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In-House Research

# Attitudes to age in Britain 2010/11

by Daniel Sweiry and Maxine Willitts

**Department for Work and Pensions**

**In-House Research No 7**

# **Attitudes to age in Britain 2010/11**

Daniel Sweiry and Maxine Willitts

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# Executive Summary

## Introduction (Chapter 1)

Britain's population is ageing rapidly. The Department for Work and Pensions (DWP) predict record numbers of centenarians over the coming years and life expectancy, overall, is steadily increasing. These events will pose a number of challenges to Britain. One of these is age discrimination (the focus of this paper) which prevents the social inclusion of older people. Negative attitudes and age stereotypes will leave older people feeling isolated and excluded from opportunities (see Abrams *et al.*, 2009). In addition, to the negative impact age discrimination has on individuals, there is also a cost to society as well. Lost productivity of older workers and long term health costs of those excluded from economic activity (The European Older People's Platform, 2007) to name but a few. Therefore, it is imperative that a fuller understanding of attitudes to age is sought if the Government is to successfully develop and implement strategies to ensure social inclusion of older people. This report, specifically, re-examines the evidence on attitudes to ageing in Britain in 2010/11 and looks at which socio-demographic variables are associated with attitudes to ageing. To evaluate the stability or change in these factors comparisons are made with benchmark data from previous studies (Abrams *et al.*, 2009 and 2011).

## Age categorisation and identification (Chapter 2)

In 2010/11 the mean age at which respondents thought people stopped being described as young was 41 years and the mean age that respondents thought that people started to be described as old was 59 years. However, differences in these findings are observed between men and women as well as age group. Men judged that people stop being described as young earlier than females and perceived old age as starting sooner. As much as 20 years difference can be observed between the differences of reporting stopping being young and when old age starts between those under 25 and those over 80 years of age. Other socio-demographic differences are detailed in the main chapter.

## Perceptions of age prejudice (Chapter 3)

One-fifth of respondents reported that age discrimination is “not at all or not very serious” whilst 36 per cent reported that age discrimination is “very serious”. Younger age groups reported that age discrimination is more serious than did older age groups. For example, almost half (47 per cent) of those aged under 25 class it as “very serious” compared with 24 per cent of those aged 65-79 years.

Perceptions of the seriousness of age discrimination were affected by: gender, age group, working status, social class, housing tenure and long-standing illness or disability. For example, the chances of a man judging age discrimination to be serious are about 4 per cent lower compared to a woman. Similarly, the likelihood of a person aged 65 to 79 judging age discrimination to be serious are about 64 per cent lower compared to those aged under 25.

## Experiences of age discrimination (Chapter 4)

This chapter focuses on actual experiences of age discrimination. Overall, 66 per cent of respondents reported that they had not been shown any prejudice in the last year because of their age. No respondents reported experiencing age discrimination “very often”. Experiences of age discrimination were more common for younger age groups. Respondents aged under 25 are at least twice as likely to have experienced age discrimination than all other age groups. Similarly, respondents that were employed full-time or self-employed were far less likely to have experienced age discrimination than the unemployed working part-time groups.

Experiences of age discrimination were affected by: gender, age group, working status, social class, housing tenure and long-standing illness or disability. It was found, for example, that the chances of a man experiencing age discrimination are about 8 per cent lower compared to a woman. Similarly, the likelihood of experiencing age discrimination for a person with a long-standing illness or disability are about 13 per cent lower compared to a person that does not have any long-standing illness or disability.

## Age stereotypes (Chapter 5)

How are older and younger people viewed by people? This chapter reveals that those aged over 70 are viewed by people as more friendly, more competent and as having higher moral standards than those in their 20s. On a scale of 1, "not at all" and 7, "very much" mean ratings of 5.22 for friendliness, 4.46 for competence and 5.84 for having high moral standards was awarded to those aged over 70. In contrast, mean ratings of 3.69 for friendliness, 3.68 for competence and 2.94 for having high moral standards were reported for those in their 20s. In terms of respondents' *personal views* of these stereotypes similar findings were observed. All round, there was very little difference in mean ratings by other demographics, highlighting the general sound consensus surrounded by age stereotypes.

## Ageism as a perceived threat (Chapter 6)

On average, both those aged in their 20s and those over 70 were viewed as "neutral" in terms of their economic contribution to society. On a scale of 1, "contribute very little" and 7 "contribute a great deal" a mean score of '3.53' was awarded for people in their 20s and a mean score of '3.67' was awarded for people in their 70s. With age, there was a slight tendency for older age groups to rate those in their 20s as making a lower economic contribution than younger age groups. Grouping the scores into three categories: (1) "take out more", (2) "neutral" and (3) "put in more", for both age group categories, one-quarter of people were viewed as "taking out more" economically. Moreover, men were more likely to see those in their 20s as "taking out more" economically than "putting in more" whereas women were more likely to see those in their 20s as "putting in more" than "taking out more".

## Expressions of age prejudice (Chapter 7)

A 7-point rating scale was used to assess the status of people in their 20s, 40s and over 70 from 1, "extremely low status" to 7, "extremely high status". Those in their 20s received the least favourable mean rating, those in their 40s the most favourable and those aged over 70 a mean rating between the other two age reference groups (3.65, 4.87 and 4.17, respectively).



A 7-point scale was also used to find out how positive or negative respondents are towards people in their 20s and over 70 with a 1 indicating "extremely negative" and a 7 indicating "extremely positive". Perceptions towards those aged over 70 are more positive than towards those in their 20s. For example, 28 per cent of respondents rated those in their 20s as "extremely positive" compared to 56 per cent for those aged over 70.

Finally, this chapter looked at perceptions towards how acceptable or unacceptable respondents would find it if a suitably qualified 30 year-old or 70 year-old was appointed as their boss. Overall, most respondents were accepting of a boss in their 30s and 70s; although, respondents were more accepting towards a younger boss. On a scale of 1, "completely unacceptable" to 7, "completely acceptable" mean scores of 4.89 for a 30 year-old boss and 4.42 for a 70 year-old boss were observed.

## Inter-generational closeness (Chapter 8)

The final chapter of the report looked at inter-generational closeness. It was found that the majority (47 per cent) of respondents viewed people in their 20s and aged over 70 as "two groups that are part of the same community" whilst a further 34 per cent saw these age reference groups as "individuals rather than groups". In terms of whether respondents had someone to discuss personal issues with, overwhelmingly, the majority of respondents did. Nevertheless, people were more likely to have someone under 30 to talk to than over 70 (77 per cent and 69 per cent, respectively). Younger people were more likely to have a friend under 30 whilst older people were more likely to have a friend over 70. It is of note that despite this, 23 per cent of respondents said that they did not have a friend under 30 to discuss personal issues with. Other socio-demographic differences were also observed.

## Conclusions (Chapter 9)

Overall, these findings show that age-related discrimination and stereotypes are rooted in British society. Age discrimination is a problem for young and old alike. Tackling age discrimination will, therefore, require strategies that address individual's assumptions and attitudes about age – both about themselves and others – about a person's ability, health or rights to services. In addition, it is important to be aware of and monitor the potential impact of societal changes, such as extended working lives, employer's

attitudes to older workers, levels of unemployment and inequality or other factors associated with age discrimination. Seeking and finding answers to these questions will equip the government to ensure that society becomes more age-friendly, inclusive and enabling.

# 1 Introduction

The ageing population presents a real challenge to the UK and indeed internationally. Whilst government policy affects people's experiences, perceptions and assumptions about ageing and age differences it is only of late that this area is being researched - most notably, with Abrams et al., (2009 and 2011). The present report aims to consolidate this research using evidence from the ONS Opinions Survey 29-item attitudes to age module developed by Vauclair et al., (2010). A full review of previous evidence can be found in Abrams et al., (2009); although, we have cited some key points below. This report looks at age differences in perceptions and whether certain demographic variables affect perceptions and attitudes about different age groups (see also Abrams et al., 2011 and Age UK, 2011). The findings are relevant to policy issues facing the UK at present.

## 1.1 Ageism and ageing

Briefly, in 1969, Robert N. Butler coined the term 'ageism' to cover prejudicial attitudes towards other people, old age and its process, as well as discriminatory practices or policies that maintain or encourage stereotypical behaviour towards older people. Age is also one of the least well-researched forms of discrimination (see, e.g., Cartensen and Hartel, 2006) despite the fact that it is the most prevalent of the common types (i.e., gender, ethnicity, race, disability and sexual orientation) (see Abrams et al., 2009).

Older people believe there to be strong links between ill health and ageing (see e.g., Blanchard-Fields et al., 1997). This can have adverse effects on performance. Kraus et al., (2002) have shown that negative stereotypes reduce older people's performance. Thus, it is clear that stereotypes impact older people's behaviour.

## 1.2 Constructs

Abrams et al., (2009) looked at attitudes to age in Britain over the years 2004 to 2008 against seven age constructs. Key findings from their research are reported under each construct.

- Age categorisation and identification:
  - On average, respondents up to their mid-30s described themselves as young, and those from their mid 70s onward described themselves as old. Those in their 50s and early 60s felt the least sense of identification with their age group.
  - Respondents judged that 'youth' generally ends at 45 years of age whilst 'old age' starts at 63 years of age.
- Perceptions of age prejudice;
  - Ninety-four per cent of respondents believed that people over 70 experience age prejudice and 51 per cent of respondents agreed that people over 50 are 'written off as old'.
- Experiences of age discrimination;
  - Over a quarter (26 per cent) of respondents had experienced age discrimination and younger people were more likely to report age discrimination than older people.
- Age stereotypes;
  - People over 70 were stereotyped as friendlier and more moral, but less capable than those under 30.
- Ageing as a perceived threat;
  - Nearly a quarter of respondents believed that people over 70 take out more from the economy than they have, or currently, put in. Younger respondents perceived people over 70 as posing more threat economically than did older respondents.
- Expressions of age prejudice;
  - Younger respondents felt more positive toward people under 30, whereas older respondents felt more positive toward people aged over 70, and were more positive about having a boss aged over 70.

- Intergenerational closeness
  - Respondents generally regarded people aged 30 and over 70 as having little in common. Whereas almost all respondents had friends of their own age, less than a third of respondents over 70 had friends aged under 30. Likewise, less than a third of respondents aged under 30 had friends aged over 70.

Abrams et al., (2011) also looked at predictors to attitudes to age across Europe. The key findings are:

- Regardless of their own age, respondents in countries with a higher proportion of older people were more positive. Older people's status was perceived to be higher in countries that had later state pension ages.
- Age discrimination was personally experienced by about one-third of all respondents, with the UK placed just below the average for all European Social Survey (ESS) countries.
- Across all ESS countries, just under half of the respondents, including those from the UK, regarded age discrimination to be a serious or very serious issue.
- Across all ESS countries the stereotypes of older people as friendly and competent were consistently affected by age, education and residential area, with the UK placed above average for friendliness and below average for competence for all ESS countries.

### 1.3 Aims and outcomes of this report

This report examines data from the ONS Opinions survey. It is based on two combined waves of data, October 2010 and January 2011. The report layout follows that of Abrams et al., (2009) and examines seven age constructs. These are:

- Age categorisation and identification;
- Perceptions of age prejudice;
- Experiences of age discrimination;
- Age stereotypes;
- Ageing as a perceived threat;
- Expressions of age prejudice; and
- Intergenerational closeness

These constructs are briefly explored at the beginning of each chapter but more detailed descriptions can be found in Abrams et al., (2009).

## 1.4 Surveys, sampling and methodology

Vauclair et al., (2010) tested an existing set of 55 indicators from the European Social Survey, and streamlined these into a core set of 23 indicators that are suitable for longer-term use in the UK context. The data analysed in this report (the revised set of 23 indicators) was then included as a block on the ONS Opinions (Omnibus) Survey. Detailed information on this survey, including sampling and data collection, can be found online<sup>1</sup>. The analysis here is based on two waves of data (October 2010 and January 2011) in order to boost the sample sizes. Combined, there were 2,172 cases in total representing the adult population in Great Britain, aged 16 and over. Virtually all of these were carried out at the respondent's home using CAPI<sup>2</sup> (99 per cent).

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<sup>1</sup> <http://www.ons.gov.uk/about/who-we-are/our-services/omnibus-survey/index.html>

<sup>2</sup> Computer Assisted Personal Interviews (CAPI)

## 2 Age categorisation and identification

### 2.1 Introduction

Age can be described in terms of both the physical and psychological. Categorisation is the psychological basis for stereotypes and prejudice. Knowing how people label themselves and others as younger or older gives us an insight into how, and to whom, they will apply age stereotypes. Given the demographic transitions in age it is especially interesting to see whether there are age differences in perceptions of the boundaries of 'oldness' and youth. Such evidence is important for showing whether particular age boundaries are likely to be out of step with social changes.

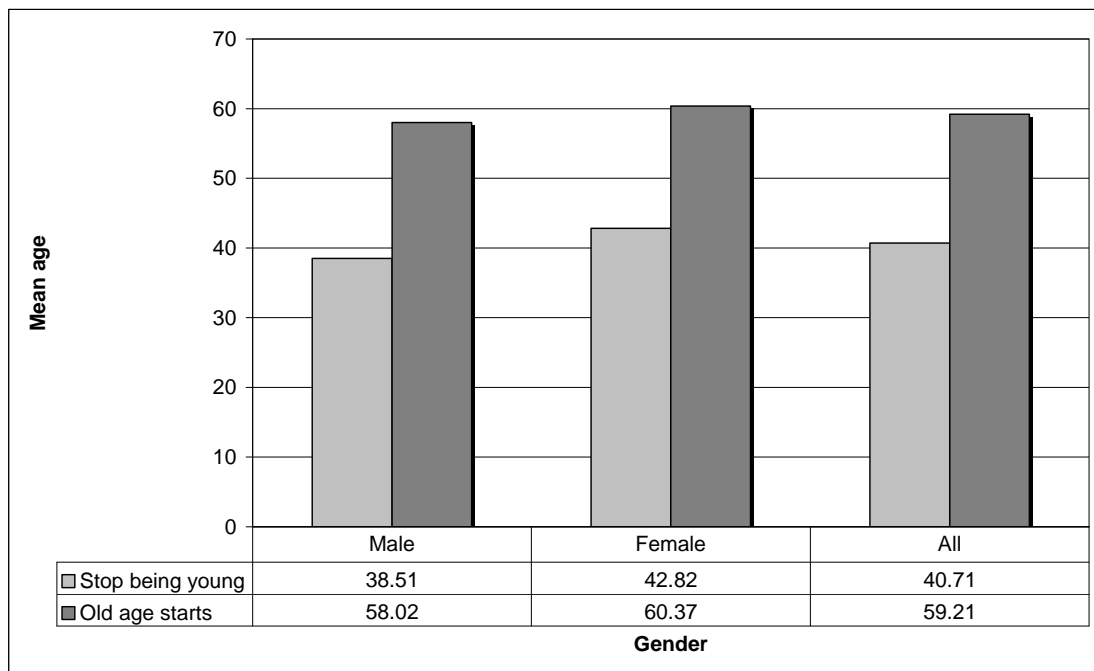
### 2.2 Categorisation of other people as young or old

Respondents were asked two questions:

1. At what age do you think people generally stop being described as young? and;
2. At what age do you think people start being described as old?

In 2010/11 the mean age at which respondents thought people stopped being described as young was 40.71 years and the mean age that respondents thought that people started to be described as old was 59.21 years. Male respondents reported stopping being described as young earlier than female respondents and they perceived old age as starting sooner (see Figure 2.1).

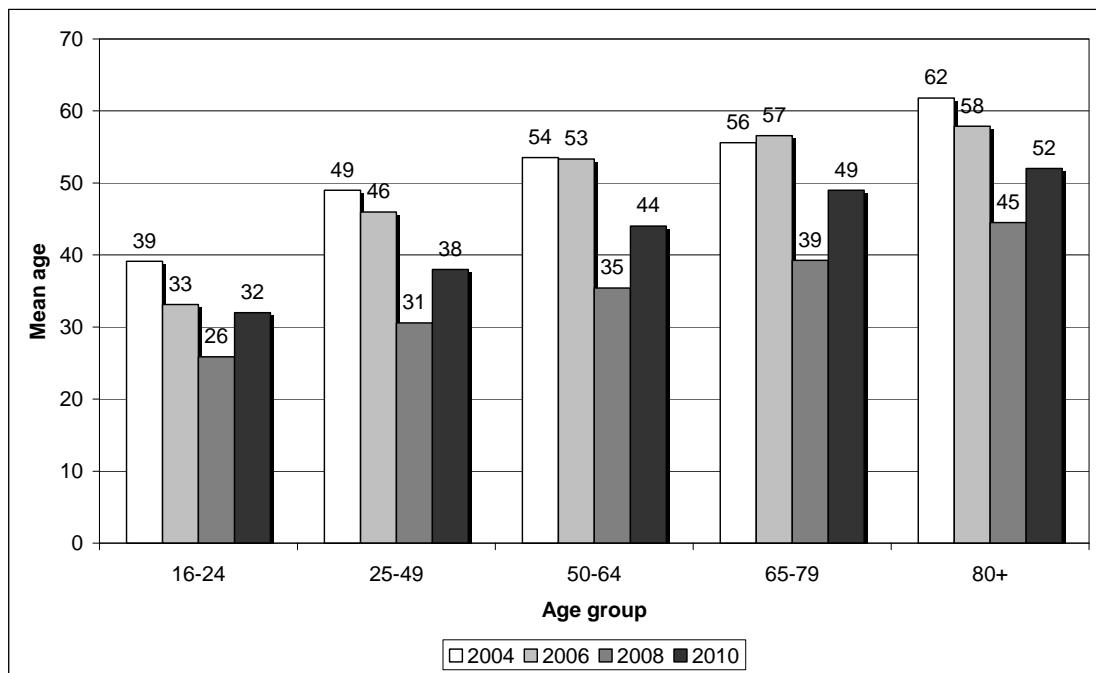
**Figure 2.1 Mean age at which people are perceived to stop being young, and at which old age is perceived to start, by gender**



The age at which respondents reported that people stop being young increased with age. For example, in 2010, those aged under 25 reported people as stopping being young at 32.45 years whilst those aged 80 and over reported people as stopping being young at 51.71 years (see Figure 2.2).

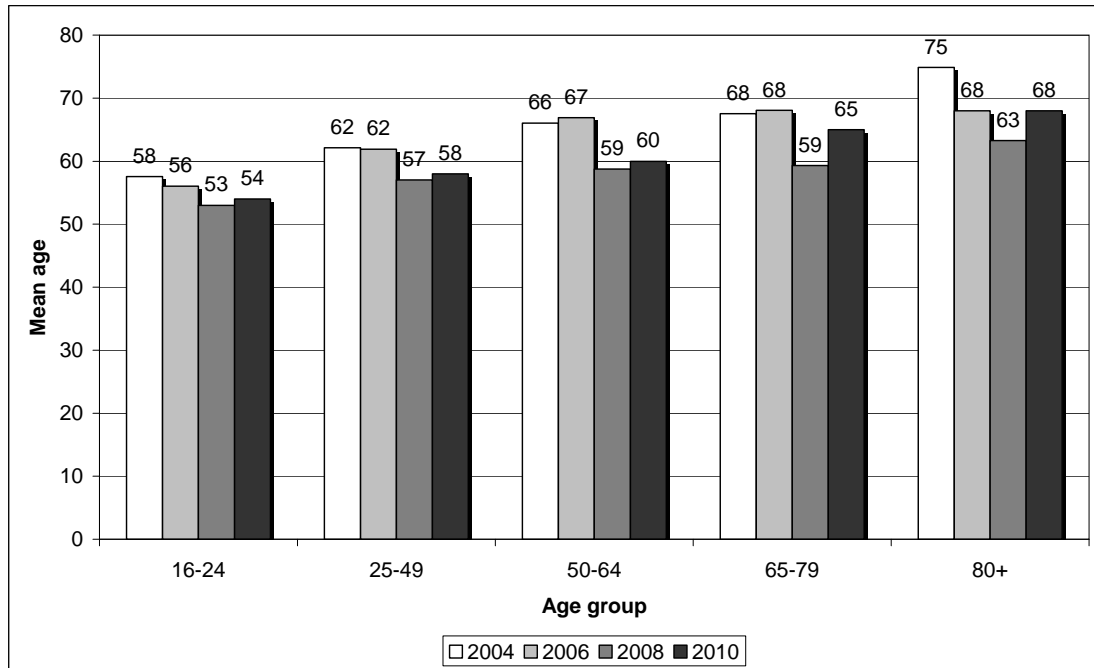


**Figure 2.2 Mean age at which people are perceived to stop being young, by respondent's age group and survey year**



Similarly, the age at which old age is estimated to start increased in relation to the age group to which the respondents belonged: with old age estimated to start on average at 46.75 years by those aged under 50 and at 62.62 years by those aged 50 and over in 2010 (see Figure 2.3).

**Figure 2.3 Mean age at which old age is perceived to start, by respondent's age group and survey year**

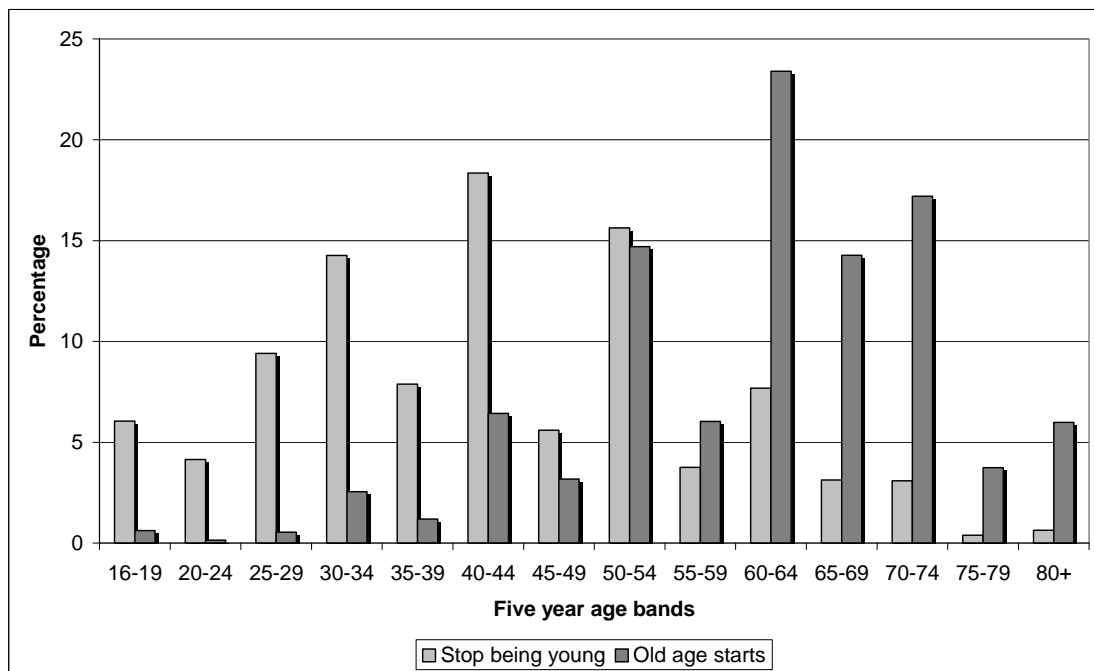


When taken together, these perceived categorisations reveal, strikingly, that respondents over the age of 80 believed youth ends at around the same age (mean estimated age = 52) that respondents under 24 believed old age begins (mean estimated age = 54). This illustrates the degree of disparity in perceptions of age held by people from different age ranges, and hence, shows the potential for age stereotypes to be applied in very inconsistent ways.

As can be seen in Table 2.1, the gap between respondents' estimates of the end of youth and start of old age reduces substantially as people get older. For example, in 2010, this gap is estimated at 22 years, for 16-24 year old respondents, compared with only 16 years, for respondents aged over 80. It is also evident that this gap has been gradually reducing over the years 2004 to 2010.

Figure 2.4 shows the age continuum divided into five-year bands and the proportion of respondents who stated that youth ends and old age begins within each of these bands. It is striking that there is a substantial overlap between the age ranges at which many respondents consider people still to be young while others view old age as having begun.

**Figure 2.4 Percentage of respondents who estimated, in five-year age bands, the age at which youth ends and old age starts**



Across other demographic breaks (see Table 2.1) differences were observed in terms of when youth is perceived to end and old age start by working status, social class (see Appendices for table of definitions) and housing tenure. However, no differences were observed by ethnic group.

For example, those not employed perceived youth to end earlier (32.11 years) compared with those who are self employed and those employed full time ample (42.53 and 41.50 years, respectively). Similarly, those working perceived old age to start later (60.69 years for those that are self employed compared with 52.19 years for those not employed).

Social groups A to D perceived youth to end and old age to start at a similar number of years but those not classified in terms of social class perceived the former to end earlier and the latter to start earlier (for example, old age was perceived as starting at 54.33 years by those in social class E compared with 60.28 years by those in social class A).

Those owning their homes outright were most likely to perceive youth to end earlier and old age to start later. For example, those owning their home outright perceived old age to start at 62.62

years compared with 57.93 years for those buying with a mortgage, 57.23 years for social renters and 57.60 years for private renters.

**Table 2.1 Mean age at which people are perceived to stop being young and at which old age is perceived to start, by other demographics**

	Mean age	
	Youth stops	Old age starts
<b>Gender</b>		
Male	38.51	58.02
Female	42.82	60.37
<b>Age Group</b>		
Under 25	32.45	54.31
25-49	37.69	57.57
50-64	44.02	60.02
65-79	49.33	64.81
80 and over	51.71	68.07
Under 50	36.35	46.75
Over 50	56.74	62.62
<b>Working Status</b>		
Self-employed	42.53	60.69
Employed full time	41.50	59.66
Employed part time	40.84	59.95
Not employed	32.11	52.19
<b>Social Class</b>		
A) Managerial and professional occupations	41.15	60.28
B) Intermediate occupations	42.40	60.71
C1) Small employers and own account workers	42.60	60.31
C2) Lower supervisory and technical occupations	42.77	58.19
D) Semi-routine and routine occupations	42.39	59.65
E) Not classified	32.29	54.33
<b>Housing Tenure</b>		
Owns outright	44.63	62.62
Buying it with help of a mortgage or loan	39.80	57.93
Rents through LA or Housing Association	40.00	57.23
Rents privately	35.72	57.60
<b>Ethnic Group</b>		
White	40.71	59.19
Non-white	40.66	59.43

	Mean age	
	Youth stops	Old age starts
<b>Long-standing illness or disability</b>		
Yes	44.24	60.93
No	39.20	58.76
<b>Overall</b>		
Mean	40.71	59.21
<i>Unweighted N</i>	<i>2,098</i>	<i>2,117</i>

## 2.3 Chapter summary

In this chapter we looked at what age people generally stop being described as young and at what age people start being described as old. The mean age at which respondents thought people stopped being described as young was 40.71 years and the mean age that respondents thought that people started to be described as old was 59.21 years. Notably, the age at which respondents reported that people stop being young increased with age. Similarly, the age at which old age is estimated to start increased in relation to the age group to which the respondents belonged. This illustrates the degree of disparity in perceptions of old age held by people from different age ranges, and hence, shows the potential for age stereotypes to be applied in very inconsistent ways.

## 3 Perceived age prejudice

### 3.1 Introduction

This chapter looks at respondents' perceptions of the seriousness of age-related prejudice by asking: How serious, if at all, would you say discrimination is against people because of their age – whether they are old or young? This item was measured using a 7-point rating scale with respondents asked to rate 'seriousness' from 1 "not at all serious" to 7 "very serious".

### 3.2 Perceived seriousness of age discrimination

Table 3.1 shows that five per cent of all respondents perceived age discrimination as "not at all serious" compared with 15 per cent of respondents who perceived it as "very serious". It can clearly be seen that most respondents perceive age discrimination to be serious with the vast majority (79 per cent) awarding the middle rating of 4 or above.

**Table 3.1 Percentage of respondents indicating different levels of seriousness of age discrimination, by gender**

Rating	Gender		
	Male	Female	All
1 (not at all serious)	5	4	5
2	6	6	6
3	9	10	10
4	17	19	18
5	27	23	25
6	22	22	22
7 (very serious)	14	15	15
<i>Unweighted N</i>	<i>994</i>	<i>1138</i>	<i>2132</i>

Note: Percentages may not sum to 100 due to rounding.

The mean rating for all respondents of the seriousness of age discrimination was 4.76 (see Table 3.2); this did not vary by gender. The seriousness of age discrimination is influenced by age with younger age groups rating it on average as more serious – those under 25 rated its seriousness as 5.16, on average, whereas

those aged 80 and over rated it as 3.67. For working status, social class, housing tenure and ethnic group little variation was observed in the perception of the seriousness of age discrimination by different groups within these breaks. However, there is a significant statistical difference between social class groups A, B and D whereby those people in bands A and D have a higher mean rating than those people in band D (4.95, 4.80 and 4.48, respectively).

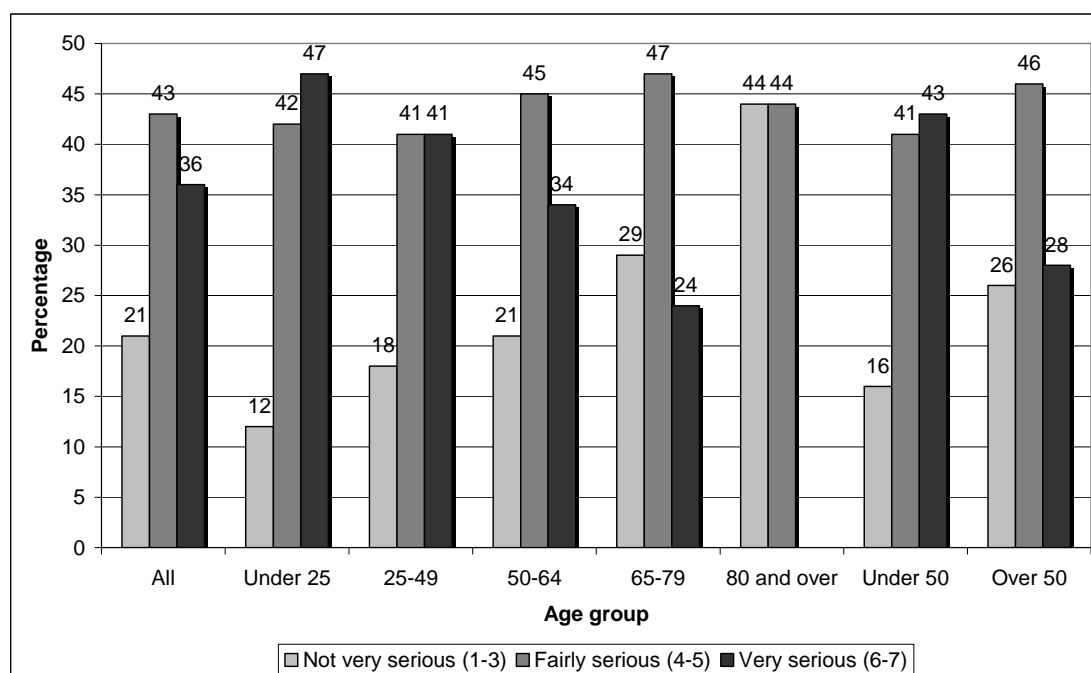
**Table 3.2 Mean rating of seriousness of age discrimination, by demographics**

	<b>Mean rating</b>
<b>Gender</b>	
Male	4.76
Female	4.77
<b>Age Group</b>	
Under 25	5.16
25-49	4.95
50-64	4.68
65-79	4.31
80 and over	3.67
Under 50	5.00
Over 50	4.44
<b>Working Status</b>	
Self-employed	4.55
Employed full time	4.72
Employed part time	4.94
Not employed	4.96
<b>Social Class</b>	
A) Managerial and professional occupations	4.95
B) Intermediate occupations	4.80
C1) Small employers and own account workers	4.57
C2) Lower supervisory and technical occupations	4.72
D) Semi-routine and routine occupations	4.48
E) Not classified	5.00
<b>Housing Tenure</b>	
Owns outright	4.42
Buying it with help of a mortgage or loan	5.09
Rents through LA or Housing Association	4.51
Rents privately	4.92
<b>Ethnic Group</b>	
White	4.75
Non-white	4.84
<b>Long-standing illness or disability</b>	
Yes	4.63

	<b>Mean rating</b>
No	4.83
<b>Overall</b>	
Mean	4.76
<i>Unweighted N</i>	<i>2132</i>

The next piece of analysis (see Figure 3.1) groups the ratings of the seriousness of age discrimination into three types, with those rating it 1, 2 or 3 being classified as “not very serious”, those awarding ratings of 4 or 5 being classified as “fairly serious” and those rating it as 6 or 7 being classified as “very serious”. The largest group (43 per cent) rate age discrimination as “fairly serious” by awarding a rating of 4 or 5 with a further 36 per cent rating it as “very serious” (rating of 6 or 7).

**Figure 3.1 Percentage of respondents indicating different levels of seriousness of age discrimination, by age group**



There are no differences between how men and women class discrimination. As reported earlier, younger groups are more likely to report age discrimination as more serious than older groups. For example, almost half (47 per cent) of those aged under 25 class it as “very serious” compared with 24 per cent of those aged 65-79 years (see Table 3.3). Those respondents in social classes A and E are most likely to class discrimination as “very serious” (42 and 46 per cent, respectively). Housing tenure also is associated with what proportion of respondents class discrimination as serious; for



example, those who are buying their homes with a mortgage or loan or who are renting privately are the groups most likely to class it as “very serious”.

**Table 3.3 Percentage of respondents indicating different levels of seriousness of age discrimination, by demographics (row percentages)**

	Rating			<i>Unweighted N</i>
	Not very serious (1-3)	Fairly serious (4-5)	Very serious (6-7)	
<b>Gender</b>				
Male	.	44	36	994
Female	21	42	37	1,138
<b>Age Group</b>				
Under 25	12	42	47	167
25-49	18	41	41	851
50-64	21	45	34	546
65-79	29	47	24	418
80 and over	44	44	.	150
Under 50	16	41	43	1,018
Over 50	26	46	28	1,114
<b>Working Status</b>				
Self-employed	24	47	30	245
Employed full time	22	42	37	1,385
Employed part time	17	46	37	389
Not employed	.	[40]	[44]	113
<b>Social Class</b>				
A) Managerial and professional occupations	18	39	42	731
B) Intermediate occupations	20	45	35	249
C1) Small employers and own account workers	[22]	49	29	188
C2) Lower supervisory and technical occupations	20	46	34	176
D) Semi-routine and routine occupations	25	46	29	601

	Rating			<i>Unweighted N</i>
	Not very serious (1-3)	Fairly serious (4-5)	Very serious (6-7)	
E) Not classified	[17]	37	46	182
<b>Housing Tenure</b>				
Owns outright	28	45	28	749
Buying it with help of a mortgage or loan	14	42	44	686
Rents through LA or Housing Association	24	45	31	396
Rents privately	18	40	42	298
<b>Ethnic Group</b>				
White	21	43	36	1,934
Non-white	[18]	41	41	197
<b>Long-standing illness or disability</b>				
Yes	23	42	35	820
No	19	43	37	1,312
<b>Overall Total</b>	21	43	36	2,132

Note: Percentages may not sum to 100 due to rounding.  
 . = less than 30 cases; [ ] = less than 50 cases (treat with caution).

### 3.3 Binary logistic regression

A binary logistic regression was run using the Enter method to see if the socio-demographic variables (used throughout the tables in this report) are good predictors of reporting the seriousness of age discrimination. The full SPSS output is included in the Appendices. All the independent variables, as a whole and including their sub-categories (except for ethnicity), were significant. The Wald's test and Likelihood Ratio Test (LRT) were significant for each of these variables. Table 3.4 is a summary of the coefficients. Note that the reference categories are set to zero (odds to one).

According to Nagelkerke's adjusted R<sup>2</sup>, the final model explains only seven per cent of the variation in the risk of reporting the seriousness of age discrimination. This is quite normal as this analysis does not intend to accurately predict the probability of success, but rather to identify factors associated with that probability.

**Table 3.4 Summary table for the binary logistic regression on the risk of reporting the seriousness of age discrimination**

Parameter	Coefficient (log odds)	SE	P	Odds ratio	CI of odds ratio	
					Lower	Upper
<b>Constant</b>	1.557	.003	0.00	4.744		
<b>Gender</b>			<b>0.00</b>			
Male	-.042	.001	0.00	.959	.958	.961
Female	.00	.	.	1.00	.	.
<b>Age Group</b>			<b>0.00</b>			
Under 25	.00	.	.	1.0	.	.
25-49	-.648	.001	0.00	.523	.522	.525
50-64	-.725	.002	0.00	.484	.483	.486
65-79	-1.008	.002	0.00	.365	.364	.366
80 and over	-1.665	.002	0.00	.189	.188	.190
<b>Working Status</b>			<b>0.00</b>			
Self-employed	.00	.	.	1.00	.	.
Employed full time	.564	.002	0.00	1.758	1.750	1.765
Employed part time	.876	.002	0.00	2.402	2.391	2.414
Not employed	.725	.003	0.00	2.065	2.053	2.078
<b>Social Class</b>			<b>0.00</b>			
A) Managerial and professional occupations	.00	.	.	1.0	.	.
B) Intermediate occupations	-.155	.001	0.00	.857	.854	.859
C1) Small employers and own account workers	.314	.002	0.00	1.369	1.363	1.376
C2) Lower supervisory and technical occupations	-.026	.002	0.00	.974	.971	.977
D) Semi-	-.456	.001	0.00	.634	.632	.635

Parameter	Coefficient (log odds)	SE	P	Odds ratio	CI of odds ratio	
					Lower	Upper
routine and routine occupations						
E) Not classified	-.432	.002	0.00	.649	.646	.651
<b>Housing Tenure</b>			<b>0.00</b>			
Owns	.00	.	.	1.0	.	.
outright						
Buying it with help of a mortgage or loan	.547	.001	0.00	1.729	1.725	1.732
Rents through LA or Housing Association	.085	.001	0.00	1.089	1.086	1.091
Rents privately	.256	.001	0.00	1.292	1.288	1.295
<b>Ethnic Group</b>			<b>0.00</b>			
White	.144	.001	.000	1.155	1.152	1.158
Non-white	19.406	291.624	.947	268E+	.000	4.56E+
<b>Long- standing illness or disability</b>						
Yes	-.181	.001	0.00	.834	.833	.835
No	.00	.	.	1.0	.	.

Table 3.5 presents the odds ratios in two different ways to help see how each of the independent variables translates into a risk for reporting the seriousness of age discrimination. The table can be interpreted as follows. As an example, the odds of reporting the seriousness of age discrimination for a man are  $\exp -0.42 = 0.96$  times those of a woman. Or, in other words, the odds of a man reporting the seriousness of age discrimination are about 4 per cent lower compared to a woman. Similarly, the odds of reporting the seriousness of age discrimination for a person aged 25 to 49 are  $\exp -0.648 = 0.52$  times those of a person aged under 25 years of age (the reference category). Or, in other words, the odds of a person this age reporting the seriousness of age discrimination are about 48 per cent lower compared to the reference category.

**Table 3.5 Odds ratios for the binary logistic regression on the risk of reporting the seriousness of age discrimination**

<b>Parameter</b>	<b>Odds ratio</b>	<b>Odds ratio as a percentage</b>
<b>Gender</b>		
Male	(-) 0.96	4 per cent lower
Female	1.00	-
<b>Age Group</b>		
Under 25	1.0	-
25-49	(-) 0.52	48 per cent lower
50-64	(-) 0.48	52 per cent lower
65-79	(-) 0.37	63 per cent lower
80 and over	(-) 0.19	81 per cent lower
<b>Working Status</b>		
Self-employed	1.00	-
Employed full time	1.76	76 per cent higher
Employed part time	2.40	140 per cent higher
Not employed	2.07	107 per cent higher
<b>Social Class</b>		
A) Managerial and professional occupations	1.0	-
B) Intermediate occupations	(-) 0.86	14 per cent lower
C1) Small employers and own account workers	1.37	37 per cent higher
C2) Lower supervisory and technical occupations	(-) 0.97	3 per cent lower
D) Semi-routine and routine occupations	(-) 0.63	37 per cent lower
E) Not classified	(-) 0.65	35 per cent lower
<b>Housing Tenure</b>		
Owns outright	1.0	-
Buying it with help of a mortgage or loan	1.73	73 per cent higher
Rents through LA or Housing Association	1.09	9 per cent higher
Rents privately	1.29	29 per cent higher
<b>Ethnic Group</b>		
White	-	-
Non-white	-	-
<b>Long-standing illness or disability</b>		
Yes	(-) .083	17 per cent lower
No	1.0	-

### 3.4 Chapter summary

This chapter looked at the seriousness of age discrimination. The majority of respondents perceived age discrimination to be serious (79 per cent). There were no differences between how men and women classed discrimination. Of note, however, is that younger age groups were more likely to report age discrimination as more serious than older groups. Further analysis revealed that perceptions of the seriousness of age discrimination were affected by: gender, age group, working status, social class, housing tenure and long-standing illness or disability. For example, the chances of a man judging age discrimination to be serious are about 4 per cent lower compared to a woman. Similarly, the likelihood of a person aged 65 to 79 judging age discrimination to be serious are about 64 per cent lower compared to those aged under 25.

## 4 Experiences of age discrimination

### 4.1 Introduction

An important part of the earlier surveys has been to establish the extent of people's personal experience of ageism against themselves. As well as providing essential information about differences in experiences of ageism, these measures help to provide a clearer comparative context for understanding the linkage between stereotypes and self-stereotypes with prejudice and discrimination.

### 4.2 Personal experiences of age discrimination

Actual experience of discrimination was measured by asking respondents: How often in the past year has anyone shown prejudice or treated you unfairly because of your age? This was measured using a 7-point Rating scale with respondents asked to report if their experience was 1 "never" to 7 "very often".

Just over two-thirds (67 per cent) of respondents reported that they had never been shown prejudice in the past year because of their age (see Table 4.1). The results cannot be displayed for those saying that they had experienced prejudice "very often" or awarding a rating of 6 by gender as there are too few respondents reporting this level of experience.

**Table 4.1 Percentage of respondents indicating how often in the past year anyone has shown them prejudice because of their age, by gender**

Rating	Gender		All
	Male	Female	
1 (never)	66	68	67
2	15	12	13
3	5	5	5
4	5	4	5
5	[5]	6	6
6	.	.	3

7 (very often)	.	.	.
<i>Unweighted N</i>	992	1,147	2,139

Note: Percentages may not sum to 100 due to rounding.  
 . = less than 30 cases; [ ] = less than 50 cases (treat with caution).

Table 4.2 shows that the mean rating for all respondents of experience of prejudice because of their age was 1.81; this did not vary by gender. Experience of prejudice was reported as having occurred less often with age – those aged under 25 rated the frequency of prejudice on average as 2.92 compared with an average rating of 1.52 for those aged 80 and over. Respondents from social class C1 reported the lowest experience of prejudice, on average, and social class E the highest (mean ratings 1.95 and 2.44, respectively). Respondents owning their homes outright reported the lowest experience of prejudice, on average, and private renters the highest (1.63 and 2.16, respectively).

**Table 4.2 Mean rating of how often in the past year respondents shown prejudice because of their age, by demographics**

	Mean rating
<b>Gender</b>	
Male	1.81
Female	1.82
<b>Age Group</b>	
Under 25	2.92
25-49	1.69
50-64	1.60
65-79	1.50
80 and over	1.52
Under 50	2.01
Over 50	1.55
<b>Working Status</b>	
Self-employed	4.55
Employed full time	4.72
Employed part time	4.94
Not employed	4.96
<b>Social Class</b>	
A) Managerial and professional occupations	1.64
B) Intermediate occupations	1.78
C1) Small employers and own account workers	1.64
C2) Lower supervisory and technical occupations	1.95
D) Semi-routine and routine occupations	1.78



	<b>Mean rating</b>
E) Not classified	2.44
<b>Housing Tenure</b>	
Owns outright	1.63
Buying it with help of a mortgage or loan	1.77
Rents through LA or Housing Association	1.92
Rents privately	2.16
<b>Ethnic Group</b>	
White	1.80
Non-white	1.98
<b>Long-standing illness or disability</b>	
Yes	1.74
No	1.86
<b>Overall</b>	
Mean	1.81
<i>Unweighted N</i>	<i>2,139</i>

The next piece of analysis groups the ratings of experience of prejudice into two types, with those rating it 1 being classified as “not at all often” and those awarding ratings of between 2 and 7 being classified as “experienced prejudice”. The majority of respondents (67 per cent) reported not having been shown prejudice at all in the last year whilst one-third reported having been shown prejudice in the last year (see Figure 4.1).

**Figure 4.1 Percentage of respondents indicating how often in the past year anyone has shown them prejudice because of their age, by gender, age group and working status**

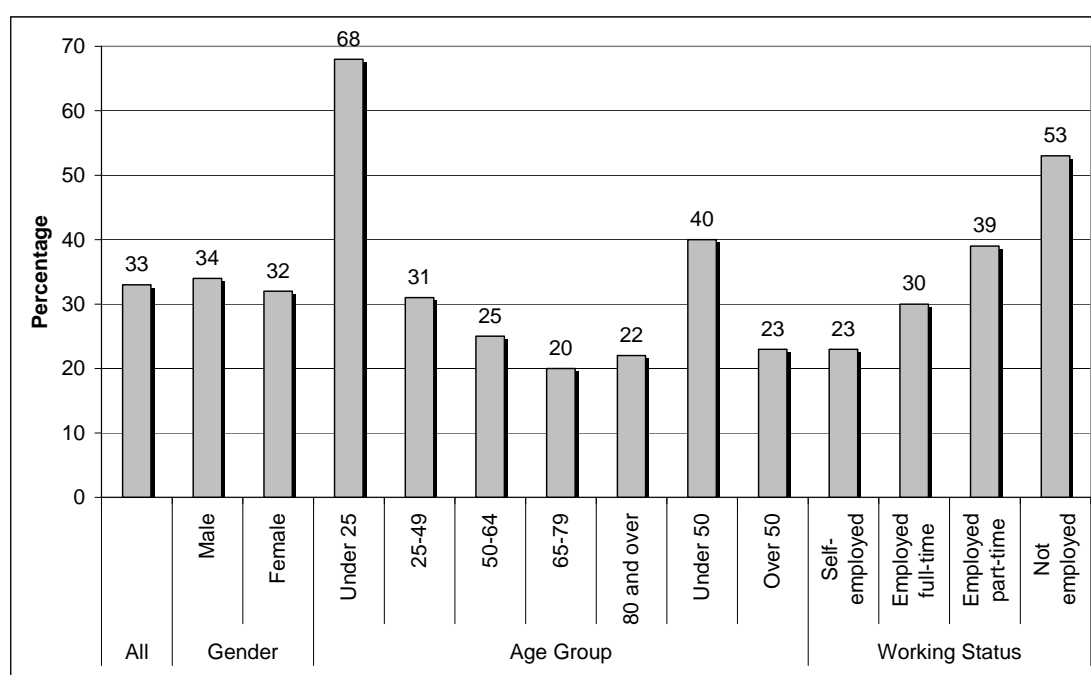


Table 4.3 shows that younger respondents aged under 25 are at least twice as likely to have experienced age prejudice than all other age groups. An effect by employment status may also be observed. Those respondents that were employed full-time or self-employed were far less likely to have experienced prejudice compared with the non-employed and employed part-time groups. For example, less than one-third (30 per cent) of respondents who were employed full-time said that they had experienced prejudice compared to over half (50 per cent) of respondents who were not employed. In terms of social class, respondents in category E were more likely than any other to have experienced prejudice in the last year. Those respondents that were renting privately were at least 10 per cent more likely to have experienced prejudice in the last year than any other housing group. Interestingly, those respondents with a long-standing illness or disability were more likely to report that they had never experienced age discrimination compared to those respondents that did not report having any long-standing illness or disability (71 per cent and 65 per cent, respectively).

**Table 4.3 Percentage of respondents indicating how often in the past year anyone has shown them prejudice because of their age, by demographics (row percentages)**

	Mean rating		<i>Unweighted N</i>
	Not at all (1)	Experienced prejudice (2-7)	
<b>Gender</b>			
Male	66	34	992
Female	68	32	1,147
<b>Age Group</b>			
Under 25	32	68	168
25-49	69	31	850
50-64	75	25	548
65-79	80	20	420
80 and over	78	22	153
Under 50	60	40	1,018
Over 50	77	23	1,121
<b>Working Status</b>			
Self-employed	77	23	244
Employed full time	70	30	1,390
Employed part time	61	39	391
Not employed	47	53	114
<b>Social Class</b>			

	Mean rating		<i>Unweighted N</i>
	Not at all (1)	Experienced prejudice (2-7)	
A) Managerial and professional occupations	72	28	729
B) Intermediate occupations	65	35	248
C1) Small employers and own account workers	76	[24]	188
C2) Lower supervisory and technical occupations	64	36	178
D) Semi-routine and routine occupations	71	29	608
E) Not classified	43	57	183
<b>Housing Tenure</b>			
Owns outright	73	27	755
Buying it with help of a mortgage or loan	67	33	685
Rents through LA or Housing Association	67	33	401
Rents privately	57	43	295
<b>Ethnic Group</b>			
White	68	32	1,939
Non-white	65	35	199
<b>Long-standing illness or disability</b>			
Yes	71	29	820
No	65	33	1,312
<b>Overall</b>			
All	67	33	2,139

Note: Percentages may not sum to 100 due to rounding.

. = less than 30 cases; [ ] = less than 50 cases (treat with caution).

### 4.3 Binary logistic regression

The second binary logistic regression was run using the Enter method to see if the socio-demographic variables (used throughout the tables in this report) are good predictors of reporting the experience of age discrimination. The full SPSS output is included in the Appendices. All the independent variables, as a whole and including their sub-categories (except for ethnicity), were

significant. The Wald's test and Likelihood Ratio Test (LRT) were significant for each of these variables. Table 4.4 is a summary of the coefficients. Note that the reference categories are set to zero (odds to one).

According to Nagelkerke's adjusted  $R^2$ , the final model explains only fifteen per cent of the variation in the risk of reporting the seriousness of age discrimination. As mentioned before, this is quite normal as this analysis does not intend to accurately predict the probability of success, but rather to identify factors associated with that probability.

**Table 4.4 Summary table for the binary logistic regression on the risk of experiencing age discrimination**

Parameter	Coefficient (log odds)	SE	P	Odds ratio	CI of odds ratio	
					Lower	Upper
<b>Constant</b>	.230	.003	0.00	1.258	.	.
<b>Gender</b>			<b>0.00</b>			
Male	-.082	.001	0.00	.922	.920	.923
Female	.00	.	.	1.00	.	.
<b>Age Group</b>			<b>0.00</b>			
Under 25	.00	.	.	1.0	.	.
25-49	-1.529	.001	0.00	.217	.216	.217
50-64	-1.818	.001	0.00	.162	.162	.163
65-79	-2.137	.002	0.00	.118	.118	.118
80 and over	-1.958	.002	0.00	.141	.141	.142
<b>Working Status</b>			<b>0.00</b>			
Self- employed	.00	.	0.00	1.0	.	.
Employed full time	.604	.003	0.00	1.829	1.819	1.838
Employed part time	.746	.003	0.00	2.109	2.097	2.120
Not employed	-.268	.003	0.00	.765	.760	.770
<b>Social Class</b>			<b>0.00</b>			
A) Managerial and professional occupations	.00	.	0.00	1.0	.	.
B) Intermediate	.222	.001	0.00	1.249	1.246	1.251

occupations						
C1) Small employers and own account workers	.309	.003	0.00	1.362	1.355	1.370
C2) Lower supervisory and technical occupations	.342	.001	0.00	1.408	1.404	1.412
D) Semi-routine and routine occupations	-.131	.001	0.00	.877	.876	.879
E) Not classified	.777	.002	0.00	2.175	2.168	2.182
<b>Housing Tenure</b>			<b>0.00</b>			
Owns outright	.00	.	0.00	1.0	.	.
Buying it with help of a mortgage or loan	-.012	.001	0.00	.945	.943	.946
Rents through LA or Housing Association	.149	.001	0.00	.988	.986	.990
Rents privately	-.057	.001	0.00	1.161	1.158	1.164
<b>Ethnic Group</b>			<b>0.00</b>			
White	-.199	.001	.000	.820	.818	.821
Non-white	-20.233	291.624	.945	.000	.000	2.78E+
<b>Long-standing illness or disability</b>						
Yes	-.136	.001	0.00	.873	.872	.875
No	.00	.	.	1.00	.	.

Table 4.5 presents the odds ratios in two different ways to help see how each of the independent variables translates into a risk for experiencing age discrimination. The table can be interpreted as follows. As an example, the odds of experiencing age discrimination for a man are  $\exp -0.82 = 0.92$  times those of a woman. Or, in

other words, the odds of a man experiencing age discrimination are about 8 per cent lower compared to a woman. Similarly, the odds of experiencing age discrimination for a person employed full-time are  $\exp 0.60 = 1.83$  times those of a person that is self-employed (the reference category). Or, in other words, the odds of someone employed full-time experiencing age discrimination are about 83 per cent higher compared to the reference category.

**Table 4.5 Odds ratios for the binary logistic regression on the risk of experiencing age discrimination**

<b>Parameter</b>	<b>Odds ratio</b>	<b>Odds ratio as a percentage</b>
<b>Gender</b>		
Male	(-) 0.92	8 per cent lower
Female	1.00	
<b>Age Group</b>		
Under 25	1.0	-
25-49	(-) 0.22	78 per cent lower
50-64	(-) 0.16	84 per cent lower
65-79	(-) 0.12	88 per cent lower
80 and over	(-) 0.14	86 per cent lower
<b>Working Status</b>		
Self-employed	1.0	-
Employed full time	1.83	83 per cent higher
Employed part time	2.11	111 per cent higher
Not employed	(-) 0.77	23 per cent lower
<b>Social Class</b>		
A) Managerial and professional occupations	1.0	-
B) Intermediate occupations	1.25	25 per cent higher
C1) Small employers and own account workers	1.36	36 per cent higher
C2) Lower supervisory and technical occupations	1.41	41 per cent higher
D) Semi-routine and routine occupations	(-) 0.88	12 per cent lower
E) Not classified	2.18	118 per cent higher
<b>Housing Tenure</b>		
Owns outright	1.0	
Buying it with help of a mortgage or loan	(-) 0.95	6 per cent lower
Rents through LA or Housing Association	0.99	1 per cent higher
Rents privately	(-) 1.16	116 per cent lower
<b>Ethnic Group</b>		
White	-	-

Non-white	-	-
<b>Long-standing illness or disability</b>		
Yes	(-) 0.87	13 per cent lower
No	1.00	-

## 4.4 Chapter summary

This chapter looked at people’s personal experiences of ageism. Although one-third of respondents had been shown some age discrimination in the past year, none of them reported it to be “very often”. Younger respondents aged under 25 were at least twice as likely to have experienced age prejudice than all other age groups. In addition, those respondents that were employed full-time or self-employed were far less likely to have experienced prejudice compared with the non-employed and employed part-time groups. Further analysis revealed that experiences of age discrimination were affected by gender, age group, working status, social class, housing tenure and long-standing illness or disability. It was found, for example, that the chances of a man experiencing age discrimination are about 8 per cent lower compared to a woman. Similarly, the likelihood of experiencing age discrimination for a person with a long-standing illness or disability are about 13 per cent lower compared to a person that does not have any long-standing illness or disability.

## 5 Age stereotypes

### 5.1 Introduction

The earlier surveys systematically examined stereotypes associated both with overtly hostile and also ostensibly 'benevolent' or tolerant aspects of ageism. The Stereotype Content Model contends that the basic elements of all stereotypes fall along the dimensions of warmth and competence. Generally, older people are likely to be stereotyped 'benevolently' as warm (positive) but incompetent (negative), whereas the reverse is true for younger people. Thus, both age groups attract a mixture of positive and negative evaluations (rather than just prejudice per se), and it is important to know what variations there are in perceptions of these stereotypes. Understanding the content of stereotypes applied to different age groups provides clear insight into the differences in opportunity that may be afforded to these groups.

### 5.2 Comparisons between friendly, competent and having high moral standards stereotypes

The first six items ask about the extent people view those in their 20s and those aged 70 and over as friendly, competent and having high moral standards, as follows:

To what extent do you think most people in this country view those in their 20s as...

- friendly?
- competent?
- having high moral standards?

To what extent do you think most people in this country view those over 70 as...

- friendly?
- competent?
- having high moral standards?

These six questions use 7-point rating scales and ask that respondents award a rating between a 1 "not at all likely to be viewed in that way" and 7 "very likely to be viewed in that way".



The second six questions repeat the above but focus on the respondent's personal view:

To what extent do you personally view those in their 20s as...

- friendly?
- competent?
- having high moral standards?

To what extent do you personally view those over 70 as...

- friendly?
- competent?
- having high moral standards?

Again, these six questions use 7-point rating scales and ask that respondents award a rating between a 1 "not at all" and 7 "very much".

### 5.3 Other peoples' views of these stereotypes

Table 5.1 shows that those aged over 70 are viewed by people as more friendly, on average, more competent and as having higher moral standards than those in their 20s. A mean rating of 5.22 for friendliness was awarded and 4.46 for competence for those aged over 70. In contrast, mean ratings of 3.69 and 3.68 for friendliness and competence were reported for those in their 20s. The gap is therefore larger between friendliness and competence for those aged 70 and over compared to those aged in their 20s (see Figure 5.1). It is of note that previous findings (see Abrams et al., 2009) did in fact show slightly higher ratings for competence for those 'under 30'. However, as explained earlier this current analysis uses revised question items and scales and therefore previous findings are not directly comparable. Those aged over 70 are viewed as having higher moral standards by respondents, on average, than those in their 20s (mean ratings 5.84 and 2.94, respectively); the biggest difference between how the two age reference groups are viewed.

There was very little difference in mean ratings by other demographics; although interestingly, within the age group breakdown for the competence stereotype for how people view those in their 20s, the data shows that the competence rating fluctuates with age with younger and older aged groups rating those in their 20s as more competent. Similarly, there are some differences by working status such that non-employed respondents reported slightly lower ratings compared to the other groups. There is also a significant difference in ethnic group for the friendly stereotype such that white respondents were more likely than non-white respondents to give a higher rating (3.71 and 3.48, respectively). It appears as if similar findings are observed for the personally view questions, particularly for age group.

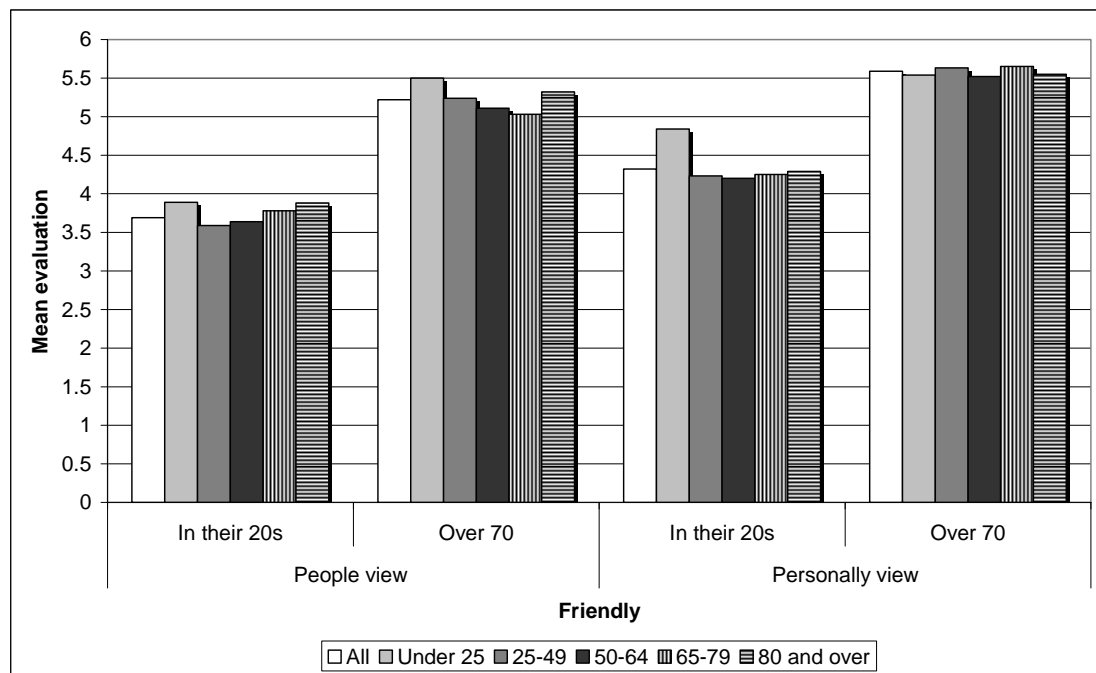
### 5.4 Personal views of these stereotypes

In terms of respondents personal views of these stereotypes the patterns observed are similar but with slightly higher mean ratings for competence in particular for those aged over 70 and for all stereotypes for those in their 20s. Again there was little variation observed by gender (see Table 5.2 and Figures 5.1 to 5.3).

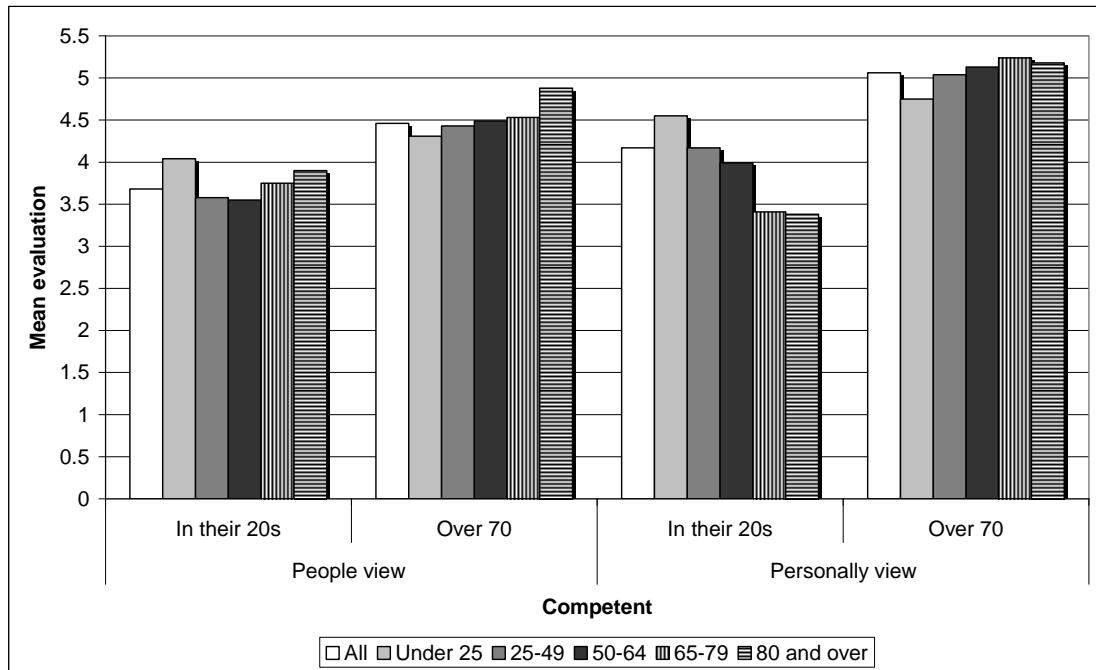
## 5.5 Age group differences

Figure 5.4 shows the difference in scores for those in their 20s and 70s by people view and personally view. The different score for each stereotype was calculated by subtracting the evaluation of people over 70 from the evaluation of people in their 20s; the larger the different score the greater the difference between the two evaluations. A positive score reflects that people over 70 are more likely to be viewed this way than people under 30; in fact, all the scores were positive. All of these differences are significant. The largest difference between the two age groups is observed for high moral standards for both the people view and personally view questions (2.91 and 2.32, respectively).

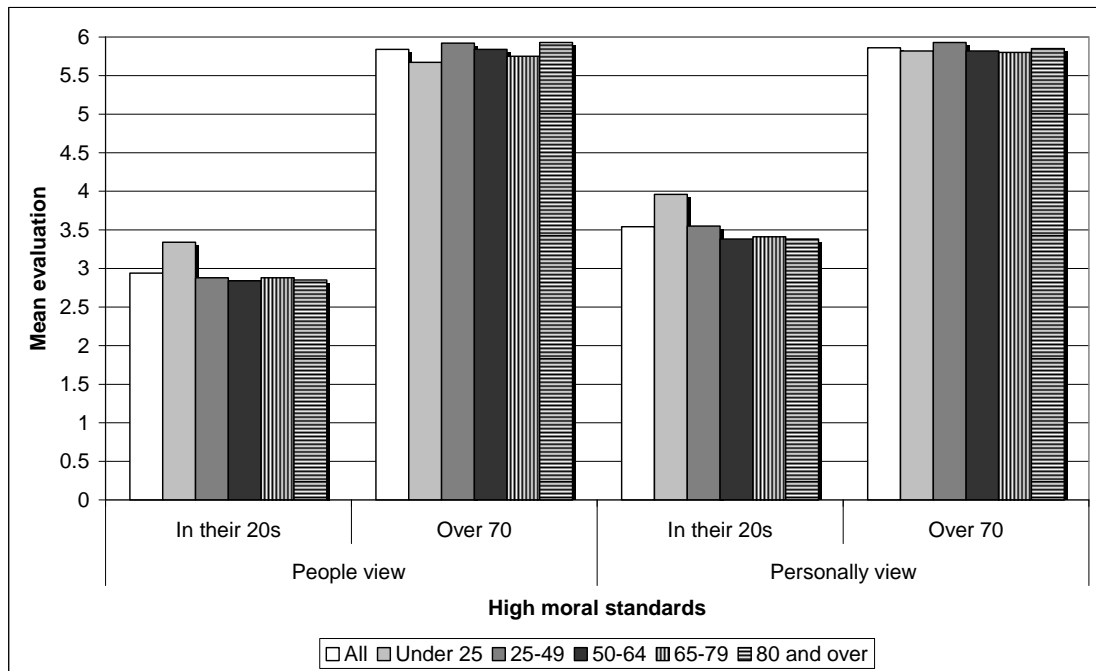
**Figure 5.1 Mean extent people view those in their 20s and over 70 as friendly, by respondent's age group**



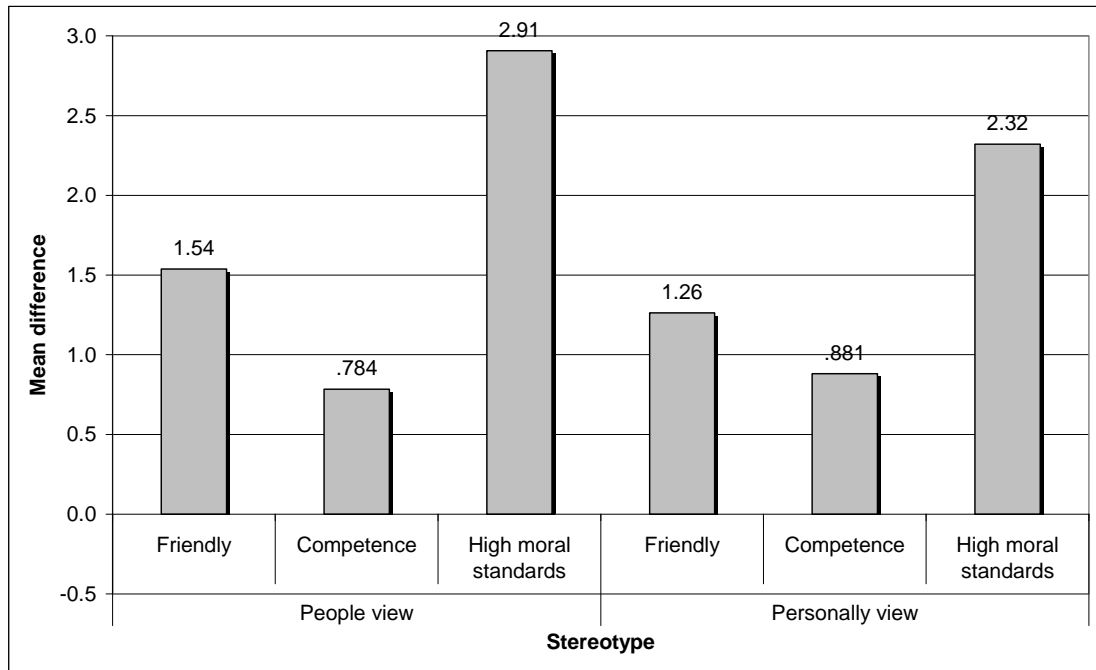
**Figure 5.2 Mean extent people view those in their 20s and over 70 as competent, by respondent's age group**



**Figure 5.3 Mean extent people view those in their 20s and over 70 as having high moral standards, by respondent's age group**



**Figure 5.4 Mean differences between the perceived stereotypes of people over 70 and in their 20s for each stereotype**



**Table 5.1 Mean evaluation for friendliness, competence and high moral standards stereotypes for those aged over 70 and in their 20s, by demographics**

	To what extent <u>people view</u> those in their 20s as...			To what extent <u>people view</u> those aged over 70 as...		
	Friendly	Competent	High moral standards	Friendly	Competent	High moral standards
<b>Gender</b>						
Male	3.67	3.68	2.91	5.35	4.49	5.86
Female	3.70	3.69	2.96	5.10	4.44	5.82
<b>Age group</b>						
Under 25	3.89	4.04	3.34	5.50	4.31	5.67
25-49	3.59	3.58	2.88	5.24	4.43	5.92
50-64	3.64	3.55	2.84	5.11	4.49	5.84
65-79	3.78	3.75	2.88	5.03	4.53	5.75
80 and over	3.88	3.90	2.85	5.32	4.88	5.93
Under 50	3.67	3.70	3.00	5.30	4.40	5.86
Over 50	3.72	3.66	2.86	5.11	4.55	5.82
<b>Working Status</b>						
Self-employed	3.71	3.69	2.82	5.24	4.57	5.98
Employed full time	3.63	3.59	2.85	5.19	4.48	5.86
Employed part time	3.74	3.76	3.07	5.17	4.41	5.83
Not employed	4.02	4.17	3.47	5.56	4.32	5.53
<b>Social Class</b>						
A) Managerial and professional occupations	3.64	3.55	2.81	5.09	4.26	5.80
B) Intermediate occupations	3.75	3.60	2.98	5.10	4.33	5.88

	To what extent <u>people view</u> those in their 20s as...			To what extent <u>people view</u> those aged over 70 as...		
	Friendly	Competent	High moral standards	Friendly	Competent	High moral standards
C1) Small employers and own account workers	3.65	3.66	2.80	5.29	4.65	6.03
C2) Lower supervisory and technical occupations	3.50	3.57	2.88	5.38	4.72	5.88
D) Semi-routine and routine occupations	3.62	3.71	2.94	5.22	4.72	5.88
E) Not classified	4.02	4.15	3.36	5.49	4.28	5.67
<b>Housing Tenure</b>						
Owns outright	3.75	3.73	2.92	5.15	4.50	5.78
Buying it with help of a mortgage or loan	3.67	3.63	2.94	5.19	4.30	5.84
Rents through LA or Housing Association	3.46	3.67	2.93	5.27	4.79	5.94
Rents privately	3.83	3.72	2.99	5.37	4.44	5.88
<b>Ethnic Group</b>						
White	3.71	3.68	2.95	5.20	4.47	5.84
Non-white	3.48	3.70	2.88	5.40	4.42	5.84
<b>Long-standing illness or disability</b>						
Yes	3.62	3.58	2.78	5.16	4.47	5.85
No	3.73	3.73	3.02	5.25	4.46	5.84
<b>Overall</b>						
Mean	3.69	3.68	2.94	5.22	4.46	5.84

**Table 5.2 Mean evaluation for friendliness, competence and high moral standards stereotypes for those in their 20s and those aged over 70, by demographics**

	To what extent you <u>personally view</u> those in their 20s as...			To what extent you <u>personally view</u> those aged over 70 as...		
	Friendly	Competent	High moral standards	Friendly	Competent	High moral standards
<b>Gender</b>						
Male	4.26	4.08	3.50	5.67	5.03	5.88
Female	4.39	4.27	3.58	5.51	5.08	5.85
<b>Age group</b>						
Under 25	4.84	4.55	3.96	5.54	4.75	5.82
25-49	4.23	4.17	3.55	5.63	5.04	5.93
50-64	4.20	3.99	3.38	5.52	5.13	5.82
65-79	4.25	4.09	3.41	5.65	5.24	5.80
80 and over	4.29	4.17	3.38	5.55	5.18	5.85
Under 50	4.40	4.27	3.65	5.61	4.97	5.90
Over 50	4.23	4.04	3.39	5.57	5.17	5.82
<b>Working Status</b>						
Self-employed	4.37	4.18	3.38	5.68	5.13	5.92
Employed full time	4.23	4.10	3.48	5.58	5.08	5.86
Employed part time	4.52	4.36	3.64	5.65	5.16	5.87
Not employed	4.49	4.32	4.02	5.35	4.47	5.76
<b>Social Class</b>						
A) Managerial and professional occupations	4.43	4.19	3.53	5.53	4.97	5.80
B) Intermediate occupations	4.48	4.26	3.64	5.67	5.10	5.95



	<u>To what extent you personally view those in their 20s as...</u>			<u>To what extent you personally view those aged over 70 as...</u>		
	Friendly	Competent	High moral standards	Friendly	Competent	High moral standards
C1) Small employers and own account workers	4.35	4.19	3.34	5.72	5.22	5.97
C2) Lower supervisory and technical occupations	4.00	3.98	3.36	5.56	5.11	5.90
D) Semi-routine and routine occupations	4.11	4.05	3.45	5.63	5.22	5.88
E) Not classified	4.58	4.46	3.94	5.52	4.73	5.82
<b>Housing Tenure</b>						
Owns outright	4.32	4.14	3.52	5.61	5.12	5.79
Buying it with help of a mortgage or loan	4.50	4.29	3.67	5.55	4.97	5.89
Rents through LA or Housing Association	3.95	4.03	3.39	5.55	5.24	5.91
Rents privately	4.29	4.13	3.44	5.66	4.94	5.89
<b>Ethnic Group</b>						
White	4.32	4.17	3.53	5.59	5.05	5.86
Non-white	4.39	4.23	3.62	5.62	5.07	5.92
<b>Long-standing illness or disability</b>						
Yes	4.13	3.98	3.23	5.62	5.18	5.89
No	4.42	4.27	3.65	5.58	4.99	5.85
<b>Overall</b>						
Mean	4.32	4.17	3.54	5.59	5.06	5.86

## 5.6 Chapter summary

This chapter looked at age stereotypes in order to understand the differences in opportunity that may be afforded different age groups. It was revealed that those aged over 70 are viewed by people as more friendly, more competent and as having higher moral standards than those in their 20s. There was very little difference in mean ratings by other demographics, highlighting the general sound consensus surrounded by age stereotypes. In terms of respondents' *personal views* of these stereotypes similar findings were observed.

## 6 Ageing as a perceived threat

### 6.1 Introduction

Where there are perceived age-based differences (e.g. in lifestyle, employment opportunities or needs for welfare and healthcare) younger and older people may feel that the other age group poses a threat to their economic, material or cultural quality of life.

### 6.2 Perceptions of threat to economic well-being

Two questions were asked of respondents:

1. Do you think people in their 20s contribute very little or a great deal economically these days?
2. Do people over 70 contribute very little or a great deal economically these days?

These questions used 7-point rating scales with respondents asked to indicate a rating from 1 "contribute very little" to 7 "contribute a great deal".

Only small groups of respondents (see Table 6.1) reported that those in their 20s or those aged over 70 "contribute very little" (6 per cent for each age reference group) or "contribute a great deal" (3 per cent for each). On the whole there was a slight tendency for respondents to allocate a higher rating for the economic contribution of those over 70 compared with those in their 20s. For example, just looking at respondents awarding a rating of 5 or 6 (higher end of the scale in terms of economic contribution) for those in their 20s this summed to 21 per cent and for those over 70 it summed to 28 per cent.

**Table 6.1 Percentage of respondents indicating extent to which people in their 20s and aged over 70 contribute economically**

Rating	Reference group	
	In their 20s	Over 70
1 (contribute very little)	6	6
2	18	20
3	28	23
4	24	21
5	14	18
6	7	10
7 (contribute a great deal)	3	3

Note: Percentages may not sum to 100 due to rounding.

Mean ratings (see Table 6.2) of the economic contribution of the two age groups did not vary by gender for the in their 20s group but there was a difference for the over 70 group such that women were more likely to see people aged over 70 contributing economically. With age there was a slight tendency for older age groups to rate those in their 20s as making a lower economic contribution than younger groups. Respondents in social class A rated those over 70 as contributing less economically than those in social classes C2 and D. the reverse effect was observed for the in their 20s group. Respondents renting their home through a LA or Housing Association awarded those in their 20s as making the lowest economic contribution, on average, compared with other housing tenure groups (whereas this group of social renters rated those over 70 as making the highest economic contribution).

**Table 6.2 Mean rating of extent to which respondents see people in their 20s and aged over 70 contributing economically, by demographics**

	Age reference	
	In their 20s	Over 70
<b>Gender</b>		
Male	3.56	3.51
Female	3.49	3.83
<b>Age Group</b>		
Under 25	3.93	3.52
25-49	3.52	3.61
50-64	3.42	3.68
65-79	3.38	3.93
80 and over	3.31	3.86
Under 50	3.63	3.59

	Age reference	
	In their 20s	Over 70
Over 50	3.39	3.79
<b>Working Status</b>		
Self-employed	3.44	3.59
Employed full time	3.46	3.65
Employed part time	3.66	3.82
Not employed	3.89	3.57
<b>Social Class</b>		
A) Managerial and professional occupations	3.63	3.42
B) Intermediate occupations	3.58	3.85
C1) Small employers and own account workers	3.39	3.62
C2) Lower supervisory and technical occupations	3.25	3.72
D) Semi-routine and routine occupations	3.36	3.95
E) Not classified	3.84	3.61
<b>Housing Tenure</b>		
Owns outright	3.51	3.67
Buying it with help of a mortgage or loan	3.55	3.55
Rents through LA or Housing Association	3.30	4.04
Rents privately	3.76	3.61
<b>Ethnic Group</b>		
White	3.52	3.67
Non-white	3.57	3.69
<b>Long-standing illness or disability</b>		
Yes	3.36	3.73
No	3.61	3.64
<b>Overall</b>		
Mean	3.53	3.67

The following piece of analysis groups the rating of economic contribution into three types. Those classed as taking out more than they contribute economically were rated as 1 or 2 by respondents. Those classified as putting in more than they contribute economically were rated as 6 or 7 by respondents. The remaining group was classed as having a “neutral” economic contribution and had been awarded a rating from between 3 and 5 by respondents.

According to this grouped classification (see Table 6.3), overall, those over 70 are seen as putting in more economically than those in their 20s (13 and 10 per cent, respectively). In terms of gender, men are more likely to see those in their 20s as taking out more economically than putting in more whereas women are more likely to see those in their 20s as putting in more than taking out more. For example, 26 per cent of men and 22 per cent of women rate

those in their 20s as taking out more economically and 11 per cent of men and 8 per cent of women rate them as putting in more. For those over, 70 a similar pattern is observed with a much larger gap between men and women in rating this age group as taking out more (31 per cent of men and 21 per cent of women rate those over 70 as taking out more).

**Table 6.3** Percentage of respondents indicating extent to which people in their 20s and aged over 70 contribute economically, by demographics (row percentages)

	...in their 20s			Over 70			<i>Unweighted N</i>
	Take out more (1- 2)	Neutral (3-5)	Put in more (6- 7)	Take out more (1- 2)	Neutral (3-5)	Neutral (3-5)	
<b>Gender</b>							
Male	26	63	11	31	21	25	987
Female	22	70	8	21	65	15	1,130
<b>Age group</b>							
Under 25	[18]	67	.	[27]	66	.	166
25-49	24	66	10	28	58	14	848
50-64	27	66	[8]	26	60	13	544
65-79	25	69	.	17	68	14	411
80 and over	[30]	65	.	[19]	67	.	148
Under 50	22	66	12	28	60	12	1,014
Over 50	26	67	7	22	64	14	1,103
<b>Working Status</b>							
Self-employed	29	61	.	25	63	[12]	243
Employed full time	25	67	8	27	60	13	1,370
Employed part time	20	68	[12]	22	64	14	390
Not employed	.	67	.	[25]	66	.	114
<b>Social Class</b>							
A) Managerial and professional occupations	20	71	9	31	59	10	725
B) Intermediate	23	67	.	20	64	[16]	243

	...in their 20s			Over 70			<i>Unweighted N</i>
	Take out more (1- 2)	Neutral (3-5)	Put in more (6- 7)	Take out more (1- 2)	Neutral (3-5)	Neutral (3-5)	
occupations							
C1) Small employers and own account workers	30	60	.	[24]	64	.	186
C2) Lower supervisory and technical occupations	31	65	.	[28]	56	[16]	176
D) Semi-routine and routine occupations	28	63	9	20	63	17	600
E) Not classified	[19]	67	.	[26]	66	.	182
<b>Housing Tenure</b>							
Owns outright	24	68	8	24	65	11	740
Buying it with help of a mortgage or loan	23	68	9	28	62	11	684
Rents through LA or Housing Association	29	64	.	19	62	19	395
Rents privately	22	64	[14]	30	54	16	295
<b>Ethnic Group</b>							
White	24	67	9	26	61	13	1,925
Non-white	[24]	66	.	[21]	70	.	191
<b>Long-standing illness or disability</b>							
Yes	26	67	7	23	64	13	814
No	23	66	11	26	61	13	1,303



	...in their 20s			Over 70			<i>Unweighted N</i>
	Take out more (1- 2)	Neutral (3-5)	Put in more (6- 7)	Take out more (1- 2)	Neutral (3-5)	Neutral (3-5)	
<b>Overall</b> All	24	67	10	25	62	13	2,117

Note: Percentages may not sum to 100 due to rounding.  
 . = less than 30 cases; [ ] = less than 50 cases (treat with caution).

## 6.3 Chapter summary

In this chapter we looked at how perceptions of threat to economic wellbeing differ according to age. It is possible that younger and older people may feel that the other age group poses a threat to their economic, material or cultural quality of life. On average, both those aged in their 20s and those over 70 were viewed as “neutral” in terms of their economic contribution to society. With age, there was a slight tendency for older age groups to rate those in their 20s as making a lower economic contribution than younger age groups. One-quarter of people were viewed as “taking out more” economically. Moreover, men were more likely to see those in their 20s as “taking out more” economically than “putting in more” whereas women were more likely to see those in their 20s as “putting in more” than “taking out more”.

## 7 Expressions of age prejudice

### 7.1 Introduction

Asking people directly about their prejudices leads to biases in responses. In addition, people are sometimes not aware of their prejudices. One way around this problem is to ask people *indirectly* whether a group should be supported or to ask people what they think about many groups and then compare their answers to see which groups they favour. In this report we assess respondent's responses based on both indirect and direct measures.

### 7.2 Indirect prejudice

The next questions focus on indirect measures whereby respondents are asked to think about how most people would place the status of different age groups and then their own age by asking the following:

How do you think most people in Britain would place the status of people...

- in their 20s?
- in their 40s?
- over 70?

What in your view is the status of people of your own age in Britain?

These were rated using a 7-point Rating scale with respondents asked to award a rating from 1 "extremely low status" to 7 "extremely high status".

The status of people in their 40s is perceived by respondents as higher than for both those in their 20s and those aged over 70 as this group area awarded no 1s (rating them as "extremely low" in status) and very few 2s. This age reference group is most commonly rated between 4 to 6 compared to other groups. However, 9 per cent of respondents rate those over 70 as being "extremely high" in status compared with 3 per cent of those in their 40s and just 1 per cent of those in their 20s.

Figure 7.1 combines ratings 1 to 2, 3 to 5 and 6 to 7 and defines them as "extremely low", "average" and "extremely high",

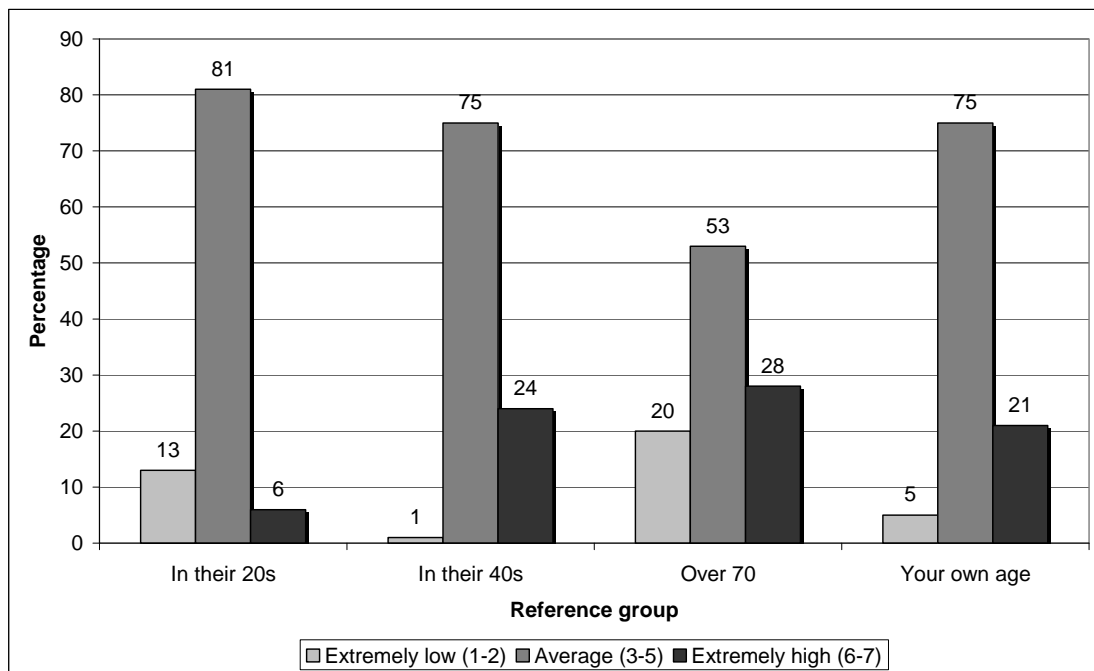
respectively, in order to make Table 7.1 easier to digest. It is immediately apparent that those respondents in their 20s and 40s are rated predominantly as “average” (81 per cent and 75 per cent, respectively). Whilst the over 70s group are the most likely to be rated “extremely high” (28 per cent) they are also the group most likely to be rated “extremely low”. Coincidentally, the reference group ‘your own age’ scores very closely to the ‘in their 40s’ reference group and this reflects the fact that the average/mean ages of respondents in the study were within this age group.

**Table 7.1 Percentage of respondents indicating status of people in their 20s, 40s, aged over 70 and those your own age**

Rating	Reference group			
	In their 20s	In their 40s	Over 70	Your own age
1 (extremely low)	2	0	4	1
2	11	1	16	4
3	32	5	18	12
4	34	25	19	31
5	15	45	16	32
6	5	21	19	17
7 (extremely high)	1	3	9	4

Note: Percentages may not sum to 100 due to rounding.

**Figure 7.1 Percentage of respondents indicating status of people in their 20s, 40s, aged over 70 and those your own age**



Looking at the mean ratings by demographic groupings (see Table 7.2) shows that, overall, those in their 20s receive the least favourable mean rating, those in their 40s the most favourable and those aged over 70 a mean rating between the other two age reference groups.

Little variability in the mean ratings of the different age reference groups was observed for men and women and by the other demographic breaks for those in their 20s, in their 40s and aged over 70, in particular. In terms of assessing the status of their own age, however, respondents aged under 25 provided the lowest mean rating and those over 80 the highest; there was little variation amongst the middle age banded groups. Similarly the self employed and those working were likely to view the status of their own age more highly than those not in employment.

**Table 7.2 Mean rating of status of people in their 20s, 40s, aged over 70 and your own age, by demographics**

	Reference Group			
	...in their 20s	...in their 40s	Over 70	Your own age
<b>Gender</b>				
Male	3.62	4.84	4.21	4.56
Female	3.69	4.91	4.13	4.50
<b>Age Group</b>				
Under 25	4.02	5.05	4.04	3.91
25-49	3.54	4.90	4.21	4.60
50-64	3.54	4.78	4.05	4.73
65-79	3.77	4.77	4.19	4.54
80 and over	3.80	4.86	4.73	4.97
Under 50	3.66	4.94	4.17	4.42
Over 50	3.65	4.78	4.18	4.69
<b>Working Status</b>				
Self-employed	3.50	4.90	4.35	4.74
Employed full time	3.58	4.86	4.16	4.58
Employed part time	3.83	4.90	4.08	4.47
Not employed	3.99	4.85	4.22	3.98
<b>Social Class</b>				
A) Managerial and professional occupations	3.49	4.91	3.89	4.62
B) Intermediate occupations	3.64	4.85	4.05	4.46
C1) Small employers and own account workers	3.51	4.93	4.48	4.73
C2) Lower supervisory and technical occupations	3.65	4.76	4.54	4.72
D) Semi-routine and routine occupations	3.79	4.84	4.33	4.55
E) Not classified	3.93	4.87	4.20	4.09
<b>Housing Tenure</b>				
Owns outright	3.74	4.86	4.13	4.53
Buying it with help of a mortgage or loan	3.55	4.92	4.08	4.61
Rents through LA or Housing Association	3.74	4.73	4.51	4.51
Rents privately	3.65	4.94	4.12	4.39
<b>Ethnic Group</b>				
White	3.65	4.87	4.17	4.55
Non-white	3.68	4.89	4.13	4.36
<b>Long-standing illness or disability</b>				

	Reference Group			
	...in their 20s	...in their 40s	Over 70	Your own age
Yes	3.59	4.82	4.21	4.56
No	3.69	4.90	4.15	4.52
<b>Overall Mean</b>	3.65	4.87	4.17	4.53

### 7.3 Direct prejudice

Respondents were asked more directly how positive or negative they felt toward people aged under 30 and toward people aged over 70. The two questions asked were:

How negative or positive do you feel towards people...

- in their 20s?
- over 70?

These were rated using a 7-point rating scale with respondents asked to award a rating between 1 "extremely negative" and 7 "extremely positive".

In terms of how positive or negative respondents feel towards the age reference groups: perceptions towards those aged over 70 are more positive than towards those in their 20s. For example 28 per cent of respondents rated those in their 20s as 6 or 7 ("extremely positive") whereas for those aged over 70 this was 56 per cent.

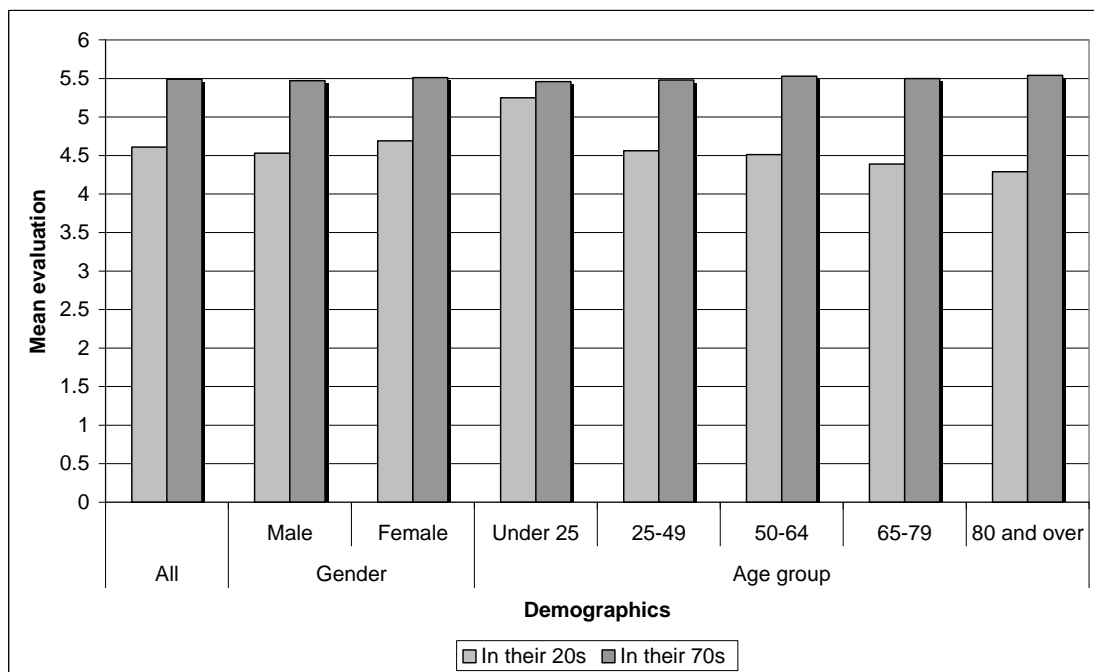
**Table 7.3 Percentage of respondents indicating how negative or positive they feel towards people in their 20s and people aged over 70 (2010)**

Rating	Reference Group	
	In their 20s	Over 70
1 (extremely negative)	1	1
2	5	1
3	13	2
4	28	12
5	25	27
6	20	41
7 (extremely positive)	8	15

Note: Percentages may not sum to 100 due to rounding.

Looking at the mean ratings of how positive or negative feelings are towards the two age reference groups (see Table 7.4) again reflected that perceptions towards those aged over 70 are more positive for all groups within these breaks. Figure 7.2 shows that, overall, respondents viewed people in their 70s fairly positively with a mean score of 5.49. There are no observed gender or age differences for this age group. However, age differences are observed for people in their 20s in that younger respondents view people in their 20s more favourably than older respondents. Overall, respondents view people in their 20s positively with a mean score of 4.61.

**Figure 7.2 Mean rating of how negative or positive they feel towards people in their 20s and people aged over 70, by gender and age**



**Table 7.4 Mean rating of how negative or positive they feel towards people in their 20s and people aged over 70, by demographics**

	Reference group	
	...in their 20s	...over 70
<b>Gender</b>		
Male	4.53	5.47
Female	4.69	5.51
<b>Age Group</b>		



	Reference group	
	...in their 20s	...over 70
Under 25	5.25	5.46
25-49	4.56	5.48
50-64	4.51	5.53
65-79	4.39	5.50
80 and over	4.29	5.54
Under 50	4.74	5.47
Over 50	4.44	5.52
<b>Working Status</b>		
Self-employed	4.55	5.62
Employed full time	4.56	5.48
Employed part time	4.73	5.55
Not employed	4.86	5.25
<b>Social Class</b>		
A) Managerial and professional occupations	4.76	5.46
B) Intermediate occupations	4.79	5.52
C1) Small employers and own account workers	4.54	5.64
C2) Lower supervisory and technical occupations	4.05	5.39
D) Semi-routine and routine occupations	4.42	5.54
E) Not classified	4.88	5.42
<b>Housing Tenure</b>		
Owns outright	4.53	5.49
Buying it with help of a mortgage or loan	4.83	5.52
Rents through LA or Housing Association	4.28	5.49
Rents privately	4.58	5.44
<b>Ethnic Group</b>		
White	4.59	5.49
Non-white	4.79	5.49
<b>Long-standing illness or disability</b>		
Yes	4.37	5.53
No	4.74	5.48
<b>Overall</b>		
Mean	4.61	5.49

## 7.4 Social distance

Another type of measure, often used to examine prejudice, is that of 'social distance', such as how comfortable people would be having someone from a different group as a neighbour, friend, or relative. These questions do not fit relationships with younger and older people because such relationships are rather unavoidable.

Instead, a social distance item in these surveys focused on employment relations by asking how comfortable respondents would feel with an older or younger colleague as a boss, assuming the person was well qualified. The two questions posed to respondents were:

1. How acceptable or unacceptable do you think most people would find it if a suitably qualified 30 year old was appointed as their boss?
2. How acceptable or unacceptable do you think most people would find it if a suitably qualified 70 year old was appointed as their boss?

These were rated using 7-point rating scales with respondents asked to award a rating from between 1 "completely unacceptable" and 7 "completely acceptable".

As can be seen in Table 7.5, there was a tendency for respondents to find a 30-year-old appointed as their boss less acceptable than a 70-year-old. For example, 6 per cent of respondents rated a 30-year-old as their boss with a 1 ("completely unacceptable") or 2 compared to 16 per cent of respondents awarding these ratings to a 70-year-old being appointed as their boss.

**Table 7.5 Percentage of respondents indicating how acceptable or unacceptable 30-year-old and 70-year-old appointed as boss, by gender**

Rating	Reference group	
	...30-year-old	...70-year-old
1 (completely unacceptable)	2	3
2	4	13
3	13	18
4	23	18
5	22	17
6	18	18
7 (completely acceptable)	19	14

Note: Percentages may not sum to 100 due to rounding.

Table 7.6 shows that, overall, most respondents were accepting of a boss in their 30s or 70s. Overall, respondents were more accepting of a boss in their 30s than in their 70s (mean scores of 4.89 and 4.42, respectively). Although, respondents were more accepting towards a younger boss. Younger aged respondents rated a boss in their 30s higher than did older age respondents. For example, those aged under 25 rated a boss in their 30s with a mean score of 5.63 whilst those aged 80 and over rated a boss in their 30s with a mean

score of 4.69. Those renting privately also responded more favourably than home owners (mean scores of 5.26 and 4.69, respectively).

**Table 7.6 Mean rating of how acceptable or unacceptable 30-year-old and 70-year-old appointed as boss, by demographics**

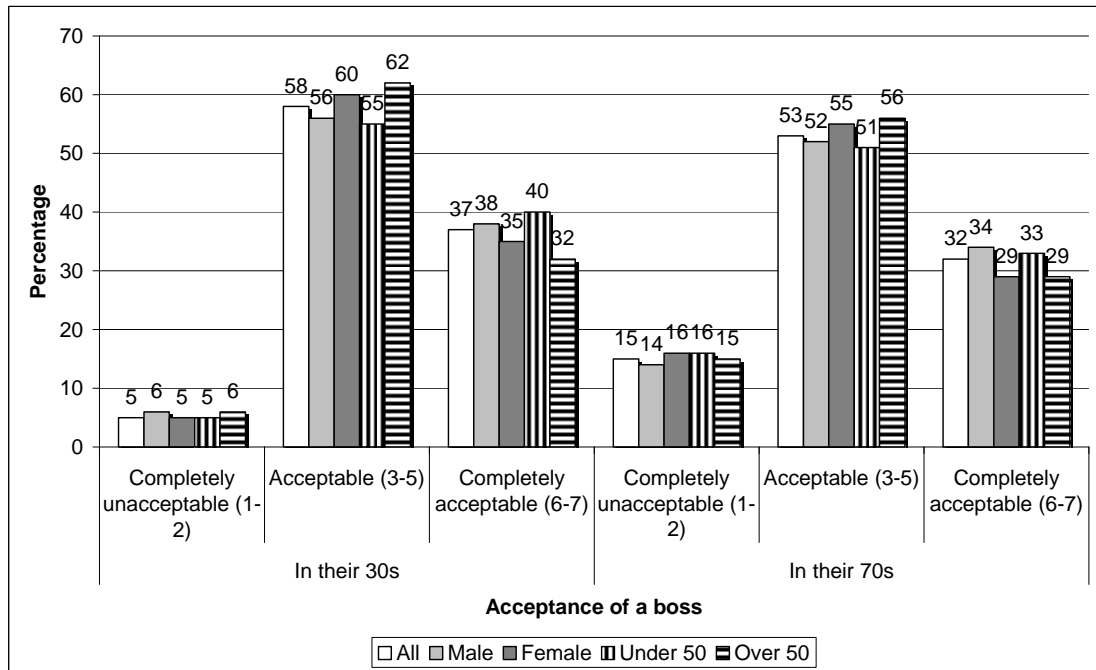
	Reference Group	
	...30-year-old	...70-year-old
<b>Gender</b>		
Male	4.93	4.52
Female	4.85	4.32
<b>Age Group</b>		
Under 25	5.63	4.51
25-49	4.82	4.43
50-64	4.74	4.45
65-79	4.66	4.31
80 and over	4.69	4.31
Under 50	5.02	4.45
Over 50	4.71	4.39
<b>Working Status</b>		
Self-employed	4.75	4.66
Employed full time	4.86	4.42
Employed part time	4.94	4.36
Not employed	5.23	4.27
<b>Social Class</b>		
A) Managerial and professional occupations	4.78	4.25
B) Intermediate occupations	4.90	4.04
C1) Small employers and own account workers	4.78	4.80
C2) Lower supervisory and technical occupations	4.67	4.44
D) Semi-routine and routine occupations	4.96	4.70
E) Not classified	5.24	4.34
<b>Housing Tenure</b>		
Owns outright	4.69	4.30
Buying it with help of a mortgage or loan	4.91	4.37
Rents through LA or Housing Association	4.87	4.74
Rents privately	5.26	4.45
<b>Ethnic Group</b>		
White	4.87	4.41

	Reference Group	
	...30-year-old	...70-year-old
Non-white	5.02	4.55
<b>Long-standing illness or disability</b>		
Yes	4.77	4.37
No	4.95	4.44
<b>Overall</b>		
Mean	4.89	4.42

Table 7.7 and Figure 7.3 also show that, overall, the majority of respondents were either 'accepting' (58 per cent) or completely accepting (37 per cent) of a boss in their 30s. A similar pattern was observed for accepting a boss in their 70s – 53 per cent were 'accepting' and a further 32 per cent were completely accepting. The main difference between the two age reference groups is in the proportions of respondents that reported 'completely unacceptable'. Here we find that respondents were three times as likely to report that a boss in their 70s is 'completely unacceptable' compared to a boss in their 30s (15 per cent and 5 percent, respectively).

Interestingly, no gender differences were observed for either of the age reference groups in terms of the proportion of respondents that reported completely unacceptable. It is also apparent from the under/over 50 age groups that there is no statistical difference for respondents that reported completely unacceptable for either of the age reference groups.

**Figure 7.3 Percentage of respondents indicating their acceptability of a boss in their 30s or 70s, by gender and age group**



**Table 7.7 Percentage of respondents indicating how acceptable or unacceptable 30-year-old and 70-year-old appointed as boss, by demographics**

	30-year-old boss			70-year old boss			<i>Unweighted N</i>
	Completely unacceptable (1-2)	Acceptable (3-5)	Completely acceptable (6-7)	Completely unacceptable (1-2)	Acceptable (3-5)	Completely acceptable (6-7)	
<b>Gender</b>							
Male	6	56	38	14	52	34	987
Female	5	60	35	16	55	29	1,130
<b>Age group</b>							
Under 25	.	35	62	.	51	35	166
25-49	[5]	62	33	16	51	33	848
50-64	[7]	59	34	13	55	31	544
65-79	.	65	30	18	54	29	411
80 and over	.	63	31	.	65	[23]	148
Under 50	5	55	40	16	51	33	1,014
Over 50	6	62	32	15	56	29	1,103
<b>Working Status</b>							
Self-employed	.	60	33	.	54	35	243
Employed full time	5	59	36	15	53	31	1,370
Employed part time	.	57	39	17	52	31	390
Not	.	48	[48]	.	53	[29]	114

	30-year-old boss			70-year old boss			<i>Unweighted N</i>
	Completely unacceptable (1-2)	Acceptable (3-5)	Completely acceptable (6-7)	Completely unacceptable (1-2)	Acceptable (3-5)	Completely acceptable (6-7)	
employed <b>Social Class</b>							
A) Managerial and professional occupations	[5]	62	33	16	57	26	725
B) Intermediate occupations	.	58	39	[21]	55	24	243
C1) Small employers and own account workers	.	59	34	.	52	39	186
C2) Lower supervisory and technical occupations	.	61	33	.	50	35	176
D) Semi-routine and	[6]	56	39	14	47	39	600

	30-year-old boss			70-year old boss			<i>Unweighted N</i>
	Completely unacceptable (1-2)	Acceptable (3-5)	Completely acceptable (6-7)	Completely unacceptable (1-2)	Acceptable (3-5)	Completely acceptable (6-7)	
routine occupations							
E) Not classified	.	51	46	.	55	29	182
<b>Housing Tenure</b>							
Owns outright	[5]	65	30	16	58	26	740
Buying it with help of a mortgage or loan	[5]	56	39	16	53	31	684
Rents through LA or Housing Association	[7]	55	38	14	44	42	395
Rents privately	.	51	46	[15]	51	34	295
<b>Ethnic Group</b>							
White	5	59	36	15	54	31	1,925
Non-white	.	53	44	.	49	37	191
<b>Long-</b>							



	30-year-old boss			70-year old boss			<i>Unweighted N</i>
	Completely unacceptable (1-2)	Acceptable (3-5)	Completely acceptable (6-7)	Completely unacceptable (1-2)	Acceptable (3-5)	Completely acceptable (6-7)	
<b>standing illness or disability</b>							
Yes	6	61	33	16	53	31	814
No	5	56	39	15	53	32	1,311
<b>Overall</b>							
Total	5	58	37	15	53	32	2,117

Note: Percentages may not sum to 100 due to rounding.  
 . = less than 30 cases; [ ] = less than 50 cases (treat with caution).

## 7.5 Chapter summary

This chapter looked at expressions of age prejudice. On a 7-point rating scale ranging from 1, "extremely low status" to 7, "extremely high status" used to measure the status of respondents in their 20s, 40s and 70s. It was found that those in their 20s received the least favourable rating, those in their 40s the most favourable and those aged over 70 rating between the other two age reference groups. It was also found that perceptions towards those aged over 70 are more positive than towards those in their 20s. For example, 28 per cent of respondents rated those in their 20s as "extremely positive" compared to 56 per cent for those aged over 70. Finally, this chapter looked at perceptions towards how acceptable or unacceptable respondents would find it if a suitably qualified 30 year-old or 70 year-old was appointed as their boss. Overall, most respondents were accepting of a boss in their 30s and 70s; although, respondents were more accepting towards a younger boss.

## 8 Inter-generational closeness

### 8.1 Introduction

An important index of potential inequality and prejudice is the extent to which groups share common goals and values, and the extent to which they understand one another. Research on prejudice and discrimination often shows that stronger perceptions of group similarity, as well as friendships across group boundaries, help to address inaccurate stereotypes and improve inter-group relationships (Abrams et al., 2006).

### 8.2 In what ways are people aged over 70 and in their 20s viewed as different?

Prejudice is likely to be lower when people view those from their own and another group as sharing a larger common group or community. Respondents were asked:

1. Do you see people in their 20s and those over 70 as one common group, two groups part of the same community, two groups not part of the same community or individuals rather than groups?

The results showed that almost half of respondents viewed people in their 20s and those aged over 70 as “two groups that are part of the same community” (47 per cent) with a further third (34 per cent) seeing these age reference groups as “individuals rather than groups” (see Figure 8.1).

**Figure 8.1** Percentage of respondents indicating how they see people in their 20s and those over 70 as individuals or groups

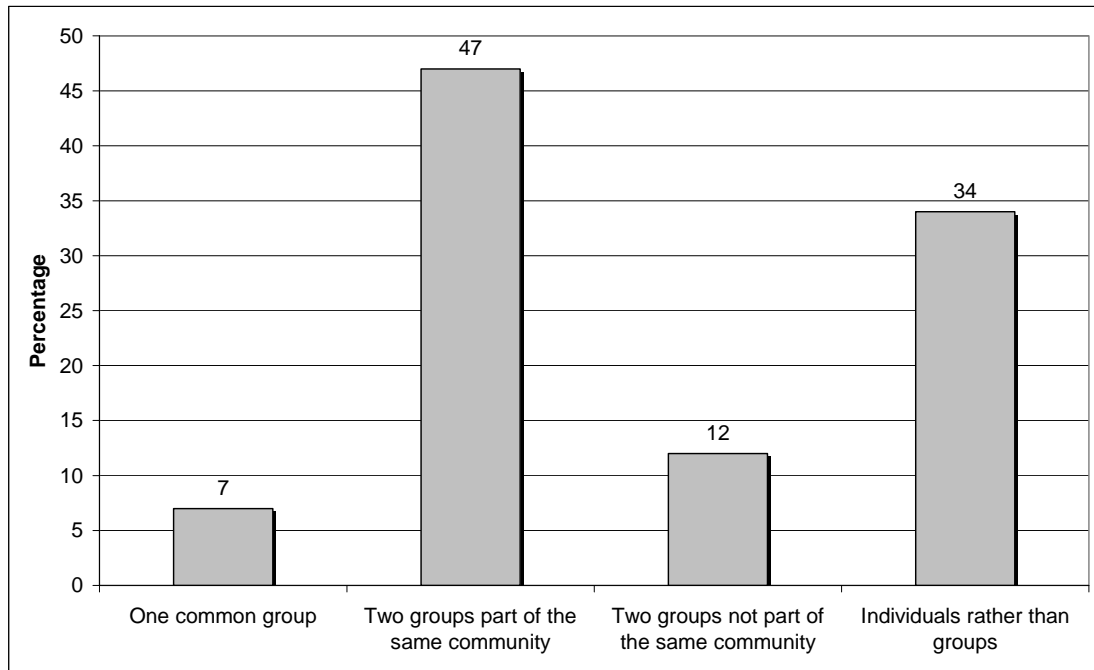


Table 8.1 shows that female respondents were more likely to class people in their 20s and those aged over 70 as individuals rather than groups (36 and 32 per cent, respectively). Similarly, respondents in older age groups were more likely to report the two age reference groups as individuals rather than groups up to the age 65-79 years. On the other hand, respondents in older age groups were less likely to report the two age reference groups as two groups that are part of the same community (57 per cent of those under 25 compared with 38 per cent of those aged 65-79, for example).

**Table 8.1 Percentage of respondents indicating how people in their 20s and those over 70 are viewed as individuals or as part of a group, by demographics (row percentages)**

	Individuals or groups				<i>Unweighted N</i>
	One common group	Two groups part of the same community	Two groups not part of the same community	Individuals rather than groups	
<b>Gender</b>					
Male	8	46	.	32	994
Female	6	47	10	36	1138
<b>Age Group</b>					
Under 25	.	57	8	27	167
25-49	8	48	11	33	851
50-64	.	45	12	38	546
65-79	[7]	38	15	40	418
80 and over	.	42	[20]	30	150
Under 50	8	50	11	31	1018
Over 50	6	42	14	38	1114
<b>Working Status</b>					
Self-employed	.	49	[11]	30	245
Employed full time	6	44	13	36	1385
Employed part time	.	50	[8]	33	389
Not employed	.	55	.	[26]	113
<b>Social Class</b>					
A) Managerial and professional occupations	[5]	48	14	33	731
B) Intermediate	.	43	[11]	41	249

	Individuals or groups				<i>Unweighted N</i>
	One common group	Two groups part of the same community	Two groups not part of the same community	Individuals rather than groups	
occupations					
C1) Small employers and own account workers	.	49	.	28	188
C2) Lower supervisory and technical occupations	.	44	.	34	176
D) Semi-routine and routine occupations	[9]	44	10	38	601
E) Not classified	.	53	.	26	182
<b>Housing Tenure</b>					
Owns outright	7	42	13	38	749
Buying it with help of a mortgage or loan	[6]	51	12	31	686
Rents through LA or Housing Association	[8]	42	13	37	396
Rents privately	.	52	[10]	31	298
<b>Ethnic Group</b>					
White	7	47	12	34	1934
Non-white	.	45	.	36	197
<b>Long-standing illness or disability</b>					
Yes	9	39	14	38	828
No	6	51	11	32	1316

	Individuals or groups				<i>Unweighted N</i>
	One common group	Two groups part of the same community	Two groups not part of the same community	Individuals rather than groups	
<b>Overall</b>					
All	7	47	12	34	2,132

Note: Percentages may not sum to 100 due to rounding.  
 . = less than 30 cases; [ ] = less than 50 cases (treat with caution).

### 8.3 Inter-generational contact

Inter-group contact demonstrates that positive experiences of contact between members of different groups can lay the ground for positive attitudes and behaviour. Inter-group contact theory holds that positive personal relationships, especially friendships, across inter-group boundaries are likely to lead to more positive attitudes and less stereotyping of out-groups (see Abrams et al., 2006). Therefore, an important indicator of a group's risk of discrimination or social exclusion is the extent to which its members are in regular positive contact with others. Alternatively, socio-emotional selectivity theory suggests that older people might isolate themselves from relationships that highlight their relative lack of capacity. The two survey questions asked respondents about friends or family members under 30 and aged 70 and over with which they can discuss family issues, as follows:

1. How many friends or family members younger than 30 do you have with whom you can discuss personal issues?
2. How many friends or family members older than 70 do you have with whom you can discuss personal issues?

In response to the second set of questions, of all respondents, 23 per cent had no friends under the age of 30 and 31 per cent had no friends aged 70 and over (see Table 8.2). Fewer respondents had a higher number of friends aged over 70 than under 30 years. For example, 10 per cent of respondents had 10 or more friends under the age of 30 whereas only 5 per cent had this number of friends aged 70 and over. Friendships with those under 30 were more commonly held by women (80 per cent with 1 or more friends of this age compared with 73 per cent for men); friendships with those over 70 did not vary by gender.

**Table 8.2 Percentage of respondents indicating number of friends or family members younger than 30 or older than 70 with whom they can discuss personal issues, by gender**

Rating	Gender		
	Male	Female	All
<b>Younger than 30</b>			
None	27	20	23
1	10	9	9
2	11	13	12
3-5	26	30	28
6-9	12	15	14



10 or more	15	13	14
<b>Older than 70</b>			
None	32	31	31
1	19	20	19
2	15	14	14
3-5	22	21	22
6-9	7	9	8
10 or more	5	5	5

Note: Percentages may not sum to 100 due to rounding.

Table 8.3 shows that overwhelmingly the majority of respondents had someone to discuss personal issues with in both of the age reference groups. However, it is clear that people were nonetheless more likely to have someone under 30 to talk to than over 70 (77 and 69 per cent, respectively). Despite this, it is still of note that almost one quarter (23 per cent) of respondents said that they did not have a friend under 30 to discuss personal issues with. Further analysis shows that 9 per cent of respondents had neither a friend aged under 30 or over 70 to discuss personal issues with. The data shows that younger people are more likely to have a friend under 30 whilst older people are more likely to have a friend over 70.

Respondents in social class A were less likely to report not having a friend over 70 compared to those respondents in social class D (27 and 36 per cent, respectively). Respondents that owned their own homes were more likely to report not having a friend under 30 compared to the other housing groups. However, the opposite effect was observed for respondents over 70 whereby home owners were the group least likely to report not having a friend compared to other groups. It is also evident that those respondents with a long-standing illness or disability are more likely to report not having any friends under 30 compared to respondents that did not report any long-standing illness or disability (31 per cent and 20 per cent, respectively).

**Table 8.3** Percentage of respondents who had friendships with people aged under 30 and over 70, by demographics (row percentages)

	Rating				<i>Unweighted N</i>
	Under 30 No friends to discuss...	One or more friends to discuss...	Over 70 No friends to discuss...	One or more friends to discuss...	
<b>Gender</b>					
Male	27	73	32	68	1,000
Female	20	80	31	69	1,151
<b>Age Group</b>					
Under 25	.	95	34	66	168
25-49	20	80	37	63	853
50-64	27	73	31	69	552
65-79	40	60	15	85	422
80 and over	39	61	[23]	77	156
Under 50	16	84	37	63	1,021
Over 50	33	67	24	76	1,130
<b>Working Status</b>					
Self-employed	28	72	26	74	246
Employed full time	26	74	33	67	1,400
Employed part time	17	83	30	70	391
Not employed	.	90	[30]	70	114
<b>Social Class</b>					
A) Managerial and professional occupations	25	75	27	73	732
B) Intermediate	24	76	26	74	254

	Rating				<i>Unweighted N</i>
	Under 30 No friends to discuss...	One or more friends to discuss...	Over 70 No friends to discuss...	One or more friends to discuss...	
occupations					
C1) Small employers and own account workers	29	71	[29]	71	189
C2) Lower supervisory and technical occupations	[25]	75	35	65	178
D) Semi-routine and routine occupations	24	76	36	64	610
E) Not classified	[12]	88	38	62	183
<b>Housing Tenure</b>					
Owns outright	31	69	22	78	760
Buying it with help of a mortgage or loan	20	80	32	68	688
Rents through LA or Housing Association	24	76	38	62	402
Rents privately	15	85	42	58	298
<b>Ethnic Group</b>					
White	24	76	32	68	1,951
Non-white	[20]	80	28	72	199
<b>Long-standing illness or disability</b>					
Yes	31	69	30	70	832

	Rating				<i>Unweighted N</i>
	Under 30		Over 70		
	No friends to discuss...	One or more friends to discuss...	No friends to discuss...	One or more friends to discuss...	
No <b>Overall</b>	20	80	32	68	1,319
Total	23	77	31	69	2,151

Note: Percentages may not sum to 100 due to rounding.  
 . = less than 30 cases; [ ] = less than 50 cases (treat with caution).

## 8.4 Chapter summary

This chapter looked at intergenerational contact. Positive experiences of contact between members of different groups can lay the ground for positive attitudes and behaviour. It was found that the majority (47 per cent) of respondents viewed people in their 20s and aged over 70 as “two groups that are part of the same community” whilst a further 34 per cent saw these two groups as “individuals rather than groups”. In terms of whether respondents had someone to discuss personal issues with, overwhelmingly, the majority of respondents did. Nevertheless, people were more likely to have someone under 30 to talk to than over 70 (77 per cent and 69 per cent, respectively). Younger people were more likely to have a friend under 30 whilst older people were more likely to have a friend over 70. It is of note that despite this, 23 per cent of respondents said that they did not have a friend under 30 to discuss personal issues with.

## 9 Conclusions

Britain's ageing population poses a significant challenge for strategies to deal with the social and economic changes ahead. Age discrimination, per se, presents significant obstacles to progress toward a society that meets the expectations and needs of people of all ages. The findings in this report show that, overall, age-related discrimination and stereotypes are firmly embedded in British society and their scope is wide ranging. Tackling age discrimination requires strategies that address *individual's* assumptions and attitudes about age – about themselves and others – to ensure that they do not impinge on judgements about a person's ability, health or rights to services. These strategies would also need to work at the *societal* level. Below are the key findings as well as the main policy implications. For a more detailed discussion on the latter see Abrams et al. (2009 and 2011).

### 9.1 Key findings

**Youth ends at 41 years of age and old age starts at 59.** On average, people reported that 'youth' ends at 41 years of age and that 'old age' starts at 59 years of age. Women and older people were more likely to say that youth continues longer and that old age starts later (see Chapter 2).

**Four-fifths of respondents reported that age discrimination is "fairly or very serious".** Younger age groups were more likely to report age discrimination as more serious than older age groups. For example, almost half (47 per cent) of those aged under 25 class it as "very serious" compared with 24 per cent of those aged 65-79 years (see Chapter 3).

**Thirty-four per cent of respondents reported that they had been shown some prejudice in the last year because of their age.** No respondents reported experiencing age discrimination "very often". Of those shown age discrimination, it was more common for younger age groups. Respondents aged under 25 are at least twice as likely to have experienced age discrimination than all other age groups (see Chapter 4).

**Perceptions towards those aged over 70 are more positive than towards those in their 20s.** For example, 28 per cent of respondents rated those in their 20s as "extremely positive" compared to 56 per cent for those aged over 70 (see Chapter 7).

**Older people are friendlier, more moral and more competent:** people aged over 70 are viewed, on average, as more friendly, having higher moral standards and as more competent than people in their 20s. The gap between friendliness and competence is significantly larger for those aged 70 and over compared to those in their 20s. In terms of respondents' *personal views* of these stereotypes similar findings were observed (see Chapter 5).

**On average, both those aged in their 20s and those over 70 were viewed as "neutral" in terms of their contribution to society.** With age, there was a slight tendency for older age groups to rate those in their 20s as making a lower economic contribution than younger age groups. For both age group categories, one-quarter of people were viewed as "taking out more" economically (see Chapter 6).

**Those over 70 have lowest status rating.** People regard the status of different age groups in society differently; most notably, one-fifth of respondents rated people over 70 as having lower status compared to 13 percent of people in their 20s. People in their 40s were the group most likely to be rated highly and people in their 20s were the group most likely to be rated in the middle (see Chapter 7).

**People of all age groups are more likely to view a boss in their 70s as 'completely unacceptable' compared to a boss in their 30s.** One-quarter of people said that a boss in their 70s is 'completely unacceptable' whilst only 15 per cent of people were unwilling to accept a boss in their 30s (see Chapter 7).

**The majority (47 per cent) of respondents viewed people in their 20s and aged over 70 as "two groups that are part of the same community".** A further 34 per cent saw these age reference groups as "individuals rather than groups". The majority of respondents had someone to discuss personal issues with. Nevertheless, people were more likely to have someone under 30 to talk to than over 70 (77 per cent and 69 per cent, respectively). It is of note that despite this, 23 per cent of respondents said that they did not have a friend under 30 to discuss personal issues with (see Chapter 8).

## 9.2 Policy implications

Age discrimination is a problem for young and old alike. A lack of mutual connection and respect across the age range is likely to foster stereotypes, misperceptions and discrimination. This suggests that different types of support are likely to be required to tackle the problem for different age groups. It is a substantial challenge to deal with the implications of social attitudes to age. Any strategies will need to recognise that age is a more important category to some people than others, and that it may be easier to motivate some people than others to revisit their age-related views.

The findings in this paper highlight that strategies to reduce age discrimination and allay its effects may be developed effectively at both the individual and societal levels. For example, if a societal goal is to encourage the employment of older workers, it would be useful at the individual level to enhance the perceived social status of older workers by addressing people's stereotypes and assumptions about old age. At the country or societal levels, evidence that a country's SPA affects attitudes to age suggest that changes in policy, legislation, and their interpretation as well as wider norms, can facilitate changes in expectations and assumptions about work and retirement.

This paper highlights that it is important to be aware of and monitor the potential impact of societal changes, such as extended working lives, employer's attitudes to older workers, levels of unemployment and inequality or other factors associated with age discrimination. Seeking and finding answers to these questions will equip the government to ensure that society becomes more age-friendly, inclusive and enabling.



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# Appendices

## National Statistics Socio-economic Classification (5)

<b>Grade</b>	<b>Social Class</b>	<b>Occupation</b>
A	Upper-middle	Higher managerial, administrative or professional
B	Middle	Intermediate managerial, administrative or professional
C1	Lower-middle	Supervisory or clerical and junior managerial, administrative or professional
C2	Skilled working	Skilled manual workers
D	Working	Semi and unskilled manual workers
E	Those at the lowest levels of subsistence	Casual or lowest grade workers, pensioners and others who depend on the state for their income

## NATIONAL STATISTICS OPINIONS SURVEY

### Module MCX: Attitudes to Age

**ASK IF:** *DMHSIZE* >= 1

#### **Intro1**

The next set of questions are being asked on behalf of the Department for Work and Pensions and are about people's attitudes to age.

(1) Press <1> to continue

**ASK IF:** *DMHSIZE* >= 1

#### **MCX\_1**

At what age do you think people generally stop being described as young?

0..100

**ASK IF:** *DMHSIZE* >= 1

#### **MCX\_2**

At what age do you think people start being described as old?

0..100

**ASK IF:** *DMHSIZE* >= 1

#### **MCX\_3**

NCX1

Taking all things into account, how do you see those in their 20s and those over 70. Do you see people in their 20s and those over 70 as ...

- (1) one common group,
- (2) two separate groups who are part of the same community,
- (3) two separate groups who are not part of the same community,
- (4) only as individuals rather than groups?

**ASK IF:** *DMHSIZE* >= 1

#### **Intro2**

The next question asks for your opinion about the social status of people of different ages in society. By social status we only mean prestige, social standing or position in society.

(1) Press <1> to continue

**ASK IF:** *DMHSIZE* >= 1

#### **MCX\_4**

NCX2

Looking at the scale on this showcard how do you think most people in Britain would place the status of people in their 20s?

- (1) 1. Extremely low status
- (2) 2.

- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Extremely high status

**ASK IF:** *DMHSIZE* >= 1

**MCX\_5**

NCX2

Looking at the scale on this showcard how do you think most people in Britain would place the status of people in their 40s?

- (1) 1. Extremely low status
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Extremely high status

**ASK IF:** *DMHSIZE* >= 1

**MCX\_6**

NCX2

Looking at the scale on this showcard how do you think most people in Britain would place the status of people over 70?

- (1) 1. Extremely low status
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Extremely high status

**ASK IF:** *DMHSIZE* >= 1

**MCX\_7**

NCX2

Looking at the scale on this showcard what in your view is the status of people of your own age in Britain?

- (1) 1. Extremely low status
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Extremely high status

**ASK IF:** *DMHSIZE* >= 1

**MCX\_8**

NCX3

Looking at the scale on this showcard how acceptable or unacceptable do you think most people would find it if a suitably qualified 30 year old was appointed as their boss?

- (1) 1. Completely unacceptable
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Completely acceptable

**ASK IF: DMHSIZE >= 1**

**MCX\_9**

NCX3

Looking at the scale on this showcard how acceptable or unacceptable do you think most people would find it if a suitably qualified 70 year old was appointed as their boss?

- (1) 1. Completely unacceptable
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Completely acceptable

**ASK IF: DMHSIZE >= 1**

**MCX\_10**

NCX4

Looking at the scale on this showcard do you think people in their 20s contribute very little or a great deal economically these days?

- (1) 1. Contribute very little
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Contribute a great deal

**ASK IF: DMHSIZE >= 1**

**MCX\_11**

NCX4

Looking at the scale on this showcard do you think people over 70 contribute very little or a great deal economically these days?

- (1) 1. Contribute very little
- (2) 2.

- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Contribute a great deal

**ASK IF: DMHSIZE >= 1**

**MCX\_12**

NCX5

Looking at the scale on this showcard to what extent do you think most people in this country view those in their 20s as friendly?

- (1) 1. Not at all likely to be viewed in that way
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Very likely to be viewed in that way

**ASK IF: DMHSIZE >= 1**

**MCX\_13**

NCX5

Looking at the scale on this showcard to what extent do you think most people in this country view those in their 20s as competent?

- (1) 1. Not at all likely to be viewed in that way
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Very likely to be viewed in that way

**ASK IF: DMHSIZE >= 1**

**MCX\_14**

NCX5

Looking at the scale on this showcard to what extent do you think most people in this country view those in their 20s as having high moral standards?

- (1) 1. Not at all likely to be viewed in that way
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Very likely to be viewed in that way

**ASK IF: DMHSIZE >= 1**

**MCX\_15**

NCX5

Looking at the scale on this showcard to what extent do you think most people in this country view those over 70 as friendly?

- (1) 1. Not at all likely to be viewed in that way
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Very likely to be viewed in that way

**ASK IF:** DMHSIZE  $\geq$  1

**MCX\_16**

NCX5

Looking at the scale on this showcard to what extent do you think most people in this country view those over 70 as competent?

- (1) 1. Not at all likely to be viewed in that way
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Very likely to be viewed in that way

**ASK IF:** DMHSIZE  $\geq$  1

**MCX\_17**

NCX5

Looking at the scale on this showcard to what extent do you think most people in this country view those over 70 as having high moral standards?

- (1) 1. Not at all likely to be viewed in that way
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Very likely to be viewed in that way

**ASK IF:** DMHSIZE  $\geq$  1

**MCX\_18**

NCX6

Looking at the scale on this showcard to what extent do you personally view those in their 20s as friendly?

- (1) 1. Not at all
- (2) 2.
- (3) 3.



- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Very much

**ASK IF: DMHSIZE >= 1**

**MCX\_19**

NCX6

Looking at the scale on this showcard to what extent do you personally view those in their 20s as competent?

- (1) 1. Not at all
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Very much

**ASK IF: DMHSIZE >= 1**

**MCX\_20**

NCX6

Looking at the scale on this showcard to what extent do you personally view those in their 20s as having high moral standards?

- (1) 1. Not at all
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Very much

**ASK IF: DMHSIZE >= 1**

**MCX\_21**

NCX6

Looking at the scale on this showcard to what extent do you personally view those over 70 as friendly?

- (1) 1. Not at all
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Very much

**ASK IF: DMHSIZE >= 1**

**MCX\_22**

NCX6

To what extent do you personally view those over 70 as competent?

- (1) 1. Not at all
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Very much

**ASK IF: DMHSIZE >= 1**

**MCX\_23**

NCX6

Looking at the scale on this showcard to what extent do you personally view those over 70 as having high moral standards?

- (1) 1. Not at all
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Very much

**ASK IF: DMHSIZE >= 1**

**MCX\_24**

NCX7

Looking at the scale on this showcard overall how negative or positive do you feel towards people in their 20s?

- (1) 1. Extremely negative
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Extremely positive

**ASK IF: DMHSIZE >= 1**

**MCX\_25**

NCX7

Looking at the scale on this showcard overall how negative or positive do you feel towards people over 70?

- (1) 1. Extremely negative
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.

(7) 7. Extremely positive

**ASK IF: DMHSIZE >= 1**

**MCX\_26**

NCX8

Looking at the scale on this showcard how often in the past year has anyone shown prejudice or treated you unfairly because of your age?

- (1) 1. Never
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6.
- (7) 7. Very often

**ASK IF: DMHSIZE >= 1**

**MCX\_27**

NCX9

Looking at the scale on this showcard how many friends or family members younger than 30 do you have with whom you can discuss personal issues with such as feelings, beliefs or experiences?

- (1) None
- (2) 1
- (3) 2
- (4) 3-5
- (5) 6-9
- (6) 10 or more

**ASK IF: DMHSIZE >= 1**

**MCX\_28**

NCX9

Looking at the scale on this showcard how many friends or family members older than 70 do you have with whom you can discuss personal issues with such as feelings, beliefs or experiences?

- (1) None
- (2) 1
- (3) 2
- (4) 3-5
- (5) 6-9
- (6) 10 or more

**ASK IF: DMHSIZE >= 1**

**MCX\_29**

NCX10

Looking at the scale on this showcard how serious, if at all, would you say discrimination is against people because of their age - whether they are old or young?

- (1) 1. Not at all serious
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (6) 6

**Table of coefficients for the binary logistic regression on the risk of reporting the seriousness of age discrimination**

Step 1 <sup>a</sup>		B	S.E.	Wald	DF	Sig.	Exp (B)	95% C.I. for EXP (B)	
								Lower	Upper
<b>Gender</b>	Ref. Male	-.042	.001	2863.323	1	.000	.959	.958	.961
<b>Long-standing illness or disability</b>	Ref. Yes	-.181	.001	46638.209	1	.000	.834	.833	.835
<b>Housing Tenure</b>	Ref. Owns outright			305285.203	3	.000			
	1. Owns mortgage	.547	.001	282650.323	1	.000	1.729	1.725	1.732
	2. Rents LA/HA	.085	.001	5607.422	1	.000	1.089	1.086	1.091
	3. Rents privately	.256	.001	41428.022	1	.000	1.292	1.288	1.295
<b>Social Class</b>	Ref. Managerial / professional			256101.968	5	.000			
	1. Intermediate)	-.155	.001	13470.353	1	.000	.857	.854	.859
	2. Small employers and own account workers	.314	.002	16415.909	1	.000	1.369	1.363	1.376
	3. Lower supervisory and technical	-.026	.002	289.337	1	.000	.974	.971	.977
	4. Semi-routine / routine	-.456	.001	198463.005	1	.000	.634	.632	.635
	5. Unclassified	-.432	.002	48488.665	1	.000	.649	.646	.651
<b>Employment Status</b>	Ref. Self-employed			156602.312	3	.000			
	1. Employed full-time	.564	.002	63477.947	1	.000	1.758	1.750	1.765
	2. Employed part-time	.876	.002	130703.723	1	.000	2.402	2.391	2.414
	3. Unemployed	.725	.003	52827.961	1	.000	2.065	2.053	2.078

Step 1 <sup>a</sup>		B	S.E.	Wald	DF	Sig.	Exp (B)	95% C.I. for EXP (B)	
								Lower	Upper
<b>Age Group</b>	Ref. Under 25			689298.974	4	.000			
	1. 25 to 49	-.648	.001	189067.397	1	.000	.523	.522	.525
	2. 50 to 64	-.725	.002	192015.677	1	.000	.484	.483	.486
	3. 65 to 79	-1.008	.002	328569.352	1	.000	.365	.364	.366
	4. 80 and over	-1.665	.002	653309.295	1	.000	.189	.188	.190
<b>Ethnic Group</b>				11938.670	2	.000			
	1. White	.144	.001	11938.665	1	.000	1.155	1.152	1.158
	2. Non-white	19.406	291.624	.004	1	.947	267793307.76	.000	4.5576E+256
<b>Constant</b>		1.557	.003	304051.858	1	.000	4.744		

a. Variable(s) entered on step 1: Gender, Long-standing illness or disability, Housing Tenure, Social Class, Employment status, Age Group and Ethnicity.

Table of coefficients for the binary logistic regression on the risk of experiencing age discrimination

Step 1 <sup>a</sup>		B	S.E.	Wald	DF	Sig.	Exp (B)	95% C.I. for EXP (B)	
								Lower	Upper
<b>Gender</b>	Ref. Male	-.082	.001	13658.153	1	.000	.922	.920	.923
<b>Long-standing illness or disability</b>	Ref. Yes	-.136	.001	31342.839	1	.000	.873	.872	.875
<b>Housing Tenure</b>	Ref. Owns outright			44350.960	3	.000			
	1. Owns mortgage	-.057	.001	3881.967	1	.000	.945	.943	.946
	2. Rents LA/HA	-.012	.001	120.058	1	.000	.988	.986	.990
	3. Rents privately	.149	.001	18032.395	1	.000	1.161	1.158	1.164
<b>Social Class</b>	Ref. Managerial / professional			413660.711	5	.000			
	1. Intermediate)	.222	.001	37625.280	1	.000	1.249	1.246	1.251
	2. Small employers and own account workers	.309	.003	11876.366	1	.000	1.362	1.355	1.370
	3. Lower supervisory and technical	.342	.001	70226.194	1	.000	1.408	1.404	1.412
	4. Semi-routine / routine	-.131	.001	19183.794	1	.000	.877	.876	.879
	5. Unclassified	.777	.002	214824.371	1	.000	2.175	2.168	2.182
<b>Employment Status</b>	Ref. Self-employed			304414.037	3	.000			
	1. Employed full-time	.604	.003	52496.074	1	.000	1.829	1.819	1.838
	2. Employed part-time	.746	.003	74182.567	1	.000	2.109	2.097	2.120
	3. Unemployed	-.268	.003	7046.277	1	.000	.765	.760	.770
<b>Age Group</b>	Ref. Under 25			2531597.879	4	.000			
	1. 25 to 49	-1.529	.001	1885644.814	1	.000	.217	.216	.217
	2. 50 to 64	-1.818	.001	1928822.242	1	.000	.162	.162	.163

Step 1 <sup>a</sup>	B	S.E.	Wald	DF	Sig.	Exp (B)	95% C.I. for EXP (B)		
							Lower	Upper	
	3. 65 to 79	-2.137	.002	1961590.133	1	.000	.118	.118	.118
	4. 80 and over	-1.958	.002	945990.824	1	.000	.141	.141	.142
<b>Ethnic Group</b>				30351.685	2	.000			
	1. White	-.199	.001	30351.681	1	.000	.820	.818	.821
	2. Non-white	-20.233	291.624	.005	1	.945	.000	.000	2.7784E+239
<b>Constant</b>		.230	.003	5893.631	1	.000	1.258		

a. Variable(s) entered on step 1: Gender, Long-standing illness or disability, Housing Tenure, Social Class, Employment status, Age Group and Ethnicity.



Britain's population is ageing rapidly. Record numbers of centenarians are predicted over the coming years and life expectancy, overall, is steadily increasing. These events will pose a number of challenges to Britain. One of these is age discrimination, which prevents the social inclusion of older people. Negative attitudes and age stereotypes will leave older people feeling isolated and excluded from opportunities. There is also a cost to society as well. Lost productivity of older workers and long term health costs of those excluded from economic activity to name but a few. Understanding attitudes to age is imperative if we are to develop appropriate strategies for an ageing population. This report, specifically, re-examines the evidence on attitudes to ageing in Britain in 2010/11 and looks at which socio-demographic variables are associated with attitudes to ageing. The data are from over 2,000 respondents to a series of two nationally representative face-to-face interview surveys.

Seven age constructs were examined:

- the importance of age to people's self-concept, and what determines how they judge others as 'young' or 'old';
- beliefs that age prejudice and discrimination are a problem;
- personal experience of age discrimination;
- stereotypes that exist about older and younger people, and their implications;
- beliefs that the ageing population endangers employment prospects, access to services and resources, or endangers the culture and way of life of all people;
- the expression of age prejudice; and
- beliefs that younger and older people share a single community and intergenerational divide.

If you would like to know more about DWP research, please contact:

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<http://research.dwp.gov.uk/asd/asd5/rrs-index.asp>

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