

Do you or someone you know currently have a Personal Support Worker (PSW)? PSWs typically help individuals with daily living activities, such as hygiene, meals, and mobility, and work as part of patient care teams. They work in a variety of environments, be it in long-term care homes, hospitals, or in-home care. They may also use job titles such as Social Worker, Health Care Aide, Patient Care Aide, Resident Care Aide.

|   | Total       | Gender     |            | AGE        |            |            | EDUCATION |            |            |            | Generation |            |            |            |
|---|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|
|   |             | Male       | Female     | 45-54      | 55-64      | 65+        | <HS       | HS         | Post Sec   | Univ Grad  | Gen Z      | Millennial | Gen X      | Boomer     |
|   |             | A          | B          | C          | D          | E          | F         | G          | H          | I          | J          | K          | L          | M          |
| <b>Base: All Respondents (unwtd)</b>                          | <b>1001</b> | <b>467</b> | <b>534</b> | <b>301</b> | <b>353</b> | <b>347</b> | <b>56</b> | <b>196</b> | <b>446</b> | <b>303</b> | -          | -          | <b>376</b> | <b>625</b> |
| <b>Base: All Respondents (wtd)</b>                            | <b>1001</b> | <b>486</b> | <b>515</b> | <b>340</b> | <b>332</b> | <b>330</b> | <b>53</b> | <b>193</b> | <b>444</b> | <b>311</b> | -          | -          | <b>410</b> | <b>591</b> |
| I personally have a PSW to help me                            | 30          | 15         | 15         | 14         | 8          | 7          | 2         | 4          | 10         | 14         | -          | -          | 18         | 12         |
|   | 3%          | 3%         | 3%         | 4%         | 2%         | 2%         | 4%        | 2%         | 2%         | 4%         | -          | -          | 4%         | 2%         |
|   |             |            |            |            |            |            | *         |            |            |            |            |            | M          |            |
| Someone I know has a PSW to help them                         | 152         | 73         | 78         | 56         | 57         | 39         | 3         | 23         | 68         | 58         | -          | -          | 68         | 84         |
|   | 15%         | 15%        | 15%        | 16%        | 17%        | 12%        | 5%        | 12%        | 15%        | 19%        | -          | -          | 17%        | 14%        |
|   |             |            |            |            |            |            | *         |            | F          | FG         |            |            |            |            |
| I don't personally have one, but I may need one in the future | 179         | 84         | 95         | 64         | 51         | 64         | 12        | 27         | 81         | 59         | -          | -          | 72         | 107        |
|   | 18%         | 17%        | 18%        | 19%        | 15%        | 19%        | 23%       | 14%        | 18%        | 19%        | -          | -          | 18%        | 18%        |
|   |             |            |            |            |            |            | *         |            |            |            |            |            |            |            |
| No  | 653         | 317        | 336        | 208        | 221        | 224        | 37        | 141        | 289        | 186        | -          | -          | 257        | 396        |
|   | 65%         | 65%        | 65%        | 61%        | 67%        | 68%        | 70%       | 73%        | 65%        | 60%        | -          | -          | 63%        | 67%        |
|   |             |            |            |            |            |            | *         | I          |            |            |            |            |            |            |
| Sigma   | 1013        | 489        | 524        | 342        | 336        | 335        | 54        | 195        | 447        | 317        | -          | -          | 415        | 598        |
|   | 101%        | 101%       | 102%       | 101%       | 101%       | 102%       | 102%      | 101%       | 101%       | 102%       | -          | -          | 101%       | 101%       |

In what ways has having a PSW helped you or the person you know? If you think you may need one in the future, please select how you think they will help you.

|  | Total      | Gender     |            | AGE        |            |            | EDUCATION |           |            |            | Generation |            |            |            |
|--|------------|------------|------------|------------|------------|------------|-----------|-----------|------------|------------|------------|------------|------------|------------|
|  |            | Male       | Female     | 45-54      | 55-64      | 65+        | <HS       | HS        | Post Sec   | Univ Grad  | Gen Z      | Millennial | Gen X      | Boomer     |
|  | A          | B          | C          | D          | E          | F          | G         | H         | I          | J          | K          | L          | M          |            |
| <b>Base: All Answering (unwtd)</b>               | <b>344</b> | <b>159</b> | <b>185</b> | <b>115</b> | <b>119</b> | <b>110</b> | <b>18</b> | <b>52</b> | <b>153</b> | <b>121</b> | -          | -          | <b>138</b> | <b>206</b> |
| <b>Base: All Answering (wtd)</b>                 | <b>348</b> | <b>169</b> | <b>179</b> | <b>132</b> | <b>111</b> | <b>105</b> | <b>16</b> | <b>52</b> | <b>155</b> | <b>125</b> | -          | -          | <b>153</b> | <b>195</b> |
| Able to age at home                              | 182        | 83         | 99         | 58         | 62         | 62         | 11        | 22        | 76         | 72         | -          | -          | 74         | 108        |
|  | 52%        | 49%        | 55%        | 44%        | 56%        | 58%        | 69%       | 43%       | 49%        | 58%        | -          | -          | 48%        | 55%        |
|  |            |            |            |            |            | C          | **        | *         |            |            |            |            |            |            |
| Feel secure in retirement                        | 82         | 39         | 43         | 22         | 30         | 31         | 4         | 13        | 35         | 31         | -          | -          | 28         | 54         |
|  | 24%        | 23%        | 24%        | 17%        | 27%        | 29%        | 24%       | 24%       | 22%        | 25%        | -          | -          | 19%        | 28%        |
|  |            |            |            |            |            | C          | **        | *         |            |            |            |            |            |            |
| Freedom to retire on own terms                   | 70         | 30         | 40         | 25         | 24         | 21         | 4         | 8         | 23         | 35         | -          | -          | 31         | 39         |
|  | 20%        | 18%        | 23%        | 19%        | 22%        | 20%        | 23%       | 16%       | 15%        | 28%        | -          | -          | 20%        | 20%        |
|  |            |            |            |            |            |            | **        | *         |            | H          |            |            |            |            |
| Help in navigating a disability                  | 124        | 54         | 70         | 41         | 46         | 36         | 5         | 19        | 60         | 41         | -          | -          | 53         | 71         |
|  | 36%        | 32%        | 39%        | 31%        | 42%        | 34%        | 34%       | 35%       | 38%        | 33%        | -          | -          | 35%        | 36%        |
|  |            |            |            |            |            |            | **        | *         |            |            |            |            |            |            |
| Personal contact                                 | 107        | 52         | 55         | 38         | 41         | 28         | 2         | 22        | 46         | 37         | -          | -          | 48         | 59         |
|  | 31%        | 31%        | 31%        | 29%        | 37%        | 27%        | 11%       | 42%       | 30%        | 30%        | -          | -          | 32%        | 30%        |
|  |            |            |            |            |            |            | **        | *         |            |            |            |            |            |            |
| Carrying out household tasks                     | 207        | 87         | 120        | 63         | 67         | 78         | 10        | 29        | 94         | 75         | -          | -          | 76         | 132        |
|  | 59%        | 51%        | 67%        | 48%        | 60%        | 74%        | 62%       | 55%       | 60%        | 60%        | -          | -          | 49%        | 67%        |
|  |            |            | A          |            |            | CD         | **        | *         |            |            |            |            | L          |            |
| Help in meal preparation                         | 149        | 67         | 81         | 55         | 49         | 44         | 8         | 21        | 60         | 60         | -          | -          | 66         | 83         |
|  | 43%        | 40%        | 45%        | 42%        | 45%        | 42%        | 50%       | 41%       | 38%        | 48%        | -          | -          | 43%        | 43%        |
|  |            |            |            |            |            |            | **        | *         |            |            |            |            |            |            |
| Help in maintaining personal hygiene             | 176        | 79         | 98         | 62         | 64         | 50         | 8         | 26        | 73         | 69         | -          | -          | 78         | 98         |
|  | 51%        | 47%        | 55%        | 47%        | 58%        | 48%        | 53%       | 50%       | 47%        | 55%        | -          | -          | 51%        | 50%        |
|  |            |            |            |            |            |            | **        | *         |            |            |            |            |            |            |
| Help with medical treatments                     | 138        | 64         | 74         | 57         | 43         | 38         | 4         | 21        | 69         | 44         | -          | -          | 65         | 72         |
|  | 40%        | 38%        | 41%        | 43%        | 39%        | 36%        | 28%       | 40%       | 44%        | 35%        | -          | -          | 43%        | 37%        |
|  |            |            |            |            |            |            | **        | *         |            |            |            |            |            |            |
| Help becoming more autonomous                    | 84         | 41         | 43         | 27         | 29         | 29         | 3         | 10        | 38         | 34         | -          | -          | 33         | 51         |
|  | 24%        | 24%        | 24%        | 20%        | 26%        | 28%        | 17%       | 19%       | 24%        | 27%        | -          | -          | 22%        | 26%        |
|  |            |            |            |            |            |            | **        | *         |            |            |            |            |            |            |
| Higher quality of life                           | 141        | 70         | 70         | 55         | 44         | 42         | 5         | 19        | 58         | 59         | -          | -          | 64         | 77         |
|  | 40%        | 42%        | 39%        | 42%        | 39%        | 40%        | 33%       | 36%       | 38%        | 47%        | -          | -          | 42%        | 39%        |
|  |            |            |            |            |            |            | **        | *         |            |            |            |            |            |            |
| Someone to provide empathy and emotional support | 103        | 40         | 64         | 38         | 38         | 27         | 4         | 21        | 43         | 35         | -          | -          | 48         | 55         |
|  | 30%        | 23%        | 36%        | 29%        | 34%        | 26%        | 28%       | 40%       | 27%        | 28%        | -          | -          | 31%        | 28%        |
|  |            |            | A          |            |            |            | **        | *         |            |            |            |            |            |            |
| Other  | 14         | 5          | 9          | 6          | 3          | 5          | -         | 3         | 8          | 3          | -          | -          | 6          | 8          |
|  | 4%         | 3%         | 5%         | 5%         | 3%         | 5%         | -         | 6%        | 5%         | 3%         | -          | -          | 4%         | 4%         |
|  |            |            |            |            |            |            | **        | *         |            |            |            |            |            |            |
| Sigma  | 1578       | 711        | 867        | 548        | 539        | 491        | 68        | 235       | 681        | 594        | -          | -          | 671        | 907        |
|  | 453%       | 420%       | 484%       | 415%       | 486%       | 466%       | 433%      | 448%      | 438%       | 477%       | -          | -          | 439%       | 464%       |

To what extent do you agree or disagree with the following statements? - PSWs positively impact the lives of Canadians of all ages.

|                                      | Total       | Gender     |            | AGE        |            |            | EDUCATION |            |            |            | Generation |            |            |            |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|
|                                      |             | Male       | Female     | 45-54      | 55-64      | 65+        | <HS       | HS         | Post Sec   | Univ Grad  | Gen Z      | Millennial | Gen X      | Boomer     |
|                                      | A           | B          | C          | D          | E          | F          | G         | H          | I          | J          | K          | L          | M          |            |
| <b>Base: All Respondents (unwtd)</b> | <b>1001</b> | <b>467</b> | <b>534</b> | <b>301</b> | <b>353</b> | <b>347</b> | <b>56</b> | <b>196</b> | <b>446</b> | <b>303</b> | -          | -          | <b>376</b> | <b>625</b> |
| <b>Base: All Respondents (wtd)</b>   | <b>1001</b> | <b>486</b> | <b>515</b> | <b>340</b> | <b>332</b> | <b>330</b> | <b>53</b> | <b>193</b> | <b>444</b> | <b>311</b> | -          | -          | <b>410</b> | <b>591</b> |
| Top 2 Box (Net)                      | 932         | 447        | 485        | 314        | 310        | 308        | 49        | 176        | 418        | 289        | -          | -          | 382        | 550        |
|                                      | 93%         | 92%        | 94%        | 92%        | 94%        | 94%        | 92%       | 91%        | 94%        | 93%        | -          | -          | 93%        | 93%        |
| Strongly agree                       | 452         | 198        | 254        | 158        | 154        | 141        | 20        | 79         | 203        | 150        | -          | -          | 193        | 259        |
|                                      | 45%         | 41%        | 49%        | 46%        | 46%        | 43%        | 38%       | 41%        | 46%        | 48%        | -          | -          | 47%        | 44%        |
| Somewhat agree                       | 480         | 249        | 231        | 156        | 156        | 168        | 29        | 97         | 215        | 139        | -          | -          | 189        | 291        |
|                                      | 48%         | 51%        | 45%        | 46%        | 47%        | 51%        | 54%       | 50%        | 49%        | 45%        | -          | -          | 46%        | 49%        |
| Bottom 2 Box (Net)                   | 69          | 38         | 31         | 26         | 22         | 21         | 4         | 17         | 26         | 22         | -          | -          | 27         | 42         |
|                                      | 7%          | 8%         | 6%         | 8%         | 6%         | 6%         | 8%        | 9%         | 6%         | 7%         | -          | -          | 7%         | 7%         |
| Somewhat disagree                    | 55          | 34         | 21         | 18         | 19         | 18         | 2         | 16         | 21         | 16         | -          | -          | 19         | 36         |
|                                      | 6%          | 7%         | 4%         | 5%         | 6%         | 5%         | 4%        | 8%         | 5%         | 5%         | -          | -          | 5%         | 6%         |
| Strongly disagree                    | 14          | 5          | 9          | 8          | 2          | 3          | 2         | 1          | 5          | 6          | -          | -          | 8          | 6          |
|                                      | 1%          | 1%         | 2%         | 2%         | 1%         | 1%         | 4%        | 1%         | 1%         | 2%         | -          | -          | 2%         | 1%         |
| Sigma                                | 1001        | 486        | 515        | 340        | 332        | 330        | 53        | 193        | 444        | 311        | -          | -          | 410        | 591        |
|                                      | 100%        | 100%       | 100%       | 100%       | 100%       | 100%       | 100%      | 100%       | 100%       | 100%       | -          | -          | 100%       | 100%       |

To what extent do you agree or disagree with the following statements? - As I age, I would prefer in-home care over moving to a long-term care facility.

|                                      | Total       | Gender     |            | AGE        |            |            | EDUCATION |            |            |            | Generation |            |            |            |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|
|                                      |             | Male       | Female     | 45-54      | 55-64      | 65+        | <HS       | HS         | Post Sec   | Univ Grad  | Gen Z      | Millennial | Gen X      | Boomer     |
|                                      | A           | B          | C          | D          | E          | F          | G         | H          | I          | J          | K          | L          | M          |            |
| <b>Base: All Respondents (unwtd)</b> | <b>1001</b> | <b>467</b> | <b>534</b> | <b>301</b> | <b>353</b> | <b>347</b> | <b>56</b> | <b>196</b> | <b>446</b> | <b>303</b> | -          | -          | <b>376</b> | <b>625</b> |
| <b>Base: All Respondents (wtd)</b>   | <b>1001</b> | <b>486</b> | <b>515</b> | <b>340</b> | <b>332</b> | <b>330</b> | <b>53</b> | <b>193</b> | <b>444</b> | <b>311</b> | -          | -          | <b>410</b> | <b>591</b> |
| Top 2 Box (Net)                      | 924         | 443        | 481        | 303        | 310        | 310        | 45        | 179        | 409        | 290        | -          | -          | 367        | 556        |
|                                      | 92%         | 91%        | 93%        | 89%        | 94%        | 94%        | 85%       | 93%        | 92%        | 93%        | -          | -          | 90%        | 94%        |
| Strongly agree                       | 520         | 242        | 277        | 164        | 173        | 182        | 21        | 95         | 238        | 166        | -          | -          | 197        | 322        |
|                                      | 52%         | 50%        | 54%        | 48%        | 52%        | 55%        | 40%       | 49%        | 54%        | 53%        | -          | -          | 48%        | 55%        |
| Somewhat agree                       | 404         | 200        | 204        | 139        | 137        | 128        | 24        | 84         | 171        | 124        | -          | -          | 170        | 234        |
|                                      | 40%         | 41%        | 40%        | 41%        | 41%        | 39%        | 45%       | 44%        | 39%        | 40%        | -          | -          | 42%        | 40%        |
| Bottom 2 Box (Net)                   | 77          | 43         | 34         | 36         | 21         | 19         | 8         | 14         | 35         | 21         | -          | -          | 42         | 35         |
|                                      | 8%          | 9%         | 7%         | 11%        | 6%         | 6%         | 15%       | 7%         | 8%         | 7%         | -          | -          | 10%        | 6%         |
| Somewhat disagree                    | 53          | 32         | 21         | 24         | 15         | 15         | 3         | 8          | 24         | 18         | -          | -          | 28         | 25         |
|                                      | 5%          | 7%         | 4%         | 7%         | 4%         | 4%         | 6%        | 4%         | 5%         | 6%         | -          | -          | 7%         | 4%         |
| Strongly disagree                    | 24          | 11         | 14         | 13         | 7          | 5          | 5         | 6          | 11         | 2          | -          | -          | 15         | 10         |
|                                      | 2%          | 2%         | 3%         | 4%         | 2%         | 1%         | 9%        | 3%         | 2%         | 1%         | -          | -          | 4%         | 2%         |
| Sigma                                | 1001        | 486        | 515        | 340        | 332        | 330        | 53        | 193        | 444        | 311        | -          | -          | 410        | 591        |
|                                      | 100%        | 100%       | 100%       | 100%       | 100%       | 100%       | 100%      | 100%       | 100%       | 100%       | -          | -          | 100%       | 100%       |

To what extent do you agree or disagree with the following statements? - I would only consider moving into an assisted living facility if I couldn't afford in-home care.

|                                      | Total       | Gender     |            | AGE        |            |            | EDUCATION |            |            |            | Generation |            |            |            |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|
|                                      |             | Male       | Female     | 45-54      | 55-64      | 65+        | <HS       | HS         | Post Sec   | Univ Grad  | Gen Z      | Millennial | Gen X      | Boomer     |
|                                      | A           | B          | C          | D          | E          | F          | G         | H          | I          | J          | K          | L          | M          |            |
| <b>Base: All Respondents (unwtd)</b> | <b>1001</b> | <b>467</b> | <b>534</b> | <b>301</b> | <b>353</b> | <b>347</b> | <b>56</b> | <b>196</b> | <b>446</b> | <b>303</b> | -          | -          | <b>376</b> | <b>625</b> |
| <b>Base: All Respondents (wtd)</b>   | <b>1001</b> | <b>486</b> | <b>515</b> | <b>340</b> | <b>332</b> | <b>330</b> | <b>53</b> | <b>193</b> | <b>444</b> | <b>311</b> | -          | -          | <b>410</b> | <b>591</b> |
| Top 2 Box (Net)                      | 786         | 377        | 409        | 258        | 259        | 269        | 37        | 136        | 346        | 266        | -          | -          | 315        | 471        |
|                                      | 79%         | 78%        | 79%        | 76%        | 78%        | 82%        | 70%       | 71%        | 78%        | 86%        | -          | -          | 77%        | 80%        |
| Strongly agree                       | 254         | 119        | 135        | 80         | 90         | 84         | 7         | 41         | 115        | 91         | -          | -          | 101        | 153        |
|                                      | 25%         | 24%        | 26%        | 23%        | 27%        | 26%        | 14%       | 21%        | 26%        | 29%        | -          | -          | 25%        | 26%        |
| Somewhat agree                       | 532         | 258        | 274        | 178        | 170        | 185        | 30        | 95         | 232        | 176        | -          | -          | 214        | 318        |
|                                      | 53%         | 53%        | 53%        | 52%        | 51%        | 56%        | 56%       | 49%        | 52%        | 56%        | -          | -          | 52%        | 54%        |
| Bottom 2 Box (Net)                   | 215         | 109        | 106        | 82         | 72         | 61         | 16        | 57         | 98         | 44         | -          | -          | 95         | 120        |
|                                      | 21%         | 22%        | 21%        | 24%        | 22%        | 18%        | 30%       | 29%        | 22%        | 14%        | -          | -          | 23%        | 20%        |
| Somewhat disagree                    | 163         | 92         | 71         | 63         | 50         | 50         | 10        | 39         | 79         | 36         | -          | -          | 74         | 89         |
|                                      | 16%         | 19%        | 14%        | 19%        | 15%        | 15%        | 19%       | 20%        | 18%        | 12%        | -          | -          | 18%        | 15%        |
| Strongly disagree                    | 52          | 17         | 34         | 19         | 22         | 11         | 6         | 18         | 19         | 9          | -          | -          | 20         | 31         |
|                                      | 5%          | 4%         | 7%         | 6%         | 7%         | 3%         | 12%       | 9%         | 4%         | 3%         | -          | -          | 5%         | 5%         |
| Sigma                                | 1001        | 486        | 515        | 340        | 332        | 330        | 53        | 193        | 444        | 311        | -          | -          | 410        | 591        |
|                                      | 100%        | 100%       | 100%       | 100%       | 100%       | 100%       | 100%      | 100%       | 100%       | 100%       | -          | -          | 100%       | 100%       |

To what extent do you agree or disagree with the following statements? - Being able to age in place would allow me to maintain my independence, comfort, and dignity as I get older.

|                                      | Total       | Gender     |            | AGE        |            |            | EDUCATION |            |            |            | Generation |            |            |            |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|
|                                      |             | Male       | Female     | 45-54      | 55-64      | 65+        | <HS       | HS         | Post Sec   | Univ Grad  | Gen Z      | Millennial | Gen X      | Boomer     |
|                                      |             | A          | B          | C          | D          | E          | F         | G          | H          | I          | J          | K          | L          | M          |
| <b>Base: All Respondents (unwtd)</b> | <b>1001</b> | <b>467</b> | <b>534</b> | <b>301</b> | <b>353</b> | <b>347</b> | <b>56</b> | <b>196</b> | <b>446</b> | <b>303</b> | -          | -          | <b>376</b> | <b>625</b> |
| <b>Base: All Respondents (wtd)</b>   | <b>1001</b> | <b>486</b> | <b>515</b> | <b>340</b> | <b>332</b> | <b>330</b> | <b>53</b> | <b>193</b> | <b>444</b> | <b>311</b> | -          | -          | <b>410</b> | <b>591</b> |
| Top 2 Box (Net)                      | 954         | 454        | 500        | 314        | 321        | 320        | 50        | 186        | 423        | 296        | -          | -          | 381        | 573        |
|                                      | 95%         | 94%        | 97%        | 92%        | 97%        | 97%        | 93%       | 97%        | 95%        | 95%        | -          | -          | 93%        | 97%        |
| Strongly agree                       | 575         | 275        | 300        | 181        | 201        | 193        | 30        | 110        | 264        | 171        | -          | -          | 220        | 355        |
|                                      | 57%         | 57%        | 58%        | 53%        | 61%        | 59%        | 56%       | 57%        | 60%        | 55%        | -          | -          | 54%        | 60%        |
| Somewhat agree                       | 380         | 179        | 200        | 133        | 120        | 127        | 20        | 77         | 158        | 125        | -          | -          | 161        | 219        |
|                                      | 38%         | 37%        | 39%        | 39%        | 36%        | 38%        | 37%       | 40%        | 36%        | 40%        | -          | -          | 39%        | 37%        |
| Bottom 2 Box (Net)                   | 47          | 32         | 15         | 26         | 11         | 10         | 4         | 7          | 21         | 15         | -          | -          | 29         | 18         |
|                                      | 5%          | 6%         | 3%         | 8%         | 3%         | 3%         | 7%        | 3%         | 5%         | 5%         | -          | -          | 7%         | 3%         |
| Somewhat disagree                    | 36          | 26         | 10         | 20         | 10         | 7          | 4         | 6          | 15         | 12         | -          | -          | 23         | 14         |
|                                      | 4%          | 5%         | 2%         | 6%         | 3%         | 2%         | 7%        | 3%         | 3%         | 4%         | -          | -          | 5%         | 2%         |
| Strongly disagree                    | 10          | 6          | 5          | 6          | 1          | 3          | -         | 1          | 7          | 2          | -          | -          | 6          | 4          |
|                                      | 1%          | 1%         | 1%         | 2%         | *          | 1%         | -         | 1%         | 1%         | 1%         | -          | -          | 2%         | 1%         |
| Sigma                                | 1001        | 486        | 515        | 340        | 332        | 330        | 53        | 193        | 444        | 311        | -          | -          | 410        | 591        |
|                                      | 100%        | 100%       | 100%       | 100%       | 100%       | 100%       | 100%      | 100%       | 100%       | 100%       | -          | -          | 100%       | 100%       |

We are hearing that sometimes the cost of homecare leads Canadians to make cuts in other areas of their budget. In-home care from a PSW can range from \$19 to \$75 an hour (\$150 - \$600 per eight-hour workday). If you needed to make a budget cut to afford a personal care worker, which aspect of your finances would you sacrifice?

|  | Total      | Gender     |            | AGE        |            |            | EDUCATION |           |            |            | Generation |            |            |            |
|--|------------|------------|------------|------------|------------|------------|-----------|-----------|------------|------------|------------|------------|------------|------------|
|  |            | Male       | Female     | 45-54      | 55-64      | 65+        | <HS       | HS        | Post Sec   | Univ Grad  | Gen Z      | Millennial | Gen X      | Boomer     |
|  | A          | B          | C          | D          | E          | F          | G         | H         | I          | J          | K          | L          | M          |            |
| <b>Base: All Answering (unwtd)</b>                                     | <b>344</b> | <b>159</b> | <b>185</b> | <b>115</b> | <b>119</b> | <b>110</b> | <b>18</b> | <b>52</b> | <b>153</b> | <b>121</b> | -          | -          | <b>138</b> | <b>206</b> |
| <b>Base: All Answering (wtd)</b>                                       | <b>348</b> | <b>169</b> | <b>179</b> | <b>132</b> | <b>111</b> | <b>105</b> | <b>16</b> | <b>52</b> | <b>155</b> | <b>125</b> | -          | -          | <b>153</b> | <b>195</b> |
| Paying down debt   | 61         | 35         | 26         | 26         | 20         | 15         | 3         | 7         | 34         | 17         | -          | -          | 32         | 28         |
|  | 17%        | 20%        | 15%        | 20%        | 18%        | 14%        | 19%       | 14%       | 22%        | 13%        | -          | -          | 21%        | 14%        |
|  |            |            |            |            |            |            | **        | *         |            |            |            |            |            |            |
| Travel/entertainment   | 218        | 113        | 105        | 78         | 66         | 74         | 7         | 33        | 98         | 80         | -          | -          | 88         | 130        |
|  | 63%        | 67%        | 59%        | 59%        | 60%        | 70%        | 47%       | 63%       | 63%        | 64%        | -          | -          | 58%        | 67%        |
|  |            |            |            |            |            |            | **        | *         |            |            |            |            |            |            |
| Food/living expenses   | 81         | 36         | 45         | 27         | 31         | 23         | 3         | 16        | 39         | 22         | -          | -          | 35         | 46         |
|  | 23%        | 21%        | 25%        | 20%        | 28%        | 21%        | 21%       | 31%       | 25%        | 18%        | -          | -          | 23%        | 24%        |
|  |            |            |            |            |            |            | **        | *         |            |            |            |            |            |            |
| Home renovations   | 173        | 78         | 94         | 70         | 51         | 52         | 7         | 32        | 74         | 60         | -          | -          | 78         | 94         |
|  | 50%        | 46%        | 53%        | 53%        | 46%        | 49%        | 44%       | 61%       | 47%        | 48%        | -          | -          | 51%        | 48%        |
|  |            |            |            |            |            |            | **        | *         |            |            |            |            |            |            |
| Costly medications   | 46         | 24         | 22         | 21         | 13         | 12         | 3         | 9         | 24         | 10         | -          | -          | 26         | 20         |
|  | 13%        | 14%        | 12%        | 16%        | 12%        | 12%        | 21%       | 16%       | 16%        | 8%         | -          | -          | 17%        | 10%        |
|  |            |            |            |            |            |            | **        | *         |            |            |            |            |            |            |
| Leaving a legacy to my loved ones                                      | 148        | 70         | 78         | 52         | 46         | 50         | 5         | 24        | 66         | 53         | -          | -          | 59         | 89         |
|  | 42%        | 41%        | 44%        | 39%        | 42%        | 47%        | 31%       | 46%       | 42%        | 43%        | -          | -          | 39%        | 45%        |
|  |            |            |            |            |            |            | **        | *         |            |            |            |            |            |            |
| Something else   | 8          | 2          | 6          | 3          | 3          | 2          | 1         | -         | 4          | 3          | -          | -          | 3          | 5          |
|  | 2%         | 1%         | 3%         | 2%         | 3%         | 2%         | 5%        | -         | 3%         | 2%         | -          | -          | 2%         | 3%         |
|  |            |            |            |            |            |            | **        | *         |            |            |            |            |            |            |
| I can afford the additional cost of a PSW without altering my finances | 41         | 16         | 25         | 16         | 16         | 9          | 2         | 5         | 18         | 16         | -          | -          | 21         | 20         |
|  | 12%        | 9%         | 14%        | 12%        | 14%        | 9%         | 15%       | 10%       | 11%        | 13%        | -          | -          | 13%        | 10%        |
|  |            |            |            |            |            |            | **        | *         |            |            |            |            |            |            |
| Sigma  | 775        | 373        | 402        | 292        | 247        | 237        | 32        | 126       | 356        | 260        | -          | -          | 342        | 433        |
|  | 223%       | 221%       | 224%       | 221%       | 222%       | 224%       | 204%      | 241%      | 229%       | 209%       | -          | -          | 224%       | 222%       |