

Looking to the Future: The care and housing of older Australians

The Benevolent Society
July 2008





1. Methodology



Methodology

- ▶ This study was conducted between Wednesday 9 July and Monday 14 July 2008.
- ▶ The sample was 1,001 respondents aged 50 years and older distributed throughout New South Wales, including Sydney, regional and rural areas, in proportion to the population.
- ▶ Interviews were conducted using CATI (computer assisted telephone interviewing) with telephone numbers randomly selected from electronic White Pages. All interviewers were personally trained and briefed on the requirements of the study.
- ▶ Age, sex and region quotas were applied to the sample.
- ▶ Following the completion of interviewing, the data was weighted by age, gender and area to reflect the latest ABS population estimates.



2. Main Findings

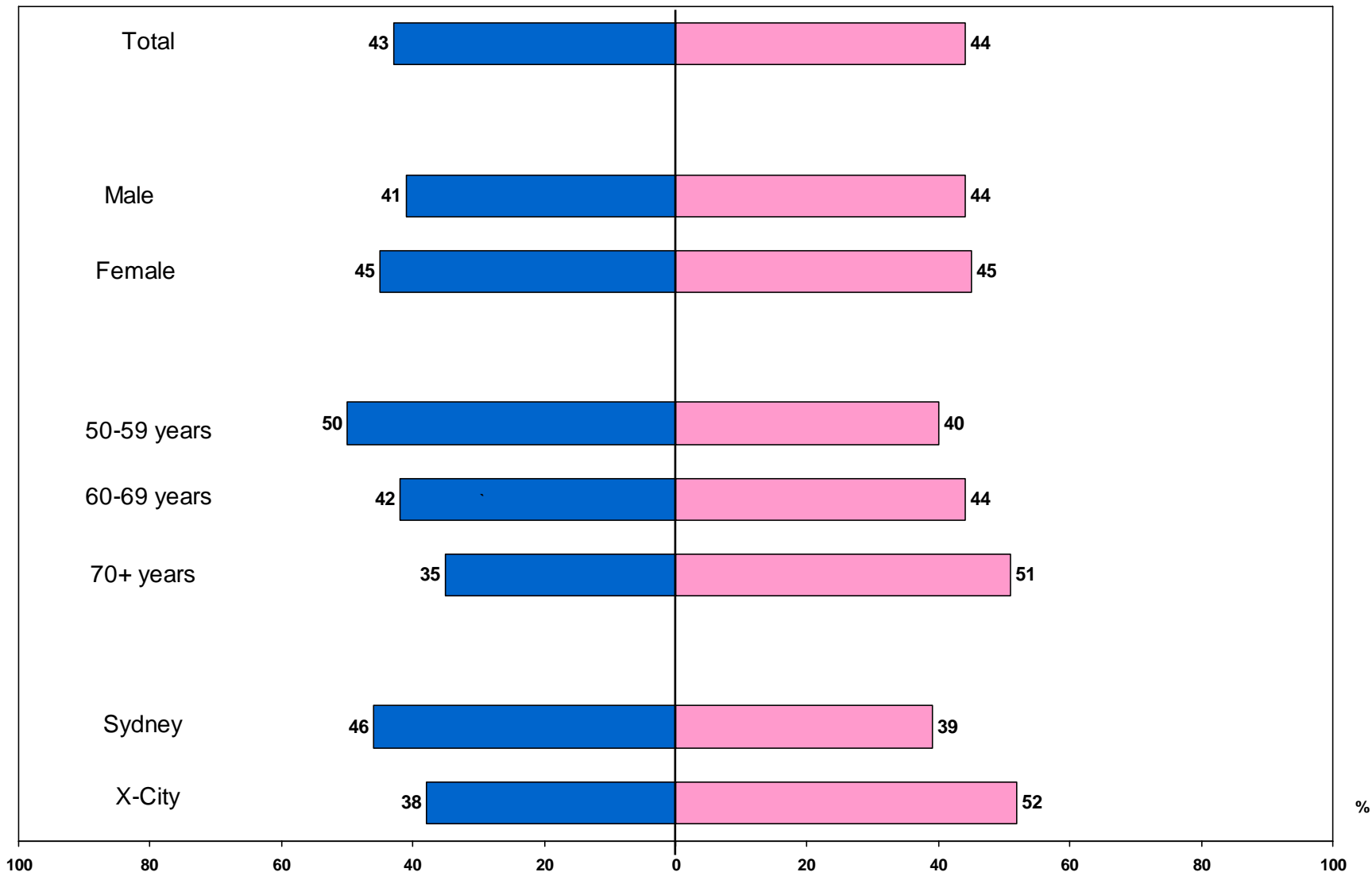


Main Findings

- ▶ Older Australians know enough about nursing homes to have formed the opinion that a new style of accommodation and care for older people is required.
- ▶ Overall, 29% of those aged 50 years and older believe that they know a lot about nursing home accommodation and a further 59% know a little. Only 12% claim to know nothing.
- ▶ Opinion is divided on nursing home accommodation, with 44% of the over 50's having a positive opinion and 43% being negative. A further 13% are uncommitted.
- ▶ Impressions of nursing homes would appear to improve with age. Those aged 50-59 years are the most negatively disposed to nursing homes, and those over 70 years the most positive.
- ▶ Sentiment towards nursing homes is not significantly influenced by knowledge of the facilities, but there is a big difference between city and country folk.
- ▶ Residents in Sydney are the most negatively disposed towards nursing homes and those in regional and rural areas are the most positive.



Impression of Nursing Home Accommodation



Base: All respondents n=1001

■ NEGATIVE ■ POSITIVE

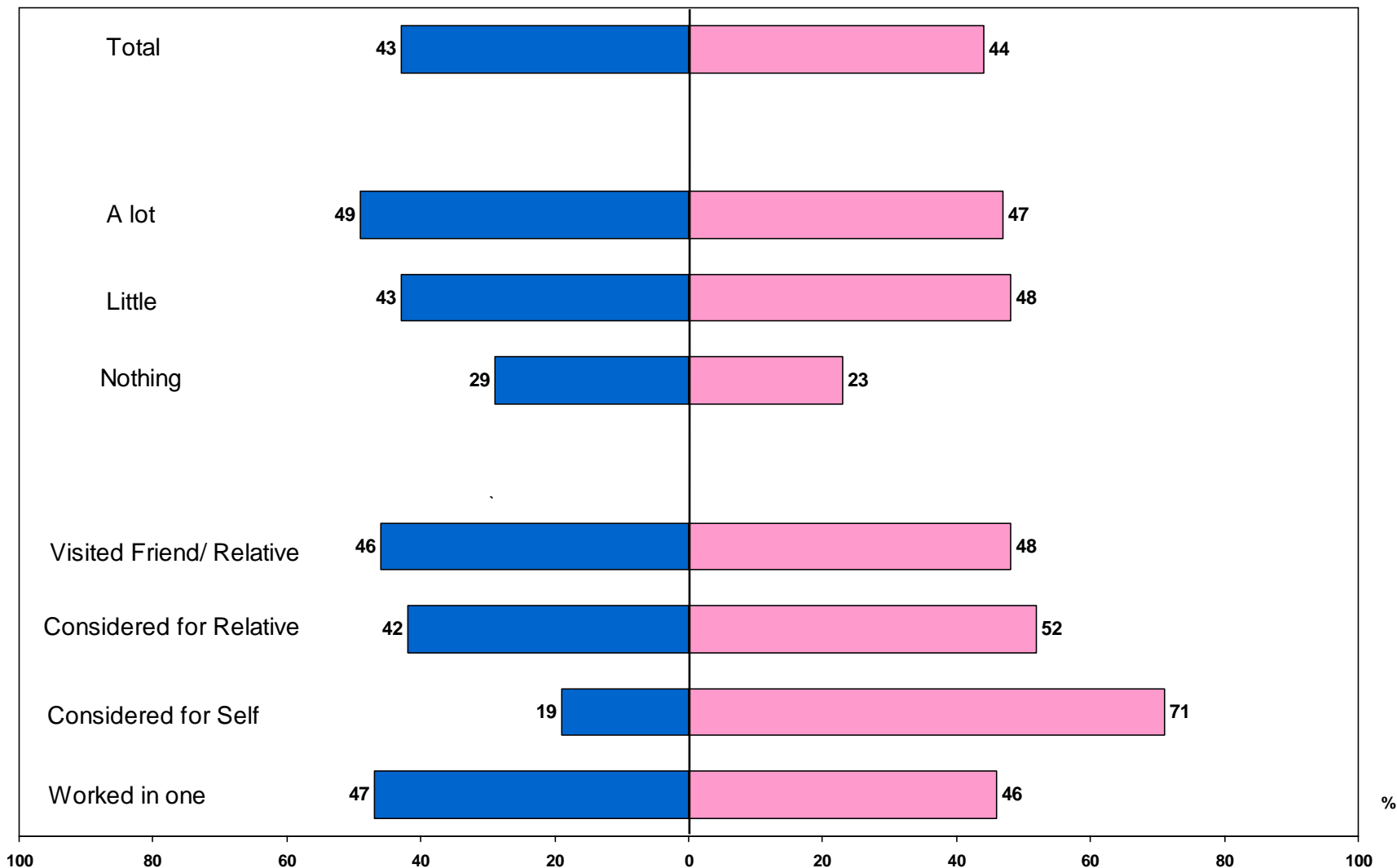
Q: Thinking about different types of accommodation for the elderly, and specifically about nursing homes. Overall, would you say that your impression of nursing home accommodation is positive or negative?



Impression of Nursing Home Accommodation.... *continued*

Knowledge of Nursing Homes

Contact with Nursing Home



Base: All respondents n=1001

Q: Thinking about different types of accommodation for the elderly, and specifically about nursing homes. Overall, would you say that your impression of nursing home accommodation is positive or negative?

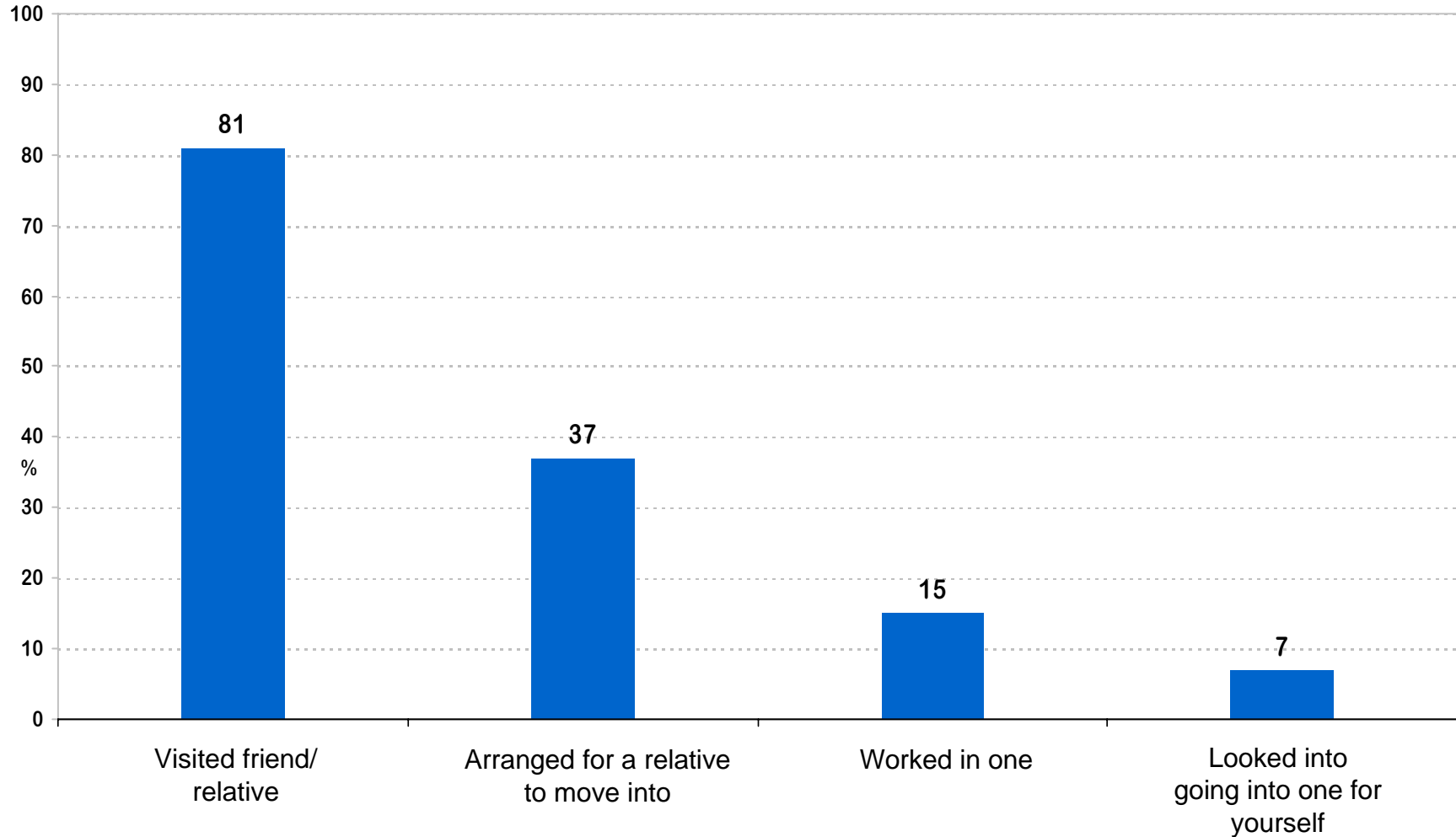
■ NEGATIVE ■ POSITIVE



Contact with Nursing Home



Most peoples opinions of nursing homes have been formed by visits to friends and relatives





Main Findings *continued*

- ▶ Nursing home accommodation does not appeal to the Baby Boomer generation. As many as 75% of the over 50's would only move into a nursing home **if they had no other choice.**
- ▶ There are currently just 11% of older Australians that would 'happily' move into a nursing home in the future. A further 11% would do so reluctantly.
- ▶ While there is general consensus that nursing homes represent 'a place of last resort', the group that are most negatively disposed to this style of accommodation are those that have worked in one. Among this group, 83% would only move into a nursing home if they had run out of options.
- ▶ The lack of enthusiasm for the options currently available means that most put off making a decision until they can no longer live at home. As many as 61% believe that they only need to think seriously about aged care accommodation when the family home ceases to become an option.
- ▶ Such is the perception of nursing homes that 82% of the over 50's believe there is a need for a new style of accommodation and care for the elderly.



Main Findings *continued*

In the survey we described a new style of accommodation -

One new form of accommodation and care makes it possible for older people to live in a specially designed apartment which will be their home for the rest of their lives. They can stay independent, remain in their neighbourhood and receive care if they need it, without ever having to move to a nursing home. This model has been very successful in Holland.

Would you consider this type of accommodation suitable or not suitable for your own needs in the future?

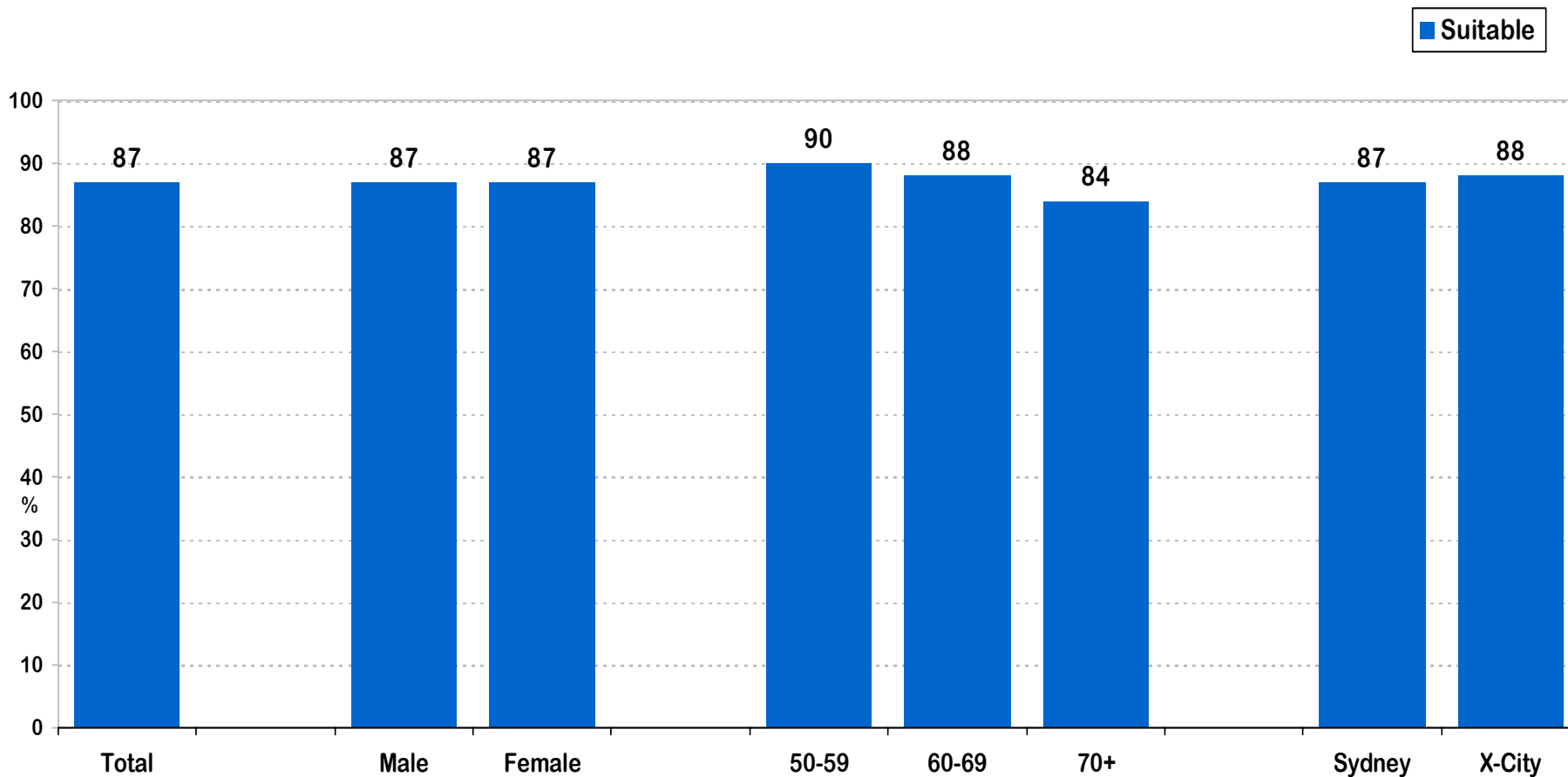
This new style of accommodation is referred to hereafter as ‘Apartments for Life’.

(However, note that this term was not used in the telephone interview. A copy of the interview questions is in Section 3.)

Suitability of 'Apartments for Life'



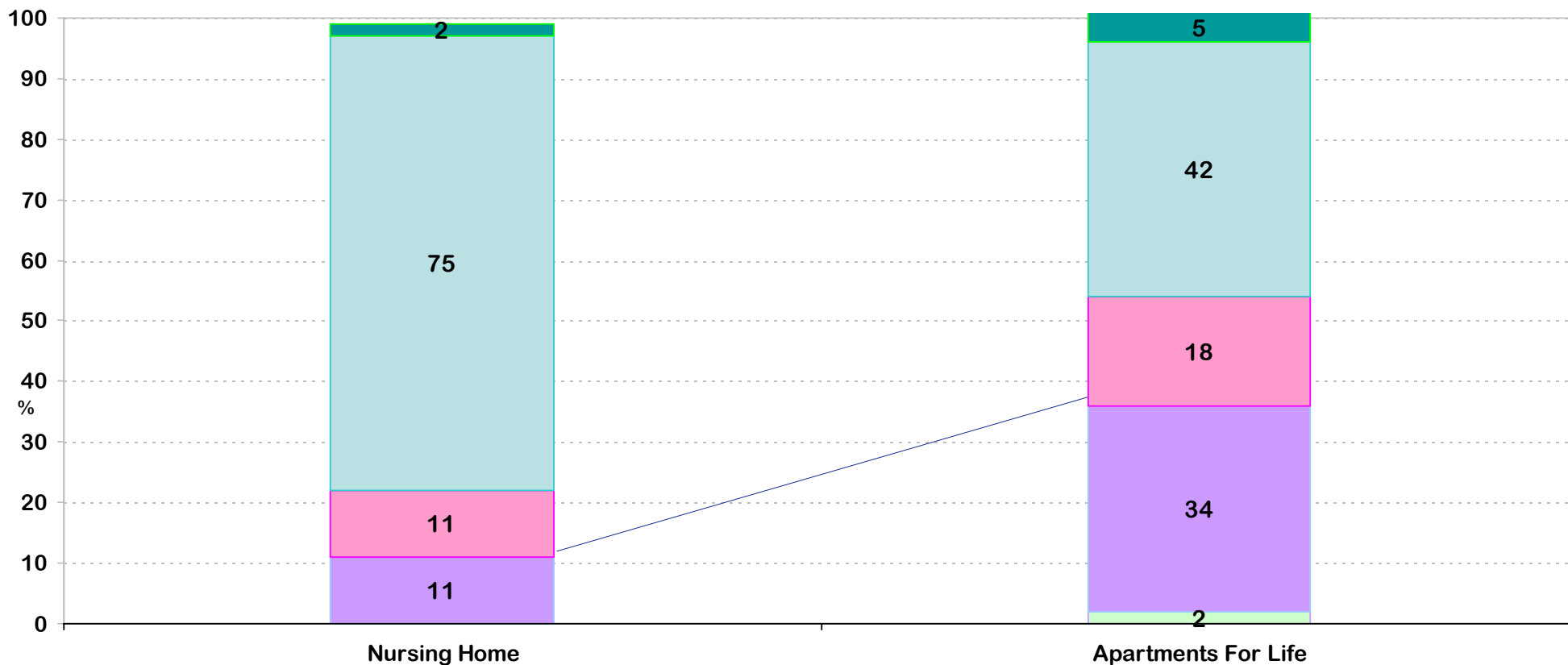
This new style of accommodation, the 'Apartments for Life' concept, is popular among all groups



Attitude to Nursing Home v 'Apartments for Life' Accommodation

There is a threefold increase in the number of people that would be happy to move into 'Apartments for Life', compared to nursing home accommodation

Move into tomorrow Happily move into in the future Only reluctantly move into Would only move into one if had no other choice Uncommitted



Base: All respondents n=1001

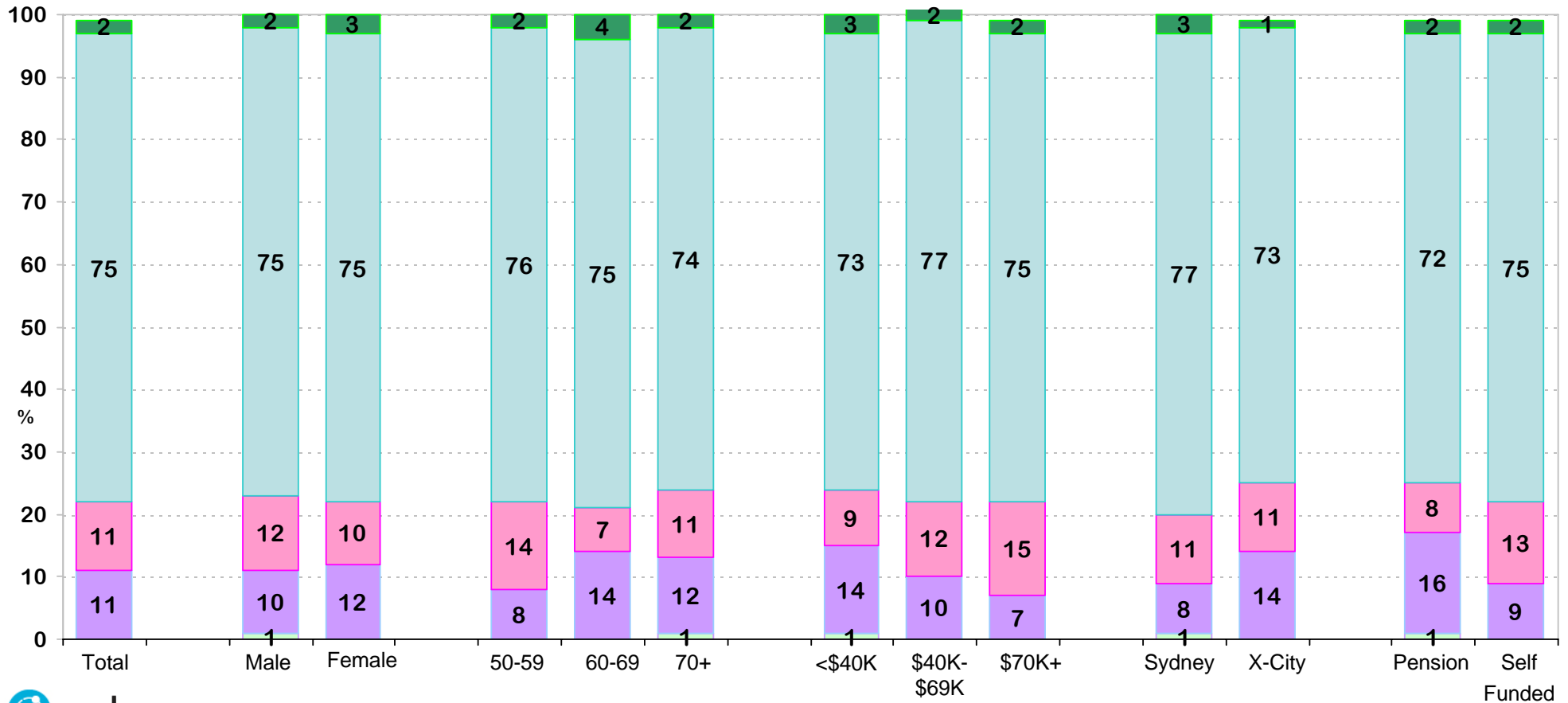
Q: In which of these ways would you consider a nursing home for yourself?
Q: In which of these ways would you consider this new form of accommodation and care?

Attitude to Nursing Home Accommodation



Nursing home accommodation is particularly unattractive to those aged 50-59 years, those in high income earning households and Sydney residents

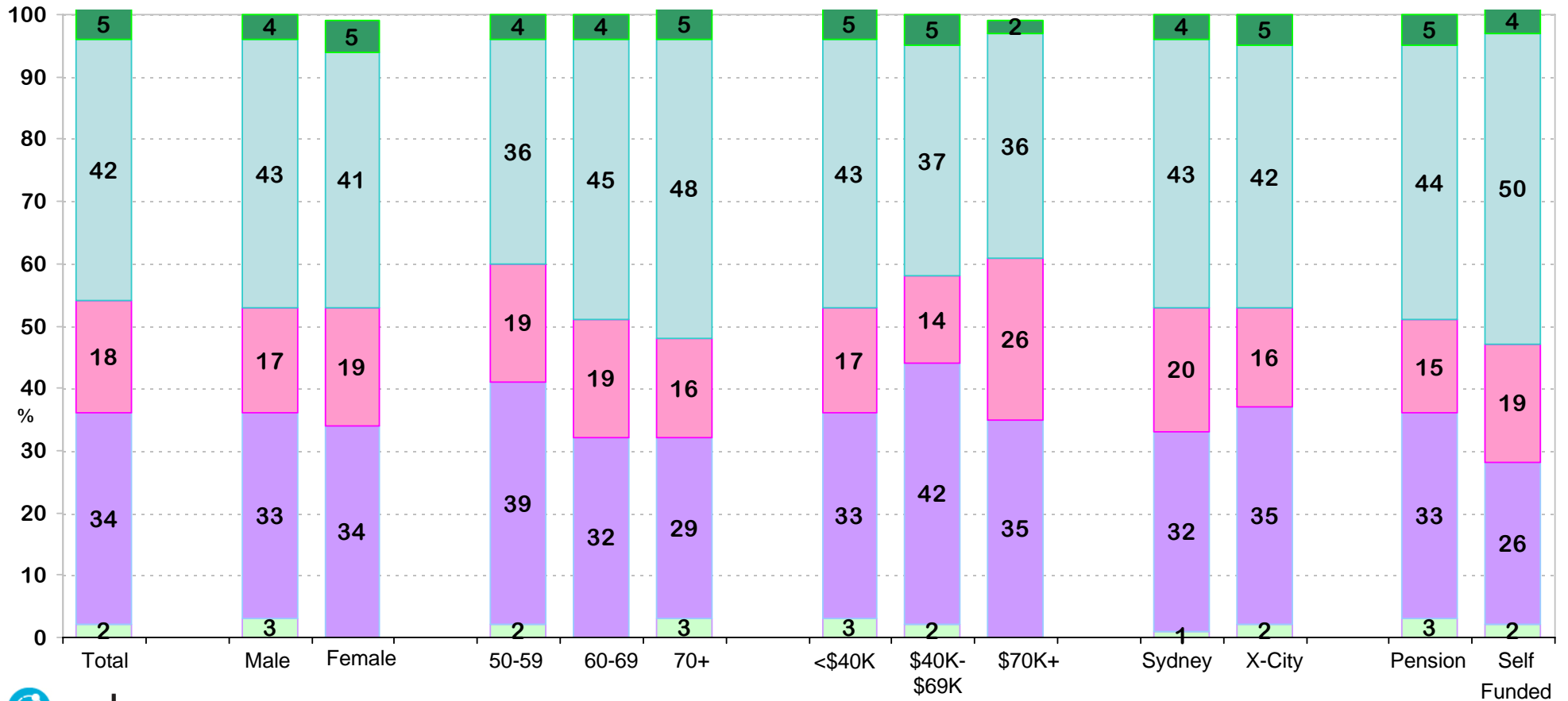
■ Move into tomorrow
 ■ Happily move into in the future
 ■ Only reluctantly move into
 ■ Would only move into one if had no other choice
 ■ Uncommitted



Attitude to 'Apartments for Life' Accommodation



In contrast, 'Apartments for Life' is popular among those aged 50-59 years





Main Findings *continued*

- ▶ If required to make a choice between nursing home accommodation or the 'Apartment for Life' concept, the Apartment for Life option is overwhelmingly preferred. Overall, 89% of those over 50 years would prefer the new style of accommodation that Apartments for Life offers. Only 4% prefer the nursing home and 7% are uncommitted.

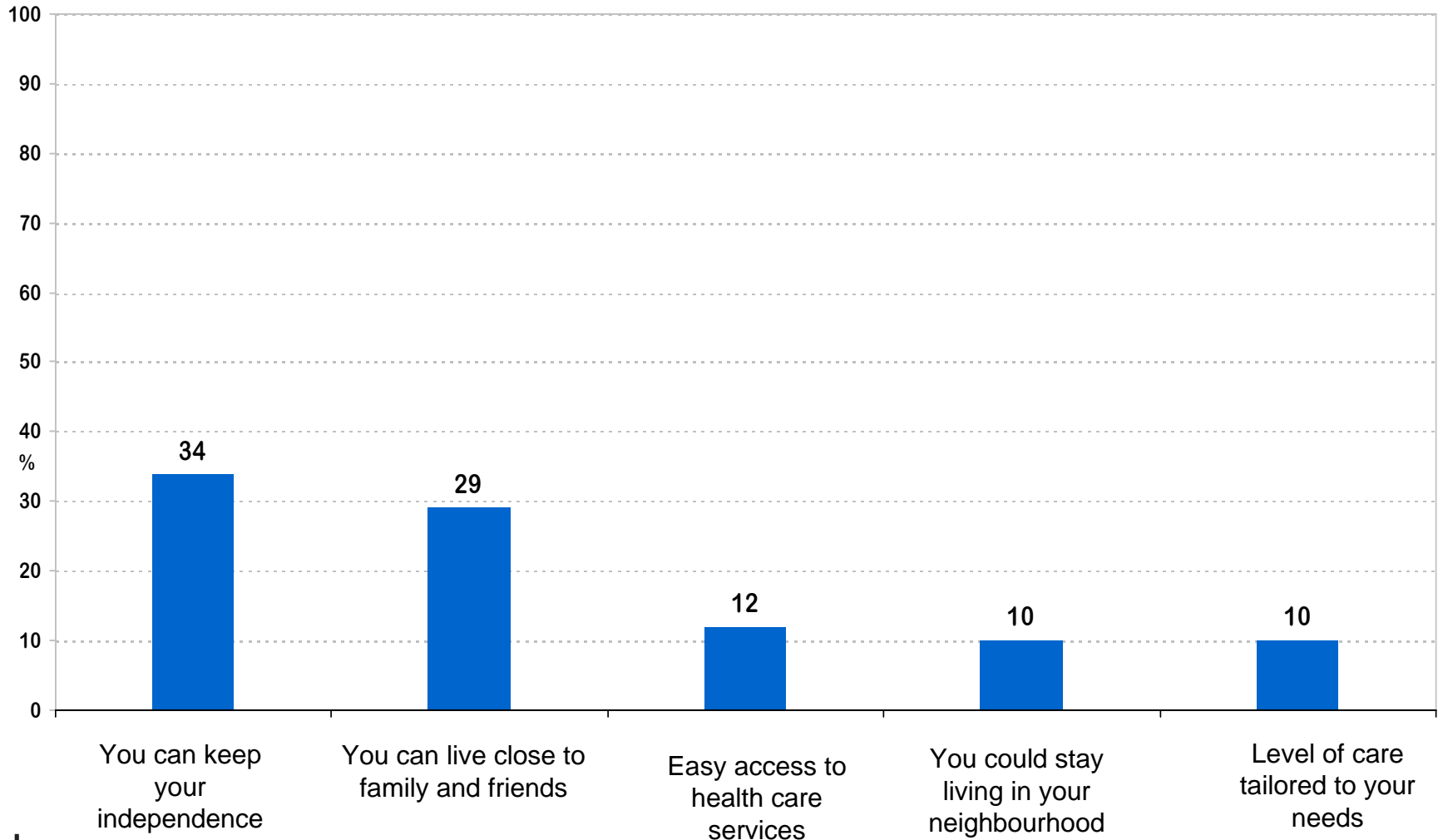
- ▶ The preference for Apartments for Life may be observed across all demographic groups. It is especially attractive to those households with relatively high income. Among those with a household income of \$70K or more, 96% prefer the Apartments for Life option.

- ▶ Older Australians see many benefits in the Apartments for Life accommodation. All of the key benefits are relevant to a high proportion of older Australians. The details are;
 - Keep your independence 95%
 - Easy access to health care services 91%
 - Can live close to family and friends 90%
 - Level of care tailored to your needs 89%
 - Stay in your neighbourhood 88%

- ▶ When asked to identify the main benefit, the ability to keep independence is the most important (34%) followed by being able to live close to family and friends (29%).

Main Benefit of 'Apartments for Life'

Keeping independent and remaining close to family and friends are the main benefits



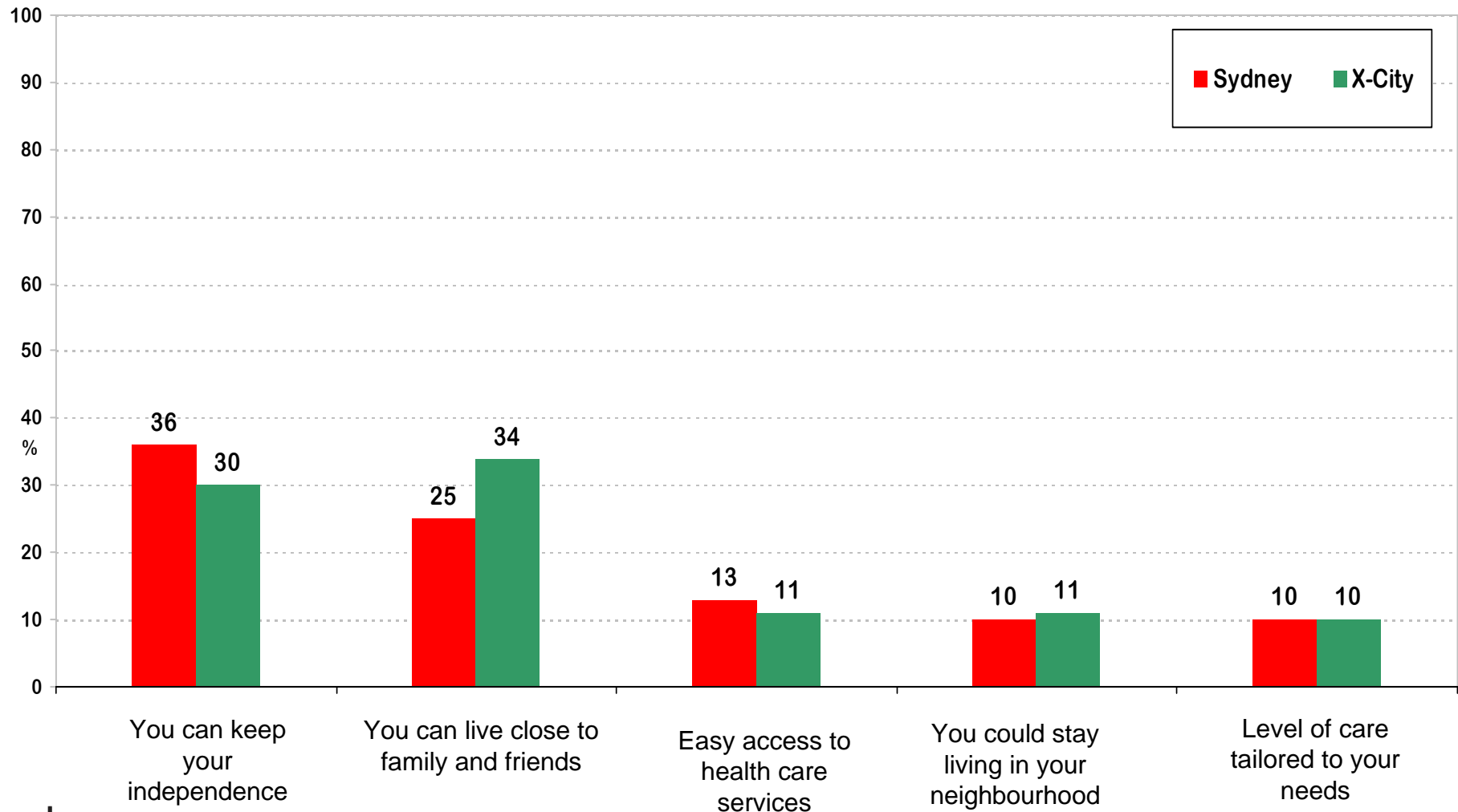
Base: All respondents n=1001

Q: And which **one** of these do you consider the **main** benefit of the new form of accommodation and care?

Main Benefit of 'Apartments for Life'



While those in Sydney place greater emphasis on keeping their independence, for those in regional and rural New South Wales the key benefit is staying close to family and friends



Base: All respondents n=1001

Q: And which **one** of these do you consider the **main** benefit of the new form of accommodation and care?



Main Findings *continued*

- ▶ The majority consider it appropriate for charities to become involved in accommodation and care for the elderly. Overall, 81% consider it appropriate, 10% do not consider this an appropriate avenue for charities and 9% are uncommitted.
- ▶ While the involvement by charities will make the Apartments for Life more attractive to some, overall this is not as critical as the perceived benefits that this type of accommodation can provide. While 29% would be more likely to consider this type of accommodation if it was run by a charity, 3% would be less likely to consider it and for the majority, 63%, it would make no difference.
- ▶ There is general agreement among the over 50's that the government must shoulder the burden of the increased costs for the care, support and accommodation for Australia's ageing population. Overall, 78% believe that the government must start to budget now for the blow out in costs that is expected to occur in the next 10-15 years. Only 15% believe that the government should look to reduce its costs in this area and a further 7% are uncommitted.
- ▶ The preference for the government to continue to meet the costs for the care, support and accommodation of elderly Australians may be observed across all demographic groups. The reluctance of the new wave of retirees to willingly accept a reduction in government expenditure in this area ensures that this will become a very potent political issue in the years ahead.



Conclusions

- ▶ This research clearly demonstrates that older Australians are looking for something other than nursing homes to provide the accommodation and care they need in later life.
- ▶ The lack of enthusiasm for the options currently available means that most Australians put off making a decision about their own accommodation needs until they can no longer live at home.
- ▶ Apartments for Life would provide an attractive option, with a high level of interest if such a model was available in Australia. This style of accommodation better reflects the changing needs of Australia's ageing population. Those aged 50-59 years show little enthusiasm at the prospect of nursing home accommodation in later life but are attracted to the Apartments for Life idea. These baby boomers clearly have different expectations to people of their parents' generation and aged care providers need to respond to meet these changing needs.
- ▶ There are many reasons to like Apartments for Life but the two key attractions for older Australians are the ability to remain independent and the proximity to family and friends. These needs are universal and appeal to rich and poor alike.
- ▶ While the involvement of a charity makes the idea of Apartments for Life more attractive to some, for many older Australians this is not a key consideration.
- ▶ However, the development of Apartments for Life represents an opportunity for The Benevolent Society to demonstrate leadership in responding to the future needs and aspirations of older Australians, and the community as a whole.



3. Questionnaire

GALAXY RESEARCH

GALAXY JOB NO. 080707

To be fielded no later than

Monday, 14 July 2008

QUESTIONNAIRE NO: _____

INTERVIEWER NAME: _____

Interview Start Time: ____ / ____

RECORD AREA

Sydney.....1
Newcastle2
Wollongong.....3
Rest NSW4

Good morning / afternoon / evening. My name is...(NAME) from Galaxy Research. We are currently conducting a survey about some important social welfare issues among people aged 50 years and older. Could I please speak to the...

It will take around 6-7 minutes, depending on your answers.

Q1. Firstly, are you aged ..? **READ OUT 1-5**

50 to 54..... 1
55 to 59..... 2
60 to 64..... 3
65 to 69..... 4
Or, 70 years or older..... 5
Refused 6

RECORD GENDER

Male..... 1
Female..... 2

SECTION A - ASK ALL RESPONDENTS

A1. Thinking about different types of accommodation for the elderly, and specifically about nursing homes. Overall, would you say that your impression of nursing home accommodation is positive or negative?

Very positive 1
Somewhat positive 2
Somewhat negative..... 3
Very negative 4
Neither/ Don't know..... 5

IF POSITIVE Is that very positive or somewhat positive?

IF NEGATIVE Is that very negative or somewhat negative?

A2. Would you say that you know a lot, a little or nothing about nursing home accommodation?

A lot 1 * A3
A little 2 * *
Nothing/ Don't know..... 3 # A4

ASK IF KNOW A LOT OR A LITTLE ABOUT NURSING HOMES IE CODE 1-2 IN A2. CODE 3 GO TO A4

A3. In which of these ways have you had any contact with a nursing home. Have you...? **READ OUT 1-4**

MR
Visited a friend or relative in one.....1
Arranged for a relative to move into one2
Looked into going into one yourself3
Worked in one4
None/ Don't know.....5

ASK ALL RESPONDENTS

A4. In which of these ways would you consider a nursing home **for yourself**? Is it something that you would...? **READ OUT 1-4**

SR
Move into tomorrow..... 1
Happily move into in the future..... 2
Only reluctantly move into 3
Or, would you only move into one if you had no other choice ... 4
None/ Don't know..... 5

A5. Do you think that there is a need for a new style of accommodation and care for the elderly to meet the needs of Australia's ageing population? Yes1
No.....2
Don't know3

A6. One new form of accommodation and care makes it possible for older people to live in a specially designed apartment which will be their home for the rest of their lives. They can stay independent, remain in their neighbourhood and receive care if they need it, without ever having to move to a nursing home. This model has been very successful in Holland. Would you consider this type of accommodation suitable or not suitable for your own needs in the future? Suitable 1
Not suitable 2
Neither/ Don't know 3

A7. In which of these ways would you consider this new form of accommodation and care? Is it something that you would...? SR
READ OUT 1-4
Move into tomorrow..... 1
Happily move into in the future..... 2
Only reluctantly move into 3
Or, would you only move into one if you had no other choice ... 4
None/ Don't know..... 5

A8. If you had to make a decision, which one of these styles of accommodation would you prefer for yourself? **READ OUT AND ROTATE 1-2** SR
Nursing home.....1
The new form of accommodation I described2
None/ Don't know.....3

A9. Which of the following do you consider benefits of the new form of accommodation and care I described? **READ OUT AND ROTATE 1-5**

ASK IF 2+ BENEFITS IN A9. IF ONE/ DK GO TO A11

A10. And which **one** of these do you consider the **main** benefit of the new form of accommodation and care? **READ OUT AND ROTATE 1-5 FROM A9**

	- A9 - <u>BENEFIT</u> <u>MR</u>	- A10 - <u>MAIN</u> <u>SR</u>
You can live close to family and friends ...	1	1
You could stay living in your neighbourhood	2	2
Easy access to health care services	3	3
You can keep your independence.....	4	4
Level of care tailored to your needs	5	5
None/ Don't know.....	6	6

ASK ALL RESPONDENTS

A11. At about what age do you believe you will need to think seriously about accommodation that will provide the specialist care services that you may need as you age? **READ OUT 1-6** SR
In your 50s 1
In your 60s 2
In your 70s 3
In your 80s 4
In your 90s 5
Or, only when you can no longer live at home... 6
None/ Don't know 7

SECTION B - ASK ALL RESPONDENTS

B1. Thinking now about some different charities. For each of these charities please say if it is an organisation that you know a lot about, a little about, you only know the name, or you have never heard of it before today? Starting with...?
READ OUT AND ROTATE A-E

	- A - ANGLICARE SR	- B - BROTHERHOOD OF ST LAURENCE SR	- C - BURNSIDE SR	- D - BARNADOS SR	- E - THE BENEVOLENT SOCIETY SR
Know a lot.....	1	1	1	1	1
Know a little	2	2	2	2	2
Only know the name	3	3	3	3	3
Never heard of	4	4	4	4	4
Don't know	5	5	5	5	5

B2. In your opinion is it appropriate or not appropriate for charities such as these to provide accommodation and care to meet the needs of older Australians?
 Appropriate 1
 Not appropriate 2
 Neither/ Don't know 3

B3. If you knew that a charity was responsible for this new form of accommodation and care would you be **more** likely to consider this style of accommodation, **less** likely, or would it make **no difference** to you?
 More likely 1
 Less likely..... 2
 No difference..... 3
 Don't know 4

B4. Care, support and accommodation for older people currently costs taxpayers around \$9 billion a year. This is expected to rise to \$15-\$18 billion over the next 10-15 years. In your opinion should the government start to budget for this increase or else look for ways to reduce this expenditure?
 Start to budget..... 1
 Look to reduce..... 2
 Neither/ Don't know 3

SECTION C - ASK ALL RESPONDENTS

- C1. Finally, a few questions to ensure that we have spoken to a good cross-section of people. Do you work full time, part time or not at all?
- | | | | |
|-------------------------|---|---|----|
| Full time..... | 1 | * | C3 |
| Part time..... | 2 | * | * |
| Not at all..... | 3 | # | # |
| Don't know/ Refused ... | 4 | # | C2 |

ASK IF NOT WORK IE CODE 3-4 IN C1. CODE 1-2 GO TO C3

- C2. Do you receive a government pension, are you a self-funded retiree, or neither of these?
- | | | |
|--------------------------|---|-----------|
| Government pension..... | 1 | <u>SR</u> |
| Self-funded retiree..... | 2 | |
| Neither | 3 | |
| Don't know/ Refused..... | 4 | |

ASK ALL RESPONDENTS

- C3. Which of the following best describes your current marital status?
READ OUT 1-4
- | | |
|------------------------------------|---|
| Never married | 1 |
| Defacto or living together | 2 |
| Married..... | 3 |
| Separated, Divorced or Widowed ... | 4 |
| Don't know/ Refused..... | 5 |

- C4. Which one of the following categories best describes your total household income before tax? **READ OUT 1-4**
- | | |
|---------------------------|---|
| Under \$40,000 | 1 |
| \$40,000 - \$70,000 | 2 |
| \$70,000 - \$90,000 | 3 |
| More than \$90,000..... | 4 |
| Don't know/ Refused | 5 |

- C5. Could I please have the occupation of the main income earner of your household? _____
- Could I also have the position or job title of the main income earner of your household? _____

FOR OFFICE USE ONLY	WHITE COLLAR 1
	BLUE COLLAR 2

Thank you very much for your time.



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RESEARCH & STRATEGIC PLANNING

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