



22/10/2025

# REPORT

**The Time We Give: Exploring the Realities of Elderly Care**



# AUDIENCE

## Demographics

United Kingdom, Age 18 to 55

## Custom Screening

Thinking about your regular week...which of the following responsibilities tends to take up most of your time?

**Qualified:** Looking after someone who needs daily care or support

**Unqualified:** Managing household chores (cleaning, cooking, shopping), Exercising or attending fitness activities, Volunteering or community work, None of these

## Custom Screening 2

And who is the person you usually look after or support?

**Qualified:** An elderly family member or friend

**Unqualified:** A baby or young child, A partner or spouse



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## OBJECTIVE

To uncover the decision-making processes and emotional, practical, and financial considerations that families and individuals in the United Kingdom prioritize when choosing elderly care solutions, including at-home assistance, technology-based options, and residential care facilities, to identify factors that build trust, ensure comfort, and meet affordability needs.

## BURNING QUESTION

What specific qualities or features in elderly care services build trust and ensure comfort for families and individuals?



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## CHAT GUIDE

1. To start, can you please tell me a bit about your family and your connection to elderly care:...who are you supporting or considering care options for?

2. Can you describe a typical day for your loved one needing care? What are some routines or activities that are especially important?

3. Thinking about elderly care options, what comes to mind first? Why do you think that is?

4. Which sources do you turn to most for advice or information about elderly care?

Answers: Family/friends, Healthcare professionals, Online research, Online communities/social media groups, Social services

5. Reflecting on any recent experience, what has been the most challenging aspect of finding the right elderly care solution?

6. When you think about elderly care providers or products, are there any names, brands or services that come to mind? What do you associate with them?

7. When considering different care options, which factors feel most urgent or influential in your decision?

Choices: Cost, Trustworthiness, Comfort, Location, Range of services



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## CHAT GUIDE

8. Picture a care service as a person...what kind of personality would make you feel most comfortable and secure?

9. Picture elderly care as a toolbox. Which tools do you reach for most often and which ones do you wish were in the box?

10. Have you explored or used any technology-based solutions for elderly care (e.g., health monitoring devices, safety sensors, or virtual companionship apps)? What do you think are the biggest benefits or barriers to using them?

11. Thinking about different care options, how would you rate the following for building trust?

Statements: Residential care facility, At-home assistance, Technology-based solutions, Day centres, Family-provided care

12. Which qualities do you believe are absolutely essential for a trustworthy care provider? Could you please rank from most significant to the least in order.

Choices: Professional training, Personal warmth, Clear communication, Transparency on costs, Flexibility in services

13. What role does cost or affordability play in your decision-making process?



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## CHAT GUIDE

14. If you could change one thing about how elderly care is offered or accessed in the UK, what would it be and why?
15. Looking back at your experience or concerns, what advice would you give to someone just starting to explore elderly care options?
16. How do you imagine elderly care will look 10–15 years from now? Do you think families, technology or government will play a bigger role?
17. If you could write a short message to your future self about caring for a loved one, what would you say?



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## AI SUMMARY

Based on the experiences of UK family members, trust and comfort in elderly care are built on a foundation of genuine human connection and verifiable competence. Families prioritize carers who exhibit profound personal warmth, patience, and a "bubbly" or "happy-go-lucky" personality, viewing care as a "mission" motivated by love rather than just a job. This emotional investment is often considered more critical than professional qualifications, as it ensures the loved one feels safe, valued, and emotionally supported. Trust is further solidified through clear, consistent communication and the ability to observe the loved one's positive response to their care.

Beyond personality, professional training and the expert advice of healthcare professionals provide essential reassurance of a provider's competence. Comfort is intrinsically linked to familiarity and dignity; families value solutions that allow their loved ones to remain in their own homes, maintain connections with their community, and follow personal routines. While technology like monitoring devices and smartwatches can offer peace of mind and encourage independence, the core of trust remains unequivocally human-centric.





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## KEY INSIGHTS

### The Trust Dilemma: Unwavering Faith in Family Care vs. Deep-Seated Fear of Professional Institutions

- Families instinctively place the highest trust in their own care, driven by love, cultural duty, and a belief that 'a family cannot abandon their own.' This is consistently seen as the safest and most personalized option, honoring the loved one's history and specific needs.
- This trust in family is starkly contrasted by a profound fear and suspicion of formal care facilities. Participants frequently associate care homes with neglect, abuse, and 'destitution,' creating a significant emotional barrier that makes the decision to seek external help fraught with anxiety and guilt.

### Quotes:

"Because family is everything, a family cannot abandon their own or be seen mistreating them."

Age 32, Female

"It seems neglectful to leave your loved ones in the hands of people who only see their care as a means to make an income. As opposed to our family who is motivated by love."

Age 33, Male

"The biggest worries was the care they would've provided for her since people do get abused in some care homes and we didn't want that to gain to her at all"

Age 20, Male

"There are many names that I can think of, such as Bevan Homes in my local area and many more in the surrounding areas. We associate them with destitution and abandonment. But on the other hand we consider them to be a viable alternative."

Age 33, Male





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## KEY INSIGHTS

### Beyond the Basics: Emotional Connection and Dignity are the Cornerstones of Comfort

- For these carers, 'comfort' transcends mere physical well-being; it is primarily defined by the emotional safety and dignity of their loved one. Key indicators of comfort are relational, such as genuine kindness, patience, active listening, and seeing their relative smile or express happiness.
- Trustworthy care is embodied by individuals with 'personal warmth' and a 'caring personality.' The ideal service builds genuine friendships through shared activities, ensuring the elderly person feels valued as an individual with unique preferences, rather than being treated as a set of tasks on a checklist.

### Quotes:

"Um, the kind of personality that would make me feel most comfortable and secure is a kind personality, someone that seems genuine and authentic. And who is not motivated by financial gain, um, they have an emotional investment in the care of others. Um, yes."

Age 33, Male

"When I think about elderly care options, the first thing that comes to mind is ensuring comfort and companionship. Many elderly people feel lonely, so I believe emotional support is just as important as medical care. I think this comes to mind first because I've seen how much difference kindness and patience make in improving their overall wellbeing."

Age 30, Female

"I would like the care settings to do activities with the elderly to keep them active . I think doing stuff with them will build trust and also friendship instead of them just being carers they can be someone to talk to. This would make me trust them more"

Age 31, Male

"When they listen to her talk before responding. When they smile when speaking to her and all of those things."

Age 30, Female





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## KEY INSIGHTS

### Navigating in the Dark: The Overwhelming and Opaque Journey to Finding Care

- Carers feel lost and overwhelmed when seeking information about elderly care solutions. They rely heavily on self-directed online research (NHS website, forums) and advice from healthcare professionals, but lack a clear, centralized roadmap for making complex decisions.
- The process of accessing support is often described as a 'paperwork maze' that is frustrating and difficult to navigate. This lack of transparency adds significant stress, particularly during critical and emotional decision points like choosing a care home or understanding when hospice care is needed.

### Quotes:

"I feel a bit lost with it all but also numb because me and my mother never fully got along all the time, the guidance would be some therapy I suppose"

Age 30, Female

"I would make it more public and advertised. I found I had to do my own research and didn't really see advertising"

Age 31, Male

"Make it easier to access not a paperwork maze"

Age 46, Female

"I need to know when the right time is to use a hospice, my mum is terminally ill and I'm not an expert. What signs do I need to watch out for"

Age 30, Female





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## KEY INSIGHTS

### The Financial Equation: How Cost Dictates Care Decisions and Ignites Calls for Systemic Reform

- While the loved one's well-being is paramount, cost is a constant and powerful undercurrent in the decision-making process. The high price of professional services is a major barrier, often compelling families to provide care themselves, even at great personal, professional, and financial strain.
- This financial pressure fuels a strong desire for systemic change. Many participants believe care should be more accessible, affordable, or even free and government-funded, arguing that the current system places an unsustainable burden on families and fails to adequately protect the vulnerable.

### Quotes:

"I think the most challenging aspect has been the cost of it since a lot of solutions out there are extortionate"  
Age 20, Male

"Well it affected my decision in a massive way since I thought it would be cheaper to take care of them by ourselves and we know what she needs at all times, what she likes to do"  
Age 20, Male

"The change I would make would be free care for all elderly one and the reason is simply because they're vulnerable at that state of old age."  
Age 46, Female

"I think it would be just the government opening care homes and offering them for free because we pay national insurance for a lot of things, so why can't that be another thing?"  
Age 20, Male





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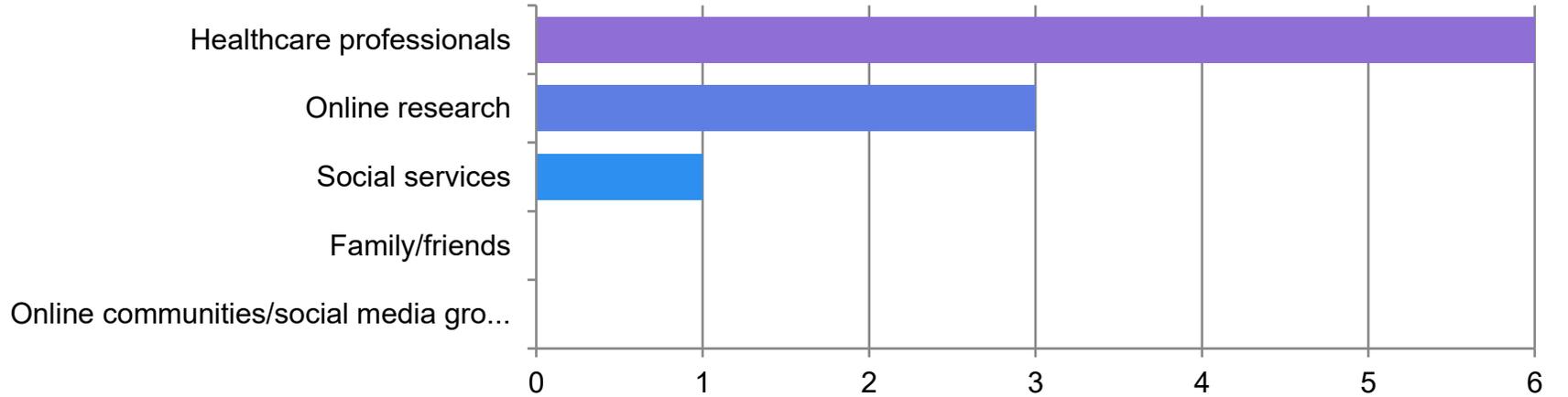
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## METRICS

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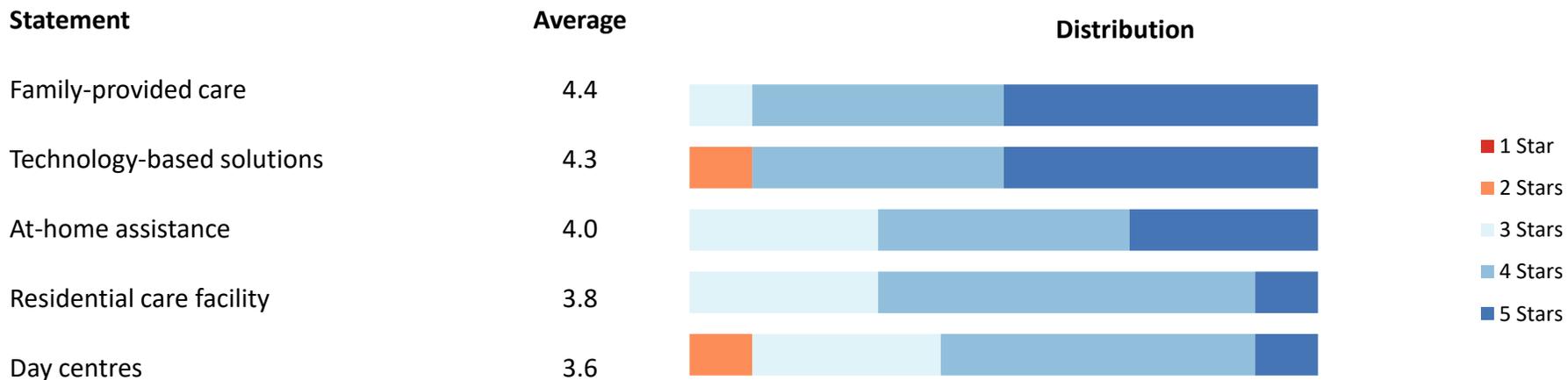
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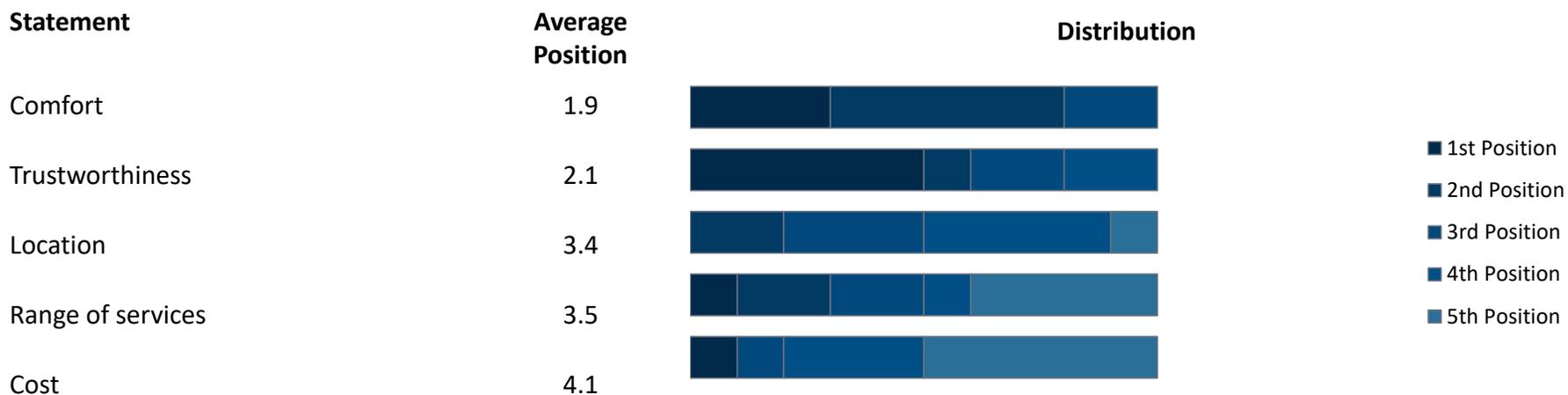
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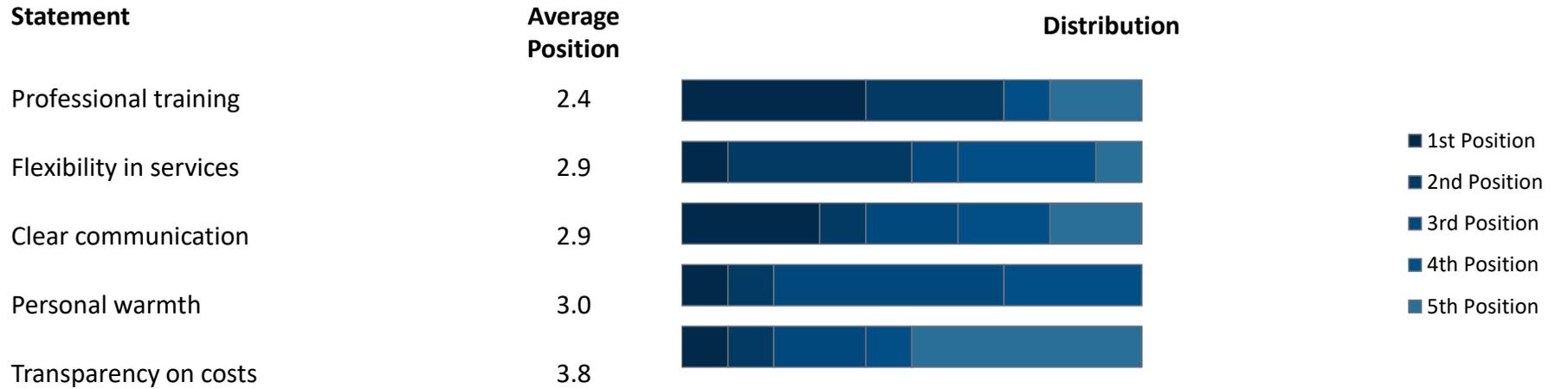
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## The Dutiful Planner

### Description:

- Aged 30-50, this individual provides care as part of a strong family unit, guided by powerful cultural beliefs that it is a child's duty to care for their parents in old age. They often live in a multi-generational household and see caregiving as an act of love and reciprocity for the care they received as a child. This sense of obligation is both a source of motivation and immense emotional pressure.
- They are in a state of conflict, feeling the intense stress and exhaustion of hands-on care while simultaneously viewing external options like care homes as a form of abandonment or failure. Their decision-making process is highly collaborative, involving discussions with family members and seeking guidance from trusted healthcare professionals to navigate disagreements and ensure the elder's wishes are honored.
- While comfort and trust are paramount, the financial strain on the entire family is a major consideration. They are wary of care providers motivated by profit rather than genuine compassion. For them, a trustworthy carer must possess patience, clear communication skills, and an authentic, emotional investment in their work, treating their loved one as they would their own family.

### Insights:

- The decision to seek outside help is fraught with guilt and a sense of cultural failure; services must position themselves as a respectful support system for the family, not a replacement.
- Family is seen as the most trustworthy care provider because their motivation is love, not money. External carers must demonstrate genuine personal warmth and compassion to overcome this inherent skepticism.
- Clear, consistent communication is essential for building trust. It creates a partnership between the family and the provider, ensuring everyone is aligned and understood.





**REACH OUT TO US IF YOU HAVE  
FURTHER QUESTIONS ABOUT THIS  
REPORT**

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