

# Time to Retire the Word "Senior"

New Ipsos research among Canadians 55+ shows the term "senior" is not universally embraced



# 48%



48% of Canadians 55+ do not positively associate with the term senior



# 16%



Only 16% of Canadians 55+ feel that senior best describes them



# 43%



Canadian women 55+ are 43% more likely than men to reject the word senior as a way to describe themselves.



Top alternative terms for "senior" among Canadians 55+ focus on experience not age

