Home Care Ontario Study
July 2020
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This study was conducted on July 24th and 25th, 2020, among a sample of 1,003 respondents who are residents of Ontario (55 years of age or older) and part of Maru/Blue’s research panel. The study was conducted through online surveys. A probabilistic sample of a similar size would have a margin of error of plus or minus 3.1%, 19 times out of 20.

Where and how is the study conducted?

The study included respondents from an online panel of Ontarians, 55 years of age or older. The sample is weighted to regional, age and gender demographics, as per Statistics Canada.

Stats Testing:

- [ ] Significantly higher than Ontario
- [x] Significantly lower than Ontario
Plans for retirement - Age and Gender

- I am already fully retired
- I am semi-retired but still working (working part-time or business owner)
- I am still working but plan to retire in 6 years or less
- I am still working but plan to retire between 7 and 12 years from now
- I don’t plan to retire

Ontario

- I am already fully retired: 65%
- I am semi-retired but still working: 12%
- I am still working but plan to retire in 6 years or less: 11%
- I am still working but plan to retire between 7 and 12 years from now: 8%
- I don’t plan to retire: 5%

Males 55 - 64

- I am already fully retired: 37%
- I am semi-retired but still working: 17%
- I am still working but plan to retire in 6 years or less: 21%
- I am still working but plan to retire between 7 and 12 years from now: 16%
- I don’t plan to retire: 9%

Males 65+

- I am already fully retired: 82%
- I am semi-retired but still working: 12%
- I am still working but plan to retire in 6 years or less: 6%
- I am still working but plan to retire between 7 and 12 years from now: 1%
- I don’t plan to retire: 0%

Females 55 - 64

- I am already fully retired: 48%
- I am semi-retired but still working: 12%
- I am still working but plan to retire in 6 years or less: 17%
- I am still working but plan to retire between 7 and 12 years from now: 16%
- I don’t plan to retire: 8%

Females 65+

- I am already fully retired: 83%
- I am semi-retired but still working: 9%
- I am still working but plan to retire in 6 years or less: 5%
- I am still working but plan to retire between 7 and 12 years from now: 1%
- I don’t plan to retire: 2%

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What best describes your present situation and your plans for retirement? n = 1003
Concerned about contracting COVID-19/Coronavirus - Age and Gender

How concerned are you about contracting COVID-19/Coronavirus? n = 1003

- Ontario:
  - Very concerned: 46%
  - Somewhat concerned: 29%
  - Not that concerned: 19%
  - Not at all concerned: 6%
  - Don't know/Unsure: 0%

- Males 55 - 64:
  - Very concerned: 41%
  - Somewhat concerned: 27%
  - Not that concerned: 22%
  - Not at all concerned: 6%
  - Don't know/Unsure: 0%

- Males 65+:
  - Very concerned: 49%
  - Somewhat concerned: 28%
  - Not that concerned: 17%
  - Not at all concerned: 6%
  - Don't know/Unsure: 0%

- Females 55 - 64:
  - Very concerned: 46%
  - Somewhat concerned: 28%
  - Not that concerned: 21%
  - Not at all concerned: 5%
  - Don't know/Unsure: 0%

- Females 65+:
  - Very concerned: 45%
  - Somewhat concerned: 33%
  - Not that concerned: 18%
  - Not at all concerned: 4%
  - Don't know/Unsure: 0%
Feelings around effectiveness of lockdown measures - Age and Gender

- The rules have been effective but the rules should remain in place until the end of August
- The rules have been effective but now it is time to relax the rules and get people back to work
- The rules were not effective enough and more restrictions and more enforcement of the restrictions must be put into place and stay in place until the end of the August, at least
- The restrictions and the rules were not effective and much of it was unnecessary and over the top and we must get back to normal as soon as possible
- Don't know/Unsure

When you think about the last 15 weeks, the social distancing rules put into place, the shutdown of all non-essential businesses, the closure of schools and all the other measures implemented by your Provincial Government, how do you feel about the outcome at this time? n = 1003
Future housing plans - Age and Gender

Q6 - When you think about where you actually will live in your later years of age, which of the following best describes your future housing plans? n = 1003

- You plan to stay in your own home or apartment as long as possible
- You plan to move into a retirement residence or you are already living in a retirement residence
- You plan to move in with a family member
- You plan to move into a long-term care facility or you are already living in a long-term care facility
- Don’t know/Unsure

Ontario

- 91%
- 90%
- 95%
- 89%
- 91%

Males 55 - 64

- 91%
- 90%
- 95%
- 89%
- 91%

Males 65+

- 2% 0% 0% 8% 2%

Females 55 - 64

- 89%
- 9%
- 3% 0% 0% 4%

Females 65+

- 89%
- 9%
- 3% 2% 0% 4%

Significantly higher than Ontario
Significantly lower than Ontario
Prefer to stay at home vs long-term care facility - Age and Gender

- **Ontario**
  - I would prefer to stay at home: 93%
  - I would prefer to move into a long-term care facility: 4%
  - Don't know/Unsure: 3%

- **Males 55 - 64**
  - I would prefer to stay at home: 91%
  - I would prefer to move into a long-term care facility: 4%
  - Don't know/Unsure: 5%

- **Males 65+**
  - I would prefer to stay at home: 95%
  - I would prefer to move into a long-term care facility: 2%
  - Don't know/Unsure: 3%

- **Females 55 - 64**
  - I would prefer to stay at home: 92%
  - I would prefer to move into a long-term care facility: 2%
  - Don't know/Unsure: 6%

- **Females 65+**
  - I would prefer to stay at home: 94%
  - I would prefer to move into a long-term care facility: 3%
  - Don't know/Unsure: 3%

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If you were destined to move into a long-term care facility but additional support could be provided to keep you at home or living with a family member, would you still prefer to move into a long-term care facility? n = 1003
Safest environment during a pandemic - Age and Gender

- **Ontario**
  - In your own home with the support of home care: 95%
  - In a retirement home: 1%
  - In a long-term care facility: 4%
  - Don’t know/Unsure: 1%

- **Males 55 - 64**
  - In your own home with the support of home care: 94%
  - In a retirement home: 1%
  - In a long-term care facility: 2%
  - Don’t know/Unsure: 3%

- **Males 65+**
  - In your own home with the support of home care: 96%
  - In a retirement home: 0%
  - In a long-term care facility: 4%
  - Don’t know/Unsure: 1%

- **Females 55 - 64**
  - In your own home with the support of home care: 92%
  - In a retirement home: 1%
  - In a long-term care facility: 0%
  - Don’t know/Unsure: 7%

- **Females 65+**
  - In your own home with the support of home care: 96%
  - In a retirement home: 2%
  - In a long-term care facility: 0%
  - Don’t know/Unsure: 2%

When you consider everything you have recently heard, read and come to believe about COVID-19 and Coronavirus, which do you think is the safest environment for you to live in during a pandemic? n = 1003
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Priorities for government spending - Ranking

In your view, which should take top priority? Please select two options. Select your first choice with a number “1” and your second choice with a number “2”. You must choose 2 options below: n = 1003
Do you believe that professional caregivers such as Personal Support Workers (PSW’s) should be paid at the same rates regardless of whether they work in home care, long-term care, or in hospitals? n = 1003

- **Ontario**: 69% Yes, they should be paid the same rates
  - 20% No, they should be paid differently based on their workplace setting
  - 11% Don’t know

- **Males 55 - 64**: 63% Yes, they should be paid the same rates
  - 24% No, they should be paid differently based on their workplace setting
  - 14% Don’t know

- **Males 65+**: 69% Yes, they should be paid the same rates
  - 21% No, they should be paid differently based on their workplace setting
  - 10% Don’t know

- **Females 55 - 64**: 69% Yes, they should be paid the same rates
  - 19% No, they should be paid differently based on their workplace setting
  - 12% Don’t know

- **Females 65+**: 74% Yes, they should be paid the same rates
  - 17% No, they should be paid differently based on their workplace setting
  - 9% Don’t know
Government role in education of purchasing home care services - Age and Gender

It is estimated that over 150,000 families purchase additional home care services every year. Do you believe there is a role for the Ontario government to educate people about what to look for when purchasing this type of support? n = 1003

- Yes, the government has a role to play to ensure people make informed, safe decisions.
- No, people should be responsible for who they decide to be their caregiver.
- Don’t know/Unsure

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Significantly higher than Ontario
Significantly lower than Ontario

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Importance of providing home care workers with PPE - Age and Gender

How important is it for the government to provide home care workers with personal protective equipment during times of pandemic to assist with infection control measures? n = 1003

- Very important
- Somewhat important
- Somewhat unimportant
- Not at all important
- Don't know/Unsure

Ontario: 84%
Males 55 - 64: 75%
Males 65+: 84%
Females 55 - 64: 81%
Females 65+: 92%

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Do you believe the government should financially support seniors and families who purchase additional home care services from reputable organizations through something like a new tax credit or other relief measure? n = 1003
How would you rate the Ontario government’s overall performance over the COVID-19 pandemic period? n = 1003