

19 ZIP CODES Regional Survey of Caregivers - Report on Results -

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Justin Wallin is a “marketing concept” strategist, with over fifteen years of experience helping to develop communications strategy through opinion research. Wallin delivers strategic direction to Fortune 500 firms, statewide, city and municipal governments, political candidates and campaigns, organizations and non-profit organizations, entrepreneurial ventures and other businesses.

He is a recognized expert in accurately measuring public opinion, forecasting outcomes and identifying the most effective ways to influence thoughts and behaviors.

Wallin is a regular guest on Fox News, CNN and BBC. His research, commentary and analysis can be found in RealClearPolitics, Politico, Roll Call, Campaigns & Elections, Public CEO and Inside Politics with Nathan Gonzales. He has lectured at the University of Southern California, Pepperdine University, Loyola Marymount University, California State Universities and Hillsdale College and has taught both graduate and undergraduate courses in marketing. He is a featured speaker throughout the nation on matters of strategy, marketing and messaging.

After driving global strategy and marketing programs in the technology industry early in his career, Wallin was a founder of the re-launched, historic Columbia Yacht Corporation. The racing boats he built span the globe. He sold his stake in the company in 2008.

Wallin is a Fellow of the Jesse M. Unruh Institute of Politics at USC.

Wallin received his MBA with an emphasis in marketing and strategy from the University of Southern California, and his BA (Philosophy) from Whittier College.



19 ZIP Codes Regional Survey of caregivers

Report on results

From Friday, March 25 – Tuesday, April 19, 2022 J. Wallin Opinion Research conducted a survey of caregivers from within Stanislaus and Merced Counties (19 specific cities and zip codes) that are within Legacy Health Endowment's service area.

A caregiver provides care such as helping take an older person such as a parent, loved one or spouse to appointments or assisting them with shopping, taking medications or doing household chores. By age 40, a third of Americans are already caregivers for a loved one, and another thirty percent of the population is expected to become caregivers in the next five years. Younger adults are just as likely as those aged 40 and older to be a caregiver soon.

We surveyed 1,721 respondents. A survey of this size yields a margin of error of +/-2.3% (95% confidence interval).

We used live, professional interviewers, speaking Spanish and English languages and calling both mobile and landlines (88.8% of this survey's base sample was completed on mobile phones), as well as online interviews via text, e-mail and social media invitations.

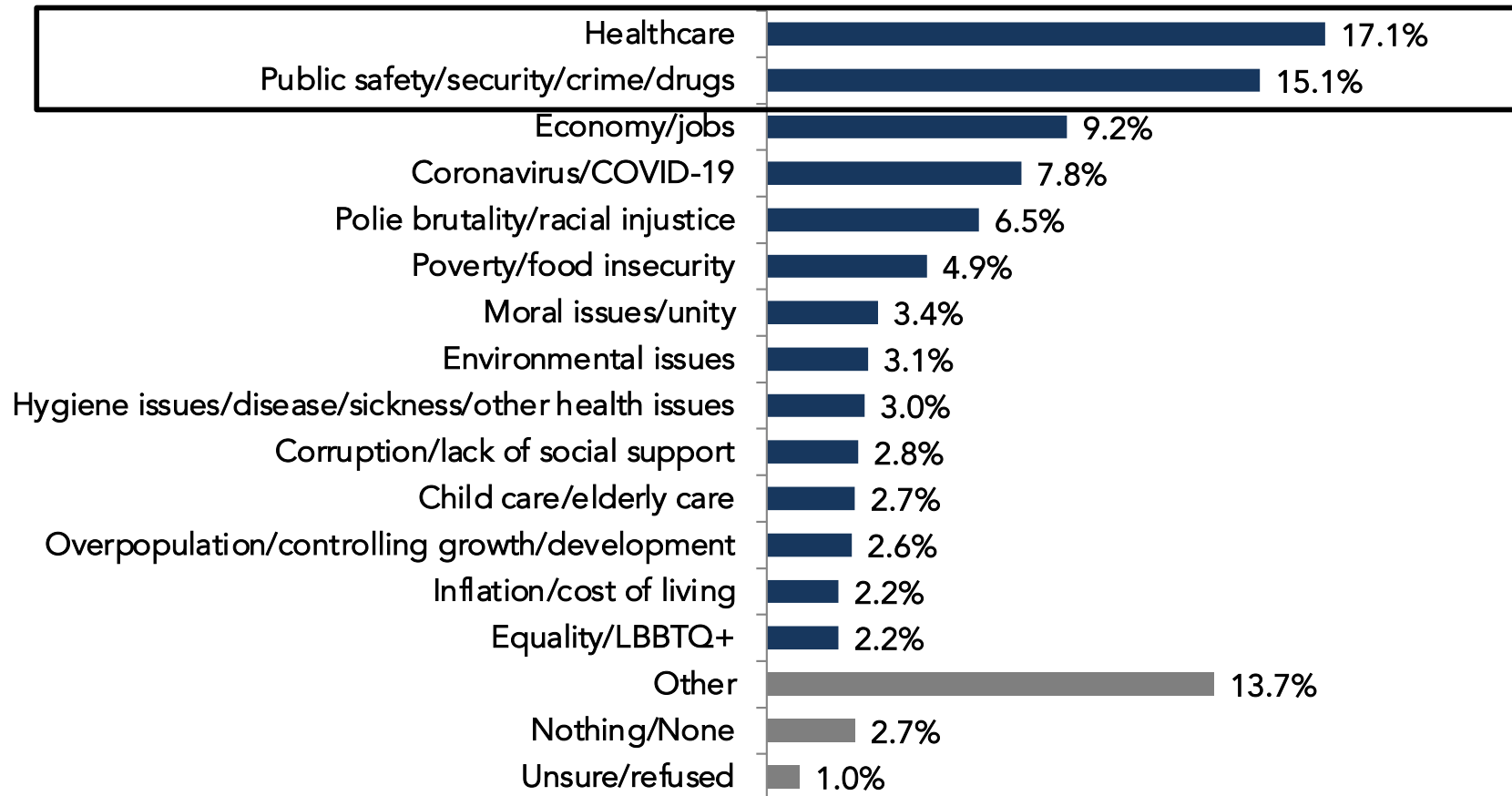
J. Wallin Opinion Research performs research on behalf of business, government and political clients.

General Themes

Healthcare and public safety are the most important issues

Facing regional caregivers

Question: What is the most important issue facing your community today?

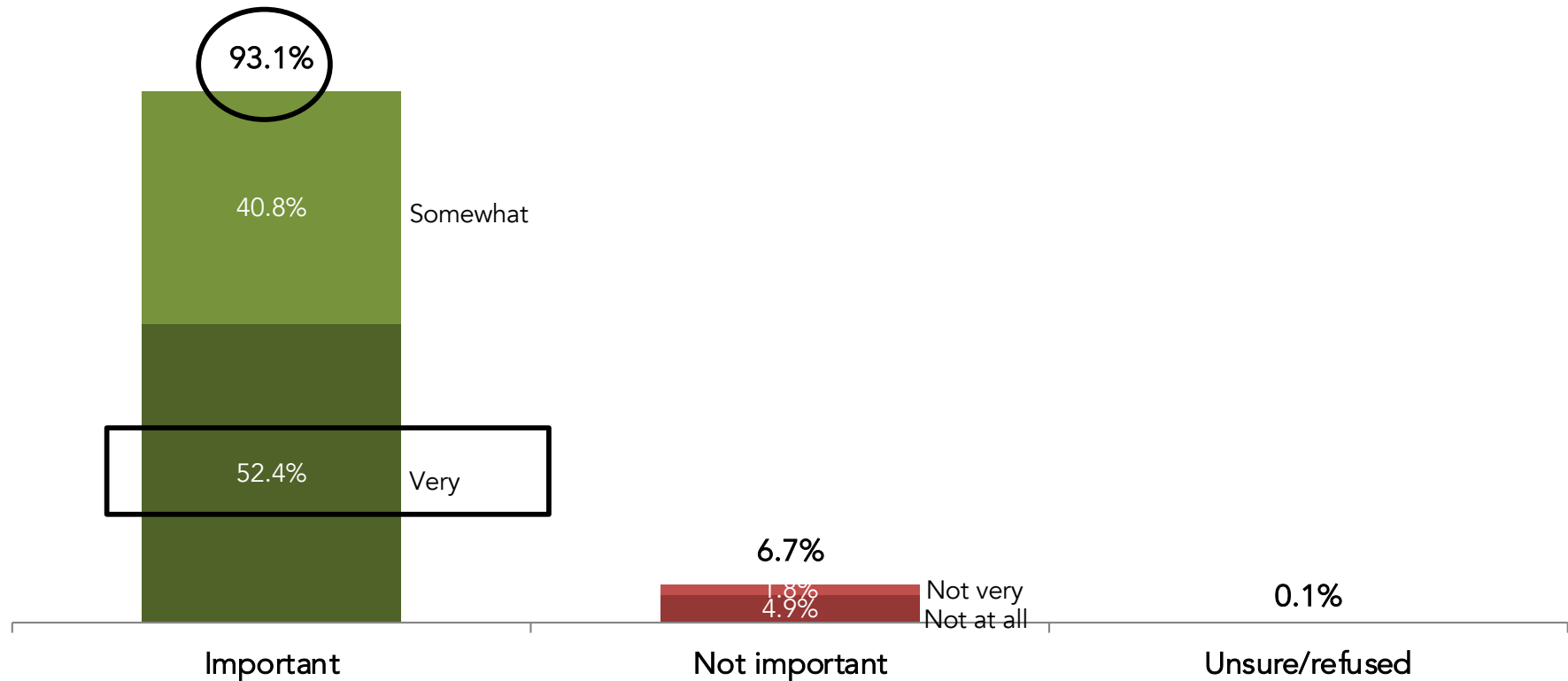


Aging in Place

Over 9 in 10 (93.1%) thinks it is important

To have services that allow seniors and those who are disabled to live in the place that they prefer

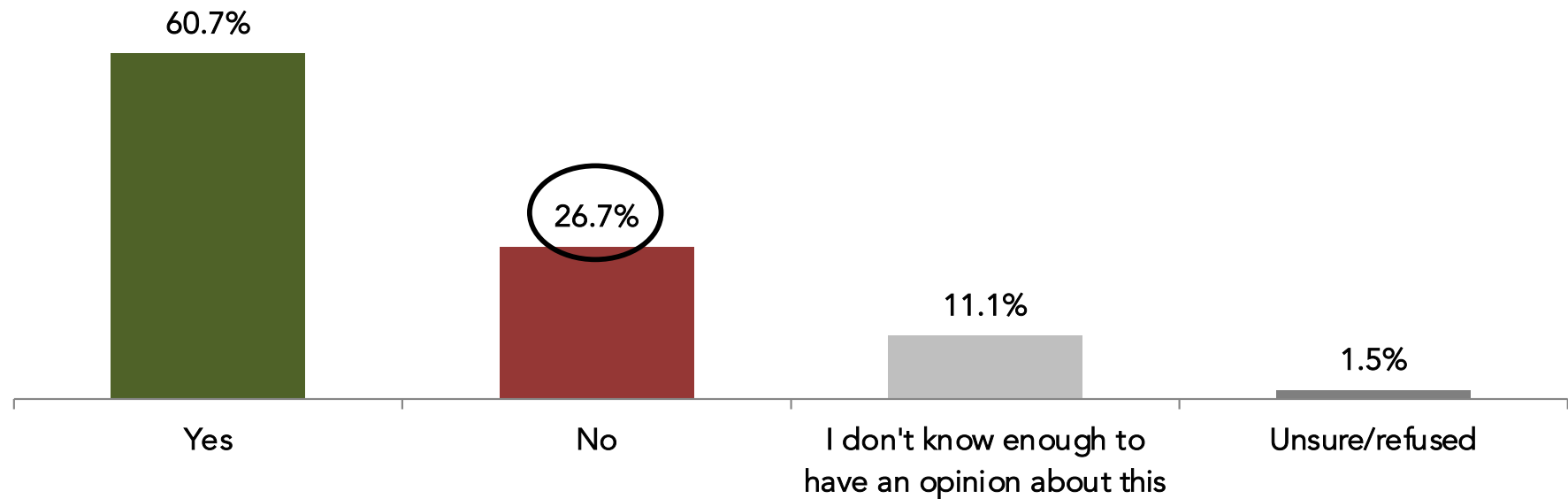
Question: AARP has found that 82% of seniors would prefer to stay in their homes as they age. But today there are limited affordable, in-home supportive service options in California that allow seniors or those who are disabled to stay safely in their homes. Despite their wishes, many simply end up in nursing facilities. How important do you feel it is to have services that allow seniors and those who are disabled to live in the place that they prefer?



Is the Community Prepared to Support?

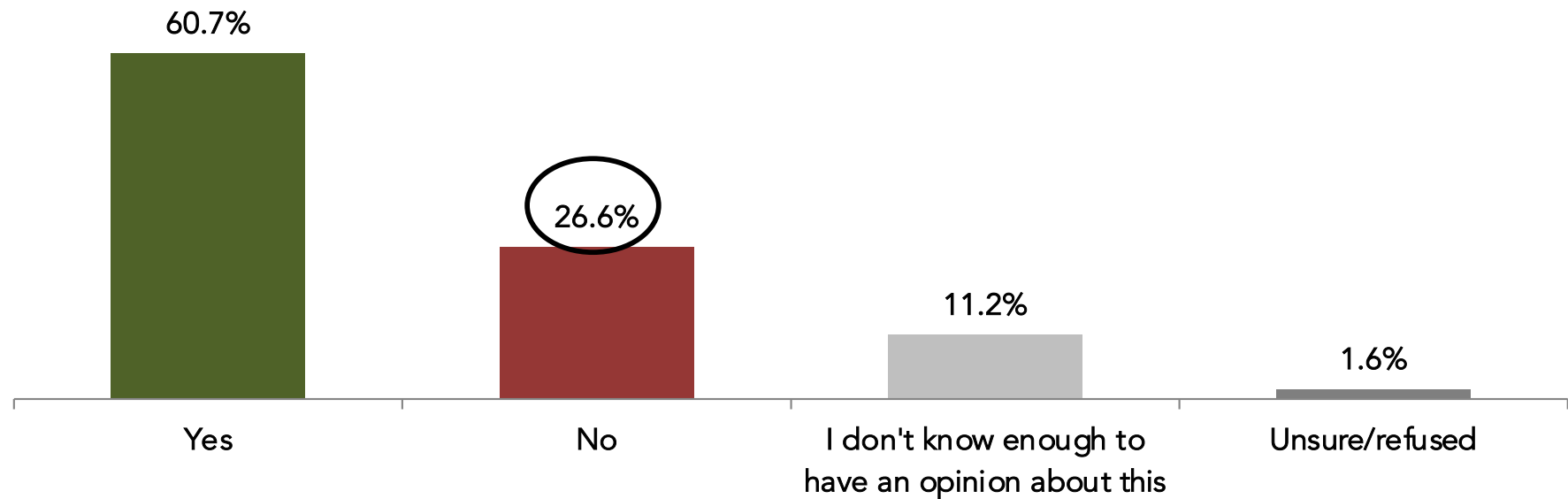
Over one-quarter (26.7%) feels that their community Is NOT prepared to support the needs of its population that requires caregiving

Question: Do you feel that your community is prepared to support the needs of its population that requires caregiving?



Over one-quarter (26.6%) feels that their community Is NOT prepared to support those who provide caregiving services

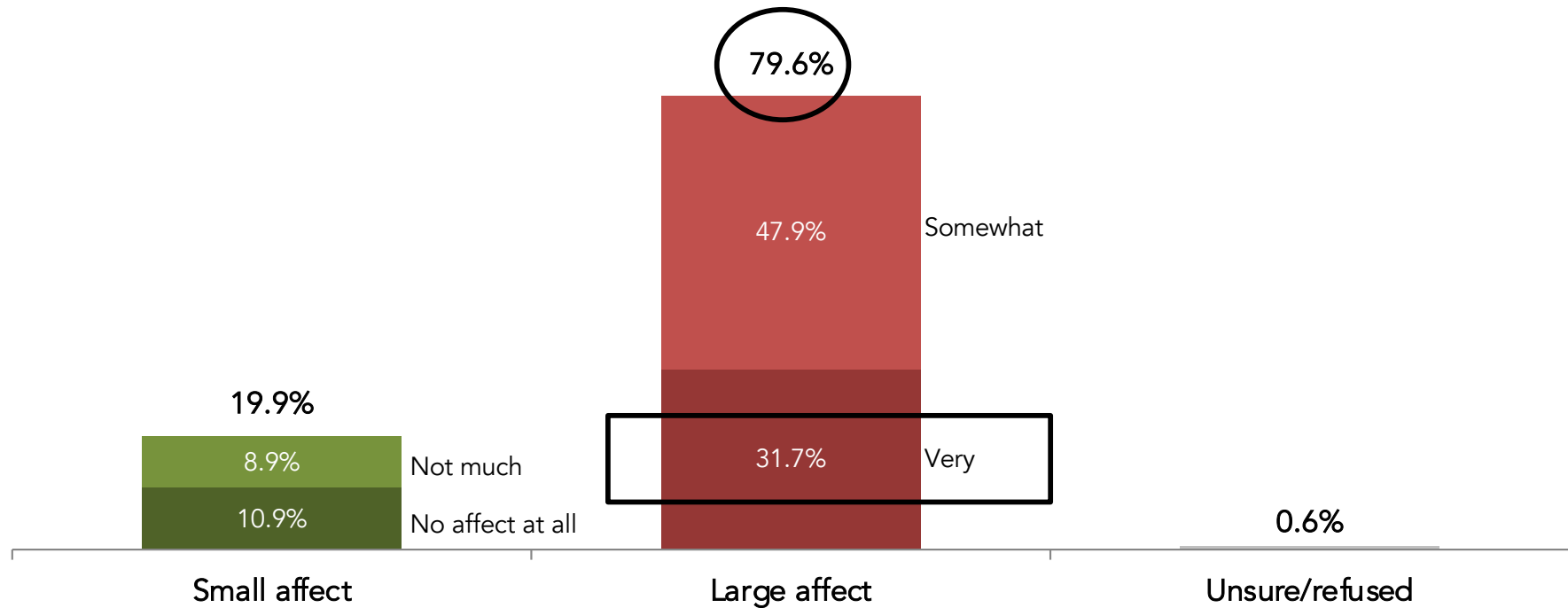
Question: Do you feel that your community is prepared to support those who provide caregiving services?



Affects of Caregiving Responsibilities on Financial Security

Nearly 8 in 10 (79.6%) say their caregiving responsibilities Have had an effect on their ability to pay their household expenses

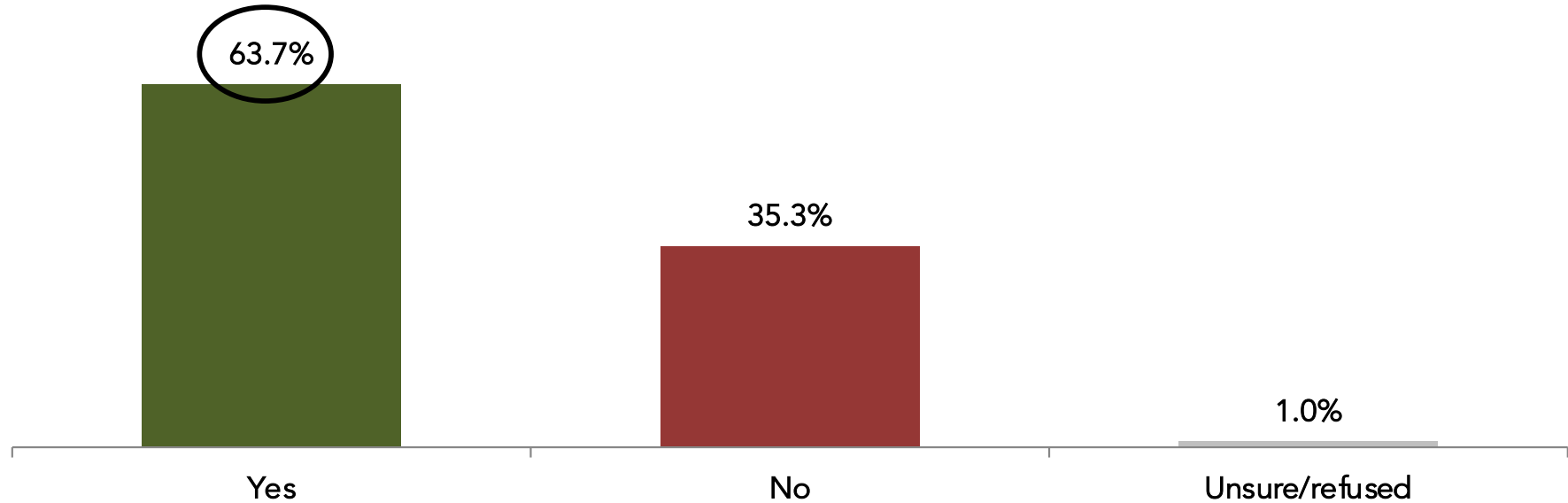
Question: How have the responsibilities associated with your caregiving services affected your ability to pay your bills, rent, food and other household expenses? Would you say that it has been very large, somewhat large, not much or has there been no affect at all?



Nearly a supermajority (63.7%) has

Used savings, borrowed money or increased cc debt to help pay for the costs associated with their caregiver responsibilities

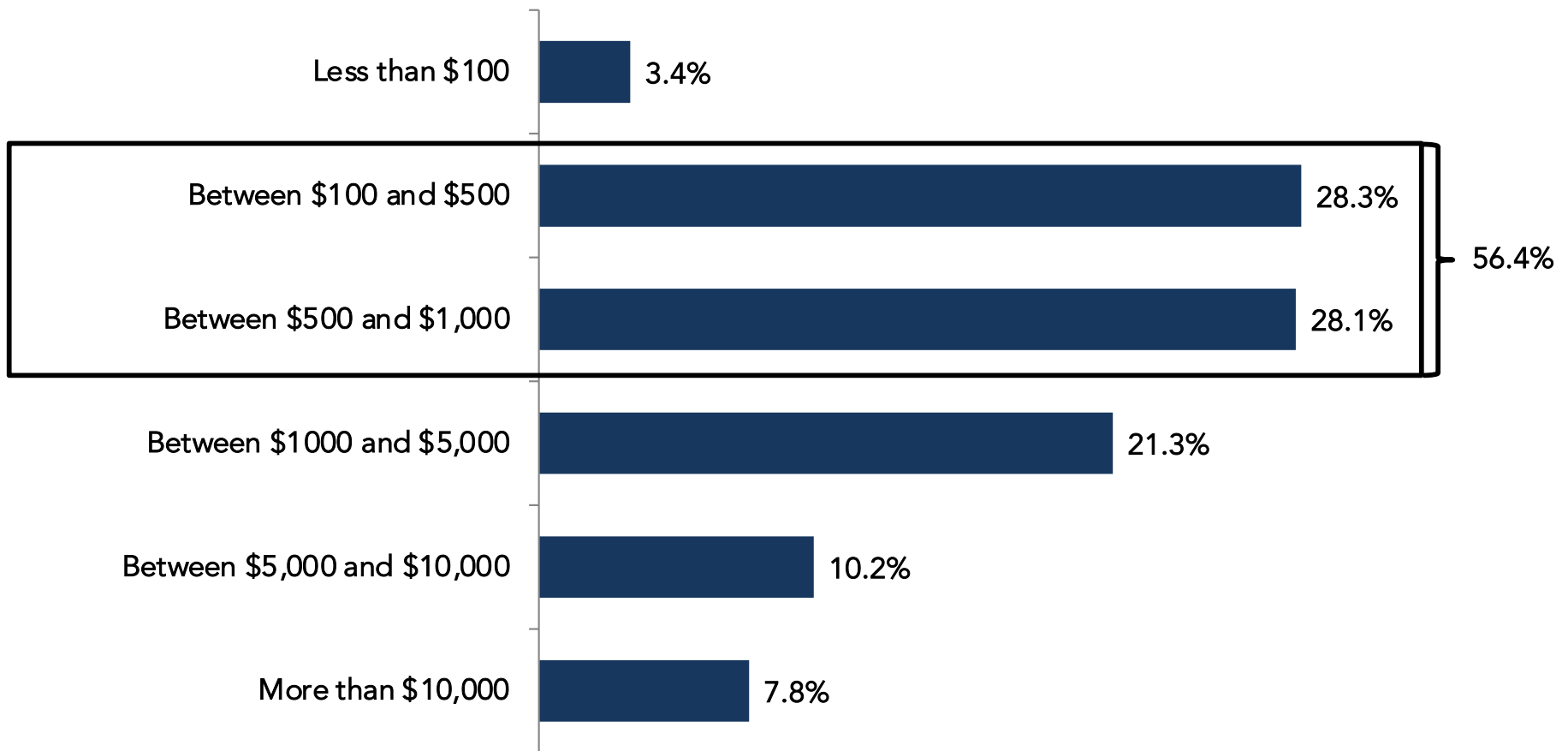
Question: Have you used personal or family savings, borrowed money or increased credit card debt to help pay for the costs associated with your responsibilities as a caregiver?



56.4% say the amount of money they borrowed recently

To help pay for these costs was between \$100 and \$1,000

Question: About how much was the amount of the last time you or your family had to borrow money or increase credit card debt in order to help pay for the costs associated with your responsibilities as a caregiver?



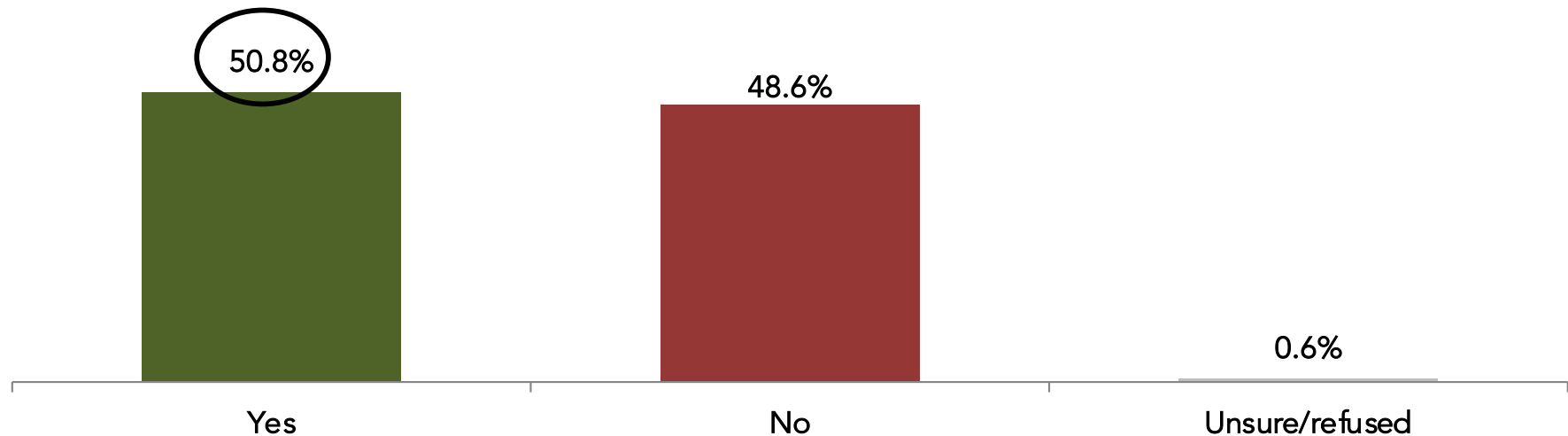
*If answer "yes"

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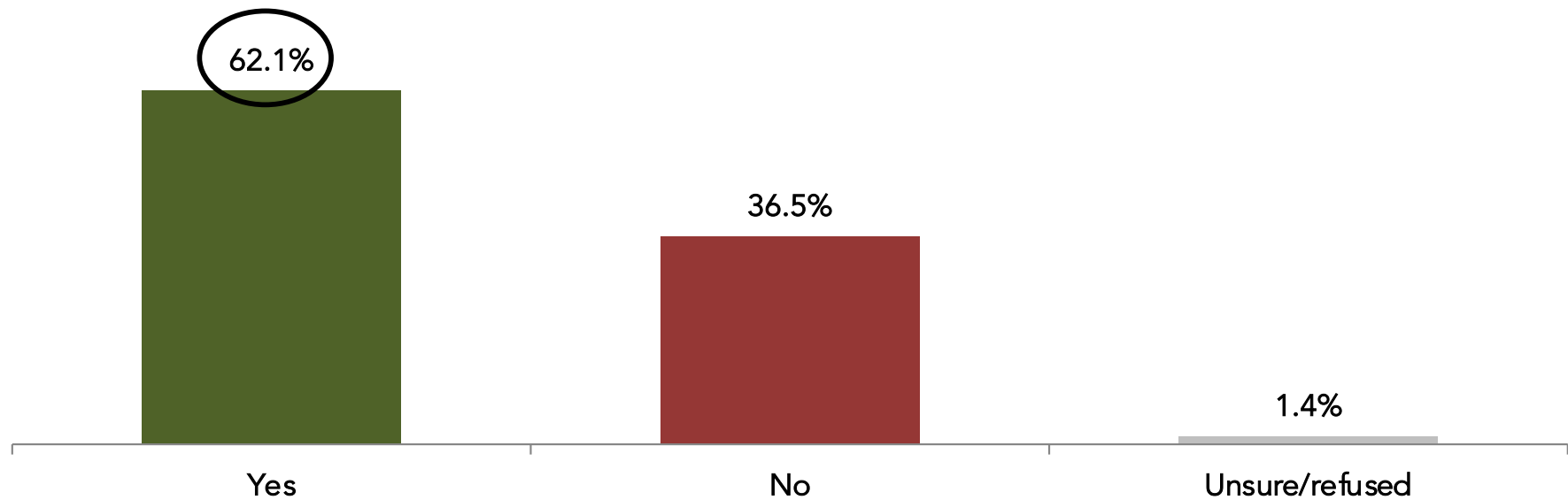
A majority (50.8%) has lost a job or closed a business Because of the responsibilities associated with their caregiving services

Question: Have you lost your job or closed your business because of the responsibilities associated with your caregiving services?



A majority (62.1%) has had to decrease the amount of time They can work in a paid position/job because of their caregiving services

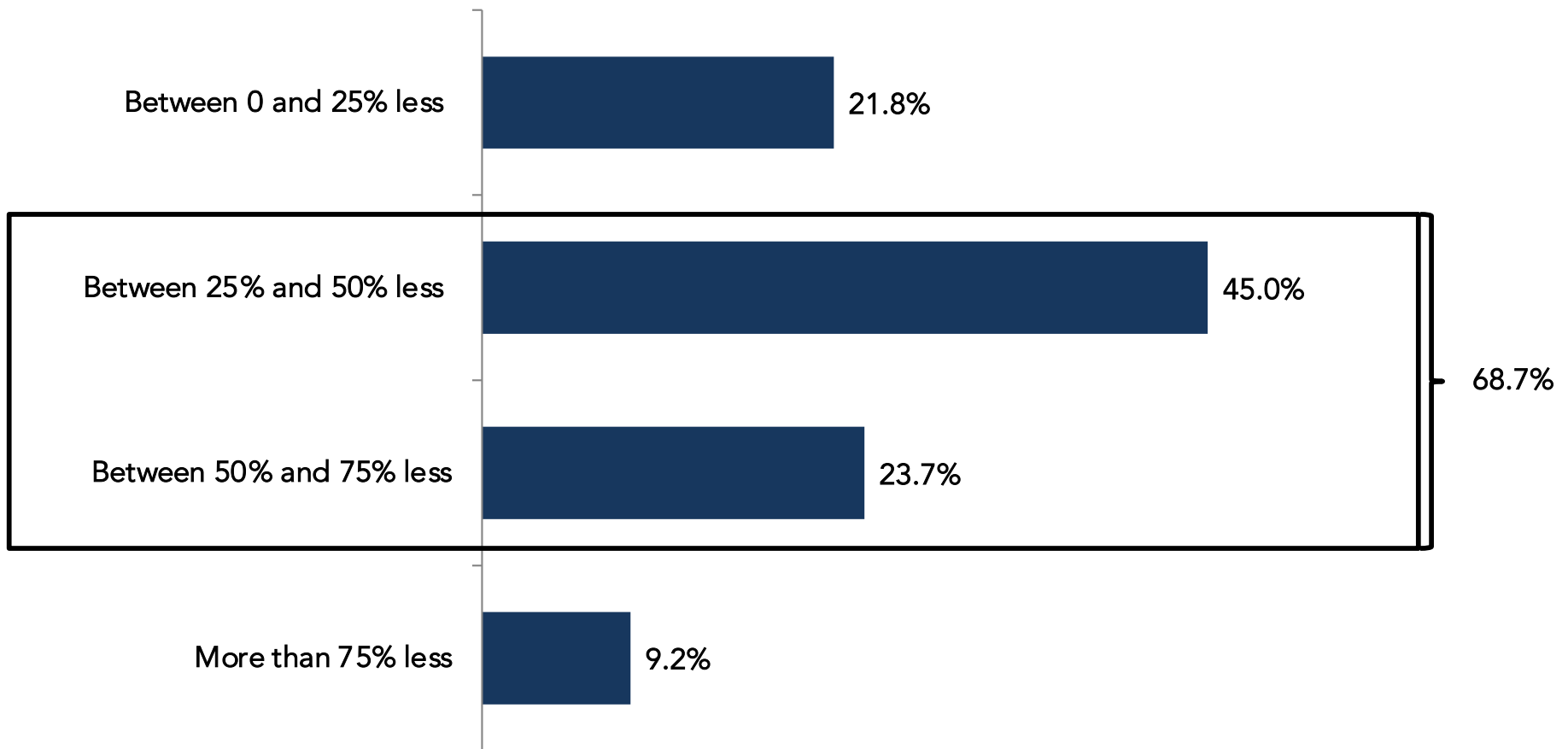
Question: Have you had to decrease the amount of time you can work in a paid position or job because of the caregiving you provide?



68.7% say they are able to work

Between 25% and 75% less time because of their caregiving responsibilities

Question: About how much less are you able to work?



*If answer "yes"

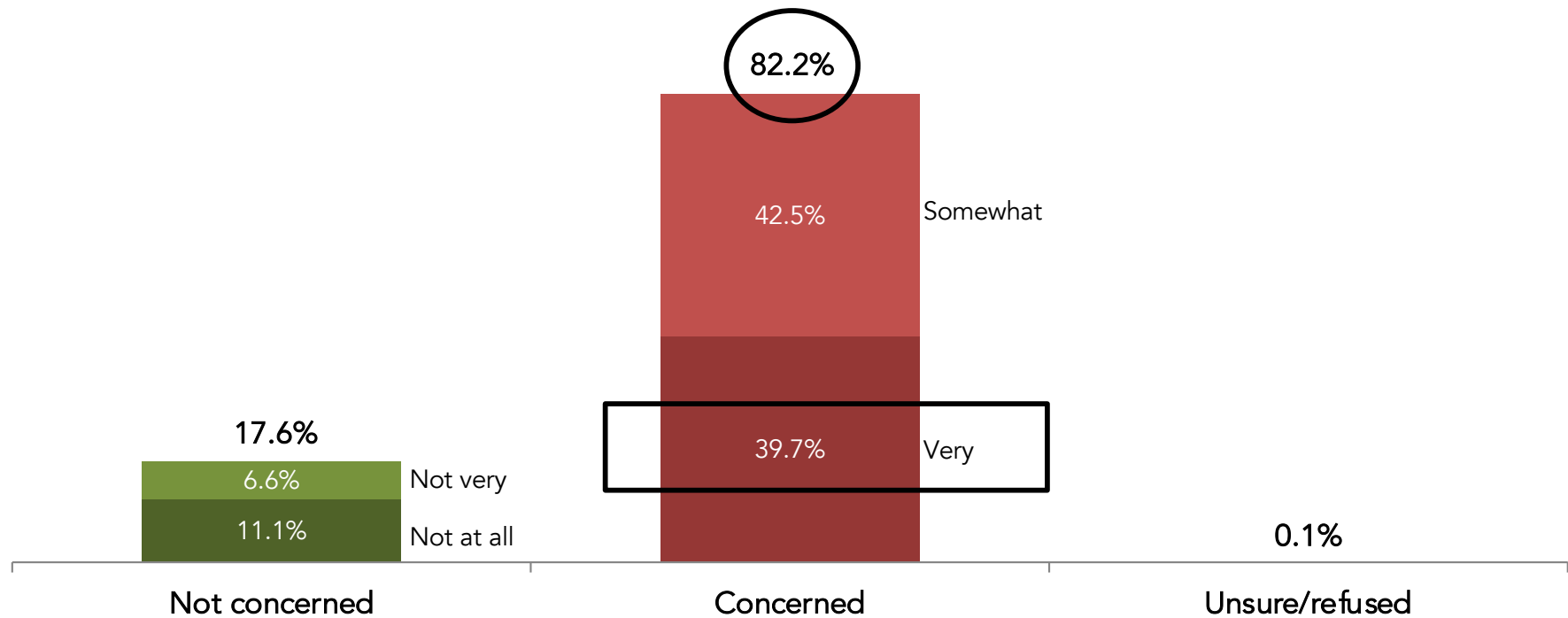
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Over 8 in 10 (82.2%) is concerned

About losing their job because of their caregiving responsibilities

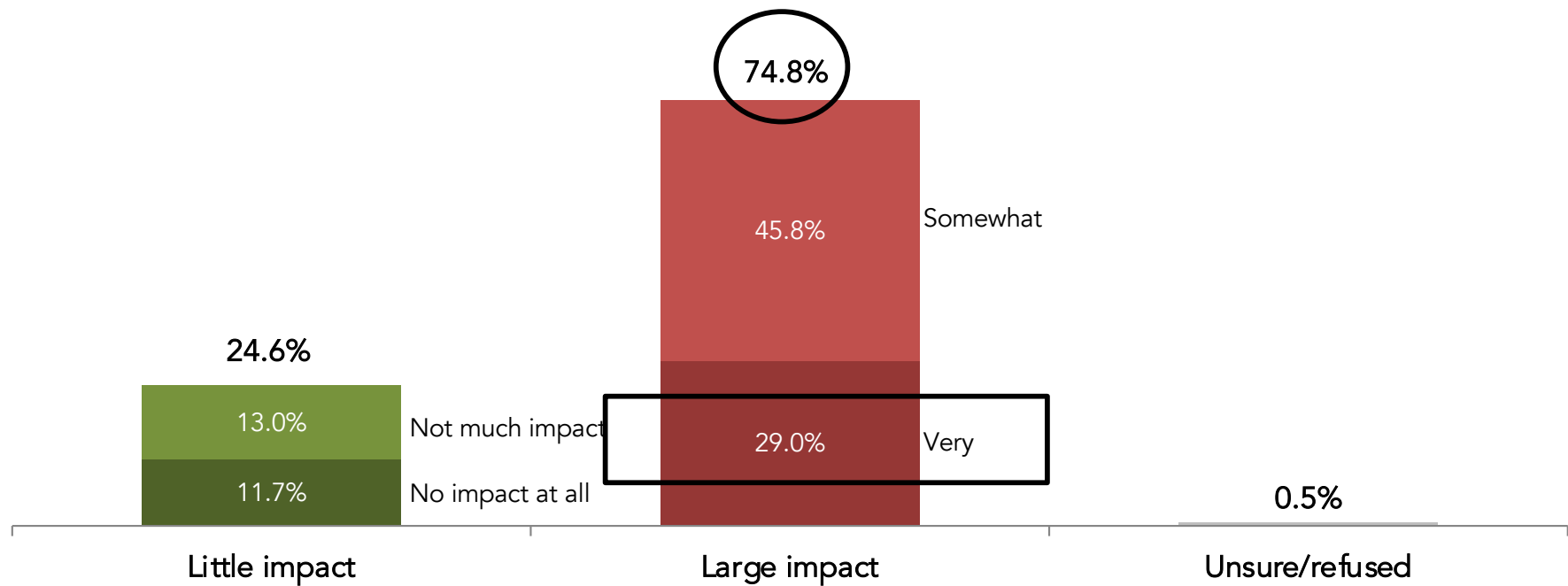
Question: How concerned are you about losing your job because of the responsibilities associated with your caregiving services? Would you say that you are very concerned, somewhat concerned, not very concerned or not at all concerned?



Affects of Caregiving Responsibilities on Health

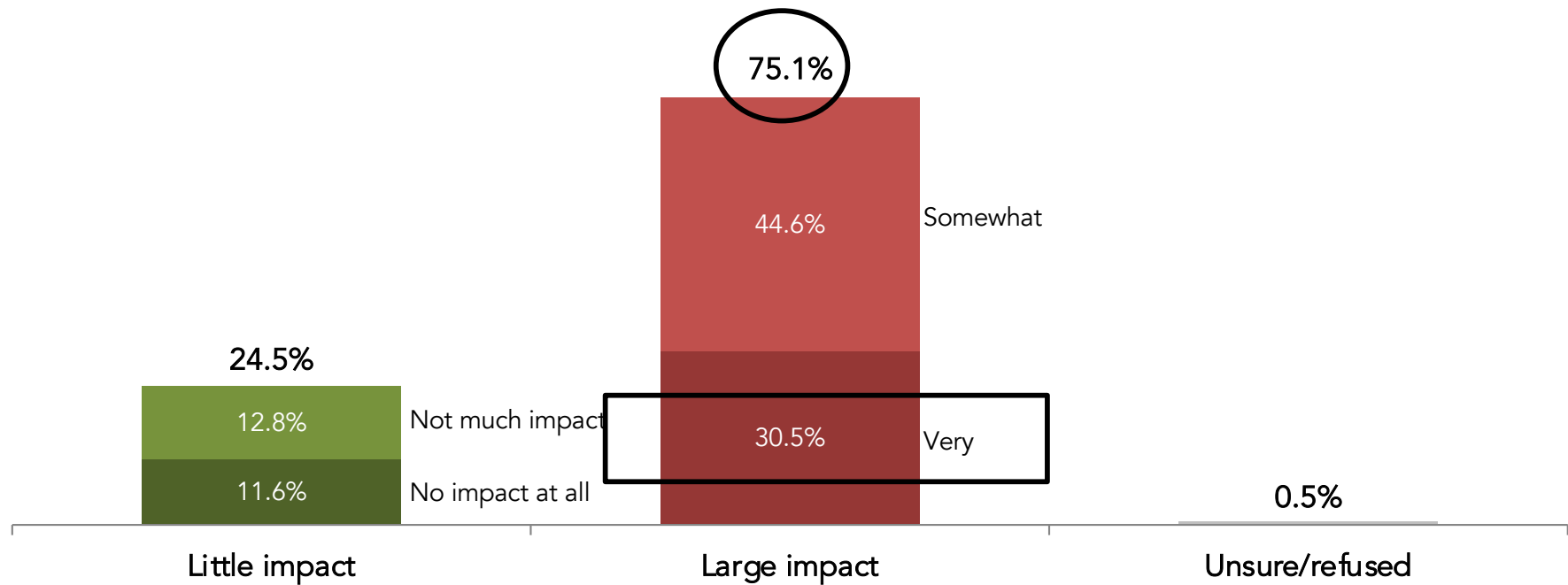
Nearly three-quarters (74.8%) says their responsibilities Have impacted their own overall physical health

Question: How have the responsibilities associated with your caregiving services impacted your own overall physical health? Would you say that the impact has been very large, somewhat large, not much impact or no impact at all?



Three-quarters (75.1%) says their responsibilities Have impacted their own overall mental and emotional health

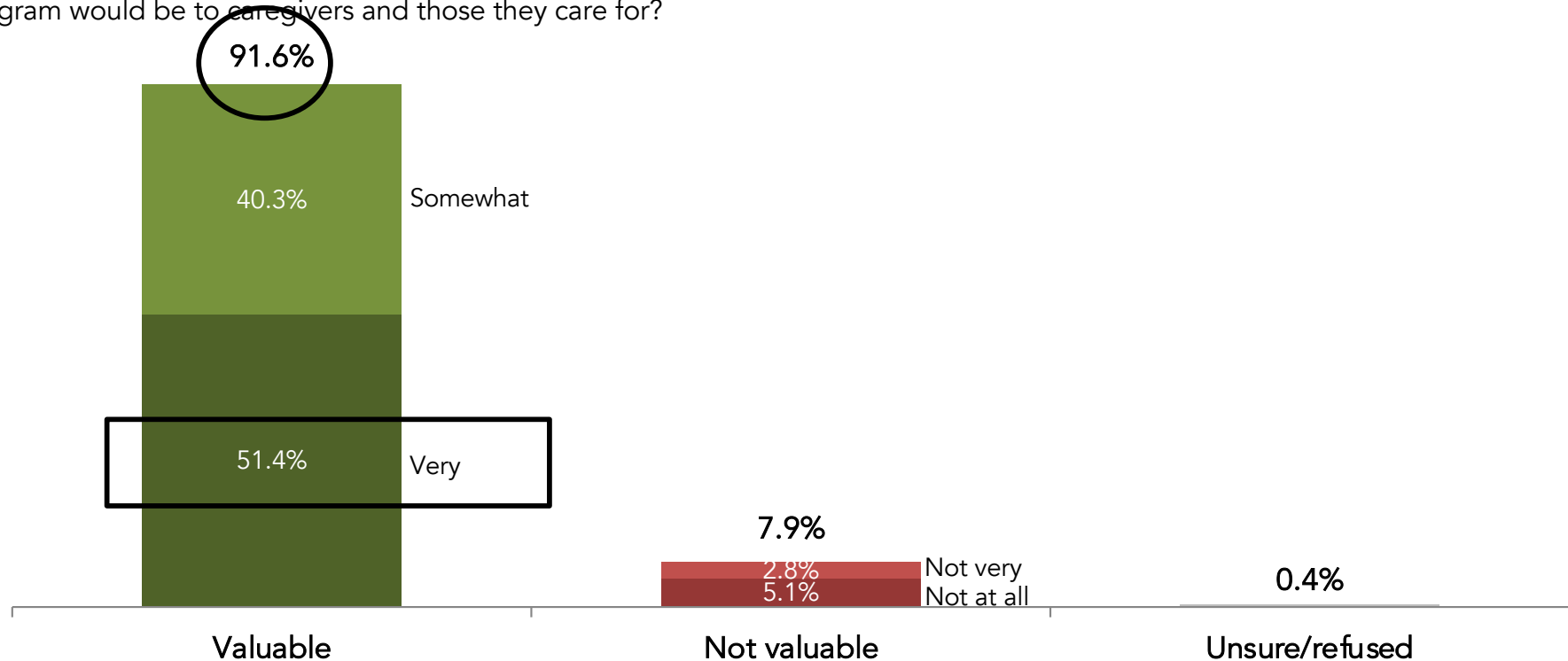
Question: How have the responsibilities associated with your caregiving services impacted your own overall mental and emotional health? Would you say that the impact has been very large, somewhat large, not much impact or no impact at all?



The “Caring for the Caregivers” Program

Over 9 in 10 (91.6%) say the “Caring for the Caregiver Program” will be valuable (intensity is high)

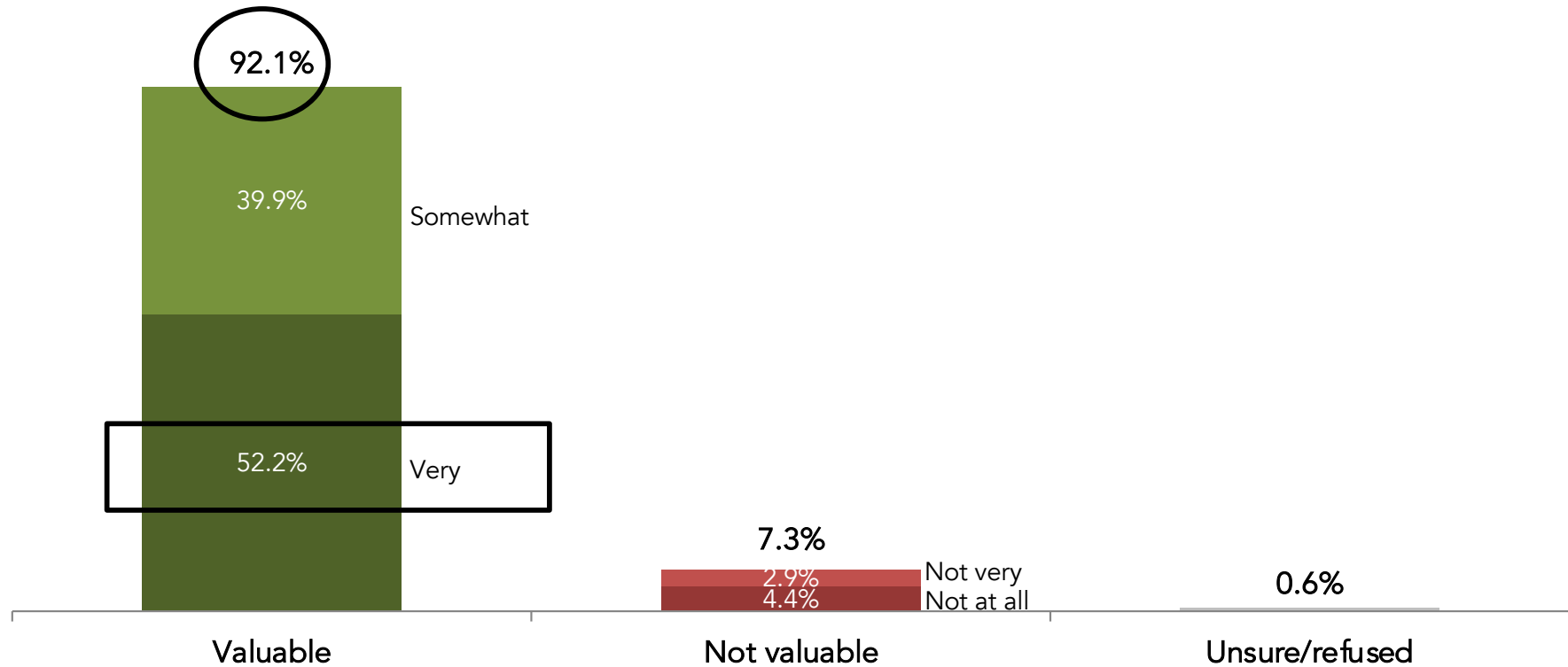
Question: For primary caregivers, the physical, emotional, and financial toll can lead to caregiver fatigue and caregiver burnout. It’s important for caregivers to practice self-care, yet it’s often challenging for them to take time away from their care recipient due to feelings of guilt or a lack of time. A local organization is considering developing a new, unique community-based long term care program to help caregivers like you, focusing on elderly and disabled adults. The “Caring for the Caregiver Program” will find the overworked and undervalued women and men who provide caregiving services for loved their loved ones and help them by providing them with resources for both their own mental health as well as services that help them in caregiving. How valuable do you feel this program would be to caregivers and those they care for?



Over 9 in 10 (92.1%) say the program will be valuable

After hearing how services would be delivered (intensity is high)

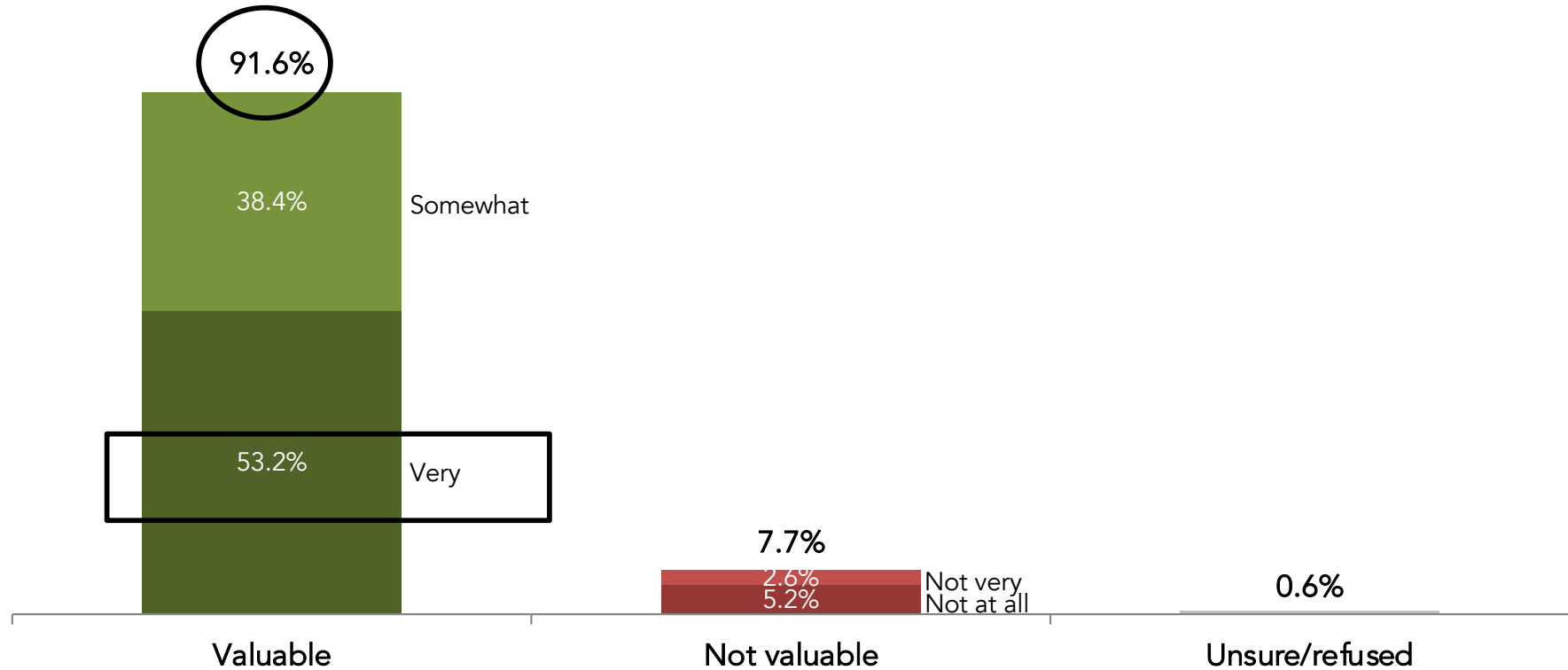
Question: The program would deliver services through a collaboration of a community-based long term care provider of non-medical, in-home support services and a certified palliative care program. The program would match patients with a professional, in-home caregiver based on patient needs, including in-home support for functional needs, household tasks, transportation, and companionship. The program would also connect care recipients and their families to additional needed resources and clinical care. How valuable do you feel this program would be to caregivers and those they care for?



Over 9 in 10 (91.6%) say the program will be valuable

After hearing about the potential of a dedicated team (intensity is high)

Question: Other aspects of the program may include providing a dedicated team to administer targeted clinical care, including: assistance with advance care directives and Physicians Orders for Life - Sustaining Treatment completion; terminal care planning; chronic disease management and palliative care coordination; access to Durable Medical Equipment; medication oversight and reconciliation; hospital discharge planning and post-hospitalization clinical visits when necessary for readmission prevention; targeted in-home visits provided by a registered nurse and/or a licensed vocational nurse for assistance with symptom management and other clinical care, including 24/7 Nurse-on-Duty and after-hours home visits. How valuable do you feel this program would be to caregivers and those they care for?

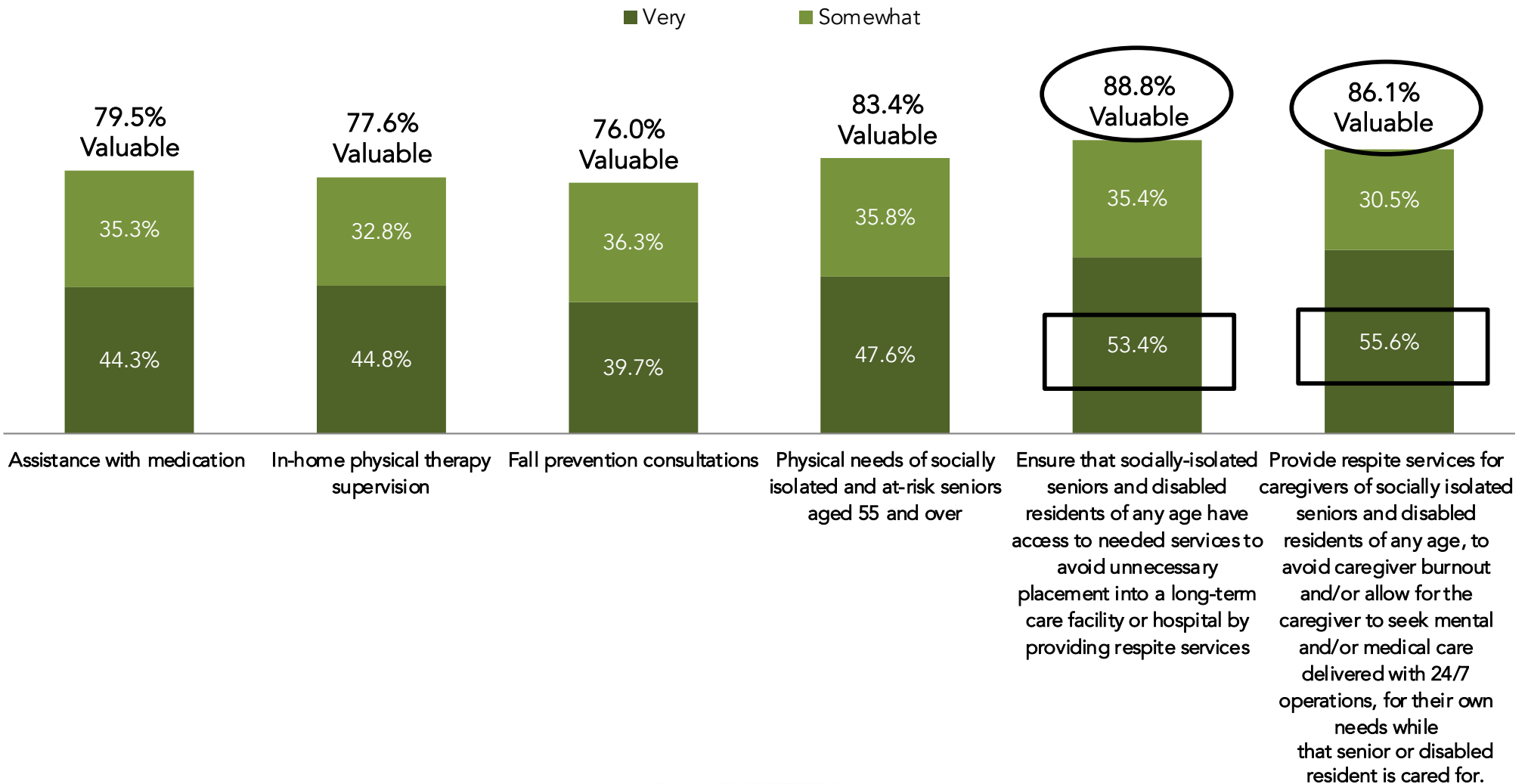


Focusing on Specific Services

Preamble: "Now I am going to read a list of several services that are being considered as part of this program within your community that might help support you as a caregiver. These possible services focus either on the participant (the person you are providing services to) or on you, as the caregiver. For each, please tell if you would personally find it very valuable, somewhat valuable, not very valuable or not at all valuable to you in your role as a caregiver. The first name is [READ SERVICE]. "

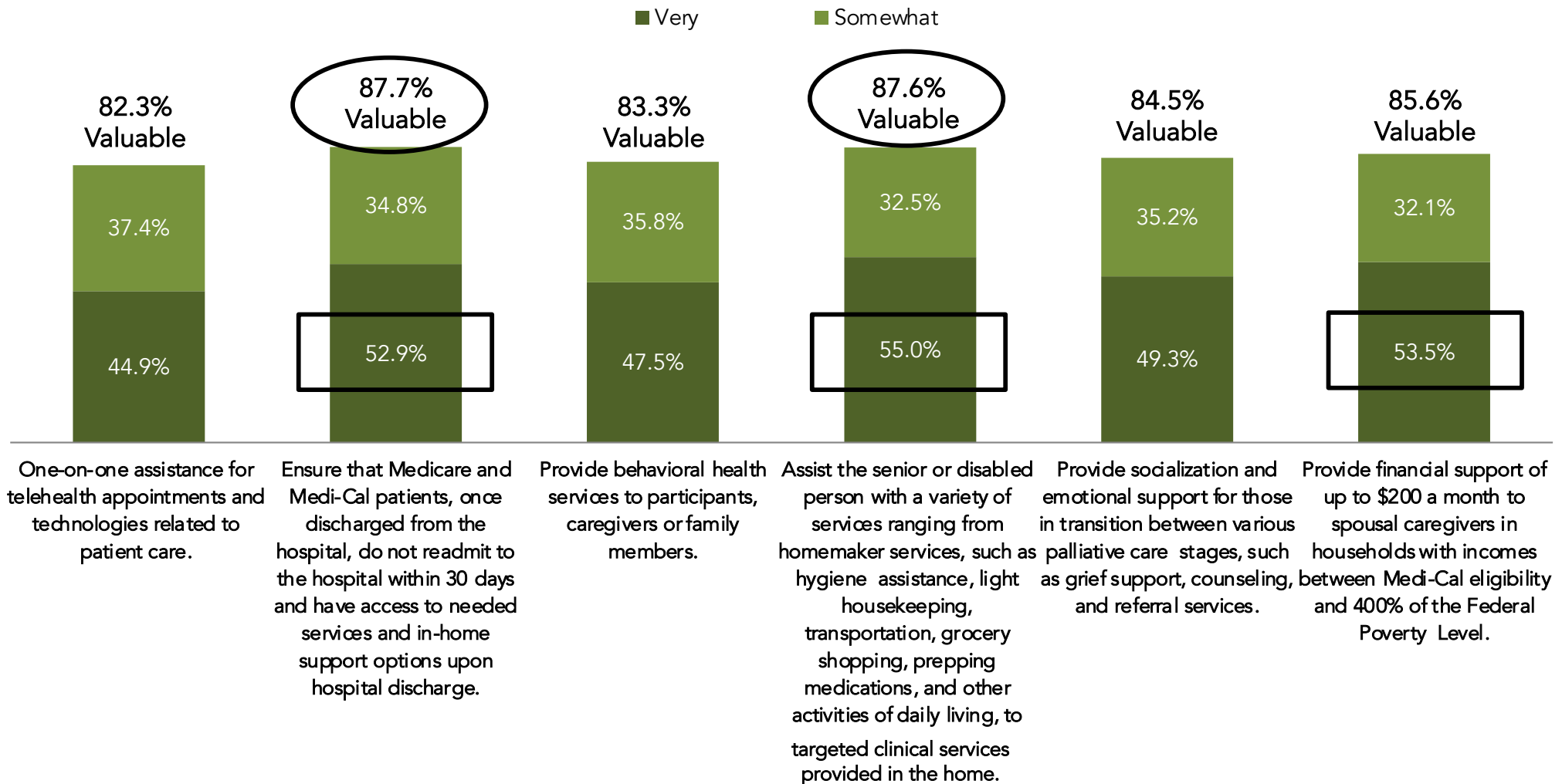
What potential services do caregivers

Find most valuable?



What potential services do caregivers

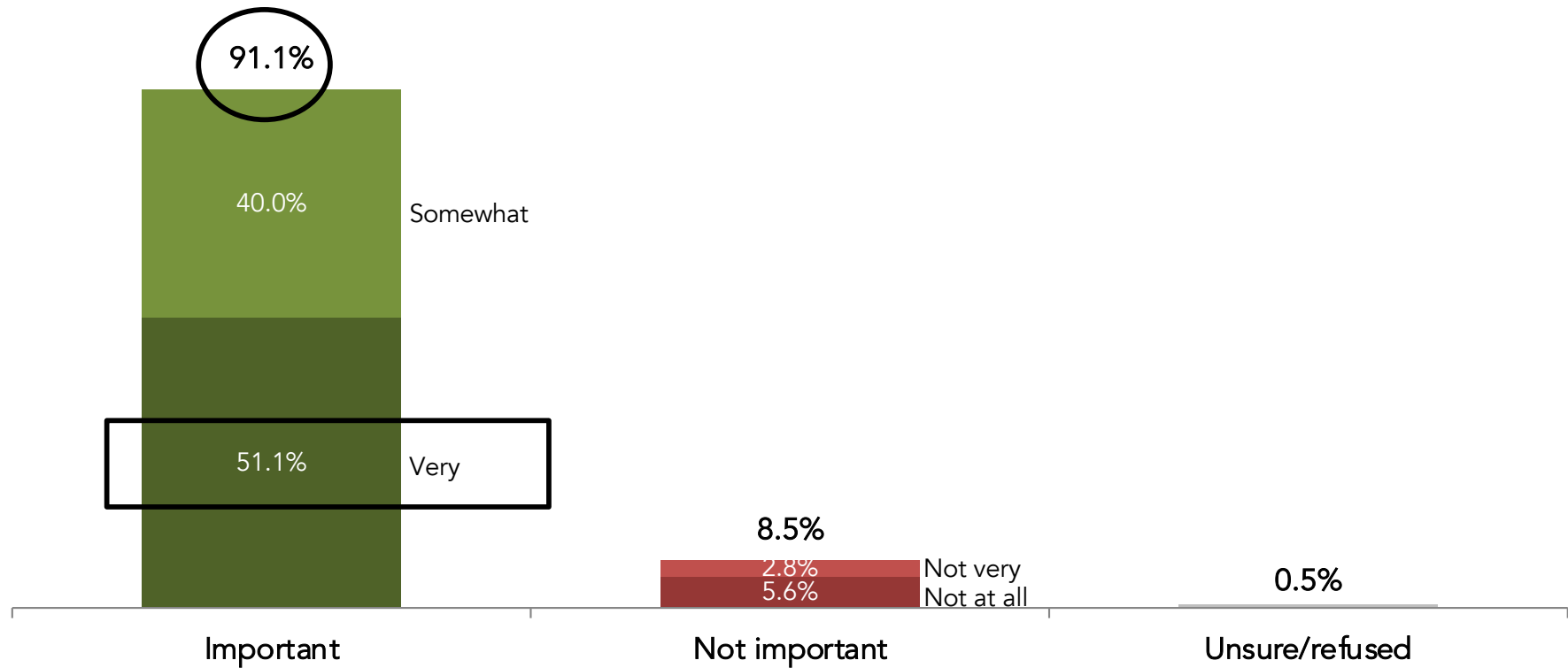
Find most valuable?



Over 9 in 10 (91.1%) thinks it is important

For these services to be provided for those who do not qualify for Medi-Cal

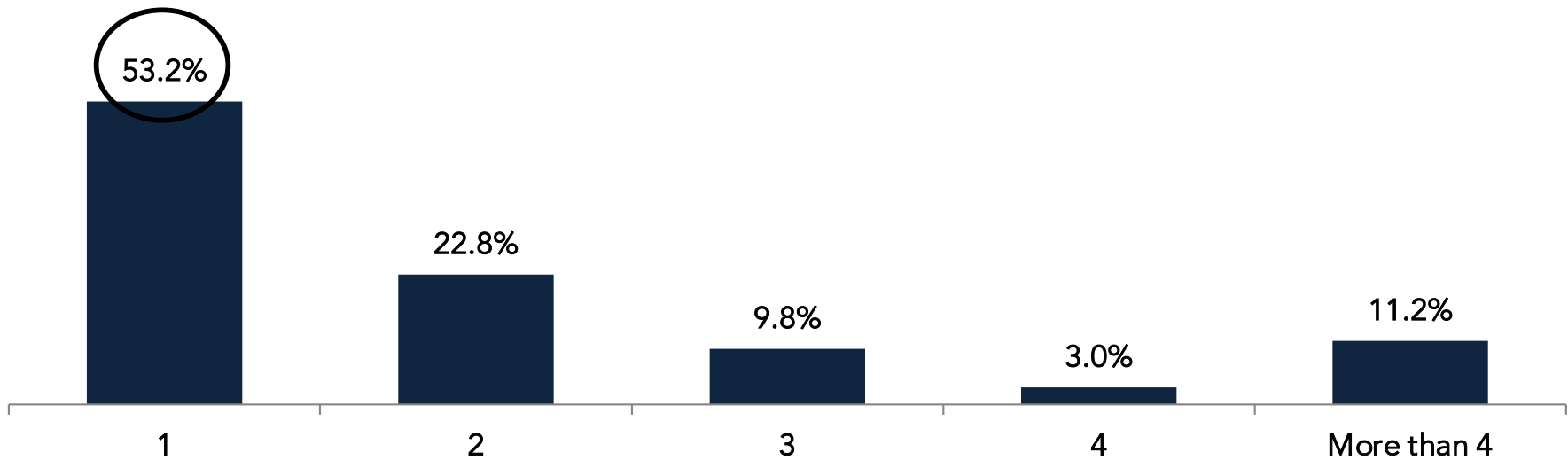
Question: How important would you say that it is for the kind of services that we've just discussed to be provided for those who do NOT qualify for Medi-Cal? Would you say that it is very important, somewhat important, not very important or not at all important?



Demographics Of Respondents

A majority (53.2%) provides caregiving services For one person

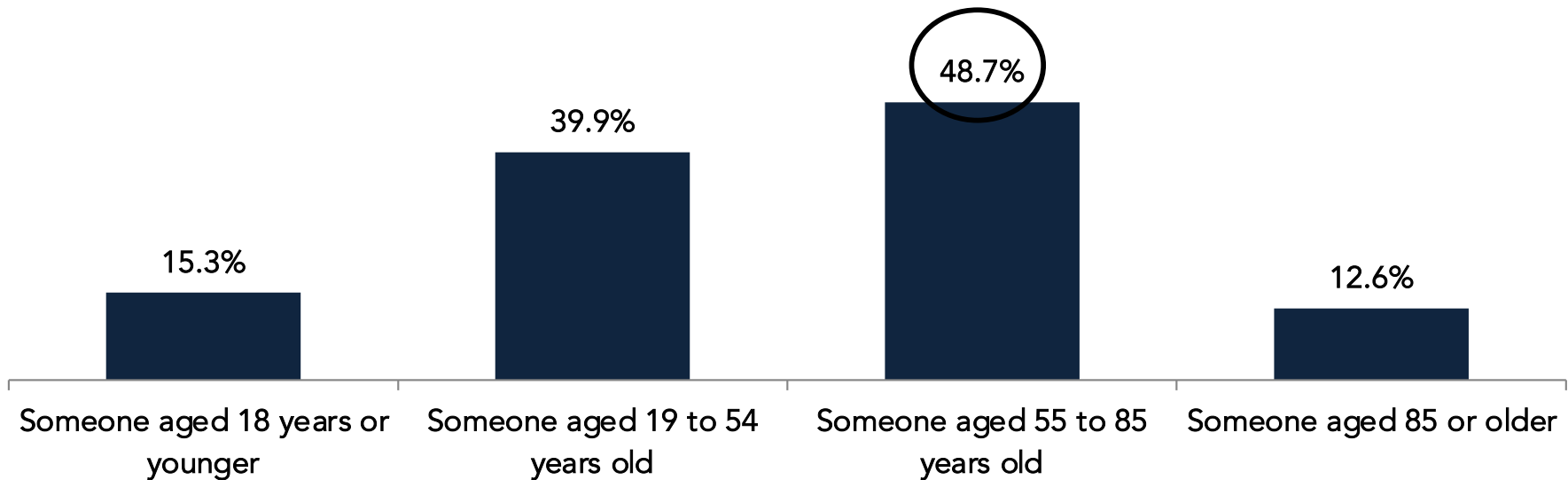
Question: How many people do you provide caregiving services for?



A plurality (48.7%) provides caregiving services

For someone aged 55-85 years old

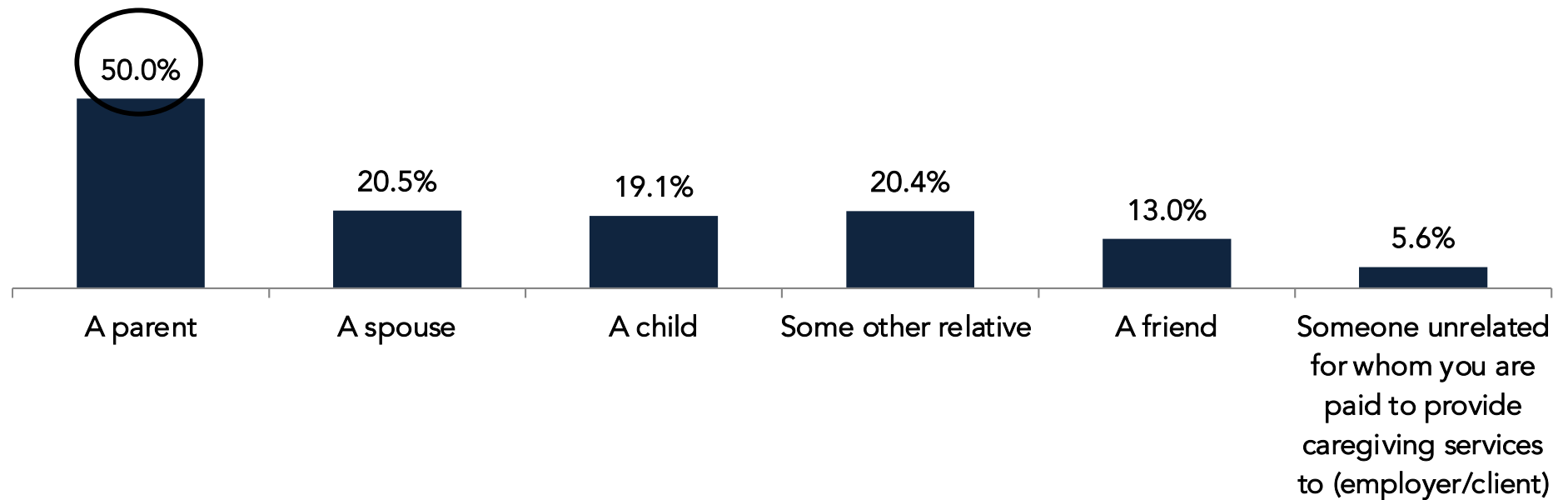
Question: Please tell me which of the following best describes who you are providing caregiving services to? You can choose as many as apply to your situation:



A majority (50.0%) provides caregiving services

For a parent

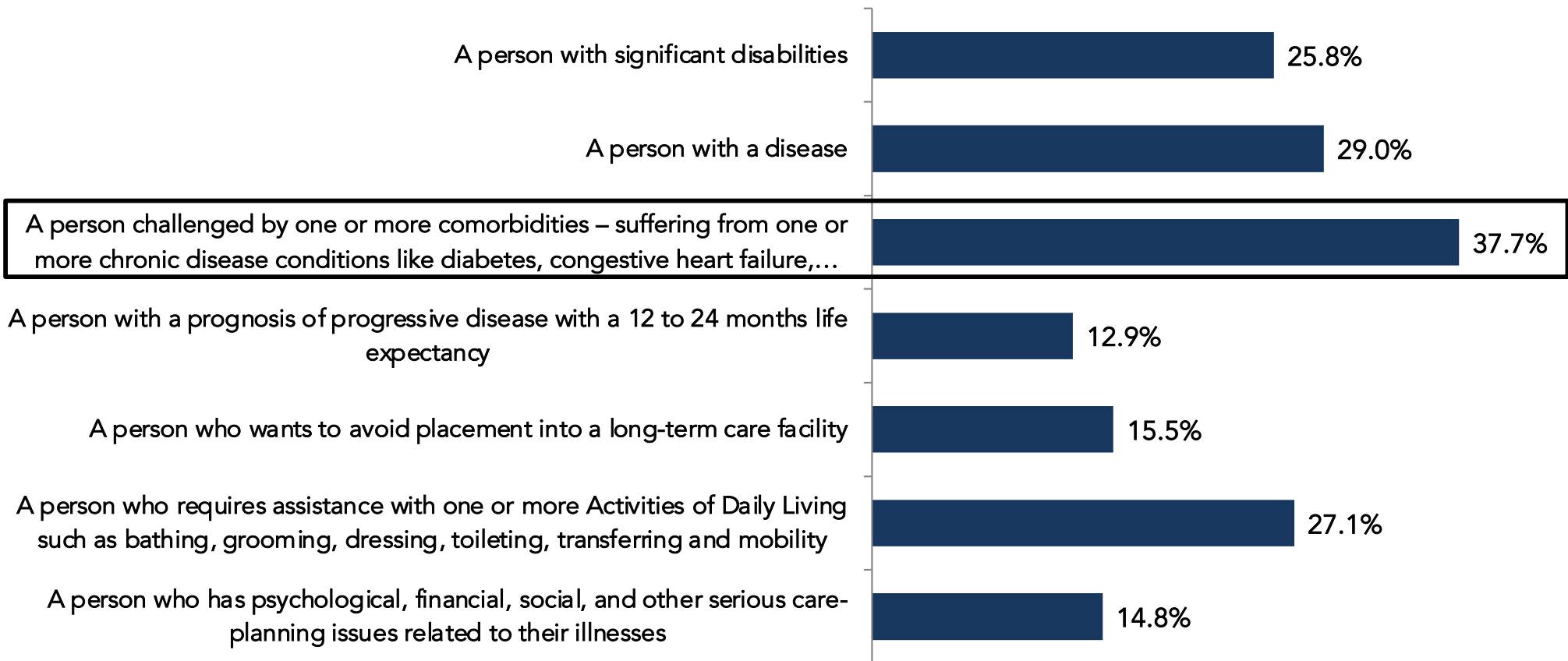
Question: Please tell me which of the following best describes who you are providing caregiving services to? You can choose as many as apply to your situation:



What is the leading reason

Why the person(s) requires caregiving?

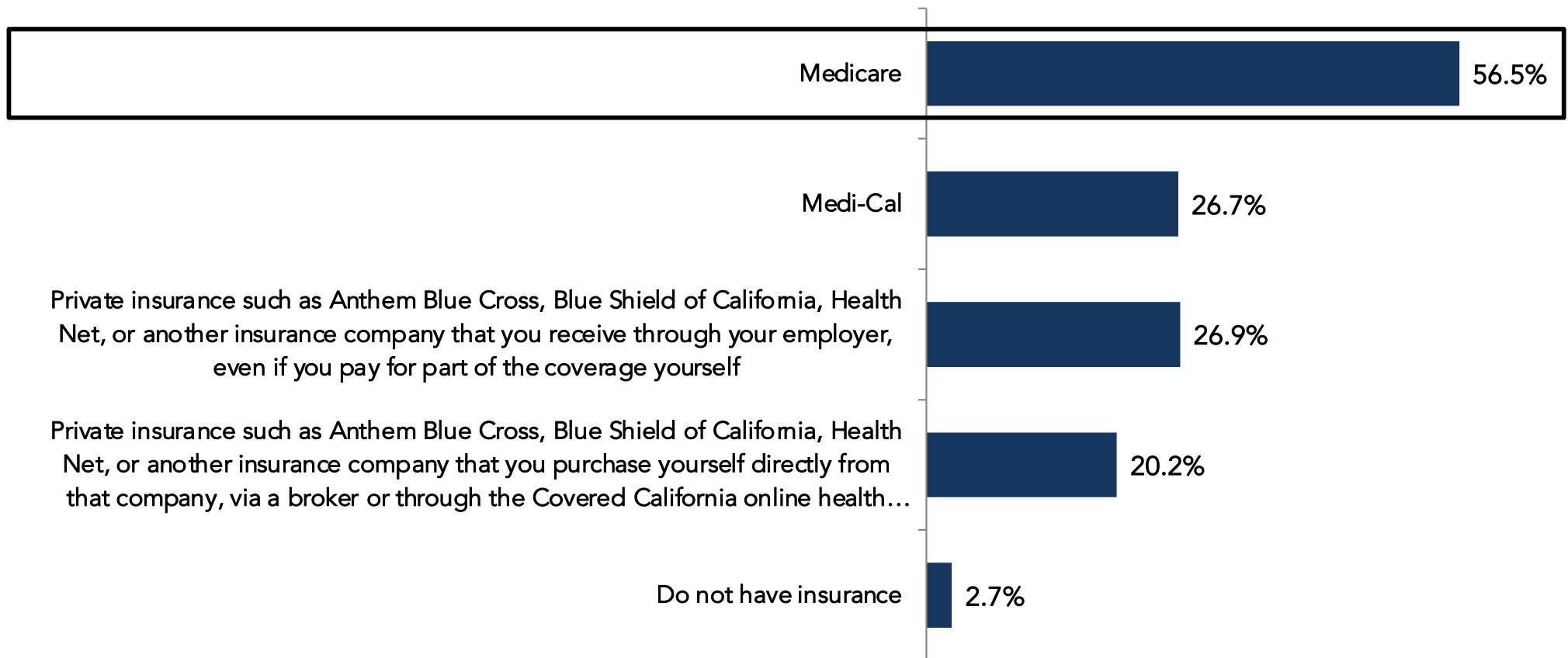
Question: Please tell me which of the following best describes who you are providing caregiving services to? You can choose as many as apply to your situation:



Medicare is the predominant provider

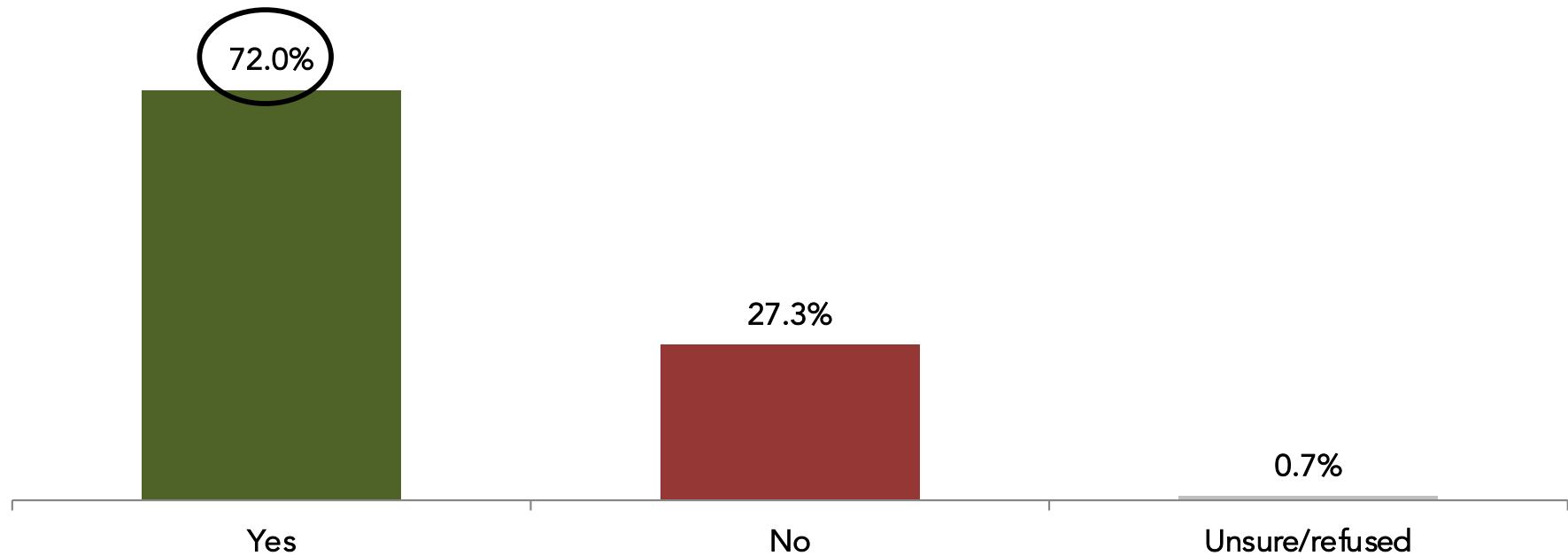
Of healthcare coverage for the person requiring caregiving

Question: What source(s) below does the person you provide caregiving services to use to cover most of their health costs? You can choose as many as apply:



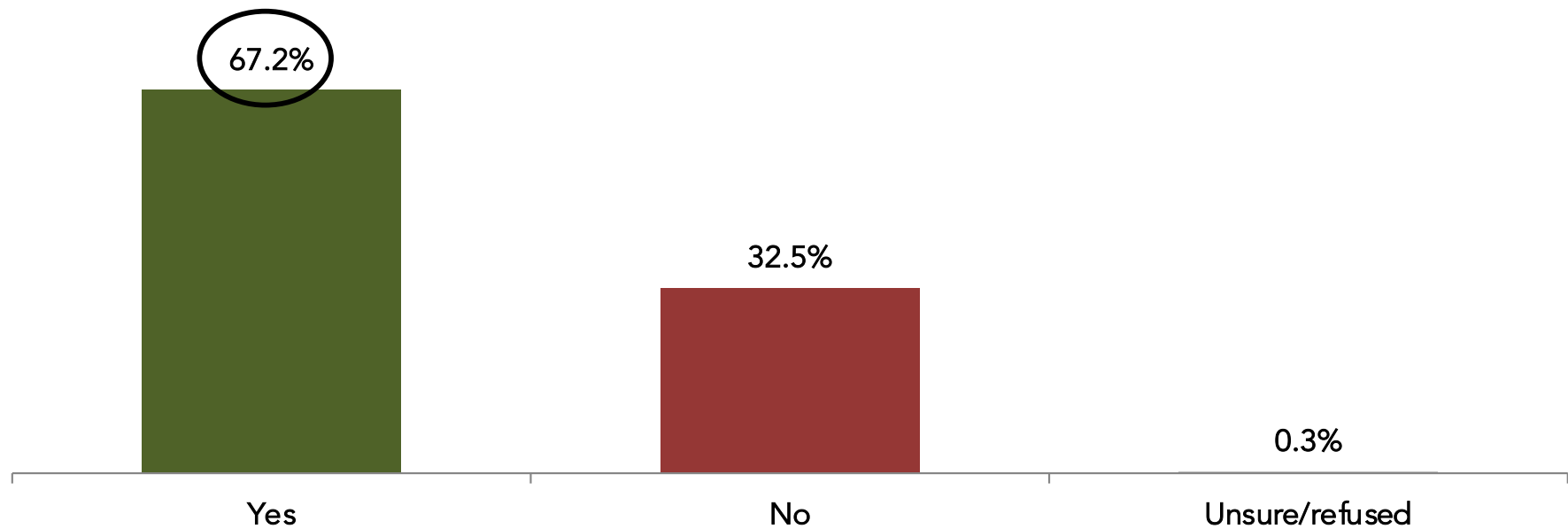
Nearly three-quarters (72.0%) is the person primarily responsible for paying for costs not covered by insurance or assistance

Question: Are you the person primarily responsible for paying costs - that are not covered by some form of insurance or government sponsored assistance - associated with caregiving for that person, whether it is medical, supplies, transportation, food or anything else?



Over a supermajority (67.2%) has a job Other than their role as a caregiver

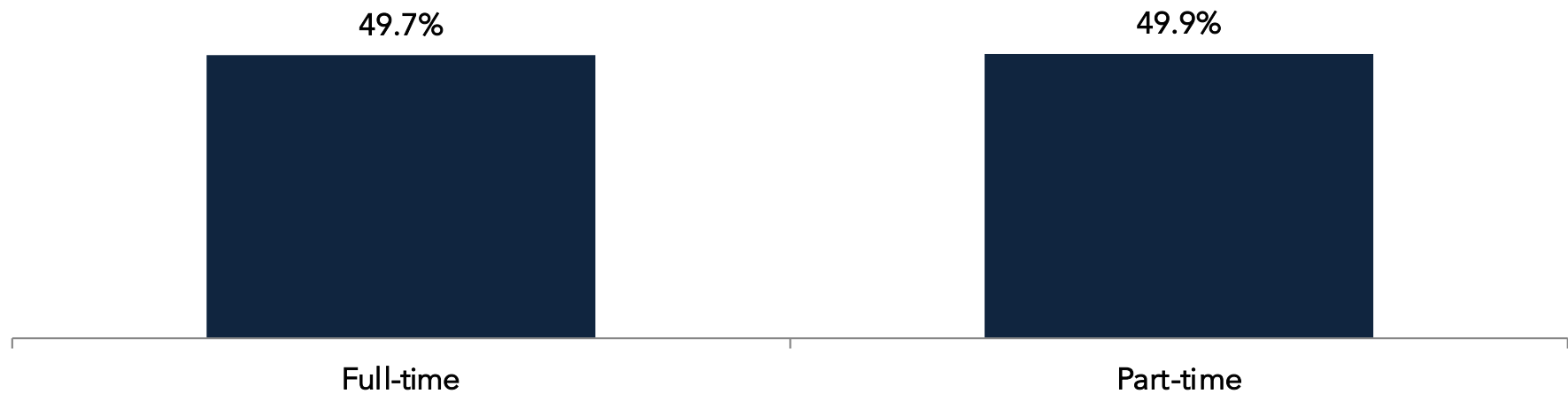
Question: Other than your role as a caregiver, do you also have a job?



Is that job

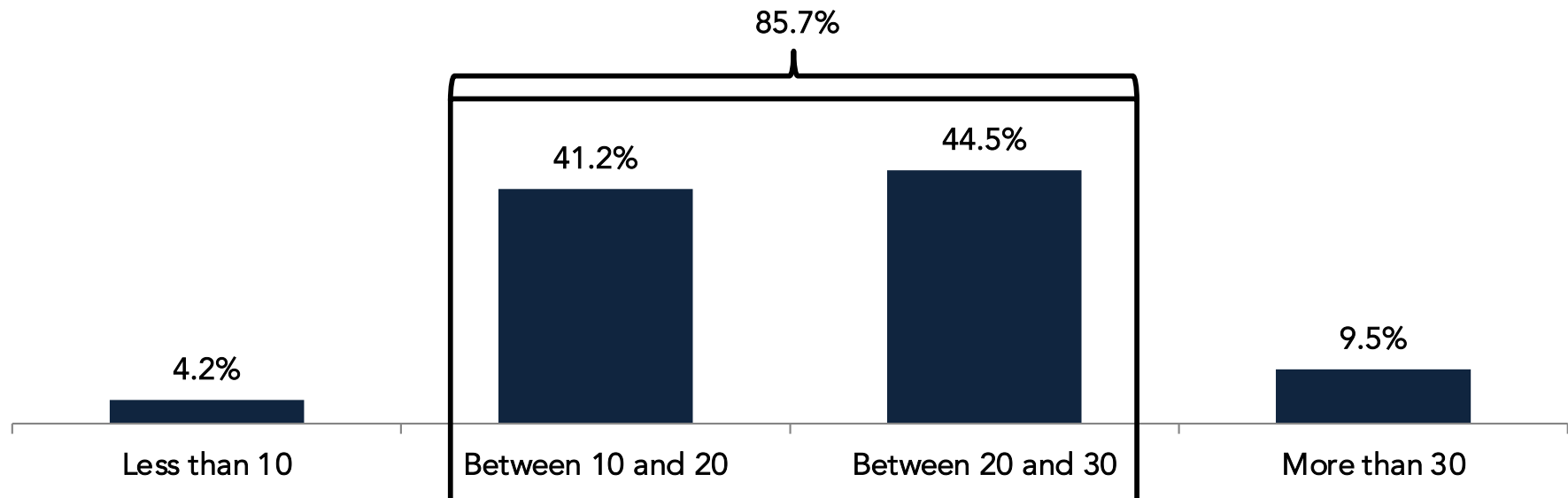
Full-time or part-time?

Question: Would you say that this job that is separate from your caregiving role is full-time or part-time?



Over 8 in 10 (85.7%) of part-time workers Work between 10 and 30 hours per week

Question: About how many hours per week do you work in this part-time job?



*If answer "part-time"

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Thank you

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