

## **MEDIA RELEASE**

June 2017

### **'SIXTY IS THE NEW FORTY' SAY THREE QUARTERS OF AUSSIE SENIORS**

*New study shows Australian seniors are feeling and behaving younger than their age*

Growing older doesn't have to mean feeling older according to a new study released today by the Australian Seniors Insurance Agency, which reveals that around three quarters (73%) of Australians aged over 50 agree that '60 is the new 40'.

The Golden Years study is the sixth instalment of The Australian Seniors Series - an ongoing national study investigating the shifting attitudes, behaviours and concerns affecting Australia's over-50s.

With the overwhelming majority of seniors in the mindset that actual age is less important than how young you feel (92%), the Golden Years study provides deeper insight into the behaviours, attitudes and concerns surrounding Australian seniors in the modern world, and attempts to challenge outdated assumptions about this group.

General Manager of Marketing and Australian Seniors spokesperson Simon Hovell said, "The research shows a consensus among ninety per cent of Australian seniors who believe in the mantra 'You Only Live Once', and that it is better to enjoy life while you can. It's refreshing to see data that tells us that over 50s are continuing to approach life with gusto, with almost all agreeing that you're never too old to set new goals".

Perhaps the '60 is the new 40' modern day mentality is inspired by, what appears to be, fearlessness among seniors. A substantial number of over 50s claim that they are open to taking risks and trying new experiences (77% and 64% respectively).

"Ageing shouldn't be daunting, in fact, judging by the report it's something to look forward to. Seniors today are testament to the saying that 'age is just a number' and it seems the majority attribute feeling youthful to staying physically active and being open to learning new things," added Mr Hovell.

Dr Patricia Edgar, co-author of *Peak: Reinventing Middle Age* said, "The findings reflect the dramatic demographic changes that have occurred in recent times, for the 100-year life will become commonplace this century.

"Forty per cent of Australians are now aged between 50 and 75 and they are at their most productive. They are the healthiest, best educated, most industrious and innovative generation we have seen."

Family is the key to happiness for the majority of seniors, where spending time with our loved ones becomes more valuable as we age, as is the case for seven in 10 seniors (70%). Nevertheless, being surrounded by loved ones isn't the answer for lifting every senior's mood, in fact 11 per cent are happiest when they are alone.

Interestingly, a 'Golden Years' age group seems to be more than just a concept. In fact, the new findings reveal that close to seven in 10 seniors (69%) believe their generation is 'somewhat' or 'much' luckier than their parents' generation.

Furthermore, while it's clear to see that ageing brings plenty of benefits, seniors still have significant concerns for future generations; seven in 10 cite 'war and terrorism' as their main

concern for younger groups (70%), and around three in five are concerned of the effect 'environmental issues' or 'economic hardship' will have for younger generations (both 61%).

“Australia is a middle-ageing society not an ageing society. These years are a time for creative transformation, and reshaping life like never before. They are a time for reinvention and giving back to family and community, as well as discovering new activities and finding purpose and satisfaction,” states Dr Edgar.

Despite significant shifts in the values, behaviours and concerns of Australian seniors, it seems that our senior years are an opportunity for fulfilling goals, trialling new experiences and being living proof that 60 is indeed the new 40.

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**About Australian Seniors Insurance Agency**

Australian Seniors Insurance Agency was established in 1998 to provide cost effective insurance solutions for the mature Australian Market, a market too often ignored. Australian Seniors Insurance Agency offers car, home, travel, funeral, pet and accident insurance for Australians over 50.

**About the 'Australian Seniors Series'**

In order to explore the behaviours, values and concerns of senior Australians, CoreData surveyed online 1,000 typical Australians over 50 years old across the nation in March 2017. The sample collection employed soft quotas to monitor representativeness of the Australian senior adult population.

Hard quotas by state were also employed to ensure all the main states were represented with sufficiently robust samples in the research: NSW = 200, VIC = 200, QLD = 200, WA = 200, Remaining states/territories = 200.