

Nursing Homes

What Does the Public Really Think?

Presented by the Health Care Council of Illinois
October 6, 2010

Survey Tools

- Two Surveys commissioned by HCCI
- First Survey -- Automated -- 5 Questions
- Second Survey -- Live
 - Drilled down on issues in first survey
 - Added additional categories

First Survey

- July 2010
- 1,000 registered voters
- Automated
- Statewide statistically significant (+/-3.8%)

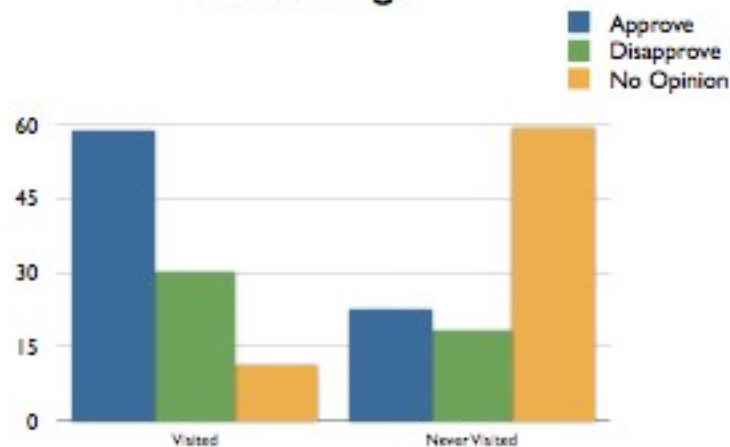
First Survey Results

- Approximately 6 out of 10 respondents statewide had a favorable opinion of nursing homes (59%/23%)
- People who had visited a nursing home were 3 times more likely to have a favorable opinion.
- People in downstate Illinois were almost twice as likely to have a favorable opinion as those living in Chicago, Cook County or the Suburbs. (62%/29%)

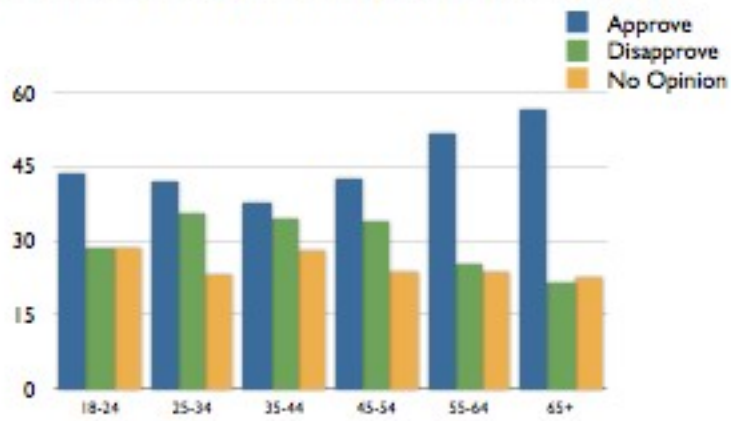
First Survey Results Con't

- Gender had only a minimal impact on attitudes toward nursing homes with only 8% more of the male respondents approving of nursing homes in their areas.
- Older respondents were more likely to approve of their local nursing homes than younger respondents.

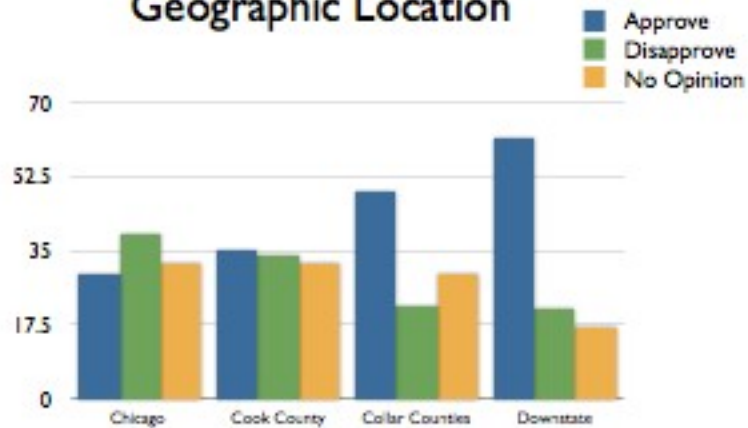
Attitudes toward Nursing Homes by Knowledge



Attitudes toward Nursing Homes by Age



Attitudes toward Nursing Homes by Geographic Location



Second Survey

- August 2010
- 600 registered voters
- Live interviews
- Statewide statistically significant ($\pm 3.8\%$)

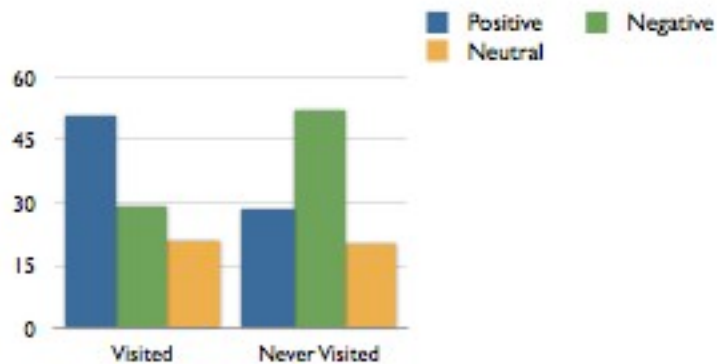
Second Survey

- Basis for negative and positive attitudes.
- Defining attitudes beyond "approval".
- Downstate attitude.
- Negative media.
- What the public wants.

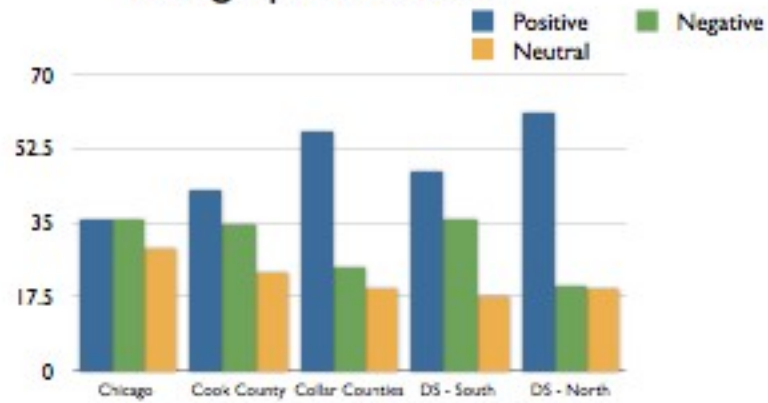
Second Survey Themes

- Staff attentiveness single most important factor in determining public's attitude.
- Highest approval ratings North of Effingham, Collar Counties, and among Caucasians.
- More people remembered negative stories in Chicago.
- Daily showers and well trained staff two biggest issues in selecting facilities.

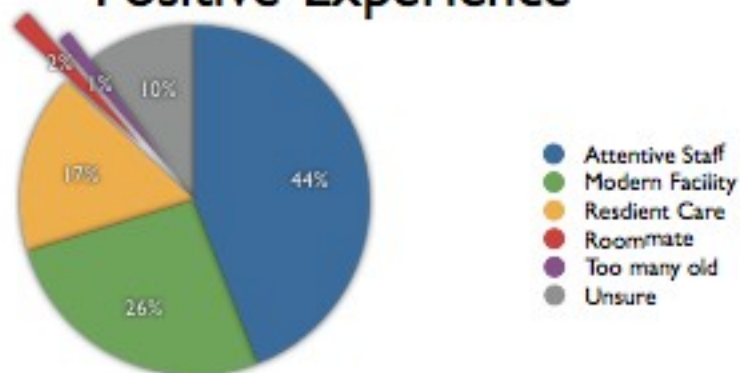
Attitude toward Nursing Homes by Personal Knowledge



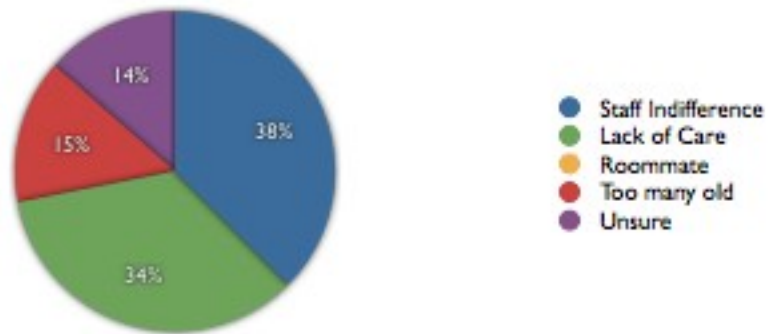
Attitudes toward Nursing Homes by Geographic Location



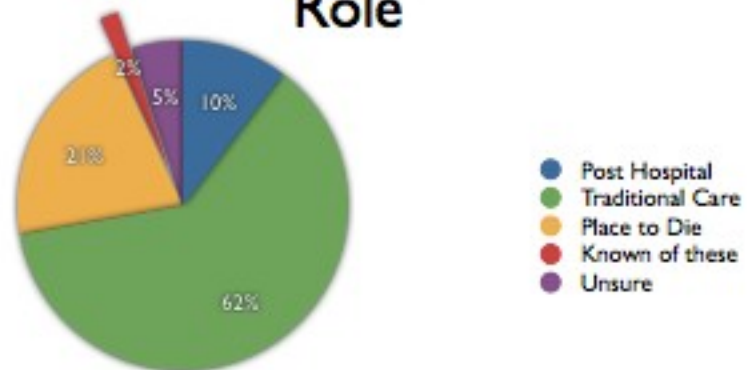
Contributing Factors to Positive Experience



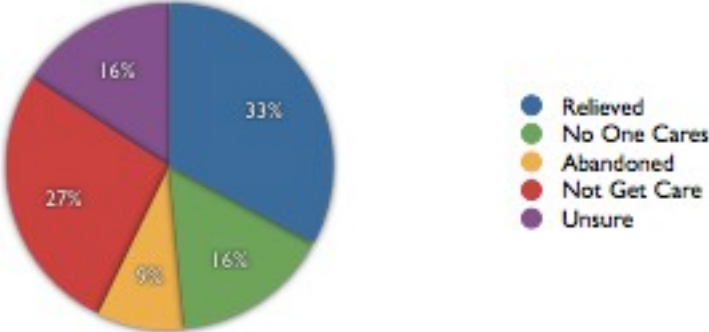
Contributing Factors to Negative Experience



Perception of Nursing Homes' Role

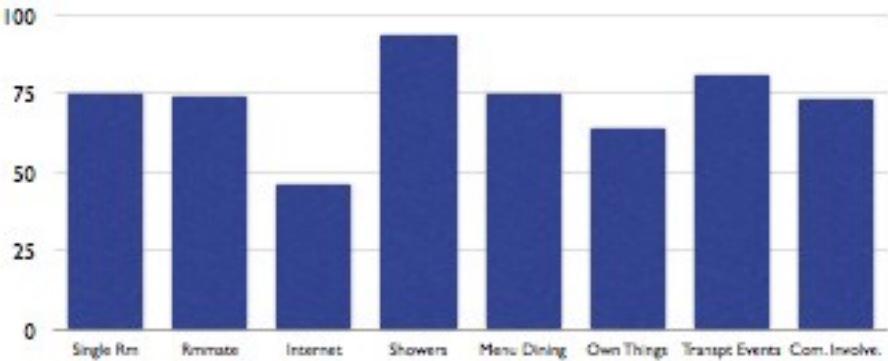


Emotional Response to Admission



Amenities People Want

■ Important



Important Factors in Choice

■ Important

