

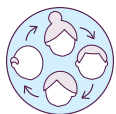
Perspectives on Ageing in Manitoba (MB)

Insights from the 2025 Ageing in Canada Survey

NOTE: All results reflect the experiences of those aged 50+.



Social Wellbeing



Social Network Strength

Among older adults in MB:

42% are at risk of social isolation (vs. 43% nationally).

- **61%** experience loneliness (vs. 57% nationally)
- **36%** have weak social networks (on par with national average)

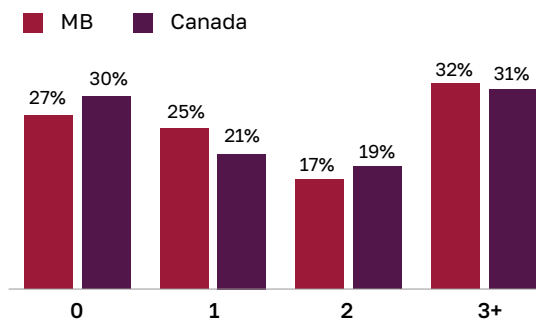


Experienced Ageism



73% of older adults in MB report experiencing at least one form of everyday ageism (vs. 70% nationally).

Older adults who experience 0, 1, 2, or 3+ forms of everyday ageism

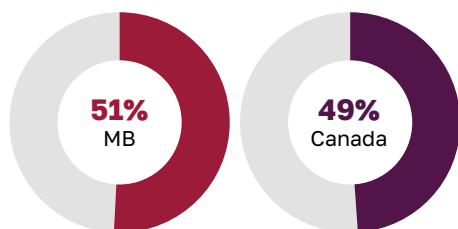


Social Engagement



34% participate in social activities at least once a week (vs. 33% nationally).

Participation in social activities as often as they want



What's holding older adults back? Barriers to social engagement in MB



36%
Lack of funds



33%
No companion



31%
Health condition



27%
Lack of energy



24%
Lack of transportation

How older adults in MB experience ageism in their day-to-day lives

Percentage who have experienced this form of ageism often or sometimes in the past 12 months

- 52%** I hear, see and/or read jokes about old age, ageing or older people.
- 31%** I hear, see and/or read things suggesting that older adults and ageing are unattractive or undesirable.
- 25%** People assume I have difficulty with cell phones and computers.
- 25%** People assume I do not do anything important or valuable.
- 24%** People assume I have difficulty remembering and/or understanding things.
- 23%** People insist on helping me with things I can do on my own.
- 21%** People assume I have difficulty hearing and/or seeing things.

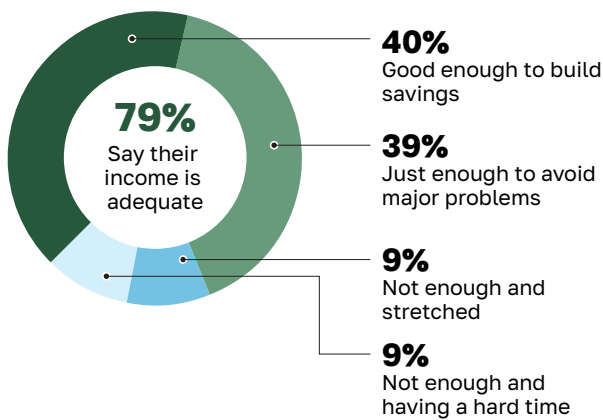
Financial Security

Income Adequacy



18% of older adults in MB report an inadequate income (vs. 22% nationally)

Income adequacy among older adults in MB



Material Deprivation



18% of older adults in MB are experiencing material deprivation (vs. 20% nationally)

Older adults with poverty-level standard of living



NATIONAL AVERAGE
20%

Manitoba
18%

Retirement Readiness



18% of older adults in MB have saved \$5,000 or less for retirement (vs. 22% nationally).

- **27%** of older adults in MB who are still working say they can afford to retire when they want (vs. 29% nationally).

Retirement readiness across Canada

Percentage who can afford to retire when they want



NATIONAL AVERAGE*
29%

British Columbia
27%

Alberta
30%

Saskatchewan
31%

Manitoba
27%

Atlantic Canada
26%

Quebec
33%

Ontario
28%

* Territorial responses are included in the national average but are not reported separately due to the small sample size.

Health & Independence

Access to Health Care

Among older adults in MB:

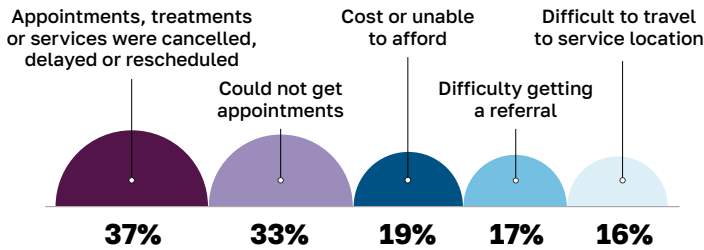


72% have a primary care provider who they see on an ongoing basis (vs. 68% nationally)

- **70%** can access the health care they need all or most of the time (on par with national average).

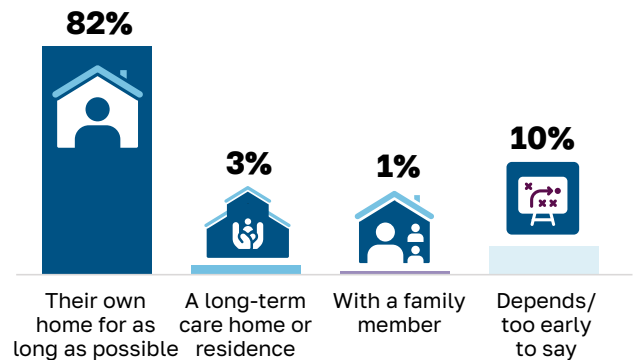
Top 5 barriers to health care access in MB

Experienced by those who struggled to get the care they needed



Ageing in the Right Place

Where older adults in MB want to live as they age



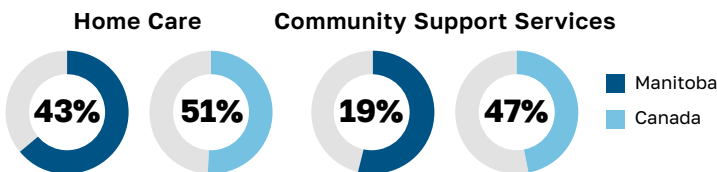
Among older adults in MB:

- Only **41%** feel their home is fully suitable for their needs as they age (vs. 49% nationally)
- **64%** have not taken any steps to prepare their current home for ageing in place (vs. 62% nationally).

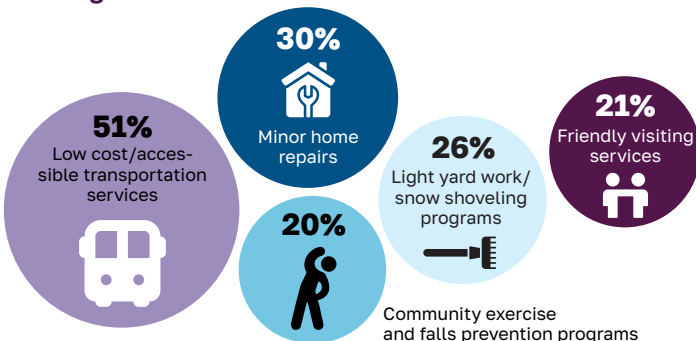
Access to Home and Community-based Care



Those who could access care when they needed it, among older adults in MB:

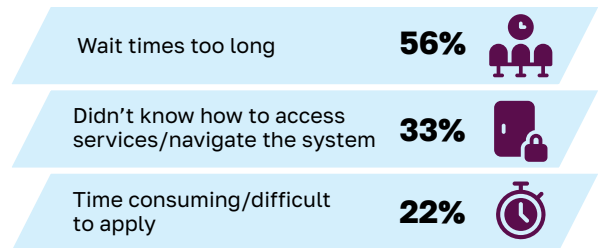


Community support services older adults in MB report needing the most

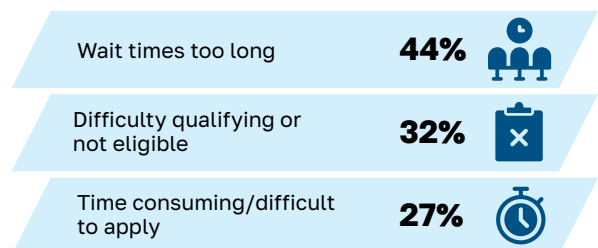


Top barriers to care in MB

Home Care Services



Community Support Services

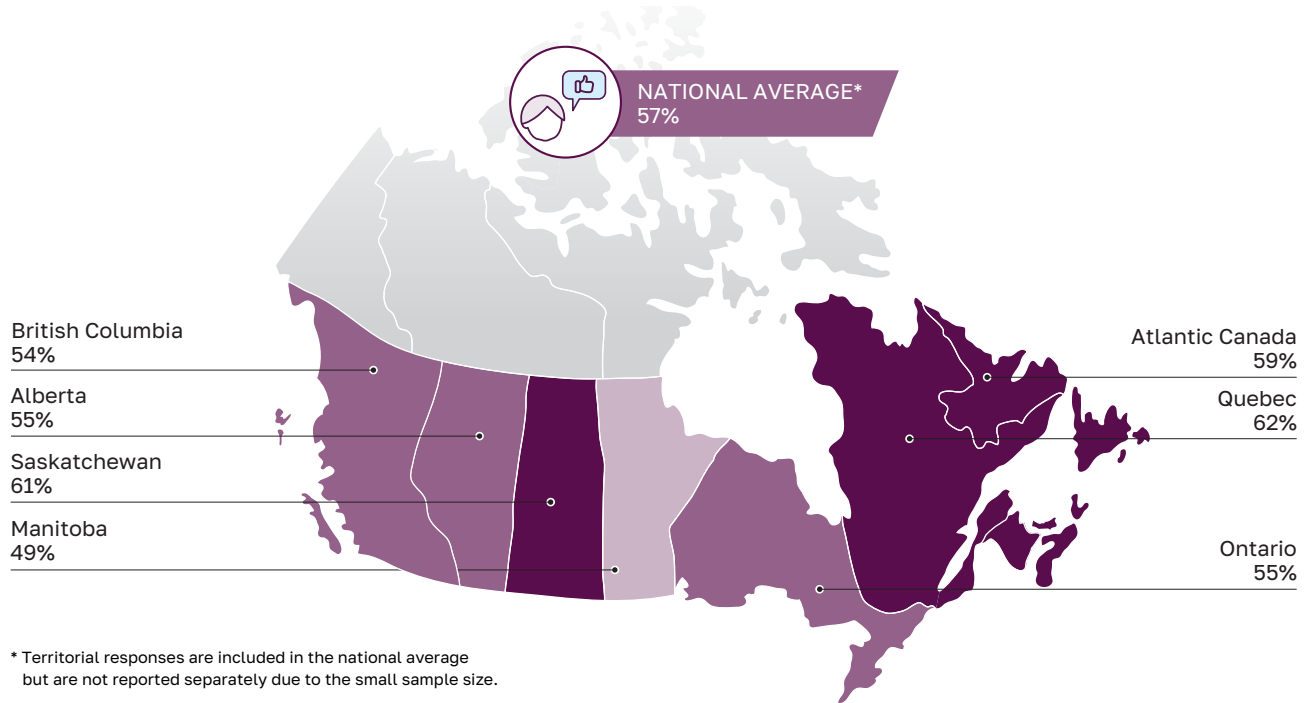


Perspectives on Ageing



49% of older adults in MB felt positively about ageing (vs. national average of 57%)

Positive feelings about ageing among older adults



To learn more about the NIA, visit our website at www.NIAgeing.ca and follow us on **X**, **LinkedIn**, and **Facebook**.



Scan here to download the full *2025 Ageing in Canada Survey Report*

The 2025 Ageing in Canada Survey was generously supported by Manulife and Waltons Trust

