6%	-	1%	2%	4%	2%	2%	1%	-	1%	2%	1%	*	3%	1%
		e	e	e	ae				ab						c			ac	
Net: Accurate	1815	1164	103	62	53	428	678	869	252	555	891	334	32	297	601	874	420	552	769
	83%	80%	85%	82%	71%	93%	84%	86%	74%	82%	83%	87%	88%	85%	78%	87%	90%	75%	87%
		d	d			abcd	c	c				a		b	b		b	b	b
Net: Neutral	293	232	13	9	13	25	116	111	62	102	140	45	4	35	139	109	38	146	95
	13%	16%	11%	13%	18%	5%	14%	11%	18%	15%	13%	12%	12%	10%	18%	11%	8%	20%	11%
		e	e	e	e		b		b						ac			ac	
Net: Inaccurate	179	136	10	8	12	13	57	71	49	59	93	25	1	31	82	58	28	90	49
	8%	9%	8%	10%	16%	3%	7%	7%	14%	9%	9%	6%	3%	9%	11%	6%	6%	12%	6%
		e	e	e	ae				ab					c	c			ac	
Median 1	8	8	8	8	8	9	8	8	8	8	8	9	9	9	8	8	9	8	8
Base for stats	2147	1424	118	73	70	458	804	1001	323	669	1058	381	36	345	752	997	465	714	878
Mean Score	8.12	7.99	8.03	8.10	7.67	8.61	8.10	8.24	7.79	8.03	8.08	8.36	8.37	8.21	7.90	8.27	8.50	7.73	8.27
						abcd	c	c				ab		b	b	b	bc	b	b
Standard Deviation	1.747	1.783	1.734	1.756	1.964	1.492	1.657	1.733	1.954	1.757	1.796	1.588	1.417	1.959	1.763	1.634	1.635	1.825	1.653
Standard Error	.038	.047	.147	.198	.205	.073	.057	.057	.105	.066	.056	.084	.240	.106	.064	.052	.077	.069	.055
Error variance	*	*	.02	.04	.04	.01	*	*	.01	*	*	.01	.06	.01	*	*	.01	*	*

Impact of language on public attitudes to ageing

M1_1. Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people	
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
	Total	a	b	c	a	b	a	b	a	b
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%
0 - Very inaccurate	(0.0)	4 *	2 *	1 *	1 *	4 *	1 *	3 *	1 *	3 *
1	(1.0)	9 *	4 *	3 1%	2 1%	2 *	6 *	1 *	8 *	3 1%
2	(2.0)	10 *	3 *	6 1%	1 1%	1 *	3 *	5 1%	5 *	3 1%
3	(3.0)	15 1%	8 1%	7 1%	1 *	4 1%	8 1%	5 1%	8 *	6 2%
4	(4.0)	28 1%	16 1%	7 1%	5 2%	10 1%	16 1%	10 3%	16 1%	12 3%
5	(5.0)	111 5%	37 3%	59 9%	11 4%	49 7%	49 3%	27 7%	73 4%	25 7%
6	(6.0)	153 7%	88 7%	41 7%	22 8%	62 9%	90 6%	52 14%	97 6%	40 11%
7	(7.0)	314 14%	160 13%	102 16%	41 15%	100 14%	206 15%	64 17%	241 14%	66 19%
8	(8.0)	516 24%	296 25%	150 24%	49 17%	166 23%	344 25%	71 19%	433 25%	73 21%
9	(9.0)	407 19%	225 19%	110 17%	68 24%	110 15%	290 21%	54 15%	349 20%	57 16%

Impact of language on public attitudes to ageing

M1_1. Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very accurate	577	358	126	77	191	375	76	491	58	504
	26%	30%	20%	27%	27%	27%	20%	28%	17%	29%
Don't know	38	10	17	4	12	12	6	16	4	18
	2%	1%	3%	1%	2%	1%	2%	1%	1%	1%
Net: Accurate	1815	1040	488	235	567	1217	265	1513	255	1507
	83%	86%	78%	83%	80%	87%	71%	87%	73%	86%
Net: Neutral	293	142	107	38	121	155	90	186	77	201
	13%	12%	17%	14%	17%	11%	24%	11%	22%	11%
Net: Inaccurate	179	70	83	21	72	85	50	114	50	112
	8%	6%	13%	8%	10%	6%	13%	7%	14%	6%
Median 1	8	8	8	9	8	8	8	8	8	8
Base for stats	2147	1198	612	278	701	1392	367	1725	345	1731
Mean Score	8.12	8.27	7.79	8.17	8.00	8.23	7.57	8.26	7.50	8.27
		b	ac	b	a	a	b	a	b	a
Standard Deviation	1.747	1.665	1.854	1.812	1.809	1.661	1.960	1.658	1.952	1.656
Standard Error	.038	.048	.075	.109	.068	.045	.101	.040	.102	.040
Error variance	*	*	.01	.01	*	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M2_1. Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	14	5	9	-	4	6	3	1	-	2	-	4	-	2	2	3	1	8	7
		1%	*	1%	-	1%	1%	*	*	-	1%	-	2%	-	1%	1%	1%	1%	1%	1%
													c							
1	(1.0)	14	8	6	-	6	2	1	4	1	-	1	2	-	1	1	1	5	6	8
		1%	1%	1%	-	1%	*	*	1%	1%	-	1%	1%	-	1%	*	*	2%	*	1%
						c												begh		
2	(2.0)	19	13	6	-	5	3	8	4	1	3	2	3	3	4	2	1	1	11	9
		1%	1%	1%	-	1%	*	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	*	1%	1%
3	(3.0)	44	20	23	1	19	6	16	3	3	8	5	6	1	7	3	8	4	28	16
		2%	2%	2%	13%	3%	1%	2%	1%	3%	3%	2%	3%	1%	3%	1%	2%	2%	2%	2%
						bd														
4	(4.0)	66	38	28	-	25	18	15	8	1	11	6	5	5	9	10	8	9	36	30
		3%	4%	3%	-	4%	3%	2%	2%	1%	4%	3%	2%	3%	4%	3%	2%	4%	3%	3%
5	(5.0)	235	121	112	2	77	50	73	35	13	30	17	22	25	32	37	35	23	132	103
		11%	11%	10%	25%	12%	9%	11%	10%	12%	11%	8%	10%	13%	13%	11%	10%	10%	11%	10%
6	(6.0)	272	131	140	-	94	63	76	38	8	29	35	23	26	29	50	42	31	155	117
		12%	12%	13%	-	15%	12%	11%	11%	7%	10%	16%	10%	14%	12%	15%	12%	14%	13%	12%
						cd						ab			a					
7	(7.0)	384	197	186	1	106	103	112	63	22	48	50	40	32	34	58	66	34	202	182
		18%	19%	17%	13%	17%	19%	17%	18%	20%	17%	24%	18%	17%	14%	17%	18%	15%	17%	19%
											fi									
8	(8.0)	457	221	236	-	111	111	148	87	26	59	34	50	44	49	64	77	54	260	197
		21%	21%	21%	-	18%	21%	22%	24%	24%	21%	16%	22%	23%	20%	19%	22%	24%	22%	20%
								a										c		
9	(9.0)	255	132	122	1	60	77	88	30	17	31	28	19	20	26	49	43	22	148	107
		12%	12%	11%	13%	10%	15%	13%	9%	16%	11%	13%	8%	10%	11%	15%	12%	10%	12%	11%
							ad	d		d					d					
10 - Very persuasive	(10.0)	333	139	191	1	75	68	119	71	12	52	31	43	23	41	50	51	31	178	156
		15%	13%	17%	13%	12%	13%	18%	20%	11%	18%	15%	19%	12%	17%	15%	14%	14%	15%	16%
				a			ab	ab												
Don't know		91	37	52	2	36	25	19	11	5	13	4	10	11	7	8	23	9	45	46
		4%	4%	5%	25%	6%	5%	3%	3%	5%	5%	2%	4%	6%	3%	2%	6%	4%	4%	5%
						c								cg			cg			
Net: Persuasive		1430	689	735	3	352	360	467	251	77	190	143	151	118	150	221	237	142	788	641
		65%	65%	66%	38%	57%	67%	69%	71%	70%	66%	67%	67%	62%	62%	66%	66%	63%	65%	66%
							a	a	a											

Impact of language on public attitudes to ageing

M2_1. Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
	a	b	c		a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	573	290	281	2	195	132	164	82	22	70	57	51	56	71	98	85	62	322	250
	26%	27%	25%	25%	32%	25%	24%	23%	20%	24%	27%	22%	30%	29%	29%	24%	28%	27%	26%
					bcd														
Net: Unpersuasive	393	206	184	3	136	86	116	56	20	55	31	43	34	55	56	57	43	220	173
	18%	19%	17%	38%	22%	16%	17%	16%	18%	19%	14%	19%	18%	23%	17%	16%	19%	18%	18%
					bcd									ch					
Median 1	7	7	8	8	7	8	8	8	8	8	7	8	7	7	7	8	8	8	7
Base for stats	2094	1026	1060	6	581	508	659	345	104	274	209	217	178	235	328	335	215	1163	932
Mean Score	7.27	7.18	7.36	6.50	6.94	7.31	7.43	7.47	7.33	7.34	7.29	7.23	7.23	7.16	7.34	7.34	7.14	7.27	7.28
			a			a	a	a											
Standard Deviation	2.018	2.005	2.022	2.665	2.077	1.960	1.984	2.006	1.887	2.083	1.896	2.275	1.800	2.156	1.930	1.950	2.107	2.006	2.034
Standard Error	.044	.063	.062	1.088	.082	.087	.078	.115	.192	.126	.130	.149	.132	.153	.102	.109	.145	.057	.070
Error variance	*	*	*	1.18	.01	.01	.01	.01	.04	.02	.02	.02	.02	.02	.01	.01	.02	*	*

Impact of language on public attitudes to ageing

M2_1. Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	14	11	3	14	-	5	10	5	9	12	3	8	7	5	5	3	10	5
		1%	1%	1%	1%	-	1%	1%	*	1%	1%	*	1%	1%	1%	1%	*	1%	*
1	(1.0)	14	12	1	14	-	6	7	4	10	11	2	4	10	8	1	5	5	9
		1%	1%	*	1%	-	1%	*	*	1%	1%	*	*	1%	1%	*	1%	*	1%
													bc	b					
2	(2.0)	19	18	1	19	1	8	10	11	7	13	5	13	4	10	3	5	13	6
		1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	(3.0)	44	37	7	42	2	14	28	21	21	27	17	25	20	19	10	15	27	16
		2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%
4	(4.0)	66	53	13	64	2	15	50	33	32	41	25	46	19	18	27	20	31	35
		3%	3%	4%	3%	4%	3%	3%	3%	3%	3%	4%	3%	3%	2%	4%	3%	3%	4%
																a			
5	(5.0)	235	204	31	228	7	65	167	107	125	153	79	146	86	95	61	78	133	101
		11%	11%	9%	11%	10%	11%	11%	10%	11%	11%	11%	10%	12%	12%	9%	11%	11%	11%
6	(6.0)	272	227	44	262	10	66	199	132	137	172	97	162	105	96	91	81	150	120
		12%	12%	13%	12%	15%	11%	13%	13%	12%	12%	14%	11%	15%	12%	14%	11%	12%	13%
														c					
7	(7.0)	384	327	57	372	12	103	278	164	216	245	134	251	130	148	115	118	209	173
		18%	18%	17%	18%	19%	17%	18%	16%	19%	17%	19%	17%	18%	19%	18%	16%	17%	18%
8	(8.0)	457	388	69	448	9	115	335	226	227	303	152	305	150	164	128	161	255	199
		21%	21%	21%	21%	13%	19%	22%	22%	20%	21%	21%	21%	21%	21%	20%	22%	21%	21%
						b													
9	(9.0)	255	215	40	242	13	71	180	122	130	183	71	172	80	85	91	78	139	115
		12%	12%	12%	11%	21%	12%	12%	12%	11%	13%	10%	12%	11%	11%	14%	11%	11%	12%
						a													
10 - Very persuasive	(10.0)	333	281	52	326	7	115	214	174	155	238	96	257	75	98	91	142	183	146
		15%	15%	16%	15%	11%	19%	14%	17%	14%	16%	13%	18%	10%	13%	14%	19%	15%	15%
							b		b		d		bd			ab			
Don't know		91	79	12	90	1	24	64	25	61	58	30	50	39	30	32	28	60	30
		4%	4%	4%	4%	2%	4%	4%	2%	5%	4%	4%	3%	5%	4%	5%	4%	5%	3%
									a				c				b		
Net: Persuasive		1430	1212	218	1388	41	405	1007	685	728	969	452	986	435	495	425	499	786	633
		65%	65%	66%	65%	65%	67%	65%	67%	64%	66%	64%	69%	60%	64%	65%	68%	65%	66%
											d		bd						

Impact of language on public attitudes to ageing

M2_1. Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	573	484	88	554	19	147	416	273	295	366	200	353	210	209	178	178	314	257
	26%	26%	27%	26%	29%	24%	27%	27%	26%	25%	28%	25%	29%	27%	27%	24%	26%	27%
Net: Unpersuasive	393	336	57	381	12	114	272	182	204	258	131	242	144	155	107	126	219	172
	18%	18%	17%	18%	18%	19%	18%	18%	18%	18%	18%	17%	20%	20%	16%	17%	18%	18%
Median 1	7	7	8	8	7	8	7	8	7	8	7	8	7	7	7	8	7	7
Base for stats	2094	1775	320	2031	63	585	1479	999	1070	1399	679	1389	685	746	623	706	1154	926
Mean Score	7.27	7.27	7.29	7.27	7.24	7.33	7.26	7.34	7.21	7.32	7.18	7.42	7.00	7.10	7.31	7.44	7.26	7.28
										d		bd				a		
Standard Deviation	2.018	2.015	2.035	2.021	1.924	2.163	1.952	2.008	2.014	2.061	1.930	1.987	2.041	2.047	1.947	2.028	2.029	2.002
Standard Error	.044	.050	.092	.045	.179	.089	.051	.063	.062	.055	.074	.054	.076	.073	.077	.079	.061	.064
Error variance	*	*	.01	*	.03	.01	*	*	*	*	.01	*	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

M2_1. Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	14	10	-	1	1	2	5	4	5	5	6	3	-	2	4	8	3	1	11
		1%	1%	-	2%	1%	*	1%	*	1%	1%	1%	1%	-	1%	1%	1%	1%	*	1%
																				b
1	(1.0)	14	9	-	-	1	4	4	9	1	8	4	-	1	6	6	2	4	9	-
		1%	1%	-	-	1%	1%	*	1%	*	1%	*	-	3%	2%	1%	*	1%	1%	-
											bc			bc	c			c	c	
2	(2.0)	19	13	-	1	-	5	4	11	5	6	10	3	-	6	7	6	6	4	9
		1%	1%	-	2%	-	1%	*	1%	1%	1%	1%	1%	-	2%	1%	1%	1%	1%	1%
														c	c					
3	(3.0)	44	30	1	*	4	9	8	26	10	12	26	4	2	12	14	18	7	21	16
		2%	2%	1%	1%	5%	2%	1%	3%	3%	2%	2%	1%	5%	3%	2%	2%	2%	3%	2%
						a			a	a										
4	(4.0)	66	44	2	3	4	13	24	30	12	18	35	12	2	12	25	30	13	17	33
		3%	3%	2%	3%	5%	3%	3%	3%	4%	3%	3%	3%	6%	3%	3%	3%	3%	2%	4%
5	(5.0)	235	153	18	7	11	45	81	107	42	73	114	46	2	38	116	70	45	108	65
		11%	11%	15%	10%	14%	10%	10%	11%	12%	11%	11%	12%	5%	11%	15%	7%	10%	15%	7%
														c	c			ac		
6	(6.0)	272	185	12	8	13	53	109	113	48	88	133	47	3	34	115	113	52	113	91
		12%	13%	10%	11%	18%	12%	13%	11%	14%	13%	12%	12%	9%	10%	15%	11%	11%	15%	10%
															ac	ac		ac	ac	
7	(7.0)	384	262	24	17	11	69	144	180	58	135	180	63	6	57	137	181	77	132	162
		18%	18%	20%	23%	15%	15%	18%	18%	17%	20%	17%	16%	17%	16%	18%	18%	17%	18%	18%
8	(8.0)	457	291	30	15	10	111	180	215	59	135	230	82	11	69	150	229	92	148	200
		21%	20%	25%	19%	14%	24%	22%	21%	18%	20%	21%	21%	29%	20%	20%	23%	20%	20%	23%
				d			d													
9	(9.0)	255	190	8	8	6	42	96	128	30	85	125	42	3	33	71	148	54	67	130
		12%	13%	7%	10%	8%	9%	12%	13%	9%	13%	12%	11%	7%	10%	9%	15%	12%	9%	15%
			be												ab	ab		bc	b	b
10 - Very persuasive	(10.0)	333	208	15	11	7	91	133	150	45	91	166	66	7	62	89	175	101	74	147
		15%	14%	13%	14%	9%	20%	16%	15%	13%	13%	15%	17%	19%	18%	12%	17%	22%	10%	17%
						ad									b	b		bc	b	b
Don't know		91	57	9	4	6	14	23	42	24	23	51	18	-	18	33	26	12	43	18
		4%	4%	8%	5%	9%	3%	3%	4%	7%	3%	5%	5%	-	5%	4%	3%	3%	6%	2%
				ae		ae				ab					c	c		ac		

Impact of language on public attitudes to ageing

M2_1. Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Persuasive	1430	951	77	50	35	313	554	674	191	447	702	253	26	220	448	733	324	421	639
	65%	65%	64%	67%	47%	68%	68%	66%	57%	66%	65%	66%	72%	63%	58%	73%	69%	57%	72%
		d	d	d	d	c	c	c	b						ab	b	b	b	
Net: Neutral	573	382	33	18	28	112	213	251	102	179	281	105	7	84	256	213	110	238	189
	26%	26%	27%	24%	38%	24%	26%	25%	30%	26%	26%	27%	19%	24%	33%	21%	24%	32%	21%
				ace					b						ac	ac	ac	ac	
Net: Unpersuasive	393	259	22	13	20	79	126	187	74	123	194	68	7	76	173	134	78	159	135
	18%	18%	18%	17%	27%	17%	16%	18%	22%	18%	18%	18%	19%	22%	22%	13%	17%	22%	15%
				ae					a					c	c		ac	ac	
Median 1	7	7	7	7	7	8	8	8	7	7	8	8	8	7	7	8	8	7	8
Base for stats	2094	1395	111	71	68	444	789	974	313	658	1029	368	36	331	735	980	455	693	864
Mean Score	7.27	7.26	7.28	7.22	6.59	7.41	7.40	7.27	6.95	7.19	7.29	7.37	7.24	7.14	6.97	7.55	7.48	6.95	7.46
		d	d	d	d	d	c	c	c						ab	b	b	b	
Standard Deviation	2.018	2.014	1.707	2.063	2.102	2.060	1.928	2.037	2.139	2.035	2.006	1.981	2.287	2.272	1.978	1.934	2.105	1.921	2.022
Standard Error	.044	.054	.149	.235	.223	.103	.067	.067	.117	.077	.063	.107	.387	.125	.073	.062	.100	.073	.068
Error variance	*	*	.02	.06	.05	.01	*	*	.01	.01	*	.01	.15	.02	.01	*	.01	.01	*

Impact of language on public attitudes to ageing

M2_1. Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
	Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726	
Total	2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%	
0 - Very unpersuasive	(0.0)	14 1%	13 1% b	1 *	1 *	4 1%	10 1%	2 *	11 1%	3 1%	10 1%
1	(1.0)	14 1%	6 *	4 1%	3 *	11 1%	1 *	12 1%	2 1%	11 1%	
2	(2.0)	19 1%	7 1%	8 1%	4 1%	14 1%	6 2%	12 1%	2 1%	16 1%	
3	(3.0)	44 2%	25 2%	11 2%	8 3%	28 2%	10 3%	33 2%	16 4%	27 2%	
4	(4.0)	66 3%	35 3%	22 3%	9 3%	43 3%	15 4%	50 3%	14 4%	49 3%	
5	(5.0)	235 11%	112 9%	86 14% ac	22 8%	76 11%	141 10%	40 11%	180 10%	30 9%	187 11%
6	(6.0)	272 12%	145 12%	79 13%	42 15%	95 13%	171 12%	49 13%	212 12%	43 12%	219 13%
7	(7.0)	384 18%	217 18%	114 18%	45 16%	125 18%	251 18%	59 16%	315 18%	76 22%	300 17%
8	(8.0)	457 21%	251 21%	135 22%	58 21%	134 19%	314 22%	74 20%	376 22%	62 18%	381 22%
9	(9.0)	255 12%	162 13% b	62 10%	30 11%	98 14%	156 11%	49 13%	205 12%	54 16% b	197 11%
10 - Very persuasive	(10.0)	333 15%	203 17% b	71 11%	47 17% b	109 15%	218 16%	54 15%	275 16%	39 11%	288 16% a

Impact of language on public attitudes to ageing

M2_1. Ageing is living. Across our lives we have different experiences, opportunities and challenges, and we contribute and need different things: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	91	33	36	12	29	45	13	58	7	63
	4%	3%	6%	4%	4%	3%	4%	3%	2%	4%
Net: Persuasive	1430	833	383	180	467	939	236	1171	232	1166
	65%	69%	61%	64%	65%	67%	63%	67%	67%	67%
Net: Neutral	573	292	187	73	191	355	104	443	87	456
	26%	24%	30%	26%	27%	25%	28%	25%	25%	26%
Net: Unpersuasive	393	198	131	48	122	249	74	299	67	300
	18%	16%	21%	17%	17%	18%	20%	17%	19%	17%
Median 1	7	8	7	8	7	8	7	8	7	8
Base for stats	2094	1175	593	270	684	1359	360	1683	341	1686
Mean Score	7.27	7.38	7.08	7.25	7.33	7.27	7.19	7.32	7.10	7.34
		b								a
Standard Deviation	2.018	2.038	1.916	2.102	1.972	2.038	2.067	1.998	2.058	1.991
Standard Error	.044	.059	.079	.128	.075	.055	.107	.049	.108	.049
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M1_2. Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	7	4	4	-	4	1	3	-	-	2	1	2	-	-	2	-	-	3	4
		*	*	*	-	1%	*	*	-	-	1%	1%	1%	-	-	1%	-	-	*	*
1	(1.0)	8	6	2	-	2	2	2	3	-	-	1	2	1	-	1	1	1	3	5
		*	1%	*	-	*	*	*	1%	-	-	1%	1%	1%	-	*	*	1%	*	1%
2	(2.0)	9	2	7	-	6	1	2	-	-	1	2	-	-	-	3	3	1	6	4
		*	*	1%	-	1%	*	*	-	-	*	1%	-	-	-	1%	1%	*	*	*
3	(3.0)	19	9	10	-	10	8	1	1	3	1	-	3	-	1	5	3	1	11	8
		1%	1%	1%	-	2%	1%	*	*	3%	*	-	1%	-	1%	2%	1%	1%	1%	1%
						c	c			bce										
4	(4.0)	24	10	14	-	17	6	1	-	1	4	1	3	-	2	8	3	2	14	10
		1%	1%	1%	-	3%	1%	*	-	1%	1%	1%	2%	-	1%	2%	1%	1%	1%	1%
						cd	c								e					
5	(5.0)	106	51	54	1	54	28	23	1	7	24	5	10	15	12	13	13	8	59	47
		5%	5%	5%	13%	9%	5%	3%	*	6%	8%	2%	4%	8%	5%	4%	3%	4%	5%	5%
						bcd	d	d			cghi			cgh						
6	(6.0)	112	58	55	-	53	35	21	3	3	17	8	8	10	11	26	14	15	64	49
		5%	5%	5%	-	9%	7%	3%	1%	3%	6%	4%	3%	5%	5%	8%	4%	7%	5%	5%
						cd	cd	d							dh					
7	(7.0)	228	128	96	3	75	72	57	24	14	24	29	26	13	23	29	48	22	136	92
		10%	12%	9%	38%	12%	14%	8%	7%	12%	8%	14%	12%	7%	10%	8%	13%	10%	11%	9%
			b			cd	cd				beg					beg				
8	(8.0)	428	229	197	2	116	120	135	57	24	59	46	47	30	50	68	71	34	230	199
		20%	22%	18%	25%	19%	23%	20%	16%	22%	20%	21%	21%	16%	21%	20%	20%	15%	19%	20%
			b				d													
9	(9.0)	426	213	213	-	98	97	153	77	18	39	46	43	47	47	60	71	56	245	181
		20%	20%	19%	-	16%	18%	23%	22%	17%	14%	21%	19%	25%	20%	18%	20%	25%	20%	19%
							a	a			b			bg			b	bg		
10 - Very accurate	(10.0)	787	339	446	1	172	152	272	190	39	113	71	83	69	91	117	123	82	427	359
		36%	32%	40%	13%	28%	29%	40%	53%	35%	39%	33%	37%	36%	37%	35%	35%	36%	35%	37%
			a				ab	abc												
Don't know		29	13	15	1	11	11	8	-	1	4	2	1	4	4	4	8	1	10	19
		1%	1%	1%	13%	2%	2%	1%	-	1%	1%	1%	*	2%	2%	1%	2%	1%	1%	2%
						d	d									d			a	
Net: Accurate		1870	910	952	6	461	442	618	349	94	234	192	198	159	211	274	313	193	1038	831
		86%	86%	86%	75%	75%	83%	91%	98%	86%	81%	90%	88%	84%	87%	82%	88%	86%	86%	85%
							a	ab	abc			bg	g			bg				

Impact of language on public attitudes to ageing

M1_2. Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	243	119	122	1	124	69	45	4	11	45	14	21	25	25	46	29	26	137	106
	11%	11%	11%	13%	20%	13%	7%	1%	10%	16%	7%	9%	13%	10%	14%	8%	11%	11%	11%
					bcd	cd	d			cdh			c		ch				
Net: Inaccurate	174	83	90	1	92	46	31	4	11	33	11	19	16	15	32	22	14	96	78
	8%	8%	8%	13%	15%	9%	5%	1%	10%	11%	5%	9%	8%	6%	10%	6%	6%	8%	8%
					bcd	cd	d			chi					c				
Median 1	9	9	9	7	8	8	9	10	9	9	9	9	9	9	9	9	9	9	9
Base for stats	2156	1050	1096	7	607	522	670	356	109	283	211	226	185	238	332	350	223	1197	958
Mean Score	8.40	8.31	8.50	7.43	7.84	8.17	8.71	9.13	8.32	8.31	8.43	8.37	8.53	8.56	8.23	8.44	8.50	8.39	8.41
					a	a	ab	abc						g					
Standard Deviation	1.790	1.774	1.802	1.512	2.075	1.763	1.563	1.267	1.780	1.927	1.741	1.893	1.673	1.565	1.983	1.693	1.716	1.763	1.825
Standard Error	.039	.055	.054	.571	.081	.077	.061	.072	.176	.114	.119	.121	.120	.110	.104	.092	.116	.049	.062
Error variance	*	*	*	.33	.01	.01	*	.01	.03	.01	.01	.01	.01	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

M1_2. Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	7	6	1	7	*	5	2	4	3	4	3	3	4	1	5	1	1	6
		*	*	*	*	1%	1%	*	*	*	*	*	*	1%	*	1%	*	*	1%
							b											a	
1	(1.0)	8	7	1	8	*	3	5	3	4	4	4	4	5	1	2	6	2	
		*	*	*	*	1%	1%	*	*	*	*	1%	*	1%	*	*	*	*	
2	(2.0)	9	9	1	9	1	3	6	7	2	8	1	6	3	1	5	3	5	4
		*	*	*	*	1%	1%	*	1%	*	*	*	*	*	1%	*	*	*	
3	(3.0)	19	12	6	18	1	4	14	7	11	11	6	10	7	9	7	2	9	10
		1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%
				a															
4	(4.0)	24	16	7	23	1	4	17	10	12	14	10	6	14	12	11	-	12	12
		1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	*	2%	2%	2%	-	1%	1%
				a								c		c	c	c			
5	(5.0)	106	88	19	102	4	28	77	46	57	65	37	54	48	55	35	16	50	54
		5%	5%	6%	5%	6%	5%	5%	5%	5%	4%	5%	4%	7%	7%	5%	2%	4%	6%
														ac	c	c			
6	(6.0)	112	87	25	106	7	27	85	42	71	64	47	55	55	51	44	14	59	52
		5%	5%	8%	5%	11%	4%	5%	4%	6%	4%	7%	4%	8%	7%	7%	2%	5%	5%
				a		a			a	a		ac		ac	c	c			
7	(7.0)	228	182	46	218	10	40	184	99	125	148	78	135	92	88	91	47	112	116
		10%	10%	14%	10%	16%	7%	12%	10%	11%	10%	11%	9%	13%	11%	14%	6%	9%	12%
				a		a		a						c	c	c		a	
8	(8.0)	428	361	68	415	13	114	312	197	227	292	133	268	157	164	126	134	231	197
		20%	19%	20%	20%	20%	19%	20%	19%	20%	20%	19%	19%	22%	21%	19%	18%	19%	21%
9	(9.0)	426	373	53	418	8	130	292	206	217	304	121	292	132	136	124	164	249	170
		20%	20%	16%	20%	13%	21%	19%	20%	19%	21%	17%	20%	18%	18%	19%	22%	21%	18%
			b				b		b	b	b			a		a			
10 - Very accurate	(10.0)	787	688	98	768	18	249	525	394	386	525	260	592	194	242	191	348	459	323
		36%	37%	30%	36%	28%	41%	34%	38%	34%	36%	37%	41%	27%	31%	29%	47%	38%	34%
			b		b		b		b	b	d	d	abd			ab			
Don't know		29	24	5	29	-	1	24	10	16	18	10	14	13	11	15	3	21	9
		1%	1%	2%	1%	-	*	2%	1%	1%	1%	1%	1%	2%	1%	2%	*	2%	1%
								a						c	c				
Net: Accurate		1870	1604	265	1820	49	532	1314	896	955	1269	592	1287	575	630	532	693	1052	806
		86%	87%	80%	86%	77%	87%	85%	87%	84%	87%	83%	89%	79%	81%	81%	94%	87%	84%
			b		b				b		bd		bd		ab				

Impact of language on public attitudes to ageing

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BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	243	191	52	231	12	59	178	97	140	143	93	114	118	118	90	30	121	119
	11%	10%	16%	11%	19%	10%	12%	9%	12%	10%	13%	8%	16%	15%	14%	4%	10%	12%
			a		a			a			ac		ac	c	c			
Net: Inaccurate	174	138	36	166	8	49	121	77	89	107	61	83	80	84	64	24	82	89
	8%	7%	11%	8%	12%	8%	8%	8%	8%	7%	9%	6%	11%	11%	10%	3%	7%	9%
			a								c		ac	c	c			a
Median 1	9	9	8	9	8	9	9	9	9	9	9	9	8	8	8	9	9	9
Base for stats	2156	1829	326	2092	64	607	1519	1015	1114	1439	700	1425	710	765	640	731	1193	947
Mean Score	8.40	8.47	8.04	8.42	7.82	8.54	8.35	8.49	8.34	8.46	8.33	8.64	8.00	8.15	8.11	8.94	8.52	8.26
		b		b		b				d	d	abd				ab	b	
Standard Deviation	1.790	1.761	1.911	1.778	2.076	1.880	1.745	1.783	1.774	1.737	1.866	1.650	1.919	1.869	1.912	1.425	1.715	1.869
Standard Error	.039	.043	.086	.039	.192	.076	.045	.056	.053	.046	.071	.044	.071	.066	.075	.055	.051	.059
Error variance	*	*	.01	*	.04	.01	*	*	*	*	.01	*	*	*	.01	*	*	*

Impact of language on public attitudes to ageing

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BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	7	6	1	-	*	-	1	5	1	3	1	3	-	1	1	5	2	2	4
		*	*	1%	-	1%	-	*	*	*	*	*	1%	-	*	*	*	*	*	*
													b							
1	(1.0)	8	5	-	-	-	3	2	6	*	4	4	-	-	3	*	4	1	3	3
		*	*	-	-	-	1%	*	1%	*	1%	*	-	-	1%	*	*	*	*	*
															b					
2	(2.0)	9	9	-	-	-	-	6	3	-	4	5	-	-	3	3	3	2	6	1
		*	1%	-	-	-	-	1%	*	-	1%	*	-	-	1%	*	*	1%	1%	*
																		c		
3	(3.0)	19	15	-	-	3	-	7	7	4	7	9	2	-	5	5	9	3	6	8
		1%	1%	-	-	4%	-	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%
			e			abe														
4	(4.0)	24	22	-	1	1	-	9	8	7	14	8	2	-	4	15	5	2	16	6
		1%	2%	-	2%	1%	-	1%	1%	2%	2%	1%	*	-	1%	2%	1%	*	2%	1%
			e		e					b	bc					c			ac	
5	(5.0)	106	87	7	2	6	4	33	39	34	38	48	16	4	13	61	26	16	67	20
		5%	6%	6%	3%	8%	1%	4%	4%	10%	6%	4%	4%	10%	4%	8%	3%	3%	9%	2%
			e	e		e				ab						ac			ac	
6	(6.0)	112	91	6	2	8	6	49	41	22	41	56	15	-	11	56	44	9	53	46
		5%	6%	5%	3%	11%	1%	6%	4%	6%	6%	5%	4%	-	3%	7%	4%	2%	7%	5%
			e	e		ce										ac			a	
7	(7.0)	228	161	14	7	15	32	91	94	39	67	120	40	1	27	93	105	40	87	97
		10%	11%	12%	9%	20%	7%	11%	9%	12%	10%	11%	10%	3%	8%	12%	10%	9%	12%	11%
			e			ace										a				
8	(8.0)	428	299	29	15	11	74	167	206	54	127	217	79	4	60	149	208	75	144	183
		20%	21%	24%	20%	15%	16%	21%	20%	16%	19%	20%	20%	12%	17%	19%	21%	16%	20%	21%
			e	e																a
9	(9.0)	426	274	20	13	11	107	146	216	61	134	208	75	9	54	124	238	109	132	171
		20%	19%	17%	17%	15%	23%	18%	21%	18%	20%	19%	20%	25%	15%	16%	24%	23%	18%	19%
						a										ab		b		
10 - Very accurate	(10.0)	787	458	44	32	18	232	294	377	107	230	389	148	18	163	253	350	207	210	337
		36%	32%	36%	43%	24%	51%	36%	37%	32%	34%	36%	38%	49%	47%	33%	35%	44%	28%	38%
					ad		abd								bc			bc		b

Impact of language on public attitudes to ageing

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BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	29	26	-	3	1	-	6	15	8	11	13	6	-	4	9	8	-	11	7
	1%	2%	-	4%	2%	-	1%	2%	2%	2%	1%	1%	-	1%	1%	1%	-	1%	1%
		e		be	e				a									a	
Net: Accurate	1870	1192	107	67	55	445	699	893	261	558	934	343	32	304	619	902	431	572	788
	86%	82%	88%	89%	74%	97%	86%	88%	77%	82%	87%	89%	90%	87%	80%	90%	92%	78%	89%
		d	d	d	abcd		c	c			a	a		b	b	b	b	b	b
Net: Neutral	243	199	13	5	15	10	90	87	63	94	113	32	4	28	132	75	26	137	72
	11%	14%	11%	7%	20%	2%	11%	9%	19%	14%	10%	8%	10%	8%	17%	7%	6%	19%	8%
		e	e	e	bce			ab		bc					ac			ac	
Net: Inaccurate	174	144	8	3	10	7	58	68	47	71	76	22	4	30	86	53	26	101	41
	8%	10%	7%	5%	14%	2%	7%	7%	14%	10%	7%	6%	10%	9%	11%	5%	6%	14%	5%
		e	e		ce			ab		bc				c	c			ac	
Median 1	9	9	9	9	8	10	9	9	9	9	9	9	9	9	8	9	9	8	9
Base for stats	2156	1426	121	72	73	458	806	1001	330	670	1066	380	36	345	760	998	467	725	875
Mean Score	8.40	8.20	8.43	8.76	7.69	9.07	8.39	8.51	8.08	8.24	8.43	8.57	8.92	8.58	8.17	8.51	8.76	7.99	8.54
		d	d	ad	abd		c	c			a	a	a	b	b	b	bc	b	b
Standard Deviation	1.790	1.877	1.693	1.473	1.997	1.290	1.760	1.754	1.944	1.944	1.726	1.668	1.540	1.958	1.832	1.687	1.642	1.947	1.667
Standard Error	.039	.050	.142	.166	.204	.063	.061	.057	.103	.072	.053	.089	.260	.105	.067	.053	.077	.073	.056
Error variance	*	*	.02	.03	.04	*	*	*	.01	.01	*	.01	.07	.01	*	*	.01	.01	*

Impact of language on public attitudes to ageing

M1_2. Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
	Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726	
Total	2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%	
0 - Very inaccurate	(0.0)	7 *	5 *	1 *	2 1%	4 1%	3 *	4 1% b	4 *	2 1%	5 *
1	(1.0)	8 *	3 *	3 *	2 1%	6 *	1 *	7 *	2 *	6 *	
2	(2.0)	9 *	5 *	1 *	3 1%	2 *	6 *	3 1%	6 *	4 1% b	5 *
3	(3.0)	19 1%	9 1%	7 1%	3 1%	10 1%	8 1%	3 1%	13 1%	7 2% b	11 1%
4	(4.0)	24 1%	14 1%	8 1%	2 1%	10 1%	13 1%	13 3% b	10 1%	8 2% b	15 1%
5	(5.0)	106 5%	36 3%	55 9% ac	10 3%	36 5%	55 4%	32 8% b	63 4%	35 10% b	61 4%
6	(6.0)	112 5%	58 5%	39 6%	11 4%	46 7%	64 5%	33 9% b	75 4%	30 9% b	74 4%
7	(7.0)	228 10%	114 9%	76 12%	31 11%	69 10%	156 11%	46 12%	174 10%	58 17% b	166 9%
8	(8.0)	428 20%	256 21%	111 18%	51 18%	152 21%	267 19%	86 23%	333 19%	82 24% b	325 19%
9	(9.0)	426 20%	226 19%	124 20%	65 23%	150 21%	271 19%	57 15%	367 21% a	52 15%	369 21% a

Impact of language on public attitudes to ageing

M1_2. Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Total	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people	
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very accurate	787	474	188	101	219	553	90	679	63	701
	36%	39%	30%	36%	31%	39%	24%	39%	18%	40%
		b	ac		b	a		a		a
Don't know	29	8	16	-	12	3	5	11	5	11
	1%	1%	3%	-	2%	*	1%	1%	1%	1%
					b					
Net: Accurate	1870	1071	498	249	591	1247	280	1553	256	1560
	86%	89%	79%	88%	83%	89%	75%	89%	73%	89%
		b		b		a		a		a
Net: Neutral	243	107	103	23	92	131	78	148	73	151
	11%	9%	16%	8%	13%	9%	21%	8%	21%	9%
			ac		b		b		b	
Net: Inaccurate	174	72	75	22	63	91	55	103	58	103
	8%	6%	12%	8%	9%	6%	15%	6%	17%	6%
			a		b		b		b	
Median 1	9	9	9	9	9	9	8	9	8	9
Base for stats	2156	1200	612	282	701	1401	368	1730	344	1738
Mean Score	8.40	8.54	8.13	8.40	8.25	8.53	7.76	8.57	7.52	8.60
		b				a		a		a
Standard Deviation	1.790	1.716	1.860	1.911	1.850	1.714	2.040	1.674	2.023	1.674
Standard Error	.039	.049	.075	.114	.070	.046	.104	.040	.106	.040
Error variance	*	*	.01	.01	*	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M2_2. Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	18	9	9	-	5	5	6	2	2	4	1	2	-	1	3	3	3	10	8
		1%	1%	1%	-	1%	1%	1%	1%	2%	1%	*	1%	-	*	1%	1%	1%	1%	1%
1	(1.0)	11	5	6	-	7	1	2	1	-	2	3	1	-	-	2	2	2	3	8
		1%	*	1%	-	1%	*	*	*	-	1%	1%	*	-	-	1%	1%	1%	*	1%
2	(2.0)	16	7	8	-	5	2	5	5	2	3	2	2	-	1	-	1	4	10	6
		1%	1%	1%	-	1%	*	1%	1%	2%	1%	1%	1%	-	1%	-	*	2%	1%	1%
										g	g	g					g			
3	(3.0)	32	11	20	1	17	4	7	3	4	2	7	1	*	-	7	4	7	15	17
		1%	1%	2%	13%	3%	1%	1%	1%	4%	1%	3%	*	*	-	2%	1%	3%	1%	2%
						bc				def		def			f		def			
4	(4.0)	60	37	22	1	27	12	16	4	3	12	7	6	5	4	10	10	3	34	26
		3%	3%	2%	13%	4%	2%	2%	1%	3%	4%	3%	3%	3%	2%	3%	3%	1%	3%	3%
						cd					b									
5	(5.0)	193	84	108	1	66	62	42	22	9	35	19	15	25	25	26	18	20	107	86
		9%	8%	10%	13%	11%	12%	6%	6%	8%	12%	9%	7%	13%	10%	8%	5%	9%	9%	9%
						cd	cd				dh			dgh	h					
6	(6.0)	209	108	101	-	72	59	52	26	7	19	19	23	22	19	32	46	21	115	94
		10%	10%	9%	-	12%	11%	8%	7%	7%	7%	9%	10%	12%	8%	9%	13%	9%	10%	10%
						cd	c									b				
7	(7.0)	336	176	158	1	102	87	104	43	17	38	41	31	27	42	50	55	36	181	155
		15%	17%	14%	13%	16%	16%	15%	12%	15%	13%	19%	14%	14%	17%	15%	15%	16%	15%	16%
8	(8.0)	428	220	208	-	115	98	134	81	25	53	37	46	31	54	78	72	33	255	173
		20%	21%	19%	-	19%	18%	20%	23%	23%	19%	17%	20%	16%	22%	23%	20%	15%	21%	18%
															i	i		b		
9	(9.0)	312	148	163	1	65	78	114	55	18	36	27	35	30	47	41	48	29	175	137
		14%	14%	15%	13%	11%	15%	17%	16%	17%	13%	13%	15%	16%	19%	12%	13%	13%	14%	14%
						a	a	a						bg						
10 - Very persuasive	(10.0)	504	233	269	1	113	105	179	107	20	76	44	58	41	44	80	82	58	271	233
		23%	22%	24%	13%	18%	20%	26%	30%	18%	26%	21%	26%	22%	18%	24%	23%	26%	22%	24%
						ab	ab			f										
Don't know		66	25	39	2	23	20	18	6	2	7	6	6	8	4	7	18	8	31	36
		3%	2%	4%	25%	4%	4%	3%	2%	2%	3%	3%	3%	4%	2%	2%	5%	4%	3%	4%
															g					
Net: Persuasive		1580	778	798	3	395	368	531	286	80	203	149	170	128	187	249	256	157	883	698
		72%	73%	72%	38%	64%	69%	78%	80%	73%	71%	70%	75%	68%	77%	74%	72%	70%	73%	71%
						ab	ab			e										

Impact of language on public attitudes to ageing

M2_2. Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	461	229	231	2	166	133	110	52	20	65	45	44	53	49	67	74	44	256	206
	21%	22%	21%	25%	27%	25%	16%	15%	18%	23%	21%	19%	28%	20%	20%	21%	20%	21%	21%
					cd	cd							dg						
Net: Unpersuasive	329	153	174	3	127	86	78	38	20	57	39	27	31	31	48	37	38	180	150
	15%	14%	16%	38%	21%	16%	11%	11%	19%	20%	18%	12%	16%	13%	14%	10%	17%	15%	15%
					bcd	cd			h	dfh	h		h			h			
Median 1	8	8	8	8	7	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2119	1038	1072	6	595	513	660	350	107	279	207	220	181	238	329	340	216	1177	942
Mean Score	7.66	7.63	7.68	6.33	7.21	7.55	7.93	8.05	7.43	7.61	7.41	7.84	7.68	7.79	7.68	7.73	7.56	7.67	7.64
					a	ab	ab					c							
Standard Deviation	2.062	2.019	2.099	2.805	2.188	1.978	1.973	1.979	2.259	2.240	2.176	2.026	1.843	1.733	2.053	1.966	2.301	2.025	2.109
Standard Error	.045	.063	.063	1.145	.086	.087	.078	.113	.226	.134	.150	.131	.133	.122	.108	.109	.158	.057	.072
Error variance	*	*	*	1.31	.01	.01	.01	.01	.05	.02	.02	.02	.02	.01	.01	.01	.02	*	.01

Impact of language on public attitudes to ageing

M2_2. Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	18 1%	15 1%	3 1%	17 1%	1 1%	9 1%	9 1%	8 1%	10 1%	10 1%	8 1%	8 1%	9 1%	9 1%	4 1%	5 1%	11 1%	7 1%
1	(1.0)	11 1%	10 1%	1 *	11 1%	1 1%	6 1%	4 *	6 1%	5 *	9 1%	2 *	5 *	6 1%	6 1%	3 1%	2 *	8 1%	3 *
2	(2.0)	16 1%	13 1%	3 1%	15 1%	1 2%	10 2%	4 *	6 1%	9 1%	8 1%	8 1%	8 1%	8 1%	4 1%	3 *	9 1%	8 1%	7 1%
3	(3.0)	32 1%	26 1%	6 2%	30 1%	2 3%	11 2%	20 1%	18 2%	12 1%	24 2%	8 1%	14 1%	17 2%	15 2%	10 2%	7 1%	19 2%	13 1%
4	(4.0)	60 3%	47 3%	12 4%	56 3%	3 5%	15 2%	44 3%	29 3%	30 3%	40 3%	19 3%	31 2%	27 4%	26 3%	25 4%	9 1%	31 3%	29 3%
5	(5.0)	193 9%	161 9%	32 10%	187 9%	5 8%	55 9%	136 9%	94 9%	95 8%	124 8%	63 9%	108 8%	76 11%	81 10%	65 10%	46 6%	112 9%	78 8%
6	(6.0)	209 10%	177 10%	32 10%	202 10%	6 10%	46 8%	160 10%	86 8%	120 11%	137 9%	68 10%	131 9%	74 10%	70 9%	71 11%	62 8%	111 9%	97 10%
7	(7.0)	336 15%	286 15%	50 15%	326 15%	10 15%	85 14%	244 16%	147 14%	186 16%	219 15%	114 16%	211 15%	122 17%	128 16%	109 17%	97 13%	181 15%	155 16%
8	(8.0)	428 20%	356 19%	73 22%	416 20%	12 19%	109 18%	315 20%	194 19%	228 20%	280 19%	146 21%	287 20%	140 19%	160 21%	114 17%	151 21%	215 18%	210 22%
9	(9.0)	312 14%	268 14%	44 13%	301 14%	11 17%	98 16%	211 14%	155 15%	156 14%	214 15%	97 14%	218 15%	93 13%	98 13%	98 15%	114 16%	176 14%	134 14%
10 - Very persuasive	(10.0)	504 23%	435 23%	69 21%	492 23%	12 18%	149 25%	349 23%	258 25%	239 21%	349 24%	154 22%	383 27%	120 17%	156 20%	125 19%	218 30%	295 24%	204 21%
Don't know		66 3%	59 3%	8 2%	66 3%	1 1%	15 2%	47 3%	23 2%	41 4%	42 3%	22 3%	34 2%	31 4%	24 3%	27 4%	16 2%	48 4%	17 2%
Net: Persuasive		1580 72%	1345 73%	235 71%	1536 72%	44 69%	442 73%	1118 72%	754 74%	809 72%	1063 73%	512 72%	1098 76%	475 66%	542 70%	446 68%	580 79%	866 71%	704 74%

Impact of language on public attitudes to ageing

M2_2. Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	461 21%	385 21%	76 23%	446 21%	15 23%	116 19%	341 22%	209 20%	245 22%	301 21%	150 21%	270 19%	177 25%	177 23%	162 25%	116 16%	254 21%	204 21%
Net: Unpersuasive	329 15%	273 15%	57 17%	316 15%	13 20%	106 17%	217 14%	162 16%	161 14%	215 15%	107 15%	175 12%	144 20%	141 18%	110 17%	77 10%	188 16%	138 14%
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2119	1795	323	2055	63	594	1496	1002	1090	1415	687	1405	693	752	628	719	1166	939
Mean Score	7.66	7.68	7.53	7.67	7.31	7.60	7.69	7.72	7.61	7.70	7.60	7.88	7.24	7.44	7.49	8.03	7.67	7.63
										d	d	abd				ab		
Standard Deviation	2.062	2.060	2.075	2.055	2.264	2.294	1.952	2.098	2.022	2.059	2.070	1.957	2.194	2.139	2.031	1.964	2.110	2.000
Standard Error	.045	.051	.093	.046	.210	.094	.050	.066	.061	.055	.079	.053	.082	.076	.080	.076	.063	.063
Error variance	*	*	.01	*	.04	.01	*	*	*	*	.01	*	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

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BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	18 1%	12 1%	1 *	1 2%	1 1%	3 1%	4 1%	7 1%	7 2% ab	6 1%	6 1%	6 1%	- -	4 1%	3 *	10 1%	4 1%	2 *	11 1% b
1	(1.0)	11 1%	9 1%	- -	- -	- -	2 *	3 *	6 1%	2 1%	8 1% bc	3 *	- -	- -	3 1%	3 *	5 1%	1 *	5 1%	4 *
2	(2.0)	16 1%	5 *	1 1%	- -	2 2% a	8 2% a	7 1%	7 1%	1 *	6 1%	5 1%	1 *	3 8% abc	2 1%	4 1%	9 1%	5 1%	5 1%	6 1%
3	(3.0)	32 1%	25 2%	- -	- -	3 3% b	4 1%	10 1%	16 2%	6 2%	11 2%	16 1%	5 1%	1 2%	6 2%	12 2%	14 1%	4 1%	12 2%	14 2%
4	(4.0)	60 3%	42 3%	3 2%	2 3%	4 6% e	9 2%	23 3%	21 2%	15 4% b	13 2%	40 4% a	7 2%	- -	10 3%	21 3%	25 2%	10 2%	24 3%	22 3%
5	(5.0)	193 9%	140 10% e	16 13% e	4 5%	11 15% ce	21 5%	56 7%	79 8%	54 16% ab	66 10%	88 8%	35 9%	3 9%	32 9% c	100 13% c	56 6%	45 10% c	92 12% c	46 5%
6	(6.0)	209 10%	159 11% ce	9 7%	2 3%	9 12% c	31 7%	79 10%	100 10%	28 8%	73 11%	96 9%	35 9%	4 10%	32 9%	73 9%	103 10%	31 7%	93 13% ac	78 9%
7	(7.0)	336 15%	230 16%	17 14%	15 20%	12 17%	61 13%	116 14%	176 17%	42 13% c	101 15%	172 16%	59 15%	4 10%	49 14%	140 18% c	135 13%	68 15%	135 18% c	124 14%
8	(8.0)	428 20%	275 19%	20 17%	14 18%	17 23%	103 22%	182 22% b	184 18%	61 18%	138 20%	205 19%	77 20%	8 22%	53 15%	137 18%	229 23% ab	89 19%	132 18%	192 22%
9	(9.0)	312 14%	199 14%	14 12%	19 25% abde	9 12%	70 15%	124 15% c	150 15%	37 11%	95 14%	157 15%	55 14%	6 17%	41 12%	91 12%	175 17% ab	68 15%	81 11%	153 17% b
10 - Very persuasive	(10.0)	504 23%	310 21% d	31 26% d	15 20% d	6 8%	138 30% ad	189 23%	241 24%	68 20%	144 21%	257 24%	93 24%	8 21%	103 30% bc	161 21%	230 23%	136 29% b	128 17%	218 25% b

Impact of language on public attitudes to ageing

M2_2. Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	66	47	9	3	1	7	19	29	17	20	34	13	-	13	23	16	5	27	15
	3%	3%	7%	4%	2%	2%	2%	3%	5%	3%	3%	3%	-	4%	3%	2%	1%	4%	2%
			ae						a					c	c			ac	
Net: Persuasive	1580	1014	83	63	45	372	610	751	209	477	791	284	25	247	530	769	362	475	687
	72%	70%	68%	84%	60%	81%	75%	74%	62%	70%	73%	74%	70%	71%	69%	76%	78%	65%	78%
		d		abd		abd	c	c							ab		b		b
Net: Neutral	461	340	28	8	24	61	158	201	96	152	224	77	7	73	194	183	85	209	145
	21%	23%	23%	11%	32%	13%	19%	20%	29%	22%	21%	20%	19%	21%	25%	18%	18%	28%	16%
		ce	ce		ce				ab						c			ac	
Net: Unpersuasive	329	233	21	8	20	48	104	137	85	109	159	54	7	57	144	119	68	141	102
	15%	16%	17%	10%	27%	10%	13%	13%	25%	16%	15%	14%	20%	16%	19%	12%	15%	19%	12%
		e	e		ace				ab					c	c			c	
Median 1	8	8	8	8	7	8	8	8	8	8	8	8	8	8	8	8	8	7	8
Base for stats	2119	1405	112	72	73	451	792	988	321	660	1046	372	36	335	746	991	462	709	867
Mean Score	7.66	7.55	7.73	7.99	6.83	8.03	7.77	7.71	7.21	7.53	7.71	7.75	7.41	7.71	7.48	7.78	7.89	7.29	7.85
		d	d	d		ad	c	c							b		b		b
Standard Deviation	2.062	2.063	2.034	1.897	2.072	2.025	1.968	2.027	2.329	2.134	2.011	2.037	2.389	2.243	2.015	2.035	2.059	2.000	2.048
Standard Error	.045	.055	.176	.213	.211	.100	.068	.067	.125	.080	.063	.109	.404	.122	.074	.065	.097	.075	.069
Error variance	*	*	.03	.05	.04	.01	*	*	.02	.01	*	.01	.16	.01	.01	*	.01	.01	*

Impact of language on public attitudes to ageing

M2_2. Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
	Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726	
Total	2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%	
0 - Very unpersuasive	(0.0)	18 1%	14 1% b	2 * 1%	2 1%	5 1%	13 1%	6 1%	11 1%	3 1%	14 1%
1	(1.0)	11 1%	9 1%	2 * -	- -	6 1%	4 *	4 1%	6 *	3 1%	8 *
2	(2.0)	16 1%	9 1%	2 * 1%	3 1%	7 1%	9 1%	2 1%	12 1%	1 *	14 1%
3	(3.0)	32 1%	13 1%	11 2%	7 2%	13 2%	19 1%	8 2%	23 1%	11 3% b	21 1%
4	(4.0)	60 3%	31 3%	22 3%	6 2%	20 3%	36 3%	9 2%	48 3%	14 4%	43 2%
5	(5.0)	193 9%	75 6%	90 14% ac	19 7%	74 10% b	101 7%	37 10%	141 8%	34 10%	141 8%
6	(6.0)	209 10%	118 10%	60 10%	26 9%	80 11%	125 9%	50 13% b	158 9%	46 13% b	160 9%
7	(7.0)	336 15%	185 15%	98 16%	52 18%	108 15%	222 16%	56 15%	268 15%	59 17%	261 15%
8	(8.0)	428 20%	244 20%	116 18%	56 20%	132 18%	290 21%	70 19%	354 20%	71 20%	346 20%
9	(9.0)	312 14%	187 15%	79 12%	39 14%	96 13%	214 15%	53 14%	256 15%	53 15%	253 14%
10 - Very persuasive	(10.0)	504 23%	296 25% b	123 20%	66 23%	152 21%	342 24%	71 19%	422 24% a	48 14%	444 25% a

Impact of language on public attitudes to ageing

M2_2. Ageing is living - a lifelong process of growth. Whatever our age, we all want good health, purpose and connection with others: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	66	26	25	6	21	28	8	39	5	44
	3%	2%	4%	2%	3%	2%	2%	2%	1%	3%
Net: Persuasive	1580	913	415	213	488	1068	250	1301	232	1305
	72%	76%	66%	76%	68%	76%	67%	75%	67%	75%
Net: Neutral	461	224	171	51	174	262	97	347	94	343
	21%	19%	27%	18%	24%	19%	26%	20%	27%	20%
Net: Unpersuasive	329	150	128	37	124	183	66	243	66	240
	15%	12%	20%	13%	17%	13%	18%	14%	19%	14%
Median 1	8	8	8	8	8	8	8	8	8	8
Base for stats	2119	1182	603	276	692	1376	365	1702	344	1704
Mean Score	7.66	7.76	7.43	7.70	7.49	7.78	7.37	7.75	7.24	7.77
Standard Deviation	2.062	2.078	2.008	2.005	2.113	2.012	2.181	2.009	2.061	2.040
Standard Error	.045	.060	.082	.121	.080	.054	.112	.049	.108	.050
Error variance	*	*	.01	.01	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M1_3. Because of the way our society currently works, some of us are more likely than others to be able to age well: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	12 1%	7 1%	5 *	- -	3 *	4 1%	5 1%	1 *	1 1%	2 1%	3 1%	1 *	1 *	1 1%	2 1%	- -	1 *	9 1%	3 *
1	(1.0)	10 *	4 *	6 1%	- -	7 1%	1 *	1 *	- -	- -	2 1%	- -	- -	1 1%	1 1%	- -	3 1%	2 1%	3 *	6 1%
2	(2.0)	22 1%	8 1%	13 1%	1 13%	10 2%	7 1%	3 1%	1 *	1 1%	5 2%	1 *	5 2%	2 1%	3 1%	2 1%	2 1%	1 *	14 1%	8 1%
3	(3.0)	37 2%	17 2%	19 2%	- -	12 2%	8 1%	11 2%	6 2%	2 2%	4 1%	1 1%	2 1%	5 3%	- -	13 4%	7 2%	3 1%	23 2%	14 1%
4	(4.0)	57 3%	23 2%	34 3%	- -	26 4%	16 3%	12 2%	3 1%	7 6%	3 1%	6 3%	5 2%	5 3%	8 3%	5 2%	12 3%	7 3%	33 3%	24 2%
5	(5.0)	142 6%	73 7%	67 6%	1 13%	57 9%	37 7%	32 5%	15 4%	7 6%	23 8%	8 4%	15 7%	15 8%	18 7%	22 7%	16 5%	18 8%	76 6%	66 7%
6	(6.0)	170 8%	95 9%	74 7%	1 13%	65 10%	44 8%	47 7%	14 4%	9 8%	17 6%	15 7%	16 7%	12 6%	13 5%	34 10%	33 9%	21 9%	95 8%	75 8%
7	(7.0)	304 14%	146 14%	158 14%	1 13%	89 14%	86 16%	93 14%	37 10%	9 8%	40 14%	35 16%	25 11%	24 13%	39 16%	33 10%	64 18%	35 16%	167 14%	137 14%
8	(8.0)	503 23%	260 24%	243 22%	- -	118 19%	127 24%	160 24%	99 28%	26 24%	56 19%	52 25%	64 28%	38 20%	52 21%	82 24%	80 22%	53 24%	277 23%	226 23%
9	(9.0)	350 16%	168 16%	178 16%	3 38%	96 16%	68 13%	121 18%	65 18%	18 17%	46 16%	35 16%	37 17%	32 17%	40 17%	57 17%	55 15%	29 13%	194 16%	156 16%
10 - Very accurate	(10.0)	516 24%	231 22%	284 26%	1 13%	117 19%	117 22%	175 26%	106 30%	25 23%	78 27%	54 25%	51 23%	51 27%	61 25%	75 22%	70 20%	50 22%	285 24%	231 24%
Don't know		62 3%	32 3%	30 3%	- -	19 3%	17 3%	17 3%	9 3%	4 4%	10 4%	4 2%	6 3%	3 2%	5 2%	11 3%	15 4%	4 2%	31 3%	31 3%
Net: Accurate		1674 77%	805 76%	863 78%	5 63%	419 68%	399 75%	549 81%	306 86%	78 72%	220 77%	176 83%	178 79%	145 77%	192 79%	247 73%	270 75%	167 75%	924 76%	750 77%

Impact of language on public attitudes to ageing

M1_3. Because of the way our society currently works, some of us are more likely than others to be able to age well: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	369	191	176	2	148	97	91	32	23	43	29	35	32	39	62	61	46	203	165
	17%	18%	16%	25%	24%	18%	13%	9%	21%	15%	13%	15%	17%	16%	18%	17%	20%	17%	17%
					bcd	cd	d												
Net: Inaccurate	280	132	144	2	115	73	64	27	18	40	19	27	29	32	44	40	31	158	122
	13%	12%	13%	25%	19%	14%	9%	8%	16%	14%	9%	12%	15%	13%	13%	11%	14%	13%	12%
					bcd	cd							c						
Median 1	8	8	8	-	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2123	1032	1081	8	599	517	661	347	105	277	210	220	186	237	325	343	220	1176	947
Mean Score	7.81	7.77	7.86	7.13	7.41	7.67	8.03	8.31	7.71	7.87	7.98	7.89	7.83	7.88	7.77	7.72	7.69	7.79	7.84
					a	ab	abc												
Standard Deviation	2.000	1.959	2.029	2.696	2.165	2.025	1.885	1.700	2.143	2.135	1.912	1.929	2.118	1.995	2.010	1.892	1.971	2.032	1.959
Standard Error	.043	.061	.061	.953	.085	.089	.074	.097	.216	.128	.131	.125	.152	.141	.106	.104	.134	.057	.067
Error variance	*	*	*	.91	.01	.01	.01	.01	.05	.02	.02	.02	.02	.02	.01	.01	.02	*	*

Impact of language on public attitudes to ageing

M1_3. Because of the way our society currently works, some of us are more likely than others to be able to age well: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	12 1%	11 1%	1 *	12 1%	- -	6 1%	6 *	7 1%	5 *	7 *	5 1%	10 1%	2 *	4 *	1 *	8 1% b	5 *	8 1%
1	(1.0)	10 *	10 1%	- -	10 *	- -	2 *	8 *	2 *	7 1%	8 1%	1 *	5 *	5 1%	4 1%	6 1% c	- -	3 *	6 1%
2	(2.0)	22 1%	18 1%	4 1%	22 1%	* 1%	4 1%	18 1%	9 1%	13 1%	19 1% b	2 *	16 1%	6 1%	9 1%	8 1%	3 *	10 1%	12 1%
3	(3.0)	37 2%	29 2%	8 2%	34 2%	3 4% a	9 1%	28 2%	16 2%	21 2%	18 1%	19 3% ac	20 1%	16 2%	14 2%	11 2%	12 2%	15 1%	22 2%
4	(4.0)	57 3%	48 3%	9 3%	56 3%	1 2%	12 2%	45 3%	30 3%	27 2%	41 3%	14 2%	34 2%	19 3%	18 2%	24 4%	14 2%	30 3%	25 3%
5	(5.0)	142 6%	116 6%	26 8%	138 7%	3 5%	37 6%	101 7%	55 5%	82 7%	84 6%	53 7% c	70 5%	64 9% ac	62 8% c	46 7% c	32 4%	71 6%	69 7%
6	(6.0)	170 8%	139 7%	31 9%	163 8%	7 12%	34 6%	134 9% a	71 7%	97 9%	106 7%	64 9%	100 7%	70 10% c	62 8%	63 10% c	43 6%	81 7%	88 9% a
7	(7.0)	304 14%	263 14%	41 12%	295 14%	10 15%	70 12%	231 15% a	139 14%	165 15%	209 14%	92 13%	197 14%	105 15%	119 15%	92 14%	91 12%	173 14%	131 14%
8	(8.0)	503 23%	430 23%	74 22%	491 23%	12 19%	132 22%	361 23%	231 23%	269 24%	327 22%	174 25%	347 24%	155 21%	185 24%	143 22%	171 23%	285 23%	216 23%
9	(9.0)	350 16%	292 16%	58 17%	341 16%	9 13%	107 18%	239 15%	182 18% b	162 14%	240 16%	107 15%	230 16%	115 16%	110 14%	97 15%	140 19% ab	207 17%	142 15%
10 - Very accurate	(10.0)	516 24%	446 24%	70 21%	498 23%	18 28%	182 30% b	326 21%	265 26% b	244 22%	365 25% bd	150 21%	374 26% bd	141 20%	170 22%	145 22%	198 27% ab	295 24%	217 23%
Don't know		62 3%	53 3%	9 3%	61 3%	1 1%	13 2%	46 3%	18 2%	39 3% a	33 2%	27 4% a	34 2%	25 3%	20 3%	18 3%	22 3%	40 3%	20 2%
Net: Accurate		1674 77%	1431 77%	243 73%	1626 77%	48 75%	491 81% b	1157 75%	817 80% b	839 74%	1141 78% bd	524 74%	1149 80% bd	516 71%	584 75%	478 73%	600 82% ab	959 79% b	706 74%

Impact of language on public attitudes to ageing

M1_3. Because of the way our society currently works, some of us are more likely than others to be able to age well: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	369 17%	302 16%	66 20%	356 17%	12 19%	83 14%	280 18%	155 15%	206 18%	230 16%	131 18%	204 14%	154 21%	142 18%	133 20%	89 12%	182 15%	182 19%
							a				c		ac	c	c			a
Net: Inaccurate	280 13%	231 12%	48 15%	272 13%	8 12%	70 12%	206 13%	119 12%	155 14%	177 12%	96 13%	155 11%	112 16%	110 14%	96 15%	69 9%	135 11%	142 15%
													ac	c	c			a
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2123	1801	323	2060	63	595	1497	1007	1091	1424	683	1404	698	756	637	712	1174	936
Mean Score	7.81	7.83	7.71	7.81	7.81	8.07	7.70	7.94	7.69	7.87	7.72	7.94	7.59	7.70	7.66	8.09	7.94	7.65
						b		b		d		bd				ab	b	
Standard Deviation	2.000	1.999	2.004	2.000	2.008	2.014	1.992	1.975	2.015	2.002	1.985	1.974	2.011	1.997	2.041	1.918	1.895	2.112
Standard Error	.043	.049	.090	.045	.186	.082	.051	.062	.061	.053	.076	.053	.075	.071	.080	.074	.057	.067
Error variance	*	*	.01	*	.03	.01	*	*	*	*	.01	*	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

M1_3. Because of the way our society currently works, some of us are more likely than others to be able to age well: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	12	9	1	-	-	2	5	8	-	7	2	3	-	4	7	2	7	3	3
		1%	1%	1%	-	-	1%	1%	1%	-	1%	*	1%	-	1%	1%	*	1%	*	*
											b				c	c		c		
1	(1.0)	10	7	1	1	-	-	2	4	4	3	6	-	-	1	3	6	3	5	2
		*	1%	1%	1%	-	-	*	*	1%	*	1%	-	-	*	*	1%	1%	1%	*
					e	e														
2	(2.0)	22	17	1	2	-	-	7	13	2	8	11	3	-	5	5	12	6	6	10
		1%	1%	1%	3%	3%	-	1%	1%	*	1%	1%	1%	-	2%	1%	1%	1%	1%	1%
			e		e	e														
3	(3.0)	37	27	1	2	1	6	12	20	6	15	18	3	-	8	16	12	15	13	9
		2%	2%	1%	2%	1%	1%	1%	2%	2%	2%	2%	1%	-	2%	2%	1%	3%	2%	1%
																		c		
4	(4.0)	57	45	2	1	1	7	10	31	14	15	33	7	1	11	25	20	20	22	12
		3%	3%	2%	2%	1%	2%	1%	3%	4%	2%	3%	2%	3%	3%	3%	2%	4%	3%	1%
									a	a								c	c	
5	(5.0)	142	107	8	2	5	20	46	57	36	44	63	33	1	19	67	51	25	80	32
		6%	7%	7%	2%	7%	4%	6%	6%	11%	7%	6%	9%	3%	5%	9%	5%	5%	11%	4%
			e						ab							c			ac	
6	(6.0)	170	126	12	7	7	18	67	69	32	63	80	25	1	15	79	72	29	72	64
		8%	9%	10%	9%	10%	4%	8%	7%	9%	9%	7%	7%	4%	4%	10%	7%	6%	10%	7%
			e	e	e	e										ac			a	
7	(7.0)	304	219	11	11	10	54	118	140	46	91	147	62	4	36	116	143	55	113	125
		14%	15%	9%	15%	13%	12%	14%	14%	14%	13%	14%	16%	12%	10%	15%	14%	12%	15%	14%
			b													a				
8	(8.0)	503	310	34	12	17	129	183	248	65	149	267	77	10	72	172	251	103	169	207
		23%	21%	28%	15%	23%	28%	23%	24%	19%	22%	25%	20%	28%	21%	22%	25%	22%	23%	24%
				c			ac													
9	(9.0)	350	227	17	14	9	83	139	163	48	112	175	58	6	52	103	183	61	104	176
		16%	16%	14%	18%	12%	18%	17%	16%	14%	16%	16%	15%	15%	15%	13%	18%	13%	14%	20%
																b			ab	
10 - Very accurate	(10.0)	516	317	29	22	19	126	206	238	68	152	244	106	11	115	153	238	140	122	231
		24%	22%	24%	30%	26%	27%	25%	23%	20%	22%	23%	28%	31%	33%	20%	24%	30%	17%	26%
					a										bc			b		b

Impact of language on public attitudes to ageing

M1_3. Because of the way our society currently works, some of us are more likely than others to be able to age well: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	62	39	4	3	4	12	17	25	17	20	32	8	1	10	23	16	4	29	10
	3%	3%	3%	3%	5%	3%	2%	3%	5%	3%	3%	2%	3%	3%	3%	2%	1%	4%	1%
								ab										ac	
Net: Accurate	1674	1073	91	59	55	392	645	789	227	504	834	303	31	275	544	815	359	507	739
	77%	74%	75%	78%	74%	86%	79%	78%	67%	74%	77%	79%	87%	79%	71%	81%	77%	69%	84%
						abd	c	c						b	b		b	ab	ab
Net: Neutral	369	278	22	9	13	45	124	157	82	122	175	65	4	45	171	144	74	174	108
	17%	19%	18%	12%	17%	10%	15%	15%	24%	18%	16%	17%	10%	13%	22%	14%	16%	24%	12%
		e	e		e			ab							ac			ac	
Net: Inaccurate	280	213	15	8	8	36	82	133	61	93	133	49	2	48	123	103	75	128	69
	13%	15%	12%	10%	11%	8%	10%	13%	18%	14%	12%	13%	6%	14%	16%	10%	16%	17%	8%
		e						a	ab						c		c	c	
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2123	1412	117	73	71	446	794	991	320	660	1047	377	35	338	746	990	463	708	872
Mean Score	7.81	7.66	7.82	7.95	7.87	8.23	7.96	7.80	7.52	7.70	7.83	7.93	8.36	8.02	7.53	7.95	7.77	7.44	8.11
						ab	c	c						b	b	b	b	ab	ab
Standard Deviation	2.000	2.055	2.062	2.160	1.952	1.706	1.902	2.048	2.055	2.115	1.950	1.942	1.587	2.193	2.057	1.872	2.303	1.992	1.804
Standard Error	.043	.055	.176	.243	.202	.085	.066	.067	.111	.079	.061	.103	.272	.119	.075	.059	.109	.075	.060
Error variance	*	*	.03	.06	.04	.01	*	*	.01	.01	*	.01	.07	.01	.01	*	.01	.01	*

Impact of language on public attitudes to ageing

M1_3. Because of the way our society currently works, some of us are more likely than others to be able to age well: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

Significance Level: 95%

Unweighted Total

Total

0 - Very inaccurate

1

2

3

4

5

6

7

8

9

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people	
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
	Total	a	b	c	a	b	a	b	a	b
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%
0 - Very inaccurate	(0.0) 12 1%	6 1%	3 *	3 1%	10 1% b	3 *	3 1%	9 1%	2 1%	10 1%
1	(1.0) 10 *	7 1%	3 *	- -	3 *	7 *	3 1%	7 *	3 1%	6 *
2	(2.0) 22 1%	11 1%	8 1%	3 1%	13 2% b	9 1%	8 2% b	14 1%	7 2%	15 1%
3	(3.0) 37 2%	18 1%	12 2%	8 3%	23 3% b	12 1%	3 1%	32 2%	5 1%	29 2%
4	(4.0) 57 3%	25 2%	19 3%	12 4% a	34 5% b	22 2%	16 4% b	41 2%	11 3%	44 3%
5	(5.0) 142 6%	46 4%	71 11% ac	18 6% a	67 9% b	63 4%	36 10% b	94 5%	32 9% b	98 6%
6	(6.0) 170 8%	75 6%	58 9% a	34 12% a	61 8%	105 7%	46 12% b	122 7%	41 12% b	128 7%
7	(7.0) 304 14%	155 13%	98 16%	40 14%	114 16%	182 13%	71 19% b	223 13%	62 18% b	230 13%
8	(8.0) 503 23%	286 24%	134 21%	71 25%	155 22%	339 24%	61 16%	429 25% a	69 20%	415 24%
9	(9.0) 350 16%	215 18% c	99 16%	33 12%	93 13%	250 18% a	45 12%	301 17% a	56 16%	283 16%

Impact of language on public attitudes to ageing

M1_3. Because of the way our society currently works, some of us are more likely than others to be able to age well: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
Significance Level: 95%		a	b	c	a	b	a	b	a	b
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very accurate	516	341	104	55	121	388	75	432	53	452
	24%	28%	16%	20%	17%	28%	20%	25%	15%	26%
		bc	a	a	b	a	b	a	b	a
Don't know	62	25	22	3	21	24	6	35	8	39
	3%	2%	4%	1%	3%	2%	2%	2%	2%	2%
Net: Accurate	1674	996	434	200	483	1159	252	1385	239	1380
	77%	82%	69%	71%	68%	83%	68%	80%	69%	79%
		bc	a	a	b	a	b	a	b	a
Net: Neutral	369	146	147	64	161	190	98	257	84	270
	17%	12%	23%	23%	23%	14%	26%	15%	24%	15%
		a	a	a	b	b	b	b	b	b
Net: Inaccurate	280	112	115	45	149	115	69	198	60	202
	13%	9%	18%	16%	21%	8%	18%	11%	17%	12%
		a	a	a	b	b	b	b	b	b
Median 1	8	8	8	8	8	8	7	8	8	8
Base for stats	2123	1183	607	278	692	1379	367	1706	341	1710
Mean Score	7.81	8.09	7.44	7.46	7.24	8.13	7.33	7.93	7.33	7.93
		bc	a	a	b	a	b	a	b	a
Standard Deviation	2.000	1.929	2.021	2.105	2.240	1.791	2.150	1.952	2.090	1.969
Standard Error	.043	.056	.082	.127	.085	.048	.110	.047	.110	.048
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M2_3. Because of the way our society currently works, some of us are more likely than others to be able to age well: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	29	13	16	-	7	8	10	3	2	2	2	7	3	3	1	1	6	17	12
		1%	1%	1%	-	1%	1%	2%	1%	2%	1%	1%	3%	2%	1%	*	*	3%	1%	1%
												gh	gh				gh			
1	(1.0)	21	8	13	-	7	5	5	4	1	3	1	3	1	1	3	4	3	10	11
		1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
2	(2.0)	40	15	25	-	16	7	10	7	2	11	2	6	2	8	3	4	2	20	21
		2%	1%	2%	-	3%	1%	2%	2%	2%	4%	1%	3%	1%	3%	1%	1%	1%	2%	2%
											gh				g					
3	(3.0)	60	30	30	-	23	9	13	15	3	10	5	7	2	5	9	11	7	40	20
		3%	3%	3%	-	4%	2%	2%	4%	3%	4%	2%	3%	1%	2%	3%	3%	3%	3%	2%
						bc			bc											
4	(4.0)	96	53	43	-	32	17	30	18	6	8	7	10	5	12	9	17	22	57	39
		4%	5%	4%	-	5%	3%	4%	5%	5%	3%	3%	4%	3%	5%	3%	5%	10%	5%	4%
																	bcdegh			
5	(5.0)	326	145	179	2	92	83	98	54	19	56	30	23	39	40	41	51	29	178	148
		15%	14%	16%	25%	15%	16%	15%	15%	18%	20%	14%	10%	20%	16%	12%	14%	13%	15%	15%
											dgi			dgi	d					
6	(6.0)	313	144	169	-	103	80	85	45	18	35	28	27	36	29	60	53	27	175	138
		14%	14%	15%	-	17%	15%	13%	13%	16%	12%	13%	12%	19%	12%	18%	15%	12%	14%	14%
						c								bdfi	bd					
7	(7.0)	362	174	187	1	88	94	118	62	16	39	36	37	31	46	50	66	41	201	162
		17%	16%	17%	13%	14%	18%	17%	17%	15%	14%	17%	16%	17%	19%	15%	18%	18%	17%	17%
8	(8.0)	362	201	159	2	98	73	122	69	20	35	44	39	26	34	72	58	33	203	159
		17%	19%	14%	25%	16%	14%	18%	19%	18%	12%	21%	17%	14%	14%	21%	16%	15%	17%	16%
			b				b	b			b				befi					
9	(9.0)	190	102	87	1	53	51	68	19	8	24	23	24	14	24	29	28	17	111	80
		9%	10%	8%	13%	9%	9%	10%	5%	8%	8%	11%	10%	7%	10%	9%	8%	7%	9%	8%
							d	d												
10 - Very persuasive	(10.0)	267	129	137	2	62	74	87	43	8	46	26	29	19	32	44	40	24	136	131
		12%	12%	12%	25%	10%	14%	13%	12%	7%	16%	12%	13%	10%	13%	13%	11%	11%	11%	13%
							a				a									
Don't know		117	50	67	-	38	32	31	17	6	18	8	14	10	9	16	25	13	61	57
		5%	5%	6%	-	6%	6%	5%	5%	6%	6%	4%	6%	5%	4%	5%	7%	6%	5%	6%
Net: Persuasive		1182	605	569	6	302	291	396	193	52	144	130	129	90	136	195	191	114	651	531
		54%	57%	51%	75%	49%	55%	58%	54%	48%	50%	61%	57%	47%	56%	58%	54%	51%	54%	54%
			b			a	a	a			abei	e			be					

Impact of language on public attitudes to ageing

M2_3. Because of the way our society currently works, some of us are more likely than others to be able to age well: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	736	342	391	2	226	181	214	116	43	99	64	59	80	81	110	121	78	410	326
	34%	32%	35%	25%	37%	34%	31%	33%	39%	34%	30%	26%	43%	33%	33%	34%	35%	34%	33%
									d	d			cdgh			d	d		
Net: Unpersuasive	572	264	307	2	176	130	166	101	33	91	47	56	53	69	65	89	70	321	251
	26%	25%	28%	25%	28%	24%	25%	28%	30%	32%	22%	25%	28%	28%	19%	25%	31%	27%	26%
									g	cg			g	g			cg		
Median 1	7	7	7	8	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
Base for stats	2068	1013	1044	8	580	502	647	339	103	269	205	212	179	234	320	333	211	1147	921
Mean Score	6.77	6.87	6.66	7.75	6.57	6.88	6.92	6.67	6.46	6.69	7.05	6.75	6.60	6.76	7.05	6.79	6.45	6.74	6.81
		b			a	a					aei				abei				
Standard Deviation	2.203	2.157	2.245	1.982	2.230	2.191	2.176	2.205	2.153	2.385	2.052	2.494	2.062	2.250	1.984	2.046	2.383	2.190	2.220
Standard Error	.048	.068	.069	.701	.088	.097	.086	.128	.220	.145	.142	.165	.150	.160	.106	.114	.165	.062	.077
Error variance	*	*	*	.49	.01	.01	.01	.02	.05	.02	.02	.03	.02	.03	.01	.01	.03	*	.01

Impact of language on public attitudes to ageing

M2_3. Because of the way our society currently works, some of us are more likely than others to be able to age well: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	29	25	3	29	-	10	18	15	14	19	9	18	11	9	5	14	16	12
		1%	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
1	(1.0)	21	20	1	21	-	4	16	11	10	16	5	15	6	7	5	9	13	7
		1%	1%	*	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
2	(2.0)	40	38	3	38	2	10	30	20	21	29	11	27	14	18	10	12	23	16
		2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
3	(3.0)	60	49	10	58	2	20	38	30	29	33	27	31	27	23	14	21	29	30
		3%	3%	3%	3%	3%	3%	2%	3%	3%	2%	4%	2%	4%	3%	2%	3%	2%	3%
												ac	ac						
4	(4.0)	96	83	13	92	4	27	67	44	51	67	28	66	29	33	26	35	49	47
		4%	4%	4%	4%	7%	4%	4%	4%	5%	5%	4%	5%	4%	4%	4%	5%	4%	5%
5	(5.0)	326	286	41	320	7	84	239	160	162	209	114	206	116	123	95	107	185	138
		15%	15%	12%	15%	10%	14%	15%	16%	14%	14%	16%	14%	16%	16%	14%	15%	15%	14%
6	(6.0)	313	268	45	305	9	72	236	148	164	207	103	198	111	112	105	93	168	144
		14%	14%	14%	14%	14%	12%	15%	14%	15%	14%	15%	14%	15%	14%	16%	13%	14%	15%
								a											
7	(7.0)	362	299	64	351	11	99	258	157	203	235	126	234	126	131	106	124	200	160
		17%	16%	19%	17%	18%	16%	17%	15%	18%	16%	18%	16%	17%	17%	16%	17%	16%	17%
8	(8.0)	362	304	58	350	11	98	258	168	189	254	104	249	111	133	98	126	199	161
		17%	16%	17%	17%	18%	16%	17%	16%	17%	17%	15%	17%	15%	17%	15%	17%	16%	17%
9	(9.0)	190	156	34	181	9	59	130	94	94	126	63	126	64	63	75	53	99	91
		9%	8%	10%	9%	14%	10%	8%	9%	8%	9%	9%	9%	9%	8%	11%	7%	8%	10%
															ac				
10 - Very persuasive	(10.0)	267	221	47	260	7	95	169	137	123	190	76	195	70	83	80	101	156	109
		12%	12%	14%	12%	11%	16%	11%	13%	11%	13%	11%	14%	10%	11%	12%	14%	13%	11%
							b				d		d						
Don't know		117	104	13	116	1	30	84	42	71	71	43	72	40	41	35	40	76	40
		5%	6%	4%	5%	2%	5%	5%	4%	6%	5%	6%	5%	6%	5%	5%	5%	6%	4%
										a								b	
Net: Persuasive		1182	980	202	1143	39	351	814	556	609	805	369	805	371	410	359	404	654	521
		54%	53%	61%	54%	61%	58%	53%	54%	54%	55%	52%	56%	51%	53%	55%	55%	54%	55%
				a			b						d						
Net: Neutral		736	637	98	716	20	183	542	352	377	483	245	470	255	267	226	234	402	328
		34%	34%	30%	34%	31%	30%	35%	34%	33%	33%	34%	33%	35%	34%	35%	32%	33%	34%
			b				a												

Impact of language on public attitudes to ageing

M2_3. Because of the way our society currently works, some of us are more likely than others to be able to age well: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Unpersuasive	572	502	71	557	15	156	408	279	287	374	194	363	202	213	156	198	316	251
	26%	27%	21%	26%	24%	26%	26%	27%	25%	26%	27%	25%	28%	27%	24%	27%	26%	26%
Median 1	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
Base for stats	2068	1749	318	2005	63	579	1458	983	1060	1386	667	1366	683	735	620	694	1138	915
Mean Score	6.77	6.72	7.05	6.76	6.95	6.92	6.71	6.78	6.74	6.82	6.68	6.86	6.61	6.68	6.91	6.75	6.78	6.76
		a	b							d	d	d		a				
Standard Deviation	2.203	2.222	2.076	2.207	2.098	2.300	2.160	2.258	2.150	2.223	2.173	2.215	2.177	2.179	2.104	2.301	2.224	2.178
Standard Error	.048	.056	.094	.050	.196	.095	.057	.072	.066	.060	.085	.061	.082	.079	.084	.090	.068	.070
Error variance	*	*	.01	*	.04	.01	*	.01	*	*	.01	*	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

M2_3. Because of the way our society currently works, some of us are more likely than others to be able to age well: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Total	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded	
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905	
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very unpersuasive	(0.0)	29	21	1	1	-	6	8	19	1	11	10	6	1	7	12	9	12	7	10
		1%	1%	1%	2%	-	1%	1%	2%	*	2%	1%	2%	3%	2%	2%	1%	2%	1%	1%
																		b		
1	(1.0)	21	13	-	-	1	7	6	10	5	8	11	2	4	3	14	6	4	10	
		1%	1%	-	-	1%	1%	1%	1%	2%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%
																				b
2	(2.0)	40	25	3	3	1	8	12	19	8	20	8	4	12	13	15	12	12	16	
		2%	2%	3%	4%	2%	2%	2%	2%	2%	2%	2%	12%	3%	2%	2%	3%	2%	2%	
													abc	c						
3	(3.0)	60	35	2	1	6	16	20	24	13	23	28	8	12	18	29	22	19	17	
		3%	2%	2%	1%	8%	3%	3%	2%	4%	3%	3%	2%	3%	2%	3%	5%	3%	2%	
						abce											bc			
4	(4.0)	96	64	3	2	6	21	29	51	16	26	50	18	14	38	41	27	37	24	
		4%	4%	2%	3%	8%	5%	4%	5%	5%	4%	5%	5%	4%	5%	4%	6%	5%	3%	
																	c	c		
5	(5.0)	326	217	19	9	15	67	99	155	69	89	179	54	52	151	117	82	140	89	
		15%	15%	15%	13%	20%	15%	12%	15%	20%	13%	17%	14%	15%	20%	12%	18%	19%	10%	
										ab		a			c		c	c		
6	(6.0)	313	216	17	9	12	59	112	152	47	101	146	61	44	133	126	58	124	121	
		14%	15%	14%	11%	16%	13%	14%	15%	14%	15%	14%	16%	13%	17%	13%	12%	17%	14%	
															c			a		
7	(7.0)	362	236	21	13	10	80	142	173	46	105	174	80	51	116	187	63	126	159	
		17%	16%	18%	17%	14%	17%	17%	17%	14%	15%	16%	21%	15%	15%	19%	13%	17%	18%	
												a							a	
8	(8.0)	362	231	23	13	7	88	159	158	44	122	179	55	48	130	177	76	116	158	
		17%	16%	19%	17%	9%	19%	20%	16%	13%	18%	17%	14%	14%	17%	18%	16%	16%	18%	
				d		d		bc												
9	(9.0)	190	139	7	9	4	30	87	78	25	69	84	31	31	41	115	27	48	109	
		9%	10%	6%	12%	6%	7%	11%	8%	7%	10%	8%	8%	9%	5%	11%	6%	7%	12%	
								b						b		b			ab	
10 - Very persuasive	(10.0)	267	181	14	9	7	54	101	129	33	80	135	49	53	70	139	69	49	140	
		12%	12%	12%	12%	10%	12%	12%	13%	10%	12%	12%	13%	15%	9%	14%	15%	7%	16%	
														b		b	b		b	

Impact of language on public attitudes to ageing

M2_3. Because of the way our society currently works, some of us are more likely than others to be able to age well: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	117	73	10	6	5	23	36	48	31	39	64	13	1	20	44	37	13	53	29
	5%	5%	8%	8%	7%	5%	4%	5%	9%	6%	6%	3%	3%	6%	6%	4%	3%	7%	3%
								ab							c			ac	
Net: Persuasive	1182	788	65	44	29	252	488	538	148	375	571	215	19	184	357	618	235	339	566
	54%	54%	54%	58%	38%	55%	60%	53%	44%	55%	53%	56%	52%	53%	46%	61%	50%	46%	64%
		d	d	d	d	bc	c								ab			ab	
Net: Neutral	736	497	38	20	33	147	241	358	131	216	375	133	11	110	322	284	167	301	234
	34%	34%	32%	27%	44%	32%	30%	35%	39%	32%	35%	34%	29%	32%	42%	28%	36%	41%	27%
				ce				a	a						ac		c	c	
Net: Unpersuasive	572	374	29	16	29	124	175	278	112	165	298	97	11	100	235	225	162	220	167
	26%	26%	24%	22%	38%	27%	22%	27%	33%	24%	28%	25%	30%	29%	31%	22%	35%	30%	19%
				abce				a	ab					c	c		c	c	
Median 1	7	7	7	7	6	7	7	7	6	7	7	7	7	7	6	7	7	6	7
Base for stats	2068	1379	111	69	69	435	776	969	307	641	1015	372	35	328	725	969	454	683	854
Mean Score	6.77	6.80	6.83	6.97	6.18	6.70	7.00	6.69	6.44	6.82	6.75	6.76	6.37	6.71	6.49	7.00	6.49	6.46	7.17
		d	d	d	d	d	bc								ab			ab	
Standard Deviation	2.203	2.204	2.072	2.233	2.186	2.223	2.111	2.255	2.197	2.229	2.176	2.180	2.678	2.448	2.078	2.189	2.470	1.985	2.184
Standard Error	.048	.059	.181	.258	.229	.112	.074	.075	.121	.085	.069	.117	.459	.135	.077	.070	.117	.076	.074
Error variance	*	*	.03	.07	.05	.01	.01	.01	.01	.01	*	.01	.21	.02	.01	*	.01	.01	.01

Impact of language on public attitudes to ageing

M2_3. Because of the way our society currently works, some of us are more likely than others to be able to age well: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
	Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726	
Total	2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%	
0 - Very unpersuasive	(0.0)	29 1%	18 2%	5 1%	4 2%	12 2%	17 1%	6 2%	21 1%	3 1%	24 1%
1	(1.0)	21 1%	16 1%	3 *	2 1%	5 1%	16 1%	4 1%	16 1%	4 1%	17 1%
2	(2.0)	40 2%	19 2%	7 1%	14 5% ab	17 2%	24 2%	3 1%	36 2%	8 2%	32 2%
3	(3.0)	60 3%	33 3%	18 3%	7 2%	25 3%	32 2%	7 2%	51 3%	6 2%	52 3%
4	(4.0)	96 4%	55 5%	21 3%	16 6%	36 5%	57 4%	18 5%	75 4%	18 5%	72 4%
5	(5.0)	326 15%	138 11%	132 21% ac	43 15%	116 16%	193 14%	45 12%	271 16%	35 10%	275 16% a
6	(6.0)	313 14%	164 14%	102 16%	38 14%	96 13%	206 15%	68 18% b	237 14%	64 18% b	240 14%
7	(7.0)	362 17%	210 17%	99 16%	46 16%	110 15%	247 18%	60 16%	296 17%	51 15%	302 17%
8	(8.0)	362 17%	211 17%	100 16%	46 16%	126 18%	233 17%	67 18%	286 16%	64 18%	286 16%
9	(9.0)	190 9%	123 10% b	43 7%	23 8%	55 8%	134 10%	33 9%	156 9%	45 13% b	141 8%
10 - Very persuasive	(10.0)	267 12%	173 14% bc	60 10%	26 9%	81 11%	183 13%	49 13%	215 12%	39 11%	226 13%

Impact of language on public attitudes to ageing

M2_3. Because of the way our society currently works, some of us are more likely than others to be able to age well: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	117	48	39	15	36	60	13	80	11	83
	5%	4%	6%	5%	5%	4%	3%	5%	3%	5%
Net: Persuasive	1182	717	301	141	371	797	209	953	199	954
	54%	59%	48%	50%	52%	57%	56%	55%	57%	55%
Net: Neutral	736	358	255	97	248	457	131	584	116	587
	34%	30%	41%	35%	35%	33%	35%	34%	33%	34%
Net: Unpersuasive	572	279	186	87	209	340	83	470	74	472
	26%	23%	30%	31%	29%	24%	22%	27%	21%	27%
Median 1	7	7	7	7	7	7	7	7	7	7
Base for stats	2068	1161	589	267	677	1343	361	1661	338	1666
Mean Score	6.77	6.93	6.62	6.46	6.63	6.87	6.87	6.76	6.91	6.76
		bc	a	a	b	a				a
Standard Deviation	2.203	2.262	2.000	2.316	2.247	2.188	2.174	2.207	2.160	2.217
Standard Error	.048	.066	.082	.142	.086	.060	.112	.054	.114	.055
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M1_4. Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	20	9	12	-	4	4	12	1	1	3	-	1	2	4	5	2	2	12	8
		1%	1%	1%	-	1%	1%	2%	*	1%	1%	-	*	1%	2%	1%	1%	1%	1%	1%
1	(1.0)	10	5	5	-	3	3	3	1	-	-	1	1	-	1	3	2	2	4	6
		*	*	*	-	1%	*	1%	*	-	-	1%	1%	-	1%	1%	1%	1%	*	1%
2	(2.0)	38	24	13	-	10	10	6	11	2	4	6	7	6	2	2	4	4	24	13
		2%	2%	1%	-	2%	2%	1%	3%	2%	2%	3%	3%	3%	1%	1%	1%	2%	2%	1%
			b						c			g	g	g						
3	(3.0)	34	20	14	-	8	6	13	6	-	5	3	3	5	4	7	4	3	19	15
		2%	2%	1%	-	1%	1%	2%	2%	-	2%	2%	1%	3%	2%	2%	1%	1%	2%	2%
4	(4.0)	74	37	37	-	29	19	16	10	4	6	7	4	5	12	14	14	8	44	31
		3%	3%	3%	-	5%	4%	2%	3%	3%	2%	3%	2%	3%	5%	4%	4%	4%	4%	3%
						c														
5	(5.0)	173	93	79	1	59	50	45	19	8	28	14	16	23	17	30	25	12	87	86
		8%	9%	7%	13%	10%	9%	7%	5%	7%	10%	7%	7%	12%	7%	9%	7%	6%	7%	9%
						cd	d							i						
6	(6.0)	187	84	104	-	61	57	45	25	7	25	16	23	13	16	24	42	21	101	86
		9%	8%	9%	-	10%	11%	7%	7%	6%	9%	8%	10%	7%	7%	7%	12%	9%	8%	9%
						c	c										fg			
7	(7.0)	320	156	162	2	100	81	95	44	17	33	29	43	25	32	48	63	29	186	134
		15%	15%	15%	25%	16%	15%	14%	12%	16%	12%	14%	19%	13%	13%	14%	18%	13%	15%	14%
												b					b			
8	(8.0)	470	244	225	1	122	110	154	85	23	59	55	40	40	52	69	81	51	243	227
		22%	23%	20%	13%	20%	21%	23%	24%	21%	21%	26%	18%	21%	21%	21%	23%	23%	20%	23%
								a			d									
9	(9.0)	339	160	177	1	94	66	107	72	18	36	32	40	24	45	51	45	48	208	131
		16%	15%	16%	13%	15%	12%	16%	20%	16%	13%	15%	18%	12%	19%	15%	13%	21%	17%	13%
								b										beh	b	
10 - Very accurate	(10.0)	447	202	243	2	102	105	164	76	29	74	46	44	37	52	71	60	35	247	200
		20%	19%	22%	25%	16%	20%	24%	21%	26%	26%	22%	19%	20%	21%	21%	17%	15%	20%	20%
							a			hi	hi									
Don't know		72	30	41	1	24	23	18	7	2	13	3	3	10	6	12	14	9	33	39
		3%	3%	4%	13%	4%	4%	3%	2%	2%	5%	1%	2%	5%	2%	4%	4%	4%	3%	4%
											cd			cd						
Net: Accurate		1577	762	807	6	418	363	519	277	86	203	162	167	126	181	240	250	162	884	692
		72%	72%	73%	75%	68%	68%	77%	78%	79%	71%	76%	74%	67%	75%	71%	70%	73%	73%	71%
							ab	ab		e		e								

Impact of language on public attitudes to ageing

M1_4. Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	435	213	220	1	149	126	106	54	18	59	37	44	40	45	68	82	41	231	203
	20%	20%	20%	13%	24%	24%	16%	15%	16%	21%	18%	19%	21%	18%	20%	23%	18%	19%	21%
					cd	cd													
Net: Inaccurate	349	187	160	1	114	92	96	48	14	46	32	32	41	40	60	52	31	190	159
	16%	18%	14%	13%	18%	17%	14%	13%	13%	16%	15%	14%	22%	17%	18%	14%	14%	16%	16%
		b			cd								dhi						
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2113	1033	1071	7	593	511	660	349	108	274	210	223	179	237	324	344	215	1175	938
Mean Score	7.57	7.49	7.66	8.00	7.37	7.45	7.74	7.79	7.87	7.71	7.66	7.55	7.34	7.63	7.53	7.45	7.57	7.59	7.55
							ab	ab											
Standard Deviation	2.126	2.148	2.098	1.826	2.094	2.113	2.178	2.059	2.044	2.139	2.073	2.081	2.292	2.215	2.210	1.983	2.094	2.143	2.104
Standard Error	.046	.067	.063	.690	.082	.093	.086	.117	.203	.129	.142	.134	.167	.156	.117	.109	.144	.060	.072
Error variance	*	*	*	.48	.01	.01	.01	.01	.04	.02	.02	.02	.03	.02	.01	.01	.02	*	.01

Impact of language on public attitudes to ageing

M1_4. Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	20	16	4	20	*	9	11	12	8	13	7	18	2	5	3	12	10	11
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	2%	1%	1%
													d			b			
1	(1.0)	10	10	1	10	-	6	5	6	5	6	4	10	1	3	3	4	5	5
		*	1%	*	*	-	1%	*	1%	*	*	1%	1%	*	*	*	1%	*	1%
2	(2.0)	38	36	2	37	1	6	32	13	25	27	10	26	10	14	10	13	24	13
		2%	2%	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%
																b			
3	(3.0)	34	27	6	33	1	11	23	13	21	20	13	24	10	11	11	12	19	15
		2%	1%	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%	2%	2%	2%
4	(4.0)	74	61	13	70	4	13	62	31	41	46	28	44	30	27	24	23	32	42
		3%	3%	4%	3%	6%	2%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	3%	4%
								a											a
5	(5.0)	173	145	28	170	3	44	123	74	91	104	63	98	68	68	58	42	99	72
		8%	8%	8%	8%	5%	7%	8%	7%	8%	7%	9%	7%	9%	9%	9%	6%	8%	8%
														c	c	c			
6	(6.0)	187	159	28	182	5	43	142	92	93	124	63	111	74	74	62	50	113	73
		9%	9%	8%	9%	8%	7%	9%	9%	8%	9%	9%	8%	10%	10%	9%	7%	9%	8%
7	(7.0)	320	271	49	309	12	83	234	137	182	212	107	198	119	122	106	90	170	150
		15%	15%	15%	15%	18%	14%	15%	13%	16%	15%	15%	14%	16%	16%	16%	12%	14%	16%
																c			
8	(8.0)	470	405	65	453	17	121	342	223	244	317	150	319	149	152	136	179	266	204
		22%	22%	20%	21%	27%	20%	22%	22%	22%	22%	21%	22%	21%	20%	21%	24%	22%	21%
																	a		
9	(9.0)	339	280	59	333	6	95	239	173	163	228	109	227	111	121	88	128	173	163
		16%	15%	18%	16%	9%	16%	16%	17%	14%	16%	15%	16%	15%	16%	13%	17%	14%	17%
																	b		
10 - Very accurate	(10.0)	447	381	66	433	14	161	278	230	212	318	129	325	122	154	127	163	255	186
		20%	21%	20%	20%	22%	26%	18%	22%	19%	22%	18%	23%	17%	20%	19%	22%	21%	19%
							b		b		d		bd						
Don't know		72	62	10	71	1	18	51	20	47	42	26	41	27	25	26	19	48	23
		3%	3%	3%	3%	2%	3%	3%	2%	4%	3%	4%	3%	4%	3%	4%	3%	4%	2%
										a								b	
Net: Accurate		1577	1337	240	1528	49	460	1094	763	800	1075	494	1068	501	548	457	560	864	702
		72%	72%	72%	72%	76%	76%	71%	74%	71%	74%	70%	74%	69%	71%	70%	76%	71%	73%
							b				bd		bd			ab			

Impact of language on public attitudes to ageing

M1_4. Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	435	365	69	422	12	100	326	198	225	274	155	253	172	170	145	115	244	187
	20%	20%	21%	20%	19%	16%	21%	19%	20%	19%	22%	18%	24%	22%	22%	16%	20%	20%
							a				c		ac	c	c			
Net: Inaccurate	349	295	54	340	9	87	255	149	190	216	127	218	121	128	110	105	189	158
	16%	16%	16%	16%	14%	14%	17%	15%	17%	15%	18%	15%	17%	17%	17%	14%	16%	17%
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2113	1792	321	2050	63	591	1491	1004	1083	1415	684	1398	697	751	629	715	1166	932
Mean Score	7.57	7.57	7.60	7.57	7.61	7.77	7.49	7.69	7.48	7.65	7.44	7.65	7.47	7.53	7.49	7.70	7.58	7.55
						b		b		b		b						
Standard Deviation	2.126	2.134	2.083	2.130	1.998	2.210	2.092	2.119	2.126	2.109	2.153	2.191	1.973	2.090	2.068	2.204	2.116	2.136
Standard Error	.046	.053	.094	.048	.186	.091	.054	.067	.065	.056	.083	.059	.073	.075	.082	.085	.063	.068
Error variance	*	*	.01	*	.03	.01	*	*	*	*	.01	*	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

M1_4. Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	20	12	1	1	2	5	2	15	2	7	7	6	-	4	10	6	8	7	5
		1%	1%	1%	1%	2%	1%	*	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	1%
									a									c		
1	(1.0)	10	8	-	-	1	2	4	5	2	1	7	-	1	1	6	3	3	4	2
		*	1%	-	-	1%	*	*	*	1%	*	1%	-	4%	*	1%	*	1%	1%	*
														abc						
2	(2.0)	38	22	4	-	1	10	10	22	6	15	14	8	-	2	13	22	13	12	13
		2%	2%	3%	-	1%	2%	1%	2%	2%	2%	1%	2%	-	*	2%	2%	3%	2%	1%
																a				
3	(3.0)	34	23	2	1	1	6	12	15	6	13	14	5	1	9	14	11	13	10	9
		2%	2%	2%	1%	2%	1%	1%	2%	2%	2%	1%	1%	4%	3%	2%	1%	3%	1%	1%
															c			c		
4	(4.0)	74	55	1	3	1	14	25	35	12	23	40	11	1	11	27	35	21	25	28
		3%	4%	1%	4%	2%	3%	3%	3%	3%	3%	4%	3%	2%	3%	3%	3%	5%	3%	3%
5	(5.0)	173	130	5	6	7	25	52	82	36	65	73	35	-	21	92	53	24	98	43
		8%	9%	4%	7%	10%	5%	6%	8%	11%	10%	7%	9%	-	6%	12%	5%	5%	13%	5%
			e					a			b				ac			ac		
6	(6.0)	187	129	13	6	8	32	61	95	31	64	89	34	1	26	78	80	38	79	67
		9%	9%	10%	8%	11%	7%	7%	9%	9%	9%	8%	9%	2%	7%	10%	8%	8%	11%	8%
																		c		
7	(7.0)	320	231	17	13	8	51	124	136	57	98	163	53	6	48	120	147	64	119	125
		15%	16%	14%	18%	11%	11%	15%	13%	17%	14%	15%	14%	18%	14%	16%	15%	14%	16%	14%
			e																	
8	(8.0)	470	302	27	18	10	112	185	229	57	127	255	75	13	61	174	226	101	152	204
		22%	21%	22%	24%	13%	25%	23%	23%	17%	19%	24%	20%	35%	18%	23%	22%	22%	21%	23%
						d		c	c			a								
9	(9.0)	339	217	16	12	15	79	137	150	51	102	167	68	3	53	94	185	79	93	152
		16%	15%	13%	16%	20%	17%	17%	15%	15%	15%	15%	18%	8%	15%	12%	18%	17%	13%	17%
															b			b	b	b
10 - Very accurate	(10.0)	447	274	28	14	17	112	181	203	59	142	214	81	9	103	120	216	100	107	219
		20%	19%	23%	19%	23%	25%	22%	20%	17%	21%	20%	21%	25%	30%	16%	22%	22%	15%	25%
						a								bc		b	b		b	

Impact of language on public attitudes to ageing

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BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	72	49	7	3	3	9	20	30	20	25	35	11	1	10	21	22	4	31	16
	3%	3%	6%	4%	4%	2%	3%	3%	6%	4%	3%	3%	2%	3%	3%	2%	1%	4%	2%
			e						ab									ac	
Net: Accurate	1577	1024	87	57	50	355	626	718	224	468	799	277	31	266	508	775	344	471	700
	72%	71%	72%	76%	67%	77%	77%	71%	66%	69%	74%	72%	86%	76%	66%	77%	74%	64%	79%
				ad			bc				a		a	b		b	b		ab
Net: Neutral	435	314	19	14	17	71	138	212	78	151	202	79	2	57	196	168	83	201	138
	20%	22%	16%	19%	23%	15%	17%	21%	23%	22%	19%	21%	4%	16%	26%	17%	18%	27%	16%
		e						a	a	d	d	d		ac				ac	
Net: Inaccurate	349	250	14	10	13	62	104	174	63	123	156	64	3	47	162	129	81	155	100
	16%	17%	11%	13%	17%	13%	13%	17%	19%	18%	14%	17%	10%	14%	21%	13%	17%	21%	11%
								a	a	b				ac			c	c	
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	7	8
Base for stats	2113	1403	114	73	71	449	791	987	318	656	1044	374	35	338	748	984	463	706	867
Mean Score	7.57	7.48	7.70	7.72	7.56	7.81	7.79	7.48	7.37	7.48	7.62	7.58	7.82	7.88	7.20	7.76	7.48	7.19	7.90
						a	bc							b		b	b		ab
Standard Deviation	2.126	2.112	2.145	1.866	2.362	2.146	1.958	2.220	2.144	2.192	2.052	2.174	2.159	2.150	2.185	2.031	2.354	2.102	1.967
Standard Error	.046	.056	.185	.210	.244	.107	.068	.073	.116	.083	.064	.116	.370	.117	.080	.065	.111	.079	.066
Error variance	*	*	.03	.04	.06	.01	*	.01	.01	.01	*	.01	.14	.01	.01	*	.01	.01	*

Impact of language on public attitudes to ageing

M1_4. Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
										a	b
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185	1208	629	282	713	1404	373	1741	348	1749
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	20 1%	12 1%	2 *	7 2% b	16 2% b	4 *	2 1%	18 1%	4 1%	16 1%
1	(1.0)	10 *	2 *	3 1%	5 2% a	2 *	8 1%	1 *	10 1%	4 1% b	6 *
2	(2.0)	38 2%	19 2%	8 1%	11 4% ab	20 3% b	17 1%	4 1%	33 2%	6 2%	31 2%
3	(3.0)	34 2%	14 1%	11 2%	8 3% a	20 3% b	13 1%	7 2%	27 2%	6 2%	28 2%
4	(4.0)	74 3%	32 3%	28 4% a	13 5%	32 4%	42 3%	9 2%	66 4%	12 4%	59 3%
5	(5.0)	173 8%	61 5%	84 13% ac	19 7%	75 10% b	82 6%	36 10%	124 7%	24 7%	136 8%
6	(6.0)	187 9%	71 6%	74 12% a	40 14% a	73 10% b	107 8%	46 12% b	132 8%	45 13% b	135 8%
7	(7.0)	320 15%	169 14%	92 15%	50 18%	107 15%	202 14%	53 14%	259 15%	63 18% b	243 14%
8	(8.0)	470 22%	276 23%	130 21%	55 20%	147 21%	316 23%	82 22%	385 22%	80 23%	380 22%
9	(9.0)	339 16%	223 18% bc	75 12%	35 13%	93 13%	244 17% a	64 17%	267 15%	50 14%	280 16%

Impact of language on public attitudes to ageing

M1_4. Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very accurate	447	302	92	36	102	339	62	374	50	388
	20%	25%	15%	13%	14%	24%	17%	22%	14%	22%
		bc	a			a		a		a
Don't know	72	26	31	4	25	30	8	47	5	47
	3%	2%	5%	1%	3%	2%	2%	3%	1%	3%
			ac							
Net: Accurate	1577	970	388	176	450	1101	261	1285	243	1291
	72%	80%	62%	63%	63%	78%	70%	74%	70%	74%
		bc	a	a	b	a	b			
Net: Neutral	435	165	186	72	179	231	91	321	81	330
	20%	14%	30%	26%	25%	16%	24%	18%	23%	19%
			a	a	b		b			
Net: Inaccurate	349	142	136	62	165	165	59	277	56	276
	16%	12%	22%	22%	23%	12%	16%	16%	16%	16%
			a	a	b					
Median 1	8	8	7	7	7	8	8	8	8	8
Base for stats	2113	1183	598	278	688	1373	365	1694	344	1702
Mean Score	7.57	7.92	7.19	6.85	7.02	7.89	7.50	7.60	7.28	7.65
		bc	c			a				a
Standard Deviation	2.126	2.033	2.034	2.420	2.355	1.939	1.975	2.161	2.123	2.130
Standard Error	.046	.059	.083	.146	.090	.052	.101	.053	.111	.052
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M2_4. Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	27	17	10	-	7	3	17	1	1	3	1	6	1	3	4	5	4	16	11
		1%	2%	1%	-	1%	*	2%	*	1%	1%	1%	3%	*	1%	1%	1%	2%	1%	1%
								bd												
1	(1.0)	17	10	8	-	4	3	3	7	1	1	3	*	2	3	3	3	2	8	9
		1%	1%	1%	-	1%	1%	*	2%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	1%
								c												
2	(2.0)	37	21	15	-	10	7	9	11	2	3	7	6	4	5	4	5	1	26	11
		2%	2%	1%	-	2%	1%	1%	3%	2%	1%	3%	3%	2%	2%	1%	1%	*	2%	1%
												i								
3	(3.0)	78	44	34	-	22	8	30	18	3	11	4	6	5	8	9	22	12	49	28
		4%	4%	3%	-	3%	2%	4%	5%	2%	4%	2%	2%	3%	3%	3%	6%	5%	4%	3%
						b		b									cdg			
4	(4.0)	103	47	55	1	33	24	24	22	2	14	13	7	10	14	15	19	8	50	52
		5%	4%	5%	13%	5%	4%	4%	6%	2%	5%	6%	3%	6%	6%	4%	5%	4%	4%	5%
5	(5.0)	328	158	169	1	91	73	107	57	14	48	32	26	30	39	42	62	34	174	154
		15%	15%	15%	13%	15%	14%	16%	16%	13%	17%	15%	12%	16%	16%	12%	17%	15%	14%	16%
6	(6.0)	290	126	164	1	89	84	72	45	22	33	23	39	26	34	45	38	29	179	111
		13%	12%	15%	13%	14%	16%	11%	13%	20%	12%	11%	17%	14%	14%	13%	11%	13%	15%	11%
				a		c		c		bch			ch					b		
7	(7.0)	346	174	170	2	96	93	102	55	18	39	40	39	31	29	59	55	37	187	159
		16%	16%	15%	25%	16%	17%	15%	16%	17%	14%	19%	17%	16%	12%	17%	16%	16%	16%	16%
8	(8.0)	346	187	159	-	93	75	115	63	20	41	38	30	28	45	51	52	41	186	160
		16%	18%	14%	-	15%	14%	17%	18%	18%	14%	18%	13%	15%	18%	15%	15%	18%	15%	16%
			b																	
9	(9.0)	196	97	98	-	54	59	64	20	9	30	14	18	13	22	43	27	20	114	82
		9%	9%	9%	-	9%	11%	9%	6%	8%	10%	7%	8%	7%	9%	13%	8%	9%	9%	8%
							d	d							ceh					
10 - Very persuasive	(10.0)	272	133	138	1	72	67	98	36	12	41	30	30	22	29	45	41	22	147	125
		12%	13%	12%	13%	12%	13%	14%	10%	11%	14%	14%	13%	12%	12%	13%	12%	10%	12%	13%
Don't know		144	51	91	2	47	38	37	22	6	24	7	17	17	12	18	28	15	69	75
		7%	5%	8%	25%	8%	7%	5%	6%	5%	8%	3%	8%	9%	5%	5%	8%	7%	6%	8%
				a							c			c			c			
Net: Persuasive		1160	591	565	3	315	293	379	174	59	150	122	117	94	125	197	176	120	635	525
		53%	56%	51%	38%	51%	55%	56%	49%	54%	52%	57%	52%	50%	51%	59%	49%	53%	53%	54%
			b					d							eh					

Impact of language on public attitudes to ageing

M2_4. Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	721	330	388	3	213	181	203	124	38	95	68	73	67	88	101	120	71	404	318
	33%	31%	35%	38%	35%	34%	30%	35%	35%	33%	32%	32%	35%	36%	30%	33%	32%	33%	33%
Net: Unpersuasive	590	296	291	2	167	118	190	115	23	79	61	52	52	71	76	115	61	324	266
	27%	28%	26%	25%	27%	22%	28%	32%	21%	28%	28%	23%	28%	29%	23%	32%	27%	27%	27%
							b	b							adg				
Median 1	7	7	7	-	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
Base for stats	2041	1013	1020	6	570	496	641	334	104	263	206	209	172	230	318	330	209	1138	902
Mean Score	6.76	6.74	6.78	6.50	6.71	6.97	6.81	6.44	6.83	6.88	6.76	6.74	6.69	6.70	6.99	6.55	6.69	6.73	6.80
						ad	d								h				
Standard Deviation	2.228	2.290	2.162	2.074	2.192	2.040	2.370	2.243	2.078	2.218	2.251	2.332	2.155	2.247	2.182	2.290	2.188	2.248	2.202
Standard Error	.049	.073	.067	.847	.088	.092	.095	.131	.212	.136	.156	.155	.160	.161	.117	.129	.152	.064	.077
Error variance	*	.01	*	.72	.01	.01	.01	.02	.04	.02	.02	.02	.03	.03	.01	.02	.02	*	.01

Impact of language on public attitudes to ageing

M2_4. Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	27	24	4	27	*	10	17	12	15	15	13	21	6	10	*	17	16	11
		1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	*	2%	1%	1%
															b	b	b		
1	(1.0)	17	14	3	17	*	8	8	10	8	13	4	11	6	2	7	8	11	6
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%
																	a		
2	(2.0)	37	34	3	36	1	7	28	15	21	24	13	21	16	18	6	13	17	20
		2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%
															b				
3	(3.0)	78	67	10	77	1	22	56	42	36	50	27	59	16	27	18	33	38	39
		4%	4%	3%	4%	1%	4%	4%	4%	3%	3%	4%	4%	2%	3%	3%	5%	3%	4%
													d						
4	(4.0)	103	84	18	101	2	27	76	52	50	60	42	66	36	41	26	34	57	43
		5%	5%	6%	5%	3%	4%	5%	5%	4%	4%	6%	5%	5%	5%	4%	5%	5%	5%
5	(5.0)	328	292	36	319	9	76	241	154	167	209	113	207	113	101	107	116	196	131
		15%	16%	11%	15%	14%	13%	16%	15%	15%	14%	16%	14%	16%	13%	16%	16%	16%	14%
				b															
6	(6.0)	290	246	45	280	10	77	209	140	146	191	100	170	119	106	95	88	141	147
		13%	13%	14%	13%	16%	13%	14%	14%	13%	13%	14%	12%	16%	14%	14%	12%	12%	15%
													ac					a	
7	(7.0)	346	297	49	337	8	88	255	141	202	234	109	222	123	139	98	106	185	159
		16%	16%	15%	16%	13%	15%	17%	14%	18%	16%	15%	15%	17%	18%	15%	14%	15%	17%
									a										
8	(8.0)	346	288	58	336	10	87	256	160	184	234	108	240	102	124	95	126	203	143
		16%	16%	18%	16%	15%	14%	17%	16%	16%	16%	15%	17%	14%	16%	14%	17%	17%	15%
9	(9.0)	196	158	38	188	8	55	137	112	81	149	47	134	60	67	68	58	100	96
		9%	9%	11%	9%	13%	9%	9%	11%	7%	10%	7%	9%	8%	9%	10%	8%	8%	10%
				a					b		b		b						
10 - Very persuasive	(10.0)	272	225	47	261	11	109	162	136	134	192	80	197	75	93	84	94	155	114
		12%	12%	14%	12%	17%	18%	11%	13%	12%	13%	11%	14%	10%	12%	13%	13%	13%	12%
							b						d						
Don't know		144	124	20	141	3	43	97	52	86	87	54	90	50	49	52	41	94	48
		7%	7%	6%	7%	4%	7%	6%	5%	8%	6%	8%	6%	7%	6%	8%	6%	8%	5%
										a								b	
Net: Persuasive		1160	968	192	1123	37	339	810	548	601	810	344	793	360	422	345	384	642	511
		53%	52%	58%	53%	58%	56%	53%	54%	53%	56%	48%	55%	50%	54%	53%	52%	53%	54%
				a							bd		bd						

Impact of language on public attitudes to ageing

M2_4. Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	721 33%	622 34%	99 30%	700 33%	21 33%	180 30%	526 34%	346 34%	364 32%	459 32%	255 36%	443 31%	268 37%	248 32%	227 35%	238 32%	394 32%	320 34%
Net: Unpersuasive	590 27%	516 28%	74 22%	576 27%	14 22%	150 25%	426 28%	284 28%	297 26%	370 25%	212 30%	385 27%	194 27%	199 26%	163 25%	221 30%	336 28%	250 26%
Median 1	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
Base for stats	2041	1730	311	1980	61	566	1445	973	1044	1370	656	1348	673	727	603	693	1120	908
Mean Score	6.76	6.71	7.02	6.75	7.16	6.95	6.70	6.80	6.73	6.87	6.54	6.82	6.66	6.76	6.92	6.62	6.77	6.75
			a			b				bd		b			c			
Standard Deviation	2.228	2.229	2.205	2.229	2.169	2.383	2.159	2.269	2.192	2.210	2.260	2.281	2.119	2.199	2.068	2.382	2.243	2.210
Standard Error	.049	.056	.101	.051	.205	.100	.057	.073	.068	.060	.089	.063	.080	.080	.083	.094	.069	.071
Error variance	*	*	.01	*	.04	.01	*	.01	*	*	.01	*	.01	.01	.01	.01	*	.01

Impact of language on public attitudes to ageing

M2_4. Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	27	13	2	1	3	9	7	14	6	9	12	5	-	6	12	8	10	7	11
		1%	1%	2%	1%	4%	2%	1%	1%	2%	1%	1%	1%	-	2%	2%	1%	2%	1%	1%
					a															
1	(1.0)	17	9	-	-	2	7	4	10	3	4	7	3	3	4	6	7	9	5	3
		1%	1%	-	-	2%	1%	1%	1%	1%	1%	1%	1%	7%	1%	1%	1%	2%	1%	*
					a								abc				bc			
2	(2.0)	37	25	2	1	-	8	12	22	3	14	12	10	1	4	15	18	17	5	15
		2%	2%	1%	2%	-	2%	1%	2%	1%	2%	1%	2%	3%	1%	2%	2%	4%	1%	2%
																	bc			
3	(3.0)	78	47	2	1	4	24	28	37	12	21	47	9	1	9	28	39	28	30	19
		4%	3%	1%	2%	5%	5%	3%	4%	4%	3%	4%	2%	2%	3%	4%	4%	6%	4%	2%
																		c	c	
4	(4.0)	103	60	8	2	5	27	38	44	20	27	50	24	1	14	35	52	23	38	40
		5%	4%	7%	2%	7%	6%	5%	4%	6%	4%	5%	6%	3%	4%	5%	5%	5%	5%	5%
5	(5.0)	328	223	11	13	12	69	94	167	60	96	163	64	5	48	144	120	59	160	92
		15%	15%	10%	17%	16%	15%	12%	16%	18%	14%	15%	17%	14%	14%	19%	12%	13%	22%	10%
									a	a					ac			ac		
6	(6.0)	290	211	11	4	9	54	121	120	47	99	133	55	3	43	123	122	64	108	110
		13%	15%	9%	6%	12%	12%	15%	12%	14%	15%	12%	14%	8%	12%	16%	12%	14%	15%	13%
			c												c					
7	(7.0)	346	235	20	17	8	66	139	155	50	95	182	62	6	46	124	171	66	117	156
		16%	16%	17%	22%	11%	14%	17%	15%	15%	14%	17%	16%	17%	13%	16%	17%	14%	16%	18%
					d															
8	(8.0)	346	218	20	10	14	84	132	173	40	109	174	52	11	54	113	177	84	111	143
		16%	15%	17%	13%	18%	18%	16%	17%	12%	16%	16%	13%	30%	15%	15%	18%	18%	15%	16%
								c	c				abc							
9	(9.0)	196	142	7	11	6	30	94	80	21	75	88	30	2	32	56	103	35	56	97
		9%	10%	6%	15%	8%	7%	12%	8%	6%	11%	8%	8%	5%	9%	7%	10%	7%	8%	11%
			e		be			bc			b				b		b			ab
10 - Very persuasive	(10.0)	272	183	16	8	6	58	100	126	43	87	132	48	3	60	66	143	53	54	153
		12%	13%	13%	11%	8%	13%	12%	12%	13%	13%	12%	13%	9%	17%	9%	14%	11%	7%	17%
														b		b	b			ab

Impact of language on public attitudes to ageing

M2_4. Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	144	85	21	7	6	23	43	68	33	44	77	22	1	29	46	46	20	46	42
	7%	6%	18%	10%	8%	5%	5%	7%	10%	7%	7%	6%	2%	8%	6%	5%	4%	6%	5%
Net: Persuasive	1160	778	63	46	34	237	465	535	154	366	577	193	22	191	359	594	238	337	549
	53%	54%	52%	61%	46%	52%	57%	53%	46%	54%	53%	50%	61%	55%	47%	59%	51%	46%	62%
Net: Neutral	721	494	31	19	26	150	252	331	128	222	347	143	9	106	302	295	145	306	242
	33%	34%	26%	25%	35%	33%	31%	33%	38%	33%	32%	37%	24%	30%	39%	29%	31%	42%	27%
Net: Unpersuasive	590	377	25	18	25	144	183	294	104	171	292	116	11	86	241	244	145	245	180
	27%	26%	21%	24%	34%	31%	22%	29%	31%	25%	27%	30%	29%	25%	31%	24%	31%	33%	20%
Median 1	7	7	7	7	6	7	7	7	7	7	7	7	7	7	6	7	7	6	7
Base for stats	2041	1367	100	68	68	435	768	949	305	636	1002	363	35	319	723	960	447	690	840
Mean Score	6.76	6.82	6.94	7.07	6.28	6.55	6.94	6.69	6.56	6.85	6.76	6.61	6.55	6.97	6.44	6.95	6.42	6.45	7.16
		de	d	d			bc							b		b			ab
Standard Deviation	2.228	2.163	2.226	2.060	2.490	2.386	2.134	2.276	2.267	2.243	2.190	2.259	2.461	2.348	2.160	2.206	2.481	2.017	2.200
Standard Error	.049	.059	.204	.239	.262	.120	.075	.076	.125	.086	.070	.122	.422	.131	.080	.071	.119	.077	.075
Error variance	*	*	.04	.06	.07	.01	.01	.01	.02	.01	*	.02	.18	.02	.01	.01	.01	.01	.01

Impact of language on public attitudes to ageing

M2_4. Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK	UK
										Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185	1208	629	282	713	1404	373	1741	348	1749
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	27	14	2	11	15	12	2	25	3	23
		1%	1%	*	4%	2%	1%	1%	1%	1%	1%
					ab	b					
1	(1.0)	17	9	2	5	5	13	1	17	3	14
		1%	1%	*	2%	1%	1%	*	1%	1%	1%
					b						
2	(2.0)	37	18	11	8	16	20	3	34	2	35
		2%	2%	2%	3%	2%	1%	1%	2%	1%	2%
3	(3.0)	78	43	19	14	30	47	7	69	8	70
		4%	4%	3%	5%	4%	3%	2%	4%	2%	4%
4	(4.0)	103	47	34	18	34	67	24	76	20	78
		5%	4%	5%	6%	5%	5%	6%	4%	6%	4%
5	(5.0)	328	136	129	51	124	180	53	253	39	266
		15%	11%	21%	18%	17%	13%	14%	15%	11%	15%
				a	a	b					
6	(6.0)	290	154	102	30	86	200	46	239	50	229
		13%	13%	16%	11%	12%	14%	12%	14%	14%	13%
				ac							
7	(7.0)	346	193	95	52	111	228	74	269	71	272
		16%	16%	15%	18%	16%	16%	20%	15%	20%	16%
								b		b	
8	(8.0)	346	215	86	37	105	238	55	287	54	284
		16%	18%	14%	13%	15%	17%	15%	16%	16%	16%
			b								
9	(9.0)	196	126	50	20	62	133	43	149	46	145
		9%	10%	8%	7%	9%	9%	12%	9%	13%	8%
										b	
10 - Very persuasive	(10.0)	272	192	48	22	75	194	46	221	39	228
		12%	16%	8%	8%	11%	14%	12%	13%	11%	13%
			bc			a					

Impact of language on public attitudes to ageing

M2_4. Things like poorly designed services, an economy that doesn't work for everyone, and discriminatory attitudes mean that some of us are less likely to be able to age well than others: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	144	61	52	14	49	73	20	103	13	104
	7%	5%	8%	5%	7%	5%	5%	6%	4%	6%
Net: Persuasive	1160	726	279	131	353	792	218	925	210	930
	53%	60%	44%	46%	50%	56%	58%	53%	60%	53%
Net: Neutral	721	338	265	99	245	447	122	568	109	573
	33%	28%	42%	35%	34%	32%	33%	33%	31%	33%
Net: Unpersuasive	590	268	196	107	225	339	90	474	75	486
	27%	22%	31%	38%	32%	24%	24%	27%	22%	28%
Median 1	7	7	6	6	7	7	7	7	7	7
Base for stats	2041	1148	577	268	664	1330	353	1638	335	1645
Mean Score	6.76	7.05	6.51	6.08	6.52	6.91	6.98	6.73	6.98	6.73
Standard Deviation	2.228	2.236	1.970	2.475	2.322	2.180	2.020	2.275	2.055	2.267
Standard Error	.049	.066	.082	.152	.090	.060	.105	.057	.108	.056
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M1_5. Our experience of ageing can be improved if we organise and fund our society better and work together as a community: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	6	2	4	-	2	1	3	-	1	1	-	2	-	-	2	-	-	6	-
		*	*	*	-	*	*	*	-	1%	*	-	1%	-	-	1%	-	-	*	-
																		b		
1	(1.0)	10	3	6	-	2	4	3	1	-	3	-	-	-	3	1	1	2	3	7
		*	*	1%	-	*	1%	*	*	-	1%	-	-	-	1%	*	*	1%	*	1%
2	(2.0)	14	8	6	-	5	4	3	2	1	-	1	3	1	-	3	2	2	4	10
		1%	1%	1%	-	1%	1%	*	*	1%	-	*	1%	1%	-	1%	1%	1%	*	1%
													b					a		
3	(3.0)	39	17	21	1	17	6	10	5	-	5	7	4	5	2	11	2	2	24	14
		2%	2%	2%	13%	3%	1%	1%	2%	-	2%	3%	2%	3%	1%	3%	*	1%	2%	1%
												h		h	h					
4	(4.0)	45	25	20	-	16	17	8	5	-	5	5	4	*	5	8	11	7	29	17
		2%	2%	2%	-	3%	3%	1%	1%	-	2%	2%	2%	*	2%	2%	3%	3%	2%	2%
							c									e	e			
5	(5.0)	164	81	82	1	68	44	38	14	8	29	6	15	20	26	27	20	13	92	73
		8%	8%	7%	13%	11%	8%	6%	4%	8%	10%	3%	6%	11%	11%	8%	5%	6%	8%	7%
						cd	d				ch			ch	ch	c				
6	(6.0)	182	101	80	1	68	58	35	20	10	19	20	25	17	17	23	27	24	104	78
		8%	9%	7%	13%	11%	11%	5%	6%	9%	7%	10%	11%	9%	7%	7%	8%	11%	9%	8%
						cd	cd													
7	(7.0)	342	165	175	1	109	82	102	49	16	42	45	33	23	29	52	68	34	195	147
		16%	16%	16%	13%	18%	15%	15%	14%	14%	15%	21%	15%	12%	12%	16%	19%	15%	16%	15%
												ef					ef			
8	(8.0)	539	262	274	3	127	126	181	105	26	60	48	49	44	67	83	100	63	307	232
		25%	25%	25%	38%	21%	24%	27%	29%	24%	21%	22%	22%	23%	28%	25%	28%	28%	25%	24%
						a	a	a	a								b			
9	(9.0)	332	158	173	-	89	82	109	53	18	38	32	43	40	37	50	44	30	183	149
		15%	15%	16%	-	14%	15%	16%	15%	16%	13%	15%	19%	21%	15%	15%	12%	13%	15%	15%
												h	h	bhi						
10 - Very accurate	(10.0)	468	221	247	-	101	91	178	98	26	81	44	44	34	49	73	74	42	242	226
		21%	21%	22%	-	16%	17%	26%	27%	24%	28%	21%	20%	18%	20%	22%	21%	19%	20%	23%
							ab	ab	ab		defhi									
Don't know		45	20	23	1	14	20	7	4	4	6	4	5	3	7	4	8	4	20	25
		2%	2%	2%	13%	2%	4%	1%	1%	3%	2%	2%	2%	2%	3%	1%	2%	2%	2%	3%
							cd													
Net: Accurate		1681	806	869	4	426	380	570	304	86	220	169	169	142	183	258	286	169	928	754
		77%	76%	78%	50%	69%	71%	84%	85%	78%	77%	79%	75%	75%	76%	77%	80%	75%	77%	77%
							ab	ab	ab											

Impact of language on public attitudes to ageing

M1_5. Our experience of ageing can be improved if we organise and fund our society better and work together as a community: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	391	207	182	2	152	119	82	39	18	52	31	43	38	48	58	58	45	224	167
	18%	19%	16%	25%	25%	22%	12%	11%	16%	18%	15%	19%	20%	20%	17%	16%	20%	19%	17%
					cd	cd													
Net: Inaccurate	277	136	139	2	109	75	66	27	11	41	20	28	27	36	52	36	27	157	120
	13%	13%	12%	25%	18%	14%	10%	8%	10%	14%	9%	12%	14%	15%	15%	10%	12%	13%	12%
					cd	cd									ch				
Median 1	8	8	8	7	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2140	1043	1088	7	604	514	671	352	106	281	209	221	186	235	332	349	220	1188	952
Mean Score	7.77	7.73	7.81	6.43	7.40	7.57	8.05	8.14	7.94	7.88	7.78	7.71	7.76	7.77	7.68	7.82	7.65	7.72	7.82
							ab	ab											
Standard Deviation	1.892	1.872	1.910	1.902	1.961	1.909	1.828	1.716	1.853	1.999	1.810	1.979	1.836	1.863	2.020	1.737	1.891	1.881	1.906
Standard Error	.041	.058	.057	.719	.076	.084	.071	.098	.186	.119	.124	.128	.131	.132	.106	.095	.129	.053	.065
Error variance	*	*	*	.52	.01	.01	.01	.01	.03	.01	.02	.02	.02	.02	.01	.01	.02	*	*

Impact of language on public attitudes to ageing

M1_5. Our experience of ageing can be improved if we organise and fund our society better and work together as a community: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level			
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary	
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012	
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very inaccurate	(0.0)	6	5	1	6	-	3	3	5	1	3	3	5	1	3	-	3	1	5	
		*	*	*	*	-	1%	*	1%	*	*	*	*	*	*	-	*	*	1%	
1	(1.0)	10	9	1	10	-	4	4	5	3	7	3	5	3	7	1	1	7	2	
		*	*	*	*	-	1%	*	*	*	*	*	*	*	1%	*	*	1%	*	
2	(2.0)	14	11	3	14	-	4	9	9	5	10	4	11	3	3	8	3	8	5	
		1%	1%	1%	1%	-	1%	1%	1%	*	1%	1%	1%	*	*	1%	*	1%	1%	
3	(3.0)	39	30	9	37	1	9	30	17	22	27	11	20	18	13	15	8	23	15	
		2%	2%	3%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	
4	(4.0)	45	35	10	42	4	13	31	22	22	27	17	25	18	19	17	10	23	22	
		2%	2%	3%	2%	6% a	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	
5	(5.0)	164	139	25	159	5	37	124	72	89	99	60	93	65	76	43	42	89	75	
		8%	7%	8%	8%	8%	6%	8%	7%	8%	7%	8%	6%	9% c	10% bc	7%	6%	7%	8%	
6	(6.0)	182	158	24	173	8	45	134	72	107	115	66	96	83	69	72	38	89	90	
		8%	9%	7%	8%	13%	7%	9%	7%	9% a	8%	9% c	7%	11% ac	9% c	11% c	5%	7%	9%	
7	(7.0)	342	283	59	333	9	90	244	148	189	214	124	210	129	122	108	111	178	161	
		16%	15%	18%	16%	15%	15%	16%	14%	17%	15%	18%	15%	18%	16%	16%	15%	15%	17%	
8	(8.0)	539	469	70	525	14	131	406	233	300	360	177	365	172	208	143	185	309	229	
		25%	25%	21%	25%	22%	22%	26% a	23% a	27% a	25%	25%	25%	24%	27% b	22%	25%	25%	25%	24%
9	(9.0)	332	280	52	325	8	88	241	174	155	235	95	231	99	102	107	119	195	135	
		15%	15%	16%	15%	12%	14%	16%	17% b	14%	16%	13%	16%	14%	13%	16%	16%	16%	14%	
10 - Very accurate	(10.0)	468	395	73	455	13	172	285	250	212	331	137	353	114	136	125	204	265	199	
		21%	21%	22%	21%	21%	28% b	18% b	24% b	19% b	23% d	19% c	25% bd	16% d	17% c	19% c	28% ab	22% ab	21%	
Don't know		45	40	5	44	1	12	31	18	25	31	12	24	18	18	16	11	28	17	
		2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	
Net: Accurate		1681	1427	254	1637	44	481	1175	805	856	1139	534	1160	514	568	483	618	946	724	
		77%	77%	77%	77%	69%	79%	76%	79%	76%	78% d	75% bd	81% bd	71% ac	73% c	74% c	84% ab	78% ab	76%	
Net: Neutral		391	332	59	374	17	95	290	167	218	241	143	214	166	164	131	90	201	187	
		18%	18%	18%	18%	27% a	16% a	19% a	16% a	19% a	17% ac	20% ac	15% ac	23% ac	21% c	20% c	12% c	17% c	20% c	

Impact of language on public attitudes to ageing

M1_5. Our experience of ageing can be improved if we organise and fund our society better and work together as a community: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Inaccurate	277	229	48	267	10	70	202	130	142	172	98	159	108	121	84	66	151	125
	13%	12%	15%	13%	16%	11%	13%	13%	13%	12%	14%	11%	15%	16%	13%	9%	12%	13%
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2140	1814	326	2077	63	597	1511	1007	1106	1426	698	1415	705	758	639	723	1186	939
Mean Score	7.77	7.78	7.71	7.77	7.54	7.95	7.70	7.87	7.69	7.85	7.63	7.94	7.47	7.54	7.65	8.12	7.82	7.70
						b		b		bd		bd				ab		
Standard Deviation	1.892	1.880	1.963	1.891	1.931	1.987	1.839	1.969	1.804	1.883	1.895	1.863	1.876	1.931	1.903	1.774	1.882	1.902
Standard Error	.041	.046	.088	.042	.180	.081	.047	.062	.054	.050	.072	.050	.069	.069	.075	.068	.056	.060
Error variance	*	*	.01	*	.03	.01	*	*	*	*	.01	*	*	*	.01	*	*	*

Impact of language on public attitudes to ageing

M1_5. Our experience of ageing can be improved if we organise and fund our society better and work together as a community: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	6*	5*	1%	-	-	-	3*	2*	1*	3*	2*	1*	-	2%	3*	1*	1*	2*	3*
1	(1.0)	10*	5*	1%	-	2%	1*	-	6%	3%	3*	3*	3%	-	3%	2*	4%	3%	3%	2*
						ae			a	a								1%	*	*
2	(2.0)	14	11	-	-	1	2	5	7	2	5	5	2	1	3	3	8	2	6	5
		1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	*	1%	1%
3	(3.0)	39	24	1	2	1	9	13	23	3	14	19	5	-	9	21	9	16	16	6
		2%	2%	1%	3%	1%	2%	2%	2%	1%	2%	2%	1%	-	2%	3%	1%	3%	2%	1%
															c	c		c	c	
4	(4.0)	45	33	-	3	3	7	18	18	7	17	23	6	-	8	21	17	7	18	18
		2%	2%	-	4%	4%	1%	2%	2%	2%	2%	2%	2%	-	2%	3%	2%	2%	3%	2%
					b	b														
5	(5.0)	164	126	10	3	6	19	42	73	44	55	81	26	2	17	90	51	29	86	39
		8%	9%	8%	4%	8%	4%	5%	7%	13%	8%	7%	7%	6%	5%	12%	5%	6%	12%	4%
			e							ab						ac			ac	
6	(6.0)	182	141	8	6	7	19	58	92	32	56	93	30	3	25	83	68	27	78	72
		8%	10%	7%	8%	9%	4%	7%	9%	9%	8%	9%	8%	8%	7%	11%	7%	6%	11%	8%
			e			e										ac			a	
7	(7.0)	342	233	19	11	11	67	139	149	51	110	158	67	7	53	127	150	75	126	127
		16%	16%	16%	15%	15%	15%	17%	15%	15%	16%	15%	17%	20%	15%	16%	15%	16%	17%	14%
8	(8.0)	539	334	34	16	16	137	199	267	72	142	289	102	6	87	171	272	120	176	222
		25%	23%	28%	22%	22%	30%	24%	26%	21%	21%	27%	26%	16%	25%	22%	27%	26%	24%	25%
						a						a	a			b				
9	(9.0)	332	220	13	12	12	75	142	137	50	112	158	59	4	42	94	186	74	84	162
		15%	15%	10%	16%	16%	16%	18%	14%	15%	16%	15%	15%	11%	12%	12%	19%	16%	11%	18%
								b								ab		b		b
10 - Very accurate	(10.0)	468	293	27	19	14	113	183	220	59	151	224	77	13	91	138	231	108	119	221
		21%	20%	23%	25%	19%	25%	22%	22%	18%	22%	21%	20%	36%	26%	18%	23%	23%	16%	25%
						a							bc		b	b		b		b
Don't know		45	26	6	3	2	8	10	21	13	14	24	7	-	9	16	10	5	22	4
		2%	2%	5%	3%	3%	2%	1%	2%	4%	2%	2%	2%	-	3%	2%	1%	1%	3%	*
				ae						a					c				ac	

Impact of language on public attitudes to ageing

M1_5. Our experience of ageing can be improved if we organise and fund our society better and work together as a community: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Accurate	1681	1079	93	59	53	392	663	773	233	515	829	304	30	272	530	839	377	505	732
	77%	74%	77%	78%	72%	86%	82%	76%	69%	76%	77%	79%	84%	78%	69%	83%	81%	69%	83%
						abd	bc	c						b		ab	b		b
Net: Neutral	391	301	18	12	16	45	119	183	83	128	196	62	5	49	194	136	64	183	129
	18%	21%	15%	16%	21%	10%	15%	18%	25%	19%	18%	16%	14%	14%	25%	14%	14%	25%	15%
		e		e			a	ab						ac			ac		
Net: Inaccurate	277	204	13	8	12	39	81	130	60	96	133	44	3	42	140	89	58	131	74
	13%	14%	11%	10%	16%	9%	10%	13%	18%	14%	12%	11%	9%	12%	18%	9%	12%	18%	8%
		e		e				ab						ac			c	ac	
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2140	1425	115	73	72	450	801	995	325	667	1055	378	36	339	753	996	462	714	878
Mean Score	7.77	7.66	7.82	7.95	7.51	8.09	7.92	7.73	7.50	7.73	7.77	7.77	8.15	7.82	7.42	8.02	7.84	7.38	8.05
						ad	bc							b		b	b		b
Standard Deviation	1.892	1.920	1.907	1.849	2.101	1.724	1.794	1.924	1.964	1.977	1.846	1.859	1.866	2.074	1.972	1.736	1.925	1.930	1.771
Standard Error	.041	.051	.164	.208	.216	.085	.062	.063	.105	.074	.058	.099	.315	.113	.072	.055	.091	.072	.059
Error variance	*	*	.03	.04	.05	.01	*	*	.01	.01	*	.01	.10	.01	.01	*	.01	.01	*

Impact of language on public attitudes to ageing

M1_5. Our experience of ageing can be improved if we organise and fund our society better and work together as a community: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
	Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726	
Total	2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%	
0 - Very inaccurate	(0.0)	6 *	4 *	- -	2 1%	3 *	3 *	2 1%	4 *	2 1%	3 *
1	(1.0)	10 *	1 *	3 1%	5 2%	5 *	1 *	8 *	4 1%	5 *	
2	(2.0)	14 1%	7 1%	7 1%	- -	10 1%	3 1%	11 1%	7 2%	7 *	
3	(3.0)	39 2%	18 1%	14 2%	5 2%	19 1%	12 3%	25 1%	7 2%	29 2%	
4	(4.0)	45 2%	20 2%	18 3%	6 2%	26 2%	12 3%	32 2%	10 3%	35 2%	
5	(5.0)	164 8%	54 4%	77 12%	28 10%	83 6%	40 11%	114 7%	31 9%	121 7%	
6	(6.0)	182 8%	94 8%	57 9%	28 10%	129 9%	41 11%	133 8%	45 13%	129 7%	
7	(7.0)	342 16%	190 16%	100 16%	42 15%	222 16%	56 15%	273 16%	68 19%	259 15%	
8	(8.0)	539 25%	297 25%	156 25%	71 25%	358 25%	85 23%	448 26%	67 19%	458 26%	
9	(9.0)	332 15%	203 17%	81 13%	45 16%	203 14%	49 13%	279 16%	53 15%	270 15%	

Impact of language on public attitudes to ageing

M1_5. Our experience of ageing can be improved if we organise and fund our society better and work together as a community: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very accurate	468	307	102	45	135	325	64	393	51	406
	21%	25%	16%	16%	19%	23%	17%	23%	15%	23%
		bc	a	a		a		a		a
Don't know	45	13	14	6	11	20	6	23	4	25
	2%	1%	2%	2%	1%	1%	2%	1%	1%	1%
Net: Accurate	1681	997	439	202	538	1108	255	1392	239	1393
	77%	82%	70%	72%	76%	79%	68%	80%	69%	80%
		bc	a	a		a		a		a
Net: Neutral	391	168	151	62	137	239	93	278	86	286
	18%	14%	24%	22%	19%	17%	25%	16%	25%	16%
		a	a	a		a		b		b
Net: Inaccurate	277	105	119	46	116	146	71	193	60	202
	13%	9%	19%	16%	16%	10%	19%	11%	17%	12%
		a	a	a		b		b		b
Median 1	8	8	8	8	8	8	8	8	7	8
Base for stats	2140	1195	615	276	702	1384	367	1718	344	1724
Mean Score	7.77	8.02	7.41	7.47	7.63	7.86	7.36	7.87	7.27	7.89
		bc	a	a		a		a		a
Standard Deviation	1.892	1.792	1.955	2.020	1.974	1.836	2.057	1.839	2.079	1.828
Standard Error	.041	.052	.079	.122	.075	.049	.106	.045	.109	.044
Error variance	*	*	.01	.01	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M2_5. Our experience of ageing can be improved if we organise and fund our society better and work together as a community: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	19	9	10	-	3	6	7	3	1	2	2	3	-	-	4	3	4	13	7
		1%	1%	1%	-	*	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	2%	1%	1%
																		ef		
1	(1.0)	15	9	6	-	4	3	6	3	-	-	2	-	1	5	2	2	2	11	4
		1%	1%	1%	-	1%	*	1%	1%	-	-	1%	-	1%	2%	1%	1%	1%	1%	*
															bd					
2	(2.0)	25	17	9	-	9	5	5	7	1	3	5	4	-	5	4	2	3	16	9
		1%	2%	1%	-	1%	1%	1%	2%	1%	1%	2%	2%	-	2%	1%	*	1%	1%	1%
											e				e					
3	(3.0)	52	30	22	-	11	13	13	15	1	7	10	4	7	3	9	5	6	29	23
		2%	3%	2%	-	2%	2%	2%	4%	1%	2%	5%	2%	4%	1%	3%	2%	2%	2%	2%
									ac			fh								
4	(4.0)	72	28	44	-	33	14	21	5	2	11	8	5	3	2	19	11	11	51	22
		3%	3%	4%	-	5%	3%	3%	1%	2%	4%	4%	2%	2%	1%	6%	3%	5%	4%	2%
						bcd									def		f		b	
5	(5.0)	260	116	142	3	86	71	62	40	17	38	21	29	32	31	34	45	15	144	116
		12%	11%	13%	38%	14%	13%	9%	11%	15%	13%	10%	13%	17%	13%	10%	12%	7%	12%	12%
						c	c			i	i		i	cgi	i		i			
6	(6.0)	245	124	121	-	82	51	73	40	15	26	23	27	25	17	42	47	25	127	118
		11%	12%	11%	-	13%	10%	11%	11%	14%	9%	11%	12%	13%	7%	12%	13%	11%	11%	12%
						b				f				f	f	f				
7	(7.0)	390	186	204	-	112	97	122	59	14	44	43	39	37	49	52	68	44	219	171
		18%	17%	18%	-	18%	18%	18%	17%	13%	15%	20%	17%	20%	20%	16%	19%	20%	18%	18%
8	(8.0)	424	200	222	1	117	105	137	65	15	54	49	41	29	49	71	72	45	245	179
		19%	19%	20%	13%	19%	20%	20%	18%	13%	19%	23%	18%	15%	20%	21%	20%	20%	20%	18%
											ae									
9	(9.0)	277	154	120	2	63	71	98	45	19	36	20	28	26	37	45	37	29	159	118
		13%	14%	11%	25%	10%	13%	14%	13%	17%	13%	10%	13%	14%	15%	13%	10%	13%	13%	12%
			b				a													
10 - Very persuasive	(10.0)	310	149	161	-	67	68	112	63	19	54	21	34	23	37	45	47	32	149	161
		14%	14%	15%	-	11%	13%	17%	18%	18%	19%	10%	15%	12%	15%	13%	13%	14%	12%	16%
								a	ab	c	c								a	
Don't know		95	43	49	2	32	30	22	11	6	13	10	13	7	8	10	19	9	46	49
		4%	4%	4%	25%	5%	6%	3%	3%	5%	5%	5%	6%	4%	3%	3%	5%	4%	4%	5%
							c													
Net: Persuasive		1401	688	707	3	359	342	469	231	67	188	133	142	115	171	213	224	149	772	629
		64%	65%	64%	38%	58%	64%	69%	65%	61%	65%	62%	63%	61%	71%	63%	63%	66%	64%	64%
							a	a	a						e					

Impact of language on public attitudes to ageing

M2_5. Our experience of ageing can be improved if we organise and fund our society better and work together as a community: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	578	268	307	3	201	135	156	86	34	74	52	61	60	50	95	102	51	321	256
	26%	25%	28%	38%	32%	25%	23%	24%	31%	26%	24%	27%	32%	20%	28%	28%	23%	27%	26%
					bcd				f				fi	f	f				
Net: Unpersuasive	444	208	233	3	145	111	115	74	22	61	48	45	43	46	72	68	40	263	181
	20%	20%	21%	38%	23%	21%	17%	21%	20%	21%	23%	20%	23%	19%	21%	19%	18%	22%	19%
					c														
Median 1	7	7	7	-	7	7	8	7	8	8	7	7	7	8	7	7	7	7	7
Base for stats	2090	1020	1062	6	586	503	656	345	104	274	204	214	182	234	326	339	215	1162	928
Mean Score	7.17	7.19	7.16	6.83	6.94	7.17	7.37	7.21	7.36	7.35	6.87	7.20	7.09	7.34	7.10	7.16	7.14	7.08	7.29
						a				c				c					a
Standard Deviation	2.093	2.128	2.062	2.041	2.006	2.074	2.087	2.238	2.068	2.103	2.145	2.111	1.922	2.099	2.144	1.977	2.242	2.127	2.045
Standard Error	.046	.067	.063	.833	.079	.092	.082	.128	.210	.127	.149	.139	.139	.149	.114	.109	.155	.060	.071
Error variance	*	*	*	.69	.01	.01	.01	.02	.04	.02	.02	.02	.02	.02	.01	.01	.02	*	*

Impact of language on public attitudes to ageing

M2_5. Our experience of ageing can be improved if we organise and fund our society better and work together as a community: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	19	16	3	19	1	7	10	9	10	10	10	13	7	7	5	7	11	9
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
1	(1.0)	15	13	2	14	1	4	11	8	7	10	5	9	6	6	5	4	11	4
		1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*
2	(2.0)	25	22	3	24	1	9	17	15	10	21	4	14	11	14	1	9	14	11
		1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	1%
															b		b		
3	(3.0)	52	47	5	50	2	23	29	26	25	35	17	30	22	7	17	26	38	15
		2%	3%	2%	2%	3%	4%	2%	3%	2%	2%	2%	2%	3%	1%	3%	4%	3%	2%
							b									a	a	b	
4	(4.0)	72	61	12	70	2	17	54	37	34	42	28	43	27	29	21	21	30	41
		3%	3%	4%	3%	4%	3%	4%	4%	3%	3%	4%	3%	4%	4%	3%	3%	3%	4%
																		a	
5	(5.0)	260	225	35	251	9	67	188	123	136	166	88	150	104	100	81	75	150	109
		12%	12%	11%	12%	15%	11%	12%	12%	12%	11%	12%	10%	14%	13%	12%	10%	12%	11%
													ac						
6	(6.0)	245	197	48	238	8	63	179	109	135	170	72	145	97	93	71	78	131	114
		11%	11%	15%	11%	12%	10%	12%	11%	12%	12%	10%	10%	13%	12%	11%	11%	11%	12%
				a									bc						
7	(7.0)	390	341	49	384	6	107	274	163	219	239	151	246	143	159	111	119	218	168
		18%	18%	15%	18%	9%	18%	18%	16%	19%	16%	21%	17%	20%	20%	17%	16%	18%	18%
					b				a		ac		a	c					
8	(8.0)	424	351	72	410	14	113	309	200	220	280	141	288	132	149	134	139	225	195
		19%	19%	22%	19%	21%	19%	20%	20%	19%	19%	20%	20%	18%	19%	21%	19%	19%	20%
9	(9.0)	277	234	43	266	11	65	209	126	147	191	85	204	70	90	81	103	150	127
		13%	13%	13%	13%	17%	11%	14%	12%	13%	13%	12%	14%	10%	12%	12%	14%	12%	13%
											d		d						
10 - Very persuasive	(10.0)	310	262	48	302	8	112	193	174	130	227	83	242	68	90	89	128	173	133
		14%	14%	14%	14%	13%	18%	12%	17%	11%	16%	12%	17%	9%	12%	14%	17%	14%	14%
							b		b		bd		bd			a			
Don't know		95	84	11	94	1	23	70	34	58	65	27	55	37	32	37	25	62	32
		4%	5%	3%	4%	2%	4%	5%	3%	5%	4%	4%	4%	5%	4%	6%	3%	5%	3%
									a						c			b	
Net: Persuasive		1401	1189	212	1362	38	397	985	664	716	937	460	980	413	487	416	489	767	622
		64%	64%	64%	64%	60%	65%	64%	65%	63%	64%	65%	68%	57%	63%	63%	67%	63%	65%
											d	d	ad						

Impact of language on public attitudes to ageing

M2_5. Our experience of ageing can be improved if we organise and fund our society better and work together as a community: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	578 26%	483 26%	95 29%	558 26%	20 31%	147 24%	421 27%	269 26%	305 27%	379 26%	187 26%	338 23%	228 32%	222 29%	173 26%	174 24%	311 26%	264 28%
Net: Unpersuasive	444 20%	384 21%	60 18%	428 20%	17 26%	127 21%	308 20%	218 21%	222 20%	285 20%	151 21%	258 18%	176 24%	163 21%	131 20%	142 19%	254 21%	187 20%
Median 1	7	7	8	7	8	7	7	8	7	8	7	8	7	7	7	8	7	7
Base for stats	2090	1770	321	2028	63	586	1473	991	1073	1392	683	1384	686	744	618	709	1152	924
Mean Score	7.17	7.16	7.24	7.18	7.02	7.20	7.17	7.22	7.12	7.24	7.07	7.37	6.80	7.05	7.21	7.30	7.14	7.22
										d	d	bd				a		
Standard Deviation	2.093	2.101	2.048	2.086	2.304	2.238	2.020	2.177	2.013	2.102	2.070	2.081	2.062	2.040	2.039	2.172	2.137	2.037
Standard Error	.046	.052	.093	.047	.215	.092	.053	.069	.062	.056	.080	.057	.077	.073	.081	.084	.064	.065
Error variance	*	*	.01	*	.05	.01	*	*	*	*	.01	*	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

M2_5. Our experience of ageing can be improved if we organise and fund our society better and work together as a community: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	19	14	-	1	1	3	6	7	6	8	7	5	-	4	6	9	5	5	9
		1%	1%	-	2%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%
1	(1.0)	15	8	1	-	2	5	3	10	3	6	2	6	1	8	1	6	4	2	7
		1%	1%	1%	-	2%	1%	*	1%	1%	1%	*	2%	3%	2%	*	1%	1%	*	1%
					a						b		b	b	bc					
2	(2.0)	25	16	2	-	1	7	9	16	1	8	13	3	1	4	7	14	5	8	11
		1%	1%	1%	-	1%	2%	1%	2%	*	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
									c											
3	(3.0)	52	29	3	2	-	18	12	32	8	19	25	8	-	8	19	25	20	14	17
		2%	2%	2%	3%	-	4%	2%	3%	2%	3%	2%	2%	-	2%	2%	2%	4%	2%	2%
							ad		a									bc		
4	(4.0)	72	53	4	1	5	9	34	27	11	29	32	9	2	15	30	25	13	36	20
		3%	4%	3%	2%	7%	2%	4%	3%	3%	4%	3%	2%	6%	4%	4%	2%	3%	5%	2%
					e														c	
5	(5.0)	260	178	12	7	12	51	80	114	60	76	129	51	4	35	136	79	56	124	73
		12%	12%	10%	9%	16%	11%	10%	11%	18%	11%	12%	13%	12%	10%	18%	8%	12%	17%	8%
									ab							ac		c	ac	
6	(6.0)	245	163	14	6	9	51	79	124	40	82	124	36	3	35	103	105	48	94	95
		11%	11%	12%	9%	13%	11%	10%	12%	12%	12%	12%	9%	10%	10%	13%	10%	10%	13%	11%
7	(7.0)	390	262	22	12	14	79	158	184	46	113	202	72	2	70	147	164	79	140	152
		18%	18%	18%	16%	19%	17%	19%	18%	14%	17%	19%	19%	6%	20%	19%	16%	17%	19%	17%
								c												
8	(8.0)	424	290	18	18	14	84	176	191	55	146	192	75	10	52	127	232	91	127	190
		19%	20%	15%	23%	18%	18%	22%	19%	16%	22%	18%	20%	28%	15%	17%	23%	19%	17%	21%
								c			b					ab			b	
9	(9.0)	277	178	13	13	9	64	108	126	42	81	140	52	3	33	75	161	57	72	140
		13%	12%	11%	17%	12%	14%	13%	12%	12%	12%	13%	14%	9%	9%	10%	16%	12%	10%	16%
															ab			b	b	
10 - Very persuasive	(10.0)	310	200	20	11	5	72	120	141	45	90	162	48	9	59	86	159	77	67	153
		14%	14%	17%	15%	7%	16%	15%	14%	13%	13%	15%	13%	24%	17%	11%	16%	17%	9%	17%
				d			d								b	b		b	b	
Don't know		95	61	12	3	3	16	27	44	22	24	51	19	-	23	32	27	12	46	16
		4%	4%	10%	4%	4%	3%	3%	4%	7%	4%	5%	5%	-	7%	4%	3%	3%	6%	2%
				ae				a							c			ac		

Impact of language on public attitudes to ageing

M2_5. Our experience of ageing can be improved if we organise and fund our society better and work together as a community: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Persuasive	1401	930	72	54	42	299	561	643	188	429	696	248	24	214	435	717	303	406	635
	64%	64%	60%	72%	57%	65%	69%	63%	56%	63%	64%	64%	67%	61%	57%	71%	65%	55%	72%
				d			bc	c								ab	b		ab
Net: Neutral	578	394	31	15	26	111	193	265	110	187	285	96	10	85	269	209	117	255	188
	26%	27%	25%	20%	36%	24%	24%	26%	33%	27%	26%	25%	27%	25%	35%	21%	25%	35%	21%
				ce					ab						ac		ac		
Net: Unpersuasive	444	297	22	12	20	93	144	206	87	145	208	83	8	76	199	158	103	190	137
	20%	20%	18%	16%	27%	20%	18%	20%	26%	21%	19%	21%	24%	22%	26%	16%	22%	26%	15%
									ab					c	c		c	c	
Median 1	7	7	7	8	7	7	8	7	7	7	7	7	8	7	7	8	7	7	8
Base for stats	2090	1391	109	72	71	442	784	972	316	656	1028	366	36	325	737	980	455	691	866
Mean Score	7.17	7.16	7.26	7.47	6.75	7.21	7.32	7.12	6.97	7.08	7.25	7.11	7.35	7.02	6.88	7.44	7.16	6.82	7.46
				d			bc								ab		b		ab
Standard Deviation	2.093	2.067	2.082	2.054	2.064	2.178	2.001	2.124	2.199	2.135	2.024	2.164	2.398	2.351	1.991	2.061	2.213	1.968	2.076
Standard Error	.046	.056	.183	.231	.213	.109	.070	.070	.119	.080	.064	.117	.405	.130	.073	.066	.105	.075	.070
Error variance	*	*	.03	.05	.05	.01	*	*	.01	.01	*	.01	.16	.02	.01	*	.01	.01	*

Impact of language on public attitudes to ageing

M2_5. Our experience of ageing can be improved if we organise and fund our society better and work together as a community: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
	Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726	
Total	2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%	
0 - Very unpersuasive	(0.0)	19 1%	13 1%	2 *	4 1%	8 1%	12 1%	2 1%	15 1%	3 1%	16 1%
1	(1.0)	15 1%	9 1%	3 *	2 1%	5 1%	10 1%	3 1%	12 1%	3 1%	11 1%
2	(2.0)	25 1%	10 1%	8 1%	6 2%	9 1%	16 1%	4 1%	19 1%	8 2%	15 1%
3	(3.0)	52 2%	28 2%	13 2%	10 3%	21 3%	30 2%	10 3%	42 2%	6 2%	46 3%
4	(4.0)	72 3%	39 3%	21 3%	9 3%	21 3%	48 3%	17 5%	53 3%	12 4%	58 3%
5	(5.0)	260 12%	109 9%	111 18% ac	32 11%	92 13%	154 11%	47 13%	204 12%	37 10%	207 12%
6	(6.0)	245 11%	133 11%	76 12%	34 12%	83 12%	153 11%	48 13%	189 11%	38 11%	197 11%
7	(7.0)	390 18%	236 20%	104 17%	43 15%	117 16%	267 19%	59 16%	320 18%	67 19%	313 18%
8	(8.0)	424 19%	245 20%	115 18%	48 17%	132 19%	284 20%	73 20%	344 20%	77 22%	336 19%
9	(9.0)	277 13%	148 12%	73 12%	48 17% ab	99 14%	174 12%	46 12%	229 13%	55 16%	216 12%
10 - Very persuasive	(10.0)	310 14%	203 17% bc	68 11%	31 11%	95 13%	209 15%	49 13%	254 15%	37 11%	265 15% a
Don't know		95 4%	34 3%	34 5% a	15 5% a	31 4%	46 3%	13 3%	61 3%	6 2%	69 4% a

Impact of language on public attitudes to ageing

M2_5. Our experience of ageing can be improved if we organise and fund our society better and work together as a community: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Persuasive	1401	833	360	171	444	934	228	1146	236	1130
	64%	69%	57%	61%	62%	67%	61%	66%	68%	65%
		bc								
Net: Neutral	578	282	209	74	196	355	113	446	87	462
	26%	23%	33%	26%	27%	25%	30%	26%	25%	26%
			ac							
Net: Unpersuasive	444	209	159	62	155	270	85	345	68	353
	20%	17%	25%	22%	22%	19%	23%	20%	20%	20%
			a							
Median 1	7	8	7	7	7	7	7	7	7	7
Base for stats	2090	1174	595	267	682	1357	360	1680	343	1680
Mean Score	7.17	7.32	6.96	7.02	7.11	7.23	7.06	7.22	7.15	7.20
		bc								
Standard Deviation	2.093	2.093	1.992	2.245	2.140	2.069	2.107	2.081	2.059	2.093
Standard Error	.046	.061	.082	.138	.082	.056	.109	.051	.108	.051
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M1_6. If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	12 1%	4 *	7 1%	- -	4 1%	4 1%	4 1%	- -	2 2%	1 *	- -	5 2%	- -	2 1%	1 *	1 *	- -	6 *	6 1%
													bceghi							
1	(1.0)	12 1%	5 *	7 1%	- -	4 1%	4 1%	2 *	3 1%	- -	3 1%	1 1%	- -	1 *	- -	3 1%	1 *	2 1%	6 1%	6 1%
2	(2.0)	15 1%	12 1%	2 *	- -	5 1%	4 1%	4 1%	1 *	1 1%	- -	- -	6 2%	2 1%	- -	1 *	3 1%	3 1%	10 1%	5 *
			b										bcfg							
3	(3.0)	29 1%	13 1%	17 2%	- -	13 2%	7 1%	4 1%	5 1%	- -	1 *	6 3%	3 1%	5 3%	6 2%	6 2%	1 *	2 1%	15 1%	15 1%
						c						bh		bh	h	h				
4	(4.0)	36 2%	20 2%	16 1%	- -	10 2%	13 2%	6 1%	7 2%	3 3%	1 *	5 2%	3 1%	1 1%	6 2%	11 3%	4 1%	3 1%	25 2%	11 1%
						c				b		b			b	b				
5	(5.0)	134 6%	71 7%	62 6%	1 13%	55 9%	32 6%	31 5%	16 5%	7 7%	27 9%	11 5%	14 6%	9 5%	15 6%	25 8%	21 6%	5 2%	64 5%	70 7%
						cd				i	i		i		i	i	i			
6	(6.0)	146 7%	77 7%	69 6%	1 13%	67 11%	29 5%	38 6%	14 4%	8 7%	14 5%	13 6%	14 6%	13 7%	17 7%	23 7%	25 7%	20 9%	90 7%	56 6%
						bcd														
7	(7.0)	336 15%	174 16%	162 15%	- -	112 18%	103 19%	88 13%	33 9%	19 17%	46 16%	37 17%	27 12%	21 11%	39 16%	48 14%	63 18%	36 16%	191 16%	145 15%
						cd	cd													
8	(8.0)	497 23%	249 23%	248 22%	1 13%	112 18%	122 23%	173 25%	91 25%	21 19%	52 18%	41 19%	60 26%	54 28%	48 20%	84 25%	86 24%	53 24%	282 23%	215 22%
						a	a	a	a				b	bcb		b				
9	(9.0)	387 18%	188 18%	194 17%	4 50%	93 15%	82 15%	137 20%	75 21%	17 16%	49 17%	38 18%	37 16%	32 17%	46 19%	58 17%	67 19%	42 19%	229 19%	158 16%
								ab	ab											
10 - Very accurate	(10.0)	537 25%	229 22%	306 28%	1 13%	128 21%	117 22%	182 27%	110 31%	28 26%	87 30%	61 29%	55 24%	45 24%	59 24%	70 21%	78 22%	54 24%	269 22%	267 27%
				a				a	ab		gh									a
Don't know		45 2%	22 2%	23 2%	- -	14 2%	19 4%	10 2%	1 *	3 3%	6 2%	2 1%	3 1%	6 3%	5 2%	6 2%	9 3%	3 1%	21 2%	24 2%
						d	cd													
Net: Accurate		1757 80%	839 79%	910 82%	6 75%	445 72%	423 79%	579 85%	309 87%	85 78%	234 82%	176 83%	179 79%	152 80%	192 79%	260 77%	293 82%	186 83%	971 80%	786 80%
							a	ab	ab											

Impact of language on public attitudes to ageing

M1_6. If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	316	168	146	2	131	73	75	37	18	41	28	30	23	38	59	50	28	179	137
	14%	16%	13%	25%	21%	14%	11%	10%	17%	14%	13%	13%	12%	16%	18%	14%	12%	15%	14%
					bcd														
Net: Inaccurate	237	126	110	1	91	63	51	32	13	33	22	31	18	28	47	31	15	126	112
	11%	12%	10%	13%	15%	12%	7%	9%	12%	11%	10%	14%	10%	11%	14%	9%	7%	10%	11%
					cd	c						i			hi				
Median 1	8	8	8	9	8	8	8	9	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2140	1042	1089	8	603	515	668	355	106	281	211	223	183	237	330	349	221	1187	954
Mean Score	7.94	7.82	8.05	8.13	7.57	7.79	8.20	8.30	7.85	8.10	8.05	7.76	7.99	7.93	7.76	7.98	8.02	7.90	7.99
			a			ab	ab			g									
Standard Deviation	1.912	1.914	1.907	1.727	2.038	1.956	1.748	1.792	2.065	1.891	1.869	2.241	1.847	1.895	1.959	1.721	1.825	1.889	1.941
Standard Error	.041	.060	.057	.611	.079	.086	.068	.101	.208	.113	.127	.144	.133	.134	.103	.094	.124	.053	.066
Error variance	*	*	*	.37	.01	.01	*	.01	.04	.01	.02	.02	.02	.02	.01	.01	.02	*	*

Impact of language on public attitudes to ageing

M1_6. If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	12	12	-	12	-	5	6	8	3	7	4	9	3	5	4	3	7	5
		1%	1%	-	1%	-	1%	*	1%	*	1%	1%	1%	*	1%	1%	*	1%	*
1	(1.0)	12	11	1	12	-	5	7	7	5	6	6	6	6	6	3	3	6	6
		1%	1%	*	1%	-	1%	*	1%	*	*	1%	*	1%	1%	*	*	*	1%
2	(2.0)	15	13	2	14	1	5	9	9	6	10	4	12	2	5	5	5	9	6
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%
3	(3.0)	29	24	6	28	2	8	21	13	16	20	9	16	12	7	15	4	16	13
		1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
																ac			
4	(4.0)	36	25	11	35	1	11	23	11	22	15	19	16	17	16	10	8	13	22
		2%	1%	3%	2%	2%	2%	1%	1%	2%	1%	3%	1%	2%	2%	2%	1%	1%	2%
				a								ac		ac					a
5	(5.0)	134	112	21	127	6	42	87	54	74	77	53	68	62	70	32	31	71	62
		6%	6%	6%	6%	10%	7%	6%	5%	7%	5%	8%	5%	9%	9%	5%	4%	6%	6%
												ac		ac	bc				
6	(6.0)	146	119	27	143	4	34	109	78	67	93	51	77	66	61	54	30	75	70
		7%	6%	8%	7%	6%	6%	7%	8%	6%	6%	7%	5%	9%	8%	8%	4%	6%	7%
														ac	c	c			
7	(7.0)	336	289	47	325	11	74	261	146	187	230	104	210	125	135	116	83	175	160
		15%	16%	14%	15%	17%	12%	17%	14%	17%	16%	15%	15%	17%	17%	18%	11%	14%	17%
								a						c	c				
8	(8.0)	497	427	70	482	16	124	369	217	274	327	168	336	158	184	137	175	272	221
		23%	23%	21%	23%	25%	20%	24%	21%	24%	22%	24%	23%	22%	24%	21%	24%	22%	23%
9	(9.0)	387	325	62	377	10	106	274	201	184	270	114	276	107	120	102	162	220	162
		18%	18%	19%	18%	15%	17%	18%	20%	16%	19%	16%	19%	15%	15%	16%	22%	18%	17%
									b		d		d			ab			
10 - Very accurate	(10.0)	537	458	79	522	15	183	345	266	262	377	159	391	144	149	157	222	320	213
		25%	25%	24%	25%	23%	30%	22%	26%	23%	26%	22%	27%	20%	19%	24%	30%	26%	22%
							b				d		bd		a	ab	b		
Don't know		45	40	5	45	-	11	31	14	29	25	17	22	21	18	20	7	29	16
		2%	2%	1%	2%	-	2%	2%	1%	3%	2%	2%	2%	3%	2%	3%	1%	2%	2%
										a			c	c	c	c			
Net: Accurate		1757	1499	258	1706	51	487	1249	831	908	1204	545	1213	534	588	512	642	988	757
		80%	81%	78%	80%	80%	80%	81%	81%	80%	83%	77%	84%	74%	76%	78%	87%	81%	79%
											bd		bd			ab			

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BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	316 14%	256 14%	60 18% a	305 14%	11 17%	87 14%	219 14%	143 14%	163 14%	184 13%	123 17% ac	161 11%	145 20% ac	147 19% bc	97 15% c	70 10%	159 13%	154 16% a
Net: Inaccurate	237 11%	196 11%	42 13%	228 11%	9 15%	77 13%	154 10%	102 10%	127 11%	135 9%	96 13% ac	126 9%	103 14% ac	109 14% bc	69 10%	55 7%	123 10%	113 12%
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	9	8	8
Base for stats	2140	1814	327	2077	64	598	1512	1011	1101	1432	692	1417	703	758	635	728	1186	940
Mean Score	7.94	7.95	7.87	7.95	7.80	8.02	7.92	7.99	7.91	8.04	7.77	8.12	7.63	7.66	7.85	8.33	8.03	7.83
										bd		bd				ab	b	
Standard Deviation	1.912	1.914	1.905	1.914	1.872	2.081	1.838	1.964	1.855	1.856	1.999	1.853	1.962	1.946	1.954	1.750	1.908	1.914
Standard Error	.041	.047	.085	.043	.173	.085	.047	.062	.056	.049	.076	.050	.073	.069	.077	.067	.057	.061
Error variance	*	*	.01	*	.03	.01	*	*	*	*	.01	*	.01	*	.01	*	*	*

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BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	12	10	1	1	-	-	1	7	3	3	4	5	-	3	3	6	1	2	8
		1%	1%	1%	1%	-	-	*	1%	1%	*	*	1%	-	1%	*	1%	*	*	1%
					e					a										
1	(1.0)	12	6	-	-	1	5	5	6	1	7	3	2	-	4	1	7	4	4	3
		1%	*	-	-	1%	1%	1%	1%	*	1%	*	1%	-	1%	*	1%	1%	1%	*
											b				b					
2	(2.0)	15	11	3	-	-	1	2	11	1	4	8	2	-	-	7	8	2	4	9
		1%	1%	2%	-	-	*	*	1%	*	1%	1%	1%	-	-	1%	1%	*	1%	1%
				e					a											
3	(3.0)	29	15	3	3	2	6	6	16	6	13	11	5	-	7	13	9	8	12	9
		1%	1%	2%	4%	3%	1%	1%	2%	2%	2%	1%	1%	-	2%	2%	1%	2%	2%	1%
					a															
4	(4.0)	36	26	1	-	3	6	15	15	6	13	11	9	2	10	18	7	5	19	11
		2%	2%	1%	-	3%	1%	2%	1%	2%	2%	1%	2%	7%	3%	2%	1%	1%	3%	1%
													b		c	c				
5	(5.0)	134	93	11	5	4	21	41	51	38	48	67	17	1	19	75	32	27	72	26
		6%	6%	9%	7%	5%	5%	5%	5%	11%	7%	6%	5%	2%	5%	10%	3%	6%	10%	3%
				e					ab							ac		c	ac	
6	(6.0)	146	111	4	2	8	22	54	65	26	40	81	22	2	20	66	57	38	55	50
		7%	8%	3%	3%	10%	5%	7%	6%	8%	6%	8%	6%	6%	6%	9%	6%	8%	8%	6%
			e			be										c				
7	(7.0)	336	246	24	10	14	42	145	142	47	114	160	57	5	46	142	140	63	140	119
		15%	17%	20%	13%	19%	9%	18%	14%	14%	17%	15%	15%	13%	13%	19%	14%	14%	19%	13%
			e	e		e		b							ac	ac		ac	ac	
8	(8.0)	497	309	32	15	14	125	192	238	66	134	267	88	9	77	155	256	103	171	204
		23%	21%	27%	20%	19%	27%	24%	23%	19%	20%	25%	23%	24%	22%	20%	25%	22%	23%	23%
						a					a				b					
9	(9.0)	387	248	18	11	13	97	146	185	53	117	194	67	9	51	119	208	79	106	186
		18%	17%	15%	15%	18%	21%	18%	18%	16%	17%	18%	17%	24%	15%	16%	21%	17%	14%	21%
															ab			b	b	b
10 - Very accurate	(10.0)	537	341	25	23	15	131	192	263	75	171	251	105	9	107	146	268	133	131	252
		25%	23%	20%	31%	20%	29%	24%	26%	22%	25%	23%	27%	24%	31%	19%	27%	29%	18%	29%
						a									b	b		b	b	b

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BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	45	37	-	5	1	2	13	15	15	16	22	7	-	4	22	9	5	20	6
	2%	3%	-	6%	2%	*	2%	2%	4%	2%	2%	2%	-	1%	3%	1%	1%	3%	1%
		e		abe					ab						c			ac	
Net: Accurate	1757	1144	99	59	56	395	675	829	241	535	872	316	31	281	563	871	379	548	760
	80%	79%	82%	79%	75%	86%	83%	82%	71%	79%	81%	82%	86%	81%	73%	87%	81%	74%	86%
						ad	c	c						b	ab		b	ab	ab
Net: Neutral	316	230	16	7	14	49	110	132	71	102	160	48	5	49	159	96	69	146	87
	14%	16%	13%	10%	19%	11%	14%	13%	21%	15%	15%	13%	14%	14%	21%	10%	15%	20%	10%
		e			e				ab					c	ac		c	ac	
Net: Inaccurate	237	161	18	9	9	40	70	107	55	89	104	40	3	43	118	68	45	112	66
	11%	11%	15%	11%	12%	9%	9%	11%	16%	13%	10%	10%	9%	12%	15%	7%	10%	15%	7%
			e						ab	b				c	c			ac	
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2140	1415	121	71	73	456	799	1001	323	665	1058	378	36	344	747	997	462	716	876
Mean Score	7.94	7.87	7.67	8.09	7.67	8.25	8.01	7.98	7.68	7.85	7.97	8.00	8.16	7.99	7.60	8.18	8.06	7.58	8.19
						abd	c	c						b	b	b	b	b	b
Standard Deviation	1.912	1.923	2.021	2.059	1.972	1.777	1.746	1.979	2.050	2.033	1.796	2.012	1.693	2.087	1.936	1.799	1.877	1.899	1.875
Standard Error	.041	.051	.170	.235	.201	.088	.060	.065	.110	.076	.056	.107	.286	.113	.071	.057	.089	.071	.063
Error variance	*	*	.03	.06	.04	.01	*	*	.01	.01	*	.01	.08	.01	.01	*	.01	.01	*

Impact of language on public attitudes to ageing

M1_6. If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
										a	b
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%
0 - Very inaccurate	(0.0)	12 1%	9 1%	2 *	1 *	4 1%	8 1%	4 1%	7 *	5 2% b	5 *
1	(1.0)	12 1%	7 1%	1 *	4 1% b	7 1% b	5 *	1 *	11 1%	4 1%	8 *
2	(2.0)	15 1%	6 *	4 1%	4 2%	6 1%	9 1%	2 *	13 1%	5 1%	10 1%
3	(3.0)	29 1%	10 1%	14 2% a	5 2%	7 1%	21 1%	10 3% b	19 1%	6 2%	22 1%
4	(4.0)	36 2%	20 2%	12 2%	4 1%	12 2%	23 2%	7 2%	27 2%	9 3%	26 1%
5	(5.0)	134 6%	43 4%	70 11% ac	12 4%	55 8% b	62 4%	32 8% b	90 5%	25 7%	99 6%
6	(6.0)	146 7%	67 6%	53 8% a	26 9% a	48 7%	94 7%	45 12% b	98 6%	44 13% b	94 5%
7	(7.0)	336 15%	178 15%	102 16%	45 16%	97 14%	234 17%	54 14%	269 15%	61 17%	259 15%
8	(8.0)	497 23%	296 24% b	127 20%	60 21%	158 22%	330 23%	71 19%	420 24% a	67 19%	419 24%
9	(9.0)	387 18%	224 19%	110 17%	46 16%	130 18%	250 18%	46 12%	329 19% a	52 15%	325 19%
10 - Very accurate	(10.0)	537 25%	332 27% b	117 19%	69 25% b	172 24%	356 25%	90 24%	440 25%	64 18%	461 26% a

Impact of language on public attitudes to ageing

M1_6. If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	45	16	17	5	16	12	11	17	6	20
	2%	1%	3%	2%	2%	1%	3%	1%	2%	1%
		a			b		b			
Net: Accurate	1757	1030	456	220	557	1170	261	1458	244	1464
	80%	85%	73%	78%	78%	83%	70%	84%	70%	84%
		bc			a		a		a	
Net: Neutral	316	130	135	42	115	179	84	216	78	219
	14%	11%	21%	15%	16%	13%	23%	12%	22%	13%
		ac	a		b		b		b	
Net: Inaccurate	237	96	103	30	92	127	56	168	54	170
	11%	8%	16%	11%	13%	9%	15%	10%	15%	10%
		ac			b		b		b	
Median 1	8	8	8	8	8	8	8	8	8	8
Base for stats	2140	1192	612	277	697	1391	362	1724	342	1729
Mean Score	7.94	8.13	7.61	7.81	7.87	8.01	7.60	8.03	7.39	8.08
		bc					a		a	
Standard Deviation	1.912	1.852	1.930	2.065	2.003	1.854	2.120	1.857	2.202	1.821
Standard Error	.041	.053	.078	.125	.076	.050	.109	.045	.115	.044
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M2_6. If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	15	7	8	-	3	4	5	3	-	1	-	6	-	3	2	2	1	7	8
		1%	1%	1%	-	*	1%	1%	1%	-	*	-	2%	-	1%	1%	1%	1%	1%	1%
												bce								
1	(1.0)	13	8	5	-	2	3	5	3	1	1	2	1	-	2	-	3	1	8	5
		1%	1%	*	-	*	1%	1%	1%	1%	*	1%	-	-	1%	-	1%	1%	1%	1%
												g								
2	(2.0)	19	10	8	-	8	1	5	5	2	2	2	4	*	-	1	1	5	14	5
		1%	1%	1%	-	1%	*	1%	1%	2%	1%	1%	2%	*	-	*	*	2%	1%	*
						b			b								fg			
3	(3.0)	38	16	22	-	10	7	14	7	-	2	8	5	4	7	5	7	-	20	18
		2%	1%	2%	-	2%	1%	2%	2%	-	1%	4%	2%	2%	3%	2%	2%	-	2%	2%
											abi	i	i	bi	i					
4	(4.0)	61	33	28	-	17	21	14	9	3	11	5	4	4	10	10	8	5	34	27
		3%	3%	3%	-	3%	4%	2%	2%	3%	4%	2%	2%	2%	4%	3%	2%	2%	3%	3%
5	(5.0)	237	113	123	1	82	51	58	46	8	32	21	29	24	27	39	39	19	134	103
		11%	11%	11%	13%	13%	10%	8%	13%	7%	11%	10%	13%	13%	11%	11%	11%	9%	11%	11%
						c			c											
6	(6.0)	234	115	116	2	87	57	63	27	13	30	26	19	16	20	42	31	36	138	95
		11%	11%	10%	25%	14%	11%	9%	7%	12%	10%	12%	9%	8%	8%	12%	9%	16%	11%	10%
						cd											defh			
7	(7.0)	360	183	175	1	109	82	117	53	24	39	37	36	36	42	56	57	34	200	159
		16%	17%	16%	13%	18%	15%	17%	15%	22%	14%	17%	16%	19%	17%	17%	16%	15%	17%	16%
8	(8.0)	451	241	209	1	104	112	148	86	15	61	40	49	39	49	74	79	44	270	181
		21%	23%	19%	13%	17%	21%	22%	24%	13%	21%	19%	22%	21%	20%	22%	22%	20%	22%	19%
			b				a	a							a	a		b		
9	(9.0)	294	140	153	1	74	70	103	47	15	33	24	26	27	37	41	60	31	155	140
		13%	13%	14%	13%	12%	13%	15%	13%	14%	12%	11%	12%	14%	15%	12%	17%	14%	13%	14%
10 - Very persuasive	(10.0)	374	164	209	-	98	91	124	60	21	60	42	41	29	40	55	51	36	187	187
		17%	15%	19%	-	16%	17%	18%	17%	19%	21%	20%	18%	16%	16%	16%	14%	16%	15%	19%
			a								h							a	a	
Don't know		91	35	54	2	24	34	23	9	8	14	6	7	10	4	11	19	11	41	50
		4%	3%	5%	25%	4%	6%	3%	3%	7%	5%	3%	3%	5%	2%	3%	5%	5%	3%	5%
						acd				f				f		f				
Net: Persuasive		1479	728	746	3	385	355	492	247	75	194	143	152	131	167	226	247	144	812	667
		68%	68%	67%	38%	62%	66%	73%	69%	68%	68%	67%	67%	69%	69%	67%	69%	64%	67%	68%
							ab	a												

Impact of language on public attitudes to ageing

M2_6. If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
	a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	532	261	267	3	186	130	135	81	24	73	52	52	44	58	90	77	61	306	226
	24%	25%	24%	38%	30%	24%	20%	23%	22%	25%	24%	23%	23%	24%	27%	21%	27%	25%	23%
					bcd														
Net: Unpersuasive	382	186	195	1	122	87	100	73	14	49	38	48	32	50	57	60	33	217	166
	17%	17%	18%	13%	20%	16%	15%	21%	13%	17%	18%	21%	17%	21%	17%	15%	15%	18%	17%
					c														
Median 1	8	8	8	-	7	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2094	1029	1057	6	594	499	655	347	102	272	208	219	179	238	325	338	213	1167	928
Mean Score	7.40	7.36	7.45	6.83	7.23	7.45	7.56	7.35	7.53	7.55	7.35	7.22	7.50	7.30	7.39	7.44	7.37	7.33	7.50
					a														
Standard Deviation	2.032	2.000	2.066	1.472	2.011	2.011	2.006	2.132	1.985	1.978	2.101	2.313	1.808	2.148	1.931	1.993	2.021	2.014	2.053
Standard Error	.044	.063	.063	.601	.079	.090	.079	.122	.205	.119	.145	.150	.132	.151	.102	.110	.140	.057	.071
Error variance	*	*	*	.36	.01	.01	.01	.01	.04	.01	.02	.02	.02	.02	.01	.01	.02	*	.01

Impact of language on public attitudes to ageing

M2_6. If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	15	12	3	15	-	8	7	6	9	9	5	8	6	5	3	6	9	5
		1%	1%	1%	1%	-	1%	*	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%
1	(1.0)	13	13	-	13	-	4	9	5	8	5	8	7	6	6	1	6	7	6
		1%	1%	-	1%	-	1%	1%	*	1%	*	1%	*	1%	1%	*	1%	1%	1%
2	(2.0)	19	16	3	18	*	11	8	13	6	13	5	11	8	6	5	8	11	6
		1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	(3.0)	38	33	5	36	2	12	24	19	19	24	12	22	16	15	10	13	18	20
		2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%
4	(4.0)	61	50	11	59	2	22	37	32	28	35	26	35	26	20	23	18	34	28
		3%	3%	3%	3%	3%	4%	2%	3%	2%	2%	4%	2%	4%	3%	4%	2%	3%	3%
5	(5.0)	237	204	33	231	6	64	167	112	116	146	88	144	88	93	64	79	133	104
		11%	11%	10%	11%	9%	11%	11%	11%	10%	10%	12%	10%	12%	12%	10%	11%	11%	11%
6	(6.0)	234	190	44	224	9	53	176	103	129	154	75	134	96	95	81	53	111	120
		11%	10%	13%	11%	14%	9%	11%	10%	11%	11%	11%	9%	13%	12%	12%	7%	9%	13%
7	(7.0)	360	313	47	349	10	85	268	160	200	239	117	234	123	151	93	113	205	155
		16%	17%	14%	16%	16%	14%	17%	16%	18%	16%	16%	16%	17%	19%	14%	15%	17%	16%
8	(8.0)	451	376	74	437	13	130	319	209	238	297	152	312	135	159	127	161	237	211
		21%	20%	22%	21%	21%	21%	21%	20%	21%	20%	21%	22%	19%	21%	19%	22%	20%	22%
9	(9.0)	294	252	43	285	9	80	211	140	152	206	88	204	89	88	87	117	170	120
		13%	14%	13%	13%	14%	13%	14%	14%	13%	14%	12%	14%	12%	11%	13%	16%	14%	13%
10 - Very persuasive	(10.0)	374	315	59	363	11	115	254	197	167	267	106	273	99	110	118	138	221	150
		17%	17%	18%	17%	17%	19%	16%	19%	15%	18%	15%	19%	14%	14%	18%	19%	18%	16%
Don't know		91	80	11	90	1	25	62	30	58	62	26	55	33	27	42	22	59	30
		4%	4%	3%	4%	2%	4%	4%	3%	5%	4%	4%	4%	5%	4%	6%	3%	5%	3%
Net: Persuasive		1479	1256	223	1435	44	411	1052	705	758	1008	463	1023	445	509	426	529	833	636
		68%	68%	67%	68%	69%	67%	68%	69%	67%	69%	65%	71%	62%	66%	65%	72%	69%	67%

Impact of language on public attitudes to ageing

M2_6. If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	532 24%	444 24%	88 26%	515 24%	17 26%	139 23%	380 25%	247 24%	273 24%	334 23%	190 27%	312 22%	209 29%	208 27%	168 26%	151 21%	277 23%	252 26%
Net: Unpersuasive	382 17%	328 18%	55 16%	372 18%	10 15%	120 20%	252 16%	186 18%	186 16%	232 16%	145 20%	226 16%	149 21%	144 19%	106 16%	130 18%	211 17%	169 18%
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	7	7	8	8	8	8
Base for stats	2094	1774	321	2032	63	584	1480	994	1073	1395	683	1383	690	749	613	713	1155	925
Mean Score	7.40	7.40	7.44	7.40	7.47	7.36	7.43	7.45	7.36	7.50	7.23	7.56	7.11	7.23	7.46	7.52	7.46	7.33
Standard Deviation	2.032	2.041	1.990	2.037	1.901	2.223	1.949	2.069	1.992	2.003	2.074	1.985	2.089	1.988	1.992	2.096	2.053	1.993
Standard Error	.044	.051	.090	.046	.177	.092	.051	.065	.061	.053	.080	.054	.078	.071	.080	.081	.062	.064
Error variance	*	*	.01	*	.03	.01	*	*	*	*	.01	*	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

M2_6. If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	15	8	1	1	1	3	2	10	3	4	4	5	1	4	5	6	5	3	7
		1%	1%	1%	2%	1%	1%	*	1%	1%	1%	*	1%	3%	1%	1%	1%	1%	*	1%
									a				ab							
1	(1.0)	13	8	-	-	-	5	1	8	4	4	3	5	1	6	-	6	5	1	5
		1%	1%	-	-	-	1%	*	1%	1%	1%	*	1%	3%	2%	-	1%	1%	*	1%
										a			ab	b		b	b			
2	(2.0)	19	11	2	-	1	5	7	8	2	5	12	2	-	4	5	10	5	8	5
		1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	*	-	1%	1%	1%	1%	1%	1%
3	(3.0)	38	23	2	1	1	11	11	21	6	18	12	6	1	10	11	17	9	14	15
		2%	2%	1%	2%	1%	2%	1%	2%	2%	3%	1%	2%	4%	3%	1%	2%	2%	2%	2%
											b									
4	(4.0)	61	42	5	1	2	11	23	27	11	15	36	9	1	6	33	21	16	28	16
		3%	3%	4%	2%	2%	2%	3%	3%	3%	2%	3%	2%	3%	2%	4%	2%	3%	4%	2%
																ac			c	
5	(5.0)	237	157	9	10	8	53	65	112	55	87	109	39	2	34	120	75	51	112	59
		11%	11%	7%	13%	11%	12%	8%	11%	16%	13%	10%	10%	7%	10%	16%	7%	11%	15%	7%
									a	ab						ac		c	ac	
6	(6.0)	234	168	10	6	12	37	95	94	43	72	108	50	2	31	100	99	47	95	84
		11%	12%	8%	8%	17%	8%	12%	9%	13%	11%	10%	13%	6%	9%	13%	10%	10%	13%	10%
			e			be										c			c	
7	(7.0)	360	233	28	13	14	72	152	159	47	116	172	65	7	49	135	165	78	131	140
		16%	16%	23%	17%	19%	16%	19%	16%	14%	17%	16%	17%	20%	14%	18%	16%	17%	18%	16%
				ae				c												
8	(8.0)	451	304	20	11	15	100	183	213	51	127	241	74	9	77	124	241	81	138	217
		21%	21%	17%	15%	20%	22%	23%	21%	15%	19%	22%	19%	25%	22%	16%	24%	17%	19%	25%
								c	c						b		b			ab
9	(9.0)	294	183	22	9	9	70	119	135	39	89	143	56	6	33	98	157	63	82	141
		13%	13%	19%	13%	12%	15%	15%	13%	11%	13%	13%	15%	16%	10%	13%	16%	13%	11%	16%
				a											a		a			b
10 - Very persuasive	(10.0)	374	252	16	14	11	78	128	186	55	115	191	61	4	76	103	185	92	89	176
		17%	17%	13%	19%	15%	17%	16%	18%	16%	17%	18%	16%	12%	22%	13%	18%	20%	12%	20%
															b		b	b		b

Impact of language on public attitudes to ageing

M2_6. If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	91	62	7	7	1	13	24	42	22	27	49	15	-	18	35	25	14	36	18
	4%	4%	6%	10%	2%	3%	3%	4%	7%	4%	5%	4%	-	5%	5%	2%	3%	5%	2%
Net: Persuasive	1479	972	87	48	49	320	583	694	192	447	747	255	27	235	460	747	315	440	674
	68%	67%	72%	64%	66%	70%	72%	68%	57%	66%	69%	66%	74%	68%	60%	74%	67%	60%	76%
Net: Neutral	532	367	23	17	22	101	183	234	109	175	253	98	6	72	252	196	114	235	159
	24%	25%	19%	23%	29%	22%	23%	23%	32%	26%	23%	25%	16%	21%	33%	19%	24%	32%	18%
Net: Unpersuasive	382	250	18	14	12	88	109	186	81	134	176	65	7	64	174	135	91	165	106
	17%	17%	15%	19%	16%	19%	13%	18%	24%	20%	16%	17%	20%	18%	23%	13%	19%	22%	12%
Median 1	8	8	8	8	7	8	8	8	7	8	8	8	8	8	7	8	8	7	8
Base for stats	2094	1390	114	68	73	445	788	974	316	653	1031	371	36	330	734	981	453	700	864
Mean Score	7.40	7.41	7.45	7.43	7.29	7.40	7.52	7.41	7.09	7.32	7.50	7.32	7.06	7.40	7.12	7.61	7.35	7.07	7.72
							c	c	ab					b	b	b	b	b	ab
Standard Deviation	2.032	2.006	1.934	2.147	1.931	2.128	1.839	2.117	2.177	2.057	1.956	2.115	2.513	2.292	1.971	1.961	2.210	1.941	1.937
Standard Error	.044	.054	.166	.250	.197	.106	.064	.070	.118	.078	.062	.114	.425	.126	.073	.062	.105	.074	.065
Error variance	*	*	.03	.06	.04	.01	*	*	.01	.01	*	.01	.18	.02	.01	*	.01	.01	*

Impact of language on public attitudes to ageing

M2_6. If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185	1208	629	282	713	1404	373	1741	348	1749
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	15	11	2	1	3	11	2	13	2	12
		1%	1%	*	*	*	1%	*	1%	1%	1%
1	(1.0)	13	5	2	5	7	6	4	9	3	9
		1%	*	*	2% ab	1%	*	1%	*	1%	1%
2	(2.0)	19	10	4	5	8	11	2	15	6	12
		1%	1%	1%	2%	1%	1%	1%	1%	2% b	1%
3	(3.0)	38	21	11	6	6	32	6	31	8	29
		2%	2%	2%	2%	1%	2% a	2%	2%	2%	2%
4	(4.0)	61	29	17	14	24	34	15	45	18	42
		3%	2%	3%	5% a	3%	2%	4%	3%	5% b	2%
5	(5.0)	237	101	96	29	90	131	50	176	29	192
		11%	8%	15% ac	10%	13% b	9%	13%	10%	8%	11%
6	(6.0)	234	122	77	29	65	163	43	183	53	171
		11%	10%	12%	10%	9%	12%	12%	11%	15% b	10%
7	(7.0)	360	197	106	51	110	246	54	298	51	298
		16%	16%	17%	18%	15%	17%	15%	17%	15%	17%
8	(8.0)	451	273	112	53	150	294	69	375	75	369
		21%	23% b	18%	19%	21%	21%	18%	22%	21%	21%
9	(9.0)	294	175	79	35	97	195	51	238	44	245
		13%	14%	13%	12%	14%	14%	14%	14%	13%	14%
10 - Very persuasive	(10.0)	374	235	81	45	127	241	65	304	51	312
		17%	19% b	13%	16%	18%	17%	17%	17%	15%	18%

Impact of language on public attitudes to ageing

M2_6. If we improve the way we organise and fund things like work, housing, healthcare and our local communities, we can all have the best chance possible to lead healthy, purposeful and fulfilling lives: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	91	31	41	9	27	39	12	55	7	58
	4%	3%	6%	3%	4%	3%	3%	3%	2%	3%
			ac							
Net: Persuasive	1479	880	379	183	483	976	239	1215	221	1224
	68%	73%	60%	65%	68%	70%	64%	70%	63%	70%
		bc						a		a
Net: Neutral	532	252	191	73	179	328	107	404	100	404
	24%	21%	30%	26%	25%	23%	29%	23%	29%	23%
		a					b		b	
Net: Unpersuasive	382	176	132	60	137	226	79	289	67	296
	17%	15%	21%	21%	19%	16%	21%	17%	19%	17%
			a	a			b			
Median 1	8	8	7	7	8	8	8	8	7	8
Base for stats	2094	1178	588	273	686	1364	361	1686	342	1691
Mean Score	7.40	7.58	7.18	7.15	7.42	7.42	7.29	7.45	7.14	7.47
		bc								a
Standard Deviation	2.032	2.011	1.928	2.202	2.049	2.020	2.105	2.012	2.142	2.000
Standard Error	.044	.058	.080	.134	.078	.055	.109	.049	.112	.049
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M1_7. When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	17	9	8	-	6	5	4	2	1	2	-	5	-	-	3	3	3	8	8
		1%	1%	1%	-	1%	1%	1%	1%	1%	1%	-	2%	-	-	1%	1%	1%	1%	1%
												cef								
1	(1.0)	9	3	6	-	3	2	1	3	-	1	1	1	1	1	-	2	1	2	6
		*	*	1%	-	1%	*	*	1%	-	*	*	*	1%	1%	-	1%	1%	*	1%
2	(2.0)	22	10	12	-	4	8	7	4	2	3	1	5	-	1	2	4	3	15	7
		1%	1%	1%	-	1%	1%	1%	1%	2%	1%	*	2%	-	*	1%	1%	1%	1%	1%
										e		e								
3	(3.0)	47	23	24	-	21	9	14	3	2	4	1	7	5	8	6	8	5	29	18
		2%	2%	2%	-	3%	2%	2%	1%	2%	1%	*	3%	3%	3%	2%	2%	2%	2%	2%
						d							c	c	c					
4	(4.0)	58	24	34	-	33	13	7	5	5	6	7	4	7	7	14	4	5	38	20
		3%	2%	3%	-	5%	2%	1%	2%	4%	2%	3%	2%	3%	3%	4%	1%	2%	3%	2%
						bcd				h					h					
5	(5.0)	198	97	101	1	65	63	53	17	14	26	14	21	18	26	38	30	12	118	80
		9%	9%	9%	13%	11%	12%	8%	5%	13%	9%	7%	9%	10%	11%	11%	8%	5%	10%	8%
						d	cd			i					i	i				
6	(6.0)	197	103	93	1	67	55	51	24	2	27	26	22	16	24	27	29	23	114	83
		9%	10%	8%	13%	11%	10%	8%	7%	2%	10%	12%	10%	9%	10%	8%	8%	10%	9%	8%
						cd					a	a	a	a	a	a	a	a		
7	(7.0)	339	170	168	-	103	75	109	52	17	36	37	37	28	44	58	51	31	187	152
		16%	16%	15%	-	17%	14%	16%	15%	16%	12%	17%	16%	15%	18%	17%	14%	14%	15%	16%
8	(8.0)	500	234	262	3	136	130	155	78	25	59	57	44	44	37	91	89	53	273	227
		23%	22%	24%	38%	22%	24%	23%	22%	23%	21%	27%	20%	23%	15%	27%	25%	24%	23%	23%
											f			f	df	f	f			
9	(9.0)	315	172	139	2	74	66	107	68	17	40	26	34	31	42	41	49	35	183	132
		14%	16%	13%	25%	12%	12%	16%	19%	16%	14%	12%	15%	16%	17%	12%	14%	16%	15%	14%
			b					ab												
10 - Very accurate	(10.0)	430	190	238	1	88	92	153	98	23	66	38	42	34	46	54	77	52	217	214
		20%	18%	21%	13%	14%	17%	23%	28%	21%	23%	18%	18%	18%	19%	16%	22%	23%	18%	22%
				a				ab	ab		g						g			a
Don't know		54	28	26	-	19	15	17	3	1	16	6	4	5	6	4	11	1	24	30
		2%	3%	2%	-	3%	3%	3%	1%	1%	6%	3%	2%	3%	3%	1%	3%	1%	2%	3%
						d					dgi									
Net: Accurate		1584	767	809	6	401	364	524	296	82	201	158	157	136	169	243	266	172	859	724
		72%	72%	73%	75%	65%	68%	77%	83%	75%	70%	74%	69%	72%	70%	72%	74%	77%	71%	74%
								ab	abc											

Impact of language on public attitudes to ageing

M1_7. When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
	a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	453	224	227	2	165	131	111	46	21	59	47	47	41	57	79	64	39	270	183
	21%	21%	20%	25%	27%	25%	16%	13%	19%	21%	22%	21%	22%	23%	23%	18%	18%	22%	19%
					cd	cd												b	
Net: Inaccurate	350	165	184	1	132	99	86	34	24	42	24	43	32	44	62	51	28	211	140
	16%	16%	17%	13%	21%	19%	13%	10%	22%	15%	11%	19%	17%	18%	18%	14%	13%	17%	14%
					cd	cd			ci			c		c	c				
Median 1	8	8	8	8	7	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2131	1035	1085	8	599	518	661	353	108	271	208	222	184	236	332	347	223	1184	947
Mean Score	7.56	7.54	7.57	7.88	7.15	7.38	7.80	8.05	7.53	7.69	7.66	7.29	7.57	7.48	7.41	7.66	7.71	7.47	7.66
							ab	ab			d				d	d		a	
Standard Deviation	2.047	2.013	2.082	1.642	2.109	2.066	1.944	1.939	2.166	2.080	1.732	2.336	1.944	2.027	1.947	2.066	2.119	2.044	2.046
Standard Error	.044	.063	.063	.581	.082	.090	.076	.110	.216	.126	.119	.151	.140	.143	.102	.113	.143	.057	.070
Error variance	*	*	*	.34	.01	.01	.01	.01	.05	.02	.01	.02	.02	.02	.01	.01	.02	*	*

Impact of language on public attitudes to ageing

M1_7. When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	17	14	3	17	-	8	9	7	10	10	7	10	7	9	4	4	8	9
		1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
1	(1.0)	9	8	1	8	1	1	6	3	4	4	5	4	3	4	2	3	6	3
		*	*	*	*	2% a	*	*	*	*	*	1%	*	*	*	*	*	1%	*
2	(2.0)	22	19	3	22	-	6	16	12	10	16	6	15	7	5	9	7	12	10
		1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	(3.0)	47	40	7	46	1	14	32	21	25	32	15	21	25	19	16	10	21	24
		2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	3% c	2%	2%	1%	2%	3%
4	(4.0)	58	45	13	55	3	18	40	29	27	37	20	33	23	29	15	14	26	32
		3%	2%	4%	3%	4%	3%	3%	3%	2%	3%	3%	2%	3%	4% c	2%	2%	2%	3%
5	(5.0)	198	172	26	194	4	58	136	101	93	128	65	117	77	88	57	53	108	89
		9%	9%	8%	9%	6%	10%	9%	10%	8%	9%	9%	8%	11%	11% c	9%	7%	9%	9%
6	(6.0)	197	165	32	191	6	42	152	77	118	126	69	126	69	80	64	49	98	98
		9%	9%	10%	9%	9%	7%	10% a	7%	10% a	9%	10%	9%	9%	10% c	10% c	7%	8%	10%
7	(7.0)	339	283	56	325	14	78	256	154	183	215	119	211	122	142	98	94	184	152
		16%	15%	17%	15%	22% a	13%	17% a	15%	16%	15%	17%	15%	17%	18% c	15%	13%	15%	16%
8	(8.0)	500	417	82	485	15	128	363	225	267	357	141	332	163	187	149	160	273	224
		23%	23%	25%	23%	23%	21%	24%	22%	24%	25% b	20%	23%	23%	24%	23%	22%	22%	23%
9	(9.0)	315	270	45	308	7	81	232	145	166	198	115	223	91	86	99	129	181	132
		14%	15%	13%	15%	11%	13%	15%	14%	15%	14%	16% d	15%	13%	11%	15% a	18% a	15%	14%
10 - Very accurate	(10.0)	430	375	55	417	13	161	265	230	196	299	131	312	118	108	124	196	267	159
		20%	20%	17%	20%	20%	27% b	17%	22% b	17%	21% d	18%	22% d	16%	14%	19% a	27% ab	22% b	17%
Don't know		54	45	9	54	1	13	36	21	31	34	17	33	19	20	18	16	30	24
		2%	2%	3%	3%	1%	2%	2%	2%	3%	2%	2%	2%	3%	3%	3%	2%	2%	2%
Net: Accurate		1584	1346	238	1535	49	449	1116	753	812	1069	506	1078	495	522	470	578	905	667
		72%	73%	72%	72%	76%	74%	72%	73%	72%	73% d	71%	75% d	68%	67%	72% ab	79% ab	75% b	70%

Impact of language on public attitudes to ageing

M1_7. When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	453 21%	382 21%	71 21%	440 21%	13 20%	118 19%	328 21%	207 20%	239 21%	291 20%	155 22%	277 19%	168 23%	197 25%	136 21%	115 16%	232 19%	219 23%
Net: Inaccurate	350 16%	297 16%	53 16%	342 16%	8 13%	104 17%	239 15%	174 17%	168 15%	228 16%	118 17%	201 14%	142 20%	153 20%	103 16%	92 12%	181 15%	167 17%
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2131	1808	323	2068	63	596	1506	1004	1099	1423	692	1405	705	756	637	718	1184	932
Mean Score	7.56	7.58	7.44	7.56	7.58	7.70	7.51	7.62	7.51	7.60	7.49	7.71	7.29	7.20	7.55	7.95	7.68	7.40
Standard Deviation	2.047	2.050	2.027	2.051	1.926	2.192	1.979	2.076	2.003	2.030	2.087	1.992	2.111	2.048	2.037	1.984	2.028	2.059
Standard Error	.044	.051	.091	.046	.179	.090	.051	.065	.061	.054	.080	.054	.078	.073	.080	.077	.060	.066
Error variance	*	*	.01	*	.03	.01	*	*	*	*	.01	*	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

M1_7. When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	17	9	2	1	1	4	4	9	4	6	8	3	-	5	3	9	2	3	13
		1%	1%	2%	1%	2%	1%	*	1%	1%	1%	1%	1%	-	1%	*	1%	*	*	1%
1	(1.0)	9	3	1	1	1	3	3	3	3	1	5	3	-	1	3	5	1	5	2
		*	*	*	1%	1%	1%	*	*	1%	*	*	1%	-	*	*	*	*	1%	*
2	(2.0)	22	15	-	1	2	4	4	12	6	4	10	7	-	6	5	10	3	9	10
		1%	1%	-	1%	2%	1%	*	1%	2%	1%	1%	2%	-	2%	1%	1%	1%	1%	1%
3	(3.0)	47	33	-	3	1	9	13	25	8	13	23	9	1	18	19	10	13	21	9
		2%	2%	-	4%	1%	2%	2%	2%	2%	2%	2%	2%	4%	5%	2%	1%	3%	3%	1%
4	(4.0)	58	42	1	1	7	6	26	19	13	24	25	8	1	11	27	18	10	25	20
		3%	3%	1%	2%	10%	1%	3%	2%	4%	4%	2%	2%	3%	3%	3%	2%	2%	3%	2%
5	(5.0)	198	144	12	8	9	25	74	76	47	62	107	27	1	30	102	54	35	104	51
		9%	10%	10%	11%	12%	6%	9%	7%	14%	9%	10%	7%	3%	9%	13%	5%	8%	14%	6%
6	(6.0)	197	145	10	4	8	29	81	77	36	64	101	30	1	28	87	77	41	78	71
		9%	10%	9%	5%	11%	6%	10%	8%	11%	9%	9%	8%	3%	8%	11%	8%	9%	11%	8%
7	(7.0)	339	219	22	13	21	62	154	137	48	104	172	60	3	49	137	147	69	121	131
		16%	15%	18%	18%	28%	13%	19%	13%	14%	15%	16%	16%	7%	14%	18%	15%	15%	16%	15%
8	(8.0)	500	347	22	18	12	101	181	246	69	169	237	88	6	79	155	254	95	169	215
		23%	24%	18%	24%	16%	22%	22%	24%	20%	25%	22%	23%	16%	23%	20%	25%	20%	23%	24%
9	(9.0)	315	188	20	15	4	86	116	162	34	95	158	55	7	37	93	178	80	76	151
		14%	13%	17%	20%	5%	19%	14%	16%	10%	14%	15%	14%	20%	11%	12%	18%	17%	10%	17%
10 - Very accurate	(10.0)	430	266	28	9	5	121	136	230	58	124	202	87	16	77	114	230	112	100	201
		20%	18%	23%	11%	7%	26%	17%	23%	17%	18%	19%	23%	44%	22%	15%	23%	24%	14%	23%

Impact of language on public attitudes to ageing

M1_7. When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	54	40	4	1	3	6	19	21	12	15	31	7	-	7	22	15	6	24	8
	2%	3%	3%	1%	5%	1%	2%	2%	3%	2%	3%	2%	-	2%	3%	1%	1%	3%	1%
					e										c			ac	
Net: Accurate	1584	1020	92	56	42	370	588	775	209	491	768	290	32	242	500	809	356	466	698
	72%	70%	76%	74%	56%	81%	72%	76%	62%	72%	71%	75%	88%	70%	65%	80%	76%	63%	79%
		d	d	d	ad	ad	c	c					ab		ab		b	b	b
Net: Neutral	453	332	23	13	25	61	181	172	96	150	234	65	3	69	215	149	86	208	143
	21%	23%	19%	17%	33%	13%	22%	17%	28%	22%	22%	17%	9%	20%	28%	15%	18%	28%	16%
		e		abce			b	ab		c				c	ac			ac	
Net: Inaccurate	350	247	15	15	21	52	124	144	81	110	179	58	3	70	160	105	64	168	105
	16%	17%	12%	20%	28%	11%	15%	14%	24%	16%	17%	15%	9%	20%	21%	10%	14%	23%	12%
		e		e	abe			ab						c	c			ac	
Median 1	8	8	8	8	7	8	8	8	7	8	8	8	9	8	7	8	8	7	8
Base for stats	2131	1412	117	74	71	452	793	995	326	665	1048	378	36	341	746	992	461	712	874
Mean Score	7.56	7.47	7.79	7.31	6.43	7.96	7.50	7.74	7.11	7.53	7.51	7.63	8.57	7.36	7.22	7.89	7.79	7.11	7.80
		d	d	d	acd	acd	c	ac					abc		ab		b	b	b
Standard Deviation	2.047	2.016	1.990	2.159	2.101	2.041	1.914	2.057	2.254	1.990	2.046	2.139	1.893	2.323	1.995	1.938	1.982	2.048	2.038
Standard Error	.044	.054	.169	.240	.218	.101	.066	.067	.120	.074	.064	.114	.320	.126	.073	.061	.094	.077	.068
Error variance	*	*	.03	.06	.05	.01	*	*	.01	.01	*	.01	.10	.02	.01	*	.01	.01	*

Impact of language on public attitudes to ageing

M1_7. When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185	1208	629	282	713	1404	373	1741	348	1749
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	17	11	4	1	4	12	2	14	4	13
		1%	1%	1%	*	1%	1%	1%	1%	1%	1%
1	(1.0)	9	4	2	2	5	4	5	4	3	4
		*	*	*	1%	1%	*	1%	*	1%	*
2	(2.0)	22	11	6	4	8	14	5	17	5	15
		1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
3	(3.0)	47	23	16	8	9	36	8	38	4	42
		2%	2%	3%	3%	1%	3%	2%	2%	1%	2%
4	(4.0)	58	33	14	8	18	40	17	38	11	46
		3%	3%	2%	3%	3%	3%	4%	2%	3%	3%
								b			
5	(5.0)	198	75	86	30	64	114	43	142	33	144
		9%	6%	14%	11%	9%	8%	12%	8%	9%	8%
				a	a			b			
6	(6.0)	197	100	62	32	51	141	47	147	42	151
		9%	8%	10%	11%	7%	10%	13%	8%	12%	9%
							a	b		b	
7	(7.0)	339	185	108	34	108	226	56	268	58	270
		16%	15%	17%	12%	15%	16%	15%	15%	17%	15%
				c							
8	(8.0)	500	296	143	48	180	315	73	418	79	411
		23%	25%	23%	17%	25%	22%	20%	24%	23%	24%
			c								
9	(9.0)	315	186	69	53	103	208	42	268	51	256
		14%	15%	11%	19%	14%	15%	11%	15%	15%	15%
			b		b			a			
10 - Very accurate	(10.0)	430	257	101	57	154	269	70	352	51	370
		20%	21%	16%	20%	22%	19%	19%	20%	15%	21%
			b							a	

Impact of language on public attitudes to ageing

M1_7. When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	54	25	17	4	9	25	4	34	8	26
	2%	2%	3%	2%	1%	2%	1%	2%	2%	1%
Net: Accurate	1584	925	422	191	544	1018	242	1306	239	1307
	72%	77%	67%	68%	76%	72%	65%	75%	69%	75%
		bc						a		a
Net: Neutral	453	209	162	71	133	295	107	327	86	341
	21%	17%	26%	25%	19%	21%	29%	19%	25%	20%
			a	a			b	b		
Net: Inaccurate	350	158	128	54	108	221	80	254	60	265
	16%	13%	20%	19%	15%	16%	21%	15%	17%	15%
			a	a			b			
Median 1	8	8	8	8	8	8	8	8	8	8
Base for stats	2131	1183	612	278	704	1379	369	1707	341	1723
Mean Score	7.56	7.71	7.29	7.48	7.68	7.53	7.22	7.64	7.31	7.64
		b						a		a
Standard Deviation	2.047	2.017	2.012	2.170	2.009	2.053	2.193	2.012	2.080	2.022
Standard Error	.044	.058	.081	.131	.076	.055	.112	.049	.109	.049
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M2_7. When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	25	11	14	-	5	7	6	6	1	2	1	5	-	4	4	3	4	11	13
		1%	1%	1%	-	1%	1%	1%	2%	1%	1%	1%	2%	-	2%	1%	1%	2%	1%	1%
													e							
1	(1.0)	13	9	4	-	4	2	5	3	1	1	-	2	-	2	2	2	1	9	4
		1%	1%	*	-	1%	*	1%	1%	1%	*	-	1%	-	1%	1%	1%	1%	1%	*
2	(2.0)	46	26	19	-	12	10	12	10	3	7	7	5	4	3	6	7	4	23	23
		2%	2%	2%	-	2%	2%	2%	3%	3%	2%	3%	2%	2%	1%	2%	2%	2%	2%	2%
3	(3.0)	64	32	33	-	18	12	22	12	5	9	6	4	7	11	7	12	3	39	26
		3%	3%	3%	-	3%	2%	3%	3%	4%	3%	3%	2%	3%	5%	2%	3%	1%	3%	3%
															i					
4	(4.0)	82	43	38	1	26	22	19	15	2	7	8	14	8	9	14	11	8	51	31
		4%	4%	3%	13%	4%	4%	3%	4%	2%	2%	4%	6%	4%	4%	4%	3%	4%	4%	3%
													b							
5	(5.0)	273	119	153	2	82	71	81	40	16	31	21	26	28	30	46	53	22	159	114
		13%	11%	14%	25%	13%	13%	12%	11%	15%	11%	10%	11%	15%	12%	14%	15%	10%	13%	12%
6	(6.0)	255	126	128	-	87	66	70	32	12	43	27	25	21	25	40	31	31	151	104
		12%	12%	12%	-	14%	12%	10%	9%	11%	15%	12%	11%	11%	10%	12%	9%	14%	12%	11%
						cd					h									
7	(7.0)	379	173	205	2	111	96	118	54	20	44	44	34	30	49	57	64	37	203	176
		17%	16%	18%	25%	18%	18%	17%	15%	19%	15%	20%	15%	16%	20%	17%	18%	17%	17%	18%
8	(8.0)	379	210	169	-	93	90	128	68	20	39	45	31	38	32	66	64	42	198	181
		17%	20%	15%	-	15%	17%	19%	19%	18%	13%	21%	14%	20%	13%	20%	18%	19%	16%	18%
			b									bdf		b		b				
9	(9.0)	239	126	111	-	71	54	78	36	12	27	17	37	21	28	38	36	24	139	100
		11%	12%	10%	-	11%	10%	11%	10%	11%	9%	8%	16%	11%	11%	11%	10%	11%	12%	10%
													bch							
10 - Very persuasive	(10.0)	321	146	174	1	72	74	112	63	13	54	28	31	26	37	40	52	38	167	154
		15%	14%	16%	13%	12%	14%	17%	18%	12%	19%	13%	14%	14%	15%	12%	15%	17%	14%	16%
						a		a			g									
Don't know		109	43	64	2	38	29	28	15	3	22	9	12	7	11	15	22	8	57	52
		5%	4%	6%	25%	6%	5%	4%	4%	3%	8%	4%	5%	4%	5%	4%	6%	4%	5%	5%
Net: Persuasive		1318	655	658	3	347	313	436	221	66	164	134	133	114	146	202	217	142	708	610
		60%	62%	59%	38%	56%	59%	64%	62%	60%	57%	63%	59%	60%	60%	60%	61%	63%	59%	62%
						ab														
Net: Neutral		610	288	319	3	194	159	169	88	31	81	56	64	57	64	100	95	61	361	249
		28%	27%	29%	38%	31%	30%	25%	25%	28%	28%	26%	28%	30%	27%	30%	27%	27%	30%	25%
						cd												b		

Impact of language on public attitudes to ageing

M2_7. When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
	a	b	c		a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Unpersuasive	503	239	261	3	146	125	144	87	29	58	44	56	47	60	79	88	43	292	211
	23%	22%	23%	38%	24%	23%	21%	24%	26%	20%	21%	25%	25%	25%	23%	25%	19%	24%	22%
Median 1	7	7	7	8	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
Base for stats	2076	1020	1047	6	580	505	651	341	107	265	205	214	182	231	321	335	216	1150	925
Mean Score	7.02	7.02	7.01	6.33	6.88	6.96	7.17	7.03	6.85	7.14	7.00	6.93	7.06	6.92	6.97	7.03	7.17	6.96	7.09
Standard Deviation	2.212	2.219	2.208	2.160	2.133	2.187	2.190	2.409	2.219	2.243	2.092	2.425	2.046	2.331	2.144	2.183	2.235	2.202	2.225
Standard Error	.049	.070	.068	.882	.085	.097	.087	.139	.223	.137	.145	.160	.148	.166	.114	.121	.154	.062	.077
Error variance	*	*	*	.78	.01	.01	.01	.02	.05	.02	.02	.03	.02	.03	.01	.01	.02	*	.01

Impact of language on public attitudes to ageing

M2_7. When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	25	22	3	25	-	14	10	11	14	15	10	18	7	9	7	8	13	12
		1%	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							b												
1	(1.0)	13	12	1	13	1	3	10	6	7	6	7	6	7	7	2	2	3	10
		1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	*	*	*	1%
																		a	
2	(2.0)	46	40	5	44	1	18	24	25	18	28	18	29	15	13	13	18	29	16
		2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%
							b												
3	(3.0)	64	57	7	63	1	20	45	40	25	45	18	45	19	23	13	28	31	33
		3%	3%	2%	3%	2%	3%	3%	4%	2%	3%	3%	3%	3%	3%	2%	4%	3%	4%
									b										
4	(4.0)	82	63	19	78	4	25	53	36	45	52	30	52	29	31	23	27	45	37
		4%	3%	6%	4%	6%	4%	3%	3%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
				a															
5	(5.0)	273	233	41	264	9	69	202	123	148	172	95	176	91	101	82	87	163	109
		13%	13%	12%	12%	14%	11%	13%	12%	13%	12%	13%	12%	13%	13%	13%	12%	13%	11%
6	(6.0)	255	218	37	244	11	68	183	120	134	173	80	148	105	108	72	72	131	121
		12%	12%	11%	12%	17%	11%	12%	12%	12%	12%	11%	10%	15%	14%	11%	10%	11%	13%
														c	c				
7	(7.0)	379	324	55	372	7	92	280	167	206	241	134	241	134	147	121	110	195	182
		17%	18%	17%	18%	12%	15%	18%	16%	18%	17%	19%	17%	18%	19%	18%	15%	16%	19%
															c				
8	(8.0)	379	317	61	369	10	87	288	180	193	253	123	241	135	125	120	131	214	164
		17%	17%	18%	17%	15%	14%	19%	18%	17%	17%	17%	17%	19%	16%	18%	18%	18%	17%
								a											
9	(9.0)	239	192	47	230	9	66	172	111	125	169	68	163	75	78	72	85	130	106
		11%	10%	14%	11%	14%	11%	11%	11%	11%	12%	10%	11%	10%	10%	11%	12%	11%	11%
				a															
10 - Very persuasive	(10.0)	321	278	42	311	10	116	200	165	151	227	94	247	73	96	91	132	191	126
		15%	15%	13%	15%	15%	19%	13%	16%	13%	16%	13%	17%	10%	12%	14%	18%	16%	13%
							b				d		bd				ab		
Don't know		109	95	14	108	1	30	75	41	65	75	33	73	34	38	37	34	68	40
		5%	5%	4%	5%	2%	5%	5%	4%	6%	5%	5%	5%	5%	5%	6%	5%	6%	4%
Net: Persuasive		1318	1113	205	1281	36	361	941	623	675	891	419	892	416	445	404	458	730	578
		60%	60%	62%	60%	57%	59%	61%	61%	60%	61%	59%	62%	58%	57%	62%	62%	60%	60%
																	a		

Impact of language on public attitudes to ageing

M2_7. When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	610	514	96	587	23	162	438	278	327	397	205	376	225	239	178	186	340	267
	28%	28%	29%	28%	37%	27%	28%	27%	29%	27%	29%	26%	31%	31%	27%	25%	28%	28%
					a								c	c				
Net: Unpersuasive	503	428	75	487	16	149	344	241	256	318	178	325	167	185	142	170	285	217
	23%	23%	23%	23%	25%	25%	22%	23%	23%	22%	25%	23%	23%	24%	22%	23%	23%	23%
Median 1	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
Base for stats	2076	1758	317	2013	63	579	1468	983	1065	1382	677	1365	689	738	618	700	1146	916
Mean Score	7.02	7.00	7.09	7.02	7.04	6.99	7.04	7.03	7.01	7.10	6.87	7.12	6.84	6.86	7.07	7.14	7.06	6.95
										bd		bd				a		
Standard Deviation	2.212	2.232	2.101	2.215	2.158	2.480	2.092	2.270	2.155	2.195	2.252	2.257	2.110	2.178	2.138	2.293	2.215	2.208
Standard Error	.049	.056	.095	.050	.201	.103	.055	.072	.066	.059	.087	.062	.079	.078	.085	.090	.067	.071
Error variance	*	*	.01	*	.04	.01	*	.01	*	*	.01	*	.01	.01	.01	.01	*	.01

Impact of language on public attitudes to ageing

M2_7. When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Total	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
		Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	25	12	1	1	10	7	13	4	9	6	8	1	10	9	5	9	5	11
		1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	3%	3%	1%	1%	2%	1%	1%
					a							b	b	bc					
1	(1.0)	13	6	-	-	1	7	4	2	5	6	2	-	4	1	7	4	3	4
		1%	*	-	-	1%	1%	*	*	1%	1%	1%	-	1%	*	1%	1%	*	1%
					a									b					
2	(2.0)	46	27	1	1	3	17	19	9	19	15	10	2	5	17	24	9	15	22
		2%	2%	1%	1%	4%	2%	2%	3%	3%	1%	3%	5%	1%	2%	2%	2%	2%	2%
					ab					b									
3	(3.0)	64	41	3	2	4	17	31	16	15	39	9	1	14	22	28	19	17	27
		3%	3%	2%	2%	5%	2%	3%	5%	2%	4%	2%	3%	4%	3%	3%	4%	2%	3%
					a														
4	(4.0)	82	50	3	4	6	30	33	17	28	38	13	3	19	26	35	19	36	24
		4%	3%	2%	5%	8%	4%	3%	5%	4%	3%	3%	8%	5%	3%	3%	4%	5%	3%
					ab													c	
5	(5.0)	273	175	21	9	17	100	113	57	77	143	52	1	48	132	82	56	121	81
		13%	12%	17%	13%	23%	12%	11%	17%	11%	13%	14%	3%	14%	17%	8%	12%	16%	9%
					ae									c	c			ac	
6	(6.0)	255	184	11	7	12	107	110	38	81	134	37	2	36	111	104	38	115	93
		12%	13%	9%	10%	16%	13%	11%	11%	12%	12%	10%	6%	10%	14%	10%	8%	16%	11%
			e		e										c			ac	
7	(7.0)	379	267	22	13	6	153	173	50	115	179	78	6	60	135	173	82	132	150
		17%	18%	18%	18%	8%	19%	17%	15%	17%	17%	20%	16%	17%	17%	17%	18%	18%	17%
			d	d															
8	(8.0)	379	253	17	19	8	133	201	43	136	180	59	5	45	123	202	80	118	170
		17%	17%	14%	25%	10%	16%	20%	13%	20%	17%	15%	13%	13%	16%	20%	17%	16%	19%
					bd			c							ab				
9	(9.0)	239	157	16	4	10	93	106	37	70	121	43	5	33	68	135	50	60	121
		11%	11%	13%	5%	14%	11%	10%	11%	10%	11%	11%	15%	9%	9%	13%	11%	8%	14%
															b				b
10 - Very persuasive	(10.0)	321	206	17	9	4	112	159	45	93	160	56	9	54	83	179	83	69	155
		15%	14%	14%	12%	5%	14%	16%	13%	14%	15%	14%	26%	15%	11%	18%	18%	9%	18%
			d	d	d								a	b	b		b		b

Impact of language on public attitudes to ageing

M2_7. When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	109	74	10	6	4	16	35	53	20	32	60	18	-	20	41	33	17	46	22
	5%	5%	8%	7%	5%	4%	4%	5%	6%	5%	6%	5%	-	6%	5%	3%	4%	6%	2%
			e											c	c			c	
Net: Persuasive	1318	883	72	45	28	286	491	639	176	413	639	236	25	192	408	688	295	379	597
	60%	61%	59%	60%	38%	62%	60%	63%	52%	61%	59%	61%	70%	55%	53%	68%	63%	51%	68%
		d	d	d		d	c	c							ab	b		b	
Net: Neutral	610	409	35	21	35	110	237	256	111	187	314	103	6	103	270	221	113	272	199
	28%	28%	29%	27%	47%	24%	29%	25%	33%	27%	29%	27%	18%	30%	35%	22%	24%	37%	23%
				abce				b						c	c			ac	
Net: Unpersuasive	503	311	28	17	31	117	179	213	104	154	246	95	9	100	208	181	116	196	170
	23%	21%	23%	23%	41%	25%	22%	21%	31%	23%	23%	25%	24%	29%	27%	18%	25%	27%	19%
				abce				ab						c	c		c	c	
Median 1	7	7	7	7	6	7	7	7	7	7	7	7	8	7	7	8	7	7	8
Base for stats	2076	1378	111	70	71	442	776	963	318	649	1019	368	36	328	728	973	450	690	860
Mean Score	7.02	7.06	7.16	6.96	6.14	6.98	7.01	7.12	6.70	6.98	7.06	6.93	7.20	6.73	6.73	7.33	7.04	6.69	7.26
		d	d	d		d	c	c							ab	b		b	
Standard Deviation	2.212	2.121	2.037	2.113	2.255	2.504	2.156	2.207	2.326	2.238	2.136	2.317	2.782	2.481	2.112	2.164	2.392	2.018	2.242
Standard Error	.049	.057	.178	.242	.234	.125	.076	.073	.126	.085	.068	.125	.470	.137	.078	.069	.114	.077	.075
Error variance	*	*	.03	.06	.05	.02	.01	.01	.02	.01	*	.02	.22	.02	.01	*	.01	.01	.01

Impact of language on public attitudes to ageing

M2_7. When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
										a	b
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185	1208	629	282	713	1404	373	1741	348	1749
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	25	18	4	2	4	21	5	20	4	20
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
1	(1.0)	13	8	3	2	2	11	-	13	-	12
		1%	1%	*	1%	*	1%	-	1%	-	1%
2	(2.0)	46	20	12	11	14	31	8	34	8	35
		2%	2%	2%	4%	2%	2%	2%	2%	2%	2%
					a						
3	(3.0)	64	38	18	7	19	45	10	53	8	54
		3%	3%	3%	3%	3%	3%	3%	3%	2%	3%
4	(4.0)	82	44	19	18	19	61	21	60	10	68
		4%	4%	3%	7%	3%	4%	6%	3%	3%	4%
					ab			b			
5	(5.0)	273	131	102	29	78	176	48	209	32	219
		13%	11%	16%	10%	11%	13%	13%	12%	9%	13%
				ac							
6	(6.0)	255	135	89	28	84	168	44	204	48	201
		12%	11%	14%	10%	12%	12%	12%	12%	14%	11%
7	(7.0)	379	216	111	46	127	246	65	307	67	301
		17%	18%	18%	16%	18%	18%	17%	18%	19%	17%
8	(8.0)	379	216	108	45	149	225	61	314	62	312
		17%	18%	17%	16%	21%	16%	16%	18%	18%	18%
					b						
9	(9.0)	239	138	55	38	78	159	47	187	58	177
		11%	11%	9%	14%	11%	11%	12%	11%	17%	10%
					b					b	
10 - Very persuasive	(10.0)	321	195	72	41	116	200	54	261	44	270
		15%	16%	12%	15%	16%	14%	15%	15%	12%	15%
			b								

Impact of language on public attitudes to ageing

M2_7. When our society enables us all to have freedom and control over our own lives, we have the chance to live the best lives we can, whatever our age: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	109	50	36	14	23	62	10	78	8	79
	5%	4%	6%	5%	3%	4%	3%	5%	2%	5%
Net: Persuasive	1318	764	347	170	470	829	226	1069	231	1060
	60%	63%	55%	60%	66%	59%	61%	61%	66%	61%
Net: Neutral	610	311	210	75	181	404	114	474	89	488
	28%	26%	33%	27%	25%	29%	30%	27%	26%	28%
Net: Unpersuasive	503	259	157	69	136	344	92	389	63	409
	23%	21%	25%	24%	19%	25%	25%	22%	18%	23%
Median 1	7	7	7	7	7	7	7	7	7	7
Base for stats	2076	1159	593	268	689	1341	363	1663	341	1670
Mean Score	7.02	7.11	6.86	6.98	7.25	6.92	7.00	7.04	7.18	7.01
Standard Deviation	2.212	2.243	2.050	2.315	2.066	2.281	2.205	2.210	2.093	2.233
Standard Error	.049	.066	.084	.142	.079	.062	.114	.054	.110	.055
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M1_8. We all need support at different times across our lives, and we all want to live in communities where we look out for one another: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c		a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	9	3	6	-	1	-	5	2	-	3	1	1	-	-	1	3	-	6	3
		*	*	1%	-	*	-	1%	1%	-	1%	*	*	-	-	*	1%	-	*	*
								b												
1	(1.0)	9	4	5	-	1	2	4	1	-	2	-	1	1	-	2	1	1	4	5
		*	*	*	-	*	*	1%	*	-	1%	-	*	*	-	1%	*	1%	*	1%
2	(2.0)	11	6	4	-	4	2	3	1	-	3	1	1	-	1	-	2	3	8	3
		*	1%	*	-	1%	*	*	*	-	1%	*	*	-	*	-	1%	1%	1%	*
3	(3.0)	20	11	9	-	9	4	4	3	-	4	1	2	2	1	2	4	4	12	8
		1%	1%	1%	-	2%	1%	1%	1%	-	1%	*	1%	1%	1%	1%	1%	2%	1%	1%
4	(4.0)	35	24	11	-	11	11	10	4	1	5	4	4	-	5	8	4	4	26	9
		2%	2%	1%	-	2%	2%	1%	1%	1%	2%	2%	2%	-	2%	2%	1%	2%	2%	1%
			b											e	e		e	b		
5	(5.0)	149	76	72	1	55	36	44	13	9	20	10	16	14	20	25	18	18	81	68
		7%	7%	6%	13%	9%	7%	6%	4%	9%	7%	4%	7%	7%	8%	7%	5%	8%	7%	7%
						d														
6	(6.0)	155	88	68	-	58	44	34	19	9	23	10	15	14	13	33	23	16	90	66
		7%	8%	6%	-	9%	8%	5%	5%	8%	8%	5%	6%	7%	6%	10%	6%	7%	7%	7%
			b			cd	c								c					
7	(7.0)	306	153	151	2	82	83	102	39	13	26	28	38	23	32	50	67	30	169	137
		14%	14%	14%	25%	13%	16%	15%	11%	12%	9%	13%	17%	12%	13%	15%	19%	13%	14%	14%
								b				b			b	be				
8	(8.0)	483	244	238	1	131	103	164	85	21	54	50	47	47	60	77	82	45	275	208
		22%	23%	21%	13%	21%	19%	24%	24%	19%	19%	24%	21%	25%	25%	23%	23%	20%	23%	21%
								b												
9	(9.0)	377	194	180	2	95	89	109	84	22	51	47	32	33	37	54	64	38	219	158
		17%	18%	16%	25%	15%	17%	16%	24%	20%	18%	22%	14%	18%	15%	16%	18%	17%	18%	16%
								abc				d								
10 - Very accurate	(10.0)	593	240	350	2	152	142	196	102	34	91	58	67	49	69	80	84	62	302	291
		27%	23%	31%	25%	25%	27%	29%	29%	31%	32%	27%	30%	26%	28%	24%	23%	27%	25%	30%
				a							gh								a	
Don't know		38	21	17	-	17	16	4	2	1	7	3	3	6	4	5	7	2	17	21
		2%	2%	2%	-	3%	3%	1%	*	1%	2%	1%	1%	3%	2%	1%	2%	1%	1%	2%
						cd	cd													
Net: Accurate		1759	831	919	7	461	417	571	311	90	221	184	184	152	198	260	296	175	964	795
		81%	78%	83%	88%	75%	78%	84%	87%	82%	77%	86%	81%	80%	82%	77%	83%	78%	80%	81%
				a				ab	ab			bgi								

Impact of language on public attitudes to ageing

M1_8. We all need support at different times across our lives, and we all want to live in communities where we look out for one another: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	340	188	151	1	124	92	88	36	19	47	24	35	28	38	66	45	39	197	143
	16%	18%	14%	13%	20%	17%	13%	10%	18%	17%	11%	15%	15%	16%	20%	13%	17%	16%	15%
		b			cd	cd								ch					
Net: Inaccurate	232	124	107	1	82	56	69	25	11	36	16	25	17	27	38	32	31	137	96
	11%	12%	10%	13%	13%	11%	10%	7%	10%	12%	8%	11%	9%	11%	11%	9%	14%	11%	10%
					d											c			
Median 1	8	8	8	-	8	8	8	9	9	9	9	8	8	8	8	8	8	8	8
Base for stats	2147	1043	1094	8	600	518	674	355	109	280	210	223	183	238	331	351	222	1191	956
Mean Score	8.03	7.89	8.16	8.13	7.84	7.99	8.08	8.30	8.25	8.04	8.25	8.03	8.12	8.10	7.88	7.96	7.90	7.95	8.12
			a				a	ab			g								a
Standard Deviation	1.862	1.851	1.865	1.727	1.914	1.828	1.882	1.745	1.678	2.119	1.699	1.881	1.704	1.751	1.831	1.854	2.012	1.886	1.827
Standard Error	.040	.058	.056	.611	.075	.080	.073	.099	.166	.126	.116	.121	.123	.123	.096	.101	.137	.053	.062
Error variance	*	*	*	.37	.01	.01	.01	.01	.03	.02	.01	.01	.02	.02	.01	.01	.02	*	*

Impact of language on public attitudes to ageing

M1_8. We all need support at different times across our lives, and we all want to live in communities where we look out for one another: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	9	9	-	8	1	4	4	4	4	6	3	4	5	5	-	4	6	3
		*	*	-	*	1%	1%	*	*	*	*	*	*	1%	1%	-	*	*	*
1	(1.0)	9	8	1	9	-	5	4	6	2	5	3	5	3	4	3	2	4	4
		*	*	*	*	-	1%	*	1%	*	*	*	*	*	1%	*	*	*	*
2	(2.0)	11	11	-	9	1	4	5	3	6	7	3	6	3	4	4	2	7	3
		*	1%	-	*	2%	1%	*	*	*	1%	*	*	*	1%	1%	*	1%	*
3	(3.0)	20	18	3	18	2	4	16	8	12	12	8	9	10	9	6	4	11	9
		1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
4	(4.0)	35	25	10	35	1	11	23	24	11	21	14	21	13	13	12	9	20	15
		2%	1%	3%	2%	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	2%	2%
5	(5.0)	149	125	24	143	6	37	110	61	85	82	60	80	62	71	42	32	80	67
		7%	7%	7%	7%	9%	6%	7%	6%	8%	6%	8%	6%	9%	9%	6%	4%	7%	7%
6	(6.0)	155	123	32	149	6	40	115	73	82	96	57	95	57	59	57	37	83	71
		7%	7%	10%	7%	9%	7%	7%	7%	7%	7%	8%	7%	8%	8%	9%	5%	7%	7%
7	(7.0)	306	264	42	296	10	67	233	123	179	185	119	180	123	119	88	98	160	146
		14%	14%	13%	14%	15%	11%	15%	12%	16%	13%	17%	13%	17%	15%	13%	13%	13%	15%
8	(8.0)	483	409	74	472	11	137	336	212	263	327	152	319	160	177	131	169	258	223
		22%	22%	22%	22%	17%	22%	22%	21%	23%	22%	21%	22%	22%	23%	20%	23%	21%	23%
9	(9.0)	377	319	59	366	12	105	272	184	191	258	119	256	121	120	106	149	208	164
		17%	17%	18%	17%	18%	17%	18%	18%	17%	18%	17%	18%	17%	15%	16%	20%	17%	17%
10 - Very accurate	(10.0)	593	510	83	577	15	193	394	316	269	435	158	449	143	181	186	223	352	237
		27%	28%	25%	27%	24%	32%	26%	31%	24%	30%	22%	31%	20%	23%	28%	30%	29%	25%
Don't know		38	34	5	38	-	2	32	10	27	23	14	13	23	15	18	5	24	14
		2%	2%	1%	2%	-	*	2%	1%	2%	2%	2%	1%	3%	2%	3%	1%	2%	1%
Net: Accurate		1759	1501	258	1711	48	501	1234	835	901	1205	547	1204	547	596	511	640	979	769
		81%	81%	78%	81%	75%	82%	80%	82%	80%	83%	77%	84%	76%	77%	78%	87%	81%	81%

Impact of language on public attitudes to ageing

M1_8. We all need support at different times across our lives, and we all want to live in communities where we look out for one another: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	340 16%	274 15%	66 20% a	328 15%	12 19%	88 14%	248 16%	157 15%	179 16%	199 14%	131 18% ac	197 14%	132 18% ac	144 18% c	112 17% c	77 11%	182 15%	153 16%
Net: Inaccurate	232 11%	195 11%	37 11%	222 10%	10 16%	65 11%	162 10%	107 10%	121 11%	133 9%	91 13% ac	125 9%	96 13% ac	106 14% c	68 10% c	52 7%	128 11%	101 11%
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	9	8	8
Base for stats	2147	1820	327	2083	64	607	1510	1015	1104	1434	696	1425	700	761	637	729	1190	942
Mean Score	8.03	8.04	7.96	8.04	7.68	8.13	8.00	8.13	7.94	8.16	7.80	8.22	7.72	7.79	8.03	8.30	8.08	7.97
				b				b		bd		bd			a	ab		
Standard Deviation	1.862	1.876	1.778	1.852	2.143	1.966	1.806	1.907	1.809	1.828	1.894	1.789	1.920	1.952	1.862	1.718	1.895	1.816
Standard Error	.040	.046	.080	.041	.198	.080	.046	.060	.055	.048	.072	.048	.071	.069	.073	.066	.056	.057
Error variance	*	*	.01	*	.04	.01	*	*	*	*	.01	*	.01	*	.01	*	*	*

Impact of language on public attitudes to ageing

M1_8. We all need support at different times across our lives, and we all want to live in communities where we look out for one another: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	9*	4*	-	-	-	5	3*	5*	1*	3	3	3	-	2	6	1	1	3	3
							1% a				1%	*	1%	-	1%	1% c	*	*	*	*
1	(1.0)	9*	5*	1	-	-	2	1*	8	-	4	5	-	-	4	1	4	-	3	4
				1%	-	-	*	*	1%	-	1%	*	-	-	1% b	*	*	-	*	*
2	(2.0)	11*	8	1	-	1	1	3*	6	2	2	5	2	2	3	5	3	4	5	1
			1%	*	-	1%	*	*	1%	1%	*	*	*	6% abc	1%	1%	*	1%	1%	*
3	(3.0)	20	12	2	-	2	4	5	14	2	6	10	3	1	3	7	10	6	7	7
		1%	1%	2%	-	3%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%
4	(4.0)	35	27	2	1	1	4	9	18	8	14	15	6	-	11	19	5	8	18	7
		2%	2%	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	-	3% c	3% c	1%	2%	2% c	1%
5	(5.0)	149	107	8	6	7	22	52	59	36	58	66	20	4	25	79	39	34	78	31
		7%	7%	6%	8%	9%	5%	6%	6%	11% ab	9% b	6%	5%	12%	7% c	10% c	4%	7% c	11% c	4%
6	(6.0)	155	109	10	3	9	24	55	73	26	50	74	30	1	18	78	57	31	67	54
		7%	8%	8%	4%	12% ce	5%	7%	7%	8%	7%	7%	8%	3%	5%	10% ac	6%	7%	9% c	6%
7	(7.0)	306	209	19	8	11	59	126	133	47	91	157	55	3	42	120	136	60	120	115
		14%	14%	16%	11%	14%	13%	16%	13%	14%	13%	15%	14%	9%	12%	16%	13%	13%	16%	13%
8	(8.0)	483	317	22	18	13	112	186	225	68	145	253	81	4	74	163	233	91	175	192
		22%	22%	18%	24%	17%	25%	23%	22%	20%	21%	23%	21%	12%	21%	21%	23%	19%	24%	22%
9	(9.0)	377	244	18	10	10	94	148	185	41	114	184	71	8	47	102	219	86	90	193
		17%	17%	15%	14%	13%	21%	18% c	18% c	12%	17%	17%	18%	22%	13% ab	13% ab	22% ab	18% b	12% b	22% b
10 - Very accurate	(10.0)	593	379	37	26	20	128	214	274	97	183	285	110	12	117	173	288	146	154	264
		27%	26%	31%	35%	27%	28%	26%	27%	29%	27%	26%	29%	34%	34% b	23% b	29% b	31% b	21% b	30% b
Don't know		38	31	1	2	2	2	10	18	10	10	24	5	-	3	16	12	-	17	10
		2%	2% e	1%	2%	3%	1%	1%	2%	3% a	1%	2%	1%	-	1%	2%	1%	-	2% a	1% a

Impact of language on public attitudes to ageing

M1_8. We all need support at different times across our lives, and we all want to live in communities where we look out for one another: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Accurate	1759	1149	96	63	53	393	674	817	253	532	879	318	27	279	558	876	383	539	764
	81%	79%	80%	84%	72%	86%	83%	80%	75%	78%	81%	83%	76%	80%	73%	87%	82%	73%	87%
				d		ad	c	c						b		ab	b		ab
Net: Neutral	340	243	19	10	16	50	117	149	70	123	155	56	5	54	177	102	72	162	93
	16%	17%	16%	13%	22%	11%	14%	15%	21%	18%	14%	14%	15%	15%	23%	10%	16%	22%	11%
		e		e				ab		b				c	ac		c	ac	
Net: Inaccurate	232	163	13	7	10	38	73	108	49	88	103	33	7	48	117	62	52	114	54
	11%	11%	11%	10%	13%	8%	9%	11%	14%	13%	10%	9%	21%	14%	15%	6%	11%	15%	6%
								a		bc			bc	c	c		c	ac	
Median 1	8	8	8	9	8	8	8	8	8	8	8	8	9	8	8	9	8	8	9
Base for stats	2147	1421	119	73	72	456	802	998	328	670	1056	381	36	346	753	995	467	719	872
Mean Score	8.03	7.98	8.00	8.36	7.77	8.18	8.09	8.02	7.90	7.94	8.06	8.13	7.89	8.01	7.66	8.31	8.13	7.62	8.32
				d										b		ab	b		b
Standard Deviation	1.862	1.857	1.956	1.664	1.983	1.851	1.738	1.932	1.926	1.944	1.802	1.808	2.420	2.117	1.968	1.635	1.871	1.932	1.702
Standard Error	.040	.049	.165	.186	.203	.091	.060	.063	.103	.072	.056	.096	.409	.114	.072	.052	.088	.072	.057
Error variance	*	*	.03	.03	.04	.01	*	*	.01	.01	*	.01	.17	.01	.01	*	.01	.01	*

Impact of language on public attitudes to ageing

M1_8. We all need support at different times across our lives, and we all want to live in communities where we look out for one another: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people	
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
	Total	a	b	c	a	b	a	b	a	b
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%
0 - Very inaccurate	(0.0)	9 *	5 *	3 1%	-	-	1 *	6 *	-	9 *
1	(1.0)	9 *	7 1%	2 *	-	-	4 1%	5 *	1 *	8 *
2	(2.0)	11 *	5 *	2 *	4 1%	7 *	4 1%	7 *	5 1%	6 *
3	(3.0)	20 1%	8 1%	6 1%	5 2%	5 a	6 1%	13 1%	4 1%	16 1%
4	(4.0)	35 2%	20 2%	10 2%	5 2%	5 2%	12 2%	22 2%	12 3%	23 1%
5	(5.0)	149 7%	68 6%	57 9%	15 5%	15 a	52 7%	82 6%	38 10%	97 6%
6	(6.0)	155 7%	70 6%	54 9%	28 10%	28 a	47 7%	107 8%	38 10%	111 6%
7	(7.0)	306 14%	173 14%	85 14%	43 15%	43 a	105 15%	196 14%	65 17%	234 13%
8	(8.0)	483 22%	280 23%	141 22%	45 16%	45 c	166 23%	300 21%	68 18%	404 23%
9	(9.0)	377 17%	214 18%	99 16%	61 21%	61 b	119 17%	256 18%	51 14%	318 18%

Impact of language on public attitudes to ageing

M1_8. We all need support at different times across our lives, and we all want to live in communities where we look out for one another: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very accurate	593	343	158	71	184	396	83	501	60	515
	27%	28%	25%	25%	26%	28%	22%	29%	17%	29%
								a		a
Don't know	38	17	12	5	12	13	8	16	6	18
	2%	1%	2%	2%	2%	1%	2%	1%	2%	1%
Net: Accurate	1759	1010	482	220	574	1148	268	1456	257	1451
	81%	84%	77%	78%	81%	82%	72%	84%	74%	83%
		bc						a		a
Net: Neutral	340	157	121	49	111	211	88	230	75	243
	16%	13%	19%	17%	16%	15%	24%	13%	22%	14%
			a				b		b	
Net: Inaccurate	232	113	81	29	79	135	59	158	51	164
	11%	9%	13%	10%	11%	10%	16%	9%	15%	9%
			a				b		b	
Median 1	8	8	8	8	8	8	8	8	8	8
Base for stats	2147	1192	617	277	700	1391	365	1725	342	1731
Mean Score	8.03	8.12	7.88	7.96	7.99	8.08	7.63	8.14	7.55	8.14
		b						a		a
Standard Deviation	1.862	1.830	1.904	1.888	1.838	1.847	1.944	1.825	1.866	1.839
Standard Error	.040	.053	.077	.114	.069	.049	.100	.044	.098	.044
Error variance	*	*	.01	.01	*	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M2_8. We all need support at different times across our lives, and we all want to live in communities where we look out for one another: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	15	6	9	-	1	2	7	4	1	-	-	3	-	1	3	6	2	8	7
		1%	1%	1%	-	*	*	1%	1%	1%	-	-	1%	-	1%	1%	2%	1%	1%	1%
								a	a								b			
1	(1.0)	9	4	5	-	2	1	3	3	3	-	-	1	-	1	-	2	1	7	1
		*	*	*	-	*	*	*	1%	3%	-	-	*	-	1%	-	1%	1%	1%	*
										bcdeg										
2	(2.0)	16	8	8	-	7	1	5	3	-	1	2	1	2	3	1	3	3	8	8
		1%	1%	1%	-	1%	*	1%	1%	-	*	1%	1%	1%	1%	*	1%	1%	1%	1%
3	(3.0)	51	22	29	-	19	8	17	7	2	6	9	7	1	5	8	7	7	32	19
		2%	2%	3%	-	3%	1%	3%	2%	1%	2%	4%	3%	1%	2%	2%	2%	3%	3%	2%
						b		e												
4	(4.0)	74	40	33	1	17	21	24	12	5	11	6	5	9	7	9	13	8	45	30
		3%	4%	3%	13%	3%	4%	4%	3%	4%	4%	3%	2%	5%	3%	3%	4%	4%	4%	3%
5	(5.0)	257	127	128	3	72	62	86	38	14	30	19	24	34	28	43	39	26	144	113
		12%	12%	11%	38%	12%	12%	13%	11%	13%	10%	9%	10%	18%	12%	13%	11%	11%	12%	12%
														bcdh						
6	(6.0)	230	117	113	-	82	63	46	39	11	27	17	21	14	30	44	35	31	139	91
		11%	11%	10%	-	13%	12%	7%	11%	10%	9%	8%	9%	7%	12%	13%	10%	14%	11%	9%
						c	c	c	c						e	e	e	e		
7	(7.0)	365	175	189	1	111	83	115	56	13	43	50	36	22	36	52	75	39	203	162
		17%	16%	17%	13%	18%	16%	17%	16%	12%	15%	23%	16%	12%	15%	16%	21%	17%	17%	17%
											abdefg						ae			
8	(8.0)	416	210	204	1	108	101	131	76	35	52	34	43	40	51	70	60	31	230	186
		19%	20%	18%	13%	18%	19%	19%	21%	32%	18%	16%	19%	21%	21%	21%	17%	14%	19%	19%
										bcdefghi						i				
9	(9.0)	276	146	128	-	69	70	93	43	10	31	35	28	26	27	45	48	25	156	120
		13%	14%	12%	-	11%	13%	14%	12%	9%	11%	17%	13%	14%	11%	13%	13%	11%	13%	12%
10 - Very persuasive	(10.0)	404	178	226	1	101	97	139	67	14	66	34	48	34	45	57	61	45	196	208
		18%	17%	20%	13%	16%	18%	21%	19%	13%	23%	16%	21%	18%	19%	17%	17%	20%	16%	21%
				a			a				a								a	a
Don't know		72	31	40	1	29	24	11	9	2	20	6	9	7	8	5	9	6	39	33
		3%	3%	4%	13%	5%	4%	2%	2%	2%	7%	3%	4%	4%	3%	1%	3%	3%	3%	3%
						c	c				acghi		g							
Net: Persuasive		1460	709	747	3	389	351	478	242	71	192	153	156	122	159	224	243	140	785	675
		67%	67%	67%	38%	63%	66%	70%	68%	65%	67%	72%	69%	64%	66%	67%	68%	62%	65%	69%
							a				i								a	a

Impact of language on public attitudes to ageing

M2_8. We all need support at different times across our lives, and we all want to live in communities where we look out for one another: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	561	284	274	4	170	146	156	88	31	67	43	50	57	65	96	87	65	327	234
	26%	27%	25%	50%	28%	27%	23%	25%	28%	23%	20%	22%	30%	27%	29%	24%	29%	27%	24%
Net: Unpersuasive	422	207	211	4	117	95	143	67	25	48	37	40	46	45	63	70	47	245	177
	19%	19%	19%	50%	19%	18%	21%	19%	23%	17%	18%	18%	24%	19%	19%	20%	21%	20%	18%
Median 1	8	8	8	5	7	8	8	8	8	8	7	8	8	8	8	7	7	7	8
Base for stats	2113	1033	1071	7	588	510	667	347	108	266	208	217	182	235	331	348	218	1169	944
Mean Score	7.36	7.34	7.40	6.29	7.25	7.44	7.42	7.35	7.10	7.62	7.40	7.49	7.39	7.35	7.36	7.25	7.20	7.25	7.50
Standard Deviation	2.072	2.034	2.110	2.138	2.004	1.964	2.167	2.154	2.149	1.970	1.971	2.143	1.997	2.077	1.969	2.170	2.219	2.081	2.055
Standard Error	.045	.064	.064	.808	.079	.087	.085	.123	.214	.120	.136	.140	.145	.147	.103	.119	.152	.059	.070
Error variance	*	*	*	.65	.01	.01	.01	.02	.05	.01	.02	.02	.02	.02	.01	.01	.02	*	*

Impact of language on public attitudes to ageing

M2_8. We all need support at different times across our lives, and we all want to live in communities where we look out for one another: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	15 1%	14 1%	1 *	15 1%	1 1%	9 2% b	5 *	4 *	12 1%	10 1%	5 1%	7 *	8 1%	7 1%	1 *	6 1%	10 1%	5 1%
1	(1.0)	9 *	8 *	1 *	9 *	- -	1 *	7 *	4 *	5 *	4 *	4 1%	4 *	5 1%	5 1% b	- -	3 *	8 1% b	1 *
2	(2.0)	16 1%	15 1%	1 *	15 1%	1 2%	5 1%	11 1%	4 *	12 1%	10 1%	6 1%	8 1%	8 1%	7 1%	1 *	7 1%	10 1%	6 1%
3	(3.0)	51 2%	44 2%	7 2%	51 2%	* 1%	16 3%	34 2%	30 3%	19 2%	39 3%	12 2%	35 2%	15 2%	24 3% c	16 2%	11 2%	28 2%	22 2%
4	(4.0)	74 3%	61 3%	13 4%	71 3%	3 5%	34 6% b	39 3%	45 4% b	28 3%	47 3%	27 4%	44 3%	29 4%	23 3%	24 4%	25 3%	45 4%	29 3%
5	(5.0)	257 12%	222 12%	35 11%	251 12%	6 10%	69 11%	183 12%	115 11%	140 12%	151 10%	98 14% a	159 11%	88 12%	89 11%	71 11%	94 13%	148 12%	108 11%
6	(6.0)	230 11%	191 10%	39 12%	221 10%	9 14%	56 9%	168 11%	87 9%	137 12% a	137 9%	89 13% ac	124 9%	102 14% ac	95 12% c	73 11% c	58 8%	117 10%	110 12%
7	(7.0)	365 17%	313 17%	52 16%	356 17%	9 13%	92 15%	270 18%	170 17%	193 17%	244 17%	120 17%	240 17%	124 17%	142 18%	111 17%	111 15%	201 17%	164 17%
8	(8.0)	416 19%	351 19%	65 20%	402 19%	14 22%	110 18%	297 19%	191 19%	220 19%	283 19%	130 18%	286 20%	127 18%	150 19%	110 17%	151 21%	209 17%	205 21% a
9	(9.0)	276 13%	227 12%	48 15%	266 13%	10 15%	75 12%	200 13%	132 13%	141 12%	188 13%	86 12%	192 13%	83 11%	90 12%	88 13%	95 13%	160 13%	113 12%
10 - Very persuasive	(10.0)	404 18%	340 18%	64 19%	394 19%	10 15%	126 21%	274 18%	218 21% b	180 16%	299 21% bd	105 15%	307 21% bd	97 13%	121 16%	123 19%	157 21% a	233 19%	165 17%
Don't know		72 3%	67 4% b	5 2%	71 3%	1 2%	15 2%	54 3%	26 3%	44 4%	43 3%	27 4% c	33 2%	37 5% ac	21 3%	35 5% ac	16 2%	45 4%	28 3%
Net: Persuasive		1460 67%	1231 66%	229 69%	1418 67%	42 66%	403 66%	1041 67%	710 69% b	734 65%	1014 70% bd	441 62%	1024 71% bd	431 60%	503 65%	433 66%	513 70% a	803 66%	647 68%

Impact of language on public attitudes to ageing

M2_8. We all need support at different times across our lives, and we all want to live in communities where we look out for one another: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	561 26%	475 26%	87 26%	543 26%	19 29%	159 26%	390 25%	248 24%	305 27%	335 23%	214 30% ac	328 23%	220 30% ac	207 27%	168 26%	177 24%	310 26%	247 26%
Net: Unpersuasive	422 19%	364 20%	58 18%	410 19%	12 19%	135 22% b	279 18%	202 20%	216 19%	262 18%	152 21%	257 18%	153 21%	156 20%	113 17%	147 20%	249 21%	171 18%
Median 1	8	8	8	8	8	8	8	8	7	8	7	8	7	7	8	8	8	8
Base for stats	2113	1786	326	2050	63	594	1489	999	1087	1413	682	1406	687	755	620	718	1170	928
Mean Score	7.36	7.34	7.48	7.37	7.32	7.30	7.40	7.47	7.27	7.47	7.17	7.54	7.05	7.18	7.47	7.48	7.34	7.38
Standard Deviation	2.072	2.087	1.993	2.073	2.060	2.256	1.993	2.077	2.064	2.082	2.043	2.034	2.108	2.112	1.954	2.122	2.148	1.971
Standard Error	.045	.052	.089	.046	.192	.092	.052	.065	.063	.055	.079	.055	.079	.075	.077	.082	.064	.063
Error variance	*	*	.01	*	.04	.01	*	*	*	*	.01	*	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

M2_8. We all need support at different times across our lives, and we all want to live in communities where we look out for one another: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	15 1%	6 *	1 1%	- -	- -	8 2% a	4 1%	10 1%	1 *	4 1%	7 1%	3 1%	1 3%	6 2% c	5 1%	4 *	3 1%	6 1%	5 1%
1	(1.0)	9 *	6 *	- -	- -	3 1%	1 *	5 *	3 1% a	4 1%	1 *	2 1%	1 3% b	4 1% b	- -	4 *	2 *	1 *	3 *	
2	(2.0)	16 1%	7 1%	2 1%	1 2%	1 1%	5 1%	1 *	14 1% a	1 *	3 *	10 1%	1 *	2 6% abc	6 1%	8 1%	6 1%	5 1%	5 1%	
3	(3.0)	51 2%	33 2%	2 2%	1 2%	3 4%	11 2%	20 2%	21 2%	9 3%	17 3%	20 2%	12 3%	2 6%	10 3%	24 3%	17 2%	14 3% c	21 3% c	12 1%
4	(4.0)	74 3%	46 3%	5 4%	3 4%	3 4%	17 4%	24 3%	39 4%	11 3%	22 3%	45 4% c	6 2%	1 2%	13 4%	37 5% c	23 2%	15 3%	29 4%	26 3%
5	(5.0)	257 12%	170 12%	16 14%	8 11%	12 16%	51 11%	78 10%	117 12%	56 17% ab	89 13%	114 11%	53 14%	1 3%	43 12% c	116 15% c	88 9%	67 14% c	115 16% c	66 7%
6	(6.0)	230 11%	158 11%	10 9%	4 5%	11 14% c	47 10%	100 12% b	93 9% b	36 11%	81 12%	107 10%	40 10%	1 4%	31 9%	100 13% ac	96 10%	37 8% ac	98 13% ac	89 10%
7	(7.0)	365 17%	240 17%	24 19%	15 20%	9 13%	77 17%	150 19% c	169 17%	43 13%	104 15%	186 17%	68 18%	6 17%	51 15%	139 18%	164 16%	67 14%	137 19%	146 17%
8	(8.0)	416 19%	287 20% b	12 10%	15 19% b	14 19% b	87 19% b	147 18%	209 21%	58 17%	129 19%	202 19%	81 21%	5 14%	67 19%	134 17%	205 20%	97 21% b	120 16% b	183 21% b
9	(9.0)	276 13%	185 13%	12 10%	12 16%	11 14%	56 12%	117 14%	122 12%	36 11%	91 13%	136 13%	44 11%	4 12%	34 10%	70 9%	168 17% ab	58 12%	72 10%	138 16% b
10 - Very persuasive	(10.0)	404 18%	262 18%	29 24% d	15 19%	10 13%	87 19%	147 18%	188 18%	64 19%	114 17%	214 20%	64 17%	10 27%	73 21% b	111 14%	209 21% b	93 20% b	101 14%	191 22% b

Impact of language on public attitudes to ageing

M2_8. We all need support at different times across our lives, and we all want to live in communities where we look out for one another: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	72	52	8	2	1	9	22	29	20	23	37	12	1	14	28	20	8	31	18
	3%	4%	6%	2%	2%	2%	3%	3%	6%	3%	3%	3%	3%	4%	4%	2%	2%	4%	2%
			e					ab							c		ac		
Net: Persuasive	1460	974	76	56	44	306	562	687	201	438	738	257	25	225	453	747	315	431	658
	67%	67%	63%	75%	59%	67%	69%	68%	59%	64%	68%	67%	69%	65%	59%	74%	68%	59%	75%
			d				c	c							ab		b		ab
Net: Neutral	561	373	32	15	25	115	203	250	103	191	266	99	3	87	253	206	118	242	181
	26%	26%	27%	20%	34%	25%	25%	25%	31%	28%	25%	26%	9%	25%	33%	20%	25%	33%	21%
			c					ab		d	d	d			ac		c	ac	
Net: Unpersuasive	422	268	26	13	19	96	129	206	81	139	197	77	9	78	187	143	107	177	117
	19%	18%	22%	18%	25%	21%	16%	20%	24%	20%	18%	20%	24%	22%	24%	14%	23%	24%	13%
								a	a					c	c		c	c	
Median 1	8	8	7	8	7	8	8	8	7	8	8	8	8	8	7	8	8	7	8
Base for stats	2113	1399	113	73	73	449	790	987	318	658	1042	374	35	335	740	986	458	706	864
Mean Score	7.36	7.40	7.35	7.58	7.07	7.25	7.47	7.32	7.23	7.29	7.44	7.30	7.02	7.24	7.01	7.68	7.34	7.00	7.70
															ab		b		ab
Standard Deviation	2.072	2.005	2.217	1.964	2.034	2.257	1.941	2.147	2.132	2.065	2.052	2.025	3.064	2.332	2.035	1.955	2.165	2.032	1.952
Standard Error	.045	.054	.192	.220	.208	.112	.067	.071	.115	.078	.064	.108	.526	.127	.075	.062	.103	.077	.066
Error variance	*	*	.04	.05	.04	.01	*	*	.01	.01	*	.01	.28	.02	.01	*	.01	.01	*

Impact of language on public attitudes to ageing

M2_8. We all need support at different times across our lives, and we all want to live in communities where we look out for one another: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
	Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726	
Total	2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%	
0 - Very unpersuasive	(0.0)	15 1%	8 1%	4 1%	1 *	6 1%	9 1%	1 *	14 1%	2 *	13 1%
1	(1.0)	9 *	6 1%	1 *	- -	4 1%	5 *	1 *	7 *	2 *	6 *
2	(2.0)	16 1%	8 1%	3 1%	4 1%	5 1%	11 1%	3 1%	12 1%	3 1%	13 1%
3	(3.0)	51 2%	35 3%	10 2%	6 2%	12 2%	38 3%	10 3%	41 2%	14 4%	36 2%
4	(4.0)	74 3%	43 4%	17 3%	13 5%	20 3%	53 4%	19 5%	56 3%	16 5%	56 3%
5	(5.0)	257 12%	118 10%	96 15%	34 12%	95 13%	143 10%	47 12%	194 11%	39 11%	200 11%
6	(6.0)	230 11%	121 10%	74 12%	26 9%	75 11%	152 11%	42 11%	182 10%	52 15%	171 10%
7	(7.0)	365 17%	202 17%	102 16%	54 19%	113 16%	244 17%	61 16%	290 17%	55 16%	293 17%
8	(8.0)	416 19%	235 19%	111 18%	58 21%	138 19%	269 19%	60 16%	348 20%	67 19%	341 19%
9	(9.0)	276 13%	162 13%	77 12%	34 12%	91 13%	182 13%	50 14%	221 13%	47 13%	223 13%
10 - Very persuasive	(10.0)	404 18%	242 20%	107 17%	41 14%	131 18%	263 19%	65 17%	335 19%	47 13%	348 20%
Don't know		72 3%	28 2%	26 4%	12 4%	22 3%	35 2%	14 4%	41 2%	5 2%	49 3%

Impact of language on public attitudes to ageing

M2_8. We all need support at different times across our lives, and we all want to live in communities where we look out for one another: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Persuasive	1460	841	397	186	473	958	236	1194	215	1205
	67%	70%	63%	66%	66%	68%	63%	69%	62%	69%
		b	a					a		a
Net: Neutral	561	282	187	73	191	348	107	432	108	426
	26%	23%	30%	26%	27%	25%	29%	25%	31%	24%
			a					b		
Net: Unpersuasive	422	218	132	58	142	259	81	323	76	325
	19%	18%	21%	21%	20%	18%	22%	19%	22%	19%
Median 1	8	8	7	7	8	8	7	8	7	8
Base for stats	2113	1180	603	270	690	1369	359	1700	343	1700
Mean Score	7.36	7.44	7.30	7.23	7.36	7.39	7.26	7.41	7.09	7.44
										a
Standard Deviation	2.072	2.101	1.999	1.995	2.082	2.069	2.079	2.074	2.068	2.072
Standard Error	.045	.061	.081	.122	.079	.056	.108	.051	.108	.051
Error variance	*	*	.01	.01	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M1_9. As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	5	3	2	-	3	1	2	-	-	1	1	1	-	-	-	1	1	3	2
		*	*	*	-	*	*	*	-	-	*	1%	1%	-	-	-	*	*	*	*
1	(1.0)	10	8	2	-	3	-	4	3	-	2	-	1	1	1	1	1	3	4	6
		*	1%	*	-	*	-	1%	1%	-	1%	-	*	*	*	*	*	1%	*	1%
			b					b												
2	(2.0)	19	9	10	-	7	9	3	1	-	2	2	4	-	3	3	2	3	9	10
		1%	1%	1%	-	1%	2%	*	*	-	1%	1%	2%	-	1%	1%	1%	1%	1%	1%
							c													
3	(3.0)	32	15	17	-	14	8	9	2	1	5	4	5	1	3	7	5	2	19	13
		1%	1%	2%	-	2%	1%	1%	*	1%	2%	2%	2%	*	1%	2%	1%	1%	2%	1%
						d														
4	(4.0)	46	24	22	1	18	16	7	5	2	8	6	3	5	5	9	6	3	26	20
		2%	2%	2%	13%	3%	3%	1%	1%	2%	3%	3%	2%	3%	2%	3%	2%	1%	2%	2%
						c	c													
5	(5.0)	149	78	70	1	57	39	40	13	10	25	14	14	17	16	24	17	12	71	78
		7%	7%	6%	13%	9%	7%	6%	4%	9%	9%	6%	6%	9%	7%	7%	5%	5%	6%	8%
						cd	d				h			h						
6	(6.0)	200	84	116	-	82	57	43	18	10	24	17	19	21	20	41	27	20	113	86
		9%	8%	10%	-	13%	11%	6%	5%	10%	8%	8%	9%	11%	8%	12%	8%	9%	9%	9%
				a		cd	cd								h					
7	(7.0)	332	175	155	2	105	93	87	47	21	41	37	29	28	35	54	52	35	188	143
		15%	16%	14%	25%	17%	17%	13%	13%	19%	14%	18%	13%	15%	14%	16%	15%	16%	16%	15%
						c	c													
8	(8.0)	530	275	253	1	135	130	183	82	27	68	46	60	48	56	88	86	51	307	223
		24%	26%	23%	13%	22%	24%	27%	23%	24%	24%	22%	27%	26%	23%	26%	24%	23%	25%	23%
						a														
9	(9.0)	373	171	199	2	88	75	137	73	11	42	38	41	31	45	49	77	39	221	153
		17%	16%	18%	25%	14%	14%	20%	20%	10%	15%	18%	18%	16%	19%	14%	22%	17%	18%	16%
								ab	ab								abg			
10 - Very accurate	(10.0)	426	195	230	1	76	89	149	111	26	60	44	43	32	49	51	72	49	219	207
		19%	18%	21%	13%	12%	17%	22%	31%	24%	21%	20%	19%	17%	20%	15%	20%	22%	18%	21%
							a	ab	abc	g							g			
Don't know		63	27	36	-	30	17	14	2	1	8	4	5	5	10	9	13	7	27	36
		3%	3%	3%	-	5%	3%	2%	1%	1%	3%	2%	2%	3%	4%	3%	4%	3%	2%	4%
						cd	d													
Net: Accurate		1661	816	837	6	404	388	557	312	85	211	165	173	139	186	241	287	173	934	727
		76%	77%	75%	75%	65%	73%	82%	88%	78%	74%	77%	76%	74%	77%	72%	80%	77%	77%	74%
							a	ab	abc							bg				

Impact of language on public attitudes to ageing

M1_9. As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	395	185	208	2	157	112	90	36	22	57	37	37	43	41	74	49	35	211	184
	18%	17%	19%	25%	25%	21%	13%	10%	20%	20%	17%	16%	23%	17%	22%	14%	15%	17%	19%
					cd	cd				h			h		h				
Net: Inaccurate	262	136	123	2	102	72	64	23	13	44	27	29	23	28	45	31	24	133	129
	12%	13%	11%	25%	17%	14%	10%	6%	11%	15%	13%	13%	12%	11%	13%	9%	11%	11%	13%
					cd	cd				h					h				
Median 1	8	8	8	-	8	8	8	9	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2122	1036	1076	8	588	517	664	354	108	279	209	221	184	233	327	345	217	1181	942
Mean Score	7.75	7.69	7.81	7.38	7.27	7.55	8.02	8.34	7.82	7.65	7.75	7.72	7.71	7.85	7.52	7.98	7.82	7.76	7.74
						a	ab	abc						g		bg			
Standard Deviation	1.876	1.897	1.855	2.066	1.956	1.873	1.780	1.673	1.723	2.012	1.928	1.994	1.716	1.849	1.840	1.750	1.981	1.827	1.937
Standard Error	.041	.060	.056	.730	.077	.082	.070	.095	.171	.120	.132	.129	.124	.131	.098	.096	.136	.051	.066
Error variance	*	*	*	.53	.01	.01	*	.01	.03	.01	.02	.02	.02	.02	.01	.01	.02	*	*

Impact of language on public attitudes to ageing

M1_9. As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	5	4	1	4	1	3	1	3	2	2	3	2	3	2	2	-	2	2
		*	*	*	*	2%	1%	*	*	*	*	*	*	*	*	*	-	*	*
						a	b												
1	(1.0)	10	9	1	9	1	4	6	7	3	8	1	6	4	8	1	1	5	4
		*	*	*	*	1%	1%	*	1%	*	1%	*	*	1%	1%	*	*	*	*
															c				
2	(2.0)	19	17	3	19	-	6	13	10	9	12	8	11	8	6	9	4	10	9
		1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	(3.0)	32	28	4	31	2	10	21	19	11	24	8	13	17	12	13	7	24	9
		1%	2%	1%	1%	3%	2%	1%	2%	1%	2%	1%	1%	2%	2%	2%	1%	2%	1%
																		b	
4	(4.0)	46	36	10	45	1	10	35	26	21	32	12	27	18	22	15	9	29	17
		2%	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	1%	2%	2%
															c				
5	(5.0)	149	124	25	145	4	49	95	69	77	90	54	68	76	56	51	37	81	66
		7%	7%	8%	7%	6%	8%	6%	7%	7%	6%	8%	5%	10%	7%	8%	5%	7%	7%
																c			
6	(6.0)	200	171	29	193	7	42	155	78	119	126	73	124	75	89	66	43	101	97
		9%	9%	9%	9%	10%	7%	10%	8%	10%	9%	10%	9%	10%	12%	10%	6%	8%	10%
								a		a					c	c			
7	(7.0)	332	271	61	324	8	81	245	147	178	219	112	211	121	128	110	93	153	177
		15%	15%	18%	15%	12%	13%	16%	14%	16%	15%	16%	15%	17%	16%	17%	13%	13%	19%
				a											c	c		a	
8	(8.0)	530	454	76	510	19	137	387	244	285	356	169	364	161	195	153	178	314	213
		24%	24%	23%	24%	30%	23%	25%	24%	25%	24%	24%	25%	22%	25%	23%	24%	26%	22%
9	(9.0)	373	314	59	363	10	101	265	184	188	250	121	252	118	116	103	151	206	164
		17%	17%	18%	17%	16%	17%	17%	18%	17%	17%	17%	18%	16%	15%	16%	21%	17%	17%
																ab			
10 - Very accurate	(10.0)	426	376	50	416	10	154	269	219	198	303	123	334	92	112	111	200	246	177
		19%	20%	15%	20%	16%	25%	17%	21%	17%	21%	17%	23%	13%	14%	17%	27%	20%	19%
							b		b		d	d	bd			ab			
Don't know		63	51	12	62	1	12	49	18	42	35	25	27	32	29	21	12	43	20
		3%	3%	4%	3%	2%	2%	3%	2%	4%	2%	3%	2%	4%	4%	3%	2%	4%	2%
										a		c	ac	c				b	
Net: Accurate		1661	1415	246	1613	48	473	1166	795	847	1128	526	1160	492	551	477	622	919	731
		76%	76%	74%	76%	75%	78%	76%	78%	75%	77%	74%	81%	68%	71%	73%	85%	76%	76%
											d	d	abd			ab			

Impact of language on public attitudes to ageing

M1_9. As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	395 18%	331 18%	64 19%	383 18%	12 18%	101 17%	286 19%	173 17%	216 19%	248 17%	139 20%	220 15%	168 23%	168 22%	132 20%	88 12%	211 17%	180 19%
Net: Inaccurate	262 12%	217 12%	44 13%	253 12%	8 13%	81 13%	172 11%	134 13%	123 11%	168 12%	86 12%	127 9%	124 17%	107 14%	91 14%	57 8%	151 12%	107 11%
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2122	1803	319	2060	63	597	1493	1007	1089	1422	685	1411	691	747	634	722	1171	936
Mean Score	7.75	7.78	7.60	7.76	7.56	7.87	7.72	7.78	7.73	7.81	7.68	7.97	7.36	7.47	7.57	8.23	7.78	7.72
Standard Deviation	1.876	1.881	1.844	1.869	2.093	2.010	1.810	1.959	1.787	1.875	1.859	1.779	1.955	1.924	1.931	1.664	1.906	1.833
Standard Error	.041	.047	.083	.042	.195	.082	.047	.061	.054	.050	.072	.048	.073	.069	.076	.064	.057	.058
Error variance	*	*	.01	*	.04	.01	*	*	*	*	.01	*	.01	*	.01	*	*	*

Impact of language on public attitudes to ageing

M1_9. As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	5*	2*	1*	-	1	1	1*	2*	3	2*	1*	3	-	2	1*	2*	-	1*	4*
						1%	*	*	*	1%	*	*	1%	-	1%	*	*	-	*	*
						a		a		a			b							
1	(1.0)	10*	4*	1	-	-	4	2*	8	1*	3*	6	1*	-	3	3*	4*	2*	3*	3*
						1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%
2	(2.0)	19	15	1	1	1	1	7	9	2	6	10	3	-	8	9	2	2*	14	3*
		1%	1%	1%	1%	2%	*	1%	1%	1%	1%	1%	1%	-	2%	1%	*	*	2%	*
						e									c	c			ac	
3	(3.0)	32	23	4	1	1	3	9	16	7	11	14	6	2	10	10	10	4	13	11
		1%	2%	3%	2%	2%	1%	1%	2%	2%	2%	1%	2%	4%	3%	1%	1%	1%	2%	1%
						e									c					
4	(4.0)	46	33	1	2	4	5	12	25	9	11	25	9	-	11	23	11	7	20	18
		2%	2%	1%	3%	6%	1%	2%	2%	3%	2%	2%	2%	-	3%	3%	1%	1%	3%	2%
						ae									c	c				
5	(5.0)	149	111	9	4	8	17	38	69	39	52	76	21	-	25	80	37	30	80	31
		7%	8%	8%	5%	11%	4%	5%	7%	12%	8%	7%	5%	-	7%	10%	4%	7%	11%	3%
			e	e		e			ab						c	c		c	ac	
6	(6.0)	200	144	7	12	9	27	80	82	36	69	98	30	3	35	87	72	39	78	73
		9%	10%	6%	16%	12%	6%	10%	8%	11%	10%	9%	8%	9%	10%	11%	7%	8%	11%	8%
			e		be	e										c				
7	(7.0)	332	224	18	11	13	65	154	125	49	107	157	63	5	47	140	141	62	134	126
		15%	15%	15%	14%	18%	14%	19%	12%	15%	16%	15%	16%	13%	13%	18%	14%	13%	18%	14%
								b								ac			ac	
8	(8.0)	530	369	30	14	15	100	209	250	69	167	274	84	4	66	178	270	104	163	244
		24%	25%	25%	18%	20%	22%	26%	25%	20%	25%	25%	22%	11%	19%	23%	27%	22%	22%	28%
								c								a			ab	
9	(9.0)	373	233	21	11	7	100	155	165	52	108	182	72	11	55	97	210	84	107	164
		17%	16%	18%	15%	9%	22%	19%	16%	15%	16%	17%	19%	30%	16%	13%	21%	18%	15%	19%
						ad							ab		ab	ab			b	
10 - Very accurate	(10.0)	426	252	20	16	9	128	124	243	55	123	205	85	12	74	114	230	129	91	192
		19%	17%	17%	21%	12%	28%	15%	24%	16%	18%	19%	22%	32%	21%	15%	23%	28%	12%	22%
						abd			ac				ab		b	b		bc	b	

Impact of language on public attitudes to ageing

M1_9. As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	63	40	6	4	6	6	21	24	16	22	32	8	-	12	27	17	3	30	13
	3%	3%	5%	6%	8%	1%	3%	2%	5%	3%	3%	2%	-	3%	3%	2%	1%	4%	2%
			e	e	ae			ab							c		ac		
Net: Accurate	1661	1078	91	51	44	393	642	783	225	505	818	304	31	242	529	851	379	495	726
	76%	74%	75%	68%	59%	86%	79%	77%	67%	74%	76%	79%	87%	69%	69%	85%	81%	67%	82%
		d	d		abcd	c	c								ab	b	b	b	
Net: Neutral	395	289	18	18	21	49	130	175	84	132	199	60	3	71	190	120	76	179	122
	18%	20%	15%	23%	28%	11%	16%	17%	25%	19%	18%	16%	9%	20%	25%	12%	16%	24%	14%
		e		e	be			ab						c	c		ac		
Net: Inaccurate	262	189	17	8	16	31	69	128	60	85	131	43	2	60	126	67	45	132	70
	12%	13%	14%	10%	21%	7%	9%	13%	18%	12%	12%	11%	4%	17%	16%	7%	10%	18%	8%
		e	e		ae			a	ab					c	c		ac		
Median 1	8	8	8	8	7	9	8	8	8	8	8	8	9	8	8	8	8	8	8
Base for stats	2122	1411	115	71	69	452	791	992	321	658	1047	377	36	336	742	989	463	706	869
Mean Score	7.75	7.65	7.65	7.68	6.99	8.23	7.77	7.86	7.42	7.67	7.75	7.84	8.42	7.49	7.39	8.12	8.08	7.28	7.98
		d	d	d	abcd	c	c						ab		ab	b	b	b	b
Standard Deviation	1.876	1.859	1.987	1.890	2.116	1.756	1.683	1.951	2.019	1.866	1.850	1.945	1.757	2.238	1.886	1.657	1.777	1.946	1.765
Standard Error	.041	.050	.170	.214	.223	.087	.059	.064	.109	.070	.058	.104	.297	.122	.069	.053	.084	.073	.059
Error variance	*	*	.03	.05	.05	.01	*	*	.01	*	*	.01	.09	.01	*	*	.01	.01	*

Impact of language on public attitudes to ageing

M1_9. As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185	1208	629	282	713	1404	373	1741	348	1749
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	5	3	1	2	1	4	1	4	2	3
		*	*	*	1%	*	*	*	*	1%	*
1	(1.0)	10	3	6	1	4	5	5	4	3	7
		*	*	1%	*	1%	*	1%	*	1%	*
				a				b			
2	(2.0)	19	11	4	4	9	10	7	13	8	11
		1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
				b							
3	(3.0)	32	14	11	8	11	20	11	21	10	21
		1%	1%	2%	3%	1%	1%	3%	1%	3%	1%
				a				b		b	
4	(4.0)	46	30	10	6	17	27	9	35	8	36
		2%	2%	2%	2%	2%	2%	3%	2%	2%	2%
5	(5.0)	149	57	68	16	51	86	33	101	27	110
		7%	5%	11%	6%	7%	6%	9%	6%	8%	6%
				ac				b			
6	(6.0)	200	96	69	31	60	129	45	148	43	145
		9%	8%	11%	11%	8%	9%	12%	9%	12%	8%
				a				b		b	
7	(7.0)	332	168	100	54	99	229	69	256	63	260
		15%	14%	16%	19%	14%	16%	19%	15%	18%	15%
				a							
8	(8.0)	530	311	135	72	183	340	83	440	75	441
		24%	26%	21%	26%	26%	24%	22%	25%	21%	25%
			b								
9	(9.0)	373	229	101	36	118	249	49	316	53	312
		17%	19%	16%	13%	17%	18%	13%	18%	15%	18%
			c					a			

Impact of language on public attitudes to ageing

M1_9. As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very accurate	426	266	98	49	141	275	52	367	50	363
	19%	22%	16%	17%	20%	20%	14%	21%	14%	21%
		b					a		a	
Don't know	63	22	26	4	20	29	8	36	7	41
	3%	2%	4%	1%	3%	2%	2%	2%	2%	2%
			ac							
Net: Accurate	1661	974	434	212	540	1093	254	1379	241	1375
	76%	81%	69%	75%	76%	78%	68%	79%	69%	79%
		bc					a		a	
Net: Neutral	395	182	146	53	128	243	88	285	77	291
	18%	15%	23%	19%	18%	17%	23%	16%	22%	17%
			a				b		b	
Net: Inaccurate	262	117	100	36	93	153	66	178	58	187
	12%	10%	16%	13%	13%	11%	18%	10%	17%	11%
			a				b		b	
Median 1	8	8	8	8	8	8	8	8	8	8
Base for stats	2122	1186	603	278	693	1375	365	1705	342	1708
Mean Score	7.75	7.95	7.48	7.52	7.73	7.79	7.23	7.89	7.28	7.87
		bc					a		a	
Standard Deviation	1.876	1.813	1.932	1.949	1.918	1.833	2.071	1.797	2.105	1.804
Standard Error	.041	.052	.079	.117	.073	.049	.107	.044	.110	.044
Error variance	*	*	.01	.01	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M2_9. As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	15	9	6	-	6	1	5	3	-	4	1	1	-	1	3	3	2	10	5
		1%	1%	1%	-	1%	*	1%	1%	-	1%	1%	1%	-	*	1%	1%	1%	1%	1%
1	(1.0)	13	7	6	-	4	2	2	5	2	1	1	2	-	2	1	1	3	6	7
		1%	1%	1%	-	1%	*	*	1%	2%	*	*	1%	-	1%	*	*	2%	*	1%
2	(2.0)	27	19	8	-	7	7	10	3	2	3	1	7	-	4	3	4	2	18	9
		1%	2%	1%	-	1%	1%	1%	1%	2%	1%	1%	3%	-	2%	1%	1%	1%	1%	1%
			b							e			e							
3	(3.0)	46	22	23	1	12	13	15	4	2	9	8	8	2	5	7	3	3	22	23
		2%	2%	2%	13%	2%	3%	2%	1%	2%	3%	4%	3%	1%	2%	2%	1%	1%	2%	2%
											h	h	h							
4	(4.0)	67	35	32	-	25	13	19	10	4	11	9	9	4	7	10	5	8	40	26
		3%	3%	3%	-	4%	2%	3%	3%	4%	4%	4%	4%	2%	3%	3%	1%	3%	3%	3%
												h								
5	(5.0)	252	113	138	1	91	55	67	39	13	30	23	23	30	29	42	39	23	132	121
		12%	11%	12%	13%	15%	10%	10%	11%	12%	10%	11%	10%	16%	12%	13%	11%	10%	11%	12%
						bc														
6	(6.0)	259	125	134	-	84	64	72	38	14	32	22	22	29	33	39	41	27	149	110
		12%	12%	12%	-	14%	12%	11%	11%	12%	11%	10%	10%	15%	13%	12%	11%	12%	12%	11%
7	(7.0)	366	180	185	1	108	98	106	53	16	43	45	38	33	33	60	56	42	201	165
		17%	17%	17%	13%	18%	18%	16%	15%	14%	15%	21%	17%	18%	14%	18%	16%	19%	17%	17%
8	(8.0)	449	226	221	2	107	112	154	76	23	57	42	45	36	49	69	81	47	265	184
		21%	21%	20%	25%	17%	21%	23%	21%	21%	20%	19%	20%	19%	20%	21%	23%	21%	22%	19%
						a														
9	(9.0)	272	137	134	-	72	58	95	47	10	35	25	27	25	30	48	50	22	162	111
		12%	13%	12%	-	12%	11%	14%	13%	9%	12%	12%	12%	13%	12%	14%	14%	10%	13%	11%
10 - Very persuasive	(10.0)	309	150	156	2	57	78	108	66	20	47	30	33	20	33	38	52	35	155	154
		14%	14%	14%	25%	9%	15%	16%	18%	18%	16%	14%	15%	10%	14%	11%	15%	16%	13%	16%
						a	a	a												
Don't know		111	41	68	1	43	32	23	12	4	17	6	11	9	15	16	24	9	49	61
		5%	4%	6%	13%	7%	6%	3%	3%	4%	6%	3%	5%	5%	6%	5%	7%	4%	4%	6%
				a		cd	c									c			a	
Net: Persuasive		1396	693	696	5	345	346	464	241	68	182	141	143	114	146	215	239	147	782	613
		64%	65%	63%	63%	56%	65%	68%	68%	62%	63%	66%	63%	60%	60%	64%	67%	66%	65%	63%
						a	a	a												
Net: Neutral		578	273	304	1	200	132	159	88	30	72	55	54	64	69	91	84	58	321	257
		26%	26%	27%	13%	32%	25%	23%	25%	28%	25%	26%	24%	34%	28%	27%	24%	26%	27%	26%
						bcd								bdh						

Impact of language on public attitudes to ageing

M2_9. As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Unpersuasive	420	205	213	2	145	92	119	64	23	57	44	50	37	49	66	54	41	227	193
	19%	19%	19%	25%	23%	17%	18%	18%	21%	20%	21%	22%	19%	20%	20%	15%	18%	19%	20%
					bc							h							
Median 1	7	8	7	8	7	7	8	8	8	8	7	7	7	7	7	8	7	8	7
Base for stats	2074	1022	1043	7	574	502	655	344	105	270	207	215	180	228	320	334	216	1158	916
Mean Score	7.22	7.20	7.23	7.29	6.88	7.27	7.37	7.40	7.19	7.23	7.16	7.07	7.19	7.15	7.19	7.45	7.21	7.21	7.23
						a	a	a								d			
Standard Deviation	2.048	2.093	2.002	2.563	2.037	1.969	2.052	2.113	2.197	2.182	2.024	2.249	1.715	2.108	1.982	1.913	2.110	2.029	2.072
Standard Error	.045	.066	.061	.969	.081	.088	.081	.121	.223	.132	.140	.147	.125	.152	.106	.107	.145	.057	.072
Error variance	*	*	*	.94	.01	.01	.01	.01	.05	.02	.02	.02	.02	.02	.01	.01	.02	*	.01

Impact of language on public attitudes to ageing

M2_9. As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	15 1%	13 1%	2 1%	14 1%	1 1%	8 1%	7 *	8 1%	7 1%	9 1%	5 1%	10 1%	5 1%	6 1%	4 1%	5 1%	9 1%	6 1%
1	(1.0)	13 1%	13 1%	1 *	13 1%	1 1%	3 1%	10 1%	9 1%	4 *	8 1%	5 1%	6 *	7 1%	8 1%	3 1%	2 *	10 1%	3 *
2	(2.0)	27 1%	23 1%	4 1%	27 1%	* 1%	7 1%	18 1%	18 2%	10 1%	16 1%	11 2%	12 1%	15 2%	8 1%	8 1%	10 1%	14 1%	13 1%
3	(3.0)	46 2%	35 2%	11 3%	43 2%	3 4%	15 2%	29 2%	18 2%	26 2%	27 2%	18 2%	27 2%	17 2%	18 2%	11 2%	15 2%	24 2%	20 2%
4	(4.0)	67 3%	57 3%	9 3%	65 3%	2 2%	21 4%	44 3%	38 4%	29 3%	44 3%	21 3%	37 3%	27 4%	35 5%	16 2%	16 2%	42 3%	25 3%
5	(5.0)	252 12%	211 11%	41 12%	245 12%	7 12%	66 11%	182 12%	103 10%	145 13%	155 11%	94 13%	137 10%	111 15%	88 11%	81 12%	79 11%	141 12%	111 12%
6	(6.0)	259 12%	226 12%	33 10%	250 12%	8 13%	63 10%	194 13%	117 11%	141 12%	173 12%	84 12%	174 12%	83 11%	100 13%	73 11%	83 11%	133 11%	125 13%
7	(7.0)	366 17%	311 17%	55 17%	358 17%	8 12%	101 17%	256 17%	178 17%	183 16%	245 17%	117 16%	227 16%	135 19%	147 19%	110 17%	106 14%	202 17%	158 17%
8	(8.0)	449 21%	376 20%	73 22%	435 21%	14 22%	113 18%	330 21%	209 20%	238 21%	298 20%	147 21%	311 22%	136 19%	150 19%	129 20%	169 23%	244 20%	201 21%
9	(9.0)	272 12%	228 12%	45 13%	262 12%	10 16%	77 13%	192 12%	133 13%	136 12%	191 13%	81 11%	189 13%	81 11%	86 11%	90 14%	95 13%	151 12%	121 13%
10 - Very persuasive	(10.0)	309 14%	268 14%	41 12%	301 14%	8 12%	104 17%	204 13%	155 15%	145 13%	224 15%	85 12%	246 17%	62 9%	91 12%	87 13%	127 17%	168 14%	138 14%
Don't know		111 5%	94 5%	17 5%	108 5%	3 4%	29 5%	77 5%	38 4%	67 6%	66 5%	41 6%	62 4%	44 6%	39 5%	42 6%	28 4%	75 6%	34 4%
Net: Persuasive		1396 64%	1182 64%	214 65%	1356 64%	40 62%	394 65%	982 64%	676 66%	703 62%	959 66%	430 61%	973 68%	415 57%	474 61%	416 63%	497 68%	765 63%	620 65%

Impact of language on public attitudes to ageing

M2_9. As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	578 26%	494 27%	83 25%	560 26%	17 27%	151 25%	420 27%	258 25%	315 28%	371 25%	199 28%	349 24%	221 30%	223 29%	170 26%	178 24%	316 26%	260 27%
Net: Unpersuasive	420 19%	352 19%	68 20%	407 19%	13 21%	122 20%	290 19%	194 19%	221 20%	259 18%	155 22%	229 16%	182 25%	163 21%	124 19%	126 17%	241 20%	177 19%
Median 1	7	7	8	7	8	8	7	8	7	8	7	8	7	7	7	8	7	8
Base for stats	2074	1760	314	2013	61	579	1466	987	1064	1391	668	1377	679	737	613	706	1139	921
Mean Score	7.22	7.22	7.20	7.22	7.14	7.25	7.22	7.23	7.19	7.31	7.05	7.43	6.82	7.02	7.25	7.42	7.19	7.26
Standard Deviation	2.048	2.053	2.023	2.045	2.146	2.191	1.989	2.116	1.980	2.027	2.082	1.999	2.071	2.070	2.010	2.029	2.086	2.000
Standard Error	.045	.051	.092	.046	.203	.091	.052	.067	.061	.054	.081	.054	.078	.075	.080	.079	.063	.064
Error variance	*	*	.01	*	.04	.01	*	*	*	*	.01	*	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

M2_9. As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	15	7	1	1	1	6	4	5	6	5	5	5	-	5	2	7	2	1	10
		1%	*	1%	2%	1%	1%	*	1%	2%	1%	*	1%	-	2%	*	1%	*	*	1%
										a					b					b
1	(1.0)	13	6	2	-	1	5	2	9	2	6	4	2	1	4	3	5	3	4	4
		1%	*	1%	-	1%	1%	*	1%	1%	1%	*	1%	3%	1%	*	*	1%	1%	*
														b						
2	(2.0)	27	17	2	*	1	7	14	8	5	11	12	5	-	7	7	12	7	9	10
		1%	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%	-	2%	1%	1%	1%	1%	1%
3	(3.0)	46	28	2	2	4	9	18	20	7	15	23	6	-	11	14	21	7	20	18
		2%	2%	1%	2%	5%	2%	2%	2%	2%	2%	2%	2%	-	3%	2%	2%	2%	3%	2%
						a														
4	(4.0)	67	42	3	1	7	13	27	28	11	21	37	8	1	17	24	23	14	33	18
		3%	3%	2%	2%	10%	3%	3%	3%	3%	3%	3%	2%	3%	5%	3%	2%	3%	5%	2%
						abce								c				c		
5	(5.0)	252	175	15	10	9	43	77	116	54	82	117	52	2	49	124	69	58	114	69
		12%	12%	13%	13%	12%	9%	9%	11%	16%	12%	11%	13%	7%	14%	16%	7%	12%	16%	8%
										ab					c	c		c	c	
6	(6.0)	259	178	11	9	8	51	105	118	33	70	137	46	5	34	122	99	54	111	88
		12%	12%	9%	11%	11%	11%	13%	12%	10%	10%	13%	12%	15%	10%	16%	10%	12%	15%	10%
															ac				c	
7	(7.0)	366	244	26	13	11	71	145	162	58	127	176	57	6	46	140	169	81	126	145
		17%	17%	22%	17%	15%	15%	18%	16%	17%	19%	16%	15%	18%	13%	18%	17%	17%	17%	16%
															a					
8	(8.0)	449	308	27	12	13	89	176	214	57	143	217	82	6	64	134	243	85	142	205
		21%	21%	22%	16%	18%	19%	22%	21%	17%	21%	20%	21%	18%	18%	17%	24%	18%	19%	23%
															ab					ab
9	(9.0)	272	188	7	10	7	60	115	121	35	84	135	46	6	46	73	149	58	70	138
		12%	13%	6%	14%	9%	13%	14%	12%	10%	12%	12%	12%	18%	13%	10%	15%	12%	10%	16%
			b				b								b					b
10 - Very persuasive	(10.0)	309	190	13	11	5	87	99	171	35	86	160	55	7	41	77	182	88	54	153
		14%	13%	11%	15%	7%	19%	12%	17%	10%	13%	15%	14%	18%	12%	10%	18%	19%	7%	17%
							abd			ac					ab			b		b

Impact of language on public attitudes to ageing

M2_9. As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	111	68	12	6	7	19	31	44	34	31	58	22	-	25	47	27	10	53	24
	5%	5%	10%	7%	10%	4%	4%	4%	10%	5%	5%	6%	-	7%	6%	3%	2%	7%	3%
			ae		ae				ab					c	c			ac	
Net: Persuasive	1396	931	74	47	36	306	535	668	185	440	688	239	26	196	425	743	312	391	641
	64%	64%	61%	62%	48%	67%	66%	66%	55%	65%	64%	62%	72%	56%	55%	74%	67%	53%	73%
		d			d		c	c							ab		b		ab
Net: Neutral	578	395	30	20	25	107	208	262	98	173	290	106	9	100	271	191	126	258	174
	26%	27%	25%	26%	33%	23%	26%	26%	29%	25%	27%	27%	25%	29%	35%	19%	27%	35%	20%
				e										c	ac		c	ac	
Net: Unpersuasive	420	275	24	14	23	82	141	186	86	139	196	78	5	94	175	137	91	181	129
	19%	19%	20%	19%	31%	18%	17%	18%	25%	20%	18%	20%	13%	27%	23%	14%	19%	25%	15%
				ae					ab					c	c		c	ac	
Median 1	7	7	7	7	7	8	7	8	7	7	8	8	8	7	7	8	8	7	8
Base for stats	2074	1384	109	70	67	439	780	972	304	650	1021	363	36	323	722	979	457	683	858
Mean Score	7.22	7.23	6.99	7.25	6.44	7.35	7.24	7.33	6.84	7.14	7.28	7.17	7.50	6.86	6.92	7.57	7.35	6.78	7.52
		d		d	d	d	c	c							ab		b		b
Standard Deviation	2.048	1.971	2.026	2.130	2.270	2.214	1.970	2.050	2.185	2.070	2.000	2.124	2.090	2.326	1.893	1.997	2.068	1.898	2.051
Standard Error	.045	.053	.178	.244	.242	.111	.069	.068	.121	.078	.063	.115	.353	.129	.071	.064	.098	.073	.069
Error variance	*	*	.03	.06	.06	.01	*	*	.01	.01	*	.01	.12	.02	*	*	.01	.01	*

Impact of language on public attitudes to ageing

M2_9. As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
										a	b
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185	1208	629	282	713	1404	373	1741	348	1749
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	15	10	3	2	6	9	5	8	4	11
		1%	1%	*	1%	1%	1%	1% b	*	1%	1%
1	(1.0)	13	7	3	2	-	13	1	11	4	8
		1%	1%	1%	1%	-	1% a	*	1%	1%	*
2	(2.0)	27	21	3	1	12	15	9	18	5	22
		1%	2% b	1%	*	2%	1%	2% b	1%	1%	1%
3	(3.0)	46	21	14	10	16	29	15	31	13	32
		2%	2%	2%	3%	2%	2%	4% b	2%	4% b	2%
4	(4.0)	67	39	18	10	27	36	14	49	13	53
		3%	3%	3%	4%	4%	3%	4%	3%	4%	3%
5	(5.0)	252	112	91	34	86	154	41	200	40	195
		12%	9%	15% a	12%	12%	11%	11%	11%	11%	11%
6	(6.0)	259	134	92	30	73	177	47	207	42	209
		12%	11%	15% a	11%	10%	13%	13%	12%	12%	12%
7	(7.0)	366	195	104	59	115	242	58	300	59	294
		17%	16%	17%	21%	16%	17%	16%	17%	17%	17%
8	(8.0)	449	269	117	52	141	301	77	364	69	365
		21%	22%	19%	19%	20%	21%	21%	21%	20%	21%
9	(9.0)	272	162	73	33	96	174	44	225	50	217
		12%	13%	12%	12%	13%	12%	12%	13%	14%	12%
10 - Very persuasive	(10.0)	309	197	66	37	114	189	47	258	43	260
		14%	16% b	11%	13%	16%	13%	13%	15%	12%	15%

Impact of language on public attitudes to ageing

M2_9. As we age, many of us report a greater sense of purpose and wellbeing. Our diverse life experience and skills, perspective and resilience mean we have much to contribute in later life: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	111	41	43	13	28	63	15	70	7	81
	5%	3%	7%	5%	4%	4%	4%	4%	2%	5%
		a							a	
Net: Persuasive	1396	823	361	181	466	907	226	1147	221	1137
	64%	68%	57%	64%	65%	65%	61%	66%	63%	65%
		b						a		
Net: Neutral	578	285	202	74	185	367	102	456	95	458
	26%	24%	32%	26%	26%	26%	27%	26%	27%	26%
		a								
Net: Unpersuasive	420	210	133	58	146	256	85	316	78	322
	19%	17%	21%	21%	20%	18%	23%	18%	22%	18%
		b								
Median 1	7	8	7	7	8	7	7	8	7	8
Base for stats	2074	1167	586	269	685	1340	358	1671	341	1668
Mean Score	7.22	7.35	7.04	7.13	7.28	7.22	6.97	7.30	7.03	7.27
		b						a		a
Standard Deviation	2.048	2.088	1.938	2.011	2.089	2.028	2.226	1.988	2.196	2.021
Standard Error	.045	.061	.080	.123	.080	.055	.115	.049	.115	.050
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M1_10. It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	16	8	8	-	5	5	6	-	-	4	1	3	-	4	2	3	-	9	7
		1%	1%	1%	-	1%	1%	1%	-	-	2%	*	1%	-	1%	1%	1%	-	1%	1%
1	(1.0)	8	4	4	-	1	1	4	3	1	2	-	1	-	-	1	1	1	2	5
		*	*	*	-	*	*	1%	1%	1%	1%	-	*	-	-	*	*	1%	*	1%
2	(2.0)	25	15	10	-	10	7	3	4	1	4	2	5	1	2	4	4	2	19	6
		1%	1%	1%	-	2%	1%	*	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%
					c															
3	(3.0)	44	22	23	-	15	12	8	10	2	6	2	6	3	8	7	6	5	33	12
		2%	2%	2%	-	2%	2%	1%	3%	1%	2%	1%	3%	2%	3%	2%	2%	2%	3%	1%
																		b		
4	(4.0)	65	32	33	-	25	17	14	9	2	10	5	8	3	8	14	8	6	41	24
		3%	3%	3%	-	4%	3%	2%	2%	2%	3%	2%	4%	1%	3%	4%	2%	3%	3%	2%
					c															
5	(5.0)	168	75	92	1	62	39	47	20	5	32	13	11	21	17	27	28	13	92	75
		8%	7%	8%	13%	10%	7%	7%	6%	5%	11%	6%	5%	11%	7%	8%	8%	6%	8%	8%
					cd						cdi			di						
6	(6.0)	212	111	101	-	85	63	46	17	13	21	28	23	25	26	31	27	17	122	90
		10%	10%	9%	-	14%	12%	7%	5%	12%	7%	13%	10%	13%	11%	9%	8%	8%	10%	9%
						cd	cd					bh		bh						
7	(7.0)	332	157	173	2	118	75	93	46	9	37	38	39	23	31	59	55	41	179	153
		15%	15%	16%	25%	19%	14%	14%	13%	8%	13%	18%	17%	12%	13%	18%	16%	19%	15%	16%
					bcd							a	a		a		a			
8	(8.0)	507	237	268	2	116	132	168	92	28	48	51	50	46	73	70	87	56	280	227
		23%	22%	24%	25%	19%	25%	25%	26%	25%	17%	24%	22%	24%	30%	21%	24%	25%	23%	23%
							a	a	a			b		b	bg		b			
9	(9.0)	333	172	159	1	69	75	129	60	15	48	35	32	28	29	58	56	33	193	141
		15%	16%	14%	13%	11%	14%	19%	17%	14%	17%	16%	14%	15%	12%	17%	16%	15%	16%	14%
							ab	ab	a											
10 - Very accurate	(10.0)	425	205	217	2	96	92	144	93	31	67	36	48	34	38	54	70	48	213	211
		19%	19%	20%	25%	16%	17%	21%	26%	28%	23%	17%	21%	18%	16%	16%	19%	21%	18%	22%
								a	ab	cefg	fg								a	
Don't know		51	28	22	-	15	16	16	3	2	8	3	1	5	8	9	12	3	25	26
		2%	3%	2%	-	2%	3%	2%	1%	2%	3%	1%	*	3%	3%	3%	3%	1%	2%	3%
											d			d	d	d	d			
Net: Accurate		1597	770	818	7	400	373	534	290	83	200	159	168	131	170	241	268	178	865	733
		73%	72%	74%	88%	65%	70%	79%	81%	75%	70%	75%	74%	69%	70%	72%	75%	79%	72%	75%
								ab	ab										befg	

Impact of language on public attitudes to ageing

M1_10. It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	444	217	226	1	172	120	106	46	21	63	46	43	49	51	72	63	36	255	189
	20%	20%	20%	13%	28%	22%	16%	13%	19%	22%	22%	19%	26%	21%	22%	18%	16%	21%	19%
					bcd	cd							hi						
Net: Inaccurate	325	154	170	1	117	80	82	46	12	58	23	34	28	38	55	50	27	196	129
	15%	14%	15%	13%	19%	15%	12%	13%	11%	20%	11%	15%	15%	16%	16%	14%	12%	16%	13%
					cd					achi								b	
Median 1	8	8	8	8	7	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2134	1035	1089	8	603	517	662	353	107	279	211	226	184	234	327	346	221	1183	952
Mean Score	7.58	7.58	7.58	8.00	7.18	7.47	7.85	7.94	7.94	7.52	7.65	7.50	7.60	7.39	7.46	7.66	7.76	7.48	7.71
						a	ab	ab		fg									a
Standard Deviation	2.030	2.046	2.018	1.690	2.061	2.032	1.953	1.989	1.996	2.310	1.784	2.183	1.824	2.074	2.026	2.001	1.879	2.073	1.969
Standard Error	.044	.064	.061	.598	.080	.089	.077	.113	.200	.138	.122	.140	.131	.147	.107	.110	.128	.058	.067
Error variance	*	*	*	.36	.01	.01	.01	.01	.04	.02	.01	.02	.02	.02	.01	.01	.02	*	*

Impact of language on public attitudes to ageing

M1_10. It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	16	13	3	15	1	4	12	7	9	10	6	10	6	8	5	3	11	5
		1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%
1	(1.0)	8	7	1	7	1	4	4	5	3	7	1	7	1	3	1	4	4	4
		*	*	*	*	1%	1%	*	1%	*	*	*	*	*	*	*	1%	*	*
2	(2.0)	25	23	2	23	2	5	20	11	14	20	6	14	10	14	6	4	15	9
		1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
						a									c				
3	(3.0)	44	36	9	42	2	12	33	27	17	31	13	27	17	11	19	14	23	20
		2%	2%	3%	2%	3%	2%	2%	3%	1%	2%	2%	2%	2%	1%	3%	2%	2%	2%
																a			
4	(4.0)	65	49	16	62	2	18	46	27	37	41	23	40	24	22	25	18	32	33
		3%	3%	5%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	2%	3%	3%
				a															
5	(5.0)	168	146	22	162	6	53	110	81	83	103	63	86	78	72	49	44	93	72
		8%	8%	7%	8%	9%	9%	7%	8%	7%	7%	9%	6%	11%	9%	8%	6%	8%	7%
												c	ac	c					
6	(6.0)	212	178	34	207	5	52	158	100	110	141	68	124	84	97	71	40	118	93
		10%	10%	10%	10%	7%	8%	10%	10%	10%	10%	10%	9%	12%	12%	11%	5%	10%	10%
														c	c				
7	(7.0)	332	282	51	320	12	77	252	138	189	209	122	197	134	136	102	93	178	153
		15%	15%	15%	15%	19%	13%	16%	13%	17%	14%	17%	14%	18%	18%	16%	13%	15%	16%
								a		a		c	ac	c					
8	(8.0)	507	425	83	493	14	139	357	240	262	345	158	357	145	181	147	178	280	222
		23%	23%	25%	23%	22%	23%	23%	23%	23%	24%	22%	25%	20%	23%	22%	24%	23%	23%
													d						
9	(9.0)	333	290	43	325	8	91	242	149	179	223	109	231	101	91	94	144	185	148
		15%	16%	13%	15%	13%	15%	16%	15%	16%	15%	15%	16%	14%	12%	14%	20%	15%	16%
																ab			
10 - Very accurate	(10.0)	425	363	61	414	11	143	278	220	200	299	124	322	101	124	117	179	240	182
		19%	20%	19%	20%	17%	23%	18%	21%	18%	21%	18%	22%	14%	16%	18%	24%	20%	19%
							b		b		d		bd			ab			
Don't know		51	42	9	51	-	12	33	18	27	27	19	25	22	18	19	13	35	15
		2%	2%	3%	2%	-	2%	2%	2%	2%	2%	3%	2%	3%	2%	3%	2%	3%	2%
														c				b	
Net: Accurate		1597	1360	238	1552	46	450	1128	748	830	1077	513	1107	481	533	460	594	883	705
		73%	73%	72%	73%	72%	74%	73%	73%	73%	74%	72%	77%	66%	69%	70%	81%	73%	74%
											d	d	bd		ab				

Impact of language on public attitudes to ageing

M1_10. It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	444	373	71	432	12	122	314	208	231	286	154	249	186	190	145	102	242	197
	20%	20%	21%	20%	19%	20%	20%	20%	20%	20%	22%	17%	26%	24%	22%	14%	20%	21%
											c		ac	c	c			
Net: Inaccurate	325	274	51	312	14	95	224	159	163	212	110	183	136	129	105	88	178	143
	15%	15%	15%	15%	21%	16%	15%	15%	14%	15%	16%	13%	19%	17%	16%	12%	15%	15%
													ac	c	c			
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	7	8	8	8	8	8
Base for stats	2134	1812	323	2071	64	597	1510	1006	1104	1430	691	1414	702	758	636	722	1179	940
Mean Score	7.58	7.60	7.51	7.60	7.19	7.70	7.55	7.61	7.56	7.62	7.53	7.77	7.24	7.32	7.47	7.96	7.60	7.58
				b						d	d	abd				ab		
Standard Deviation	2.030	2.031	2.027	2.019	2.354	2.075	2.012	2.081	1.988	2.060	1.971	2.004	2.032	2.044	2.048	1.940	2.050	1.996
Standard Error	.044	.050	.091	.045	.218	.085	.052	.065	.060	.054	.076	.054	.075	.073	.080	.075	.061	.063
Error variance	*	*	.01	*	.05	.01	*	*	*	*	.01	*	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

M1_10. It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	16	12	1	2	-	2	6	8	2	5	8	3	-	8	6	2	5	3	8
		1%	1%	*	3%	-	*	1%	1%	1%	1%	1%	1%	-	2%	1%	*	1%	*	1%
					e										bc					
1	(1.0)	8	5	-	1	-	3	1	4	3	1	7	-	-	1	2	4	3	2	3
		*	*	-	1%	-	1%	*	*	1%	*	1%	-	-	*	*	*	1%	*	*
2	(2.0)	25	17	3	-	1	4	4	14	7	9	13	2	1	5	13	7	5	9	9
		1%	1%	2%	-	2%	1%	1%	1%	2%	1%	1%	1%	3%	1%	2%	1%	1%	1%	1%
									a											
3	(3.0)	44	28	3	*	3	9	11	25	6	12	18	10	3	13	18	13	10	17	18
		2%	2%	2%	1%	4%	2%	1%	2%	2%	2%	2%	3%	9%	4%	2%	1%	2%	2%	2%
													abc		c					
4	(4.0)	65	46	1	5	3	9	24	27	14	29	25	11	-	17	29	18	12	34	13
		3%	3%	1%	7%	4%	2%	3%	3%	4%	4%	2%	3%	-	5%	4%	2%	3%	5%	2%
					be						b				c	c			c	
5	(5.0)	168	123	8	5	7	25	46	76	44	53	86	28	1	30	100	31	28	94	42
		8%	8%	6%	7%	9%	5%	6%	7%	13%	8%	8%	7%	3%	9%	13%	3%	6%	13%	5%
			e						ab						c	ac			ac	
6	(6.0)	212	160	13	2	17	19	95	76	39	65	101	43	2	41	92	72	39	88	75
		10%	11%	11%	3%	23%	4%	12%	7%	12%	10%	9%	11%	7%	12%	12%	7%	8%	12%	8%
			ce	ce		abce		b	b						c	c			ac	
7	(7.0)	332	216	27	12	14	63	147	130	50	102	172	53	5	43	128	157	67	123	130
		15%	15%	22%	16%	19%	14%	18%	13%	15%	15%	16%	14%	15%	12%	17%	16%	14%	17%	15%
				ae				b												
8	(8.0)	507	329	28	13	12	126	185	251	69	150	258	92	7	64	154	273	112	164	211
		23%	23%	23%	17%	16%	27%	23%	25%	20%	22%	24%	24%	19%	19%	20%	27%	24%	22%	24%
						acd									ab					
9	(9.0)	333	210	14	15	6	87	127	167	37	105	162	61	6	38	91	198	81	88	154
		15%	14%	12%	20%	8%	19%	16%	16%	11%	15%	15%	16%	17%	11%	12%	20%	17%	12%	17%
					d		abd	c	c						ab	ab		b	b	b
10 - Very accurate	(10.0)	425	269	23	16	8	106	149	217	55	133	202	77	10	79	116	218	102	89	215
		19%	19%	19%	21%	11%	23%	18%	21%	16%	20%	19%	20%	27%	23%	15%	22%	22%	12%	24%
						ad		c							b	b		b	b	b

Impact of language on public attitudes to ageing

M1_10. It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	51	37	1	4	3	5	16	21	14	17	28	6	-	8	19	12	4	25	4
	2%	3%	1%	5%	5%	1%	2%	2%	4%	3%	3%	1%	-	2%	3%	1%	1%	3%	*
				be	e				ab									ac	
Net: Accurate	1597	1024	92	55	40	382	608	766	210	489	795	283	28	225	489	846	362	464	710
	73%	71%	76%	73%	54%	83%	75%	75%	62%	72%	74%	73%	78%	65%	64%	84%	78%	63%	80%
		d	d	d	acd		c	c							ab		b		b
Net: Neutral	444	329	22	13	27	53	165	179	97	147	211	81	4	88	222	121	78	216	130
	20%	23%	18%	18%	36%	11%	20%	18%	29%	22%	20%	21%	10%	25%	29%	12%	17%	29%	15%
		e	e		abce			ab						c	c			ac	
Net: Inaccurate	325	231	14	14	14	52	93	154	75	109	156	54	6	75	168	76	62	159	93
	15%	16%	12%	18%	19%	11%	11%	15%	22%	16%	14%	14%	16%	22%	22%	8%	13%	22%	11%
		e						a	ab					c	c			ac	
Median 1	8	8	8	8	7	8	8	8	7	8	8	8	8	8	7	8	8	7	8
Base for stats	2134	1414	120	71	71	453	796	996	324	663	1052	380	36	341	749	994	462	711	878
Mean Score	7.58	7.50	7.56	7.57	6.88	7.96	7.64	7.68	7.17	7.55	7.58	7.63	7.67	7.24	7.15	8.01	7.72	7.11	7.89
		d	d	d	abd		c	c							ab		b		b
Standard Deviation	2.030	2.045	1.929	2.343	1.918	1.912	1.884	2.085	2.140	2.057	2.015	1.991	2.322	2.439	2.089	1.739	2.072	1.987	1.978
Standard Error	.044	.054	.162	.265	.199	.094	.065	.068	.115	.077	.063	.106	.392	.132	.076	.055	.098	.075	.066
Error variance	*	*	.03	.07	.04	.01	*	*	.01	.01	*	.01	.15	.02	.01	*	.01	.01	*

Impact of language on public attitudes to ageing

M1_10. It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

Significance Level: 95%

Unweighted Total

Total

0 - Very inaccurate

1

2

3

4

5

6

7

8

9

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
	Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726	
Total	2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%	
0 - Very inaccurate	(0.0)	16 1%	6 1%	7 1%	3 1%	4 1%	11 1%	6 2% b	9 1%	2 *	14 1%
1	(1.0)	8 *	2 *	6 1% a	- -	1 *	6 *	1 *	7 *	1 *	7 *
2	(2.0)	25 1%	13 1%	4 1%	8 3% ab	9 1%	15 1%	3 1%	21 1%	4 1%	20 1%
3	(3.0)	44 2%	25 2%	11 2%	7 2%	36 3% a	7 1%	36 2%	38 2%	7 2%	36 2%
4	(4.0)	65 3%	35 3%	18 3%	9 3%	16 2%	45 3%	16 4%	49 3%	11 3%	51 3%
5	(5.0)	168 8%	73 6%	72 11% ac	16 6%	53 7%	103 7%	41 11% b	119 7%	29 8%	126 7%
6	(6.0)	212 10%	96 8%	79 12% a	32 12%	77 11%	129 9%	53 14% b	150 9%	52 15% b	149 9%
7	(7.0)	332 15%	179 15%	103 16%	44 16%	100 14%	223 16%	67 18%	252 14%	66 19% b	256 15%
8	(8.0)	507 23%	289 24%	138 22%	64 23%	173 24%	324 23%	62 17%	430 25% a	69 20%	420 24%
9	(9.0)	333 15%	200 17% b	77 12%	51 18% b	113 16%	218 16%	45 12%	287 16% a	52 15%	274 16%

Impact of language on public attitudes to ageing

M1_10. It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Total	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people	
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very accurate	425	275	95	42	143	276	66	351	51	364
	19%	23%	15%	15%	20%	20%	18%	20%	15%	21%
		bc								a
Don't know	51	15	20	5	16	17	7	28	4	31
	2%	1%	3%	2%	2%	1%	2%	2%	1%	2%
			a							
Net: Accurate	1597	943	413	201	530	1042	241	1321	239	1314
	73%	78%	66%	71%	74%	74%	65%	76%	68%	75%
		bc						a		a
Net: Neutral	444	204	169	57	146	277	109	318	93	326
	20%	17%	27%	20%	21%	20%	29%	18%	27%	19%
			ac				b		b	
Net: Inaccurate	325	154	118	43	90	216	72	243	54	255
	15%	13%	19%	15%	13%	15%	19%	14%	15%	15%
			a				b			
Median 1	8	8	8	8	8	8	7	8	7	8
Base for stats	2134	1194	609	276	696	1387	367	1713	345	1718
Mean Score	7.58	7.79	7.25	7.41	7.70	7.57	7.23	7.68	7.34	7.65
		bc						a		a
Standard Deviation	2.030	1.967	2.071	2.121	1.921	2.060	2.140	1.999	1.939	2.049
Standard Error	.044	.057	.084	.128	.073	.055	.110	.048	.101	.050
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M2_10. It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	27	13	14	-	6	9	8	4	-	4	2	4	-	5	5	4	3	15	11
		1%	1%	1%	-	1%	2%	1%	1%	-	1%	1%	2%	-	2%	2%	1%	1%	1%	1%
														e						
1	(1.0)	10	7	2	-	1	3	4	3	2	-	1	1	-	1	3	-	1	3	7
		*	1%	*	-	*	*	1%	1%	2%	-	1%	1%	-	*	1%	-	1%	*	1%
										beh										
2	(2.0)	20	13	7	-	8	2	4	6	1	2	3	8	1	2	2	1	-	15	4
		1%	1%	1%	-	1%	*	1%	2%	1%	1%	2%	3%	*	1%	1%	*	-	1%	*
												beghi							b	
3	(3.0)	71	36	35	-	23	12	24	11	2	14	9	6	6	6	8	14	7	32	39
		3%	3%	3%	-	4%	2%	4%	3%	2%	5%	4%	3%	3%	2%	2%	4%	3%	3%	4%
4	(4.0)	75	24	51	-	26	18	19	11	4	11	9	3	8	10	12	13	4	44	30
		3%	2%	5%	-	4%	3%	3%	3%	4%	4%	4%	1%	4%	4%	4%	4%	2%	4%	3%
				a								d		d						
5	(5.0)	283	140	140	4	96	62	78	48	19	40	31	26	27	26	44	48	23	171	113
		13%	13%	13%	50%	15%	12%	12%	13%	17%	14%	14%	11%	14%	11%	13%	13%	10%	14%	12%
						c														
6	(6.0)	254	109	145	-	81	75	61	37	6	33	23	29	22	29	44	43	25	142	112
		12%	10%	13%	-	13%	14%	9%	10%	6%	11%	11%	13%	12%	12%	13%	12%	11%	12%	11%
				a		c									a					
7	(7.0)	374	188	186	-	103	94	122	55	8	40	47	29	38	43	66	58	45	202	172
		17%	18%	17%	-	17%	18%	18%	15%	8%	14%	22%	13%	20%	18%	20%	16%	20%	17%	18%
											abd			ad	a	abd	a	ad		
8	(8.0)	410	210	198	2	118	85	138	69	28	48	32	47	30	57	56	64	49	233	177
		19%	20%	18%	25%	19%	16%	20%	19%	25%	17%	15%	21%	16%	23%	17%	18%	22%	19%	18%
										ceg					cg					
9	(9.0)	260	140	118	1	60	73	86	41	14	36	20	32	20	25	42	52	20	144	116
		12%	13%	11%	13%	10%	14%	13%	12%	13%	12%	9%	14%	11%	10%	12%	15%	9%	12%	12%
							a													
10 - Very persuasive	(10.0)	300	138	162	1	65	71	105	59	20	46	31	34	23	28	45	39	33	162	139
		14%	13%	15%	13%	11%	13%	15%	17%	19%	16%	15%	15%	12%	12%	13%	11%	15%	13%	14%
							a	a		h	h									
Don't know		101	48	53	-	31	28	29	13	5	14	6	8	12	12	9	22	14	44	57
		5%	4%	5%	-	5%	5%	4%	4%	4%	5%	3%	4%	7%	5%	3%	6%	6%	4%	6%
														g			g			a
Net: Persuasive		1345	675	663	4	346	324	451	224	71	170	129	142	112	153	209	212	146	741	604
		62%	63%	60%	50%	56%	61%	66%	63%	64%	59%	61%	63%	59%	63%	62%	59%	65%	61%	62%
							ab	a												

Impact of language on public attitudes to ageing

M2_10. It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	612	272	336	4	202	156	158	96	29	84	63	57	58	64	100	105	53	357	255
	28%	26%	30%	50%	33%	29%	23%	27%	27%	29%	29%	25%	31%	26%	30%	29%	24%	30%	26%
			a		c	c													
Net: Unpersuasive	486	232	249	4	159	106	137	83	28	70	55	47	43	49	74	81	39	281	205
	22%	22%	22%	50%	26%	20%	20%	23%	26%	24%	26%	21%	23%	20%	22%	23%	17%	23%	21%
					bc						i								
Median 1	7	7	7	8	7	7	8	7	8	7	7	8	7	7	7	7	7	7	7
Base for stats	2084	1016	1058	8	587	505	649	343	105	273	207	218	177	231	327	336	210	1164	920
Mean Score	7.07	7.10	7.05	6.88	6.84	7.11	7.23	7.13	7.34	7.09	6.90	7.13	7.04	7.04	7.04	7.04	7.22	7.05	7.11
					a	a													
Standard Deviation	2.136	2.144	2.131	2.100	2.076	2.117	2.137	2.233	2.212	2.215	2.175	2.315	1.924	2.144	2.138	2.064	2.044	2.126	2.148
Standard Error	.047	.068	.065	.743	.082	.094	.085	.129	.225	.134	.150	.151	.141	.153	.113	.115	.142	.060	.075
Error variance	*	*	*	.55	.01	.01	.01	.02	.05	.02	.02	.02	.02	.02	.01	.01	.02	*	.01

Impact of language on public attitudes to ageing

M2_10. It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	27	22	5	26	1	9	17	13	13	17	9	14	13	9	9	9	16	11
		1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
1	(1.0)	10	10	-	10	-	2	6	5	5	9	1	6	3	3	1	5	7	3
		*	1%	-	*	-	*	*	1%	*	1%	*	*	*	*	*	1%	1%	*
2	(2.0)	20	15	5	19	1	6	13	11	8	13	7	11	8	5	6	8	11	8
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	(3.0)	71	60	11	69	2	24	47	41	31	46	24	54	16	21	19	30	43	27
		3%	3%	3%	3%	3%	4%	3%	4%	3%	3%	3%	4%	2%	3%	3%	4%	4%	3%
4	(4.0)	75	59	16	73	2	17	56	36	38	51	23	36	39	31	25	19	37	37
		3%	3%	5%	3%	3%	3%	4%	4%	3%	4%	3%	3%	5%	4%	4%	3%	3%	4%
5	(5.0)	283	243	41	275	8	78	197	135	141	180	99	163	116	121	78	80	163	118
		13%	13%	12%	13%	12%	13%	13%	13%	13%	12%	14%	11%	16%	16%	12%	11%	13%	12%
6	(6.0)	254	214	40	244	10	68	182	129	124	160	90	149	101	104	70	77	138	114
		12%	12%	12%	12%	15%	11%	12%	13%	11%	11%	13%	10%	14%	13%	11%	10%	11%	12%
7	(7.0)	374	322	52	364	10	99	269	176	192	248	127	243	131	126	121	125	208	165
		17%	17%	16%	17%	16%	16%	17%	17%	17%	17%	18%	17%	18%	16%	19%	17%	17%	17%
8	(8.0)	410	348	62	398	12	106	301	172	238	274	133	281	123	165	111	132	210	196
		19%	19%	19%	19%	19%	17%	20%	17%	21%	19%	19%	20%	17%	21%	17%	18%	17%	20%
9	(9.0)	260	218	42	253	7	75	182	118	140	189	69	189	70	75	86	96	145	115
		12%	12%	13%	12%	10%	12%	12%	12%	12%	13%	10%	13%	10%	10%	13%	13%	12%	12%
10 - Very persuasive	(10.0)	300	256	44	291	9	100	199	154	141	212	89	236	63	87	85	124	166	130
		14%	14%	13%	14%	14%	16%	13%	15%	12%	15%	13%	16%	9%	11%	13%	17%	14%	14%
Don't know		101	86	14	98	3	24	73	34	60	59	38	57	40	28	43	28	69	32
		5%	5%	4%	5%	4%	4%	5%	3%	5%	4%	5%	4%	6%	4%	7%	4%	6%	3%
Net: Persuasive		1345	1145	200	1307	38	380	952	620	711	922	417	949	387	453	404	478	730	606
		62%	62%	60%	62%	59%	62%	62%	61%	63%	63%	59%	66%	53%	58%	62%	65%	60%	63%

Impact of language on public attitudes to ageing

M2_10. It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	612	515	97	592	20	163	435	300	303	391	212	348	256	256	172	176	338	269
	28%	28%	29%	28%	31%	27%	28%	29%	27%	27%	30%	24%	35%	33%	26%	24%	28%	28%
											c		abc	bc				
Net: Unpersuasive	486	409	77	472	14	137	336	242	236	316	165	284	195	191	138	152	278	204
	22%	22%	23%	22%	22%	22%	22%	24%	21%	22%	23%	20%	27%	25%	21%	21%	23%	21%
													ac					
Median 1	7	7	7	7	7	7	7	7	7	7	7	8	7	7	7	7	7	7
Base for stats	2084	1767	317	2023	61	585	1470	991	1071	1398	672	1382	683	748	612	706	1145	924
Mean Score	7.07	7.08	7.03	7.08	7.01	7.13	7.07	7.02	7.13	7.14	6.96	7.27	6.69	6.92	7.11	7.21	7.03	7.12
										d	d	bd				a		
Standard Deviation	2.136	2.129	2.175	2.135	2.169	2.230	2.092	2.203	2.071	2.151	2.108	2.122	2.113	2.050	2.122	2.224	2.178	2.079
Standard Error	.047	.053	.099	.048	.205	.092	.055	.070	.063	.057	.082	.058	.079	.073	.085	.087	.066	.066
Error variance	*	*	.01	*	.04	.01	*	*	*	*	.01	*	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

M2_10. It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	27	17	1	1	1	7	8	15	4	7	10	8	1	12	7	7	6	7	12
		1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	3%	4%	1%	1%	1%	1%	1%
															bc					
1	(1.0)	10	5	-	1	-	4	4	4	2	4	5	1	-	1	5	4	6	3	1
		*	*	-	2%	-	1%	*	*	1%	1%	*	*	-	*	1%	*	1%	*	*
																		c		
2	(2.0)	20	10	1	2	2	5	3	14	3	5	11	3	-	2	10	7	7	5	7
		1%	1%	1%	2%	3%	1%	*	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	1%
						a			a											
3	(3.0)	71	42	5	2	4	17	23	37	10	23	31	13	3	14	28	29	13	28	28
		3%	3%	4%	3%	6%	4%	3%	4%	3%	3%	3%	3%	8%	4%	4%	3%	3%	4%	3%
4	(4.0)	75	55	2	3	3	12	26	32	17	23	41	10	-	18	24	33	22	31	17
		3%	4%	2%	4%	4%	3%	3%	3%	5%	3%	4%	3%	-	5%	3%	3%	5%	4%	2%
																		c	c	
5	(5.0)	283	192	17	7	12	54	109	116	53	97	129	53	3	43	140	93	58	146	72
		13%	13%	14%	10%	16%	12%	13%	11%	16%	14%	12%	14%	9%	12%	18%	9%	12%	20%	8%
									b							ac		c	ac	
6	(6.0)	254	166	12	7	18	50	92	110	51	63	138	50	3	53	106	85	47	106	91
		12%	11%	10%	10%	24%	11%	11%	11%	15%	9%	13%	13%	10%	15%	14%	8%	10%	14%	10%
						abce			b			a			c	c			ac	
7	(7.0)	374	251	28	8	8	78	149	171	52	136	174	59	5	46	133	187	71	137	157
		17%	17%	23%	11%	11%	17%	18%	17%	15%	20%	16%	15%	14%	13%	17%	19%	15%	19%	18%
				cd							b						a			
8	(8.0)	410	275	19	13	13	89	167	191	48	128	194	76	12	54	126	226	95	120	178
		19%	19%	15%	18%	18%	19%	21%	19%	14%	19%	18%	20%	33%	15%	16%	22%	20%	16%	20%
								c	c					ab			ab			b
9	(9.0)	260	175	11	15	6	53	100	127	32	76	134	47	2	35	76	144	54	59	144
		12%	12%	9%	20%	8%	12%	12%	13%	9%	11%	12%	12%	6%	10%	10%	14%	12%	8%	16%
					abde												ab	b		ab
10 - Very persuasive	(10.0)	300	195	16	11	4	73	98	159	38	86	155	52	5	51	78	164	77	56	151
		14%	13%	13%	15%	6%	16%	12%	16%	11%	13%	14%	13%	14%	15%	10%	16%	16%	8%	17%
			d			d			ac						b	b		b		b

Impact of language on public attitudes to ageing

M2_10. It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	101	69	9	4	3	15	33	40	28	32	55	12	1	18	36	28	10	39	24
	5%	5%	8%	5%	4%	3%	4%	4%	8%	5%	5%	3%	3%	5%	5%	3%	2%	5%	3%
			e						ab					c	c			ac	
Net: Persuasive	1345	896	73	48	32	293	514	649	170	427	657	234	24	186	412	720	296	372	630
	62%	62%	60%	63%	43%	64%	63%	64%	50%	63%	61%	61%	67%	53%	54%	72%	63%	51%	71%
		d	d	d	d	d	c	c							ab	b		ab	
Net: Neutral	612	413	32	17	33	116	227	258	121	183	309	113	7	114	270	211	127	283	179
	28%	28%	26%	23%	44%	25%	28%	25%	36%	27%	29%	29%	18%	33%	35%	21%	27%	38%	20%
					abce				ab					c	c		c	ac	
Net: Unpersuasive	486	320	27	16	22	99	173	218	89	159	229	89	7	91	214	173	113	218	137
	22%	22%	22%	21%	29%	22%	21%	21%	26%	23%	21%	23%	20%	26%	28%	17%	24%	30%	15%
														c	c		c	ac	
Median 1	7	7	7	8	6	7	7	7	7	7	7	7	8	7	7	8	7	7	8
Base for stats	2084	1382	112	71	72	443	779	976	310	648	1024	373	35	331	733	978	456	697	858
Mean Score	7.07	7.09	7.01	7.22	6.37	7.12	7.11	7.14	6.75	7.04	7.12	7.01	7.04	6.77	6.74	7.42	7.07	6.60	7.46
		d	d	d	d	d	c	c							ab	b		ab	
Standard Deviation	2.136	2.094	2.047	2.380	2.042	2.245	2.024	2.215	2.134	2.089	2.125	2.219	2.375	2.439	2.090	2.020	2.293	1.971	2.083
Standard Error	.047	.056	.178	.271	.211	.112	.071	.073	.117	.079	.067	.119	.407	.134	.077	.064	.109	.075	.070
Error variance	*	*	.03	.07	.04	.01	.01	.01	.01	.01	*	.01	.17	.02	.01	*	.01	.01	*

Impact of language on public attitudes to ageing

M2_10. It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
	Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726	
Total	2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%	
0 - Very unpersuasive	(0.0)	27 1%	16 1%	5 1%	4 2%	6 1%	21 1%	7 2%	18 1%	4 1%	23 1%
1	(1.0)	10 *	2 *	4 1%	4 1%	4 *	6 *	1 *	9 1%	-	10 1%
2	(2.0)	20 1%	12 1%	4 1%	4 1%	3 *	16 1%	2 1%	17 1%	2 1%	17 1%
3	(3.0)	71 3%	36 3%	22 3%	12 4%	20 3%	43 3%	14 4%	55 3%	10 3%	55 3%
4	(4.0)	75 3%	40 3%	19 3%	10 4%	20 3%	52 4%	9 2%	62 4%	11 3%	64 4%
5	(5.0)	283 13%	135 11%	103 16%	34 12%	87 12%	182 13%	53 14%	222 13%	39 11%	230 13%
6	(6.0)	254 12%	125 10%	91 14%	34 12%	84 12%	166 12%	49 13%	196 11%	41 12%	203 12%
7	(7.0)	374 17%	213 18%	107 17%	52 19%	129 18%	244 17%	67 18%	299 17%	72 21%	291 17%
8	(8.0)	410 19%	249 21%	105 17%	43 15%	135 19%	266 19%	71 19%	331 19%	81 23%	317 18%
9	(9.0)	260 12%	154 13%	61 10%	39 14%	90 13%	167 12%	36 10%	221 13%	47 14%	209 12%
10 - Very persuasive	(10.0)	300 14%	196 16%	66 10%	32 11%	104 15%	192 14%	49 13%	246 14%	32 9%	262 15%

Impact of language on public attitudes to ageing

M2_10. It's possible for us all to live meaningful and purposeful later lives, participating in and contributing to the workplace, community and society at large: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	101	31	41	14	30	47	14	63	10	67
	5%	3%	7%	5%	4%	3%	4%	4%	3%	4%
Net: Persuasive	1345	811	339	166	459	870	223	1098	232	1079
	62%	67%	54%	59%	64%	62%	60%	63%	67%	62%
Net: Neutral	612	300	213	78	190	400	111	481	90	497
	28%	25%	34%	28%	27%	29%	30%	28%	26%	28%
Net: Unpersuasive	486	241	157	68	140	320	87	383	66	400
	22%	20%	25%	24%	20%	23%	23%	22%	19%	23%
Median 1	7	8	7	7	7	7	7	7	7	7
Base for stats	2084	1178	588	268	682	1356	359	1678	339	1682
Mean Score	7.07	7.25	6.84	6.87	7.22	7.04	6.95	7.12	7.12	7.08
Standard Deviation	2.136	2.128	2.038	2.263	2.046	2.165	2.167	2.124	1.920	2.183
Standard Error	.047	.062	.084	.139	.078	.059	.112	.052	.101	.054
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M1_11. Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	21	13	9	-	4	2	13	2	2	3	1	3	2	3	1	5	1	14	7
		1%	1%	1%	-	1%	*	2%	1%	2%	1%	*	1%	1%	1%	*	1%	*	1%	1%
								ab												
1	(1.0)	12	9	2	-	2	3	2	4	-	-	2	3	1	-	1	1	3	9	3
		1%	1%	*	-	*	*	*	1%	-	-	1%	1%	*	-	*	*	1%	1%	*
			b															b		
2	(2.0)	43	19	24	-	8	7	16	11	2	4	3	2	5	8	6	6	6	30	12
		2%	2%	2%	-	1%	1%	2%	3%	1%	1%	1%	1%	3%	3%	2%	2%	3%	2%	1%
																			b	
3	(3.0)	66	38	27	-	22	13	18	13	4	4	7	8	6	9	11	10	7	44	22
		3%	4%	2%	-	3%	3%	3%	4%	4%	2%	3%	4%	3%	4%	3%	3%	3%	4%	2%
4	(4.0)	67	36	31	-	25	20	12	9	4	4	6	8	5	8	11	13	9	41	26
		3%	3%	3%	-	4%	4%	2%	2%	3%	1%	3%	3%	3%	3%	3%	4%	4%	3%	3%
						c	c													
5	(5.0)	159	85	73	1	46	46	42	25	9	29	11	14	14	18	26	28	12	84	76
		7%	8%	7%	13%	7%	9%	6%	7%	8%	10%	5%	6%	7%	7%	8%	8%	5%	7%	8%
											ci									
6	(6.0)	185	88	95	1	57	43	61	24	7	23	20	17	22	14	27	37	17	103	82
		8%	8%	9%	13%	9%	8%	9%	7%	6%	8%	9%	8%	12%	6%	8%	10%	7%	9%	8%
														f						
7	(7.0)	361	181	179	1	107	93	109	52	20	38	42	46	26	47	46	57	39	200	162
		17%	17%	16%	13%	17%	17%	16%	15%	19%	13%	20%	20%	14%	19%	14%	16%	18%	17%	17%
													bg							
8	(8.0)	458	220	236	2	119	117	137	85	19	62	42	52	34	45	78	77	50	261	197
		21%	21%	21%	25%	19%	22%	20%	24%	17%	21%	20%	23%	18%	19%	23%	21%	22%	22%	20%
9	(9.0)	309	144	164	1	97	73	94	45	12	44	32	25	29	37	48	45	36	175	134
		14%	14%	15%	13%	16%	14%	14%	13%	11%	15%	15%	11%	15%	15%	14%	12%	16%	14%	14%
10 - Very accurate	(10.0)	457	203	252	1	114	102	163	78	29	68	42	45	41	47	76	71	39	228	229
		21%	19%	23%	13%	19%	19%	24%	22%	26%	24%	20%	20%	22%	19%	23%	20%	18%	19%	23%
				a			ab												a	
Don't know		47	28	19	1	14	16	11	6	2	8	6	3	5	7	4	9	5	20	28
		2%	3%	2%	13%	2%	3%	2%	2%	2%	3%	3%	1%	2%	3%	1%	2%	2%	2%	3%
																			a	
Net: Accurate		1585	748	831	5	438	384	502	261	80	212	158	168	129	176	249	249	165	864	722
		73%	70%	75%	63%	71%	72%	74%	73%	73%	74%	74%	74%	68%	73%	74%	69%	74%	71%	74%
				a																

Impact of language on public attitudes to ageing

M1_11. Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	411	209	199	2	129	109	115	58	19	55	37	40	41	39	64	78	37	228	183
	19%	20%	18%	25%	21%	20%	17%	16%	18%	19%	17%	18%	22%	16%	19%	22%	17%	19%	19%
Net: Inaccurate	368	199	166	1	108	91	104	66	20	44	30	38	33	45	56	64	37	222	146
	17%	19%	15%	13%	17%	17%	15%	18%	19%	15%	14%	17%	17%	19%	17%	18%	17%	18%	15%
		b																b	
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2138	1036	1093	7	603	518	667	350	107	279	207	223	184	236	332	349	220	1188	949
Mean Score	7.49	7.35	7.62	7.57	7.43	7.50	7.56	7.44	7.48	7.72	7.53	7.38	7.43	7.39	7.62	7.38	7.42	7.36	7.66
			a							h								a	
Standard Deviation	2.195	2.256	2.128	1.718	2.130	2.052	2.295	2.317	2.373	2.086	2.106	2.211	2.291	2.275	2.119	2.217	2.222	2.274	2.081
Standard Error	.047	.071	.064	.649	.083	.090	.090	.132	.237	.124	.145	.142	.165	.161	.111	.121	.152	.064	.071
Error variance	*	.01	*	.42	.01	.01	.01	.02	.06	.02	.02	.02	.03	.03	.01	.01	.02	*	.01

Impact of language on public attitudes to ageing

M1_11. Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	21 1%	21 1%	1 *	21 1%	- -	6 1%	15 1%	10 1%	11 1%	12 1%	9 1%	16 1%	5 1%	5 1%	2 *	14 2% ab	9 1%	12 1%
1	(1.0)	12 1%	11 1%	1 *	12 1%	- -	2 *	9 1%	5 *	7 1%	6 *	6 1%	11 1%	1 *	6 1%	2 *	3 *	6 1%	5 1%
2	(2.0)	43 2%	37 2%	6 2%	42 2%	1 2%	14 2%	29 2%	13 1%	29 3% a	26 2%	16 2%	34 2%	9 1%	16 2%	9 1%	18 2%	23 2%	19 2%
3	(3.0)	66 3%	57 3%	9 3%	65 3%	2 3%	14 2%	50 3%	32 3%	34 3%	44 3%	22 3%	52 4% d	12 2%	25 3%	15 2%	24 3%	33 3%	32 3%
4	(4.0)	67 3%	54 3%	12 4%	66 3%	1 2%	14 2%	53 3%	35 3%	29 3%	44 3%	22 3%	52 4% d	14 2%	27 3%	24 4%	15 2%	35 3%	31 3%
5	(5.0)	159 7%	137 7%	23 7%	157 7%	3 4%	36 6%	119 8%	64 6%	88 8%	98 7%	57 8% c	81 6%	72 10% ac	56 7%	50 8%	49 7%	95 8%	63 7%
6	(6.0)	185 8%	156 8%	28 9%	176 8%	9 14% a	45 7%	137 9%	87 8%	96 9%	121 8%	62 9%	111 8%	72 10%	73 9%	50 8%	58 8%	96 8%	86 9%
7	(7.0)	361 17%	306 17%	55 17%	353 17%	8 13%	88 14%	270 17%	169 17%	189 17%	231 16%	128 18%	224 16%	134 19%	133 17%	115 18%	113 15%	204 17%	155 16%
8	(8.0)	458 21%	389 21%	69 21%	446 21%	13 20%	111 18%	338 22%	218 21%	235 21%	303 21%	151 21%	293 20%	162 22%	166 21%	135 21%	150 20%	246 20%	210 22%
9	(9.0)	309 14%	262 14%	47 14%	298 14%	11 17%	94 15%	213 14%	142 14%	165 15%	215 15%	92 13%	203 14%	105 15%	103 13%	97 15%	109 15%	174 14%	133 14%
10 - Very accurate	(10.0)	457 21%	384 21%	73 22%	440 21%	17 26%	173 28% b	278 18%	241 24% b	212 19%	330 23% bd	126 18%	337 23% bd	119 16%	150 19%	135 21%	169 23%	257 21%	195 20%
Don't know		47 2%	40 2%	8 2%	47 2%	* 1%	12 2%	32 2%	8 1%	36 3% a	28 2%	18 3%	27 2%	19 3%	16 2%	19 3%	12 2%	34 3% b	13 1%
Net: Accurate		1585 73%	1341 72%	244 74%	1537 72%	48 75%	465 76% b	1099 71%	770 75% b	800 71%	1079 74%	498 70%	1056 73%	520 72%	552 71%	483 74%	541 74%	882 73%	694 73%

Impact of language on public attitudes to ageing

M1_11. Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	411 19%	347 19%	63 19%	398 19%	13 20%	95 16%	309 20%	186 18%	213 19%	262 18%	141 20%	243 17%	158 22%	156 20%	125 19%	122 17%	226 19%	180 19%
Net: Inaccurate	368 17%	316 17%	51 15%	361 17%	6 10%	86 14%	275 18%	159 16%	198 18%	230 16%	132 19%	245 17%	113 16%	135 17%	104 16%	124 17%	202 17%	162 17%
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2138	1814	324	2074	63	597	1510	1016	1095	1429	692	1412	705	760	636	723	1180	942
Mean Score	7.49	7.47	7.61	7.48	7.88	7.80	7.37	7.60	7.40	7.59	7.30	7.52	7.48	7.40	7.59	7.51	7.53	7.44
						b		b		b		b						
Standard Deviation	2.195	2.219	2.054	2.201	1.960	2.225	2.177	2.161	2.223	2.165	2.249	2.306	1.949	2.181	2.045	2.333	2.161	2.236
Standard Error	.047	.055	.092	.049	.182	.091	.056	.068	.067	.057	.086	.062	.072	.078	.080	.090	.064	.071
Error variance	*	*	.01	*	.03	.01	*	*	*	*	.01	*	.01	.01	.01	.01	*	.01

Impact of language on public attitudes to ageing

M1_11. Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	21	14	1	-	1	5	5	13	3	3	12	6	-	6	8	7	11	4	5
		1%	1%	1%	-	1%	1%	1%	1%	1%	*	1%	1%	-	2%	1%	1%	2%	1%	1%
																		bc		
1	(1.0)	12	6	-	-	-	6	6	5	-	4	4	3	-	1	2	9	6	1	3
		1%	*	-	-	-	1%	1%	1%	-	1%	*	1%	-	*	*	1%	1%	*	*
																		b		
2	(2.0)	43	23	1	1	1	16	13	27	3	18	17	6	3	16	9	17	19	11	13
		2%	2%	1%	2%	2%	3%	2%	3%	1%	3%	2%	1%	7%	5%	1%	2%	4%	1%	1%
							a		c					bc	bc			bc		
3	(3.0)	66	46	3	1	2	14	17	42	7	20	28	17	-	7	26	33	22	22	19
		3%	3%	2%	1%	3%	3%	2%	4%	2%	3%	3%	4%	-	2%	3%	3%	5%	3%	2%
									a									c		
4	(4.0)	67	47	1	1	3	14	16	35	13	20	32	13	2	7	27	31	17	31	19
		3%	3%	1%	1%	3%	3%	2%	3%	4%	3%	3%	3%	5%	2%	3%	3%	4%	4%	2%
																		c		
5	(5.0)	159	99	12	7	6	35	46	60	50	46	80	30	3	17	78	54	18	90	38
		7%	7%	10%	10%	9%	8%	6%	6%	15%	7%	7%	8%	7%	5%	10%	5%	4%	12%	4%
									ab							ac		ac		
6	(6.0)	185	119	12	8	9	36	60	92	33	57	91	32	3	31	84	67	51	81	50
		8%	8%	10%	10%	13%	8%	7%	9%	10%	8%	8%	8%	9%	9%	11%	7%	11%	11%	6%
																c		c		
7	(7.0)	361	251	23	10	9	68	159	150	50	112	182	65	3	37	140	175	64	132	156
		17%	17%	19%	13%	12%	15%	20%	15%	15%	16%	17%	17%	7%	11%	18%	17%	14%	18%	18%
																a	a			
8	(8.0)	458	304	25	13	15	101	186	206	62	136	236	75	11	68	151	230	89	142	204
		21%	21%	21%	17%	20%	22%	23%	20%	18%	20%	22%	19%	30%	20%	20%	23%	19%	19%	23%
9	(9.0)	309	211	12	14	14	57	118	152	38	93	159	53	3	45	96	161	66	87	146
		14%	15%	10%	18%	19%	13%	14%	15%	11%	14%	15%	14%	9%	13%	12%	16%	14%	12%	17%
						b										b		b		
10 - Very accurate	(10.0)	457	297	27	19	12	99	172	213	69	151	218	78	9	106	131	205	102	109	220
		21%	20%	23%	25%	16%	22%	21%	21%	20%	22%	20%	20%	25%	30%	17%	20%	22%	15%	25%
															bc			b		b

Impact of language on public attitudes to ageing

M1_11. Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	47	32	4	2	2	7	13	22	11	18	21	8	-	6	17	17	1	26	10
	2%	2%	3%	2%	3%	2%	2%	2%	3%	3%	2%	2%	-	2%	2%	2%	*	4%	1%
																		ac	
Net: Accurate	1585	1064	88	56	50	325	635	721	219	493	794	270	26	256	518	771	321	470	726
	73%	73%	73%	74%	67%	71%	78%	71%	65%	72%	74%	70%	71%	74%	67%	77%	69%	64%	82%
							bc	c						b	b			ab	
Net: Neutral	411	266	25	16	18	85	122	186	96	123	203	75	8	55	189	152	86	201	106
	19%	18%	20%	21%	25%	19%	15%	18%	28%	18%	19%	20%	21%	16%	25%	15%	18%	27%	12%
								ab						ac	ac		c	ac	
Net: Inaccurate	368	236	17	10	13	89	104	182	74	112	173	75	7	55	150	152	94	159	97
	17%	16%	14%	13%	18%	20%	13%	18%	22%	16%	16%	19%	19%	16%	19%	15%	20%	22%	11%
								a	a						c		c	c	
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	7	8
Base for stats	2138	1420	117	73	72	451	798	994	326	662	1058	377	36	342	751	989	465	710	873
Mean Score	7.49	7.51	7.59	7.85	7.40	7.36	7.66	7.41	7.35	7.53	7.52	7.33	7.48	7.67	7.27	7.58	7.20	7.15	7.89
							bc							b	b			ab	
Standard Deviation	2.195	2.163	1.999	1.951	2.162	2.370	2.041	2.330	2.105	2.198	2.140	2.323	2.332	2.466	2.124	2.151	2.594	2.081	1.989
Standard Error	.047	.058	.170	.218	.222	.117	.071	.076	.113	.082	.067	.124	.394	.133	.078	.068	.122	.078	.067
Error variance	*	*	.03	.05	.05	.01	*	.01	.01	.01	*	.02	.16	.02	.01	*	.01	.01	*

Impact of language on public attitudes to ageing

M1_11. Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185	1208	629	282	713	1404	373	1741	348	1749
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	21	12	4	4	17	4	1	20	2	18
		1%	1%	1%	1%	2%	*	*	1%	1%	1%
						b					
1	(1.0)	12	4	3	5	4	7	2	10	4	6
		1%	*	*	2%	1%	1%	1%	1%	1%	*
					ab					b	
2	(2.0)	43	23	8	12	21	21	4	38	4	38
		2%	2%	1%	4%	3%	2%	1%	2%	1%	2%
					ab	b					
3	(3.0)	66	22	25	19	27	38	11	54	11	52
		3%	2%	4%	7%	4%	3%	3%	3%	3%	3%
				a	a						
4	(4.0)	67	34	19	10	19	45	12	54	9	57
		3%	3%	3%	4%	3%	3%	3%	3%	3%	3%
5	(5.0)	159	45	88	21	66	78	37	110	24	121
		7%	4%	14%	8%	9%	6%	10%	6%	7%	7%
				ac	a	b		b			
6	(6.0)	185	82	70	27	74	103	43	138	44	137
		8%	7%	11%	10%	10%	7%	11%	8%	13%	8%
				a		b		b		b	
7	(7.0)	361	188	115	48	120	234	66	281	69	272
		17%	16%	18%	17%	17%	17%	18%	16%	20%	16%
8	(8.0)	458	269	117	60	138	311	68	378	68	378
		21%	22%	19%	21%	19%	22%	18%	22%	19%	22%
9	(9.0)	309	206	71	28	101	206	57	251	59	242
		14%	17%	11%	10%	14%	15%	15%	14%	17%	14%
			bc								
10 - Very accurate	(10.0)	457	314	86	41	108	342	70	378	50	399
		21%	26%	14%	15%	15%	24%	19%	22%	14%	23%
			bc			a				a	

Impact of language on public attitudes to ageing

M1_11. Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	47	9	23	6	18	13	3	28	5	29
	2%	1%	4%	2%	2%	1%	1%	2%	1%	2%
Net: Accurate	1585	977	390	177	466	1094	261	1288	245	1291
	73%	81%	62%	63%	65%	78%	70%	74%	70%	74%
Net: Neutral	411	161	176	59	159	226	91	303	78	314
	19%	13%	28%	21%	22%	16%	24%	17%	22%	18%
Net: Inaccurate	368	140	146	72	155	193	67	287	54	292
	17%	12%	23%	25%	22%	14%	18%	16%	16%	17%
Median 1	8	8	7	7	7	8	8	8	8	8
Base for stats	2138	1199	605	276	695	1391	370	1713	344	1720
Mean Score	7.49	7.87	7.06	6.81	7.06	7.74	7.42	7.52	7.33	7.55
		bc				a				
Standard Deviation	2.195	2.094	2.089	2.498	2.393	2.058	2.062	2.235	2.065	2.216
Standard Error	.047	.060	.085	.151	.091	.055	.105	.054	.108	.054
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M2_11. Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	40	25	14	-	6	5	22	7	2	3	4	6	1	7	1	9	5	19	21
		2%	2%	1%	-	1%	1%	3%	2%	2%	1%	2%	3%	*	3%	*	3%	2%	2%	2%
								ab					g		g		g			
1	(1.0)	24	15	9	-	6	4	7	7	2	1	2	2	2	4	2	4	5	15	9
		1%	1%	1%	-	1%	1%	1%	2%	2%	*	1%	1%	1%	2%	1%	1%	2%	1%	1%
2	(2.0)	39	19	20	-	13	8	12	6	1	3	6	5	3	7	5	4	5	20	20
		2%	2%	2%	-	2%	1%	2%	2%	1%	1%	3%	2%	2%	3%	1%	1%	2%	2%	2%
3	(3.0)	78	40	38	-	21	13	22	22	3	13	11	10	5	15	7	9	5	48	29
		4%	4%	3%	-	3%	2%	3%	6%	3%	5%	5%	4%	3%	6%	2%	3%	2%	4%	3%
								abc							ghi					
4	(4.0)	106	56	49	1	33	24	36	12	4	8	7	12	8	9	19	28	11	53	52
		5%	5%	4%	13%	5%	5%	5%	3%	4%	3%	3%	5%	4%	4%	6%	8%	5%	4%	5%
																bc				
5	(5.0)	332	158	172	2	86	78	99	70	18	46	26	27	43	41	44	57	30	176	157
		15%	15%	16%	25%	14%	15%	15%	20%	16%	16%	12%	12%	23%	17%	13%	16%	14%	15%	16%
								abc						cdgi						
6	(6.0)	270	122	148	-	91	58	75	46	24	32	33	22	24	25	43	45	23	166	104
		12%	11%	13%	-	15%	11%	11%	13%	22%	11%	15%	10%	13%	10%	13%	13%	10%	14%	11%
						bc				bdefghi								b		
7	(7.0)	336	175	158	2	102	91	94	49	11	53	45	35	27	32	39	53	41	180	155
		15%	16%	14%	25%	16%	17%	14%	14%	10%	18%	21%	15%	14%	13%	12%	15%	18%	15%	16%
											ag	afg							g	
8	(8.0)	348	167	181	-	85	92	118	52	18	48	32	39	17	41	65	50	37	199	149
		16%	16%	16%	-	14%	17%	17%	15%	17%	17%	15%	17%	9%	17%	19%	14%	17%	16%	15%
										e	e		e		e	e	e			
9	(9.0)	199	108	91	-	70	59	54	16	10	22	13	25	19	21	47	27	15	117	82
		9%	10%	8%	-	11%	11%	8%	4%	9%	8%	6%	11%	10%	8%	14%	8%	7%	10%	8%
						cd	d	d								bchi				
10 - Very persuasive	(10.0)	292	128	161	1	80	69	101	42	13	42	28	26	25	28	53	41	35	149	142
		13%	12%	15%	13%	13%	13%	15%	12%	12%	15%	13%	12%	13%	11%	16%	12%	16%	12%	15%
Don't know		122	50	70	2	25	32	38	27	3	16	6	18	12	13	12	29	13	65	57
		6%	5%	6%	25%	4%	6%	6%	7%	3%	5%	3%	8%	7%	5%	4%	8%	6%	5%	6%
								a					cg			cg				
Net: Persuasive		1175	578	591	3	336	311	368	159	52	166	118	126	89	122	203	172	128	646	528
		54%	54%	53%	38%	54%	58%	54%	45%	47%	58%	55%	56%	47%	50%	61%	48%	57%	54%	54%
						d	d	d			eh				aefh		eh			

Impact of language on public attitudes to ageing

M2_11. Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	708	335	369	3	210	160	210	129	46	85	66	61	76	75	106	130	64	395	313
	32%	32%	33%	38%	34%	30%	31%	36%	42%	30%	31%	27%	40%	31%	31%	36%	28%	33%	32%
									bdi				bdgi			d			
Net: Unpersuasive	619	313	303	3	165	132	198	124	31	74	56	61	63	83	78	112	60	331	288
	28%	29%	27%	38%	27%	25%	29%	35%	28%	26%	26%	27%	34%	34%	23%	31%	27%	27%	29%
								ab					g	bg		g			
Median 1	7	7	7	8	7	7	7	6	6	7	7	7	7	7	8	7	7	7	7
Base for stats	2063	1013	1042	6	592	501	640	330	107	271	207	209	177	229	324	328	211	1143	920
Mean Score	6.73	6.65	6.81	6.33	6.79	6.96	6.70	6.33	6.59	6.93	6.62	6.71	6.65	6.40	7.17	6.51	6.76	6.73	6.73
					d	d	d			fh					acdefhi				
Standard Deviation	2.331	2.390	2.272	2.160	2.237	2.165	2.491	2.377	2.318	2.160	2.319	2.449	2.231	2.539	2.138	2.361	2.444	2.295	2.376
Standard Error	.051	.076	.070	.882	.088	.096	.100	.140	.233	.130	.160	.163	.164	.182	.114	.133	.170	.065	.082
Error variance	*	.01	*	.78	.01	.01	.01	.02	.05	.02	.03	.03	.03	.03	.01	.02	.03	*	.01

Impact of language on public attitudes to ageing

M2_11. Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	40	38	2	40	-	17	23	16	23	19	20	29	10	10	5	24	23	17
		2%	2%	1%	2%	-	3%	1%	2%	2%	1%	3%	2%	1%	1%	1%	3%	2%	2%
			b								a					ab			
1	(1.0)	24	21	2	23	1	6	18	12	12	15	9	18	6	12	6	6	15	9
		1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
2	(2.0)	39	36	3	39	-	11	27	23	15	22	17	28	11	16	11	12	25	14
		2%	2%	1%	2%	-	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%
3	(3.0)	78	68	10	75	2	22	56	37	41	51	27	54	23	25	21	32	38	40
		4%	4%	3%	4%	4%	4%	4%	4%	4%	3%	4%	4%	3%	3%	3%	4%	3%	4%
4	(4.0)	106	89	17	103	3	15	90	56	48	72	33	69	35	40	29	36	63	40
		5%	5%	5%	5%	5%	3%	6%	5%	4%	5%	5%	5%	5%	5%	4%	5%	5%	4%
								a											
5	(5.0)	332	296	36	322	10	86	240	155	169	213	115	216	110	108	97	124	199	129
		15%	16%	11%	15%	16%	14%	16%	15%	15%	15%	16%	15%	15%	14%	15%	17%	16%	14%
			b																
6	(6.0)	270	228	41	262	7	67	197	125	140	162	102	157	107	105	72	88	132	136
		12%	12%	13%	12%	11%	11%	13%	12%	12%	11%	14%	11%	15%	14%	11%	12%	11%	14%
												ac		ac					a
7	(7.0)	336	286	50	327	9	80	252	153	180	231	103	209	125	125	107	100	183	151
		15%	15%	15%	15%	14%	13%	16%	15%	16%	16%	14%	15%	17%	16%	16%	14%	15%	16%
8	(8.0)	348	292	56	337	11	100	243	165	180	241	106	234	114	121	107	117	193	155
		16%	16%	17%	16%	18%	16%	16%	16%	16%	17%	15%	16%	16%	16%	16%	16%	16%	16%
9	(9.0)	199	156	43	190	9	56	140	91	106	147	51	145	52	77	73	47	101	97
		9%	8%	13%	9%	14%	9%	9%	9%	9%	10%	7%	10%	7%	10%	11%	6%	8%	10%
				a							bd		bd		c	c			
10 - Very persuasive	(10.0)	292	234	57	283	9	111	178	153	135	207	84	202	87	95	88	106	155	134
		13%	13%	17%	13%	14%	18%	12%	15%	12%	14%	12%	14%	12%	12%	13%	15%	13%	14%
				a			b		b										
Don't know		122	107	15	119	3	39	77	39	80	77	43	76	44	41	38	41	88	34
		6%	6%	4%	6%	4%	6%	5%	4%	7%	5%	6%	5%	6%	5%	6%	6%	7%	4%
										a								b	
Net: Persuasive		1175	969	206	1137	37	347	814	562	601	825	344	790	378	418	375	371	632	537
		54%	52%	62%	54%	58%	57%	53%	55%	53%	57%	48%	55%	52%	54%	57%	50%	52%	56%
				a							bd		b		c				

Impact of language on public attitudes to ageing

M2_11. Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	708	613	94	687	20	168	527	336	358	447	250	442	252	253	198	248	393	305
	32%	33%	28%	32%	32%	28%	34%	33%	32%	31%	35%	31%	35%	33%	30%	34%	32%	32%
		b					a				ac		a					
Net: Unpersuasive	619	549	70	602	17	156	455	299	309	393	221	414	195	211	169	234	362	249
	28%	30%	21%	28%	26%	26%	29%	29%	27%	27%	31%	29%	27%	27%	26%	32%	30%	26%
		b									a					ab		
Median 1	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
Base for stats	2063	1746	317	2002	61	570	1465	986	1050	1379	667	1362	680	735	617	693	1126	921
Mean Score	6.73	6.64	7.22	6.72	7.03	6.95	6.65	6.75	6.71	6.86	6.46	6.75	6.70	6.72	6.92	6.56	6.66	6.82
			a				b				b		b			c		
Standard Deviation	2.331	2.351	2.156	2.336	2.146	2.480	2.272	2.360	2.310	2.285	2.420	2.401	2.196	2.299	2.203	2.474	2.356	2.300
Standard Error	.051	.059	.098	.053	.203	.103	.059	.075	.071	.061	.094	.066	.083	.083	.088	.097	.072	.074
Error variance	*	*	.01	*	.04	.01	*	.01	.01	*	.01	*	.01	.01	.01	.01	.01	.01

Impact of language on public attitudes to ageing

M2_11. Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	40	22	-	2	2	14	9	28	3	7	20	10	2	10	17	13	20	11	9
		2%	2%	-	3%	2%	3%	1%	3%	1%	1%	2%	3%	7%	3%	2%	1%	4%	1%	1%
							ab		ac					ab	c			bc		
1	(1.0)	24	12	1	-	1	10	6	13	5	9	8	7	-	4	7	13	11	3	8
		1%	1%	1%	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	2%	*	1%
							a											bc		
2	(2.0)	39	28	2	2	1	7	11	22	7	17	10	9	3	9	10	19	13	13	11
		2%	2%	2%	3%	1%	1%	1%	2%	2%	3%	1%	2%	7%	3%	1%	2%	3%	2%	1%
											b		b	b				c		
3	(3.0)	78	47	5	*	2	23	31	39	8	22	41	10	4	11	25	42	24	25	29
		4%	3%	4%	1%	3%	5%	4%	4%	2%	3%	4%	3%	12%	3%	3%	4%	5%	3%	3%
														abc						
4	(4.0)	106	71	7	3	2	23	39	52	14	29	61	15	-	13	41	49	23	41	35
		5%	5%	6%	5%	3%	5%	5%	5%	4%	4%	6%	4%	-	4%	5%	5%	5%	6%	4%
5	(5.0)	332	191	22	10	16	92	99	160	68	95	164	68	5	53	154	113	88	135	89
		15%	13%	18%	14%	21%	20%	12%	16%	20%	14%	15%	18%	13%	15%	20%	11%	19%	18%	10%
						a	a		a	a				c	c			c	c	
6	(6.0)	270	182	17	6	8	56	97	135	35	76	142	50	2	42	102	116	51	109	97
		12%	13%	14%	8%	11%	12%	12%	13%	10%	11%	13%	13%	6%	12%	13%	12%	11%	15%	11%
																			c	
7	(7.0)	336	241	13	14	11	56	138	143	52	111	164	57	4	46	124	163	58	123	148
		15%	17%	11%	19%	15%	12%	17%	14%	15%	16%	15%	15%	10%	13%	16%	16%	12%	17%	17%
			e																a	a
8	(8.0)	348	231	23	15	8	70	146	155	46	113	169	55	11	48	106	185	61	100	175
		16%	16%	19%	20%	11%	15%	18%	15%	14%	17%	16%	14%	31%	14%	14%	18%	13%	14%	20%
														abc			b			ab
9	(9.0)	199	153	9	8	9	20	90	78	28	73	89	35	1	24	53	121	40	51	102
		9%	11%	8%	10%	11%	4%	11%	8%	8%	11%	8%	9%	3%	7%	7%	12%	9%	7%	12%
			e		e	e		b									ab			b
10 - Very persuasive	(10.0)	292	198	13	10	11	57	110	134	45	93	147	46	4	66	80	133	56	70	152
		13%	14%	11%	14%	15%	12%	14%	13%	13%	14%	14%	12%	12%	19%	10%	13%	12%	10%	17%
														bc						ab

Impact of language on public attitudes to ageing

M2_11. Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	122	76	9	3	4	30	38	57	26	36	63	23	-	21	51	39	21	56	26
	6%	5%	8%	4%	6%	7%	5%	6%	8%	5%	6%	6%	-	6%	7%	4%	5%	8%	3%
								a							c			ac	
Net: Persuasive	1175	823	58	47	39	204	483	510	171	390	569	193	20	185	363	601	216	343	578
	54%	57%	48%	63%	52%	44%	60%	50%	51%	57%	53%	50%	55%	53%	47%	60%	46%	47%	65%
		e		be			bc			c					ab			ab	
Net: Neutral	708	443	46	20	27	171	235	347	118	199	367	133	7	108	298	278	162	285	221
	32%	31%	38%	27%	36%	37%	29%	34%	35%	29%	34%	35%	19%	31%	39%	28%	35%	39%	25%
					a			a			a				ac		c	c	
Net: Unpersuasive	619	371	36	19	23	169	194	314	105	179	305	120	14	100	253	250	179	228	181
	28%	26%	30%	25%	31%	37%	24%	31%	31%	26%	28%	31%	40%	29%	33%	25%	38%	31%	20%
					ac			a							c		bc	c	
Median 1	7	7	7	7	7	6	7	7	7	7	7	7	7	7	7	7	6	7	8
Base for stats	2063	1376	112	72	70	428	774	959	312	645	1016	362	36	327	718	967	446	680	856
Mean Score	6.73	6.85	6.69	6.95	6.78	6.27	6.96	6.54	6.70	6.86	6.73	6.54	6.05	6.76	6.46	6.90	6.21	6.49	7.20
		e		e			b			cd					b			ab	
Standard Deviation	2.331	2.282	2.104	2.302	2.343	2.492	2.198	2.445	2.271	2.299	2.290	2.418	2.926	2.564	2.247	2.302	2.661	2.148	2.203
Standard Error	.051	.062	.183	.259	.243	.127	.077	.081	.124	.087	.073	.132	.495	.142	.084	.074	.128	.083	.074
Error variance	*	*	.03	.07	.06	.02	.01	.01	.02	.01	.01	.02	.24	.02	.01	.01	.02	.01	.01

Impact of language on public attitudes to ageing

M2_11. Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people	
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
	Total	a	b	c	a	b	a	b	a	b
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%
0 - Very unpersuasive	(0.0)	40 2%	17 1%	5 1%	14 5%	14 ab	24 3%	16 1%	4 1%	35 2%
1	(1.0)	24 1%	10 1%	5 1%	8 3%	8 ab	7 1%	16 1%	- -	23 1%
2	(2.0)	39 2%	26 2%	7 1%	6 2%	6 ab	10 1%	29 2%	5 1%	33 2%
3	(3.0)	78 4%	40 3%	16 3%	20 7%	20 ab	23 3%	53 4%	13 3%	68 4%
4	(4.0)	106 5%	47 4%	37 6%	14 5%	14 ab	38 5%	64 5%	24 6%	75 4%
5	(5.0)	332 15%	151 12%	134 21%	36 13%	36 ac	115 16%	198 14%	45 12%	273 16%
6	(6.0)	270 12%	126 10%	99 16%	39 14%	39 a	93 13%	172 12%	56 15%	202 12%
7	(7.0)	336 15%	202 17%	88 14%	40 14%	40 ab	118 17%	214 15%	60 16%	275 16%
8	(8.0)	348 16%	218 18%	84 13%	38 13%	38 b	101 14%	237 17%	57 15%	274 16%
9	(9.0)	199 9%	131 11%	42 7%	26 9%	26 b	65 9%	131 9%	40 11%	155 9%

Impact of language on public attitudes to ageing

M2_11. Because of things like discriminatory attitudes, poorly designed services, and an economy that doesn't work for everyone, many of us aren't able to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Total	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people	
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very persuasive	292	196	60	26	79	211	59	229	44	242
	13%	16%	10%	9%	11%	15%	16%	13%	13%	14%
		bc				a				
Don't know	122	44	52	15	39	62	10	92	9	93
	6%	4%	8%	5%	5%	4%	3%	5%	3%	5%
			a					a		a
Net: Persuasive	1175	747	274	130	364	792	215	934	201	946
	54%	62%	44%	46%	51%	56%	58%	54%	58%	54%
		bc				a				
Net: Neutral	708	323	269	89	245	435	124	559	122	550
	32%	27%	43%	31%	34%	31%	33%	32%	35%	31%
			ac							
Net: Unpersuasive	619	292	204	99	218	377	93	508	85	507
	28%	24%	32%	35%	31%	27%	25%	29%	25%	29%
			a							
Median 1	7	7	6	6	7	7	7	7	7	7
Base for stats	2063	1164	577	267	674	1341	363	1649	339	1655
Mean Score	6.73	7.02	6.49	6.08	6.52	6.85	6.94	6.69	6.93	6.71
		bc		c		a				
Standard Deviation	2.331	2.304	2.075	2.704	2.407	2.302	2.231	2.368	2.121	2.380
Standard Error	.051	.067	.086	.166	.093	.063	.115	.059	.112	.059
Error variance	*	*	.01	.03	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M1_12. Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	21	15	6	-	1	3	12	4	1	2	4	1	1	1	4	5	1	12	8
		1%	1%	*	-	*	1%	2%	1%	1%	1%	2%	*	*	1%	1%	1%	1%	1%	1%
			b					a	a											
1	(1.0)	14	9	4	-	-	2	6	5	1	1	2	2	1	-	1	1	4	10	3
		1%	1%	*	-	-	*	1%	2%	1%	*	1%	1%	*	-	*	*	2%	1%	*
								a	a									f		
2	(2.0)	28	15	13	-	7	7	7	7	-	3	1	1	5	4	2	6	5	21	7
		1%	1%	1%	-	1%	1%	1%	2%	-	1%	1%	1%	3%	2%	1%	2%	2%	2%	1%
														g				b		
3	(3.0)	53	20	33	-	20	14	14	6	4	3	7	5	6	9	11	3	5	33	20
		2%	2%	3%	-	3%	3%	2%	2%	3%	1%	3%	2%	3%	4%	3%	1%	2%	3%	2%
															bh	h				
4	(4.0)	50	23	26	-	20	8	14	7	2	4	7	5	4	6	6	10	5	32	17
		2%	2%	2%	-	3%	2%	2%	2%	2%	1%	3%	2%	2%	3%	2%	3%	2%	3%	2%
						b														
5	(5.0)	148	71	75	2	62	34	36	17	15	23	9	16	17	18	20	18	12	78	69
		7%	7%	7%	25%	10%	6%	5%	5%	14%	8%	4%	7%	9%	7%	6%	5%	5%	6%	7%
						bcd				cdghi				c						
6	(6.0)	191	99	92	-	58	52	49	32	6	26	20	18	9	18	29	43	23	114	77
		9%	9%	8%	-	9%	10%	7%	9%	6%	9%	9%	8%	5%	7%	9%	12%	10%	9%	8%
																e	e			
7	(7.0)	343	163	179	1	93	95	93	62	14	43	37	40	21	26	60	59	43	192	151
		16%	15%	16%	13%	15%	18%	14%	17%	13%	15%	17%	18%	11%	11%	18%	17%	19%	16%	15%
												ef			ef		ef			
8	(8.0)	462	234	224	3	117	118	140	88	16	54	49	49	41	43	75	83	52	259	203
		21%	22%	20%	38%	19%	22%	21%	25%	15%	19%	23%	22%	22%	18%	22%	23%	23%	21%	21%
								a												
9	(9.0)	318	164	154	-	91	68	104	55	14	46	30	36	31	45	44	46	25	180	138
		15%	15%	14%	-	15%	13%	15%	16%	13%	16%	14%	16%	17%	19%	13%	13%	11%	15%	14%
														i						
10 - Very accurate	(10.0)	508	225	281	1	133	120	188	66	34	74	46	51	45	67	75	71	46	254	254
		23%	21%	25%	13%	22%	23%	28%	19%	31%	26%	22%	22%	24%	27%	22%	20%	20%	21%	26%
				a			abd			hi				h				a		
Don't know		50	24	25	1	16	12	15	6	3	7	2	3	8	4	8	12	4	22	28
		2%	2%	2%	13%	3%	2%	2%	2%	3%	2%	1%	1%	4%	2%	2%	3%	2%	2%	3%
														cd		c				

Impact of language on public attitudes to ageing

M1_12. Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Accurate	1631	786	838	5	433	400	525	272	78	217	162	175	138	181	253	260	166	884	747
	75%	74%	75%	63%	70%	75%	77%	76%	71%	76%	76%	78%	73%	75%	75%	73%	74%	73%	76%
							a	a											
Net: Neutral	388	194	193	2	140	94	99	55	23	53	36	38	30	42	56	71	39	225	164
	18%	18%	17%	25%	23%	18%	15%	16%	21%	18%	17%	17%	16%	17%	17%	20%	18%	19%	17%
					bcd														
Net: Inaccurate	313	154	157	2	110	68	90	46	23	37	30	31	34	39	46	43	32	188	126
	14%	15%	14%	25%	18%	13%	13%	13%	21%	13%	14%	14%	18%	16%	14%	12%	14%	16%	13%
					bc				bh				h						
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2135	1039	1087	7	601	521	663	350	107	280	212	224	181	238	328	346	220	1186	949
Mean Score	7.66	7.58	7.73	7.29	7.56	7.66	7.80	7.55	7.70	7.83	7.55	7.71	7.67	7.82	7.62	7.57	7.46	7.53	7.82
							a			i									a
Standard Deviation	2.129	2.181	2.080	1.799	2.049	2.021	2.256	2.164	2.292	2.034	2.215	2.017	2.238	2.173	2.114	2.069	2.173	2.191	2.038
Standard Error	.046	.068	.062	.680	.080	.088	.089	.123	.229	.121	.151	.130	.162	.153	.112	.113	.148	.061	.070
Error variance	*	*	*	.46	.01	.01	.01	.02	.05	.01	.02	.02	.03	.02	.01	.01	.02	*	*

Impact of language on public attitudes to ageing

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BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	21	20	1	21	-	10	11	7	14	10	10	17	4	6	1	14	11	10
		1%	1%	*	1%	-	2%	1%	1%	1%	1%	1%	1%	*	1%	*	2%	1%	1%
																	ab		
1	(1.0)	14	14	-	14	-	9	5	8	5	6	7	10	3	5	1	7	7	6
		1%	1%	-	1%	-	1%	*	1%	*	*	1%	1%	*	1%	*	1%	1%	1%
							b										b		
2	(2.0)	28	24	3	27	*	7	20	10	16	21	5	20	5	10	6	11	13	14
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
3	(3.0)	53	43	10	51	3	15	38	26	27	41	13	38	15	13	25	12	27	26
		2%	2%	3%	2%	4%	2%	2%	2%	2%	3%	2%	3%	2%	2%	4%	2%	2%	3%
																ac			
4	(4.0)	50	40	10	48	1	10	39	24	24	31	19	31	18	18	17	15	25	24
		2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	3%
5	(5.0)	148	124	24	144	4	39	105	66	79	87	57	87	56	72	45	29	87	60
		7%	7%	7%	7%	6%	6%	7%	6%	7%	6%	8%	6%	8%	9%	7%	4%	7%	6%
															c	c			
6	(6.0)	191	163	28	183	8	44	144	82	108	110	78	106	83	79	51	58	96	94
		9%	9%	9%	9%	12%	7%	9%	8%	10%	8%	11%	7%	11%	10%	8%	8%	8%	10%
												ac		ac					
7	(7.0)	343	291	52	331	12	73	266	143	197	224	115	212	128	117	115	110	191	151
		16%	16%	16%	16%	19%	12%	17%	14%	17%	15%	16%	15%	18%	15%	18%	15%	16%	16%
								a		a									
8	(8.0)	462	395	67	453	9	128	330	211	246	312	147	312	148	157	136	164	242	216
		21%	21%	20%	21%	14%	21%	21%	21%	22%	21%	21%	22%	20%	20%	21%	22%	20%	23%
9	(9.0)	318	262	56	308	10	94	221	158	158	211	106	212	103	114	85	118	182	133
		15%	14%	17%	15%	15%	16%	14%	15%	14%	14%	15%	15%	14%	15%	13%	16%	15%	14%
10 - Very accurate	(10.0)	508	436	71	493	15	173	323	278	223	368	139	363	143	171	155	177	297	207
		23%	24%	22%	23%	24%	28%	21%	27%	20%	25%	20%	25%	20%	22%	24%	24%	24%	22%
							b		b		bd		bd						
Don't know		50	41	9	49	1	8	39	13	34	36	13	30	19	14	18	18	36	14
		2%	2%	3%	2%	2%	1%	3%	1%	3%	2%	2%	2%	3%	2%	3%	2%	3%	1%
										a								b	
Net: Accurate		1631	1384	247	1585	46	468	1141	790	823	1115	508	1099	522	559	491	570	911	708
		75%	75%	74%	75%	73%	77%	74%	77%	73%	76%	72%	76%	72%	72%	75%	78%	75%	74%
									b		bd		bd				a		

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BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	388 18%	327 18%	62 19%	375 18%	13 21%	93 15%	288 19%	171 17%	211 19%	228 16%	153 22% ac	224 16%	156 22% ac	168 22% bc	113 17%	102 14%	208 17%	177 19%
Net: Inaccurate	313 14%	266 14%	47 14%	304 14%	9 14%	89 15%	219 14%	140 14%	165 15%	197 13%	111 16%	204 14%	100 14%	124 16% c	95 15%	89 12%	170 14%	140 15%
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2135	1813	323	2072	63	601	1503	1012	1097	1421	697	1409	705	762	637	716	1178	942
Mean Score	7.66	7.65	7.70	7.66	7.65	7.78	7.61	7.81	7.52	7.76	7.48	7.72	7.58	7.58	7.68	7.73	7.73	7.57
								b		b		b						
Standard Deviation	2.129	2.154	1.984	2.133	2.018	2.302	2.051	2.118	2.122	2.107	2.160	2.191	1.971	2.103	2.022	2.234	2.113	2.146
Standard Error	.046	.053	.089	.047	.188	.094	.053	.066	.064	.056	.082	.059	.073	.075	.079	.086	.063	.068
Error variance	*	*	.01	*	.04	.01	*	*	*	*	.01	*	.01	.01	.01	.01	*	*

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BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	21	10	1	-	-	10	5	16	-	10	6	5	-	5	9	7	7	8	6
		1%	1%	1%	-	-	2%	1%	2%	-	1%	1%	1%	-	1%	1%	1%	1%	1%	1%
							a		ac											
1	(1.0)	14	7	-	-	-	6	3	8	2	5	5	3	1	3	4	6	3	4	7
		1%	1%	-	-	-	1%	*	1%	1%	1%	*	1%	3%	1%	1%	1%	1%	1%	1%
2	(2.0)	28	20	-	1	1	6	5	17	6	8	13	5	1	4	8	16	10	7	9
		1%	1%	-	1%	1%	1%	1%	2%	2%	1%	1%	1%	4%	1%	1%	2%	2%	1%	1%
							a		a	a										
3	(3.0)	53	38	1	3	3	9	13	29	9	16	29	8	-	10	21	22	19	18	15
		2%	3%	1%	4%	4%	2%	2%	3%	3%	2%	3%	2%	-	3%	3%	2%	4%	2%	2%
							c													
4	(4.0)	50	33	5	1	1	10	18	23	8	13	23	12	1	7	23	18	13	19	16
		2%	2%	4%	2%	1%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	3%	3%	2%
5	(5.0)	148	101	7	4	8	27	37	71	38	47	73	27	1	16	80	45	28	81	32
		7%	7%	6%	6%	11%	6%	5%	7%	11%	7%	7%	7%	3%	5%	10%	4%	6%	11%	4%
							a		a	ab						ac		c	ac	
6	(6.0)	191	129	10	5	5	41	83	80	25	60	87	40	4	21	84	80	46	82	59
		9%	9%	8%	7%	7%	9%	10%	8%	7%	9%	8%	10%	12%	6%	11%	8%	10%	11%	7%
							c		c	c						ac		c	c	
7	(7.0)	343	225	21	12	9	76	127	162	55	120	163	55	6	55	110	171	79	131	125
		16%	15%	17%	16%	12%	17%	16%	16%	16%	18%	15%	14%	17%	16%	14%	17%	17%	18%	14%
							c												c	
8	(8.0)	462	317	23	13	14	94	181	211	68	130	236	87	9	66	172	214	94	142	203
		21%	22%	19%	17%	19%	20%	22%	21%	20%	19%	22%	22%	26%	19%	22%	21%	20%	19%	23%
9	(9.0)	318	208	22	9	7	72	123	150	43	95	166	52	4	48	81	185	54	92	159
		15%	14%	18%	11%	10%	16%	15%	15%	13%	14%	15%	14%	10%	14%	11%	18%	12%	13%	18%
							ab									ab			ab	
10 - Very accurate	(10.0)	508	327	30	25	23	101	204	226	73	163	253	83	8	106	158	230	107	133	243
		23%	23%	25%	33%	30%	22%	25%	22%	22%	24%	23%	21%	22%	30%	21%	23%	23%	18%	28%
					ae		b								bc			b		b
Don't know		50	36	1	2	4	8	14	24	11	15	26	9	1	6	18	11	6	19	9
		2%	2%	*	3%	5%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	1%	1%	3%	1%
							b									c			c	

Impact of language on public attitudes to ageing

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BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Accurate	1631	1077	96	58	53	342	635	748	238	507	817	276	27	275	521	801	335	498	730
	75%	74%	79%	77%	71%	75%	78%	74%	71%	75%	76%	72%	75%	79%	68%	80%	72%	68%	83%
							bc							b		b			ab
Net: Neutral	388	264	22	11	14	78	138	174	71	120	183	79	6	45	187	143	87	182	107
	18%	18%	19%	14%	19%	17%	17%	17%	21%	18%	17%	20%	17%	13%	24%	14%	19%	25%	12%
															ac		c	ac	
Net: Inaccurate	313	209	14	9	13	67	80	164	64	98	149	60	4	46	146	114	80	137	84
	14%	14%	12%	13%	17%	15%	10%	16%	19%	14%	14%	16%	11%	13%	19%	11%	17%	19%	10%
								a	a						ac		c	c	
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2135	1416	120	73	71	450	798	992	327	666	1054	376	35	342	751	995	461	717	873
Mean Score	7.66	7.65	7.88	7.96	7.82	7.54	7.88	7.54	7.50	7.62	7.73	7.53	7.55	7.85	7.37	7.80	7.41	7.33	8.02
							bc							b		b			ab
Standard Deviation	2.129	2.089	1.912	2.046	2.104	2.307	1.921	2.269	2.110	2.189	2.060	2.191	2.226	2.244	2.187	2.035	2.317	2.118	1.985
Standard Error	.046	.056	.161	.230	.219	.114	.066	.074	.113	.082	.064	.117	.382	.121	.080	.064	.109	.079	.066
Error variance	*	*	.03	.05	.05	.01	*	.01	.01	.01	*	.01	.15	.01	.01	*	.01	.01	*

Impact of language on public attitudes to ageing

M1_12. Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185	1208	629	282	713	1404	373	1741	348	1749
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	21	9	5	7	15	6	3	18	2	18
		1%	1%	1%	2%	2%	*	1%	1%	1%	1%
					ab	b					
1	(1.0)	14	7	7	-	8	6	3	10	3	11
		1%	1%	1%	-	1%	*	1%	1%	1%	1%
2	(2.0)	28	8	12	8	15	12	4	23	4	23
		1%	1%	2%	3%	2%	1%	1%	1%	1%	1%
				a	a	b					
3	(3.0)	53	23	13	16	24	30	10	43	8	42
		2%	2%	2%	6%	3%	2%	3%	2%	2%	2%
					ab						
4	(4.0)	50	18	20	12	24	25	12	38	13	35
		2%	1%	3%	4%	3%	2%	3%	2%	4%	2%
				a	a	b				b	
5	(5.0)	148	55	72	11	57	75	28	110	30	103
		7%	5%	11%	4%	8%	5%	8%	6%	9%	6%
				ac		b				b	
6	(6.0)	191	76	72	39	78	109	41	146	40	145
		9%	6%	11%	14%	11%	8%	11%	8%	12%	8%
				a	a	b				b	
7	(7.0)	343	187	94	54	122	211	54	278	48	285
		16%	15%	15%	19%	17%	15%	14%	16%	14%	16%
8	(8.0)	462	257	140	53	134	321	90	358	74	374
		21%	21%	22%	19%	19%	23%	24%	21%	21%	21%
							a				
9	(9.0)	318	212	65	34	91	223	49	265	47	264
		15%	18%	10%	12%	13%	16%	13%	15%	14%	15%
			bc								

Impact of language on public attitudes to ageing

M1_12. Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Total	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people	
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very accurate	508	340	111	40	128	372	72	426	71	424
	23%	28%	18%	14%	18%	27%	19%	24%	20%	24%
		bc	a			a		a		
Don't know	50	18	18	7	16	16	6	27	7	25
	2%	1%	3%	3%	2%	1%	2%	2%	2%	1%
			a		b					
Net: Accurate	1631	995	410	182	475	1127	265	1326	241	1347
	75%	82%	65%	64%	67%	80%	71%	76%	69%	77%
		bc	a	a	b	a	b	a	b	a
Net: Neutral	388	149	163	62	159	208	81	294	84	283
	18%	12%	26%	22%	22%	15%	22%	17%	24%	16%
			a	a	b		b		b	
Net: Inaccurate	313	120	128	54	143	152	61	242	60	232
	14%	10%	20%	19%	20%	11%	16%	14%	17%	13%
			a	a	b				b	
Median 1	8	8	8	7	8	8	8	8	8	8
Base for stats	2135	1191	610	275	697	1388	367	1714	342	1724
Mean Score	7.66	8.03	7.23	6.97	7.16	7.94	7.45	7.71	7.46	7.72
		bc	a		a		a		a	
Standard Deviation	2.129	1.970	2.177	2.378	2.383	1.943	2.136	2.137	2.132	2.118
Standard Error	.046	.057	.088	.144	.090	.052	.110	.052	.112	.051
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M2_12. Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	29	16	13	-	6	5	15	4	2	1	3	2	1	1	8	5	4	15	14
		1%	2%	1%	-	1%	1%	2%	1%	2%	*	2%	1%	*	1%	2%	1%	2%	1%	1%
															b					
1	(1.0)	19	6	13	-	3	4	6	6	1	1	3	3	-	2	2	1	6	10	9
		1%	1%	1%	-	*	1%	1%	2%	1%	*	2%	1%	-	1%	1%	*	3%	1%	1%
									a								begh			
2	(2.0)	43	25	18	-	10	11	13	9	3	7	5	6	3	7	6	6	1	26	17
		2%	2%	2%	-	2%	2%	2%	2%	3%	2%	3%	2%	2%	3%	2%	2%	*	2%	2%
3	(3.0)	74	35	39	-	26	13	22	13	2	5	12	9	6	9	7	14	11	44	30
		3%	3%	4%	-	4%	2%	3%	4%	2%	2%	5%	4%	3%	4%	2%	4%	5%	4%	3%
											bg									
4	(4.0)	101	54	47	-	35	19	29	19	9	15	14	10	13	9	10	12	10	55	46
		5%	5%	4%	-	6%	4%	4%	5%	8%	5%	7%	4%	7%	4%	3%	3%	5%	5%	5%
										gh		g		g						
5	(5.0)	331	142	186	2	93	85	92	60	18	46	26	34	29	40	40	63	34	188	142
		15%	13%	17%	25%	15%	16%	14%	17%	16%	16%	12%	15%	15%	17%	12%	18%	15%	16%	15%
				a												g				
6	(6.0)	292	137	154	1	82	71	85	54	10	31	31	21	26	24	50	63	37	158	133
		13%	13%	14%	13%	13%	13%	13%	15%	9%	11%	15%	10%	14%	10%	15%	18%	16%	13%	14%
																abdf	df			
7	(7.0)	333	165	167	-	90	83	100	60	14	38	35	37	31	32	52	53	41	188	145
		15%	16%	15%	-	15%	15%	15%	17%	13%	13%	16%	16%	16%	13%	16%	15%	18%	16%	15%
8	(8.0)	369	198	170	1	105	97	110	56	17	57	31	43	27	51	61	51	30	218	151
		17%	19%	15%	13%	17%	18%	16%	16%	16%	20%	15%	19%	14%	21%	18%	14%	14%	18%	15%
			b											hi						
9	(9.0)	203	105	96	2	61	55	67	19	16	20	18	24	23	19	39	30	13	115	88
		9%	10%	9%	25%	10%	10%	10%	5%	15%	7%	8%	11%	12%	8%	12%	8%	6%	10%	9%
						d	d	d		bi				bi		bi				
10 - Very persuasive	(10.0)	264	126	136	1	68	63	102	30	11	51	28	23	15	34	41	37	25	128	136
		12%	12%	12%	13%	11%	12%	15%	9%	10%	18%	13%	10%	8%	14%	12%	10%	11%	11%	14%
							ad				deg	hi						a		
Don't know		127	54	72	1	38	27	37	25	6	15	7	14	15	14	21	23	13	62	66
		6%	5%	6%	13%	6%	5%	5%	7%	6%	5%	3%	6%	8%	6%	6%	6%	6%	5%	7%
														c						
Net: Persuasive		1169	593	570	4	325	298	379	167	59	166	112	127	96	136	193	171	109	650	519
		53%	56%	51%	50%	53%	56%	56%	47%	54%	58%	52%	56%	51%	56%	58%	48%	48%	54%	53%
			b				d	d			hi		h			hi				

Impact of language on public attitudes to ageing

M2_12. Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	724	333	387	3	210	175	206	133	36	91	71	65	68	73	100	138	81	402	322
	33%	31%	35%	38%	34%	33%	30%	37%	33%	32%	33%	29%	36%	30%	30%	39%	36%	33%	33%
Net: Unpersuasive	597	280	316	2	173	137	177	110	35	75	64	64	52	69	73	100	66	338	260
	27%	26%	28%	25%	28%	26%	26%	31%	32%	26%	30%	28%	28%	28%	22%	28%	30%	28%	27%
Median 1	7	7	7	8	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
Base for stats	2058	1010	1039	7	579	506	641	331	103	272	206	212	174	228	315	335	211	1146	912
Mean Score	6.75	6.78	6.70	7.43	6.74	6.87	6.85	6.39	6.67	7.05	6.55	6.73	6.71	6.86	6.93	6.62	6.44	6.71	6.80
Standard Deviation	2.241	2.252	2.230	2.070	2.181	2.146	2.378	2.182	2.384	2.192	2.393	2.266	2.039	2.254	2.254	2.133	2.308	2.209	2.281
Standard Error	.049	.072	.069	.782	.087	.095	.095	.128	.243	.132	.166	.150	.150	.162	.122	.119	.160	.063	.080
Error variance	*	.01	*	.61	.01	.01	.01	.02	.06	.02	.03	.02	.02	.03	.01	.01	.03	*	.01

Impact of language on public attitudes to ageing

M2_12. Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	29	27	2	28	1	16	11	15	14	18	11	15	14	10	3	17	20	9
		1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	2%	1%	*	2%	2%	1%
							b										b		
1	(1.0)	19	17	2	19	-	12	8	10	9	9	10	11	8	5	4	11	9	10
		1%	1%	1%	1%	-	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							b					a							
2	(2.0)	43	37	7	43	*	7	33	23	19	32	11	26	15	19	11	13	30	13
		2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%
3	(3.0)	74	68	6	71	3	24	50	38	34	51	23	47	27	28	21	24	36	38
		3%	4%	2%	3%	5%	4%	3%	4%	3%	3%	3%	3%	4%	4%	3%	3%	3%	4%
			b																
4	(4.0)	101	88	13	99	3	25	76	50	51	65	36	67	33	42	24	33	59	41
		5%	5%	4%	5%	4%	4%	5%	5%	5%	4%	5%	5%	5%	5%	4%	4%	5%	4%
5	(5.0)	331	291	40	322	8	75	248	159	165	223	102	227	96	122	101	104	192	136
		15%	16%	12%	15%	13%	12%	16%	15%	15%	15%	14%	16%	13%	16%	15%	14%	16%	14%
			b					a											
6	(6.0)	292	251	41	284	8	87	202	124	166	182	106	180	108	104	88	97	174	118
		13%	14%	12%	13%	13%	14%	13%	12%	15%	13%	15%	12%	15%	13%	13%	13%	14%	12%
7	(7.0)	333	283	49	323	10	82	249	145	187	212	120	220	112	128	97	109	165	165
		15%	15%	15%	15%	16%	13%	16%	14%	17%	15%	17%	15%	15%	16%	15%	15%	14%	17%
																			a
8	(8.0)	369	303	65	357	12	87	275	182	184	246	120	236	131	121	114	127	188	179
		17%	16%	20%	17%	19%	14%	18%	18%	16%	17%	17%	16%	18%	16%	17%	17%	15%	19%
								a											a
9	(9.0)	203	159	44	197	7	66	136	99	102	148	55	137	65	67	75	61	103	99
		9%	9%	13%	9%	10%	11%	9%	10%	9%	10%	8%	10%	9%	9%	11%	8%	8%	10%
				a															
10 - Very persuasive	(10.0)	264	223	41	255	9	93	167	133	123	189	75	188	74	80	82	99	153	107
		12%	12%	12%	12%	14%	15%	11%	13%	11%	13%	11%	13%	10%	10%	13%	13%	13%	11%
							b						d						
Don't know		127	106	21	125	2	35	88	47	75	84	41	84	41	50	36	41	85	41
		6%	6%	6%	6%	4%	6%	6%	5%	7%	6%	6%	6%	6%	6%	5%	6%	7%	4%
										a								b	
Net: Persuasive		1169	969	200	1131	38	327	828	559	597	794	369	781	381	396	367	395	608	551
		53%	52%	60%	53%	60%	54%	54%	55%	53%	54%	52%	54%	53%	51%	56%	54%	50%	58%
				a															a

Impact of language on public attitudes to ageing

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BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	724 33%	630 34% b	94 28%	705 33%	19 30%	187 31%	526 34%	333 32%	382 34%	470 32%	244 34%	474 33%	237 33%	268 35%	213 33%	234 32%	426 35% b	295 31%
Net: Unpersuasive	597 27%	528 28% b	69 21%	582 27%	15 24%	160 26%	425 28%	294 29%	293 26%	397 27%	194 27%	394 27%	193 27%	225 29%	164 25%	201 27%	347 29%	247 26%
Median 1	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
Base for stats	2058	1747	311	1996	62	574	1455	978	1056	1373	669	1355	682	726	619	693	1129	915
Mean Score	6.75	6.68	7.11 a	6.74	7.00	6.77	6.75	6.76	6.74	6.81	6.62	6.81	6.64	6.61	6.94 a	6.71	6.67	6.84
Standard Deviation	2.241	2.261	2.090	2.244	2.154	2.490	2.121	2.304	2.172	2.248	2.231	2.219	2.279	2.212	2.107 a	2.377	2.304	2.158
Standard Error	.049	.057	.096	.051	.203	.104	.056	.073	.067	.060	.087	.061	.086	.081	.084	.093	.070	.069
Error variance	*	*	.01	*	.04	.01	*	.01	*	*	.01	*	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

M2_12. Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Total	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded	
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905	
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0 - Very unpersuasive	(0.0)	29	14	1	1	2	10	5	19	5	17	6	6	-	5	11	13	7	13	9
		1%	1%	1%	2%	3%	2%	1%	2%	1%	3%	1%	2%	-	1%	1%	1%	2%	2%	1%
						a		a		b										
1	(1.0)	19	10	2	1	-	6	2	13	4	7	6	5	1	11	4	5	8	5	5
		1%	1%	2%	1%	-	1%	*	1%	1%	1%	1%	1%	3%	3%	*	*	2%	1%	1%
									a	a			b	bc						
2	(2.0)	43	30	1	1	3	9	10	25	8	13	25	5	-	5	16	22	13	13	14
		2%	2%	1%	2%	3%	2%	1%	2%	2%	2%	2%	1%	-	2%	2%	2%	3%	2%	2%
3	(3.0)	74	49	3	2	6	15	22	35	17	18	41	11	4	11	31	31	23	26	24
		3%	3%	2%	2%	7%	3%	3%	3%	5%	3%	4%	3%	10%	3%	4%	3%	5%	4%	3%
					a		a		a				ac				c			
4	(4.0)	101	66	7	2	2	25	33	56	13	22	55	20	3	19	40	39	29	39	32
		5%	5%	5%	2%	2%	5%	4%	5%	4%	3%	5%	5%	10%	5%	5%	4%	6%	5%	4%
										a				a				c		
5	(5.0)	331	222	19	15	8	67	108	166	53	95	175	58	3	48	150	123	70	151	96
		15%	15%	16%	20%	10%	15%	13%	16%	16%	14%	16%	15%	8%	14%	20%	12%	15%	21%	11%
															ac			c	ac	
6	(6.0)	292	193	15	9	11	63	96	143	51	98	133	52	7	49	113	125	64	103	114
		13%	13%	13%	12%	15%	14%	12%	14%	15%	14%	12%	14%	20%	14%	15%	12%	14%	14%	13%
7	(7.0)	333	213	19	10	11	79	152	138	42	115	138	73	6	48	123	152	68	111	144
		15%	15%	16%	13%	15%	17%	19%	14%	12%	17%	13%	19%	17%	14%	16%	15%	15%	15%	16%
								bc			b		b							
8	(8.0)	369	259	17	8	13	72	162	154	49	110	185	64	10	45	111	210	69	120	171
		17%	18%	14%	11%	17%	16%	20%	15%	15%	16%	17%	17%	27%	13%	15%	21%	15%	16%	19%
								bc						ab						a
9	(9.0)	203	143	13	12	6	30	81	90	31	68	107	27	1	36	53	110	32	57	106
		9%	10%	10%	16%	8%	6%	10%	9%	9%	10%	10%	7%	3%	10%	7%	11%	7%	8%	12%
			e		e									b	b	b				ab
10 - Very persuasive	(10.0)	264	179	15	11	6	53	100	119	40	79	137	45	1	48	74	134	58	53	138
		12%	12%	12%	14%	8%	12%	12%	12%	12%	12%	13%	12%	3%	14%	10%	13%	12%	7%	16%
														b	b	b		b		b
Don't know		127	76	9	4	8	29	40	59	24	37	71	18	-	23	42	41	27	45	29
		6%	5%	8%	6%	11%	6%	5%	6%	7%	5%	7%	5%	-	7%	5%	4%	6%	6%	3%
					a												c	c		

Impact of language on public attitudes to ageing

M2_12. Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Persuasive	1169	794	64	40	35	234	496	501	162	373	567	209	18	177	362	607	227	341	559
	53%	55%	53%	53%	48%	51%	61%	49%	48%	55%	53%	54%	49%	51%	47%	60%	49%	46%	63%
							bc									ab			ab
Net: Neutral	724	480	41	26	21	155	238	364	117	215	363	130	14	116	304	288	162	293	242
	33%	33%	34%	34%	28%	34%	29%	36%	35%	32%	34%	34%	38%	33%	39%	29%	35%	40%	27%
								a								ac	c	c	
Net: Unpersuasive	597	390	33	22	20	133	180	312	100	172	307	105	11	98	252	233	149	247	180
	27%	27%	27%	29%	26%	29%	22%	31%	30%	25%	28%	27%	31%	28%	33%	23%	32%	34%	20%
								a	a							c	c	c	
Median 1	7	7	7	7	7	7	7	7	7	7	7	7	6	7	6	7	7	6	7
Base for stats	2058	1376	112	71	66	429	772	957	313	643	1008	367	36	325	727	965	440	691	853
Mean Score	6.75	6.82	6.78	6.90	6.39	6.54	7.04	6.56	6.58	6.74	6.80	6.68	6.16	6.67	6.45	6.99	6.47	6.39	7.16
		e					bc									ab			ab
Standard Deviation	2.241	2.195	2.231	2.333	2.426	2.332	2.009	2.348	2.345	2.311	2.208	2.209	2.053	2.446	2.173	2.200	2.392	2.145	2.156
Standard Error	.049	.059	.194	.266	.260	.119	.071	.078	.128	.088	.070	.119	.347	.136	.081	.071	.116	.082	.073
Error variance	*	*	.04	.07	.07	.01	*	.01	.02	.01	*	.01	.12	.02	.01	*	.01	.01	.01

Impact of language on public attitudes to ageing

M2_12. Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
	Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726	
Total	2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%	
0 - Very unpersuasive	(0.0)	29 1%	16 1%	4 1%	7 3%	7 b	6 2%	22 1%	4 1%	24 1%	
1	(1.0)	19 1%	10 1%	6 1%	3 1%	10 1%	9 1%	2 1%	17 1%	3 1%	15 1%
2	(2.0)	43 2%	24 2%	9 1%	9 3%	21 b	22 2%	8 2%	34 2%	5 1%	38 2%
3	(3.0)	74 3%	36 3%	17 3%	21 7%	29 4%	44 3%	17 4%	57 3%	16 5%	57 3%
4	(4.0)	101 5%	43 4%	38 6%	19 7%	31 4%	68 5%	16 4%	83 5%	16 4%	82 5%
5	(5.0)	331 15%	145 12%	127 20%	45 16%	109 15%	202 14%	52 14%	269 15%	39 11%	274 16%
6	(6.0)	292 13%	151 13%	96 15%	37 13%	97 14%	190 14%	59 16%	226 13%	49 14%	238 14%
7	(7.0)	333 15%	203 17%	83 13%	39 14%	102 14%	225 16%	57 15%	269 15%	64 18%	257 15%
8	(8.0)	369 17%	220 18%	108 17%	36 13%	120 17%	242 17%	63 17%	296 17%	58 17%	299 17%
9	(9.0)	203 9%	133 11%	45 7%	26 9%	69 10%	132 9%	40 11%	161 9%	47 13%	152 9%

Impact of language on public attitudes to ageing

M2_12. Because of the way our society currently works, some of us aren't given the same opportunities to live as healthy and purposeful later lives as we could: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Total	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people	
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very persuasive	264	175	58	19	73	186	43	217	40	220
	12%	14%	9%	7%	10%	13%	11%	12%	11%	13%
		bc				a				
Don't know	127	52	38	21	37	69	11	92	7	94
	6%	4%	6%	8%	5%	5%	3%	5%	2%	5%
				a						a
Net: Persuasive	1169	730	294	120	364	786	202	943	209	927
	53%	60%	47%	42%	51%	56%	54%	54%	60%	53%
		bc				a			b	
Net: Neutral	724	339	261	101	236	460	127	577	104	593
	33%	28%	42%	36%	33%	33%	34%	33%	30%	34%
			a	a						
Net: Unpersuasive	597	274	201	104	216	359	101	481	83	490
	27%	23%	32%	37%	30%	26%	27%	28%	24%	28%
			a	a	b					
Median 1	7	7	6	6	7	7	7	7	7	7
Base for stats	2058	1156	591	261	676	1335	362	1649	341	1654
Mean Score	6.75	7.00	6.54	6.10	6.52	6.87	6.72	6.76	6.88	6.73
		bc	c			a				
Standard Deviation	2.241	2.234	2.077	2.401	2.384	2.170	2.246	2.243	2.204	2.255
Standard Error	.049	.066	.086	.150	.092	.059	.116	.055	.116	.056
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M1_13. Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	10	4	6	-	1	2	7	-	1	2	-	1	-	2	1	1	2	5	5
		*	*	1%	-	*	*	1%	-	1%	1%	-	*	-	1%	*	*	1%	*	1%
								a												
1	(1.0)	8	4	4	-	4	2	-	1	-	1	-	2	*	-	3	-	1	5	3
		*	*	*	-	1%	*	-	*	-	*	-	1%	*	-	1%	-	1%	*	*
						c														
2	(2.0)	14	6	8	-	5	5	3	1	1	3	1	2	2	1	1	1	2	6	8
		1%	1%	1%	-	1%	1%	*	*	1%	1%	1%	1%	1%	*	*	*	1%	*	1%
3	(3.0)	31	21	10	-	9	7	9	5	4	2	3	3	4	3	5	3	4	17	14
		1%	2%	1%	-	1%	1%	1%	1%	4%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%
			b							bh										
4	(4.0)	28	14	14	-	19	6	2	2	-	5	5	6	1	1	4	3	2	18	10
		1%	1%	1%	-	3%	1%	*	1%	-	2%	2%	3%	1%	1%	1%	1%	1%	2%	1%
						bcd														
5	(5.0)	159	77	81	1	59	41	40	19	6	22	10	23	14	15	36	17	16	85	74
		7%	7%	7%	13%	10%	8%	6%	5%	5%	8%	5%	10%	8%	6%	11%	5%	7%	7%	8%
						cd							ch			ch				
6	(6.0)	168	85	82	1	63	42	45	18	6	16	16	9	17	27	26	23	29	102	66
		8%	8%	7%	13%	10%	8%	7%	5%	6%	5%	7%	4%	9%	11%	8%	6%	13%	8%	7%
						cd								d		bd		abcdgh		
7	(7.0)	386	195	189	2	112	105	117	53	23	52	45	37	27	42	57	72	31	216	170
		18%	18%	17%	25%	18%	20%	17%	15%	21%	18%	21%	16%	14%	17%	17%	20%	14%	18%	17%
8	(8.0)	534	257	275	1	129	130	179	96	20	61	50	53	52	54	70	109	65	307	227
		24%	24%	25%	13%	21%	24%	26%	27%	18%	21%	24%	24%	28%	22%	21%	31%	29%	25%	23%
								a	a								abfg	abg		
9	(9.0)	333	163	168	2	93	72	104	65	18	43	30	39	29	42	55	48	29	191	142
		15%	15%	15%	25%	15%	13%	15%	18%	16%	15%	14%	17%	15%	17%	16%	13%	13%	16%	15%
10 - Very accurate	(10.0)	455	211	243	1	105	101	160	89	28	74	48	47	35	47	70	71	35	234	221
		21%	20%	22%	13%	17%	19%	24%	25%	26%	26%	22%	21%	18%	20%	21%	20%	16%	19%	23%
								a	ab	i	i									
Don't know		59	28	31	-	19	21	13	7	2	6	5	4	7	8	9	11	7	22	37
		3%	3%	3%	-	3%	4%	2%	2%	2%	2%	2%	2%	4%	3%	3%	3%	3%	2%	4%
							c													a
Net: Accurate		1708	826	874	6	438	408	559	303	89	230	173	176	143	186	252	299	160	948	760
		78%	78%	79%	75%	71%	76%	82%	85%	81%	80%	81%	78%	76%	77%	75%	84%	71%	79%	78%
							a	ab	ab	i	i						efgi			

Impact of language on public attitudes to ageing

M1_13. Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	355	176	177	2	142	89	86	39	12	43	30	38	32	43	66	43	48	205	150
	16%	17%	16%	25%	23%	17%	13%	11%	11%	15%	14%	17%	17%	18%	20%	12%	21%	17%	15%
					bcd	d									ah	ah			
Net: Inaccurate	250	125	124	1	97	63	62	29	12	35	20	36	22	22	50	25	28	136	114
	11%	12%	11%	13%	16%	12%	9%	8%	11%	12%	9%	16%	11%	9%	15%	7%	13%	11%	12%
					bcd					h		cfh			h	h			
Median 1	8	8	8	-	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2126	1036	1080	8	599	513	665	349	107	281	208	222	182	235	327	347	217	1186	940
Mean Score	7.79	7.75	7.84	7.63	7.50	7.70	7.95	8.13	7.85	7.91	7.88	7.73	7.76	7.81	7.71	7.94	7.50	7.76	7.83
					ab	ab				i	i				i				
Standard Deviation	1.854	1.853	1.857	1.685	1.930	1.842	1.837	1.680	2.054	1.947	1.742	1.994	1.802	1.787	1.928	1.595	1.951	1.819	1.897
Standard Error	.040	.058	.056	.596	.075	.081	.072	.096	.205	.116	.120	.129	.130	.127	.102	.087	.134	.051	.065
Error variance	*	*	*	.35	.01	.01	.01	.01	.04	.01	.01	.02	.02	.02	.01	.01	.02	*	*

Impact of language on public attitudes to ageing

M1_13. Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	10	10	-	10	-	5	5	5	5	7	3	8	2	2	2	6	5	5
		*	1%	-	*	-	1%	*	*	*	*	*	1%	*	*	*	1%	*	*
1	(1.0)	8	5	3	8	*	1	7	3	5	3	5	3	5	5	3	-	4	4
		*	*	1%	*	1%	*	*	*	*	*	1%	*	1%	1%	1%	-	*	*
				a								a			c				
2	(2.0)	14	13	1	14	-	4	8	8	4	11	2	7	5	3	8	3	11	2
		1%	1%	*	1%	-	1%	1%	1%	*	1%	*	1%	1%	*	1%	*	1%	*
																a		b	
3	(3.0)	31	29	2	29	2	12	18	16	15	22	9	21	9	16	6	9	16	15
		1%	2%	1%	1%	3%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%
4	(4.0)	28	24	4	25	3	7	21	14	13	17	11	16	11	11	14	2	13	15
		1%	1%	1%	1%	4%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	*	1%	2%
						a									c	c			
5	(5.0)	159	129	30	156	3	38	116	73	82	90	63	87	66	68	51	35	96	62
		7%	7%	9%	7%	5%	6%	8%	7%	7%	6%	9%	6%	9%	9%	8%	5%	8%	6%
												ac		ac	c	c			
6	(6.0)	168	140	28	160	8	38	130	65	101	107	60	93	73	73	49	44	82	85
		8%	8%	8%	8%	12%	6%	8%	6%	9%	7%	8%	6%	10%	9%	8%	6%	7%	9%
										a				ac	c				
7	(7.0)	386	338	47	376	9	83	295	161	219	258	127	243	141	150	119	116	193	191
		18%	18%	14%	18%	15%	14%	19%	16%	19%	18%	18%	17%	19%	19%	18%	16%	16%	20%
			b					a		a								a	
8	(8.0)	534	450	83	519	15	149	382	241	290	355	174	360	170	187	150	195	304	226
		24%	24%	25%	24%	23%	25%	25%	24%	26%	24%	25%	25%	23%	24%	23%	27%	25%	24%
9	(9.0)	333	280	53	323	10	91	239	175	155	230	100	236	97	109	94	126	180	149
		15%	15%	16%	15%	16%	15%	16%	17%	14%	16%	14%	16%	13%	14%	14%	17%	15%	16%
									b										
10 - Very accurate	(10.0)	455	381	74	443	13	164	282	243	206	321	134	333	120	130	139	182	267	186
		21%	21%	22%	21%	20%	27%	18%	24%	18%	22%	19%	23%	17%	17%	21%	25%	22%	19%
							b		b		d		bd		a	a			
Don't know		59	53	6	58	1	16	41	21	35	36	20	32	24	22	20	16	41	17
		3%	3%	2%	3%	1%	3%	3%	2%	3%	2%	3%	2%	3%	3%	3%	2%	3%	2%
																		b	
Net: Accurate		1708	1450	258	1661	47	487	1198	820	871	1164	535	1171	528	576	501	620	945	751
		78%	78%	78%	78%	74%	80%	78%	80%	77%	80%	75%	81%	73%	74%	76%	84%	78%	79%
											bd		bd		ab				

Impact of language on public attitudes to ageing

M1_13. Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	355 16%	294 16%	61 19%	342 16%	14 22%	83 14%	267 17%	152 15%	197 17%	214 15%	135 19%	196 14%	151 21%	152 20%	115 18%	81 11%	192 16%	161 17%
Net: Inaccurate	250 11%	210 11%	40 12%	242 11%	8 12%	68 11%	174 11%	119 12%	124 11%	150 10%	94 13%	142 10%	99 14%	105 14%	85 13%	55 7%	146 12%	102 11%
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2126	1800	325	2063	63	593	1501	1003	1096	1421	689	1406	700	754	635	718	1173	938
Mean Score	7.79	7.78	7.86	7.80	7.67	7.97	7.73	7.91	7.71	7.87	7.66	7.94	7.54	7.57	7.73	8.09	7.83	7.75
						b		b		bd		bd				ab		
Standard Deviation	1.854	1.859	1.823	1.852	1.920	1.967	1.790	1.892	1.792	1.837	1.881	1.821	1.862	1.861	1.912	1.751	1.883	1.816
Standard Error	.040	.046	.082	.041	.178	.080	.046	.059	.054	.049	.072	.049	.069	.066	.075	.068	.056	.058
Error variance	*	*	.01	*	.03	.01	*	*	*	*	.01	*	*	*	.01	*	*	*

Impact of language on public attitudes to ageing

M1_13. Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	10	7	1	1	-	1	2	6	2	3	4	2	-	2	3	5	1	2	7
		*	*	1%	2%	-	*	*	1%	1%	*	*	1%	-	1%	*	*	*	*	1%
1	(1.0)	8	6	-	-	1	1	3	3	2	7	1	-	-	2	3	3	2	3	1
		*	*	-	-	1%	*	*	1%	1%	1%	*	-	-	1%	*	*	*	*	*
2	(2.0)	14	8	1	1	2	2	2	8	4	1	10	3	-	6	5	4	3	8	3
		1%	1%	1%	2%	2%	*	*	1%	1%	*	1%	1%	-	2%	1%	*	1%	1%	*
3	(3.0)	31	19	2	1	1	7	14	13	4	13	13	4	1	2	13	16	8	13	9
		1%	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	2%	2%	2%	2%	1%
4	(4.0)	28	24	1	1	2	1	11	10	6	11	15	3	-	5	13	10	4	14	9
		1%	2%	1%	1%	2%	*	1%	1%	2%	2%	1%	1%	-	2%	2%	1%	1%	2%	1%
5	(5.0)	159	107	12	5	11	24	42	70	43	51	80	26	1	14	87	53	32	84	34
		7%	7%	10%	7%	15%	5%	5%	7%	13%	8%	7%	7%	3%	4%	11%	5%	7%	11%	4%
6	(6.0)	168	123	9	5	8	22	63	71	32	50	87	29	2	24	81	61	32	75	56
		8%	8%	8%	7%	11%	5%	8%	7%	10%	7%	8%	7%	6%	7%	11%	6%	7%	10%	6%
7	(7.0)	386	274	15	13	8	75	139	191	56	112	193	77	4	47	159	169	83	139	149
		18%	19%	12%	17%	11%	16%	17%	19%	17%	16%	18%	20%	12%	13%	21%	17%	18%	19%	17%
8	(8.0)	534	347	29	18	18	121	213	257	62	158	272	93	10	94	165	264	114	177	220
		24%	24%	24%	24%	24%	26%	26%	25%	18%	23%	25%	24%	27%	27%	21%	26%	24%	24%	25%
9	(9.0)	333	215	18	10	11	79	135	151	45	97	163	64	9	46	88	189	77	82	166
		15%	15%	15%	14%	15%	17%	17%	15%	13%	14%	15%	17%	24%	13%	11%	19%	16%	11%	19%
10 - Very accurate	(10.0)	455	285	27	15	11	114	172	212	63	160	207	76	10	97	129	220	110	107	219
		21%	20%	22%	20%	15%	25%	21%	21%	19%	24%	19%	20%	26%	28%	17%	22%	24%	15%	25%
Don't know		59	37	5	4	3	11	16	23	18	17	34	8	-	9	24	13	1	32	8
		3%	3%	5%	5%	3%	2%	2%	2%	5%	3%	3%	2%	-	2%	3%	1%	*	4%	1%

Impact of language on public attitudes to ageing

M1_13. Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Accurate	1708	1121	89	56	48	389	658	812	226	527	835	311	32	284	541	842	384	505	754
	78%	77%	73%	75%	64%	85%	81%	80%	67%	77%	77%	81%	89%	82%	70%	84%	82%	69%	85%
		d				abcd	c	c						b	b		b	b	b
Net: Neutral	355	254	22	12	21	47	117	151	82	112	182	57	3	44	181	124	68	172	100
	16%	17%	19%	15%	28%	10%	14%	15%	24%	16%	17%	15%	9%	12%	24%	12%	15%	23%	11%
		e	e		ace			ab							ac			ac	
Net: Inaccurate	250	171	17	10	16	36	74	110	62	86	123	38	2	32	122	91	50	124	64
	11%	12%	14%	13%	21%	8%	9%	11%	18%	13%	11%	10%	5%	9%	16%	9%	11%	17%	7%
		e	e		ae			ab							ac		c	ac	
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	9	8	8	8	8	8	8
Base for stats	2126	1415	115	71	72	448	795	993	320	663	1045	377	36	339	744	993	466	704	874
Mean Score	7.79	7.72	7.77	7.65	7.31	8.11	7.91	7.81	7.44	7.79	7.76	7.84	8.33	8.01	7.43	7.98	7.91	7.35	8.09
		d				acd	c	c						b	b	b	b	b	b
Standard Deviation	1.854	1.853	2.004	2.111	2.048	1.704	1.755	1.843	2.060	1.975	1.809	1.775	1.555	1.948	1.884	1.773	1.824	1.905	1.760
Standard Error	.040	.049	.171	.239	.210	.085	.061	.060	.111	.074	.057	.094	.263	.106	.069	.056	.086	.072	.059
Error variance	*	*	.03	.06	.04	.01	*	*	.01	.01	*	.01	.07	.01	*	*	.01	.01	*

Impact of language on public attitudes to ageing

M1_13. Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
										a	b
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%
0 - Very inaccurate	(0.0)	10 *	7 1%	2 *	1 *	5 1%	5 *	1 *	9 1%	2 1%	7 *
1	(1.0)	8 *	5 *	1 *	2 1%	3 *	5 *	1 *	7 *	4 1% b	4 *
2	(2.0)	14 1%	1 *	7 1% a	6 2% a	6 1%	8 1%	4 1%	10 1%	7 2% b	7 *
3	(3.0)	31 1%	14 1%	11 2%	6 2%	11 2%	18 1%	7 2%	24 1%	5 2%	25 1%
4	(4.0)	28 1%	16 1%	9 1%	2 1%	6 1%	21 1%	11 3% b	16 1%	9 2% b	20 1%
5	(5.0)	159 7%	61 5%	70 11% a	20 7%	65 9% b	80 6%	38 10% b	111 6%	28 8%	118 7%
6	(6.0)	168 8%	66 5%	68 11% a	31 11% a	64 9%	101 7%	37 10%	127 7%	44 13% b	117 7%
7	(7.0)	386 18%	200 17%	132 21% a	47 17%	121 17%	258 18%	74 20%	306 18%	67 19%	306 17%
8	(8.0)	534 24%	331 27% bc	129 21%	56 20%	170 24%	350 25%	80 21%	439 25%	74 21%	444 25%
9	(9.0)	333 15%	196 16% b	74 12%	56 20% b	114 16%	218 16%	50 13%	277 16%	51 15%	271 16%

Impact of language on public attitudes to ageing

M1_13. Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Total	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people	
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very accurate	455	292	99	51	131	314	66	380	53	393
	21%	24%	16%	18%	18%	22%	18%	22%	15%	22%
		bc	a			a				a
Don't know	59	19	25	5	17	25	5	36	5	38
	3%	2%	4%	2%	2%	2%	1%	2%	1%	2%
			a							
Net: Accurate	1708	1019	434	209	536	1141	269	1402	245	1415
	78%	84%	69%	74%	75%	81%	72%	81%	70%	81%
		bc	a			a		a		a
Net: Neutral	355	143	148	53	135	202	86	254	80	254
	16%	12%	24%	19%	19%	14%	23%	15%	23%	15%
			a	a	b		b		b	
Net: Inaccurate	250	104	101	36	97	137	62	176	55	180
	11%	9%	16%	13%	14%	10%	17%	10%	16%	10%
			a	a	b		b		b	
Median 1	8	8	8	8	8	8	8	8	8	8
Base for stats	2126	1189	604	276	696	1379	368	1705	344	1711
Mean Score	7.79	8.03	7.39	7.62	7.64	7.89	7.46	7.87	7.33	7.91
		bc	a			a		a		a
Standard Deviation	1.854	1.765	1.896	2.004	1.928	1.801	1.938	1.829	2.065	1.789
Standard Error	.040	.051	.077	.121	.073	.048	.099	.044	.108	.043
Error variance	*	*	.01	.01	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M2_13. Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	15	7	8	-	3	6	5	1	1	-	1	4	-	2	2	3	2	6	8
		1%	1%	1%	-	1%	1%	1%	*	1%	-	1%	2%	-	1%	1%	1%	1%	1%	1%
1	(1.0)	9	6	3	-	1	4	2	3	-	1	-	-	1	1	3	1	2	6	3
		*	1%	*	-	*	1%	*	1%	-	*	-	-	*	*	1%	*	1%	*	*
2	(2.0)	21	11	10	-	10	4	4	3	3	3	3	5	-	2	3	1	1	13	8
		1%	1%	1%	-	2%	1%	1%	1%	3%	1%	2%	2%	-	1%	1%	*	*	1%	1%
										ehi		eh								
3	(3.0)	47	25	22	-	18	8	14	7	2	7	4	2	3	6	10	7	7	30	17
		2%	2%	2%	-	3%	1%	2%	2%	2%	2%	2%	1%	1%	2%	3%	2%	3%	3%	2%
4	(4.0)	59	30	27	1	23	15	8	13	5	8	8	7	3	6	9	7	5	34	24
		3%	3%	2%	13%	4%	3%	1%	4%	4%	3%	4%	3%	1%	3%	3%	2%	2%	3%	2%
						c	c		c											
5	(5.0)	303	133	168	2	94	73	97	40	18	47	23	29	34	45	43	42	24	154	149
		14%	13%	15%	25%	15%	14%	14%	11%	17%	16%	11%	13%	18%	18%	13%	12%	11%	13%	15%
														chi	chi					
6	(6.0)	253	130	123	1	76	57	77	43	10	25	26	23	24	23	48	43	30	167	86
		12%	12%	11%	13%	12%	11%	11%	12%	9%	9%	12%	10%	13%	10%	14%	12%	14%	14%	9%
															b			b		
7	(7.0)	360	170	189	1	97	97	112	54	17	56	43	35	30	31	51	69	29	195	166
		16%	16%	17%	13%	16%	18%	17%	15%	15%	19%	20%	15%	16%	13%	15%	19%	13%	16%	17%
											f	f					f			
8	(8.0)	433	226	207	-	107	96	144	86	21	47	39	39	38	62	62	80	47	233	200
		20%	21%	19%	-	17%	18%	21%	24%	19%	16%	18%	17%	20%	25%	18%	22%	21%	19%	21%
									ab						bdg					
9	(9.0)	266	133	130	1	75	80	76	35	17	35	25	33	17	21	51	40	28	170	95
		12%	13%	12%	13%	12%	15%	11%	10%	15%	12%	12%	15%	9%	8%	15%	11%	13%	14%	10%
							d					f			ef			b		
10 - Very persuasive	(10.0)	324	155	168	-	81	67	120	56	12	51	31	38	27	37	46	46	36	156	167
		15%	15%	15%	-	13%	13%	18%	16%	11%	18%	14%	17%	14%	15%	14%	13%	16%	13%	17%
								ab										a		
Don't know		95	37	55	2	31	27	20	16	4	9	10	11	13	8	10	18	12	43	52
		4%	4%	5%	25%	5%	5%	3%	4%	4%	3%	5%	5%	7%	3%	3%	5%	5%	4%	5%
						c	c							g				a		
Net: Persuasive		1383	684	695	2	361	340	452	230	66	188	138	144	111	150	209	235	141	754	629
		63%	64%	62%	25%	59%	64%	67%	65%	61%	66%	65%	64%	59%	62%	62%	66%	63%	62%	64%
								a												

Impact of language on public attitudes to ageing

M2_13. Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	615	293	318	4	193	144	182	96	33	79	57	59	61	74	100	92	59	356	259
	28%	28%	29%	50%	31%	27%	27%	27%	30%	28%	27%	26%	32%	31%	30%	26%	26%	29%	27%
Net: Unpersuasive	454	212	239	3	148	109	130	67	29	65	40	48	40	61	69	62	41	244	210
	21%	20%	22%	38%	24%	20%	19%	19%	26%	23%	19%	21%	21%	25%	21%	17%	18%	20%	22%
					c				h					h					
Median 1	7	8	7	-	7	7	8	8	7	7	7	8	7	8	7	7	8	7	8
Base for stats	2090	1026	1056	6	586	506	658	340	106	278	203	215	176	234	326	340	212	1165	925
Mean Score	7.21	7.23	7.20	6.00	7.04	7.19	7.36	7.27	6.98	7.29	7.22	7.24	7.20	7.14	7.17	7.26	7.29	7.17	7.27
					a														
Standard Deviation	2.034	2.035	2.033	1.789	2.072	2.051	1.988	2.012	2.143	2.010	2.001	2.238	1.848	2.051	2.065	1.910	2.117	2.010	2.062
Standard Error	.044	.064	.062	.730	.082	.091	.078	.116	.217	.120	.139	.147	.135	.145	.109	.106	.146	.057	.071
Error variance	*	*	*	.53	.01	.01	.01	.01	.05	.01	.02	.02	.02	.02	.01	.01	.02	*	.01

Impact of language on public attitudes to ageing

M2_13. Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	15	12	3	14	1	7	7	6	9	10	5	7	8	4	6	5	9	6
		1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%
1	(1.0)	9	9	-	9	1	4	4	5	4	6	3	5	4	3	3	2	6	3
		*	*	-	*	1%	1%	*	*	*	*	*	*	1%	*	1%	*	1%	*
2	(2.0)	21	17	4	20	1	7	12	9	10	13	8	14	5	9	6	6	10	10
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	(3.0)	47	42	5	46	2	14	33	23	23	33	14	29	18	23	9	15	27	20
		2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	3%	1%	2%	2%	2%
4	(4.0)	59	44	14	55	4	17	39	29	29	40	18	39	18	25	16	14	32	26
		3%	2%	4%	3%	6%	3%	3%	3%	3%	3%	2%	3%	3%	3%	2%	2%	3%	3%
				a		a													
5	(5.0)	303	267	37	295	8	76	219	143	155	193	105	188	110	122	83	96	176	127
		14%	14%	11%	14%	13%	12%	14%	14%	14%	13%	15%	13%	15%	16%	13%	13%	15%	13%
6	(6.0)	253	212	42	247	7	68	184	108	144	160	92	167	83	90	81	81	131	121
		12%	11%	13%	12%	10%	11%	12%	10%	13%	11%	13%	12%	12%	12%	12%	11%	11%	13%
7	(7.0)	360	312	48	349	11	93	264	168	187	237	123	227	132	127	112	117	196	163
		16%	17%	14%	16%	17%	15%	17%	16%	17%	16%	17%	16%	18%	16%	17%	16%	16%	17%
8	(8.0)	433	366	67	421	13	106	323	206	223	279	148	285	143	150	122	160	239	190
		20%	20%	20%	20%	20%	17%	21%	20%	20%	19%	21%	20%	20%	19%	19%	22%	20%	20%
9	(9.0)	266	216	50	257	9	82	182	121	144	192	73	187	77	94	90	81	132	130
		12%	12%	15%	12%	14%	13%	12%	12%	13%	13%	10%	13%	11%	12%	14%	11%	11%	14%
				a															
10 - Very persuasive	(10.0)	324	272	51	316	7	110	208	172	146	231	93	239	83	97	93	131	189	131
		15%	15%	16%	15%	11%	18%	14%	17%	13%	16%	13%	17%	12%	13%	14%	18%	16%	14%
							b		b		d		bd			a			
Don't know		95	86	9	93	2	25	67	34	57	62	28	51	40	33	34	26	66	28
		4%	5%	3%	4%	2%	4%	4%	3%	5%	4%	4%	4%	6%	4%	5%	4%	5%	3%
									a				c				b		
Net: Persuasive		1383	1166	217	1343	40	392	977	667	700	939	437	939	436	468	417	488	757	614
		63%	63%	66%	63%	62%	64%	63%	65%	62%	64%	62%	65%	60%	60%	64%	66%	62%	64%
									d		d		d			a			
Net: Neutral		615	523	93	596	19	161	442	280	328	394	214	394	212	236	180	192	339	274
		28%	28%	28%	28%	30%	26%	29%	27%	29%	27%	30%	27%	29%	30%	27%	26%	28%	29%

Impact of language on public attitudes to ageing

M2_13. Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Unpersuasive	454	391	63	438	16	124	314	216	230	296	153	281	165	185	123	139	260	192
	21%	21%	19%	21%	25%	20%	20%	21%	20%	20%	22%	20%	23%	24%	19%	19%	21%	20%
Median 1	7	7	8	7	7	8	7	8	7	8	7	8	7	7	7	8	7	7
Base for stats	2090	1768	322	2028	62	584	1475	991	1073	1394	681	1388	684	743	621	708	1148	928
Mean Score	7.21	7.20	7.31	7.22	7.00	7.29	7.21	7.27	7.17	7.28	7.10	7.33	7.01	7.05	7.26	7.36	7.20	7.22
Standard Deviation	2.034	2.029	2.058	2.031	2.130	2.179	1.949	2.057	2.002	2.051	2.001	2.016	2.046	2.040	2.020	2.025	2.064	1.995
Standard Error	.044	.051	.093	.046	.199	.090	.051	.065	.061	.055	.077	.055	.077	.073	.080	.079	.062	.064
Error variance	*	*	.01	*	.04	.01	*	*	*	*	.01	*	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

M2_13. Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	15	11	1	-	1	3	3	9	3	4	5	6	-	2	6	7	4	3	8
		1%	1%	1%	-	1%	1%	*	1%	1%	1%	*	2%	-	1%	1%	1%	1%	*	1%
													b							
1	(1.0)	9	6	1	-	-	3	2	7	-	5	3	1	-	3	4	2	1	5	1
		*	*	*	-	-	1%	*	1%	-	1%	*	*	-	1%	1%	*	*	1%	*
2	(2.0)	21	13	2	-	1	4	10	7	4	6	12	3	-	4	9	8	4	10	6
		1%	1%	2%	-	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%
3	(3.0)	47	27	3	2	3	13	15	25	7	14	25	7	1	6	17	23	10	22	13
		2%	2%	2%	3%	4%	3%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	1%
																			c	
4	(4.0)	59	33	5	2	4	15	20	30	8	22	31	3	3	15	23	21	12	25	21
		3%	2%	4%	2%	6%	3%	2%	3%	2%	3%	3%	1%	8%	4%	3%	2%	3%	3%	2%
						a					c	c	c	c	c					
5	(5.0)	303	210	16	12	16	49	89	138	71	87	159	56	1	45	143	102	75	137	81
		14%	14%	13%	16%	21%	11%	11%	14%	21%	13%	15%	15%	3%	13%	19%	10%	16%	19%	9%
						e				ab						ac		c	c	
6	(6.0)	253	168	14	6	12	52	98	115	39	88	124	38	4	33	109	106	52	93	99
		12%	12%	12%	8%	16%	11%	12%	11%	11%	13%	11%	10%	12%	9%	14%	11%	11%	13%	11%
																ac				
7	(7.0)	360	256	15	15	5	69	145	163	51	120	174	62	4	56	127	169	65	124	159
		16%	18%	12%	20%	7%	15%	18%	16%	15%	18%	16%	16%	11%	16%	17%	17%	14%	17%	18%
			d		d	d														
8	(8.0)	433	279	18	16	12	107	164	212	56	119	213	91	10	71	129	225	94	134	189
		20%	19%	15%	21%	16%	23%	20%	21%	17%	17%	20%	24%	27%	20%	17%	22%	20%	18%	21%
						b						a				b				
9	(9.0)	266	184	15	8	11	48	112	114	38	87	132	41	5	37	72	153	65	68	126
		12%	13%	12%	11%	14%	10%	14%	11%	11%	13%	12%	11%	13%	11%	9%	15%	14%	9%	14%
																ab		b		b
10 - Very persuasive	(10.0)	324	209	21	11	6	77	128	153	39	103	151	61	8	61	92	164	78	72	159
		15%	14%	17%	14%	8%	17%	16%	15%	11%	15%	14%	16%	22%	17%	12%	16%	17%	10%	18%
				d		d									b	b	b	b		b
Don't know		95	58	11	4	4	18	27	44	22	27	50	17	1	16	38	26	7	44	21
		4%	4%	9%	5%	5%	4%	3%	4%	7%	4%	5%	4%	2%	5%	5%	3%	1%	6%	2%
				ae					a						c	c			ac	

Impact of language on public attitudes to ageing

M2_13. Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Persuasive	1383	927	69	50	34	301	548	642	184	428	671	255	26	224	420	711	302	398	633
	63%	64%	57%	66%	45%	66%	67%	63%	55%	63%	62%	66%	72%	64%	55%	71%	65%	54%	72%
		d		d	d		c	c						b		ab	b		ab
Net: Neutral	615	410	35	19	32	116	207	283	118	196	313	97	8	93	275	229	139	254	200
	28%	28%	29%	26%	43%	25%	26%	28%	35%	29%	29%	25%	23%	27%	36%	23%	30%	35%	23%
				abce					ab						ac		c	c	
Net: Unpersuasive	454	299	27	16	25	87	140	215	93	138	234	76	5	75	201	164	107	201	130
	21%	21%	22%	21%	34%	19%	17%	21%	27%	20%	22%	20%	14%	21%	26%	16%	23%	27%	15%
				abe				a	ab					c	c		c	c	
Median 1	7	7	7	7	6	8	8	7	7	7	7	8	8	8	7	8	8	7	8
Base for stats	2090	1394	110	71	70	440	785	972	316	654	1029	369	35	332	730	981	460	692	861
Mean Score	7.21	7.22	7.19	7.29	6.58	7.29	7.37	7.19	6.92	7.19	7.18	7.29	7.66	7.25	6.88	7.46	7.26	6.79	7.52
		d	d	d	d		c	c						b		b	b		ab
Standard Deviation	2.034	2.008	2.203	1.849	2.142	2.070	1.963	2.077	2.035	2.061	2.007	2.061	1.985	2.123	2.042	1.970	2.087	2.017	1.955
Standard Error	.044	.054	.192	.209	.222	.104	.068	.069	.110	.078	.063	.111	.341	.116	.076	.063	.099	.077	.066
Error variance	*	*	.04	.04	.05	.01	*	*	.01	.01	*	.01	.12	.01	.01	*	.01	.01	*

Impact of language on public attitudes to ageing

M2_13. Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

Significance Level: 95%

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b	
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185	1208	629	282	713	1404	373	1741	348	1749
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	15 1%	11 1%	1 *	3 1%	6 1%	9 1%	1 *	14 1%	3 1%	11 1%
1	(1.0)	9 *	7 1%	- -	2 1%	3 *	6 *	1 *	9 *	3 1%	6 *
2	(2.0)	21 1%	8 1%	6 1%	6 2%	11 2%	9 1%	11 3%	10 1%	8 2%	12 1%
3	(3.0)	47 2%	23 2%	14 2%	10 4%	21 3%	27 2%	7 2%	38 2%	13 4%	33 2%
4	(4.0)	59 3%	29 2%	19 3%	10 4%	19 3%	37 3%	12 3%	46 3%	12 3%	46 3%
5	(5.0)	303 14%	139 11%	109 17%	41 15%	109 15%	174 12%	45 12%	243 14%	34 10%	250 14%
6	(6.0)	253 12%	121 10%	99 16%	27 10%	65 9%	181 13%	45 12%	201 12%	44 13%	199 11%
7	(7.0)	360 16%	206 17%	102 16%	47 16%	103 14%	252 18%	69 18%	283 16%	60 17%	293 17%
8	(8.0)	433 20%	258 21%	108 17%	53 19%	147 21%	280 20%	74 20%	352 20%	64 18%	352 20%
9	(9.0)	266 12%	169 14%	56 9%	36 13%	92 13%	169 12%	45 12%	215 12%	58 17%	203 12%

Impact of language on public attitudes to ageing

M2_13. Our experience of later life can be improved for us all if we change the way we organise and fund things like work, housing, healthcare and our local communities: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Total	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people	
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
		a	b	c	a	b	a	b	a	b
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Very persuasive (10.0)	324	201	74	39	102	217	53	265	40	279
	15%	17%	12%	14%	14%	15%	14%	15%	12%	16%
		b							a	
Don't know	95	36	41	8	35	42	9	66	10	66
	4%	3%	6%	3%	5%	3%	2%	4%	3%	4%
			ac			b				
Net: Persuasive	1383	834	340	174	444	918	242	1115	222	1127
	63%	69%	54%	62%	62%	65%	65%	64%	64%	64%
		bc		b						
Net: Neutral	615	289	227	78	193	392	103	490	90	494
	28%	24%	36%	28%	27%	28%	28%	28%	26%	28%
			ac							
Net: Unpersuasive	454	218	150	73	169	262	77	359	73	358
	21%	18%	24%	26%	24%	19%	21%	21%	21%	20%
			a	a		b				
Median 1	7	8	7	7	8	7	7	7	7	7
Base for stats	2090	1172	588	274	677	1362	364	1675	339	1683
Mean Score	7.21	7.39	6.95	6.98	7.14	7.28	7.16	7.24	7.07	7.27
		bc								
Standard Deviation	2.034	2.040	1.897	2.246	2.140	1.981	2.049	2.032	2.167	2.006
Standard Error	.044	.059	.078	.136	.082	.054	.105	.050	.114	.049
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M1_14. Our longer lives are an opportunity - for the economy, for society and for us all as individuals: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	15	6	9	-	6	3	4	2	-	4	1	1	1	3	2	1	2	10	4
		1%	1%	1%	-	1%	1%	1%	*	-	1%	*	*	1%	1%	1%	*	1%	1%	*
1	(1.0)	10	6	3	-	1	1	3	5	-	1	-	2	1	2	1	2	-	7	3
		*	1%	*	-	*	*	*	1%	-	*	-	1%	1%	1%	*	1%	-	1%	*
									a											
2	(2.0)	19	9	10	-	7	6	5	1	1	3	1	7	1	2	3	-	2	10	9
		1%	1%	1%	-	1%	1%	1%	*	1%	1%	*	3%	*	1%	1%	-	1%	1%	1%
													cegh							
3	(3.0)	34	19	15	-	13	7	6	8	1	3	3	6	3	6	5	6	2	20	14
		2%	2%	1%	-	2%	1%	1%	2%	1%	1%	1%	3%	2%	2%	1%	2%	1%	2%	1%
4	(4.0)	54	28	26	-	23	16	12	3	2	7	9	5	5	6	7	7	6	27	27
		2%	3%	2%	-	4%	3%	2%	1%	2%	3%	4%	2%	3%	2%	2%	2%	3%	2%	3%
						cd	d													
5	(5.0)	210	110	98	1	82	50	55	22	9	40	14	16	23	27	34	29	19	121	89
		10%	10%	9%	13%	13%	9%	8%	6%	9%	14%	6%	7%	12%	11%	10%	8%	8%	10%	9%
						bcd					cdh			c						
6	(6.0)	201	92	110	-	68	63	50	21	4	34	16	18	10	20	45	30	24	111	90
		9%	9%	10%	-	11%	12%	7%	6%	4%	12%	8%	8%	5%	8%	13%	8%	11%	9%	9%
						cd	cd				ae				acdeh		ae			
7	(7.0)	361	174	185	1	116	94	100	50	21	40	44	38	24	35	54	71	34	192	169
		17%	16%	17%	13%	19%	18%	15%	14%	19%	14%	21%	17%	13%	15%	16%	20%	15%	16%	17%
						c						be				be				
8	(8.0)	515	246	265	4	128	127	178	82	27	47	52	51	55	53	80	96	53	281	234
		24%	23%	24%	50%	21%	24%	26%	23%	25%	17%	25%	23%	29%	22%	24%	27%	24%	23%	24%
								a				b		b	b	b	b			
9	(9.0)	302	157	143	1	70	73	105	55	13	38	27	35	29	29	44	55	31	169	133
		14%	15%	13%	13%	11%	14%	15%	15%	12%	13%	12%	16%	15%	12%	13%	15%	14%	14%	14%
						a														
10 - Very accurate	(10.0)	398	185	211	1	82	75	140	101	26	62	39	43	32	48	53	49	46	226	172
		18%	17%	19%	13%	13%	14%	21%	28%	24%	21%	18%	19%	17%	20%	16%	14%	21%	19%	18%
						ab	abc			h	h					h				
Don't know		67	31	36	-	20	19	21	7	4	8	8	4	5	13	8	11	5	34	33
		3%	3%	3%	-	3%	3%	3%	2%	4%	3%	4%	2%	3%	5%	2%	3%	2%	3%	3%
Net: Accurate		1576	763	804	7	397	368	523	287	87	187	162	167	139	165	232	271	165	868	708
		72%	72%	72%	88%	64%	69%	77%	81%	80%	65%	76%	74%	74%	68%	69%	76%	73%	72%	72%
						ab	ab			bfg		b	b	b		bg	b			

Impact of language on public attitudes to ageing

M1_14. Our longer lives are an opportunity - for the economy, for society and for us all as individuals: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	465	230	234	1	173	128	117	46	16	81	38	39	38	52	86	66	49	259	206
	21%	22%	21%	13%	28%	24%	17%	13%	14%	28%	18%	17%	20%	21%	26%	18%	22%	21%	21%
					cd	cd				acdeh					acdh				
Net: Inaccurate	341	178	162	1	132	84	84	41	14	58	27	36	34	45	51	45	31	195	146
	16%	17%	15%	13%	21%	16%	12%	12%	13%	20%	13%	16%	18%	18%	15%	13%	14%	16%	15%
					bcd					ch									
Median 1	8	8	8	8	7	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2118	1032	1076	8	597	515	657	349	105	279	205	222	184	230	328	346	219	1174	944
Mean Score	7.54	7.50	7.56	7.88	7.13	7.38	7.80	7.98	7.89	7.41	7.64	7.49	7.57	7.44	7.43	7.59	7.66	7.53	7.55
						a	ab	ab		g									
Standard Deviation	1.980	1.993	1.971	1.458	2.029	1.918	1.877	2.019	1.796	2.169	1.841	2.172	1.994	2.179	1.917	1.748	1.942	2.029	1.918
Standard Error	.043	.063	.060	.515	.080	.084	.074	.115	.181	.129	.128	.140	.144	.156	.101	.096	.132	.057	.066
Error variance	*	*	*	.27	.01	.01	.01	.01	.03	.02	.02	.02	.02	.02	.01	.01	.02	*	*

Impact of language on public attitudes to ageing

M1_14. Our longer lives are an opportunity - for the economy, for society and for us all as individuals: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	15 1%	13 1%	1 *	15 1%	- -	9 2%	5 *	8 1%	7 1%	11 1%	4 1%	10 1%	4 1%	13 2%	- -	2 *	5 *	9 1%
1	(1.0)	10 *	8 *	1 *	10 *	- -	3 1%	6 *	4 *	5 *	4 *	5 1%	6 *	4 1%	3 *	1 *	5 1%	6 *	4 *
2	(2.0)	19 1%	17 1%	2 1%	19 1%	- -	7 1%	12 1%	9 1%	10 1%	13 1%	5 1%	14 1%	3 *	8 1%	6 1%	6 1%	14 1%	5 1%
3	(3.0)	34 2%	26 1%	8 3%	33 2%	1 2%	11 2%	23 1%	15 1%	18 2%	24 2%	11 1%	19 1%	15 2%	15 2%	10 2%	8 1%	22 2%	12 1%
4	(4.0)	54 2%	46 2%	8 2%	51 2%	2 4%	16 3%	37 2%	20 2%	33 3%	35 2%	18 3%	25 2%	28 4%	26 3%	19 3%	9 1%	31 3%	22 2%
5	(5.0)	210 10%	176 9%	34 10%	202 10%	8 12%	63 10%	144 9%	90 9%	115 10%	123 8%	82 12%	116 8%	87 12%	86 11%	62 9%	59 8%	107 9%	102 11%
6	(6.0)	201 9%	164 9%	38 11%	199 9%	3 4%	41 7%	159 10%	96 9%	104 9%	144 10%	56 8%	120 8%	80 11%	82 11%	70 11%	50 7%	103 8%	96 10%
7	(7.0)	361 17%	301 16%	60 18%	347 16%	14 21%	85 14%	267 17%	171 17%	184 16%	226 16%	131 18%	222 15%	135 19%	136 18%	118 18%	102 14%	204 17%	156 16%
8	(8.0)	515 24%	445 24%	70 21%	500 24%	15 24%	141 23%	367 24%	226 22%	283 25%	359 25%	153 22%	355 25%	157 22%	181 23%	150 23%	179 24%	281 23%	230 24%
9	(9.0)	302 14%	262 14%	40 12%	292 14%	10 16%	74 12%	227 15%	150 15%	149 13%	206 14%	95 13%	213 15%	89 12%	96 12%	91 14%	111 15%	180 15%	118 12%
10 - Very accurate	(10.0)	398 18%	338 18%	60 18%	389 18%	9 14%	143 24%	249 16%	217 21%	176 16%	273 19%	124 17%	300 21%	95 13%	106 14%	106 16%	184 25%	218 18%	177 18%
Don't know		67 3%	58 3%	9 3%	65 3%	2 3%	15 2%	47 3%	17 2%	45 4%	39 3%	26 4%	39 3%	27 4%	25 3%	23 3%	19 3%	43 4%	24 2%
Net: Accurate		1576 72%	1346 73%	230 69%	1528 72%	48 75%	444 73%	1110 72%	765 75%	793 70%	1064 73%	503 71%	1089 76%	475 66%	519 67%	466 71%	576 79%	883 73%	681 71%
Net: Neutral		465 21%	385 21%	79 24%	452 21%	13 20%	119 20%	340 22%	207 20%	252 22%	301 21%	157 22%	261 18%	195 27%	193 25%	150 23%	118 16%	241 20%	220 23%

Impact of language on public attitudes to ageing

M1_14. Our longer lives are an opportunity - for the economy, for society and for us all as individuals: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Inaccurate	341	286	55	329	12	109	227	146	188	209	125	190	141	150	97	89	185	155
	16%	15%	17%	16%	18%	18%	15%	14%	17%	14%	18%	13%	20%	19%	15%	12%	15%	16%
											c		ac	bc				
Median 1	8	8	8	8	8	8	8	8	8	8	8	8	7	8	8	8	8	8
Base for stats	2118	1796	322	2056	62	594	1496	1008	1085	1418	684	1399	696	751	632	715	1171	932
Mean Score	7.54	7.56	7.44	7.54	7.51	7.57	7.53	7.65	7.44	7.59	7.46	7.72	7.22	7.20	7.52	7.92	7.56	7.50
								b		d	d	bd			a	ab		
Standard Deviation	1.980	1.981	1.975	1.985	1.813	2.212	1.885	1.989	1.967	1.969	1.990	1.958	1.963	2.104	1.837	1.903	1.977	1.986
Standard Error	.043	.049	.089	.044	.170	.090	.049	.062	.060	.052	.077	.053	.073	.075	.072	.074	.059	.063
Error variance	*	*	.01	*	.03	.01	*	*	*	*	.01	*	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

M1_14. Our longer lives are an opportunity - for the economy, for society and for us all as individuals: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	15	8	1	1	1	3	9	4	2	3	8	3	-	4	6	4	5	1	9
		1%	1%	1%	2%	1%	1%	1%	*	1%	*	1%	1%	-	1%	1%	*	1%	*	1%
																		b		b
1	(1.0)	10	5	-	-	1	4	5	4	1	2	6	1	-	4	1	5	4	2	4
		*	*	-	-	1%	1%	1%	*	*	*	1%	*	-	1%	*	*	1%	*	*
															b					*
2	(2.0)	19	14	1	1	1	2	7	8	3	9	7	2	-	6	5	8	3	12	4
		1%	1%	1%	1%	2%	*	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	1%	2%	*
																		c		
3	(3.0)	34	19	3	-	1	10	11	18	2	11	16	8	-	13	11	9	8	14	11
		2%	1%	3%	-	2%	2%	1%	2%	1%	2%	1%	2%	-	4%	1%	1%	2%	2%	1%
															bc					
4	(4.0)	54	33	5	3	5	7	16	24	13	15	29	9	1	7	20	25	7	28	18
		2%	2%	4%	4%	7%	2%	2%	2%	4%	2%	3%	2%	2%	2%	3%	2%	2%	4%	2%
						ae													ac	
5	(5.0)	210	152	10	8	7	32	64	94	49	74	95	38	3	30	108	65	49	96	58
		10%	10%	8%	10%	10%	7%	8%	9%	14%	11%	9%	10%	9%	8%	14%	6%	11%	13%	7%
			e						ab						ac			c	c	
6	(6.0)	201	150	14	10	6	22	91	80	30	75	99	25	2	27	95	73	36	92	61
		9%	10%	11%	13%	8%	5%	11%	8%	9%	11%	9%	6%	6%	8%	12%	7%	8%	12%	7%
			e	e	e			b			c				ac			ac		
7	(7.0)	361	238	15	15	18	74	140	161	58	106	191	62	2	54	155	145	66	138	145
		17%	16%	12%	20%	24%	16%	17%	16%	17%	16%	18%	16%	5%	16%	20%	14%	14%	19%	16%
					ab							d			c			a		
8	(8.0)	515	346	32	9	18	111	208	228	78	149	257	94	14	75	150	277	107	153	232
		24%	24%	26%	12%	24%	24%	26%	22%	23%	22%	24%	24%	40%	21%	20%	28%	23%	21%	26%
			c	c		c								abc	ab			b		b
9	(9.0)	302	201	14	10	4	73	109	159	32	93	152	54	3	48	83	164	64	88	137
		14%	14%	11%	13%	5%	16%	13%	16%	10%	14%	14%	14%	8%	14%	11%	16%	14%	12%	16%
			d			d			c						b			b		b
10 - Very accurate	(10.0)	398	239	21	14	7	115	138	205	52	121	184	80	11	68	105	219	112	84	187
		18%	16%	17%	19%	10%	25%	17%	20%	15%	18%	17%	21%	31%	19%	14%	22%	24%	11%	21%
						ad			c					b	b	b	b	b		b

Impact of language on public attitudes to ageing

M1_14. Our longer lives are an opportunity - for the economy, for society and for us all as individuals: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	67	46	7	4	4	5	15	32	17	21	36	10	-	13	29	12	5	29	15
	3%	3%	6%	6%	6%	1%	2%	3%	5%	3%	3%	2%	-	4%	4%	1%	1%	4%	2%
		e	e	e	e			a						c	c			ac	
Net: Accurate	1576	1024	80	48	47	372	594	753	220	470	783	290	30	244	493	805	349	463	702
	72%	71%	66%	64%	63%	81%	73%	74%	65%	69%	73%	75%	83%	70%	64%	80%	75%	63%	80%
					abcd		c	c				a		b	ab		b	ab	ab
Net: Neutral	465	335	28	21	18	61	171	198	92	164	223	71	6	64	223	163	93	215	138
	21%	23%	23%	27%	25%	13%	21%	19%	27%	24%	21%	18%	17%	18%	29%	16%	20%	29%	16%
		e	e	e	e			ab		c					ac			ac	
Net: Inaccurate	341	232	20	13	17	58	112	152	71	115	160	61	4	63	152	116	76	153	104
	16%	16%	17%	17%	23%	13%	14%	15%	21%	17%	15%	16%	11%	18%	20%	12%	16%	21%	12%
				e				ab						c	c		c	c	
Median 1	8	8	8	7	7	8	8	8	8	8	8	8	8	8	7	8	8	7	8
Base for stats	2118	1406	114	71	70	453	797	985	320	659	1043	376	36	335	739	994	461	707	867
Mean Score	7.54	7.48	7.40	7.34	6.82	7.88	7.50	7.67	7.27	7.46	7.52	7.65	8.18	7.40	7.19	7.86	7.68	7.11	7.79
		d	d			abcd		c				ab			ab		b		b
Standard Deviation	1.980	1.936	2.064	2.111	2.137	1.998	1.983	1.951	1.985	2.000	1.962	2.008	1.650	2.271	1.934	1.863	2.100	1.931	1.928
Standard Error	.043	.052	.178	.241	.223	.099	.069	.064	.107	.075	.061	.107	.279	.124	.071	.059	.099	.073	.065
Error variance	*	*	.03	.06	.05	.01	*	*	.01	.01	*	.01	.08	.02	.01	*	.01	.01	*

Impact of language on public attitudes to ageing

M1_14. Our longer lives are an opportunity - for the economy, for society and for us all as individuals: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
	Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726	
Total	2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%	
0 - Very inaccurate	(0.0)	15 1%	9 1%	2 *	3 1%	4 1%	10 1%	5 1%	9 1%	4 1%	11 1%
1	(1.0)	10 *	3 *	5 1%	1 *	3 *	6 *	2 *	8 *	2 *	8 *
2	(2.0)	19 1%	13 1%	3 *	3 1%	5 1%	14 1%	6 2%	12 1%	6 2%	13 1%
3	(3.0)	34 2%	16 1%	10 2%	8 3%	8 1%	25 2%	11 3%	22 1%	8 2%	24 1%
4	(4.0)	54 2%	27 2%	18 3%	8 3%	19 3%	32 2%	16 4%	35 2%	6 2%	45 3%
5	(5.0)	210 10%	98 8%	81 13%	20 7%	67 9%	126 9%	36 10%	158 9%	35 10%	158 9%
6	(6.0)	201 9%	102 8%	65 10%	30 11%	57 8%	136 10%	35 10%	160 9%	33 9%	160 9%
7	(7.0)	361 17%	183 15%	116 19%	52 18%	114 16%	241 17%	69 18%	285 16%	63 18%	288 16%
8	(8.0)	515 24%	286 24%	149 24%	65 23%	164 23%	338 24%	84 23%	422 24%	81 23%	413 24%
9	(9.0)	302 14%	189 16%	71 11%	40 14%	114 16%	185 13%	45 12%	256 15%	53 15%	247 14%
10 - Very accurate	(10.0)	398 18%	258 21%	84 13%	45 16%	132 19%	261 19%	59 16%	332 19%	51 15%	340 19%
Don't know		67 3%	24 2%	23 4%	7 2%	23 3%	29 2%	6 2%	43 2%	7 2%	43 2%

Impact of language on public attitudes to ageing

M1_14. Our longer lives are an opportunity - for the economy, for society and for us all as individuals: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Accurate	1576	916	420	202	525	1025	256	1294	247	1288
	72%	76%	67%	71%	74%	73%	69%	74%	71%	74%
		b					a			
Net: Neutral	465	227	165	58	144	295	87	353	74	362
	21%	19%	26%	21%	20%	21%	23%	20%	21%	21%
			a							
Net: Inaccurate	341	167	120	44	107	213	75	244	61	258
	16%	14%	19%	15%	15%	15%	20%	14%	17%	15%
			a				b			
Median 1	8	8	8	8	8	8	8	8	8	8
Base for stats	2118	1185	606	275	690	1375	367	1698	341	1706
Mean Score	7.54	7.71	7.26	7.40	7.62	7.53	7.21	7.64	7.35	7.61
		bc					a			a
Standard Deviation	1.980	1.983	1.921	2.068	1.954	1.985	2.176	1.915	2.077	1.960
Standard Error	.043	.057	.078	.125	.074	.053	.112	.047	.109	.048
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M2_14. Our longer lives are an opportunity - for the economy, for society and for us all as individuals: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	23	10	13	-	2	7	8	7	-	4	1	3	1	5	4	3	3	15	8
		1%	1%	1%	-	*	1%	1%	2%	-	1%	*	1%	*	2%	1%	1%	1%	1%	1%
							a		a											
1	(1.0)	20	11	9	-	8	3	7	2	1	4	-	5	1	6	2	1	-	12	8
		1%	1%	1%	-	1%	1%	1%	1%	1%	1%	-	2%	1%	3%	1%	*	-	1%	1%
													chi		cghi					
2	(2.0)	35	14	21	-	15	7	8	6	-	4	7	4	4	2	4	7	4	21	14
		2%	1%	2%	-	2%	1%	1%	2%	-	1%	3%	2%	2%	1%	1%	2%	2%	2%	1%
3	(3.0)	64	28	35	-	15	15	17	16	1	5	5	11	5	4	13	14	6	36	28
		3%	3%	3%	-	2%	3%	3%	5%	1%	2%	2%	5%	2%	2%	4%	4%	3%	3%	3%
													b							
4	(4.0)	96	47	49	-	35	24	23	15	6	13	13	5	7	12	19	10	12	57	39
		4%	4%	4%	-	6%	4%	3%	4%	5%	4%	6%	2%	3%	5%	6%	3%	6%	5%	4%
						c						d			d		d			
5	(5.0)	317	161	154	2	92	79	101	45	12	47	23	27	41	37	44	56	29	166	151
		14%	15%	14%	25%	15%	15%	15%	13%	11%	16%	11%	12%	22%	15%	13%	16%	13%	14%	15%
														acdgi						
6	(6.0)	271	127	142	1	98	66	69	38	13	38	37	22	22	21	53	47	19	156	115
		12%	12%	13%	13%	16%	12%	10%	11%	12%	13%	17%	10%	12%	9%	16%	13%	9%	13%	12%
						cd						dfi			dfi					
7	(7.0)	353	180	172	-	101	93	107	52	18	42	40	33	27	36	55	67	35	183	170
		16%	17%	16%	-	16%	17%	16%	15%	17%	15%	19%	14%	14%	15%	16%	19%	16%	15%	17%
8	(8.0)	378	184	192	2	93	99	126	60	21	46	37	41	39	40	53	55	47	219	159
		17%	17%	17%	25%	15%	19%	19%	17%	19%	16%	17%	18%	21%	16%	16%	16%	21%	18%	16%
9	(9.0)	228	112	113	1	67	56	75	31	14	25	16	29	17	36	28	40	23	134	95
		10%	11%	10%	13%	11%	11%	11%	9%	13%	9%	8%	13%	9%	15%	8%	11%	10%	11%	10%
															bcg					
10 - Very persuasive	(10.0)	284	139	146	-	56	57	103	68	17	43	27	35	17	26	46	39	34	150	135
		13%	13%	13%	-	9%	11%	15%	19%	15%	15%	12%	16%	9%	11%	14%	11%	15%	12%	14%
							ab	ab	ab		e		e						e	
Don't know		116	48	66	2	36	28	36	17	8	17	9	12	9	16	16	19	11	61	55
		5%	5%	6%	25%	6%	5%	5%	5%	7%	6%	4%	5%	5%	7%	5%	5%	5%	5%	6%
Net: Persuasive		1243	615	623	3	317	305	410	211	70	156	119	138	100	138	182	201	139	685	558
		57%	58%	56%	38%	51%	57%	60%	59%	64%	54%	56%	61%	53%	57%	54%	56%	62%	57%	57%
							a	a	a											

Impact of language on public attitudes to ageing

M2_14. Our longer lives are an opportunity - for the economy, for society and for us all as individuals: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	683	336	344	3	225	169	193	97	30	97	73	54	70	70	116	113	61	379	305
	31%	32%	31%	38%	36%	32%	28%	27%	27%	34%	34%	24%	37%	29%	34%	32%	27%	31%	31%
					cd					d	d		di		d	d			
Net: Unpersuasive	555	272	280	2	166	135	163	91	19	76	49	55	59	67	85	91	54	306	249
	25%	26%	25%	25%	27%	25%	24%	25%	18%	27%	23%	24%	31%	28%	25%	25%	24%	25%	25%
													a						
Median 1	7	7	7	-	7	7	7	7	8	7	7	7	7	7	7	7	7	7	7
Base for stats	2069	1015	1045	6	581	506	642	340	102	270	204	214	180	226	320	339	213	1147	922
Mean Score	6.89	6.91	6.87	6.83	6.68	6.85	7.07	7.00	7.35	6.87	6.84	7.01	6.71	6.82	6.83	6.84	7.08	6.87	6.92
						a	a		cegh										
Standard Deviation	2.198	2.171	2.227	1.722	2.094	2.135	2.205	2.414	1.932	2.274	2.078	2.406	2.049	2.386	2.177	2.095	2.208	2.221	2.169
Standard Error	.048	.069	.068	.703	.083	.094	.088	.140	.199	.138	.144	.158	.149	.172	.116	.116	.153	.063	.075
Error variance	*	*	*	.49	.01	.01	.01	.02	.04	.02	.02	.02	.02	.03	.01	.01	.02	*	.01

Impact of language on public attitudes to ageing

M2_14. Our longer lives are an opportunity - for the economy, for society and for us all as individuals: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	23	20	3	23	-	14	9	13	10	15	9	16	7	8	5	9	14	9
		1%	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							b												
1	(1.0)	20	19	1	20	-	4	16	10	10	15	5	14	7	11	3	6	10	10
		1%	1%	*	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%
2	(2.0)	35	28	7	33	2	11	23	13	22	24	11	19	15	16	11	8	19	15
		2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%
3	(3.0)	64	54	10	62	1	22	41	24	39	42	22	46	17	25	10	27	35	29
		3%	3%	3%	3%	2%	4%	3%	2%	3%	3%	3%	3%	2%	3%	1%	4%	3%	3%
															b		b		
4	(4.0)	96	80	16	92	4	31	63	45	49	66	28	61	30	37	28	28	58	37
		4%	4%	5%	4%	7%	5%	4%	4%	4%	5%	4%	4%	4%	5%	4%	4%	5%	4%
5	(5.0)	317	275	42	311	6	85	227	156	156	200	112	197	114	127	84	101	191	126
		14%	15%	13%	15%	10%	14%	15%	15%	14%	14%	16%	14%	16%	16%	13%	14%	16%	13%
6	(6.0)	271	228	43	259	12	62	205	136	133	185	84	157	113	109	91	71	128	141
		12%	12%	13%	12%	19%	10%	13%	13%	12%	13%	12%	11%	16%	14%	14%	10%	11%	15%
						a		a						c	c				a
7	(7.0)	353	302	51	346	6	87	256	153	193	233	118	221	128	130	115	107	192	158
		16%	16%	15%	16%	10%	14%	17%	15%	17%	16%	17%	15%	18%	17%	17%	15%	16%	17%
8	(8.0)	378	315	62	364	14	112	262	174	199	258	116	265	110	130	112	132	217	158
		17%	17%	19%	17%	22%	18%	17%	17%	18%	18%	16%	18%	15%	17%	17%	18%	18%	17%
9	(9.0)	228	182	46	217	12	53	174	106	122	161	67	161	65	66	89	72	112	113
		10%	10%	14%	10%	19%	9%	11%	10%	11%	11%	9%	11%	9%	8%	14%	10%	9%	12%
				a		a										ac			a
10 - Very persuasive	(10.0)	284	247	37	279	6	95	187	154	127	190	94	215	68	72	77	134	163	118
		13%	13%	11%	13%	9%	16%	12%	15%	11%	13%	13%	15%	9%	9%	12%	18%	13%	12%
							b		b		d	d	d			ab			
Don't know		116	104	12	116	1	32	80	41	71	69	44	66	49	45	31	39	75	42
		5%	6%	4%	5%	1%	5%	5%	4%	6%	5%	6%	5%	7%	6%	5%	5%	6%	4%
					b					a				ac					
Net: Persuasive		1243	1047	196	1205	38	347	878	587	640	842	394	863	371	397	392	444	684	547
		57%	56%	59%	57%	59%	57%	57%	57%	57%	58%	56%	60%	51%	51%	60%	61%	56%	57%
											d		d		a	a			
Net: Neutral		683	582	101	661	23	178	495	337	337	451	224	416	257	273	203	201	377	304
		31%	31%	31%	31%	35%	29%	32%	33%	30%	31%	32%	29%	36%	35%	31%	27%	31%	32%
														ac	c				

Impact of language on public attitudes to ageing

M2_14. Our longer lives are an opportunity - for the economy, for society and for us all as individuals: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Unpersuasive	555	475	80	541	14	168	379	261	287	360	187	353	191	225	142	179	327	226
	25%	26%	24%	26%	22%	28%	25%	25%	25%	25%	26%	25%	26%	29%	22%	24%	27%	24%
														bc				
Median 1	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
Base for stats	2069	1749	319	2005	63	577	1463	984	1059	1388	665	1373	674	731	624	695	1139	914
Mean Score	6.89	6.88	6.95	6.89	7.04	6.84	6.92	6.95	6.84	6.92	6.86	7.02	6.67	6.59	7.04	7.10	6.87	6.91
										d		d			a	a		
Standard Deviation	2.198	2.205	2.158	2.204	2.008	2.402	2.120	2.219	2.185	2.197	2.206	2.230	2.112	2.182	2.059	2.287	2.224	2.165
Standard Error	.048	.055	.098	.050	.186	.099	.055	.070	.067	.059	.086	.061	.080	.079	.081	.090	.067	.069
Error variance	*	*	.01	*	.03	.01	*	*	*	*	.01	*	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

M2_14. Our longer lives are an opportunity - for the economy, for society and for us all as individuals: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	23	11	-	2	1	9	14	7	3	6	9	7	1	9	7	7	10	4	10
		1%	1%	-	3%	1%	2%	2%	1%	1%	1%	1%	2%	3%	3%	1%	1%	2%	*	1%
					ab		a	b						bc			b			
1	(1.0)	20	14	1	-	1	5	8	9	3	8	9	3	-	6	6	8	6	8	6
		1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	1%	1%	1%
2	(2.0)	35	23	2	1	2	6	9	17	8	7	20	7	-	7	13	15	13	8	14
		2%	2%	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	-	2%	2%	1%	3%	1%	2%
																	b			
3	(3.0)	64	32	6	2	3	21	23	28	11	18	33	12	1	9	27	27	15	24	22
		3%	2%	5%	3%	4%	5%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%
							a													
4	(4.0)	96	63	6	1	6	20	34	37	23	29	46	19	1	20	34	39	21	39	28
		4%	4%	5%	2%	8%	4%	4%	4%	7%	4%	4%	5%	3%	6%	4%	4%	4%	5%	3%
										b								c		
5	(5.0)	317	224	18	12	8	55	107	138	67	107	142	62	5	48	156	99	65	134	102
		14%	15%	15%	16%	11%	12%	13%	14%	20%	16%	13%	16%	14%	14%	20%	10%	14%	18%	12%
										ab					c	ac			c	
6	(6.0)	271	186	14	12	13	45	116	110	45	94	132	44	-	46	113	109	44	111	106
		12%	13%	12%	15%	18%	10%	14%	11%	13%	14%	12%	11%	-	13%	15%	11%	10%	15%	12%
					e			b			d	d	d	-	c	c		a		
7	(7.0)	353	227	23	6	13	82	125	179	47	114	176	58	5	38	109	198	77	129	135
		16%	16%	19%	8%	18%	18%	15%	18%	14%	17%	16%	15%	13%	11%	14%	20%	16%	17%	15%
				c			c								ab	ab				
8	(8.0)	378	254	17	16	13	78	151	183	40	112	204	51	11	53	130	186	93	109	165
		17%	17%	14%	21%	17%	17%	19%	18%	12%	16%	19%	13%	30%	15%	17%	19%	20%	15%	19%
								c	c			c		ac				b		b
9	(9.0)	228	164	13	10	3	37	99	100	28	66	111	45	7	30	57	137	38	62	121
		10%	11%	11%	14%	4%	8%	12%	10%	8%	10%	10%	12%	18%	9%	7%	14%	8%	8%	14%
			d	d	d										ab	ab		b		ab
10 - Very persuasive	(10.0)	284	179	10	9	3	82	92	153	35	84	138	54	6	54	74	150	72	57	144
		13%	12%	8%	12%	4%	18%	11%	15%	10%	12%	13%	14%	16%	16%	10%	15%	15%	8%	16%
			d				abd		ac						b	b		b		b

Impact of language on public attitudes to ageing

M2_14. Our longer lives are an opportunity - for the economy, for society and for us all as individuals: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	116	75	11	4	9	18	34	54	26	35	59	22	-	27	43	31	13	52	29
	5%	5%	9%	5%	12%	4%	4%	5%	8%	5%	6%	6%	-	8%	6%	3%	3%	7%	3%
			e		ae				a					c	c			ac	
Net: Persuasive	1243	825	63	41	32	278	467	615	151	376	629	208	28	175	370	671	280	357	565
	57%	57%	52%	55%	43%	61%	58%	60%	45%	55%	58%	54%	76%	50%	48%	67%	60%	48%	64%
		d			d		c	c				abc		ab		b		b	
Net: Neutral	683	473	38	25	27	120	257	286	135	231	320	125	6	115	303	247	131	284	236
	31%	33%	32%	33%	37%	26%	32%	28%	40%	34%	30%	32%	17%	33%	39%	25%	28%	39%	27%
		e			e			ab		d				c	ac			ac	
Net: Unpersuasive	555	366	33	18	20	117	195	237	115	175	259	111	8	99	243	195	130	217	182
	25%	25%	27%	25%	27%	25%	24%	23%	34%	26%	24%	29%	24%	29%	32%	19%	28%	29%	21%
							ab							c	c		c	c	
Median 1	7	7	7	7	6	7	7	7	6	7	7	7	8	7	7	7	7	7	8
Base for stats	2069	1377	110	71	66	440	778	962	312	646	1020	363	36	321	725	975	454	684	853
Mean Score	6.89	6.93	6.67	6.93	6.24	6.94	6.89	7.04	6.46	6.85	6.94	6.79	7.41	6.70	6.56	7.21	6.82	6.56	7.21
		d		d	d		c	c						ab		b		ab	
Standard Deviation	2.198	2.134	2.067	2.321	2.056	2.402	2.199	2.165	2.230	2.135	2.167	2.358	2.338	2.517	2.115	2.113	2.409	2.021	2.187
Standard Error	.048	.058	.181	.263	.220	.120	.077	.072	.122	.081	.069	.128	.395	.140	.079	.068	.115	.077	.074
Error variance	*	*	.03	.07	.05	.01	.01	.01	.01	.01	*	.02	.16	.02	.01	*	.01	.01	.01

Impact of language on public attitudes to ageing

M2_14. Our longer lives are an opportunity - for the economy, for society and for us all as individuals: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
	Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726	
Total	2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%	
0 - Very unpersuasive	(0.0)	23 1%	17 1% b	3 * 1%	2 1%	6 1%	17 1%	3 1%	20 1%	4 1%	19 1%
1	(1.0)	20 1%	15 1%	3 1%	2 1%	6 1%	14 1%	6 2%	14 1%	6 2%	14 1%
2	(2.0)	35 2%	14 1%	13 2%	6 2%	8 1%	23 2%	9 2%	25 1%	7 2%	27 2%
3	(3.0)	64 3%	35 3%	14 2%	12 4%	17 2%	46 3%	8 2%	53 3%	10 3%	52 3%
4	(4.0)	96 4%	48 4%	25 4%	20 7% ab	32 5%	61 4%	17 5%	77 4%	15 4%	80 5%
5	(5.0)	317 14%	148 12%	119 19% a	39 14%	99 14%	197 14%	50 13%	248 14%	42 12%	246 14%
6	(6.0)	271 12%	139 12%	88 14%	38 14%	76 11%	190 14%	49 13%	216 12%	46 13%	215 12%
7	(7.0)	353 16%	197 16%	100 16%	46 16%	126 18%	222 16%	69 19%	280 16%	62 18%	280 16%
8	(8.0)	378 17%	220 18%	109 17%	40 14%	119 17%	247 18%	58 16%	312 18%	55 16%	315 18%
9	(9.0)	228 10%	135 11%	59 9%	32 11%	90 13% b	137 10%	52 14% b	174 10%	53 15% b	176 10%
10 - Very persuasive	(10.0)	284 13%	186 15% b	55 9%	33 12%	93 13%	188 13%	39 11%	240 14%	36 10%	242 14%

Impact of language on public attitudes to ageing

M2_14. Our longer lives are an opportunity - for the economy, for society and for us all as individuals: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	116	53	40	11	38	61	12	81	11	84
	5%	4%	6%	4%	5%	4%	3%	5%	3%	5%
Net: Persuasive	1243	739	323	151	429	795	218	1007	206	1013
	57%	61%	51%	54%	60%	57%	59%	58%	59%	58%
		bc								
Net: Neutral	683	334	233	98	208	448	116	542	103	540
	31%	28%	37%	35%	29%	32%	31%	31%	30%	31%
		a	a							
Net: Unpersuasive	555	277	177	81	170	358	93	437	86	437
	25%	23%	28%	29%	24%	26%	25%	25%	25%	25%
		a	a							
Median 1	7	7	7	7	7	7	7	7	7	7
Base for stats	2069	1155	589	271	675	1343	361	1660	337	1665
Mean Score	6.89	7.04	6.71	6.73	7.02	6.86	6.84	6.93	6.85	6.93
		bc								
Standard Deviation	2.198	2.262	2.013	2.212	2.147	2.223	2.197	2.196	2.257	2.198
Standard Error	.048	.066	.083	.135	.082	.061	.113	.054	.119	.054
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M1_15. Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%			a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	10	4	6	-	2	4	3	-	1	1	-	2	1	-	2	-	2	4	6
		*	*	1%	-	*	1%	1%	-	1%	*	-	1%	1%	-	1%	-	1%	*	1%
1	(1.0)	10	2	8	-	6	3	1	-	-	5	1	2	-	-	1	1	-	6	4
		*	*	1%	-	1%	1%	*	-	-	2%	1%	1%	-	-	*	*	-	1%	*
2	(2.0)	12	7	5	-	6	1	3	2	-	1	1	3	1	-	3	4	-	8	4
		1%	1%	*	-	1%	*	*	1%	-	*	*	1%	*	-	1%	1%	-	1%	*
3	(3.0)	27	9	18	1	15	5	5	3	-	8	-	3	4	3	3	1	4	14	14
		1%	1%	2%	13%	2%	1%	1%	1%	-	3%	-	1%	2%	1%	1%	*	2%	1%	1%
						bc					ch			ch				c		
4	(4.0)	48	15	33	-	27	12	4	5	1	10	9	5	2	4	8	6	4	32	16
		2%	1%	3%	-	4%	2%	1%	2%	1%	4%	4%	2%	1%	2%	2%	2%	2%	3%	2%
				a		cd		c												
5	(5.0)	142	72	70	1	60	42	35	6	4	24	9	17	15	15	27	16	15	75	68
		7%	7%	6%	13%	10%	8%	5%	2%	4%	8%	4%	8%	8%	6%	8%	5%	7%	6%	7%
						cd		d			h									
6	(6.0)	153	80	73	-	69	44	26	14	9	16	18	12	11	19	25	23	20	84	68
		7%	7%	7%	-	11%	8%	4%	4%	8%	6%	8%	5%	6%	8%	8%	6%	9%	7%	7%
						cd		cd												
7	(7.0)	307	157	149	1	97	88	91	31	19	33	33	26	24	42	49	55	26	170	136
		14%	15%	13%	13%	16%	17%	13%	9%	17%	12%	15%	12%	13%	17%	15%	15%	11%	14%	14%
						d		d												
8	(8.0)	530	268	260	2	132	139	173	87	23	64	53	60	46	50	86	96	52	306	224
		24%	25%	23%	25%	21%	26%	25%	24%	21%	22%	25%	27%	24%	21%	26%	27%	23%	25%	23%
9	(9.0)	391	194	195	1	84	77	145	86	19	40	32	46	42	44	58	66	44	229	162
		18%	18%	18%	13%	14%	14%	21%	24%	18%	14%	15%	21%	22%	18%	17%	18%	20%	19%	17%
								ab	ab				b	b						
10 - Very accurate	(10.0)	511	240	268	2	101	106	182	122	28	80	55	46	37	59	71	82	53	263	248
		23%	23%	24%	25%	16%	20%	27%	34%	26%	28%	26%	20%	19%	24%	21%	23%	24%	22%	25%
								ab	abc		deg									
Don't know		43	18	25	-	20	13	10	1	5	4	3	2	5	6	4	8	5	17	27
		2%	2%	2%	-	3%	2%	1%	*	5%	1%	1%	1%	3%	3%	1%	2%	2%	1%	3%
						cd		d		dg										a
Net: Accurate		1739	858	873	6	414	409	591	325	89	217	173	179	148	195	264	299	174	969	770
		80%	81%	79%	75%	67%	77%	87%	91%	81%	76%	81%	79%	79%	81%	79%	83%	78%	80%	79%
							a	ab	ab								b			

Impact of language on public attitudes to ageing

M1_15. Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	343	167	176	1	156	98	65	25	14	51	36	34	29	38	60	44	38	191	152
	16%	16%	16%	13%	25%	18%	10%	7%	13%	18%	17%	15%	15%	15%	18%	12%	17%	16%	16%
					bcd	cd									h				
Net: Inaccurate	250	108	140	2	115	67	51	16	7	49	19	33	24	22	43	28	25	138	112
	11%	10%	13%	25%	19%	13%	8%	5%	6%	17%	9%	15%	13%	9%	13%	8%	11%	11%	11%
					bcd	cd				acfh		ah			h				
Median 1	8	8	8	8	8	8	8	9	8	8	8	8	8	8	8	8	8	8	8
Base for stats	2142	1046	1086	8	598	520	669	355	104	283	210	224	184	236	332	349	219	1191	951
Mean Score	7.92	7.96	7.88	7.50	7.33	7.71	8.25	8.58	8.13	7.76	8.00	7.77	7.88	8.03	7.80	8.06	7.96	7.90	7.94
					a	ab	abc												
Standard Deviation	1.889	1.776	1.988	2.449	2.066	1.904	1.697	1.531	1.720	2.202	1.764	2.083	1.886	1.701	1.901	1.702	1.887	1.862	1.922
Standard Error	.041	.055	.060	.866	.081	.083	.066	.087	.175	.131	.121	.134	.136	.120	.100	.093	.129	.052	.066
Error variance	*	*	*	.75	.01	.01	*	.01	.03	.02	.01	.02	.02	.01	.01	.01	.02	*	*

Impact of language on public attitudes to ageing

M1_15. Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	10	8	1	10	-	2	6	6	2	6	4	6	3	3	3	3	5	5
		*	*	*	*	-	*	*	1%	*	*	1%	*	*	*	1%	*	*	1%
1	(1.0)	10	10	-	10	-	5	6	7	3	8	3	6	5	3	6	1	5	6
		*	1%	-	*	-	1%	*	1%	*	1%	*	*	1%	*	1%	*	*	1%
2	(2.0)	12	10	2	10	2	5	7	6	5	9	2	6	6	6	4	2	7	5
		1%	1%	1%	*	3% a	1%	*	1%	*	1%	*	*	1%	1%	1%	*	1%	1%
3	(3.0)	27	21	7	25	2	7	20	13	14	16	11	15	12	10	14	3	14	14
		1%	1%	2%	1%	3% a	1%	1%	1%	1%	1%	2%	1%	2%	1%	2% c	*	1%	1%
4	(4.0)	48	38	11	45	3	7	40	13	34	29	20	27	20	19	22	8	26	22
		2%	2%	3%	2%	5%	1%	3%	1%	3% a	2%	3%	2%	3%	2% c	3% c	1%	2%	2%
5	(5.0)	142	121	21	137	5	38	101	61	78	96	43	70	69	70	49	21	89	52
		7%	7%	6%	6%	8%	6%	7%	6%	7%	7% c	6%	5%	10% abc	9% c	7% c	3%	7%	5%
6	(6.0)	153	123	29	146	7	33	118	70	80	92	58	90	60	69	55	24	69	82
		7%	7%	9%	7%	11%	5%	8%	7%	7%	6%	8%	6%	8%	9% c	8% c	3%	6%	9% a
7	(7.0)	307	254	52	293	13	70	233	138	163	213	93	189	116	107	118	79	158	146
		14%	14%	16%	14%	21% a	11%	15% a	14%	14%	15%	13%	13%	16%	14%	18% ac	11%	13%	15%
8	(8.0)	530	457	73	518	13	145	377	232	292	357	167	356	169	204	139	183	284	245
		24%	25%	22%	24%	20%	24%	24%	23%	26%	25%	24%	25%	23%	26% b	21%	25%	23%	26%
9	(9.0)	391	337	54	384	7	115	271	191	196	255	135	279	111	124	98	168	228	160
		18%	18%	16%	18%	12%	19%	18%	19%	17%	18%	19%	19% d	15%	16%	15%	23% ab	19%	17%
10 - Very accurate	(10.0)	511	439	71	499	12	173	333	269	237	348	162	373	135	145	129	232	306	201
		23%	24%	22%	24%	18%	28% b	22%	26% b	21%	24% d	23%	26% d	19%	19%	20%	32% ab	25% b	21%
Don't know		43	34	9	43	-	9	31	17	24	28	12	23	17	15	18	10	25	18
		2%	2%	3%	2%	-	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%
Net: Accurate		1739	1488	251	1694	45	502	1214	830	889	1174	556	1198	532	581	484	661	976	752
		80%	80% b	76%	80% b	70%	83% b	79%	81%	79%	81% d	78% d	83% bd	74%	75%	74%	90% ab	80%	79%

Impact of language on public attitudes to ageing

M1_15. Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	343	282	61	329	15	79	259	145	193	217	121	187	149	158	126	54	183	156
	16%	15%	19%	15%	23%	13%	17%	14%	17%	15%	17%	13%	21%	20%	19%	7%	15%	16%
				a	a		a				c		ac	c	c			
Net: Inaccurate	250	208	42	238	12	64	180	107	138	164	83	129	115	111	98	39	144	104
	11%	11%	13%	11%	19%	11%	12%	10%	12%	11%	12%	9%	16%	14%	15%	5%	12%	11%
				a	a					c	c		abc	c	c			
Median 1	8	8	8	8	7	8	8	8	8	8	8	8	8	8	8	9	8	8
Base for stats	2142	1819	322	2078	64	600	1512	1007	1106	1429	698	1416	707	761	637	724	1189	937
Mean Score	7.92	7.94	7.76	7.94	7.27	8.11	7.85	8.01	7.85	7.94	7.89	8.10	7.59	7.68	7.58	8.48	8.00	7.81
				b	b	b	b	b	b	d	d	abd				ab	b	
Standard Deviation	1.889	1.883	1.916	1.878	2.120	1.915	1.860	1.926	1.834	1.879	1.913	1.798	1.977	1.902	2.031	1.597	1.881	1.895
Standard Error	.041	.046	.086	.042	.196	.078	.048	.060	.055	.050	.073	.048	.073	.068	.080	.061	.056	.060
Error variance	*	*	.01	*	.04	.01	*	*	*	*	.01	*	.01	*	.01	*	*	*

Impact of language on public attitudes to ageing

M1_15. Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very inaccurate	(0.0)	10	8	1	-	1	-	1	4	5	4	4	2	-	5	2	2	1	3	5
		*	1%	1%	-	1%	-	*	*	2%	1%	*	1%	-	1%	*	*	*	*	1%
										ab					bc					
1	(1.0)	10	10	-	-	-	-	1	7	1	5	4	-	1	1	4	6	1	6	2
		*	1%	-	-	-	-	*	1%	*	1%	*	-	3%	*	*	1%	*	1%	*
																				bc
2	(2.0)	12	7	2	-	*	2	3	7	1	4	8	-	-	4	2	6	3	3	6
		1%	1%	2%	-	1%	*	*	1%	*	1%	1%	-	-	1%	*	1%	1%	*	1%
3	(3.0)	27	18	-	5	1	4	7	13	7	10	14	3	-	5	15	7	5	10	8
		1%	1%	-	6%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	2%	1%	1%	1%	1%
					abde											c				
4	(4.0)	48	33	4	3	3	5	17	18	11	15	26	7	-	12	21	15	8	25	14
		2%	2%	3%	4%	4%	1%	2%	2%	3%	2%	2%	2%	-	3%	3%	1%	2%	3%	2%
															c					c
5	(5.0)	142	100	13	8	6	16	38	57	46	51	69	21	1	22	78	40	19	81	38
		7%	7%	10%	10%	9%	3%	5%	6%	14%	8%	6%	5%	4%	6%	10%	4%	4%	11%	4%
			e	e	e	e			ab						ac				ac	
6	(6.0)	153	120	8	3	6	16	67	58	27	51	73	28	1	15	69	66	19	82	45
		7%	8%	7%	3%	8%	3%	8%	6%	8%	7%	7%	7%	3%	4%	9%	7%	4%	11%	5%
			e					b							a				ac	
7	(7.0)	307	229	20	9	10	38	126	129	50	93	156	52	5	42	125	131	60	111	124
		14%	16%	17%	12%	14%	8%	15%	13%	15%	14%	14%	13%	14%	12%	16%	13%	13%	15%	14%
			e	e																
8	(8.0)	530	351	27	19	16	115	208	248	72	155	282	87	6	71	171	273	111	166	229
		24%	24%	22%	26%	22%	25%	26%	24%	21%	23%	26%	23%	17%	20%	22%	27%	24%	23%	26%
															ab					
9	(9.0)	391	242	18	11	9	111	157	190	41	123	176	81	11	62	117	203	96	103	179
		18%	17%	15%	15%	12%	24%	19%	19%	12%	18%	16%	21%	31%	18%	15%	20%	21%	14%	20%
						abd		c	c				b	b	b	b	b	b	b	b
10 - Very accurate	(10.0)	511	302	26	14	17	151	181	263	60	158	243	97	10	102	150	249	137	125	227
		23%	21%	21%	19%	23%	33%	22%	26%	18%	23%	23%	25%	28%	29%	20%	25%	29%	17%	26%
						abc			c					b	b	b	b	b	b	b

Impact of language on public attitudes to ageing

M1_15. Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	43	32	2	3	5	1	6	21	15	12	24	7	-	8	16	8	5	20	5
	2%	2%	2%	5%	6%	*	1%	2%	5%	2%	2%	2%	-	2%	2%	1%	1%	3%	1%
		e	e	e	ae			a	ab					c	c			c	
Net: Accurate	1739	1123	91	54	53	415	671	831	223	530	857	317	33	277	563	857	405	505	759
	80%	77%	75%	71%	71%	91%	83%	82%	66%	78%	79%	82%	91%	80%	73%	85%	87%	69%	86%
						abcd	c	c						b	ab		b		b
Net: Neutral	343	253	25	13	15	36	122	133	84	116	168	56	2	49	167	121	46	189	97
	16%	17%	21%	18%	20%	8%	15%	13%	25%	17%	16%	14%	6%	14%	22%	12%	10%	26%	11%
		e	e	e	e			ab							ac			ac	
Net: Inaccurate	250	177	20	16	11	26	68	107	72	88	126	33	2	48	121	76	38	129	73
	11%	12%	17%	21%	15%	6%	8%	10%	21%	13%	12%	9%	7%	14%	16%	8%	8%	17%	8%
		e	e	ae	e			ab		c				c	c			ac	
Median 1	8	8	8	8	8	9	8	8	8	8	8	8	9	8	8	8	9	8	8
Base for stats	2142	1420	119	72	70	457	806	995	323	668	1055	378	36	340	753	998	462	716	877
Mean Score	7.92	7.77	7.64	7.51	7.71	8.54	8.00	8.04	7.32	7.85	7.87	8.11	8.36	7.97	7.61	8.13	8.26	7.44	8.14
						abcd	c	c				ab		b	b	b	b		b
Standard Deviation	1.889	1.924	2.023	2.084	2.033	1.533	1.698	1.902	2.162	1.968	1.881	1.752	1.847	2.153	1.933	1.729	1.762	1.979	1.771
Standard Error	.041	.051	.171	.236	.212	.075	.059	.062	.116	.073	.059	.093	.312	.117	.071	.055	.083	.074	.059
Error variance	*	*	.03	.06	.04	.01	*	*	.01	.01	*	.01	.10	.01	*	*	.01	.01	*

Impact of language on public attitudes to ageing

M1_15. Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
	Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%											
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726	
Total	2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%	
0 - Very inaccurate	(0.0)	10 *	5 *	- -	3 1%	4 1%	6 *	3 1%	7 *	4 1%	5 *
1	(1.0)	10 *	7 1%	1 *	2 1%	4 1%	5 *	2 1%	8 *	6 2%	5 *
2	(2.0)	12 1%	5 *	4 1%	3 1%	3 *	7 1%	3 1%	7 *	3 1%	8 *
3	(3.0)	27 1%	13 1%	11 2%	3 1%	10 1%	15 1%	8 2%	19 1%	5 1%	21 1%
4	(4.0)	48 2%	23 2%	16 3%	6 2%	16 2%	29 2%	11 3%	37 2%	9 3%	37 2%
5	(5.0)	142 7%	50 4%	67 11%	18 6%	66 9%	66 5%	44 12%	90 5%	34 10%	99 6%
6	(6.0)	153 7%	74 6%	55 9%	19 7%	44 6%	106 8%	45 12%	103 6%	37 11%	112 6%
7	(7.0)	307 14%	168 14%	97 15%	36 13%	90 13%	211 15%	46 12%	249 14%	59 17%	234 13%
8	(8.0)	530 24%	303 25%	141 22%	75 26%	190 27%	331 24%	94 25%	426 24%	78 22%	427 24%
9	(9.0)	391 18%	237 20%	93 15%	49 17%	107 15%	277 20%	36 10%	350 20%	49 14%	337 19%
10 - Very accurate	(10.0)	511 23%	310 26%	124 20%	62 22%	167 23%	337 24%	76 20%	426 24%	60 17%	442 25%

Impact of language on public attitudes to ageing

M1_15. Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.: To what extent, if at all, do you think the message above is accurate or inaccurate?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	43	13	19	5	11	15	4	19	4	23
	2%	1%	3%	2%	2%	1%	1%	1%	1%	1%
Net: Accurate	1739	1018	456	222	554	1155	253	1451	246	1439
	80%	84%	73%	79%	78%	82%	68%	83%	71%	82%
		bc	a		a		a		a	
Net: Neutral	343	148	138	43	127	201	100	230	81	248
	16%	12%	22%	15%	18%	14%	27%	13%	23%	14%
		ac	a		b		b		b	
Net: Inaccurate	250	103	99	36	104	128	71	168	61	175
	11%	9%	16%	13%	15%	9%	19%	10%	17%	10%
		a	a		b		b		b	
Median 1	8	8	8	8	8	8	8	8	8	8
Base for stats	2142	1195	610	277	701	1389	369	1722	344	1726
Mean Score	7.92	8.10	7.64	7.79	7.81	8.01	7.40	8.04	7.37	8.05
		bc	a		a		a		a	
Standard Deviation	1.889	1.806	1.887	2.065	1.959	1.814	2.087	1.821	2.137	1.806
Standard Error	.041	.052	.076	.125	.074	.049	.107	.044	.112	.044
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

M2_15. Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

		Gender			Age				Region of England									Social grade		
		Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
		a	b	c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Significance Level: 95%																				
Unweighted Total		2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total		2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	16	6	10	-	3	5	5	3	2	4	1	3	-	-	2	3	1	7	8
		1%	1%	1%	-	*	1%	1%	1%	2%	1%	1%	1%	-	-	1%	1%	*	1%	1%
1	(1.0)	5	2	3	-	4	1	1	-	-	1	1	1	-	1	1	-	1	1	4
		*	*	*	-	1%	*	*	-	-	*	*	1%	-	*	*	-	1%	*	*
2	(2.0)	11	5	6	-	4	1	2	3	1	1	-	2	2	1	2	1	-	5	5
		*	*	1%	-	1%	*	*	1%	1%	*	-	1%	1%	1%	1%	*	-	*	1%
3	(3.0)	44	23	20	1	21	8	9	7	2	7	8	8	2	3	5	5	4	21	23
		2%	2%	2%	13%	3%	1%	1%	2%	2%	2%	4%	3%	1%	1%	2%	1%	2%	2%	2%
4	(4.0)	81	35	46	-	34	21	16	10	4	18	6	7	5	4	17	12	8	49	32
		4%	3%	4%	-	5%	4%	2%	3%	4%	6%	3%	3%	3%	2%	5%	3%	3%	4%	3%
5	(5.0)	239	112	126	1	92	57	64	26	11	28	20	23	27	33	35	37	26	121	118
		11%	11%	11%	13%	15%	11%	9%	7%	10%	10%	10%	10%	14%	14%	10%	10%	11%	10%	12%
6	(6.0)	238	103	133	2	88	72	47	31	8	34	28	17	23	30	38	34	26	139	98
		11%	10%	12%	25%	14%	14%	7%	9%	7%	12%	13%	8%	12%	12%	11%	9%	12%	12%	10%
7	(7.0)	360	173	187	-	89	99	106	66	18	41	36	38	36	42	50	70	29	202	158
		16%	16%	17%	-	14%	19%	16%	18%	16%	14%	17%	17%	19%	17%	15%	19%	13%	17%	16%
8	(8.0)	456	243	211	1	110	100	176	70	24	54	47	52	25	52	83	78	41	271	185
		21%	23%	19%	13%	18%	19%	26%	20%	22%	19%	22%	23%	13%	21%	25%	22%	18%	22%	19%
9	(9.0)	295	160	135	-	62	69	104	60	15	32	32	29	26	32	47	45	37	173	122
		14%	15%	12%	-	10%	13%	15%	17%	14%	11%	15%	13%	14%	13%	14%	13%	17%	14%	12%
10 - Very persuasive	(10.0)	362	169	191	1	81	78	133	70	18	56	28	38	33	40	47	58	43	177	185
		17%	16%	17%	13%	13%	15%	20%	20%	16%	20%	13%	17%	18%	16%	14%	16%	19%	15%	19%
Don't know		78	33	43	2	30	22	16	10	5	12	6	8	10	5	9	15	7	40	38
		4%	3%	4%	25%	5%	4%	2%	3%	5%	4%	3%	4%	5%	2%	3%	4%	3%	3%	4%
Net: Persuasive		1473	745	724	2	342	347	518	266	75	182	143	158	120	165	227	251	151	823	649
		67%	70%	65%	25%	55%	65%	76%	75%	69%	64%	67%	70%	63%	68%	68%	70%	67%	68%	66%

Impact of language on public attitudes to ageing

M2_15. Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Neutral	558	250	305	3	214	150	127	67	24	80	54	46	55	67	89	83	59	310	249
	26%	24%	27%	38%	35%	28%	19%	19%	22%	28%	26%	21%	29%	27%	27%	23%	27%	26%	25%
			a	bcd	cd					d			d						
Net: Unpersuasive	397	184	211	2	158	92	98	49	21	59	36	43	36	42	62	58	40	205	192
	18%	17%	19%	25%	26%	17%	14%	14%	19%	20%	17%	19%	19%	17%	18%	16%	18%	17%	20%
				bcd															
Median 1	8	8	8	6	7	7	8	8	8	8	8	8	7	8	8	8	8	8	8
Base for stats	2107	1031	1069	6	587	511	663	346	105	275	207	218	179	237	327	343	217	1168	939
Mean Score	7.38	7.45	7.31	6.33	6.92	7.30	7.71	7.65	7.34	7.28	7.31	7.34	7.36	7.43	7.34	7.44	7.53	7.38	7.37
					a	ab	ab												
Standard Deviation	2.005	1.955	2.048	2.422	2.091	1.946	1.907	1.974	2.176	2.195	1.947	2.157	1.931	1.847	1.955	1.927	2.010	1.927	2.099
Standard Error	.044	.061	.062	.989	.083	.086	.075	.113	.221	.132	.134	.140	.141	.130	.103	.106	.138	.054	.072
Error variance	*	*	*	.98	.01	.01	.01	.01	.05	.02	.02	.02	.02	.02	.01	.01	.02	*	.01

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BASE: Adults in England

		Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
		Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
			a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																			
Unweighted Total		2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total		2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	16 1%	14 1%	1 *	15 1%	1 1%	7 1% b	7 *	9 1%	6 1%	10 1%	6 1%	6 *	8 1%	5 1%	5 1%	6 1%	8 1%	8 1%
1	(1.0)	5 *	5 *	1 *	4 *	1 2% a	1 *	5 *	2 *	4 *	4 *	1 *	3 *	2 *	3 *	1 *	1 *	3 *	3 *
2	(2.0)	11 *	8 *	3 1%	11 1%	- -	2 *	9 1%	2 *	9 1%	7 *	4 1%	6 *	5 1%	4 1%	2 *	5 1%	6 *	5 1%
3	(3.0)	44 2%	34 2%	10 3%	41 2%	4 6% a	15 2%	28 2%	22 2%	22 2%	31 2%	13 2%	22 2%	22 3% c	20 3%	16 2%	9 1%	26 2%	19 2%
4	(4.0)	81 4%	64 3%	17 5%	79 4%	3 4%	18 3%	60 4%	35 3%	42 4%	51 4%	29 4%	53 4%	27 4%	41 5% c	24 4%	14 2%	44 4%	36 4%
5	(5.0)	239 11%	207 11%	32 10%	232 11%	8 12%	70 12%	164 11%	125 12%	111 10%	149 10%	87 12%	143 10%	92 13% c	91 12% c	83 13% c	62 8%	140 12%	99 10%
6	(6.0)	238 11%	202 11%	36 11%	231 11%	7 11%	63 10%	174 11%	94 9%	143 13% a	164 11%	71 10%	131 9%	105 15% abc	93 12% c	85 13% c	56 8%	127 10%	111 12%
7	(7.0)	360 16%	310 17%	49 15%	349 16%	10 16%	92 15%	260 17%	146 14%	210 19% a	236 16%	120 17%	238 17%	118 16%	125 16%	109 17%	125 17%	195 16%	162 17%
8	(8.0)	456 21%	377 20%	79 24%	443 21%	13 20%	127 21%	324 21%	223 22%	225 20%	296 20%	157 22%	317 22%	136 19%	162 21%	126 19%	166 23%	233 19%	220 23% a
9	(9.0)	295 14%	249 13%	46 14%	287 14%	8 13%	81 13%	211 14%	144 14%	145 13%	204 14% d	90 13%	219 15% d	74 10%	81 10%	89 14%	121 16% a	166 14%	126 13%
10 - Very persuasive	(10.0)	362 17%	318 17% b	44 13%	355 17%	7 12%	114 19%	245 16%	189 18% b	170 15%	252 17% d	109 15%	261 18% d	99 14%	124 16%	84 13%	151 21% ab	217 18% b	141 15%
Don't know		78 4%	64 3%	14 4%	76 4%	2 3%	18 3%	57 4%	33 3%	43 4%	53 4%	22 3%	40 3%	35 5% c	28 4%	31 5% c	19 3%	50 4%	28 3%

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BASE: Adults in England

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Persuasive	1473 67%	1254 68%	218 66%	1434 68%	39 61%	415 68%	1040 67%	703 69%	750 66%	988 68%	476 67%	1035 72%	428 59%	491 63%	408 62%	562 77%	811 67%	648 68%
Net: Neutral	558 26%	474 26%	85 26%	541 26%	17 27%	151 25%	398 26%	255 25%	297 26%	364 25%	187 26%	326 23%	224 31%	225 29%	192 29%	133 18%	311 26%	246 26%
Net: Unpersuasive	397 18%	333 18%	64 19%	381 18%	16 25%	114 19%	272 18%	195 19%	194 17%	252 17%	140 20%	233 16%	156 22%	164 21%	131 20%	97 13%	226 19%	169 18%
Median 1	8	8	8	8	7	8	8	8	7	8	8	8	7	7	7	8	8	8
Base for stats	2107	1790	318	2046	62	591	1485	992	1088	1404	687	1398	689	748	624	715	1164	928
Mean Score	7.38	7.40	7.27	7.39	6.93	7.42	7.38	7.46	7.31	7.42	7.30	7.56	7.04	7.19	7.19	7.74	7.41	7.33
				b						d	d	bd				ab		
Standard Deviation	2.005	2.005	2.003	1.997	2.230	2.081	1.957	2.030	1.965	2.006	2.009	1.928	2.083	2.056	1.984	1.919	2.030	1.975
Standard Error	.044	.050	.091	.045	.210	.085	.051	.064	.060	.053	.077	.052	.078	.074	.079	.074	.061	.063
Error variance	*	*	.01	*	.04	.01	*	*	*	*	.01	*	.01	.01	.01	.01	*	*

Impact of language on public attitudes to ageing

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BASE: Adults in England

		Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
		Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
		a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																				
Unweighted Total		2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total		2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0 - Very unpersuasive	(0.0)	16	10	-	-	-	6	4	7	5	4	6	6	-	3	5	8	7	3	6
		1%	1%	-	-	-	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	*	1%
																		b		
1	(1.0)	5	4	2	-	-	-	1	3	1	3	1	1	-	1	3	1	-	2	3
		*	*	1%	-	-	-	*	*	*	*	*	*	-	*	*	*	-	*	*
				e																
2	(2.0)	11	6	-	-	1	3	3	4	4	3	6	1	1	6	1	3	2	6	2
		*	*	-	-	2%	1%	*	*	1%	*	1%	*	3%	2%	*	*	*	1%	*
														abc	bc					
3	(3.0)	44	24	4	2	3	10	11	23	11	15	22	8	-	6	11	25	8	16	19
		2%	2%	3%	3%	5%	2%	1%	2%	3%	2%	2%	2%	-	2%	1%	3%	2%	2%	2%
					a					a										
4	(4.0)	81	56	8	3	4	10	27	36	17	28	40	11	1	20	28	30	15	34	29
		4%	4%	7%	3%	6%	2%	3%	4%	5%	4%	4%	3%	3%	6%	4%	3%	3%	5%	3%
				e		e									c					
5	(5.0)	239	153	22	15	11	39	67	107	60	69	121	46	3	33	121	75	37	129	62
		11%	11%	18%	20%	15%	8%	8%	11%	18%	10%	11%	12%	9%	9%	16%	7%	8%	18%	7%
				ae	ae					ab					ac				ac	
6	(6.0)	238	171	14	6	9	38	100	94	42	75	133	27	3	28	101	104	45	103	85
		11%	12%	11%	7%	13%	8%	12%	9%	13%	11%	12%	7%	8%	8%	13%	10%	10%	14%	10%
			e					b			c	c			a			ac		
7	(7.0)	360	246	16	12	12	73	136	171	50	105	185	65	4	72	124	157	78	126	141
		16%	17%	13%	16%	17%	16%	17%	17%	15%	15%	17%	17%	11%	21%	16%	16%	17%	17%	16%
														c						
8	(8.0)	456	303	17	17	13	105	203	201	49	156	206	81	13	52	150	243	108	133	201
		21%	21%	14%	23%	18%	23%	25%	20%	15%	23%	19%	21%	35%	15%	20%	24%	23%	18%	23%
					b			bc	c		b			b		ab		b		b
9	(9.0)	295	194	16	7	7	72	115	147	32	91	142	56	5	40	85	165	70	82	131
		14%	13%	13%	10%	9%	16%	14%	14%	10%	13%	13%	15%	14%	12%	11%	16%	15%	11%	15%
								c	c						ab		ab	b		b
10 - Very persuasive	(10.0)	362	233	19	10	8	90	127	185	47	102	182	69	6	72	115	168	86	74	185
		17%	16%	15%	13%	11%	20%	16%	18%	14%	15%	17%	18%	16%	21%	15%	17%	19%	10%	21%
					d									b	b			b		b

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BASE: Adults in England

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	78	52	4	3	5	13	18	38	20	30	35	13	-	13	25	26	10	29	19
	4%	4%	4%	4%	7%	3%	2%	4%	6%	4%	3%	3%	-	4%	3%	3%	2%	4%	2%
								a										c	
Net: Persuasive	1473	975	67	47	40	339	580	704	178	454	715	272	27	236	474	733	343	414	657
	67%	67%	56%	62%	54%	74%	71%	69%	53%	67%	66%	71%	76%	68%	62%	73%	73%	56%	74%
		bd				abcd	c	c							b		b	b	
Net: Neutral	558	379	44	23	25	86	195	237	119	172	294	85	7	81	250	209	97	266	176
	26%	26%	36%	31%	33%	19%	24%	23%	35%	25%	27%	22%	20%	23%	33%	21%	21%	36%	20%
		e	ae	e	e			ab							ac			ac	
Net: Unpersuasive	397	253	36	20	20	67	113	180	98	122	196	73	6	71	169	143	69	189	121
	18%	17%	30%	27%	27%	15%	14%	18%	29%	18%	18%	19%	16%	20%	22%	14%	15%	26%	14%
			ae	ae	ae			a	ab					c	c			ac	
Median 1	8	8	7	7	7	8	8	8	7	8	8	8	8	7	7	8	8	7	8
Base for stats	2107	1399	117	73	70	445	794	978	318	651	1044	373	36	335	744	980	457	707	863
Mean Score	7.38	7.37	6.98	7.12	6.80	7.63	7.51	7.47	6.81	7.35	7.36	7.44	7.58	7.31	7.19	7.56	7.55	6.90	7.67
		bd				abcd	c	c							ab		b	b	
Standard Deviation	2.005	1.975	2.164	1.930	2.051	2.025	1.850	2.021	2.223	1.983	1.983	2.108	1.930	2.219	1.965	1.941	2.031	1.936	1.973
Standard Error	.044	.053	.185	.217	.215	.101	.064	.067	.121	.075	.062	.113	.326	.121	.072	.062	.096	.073	.066
Error variance	*	*	.03	.05	.05	.01	*	*	.01	.01	*	.01	.11	.01	.01	*	.01	.01	*

Impact of language on public attitudes to ageing

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BASE: Adults in England

		UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
		Total	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters
										a	b
Significance Level: 95%											
Unweighted Total		2185	1214	628	279	712	1406	386	1727	372	1726
Total		2185 100%	1208 100%	629 100%	282 100%	713 100%	1404 100%	373 100%	1741 100%	348 100%	1749 100%
0 - Very unpersuasive	(0.0)	16 1%	10 1%	1 *	5 2%	6 1%	10 1%	3 1%	13 1%	4 1%	11 1%
1	(1.0)	5 *	3 *	2 *	- -	2 *	4 *	4 1%	2 *	1 *	4 *
2	(2.0)	11 *	5 *	2 *	2 1%	5 1%	5 *	3 1%	8 *	1 *	10 1%
3	(3.0)	44 2%	29 2%	6 1%	9 3%	18 3%	24 2%	14 4%	30 2%	10 3%	34 2%
4	(4.0)	81 4%	41 3%	24 4%	13 5%	32 5%	46 3%	19 5%	60 3%	20 6%	57 3%
5	(5.0)	239 11%	108 9%	94 15%	28 10%	77 11%	149 11%	52 14%	174 10%	38 11%	185 11%
6	(6.0)	238 11%	112 9%	83 13%	37 13%	72 10%	159 11%	46 12%	185 11%	45 13%	183 10%
7	(7.0)	360 16%	205 17%	104 17%	43 15%	114 16%	239 17%	53 14%	292 17%	65 19%	281 16%
8	(8.0)	456 21%	269 22%	124 20%	53 19%	140 20%	305 22%	62 17%	387 22%	63 18%	382 22%
9	(9.0)	295 14%	167 14%	75 12%	43 15%	103 14%	189 13%	47 13%	245 14%	46 13%	241 14%
10 - Very persuasive	(10.0)	362 17%	226 19%	86 14%	40 14%	117 16%	239 17%	62 17%	293 17%	46 13%	310 18%

Impact of language on public attitudes to ageing

M2_15. Most of us will live longer than the generations before us. If we organise and fund work, housing, healthcare and our communities better, we can all benefit from our longer lives.: To what extent, if at all, do you think the message above is persuasive or unpersuasive?

BASE: Adults in England

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	78	32	27	10	27	34	8	52	8	51
	4%	3%	4%	4%	4%	2%	2%	3%	2%	3%
Net: Persuasive	1473	868	390	179	474	972	224	1217	220	1214
	67%	72%	62%	63%	67%	69%	60%	70%	63%	69%
		bc						a		a
Net: Neutral	558	261	202	78	181	354	117	419	104	426
	26%	22%	32%	28%	25%	25%	31%	24%	30%	24%
			a	a			b		b	
Net: Unpersuasive	397	197	129	56	140	238	95	287	75	301
	18%	16%	21%	20%	20%	17%	25%	16%	22%	17%
			a				b		b	
Median 1	8	8	7	8	8	8	7	8	7	8
Base for stats	2107	1176	602	272	686	1370	365	1689	340	1698
Mean Score	7.38	7.51	7.23	7.19	7.33	7.43	7.06	7.46	7.08	7.46
		bc						a		a
Standard Deviation	2.005	2.018	1.866	2.155	2.077	1.964	2.224	1.953	2.089	1.982
Standard Error	.044	.059	.076	.131	.079	.053	.115	.048	.110	.048
Error variance	*	*	.01	.02	.01	*	.01	*	.01	*

Impact of language on public attitudes to ageing

S1. Industry

BASE: All respondents

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public sector	262	115	146	1	69	71	87	34	15	29	27	26	24	27	48	37	29	191	72
	12%	11%	13%	13%	11%	13%	13%	10%	13%	10%	13%	12%	13%	11%	14%	10%	13%	16%	7%
																		b	
Financial sector	117	59	57	1	56	31	24	6	2	11	7	11	6	12	30	27	9	93	24
	5%	6%	5%	13%	9%	6%	3%	2%	2%	4%	3%	5%	3%	5%	9%	7%	4%	8%	2%
					bcd	cd									abcei	ab		b	
Charity sector	77	30	45	2	26	16	23	13	5	9	5	7	4	8	18	11	11	55	22
	4%	3%	4%	25%	4%	3%	3%	4%	4%	3%	2%	3%	2%	3%	5%	3%	5%	5%	2%
																		b	
Media/Broadcasting	31	16	14	1	23	7	1	-	1	3	3	5	2	7	5	3	2	20	11
	1%	1%	1%	13%	4%	1%	*	-	1%	1%	1%	2%	1%	3%	2%	1%	1%	2%	1%
					bcd	cd													
Public Relations	26	13	13	-	19	3	3	1	1	4	1	4	2	1	9	3	2	19	7
	1%	1%	1%	-	3%	1%	*	*	1%	1%	*	2%	1%	1%	3%	1%	1%	2%	1%
					bcd														
Journalism	15	6	8	-	9	3	1	1	-	2	1	1	1	4	6	-	-	12	2
	1%	1%	1%	-	1%	1%	*	*	-	1%	*	*	*	2%	2%	-	-	1%	*
					c									h	hi			b	
Market Research	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	1722	853	864	3	457	410	548	306	89	237	173	179	153	193	235	286	176	867	854
	79%	80%	78%	38%	74%	77%	81%	86%	81%	83%	81%	79%	81%	80%	70%	80%	79%	72%	87%
							a	abc	g	g	g	g	g	g		g	g		a
Refuse to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Impact of language on public attitudes to ageing

S1. Industry

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public sector	262	211	52	256	7	80	175	115	143	199	62	185	74	96	86	78	108	150
	12%	11%	16% a	12%	10%	13%	11%	11%	13%	14% bd	9%	13% b	10%	12%	13%	11%	9%	16% a
Financial sector	117	86	31	112	5	29	87	63	52	77	39	68	48	59	33	23	48	68
	5%	5%	9% a	5%	8%	5%	6%	6%	5%	5%	6%	5%	7%	8% bc	5%	3%	4%	7% a
Charity sector	77	56	21	71	6	29	46	45	30	54	23	53	22	30	20	25	37	39
	4%	3%	6% a	3%	10% a	5% b	3%	4% b	3%	4%	3%	4%	3%	4%	3%	3%	3%	4%
Media/Broadcasting	31	18	13	28	3	14	16	19	11	20	9	19	11	14	15	1	18	12
	1%	1%	4% a	1%	4% a	2% b	1%	2% b	1%	1%	1%	1%	1%	2% c	2% c	*	1%	1%
Public Relations	26	16	11	23	3	9	17	14	11	17	9	12	14	17	5	4	14	12
	1%	1%	3% a	1%	5% a	2%	1%	1%	1%	1%	1%	1%	2% c	2% bc	1%	1%	1%	1%
Journalism	15	9	6	14	*	7	8	9	5	11	3	6	7	8	5	1	7	8
	1%	*	2% a	1%	1%	1%	1%	1%	*	1%	*	*	1%	1%	1%	*	1%	1%
Market Research	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	1722	1502	219	1678	44	462	1236	801	900	1126	581	1129	577	588	507	612	1007	704
	79%	81% b	66%	79% b	69%	76%	80% a	78%	80%	77%	82% a	78%	80%	76%	77%	83% ab	83% b	74%
Refuse to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Impact of language on public attitudes to ageing

S1. Industry

BASE: All respondents

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public sector	262	201	4	5	12	39	102	113	44	91	121	46	4	38	114	99	58	83	108
	12%	14%	4%	6%	16%	9%	13%	11%	13%	13%	11%	12%	11%	11%	15%	10%	12%	11%	12%
		bce			bce										c				
Financial sector	117	94	3	*	9	9	51	43	20	41	62	13	1	17	36	60	27	38	51
	5%	7%	3%	1%	12%	2%	6%	4%	6%	6%	6%	3%	2%	5%	5%	6%	6%	5%	6%
		ce			abce														
Charity sector	77	50	4	3	6	15	33	30	13	25	33	16	3	14	23	37	9	35	31
	4%	3%	3%	5%	7%	3%	4%	3%	4%	4%	3%	4%	9%	4%	3%	4%	2%	5%	4%
				a														a	
Media/Broadcasting	31	21	3	1	6	-	13	9	8	12	14	4	-	5	13	12	5	11	15
	1%	1%	2%	2%	8%	-	2%	1%	2%	2%	1%	1%	-	1%	2%	1%	1%	1%	2%
		e	e	e	abce														
Public Relations	26	23	-	-	2	1	9	6	9	14	9	2	1	4	8	14	5	11	10
	1%	2%	-	-	3%	*	1%	1%	3%	2%	1%	*	3%	1%	1%	1%	1%	2%	1%
		e			be				ab	bc									
Journalism	15	10	*	-	3	1	6	4	4	10	3	2	-	4	7	3	2	5	6
	1%	1%	*	-	3%	*	1%	*	1%	1%	*	1%	-	1%	1%	*	*	1%	1%
					ae					b									
Market Research	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	1722	1097	109	67	45	399	625	827	259	514	864	313	28	279	589	809	377	572	689
	79%	76%	90%	90%	61%	87%	77%	81%	77%	76%	80%	81%	77%	80%	77%	80%	81%	78%	78%
		d	ad	ad	ad	ad		a		a	a								
Refuse to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Impact of language on public attitudes to ageing

S1. Industry

BASE: All respondents

Significance Level: 95%

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public sector	262	144	76	36	69	185	34	219	29	223
	12%	12%	12%	13%	10%	13%	9%	13%	8%	13%
						a				a
Financial sector	117	67	22	25	39	77	29	86	32	81
	5%	6%	4%	9%	5%	5%	8%	5%	9%	5%
				ab			b		b	
Charity sector	77	49	19	10	23	53	14	63	16	58
	4%	4%	3%	3%	3%	4%	4%	4%	5%	3%
Media/Broadcasting	31	17	12	2	15	16	17	14	10	21
	1%	1%	2%	1%	2%	1%	4%	1%	3%	1%
							b		b	
Public Relations	26	16	4	6	10	15	10	16	10	15
	1%	1%	1%	2%	1%	1%	3%	1%	3%	1%
				b			b		b	
Journalism	15	8	6	1	3	12	6	9	2	13
	1%	1%	1%	*	*	1%	2%	1%	1%	1%
							b			
Market Research	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
None of the above	1722	942	512	211	568	1096	287	1374	265	1383
	79%	78%	81%	75%	80%	78%	77%	79%	76%	79%
			c							
Refuse to answer	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Impact of language on public attitudes to ageing

S2. Gender.

BASE: All respondents

Significance Level: 95%

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	1064	1064	-	-	234	277	356	196	55	127	97	108	80	120	177	178	121	594	469
	49%	100%	-	-	38%	52%	53%	55%	50%	44%	46%	48%	42%	50%	53%	50%	54%	49%	48%
		b				a	a	a							be	be			
Female	1111	-	1111	-	379	254	320	159	52	158	116	118	107	121	158	179	103	609	503
	51%	-	100%	-	61%	48%	47%	45%	47%	55%	54%	52%	56%	50%	47%	50%	46%	50%	51%
			a		bcd					gi			gi						
Non-binary	8	-	-	8	3	3	2	-	2	2	-	-	2	-	1	1	-	4	4
	*	-	-	100%	*	1%	*	-	2%	1%	-	-	1%	-	*	*	-	*	*
									cdi										
In another way (Please specify):	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	2	-	-	-	1	-	-	1	1	-	-	-	-	1	-	-	-	1	1
	*	-	-	-	*	-	-	*	1%	-	-	-	-	*	-	-	-	*	*

Impact of language on public attitudes to ageing

S2. Gender.

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	1064 49%	924 50%	139 42%	1040 49%	24 37%	299 49%	752 49%	481 47%	570 50%	665 46%	389 55%	700 49%	355 49%	383 49%	311 47%	356 49%	596 49%	461 48%
Female	1111 51%	922 50%	189 57%	1074 51%	37 58%	307 50%	784 51%	537 52%	557 49%	784 54%	319 45%	735 51%	363 50%	389 50%	339 52%	377 51%	613 50%	490 51%
Non-binary	8 *	5 *	3 1%	5 *	3 5%	3 *	5 *	6 1%	2 *	7 *	1 *	3 *	5 1%	4 1%	4 1%	- -	4 *	4 *
In another way (Please specify):	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	2 *	2 *	-	2 *	-	-	2 *	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	1 *	1 *	1 *

Impact of language on public attitudes to ageing

S2. Gender.

BASE: All respondents

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	1064 49%	726 50%	53 44%	10 13%	17 23%	255 56%	389 48%	559 55%	107 32%	358 53%	503 47%	182 47%	19 53%	122 35%	351 46%	559 56%	226 48%	334 45%	459 52%
		cd	cd			abcd	c	ac		b					a	ab			b
Female	1111 51%	718 49%	66 55%	64 85%	57 77%	203 44%	421 52%	450 44%	230 68%	319 47%	572 53%	200 52%	17 47%	226 65%	415 54%	442 44%	241 52%	398 54%	417 47%
			e	abe	abe		b		ab		a			bc	c		c		
Non-binary	8 *	6 *	1 1%	1 1%	- -	- -	2 *	5 *	1 *	3 *	3 *	2 1%	- -	- -	3 *	3 *	- -	4 1%	4 *
				e															
In another way (Please specify):	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	2 *	2 *	-	-	-	-	-	2 *	-	-	1 *	1 *	-	-	-	2 *	-	-	2 *
			-	-	-	-	-		-				-	-		-	-		*

Impact of language on public attitudes to ageing

S2. Gender.

BASE: All respondents

Significance Level: 95%

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	1064	589	296	156	365	673	196	834	189	837
	49%	49%	47%	55%	51%	48%	52%	48%	54%	48%
				ab					b	
Female	1111	615	329	125	341	727	172	902	157	906
	51%	51%	52%	44%	48%	52%	46%	52%	45%	52%
		c	c					a		a
Non-binary	8	3	4	1	6	2	4	4	3	4
	*	*	1%	*	1%	*	1%	*	1%	*
					b		b			
In another way (Please specify):	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Prefer not to say	2	2	-	-	1	1	1	1	-	2
	*	*	-	-	*	*	*	*	-	*

Impact of language on public attitudes to ageing

S3. Age.

BASE: All respondents

Significance Level: 95%

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-34	617	234	379	3	617	-	-	-	28	89	50	87	52	57	131	81	43	356	261
	28%	22%	34%	38%	100%	-	-	-	25%	31%	23%	38%	28%	23%	39%	23%	19%	29%	27%
			a		bcd					hi		acefhi	i		abcefhi				
35-49	533	277	254	3	-	533	-	-	36	72	62	52	44	62	83	77	46	262	272
	24%	26%	23%	38%	-	100%	-	-	33%	25%	29%	23%	23%	26%	25%	21%	21%	22%	28%
						acd			hi		hi								a
50-69	678	356	320	2	-	-	678	-	37	93	61	48	56	78	90	130	84	356	322
	31%	34%	29%	25%	-	-	100%	-	34%	32%	29%	21%	30%	32%	27%	36%	37%	29%	33%
		b					abd		d	d			d	d		dg	dg		
70+	356	196	159	-	-	-	-	356	9	33	40	39	37	45	31	70	51	234	122
	16%	18%	14%	-	-	-	-	100%	8%	12%	19%	17%	20%	19%	9%	20%	23%	19%	12%
		b					abc				abg	ag	abg	abg		abg	abg	b	

Impact of language on public attitudes to ageing

S3. Age.

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-34	617	427	191	583	34	111	502	291	312	448	160	291	314	374	232	4	268	342
	28%	23%	58%	27%	54%	18%	33%	28%	28%	31%	23%	20%	43%	48%	35%	1%	22%	36%
			a		a		a			bc			abc	bc	c			a
35-49	533	440	93	510	23	142	383	226	302	399	131	349	178	153	325	51	274	258
	24%	24%	28%	24%	36%	23%	25%	22%	27%	27%	19%	24%	25%	20%	50%	7%	23%	27%
			a		a				a	b		b	b	c	ac			a
50-69	678	638	40	672	6	214	448	350	321	455	220	519	157	178	97	396	450	223
	31%	34%	12%	32%	9%	35%	29%	34%	28%	31%	31%	36%	22%	23%	15%	54%	37%	23%
		b		b		b		b		d	d	abd		b		ab	b	
70+	356	349	8	356	1	141	210	159	196	155	198	280	75	70	1	283	222	133
	16%	19%	2%	17%	1%	23%	14%	16%	17%	11%	28%	19%	10%	9%	*	39%	18%	14%
		b		b		b					acd	ad		b		ab	b	

Impact of language on public attitudes to ageing

S3. Age.

BASE: All respondents

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-34	617	480	41	24	70	1	266	171	169	258	279	74	5	102	226	271	88	238	268
	28%	33%	34%	32%	94%	*	33%	17%	50%	38%	26%	19%	13%	29%	29%	27%	19%	32%	30%
		e	e	e	abce		b	ab		bcd	c						a	a	
35-49	533	462	36	27	4	3	207	232	90	172	273	82	5	68	205	243	80	189	245
	24%	32%	30%	35%	6%	1%	25%	23%	27%	25%	25%	21%	13%	20%	27%	24%	17%	26%	28%
		de	de	de	e										a		a	a	
50-69	678	470	44	23	*	140	240	370	64	179	357	130	12	125	249	281	174	209	256
	31%	32%	36%	31%	1%	31%	30%	36%	19%	26%	33%	34%	35%	36%	32%	28%	37%	28%	29%
		d	d	d		d	c	ac			a	a		c	c		bc		
70+	356	40	1	1	-	315	99	243	14	72	171	99	14	53	90	211	125	100	113
	16%	3%	1%	1%	-	69%	12%	24%	4%	11%	16%	26%	39%	15%	12%	21%	27%	14%	13%
						abcd	c	ac			a	ab	ab			ab	bc		

Impact of language on public attitudes to ageing

S3. Age.

BASE: All respondents

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-34	617	351	163	85	222	369	199	390	179	402
	28%	29%	26%	30%	31%	26%	53%	22%	51%	23%
					b		b		b	
35-49	533	262	170	79	186	322	92	421	97	413
	24%	22%	27%	28%	26%	23%	25%	24%	28%	24%
			a	a						
50-69	678	395	196	74	203	463	57	604	62	595
	31%	33%	31%	26%	28%	33%	15%	35%	18%	34%
		c				a		a		a
70+	356	201	100	44	102	249	24	326	10	339
	16%	17%	16%	16%	14%	18%	6%	19%	3%	19%
						a		a		a

Significance Level: 95%

Unweighted Total

Total

18-34

35-49

50-69

70+

Impact of language on public attitudes to ageing

S3. Age: Standard bands

BASE: All respondents

Significance Level: 95%

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	240	88	149	3	240	-	-	-	11	29	17	27	14	21	63	38	20	150	90
	11%	8%	13%	38%	39%	-	-	-	10%	10%	8%	12%	8%	9%	19%	11%	9%	12%	9%
			a		bcd									abcdefhi				b	
25-34	377	146	230	-	377	-	-	-	17	59	33	60	38	35	68	43	23	206	171
	17%	14%	21%	-	61%	-	-	-	15%	21%	16%	27%	20%	15%	20%	12%	10%	17%	18%
			a		bcd					hi		acfh	hi		hi				
35-44	353	184	167	3	-	353	-	-	27	49	37	38	22	42	59	50	28	157	196
	16%	17%	15%	38%	-	66%	-	-	25%	17%	17%	17%	12%	18%	18%	14%	12%	13%	20%
						acd			ehi										a
45-54	381	187	194	-	-	180	200	-	22	46	47	31	37	37	59	59	43	207	173
	17%	18%	17%	-	-	34%	30%	-	20%	16%	22%	14%	20%	15%	18%	16%	19%	17%	18%
						ad	ad				d								
55-64	329	190	138	1	-	-	329	-	16	51	23	25	30	40	43	62	39	172	158
	15%	18%	12%	13%	-	-	49%	-	15%	18%	11%	11%	16%	16%	13%	17%	17%	14%	16%
			b				abd			cd						cd	d		
65-74	275	145	130	1	-	-	148	127	11	29	35	19	24	40	25	56	36	156	119
	13%	14%	12%	13%	-	-	22%	36%	10%	10%	16%	9%	13%	16%	7%	16%	16%	13%	12%
							ab	abc			bdg		g	bdg		bdg	dg		
75+	229	124	104	-	-	-	-	229	5	23	21	26	23	27	19	49	36	159	70
	10%	12%	9%	-	-	-	-	64%	4%	8%	10%	11%	12%	11%	6%	14%	16%	13%	7%
							abc					ag	ag	ag		abg	abg	b	

Impact of language on public attitudes to ageing

S3. Age: Standard bands

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	240 11%	153 8%	87 26% a	225 11%	15 24% a	43 7%	196 13% a	126 12%	110 10%	161 11% c	74 10% c	96 7% abc	137 19% abc	186 24% bc	47 7% c	3 * a	118 10%	119 12% a
25-34	377 17%	273 15%	104 31% a	358 17%	19 30% a	68 11%	306 20% a	165 16%	202 18%	287 20% bc	86 12% c	195 14% abc	176 24% abc	188 24% c	185 28% c	1 * a	150 12%	224 23% a
35-44	353 16%	283 15%	70 21% a	334 16%	19 29% a	85 14%	264 17%	137 13%	213 19% a	258 18% b	93 13% c	221 15% ac	126 17% b	105 14% c	232 35% ac	12 2% a	176 15%	177 19% a
45-54	381 17%	337 18% b	44 13% b	374 18% b	7 10% b	111 18% b	256 17% b	184 18% b	193 17% b	295 20% bd	83 12% d	275 19% bd	103 14% ad	102 13% b	154 23% ac	125 17% a	222 18%	157 16% b
55-64	329 15%	312 17% b	17 5% b	326 15% b	4 6% b	114 19% b	211 14% b	177 17% b	147 13% b	216 15% d	111 16% d	255 18% ad	74 10% ad	93 12% b	33 5% ab	197 27% ab	226 19% b	102 11% b
65-74	275 13%	271 15% b	4 1% b	275 13% b	1 1% b	90 15% b	183 12% b	140 14% b	133 12% b	146 10% b	129 18% ad	220 15% ad	55 8% ad	62 8% b	3 1% ab	207 28% ab	177 15% b	92 10% b
75+	229 10%	224 12% b	5 2% b	229 11% b	- - b	98 16% b	127 8% b	96 9% b	133 12% b	93 6% acd	134 19% ad	176 12% ad	52 7% ad	39 5% b	1 * ab	190 26% ab	145 12% b	85 9% b

Impact of language on public attitudes to ageing

S3. Age: Standard bands

BASE: All respondents

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	240	155	15	2	68	-	106	36	94	104	103	30	3	44	94	97	34	103	97
	11%	11%	13%	2%	92%	-	13%	4%	28%	15%	10%	8%	7%	13%	12%	10%	7%	14%	11%
		ce	ce	e	abce		b	ab		bc							a	a	
25-34	377	325	25	22	1	1	161	135	76	154	176	43	2	58	131	174	54	135	170
	17%	22%	21%	30%	2%	*	20%	13%	22%	23%	16%	11%	6%	17%	17%	17%	12%	18%	19%
		de	de	de	e		b	b		bcd	c						a	a	
35-44	353	304	25	20	2	1	139	146	66	125	171	55	2	43	141	157	52	131	157
	16%	21%	21%	27%	3%	*	17%	14%	20%	18%	16%	14%	6%	12%	18%	16%	11%	18%	18%
		de	de	de	e			b							a		a	a	
45-54	381	327	28	20	2	3	144	183	49	114	208	54	4	57	145	168	72	124	164
	17%	23%	23%	27%	3%	1%	18%	18%	15%	17%	19%	14%	11%	16%	19%	17%	15%	17%	19%
		de	de	de	e						c								
55-64	329	254	22	9	*	43	114	179	34	79	177	65	8	71	116	129	79	95	139
	15%	18%	18%	11%	1%	9%	14%	18%	10%	12%	16%	17%	23%	21%	15%	13%	17%	13%	16%
		de	de	d		d		ac			a	a	a	bc					
65-74	275	66	4	1	-	204	82	182	10	59	138	71	7	48	86	138	93	86	84
	13%	5%	3%	1%	-	44%	10%	18%	3%	9%	13%	19%	19%	14%	11%	14%	20%	12%	10%
		d				abcd	c	ac			a	ab	a				bc		
75+	229	20	1	1	-	207	66	155	8	45	107	67	10	27	56	144	83	62	71
	10%	1%	1%	1%	-	45%	8%	15%	3%	7%	10%	17%	28%	8%	7%	14%	18%	8%	8%
						abcd	c	ac			a	ab	ab			ab	bc		

Impact of language on public attitudes to ageing

S3. Age: Standard bands

BASE: All respondents

Significance Level: 95%

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	240	127	74	32	87	146	88	138	74	150
	11%	10%	12%	11%	12%	10%	24% b	8%	21% b	9%
25-34	377	224	89	53	135	223	111	252	105	252
	17%	19% b	14%	19%	19%	16%	30% b	14%	30% b	14%
35-44	353	166	117	56	128	206	69	271	66	273
	16%	14%	19% a	20% a	18% b	15%	19%	16%	19%	16%
45-54	381	205	114	50	120	250	44	325	64	302
	17%	17%	18%	18%	17%	18%	12%	19% a	18%	17%
55-64	329	191	94	36	97	226	26	294	23	296
	15%	16%	15%	13%	14%	16%	7%	17% a	6%	17% a
65-74	275	172	74	24	79	193	18	253	12	253
	13%	14% c	12%	9%	11%	14%	5%	15% a	4%	14% a
75+	229	123	66	31	67	158	17	210	5	223
	10%	10%	11%	11%	9%	11%	5%	12% a	1%	13% a

Impact of language on public attitudes to ageing

S4. Region.

BASE: All respondents

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%																			
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
South-East	358	178	179	1	81	77	130	70	-	-	-	-	-	-	-	358	-	198	160
	16%	17%	16%	13%	13%	14%	19%	20%	-	-	-	-	-	-	-	100%	-	16%	16%
							ab	ab								abcdefgi			
London	336	177	158	1	131	83	90	31	-	-	-	-	-	-	336	-	-	222	114
	15%	17%	14%	13%	21%	15%	13%	9%	-	-	-	-	-	-	100%	-	-	18%	12%
					bcd	d	d								abcdefhi			b	
North-West	287	127	158	2	89	72	93	33	-	287	-	-	-	-	-	-	-	154	133
	13%	12%	14%	25%	14%	14%	14%	9%	-	100%	-	-	-	-	-	-	-	13%	14%
					d					acdefghi									
East of England	242	120	121	-	57	62	78	45	-	-	-	-	-	242	-	-	-	134	109
	11%	11%	11%	-	9%	12%	12%	13%	-	-	-	-	-	100%	-	-	-	11%	11%
														abcdeghi					
West Midlands	226	108	118	-	87	52	48	39	-	-	-	226	-	-	-	-	-	120	106
	10%	10%	11%	-	14%	10%	7%	11%	-	-	-	100%	-	-	-	-	-	10%	11%
					bc			c				abcdefghi							
South-West	224	121	103	-	43	46	84	51	-	-	-	-	-	-	-	-	224	108	116
	10%	11%	9%	-	7%	9%	12%	14%	-	-	-	-	-	-	-	-	100%	9%	12%
							ab	ab									abcdefgh	a	
Yorkshire & The Humber	213	97	116	-	50	62	61	40	-	-	213	-	-	-	-	-	-	117	96
	10%	9%	10%	-	8%	12%	9%	11%	-	-	100%	-	-	-	-	-	-	10%	10%
						a					abcdefghi								
East Midlands	189	80	107	2	52	44	56	37	-	-	-	-	189	-	-	-	-	98	91
	9%	8%	10%	25%	8%	8%	8%	10%	-	-	-	-	100%	-	-	-	-	8%	9%
													abcdefghi						
North-East	110	55	52	2	28	36	37	9	110	-	-	-	-	-	-	-	-	57	52
	5%	5%	5%	25%	4%	7%	5%	2%	100%	-	-	-	-	-	-	-	-	5%	5%
						d	d		bcdefghi										

Impact of language on public attitudes to ageing

S4. Region.

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
South-East	358 16%	309 17%	48 15%	348 16%	10 15%	84 14%	271 18% a	163 16%	191 17%	225 15%	132 19%	247 17%	110 15%	113 15%	88 13%	154 21% ab	201 17%	154 16%
London	336 15%	200 11%	136 41% a	321 15%	15 24% a	83 14%	243 16%	145 14%	183 16%	222 15%	111 16%	203 14%	129 18% c	161 21% bc	107 16% c	66 9%	131 11%	204 21% a
North-West	287 13%	263 14% b	24 7%	278 13%	9 15%	91 15%	190 12%	134 13%	146 13%	201 14%	85 12%	186 13%	98 14%	93 12%	98 15%	93 13%	170 14%	112 12%
East of England	242 11%	220 12% b	23 7%	240 11% b	3 4%	69 11%	172 11%	111 11%	131 12%	158 11%	83 12%	171 12%	70 10%	91 12%	67 10%	83 11%	146 12%	95 10%
West Midlands	226 10%	186 10%	40 12%	223 10%	4 5%	62 10%	160 10%	113 11%	111 10%	144 10%	81 11%	142 10%	81 11%	82 11%	75 11%	68 9%	141 12% b	83 9%
South-West	224 10%	213 12% b	11 3%	219 10%	5 8%	66 11%	155 10%	101 10%	120 11%	144 10%	75 11%	145 10%	74 10%	74 9%	57 9%	89 12% b	137 11%	85 9%
Yorkshire & The Humber	213 10%	190 10% b	23 7%	210 10%	4 6%	65 11%	143 9%	108 11%	102 9%	148 10%	62 9%	139 10%	71 10%	63 8%	72 11%	74 10%	114 9%	98 10%
East Midlands	189 9%	169 9% b	21 6%	179 8%	10 16% a	57 9%	131 9%	94 9%	94 8%	130 9%	57 8%	132 9%	55 8%	61 8%	53 8%	74 10%	114 9%	74 8%
North-East	110 5%	104 6% b	6 2%	105 5%	4 7%	31 5%	77 5%	56 5%	53 5%	84 6% b	24 3%	74 5%	35 5%	38 5%	39 6%	32 4%	58 5%	52 5%

Impact of language on public attitudes to ageing

S4. Region.

BASE: All respondents

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
South-East	358	222	17	12	9	98	125	180	50	51	225	80	1	58	123	163	74	117	154
	16%	15%	14%	16%	12%	21% abd	15%	18%	15%	8%	21% ad	21% ad	3%	17%	16%	16%	16%	16%	17%
London	336	250	23	8	18	36	163	106	63	242	90	4	-	45	134	143	53	115	153
	15%	17% e	19% e	11% ce	25% ce	8% ce	20% b	10% b	19% b	35% bcd	8% c	1% -	-	13% -	17% -	14% -	11% -	16% a	17% a
North-West	287	198	19	17	8	43	119	119	44	77	170	39	-	42	106	129	63	95	113
	13%	14% e	16% e	22% ade	11% ade	9% ade	15% -	12% -	13% -	11% d	16% acd	10% -	-	12% -	14% -	13% -	14% -	13% -	13% -
East of England	242	154	14	8	6	60	78	124	39	38	120	74	11	41	79	117	62	83	88
	11%	11%	12%	10% a	8% ab	13% ab	10% -	12% -	12% -	6% a	11% ab	19% ab	30% ab	12% -	10% -	12% -	13% -	11% -	10% -
West Midlands	226	150	15	5	11	43	77	101	44	87	105	28	5	48	66	108	47	77	94
	10%	10%	13%	7% b	15% b	9% b	10% -	10% -	13% -	13% bc	10% -	7% -	13% -	14% b	9% -	11% -	10% -	10% -	11% -
South-West	224	139	10	3	7	66	70	133	20	47	117	46	15	27	71	122	52	78	79
	10%	10%	8% a	4% a	9% ac	14% ac	9% -	13% ac	6% -	7% a	11% a	12% a	41% abc	8% -	9% -	12% a	11% -	11% -	9% -
Yorkshire & The Humber	213	133	8	12	5	55	82	102	28	74	92	44	2	30	76	104	43	75	85
	10%	9%	6% abd	16% abd	7% abd	12% abd	10% -	10% -	8% -	11% -	9% -	11% -	6% -	9% -	10% -	10% -	9% -	10% -	10% -
East Midlands	189	126	6	5	5	45	58	102	29	49	93	46	-	35	75	74	49	54	76
	9%	9%	5% ad	7% ad	6% ad	10% ad	7% -	10% a	8% -	7% -	9% -	12% ad	-	10% -	10% -	7% -	10% -	7% -	9% -
North-East	110	79	7	6	5	12	40	49	20	16	66	25	2	21	38	48	24	42	41
	5%	5% e	6% e	8% e	7% e	3% e	5% -	5% -	6% -	2% a	6% a	6% a	6% -	6% -	5% -	5% -	5% -	6% -	5% -

Impact of language on public attitudes to ageing

S4. Region.

BASE: All respondents

Significance Level: 95%

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
South-East	358	189	114	43	111	235	57	290	64	281
	16%	16%	18%	15%	16%	17%	15%	17%	18%	16%
London	336	208	86	33	116	208	75	250	75	248
	15%	17%	14%	12%	16%	15%	20%	14%	21%	14%
		bc					b		b	
North-West	287	159	85	36	94	180	36	239	35	236
	13%	13%	14%	13%	13%	13%	10%	14%	10%	13%
							a			
East of England	242	126	64	43	69	165	39	190	26	203
	11%	10%	10%	15%	10%	12%	11%	11%	7%	12%
				ab						a
West Midlands	226	133	61	29	80	142	49	173	49	173
	10%	11%	10%	10%	11%	10%	13%	10%	14%	10%
									b	
South-West	224	115	64	37	78	142	42	177	34	185
	10%	10%	10%	13%	11%	10%	11%	10%	10%	11%
Yorkshire & The Humber	213	122	56	30	68	143	39	169	31	176
	10%	10%	9%	11%	10%	10%	10%	10%	9%	10%
East Midlands	189	103	67	13	63	118	25	158	20	159
	9%	9%	11%	4%	9%	8%	7%	9%	6%	9%
		c	c							a
North-East	110	53	32	17	33	72	11	95	17	86
	5%	4%	5%	6%	5%	5%	3%	5%	5%	5%

Impact of language on public attitudes to ageing

D5. Which of the following best describes the employment status of the Chief Income Earner in your household? The Chief Income Earner is the person in a given household with the largest income, whether from employment, pensions, state benefits, investments or any other source. If two or more related people in the household have equal income, please think of this question with the oldest in mind. The Chief Income Earner can be any gender.

BASE: All respondents

	Gender				Age				Region of England								Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Full-time employment (more than 30 hours a week)	1208	651	554	2	427	384	373	24	58	167	104	126	103	138	213	188	110	736	472
	55%	61%	50%	25%	69%	72%	55%	7%	53%	58%	49%	56%	54%	57%	64%	53%	49%	61%	48%
		b			cd	cd	d			ci					cehi			b	
Retired with a private pension	371	220	152	-	1	2	107	262	9	33	46	33	36	50	31	83	51	272	100
	17%	21%	14%	-	*	*	16%	73%	9%	11%	22%	15%	19%	20%	9%	23%	23%	22%	10%
		b					ab	abc			abg	g	abg	abg		abdg	abdg	b	
Part-time employment (8-29 hours per week)	367	105	259	2	109	99	134	24	24	53	41	41	33	31	53	54	38	162	206
	17%	10%	23%	25%	18%	19%	20%	7%	22%	18%	19%	18%	17%	13%	16%	15%	17%	13%	21%
			a		d	d	d		f									a	
Not working for more than 6 months (e.g. homemaker, long term illness, seeking work, full-time carer)	104	39	64	1	30	40	34	-	11	14	13	10	7	12	15	15	8	-	104
	5%	4%	6%	13%	5%	7%	5%	-	10%	5%	6%	4%	4%	5%	4%	4%	3%	-	11%
			a		d	d	d		eghi									a	
Retired with only a state pension	69	29	40	-	1	1	25	42	3	8	6	6	8	8	6	12	12	-	69
	3%	3%	4%	-	*	*	4%	12%	3%	3%	3%	2%	4%	3%	2%	3%	5%	-	7%
							ab	abc									g		a
Student	37	8	28	1	35	2	-	-	3	7	3	6	*	1	11	3	3	37	-
	2%	1%	3%	13%	6%	*	-	-	3%	2%	1%	3%	*	1%	3%	1%	1%	3%	-
			a		bcd				e			e			efh			b	
Casual or intermittent employment (1-7 hours per week)	27	11	13	2	13	4	5	4	1	6	-	5	2	2	6	3	3	-	27
	1%	1%	1%	25%	2%	1%	1%	1%	1%	2%	-	2%	1%	1%	2%	1%	1%	-	3%
					c					c		c			c			a	
My main source of income is my late partner's pension/investments	2	-	2	-	1	1	-	-	-	-	-	-	-	1	1	-	-	1	1
	*	-	*	-	*	*	-	-	-	-	-	-	-	*	*	-	-	*	*
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Impact of language on public attitudes to ageing

D5. Which of the following best describes the employment status of the Chief Income Earner in your household? The Chief Income Earner is the person in a given household with the largest income, whether from employment, pensions, state benefits, investments or any other source. If two or more related people in the household have equal income, please think of this question with the oldest in mind. The Chief Income Earner can be any gender.

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
		a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Full-time employment (more than 30 hours a week)	1208	985	223	1168	40	273	921	552	644	863	336	782	415	477	458	262	597	608
	55%	53%	67%	55%	63%	45%	60%	54%	57%	59%	47%	54%	57%	61%	70%	36%	49%	64%
			a				a			bc	b	b		c	ac			a
Retired with a private pension	371	364	7	371	1	134	233	174	196	182	188	286	84	87	4	279	227	142
	17%	20%	2%	17%	1%	22%	15%	17%	17%	12%	27%	20%	12%	11%	1%	38%	19%	15%
		b		b		b					acd	ad		b		ab	b	
Part-time employment (8-29 hours per week)	367	311	56	357	11	99	258	179	176	265	98	241	119	110	140	113	226	135
	17%	17%	17%	17%	16%	16%	17%	17%	16%	18%	14%	17%	17%	14%	21%	15%	19%	14%
										b					ac		b	
Not working for more than 6 months (e.g. homemaker, long term illness, seeking work, full-time carer)	104	89	14	98	6	54	49	48	54	69	34	55	47	45	34	26	71	30
	5%	5%	4%	5%	9%	9%	3%	5%	5%	5%	5%	4%	6%	6%	5%	3%	6%	3%
					a	b							c	c			b	
Retired with only a state pension	69	66	2	68	1	36	32	37	32	37	32	48	20	17	1	49	51	16
	3%	4%	1%	3%	1%	6%	2%	4%	3%	3%	4%	3%	3%	2%	*	7%	4%	2%
		b				b					a			b		ab	b	
Student	37	18	19	35	2	6	31	17	19	24	11	13	23	30	6	1	25	12
	2%	1%	6%	2%	3%	1%	2%	2%	2%	2%	2%	1%	3%	4%	1%	*	2%	1%
			a										abc	bc	c			
Casual or intermittent employment (1-7 hours per week)	27	18	8	22	5	8	17	17	9	17	9	13	13	11	10	5	16	11
	1%	1%	3%	1%	7%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
			a		a													
My main source of income is my late partner's pension/ investments	2	1	1	2	-	-	2	-	2	1	1	-	2	-	2	-	1	1
	*	*	*	*	-	-	*	-	*	*	*	-	*	-	*	-	*	*
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Impact of language on public attitudes to ageing

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BASE: All respondents

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Full-time employment (more than 30 hours a week)	1208	1091	33	34	27	21	485	520	195	422	596	174	15	190	445	532	225	406	528
	55%	75%	27%	46%	37%	5%	60%	51%	58%	62%	55%	45%	40%	55%	58%	53%	48%	55%	60%
		bcde	e	be	e		b	b		bcd	c				c		a	a	
Retired with a private pension	371	5	1	1	-	364	115	243	12	65	191	108	7	57	98	212	133	104	116
	17%	*	1%	2%	-	79%	14%	24%	4%	10%	18%	28%	20%	16%	13%	21%	28%	14%	13%
						abcd	c	ac			a	ab				b	bc		
Part-time employment (8-29 hours per week)	367	332	10	11	8	4	139	153	69	114	178	65	8	63	149	148	66	131	152
	17%	23%	8%	14%	11%	1%	17%	15%	20%	17%	17%	17%	21%	18%	19%	15%	14%	18%	17%
		bde	e	e	e			b							c				
Not working for more than 6 months (e.g. homemaker, long term illness, seeking work, full-time carer)	104	4	70	23	2	3	31	41	31	36	53	14	1	17	44	39	18	40	39
	5%	*	58%	31%	3%	1%	4%	4%	9%	5%	5%	4%	2%	5%	6%	4%	4%	5%	4%
			acde	ade	ae				ab										
Retired with only a state pension	69	1	1	1	1	65	16	45	6	12	32	19	5	9	18	41	15	28	21
	3%	*	1%	1%	1%	14%	2%	4%	2%	2%	3%	5%	15%	2%	2%	4%	3%	4%	2%
				a	a	abcd		ac				a	abc			b			
Student	37	3	1	-	33	-	17	3	17	20	14	3	-	8	8	20	5	16	15
	2%	*	1%	-	45%	-	2%	*	5%	3%	1%	1%	-	2%	1%	2%	1%	2%	2%
					abce		b	ab		bc									
Casual or intermittent employment (1-7 hours per week)	27	16	5	3	3	1	8	11	7	10	14	2	1	5	7	14	5	10	11
	1%	1%	4%	3%	4%	*	1%	1%	2%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%
			ae	e	ae														
My main source of income is my late partner's pension/investments	2	-	-	2	-	-	-	-	2	1	-	1	-	-	1	1	-	1	-
	*	-	-	2%	-	-	-	-	*	*	-	*	-	-	*	*	-	*	-
				ae					ab										

Impact of language on public attitudes to ageing

D5. Which of the following best describes the employment status of the Chief Income Earner in your household? The Chief Income Earner is the person in a given household with the largest income, whether from employment, pensions, state benefits, investments or any other source. If two or more related people in the household have equal income, please think of this question with the oldest in mind. The Chief Income Earner can be any gender.

BASE: All respondents

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Impact of language on public attitudes to ageing

D5. Which of the following best describes the employment status of the Chief Income Earner in your household? The Chief Income Earner is the person in a given household with the largest income, whether from employment, pensions, state benefits, investments or any other source. If two or more related people in the household have equal income, please think of this question with the oldest in mind. The Chief Income Earner can be any gender.

BASE: All respondents

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Full-time employment (more than 30 hours a week)	1208	692	318	160	422	755	234	936	239	920
	55%	57%	51%	57%	59%	54%	63%	54%	69%	53%
		b			b		b		b	
Retired with a private pension	371	214	103	45	101	265	30	336	15	350
	17%	18%	16%	16%	14%	19%	8%	19%	4%	20%
					a		a		a	
Part-time employment (8-29 hours per week)	367	189	126	45	122	227	68	282	63	287
	17%	16%	20%	16%	17%	16%	18%	16%	18%	16%
			a							
Not working for more than 6 months (e.g. homemaker, long term illness, seeking work, full-time carer)	104	49	35	14	27	68	16	82	12	84
	5%	4%	6%	5%	4%	5%	4%	5%	3%	5%
Retired with only a state pension	69	32	25	8	18	50	5	63	4	62
	3%	3%	4%	3%	3%	4%	1%	4%	1%	4%
					a		a		a	
Student	37	17	13	5	13	22	11	23	11	24
	2%	1%	2%	2%	2%	2%	3%	1%	3%	1%
							b		b	
Casual or intermittent employment (1-7 hours per week)	27	15	8	4	10	16	8	17	3	21
	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%
My main source of income is my late partner's pension/investments	2	-	1	1	-	1	-	1	-	1
	*	-	*	*	-	*	-	*	-	*

Impact of language on public attitudes to ageing

D5. Which of the following best describes the employment status of the Chief Income Earner in your household? The Chief Income Earner is the person in a given household with the largest income, whether from employment, pensions, state benefits, investments or any other source. If two or more related people in the household have equal income, please think of this question with the oldest in mind. The Chief Income Earner can be any gender.

BASE: All respondents

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Prefer not to say	-	-	-	-	-	-	-	-	-	-

Significance Level: 95%

Unweighted Total

Total

Prefer not to say

Impact of language on public attitudes to ageing

D6. What is the profession of the Chief Income Earner in your household?

BASE: All respondents

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	1883	929	948	4	568	475	580	260	82	244	187	207	175	181	317	305	185	1253	630
Total	1949	976	967	4	539	486	614	310	91	253	191	200	172	220	299	325	198	1171	778
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Supervisory or clerical / junior managerial / professional / administrative (e.g. office worker, student doctor, foreperson with 25+ employees)	574	270	302	1	123	134	216	101	30	79	67	57	59	66	85	85	45	574	-
	29%	28%	31%	25%	23%	28%	35%	33%	32%	31%	35%	28%	34%	30%	29%	26%	23%	49%	-
						ab	a				hi		i				b		
Intermediate managerial / professional / administrative (e.g. newly qualified doctor or solicitor, senior manager in a small organisation, middle manager in a large organisation, civil service or local government)	477	250	224	2	159	97	122	99	22	56	43	47	33	51	88	91	45	477	-
	24%	26%	23%	50%	30%	20%	20%	32%	24%	22%	22%	24%	19%	23%	30%	28%	23%	41%	-
					bc		bc								be	e	b		
Skilled manual worker (e.g. skilled bricklayer, carpenter, bus/ ambulance driver, HGV driver)	447	242	204	-	119	125	144	59	18	58	41	43	42	50	58	81	56	-	447
	23%	25%	21%	-	22%	26%	23%	19%	20%	23%	21%	21%	25%	23%	20%	25%	28%	-	57%
						d										g		a	
Semi or unskilled manual work (e.g. all apprentices to be skilled trades, caretaker, non-HGV driver, shop assistant, bar worker)	323	145	177	1	97	97	114	15	18	48	36	44	31	36	27	47	37	-	323
	17%	15%	18%	25%	18%	20%	19%	5%	20%	19%	19%	22%	18%	17%	9%	14%	19%	-	41%
			a		d	d	d		g	g	g	gh	g	g		g	g		a
Higher managerial / professional / administrative (e.g. established doctor or solicitor, senior manager in a large organisation [200+ employees], top level civil servant)	119	65	54	-	40	29	17	34	2	11	4	10	6	15	38	18	14	119	-
	6%	7%	6%	-	7%	6%	3%	11%	3%	5%	2%	5%	3%	7%	13%	6%	7%	10%	-
					c	c		bc						c	abcdefhi	c	b		
Casual worker - not in permanent employment	8	3	5	-	2	4	1	2	1	1	1	-	1	1	2	2	1	-	8
	*	*	1%	-	*	1%	*	*	1%	*	*	-	*	*	1%	*	*	-	1%
																			a

Impact of language on public attitudes to ageing

D6. What is the profession of the Chief Income Earner in your household?

BASE: All respondents

Significance Level: 95%

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
	a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Unweighted Total	1883	929	948	4	568	475	580	260	82	244	187	207	175	181	317	305	185	1253	630
Total	1949	976	967	4	539	486	614	310	91	253	191	200	172	220	299	325	198	1171	778
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Impact of language on public attitudes to ageing

D6. What is the profession of the Chief Income Earner in your household?

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	1883	1451	432	1790	93	482	1372	878	978	1280	588	1247	614	676	602	586	951	922
Total	1949	1662	287	1898	51	505	1414	905	1017	1310	624	1310	620	673	605	653	1051	887
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Supervisory or clerical / junior managerial / professional / administrative (e.g. office worker, student doctor, foreperson with 25+ employees)	574 29%	498 30%	76 27%	558 29%	16 31%	155 31%	413 29%	261 29%	307 30%	396 30%	175 28%	403 31%	168 27%	225 33% b	141 23%	204 31% b	315 30%	256 29%
Intermediate managerial / professional / administrative (e.g. newly qualified doctor or solicitor, senior manager in a small organisation, middle manager in a large organisation, civil service or local government)	477 24%	375 23%	102 36% a	457 24%	21 40% a	107 21%	364 26% a	205 23%	263 26%	318 24%	155 25%	319 24%	152 24%	164 24%	145 24%	165 25%	163 15%	312 35% a
Skilled manual worker (e.g. skilled bricklayer, carpenter, bus/ ambulance driver, HGV driver)	447 23%	408 25% b	39 14%	441 23% b	6 11%	117 23%	319 23%	238 26% b	202 20%	287 22%	157 25%	289 22%	154 25%	139 21%	148 24%	155 24%	292 28% b	152 17%
Semi or unskilled manual work (e.g. all apprentices to be skilled trades, caretaker, non-HGV driver, shop assistant, bar worker)	323 17%	284 17%	39 13%	317 17%	6 12%	78 15%	238 17%	142 16%	176 17%	222 17%	98 16%	215 16%	104 17%	112 17%	124 20% c	84 13%	247 24% b	74 8%
Higher managerial / professional / administrative (e.g. established doctor or solicitor, senior manager in a large organisation [200+ employees], top level civil servant)	119 6%	90 5%	30 10% a	117 6%	2 5%	45 9% b	75 5%	53 6%	65 6%	82 6%	37 6%	80 6%	37 6%	33 5%	42 7%	43 7%	27 3%	92 10% a
Casual worker - not in permanent employment	8 *	7 *	1 *	8 *	- -	4 1%	5 *	4 *	4 *	7 *	2 *	4 *	4 1%	1 *	5 1% a	2 *	8 1% b	- -

Impact of language on public attitudes to ageing

D6. What is the profession of the Chief Income Earner in your household?

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	1883	1451	432	1790	93	482	1372	878	978	1280	588	1247	614	676	602	586	951	922
Total	1949	1662	287	1898	51	505	1414	905	1017	1310	624	1310	620	673	605	653	1051	887
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Impact of language on public attitudes to ageing

D6. What is the profession of the Chief Income Earner in your household?

BASE: All respondents

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	*d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	1883	1412	42	48	45	332	752	831	282	625	913	313	27	300	669	865	402	613	790
Total	1949	1427	44	48	36	389	739	916	278	602	966	347	29	310	693	893	424	642	796
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Supervisory or clerical / junior managerial / professional / administrative (e.g. office worker, student doctor, foreperson with 25+ employees)	574 29%	422 30%	8 19%	11 23%	7 21%	125 32%	260 35% bc	252 28% c	58 21%	182 30%	290 30%	92 26%	9 30%	100 32% c	229 33% c	233 26%	144 34% c	203 32% c	207 26%
Intermediate managerial / professional / administrative (e.g. newly qualified doctor or solicitor, senior manager in a small organisation, middle manager in a large organisation, civil service or local government)	477 24%	327 23%	5 12%	7 15%	14 40% abc	123 32% abc	211 29% b	196 21%	63 23%	151 25%	215 22%	98 28% b	12 41%	74 24%	159 23%	235 26%	115 27%	156 24%	197 25%
Skilled manual worker (e.g. skilled bricklayer, carpenter, bus/ ambulance driver, HGV driver)	447 23%	329 23% d	11 26%	16 33% d	3 10%	84 21%	132 18%	245 27% a	68 25% a	119 20%	226 23%	96 28% a	5 17%	64 21%	151 22%	220 25%	84 20%	141 22%	192 24%
Semi or unskilled manual work (e.g. all apprentices to be skilled trades, caretaker, non-HGV driver, shop assistant, bar worker)	323 17%	265 19% e	16 37% ae	11 24% e	9 25% e	21 5%	87 12%	157 17% a	75 27% ab	97 16%	184 19% c	41 12%	1 4%	56 18%	115 17%	134 15%	49 12%	104 16% a	147 19% a
Higher managerial / professional / administrative (e.g. established doctor or solicitor, senior manager in a large organisation [200+ employees], top level civil servant)	119 6%	80 6%	2 4%	1 2% a	2 4% a	35 9% a	48 7%	59 6%	11 4%	51 8% b	46 5%	20 6%	2 8%	16 5%	37 5%	64 7%	32 8%	36 6%	48 6%

Impact of language on public attitudes to ageing

D6. What is the profession of the Chief Income Earner in your household?

BASE: All respondents

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	*d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	1883	1412	42	48	45	332	752	831	282	625	913	313	27	300	669	865	402	613	790
Total	1949	1427	44	48	36	389	739	916	278	602	966	347	29	310	693	893	424	642	796
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Casual worker - not in permanent employment	8	4	1	2	-	1	-	6	2	4	4	1	-	-	2	7	-	2	4
	*	*	2%	4%	-	*	-	1%	1%	1%	*	*	-	-	*	1%	-	*	1%
				ae				a	a										
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Impact of language on public attitudes to ageing

D6. What is the profession of the Chief Income Earner in your household?

BASE: All respondents

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	1883	1070	526	238	623	1210	331	1491	329	1485
Total	1949	1096	548	250	645	1248	332	1555	317	1558
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Supervisory or clerical / junior managerial / professional / administrative (e.g. office worker, student doctor, foreperson with 25+ employees)	574	323	156	79	159	405	71	490	74	475
	29%	29%	28%	32%	25%	32% a	21%	31% a	23%	30% a
Intermediate managerial / professional / administrative (e.g. newly qualified doctor or solicitor, senior manager in a small organisation, middle manager in a large organisation, civil service or local government)	477	293	112	65	154	310	80	388	83	378
	24%	27% b	20%	26%	24%	25%	24%	25%	26%	24%
Skilled manual worker (e.g. skilled bricklayer, carpenter, bus/ ambulance driver, HGV driver)	447	250	129	57	165	264	93	334	79	352
	23%	23%	24%	23%	26% b	21%	28% b	22%	25%	23%
Semi or unskilled manual work (e.g. all apprentices to be skilled trades, caretaker, non-HGV driver, shop assistant, bar worker)	323	158	115	33	120	188	54	251	50	262
	17%	14%	21% ac	13%	19% b	15%	16%	16%	16%	17%

Impact of language on public attitudes to ageing

D6. What is the profession of the Chief Income Earner in your household?

BASE: All respondents

Significance Level: 95%

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	1883	1070	526	238	623	1210	331	1491	329	1485
Total	1949	1096	548	250	645	1248	332	1555	317	1558
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Higher managerial / professional / administrative (e.g. established doctor or solicitor, senior manager in a large organisation [200+ employees], top level civil servant)	119	70	33	14	41	77	31	87	28	88
	6%	6%	6%	6%	6%	6%	9%	6%	9%	6%
							b	b	b	b
Casual worker - not in permanent employment	8	2	3	3	4	3	3	5	3	3
	*	*	1%	1%	1%	*	1%	*	1%	*
				a					b	
Prefer not to say	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Impact of language on public attitudes to ageing

Social grade

BASE: All respondents

Significance Level: 95%

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AB	597	315	278	2	199	125	139	133	25	67	47	57	39	66	126	110	59	597	-
	27%	30%	25%	25%	32%	23%	21%	37%	23%	23%	22%	25%	21%	27%	38%	31%	26%	49%	-
		b			bc			bc						abcdefi	bce			b	
C1	611	279	330	2	158	136	216	101	33	86	69	63	59	68	96	88	48	611	-
	28%	26%	30%	25%	26%	26%	32%	28%	30%	30%	33%	28%	31%	28%	29%	25%	22%	51%	-
							ab			i	hi		i					b	
C2	447	242	204	-	119	125	144	59	18	58	41	43	42	50	58	81	56	-	447
	20%	23%	18%	-	19%	23%	21%	16%	17%	20%	19%	19%	22%	21%	17%	23%	25%	-	46%
		b				d											g		a
D	323	145	177	1	97	97	114	15	18	48	36	44	31	36	27	47	37	-	323
	15%	14%	16%	13%	16%	18%	17%	4%	17%	17%	17%	19%	16%	15%	8%	13%	17%	-	33%
					d	d	d		g	g	g	gh	g	g		g	g		a
E	207	82	122	3	46	49	65	48	16	28	20	20	18	22	29	32	24	-	207
	9%	8%	11%	38%	7%	9%	10%	13%	14%	10%	9%	9%	9%	9%	9%	9%	11%	-	21%
			a				a												a

Impact of language on public attitudes to ageing

Social grade

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185 100%	1854 100%	331 100%	2121 100%	64 100%	609 100%	1543 100%	1025 100%	1131 100%	1457 100%	710 100%	1439 100%	723 100%	776 100%	655 100%	734 100%	1214 100%	956 100%
AB	597 27%	465 25%	132 40% a	574 27%	23 36% a	152 25%	438 28%	258 25%	328 29% a	399 27%	192 27%	399 28%	189 26%	197 25%	186 28%	208 28%	189 16%	404 42% a
C1	611 28%	516 28%	95 29%	593 28%	18 28%	160 26%	444 29%	279 27%	326 29%	420 29%	186 26%	416 29%	191 26%	255 33% bc	148 23%	205 28% b	340 28%	268 28%
C2	447 20%	408 22% b	39 12%	441 21% b	6 9%	117 19%	319 21%	238 23% b	202 18%	287 20%	157 22%	289 20%	154 21%	139 18%	148 23% a	155 21%	292 24% b	152 16%
D	323 15%	284 15% b	39 12%	317 15%	6 10%	78 13%	238 15%	142 14%	176 16%	222 15%	98 14%	215 15%	104 14%	112 14%	124 19% ac	84 11%	247 20% b	74 8%
E	207 9%	181 10%	27 8%	197 9%	11 17% a	102 17% b	103 7%	107 10%	99 9%	129 9%	76 11%	120 8%	85 12% ac	74 9%	49 8%	82 11% b	146 12% b	57 6%

Impact of language on public attitudes to ageing

Social grade

BASE: All respondents

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AB	597	407	7	8	16	158	259	255	74	201	262	118	14	90	196	299	147	192	245
	27%	28%	6%	11%	21%	35%	32%	25%	22%	30%	24%	31%	40%	26%	26%	30%	32%	26%	28%
		bc		b	abcd		bc			b		b	b				b		
C1	611	425	9	11	41	125	278	256	75	202	305	95	9	107	237	253	148	220	222
	28%	29%	8%	15%	54%	27%	34%	25%	22%	30%	28%	25%	24%	31%	31%	25%	32%	30%	25%
		bc		abce	bc		bc							c	c		c	c	
C2	447	329	11	16	3	84	132	245	68	119	226	96	5	64	151	220	84	141	192
	20%	23%	9%	21%	5%	18%	16%	24%	20%	17%	21%	25%	14%	18%	20%	22%	18%	19%	22%
		bd		bd	bd			a				a							
D	323	265	16	11	9	21	87	157	75	97	184	41	1	56	115	134	49	104	147
	15%	18%	13%	15%	12%	5%	11%	15%	22%	14%	17%	11%	4%	16%	15%	13%	11%	14%	17%
		e	e	e	e			a	ab		cd								a
E	207	25	76	29	6	70	55	103	46	62	103	36	7	31	70	100	38	80	76
	9%	2%	63%	39%	8%	15%	7%	10%	14%	9%	10%	9%	19%	9%	9%	10%	8%	11%	9%
			acde	ade	a	ad		a	a										

Impact of language on public attitudes to ageing

Social grade

BASE: All respondents

Significance Level: 95%

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AB	597	362	145	79	195	387	112	475	111	467
	27%	30%	23%	28%	27%	28%	30%	27%	32%	27%
		b						b		
C1	611	340	169	84	173	427	82	513	85	499
	28%	28%	27%	30%	24%	30%	22%	29%	25%	29%
					a		a			
C2	447	250	129	57	165	264	93	334	79	352
	20%	21%	21%	20%	23%	19%	25%	19%	23%	20%
					b		b			
D	323	158	115	33	120	188	54	251	50	262
	15%	13%	18%	12%	17%	13%	14%	14%	14%	15%
			ac		b					
E	207	98	71	30	59	137	32	168	23	170
	9%	8%	11%	11%	8%	10%	9%	10%	7%	10%
			a							

Impact of language on public attitudes to ageing

D7. Ethnicity.

BASE: All respondents

	Gender			Age				Region of England										Social grade	
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White (British, English, Welsh, Scottish, Northern Irish, Irish, Gypsy, Irish Traveller, or any other White background)	1854	924	922	5	427	440	638	349	104	263	190	186	169	220	200	309	213	980	873
	85%	87%	83%	63%	69%	83%	94%	98%	95%	92%	89%	82%	89%	91%	59%	86%	95%	81%	89%
		b				a	ab	abc	dgh	dgh	dg	g	dg	dg		g	cdegh		a
Asian (Indian, Pakistani, Bangladeshi, Chinese, or any other Asian background)	153	64	89	-	94	43	11	6	1	11	11	22	9	12	61	21	6	110	43
	7%	6%	8%	-	15%	8%	2%	2%	1%	4%	5%	10%	5%	5%	18%	6%	3%	9%	4%
					bcd	cd						abe			abcdefhi	a		b	
Black / African / Caribbean / Black British (or any other Black / African / Caribbean background)	80	36	44	1	46	20	13	1	-	3	2	7	6	2	49	9	2	58	23
	4%	3%	4%	13%	8%	4%	2%	*	-	1%	1%	3%	3%	1%	15%	2%	1%	5%	2%
					bcd	d									abcdefhi			b	
Mixed (White and Black Caribbean, White and Black African, White and Asian or any other Mixed / Multiple ethnic background)	79	32	47	-	38	27	13	1	2	9	9	9	6	9	16	16	3	47	32
	4%	3%	4%	-	6%	5%	2%	*	2%	3%	4%	4%	3%	4%	5%	4%	1%	4%	3%
					cd	cd	d								i	i			
Any other ethnic group	12	4	8	-	8	3	1	-	1	1	-	1	-	-	7	2	-	8	4
	1%	*	1%	-	1%	1%	*	-	1%	*	-	*	-	-	2%	1%	-	1%	*
					cd										cefi				
Arab	7	3	1	2	4	-	3	-	2	-	1	2	-	-	3	-	-	5	1
	*	*	*	25%	1%	-	*	-	1%	-	*	1%	-	-	1%	-	-	*	*
									bh										
Prefer not to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Impact of language on public attitudes to ageing

D7. Ethnicity.

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White (British, English, Welsh, Scottish, Northern Irish, Irish, Gypsy, Irish Traveller, or any other White background)	1854	1854	-	1814	40	539	1289	872	961	1229	611	1262	577	625	514	702	1107	734
	85%	100%	-	85%	63%	88%	84%	85%	85%	84%	86%	88%	80%	80%	78%	96%	91%	77%
		b		b		b				d	d	ad			ab		b	
Asian (Indian, Pakistani, Bangladeshi, Chinese, or any other Asian background)	153	-	153	146	8	30	122	60	89	109	43	91	60	82	58	13	42	111
	7%	-	46%	7%	12%	5%	8%	6%	8%	7%	6%	6%	8%	11%	9%	2%	3%	12%
			a		a		a							c	c		a	
Black / African / Caribbean / Black British (or any other Black / African / Caribbean background)	80	-	80	73	7	11	68	38	41	57	23	38	42	32	37	9	28	51
	4%	-	24%	3%	11%	2%	4%	4%	4%	4%	3%	3%	6%	4%	6%	1%	2%	5%
			a		a		a						abc	c	c		a	
Mixed (White and Black Caribbean, White and Black African, White and Asian or any other Mixed / Multiple ethnic background)	79	-	79	72	7	23	53	46	31	50	28	40	35	31	38	9	32	46
	4%	-	24%	3%	11%	4%	3%	4%	3%	3%	4%	3%	5%	4%	6%	1%	3%	5%
			a		a			b					c	c	c		a	
Any other ethnic group	12	-	12	12	1	3	9	5	7	7	4	5	6	4	6	1	4	8
	1%	-	4%	1%	1%	1%	1%	*	1%	*	1%	*	1%	1%	1%	*	*	1%
			a															
Arab	7	-	7	5	2	4	2	4	3	5	-	3	3	2	3	1	2	5
	*	-	2%	*	3%	1%	*	*	*	*	-	*	*	*	*	*	*	1%
			a		a													
Prefer not to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Impact of language on public attitudes to ageing

D7. Ethnicity.

BASE: All respondents

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White (British, English, Welsh, Scottish, Northern Irish, Irish, Gypsy, Irish Traveller, or any other White background)	1854 85%	1205 83% d	101 84% d	59 78% d	36 48% d	450 98% abcd	652 80% c	941 93% ac	247 73% c	504 74% a	953 88% a	360 93% ab	34 96% a	301 87% a	662 86% b	840 83% c	420 90% bc	633 86% c	712 81% c
Asian (Indian, Pakistani, Bangladeshi, Chinese, or any other Asian background)	153 7%	114 8% e	6 5% e	11 14% abe	20 26% abce	3 1% e	77 10% b	29 3% b	43 13% b	81 12% bc	65 6% c	6 2% c	1 3% c	20 6% c	49 6% c	81 8% c	28 6% c	42 6% c	76 9% b
Black / African / Caribbean / Black British (or any other Black / African / Caribbean background)	80 4%	60 4% e	7 6% e	2 3% e	9 12% ace	2 * e	41 5% b	15 2% b	23 7% b	47 7% bc	29 3% c	4 1% c	- - -	11 3% c	29 4% c	37 4% c	11 2% c	27 4% c	41 5% a
Mixed (White and Black Caribbean, White and Black African, White and Asian or any other Mixed / Multiple ethnic background)	79 4%	61 4% e	6 5% e	2 3% e	7 10% ae	3 1% e	34 4% b	26 3% b	18 5% b	37 5% b	28 3% c	12 3% c	1 2% c	14 4% c	23 3% c	39 4% c	7 1% c	27 4% a	43 5% a
Any other ethnic group	12 1%	8 1% e	1 * e	1 1% e	1 2% e	1 * e	4 1% e	3 * e	5 1% e	9 1% bc	3 * c	- - -	- - -	2 1% c	4 1% c	6 1% c	1 * c	4 1% c	7 1% c
Arab	7 *	4 * e	1 1% e	1 1% e	1 1% e	- - -	3 * e	2 * e	2 * e	3 1% e	1 * e	3 1% b	- - -	- - -	1 * e	3 * e	- - -	3 * e	3 * e
Prefer not to answer	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Impact of language on public attitudes to ageing

D7. Ethnicity.

BASE: All respondents

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White (British, English, Welsh, Scottish, Northern Irish, Irish, Gypsy, Irish Traveller, or any other White background)	1854	1023	529	244	595	1201	279	1518	259	1517
	85%	85%	84%	87%	83%	86%	75%	87%	74%	87%
							a		a	
Asian (Indian, Pakistani, Bangladeshi, Chinese, or any other Asian background)	153	76	53	18	56	89	41	104	44	102
	7%	6%	8%	6%	8%	6%	11%	6%	13%	6%
							b		b	
Black / African / Caribbean / Black British (or any other Black / African / Caribbean background)	80	48	22	9	29	51	23	54	20	59
	4%	4%	4%	3%	4%	4%	6%	3%	6%	3%
							b		b	
Mixed (White and Black Caribbean, White and Black African, White and Asian or any other Mixed / Multiple ethnic background)	79	50	18	9	27	50	23	54	21	57
	4%	4%	3%	3%	4%	4%	6%	3%	6%	3%
							b		b	
Any other ethnic group	12	8	4	-	3	8	4	7	3	8
	1%	1%	1%	-	*	1%	1%	*	1%	*
Arab	7	3	3	*	3	4	4	3	2	5
	*	*	*	*	*	*	1%	*	*	*
							b			
Prefer not to answer	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Impact of language on public attitudes to ageing

D8. Sexuality

BASE: All respondents

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Heterosexual or Straight	2121	1040	1074	5	583	510	672	356	105	278	210	223	179	240	321	348	219	1167	954
	97%	98%	97%	63%	94%	96%	99%	100%	96%	97%	98%	98%	95%	99%	95%	97%	98%	97%	98%
							ab	ab			e	eg		eg					
Bisexual	34	9	23	1	22	10	1	-	2	6	2	2	5	2	7	4	4	23	11
	2%	1%	2%	13%	4%	2%	*	-	2%	2%	1%	1%	3%	1%	2%	1%	2%	2%	1%
			a		cd	cd													
Gay or Lesbian	22	12	9	1	10	8	4	-	1	3	2	1	3	1	5	6	-	13	9
	1%	1%	1%	13%	2%	2%	1%	-	1%	1%	1%	*	2%	*	2%	2%	-	1%	1%
					d	d													
Other	8	2	5	1	3	4	1	1	2	*	-	1	2	-	3	-	1	5	4
	*	*	*	13%	*	1%	*	*	1%	*	-	*	1%	-	1%	-	*	*	*
					h														
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Impact of language on public attitudes to ageing

D8. Sexuality

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Heterosexual or Straight	2121	1814	308	2121	-	588	1501	991	1102	1415	688	1407	692	741	631	731	1186	919
	97%	98%	93%	100%	-	97%	97%	97%	97%	97%	97%	98%	96%	95%	96%	100%	98%	96%
		b		b							d				ab		b	
Bisexual	34	21	13	-	34	10	24	19	14	22	12	19	14	17	17	*	15	19
	2%	1%	4%	-	53%	2%	2%	2%	1%	2%	2%	1%	2%	2%	3%	*	1%	2%
			a		a									c	c			
Gay or Lesbian	22	15	6	-	22	6	15	10	12	15	7	9	12	16	3	2	8	13
	1%	1%	2%	-	34%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	*	1%	1%
			a		a								c	bc				
Other	8	3	5	-	8	5	3	5	3	5	3	3	5	3	5	1	5	4
	*	*	1%	-	13%	1%	*	1%	*	*	*	*	1%	*	1%	*	*	*
			a		a	b												
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Impact of language on public attitudes to ageing

D8. Sexuality

BASE: All respondents

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Heterosexual or Straight	2121	1403	114	72	70	458	780	999	323	649	1054	378	35	339	743	978	456	718	850
	97%	97%	95%	96%	94%	100%	96%	98%	96%	95%	98%	98%	98%	98%	97%	97%	98%	98%	96%
						abcd		ac			a	a							
Bisexual	34	26	4	1	3	-	13	10	10	15	16	3	1	6	13	14	4	6	22
	2%	2%	3%	1%	4%	-	2%	1%	3%	2%	1%	1%	2%	2%	2%	1%	1%	1%	3%
		e	e	e	e			b											b
Gay or Lesbian	22	17	3	1	1	-	15	4	2	12	8	2	-	2	11	8	4	9	7
	1%	1%	3%	1%	1%	-	2%	*	1%	2%	1%	*	-	1%	1%	1%	1%	1%	1%
		e	e	e	e		b			b									
Other	8	6	-	1	*	1	3	3	2	4	2	3	-	-	2	6	2	3	3
	*	*	-	1%	1%	*	*	*	1%	1%	*	1%	-	-	*	1%	*	*	*
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Impact of language on public attitudes to ageing

D8. Sexuality

BASE: All respondents

Significance Level: 95%

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Heterosexual or Straight	2121	1171	614	273	690	1364	361	1693	329	1705
	97%	97%	98%	97%	97%	97%	97%	97%	94%	98% a
Bisexual	34	23	7	4	12	21	6	25	11	23
	2%	2%	1%	1%	2%	1%	2%	1%	3% b	1%
Gay or Lesbian	22	10	5	5	7	14	4	17	7	14
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%
Other	8	4	3	1	3	5	2	6	2	6
	*	*	*	*	*	*	1%	*	1%	*
Prefer not to say	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Impact of language on public attitudes to ageing

D1. Dwelling

BASE: All respondents

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Town	1079	503	572	3	279	273	357	171	66	170	92	105	93	120	90	225	117	566	513
	49%	47%	51%	38%	45%	51%	53%	48%	60%	59%	43%	46%	49%	49%	27%	63%	52%	47%	53%
					a	a			cdg	cdefg	g	g	g	g		cdefgi	g		a
City	680	358	319	3	258	172	179	72	16	77	74	87	49	38	242	51	47	403	277
	31%	34%	29%	38%	42%	32%	26%	20%	15%	27%	35%	39%	26%	16%	72%	14%	21%	33%	28%
		b			bcd	cd	d			afh	afhi	abefhi	afh		abcdefhi	h		b	
Village	385	182	200	2	74	82	130	99	25	39	44	28	46	74	4	80	46	213	173
	18%	17%	18%	25%	12%	15%	19%	28%	23%	13%	20%	12%	25%	31%	1%	22%	20%	18%	18%
						a	abc		bdg	g	bdg	g	bdg	bcdghi		bdg	bdg		
Isolated settlement / hamlet	36	19	17	-	5	5	12	14	2	-	2	5	-	11	-	1	15	23	13
	2%	2%	2%	-	1%	1%	2%	4%	2%	-	1%	2%	-	4%	-	*	7%	2%	1%
							ab		beg			begh		bcegh		bcdegh			
Prefer not to answer	4	1	3	-	2	2	-	-	-	1	1	1	-	-	1	-	-	2	1
	*	*	*	-	*	*	-	-	-	1%	1%	*	-	-	*	-	-	*	*

Impact of language on public attitudes to ageing

D1. Dwelling

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185 100%	1854 100%	331 100%	2121 100%	64 100%	609 100%	1543 100%	1025 100%	1131 100%	1457 100%	710 100%	1439 100%	723 100%	776 100%	655 100%	734 100%	1214 100%	956 100%
Town	1079 49%	953 51% b	126 38%	1054 50% b	25 39%	294 48%	772 50%	499 49%	566 50%	739 51%	331 47%	714 50%	353 49%	360 46%	324 49%	385 52% a	640 53% b	435 45%
City	680 31%	504 27%	176 53% a	649 31%	31 49% a	180 30%	484 31%	314 31%	354 31%	446 31%	231 33%	417 29%	258 36% ac	305 39% bc	222 34% c	150 20%	329 27%	347 36% a
Village	385 18%	360 19% b	25 8%	378 18%	7 12%	120 20%	263 17%	194 19%	191 17%	251 17%	130 18% d	280 19% d	102 14%	101 13%	102 16%	180 24% ab	227 19%	154 16%
Isolated settlement / hamlet	36 2%	34 2% b	2 *	35 2%	1 1%	13 2%	23 1%	17 2%	19 2%	18 1%	18 3% a	25 2%	11 2%	9 1%	6 1%	20 3% ab	17 1%	19 2%
Prefer not to answer	4 *	1 *	2 1% a	4 *	- -	1 *	1 *	1 *	1 *	3 *	- -	2 *	- -	- -	1 *	1 *	- -	1 *

Impact of language on public attitudes to ageing

D1. Dwelling

BASE: All respondents

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Town	1079	706	63	40	33	236	361	534	176	-	1079	-	-	155	411	477	235	392	403
	49%	49%	52%	53%	45%	51%	44%	53%	52%	-	100%	-	-	44%	53%	47%	50%	53%	46%
								a	a		acd				ac			c	
City	680	504	41	21	30	83	317	244	114	680	-	-	-	112	220	330	123	211	310
	31%	35%	34%	28%	41%	18%	39%	24%	34%	100%	-	-	-	32%	29%	33%	26%	29%	35%
		e	e	e	e		b	b	b	bcd								ab	
Village	385	221	16	14	9	126	122	215	46	-	-	385	-	71	125	183	97	120	155
	18%	15%	13%	19%	12%	27%	15%	21%	14%	-	-	100%	-	20%	16%	18%	21%	16%	18%
						abd		ac				abd							
Isolated settlement / hamlet	36	20	1	-	1	13	11	24	1	-	-	-	36	9	12	15	11	12	11
	2%	1%	1%	-	1%	3%	1%	2%	*	-	-	-	100%	3%	2%	1%	2%	2%	1%
						a		c					abc						
Prefer not to answer	4	1	-	-	1	-	1	-	1	-	-	-	-	1	-	3	1	1	3
	*	*	-	-	1%	-	*	-	*	-	-	-	-	*	-	*	*	*	*
					a														

Impact of language on public attitudes to ageing

D1. Dwelling

BASE: All respondents

Significance Level: 95%

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Town	1079	583	316	142	336	708	174	871	154	883
	49%	48%	50%	50%	47%	50%	47%	50%	44%	50%
									a	
City	680	403	179	79	247	411	148	510	144	507
	31%	33%	28%	28%	35%	29%	40%	29%	41%	29%
		b			b		b		b	
Village	385	203	121	54	122	254	47	327	45	326
	18%	17%	19%	19%	17%	18%	13%	19%	13%	19%
								a		a
Isolated settlement / hamlet	36	17	11	6	5	30	2	33	3	33
	2%	1%	2%	2%	1%	2%	*	2%	1%	2%
						a				
Prefer not to answer	4	2	1	1	3	1	3	1	2	1
	*	*	*	*	*	*	1%	*	1%	*
							b		b	

Impact of language on public attitudes to ageing

D2. Working status

BASE: All respondents

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Employed	1303	653	642	6	452	423	403	25	67	176	121	142	115	134	228	199	122	757	547
	60%	61%	58%	75%	73%	79%	59%	7%	61%	61%	57%	63%	61%	55%	68%	56%	54%	63%	56%
					cd	acd	d							cfhi				b	
Retired	458	255	203	-	1	3	140	315	12	43	55	43	45	60	36	98	66	283	175
	21%	24%	18%	-	*	1%	21%	88%	11%	15%	26%	19%	24%	25%	11%	28%	29%	23%	18%
		b					ab	abc			abg	g	abg	abg		abdg	abdg	b	
Self-employed	148	72	76	-	28	39	67	15	12	22	12	8	12	20	23	23	17	75	73
	7%	7%	7%	-	5%	7%	10%	4%	11%	8%	5%	4%	6%	8%	7%	6%	8%	6%	7%
						a	ad		d	d				d					
Unemployed	121	53	66	1	41	36	44	1	7	19	8	15	6	14	23	17	10	17	104
	6%	5%	6%	13%	7%	7%	6%	*	7%	7%	4%	7%	3%	6%	7%	5%	5%	1%	11%
					d	d	d											a	
Homemaker	75	10	64	1	24	27	23	1	6	17	12	5	5	8	8	12	3	19	56
	3%	1%	6%	13%	4%	5%	3%	*	5%	6%	6%	2%	3%	3%	2%	3%	1%	2%	6%
			a		d	d	d		i	dgi	gi							a	
Student	74	17	57	-	70	4	*	-	5	8	5	11	5	6	18	9	7	56	18
	3%	2%	5%	-	11%	1%	*	-	5%	3%	2%	5%	3%	3%	5%	2%	3%	5%	2%
			a		bcd	c								h				b	
Prefer not to answer	5	3	2	-	2	1	1	-	-	1	1	1	1	-	-	-	-	1	4
	*	*	*	-	*	*	*	-	-	1%	*	1%	1%	-	-	-	-	*	*

Impact of language on public attitudes to ageing

D2. Working status

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Employed	1303 60%	1080 58%	224 67% a	1258 59%	45 71% a	289 47%	992 64% a	595 58%	688 61%	950 65% bcd	343 48%	869 60% b	420 58% b	496 64% c	523 80% ac	275 37%	645 53%	656 69% a
Retired	458 21%	450 24% b	8 2%	458 22% b	1 1%	183 30% b	270 18%	223 22%	233 21%	221 15%	235 33% acd	349 24% ad	108 15%	105 13% b	3 *	348 47% ab	293 24% b	161 17%
Self-employed	148 7%	125 7%	23 7%	145 7%	4 6%	45 7%	101 7%	74 7%	72 6%	107 7%	39 6%	87 6%	59 8% b	44 6%	39 6%	62 8% a	80 7%	67 7%
Unemployed	121 6%	101 5%	20 6%	114 5%	7 10% a	53 9% b	67 4%	58 6%	61 5%	74 5%	47 7% c	56 4%	65 9% ac	56 7% c	31 5%	34 5%	89 7% b	29 3%
Homemaker	75 3%	59 3%	17 5% a	72 3%	3 5%	27 4%	49 3%	37 4%	38 3%	55 4%	20 3%	48 3%	27 4%	8 1%	51 8% ac	15 2%	53 4% b	21 2%
Student	74 3%	36 2%	39 12% a	70 3%	5 7% a	11 2%	62 4% a	35 3%	37 3%	47 3% c	24 3%	29 2%	42 6% abc	66 8% bc	6 1% c	1 *	53 4% b	20 2%
Prefer not to answer	5 *	3 *	1 *	5 *	- -	2 *	1 *	2 *	1 *	2 *	2 *	2 *	2 *	2 *	1 *	- -	1 *	1 *

Impact of language on public attitudes to ageing

D2. Working status

BASE: All respondents

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Employed	1303	1303	-	-	-	-	524	570	197	462	629	196	15	205	477	580	229	448	577
	60%	90%	-	-	-	-	65%	56%	58%	68%	58%	51%	41%	59%	62%	58%	49%	61%	65%
		bcde					bc			bcd	cd						a	a	
Retired	458	-	-	-	-	458	139	301	17	83	236	126	13	71	122	260	157	136	141
	21%	-	-	-	-	100%	17%	30%	5%	12%	22%	33%	37%	20%	16%	26%	34%	19%	16%
						abcd	c	ac			a	ab	ab			ab	bc		
Self-employed	148	148	-	-	-	-	63	62	23	42	77	24	5	27	57	59	34	55	51
	7%	10%	-	-	-	-	8%	6%	7%	6%	7%	6%	15%	8%	7%	6%	7%	8%	6%
		bcde											a						
Unemployed	121	-	121	-	-	-	37	49	34	41	63	16	1	21	48	46	17	47	46
	6%	-	100%	-	-	-	5%	5%	10%	6%	6%	4%	4%	6%	6%	5%	4%	6%	5%
			acde						ab									a	
Homemaker	75	-	-	75	-	-	23	30	21	21	40	14	-	7	37	29	15	21	34
	3%	-	-	100%	-	-	3%	3%	6%	3%	4%	4%	-	2%	5%	3%	3%	3%	4%
				abde					ab						ac				
Student	74	-	-	-	74	-	26	3	45	30	33	9	1	16	25	31	13	29	31
	3%	-	-	-	100%	-	3%	*	13%	4%	3%	2%	3%	5%	3%	3%	3%	4%	3%
						abce	b		ab										
Prefer not to answer	5	-	-	-	-	-	-	1	1	1	2	-	-	1	2	2	2	1	2
	*	-	-	-	-	-	-	*	*	*	*	-	-	*	*	*	*	*	*

Impact of language on public attitudes to ageing

D2. Working status

BASE: All respondents

Significance Level: 95%

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Employed	1303	724	379	170	467	801	252	1011	269	981
	60%	60%	60%	60%	66%	57%	68%	58%	77%	56%
					b	b	b	b	b	b
Retired	458	261	130	55	124	329	36	417	17	431
	21%	22%	21%	19%	17%	23%	10%	24%	5%	25%
					a	a	a	a	a	a
Self-employed	148	84	35	21	45	92	27	116	22	122
	7%	7%	6%	7%	6%	7%	7%	7%	6%	7%
Unemployed	121	58	36	19	41	74	19	97	14	100
	6%	5%	6%	7%	6%	5%	5%	6%	4%	6%
Homemaker	75	43	20	9	19	51	20	50	11	59
	3%	4%	3%	3%	3%	4%	5%	3%	3%	3%
							b			
Student	74	35	26	8	16	54	18	47	15	54
	3%	3%	4%	3%	2%	4%	5%	3%	4%	3%
							b			
Prefer not to answer	5	3	2	-	1	3	1	3	1	3
	*	*	*	-	*	*	*	*	*	*

Impact of language on public attitudes to ageing

D3. Children

BASE: All respondents

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	776	383	389	4	374	153	178	70	38	93	63	82	61	91	161	113	74	451	325
	36%	36%	35%	50%	61%	29%	26%	20%	34%	33%	30%	36%	32%	38%	48%	32%	33%	37%	33%
					bcd	d	d							abcdefhi				b	
Yes, my youngest child is aged 18 or over	734	356	377	-	4	51	396	283	32	93	74	68	74	83	66	154	89	412	322
	34%	33%	34%	-	1%	10%	58%	80%	29%	32%	35%	30%	39%	34%	20%	43%	40%	34%	33%
						a	ab	abc	g	g	g	g	g	g		abdfg	dg		
Yes, my youngest child is aged 17 or under	655	311	339	4	232	325	97	1	39	98	72	75	53	67	107	88	57	334	321
	30%	29%	31%	50%	38%	61%	14%	*	35%	34%	34%	33%	28%	27%	32%	25%	26%	28%	33%
					cd	acd	d		h	hi	h	h		h				a	
Prefer not to answer	20	13	6	-	7	4	7	2	1	2	3	2	2	1	2	2	4	10	10
	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%

Impact of language on public attitudes to ageing

D3. Children

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	776	625	151	741	35	171	596	342	424	525	242	434	333	776	-	-	386	382
	36%	34%	46%	35%	55%	28%	39%	33%	38%	36%	34%	30%	46%	100%	-	-	32%	40%
			a		a		a		a	c			abc	bc				a
Yes, my youngest child is aged 18 or over	734	702	32	731	3	265	459	375	354	426	303	572	158	-	-	734	493	239
	34%	38%	10%	34%	5%	43%	30%	37%	31%	29%	43%	40%	22%	-	-	100%	41%	25%
		b		b		b		b		d	ad	ad				ab	b	
Yes, my youngest child is aged 17 or under	655	514	141	631	24	169	475	298	346	495	158	425	222	-	655	-	323	330
	30%	28%	43%	30%	38%	28%	31%	29%	31%	34%	22%	30%	31%	-	100%	-	27%	35%
			a		a					bc		b	b		ac			a
Prefer not to answer	20	13	7	19	1	4	13	9	7	10	7	7	11	-	-	-	12	5
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	-	-	-	1%	*
			a										c					

Impact of language on public attitudes to ageing

D3. Children

BASE: All respondents

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	776	540	56	8	66	105	330	278	162	305	360	101	9	134	300	314	144	292	299
	36%	37%	46%	11%	89%	23%	41%	27%	48%	45%	33%	26%	26%	38%	39%	31%	31%	40%	34%
		ce	ace		abce	c	b		ab	bcd	c			c	c			ac	
Yes, my youngest child is aged 18 or over	734	337	34	15	1	348	220	455	55	150	385	180	20	123	231	367	217	219	264
	34%	23%	28%	19%	2%	76%	27%	45%	16%	22%	36%	47%	54%	35%	30%	36%	46%	30%	30%
		d	d	d		abcd	c	ac			a	ab	ab			b	bc		
Yes, my youngest child is aged 17 or under	655	562	31	51	6	3	258	273	117	222	324	102	6	90	225	320	105	214	312
	30%	39%	26%	68%	9%	1%	32%	27%	35%	33%	30%	26%	17%	26%	29%	32%	23%	29%	35%
		bde	de	abde	e		b		b	c						a		a	ab
Prefer not to answer	20	13	-	1	1	3	3	10	4	4	10	2	1	1	13	6	1	12	7
	1%	1%	-	1%	1%	1%	*	1%	1%	1%	1%	1%	2%	*	2%	1%	*	2%	1%
															c			a	

Impact of language on public attitudes to ageing

D3. Children

BASE: All respondents

Significance Level: 95%

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	776	422	224	103	238	507	150	592	133	603
	36%	35%	36%	36%	33%	36%	40% b	34%	38%	34%
Yes, my youngest child is aged 18 or over	734	413	213	90	237	486	55	665	44	669
	34%	34%	34%	32%	33%	35%	15%	38% a	13%	38% a
Yes, my youngest child is aged 17 or under	655	364	185	84	232	398	160	473	167	462
	30%	30%	29%	30%	32% b	28%	43% b	27%	48% b	26%
Prefer not to answer	20	9	7	5	7	13	8	11	4	15
	1%	1%	1%	2%	1%	1%	2% b	1%	1%	1%

Impact of language on public attitudes to ageing

D4. Highest education level

BASE: All respondents

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Secondary school, high school, NVQ levels 1 to 3, etc.	1111	545	562	3	213	259	428	212	54	162	102	123	106	133	114	192	125	482	629
	51%	51%	51%	38%	34%	49%	63%	59%	49%	56%	48%	54%	56%	55%	34%	54%	56%	40%	64%
						a	ab	ab	g	g	g	g	g	g		g	g		a
University degree or equivalent professional qualification, NVQ level 4, etc.	653	307	343	3	224	161	162	107	30	83	69	64	47	69	134	103	53	440	213
	30%	29%	31%	38%	36%	30%	24%	30%	27%	29%	33%	28%	25%	29%	40%	29%	24%	36%	22%
					bc	c		c			i			abdefhi			b		
Higher university degree, doctorate, MBA, NVQ level 5, etc.	302	154	147	1	119	97	61	26	22	29	29	19	27	25	70	50	32	232	71
	14%	15%	13%	13%	19%	18%	9%	7%	20%	10%	13%	8%	14%	10%	21%	14%	14%	19%	7%
					cd	cd			bdf						bcdghi	d	d	b	
Primary school	47	28	18	1	22	9	11	5	1	1	7	11	5	8	4	6	4	18	30
	2%	3%	2%	13%	4%	2%	2%	1%	1%	*	3%	5%	2%	3%	1%	2%	2%	1%	3%
					bcd						b	bgh		b				a	
Still in full time education	30	10	20	-	27	2	1	-	-	5	2	5	2	-	10	1	5	22	8
	1%	1%	2%	-	4%	*	*	-	-	2%	1%	2%	1%	-	3%	*	2%	2%	1%
					bcd							fh			fh		fh	b	
No formal education	26	13	12	-	6	4	11	5	3	2	3	3	2	4	3	3	2	7	19
	1%	1%	1%	-	1%	1%	2%	1%	3%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%
																		a	
Don't know	4	1	3	-	2	-	1	1	-	2	-	1	-	-	-	1	-	3	1
	*	*	*	-	*	-	*	*	-	1%	-	*	-	-	-	*	-	*	*
Prefer not to answer	11	5	6	-	5	1	4	1	-	2	1	1	1	2	1	2	1	4	7
	1%	*	1%	-	1%	*	1%	*	-	1%	*	1%	*	1%	*	1%	1%	*	1%

Impact of language on public attitudes to ageing

D4. Highest education level

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Secondary school, high school, NVQ levels 1 to 3, etc.	1111	1028	83	1090	21	332	763	547	552	731	371	768	331	340	289	474	1111	-
	51%	55%	25%	51%	33%	55%	49%	53%	49%	50%	52%	53%	46%	44%	44%	65%	92%	-
		b		b		b		b		d	d	d			ab	b		
University degree or equivalent professional qualification, NVQ level 4, etc.	653	513	141	634	19	167	476	278	366	435	216	416	233	270	205	174	-	653
	30%	28%	42%	30%	30%	27%	31%	27%	32%	30%	30%	29%	32%	35%	31%	24%	-	68%
			a						a					c	c		-	a
Higher university degree, doctorate, MBA, NVQ level 5, etc.	302	221	81	285	17	78	223	143	156	219	81	197	102	112	125	65	-	302
	14%	12%	25%	13%	27%	13%	14%	14%	14%	15%	11%	14%	14%	14%	19%	9%	-	32%
			a		a					b				c	ac		-	a
Primary school	47	41	6	43	5	15	31	18	28	33	13	25	22	17	18	10	47	-
	2%	2%	2%	2%	7%	2%	2%	2%	2%	2%	2%	2%	3%	2%	3%	1%	4%	-
					a								c				b	
Still in full time education	30	16	14	28	2	9	21	17	13	18	10	11	18	22	7	-	30	-
	1%	1%	4%	1%	3%	1%	1%	2%	1%	1%	1%	1%	2%	3%	1%	-	2%	-
			a										ac	bc	c		b	
No formal education	26	22	4	26	-	6	19	14	11	12	14	15	11	7	8	9	26	-
	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	-
											a						b	
Don't know	4	3	1	4	-	1	2	3	1	2	2	-	4	2	-	2	-	-
	*	*	*	*	-	*	*	*	*	*	*	-	1%	*	-	*	-	-
													c					
Prefer not to answer	11	9	2	11	-	2	7	5	3	7	3	7	3	6	2	-	-	-
	1%	1%	1%	1%	-	*	*	1%	*	*	*	*	*	1%	*	-	-	-
														c				

Impact of language on public attitudes to ageing

D4. Highest education level

BASE: All respondents

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Secondary school, high school, NVQ levels 1 to 3, etc.	1111	673	79	48	29	280	310	625	170	288	596	212	15	192	392	496	239	384	425
	51%	46%	65%	64%	40%	61%	38%	61%	50%	42%	55%	55%	40%	55%	51%	49%	51%	52%	48%
			ad	ad		ad		ac	a		a	a							
University degree or equivalent professional qualification, NVQ level 4, etc.	653	472	25	16	15	125	306	246	92	236	304	104	9	98	246	289	162	200	269
	30%	33%	20%	21%	20%	27%	38%	24%	27%	35%	28%	27%	24%	28%	32%	29%	35%	27%	30%
		bcde				bc				bc							b		
Higher university degree, doctorate, MBA, NVQ level 5, etc.	302	250	5	6	6	36	151	108	41	111	131	51	10	37	98	161	53	104	142
	14%	17%	4%	7%	8%	8%	19%	11%	12%	16%	12%	13%	27%	11%	13%	16%	11%	14%	16%
		bcde				bc				b			bc			a			a
Primary school	47	32	5	3	1	6	23	16	8	18	23	6	-	6	12	30	1	24	18
	2%	2%	4%	4%	2%	1%	3%	2%	2%	3%	2%	1%	-	2%	2%	3%	*	3%	2%
			e													b		a	a
Still in full time education	30	8	-	-	22	-	12	4	15	17	7	5	1	7	10	14	3	12	14
	1%	1%	-	-	30%	-	1%	*	4%	2%	1%	1%	4%	2%	1%	1%	1%	2%	2%
					abce		b	ab		b			b						
No formal education	26	13	4	2	-	7	7	14	4	7	14	4	1	6	8	10	5	8	10
	1%	1%	4%	3%	-	1%	1%	1%	1%	1%	1%	1%	4%	2%	1%	1%	1%	1%	1%
			a																
Don't know	4	3	-	-	1	1	-	2	2	1	-	3	-	1	3	1	1	3	1
	*	*	-	-	1%	*	-	*	1%	*	-	1%	-	*	*	*	*	*	*
									a			b							
Prefer not to answer	11	2	3	1	-	3	3	1	5	3	4	1	-	2	1	7	2	1	3
	1%	*	3%	1%	-	1%	*	*	2%	*	*	*	-	1%	*	1%	*	*	*
			a						ab										

Impact of language on public attitudes to ageing

D4. Highest education level

BASE: All respondents

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Secondary school, high school, NVQ levels 1 to 3, etc.	1111	593	340	138	389	689	149	925	120	943
	51%	49%	54%	49%	55%	49%	40%	53%	34%	54%
		a	a		b	b		a	a	a
University degree or equivalent professional qualification, NVQ level 4, etc.	653	374	170	93	169	465	126	511	99	524
	30%	31%	27%	33%	24%	33%	34%	29%	29%	30%
					a	a				
Higher university degree, doctorate, MBA, NVQ level 5, etc.	302	186	81	28	106	191	61	236	85	213
	14%	15%	13%	10%	15%	14%	16%	14%	25%	12%
		c							b	
Primary school	47	24	13	11	21	23	24	22	21	24
	2%	2%	2%	4%	3%	2%	6%	1%	6%	1%
					b		b		b	
Still in full time education	30	13	12	4	10	18	5	20	13	16
	1%	1%	2%	1%	1%	1%	1%	1%	4%	1%
									b	
No formal education	26	10	8	7	12	11	4	19	7	19
	1%	1%	1%	3%	2%	1%	1%	1%	2%	1%
				a						
Don't know	4	1	3	-	1	3	1	3	1	3
	*	*	*	-	*	*	*	*	*	*
Prefer not to answer	11	5	4	1	5	5	4	6	2	7
	1%	*	1%	*	1%	*	1%	*	1%	*

Impact of language on public attitudes to ageing

D9. Disability or illness

BASE: All respondents

Significance Level: 95%

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
	a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	609	299	307	3	111	142	214	141	31	91	65	62	57	69	83	84	66	312	297
	28%	28%	28%	38%	18%	27%	32%	40%	28%	32%	30%	28%	30%	29%	25%	24%	29%	26%	30%
						a	a	abc		gh									a
No	1543	752	784	5	502	383	448	210	77	190	143	160	131	172	243	271	155	882	661
	71%	71%	71%	63%	81%	72%	66%	59%	70%	66%	67%	71%	70%	71%	72%	76%	69%	73%	68%
					bcd	cd	d								bc			b	
Prefer not to say	33	13	21	-	5	8	16	4	2	5	6	4	1	1	10	2	3	14	20
	2%	1%	2%	-	1%	2%	2%	1%	2%	2%	3%	2%	*	1%	3%	1%	1%	1%	2%
							a				h			eh					

Impact of language on public attitudes to ageing

D9. Disability or illness

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	609	539	70	588	21	609	-	356	251	405	202	423	181	171	169	265	361	244
	28%	29%	21%	28%	33%	100%	-	35%	22%	28%	28%	29%	25%	22%	26%	36%	30%	26%
		b				b		b				d			ab		b	
No	1543	1289	254	1501	42	-	1543	655	872	1033	496	1000	528	596	475	459	834	699
	71%	70%	77%	71%	66%	-	100%	64%	77%	71%	70%	70%	73%	77%	73%	62%	69%	73%
			a				a		a					c	c		a	
Prefer not to say	33	26	7	32	1	-	-	14	8	19	11	15	15	9	11	11	19	12
	2%	1%	2%	2%	2%	-	-	1%	1%	1%	2%	1%	2%	1%	2%	2%	2%	1%

Impact of language on public attitudes to ageing

D9. Disability or illness

BASE: All respondents

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	609	334	53	27	11	183	201	329	76	180	294	120	13	104	201	293	124	191	271
	28%	23%	44%	35%	15%	40%	25%	32%	22%	27%	27%	31%	37%	30%	26%	29%	27%	26%	31%
			ad	ad		ad		ac											b
No	1543	1093	67	49	62	270	598	676	255	484	772	263	23	241	551	703	335	529	604
	71%	75%	55%	65%	84%	59%	74%	66%	75%	71%	71%	68%	63%	69%	72%	70%	72%	72%	68%
		bce		bce		b		b											
Prefer not to say	33	25	1	-	1	5	13	11	7	16	14	2	-	3	16	10	7	16	8
	2%	2%	1%	-	2%	1%	2%	1%	2%	2%	1%	1%	-	1%	2%	1%	1%	2%	1%
										c									c

Impact of language on public attitudes to ageing

D9. Disability or illness

BASE: All respondents

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	609	378	156	60	181	414	89	507	93	501
	28%	31%	25%	21%	25%	29%	24%	29%	27%	29%
		bc						a		
No	1543	807	464	220	515	975	276	1209	248	1225
	71%	67%	74%	78%	72%	69%	74%	69%	71%	70%
			a	a						
Prefer not to say	33	23	9	2	16	15	8	24	8	23
	2%	2%	1%	1%	2%	1%	2%	1%	2%	1%
					b					

Significance Level: 95%

Unweighted Total

Total

Yes

No

Prefer not to say

Impact of language on public attitudes to ageing

D10. Have you lost someone important to you in the past 5 years (e.g. a parent, partner, close friend)?

BASE: All respondents

Significance Level: 95%

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
	a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b	
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1025	481	537	6	291	226	350	159	56	134	108	113	94	111	145	163	101	537	488
	47%	45%	48%	75%	47%	42%	52%	45%	51%	47%	51%	50%	50%	46%	43%	46%	45%	44%	50%
							bd											a	
No	1131	570	557	2	312	302	321	196	53	146	102	111	94	131	183	191	120	654	476
	52%	54%	50%	25%	51%	57%	47%	55%	48%	51%	48%	49%	50%	54%	54%	53%	54%	54%	49%
						ac		c										b	
Prefer not to say	30	13	17	-	15	6	8	1	1	6	3	3	1	1	8	4	3	16	13
	1%	1%	2%	-	2%	1%	1%	*	1%	2%	2%	1%	1%	*	2%	1%	1%	1%	1%
					d														

Impact of language on public attitudes to ageing

D10. Have you lost someone important to you in the past 5 years (e.g. a parent, partner, close friend)?

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1025	872	153	991	34	356	655	1025	-	717	299	705	308	342	298	375	595	422
	47%	47%	46%	47%	53%	58%	42%	100%	-	49%	42%	49%	43%	44%	45%	51%	49%	44%
						b		b		bd		bd			ab		b	
No	1131	961	170	1102	29	251	872	-	1131	724	398	719	403	424	346	354	605	522
	52%	52%	51%	52%	45%	41%	56%	-	100%	50%	56%	50%	56%	55%	53%	48%	50%	55%
							a		a		ac		ac	c			a	a
Prefer not to say	30	21	9	28	1	2	17	-	-	16	12	14	13	10	11	5	14	12
	1%	1%	3%	1%	2%	*	1%	-	-	1%	2%	1%	2%	1%	2%	1%	1%	1%
			a															

Impact of language on public attitudes to ageing

D10. Have you lost someone important to you in the past 5 years (e.g. a parent, partner, close friend)?

BASE: All respondents

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1025 47%	669 46%	58 48%	37 50%	35 47%	223 49%	377 46%	498 49%	140 41%	314 46%	499 46%	194 50%	17 48%	161 46%	351 46%	483 48%	216 46%	322 44%	432 49%
No	1131 52%	760 52%	61 51%	38 50%	37 50%	233 51%	423 52%	511 50%	191 57%	354 52%	566 52%	191 49%	19 52%	184 53%	410 53%	506 50%	247 53%	403 55%	435 49%
Prefer not to say	30 1%	23 2%	2 1%	- -	2 3%	1 *	11 1%	7 1%	7 2%	12 2%	14 1%	1 *	- -	3 1%	8 1%	17 2%	3 1%	10 1%	15 2%

Impact of language on public attitudes to ageing

D10. Have you lost someone important to you in the past 5 years (e.g. a parent, partner, close friend)?

BASE: All respondents

Significance Level: 95%

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1025	597	283	120	312	685	176	825	171	813
	47%	49%	45%	43%	44%	49%	47%	47%	49%	46%
		c			a					
No	1131	597	333	158	386	705	188	897	164	922
	52%	49%	53%	56%	54%	50%	50%	52%	47%	53%
			a							
Prefer not to say	30	14	13	3	15	14	9	19	13	15
	1%	1%	2%	1%	2%	1%	2%	1%	4%	1%
					b		b		b	

Impact of language on public attitudes to ageing

D11_1. More than 10 years older than you: How frequently, if at all, do you interact with people who are aged more than 10 years older or more than 10 years younger than you, and who are not members of your family? By interaction we mean any direct form of communication, as minimal as a greeting, with someone who is not a member of your family (e.g. a friend, colleague, neighbour or professional etc.).

BASE: All respondents

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very frequently	673 31%	270 25%	401 36%	2 25%	208 34%	200 37%	204 30%	61 17%	45 41%	100 35%	72 34%	60 26%	52 28%	71 29%	103 31%	104 29%	66 29%	369 31%	304 31%
Somewhat frequently	784 36%	395 37%	383 34%	5 63%	240 39%	199 37%	250 37%	94 26%	39 36%	101 35%	76 36%	84 37%	78 41%	87 36%	119 35%	121 34%	79 35%	450 37%	333 34%
Somewhat infrequently	399 18%	234 22%	164 15%	1 13%	107 17%	94 18%	118 17%	81 23%	17 15%	49 17%	34 16%	43 19%	33 17%	42 17%	71 21%	69 19%	43 19%	206 17%	193 20%
Very infrequently	310 14%	155 15%	155 14%	- -	53 9%	37 7%	102 15%	117 33%	7 7%	36 13%	28 13%	38 17%	24 13%	41 17%	40 12%	63 18%	32 14%	172 14%	138 14%
Prefer not to say	18 1%	10 1%	9 1%	- -	9 2%	3 1%	3 *	2 1%	1 1%	1 *	3 1%	2 1%	2 1%	2 1%	3 1%	1 *	5 2%	10 1%	8 1%
Net: Frequently	1457 67%	665 63%	784 71%	7 88%	448 73%	399 75%	455 67%	155 44%	84 77%	201 70%	148 70%	144 64%	130 69%	158 65%	222 66%	225 63%	144 64%	820 68%	637 65%
Net: Infrequently	710 32%	389 37%	319 29%	1 13%	160 26%	131 25%	220 32%	198 56%	24 22%	85 30%	62 29%	81 36%	57 30%	83 34%	111 33%	132 37%	75 33%	378 31%	331 34%

Impact of language on public attitudes to ageing

D11_1. More than 10 years older than you: How frequently, if at all, do you interact with people who are aged more than 10 years older or more than 10 years younger than you, and who are not members of your family? By interaction we mean any direct form of communication, as minimal as a greeting, with someone who is not a member of your family (e.g. a friend, colleague, neighbour or professional etc.).

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
		a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very frequently	673 31%	577 31%	96 29%	654 31%	20 31%	201 33%	464 30%	371 36%	299 26%	673 46%	- -	529 37%	144 20%	246 32%	231 35%	191 26%	367 30%	302 32%
Somewhat frequently	784 36%	652 35%	131 40%	761 36%	22 35%	204 34%	569 37%	346 34%	425 38%	784 54%	- -	543 38%	238 33%	279 36%	264 40%	235 32%	427 35%	352 37%
Somewhat infrequently	399 18%	339 18%	61 18%	385 18%	14 22%	113 19%	279 18%	167 16%	225 20%	- -	399 56%	196 14%	200 28%	154 20%	111 17%	128 18%	227 19%	171 18%
Very infrequently	310 14%	272 15%	38 12%	303 14%	7 12%	89 15%	217 14%	132 13%	174 15%	- -	310 44%	170 12%	139 19%	88 11%	46 7%	174 24%	181 15%	125 13%
Prefer not to say	18 1%	13 1%	5 1%	18 1%	* 1%	2 *	13 1%	9 1%	8 1%	- -	- -	1 *	2 *	9 1%	2 *	5 1%	12 1%	6 1%
Net: Frequently	1457 67%	1229 66%	228 69%	1415 67%	42 65%	405 67%	1033 67%	717 70%	724 64%	1457 100%	- -	1072 74%	382 53%	525 68%	495 76%	426 58%	794 65%	654 68%
Net: Infrequently	710 32%	611 33%	99 30%	688 32%	22 34%	202 33%	496 32%	299 29%	398 35%	- -	710 100%	366 25%	340 47%	242 31%	158 24%	303 41%	408 34%	297 31%

Impact of language on public attitudes to ageing

D11_1. More than 10 years older than you: How frequently, if at all, do you interact with people who are aged more than 10 years older or more than 10 years younger than you, and who are not members of your family? By interaction we mean any direct form of communication, as minimal as a greeting, with someone who is not a member of your family (e.g. a friend, colleague, neighbour or professional etc.).

BASE: All respondents

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very frequently	673 31%	510 35% be	31 25%	23 31% e	23 30% e	86 19%	250 31%	311 31%	106 31%	213 31%	327 30%	120 31%	12 33%	110 31%	225 29%	318 32%	159 34%	212 29%	275 31%
Somewhat frequently	784 36%	547 38% e	43 36%	32 42% e	25 33% e	136 30%	302 37%	354 35%	120 36%	233 34% d	412 38% d	131 34% d	6 17%	111 32%	295 38% a	363 36%	137 29%	286 39% a	329 37% a
Somewhat infrequently	399 18%	243 17%	27 22%	14 18%	14 18% a	102 22%	151 19%	183 18%	65 19%	137 20%	184 17%	69 18%	9 25%	58 17%	146 19%	180 18%	77 17%	138 19%	166 19%
Very infrequently	310 14%	139 10%	20 17% a	6 8%	10 14% abcd	134 29%	103 13%	163 16% a	41 12%	94 14%	147 14%	61 16%	9 24%	68 19% bc	95 12%	140 14%	89 19% bc	90 12% bc	111 13%
Prefer not to say	18 1%	13 1%	- -	- -	3 5% abe	1 *	7 1%	5 *	6 2% b	4 1%	9 1%	4 1%	- -	2 1%	7 1%	5 *	5 1% c	9 1% c	2 *
Net: Frequently	1457 67%	1057 73% bde	74 61% e	55 73% e	47 63% e	221 48%	551 68%	665 65%	226 67%	446 66%	739 68% d	251 65%	18 51%	220 63%	520 68%	681 68%	295 63%	498 68%	604 68%
Net: Infrequently	710 32%	382 26%	47 39% a	20 27%	24 32% abcd	235 51%	253 31%	346 34%	106 31%	231 34%	331 31%	130 34%	18 49% b	126 36%	241 31%	321 32%	166 36%	229 31%	276 31%

Impact of language on public attitudes to ageing

D11_1. More than 10 years older than you: How frequently, if at all, do you interact with people who are aged more than 10 years older or more than 10 years younger than you, and who are not members of your family? By interaction we mean any direct form of communication, as minimal as a greeting, with someone who is not a member of your family (e.g. a friend, colleague, neighbour or professional etc.).

BASE: All respondents

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very frequently	673	376	181	96	202	450	100	559	86	565
	31%	31%	29%	34%	28%	32%	27%	32%	25%	32%
								a		a
Somewhat frequently	784	453	225	93	284	483	154	613	144	614
	36%	37%	36%	33%	40%	34%	41%	35%	41%	35%
					b		b		b	
Somewhat infrequently	399	206	139	45	140	244	74	303	86	290
	18%	17%	22%	16%	20%	17%	20%	17%	25%	17%
			ac						b	
Very infrequently	310	169	76	47	78	221	39	259	28	269
	14%	14%	12%	17%	11%	16%	11%	15%	8%	15%
						a		a		a
Prefer not to say	18	5	8	1	8	5	6	7	4	11
	1%	*	1%	1%	1%	*	1%	*	1%	1%
			a		b		b			
Net: Frequently	1457	829	406	189	486	934	254	1171	230	1179
	67%	69%	65%	67%	68%	67%	68%	67%	66%	67%
Net: Infrequently	710	375	215	91	218	465	113	563	114	559
	32%	31%	34%	32%	31%	33%	30%	32%	33%	32%

Impact of language on public attitudes to ageing

D11_2. More than 10 years younger than you: How frequently, if at all, do you interact with people who are aged more than 10 years older or more than 10 years younger than you, and who are not members of your family? By interaction we mean any direct form of communication, as minimal as a greeting, with someone who is not a member of your family (e.g. a friend, colleague, neighbour or professional etc.).

BASE: All respondents

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very frequently	704 32%	338 32%	364 33%	1 13%	113 18%	161 30%	281 41%	149 42%	40 36%	105 36%	68 32%	66 29%	65 34%	81 34%	95 28%	113 31%	72 32%	398 33%	306 31%
Somewhat frequently	734 34%	362 34%	370 33%	2 25%	178 29%	188 35%	237 35%	131 37%	34 31%	81 28%	71 33%	76 34%	67 36%	89 37%	108 32%	135 38%	73 33%	416 34%	318 33%
Somewhat infrequently	420 19%	225 21%	190 17%	4 50%	161 26%	121 23%	90 13%	49 14%	17 16%	51 18%	39 18%	41 18%	30 16%	44 18%	84 25%	67 19%	47 21%	216 18%	204 21%
Very infrequently	304 14%	130 12%	172 16%	1 13%	153 25%	57 11%	67 10%	26 7%	18 16%	47 16%	32 15%	40 18%	25 13%	26 11%	46 14%	43 12%	26 12%	164 14%	139 14%
Prefer not to say	23 1%	9 1%	14 1%	- -	13 2%	7 1%	2 *	1 *	1 1%	3 1%	3 2%	3 1%	2 1%	2 1%	3 1%	1 *	5 2%	13 1%	10 1%
Net: Frequently	1439 66%	700 66%	735 66%	3 38%	291 47%	349 65%	519 77%	280 79%	74 67%	186 65%	139 65%	142 63%	132 70%	171 70%	203 61%	247 69%	145 65%	815 67%	624 64%
Net: Infrequently	723 33%	355 33%	363 33%	5 63%	314 51%	178 33%	157 23%	75 21%	35 32%	98 34%	71 33%	81 36%	55 29%	70 29%	129 38%	110 31%	74 33%	380 31%	343 35%

Impact of language on public attitudes to ageing

D11_2. More than 10 years younger than you: How frequently, if at all, do you interact with people who are aged more than 10 years older or more than 10 years younger than you, and who are not members of your family? By interaction we mean any direct form of communication, as minimal as a greeting, with someone who is not a member of your family (e.g. a friend, colleague, neighbour or professional etc.).

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very frequently	704 32%	635 34%	69 21%	688 32%	17 26%	238 39%	458 30%	372 36%	328 29%	543 37%	161 23%	704 49%	- -	182 24%	197 30%	324 44%	401 33%	301 31%
Somewhat frequently	734 34%	627 34%	107 32%	720 34%	14 23%	185 30%	543 35%	333 32%	392 35%	529 36%	205 29%	734 51%	- -	252 32%	229 35%	248 34%	418 34%	312 33%
Somewhat infrequently	420 19%	334 18%	86 26%	403 19%	17 26%	99 16%	310 20%	176 17%	236 21%	216 15%	203 29%	- -	420 58%	182 23%	140 21%	90 12%	220 18%	197 21%
Very infrequently	304 14%	244 13%	60 18%	289 14%	15 23%	83 14%	218 14%	132 13%	167 15%	165 11%	137 19%	- -	304 42%	151 19%	82 13%	67 9%	161 13%	138 14%
Prefer not to say	23 1%	14 1%	9 3%	22 1%	1 2%	4 1%	15 1%	12 1%	8 1%	4 *	4 1%	- -	- -	9 1%	8 1%	4 1%	14 1%	8 1%
Net: Frequently	1439 66%	1262 68%	177 53%	1407 66%	31 49%	423 70%	1000 65%	705 69%	719 64%	1072 74%	366 52%	1439 100%	- -	434 56%	425 65%	572 78%	819 67%	613 64%
Net: Infrequently	723 33%	577 31%	146 44%	692 33%	32 49%	181 30%	528 34%	308 30%	403 36%	382 26%	340 48%	- -	723 100%	333 43%	222 34%	158 21%	381 31%	335 35%

Impact of language on public attitudes to ageing

D11_2. More than 10 years younger than you: How frequently, if at all, do you interact with people who are aged more than 10 years older or more than 10 years younger than you, and who are not members of your family? By interaction we mean any direct form of communication, as minimal as a greeting, with someone who is not a member of your family (e.g. a friend, colleague, neighbour or professional etc.).

BASE: All respondents

	Working status						EU Referendum			Local area				Sentiment towards ageing			Influence on ageing		
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very frequently	704 32%	471 32% bcd	26 21%	16 21%	12 16% abcd	180 39%	264 32% c	360 35% c	76 22%	199 29%	340 32%	147 38% ab	18 50% ab	124 36% b	228 30%	335 33%	203 43% bc	186 25%	290 33% b
Somewhat frequently	734 34%	485 33% bd	30 25%	32 43% bd	16 22% bd	169 37% bd	278 34%	351 35% c	97 29%	218 32%	374 35%	134 35% c	7 20%	95 27%	269 35% a	357 35% a	128 28%	264 36% a	304 34% a
Somewhat infrequently	420 19%	286 20% e	32 26% e	18 23% e	19 26% e	65 14%	162 20% b	164 16% ab	91 27%	147 22% c	209 19%	58 15%	6 17%	56 16%	156 20%	195 19%	68 15%	163 22% a	172 19% a
Very infrequently	304 14%	194 13% e	33 27% ace	9 12% e	23 31% ace	43 9%	102 13% ab	135 13% ab	65 19%	111 16% c	144 13%	44 11% c	5 14%	69 20% bc	107 14%	113 11%	62 13%	112 15%	113 13%
Prefer not to say	23 1%	16 1%	1 *	1 1%	3 5% abe	1 *	7 1%	6 1%	9 3% ab	5 1%	12 1%	3 1%	- -	3 1%	9 1%	7 1%	5 1%	12 2% c	4 * c
Net: Frequently	1439 66%	956 66% bd	56 46%	48 63% bd	29 38% abcd	349 76% abcd	541 67% c	711 70% c	173 51%	417 61%	714 66% a	280 73% ab	25 69%	219 63%	497 65% a	692 69% a	331 71% b	450 61% b	593 67% b
Net: Infrequently	723 33%	480 33% e	65 54% ace	27 35% e	42 57% ace	108 24%	263 32%	299 29%	155 46% ab	258 38% bc	353 33% c	102 26% c	11 31%	125 36%	263 34%	307 31%	130 28%	275 37% ac	285 32%

Impact of language on public attitudes to ageing

D11_2. More than 10 years younger than you: How frequently, if at all, do you interact with people who are aged more than 10 years older or more than 10 years younger than you, and who are not members of your family? By interaction we mean any direct form of communication, as minimal as a greeting, with someone who is not a member of your family (e.g. a friend, colleague, neighbour or professional etc.).

BASE: All respondents

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Significance Level: 95%										
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very frequently	704 32%	421 35% b	181 29%	90 32%	198 28%	492 35% a	77 21%	617 35% a	68 20%	617 35% a
Somewhat frequently	734 34%	416 34%	217 34%	85 30%	246 34%	466 33%	121 32%	590 34%	127 37%	580 33%
Somewhat infrequently	420 19%	204 17%	144 23% a	55 19%	164 23% b	242 17%	112 30% b	294 17%	104 30% b	299 17%
Very infrequently	304 14%	162 13%	79 12%	49 17%	95 13%	197 14%	54 14%	232 13%	42 12%	240 14%
Prefer not to say	23 1%	7 1%	8 1%	3 1%	10 1% b	7 *	9 2% b	7 *	6 2% b	13 1%
Net: Frequently	1439 66%	836 69% bc	398 63%	175 62%	444 62%	958 68% a	198 53%	1208 69% a	196 56%	1197 68% a
Net: Infrequently	723 33%	365 30%	223 35% a	103 37% a	259 36% b	439 31%	166 44% b	526 30%	147 42% b	539 31%

Impact of language on public attitudes to ageing

D12. Thinking back to the EU Referendum in June 2016, how did you vote?

BASE: All respondents

	Gender			Age				Region of England									Social grade		
	Total	Male	Female	Net: Other	18-34	35-49	50-69	70+	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	ABC1	C2DE
Significance Level: 95%		a	b	*c	a	b	c	d	a	b	c	d	e	f	g	h	i	a	b
Unweighted Total	2185	1043	1132	8	674	535	663	313	103	288	217	244	198	205	367	344	219	1303	882
Total	2185	1064	1111	8	617	533	678	356	110	287	213	226	189	242	336	358	224	1208	977
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Leave	1016	559	450	5	171	232	370	243	49	119	102	101	102	124	106	180	133	511	506
	47%	53%	41%	63%	28%	44%	55%	68%	45%	42%	48%	45%	54%	51%	32%	50%	60%	42%	52%
		b				a	ab	abc	g	g	g	g	bdg	bg		bg	abcdgh		a
Remain	812	389	421	2	266	207	240	99	40	119	82	77	58	78	163	125	70	537	275
	37%	37%	38%	25%	43%	39%	35%	28%	36%	41%	38%	34%	31%	32%	48%	35%	31%	44%	28%
					cd	d	d			efi				acdefhi				b	
Did not vote	302	98	203	1	153	77	60	11	17	37	23	40	26	34	58	47	20	133	169
	14%	9%	18%	13%	25%	14%	9%	3%	16%	13%	11%	18%	14%	14%	17%	13%	9%	11%	17%
			a		bcd	cd	d					ci		ci					a
Don't remember	36	9	27	-	16	12	5	3	3	7	5	4	3	5	6	4	-	16	20
	2%	1%	2%	-	3%	2%	1%	1%	3%	2%	2%	2%	2%	2%	2%	1%	-	1%	2%
			a		c	c			i	i	i			i	i				
Prefer not to say	19	9	10	-	11	5	4	-	1	4	2	4	-	2	4	2	1	11	8
	1%	1%	1%	-	2%	1%	1%	-	1%	2%	1%	2%	-	1%	1%	1%	*	1%	1%
					cd														

Impact of language on public attitudes to ageing

D12. Thinking back to the EU Referendum in June 2016, how did you vote?

BASE: All respondents

	Ethnicity		Sexuality		Disability or illness		Bereavement in last 5 years		Intergenerational contact				Children			Education level		
	Total	White	BAME	Straight	LGB+	Yes	No	Yes	No	10 yrs older - frequent	10 yrs older - infrequent	10 yrs younger - frequent	10 yrs younger - infrequent	No children	Aged 17 or under	Aged 18 or over	Up to secondary	Tertiary
	a	b	a	b	a	b	a	b	a	b	c	d	a	b	c	a	b	
Significance Level: 95%																		
Unweighted Total	2185	1679	506	2068	117	612	1539	1031	1122	1466	699	1407	751	808	668	686	1157	1012
Total	2185	1854	331	2121	64	609	1543	1025	1131	1457	710	1439	723	776	655	734	1214	956
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Leave	1016	941	76	999	17	329	676	498	511	665	346	711	299	278	273	455	659	354
	47%	51%	23%	47%	27%	54%	44%	49%	45%	46%	49%	49%	41%	36%	42%	62%	54%	37%
		b		b		b					d	ad			a	ab	b	
Remain	812	652	159	780	32	201	598	377	423	551	253	541	263	330	258	220	352	457
	37%	35%	48%	37%	50%	33%	39%	37%	37%	38%	36%	38%	36%	43%	39%	30%	29%	48%
			a		a		a							c	c		a	
Did not vote	302	222	79	287	14	65	231	128	169	200	96	155	138	146	102	51	180	115
	14%	12%	24%	14%	22%	11%	15%	12%	15%	14%	14%	11%	19%	19%	16%	7%	15%	12%
			a		a		a			c			abc	c	c			
Don't remember	36	25	11	35	1	10	24	12	22	26	10	19	18	16	15	4	18	18
	2%	1%	3%	2%	1%	2%	2%	1%	2%	2%	1%	1%	2%	2%	2%	1%	1%	2%
			a										c	c	c			
Prefer not to say	19	13	6	19	-	3	14	10	5	15	4	13	6	6	6	5	6	11
	1%	1%	2%	1%	-	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	*	1%
			a															

Impact of language on public attitudes to ageing

D12. Thinking back to the EU Referendum in June 2016, how did you vote?

BASE: All respondents

	Working status					EU Referendum			Local area				Sentiment towards ageing			Influence on ageing			
	Total	Employed or self-employed	Unemployed	Homemaker	Student	Retired	Remain	Leave	Did not vote/Don't remember	City	Town	Village	Isolated settlement or hamlet	Negative	Neutral	Positive	Individual choices, decisions and behaviours	Neutral	The way society is organised and funded
	a	b	c	d	e	a	b	c	a	b	c	d	a	b	c	a	b	c	
Significance Level: 95%																			
Unweighted Total	2185	1444	142	82	98	414	849	953	361	731	1054	360	35	348	766	1010	454	730	905
Total	2185	1452	121	75	74	458	812	1016	338	680	1079	385	36	348	769	1006	467	736	882
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Leave	1016	632	49	30	3	301	-	1016	-	244	534	215	24	172	320	497	248	321	399
	47%	44%	41%	40%	3%	66%	-	100%	-	36%	49%	56%	66%	49%	42%	49%	53%	44%	45%
		d	d	d		abcd		ac			a	ab	a	b	b		bc		
Remain	812	587	37	23	26	139	812	-	-	317	361	122	11	110	302	379	159	274	351
	37%	40%	31%	31%	35%	30%	100%	-	-	47%	33%	32%	31%	32%	39%	38%	34%	37%	40%
		be					bc			bc					a	a			a
Did not vote	302	196	30	18	43	14	-	-	302	101	158	42	1	61	123	105	56	116	107
	14%	14%	24%	24%	58%	3%	-	-	89%	15%	15%	11%	3%	17%	16%	10%	12%	16%	12%
		e	ae	ae	abce			ab		d	d			c	c			c	
Don't remember	36	23	5	3	2	2	-	-	36	13	18	5	-	3	16	17	2	19	13
	2%	2%	4%	4%	3%	*	-	-	11%	2%	2%	1%	-	1%	2%	2%	*	3%	2%
			e	e	e			ab										a	
Prefer not to say	19	13	-	1	1	2	-	-	-	6	9	2	-	2	8	9	2	6	11
	1%	1%	-	1%	2%	*	-	-	-	1%	1%	1%	-	1%	1%	1%	*	1%	1%

Impact of language on public attitudes to ageing

D12. Thinking back to the EU Referendum in June 2016, how did you vote?

BASE: All respondents

Significance Level: 95%

	UK society is ageist			Equal opportunities		Experiences of older people		Govt spending on older people		
	Agree	Neither agree nor disagree	Disagree	In the UK everyone has an equal chance to age well	In the UK, people have differing chances to age well depending on their background and circumstances	The experiences of older people have little relevance in society today	Older people have a wealth of experience and perspectives to offer society today	UK Government spending on older people (e.g. state pensions, health and social care, social housing) is a waste of resources	UK Government spending on older people reflects our belief that everybody matters	
Total	a	b	c	a	b	a	b	a	b	
Unweighted Total	2185	1214	628	279	712	1406	386	1727	372	1726
Total	2185	1208	629	282	713	1404	373	1741	348	1749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Leave	1016	586	263	144	354	638	133	860	136	852
	47%	48%	42%	51%	50%	45%	36%	49%	39%	49%
		b		b			a		a	
Remain	812	493	215	83	247	544	161	633	154	629
	37%	41%	34%	29%	35%	39%	43%	36%	44%	36%
		bc					b		b	
Did not vote	302	108	126	46	85	196	64	211	47	230
	14%	9%	20%	16%	12%	14%	17%	12%	13%	13%
		a		a			b			
Don't remember	36	11	20	6	21	13	7	26	6	25
	2%	1%	3%	2%	3%	1%	2%	1%	2%	1%
			a		b					
Prefer not to say	19	10	5	3	6	12	7	11	6	13
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
							b			