

NEW POLL: AMERICANS WANT INCREASED PUBLIC INVESTMENT TO SUPPORT OLDER ADULTS—NOW

As Congress and the Administration move forward on infrastructure and care economy proposals that provide support and services to older adults and their families, new polling commissioned by LeadingAge shows that overwhelming majorities of Americans from both parties want the government to step up with investments and leadership to properly support our nation's older adults—and they believe that should happen now.

Americans agree that **NOW IS THE TIME** to focus on our nation's older adults.

- **85%** of Americans agree that **now is the right time** to think about building a better aging services system for our seniors, including:
 - **91%** of Democrats, **83%** of Independents, and **80%** of Republicans.
 - **85%** of urban Americans, **87%** of suburban Americans, and **82%** of rural Americans.
- **NEARLY ONE IN FIVE** Americans say the President and Congress should be **focused on improving care and services for seniors** as a priority in the next few months.

Americans overwhelmingly support the **PROPOSED INVESTMENTS FOR OLDER ADULTS** that are currently on the table.

- **89%** of Americans support increased public investment in **affordable home care services to help older adults** with essential needs.
- **86%** support increased public investment in **housing and support for low-income older adults** to address the shortage and waiting lists that lead to homelessness, instability, and skipping meals and medicine to pay rent.
- **83%** support increased public investment in **broadband internet to ensure equitable access for older adults** who need this basic utility for telehealth and other care services, and to fight social isolation.

Support for **GREATER INVESTMENT IN SERVICES FOR OLDER ADULTS** is overwhelming and bipartisan.

- **86%** say the government must make a **bigger investment in services and care for seniors**, including:
 - **92%** of Democrats, **84%** of Independents, and **80%** of Republicans.

The public believes that CARE AND SERVICES, like those currently proposed by the President and Congress, are a basic right, and that the government plays a critical role in fulfilling society's obligation to ensure they are available.

- **85%** of Americans agree that every American has a right to receive a **basic level of housing, healthcare, and essential support** regardless of age, including:
 - **92%** of Democrats, **85%** of Independents, and **75%** of Republicans.
- **89%** of Americans agree that the **government has an important role** in ensuring that seniors are taken care of, including:
 - **92%** of Americans in urban settings, **90%** of Americans in suburban settings, and **83%** of Americans in rural settings.
- **91%** of Americans agree that older Americans should have the **support and resources they need** to lead a fulfilling life, including:
 - **93%** of Democrats, **92%** of Independents, and **88%** of Republicans.
- **ONLY 22%** of Americans think the amount of money we spend on older people is too high, including:
 - **31%** of Democrats, **13%** of Independents, and **14%** of Republicans.

Americans say OLDER ADULTS ARE NOT TREATED WELL in the United States and that elected officials have failed them.

- **MORE THAN HALF** of all Americans say that **older adults are not treated well** in the United States.
- **83%** of Americans say that **elected officials have failed older adults** and the people who care for them by ignoring and underfunding America's aging services for decades. The gaps and shortcomings of our government's system have created unnecessary hardship and struggle for too many families who cannot access or afford the care they need, including:
 - **83%** of Americans in urban settings, **83%** of Americans in suburban settings, and **85%** of Americans in rural settings.

Poll methodology: 3W Insights, a D.C.-based research driven strategic consultancy, polled adults about their perceptions of how older adults are treated in the United States for LeadingAge. The online survey of 800 Americans ages 18 and over was fielded June 15–20, 2021, and has a margin of error of +/- 3.5%. The margin of error is larger for subgroups.

Survey respondents were recruited from a number of online survey panels for 3W Insights, which prepared the survey and analyzed the results. The survey data was weighted to U.S. Census demographic figures to ensure the results reflect a representative sample of U.S. adults.

We represent more than 5,000 nonprofit aging services providers and other mission-minded organizations that touch millions of lives every day.