Age Friendly Colorado Springs
Needs, Awareness, & Satisfaction Benchmarking
Pre Portal Development

Final Report
February 2019

Prepared for: *Funded By:*   *Research By:*

Innovations in Aging Collaborative

next 50 INITIATIVE

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Project Background

As a part of the *Age Friendly Initiative* which seeks to make Colorado Springs livable for people of all ages, the Innovations in Aging Collaborative (IIAC) is working to launch a web resource portal and smartphone application designed to educate citizens, particularly seniors and caregivers, on accessing the care and resources they need.

To effectively develop and market this portal, IIAC engaged Elevated Insights to survey the community, create baseline metrics of satisfaction and clarify areas of need for older residents. While prior community surveys among older residents have been conducted, the base sizes weren't as robust as desired to set pre-portal baseline metrics. For perspective, the 2018 CASOA study yielded a combined 146 responses from seniors & caregivers within El Paso County, and the 2016 *Age Friendly Community Survey* yielded about 185 responses.

In addition to the community survey to assess needs, awareness, and satisfaction, Elevated Insights conducted focus groups to provide direction to the *Age Friendly* resource portal on how to best inform and communicate with seniors and caregivers.

Research Objectives

- Uncover what older adult citizens in the community are looking for when it comes to community resources, and how El Paso County could make their life better.

- Determine current awareness, usage, and satisfaction of services and resources among older adult citizens in the community.

- Understand which marketing channels/strategies the older adult citizen population would be most receptive to.

- Inform the development of the web-based resource portal regarding how to best reach and inform seniors and caregivers.

Acknowledgements

The *Next 50 Initiative* and the *Innovations in Aging Collaborative* partnered with *Elevated Insights* to conduct research among older residents and caregivers in El Paso County.

Permission is granted to reprint from this report with citations to *Innovations in Aging Collaborative* & *Elevated Insights*.

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Elevated Insights is a full-service market research agency, offering custom qualitative and quantitative research solutions, respondent recruiting, and a full-service research facility in downtown Colorado Springs.

For over 20 years, Elevated Insights has helped organizations in a broad range of industries identify and meet consumer and citizen needs. With vast Fortune 100 experience, Elevated Insights is a nationally recognized leader in marketing research techniques, method development, and quality assurance.

Elevated Insights provides a holistic approach to data-based decisions, regularly utilizing hybrid solutions to address challenges, combining data mining, qualitative discussions, quantitative surveys, analytics, co-creation & brainstorming sessions to yield strategic recommended action steps. Additionally, EI has cultivated EiAsks®, a diverse database of over 10,000 Southern Colorado citizens who seek to share opinions.

Elevated Insights is focused on leveraging its breadth of experience to make a difference in state and local communities and has helped multiple government municipalities, non-profit, and educational organizations take smart strategic actions in the past year.

Note: Elevated Insights is a 2013 dba for Balch Consulting, a 100% female-owned S-Corp registered in the state of Colorado since 2000.

Research Methodology Summary

Phase 1:
ONLINE/PAPER SURVEYS

**N = 600 El Paso County Residents
460 Seniors 60+ years old plus
140 Caregivers of Residents Aged 50+**

Community input was provided from December 4 – December 31 through both interactive online and paper surveys distributed through the EiAsks panel, social media ads, local news stations, paper surveys to senior centers and retirement homes, in-person intercepts, and survey links on NextDoor. Baseline metrics were generated on:

- Overall life satisfaction
- Satisfaction with Colorado Springs services within *Age Friendly* pillar areas
- Awareness, usage, and satisfaction with local resources/service providers
- Needs and desires beyond what El Paso County currently provides
- Media use & preferences
- Specific Facebook groups utilized
- Specific search terminology utilized

Phase 2:
FOCUS GROUPS

**1 group of Older Residents
1 group of Caregivers**

Two, 2-hour long focus groups were conducted in Colorado Springs on January 11th – one among seniors and one among caregivers. This second phase of qualitative input was conducted to inform and direct the portal development, specifically:

- More fully understanding senior and caregiver needs
- Exploring how these seniors and caregivers currently vet and select resources
- Informing the development of the web resource portal and its components through co-creation exercises alongside caregivers and seniors
- Gauging reactions to possible website layouts and portal names

Quality Assurance & Data Analytics:

- Survey length was capped at 10 minutes to minimize fatigue and ensure quality feedback.
- Fully interactive mobile-optimized method was utilized to encourage participant engagement.
- Web-based survey enabled attributes and statements to be presented in fully random order.
- IP addresses were prohibited from submitting more than one response.
- Responses were cleaned to remove inconsistent responses and weighted by gender.
- In-depth methodology is outlined in the Appendix (page 66), including data weighting and statistical testing.
- Data Tables with common breakouts are included in the Appendix (page 73)
- Additional demographic breakouts, including data by age, gender, income, older resident vs. caregiver, presence of local support network, EPC tenure, living situation, COS regional districts were delivered to IIAC in an Excel workbook.

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Table of Contents

When reading a digital version of this report, the section titles below are hyperlinks directing the reader straight to the noted part of this report. To use the hyperlink, just ctrl+ click.

CONCLUSIONS & RECOMMENDATIONS

Executive Summary

- Providing an *Age Friendly* community for El Paso County's aging population will require a holistic effort, as these age groups represent a broad range of life-stages, needs, and demands.

- For perspective, most of those 60-64 are still working, 65-74 residents tend to be fully living in retirement, and the 75+ age group is more likely to be living alone and is getting more dependent on support/ assistance.

- Older residents tend to rate most measures positively, while 60-64 year old residents are more discerning.

- As the aging population shifts towards 85+ in coming years, city services and support will need to shift accordingly and should become another breakout for monitoring needs and satisfaction.

- Caregivers and their care recipients represent a different population than total older residents – recipients of care tend to reflect the most needy of older residents, and their needs/satisfaction should be reported separately.

- While including the 60-64 year old group is necessary for future planning, portal development, and media planning efforts, the **Age Friendly Initiative may want to focus on 65+ residents for metrics, score-card, tracking, and population growth to standardize with other cities.**

	Older Residents	60-64	65-69	70-74	75+
% of El Paso County (Census)	17%	5.4%	4.3%	2.8%	4.6%
% In Workforce	31%	57%	30%	17%	12%
% Living Alone	31%	25%	27%	37%	40%
% Using Medicare	49%	10%	61%	67%	68%
% Use Internet to Search for Info	72%	72%	74%	71%	71%
# of Senior Services Used	2.14	1.86	2.10	2.55	2.15
What Many Need Per Cohort		Support transitioning to retirement, Medicare Info	How to live actively in retirement, social connections, civic involvement.		More alignment with services, support
% Use Facebook Weekly	56%	65%	56%	61%	36%
% Read Local Newspapers Weekly	55%	40%	52%	60%	77%

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Community Engagement, Needs, Awareness & Satisfaction

Conclusions

Satisfied overall with clear areas of desired improvements

Most older residents are satisfied with living in Colorado Springs and plan to stay in the El Paso County area throughout retirement. Satisfaction varied within the different quality of life factors, with public transportation, affordable housing, and streets/sidewalks falling below other measures. Some factors are more directly correlated to satisfaction with living in Colorado Springs.

Areas to address with the greatest impact include:
- Provide a broader range of senior living situations and more affordable senior housing
- Strive to improve transportation options for older residents
- Improve streets/sidewalks
- Provide more employment opportunities for older residents
- Encourage participation in local government & social activities
- Improve community safety
- Ensure affordable healthcare and support services

Opportunity to increase social Involvement and local engagement
- While 3 of 4 have participated in a physical activity, less than half of older residents have participated in a social activity or religious activity in the past 12 months;
- About 1 in 4 participated in a community/town hall meeting or in a learning opportunity

Opportunity to increase awareness/use of services – portal could be instrumental in these efforts
- Older residents are averagely aware of 7 of 19 listed local services, about 1/3 of services – lower income older residents were averagely aware of less services, about 6 overall.
- Among local organizations, Silver Key is the highest in both awareness and usage/interaction for these older residents
- Less than 1 in 5 have used a senior center in the past 12 months
- These older residents averagely used/interacted with 2 of the 25 listed services, about 8%.

Marketing channels / strategies
- When looking to advertise to the older resident population on the whole, the IIAC should consider Live Local TV the top single tool to reach most older residents. Facebook will be an efficient means of reaching many older residents and Caregivers and will continue to improve in reach of older residents in the future.
- When asked (unaided) how they seek information about services, support or activities, most older residents said they turn to the web: 3/4ths said either "internet", "online" or "Google", indicating that the online portal will be well-poised for success.
- Most older residents prefer to be notified of new resources/services through other email, indicating a 'push' approach may be preferred for some older citizens. One efficient use of the portal may be to securely obtain contact info for older residents & caregivers who prefer information to be pushed to them.
- When many older residents don't consider themselves to be "seniors", a number do use senior in their search terms, indicating it will be important to make "senior" a part of the SEO optimization.

Informing Portal Development

Conclusions	Recommendations
Overall, these **older residents and caregivers had a lack of awareness of resources currently available** in the Colorado Springs area.	Ensure the portal is one-stop shop for seniors and caregivers, to provide resources, support, and a sense of community.
These caregivers **would primarily use the portal to find resources for their older residents**, rather than themselves	Since it is unlikely that these caregivers will proactively pursue self-care resources, consider presenting self-care opportunities for caregivers in a 'sly' way to make it sound like the opportunity is for their older resident (rather than themselves).
These participants **desired a tile layout** for the portal design, claiming it simple and aesthetically pleasing	Move forward with tile layout, with fewer tiles that provide a brief description of included information when hovered over • Consider either a basic page with photography tiles _OR_ a page with large photography with simple icons • This will also reduce loading time for seniors with slow internet connection
Interestingly, **many** of these older residents and caregivers **didn't trust reviews**	When providing reviews/badges/seals/verification, ensure to include information as to how these ratings were determined
Some expressed concerns on the legality of self-reviewing / vetting resources	Consider reaching out to other cities that have vetted resources for older residents in this way to see how they present recommendations without exposure to legal issues.
Some caregivers expressed the need for discretion when discussing the person in their care, and requested ability to access portal info in multiple methods	Ensure multiple contact options are included on the portal such as phone call & email by speaking with a person on a phone (without automation) and through an email
These older residents and caregivers both felt that the **definition of 'senior' depends on multiple factors, and didn't necessarily apply to them**	Be careful using terms like 'aging' or 'senior' when naming the portal as these words were polarizing to some
Portal **name should be easy to remember, short to type**, and cue to both the older residents and the city/county/region	Consider conducting a naming/ideation session and getting additional community feedback

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Informing Action Plans
Domains of Livability

While this research was sponsored to primarily support the Domain of Communication & Information, relevant information on needs & satisfaction can inform the efforts of all 8 domains of livability. Here are some highlights.

Conclusions	Recommendations
Outdoor Spaces and Buildings • Net satisfaction of 83 for trails/open spaces, with SE region falling well below Western region for satisfaction with trails/open spaces • 47% of these older residents are aware of Trails and Open Space Coalition; 11% participated in the Trails and Open Space efforts • 4% of older residents mentioned outdoor activities, parks, and trails as a resource they desire in El Paso County but have not found	• Conduct regional district /zip code analysis of information to prioritize efforts • Ensure that the online portal includes information about trails, parks, and open spaces - specifically areas that will benefit these seniors like Legacy Loop, Outdoor Fitness Zones, and Adult Sports • Educate through the portal on how older residents can participate in TOPS coalition efforts
Transportation • Net satisfaction of **-44** among older residents regarding ability /ease of using public transportation (lowest satisfaction of all factors measured) • Net satisfaction of **-8** among older residents regarding quality of streets and sidewalks – and this is strongly correlated with satisfaction of living in Colorado Springs • Nearly 1 out of 5 older residents mentioned better public transportation as a resource they desire in El Paso County but have not found • 15% of caregivers would include 'transportation / mobility' when conducting an internet search for services, support, or activities *for the person in their care* *In the past 12 months:* ○ 95% of these older residents have driven themselves ○ 26% have used a car service like Uber or Lyft ○ 17% have used a bike ○ 9% have traveled by bus system ○ 6% have traveled by light rail	*Conduct regional/zip code analysis of information to:* • Better understand concerns of streets & sidewalks (e.g. potholes, street lights, crumbling sidewalks, etc.) to gauge prioritization • Conduct additional research to better understand satisfaction and barriers to use with all types public transportation (e.g. running hours, location of stops, mobility, safety, etc.) • In addition to a Joint Call Center to coordinate transportation resources, consider implementing a way for these seniors to easily report streets and sidewalks that are inadequate • Ensure the online portal includes transportation resources, for both seniors and caregivers looking to help their seniors, to make it easier for people to access information from a variety of channels • Consider implementing feature on the portal that will allow seniors to compare their transportation options for different days to eliminate them having to contact several organizations to find the most convenient travel option

While this research was sponsored to primarily support the Domain of Communication & Information, relevant information on needs & satisfaction can inform the efforts of all 8 domains of livability. Here are some highlights.

Conclusions	Recommendations

Housing
• Providing a range of senior living situations was the most unmet local need directly linked to satisfaction with living in Colorado Springs
• Net satisfaction of **-18** among older residents regarding affordable housing options
• 24% of older residents are aware of Greccio Housing as it relates to offering resources/services to older residents in the community; however, only 2% of these older residents have used Greccio Housing in the past 12 months
	• Continue to promote development and addition of a range of senior living situations:
	  ➢ Conduct additional research to clarify needs and national trends vs. El Paso County offerings, covering both affordable vs. higher-end
	  ➢ Use findings/analysis to attract more senior housing development projects to the area
	• Understand disconnect between awareness and usage of Greccio Housing
	• Understand potential barriers to using existing affordable housing for seniors (e.g. Hatler-May Village, Myron Stratton Home, Greccio Housing)

Social Participation • Only 49% of older residents participated in a social activity in the past 12 months (e.g. clubs, playing cards) • Net satisfaction of 77 for availability of social activities events they are interested in • Net satisfaction of 81 for interaction/connection with friends/social circle • Net satisfaction of 65 for opportunities to meet & connect with other older residents • Only 17% of older residents visited/participated in a local senior center within the past 12 months, and few were aware of the Monument senior center.	• Ensure the online portal acts as a centralized resource to find information on community events, social activities, local senior Facebook groups, etc. • Consider additional research to understand what activities / event these seniors would be most interested in participating in and barriers for participation (e.g. not wanting to go alone, location of activities, cost of activities, awareness of activities) • Increase awareness and usage of senior centers, & explore opportunities for social participation outside Consider pairing transportation services with community events to make them accessible, give these seniors feel a sense of community, and promote social interaction

While this research was sponsored to primarily support the Domain of Communication & Information, relevant information on needs & satisfaction can inform the efforts of all 8 domains of livability. Here are some highlights.

Conclusions	Recommendations
Community Support & Health Services • Net satisfaction of 61 for physical health • Net satisfaction of 81 for mental health • More than 1 in 4 older residents earning less than $50K/year are dissatisfied with their mental health • About 1/3 of older residents are aware of Aspen Point • Net satisfaction of 45 for the overall safety of the community	• Ensure the online portal acts as a centralized resource of wellness activities and programs for healthy aging • Identify the specific areas that these seniors are feeling unsatisfied with their physical health (e.g. diet, exercise, endurance, smoking, etc.) and mental health (e.g. depression, anxiety, self-care) to be able to offer the resources and courses through existing programs (e.g. PACE, Silver Key SOS, UCCS Aging Center, Colorado Springs Health Foundation) to help these seniors better their health • Consider implementing a way for these seniors to easily report safety concerns in their area
Respect & Social Inclusion • Net satisfaction of 54 for respect from younger members of the community • Net satisfaction of 81 for respect from family • Net satisfaction of 84 for respect at work	• Continue pursuing inter-generational and family events to for to make the community feel more inclusive and foster respect among different age groups in our community (not only among children and older residents, but also Millennials and Gen Xers)
Civic Participation & Employment • Net satisfaction of 78 for current employment • **-1%** satisfaction among for availability of jobs • Net satisfaction of 60 for ability to participate in the local government • 40% of older residents are aware of the Pikes Peak Workforce Center, but only 2% used their services in the past 12 months.	• Understand what industries these seniors are both interested and qualified to work in in order to create a partnership with workforce centers (e.g. PPWFC) and offer courses to help fill the gaps with community courses (through PPCC or Leadership Pikes Peak – Encore Leadership Program) • Promote *Age Friendly* Businesses/BBB through the portal • Consider streaming community and city meetings/events and promote through portal

Ensuring Progress & Impact of
Age Friendly Colorado Springs Efforts

EI recommends a triangulation approach to monitor *Age Friendly* progress and make course corrections when needed. ***To ensure Colorado Springs is:***

1) Making progress towards its *Age Friendly* action plans – check action steps vs. goals
2) Providing the infrastructure necessary to win – check Livability Index from AARP
3) Improving resident awareness, engagement, and satisfaction – turn to the Older Resident Scorecard

**Domain
Progress vs. Goals**

**Resident
Scorecard
El Paso County
2/1/2019**

55

**AARP
Livability Index –
El Paso County
2/1/2019**

52

Colorado Springs *Age Friendly*
Resident Score Card
December 2018

	Pre-Portal	2020
P12 Month % Engagement		
Voted in a midterm election	87%	
Donated to a charity	76%	
Physical activity	75%	
Cultural activity	65%	
Volunteered	52%	
Social activity	49%	
Religious activity	45%	
Arts and crafts	29%	
In-person learned opportunity	25%	
Townhall/community meeting	24%	
Senior only event or meetup	15%	
Types of Engagement - # (Average, among 11 presented)	5.4 (49%)	
Used Public Transport/MMT	3%	
Portal Awareness	0%	
Service Awareness - # (Average, among 19 presented)	7 (37%)	

	Pre-Portal		2020	
% Satisfaction	Very	NET	Very	NET
Life overall	45%	88%		
Living in COS	39%	82%		
Mental health	51%	81%		
Finances	31%	62%		
Physical health	25%	61%		

	Pre-Portal		2020	
Outdoor Spaces & Buildings	34%	83%		
Transportation	4%	-23%		
Housing	10%	3%		
Social Participation	27%	79%		
Community Health & Support	24%	67%		
Respect & Social Inclusion	39%	77%		
Civic Participation & Employment	26%	61%		

Service Awareness

37

Community Engagement

49

Satisfaction with Domain Areas

50

Overall Satisfaction w/ Living in COS

82

Total Resident Score
Age Friendly COS

55

Reference: Domain Satisfaction Weights/Formula

December 2018 Baseline Metrics	Stmt. Weight	Satisfaction	
		% Very	NET
Availability & ease of using parks, trails, and other outdoor spaces	100%	34	83
Total Outdoor Spaces & Buildings		**34**	**83**
Quality of streets & sidewalks	58%	3	-8
Accessibility/ease of using public transportation	42%	6	-44
Total Transportation		**4**	**-23**
Availability of a range of senior living situations to meet my needs	60%	12	17
Availability of affordable housing options	40%	7	-18
Total Housing		**10**	**3**
Availability of social activities that I'm interested in	21%	24	77
Opportunities to meet & connect with other older residents	19%	27	65
Availability of arts & cultural events that I'm interested in	17%	29	86
Availability of local events that I'm interested in	17%	23	85
Availability of learning opportunities & classes that I'm interested in	16%	27	75
Availability of regular religious or spiritual activities for older residents	11%	39	93
Total Social Participation		**27**	**79**
Ability to access &/or prepare healthy food	23%	35	86
Affordable health care & support services	23%	17	50
The overall safety of my community	22%	16	45
Variety of doctors/medical practitioners	20%	25	75
Ability to protect myself from scams/frauds	13%	29	80
Total Community Health & Support		**24**	**67**
The amount of respect I receive from younger members of the community	24%	17	64
Interaction/connection with my family	23%	41	80
The amount of respect I receive from my family	23%	51	81
Interaction/connections with my friends/social circle	17%	38	81
Interaction/connection with my partner	13%	57	87
Total Respect & Social Inclusion		**39**	**77**
Ability to participate in the local government	19%	13	60
The amount of respect I receive while at work	19%	45	84
Availability of jobs for older residents	18%	16	-1
Ability to share my opinion on matters that impact the community	16%	14	68
Availability of volunteering opportunities that I'm interested in	14%	35	87
My current employment	14%	40	78
Total Civic Participation & Employment		**26**	**61**

Each domain's total score reflects a weighted average of applicable statements. Statement weights were derived by correlation with older resident satisfaction with living in Colorado Springs. Domain scores were averaged equally for the 'Domain Satisfaction' metric in the overall resident score.

KEY FINDINGS

Older Resident Demography

Older Residents (60+) currently skew female. 60-64 year olds make up the greatest proportion of this population.

Older Resident Gender

56% / 44%

Older Resident Age (for 60+)

60-64, 30%	65-69, 23%	70-74, 19%	75+, 28%
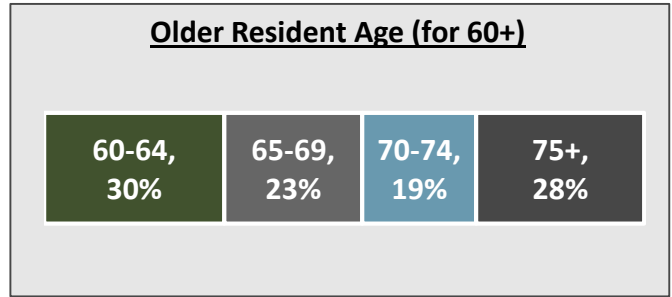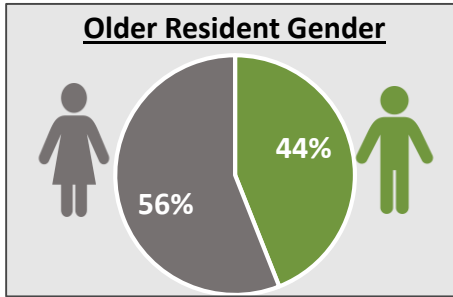
Older residents (60+) currently make up about 18% of the El Paso County population. However, the State Demography Office projects significant growth in this aging population over the next 5-10 years as "Baby Boomers" age. By 2030, the Demography Office predicts that this age group (60+) will make up 20% of the overall El Paso County population.

Gen:	Gen. Alpha	Generation Z	Millennials/ Gen Y	Generation X	Baby Boomers	Silent Generation	Greatest Generation
Born:	2013 - now	1997-2012	1981-1996	1965-1980	1946-1964	1928-1945	1901-1927
Ages:	0-6	7-22	23-38	39-54	55-73	74-91	92-118

All Demographics sourced from the State Demography Office

For full data, including all key demographic differences, please see Tables 5 & 6 in the appendix of this report
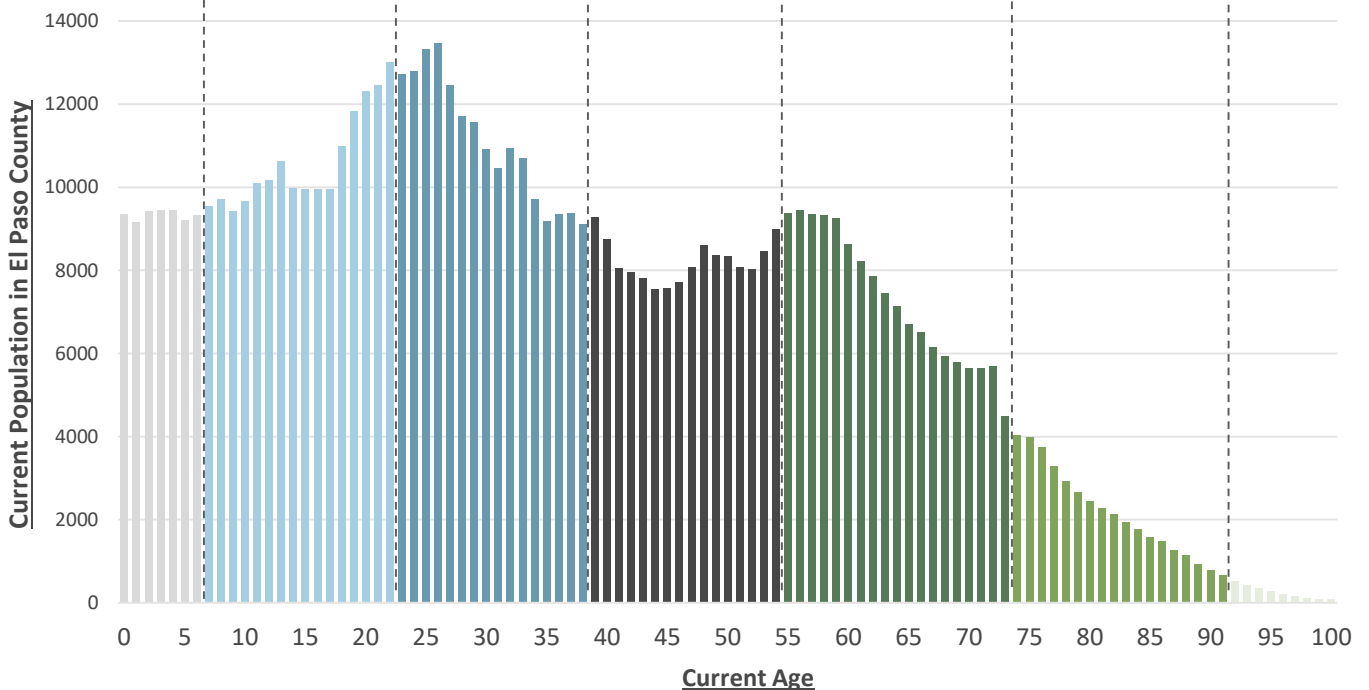
Survey responses were grouped into five geographic regions based on their zip code. These regions are modeled after the El Paso County Commissioner Districts. The zip codes included in each district, as well as the proportion of older resident responses, are listed on the map below.

Greater Colorado Springs Area (El Paso County)
% of older resident responses from each region

District 1 - NORTH:
80132, 80840, 80841, 80908, 80918, 80920, 80921, 80924

26%

District 2 – NORTH EAST:
80106, 80808, 80831, 80832, 80915, 80917, 80922, 80923, 80927, 80951

15%

District 3 - WEST:
80133, 80819, 80829, 80906, 80919

19%

District 4 – SOUTH EAST:
80817, 80833, 80864, 80902, 80910, 80911, 80916, 80925, 80926, 80928, 80930

13%

District 5 - CENTRAL:
80903, 80904, 80905, 80907, 80909, 80914

26%

For full data, including all key demographic differences, please see Tables 6, 7 and 8 in the appendix of this report

More than half of these older residents have lived in El Paso County for 20+ years; nearly all plan to remain in El Paso County throughout retirement.

How Long Older Residents Have Lived in El Paso County

- Over 50 years **10%**
- Less than 10 years **24%**
- 20 to 49 years **49%**
- 10 to 19 years **17%**

Q. How long have you lived in El Paso County? (N = 459)
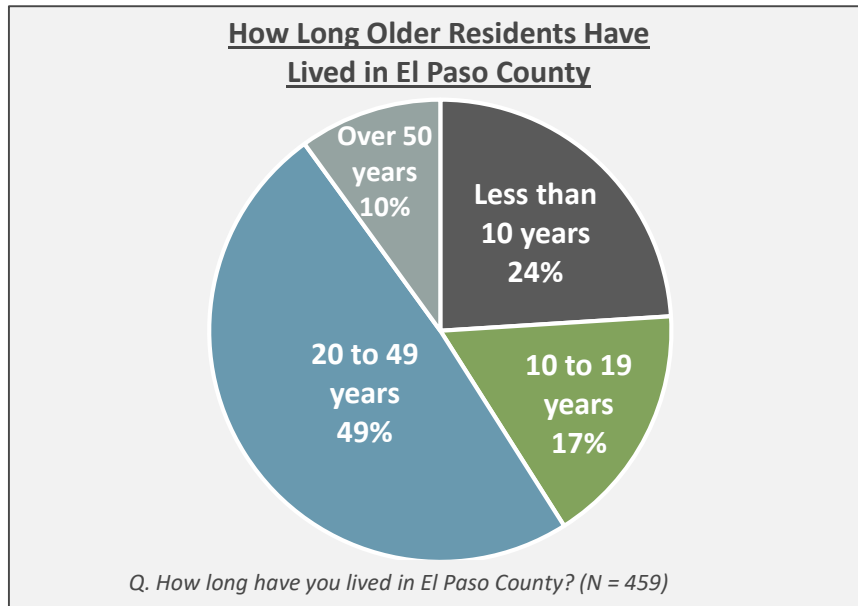
Demographic differences:
Residents with shorter tenure/have moved to town recently are more likely to :
- Be widowed
- Have lower household income
- Have an adult child living in Colorado Springs

94% of these older residents said they are likely or very likely to remain in El Paso County throughout retirement.

Likelihood of Remaining in El Paso County Throughout Retirement

■ Very unlikely   ■ Unlikely   ■ Likely   ■ Very likely

Very unlikely	Unlikely	Likely	Very likely
2%	4%	27%	67%

Q. How likely or unlikely are you to remain in El Paso County throughout your retirement? (N = 396)

For full data, including all key demographic differences, please see Tables 5 & 6 in the appendix of this report
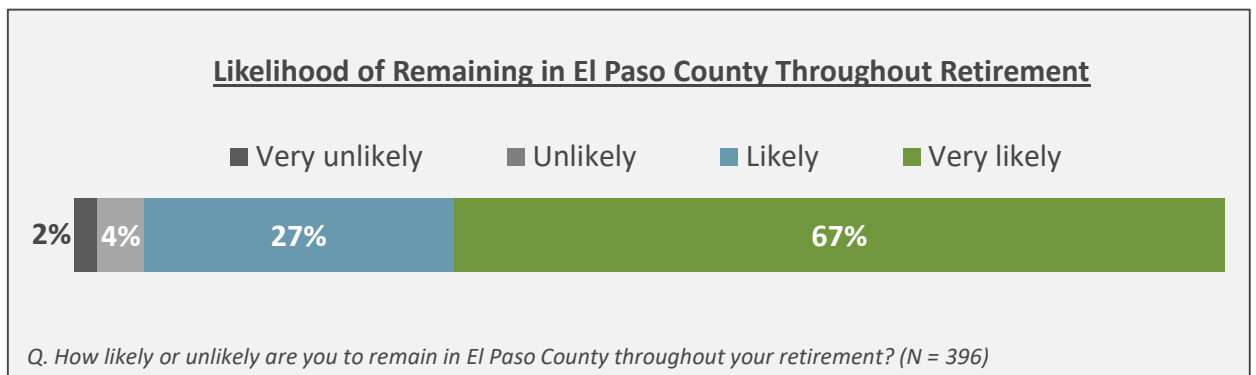
Only 6% of these older residents receive assistance/care in home.

Prevalence of In-home Care	
Type of Care	**Receive Care - %**
Full-time/regular health or medical care	1%
Part-time health or medical care	1%
Full-time non-medical assistance	1%
Part-time non-medical assistance	3%
None – I don't receive this type of care	94%

Q. Do you currently receive any assistance or care within your home? (N = 459)

This proportion of older residents who are receiving care remains consistent until about age 75+. At this point, significantly more of these older residents reported receiving care/assistance in home.

Percent Receiving Care by Age

60-64	65-69	70-74	75+
5%	6%	4%	11%

Q. Do you currently receive any assistance or care within your home? (N = 459)
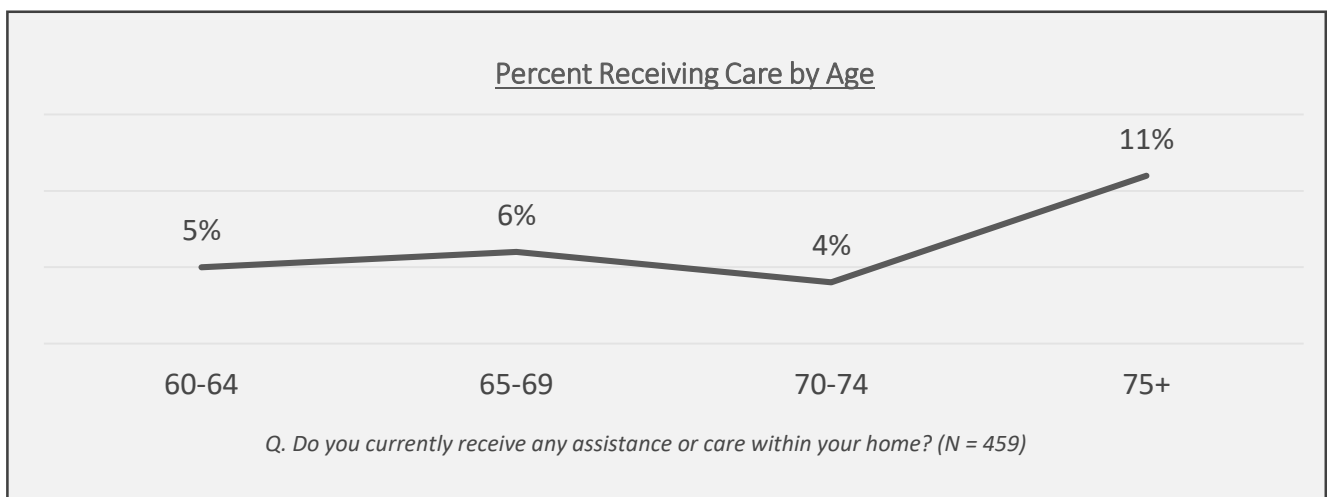
This significant increase in receiving care noted above is in line with US Census data which shows an increase in the proportion of older residents who need care at age 75+. According to U.S. Census Bureau (ACS 2017 – 5 year estimates) 6.3% of the El Paso County population age 65-74 has difficulties with independent living. But among residents 75 years and older, this balloons to 22.4%.

For full data, including all key demographic differences, please see Table 3 in the appendix of this report

1 out of 3 of these older residents have no children, stepchildren, or grandchildren in town to support them.

Percentage With Children, Stepchildren, and/or Grandchildren by Location

| None, 16% | In town only, 14% | Out of town only, 16% | Both in and out of town, 54% |

Q. Do you have any children, stepchildren, or grandchildren? (N = 460)
Q. How many children, stepchildren, and grandchildren do you have? And where do they live? (N = 386)

The group of older residents **with** support in town from children appear to be slightly older and less healthy, as they are:
- More likely to be age 75 or older
- Twice as likely to be disabled
- More likely to frequently feel tired/worn-out
- More likely to be dissatisfied with their physical health

Older residents **with no** support in town are significantly more likely to be aware of and use more resources/services for older adults. However, they are also significantly less likely to remain in El Paso County throughout their retirement.

Demographic Differences	Support In Town	No Support In Town
Likelihood to remain in EPC throughout retirement (% Top 2)	96%	89%
% Disabled	8%	4%
Age 75 or older	22%	15%
% Living alone	27%	39%
Overall Satisfaction – Physical Health (% Top 2)	78%	86%
Number of Resources Aware of - Average	6.68	7.43
Number of Resources Used - Average	2.01	2.40

For full data, including all key demographic differences, please see Table 2 in the appendix of this report

The majority of these older residents live with their spouse/partner in a single family home.

While many of these older residents live with their spouse, a significant proportion (31%) of these older residents live alone.

Household Composition (%)

Spouse/Partner	60%
I live alone	31%
My child(ren) or stepchild(ren)	10%
My grandchild or grandchildren	2%
Friend(s) or roommate(s) who are 50 or older	1%
Other relatives	1%
A sibling	1%
Friend(s) or roommate(s) who are under 50 years old	0%
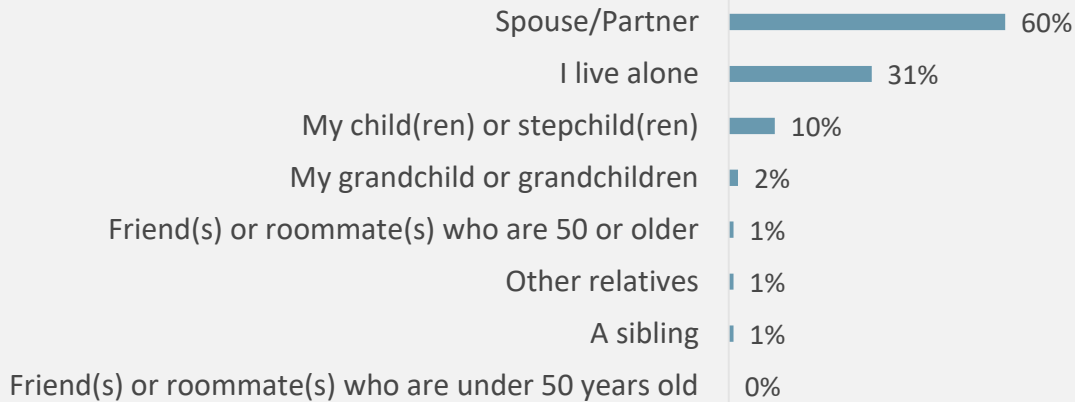
Q. Who, if anyone, do you currently live with? (N = 459)

Household Type (%)

Single family home	75%
Townhouse or duplex	11%
Apartment or condo	10%
Mobile home	2%
Other	1%
Senior living/retirement community	1%
Independent living, assisted living, or nursing home	1%
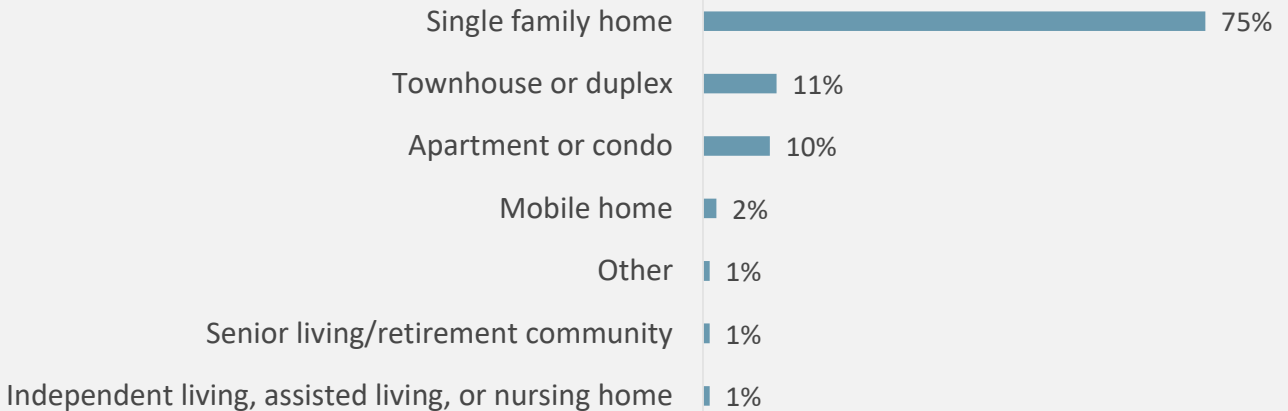
Q. Which of the following describes the type of dwelling you currently reside in? (N = 459)

Demographic Differences:
This group of older Residents who live alone are significantly more likely to be Female residents who are age 70 or older.

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For full data, including all key demographic differences, please see Table 2 in the appendix of this report

elevated insights

Older Resident Activities and Transportation

5.4

On average, older residents engaged in 5.4 of the 11 types of activities presented within the past 12 months.

These older residents are more politically involved than the general population: 87% voted in the midterms, compared to 69% of El Paso County voters on the whole*. While 3 out of 4 have participated in a physical activity, less than ½ have participated in a social activity within the past 12 months.

Participation in Past 12 Months

Activity	%
Voted in a midterm election	87%
Donated to a charity	76%
Participated in a physical activity (e.g. played a sport, hiking)	75%
Participated in a cultural activity (e.g. museums, events)	65%
Volunteered	52%
Participated in a social activity (e.g. clubs, playing cards)	49%
Participated in a spiritual or religious activity	45%
Participated in arts and crafts (e.g. painting, knitting)	29%
Attended an in-person learning opportunity (class or course)	25%
Attended a townhall or community meeting	24%
Participated in a senior only event or meetup	15%
None of the above	3%

Q. What type of activities have you done, participated in, or attended within the past 12 months? (N = 458)

Demographic differences:
- Participation in senior only events or meetups spikes among 75+ year old's (21%).
- Residents who are 70+ are more likely to volunteer and participate in social activities.
- Women are more likely to participate in arts and crafts and in-person learnings compared to Men (41% vs. 15% and 30% vs. 19%).
- Income seems to play the largest role in social participation (charted below).

Social Participation by Income

Legend:
- Participated in a physical activity
- Participated in a cultural activity
- Volunteered
- Participated in a social activity
- Attended a townhall or community meeting

X-axis: <$50k, $50k-$100k, >$100k
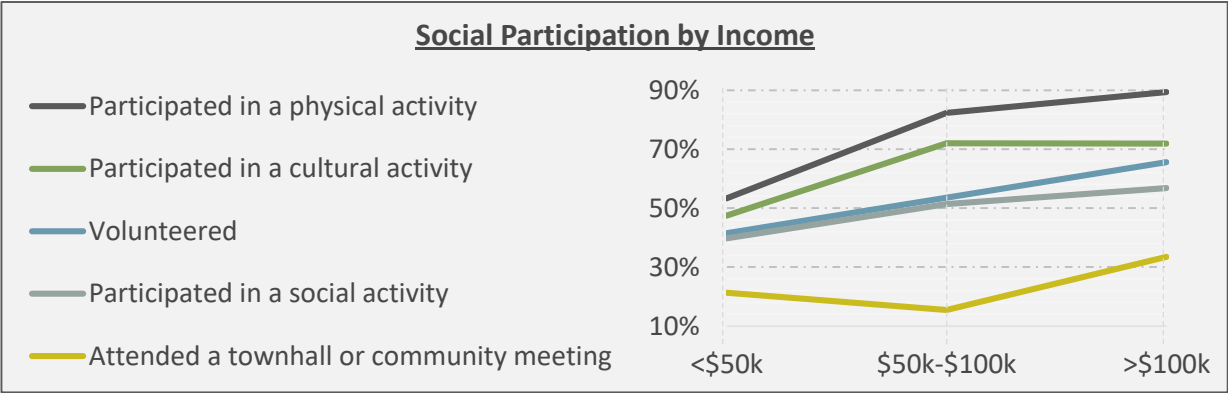
For full data, including all key demographic differences, please see Table 35 in the appendix of this report

*Census % sourced from El Paso County Census – Voter Participation

Almost all older residents still drive. Meanwhile, only 4% of older residents have used a senior car service or shuttle in the past 12 months.

Transportation Used in Past 12 Months

Transportation	Percentage
Drove myself with a personal vehicle	95%
Walked	55%
Air travel/plane	50%
Family or friend drove	48%
A car service like Uber or Lyft	26%
Bike	17%
Taxi	11%
Bus	9%
Train	7%
Light rail	6%
Senior car service or shuttle	4%
Other (please specify)	3%
Electric/motorized wheelchair	0%
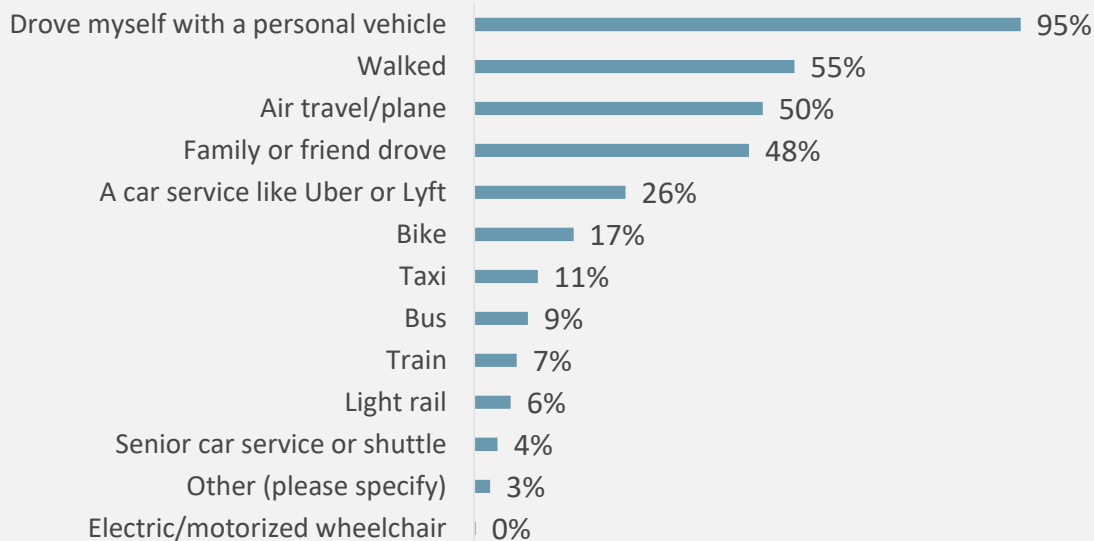
Q. What types of transportation have you used in the past 12 months? (N = 459)

Demographic Differences:
- While the percentage of residents who still drive is slightly lower among older residents, 90% of 75+ year old's still drive.
- Residents who are most likely to use a senior car service/shuttle are 75+ year olds (10%) and residents with a HHI of <$50k (9%).
- Use of a car service like Uber or Lyft increases with household income levels:
  - 14% among <$50k HHI
  - 30% among $50k-100k HHI
  - 36% among >$100k HHI

For full data, including all key demographic differences, please see Table 36 in the appendix of this report

Older Resident Satisfaction with Colorado Springs

The majority of older residents are satisfied with their life overall, their mental health, and living in Colorado Springs. Meanwhile, about 8 in 10 older residents are satisfied with their physical health and finances.

While these satisfaction levels are certainly encouraging, there is room for improvement: the percentage of older residents who are "very satisfied" is below 50% for 4 of the ratings below.

Overall Satisfaction Measures				
	% Very Satisfied	% Satisfied	% Dissatisfied	Net Satisfaction
Your life overall (N = 442)	45%	94%	6%	88
Living in the COS area (N = 430)	39%	91%	9%	82
Your mental health (N = 450)	51%	90%	10%	81
Your finances (N = 446)	31%	81%	19%	62
Your physical health (N = 441)	25%	81%	19%	61
Q. Overall, how satisfied or dissatisfied are you personally with…?				

These overall satisfaction results establish baselines by which future older resident surveys can be compared to. This will allow IIAC and others to track the effectiveness of the aging portal and any other efforts aimed at making improvements to older resident livelihoods.

Tracking Progress		
	Net Satisfaction 2019 (Pre-Portal Release)	Net Satisfaction 2020 (Post-Portal Release)
Your life overall (N = 442)	88	?
Living in the COS area (N = 430)	82	?
Your mental health (N = 450)	81	?
Your finances (N = 446)	62	?
Your physical health (N = 441)	61	?
Q. Overall, how satisfied or dissatisfied are you personally with…?		

Older residents in Commissioner District 4 (Southeast), are less satisfied than the rest of El Paso County for all measures except *Living in the COS Area,* where District 2 is the least satisfied.

Net Satisfaction by Geographic Commissioner Districts					
	District 1 – North	**District 2 - Northeast**	**District 3 - West**	**District 4 - Southeast**	**District 5 - Central**
Base Size (N=)	*120*	*70*	*87*	*61*	*121*
Your life overall	92	85	88	78	89
Living in the COS area	86	68	80	81	86
Your mental health	84	89	85	57	81
Your finances	74	63	76	28	57
Your physical health	52	71	73	45	65
AVERAGE	**78**	**75**	**80**	**58**	**76**

Q. Overall, how satisfied or dissatisfied are you personally with…? (N = 459)

Net Satisfaction by Demographic Subgroups									
	Total	**60-64**	**65-69**	**70-74**	**75+**	**Male**	**Female**	**Under $50K**	**$50-99K**	**$100K +**
Base Size (N=)	*459*	*134*	*133*	*98*	*91*	*214*	*240*	*137*	*131*	*107*
Your life overall	88	82	87	87	98	91	85	71	93	100
Living in the COS area	82	72	81	79	98	88	76	73	79	97
Your mental health	81	77	81	82	84	82	80	63	88	88
Your finances	62	52	49	73	85	76	50	21	69	91
Your physical health	61	56	61	69	62	70	55	48	64	70
AVERAGE	**75**	**68**	**72**	**78**	**85**	**81**	**69**	**55**	**79**	**89**

Q. Overall, how satisfied or dissatisfied are you personally with…? (N = 459)

Demographic Differences:
Claimed satisfaction is higher among 75+ year old residents, male residents.

Household income is strongly linked to satisfaction: 100% of those earning $100K plus claim to be satisfied with their life overall. Meanwhile, older residents earning less than $50K have a net satisfaction of just 71.

A map of the County Commissioner Districts noted above can be found on page 19 of this report.

For full data, including all key demographic differences, please see Tables 6, 7 and 8 in the appendix of this report.

When it comes to specific quality of life factors, *Affordable Housing* and *Public Transportation* are the top pain points among older residents.

Net Satisfaction of Quality of Life Factors*

Factor	Score
Religious/spiritual activities	93
Use internet (find resources)	91
Use technology (stay connected)	89
Manage bills/accounts	89
Interaction with partner	87
Volunteering opportunities	87
Access/prepare healthy food	86
Arts and cultural events	86
Availability of local events	85
Respect at work	84
Parks/trails/outdoors	83
Respect from family	81
Interaction with friends	81
Interaction with family	80
Protect from scams/frauds	80
Employment	78
Availability of social activities	77
Doctors/medical practitioners	75
Learning opportunities/classes	75
Share opinion on community matters	68
Opportunity to meet other older residents	65
Respect from young community	64
Participate in local government	60
Affordable health care/support	50
Community safety	45
Range of Senior living situations	17
Availability of jobs	-1
Streets & sidewalks	-8
Affordable housing	-18
Public transportation	-44

Q. How satisfied or dissatisfied are you with each aspect of your life and/or living within your community? (N = 459)

Demographic Differences:
- Females are less satisfied with public transportation than men (38% vs. 18%).
- The Southeast part of town (District 4) is the most negative in regards to affordable housing, with a net satisfaction score of -55.

*Factors above have been shortened. The way that each factor was presented can be found on page 79 of this report.

For full data, including all key demographic differences, please see Tables 9 through 23 in the appendix of this report

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Older Resident Quality of Life Factors - Satisfaction vs. Importance

Page 31

If seeking to improve older resident satisfaction on the whole, improving the *Range of Senior Living Situations* locally should be a top priority

The matrix below charts each quality of life factor by 2 metrics:
- Average resident satisfaction on the X axis (horizontally)
- Derived Importance on the Y axis (vertically)
  - Derived Importance is the factor's correlation with overall satisfaction. This is, essentially, the impact that the factor has on overall satisfaction (also called Key Driver Analysis)

Key areas in the upper left quadrant should be the highest priority when planning improvements. Older residents are less satisfied in these areas, but the areas have a substantial impact on overall satisfaction.

Derived Importance vs. Average Satisfaction

For full data, including all key demographic differences, please see Tables 9 through 23 in the appendix of this report

Taking a closer look at the upper left "Focus" quadrant highlights other factors where improvements are likely to make the most impact on overall satisfaction.

This "Focus" quadrant contains quality of life factors where:
- Older resident satisfaction is lower than average
- The factor's impact on overall satisfaction (Derived Importance) is higher than average

The Key Focus Quadrant

Chart — X axis: Average Satisfaction (2.3 to 4.1); Y axis: Derived Importance (Impact on satisfaction with living in COS) (0.3 to 0.46)

Plotted factors:
- Range of Senior living situations
- Affordable healthcare/support
- Community safety
- Availability of social activities
- Participate in local government
- Availability of jobs
- Doctors/Medical practitioners
- Streets & Sidewalks
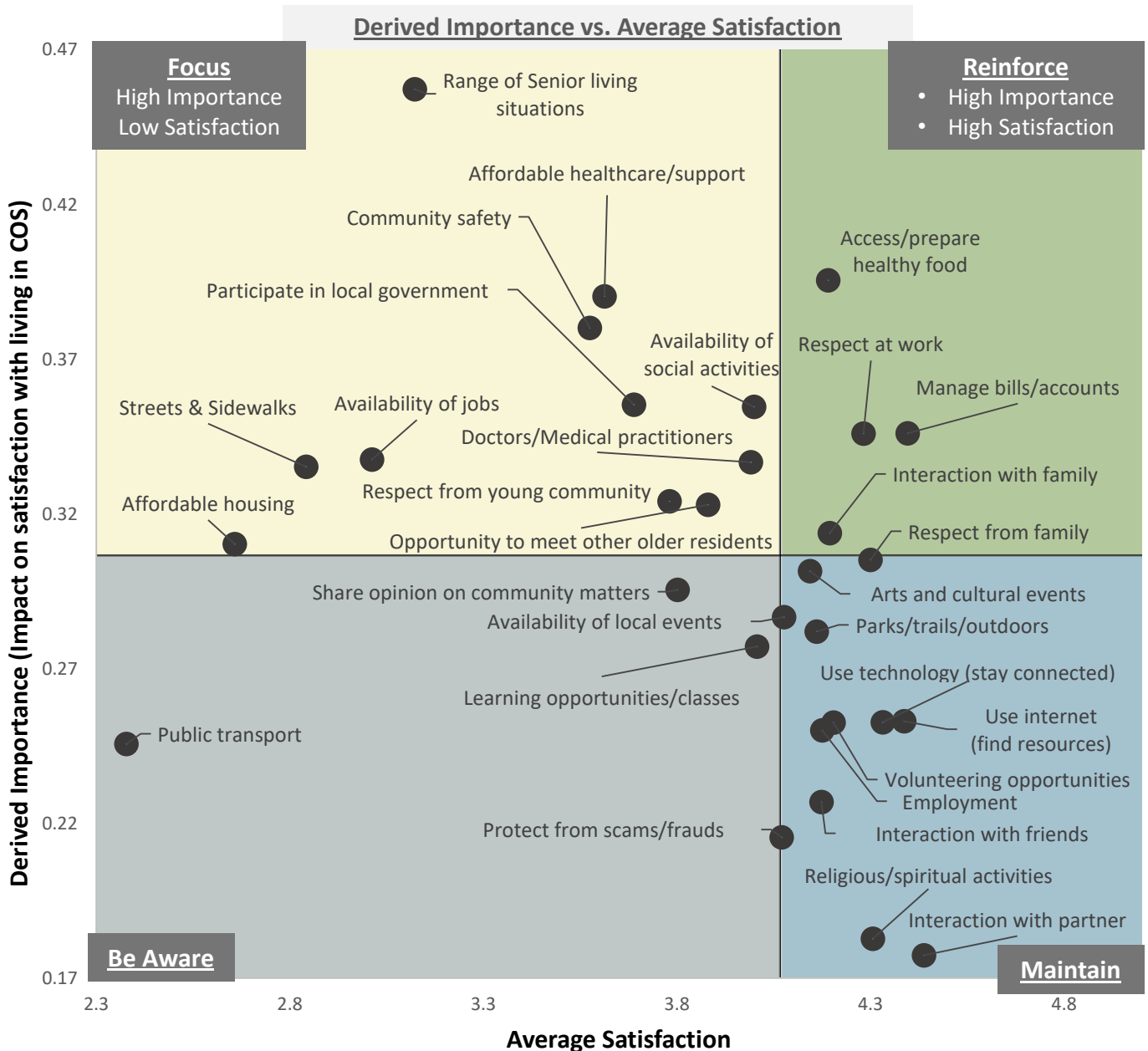- Respect from young community
- Opportunity to meet other older residents
- Affordable housing

For full data, including all key demographic differences, please see Tables 9 through 23 in the appendix of this report

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Below are net satisfaction scores for 4 key quality of life factors found in the "Focus" quadrant by region. Regions are based on El Paso County Commissioner Districts.

- According to older residents, affordable healthcare and support is most needed in the central and northeast parts of El Paso County.
- The southeast and central parts of EPC are the least satisfied with the range of senior living situations.
- Older residents in the north are less concerned with the quality of streets and sidewalks.
- All older residents agree that public transportation is insufficient. However, residents on the west side of town are the most dissatisfied.

Affordable Healthcare and Support Services
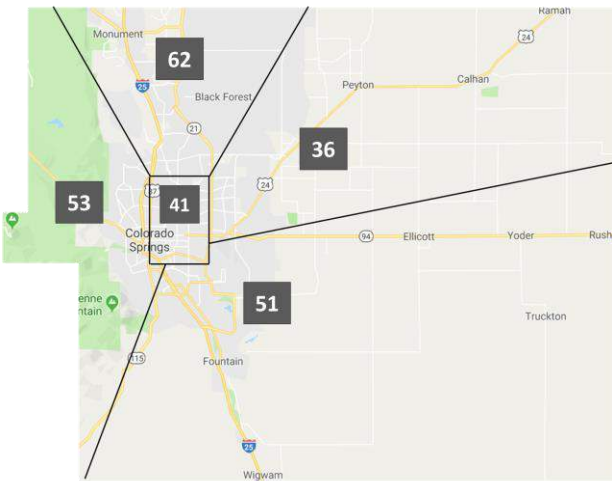
Availability of a Range of Senior Living Situations to Meet My Needs
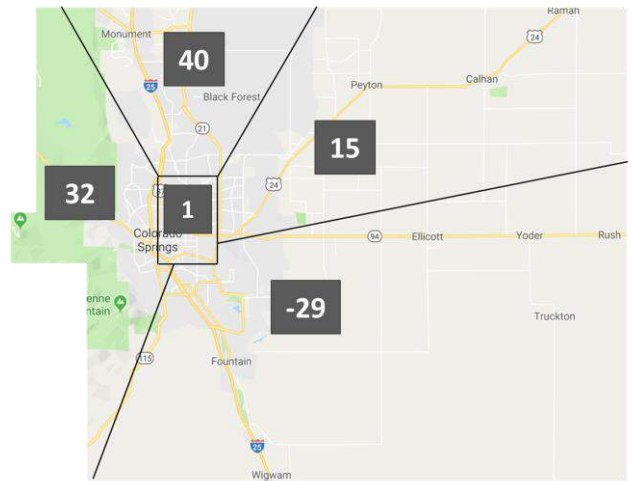
Quality of Streets and Sidewalks
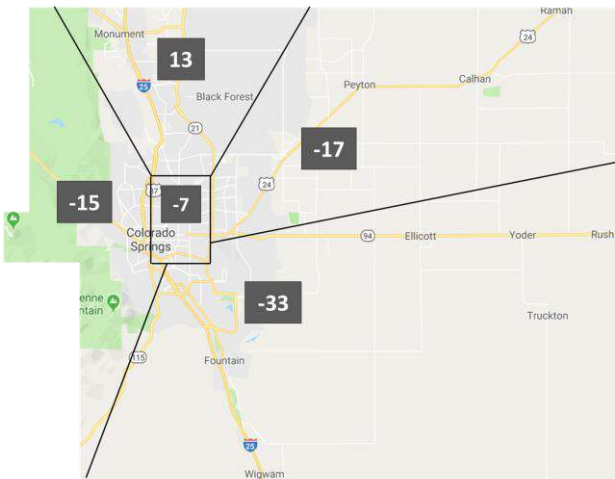
Availability/ease of Using Public Transportation
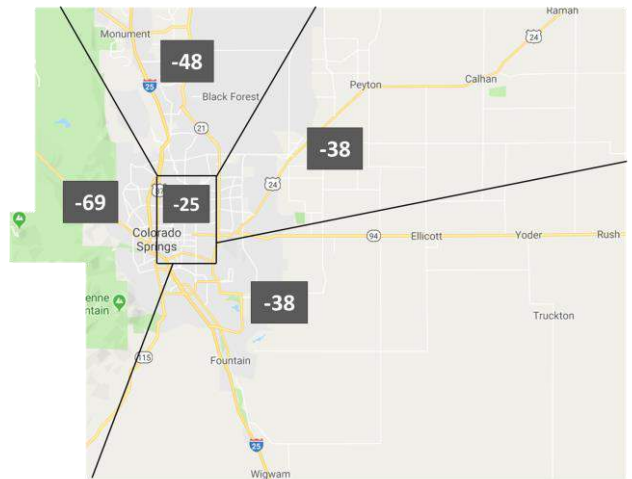
Older Resident Awareness & Usage of Services

Among local organizations, Silver Key is the highest in both awareness and usage/interaction for these older residents.

Percentage Aware vs. Percentage Who Used Service in Past 12 Months
(awareness & usage percentages out of total population)

■ Awareness ■ Usage

Organization	Usage	Awareness
AARP	27%	84%
Silver Key	15%	78%
YMCA	24%	74%
Better Business Bureau	11%	54%
Trails and Open Space coalition	11%	47%
Peak Vista	9%	46%
Pikes Peak Workforce Center	2%	40%
Pillar	9%	37%
Aspen Pointe	4%	36%
Colorado Springs Housing Authority	3%	31%
Area Agency on Aging (AAA)	8%	27%
UCCS Aging Center	9%	26%
Greccio Housing	2%	24%
The Independence Center	4%	22%
Rocky Mountain Health Care Services	2%	18%
Bike COS	3%	17%
COPPeR Cultural Office of the Pikes Peak Region	6%	16%
CONO Council of Neighbors & Organizations	4%	15%
Envida	1%	6%
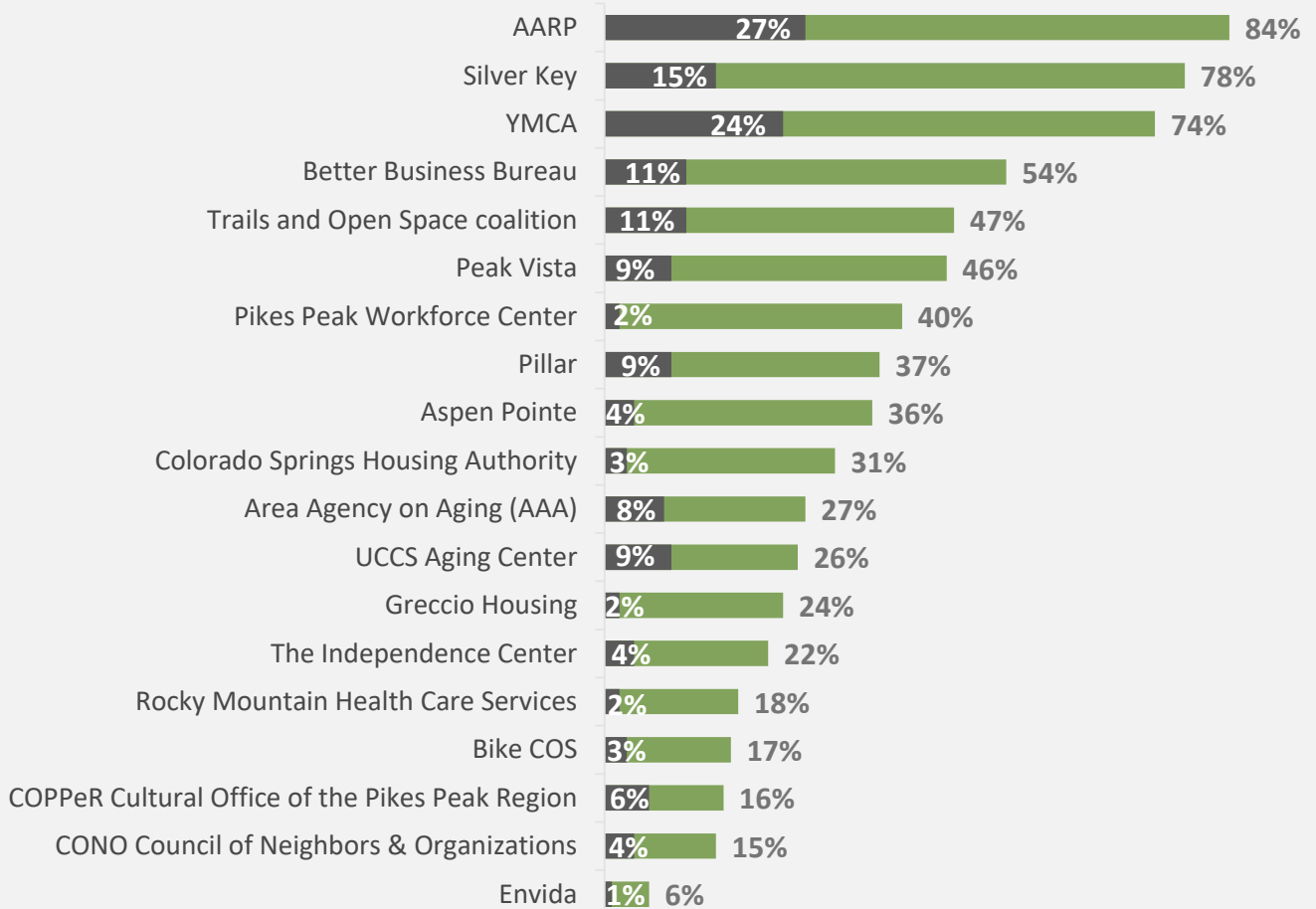
Q. Which of the following are you aware of as it relates to offering resources/services to older residents in the community? (N = 457)

Q. Now which of the following have you used (or interacted with) in the past 12 months? (N = 455)

Demographic Differences:
- For many of the senior-focused organizations, there appears to be a spike in awareness once residents hit 65 years old (60-64 year old's are less aware than older age groups).
- For Pillar, both awareness and usage/interaction are correlated with age (49% awareness and 19% usage among 75+).

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For full data, including all key demographic differences, please see Tables 26 & 27 in the appendix of this report

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The majority of these Older Residents are aware of at least 5 resources/services mentioned on the previous page. However, the majority of these older residents have only used (or interacted with) 2 or less in the past 12 months.

Average "Aware of": **7** (out of 19; 37% among presented list)

Average "Used (or interacted with)": **2** (out of 25; 8% among presented list)

Number of Resources/Services Aware of and Used – Past 12 Months

Aware of
- 0 — 3%
- 1 to 2 — 14%
- 3 to 4 — 17%
- 5 to 10 — 44%
- More than 10 — 21%

Used P12M
- 0 — 28%
- 1 to 2 — 38%
- 3 to 4 — 21%
- 5 to 10 — 11%
- More than 10 — 2%

Q. Which of the following are you aware of as it relates to offering resources/services to older residents in the community? (N = 457)

Q. Now which of the following have you used (or interacted with) in the past 12 months? (N = 455)
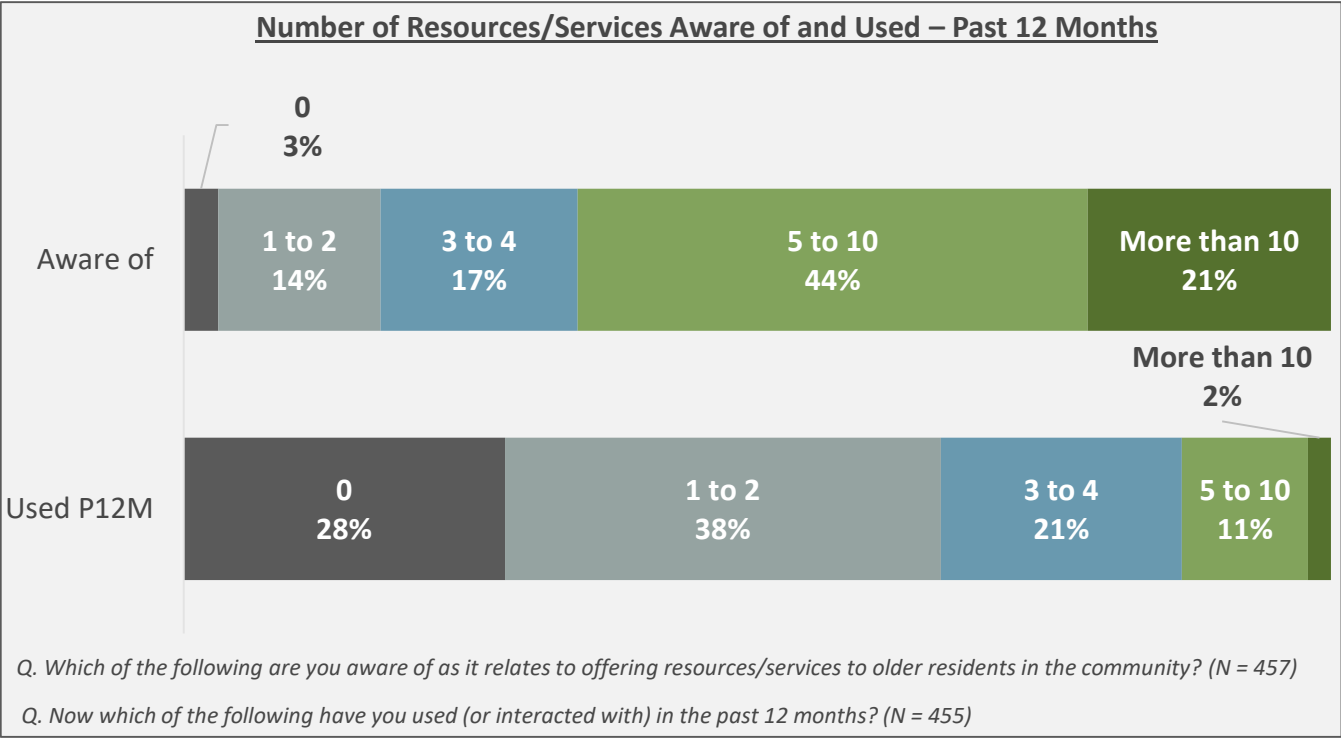
Demographic Differences:
Interestingly, usage is not significantly effected by demographic differences. Awareness, however, is heavily impacted by income and tenure in El Paso county:
- Older Residents with a higher income ($100K+) are aware of significantly more resources/services on average.
- Older Residents who have lived here 10 years or more are aware of significantly more resources/services on average.

For full data, including all key demographic differences, please see Tables 26 & 27 in the appendix of this report

About 1/5th of older residents have used (or interacted with) services from the City of Colorado Springs in the past 12 months.

Percentage Who Used (or Interacted With) Services
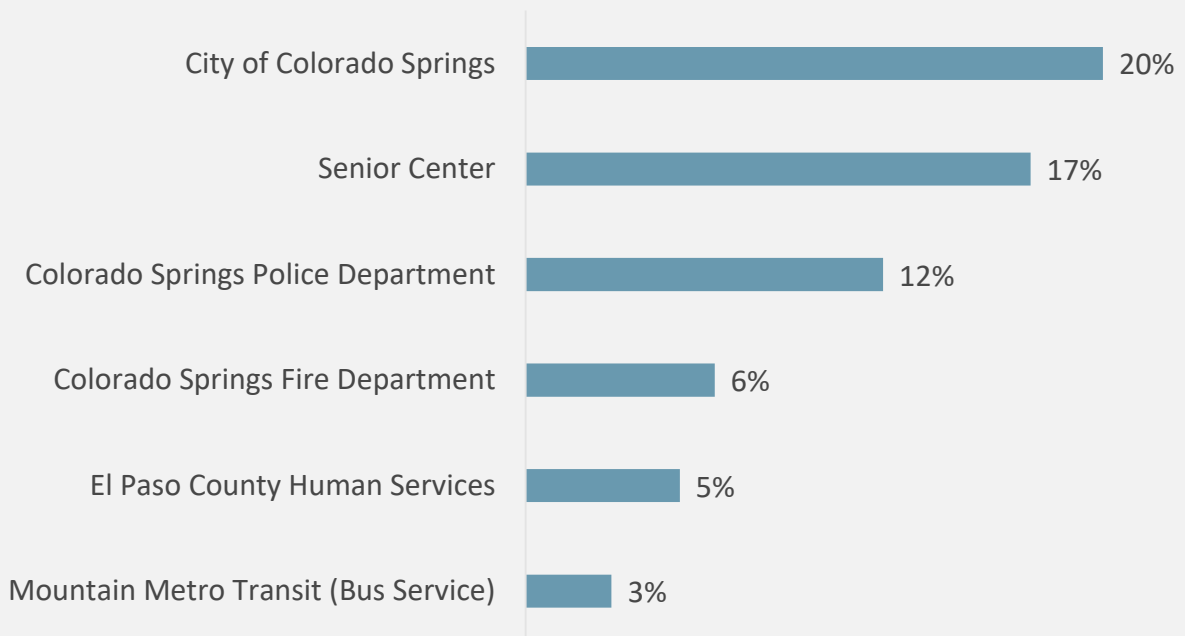
Service	Percentage
City of Colorado Springs	20%
Senior Center	17%
Colorado Springs Police Department	12%
Colorado Springs Fire Department	6%
El Paso County Human Services	5%
Mountain Metro Transit (Bus Service)	3%

Q. Which of the following have you used (or interacted with) in the past 12 months? (N = 455)

Demographic Differences:
- Residents over the age of 65 are significantly more likely to have used or interacted with a senior center in the past 12 months compared to 60-64 year olds (21% vs. 9%).

For full data, including all key demographic differences, please see Table 27 in the appendix of this report

When asked (unaided) if there are any resources/services that they desire, but have not found in the COS Area, almost 1/5th of older residents [who responded] noted *Better Public Transportation*.

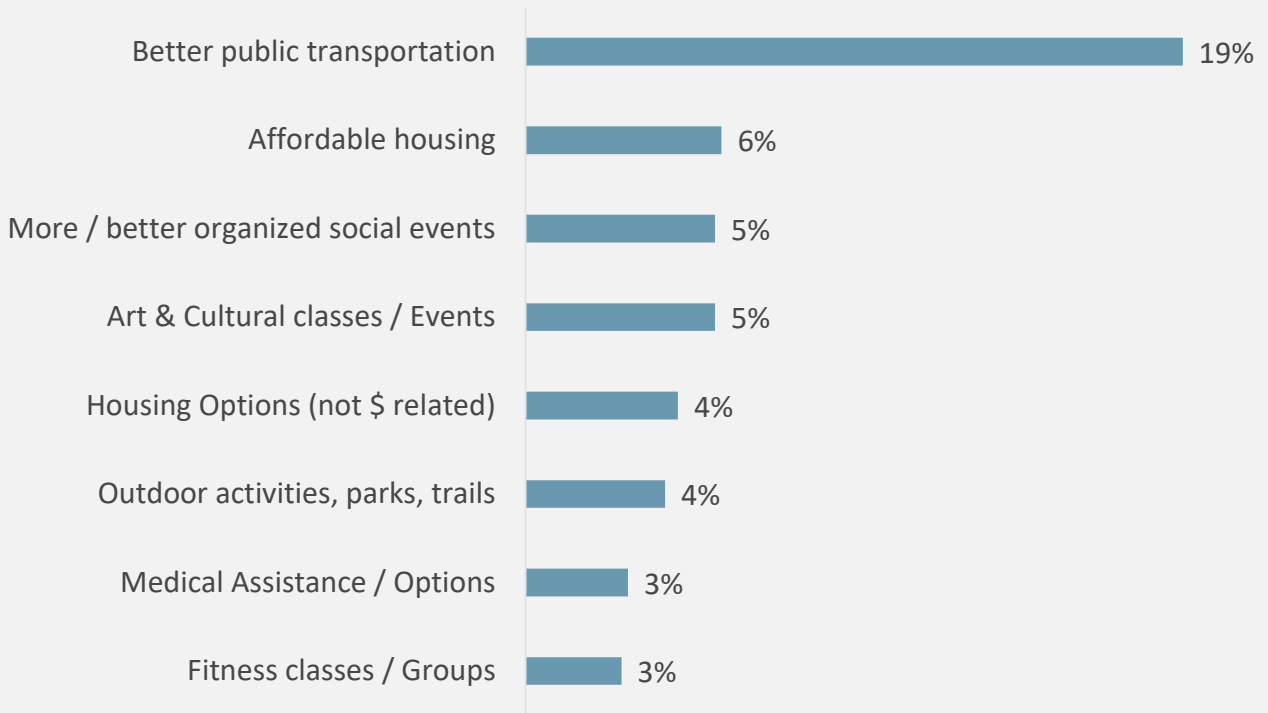Another common resource/service noted was affordable housing. The fact that public transportation and affordable housing are top of mind for these residents matches the narrative previously noted: these are two quality of life factors that residents are far less satisfied with. While Public transportation may not be highly "important" for the broad older resident population, it is very important to some older residents.

Percentage Who Mentioned Desired Resource/Service
(percentages are among residents who chose to respond)

Resource/Service	Percentage
Better public transportation	19%
Affordable housing	6%
More / better organized social events	5%
Art & Cultural classes / Events	5%
Housing Options (not $ related)	4%
Outdoor activities, parks, trails	4%
Medical Assistance / Options	3%
Fitness classes / Groups	3%

Q. Thinking of the resources/services you're aware of and your satisfaction with different aspects of your life, are there any resources or services that you desire, but have not found in El Paso County? If so, what were they? – Optional Open End (N = 128)

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For full data, including all key demographic differences, please see Table 28 in the appendix of this report

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Most local service providers are delivering strong satisfaction among older residents and caregivers using/interacting with their service.

- Many local service providers generated NET satisfaction scores of 90% or higher, including Trails & Open Spaces, PILLAR, UCCS Aging, YMCA, BBB, Fire Department, and AAA (Area Agency of Aging).

Satisfaction with Local Services Used
Among those who've used or interacted with service in the Past 12 Months

Older Residents and Caregivers were combined in an effort to improve sample sizes for analysis	N = Sample Size	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	NET SCORE
AARP	127	3%	5%	65%	27%	85
YMCA	121	2%	2%	47%	49%	93
City of Colorado Springs	90	2%	13%	66%	20%	71
Silver Key	87	3%	2%	56%	39%	89
Senior Center	83	2%	6%	49%	43%	83
Colorado Springs Police Department	64	3%	9%	49%	39%	76
Peak Vista	54	5%	2%	51%	42%	86
Area Agency on Aging (AAA)	54	4%	1%	32%	63%	90
Colorado Springs Fire Department	53	2%	2%	27%	70%	93
Better Busines Bureau	52	0%	5%	56%	39%	91
UCCS Aging Center	51	2%	2%	34%	62%	93
Trails and Open Space Coalition	47	0%	2%	59%	39%	97
Pillar	46	0%	4%	38%	59%	93
El Paso County Human Services	44	10%	14%	63%	13%	52

Q: Thinking of the services and resources you have used in the past 12 months, how satisfied or dissatisfied were you with these individual organizations? (Base Size Varies based on % Using Service)
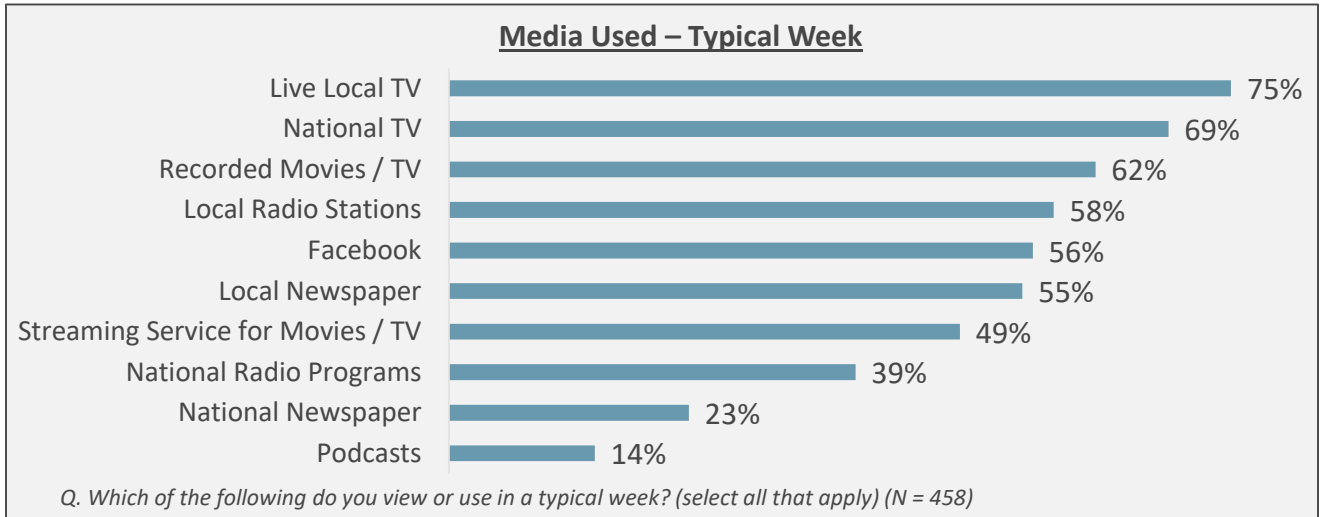
For full data on all service providers measured, please see Table E in the appendix of this report.
Note: use caution with data given lower base sizes.

Older Resident Media Consumption

When looking to advertise to the older resident population on the whole, IIAC should consider live local TV a top priority. Facebook could be an efficient means of reaching 60-64 year olds, and should continue to improve in reach.

Media Used – Typical Week

Media	%
Live Local TV	75%
National TV	69%
Recorded Movies / TV	62%
Local Radio Stations	58%
Facebook	56%
Local Newspaper	55%
Streaming Service for Movies / TV	49%
National Radio Programs	39%
National Newspaper	23%
Podcasts	14%

Q. Which of the following do you view or use in a typical week? (select all that apply) (N = 458)

<u>Demographic differences:</u>
While Live, Local TV is popular among most subgroups, consumption of Facebook and local newspaper varies greatly by age and income:
- Local Newspaper readership appears to be strongly correlated with age and income (older and more affluent residents are more likely to read)
- Facebook is very popular among the younger age groups, but just 36% of residents 75+ use it

Since these consumption differences are likely generational, we would expect Facebook use to grow considerably among this older resident population while local newspaper readership declines.

Media Usage by Age and Income

—Live Local TV   —Local Newspaper   —Facebook
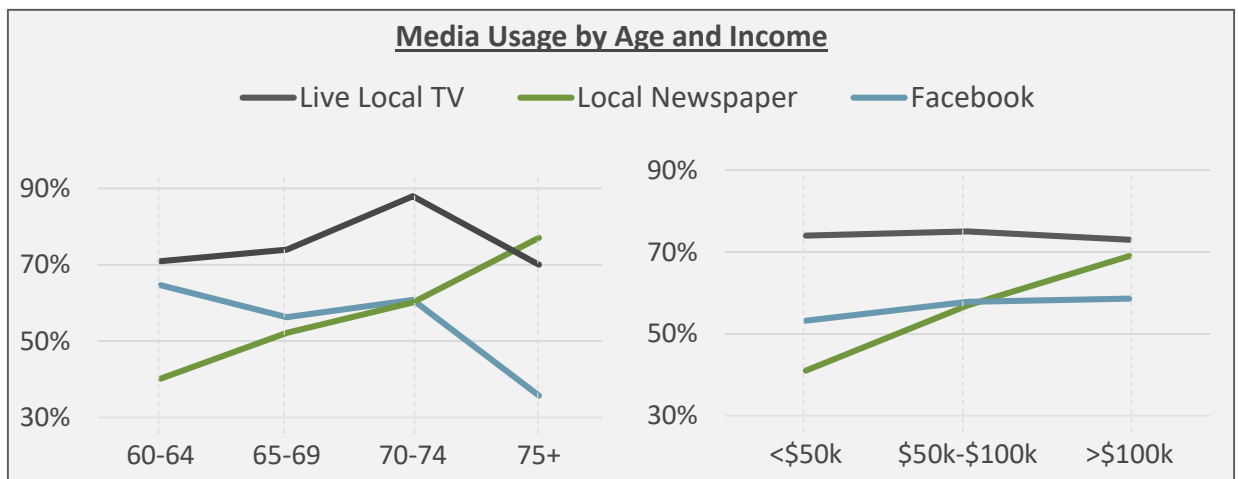
While local TV is the most consumed media channel among these residents, they prefer to be notified of new resources/services through other mediums. Email is the most preferred method.

Preferred Channels for Learning About New Resources/Services

Channel	Percentage
Receive an email	53%
From the newspaper	43%
Receive something in the mail	35%
On Facebook	26%
On the radio	25%
An ad or commercial during a program I watch	20%
Receive a text message	15%
As a notification from an app	6%
Other	5%
Other social media	5%
Receive a phone call	4%
I'm not interested in new resources/services	3%
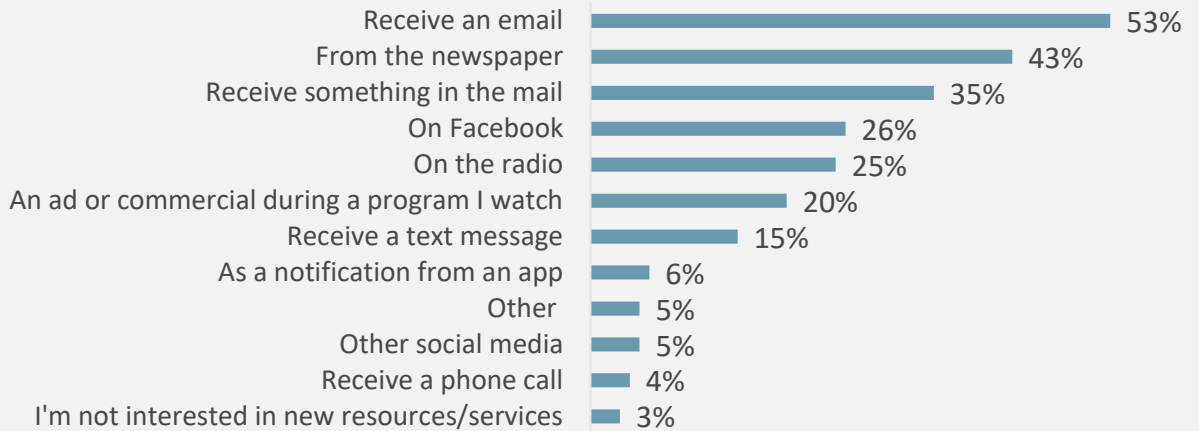
Q: What are your preferred methods of learning about new resources and services in your community? (select all that apply) (N = 456)

Demographic Differences:
• Preference for notification through newspaper or in the mail is correlated with age
• Younger residents are more likely to be interested in Facebook as a means of notification: *(33% among 60-64, 31% among 65-69)*

As with media consumption habits, notification preferences are likely generational. We would expect the preference for Facebook to grow considerably among this older resident population while local newspaper and direct mail preferences decrease.

Preferred Notification Channels by Age
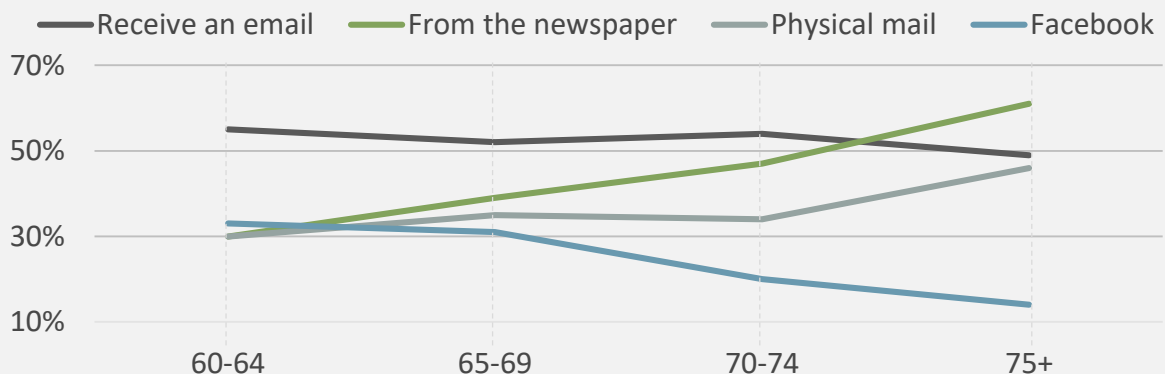
For full data, including all key demographic differences, please see Table 34 in the appendix of this report

When asked (unaided) how they seek information about services, support or activities, most older residents said they turn to the web: 3/4th said either "internet", "online" or "Google".

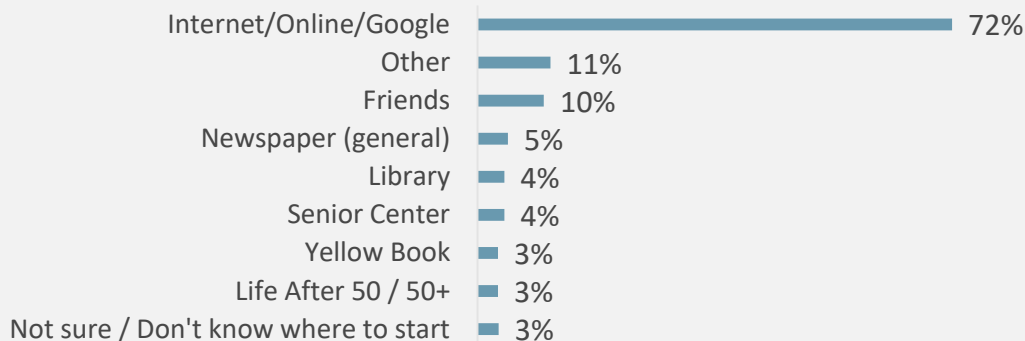### Where Residents Look For Services, Support and Activities
(percentages are among residents who responded)

- Internet/Online/Google — 72%
- Other — 11%
- Friends — 10%
- Newspaper (general) — 5%
- Library — 4%
- Senior Center — 4%
- Yellow Book — 3%
- Life After 50 / 50+ — 3%
- Not sure / Don't know where to start — 3%

Q: If/when you seek information on services, support, or activities available for older residents, where do you look? How do you look? (N = 249)
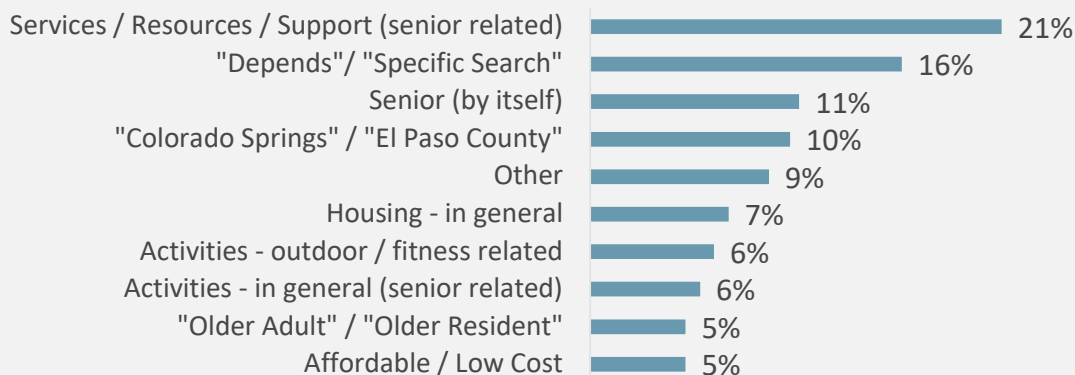
Demographic Differences:
Interestingly, use of the internet for this purpose is not significantly lower among the older age groups (70-75 and 75+). Internet was chosen by at least 60% of all age, gender and income subgroups.

When asked what key words they would use to search, many residents mentioned using the word "senior" or something "senior-related". While it may not be appropriate to use "senior" in the naming or branding of the portal, it will be important to make the term part of the SEO for the aging portal.

Internet Search Terms
(percentages are among residents who responded)

- Services / Resources / Support (senior related) — 21%
- "Depends"/ "Specific Search" — 16%
- Senior (by itself) — 11%
- "Colorado Springs" / "El Paso County" — 10%
- Other — 9%
- Housing - in general — 7%
- Activities - outdoor / fitness related — 6%
- Activities - in general (senior related) — 6%
- "Older Adult" / "Older Resident" — 5%
- Affordable / Low Cost — 5%

Q: If you were to conduct an internet search for services, support, or activities, what types of phrases/questions do you or would you include? (N=173)

For full data, including all key demographic differences, please see Tables 29 & 30 in the appendix of this report

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The Gazette is the most popular newspaper – read by over 50% of the older resident population in the past 4 weeks. The Colorado Springs Indy comes in 2nd, with about 1/4th of older residents having read the paper in the past 4 weeks.

Newspaper Penetration – Past 4 Weeks

Newspaper	Penetration
The Gazette	52%
Colorado Springs Independent	26%
Life After 50	12%
The Woodmen Edition	8%
Colorado Springs Business Journal	7%
Westside Pioneer	5%
Other (please specify)	4%
The Cheyenne Edition	4%
Pikes Peak Senior News	3%
Fountain Valley News	3%
The Tribune	3%
Fort Carson Mountaineer	2%
Senior Beacon	2%
Pikes Peak Bulletin	1%
The New Falcon Herald	1%
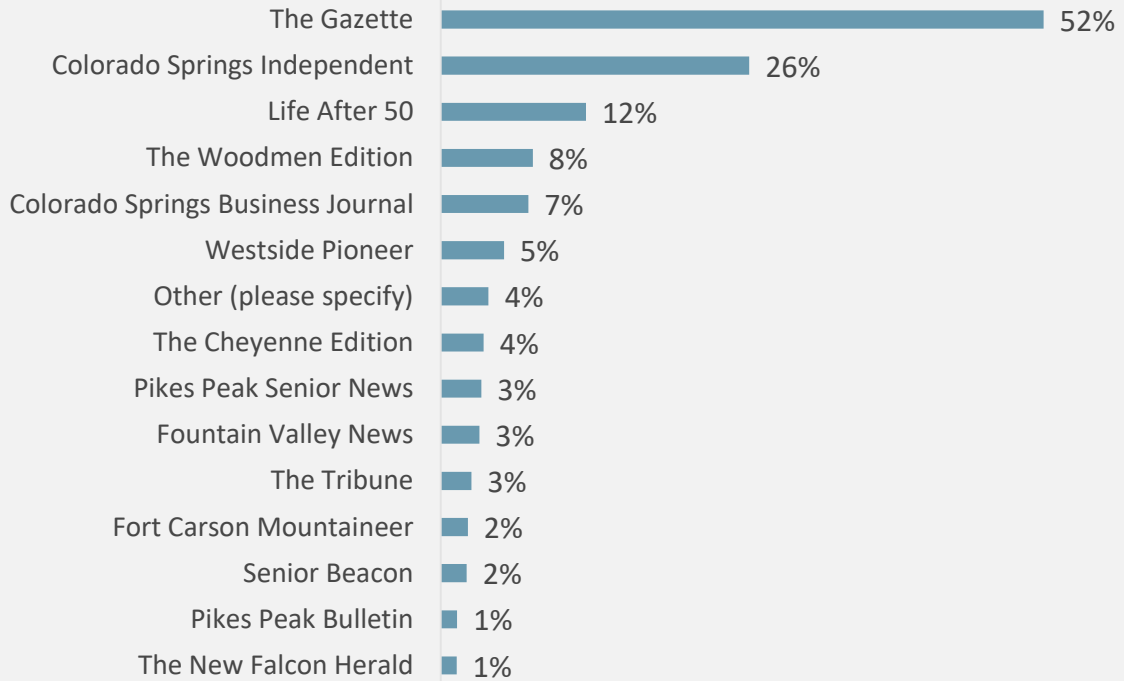
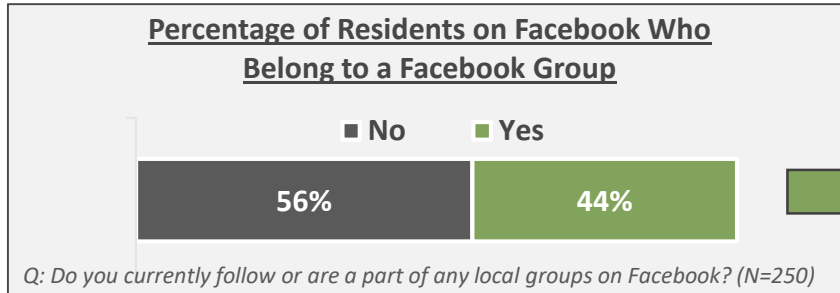Q. In the past 4 weeks, which of the following local newspapers have you read? (select all that apply) (N=458)

Demographic Differences:
As discussed prior, newspaper readership skews older in general, and the popular newspapers above follow this trend: Readership of both The Gazette and Indy is higher among the older age groups. Other differences include:

- Readership of the Business Journal is significantly higher among residents with HHI >$100k.
- Life After 50 is more popular among Females (15% vs. 9%).

While the Gazette's reach is large compared to other local newspapers, we would caution against viewing the paper as an efficient means to reach the broader aging population. The readership skews older (only 38% of 60-64 year olds have read in the past 4 weeks). Additionally, only 2% mentioned the Gazette when asked where they would look for older resident services.

For full data, including all key demographic differences, please see Table 33 in the appendix of this report

Of the 56% of older residents who use Facebook weekly, a little less than half belong to a Facebook group. While the topics of these groups vary, the subject-level interest could inform media strategies for the portal and other targeted efforts. Only 3% of older residents in Facebook groups noted a senior-specific group.

Percentage of Residents on Facebook Who Belong to a Facebook Group

■ **No**   ■ **Yes**

No	Yes
56%	44%

Q: Do you currently follow or are a part of any local groups on Facebook? (N=250)

Demographic Differences:
Women are more likely to belong to Facebook groups than men *(48% vs. 37%)*

Types of Facebook Groups That Residents Belong To

Type	%
Neighborhoods / Communities	11%
Outdoor	10%
Religious	9%
Fitness	8%
Volunteer / Service / Nonprofit	8%
Arts/Crafts/Hobbies	7%
Nextdoor	6%
"Many"	6%
Buy/Sell/Trade groups or Marketplace	6%
Cars	6%
Animal groups	6%
Moms Groups	6%
411 for the 719	6%
News	5%
Alumni groups	5%
Colorado Springs History / Back in the Day	4%
Political	4%
Police / Fire Department	4%
Elderly Groups	3%
Mlitary Groups	3%
Other	24%

Q: Do you currently follow or are a part of any local groups on Facebook? (If you're a part of several local groups, please separate each group by a comma) (N=102)

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For full data, including all key demographic differences, please see Tables 31 & 32 in the appendix of this report
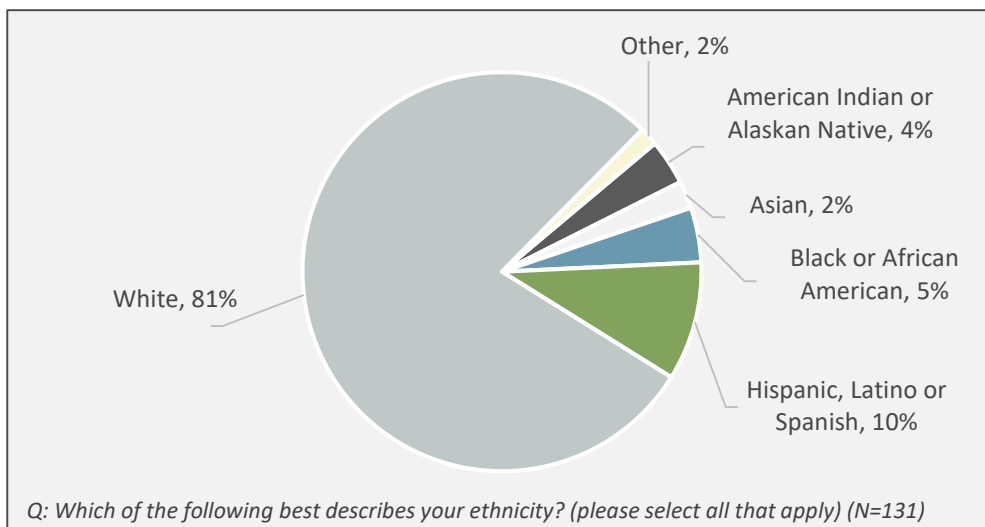
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Caregiver Findings

According to the US Census Bureau, about 12.5% of El Paso County residents over 65 have an independent living difficulty (and require some sort of caregiver). Demographically, caregivers skew female, ethnic and lower income. Their median age is 58.
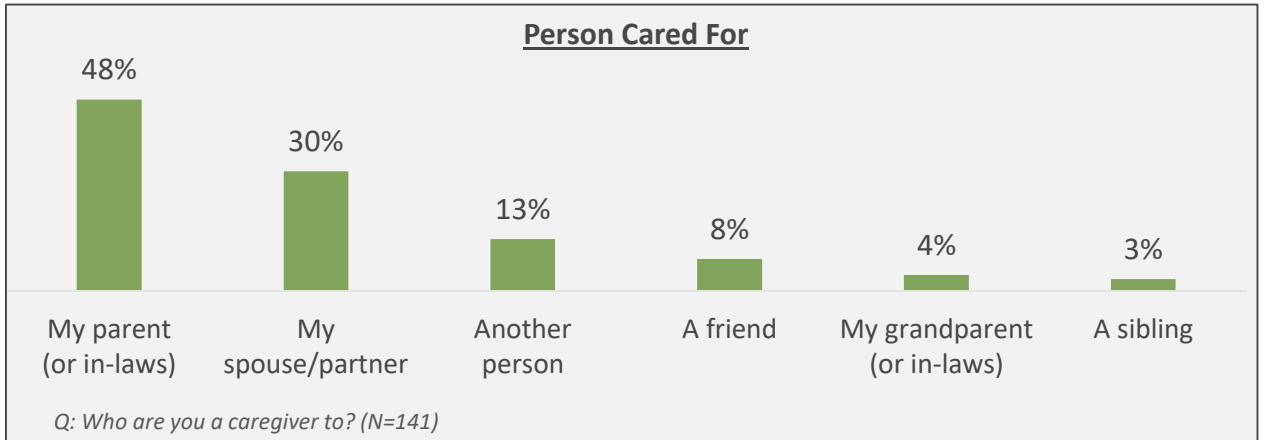
Gender

| Male, 22% | Female, 78% |

Q: What is your gender? (N=141)

Other, 2%

American Indian or Alaskan Native, 4%

Asian, 2%

Black or African American, 5%

White, 81%

Hispanic, Latino or Spanish, 10%

Q: Which of the following best describes your ethnicity? (please select all that apply) (N=131)

Household Income

Less than $15,000	$15,000 to $24,999	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	$100,000 or more
3%	12%	26%	22%	15%	21%

Q: Which of the following best represents your total household income before taxes? (N=117)

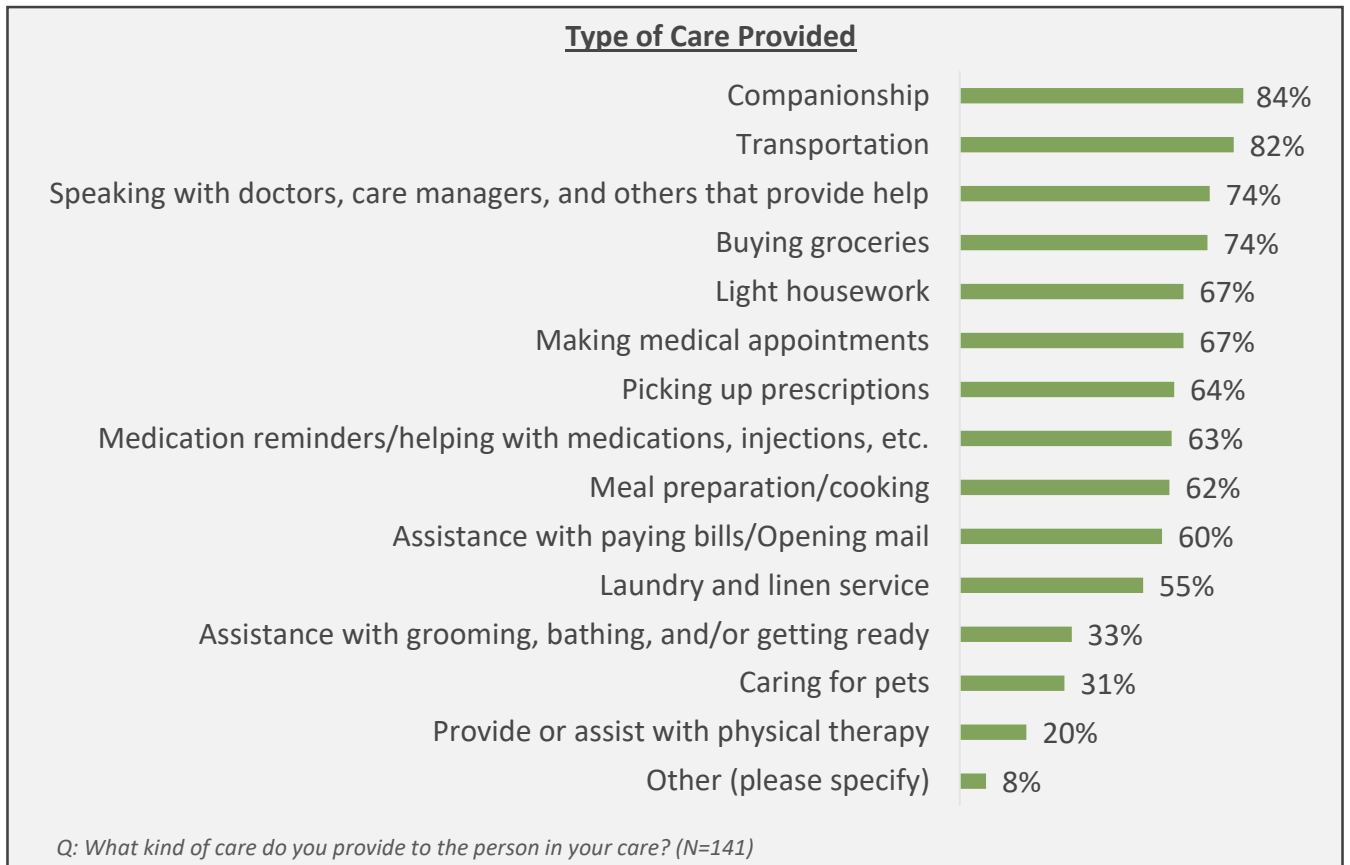**The majority of these caregivers provide care for an immediate family member. Almost 1/2 care for a parent and almost 1/3rd care for a spouse/partner.**

Person Cared For

Category	Percentage
My parent (or in-laws)	48%
My spouse/partner	30%
Another person	13%
A friend	8%
My grandparent (or in-laws)	4%
A sibling	3%

Q: Who are you a caregiver to? (N=141)

Care is provided in a wide variety of ways, and most caregivers are providing 5 or more of the items below. Assistance with personal/hygienic care is less prevalent relative to the types of care below: about 1/3rd of caregivers help with this.

Type of Care Provided

Type	Percentage
Companionship	84%
Transportation	82%
Speaking with doctors, care managers, and others that provide help	74%
Buying groceries	74%
Light housework	67%
Making medical appointments	67%
Picking up prescriptions	64%
Medication reminders/helping with medications, injections, etc.	63%
Meal preparation/cooking	62%
Assistance with paying bills/Opening mail	60%
Laundry and linen service	55%
Assistance with grooming, bathing, and/or getting ready	33%
Caring for pets	31%
Provide or assist with physical therapy	20%
Other (please specify)	8%

Q: What kind of care do you provide to the person in your care? (N=141)

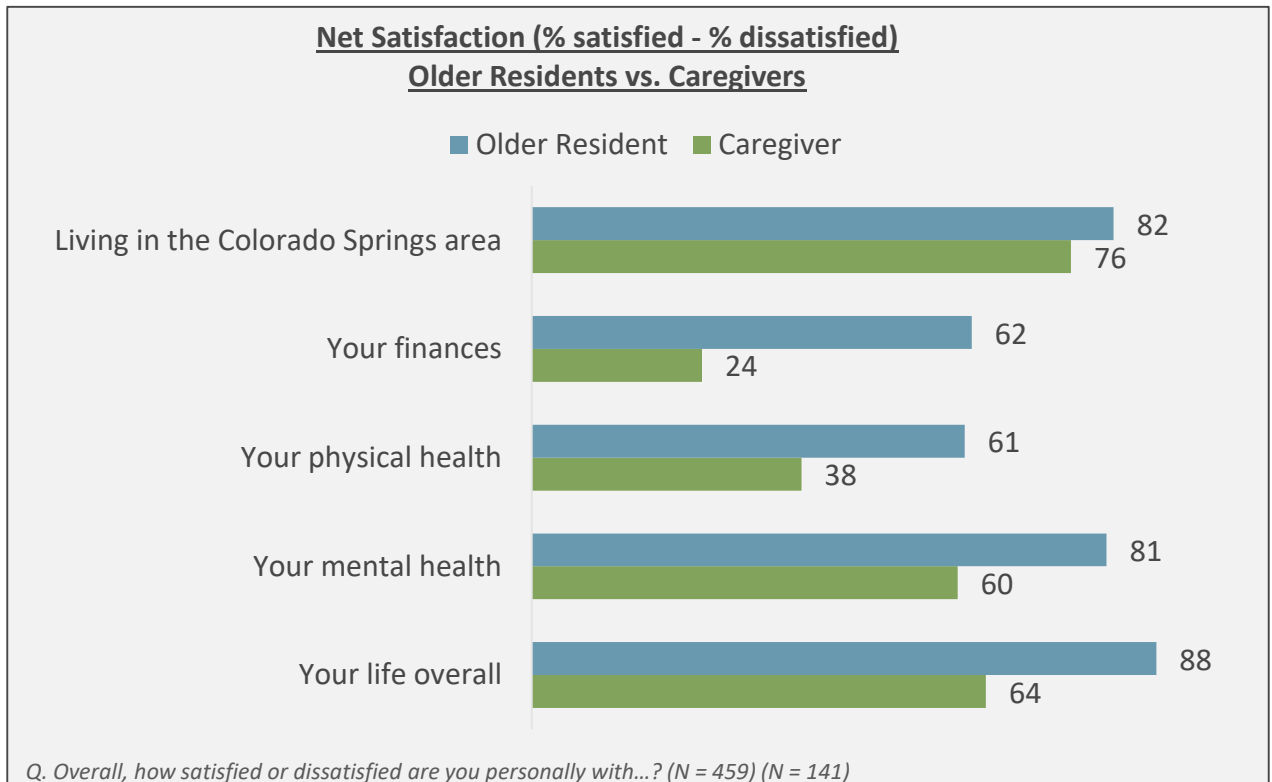Innovations in Aging Collaborative

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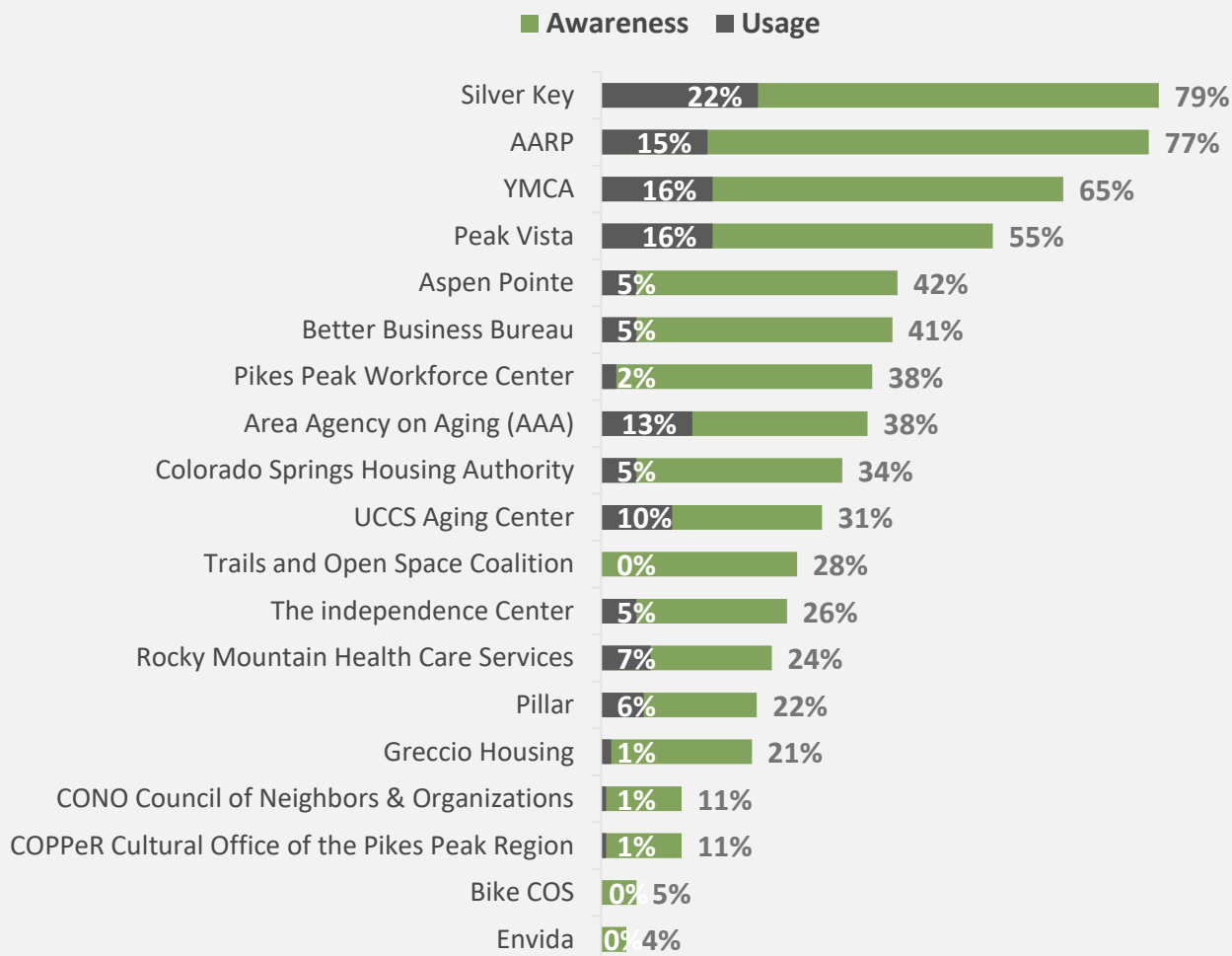**Overall, caregivers are much less satisfied than older residents.**

While caregivers are less satisfied with all 5 of the measures below, the difference in financial satisfaction stands out. Anecdotally, this could be due to the time commitment that caregiving often entails: caregivers need more time to provide care -- they can't work the same job they used to -- their income ultimately suffers.

Caregivers *are* relatively satisfied with living in the Colorado Springs area, indicating that the source of their dissatisfaction is likely the burden of caregiving as opposed to the *place* where they provide care.

Net Satisfaction (% satisfied - % dissatisfied)
Older Residents vs. Caregivers

■ Older Resident   ■ Caregiver

Measure	Older Resident	Caregiver
Living in the Colorado Springs area	82	76
Your finances	62	24
Your physical health	61	38
Your mental health	81	60
Your life overall	88	64

Q. Overall, how satisfied or dissatisfied are you personally with…? (N = 459) (N = 141)

About 4 in 5 caregivers are aware of Silver Key; about 1 in 5 have used their resources/services.

Percentage Aware vs. Percentage Who Used Service in Past 12 Months
(awareness & usage percentages out of total population)

■ **Awareness** ■ **Usage**

Service	Usage	Awareness
Silver Key	22%	79%
AARP	15%	77%
YMCA	16%	65%
Peak Vista	16%	55%
Aspen Pointe	5%	42%
Better Business Bureau	5%	41%
Pikes Peak Workforce Center	2%	38%
Area Agency on Aging (AAA)	13%	38%
Colorado Springs Housing Authority	5%	34%
UCCS Aging Center	10%	31%
Trails and Open Space Coalition	0%	28%
The independence Center	5%	26%
Rocky Mountain Health Care Services	7%	24%
Pillar	6%	22%
Greccio Housing	1%	21%
CONO Council of Neighbors & Organizations	1%	11%
COPPeR Cultural Office of the Pikes Peak Region	1%	11%
Bike COS	0%	5%
Envida	0%	4%

Q. Which of the following are you aware of as it relates to offering resources/services to older residents in the community? (N = 141)
Q. Now which of the following have you used in the past 12 months specifically for or to help the person in your care? (N = 140)

On average, caregivers:

Are "Aware of ": **6.5** (out of 17)

Have "Used (or interacted with)": **2.0** (out of 25)

Both averages are slightly lower than older residents (aware of: 6.9, used 2.1).

Caregivers are significantly more likely to use Facebook than older residents. In fact, Facebook is the most used media channel among caregivers.
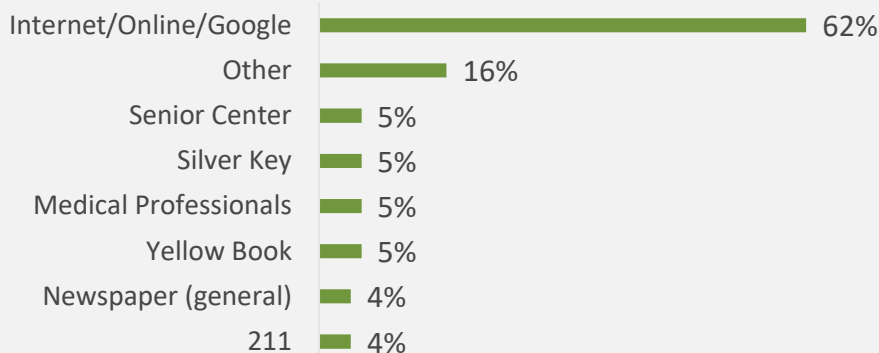
Media Consumption – Typical Week

Legend: ■ Older Resident ■ Caregiver

Channel	Older Resident	Caregiver
Live Local TV	75%	71%
National TV	69%	55%
Recorded Movies / TV	62%	48%
Local Radio Stations	58%	62%
Facebook	56%	74%
Local Newspaper	55%	52%
Streaming Service for Movies / TV	49%	52%
National Radio Programs	39%	28%
National Newspaper	23%	14%
Podcasts	14%	17%

Which of the following do you do or use in a typical week? (select all that apply) (N=456) (N=141)

While newspaper readership is slightly lower among caregivers, they are more likely to read some of the senior-focused publications in the area:

P4W Newspaper Readership

	Older Residents	Caregiver
Life After 50	12%	18%
Pikes Peak Senior News	3%	8%
Senior Beacon	2%	6%

In the past 4 weeks, which of the following local newspapers have you read? (select all that apply) (N=460) (N=141)
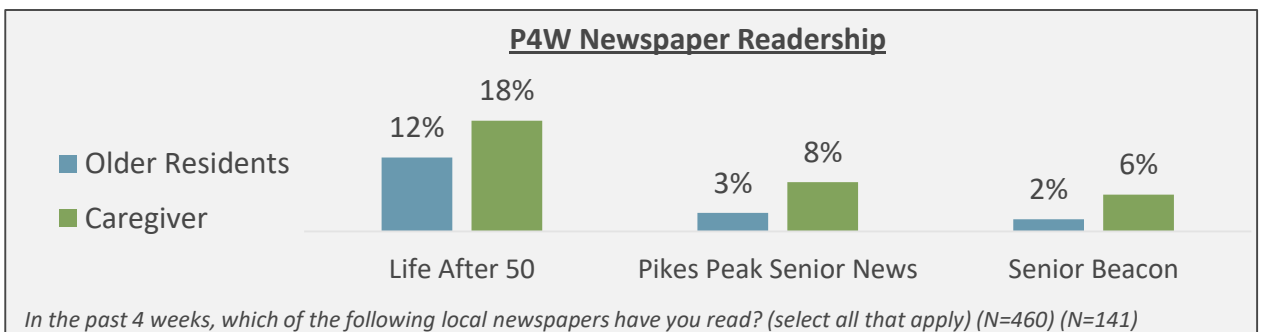
Similar to older residents, the majority of caregivers turn to the internet when looking for services/support for older residents.

Where Residents Look For Services, Support and Activities
(percentages are among residents who responded)

Source	Percentage
Internet/Online/Google	62%
Other	16%
Senior Center	5%
Silver Key	5%
Medical Professionals	5%
Yellow Book	5%
Newspaper (general)	4%
211	4%

Q: If/when you seek information on services, support, or activities available for the person in your care, where do you look? How do you look? (open-end coding) (N=74)

Caregivers noted a few keywords and topics that older residents did not: "transportation/mobility" and "care/help". This makes sense intuitively. Consider integrating these phrases into the SEO for caregiver-specific pages or resources on the portal.

Internet Search Terms
(percentages are among residents who responded)
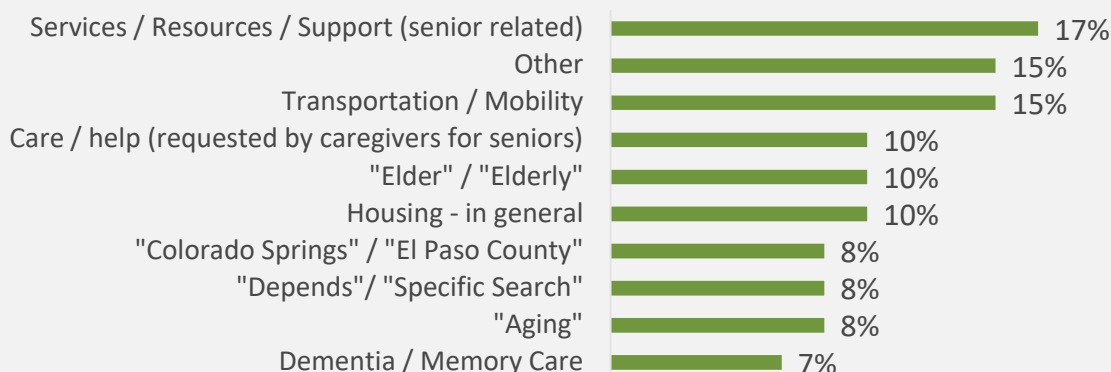
Search Term	Percentage
Services / Resources / Support (senior related)	17%
Other	15%
Transportation / Mobility	15%
Care / help (requested by caregivers for seniors)	10%
"Elder" / "Elderly"	10%
Housing - in general	10%
"Colorado Springs" / "El Paso County"	8%
"Depends"/ "Specific Search"	8%
"Aging"	8%
Dementia / Memory Care	7%

Q: If you were to conduct an internet search for services, support, or activities for the person in your care, what types of phrases/questions do you or would you include? (open-end coding) (N=59)

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Caregiving can be incredibly challenging: over 90% have faced at least one of the challenges below in the past 30 days, and most caregivers note experiencing more than one.

% of Caregivers Experiencing Challenges (Past 30 Days)

Challenge	%
Emotional stress	70%
Time management challenges	58%
Financial strain/stress	48%
Sleep deprivation	43%
Physical stress	42%
Lack of privacy	21%
Depression	21%
Isolation/Lack of social connection	21%
Being afraid to ask for help	14%
Other (please specify)	6%
None of the above	9%
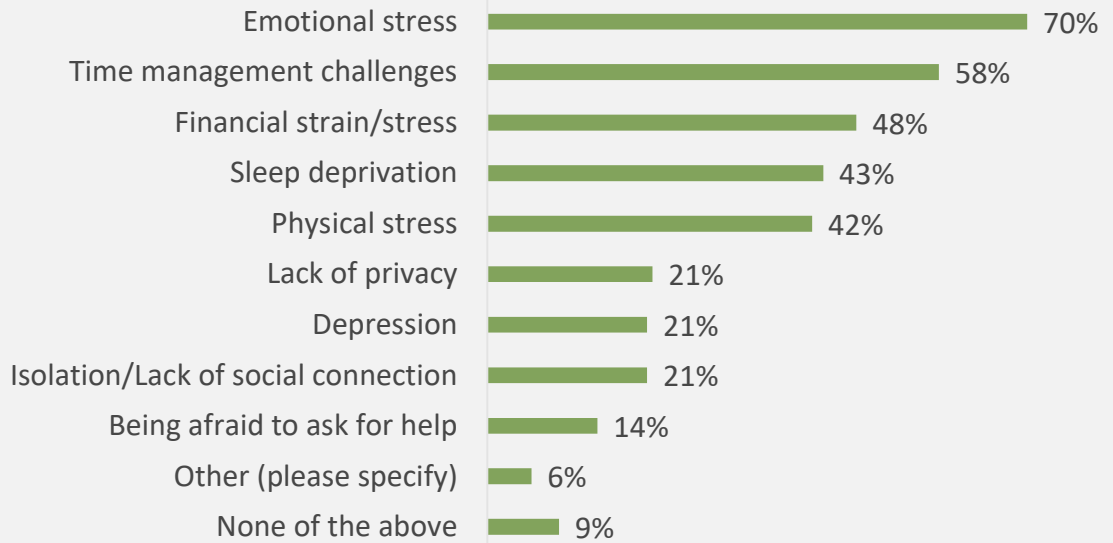
Q: When it comes to your life as a caregiver, which of the following items, if any, have been a personal challenge for you over the past 30 days? (N=141)

Stress as a result of caregiving is multifaceted: emotional, financial and physical stress are all prevalent among more than 40% of caregivers. Perhaps the aging portal could help connect caregivers with information and resources to help in these specific areas. Supplementally, the portal could serve as a hub, enabling local caregivers to communicate and support one another.

As mentioned previously, Facebook is quite popular among caregivers. This could be an efficient medium to connect caregivers to both the portal and each other through Facebook groups.

Facebook Use Among Caregivers

- Use Facebook in a typical week
- Do not use facebook in a typical week

26%

74%
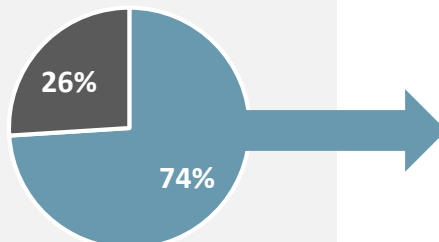
Only 16% of Caregivers on Facebook belong to a senior/caregiver group

Q: Which of the following do you do or use in a typical week? (N=141)

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Portal Development Insights

These older residents and caregivers want the portal to be a one-stop shop.

- Overall, these older residents are caregivers had a **lack of awareness of what resources are currently available** in the Colorado Springs area

- These participants want this portal to not only **provide them with education/resources, but also give them a sense of community**

  - This information was **especially important for those seniors going through a transitional time**, i.e. moving/new to Colorado Springs, retiring, losing a spouse, etc.

- **Topics of interest for these older residents included:**

  o Transportation
    - Bus schedules
    - Airline shuttles
  o Volunteer activities
  o Senior Center information
  o Calendar of activities for seniors
    - Entertainment activities (both outside and inside of the home)
    - Recreational activities
    - Field trips / Meetups
    - Classes and groups
    - A TV Guide
  o Meals
    - Congregate meals
    - Meal assistance
  o Medical providers (specifically for Medicare)

> *What is the 'Over the Hill' gang? I haven't heard of it, but I would want to be part of something like that. How am I supposed to know about it? – Laura, Older Resident*

These caregivers liked the idea of being able to see information for their older resident and themselves all in one place.

- Many of these caregivers didn't initially think that they would use the portal for their own personal use; however, upon discussion thought that they **could benefit from information on how to do their job better**, including information about:
  - Insurance
  - Legal resources
  - Activities or entertainment for their older residents
  - Discounts or lotteries, as they had a 'fear of missing on' on resources or opportunities for their residents
  - Glossary of terminology, including definitions
  - Support groups

> *When I'm on the portal, like the idea of being able to click on 'Caregiver,' but also being able to click on 'Senior.' That way, I have options for information about both. – Joshua, Caregiver*

These caregivers would primarily use the portal to find resources for their older residents, rather than themselves.

- There was **little interest from these caregivers on information on how to take care of *themselves*,** indicating that it is unlikely that these caregivers will proactively pursue self-care resources

> *Consider presenting self-care opportunities for caregivers in a 'sly' way to make it sound like the opportunity is for their older resident (rather than themselves)*
> - *For example, a meet-up for these older residents and their caregiver would benefit both parties*

- These **older residents with caregivers are *less* likely to use this resource themselves** (since their caregiver would use it on their behalf)
    - Therefore, the portal wouldn't need to be specially developed to serve these especially older or struggling residents that have caregivers

> *As a caregiver, I want to find resources mostly for my senior, or my people, and less for myself. – Veronika, Caregiver*

These seniors and caregivers were interested in a tile format for the portal.

- In general, these participants felt that **9 tiles would be too many** because it **made the page feel cluttered or took too long to load**
  - Instead, these participants **were interested in having fewer tiles that would provide a brief description of the types of information within that tile if they hovered over it**
- **Other website features that these participants desired included:**
  - An up-to-date landing page, with current information (such as information on how the government shutdown will impact food stamps)
  - A large search bar (that searches within the website *only*)
  - Easy-to-find contact information
  - Ability to easily 'go back' with arrows or a home button
  - Font size, or the ability to adjust font size, especially for older residents who had a more difficult time reading smaller font
- Both groups suggested the KISS (keep it simple, stupid) approach, sharing the sentiment that **simple is better**

> *A search bar is always really handy! – Sandra, Older Resident*

> *Fewer tiles is better. When you have too many tiles, it is no longer simple.*
> *– Laura, Older Resident*

These webpages exemplified different features that these participants both would and wouldn't want to see implemented into the portal.

- When it comes to the design of the tiles, these participants desired either:
  - **A photograph behind the tiles with simple icons _or_**

PPACG Homepage
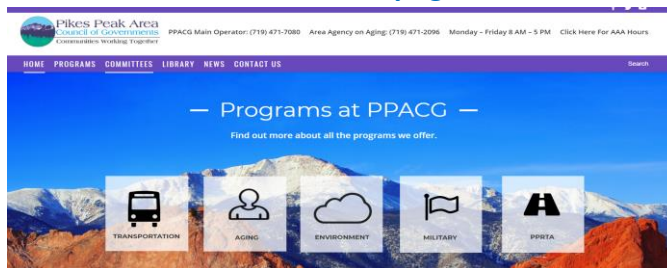
- **A basic page with tiles featuring photography**

PPACG Aging Page
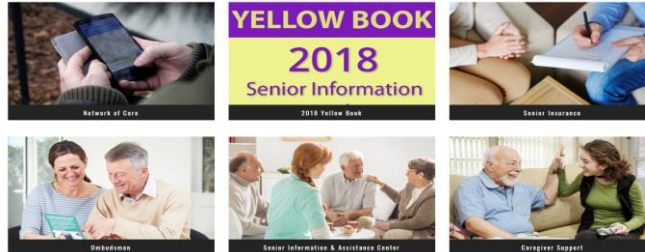
- Alternatively, **photography with text below the images felt like an advertisemen**t or click-bait

AARP Homepage

When it came to vetting products/services, these older residents and caregivers relied heavily on word of mouth.

- Interestingly, both **these older residents and caregivers didn't trust reviews**
    - There was a concern among both groups that companies were paying to get positive or 5-star reviews
    - One caregiver suggested that she didn't trust companies with all positive reviews since it was 'too good to be true'

> *These participants were more trusting of verifications or seals of approval; however, they still desired information on how companies were determined as 'verified' or how what the seal of approval consists of*

Care.com
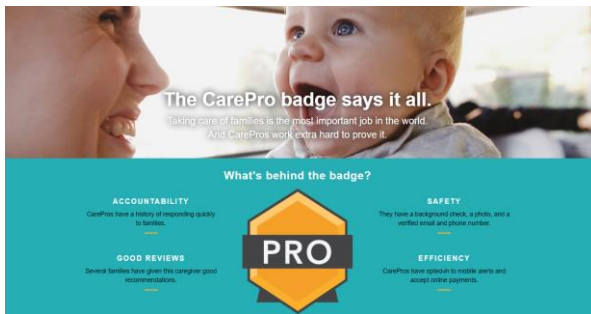
Rover.com
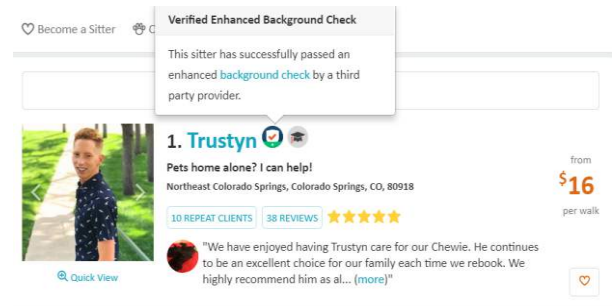
- When listing resources of the portal, some **liked the idea of having the resources listed based on proximity to you**
    - Some expressed **concerns on the legality of self-reviewing / vetting resources**

> *Consider reaching out to other cities that have vetted resources for older residents in this way to see what they're doing and explore any legality issues*

These participants prefer to communicate with companies they reach out to (vs. those who reach out to them) due to concerns of being over-contacted or taken advantage of.

- When asked, these participants **valued quality services over whether they were for-profit or non-profit**

- When using websites, these **participants were wary to enter their personal information in order to receive information because they didn't want to be over-contacted or harassed**
  - In particular, these caregivers were concerned that older residents would be **targeted for scams** and taken advantage of

- These participants also mentioned that they would **want to talk to a real person, rather than an automated message, if they called to ask questions**

> *Since volunteers man the phones at AAA, consider including training so these volunteers are well equipped to help these older residents and caregivers*

  - Furthermore, these caregivers **expressed an interest in asking questions through an email** so they could discuss their senior without them knowing/hearing them on the phone

> *Free is not always free. If you're getting a free ride, they may have to pick up 10-15 people before they drop you off. If that's the case, I'll pay.*
> – Sandra, Older Resident

> *I want a contact number or email to actually talk to a person about what I'm experiencing. I hate calling and getting the same automated message.*
> – Casey, Caregiver

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These participants wanted the name of the portal to be brief, but still call out that it has resources specifically for the Colorado Springs community.

- While these participants really liked the idea of the portal being local, a few mentioned that they would still be **interested in national or international support groups**
  - This was especially true for caregivers supporting an older resident with a unique or specialized set of needs
- These participants also thought it was important that the portal have a **shorter name, that would be easy to remember and reference in conversation**
- **Terms to identify that the portal was for the Colorado Springs Community included:**
  - Springs Regional
  - Front Range
  - COSprings
  - COS
  - Peak

> *They need to include Colorado Springs or Pikes Peak.*
> *– John, Older Resident*

> *I like that it is local – you need to include the city somehow.*
> *– Casey, Caregiver*

The word 'senior' meant something different to many of these participants, who preferred the portal name reference their age (vs. a term).

- **These older residents and caregivers both thought that the age that someone is considered 'senior' depends on multiple factors, such as:**
    - Work status (i.e. working vs. retired)
    - How active / mobile you are
    - Medical needs
    - Mental state
- **Many were interested in using an age (such as 50+ or 60+),** rather than a term, such as 'senior,' **to describe who this portal would be for** since it was more straight-forward and could be useful to a larger population
- Other terms that these participants liked for the portal included:
    - Guidebook
    - Information Center
    - Directory
    - Connections
    - Aging Group
    - Community

> *Specifically, Peak50 was a name that was well-received since it was short and included 'Peak,' which suggested it was for the Colorado Springs community*

> *The mental picture of 'aging' is nursing homes and assisted living. It comes down to a state of being vs. an age.*
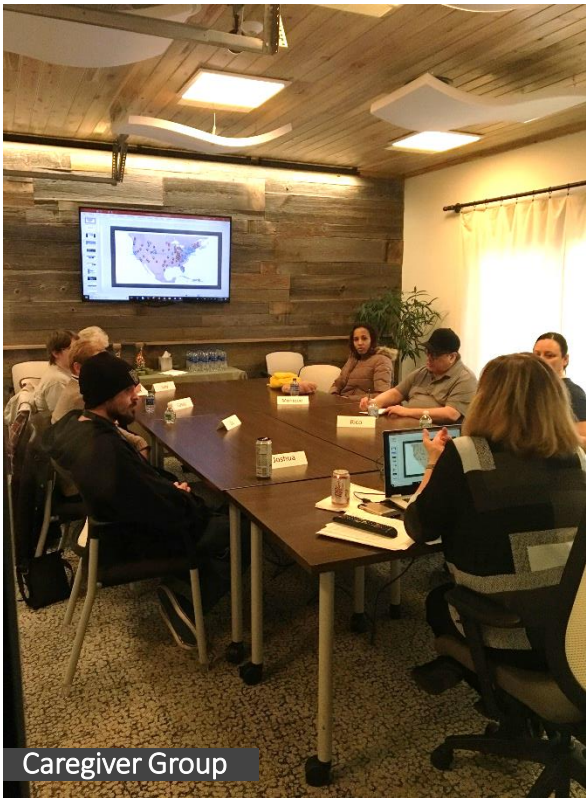> *– Laura, Older Resident*

Focus Group Photos

Older Resident Group

Older Resident Group

Caregiver Group

Caregiver Group