



PUBLIC RELATIONS RESEARCH

The Harris Poll[®] PEOPLE

A Study About Caregiving

Prepared For:

Christian Companion Senior Care and Presto Services Inc.

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Public Relations Research

INTRODUCTION AND METHODOLOGY

This Caregiving study was conducted by telephone within the United States by Harris Interactive on behalf of Christian Companion Senior Care and Presto Services Inc. between June 19 and June 23, 2008 among 2,009 adults ages 18+, of whom, 254 are “sandwich generationers” – parents of children living in their household who also have a parent living in their household or are responsible for some aspect of caregiving for their or their spouse/significant other’s parent.

Results were weighted for age, sex, geographic region, and race where necessary to align them with their actual proportions in the population.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.

Therefore, Harris Interactive avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

KEY FINDINGS

Findings based on Total

About one in five U.S. adults (18%) are currently caring for both their children and a parent. About half of these “sandwich caregivers” (53%) feel like they have to choose between meeting their parents’ needs and meeting their children’s needs. Moreover, 20% of sandwich caregivers feel they have to make this choice every single day of the week. Unfortunately, 40% agree with 10% strongly agreeing that their parents did a better job of balancing caregiving responsibilities for their parents and their children than they do.

Findings based on Gender

Men and women are statistically equally as likely to be sandwich caregivers (16% men and 19% women). They are also equally likely to say they have to choose between meeting their parents’ needs and meeting their children’s needs (52% men and 54% women) every single day (19% men and 21% women). Moreover, an equal number agree that their parents did a better job of balancing caregiving responsibilities for their parents and their children than they do (46% men and 34% women).

Findings based on Race

Blacks and Hispanics are more likely to be sandwich caregivers than Caucasians adults (26% Blacks and 27% Hispanics vs. 14% Caucasians). However, all caregivers are equally likely to say they have to choose between meeting their parents’ needs and meeting their children’s needs (59% Blacks, 61% Hispanics and 51% Caucasians) and many do so every single day

(36% Blacks, 20% Hispanics and 16% Caucasians). All caregivers are also equally likely to agree that their parents did a better job of balancing caregiving responsibilities for their parents and their children than they do (55% Blacks, 39% Hispanics and 37% Caucasians).

Findings based on Household Income

Regardless of their household income adults are equally likely to be sandwich caregivers (15% of those whose HHI is less than \$25k, 19% of those whose HHI is \$25k – less than \$35k, 18% of those whose HHI is \$35k – less than \$50k, 17% of those whose HHI is \$50k – less than \$75k and 21% of those whose HHI is \$75k or more). Despite differences in household income levels adults are equally likely to say they have to choose between meeting their parents' needs and meeting their children's needs (57% of those whose HHI is less than \$25k, 63% of those whose HHI is \$25k – less than \$35k, 49% of those whose HHI is \$35k – less than \$50k, 54% of those whose HHI is \$50k – less than \$75k and 52% of those whose HHI is \$75k or more) and many do so every single day (26% of those whose HHI is less than \$25k, 45% of those whose HHI is \$25k – less than \$35k, 7% of those whose HHI is \$35k – less than \$50k, 22% of those whose HHI is \$50k – less than \$75k and 11% of those whose HHI is \$75k or more). Sandwich caregivers whose household income is \$50k – less than \$75k are significantly more likely than their counterparts whose household income is \$75k or more to agree that their parents did a better job of balancing caregiving responsibilities for their parents and their children than they do (52% of those whose HHI is \$50k – less than \$75k vs. 30% of those whose HHI is \$75k or more).

Findings based on those who live in a Dual Income Household

About one in four U.S. adults who live in a dual income household (23%) are currently caring for both their children and a parent. About half of these “dual income household sandwich caregivers” (53%) feel like they have to choose between meeting their parents' needs and meeting their children's needs. Moreover, 13% feel they have to make this choice every single day of the week! Unfortunately, many dual household income sandwich caregivers do not seem satisfied with their caregiving responsibilities as 39% agree with 9% strongly agreeing that their parents did a better job of balancing caregiving responsibilities for their parents and their children than they do.

Findings based on various Household Size

Adults who have 3 or more children in their household are significantly more likely to currently be caring for both their children and a parent compared to those who have only 1 child in their household or 2 children in their household (31% with 3 or more children in HH vs. less than 1% with 1 child in HH and 4% with 2 children in HH). However, having more children in the household does not make adults anymore likely to feel like they have to choose between meeting their parents' needs and meeting their children's needs (57% with 1 child in HH, 47% with 2 children in HH and 54% with 3 or more children in HH). Additionally, having more children in the household does not make adults more likely to agree that their parents did a better job of balancing caregiving responsibilities for their parents and their children than they do (43% with 1 child in HH, 47% with 2 children in HH and 39% with 3 or more children in HH).

HOW TO READ THE TABLES

The following pages present the detailed tabulations of survey results. The data are percentaged vertically and, therefore, should be read from top-to-bottom. The total number of interviews, both weighted and unweighted, appears at the top of each column. Percentages are calculated on the weighted bases. Percentages may not add to 100% due to weighting factors or multiple responses. Where an asterisk (*) appears, it signifies any value of less than a half percent.

SIGNIFICANCE TESTING

When results from sub-groups of a sample appear in the detailed tabulations, an indicator of statistically significant differences is added to the tables run on our standard demographic banners. The test is performed on percentages as well as mean values. Each sub-sample is assigned a letter. When the percentage of one sub-sample is significantly different from the percentage of another sub-sample, the letter representing one of the two samples appears next to the percentage (or mean) of the other sample.

For instance the percentage of males answering yes to a particular question may be compared to the percentage of females answering yes to the same question. In the example below, the male sample is assigned the letter B, and the female sample is assigned the letter C. Here, respondents were asked whether a certain business practice is acceptable. 67% of women said that it was -- a proportion significantly greater than the 57% of males who believe that the practice is acceptable. To indicate that women are significantly more likely to find the practice acceptable than are men, the letter B -- the letter assigned to the male sub-sample -- appears next to the "67%" in the female column. Similarly, the 37% of men that find the practice unacceptable is significantly greater than the 29% of women who do so and, therefore, the letter C -- the letter assigned to the female sub-sample -- appears next to the "37%" in the male column.

	Total (A)	Sex	
		Male (B)	Female (C)
Unweighted Total	977	488	489
Weighted Total	967	464	503
Acceptable	611 63%	274 57%	337 67%B
Not Acceptable	319 33%	171 37%C	148 29%
Don't Know	37 4%	18 4%	19 4%

Significance testing is done to the 95% confidence level. The columns compared are listed at the bottom of each table.

POSTED TOPLINE DATA

Question:	<u>Total</u> %
Which of the following, if any, are true of you? *	Base: All Adults 18+ (n= 2,009)
Any (Net)	75
You are a parent of a child of any age who resides in your household	42
Care for Parent (Net)	35
You are responsible for some aspect of caregiving for a parent, for example, transportation, preparing meals, managing finances, or scheduling doctor appointments. This could be your parent or your spouse's or significant other's parent.	28
You have a parent who lives with you in your household	14
You have a parent who lives alone in his/her own household	34
You have a parent who lives with someone else such as a spouse or significant other in his/her own household	36
You have a parent who lives in a nursing home or retirement community	5
NONE OF THESE	24
REFUSED/NO RESPONSE	*
Sandwich Generationers (Net)	18

* *Multiple responses were allowed.*

Question:

Total
%

How many days in a typical week do you feel like you have to choose between meeting your parents' needs or meeting your children's needs?

**Base: Sandwich Generationers
(n= 254)**

None (0)	44
Any (Net)	53
1	12
2	9
3	5
4	2
5	3
6	2
7	20
DON'T KNOW/REFUSED	2
MEAN (including 0)	2.3 days
MEAN (excluding 0)	4.2 days

Question:

Total
%

How strongly do you agree or disagree with the following statement?

Base: Sandwich
Generationers
(n= 254)

Your parents did a better job of balancing caregiving responsibilities for their parents and their children than you do with your parents and your children.

Agree (Net)	40
Strongly agree	10
Agree	14
Somewhat agree	15
Disagree (Net)	54
Somewhat disagree	22
Disagree	18
Strongly disagree	15
DON'T KNOW/REFUSED	6