



June 19, 2008

TO: Interested Parties  
FROM: Bob Moore & Hans Kaiser  
RE: U.S. Voters and Long Term Care

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Our recent national survey finds that when it comes to long term care, Americans widely agree they or their family members would rather stay at home with an in-home care provider than move into an assisted living facility.

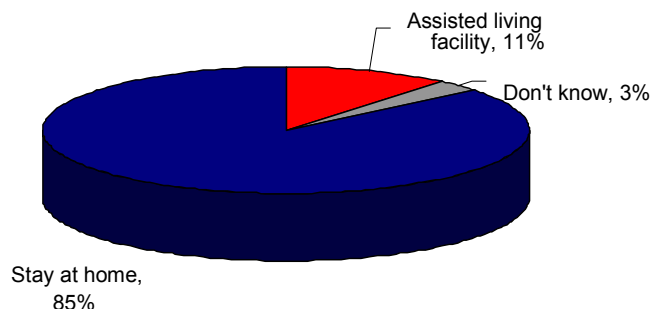
While specific questions about costs were not asked in our study, the perceived cost of long term care at facilities versus in-home care could be a factor in these findings. According to an AARP report, in-home care relies heavily on family members and friends, with two-thirds relying solely on unpaid in-home care. Further, among older people who use paid in-home care, three-fourths also rely on unpaid care from family and friends.<sup>1</sup> In-home care, when supplemented by friends and family, may be perceived as more affordable than nursing home or assisted living facilities.

In addition to cost, the ideas that people want to live independently and in their own homes for as long as possible may also play a role in perceptions. More details follow.

#### **Assisted Living vs. In-Home Care**

Given a choice between moving into an assisted living facility or staying at home with an in-home care provider, Americans widely agree that staying at home is the preference (85% stay at home, 11% assisted living).

*"Thinking about issues affecting the elderly, if you or a member of your family was faced with the choice between moving into an assisted living facility or staying at home and using an in-home care provider, which do you think would be more preferable to you or to your family member facing such a decision?"*



Looking at reactions by subgroup, we find that men and women equally favor staying at home over assisted living, although women are slightly more likely to feel strongly about this. By age, again, staying at home is consistently favored over assisted living, though voters age 30 and older are more likely to feel strongly about staying at home than younger voters. Regionally, there is widespread support for staying at home among residents in all areas of the country, although Mountain/Plains area residents are less likely to express this sentiment than those residing elsewhere.

Please feel free to call or email with any questions.

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*These data are from a telephone survey conducted by Moore Information, Inc. April 23-27, 2008 among a representative sample of 800 voters nationwide. The potential sampling error is plus or minus 3% at the 95% confidence level.*

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<sup>1</sup> **Long-Term Care, Research Report**, Ari N. Houser, AARP Public Policy Institute, October 2007