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SURVEY

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LONGEVITY AND WELL-BEING



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LONGEVITY AND WELL-BEING

What does age mean to you?



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CONCEPÇÃO



REALIZAÇÃO

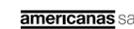


CULTURA

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PARCEIRO ESTRATÉGICO



GESTÃO



REALIZAÇÃO





**"The wrinkles on the face of
the elderly person are letters.
They are words written in the
flesh; the alphabet of living."**

Conceição Evaristo



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"Aging is continuous. It means the loss of some physical and emotional capabilities, as well as completion of expectations and behaviors."

(P. 69, aged 60-64, resident of Rio de Janeiro, State of Rio de Janeiro)

"It is to celebrate the years and experience lived. It is having the maturity to do what you want without worrying about the opinion of others."

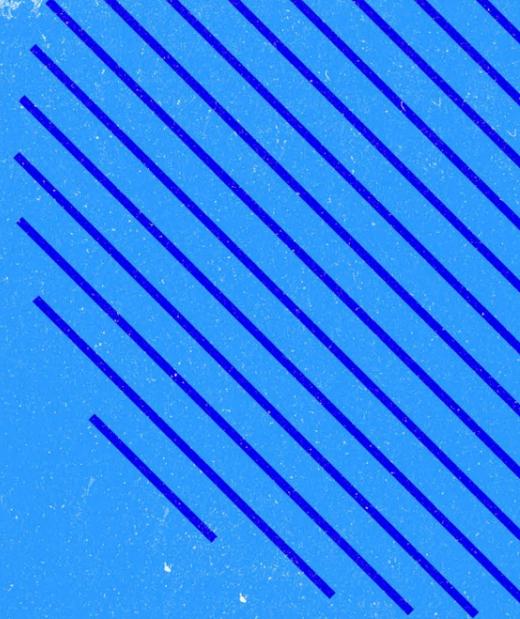
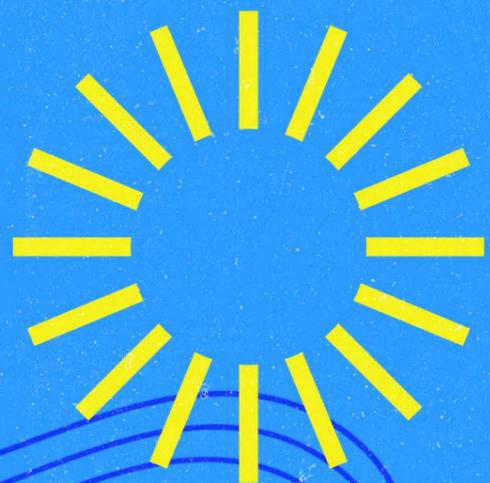
(P. 77, aged 40-44, resident of Rio de Janeiro, State of Rio de Janeiro)

"It is to know the maximum of everything and enjoy what is possible; to grow old is to have wisdom. It is about learning and relearning, as well as deconstructing yourself, calling home a comma of the world and a dust of the universe."

(P. 109, aged 20-24, resident of São Luís de Montes Belos, Goiás)

"It's never losing the will to dream, learn and want to live with quality of life, as well as being in the know."

(P. 133, aged 55-59, resident of Santo André, São Paulo)



OPENING WORDS





Global life expectancy has been increasing over time. In 1800, it was around 25 years old. Currently, this number has tripled and should reach 75 years in 2030.

In Brazil, the situation is similar. In July of this year, 14.7% of the Brazilian population is 60 years old or older, which means 35 million people. As of 2043, this age group will represent more than a quarter of our entire population.'

It is urgent that we make an interpretative reading of these numbers. Increased longevity does not in itself guarantee a full life in old age. To understand the wishes and concerns of the Brazilian population in relation to aging, and how this process can be done in the healthiest possible way, the Museum of Tomorrow, sponsored by EY, carried out the survey Tomorrows of Brazil: longevity and well-being.

During the months of October and November 2022, we suggest to the Museum's public a reflection on advancing age and aging, considering the challenges and opportunities generated from the increase in life expectancy. We had the participation of more than 800 volunteers who answered a questionnaire with 43 questions.

Among the topics addressed are issues such as what is aging; what are the priorities for good aging; how the elderly are treated in Brazil; and the participation of the elderly in society. Some points stand out in the results of our survey: 55.3% of visitors say they do not agree with the definition that elderly people reach 60 years of age. today, 83.7% of people said no, arguing that advances in medicine, technology and science will provide a change in this profile thirty years from now.

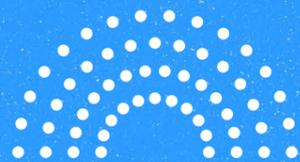
For this same public, having good health, financial stability and autonomy are the three main priorities for good aging.

To collaborate with the co-construction of this desired future, the Museum of Tomorrow opens itself as an environment for the amplification of debates. Here we propose to be a place for the discussion of strategic themes for new paths, and among these themes is the guarantee of full aging, which fulfills the commitments of the "Healthy Aging Decade" (2021-2030) proposed by the World Health Organization. We want tomorrows with longevity, but, above all, we want tomorrows with more health, well-being and quality of life for everyone.

Check below the complete data of this survey. Good reading!

Bruna Baffa

General Director of the Museum of Tomorrow



"Aging is living, it is having contact with more people, getting to know other ways of thinking, seeing other generations being born, observing changes in society, it is having experiences to tell."

(P. 211, aged 30-34, resident of Belo Horizonte, Minas Gerais)

"It is about going through all stages of life, that is, it is a privilege that is not granted to everyone. However, it is challenging, as we live in the culture and tyranny of eternal youth."

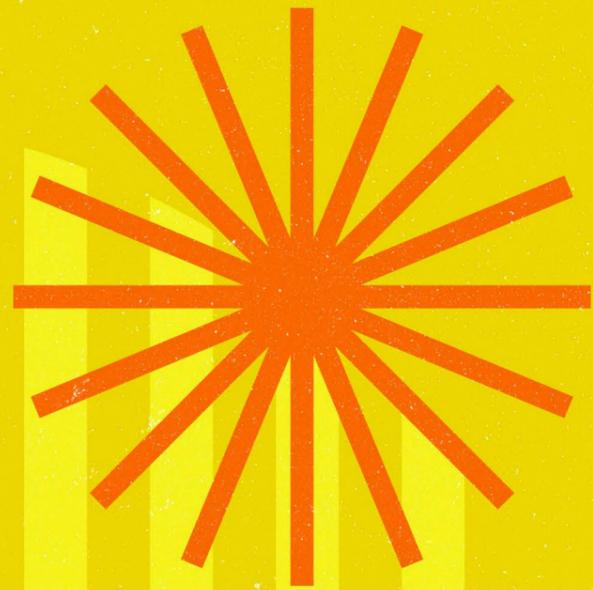
(P. 386, aged 55-59, resident of Acari, Rio Grande do Norte)

"It is the same as living because we age since the first day we are born."

(P. 477, aged 40-44, resident of São Paulo, State of São Paulo)

"It is a triumph. The feeling that I reached stages of life with prosperity to the point of moving on to the next level. But this trajectory can bring losses in terms of health, independence and autonomy. Therefore, it requires good planning."

(P. 222, aged 50-54, resident of Rio de Janeiro, State of Rio de Janeiro)



KEY FINDINGS



"Aging is achieving mental maturity at the same time you lose in physical disposition. It is a natural process in biological terms, but it generates anguish due to all the social burden it imposes, such as fear of death, abandonment, health problems, not feeling useful, etc."

(P. 275, aged 35-39, resident of Uberlândia, Minas Gerais)

The survey *Tomorrows of Brazil: longevity and well-being* encouraged the Museum of Tomorrow's public to reflect on how they think, feel and act in relation to age and aging, considering the challenges and opportunities for increasing life expectancy with health and well-being. This survey, which is sponsored by EY, was carried out between October and November 2022, with the voluntary participation of 823 visitors of the Museum of Tomorrow, who answered a questionnaire with 43 questions. This sample – consisting of Residents of 170 municipalities making up 24 states in the five regions of Brazil plus the Federal District – represents the Museum of Tomorrow audience's perception with a margin of error of 3% at a confidence level of 95%. Thus, it represents the opinion of more than 5 million people who have visited the museum since its opening in December 2015.

There is no single definition of what aging is for the Museum of Tomorrow audience. Most responses, however, point out that aging is a natural process of human beings, in which experience and limitations are gained.

Through an open-ended question, visitors of the Museum of Tomorrow could define what aging is based on their opinion alone, without considering that there is a right or wrong answer to this question. Out of the majority of the public, according to a portion of this public, 14% stated that aging is a natural process of the body, followed by having, acquiring and accumulating experience (5.7%), maturing (5.3%), living (1.9%) and accepting the limitations of the body (1.1%).

The Museum of Tomorrow audience's opinion about 60 being the age that makes a person elderly is not mutual. A slight majority consider that this age is outdated since people are currently living longer and with a better quality of life, staying active until they reach advanced ages.

Out of visitors, 55.3% say they do not agree with the definition that an elderly person is a person aged 60 years, and 44.7% agree with it. Among those who do not agree with it, most argue that people aged 60 do not feel old. Among those who agree with the statement, the majority stated that health problems related to aging start appearing at this age.

Despite the Museum of Tomorrow audience not agreeing with the age of 60 to delimit the beginning of life as an elderly person, most believe that it is between 60 and 70 years old that a person becomes elderly

41.3% of the public pointed out that it is between 60 and 70 years old that someone becomes elderly, 36.1% believe that it is between 70 and 80 years old, 13.7% between 80 and 90 years old, 4.3% aged 90 years old and more, 2.9% aged 50 to 60 years and 0.4% aged less than 50 years.

Visitors of the Museum of Tomorrow state that age is the main factor for a person to be considered elderly

Through an open-ended question, visitors could define what makes a person considered elderly. The most used words include age, followed by appearance, dependence on other people and limitations.

Visitors of the Museum of Tomorrow believe that being elderly changes over generations. For them, both the elderly persons of 30 years ago and the elderly in 30 years will be different from the elderly of today

The public was able to define, through a closed-ended question, whether or not they agree with the idea that the elderly persons of today in Brazil are the same as the elderly persons of thirty years ago, being able to later justify why they have this perception in an open-ended question. Out of the participants, 96.7% believe that they are not the same, mainly pointing out that elderly persons are more active today than they were before. One and a half percent of them agree that the elderly persons of thirty years ago are the same as those of today, and mention the fact that the elderly of these different generations maintained the same mindset. Also, 1.8% said they do not know, mostly not explaining why.

In another closed-ended question, where they pointed out if they agree whether the elderly persons in 30 years time will be the same as they are today, 83.7% said no, advocating for the most part that advances in healthcare, technology, and science will account for this change in the profile of the elderly in 30 years. Out of them, 1.2% agree that elderly persons in thirty years will be the same as they are today, mostly stating the reason for this is that seniors will face the same problems as today. On the other hand, 15.1% said they do not know, saying that they selected this option because the future is uncertain.

According to visitors of the Museum of Tomorrow, having good health, financial stability, and autonomy are the three main priorities for good aging

In a closed-ended question, visitors defined three priorities for good aging. The main one is good health (95.7%), followed by financial stability (81.5%), autonomy (54.8%), having solid relationships (36.6%), being in good shape (25%) and other priorities (1.3%), such as self-knowledge, cognitive ability and socio-environmental rights.

The Museum of Tomorrow audience believes that the way elderly persons are treated in Brazil influences how they live

In a closed-ended question, 90.9% of the public stated that the way elderly persons are treated in Brazil influences how they live, whereas 5.8% believe that it does not, and only 3.3% said they do not know..

The elderly people are less valued than the rest of the population in Brazil according to the opinion of visitors of the Museum of Tomorrow

In a closed-ended question, visitors pointed out how they believe an elderly person is treated in Brazil, where 87.1% said they are less valued, 5.6% stated they are as valued as other generations, while 4.3% said they are more valued, and 3% had no opinion on this.

For the Museum of Tomorrow audience, Brazilian elderly people who do not live in traditional communities do not have their life stories valued, unlike what happens among those who are indigenous or quilombola people

In a closed-ended question, the public could point out whether they believe that Brazilian elderly people who do not live in indigenous or quilombola communities have their life stories valued, and could later justify their ideas in an open-ended question. Out of the visitors, 83.6% believe that the life stories of these elderly people are not valued, mostly stating the reason for that is that the elderly people themselves are not valued. Only 9.2% think that they are valued and this mostly depends on the family culture in which this elderly person is inserted. Additionally, 7.2% said they do not know, while the majority stated that this varies with each elderly person.

The majority of the Museum of Tomorrow audience believes that the coexistence of elderly people with people of other ages is good for them

Out of the visitors, 98.7% of them indicated that the coexistence of elderly persons with people of other ages is beneficial for them.

For visitors of the Museum of Tomorrow, the main priority of aging is quality of life

A significant number of visitors (83.7%) indicated that they want to live longer with quality of life, followed by living less, but with better quality of life (13.4%), living longer regardless of quality of life (1%), some of them do not know (1.3%), and other (1%), such as living as long as they can.

There is no consensus in the opinion of visitors of the Museum of Tomorrow whether there will be a limit to the human lifespan in the coming decades

Out of the public, 39.4% believe that there will be no limit to the human lifespan in the coming decades, 33% believe that there will be a limit, and 27.6% do not know.

In the opinion of the Museum of Tomorrow audience, Activities in terms of work, study and leisure will be medium restrictions that will not prevent them from carrying out them as they age.

By answering closed-ended questions, the public could point out how they believe their aging process will take place in the following areas: activities in terms of work, study and leisure; the autonomy of what they can do alone; the volume of activities they will be able to participate in; quality of life; how they will live; what it will be like to grow old; their vitality and zest; relationships with people; it is beyond what they feel when they think about aging.

For the public:

- Activities in terms of work, study and leisure can be carried out with restrictions;
- The autonomy of what they can do alone will be partially lost;
- The volume of activities they will be able to participate in will reduce partially;
- In the years to come, they will have a good quality of life most of the time;
- As they age, they will live with some restrictions;
- Aging will be good;
- As they age, they will lose some of their vitality or zest;
- Relationships with people will be affected partially;
- Visitors mostly don't think about aging.

Most visitors of the Museum of Tomorrow aged 60 years old and more are divided between feeling limited but managing to live comfortably or feeling better today than when they were younger. The do not feel old.

In a closed-ended question, visitors who are 60 years old and more could indicate how they feel today. Basically, half of them (50.6%) said they feel like elderly persons with some limitations but still living with well-being. On the other hand, 49% of them feel mature, feeling better today than when they were younger. Only 0.4% of them said they feel old since they feel limited in what they can currently do, compared to how they were before.

Out of the public aged 60 years old and more, 71.2% do not feel old, and the majority stated that they are still active; 25.5% feel old sometimes because their body sometimes does not correspond, and 3.3% said they feel old because they feel the limitations of the body.

In the opinion of the visitors of the Museum of Tomorrow under 60 years old, they will become elderly people between the ages of 60 and 70, and when they lose their autonomy

Visitors under the age of 60 could define the age at which they believe they will be elderly persons, where 36.6% said this will occur when they are between 60 and 70 years old, followed by those who said that they will be between 70 and 80 years old (34.3%), aged 80 to 90 years old (17.6%), 90 years old and more (5.5%), aged 50 to 60 years (4.3%), aged less than 50 years (1.2%), whereas 0.5% did not respond.

In an open-ended question, they were able to describe what will make them believe that they have become elderly persons. Most said this will happen when they lose their autonomy, followed by old age, and when they become unable to carry out their activities. They also stated this will happen when they feel tired, when they have physical limitations, in addition to their own physical appearance.

Visitors of the Museum of Tomorrow under the age of 60 have good expectations for their old age in the future

Through an open-ended question, visitors aged under 60 could define how they imagine their old age will be in the future. Most responses mention that they expect to be active, followed by being healthy and having a good quality of life.

For options related to physical, mental and financial health, the Museum of Tomorrow audience under 60 years of age defined body care as a top priority

Visitors could select many options and define what they do today to experience health and well-being in old age in the future. Out of all visitors, 68.3% said they do not smoke or have stopped smoking, 65.9% exercise regularly, 58.6% do not drink alcohol excessively, 56% maintain a network of friends, 54.7% have money reserves, 52.4% eat a balanced diet, 41.4% take care of their appearance, 31.2% take vitamin and mineral salt supplements, and 4.3% do other things, such as studying, reading and meditating.

In an open-ended question, they were able to describe what they do today to live more fully when they age. In general, more than one action was mentioned, whereas exercising was the most mentioned action, followed by healthy eating, taking care of health, saving money and maintaining healthy relationships with friends and family.

The main concern among the Museum of Tomorrow audience under 60 years old is loss of strength, mobility, or balance.

The public aged up to 59 could point out, by selecting several options, which age-related health problems are of most concern to them. Loss of strength, mobility or balance was reported by 61.6% of them, followed by bone diseases or joint pain (57.4%), heart or lung diseases (46.9%), changes in vision or hearing (46.4%), depression or anxiety (34.3%), circulatory or foot problems (26.9%), slow pace (25.9%), change in weight (22.1%), sleep disorders (14.8%) and others (7.1%), such as Alzheimer's disease, dementia and cancer.



"It is about collecting stories and memories. The more stories we have with the people we love, the longer we live, therefore, the older we age. Aging is part of life. It is a good part of it."

(P. 282, aged 20-24, resident of Brasília, Federal District)



amanhã do Brasil



LONGEVITY AND WELL-BEING

SURVEY

• **HUGO AGUILANIU**

Member of the Scientific and Knowledge Committee of the Museum of Tomorrow

• **DAVI BONELA**

Manager of Scientific Development and of the Observatory of the Museum of Tomorrow

• **TAÍS LIMA**

Audience Research Analyst of the Museum of Tomorrow



"Aging is a gift. It is all about witnessing so many different moments in the world and collecting experiences."

(P. 83, aged 25-29, resident of Rio de Janeiro, State of Rio de Janeiro)

"I have been a bit scared of it since I started noticing the differences between my past and present. I value physical and mental health. I walk, practice Pilates, play adapted volleyball, and now I participate in hiking groups. I want to keep aging as healthily as I can."

(P. 27, aged 65-69, resident of Campinas, São Paulo)

Population aging is a worldwide phenomenon considering people aged over 60 currently represent 14% of the global population and will account for one-fifth by 2050. With the increase in the elderly population, the challenge of ensuring that longevity is accompanied by health and well-being also increases. Compared to other countries, in Brazil, the accelerated aging process in recent decades makes this a key topic to ensure the future we want for the country.

According to the World Population Prospects 2022 report prepared by the United Nations (UN), the number of people in Brazil aged over 60 years increased from two million in 1950 to four million in 1965, eight million in 1983, 16 million in 2004, and 31.2 million in 2021¹, a 968% increase in just over 70 years. Today, with more than 210 million inhabitants, elderly persons represent 14% of the Brazilian population. In 2050, this population could reach more than 65 million elderly people, about 29% of the total population of the country.

Despite the contributions of elderly persons to society throughout their lives, negative attitudes towards them are common in all societies. Laden with stereotypes, prejudices and discrimination, ageism segregates the elderly people within their communities, reduces their access to services such as health care and social assistance, and limits the appreciation of these people. More than that, the imaginary context of aging no longer matches the reality of this population today, which remains active and the protagonist of its own history.

In light of this, the Decade of Healthy Aging (2021-2030), set by the UN General Assembly in December 2020², is the main strategy to achieve and support actions so as to build a dignified society for all ages, where the elderly people are at the heart of the plan, bringing together the efforts of governments, civil society, international agencies, professionals, academia, the media, and the private sector to improve the lives of elderly persons, their families, and communities.

¹ United Nations, Department of Economic and Social Affairs, Population Division (2022). World Population Prospects: The 2022 Revision. Available on <<https://population.un.org/wpp/>>

² Pan American Health Organization. The Decade of Healthy Aging in the Americas (2021-2030). Available on <<https://www.paho.org/pt/decada-do-envelhecimento-saudavel-nas-americas-2021-2030>>

3.1 WHY CONDUCT A STUDY ON PEOPLE'S OPINIONS, FEELINGS, AND ATTITUDES TOWARDS AGING?

The purpose of the Decade of Healthy Aging is to ensure the quality of life of elderly people by strengthening their autonomy, and physical and mental capacities, in addition to improving the environments where they live and the way they interact with them. For this, the UN and the World Health Organization (WHO) and, in the Americas, the Pan American Health Organization (PAHO), have defined four areas of action:



1. Changing how we think, feel, and act around age and ageing, fighting ageism;



2. Ensuring that communities promote the capabilities of older people through friendly environments for them;



3. Delivering person-centered and age-appropriate primary health care and integrated care services to elderly persons;



4. Providing access to long-term care for older people in need.

By challenging negative stereotypes, prejudice, and discrimination, specific activities need to be in place in order to create a more positive and realistic understanding of age and aging, as well as a world for all age groups.

According to the two agencies, to achieve this goal, it is recommended to increase the number of surveys focused on aging and on the challenges faced by this process, including the solutions and promising directions needed to improve health, productivity, and quality of life.

And it is seeking to understand how its audience sees age based on understanding their opinions, feelings and attitudes towards aging that the Museum of Tomorrow developed the survey *Tomorrows of Brazil: longevity and well-being*. With it, the Museum presents the visions of what it is like to age in the opinion of 823 Brazilian men and women living in 24 states, plus the Federal District, in addition to 5 countries. Listening to people from the five regions of the country, this survey has the participation of residents of large capitals, such as Brasília, Salvador, Curitiba, Manaus, and São Paulo, where 2 to 12.4 million inhabitants live, and small towns such as Campestre da Serra, in Rio Grande do Sul, Santana do Riacho, in Minas Gerais, and Acari, in Rio Grande do Norte, which have between 3 and 11 thousand inhabitants. They represent the opinion of more than 5 million visitors of the Museum of Tomorrow, with a margin of error of 3% at a confidence level of 95%.

3.2. HOW WAS THE SURVEY CONDUCTED?

Tomorrows of Brazil: longevity and well-being is a qualitative and quantitative survey consisting of 43 open-ended or closed-ended questions. Open-ended questions are those that allow participants to respond in their own words. Closed-ended questions are those in which participants are invited to choose one or more options from a defined set of answers.

Participants were recruited via email and social media. Responses were collected and stored using the Typeform software, and analysis of the results was performed using Microsoft Excel.

The definition of the sample, preparation of the questionnaire, as well as collection and analysis of data were carried out by the Scientific Development Management of IDG | Museum of Tomorrow together with researcher Hugo Aguilaniu, CEO of Instituto Serrapilheira, member of the Curator Board of the public funding agency of the state of Rio de Janeiro (FAPERJ), and member of the Scientific and Knowledge Committee of the Museum of Tomorrow.

3.3. WHAT ARE THE TOPICS COVERED?

1. What is aging;
2. When and how does one become an elderly person;
3. Elderly people from different eras;
4. Priorities for good aging;
5. How elderly persons are treated in Brazil;
6. Aging process;
7. Future of aging.

WHO PARTICIPATED?

The audience of the survey is formed exclusively by visitors of the Museum of Tomorrow aged 20 years old and more. The categories used for race/color, age groups and income are those used in sociodemographic studies carried out by the Brazilian Institute of Geography and Statistics (IBGE) and Institute of Applied Economic Research (IPEA).

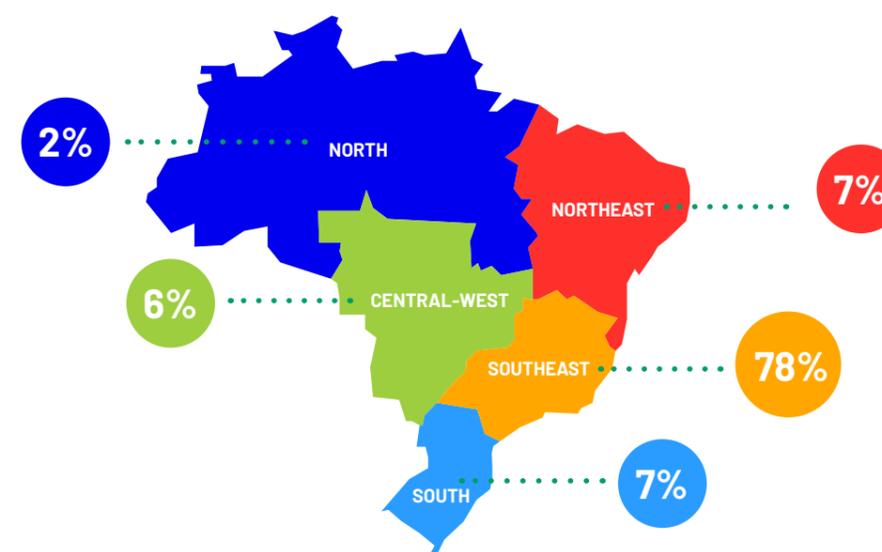
Where they live



99% Brazil



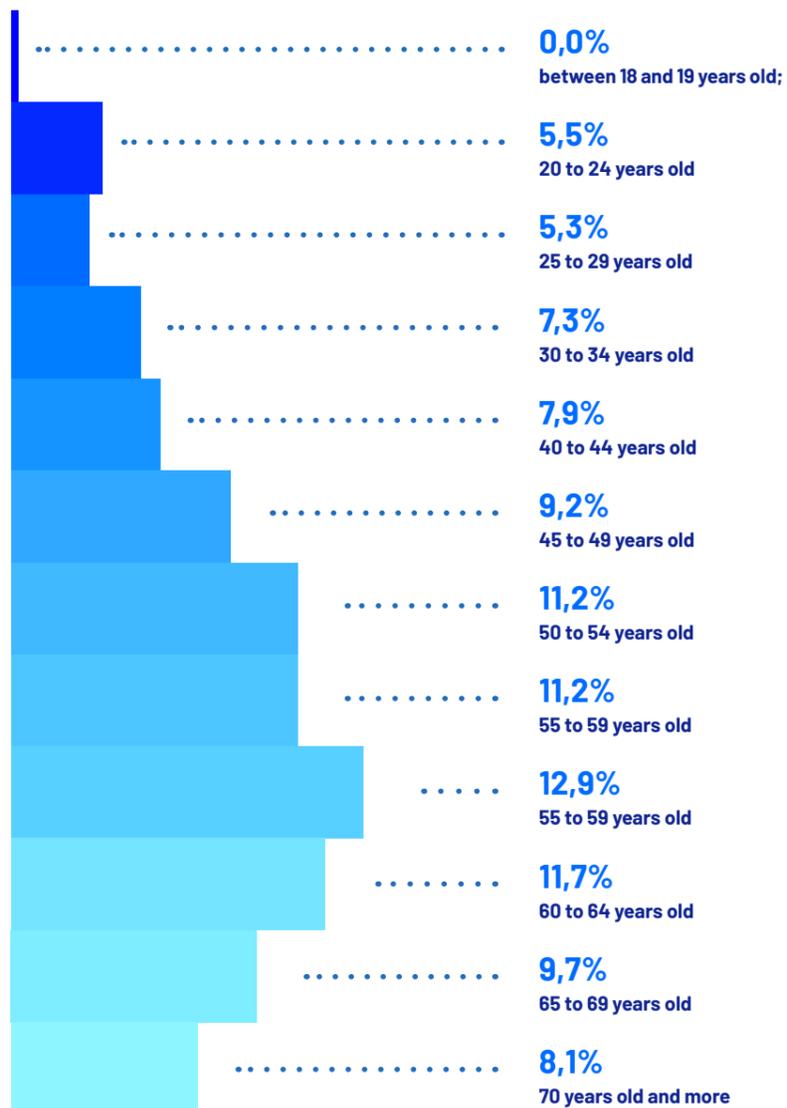
1% Outside Brazil



Almost all of them (99%) live in Brazil, while only 1% live in another country. Among those who live in Brazilian territory, they come from 24 states plus the Federal District, and 170 municipalities, whereas 78% come from the Southeast region, where 55% live in the state of Rio de Janeiro, 7% from the South region, 7% from the Northeast region, 6% in the Central-West region, and 2% in the North region. Visitors who live in other countries come from Germany, Argentina, Paraguay, Switzerland, and Uruguay.

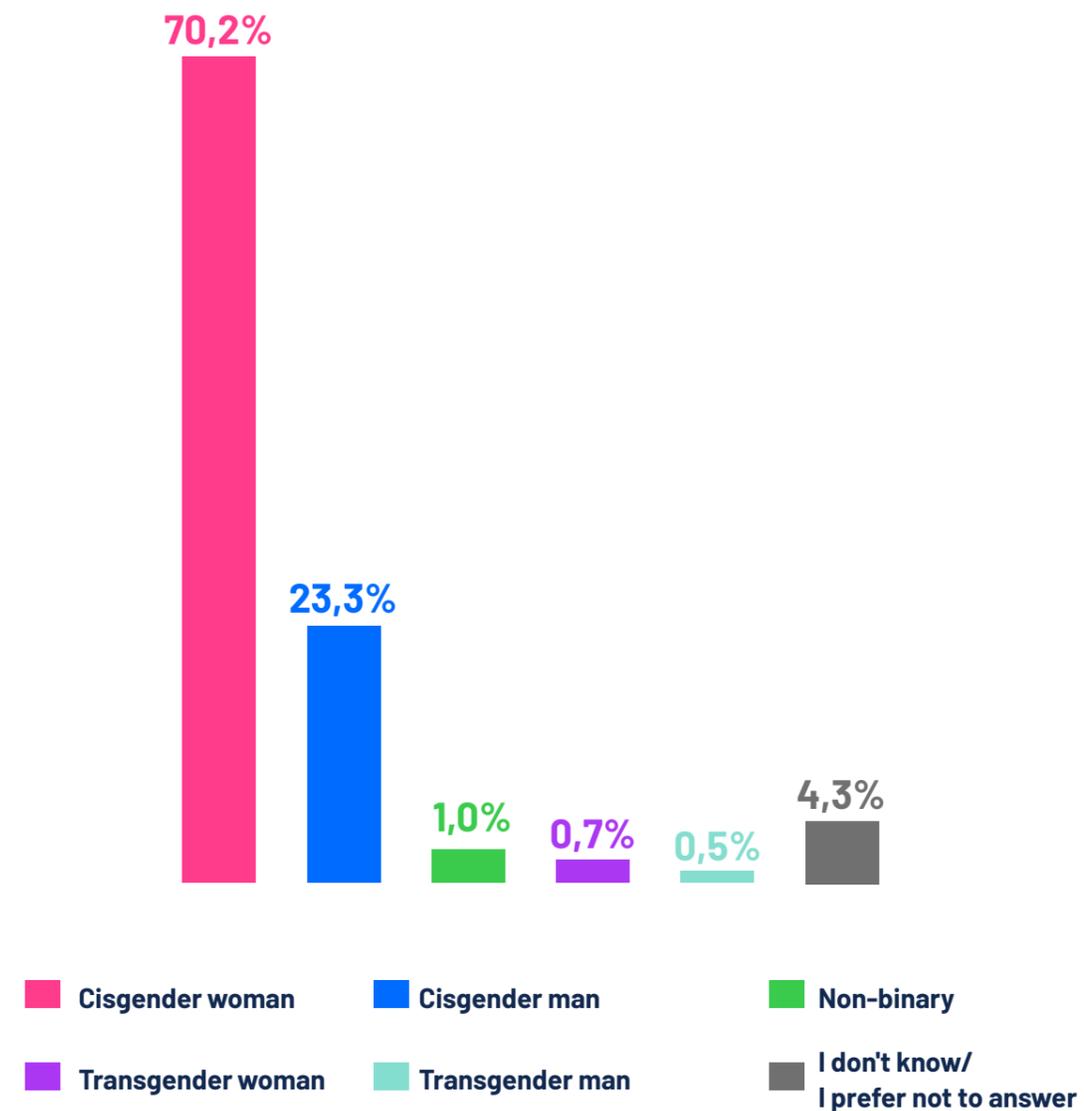
³ The survey had the participation of residents in the states of Alagoas, Amapá, Amazonas, Bahia, Ceará, Distrito Federal, Espírito Santo, Goiás, Maranhão, Mato Grosso, Mato Grosso do Sul, Minas Gerais, Pará, Paraíba, Paraná, Pernambuco, Piauí, Rio de Janeiro, Rio Grande do Norte, Rio Grande do Sul, Roraima, Santa Catarina, São Paulo, Sergipe, Tocantins and had no participants living in the states of Acre and Rondônia.

Age per age group



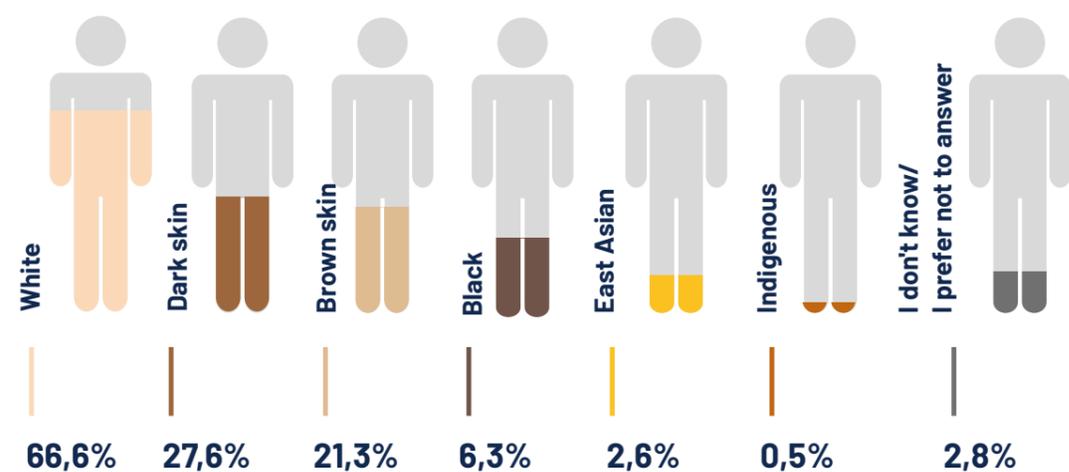
The division of age groups has the following proportion: 10.8% between 18 and 29 years old; 24.4% between 30 and 44 years old; 35.3% between 45 and 59 years old; and 29.5% aged 60 years old and more.

Gender



Cisgender women account for 70.2% of the audience, 23.3% are cisgender men, 1% are non-binary, 0.7% are transgender women, 0.5% are transgender men, and 4.3% do not know or chose not to answer.

Race or color



Regarding self-identification of color, the visitors classified themselves as white (66.6%), dark skin⁴ (27.6%), where 21.3% are brown skin and 6.3% are black, 2.6% as yellow. Those who self-identified as indigenous do not reach 1%, whereas 2.8% do not know or chose not to answer.

⁴ According to the Statute of Racial Equality Law No. 12288/2010, the dark skin population is defined as the group of people who declare themselves black and brown skin, according to the color or race used by the Brazilian Institute of Geography and Statistics (IBGE), or that adopt analogous self-definition.

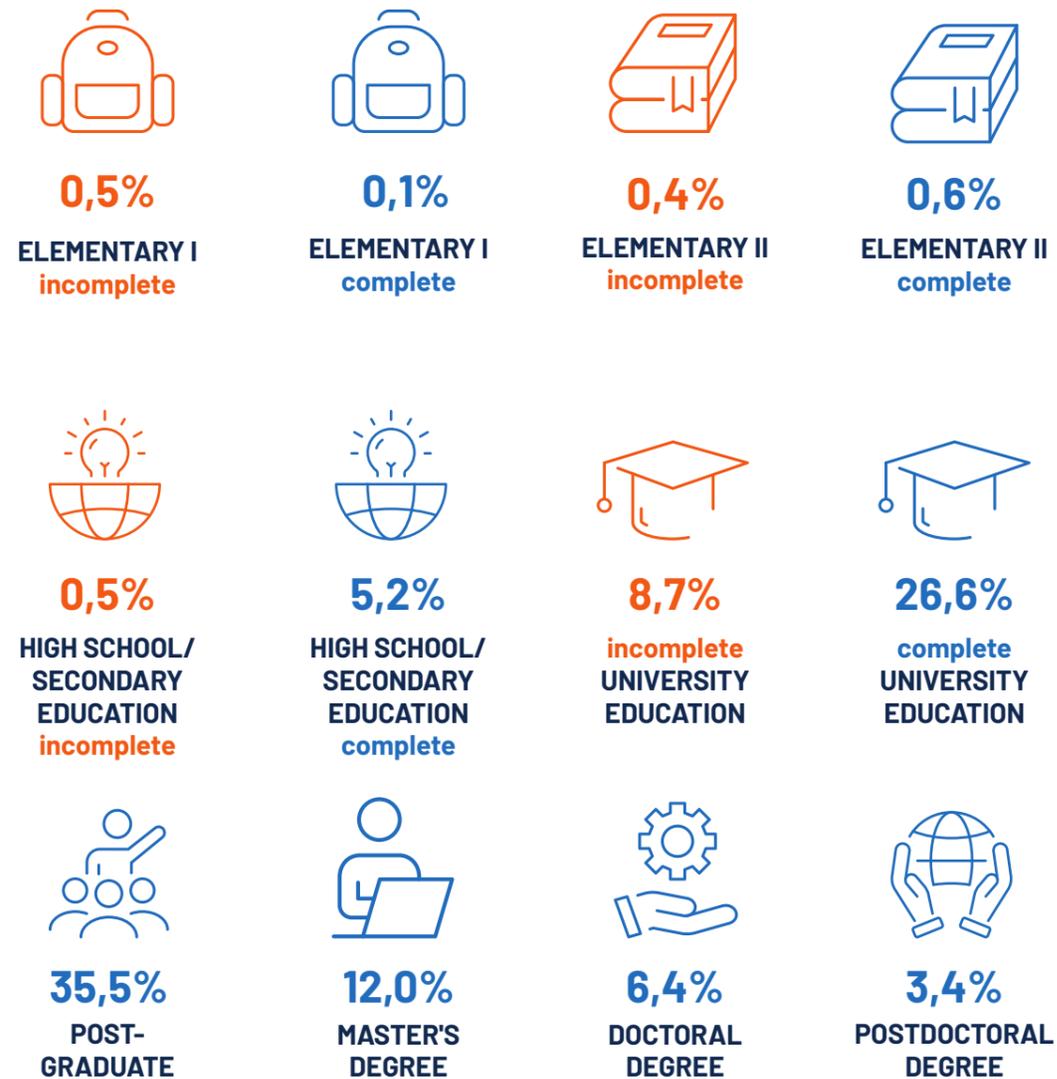
Income in minimum wages



Income is concentrated between 3 and 20 minimum wages⁵. We see that 7.9% earn up to 1 minimum wage, 9.1% earn between 1 and 2 minimum wages, 8.7% between 2 and 3 minimum wages, 15.2% between 3 and 5 minimum wages, 22.8% between 5 and 10 minimum wages, 17.4% between 10 and 20 minimum wages and 7% more than 20 minimum wages. It should be noted that a considerable portion of the survey participants (11.8%) preferred not to report their income.

⁵ The value of the minimum wage of BRL 1,212.00 was defined by Provisional Measure No. 1,091/2021, signed by the Presidency of the Republic and published in the DOU of January 31, 2022.

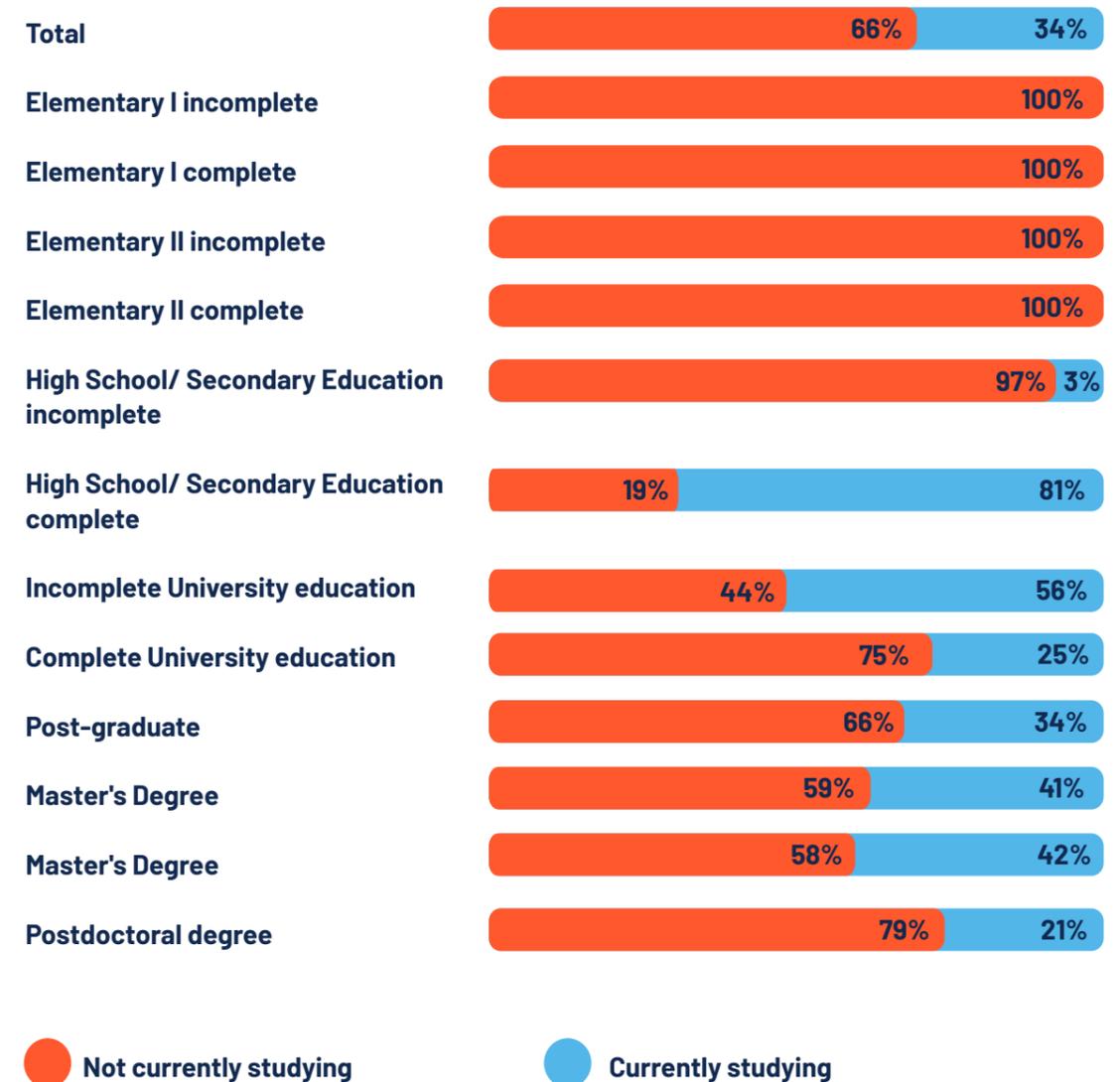
Education



The public is mostly concentrated among the highest educational levels; 7.3% of them have basic education (up to complete high school), 35.3% have incomplete or complete higher education, and more than half (57.3%) have postgraduate or higher educational level.

Education of visitors of the Museum, according to whether they were studying at the time of the survey

EDUCATION



When we separate those who are still studying from those who are no longer studying, we see that, with the exception of those with complete Secondary Education and incomplete University Education, most were not studying during the period in which they responded to the survey.

Are you currently studying/enrolled in an educational institution?



33,7%



66,3%

Out of all visitors, 33.7% were studying and/or enrolled in some educational institution at the time of the survey, while 66.3% were not studying.

Worked as an employee or as an intern, for at least 1 hour, in any paid activity



71,6%



28,4%

A significant number of visitors (71.6%) worked as an employee or intern, for at least 1 hour, in any paid activity in the last 30 days, while 28.4% did not work in the period.

Marital status



Almost half of the visitors (47.9%) are married or in a stable union, 33.7% are single, 14.1% are divorced, 3.4% are widowed, and 1% do not know or chose not to answer.

Do you have children?

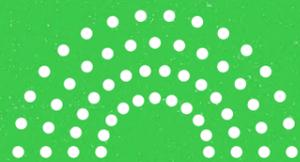


53,8%



46,2%

Out of all visitors, 53.8% have children and 46.2% do not.



"Aging is like a wind that brings relief for some and concern for others. Understanding that the years go by is essential, but the important thing is what effect it will have on our lives."

(P. 664, aged 20-24, resident of Nova Iguaçu, Rio de Janeiro)

"Reaping the fruits of a life trajectory, learning from the lived experience, and valuing the bonds of affection. Worrying about the future of the new generations"

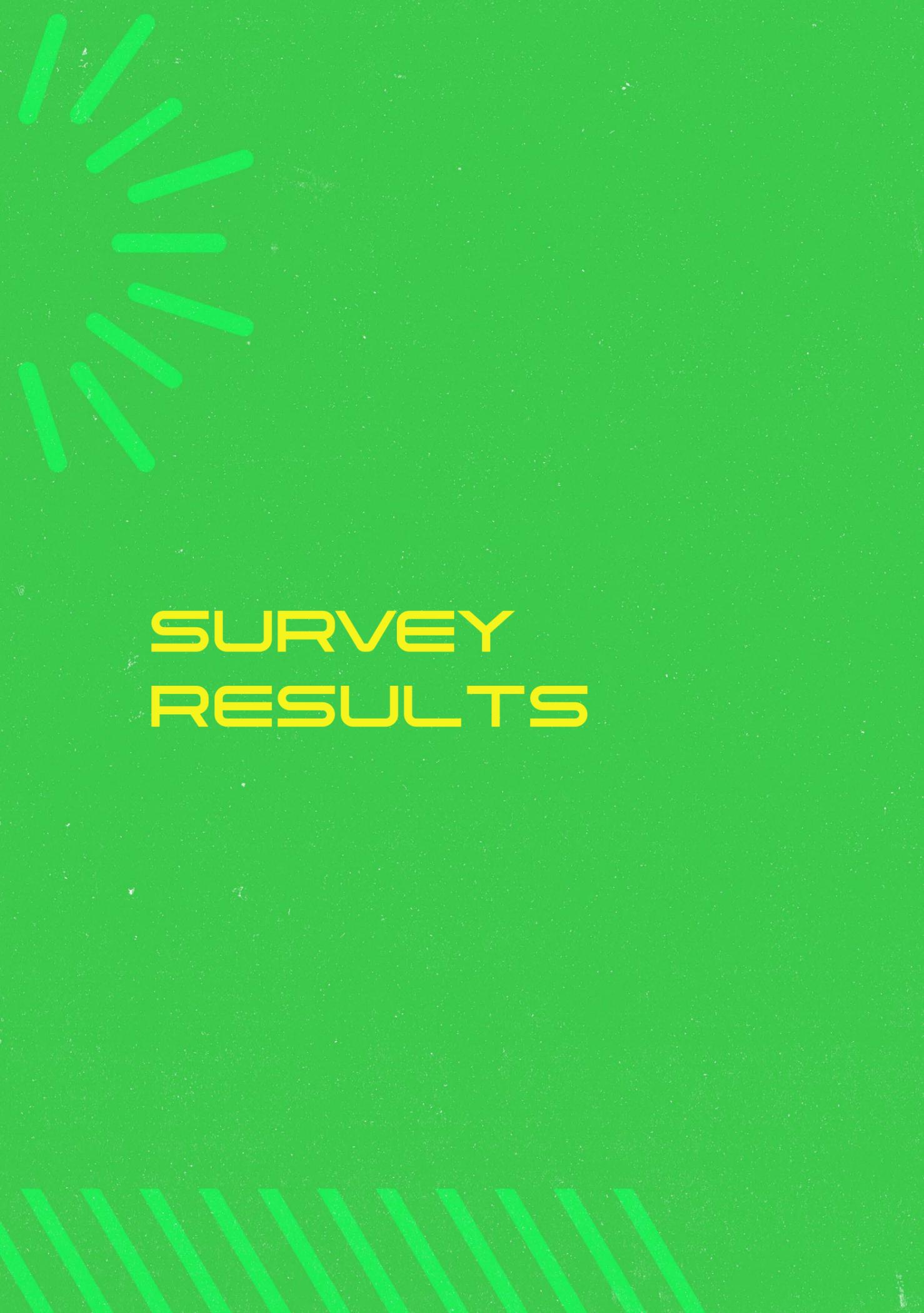
(P. 626, aged 65-69, resident of Novo Hamburgo, Rio Grande do Sul)

"Every day is a new experience. If I grow old, it is because I am alive. Aging is having more time to learn, as well as more time to teach and share. Aging is the greatest dynamic in life."

(P. 338, aged 60-64, resident of Niterói, Rio de Janeiro)

"It is the natural evolution of life. We are born, we grow old, and we die. It is necessary for the continuity of society."

(P. 185, 20 a 24 anos, residente em Niterói, Rio de Janeiro)



SURVEY RESULTS

The survey is divided into four stages. In the first stage, visitors are invited to express their opinion on age and the aging process. In the second, they are invited to answer how they see the aging process. In the third stage of the survey, visitors under 60 years of age could explain their attitudes towards age and aging. Finally, the last stage brings sociodemographic issues already presented earlier in the survey.

What is aging in your opinion?

In an open-ended question, visitors of the Museum of Tomorrow were able to define in their own words what aging means to them. Although there has not been a consensus on this definition, some perceptions were referred more often than others.

Out of the public, 14% stated that aging is a natural process of the body, followed by having, acquiring and accumulating experience (5.7%), maturing (5.3%), living (1.9%) and accepting the limitations of the body (1.1%). It should be noted that this view of aging as a natural process is also prevalent among visitors of different age groups, whether aged under 60 or aged 60 years old and more.



"Aging is having closer contact with the finitude of life. It is worrying about things you were not so worried about before, such as maintaining a healthier diet, having quality sleep, putting your body in motion. In summary, it is about taking better care of your physical and mental health. It is preferring quality over quantity. It is learning to value simplicity. It also means to be distressed about the cost of living when you retire."

(P. 314, aged 45-49, resident of Rio de Janeiro, State of Rio de Janeiro)

"Aging can be living or existing. As time passes, so does life; we mature, we experience good and bad moments, we add events to our lives. It can mean that we only have existed in the world rather we than lived, and we are the ones who make the decision whether or not we take advantage of the journey."

(P. 11, aged 20-24, resident of Porto Alegre, Rio Grande do Sul)

"Aging is a natural human process, and you can choose to age in a healthy way, exercising and being active or choose to be sedentary. People who choose to age in a healthy way have an extremely high quality of life and usually do not look their age."

(P. 53, aged 30-34, resident of Fortaleza, Ceará)

"Aging is constant learning about life, what living is, and how one wants to live. It is the time we are more generous with ourselves. We feel more responsible and are more authentic with our choices. We feel the urgency and serenity that proximity to finitude brings."

(P. 121, aged 50-54, resident of Porto Alegre, Rio Grande do Sul)

"It is understanding that the body has its time; however, with a dignified life, good health, external stimuli such as friends, activities, engaging with the community, social life, aging is healthy and inherent to the human condition."

(P. 116, aged 60-64, resident of Rio de Janeiro, State of Rio de Janeiro)

By definition, an elderly person is someone who has reached 60 years of age. Do you agree?



55,3%



44,7%

Out of visitors of the Museum of Tomorrow, 55.3% do not agree that people who have reached 60 years of age are elderly.

When we separate the responses according to the age of the visitors, we see that younger visitors mostly agree that an elderly person is someone aged 60, rather than disagreeing with such idea. Among those aged 40 or over, the share of those who believe that those aged 60 are not elderly is greater.

UNDER 40 YEARS OLD



58,1%



41,9%

40 YEARS OLD AND MORE



40,2%

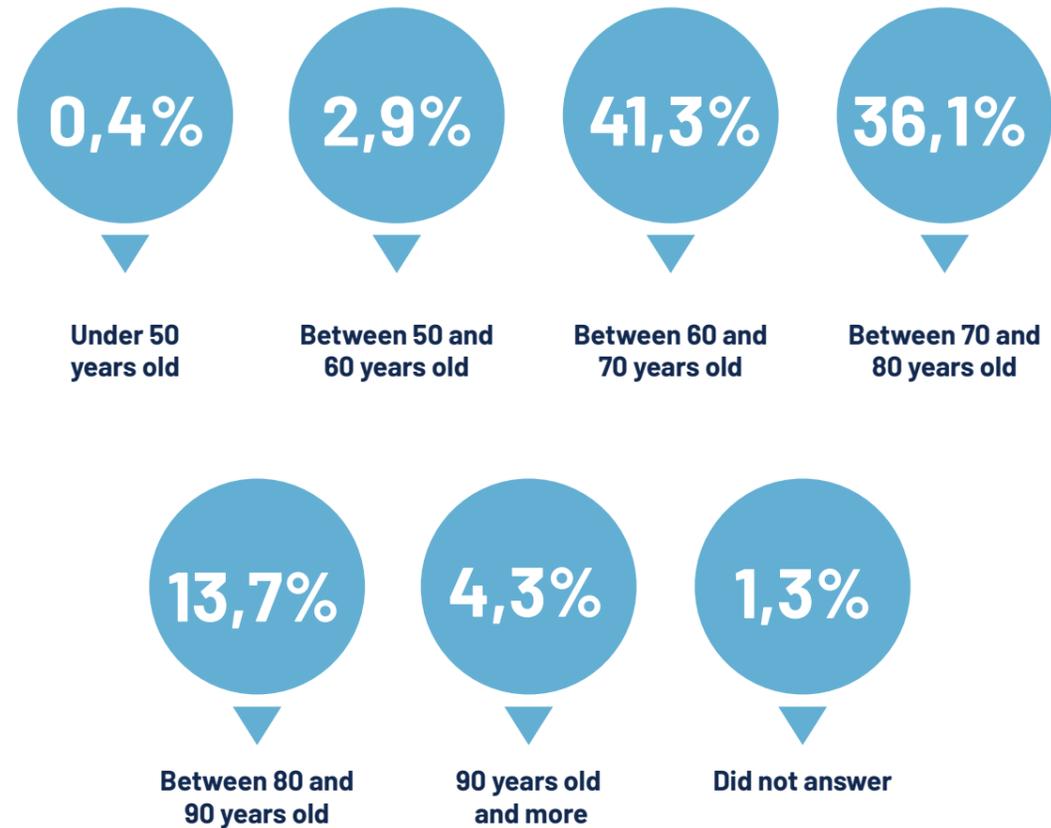


59,8%

In an open-ended question, visitors could justify why they agree or disagree with the definition that an elderly person is someone who reached 60 years of age. Among the 55.3% who do not agree with this definition, the majority stated that people aged 60 do not feel old, followed by the fact that the dynamics of aging have changed today, and that it depends on each person.

Among the 44.7% who agree with this definition, the majority stated that it is at this age that health problems start, followed by that it is a classification that must exist and that, at this age, most people have already worked a lot in their lives.

At what age does a person become elderly?



If in the previous question, most visitors did not agree that those who reached 60 years of age should be considered elderly, when asked 'At what age does a person become elderly?', the majority of them (41.3%) stated that this occurs when the person is between 60 and 70 years old, between 70 and 80 years old (36.1%), between 80 and 90 years old (13.7%), aged 90 years old and more (4.3%), while some stated that this happens when the person is between 50 and 60 years old (2.9%), and under 50 years old (0.4%). A portion of visitors (1.3%) did not answer this question.

When we separate the answers according to the age of the visitors, we see that for a small majority, who are aged 40-60, people become elderly between 70 and 80 years old. Another portion, with a greater number of young people but also including older people, agrees that someone becomes elderly when they are between 60 and 70 years old.

Age at which a person becomes elderly per age group

UNDER 40 YEARS OLD



40 TO 59 YEARS OLD



60 YEARS OLD AND MORE





"With the very evolution of technology, we will be able to have access to better treatment for diseases and perhaps live with more quality, since young people and adolescents are more aware of their diet and are concerned about their mental and physical health."

(P. 282, aged 20-24, resident of Brasília, Federal District)

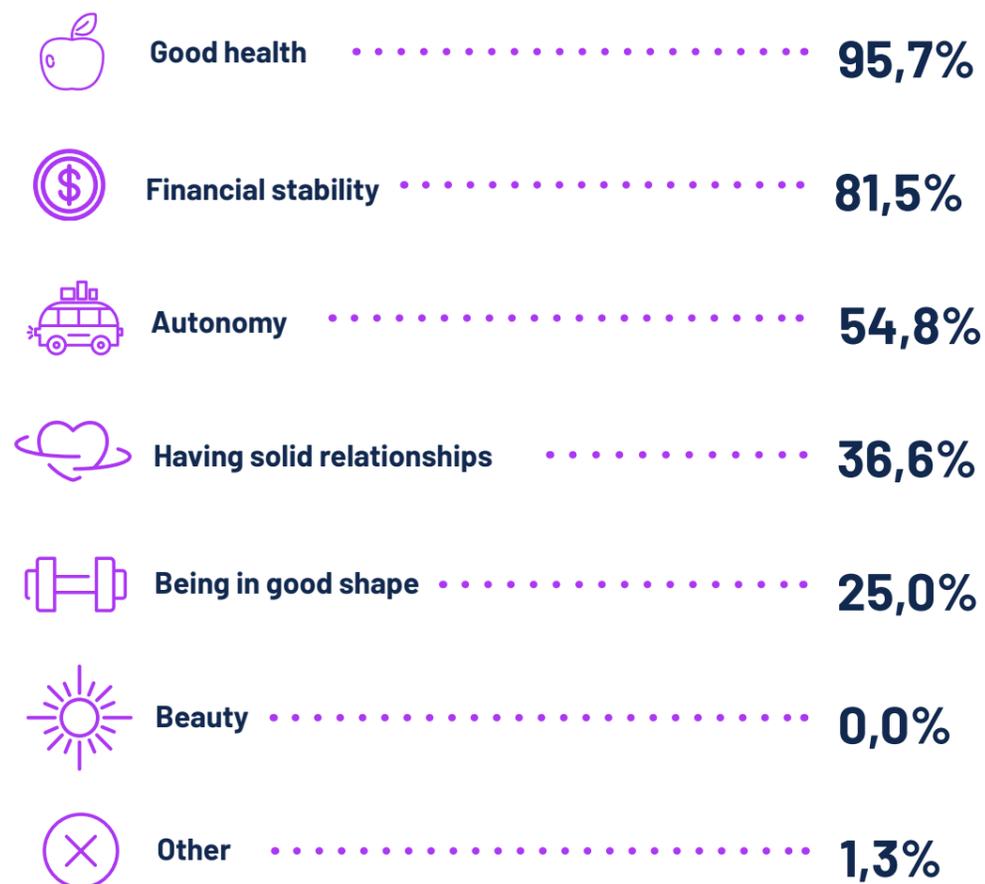
"I don't know the paths the country will take. Whether it will value people diversity, making investments to improve the living conditions of the population, investing in education, preserving the environment."

(P. 626, aged 65-69, resident of Novo Hamburgo, Rio Grande do Sul)

"I do not see any break from the current model."

(P. 132, aged 45-49, resident of Luís Eduardo Magalhães, Bahia)

Name three priorities for good aging

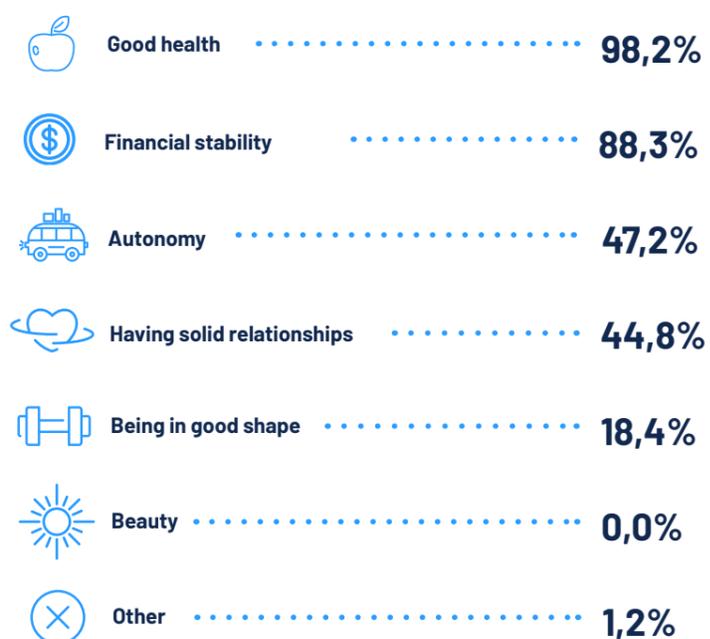


Most visitors of the Museum of Tomorrow (95.7%) believe having good health is a priority for good aging, followed by financial stability (81.5%), autonomy (54.8%), having solid relationships (36.6%), being in good shape (25%) and other priorities (1.3%), such as self-knowledge, cognitive ability and socio-environmental rights.

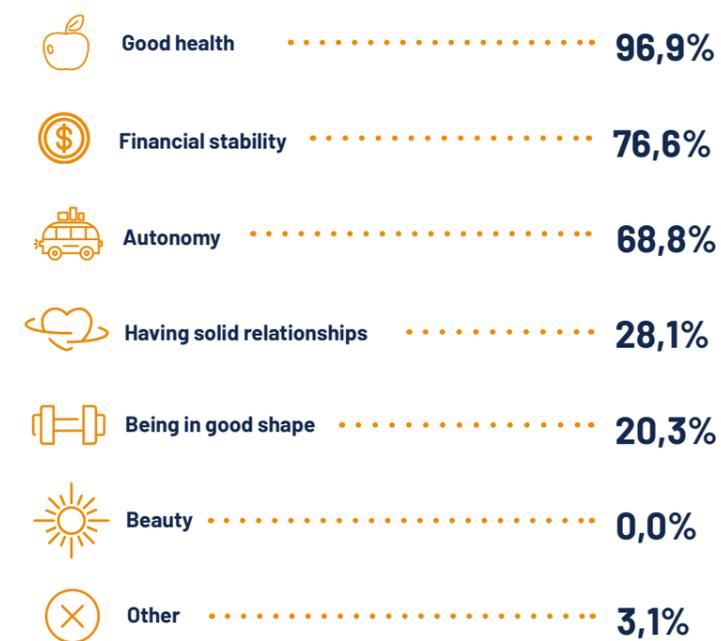
No visitor referred to beauty as a priority for good aging.

Here, once again, we perceive a generational change. The youngest visitors, under 35 years old, prioritize solid relationships, diversely to those aged between 35 and 40 years old and 40 years old and more.

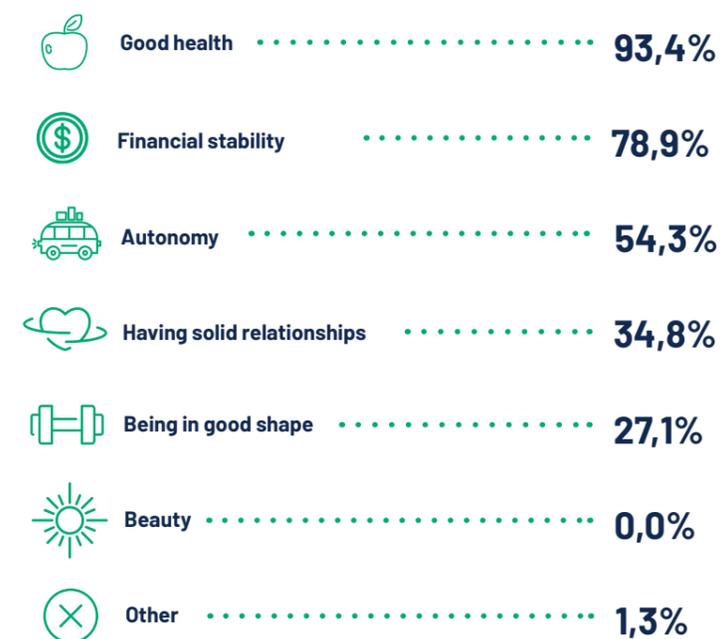
MENOS DE 35 ANOS



35 A 39 ANOS



MENOS DE 35 ANOS

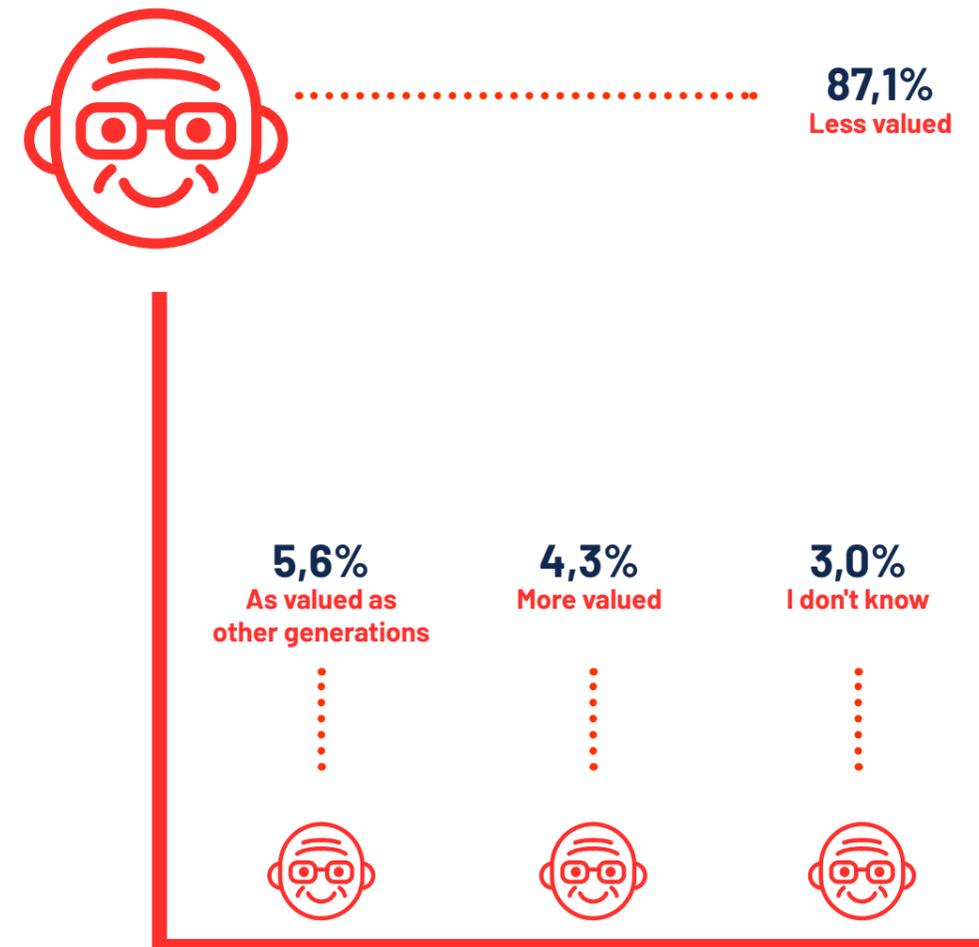


Does the way elderly persons are treated in Brazil influence how they live?



The vast majority of visitors of the Museum of Tomorrow (90.9%) believe that the way the elderly people are treated in Brazil influences how they live, 5.8% believe that it does not influence, and 3.3% do not know there is a link.

How is an elderly person treated in Brazil?



For 87.1% of visitors of the Museum of Tomorrow, the elderly people are less valued than the rest of the Brazilian population, 5.6% believe that they are as valued as other generations, 4.3% stated that they are as valued as other generations, and 3% do not know.



"Currently, elderly persons are more respected, especially by virtue of the protection that society provides through Laws. An elderly person is currently able to go back to school without suffering any embarrassment, attend schools, date freely, without feeling ridiculed by society. Perhaps, 30 years ago, this would not have happened."

(P. 338, aged 60-64, resident of Niterói, Rio de Janeiro)

"That depends on one's education. People cannot be generalized, as well as a society, although a type of behavior is predominant: I see young people who treat older people with utter disrespect, while I treat them with the deepest respect. In other words, I cannot generalize. Politeness varies with each person."

(P. 661, aged 40-44, resident of Goiânia, Goiás)

Is the coexistence of the elderly person with people of other ages good for them?



**YES
98,7%**



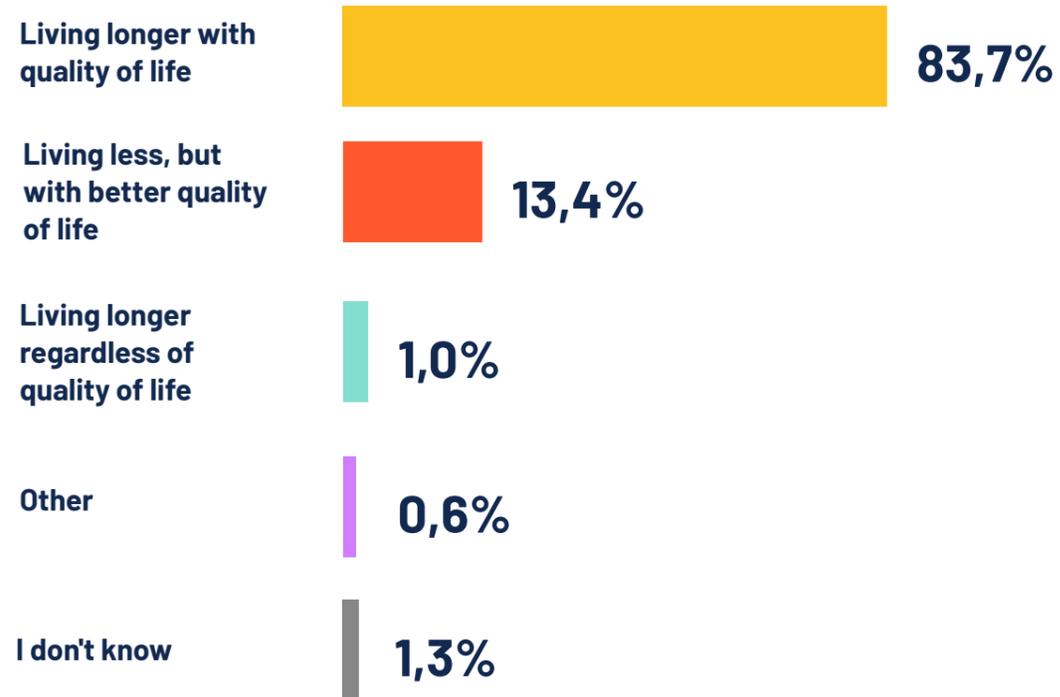
**NO
0,6%**



**I DON'T KNOW
0,7%**

The vast majority of visitors (98.7%) believe that the coexistence of elderly people with people of other ages is good for them, 0.6% do not believe it, and 0.7% do not know.

How do you prefer to experience your aging process?



A significant number of visitors (83.7%) prefer to live longer with quality of life, 13.4% would rather live less, but with better quality of life, 1% would prefer to live longer regardless of quality of life, 1.3% do not know, and 0.6 % opted for other, such as living as long as they can.

When we separate the answers according to the age of the visitors, we see that for those under 40 years old, especially those aged 35-39, living less, but with a better quality of life is worth more for them than for those who are over 40 years old.

UNDER 35 YEARS OLD



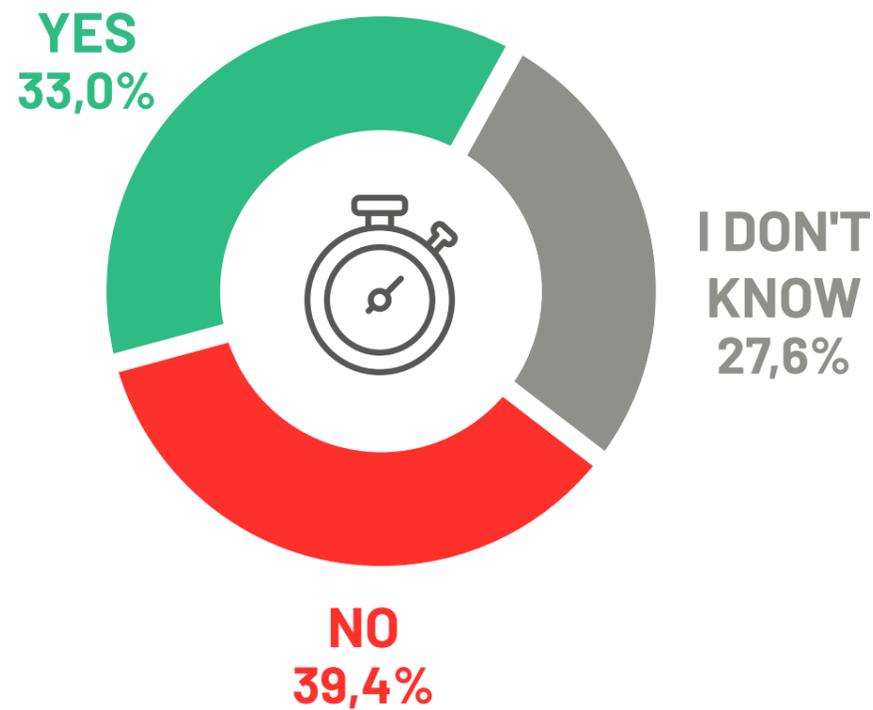
35 TO 39 YEARS OLD



40 YEARS OLD AND MORE



Will there be a limit to lifespan in the coming decades?



Out of the visitors, 39.4% believe that there will be no limit to human lifespan in the coming decades, while 33% believe there will be such a limit, and 27.6% did not know.

UNDER 35 YEARS OLD



35 TO 59 YEARS OLD



60 YEARS OLD AND MORE



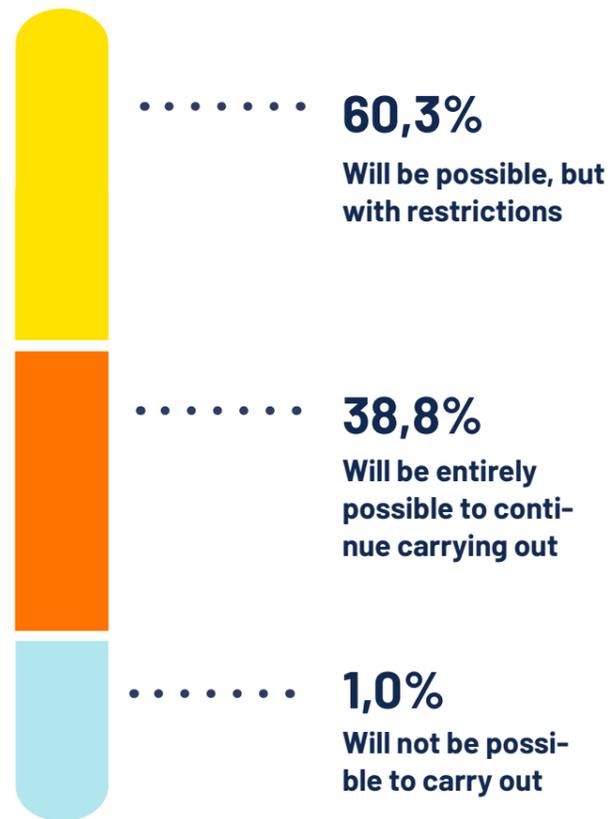
■ No ■ Yes ■ I don't know

When we separate the answers by age groups, we see that the uncertainty of what aging will be like in the coming decades is greater among those aged 60 years old and more compared to other groups. Among the youngest, aged less than 35 years, the opinions were quite divided between those who believe that there will or will not be a limit to human lifespan. Among those between 35 and 59 years old, there is a greater proportion who believe that there will not be such a limit in the coming decades.

How do you see the aging process?

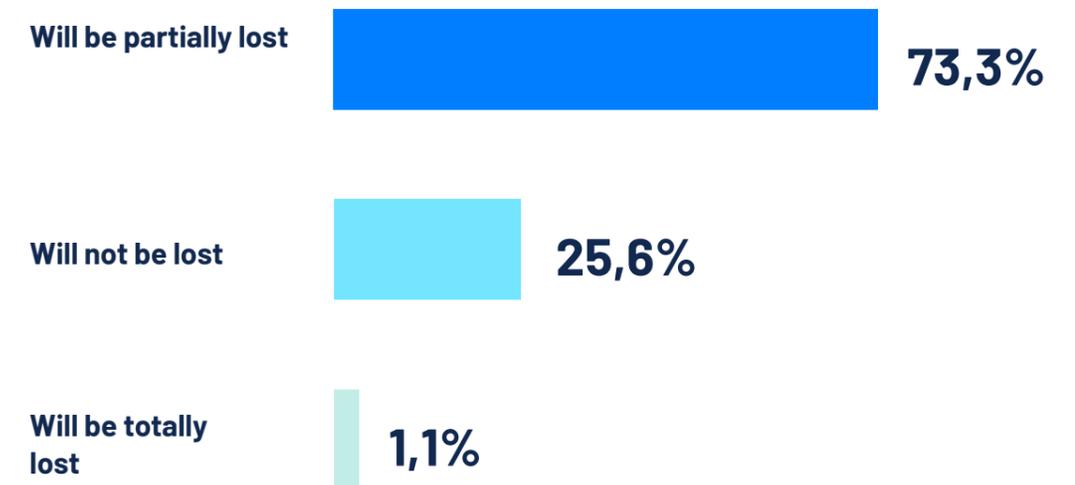
The Museum of Tomorrow audience was able to point out how they believe the aging process will take place in the following areas: activities in terms of work, study and leisure; the autonomy of what they can do alone; the volume of activities they will be able to participate in; quality of life; how they will live; what it will be like to grow old; their vitality and zest; relationships with people; it is beyond what they feel when they think about aging. In all situations, the public believes that their aging process will take place with some restrictions.

Activities in terms of work, study and leisure



Little over half of the visitors (60.3%) believe that activities in terms of work, study, and leisure will be possible, but with restrictions, 38.8% say that these activities will be entirely possible to continue carrying out, and 1% think that they will not be possible to carry out. This perception is repeated in all age groups.

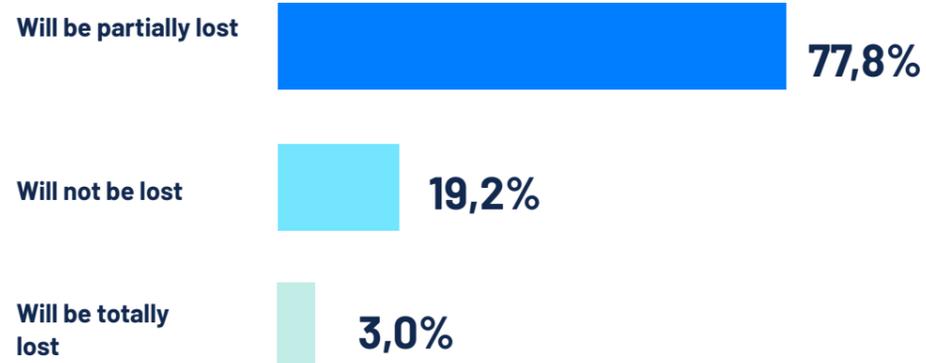
Autonomy of what you can do alone



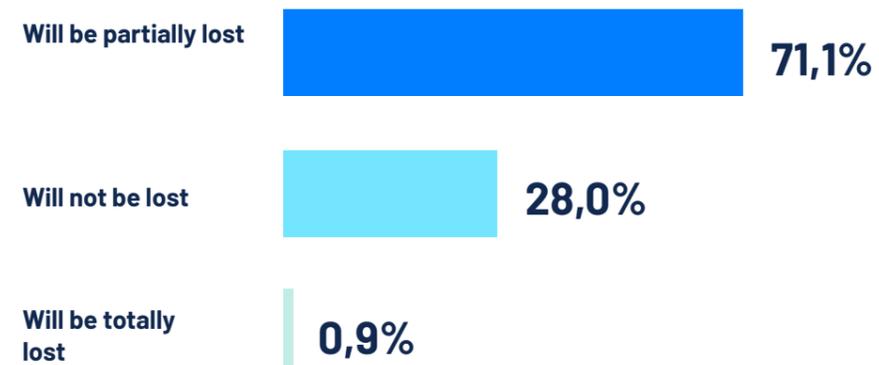
A significant portion of visitors (73.3%) believe that their autonomy in what they can do alone will be partially lost, 25.6% say their autonomy will not be lost, and only 1.1% think it will be totally lost.

When separated by age groups, visitors under 40 years of age have a greater share among those who believe they will completely lose their autonomy, compared to those aged 40 years old and more.

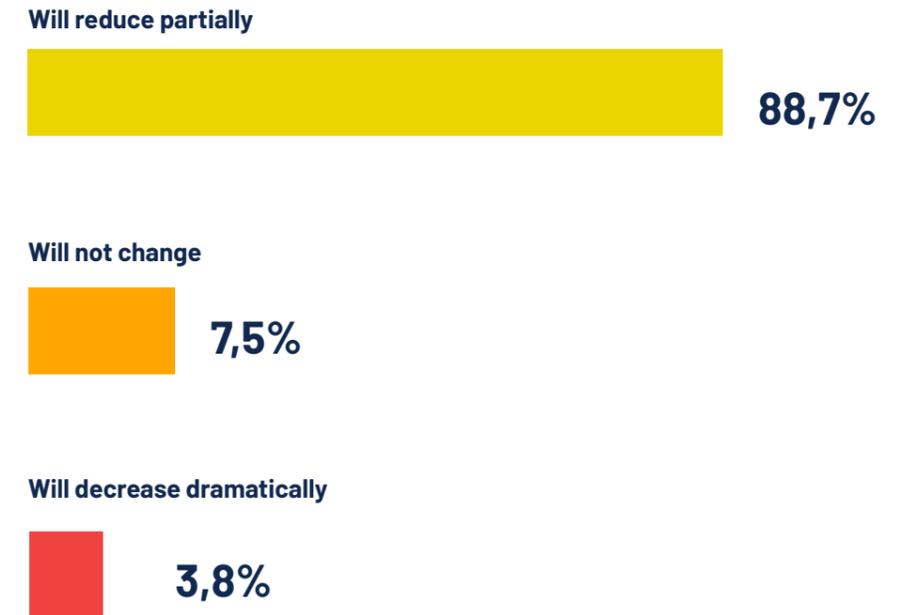
UNDER 40 YEARS OLD



40 YEARS OLD AND MORE



Volume of activities that you will be able to participate in



Out of the visitors, 88.7% believe the volume of activities they will be able to participate in will reduce partially, 7.5% say there will be no change, and 3.8% think it will decrease dramatically. This perception is repeated in all age groups.

Quality of life in the years to come

I will have good quality of life for the most part



I will have good quality of life



I will have poor quality of life for the most part



I will have poor quality of life



Out of the visitors, 55.4% believe they will have a good quality of life for most of the years to come, 39% say they will have a good quality of life, 5.2% say they will have a poor quality of life for the most part, and 0.4% think they will have a poor quality of life.

The perceptions of the younger groups aged up to 40 years and the older groups aged 60 years old and more are quite similar, with a greater difference in the age group between 40 and 59 years.

UNDER 40 YEARS OLD

I will have good quality of life for the most part



I will have good quality of life



I will have poor quality of life for the most part



I will have poor quality of life



40 TO 59 YEARS OLD

I will have good quality of life for the most part



I will have good quality of life



I will have poor quality of life for the most part



I will have poor quality of life



60 YEARS OLD AND MORE

I will have good quality of life for the most part



I will have good quality of life



I will have poor quality of life for the most part



I will have poor quality of life



As you age

I will live with some restrictions



I will be able to continue living my life fully



I won't be able to go on living my life fully



Little over half of the visitors (62.6%) believe they will live with some restrictions as they age, 35.6% say they will be able to continue living their lives fully, and 1.8% think they will not be able to continue living their lives fully.

When separating the responses by age groups, the perception of groups aged up to 60 differs from that of older groups aged 60 years old and more in terms of quality of life. The youngest group (less than 60 years old) believe more that they will live with full quality of life than the older ones (60 years old and more).

UNDER 60 YEARS OLD

I will live with some restrictions



I will be able to continue living my life fully



I won't be able to go on living my life fully



60 YEARS OLD AND MORE

I will live with some restrictions



I will be able to continue living my life fully



I won't be able to go on living my life fully



Aging



Basically, half of the visitors (55.4%) believe that aging will be good for them, 23.2% say that aging will not make a difference, and 21.4% think that aging will be bad.

Once again, the perception of groups aged up to 60 years differs from that of older groups, aged 60 years old and more, where younger people believe more that aging will be good for them than older ones, who believe more that aging will not make a difference.

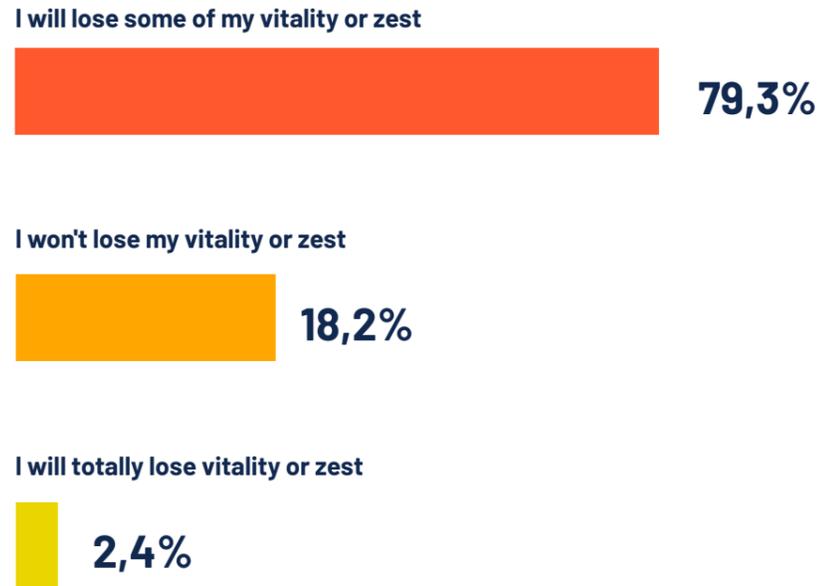
UNDER 60 YEARS OLD



60 YEARS OLD AND MORE



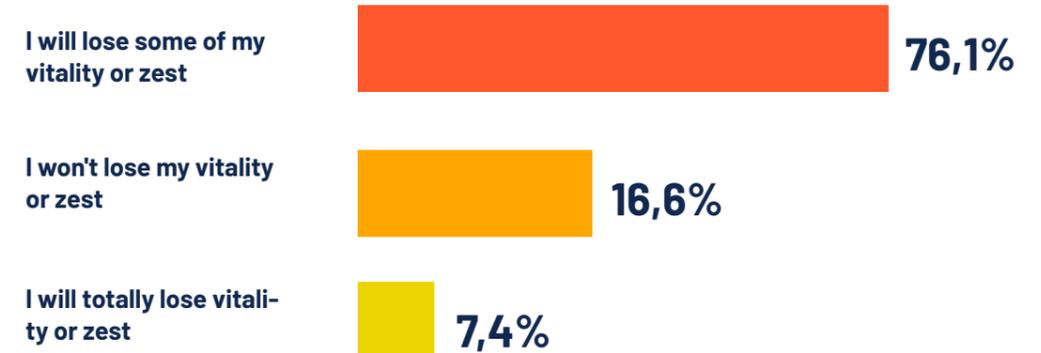
As you age



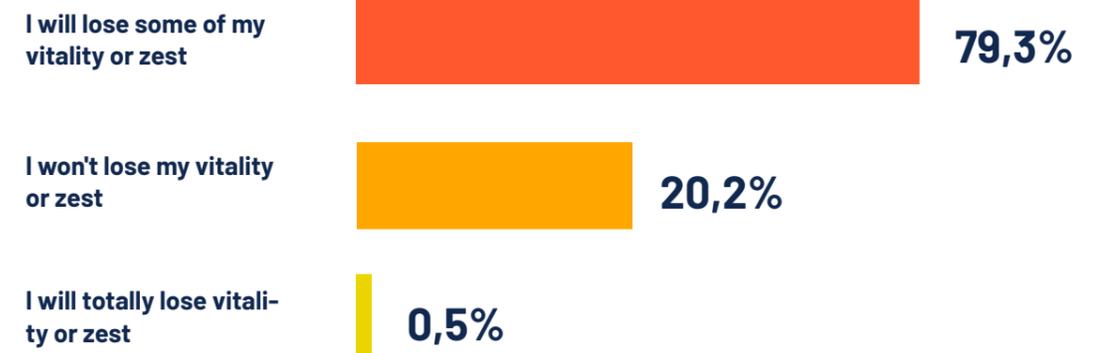
A significant portion of visitors (79.3%) believe they will lose some of their vitality or zest as they age, 18.2% say they will not lose their vitality or zest, and 2.4% think they will completely lose their vitality or zest.

The perceptions of the younger groups aged up to 35 years and the older groups aged 60 years old and more are quite similar in terms of optimism in believing that they will not lose their vitality or zest, with a greater difference in the age group between 40 and 59 years. It should be noted that among the youngest, the perception that they will completely lose their vitality and zest is higher than in the other groups.

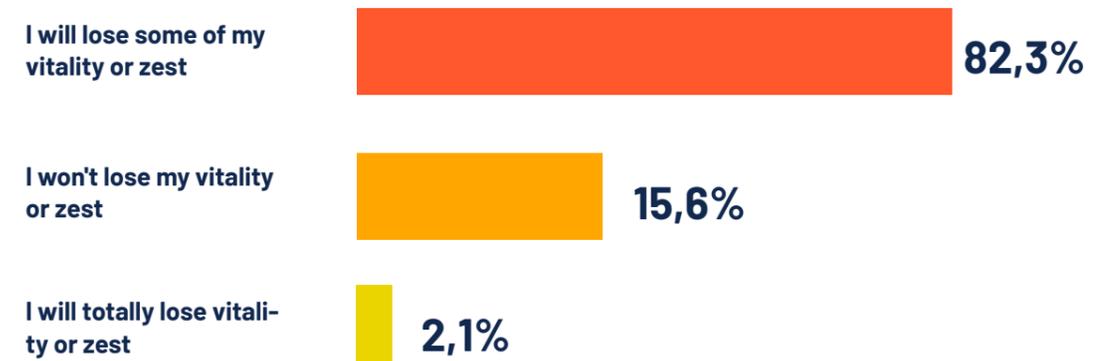
UNDER 35 YEARS OLD



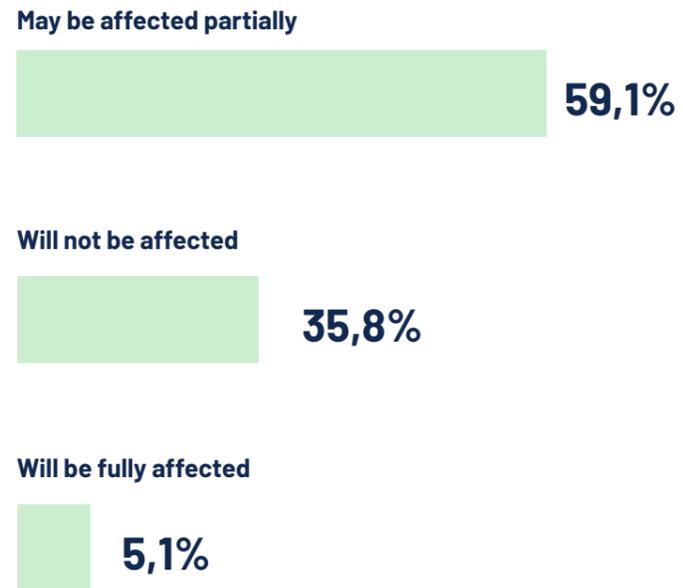
40 TO 59 YEARS OLD



60 YEARS OLD AND MORE



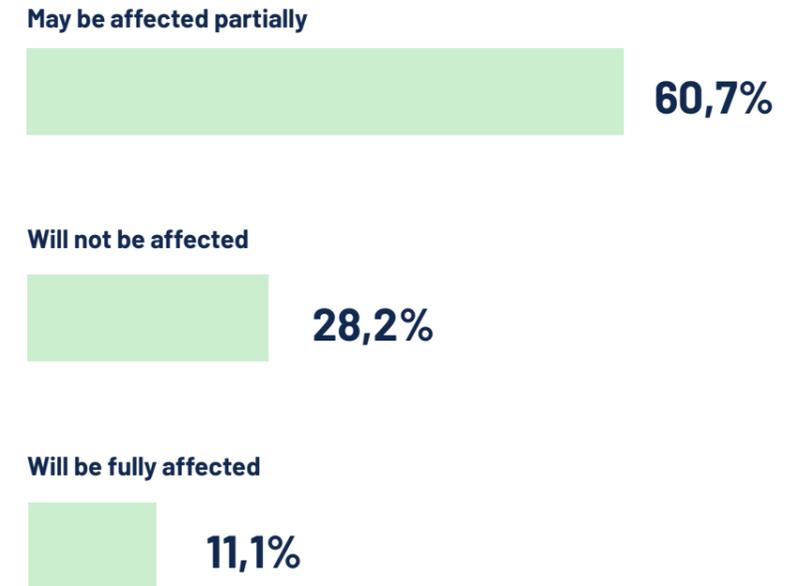
Relationships with people



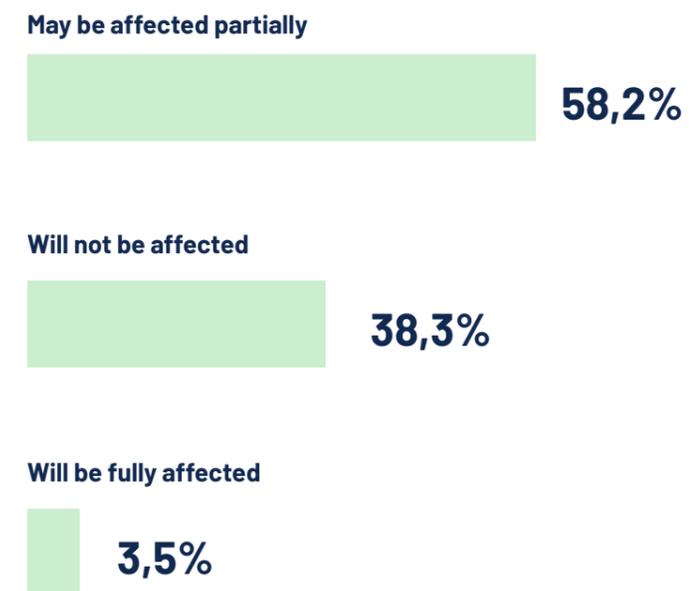
Out of the visitors, 59.1% believe that their relationships with people may be affected partially as they age, 35.8% say their relationships will not be affected, and 5.1% think they will be fully affected.

The perception of younger groups aged up to 40 years old differs from that of groups over 40 years old, where a larger portion of the younger ones believe more that their relationships with people will be fully affected than the older ones.

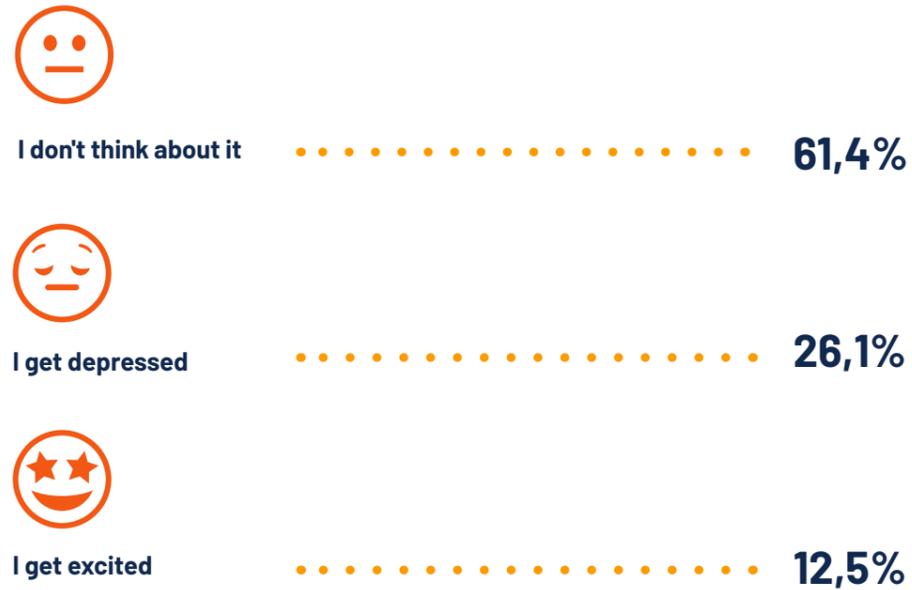
MENOS DE 40 ANOS



40 ANOS OU MAIS



When you think about aging



Little over half of the visitors (61.4%) say they do not think about aging and what effects it can have on their lives, 26.1% say they get depressed, and 12.5% say they get excited when they think about aging.

The perception of groups aged up to 60 years differs from that of groups aged 60 years old and more, where the share of those who get excited and become depressed when they think about aging is greater among the youngest than among the oldest, who have a larger share among those who state they do not think about aging.

UNDER 60 YEARS OLD



60 YEARS OLD AND MORE



Questions asked only to persons who are 60 years old and more

Three questions were asked only to visitors of the Museum of Tomorrow who are 60 years old and more: if they feel like an elderly, mature and old person, and if they feel old and why. The results are shown below.

Among the following options, how do you feel?

Elderly. I currently feel I have some limitations, but still manage to live with well-being



Mature. I feel better today than when I was younger



Old. I feel limited in what I can currently do, compared to how I was before



Half of the visitors of the Museum of Tomorrow aged 60 years old and more (50.6%) feel like elderly persons, currently with some limitations but still managing to live with well-being, 49% say they feel mature, feeling better today than when they were younger, and 0.4% feel old, feeling limited in what they can do compared to how they were before.

Do you feel old?



A significant portion of the Museum of Tomorrow audience aged 60 years old and more (71.2%) do not feel old, 25.5% feel old sometimes, and 3.3% feel old.

Through an open-ended question, they could describe why they feel old or not. Among those who answered that they do not feel old, the majority (42.2%) said that they are still active, 12.1% stated that they are healthy and 11.6% that they feel capable, 8.7% feel well, and 4% advocated that being elderly is different from being old. Among those who answered that they sometimes feel old, 41.9% (the majority) stated that the body sometimes does not correspond, and 4.8% that they feel old when they feel out of patience. Among the 8 visitors of the Museum of Tomorrow who are elderly persons and answered that they feel old, the majority defined that the limitations of the body are the main reason.



Residents of 170 municipalities in 24 states plus the Federal District have contributed to this survey

Alagoas

Maceió

Amapá

Macapá

Amazonas

Manaus

Bahia

Barreiras

Guanambi

Juazeiro

Lauro de Freitas

Luis Eduardo Magalhães

Salvador

Vitória da Conquista

Ceará

Aquiraz

Caucaia

Fortaleza

Juazeiro do Norte

Sobral

Distrito Federal

Brasília

Espírito Santo

Castelo

Guarapari

Serra

Vila Velha

Vitória

Goiás

Goiânia

Goianira

São Luís de Montes Belos

Uruaçu

Maranhão

São Luís

São Raimundo das Mangabeiras

Mato Grosso

Cuiabá

Mato Grosso do Sul

Campo Grande

Naviraí

Ponta Porã

Três Lagoas

Minas Gerais

Alfenas

Belo Horizonte

Betim

Caxambu

Contagem

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Juiz de fora

Lagoa Santa

Laranjal

Leopoldina

Montes Claros

Nova Lima

Ouro Preto

Poços de Caldas

Pouso Alegre

Rio Pomba

Santana do Riacho

São Lourenço

São Sebastião do Paraíso

Taiobeiras

Uberlândia

Varginha

Viçosa

Pará

Belém

Santana do Araguaia

Paraíba

João Pessoa

Paraná

Campo Largo

Coronel Vivida

Curitiba

Maringá

Pernambuco

Camaragibe

Caruaru

Olinda

Recife

Piauí

Teresina

Rio de Janeiro

Angra dos Reis

Armação dos Búzios

Barra do Pirai

Belford Roxo

Campos dos Goytacazes

Duque de Caxias

Itaboraí

Itaperuna

Japeri

Magé

Mangaratiba

Maricá

Mendes

Mesquita

Nilópolis

Niterói

Nova Friburgo

Nova Iguaçu	Boa vista	Osasco
Petrópolis	Santa Catarina	Piracicaba
Pirai	Balneário Camboriú	Praia Grande
Queimados	Brusque	Ribeirão Preto
Resende	Concórdia	Rio Claro
Rio das ostras	Florianópolis	São Paulo
Rio de Janeiro	Itajaí	Santo André
São Gonçalo	Mafra	São Bernardo do Campo
São João de Meriti	Palhoça	São Caetano do Sul
São Pedro da Aldeia	Penha	São João da Boa Vista
Saquarema	São Paulo	São José dos Campos
Seropédica	Álvares Machado	São Paulo
Teresópolis	Americana	São Vicente
Vassouras	Amparo	Sorocaba
Rio Grande do Norte	Araçatuba	Taboão da Serra
Acari	Araraquara	Taubaté
Caicó	Atibaia	Cerquilha
Natal	Batatais	Ubatuba
Rio Grande do Sul	Botucatu	Valinhos
Campestre da Serra	Campinas	Vinhedo
Canoas	Cunha	Sergipe
Caxias do Sul	Embu das artes	Aracaju
Esteio	Franca	Tocantins
Gravataí	Guarulhos	Gurupi
Novo Hamburgo	Itapetininga	Palmas
Passo Fundo	Jacareí	
Pinheiro Machado	Jundiaí	
Porto Alegre	Limeira	
Rio Pardo	Lorena	
Santa Cruz do Sul	Louveira	
Sant'ana do Livramento	Mairinque	
São Leopoldo	Mairiporã	
Sapiranga	Mogi das Cruzes	
Roraima	Monte Alto	

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Legal Department: Bruna Martins

Tomorrow's Activities Laboratory: Yuri Amorim

Operations and Technology: Jorge Varela

Budget and Costs: Alexandra Taboni Massa

Sponsorships and Commercial: Daniel Bruch

Sponsorships and Relationship: Andrea Lombardi

People and Organizational Culture: Patricia Horta

Planning, Performance and Processes: Nicole Sieiro

Event Production: Marina Amaral

Community and Territorial Relations: Luis Araújo

Supplies: Josias Mendes

SURVEY TOMORROWS OF BRAZIL: LONGEVITY AND WELL-BEING

Hugo Aguilaniu
Scientific and Knowledge Committee of Museum
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SCIENTIFIC DEVELOPMENT MANAGEMENT OF THE MUSEUM OF TOMORROW

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DESIGN

Inajah Cesar (estúdio quitanda)

REVIEW

Beliza Coelho

AGRADECEMOS AOS PARCEIROS DO MUSEU DO AMANHÃ

Lei de Incentivo à CULTURA

PATROCINADOR MÁSTER


CONCEPÇÃO


REALIZAÇÃO


MANTENEDORES





PATROCINADORES





PARCEIRO ESTRATÉGICO


COPATROCINADORES



APOIADORES










PATROCINADORES LEI DE INCENTIVO MUNICIPAL





PATROCINADORES LEI DE INCENTIVO ESTADUAL




PARCEIROS DE PROJETOS ESPECIAIS



PARCEIROS DE MÍDIA




GESTÃO


REALIZAÇÃO






Museu do **Amanhã**