



The State of Ageing in 2019

Adding life to our years



Introduction

This toolkit provides all the information you need to help us spread the word about the State of Ageing. We would really appreciate your help to generate noise about these important findings and think the statistics will support your work.

We use [ResourceSpace](#) to host our documents, infographics and videos and there will be links throughout this toolkit to guide you to the right place.

Please note that all content is embargoed until Wednesday, 13 March 2019

About the report

'The State of Ageing in 2019' is the Centre for Ageing Better's new flagship report on the reality of growing older.

The research brings together publicly available data sources to reveal vast differences in how people experience ageing depending on factors such as where they live, how much money they have or what sex or ethnicity they are.

The report looks across four areas – work and finances, housing, health, and communities.

The Centre for Ageing Better will track progress and regularly report against this data to inform our work and the changes we seek to bring about over the next ten years.

The fact that we are living longer is a great achievement. But making the most of these extra years requires fundamental changes across society. The Centre for Ageing Better calls on Government, businesses and charities to rethink their approach and avoid storing up problems for the future.

If no action is taken, there will be increasing pressure on health and care services, local authorities, the voluntary sector and government finances.

Key messages and stats

Demography: In less than 20 years, the number of people aged 65 and over in the UK will increase by 44%, meaning that by 2037, one in four of the population will be over 65.

Healthy life expectancy: Men at age 65 in the UK can expect to live about half the remainder of their life without disability – ten years of their 19 years. For women, the picture is worse – only ten years of their extra 21 years is spent without disability on average.

Chronic health conditions: Nearly a quarter (23%) of people aged 50-64 manage three or more chronic health conditions. Compared to the wealthiest quintile, the poorest quintile of men aged 50 and over are 3x more likely to have chronic heart disease, 2x more likely to have Type 2 diabetes and 2x more likely to have arthritis.

Life satisfaction: Life satisfaction peaks between 70 and 74, with this age group scoring on average nearly eight out of ten in response to the question: 'How satisfied are you with your life nowadays?'

Obesity: Levels of obesity are high amongst those approaching later life, and across all wealth groups in this cohort, though poorer people are more likely to be overweight or obese. More than 7 in 10 people aged 45 to 64 in England are either overweight or obese.

Going out: A quarter (24%) of 55-59 year olds who don't go out socially cite financial reasons, and one in ten 50-59 year olds cites caring responsibilities.

Homes: Millions of UK homes are unsuitable for people with a disability or reduced mobility, with many being so hazardous and poorly-maintained that they pose a risk to the safety of their occupants. Just 7% of homes meet basic accessibility standards, and 1.3 million people aged 55 and over live in homes that pose a serious threat to health and safety.

Work: The UK has 10.4 million workers aged 50 and over, an increase of 2.4 million in ten years. Nearly a third (3.3 million) of 50-64 year olds, more than the population of Wales, are not in work. A million people between 50 and state pension age are out of work prematurely, despite wanting a job, and poorer people are more likely to leave work due to ill-health.

As more people live longer, greater focus is needed on tackling the causes of preventable ill-health and disability including poor diet and low levels of physical activity. The government must require all new homes to be built to be accessible and adaptable as standard and commit to improving the condition of existing housing. Employers must do more to support people to keep working in fulfilling jobs as long as they want, especially those managing health problems or caring responsibilities, enabling them to save more for their later life.

Spread the word

We are asking our supporters and stakeholders to share and promote 'The State of Ageing in 2019' via their own channels. The report is embargoed until 00.01 Wednesday 13 March, so please help us spread the message from Wednesday onwards.

Social media: Below, we have drafted several posts for social media that can be used alongside infographics and Twitter cards.

Blogs and newsletters: We would love for you to write a short blog on your website or channels using the key messages in the report. We will help promote your blog if you let us know, and we can support you to write it if that would help. It would also be great if you could use the content in your newsletters with a link to our report.

The Centre for Ageing Better has programme leads who specialise across the four crucial areas of the report. If you are hosting an event and would like to invite us to speak on these issues, we would welcome the opportunity. Please let our Events team know: events@ageing-better.org.uk.



Sharing on social

In less than 20 years, one in four of the population will be over 65. A new report by @Ageing_Better shows the reality of growing older in Britain: www.ageing-better.org.uk/state-of-ageing #StateOfAgeing

We're all working for longer but a lack of support in the workplace means many over 50s are exiting the labour market prematurely. #StateOfAgeing by @Ageing_Better looks at the reality of growing older: www.ageing-better.org.uk/state-of-ageing

Women at age 65 in the UK can expect to live less than half the remainder of their life without disability. 'The State of Ageing in 2019' by @Ageing_Better looks at society's readiness for our longer lives: www.ageing-better.org.uk/state-of-ageing #StateOfAgeing

An accessible home could mean the difference between continuing to wash and dress unaided and needing costly care. New report #StateOfAgeing by @Ageing_Better calls for action now: www.ageing-better.org.uk/state-of-ageing

With families and households changing, our communities need to ensure people remain connected and supported in later life. Read the new report #StateOfAgeing from @Ageing_Better: www.ageing-better.org.uk/state-of-ageing

Contact info

All resources, including the report, can be found [here](#).

If you have any further questions about the report or this pack, please contact Emma Twyning, Head of Communications: emma.twyning@ageing-better.org.uk

We will also be hosting a webinar, which will give attendees a chance to find out more about the report and ask any related questions. Find out more: <http://ow.ly/XGog30nWjAc>