



To: American Health Care Association
From: Mark Blankenship, Opinion Access
Subject: Survey Results and Background
Date: 12/3/12

SURVEY RESULTS

1. Please review this list of organizations involved in health care. For each one please indicate if your view of that organization is positive or negative when it comes to their particular role in the health care process. If you don't know a lot about an organization, please indicate that too.

If positive, would you say your opinion is VERY (positive/negative) or just SOMEWHAT (positive/negative)?

1	Very Positive						
2	Somewhat Positive						
3	No Opinion						
4	Somewhat Negative						
5	Very Negative						
6	Unsure						
		1	2	3	4	5	6
1.	Assisted living facilities	(19%)	(47%)	(18%)	(11%)	(2%)	(3%)
2.	Nursing homes	(11%)	(29%)	(20%)	(29%)	(8%)	(3%)
3.	Skilled Nursing and Rehab Centers	(27%)	(43%)	(17%)	(7%)	(2%)	(4%)
4.	Post-Acute Care Centers	(16%)	(32%)	(35%)	(4%)	(1%)	(13%)
5.	Home health agencies	(21%)	(36%)	(27%)	(8%)	(2%)	(5%)
6.	For-profit hospitals	(14%)	(32%)	(27%)	(17%)	(6%)	(4%)
7.	Not-for-profit hospitals	(27%)	(38%)	(24%)	(5%)	(1%)	(5%)
8.	Gov. nursing home inspectors	(11%)	(20%)	(35%)	(18%)	(9%)	(8%)

2. Which statement comes closest to your opinion regarding nursing homes and the role they play:

(36%) A place where people go when they can longer stay in their home or when family cannot take care of them.

- (6%) A place where people rehabilitate and recuperate after a hospital stay and possibly return home.
- (5%) A place where people go when they have a terminal illness or are near the end of their life.
- (52%) A combination of all three.

3. Do you agree or disagree with the following statement: The quality of care provided in America’s nursing homes today has improved over the last 20 years.

- (13%) Strongly Agree
- (44%) Somewhat Agree
- (20%) Somewhat Disagree
- (8%) Strongly Disagree
- (16%) Unsure

4. Do you agree or disagree with the following statement: “Patients and residents receive high quality health care in today’s nursing homes.”

- (7%) Strongly agree
- (39%) Somewhat Agree
- (31%) Somewhat Disagree
- (10%) Strongly Disagree
- (13%) Unsure

5. Do you agree or disagree with the following statement “Nursing homes in this country are facing a crisis because the government is cutting funds.”

- (36%) Strongly agree
- (48%) Somewhat Agree
- (13%) Somewhat Disagree
- (3%) Strongly Disagree
- (0%) Unsure

6. Would you be more likely or less likely to support a government funding increase for nursing home care if you knew each of the following were true? If it would not affect your support one way or the other, please select ‘not affect.’

More	Less	Not
likely	likely	affect

The nursing home industry has adopted a detailed 4-point quality care plan that demonstrates measurable improvements in the nursing care patients receive while improving customer satisfaction.	(64%)	(14%)	(22%)
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Inadequate funding has caused increasing hardships to the (61%) (19%) (20%) point where facility closings could limit seniors' access to quality nursing home care.

7. Congress is now considering ways to cut the national budget deficit. Of the choices below, which do you think is the most acceptable way to pay for this?

(4%) Cutting Medicare payments to nursing homes to care for seniors
(41%) Cutting the national defense and military budgets
(24%) Raising the Social Security retirement age to 70.
(31%) None

8. Congress is considering ways to cut the national budget deficit. Of the choices below, which do you think is the least acceptable way to pay for cutting the deficit?

(37%) Cutting Medicare payments to nursing homes to care for seniors
(19%) Raising taxes on people who make over \$250,000 per year
(16%) Cutting the national defense and military budgets
(20%) Raising the Social Security retirement age to 70.
(8%) None

9. Current congressional budget initiatives such as the sequestration propose to cut \$700 million in Medicare from nursing homes. Which of the following comes closest to your reaction to this?

(14%) The government should make this cut to nursing homes, the industry can afford to absorb them and keep running.
(41%) The government should not make this cut; the industry has been cut too much already.
(46%) The government shouldn't make this cut, and in fact, should provide more money to nursing homes to care for the aging baby boom generation.

10. If your Member of Congress voted to cut \$15 billion in Medicare payments to nursing homes to care for seniors would you be ___more likely to vote to reelect them, ___less likely to vote to reelect them or would it not make much difference to your vote?

(5%) Much more likely
(7%) Somewhat more likely
(16%) No difference
(21%) Somewhat less likely

- (44%) Much less likely
- (6%) Don't know

11. Please tell us which of the following statements is closest to your personal opinion.

(83%) Statement A: I support a Member of Congress who will not reduce Medicare funding for nursing homes. Such reductions could lead to a loss of jobs, less quality care, and could make it difficult for seniors to find a nursing home close to family and friends. Congress should look to other places to balance the budget.

(17%) Statement B: I support a Member of Congress who will reduce Medicare funding for nursing homes. Such reductions are difficult, but needed or else the system may fail altogether. It is better to have something than nothing, and Medicare spending needs to decrease to help balance the budget.

12. As nursing homes aim to improve and prepare for the large number of seniors coming from the Baby Boomer generation, which statement do you most agree with?

(83%) Statement A: Continuous cuts to Medicaid and Medicare for nursing homes are unacceptable. Nursing homes have been cut enough and with millions of more seniors needing long term care, nursing centers need the proper resources to provide quality care.

(17%) Statement B: Additional cuts to nursing homes are needed to help reduce the federal deficit. Nursing homes can afford additional cuts to Medicaid and Medicare without threatening care to individuals.

And now, just a few more questions for categorical purposes:

13. In what year were you born? ___ ___ ___ ___

- 13b. Age:
- (7%) 18-24
- (4%) 25-29
- (6%) 30-34
- (3%) 35-39
- (7%) 40-44
- (9%) 45-49
- (10%) 50-54
- (13%) 55-59
- (17%) 60-64
- (23%) 65+

14. Which of the following income groups includes your total family income in 2011 before taxes?

- (10%) up to \$15,000
- (8%) \$15,000 but less than \$20,000
- (13%) \$20,000 but less than \$30,000
- (24%) \$30,000 but less than \$50,000
- (22%) \$50,000 but less than \$75,000
- (12%) \$75,000 but less than \$100,000
- (10%) \$100,000 or more

15. Which of the following best describes your racial background?

- (84%) White or Caucasian
- (4%) Hispanic or Latino
- (8%) African-American
- (3%) Asian American
- (0%) Native American
- (1%) Other (specify) _____

16. In politics, do you consider yourself....

- (29%) Republican
- (40%) Democrat
- (32%) Independent

17. Have you personally been involved in placing a family member in a nursing home?

- (33%) Yes
- (67%) No

And did this occur within...(n=270)

- (33%) the last three years
- (22%) between four and five years ago
- (22%) between six and ten years ago
- (23%) more than ten years ago
- (0%) No – no involvement

18. Gender

- (49%) Male
- (51%) Female

BACKGROUND AND METHODOLOGY

- Some totals may not equal 100% as a result of rounding.
- 806 interviews were completed among self-identified voters throughout the United States who agreed to complete the study.
- 806 interviews yield a maximum sample variation of +/- 3.4% at a 95% level of confidence.
- Interviews were conducted between November 16th and 19th 2012.
- Respondents completed the survey online.
- The survey was conducted by Opinion Access Corporation and sponsored by the American Health Care Association to better understand the attitudes, opinions and perceptions of voters regarding a variety of important issues, specifically regarding health care and long-term care issues.
- Sequence of questions were designed to eliminate or reduce instrument bias. The questions and sequence can be found in the accompanying questionnaire.