



Rethinking Canada's Aging Population

**Presentation to:
National Housing Research Committee**

November 4, 2008



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Introduction

- Presentation based on results of Rethinking Canada's Aging Population syndicated study
- Study sponsored by a number of organizations (Health Canada, HRSDC, Justice Canada, CMHC)
- Survey of 1,505 Canadians 55 years of age and older
- Survey was conducted in June 2007

OUTLINE

1.

Context

2.

General Views on Housing

3.

Housing Modifications

4.

Views on Secondary/Garden Suites

5.

Communicating with Seniors

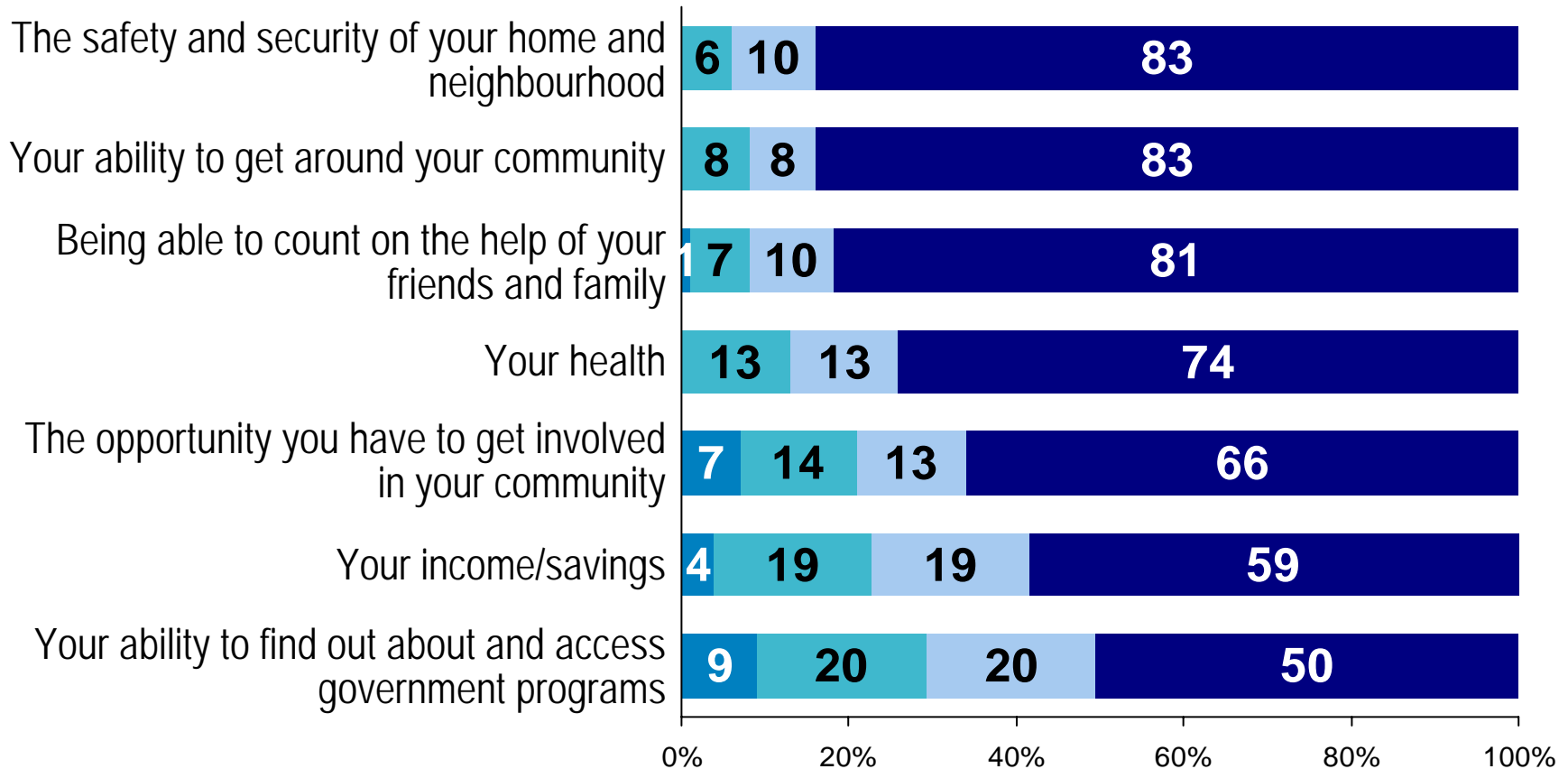
6.

Conclusions

1. Context

Satisfaction with Various Aspects of Life

“How satisfied would you say you are with each of the following aspects of your life?”



■ DK/NR ■ Dissatisfied (1-3) ■ Neither (4) ■ Satisfied (5-7)

n=1505

{Base: All seniors}

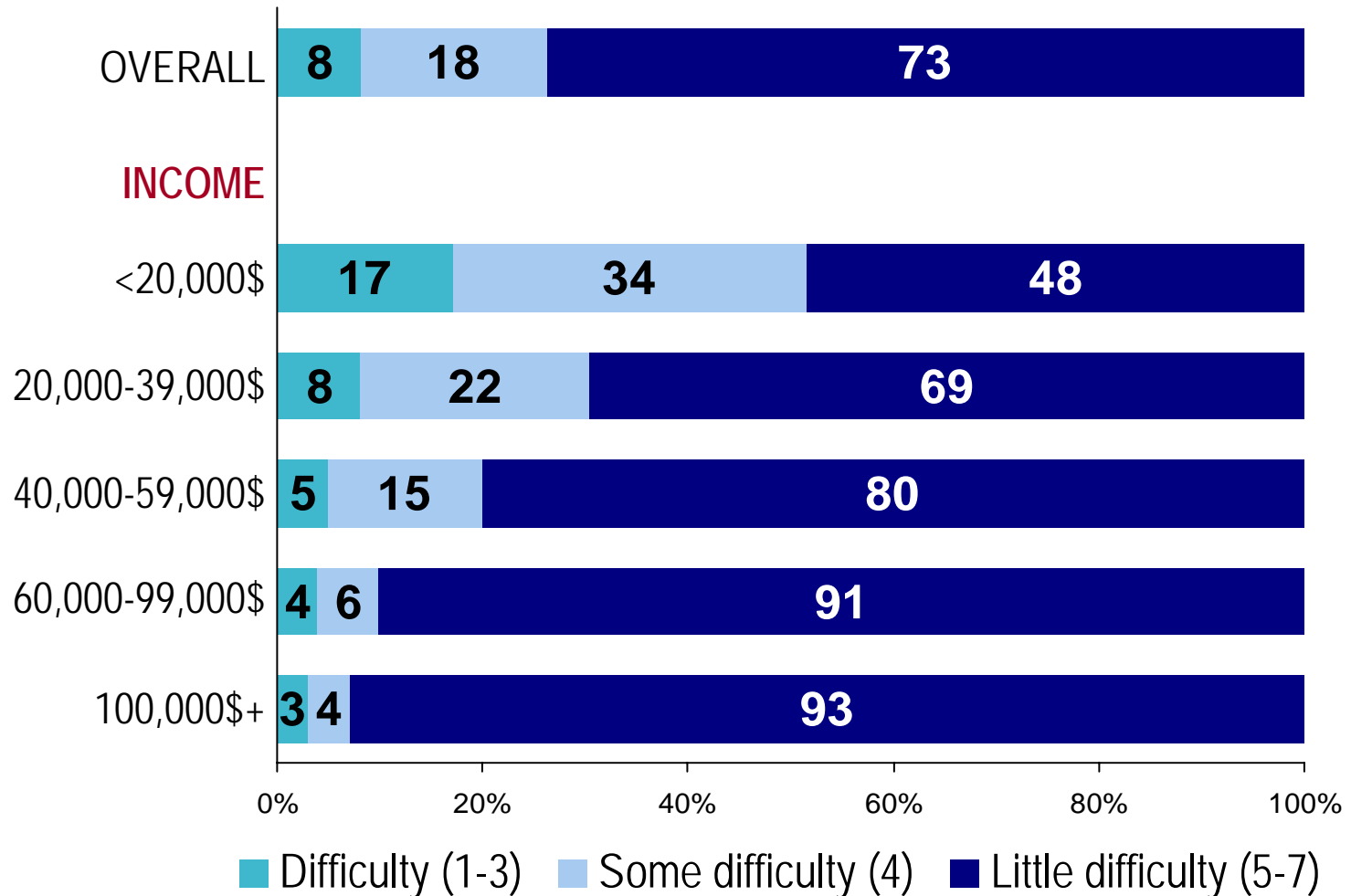
Satisfaction by Income

Very satisfied (5-7)	<\$20,000	\$100,000+
The safety and security of your home and neighbourhood	77%	90%
Your ability to get around your community	75%	94%
Being able to count on the help of your friends and family	72%	92%
Your health	60%	86%
The opportunity you have to get involved in your community	52%	77%
Your income/savings	35%	83%
Your ability to find out about and access government programs	40%	59%

{Base: All seniors}

Difficulty in Meeting Household Expenses

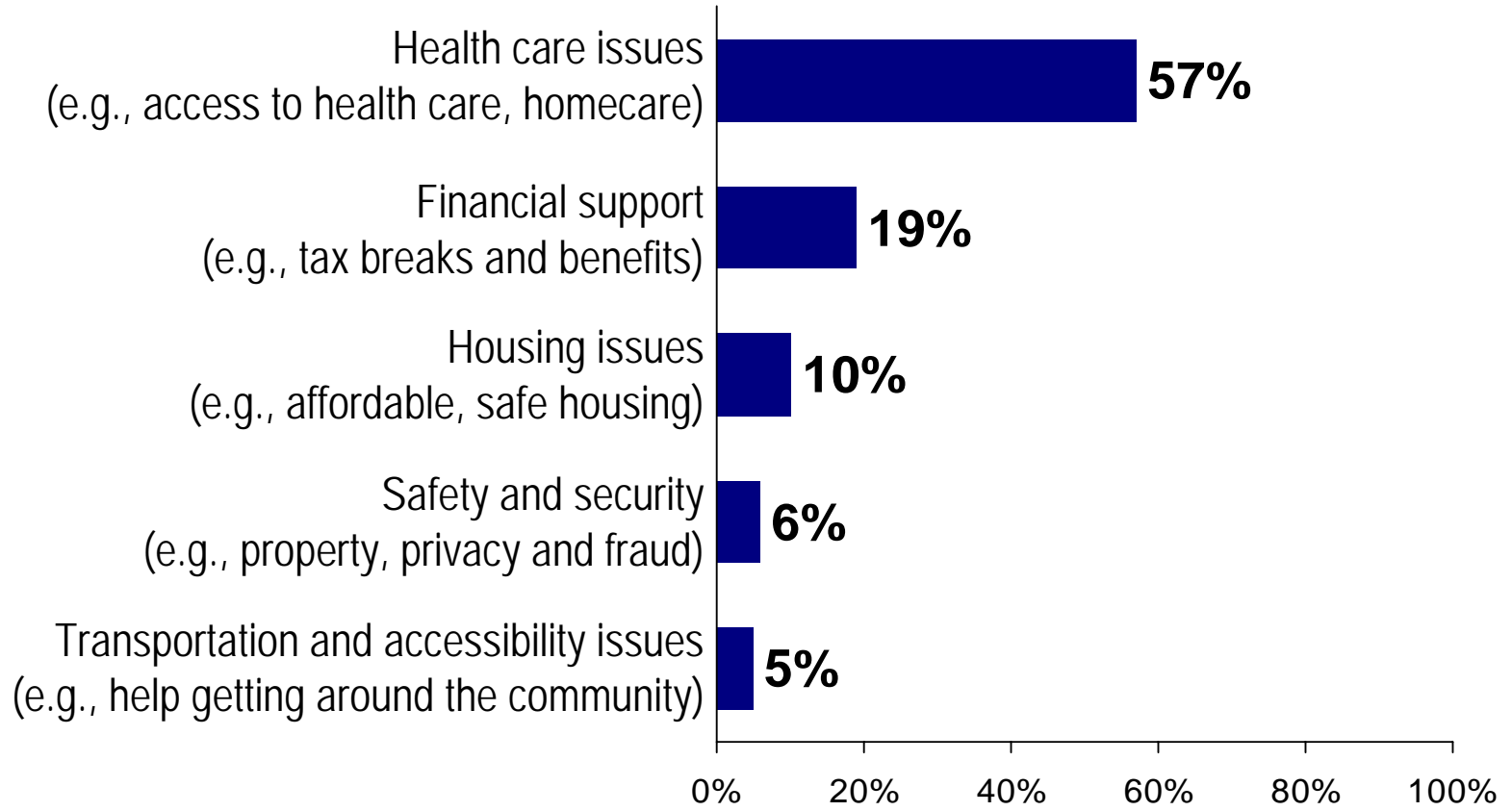
“Do you have any difficulty paying your current household expenses (e.g., rent, mortgage, food, utilities)?”



n=1505

Priorities for Government

“Thinking about the various ways in which the Government of Canada could provide support to seniors, which of the following do you think should be given the highest priority?”

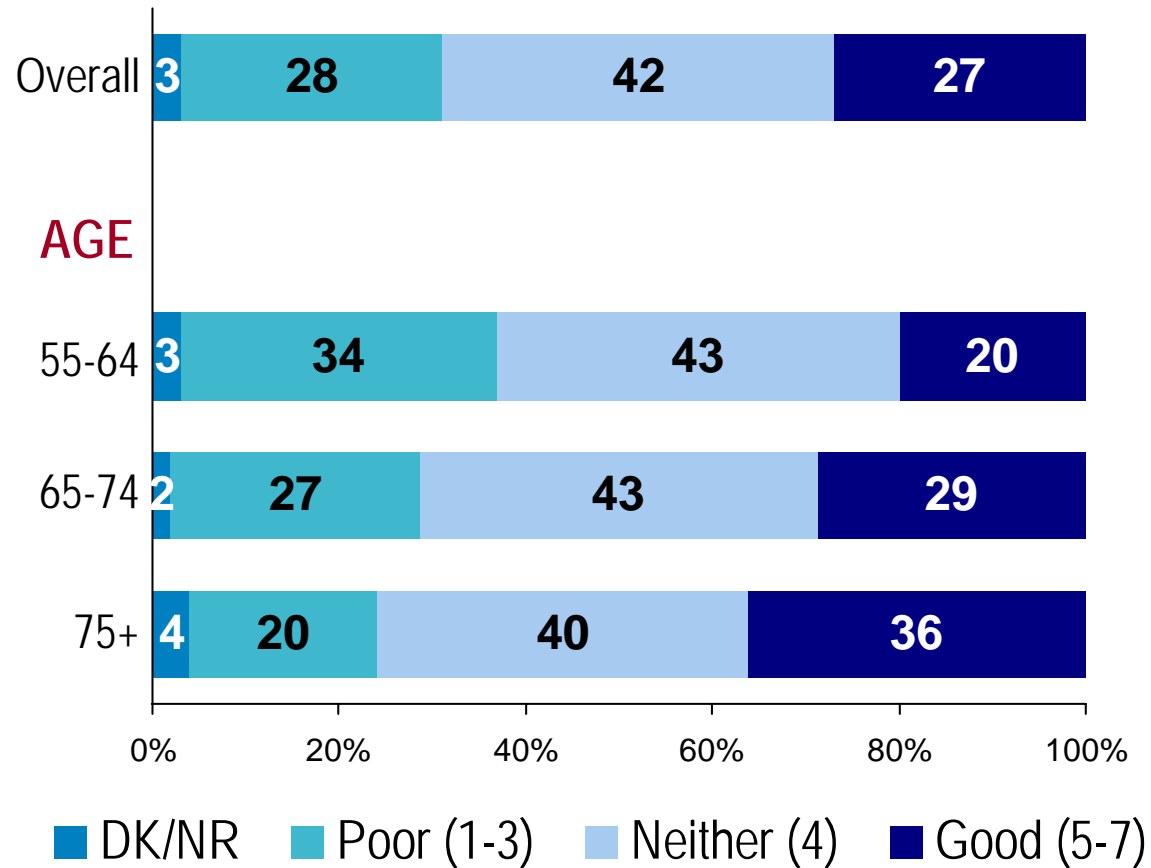


n=1505

{Base: All seniors}

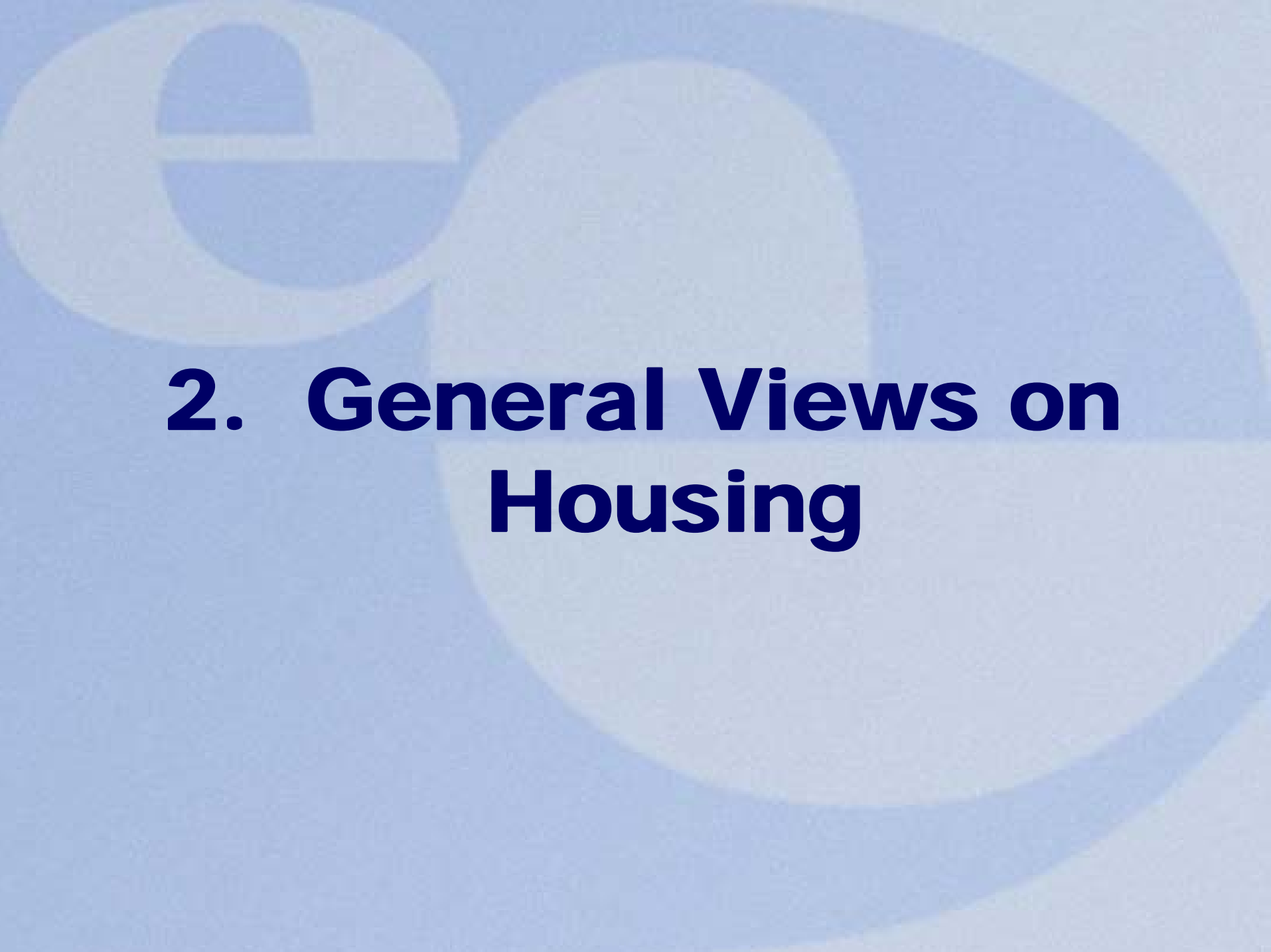
Satisfaction with Government Performance

“How would you rate the performance of the federal government in terms of addressing issues of importance to seniors?”



n=1505

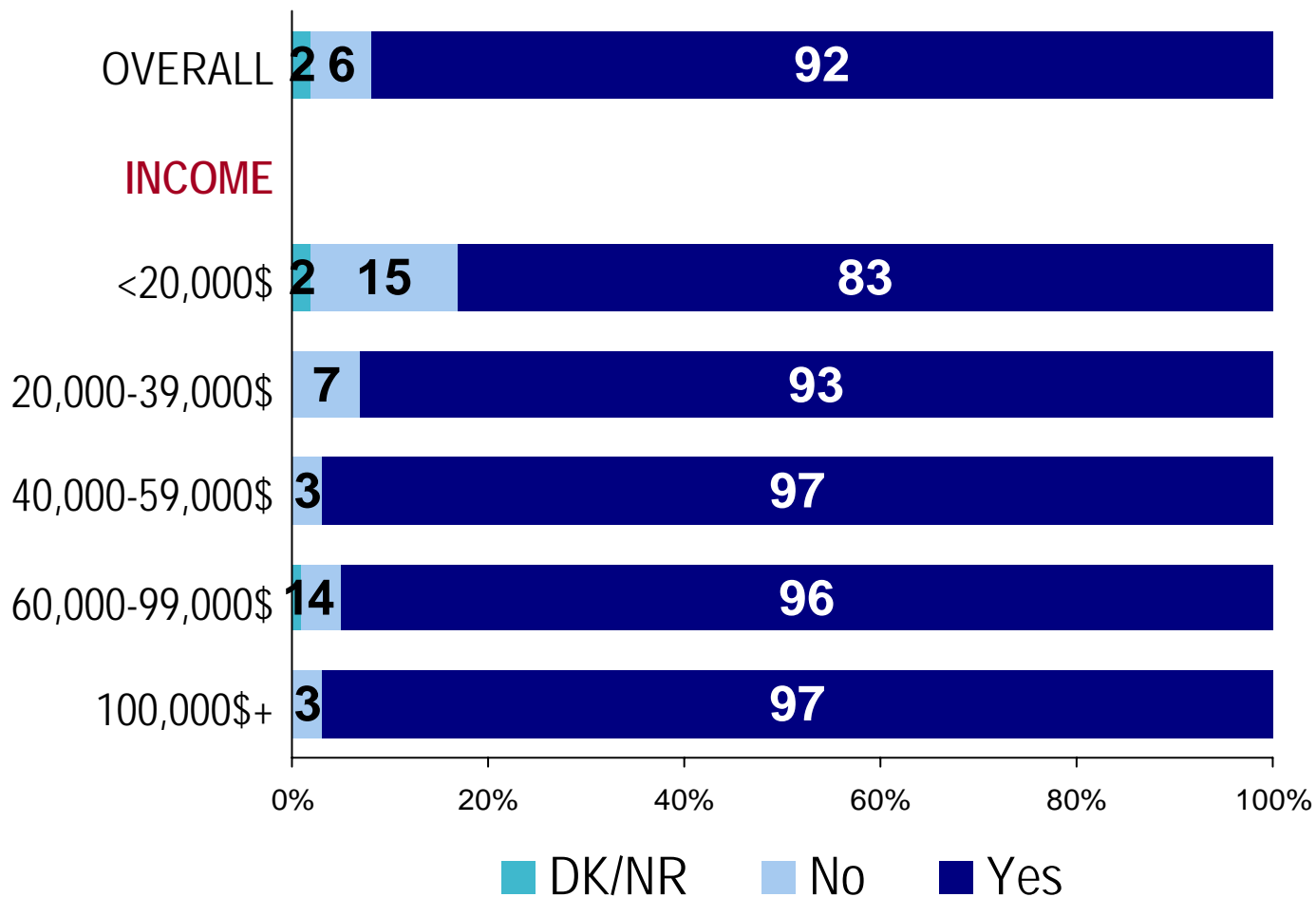
{Base: All seniors}

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2. General Views on Housing

Satisfaction with Current Housing Situation

“Generally speaking, would you say your current housing situation meets your needs?”



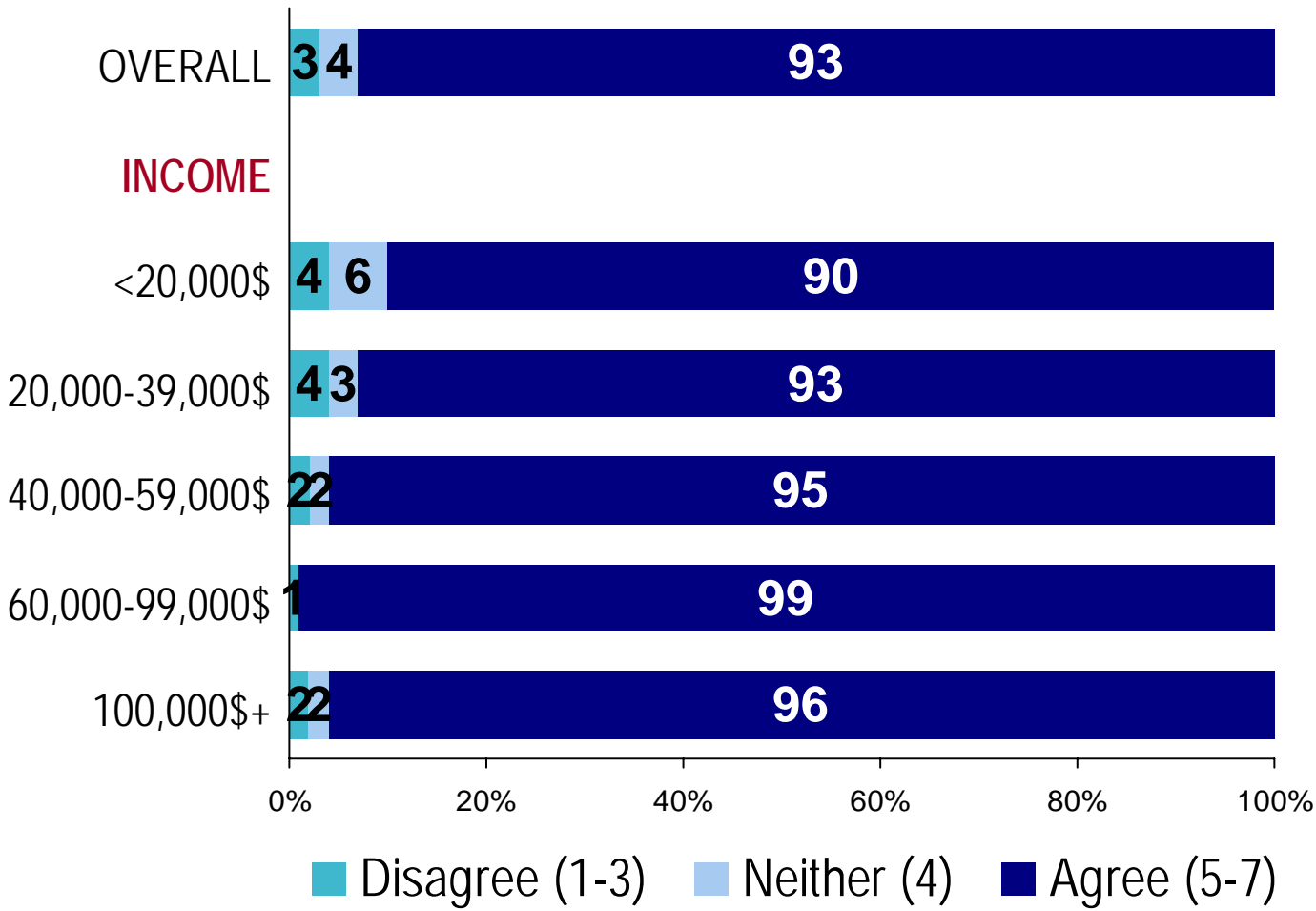
n=1505

{Base: All seniors}

Ability to Continue Living Independently

“To what extent do you agree or disagree with the following?”

For the most part, I am able to continue living independently



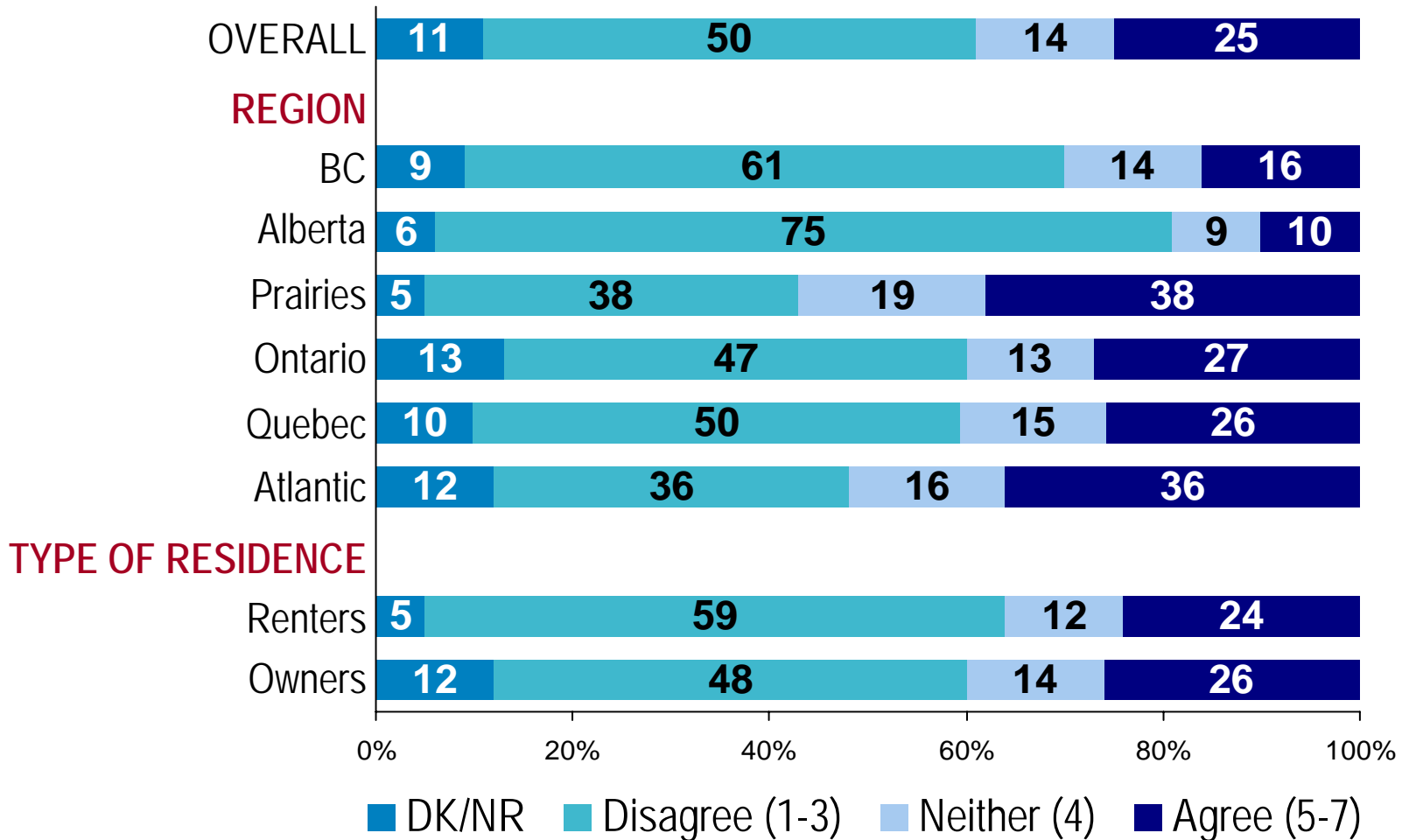
n=1505

{Base: All seniors}

Affordability of Housing in Community

“To what extent do you agree or disagree with the following?”

There is enough affordable housing in my community

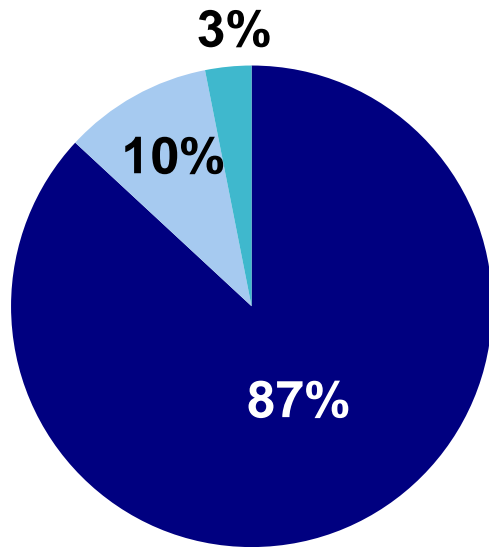


n=1505

{Base: All seniors}

Intention to Stay in Current Home

“Are you planning to remain in your present home for as long as possible, even if there are changes in your health situation?”

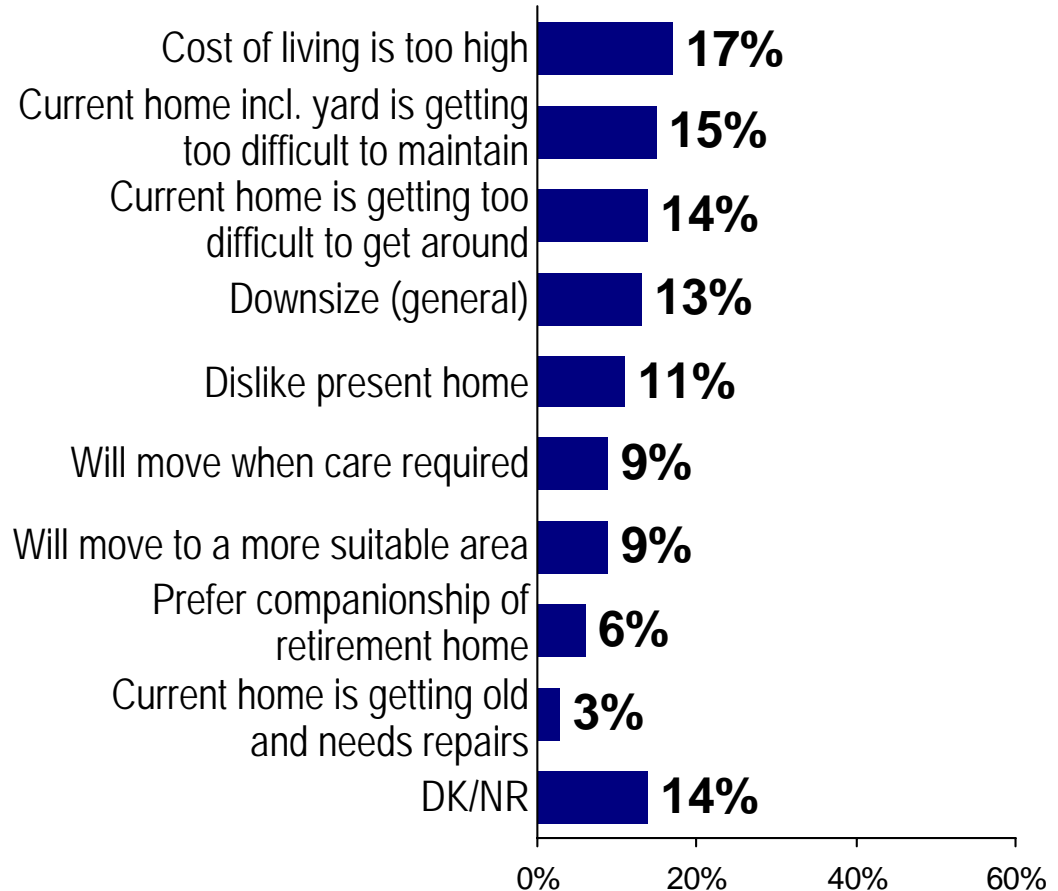


■ Yes
■ No
■ DK/NR

n=1505

{Base: All seniors}

[IF NO] “Why not?”
[open – 3 responses accepted]¹



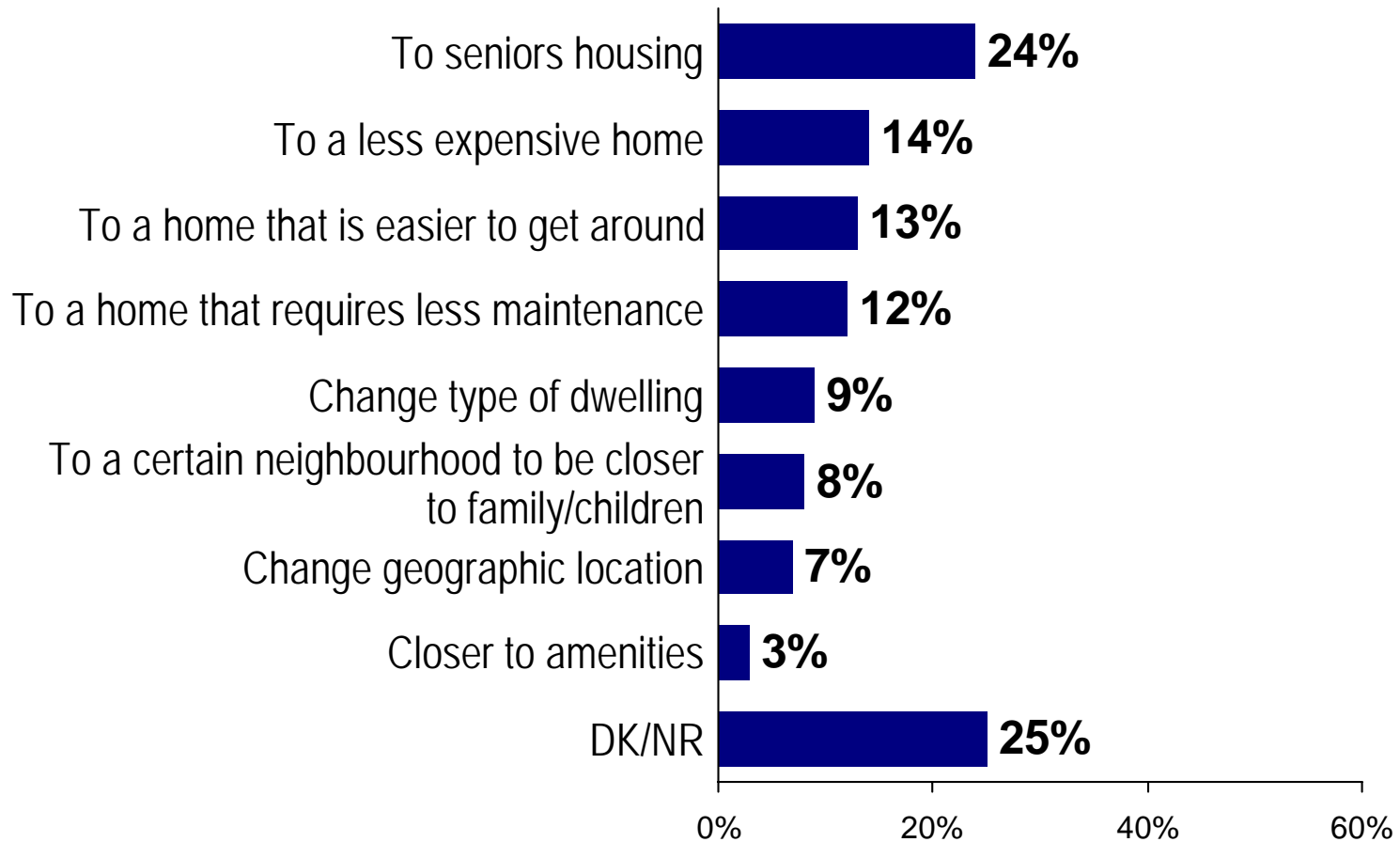
1. Please note that percentages add up to more than 100 because multiple responses accepted.

n=154

{Base: Not planning to remain in present home}

Location of New Home

[IF NO] "Where do you plan to move?" [open – 3 responses accepted]¹



1. Please note that percentages add up to more than 100 because multiple responses accepted.

n=154

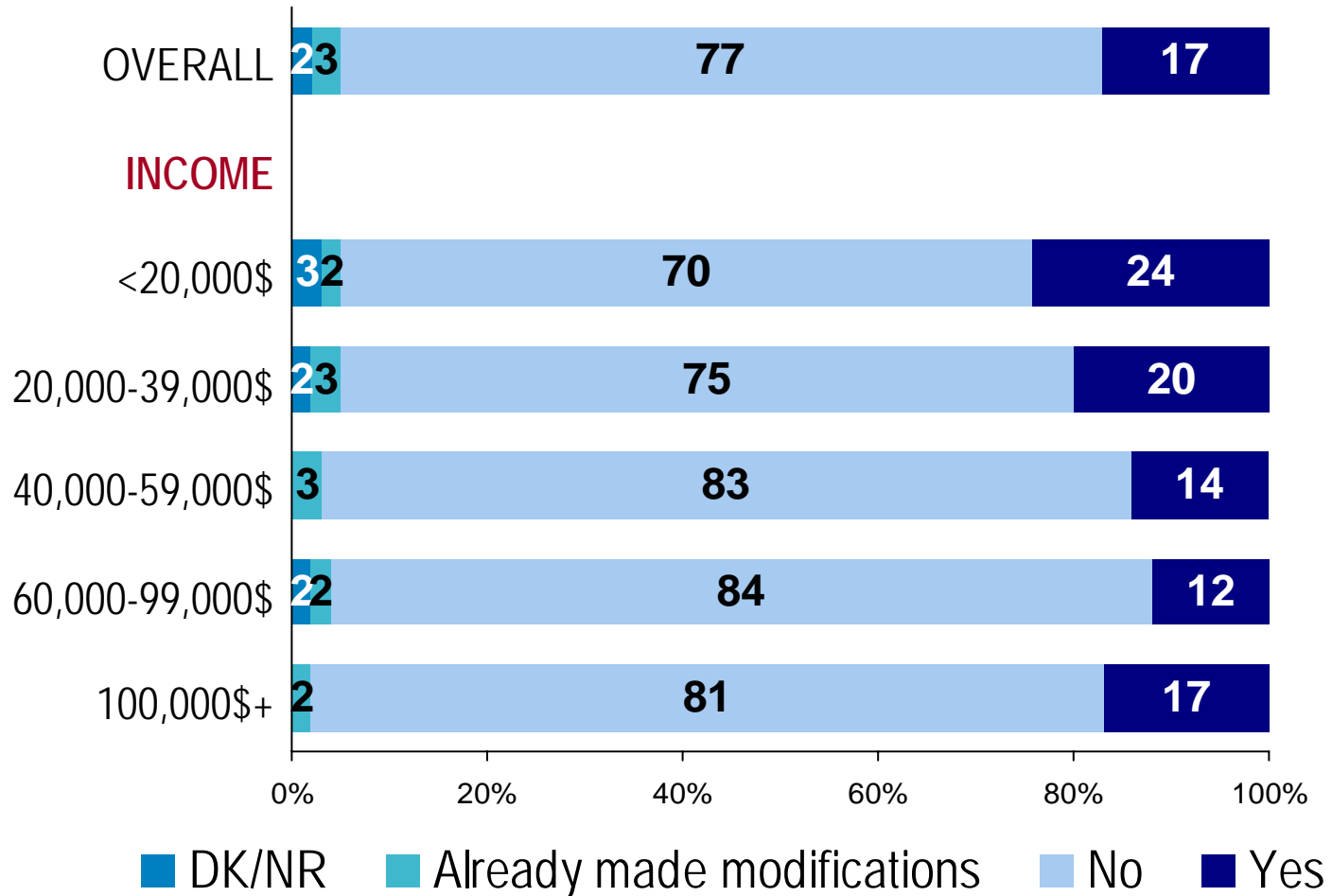
{Base: Not planning to remain in present home}

The background is a light blue color with several overlapping circles of varying shades of blue. A large, faint number '3' is visible in the background, centered behind the text.

3. Housing Modifications

Need to Modify Home to Meet Needs

“Do you currently, or in the near future, require any minor modifications to your home to make it more suitable to your needs?”

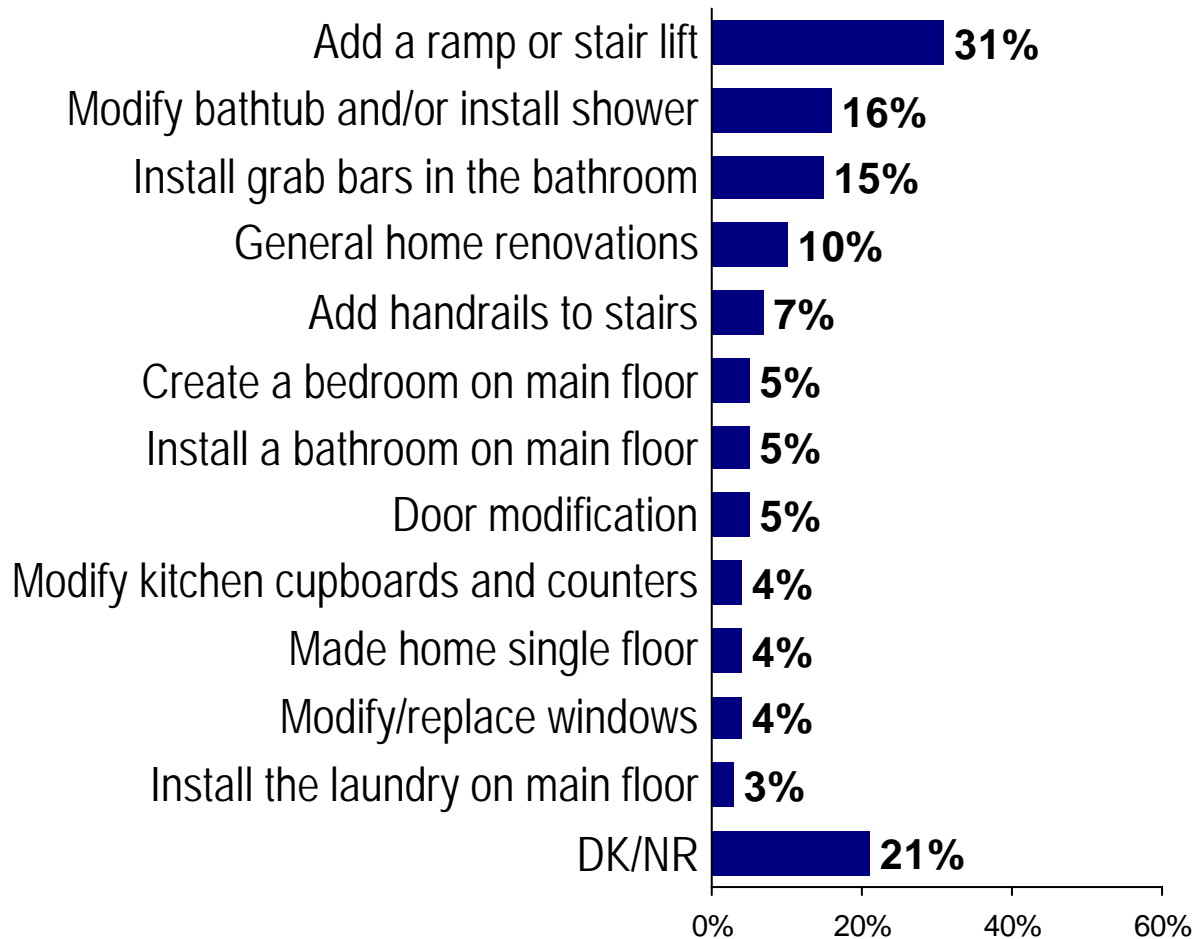


n=1505

{Base: All seniors}

Modifications Required

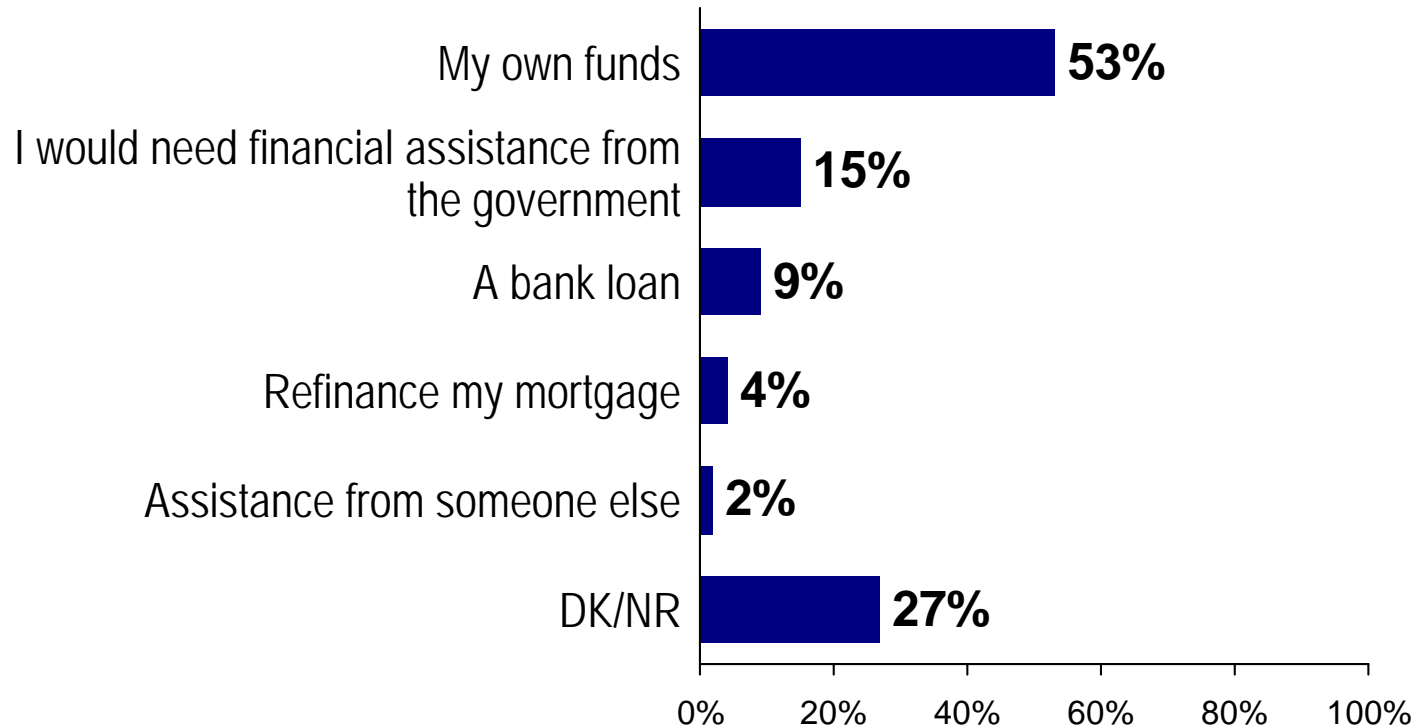
[IF YES] "What types of modifications do you currently require, or expect to require in the near future?" [open – 3 responses accepted]¹



1. Please note that percentages add up to more than 100 because multiple responses accepted.

Financing of These Modifications

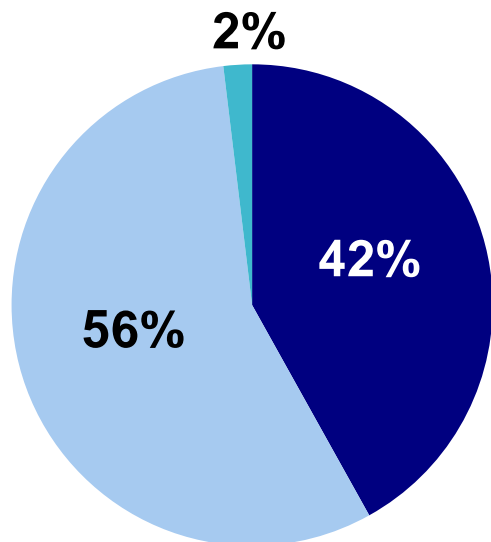
[IF YES] "How would you finance these home modifications?"
[open – 3 responses accepted]¹



1. Please note that percentages add up to more than 100 because multiple responses accepted.

Awareness of Government Financial Assistance

“Are you aware that government financial assistance may be available to low-income seniors for minor home modifications?”

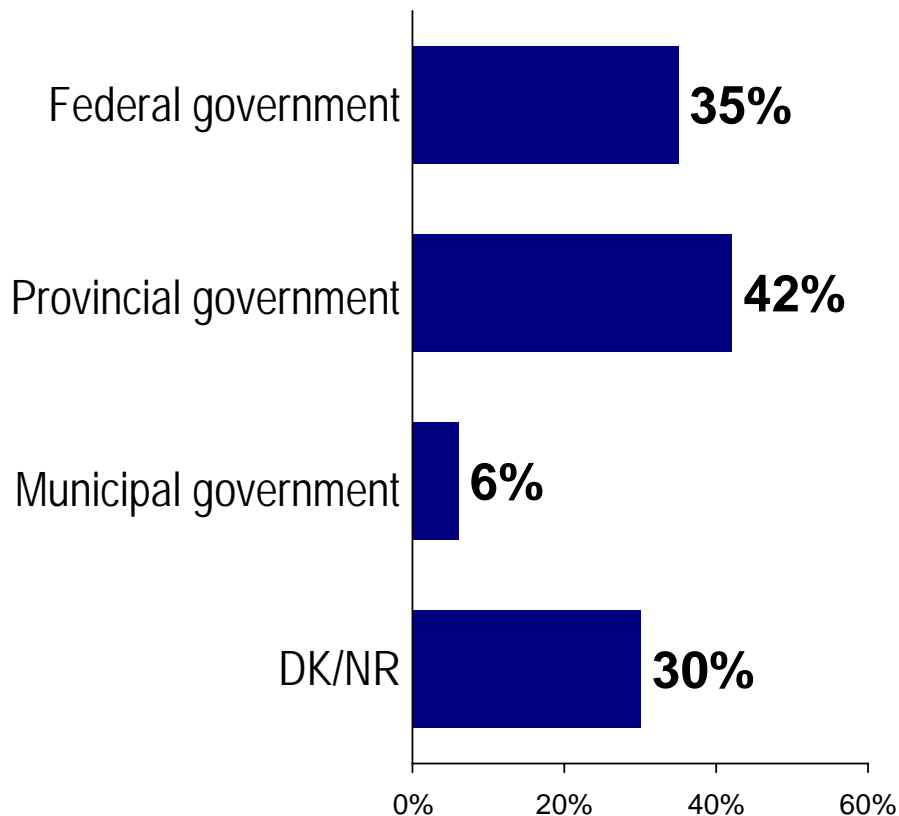


■ Yes
■ No
■ DK/NR

n=1505

{Base: All seniors}

[IF YES] “Which level of government do you think provides financial assistance for minor home modifications?”
[open – 3 responses accepted]¹



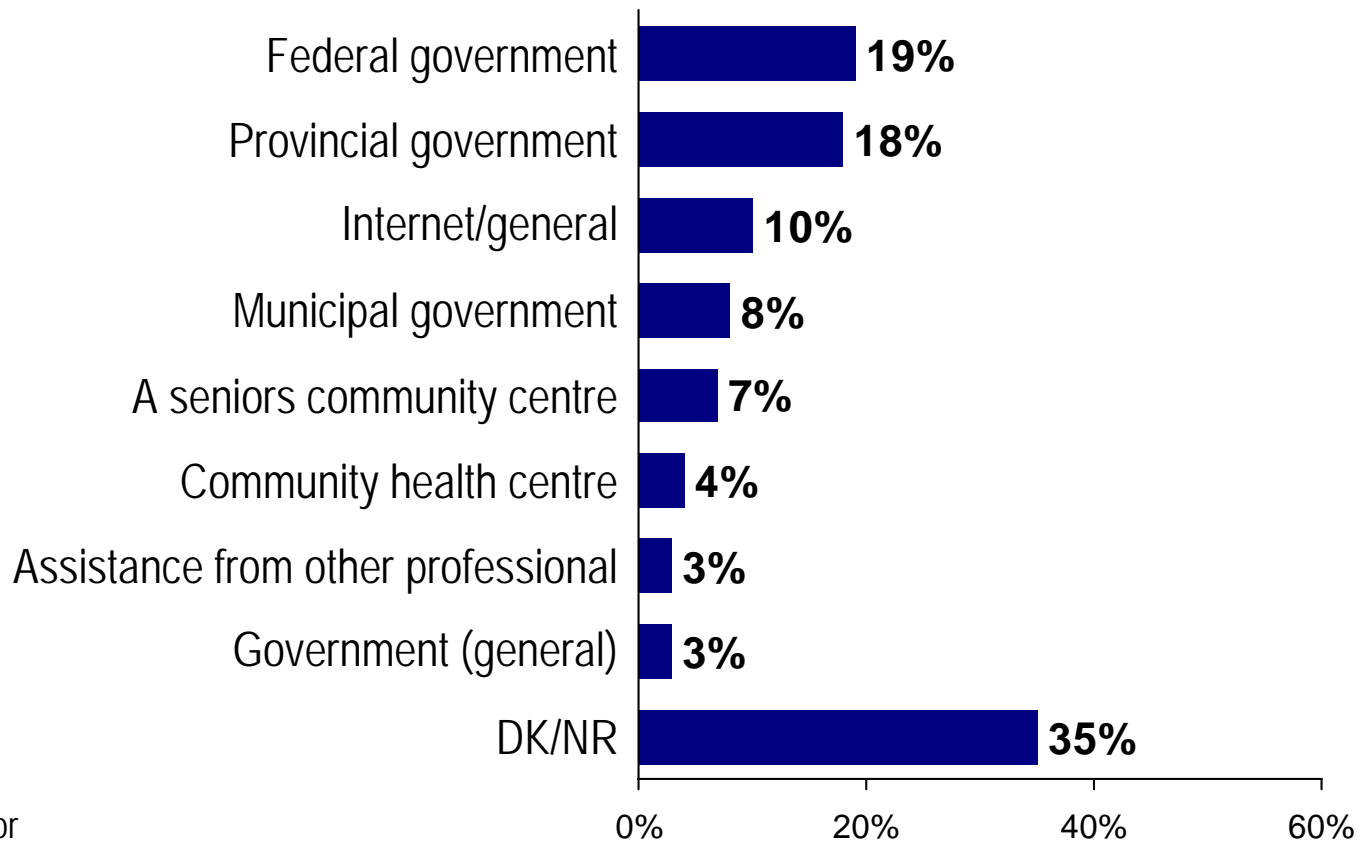
n=636

{Base: Those aware of financial assistance}

1. Please note that percentages add up to more than 100 because multiple responses accepted.

Source of Information About Modifications

“Where would you go to find information about the types of modifications that should be considered and the kinds of financial assistance that are available?” [open – 3 responses accepted]¹



Only items with 3% or more shown on slide

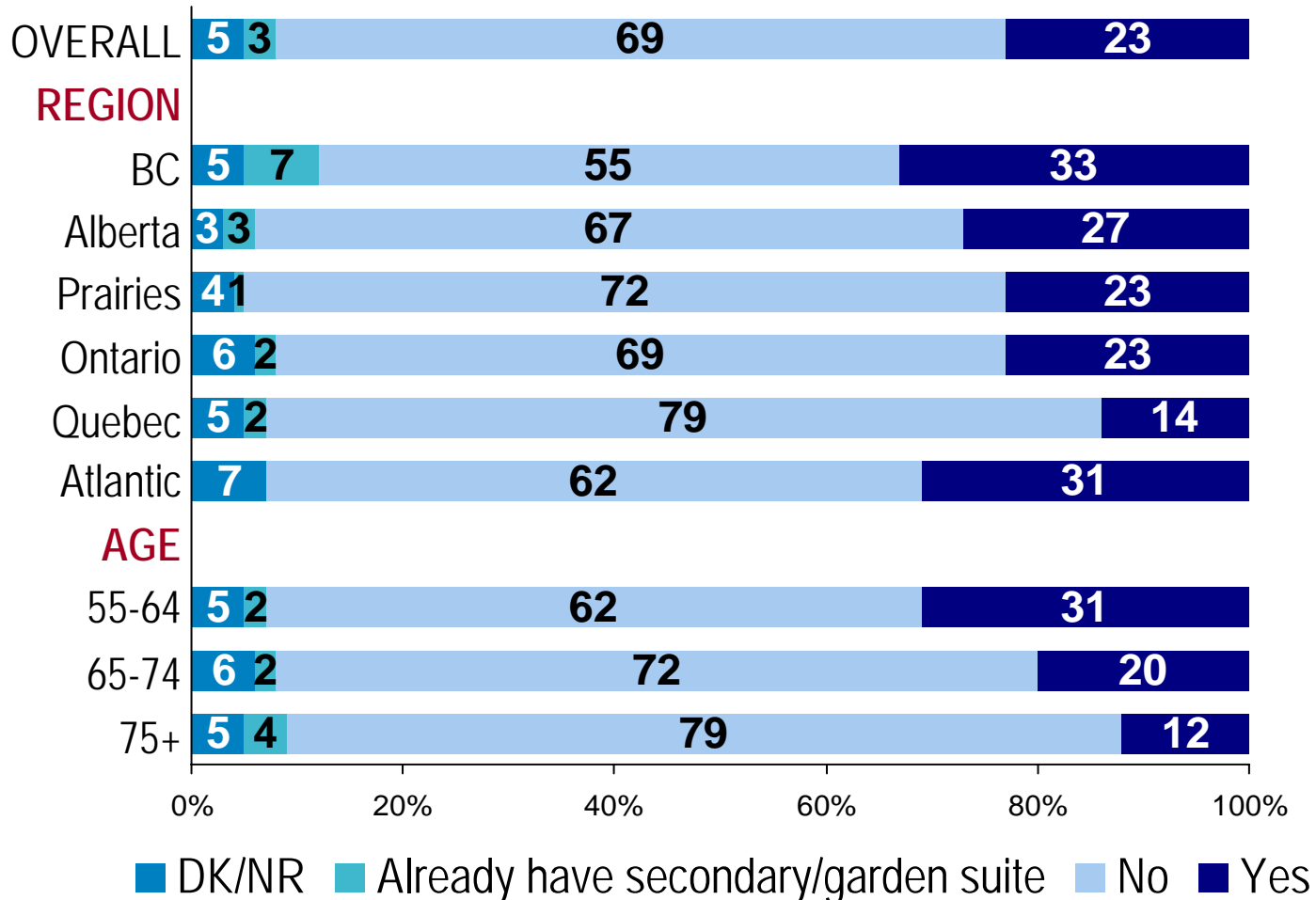
1. Please note that percentages add up to more than 100 because multiple responses accepted.



4. Views on Secondary/ Garden Suites

Views on Secondary/Garden Suites

“Would you consider creating a secondary suite in your home or installing a garden suite on your property for a family member, such as one of your parents or your spouse’s parents?”

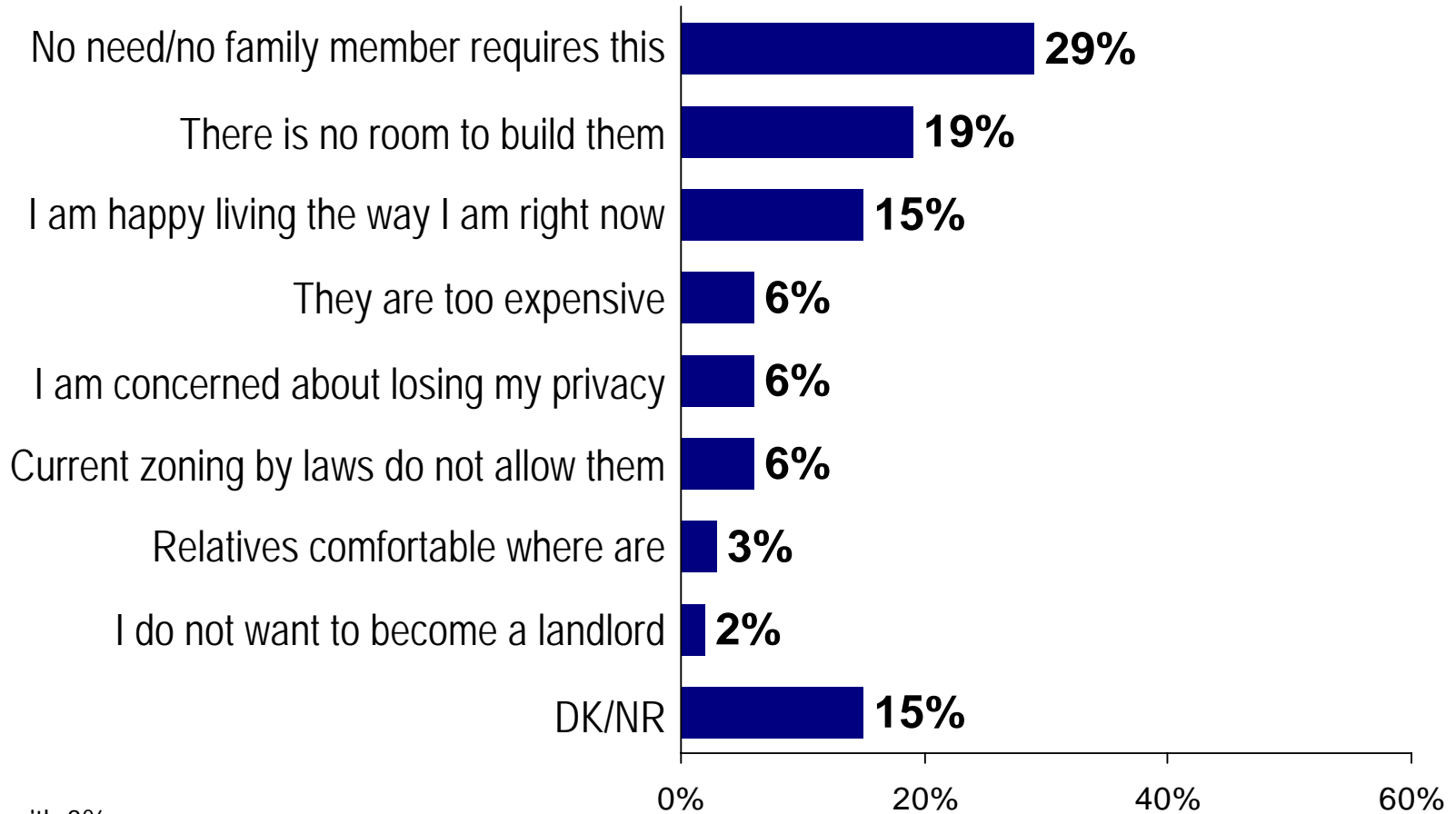


n=970

{Base: Only if homeowner in one family detached, semi-detached or townhouse}

Reasons for Not Considering Secondary/Garden Suite

[IF NO] "Why not?" [open – 3 responses accepted]¹



Only items with 3% or more shown on slide

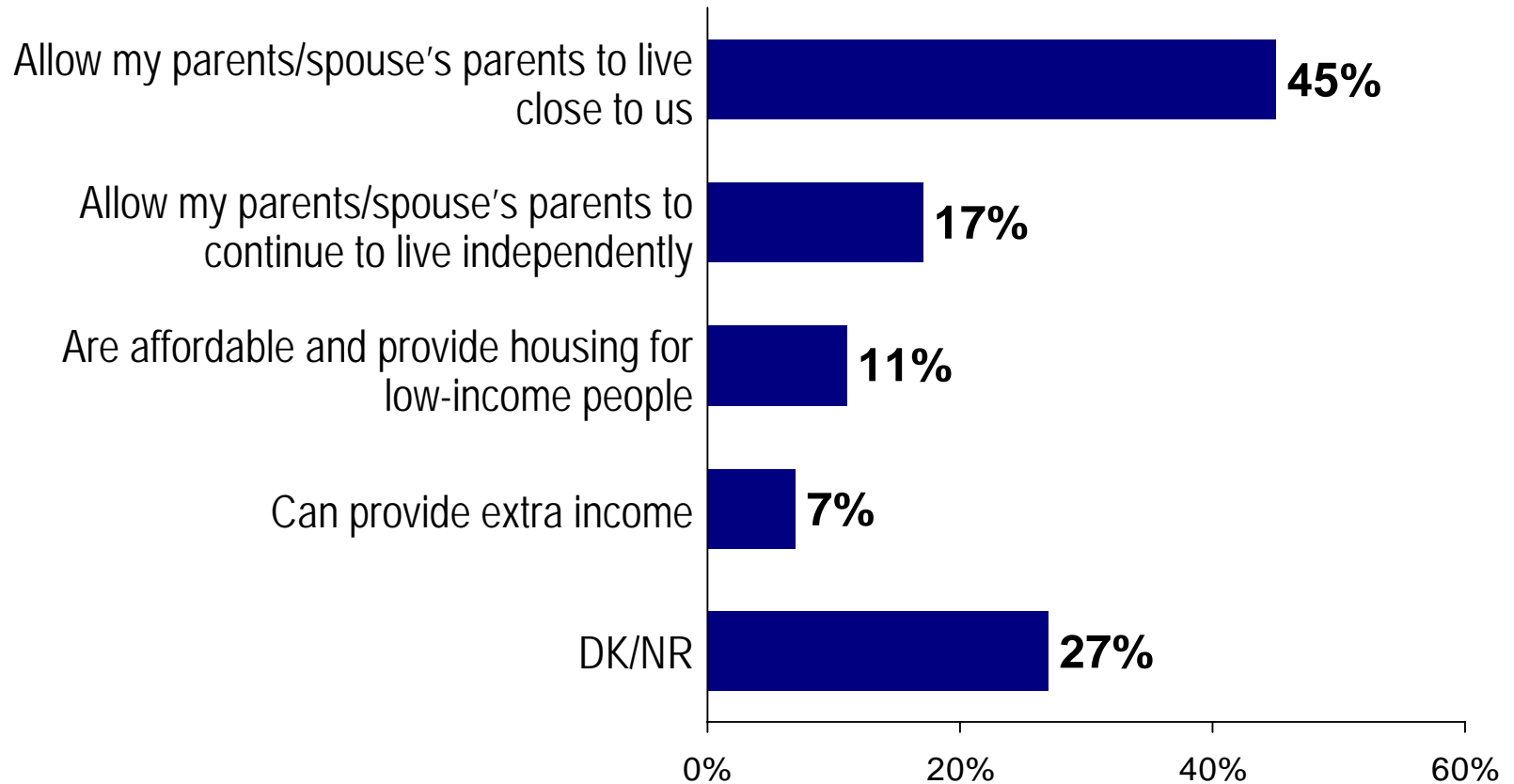
1. Please note that percentages add up to more than 100 because multiple responses accepted.

n=671

{Base: Would not consider secondary/garden suite}

Perceived Benefits from Secondary/Garden Suite

[IF YES] "What benefits would you expect from a secondary suite or a garden suite?" [open – 3 responses accepted]¹



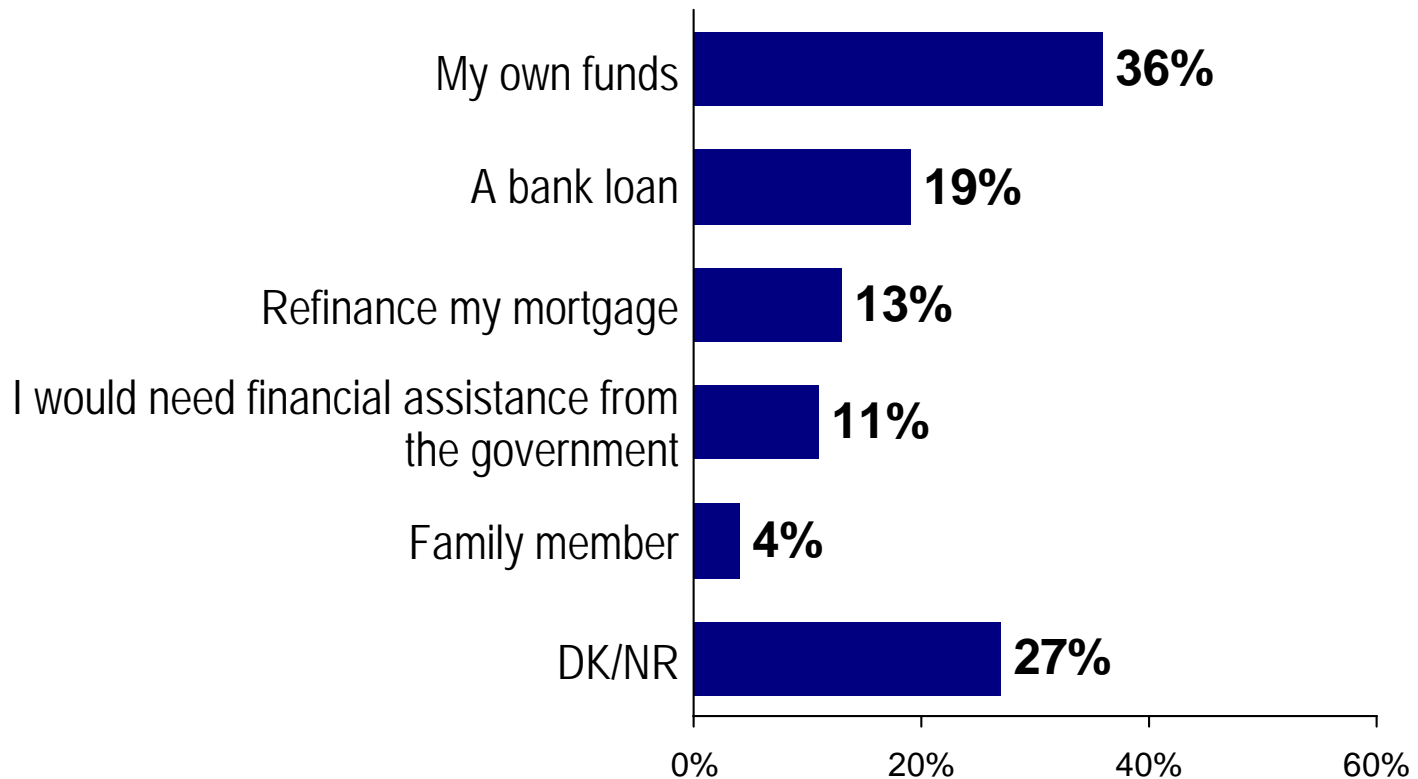
1. Please note that percentages add up to more than 100 because multiple responses accepted.

n=223

{Base: Would consider secondary/garden suite}

Financing Secondary/Garden Suite

[IF YES] "How would you finance the construction of the secondary suite or the garden suite?" [open – 3 responses accepted]¹



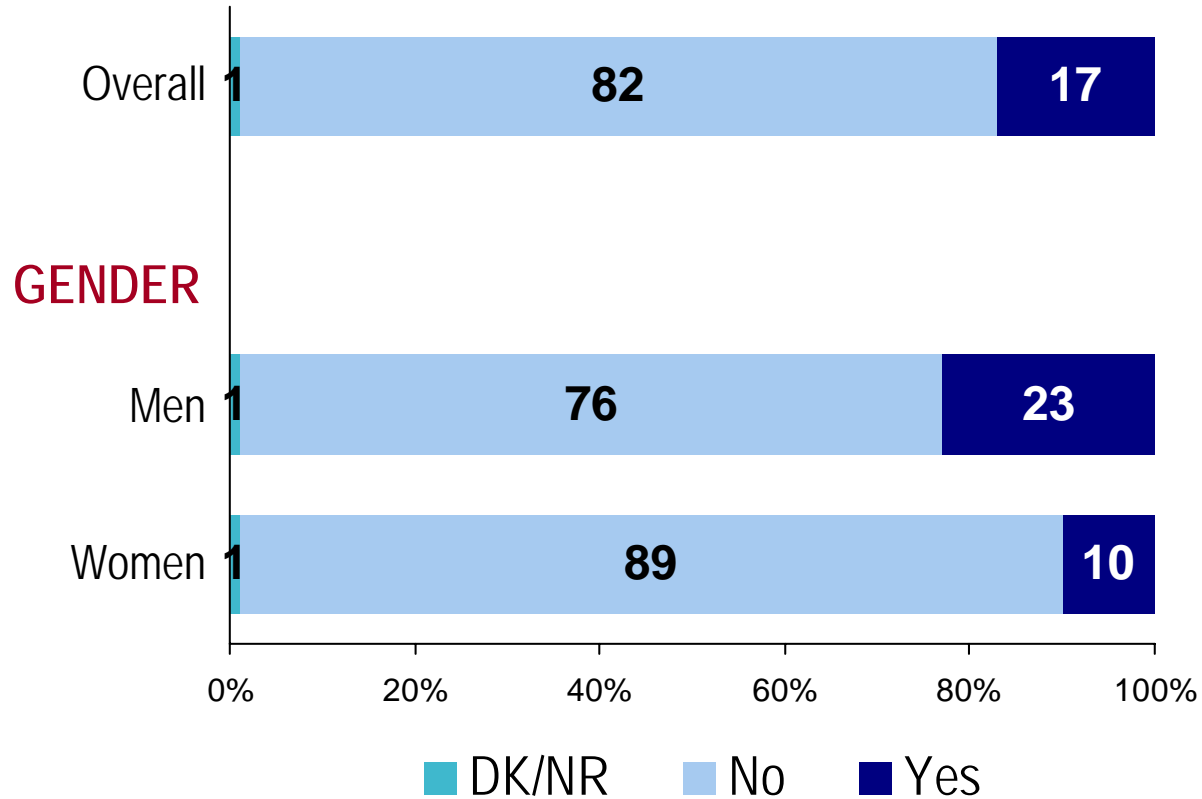
1. Please note that percentages add up to more than 100 because multiple responses accepted.

n=223

{Base: Would consider secondary/garden suite}

Awareness of Government Financial Assistance

[IF YES] "Are you aware that government financial assistance may be available to people who create a secondary suite in their home or install a garden suite on their property?"

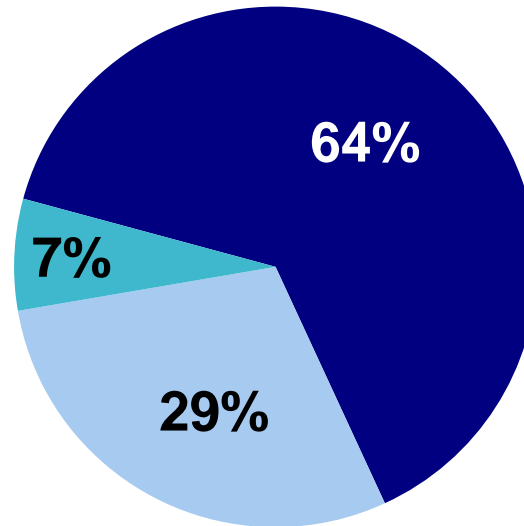


n=223

{Base: Would consider secondary/garden suite}

Agreement with Limiting Occupancy to Low Income Seniors/Adult with Disability

[IF YES] "If you received government financial assistance to help you create a secondary suite within your home or install a garden suite on your property, would you agree to limit occupancy to a low-income senior or an adult with a disability?"



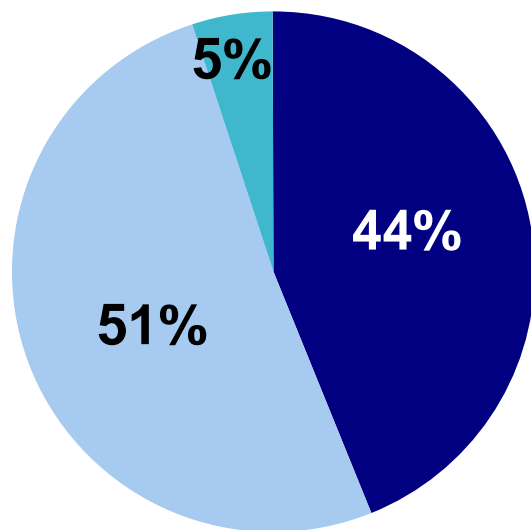
■ Yes
■ No
■ DK/NR

n=223

{Base: Would consider secondary/garden suite}

Consideration of Living in Secondary/Garden Suite

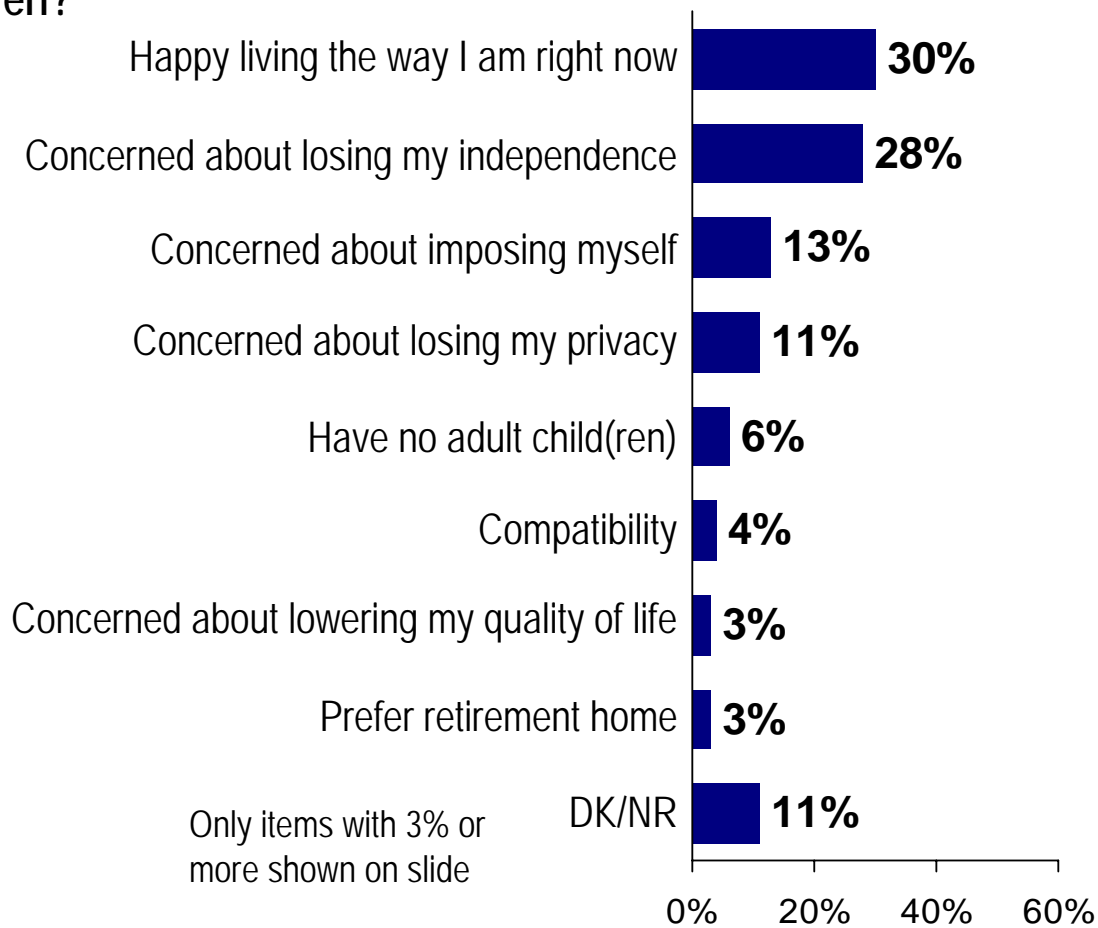
“Would you consider living in a secondary suite or a garden suite created in the home of a family member, such as one of your adult children or your spouse’s adult children?”



■ Yes
■ No
■ DK/NR

n=1505

[IF NO] “Why not?”
[open – 3 responses accepted]¹



1. Please note that percentages add up to more than 100 because multiple responses accepted.

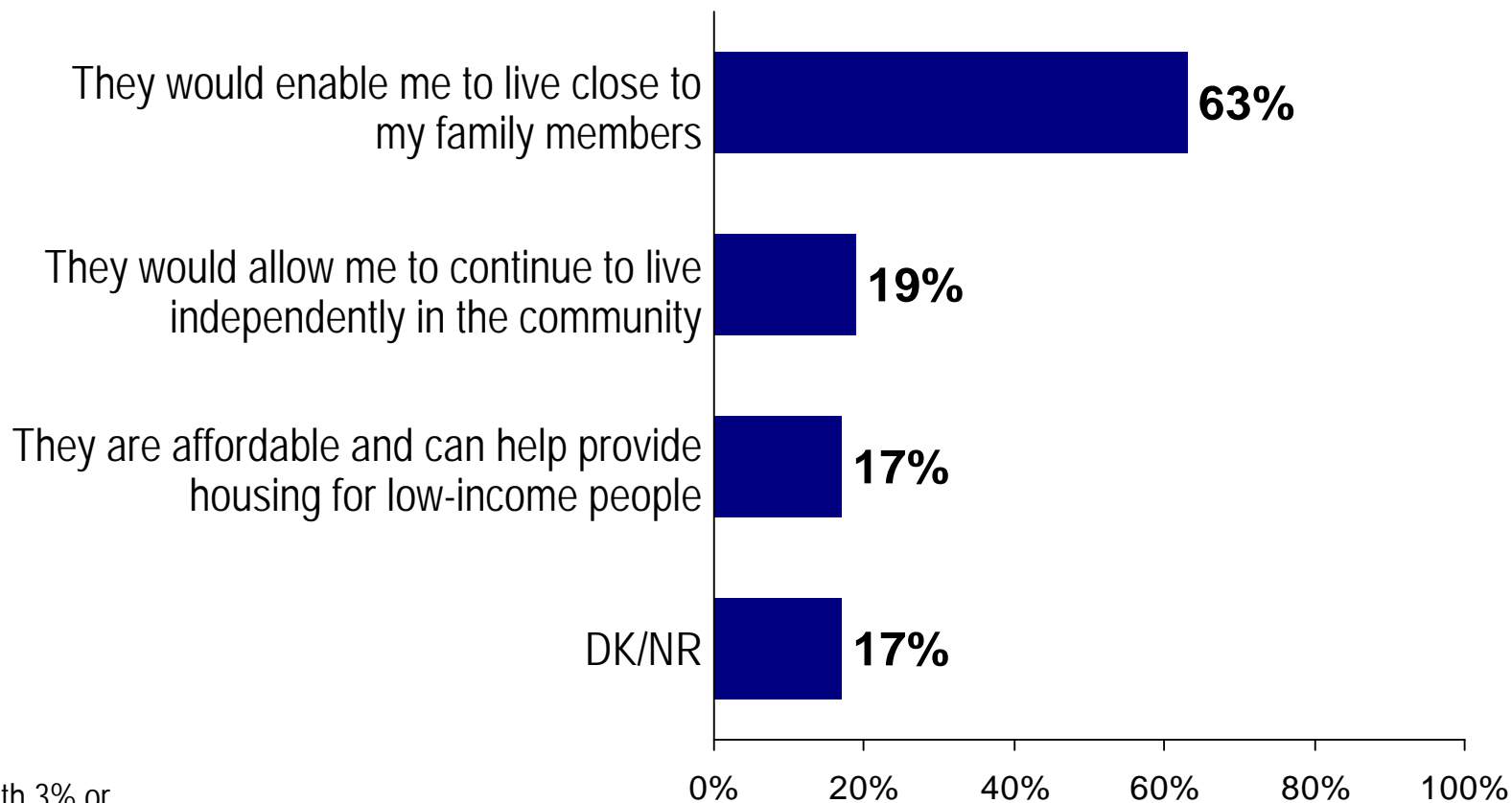
n=768

{Base: All seniors}

{Base: Those who would not live in the home of family member}

Perceived Benefits from Living in Secondary/ Garden Suite

[IF YES] "What benefits would you expect from living in a secondary suite or a garden suite created in the home of a family member?"
[open – 3 responses accepted]¹



Only items with 3% or more shown on slide

1. Please note that percentages add up to more than 100 because multiple responses accepted.

n=665

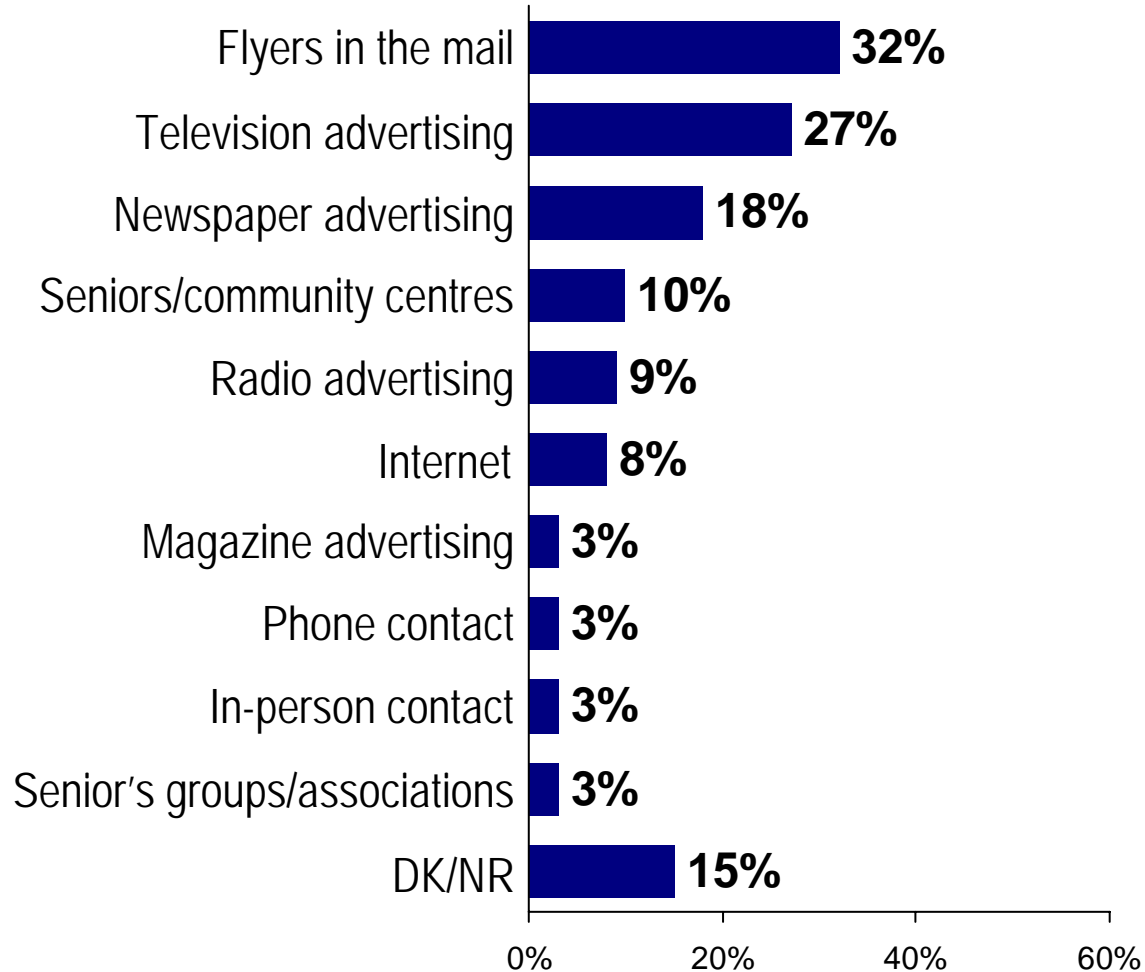
{Base: Those who would live in the home of family member}

The background features a light blue color with several overlapping circles of varying shades. In the upper left corner, there is a stylized logo consisting of a circle with a horizontal line through its center, resembling a lowercase 'e' or a similar symbol.

5. Communicating with Seniors

Best Methods to Get Information to Seniors

“What do you think would be the best way to get information to seniors about issues of importance to them?” [open]



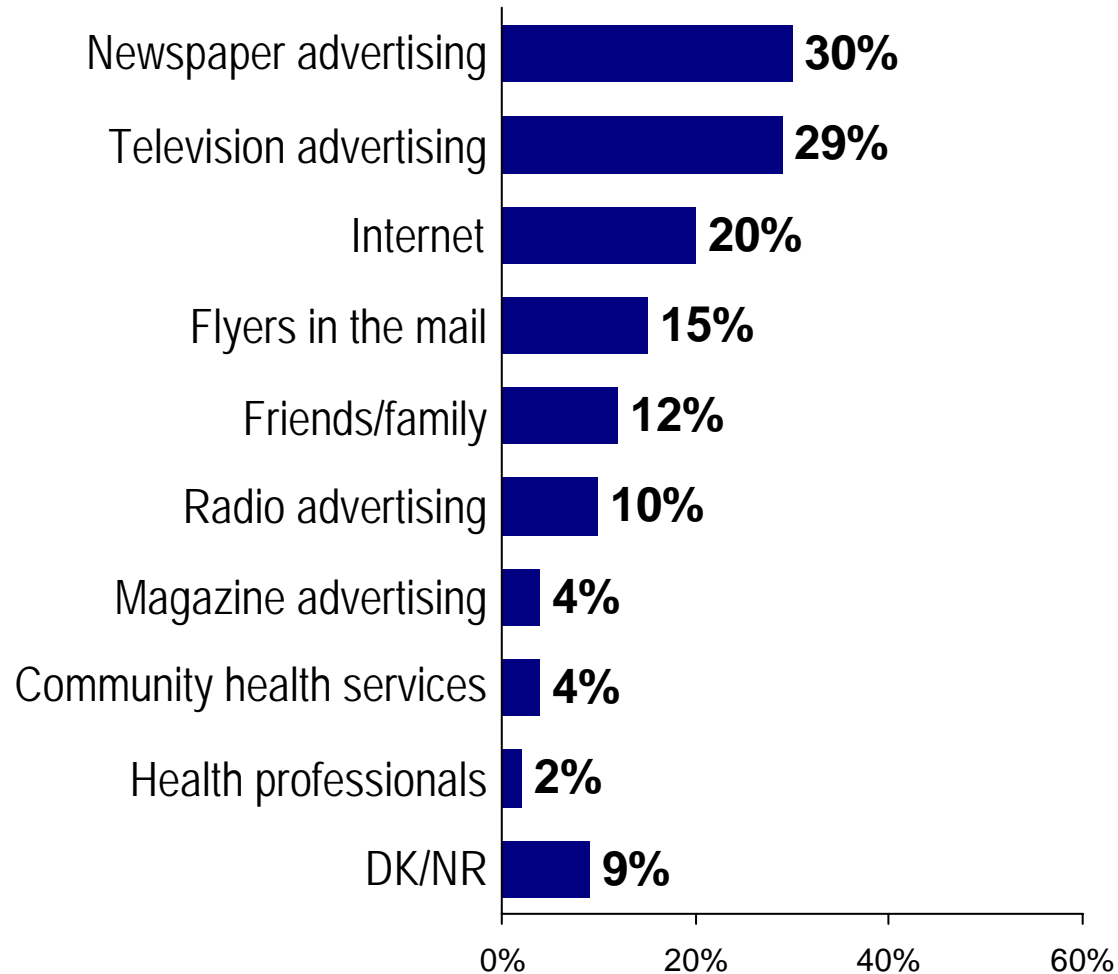
Only items with 2% or more shown on slide

n=1505

{Base: All seniors}

Current Source of Information

“And from which sources are you most likely to get information about issues of importance to you?” [open]



Only items with 2% or more shown on slide

n=1505

{Base: All seniors}

6. Conclusions

Conclusions

- Results suggest that seniors are largely satisfied with their lives. Fully eight in ten express satisfaction in terms of the safety and security of their home and neighbourhood, their ability to get around their community, and being able to count on the help of friends and family.
- A further three-quarters are satisfied with their health, and two-thirds feel they have opportunities to get involved in their community.
- However, these results vary significantly by income: those with higher income levels are significantly more satisfied with all aspects tested.

Conclusions

- Results also suggest that Canadian seniors' outlook on their housing situation is quite positive. The vast majority say they are able to continue living independently, and agree that their current housing situation meets their needs.
- A strong majority also express an intention to remain in their current home for as long as possible, even if their health changes. And most seniors say they have little difficulty paying their household expenses.
- However, as with the satisfaction indicators, lower income seniors express less positive views about their housing situation.

Conclusions

- Results also suggest that Canadian seniors could benefit from information on various CMHC programs.
- For example, although only a minority of seniors say they will require modifications to their home, those who do are unsure where they can go to find information about home modifications.
- Similarly, while relatively few seniors say they would consider installing a garden/secondary suite, those who would consider this are generally unaware that government financial assistance may be available to them.
- These findings suggest that CMHC continue (and perhaps enhance) communication efforts about programs and services that may be of interest to seniors (and that particular effort be made to reach lower income seniors).



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