

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

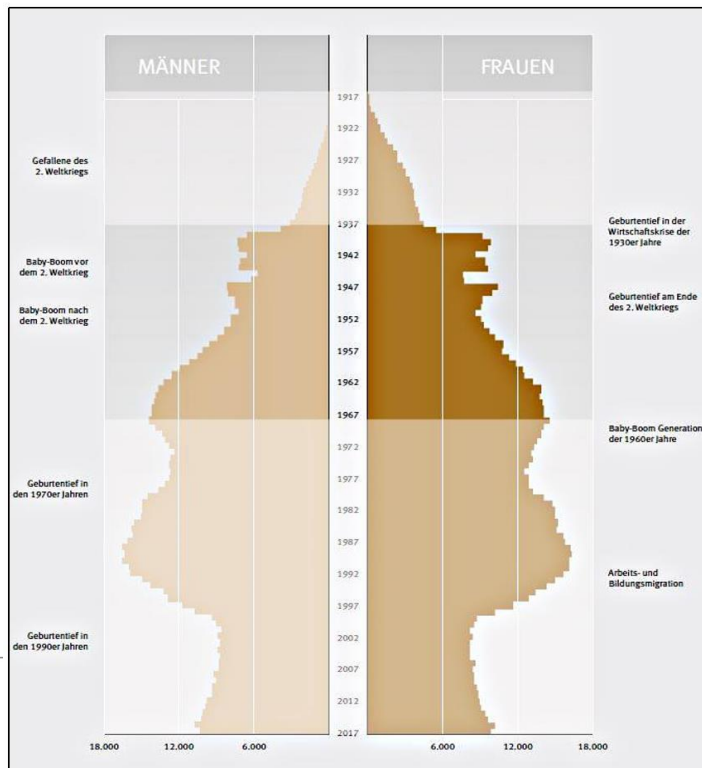
IDOP – The Journey to Age Equality, October 2, 2019

Susanne Herbek, Seniors Citizens´ Advocate for the City of Vienna



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



Population pyramid Vienna 1.1.2018 – MA 23, 2018:
61; 60-80 year olds highlighted

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

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
- www.senior-in-wien.at
- <https://www.senior-in-wien.at/n/gemeinsam-was-erleben>



Vienna is different

“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**

