



Caring Across Generations

Message Strategies for Care Infrastructure

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From Oct. 3-5, 2022, Caring Across Generations conducted a survey in collaboration with Data for Progress, where we asked 1,528 likely voters nationally about care — home- and community-based services (HCBS), paid leave, child care, and the direct care workforce — using web panel respondents. In that sample, 470 people were a primary caregiver or a professional caregiver who also provided care in their household.

This document contains recommendations on:

- Making the case for public investment in care infrastructure
- Messages that resonate with likely voters

Key Insights

- **A large majority of the public supports more government investment in care infrastructure (Child Care, HCBS and Paid Leave).**
 - An overwhelming majority (89%) of likely voters support increasing government funding for home and community-based services to allow more seniors and people with disabilities to live independently and receive care services in their homes and communities.
 - Similarly, eight in 10 likely voters support guaranteeing paid family and medical leave for workers who need to take time off from work to take care of a family member.
 - Nearly three-fourths of voters believe that the government should invest in increasing access to high-quality child care for all Americans.
- **More than 70% of likely voters factor care and caregiving into their decisions to support candidates for public office.**
 - 73% of likely voters signaled they are more likely to support a candidate who supports guaranteed paid family and medical leave for workers.
 - 72% of likely voters said that they would be more likely to vote for a candidate who supports increasing government funding towards home and community-based services and the caregiving workforce.
 - 70% of likely voters are more likely to vote for a candidate who supports government investments in access to high-quality child care.



- **More than 70% of people who identified as a primary caregiver—including professional care workers—reported at least one example of how caregiving duties could negatively affect their employment.**
 - For respondents who said that caregiving had affected their employment, 43% said that more flexible work hours would help.
 - Similarly, 33% said that a flexible workplace policy would allow them to return to the workforce full time or be able to work more hours.
 - 16% of caregivers in our survey had worked remotely in order to provide care.
- **Voters across the political spectrum agree that we need more funding for HCBS.**
 - 93% of Democrats support more funding for HCBS so that aging adults and disabled people do not have to wait to receive high-quality care, and so that direct care workers have fair wages and benefits. , as do 74% of independents, and 66% of Republicans.

HCBS Message Recommendations

From Oct. 7-11, 2022, Caring Across Generations and Data for Progress conducted a survey of 1,220 likely voters nationally using web panel respondents, testing for message arguments for investing in HCBS.

The most convincing messages focus on the values of aging adults and disabled people **receiving care in their homes** and to **live their own independent lives** while receiving care. The third-most convincing message states that seniors and disabled people **do not deserve to be put on a waitlist** for months or years in order to receive the care they need.

Voters who self-identify as disabled and older voters also find the most convincing messages are the **home** and **independence** framings.

KEY MESSAGES

- **[Home]** Aging adults and disabled people have the right to receive care in the comfort of their own homes. We should increase funding for home and community-based services to allow people who need care to stay in the place where they are comfortable and feel at ease: their home.
- **[Independence]** Everyone, including disabled people and seniors, has the right to live their own independent lives. Funding towards home and community-based services would mean that more disabled people and seniors would be able to continue having their own independent lives with a caregiver in their homes and in their communities, not in an institution.



- **[Waitlist]** Aging adults and disabled people in this country should not have to wait for months to receive the care that they deserve and need. Increased funding for home and community-based services can help those 800,000 Americans who are stuck on waitlists without help in sight.

Demographic Data

Subsets:

- 470 respondents reported they are either personally or professionally responsible for a child under the age of 6, an elderly individual, or an individual with disabilities.
- 269 respondents reported that they are the individual's **primary** caregiver or a combination of a household member and professional caregiver.
 - Of those 269, 195 reported at least one way that caregiving had affected their employment.