



Revera Report on Ageism

*A Look at
Gender Differences*



Introduction

In 2012, the Revera Report on Ageism revealed that ageism – stereotyping against people because of their age – is widespread and the most tolerated form of social prejudice in Canada. The Report, authored by Revera and the International Federation on Ageing, also found that the older people are, the more optimistic they are about aging.

New analysis reveals that the experience of aging is markedly different between men and women. In fact, Canadian women are more likely than men to be treated unfairly or differently because of their age. Women more so than men report being ignored or treated like they are invisible. They are also more likely to say people have assumed they are incompetent. Despite these findings, women have the most positive attitude about getting older and hold stronger views on the importance of social interaction toward successful aging.

Why do Canadians perceive and treat aging men and women differently? And why is aging a different emotional experience for men and women?

The answers may lie in the unique life experiences, roles and responsibilities of males and females, and the potential intersection of ageism and sexism. Research suggests women's sunnier outlook about aging may be linked to their generally stronger social circles. Females typically surround themselves with friends and families (i.e. create networks from a young age) whereas males are less likely to be as socially connected.

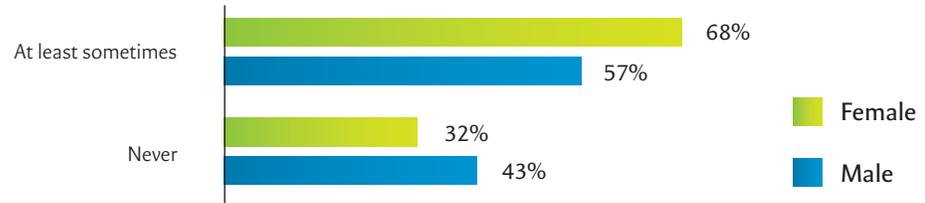
Ageism is a complex social issue that is only beginning to be explored. That's why Revera, in partnership with the International Federation on Ageing, is raising awareness of the issue of ageism through Age Is More; a program designed to challenge stereotypes, promote an age-inclusive society and celebrate the ageless spirit of older people. More information can be found by visiting www.AgeisMore.com



While women are more likely than men to experience ageism, they are also more optimistic about getting older.

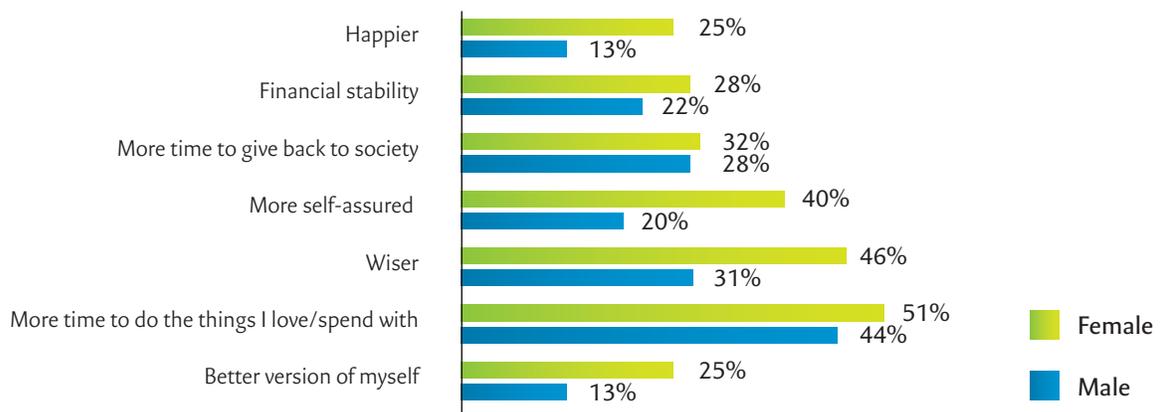
- Among those 66-plus, women are more likely than their male counterparts (68 percent versus 57 percent) to report being treated unfairly or differently because of their age

How often do you find yourself being treated unfairly or differently because of your age?



- Within this same age group, women more so than men report being ignored or treated like they are invisible (46 per cent versus 32 per cent); women are also more likely to say people have assumed they are incompetent (32 per cent versus 18 per cent)
- But, when asked to measure their outlook on aging on a scale of one to 10, where one is pessimistic and 10 is optimistic, 61 per cent of women and 53 percent of men reported being optimistic
 - Women 66-plus are more likely than men to agree with the statement “you never stop living life to the fullest” (44 per cent versus 25 per cent)
 - Women are also more likely than men to agree with the statement “age is just a number” (47 per cent versus 33 per cent)
 - More women than men 66-plus associate aging with positive developments, including becoming wiser, being happier and more self-assured, and a better version of oneself

What does aging mean to you?





As we age, social interaction with friends and family plays a vital role in having a positive outlook on aging.

- When asked what they most look forward to as they age, women and men 66-plus both agree that being comfortable in their own skin as they age is the most important, followed by being surrounded by family and friends (66 per cent of women, 57 per cent of men)
- In another Revera study conducted by Leger, The Research Intelligence Group, of those 75-plus, 86 per cent of women strongly agree that regular social interaction with others is important to aging successfully, versus 72 per cent of men

We all play a role in recognizing and fighting assumptions and misperceptions of older people – women and men.

“Breaking down ageist stereotypes is a commitment and ongoing exercise that Canadians need to be mindful of every day, and like physical fitness, the more we practice, the more age-inclusive our society will become. At the same time, the conditions for success need to be in place, and that starts with recognizing older Canadians as individuals, with unique needs and aging experiences.”

—Dr. Amy D'Aprix, Gerontologist and expert on aging

This starts with being age aware and age inclusive.

Canadians are encouraged to visit AgeisMore.com to take the “Are You Age Aware?” self-assessment quiz and get tips on how to be more age inclusive.

About Revera Inc.

Revera is a leading provider of seniors' accommodation, care and services; built on 50-year history of helping seniors live life to the fullest. Our nearly 30,000 dedicated employees continually strive to serve a diverse group of clients and to offer choices to meet their individual preferences. With more than 240 sites across Canada and parts of the U.S., we work to enhance lives in our retirement communities, long term care homes, U.S. nursing and rehab centres and through the provision of home health services. Canadian-owned and operated, Revera serves approximately 30,000 clients every day, with the core values of respect, integrity, compassion and excellence at the heart of our business. Find out more about Revera at www.reveraliving.com or find us on Facebook and Twitter.

About The International Federation on Ageing

The International Federation on Ageing (IFA) is an international, non-governmental organization and point of global connection to experts and expertise in the field of ageing. The IFA believes in generating positive change for older people through helping to shape and influence effective age-related and senior policies and practice. For more information about the IFA, visit www.ifa-fiv.org

Methodology

The research was completed in two phases:

Online from September 21st, 2011 to October 2nd, 2011 using Leger, The Research Intelligence Group's online panel, *LegerWeb*, with a sample of 1,563 Canadians. A probability sample of the same size would yield a margin of error of 4.3%, 19 times out of 20 for Canadians age 75-plus.

Online from August 24th to September 4th, 2012 using Leger, The Research Intelligence Group's online panel, *LegerWeb*, with a sample of 1,501 Canadians aged 18-32 (Gen Y's), 33-45 (Gen X's), 46-65 (Boomers), 66-74 (Younger Seniors) and 75+ (Older Seniors) to better understand their attitudes on aging. A probability sample of the same size would yield a margin of error of 2.5%, 19 times out of 20.

The Revera Report on Ageism: A Look at Gender Differences is one in a series of reports issued by Revera exploring different topics relevant to the aging experience of Canadian seniors.



For more information on
Age is More, please visit
www.AgeIsMore.com.