Is 60 the new 40? Time budgets of cohorts

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Outline

Is 60 the new 40? - sporadic evidence

Does it show in time budgets? - not too much

Hypotheses

IS 60 THE NEW 40? SPORADIC EVIDENCE

Is 60 the New 40?



In the past few years we hear how each decade makes us younger. Forty is the new 20, 50 is the new 30 and 60 is the new 40. At this rate, aging sounds exciting!

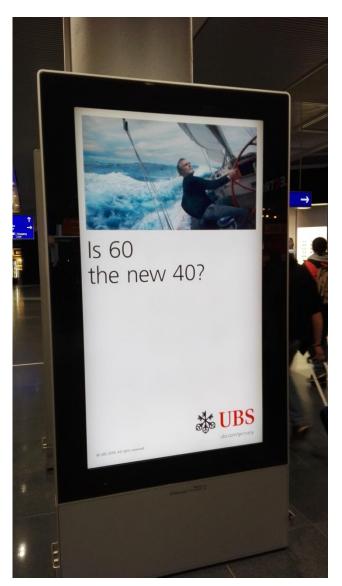
Truthfully, aging can be difficult on all levels, emotionally, physically and spiritually. It's how we work these categories that will make the difference between feeling forty or feeling sixty.

With age comes wisdom and experience. There is a better feeling of oneself and less insecurities. You stop worrying about the insignificant things in life and have a better understanding and appreciation of our own mortality. I'm not inferring that we just accept aging. We need to do whatever we can to ward it off on all levels, because with all the positives, believe me, there are just as many negatives.



Meryl Hartstein, https://www.huffingtonpost.com/meryl-hartstein/is-sixty-the-new-forty_b_8531980.html

Yesterday, Frankfurt Airport



Silver Economy

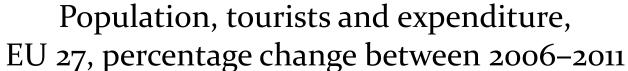
Increasing wealth of the 60+ population

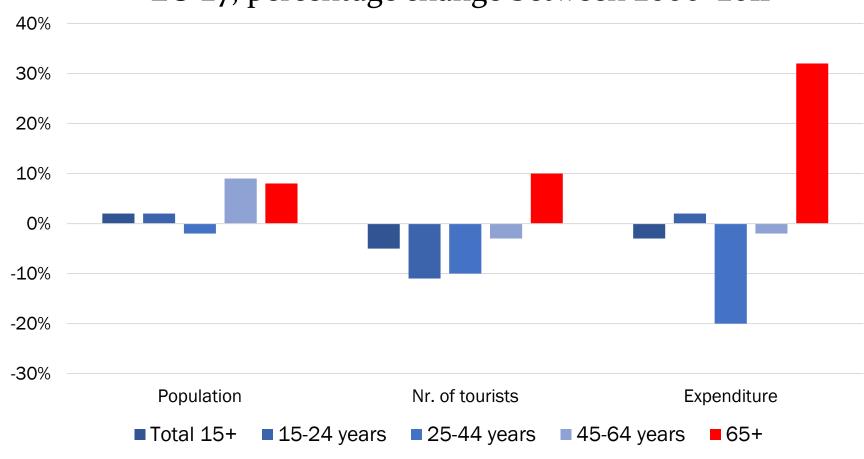
- Increasing economic activity
- Consumption





Tourism

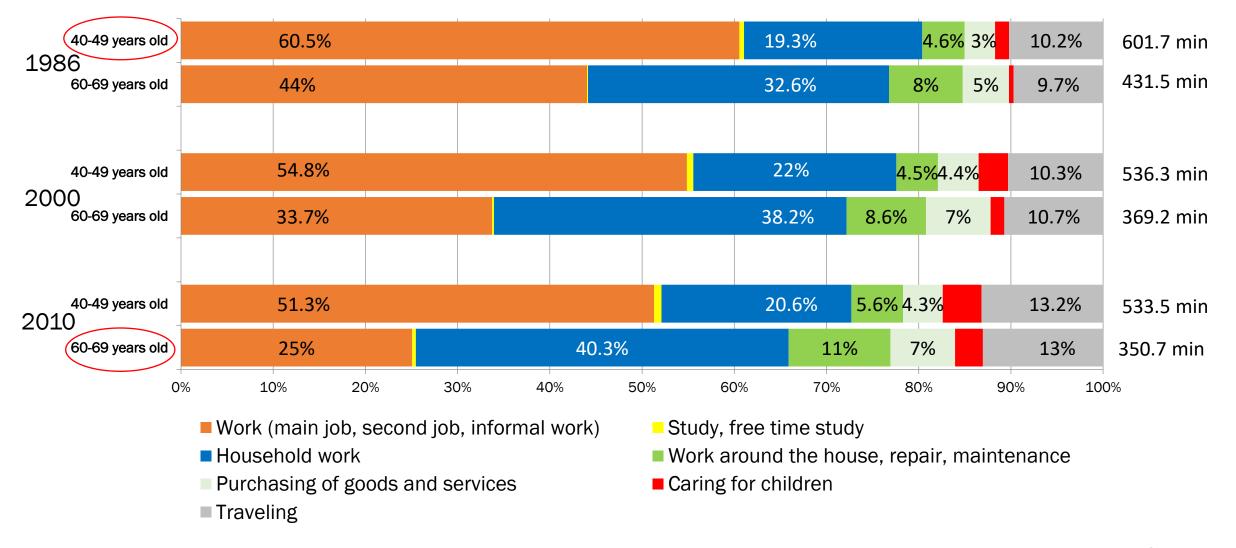




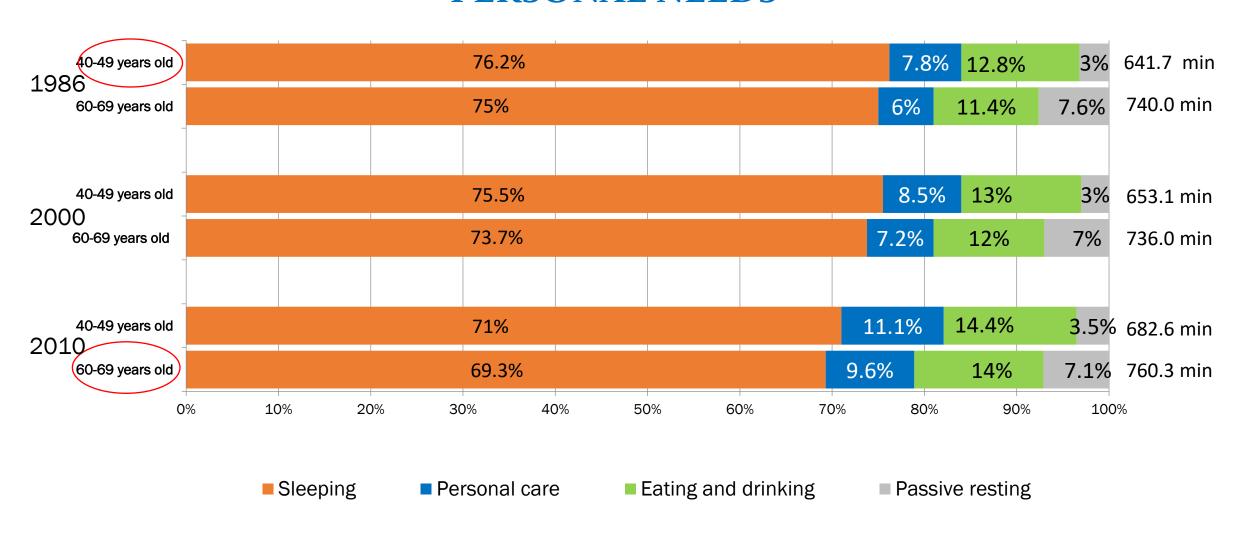
IS 60 THE NEW 40?

DOES IT SHOW IN TIME BUDGETS?
TIME USE SURVEYS
1986/1987, 1999/2000, 2009/2010 HCSO

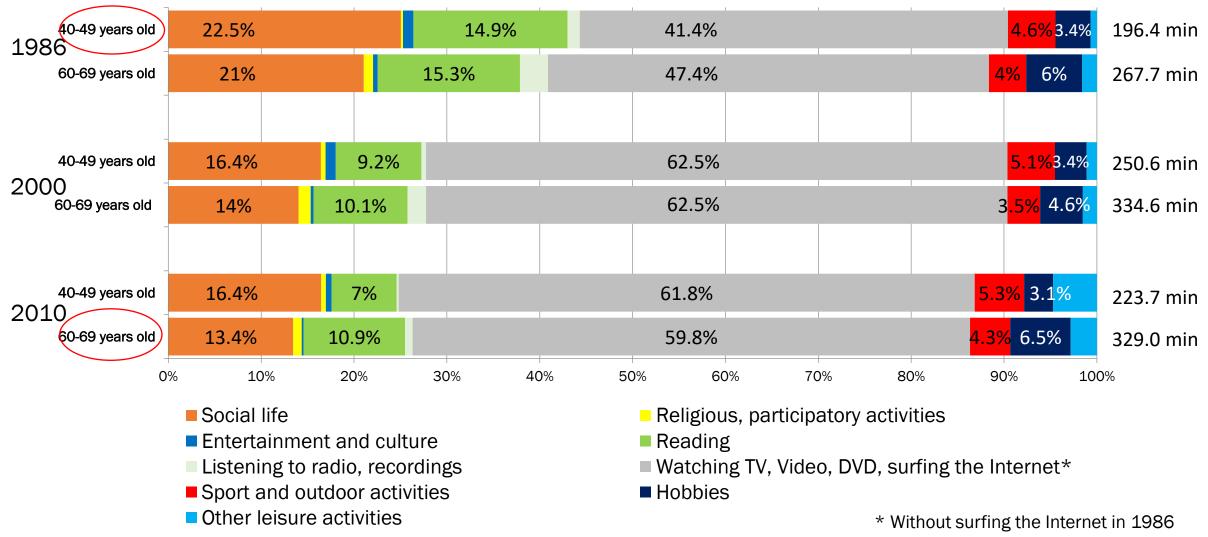
Daily time spent in various activities by cohorts, 1986-2010 CONSTRAINED TIME



Daily time spent in various activities by cohorts, 1986-2010 PERSONAL NEEDS



Daily time spent in various activities by cohorts, 1986-2010 LEISURE



Daily time used for leisure activities by cohorts (part 1)

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I FIGURE ACTIVITIES	(MINUTES PER DAY - ACTIVITY	М
LEISUNE ACTIVITIES	NIVIIINOTES PEN DAT - ACTIVITI	///

	1986		2010	
	40-49 years	60-69 years	40-49 years	60-69 years
Social life	43.9	56.1	36.8	44.3
Conversation	27.8	42.1	23.5	29.9
Visiting and receiving visitors	6.4	6.2	4.3	6.3
Socialising with family	5.2	3.2	4.9	3.4
Pub-crowling, socializing outside the home	2.1	1.5	1.3	1.2
Other social life	2.5	3.3	2.8	3.5
Religious, participatory activities	0.4	2.8	1.2	2.9
Reading	2.9	41.0	15.8	35.8
Reading periodicals	20.1	29.5	9.6	23.1
Reading books	8.9	11.5	6.2	12.7
Watching TV, Video, surfing the Internet	100.2	127.0	138.2	197.0
Of which: surfing the Internet	-	_	8.1	5.1

Daily time used for leisure activities by cohorts (part 2)

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LEISURE ACTIVITIES	NAINHITES DED	DAV = ACTIVITVI
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	1986		2010	
	40-49 years	60-69 years	40-49 years	60-69 years
Listening to radio, recordings	2.3	8.1	0.5	2.8
Entertainment and culture	2.1	1.3	1.4	0.7
Cinema	1.0	0.6	0.3	0.0
Other entertainment and culture (theatre,				
concerts, art exhibitions, museums etc.)	0.7	0.4	0.5	0.4
Sports events	0.4	0.3	0.6	0.3
Sport and outdoor activities	9.1	10.8	11.9	14.3
Walking, sightseeing	3.4	7.4	4.2	8.3
Hiking, other outdoor activities	4.4	2.9	2.5	3.3
Sports activities	1.3	0.5	5.2	2.7
Hobbies	6.7	16.1	7.11	21.4
Other leisure activities	2.3	4.4	10.6	9.4

Daily time spent in various activities by cohorts, higher educational qualifications and capital city

ACTIVITIES (MINUTES PER DAY - ACTIVITY)

	1986		2010	
	40-49 years	60-69 years	40-49 years	60-69 years
Study, free time study	15,4	11,7	2,3	3,9
Of which: Study	3,4	2,3	0,0	0,0
Free time study	12,0	9,4	2,3	3,9
Reading	47,7	17,8	72,7	77,0
Of which: Periodicals	27,5	11,4	44,1	40,0
Books	20,2	6,4	28,6	37,1
Sport and outdoor activities	30,4	23,8	15,1	20,3
Of which: Walking, sightseeing	11,5	15,1	11,5	9,2
Hiking, other outdoor activities	10,9	0,0	2,6	5,6
Sports activities	7,9	8,7	0,9	5,5

Is 60 the new 40?

Does not show in the time budgets

Why?

Three hypotheses

Hypothesis 1: 60 is not the new 40

Only sporadic similarities
Increasing life expectation
Increasing economic activity

Do not imply deeper lifestyle shifts

Hypothesis 2: 60 is the new 40 – but not in Hungary

The lifestyle change assumes wealth and health

60+ Hungarians do not compare to

North Americans or Western Europeans

The lifestyle change is restricted to the wealthiest parts of the world

Hypothesis 3: 60 is the new 40 – but not for those who participate in the survey

Nonresponse is a growing issue with all surveys

Conventional wisdom holds that the poorest and the wealthiest are the most difficult to reach

Recent experiences show the most active are hard to include

The survey may miss many of those who are better off and have an active lifestyle – they may include those, for whom 60 is the new 40