

Independent Age – Care Homes Poll

METHODOLOGY NOTE

ComRes interviewed 2,030 GB adults aged 18+ online between 28th and 30th October 2016. Data were weighted by age, gender, region and socio-economic grade to be representative of all British adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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To commission a voting intention poll or a public opinion survey please contact Tom Mludzinski: tom.mludzinski@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Care Homes Survey

ONLINE Fieldwork: 28th-30th October 2016

Absolutes/col percents

Table 1

Q.0 If you wanted to find a care home for an elderly relative or friend, which, if any, of the following websites or organisations would you go to first to look for information?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2030	1001	1029	163	279	327	437	310	514	687	591	278	474	265	875
Weighted base	2030	989	1041	236	352	333	362	293	455	546	546	443	495	265	884
Google or other search engine	595 29%	303 31%	291 28%	97 41%FGH	124 35%FGH	112 33%fGH	97 27%H	72 25%	94 21%	175 32%L	180 33%L	132 30%L	108 22%	76 29%	283 32%
Local council	333 16%	164 17%	169 16%	14 6%	44 12%C	43 13%C	64 18%Cd	63 21%CDE	107 23%CDEF	83 15%	85 16%	65 15%	101 20%ljk	41 16%	112 13%
Care Quality Commission	326 16%	135 14%	191 18%A	20 8%	38 11%	49 15%c	58 16%Cd	62 21%CDe	98 22%CDEf	107 20%KL	92 17%	56 13%	72 14%	58 22%N	122 14%
NHS Choices	290 14%	144 15%	146 14%	48 20%FGH	74 21%eFGH	48 14%	38 11%	28 10%	52 12%	58 11%	65 12%	78 18%IJ	88 18%IJ	37 14%	141 16%
Other	36 2%	17 2%	19 2%	1 1%	1 *	2 1%	8 2%D	6 2%d	18 4%CDE	13 2%K	12 2%K	1 *	10 2%K	3 1%	10 1%
I don't know where I would go to for information	450 22%	226 23%	225 22%	56 24%	71 20%	79 24%	97 27%dH	61 21%	86 19%	110 20%	112 21%	111 25%	117 24%	49 19%	216 24%m

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

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Table 1

Q.0 If you wanted to find a care home for an elderly relative or friend, which, if any, of the following websites or organisations would you go to first to look for information?

Base: All respondents

	Region													Q.2 How would you describe your overall perceptions of the quality of care in care homes for the elderly?					Q.1 Have you visited an elderly relative or friend who is living in a care home in the past twelve months?		
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	NET: Good (n)	Very good (o)	Fairly good (p)	Fairly bad (q)	Very bad (r)	NET: Bad (s)	Yes (t)	No (u)
Unweighted base	2030	210	80	1740	94	228	198	157	148	186	285	274	170	806	77	729	753	167	920	320	1710
Weighted base	2030	176	103*	1750	85*	233	172	183	150	197	268	284	178	795	77*	718	746	169	915	309	1721
Google or other search engine	595 29%	51 29%	20 20%	524 30%b	30 36%BFi	54 23%	54 32%bfi	50 27%	33 22%	54 27%	104 39%ABFHI JL	84 30%	59 33%bfi	221 28%	24 31%	197 27%	244 33%p	44 26%	289 32%	93 30%	502 29%
Local council	333 16%	42 24%DfgHJ KLm	29 28%DfGHJ KLM	262 15%	15 18%	38 17%	27 15%	24 13%	31 21%L	29 15%	40 15%	32 11%	27 15%	159 20%S	12 16%	146 20%Qr	116 16%	23 14%	139 15%	56 18%	277 16%
Care Quality Commission	326 16%	26 15%	19 18%	281 16%	9 10%	42 18%g	19 11%	30 16%	37 25%AEghj KM	32 16%	36 13%	50 17%g	26 15%	148 19%	17 23%	130 18%	126 17%	26 15%	152 17%	67 22%U	259 15%
NHS Choices	290 14%	22 13%	9 8%	259 15%	11 13%	34 15%	28 16%	38 21%aBIkl M	15 10%	41 21%aBIkl M	34 13%	38 13%	20 11%	132 17%S	18 23%Q	114 16%Q	87 12%	23 14%	110 12%	53 17%	237 14%
Other	36 2%	1 1%	1 1%	34 2%	- -	2 1%	6 4%afk	3 1%	2 1%	5 3%	2 1%	8 3%	6 3%ak	18 2%	2 2%	17 2%	11 2%	5 3%	16 2%	9 3%	27 2%
I don't know where I would go to for information	450 22%	34 19%	26 25%	390 22%	20 24%	62 27%jk	39 23%	38 21%	31 21%	36 18%	50 19%	73 26%k	41 23%	117 15%	4 5%	113 16%O	160 22%OP	48 28%OPq	208 23%N	31 10%	419 24%T

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/s - o/p/q/r - t/u

*** small base; ** very small base (under 30) ineligible for sig testing**

Care Homes Survey

ONLINE Fieldwork: 28th-30th October 2016

Absolutes/col percents

Table 2

Q.1 Have you visited an elderly relative or friend who is living in a care home in the past twelve months?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2030	1001	1029	163	279	327	437	310	514	687	591	278	474	265	875
Weighted base	2030	989	1041	236	352	333	362	293	455	546	546	443	495	265	884
Yes	309 15%	149 15%	160 15%	28 12%	53 15%	40 12%	38 11%	53 18%eF	97 21%CdEF	103 19%kL	91 17%L	61 14%	54 11%	46 17%	121 14%
No	1721 85%	840 85%	881 85%	208 88%H	299 85%h	293 88%gH	324 89%GH	240 82%	358 79%	443 81%	455 83%	382 86%i	442 89%IJ	218 83%	763 86%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Care Homes Survey

ONLINE Fieldwork: 28th-30th October 2016

Absolutes/col percents

Table 2

Q.1 Have you visited an elderly relative or friend who is living in a care home in the past twelve months?

Base: All respondents

	Region													Q.2 How would you describe your overall perceptions of the quality of care in care homes for the elderly?					Q.1 Have you visited an elderly relative or friend who is living in a care home in the past twelve months?		
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	York-shire & Humber-side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	NET: Good (n)	Very good (o)	Fairly good (p)	Fairly bad (q)	Very bad (r)	NET: Bad (s)	Yes (t)	No (u)
Unweighted base	2030	210	80	1740	94	228	198	157	148	186	285	274	170	806	77	729	753	167	920	320	1710
Weighted base	2030	176	103*	1750	85*	233	172	183	150	197	268	284	178	795	77*	718	746	169	915	309	1721
Yes	309 15%	31 18%	13 12%	265 15%	13 15%	27 12%	28 16%	37 20%FL	21 14%	37 19%fl	45 17%	34 12%	24 14%	224 28%S	49 64%PQR	175 24%QR	63 8%	14 8%	77 8%	309 100%U	-
No	1721 85%	145 82%	91 88%	1485 85%	72 85%	206 88%Hj	145 84%	146 80%	129 86%	160 81%	223 83%	250 88%Hj	154 86%	571 72%	28 36%	543 76%O	683 92%OP	155 92%OP	838 92%N	-	1721 100%T

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/s - o/p/q/r - t/u

*** small base; ** very small base (under 30) ineligible for sig testing**

Care Homes Survey

ONLINE Fieldwork: 28th-30th October 2016

Absolutes/col percents

Table 3
Q.2 How would you describe your overall perceptions of the quality of care in care homes for the elderly?
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2030	1001	1029	163	279	327	437	310	514	687	591	278	474	265	875
Weighted base	2030	989	1041	236	352	333	362	293	455	546	546	443	495	265	884
NET: Good	795 39%	408 41%	387 37%	66 28%	115 33%	121 36% ^c	128 35%	140 48% ^{CDEF}	226 50% ^{CDEF}	231 42% ^K	217 40%	151 34%	195 39%	100 38%	333 38%
Very good (4)	77 4%	38 4%	39 4%	7 3%	22 6% ^{eFg}	10 3%	9 2%	8 3%	21 5%	25 5%	20 4%	17 4%	14 3%	10 4%	38 4%
Fairly good (3)	718 35%	370 37%	348 33%	59 25%	92 26%	112 33% ^{cd}	119 33% ^{cd}	131 45% ^{CDEF}	205 45% ^{CDEF}	206 38% ^K	197 36%	134 30%	181 37%	90 34%	295 33%
Fairly bad (2)	746 37%	362 37%	384 37%	96 41%	133 38%	125 38%	139 38%	96 33%	156 34%	208 38% ^l	198 36%	180 41% ^L	160 32%	103 39%	330 37%
Very bad (1)	169 8%	70 7%	99 10% ^a	21 9%	27 8%	35 10% ^h	31 8%	26 9%	29 6%	34 6%	57 10% ^l	33 7%	45 9% ⁱ	24 9%	73 8%
NET: Bad	915 45%	432 44%	483 46%	117 50% ^h	160 46%	160 48% ^h	169 47% ^h	123 42%	185 41%	242 44%	255 47%	213 48%	205 41%	127 48%	402 46%
Don't know	320 16%	149 15%	170 16%	52 22% ^{GH}	77 22% ^{eGH}	52 16% ^{gH}	64 18% ^{GH}	30 10%	44 10%	73 13%	74 13%	78 18%	95 19% ^{lJ}	38 14%	149 17%
Mean	2.41	2.45 ^b	2.38	2.28	2.40	2.34	2.36	2.46 ^{Cef}	2.53 ^{CDEF}	2.47 ^{jk}	2.38	2.37	2.41	2.38	2.41
Standard deviation	0.73	0.71	0.74	0.71	0.78	0.74	0.71	0.72	0.70	0.71	0.75	0.71	0.74	0.73	0.74
Standard error	0.02	0.02	0.03	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.05	0.03

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Care Homes Survey

ONLINE Fieldwork: 28th-30th October 2016

Absolutes/col percents

Table 3
Q.2 How would you describe your overall perceptions of the quality of care in care homes for the elderly?
 Base: All respondents

	Region													Q.2 How would you describe your overall perceptions of the quality of care in care homes for the elderly?					Q.1 Have you visited an elderly relative or friend who is living in a care home in the past twelve months?		
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	York-shire & Humber-side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	NET: Good (n)	Very good (o)	Fairly good (p)	Fairly bad (q)	Very bad (r)	NET: Bad (s)	Yes (t)	No (u)
Unweighted base	2030	210	80	1740	94	228	198	157	148	186	285	274	170	806	77	729	753	167	920	320	1710
Weighted base	2030	176	103*	1750	85*	233	172	183	150	197	268	284	178	795	77*	718	746	169	915	309	1721
NET: Good	795 39%	91 52% DeFGJ KLM	43 42%	661 38%	34 39%	77 33%	63 37%	78 43% f	64 43% f	76 39%	93 35%	110 39%	66 37%	795 100% S	77 100% QR	718 100% QR	-	-	-	224 73% U	571 33%
Very good	(4) 77 4%	17 10% DBFGIK LM	2 2%	57 3%	3 4%	4 2%	3 2%	9 5%	3 2%	10 5% f	13 5% f	6 2%	4 2%	77 10% S	77 100% PQR	-	-	-	-	49 16% U	28 2%
Fairly good	(3) 718 35%	74 42% dFK	41 40%	603 34%	30 36%	73 31%	60 35%	69 38%	60 40% K	66 34%	79 30%	104 37%	62 35%	718 90% S	-	718 100% OQR	-	-	-	175 57% U	543 32%
Fairly bad	(2) 746 37%	46 26%	34 33%	666 38% A	24 29%	88 38% A	66 38% A	63 34%	66 44% AE	73 37% A	108 40% Ae	116 41% Ae	62 35% a	-	-	-	746 100% OPR	-	746 82% N	63 20%	683 40% T
Very bad	(1) 169 8%	11 6%	7 7%	151 9%	8 10%	19 8%	19 11% h	10 6%	11 7%	15 8%	22 8%	20 7%	26 14% AfHijk L	-	-	-	-	169 100% OPQ	169 18% N	14 4%	155 9% T
NET: Bad	915 45%	57 32%	41 39%	817 47% A	33 38%	108 46% A	85 49% A	73 40%	77 52% Aeh	88 45% A	129 48% A	136 48% A	88 49% A	-	-	-	746 100% OP	169 100% OP	915 100% N	77 25%	838 49% T
Don't know	320 16%	28 16% l	19 19% l	272 16%	19 22% ll	48 21% lL	25 14% l	31 17% l	9 6%	32 16% l	46 17% l	37 13% l	25 14% l	-	-	-	-	-	-	8 3%	312 18% T
Mean	2.41	2.65 DeFG JKLM	2.46	2.38	2.43	2.33	2.32	2.51 FGM	2.40	2.44	2.38	2.39	2.29	3.10 S	4.00	3.00	2.00	1.00	1.82	2.86 U	2.31
Standard deviation	0.73	0.79	0.68	0.72	0.78	0.69	0.72	0.72	0.67	0.75	0.74	0.67	0.77	0.30	0.00	0.00	0.00	0.00	0.39	0.73	0.69
Standard error	0.02	0.06	0.08	0.02	0.09	0.05	0.06	0.06	0.06	0.06	0.05	0.04	0.06	0.01	0.00	0.00	0.00	0.00	0.01	0.04	0.02

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/s - o/p/q/r - t/u
 * small base; ** very small base (under 30) ineligible for sig testing

Care Homes Survey

ONLINE Fieldwork: 28th-30th October 2016

Absolutes/col percents

Table 4
Q.3 Would you say that abuse and neglect in care homes for the elderly is...?
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2030	1001	1029	163	279	327	437	310	514	687	591	278	474	265	875
Weighted base	2030	989	1041	236	352	333	362	293	455	546	546	443	495	265	884
NET: Common	1051 52%	453 46%	598 57%A	139 59%Gh	187 53%	175 52%	188 52%	139 47%	224 49%	257 47%	281 51%	246 56%I	267 54%I	129 49%	468 53%
Very common (4)	208 10%	74 8%	134 13%A	41 18%EFgH	43 12%H	33 10%H	38 11%H	31 10%H	22 5%	38 7%	59 11%I	59 13%I	53 11%I	21 8%	114 13%M
Fairly common (3)	843 42%	379 38%	464 45%A	97 41%	144 41%	142 42%	150 41%	108 37%	202 44%g	220 40%	222 41%	187 42%	214 43%	108 41%	354 40%
Not very common (2)	662 33%	375 38%B	287 28%	41 18%	105 30%C	93 28%C	118 33%C	118 40%CDEF	187 41%CDEF	207 38%KL	183 34%	122 28%	149 30%	96 36%N	252 29%
Not at all common (1)	55 3%	42 4%B	13 1%	5 2%	8 2%	8 2%	15 4%	7 2%	12 3%	18 3%	16 3%	9 2%	13 3%	8 3%	28 3%
NET: Not common	718 35%	418 42%B	300 29%	46 19%	113 32%C	102 31%C	133 37%C	125 43%CDE	200 44%CDEF	225 41%KL	199 36%k	132 30%	162 33%	105 40%N	281 32%
Don't know	261 13%	118 12%	143 14%	51 22%FGH	52 15%H	57 17%FGH	41 11%H	29 10%	32 7%	64 12%	67 12%	65 15%	66 13%	31 12%	136 15%
Mean	2.68	2.56	2.80A	2.95DEFGH	2.74gH	2.72H	2.66H	2.61	2.55	2.57	2.68I	2.78J	2.72I	2.61	2.74M
Standard deviation	0.72	0.72	0.70	0.74	0.73	0.71	0.75	0.72	0.64	0.69	0.73	0.73	0.72	0.70	0.76
Standard error	0.02	0.02	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Care Homes Survey

ONLINE Fieldwork: 28th-30th October 2016

Absolutes/col percents

Table 4

Q.3 Would you say that abuse and neglect in care homes for the elderly is...?

Base: All respondents

	Total	Region											Q.2 How would you describe your overall perceptions of the quality of care in care homes for the elderly?						Q.1 Have you visited an elderly relative or friend who is living in a care home in the past twelve months?		
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	York-shire & Humber-side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	NET: Good (n)	Very good (o)	Fairly good (p)	Fairly bad (q)	Very bad (r)	NET: Bad (s)	Yes (t)	No (u)
Unweighted base	2030	210	80	1740	94	228	198	157	148	186	285	274	170	806	77	729	753	167	920	320	1710
Weighted base	2030	176	103*	1750	85*	233	172	183	150	197	268	284	178	795	77*	718	746	169	915	309	1721
NET: Common	1051 52%	73 41%	54 52%	924 53%A	48 56%A	123 53%A	95 55%Ajm	100 55%A	89 59%AJM	89 45%	152 57%AJM	148 52%A	80 45%	244 31%	30 39%	214 30%	583 78%OP	150 89%OPQ	733 80%N	140 45%	912 53%T
Very common	(4) 208 10%	8 5%	8 8%	192 11%A	9 11%a	28 12%AL	17 10%al	16 9%	27 18%AbgHj	20 10%al	40 15%AhL	15 5%	20 11%AL	17 2%	3 3%	15 2%	93 12%OP	92 54%OPQ	185 20%N	28 9%	180 10%
Fairly common	(3) 843 42%	65 37%	46 44%	733 42%	39 45%	95 41%	77 45%jm	84 46%jm	62 42%	69 35%	112 42%	133 47%AJM	61 34%	227 28%	28 36%	199 28%	490 66%OPR	58 34%	548 60%N	111 36%	732 43%T
Not very common	(2) 662 33%	75 43%DEF	33 GhI2%	554 32%	23 27%	68 29%	54 31%	60 33%	46 31%	69 35%k	70 26%	99 35%K	64 36%k	456 57%S	32 42%QR	424 59%OQR	134 18%R	13 7%	147 16%	131 42%U	531 31%
Not at all common	(1) 55 3%	9 5%DfHI	2 2%	44 3%	1 1%	4 2%	4 2%	2 1%	2 1%	7 3%	10 4%	8 3%	8 4%h	41 5%S	8 11%PQR	33 5%QR	3 *	2 1%	5 *	12 4%	43 2%
NET: Not common	718 35%	85 48%DbEFGH	35 4%	598 34%	24 28%	73 31%	58 34%	62 34%	48 32%	75 38%k	80 30%	108 38%k	72 40%ek	497 63%S	41 53%QR	457 64%oQR	137 18%R	14 8%	151 17%	143 46%U	574 33%
Don't know	261 13%	19 11%	15 14%	228 13%	13 16%	38 16%il	20 11%	21 11%	13 9%	32 16%il	36 13%	28 10%	26 15%	54 7%S	6 8%q	48 7%Qr	26 3%	5 3%	31 3%	26 8%	235 14%T
Mean	2.68	2.46	2.68A	2.70A	2.78Al	2.75AL	2.71A	2.71A	2.84AJLM	2.62a	2.79AjLm	2.61A	2.61a	2.30	2.35	2.29	2.93OP	3.47OPQ	3.03N	2.55	2.71T
Standard deviation	0.72	0.69	0.67	0.72	0.68	0.72	0.70	0.65	0.75	0.75	0.77	0.65	0.78	0.61	0.73	0.59	0.57	0.68	0.63	0.73	0.71
Standard error	0.02	0.05	0.08	0.02	0.07	0.05	0.05	0.06	0.06	0.06	0.05	0.04	0.06	0.02	0.09	0.02	0.02	0.05	0.02	0.04	0.02

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/ef/gh/i/j/k/l/m - n/s - o/p/q/r - t/u

* small base; ** very small base (under 30) ineligible for sig testing

Care Homes Survey

ONLINE Fieldwork: 28th-30th October 2016

Absolutes/col percents

Table 5

Q.4 You said that you think that abuse and neglect in care homes for the elderly are common. Which of the following, if any, would you say are the reasons why you think this?

Base: All respondents who think that abuse and neglect in care homes for the elderly is common

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	1032	453	579	90	153	168	225	145	251	314	306	148	264	132	457
Weighted base	1051	453	598	139*	187	175	188	139	224	257	281	246	267	129	468
Media coverage	747 71%	314 69%	433 72%	98 71%d	106 56%	124 71%D	139 74%D	112 81%De	167 75%D	187 73%	203 72%	165 67%	191 72%	86 67%	324 69%
NET: Personal experience	380 36%	161 36%	219 37%	43 31%	68 37%	61 35%	74 39%	43 31%	90 40%	99 38%	102 37%	92 37%	87 33%	56 43%	166 36%
Personal experience - I have heard anecdotal evidence (e.g. from friends)	264 25%	115 25%	148 25%	28 20%	34 18%	43 24%	52 28%d	34 24%	73 33%CD	66 26%	76 27%	61 25%	60 22%	32 25%	117 25%
Personal experience - I know someone in an elderly care home	160 15%	71 16%	89 15%	20 15%	38 20%E	19 11%	28 15%	22 16%	33 15%	37 14%	43 15%	46 19%	33 12%	20 16%	78 17%
Personal experience - I work in care	54 5%	15 3%	39 7%A	10 7%H	17 9%GH	12 7%gH	9 5%h	3 2%	3 2%	20 8%J	8 3%	13 5%	14 5%	18 14%N	26 6%
Gut instinct	362 34%	173 38%B	188 31%	50 36%	67 36%	73 42%gH	63 34%	43 31%	66 30%	98 38%	97 35%	82 33%	84 32%	40 31%	169 36%
National statistics (e.g. CQC inspection results)	275 26%	110 24%	165 28%	36 26%	43 23%	36 21%	52 28%	31 22%	76 34%DEG	79 31%kL	84 30%L	55 22%	57 21%	26 20%	119 26%
Other	68 6%	27 6%	41 7%	6 5%	5 3%	11 6%	11 6%	11 8%d	25 11%cDf	17 7%	18 6%	14 6%	18 7%	10 8%	21 4%
None of the above	23 2%	13 3%	9 2%	4 3%H	10 5%FGH	7 4%GH	2 1%	- -	- -	10 4%jK	3 1%	1 *	9 3%k	1 1%	17 4%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

* small base

Care Homes Survey

ONLINE Fieldwork: 28th-30th October 2016

Absolutes/col percents

Table 5

Q.4 You said that you think that abuse and neglect in care homes for the elderly are common. Which of the following, if any, would you say are the reasons why you think this?

Base: All respondents who think that abuse and neglect in care homes for the elderly is common

	Region													Q.2 How would you describe your overall perceptions of the quality of care in care homes for the elderly?					Q.1 Have you visited an elderly relative or friend who is living in a care home in the past twelve months?		
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber-side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	NET: Good (n)	Very good (o)	Fairly good (p)	Fairly bad (q)	Very bad (r)	NET: Bad (s)	Yes (t)	No (u)
Unweighted base	1032	88	43	901	52	122	103	87	84	84	155	142	72	228	25	203	579	149	728	141	891
Weighted base	1051	73*	54*	924	48*	123*	95*	100*	89*	89*	152	148	80*	244	30**	214	583	150	733	140	912
Media coverage	747 71%	57 78%JM	38 70%j	652 70%	30 63%	94 77%JM	72 76%Jm	68 68%j	68 76%Jm	46 52%	117 77%eJM	107 72%J	49 60%	163 67%	11 35%	153 71%	440 75%R	98 65%	538 73%n	88 63%	659 72%T
NET: Personal experience	380 36%	31 42%EG	15 28%	334 36%	11 22%	47 38%eg	24 25%	49 49%BEGIKL	28 32%	40 45%EGkl	49 32%	48 32%	39 48%bEGIKl	92 38%	16 53%	76 36%	213 36%	67 45%q	280 38%	87 62%U	293 32%
Personal experience - I have heard anecdotal evidence (e.g. from friends)	264 25%	20 28%	9 17%	235 25%	8 17%	31 25%	19 20%	39 39%BEGiKL	22 24%	27 31%l	33 22%	29 19%	27 33%bgl	49 20%	5 18%	43 20%	157 27%p	53 36%Pq	211 29%N	50 36%U	214 23%
Personal experience - I know someone in an elderly care home	160 15%	14 19%g	6 12%	140 15%	4 7%	17 14%	8 9%	18 18%	13 15%	24 26%bEFGK	20 3%	24 16%	12 15%	47 19%	10 34%	37 17%	84 14%	26 17%	110 15%	57 41%U	103 11%
Personal experience - I work in care	54 5%	5 7%l	2 4%	47 5%	2 5%	6 5%	2 2%	4 4%	3 3%	8 9%gkL	4 3%	4 2%	13 16%bFGHIKl	16 7%	4 12%	13 6%	25 4%	11 7%	37 5%	15 11%U	39 4%
Gut instinct	362 34%	23 32%	24 44%	315 34%	16 34%	37 30%	29 31%	30 30%	37 41%	34 38%	52 34%	46 31%	34 42%	64 26%	5 18%	59 27%	218 37%P	60 40%P	278 38%N	49 35%	313 34%
National statistics (e.g. CQC inspection results)	275 26%	15 21%	20 36%E	240 26%	7 14%	39 31%E	21 22%	31 31%e	21 23%	27 31%e	36 24%	38 25%	20 25%	61 25%	9 30%	52 24%	162 28%	42 28%	204 28%	53 38%U	222 24%
Other	68 6%	6 9%k	1 3%	60 7%	5 11%fK	4 4%	4 4%	8 8%	4 4%	11 12%FgK	4 3%	10 7%	10 12%FgK	10 4%	1 2%	9 4%	41 7%	12 8%	53 7%	5 4%	63 7%
None of the above	23 2%	1 1%	5 8%DaFGjK2%	18 2%	1 3%	2 1%	1 1%	2 2%	4 5%	1 1%	2 1%	4 3%	1 1%	9 4%S	3 9%	7 3%	8 1%	1 1%	9 1%	1 *	22 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/s - o/p/q/r - t/u
 * small base; ** very small base (under 30) ineligible for sig testing

Care Homes Survey

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Absolutes/col percents

Table 6
Gender
Base: All respondents

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2030	1001	1029	163	279	327	437	310	514	687	591	278	474	265	875
Weighted base	2030	989	1041	236	352	333	362	293	455	546	546	443	495	265	884
Male	989 49%	989 100%B	-	68 29%	157 45%C	172 52%C	174 48%C	172 59%CDF	246 54%CD	306 56%JKL	270 50%L	205 46%	207 42%	133 50%	479 54%
Female	1041 51%	-	1041 100%A	168 71%DEFGH	194 55%GH	161 48%	188 52%G	121 41%	209 46%	240 44%	276 50%I	237 54%I	288 58%IJ	131 50%	405 46%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n