

## The National Institute on Ageing Releases 2024 Ageing in Canada Survey

*A Call to Action for a More Inclusive and Equitable Future for Older Adults*

**TORONTO, Tuesday, January 28** — Today, the National Institute on Ageing (NIA) published the findings of its [2024 Ageing in Canada Survey](#), the country's largest ongoing research initiative focused on the perspectives and experiences of Canadians aged 50 and older. Now in its third year, the survey, in partnership with the [Environics Institute for Survey Research](#), sheds light on the evolving realities of ageing in Canada, offering critical insights into the social well-being, financial security, and health of older adults.

With a representative sample of nearly 6,000 Canadians aged 50 and older, the 2024 survey underscores the complex and interconnected challenges faced by Canada's ageing population. The findings serve as a call to action for policymakers, organizations, and stakeholders to prioritize evidence-based strategies that address social isolation, financial insecurity, and barriers to health care access. By leveraging the insights from this survey, decision-makers can design and implement programs and services where older adults feel valued, included, supported and better prepared to age with confidence.

"This survey provides a vital snapshot of the realities older Canadians face," said Natalie Iciaszczyk, Program Manager of Survey Research at the NIA and lead author of the report. "These findings not only highlight the challenges older adults face but also present an opportunity to create meaningful change."

### Key Findings Across Three Dimensions

#### 1. Social Well-Being

- One in three (32%) Canadians aged 50 and older report strong social networks, while 36% experience weak networks, particularly among those in poor health or facing financial struggles.
- Four in ten (39%) of Canadians aged 50 and older engage in social and recreational activities at least weekly and another 20% do so monthly, but one in four (23%) rarely or never do so. Those who participate less often than desired are most likely to cite financial barriers.

- Few (9%) Canadians aged 50 and older say they have experienced age discrimination in the past year, but 68% report having day-to-day experiences of ageism, such as hearing jokes about old age, a clear indication of pervasive societal attitudes and behaviours that diminish the value of older people.

## 2. Financial Security

- Only one in three working Canadians aged 50 and older believe they will be able to afford to retire when they want to. One in four working Canadians aged 50 and older have saved \$5,000 or less for retirement.
- A new national indicator called the Material Deprivation Index (MDI) reveals that one in five (22%) Canadians aged 50 and older experience a poverty-level standard of living. For those aged 65 and older, the figure is 14%, more than double the current official measure for Canada.
- Most Canadians aged 50 and older report stable or improving financial well-being, with more able to save in 2024 than in 2023. However, 23% say their income is insufficient for their current or long-term needs, with challenges most common among those aged 50-64, without workplace pensions, and who report poor or fair health.

## 3. Health and Independence

- Nearly two-thirds (64%) of Canadians aged 50 and older who needed health care services could access them all or most of the time in 2024—a rate unchanged since 2022.
- Only 48% of Canadians aged 50 and older requiring home care received the services they needed most of the time in 2024, underscoring significant barriers in community-based care.
- Most (80%) Canadians aged 50 and older say they want to remain in their own home for as long as they can, with very few (3%) expressing a preference to eventually move into a long-term care home.

“This research provides an important window into the lives and perspectives of older Canadians and how this experience is similar and different based on age and personal circumstances,” said Dr. Keith Neuman, Senior Associate at the Environics Institute. “It provides valuable evidence to help us move beyond casual stereotypes about what it is like to be an older person in our society today.”

### A Call to Action: Policy Recommendations

The NIA urges governments, health care providers and community organizations to use these insights to inform policies that enhance the well-being of Canada’s ageing population. By leveraging these findings, decision-makers have a unique opportunity to build a more inclusive and equitable future for older Canadians.

“The 2024 Ageing in Canada Survey offers a powerful lens into the lives of older Canadians, revealing both the systemic barriers they face and the opportunities for meaningful change,” said Alyssa Brierley, Executive Director of the NIA. “As Canada’s population ages, this research underscores the urgent need for bold, evidence-based action to combat ageism, strengthen financial security and ensure equitable access to health and social supports. Now is the time for policymakers and communities to come together to build a Canada where older adults feel valued, included, supported and better prepared to age with confidence.”

### **About The National Institute on Ageing**

The National Institute on Ageing (NIA) improves the lives of older adults and the systems that support them by convening stakeholders, conducting research, advancing policy solutions and practice innovations, sharing information and shifting attitudes. Our vision is a Canada where older adults feel valued, included, supported, and better prepared to age with confidence.

### **About the Environics Institute for Survey Research**

The Environics Institute for Survey Research conducts in-depth public opinion and social research on the issues shaping Canada’s future. It is through such research that Canadians can better understand themselves and their changing society. The Institute is a not-for-profit corporation that works in collaboration with other organizations from the public, private and not-for-profit sectors, who provide the thought leadership, networks and capacity to connect research insights to meaningful action and social change.

-30-

### **For media inquiries, please contact:**

Magdalen Stiff, Director of Communications, National Institute on Ageing  
[magdalen.stiff@torontomu.ca](mailto:magdalen.stiff@torontomu.ca)