



PRESS RELEASE

Canadians' understanding of ageism varies widely, revealing a significant lack of awareness regarding its pervasiveness and detrimental consequences

There is a need for education and awareness initiatives to challenge ageist attitudes and create a more inclusive society

Toronto, Ontario, December 3, 2024 — A new Ipsos survey commissioned by the Canadian Coalition Against Ageism (CCAA) reveals a critical need to address ageism in Canada. Conducted in September 2024 with 1,000 Canadian adults aged 25 and older, the survey exposes a significant gap in awareness regarding the pervasiveness and impact of ageism. This is particularly alarming given the WHO's estimate that nearly half the global population harbors ageist views and attitudes.

Ageism, as defined by the World Health Organization, encompasses stereotypes, prejudice, and discrimination based on age. These biases permeate daily interactions, institutional policies, and even self-perception, as individuals internalize negative attitudes about their own aging.

Ageist attitudes have far-reaching consequences, impacting health, individual potential, and the dignity of older adults. Effectively combating ageism necessitates a multifaceted comprehensive strategy involving education, policy changes, and a fundamental shift in societal attitudes toward aging.

Key Findings

- **Varied understanding of Ageism:** While over half of Canadians (54%) report familiarity with the concept of ageism, a concerning 17% admit to having no understanding of the term. This knowledge gap is most pronounced among older adults—the very group most vulnerable to ageism's effects. This underscores the critical need for targeted education and awareness campaigns.
- **Underestimation of Prevalence:** A mere 13% of Canadians accurately estimate the prevalence of ageist attitudes. The average Canadian estimates it to be around 10%, drastically underestimating the issue's scope. The WHO, however, places the global prevalence of ageist attitudes at a staggering 50%.
- **Health and Economic Impacts:** A majority of Canadians (64%) recognize the negative impact of age discrimination on mental and physical health. However, less than half (44%) acknowledge its economic consequences, revealing a significant blind spot in understanding ageism's full societal costs.





PRESS RELEASE

- **Personal Anxieties:** A substantial portion of Canadians (42%) express anxiety about their own aging, with nearly a third (31%) experiencing self-ageism—internalizing negative stereotypes about aging. This highlights the need for positive messaging and support to cultivate a more positive view of aging.
- **Disconnect in Behavior:** Despite 55% of Canadians agreeing that ageism is common, only 24% admit to personal ageist behavior. This suggests a lack of self-awareness regarding biases and the need for tools and underscores the need for resources to help individuals recognize and address their own ageist actions.
- **Definition of Ageism:** While a majority (62%) of Canadians could correctly identify the definition of ageism, the remaining 38% lacked a clear understanding of what constitutes ageism. This further emphasizes the need for educational initiatives to clarify the concept and its various manifestations.

Ageism is a pervasive issue in Canada that demands immediate attention. Through raising awareness, promoting positive aging, implementing policy changes, and conducting further research, we can strive toward a more inclusive and equitable society for all Canadians, regardless of age.

About the Study

These are some of the findings of an Ipsos poll conducted between September 25th and September 30th, 2024. For this survey, a sample of 1000 Canadians aged 25+ was interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult 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 ± 3.8 percentage points, 19 times out of 20, had all Canadians aged 25+ 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.

For more information on this news release, please contact:

Hyejin Park
Account Manager, Public Affairs, Ipsos Canada
+1 437 246-2681
Hyejin.park@ipsos.com

Sandra Guiry
Senior Vice President, Public Affairs, Ipsos Canada
+1 416 324-2018
Sandra.guiry@ipsos.com

160 Bloor Street East, Suite 300
Toronto, ON M4W 1B9
+1 416 324-2900

Contact: **Hyejin Park**
Account Manager, Public Affairs, Ipsos Canada
Email: Hyejin.park@ipsos.com
Tel: [1 437 246-2681](tel:14372462681)

GAME CHANGERS





PRESS RELEASE

About International Longevity Centre Canada

International Longevity Centre Canada (ILC-C) is a registered, independent, nonprofit non-governmental organization, which uses a human rights lens to approach all its work, including knowledge development and exchange, recommending evidence-based policies, social mobilization, and networking. ILC-C's mission is to propose ideas and guidance for policies addressing population aging based on international and domestic research and practice with a view to bettering the lives of Canadians.

About the Canadian Coalition Against Ageism

The Canadian Coalition Against Ageism (CCAA) is a nation-wide social change movement to eliminate ageism against older persons while protecting and strengthening their human rights. CCAA's vision is a Canada free of ageism. Guided by the leadership of ILC-C, the Coalition has forged partnerships with 14 prominent Canadian non-governmental organizations. The CCAA advocates for laws, policies and practices that support the human rights of older adults, including a UN Convention on the Rights of Older Persons. Visit the Canadian Coalition Against Ageism [website](#) to learn more.

To access the full Ageism Report, please see in [English](#) or [French](#)

About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

