

# Ageism quiz for Age Without Limits Day

## 1 First of all, how would you describe ageism?

- A Just part of the natural process of growing older
- B Being treated negatively because of your age
- C A medical condition related to ageing

## 2 How many people, who've experienced ageism since turning 50, told us they'd faced the assumption that they couldn't do something because of their age?

- A Less than a quarter
- B More than a third
- C More than half

## 3 Where did people tell us they are most likely to experience ageism?

- A At work
- B As a consumer - for example in shops or buying products like insurance
- C When socialising

## 4 What do you think was the most common impact for people when being spoken to or treated negatively because of their age?

- A It stopped people thinking positively about their future
- B It made people feel not valued
- C It stopped people taking part in social activities

## 5 Of people over 50 who had experienced ageism, how many said they'd never or rarely challenge it?

- A Less than a quarter
- B More than a third
- C More than half

# Quiz answers

## Question 1

### B Ageism is being treated negatively because of your age

While it can affect us at any age, its harmful impact is often felt most strongly as we get older. Once we are over 50, we are more likely to experience negative treatment.

Ageism can be:

- Institutional – when it’s embedded in laws, rules, social norms, policies and practices of institutions
- Interpersonal – in the interactions between individuals
- Self-directed – when a person internalises ageism due to repeated exposure to it and modifies their behaviour as a result.

And in our most recent research\*, 20% of people told us that they had experienced all three of these types of ageism since turning 50. Understanding more about ageism – how it shows up and the impact it can have as we age – is the first step to ending it.

## Question 2

### C More than half

More than half of people over 50 have faced the assumption from others that they can’t do something because of their age. And this is just one of the negative experiences people have had since turning 50 – common experiences include not being listened to (39%), not having your skills and expertise valued (36%) and receiving negative comments on your clothing (26%).

Being surrounded by these assumptions has a real and negative impact on us, contributing to low self-confidence, and ultimately preventing us from living as we want to as we age.

## Question 3

### A At work

The area people experienced being spoken to or treated negatively by others most commonly is in employment (37%). Ageism was also

experienced by people as consumers (34%) and when socialising (24%). What our research shows is that it’s the building blocks that make up our lives that are affected – and that’s why the consequences of ageism are so serious for us all.

## Question 4

### B It made people feel not valued

All of these are experienced by people over 50 but the most common impact, experienced by 53% of people, was not feeling valued. People we spoke to said they had not taken part in social activities (34%), or sadly, ceased to set goals (19%) or think positively about their future (27%). Ultimately, this makes people feel unimportant (45%) or patronised (47%) leaving them with low self-confidence (41%). This shows why it’s so important that we all take action to challenge ageism today.

## Question 5

### C More than half

Right now, more than half said they would never (33%) or rarely (23%) challenge ageism. In fact, less than 1 in 10 people feel able to challenge ageism when they experience it (8%). And that’s understandable when ageism has become such an everyday part of life, but we can all change this, starting with questioning ageism.

\*This quiz was developed from the results of our **2024 Effects of Ageism research**, in which we asked over 1000 people who’ve experienced negative treatment since turning 50 exactly how that has impacted their lives: [agewithoutlimits.org/effects-ageism](https://agewithoutlimits.org/effects-ageism)

To learn more and find out what you can do to be part of creating a future where everyone can age without limits, visit our website: [agewithoutlimits.org](https://agewithoutlimits.org)