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FOR IMMEDIATE RELEASE

More than 5% of older workers consider cosmetic surgery to get a job

But age discrimination has decreased considerably, according to new Retired Worker survey

Toronto, ON (November 14, 2006) - Retired Worker (www.retiredworker.ca), the first employment website created for retired people who want to work on a part-time or temporary basis, has just released the results of their annual comprehensive survey of older workers.

"The results are quite startling," says Sarah Welstead, Managing Director and co-founder of Retired Worker. "In the past 3 years we've seen real, positive change in the willingness of employers to consider older workers, but clearly there's still a long way to go in the fight against age discrimination – or at least the appearance of it."

Respondents were asked whether they had changed their appearance – including dieting, new hairstyles, new clothes, and considering cosmetic surgery – as part of their job search. 17% said that they changed their appearance specifically to appear more 'youthful' to potential employers.

"There is good news," says Welstead. "In our 2005 survey, 64% of respondents said that they believed they'd been turned down for a job because employers thought they were too old. This year, only 33% of respondents said they'd been denied a job based on their age. This is a fantastic change – and probably reflects society's changing view of the 50+ group. They're no longer gray-haired senior citizens, but cool baby-boomers."

As in the 2005 survey, respondents think that retail stores like Wal-Mart, Zellers and Home Depot are most receptive to hiring older workers, while banks, hospitality and other companies in which employees are actively dealing with the public are identified as unreceptive.

"Respondents said that 45% of companies are doing a poor or very bad job reaching the 50+ demographic," remarks Welstead. "More than 54% of respondents say they pay a premium for brand-name products and services. Given that more than 65% of the disposable income in Canada is held by people aged 50+, alienating this group simply doesn't make good business sense."

And companies are going to find that they *need* to hire older workers: According to Statistics Canada, by 2011 there will be more people retiring out of the workforce than younger workers entering it, and older workers will be needed to fill the gap.

Other survey statistics:

- More than 82% have tried a new brand of product/service within the past year
- 62% spend more than 10 hours per week using their computer
- 98% own their own computer
- 59% are actively looking for work

Survey details

- Survey was conducted online by Retired Worker between Oct 1 and Oct 31, 2006
- There were 1077 participants
- Respondents were 59% male, 41% female
- 72% of respondents were aged 50-64 years old

About Retired Worker:

Retired Worker is the first employment website in North America for retired people who want to work on a part-time, temporary or casual basis. Launched in Toronto in October 2003, Retired Worker now has 22,000+ registered job-seekers across Canada. For more information, visit www.retiredworker.ca.

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