

# THE WATER COOLER

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## Young suffer ageism

When you think of age discrimination at the office, does the 22-year-old fresh out of college come to mind?

According to a new survey, younger workers experience age discrimination more frequently than their older colleagues. More than 35 percent of 18- to 34-year-olds reported age discrimination in the workplace, compared with only 24 percent of employees ages 35 and older.

“Ageism isn’t about old people, it’s about all people,” said Laurel Kennedy, president of Age Lessons, the consulting firm that conducted the survey. “To avoid a ‘war of the ages’ in the workplace, companies need to address generational diversity across the age spectrum.”

Men were more likely than women to report age discrimination at work, with 30 percent reporting a personal experience with ageism, compared with 23 percent of women.

The survey was conducted online among more than 1,000 employed U.S. adults and was supplemented by an additional 71 follow-up interviews with management personnel at U.S. corporations.