

**TO: James Balda, Argentum**  
**From: Brian Larkin, McLaughlin & Associates**  
**RE: HHS Funding Study – Executive Summary**  
**Date: July 16, 2020**

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McLaughlin & Associates recently completed a national survey of likely 2020 voters. ***The results of this survey show overwhelming support among voters to provide the senior living community business sector with COVID-19 Provider Relief Funding. Voters instinctually understand that Provider Relief Funding for senior living communities will save the lives of their residents, protect frontline workers, and most importantly, protect the most vulnerable segment of the population, our senior citizens.***

**Survey Highlights:**

**There is overwhelming voter support to provide the senior living business sector with COVID-19 Provider Relief Funding.**

- On the benchmark question measuring voter approval to provide the senior living community with Provider Relief Funding, **80% of voters approve**. This strong benchmark rating is constant across party lines. Further, there is strong intensity behind the approval rating, as the plurality of voters, 44%, strongly approve.

***Would you approve or disapprove of the United States government and the Department of Health and Human Services providing senior living communities with emergency provider relief funding to help survive the current economic downturn?***

	TOTAL	Republican Voters	Democrat Voters	Independent Voters
<b>Approve</b>	80%	83%	81%	77%
<b>Disapprove</b>	12%	10%	14%	13%

- A strong majority of voters, **59%, disapprove** of the senior living community **not receiving** adequate Provider Relief Funds, with the plurality, 33%, saying they strongly disapprove.
- Three-quarters of the electorate, 76%, are more likely to vote for a candidate who supports increased COVID-19 Provider Relief Funding.

**Voters recognize that senior living community employees deserve adequate personal protective equipment and HERO Pay.**

Voters consider senior living community employees, and the work they do, to be on par with other critical frontline workers; and they understand that senior living community employees work in high-risk environments. They also recognize that these employees safeguard the health and well-being of our seniors and they deserve adequate personal protective equipment and HERO Pay.

***Are you more likely or less likely to support providing senior living communities with Provider Relief Funding if you knew “Much like hospital staff, workers in senior living communities are heroes risking their own health and wellbeing to care for residents. Increased provider relief funding will ensure that these frontline workers have adequate supplies of personal protective equipment, access to testing, and HERO Pay.”***

	TOTAL
<b>More Likely</b>	78%
<b>Less Likely</b>	10%

**Voters have very favorable opinions of senior living communities.**

- Seven out of 10 voters, 71%, have a favorable opinion of senior living communities. This rating is across the political spectrum, as 77% of Republicans, 69% of Democrats, and 68% of Independents all have a favorable opinion of senior living communities.
- One half of all voters, 48%, currently have, or have had, a loved one who has lived in a senior living community. Among this 48%, the favorable rating increases to 83%. This indicates that the one-half of voters who have had a personal experience with senior living communities also have a very favorable opinion of them.

**Conclusion:**

It's clear from our research that voters strongly approve of providing the senior living business sector with increased Provider Relief Funding as they struggle to navigate the COVID-19 pandemic. This is evident as three-quarters of voters are more likely to vote for a candidate who supports increased funding.

But most important, voters instinctually understand that increased Provider Relief Funding will help save the lives of our most vulnerable segment of the population, senior citizens.

**About McLaughlin & Associates:**

McLaughlin & Associates is a national survey research and strategic services company whose personnel have played a key role in electing candidates at all levels across the United States, Canada, Europe, Asia and Latin America. We have worked for President Donald J. Trump, 5 sitting United States Senators and 19 sitting members of Congress; Governors, and multiple retired officials. We specialize in public opinion research, media planning and buying services, and strategic consulting services.