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‘generational Pride or what?’: Investigating Influential Factors on Older People’s Uptake of Financial Support and Pension Credit

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Abstract

In recent years, the issue of poverty among older adults in the United Kingdom has become an increasing concern. Despite the availability of financial and social support, many older individuals remain underserved, often due to personal or cultural barriers that prevent them from seeking or accepting help. The present research aims to explore and understand the nature of this "generational pride" and how it contributes to older people’s reluctance or refusal to accept help. By shedding light on this issue, the study seeks to inform strategies for ensuring that financial assistance and social support effectively reach those in need, thereby contributing to efforts to reduce poverty among older adults in the United Kingdom. To achieve these aims, a total of 25 participants, aged between 50+ and 80+, were recruited from across Yorkshire for focus group discussions. The findings reveal a pronounced sense of generational pride, key factors influencing reluctance to accept support, and motivations that can encourage individuals to engage with available resources.

Keywords: Older People; Generational Pride; Reluctance to Accept Support; Motivating Factors