

# Forster Communications

## Long-Term Care Survey

12 November 2012

Populus interviewed 2,008 GB adults online between 9<sup>th</sup> and 11<sup>th</sup> November 2012. Results have been weighted to be representative of all GB adults. Populus is a member of the British Polling Council and abides by its rules. For more information see [www.populus.co.uk](http://www.populus.co.uk).

### Executive summary

- Just under half (44%) of adults have had experience, either direct or indirect, of long-term care. This is most likely to have been through close relatives being in long-term care (36%).
- Over two-thirds of adults (72%) think that the long-term care system is 'out of date and requires an overhaul to ensure it is fit for purpose'; rising to 83% of those aged 55 or over.
- Adults generally have a negative impression of the long-term care sector, with four-in-five fearing long-term care due to negative stories in the press (82%). Only one-in-five (22%) would be happy to live in a care home if they became dependent in older age and three-quarters (76%) would want an alternative to a care home.
- Equally few (10%) believe that long-term care will be much better by the time they need that kind of support. Four-in-five (80%) believe that its provision is going to get worse with our ageing population.
- Despite two-in-five (40%) agreeing that long-term care providers get a raw deal, almost two-thirds (63%) think they are more interested in profit than in good quality service.
- If people were to become dependent in the future, they would most like to see innovations which ensure choice, control and autonomy whilst still having long-term support (66%); ensure they are treated with dignity and respect by staff (62%); and which find a way for care to be provided that supports who they are and doesn't change who they are (53%).

## Summary tables

### Q.1. Which, if any, of the following describes your experience of long-term care? [Multiple select]

*DEFINITION: Long-term care is the requirement for 24 hour medical, nursing and domiciliary management and support to individuals delivered within settings (private or statutory) that are registered and regulated within current legislative frameworks – e.g. residential homes, nursing homes, homes that provide combined residential and nursing care, and including those units/settings that provide condition specific management e.g. specialist dementia care units.*

	Total
I have had close relatives in long-term care (either in the past or currently)	36%
I have had close friends in long-term care (either in the past or currently)	10%
I am in long-term care myself	0%
I have been in long-term care myself, but I am no longer	1%
None of the above	56%

Under half (44%) of adults have had experience, either direct or indirect, of long-term care. This rises to 52% among those aged 65 or over and to 50% for those in social grade AB. At a regional/country-specific level, adults in Wales (53%), the East of England (50%) and the East Midlands (49%) are most likely to have experience of long-term care.

If adults have experienced long-term care it is most likely to have been through close relatives (36%).



**Q.2 To what extent do you agree or disagree with the following statements about the long-term care system? [All respondents]**

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree nor disagree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>
It is out of date and requires an overhaul to ensure it is fit for purpose	29%	43%	22%	5%	1%
It is suitable and fit for purpose now as well as for the future ageing population	3%	10%	26%	40%	21%

Over two-thirds of adults (72%) agree that the long-term care system is ‘out of date and requires an overhaul to ensure it is fit for purpose’. This includes 83% of those aged 55 or over, but only 51% of those aged 18 to 24.

Fewer than one-in-seven (13%) agree that the long-term care system is ‘suitable and fit for purpose now as well as for the future ageing population’; falling to 8% of those aged 55 or over. Londoners and those in the East of England are most likely to agree with this statement (20% and 18% respectively).



**Q.3 To what extent do you agree or disagree with the following statements about long-term care? [All respondents]**

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree nor disagree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>
Negative stories in the media make me fear needing long-term care*	34%	48%	14%	4%	1%
Long-term care provision is going to get worse with our ageing population	35%	45%	17%	3%	1%
Long-term care will be much better by the time I need that kind of support*	2%	8%	41%	34%	14%
I would be happy to live in a care home if I become dependent in older age*	4%	18%	28%	29%	22%
Being in a care home will mean that I will not be lonely in older age	5%	33%	37%	16%	10%
Being in long-term care will mean losing dignity, choice and control over my life*	22%	44%	20%	12%	2%
I do not want to die in a care home	46%	27%	22%	3%	1%
I would want an alternative to a care home if I become dependent in older age*	34%	42%	21%	3%	0%
Long-term care providers get a raw deal - they provide a service that we need	11%	30%	43%	12%	4%
Long-term care providers are more interested in profit than in good quality service	24%	40%	30%	5%	1%

\* Only asked of respondents who are not in long-term care (n=2,008)

Adults generally have a negative impression of the long-term care sector, with four-in-five fearing long-term care due to negative stories in the press (82%) and believing that its provision is going to get worse with our ageing population (80%). Despite two-in-five (40%) agreeing that long-term care providers get a raw deal, almost two-thirds (63%) think they are more interested in profit than in good quality service.

Just 4% disagree with the statement 'I do not want to die in a care home' and only 14% disagree that 'being in long-term care will mean losing dignity, choice and control over my life'.

One-in-five (22%) would be happy to live in a care home if they became dependent in older age and three-quarters (76%) would want an alternative to a care home. Over a third (37%) believe that 'being in a care home will mean that I will not be lonely in older age'.



Only one-in-ten (10%) believe that long-term care will be much better by the time they need that kind of support, although this rises to 20% of 18 to 34s.

**Q.4. Below are ways in which innovation can enhance your life if you were to become dependent in the future. Which three would you most like to happen?**

***Innovation that...* [All respondents]**

	<b>Total mentions</b>
Ensures that I still have choice, control and autonomy whilst still having long-term support	66%
Ensures I am treated with dignity and respect by staff	62%
Finds a way for care to be provided in such a way that it supports who I am and doesn't change who I am	53%
Helps me maintain my lifestyle and hobbies	40%
Creates spaces for people dependent on long-term care that are enjoyable and pleasant to spend time in	28%
Helps me to keep in touch with other like-minded people	15%
Creates a shift in attitude towards people who require long-term care	11%
Helps me to play an active role in the community	8%
Provides me with new gadgets and gizmos (from talking toasters to iPads to voice controlled kitchens)	7%

If they were to become dependent in the future, adults would most like to see innovations; which ensure choice, control and autonomy whilst still having long-term support (66%); ensure they are treated with dignity and respect by staff (62%); and find a way for care to be provided that supports who they are and doesn't change who they are (53%). Innovations which help them maintain their lifestyles and hobbies (40%) would also be welcome.

Innovations in long-term care which provides people with new gadgets (7%), helps them play an active role in the community (8%) or creates a shift in attitude towards people who require long-term care (11%) are less popular.

