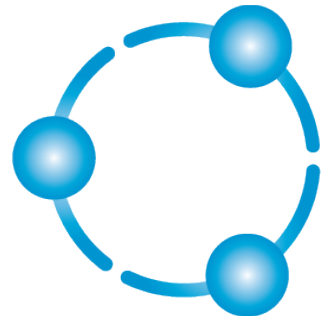


Coping with the impacts of our growing and ageing population: a universal concern

Prepared for:
The Benevolent Society
July, 2010





1. Methodology



Methodology

- ▶ This study was conducted on the Galaxy Omnibus on the weekend of 9 July-11 July, 2010.
- ▶ The sample was 1,052 respondents aged 18 years and older distributed throughout Australia, as follows:
 - NSW/ACT 316
 - Victoria/Tasmania 296
 - Queensland 192
 - South Australia 124
 - Western Australia 124
- ▶ Interviews were conducted using CATI (computer assisted telephone interviewing) with telephone numbers randomly selected from electronic White Pages. All interviewers were personally trained and briefed on the requirements of the study.
- ▶ Age, gender and region quotas were applied to the sample.
- ▶ Following the completion of interviewing, the data was weighted by age, gender and region to reflect the latest ABS population estimates.



2. Main Findings



Main Findings

- ▶ There is widespread concern about Australia's growing population. Overall, 64% are concerned at the prospect of the population reaching 36 million by 2050.
- ▶ Australians recognise and have concerns about the impacts of the population growth. These include the lack of infrastructure (81%), lack of affordable accommodation for low income earners (80%) and overcrowding in the cities (75%).
- ▶ There is a high level of concern about the consequences of Australia's ageing population. More than 90% believe that federal and state governments need to do more to deal with the expected funding shortfall as our population over 65 doubles and the number of taxpayers to support them halves.
- ▶ There is universal recognition that federal and state governments should be doing more to address this concern and introduce strategies that will help alleviate the problems down the track.
- ▶ There is overwhelming concern about the consequences of Australia's ageing population – 90% are concerned about meeting the cost of aged care for Australia's ageing population and they are equally concerned about the need to create more affordable housing. This concern is evident across all age groups.
- ▶ There is widespread community support for the Apartments for Life concept. Overall, 92% of Australians support the model, including 56% that strongly support the idea.



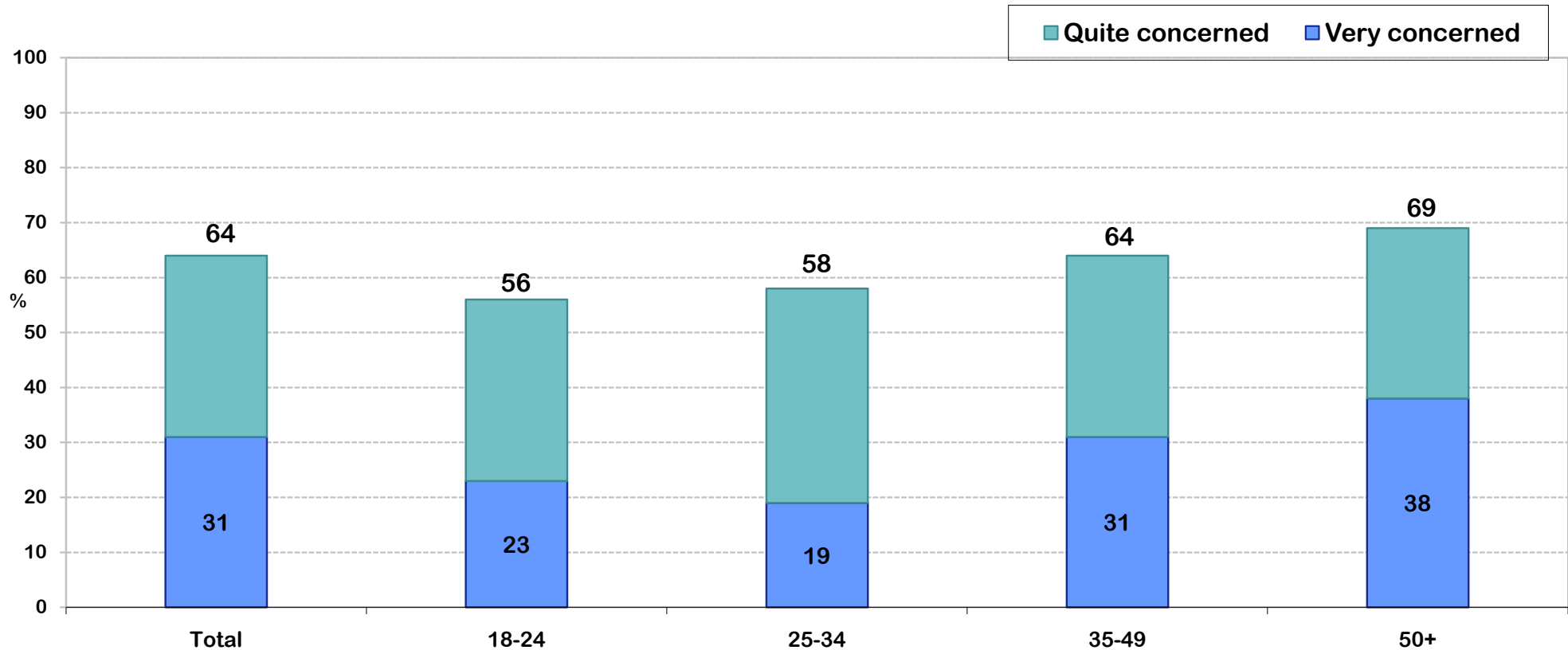
Main Findings *continued*

- ▶ Support may be observed across all demographic groups and states.
- ▶ The allocation of 40% of the units to subsidised or low cost housing is considered an important component of the Apartments for Life model. It is considered very important by the majority of older Australians and those in lower income households.
- ▶ Australians recognise many benefits to the Apartments for Life model, with the principal benefits being the ability to maintain independence (22%), easy access to health care services (20%) and proximity to family and friends (17%).
- ▶ Younger Australians are more likely to consider the access to health care services as being a key benefit, whereas those over 50 years, the ones for whom this type of accommodation is most appropriate, put greater emphasis on remaining close to friends and being able to stay within their neighbourhood.



Concern over Australia's growing population

There is widespread concern about Australia's growing population. Overall, 64% are concerned at the prospect of the population reaching 36 million by 2050



Base: all n=1052



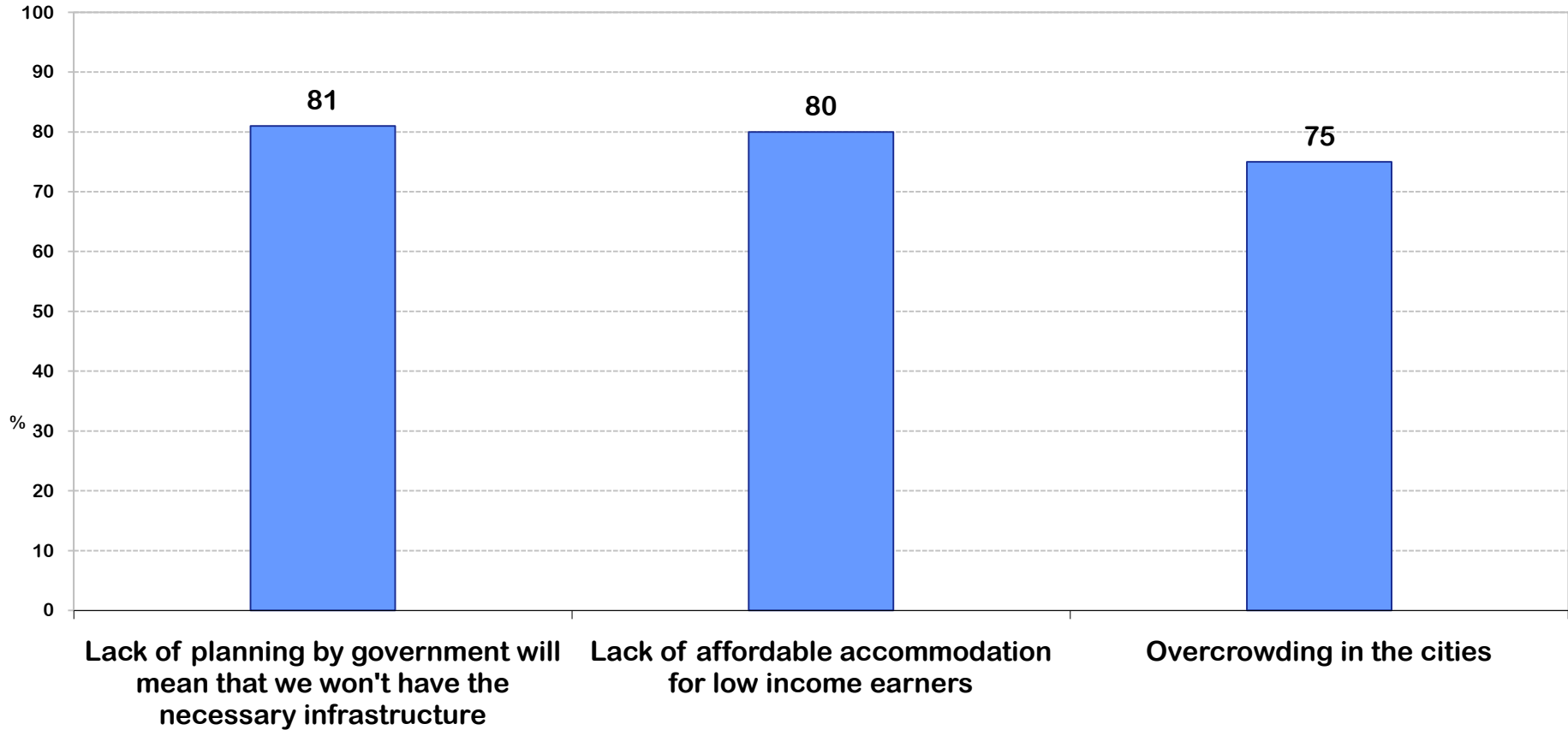
Q: Thinking now about Australia's population. It has been suggested that by the year 2050 Australia's population will be 36 million. Would you say that you are very concerned, quite concerned or not concerned about Australia's growing population?



Main consequences of the growing population



Australians are fearful of the consequences of the growing population, including the lack of infrastructure, lack of affordable accommodation and overcrowding in the cities



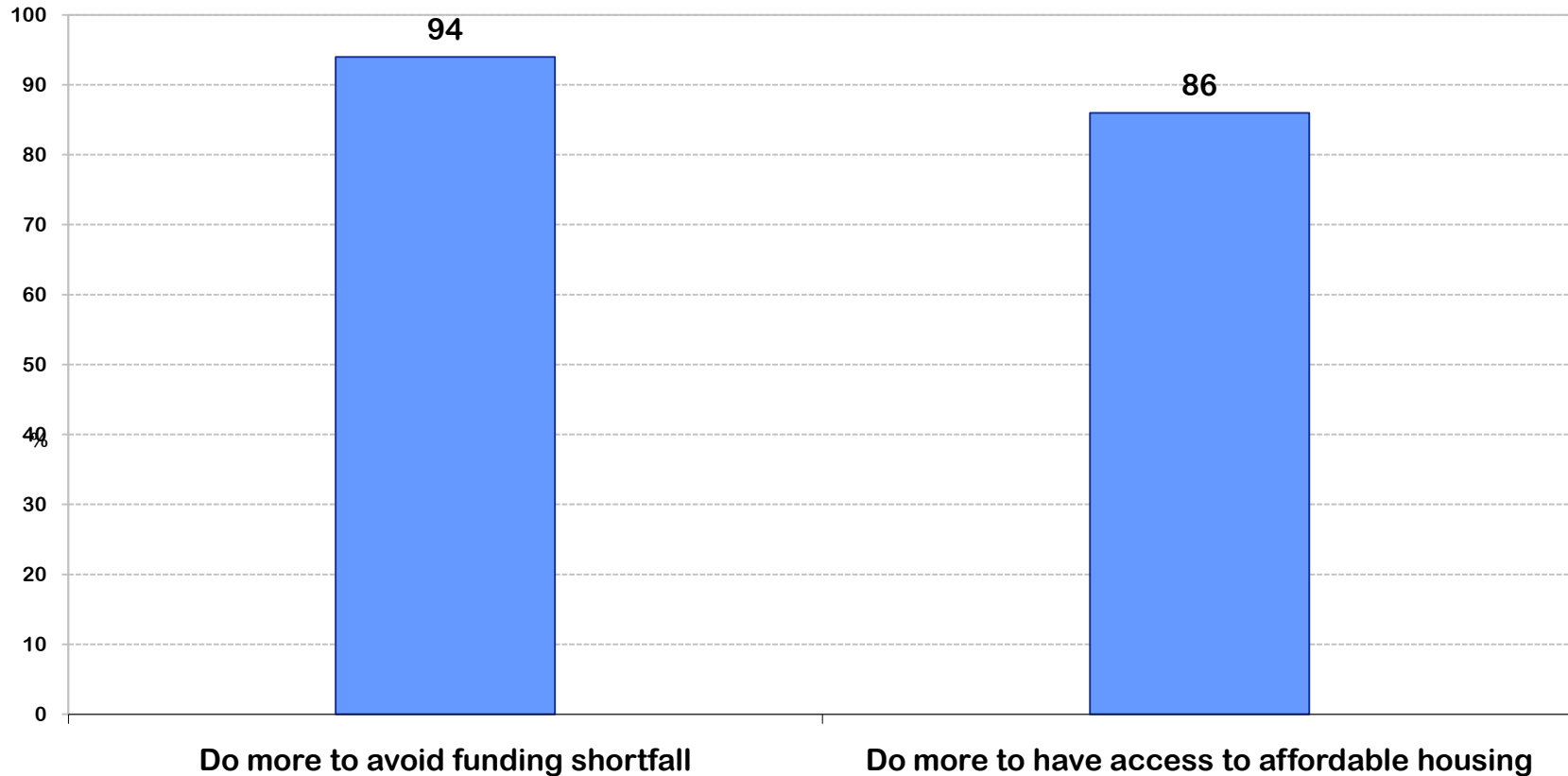
Base: all n=1052

Q: What do you think will be the main consequences of the growing population?



Federal/ state governments be doing more

There is universal agreement that the federal and state governments should be doing more to address the stark consequences of Australia's ageing population



Base: all n=1052



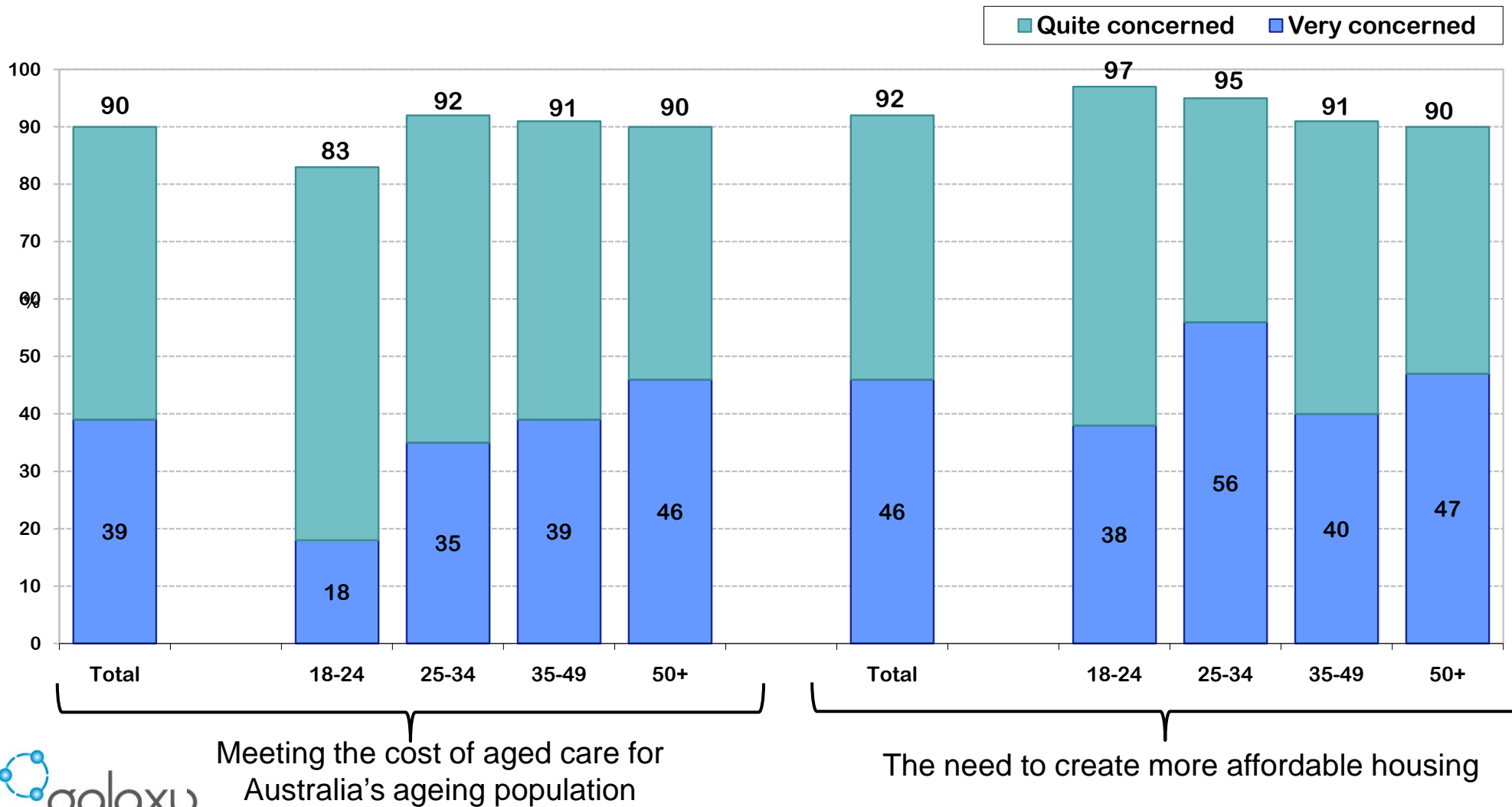
Q: Due to the ageing population, in the future there will be twice as many Australians over 65 and four times as many over 85. This will mean many more people requiring aged care services with fewer tax payers to meet these costs. In your opinion, should the federal and state governments be doing more to introduce strategies to avoid the expected funding shortfall in the future?

Q: Older people in private rental pay a bigger proportion of their income on housing than any other age group. Should the federal and state governments be doing more to make sure Australians can access affordable housing as they get older?



Concern for issue

There is overwhelming concern about the consequences of Australia's ageing population



Base: all n=1052

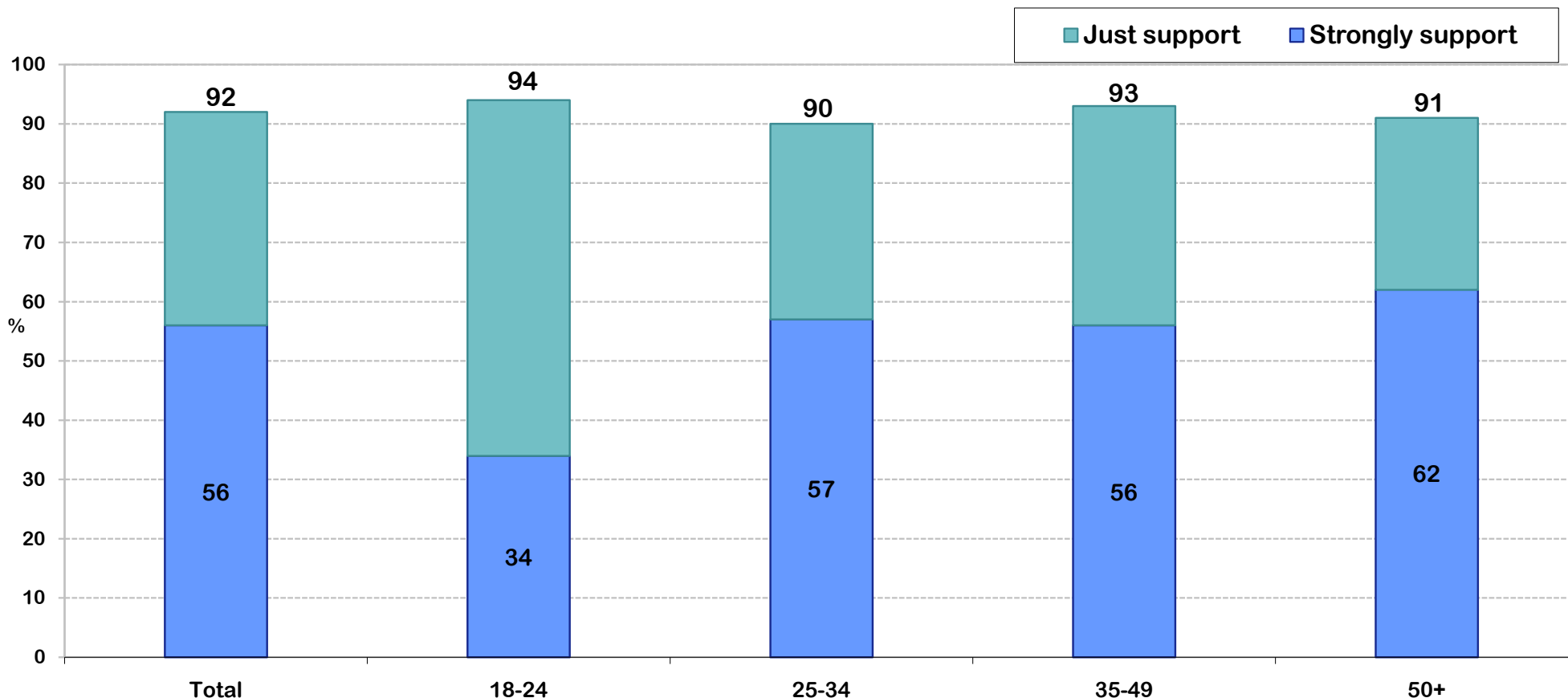
Q: Would you say that you are very concerned, quite concerned or not concerned about each of the following?



Support/ oppose Apartments for Life



There is widespread community support for the Apartments for Life concept, especially among older Australians



Base: all n=1052

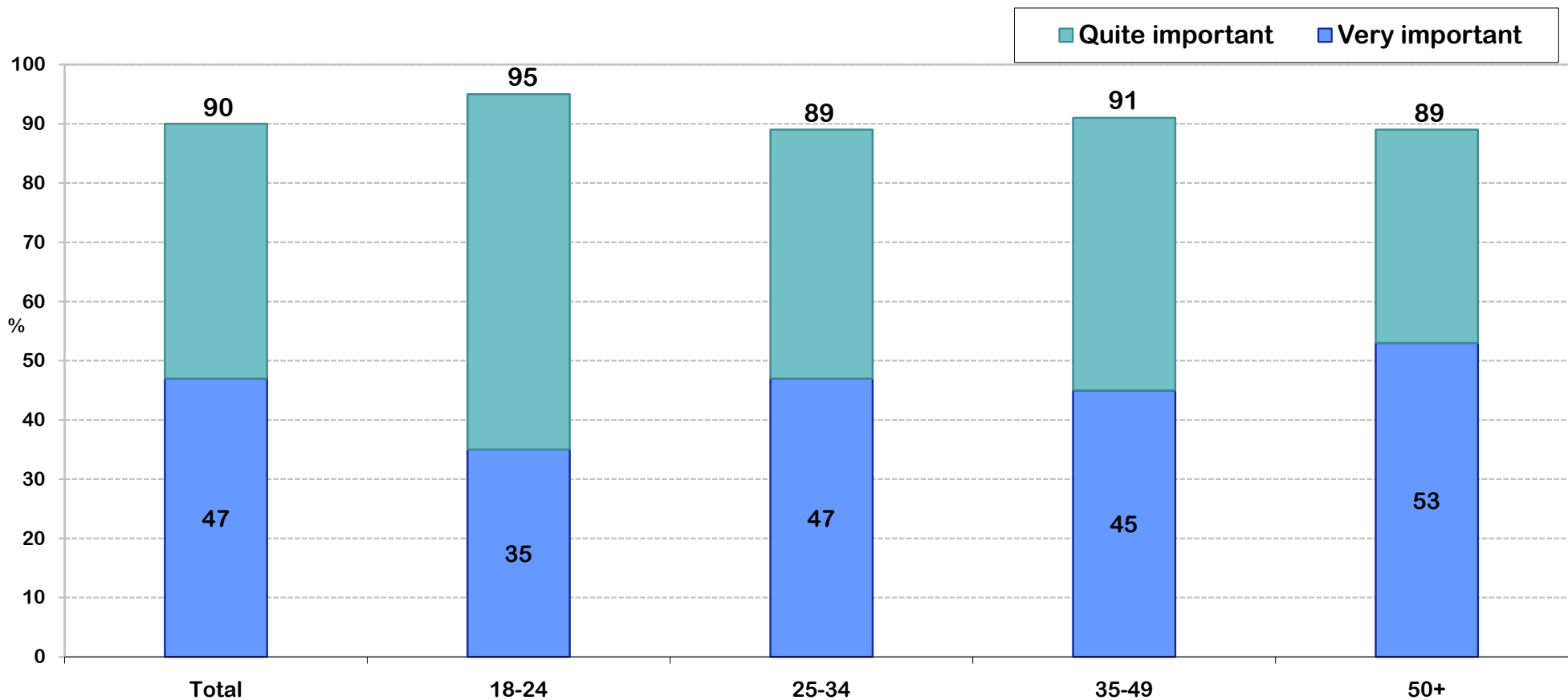


Q: There is an option called Apartments for Life that provides a new way of living for older Australians. It offers age friendly design, access to services, shops and transport, and ongoing connection to their familiar community. The goal is for residents to maintain control over their own life and be able to stay in the same apartment for the rest of their lives. Based on this information would you support or oppose this type of accommodation?



Importance of providing 40% of units for subsidised or low cost housing

The allocation 40% of the units to subsidised or low cost housing is considered an important component of the Apartments for Life model



Base: all n=1052

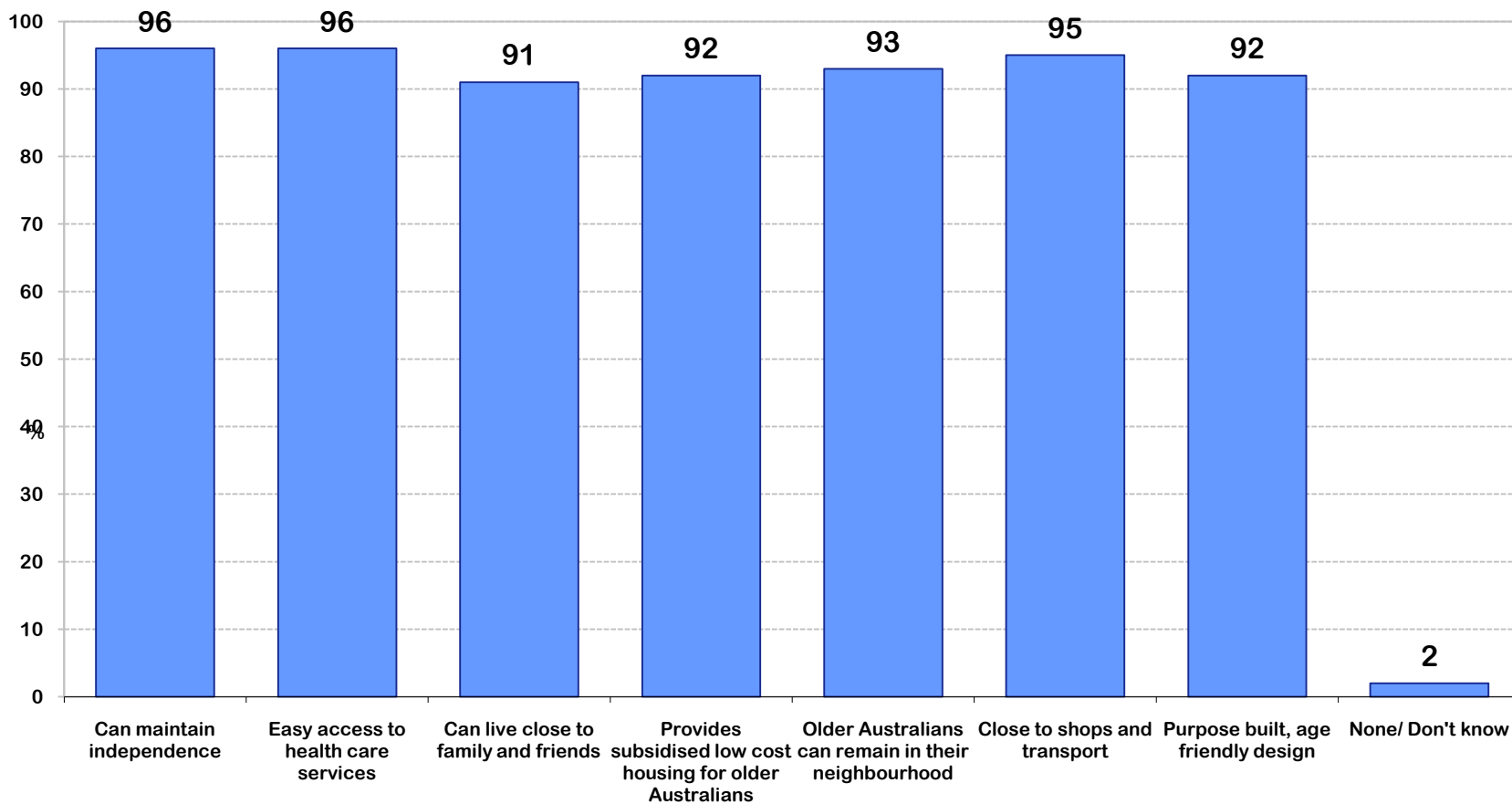


Q: Integral to the Apartments for Life model is for 40% of the units to be set aside for subsidised and low cost housing. In your opinion, is it important or not important to provide this level of affordability?



Benefits of Apartments for Life

There are many perceived benefits to the Apartments for Life idea



Base: all n=1052

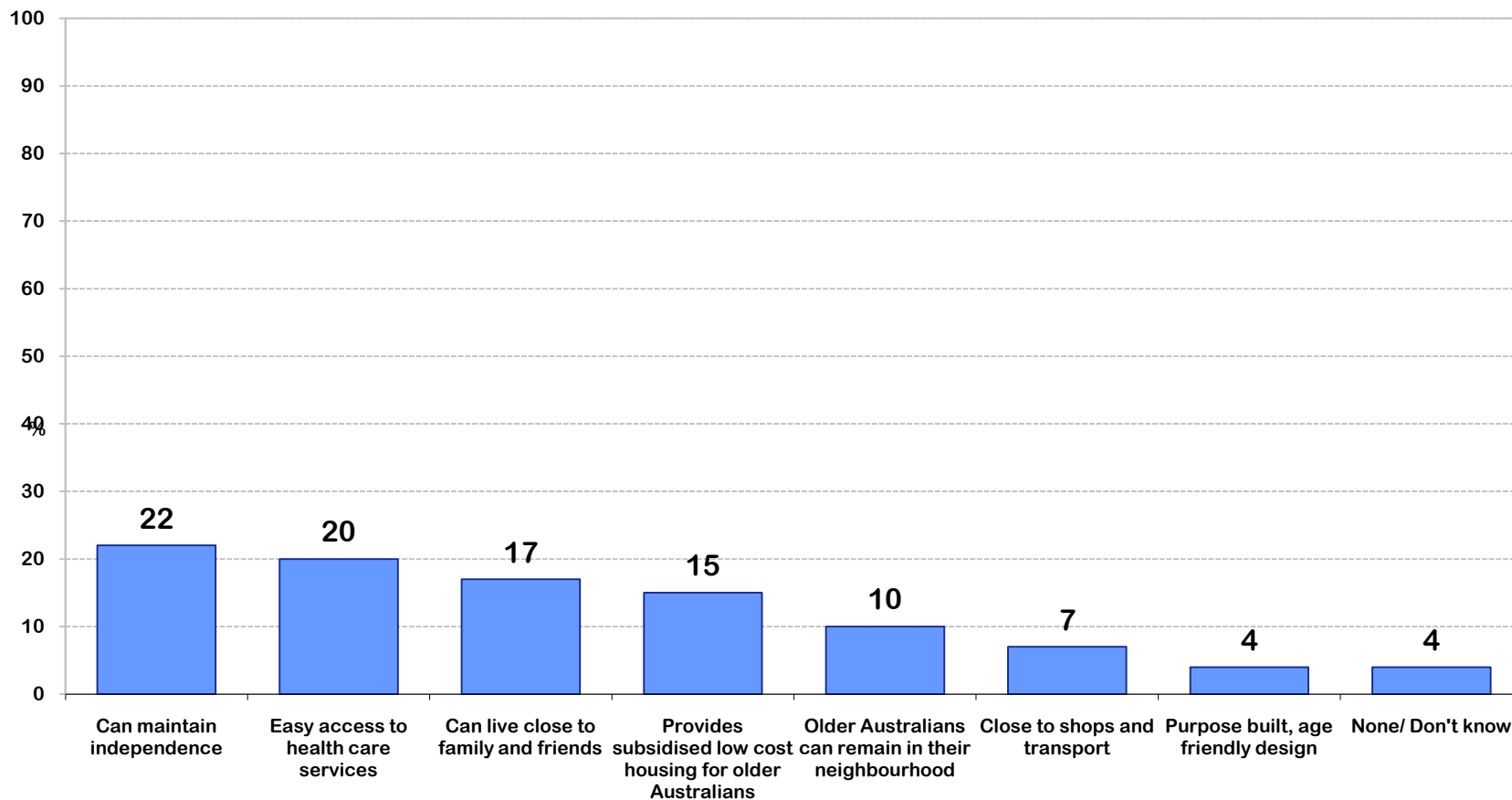
Q: Which of the following do you consider benefits of the new form of accommodation and care I described?



Main benefit of Apartments for Life



The principal benefits are the ability to maintain independence, easy access to health care services and proximity to family and friends



Base: all n=1052



3. Questionnaire

SECTION C – ASK ALL RESPONDENTS

C1. Thinking now about Australia’s population. It has been suggested that by the year 2050 Australia’s population will be 36 million. Would you say that you are **very** concerned, **quite** concerned or **not** concerned about Australia’s growing population? Very concerned..... 1
Quite concerned 2
Not concerned 3
Don’t know..... 4

C2. What do you think will be the main consequences of the growing population? **READ OUT AND ROTATE 1-3** MR
Overcrowding in the cities..... 1
Lack of affordable accommodation for low income earners..... 2
Lack of planning by government will mean that we won’t have the necessary infrastructure 3
None/ Don’t know 4

C3. Due to the ageing population, in the future there will be twice as many Australians over 65 and four times as many over 85. This will mean many more people requiring aged care services with fewer tax payers to meet these costs. In your opinion, should the federal and state governments be doing more to introduce strategies to avoid the expected funding shortfall in the future? Yes – Do more 1
No – Doing enough..... 2
Don’t know..... 3

C4. Older people in private rental pay a bigger proportion of their income on housing than any other age group. Should the federal and state governments be doing more to make sure Australians can access affordable housing as they get older? Yes – Do more 1
No – Doing enough..... 2
Don’t know..... 3

C5. Would you say that you are **very** concerned, **quite** concerned or **not** concerned about each of the following? Firstly,...? **READ OUT A-B**

	<u>VERY CONCERNED</u>	<u>QUITE CONCERNED</u>	<u>NOT CONCERNED</u>	<u>DON'T KNOW</u>
A. Meeting the cost of aged care for Australia’s ageing population 1		2	3	4
B. The need to create more affordable housing 1		2	3	4

C6. There is an option called Apartments for Life that provides a new way of living for older Australians. It offers age friendly design, access to services, shops and transport, and ongoing connection to their familiar community. The goal is for residents to maintain control over their own life and be able to stay in the same apartment for the rest of their lives. Based on this information would you support or oppose this type of accommodation? Strongly support..... 1
Just support 2
Just oppose 3
Strongly oppose..... 4
Don’t know..... 5

IF SUPPORT Is that strongly support or just support?

IF OPPOSE Is that strongly oppose or just oppose?

C7. Integral to the Apartments for Life model is for 40% of the units to be set aside for subsidised and low cost housing. In your opinion, is it important or not important to provide this level of affordability? Very important 1
Quite important 2
Not important 3
Don’t know 4

IF IMPORTANT Is that very important or quite important?

C8. Which of the following do you consider benefits of the new form of accommodation and care I described? **READ OUT AND ROTATE 1-7**

	<u>- C8 -</u> <u>BENEFIT</u> <u>MR</u>	<u>- C9 -</u> <u>MAIN</u> <u>SR</u>
Purpose built, age friendly design 1	1	1
Easy access to health care services 2	2	2
Close to shops and transport 3	3	3
Can live close to family and friends 4	4	4

ASK IF 2+ BENEFITS IN C8. IF ONE/ DK GO TO NEXT SECT

C9. And which **one** of these do you consider the **main** benefit of the new form of accommodation and care? **READ OUT AND ROTATE 1-7 FROM C8**

Older Australians can remain in their neighbourhood..... 5	5
Can maintain independence..... 6	6
Provides subsidised low cost housing for older Australians 7	7
None/ Don’t know 8	8



Intelligent
Research Solutions

For any questions or comments,
please contact David Briggs at
Galaxy Research.
P + 61 2 9406 5800