



Many Faces of Caregiving Study

made possible by MassMutual Financial Group



CHANGING THE CONVERSATION ABOUT CAREGIVING - EASTERSEALS.COM



Many Faces of Caregiving Study



6th International Carers Conference
Gothenburg, Sweden
September 3rd – 6th, 2015

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Washington, DC





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Easter Seals, Inc.

- Founded in 1919 in Elyria, Ohio (focus on children with disabilities)
- 73 Affiliates across U.S. with 550 service sites (additional presence in Canada, Australia (AbilityFirst), and Mexico)
- Serving 1.5+ M individuals annually (vocational services, medical rehabilitation, military/veteran programs, residential, home & community-based care)
- Headquarters – Chicago, Illinois with Office of Public Affairs in Washington, DC





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Easter Seals and Caregiving

Thanks to MassMutual Financial Group, Easter Seals conducted the *Many Faces of Caregiving Study* to learn more Millennial and Generation X caregivers as well as individuals from those generations who have yet to take on that role



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Easter Seals Caregiving Footprint

- U. S. Dept. of Veterans Affairs contract providing online/workbook/in-person training for over 30,000 Veteran Caregivers since 2011 (primarily post-9/11 population)
- Military/Veteran Caregiver monthly webinar series (www.easterseals.com/carewebinar)
- Leading provider of Adult Day Services (80+ centers across U.S.)
- At the forefront in government relations/public policy arena at federal, state, and local level
- Lifespan respite care supporting Caregivers across the generations



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Easter Seals & Caregiving cont.

- Smoking Cessation & Caregivers initiative (partnership with CVS Health Foundation)
- National Aging and Disability Transportation Center (partnership with National Association of Area Agencies on Aging - n4a)
- TA & Dissemination Partner – Univ. of Illinois Chicago Family Support Research & Training Center
- Prior MassMutual study: “Sibling Study” 2012
- www.easterseals.com/caregiving





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METHODOLOGY

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- Impulse Research conducted an online survey with a random sample of 1043 Millennials and Gen Xers, men and women ages 25-49.
- The respondents are representative of American men and women 25-49.
- The overall sampling error rate for this survey is +/-3% at the 95% level of confidence.
- Conducted in January 2015.





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DEMOGRAPHICS

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Demographic Information

Demographics	Caregivers (n=341)	Non-Caregivers (n=701)
Male	46%	43%
Female	54%	57%
25-35	48%	44%
36-49	52%	56%
African American	14%	9%
Asian	8%	8%
Latino/Hispanic	11%	8%
Caucasian	64%	71%
Under \$45k	41%	46%
\$50k to \$100k	39%	36%
Over \$100k	16%	11%
High School	23%	24%
Some College	25%	28%
College Graduate	39%	35%
Graduate School	12%	12%



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Caregiving Relationships

- 40% - Parent
- 22% - Child
- 16% - Grandparent
- 14% - Spouse
- 14% - Friend
- 9% - Sibling
- 6% - Aunt/Uncle
- 4% - Other
- 56% - Provide unpaid care
- 35 % - Provide both unpaid care & financial support
- 9% - Provide only financial support





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- [Andrea Simone](#): supporting her husband Tony who received a severe brain injury while serving in Afghanistan. (Hallmark Channel's Home & Family/Sen. Durbin campaign ad)
- [Danielle C. Dallo](#): Mother to, Daniel, who has Autism Spectrum Disorder. (Her story on easterseals.com)
- [Ashley Campbell](#): story of caring for her father, the iconic country western singer - Glen Campbell, has been captured in the Oscar-nominated film, "I'll Be Me" (CNN in Nov)





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KEY FINDINGS

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Younger than we think? Gender?

One-third of Millennial and Gen X respondents identify themselves as caregivers – many individuals between the ages of 25 and 45 are already serving in this role.

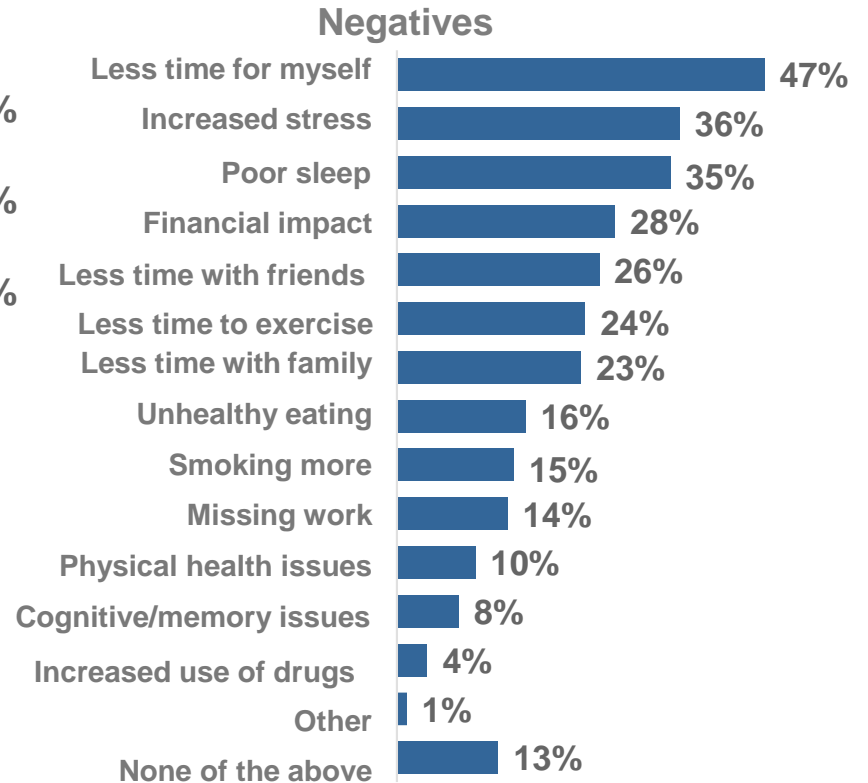
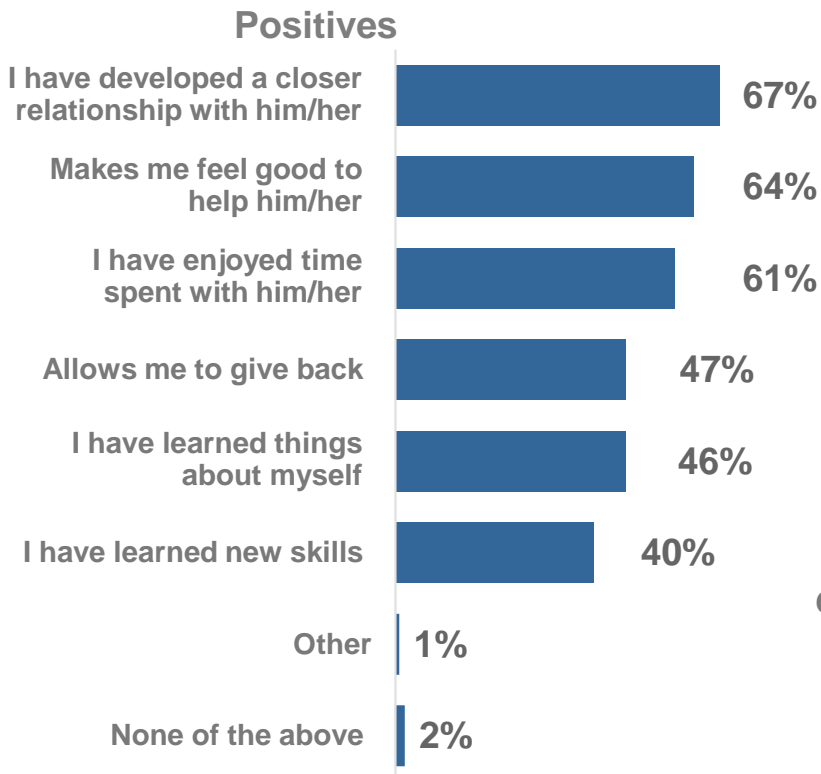
Nearly equal number of men and women identify themselves as caregivers

(13% Male caregivers provide only financial support vs. 6% of Female caregivers)



Caregiving Opportunities & Challenges

Men are more likely to smoke (21% vs 10%) while women are more likely to report feeling increased anxiety and stress (43% vs 26%) and unhealthy eating (21% vs 11%)





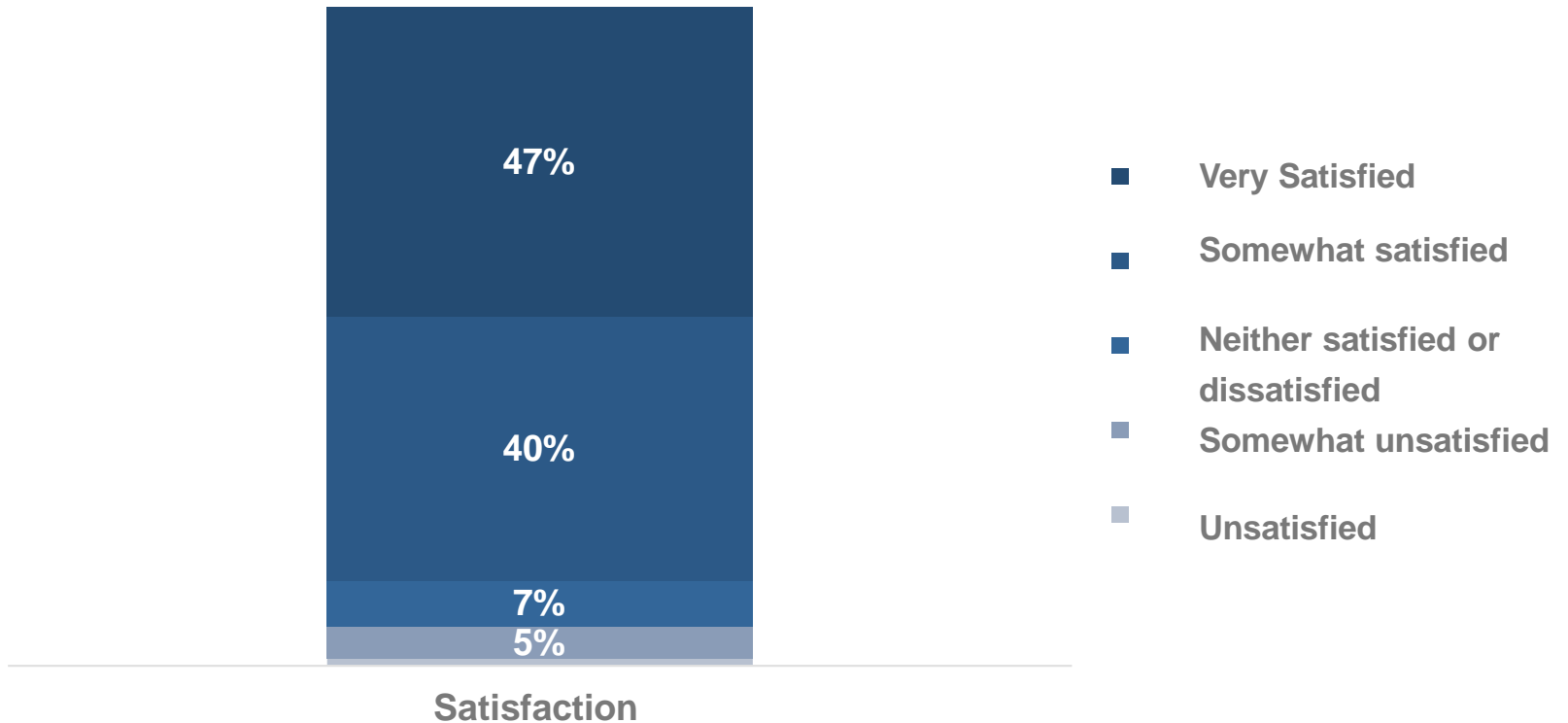
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- 67% of **Millennials** and 55% of **GenX** caregiver respondents report **providing care on a daily basis**.
- Measuring Caregiving trajectory in decades vs. years?
- Millennial and Gen X caregivers
 - 5% Less than 6 months
 - 15% Six months to 1 year
 - 22% 1 to 2 years
 - 17% 2 to 3 years
 - 12% 3 to 5 years
 - 17% More than 5 years
 - 5% Occasionally, off and on
 - 7% All their life



Satisfaction with the level of care you are providing?





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Perceptions vs. Realities of Care

For those already providing care: 42% supporting someone with emotional/mental health condition; 35% memory problem/dementia; 27% with a primarily a physical condition

For those who expect to provide care: 70% envision support needed for physical condition; 30% for emotional/mental health condition; 28% for memory problem/dementia





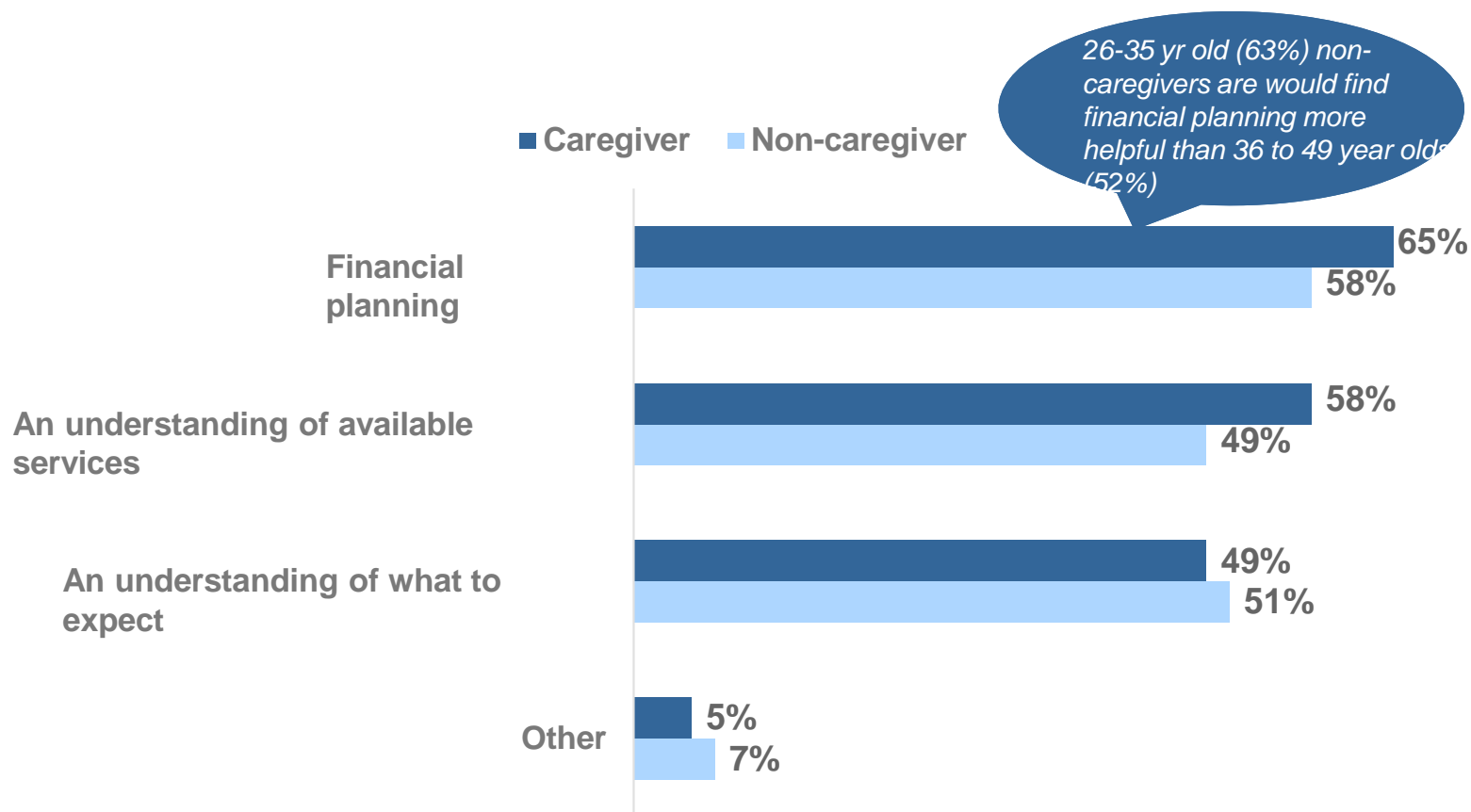
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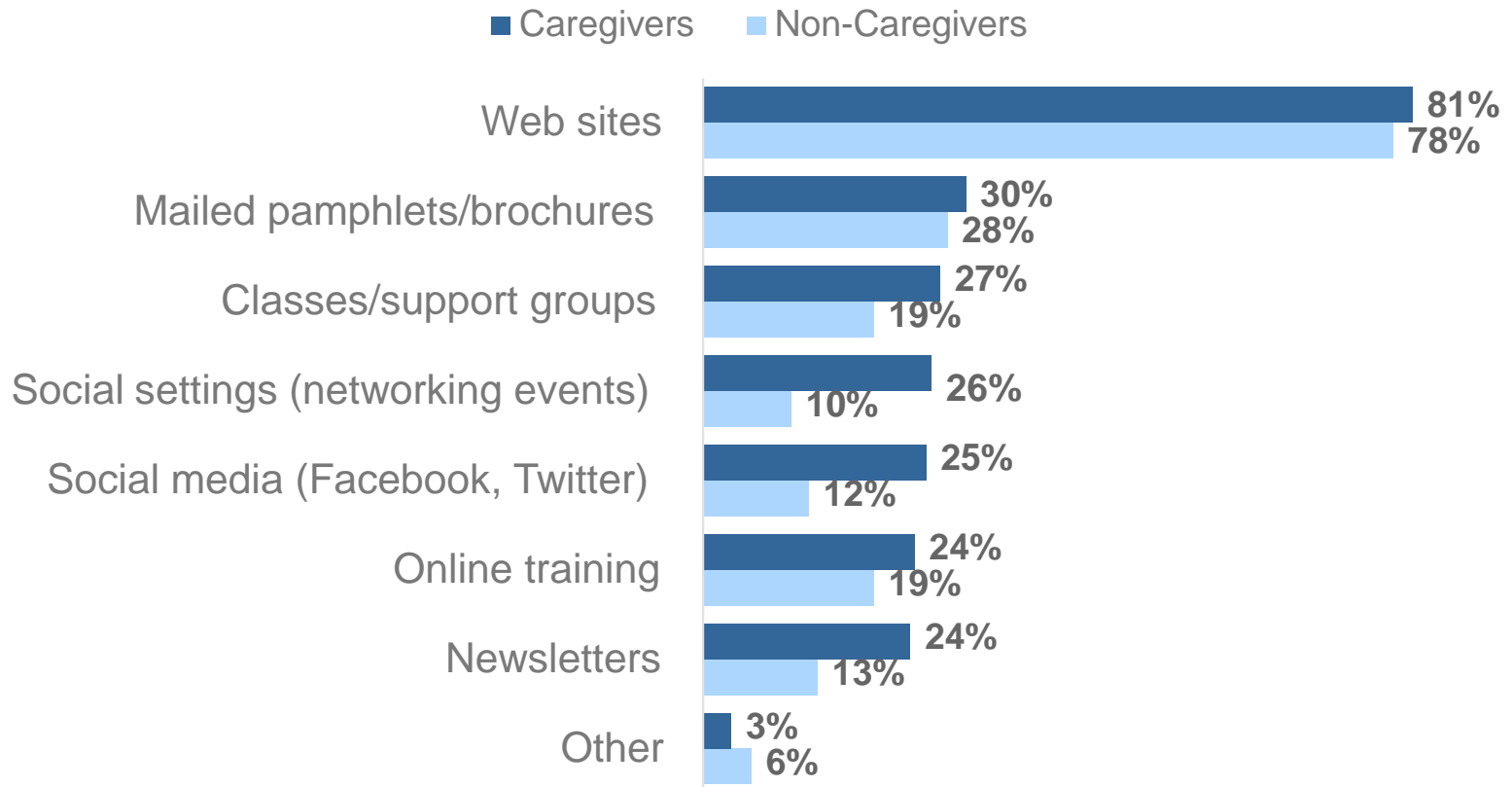
- **71%** of respondents have not yet had the critical conversation with their families and loved ones about the future as it relates to their **medical planning**, although **15%** are **“planning to”**
- **73%** have not yet talked to their loved ones about the future as it relates to **financial planning and retirement**, although **12%** are **“planning to”**
- Overall, 37% of respondents admitted to being **“not quite ready”** or **“not ready”** for handling a projected caregiving role (men – 33% and women – 42%)
- **Those already caregiving** – more likely to have initiated planning
- **70% “have concerns”** about taking on caregiving



There is solid demand for information to help plan for the future



Websites are the best way to reach caregivers and non-caregivers alike





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