

Home Care Ontario Study

July 2020

MARKET 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?

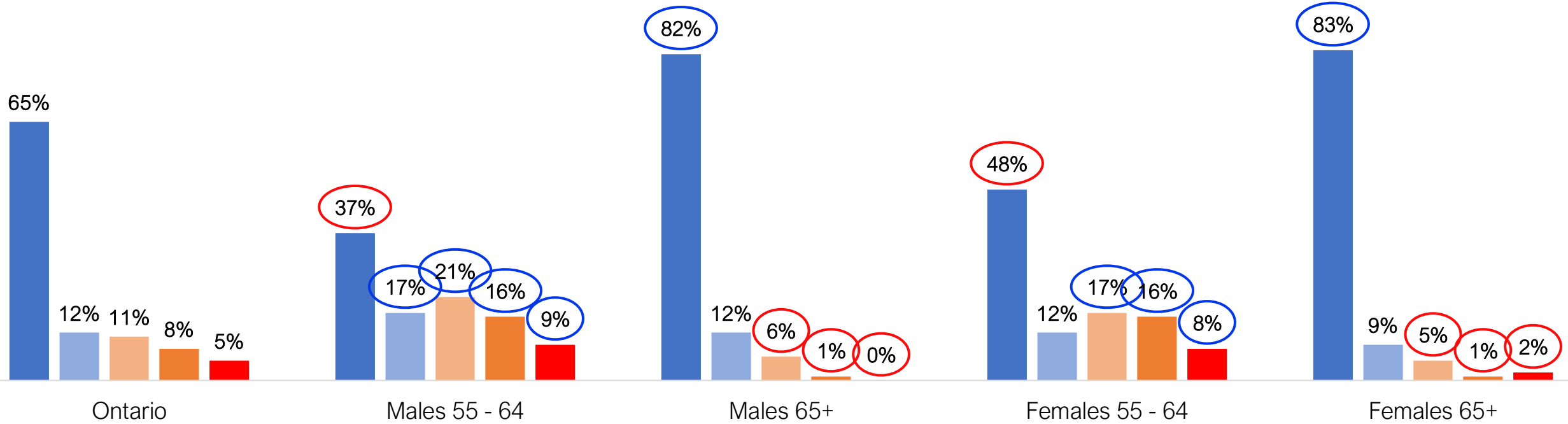
The study included respondents from an online panel of Ontarians, 55 years of age or older. The sample is weighted to regional, age and gender demographics, as per Statistics Canada.

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)

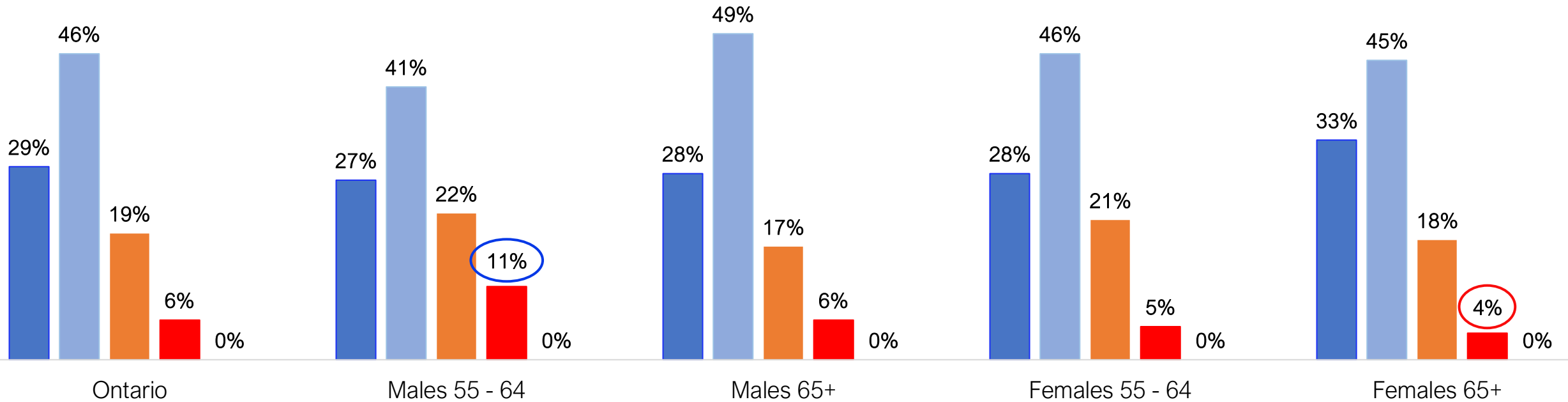
■ I am still working but plan to retire in 6 years or less

■ 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



■ Very concerned

■ Somewhat concerned

■ Not that concerned

■ Not at all concerned

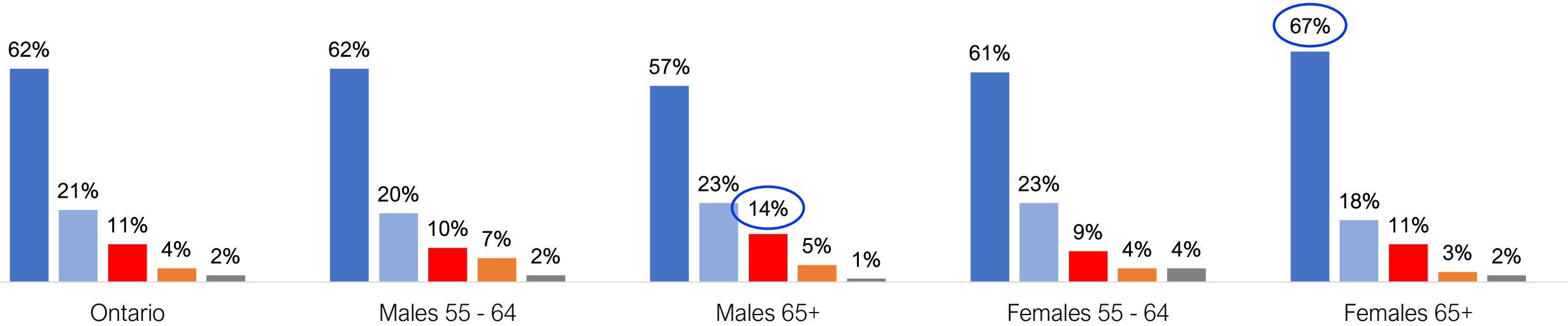
■ Don't know/Unsure



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

Feelings around effectiveness of lockdown measures - Age and Gender

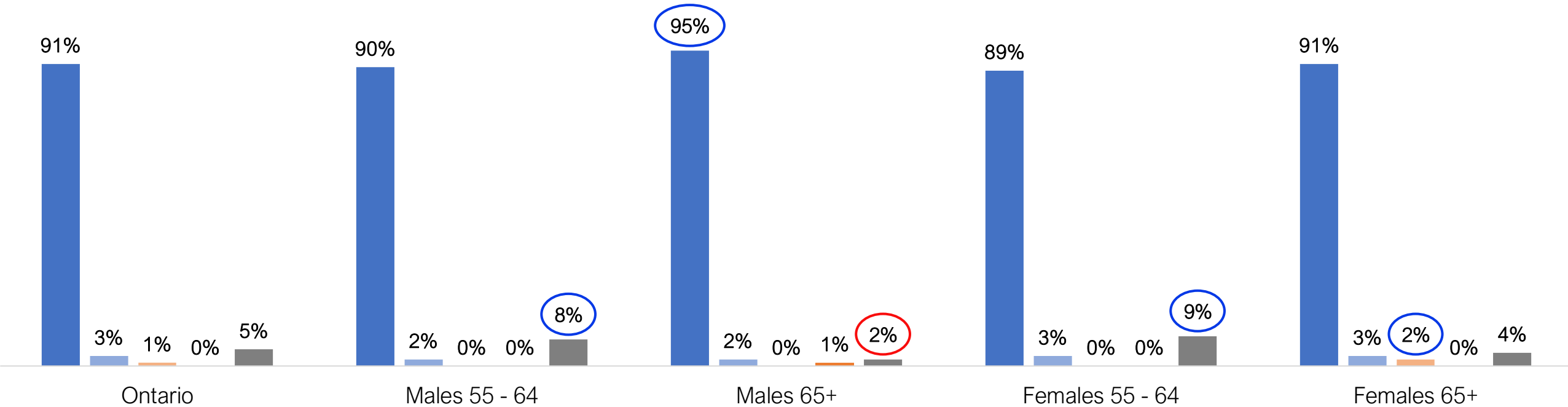
○ Significantly higher than Ontario
○ Significantly lower than Ontario



- 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 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

Future housing plans - Age and Gender

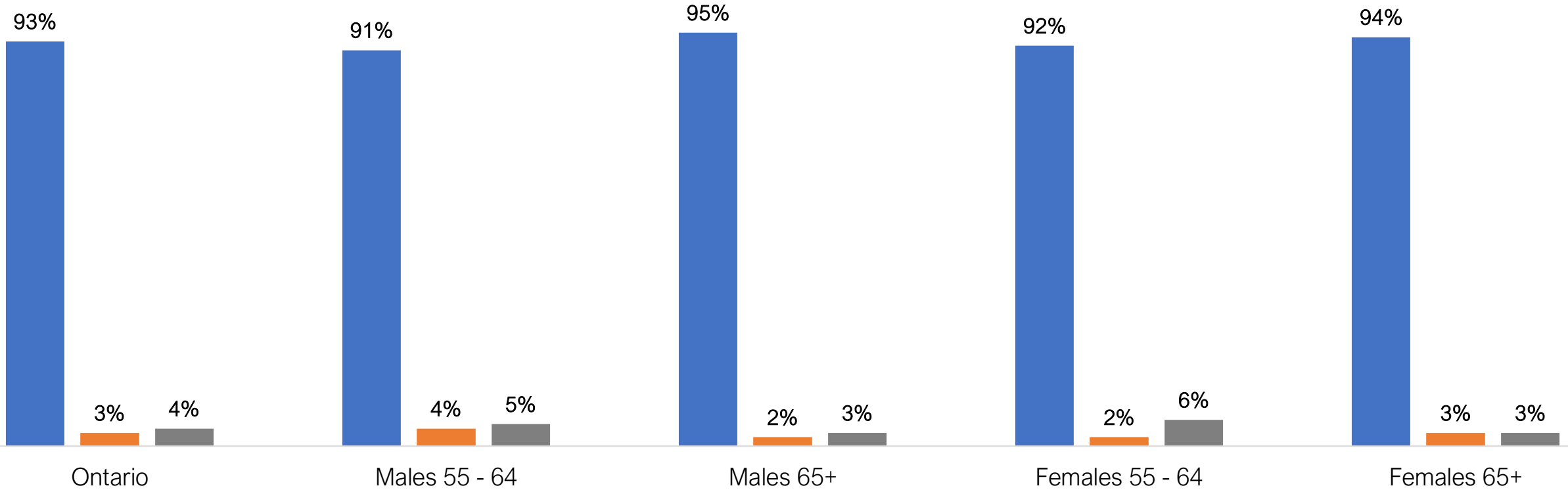
○ Significantly higher than Ontario
○ Significantly lower than Ontario



- 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



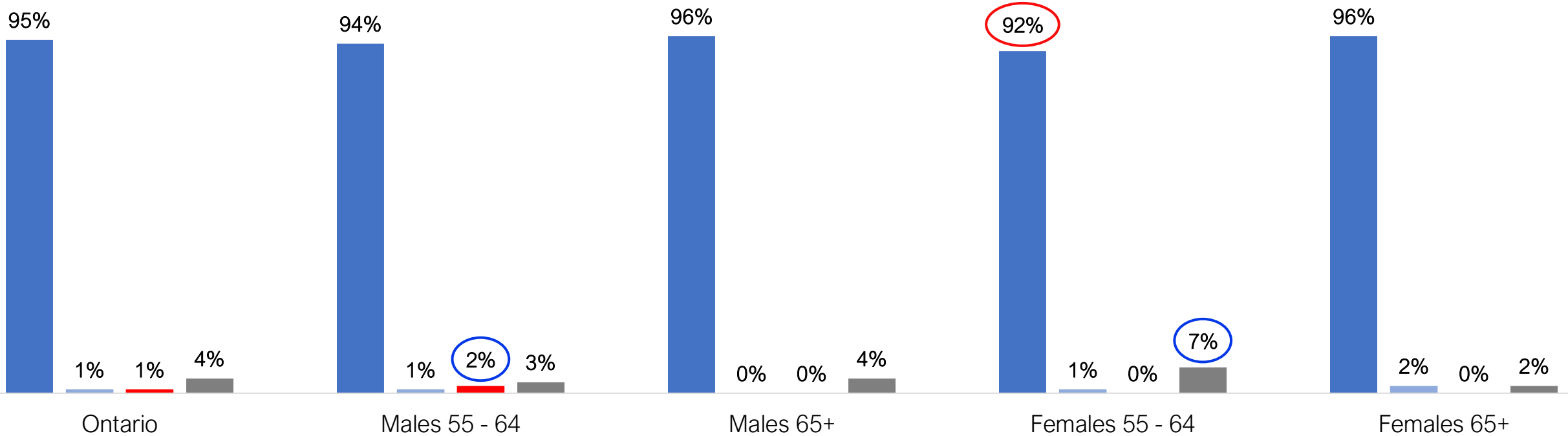
■ I would prefer to stay at home if additional supports were available to me ■ I would prefer to move into a long-term care facility ■ Don't know/Unsure



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



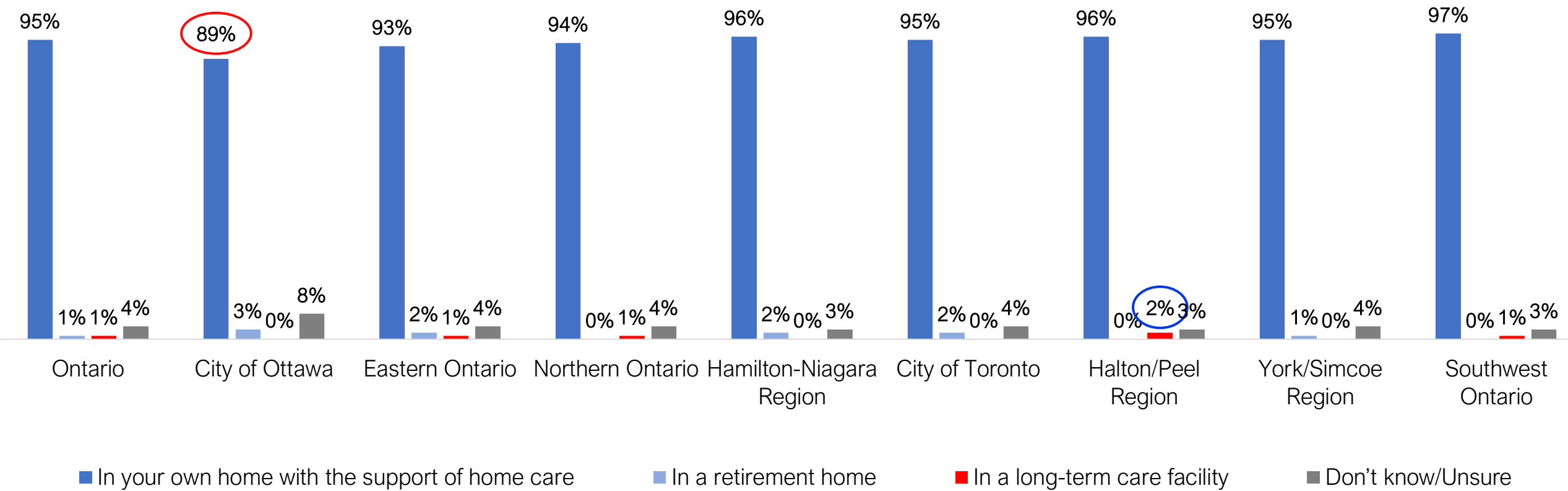
■ In your own home with the support of home care ■ In a retirement home ■ In a long-term care facility ■ Don't know/Unsure



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

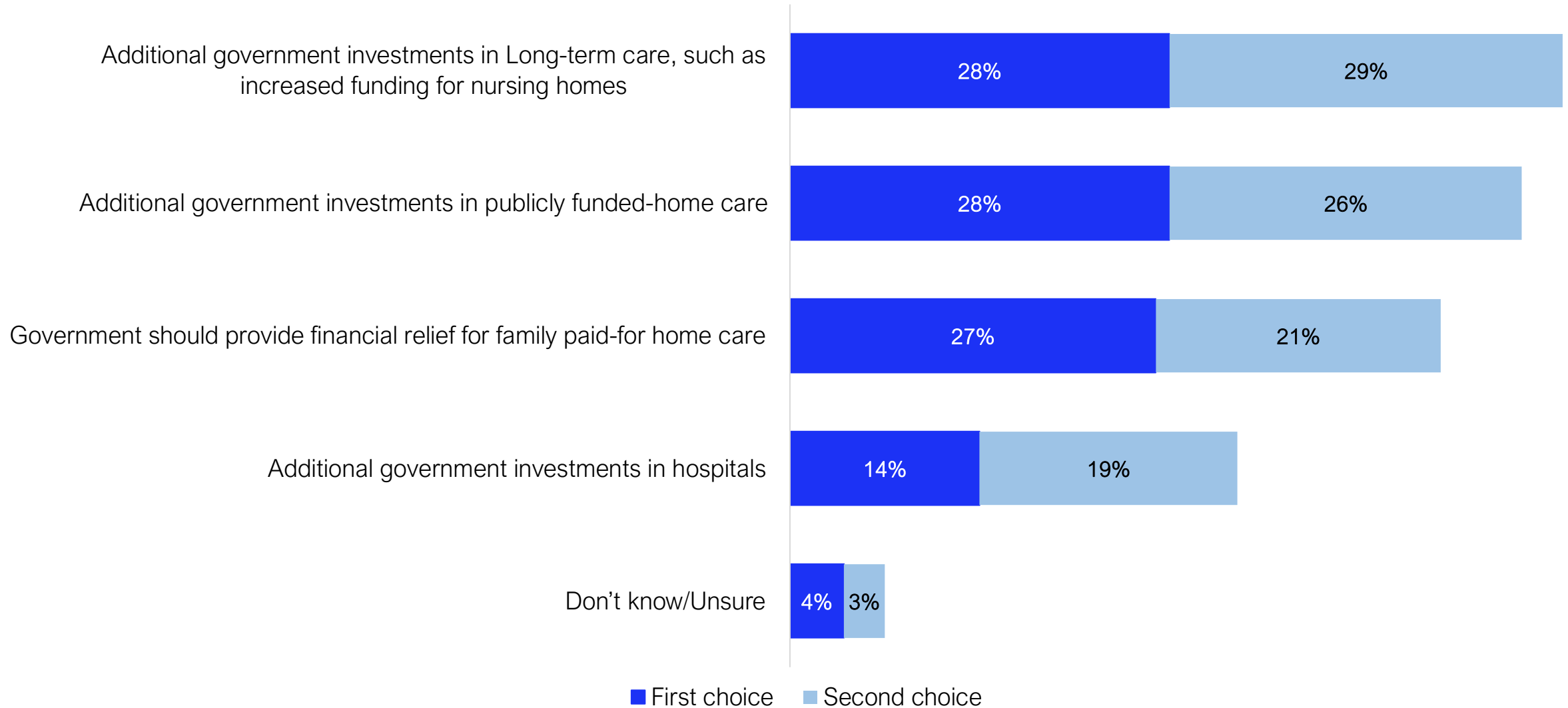
👤 Safest environment during a pandemic - Regions of Ontario

○ Significantly higher than Ontario
 ○ Significantly lower than Ontario



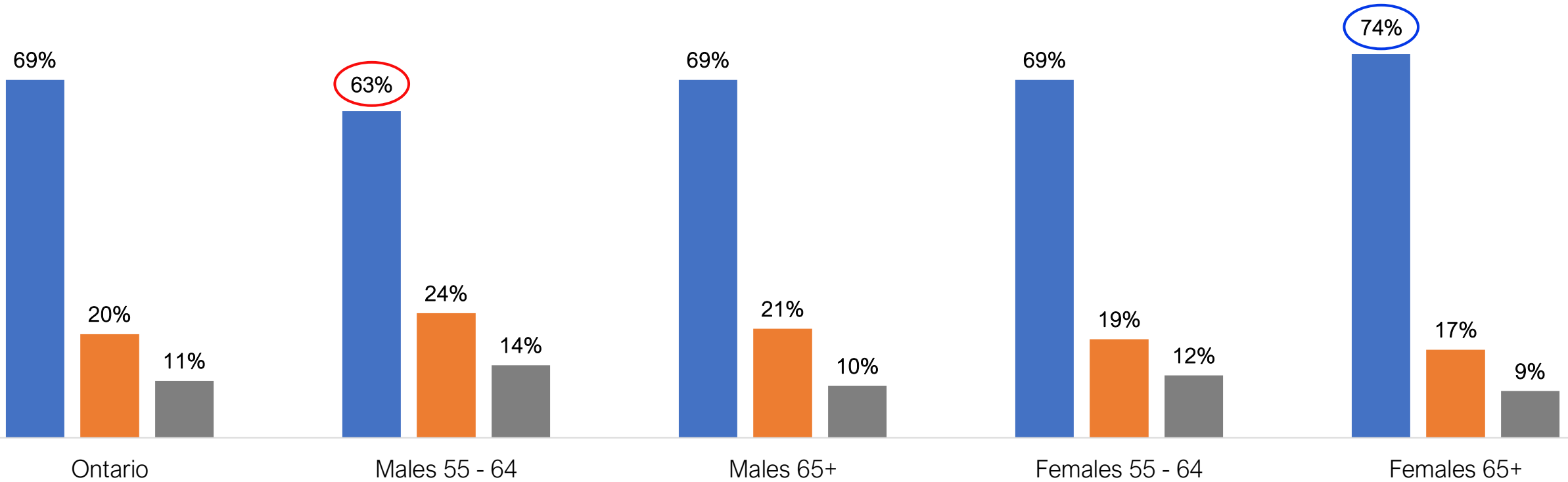
When you consider everything you have recently heard, read and come to believe about COVID-19 and Coronavirus, which do you think is the safest environment for you to live in during a pandemic? n = 1003

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

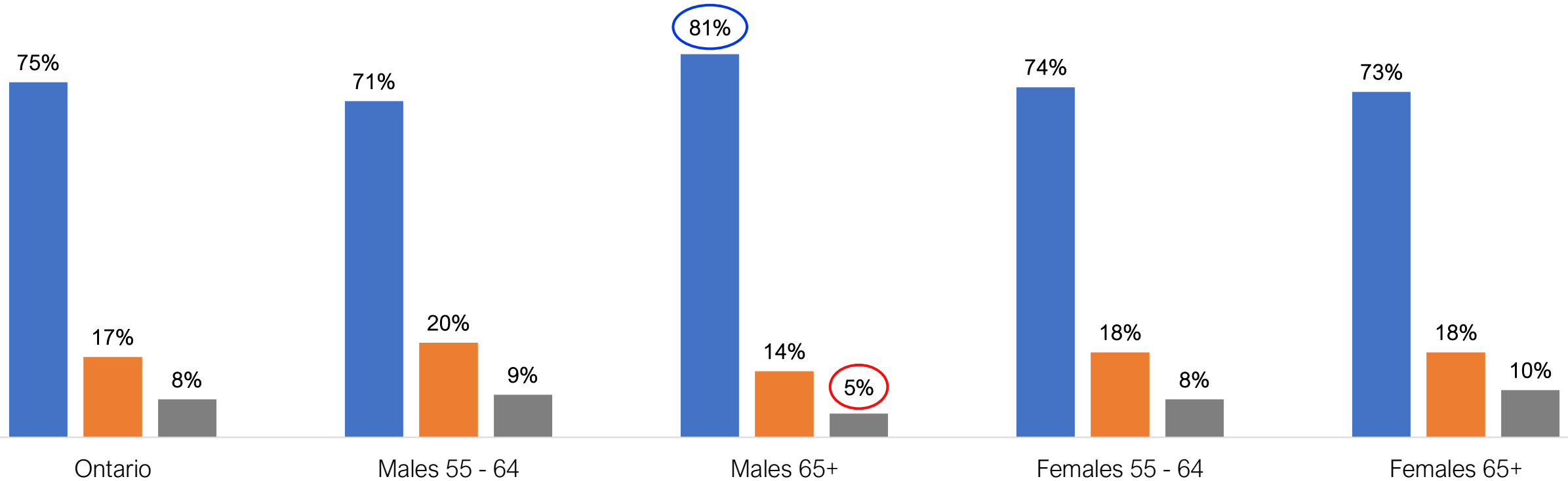
■ Don't know



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

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

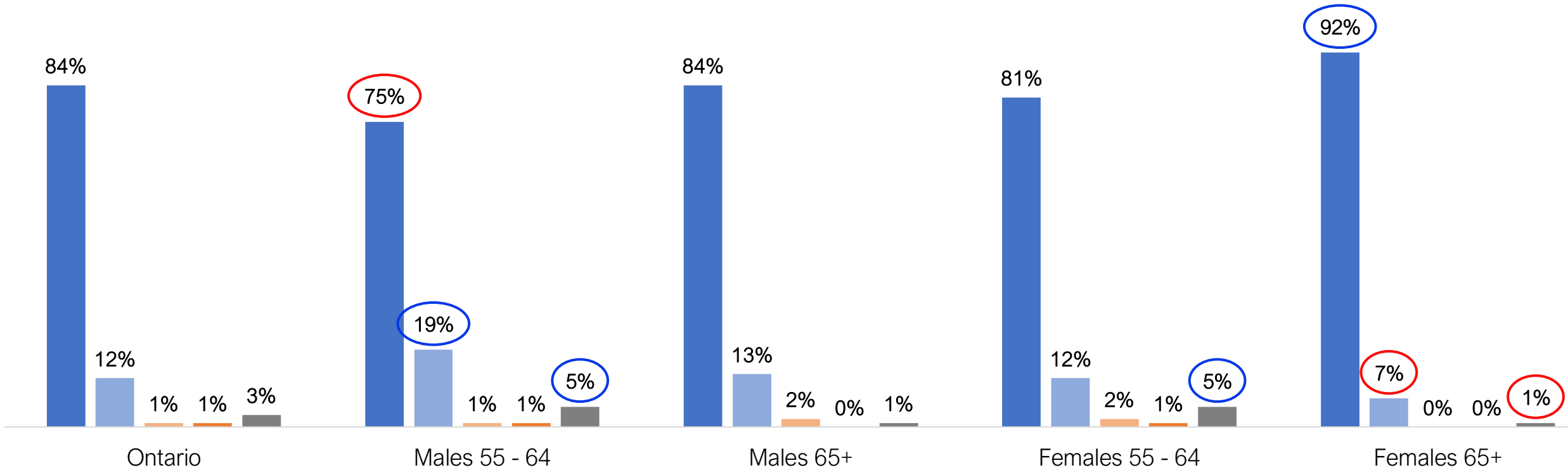
○ Significantly higher than Ontario
○ Significantly lower than Ontario



- 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



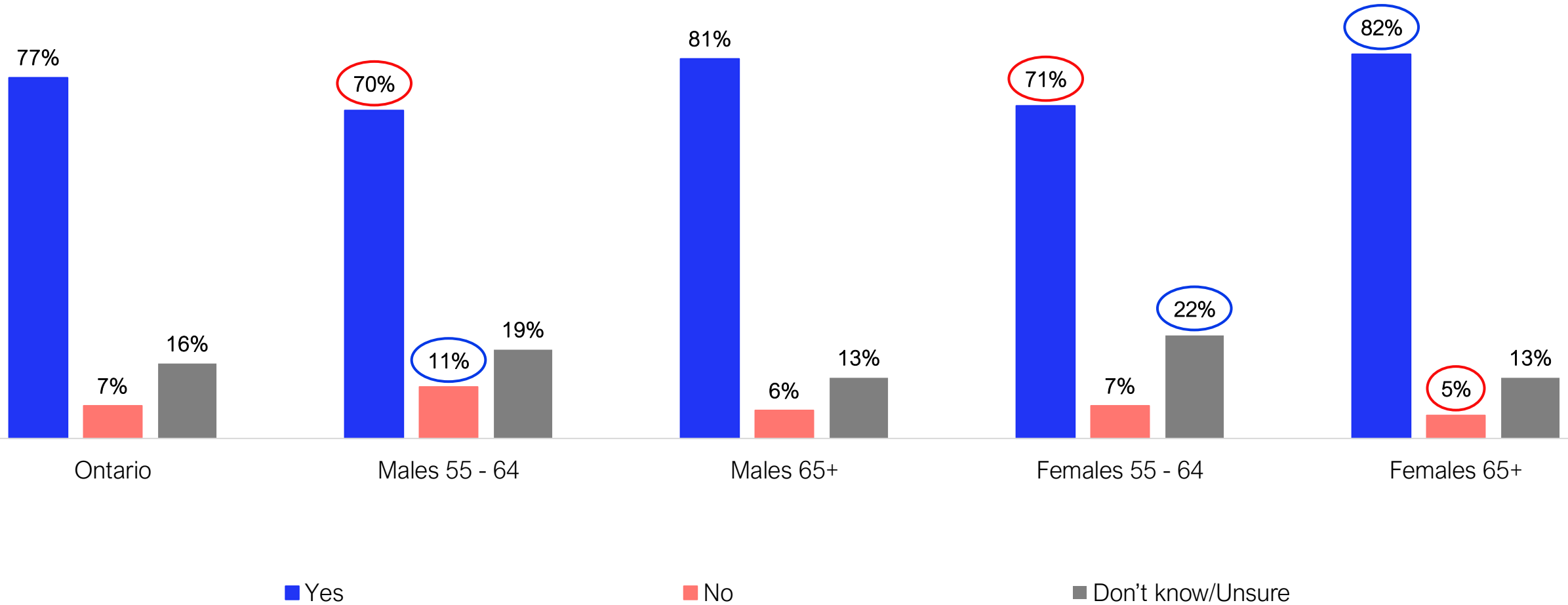
■ Very important ■ Somewhat important ■ Somewhat unimportant ■ Not at all important ■ Don't know/Unsure



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

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

