

The State of Global Civic Engagement

Deep Dive On

SENIOR & ELDERLY ISSUES

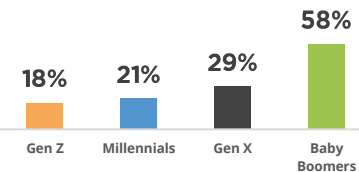
DEMOGRAPHIC BREAK DOWN



30%

Of people are concerned about senior & elderly issues when compared to other issues

GENERATIONAL BREAKDOWN OF INTEREST IN ISSUE AREA



30%



Of **MEN** said senior & elderly issues was one of their top areas of concern

30%

Of **WOMEN** said senior & elderly issues was one of their top areas of concern

*those identifying as non-binary or other <0%

WHY PEOPLE ARE TAKING ACTION



It makes me feel good to do something for others (**49%**)

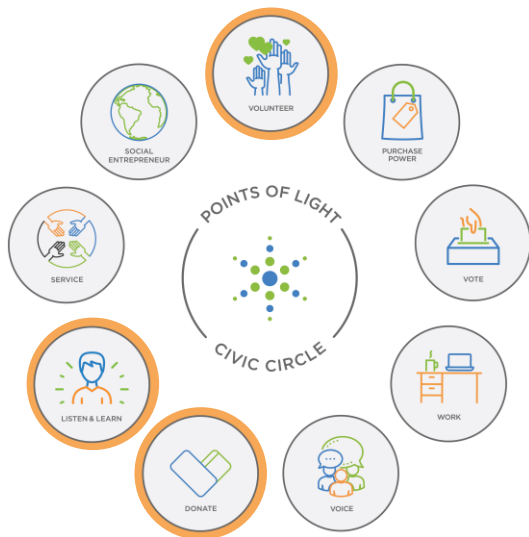


I believe the actions of one person can go a long way in making a difference (**43%**)



A close friend and/or family member of mine has been impacted (**30%**)

HOW PEOPLE ARE TAKING ACTION



[Points of Light's Civic Circle](#)® represents a person's power to lead, lend support and take action for causes they care about, and to lead a civic life. People can engage through one or several elements of the Civic Circle®.

TOP ACTIONS TAKEN

Intentionally helped someone else (**VOLUNTEER**) **68%**

Donated goods I own to a cause or organization (**DONATE**) **65%**

Took time to learn about the cause or issue (**LISTEN & LEARN**) **62%**

MOST INFLUENTIAL ACTIONS

Donated professional services to a cause or organization (**DONATE**) **82%**

Intentionally helped someone else (**VOLUNTEER**) **81%**

Made a charitable donation to a cause or organization (**DONATE**) **79%**

DATA TO INSIGHTS

This is clearly an issue of high concern for those who identify as "seniors" or "elderly," are soon to be in this category or who have caregiving responsibilities for people in this category.

Knowing that our research incorporated four different countries with four different approaches to how the elderly are taken care of, it would be interesting to see whether actions that people are taking are truly meeting the needs of this community, or whether we need to do additional learning about what their concerns are.

IN THE NEXT 30 DAYS, PEOPLE ARE MOST LIKELY TO:



56%



50%



47%