



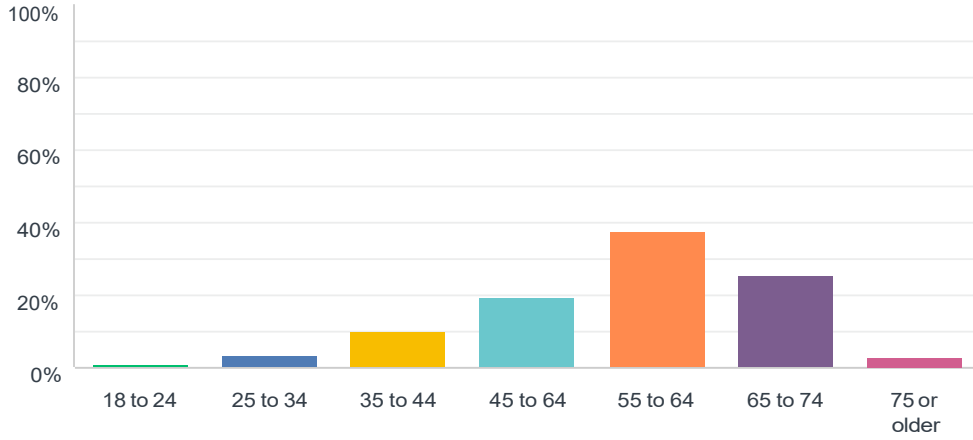
ARKANSAS HOSPICE

Minority Outreach Survey Results

Our electronic media outreach encompasses both promotional efforts and survey/data collection. Though paper surveys were collected, our data was compiled using the online data management services of Survey Monkey. Our survey consisted of 29 questions, addressing the areas of demographics, attitudes about death and dying, and knowledge of hospice services. The survey administered during Phase I of this study garnered a total of 349 responses nationwide. Eighty of those responses were from Clark County. Of the total 349 respondents, 250 were African American. Fifty-one of the African American responses were from Clark County, Arkansas.

Q1 What is your age?

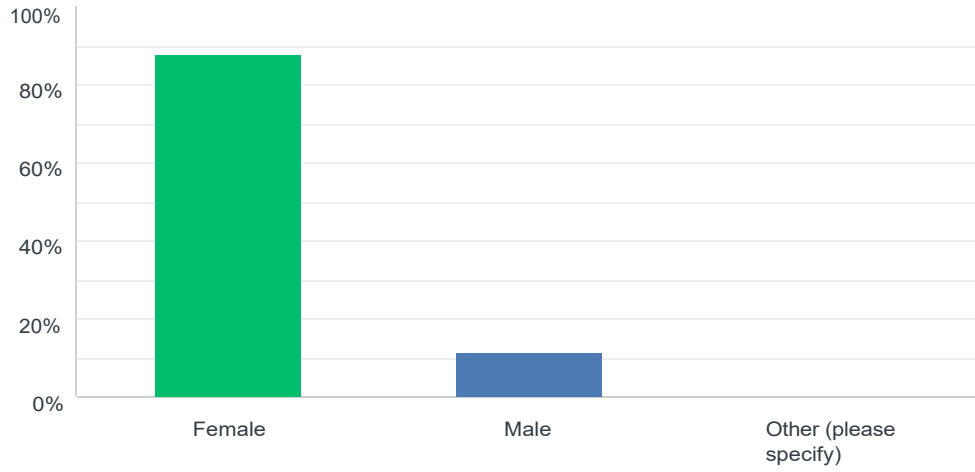
Answered: 248 Skipped: 2



ANSWER CHOICES	RESPONSES	
18 to 24	0.81%	2
25 to 34	3.63%	9
35 to 44	10.08%	25
45 to 64	19.35%	48
55 to 64	37.50%	93
65 to 74	25.40%	63
75 or older	3.23%	8
TOTAL		248

Q2 How do you identify your gender?

Answered: 249 Skipped: 1

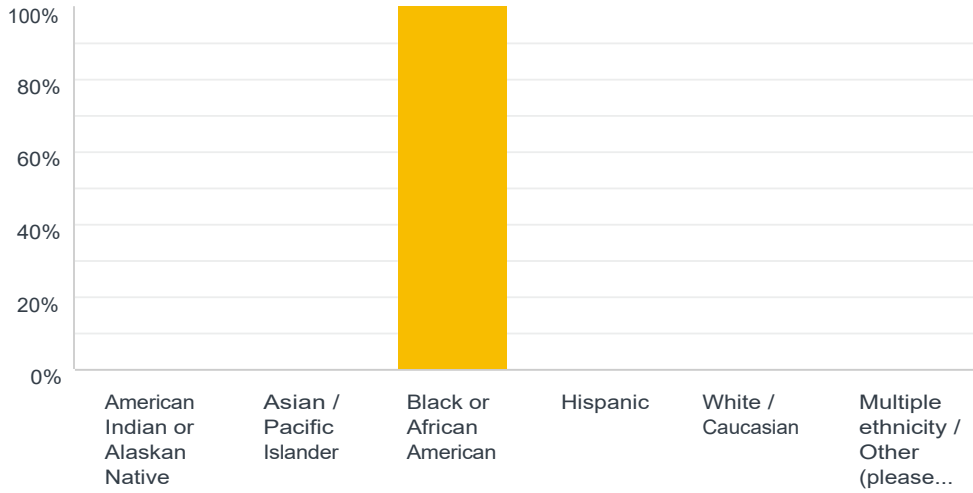


ANSWER CHOICES	RESPONSES	
Female	87.95%	219
Male	11.65%	29
Other (please specify)	0.40%	1
TOTAL		249

Survey

Q3 Which race/ethnicity best describes you? (Please choose only one.)

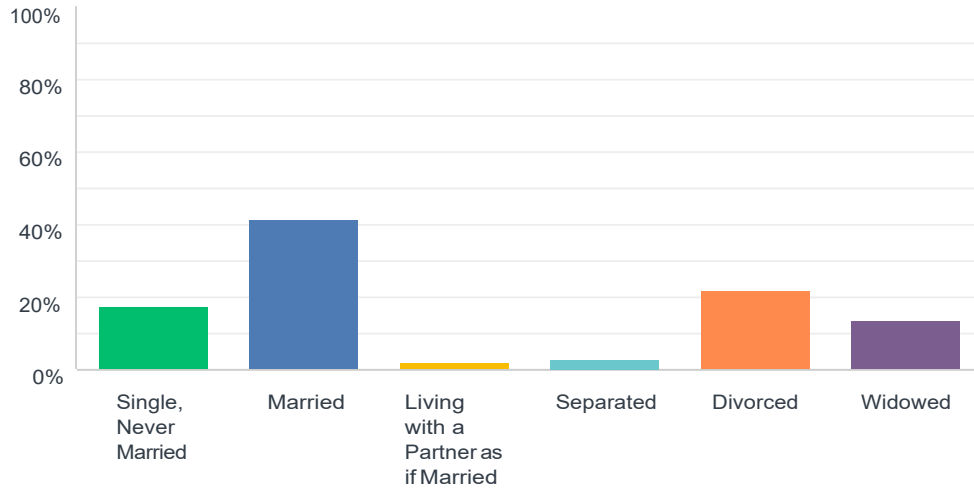
Answered: 250 Skipped: 0



ANSWER CHOICES	RESPONSES	
American Indian or Alaskan Native	0.00%	0
Asian / Pacific Islander	0.00%	0
Black or African American	100.00%	250
Hispanic	0.00%	0
White / Caucasian	0.00%	0
Multiple ethnicity / Other (please specify)	0.00%	0
TOTAL		250

Q4 What is your current marital status?

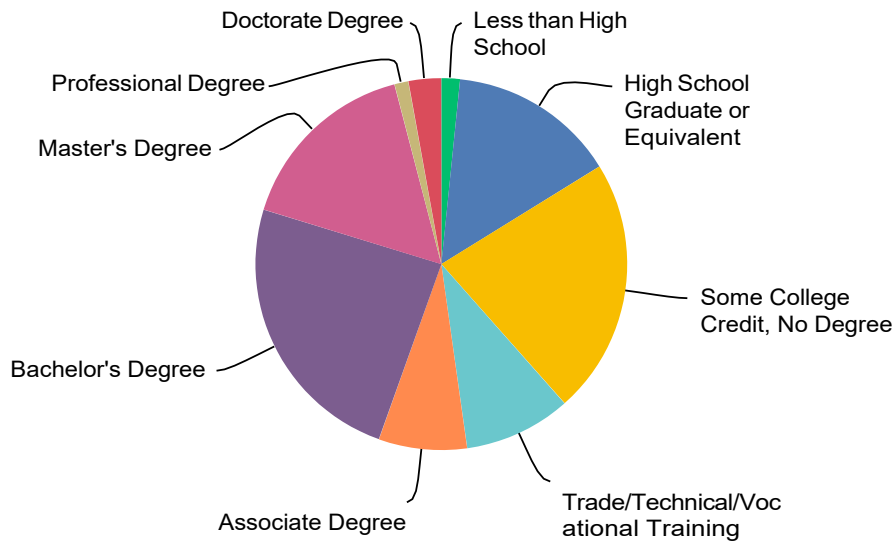
Answered: 249 Skipped: 1



ANSWER CHOICES	RESPONSES	
Single, Never Married	17.67%	44
Married	41.37%	103
Living with a Partner as if Married	2.01%	5
Separated	3.21%	8
Divorced	22.09%	55
Widowed	13.65%	34
TOTAL		249

Q5 What is the highest level of education that you completed?

Answered: 247 Skipped: 3



ANSWER CHOICES	RESPONSES	
Less than High School	1.62%	4
High School Graduate or Equivalent	14.57%	36
Some College Credit, No Degree	22.27%	55
Trade/Technical/Vocational Training	9.31%	23
Associate Degree	7.69%	19
Bachelor's Degree	24.29%	60
Master's Degree	16.19%	40
Professional Degree	1.21%	3
Doctorate Degree	2.83%	7
TOTAL		247

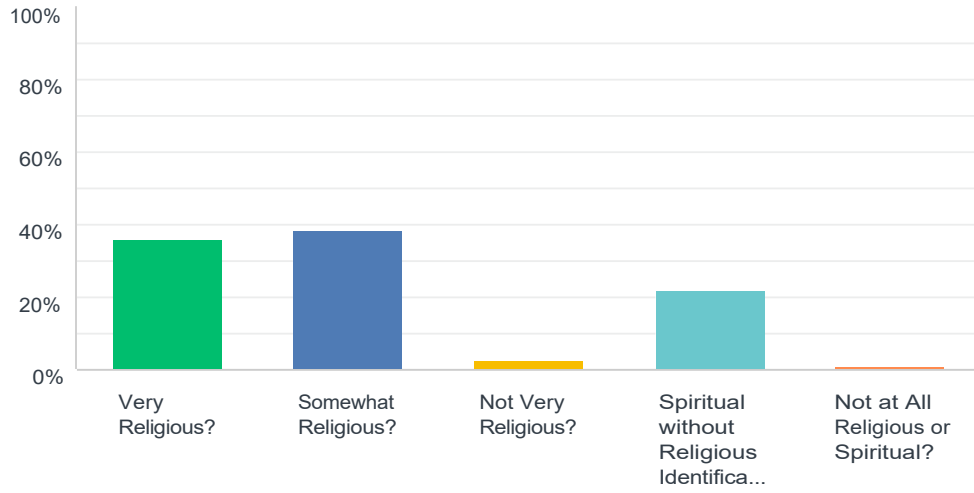
Q6 To help us compare responses from different areas, what is your 5-digit ZIP code?

Answered: 232 Skipped: 18

ANSWER CHOICES	RESPONSES	
Name	0.00%	0
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	100.00%	232
Country	0.00%	0
Email Address	0.00%	0
Phone Number	0.00%	0

Q7 Do you consider yourself...

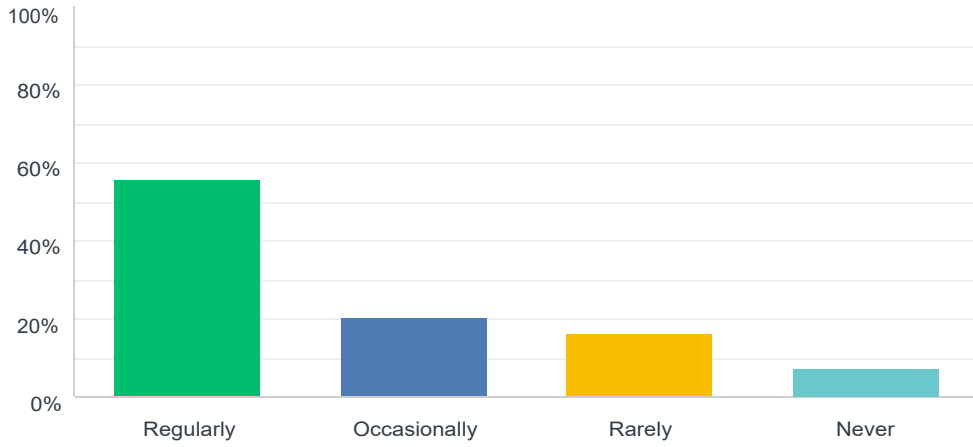
Answered: 248 Skipped: 2



ANSWER CHOICES	RESPONSES	
Very Religious?	35.89%	89
Somewhat Religious?	38.71%	96
Not Very Religious?	2.42%	6
Spiritual without Religious Identification?	22.18%	55
Not at All Religious or Spiritual?	0.81%	2
TOTAL		248

Q8 How often do you attend religious or spiritual services?

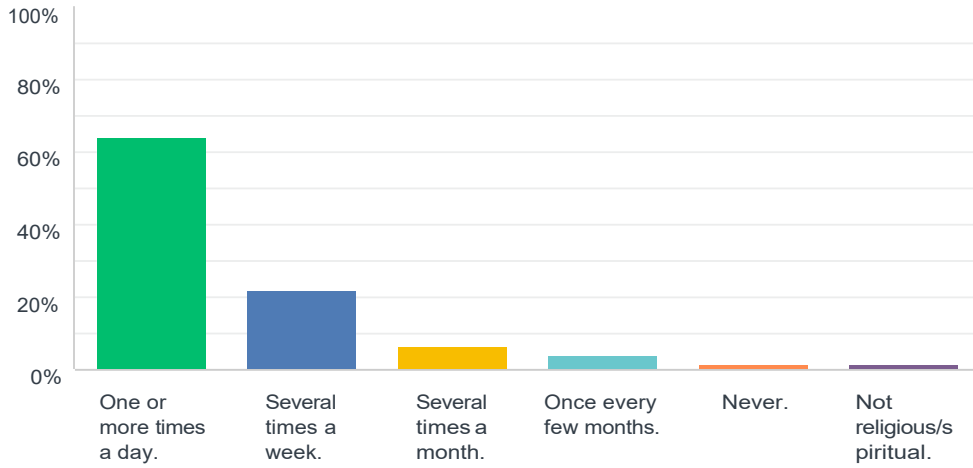
Answered: 249 Skipped: 1



ANSWER CHOICES	RESPONSES	
Regularly	55.82%	139
Occasionally	20.48%	51
Rarely	16.47%	41
Never	7.23%	18
TOTAL		249

Q9 How often do you find strength in your religion or spirituality?

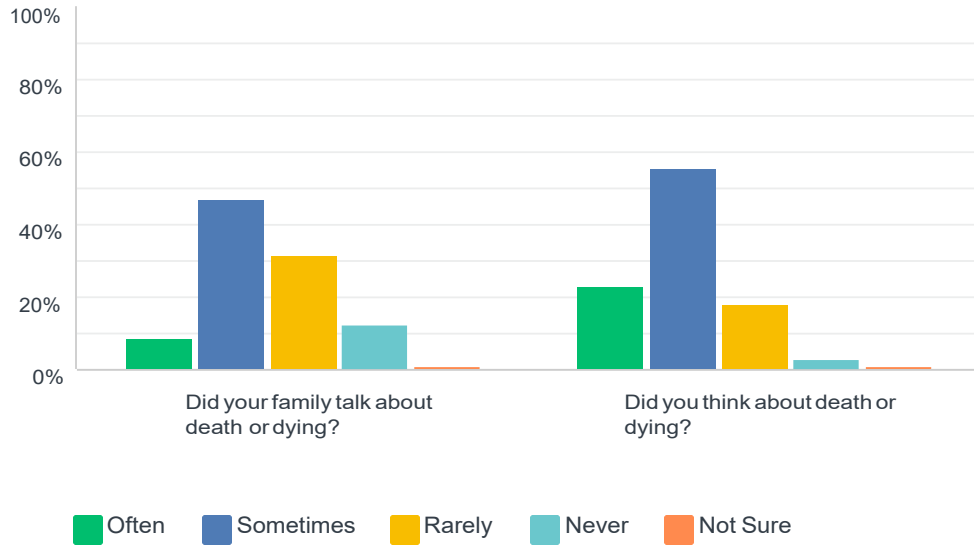
Answered: 246 Skipped: 4



ANSWER CHOICES	RESPONSES	
One or more times a day.	64.23%	158
Several times a week.	21.95%	54
Several times a month.	6.50%	16
Once every few months.	4.07%	10
Never.	1.63%	4
Not religious/spiritual.	1.63%	4
TOTAL		246

Q10 Growing up, how often...

Answered: 201 Skipped: 49

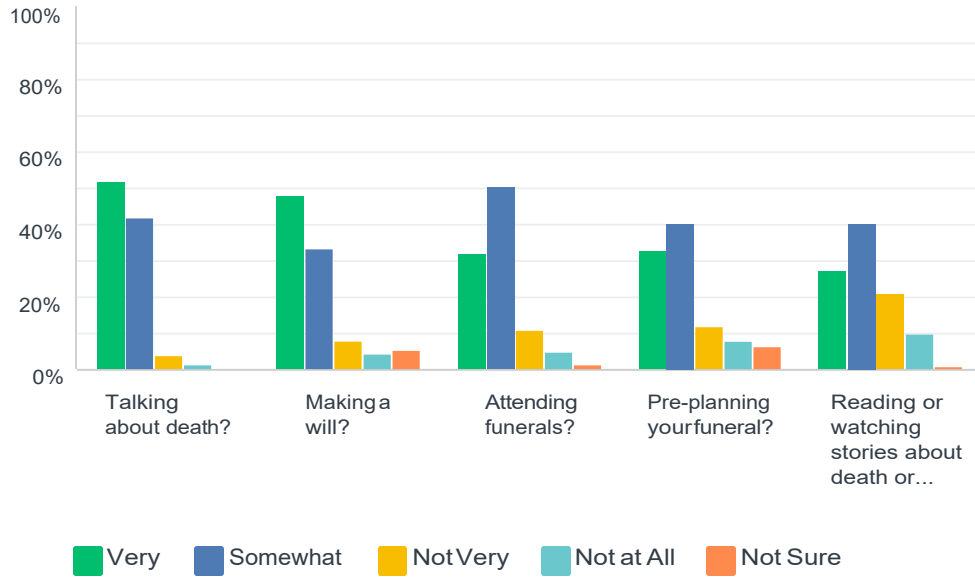


	OFTEN	SOMETIMES	RARELY	NEVER	NOT SURE	TOTAL	WEIGHTED AVERAGE
Did your family talk about death or dying?	8.46% 17	46.77% 94	31.34% 63	12.44% 25	1.00% 2	201	2.51
Did you think about death or dying?	22.84% 45	55.33% 109	17.77% 35	3.05% 6	1.02% 2	197	2.04

Survey

Q11 Today, how comfortable are you...

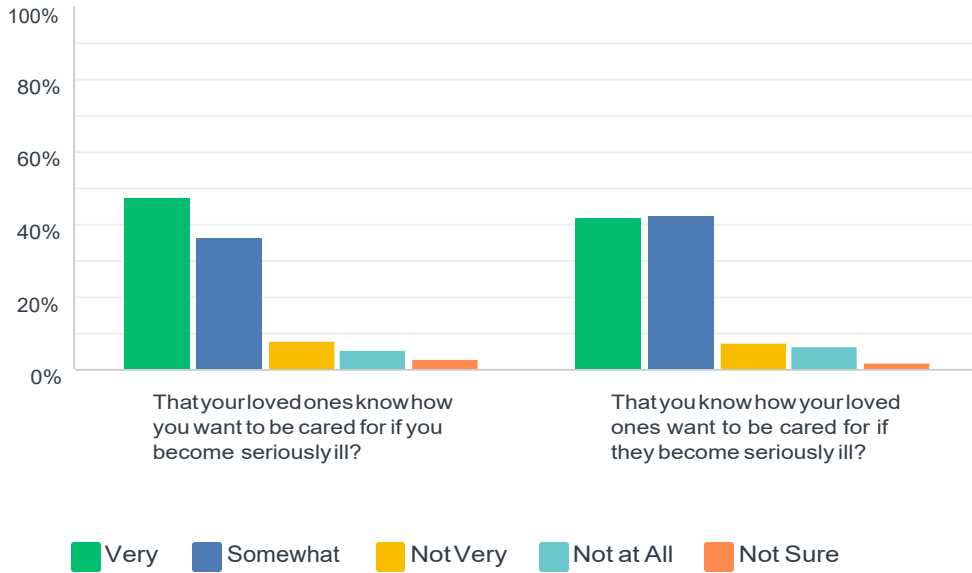
Answered: 201 Skipped: 49



	VERY	SOMEWHAT	NOT VERY	NOT AT ALL	NOT SURE	TOTAL	WEIGHTED AVERAGE
Talking about death?	52.00% 104	42.00% 84	4.00% 8	1.50% 3	0.50% 1	200	1.56
Making a will?	48.22% 95	33.50% 66	8.12% 16	4.57% 9	5.58% 11	197	1.86
Attending funerals?	32.16% 64	50.25% 100	11.06% 22	5.03% 10	1.51% 3	199	1.93
Pre-planning your funeral?	33.00% 66	40.50% 81	12.00% 24	8.00% 16	6.50% 13	200	2.15
Reading or watching stories about death or dying?	27.27% 54	40.40% 80	21.21% 42	10.10% 20	1.01% 2	198	2.17

Q12 How confident are you...

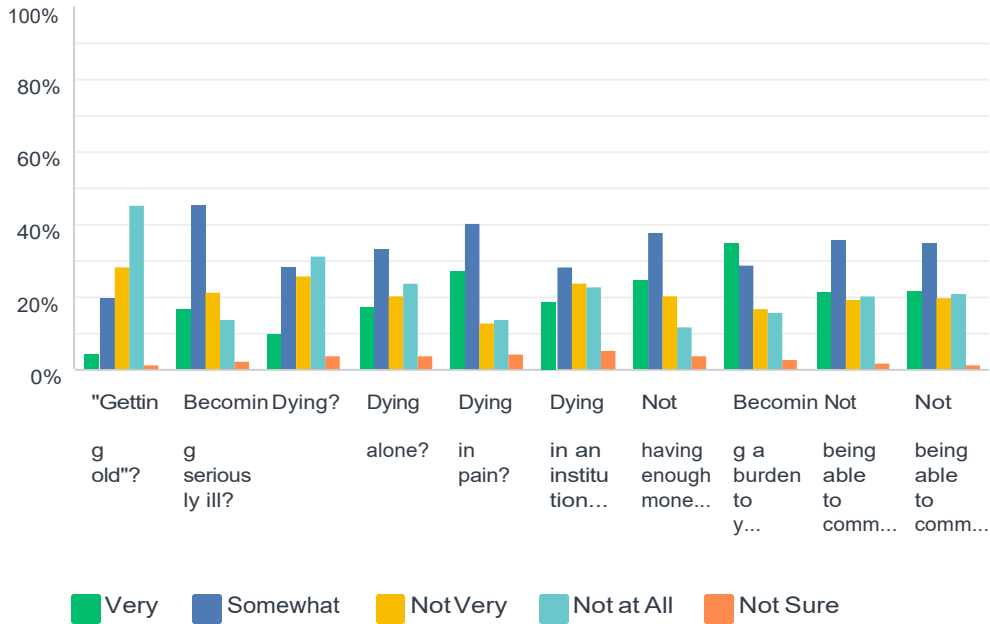
Answered: 201 Skipped: 49



	VERY	SOMEWHAT	NOT VERY	NOT AT ALL	NOT SURE	TOTAL	WEIGHTED AVERAGE
That your loved ones know how you want to be cared for if you become seriously ill?	47.26% 95	36.32% 73	7.96% 16	5.47% 11	2.99% 6	201	1.81
That you know how your loved ones want to be cared for if they become seriously ill?	41.79% 84	42.29% 85	7.46% 15	6.47% 13	1.99% 4	201	1.85

Q13 How afraid are you of...

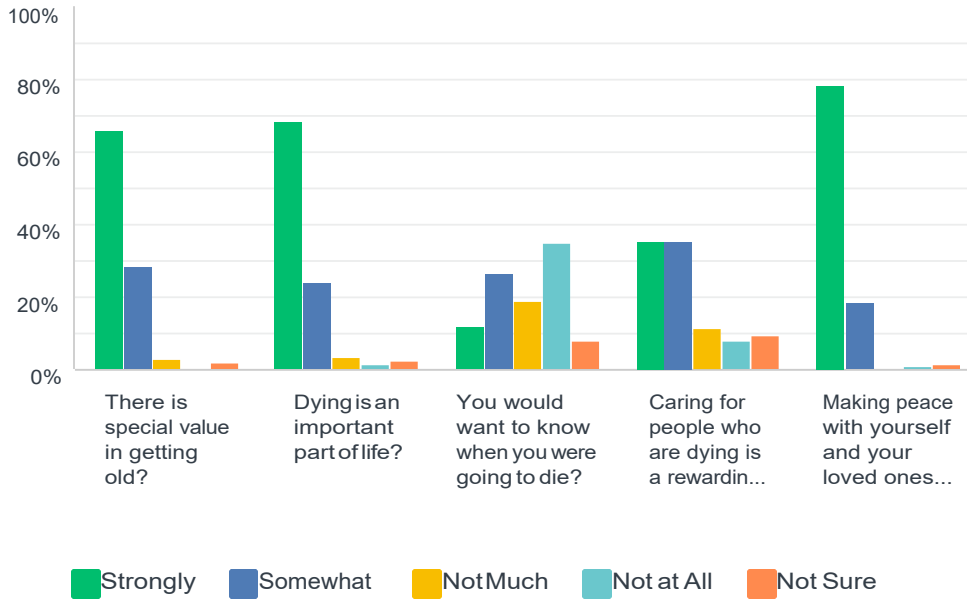
Answered: 202 Skipped: 48



	VERY	SOMEWHAT	NOT VERY	NOT AT ALL	NOT SURE	TOTAL	WEIGHTED AVERAGE
"Getting old"?	4.46% 9	19.80% 40	28.71% 58	45.54% 92	1.49% 3	202	3.20
Becoming seriously ill?	16.92% 34	45.27% 91	21.39% 43	13.93% 28	2.49% 5	201	2.40
Dying?	10.00% 20	28.50% 57	26.00% 52	31.50% 63	4.00% 8	200	2.91
Dying alone?	17.59% 35	33.67% 67	20.60% 41	24.12% 48	4.02% 8	199	2.63
Dying in pain?	27.41% 54	40.61% 80	13.20% 26	14.21% 28	4.57% 9	197	2.28
Dying in an institution, like a hospital or nursing home?	19.00% 38	28.50% 57	24.00% 48	23.00% 46	5.50% 11	200	2.67
Not having enough money for your care?	25.13% 50	38.19% 76	20.60% 41	12.06% 24	4.02% 8	199	2.32
Becoming a burden to your loved ones?	35.00% 70	29.00% 58	17.00% 34	16.00% 32	3.00% 6	200	2.23
Not being able to communicate your wishes to loved ones?	21.61% 43	36.18% 72	19.60% 39	20.60% 41	2.01% 4	199	2.45
Not being able to communicate your wishes to medical staff?	22.22% 44	34.85% 69	20.20% 40	21.21% 42	1.52% 3	198	2.45

Q14 How much do you agree that...

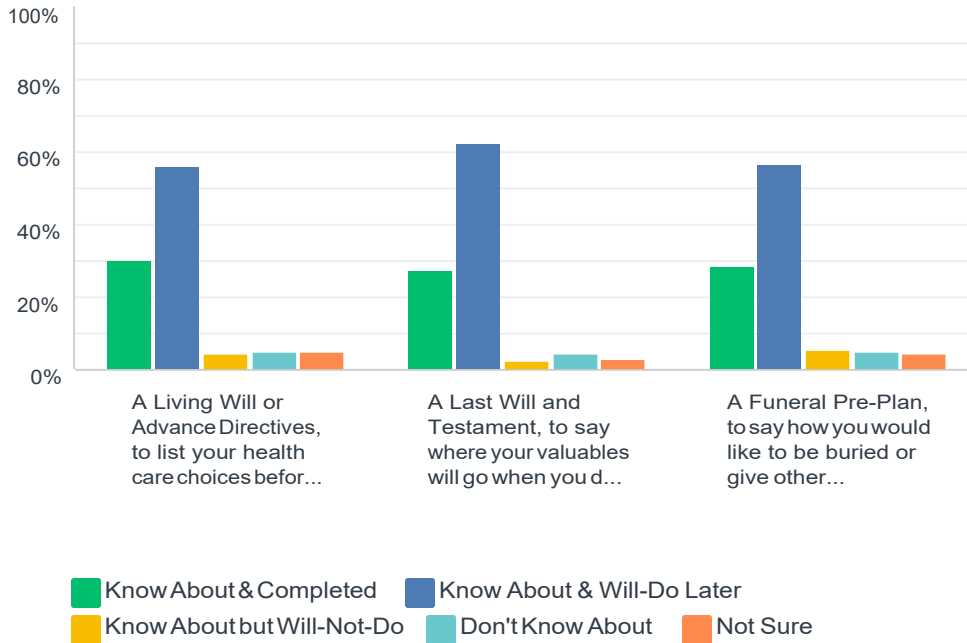
Answered: 201 Skipped: 49



	STRONGLY	SOMEWHAT	NOT MUCH	NOT AT ALL	NOT SURE	TOTAL	WEIGHTED AVERAGE
There is special value in getting old?	66.00% 132	28.50% 57	3.00% 6	0.50% 1	2.00% 4	200	1.44
Dying is an important part of life?	68.50% 137	24.00% 48	3.50% 7	1.50% 3	2.50% 5	200	1.46
You would want to know when you were going to die?	11.94% 24	26.37% 53	18.91% 38	34.83% 70	7.96% 16	201	3.00
Caring for people who are dying is a rewarding experience?	35.50% 71	35.50% 71	11.50% 23	8.00% 16	9.50% 19	200	2.21
Making peace with yourself and your loved ones before you die is important?	78.61% 158	18.41% 37	0.50% 1	1.00% 2	1.49% 3	201	1.28

Q15 How much do you know about...

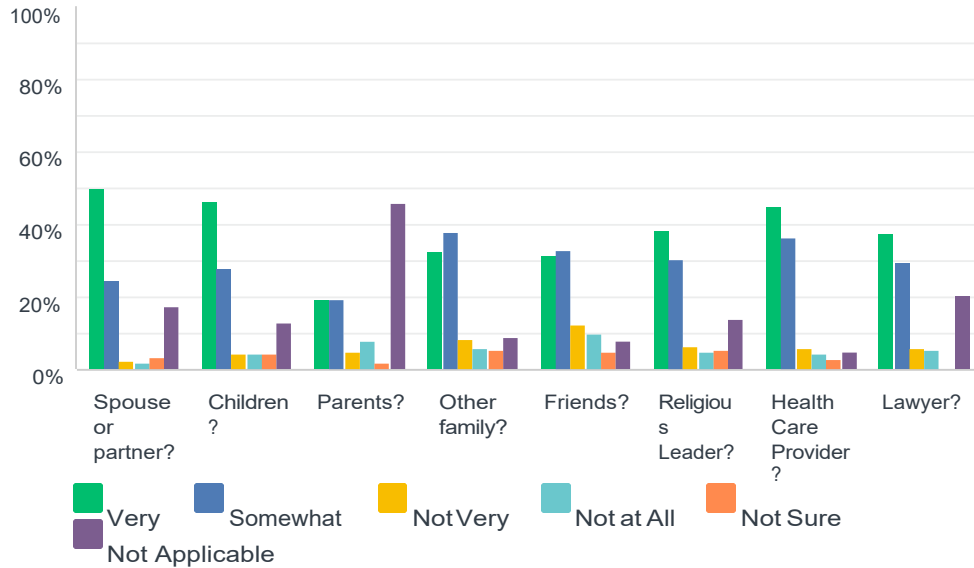
Answered: 163 Skipped: 87



	KNOW ABOUT & COMPLETED	KNOW ABOUT & WILL-DO LATER	KNOW ABOUT BUT WILL-NOT-DO	DON'T KNOW ABOUT	NOT SURE	TOTAL	WEIGHTED AVERAGE
A Living Will or Advance Directives, to list your health care choices before you become seriously ill or unable to move or speak?	30.06% 49	55.83% 91	4.29% 7	4.91% 8	4.91% 8	163	1.99
A Last Will and Testament, to say where your valuables will go when you die, like money or property or things that your family treasures?	27.33% 44	62.73% 101	2.48% 4	4.35% 7	3.11% 5	161	1.93
A Funeral Pre-Plan, to say how you would like to be buried or give other instructions before you die?	28.30% 45	56.60% 90	5.66% 9	5.03% 8	4.40% 7	159	2.01

Q16 How comfortable would you be talking about your death with your...

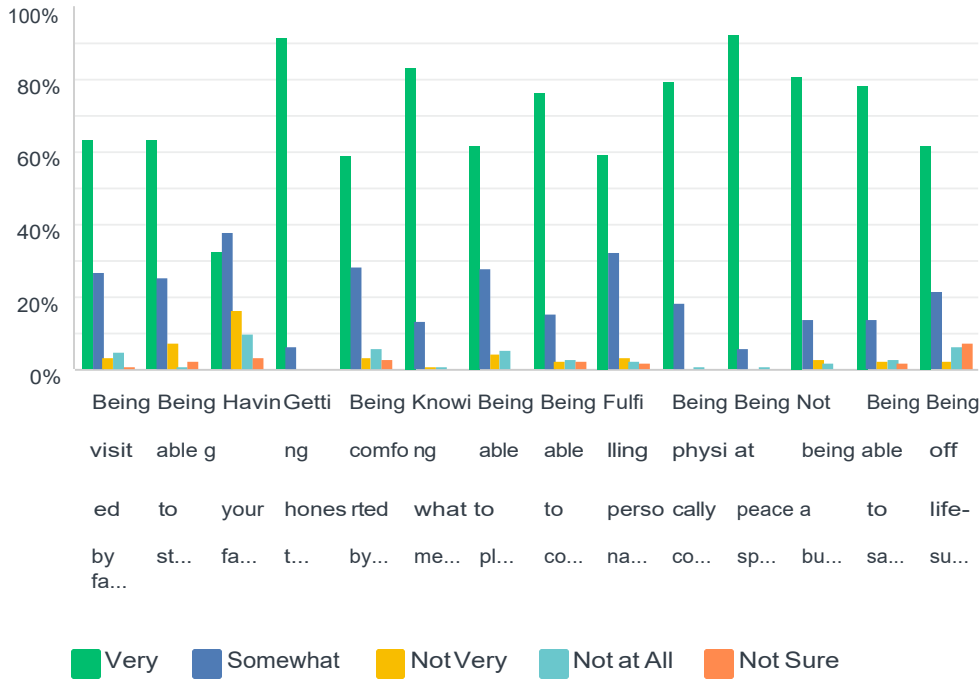
Answered: 165 Skipped: 85



	VERY	SOMEWHAT	NOT VERY	NOT AT ALL	NOT SURE	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
Spouse or partner?	50.00% 82	24.39% 40	2.44% 4	1.83% 3	3.66% 6	17.68% 29	164	2.38
Children?	46.34% 76	28.05% 46	4.27% 7	4.27% 7	4.27% 7	12.80% 21	164	2.30
Parents?	19.63% 32	19.63% 32	4.91% 8	7.98% 13	1.84% 3	46.01% 75	163	3.91
Other family?	32.52% 53	38.04% 62	8.59% 14	6.13% 10	5.52% 9	9.20% 15	163	2.42
Friends?	31.68% 51	32.92% 53	12.42% 20	9.94% 16	4.97% 8	8.07% 13	161	2.48
Religious Leader?	38.41% 63	30.49% 50	6.71% 11	4.88% 8	5.49% 9	14.02% 23	164	2.51
Health Care Provider?	45.06% 73	36.42% 59	6.17% 10	4.32% 7	3.09% 5	4.94% 8	162	1.99
Lawyer?	37.65% 61	29.63% 48	6.17% 10	5.56% 9	0.62% 1	20.37% 33	162	2.63

Q17 How important would each of these be if you were dying...

Answered: 165 Skipped: 85



	VERY	SOMEWHAT	NOT VERY	NOT AT ALL	NOT SURE	TOTAL	WEIGHTED AVERAGE
Being visited by family and friends?	63.41% 104	26.83% 44	3.66% 6	4.88% 8	1.22% 2	164	1.54
Being able to stay in your home?	63.41% 104	25.61% 42	7.32% 12	1.22% 2	2.44% 4	164	1.54
Having your family or loved ones take care of you instead of outside help?	32.32% 53	37.80% 62	16.46% 27	9.76% 16	3.66% 6	164	2.15
Getting honest answers from your doctor?	91.52% 151	6.67% 11	0.61% 1	0.61% 1	0.61% 1	165	1.12
Being comforted by religious people or spiritual services?	58.79% 97	28.48% 47	3.64% 6	6.06% 10	3.03% 5	165	1.66
Knowing what medicine was available to you?	83.54% 137	13.41% 22	1.22% 2	1.22% 2	0.61% 1	164	1.22
Being able to plan your funeral?	62.20% 102	28.05% 46	4.27% 7	5.49% 9	0.00% 0	164	1.53
Being able to complete your will?	76.69% 125	15.34% 25	2.45% 4	3.07% 5	2.45% 4	163	1.39
Fulfilling personal goals or pleasures?	59.51% 97	32.52% 53	3.68% 6	2.45% 4	1.84% 3	163	1.55
Being physically comfortable and free of pain?	79.27% 130	18.29% 30	0.61% 1	1.22% 2	0.61% 1	164	1.26
Being at peace spiritually?	92.64% 151	6.13% 10	0.00% 0	1.23% 2	0.00% 0	163	1.10
Not being a burden to loved ones?	81.21% 134	13.94% 23	3.03% 5	1.82% 3	0.00% 0	165	1.25

Survey

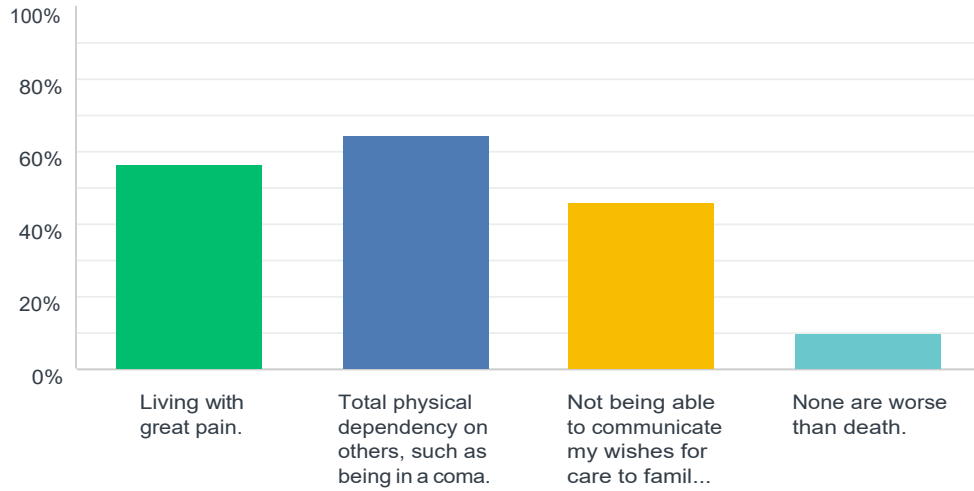
Being able to say goodbye?	78.40%	14.20%	2.47%	3.09%	1.85%		
	127	23	4	5	3	162	1.36

Survey

Being off life-support machines?	62.20%	21.34%	2.44%	6.71%	7.32%		
	102	35	4	11	12	164	1.76

Q18 Which of these health problems do you think are worse than death? (Choose all that apply.)

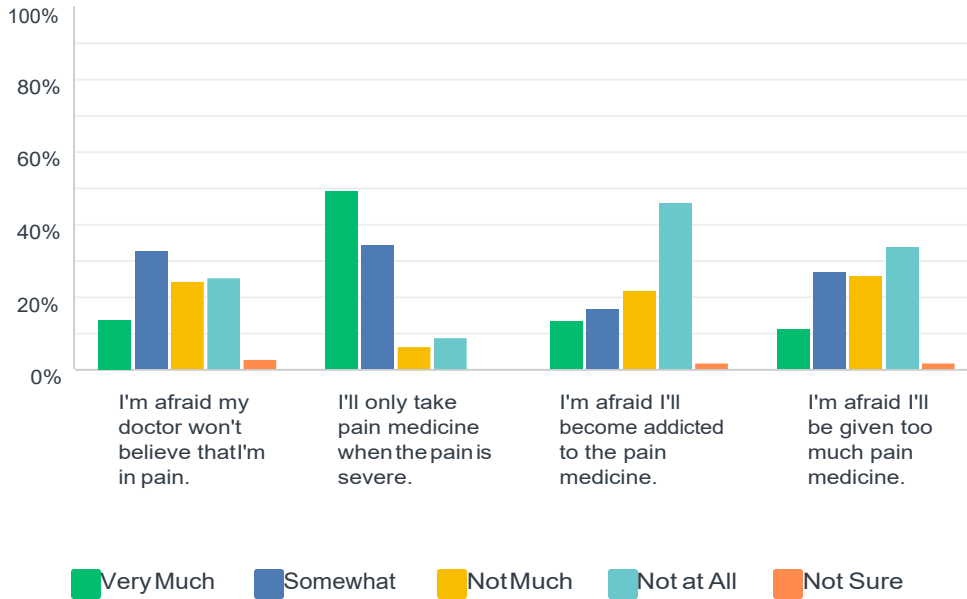
Answered: 163 Skipped: 87



ANSWER CHOICES	RESPONSES	
Living with great pain.	56.44%	92
Total physical dependency on others, such as being in a coma.	64.42%	105
Not being able to communicate my wishes for care to family and loved ones.	46.01%	75
None are worse than death.	9.82%	16
Total Respondents: 163		

Q19 How much do you agree with the following?

Answered: 143 Skipped: 107

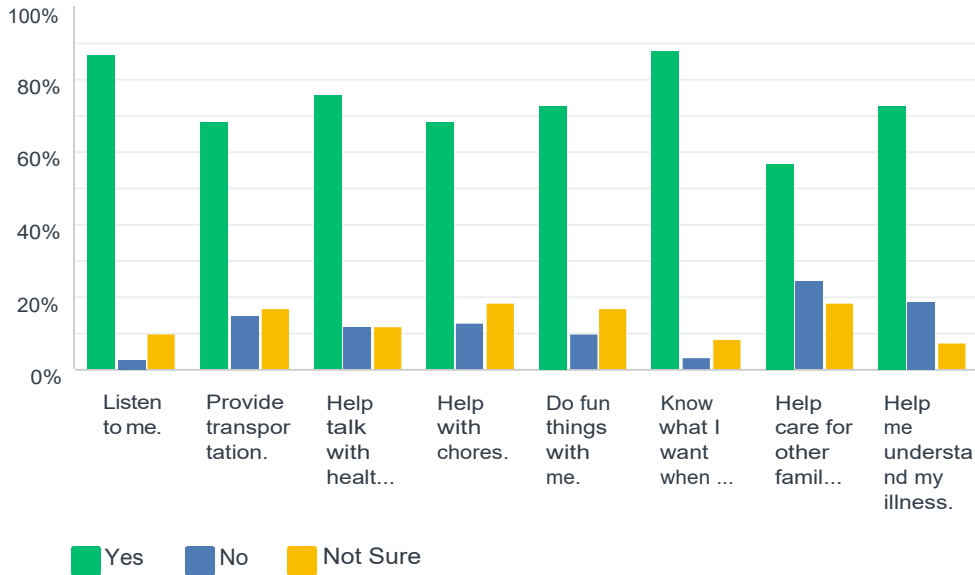


	VERY MUCH	SOMEWHAT	NOT MUCH	NOT AT ALL	NOT SURE	TOTAL	WEIGHTED AVERAGE
I'm afraid my doctor won't believe that I'm in pain.	14.08% 20	33.10% 47	24.65% 35	25.35% 36	2.82% 4	142	2.70
I'll only take pain medicine when the pain is severe.	49.30% 70	34.51% 49	6.34% 9	9.15% 13	0.70% 1	142	1.77
I'm afraid I'll become addicted to the pain medicine.	13.38% 19	16.90% 24	21.83% 31	45.77% 65	2.11% 3	142	3.06
I'm afraid I'll be given too much pain medicine.	11.27% 16	26.76% 38	26.06% 37	33.80% 48	2.11% 3	142	2.89

Survey

Q20 At the end of my life, I expect to need someone to...

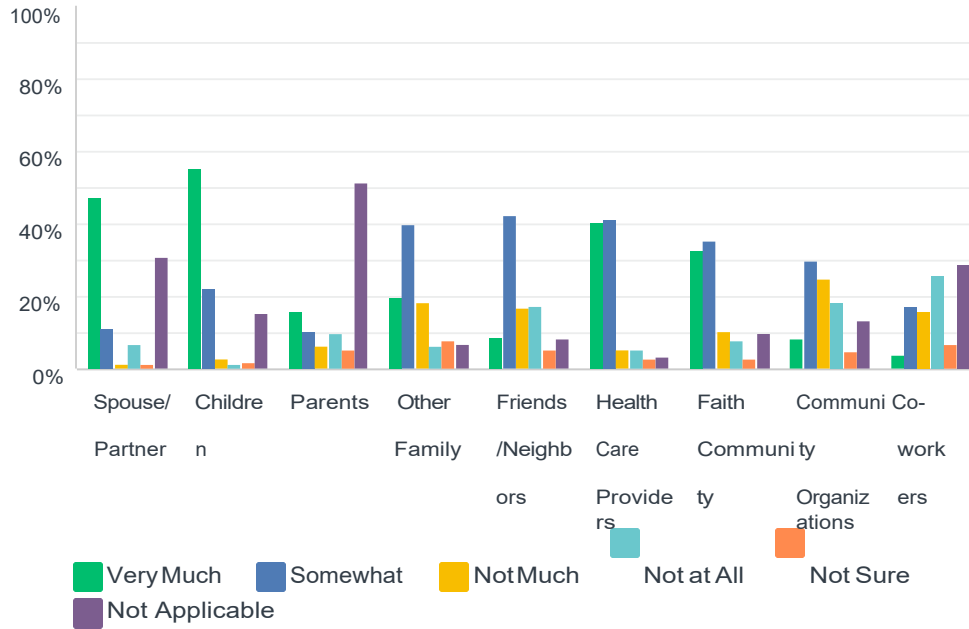
Answered: 143 Skipped: 107



	YES	NO	NOT SURE	TOTAL	WEIGHTED AVERAGE
Listen to me.	87.23% 123	2.84% 4	9.93% 14	141	1.23
Provide transportation.	68.31% 97	14.79% 21	16.90% 24	142	1.49
Help talk with health providers.	76.06% 108	11.97% 17	11.97% 17	142	1.36
Help with chores.	68.35% 95	12.95% 18	18.71% 26	139	1.50
Do fun things with me.	73.05% 103	9.93% 14	17.02% 24	141	1.44
Know what I want when I die.	87.86% 123	3.57% 5	8.57% 12	140	1.21
Help care for other family members or pets.	57.04% 81	24.65% 35	18.31% 26	142	1.61
Help me understand my illness.	73.24% 104	19.01% 27	7.75% 11	142	1.35

Q21 For the needs above, how much would you expect the following to support you?

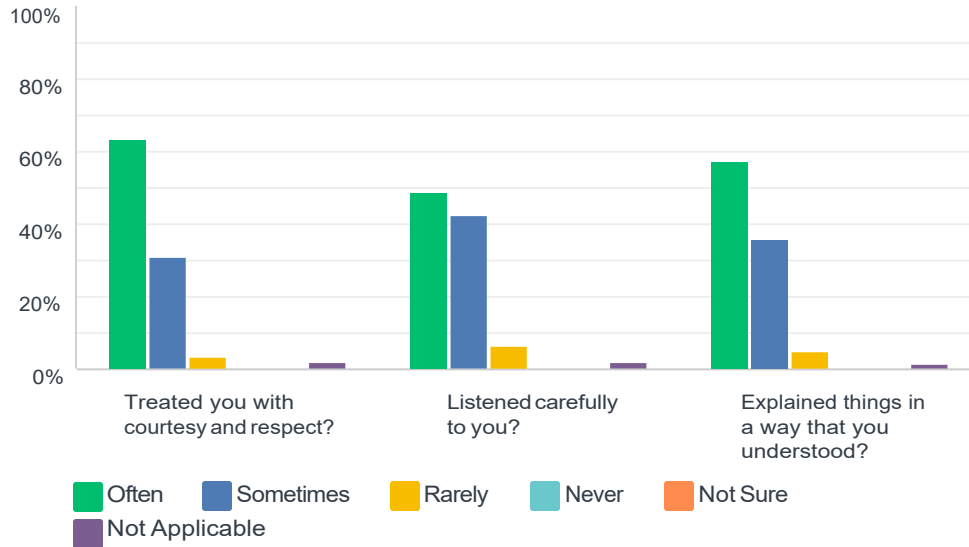
Answered: 142 Skipped: 108



	VERY MUCH	SOMEWHAT	NOT MUCH	NOT AT ALL	NOT SURE	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
Spouse/Partner	47.52% 67	11.35% 16	1.42% 2	7.09% 10	1.42% 2	31.21% 44	141	2.97
Children	55.32% 78	22.70% 32	2.84% 4	1.42% 2	2.13% 3	15.60% 22	141	2.19
Parents	16.20% 23	10.56% 15	6.34% 9	9.86% 14	5.63% 8	51.41% 73	142	4.32
Other Family	20.00% 28	40.00% 56	18.57% 26	6.43% 9	7.86% 11	7.14% 10	140	2.64
Friends/Neighbors	9.15% 13	42.25% 60	16.90% 24	17.61% 25	5.63% 8	8.45% 12	142	2.94
Health Care Providers	40.71% 57	41.43% 58	5.71% 8	5.71% 8	2.86% 4	3.57% 5	140	1.99
Faith Community	32.86% 46	35.71% 50	10.71% 15	7.86% 11	2.86% 4	10.00% 14	140	2.42
Community Organizations	8.51% 12	29.79% 42	24.82% 35	18.44% 26	4.96% 7	13.48% 19	141	3.22
Co-workers	4.23% 6	17.61% 25	16.20% 23	26.06% 37	7.04% 10	28.87% 41	142	4.01

Q22 In your experience with hospitals or other health care facilities, how often did you feel that doctors...

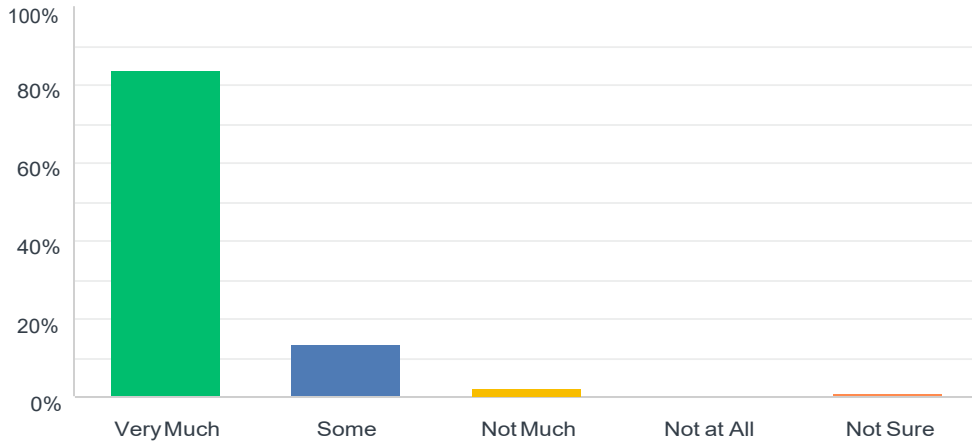
Answered: 143 Skipped: 107



	OFTEN	SOMETIMES	RARELY	NEVER	NOT SURE	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
Treated you with courtesy and respect?	63.64% 91	30.77% 44	3.50% 5	0.00% 0	0.00% 0	2.10% 3	143	1.48
Listened carefully to you?	48.95% 70	42.66% 61	6.29% 9	0.00% 0	0.00% 0	2.10% 3	143	1.66
Explained things in a way that you understood?	57.45% 81	36.17% 51	4.96% 7	0.00% 0	0.00% 0	1.42% 2	141	1.53

Q23 Have you heard of hospice services?

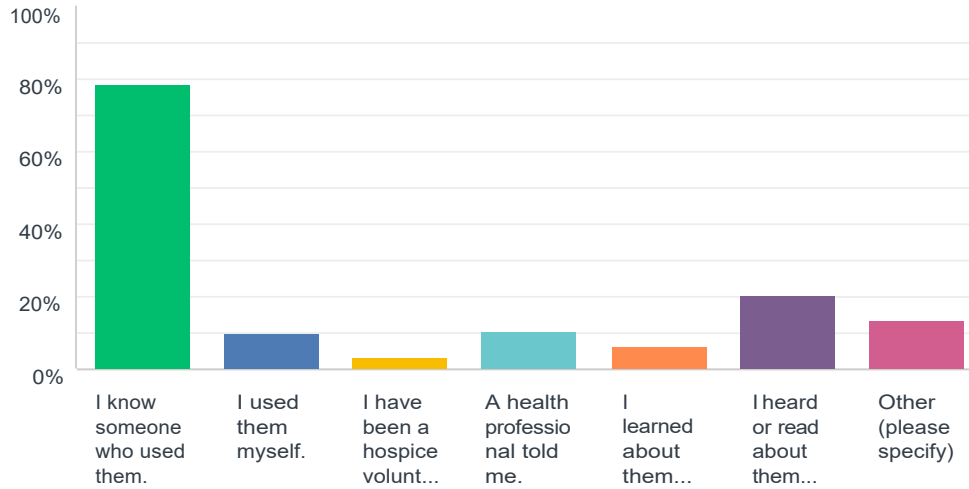
Answered: 142 Skipped: 108



ANSWER CHOICES	RESPONSES	
Very Much	83.80%	119
Some	13.38%	19
Not Much	2.11%	3
Not at All	0.00%	0
Not Sure	0.70%	1
TOTAL		142

Q24 If so, how did you hear about hospice services? (Choose all that apply.)

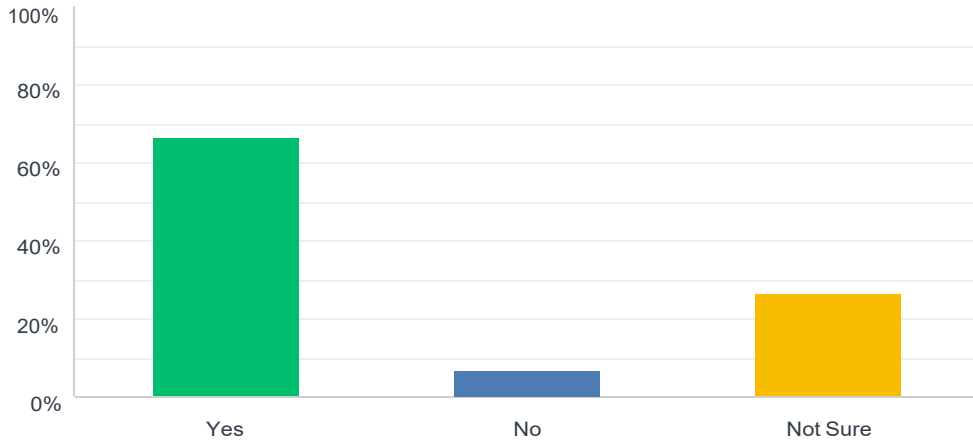
Answered: 141 Skipped: 109



ANSWER CHOICES	RESPONSES	
I know someone who used them.	78.72%	111
I used them myself.	9.93%	14
I have been a hospice volunteer.	3.55%	5
A health professional told me.	10.64%	15
I learned about them within the faith community.	6.38%	9
I heard or read about them through the media (TV, radio, Internet, newspaper, etc.).	20.57%	29
Other (please specify)	13.48%	19
Total Respondents: 141		

Q25 If you were dying, would you want hospice services?

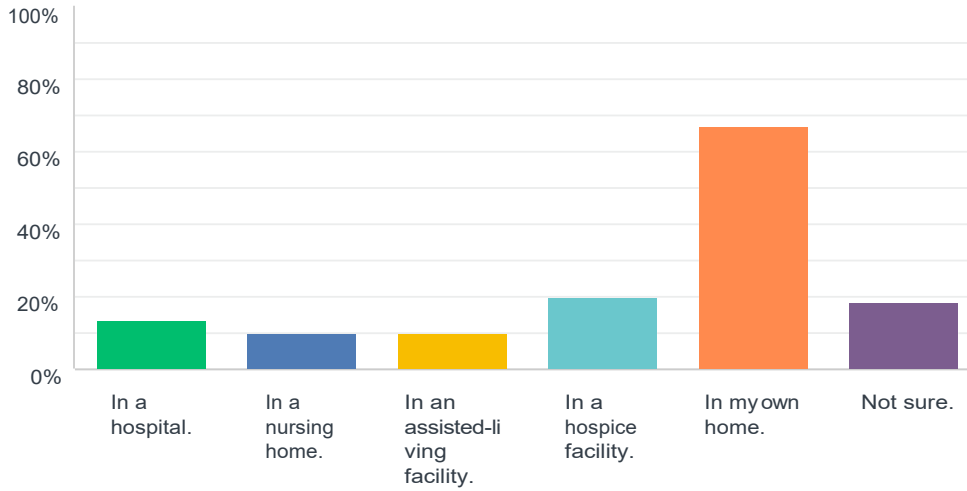
Answered: 140 Skipped: 110



ANSWER CHOICES	RESPONSES	
Yes	66.43%	93
No	7.14%	10
Not Sure	26.43%	37
TOTAL		140

Q26 If so, where would you want to receive hospice services? (Choose all that apply.)

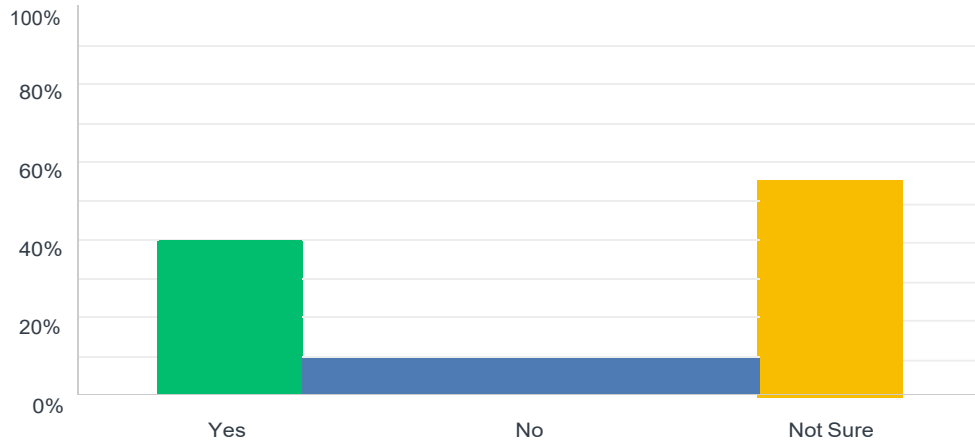
Answered: 140 Skipped: 110



ANSWER CHOICES	RESPONSES	
In a hospital.	13.57%	19
In a nursing home.	10.00%	14
In an assisted-living facility.	10.00%	14
In a hospice facility.	20.00%	28
In my own home.	67.14%	94
Not sure.	18.57%	26
Total Respondents: 140		

Q27 To the best of your knowledge, does Medicare pay for hospice services?

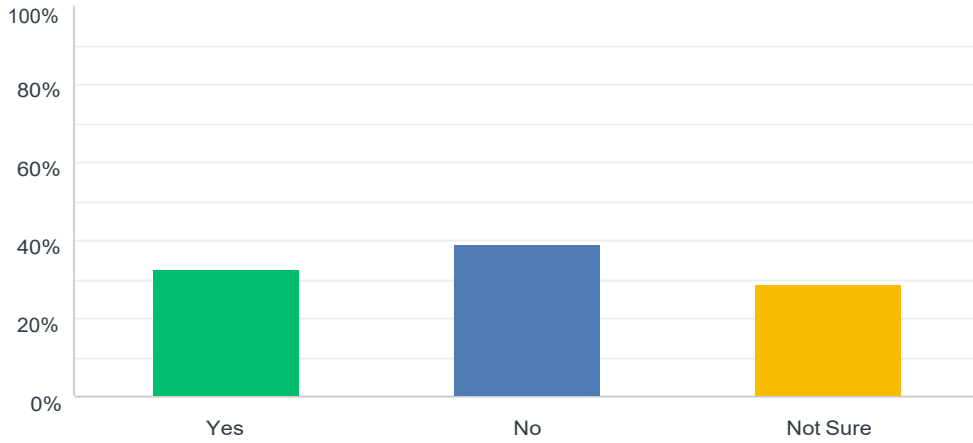
Answered: 140 Skipped: 110



ANSWER CHOICES	RESPONSES	
Yes	39.29%	55
No	4.29%	6
Not Sure	56.43%	79
TOTAL		140

Q28 Would you be interested in learning more about hospice services, for yourself or a loved one?

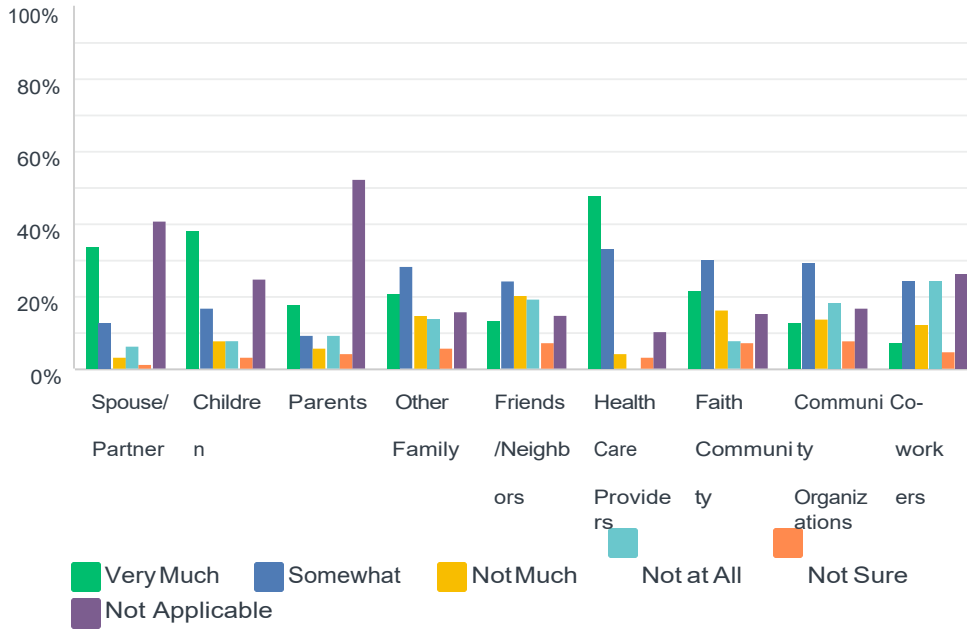
Answered: 139 Skipped: 111



ANSWER CHOICES	RESPONSES	
Yes	32.37%	45
No	38.85%	54
Not Sure	28.78%	40
TOTAL		139

Q29 If so, how much would you trust each of the following to tell you about hospice services?

Answered: 138 Skipped: 112



	VERY MUCH	SOMEWHAT	NOT MUCH	NOT AT ALL	NOT SURE	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
Spouse/Partner	33.82% 46	13.24% 18	3.68% 5	6.62% 9	1.47% 2	41.18% 56	136	3.52
Children	38.69% 53	16.79% 23	8.03% 11	8.03% 11	3.65% 5	24.82% 34	137	2.96
Parents	18.25% 25	9.49% 13	5.84% 8	9.49% 13	4.38% 6	52.55% 72	137	4.30
Other Family	21.01% 29	28.26% 39	15.22% 21	13.77% 19	5.80% 8	15.94% 22	138	3.03
Friends/Neighbors	13.33% 18	24.44% 33	20.74% 28	19.26% 26	7.41% 10	14.81% 20	135	3.27
Health Care Providers	48.15% 65	33.33% 45	4.44% 6	0.00% 0	3.70% 5	10.37% 14	135	2.09
Faith Community	22.22% 30	30.37% 41	16.30% 22	8.15% 11	7.41% 10	15.56% 21	135	2.95
Community Organizations	13.24% 18	29.41% 40	13.97% 19	18.38% 25	8.09% 11	16.91% 23	136	3.29
Co-workers	7.35% 10	24.26% 33	12.50% 17	24.26% 33	5.15% 7	26.47% 36	136	3.75