

Living Assistance Services survey findings overview

Canadians show overwhelming desire to stay at home as they age -- TORONTO (CNW)

70 per cent of Canadians want to 'age in place' - 77.9 per cent in Atlantic Canada - 78.9 per cent in British Columbia - 63 per cent in Quebec - 69.6 per cent in Ontario 79 per cent believe aging in place affords a better quality of life - 86.2 per cent in British Columbia - 73.9 per cent in Manitoba/Saskatchewan - 74.6 per cent in Ontario Seven out of ten Canadians do not feel that public healthcare is adequate to meet their needs as they age - 61 per cent in Ontario - 82 per cent in British Columbia - 73 per cent in Quebec - 74 per cent in Atlantic Canada - Women are more concerned than their male counterparts about healthcare (76.1 per cent vs. 60.9 per cent)

The senior population has doubled since the early 1980s and is expected to almost double again in the next 25 years Reasons cited to want to stay in home as one ages - More comfort, greater independence, greater familiarity with surroundings, dislike of nursing homes and proximity to family - Canadians are split over their ability to care for aging family members 53 per cent of Canadians are not concerned about their potential roles as caregivers Reasons Canadians are concerned about their role as a caregiver - Sense of responsibility to family members, time pressures, lack of qualifications to care, financial impact - Over half of respondents who are employed part time said they believe it's their responsibility to become a caregiver A majority of Canadians expect to be involved in the choice of caregiver - Almost 75 per cent are interested - Quebecers the least likely to be involved (59.5 per cent vs national average of 72.5 per cent) - Households earning \$60K+ annually more likely to be involved than those earning less - Minority who don't want to be involved want role for themselves, defer decision to patients themselves, or don't feel qualified to make the decision Reasons cited as concerns in institutional care settings - Canadians most concerned about quality of life and personal care issues: loss of independence, abuse, lack of personalized care - Men more focused than women on diminished opportunities for sexual intimacy - Females more concerned about abuse and lack of personalized care About Living Assistance Services

Living Assistance Services is a non-medical provider of first-rate senior care. Based in Toronto, the ten-year-old company takes pride in hiring only the highest caliber of experienced, qualified caregivers, and professional associates to match a senior's needs. Employing a staff of 100, Living Assistance Services will take a limited number of clients to ensure that those in need receive the dedication and attention they require. The company has recently begun to franchise its operation across Canada. To learn more about Living Assistance Services, visit www.laservices.ca A total of 1,000 Canadians, 18 years and older were surveyed in Fall 2009. Results are accurate to within +/- 3.2 per cent, 19 times out of 20. The research was conducted

by Acrobat Research, via their national telephone omnibus, Omnitel, on behalf of Living Assistance Services.

-0- 12/07/2009 /For further information: or to arrange an interview with David Porter of Living Assistance Services please contact Susan Willemsen, Danika Lochhead or Ren Dee Lalonde at The Siren Group Inc., Tel: (416) 926-8087, Fax: (416) 926-9712, E-mail: info(at)thesirengroup.com or www.thesirengroup.com/ CO: Living Assistance Services ST: Ontario IN: SU: SVY -30- CNW 05:59e 07-DEC-09

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