



Older people want to 'chase life', says survey

Description



Older people feel they have a lot to give and 'the world needs to wake up to that'. They want to be 'out there chasing life'.

Those are just some of the comments compiled in the first of a series of pioneering surveys into what it means to age in Britain in 2024.

Eighty-nine per cent of those 75+ believe in an active lifestyle

[The New Ageing Index](#) was produced by [Home Instead](#) – who describe themselves as the UK’s largest home care provider.

Researchers quizzed people across a ‘diverse mix’ of ages and backgrounds. Results showed an ‘undipping appetite’ for life:

- 89 per cent of those 75+ believe in an active lifestyle;
- 54 per cent of all adults believe lifespan and healthspan will significantly improve over the next decade;
- 89 per cent of 75+ want to stay physically active as they get older;
- 91 per cent of 75+ want tech providers to make products easier for older people to use.

While people’s attitudes to ageing proved to be ‘surprisingly positive’, there were also some negatives from the report.

Older people feel marginalised in a wave of ‘brand ageism’ as they believe they are excluded across the cultural landscape.

‘There’s a recurring sentiment that nothing is targeted at them’

‘From fashion and beauty products and high street brands, to music, film and television, there’s a recurring sentiment that nothing is targeted at them,’ said the survey.

Home Instead hope the findings will inform the way we think about the ageing process and spark ‘a national conversation’ about age and ageing.

The organisation say they will repeat the research quarterly across a year.

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