



LeadingAge Survey Findings June 15-20, 2021

*U.S. Attitudes About Investing
in Aging Services for Older
Adults*

LeadingAge®

Robust support for older adult care and services

Overwhelming support for:



Right to healthcare, housing & essential support



Greater public investment



Government action now!

Support for greater investment in services for older adults is *bipartisan*

- 92% of Democrats, 80% of Republicans and 84% of Independents say “the government must make a **bigger investment** in services and care for seniors.”
- Only 14% of Republicans, 13% of Independents and 31% of Democrats say that “the amount of **money the government spends on older people is too high.**”
- 9 in 10 Democrats and 8 in 10 Republicans and Independents agree **now is the time** to think about **building a better system for our seniors.**

Q: “Older adults are treated well in the United States.”



**54% of Americans
DO NOT AGREE**

| Total Do Not Agree | Male | Female | Age 18-29 | Age 30-44 | Age 45-64 | Age 65+ |
|--------------------|------------|------------|------------|------------|------------|------------|
| 54% | 43% | 64% | 49% | 43% | 62% | 60% |

| Do Not Agree | | | Do Not Agree | | |
|--------------|------------|------------|--------------|------------|------------|
| Dem | GOP | Ind | Urban | Suburban | Rural |
| 48% | 54% | 63% | 40% | 57% | 68% |

Q: “Older Americans should have the support and resources they need to lead a fulfilling life.”



91% of Americans agree

| Total Agree | Male | Female | Age 18-29 | Age 30-44 | Age 45-64 | Age 65+ |
|-------------|------------|------------|------------|------------|------------|------------|
| 91% | 91% | 92% | 85% | 89% | 92% | 98% |

| Total Agree | | | Total Agree | | |
|-------------|------------|------------|-------------|------------|------------|
| Dem | GOP | Ind | Urban | Suburban | Rural |
| 93% | 88% | 92% | 93% | 90% | 90% |

Q: “Every American has a right to receive a basic level of housing, healthcare, and essential support regardless of age.”



85% of Americans agree

| Total Agree | Male | Female | Age 18-29 | Age 30-44 | Age 45-64 | Age 65+ |
|-------------|------------|------------|------------|------------|------------|------------|
| 85% | 82% | 88% | 88% | 86% | 85% | 83% |

| Total Agree | | | Total Agree | | |
|-------------|------------|------------|-------------|------------|------------|
| Dem | GOP | Ind | Urban | Suburban | Rural |
| 92% | 75% | 85% | 88% | 84% | 82% |

Q: “The government has an important role in ensuring that seniors are taken care of.”

89% of Americans agree

| Total Agree | Male | Female | Age 18-29 | Age 30-44 | Age 45-64 | Age 65+ |
|-------------|------------|------------|------------|------------|------------|------------|
| 89% | 90% | 87% | 84% | 89% | 88% | 93% |

| Total Agree | | | Total Agree | | |
|-------------|------------|------------|-------------|------------|------------|
| Dem | GOP | Ind | Urban | Suburban | Rural |
| 93% | 84% | 88% | 92% | 90% | 83% |



Q: “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.”

83% of Americans agree

| Total Agree | Male | Female | Age 18-29 | Age 30-44 | Age 45-64 | Age 65+ |
|-------------|------------|------------|------------|------------|------------|------------|
| 83% | 82% | 84% | 84% | 82% | 83% | 85% |

| Total Agree | | | Total Agree | | |
|-------------|------------|------------|-------------|------------|------------|
| Dem | GOP | Ind | Urban | Suburban | Rural |
| 89% | 78% | 78% | 83% | 83% | 85% |



Q: “The government must make a bigger investment in services and care for seniors.”



86% of Americans agree

| Total Agree | Male | Female | Age 18-29 | Age 30-44 | Age 45-64 | Age 65+ |
|-------------|------------|------------|------------|------------|------------|------------|
| 86% | 83% | 88% | 82% | 83% | 87% | 90% |

| Total Agree | | |
|-------------|------------|------------|
| Dem | GOP | Ind |
| 92% | 80% | 84% |

| Total Agree | | |
|-------------|------------|------------|
| Urban | Suburban | Rural |
| 86% | 85% | 85% |

Q: “The amount of money the government spends on older people is too high.”



Only 22% of Americans agree

| Total Agree | Male | Female | Age 18-29 | Age 30-44 | Age 45-64 | Age 65+ |
|-------------|------------|------------|------------|------------|------------|-----------|
| 22% | 29% | 15% | 36% | 32% | 17% | 4% |

| Total Agree | | |
|-------------|------------|------------|
| Dem | GOP | Ind |
| 31% | 14% | 13% |

| Total Agree | | |
|-------------|------------|------------|
| Urban | Suburban | Rural |
| 33% | 17% | 16% |

Q: “An increased public investment in affordable home care services to help older adults with essential needs like bathing and dressing, medication management, transportation and basic daily chores.”

89% of Americans agree

| Total Agree | Male | Female | Age 18-29 | Age 30-44 | Age 45-64 | Age 65+ |
|-------------|------------|------------|------------|------------|------------|------------|
| 89% | 88% | 90% | 89% | 89% | 87% | 91% |

| Total Agree | | | Total Agree | | |
|-------------|------------|------------|-------------|------------|------------|
| Dem | GOP | Ind | Urban | Suburban | Rural |
| 95% | 84% | 87% | 90% | 89% | 89% |

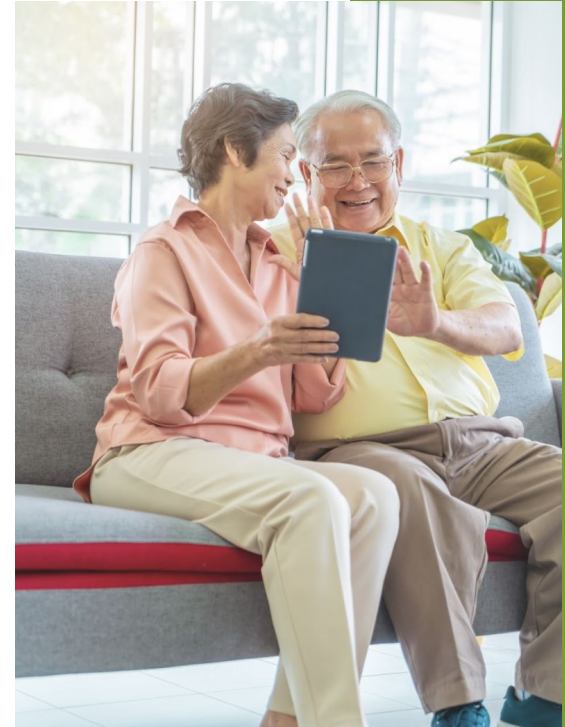


Q: “An increased public investment in broadband internet to ensure equitable access for older adults who need this basic utility for telehealth and other care services and to fight social isolation.”

83% of Americans agree

| Total Agree | Male | Female | Age 18-29 | Age 30-44 | Age 45-64 | Age 65+ |
|-------------|------------|------------|------------|------------|------------|------------|
| 83% | 83% | 83% | 83% | 84% | 85% | 81% |

| Total Agree | | | Total Agree | | |
|-------------|------------|------------|-------------|------------|------------|
| Dem | GOP | Ind | Urban | Suburban | Rural |
| 90% | 78% | 79% | 84% | 84% | 82% |



Q: “An increased public investment in housing and support for low-income older adults to address the shortages and waiting lists that lead to homelessness, instability and skipping meals and medicine to pay rent.”

86% of Americans agree

| Total Agree | Male | Female | Age 18-29 | Age 30-44 | Age 45-64 | Age 65+ |
|-------------|------------|------------|------------|------------|------------|------------|
| 86% | 85% | 87% | 84% | 88% | 85% | 88% |

| Total Agree | | |
|-------------|------------|------------|
| Dem | GOP | Ind |
| 94% | 78% | 82% |

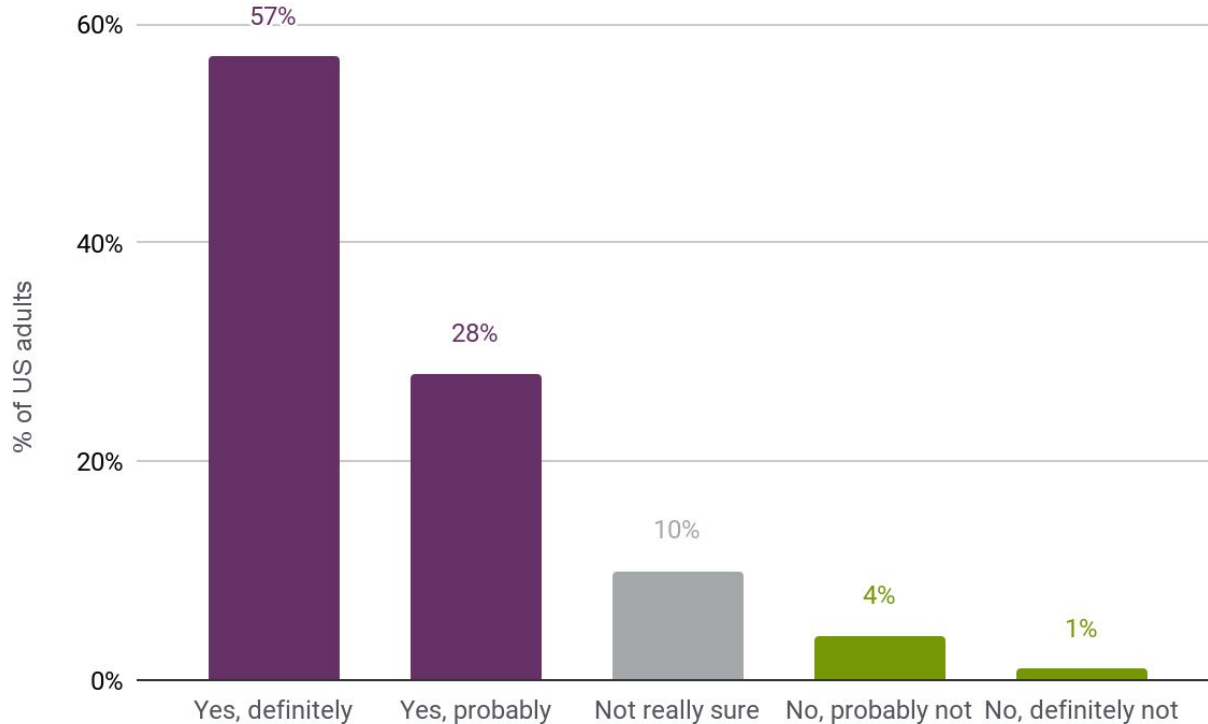
| Total Agree | | |
|-------------|------------|------------|
| Urban | Suburban | Rural |
| 89% | 85% | 84% |





Nearly one in five U.S. adults chose “improve care and services for seniors” as one of their top 3 issues (from a list of 13) “that the President and Congress should be most focused on in the next few months.”

The time to build a better system is now.



85%

of U.S. adults believe now is the right time to think about building a better system for our seniors.

Public Opinion Survey Findings 2021

- ❖ Survey conducted online between **June 15-20, 2021 with 800 U.S. adults**
- ❖ Margin of error = +/- 3.5%
- ❖ Conducted by 3W Insights



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