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Children are Prepared To Help Them*

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From Financial Support to Coordinating in-home Care, Older Canadians Underestimate the Extent to Which Their Adult Children are Prepared To Help Them

Toronto, ON – A new Ipsos Reid poll conducted on behalf of Bayshore Home Health has revealed that older Canadians and their adult children aren't always on the same page when it comes to the amount of help their aging parent needs and the amount of help adult children are prepared to give.

The results of the telephone poll of 1,000 Canadians aged 65 to 85 and 1,000 Canadians aged 40 to 64 suggest that boomers are willing to give more than their aging parents expect and that older Canadians are underestimating the extent to which their adult children are prepared to help them in all sorts of areas, from running errands to providing.

Fewer than one half (45%) of older Canadians think that their child or younger members of their family would be willing to extend financial help (14% a lot/31% a good deal) to them, which is significantly less than the two thirds (67%) of adult children who would be prepared to offer financial help (26% a lot/41% a good deal) to their parent.

In fact, 14% of adult children are 'not confident' (6% not at all/8% not very) that their parent has enough money or resources to look after themselves in their retirement, more than the

one in ten (10%) aging parents who say that this is case for them (2% not at all confident/8% not very confident).

Further, three in ten (30%) adult children think that the recent economic slowdown and financial crisis has impacted (7% a great deal/23% somewhat) their parent's ability to pay for medication and other healthcare-related expenses, compared to two in ten (17%) aging parents who say that the recession has impacted (3% a great deal/14% somewhat) them in this way. In this regard, fully one quarter (25%) of adult children are expecting their aging parents to ask them or one of their siblings for financial help, while just 5% of parents say that they will be doing this.

But the assistance that adult children think their parent needs is not limited to financial matters. Four in ten (38%) adult children report that their parent needs help with grocery shopping, companionship and travelling to appointments, while others are requiring help with meal preparation or housekeeping (29%), nursing care (oral or IV medication, pain management, disease management, wound/skin care, etc) (21%) or with eating, dressing or bathing (15%).

Interestingly, fewer than one in ten aging parents say they require assistance with any of the above, suggesting that either parents are reluctant to admit they need help or adult children think their parent needs more help than they do. Furthermore, adult children appear to be much more likely to say they are helping their parents with these tasks than the aging parents report. While three quarters (73%) of 65 to 85 year olds say they don't need help around the home, fewer than one half (43%) of adult children agree.



In the end, eight in ten adult children (77%) 'agree' (49% strongly/28% somewhat) that their family will care for their aging parent. However, aging parents aren't so sure, as only half (51%) 'agree' (23% strongly/28% somewhat) that their family will do this.

While most (88%) parents don't want to be a burden on their children, two in three (65%) adult children say that if it came down to it they would allow their parent to move in with them. But one in three (32%) adult children believes their parent is embarrassed to ask for help.

These are the findings of an Ipsos Reid poll conducted for Bayshore Home Health from February 10 to February 17, 2009. The poll was conducted via telephone among 1,000 adult Canadians between the ages of 65 and 85 inclusive and 1,001 adult Canadians between the ages of 40 and 64 inclusive with at least one parent still living. For each sample group the margin of error is $\pm 3.1\%$, 19 times out of 20, of what the results would have been had the entire population of adults aged 40 to 64 and 65 to 85 in Canada been interviewed. The margin of error will be larger within regions and for other sub-groupings of the survey population.

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