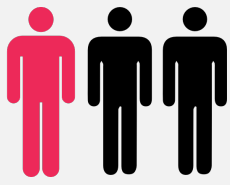


AGEISM IS GROWING...



1 IN 3

people in the UK report experiencing age prejudice or discrimination.¹

70.8%

of UK workers say age discrimination is common in their workplace; this rises to 85.3% among those aged 55-64.²

1/3

people think the shift towards an older society will make life worse, in terms of standards of living, security, health, jobs and education.³

30%

of people believe there is more prejudice against older people than five years ago.⁴

27%

of people think in five years there will be more prejudice against people aged 70+.⁴

BOTH OLDER AND YOUNGER PEOPLE EXPERIENCE AGEISM...

1 IN 4

18-34 year olds believe "it is normal to be unhappy and depressed when you are old."⁵

81%

of teens feel they are unfairly represented in the media.⁶

24%

of 18-34 year olds think "older people can never really be thought of as attractive."⁵

<2%

of Members of European Parliament, as well as most national parliaments in Europe, are under the age of 30 – far from representative of the general population.

INTERGENERATIONAL ACTIVITY HELPS END AGEISM...



64%

of the public don't have a single friend who are 30 or more years older or younger than them.⁵

A 2017 review of 31 intergenerational contact programmes and 48 studies found that intergenerational contact successfully reduces ageism towards older adults.⁵

NEEDLESS TO SAY, WE NEED TO MAKE A CHANGE. AND WE CAN DO THIS BY...

EDUCATE

We need to do more research and public education about ageism and its effects.

POLICY CHANGE

Governments need to be a part of making a change.

INTER-GENERATIONAL TIME

Spending time with people of different ages builds greater understanding of one another.

LET'S MAKE A CHANGE TOGETHER.

1. [Centre for Ageing Better](#)

2. [CV Library](#)

3. [University of Kent https://research.kent.ac.uk/stop/how-ageist-is-britain/](#)

4. [University of Kent https://kar.kent.ac.uk/24312/1/HOWAGE-1.PDF](#)

5. [RSPH https://www.rsph.org.uk/static/uploaded/a01e3aa7-9356-40bc-99c81b14dd904a41.pdf](#)

6. [DEMOS https://demos.co.uk/press-release/demos-false-stereotypes-of-young-people-holding-them-back-from-getting-jobs-2/](#)