

# EAC Ageism Report

18-24 August 2021

community engagement



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## 1. Methodology

This study was conducted via touch-tone response automated phone survey conducted 18-24 August 2021. Surveys are conducted between 17:30 - 20:20 weekdays and 10:00 - 17:30 Saturdays at the local time of respondents so as to not over-sample nonworkers and stay-at-homes.

The study was conducted throughout Australia among a sample of n=1417 people aged 18 years and over giving a margin of sample error of +/-2.58%. Telephone numbers were selected at random from those licensed from a commercial provider and include both landline and mobile phone numbers.

Following the completion of the surveys, the data was weighted by gender and age to reflect local population proportions.

For further information or clarification about the methodology of this survey contact:

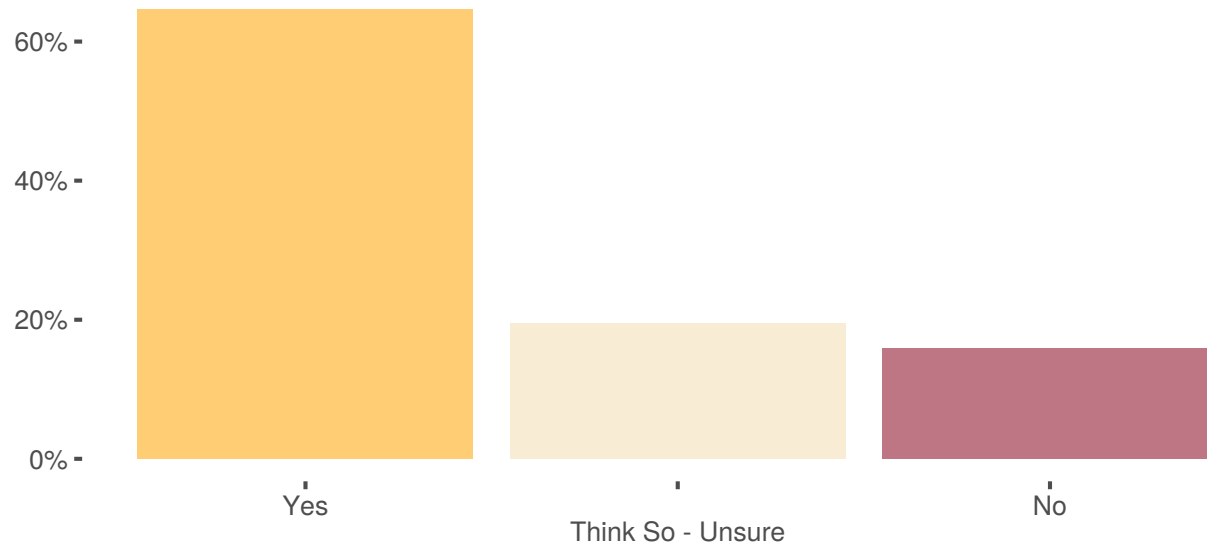
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## 1.1 Ageism Awareness

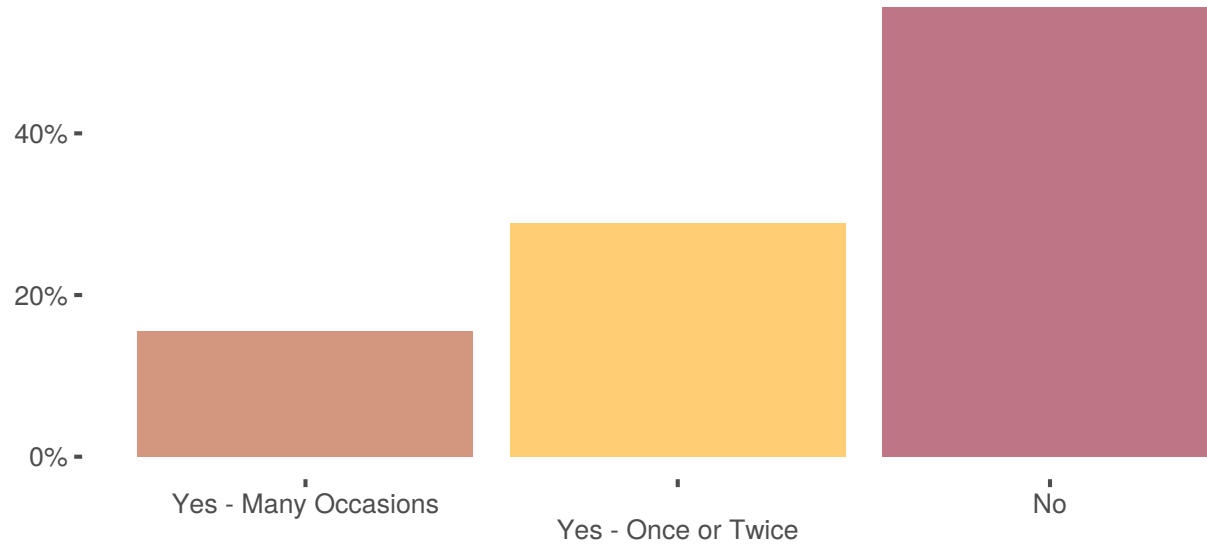
Do you know what ageism is?



	Yes	Think So - Unsure	No
<b>All Respondents</b>	<b>64.7%</b>	<b>19.5%</b>	<b>15.8%</b>
<b>Gender</b>			
Female	71%	16%	13%
Male	63%	21%	15%
<b>Age</b>			
Over 50	66%	19%	15%
<b>State</b>			
NSW	66%	20%	13%
VIC	66%	22%	12%

## 1.2 Ageism Experienced

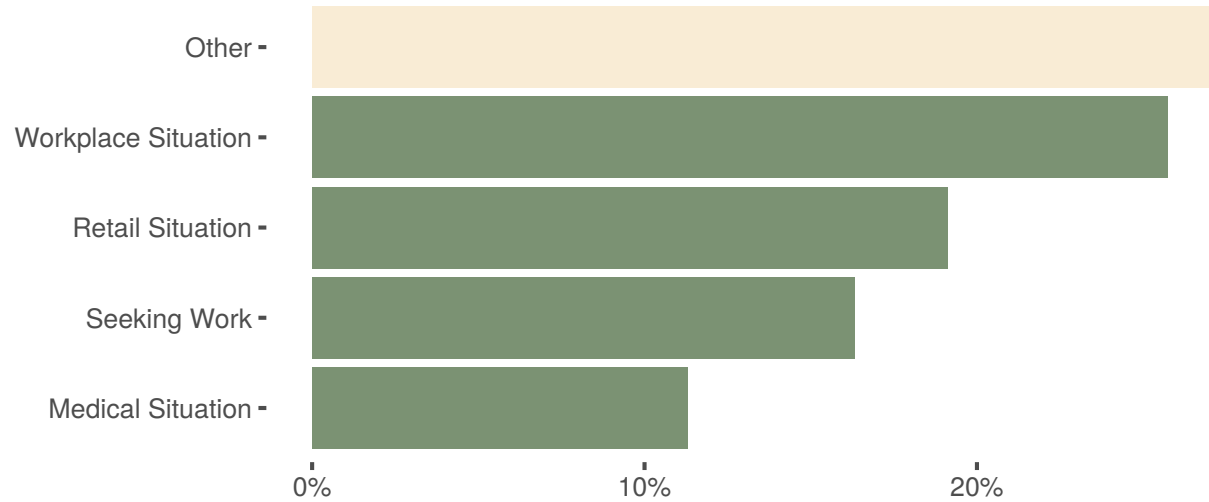
Ageism is a term that describes prejudice or discrimination on the basis of a person's age. Ageism is harmful as it can lead to a person being assigned lower value or importance because of their age, and being treated poorly. Have you experienced ageism or age discrimination in the past year?



	Yes - Many Occasions	Yes - Once Or Twice	No
<b>All Respondents</b>	<b>15.5%</b>	<b>28.9%</b>	<b>55.6%</b>
<b>Gender</b>			
Female	12%	31%	57%
Male	16%	27%	57%
<b>Age</b>			
Over 50	15%	30%	55%
<b>State</b>			
NSW	15%	33%	53%
VIC	14%	25%	61%

### 1.3 Ageism Experienced: Context

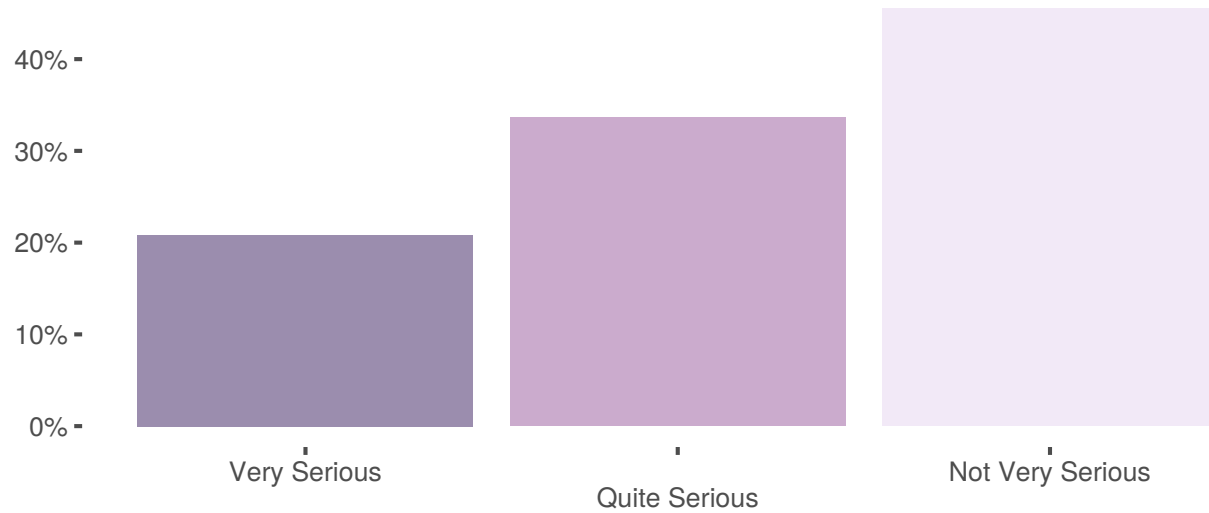
What best describes the context in which you experienced ageism?



	Workplace Situation	Medical Situation	Retail Situation	Seeking Work	Other
<b>All Respondents</b>	<b>25.7%</b>	<b>11.3%</b>	<b>19.1%</b>	<b>16.3%</b>	<b>27.5%</b>
<b>Gender</b>					
Female	24%	10%	23%	13%	31%
Male	25%	14%	16%	20%	25%
<b>Age</b>					
Over 50	20%	11%	22%	17%	30%
<b>State</b>					
VIC	29%	8%	17%	17%	28%
NSW	24%	10%	22%	16%	29%

## 1.4 Ageism Experienced: Degree

How serious would you say the ageism you experienced was?

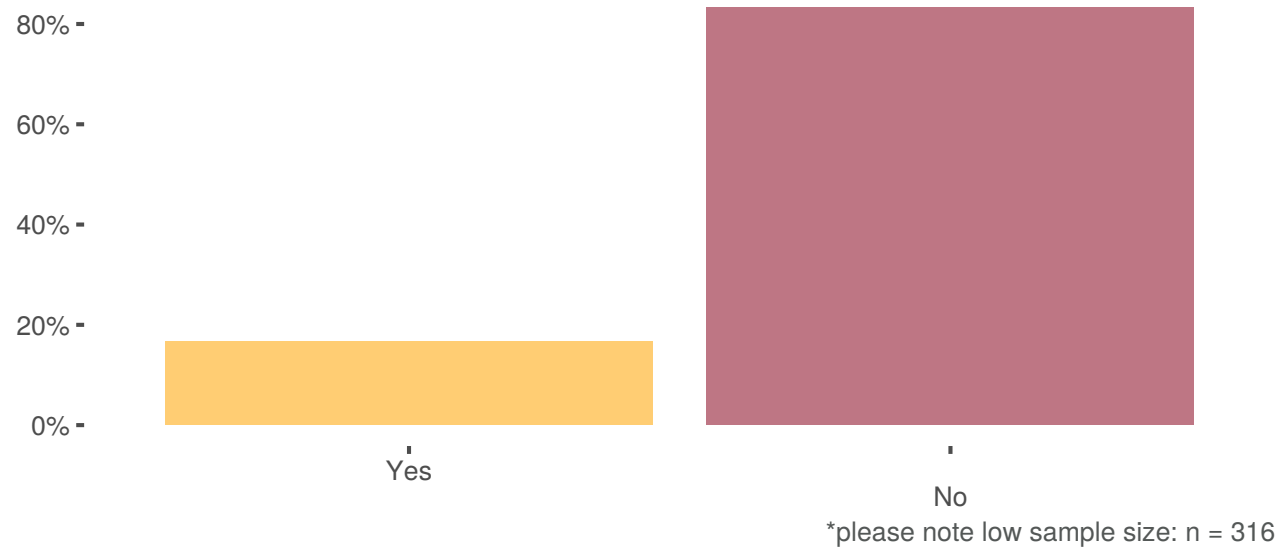


\*please note low sample size: n = 327

	Very Serious	Quite Serious	Not Very Serious
<b>All Respondents</b>	<b>20.8%</b>	<b>33.6%</b>	<b>45.5%</b>
<b>Gender</b>			
Female	12%	40%	49%
Male	23%	29%	48%
<b>Age</b>			
Over 50	19%	34%	47%
<b>State</b>			
NSW	21%	31%	49%
VIC	21%	34%	45%

## 1.5 Ageism Experienced: Response

Did you take any action in response?

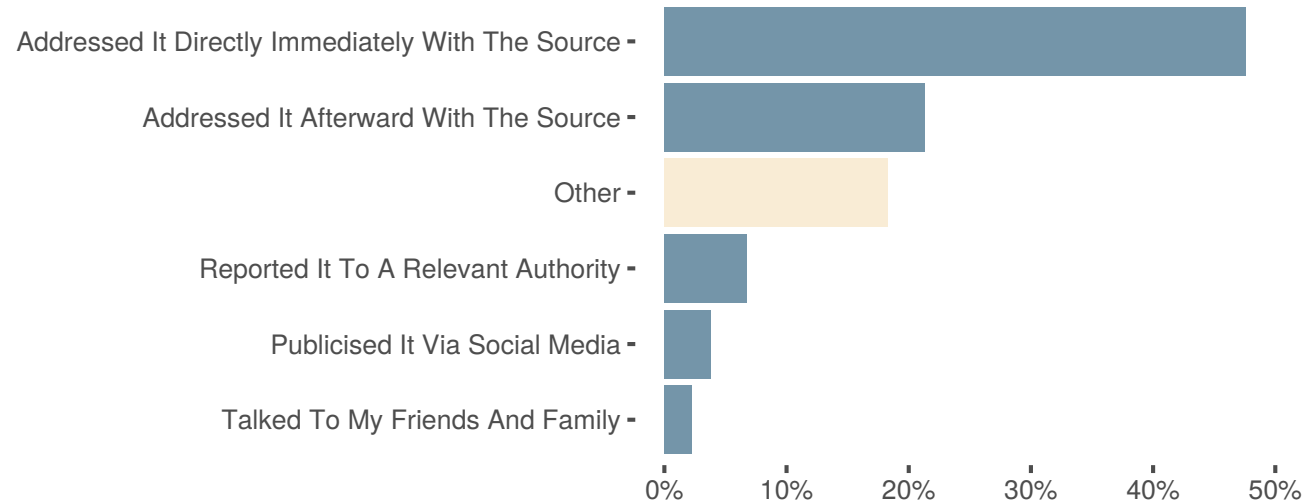


	Yes	No
<b>All Respondents</b>	<b>16.7%</b>	<b>83.3%</b>
<b>Gender</b>		
Female	13%	87%
Male	19%	81%
<b>Age</b>		
Over 50	18%	82%
<b>State</b>		
NSW	11%	89%
VIC	23%	77%



## 1.6 Ageism Experienced: Action

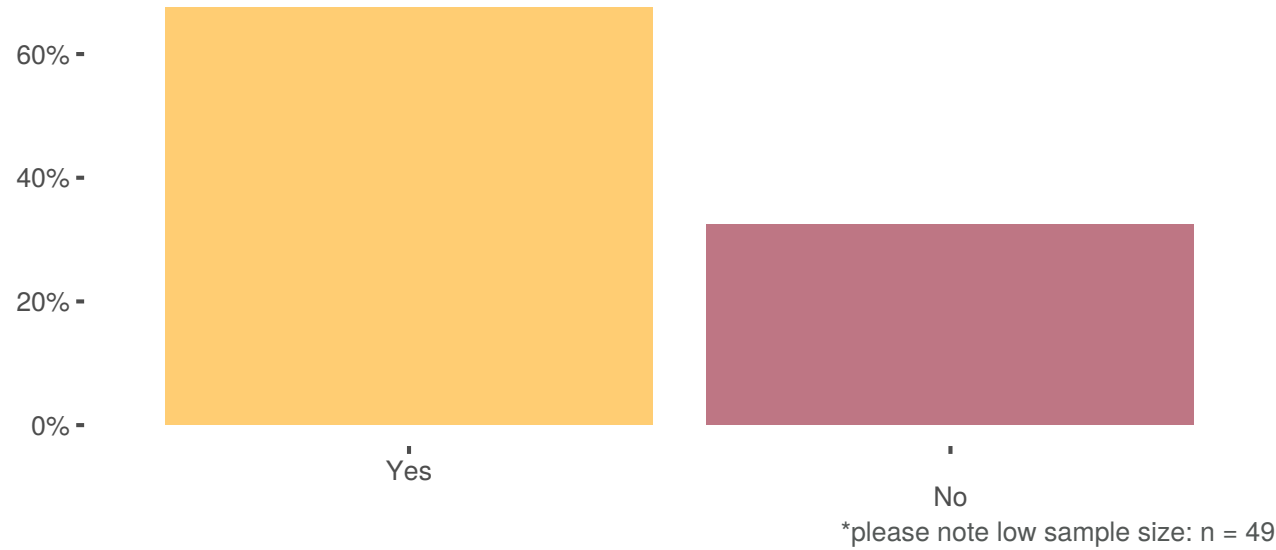
What did you do?



	Talked To My Friends And Family	Addressed It Directly Immediately With The Source	Reported It To A Relevant Authority	Publicised It Via Social Media	Addressed It Afterward With The Source	Other
<b>All Respondents</b>	<b>2.3%</b>	<b>47.6%</b>	<b>6.8%</b>	<b>3.8%</b>	<b>21.3%</b>	<b>18.3%</b>
<b>Gender</b>						
Female		76%	8%		6%	11%
Male	5%	28%	3%	3%	39%	23%
<b>Age</b>						
Over 50	3%	47%	9%	2%	19%	19%
<b>State</b>						
VIC	7%	43%	6%	4%	18%	21%
NSW		40%	9%		18%	33%

## 1.7 Ageism Experienced: Response Satisfaction

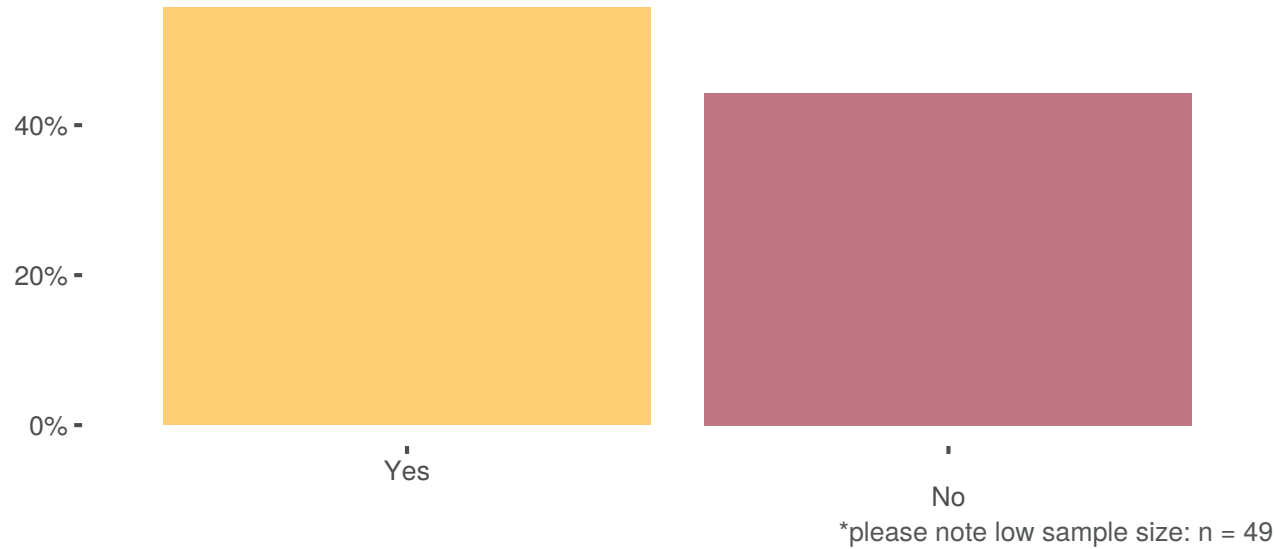
Was your response satisfying for you?



	Yes	No
<b>All Respondents</b>	<b>67.6%</b>	<b>32.4%</b>
<b>Gender</b>		
Female	76%	24%
Male	68%	32%
<b>Age</b>		
Over 50	63%	37%
<b>State</b>		
NSW	81%	19%
VIC	76%	24%

## 1.8 Ageism Experienced: Response Effect

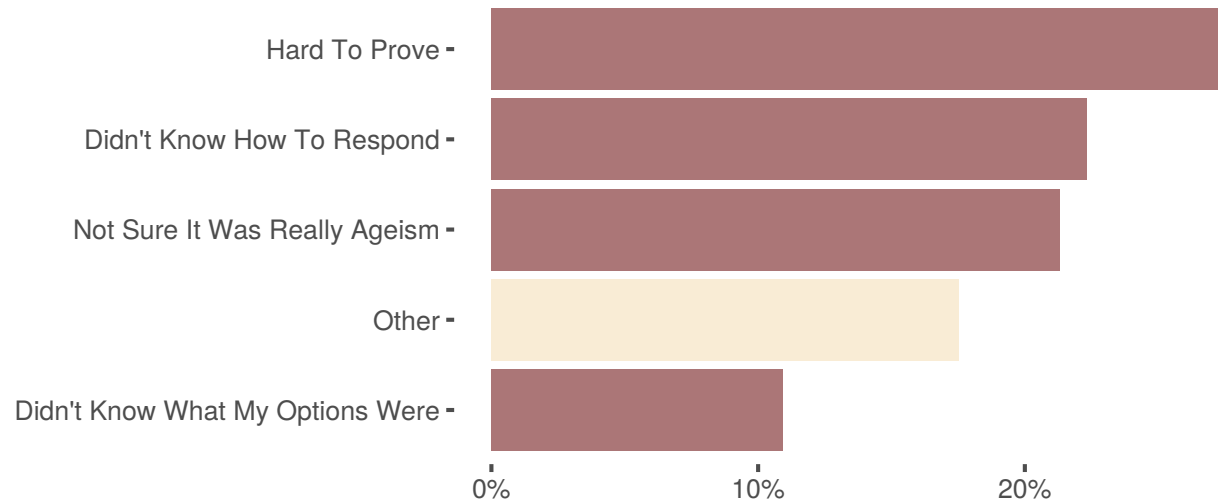
Do you think your response was effective?



	Yes	No
<b>All Respondents</b>	<b>55.7%</b>	<b>44.3%</b>
<b>Gender</b>		
Female	73%	27%
Male	51%	49%
<b>Age</b>		
Over 50	53%	47%
<b>State</b>		
NSW	71%	29%
VIC	44%	56%

## 1.9 Reason For Inaction

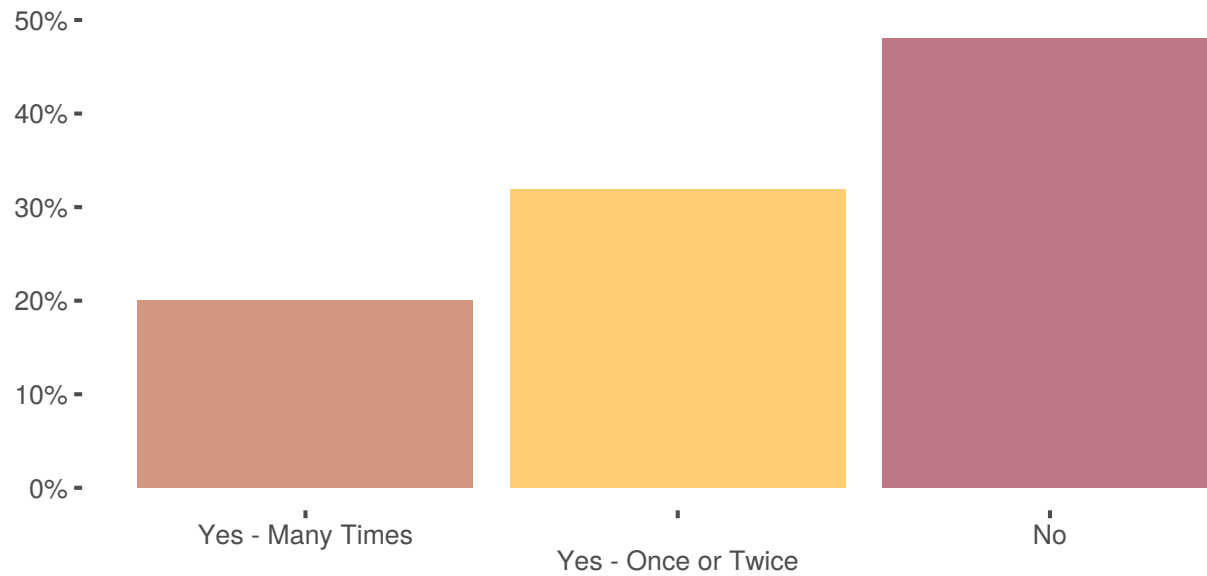
Why not?



	Not Sure It Was Really Ageism	Hard To Prove	Didn't Know What My Options Were	Didn't Know How To Respond	Other
<b>All Respondents</b>	<b>21.3%</b>	<b>27.9%</b>	<b>10.9%</b>	<b>22.3%</b>	<b>17.5%</b>
<b>Gender</b>					
Female	19%	26%	10%	27%	19%
Male	23%	30%	13%	18%	16%
<b>Age</b>					
Over 50	22%	27%	9%	24%	18%
<b>State</b>					
VIC	20%	37%	8%	22%	13%
NSW	25%	24%	8%	20%	23%

## 1.10 Ageism Witnessed

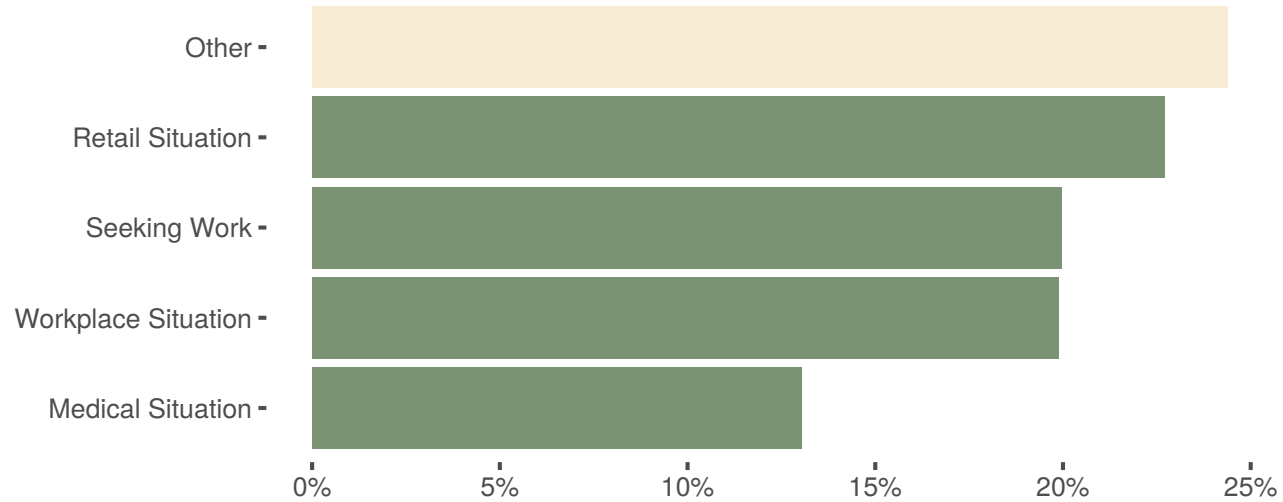
Do you think you've witnessed ageism happening to an older person or older people in the past year?



	Yes - Many Times	Yes - Once Or Twice	No
<b>All Respondents</b>	<b>20.0%</b>	<b>31.9%</b>	<b>48.1%</b>
<b>Gender</b>			
Female	20%	34%	45%
Male	19%	29%	52%
<b>Age</b>			
Over 50	19%	31%	50%
<b>State</b>			
NSW	18%	36%	46%
VIC	21%	35%	44%

## 1.11 Ageism Witnessed: Context

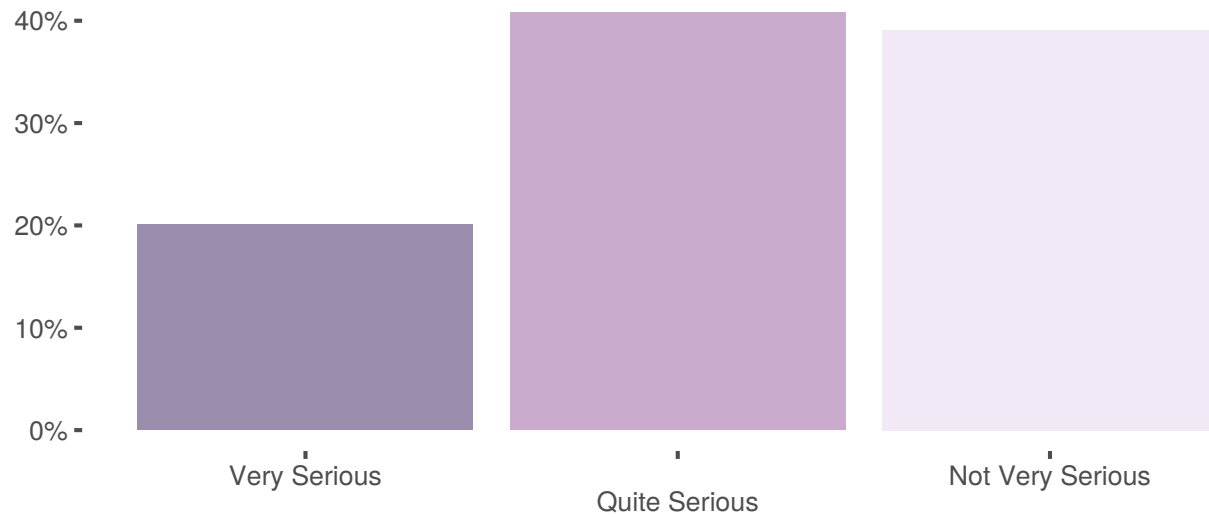
What best describes the context in which you witnessed ageism?



	Workplace Situation	Medical Situation	Retail Situation	Seeking Work	Other
<b>All Respondents</b>	<b>19.9%</b>	<b>13.0%</b>	<b>22.7%</b>	<b>20.0%</b>	<b>24.4%</b>
<b>Gender</b>					
Female	16%	15%	26%	18%	25%
Male	25%	9%	20%	22%	24%
<b>Age</b>					
Over 50	16%	15%	26%	15%	28%
<b>State</b>					
VIC	24%	9%	22%	24%	20%
NSW	22%	11%	24%	16%	26%

## 1.12 Ageism Witnessed: Degree

How serious would you say the ageism you witnessed was?

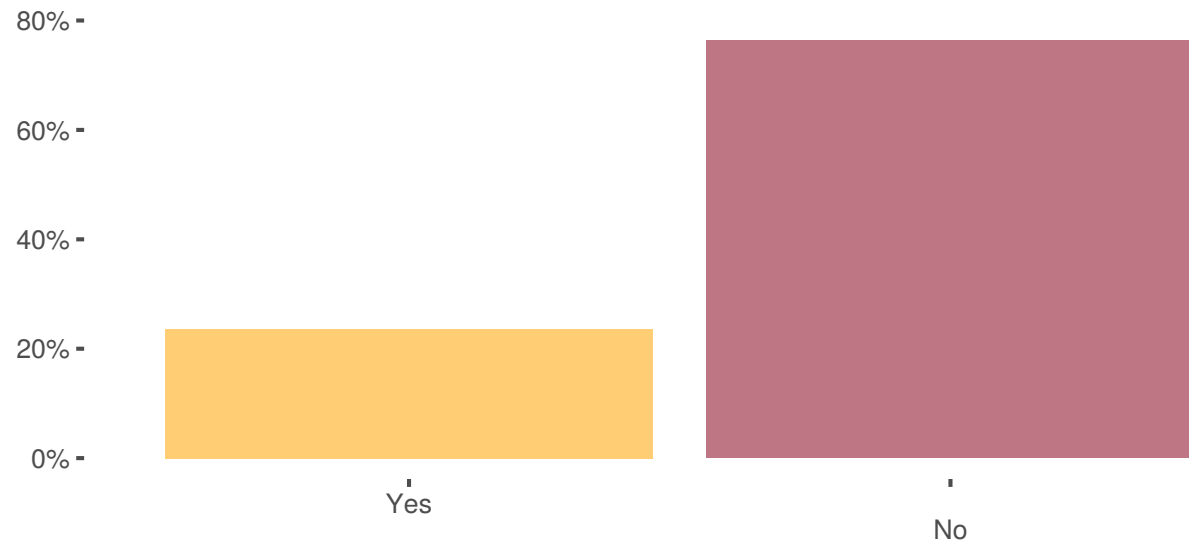


\*please note low sample size: n = 341

	Very Serious	Quite Serious	Not Very Serious
<b>All Respondents</b>	<b>20.1%</b>	<b>40.8%</b>	<b>39.1%</b>
<b>Gender</b>			
Female	15%	42%	43%
Male	22%	41%	37%
<b>Age</b>			
Over 50	19%	44%	37%
<b>State</b>			
VIC	25%	36%	39%
NSW	13%	44%	43%

## 1.13 Ageism Witnessed: Response

Did you take any action in response?



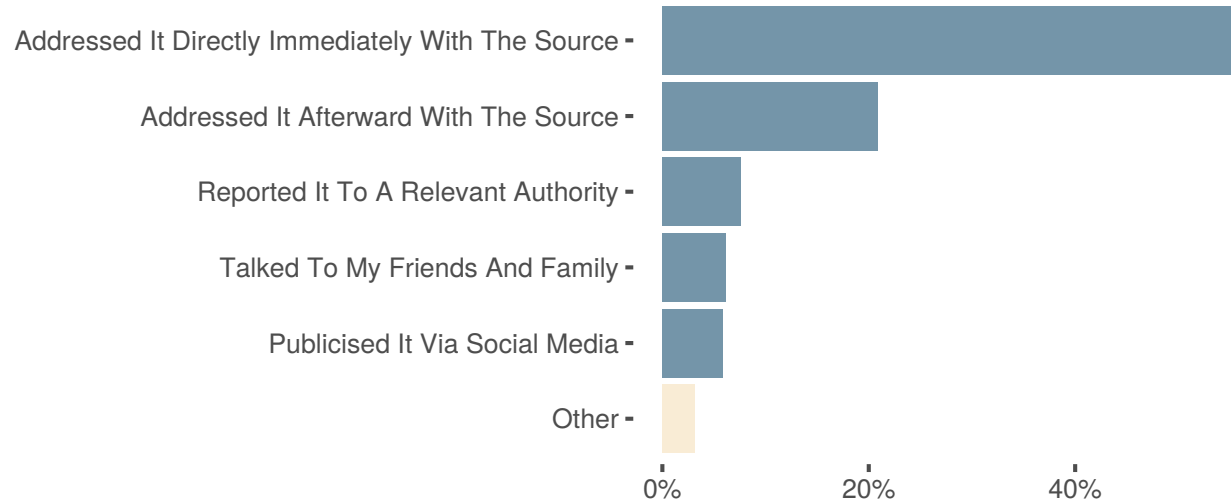
\*please note low sample size: n = 329

	Yes	No
<b>All Respondents</b>	<b>23.6%</b>	<b>76.4%</b>
<b>Gender</b>		
Female	21%	79%
Male	23%	77%
<b>Age</b>		
Over 50	19%	81%
<b>State</b>		
VIC	27%	73%
NSW	21%	79%



## 1.14 Ageism Witnessed: Action

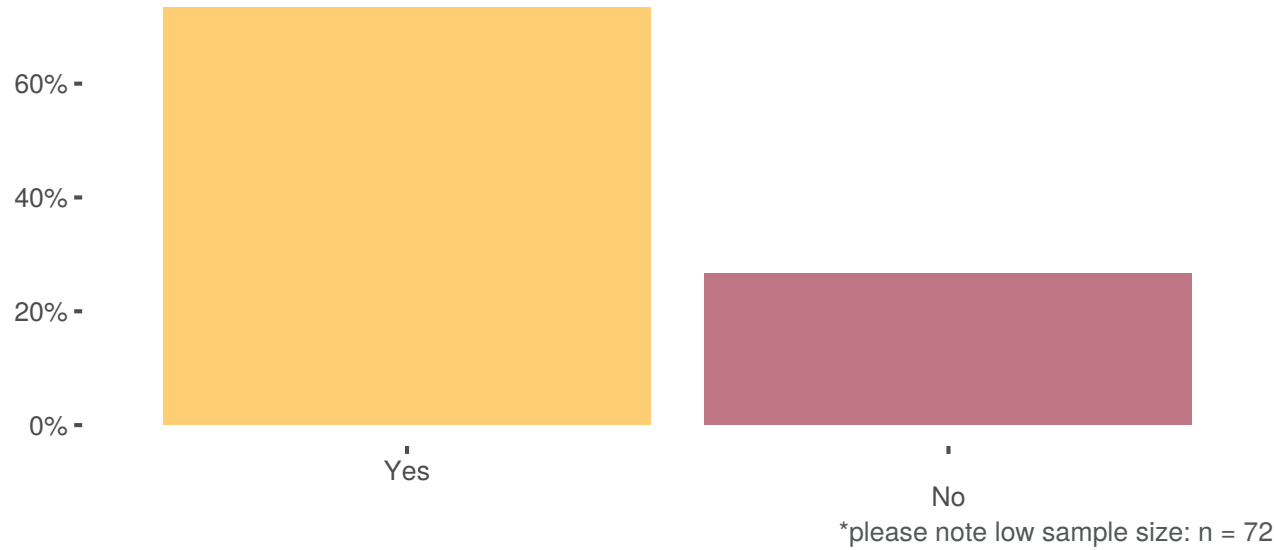
What did you do?



	Talked To My Friends And Family	Addressed It Directly Immediately With The Source	Reported It To A Relevant Authority	Publicised It Via Social Media	Addressed It Afterward With The Source	Other
<b>All Respondents</b>	<b>6.1%</b>	<b>56.4%</b>	<b>7.6%</b>	<b>5.8%</b>	<b>20.9%</b>	<b>3.2%</b>
<b>Gender</b>						
Female	8%	53%	8%	7%	21%	3%
Male	5%	56%	9%	7%	24%	
<b>Age</b>						
Over 50	6%	59%	1%	5%	23%	6%
<b>State</b>						
NSW	14%	38%	7%		36%	5%
VIC	3%	72%		8%	16%	

## 1.15 Ageism Witnessed: Response Satisfaction

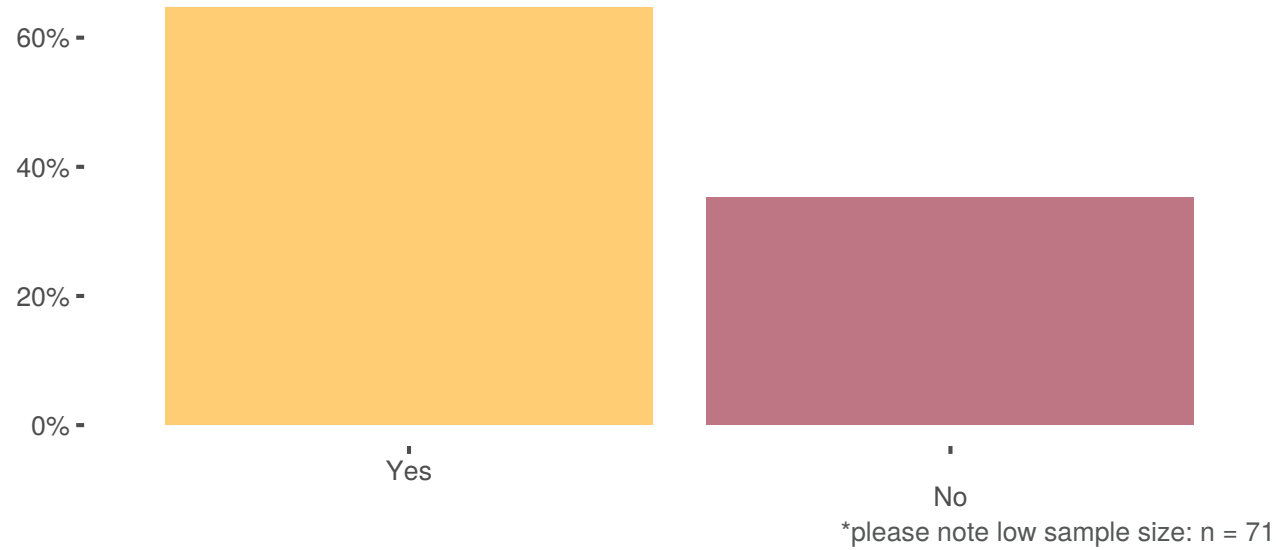
Was your response satisfying for you?



	Yes	No
<b>All Respondents</b>	<b>73.4%</b>	<b>26.6%</b>
<b>Gender</b>		
Female	86%	14%
Male	63%	37%
<b>Age</b>		
Over 50	77%	23%
<b>State</b>		
VIC	71%	29%
NSW	78%	22%

## 1.16 Ageism Witnessed: Response Effect

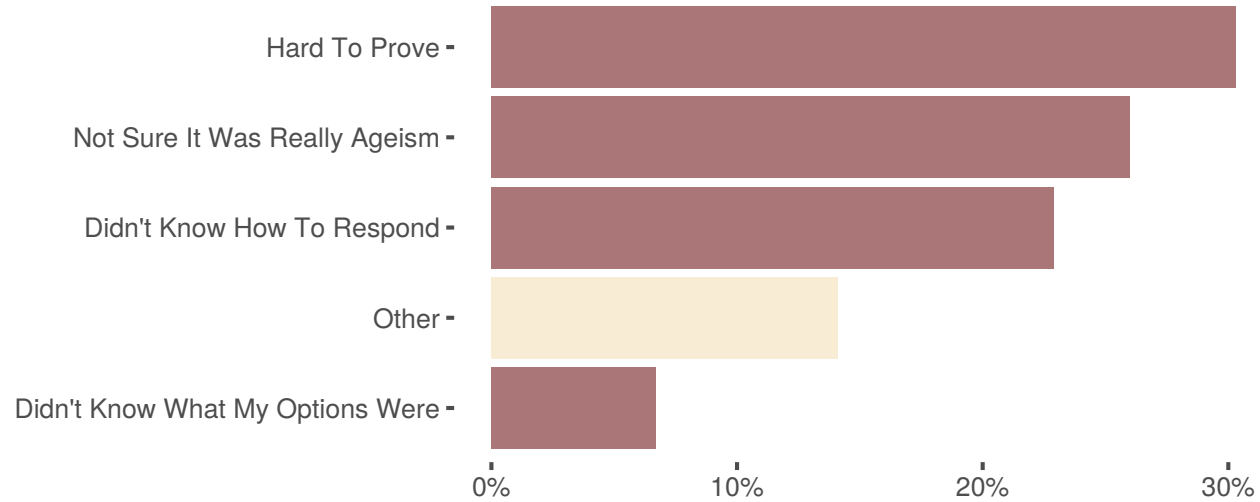
Do you think your response was effective?



	Yes	No
<b>All Respondents</b>	<b>64.7%</b>	<b>35.3%</b>
<b>Gender</b>		
Female	63%	37%
Male	66%	34%
<b>Age</b>		
Over 50	66%	34%
<b>State</b>		
NSW	57%	43%
VIC	74%	26%

## 1.17 Reason For Inaction

Why not?



	Not Sure It Was Really Ageism	Hard To Prove	Didn't Know What My Options Were	Didn't Know How To Respond	Other
<b>All Respondents</b>	<b>26.0%</b>	<b>30.3%</b>	<b>6.7%</b>	<b>22.9%</b>	<b>14.1%</b>
<b>Gender</b>					
Female	28%	27%	4%	24%	17%
Male	24%	33%	8%	22%	12%
<b>Age</b>					
Over 50	25%	33%	6%	23%	13%
<b>State</b>					
NSW	25%	24%	2%	31%	18%
VIC	26%	43%	9%	9%	14%