

FACTUM

Canadians (95%) Agree That it's Important to Have Federal Government Policies That Enable Aging in Place

Nine in ten (93%) Canadians Rally Behind Integrating Health, Housing and Social Services to Support Aging Well

Toronto, Canada, May 12, 2025 — As Canada's population ages, Canadians are aligned in their support for action to address and support aging in the community. A new Ipsos poll conducted on behalf of *COURAGE: Action for Better Aging* reveals that 93% of Canadians, across all provinces, agree that integrating health, housing, and social services is important to support aging well, increasing to 96% for those aged 55 and older. Nine in ten (89%) agree that the federal government needs to allocate funding to promote the integration of these services; women show stronger agreement than men (92% vs 86%), as do older Canadians (92%). Most Canadians (95%), especially those over 55 (98%) also agree that it's important to have policies that support aging in place – which means having access to services and the health and social supports needed to live safely and independently at home or in the community. Canadians (93%) also support strengthening funding for community organizations through long-term grants to support aging in place services.

Canadians Prioritize Integration of Services and Housing for a National Aging Strategy

Six in ten (64%) Canadians feel that Canada needs coordinated action at the federal government level to address aging, increasing to 72% for those over the age of 55. When asked about top priorities for a national aging strategy, 62% of Canadians identify the integration of health and social services, with an increase to 68% among those aged 55 and older, and affordable housing (62%), particularly for 18-34-year-olds (71%). Financial security, consistently important across age groups, is prioritized by 60%. Home and community support (45%) and caregiving (35%) were also considered, more so for Canadians over the age of 55 (49% and 41% respectively).

Age Demographics Shape Priorities for Policy in Canada

The importance of affordable housing spans across age groups, with 96% agreeing that housing policies should offer affordable and accessible options for people at various stages of aging.

FACTUM

When asked which aspect of a life course approach to aging well is most critical for policymakers to focus on, 67% of Canadians highlight accessible and affordable housing options. This view is especially strong among women compared to men (73% vs. 61%), and among those aged 35-54 compared to those aged 55 and older (71% vs. 63%). Six in ten (62%) emphasize preventative care, and social services are deemed crucial by 50%, particularly among the 35-54 age group (54%). Seamless communication between care providers is valued by 43%, notably by older adults (52%), and integrated multidisciplinary teams are favored by 31%, increasing to 36% among those 55 and older.

Canadians Identify Gaps in Healthcare, Housing and Social Services Access

Canadians identify inequalities in access to healthcare, housing, and social services gaps, and women are significantly more likely than men to note these gaps. Specifically, almost half (46%) of Canadians believe that older Canadians do not have equitable access, increasing to 55% for women compared to 35% of men. This discrepancy is seen across various groups, with 50% stating Indigenous peoples lack equitable access and 59% identifying rural and remote communities as underserved. Half (49%) perceive a lack of equitable access for people with disabilities, with women expressing this concern more significantly (58%) compared to men (39%). Four in ten (42%) Canadians believe that racialized communities do not have equitable access, increasing to 48% for women (vs. 34% of men). Additionally, 34% of respondents see access issues for LGBTQQIP2SA individuals, increasing to 40% for respondents in the 18-34 age group. Only one in three (31%) Canadians believe healthcare providers and community and social service workers receive adequate training to be culturally sensitive to the needs of a diverse aging population; four in ten (41%) say they are not.

Canadians Emphasize the Importance of Federal Government Policies that support Older workers, Caregivers and Intergenerational Initiatives

Federal government policies supporting older workers to stay active in the workforce is also considered important by 86% of Canadians, especially by women (90%) and adults over the age of 35 (89%). The need for policies aiding unpaid caregivers garners even greater support, with 92% emphasizing their importance, notably among women (96%) and those over 35 (96%). Additionally, 79% of Canadians acknowledge technology's role in staying connected. Just under half (45%) of Canadians identify ageism as a problem, a third are unsure (34%). Despite this, volunteer programs fostering intergenerational relationships are seen as crucial by 91%, with widespread support across age groups.



FACTUM

About the Study

These are the findings of an Ipsos survey conducted on behalf of **COURAGE: Action for Better Aging**. Fieldwork was conducted between March 28 and April 1, 2025. A total of n=1000 Canadians aged 18+ participated in the survey which was fielded via the Ipsos' panel. Quotas and weighting were used to ensure the sample's composition reflects that of the Canadian population according to census parameters. This survey has a credibility interval of +/- 3.8 per cent 19 times out of 20, of what the results would have been had all Canadian adults 18+ been surveyed.

For more information on this Factum, please contact:

Sean Simpson
Senior Vice President, Ipsos Public Affairs
Sean.Simpson@ipsos.com

About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

