



FACTUM

Don't call me senior! Only About Half (52%) of English-Speaking Canadians Aged 55+ have strong positive association with the word Senior

Just one in six (16%) English-speaking Canadians aged 55+ feel as though the word senior describes them completely

Toronto, ON, October 1st, 2021 — A new IPSOS survey conducted in partnership with HomeEquity Bank (HEB) has shown that the designation 'senior' is not viewed positively by all. The poll also revealed that few (16%) English-speaking Canadians aged 55+ feel the term 'senior' describes them completely. Gender differences are also observed, with women tending to dislike the term more broadly. When asked to reflect on possible alternatives, the terms 'skilled' (40%), 'sage' (35%) and 'savvy' (40%) are brought up most frequently.

Trends among Canadians aged 55+ and possible alternatives

Conducted among English-speaking Canadians aged 55 and upwards, the poll finds that only about half (52%) have strong positive association (score of 8 or higher on 10-pt scale) with the word 'senior', which is the most commonly held term to describe this age-group.

When asked to rate the extent to which the word 'senior' describes them, just one in six (16%) feel the word 'senior' describes them completely (score of 10 on 10-pt scale). Trends can also be discerned along gender lines: of those who indicate that the term describes them accurately (score of 8 or higher on 10-pt scale), only 37% are women (compared to 53% for men).

About the Study

These are some of the findings of an Ipsos poll conducted between September 23rd and 27th, 2021 via the Ipsos I-Say panel among English-speaking adults 55 years of age and over in Canada. The data is weighted to balance demographics to ensure that the sample's composition reflects that of the age 55+ population according to Census data and to provide results intended to approximate the sample universe

The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points, 19 times out of 20, had all English-speaking Canadians aged 55+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

The publication of these findings abides by local rules and regulations.



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