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WHAT'S YOUR CHALLENGE? February 12<sup>th</sup>, 2024

# Home Care Study February 2024





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# METHODOLOGY

# METHODOLOGY

## Home Care Study

### Quantitative Market Research – Canada



This study was conducted from Feb 9<sup>th</sup> to Feb 11<sup>th</sup> 2024, among a sample of 1,000 respondents who are residents of Ontario and are members of Maru Blue's online panel. For comparison purposes, a probability sample of a similar size would have a margin of error of +/- 3%, 19 times out of 20.

Discrepancies in or between totals are due to rounding.

## Where & How is the Study Conducted?

The study included respondents from an online panel of eligible voters in Ontario, 55 years of age and 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

# EXECUTIVE SUMMARY



67% of Ontario residents 55 years of age or older believe that professional caregivers such as personal support workers should be paid at the same rates regardless of whether they work in home care, long-term care or in hospitals, while 18% believe they should be paid differently based on their workplace setting and 15% were unsure (slide 13).

76% of Ontario residents 55 years of age or older believe that there is a role for the Ontario government to educate people about what to look for when accessing additional home care support, while 15% believe people should be responsible for who they decide to be their caregiver and 9% were unsure (slide 15).

Given their personal experiences and what they have read in the news lately, 86% of Ontario residents 55 years of age or older do not think the government has invested enough to prepare the home care system for increased senior population growth pressure, while only 3% think the government has invested enough and 11% were unsure (slide 21).

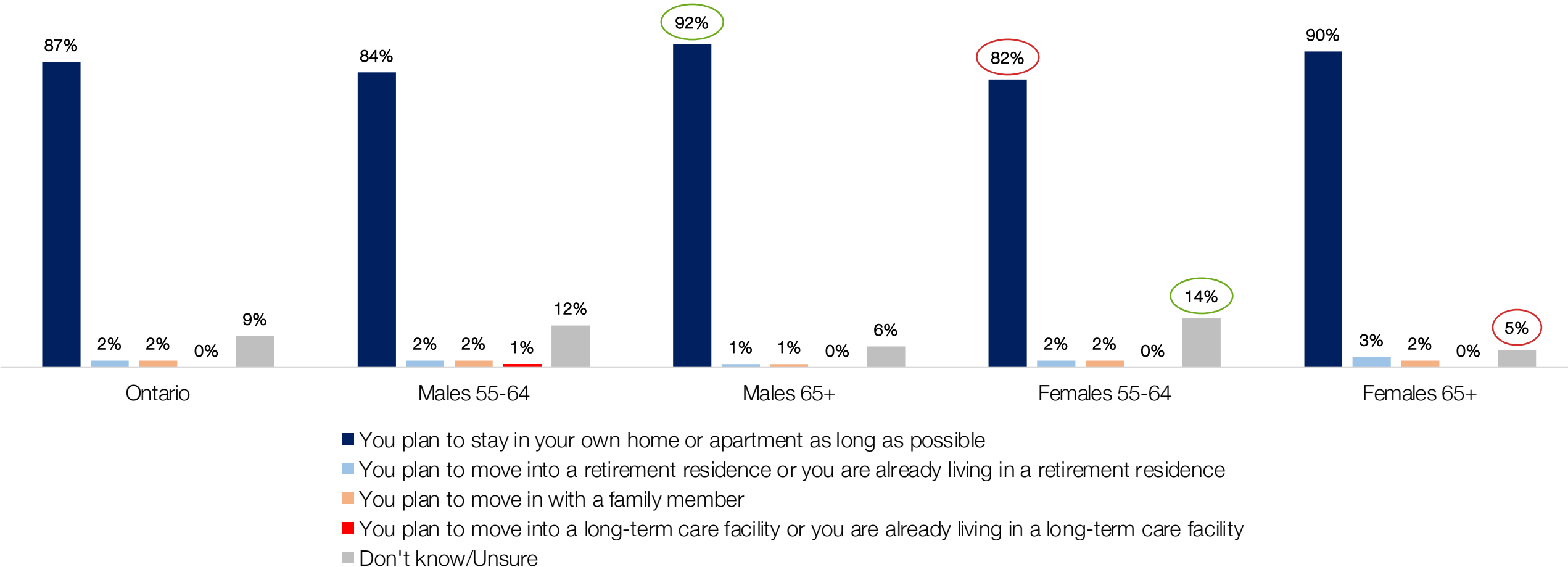
95% of Ontario residents 55 years of age or older said the government should be concerned or very concerned that Ontario's home care sector says the system needs \$411 million a year for the next three years to prepare for the growing number of seniors who will require care at home (slide 23).

95% of Ontario residents 55 years of age or older believe it should be a top or medium priority for the government to invest to attract more people to become home care PSWs (slide 25).

89% of Ontario residents 55 years of age or older were very concerned or somewhat concerned about availability of home care services in the province given the significant increase in demand that will come with the senior population growth, while 9% a little concerned or not concerned at all and 2% were unsure (slide 27).

# DETAILED FINDINGS

87% of the respondents said they plan to stay in their own home or apartment as long as possible, this number increased to 92% among male 65 years of age or older.

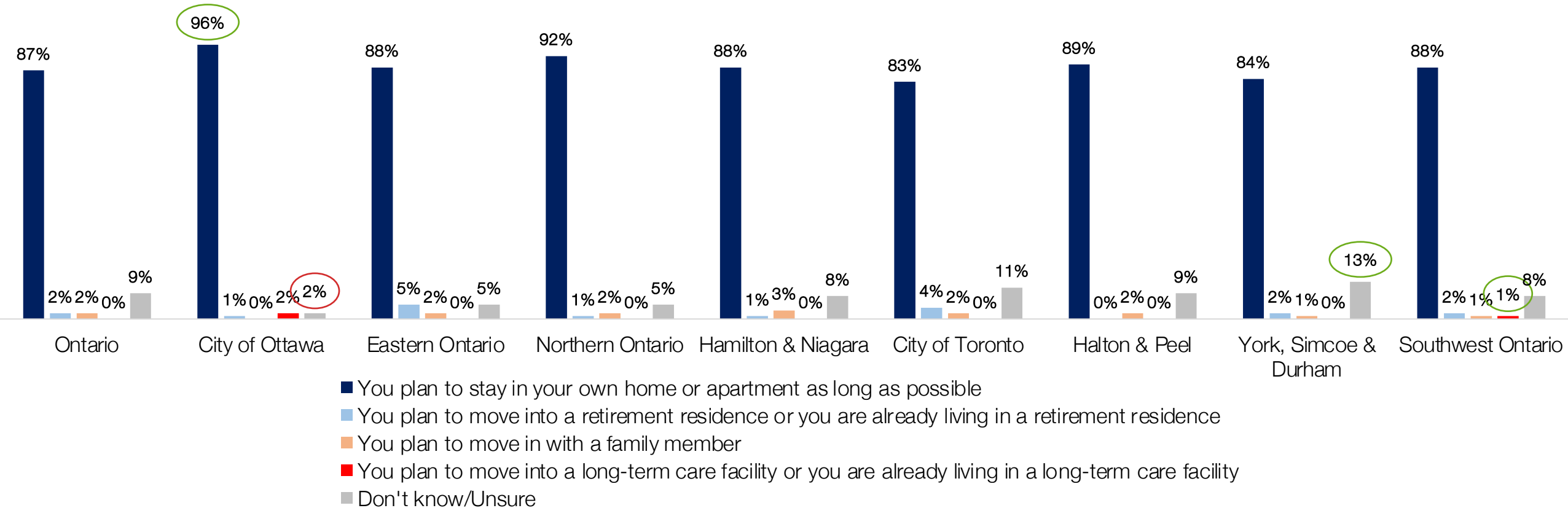


**Q2 - When you think about where you will live in your later years of age, which of the following best describes your future housing plans? Base = 1000**



## Future housing plans

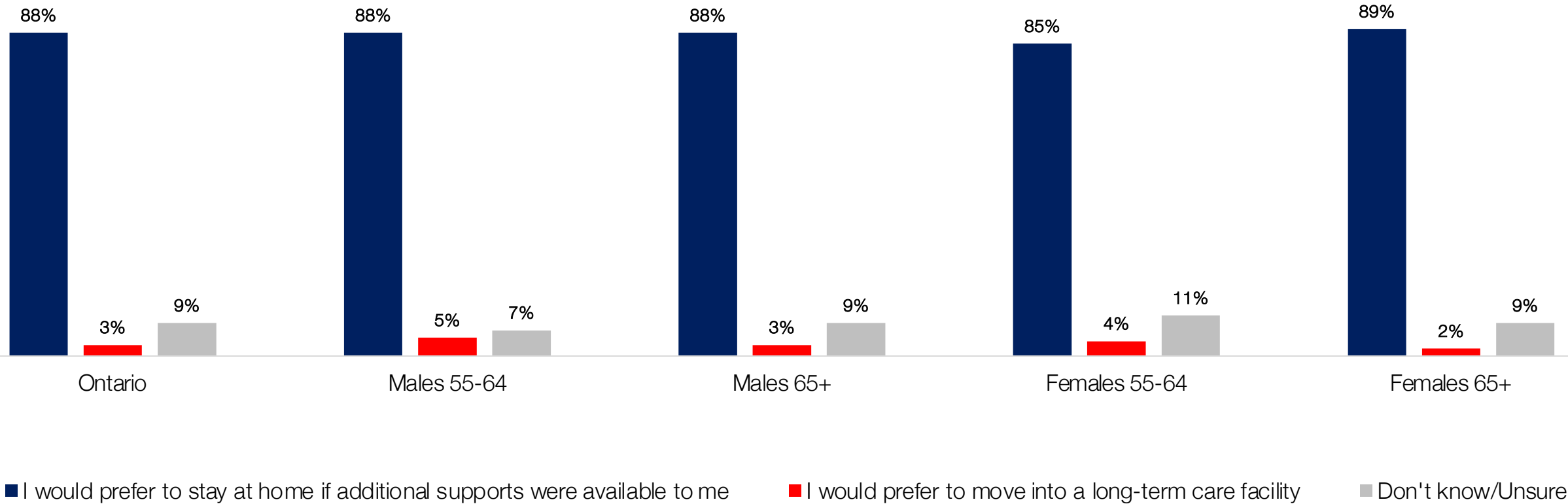
87% of the respondents said they plan to stay in their own home or apartment as long as possible, this number increased to 96% among residents in the city of Ottawa.



Q2 - When you think about where you will live in your later years of age, which of the following best describes your future housing plans? Base = 1000

## i Move into LTC facility or stay at home

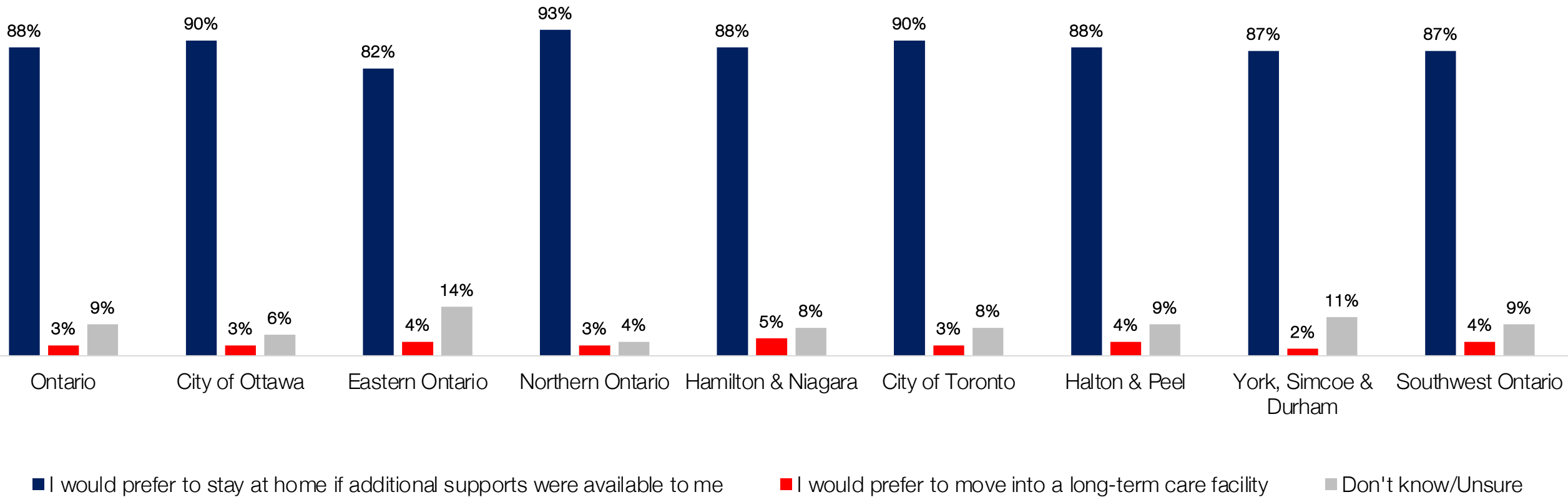
Nearly 9 out of 10 respondents said they prefer to stay at home if additional supports were available to them.



Q3 - 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? **Base = 1000**

## i Move into LTC facility or stay at home

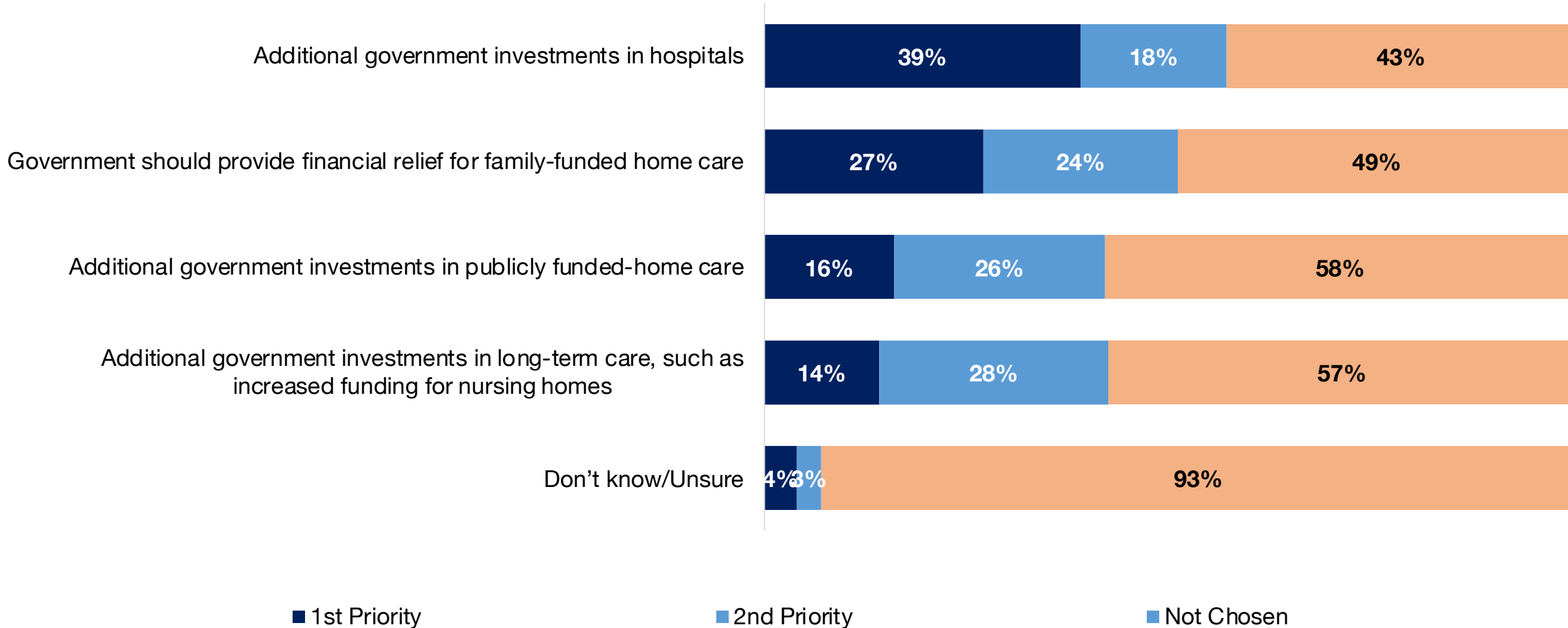
Nearly 9 out of 10 respondents said they prefer to stay at home if additional supports were available to them. Respondents across the regions of Ontario broke out roughly the same way on this question.



**Q3 - 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? Base = 1000**

## i Your first and second priorities to address home care funding issues

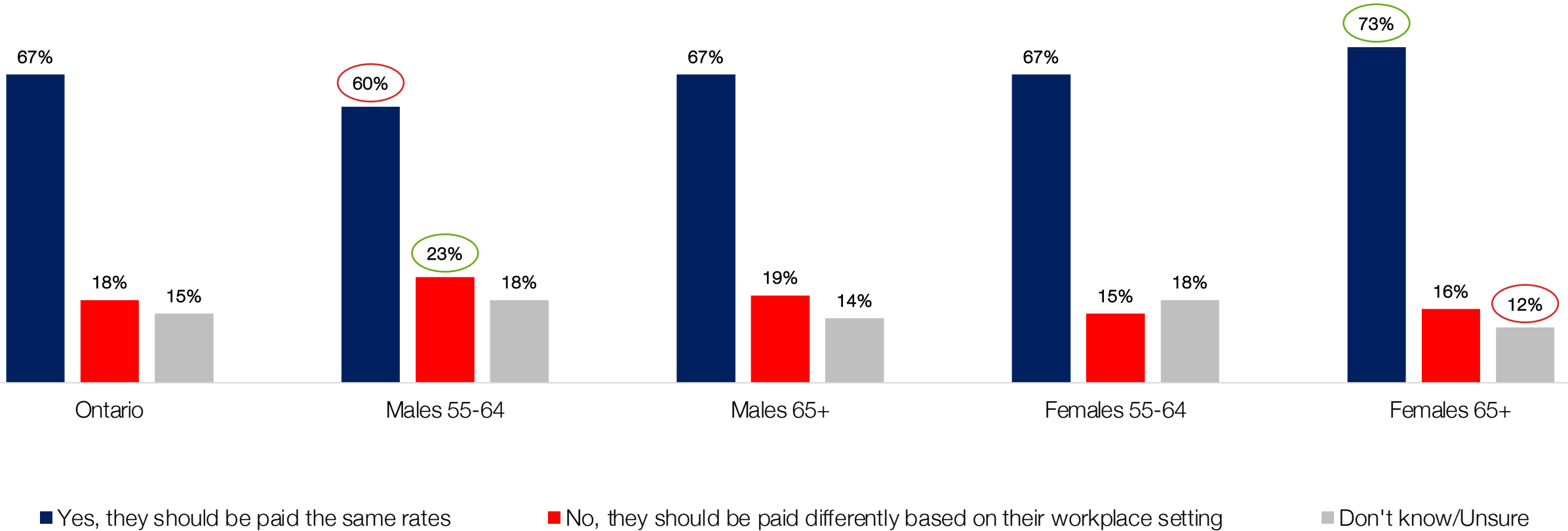
39% of the respondents ranked the Number 1 priority is “Additional government investment in hospitals” and 27% of the respondents ranked the number 1 priority is “Government should provide financial relief for family-funded home care”.



Q4 – In your view, which should take top priority? Please rank two options. Rank your first choice with a number “1” and your second choice with a number “2”. You must choose two options below: **Base = 1000**

## Personal Support Workers pay rate

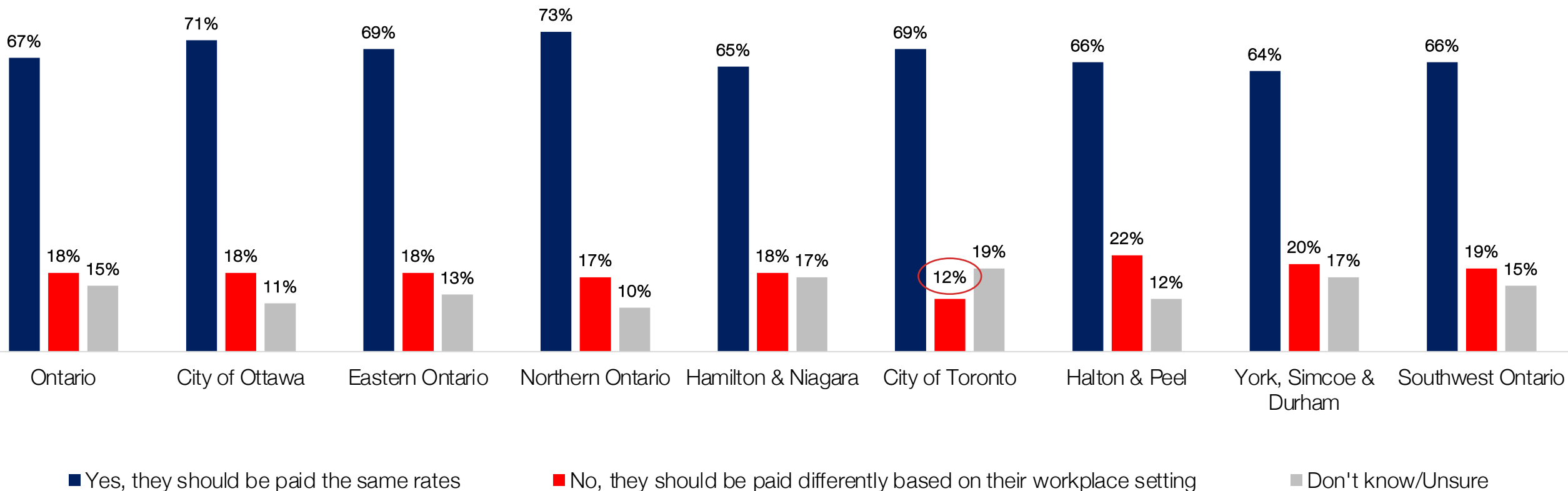
67% of the respondents said they believe PSWs should be paid at the same rates regardless where they work, this number goes up to 73% among females 65 years of age or older.



Q5 - Do you believe that professional caregivers such as Personal Support Workers PSWs should be paid at the same rates regardless of whether they work in home care, long-term care, or in hospitals? Base = 1000

## Personal Support Workers pay rate

Two third of the respondents said they believe PSWs should be paid at the same rates regardless where they work. The numbers broke out roughly similar across the regions of Ontario.

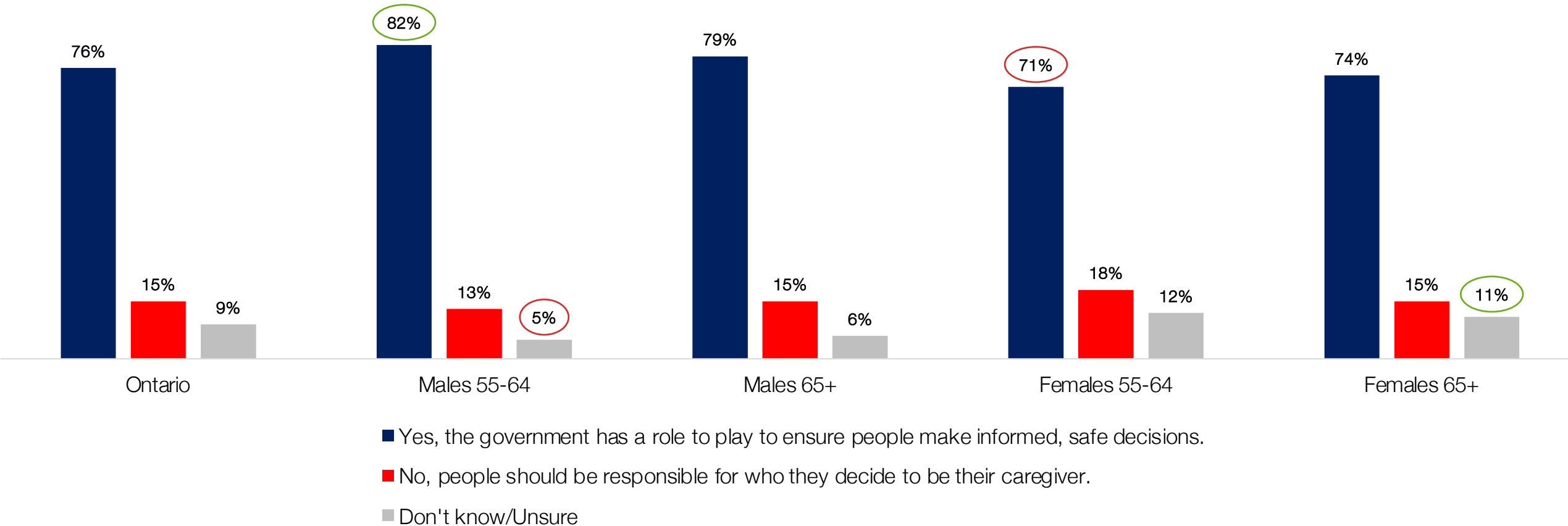


Q5 - Do you believe that professional caregivers such as Personal Support Workers PSWs should be paid at the same rates regardless of whether they work in home care, long-term care, or in hospitals? Base = 1000

## Government has a role to play to ensure people make informed decisions

Age and Gender

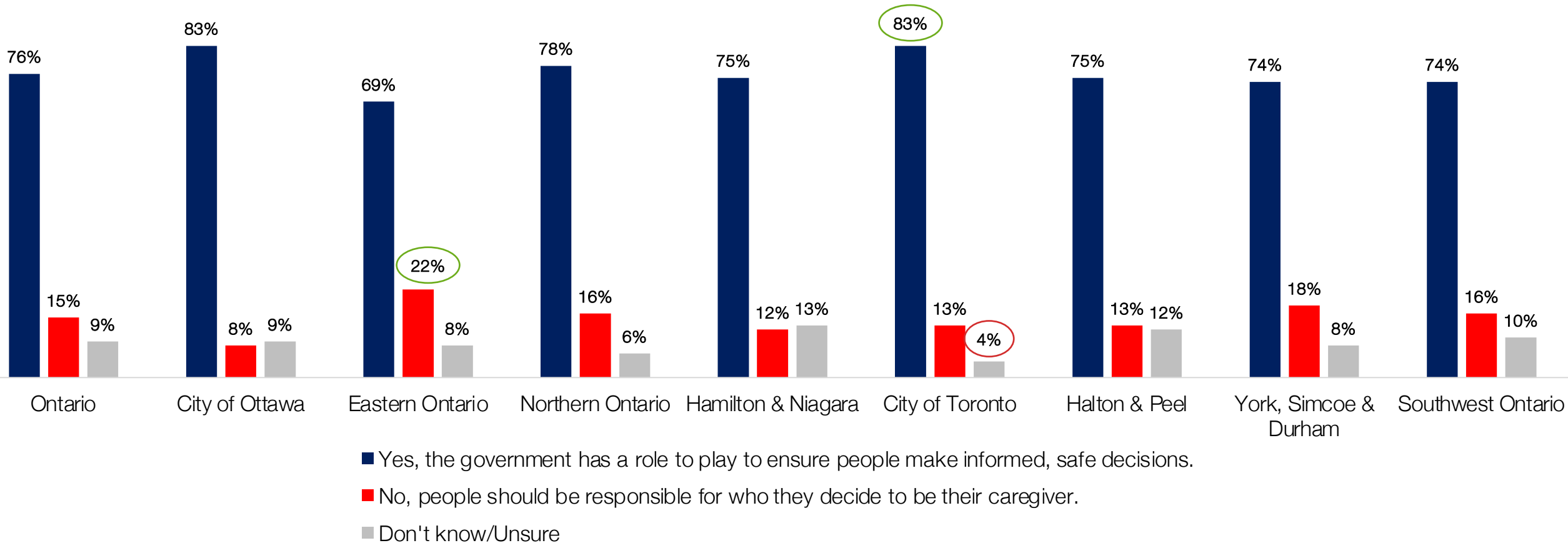
76% of the respondents said they believe that there is a role for the Ontario government to educate people about what to look for when accessing additional home care support. This number goes up to 82% among males 55-64 years of age.



**Q6 - It is estimated that over 150,000 families fund additional home care services for their loved ones every year. Do you believe there is a role for the Ontario government to educate people about what to look for when accessing this type of support? Base = 1000**

## Government has a role to play to ensure people make informed decisions

76% of the respondents said they believe that there is a role for the Ontario government to educate people about what to look for when accessing additional home care support. This number goes up to 83% among residents of the city of Toronto.

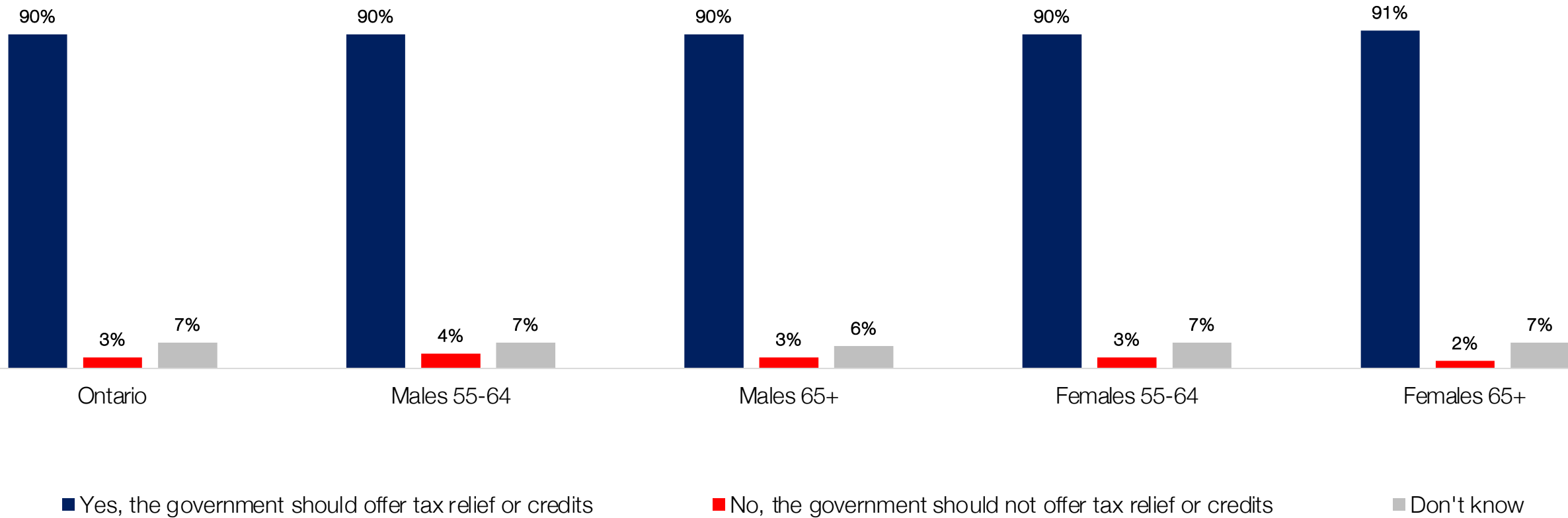


**Q6 - It is estimated that over 150,000 families fund additional home care services for their loved ones every year. Do you believe there is a role for the Ontario government to educate people about what to look for when accessing this type of support? Base = 1000**



## Offer tax relief or credits to seniors and families who fund home care services

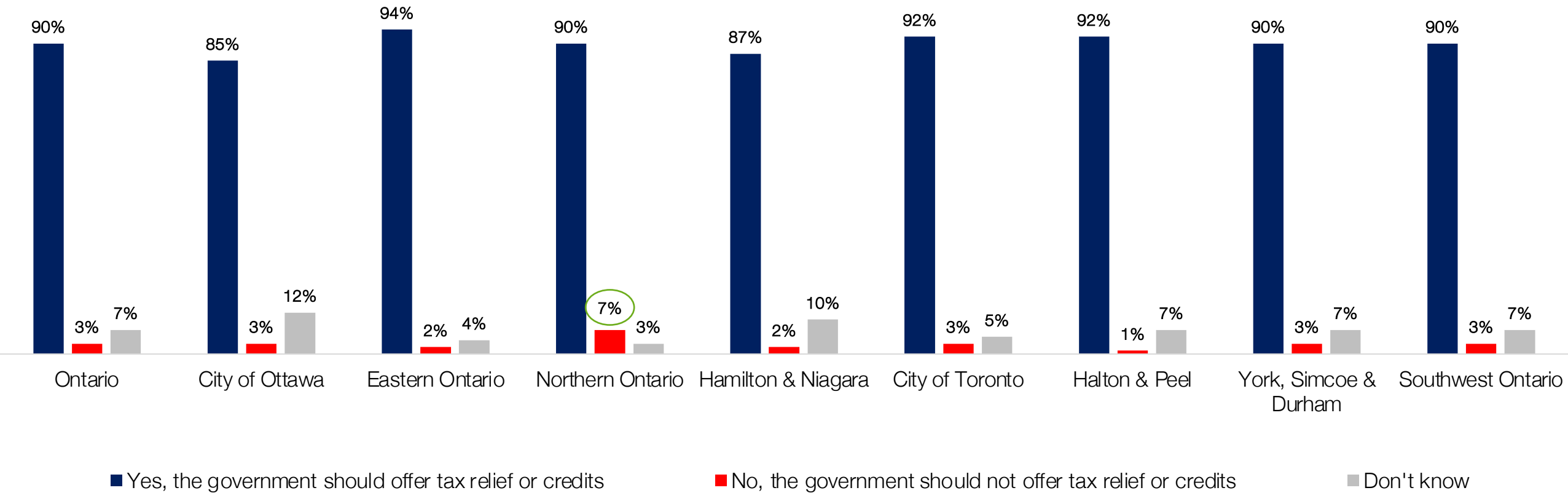
9 out of 10 respondents said they believe the government should offer tax relief or credits to seniors and families who fund additional home care services for their loved one(s).



Q7 - Do you believe the government should offer tax relief or credits to seniors and families who fund additional home care services for themselves or their loved one(s)? **Base = 1000**

## Offer tax relief or credits to seniors and families who fund home care services

9 out of 10 respondents said they believe the government should offer tax relief or credits to seniors and families who fund additional home care services for their loved one(s). The numbers broke up roughly similar across the regions of Ontario.

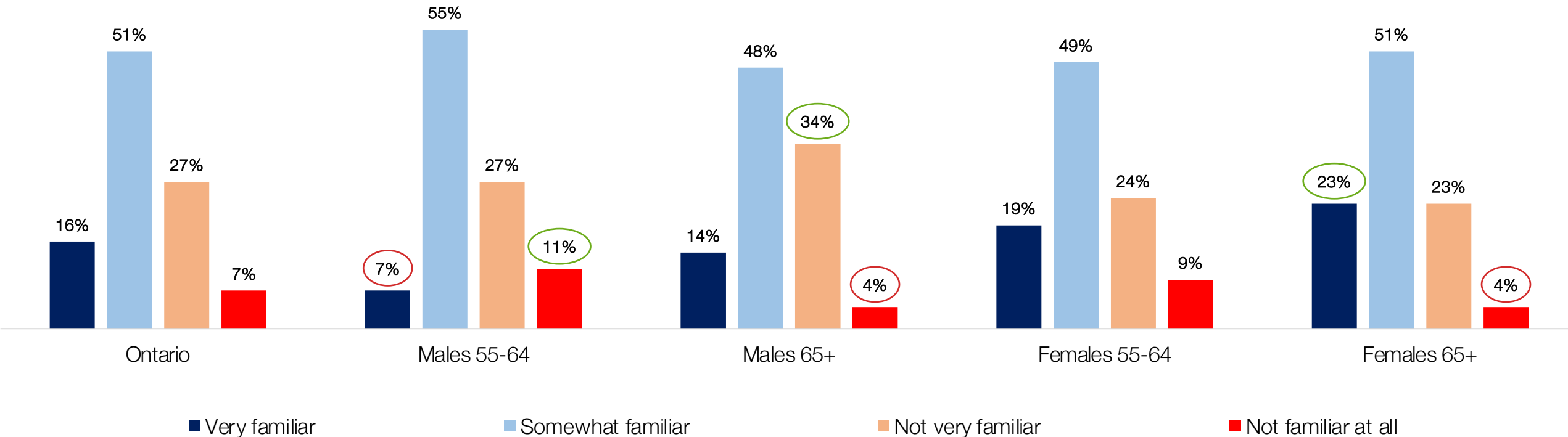


**Q7 - Do you believe the government should offer tax relief or credits to seniors and families who fund additional home care services for themselves or their loved one(s)?** Base = 1000

## Familiar/Not familiar with Ontario's home care system

Age and Gender

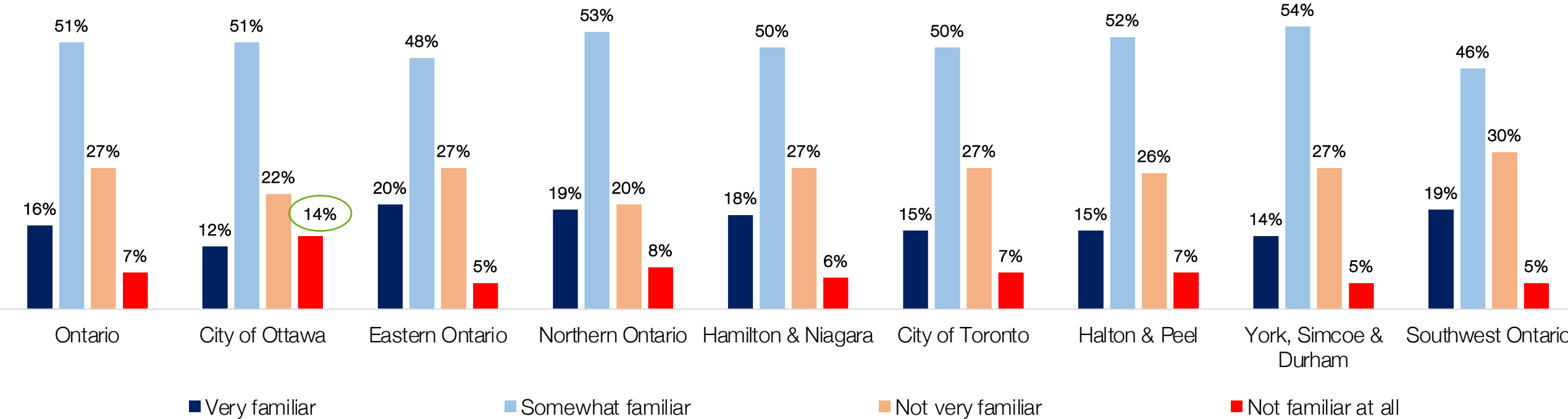
16% of respondents said they are very familiar about Ontario's home care system, while only 7% of males 55-64 years of age said the same but 23% of females 65 years of age or older said the same.



**Q8 - Every day, hundreds of thousands of people rely on Ontario's home care system, which delivers various health care services in the privacy of people's homes, apartments, and retirement residences. These services are delivered by nurses, personal support workers and therapists to people of all ages, and can including health care such as check-ups and diagnostics, nursing care, wound care, therapy, or home oxygen. These services help people remain healthy and safe at home, and help keep people out of emergency departments. Now that you know more about what "home care" is, how familiar would you say you are about Ontario's home care system? Base = 1000**

## Familiar/Not familiar with Ontario's home care system

7% of respondents said they are not familiar at all about Ontario's home care system, while 14% of residents in the city of Ottawa said the same.

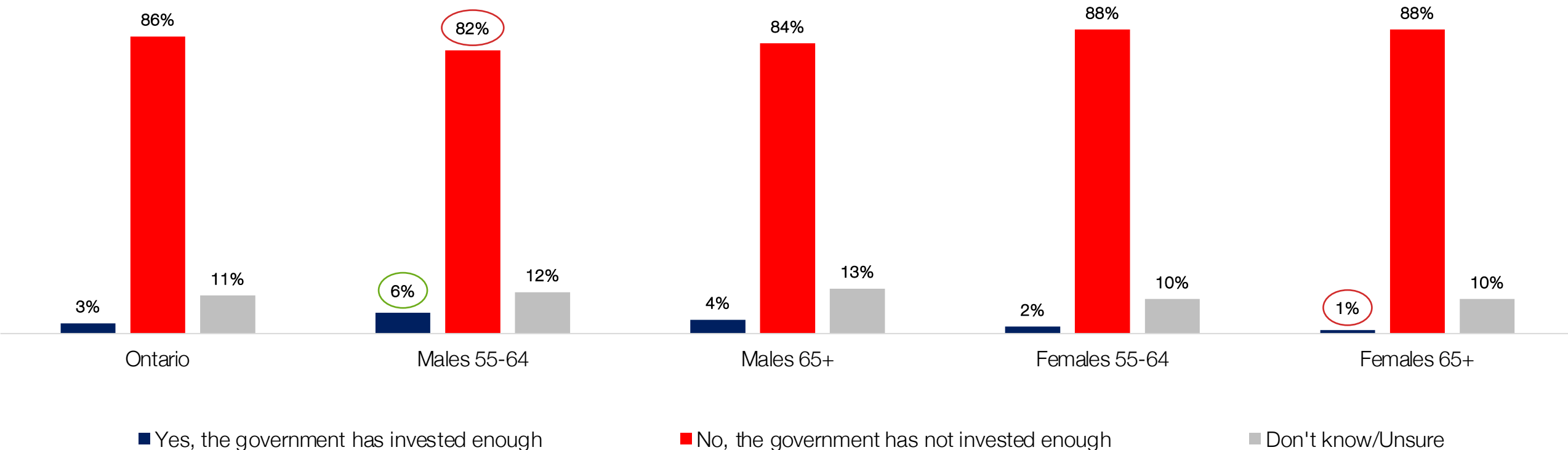


**Q8 - Every day, hundreds of thousands of people rely on Ontario's home care system, which delivers various health care services in the privacy of people's homes, apartments, and retirement residences. These services are delivered by nurses, personal support workers and therapists to people of all ages, and can including health care such as check-ups and diagnostics, nursing care, wound care, therapy, or home oxygen. These services help people remain healthy and safe at home, and help keep people out of emergency departments. Now that you know more about what "home care" is, how familiar would you say you are about Ontario's home care system? Base = 1000**

## Government has invested enough/not enough on the home care system

Age and Gender

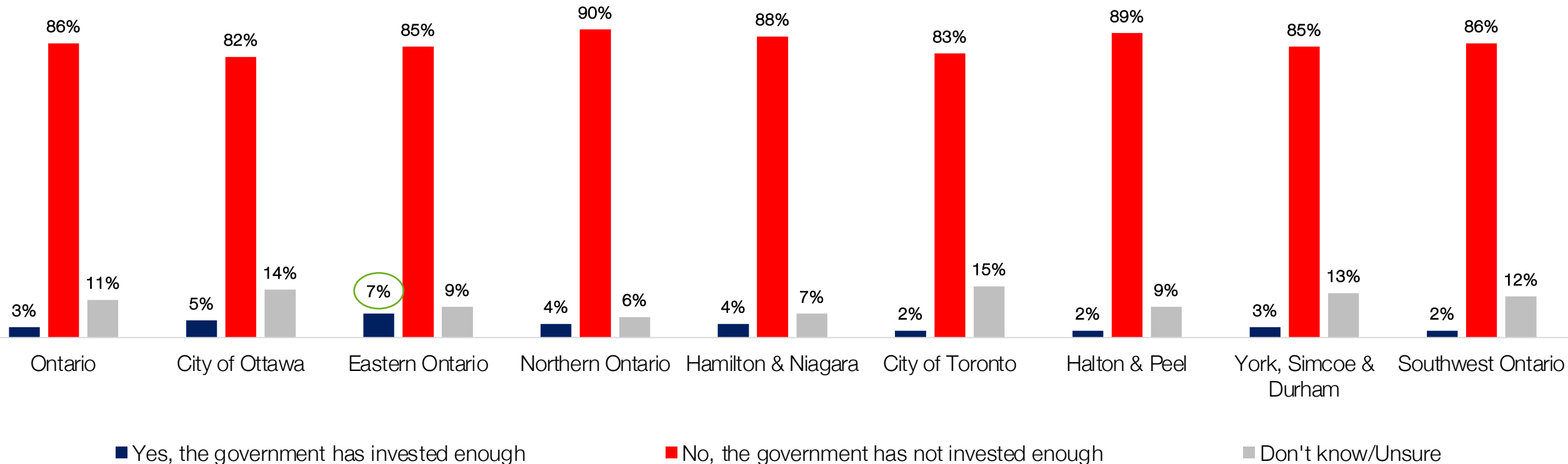
A whopping 86% of respondents said the government has not invested enough to prepare the home care system for the senior population growth pressure.



**Q9 - As seniors age, they generally require a greater amount of healthcare services to keep them healthy. It is estimated that Ontario's seniors population will grow by more than 650,000 people over the next five years. Given your personal experiences and what you have read in the news lately, do you think the government has invested enough to prepare the home care system for this increased pressure? Base = 1000**

## Government has invested enough/not enough on the home care system

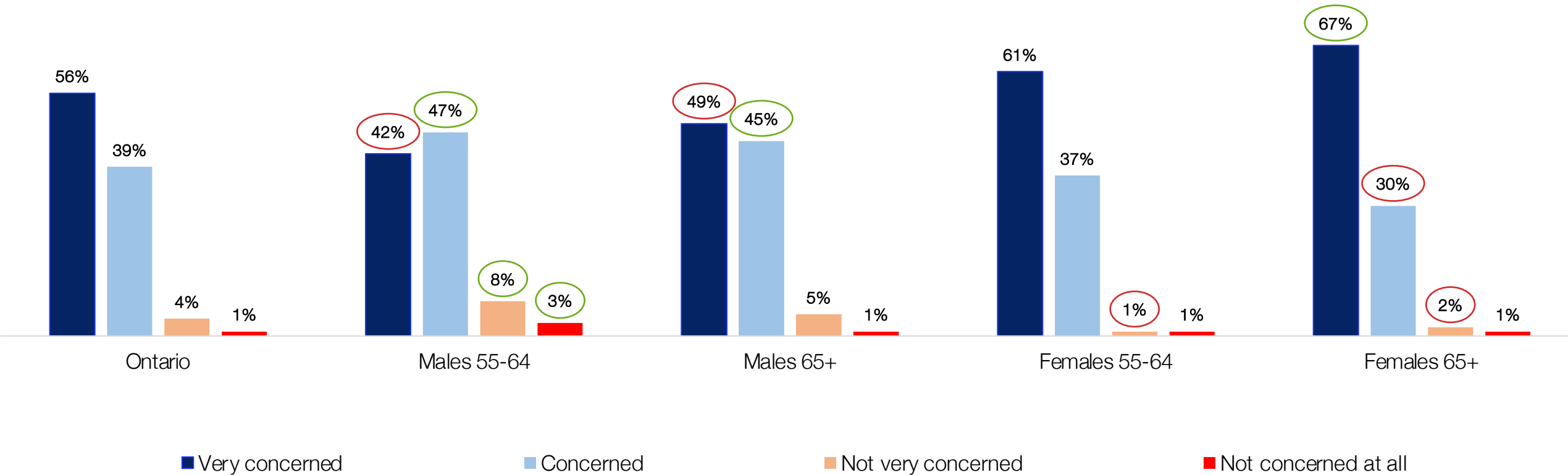
A whopping 86% of respondents said the government has not invested enough to prepare the home care system for the senior population growth pressure. The numbers broke up roughly similar across the regions of Ontario.



**Q9 - As seniors age, they generally require a greater amount of healthcare services to keep them healthy. It is estimated that Ontario's seniors population will grow by more than 650,000 people over the next five years. Given your personal experiences and what you have read in the news lately, do you think the government has invested enough to prepare the home care system for this increased pressure? Base = 1000**

## Concern about Ontario's home care sector needing \$411 million a year to prepare increased needs

56% of respondents said the government should be very concerned about Ontario's home care sector needing \$411 million a year to prepare increased needs. This number decreased to 42% among males 55-64 years of age and increased to 67% among females 65 years of age or older.

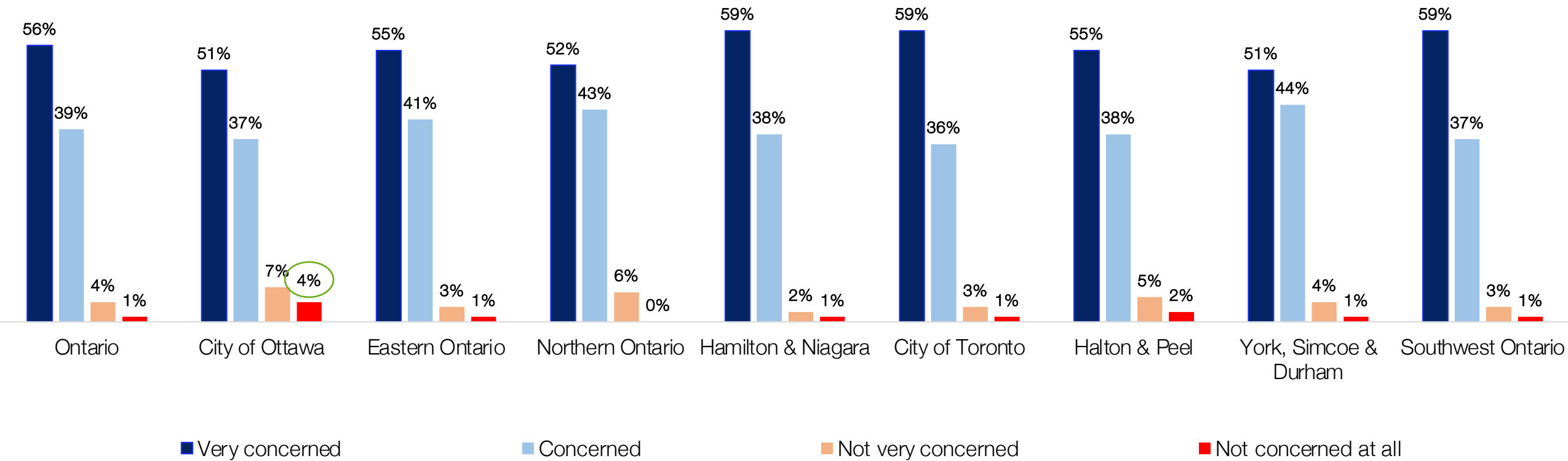


**Q10 - How concerned should the government be that Ontario's home care sector says the system needs \$411 million a year for the next three years to prepare for the growing number of seniors who will require care at home?**

Base = 1000

## Concern about Ontario's home care sector needing \$411 million a year to prepare increased needs

56% of respondents said the government should be very concerned about Ontario's home care sector needing \$411 million a year to prepare increased needs. The numbers broke up roughly similar across the regions of Ontario.



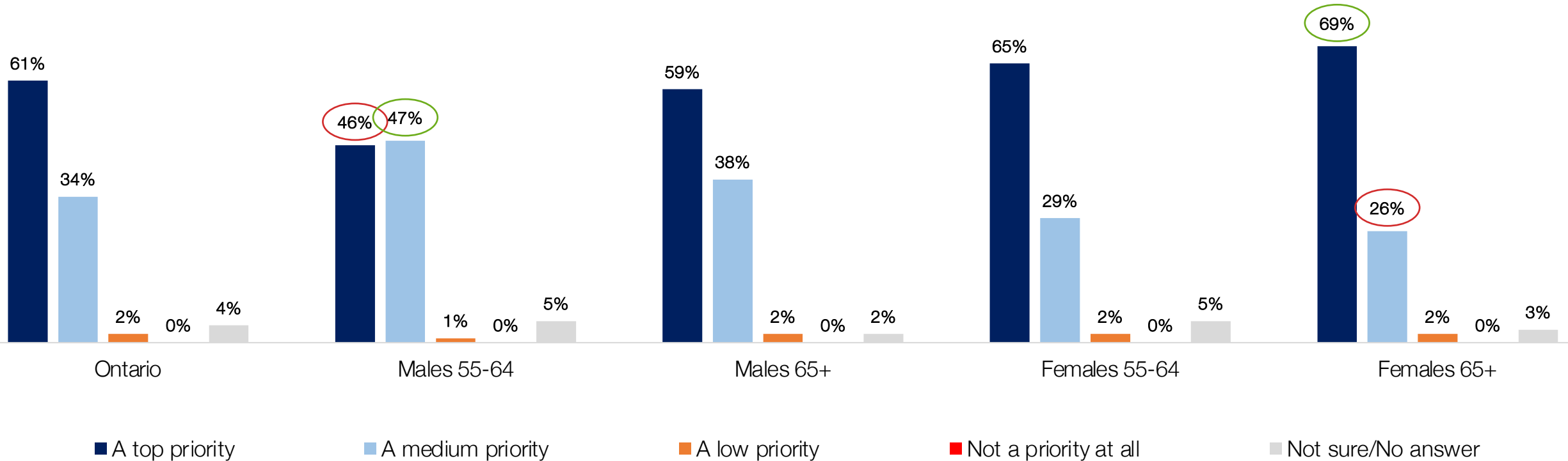
**Q10 - How concerned should the government be that Ontario's home care sector says the system needs \$411 million a year for the next three years to prepare for the growing number of seniors who will require care at home?**

Base = 1000



## Government's priority to attract more home care PSWs

60% of respondents said it should be the government's top priority to invest to attract more people to become home care PSWs, this number increased to 70% among females 65 years of age or older and decreased to 46% among males 55-64 years of age.

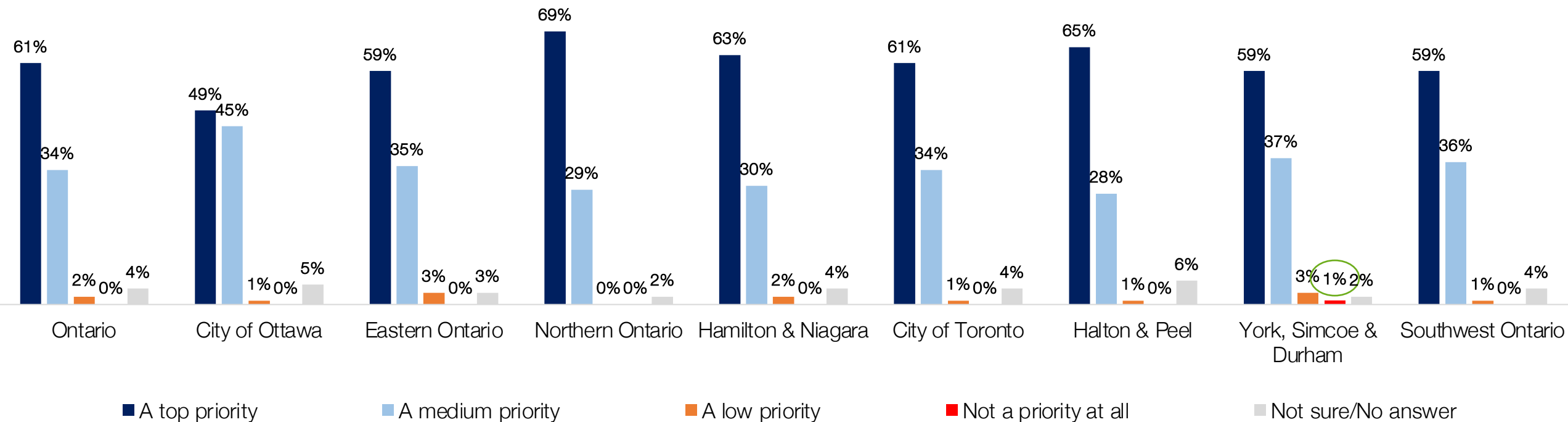


**Q11 - As seniors age, they require a greater amount of healthcare services to keep them healthy. Over the next five years it is estimated that Ontario's seniors population will grow by more than 650,000 people. To support the growing number of seniors who will require home care over the next five years, it's estimated that Ontario's home care system will need to hire an additional 5,500 PSWs. What level of priority should it be for the government to invest to attract more people to become home care PSWs? Base = 1000**

## Government's priority to attract more home care PSWs

Regions

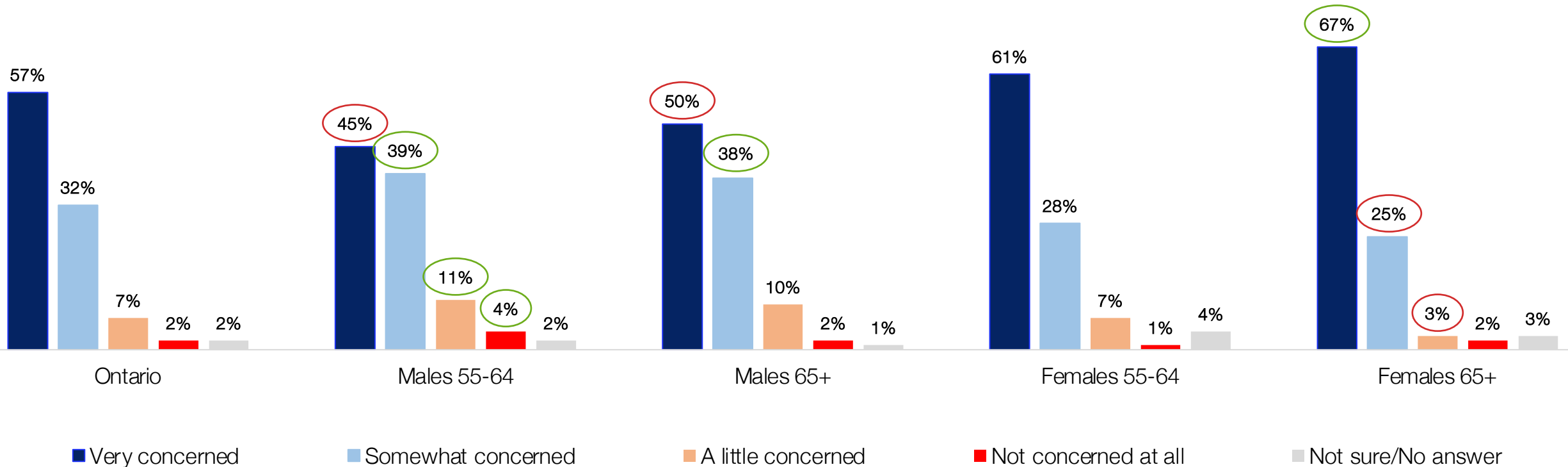
6 out of 10 respondents said it should be the government's top priority to invest to attract more people to become home care PSWs, this number increased to 7 out of 10 among residents of Northern Ontario and decreased to 5 out of 10 among residents of Ottawa.



**Q11 - As seniors age, they require a greater amount of healthcare services to keep them healthy. Over the next five years it is estimated that Ontario's seniors population will grow by more than 650,000 people. To support the growing number of seniors population will grow by more than 650,000 people. To support the growing number of seniors who will require home care over the next five years, it's estimated that Ontario's home care system will need to hire an additional 5,500 PSWs. What level of priority should it be for the government to invest to attract more people to become home care PSWs? Base = 1000**

## Concern about home care service availability giving population growth

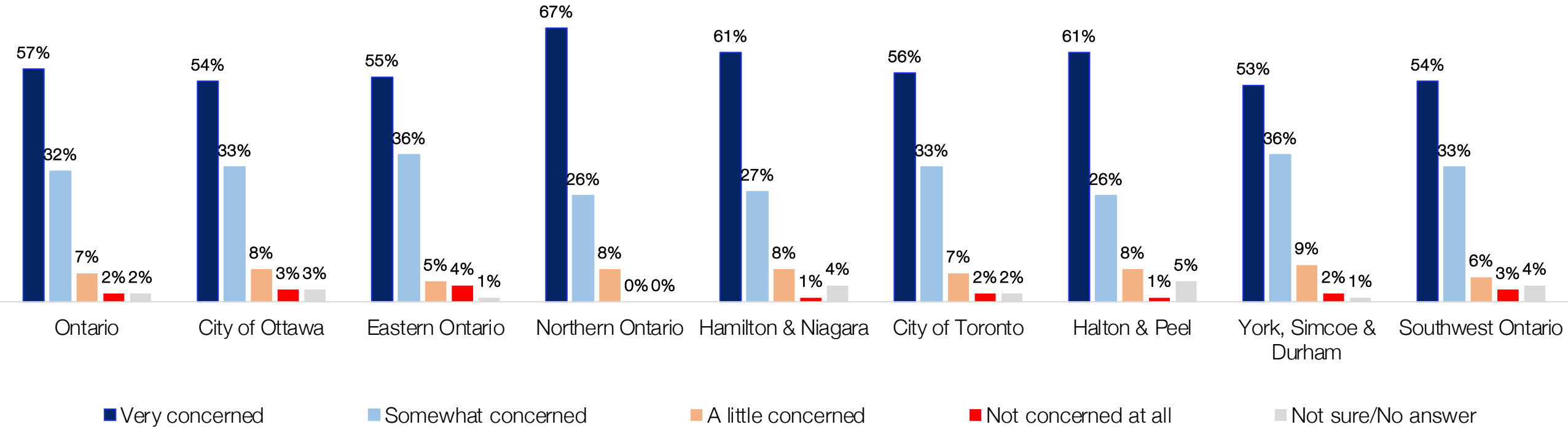
57% of respondents said they are very concerned about home care service availability giving population growth. While 67% of females among 65 years of age or older said the same but only 45% of males among 55-64 years of age said the same.



**Q12 - As seniors age, they require a greater amount of healthcare services to keep them healthy. It is estimated that Ontario's seniors population will grow by more than 650,000 people over the next five years. Are you concerned about the availability of home care services in the province given the significant increase in demand that will come with this population growth? Base = 1000**

## Concern about home care service availability giving population growth

57% of respondents said they are very concerned about home care service availability giving population growth. While 67% of residents of Northern Ontario said the same.



**Q12 - As seniors age, they require a greater amount of healthcare services to keep them healthy. It is estimated that Ontario's seniors population will grow by more than 650,000 people over the next five years. Are you concerned about the availability of home care services in the province given the significant increase in demand that will come with this population growth?** Base = 1000