



Reconnecting with Older Canadians - 2009

Introduction

Ipsos Reid is pleased to offer a new syndicated product, *Reconnecting with Older Canadians*.

As Canada's population ages, governments and businesses are confronted with new challenges in meeting the needs of older Canadians and how best to meet them.

Subject Areas

While each subscriber finds unique ways to utilize this study, *Reconnecting with Older Canadians* examines older Canadians' opinions in a wide variety of areas. Depending on subscriber interest specific study areas will likely include but are not limited to:

- **The workplace and beyond.** A number of respondents will still be in the workforce, and are likely planning for their nearing retirement. What are their needs, what types of assistance will they be looking for? What could be done to keep them in the workforce? Are they concerned about the state of the CPP? What about the current economic climate and how this may be affecting their investments? Also, with an aging population and an increasing number of Canadian workers leaving the workforce, what are the opinions this audience holds about the potential gaps when it comes to a skilled workforce?
- **Crime, justice and security.** This research will explore older Canadians' perceptions of crime and safety in Canada, and in their communities. Are they concerned with elder abuse, and what about the increasing cases of fraud among seniors?
- **Housing and infrastructure.** We know that affordable and appropriate housing options are a concern for older Canadians- what types of housing would they prefer, and what types of assistance will they need in this area? Are they living alone, with family, or in retirement residences?
- **Health.** There are increasing demands on Canada's health care system, and this will continue as the population ages. What do older Canadians need, what do they expect from the

health care system? Are they concerned about the status of the health care system? Also, what are older Canadians doing in terms of fitness- do they belong to a gym, are they active?

- **Society, governments and governance.** How do older Canadians rate government performance? Are they optimistic about the future? To what extent and how are older Canadians engaged with government and politics?
- **Travel and leisure.** What are older Canadians doing with their time? Are they traveling, volunteering, taking in the arts?
- **Preferred communication and media consumption.** What is the best medium to communicate with older Canadians? What types of media are they consuming?
- **Subscriber input.** All subscribers have the opportunity to purchase their own proprietary questions. All Associate level subscribers are invited to provide input to the core questionnaire and will receive five client specific questions designed in partnership with Ipsos Reid.

Research Team

The study team for *Reconnecting with Older Canadians* will consist of senior researchers from Ipsos Reid's Ottawa Public Affairs Division. This study will be directed by Alexandra Evershed, Senior Vice President. Also contributing to the study will be Marc Beaudoin, Vice President, Ipsos Reid and Jennifer Brownrigg, Research Manager, Ipsos Reid.

Cost and Deliverables

As a syndicated study, *Reconnecting with Older Canadians* provides high-quality public opinion research at a fraction of the cost of custom research. *Reconnecting with Older Canadians* is available to clients at two subscription levels: Limited and Associate.

Limited subscriptions are available for \$25,000 (GST not included) and include the following deliverables:



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- full length comprehensive report with executive summary; and,
- full set of detailed data tables.

Associate subscriptions are available for \$45,000 (GST not included) and include the following deliverables:

- five client-specific closed-ended questions designed in partnership with Ipsos Reid;
- topline report;
- full length comprehensive report with executive summary;
- SPSS data set;
- full set of detailed data tables, and
- presentation in either official language to an audience of your choice (travel outside the Ottawa area will be billed extra).

Need to know more? Ask Your Own Questions:

Clients are encouraged to add their own confidential questions to *Reconnecting with Older Canadians*. These questions are available at \$2,000 for each close-ended question and \$3,500 for each open-ended question. Ipsos Reid will consult with you on questionnaire design and provide a detailed report on the results of your questions in the context of the wider results.

Methodology and Sample Plan

Ipsos Reid will conduct a telephone survey of 1,000 Canadians 55 years of age and older. In addition, we will conduct an online study among n=1,000 Canadians 55 years of age and older.

The proposed regional breakdown for the sample is:

Telephone

Province	Sample Size
British Columbia	140
Alberta	80
Sask/Man	70
Ontario	380
Quebec	250
Atlantic Provinces	80
Total	1,000

Online

Province	Sample Size
British Columbia	140
Alberta	80
Sask/Man	70
Ontario	380
Quebec	250
Atlantic Provinces	80
Total	1,000

Timing

Reconnecting with Older Canadians is scheduled to begin interviewing in September 2009.

We anticipate the project timeline to be:

Research Task	Key Dates
Subscriber Consultation	Beginning in June
Proprietary Questions Due	Mid August
Data Collection	September
Topline Report	Beginning of October
Detailed Report	End of October

Please note that a minimum of three Associate level partners will be needed in order to provide the "critical mass" to undertake this study.

Contact Information

To participate in this research, or for more information, please contact:

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