

The Benevolent Society, on behalf of
EveryAGE Counts Campaign

Challenging ageism – a community segmentation approach

Research by The Evolved Group

The EveryAGE Counts campaign exists to challenge ageism directed at older Australians and to shift negative attitudes towards ageing and older people. Our vision is for a society where every person is valued, connected and respected regardless of age or functional ability.

Alongside direct engagement with older people, community stakeholders and decision-makers, another essential plank of this campaign is a commitment to research and evidence. We are pleased to share here an essential piece of that evidence base - a snapshot of attitudes towards ageism in 2018, framed using a segmentation model. This is a key component of research commissioned by EveryAGE Counts and conducted by The Evolved Group.

This valuable research builds on earlier evidence about how attitudes towards ageism play out across the population, provides a useful framework for the campaign to tailor its communications and engagement activities and gives us a basis from which to measure our impact in changing social norms and impacts on older Australians over time.

The Evolved Group's research aimed to answer three essential questions using a survey method: how salient is the issue of ageism in the community; how important is it viewed as an issue; and how widespread is activism to challenge ageism? The findings on these questions contained in this summary report show that, as a community, we have some way to go to raise awareness of ageism and its damaging impacts on older people and our community, and to mobilise action to eradicate it. At the same time, the findings and segmentation framework provided here give EveryAGE Counts a clear roadmap for moving forward and being able to assess if we are making a difference over time.

EveryAGE Counts will continue its commitment to supporting further research and investigation into ageism, as an integral contribution to our multi-faceted, long-term campaign.



Robert Tickner
Co-Chair
EveryAGE Counts Coalition



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Introduction

The EveryAGE Counts campaign was launched in 2018 by a broad coalition of organisations and individuals to challenge ageism directed at older Australians and shift negative attitudes towards ageing and older people.

On behalf of the EveryAGE Counts Campaign, The Benevolent Society engaged The Evolved Group to conduct research to support well-directed campaign communications and marketing by developing an effective segmentation approach. EveryAGE Counts believes that a robust segmentation approach will enable better targeting of communications activities and, by setting objectives around particular segments of the community, campaign success can be measured, understood and optimised over time.

As part of this work, The Evolved Group generated and tested segmentation models, and ultimately created a framework, based on the findings from the survey and a review of the relevant literature.

This Summary Report presents that segmentation framework.

Research Goals

The research project was to contribute to the ultimate goal to positively change thinking about ageing - shifting norms, expectations and policies to change outcomes for older Australians, by delivery of a segmented view of the Australian population, in respect of awareness of and attitudes to ageism.



Methodology

The main method employed in the project was an online survey of 2,025 people with quotas set on age, gender and state/territory (including a mix of metro and regional areas) with post-weighting to ABS statistics to ensure results were representative of the population.

The survey was completed 1-14 August 2018.



The segmentation framework

Using multiple steps and criteria, and drawing on its survey findings, The Evolved Group developed a segmentation framework specific to the issue of ageism.

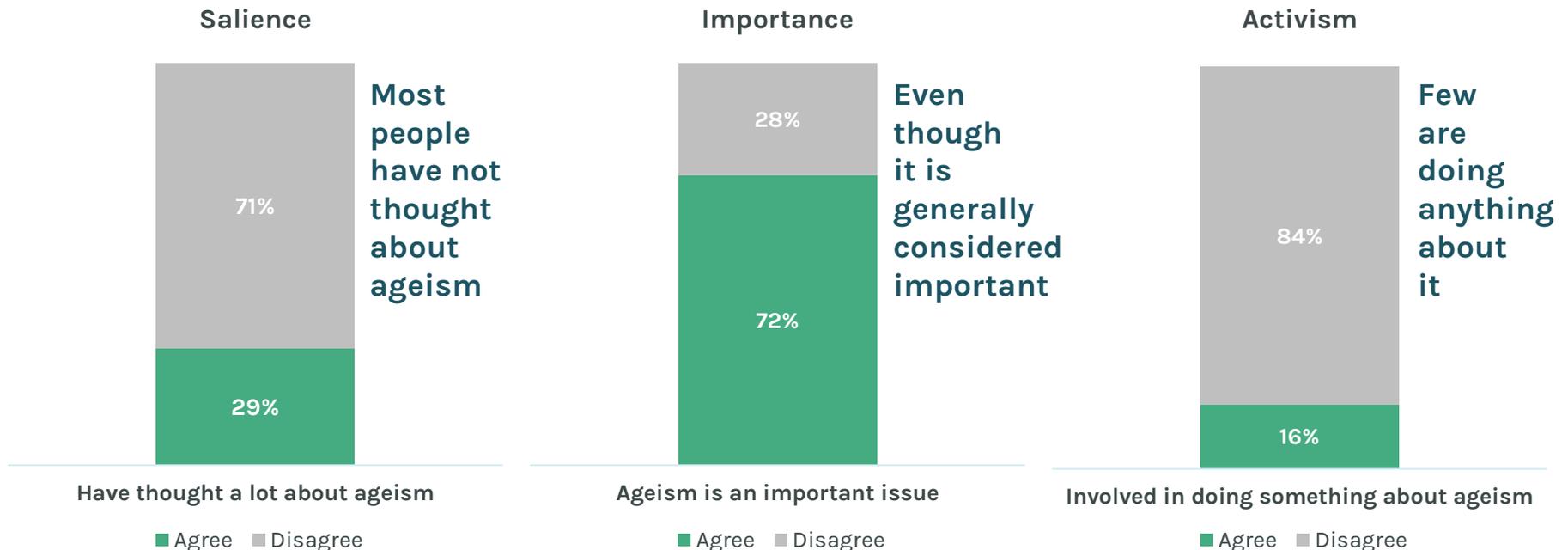
The framework places people into four groups based on three key attitude variables:


Salience
have I considered this issue


Importance
do I agree this is an issue


Activism
am I doing something about it

3 attitude variables are key to segmenting the market



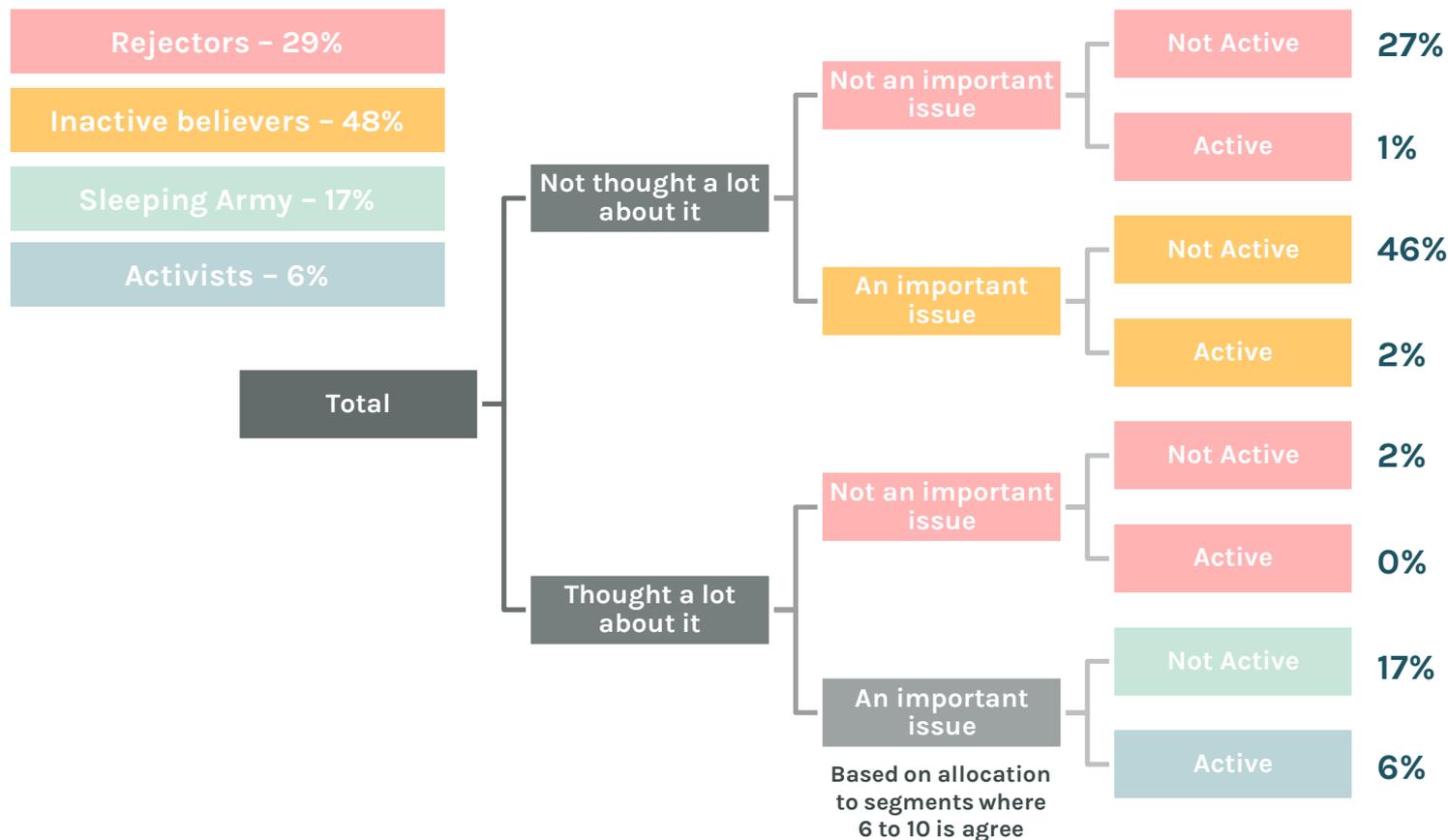
Agree = rating of 6 to 10
Disagree = rating 0 to 5 or Not sure

Base: All respondents (n=2,025)

A1. SEGMENT STATEMENT VALIDATION - Below are some statements that other people have used to describe how they feel about ageism towards older Australians and about social issues generally. Please rate how strongly you agree or disagree with each statement on a scale from 0 to 10 where 0 means 'strongly disagree' and 10 means 'strongly agree'.

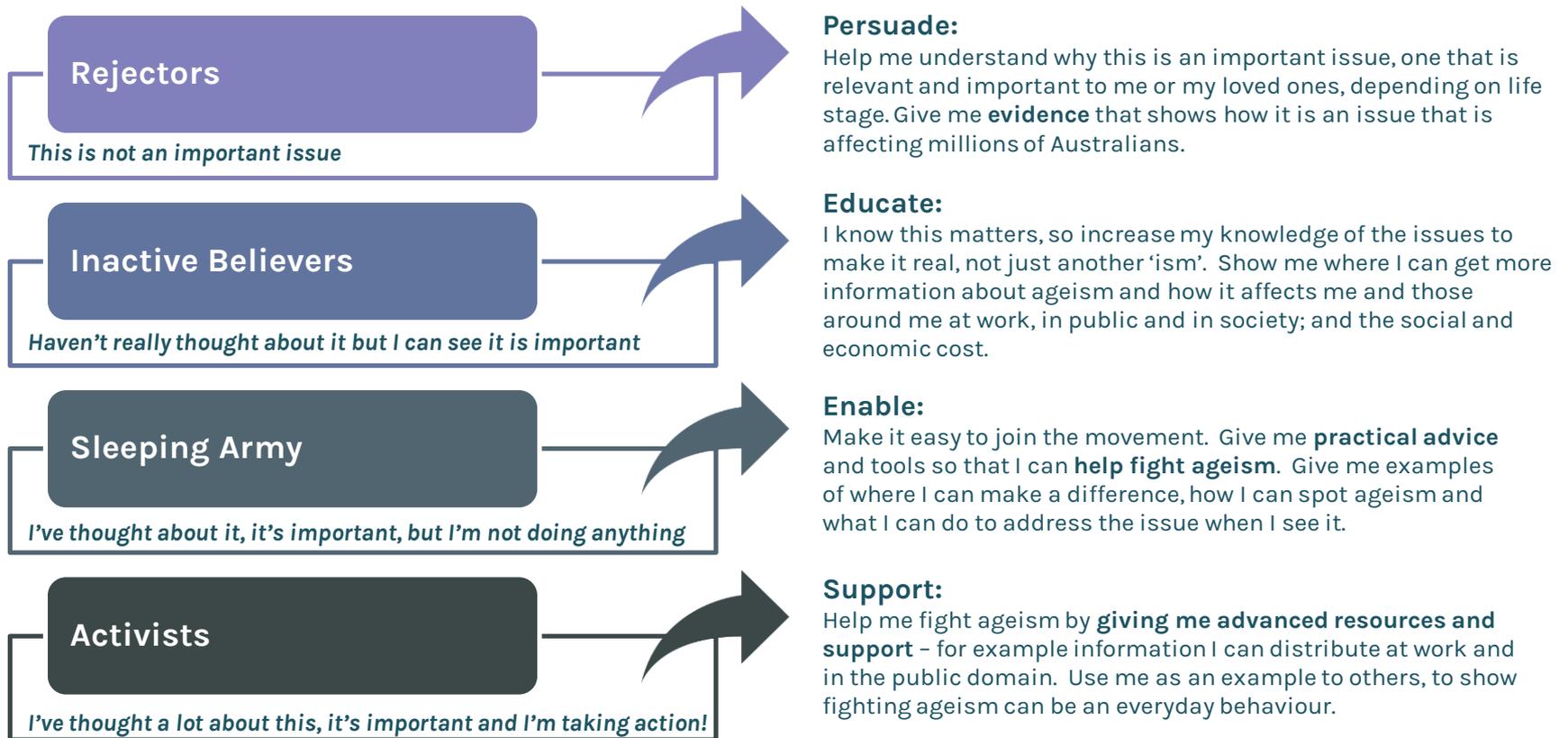
Combination of these variables leads to 4 groups

These groups are based on whether people have thought about ageism, whether they think it is important and whether they have actively done anything about it. We have combined all people that don't think the issue is important, irrespective of whether they have thought about it.



Segmentation strategy

Four key segments where each segment lends itself to a natural and logical strategy.



The relationship with age

The age of 50 years is a key point in the age spectrum where attitudes and experiences tend to change significantly. Activists segment membership seems to not be strongly related to age, whilst there is a decrease in Rejectors and increase in Sleeping Army and Inactive Believers segment membership based on ageing. Overall, rejection decreases with age and people are more likely to become activists.

Age of respondent

Segment	Column %	Age of respondent						< 50 years	50 + years	TOTAL
		18 to 29 Years	30 to 39 Years	40 to 49 Years	50 to 59 Years	60 to 69 Years	70 and over			
Rejectors		37%	42%	27%	23%	21%	22%	35%	22%	29%
Sleeping Army		15%	15%	17%	22%	20%	18%	15%	20%	17%
Inactive Believers		44%	41%	51%	48%	52%	54%	45%	51%	48%
Activists		5%	3%	6%	8%	8%	6%	4%	7%	6%

Based on allocation to segments where 6 to 10 is agree

The proposed segmentation

Australians mostly fall into the Inactive Believers and Sleeping Army segments across both the younger and older age groups:



The proposed segments in more detail

Meet the Rejector segment

29%

of the population

How I feel about age and ageing: I'm less opinionated about older people generally and have had less contact with older people in my social and family life than other segments.

My beliefs about ageism:

- Overall, I'm less socially engaged than other segments and have less energy to direct towards social issues generally.
- I'm less likely to be aware of ageism than other segments but most of us have heard of it. I am unlikely to know too much about the issue.
- I'm much less likely than other segments to have experienced ageism, which no doubt contributes to my lack of belief in the issue.
- To the extent I am aware of it, I think ageism is potentially serious, but I don't believe it is an important social issue - it doesn't happen a lot and it is not something I have really thought about. There are more important social issues to worry about and I don't have time to address the issue to the extent it exists.

Who I am and what I do:

- I am the youngest of the segments; two thirds of us are aged under 50.
- I over represent amongst full time workers, people who work in retail trade; and students. I also over represent on having an income of \$87k a year. I'm more likely to have a high school education only.
- I'm more likely to be male than female compared to other segments, particularly in the older reaches of this segment (but I have many females in my ranks too).
- I consume less earned media than other segments, particularly TV news, online papers, specialist news sites and print news. I also engage with less paid media of all sorts, including commercial and ABC/SBS TV.
- I have similar social media habits to other segments but I'm much more likely to be using Instagram and Snapchat.
- I am the least likely to be involved in volunteer activities.

Key age differences:

- **Older Rejectors are more likely to be aware of ageism and are MUCH less likely to have experienced ageism.**
- **Younger Rejectors are more likely to feel ageism is not a priority and there are more serious issues to worry about, while Older Rejectors are more likely to feel that ageism is not a serious issue.**
- **Older Rejectors have surprisingly low endorsement of ageism stereotypes, except 'older people need more time to do things'.**

I need:
PERSUASION

Meet the Sleeping Army segment

17%

of the population

How I feel about age and ageing: I'm likely to have contact with older people in my social life & family. I see ageing in a negative light, something that threatens independence. I think government and business should actively assist older Australians.

My beliefs about ageism:

- Like Activists, I'm more aware of ageism and know more about it. I've thought a lot about it and feel it's an important, serious issue. I think it's a priority we should be concerned about, however, I'm not doing anything about it myself.
- I'm more likely than other segments to have experienced age discrimination & nearly two thirds of us have experienced ageist attitudes.
- Although I feel ready and willing to do something about ageism and sometimes talk about it, I'm doubtful that I can make a difference, and feel less optimistic about solving the issue. I'm strongly aware of the negatives that accompany ageing, such as health issues, loss of independence and 'slowing down', and feel business and government should do more to cater to older people.

Who I am and what I do:

- I am socially aware and concerned about social issues generally.
- Compared to other segments, I'm more likely to have frequent contact with older people in my social and family life, but have a similar level of workplace contact as other segments.
- I more often get my news from TV news programs and online newspapers.
- I consume more paid media compared to other segments across most media types: TV, radio, print and online. I have the highest consumption of commercial radio, online newspapers, online news sites and e-newsletters.
- I'm more likely to recall media activity portraying ageism.
- Like Activists, I over represent on working in the health care and social assistance industry.
- I am more likely to have a tertiary education (beyond year 12) than other segments.

Key age differences:

- Salience and knowledge are higher in the Sleeping Army's Older corps.
- Younger Sleeping Army segment members are less pessimistic about being able to change ageism. However, Young Sleeping Army segment members have the strongest agreement – of any segment – that many negative things accompany ageing – e.g. loss of independence, poor health, technophobia and being 'set in their ways' and see ageing as depressing.

I need:
EDUCATION

Meet the Inactive Believer segment

48%

of the population

How I feel about age and ageing: I care about social issues and, when asked, agree ageism is an important issue. However, I don't have much contact with older people & don't think or talk much about ageism. I don't feel ready to take action against it myself.

My beliefs about ageism:

- I have reasonable awareness and knowledge of ageism.
- I consider myself socially aware and agree ageism is an important concern, like other social issues.
- While I have some personal experience of ageist attitudes, I have not thought much about ageism, and rarely talk about it.
- I'm uncertain whether I can do much about ageism myself, and unsure if I am ready to take action.
- I do not think that the government gives older people a better deal than young people, and feel the media's portrayal of older people is inaccurate.
- I agree that government and business could do more to improve services for older people.

Who I am and what I do:

- I'm more likely to be female, but my segment still comprises many males.
- I am less likely to live in Victoria.
- I have some contact with older people, but this is not frequent.
- My media habits are fairly average, with a high rate of TV news consumption, and commercial TV watching in general, compared to other segments. I am less likely to use online forums, and more likely to travel in a car on a public road.
- I have particularly low recall of current ageism media and advertising.
- I'm less likely to hold a postgraduate qualification.
- I am more likely to speak English at home.

Key age differences:

- Awareness is higher amongst Younger Inactive Believers, but salience is higher among their Older counterparts.
- Younger Inactive Believers are more likely to be female & live in metro areas.
- Older Inactive Believers are less hopeful about solving ageism in their lifetime.
- Compared to younger Inactive Believers, Older segment members feel more strongly that government & business should try harder to accommodate older people.

I need:
ENABLEMENT

Meet the Activist segment

6%

of the population

How I feel about age and ageing: I care deeply about ageism - it affects me and the older people around me. I know a lot about it & I'm already engaged in taking action against it. I believe age-related deterioration and loss of independence should not be accepted as inevitable.

My beliefs about ageism:

- I'm highly aware of ageism & very knowledgeable about it. I think & talk about ageism a lot! I feel strongly about social issues in general and ageism in particular. I feel it's a serious issue, and I'm already involved in doing something about it.
- I have a strong motivation to combat ageism as I have more personal experience of it (more than half of us having experienced discrimination and three quarters have experienced ageist attitudes). I also have the highest contact with older people across family, social and work life.
- I reject ageist stereotypes of older people being 'technophobes' or habit-bound. I think mental & physical deterioration and loss of independence are not inevitable with age, and feel we should be improving accessibility of private & public places for older people.

Who I am and what I do:

- I'm the oldest of the segments myself. Over one third of us are aged 60+.
- I have a very high level of earned media consumption for print and news websites, and e-newsletters.
- My paid media consumption is also fairly high and I am more likely to be reading magazines.
- I'm not as engaged in popular social media but have relatively high Google+ and LinkedIn usage.
- I'm highly involved in the community compared to the other segments, I am the most likely to belong to a local community group or club and to engage in volunteer activities.
- I over represent in working in the health care and social assistance industry, and the arts and recreation services industry.
- I tend to be well-educated; I am less likely to have a high-school only education, and more often hold a postgraduate qualification.

Key age differences:

- Salience is higher amongst Older Activists. Older Activists also feel more ready to take action against ageism.
- Older Activists are also more optimistic about solving ageism in their lifetime.
- Older Activists feel ageism is a higher priority than Younger Activists who often see it as a less serious issue.
- Younger Activists feel more weary of social issues than any other segment.

I need:
SUPPORT

In conclusion

- A central feature of the EveryAGE Counts campaign will be a communications and marketing strategy that reaches out to all corners of our community with the message that ageism damages lives and prevents older people from participating fully in society.
- The consumer segmentation framework developed by The Evolved Group helps us to understand current views on ageism in our society and who is likely to hold them. It will provide a powerful bridge for the campaign to reach people holding a range of opinions, in the most effective ways.



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