

# Age Without Limits

## 2025 Impact Report



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# From our CEO



As we reflect on the second year of the Age Without Limits campaign, I am proud to share the progress we've made in challenging ageism and changing how society thinks and acts about ageing.

Ageism is one of the most pervasive and overlooked forms of discrimination. It affects people in their workplaces and communities, and can have a damaging impact on the things we think we are capable or worthy of as we age. The ways we treat older people and the norms embedded in our laws, rules, and policies interact and reinforce each other, leading to exclusion and inequality.

In 2025, we built on the momentum of our launch year to go beyond raising awareness - focusing on making ageism more visible, relatable, and actionable.

This year, our campaign reached millions through bold advertising, powerful storytelling, and grassroots action. Of those who recognised our advertising, 'It's not ageing, it's ageism', in the early part of 2025, 87% said they took action as a result - such as talking to friends, family, and colleagues about ageism, and thinking more about their own attitudes relating to ageing and older people.

We saw over 10,000 people take part in Age Without Limits Day and thousands more respond positively to our ongoing communications throughout the year. These are not just numbers - they represent real, vital shifts in individual attitudes and behaviours.

We worked with industries that shape public perception, to challenge harmful stereotypes



and promote authentic representations of ageing. Our Age-positive image library, the first of its kind to solely focus on positive and realistic photos of people over 50, reached a milestone 500,000 image downloads overall.

At the heart of this campaign are the people who share their stories, challenge assumptions, and show that ageism can be successfully confronted.

As we enter the final year of the campaign, our goal is clear: to deepen understanding, mobilise even more people, and create lasting change.

Together, we can build a society where everyone enjoys later life free from the impact of ageism. Thank you for being part of this journey.

**Dr Carole Easton OBE**  
**Chief Executive,**  
**Centre for Ageing Better**





## BACKGROUND

# Why we need to challenge ageism

“Ageism is a denial of you as a person, and like all other forms of rejection makes you feel sad, angry or useless. Get enough of it, and you start to shrink inside.”

- Campaign Supporter

### **Ageism is the stereotyping, prejudice and/or discrimination of people based on their age.**

It affects people of all ages and can have a profoundly damaging impact on us as we get older.

From the conversations we have with friends and family, to the headlines we read in the media and our experiences at work, ageism is widespread and has an impact across many areas of life.

Being treated or spoken to negatively by others because of our age can make us feel not valued, unimportant, or patronised, and can leave us with low self-confidence and feeling isolated and excluded.\*

Over time we may internalise these negative views of ageing, limiting what we believe we're capable of and the opportunities we pursue.

\*Taken from '[Effects of Ageism](#)' survey

In late 2024, we surveyed over 1000 people who had experienced negative treatment because of their age since turning 50 and found:

**20%** had experienced all three types of ageism (interpersonal, institutional, and internalised) since turning 50



**60%** had experienced negative negative treatment from others (interpersonal)

**37%** had experienced negative treatment from an organisation, such as work (institutional)

**72%** had stopped themselves doing something due to their own expectations of negativity because of their age (internalised)







## BACKGROUND

# Our vision

Age Without Limits is the Centre for Ageing Better's campaign to challenge ageism for the benefit of us all as we grow older.

**Our vision is of a society where everyone enjoys later life free from the impact of ageism.**

We run activities across the year to change how we all think and act about age and challenge ageism. Together we can create a society where age is celebrated, and where everyone, regardless of their age, can lead a life of dignity, respect, and opportunity.



## BACKGROUND

# Our objectives

The three-year campaign aims to challenge ageism for the benefit of us all as we grow older. Our baseline research (conducted in August 2023) showed the level of change we can achieve in three years - knowing that the evidence

shows attitude and behaviour change relating to discrimination issues takes change across systems, and across generations.

We set objectives to achieve by August 2026:



### **Public awareness and understanding of ageism**

3 percentage point increase in awareness of ageism and its harms



### **Public attitudes and behaviours towards ageing**

3 percentage point drop in people agreeing with negative sentiments and stereotypes



### **Improve public attitudes and behaviours towards older people**

3 percentage point increase in people saying they feel more respected



### **Decrease number of older people who engage in self-limiting behaviours**

3 percentage point drop in people engaging in self-limiting behaviours due to internalised ageism

## BACKGROUND

# Our approach

Each year of the campaign, we use behaviour change communications to build awareness and understanding and to effect change. To drive change, we need to reach people not yet aware of ageism as well as those already engaged.

We use advertising to reach our target audience - adults aged 45-55 who feel positive about their own ageing but hold less positive views about older people. They are in a strong position to influence change across society and often have relationships with people of many ages through family, friends and work. We also connect with people who recognise or have experienced ageism, and are ready to take action.

At the heart of our campaign are people over 50 who have

experienced ageism or stand against it and want to share their stories to make change happen.

As the first ever England-wide campaign to use behaviour change communications to challenge ageism, we want to be clear on our impact and grow understanding of this approach.

We monitor this in several ways:

- **A baseline survey** conducted in 2023 and follow-up survey to be conducted in 2026 will measure changes in attitudes and behaviours across the population in England and assess the campaign's overall impact.
- **Regular surveys** assessing awareness of ageism and the effectiveness of our activities, which we also use to refine and develop our campaign.

## BACKGROUND

# Our campaign so far



In January 2024, the Centre for Ageing Better launched Age Without Limits, a three-year attitude and behaviour change campaign.

We grabbed attention, and got people talking about ageism with a bold question “Are You Ageist?”. We succeeded in increasing awareness by combining mass-reach advertising, press coverage and new research. We also built a strong community who challenged ageism by hosting events, spreading the word on social media, and using our website resources.

In 2025, the challenge was to get beyond awareness. We needed to show people the real effects of

ageism and the ways they could create change – starting with noticing ageism.

We delivered a mass-reach advertising campaign early in the year, shared the stories of people who had experienced ageism and its impacts, and celebrated our Age Without Limits Day in June. Year-round press coverage and new research continued to highlight places ageism existed, and we continued to use our digital channels to create deeper engagement with the issue and support action. In tandem, we built relationships with people and organisations who understood the challenge and wanted to join us in ending ageism.



## BUILDING NATIONWIDE CHANGE

# It isn't ageing, it's ageism

In 2025, we needed to build on the momentum of year one - but do more. We needed to show people how ageism was damaging lives every day and make it real to people in ways that were relevant to their lives.

We realised that many people considered negative experiences - such as being unable to secure employment or feeling under pressure to behave or think in so-called 'age appropriate' ways - as an inevitable consequence of getting older.

We needed to disrupt that thinking and make it clear that negative experiences aren't part of ageing - they're ageism.

From January to April, we used advertising to show the everyday ways ageism negatively affects the lives of people over 50. We put experience and stories centre stage, featuring people over 50 who felt passionately about challenging ageism, alongside real experiences of ageism evidenced by our research.



The advertising ran across the country, from bus stops and train stations to shopping centre billboards and radio stations.

It asked people to make ageing without limits a reality for everyone by:

**Noticing ageism:**

- At work, with friends, in the media – asking am I seeing people being judged and treated negatively because they are older?

**Challenging ageism:**

- Talking about age and ageism
- Thinking about assumptions we all might make about ageing and older people

**Changing ageism:**

- Creating change by noticing and challenging ageism



**87%**

of those who recognised the campaign said they had taken action as a result, such as talking to friends and family about the campaign, looking for resources, and noticing ageism.



*"It is uplifting and empowering to see ageism brought out into the open and discussed freely, and there are a wide range of examples in these ads that made me stop and think about aspects of ageism I'd not previously considered."*

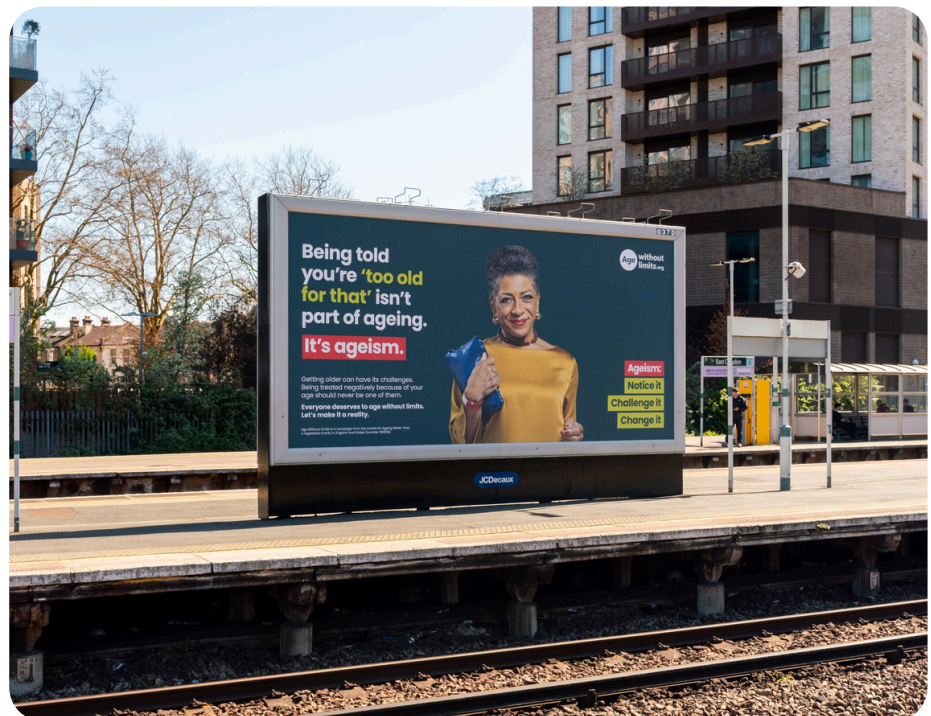
- Campaign Recogniser





*"I'd like younger people to see older people as healthy, stropky, vibrant ... all the range of things that other ages are too. I want them to know that there's still fun to be had, still a future. If everyone pushes for inclusion, acceptance and just keeps going, it will be better for everyone."*

**Mindy**, Campaign Supporter



*"It's about attitudes, and often these attitudes about older people are negative. I've felt it myself. For example, my wife and I go to music concerts and sometimes people are saying 'you're going to be the oldest people there!' Well, hey, that's fine if we're enjoying ourselves."*

**Fergus**, Campaign Supporter



## BUILDING NATIONWIDE CHANGE

# Ageism in the workplace

“In a previous workplace my age suddenly became a talking point when it became common knowledge. People were surprised, and it felt like things had changed from being treated as just one of the team. I would identify that as ageism, because that’s what it is, even if they didn’t mean it unkindly.”

- Campaign Supporter

The workplace is one of the first places that people become aware of ageism.

Our [survey](#), published in January 2025, revealed that a worryingly high proportion of the country believe ageist myths around older workers’ competency and value in the workplace, including around older workers’ ability to:

- work quickly
- be adaptable
- cope with technology
- be a long-term asset for an employer.

\*Taken from ‘[Assumptions about older workers](#)’ survey

The survey found\*:

**24%**

think it doesn’t make business sense to employ someone over 50 because they will be a slow worker who will not be able to adapt.

**22%**

think it’s a waste of resources to give in-job training to someone over 50 because they don’t think older workers are likely to stay in their role for long.

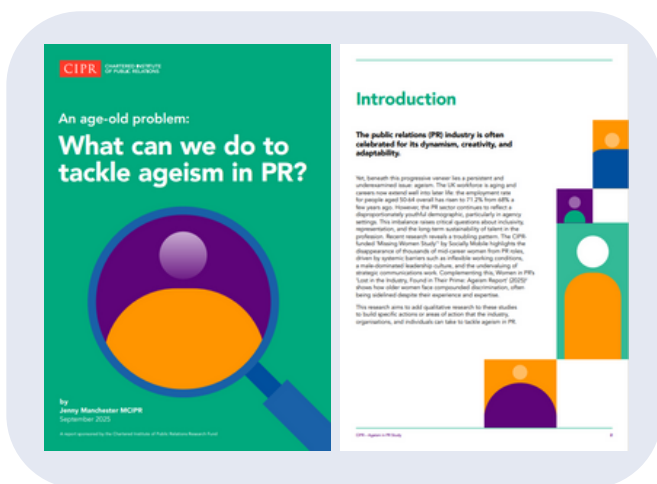
**32%**

think that people become less competent using technology as they get older.

## Spotlight on: Ageism in PR

We recognised a growing interest in the experiences of ageism within specific industries.

In September, the Chartered Institute of Public Relations (CIPR) published a new independent study, 'How can we tackle ageism in PR', which was led by Jenny Manchester, member of the Chartered Institute of Public Relations and former Head of Communications at the Centre for Ageing Better:



The report, which was part of the CIPR's funded member-led research programme, revealed that experienced PR professionals face a range of age-related biases, exclusion and stereotyping.

This included recruitment bias, gaps in training and development opportunities, a lack of suitable flexible working policies, and overall workplace cultures that prioritise youth over experience.

As one PR professional put it:  
*"I get, like, comments about my age on a daily basis. I've been called grandma twice in staff meetings."*  
Another said, *"I've seen so many jobs asking for 'bundles of energy'... You know what they're saying: they don't want older people."*



## Spotlight on: Challenging ageism at work

As our research clearly showed that the workplace is one of the first and most likely places to experience ageism, we wanted to do something to tackle this issue specifically.

We kicked off our push on workplace ageism with The Work Edit - a week-long workplace focus encouraging people to reflect on how colleagues of different ages interact in their own organisations and the ways we can all better value older workers.

Through storytelling, a guest [article by Carl Honoré](#) (award-winning writer, broadcaster and speaker), and new research, we aimed to raise awareness of the challenges that older workers and jobseekers face, and the ways we can all help to create more age-friendly workplaces.



*“Bottom line: there is no wrong side of 50. There's just the side you're on. The biggest challenge we face in the workplace is therefore not ageing – it's ageism.”*

**Carl Honoré**





New research, also published in September, revealed that if it helped them to get a job or a promotion, one in five (20%) people aged 45 and above would consider Botox or fillers and two in five people (41%) would consider dyeing their hair.

The findings were covered in over 140 publications including MSN, The Times and HR Magazine, and informed a discussion on ITV's This Morning.

To make sure we reached and engaged as many people as possible, we ran successful adverts highlighting workplace ageism on digital channels including LinkedIn, Instagram and Facebook.

Our work campaign was recognised by 33% of people, and 90% of people who recognised the campaign claimed to have taken an action – from talking to friends and family about ageism at work to sharing on social media\*.

### Snippets from the social media adverts:



\* Five-minute online survey, nat rep 18+, England, October 2025.

Q: Have you seen any of these before today? Base: All respondents - n=500.

Q: Which of the following, if any, have you done as a result of seeing this campaign? Base: Campaign recognisers n=165.

## BUILDING NATIONWIDE CHANGE

# Ageism in everyday life

“What I realise now is that what used to be old is not old anymore. The perception we had is that when you reach 60, that's it. But now, I go to the gym and I see 'old' people. There's an instructor who's 73 years old.”

- Campaign Supporter

Ageism is often hidden in plain sight, part of everyday conversations, media, and our workplaces.

As our [January survey](#) into attitudes towards older people in everyday settings revealed, ageism is embedded in society's expectations of what people should or shouldn't do as they age.

\*Taken from '[Attitudes about older people in everyday settings](#)' survey

The survey found\*:

**24%**

think it is embarrassing when people in their 50s and 60s go to concerts by music stars such as Taylor Swift or Dua Lipa.

**31%**

think that people over 50 should always make sure that their outfits are 'age-appropriate'.

**34%**

think that people over 50 should know their physical limits and slow down when it comes to certain activities such as exercise.

To challenge this, we launched a summer focus to emphasise how unremarkable it should be when older people pursue their passions and interests as they have always done or take up new interests at any age.

We polled the public about Glastonbury festival and found

that while more than two in three people (69%) said that no age is too old to go to the world-renowned festival, a significant proportion - 23% - thought that it would be better if fewer people aged 50 and above attended. It was brilliant to see that this prompted discussion online, with lots of people sharing their experiences.

*“ It can be glorious being older. Being 70, I just think, sod it! I can’t worry if some people think I should cut my hair or wear more conservative clothes. I might only have five or ten more summers left! I think that lots of people view ageing very negatively, and societal expectations for older people are quite low. But time is precious... and, like the advert says, now is the time to ‘just do it’. ”*

- Lizzie, Campaign Supporter





## BUILDING NATIONWIDE CHANGE

# Age Without Limits Day

Age Without Limits Day is the annual day for us all to come together and take action to end ageism - as individuals, with friends and family, in our communities and in our workplaces.

In 2025, we invited everyone to **challenge ageism by celebrating ageing**. Too often, ageism makes us commiserate rather than celebrate our years. Age Without Limits Day was a moment to reclaim pride in ageing, highlight the value and contributions of older people, and share the diverse experiences of growing older.

More than 80 groups and 10,000 people took part nationwide. Linking with the Centre for Ageing Better's work on Age-friendly Communities, we awarded microgrants to 58 organisations and community groups to support them as they creatively marked the day.

Events ranged from theatre performances (including The Dreamers' pictured below), to intergenerational discussions, poetry recitals and sports sessions - all showing the passion and commitment across the country to end ageism.



The social media response was fantastic, with hundreds of groups, organisations and individuals - including the Chelsea Pensioners and actor Larry Lamb - spreading the word and making #AgeWithoutLimitsDay trend on X.

We secured over 188 media features, reaching around 7.5 million people and gained strong MP and Lords support - 13 took part on the day, with 8 posting on social media, and 10 Parliamentary Questions were tabled.

### Case study: challenging expectations

#### **Milaap Multicultural Day Centre**

hosted a session for their members to discuss their experiences of growing older, followed by drumming and walking football sessions.

Milaap said, *"These activities show that energy, talent, and friendship aren't just for the young. When Milaap members joined a walking football game or picked up drumsticks, they took back their stories of ability and excitement. Their participation challenged the stereotype that being 'old' means being 'past your prime'."*

After taking part in the drumming session, one participant said, *"I thought drumming was for the young. Turns out it's for the bold."*



## CHANGING PERCEPTIONS

# In advertising, media and policy

Harmful stereotypes are often perpetuated by the culture we consume - from advertising to press to TV and film. Alongside our mass reach campaign, we have worked to influence cultural gatekeepers to change the way ageing and older people are depicted.

### In advertising

The creative industries often under-represent older people or use age-related stereotypes, portraying older age as an inevitable time of decline and frailty. Addressing ageism in advertising is vital to ensure that people of all ages are represented authentically.

In 2024 we worked with the Advertising Standards Authority (ASA) and contributed to their research, '**Depictions of Older People in Advertising**' (published June 2025), which made clear recommendations about how advertisers and advertising agencies can avoid

using harmful stereotypes. As of January 2026, the Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP) are reviewing the report for possible inclusion in the advertising code.

The ASA report has been well-received by the industry and the Age Without Limits team built on this momentum by delivering 'lunch and learn' sessions for industry bodies, agencies and media owners, sharing both the ASA research and other insights into representing ageing and older people.



As well as our work with the ASA:

- The Institute of Practitioners in Advertising (IPA) report on ageism in advertising referenced our research several times and directed its 4,000 members to Centre for Ageing Better's [Age-Friendly Employer Pledge](#).
- We contributed to the newly launched report by The Sciences of Ageing and the Culture of Youth (SAACY) at Kings College London '[Shifting representations of ageing in advertising, the media and the creative industries](#)'.
- We developed a succinct [set of guidelines for advertisers](#)

and agencies on how to improve depictions of ageing and older people, providing an easy reference for the creative industries to recognise and avoid stereotypes:



- We contributed to the [Conscious Advertising Network Guide on Ageism in Advertising](#), shared with its 200+ member brands and global agencies.



### The image library

As part of our ongoing work on ageing and representation, we regularly update our age-positive image library, which contains almost 4,000 positive and realistic images of over 50s - all available to download for free. This year, we reached a milestone 500,000 image downloads overall. Explore the image library [here](#) and read more about its impact so far [here](#).

*"In a world of stock imagery that always seems to depict older people as frail, one-dimensional, and without agency, The Age-positive image library brings older people to life in all their multi-faceted glory, as diverse, vibrant and important members of society."*  
- Director of Communications at Parkinson's Europe

## In the media

In 2024, our campaign highlighted the omission of age from the Independent Press Standards Organisation's (IPSO) Editor's Code, prompting over 200 emails from the public (sent via a template letter on our website), urging IPSO to include age in its rules around avoiding discrimination.

The Editor's Code Committee reviewed our recommendation, and whilst they did not add age to the code, they did add our [media guide](#) as a best practice guide for journalists when speaking about age and ageing. We will continue to push for age to be added to the Editor's Code.

We have also initiated an outreach programme to share our research and best-practice guidelines with academic institutions who shape how the nation's upcoming

journalists understand ethics around reporting protected characteristics. So far:

- The University of Sheffield have added our research and guidelines to their journalism syllabus.
- The University of West London published its [Acting Against Ageism: Guidelines for Inclusive Representation in Creative Media Production](#), developed with insight from the Centre for Ageing Better which is acknowledged and quoted throughout, and our image library is used extensively.



## In policy

Following two tranches of evidence given to the Women and Equalities Committee by our Chief Executive in January and December 2024, we were pleased to see the report '[The Rights of Older People](#)' published in February 2025. The report acknowledged the widespread nature of ageism in the UK and made strong recommendations to tackle it including:

- Calling for a Commissioner for Older People in England
- Calling on Ofcom to review the representation of older people on television

- Calling on the Advertising Standards Authority (ASA) to strengthen its regulatory approach
- Calling on the Independent Press Standards Organisation (IPSO) to include ageism in their code of practice

Our response, welcoming the report's recommendations, received coverage in 123 regional media, 10 national outlets and 20 broadcasting outlets, including BBC Breakfast, The Times, BBC News and Sky News.





## SUSTAINING THE FOCUS

# Year-round communications

### Media snapshots

Throughout 2025, we kept ageism and the importance of age-inclusivity on the national agenda

through media work across news and radio as well as via our newsletter and ongoing social media.

#### Representation

*MPs: UK suffers from 'pervasive ageism' and needs a new strategy*

**The Times, Feb 2025**

9.54m unique monthly visits

*MPs criticise 'wealth-hoarding' boomers stereotype*

**BBC, Feb 2025**

125.77m unique monthly visits

#### Storytellers

*'I was flying high in the corporate world – then I turned fifty'*

**Metro, May 2025**

6.94m unique monthly visits

*'Still got the moves! Forget bingo, knitting and daytime TV...'*

**Take a Break, Nov 2025**

248.5k weekly print circulation

#### Total mentions



**650 mentions**

of Age Without Limits in the media between January and December

#### New research

*Why do some bosses reckon it's not worth employing over-50s?*

**Daily Mail, Jan 2025**

36.11m unique monthly visits

*Going to Taylor Swift concert in your 50s 'embarrassing', says one in four*

**The Telegraph, Jan 2025**

20.98m unique monthly visits

*Workers consider getting Botox and plastic surgery to combat workplace ageism*

**The Independent, Oct 2025**

30.37m unique monthly visits



## Spotlight on: Rage against ageism

We brought reality TV star Diane Carson together with our campaign storytellers to smash household items at a London rage room.

Through the metaphor of smashing ageism - literally - the film aimed to raise public awareness of the harms of ageist stereotypes and assumptions.

The videos on Instagram and LinkedIn were viewed over 15,000 times, helping us to reach people not yet aware of

ageism and its harms - a vital step in motivating more people to join us in ending ageism.



*"I think that all TV should have older people involved. I was asked, did you apply for The Traitors as a sort of last shot as you get older? No!"*

- Diane Carson, star of season two of BBC's The Traitors UK  
(Pictured above)

## SUSTAINING THE FOCUS

# Our supporters

From sharing their experiences and insights on social media, to engaging with our newsletter, energising others and raising awareness, our supporters take our campaign to their homes, communities and workplaces and take action every day to challenge ageism.

## Storytellers

Stories have the power to change hearts and minds. Ageism thrives on silence, but sharing real experiences inspires action and drives change. Throughout 2025

people boldly shared their experiences of ageing and ageism, and we continued to feature more of our supporters' stories on our website, social media and in the media.

### Rose-Marie's story

After two years of being under increased scrutiny based on her age, Rose-Marie felt that she was manoeuvred out of her workplace - a job that she'd previously loved - simply for being older:

*“Once my team learnt I was the oldest employee there, I felt that I was put under extra scrutiny, as though I was no longer fit to do my job well.”*





## Bill's story

Despite having over 30 years of experience in the creative and media industries, Bill has found that finding new roles has got harder and harder, and a pattern has emerged which makes him think that ageism is the elephant in the room.

*“It makes you start to doubt yourself, but I know that my attitude is very positive and my skills are right up to date for the sector – I embrace new technology and innovation, it keeps your mind sharp. But that’s not the judgement that people make about you when they see that you are 60.”*



## Diane's story

Originally from London, Diane spent the majority of her forties and fifties living in Thailand. When she came back to the UK in 2019, she was shocked by how invisible she was made to feel.

*“That kind of ageism happens all the time, with people making those incredibly bold assumptions. If I ask a question, there’s an assumption that I’m asking because I don’t understand as opposed to it just being something I’m interested in finding out more about.”*



### Champions

In January 2025, we recruited a group of 18 campaign supporters to take on the role of campaign Champion. Each Champion was already connected with our work in some way, and all had a passion for challenging ageism.

Throughout the year, Champions did incredible work to challenge ageism in their networks and communities, and encouraged hundreds more people to get involved with the issue through having conversations and running events around key moments like Age Without Limits Day.

In numbers:

- **9** Age Without Limits Day community activities hosted
- **At least 350 members of the public** directly engaged around Age Without Limits Day
- **Hundreds** of campaign posters and postcards distributed in community locations around the country



“I distributed posters as far as I could and talked to people wherever possible.”

- Campaign Supporter

“In general people agreed ageism was prevalent and causing problems in employment, housing, healthcare and in intergenerational tolerance. People were supportive but it all seemed a bit of a revelation to them - something they'd not really thought about but agreed it was an issue when they did.”

- Sabe, Campaign Supporter

## IMPACT AND LEARNING

# Our year in numbers

### 'It's ageism' ad campaign



**31% of adults saw** saw at least one element of the campaign. **That's around 12 million people!\***



The words most associated with the campaign by recognisers in our target audience were 'informative' (48%), believable (42%) and thought-provoking (47%)\*



**87% of recognisers** said they had **taken action** as a result\*



**60% of recognisers** in our target audience felt positively about the campaign\*

### Age Without Limits Day



**Over 80 groups, individuals and communities** across the country took part in Age Without Limits Day, with 3,329 directly taking part in events



**13 MPs and Lords** took at least one action, including posting on social media and tabling Parliamentary Questions

\* Fifteen-minute online survey, nat rep 18+, England, April 2025.

Q. Which of the following have you seen before today? Base: All respondents - n=1005.

Q. Which of the following, if any, have you done as a result of seeing this campaign? Base: Campaign recogniser n=312.

Q. Which of the following words do you strongly associate with this activity? Base: Campaign recogniser n=312.

Q. How does this campaign make you feel? Where 0=negative and 10=positive Base: Campaign recogniser n=312.



## By the end of the year:



More people were **hearing lots** about ageism (+4 percentage points increase vs pre campaign\*)



More people agreed they are **looking forward to getting old** (+8 percentage points increase vs pre campaign\*)



More people were rating their **understanding of ageism as 'very good'** (+7 percentage points increase vs pre campaign\*)



Fewer people agreed they have **never really thought about ageism** (-4% vs pre campaign\*)



**18 Champions** taking on anti-ageism activities across the country\*\*



More people agreed that holding **negative views about ageing can be harmful** to myself and others (+4% vs pre campaign\*)



**18,521 people** in our growing **online audience**



**15,852 downloads** of our free, age-positive **image library** pictures of people aged 50+



**650 mentions** of Age Without Limits in the **media**



**564,157 page views** on our **website**

\* Ten-minute online survey, nat rep, 18+ England. Comparison being made between Wave 1 pre campaign December 2023 n= 1000 and Wave 12 December 2025 n = 1004.

Q: We are now going to show you some statements about ageing and older people. Please tell us to what extent you agree or disagree with each statement.  
Q: Please read carefully the definition below. How would you rate your understanding of the concept of ageism?

Q: We are now going to show you some statements about ageing and older people. Please tell us to what extent you agree or disagree with each statement.

Q: Using the scale, please indicate to what extent you have heard people talking about each topic recently. Where 1=heard nothing and 10=heard lots.

\*\* Volunteers upskilled to lead year round action to challenge ageism in their communities.

All other figures: January - December 2025.

## IMPACT AND LEARNING

# Learning for year three

Advertising has brought this issue to more people than ever before. More people are talking and thinking about ageism, and we are seeing seeds of change across the country.



Building on this momentum, in 2026 we aim to reach and engage even more people, deepening understanding and emotional resonance for lasting change. We know that there is more to do if we are to move people from awareness to motivation to act, but we have a strong platform in Age Without Limits and we intend to take this to as many people and organisations as we can in the final year of the campaign.

In our first two years, we worked with industries that drive how we all think and act about ageing, such as advertising and the media. As we enter year three, we'll deepen this collaboration with the advertising and creative sector and the media as industries that reach the whole population

and influence how older people are seen every day.

It is people that create change – and we've seen that people are ready to take on this issue. To support them, we will keep building our community with our newsletter and social media channels, we'll make Age Without Limits Day 2026 our biggest yet, and we'll ensure people have the resources and tools they need to challenge ageism.

In year three, we will demonstrate what creating change can look like and inspire people to act by showing that individual actions lead to societal change. The campaign will mobilise our supporters and advocates to help us achieve our vision of a society where everyone enjoys later life free from the impact of ageism.

# Acknowledgements

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Our campaign has authenticity because people are willing to share their stories with us, and more widely, as part of the campaign. We thank our storytellers, Champions and supporters for their huge contribution to the success of creating a society where we can all age without limits.

**Together, we can create a future where everyone can age without limits.**



To find out how you can challenge ageism in your own everyday life, community or workplace, please visit our website, sign up to our newsletter, or follow us on social media. If you would like learn more about the development of the campaign or get involved further, please email us at [information@agewithoutlimits.org](mailto:information@agewithoutlimits.org).





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