California Voters Weigh in on the Master Plan for Aging in Light of COVID-19

August 10, 2020 1:30-2:30 pm PT





Bruce Chernof, MD, FACP President & CEO The SCAN Foundation

Assembly Member Adrin Nazarian Chair, Assembly Committee on Aging and Long-Term Care

OVERVIEW OF VOTER SURVEY & KEY FINDINGS





Justin Wallin, Pollster

J. Wallin Opinion Research



Justin Wallin is a "marketing concept" strategist, with over fifteen years of experience helping to develop communications strategy through opinion research. Wallin delivers strategic direction to Fortune 500 firms, statewide, city and municipal governments, political candidates and campaigns, organizations and non-profit organizations, entrepreneurial ventures and other businesses.

He is a recognized expert in accurately measuring public opinion, forecasting outcomes and identifying the most effective ways to influence thoughts and behaviors.

Wallin is a regular guest on Fox News, CNN and BBC. His research, commentary and analysis can be found in RealClearPolitics, Politico, Roll Call, Campaigns & Elections, Public CEO and Inside Politics with Nathan Gonzales. He has lectured at the University of Southern California, Pepperdine University, Loyola Marymount University, California State Universities and Hillsdale College and has taught both graduate and undergraduate courses in marketing. He is a featured speaker throughout the nation on matters of strategy, marketing and messaging.

After driving global strategy and marketing programs in the technology industry early in his career, Wallin was a founder of the re-launched, historic Columbia Yacht Corporation. The racing boats he built span the globe. He sold his stake in the company in 2008.

Wallin is a Fellow of the Jesse M. Unruh Institute of Politics at USC.

Wallin received his MBA with an emphasis in marketing and strategy from the University of Southern California, and his BA (Philosophy) from Whittier College.



California Statewide Voter Survey

Report on results

From Thursday, June 18 through Monday, June 29, 2020 J. Wallin Opinion Research conducted a telephone survey of voters throughout California.

We interviewed 1,000 respondents using live, professional interviewers, speaking Spanish and English languages and calling both mobile and landlines (56.0% of this survey was completed on mobile phones). A survey of this size yields a margin of error of +/-3.1% (95% confidence interval). Our sample is stratified, meaning that the demographic composition of our results matches the demographic composition of the region that we surveyed.

J. Wallin Opinion Research performs research on behalf of business, government and political clients.



General Themes



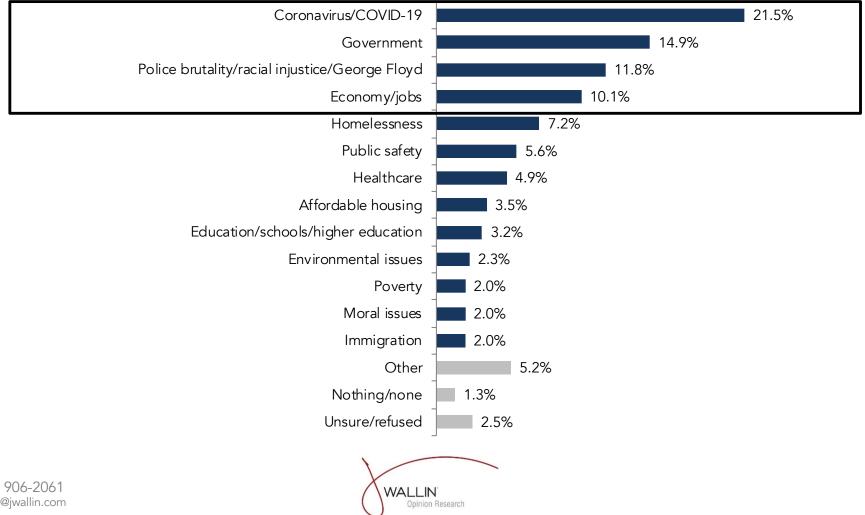
What is top of mind in California?





COVID-19, government, George Floyd and the economy Are the top issues to California voters

Question: What is the most important issue facing your community today?



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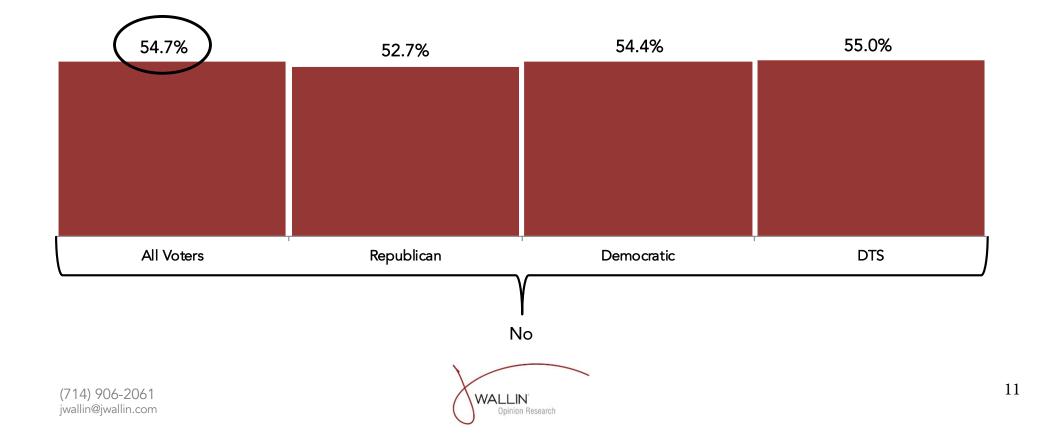
Is California Prepared To Care for Its Aging Population?



A majority (54.7%) feels that the State of California

Is NOT prepared to care for its growing aging population now and in the future

Question: Since March, the Coronavirus crisis has hit older adults and people with chronic conditions particularly hard. At the same time, California's population is aging, bringing with it an increase in the number of people who need services and supports across the healthcare and social services system, but often who cannot afford or find available options. Do you feel that California is prepared to care for its growing aging population now and into the future?



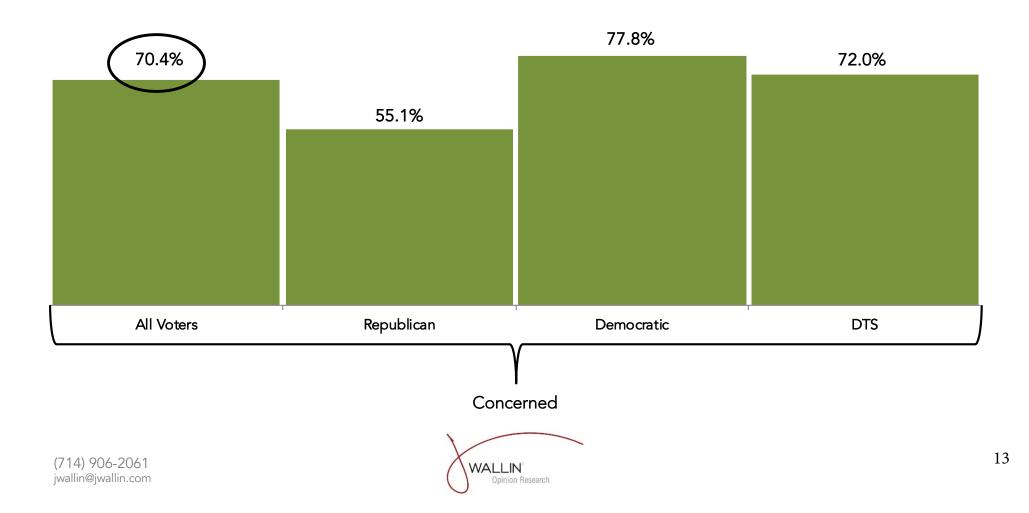
Concern About Paying For Long-Term Care



Over a supermajority (70.4%) is concerned

About their own ability to pay for their or their loved one's long-term care

Question: Long-term care includes non-medical services and supports that aging Californians often need including help with things like eating, bathing, assisting with shopping, taking medications or doing household chores. Medicare does not cover these services. Most of the time, people and families have to pay out of their own pocket for this type of support which can be very expensive. How concerned are you personally about your ability to pay for your or your loved ones' long-term care in the future?



What Should California's Governor and Legislature Prioritize for Our State's Aging Population?



What should be the TOP priorities for California's

Governor/Legislature to address immediately for the state's aging population?

Question: Now I am going to read you a list of several issues that face California's aging population. Experts agree that each are important, but not everything can receive immediate attention from our state's policymakers. Please choose which three should be the TOP priorities that the governor and Legislature should address immediately for California's aging population?

	1
Making healthcare and long-term care services more affordable	48.1%
Developing more affordable housing options	34.7%
Improving care in nursing homes with more options for care in one's own home and community	24.3%
Fighting poverty among older adults and people with disabilities	23.5%
Ensuring that long-term care services are available in every community	21.8%
- Building a high-quality workforce that is paid fairly for the services they deliver	19.4%
- Supporting family caregivers	17.9%
Developing a system that is easy to navigate and the information and assistance that is most needed	17.4%
Preventing physical and financial abuse of aging Californians	17.1%
- Developing more accessible transportation options	9.5%
- Addressing isolation among older adults, magnified by the Coronavirus crisis	9.0%
- Ensuring older adults have acccess to digital technology, including training and education	5.7%
- Unsure/refused	10.0%
-]



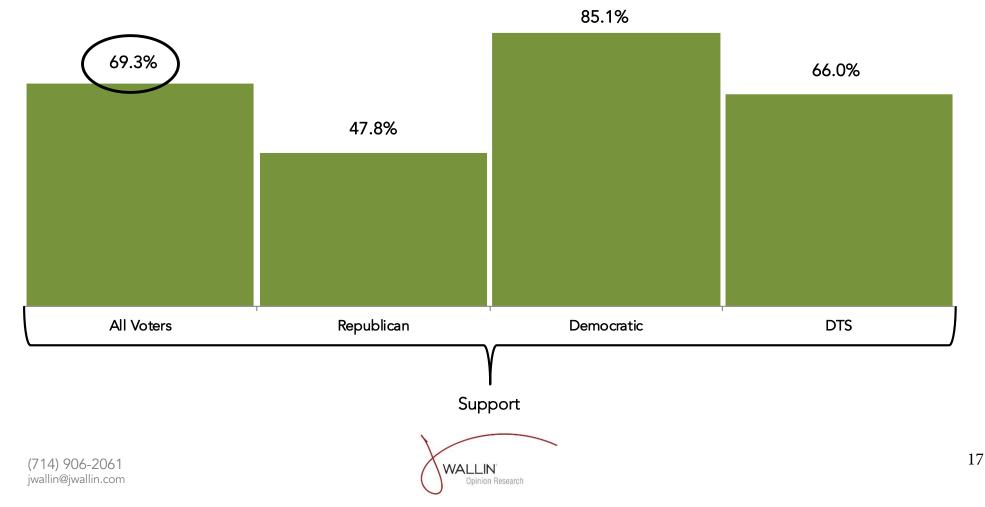
The Master Plan for Aging



Over a supermajority (69.3%) supports California prioritizing

Implementing a Master Plan for Aging

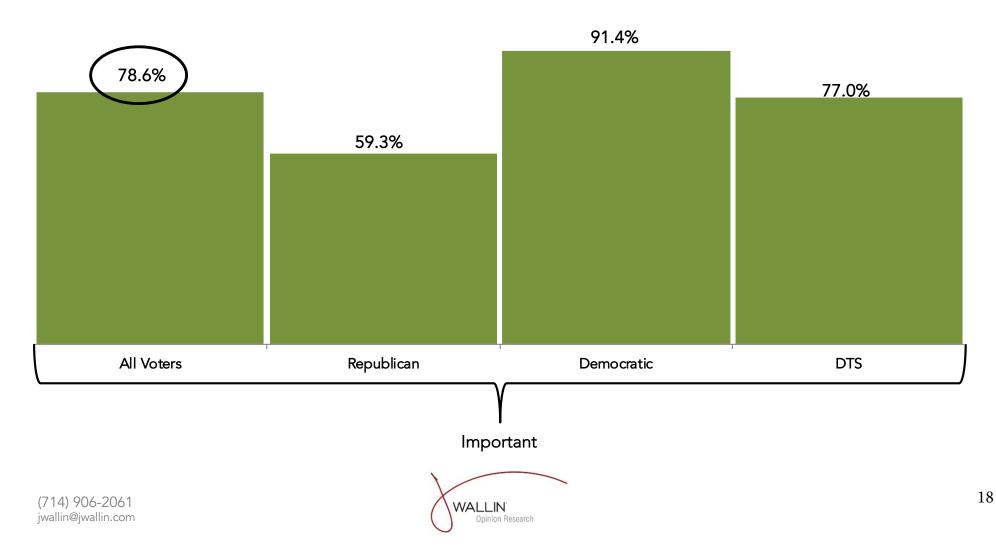
Question: Over the next decade, California's aging population will increase by four million. In 25 years, it will double. More than half will require some form of long-term care. Governor Newsom took bold action in June of last year by calling for the creation of a Master Plan for Aging to build "an age-friendly state so that all Californians can age with dignity and independence." The Master Plan is currently in development and will be released later this year. Do you support California prioritizing implementing a Master Plan for Aging now, to address the needs of California's aging population?



Nearly 8 in 10 voters (78.6%) say that it is important

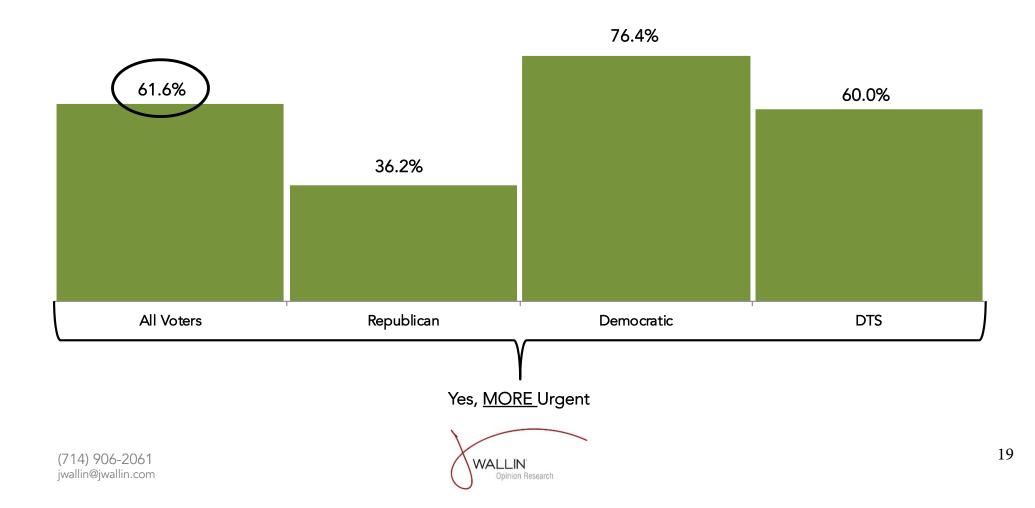
To develop a system that is easy to navigate for our aging Californians

Question: The Master Plan for Aging includes developing a system that is easy to navigate with the information and assistance that is most needed. Given the new realities of Coronavirus, how important do you feel it is to develop this system for our aging Californians?



Well over a majority (61.6%) feel that the pandemic has made It <u>more urgent</u> for CA's elected leaders to focus on the Master Plan for Aging

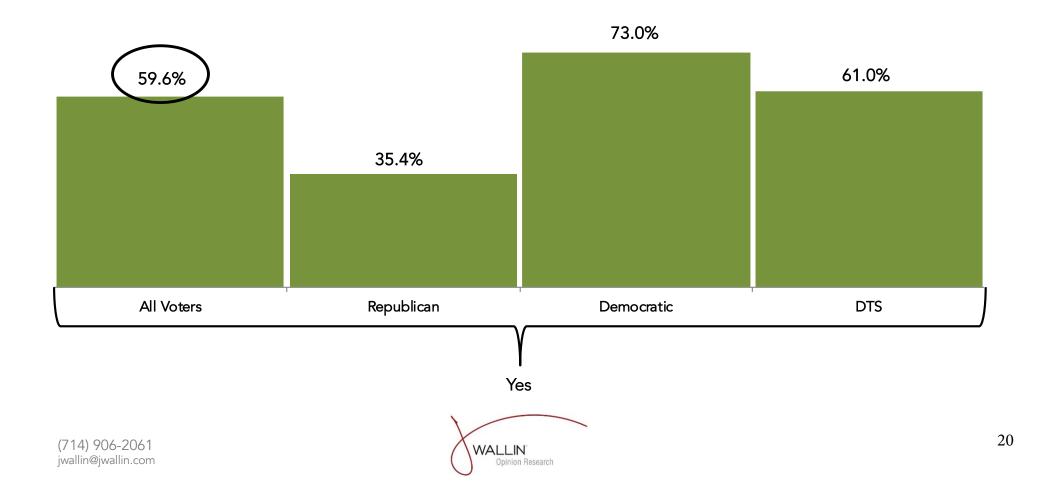
Question: Do you feel that the Coronavirus pandemic has made it more urgent for California's elected leaders to focus on the Master Plan for Aging?



Well over a majority (59.6%) feel that the state of California

Should be held accountable for, and invest in, the Master Plan's goals and priorities

Question: The Master Plan for Aging is expected to be released later this year. Following its release, do you feel that the state of California should be held accountable for, and invest in the Master Plan's goals and priorities?





Thank you

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Stakeholder Reactions: A Panel Discussion

Kim McCoy Wade, Moderator
 Director
 California Department of Aging

• Karen Lincoln, PhD

Associate Professor Suzanne Dworak-Peck School of Social Work, USC

Shireen McSpadden

Director of Disability and Aging Services City of San Francisco

Christina Mills

Executive Director California Foundation for Independent Living Centers

Our Vision:

A society where older adults can access health and supportive services of their choosing to meet their needs.

Our Mission:

To advance a coordinated and easily navigated system of high-quality services for older adults that preserve dignity and independence.



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