REVERA REPORT ON AGEISM

Even though ageism is widespread in Canada, seniors continue to challenge ageist stereotypes; prompting the need for change.

1 in 3

Canadians admit they’ve treated someone differently because of their age

63%

of seniors ages 66+ say they’ve been treated unfairly or differently because of their age

71%

Agree that Canadian society values younger generations more than older ones

1/2

of Canadians (51%) say ageism is the most tolerated social prejudice (ex. gender or race-based discrimination)

AGEISM IN CANADA

2 UNIQUE VIEWS ON AGING

Gen X and Gen Y are more likely to think of people 75 and older as dependent, sick or frail, confused or forgetful and grumpy

But...

Happiness with life and optimism about aging increases with age

64%

62%

65%

63%

65%

HAPPINESS WITH LIFE

OPTIMISM ABOUT AGING

1 in 4

people in Canada will be over the age of 65*

85%

of boomers said they want their aging experience to be different than that of their parents or grandparents

Everyone has a role to play...

INDIVIDUALS

Challenge your own assumptions about aging and older people

ORGANIZATIONS

Value and respect older adults as consumers and employees

POLICY MAKERS

Collaborate and plan for an age-inclusive Canada

LET’S END AGEISM

Source: Revera Report on Ageism, Revera Inc. in partnership with Leger Marketing surveyed Canadians aged 18-32 (Gen Y), 33-45 (Gen X), 46-65 (Boomers), 66-74 (Seniors) and 75+ (Older Seniors) to find out their attitudes about aging and to gauge their level of awareness and experience with ageism.

* Leger Marketing, Revera Survey on Aging, September 21-October 2, 2011.