

Caregiver/Senior Communication Survey

Survey Highlights:

- Caregivers and seniors don't see eye to eye regarding the challenges of communicating with each other:
 - Nearly 7 of 10 caregivers (69.4%) believe there are challenges communicating with their seniors, citing the biggest challenges as physical, such as hearing problems, illnesses or disabilities (42.5% of caregivers)
 - The majority of seniors (59.3%) say they have no communication challenges, but of those that did report concerns -- physical challenges are also their top problems (17.8%)
- The most important tools that help seniors to live independently are:
 - 41.7% (35.6% of caregivers and 55.1% of seniors) – Communication tools like email, phone, cellphones and Skype
 - 36.7% (40.7% of caregivers and 28% of seniors) – Healthcare technology like blood pressure monitors and medication dispensers
 - 29.4% (37.5% of caregivers and 11.7% of seniors) – Personal safety products like a wearable pendent to call in case of an emergency and home alarm systems
- Caregivers and seniors disagreed on the greatest issue/frustration with being/needing a caregiver:
 - Caregivers are worried or feel guilty they are not doing enough (37.3%), as opposed to seniors who don't feel as guilty that caregivers are doing too much (11.2%)
 - Seniors' biggest struggle is with not being as active and social (40.7%)
- The top concern about leaving seniors alone is a fall or injury (62.7% of total respondents – 76.1% of caregivers and 33.6% of seniors), followed by a medical event or injury requiring immediate assistance (49.6% of total respondents – 60.8% of caregivers and 25.2% of seniors) and some other problem that a senior wouldn't feel equipped to deal with alone (35.8% of total respondents – 45.9% of caregivers and 14% of seniors)
 - The majority of seniors (55.6%) don't worry about being alone
- More than a third (36.6%) of respondents have a casual senior/caregiver relationship and are comfortable chatting frequently. However, one-fifth of caregivers (20%) struggle to communicate with the senior in their lives, while 36% of seniors are excited about sharing every activity and update with their caregivers.
- The most important aspect considered before purchasing communications or safety products to help age and live independently is cost (59.3% -- 57.1% vs 64%), followed by ease of use (54.3% - - 59.5% vs. 43%), covered by insurance (50.6% -- 51.3% vs. 49.1%), impact on quality of life (43.2% -- 48.5% vs. 31.8%) and potential peace of mind (40.1% -- 44.8% vs. 29.9%)

- A quarter of senior respondents spend 31 or more hours alone a week:
 - Time spent caring: 37.5% of caregivers spent 9-30 hours with a senior per week, 34.1% spent 1-8 hours a week, 24.4% spent 31 hours or more a week and only 4.1% spent less than one hour caring for a senior
 - Time spent alone: 8.4% of seniors spent no time alone, 10.3% spent less than an hour a week alone, 35% spent 1-8 hours a week, 22.9% spent 9-30 hours a week, and 23.4% spent 31 hours or more a week alone

About the Study

Toluna, Inc. fielded the study on behalf of VTech from 12/13/12 to 12/22/12 via its online omnibus service, interviewing a nationwide sample of 678 Americans aged 18 years and older, of which 464 were caregivers and 214 were seniors. Data was weighted using propensity score weighting to be representative of the total U.S. adult population on the basis of region, age within gender, education, household income, race/ethnicity, and propensity to be online. Data for questions related to online use or behaviors were weighted specifically to the respective "online" populations. No estimates of theoretical sampling error can be calculated; a full methodology is available

About VTech

VTech is the world's largest manufacturer of cordless telephones and electronic learning products. It also provides highly sought-after contract manufacturing services. Founded in 1976, the Group's mission is to be the most cost effective designer and manufacturer of innovative, high quality consumer electronic products and to distribute them to markets worldwide in the most efficient manner.