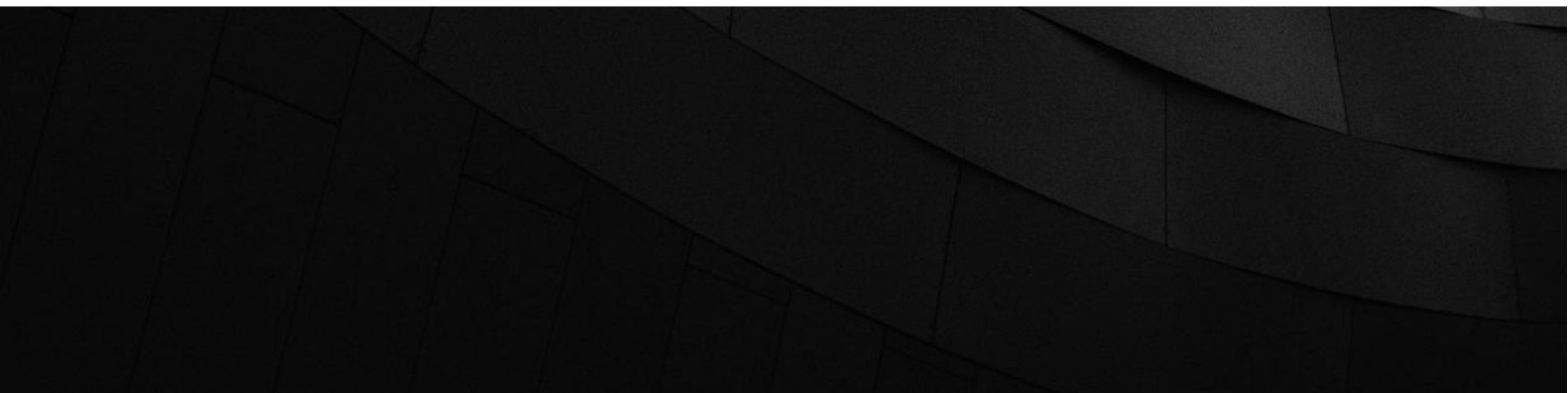


ASIA

AGEING PERCEPTIONS REPORT

MAY 2018



KEY FINDINGS

Seniors are increasingly fearing ageing and missing their younger days

- The fear of ageing among seniors tends to grow as they get older. Many find getting old to be 'depressing' and actually feel old, citing feeling tired, poor health and life's disappointments as the most common reasons
- Although most seniors are still socialising with friends and going out to restaurants at least monthly, many do not think they have more time and money now to enjoy social activities compared to when they were younger
- Consequently, seniors are increasingly missing their younger days. Although the majority of seniors feel more content with their life now than they did when they were younger, far fewer feel that they are enjoying life more now than in their 20s, 30s or 40s

Growing ageism is leading seniors to question how they see themselves

- Seniors believe that they have a lot of wisdom to share with younger generations or that they are one of Australia's greatest resources. However, many believe that they are not generally well respected by the young
- There are also strong views on brands, marketers and the media, with the vast majority of seniors believing that they are too focused on youth and that seniors are typically portrayed based on outdated stereotypes, including ageist stereotypes
- Consequently, around half of seniors feel that ageism is growing in Australia these days compared to 20 years ago and that the way they see themselves is at odds with how younger people view them
- While the majority of seniors think that they are perceived by the young as useful to society, many think that they are perceived as the generation that got all the breaks, less deserving or a burden on society
- Many also say that they have felt ignored by younger members of their local community, excluded on social media platforms or felt forgotten by society

There is growing pressure for seniors to look good and plastic surgery could be an option

- Some seniors feel pressured to keep fit for the sake of their looks and feel that the pressure is greater now than when they were younger. Many seniors also feel that there is more societal pressure on older people to look younger to stay employable
- However, only a small minority of seniors have had or would consider plastic surgery or cosmetic procedures
- Nonetheless, the majority think plastic surgery amongst seniors is more accepted now than it was 10 years ago, citing shifting societal values and seniors embracing their youthful side

Seniors are trying to maintain a healthy lifestyle to counter ageing

- The vast majority of seniors try to maintain a healthy lifestyle, most commonly citing a desire to have a better quality of life
- Many seniors use alternative medicines, including vitamins and minerals, and many are using them more now compared to when they were younger
- Many seniors also claim to be healthier in their food choices now compared to when they were younger

Many seniors may be ill-prepared for retirement or partner's passing

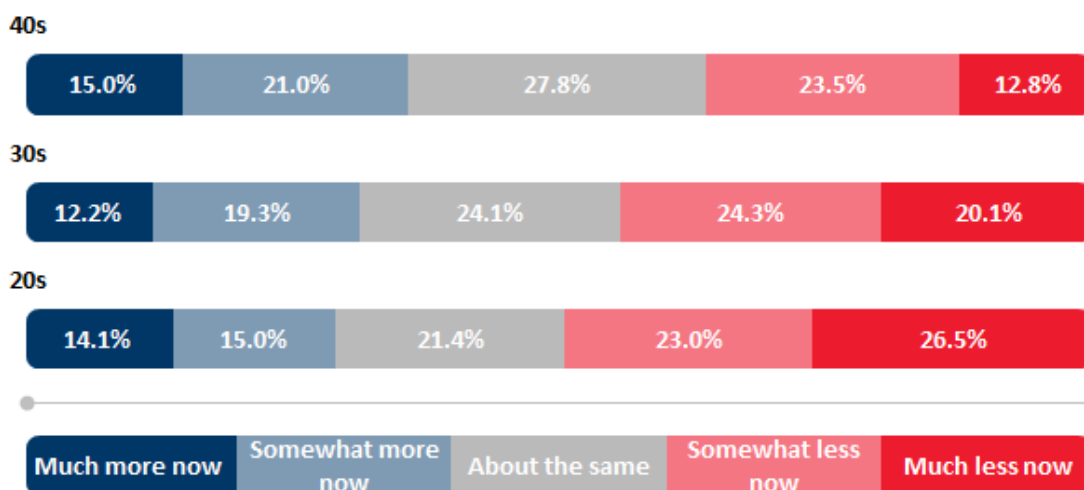
- The large majority of seniors have uncertainties about their future financial security, with a common worry that with age comes greater risk of poverty
- However, close to half do not trust the system to look after them in retirement if required
- Although the majority of seniors are doing a range of things to prepare financially for retirement, particularly by saving, spending less and investing in property, many are not doing anything in particular
- Furthermore, while most seniors are doing a range of things to prepare for the passing of their partner, particularly by completing a will, letting their family know of their plans and getting their affairs in order, many are also not doing anything in particular

MAIN FINDINGS

CONTENTMENT

- It is clear that seniors are missing their younger days and that the fear of ageing grows as they get older
- Although the majority of seniors feel more content with their life now than they did when they were younger, far fewer feel that they are enjoying life more now than in their 20s, 30s or 40s
- Although most seniors are still socialising with friends and going out to restaurants at least monthly, many do not think they have more time and money now to enjoy social activities compared to when they were younger
- More than two in five seniors feel old, most commonly citing feeling tired, poor health and life’s disappointments. Many also fear ageing and many also find getting old to be ‘depressing’

Do you feel you are enjoying life more or less now than in your...



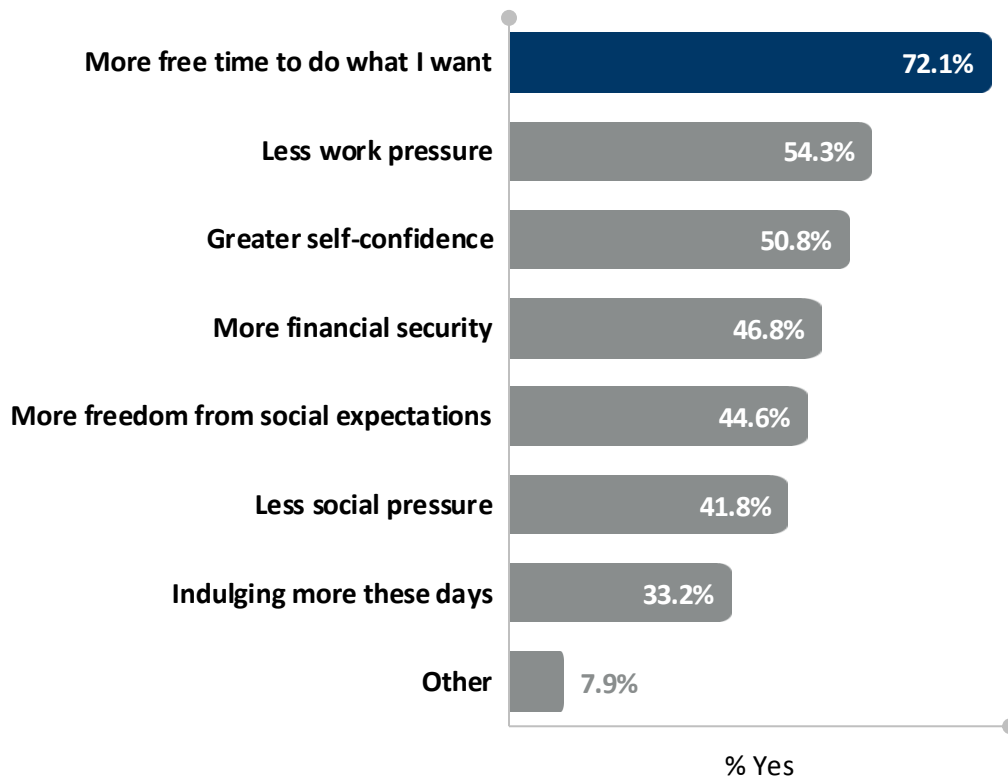
Source: CoreData - Ageism Survey (May 2018)

Question: Do you feel you are enjoying life more or less now than in your...

Only a minority of seniors feel that they are enjoying life more now than in their 20s, 30s or 40s and it is clear that seniors are missing their younger days.

Close to half (49.5%) of seniors feel they are enjoying life less now than in their 20s, while more than two in five (44.4%) feel they are enjoying life less now than in their 30s. More than one in three (36.3%) feel they are enjoying life less now than in their 40s.

Why do you feel you are enjoying life more now than when you were younger?



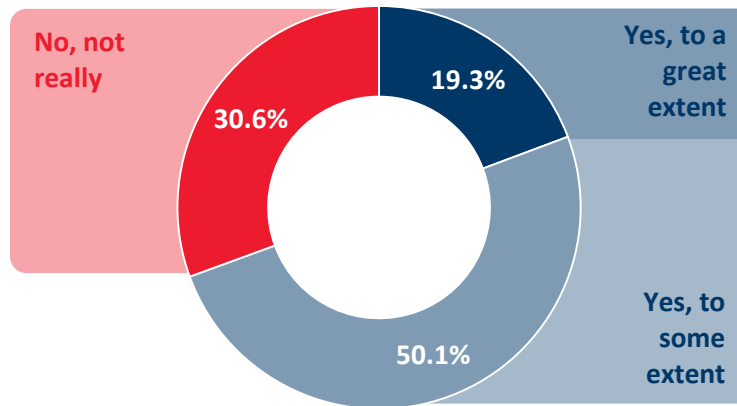
*Multiple answers allowed

Source: CoreData - Ageism Survey (May 2018)

Question: Why do you feel you are enjoying life more now than when you were younger?

Seniors who feel they are enjoying life more now than when they were younger most commonly cite having more free time to do what they want (72.1%), followed by less work pressure (54.3%) and greater self-confidence (50.8%).

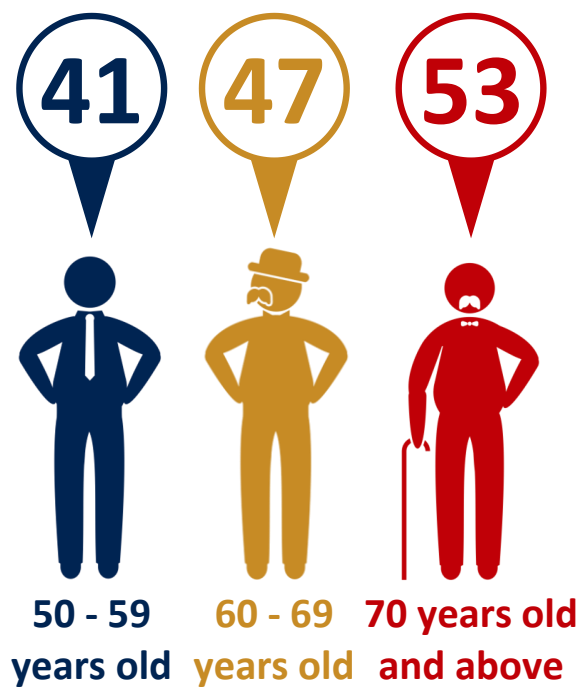
Do you feel more content with your life now than you did when you were younger?



Source: CoreData - Ageism Survey (May 2018)
 Question: Do you feel more content with your life now than you did when you were younger?

Although many seniors appear to be missing their younger days, the majority (69.4%) feel more content with their life now than they did when they were younger.

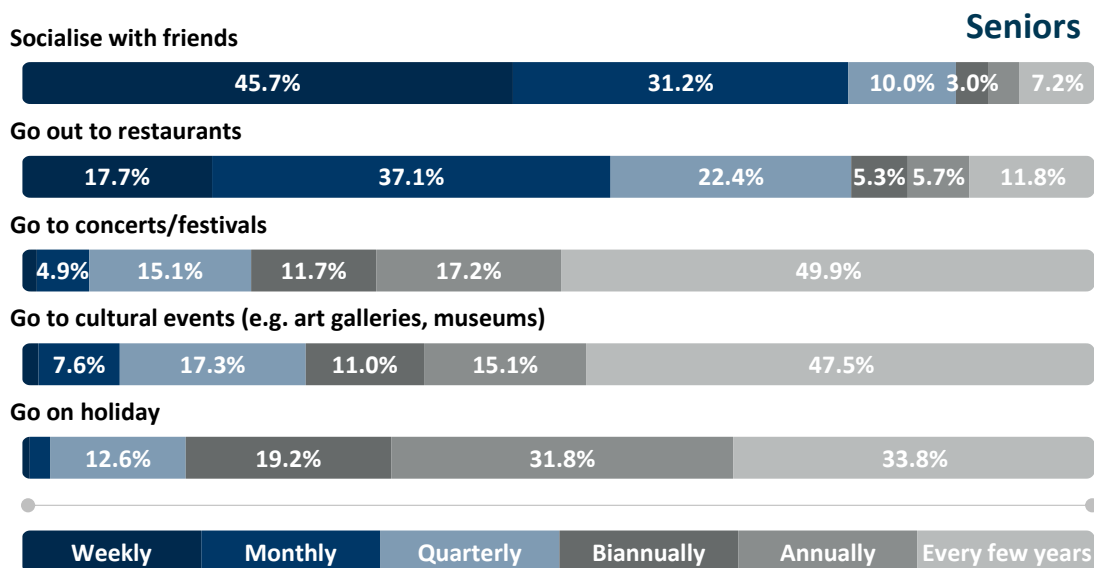
At what age do you think you became most content with your life?



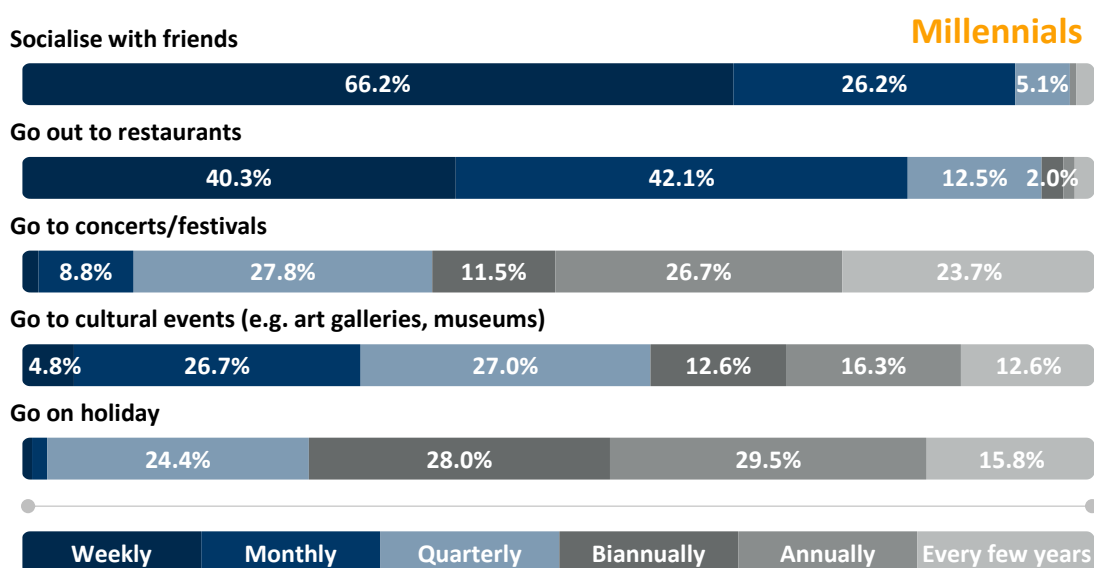
Source: CoreData - Ageism Survey (May 2018)
 Question: At what age do you think you became most content with your life?

On average, seniors in their 50s think they became most content with their life at age 41. This rises to age 47 for those in their 60s and 53 for those aged 70 and above.

How often do you typically do the following?



Source: CoreData - Ageism Survey (May 2018)
 Question: How often do you typically do the following?

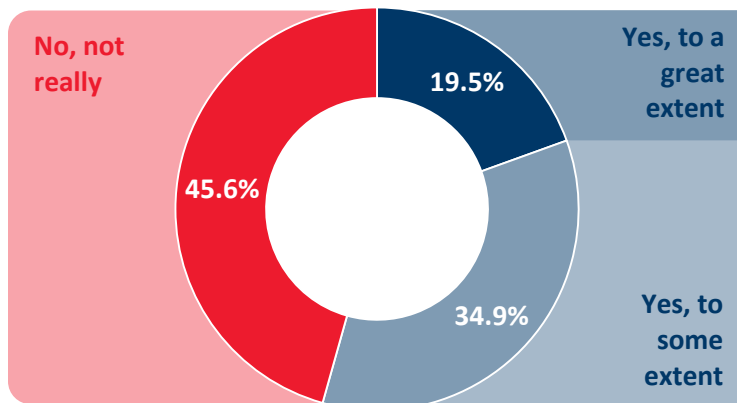


Source: CoreData - Ageism Survey (May 2018)
 Question: How often do you typically do the following?

The large majority (76.9%) of seniors socialise with friends at least monthly, while more than half (54.8%) go out to restaurants at least monthly.

However, millennials are more likely to socialise with friends or go out to restaurants at least monthly (92.4% and 82.4% respectively).

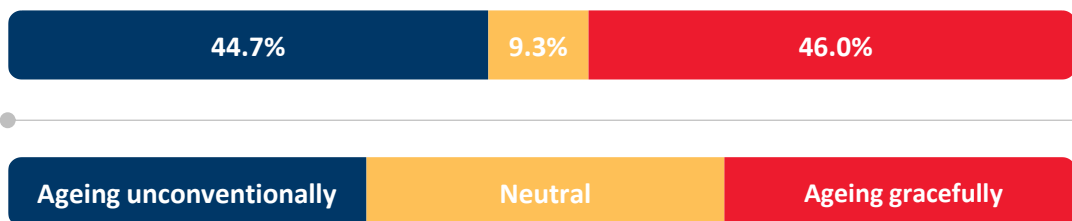
Do you think you have more time and money now to enjoy these activities compared to when you were younger?



Source: CoreData - Ageism Survey (May 2018)
 Question: Do you think you have more time and money now to enjoy these activities compared to when you were younger?

Close to half (45.6%) of seniors do not think they have more time and money now to enjoy social activities compared to when they were younger.

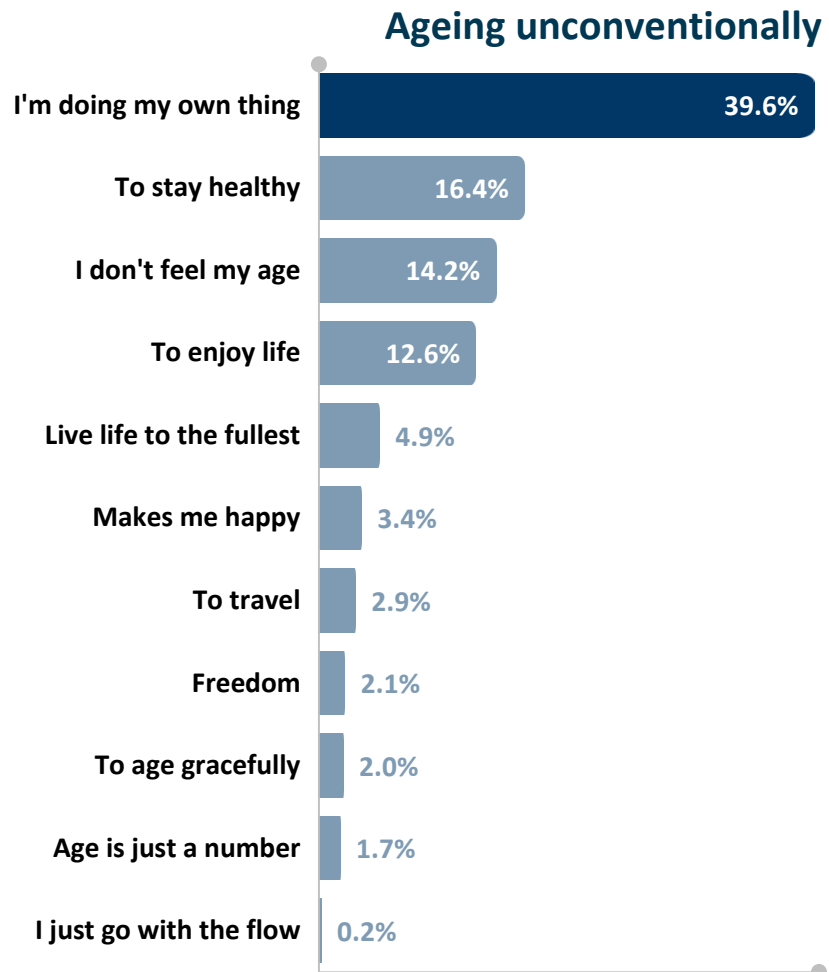
What best describes your aspirations for your own ageing process?



Source: CoreData - Ageism Survey (May 2018)
 Question: What best describes your aspirations for your own ageing process?

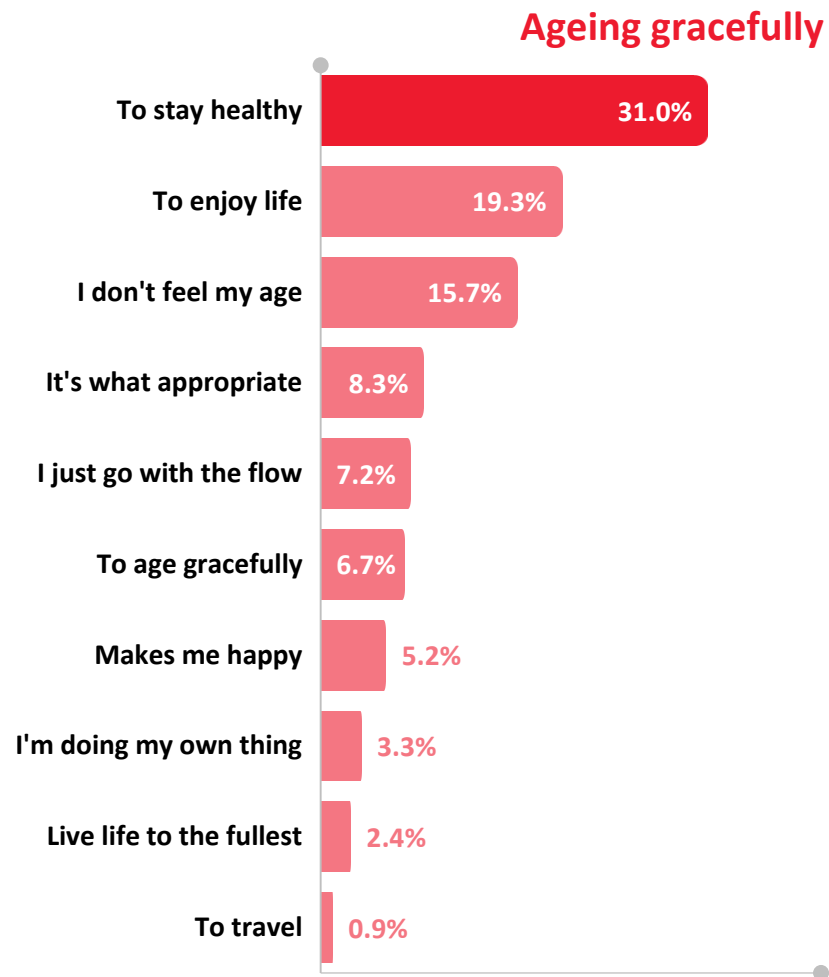
Seniors are split roughly evenly with regards to their aspirations for their own ageing process, with close to half (46.0%) aspiring to age gracefully and a similar proportion (44.7%) aspiring to age unconventionally.

Why is this your aspiration for ageing?



Source: CoreData - Ageism Survey (May 2018)
 Question: Why is this your aspiration for ageing?

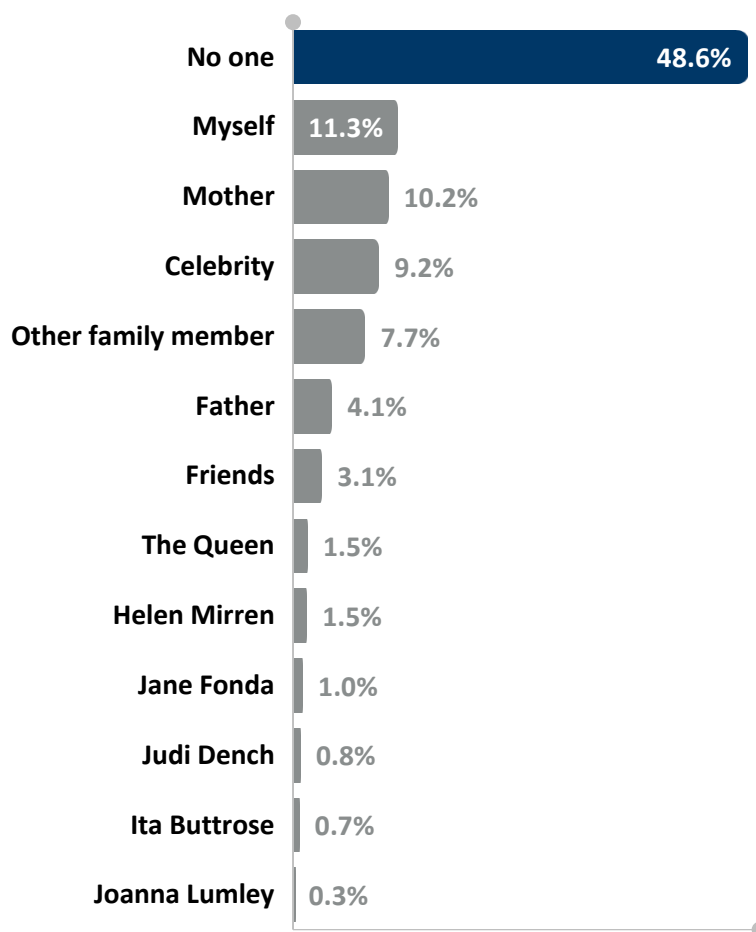
Those aspiring to age unconventionally most commonly cite a desire to do their own thing (39.6%).



Source: CoreData - Ageism Survey (May 2018)
Question: Why is this your aspiration for ageing?

Those aspiring to age gracefully most commonly cite a desire to stay healthy (31.0%).

Who do you look to as your role model for ageing?

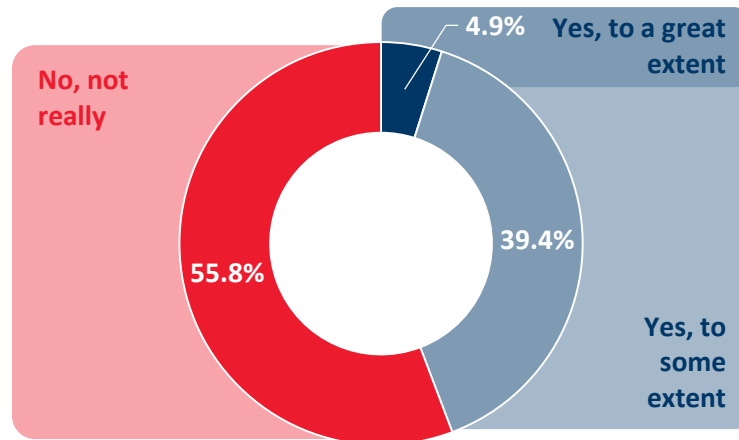


Source: CoreData - Ageism Survey (May 2018)

Question: Who do you look to as your role model for ageing?

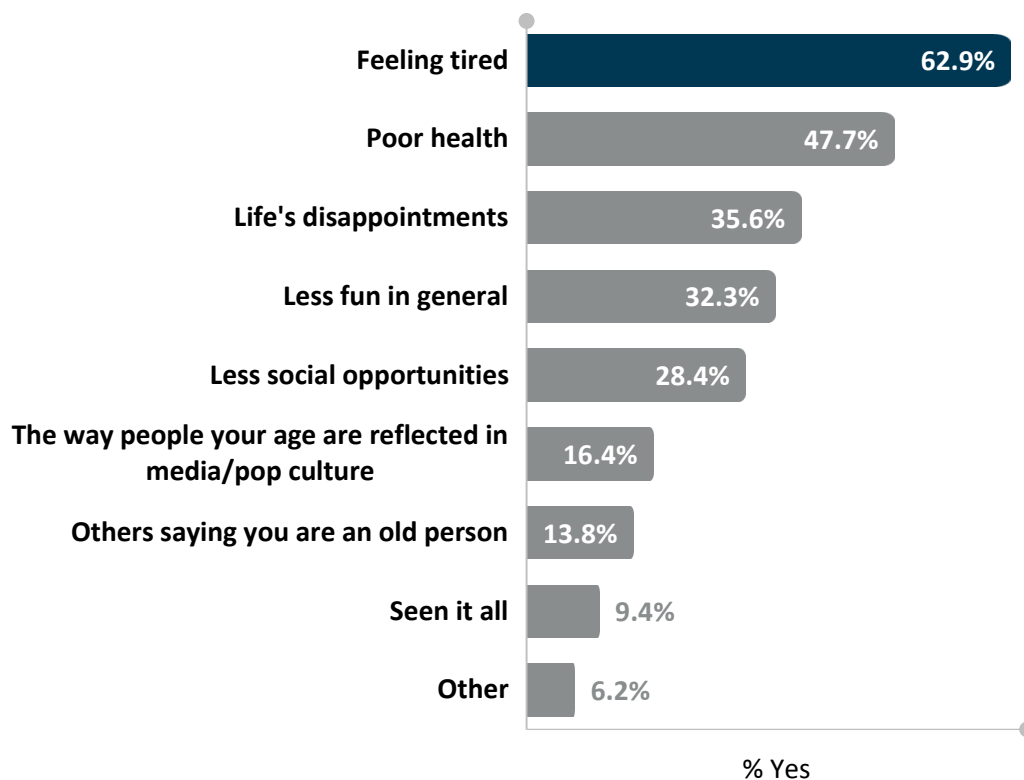
Although close to half (48.6%) of seniors do not look to anyone else as a role model for ageing, this means more than half (51.4%) do, including themselves (11.3%) and their mother (10.2%). Several celebrities have also made the list, including Helen Mirren, Jane Fonda and Judi Dench.

Do you feel old?



Source: CoreData - Ageism Survey (May 2018)
Question: Do you feel old?

Why do you feel old?

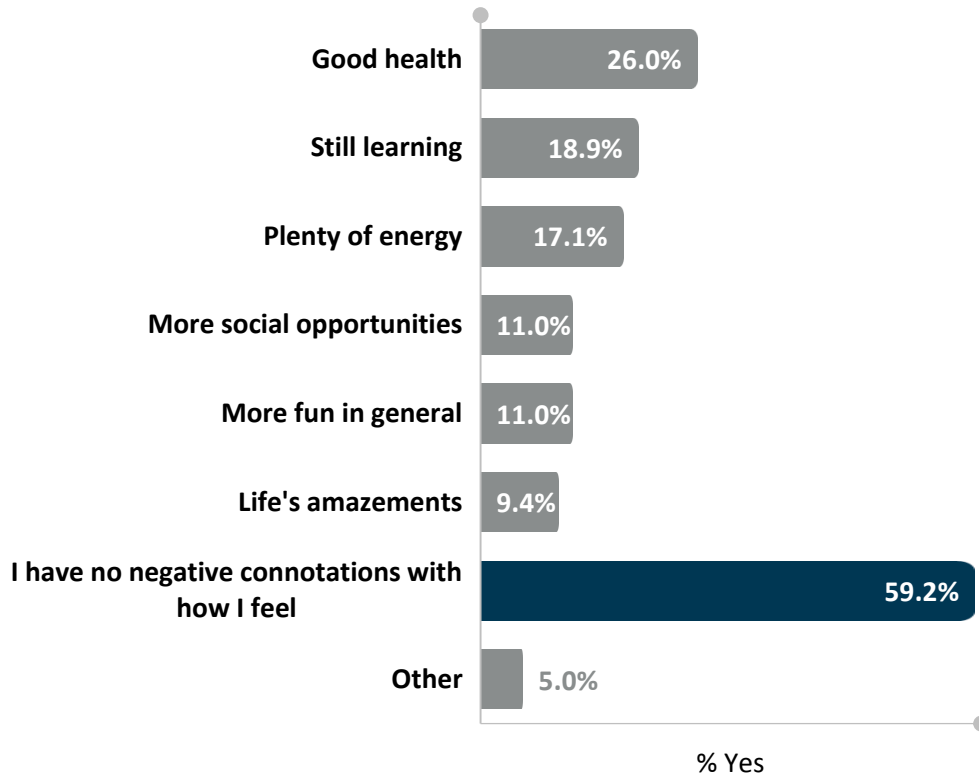


*Multiple answers allowed

Source: CoreData - Ageism Survey (May 2018)
Question: Why do you feel old?

More than half (44.3%) of seniors feel old, who most commonly attribute this to feeling tired (62.9%), poor health (47.7%) and life’s disappointments (35.6%).

Why don't you feel old?



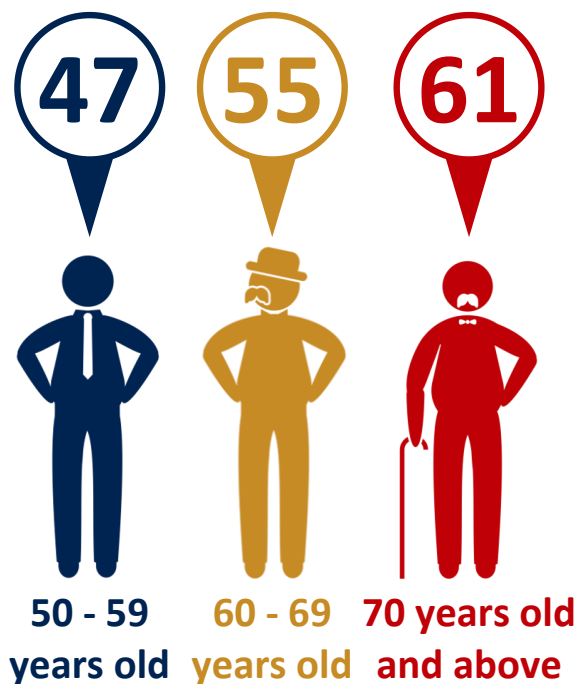
*Multiple answers allowed

Source: CoreData - Ageism Survey (May 2018)

Question: Why don't you feel old?

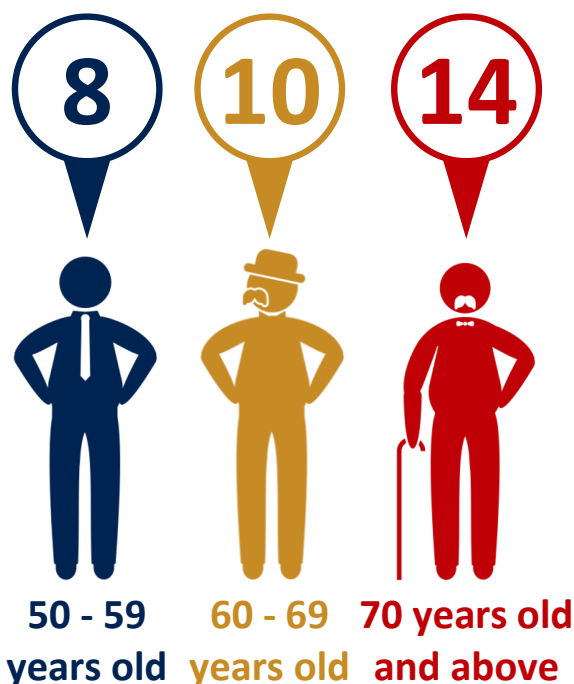
Three in five (59.2%) seniors who don't feel old say they have no negative connotations with how they feel, while one in four (26.0%) cite good health and one in five (18.9%) cite still learning.

How old do you feel (i.e. what age do you feel despite your actual)?



Source: CoreData - Ageism Survey (May 2018)
 Question: How old do you feel (i.e. what age do you feel despite your actual)?

Average difference between actual age and the age they feel

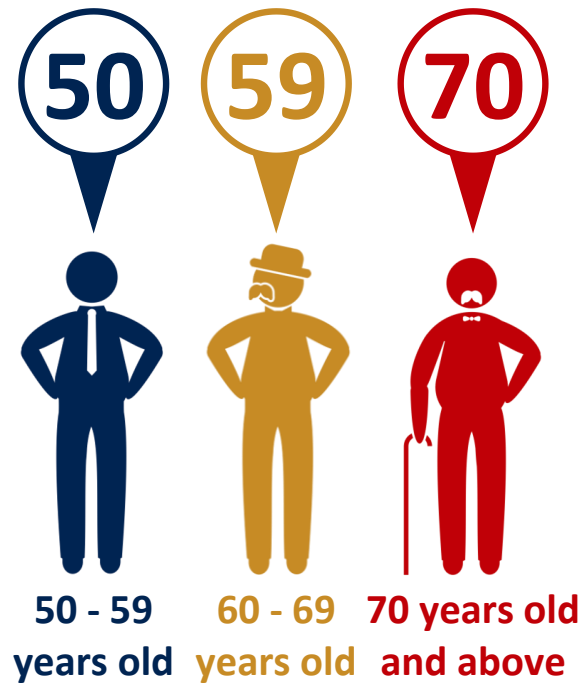


*Average compared to actual age
 Source: CoreData - Ageism Survey (May 2018)
 Question: How old do you feel (i.e. what age do you feel despite your actual)?

On average, seniors in their 50s feel like they are age 47, seniors in their 60s feel like they are age 55, while those aged 70 and above feel like they are age 61.

It is also interesting to see that the difference between seniors' actual age and the age they feel grows with age. On average, seniors in their 50s feel eight years younger, seniors in their 60s feel 10 years younger, while those aged 70 and above feel 14 years younger.

At what age would you say you started feeling old?

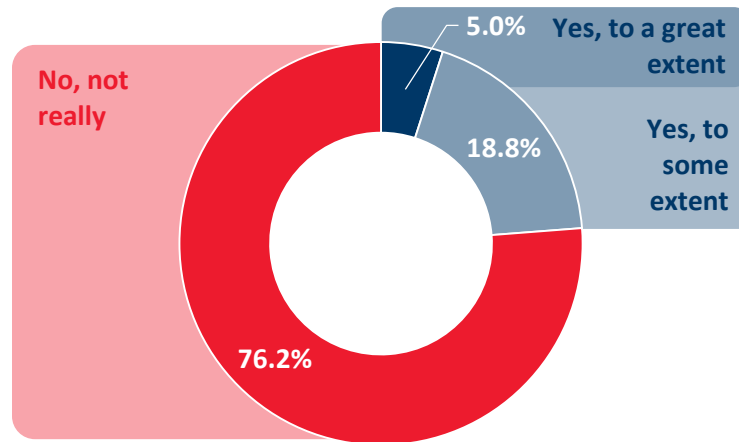


Source: CoreData - Ageism Survey (May 2018)

Question: At what age would you say you started feeling old?

On average, seniors started feeling old around the age milestones. On average, seniors in their 50s started feeling old at age 50, seniors in their 60s started feeling old at age 59, while those aged 70 and above started feeling old at age 70.

Did you fear ageing when you were younger?



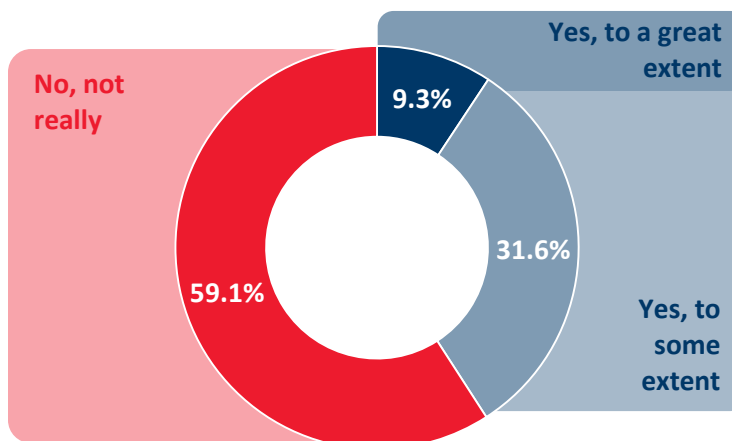
Source: CoreData - Ageism Survey (May 2018)
 Question: Did you fear ageing when you were younger?

Why did you fear ageing when you were younger?

- "Remember some aged persons in nursing homes with no quality of life in that they are not aware of their surroundings." (Male, 67 years old, NSW)*
- "So much to do and could I get it done with limited finances- fear of bad health, mental health and having an active mind trapped in a decrepit body." (Female, 55 years old, Qld)*
- "The people I observed were suffering ill health and infirmity at 60 years of age. Shift work and poor male health attitudes denied them the opportunity to enjoy their retirement." (Male, 63 years old, SA)*
- "Because I remembered when my mother turned 30 and she seemed really old for her age and I didn't want to be like her." (Female, 62 years old, WA)*
- "My father died at age 58 and I was worried I might also. Consequently, I retired when I was 58, just in case." (Male, 74 years old, Qld)*
- "My mother and father passed away at young ages (51 and 69). I have passed their ages now and feel more confident with my health." (Female, 73 years old, Qld)*
- "Collapse of a business and financial losses made me fearful but unable to do anything about the situation." (Female, 76 years old, Qld)*
- "Fear of the unknown, fear of being unwell or gradually deteriorating in mobility, not wanting to be a problem for my family. I should downsize though I don't really want to." (Female, 63 years old, Qld)*
- "As a 20+ year old, I watched too many older people deteriorate when they never had family supports; were ill and alone; or were placed into terrible nursing homes and shortly after died." (Female, 70 years old, WA)*

"I thought 30 was ancient when in my teens. I could never picture myself at 30. It seemed so old and I wanted to stay young. When I was in my 20s and had a young family, I was really scared of dying and leaving my family." (Female, 58 years old, Tas)

Do you fear ageing now?



Source: CoreData - Ageism Survey (May 2018)
 Question: Do you fear ageing now?

While less than one in four (23.8%) seniors feared ageing when they were younger, more than two in five (40.9%) fear ageing now.

Why do you fear ageing now?

"I do not know what is going to happen to me as I have no one to call on for help & am totally dependent on a pension with no assets to back me up." (Female, 76 years old, Qld)

"I have a thyroid condition and it has meant that I am not as healthy as I thought I would be now. I am not sure of the long term health impacts of this disease." (Female, 53 years old, NSW)

"Life is going by far too quickly, and needing to work more now due to financial needs, doesn't allow me the time to do everything I wanted to at my age now." (Female, 56 years old, Tas)

"Turning 50 you look at life a little different, certainly feels like your entering a different phase in your life more so then turning 30 or 40." (Female, 51 years old, WA)

"I can no longer enjoy the physical activities which were a great of my life (I had to stop playing Touch Football last year)." (Male, 67 years old, Tas)

"Only still the same basic reasons of my health getting too bad for me to do anything that I want to do and if I got injured or whatever and was living or existing in a situation that I had no control over." (Female, 70 years old, WA)

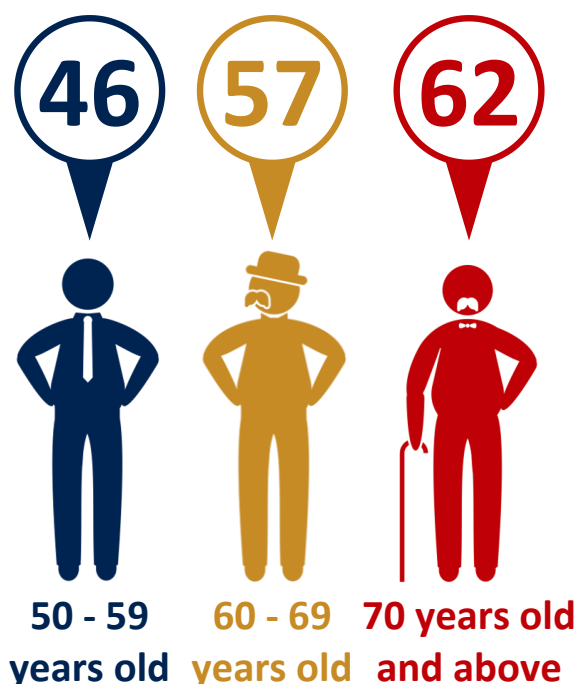
"It's become a reality and my mind and body just can't do what they used to. I don't want to be feeble in mind or body and not able to look after myself." (Female, 54 years old, NSW)

"I don't have enough money in my superannuation to feel secure. I definitely will not go to a nursing home EVER - that's not living (I've worked in a few and it's an appalling life)." (Female, 53 years old, Vic)

"Can see the limits to life approaching. Don't want to miss out on my grandchildren growing up. Still got things to do but no money to do them and not as fit as I should be." (Male, 72 years old, WA)

"I am alone with no relatives and am afraid of being alone. Mostly worried about what to do about living arrangements as I get older." (Female, 67 years old, Qld)

At what age would you say you stopped fearing ageing?

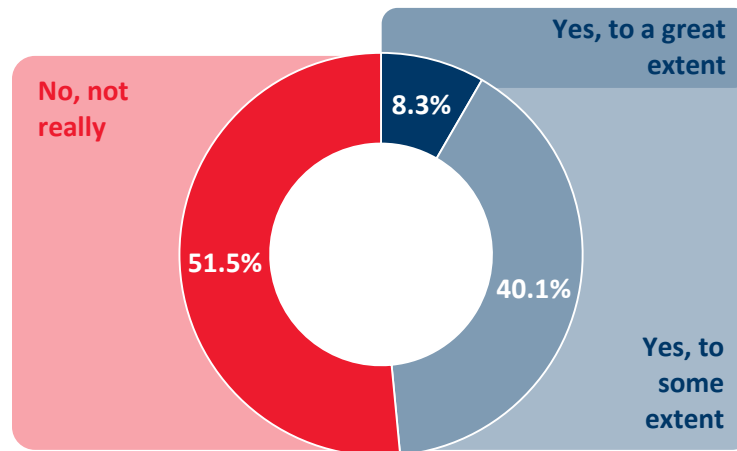


Source: CoreData - Ageism Survey (May 2018)

Question: At what age would you say you stopped fearing ageing?

On average, seniors in their 50s stopped fearing ageing at age 46, seniors in their 60s stopped fearing ageing at age 57, while those aged 70 and above stopped fearing ageing at age 62.

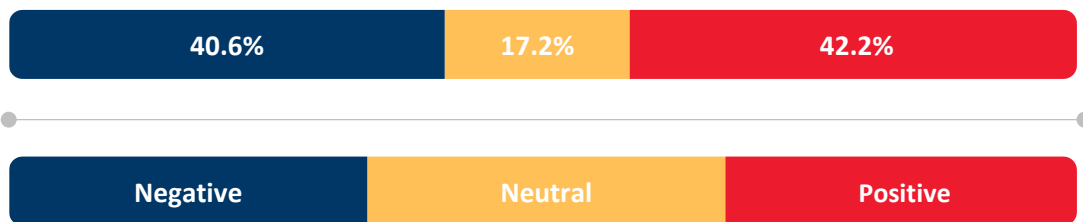
Do you ever feel that getting old is depressing?



Source: CoreData - Ageism Survey (May 2018)
 Question: Do you ever feel that getting old is depressing?

Close to half (48.4%) of seniors feel that getting old is depressing.

Do you see getting old as more of a negative or a positive?



Source: CoreData - Ageism Survey (May 2018)
 Question: Do you see getting old as more of a negative or a positive?

More than two in five (42.2%) seniors see getting old as more of a positive, although a similar proportion (40.6%) see getting old as more of a negative.

How would you define what getting "old" looks like to you?

Positive

"Being able to enjoy a sleep in. Not having to go to work unless I want to. Being able to go tripping around when I want to." (Female, 59 years old, ACT)

"Being comfortable financially and setting up ourselves with less worries and spending more time with grandkids and enjoying grandkids." (Male, 57 years old, Qld)

"Getting old is when your children grow up and have children of their own. You also have to retire from the work force." (Male, 65 years old, WA)

"Social conscious, experiences, animal rights, leaving the planet a better place, sharing my experiences and learning." (Male, 61 years old, NSW)

"Letting your hair go grey, no colour, stop exercising, stop socialising sitting around with no interest, talk negative, always complaining, no desire to dress modern, no interest in going away for a holiday." (Female, 71 years old, NT)

Negative

"It is a slow revelation diminished capacity accompanied with a rapid increase in the amount of social abuse that comes your way." (Male, 50 years old, Vic)

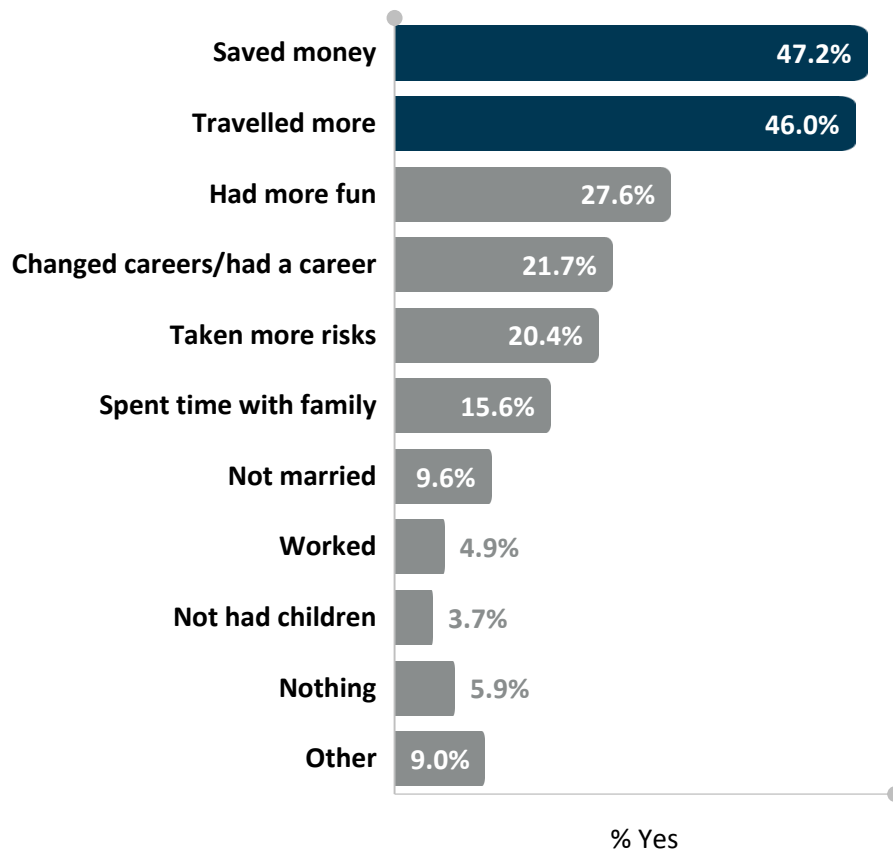
"Being put away in a place with no one to visit me no rights or freedom to do something I would like to do." (Male, 64 years old, Vic)

"Physically looking older, participating in more sedate activities, not being able to do things you want to do and suffering more health problems." (Female, 56 years old, NSW)

"Unable to do personal care on your own. Unable to jump and help people other people." (Female, 79 years old, Vic)

"Physical and possibly mental deterioration. Being patronised and treated as incapable by younger people. Becoming 'invisible'." (Female, 67 years old, Vic)

What do you wish you'd done more of when you were in your 30s?



*Multiple answers allowed

Source: CoreData - Ageism Survey (May 2018)

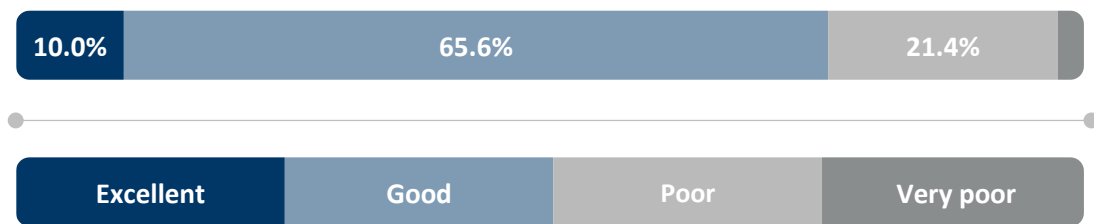
Question: What do you wish you'd done more of when you were in your 30s?

Seniors most commonly wish they had saved money or travelled more when they were in their 30s (47.2% and 46.0% respectively).

CONSTITUTION

- The vast majority of seniors try to maintain a healthy lifestyle, who most commonly cite a desire to have a better quality of life
- Many seniors use alternative medicines, including vitamins and minerals, and many are using them more now compared to when they were younger
- Many seniors also claim to be healthier in their food choices now compared to when they were younger

How would you rate your own personal health?

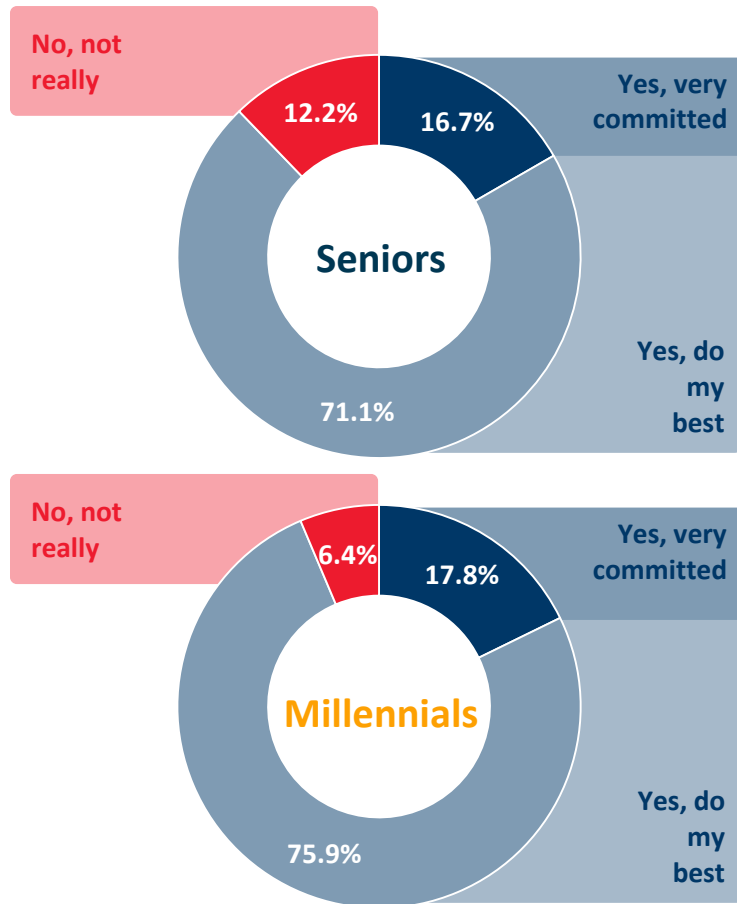


Source: CoreData - Ageism Survey (May 2018)

Question: How would you rate your own personal health?

Although more than three in four (75.6%) seniors rate their own personal health as excellent or good, this means close to one in four (24.4%) rate theirs as poor or very poor.

Do you try to maintain a healthy lifestyle?

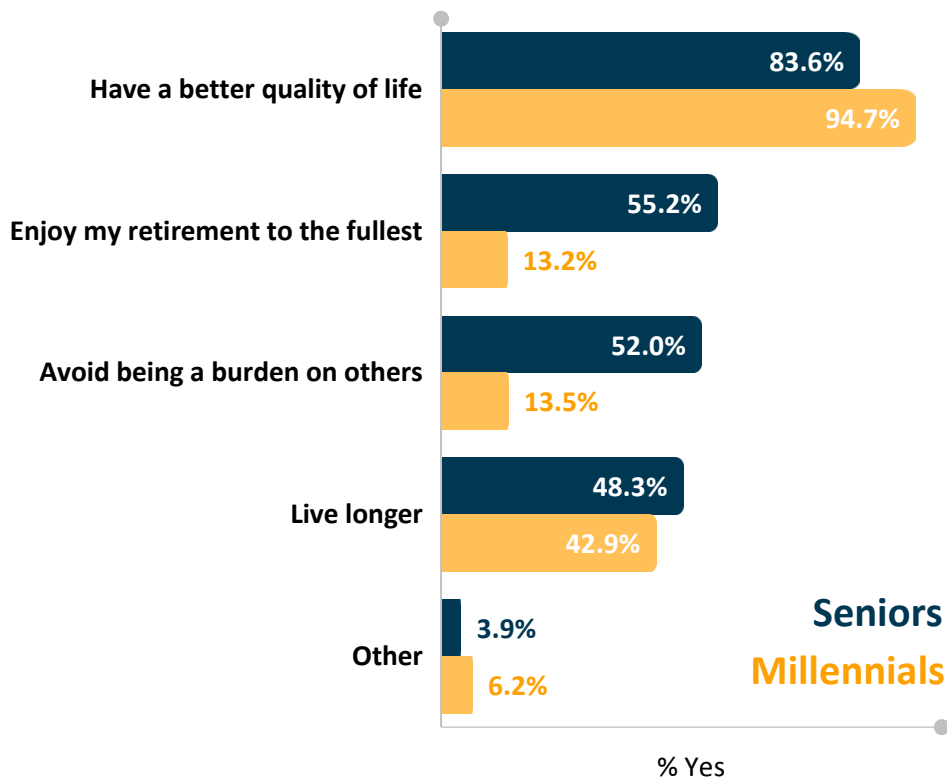


Source: CoreData - Ageism Survey (May 2018)
 Question: Do you try to maintain a healthy lifestyle?

The vast majority (87.8%) of seniors try to maintain a healthy lifestyle, including one in six (16.7%) who are very committed.

Millennials are more likely to try to maintain a healthy lifestyle (93.7%), including one in six (17.8%) who are very committed.

What are the key reasons you try to do this?



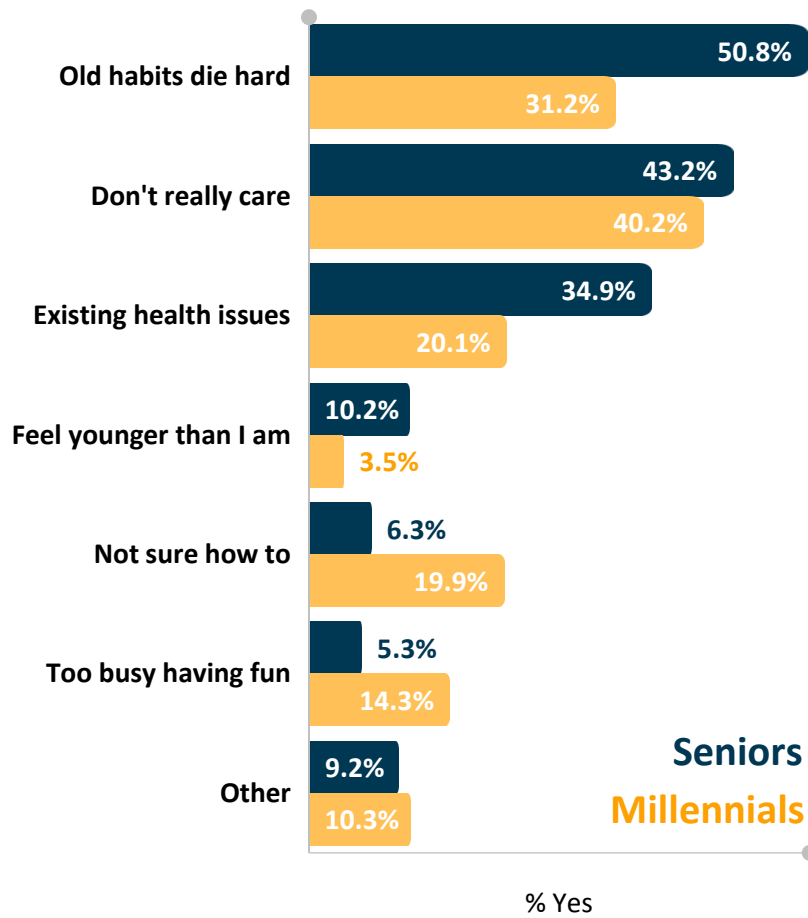
*Multiple answers allowed

Source: CoreData - Ageism Survey (May 2018)

Question: What are the key reasons you try to do this?

A better quality of life is the most commonly cited reason for trying to maintain a healthy lifestyle among seniors and millennials (83.6% and 94.7% respectively). More than half of seniors also cite enjoying retirement to the fullest (55.2%) and avoiding being a burden on others (52.0%).

What are the key reasons you don't really try to do this?



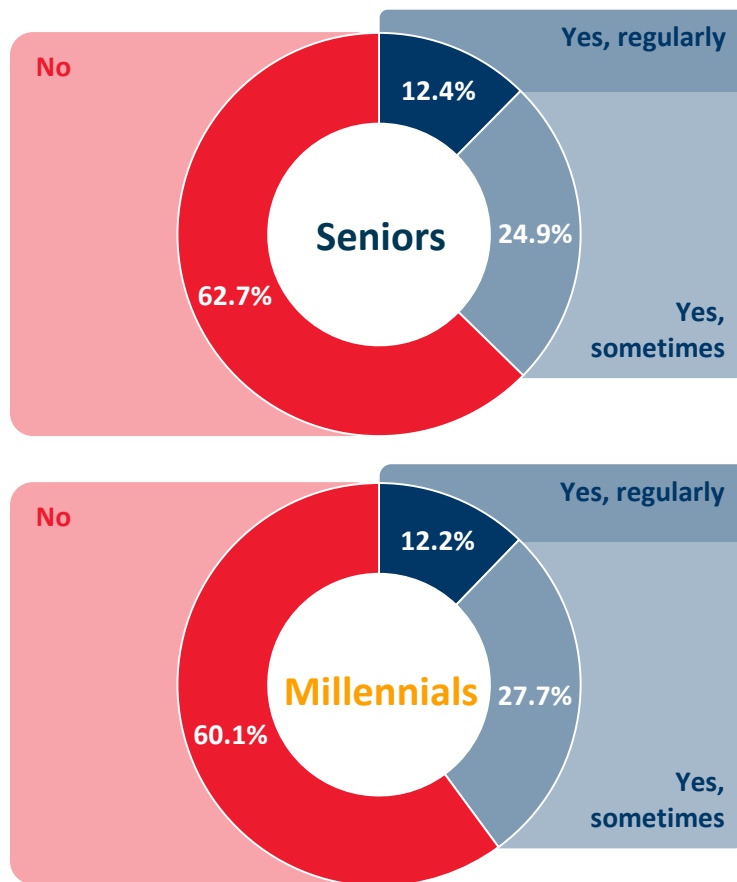
*Multiple answers allowed

Source: CoreData - Ageism Survey (May 2018)

Question: What are the key reasons you don't really try to do this?

The small minority who do not try to maintain a healthy lifestyle most commonly cite 'old habits die hard' (50.8% of seniors and 31.2% of millennials) and 'don't really care' (43.2% of seniors and 40.2% of millennials).

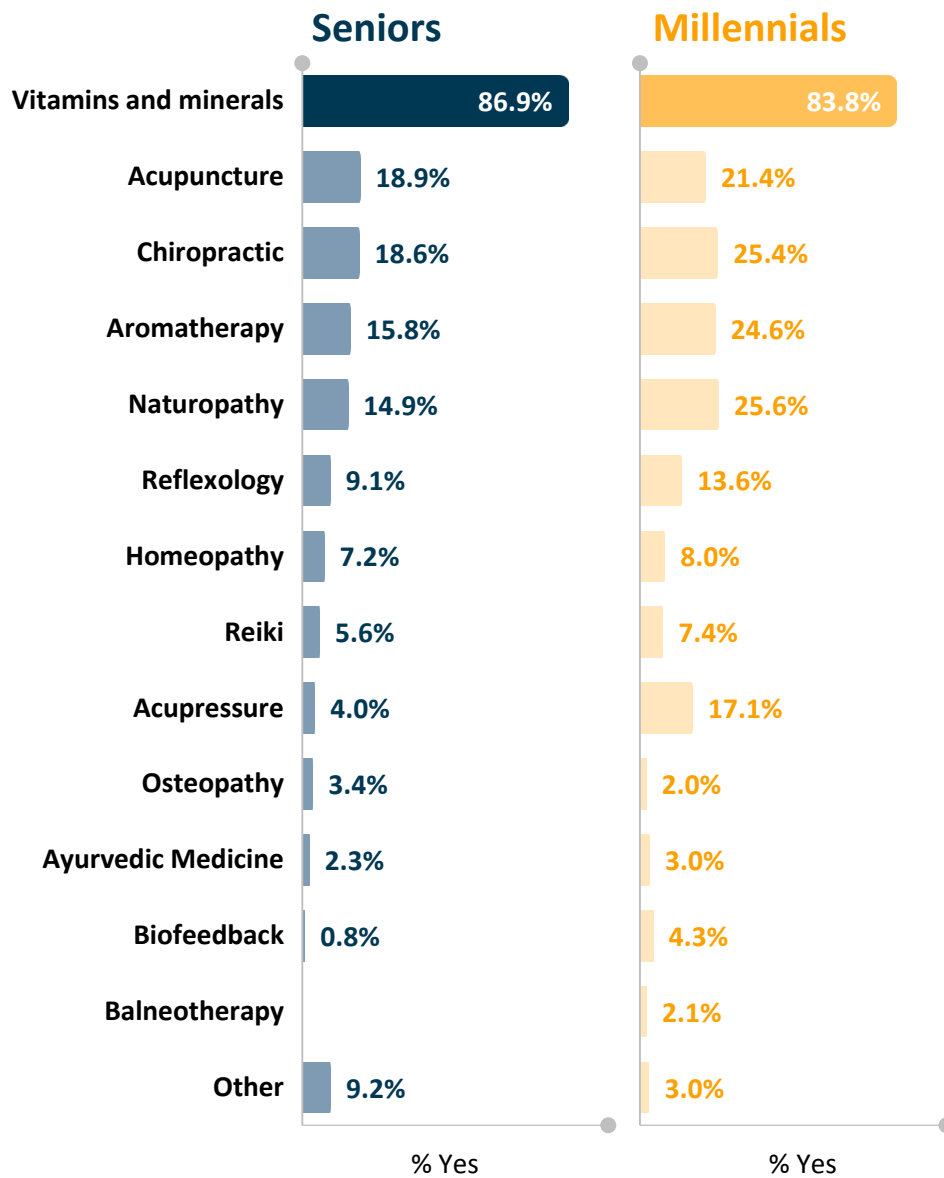
Do you use any alternative medicines?



Source: CoreData - Ageism Survey (May 2018)
 Question: Do you use any alternative medicines?

Close to two in five (37.3%) seniors use alternative medicines. A similar proportion (39.9%) of millennials use alternative medicines.

What kind of alternative medicines do you use?



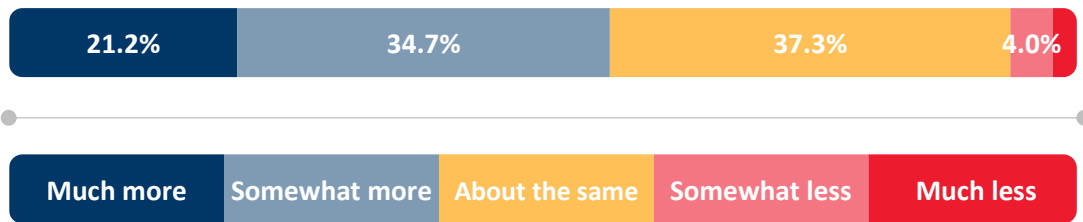
*Multiple answers allowed

Source: CoreData - Ageism Survey (May 2018)

Question: What kind of alternative medicines do you use?

Vitamins and minerals are by far the most commonly used alternative medicines among seniors and millennials (86.9% and 83.8% respectively).

Are you using alternative medicines more or less now than when you were younger?

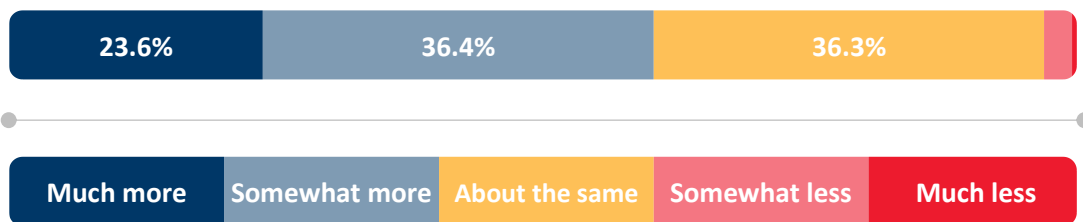


Source: CoreData - Ageism Survey (May 2018)

Question: Are you using alternative medicines more or less now than when you were younger?

Most (55.9%) seniors who use alternative medicines are using alternative medicines more now than when they were younger.

Are you healthier in your food choices more or less now than when you were younger?



Source: CoreData - Ageism Survey (May 2018)

Question: Are you healthier in your food choices more or less now than when you were younger?

Three in five (60.0%) seniors claim that their food choices are healthier now than when they were younger.

Do you think you are eating healthier food than your parents did at your age?

Seniors



Millennials



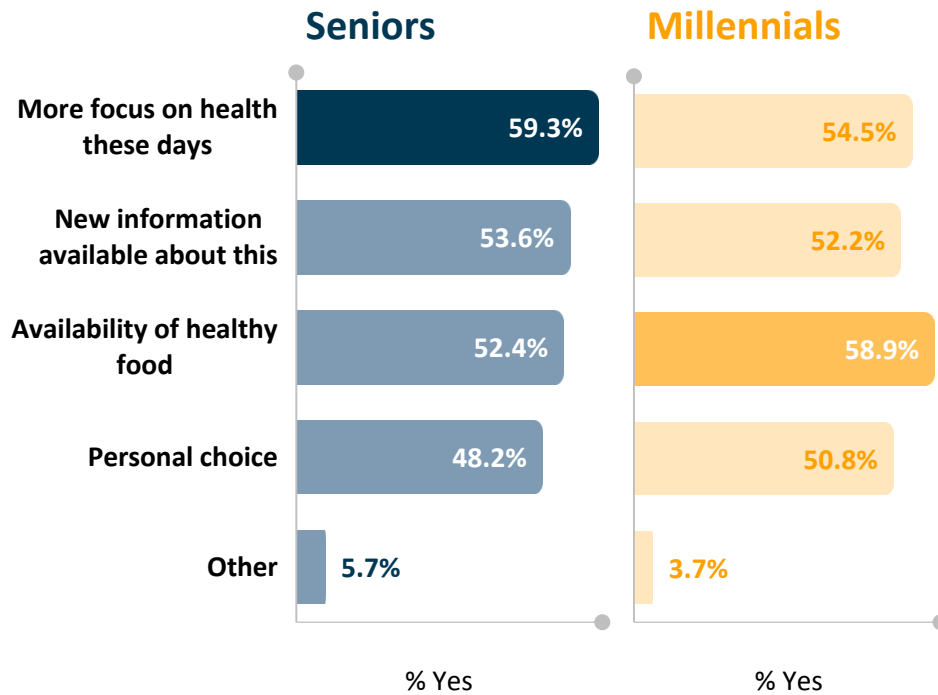
Source: CoreData - Ageism Survey (May 2018)

Question: Do you think you are eating healthier food than your parents did at your age?

Half (50.6%) of seniors also think they are eating healthier food than their parents did at their age.

A similar proportion (46.1%) of millennials think they are eating healthier food than their parents did at their age.

Why do you think you eat healthier than your parents did at your age?



*Multiple answers allowed

Source: CoreData - Ageism Survey (May 2018)

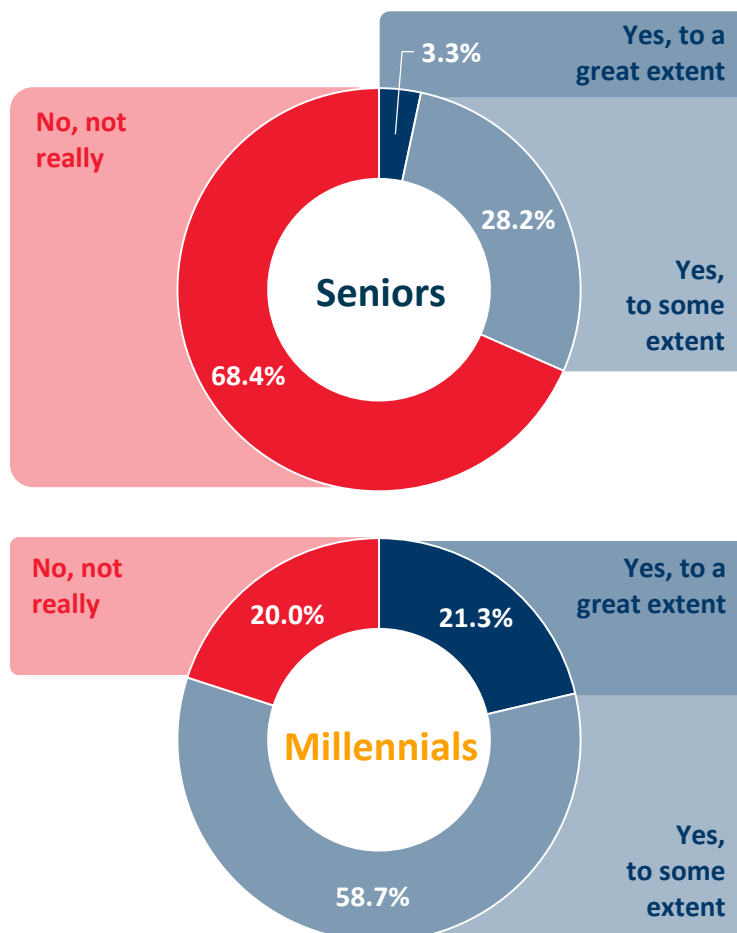
Question: Why do you think you eat healthier than your parents did at your age?

Seniors and millennials who think they are eating healthier than their parents did at their age most commonly point to a greater focus on health these days (59.3% and 54.5% respectively), the availability of new information (53.6% and 52.2% respectively) and the availability of healthy food (52.4% and 58.9% respectively).

COSMETICS

- Some seniors feel pressured to keep fit for the sake of their looks and feel that the pressure is greater now than when they were younger
- Many seniors also feel that there is more societal pressure on older people to understand technology, have their 'act together' or look younger to stay employable
- Only a small minority of seniors have had or would consider plastic surgery or cosmetic procedures
- However, the majority of seniors think plastic surgery amongst seniors is more accepted now than it was 10 years ago, citing shifting societal values and seniors embracing their youthful side
- Seniors who have had plastic surgery or cosmetic procedures estimate having spent an average of \$5,977 to date, slightly lower than an average of \$6,314 to date among millennials. These translate to \$2,090,942,492 for seniors and \$3,547,682,231 for millennials across Australia
- On average, seniors who have had or would consider plastic surgery or cosmetic procedures would be willing to spend up to \$5,625 on any single procedure, while millennials would be willing to spend up to \$8,830. Across Australia, these translate to \$3,474,895,142 for seniors and \$19,483,734,281 for millennials

Do you feel any pressure to keep fit for the sake of your looks?



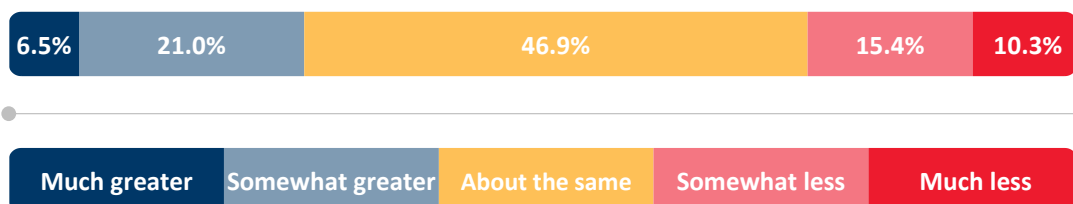
Source: CoreData - Ageism Survey (May 2018)

Question: Do you feel any pressure to keep fit for the sake of your looks?

More than three in 10 (31.5%) seniors feel pressured to keep fit for the sake of their looks.

However, millennials are substantially more likely to feel pressured to keep fit for the sake of their looks (80.0%).

Do you feel this pressure is greater now than when you were younger?

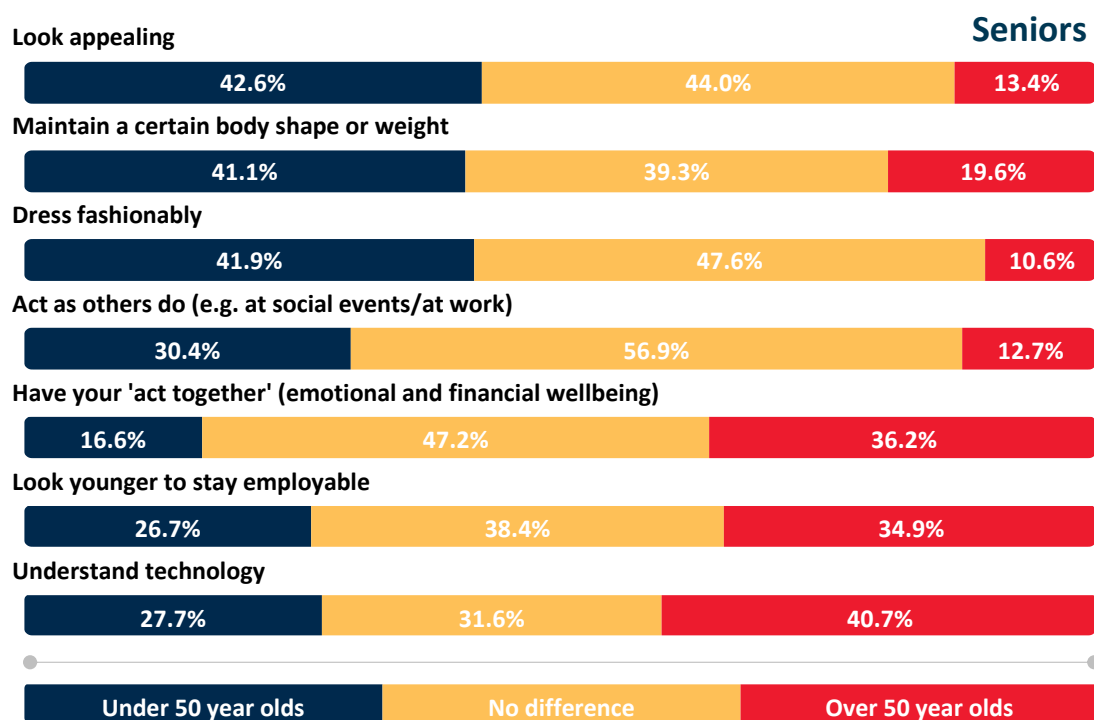


Source: CoreData - Ageism Survey (May 2018)

Question: Do you feel this pressure is greater now than when you were younger?

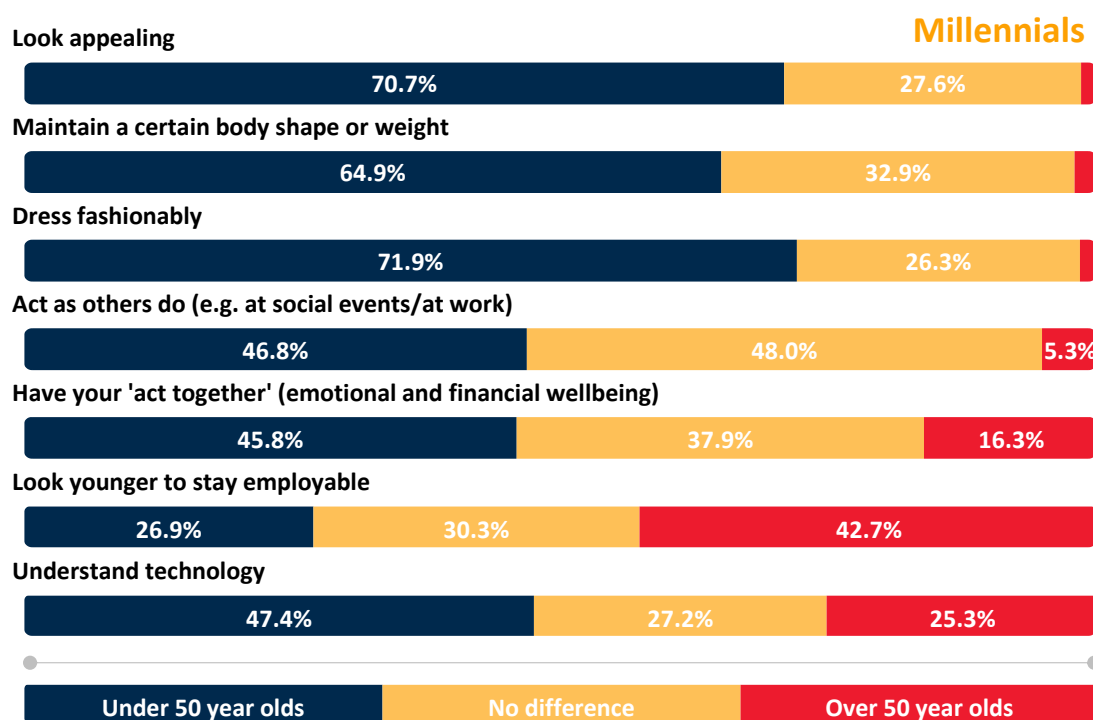
More than one in four (27.5%) seniors feel the pressure to keep fit for the sake of their looks is greater now than when they were younger, while a similar proportion (25.7%) feel the pressure is less now than when they were younger.

Do you think there is more societal pressure on older or younger people to do the following?



Source: CoreData - Ageism Survey (May 2018)

Question: Do you think there is more societal pressure on older or younger people to do the following?



Source: CoreData - Ageism Survey (May 2018)

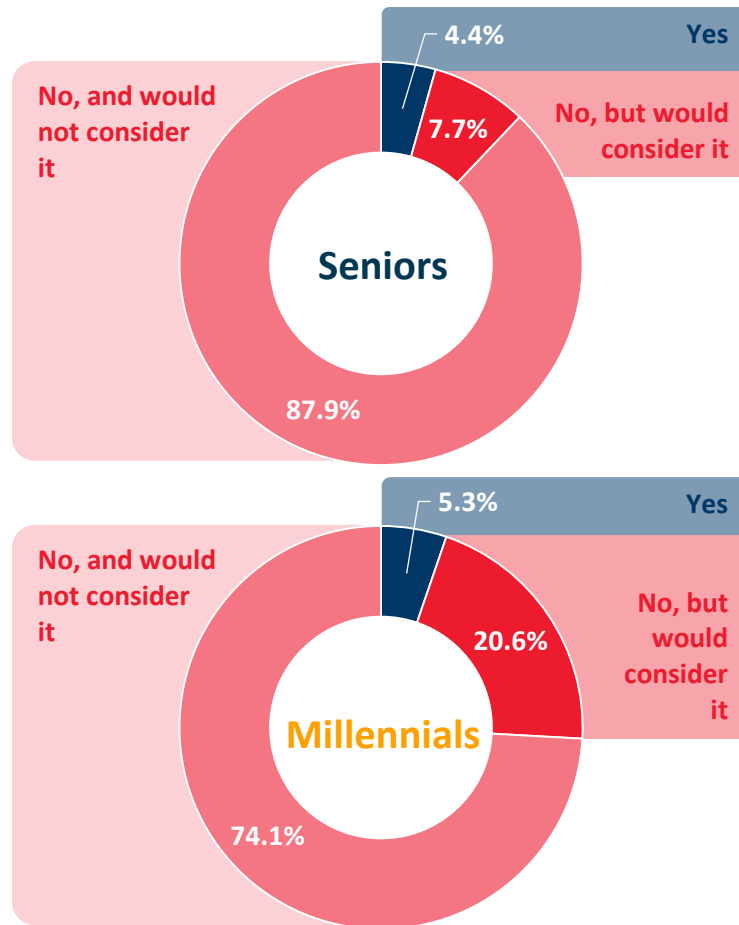
Question: Do you think there is more societal pressure on older or younger people to do the following?

More than two in five seniors feel there is more societal pressure on younger people to look appealing (42.6%), dress fashionably (41.9%), or maintain a certain body shape or weight (41.1%).

On the other hand, more than two in five (40.7%) feel there is more societal pressure on older people to understand technology, while more than one in three feel there is more societal pressure on older people to have their 'act together' (36.2%) or look younger to stay employable (34.9%).

Younger people are more likely to feel there is more societal pressure on their generation to dress fashionably (71.9%), look appealing (70.7%) or maintain a certain body shape or weight (64.9%). They are also more likely to feel there is more societal pressure on younger people to understand technology (47.4%), act as others do (46.8%) or have their 'act together' (45.8%).

Have you ever had any plastic surgery or cosmetic procedures?



Source: CoreData - Ageism Survey (May 2018)
 Question: Have you ever had any plastic surgery or cosmetic procedures?

Only a small minority (4.4%) of seniors have had plastic surgery or cosmetic procedures and only 7.7% would consider it.

Likewise, only a small minority (5.3%) of millennials have had plastic surgery or cosmetic procedures, but one in five (20.6%) would consider it.

At what age was the last time you had a procedure?

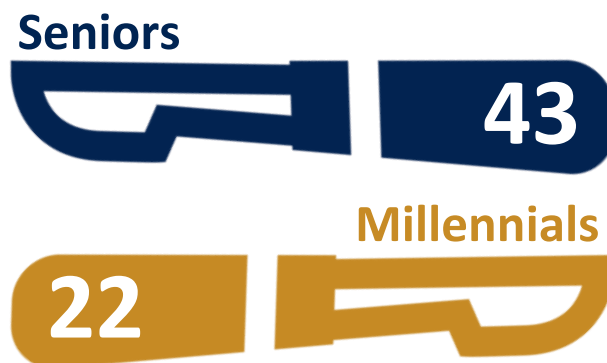


Source: CoreData - Ageism Survey (May 2018)

Question: At what age was the last time you had a procedure?

On average, seniors who have had plastic surgery or cosmetic procedures last had a procedure at age 45, while millennials who have had plastic surgery or cosmetic procedures last had a procedure at age 24.

At what age did you have your first procedure?

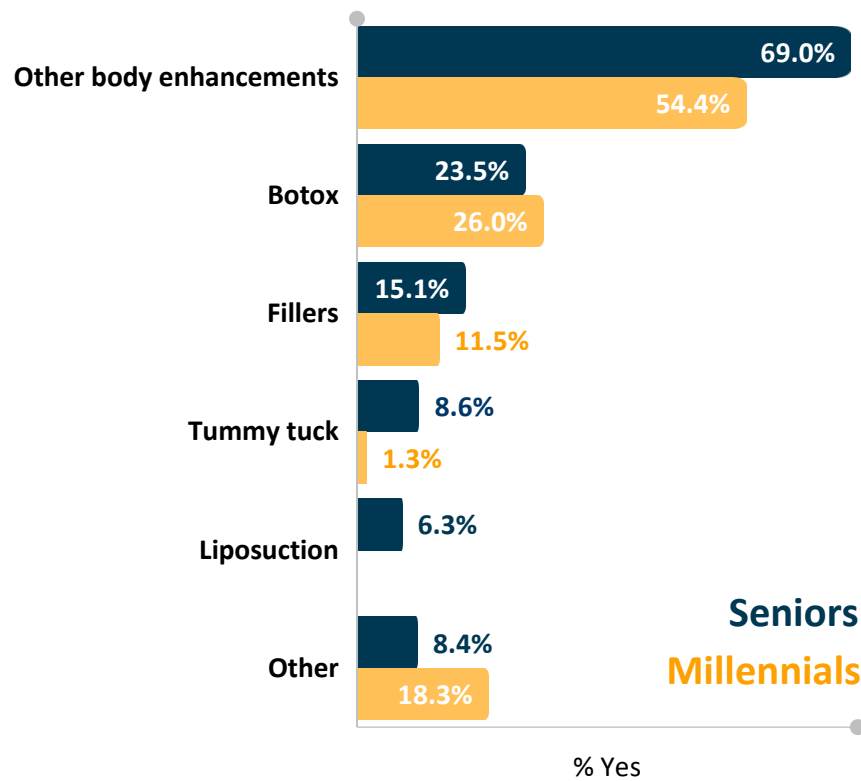


Source: CoreData - Ageism Survey (May 2018)

Question: At what age did you have your first procedure?

On average, seniors who have had plastic surgery or cosmetic procedures first had a procedure at age 43, while millennials who have had plastic surgery or cosmetic procedures first had a procedure at age 22.

What cosmetic procedure(s) have you had?



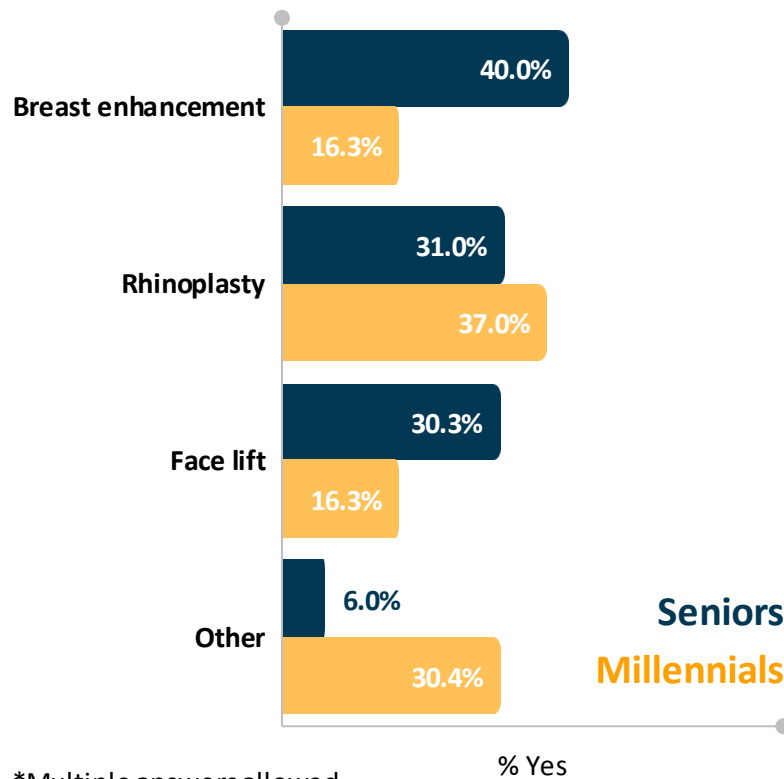
*Multiple answers allowed

Source: CoreData - Ageism Survey (May 2018)

Question: What cosmetic procedure(s) have you had?

Aside from other body enhancements, the most common cosmetic procedures among seniors and millennials are botox (23.5% and 26.0% respectively) and fillers (15.1% and 11.5% respectively).

What body enhancements have you had?



*Multiple answers allowed % Yes

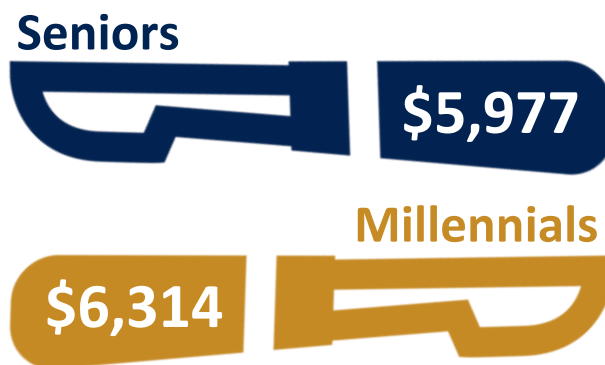
**Low n's

Source: CoreData - Ageism Survey (May 2018)

Question: What body enhancements have you had?

The most common body enhancements among seniors and millennials are breast enhancements (40.0% and 16.3% respectively) and rhinoplasty (31.0% and 37.0% respectively).

What is the total amount of money you would estimate spending on plastic surgery and cosmetic procedures to date?

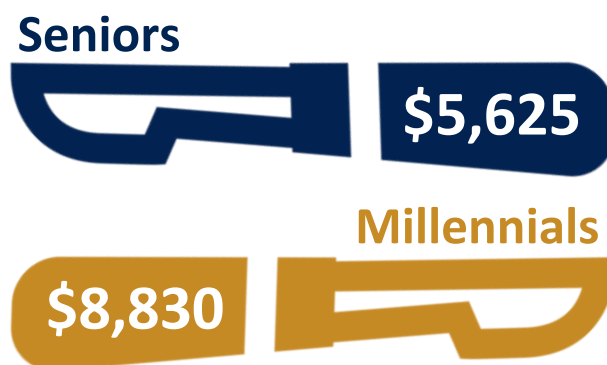


Source: CoreData - Ageism Survey (May 2018)

Question: What is the total amount of money you would estimate spending on plastic surgery and cosmetic procedures to date?

Seniors who have had plastic surgery or cosmetic procedures estimate having spent an average of \$5,977 to date, slightly lower than an average of \$6,314 to date among millennials. These translate to \$2,090,942,492 for seniors and \$3,547,682,231 for millennials across Australia.

What is the maximum amount of money you would be willing to spend on any single plastic surgery or cosmetic procedures?

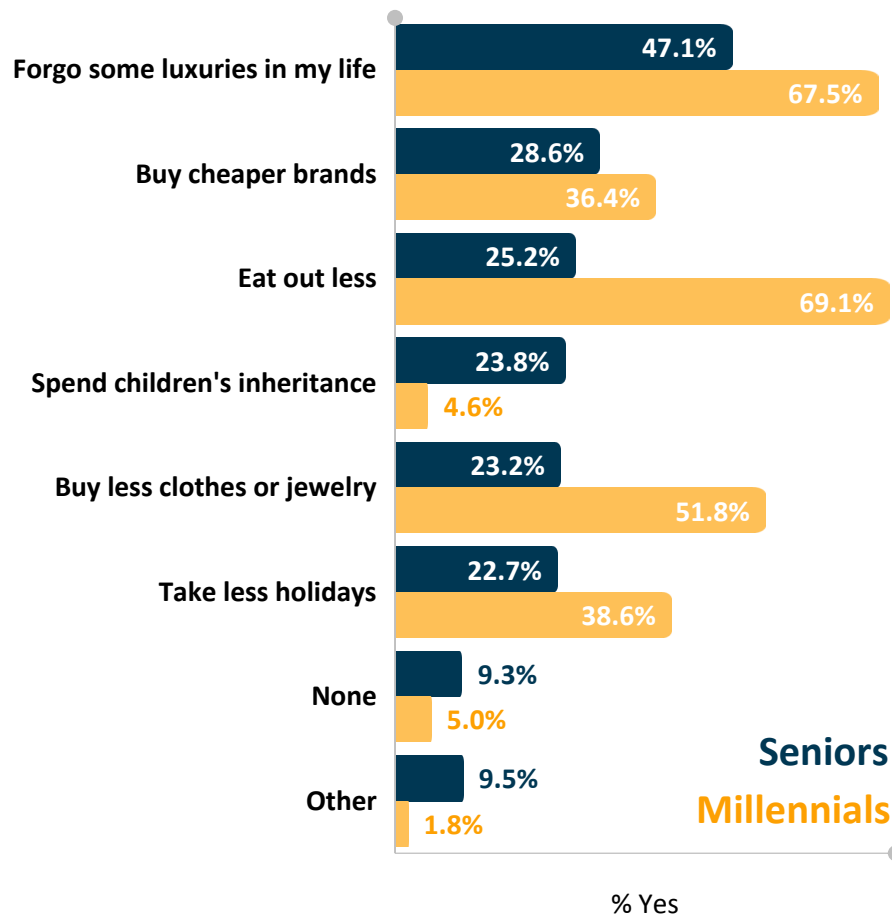


Source: CoreData - Ageism Survey (May 2018)

Question: What is the maximum amount of money you would be willing to spend on any single plastic surgery or cosmetic procedures?

On average, seniors who have had or would consider plastic surgery or cosmetic procedures would be willing to spend up to \$5,625 on any single procedure, while millennials would be willing to spend up to \$8,830. Across Australia, these translate to \$3,474,895,142 for seniors and \$19,483,734,281 for millennials.

What sacrifices would you be willing to make to fund plastic surgery or cosmetic procedures you were seeking?



*Multiple answers allowed

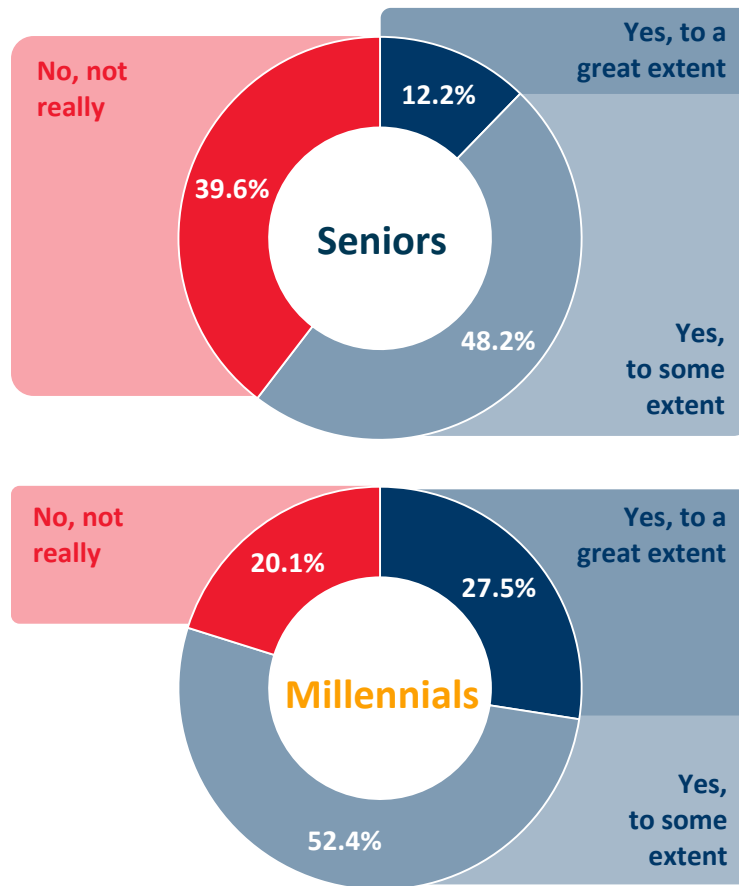
Source: CoreData - Ageism Survey (May 2018)

Question: What sacrifices would you be willing to make to fund plastic surgery or cosmetic procedures you were seeking?

Seniors and millennials who would consider plastic surgery or cosmetic procedures would be willing to make a range of sacrifices to fund these procedures, including forgoing some luxuries (47.1% and 67.5% respectively), buying cheaper brands (28.6% and 36.4% respectively) and eating out less (25.2% and 69.1% respectively).

Millennials also commonly cite buying less clothes or jewellery (51.8%) and taking less holidays (38.6%).

Do you think plastic surgery amongst seniors is more accepted now than it was 10 years ago?

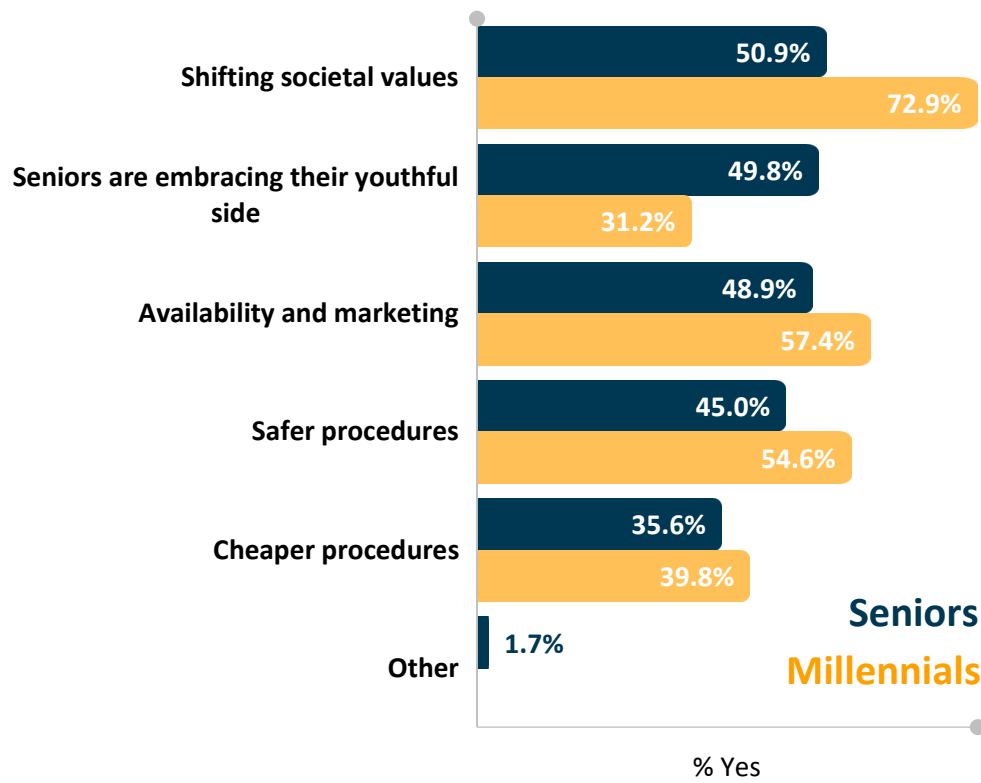


Source: CoreData - Ageism Survey (May 2018)

Question: Do you think plastic surgery amongst seniors is more accepted now than it was 10 years ago?

Three in five (60.4%) seniors think plastic surgery amongst seniors is more accepted now than it was 10 years ago. This proportion rises to four in five (79.9%) among millennials.

Why do you think it is more accepted now?



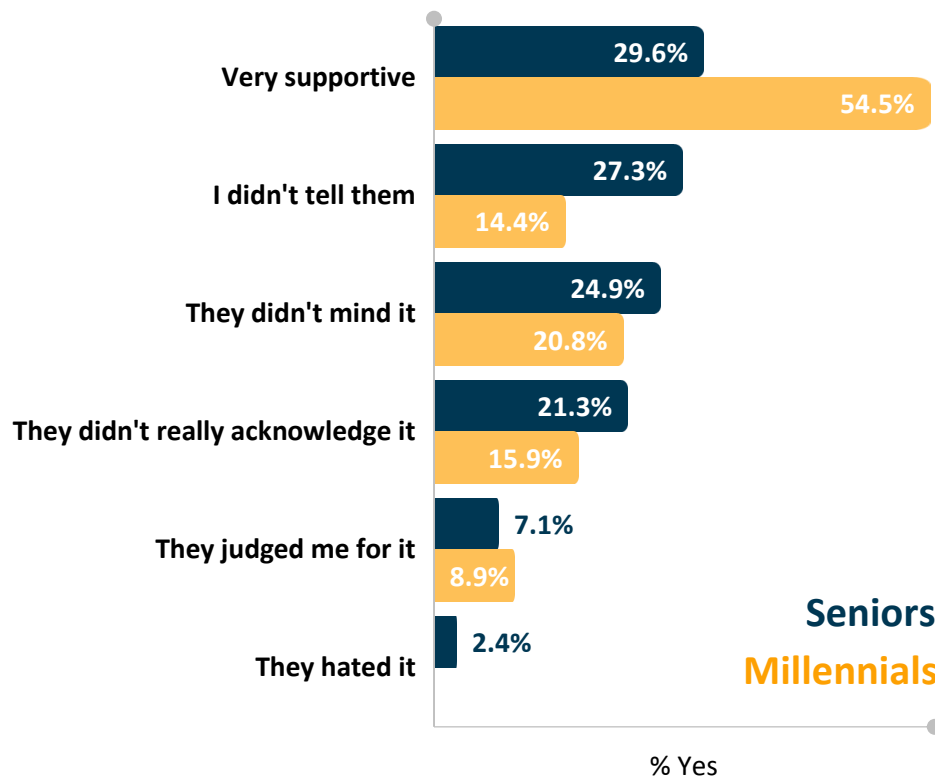
*Multiple answers allowed

Source: CoreData - Ageism Survey (May 2018)

Question: Why do you think it is more accepted now?

Seniors and millennials who think plastic surgery amongst seniors is more accepted now than it was 10 years ago most commonly point to shifting societal values (50.9% and 72.9% respectively), availability and marketing (48.9% and 57.4% respectively) and safer procedures (45.0% and 54.6% respectively).

How did you friends and family react to your procedure(s)?



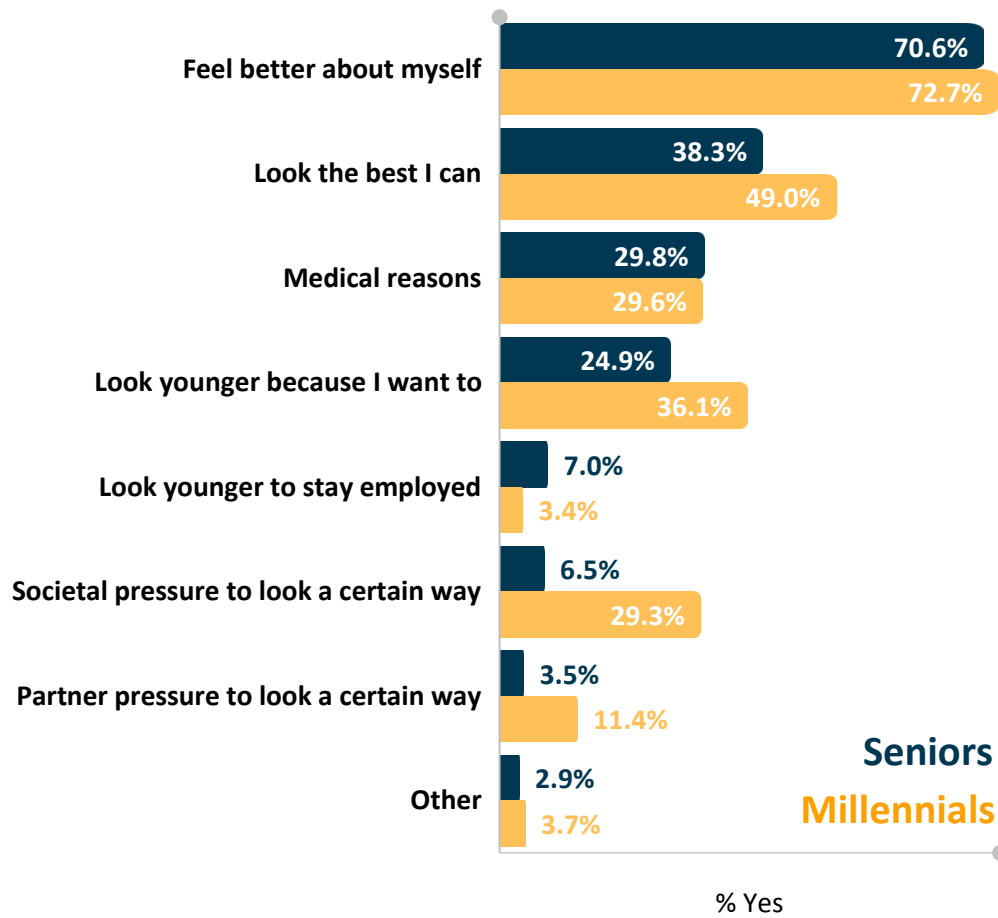
*Multiple answers allowed

Source: CoreData - Ageism Survey (May 2018)

Question: How did you friends and family react to your procedure(s)?

Seniors and millennials who have had plastic surgery or cosmetic procedures generally did not receive a negative reaction from friends and family, who tend to be very supportive (29.6% and 54.5% respectively) or have no issues with it (24.9% and 20.8% respectively), although some did not tell their friends and family (27.3% and 14.4% respectively).

Why did you/would you decide to undergo a plastic surgery or cosmetic procedure?



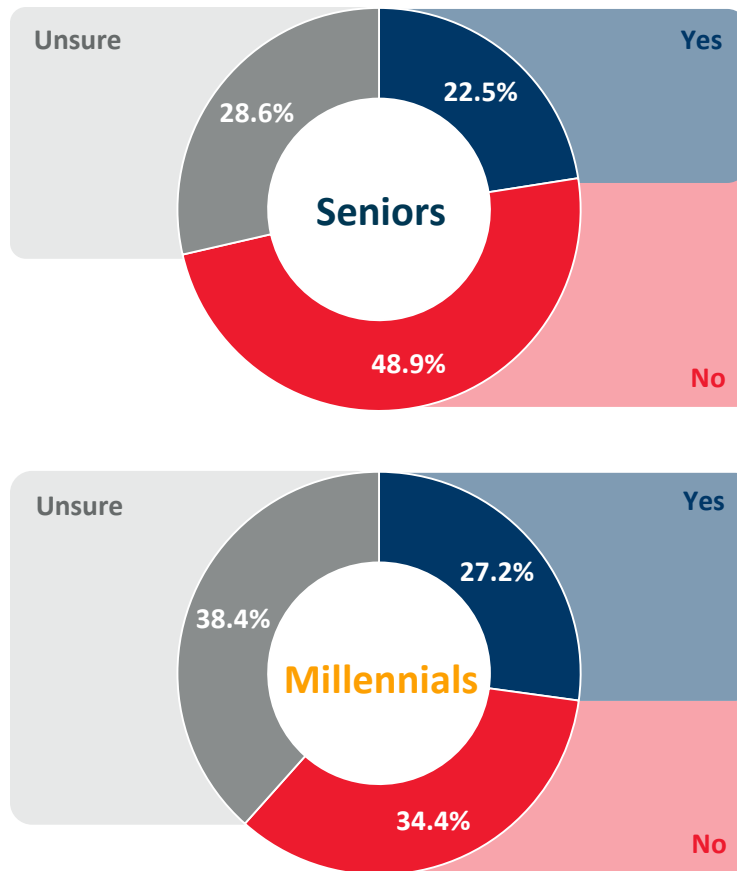
*Multiple answers allowed

Source: CoreData - Ageism Survey (May 2018)

Question: Why did you/would you decide to undergo a plastic surgery or cosmetic procedure?

By far the most common motivator for seniors and millennials undergoing a plastic surgery or cosmetic procedure is a desire to feel better about themselves (70.6% and 72.7% respectively) or look the best they can (38.3% and 49.0% respectively).

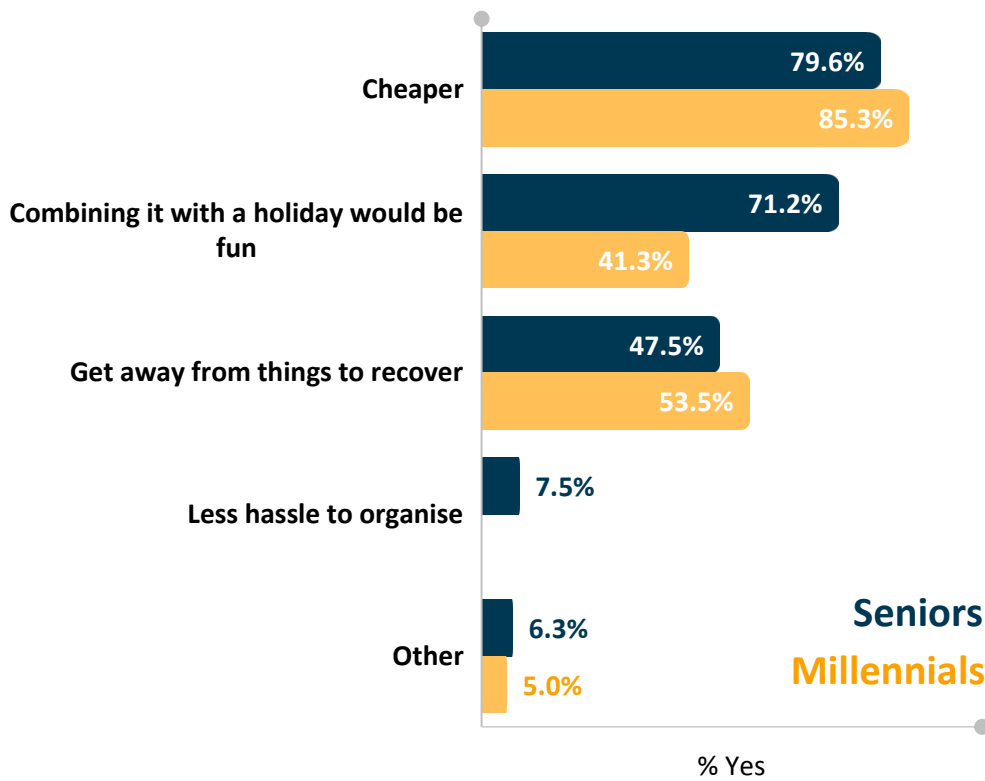
Would you feel comfortable going overseas for plastic surgery or cosmetic procedures?



Source: CoreData - Ageism Survey (May 2018)
 Question: Would you feel comfortable going overseas for plastic surgery or cosmetic procedures?

Only around one in four seniors and millennials who have had or would consider plastic surgery or cosmetic procedures would feel comfortable going overseas for these procedures (22.5% and 27.2% respectively).

Why is that?



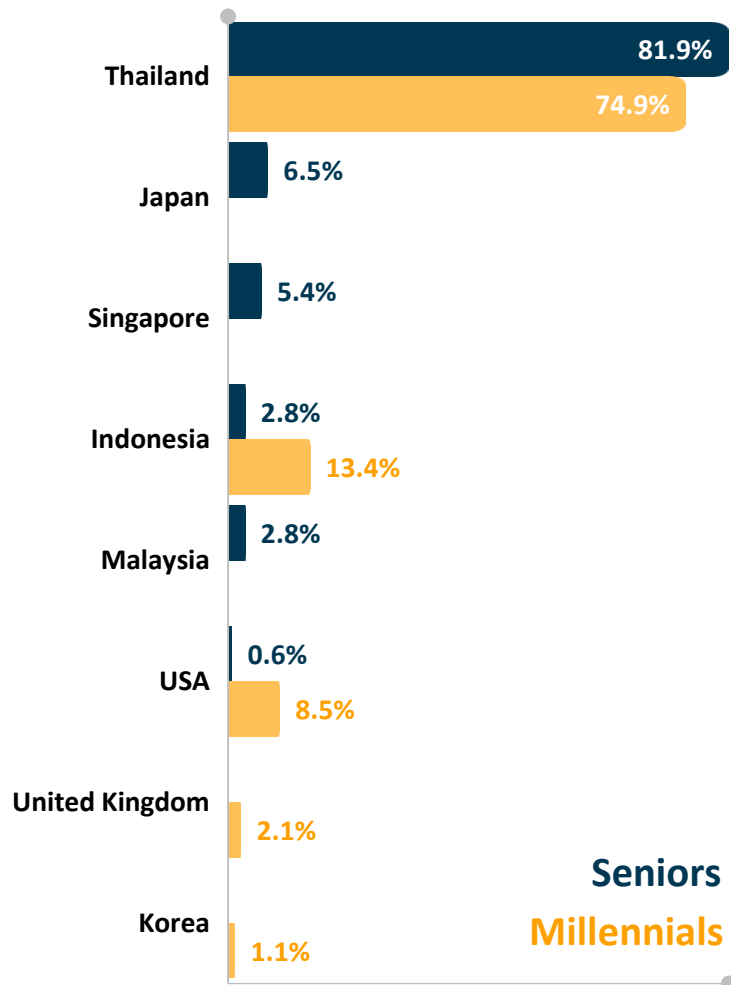
*Multiple answers allowed

Source: CoreData - Ageism Survey (May 2018)

Question: Why is that?

Seniors and millennials who would feel comfortable going overseas for plastic surgery or cosmetic procedures most commonly cite the lower costs (79.6% and 85.3% respectively), the fun in combining these procedures with a holiday (71.2% and 41.3% respectively) and getting away from things to recover (47.5% and 53.5% respectively).

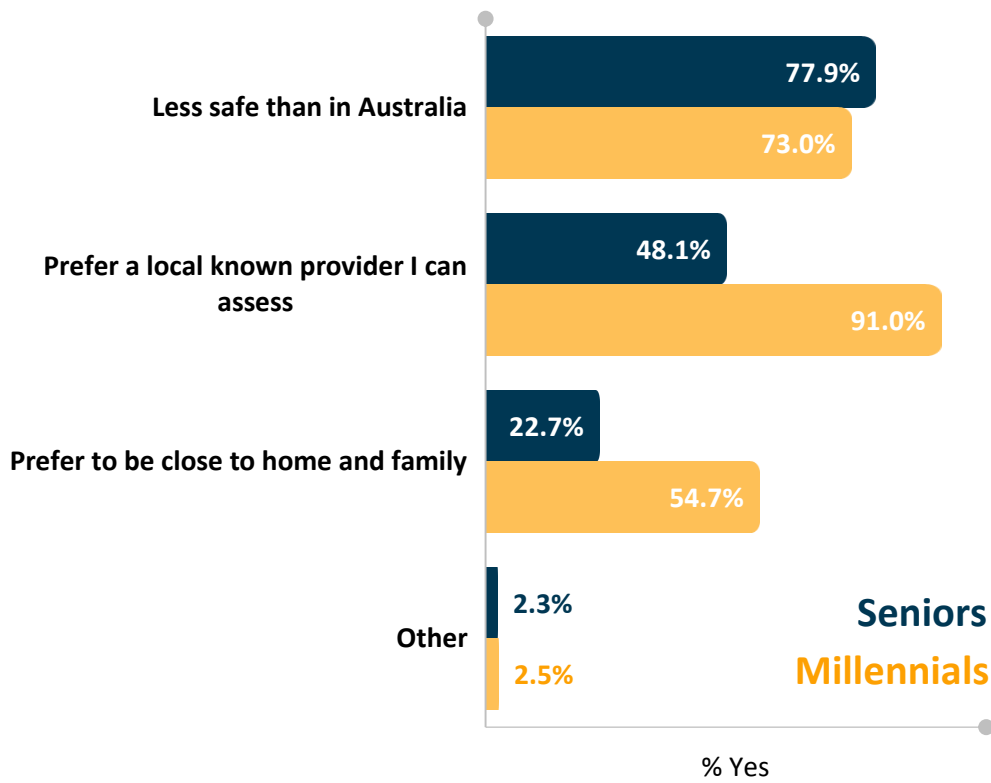
If you were going overseas for plastic surgery or cosmetic procedures which country would you be most likely to consider?



Source: CoreData - Ageism Survey (May 2018)
 Question: If you were going overseas for plastic surgery or cosmetic procedures which country would you be most likely to consider?

Thailand is by far the most common country considered for overseas plastic surgery or cosmetic procedures by seniors and millennials alike (81.9% and 74.9% respectively).

Why is that?



*Multiple answers allowed

Source: CoreData - Ageism Survey (May 2018)

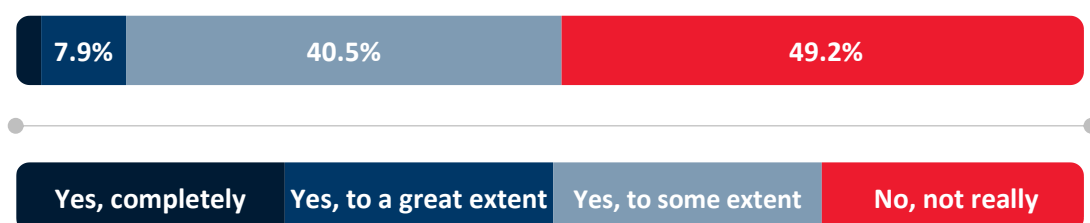
Question: Why is that?

Seniors and millennials who would not feel comfortable going overseas for plastic surgery or cosmetic procedures most commonly cite that they are less safe than in Australia (77.9% and 73.0% respectively) and a preference for a local known provider (48.1% and 91.0% respectively).

COLLATERAL

- The large majority of seniors have uncertainties about their future financial security, with a common worry that with age comes greater risk of poverty
- However, close to half do not trust the system to look after them in retirement if required
- Although the majority of seniors are doing a range of things to prepare financially for retirement, particularly by saving, spending less and investing in property, many are not doing anything in particular
- Furthermore, while most seniors are doing a range of things to prepare for the passing of their partner, particularly by completing a will, letting their family know of their plans and getting their affairs in order, many are also not doing anything in particular

Do you trust the system to look after you in retirement if required?

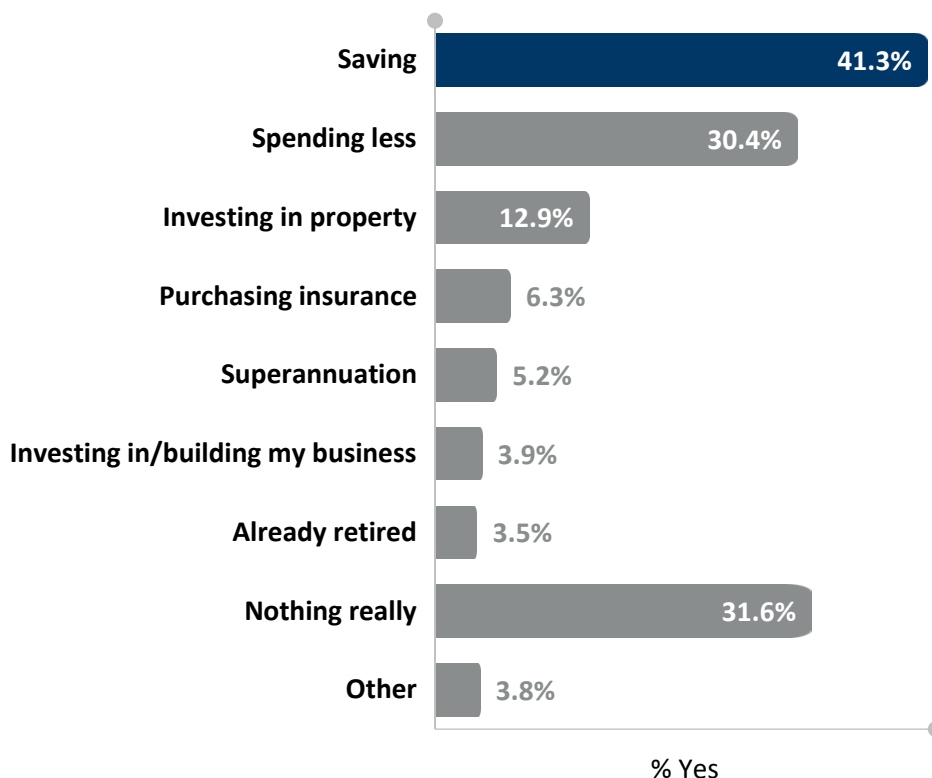


Source: CoreData - Ageism Survey (May 2018)

Question: Do you trust the system to look after you in retirement if required?

More than half (50.8%) of seniors trust the system to look after them in retirement if required, although only one in 10 (10.2%) trust it completely or to a great extent.

How have you/are you preparing financially for retirement?



*Multiple answers allowed

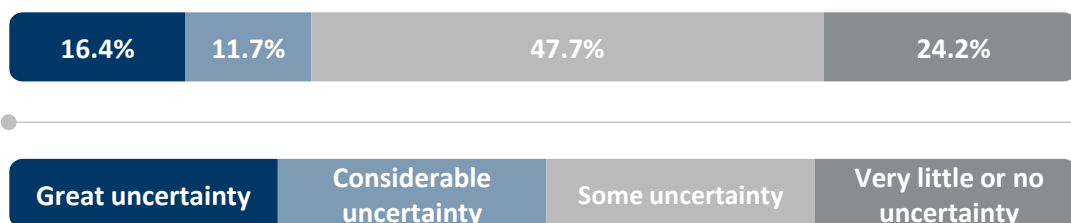
Source: CoreData - Ageism Survey (May 2018)

Question: How have you/are you preparing financially for retirement?

The majority (68.4%) of seniors are preparing financially for retirement, particularly by saving (41.3%), spending less (30.4%) and investing in property (12.9%).

However, close to one in three (31.6%) are not doing anything in particular to prepare financially for retirement.

Do you feel any lack of certainty about your future financial security?

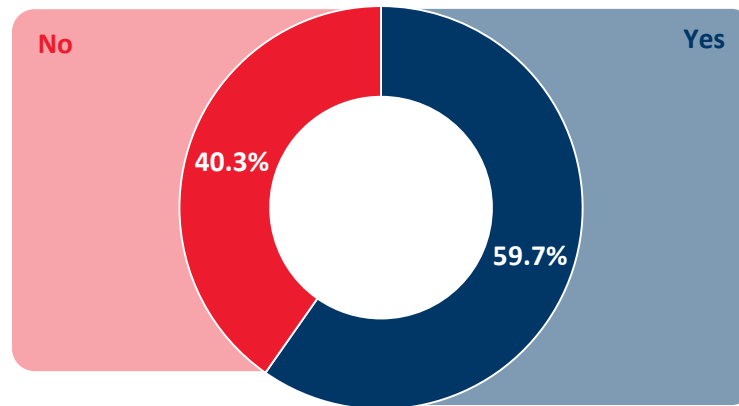


Source: CoreData - Ageism Survey (May 2018)

Question: Do you feel any lack of certainty about your future financial security?

The large majority (75.8%) of seniors have uncertainties about their future financial security.

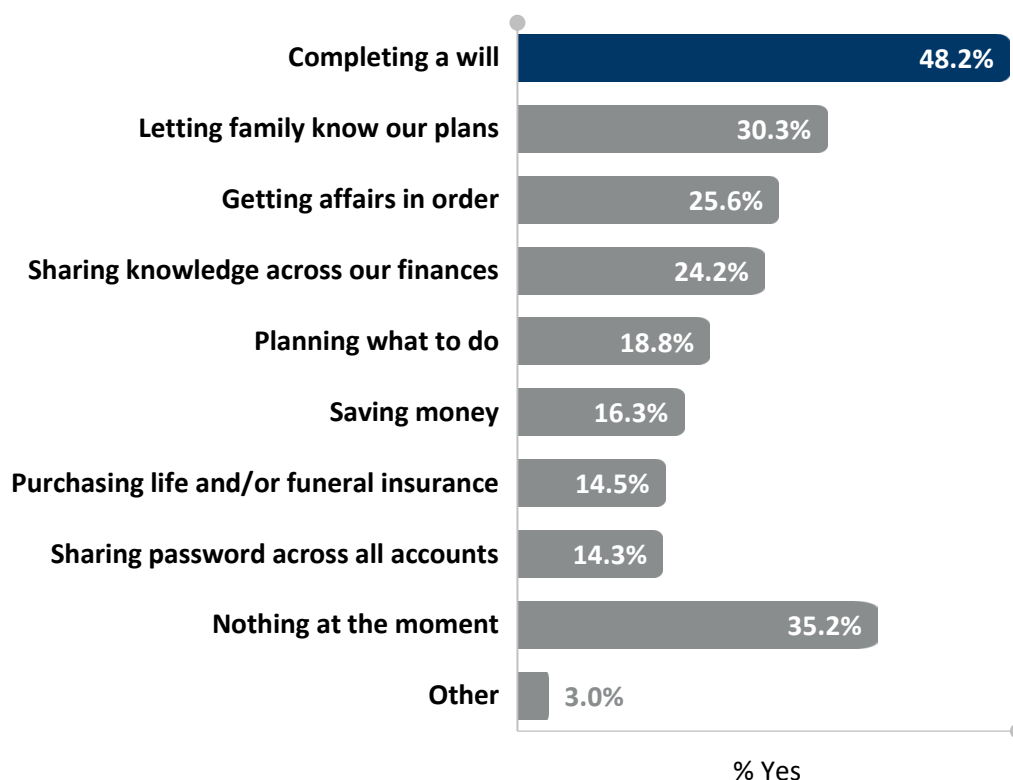
Do you currently have a partner?



Source: CoreData - Ageism Survey (May 2018)
Question: Do you currently have a partner?

Three in five (59.7%) seniors currently have a partner.

What are you doing to prepare for the passing of your partner?



*Multiple answers allowed

Source: CoreData - Ageism Survey (May 2018)

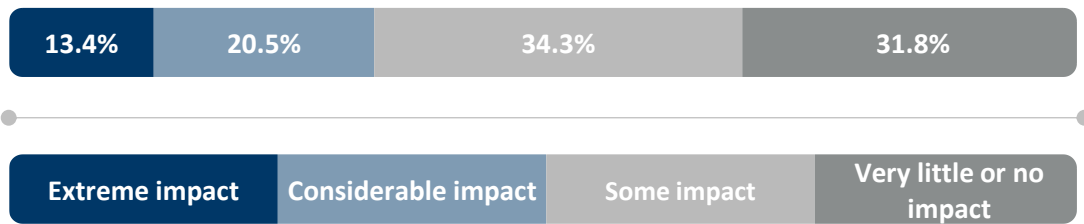
Question: What are you doing to prepare for the passing of your partner?

The majority (64.8%) of seniors with a partner are doing a range of things to prepare for the passing of their partner, including completing a will (48.2%), letting their family know of their plans (30.3%) and getting their affairs in order (25.6%).

Only one in six (16.3%) are saving money and only one in seven (14.5%) are purchasing life and/or funeral insurance.

However, more than one in three (35.2%) are not doing anything in particular to prepare for the passing of their partner.

How strongly would the passing of your partner impact your financial security?

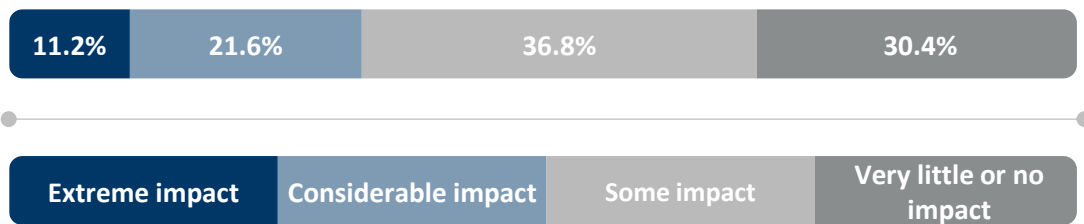


Source: CoreData - Ageism Survey (May 2018)

Question: How strongly would the passing of your partner impact your financial security?

The majority (68.2%) of seniors with a partner would be impacted financially by the passing of their partner.

How strongly would your death impact the financial security of your partner or family?

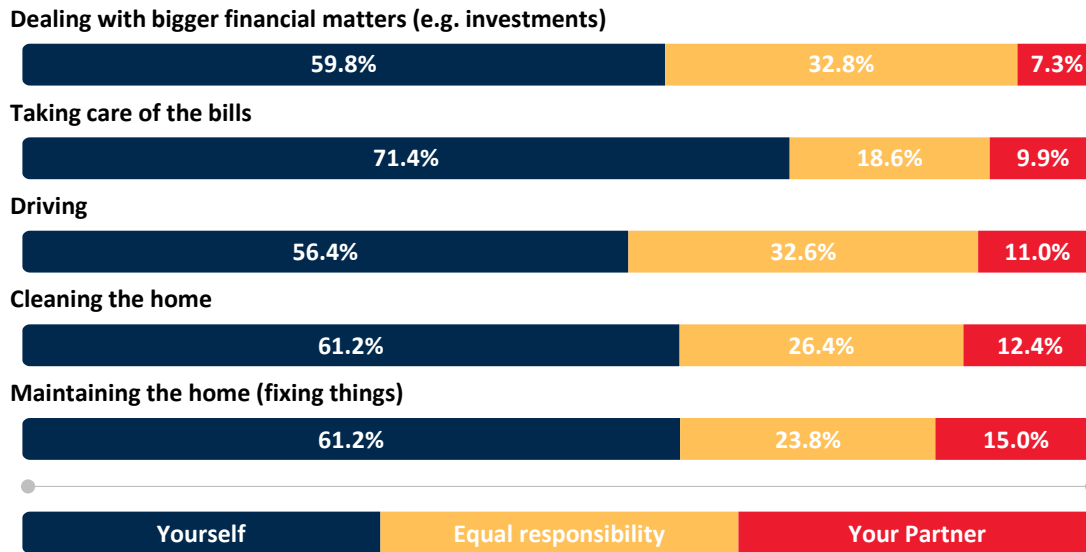


Source: CoreData - Ageism Survey (May 2018)

Question: How strongly would your death impact the financial security of your partner or family?

Similarly, the majority (69.6%) of seniors with a partner say their partner would be impacted financially by their passing.

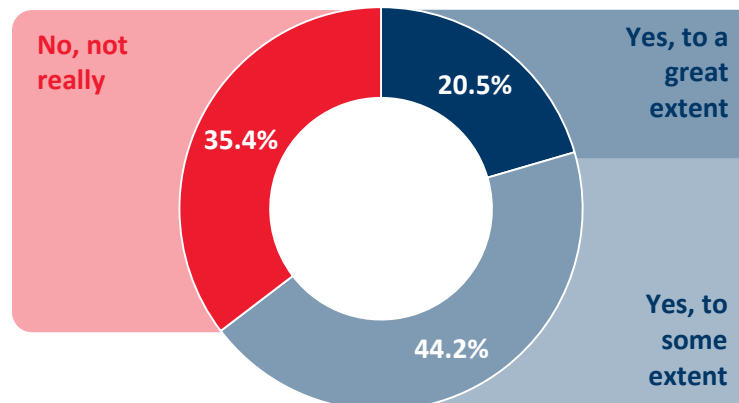
Who is more likely to take more responsibility for the following roles in your relationship?



Source: CoreData - Ageism Survey (May 2018)
 Question: Who is more likely to take more responsibility for the following roles in your relationship?

The majority of seniors with a partner say they are more likely to take more responsibility than their partner in taking care of the bills (71.4%), cleaning or maintaining the home (both 61.2%), or dealing with bigger financial matters (59.8%).

Do you worry that with age comes greater risk of poverty?



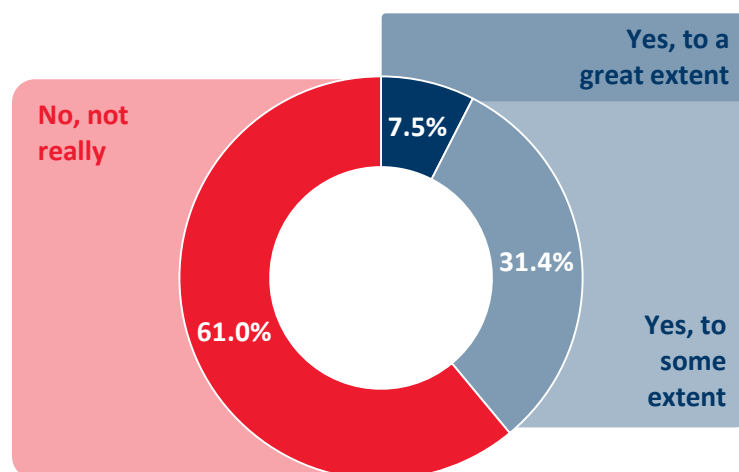
Source: CoreData - Ageism Survey (May 2018)
 Question: Do you worry that with age comes greater risk of poverty?

The majority (64.7%) of seniors worry that with age comes greater risk of poverty.

CONNECTION

- Seniors believe that they have a lot of wisdom to share with younger generations or that they are one of Australia's greatest resources. However, many believe that they are not generally well respected by the young
- Brands, marketers and the media are also perceived to be unfavourable towards seniors, with the vast majority believing that they are too focused on youth and that seniors are typically portrayed based on outdated stereotypes, including ageist stereotypes
- Consequently, around half of seniors feel that ageism is growing in Australia these days compared to 20 years ago and that the way they see themselves is at odds with how younger people view them
- While the majority of seniors think that they are perceived by the young as useful to society, many think that they are perceived as the generation that got all the breaks, less deserving or a burden on society
- Many also say that they have felt ignored by younger members of their local community, excluded on social media platforms or felt forgotten by society

Do you ever feel ignored by younger members of your local community?

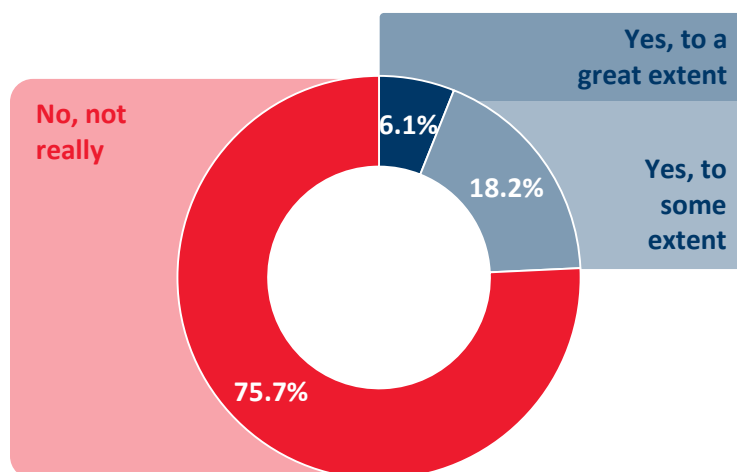


Source: CoreData - Ageism Survey (May 2018)

Question: Do you ever feel ignored by younger members of your local community?

Close to two in five (38.9%) seniors have felt ignored by younger members of their local community.

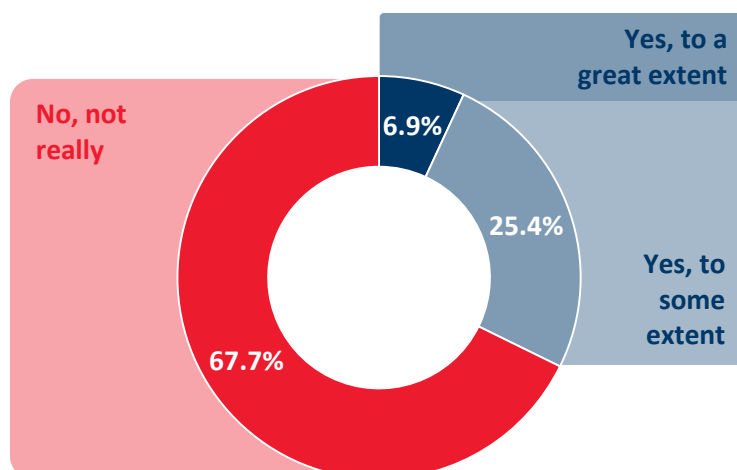
Do you ever feel excluded on social media platforms?



Source: CoreData - Ageism Survey (May 2018)
 Question: Do you ever feel excluded on social media platforms?

Close to one in four (24.3%) seniors have also felt excluded on social media platforms.

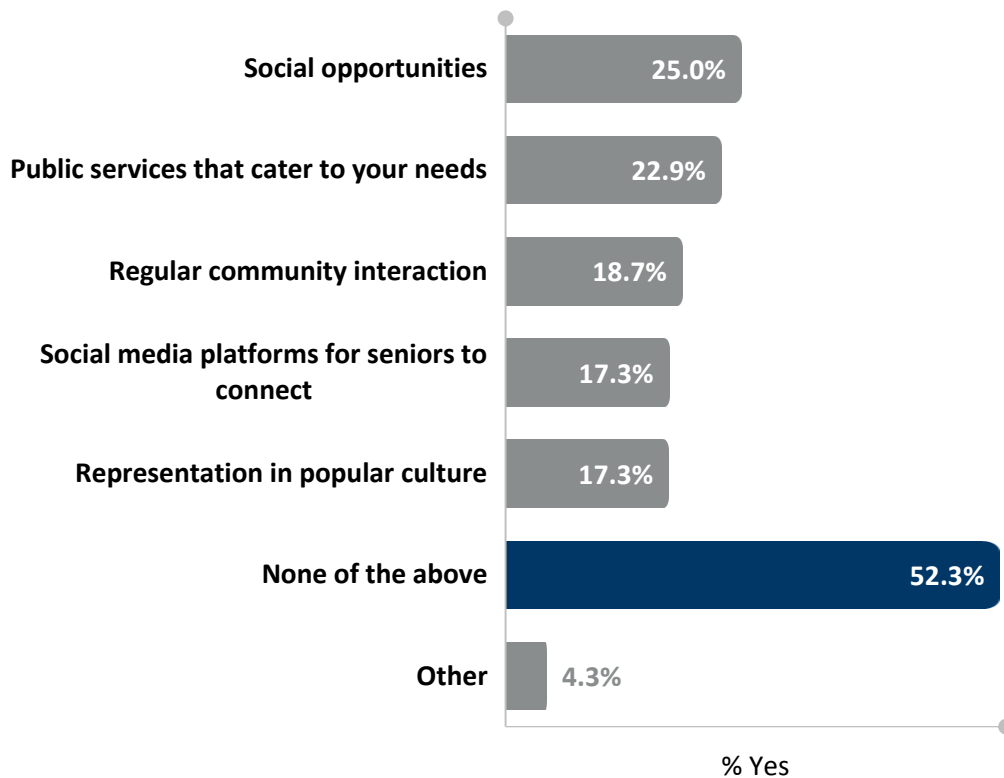
Do you ever feel forgotten by society as a whole?



Source: CoreData - Ageism Survey (May 2018)
 Question: Do you ever feel forgotten by society as a whole?

Furthermore, close to one in three (32.3%) seniors have felt forgotten by society as a whole.

Do you feel there is a lack of any of the following available to Australians over-50 years old these days?



*Multiple answers allowed

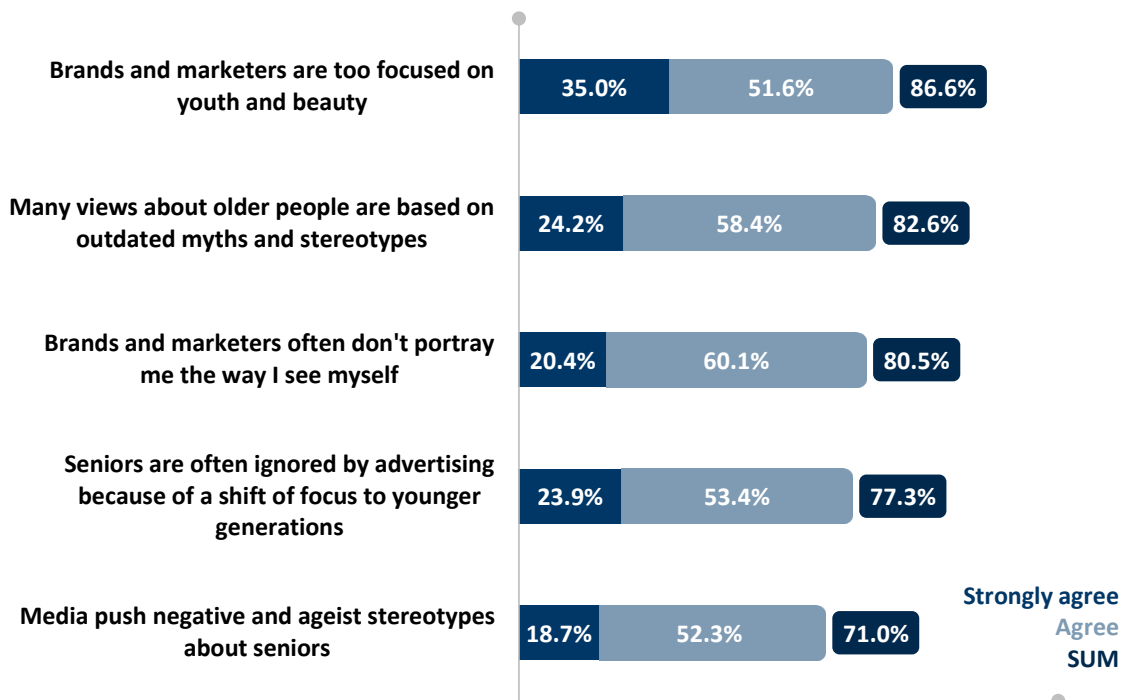
Source: CoreData - Ageism Survey (May 2018)

Question: Do you feel there is a lack of any of the following available to Australians over-50 years old these days?

One in four (25.0%) seniors feel there is a lack of social opportunities available to Australians over-50, while a similar proportion (22.9%) feel there is a lack of public services catering to their needs.

Close to one in five (18.7%) feel there is a lack of regular community interaction, while one in six feel there is a lack of social media platforms for seniors to connect or representation in popular culture (both 17.3%).

How much do you agree with the following statements about marketing to seniors?



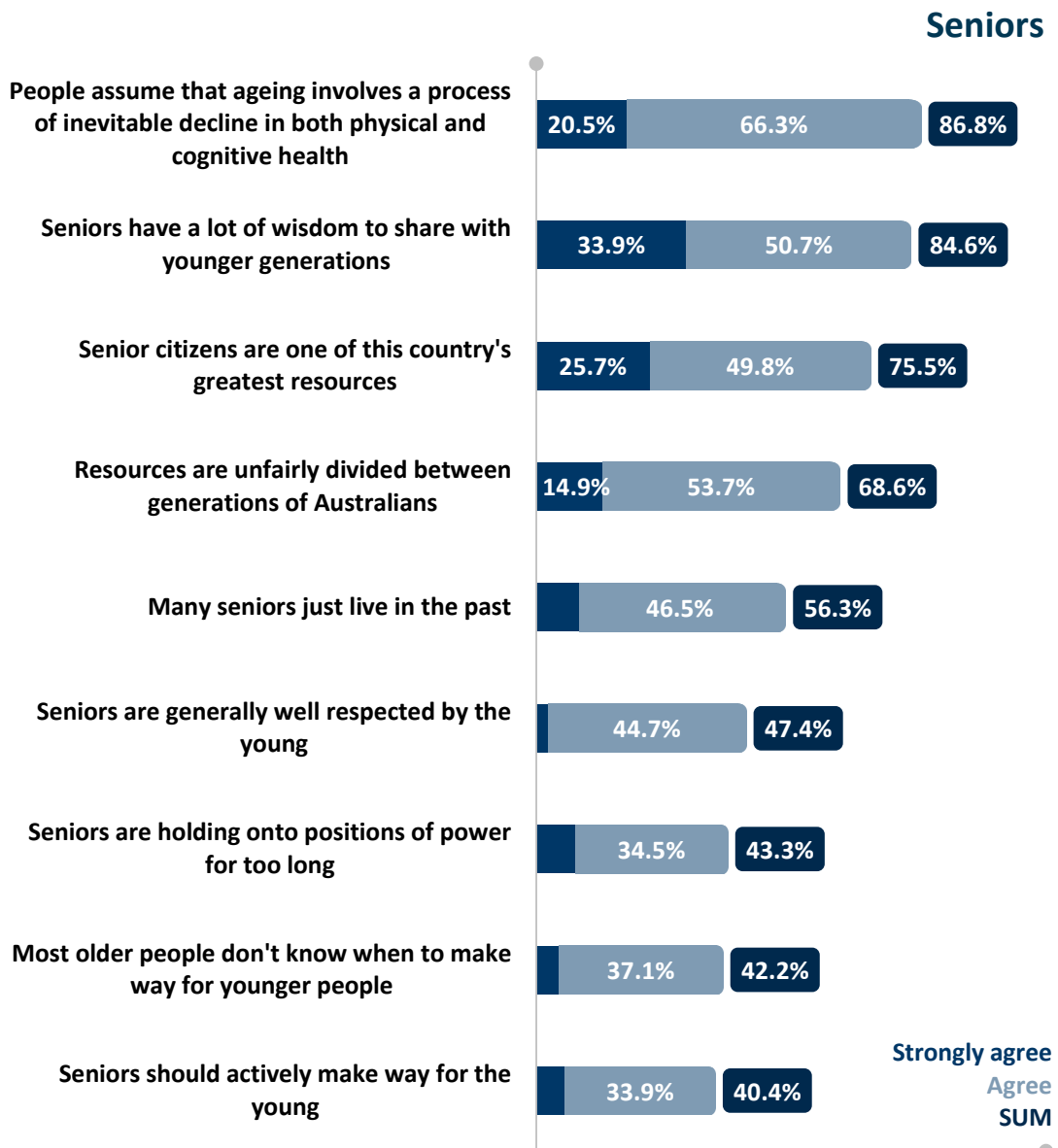
Source: CoreData - Ageism Survey (May 2018)

Question: How much do you agree with the following statements about marketing to seniors?

There are strong views on marketing to seniors, with the vast majority believing that brands and marketers are too focused on youth and beauty (86.6%), that many views about older people are based on outdated myths and stereotypes (82.6%) or that brands and marketers often don't portray them the way they see themselves (80.5%).

The large majority also believe that seniors are often ignored by advertising because of a shift of focus to younger generations (77.3%) or that the media push negative and ageist stereotypes about seniors (71.0%).

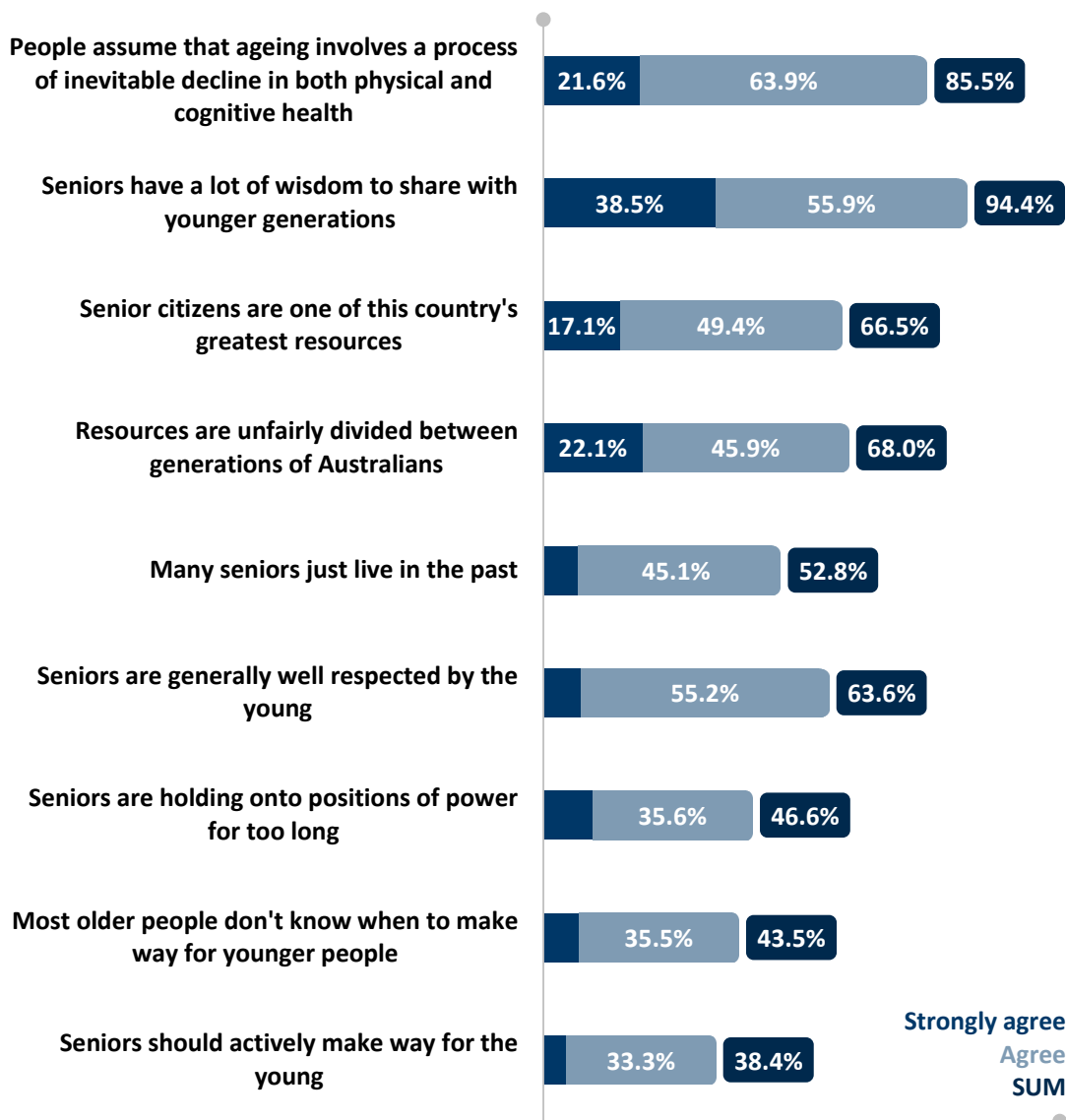
How do you think seniors are perceived by younger members of society?



Source: CoreData - Ageism Survey (May 2018)

Question: How do you think seniors are perceived by younger members of society?

Millennials



Source: CoreData - Ageism Survey (May 2018)

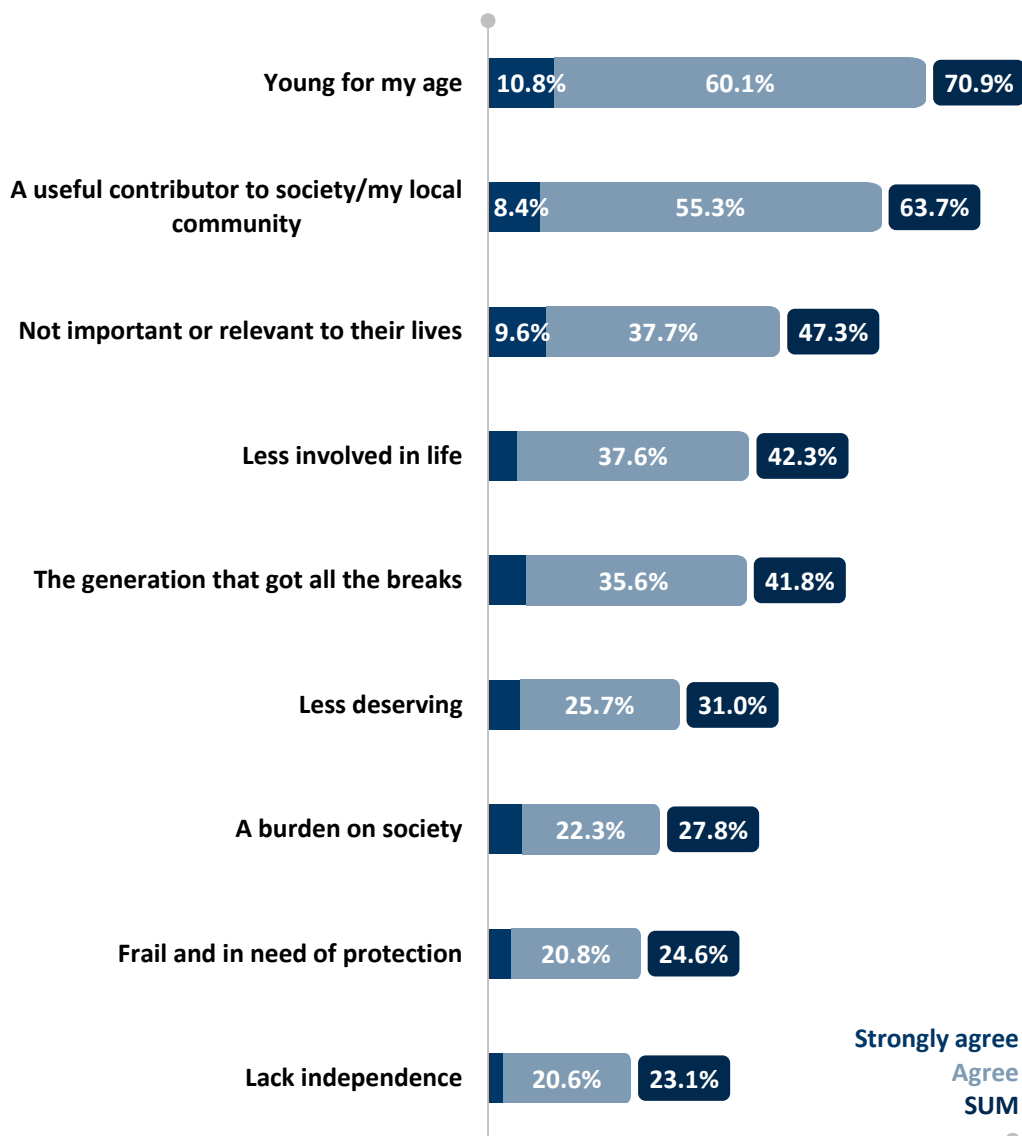
Question: How do you think seniors are perceived by younger members of society?

The vast majority of seniors believe that there is an assumption that ageing involves an inevitable decline in both physical and cognitive health (86.8%) or that seniors have a lot of wisdom to share with younger generations (84.6%). Three in four (75.5%) also believe that seniors are one of Australia’s greatest resources.

However, the majority (68.6%) believe that resources are unfairly divided between generations of Australians. Less than half (47.4%) believe that seniors are generally well respected by the young.

The views among millennials are largely in line with the views among seniors. However, millennials are more likely to believe that seniors are generally well respected by the young (63.6% vs. 47.4%).

How do you think you are personally perceived by younger members of society?



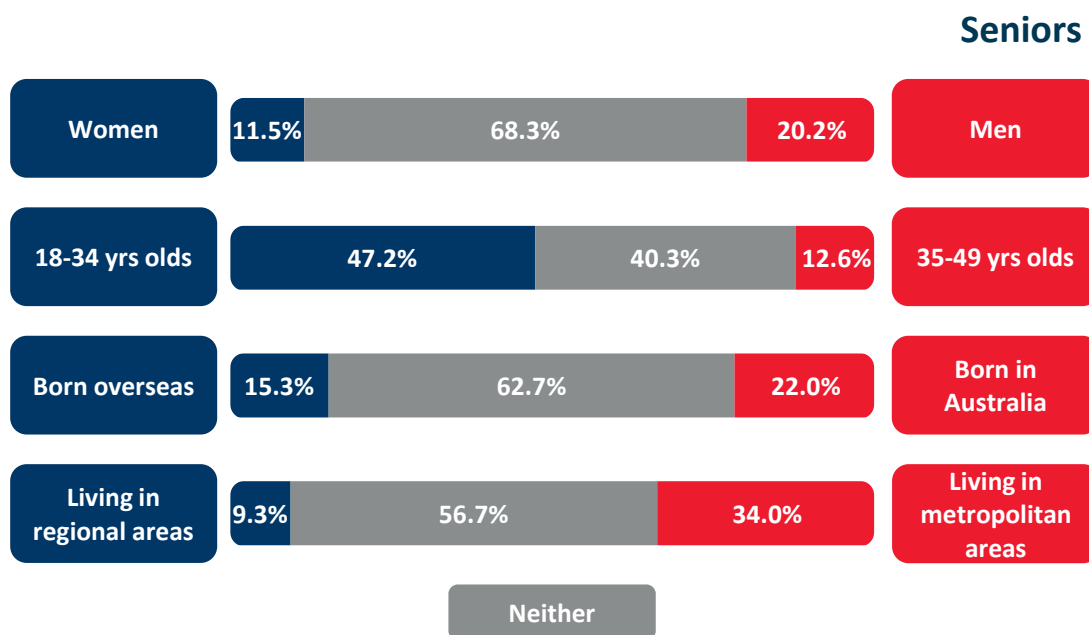
Source: CoreData - Ageism Survey (May 2018)

Question: How do you think seniors are perceived by younger members of society?

The large majority (70.9%) of seniors think they are perceived as young for their age, while the majority (63.7%) think they are perceived as a useful contributor to society.

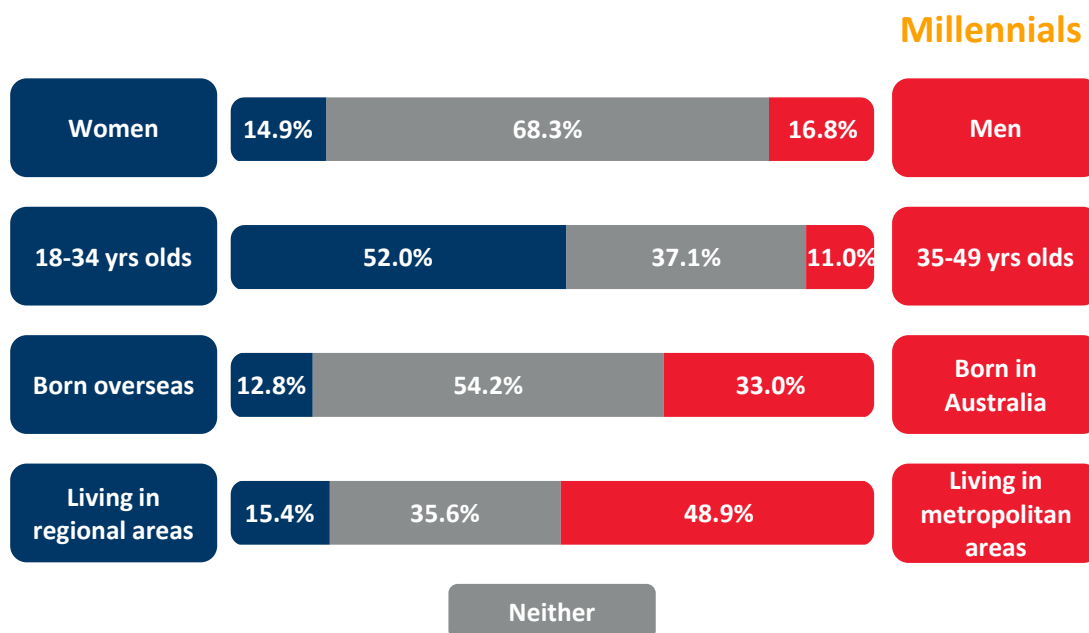
However, more than two in five (41.8%) think they are perceived as the generation that got all the breaks. Around three in 10 think they are perceived as less deserving or a burden on society (31.0% and 27.8% respectively), while around one in four think they are perceived as frail and in need of protection or lacking independence (24.6% and 23.1% respectively).

Who do you think tends to be the most ageist (i.e. hold negative stereotypes about older Australians)?



Source: CoreData - Ageism Survey (May 2018)

Question: Who do you think tends to be the most ageist (i.e. hold negative stereotypes about older Australians)?



Source: CoreData - Ageism Survey (May 2018)

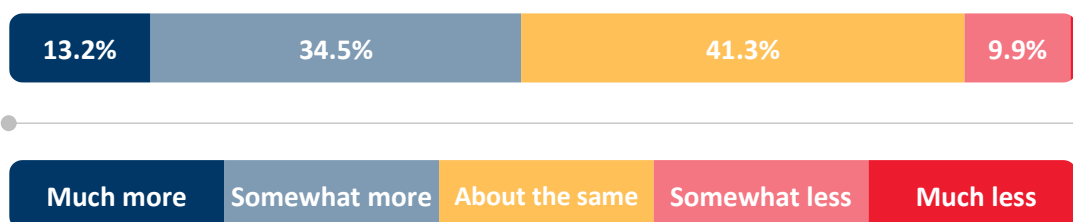
Question: Who do you think tends to be the most ageist (i.e. hold negative stereotypes about older Australians)?

Seniors think 18-34 year olds are more likely than 35-49 year olds to be ageist (47.2% vs. 12.6%). Seniors also think those living in the cities are more likely than those living in regional areas to be

ageist (34.0% vs. 9.3%). The gap narrows when comparing men against women (20.2% vs. 11.5%) and those born in Australia against those born overseas (22.0% vs. 15.3%).

Millennials hold largely similar views although there is a substantially wider gap when comparing 18-34 year olds against 35-49 year olds (52.0% vs. 11.0%), those born in Australia against those born overseas (33.0% vs. 12.8%) and those living in the cities against those living in regional areas (48.9% vs. 15.4%).

Do you feel that ageism is growing in Australia these days compared to 20 years ago?



Source: CoreData - Ageism Survey (May 2018)

Question: Do you feel that ageism is growing in Australia these days compared to 20 years ago?

Close to half (47.7%) of seniors feel that ageism is growing in Australia these days compared to 20 years ago.

Do you feel that ageism is growing in Australia these days compared to 20 years ago?

Less

"Older people are more visible - active on social media, in better health so participating more and I think this visibility is counteracting any negative stereotypes." (Female, 50 years old, Tas)

"I think there is probably more opportunities and understanding of age in society today. Older people are more assertive about their needs these days." (Female, 56 years old, Vic)

"People are living longer and maintaining their health longer so older people are not perceived as being as decrepit as they used to be." (Female, 63 years old, ACT)

"I think that 70 is the 'new 50", actually! I think we are more independent and have proven we count as a force to be reckoned with!" (Female, 70 years old, Tas)

"I don't feel or sense ageism at all. Younger people these days are comfortable with older people. There is less of a divider now." (Female, 57 years old, Qld)

Same

"Each generation goes through the same stage of ignoring or not giving much thought at all to older people - same same." (Female, 55 years old, NSW)

"I don't think much has changed over the years, we always feel younger than we are and always think we will never be one of those old people." (Female, 55 years old, WA)

"Based on personal experience only, I just feel I am perceived by younger people about the same as I did in my younger days. I also believe a lot depends on the individual, his/her personality, how he/she behaves, in issues of respect for younger people, and how much the older person wants to contribute to the community as a whole." (Male, 62 years old, Qld)

"I really don't worry too much about what people think when they find out my age - it does not affect how I see myself." (Female, 57 years old, NSW)

"I thought that my parents were old when they were 50, so I think that this would be the same for kids of today." (Female, 59 years old, Vic)

More

"Old lady stereotypes in the media have been around for so long, women are portrayed as brainless when they're young and dim when they're old." (Female, 51 years old, NSW)

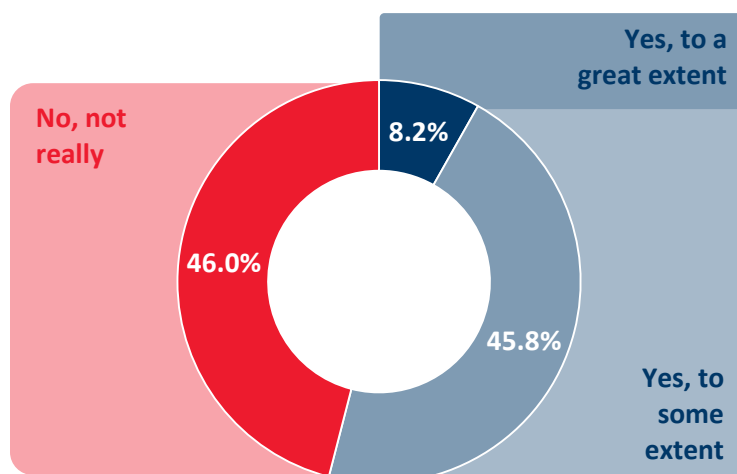
"Because young people today think once you're over 50 you suddenly become less intelligent so you don't know anything about anything so we are to be ignored." (Female, 68 years old, Qld)

"Once you reach your 50s it is much harder to gain employment than once was the case. State public service favour young employees over the older ones." (Female, 68 years old, NSW)

"I was made redundant at my job of 16 years 2 years ago. I was unemployed for five months despite being very qualified. I believe my age played a major role." (Female, 55 years old, NSW)

"There are many more aged people around and younger people think that we're all rich and had the best of times. Even some areas of politics think that." (Male, 67 years old, Tas)

Do you think the way you see yourself is at odds with younger people's view of you?

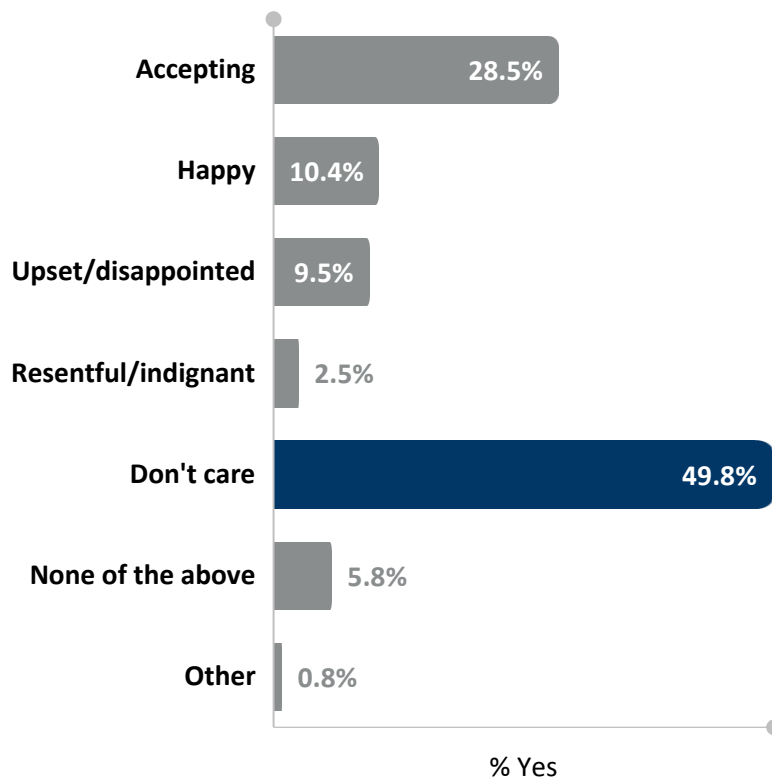


Source: CoreData - Ageism Survey (May 2018)

Question: Do you think the way you see yourself is at odds with younger people's view of you?

More than half (54.0%) of seniors think the way they see themselves is at odds with how younger people view them.

How do you feel about the younger generation's perception of you?



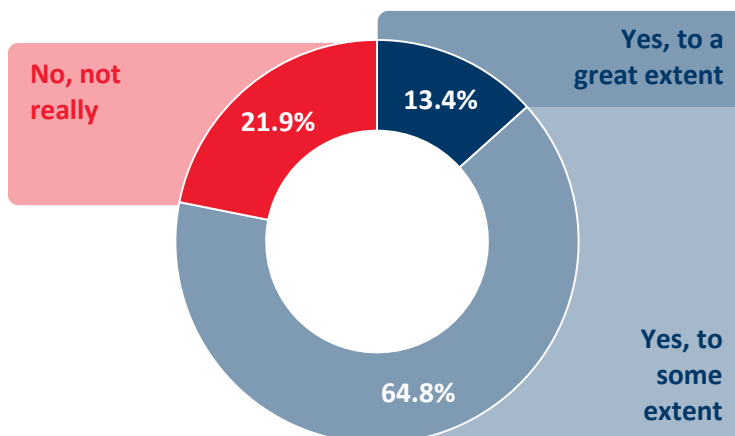
*Multiple answers allowed

Source: CoreData - Ageism Survey (May 2018)

Question: How do you feel about the younger generation's perception of you?

Close to three in 10 (28.5%) seniors feel accepting about the younger generation’s perception of them. One in 10 (10.4%) are happy, although a similar proportion (9.5%) are upset or disappointed. Nonetheless, half (49.8%) do not care.

Do you feel that seniors are able to access and receive the services they need these days?



Source: CoreData - Ageism Survey (May 2018)
 Question: Do you feel that seniors are able to access and receive the services they need these days?

The large majority (78.2%) of seniors feel that older Australians are able to access and receive the services they need these days.

How often do you do the following for seniors?

Offer a seat on public transport



Treat them with the utmost respect because of their age



Acknowledge the experience and wisdom that comes with age



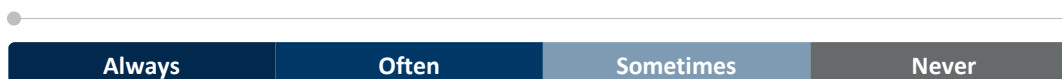
Make time to listen to what they have to say



Offer assistance to carry shopping bags to car/house



Offer assistance to cross the road



*Asked to Millennials only

Source: CoreData - Ageism Survey (May 2018)
 Question: How often do you do the following for seniors?

The vast majority (84.9%) of millennials claim that they always or often offer a seat on public transport to seniors. The large majority also claim that they always or often make time to listen to

what seniors have to say (78.0%), treat them with the utmost respect (77.1%) or acknowledge their experience and wisdom (76.6%).

Two in five (39.9%) claim that they always or often offer assistance to seniors in carrying shopping bags, while three in 10 (30.3%) claim that they always or often offer assistance to seniors in crossing the road.

How often does the following happen to you?

Make time to listen to what I have to say



Acknowledge the experience and wisdom that comes with age



Treated with utmost respect because of my age



Offered a seat on public transport



Offered assistance to carry shopping bags to my car/house



Offered assistance to cross the road



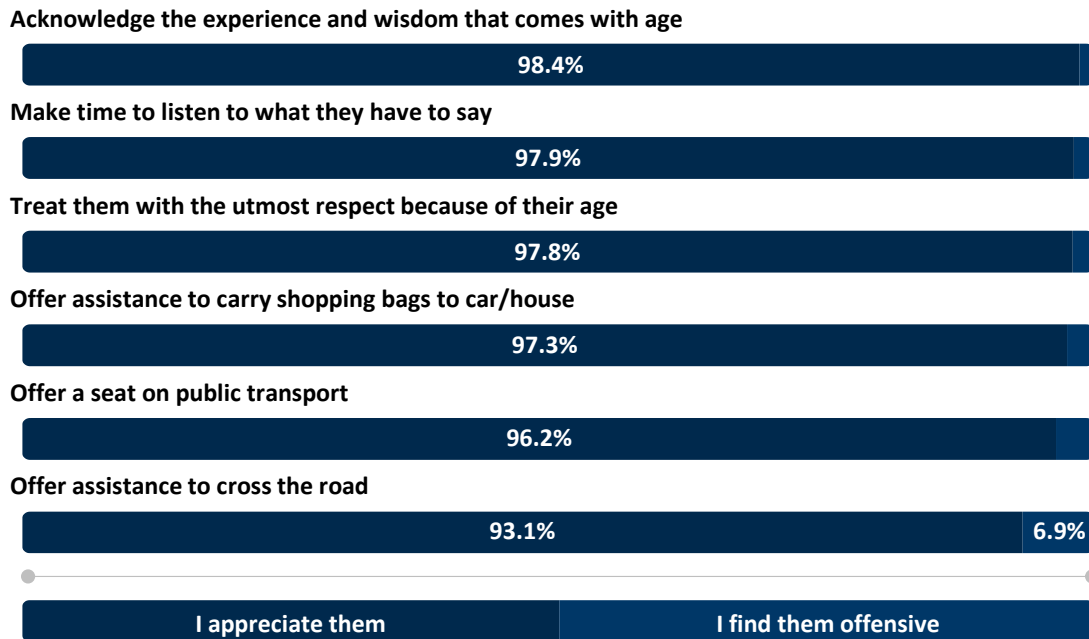
Source: CoreData - Ageism Survey (May 2018)

Question: How often does the following happen to you?

Interestingly, only a minority of seniors say that the various niceties always or often happen to them, despite the majority of millennials claiming that they do most or all of these to seniors.

Only three in 10 (30.3%) seniors say that other people always or often make time to listen to what they have to say and only one in four (26.8%) say that other people always or often acknowledge their experience and wisdom. Furthermore, only one in five (20.8%) say that other people always or often treat them with the utmost respect.

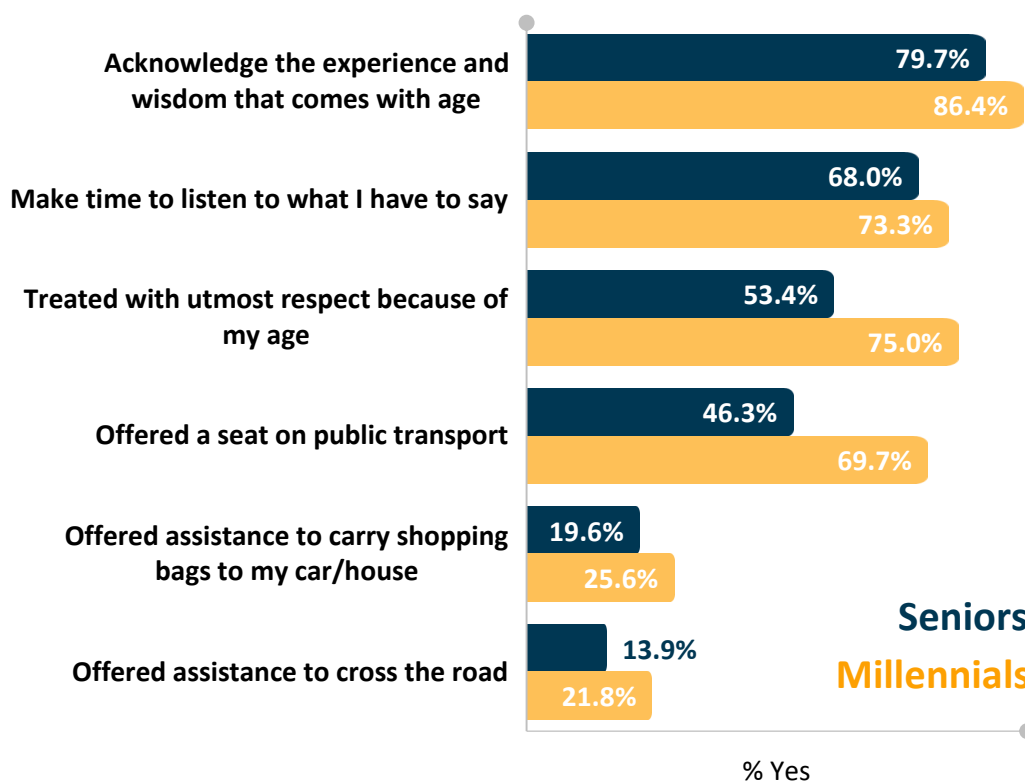
How do you feel about these actions?



Source: CoreData - Ageism Survey (May 2018)
 Question: How do you feel about these actions?

The overwhelming majority of seniors appreciate the various niceties when they do happen.

What do you think the older generations expect from the younger generations?



*Multiple answers allowed

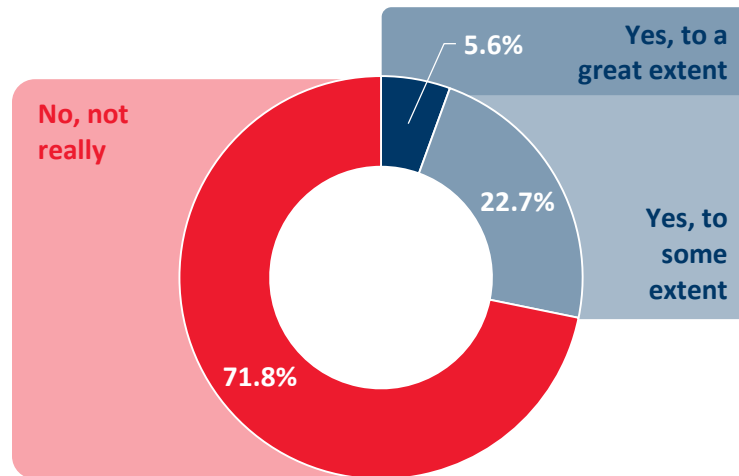
Source: CoreData - Ageism Survey (May 2018)

Question: What do you think the older generations expect from the younger generations?

Four in five (79.7%) seniors think the older generations expect the younger generations to acknowledge the experience and wisdom that comes with age. The majority think the older generations expect the younger generations to make time to listen to what they have to say (68.0%), while more than half (53.4%) think the older generations expect the younger generations to show the utmost respect.

These are in line with the views among millennials, who most commonly think the older generations expect the younger generations to acknowledge the experience and wisdom that comes with age (86.4%), treat seniors with the utmost respect (75.0%) and make time to listen to what seniors have to say (73.3%).

Do you ever feel patronised by younger people working in retail cafes/restaurants/shops/etc.?



Source: CoreData - Ageism Survey (May 2018)

Question: Do you ever feel patronised by younger people working in retail cafes/restaurants/shops/etc.?

Close to three in 10 (28.3%) seniors have felt patronised by younger people working in retail cafes/restaurants/shops.

DEMOGRAPHICS

Gender		
	Seniors	Millennials
Female	51.9%	64.8%
Male	48.1%	35.2%
Total	100.0%	100.0%

Area		
	Seniors	Millennials
The capital city of my state/territory	57.5%	70.8%
A regional centre	27.9%	22.0%
A rural area	14.6%	7.2%
Total	100.0%	100.0%

Educational Attainment		
	Seniors	Millennials
Primary	0.6%	0.0%
Part of high school	12.5%	2.4%
Completed high school	22.6%	17.6%
Diploma or certificate qualification	37.3%	21.4%
Degree qualification	16.0%	43.7%
Postgraduate qualification	11.0%	15.0%
Total	100.0%	100.0%

Marital Status		
	Seniors	Millennials
Single	13.2%	54.6%
Living with partner/married	58.4%	42.1%
Separated/divorced/widowed	26.8%	0.0%
Other	1.6%	3.3%
Total	100.0%	100.0%

Employment Status		
	Seniors	Millennials
Full-time paid employment	15.7%	50.6%
Part-time paid employment	8.4%	11.8%
Self-employed	5.9%	9.3%
Casual employment	3.5%	15.3%
Transitioning to retirement and working part time	2.2%	0.0%
Fully retired	42.0%	0.0%
Full-time home duties	5.7%	2.3%
Unemployed/not in paid employment	6.8%	5.0%
On a disability pension	7.0%	1.5%
Other	2.9%	4.0%
Total	100.0%	100.0%

Occupation		
	Seniors	Millennials
Business owner	9.6%	5.6%
Manager	11.3%	7.9%
Professional	24.3%	37.5%
Technician	4.1%	2.6%
Trades worker	2.8%	3.5%
Community and personal service worker	9.7%	7.6%
Clerical and administrative worker	15.4%	9.3%
Sales worker	7.0%	9.7%
Machinery operators and driver	2.1%	2.5%
Labourer	5.2%	3.1%
Other	8.5%	10.7%
Total	100.0%	100.0%

Personal Income		
	Seniors	Millennials
\$20,000 or less	29.5%	22.2%
\$20,001 to \$30,000	26.5%	7.2%
\$30,001 to \$40,000	13.2%	11.1%
\$40,001 to \$50,000	6.5%	8.6%
\$50,001 to \$60,000	6.3%	13.8%
\$60,001 to \$70,000	4.2%	11.0%
\$70,001 to \$80,000	3.8%	10.3%
\$80,001 to \$90,000	2.3%	4.1%
\$90,001 to \$100,000	2.7%	2.9%
\$100,001 to \$125,000	1.5%	6.3%
\$125,001 to \$150,000	1.6%	1.3%
\$150,001 to \$200,000	1.8%	1.0%
More than \$200,000	0.1%	0.0%
Total	100.0%	100.0%

Household Income		
	Seniors	Millennials
\$50,000 or less	55.5%	21.4%
\$50,001 to \$75,000	18.7%	20.4%
\$75,001 to \$100,000	10.4%	19.5%
\$100,001 to \$125,000	4.1%	9.4%
\$125,001 to \$150,000	5.2%	7.7%
\$150,001 to \$200,000	4.1%	15.2%
\$200,001 to \$250,000	1.3%	5.0%
\$250,001 to \$350,000	0.5%	0.1%
\$350,001 or more	0.1%	1.3%
Total	100.0%	100.0%

Investment Portfolio		
	Seniors	Millennials
I have no investments	40.0%	52.7%
\$50,000 or less	14.1%	23.6%
\$50,001 to \$150,000	10.7%	10.4%
\$150,001 to \$250,000	7.3%	6.1%
\$250,001 to \$350,000	7.6%	2.9%
\$350,001 to \$450,000	5.4%	0.1%
\$450,001 to \$550,000	4.2%	1.1%
\$550,001 to \$650,000	3.3%	0.7%
\$650,001 to \$750,000	2.0%	0.0%
\$750,001 to \$1 million	2.3%	1.5%
More than \$1 million to \$3 million	2.8%	0.4%
More than \$3 million to \$5 million	0.3%	0.3%
More than \$5 million	0.0%	0.2%
Total	100.0%	100.0%

Wealth Segments		
	Seniors	Millennials
Mass Market	70.1%	55.9%
Mass Affluent	21.3%	35.5%
Core Affluent	6.5%	6.9%
HNW	2.2%	1.7%
Total	100.0%	100.0%

State		
	Seniors	Millennials
ACT	4.8%	3.7%
NSW	20.3%	28.5%
NT	1.7%	0.1%
Qld	20.3%	17.5%
SA	2.1%	4.1%
Tas	10.7%	6.7%
Vic	19.9%	22.6%
WA	20.2%	16.8%
Total	100.0%	100.0%

ABOUT COREDATA

CoreData Research is a global specialist financial services research and strategy consultancy. CoreData Research understands the boundaries of research are limitless and with a thirst for new research capabilities and driven by client demand; the group has expanded over the past few years into the Americas, Africa, Asia, and Europe.

CoreData Group has operations in Australia, the United Kingdom, the United States of America, Brazil, Singapore, South Africa and the Philippines. The group's expansion means CoreData Research has the capabilities and expertise to conduct syndicated and bespoke research projects on six different continents, while still maintaining the high level of technical insight and professionalism our repeat clients demand.

With a primary focus on financial services CoreData Research provides clients with both bespoke and syndicated research services through a variety of data collection strategies and methodologies, along with consulting and research database hosting and outsourcing services.

CoreData Research provides both business-to-business and business to- consumer research, while the group's offering includes market intelligence, guidance on strategic positioning, methods for developing new business, advice on operational marketing and other consulting services.

The team is a complimentary blend of experienced financial services, research, marketing and media professionals, who together combine their years of industry experience with primary research to bring perspective to existing market conditions and evolving trends.

CoreData Research has developed a number of syndicated benchmark proprietary indexes across a broad range of business areas within the financial services industry.

- Experts in financial services research
- Deep understanding of industry issues and business trends
- In-house proprietary industry benchmark data
- Industry leading research methodologies
- Rolling benchmarks

The team understands the demand and service aspects of the financial services market. It is continuously in the market through a mixture of constant researching, polling and mystery shopping and provides in-depth research at low cost and rapid execution. The group builds a picture of a client's market from hard data which allows them to make efficient decisions which will have the biggest impact for the least spend.



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