



# 2013 Survey of Assisted Living Residents

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Findings of an independent survey of 500 assisted living residents, commissioned by ALFA and conducted by two independent third-party pollsters.

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## 2013 Survey of Assisted Living Residents

Assisted living residents are overwhelmingly satisfied with the communities in which they live, according to a new survey of 500 seniors living in assisted living.

By an 8-1 margin, assisted living residents agree with the following statement: “Assisted living communities are an excellent choice for seniors who want to live active, independent lives, but may just need a little help now and then. Assisted living communities have a professional and caring staff that provides a safe ‘home away from home’ for residents. There are ample rules and regulations in place to ensure residents remain safe and are well taken care of. Residents living in assisted living communities enjoy a healthy and high quality of life.”

In fact, fully 93% of assisted living residents say they are satisfied with the community in which they live, with 68% saying they are “very satisfied.”

### **RESIDENTS SAY THEY ENJOY A HIGH QUALITY OF LIFE**

- 94% of assisted living residents say they are satisfied with their overall quality of life in their assisted living community.
- 93% of assisted living residents say they are satisfied with the level of personal independence they enjoy in their community.

### **RESIDENTS SAY THEY FEEL SAFE**

- 99% of assisted living residents say they feel safe living in their community, with fully 88% saying they feel “very safe.”
- 91% of assisted living residents say they are safer living in an assisted living community than they would be living on their own.

### **RESIDENTS SAY THEY ENJOY A HIGH LEVEL OF CARE**

- 93% of assisted living residents say they are satisfied with the level of personal attention paid to them by staff.
- 90% of assisted living residents say they are satisfied with the overall quality of care they receive.



- 87% of assisted living residents say the workers in their community are well trained and well qualified to do their job.
- 86% of assisted living residents say the workers in their community “care about me as a person.”

### **Additional Survey Information:**

The bipartisan research team of Public Opinion Strategies and Frederick Polls conducted 500 telephone interviews nationwide among current assisted living community residents. Interviews were conducted July 15-18, 2013 with an overall margin of sampling error of +4.38% in 95 out of 100 occurrences.

**Sample Size:** A large sample size of N=500 residents, living in 398 different assisted living communities across the country, provided a margin of error of plus or minus 4.38 percent at the 95 percent confidence level for responses reporting the full sample. Margins of sampling error for smaller demographic and geographic subgroups – such as gender, age and region – will be somewhat higher. However, with a large overall sample, the end results overall and for individual sub-groups are more accurate.

**Sample Methodology:** Respondents were identified by matching telephone records with those residents living at assisted living communities. Over 40,000 records were identified and used in the research project. No more than 2 interviews were conducted in each assisted living community to ensure the sample would be random and representative. Interviewers then called these phone numbers in random order, asking follow-up screening questions to ensure that respondents qualify for the study. This methodology will ensure the most complete representation of all residents’ opinions in the research.

**Quotas:** Quotas were set to match regional and demographic specifications. Interviews were distributed proportionally by region and the sample is demographically representative.

**Interviewing:** Interviewing for the survey was administered by Public Opinion Strategies (POS). POS has well-established procedures to supervise the interviewing process and to verify that interviews are conducted according to specifications. Among these procedures are the monitoring of actual interviews by on-site supervisors, identification of each interview by interviewer, and the



use of a regularly employed staff of professional, full time interviewers. There is an established protocol for callbacks of busy or “not-at-home” numbers designed specifically to maintain the randomness of interviewee selection.

Our phone center is located in Utah, which allows our interviewers to have the “flat” accents to eliminate any bias during the conduction of the interview. They also ONLY conduct polls - never any telemarketing - so that they are not used to persuading or coaxing and therefore don’t affect survey results. With our phone centers, we also stress professionalism, friendliness, and lack of bias so our interviewers sound like they are calling from “down the street.”

**Data Analysis:** Response data was analyzed by POS’s data processing department. The department employs a data-checking and editing system to eliminate errors and document the handling of data received from the interviewers.

Additional survey methodology and information can be found in a report at <http://www.alfa.org/2013methodology>.

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