

The Berger Population Health Monitor
 **Le sondage Berger de la santé publique**

with The Hay Health Care Consulting Group

Survey #22
Seniors Report

March 2001

The Berger Population Health Monitor

 Le sondage Berger de la santé publique

March 2001 Survey

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This Report contains results from the March 2001 Survey conducted by Research House for *The Berger Population Health Monitor* among 3,100 persons 15 years of age and older.

The Berger Population Health Monitor surveys are conducted semi-annually in association with The Hay Health Care Consulting Group, continuing **The Canada Health Monitor** surveys of health issues in Canada. Detailed results are available to subscribers in the Statistical Tables.

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Table of Contents

Executive Summary

1. Explanatory Notes: Reporting Results of Questions Involving "#1-#10" Scales and "Strongly Agree"
2. SENLIFE: Unexpected Regional Differences Among Older Adults Over The Importance of Lifestyle In Maintaining Health
3. SENLIFE: There Are Also Significant S.E.S. Differences Over The Importance of Healthy Behaviour
4. SENFAIR: One in Four Canadians Believes Seniors Use More Than Their Fair Share of Health Services
5. SENNEED: Belief That Personal Actions Count Rates Highest, Example of Empowered Consumer
6. SENNEED: Surprising Regional Differences In What Is Needed To Stay Healthy
7. SENNEED: Different Income Groups Emphasize Different Aids to Staying Healthy
8. SENNEED: Older Canadians Are More Likely To Give #10 Rating to Encouragement, Belonging and Quick Benefits
9. SENNEED: University Educated Less Likely To Rate Outside Help Highly. Conclusion - Strengthen Belief in Change
10. IMAGESENIOR: Seniors Likely To Believe Their Contributions To Family Are Valuable and Valued; Less Certain That Community Values Them
11. IMAGESENIOR: Quebec Seniors Are By Far The Most Likely To Think They are Valuable and Valued
12. IMAGESENIOR: Summarizing Regional Differences In Seniors' Perceptions Of Their Value To Family and Community
13. IMAGESENIOR: Those With Lower Levels of Education More Likely To Rate Their Value and Contribution A #10
14. IMAGESENIOR: Those With Lower Household Incomes More Likely To Give A #10 Rating Than The More Affluent
15. IMAGESENIOR: Senior Women More Likely Than Men To Give A #10 To Being Valuable and Valued
16. IMAGESENIOR Seniors Who Are Catholics and "Other Religions" Are More Likely To Feel Valuable To, And Valued By, Family and Community
17. IMAGESENIOR Volunteer Work and Jobs: Large Regional Variations
18. IMAGE<65: Perceptions of Parents' Value Differ by Children's Age; Older Children Appear More Likely To Value Parents
19. IMAGE<65: Comparing Children and Seniors

Executive Summary

Introduction

This Report sets out the findings from the Seniors and Home Care sections of Survey #22. Detailed data are available in the Statistical Tables.

The Report consists of five sections:

1. SenFair - are seniors taking their fair share of health and other services;
2. SenLife - belief in the importance of a healthy lifestyle;
3. SenNeed - relative importance of support systems in maintaining health and delaying disability;
4. ImageSenior - seniors' sense of their value to their families, communities and workplace
5. Image<65 - the sense others have of the value of seniors to their families, communities and workplace.

The work was conducted with the support of the Division of Aging and Seniors, Health Canada and the Federal, Provincial, Territorial Working Committee of Officials (Seniors).

Perhaps the single most consistent finding is the strong regional differences in responses to many of the questions. Clearly, there are regional cultures, and lower degrees of vitality or connectedness in some regions, which need to be taken into account when considering policies and programs directed to seniors and near-seniors.

Seniors and Fair Share

A quarter of Canadians believe seniors are taking more than their fair share of health and other services, and two-thirds (64%) they are taking only their fair share. Higher income households are more likely than most to think seniors are taking more than they are entitled to.

Lifestyle and Health

Three-quarters of seniors think a healthy lifestyle can prevent or delay illness and disability. But there are regional and socio-economic differences. Only two-thirds of Atlantic seniors, and 70% of Manitoba, Saskatchewan seniors, believe in lifestyle compared to 82% of those in Alberta and British Columbia and 79% of those in Ontario.

Low income seniors, and those in Fair/Poor Health are also less likely to believe in the benefits of a healthy lifestyle than are those in better health and those with higher incomes.

In effect, those most likely to benefit from improvements in their lifestyle and among the least likely to believe it will do them any good.

What Will Delay Illness?

"Personal belief" is the single component of a healthy life which consistently is rated highest by everyone over 45, regardless of region, age, income, education, health status.

Apart from this consistency, however, there are important regional and other differences given to the importance of: information, encouragement to get started, personal beliefs, belonging to a group with instructors and noticing health benefits quickly.

Regional Differences: The regional differences, in particular, are striking: Manitoba, Saskatchewan respondents are the least likely to think any of the dimensions rates a #10 - suggesting, perhaps, a lower level of optimism about life in general.

Other Differences: Those respondents with lower levels of education and income are more likely to place greater emphasis upon outside encouragement, belonging to a group and noticing health benefits quickly.

However, everyone is consistent in their agreement on the importance of "your personal belief".

Images Seniors Have of Themselves

Seniors are likely to believe that their experience and their help is valuable to their families, and is valued by their families. However, they are less likely to believe that their experiences are relevant in the modern world, or valued by their communities. There are significant inter-group differences.

Regional Differences: These are striking. Quebec seniors, by a substantial degree, are more likely than seniors in other regions to believe that their experiences are relevant and valued both by their families and by their communities.

Manitoba, Saskatchewan seniors are the least likely, by a substantial degree, to have these positive feelings about themselves; Atlantic region seniors rank somewhat higher than Manitoba, Saskatchewan.

Education and Income: Seniors with lower levels of education and income are more likely to feel themselves to be valuable and valued than are those with university degrees or higher levels of education.

Gender: Women are much more likely than men to feel valuable and valued both by their families and their communities.

Religion: Those seniors reporting "no religion" are much less likely than those with any religion to feel valuable or valued. Catholics are the most likely to feel both valuable and valued both by their families and their communities.

Children's Images of Their Parents

Children's attitudes towards their parents vary largely depending upon the age of the child. Older children (55-64) are much more likely than the younger children (15-19) to consider their parents' life experiences and knowledge relevant and to believe that seniors do important volunteer work.

Explanatory Notes: Reporting Results of Questions Involving "#1-#10" Scales and "Strongly Agree"

Many of the questions which follow ask respondents to rate their responses on a scale of #1-#10, with "10" representing the ultimate in agreement, conviction or support. Most of the charts which follow show only the #10 scores.

The reason for this is to allow us to make comparisons among the truly committed. Scores of "7", "8" and even "9" can reflect some degree of ambivalence, perhaps a desire to provide a socially acceptable response. So, there are always shades of grey, as it were.

About "10"s, however, there is no doubt. It is, therefore, useful in our opinion to make comparisons based on "10" scores because they represent differences based on very strong conviction.

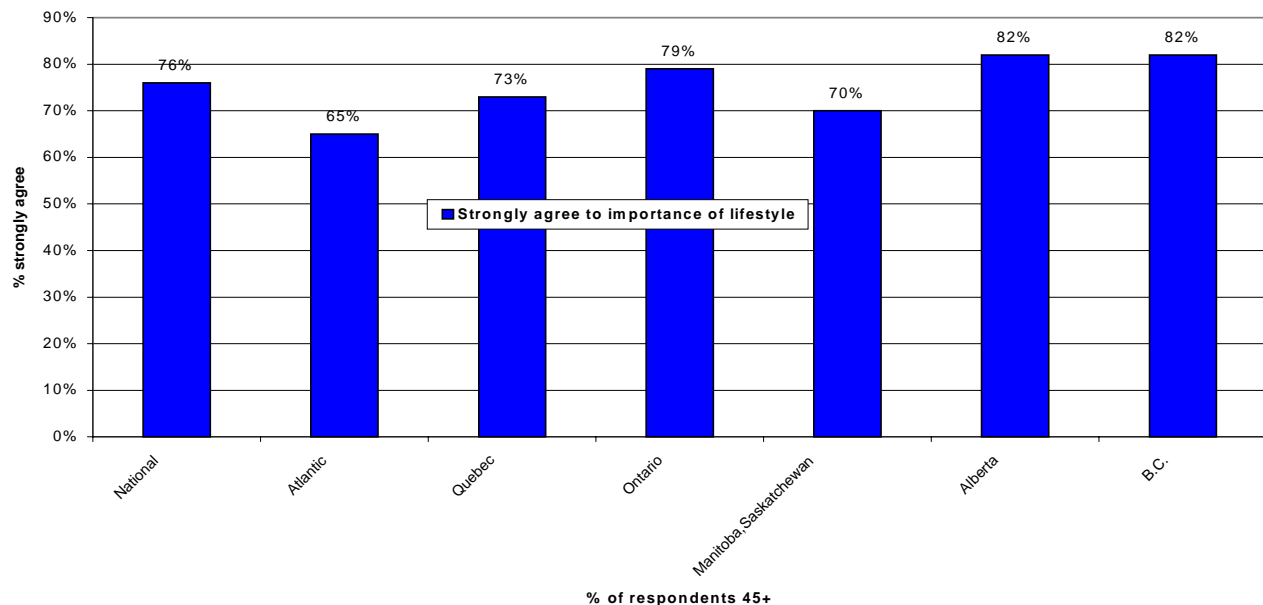
This approach has been encouraged by *Monitor* subscribers over the years, and we have made it a practice to present data in this way.

So long as the reader recognises that differences among "10"s may shade off as we take the lower scores, with their higher probabilities of ambivalence, into account this is an appropriate course of analysis. Typically, after taking into account the lower scores, the differences between groups remain perceptible, albeit diminished, and less useful, in our opinion and in the opinion of many *Monitor* subscribers, for drawing insights from the data.

A similar approach is taken with "strongly agree" vs "somewhat agree". The latter is useful in providing a sense of the "vote" as it were, but does not provide the insights which a comparison of "strongly agree"s can provide.

The detailed results of individual question scores are available in the Statistical Tables Report.

SENLIFE: Unexpected Regional Differences Among Older Adults Over The Importance of Lifestyle In Maintaining Health



SENLIFE Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that you can prevent or delay illness and disability and stay healthy in your senior years by such things as physical activity, eating well, not smoking?

Survey #22
 March 2001

Sample: respondents 45 and older
 N=1,156

Overall:

Not unexpectedly, almost everyone (96%) strongly or somewhat agrees on the importance of lifestyle in maintaining health, delaying or preventing illness and disability.

However, when one looks at those who truly believe ("strongly agree") in the importance of lifestyle, significant regional differences emerge.

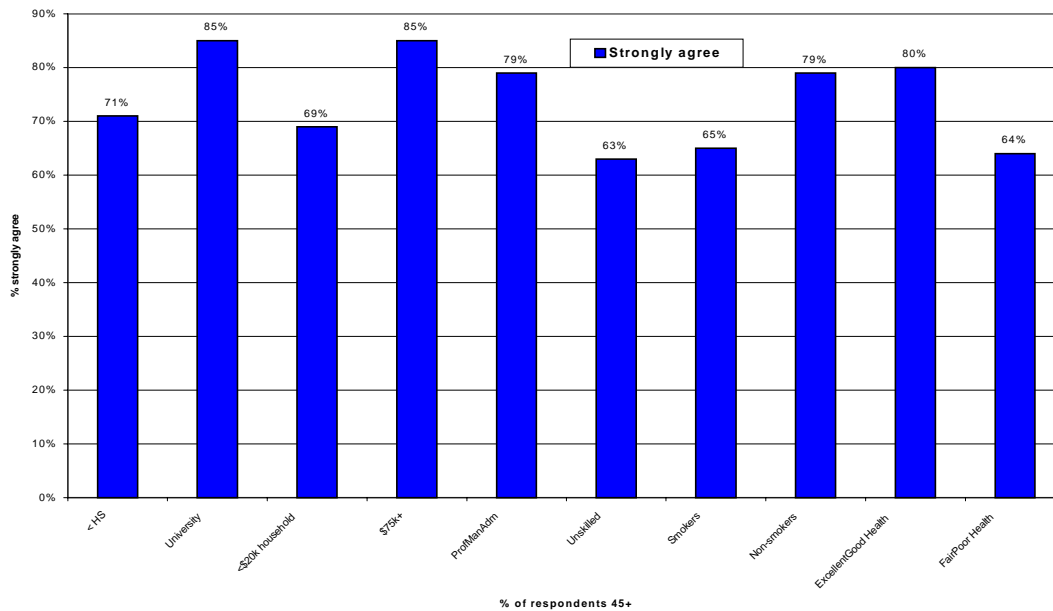
Region:

- British Columbia, Alberta and Ontario respondents are the most likely to strongly agree,
- Atlantic respondents are the least likely to strongly agree,
- Manitoba, Saskatchewan and Quebec respondents are somewhat more likely to strongly agree,

It is not clear what the sources of these differences are, but there are not insignificant. As we move through the rest of this report we will see that regional differences are often substantial on many topics.

In this case, the differences, while not large, suggest social marketing programs should be attuned to the specifics of regional attitudes. This is a continuing theme throughout the rest of this report.

SENLIFE: There Are Also Significant S.E.S. Differences Over The Importance of Healthy Behaviour



SENLIFE Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that you can prevent or delay illness and disability and stay healthy in your senior years by such things as physical activity, eating well, not smoking?
 Survey #22 March 2001
 Sample: respondents 45 and older
 N=1,156

Overall:

As noted in the previous chart almost everyone (96%) strongly or somewhat agrees that a healthy lifestyle can prevent or delay illness and disability, and there are significant differences among those who "strongly agree" with these sentiments.

There are also differences among those in different socio-economic groups:

- Those with higher levels of education, income, job status and health status are more likely to strongly agree with the statement;
- Those with less than high school education, low household income and Fair/Poor health are the least likely to strongly agree;

The chart indicates that those with higher levels of education, income, jobs and in good health are the most likely to agree on the benefits of a healthy lifestyle.

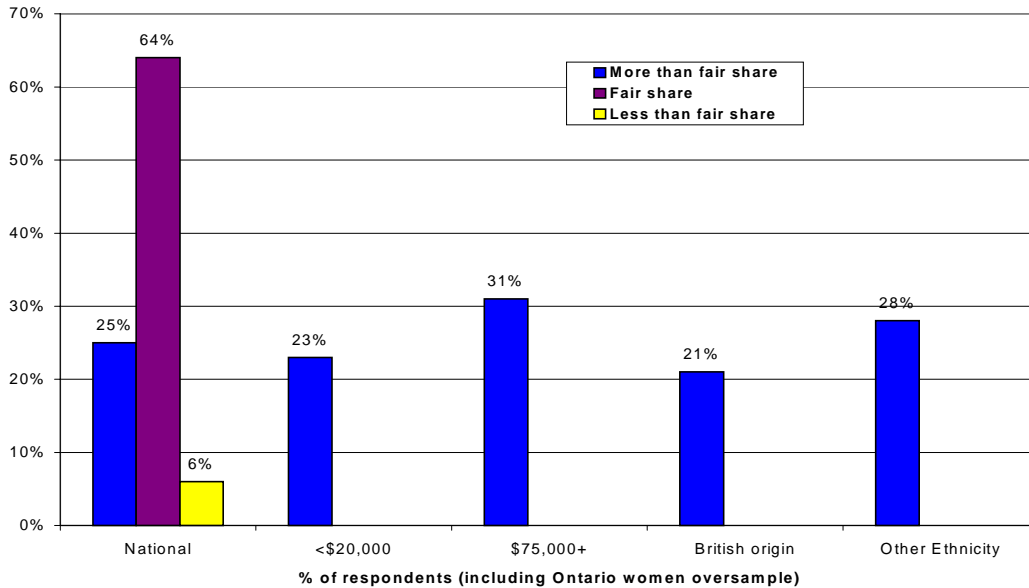
- One possible conclusion is that those who are more empowered are more likely to agree that their personal actions can improve their health and delay illness.
- Another possible conclusion is that those in less empowered circumstances are less likely to believe that what they do will make a difference - or that having a healthy life is important, or that their lives are important enough to warrant an interest in their health.

Smoking:

It is worth noting is that smokers are less likely to strongly agree on the benefits of a healthy lifestyle. That may be a reaction to the reference to smoking in the question. It may also reflect *The Monitor's* frequent experience that smokers tend to be defensive about their smoking.

The findings from this chart are consistent with those from SenNeed, and suggest that putting a healthy lifestyle in place involves a range of psychosocial factors in the individual. It is also possible that many smokers truly are not convinced of the health benefits of smoking cessation.

SENFAIR: One in Four Canadians Believes Seniors Use More Than Their Fair Share of Health Services



SENFAIR Based on your experience, do you think that when people become seniors, that is 65 and older, they start to use more than their fair share of health and other services, less than their fair share, or about their fair share.

Survey #22
 March 2001

Sample: All respondents, including oversample of Ontario women
 N=3,100

Overall:

One in four Canadians believe that people, when they become seniors, use more than their fair share of health and other services.

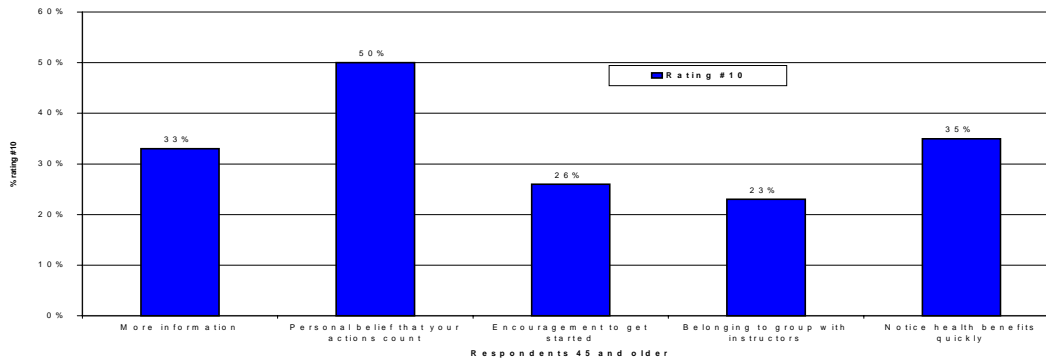
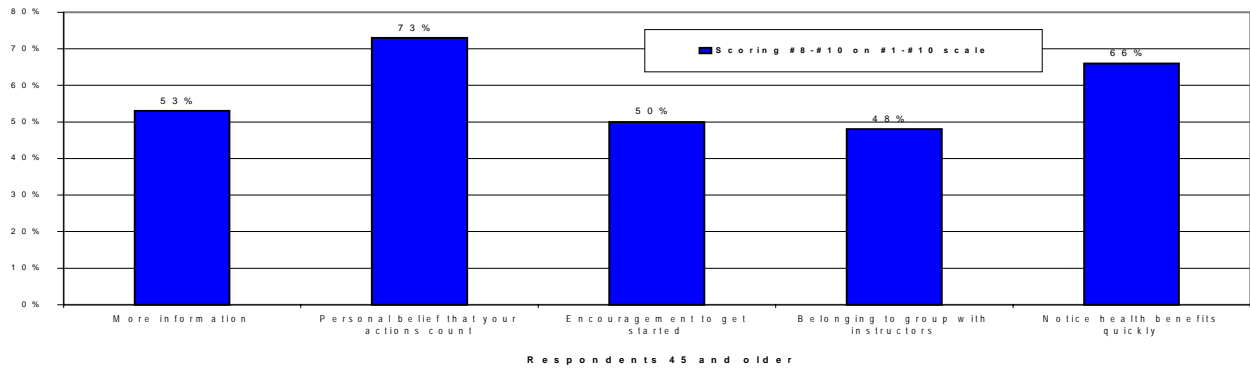
Only 6% believe they use less than their fair share.

The differences among the various groups are not large. However, it is significant that:

- Close to a third (31%) of those in higher income households (\$75,000+) think seniors use more than their fair share of services;
- Those of non-British ethnicity are more likely to think seniors take more than their fair share.

It will be useful to track public attitudes on this issue as the population ages.

SENNEED: Belief That Personal Actions Count Rates Highest, Example of Empowered Consumer



SENNEED On a scale of 1 to 10 where 1 means absolutely unimportant and 10 means absolutely important, please tell me how important each of the following is or could be in helping you maintain your health and delay illness or disability. READ, CODE 1-10 FOR EACH (IF VOLUNTEER, already ill, disabled, ASK To keep you as well as you can be) 1. More information relevant to your health situation, 2. Your personal belief that the actions you take will help your health and well-being, 3. More guidance and encouragement to get you started, 4. Belonging to a community group where services, equipment and instructors are available to help you, 5. To be able to quickly notice benefits to your health and sense of well-being .

Survey #22 March 2001

Sample: respondents 45 and older N=1,156

Overall:

This question addresses what will get people going towards a healthy lifestyle. Respondents 45 and older were asked to give each of the four dimensions a score on a scale of 1-10. In the top chart the scores #8 to #10 have been aggregated. In the bottom chart, only the "10"s have been reported. The results indicate the kind of clarity which the bottom chart can provide - so long as the reader keeps in mind that in real life the differences can be more muted.

It is clear that personal beliefs rates very highly regarding health. This is significant given that in the previous chart we saw that those less empowered are less likely to think they can do anything to improve their health.

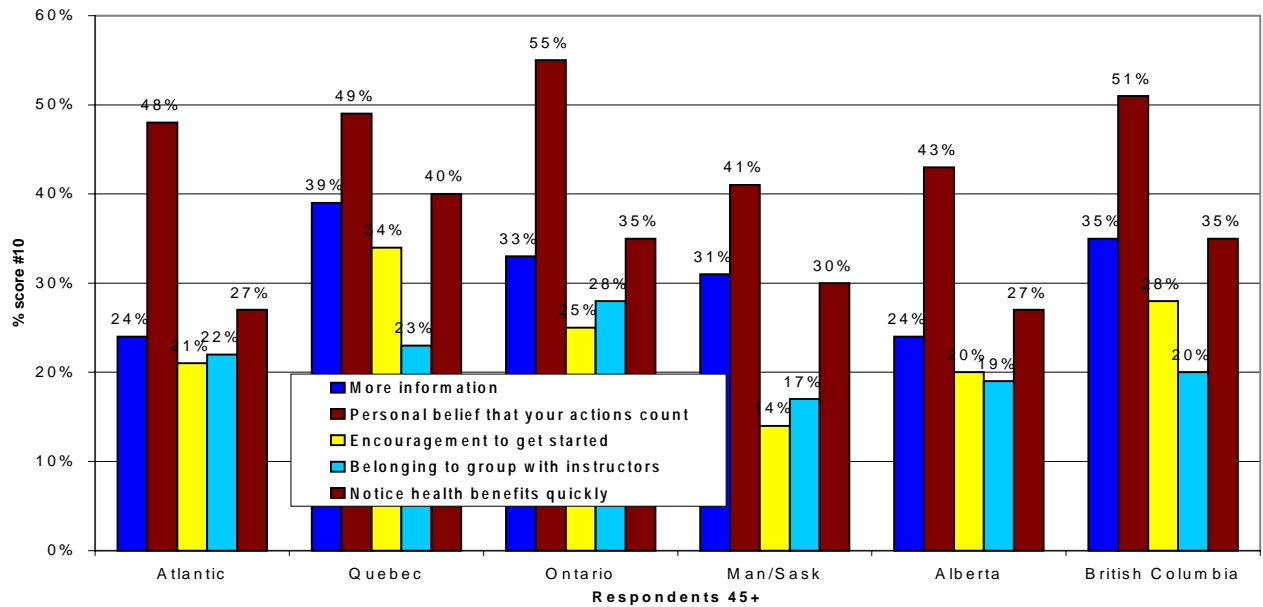
Following close behind "personal beliefs" is "notice health benefits quickly". This is an instant society, instant soup and instant improvement, and perhaps important to some seniors who may not think they have much time.

The other three dimensions are about equal.

These findings are consistent with previous *Monitor* surveys which found that people who had been sick rated their "state of mind" as one of the most important factors in their recovery.

Subsequent surveys should include the dimension - belief in God or a spiritual force. Previous *Monitor* surveys have found this to rated highly as a factor in personal health and in overcoming illness, particularly among those 65+.

SENNEED: Surprising Regional Differences In What Is Needed To Stay Healthy



SENNEED On a scale of 1 to 10 where 1 means absolutely unimportant and 10 means absolutely important, please tell me how important each of the following is or could be in helping you maintain your health and delay illness or disability. READ, CODE 1-10 FOR EACH (IF VOLUNTEER, already ill, disabled, ASK To keep you as well as you can be) 1. More information relevant to your health situation, 2. Your personal belief that the actions you take will help your health and well-being, 3. More guidance and encouragement to get you started, 4. Belonging to a community group where services, equipment and instructors are available to help you, 5. To be able to quickly notice benefits to your health and sense of well-being .

Survey #22 March 2001

Sample: respondents 45 and older, N=1,156

Overall

Given the regional differences we have seen in responses to previous questions, we should not be surprised to find regional differences in responses to this question.

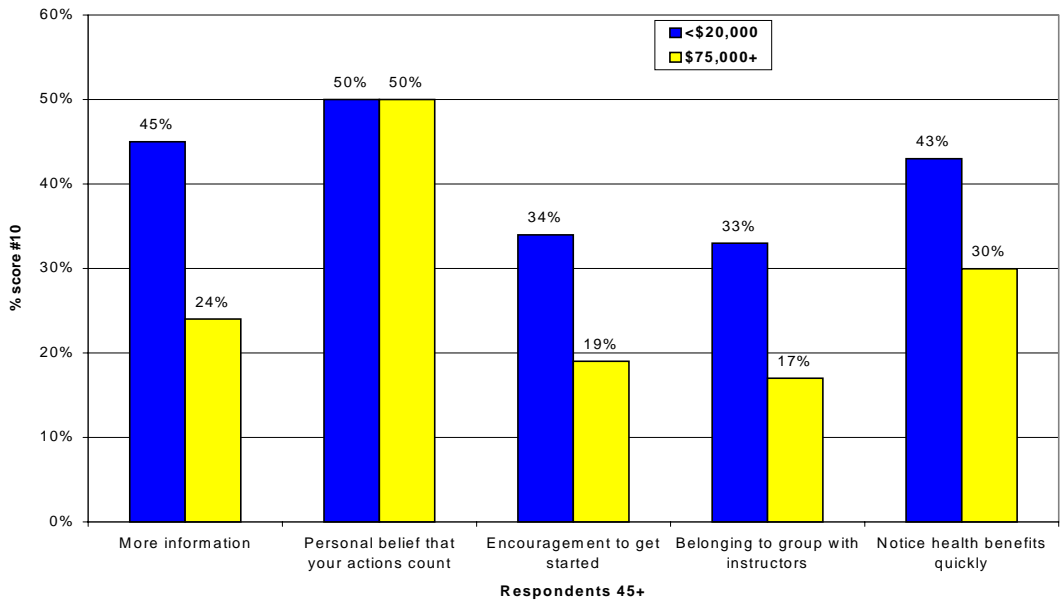
Looking only at the #10 score, we find what for us is a surprising number of differences among the regions over the individual dimensions. For example:

- Ontario (55%) and British Columbia (51%) are the most likely to rate "personal beliefs" as #10
- In Quebec, "information" and "encouragement" are more likely to be rated #10 than in some other parts of the country;
- In British Columbia, "noticing health benefits quickly" is more likely to be rated #10 than in some other parts of the country.

What is more remarkable is that Atlantic, Manitoba, Saskatchewan and Alberta score so low on most dimensions.

These differences are not great, and they tend in some cases to diminish if the #8-#10 scores are aggregated. Even so, the results suggests that geographic differences may indeed be significant for some dimensions with respect to wellness and healthy lifestyle programs.

SENNEED: Different Income Groups Emphasize Different Aids to Staying Healthy



SENNEED On a scale of 1 to 10 where 1 means absolutely unimportant and 10 means absolutely important, please tell me how important each of the following is or could be in helping you maintain your health and delay illness or disability. READ, CODE 1-10 FOR EACH (IF VOLUNTEER, already ill, disabled, ASK To keep you as well as you can be) 1. More information relevant to your health situation, 2. Your personal belief that the actions you take will help your health and well-being, 3. More guidance and encouragement to get you started, 4. Belonging to a community group where services, equipment and instructors are available to help you, 5. To be able to quickly notice benefits to your health and sense of well-being .

Survey #22
 March 2001

Sample: respondents 45 and older
 N=1,156

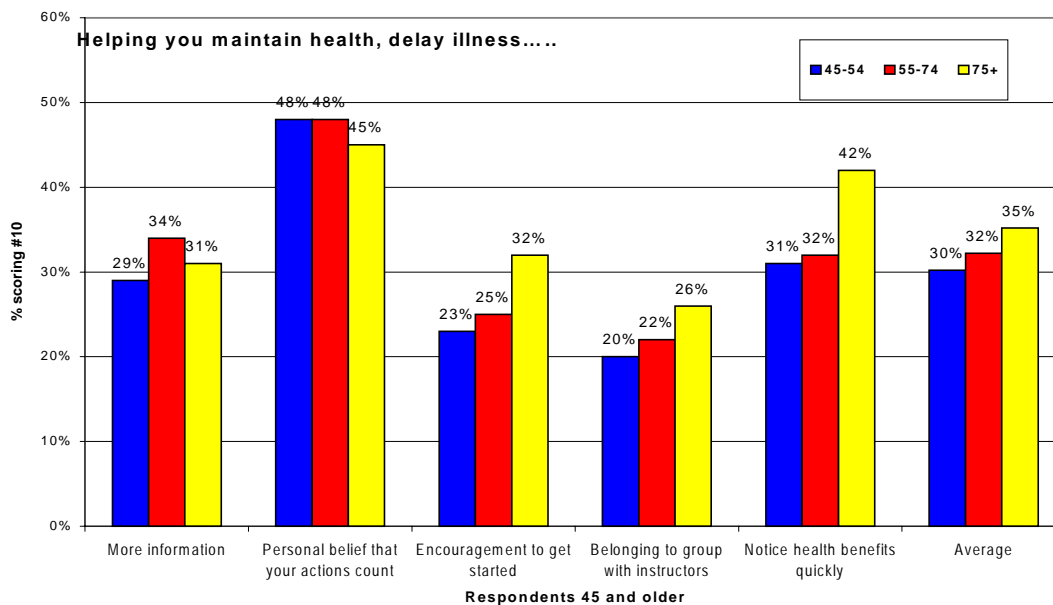
Overall:

These findings are consistent with those from the previous question on lifestyle and health. Those with higher incomes are more likely to regard themselves as:

- self starting and autonomous,
- willing to take the longer view - less influenced by the need to notice health benefits quickly.

Regardless of income, however, there is a commonality in the importance of personal belief as a factor in personal health.

SENNEED: Older Canadians Are More Likely To Give #10 Rating to Encouragement, Belonging and Quick Benefits



SENNEED On a scale of 1 to 10 where 1 means absolutely unimportant and 10 means absolutely important, please tell me how important each of the following is or could be in helping you maintain your health and delay illness or disability. READ, CODE 1-10 FOR EACH (IF VOLUNTEER, already ill, disabled, ASK To keep you as well as you can be) 1. More information relevant to your health situation, 2. Your personal belief that the actions you take will help your health and well-being, 3. More guidance and encouragement to get you started, 4. Belonging to a community group where services, equipment and instructors are available to help you, 5. To be able to quickly notice benefits to your health and sense of well-being.

Survey #22 March 2001

Sample: respondents 45 and older

N=1,156

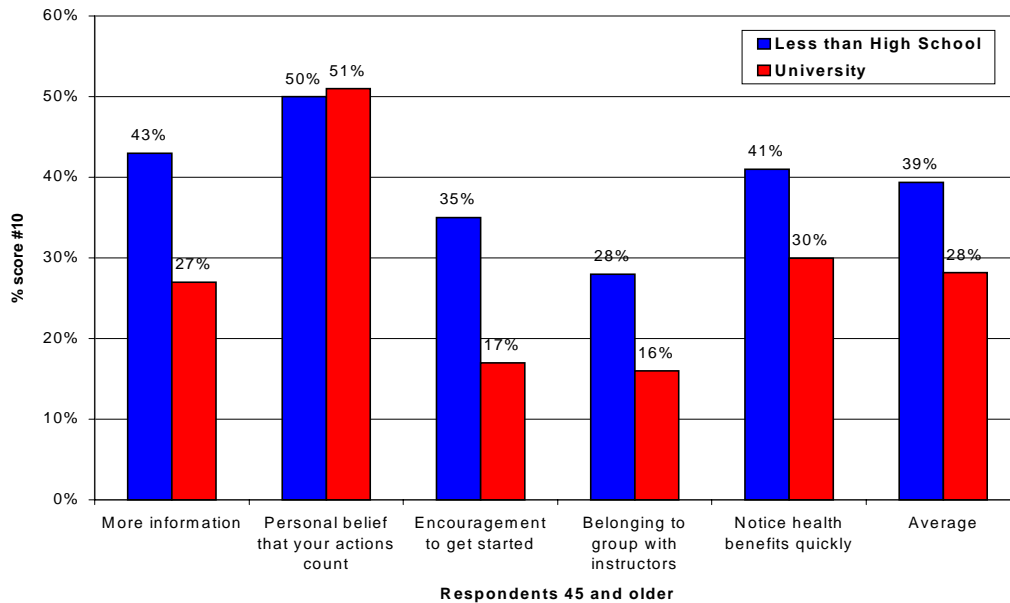
Overall:

What we find is that as people age the various forms of support - encouragement, belonging to a group - become more important as does "noticing health benefits quickly".

We have to assume that one reason is that as people age they come to believe there is less time in which to do anything to help themselves.

One inference is that the "medium old" and "old old" need direct encouragement. They also need to see benefits quickly in order to be persuaded that health-related actions will make a difference to their health and lifespan at what they may consider to be this late point in their lives.

**SENNEED: University Educated Less Likely To Rate Outside Help Highly.
 Conclusion - Strengthen Belief in Change**



SENNEED On a scale of 1 to 10 where 1 means absolutely unimportant and 10 means absolutely important, please tell me how important each of the following is or could be in helping you maintain your health and delay illness or disability. READ, CODE 1-10 FOR EACH (IF VOLUNTEER, already ill, disabled, ASK To keep you as well as you can be) 1. More information relevant to your health situation, 2. Your personal belief that the actions you take will help your health and well-being, 3. More guidance and encouragement to get you started, 4. Belonging to a community group where services, equipment and instructors are available to help you, 5. To be able to quickly notice benefits to your health and sense of well-being .

Survey #22 March 2001

Sample: respondents 45 and older

N=1,156

Overall:

Those with a university education are less likely to rate outside help a #10 than are those with less than a high school education. University educated are *much less likely* to give a #10 rating to:

- more information
- encouragement
- belonging to a group

University graduates are also somewhat less likely to want to see quick results.

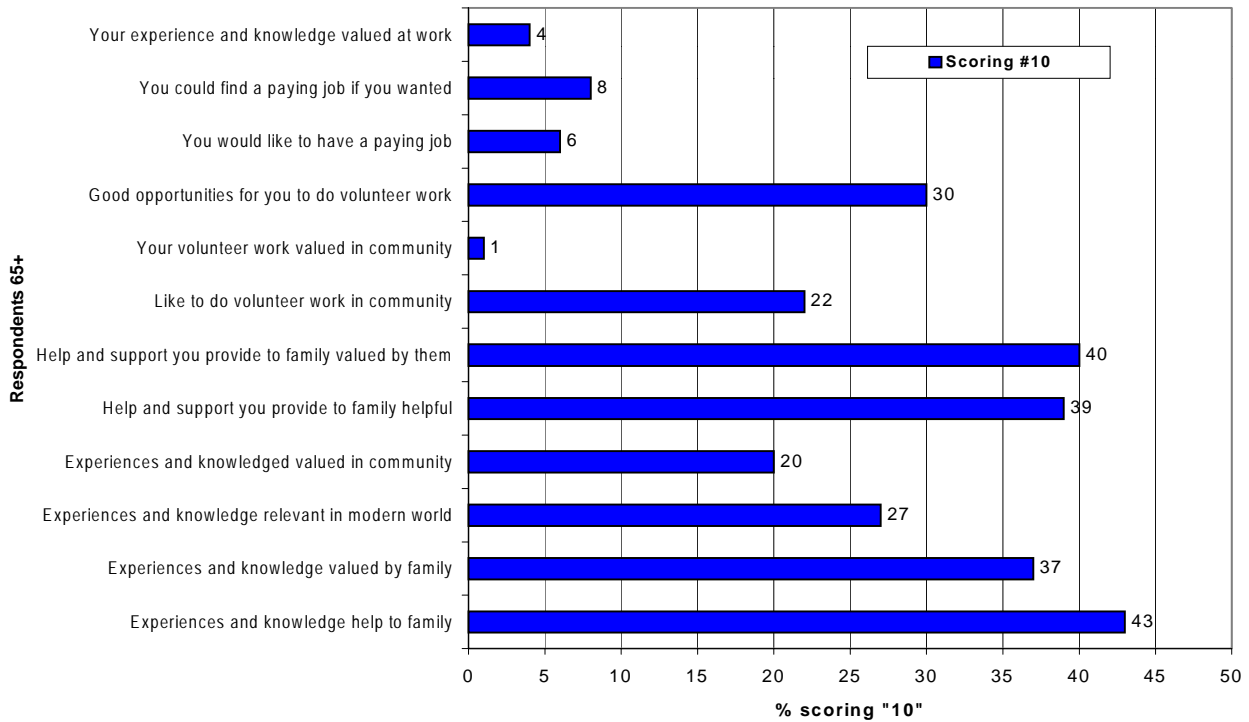
Overall, university graduates give lower scores to everything except "personal belief".

Some Conclusions on SenNeed

Several possible conclusions emerge:

1. Information should be used as a vehicle to explain benefits, provide encouragement to belong and opportunities for belonging.
2. Information should be linked to strengthening the individual's belief system, and their confidence that what they do matters to them and can improve their lives - empowerment.
3. Changing belief systems to acknowledge that change is possible and beneficial seems to be critical, and requires a long-term perspective.

IMAGESENIOR: Seniors Likely To Believe Their Contributions To Family Are Valuable and Valued; Less Certain That Community Values Them



IMAGESENIOR The next questions involves the place of seniors in your community. If you find the questions uncomfortable please tell me and we'll move to other questions. On a scale of 1-10 where 1 means you completely disagree and 10 means you completely agree, please tell me the number which indicates how much you agree or disagree with each of the following statements based on your own experience: READ, CODE FOR EACH 1. Your life experiences and knowledge are a help to your family (volunteer – no family, no children, have not seen them in years, etc. skip #2, #5, #6), 2. Your life experiences and knowledge are valued by your family , 3. Your life experiences and knowledge are relevant in today's modern world , 4. Your life experiences and knowledge are valued in your community, 5. The help and support you provide to your family members is really helpful to them in their everyday lives (IF NO FAMILY, SKIP #6), 6. The help and support you provide to your family members is valued by them, 7. You would like to do volunteer work in your community, 8. (IF VOLUNTEER) Your volunteer work is valued in your community, 9. There are good opportunities for you to do volunteer work, 10. (NOT WORKING) You would like to have a paying job, 11. (NOT WORKING) There are places you could find a paying job if you wanted to, 12. (WORKING) Your experience and knowledge are valued at work.

Survey #22 March 2001

Sample: respondents 65+ N=358

Overall:

- Seniors are likely to believe their experience and help are valuable to their families and valued by their families;
- Seniors are less likely to believe their experiences are relevant in today's world, or valued by their communities.

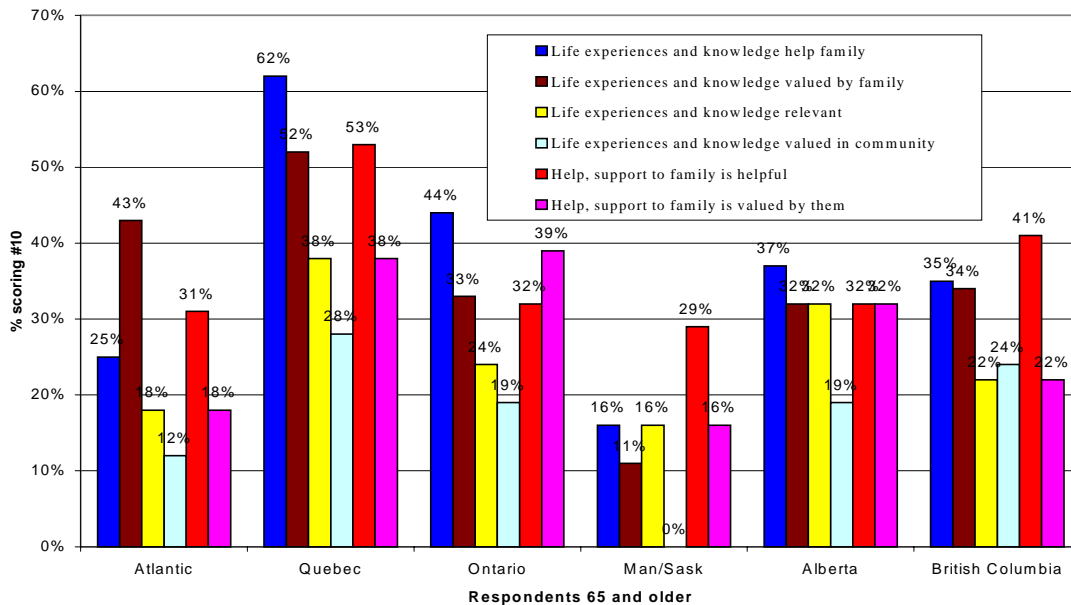
Volunteer work:

- 22% of seniors scored #10 on "like to do more volunteer work in your community" but 21% scored #1 ("completely disagree"). Not a good sign for those looking for seniors to volunteer to carry out unpaid community work.
- Only 1% reported their volunteer work was valued by their community and 97% offered that they did not do volunteer work.
- These numbers seem unusual; subsequent surveys should address volunteer work more specifically: e.g. do you participate in church or other programs to visit the ill, help out, etc. According to *Monitor* surveys about a quarter of seniors provide informal care.

Paid Work:

- Only 5% of seniors rated #10 that they would like to have paid work, but 49% scored #1 ("completely disagree"), and 33% completely disagreed that they could find paid work if they wanted to.
- Paid work does not appear to be a major issue for many seniors, although for those who want or need it, it could be very important.

IMAGESENIOR: Quebec Seniors Are By Far The Most Likely To Think They are Valuable and Valued



IMAGESENIOR The next questions involves the place of seniors in your community. If you find the questions uncomfortable please tell me and we'll move to other questions. On a scale of 1-10 where 1 means you completely disagree and 10 means you completely agree, please tell me the number which indicates how much you agree or disagree with each of the following statements based on your own experience: READ, CODE FOR EACH 1. Your life experiences and knowledge are a help to your family (volunteer – no family, no children, have not seen them in years, etc. skip #2, #5, #6), 2. Your life experiences and knowledge are valued by your family , 3. Your life experiences and knowledge are relevant in today's modern world , 4. Your life experiences and knowledge are valued in your community, 5. The help and support you provide to your family members is really helpful to them in their everyday lives (IF NO FAMILY, SKIP #6), 6. The help and support you provide to your family members is valued by them, [[NOT INCLUDED IN CHART 7. You would like to do volunteer work in your community, 8. (IF VOLUNTEER) Your volunteer work is valued in your community, 9. There are good opportunities for you to do volunteer work, 10. (NOT WORKING) You would like to have a paying job, 11. (NOT WORKING) There are places you could find a paying job if you wanted to, 12. (WORKING) Your experience and knowledge are valued at work.]]

Survey #22
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Sample: respondents 65+
 N=358

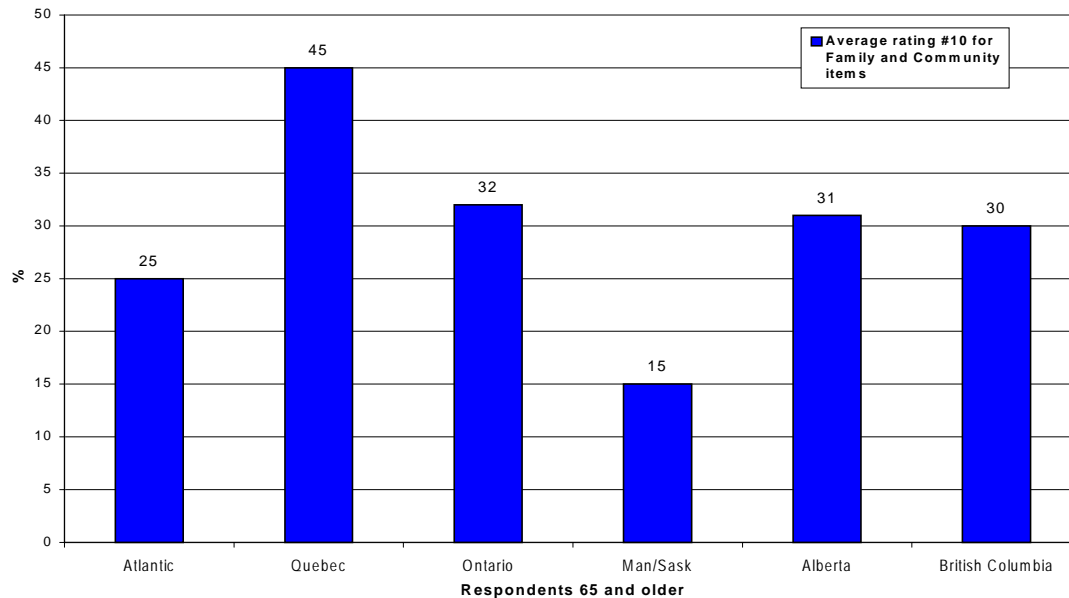
Overall:

Here again, we find strong regional differences:

- Quebec respondents appear most likely by a wide margin to believe they are relevant to their families' and communities' lives and that their families and communities value them.
- Manitoba, Saskatchewan residents are the least likely to give a #10 rating to any dimension - and none of them gave a #10 rating to "life experiences valued in the community";
- British Columbia, Alberta and Atlantic seniors do not score much higher than in Manitoba, Saskatchewan;
- Ontario seniors rate themselves on the scale below Quebec, but slightly higher than seniors in the other regions.

These regional differences are significant enough that it would be useful to explore the reasons.

IMAGESENIOR: Summarizing Regional Differences In Seniors' Perceptions Of Their Value To Family and Community



IMAGESENIOR The next questions involves the place of seniors in your community. If you find the questions uncomfortable please tell me and we'll move to other questions. On a scale of 1-10 where 1 means you completely disagree and 10 means you completely agree, please tell me the number which indicates how much you agree or disagree with each of the following statements based on your own experience: READ, CODE FOR EACH 1. Your life experiences and knowledge are a help to your family (volunteer – no family, no children, have not seen them in years, etc. skip #2, #5, #6), 2. Your life experiences and knowledge are valued by your family , 3. Your life experiences and knowledge are relevant in today's modern world , 4. Your life experiences and knowledge are valued in your community, 5. The help and support you provide to your family members is really helpful to them in their everyday lives (IF NO FAMILY, SKIP #6)? 6. The help and support you provide to your family is valued by them.

Survey #22 March 2001

Sample: Respondents 65+
N=358

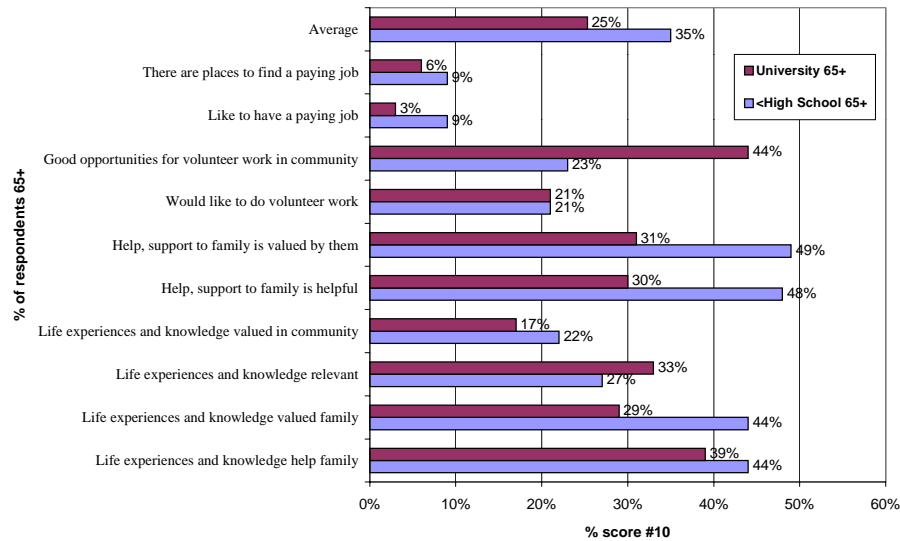
Overall:

This chart highlights the regional differences detailed in the previous chart, not including dimensions related to jobs and volunteer work:

- Quebec seniors are the most likely to provide a #10 rating (45%)
- Manitoba, Saskatchewan seniors are the least likely to give a #10 rating to the family and community dimensions (15% averaged a #10),
- 32% of Ontario seniors averaged a #10 rating
- Alberta and British Columbia seniors were at the same level as Ontario, averaging about 30% for a #10 rating
- Atlantic region seniors are were less likely than those in Ontario to average a #10 rating (25%), but more likely than seniors in Manitoba, Saskatchewan

A number of questions come to mind concerning these regional differences. Some clues may be found in the demographic analyses in the following charts.

IMAGESENIOR: Those With Lower Levels of Education More Likely To Rate Their Value and Contribution A #10



IMAGESENIOR The next questions involves the place of seniors in your community. If you find the questions uncomfortable please tell me and we'll move to other questions. On a scale of 1-10 where 1 means you completely disagree and 10 means you completely agree, please tell me the number which indicates how much you agree or disagree with each of the following statements based on your own experience: READ, CODE FOR EACH 1. Your life experiences and knowledge are a help to your family (volunteer – no family, no children, have not seen them in years, etc. skip #2, #5, #6), 2. Your life experiences and knowledge are valued by your family, 3. Your life experiences and knowledge are relevant in today's modern world, 4. Your life experiences and knowledge are valued in your community, 5. The help and support you provide to your family members is really helpful to them in their everyday lives (IF NO FAMILY, SKIP #6), 6. The help and support you provide to your family members is valued by them, 7. You would like to do volunteer work in your community, 8. (IF VOLUNTEER) Your volunteer work is valued in your community, 9. There are good opportunities for you to do volunteer work, 10. (NOT WORKING) You would like to have a paying job, 11. (NOT WORKING) There are places you could find a paying job if you wanted to, 12. (WORKING) Your experience and knowledge are valued at work.

Survey #22 March 2001 Sample: respondents 65+
N=358

Overall:

The results suggest that those seniors with less than high school education seem more likely to feel they are valuable and valued than are those with university degrees.

- Among those with a university education an average of 25% gave #10 rating to the various dimensions;
- However, among those with less than high school education, an average of 35% gave a #10 rating.

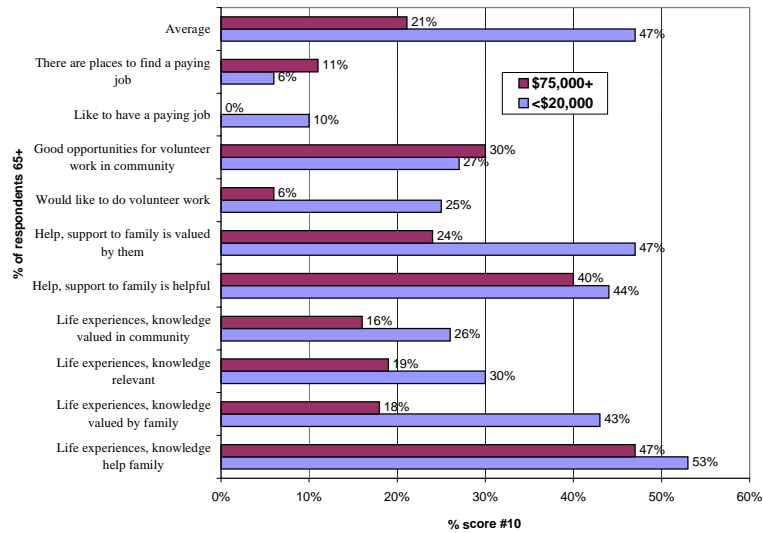
There are some differences:

- Those with university educations are more likely to rate "good opportunities for volunteer jobs" with a #10 compared to those with less than high school
- Also, those with university educations are more likely to believe their help and support to their families is helpful.
- Conversely, those with less than high school are much more likely to believe that their help and support is valued by their families

These results are consistent with those pertaining to religion and income.

- We should remember that lower levels of education are common among today's seniors (but not tomorrow's). Among 65+, about a third have only elementary, or some high school, and six in 10 have not passed beyond high school.
- Also, somewhat more than 40% of 65+ have household incomes of less than \$30,000 a year, compared to only about 20% for those 35-54,
- Similarly, about 1 in 10 seniors report they have no religion, compared to 20% of those 25-34.

IMAGESENIOR: Those With Lower Household Incomes More Likely To Give A #10 Rating Than The More Affluent



IMAGESENIOR The next questions involves the place of seniors in your community. If you find the questions uncomfortable please tell me and we'll move to other questions. On a scale of 1-10 where 1 means you completely disagree and 10 means you completely agree, please tell me the number which indicates how much you agree or disagree with each of the following statements based on your own experience: READ, CODE FOR EACH 1. Your life experiences and knowledge are a help to your family (volunteer – no family, no children, have not seen them in years, etc. skip #2, #5, #6), 2. Your life experiences and knowledge are valued by your family, 3. Your life experiences and knowledge are relevant in today's modern world, 4. Your life experiences and knowledge are valued in your community, 5. The help and support you provide to your family members is really helpful to them in their everyday lives (IF NO FAMILY, SKIP #6), 6. The help and support you provide to your family members is valued by them, 7. You would like to do volunteer work in your community, 8. (IF VOLUNTEER) Your volunteer work is valued in your community, 9. There are good opportunities for you to do volunteer work, 10. (NOT WORKING) You would like to have a paying job, 11. (NOT WORKING) There are places you could find a paying job if you wanted to, 12. (WORKING) Your experience and knowledge are valued at work.

Survey #22 March 2001 Sample: Respondents 65+
N=358

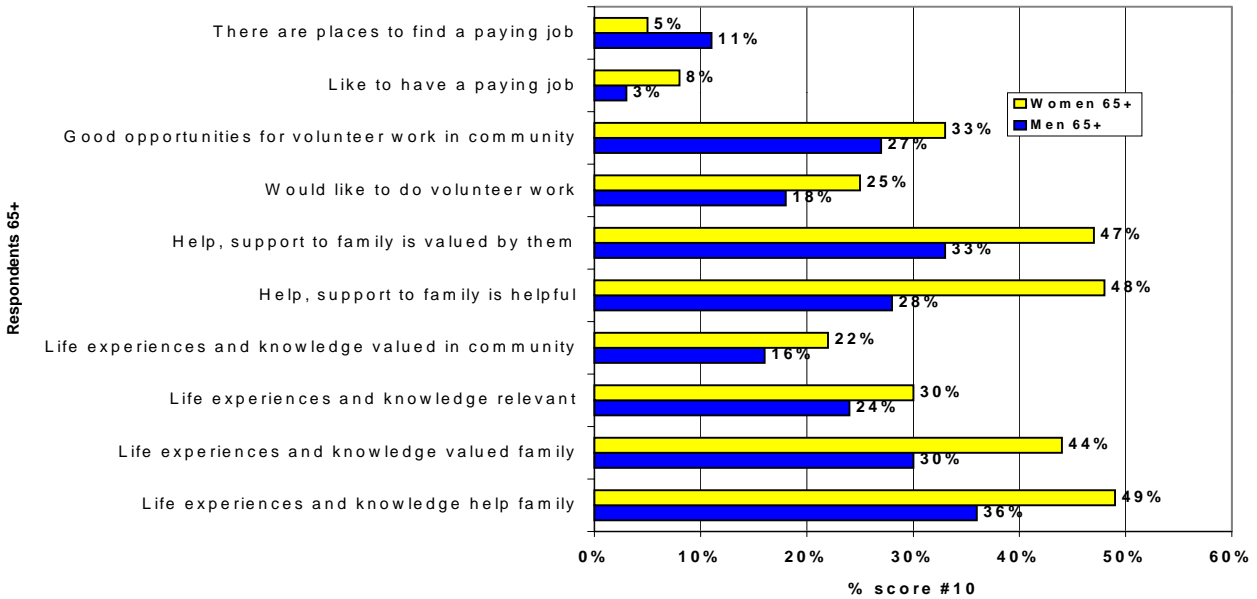
Overall:

As with the education data, we find that those with lower household incomes are more likely than those with higher household incomes to believe that their help, experience and contributions are both valuable to and valued by their family and community.

In this case, however, the difference between the two income groups is substantial, more than 2:1:

- 21% of the higher income group averaged a #10 score on the various items;
- In comparison, 47% of the lower income group averaged a #10 score on the various items.

IMAGESENIOR: Senior Women More Likely Than Men To Give A #10 To Being Valuable and Valued



IMAGESENIOR The next questions involves the place of seniors in your community. If you find the questions uncomfortable please tell me and we'll move to other questions. On a scale of 1-10 where 1 means you completely disagree and 10 means you completely agree, please tell me the number which indicates how much you agree or disagree with each of the following statements based on your own experience: READ, CODE FOR EACH 1. Your life experiences and knowledge are a help to your family (volunteer – no family, no children, have not seen them in years, etc. skip #2, #5, #6), 2. Your life experiences and knowledge are valued by your family , 3. Your life experiences and knowledge are relevant in today's modern world , 4. Your life experiences and knowledge are valued in your community, 5. The help and support you provide to your family members is really helpful to them in their everyday lives (IF NO FAMILY, SKIP #6), 6. The help and support you provide to your family members is valued by them, 7. You would like to do volunteer work in your community, 8. (IF VOLUNTEER) Your volunteer work is valued in your community, 9. There are good opportunities for you to do volunteer work, 10. (NOT WORKING) You would like to have a paying job, 11. (NOT WORKING) There are places you could find a paying job if you wanted to, 12. (WORKING) Your experience and knowledge are valued at work.

Survey #22
 March 2001

Sample: Respondents 65+
 N=358

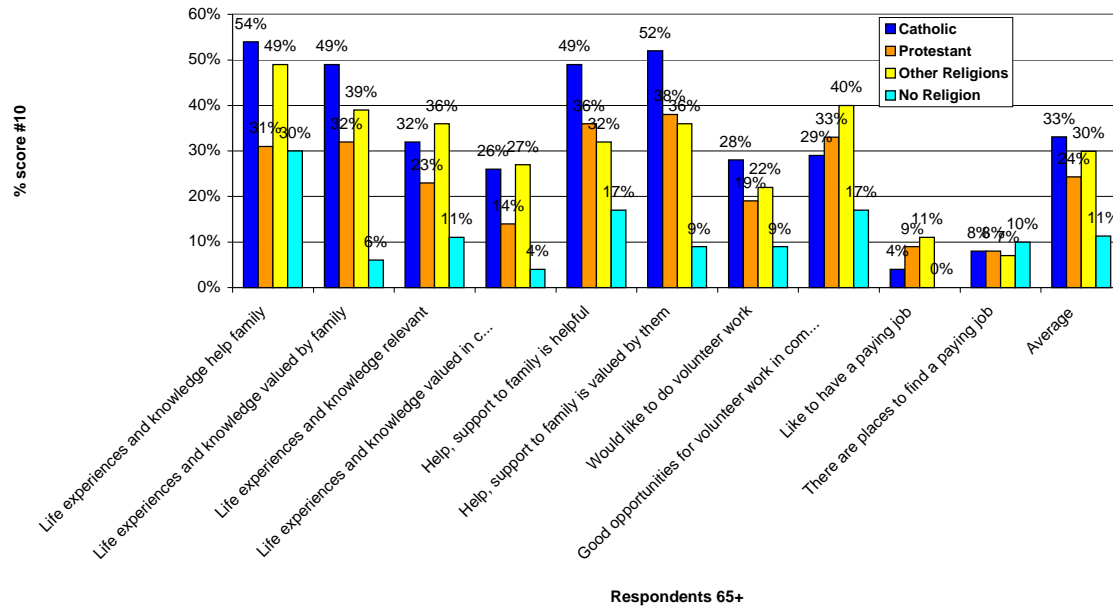
Overall:

On all dimensions except opportunities for paid work, women seniors are more likely, sometimes far more likely, than men seniors to rate as a #10 their contribution to their families and community as valuable and valued.

Senior women are also more likely to rate as a #10 opportunities for volunteer work in the community and to rate as a #10 their desire to do volunteer work

The differences between women and men seniors on these dimensions may be explained by the traditional role women, now seniors, played in previous years as primary care giver in their families and community worker, in the church, school and charities. They are, therefore, more likely to be deeply connected to their communities and families in a variety of different ways.

IMAGESENIOR Seniors Who Are Catholics and "Other Religions" Are More Likely To Feel Valuable To, And Valued By, Family and Community



IMAGESENIOR The next questions involves the place of seniors in your community. If you find the questions uncomfortable please tell me and we'll move to other questions. On a scale of 1-10 where 1 means you completely disagree and 10 means you completely agree, please tell me the number which indicates how much you agree or disagree with each of the following statements based on your own experience: READ, CODE FOR EACH 1. Your life experiences and knowledge are a help to your family (volunteer – no family, no children, have not seen them in years, etc. skip #2, #5, #6), 2. Your life experiences and knowledge are valued by your family , 3. Your life experiences and knowledge are relevant in today's modern world , 4. Your life experiences and knowledge are valued in your community, 5. The help and support you provide to your family members is really helpful to them in their everyday lives (IF NO FAMILY, SKIP #6), 6. The help and support you provide to your family members is valued by them, 7. You would like to do volunteer work in your community, 8. (IF VOLUNTEER) Your volunteer work is valued in your community, 9. There are good opportunities for you to do volunteer work, 10. (NOT WORKING) You would like to have a paying job, 11. (NOT WORKING) There are places you could find a paying job if you wanted to, 12. (WORKING) Your experience and knowledge are valued at work.

Survey #22 March 2001

Sample: respondents 65+

N=358

Overall:

Catholic and "Other Religions" respondents are the most likely to offer a #10 rating to the various dimensions; suggesting they are the most likely to feel valuable and valued. This is particularly noticeable on the dimensions relating to their families.

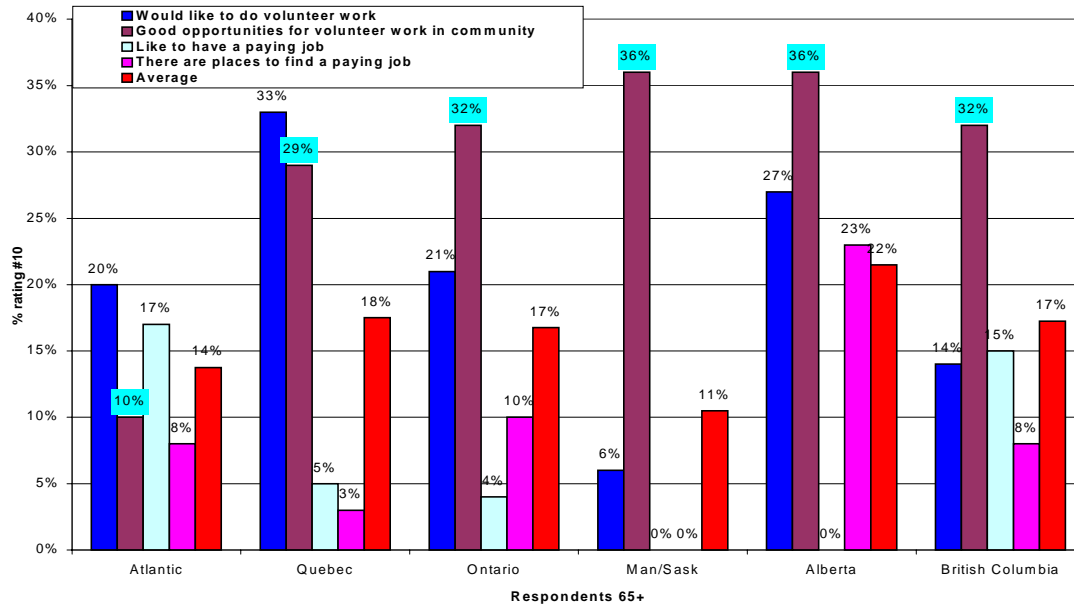
The "average" rating (columns on right hand side of chart) indicate that the highest ratings, and presumably highest sense of value, belong to those of the Catholic and "Other Religions".

No Religious Affiliation:

- Those with no religious affiliation are the least likely to report feeling valuable to or valued by their family or their community.
- They are also the least likely to want to do volunteer work in their community or to believe there are opportunities for volunteer work.
- Those with no religious affiliation also have the lowest average rating - less than half to a third of those of the various religions.

The findings suggest that religious affiliation - perhaps any religious affiliation - is associated with feelings of value and self worth. It may be that those with a religious affiliation are also more likely to share that religious affiliation with their families and members of the community and thereby have stronger bonds.

IMAGESENIOR Volunteer Work and Jobs: Large Regional Variations



IMAGESENIOR The next questions involves the place of seniors in your community. If you find the questions uncomfortable please tell me and we'll move to other questions. On a scale of 1-10 where 1 means you completely disagree and 10 means you completely agree, please tell me the number which indicates how much you agree or disagree with each of the following statements based on your own experience: READ, CODE FOR EACH 7. You would like to do volunteer work in your community, 8. (IF VOLUNTEER) Your volunteer work is valued in your community, 9. There are good opportunities for you to do volunteer work, 10. (NOT WORKING) You would like to have a paying job, 11. (NOT WORKING) There are places you could find a paying job if you wanted to, 12. (WORKING) Your experience and knowledge are valued at work.

Survey #22 March 2001

Sample: Respondents 65+
N=358

Overall:

These findings have to be treated with care because of the small proportion who want to work, and particularly the small proportion who say they participate in volunteer work. We have noted earlier that the volunteer questions need to be reworded to be more specific, because there appears to be substantial under-reporting.

Keeping these caveats in mind, the differences among seniors in the five regions regarding volunteer work and paid work are substantial.

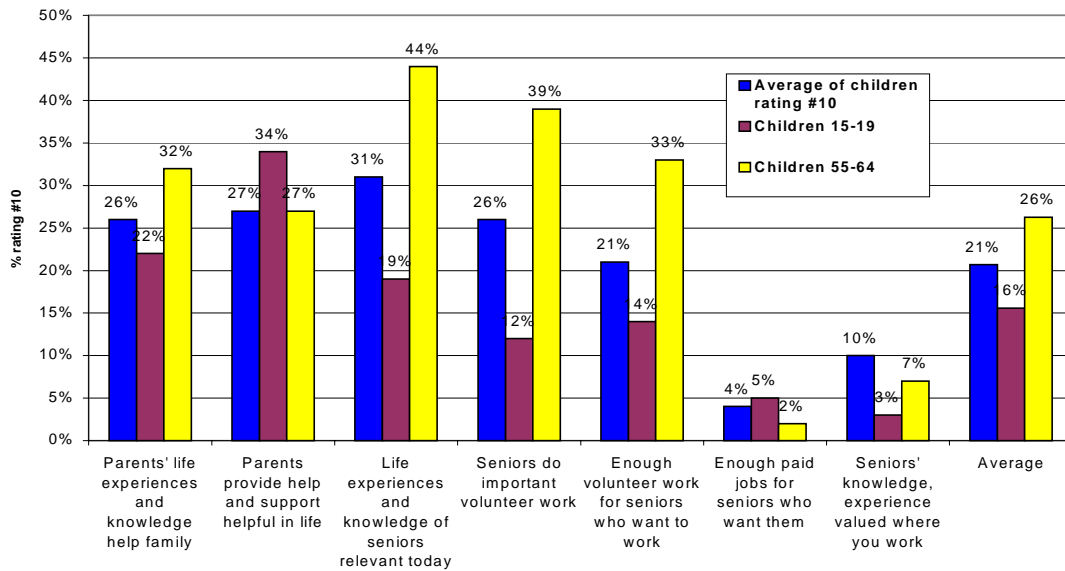
For example:

- **Paid work:**
 - No one in Manitoba, Saskatchewan gave a #10 rating to wanting a paid job, or opportunities for paid work,
 - No one in Alberta gave a #10 to wanting a paid job, but more of them than in any other region gave a #10 rating to opportunities for paid work.
- **Volunteer Work:**
 - There were lots of #10s across the regions for wanting to do volunteer work - except for seniors in Manitoba, Saskatchewan and British Columbia,
 - Similarly, there were lots of #10s for opportunities to do volunteer work except in the Atlantic region.

Preliminary Conclusions on ImageSenior:

The data in the ImageSenior section is unusually rich and open to many interpretations. What is clear is that there are no simple answers or approaches which will work equivalently across regions, or income, gender, education or religious groupings.

IMAGE<65: Perceptions of Parents' Value Differ by Children's Age; Older Children Appear More Likely To Value Parents



Respondents under 65 with parents or grandparents 60+

IMAGE<65 The next questions are about your parents. If your parents are younger than 60 to 65, please answer for your grandparents. On a scale of 1-10 where 1 means you very strongly disagree and 10 means you very strongly agree, please tell me the number which indicates how much you agree or disagree with each of the following statements about your parents if they are about 65 or older, or your grandparents based on your own experience: CODE SCALE 1-10 VOLUNTEER - NO PARENTS, PARENTS YOUNGER THAN 60, (ASK ABOUT GRANDPARENTS) 1. The life experiences and knowledge of your parents (grandparents) have been important sources of information in helping you and your family deal with day to day issues, 2. Your parents provide you with help and support which is really helpful to you in your everyday life. 3. The experience and knowledge of seniors are relevant in today's modern world. 4. Seniors do important volunteer work in your community, 5. There are enough volunteer jobs around for those seniors who want to volunteer. 7. There are enough paid jobs available for those seniors who want to have paying jobs. 8. (WORKING)The experience and knowledge of seniors are valued where you work

Survey #22
 March 2001

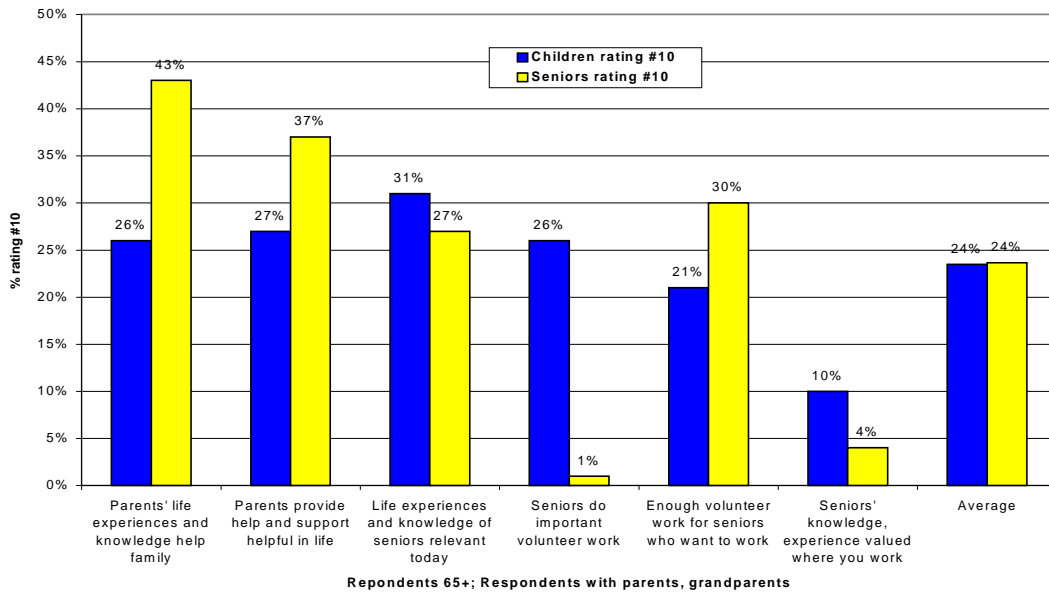
Sample: respondents under 65 with parents or grandparents

N=1778

Overall:

- Older children (55-64) are more likely to think their parents' experiences are relevant today and that their parents do important volunteer work.
- Young children are more likely to give a #10 to parents' help and support to the family.
- Overall, older children are more likely to give a #10 to their parents than are the 15-19 year old age group - averages in right hand set of columns.

IMAGE<65: Comparing Children and Seniors



IMAGE<65 The next questions are about your parents. If your parents are younger than 60 to 65, please answer for your grandparents. On a scale of 1-10 where 1 means you very strongly disagree and 10 means you very strongly agree, please tell me the number which indicates how much you agree or disagree with each of the following statements about your parents if they are about 65 or older, or your grandparents based on your own experience: 1. The life experiences and knowledge of your parents (grandparents) have been important sources of information in helping you and your family deal with day to day issues? 2. Your parents provide you with help and support which is really helpful to you in your everyday life. 3. The experience and knowledge of seniors are relevant in today's modern world. 4. Seniors do important volunteer work in your community. 5. There are enough volunteer jobs around for those seniors who want to volunteer. 6. There are enough paid jobs available for those seniors who want to have paying jobs. 7. (WORKING)The experience and knowledge of seniors are valued where you work.

Survey #22 March 2001

Sample: Seniors N=358

Sample: Repondents under 65 in contact with parents or grandparents

N=1,778

Overall:

Children are more likely than their parents or grandparents to give a high rating to the value of their experiences and to the help parents provide to families.

Children are also more likely to place a high value on the importance of their parents' volunteer work - although we repeat that few seniors said they did volunteer work, more likely a reflection of the wording of the question. Even so, the difference is remarkable.

Children are also more likely than the relatively few working seniors to give a high value to seniors' workplace knowledge and experience.

That there is no difference in the average of seniors' and children's scores tend to obscure these substantial differences.

Preliminary Conclusions of Image<65

Here again we find a rich data base open to many interpretations, and worthy of more detailed examination in subsequent surveys.

One conclusion is that seniors and children differ on the helpfulness of the seniors' experiences and knowledge, and the value of the help and support they offer their families. Possibly this is a reflection of strains within families.