

Canadians Perceive Workplace Discrimination



Whether an employer *actually* discriminates based on age is only one factor that influences discrimination claims and employer image. The perception of discrimination also has significant implications.

Perception can lead to lawsuits, negatively impact employer brand, and cause a company to miss out on qualified job candidates.

When it comes to age discrimination in the workplace, the overall perception among Canadians isn't good. An overwhelming majority of Canadians, 74 percent, thinks the workplace discriminates against older workers who are looking for jobs, according to a survey conducted by Ipsos Reid.



The results of this survey should serve as a wake-up call for organizations. It's time to review your hiring and recruiting processes, corporate careers site, and employer branding efforts. While you're at it, why not take a look at your workforce demographics?