

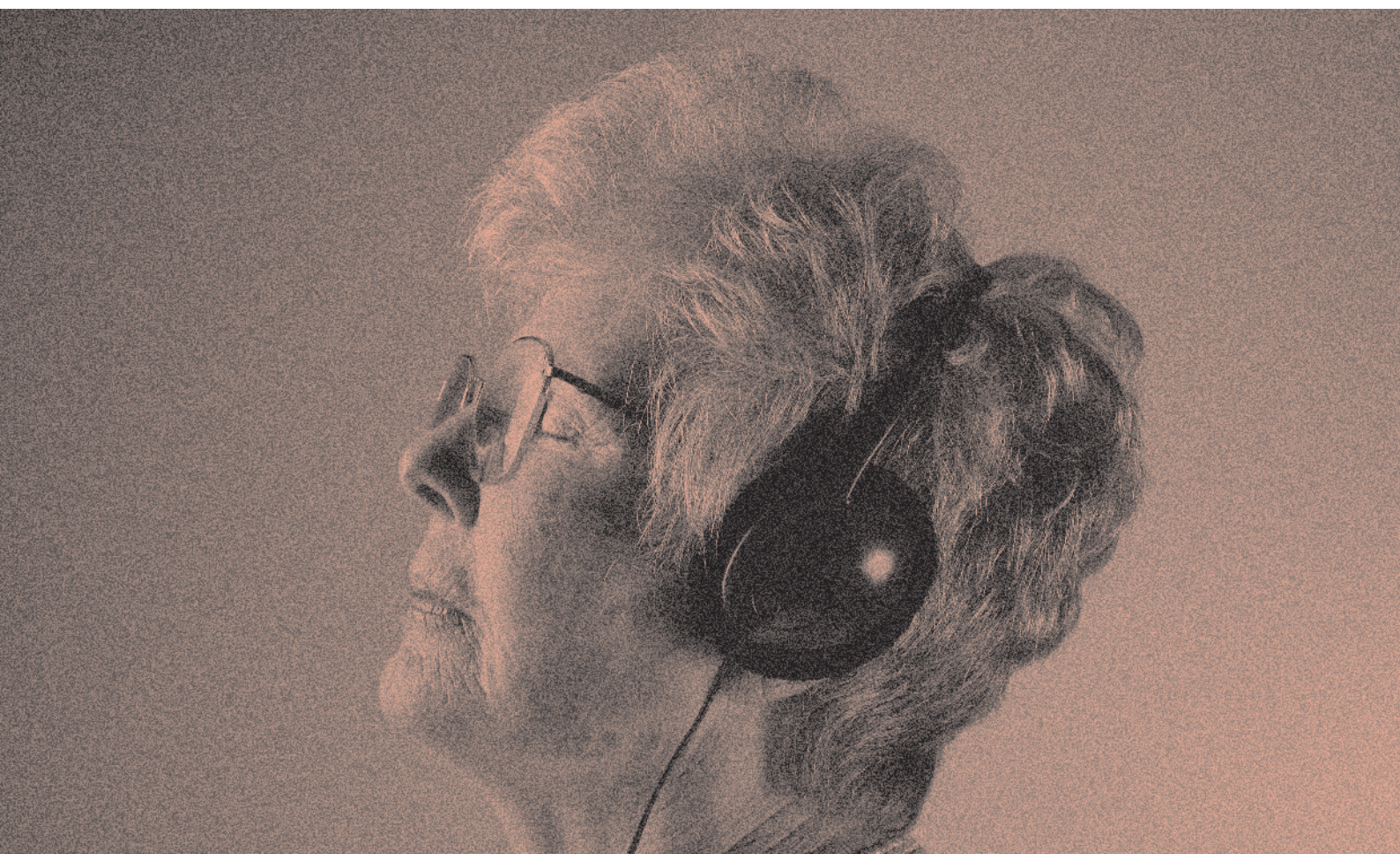
# POPULATION PROFILES: OLDER PEOPLE

## 1: THE ESSENTIALS

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**“Older people are the fastest growing group in society and there are more of them than ever before.”**

Age Scotland



# What's it all about?

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## Q: What do we mean when we talk about 'older people' or 'the elderly' ?

- An older person is commonly defined as a person over pensionable age, which is roughly 60 for women and 65 for men, depending on when they were born.
- Many people have also taken early retirement in the last decade (prompted by the shrinking of the public sector mostly), and so the term 'retired' can often be applied to over-50s. However, in the case of this document 'older people' are only those over pensionable age.
- Older people with an occupational or private pension may be relatively well-off.
- Many more are on low incomes - under £15,000 a year. For these people the only source of income may be a state pension or welfare benefits.
- Many older people rarely use technology and tend to prefer traditional marketing like TV, newspaper and direct mail.
- Older people may or may not own a car depending on their personal income and health. The majority own the property they live in with a small group living in social housing.
- Older people are spread throughout Scotland with a concentration in the Central Belt, West Coast, and North-East. The older population in the North and Central Belt has grown at a slightly higher rate than elsewhere.

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A: We define Scotland's older people as anyone of **state pensionable** age including those who are fit and active (**Third Age**) and those who have become physically and mentally impaired (**Fourth Age**).



# An ageing population:

**“In our fast ageing world, the growing presence of older adults creates new opportunities for both individual and societal development. Well-being and health in old age can be expanded by being culturally active.”**

Cultuurparticipatie, Netherlands

- In 2011 there were **1 million** older people of a pensionable age living in Scotland; that is almost **1 in 5** of the total population.
- Skip to 2031 and the number of 65-75 year olds is predicted to increase by **58%** to **1.31 million**, and the number aged 75-plus by **75%** to **650,000**.

These huge (and very significant) projected rises are driven by two factors:

- **Baby Boomers** born after the Second World War will be entering their 80s.
- **Life expectancy** continues to increase.

Scotland's ageing population profile is similar to the rest of Europe, but Scotland will see a larger increase in the number of people aged 65-plus than the rest of the UK.

Sources:

Government Actuary Department 2004;

Projected Age Structure of Scotland's Population 2004-2031;

The Changing Age Structure of Scotland's Population, mid-2004 to mid-2014:NRS Scotland;

[The Future Care of Older People in Scotland – Healthier Scotland;](#)

[A Creative Combination – The Baring Foundation](#)

Mammalian Diving Reflex:  
All The Sex I've Ever Had,  
Behaviour 2012



# The facts: Older people in the UK:

**“Be bolder and wiser in approaches  
with older people.”**

Culture Hive

Scotland – like the rest of the UK – has an ageing and growing population. **Culture Hive** provides a valuable resource for organisations seeking to understand and engage with older audiences.

## **FACTS:**

- There are now more pensioners in the UK than people under 16.
- One in four babies born today will live to be 100.
- Roughly a third of the country is now over 50.
- The fastest growing age group is the over-80s.
- In just over 15 years, people over 50 will represent the majority of the population.
- As the older population grows, it becomes more diverse.
- The incidence of women experiencing loneliness rises from around a third of all women in their 50s to half of all women in their 80s.
- Rates of participation in arts and other leisure activities falls as people get older.
- People over 75 engage in the arts far less than any other age group.
- Better-off older people participate more than people who are hard-pressed.

**CULTUREHIVE.CO.UK**

# The facts:

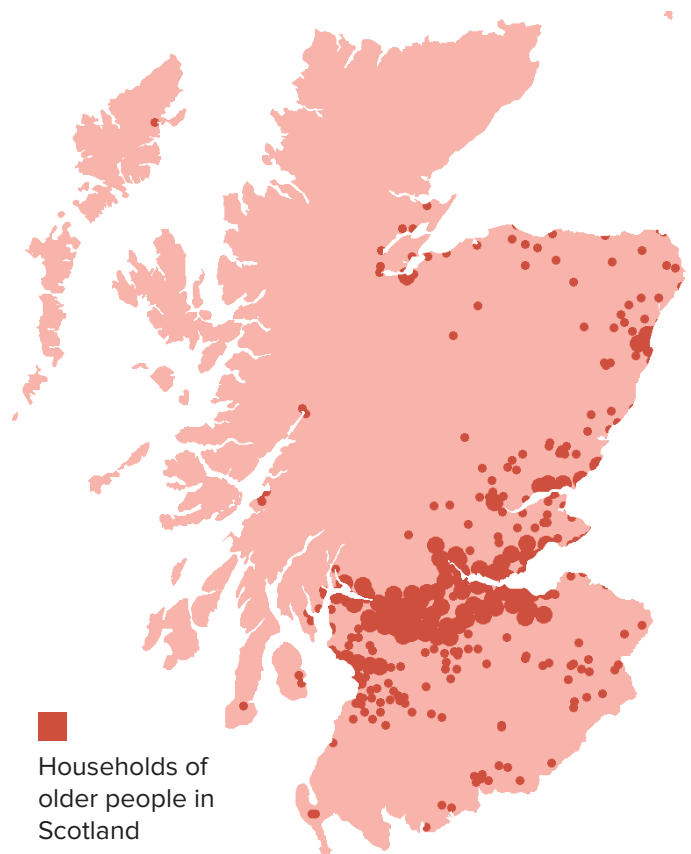
## Older people in Scotland

Scotland's older people (age 66+) broadly fall into **two quite different lifestyle groups** which, together, account for almost **360,000** households concentrated across the Central Belt, North-East, and South-West of Scotland.

- The **first group** is fairly secure. They are homeowners living comfortably with a private pension and account for roughly **2 out of 7** older households in Scotland. A mix of singles and couples, they tend to drive little and rarely use new technology.
- The **second, much bigger group** accounts for **5 out of 7** older households in Scotland. **7 out of 10** of this group lives alone and they tend to need more support. **Around 55%** of this group live in council and housing association flats.

## Older people and the arts:

- Over **70,000** older people households attend the arts in Scotland every year. They account for **5%** of the audience.
- **4 out of 7** of these older arts attendees belong to the **first group** described above, making the rate of attendance among this group disproportionately high.
- Almost **4 in 10** households of older people in Scotland attend more than one arts event a year.



Source: Culture Republic trends data.  
Contact us to find out more.

# Connections:

## RESOURCES:

- [The Baring Foundation](#)  
– lots of resources and advice
- [Age of Creativity](#)  
– lots of resources
- [NAPA \(National Activity Provider's Association\)](#)
- [Alzheimer's Scotland](#)  
– resources on how to make the environment dementia friendly

## CASE STUDIES:

- [Aberdeenshire Council Arts Development \(Create:Connect; Moving Stories; Out and About; Cultural Activity in Care Homes\)](#)  
– case study
- [Fife Council \(Still Points in a Turning World project\)](#) – case study
- [Manchester City Council / NHS Manchester – Valuing Older People Cultural Offer \(VOPCO\) Project](#)

**“There’s one more terrifying fact about old people: I’m going to be one soon.”**

P.J.O'Rourke



# What next?

Dulwich Picture Gallery, Good Times.



**Culture Republic** can help you target, develop and evaluate your work with older audiences.

If you are planning a campaign or seeking to expand your reach, contact us for support and advice.

