

DATA FOR PROGRESS

From August 16 to 18, 2024, Data for Progress conducted a survey of 1,239 U.S. likely voters nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and 2020 recalled vote. The survey was conducted in English. The margin of error associated with the sample size is ± 3 percentage points. Results for subgroups of the sample are subject to increased margins of error. Partisanship reflected in tabulations is based on self-identified party affiliation, not partisan registration. For more information please visit dataforprogress.org/our-methodology.

Data for Progress conducted message testing through maximum difference scaling (MaxDiff) to determine the ordinal ranking of 12 messages on home and community based services. Respondents were shown a randomized subset of 4 of the messages, and asked to pick the most and least convincing message from those options. They were then asked to do the same across multiple rounds, each time with a new set of 4 randomized messages.

Using these responses, we project what percentage of likely voters would select each message as the most convincing and what percentage of likely voters would select each message as the least convincing from the full set of messages. The scores below represent net convincingness of each message — meaning, the projected percentage of likely voters viewing a certain message as the most convincing, minus the projected percentage viewing it as the least convincing.

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=1,239 unless otherwise specified.

[1] Below is a list of statements from people who support government **funding** for home and community based services. Home and community-based services allow aging adults and people with disabilities to live independently and receive care services in their homes and communities, like helping someone bathe and dress or providing transportation. For each set of statements you see, select which statement you find **most convincing** and **least convincing** as a reason to **fund** home and community-based services.

You may see the same statements several times – don't worry about remembering how you responded earlier. Just pick which statement you most and least prefer when you see them.

--- % Net difference in convincingness

| Response | Topline | Democrat | Independent / Third party | Republican | Female | Male | Under 45 | 45+ | No College | College | Black or African American | White | Latino | Disabled | Not disabled |
|---|---------|----------|---------------------------|------------|--------|------|----------|-----|------------|---------|---------------------------|-------|--------|----------|--------------|
| [Independence] Everyone, including disabled people and aging adults, has the right to live their own independent lives. Funding towards home and community based services would mean that more disabled people and aging adults would be able to continue having their own independent lives with a caregiver in their homes and in their communities, not in an institution. | 7.0 | 7.2 | 7.1 | 6.7 | 7.4 | 6.5 | 5.7 | 7.6 | 6.7 | 7.6 | 4.8 | 7.3 | 6.2 | 7.0 | 6.9 |
| [Waitlist] Aging adults and disabled people in this country should not have to wait for months on end to receive the care that they deserve. Increased funding for home and community based services can help those 690,000 Americans who are stuck on waitlists without help in sight. | 4.1 | 3.8 | 4.3 | 4.3 | 4.3 | 3.8 | 3.3 | 4.5 | 3.6 | 5.0 | 2.5 | 4.6 | 3.2 | 4.1 | 4.1 |

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|---|---------|----------|---------------------------|------------|--------|------|----------|------|------------|---------|---------------------------|-------|--------|----------|--------------|
| [Choice] Disabled people and aging adults should have a choice of how they receive care, whether it is in a care facility or in their own homes. More funding towards home and community based services can help people use the option that is best for their needs and their lives. | 3.7 | 3.8 | 3.8 | 3.7 | 4.0 | 3.5 | 2.6 | 4.3 | 3.4 | 4.4 | 2.5 | 4.0 | 3.2 | 3.8 | 3.7 |
| [Home] Aging adults and disabled people have the right to receive care in the comfort of their own homes. We should increase funding for home and community based services to allow people who need home-based care to stay in the place where they are comfortable and feel at ease: their home. | 3.6 | 3.8 | 3.4 | 3.6 | 4.7 | 2.4 | 2.2 | 4.4 | 4.2 | 2.5 | 2.9 | 4.1 | 2.2 | 3.8 | 3.5 |
| [Family Financial Help] More often than not, families are left with the financial expense of taking care of their loved one when someone cannot care for themselves. We need more funding in home and community based care to help ease this financial strain on families. | 0.3 | 0.4 | 0.3 | 0.3 | 0.5 | 0.2 | 0.6 | 0.2 | 0.0 | 0.9 | -1.0 | 0.9 | -0.3 | 0.2 | 0.4 |
| [Adequate Workforce] In the U.S., there is a large shortage of well-trained, professional care workers to provide the necessary support and assistance for our loved ones. Our country needs to invest in the home and community based care sector so our care workforce is abundant and adequately trained. | -0.6 | -1.4 | -0.5 | 0.2 | -0.9 | -0.2 | -0.9 | -0.4 | -0.9 | 0.0 | -1.6 | -0.4 | -0.7 | -0.6 | -0.6 |
| [Community] People with disabilities and aging adults have long-standing ties to their community: they are students, workers, and parents who have jobs and hobbies. They deserve the right to stay in their communities. Increased funding for home and community based services is the only way to keep them there. | -0.8 | -0.5 | -1.0 | -1.0 | -0.3 | -1.4 | 0.2 | -1.3 | -0.7 | -1.0 | 0.9 | -1.4 | 0.1 | -0.8 | -0.8 |
| [Individual Financial Help] Home care is an unaffordable expense out of reach for most aging adults and disabled people. We need funding for home and community based care to make home care affordable. | -1.5 | -2.1 | -1.6 | -1.0 | -1.7 | -1.4 | -2.2 | -1.2 | -0.9 | -2.7 | -3.1 | -1.1 | -1.9 | -1.5 | -1.6 |

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|--|---------|----------|---------------------------|------------|--------|------|----------|-------|------------|---------|---------------------------|-------|--------|----------|--------------|
| [Increasing Demand] As the U.S. population ages, we will need a fully functioning home and community based care sector to fulfill the needs of our aging adults. Home and community based services must have enough funding now for increasing future demands. | -2.0 | -2.2 | -2.0 | -1.7 | -3.2 | -0.5 | -2.8 | -1.6 | -2.4 | -1.3 | -1.3 | -1.9 | -2.0 | -2.1 | -1.8 |
| [Workers and PWD] We need more investments supporting both care workers and disabled people. Increasing funding for home and community based services would help disabled people who rely on care workers and help care workers. We all do better together. | -2.3 | -2.3 | -2.3 | -2.3 | -2.6 | -2.0 | -1.3 | -2.8 | -1.9 | -3.0 | -0.7 | -2.8 | -1.3 | -2.2 | -2.4 |
| [Supporting HCBS Workers] We need more investments supporting care workers. Care workers work tirelessly to provide care to disabled people and aging adults, but this workforce still doesn't receive adequate pay or benefits for doing the essential work of taking care of our loved ones. | -2.7 | -1.6 | -2.7 | -3.7 | -2.5 | -2.9 | -1.4 | -3.4 | -3.0 | -2.2 | -0.9 | -3.2 | -1.7 | -2.8 | -2.6 |
| [Care Work] Care work is the work that makes all other work possible. We need more funding for home and community based services because when care workers have a living wage and good benefits we all benefit. | -8.9 | -8.9 | -8.8 | -9.0 | -9.7 | -7.9 | -6.1 | -10.3 | -8.0 | -10.4 | -4.9 | -10.0 | -7.0 | -8.8 | -9.0 |
| Weighted N | 1,239 | 467 | 322 | 450 | 661 | 578 | 415 | 824 | 798 | 441 | 134 | 883 | 157 | 562 | 677 |