

Home Care Ontario Study

July 2020

CAMPAIGN
RESEARCH




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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:

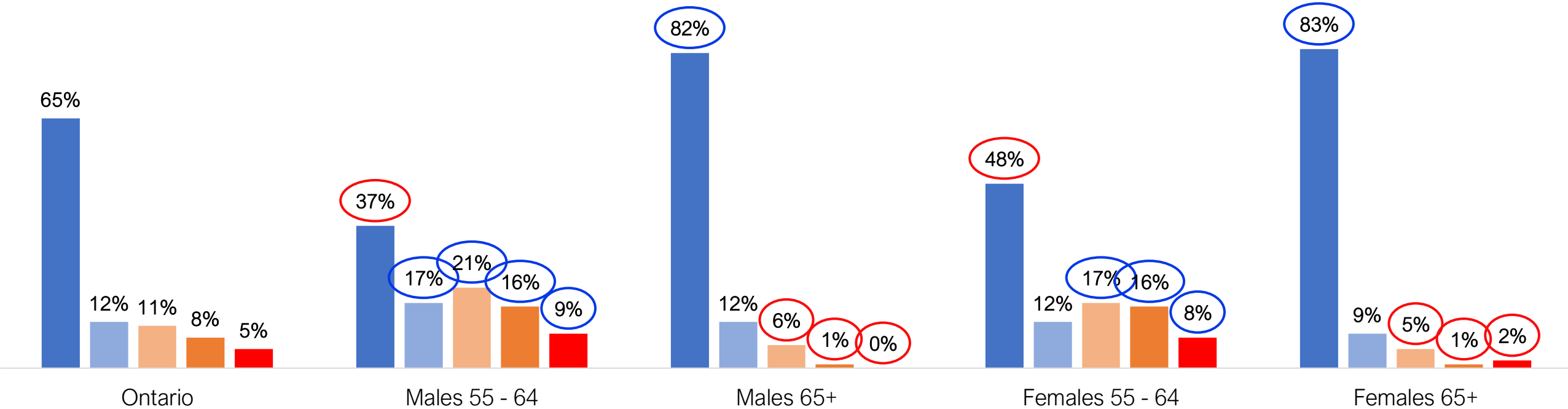
 Significantly higher than Ontario

 Significantly lower than Ontario



Plans for retirement - Age and Gender

○ Significantly higher than Ontario
○ Significantly lower than Ontario



■ 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

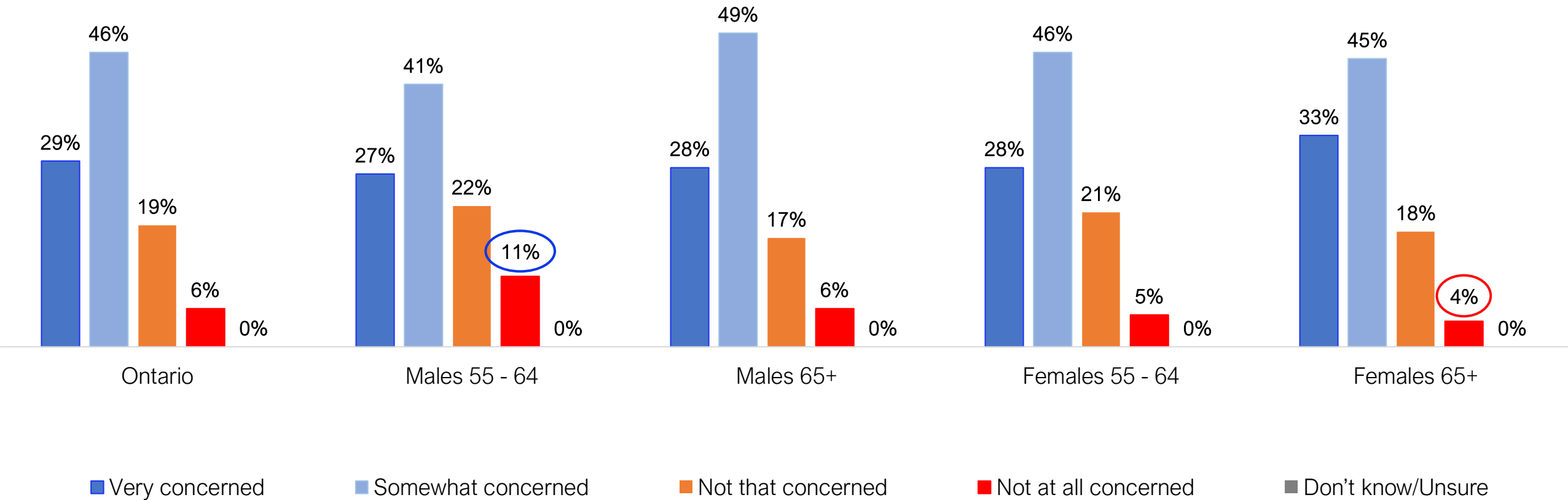
■ I am still working but plan to retire between 7 and 12 years from now

■ I don't plan to retire



Concerned about contracting COVID-19/Coronavirus - Age and Gender

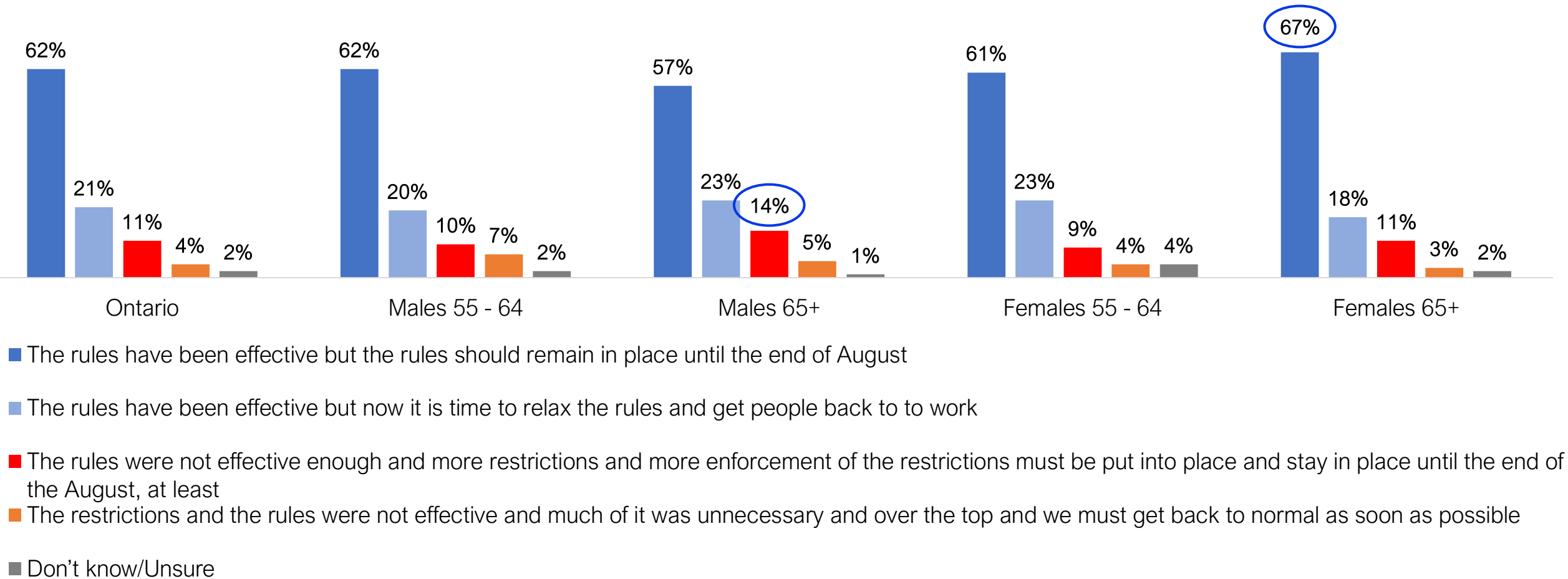
○ Significantly higher than Ontario
○ Significantly lower than Ontario





Feelings around effectiveness of lockdown measures - Age and Gender

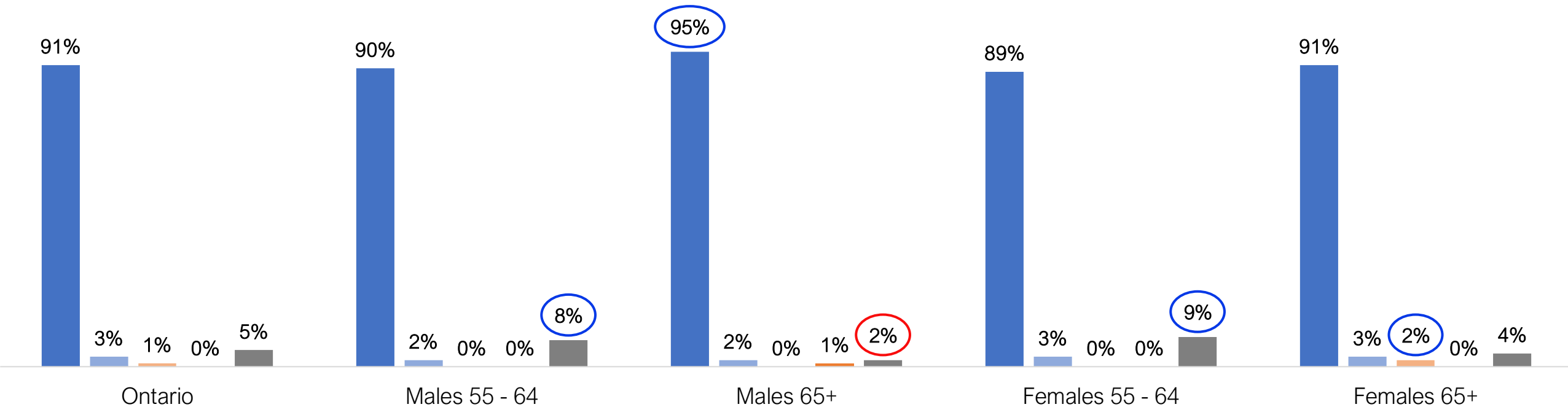
○ Significantly higher than Ontario
○ Significantly lower than Ontario





Future housing plans - Age and Gender

○ Significantly higher than Ontario
○ Significantly lower than Ontario

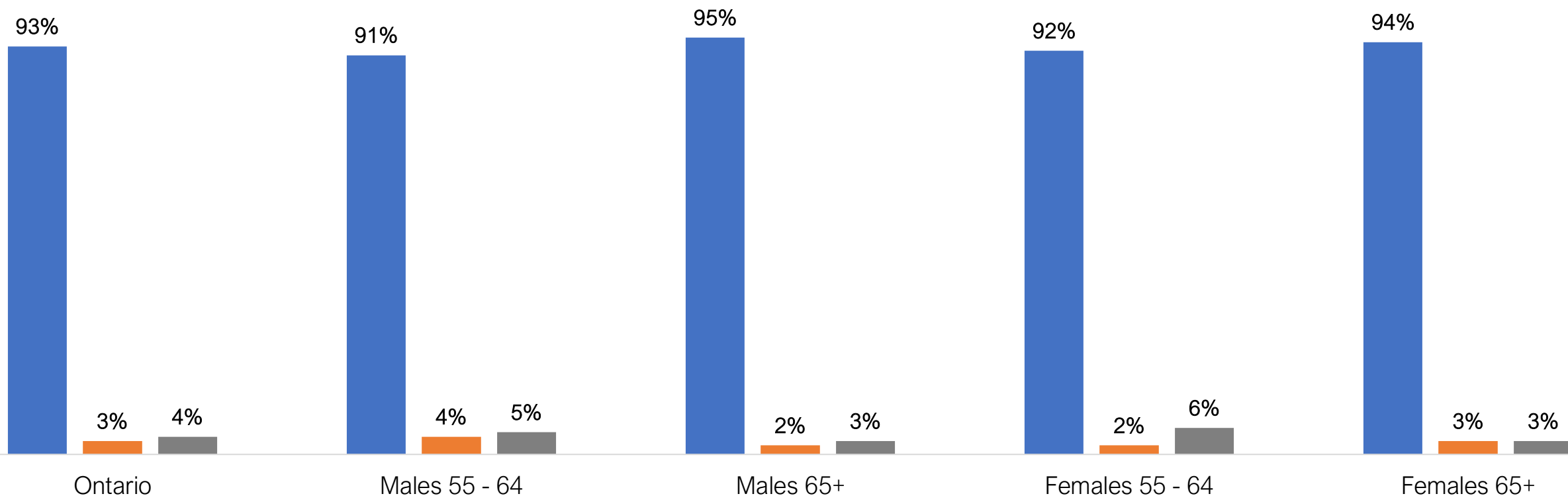


- You plan to stay in your own home or apartment as long as possible
- You plan to move into a retirement residence or you are already living in a retirement residence
- You plan to move in with a family member
- You plan to move into a long-term care facility or you are already living in a long-term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



Prefer to stay at home vs long-term care facility - Age and Gender

○ Significantly higher than Ontario
○ Significantly lower than Ontario





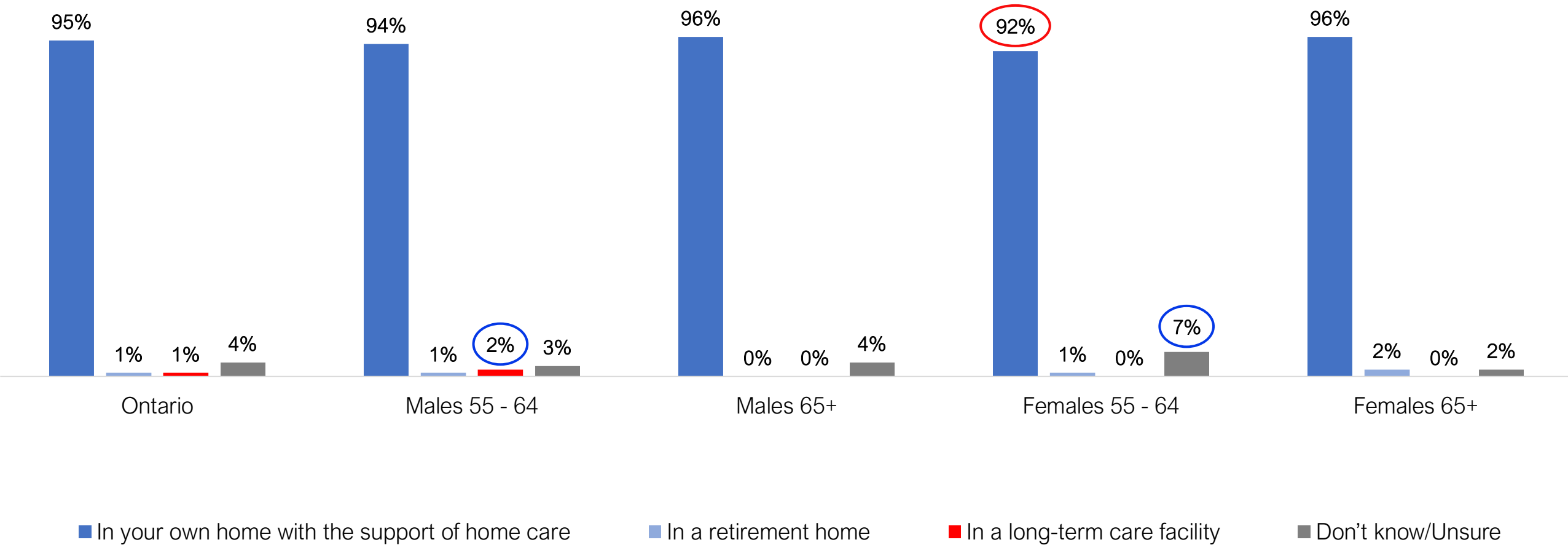
■ I would prefer to stay at home if additional supports were available to me ■ I would prefer to move into a long-term care facility ■ Don't know/Unsure





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

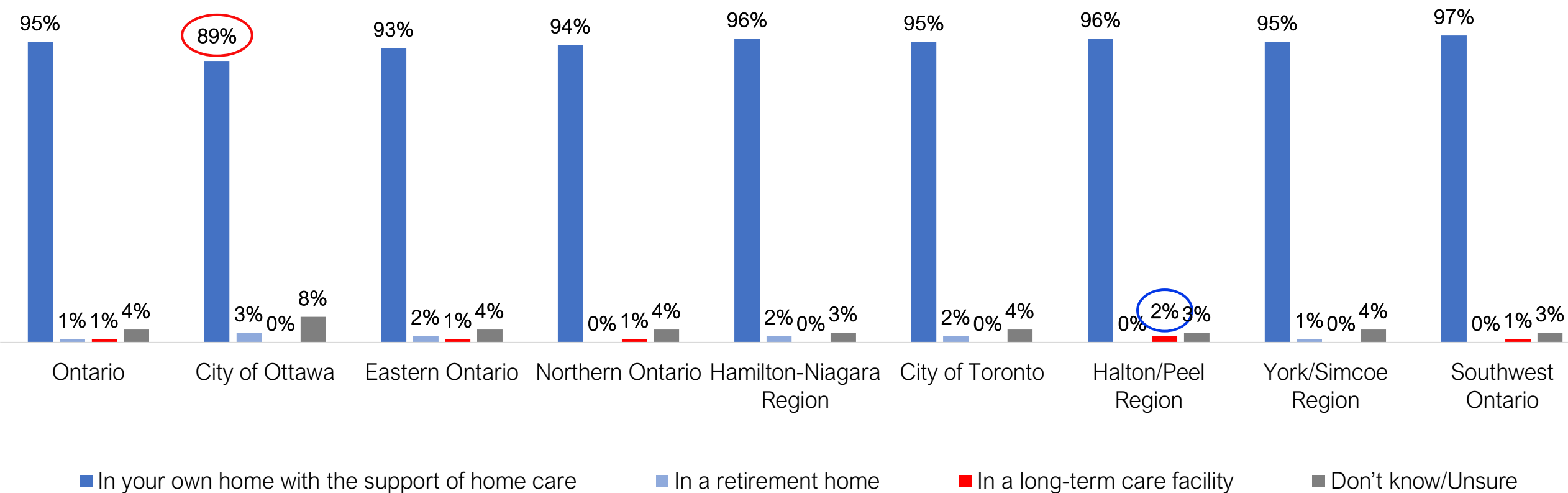
Safest environment during a pandemic - Age and Gender

 Significantly higher than Ontario
 Significantly lower than Ontario

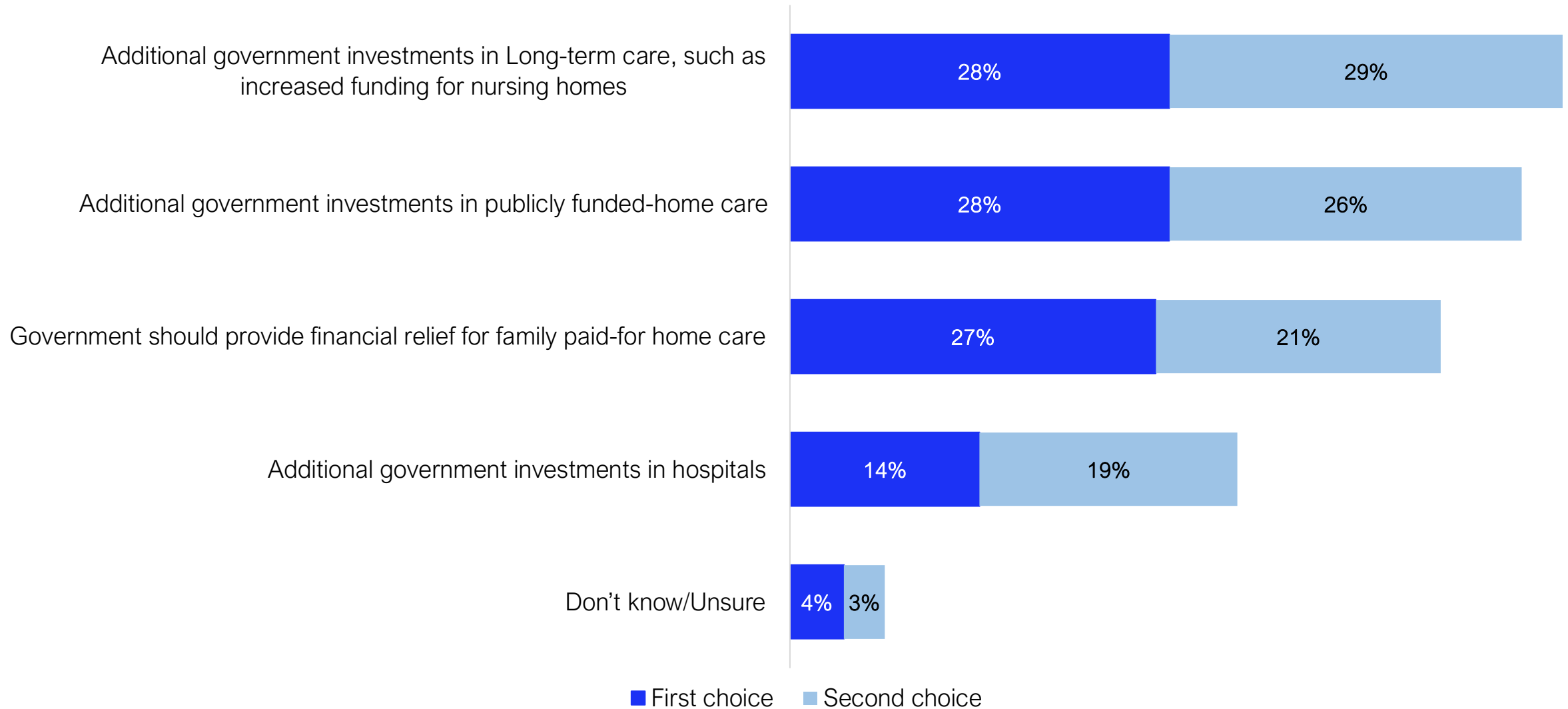


Safest environment during a pandemic - Regions of Ontario



 Significantly higher than Ontario
 Significantly lower than Ontario

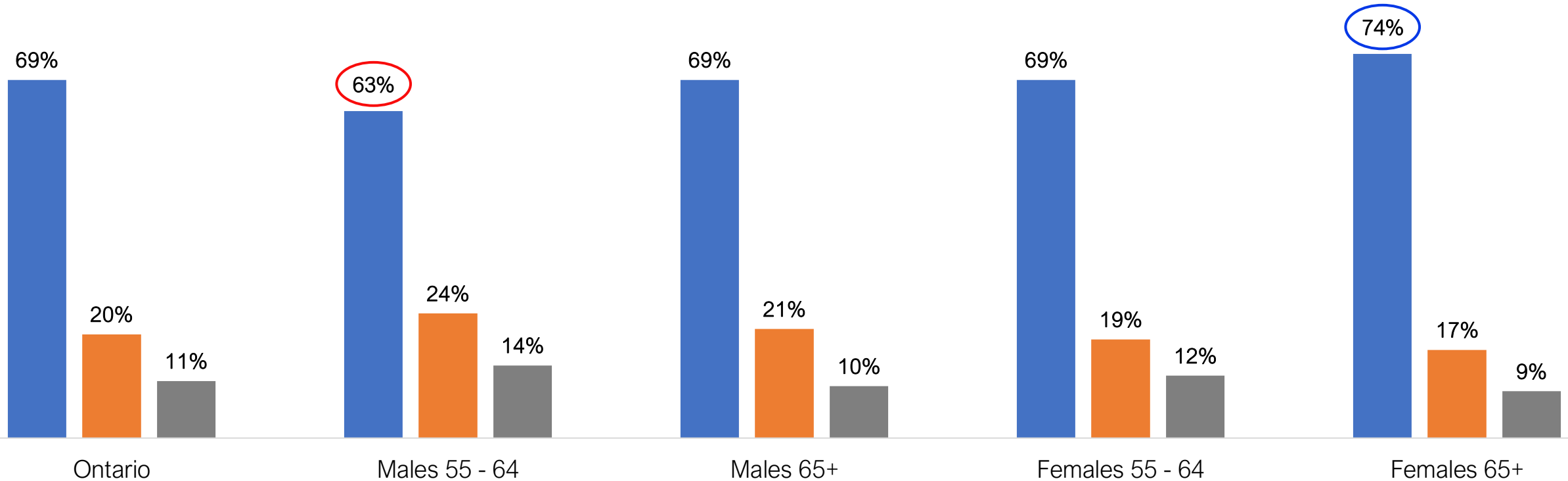


Priorities for government spending - Ranking



Pay rates for Personal Support Workers - Age and Gender

 Significantly higher than Ontario
 Significantly lower than Ontario



■ Yes, they should be paid the same rates

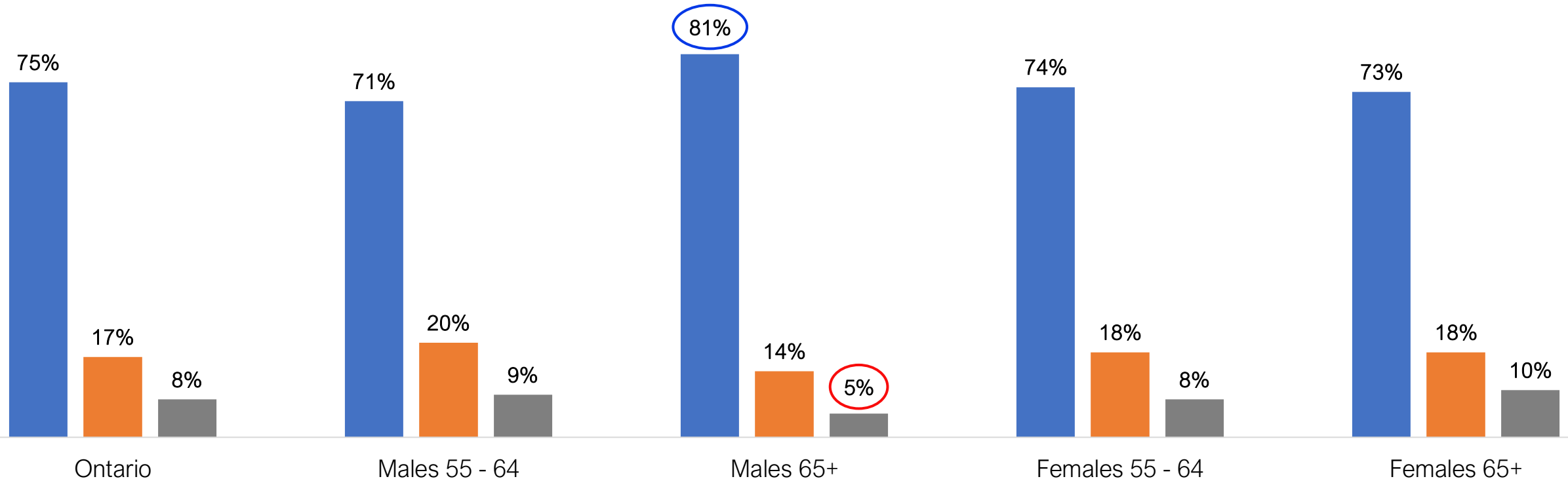
■ No, they should be paid differently based on their workplace setting

■ Don't know



Government role in education of purchasing home care services - Age and Gender

○ Significantly higher than Ontario
○ Significantly lower than Ontario

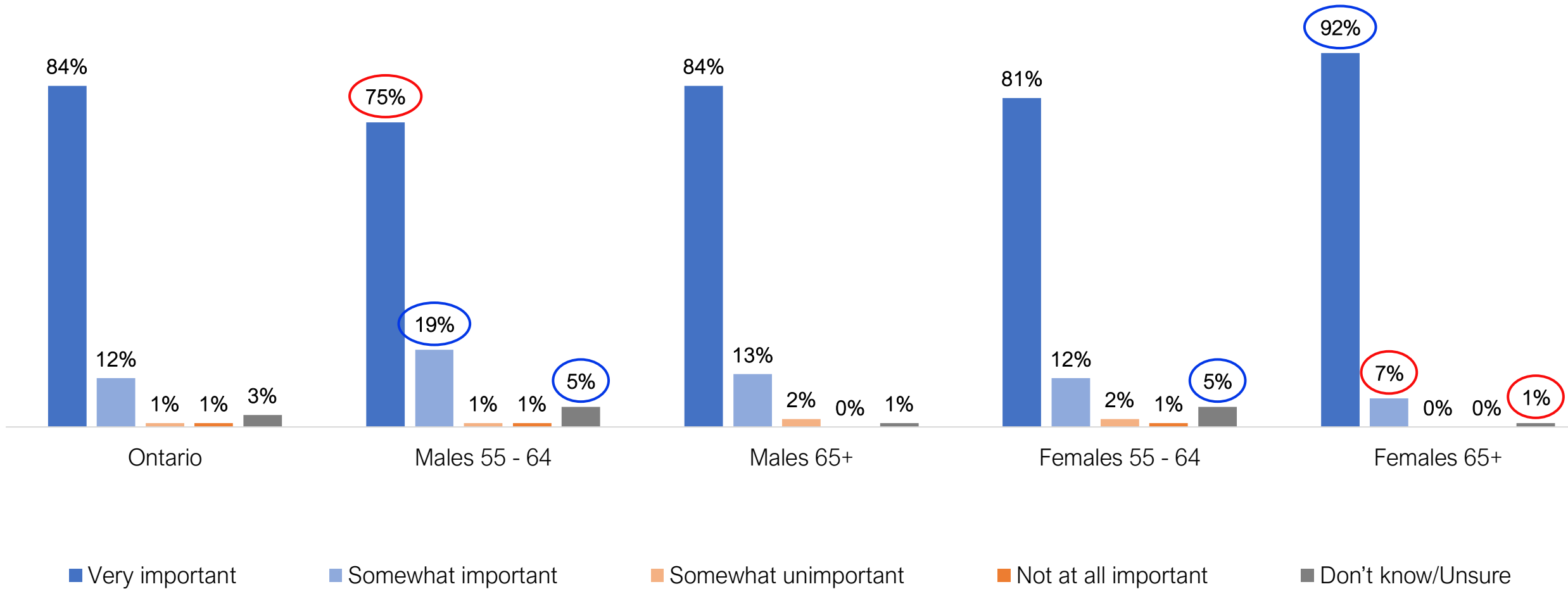


- Yes, the government has a role to play to ensure people make informed, safe decisions.
- No, people should be responsible for who they decide to be their caregiver.
- Don't know/Unsure





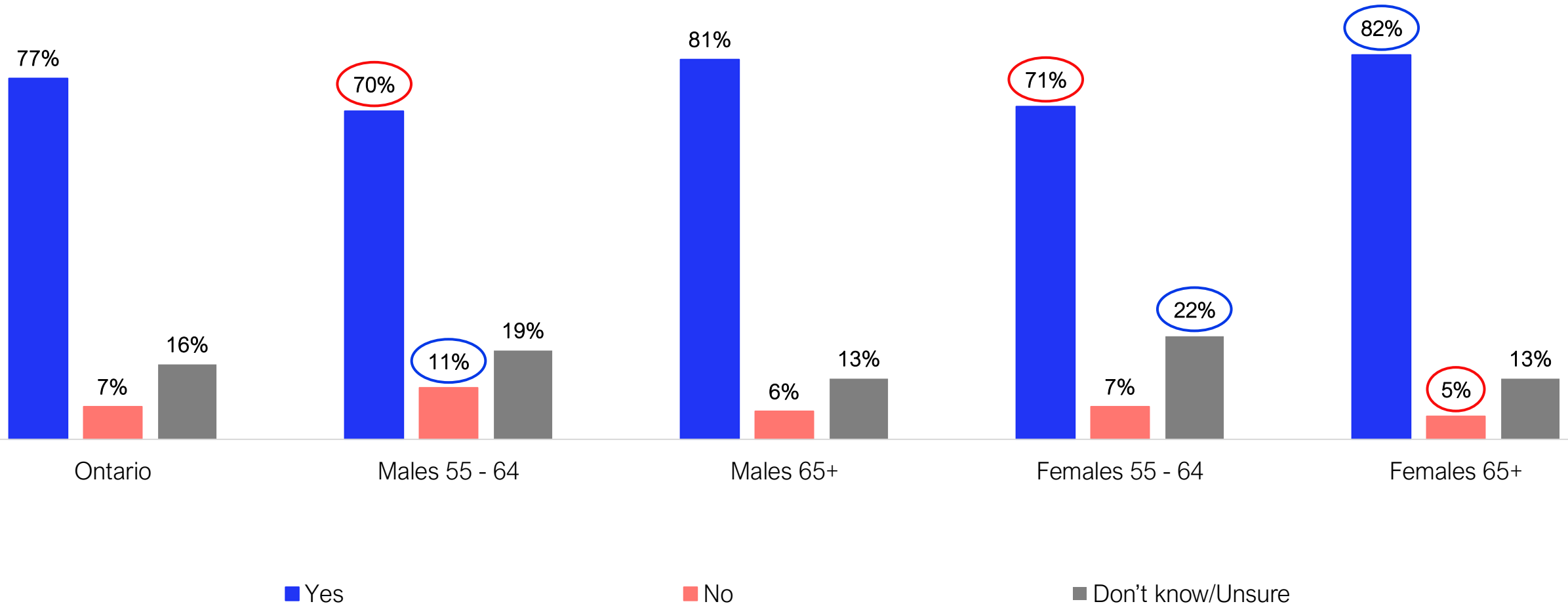
Importance of providing home care workers with PPE - Age and Gender

- Significantly higher than Ontario
- Significantly lower than Ontario



Government support for home care services - Age and Gender

 Significantly higher than Ontario
 Significantly lower than Ontario





Ontario government's performance around COVID-19 pandemic - Age and Gender

○ Significantly higher than Ontario
○ Significantly lower than Ontario

