Executive Summary

Polling Analysis

ReconMR, along with MBE Research, completed a national survey of 1,000 voters from Nov. 11-17, 2021. While a strong partisan divide remains across the United States on most issues, such is not the case regarding COVID-19 relief and support for senior living communities.

On the broad political questions in this survey such as presidential approval ratings, right track/wrong direction, and President Biden's re-election, evidence of the deep national political divide is present. However, when discussing senior living communities and the funding or relief assistance to these communities, support is often strong, bipartisan, and spread throughout all major demographic subsets of data.

Voters are concerned about the long-term sustainability of senior living such as worker/caregiver shortages and community closures on the heels of the COVID-19 pandemic. Likely tied to that concern is strong support for targeted and increased funding through COVID relief aid at the federal level for these communities. Regardless of party affiliation, a significant majority is concerned for the industry, believes it has received too little COVID relief funding, and supports more and targeted funding from the federal government.

Concern is not limited to those who have loved ones in senior living communities. The survey found that younger and middle-aged respondents express a notable amount of concern for the industry post-pandemic as well as support for targeted and increased funding.

In terms of political support, senior living issues galvanize support along party lines but are not exclusive to party affiliation. Democrat voters are more likely to reward President Biden while GOP and independent voters would be more likely to reward their members of Congress who work to find solutions for the industry. Republicans, Democrats, and independents support targeted funding to help the industry and avoid closures and worker shortages. The same is true across other major demographic categories.

Specific Issues

- A strong **majority** believes the country is on the **wrong track**. Only 30% of respondents believe the United States is headed in the right direction compared to 60% who believe things are on the wrong track. Interestingly, as age increases the number of respondents who believe the country is on the right track decreases. Minority groups appear much more satisfied with the direction of the country than white respondents and 49% of women say the country is headed in the right direction compared to 43% of men. Only 12% of GOP respondents and 28% of independents believe the country is headed in the right direction compared to 57% of Democrats.

- While **46%** of respondents **approve of the job President Biden** is doing, **51% disapprove.** The president's job approval decreases with age and minority respondents are significantly more likely to approve of the job he is doing than white respondents.

Democrats (77%) are far more likely to approve than Republicans (12%) and independents (38%).

- A **48% plurality agrees President Biden has kept the campaign promises he made to senior citizens** compared to 41% who disagree and 11% who do not know. Only 37% of those over the age of 55 believe he has kept his promises to seniors compared to 52% who disagree. Younger (57%) and middle-aged (45%) respondents are far more likely to agree the president has kept his promises to senior citizens. Union households (54%) are more likely than non-union households (44%) to agree he has kept his promises to seniors. Almost three-fourths of Democrats (72%) agree compared to 37% of independents and 21% of Republicans.

- **On fighting COVID-19,** 56% agree President Biden has kept his promises compared to 40% who disagree.

- Nearly four-in-five **(77%)** of respondents agree President Biden should **prioritize remaining COVID-19 funding for senior living communities** and only 18% disagreed – this includes 41% who STRONGLY agree and just 9% who STRONGLY disagree.

- Overall **awareness of the struggle facing senior living communities** during the pandemic stands at **67%**. Awareness tends to decrease as age increases. Minority respondents indicate they have heard more about this struggle than white respondents and union respondents (74%) are more aware than non-union respondents (63%).

- Nearly nine in 10 **(86%) agree President Biden should prioritize COVID-19 funding for senior living communities** while only 14% disagree. This includes 45% who STRONGLY agree and just 5% who STRONGLY disagree. Agreement is strong across the board with nearly 90% agreement among all age, racial, and gender categories.

- When asked, **89%** of respondents say they are **concerned about worker shortages** in senior living communities caused by the pandemic. Moreover, 50% say they are VERY concerned. Concern is slightly higher among the more senior respondents than younger and middle-aged respondents. Those who have a loved one in a senior living community are also slightly more concerned than those who do not.

- As with other questions regarding senior living community funding, **88% agree** these communities should receive **TARGETED funding** in COVID-19 relief. Of the 88%, 44% strongly agree. More than 85% of each age category, each racial group, and gender agree senior living communities should receive targeted funding. Ninety percent plus (90%+) of Democrats and independents agree with such targeted funding but so too do 82% of GOP respondents.

- A **56% majority** believe 1% of COVID relief money allocated to senior living communities is **not enough**. Non-union households (62%) are much more likely to say 1% is not enough funding compared to union households (47%).

- Respondents were asked how concerned they are that **senior living communities may close** because of funding shortages associated with COVID-19 – **45% said they were very concerned**, 42% somewhat concerned, 9% not very concerned, and 4% not at all concerned.

- **A 43% plurality have more trust in state governors and legislatures** than President Biden (38%) and Congress (19%) to help senior living facilities. Older respondents are more likely to trust governors and legislatures while younger respondents are slightly more likely to trust President Biden.