



advice and support for older age
**Independent
Age**

INDEPENDENT AGE – CARE HOMES POLL

OCTOBER 2016



METHODOLOGY

ComRes interviewed 2,030 GB adults online between the 28th and the 30th October 2016. Data were weighted to be nationally representative of all Great British adults aged 18+ by age, gender, region and socio-economic grade.

ComRes is a member of the British Polling Council and abides by its rules (www.britishpollingcouncil.org). This commits us to the highest standards of transparency.

The BPC's rules state that all data and research findings made on the basis of surveys conducted by member organisations that enter the public domain must include reference to the following:

- The company conducting the research (ComRes)
- The client commissioning the survey
- Dates of interviewing
- Method of obtaining the interviews (e.g. in-person, post, telephone, internet)
- The universe effectively represented (all adults, voters etc.)
- The percentages upon which conclusions are based
- Size of the sample and geographic coverage.

Published references (such as a press release) should also show a web address where full data tables may be viewed, and they should also show the complete wording of questions upon which any data that has entered the public domain are based.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

FINDINGS

Three in ten British adults (29%) say that they would go to Google or another search engine first if they were looking for information on care homes for an elderly friend or relative, while around a fifth (22%) say that they don't know where they would look first.

Q.1 If you wanted to find a care home for an elderly relative or friend, which, if any, of the following websites or organisations would you go to first to look for information?

	%
Google or other search engine	29%
Local council	16%
Care Quality Commission	16%
NHS Choices	14%
Other	2%
I don't know where I would go to for information	22%

Base: all respondents (n=2,030)

- Younger adults (aged 18–24) are twice as likely as their older counterparts (aged 65+) to say that they would first go to Google or another search engine to look for information on finding a care home (41% vs 21%).
 - On the other hand, adults aged 65+ are more likely to say that they would go to the Care Quality Commission first (22%, vs 8% of 18–24 year olds).
- Adults in social grades DE are significantly less likely than those in any other social grade to say that they would first go to Google or another search engine to look for information on finding a care home (22% say so, compared to 32% of adults in AB social grades).

Around one in seven British adults say that they have visited an elderly relative or friend who is living in a care home in the past twelve months (15%).

Q.2 Have you visited an elderly relative or friend who is living in a care home in the past twelve months?

%	
Yes	15%
No	85%

Base: all British adults (n=2,030)

- Adults in the oldest age group (those aged 65+) are most likely to say that they have visited an elderly relative or friend in a care home in the past year (21% say so, compared to 12% of 18–24 year olds and 15% of 25–34 year olds).
- One in five adults in the AB social grades (19%) say that they have visited an elderly friend or relative in a care home in the past year, compared to 11% of those in DE.

Two in five Britons describe their overall perceptions of the quality of care in care homes for the elderly as good (39%), while a slightly larger proportion (45%) describe them as bad.

Q.3 How would you describe your overall perceptions of the quality of care in care homes for the elderly?

%	
NET: Good	39%
Very good	4%
Fairly good	35%
Fairly bad	37%
Very bad	8%
NET: Bad	45%
Don't know	16%

Base: all British adults (n=2,030)

- Older British adults (those aged 55–64 and 65+) are more likely than adults of any other age group to say that their perceptions of the quality of care in elderly care homes is good (48% and 50% respectively). Just three in ten 18–24 year olds (28%) say the same.

- Scottish adults are more likely than those from any other region of Great Britain to describe their perceptions of the quality of care in elderly care homes as good (52% say so, compared to 33% of those in the North West and 35% in London).
- Britons who have visited a friend or relative in a care home over the past year are much more likely than those who have not to say that they think the quality of care in care homes is good (73% vs 33%).

Half of British adults say that abuse and neglect in care homes for the elderly are common (52%), while around a third (35%) say that they are not common.

Q.4 Would you say that abuse and neglect in care homes for the elderly is...

	%
NET: Common	52%
Very common	10%
Fairly common	42%
Not very common	33%
Not at all common	3%
NET: Not common	35%
Don't know	13%

Base: all British adults (n=2,030)

- Women (57%) are significantly more likely than men (46%) to say that they think abuse and neglect in elderly care homes are common.
- Younger adults (those aged 18–24) are particularly likely to say that they think abuse and neglect in care homes are common (59% say so, compared to 47% of 55–64 year olds and 49% of adults aged 65+).
- Again, Scottish adults have different opinions from the rest of Great Britain on this issue – half (48%) say that they think abuse and neglect in elderly care homes are not common, while 34% of English adults say the same.
- Britons who have visited a friend or relative in a care home in the last year are less likely than those who have not done so to say that they think abuse and neglect in care homes are common (45% vs 53%).

Seven in ten Britons (71%) who think that abuse and neglect are common in elderly care homes say that they think this because of media coverage, while more than a third (36%) say personal experience.

Q.5 You said that you think that abuse and neglect in care homes for the elderly are common. Which of the following, if any, would you say are the reasons why you think this?

	%
Media coverage	71%
NET: Personal experience	36%
Personal experience – I have heard anecdotal evidence (e.g. from friends)	25%
Personal experience – I know someone in an elderly care home	15%
Personal experience – I work in care	5%
Gut instinct	34%
National statistics (e.g. CQC inspection results)	26%
Other	6%
None of the above	2%

Base: All respondents who think that neglect and abuse in care homes for the elderly are common (n=1,032)

- Older adults (aged 65+) are particularly likely to cite national statistics as the reason why they think abuse and neglect are common in elderly care homes (34% say so, compared to around a quarter of Britons in all other age groups).
 - Adults aged 65+ are also more likely than those in any other age group to say that anecdotal evidence is the reason they think abuse and neglect in care homes are widespread (33% say so).
- Three quarters of adults who have not visited a friend or relative in a care home in the past year (72%) say that they think abuse and neglect in care homes are common because of media coverage, compared to 63% of those who have visited a friend or relative in a care home in the past year.

THANK YOU

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