Revera Report on *Happiness*

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IFA
INTERNATIONAL FEDERATION ON AGEING
Global Connections

AgeIsMore.com

AGE IS MORE

Introduction

Contrary to widely-held stereotypes, research shows the older you are, the happier and more optimistic you are about aging. Partnering with Leger Marketing, Revera Inc. asked Canadians aged 18-32 (Gen Y), 33-45 (Gen X), 46-65 (Boomers), 66-74 (Seniors) and 75-plus (Older Seniors) about their attitudes towards aging. The survey found seniors are very positive about their later years, saying things like "age is just a number," "you never stop living life to the fullest," and "the best is yet to come." This sense of optimism underscores the need to challenge potentially ageist assumptions about aging and recognize the valuable contributions of older adults to society.

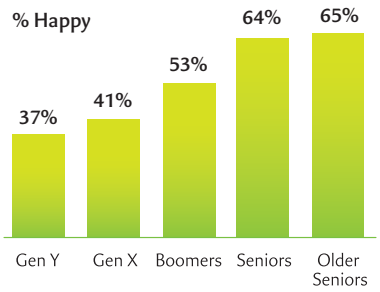
In partnership with the International Federation on Ageing, Revera is fighting ageism through Age Is More; a program designed to challenge the stereotypes faced by seniors today, promote an age-inclusive society and celebrate the ageless spirit of older people. Initiatives like this are needed because despite an aging population, ageism is still the most tolerated form of social prejudice when compared to gender–or race–based discrimination. Canadians are encouraged to visit www.AgeisMore.com to learn more about ageism and its impact, and contribute to the dialogue around the issue.

You don't just get wiser with age...

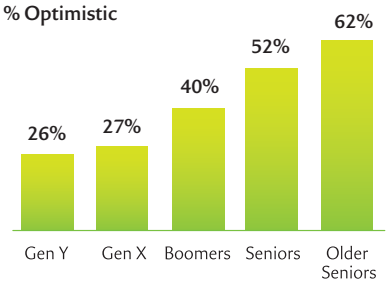
The older you get, the happier and more optimistic you are about aging.

- Seniors 66 and older are more likely than any other generation to report that 'aging means you are happier;' in fact, they are twice as likely as Gen X and Baby Boomers to make the statement
- The majority of seniors 66 and older (65 per cent) say they are happy with their life, and over half (57 per cent) are optimistic about aging; interestingly, optimism further increases as you get older with 62 per cent of those 75-plus saying they are optimistic about aging
- While the majority of seniors 66 and older are optimistic about aging, the opposite is true of younger generations, specifically Gen Y and Gen X, most of whom report they are not happy with their life right now, nor do they express optimism towards aging
- Canadian seniors 66 and older have a lot to smile about. The top three things they look forward to as they age include:
    1. Being comfortable in their own skin (68 per cent)
    2. Being surrounded by friends and family (62 per cent)
    3. Having time to do things that are important to them (61 per cent)

On a scale from 1 to 10 where 1 is not at all happy and 10 is extremely happy, how happy are you with your life right now?



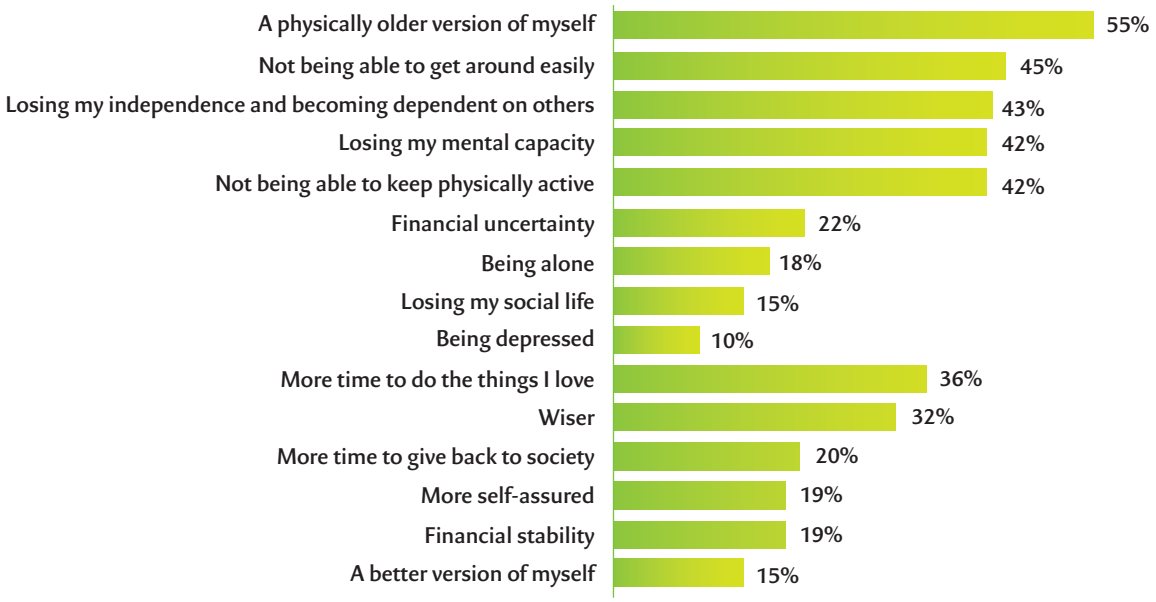
On a scale from 1 to 10, where 1 is extremely pessimistic and 10 is extremely optimistic, what is your outlook on aging?

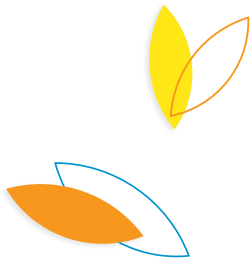


Older Canadians are very positive about aging, underscoring the need to challenge our assumptions.

- Eighty-nine per cent of Canadians associate aging with something negative like not being able to get around easily, losing independence, or being alone
- Seniors themselves are the most likely generation to say "age is just a number" (53 per cent of those 66-74 years of age and 70 per cent of those 75-plus) and "you never stop living life to the fullest" (30 per cent of those 66-74 and 42 per cent of those 75-plus)
- Forty per cent of those 66 years of age and older say the "best is yet to come"
- Gen Y and Gen X are the least likely to hold a positive perception of aging; they are the least likely to think people 75 and older are pleasant, independent or healthy, yet the most likely to describe them as grumpy. A further one in three describe those 75-plus as dependent, sick or frail

What does aging mean to Canadians 18 years of age and older?

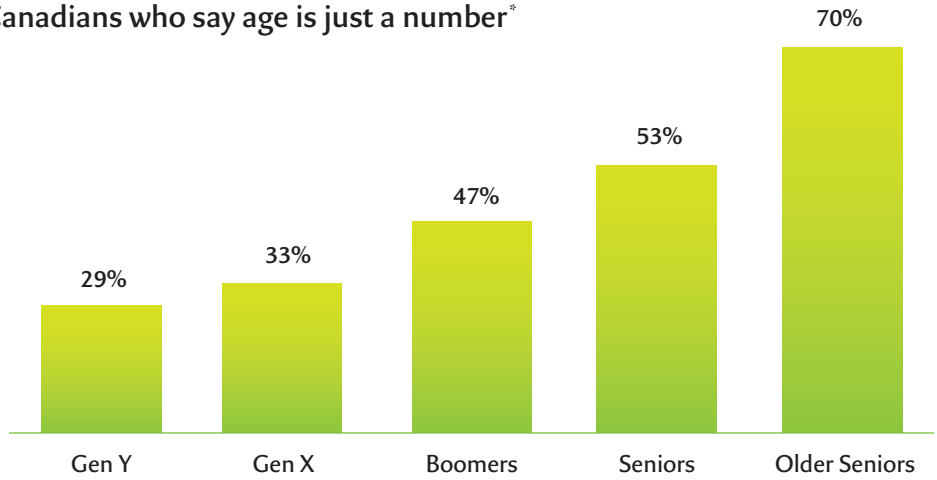




"Older Canadians are very positive about aging, and this sends an important message to younger generations that getting older should not be perceived as negative. There are many ways that people live full and vibrant lives well into their later years."

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

Canadians who say age is just a number*



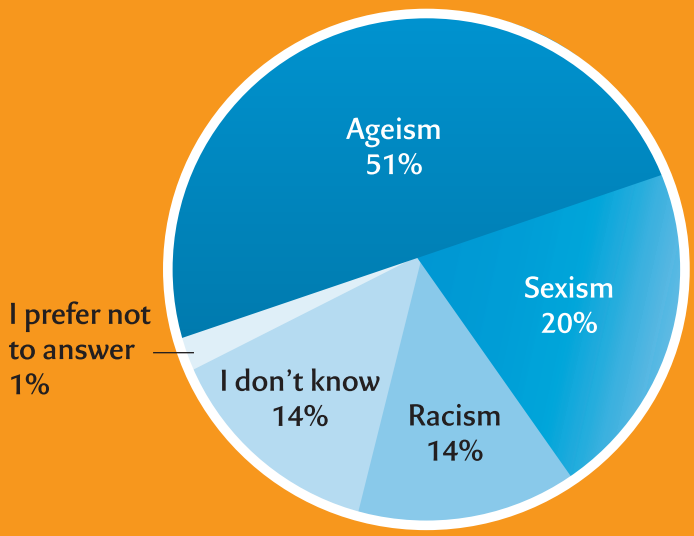
*Those providing an answer of eight, nine or 10 on a scale of one to 10, where one is "life goes downhill" and 10 is "age is just a number"

Canadians who believe you never stop living life to the fullest

People stop living their life to the fullest...	GENERATIONS					
	TOTAL	GEN Y	GEN X	BOOMERS	SENIORS	OLDER SENIORS
NEVER	27%	22%	30%	24%	30%	42%

Assuming happiness declines as you get older is a form of ageism – the most tolerated form of social prejudice when compared to gender– or race–based discrimination. As a society we need to challenge ageist stereotypes, view aging with optimism and recognize older adults for the valuable contributions they make to society.

Which prejudice do you think is the most tolerated in Canada?



- Half (51 per cent) of Canadians say ageism is the most tolerated social prejudice when compared to gender- or race-based discrimination
- Three-in-five (63 per cent) seniors 66 years of age and over say they have been treated unfairly or differently because of their age
- Seven-in-ten (71 per cent) agree that Canadian society values younger generations more than older generations
- In 2012, Revera, in partnership with the International Federation on Ageing, launched Age is More, which challenges negative attitudes and perceptions faced by seniors, promotes an age-inclusive society and celebrates the ageless spirit of people. **Visit www.AgeisMore.com**

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 approximately 250 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. We believe 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.

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

Methodology

The research was completed online from August 24th to September 4th, 2012 using Leger Marketing's online panel, *LegerWeb*, with a sample of 1,501 Canadians. 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 Happiness is one in a series of reports issued by Revera exploring different topics relevant to the aging experience of Canadian seniors.