



SURVEY QUESTIONS:

Talker Research team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

Talker Research is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) – to view the complete methodology as part of this initiative, please visit the [Talker Research Process and Methodology page](#).

For more information on the survey or any additional questions, please contact: questions@talkerresearch.com



PROJECT NAME:

The Care Conversation

SAMPLE: 2,000 Americans (Gen X or younger with a living parent)

SPLITS: Age, gender, region, Q9 only child, eldest, etc

Survey Questions:

1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

1. Male
2. Female
3. Non-Binary
4. Other
5. Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

1. Male
2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

D2. What is your age in years?

[NUMERICAL OPEN-END; RANGE 0-99]

[TERMINATE IF UNDER 18]

D2a. Please select the year in which you were born.

[Dropdown list of years from 2007 to 1926]

[TERMINATE if age and birth year do not align +/- 1 year]

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2007, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers [TERMINATE]

IF D2a=1926-1945, QAGE=Silent Generation [TERMINATE]

D3. Which state do you live in?

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

1. Northeast
2. Southeast
3. Southwest
4. Midwest
5. West

SQ1. Which of the following best describes your parents?

- A. Both still living
- B. One still living, one passed
- C. Both passed [TERMINATE]

Survey Questions:

1. **Which of the following best describes you? [Select one]**
 - a. An only child
 - b. The eldest child

- c. The middle child
- d. The youngest child

2. Have you ever discussed future living arrangements with an aging parent or older relative? (select one)

- a. Yes
- b. No

3. Who do you think typically initiates conversations about changes to an aging loved one's (e.g. parents, in-laws, grandparents, etc) living situation? (select one)

[RANDOMIZE, ANCHOR LAST 1]

- a. The aging parent or relative
- b. An adult child
- c. A sibling
- d. A spouse or partner
- e. A healthcare provider
- f. A close family friend
- g. A legal professional
- h. A financial professional
- i. Other (please specify)

4. [SHOW IF Q2 = A] What living arrangement would you most likely consider for an aging loved one if their needs changed? (select up to three) [RANDOMIZE, ANCHOR LAST 1]

- a. Moving them into my home
- b. Downsizing them to a smaller home
- c. Hiring in-home care
- d. Assisted living community
- e. Independent senior living community
- f. Nursing home or memory care
- g. Living with another relative (not yourself)
- h. Other (please specify)

- 5. How emotionally challenging, if at all, do you expect conversations about future care/housing to be? (select one)**
- a. Very easy
 - b. Somewhat easy
 - c. Neither easy nor challenging
 - d. Somewhat challenging
 - e. Very challenging
- 6. Who do you expect will take the lead in future decisions about your aging parent's living situation? (select one) [RANDOMIZE, ANCHOR LAST 2]**
- a. Me
 - b. One of my siblings [HIDE IF Q1 = A]
 - c. My parent/relative themselves
 - d. Multiple family members equally
 - e. A spouse/partner
 - f. A healthcare provider
 - g. A legal or financial advisor
 - h. Other (please specify)
 - i. No one, it will be avoided
- 7. Do you feel your family is prepared to make decisions about an aging relative's future living arrangements? (select one)**
- a. Yes
 - b. No
- 8. What factor(s) would most influence your family's decision about where an aging loved one lives? (select up to three) [RANDOMIZE, ANCHOR LAST 1]**
- a. Safety
 - b. Cost or affordability
 - c. Proximity to family
 - d. The parent's personal preference
 - e. Medical needs
 - f. Emotional well-being
 - g. Availability of caregivers
 - h. Family work schedules
 - i. Cultural expectations

- j. Existing home layout/space
- k. None of the above [EXCLUSIVE]

9. Have you ever seen caregiving responsibilities cause tension or conflict within your family? (select one)

- a. Yes
- b. No

10. [HIDE IF Q1 = A] To what extent do you agree or disagree with the following statement? "Future caregiving responsibilities for our parents will be shared evenly between me and my siblings." (Select one)

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

11. What role(s) do you think you will personally play in supporting an aging loved one? (select all that apply) [RANDOMIZE, ANCHOR LAST 2]1:6

- a. Primary caregiver
- b. Secondary caregiver
- c. Emotional support provider
- d. Financial supporter
- e. Decision-maker
- f. Occasional helper
- g. Shared role with siblings [HIDE IF Q1 = A]
- h. Other (please specify)
- i. N/A: No significant role [EXCLUSIVE]

12. How comfortable or uncomfortable would you feel initiating a conversation with an aging loved one about future living arrangements? (select one)

- a. Very comfortable
- b. Somewhat comfortable
- c. Neither comfortable nor uncomfortable
- d. Somewhat uncomfortable
- e. Very uncomfortable

13. What do you think would be the biggest challenges if a parent or older relative moved in with you? (select up to three) [RANDOMIZE, ANCHOR LAST 2]

- a. Lack of privacy
- b. Additional expenses
- c. Emotional strain
- d. Managing medical needs
- e. Conflict between family members
- f. Space limitations
- g. Disruption of routines
- h. Balancing caregiving with work
- i. Other (please specify)
- j. N/A: There would be no challenges [EXCLUSIVE]

14. Have you discussed the financial implications of an aging relative with your aging relative? (select one)

- a. Yes
- b. No

15. Have you discussed the financial implications of an aging relative with your other family members? (select one)

- a. Yes
- b. No

16. If your parent needed care, which family member do you think would feel the most obligated to step in? (select one)

- a. Me
- b. My child(ren)
- c. My sister(s) [HIDE IF Q1 = A]
- d. My brother(s) [HIDE IF Q1 = A]
- e. A group effort among siblings [HIDE IF Q1 = A]
- f. My parent's spouse/partner
- g. An extended family member
- h. Other

17. What emotions do you associate most with the idea of caring for an aging loved one? (select up to three) [RANDOMIZE, ANCHOR LAST 1]

- a. Love

- b. Duty
- c. Stress
- d. Guilt
- e. Gratitude
- f. Overwhelming
- g. Fear
- h. Confidence
- i. Confusion
- j. Hope
- k. None of the above [EXCLUSIVE]

**18. Would you consider moving into your aging parent's home if it became necessary?
(select one)**

- a. Yes
- b. No

19. What are the biggest barriers preventing your family from discussing future living arrangements? (select up to three) [RANDOMIZE, ANCHOR LAST 2]

- a. Avoidance or discomfort
- b. Not wanting to upset the parent
- c. Differing opinions among siblings [HIDE IF Q1 = A]
- d. Financial uncertainty
- e. Cultural or generational norms
- f. Lack of information or expertise
- g. Busy schedules
- h. Parent refuses to discuss
- i. Family believes it's too early
- j. Other (please specify)
- k. N/A: there are no barriers

20. What type of support do you think you would need most if caring for an aging loved one? (select one) [RANDOMIZE, ANCHOR LAST 1]

- a. Emotional support
- b. Financial support
- c. Professional caregiving
- d. Help from siblings [HIDE IF Q1 = A]
- e. Workplace flexibility

- f. Reliable medical guidance
- g. Community resources
- h. Respite care
- i. Organizational/planning support
- j. Other (please specify)

21. [HIDE IF Q1 = A] **Have you and your siblings ever disagreed about how much support each person should provide to your parent? (select one)**

- a. Yes
- b. No

22. **What living situation do you believe your aging parent prefers for their future? (select one) [RANDOMIZE, ANCHOR LAST 1]**

- a. Staying in their current home
- b. Downsizing to a smaller place
- c. Living with adult children
- d. Living with a sibling or other relative
- e. Continuing Care Retirement Community (CCRC)/Life Plan Community
- f. Independent senior community
- g. Assisted living
- h. Nursing or memory care
- i. Other (please specify)

23. **How confident or unconfident are you that your family could make a joint decision about a parent's care without conflict? (select one)**

- a. Very confident
- b. Somewhat confident
- c. Neither confident nor unconfident
- d. Somewhat unconfident
- e. Very unconfident

24. [HIDE IF Q1 = A] **Which factor is most likely to cause unequal caregiving roles among siblings? (select one) [RANDOMIZE, ANCHOR LAST 1]**

- a. Physical proximity
- b. Financial differences
- c. Gender expectations
- d. Birth order expectations (e.g. the oldest sibling takes charge)

- e. Personality types
- f. Emotional closeness to the parent
- g. Work schedules
- h. Health or ability levels
- i. Cultural or family norms
- j. Lack of communication
- k. Not sure

25. If your parent needed care within the next year, how prepared would you feel?

(select one)

- a. Very prepared
- b. Somewhat prepared
- c. Neither prepared nor unprepared
- d. Somewhat unprepared
- e. Very unprepared

26. Would you support your parent making the decision on their own about their future living arrangement? (select one)

- a. Yes
- b. No

Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something unique to their reporting and boost the authority of the story which can then aid SEO performance.

To facilitate this, we sometimes ask respondents if they're open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share certain respondents with the media in adherence with our data protection protocols. Please note, a respondents' answer to this question does not impact their eligibility for the survey in any way.

27. We're looking to hear from people who are Gen X or younger with a living parent. If you consent, you may be contacted for a short interview by phone or email from a

journalist for further comment. There is no financial incentive for taking part, but your name and responses may be cited in a national publication.

I'm interested in participating

I'm not interested in participating

28. [SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.

Name:

Email: