



New research reveals what makes older Australians happy

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A new report released by National Seniors Australia (NSA) reveals the secret to happiness for older Australians. It highlights that happiness means different things to different people and older people shouldn't be stereotyped.

More than 2,500 survey respondents aged 50 and older were asked to write about something that would help them maintain or increase their happiness. The results confirm older Australians are a diverse group with different interests, needs, and desires.

"As you'd expect, some people identified more money, secure housing, or good health as key factors that would improve their happiness," NSA Chief Executive Officer Chris Grice said.

"But they weren't the only factors, with others nominating varied pathways to happiness such as 'Living a Dan Beutner's Ble Zone lifestyle'.

"We took a big picture approach to identify the core principles, ideals, and beliefs that shape people's personalities and drive their lives. From the comments, we developed 11 'personas' to try and capture what drives people's happiness.

"For example, the report describes a 'Stability Seeker' persona for those who want social and technological change to slow right down. As one respondent wrote, *'As you age, I believe, that happiness is very closely linked to security and certainty'*.

"'Keen Participators' find happiness in activities that entertain and provide new experiences. And 'Policy Enthusiasts' are passionate about reforming Age Pension rules, supports for carers, or downsizing incentives, to name a few."

Personas: Happiness comes from:

1. **Survival Realists** – having enough money to cover the basics and where possible, a little bit extra.
2. **Fierce Independents** – staying independent through health, wealth, and control of life's choices.
3. **Keen Participators** – having the time, money, and ability to pursue interests, such as travel.
4. **Nest Featherers** – having a fulfilling home life, with a loving partner or solo bliss, and pets.
5. **Social Connectors** – relationships with family, friends, and the means to find like-minded others.
6. **Policy Enthusiasts** – improvements to retirement income, aged care, and other ageing supports.
7. **Global Idealists** – an active civil society, government integrity, environmental protection, peace.
8. **Stability Seekers** – a sense of security, and assurance the life we've planned won't be upended.
9. **Inner Peaceniks** – having a positive mindset, attitude, faith and spiritual connections.
10. **Respect Warriors** – respect for older people's contributions and eliminating ageism.
11. **Unique Individuals** – all kinds of interests from reiki to better disabled access to waterways.

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“As the findings reaffirm, each one of us is unique. While *‘government subsidised red wine’* made the list in good humour, this report helps us to remember and celebrate older people’s diversity and complexity.

“Our personas are a celebration and recognition of the diversity of older people. There are many ways to grow old and older people can’t and shouldn’t be boxed into ageist stereotypes.

“If we want a society that is happy, it is important to embrace and celebrate these differences.”

The full report can be accessed [here](#)

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