

Sandwich Generation Survey



FP Canada™

*Advancing Professional
Financial Planning*



CHARTwell®
retirement residences

A Survey By
Leger



METHODOLOGY

QUANTITATIVE RESEARCH INSTRUMENT

An online survey of 1557 Canadians was completed between April 26-29, 2019, using Leger's online panel. The margin of error for this study was +/-2.5%, 19 times out of 20.

ABOUT LEGER'S ONLINE PANEL

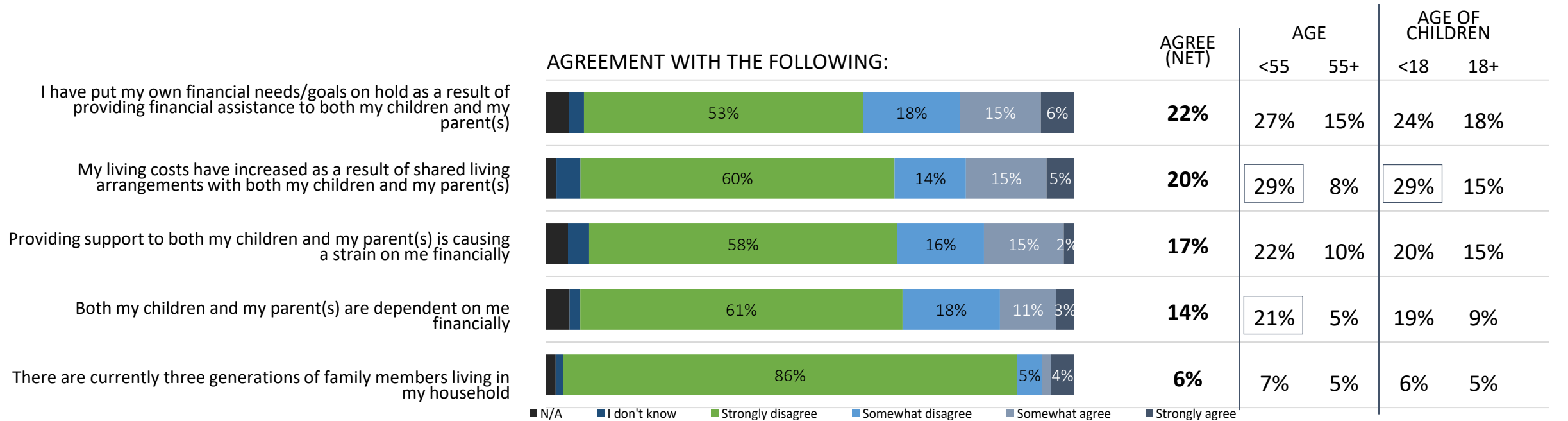
Leger's online panel has approximately 400,000 members nationally and has a retention rate of 90%.

QUALITY CONTROL

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

TWO-IN-TEN HAVE PUT THEIR OWN FINANCIAL GOALS ON HOLD TO PROVIDE FINANCIAL ASSISTANCE TO CHILDREN AND PARENTS

Two-in-ten (22%) who have children and a living parent, have put their own financial needs/goals on hold as a result of providing financial assistance to both their children *and* their parent(s), and a similar number (20%) say their living costs have increased as a result of shared living arrangements with three generations. Slightly fewer (17%) say that providing support to both the older and younger generations is causing a strain.

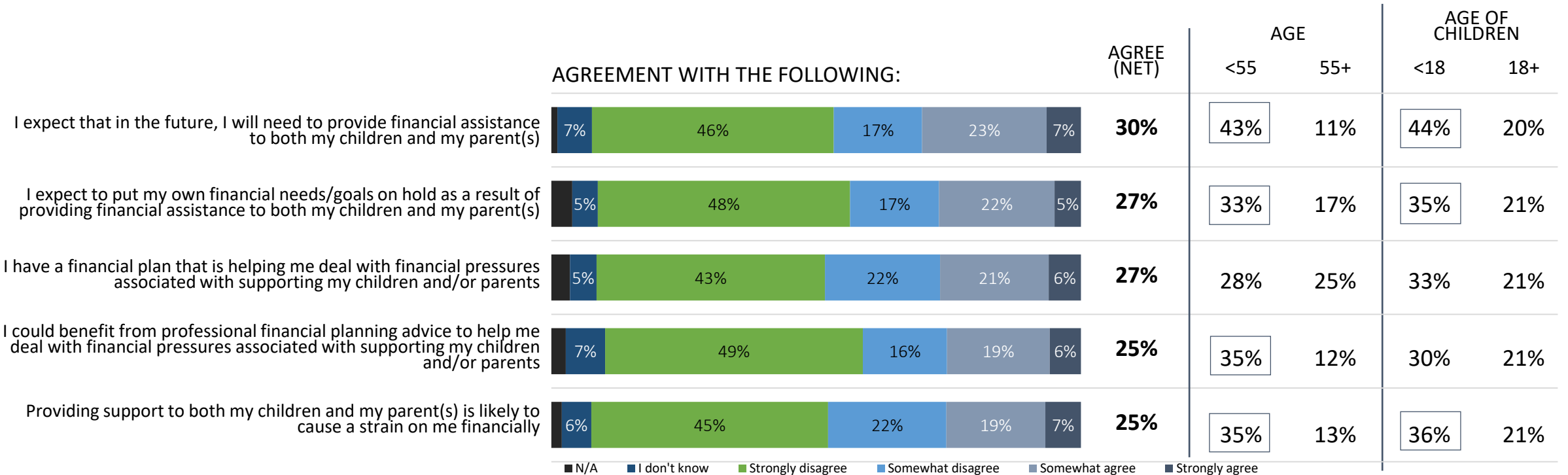


0004 When thinking about providing financial assistance to both your children and your parent(s), to what extent do you agree or disagree with each of the following: Base: Those with children <18, 18+ AND one living parent (n=149).

29% Significantly higher

THREE-IN-TEN EXPECT THEY WILL NEED TO PROVIDE FINANCIAL ASSISTANCE TO BOTH THEIR CHILDREN AND PARENTS

Three-in-ten (30%) who have children and a living parent say they expect they will need to provide financial assistance to both their children *and* their parent(s) in the future, but nearly the same number (27%) say they have a financial plan that will enable them to do so. One-quarter (25%) say professional planning advice would be beneficial to help with the financial pressures of supporting the younger and older generations.










0004 When thinking about providing financial assistance to both your children and your parent(s), to what extent do you agree or disagree with each of the following: Base: Those with children <18, 18+ AND one living parent (n=149).

43% Significantly higher

LESS THAN HALF OF CANADIANS ARE FAMILIAR WITH THE FINANCIAL TOOLS AVAILABLE

Less than half (47%) of Canadians are familiar with the financial tools available to help them cope with the pressures associated with dependent parents and children. Quebecers are more likely to be aware of tax credits associated with dependent parents, while the rest of Canadians are more likely to be aware of tax credits, grants and other financial assistance programs associated with post-secondary costs.

	AWARENESS OF FINANCIAL TOOLS AND RESOURCES:	REGION		AGE		AGE OF CHILDREN	
		QC	ROC	<55	55+	<18	18+
ANY	 47%	47%	46%	<input type="checkbox"/> 50%	41%	<input type="checkbox"/> 59%	47%
Tax credits, grants and other financial assistance programs associated with post-secondary costs	 33%	26%	<input type="checkbox"/> 35%	37%	27%	<input type="checkbox"/> 44%	35%
Tax credits associated with dependent parents	 28%	<input type="checkbox"/> 35%	25%	29%	26%	<input type="checkbox"/> 39%	27%
Grants, loans, rebates and other financial assistance programs associated with renovating my home to accommodate my aging parents	 22%	19%	23%	20%	<input type="checkbox"/> 25%	22%	27%
I am not familiar with any of these financial tools and resources	 41%	37%	42%	36%	<input type="checkbox"/> 47%	29%	<input type="checkbox"/> 42%
I don't know	 11%	11%	11%	12%	9%	11%	9%
I prefer not to answer	 2%	5%	1%	2%	3%	1%	2%

0005 When thinking about the financial tools and resources available to you, which of the following are you familiar with: please select all that apply.
Base: All Canadians (n=1557).

Significantly higher

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