

For immediate release
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Age Concern statement in response to Conservative announcement on pledges to older people:

Director General of Age Concern England, Gordon Lishman said:

"All the parties need to take older voters seriously. People over the age of 55 are twice as likely to vote as those under 55 and the parties need to convince this powerful group that they would deliver for them if elected.

Although two-thirds of older voters say that they are certain to vote, many are increasingly undecided at who to vote for. The key issues that would win over older voters are a decent income in retirement, a commitment to improve the NHS and access to good public services.

The Conservatives have addressed an issue which is very important to many older people, and they are likely to welcome these pledges. Every party and every prospective candidate must start listening to, and wooing this group or they risk being punished at the ballot box."