



INFLUENCE WITH INTEGRITY

Ageism in Australia

25-30 August 2022

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1. Methodology

Data Collection

This study was conducted via touch-tone response automated phone survey conducted 25-30 August 2022. Surveys are conducted between 17:30 - 20:20 weekdays and 10:00 - 17:30 Saturdays at the local time of respondents so as to not over-sample nonworkers and stay-at-homes.

The study was conducted among a sample of n=1,042 people aged 50 years and over from a population of 25,688,786. Telephone numbers were licensed from a commercial provider and include both landline and mobile phone numbers. In this survey 48.5% of respondents were reached via mobile phone.

Weighting

Because the survey is a subset of the population, results in this report are presented without weighting.

The effective sample size following weighting is 1042 meaning the effective margin of error is +/-3%.

For further information or clarification about the methodology of this survey contact:

Kos Samaras

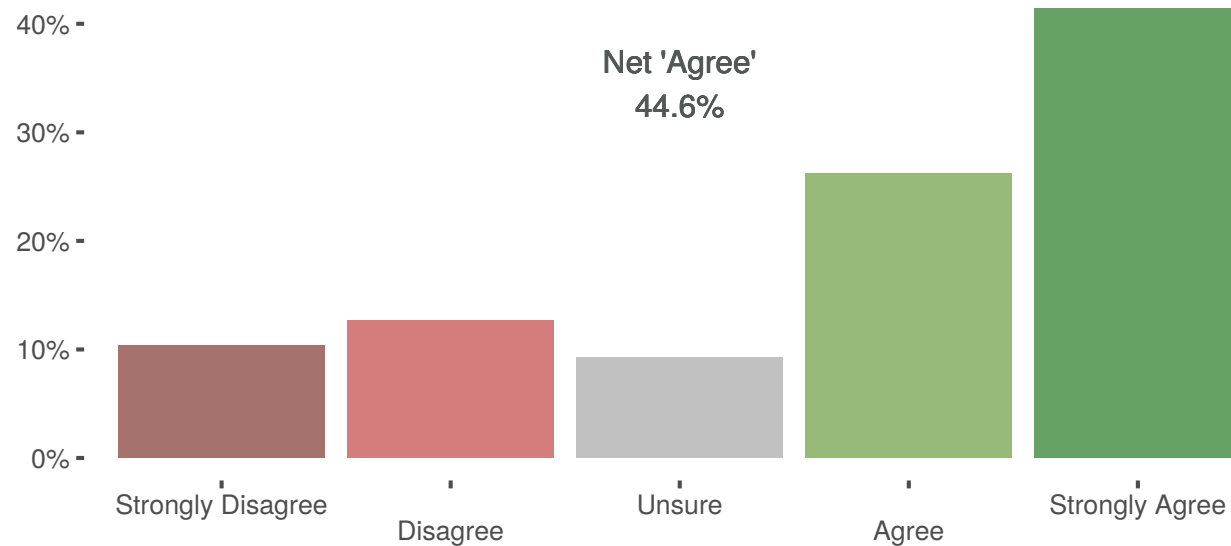
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2. Awareness of Ageism

2.1 Seriousness of Ageism

Select on option from the following statements. I believe ageism against older people is a serious problem in Australia.



	Strongly Disagree	Disagree	Agree	Strongly Agree	Unsure	Net
All Respondents	10.4%	12.7%	26.2%	41.4%	9.3%	44.6%
Redistributed	11%	14%	29%	46%		
State						
NSW	10%	12%	27%	42%	8%	48%
VIC	7%	17%	25%	41%	10%	42%
QLD	13%	13%	27%	40%	7%	40%
Rest Of Aus	11%	8%	25%	43%	13%	48%

*Net values determined using the following formula: ('Strongly Disagree' * -1) + ('Disagree' * -1) + ('Unsure' * 0) + ('Agree' * 1) + ('Strongly Agree' * 1)

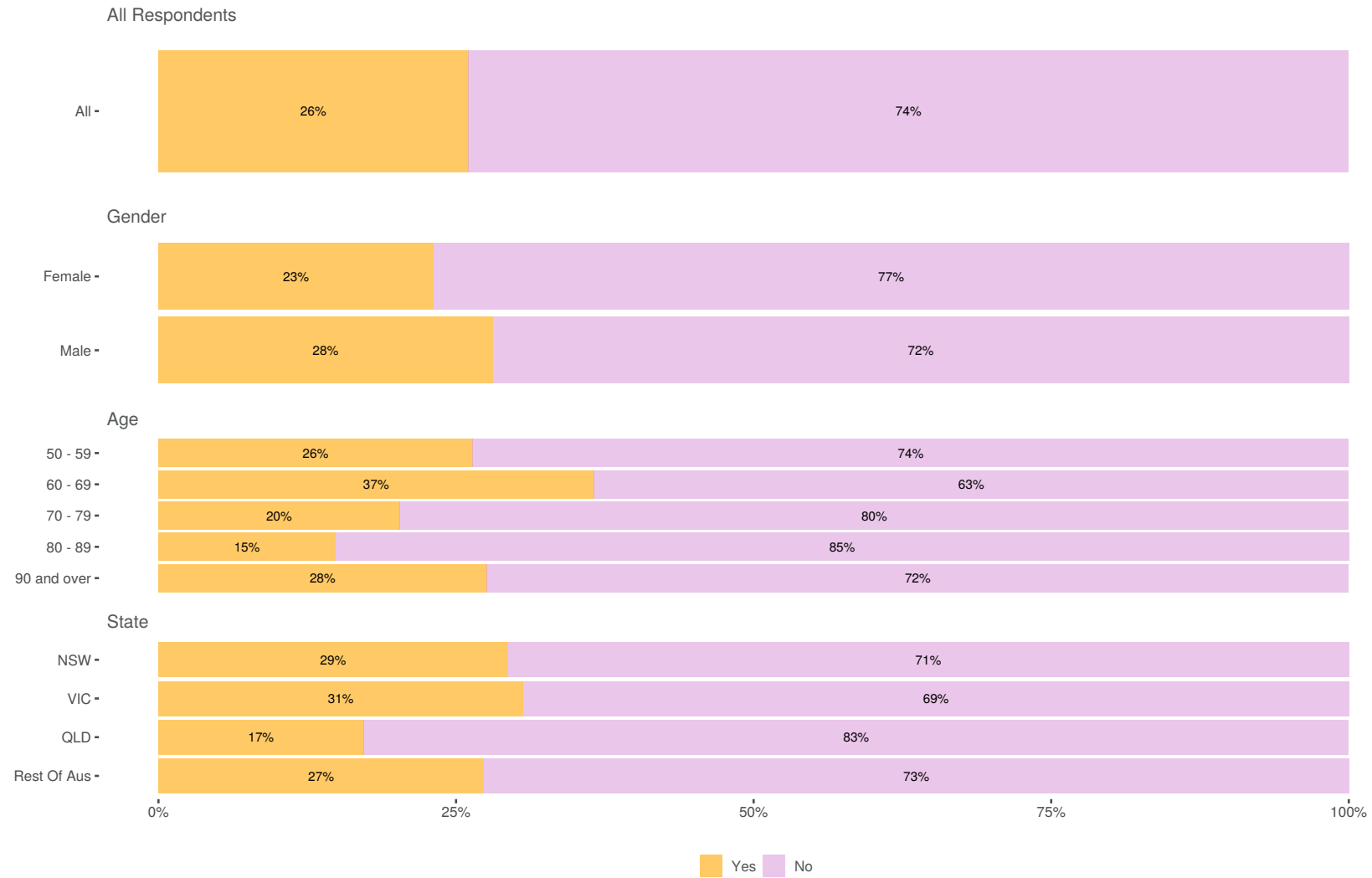
Seriousness of Ageism - Details

Select on option from the following statements. I believe ageism against older people is a serious problem in Australia.

	Strongly Disagree	Disagree	Agree	Strongly Agree	Unsure	Net
All Respondents	10.4%	12.7%	26.2%	41.4%	9.3%	44.6%
Redistributed	11%	14%	29%	46%		
Gender						
Female	11%	9%	28%	44%	9%	53%
Male	10%	16%	25%	39%	10%	39%
Age						
50 - 59	9%	8%	31%	40%	12%	54%
60 - 69	6%	12%	29%	44%	10%	54%
70 - 79	8%	16%	26%	43%	7%	46%
80 - 89	20%	13%	22%	36%	9%	26%
90 and over	25%	16%	12%	34%	12%	6%

2.2 Personal Impact

I have been personally affected by ageism in the past year



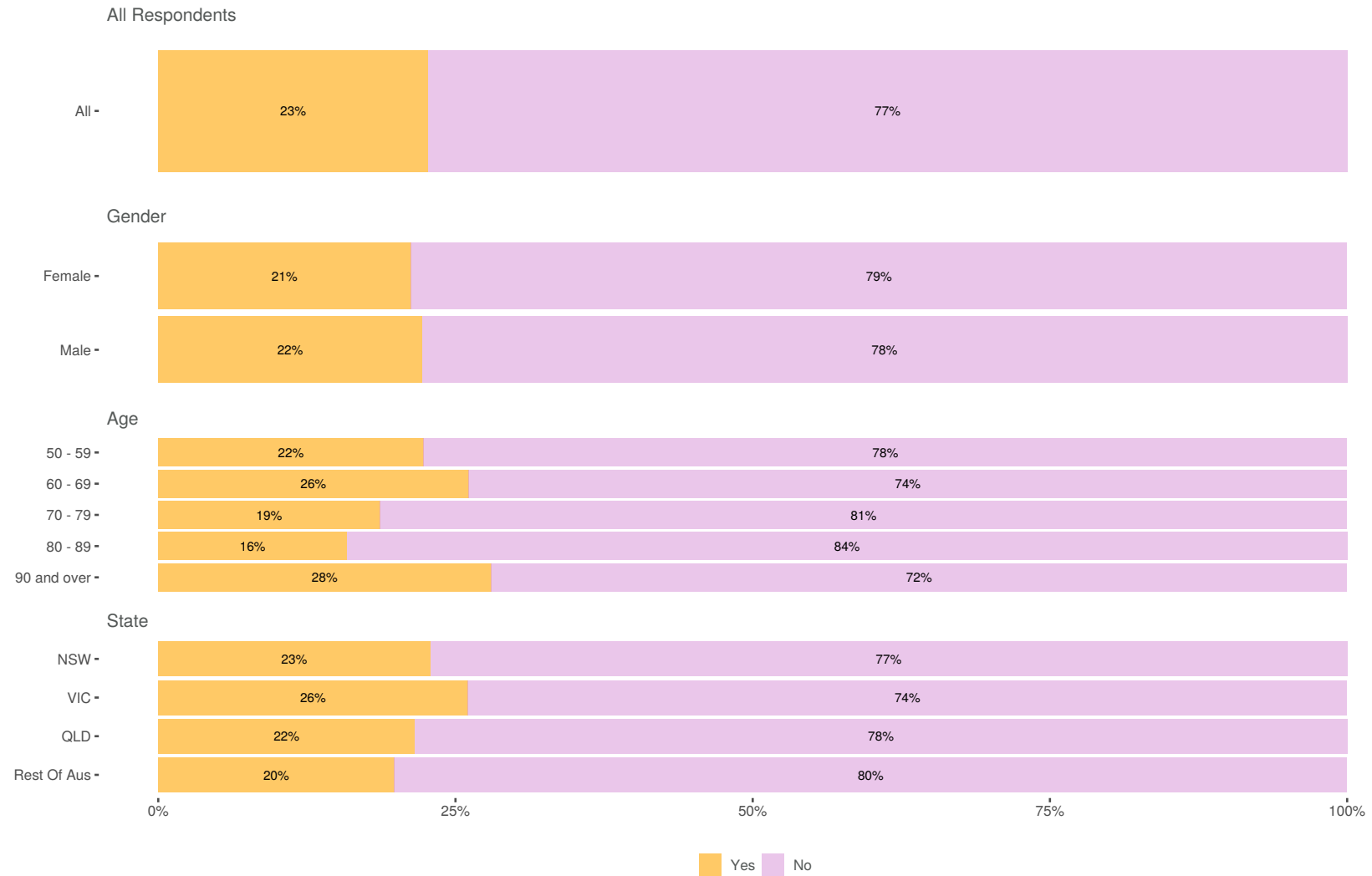
3. Personal Experiences of Ageism



INFLUENCE WITH INTEGRITY

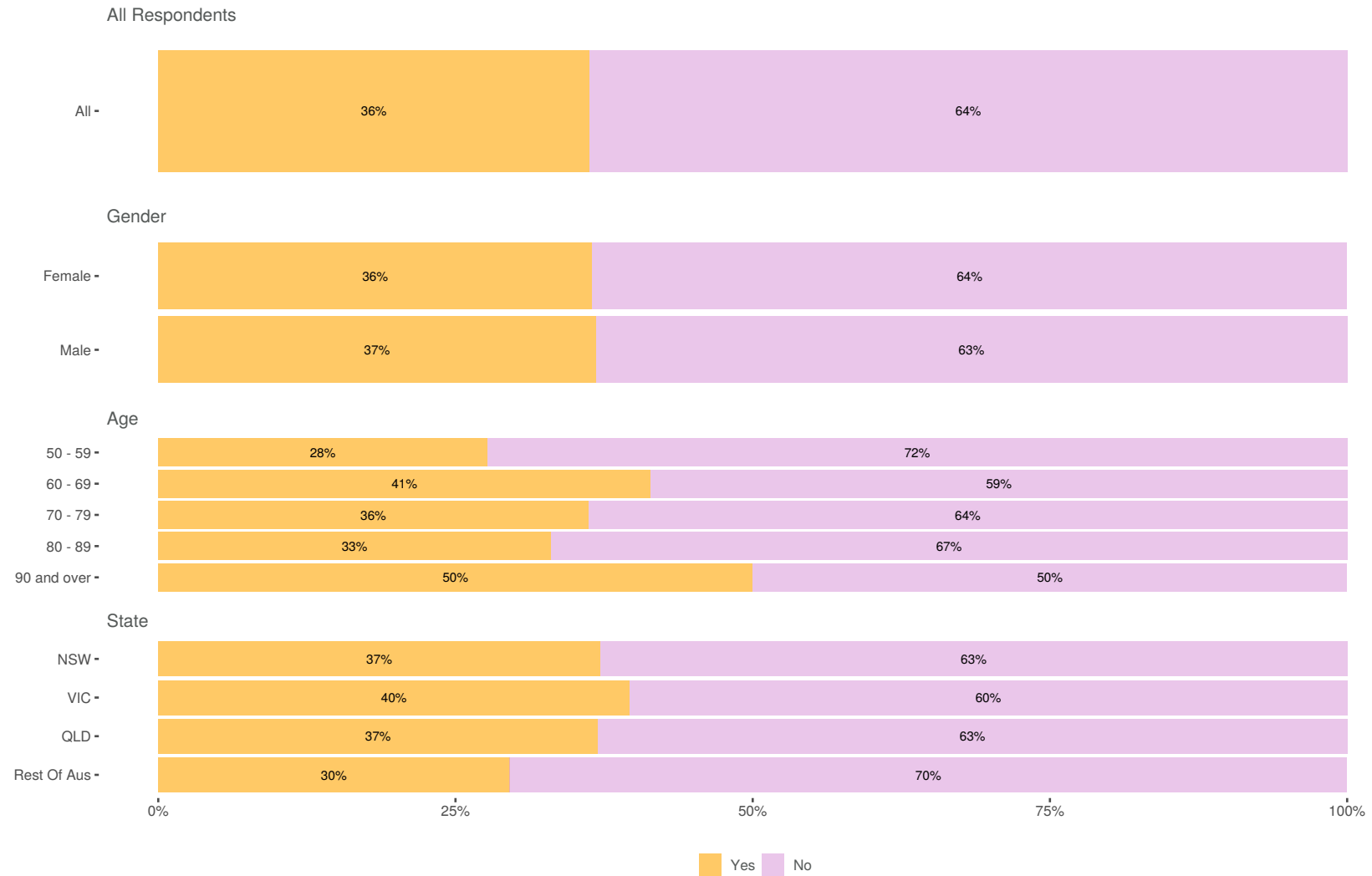
3.3 Personal experience: Butt of Jokes

I have been made the butt of jokes about older age, ageing or older people



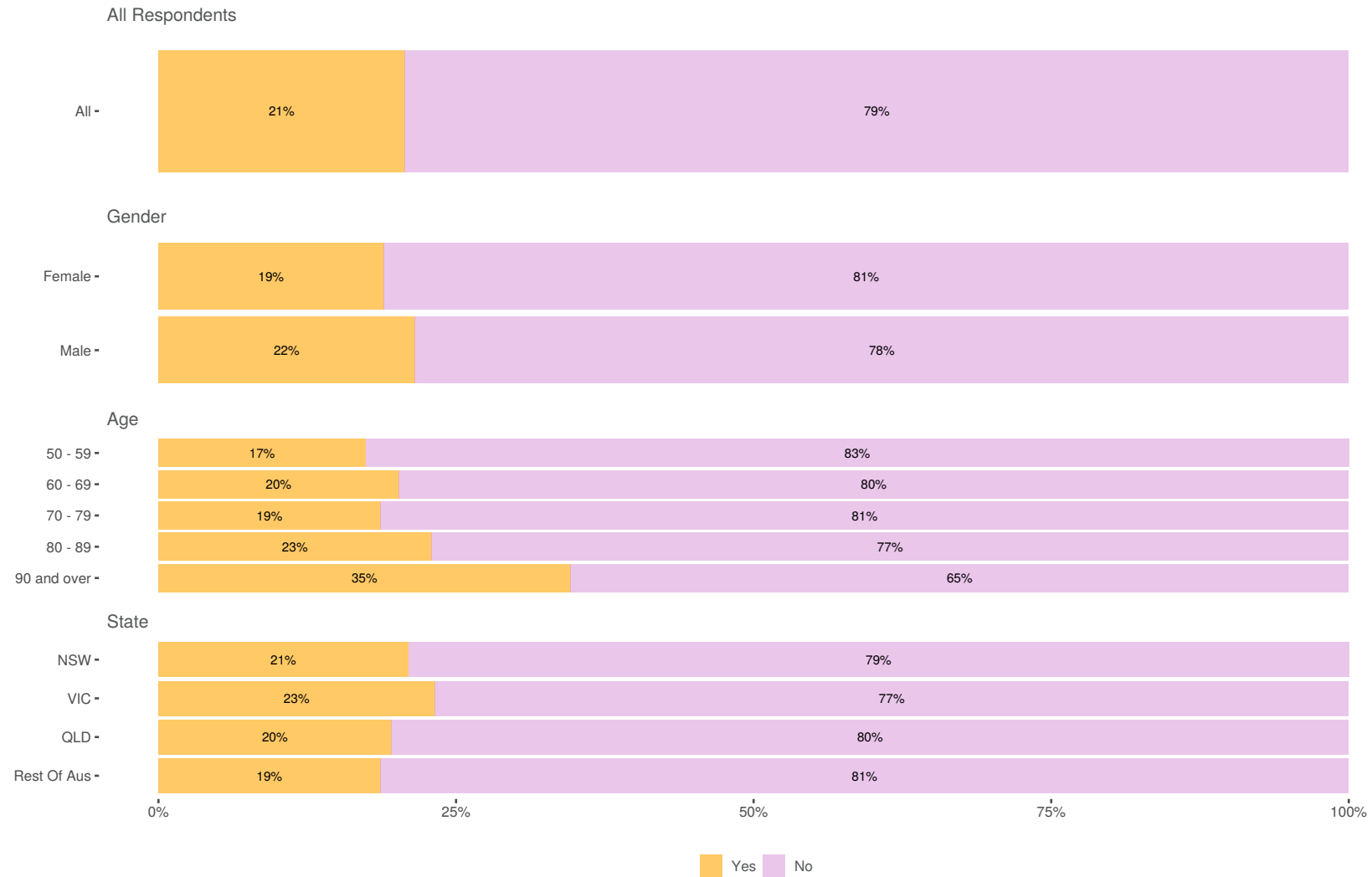
3.4 Personal experience: Can't Use Technology

People have assumed I cannot understand or learn new technology



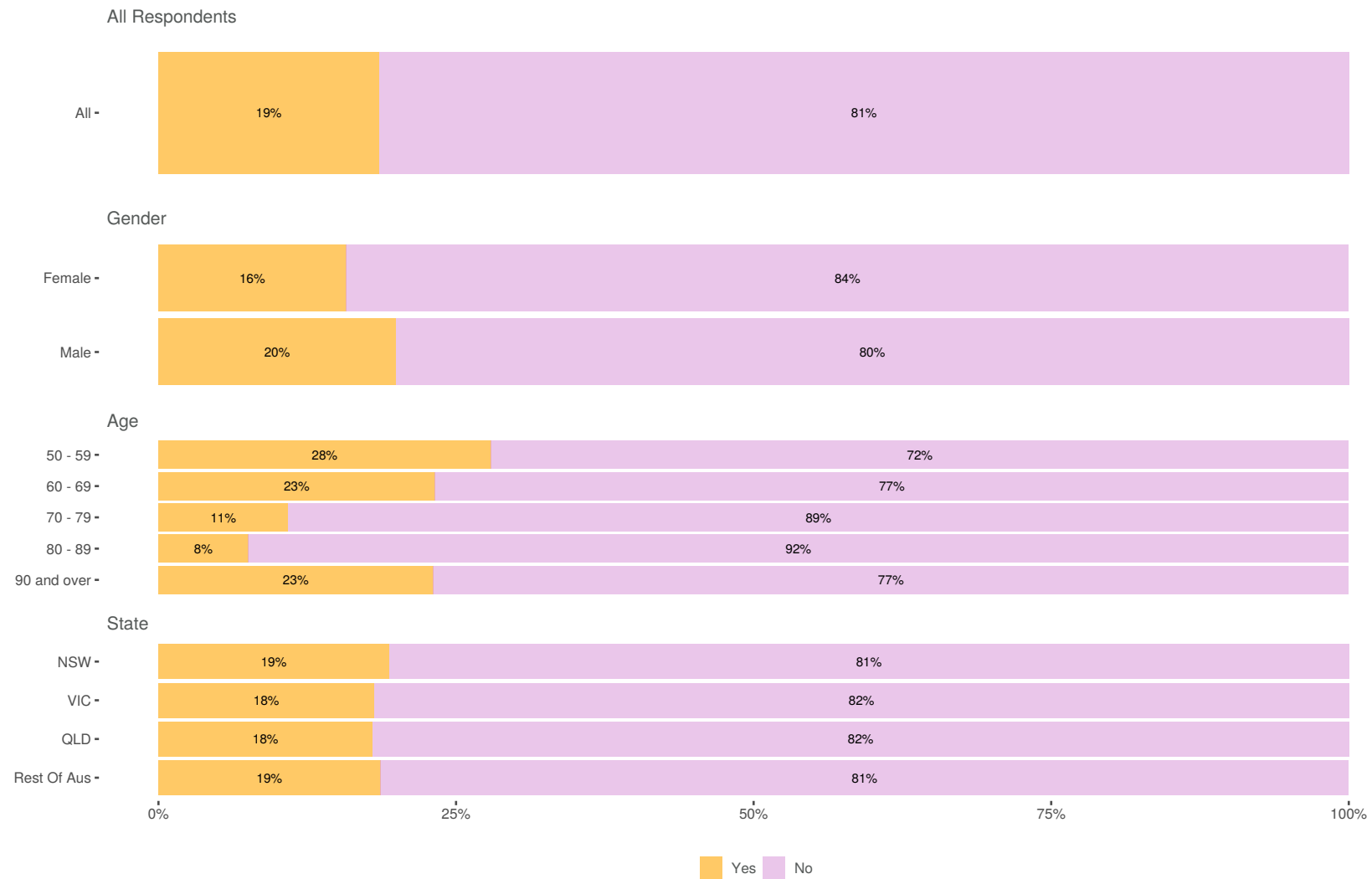
3.5 Personal experience: Things Done for Me

People have insisted on doing things for me that I am capable of doing on my own



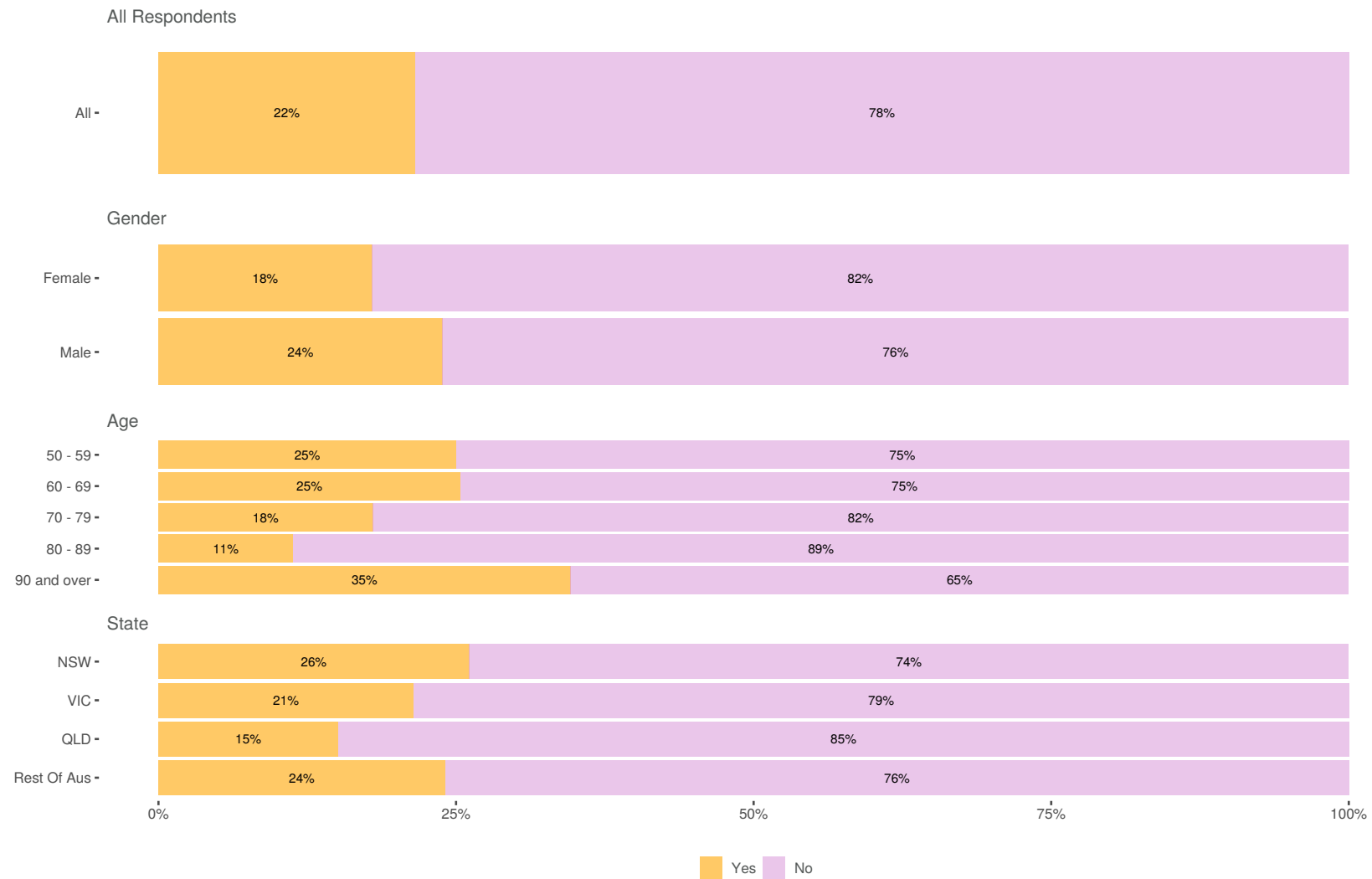
3.6 Personal experience: Job Rejections

My applications for jobs have been rejected because of my age



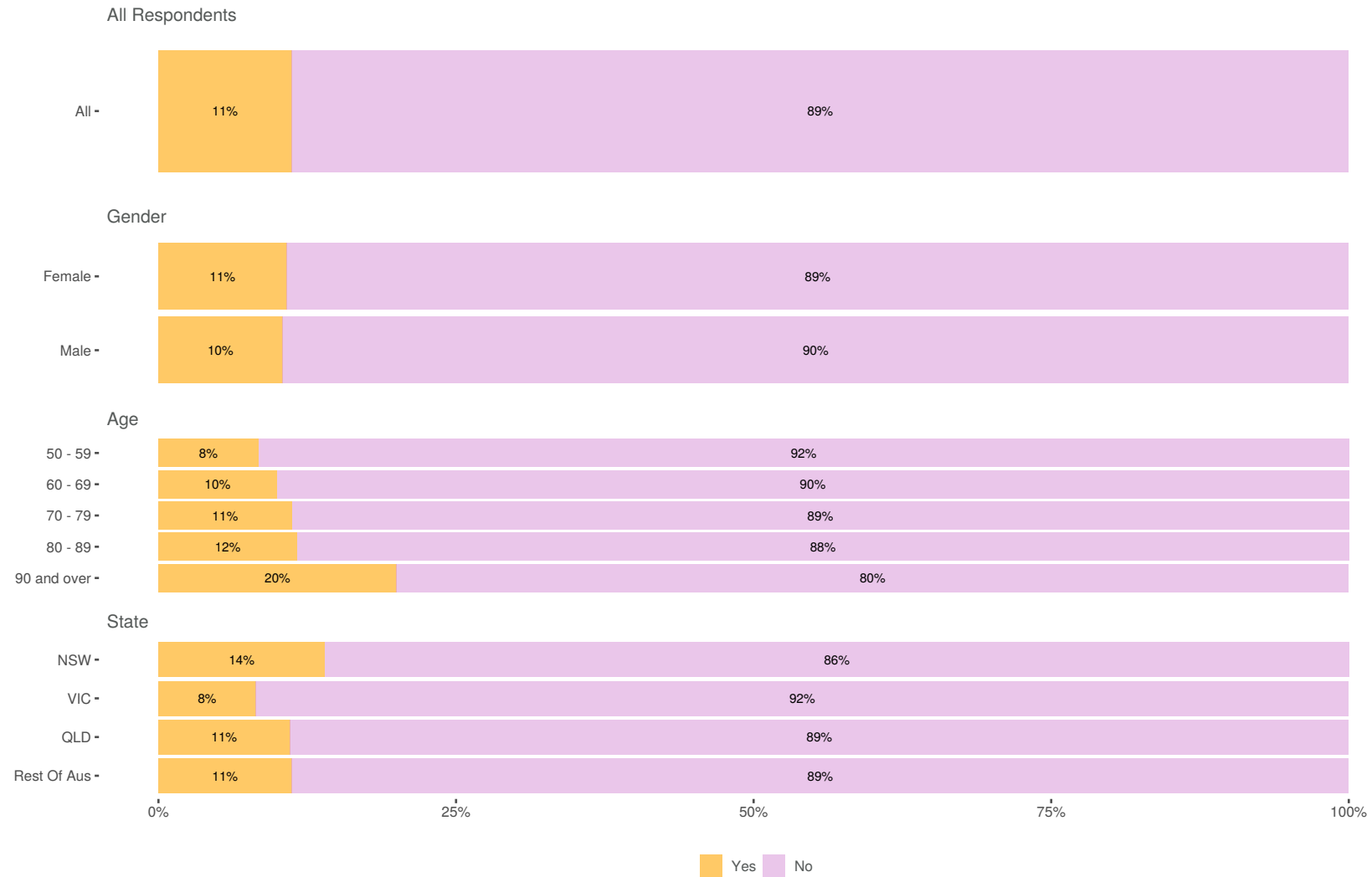
3.7 Personal experience: Too Old for Work

I have been made to feel like I am too old for my work



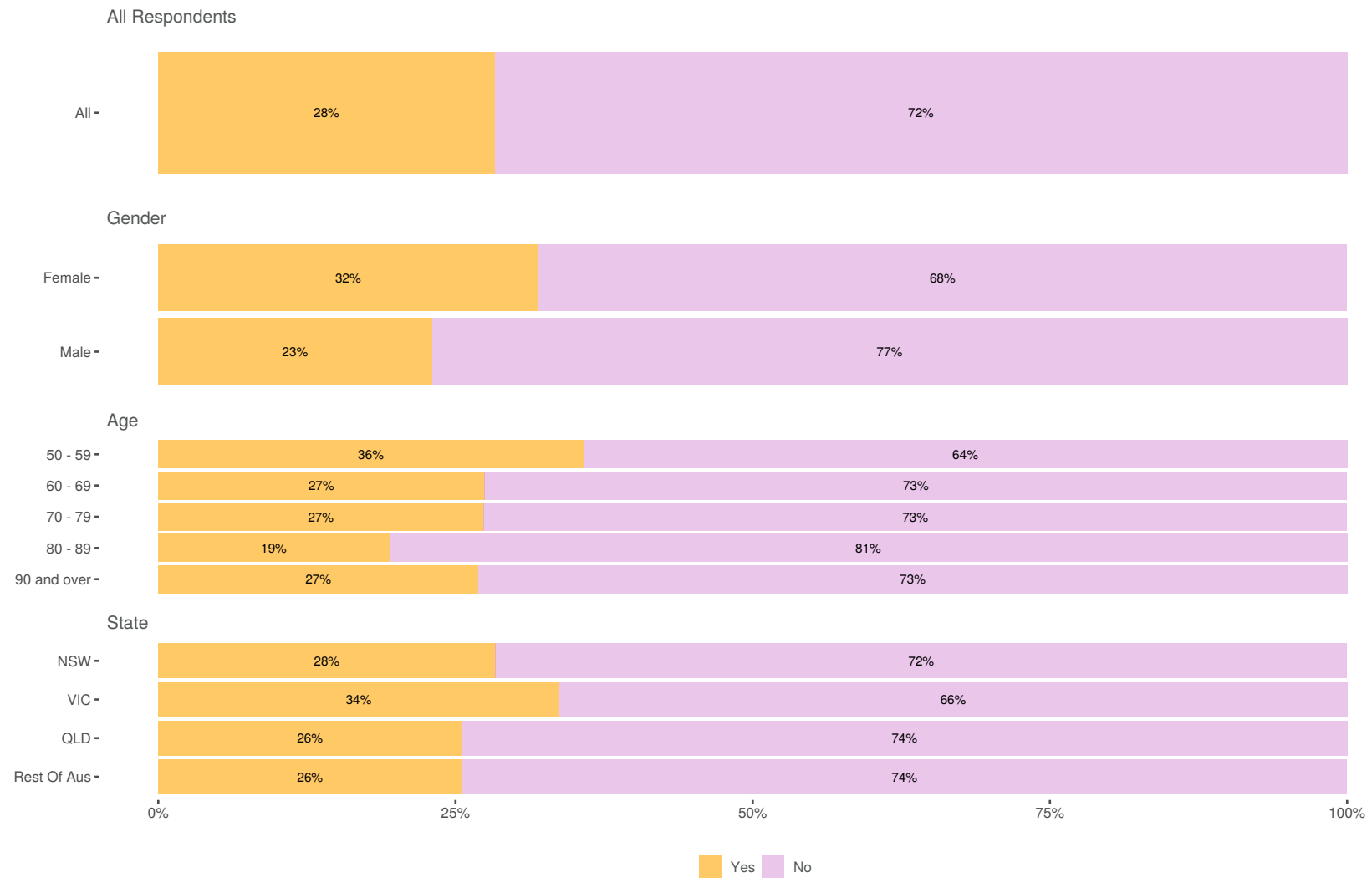
3.8 Personal experience: Denied Healthcare

I have been denied health services or treatment because of my age



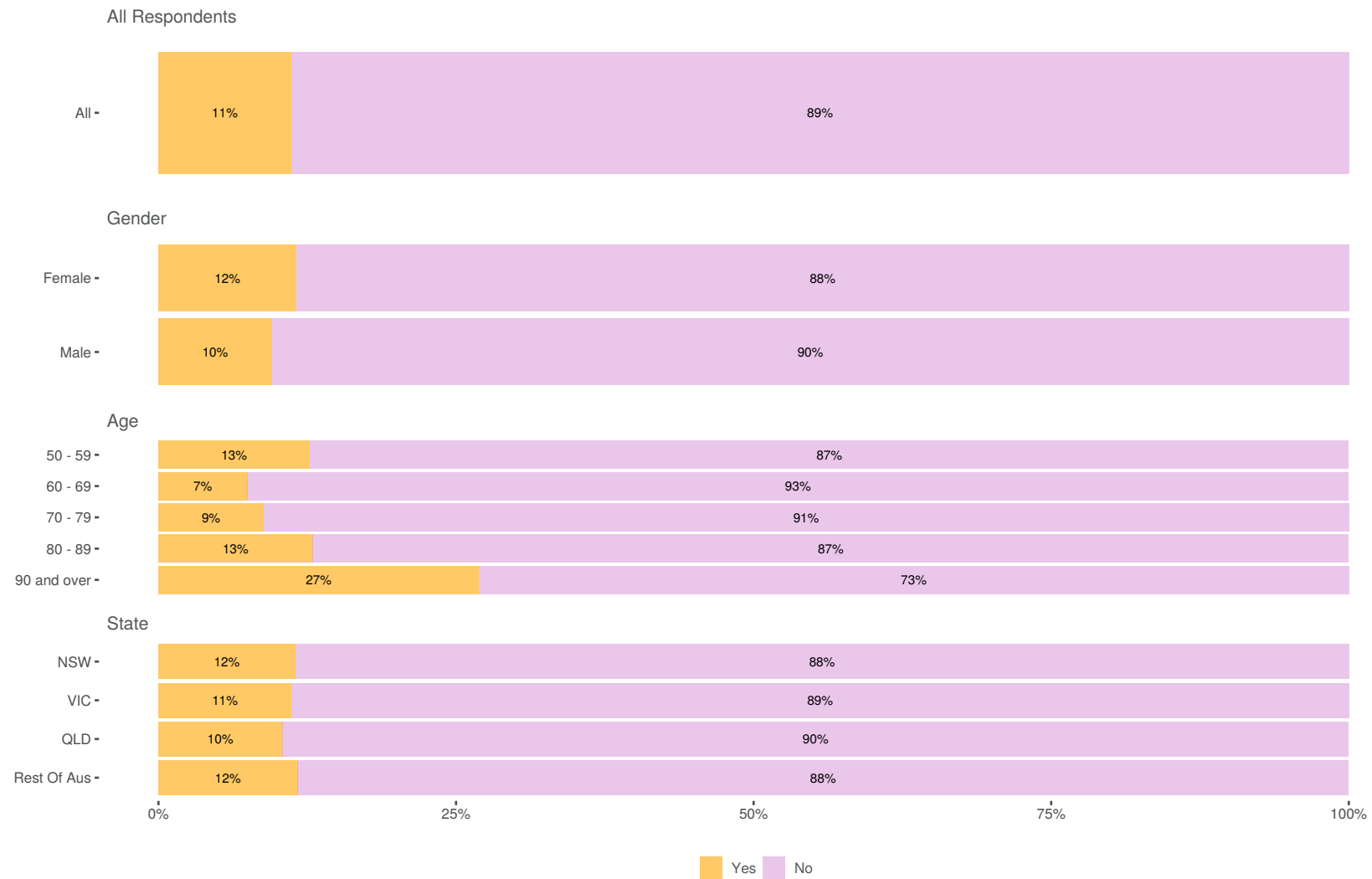
3.9 Personal experience: Ignored

I have been ignored or made to feel invisible



3.10 Personal experience: Talked Past

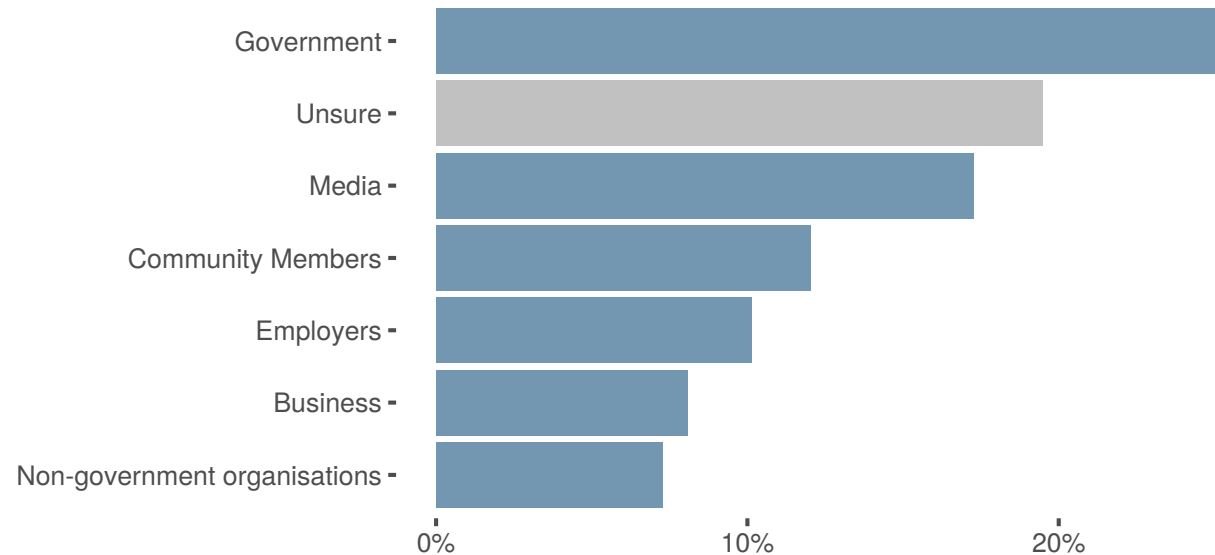
Doctors and healthcare workers talk past me to my companion or carer



4. Action on Ageism

4.11 Who Should Act on Ageism

Who do you think should do something to end ageism?



	Government	Unsure	Media	Community Members	Employers	Business	Non-government Organisations
All Respondents	25.7%	19.5%	17.3%	12.0%	10.1%	8.1%	7.3%
Redistributed	32%		21%	15%	13%	10%	9%
Gender							
Female	22%	20%	20%	13%	11%	8%	6%
Male	30%	19%	15%	12%	8%	8%	8%
Age							
50 - 59	23%	18%	15%	13%	15%	10%	8%
60 - 69	29%	17%	18%	11%	12%	7%	6%
70 - 79	27%	20%	17%	9%	10%	8%	9%
80 - 89	15%	28%	21%	16%	3%	10%	7%
90 and over	27%	18%	23%	9%	9%	9%	5%

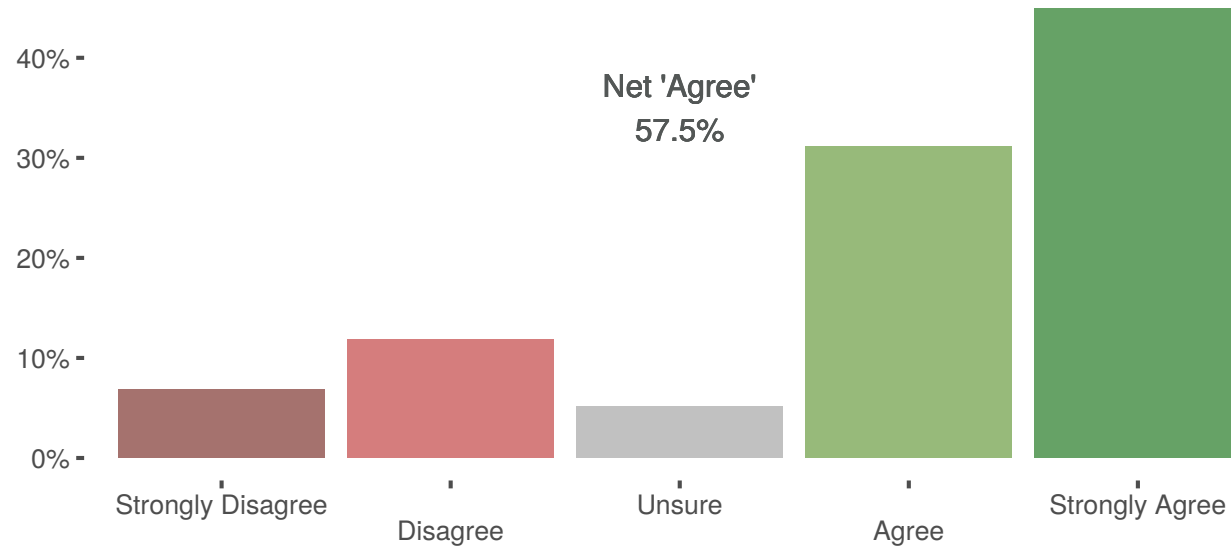
Who Should Act on Ageism - Details

Who do you think should do something to end ageism?

	Government	Unsure	Media	Community Members	Employers	Business	Non- government Organisations
All Respondents	25.7%	19.5%	17.3%	12.0%	10.1%	8.1%	7.3%
Redistributed	32%		21%	15%	13%	10%	9%
State							
NSW	23%	22%	18%	13%	9%	7%	7%
VIC	25%	21%	16%	12%	11%	8%	8%
QLD	29%	18%	18%	10%	10%	7%	9%
Rest Of Aus	27%	16%	17%	13%	11%	12%	4%

4.12 Government Campaign

I would support a government campaign to raise awareness about ageism and its effects



	Strongly Disagree	Disagree	Agree	Strongly Agree	Unsure	Net
All Respondents	6.8%	11.9%	31.2%	45.0%	5.2%	57.5%
Redistributed	7%	12%	33%	47%		
Gender						
Female	5%	10%	34%	45%	7%	63%
Male	8%	14%	28%	45%	4%	52%
Age						
50 - 59	11%	10%	32%	43%	4%	54%
60 - 69	3%	11%	29%	51%	6%	66%
70 - 79	5%	9%	34%	48%	3%	69%
80 - 89	7%	21%	31%	32%	9%	36%
90 and over	18%	14%	18%	45%	5%	32%

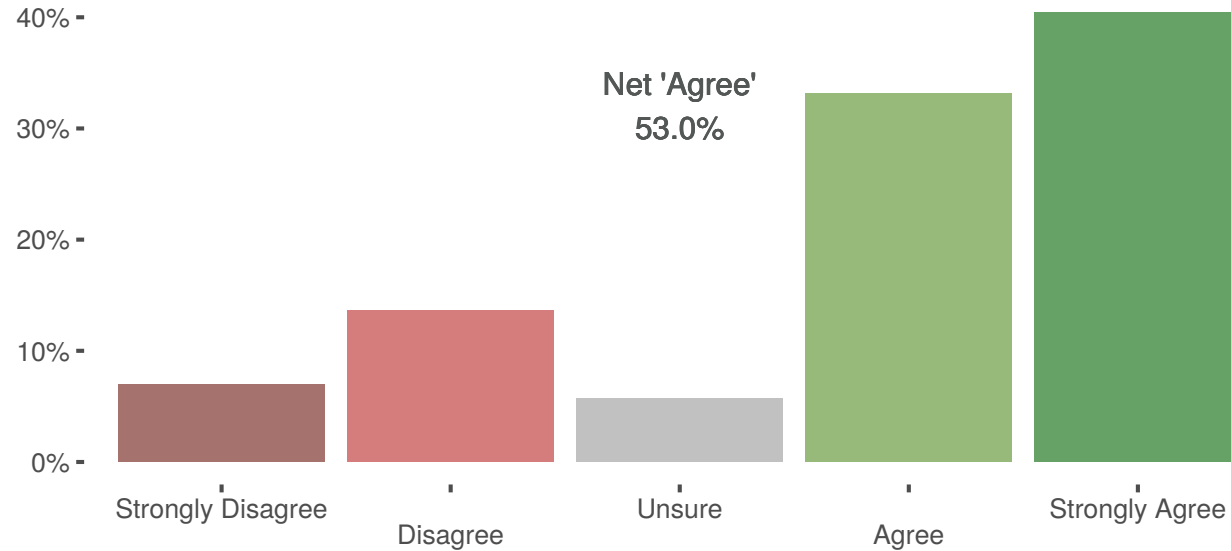
Government Campaign - Details

I would support a government campaign to raise awareness about ageism and its effects

	Strongly Disagree	Disagree	Agree	Strongly Agree	Unsure	Net
All Respondents	6.8%	11.9%	31.2%	45.0%	5.2%	57.5%
Redistributed	7%	12%	33%	47%		
State						
NSW	5%	13%	28%	51%	4%	62%
VIC	6%	12%	30%	45%	7%	56%
QLD	9%	14%	32%	40%	4%	49%
Rest Of Aus	8%	6%	37%	43%	6%	66%

4.13 Australia Not Doing Enough

I believe Australia is not doing enough to raise awareness of ageism and fight against it



	Strongly Disagree	Disagree	Agree	Strongly Agree	Unsure	Net
All Respondents	7.0%	13.6%	33.2%	40.5%	5.7%	53.0%
Redistributed	7%	14%	35%	43%		
Gender						
Female	6%	11%	35%	41%	5%	59%
Male	8%	17%	31%	39%	6%	45%
Age						
50 - 59	8%	12%	29%	44%	7%	54%
60 - 69	5%	12%	36%	41%	7%	59%
70 - 79	6%	13%	34%	43%	4%	58%
80 - 89	7%	23%	28%	32%	9%	30%
90 and over	9%	9%	43%	39%		65%

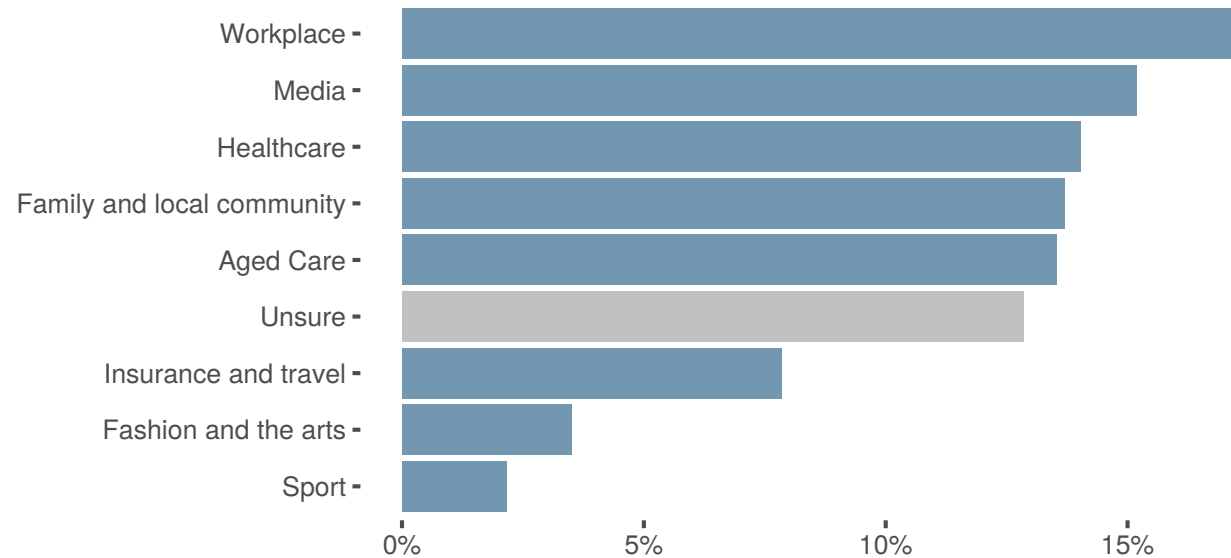
Australia Not Doing Enough - Details

I believe Australia is not doing enough to raise awareness of ageism and fight against it

	Strongly Disagree	Disagree	Agree	Strongly Agree	Unsure	Net
All Respondents	7.0%	13.6%	33.2%	40.5%	5.7%	53.0%
Redistributed	7%	14%	35%	43%		
State						
NSW	6%	13%	34%	42%	5%	57%
VIC	6%	12%	34%	41%	8%	57%
QLD	10%	15%	32%	38%	4%	45%
Rest Of Aus	5%	15%	32%	42%	7%	54%

4.14 Most Important Setting to End Ageism

What is the one setting in which you think it is most important to end ageism?



	Workplace	Media	Healthcare	Family And Local Community	Aged Care	Unsure	Insurance And Travel	Fashion And The Arts	Sport
All Respondents	17.2%	15.2%	14.0%	13.7%	13.5%	12.9%	7.8%	3.5%	2.2%
Redistributed	20%	17%	16%	16%	16%		9%	4%	2%
Gender									
Female	18%	15%	14%	13%	14%	13%	6%	4%	2%
Male	16%	15%	14%	15%	13%	13%	9%	2%	2%
Age									
50 - 59	30%	21%	13%	11%	6%	7%	6%	2%	3%
60 - 69	21%	15%	13%	11%	15%	12%	7%	2%	3%
70 - 79	12%	14%	15%	13%	17%	12%	12%	3%	2%
80 - 89	7%	14%	11%	20%	15%	23%	3%	7%	
90 and over	5%	15%	30%	20%		15%	5%	10%	

Most Important Setting to End Ageism - Details

What is the one setting in which you think it is most important to end ageism?

	Workplace	Media	Healthcare	Family And Local Community	Aged Care	Unsure	Insurance And Travel	Fashion And The Arts	Sport
All Respondents	17.2%	15.2%	14.0%	13.7%	13.5%	12.9%	7.8%	3.5%	2.2%
Redistributed	20%	17%	16%	16%	16%		9%	4%	2%
State									
NSW	18%	18%	14%	15%	8%	14%	6%	3%	3%
VIC	17%	14%	14%	13%	15%	13%	9%	5%	1%
QLD	13%	17%	11%	15%	16%	14%	9%	2%	2%
Rest Of Aus	22%	11%	18%	11%	16%	9%	7%	4%	4%