Active Ageing: Why Life is so worth living in every phase

IDOP – The Journey to Age Equality, October 2, 2019

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A New Older Generation

• The baby boomers grow into the post-professional phase (born 1956 to 1969)
• They will shape the image of the generation between 60 and 80 years in the next decade

Pictures in the Head – Age Pictures

- In the case of the term 'seniors', the first association is the need for assistance and care
- This is a deficit-oriented view
- However, the content of life and interests between 60 and 100 years are very different
- There are hardly any appreciative synonyms for "seniors"
- Golden Ager, Silver Ager and Best Ager?
- A differentiated approach to the 60 Plus generations is required
  - linguistic
  - in Politics, Society and Economy
  - the self-image of older people
Figures, Data & Facts (1)

Demographics

- The number of Viennese people by 2030 is growing by about 8%
- By contrast, the number of Viennese aged 60 to 80 will increase by 15% by 2030, almost double the number of
- The proportion of men rises by up to 5% to around 48%
- The proportion of migrants in this age group is approaching from 31% to 38% and then equals the proportion of the total population

Source: StatCube 2019
Figures, Data & Facts (2)

Lifestyle

• One in three people consider themselves to be active, enterprising and mobile
• About three-quarters consider themselves tolerant
• About 60% is on the road with friends and does a lot
• Half love new challenges
• More thought is given to the development of the world's climate and political situation than to one's own financial situation
• All in all, one's own quality of life is rated as very good and good

Source: Survey commissioned by FSW, Gallup May/June 2019
Vienna, 500 interviews 50-80a, 500 respondents
Figures, Data & Facts (3)

Self Image

- The subjective state of health between 65 and 74 years is described by more than half of the respondents as very good or good.
- Maintaining physical fitness is very important to almost all, even more important to maintain or improve mental fitness.
- Losing both is also the greatest fear.
- Two-thirds exercise or walk once a week.
- You feel on average 10 years younger.
- "Old" you are at about 70 years, most want to be 90 years old.
- 44% think they still have many good years ahead of them.
- Family and partnership is by far the most important value with almost 50%.
- When assessing the personal financial situation, one third is above the average, about 40% on average.
- About two thirds travel twice or more a year.
- One tends to enjoy the wealth gained rather than leave a legacy to grandchildren.

Source: Best Ager Report, Marketagent 2019; Austria, 1500 respondents, Best Ager 50-69a, Seniors 70plus.
Life Changes

- The change between working life and retirement is a major cut in life
- Changes in everyday life, day-to-day structure and social contacts
- 75% are looking forward to retirement
- 40% can imagine continuing to work
  - in fact, it is only 9%
- Free time allocation and independence are worth a lot
- Around 75% want to work as a volunteer
  - only 25% do
- The topic of work remains relevant even in old age: future challenge to economic, social and pension policy
Volunteering

- Most volunteers fall into the 60-70 age group
- 25% take care of grandchildren
- 20% look after older partners, relatives or acquaintances
- Acquiring knowledge about the framework conditions for care and care, even if you don't need anything yourself
Digitalization

- For baby boomers, digitalization is a matter of course: only about 10% use the Internet virtually never
- Smartphones, followed by laptops, PCs and tablets are the most commonly used devices
  - Email and WhatsApp (86%)
  - Youtube and Facebook with around 70%
  - Instagram 20%
  - Twitter is 10%
  - TikTok below 1%
- Challenge: how to keep pace with technological development
- In the long run, however, the difference between young and old in the use of digital media will disappear
Happy with Life

• In Vienna, there is a high level of satisfaction with the city's offer
• Close link with educational attainment and income
• Two-thirds see themselves as "connoisseurs"
• Half of them have a social conscience: they want to give something back to society
• Mobility is particularly important to people
• Most people have had a driver's license for a long time
• Public transport recognises the importance of older people as a large group of customers
• We have cooperations with the Vienna Lines and ÖBB
Creating Awareness

• It is necessary to raise awareness for the future “younger older” target group
• My team and I are working on a strategic program for the city: "We are many"
• More than 100 people from around 60 organisations work with us
• Series "Month of Seniors"
• with unusual partners

  • [link](www.senior-in-wien.at)
  • [link](https://www.senior-in-wien.at/n/gemeinsam-was-erleben)
“Only three to four percent of the older generation use a rollator, but the symbolism stands for an entire generation”

Peter Kostelka
President of the Austrian Pensioners' Association