

What Informal Caregivers Think About THE GREEN HOUSE[®] Project

Results from Interviews, Focus Groups and Survey

Top Concerns About Nursing Care

Informal caregivers surveyed are most concerned about:

- ▶ Lack of individualized attention (83%)
- ▶ Isolation and loneliness (82%)
- ▶ Institutional atmosphere that is not as comfortable as home (82%)
- ▶ Loss of independence (80%)
- ▶ Lower on the list of reported concerns are cost and convenience

Q19: When you think about your elder getting long-term care in a facility like a nursing home, how concerned are you that you might encounter each of the following problems? Percentages are a combination of very/somewhat concerned.

The Green House Model Compared to Other Options

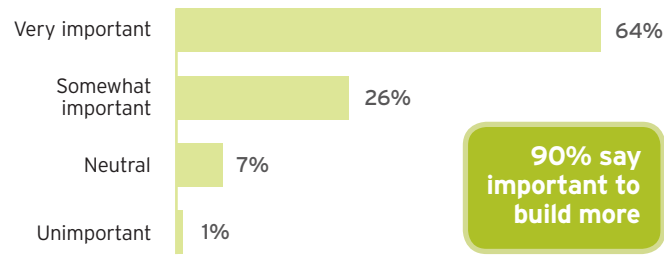
Informal caregivers with elders currently in long-term care believe The Green House model is “a lot better” than:

- ▶ In-home care (68%)
- ▶ Live-in facility (60%)
- ▶ Adult day care (61%)

Q24: Does this seem better or worse than the long-term nursing option that your elder has today?

Caregivers Want More Green House Homes

- ▶ 9 in 10 informal caregivers surveyed say it is important for local providers to build more Green House homes in their area.



How important is it for local providers in your area to build more Green House homes?

Response to The Green House Model Overwhelmingly Positive

Favorability:

97%

Interest:

78%

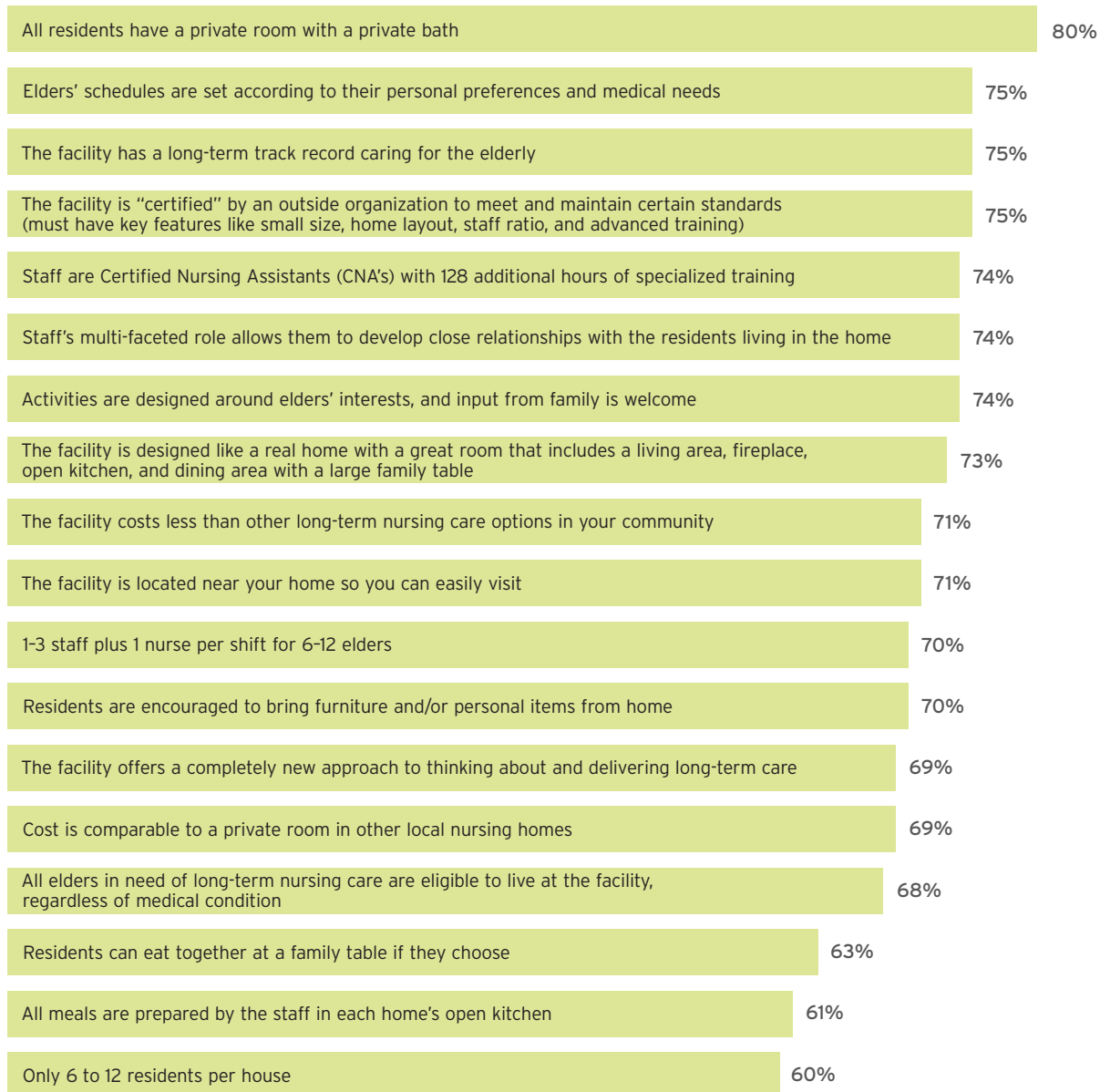
Willing to pay more:

60%

Willing to drive further for a Green House home:

73%

Top Green House Model Features



Q28: Below are different features that Green House homes and other nursing homes may have. How important is each to you when you think about choosing long-term nursing care for your elder?

Top Green House Model Features

- ▶ Large majorities believe *all* Green House home features are important.
- ▶ Top features reflect key caregiver concerns – comfort, independence, and well-trained staff attentive to their elder's individualized needs.
- ▶ Caregivers want a facility with a positive track record and certification.
- ▶ The features above are slightly more important than cost and convenience.

Q28: Below are different features that Green House homes and other nursing homes may have. How important is each to you when you think about choosing long-term nursing care for your elder?



Informal Caregiver Survey

- ▶ 1,065 caregivers completed the online survey
- ▶ Drawn from a national online panel of adults (18+)*, then screened to meet the following criteria for "caregivers":
 - ▶ Responsible for the well-being of an elderly relative or friend;
 - ▶ Either have been a decision-maker in choosing long-term nursing care for their elder; or
 - ▶ Will be a decision-maker about long-term nursing care for their elder in the future.
- ▶ Survey fielded April 17-23, 2012

* Sample Details: 72,500 adults were invited to take the survey and a total of 6,417 (8.9%) accessed the survey. 1,168 completed the survey (103 were disqualified for "speeding" through), 4,941 were terminated in the screening process, and 308 started but did not complete the survey.

Find out more about The Green House Project®:
thegreenhouseproject.org