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Happier (65%), Physically Healthier (71%) and Mentally  
Healthier (66%) Than Their Parents Were At Their Age  
Majority (51%) of Canadians – Including 67% of Those Aged 55  
and Older – Say Old Age is an Attitude, Not a Number**

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**Ipsos Reid**

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Older – Say Old Age is an Attitude, Not a Number*

**Toronto, ON** - Canadians – and especially those over the age of 55 – appear to have a positive assessment of where they are in life, both compared to their own expectations and when compared against where their parents were at the same age as them, according to a new Ipsos Reid poll conducted on behalf of Postmedia News and Global Television.

Most Canadians over the age of 55 believe they're ahead of where their parents were from a health perspective at this stage of their life. Two thirds of older Canadians 'agree' (27% strongly/38% somewhat) that they think they're happier than their parents were when they were their age. Furthermore, nearly three quarters (71%) 'agree' (29% strongly/42% somewhat) that they think they're physically healthier than their parents were at the same age, and two in three (66%) 'agree' (25% strongly/41% somewhat) that they think they're mentally and spiritually healthier than their parents were.

But when it comes to achieving their own expectations, older Canadians are a little more mixed on where they stand relative to their own expectations from when they were younger. While three in ten (29%) indicate that their life now is better than they expected it to be when imagining it twenty years ago, the same proportion (29%) says it's about what they expected. However, two in ten (19%) say their life now is actually worse than they expected it to be

when thinking ahead to the future, twenty years ago. One quarter (23%) confess that they never imagined their life at their current age.

Canadians were asked what age they consider to be “old age”. A majority (51%) of Canadians overall, including 67% of those aged 55+ indicated that old age isn’t about a number, it’s all about your attitude. Those that believe it is indeed a number settled on an average of 74.6 years old. Just one in three (32%) adults aged 18 to 34 agree that it is an attitude, while the remainder of them assign the age of 62.5 as “old age”. A majority (52%) of those aged 35 to 54 believe it’s an attitude, but the remainder of them believes that 72 is “old age”.

In referring to a person of advanced years, one might struggle to find the proper word to use without insulting anybody. But one half (50%) of those aged 55+ say that people over the age of 65 should be called “seniors”, while 24% prefer the term “senior citizen”. Two in ten (18%) believe the term “older person” should be used, while just one in ten (8%) like the term “elder” the best.

Thinking about what they want their retirement to look like, four in ten (37%) Canadians, overall, say that it would be leaving their primary job but still working part-time at something, including 38% of older Canadians. One in three (31%) want to walk out the door and never return to work again, including 30% of those aged 55+. One in ten (13%) say they want to kick off a new career in something they’ve always wanted to pursue, an idea that’s much more common among those aged 18 to 34 (19%) than middle-aged (13%) or older (9%) Canadians. Two in ten (19%) say some other mix is their ideal plan for retirement.



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*These are some of the findings of an Ipsos Reid poll conducted between December 9 and 14, 2010, on behalf of Postmedia News and Global Television. For this survey, a sample of 1,044 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and 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. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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