

# Aging In Place

An Ipsos study found shifting perceptions of Financial Security & In-Home Care for Canadians 55+ due to COVID-19



75%



3 out of 4 Canadians 55+ are concerned about their financial well being due to the pandemic



HomeEquity Bank™ 

Ipsos study commission by HomeEquity Bank February 2021

90%

Nearly 90% of Canadians 55+ do not feel they could fully cover the costs of in-home care if needed



Almost half of Canadians 55+ are now considering in-home care because of the pandemic

1/2



1/4

Nearly a quarter of Canadians 55+ are considering tapping into their home's equity to pay for in-home care

