



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

## Final Report

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Prepared for:

Funded By:

Research By:



# 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 11<sup>th</sup> – 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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*\*Please Note: For access to the Appendix of this report, please contact [Claire@innovationsinaging.org](mailto:Claire@innovationsinaging.org)*

# CONCLUSIONS & RECOMMENDATIONS

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# 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%                                   |

# 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 <b>older residents and caregivers had a lack of awareness of resources currently available</b> 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 <b>would primarily use the portal to find resources for their older residents</b> , 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 <b>desired a tile layout</b> 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 <ul style="list-style-type: none"> <li>• Consider either a basic page with photography tiles <u>OR</u> a page with large photography with simple icons</li> <li>• This will also reduce loading time for seniors with slow internet connection</li> </ul> |
| Interestingly, <b>many</b> of these older residents and caregivers <b>didn't trust reviews</b>  | 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 <b>definition of 'senior' depends on multiple factors, and didn't necessarily apply to them</b>     | Be careful using terms like 'aging' or 'senior' when naming the portal as these words were polarizing to some  |
| Portal <b>name should be easy to remember, short to type</b> , and cue to both the older residents and the city/county/region                               | Consider conducting a naming/ideation session and getting additional community feedback  |

# 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  |
|--|--|
| <p><b>Outdoor Spaces and Buildings</b></p> <ul style="list-style-type: none"> <li>• Net satisfaction of 83 for trails/open spaces, with SE region falling well below Western region for satisfaction with trails/open spaces</li> <li>• 47% of these older residents are aware of Trails and Open Space Coalition; 11% participated in the Trails and Open Space efforts</li> <li>• 4% of older residents mentioned outdoor activities, parks, and trails as a resource they desire in El Paso County but have not found</li> </ul>  | <ul style="list-style-type: none"> <li>• Conduct regional district /zip code analysis of information to prioritize efforts</li> <li>• 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</li> <li>• Educate through the portal on how older residents can participate in TOPS coalition efforts</li> </ul>   |
| <p><b>Transportation</b></p> <ul style="list-style-type: none"> <li>• Net satisfaction of <b>-44</b> among older residents regarding ability /ease of using public transportation (lowest satisfaction of all factors measured)</li> <li>• Net satisfaction of <b>-8</b> among older residents regarding quality of streets and sidewalks – and this is strongly correlated with satisfaction of living in Colorado Springs</li> <li>• Nearly 1 out of 5 older residents mentioned better public transportation as a resource they desire in El Paso County but have not found</li> <li>• 15% of caregivers would include ‘transportation / mobility’ when conducting an internet search for services, support, or activities <i>for the person in their care</i></li> </ul> <p><u>In the past 12 months:</u></p> <ul style="list-style-type: none"> <li>○ 95% of these older residents have driven themselves</li> <li>○ 26% have used a car service like Uber or Lyft</li> <li>○ 17% have used a bike</li> <li>○ 9% have traveled by bus system</li> <li>○ 6% have traveled by light rail</li> </ul> | <p><u>Conduct regional/zip code analysis of information to:</u></p> <ul style="list-style-type: none"> <li>• Better understand concerns of streets &amp; sidewalks (e.g. potholes, street lights, crumbling sidewalks, etc.) to gauge prioritization</li> <li>• 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.)</li> <li>• 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</li> <li>• 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</li> <li>• 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</li> </ul> |

# Informing Action Plans

## Domains of Livability

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| Conclusions   | Recommendations   |
|---|---|
| <p><b>Housing</b></p> <ul style="list-style-type: none"> <li>• Providing a range of senior living situations was the most unmet local need directly linked to satisfaction with living in Colorado Springs</li> <li>• Net satisfaction of -18 among older residents regarding affordable housing options</li> <li>• 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</li> </ul>  | <ul style="list-style-type: none"> <li>• Continue to promote development and addition of a range of senior living situations:               <ul style="list-style-type: none"> <li>➢ Conduct additional research to clarify needs and national trends vs. El Paso County offerings, covering both affordable vs. higher-end</li> <li>➢ Use findings/analysis to attract more senior housing development projects to the area</li> </ul> </li> <li>• Understand disconnect between awareness and usage of Greccio Housing</li> <li>• Understand potential barriers to using existing affordable housing for seniors (e.g. Hatler-May Village, Myron Stratton Home, Greccio Housing)</li> </ul>   |
| <p><b>Social Participation</b></p> <ul style="list-style-type: none"> <li>• Only 49% of older residents participated in a social activity in the past 12 months (e.g. clubs, playing cards)</li> <li>• Net satisfaction of 77 for availability of social activities events they are interested in</li> <li>• Net satisfaction of 81 for interaction/connection with friends/social circle</li> <li>• Net satisfaction of 65 for opportunities to meet &amp; connect with other older residents</li> <li>• 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.</li> </ul> | <ul style="list-style-type: none"> <li>• Ensure the online portal acts as a centralized resource to find information on community events, social activities, local senior Facebook groups, etc.</li> <li>• 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)</li> <li>• Increase awareness and usage of senior centers, &amp; 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</li> </ul> |

# Informing Action Plans

## Domains of Livability

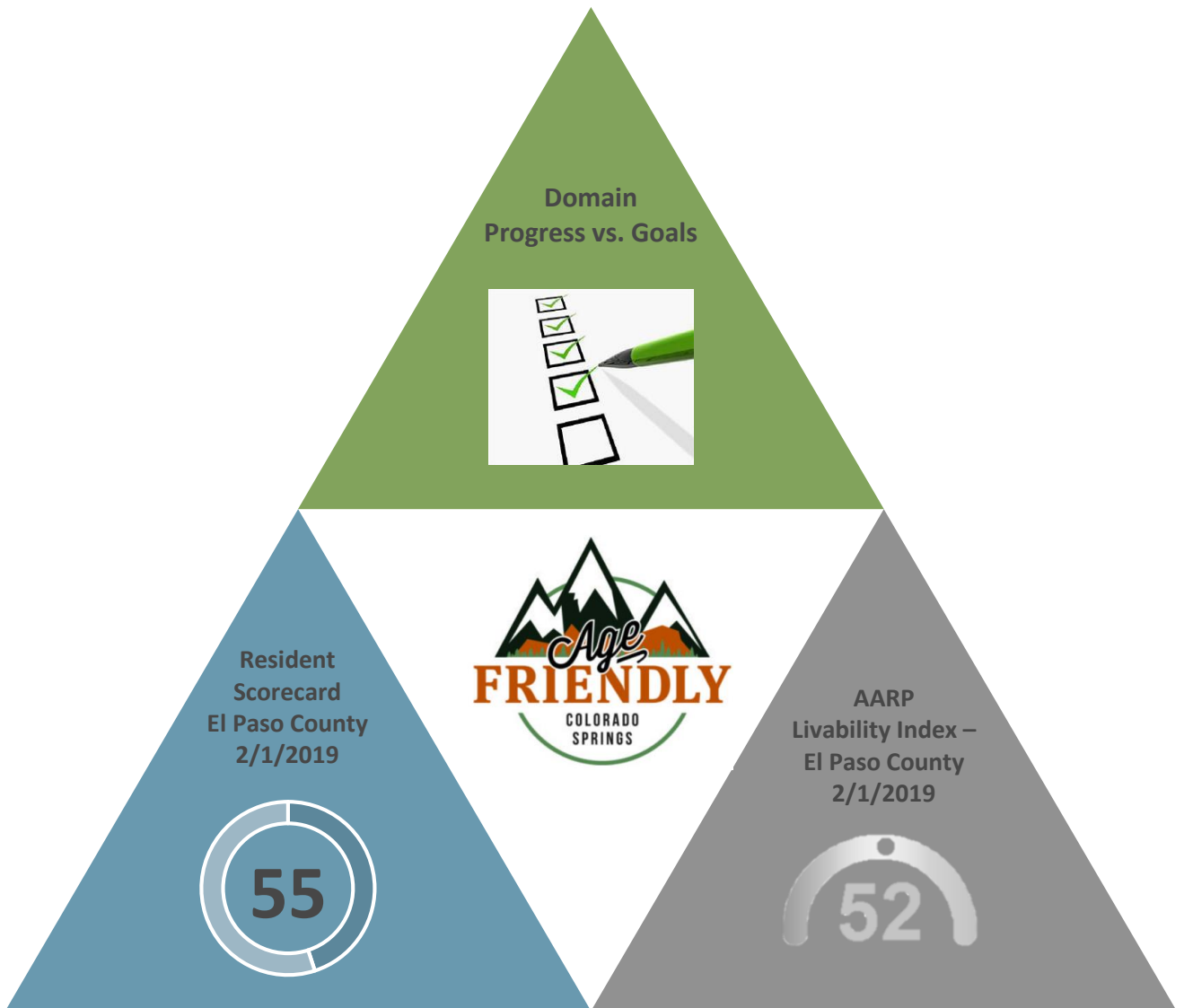
While this research was sponsored to primarily support the Domain of Communication & Information, relevant information on needs & satisfaction can inform the efforts of all 8 domains of livability. Here are some highlights.

| Conclusions  | Recommendations   |
|--|---|
| <p><b>Community Support &amp; Health Services</b></p> <ul style="list-style-type: none"> <li>• Net satisfaction of 61 for physical health</li> <li>• Net satisfaction of 81 for mental health</li> <li>• More than 1 in 4 older residents earning less than \$50K/year are dissatisfied with their mental health</li> <li>• About 1/3 of older residents are aware of Aspen Point</li> <li>• Net satisfaction of 45 for the overall safety of the community</li> </ul> | <ul style="list-style-type: none"> <li>• Ensure the online portal acts as a centralized resource of wellness activities and programs for healthy aging</li> <li>• 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</li> <li>• Consider implementing a way for these seniors to easily report safety concerns in their area</li> </ul> |
| <p><b>Respect &amp; Social Inclusion</b></p> <ul style="list-style-type: none"> <li>• Net satisfaction of 54 for respect from younger members of the community</li> <li>• Net satisfaction of 81 for respect from family</li> <li>• Net satisfaction of 84 for respect at work</li> </ul>  | <ul style="list-style-type: none"> <li>• 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)</li> </ul>   |
| <p><b>Civic Participation &amp; Employment</b></p> <ul style="list-style-type: none"> <li>• Net satisfaction of 78 for current employment</li> <li>• -1% satisfaction among for availability of jobs</li> <li>• Net satisfaction of 60 for ability to participate in the local government</li> <li>• 40% of older residents are aware of the Pikes Peak Workforce Center, but only 2% used their services in the past 12 months.</li> </ul>                            | <ul style="list-style-type: none"> <li>• 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)</li> <li>• Promote <i>Age Friendly</i> Businesses/BBB through the portal</li> <li>• Consider streaming community and city meetings/events and promote through portal</li> </ul>  |

# Ensuring Progress & Impact of Age Friendly Colorado Springs Efforts

El 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



# Colorado Springs Age Friendly Resident Score Card December 2018

|  | Pre-Portal           | 2020 |                                  | Pre-Portal | 2020 |
|--|----------------------|------|----------------------------------|------------|------|
| <b>P12 Month % Engagement</b>                                    |                      |      | <b>% Satisfaction</b>            | Very       | NET  |
| Voted in a midterm election                                      | 87%                  |      | <b>Life overall</b>              | 45%        | 88%  |
| Donated to a charity   | 76%                  |      | <b>Living in COS</b>             | 39%        | 82%  |
| Physical activity  | 75%                  |      | <b>Mental health</b>             | 51%        | 81%  |
| Cultural activity  | 65%                  |      | <b>Finances</b>                  | 31%        | 62%  |
| Volunteered  | 52%                  |      | <b>Physical health</b>           | 25%        | 61%  |
| Social activity  | 49%                  |      |                                  |            |      |
| Religious activity   | 45%                  |      | Outdoor Spaces & Buildings       | 34%        | 83%  |
| Arts and crafts  | 29%                  |      | Transportation                   | 4%         | -23% |
| In-person learned opportunity                                    | 25%                  |      | Housing                          | 10%        | 3%   |
| Townhall/community meeting                                       | 24%                  |      | Social Participation             | 27%        | 79%  |
| Senior only event or meetup                                      | 15%                  |      | Community Health & Support       | 24%        | 67%  |
| <b>Types of Engagement - #<br/>(Average, among 11 presented)</b> | <b>5.4<br/>(49%)</b> |      | Respect & Social Inclusion       | 39%        | 77%  |
| <b>Used Public Transport/MMT</b>                                 | <b>3%</b>            |      | Civic Participation & Employment | 26%        | 61%  |
| <b>Portal Awareness</b>  | <b>0%</b>            |      |                                  |            |      |
| <b>Service Awareness - #<br/>(Average, among 19 presented)</b>   | <b>7<br/>(37%)</b>   |      |                                  |            |      |

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

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

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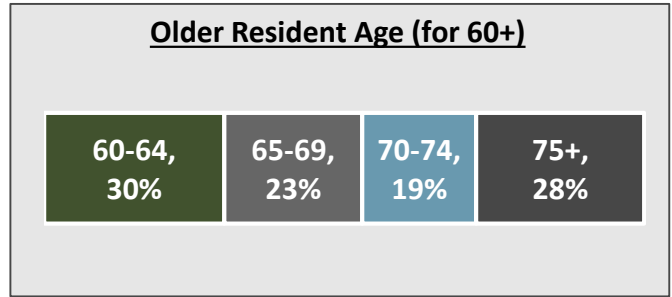
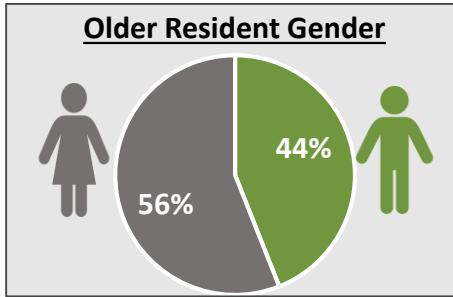




# Older Resident Demography

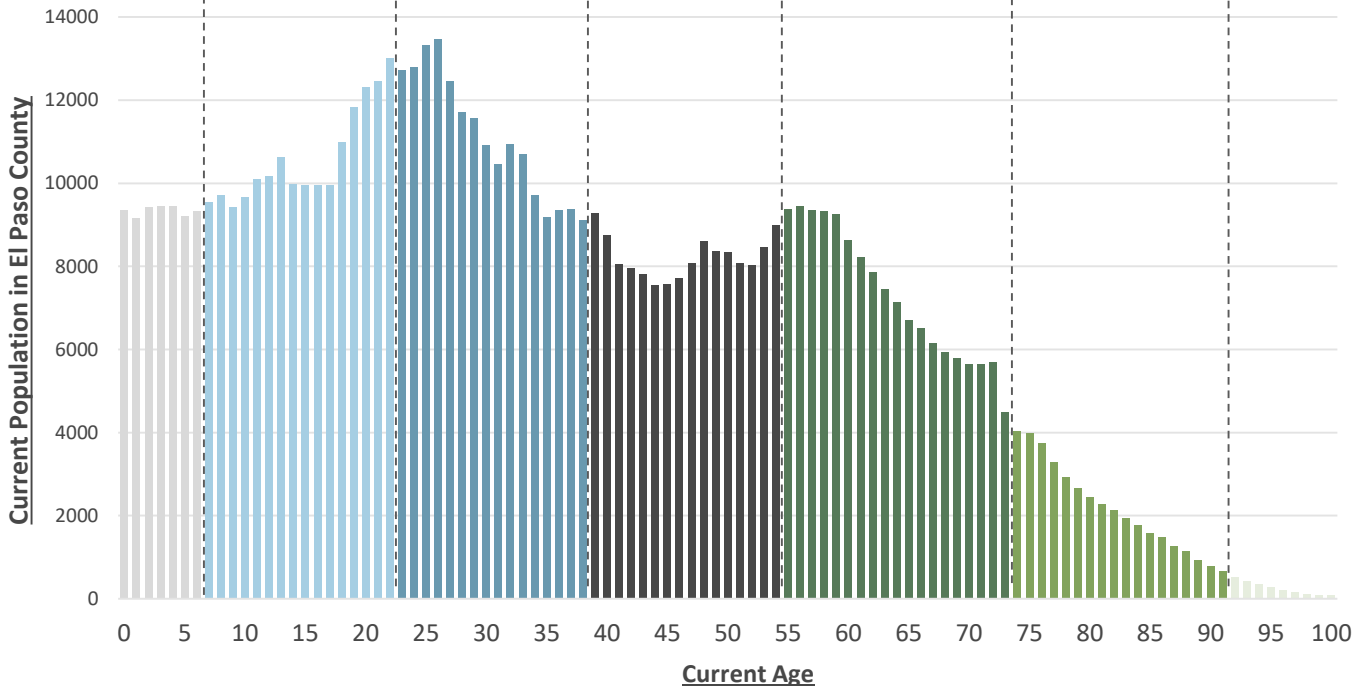


Older Residents (60+) currently skew female. 60-64 year olds make up the greatest proportion of this population.



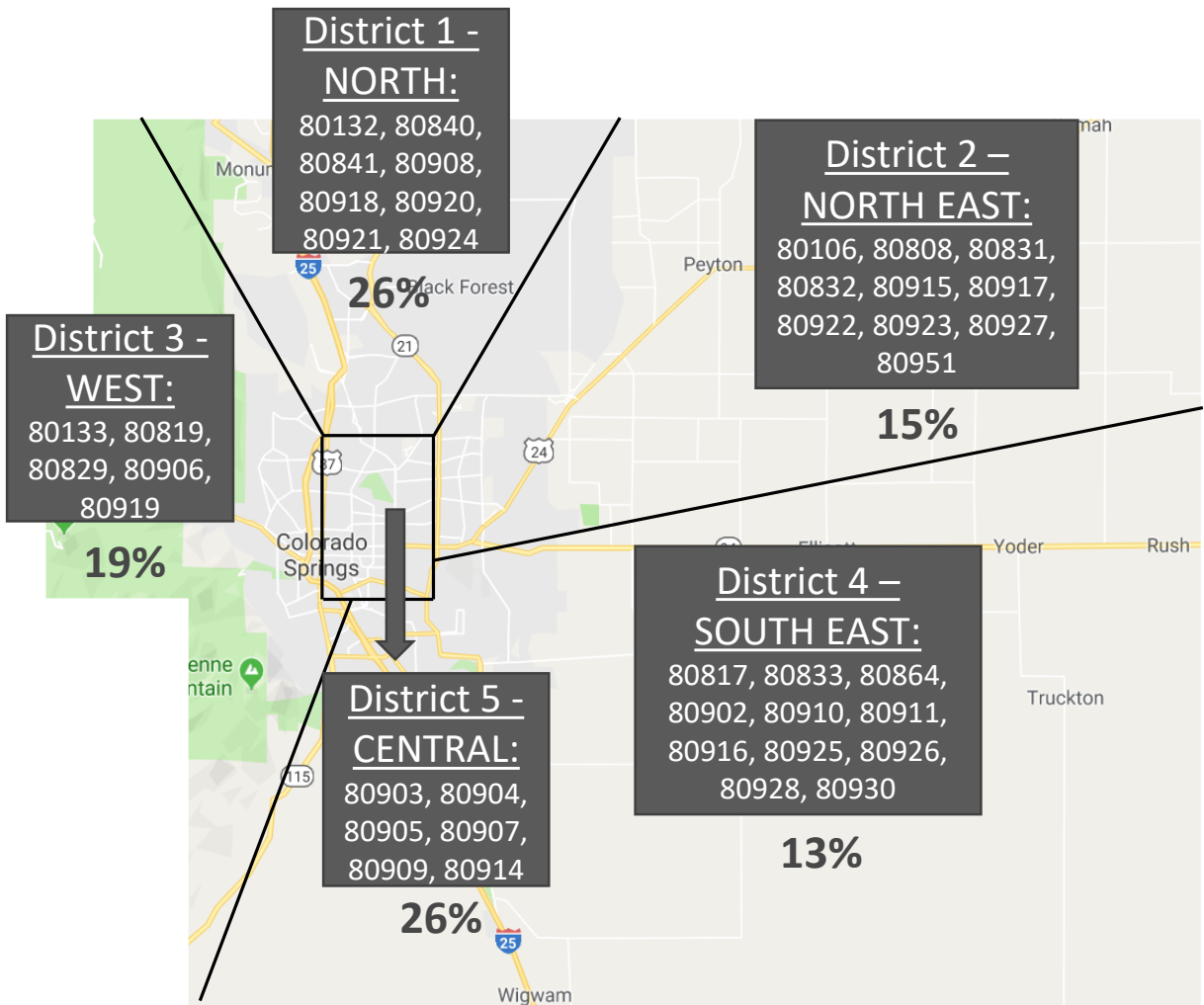
Older residents (60+) currently make up about 18% of the El Paso County population. However, the State Demography Office projects significant growth in this aging population over the next 5-10 years as “Baby Boomers” age. By 2030, the Demography Office predicts that this age group (60+) will make up 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              |

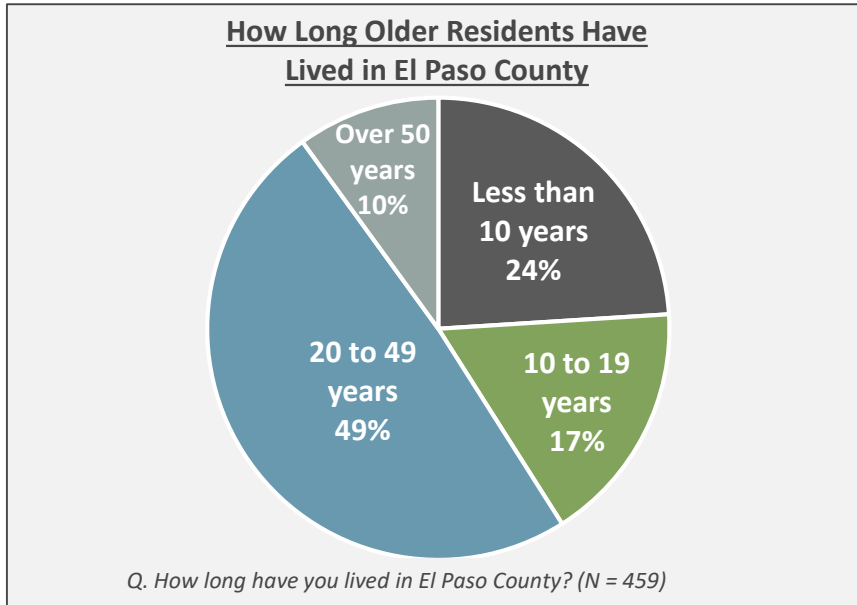


Survey responses were grouped into five geographic regions based on their zip code. These regions are modeled after the El Paso County Commissioner Districts. The zip codes included in each district, as well as the proportion of older resident responses, are listed on the map below.

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



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.

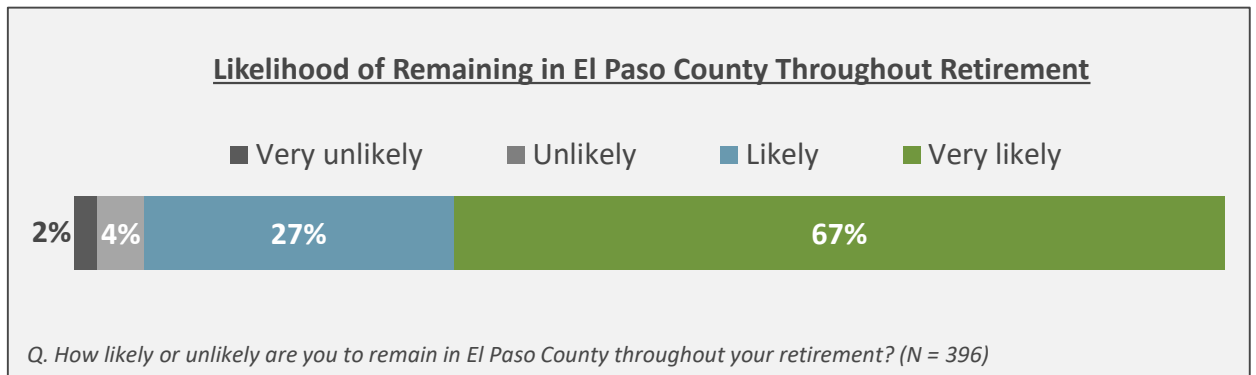


**Demographic differences:**

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.

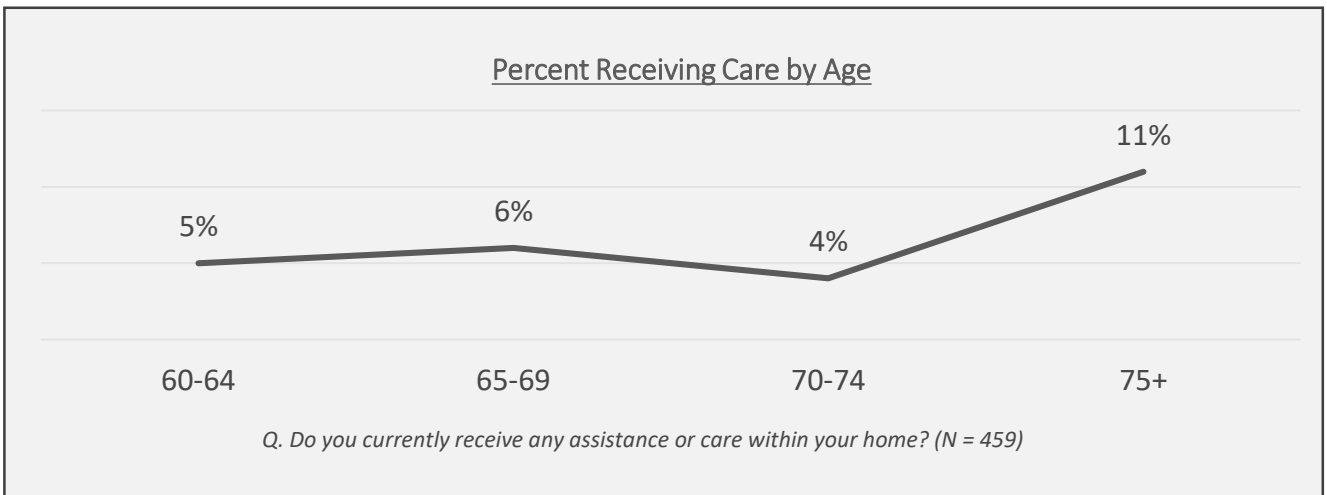


Only 6% of these older residents receive assistance/care in home.

| 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.



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%.

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**



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

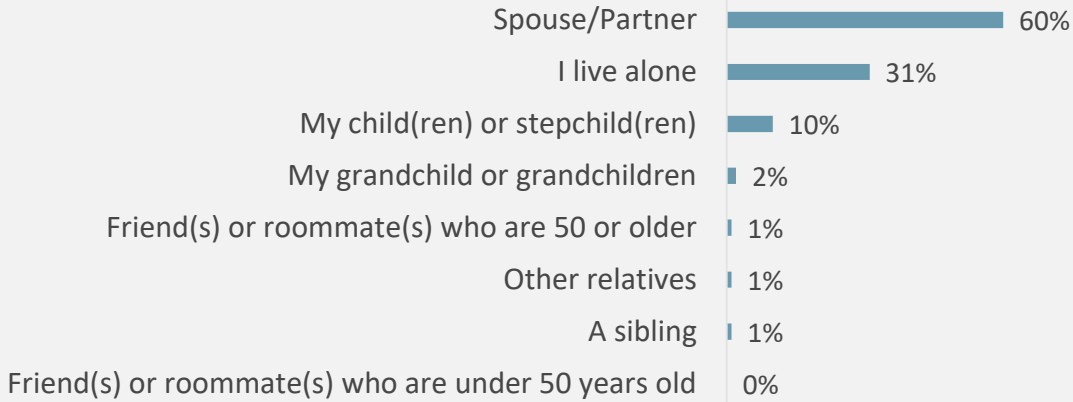
Older residents **with no** support in town are significantly more likely to be aware of and use more resources/services for older adults. However, they are also significantly less likely to remain in El Paso County throughout their retirement.

| 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               |

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

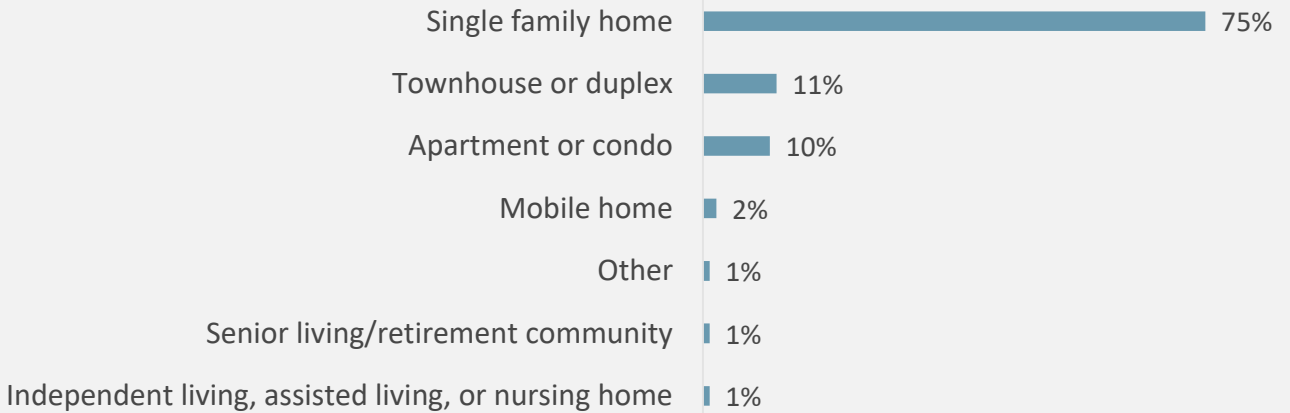
While many of these older residents live with their spouse, a significant proportion (31%) of these older residents live alone.

**Household Composition (%)**



Q. Who, if anyone, do you currently live with? (N = 459)

**Household Type (%)**



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.

# Older Resident Activities and Transportation

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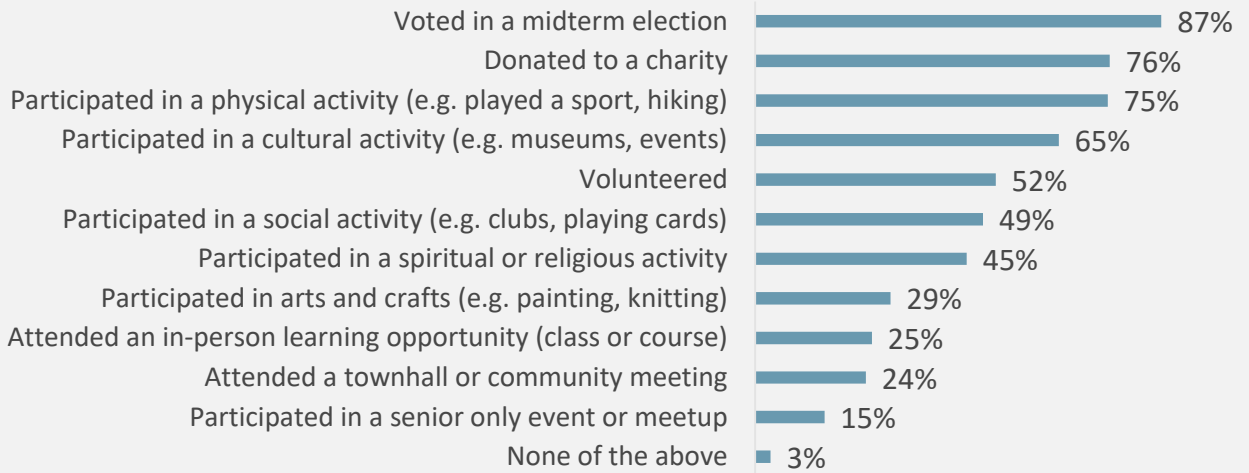




# 5.4 On average, older residents engaged in 5.4 of the 11 types of activities presented within the past 12 months.

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

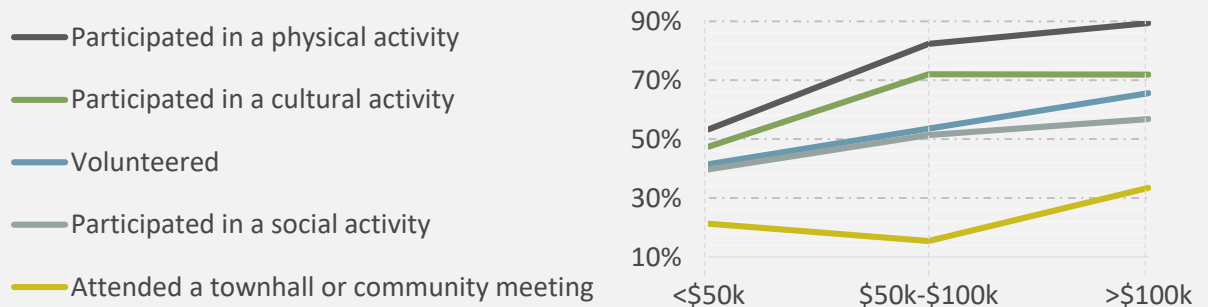


Q. What type of activities have you done, participated in, or attended within the past 12 months? (N = 458)

#### 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).

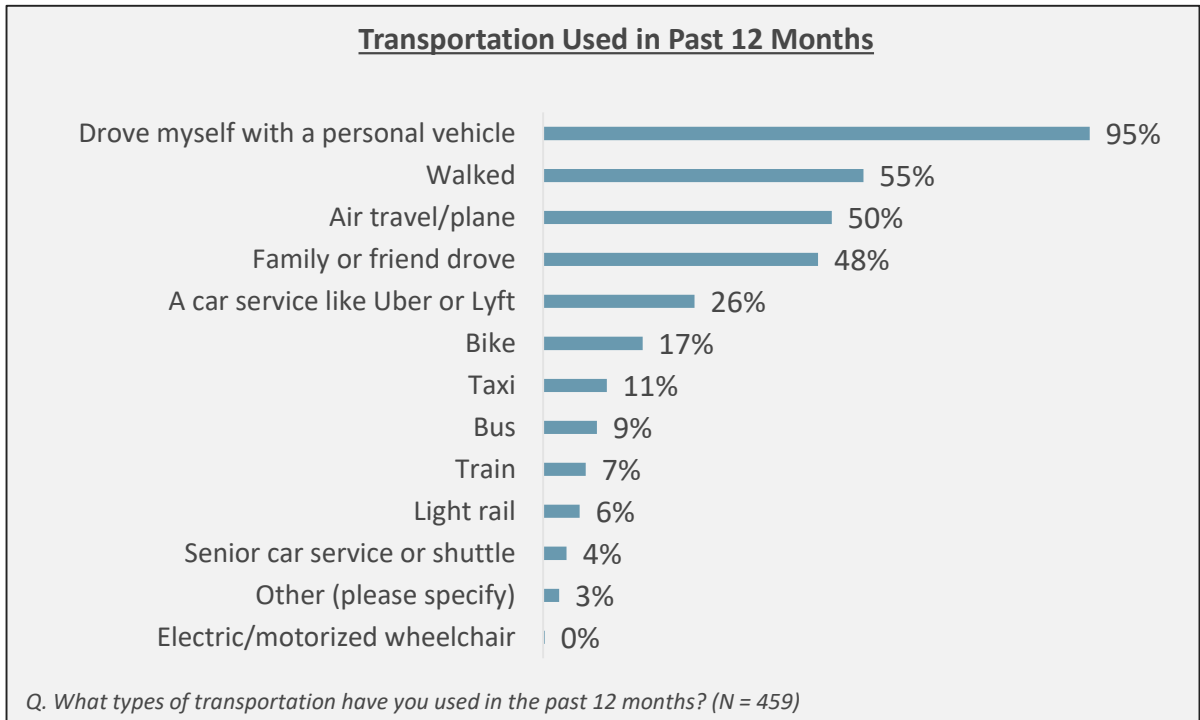
### Social Participation by Income



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.



**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

# 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                   |
| <b>AVERAGE</b>  | <b>78</b>          | <b>75</b>              | <b>80</b>         | <b>58</b>              | <b>76</b>            |

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        |
| <b>AVERAGE</b>                            | <b>75</b> | <b>68</b> | <b>72</b> | <b>78</b> | <b>85</b> | <b>81</b> | <b>69</b> | <b>55</b>   | <b>79</b> | <b>89</b> |

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.

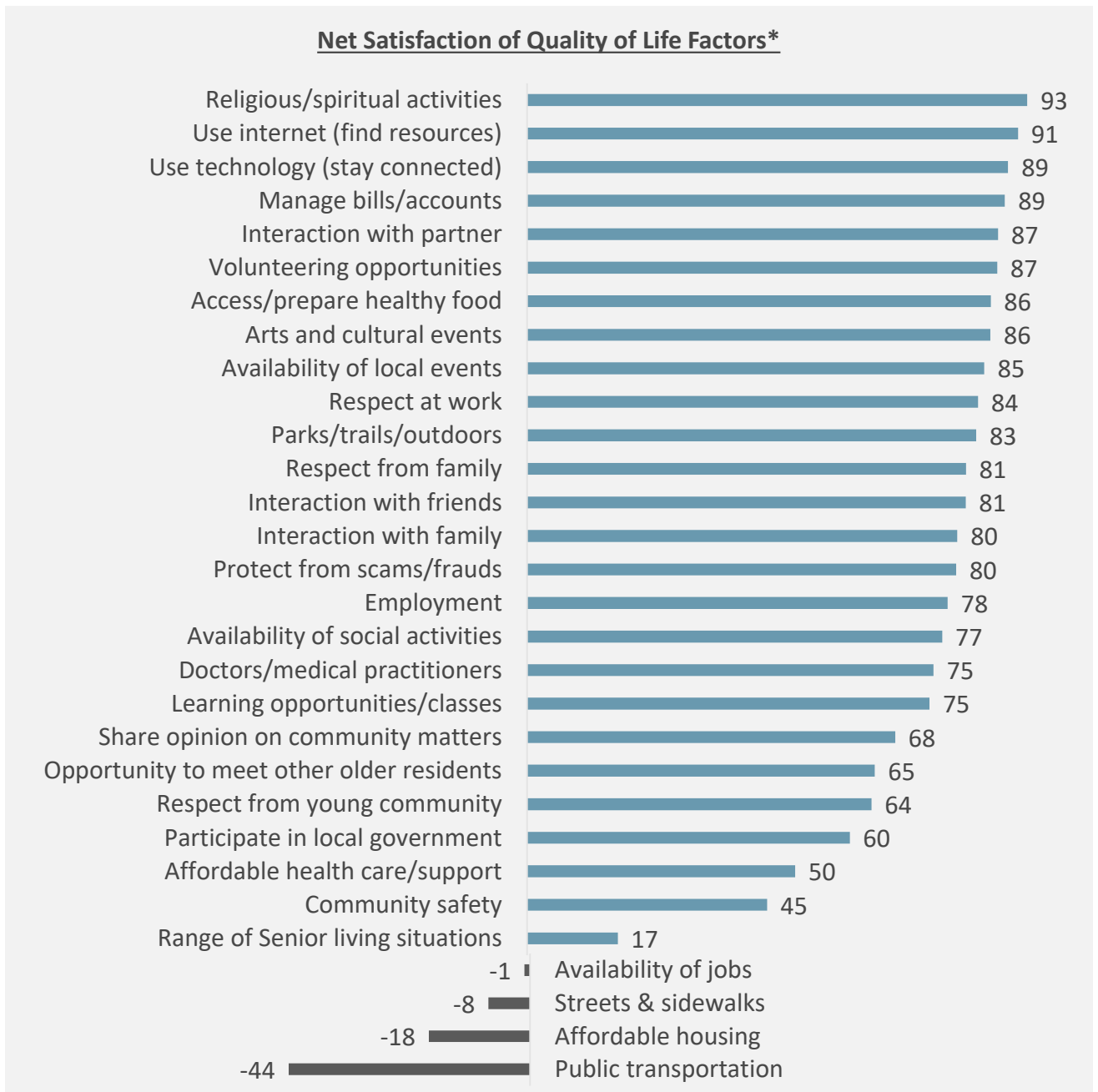
Household income is strongly linked to satisfaction: 100% of those earning \$100K plus claim to be satisfied with their life overall. Meanwhile, older residents earning less than \$50K have a net satisfaction of just 71.

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.



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.

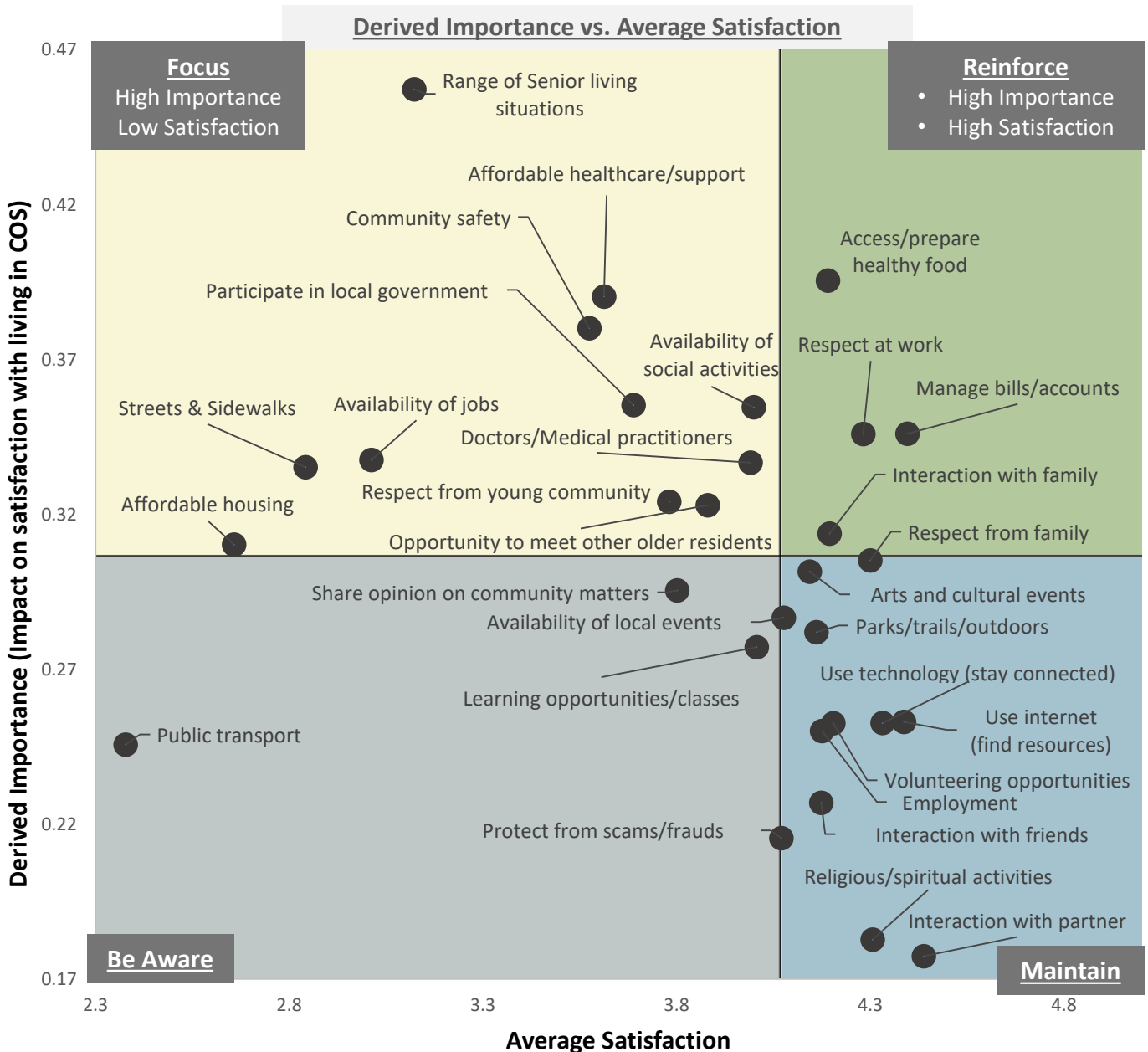
For full data, including all key demographic differences, please see Tables 9 through 23 in the appendix of this report

**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.

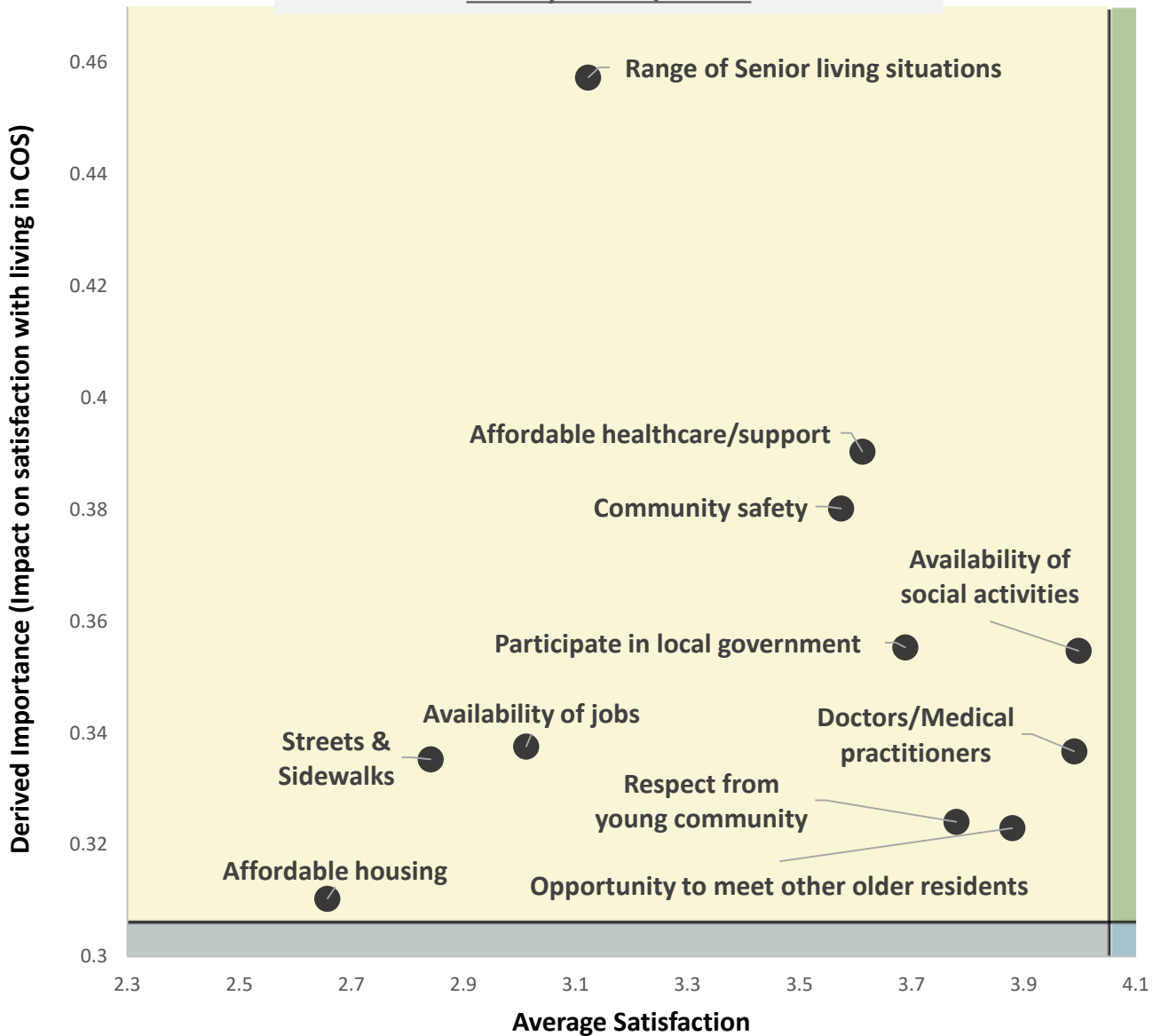


Taking a closer look at the upper left “Focus” quadrant highlights other factors where improvements are likely to make the most impact on overall satisfaction.

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**



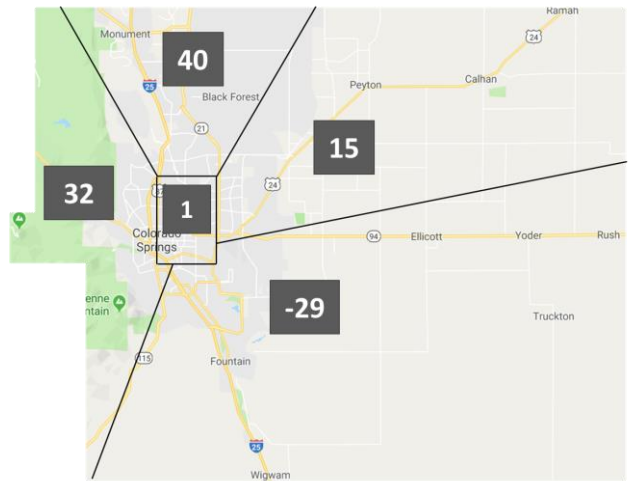
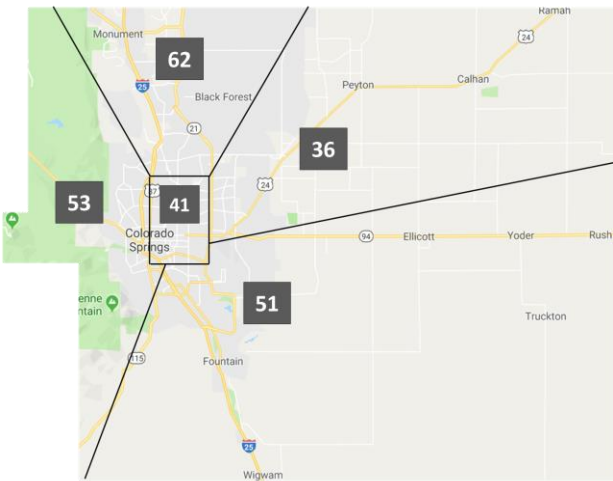


Below are net satisfaction scores for 4 key quality of life factors found in the “Focus” quadrant by region. Regions are based on El Paso County Commissioner Districts.

- 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.

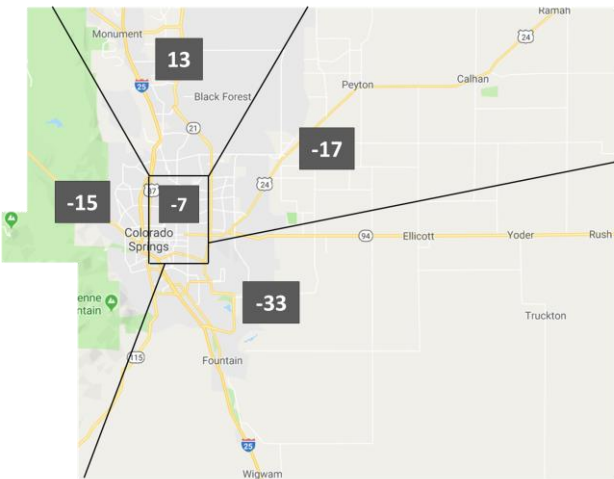
**Affordable Healthcare and Support Services**

**Availability of a Range of Senior Living Situations to Meet My Needs**



**Quality of Streets and Sidewalks**

**Availability/ease of Using Public Transportation**



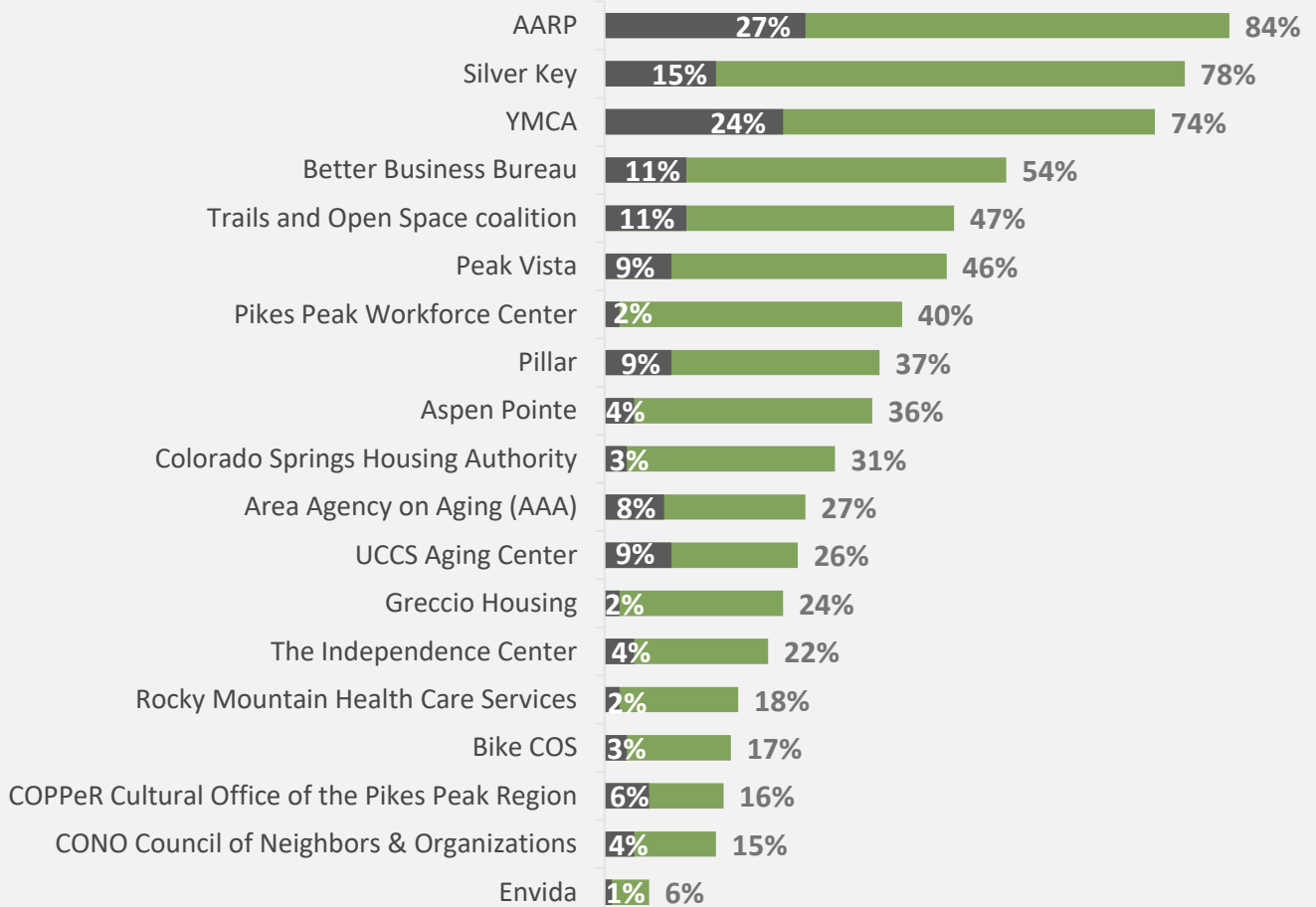
# Older Resident Awareness & Usage of Services



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



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)

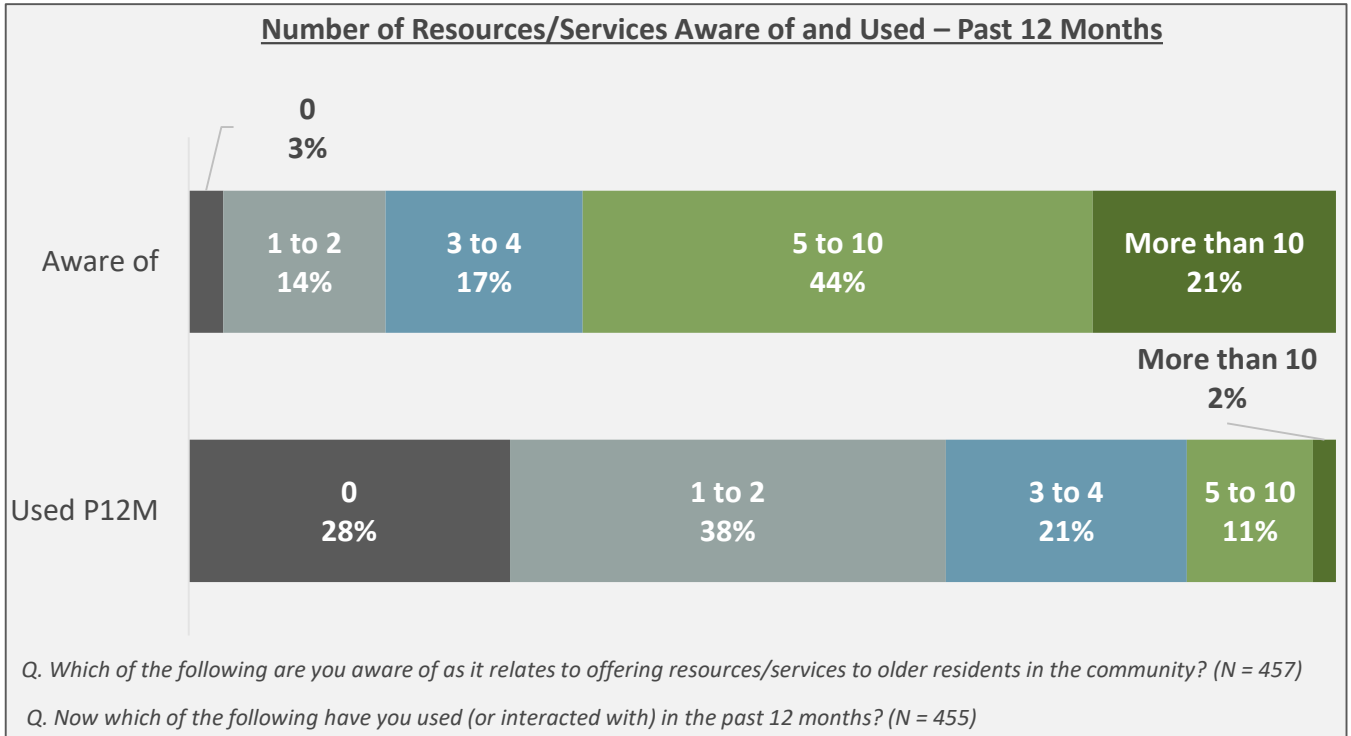
**Demographic Differences:**

- 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+).

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)



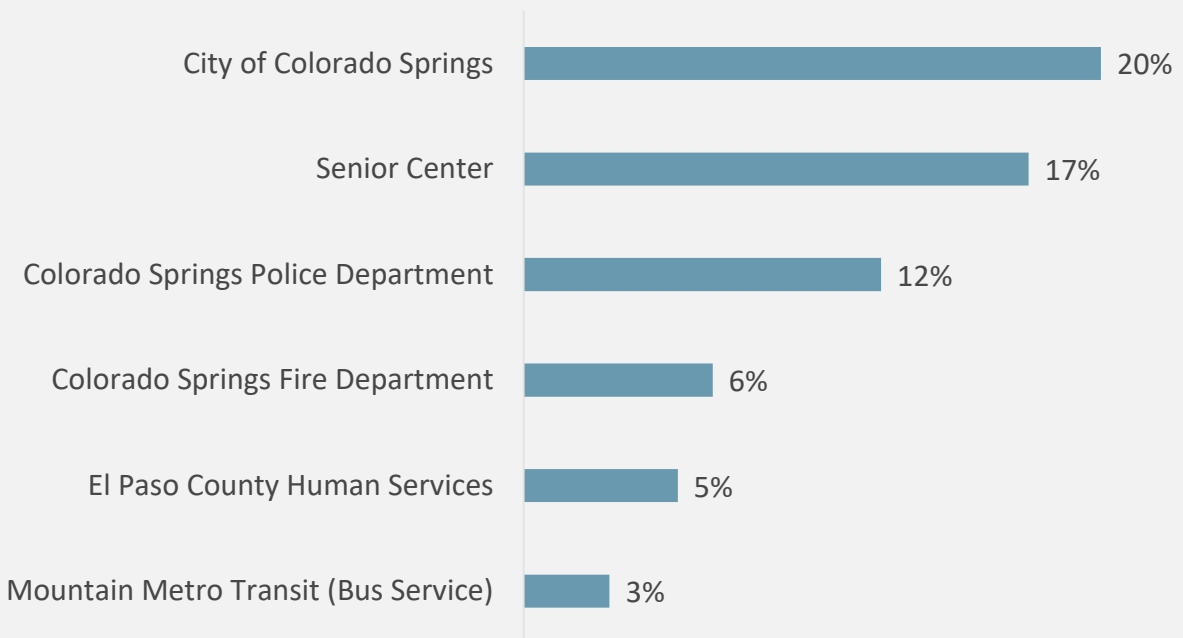
### Demographic Differences:

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.

About 1/5<sup>th</sup> 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



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

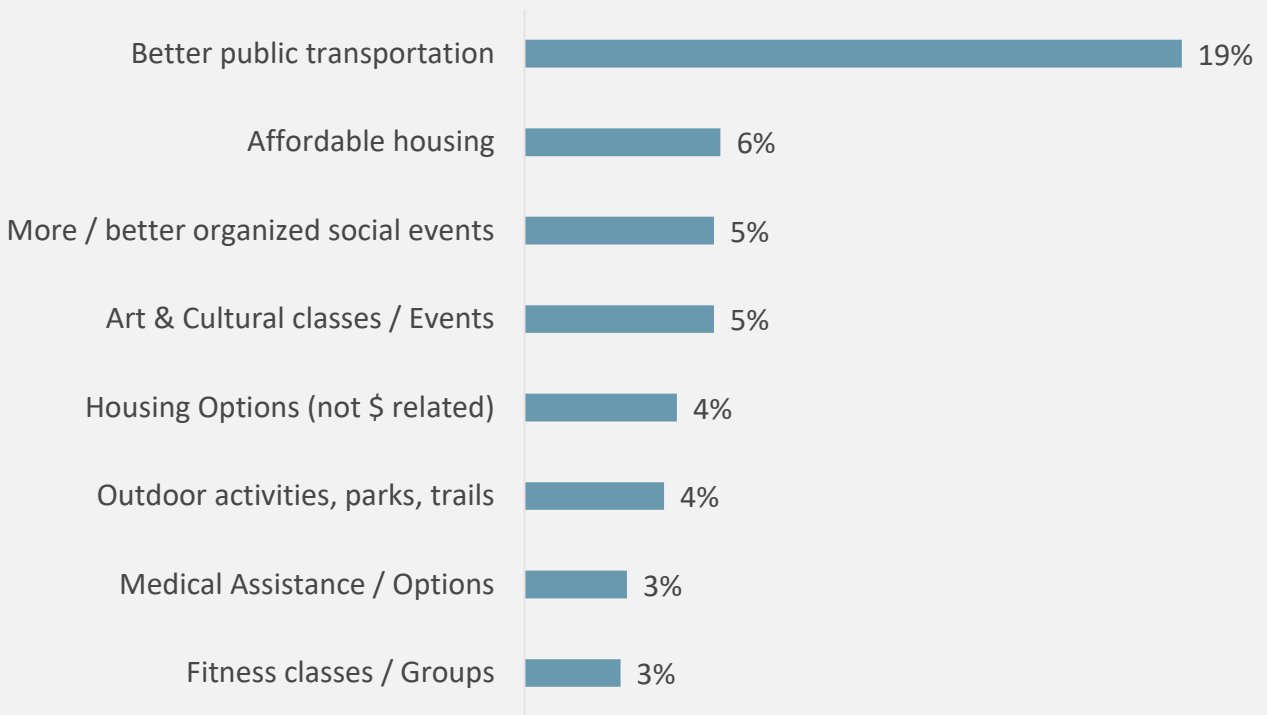
Demographic Differences:

- 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%).

When asked (unaided) if there are any resources/services that they desire, but have not found in the COS Area, almost 1/5<sup>th</sup> 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)



*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)*

**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

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

*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.

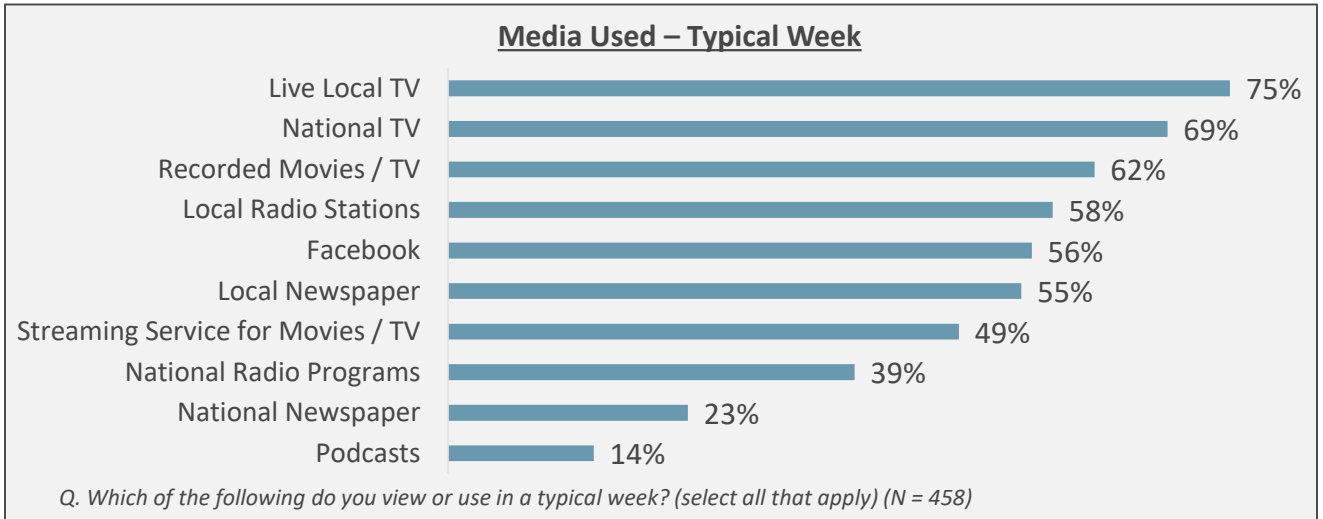
# Older Resident Media Consumption

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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.

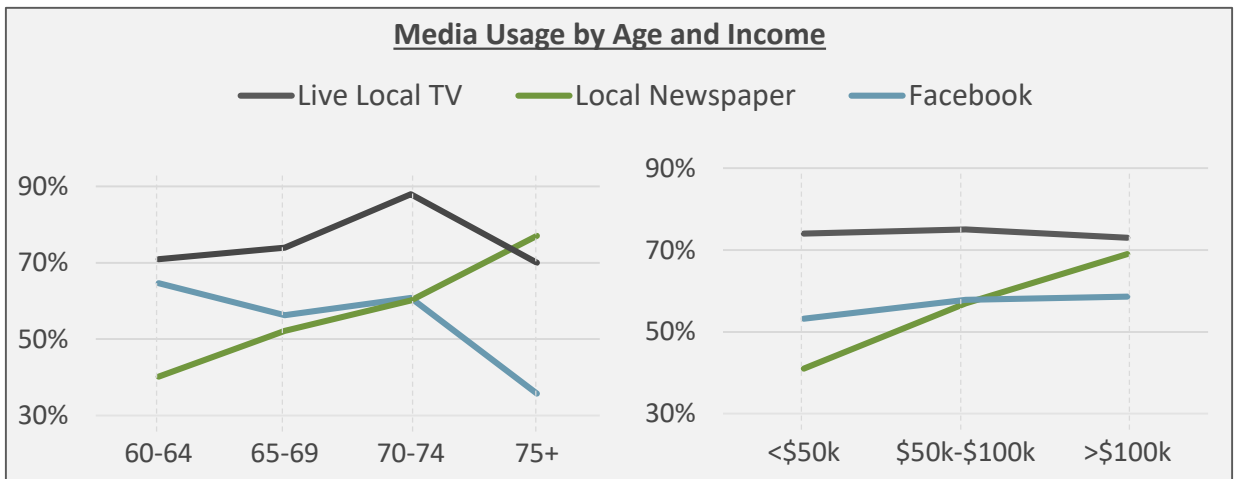


**Demographic differences:**

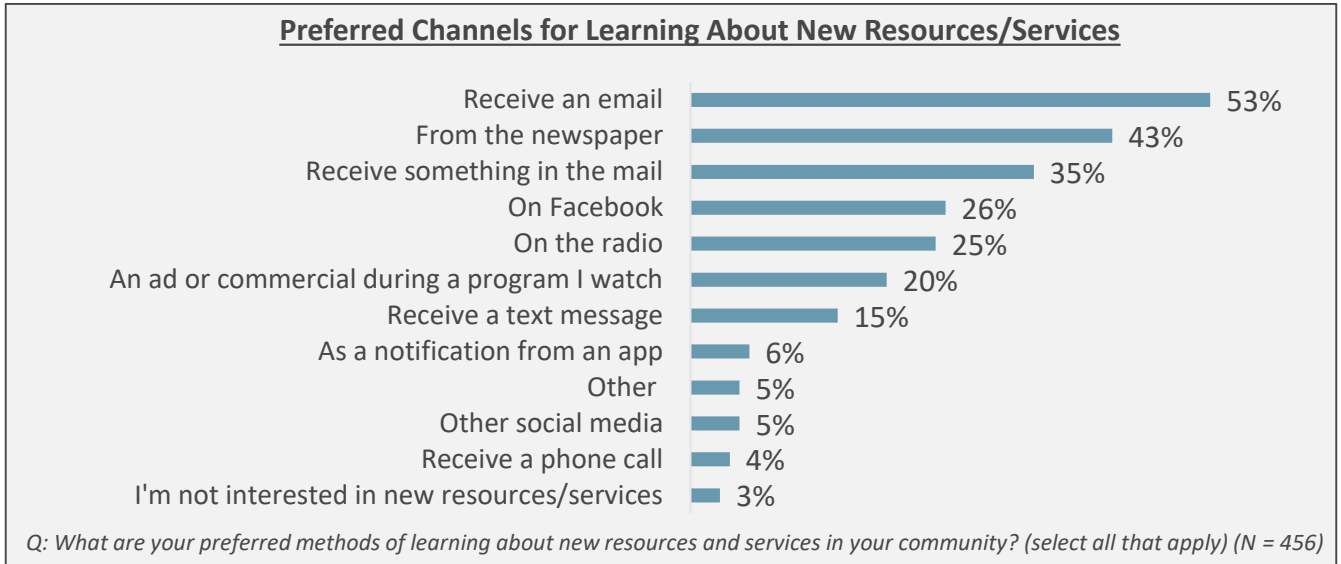
While Live, Local TV is popular among most subgroups, consumption of Facebook and local newspaper varies greatly by age and income:

- 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.



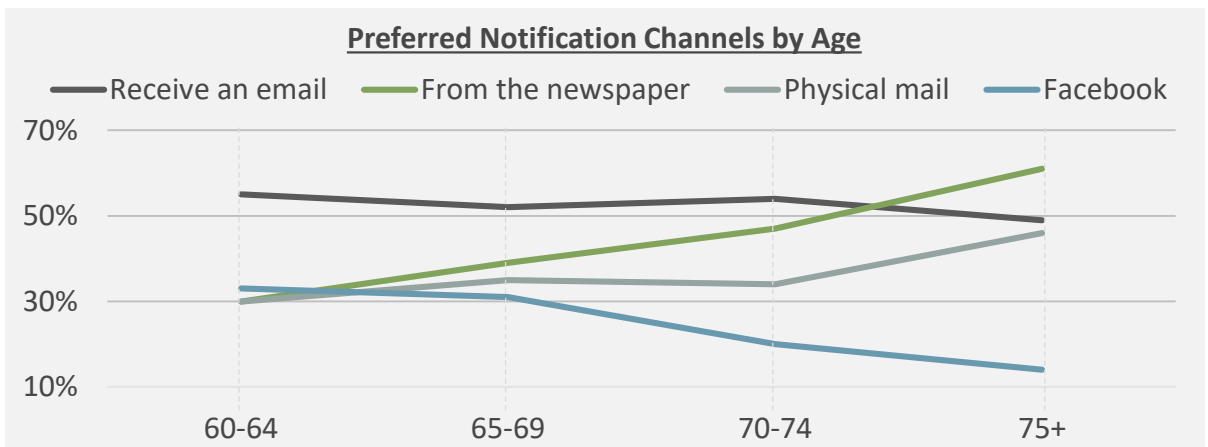
While local TV is the most consumed media channel among these residents, they prefer to be notified of new resources/services through other mediums. Email is the most preferred method.



**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)

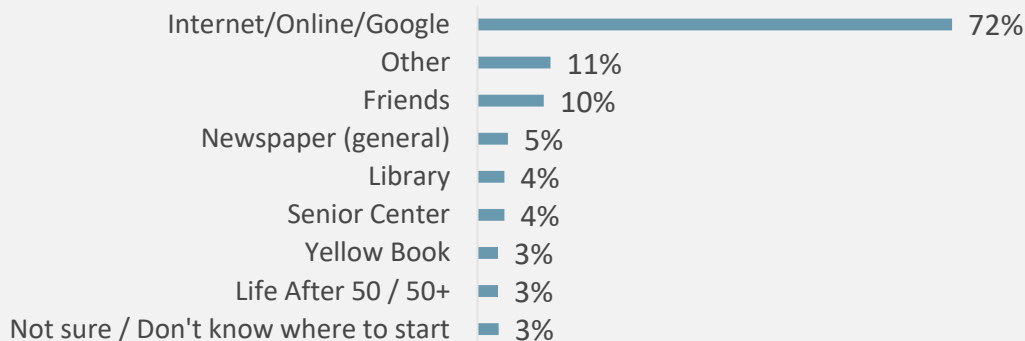
As with media consumption habits, notification preferences are likely generational. We would expect the preference for Facebook to grow considerably among this older resident population while local newspaper and direct mail preferences decrease.



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

**Where Residents Look For Services, Support and Activities**

(percentages are among residents who responded)



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)

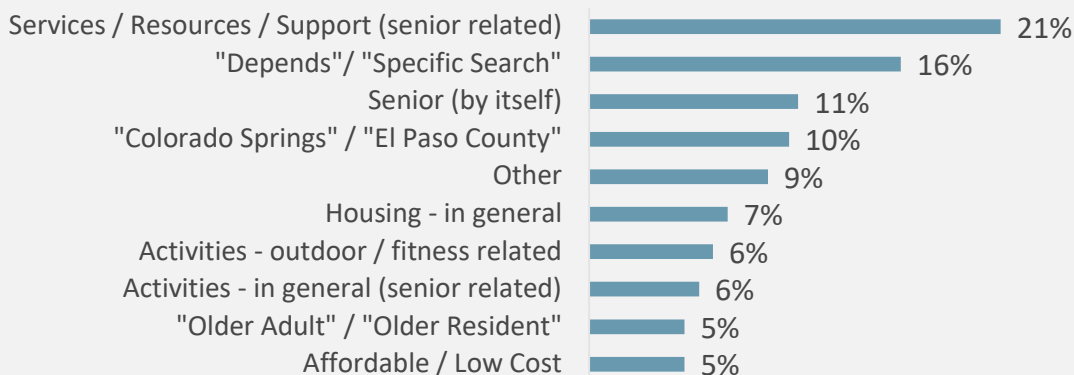
**Demographic Differences:**

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.

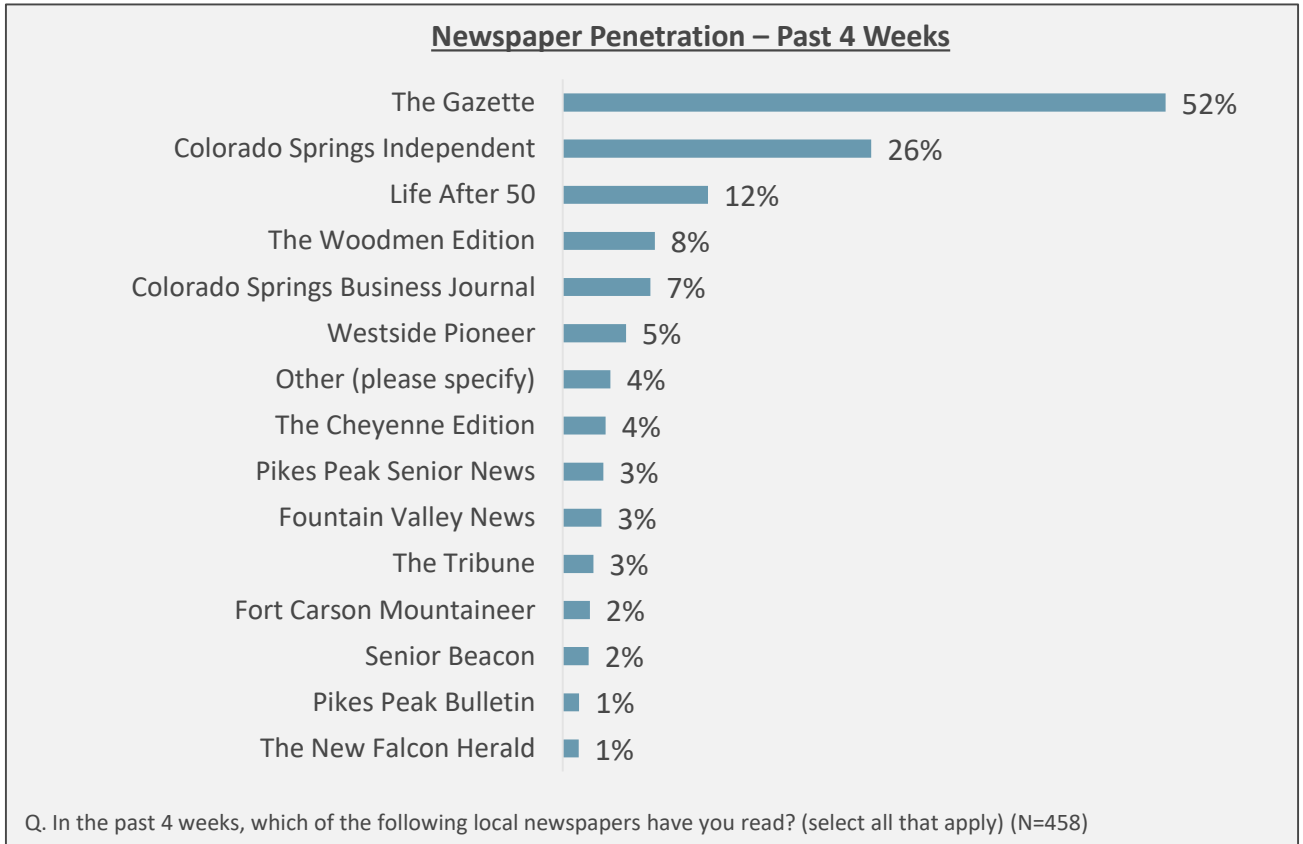
**Internet Search Terms**

(percentages are among residents who responded)



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)

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 2<sup>nd</sup>, with about 1/4<sup>th</sup> of older residents having read the paper in the past 4 weeks.



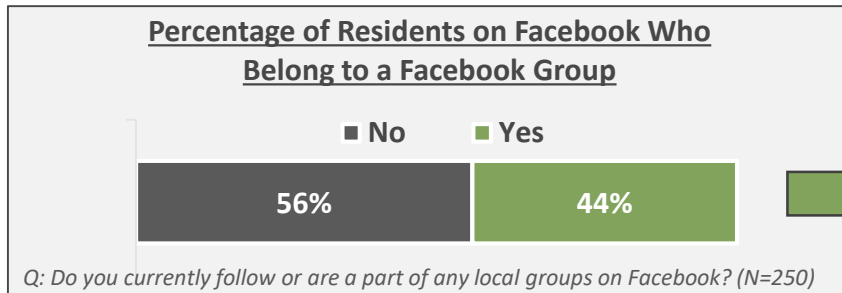
Demographic Differences:

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.

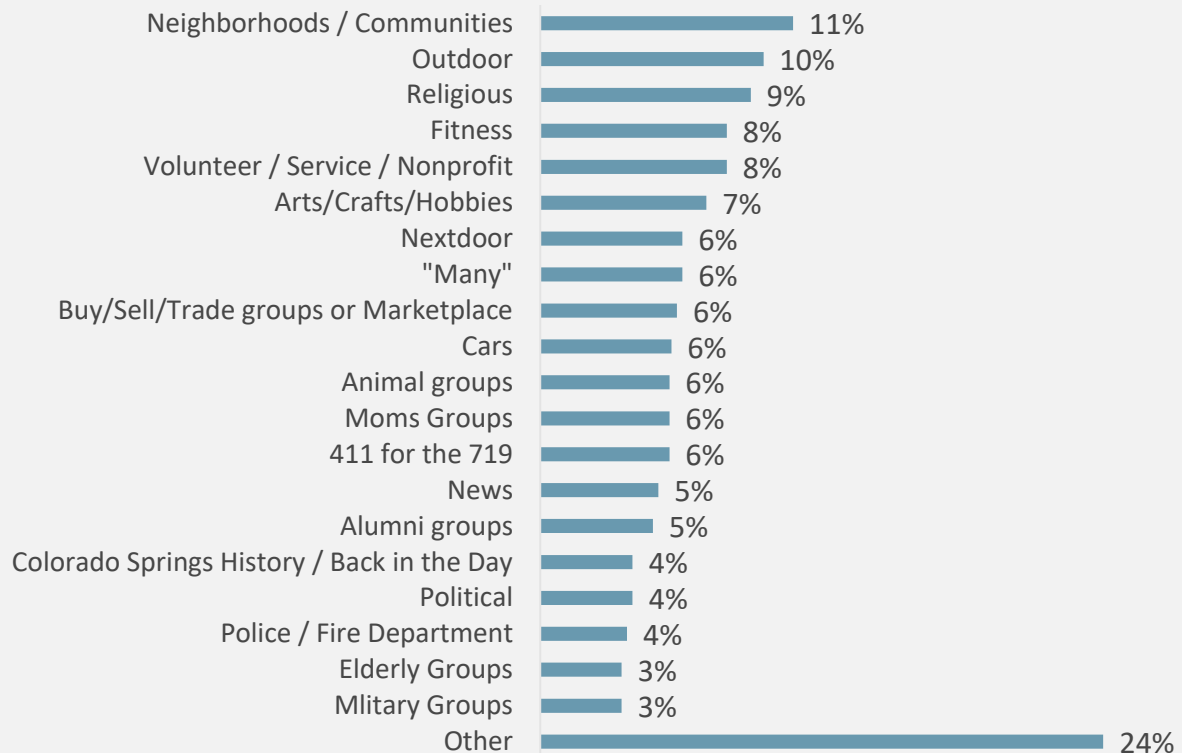
Of the 56% of older residents who use Facebook weekly, a little less than half belong to a Facebook group. While the topics of these groups vary, the subject-level interest could inform media strategies for the portal and other targeted efforts. Only 3% of older residents in Facebook groups noted a senior-specific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



**Demographic Differences:**

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

**Types of Facebook Groups That Residents Belong To**



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)

# Caregiver Findings

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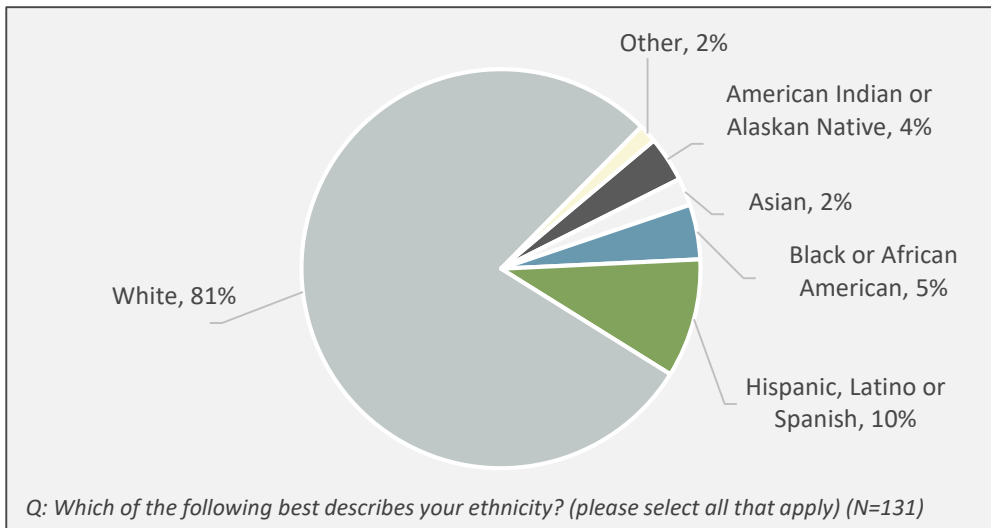


According to the US Census Bureau, about 12.5% of El Paso County residents over 65 have an independent living difficulty (and require some sort of caregiver). Demographically, caregivers skew female, ethnic and lower income. Their median age is 58.

**Gender**

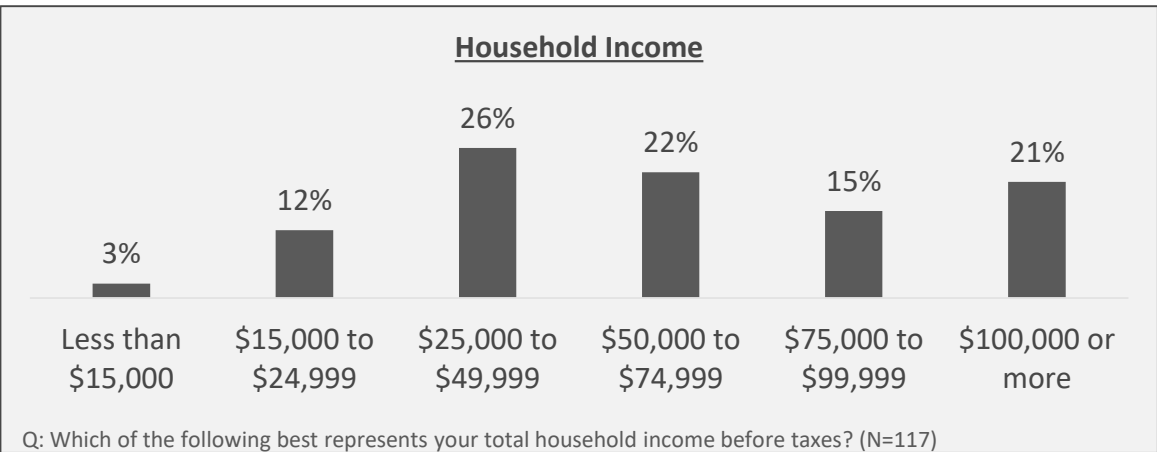


Q: What is your gender? (N=141)



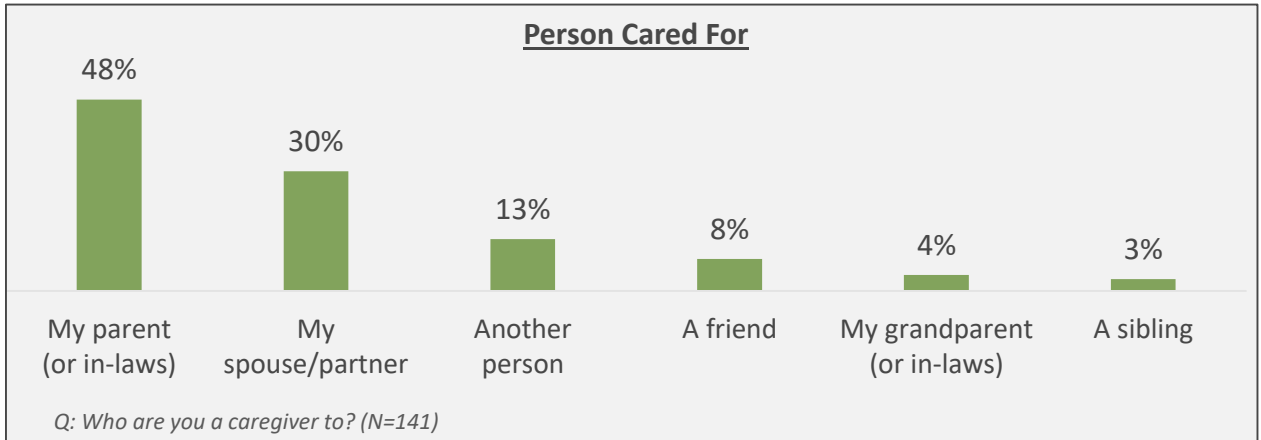
Q: Which of the following best describes your ethnicity? (please select all that apply) (N=131)

**Household Income**

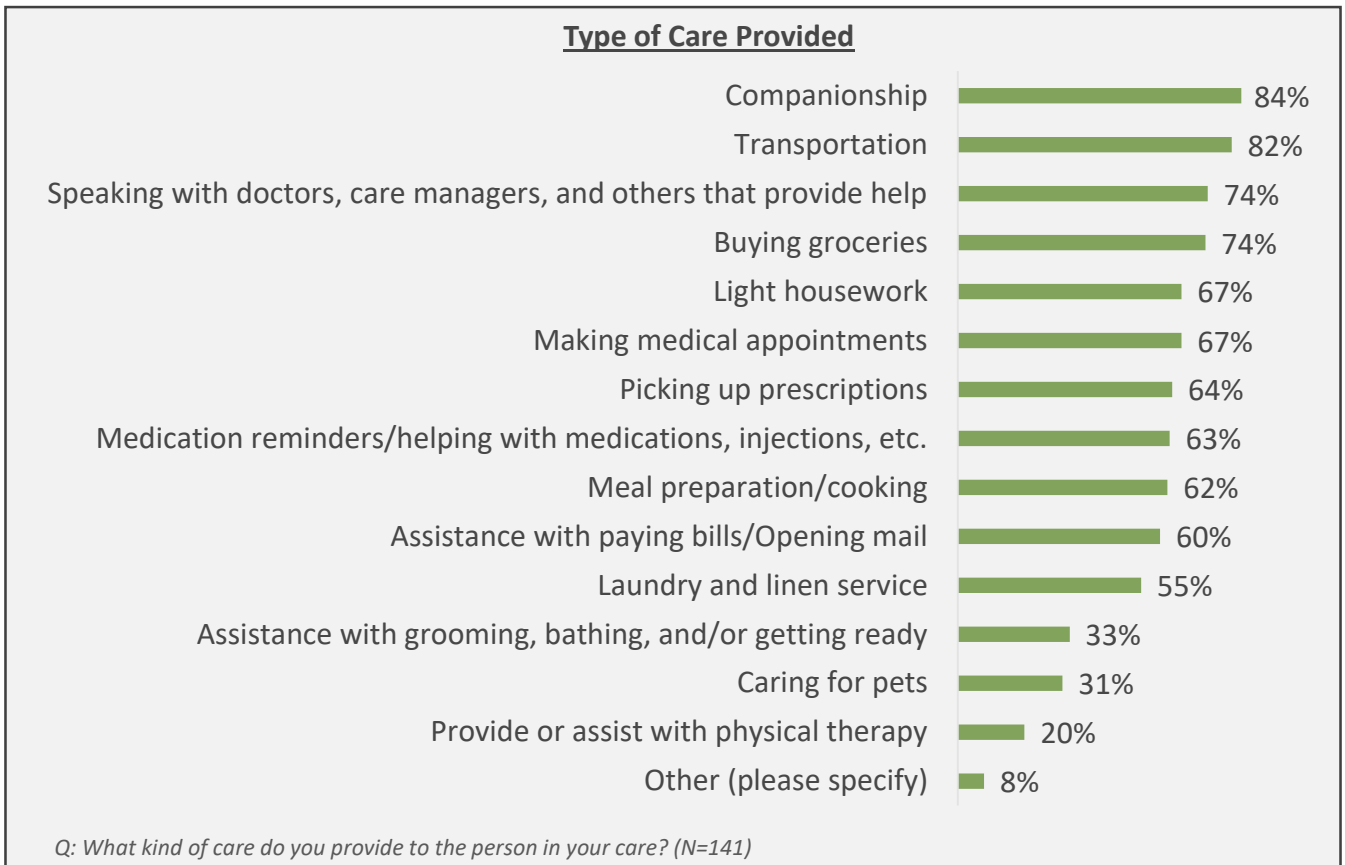


Q: Which of the following best represents your total household income before taxes? (N=117)

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



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 1/3<sup>rd</sup> of caregivers help with this.

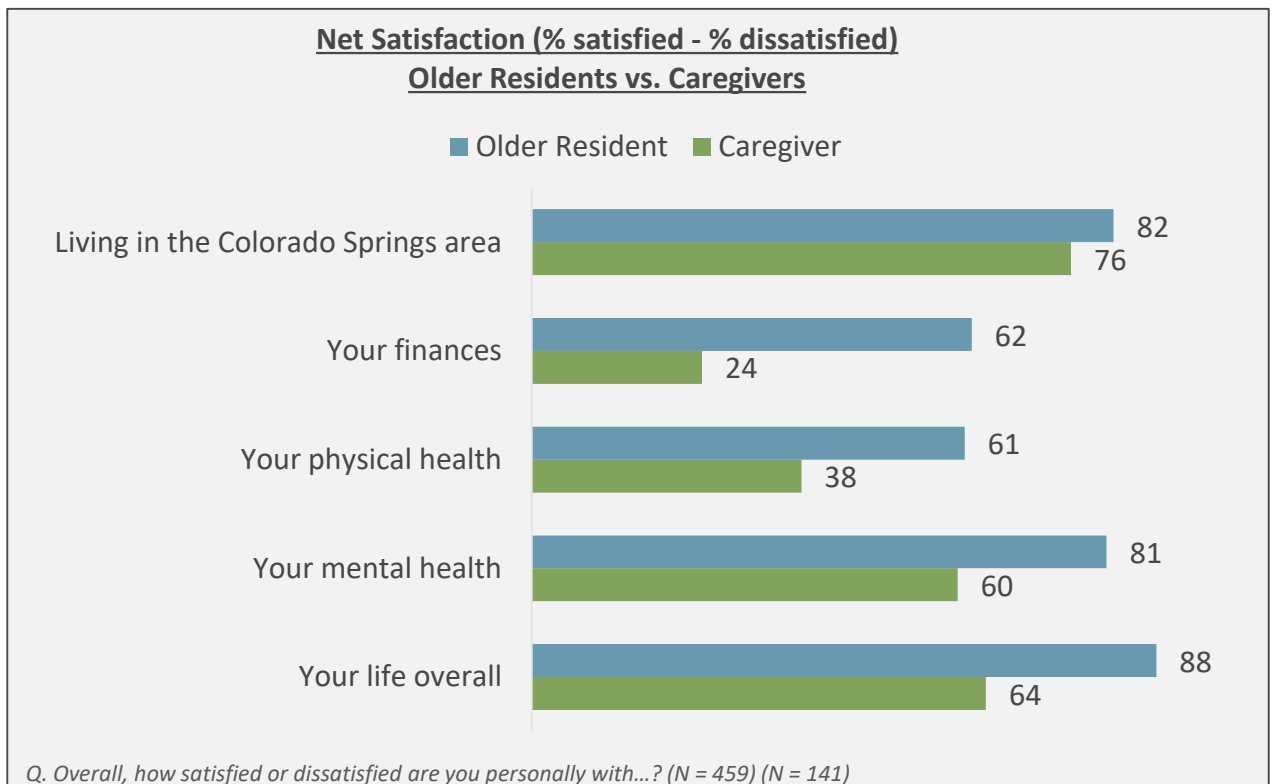




**Overall, caregivers are much less satisfied than older residents.**

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.

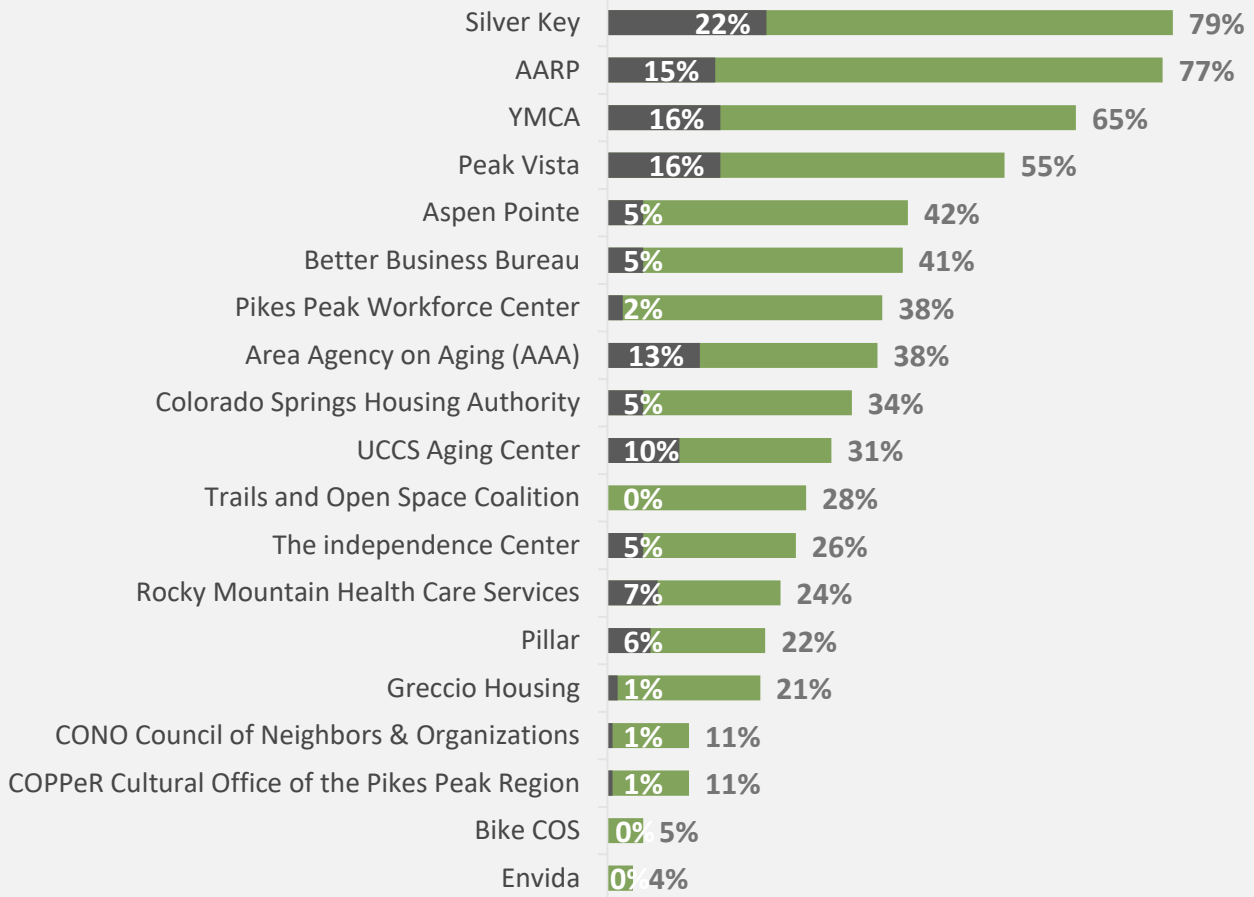
Caregivers *are* relatively satisfied with living in the Colorado Springs area, indicating that the source of their dissatisfaction is likely the burden of caregiving as opposed to the *place* where they provide care.



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



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)

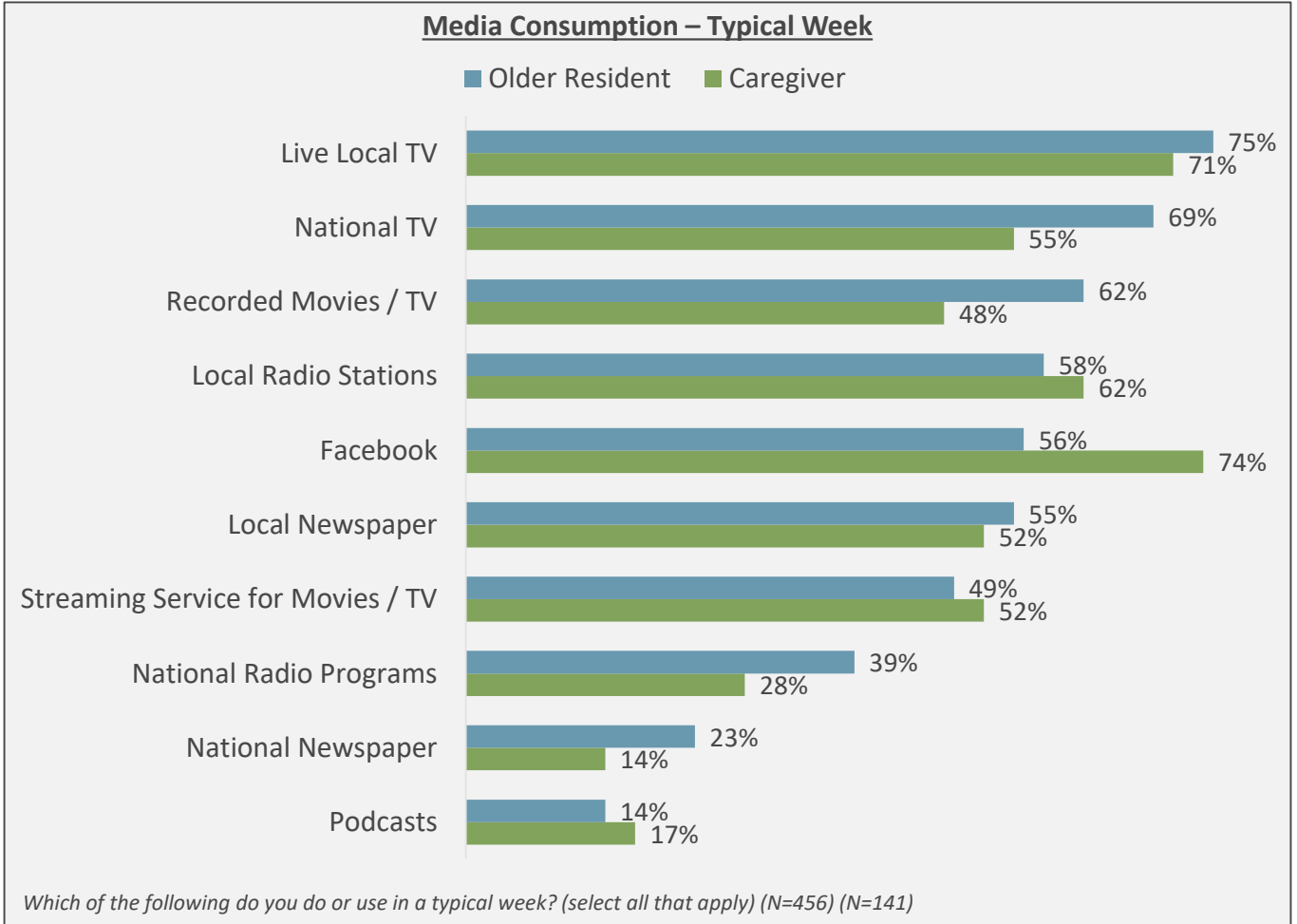
On average, caregivers:

Are “Aware of “: **6.5** (out of 17)

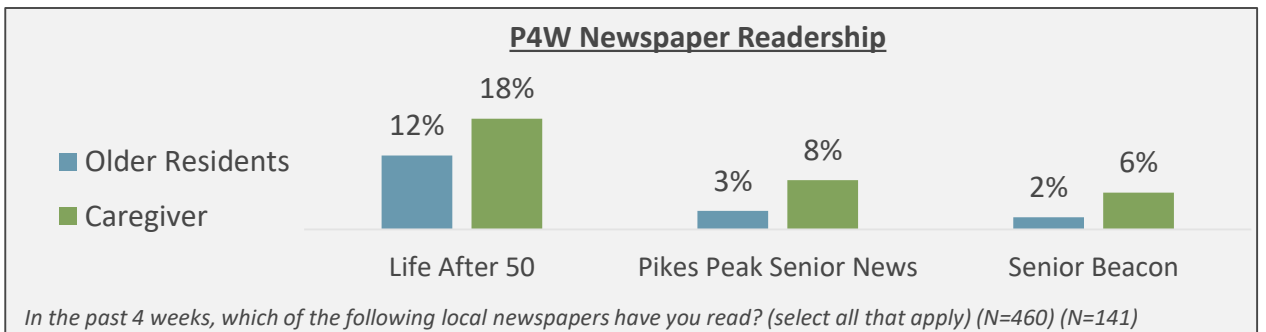
Have “Used (or interacted with)”: **2.0** (out of 25)

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.

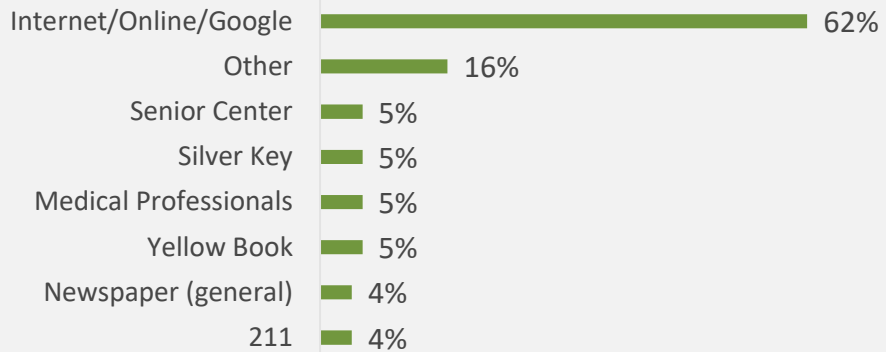


While newspaper readership is slightly lower among caregivers, they are more likely to read some of the senior-focused publications in the area:



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)

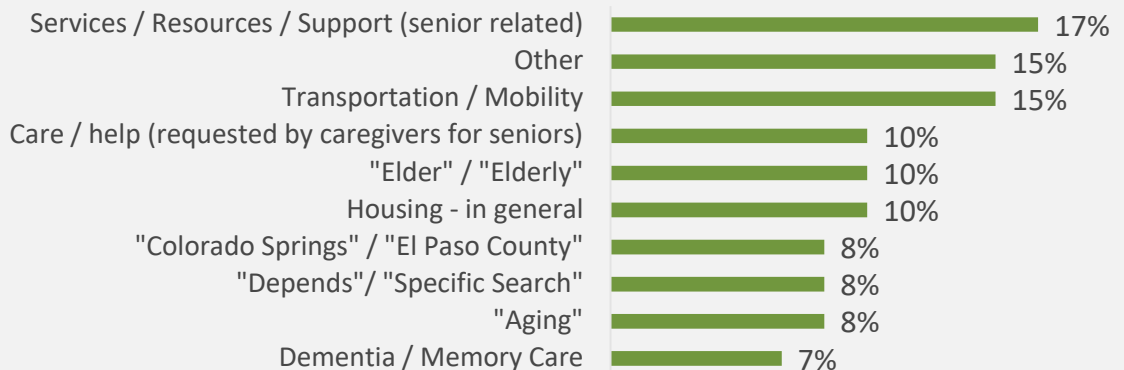


Q: If/when you seek information on services, support, or activities available for the person in your care, where do you look? How do you look? (open-end coding) (N=74)

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.

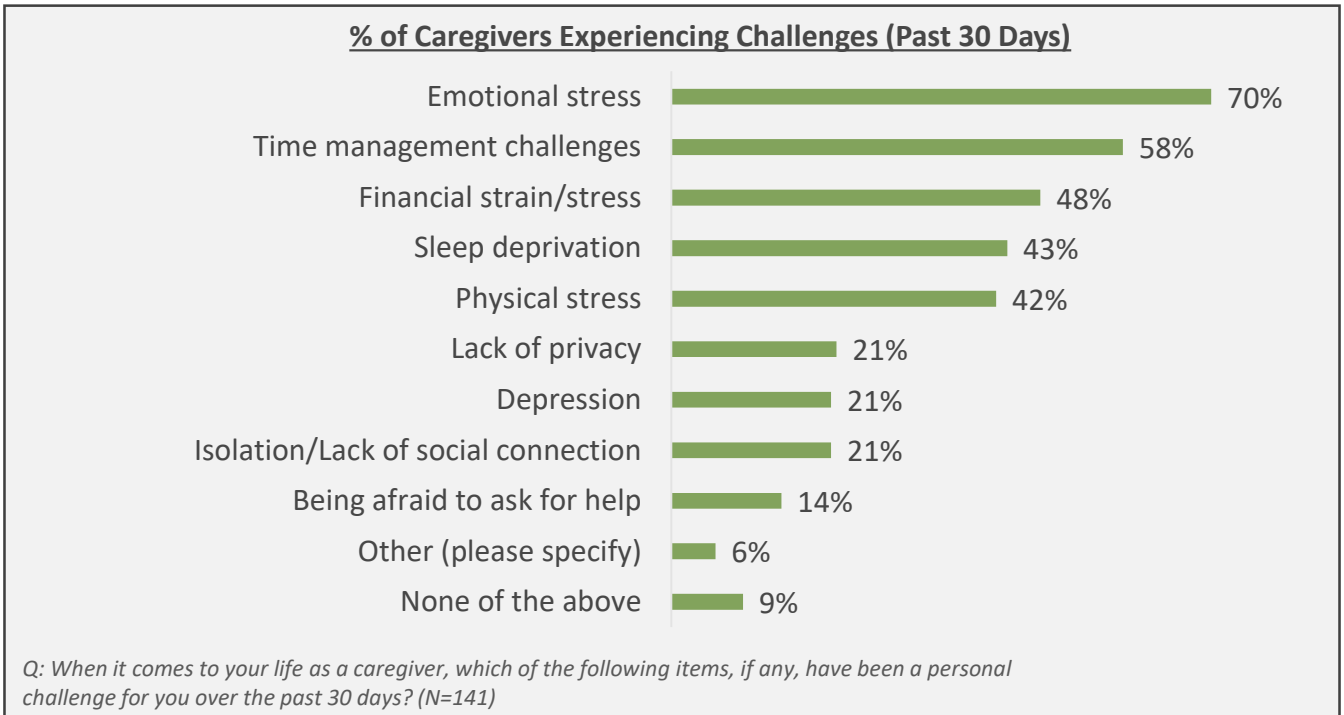
**Internet Search Terms**

(percentages are among residents who responded)



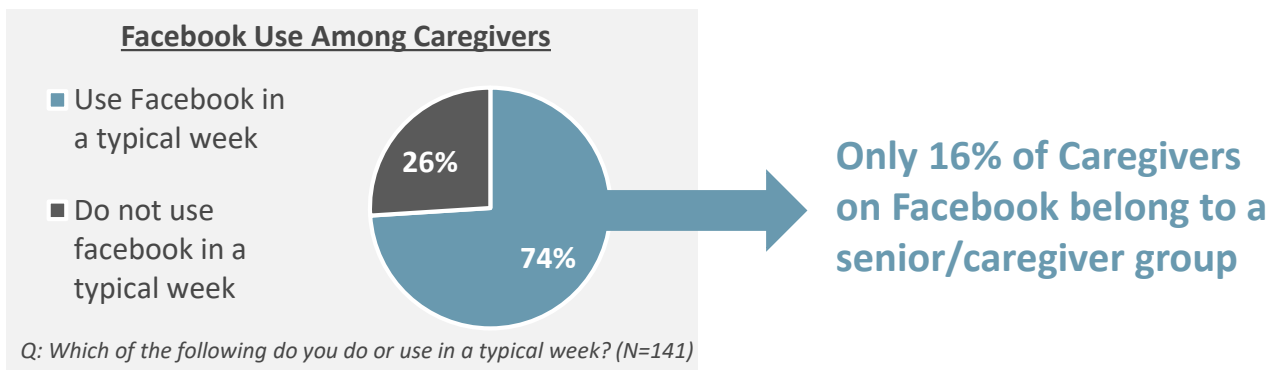
Q: If you were to conduct an internet search for services, support, or activities for the person in your care, what types of phrases/questions do you or would you include? (open-end coding) (N=59)

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.



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.



# Portal Development Insights



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

- Overall, these older residents and 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:**
  - Transportation
    - Bus schedules
    - Airline shuttles
  - Volunteer activities
  - Senior Center information
  - 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
  - Meals
    - Congregate meals
    - Meal assistance
  - 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 out' 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*

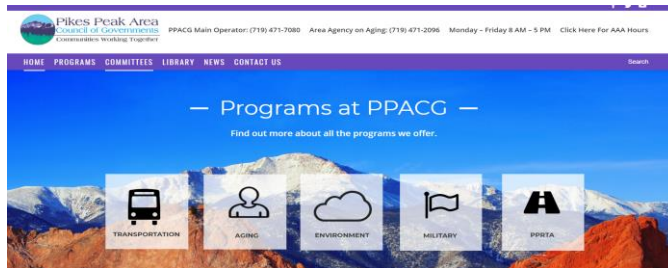
”

*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 advertisement or click-bait**

**AARP Homepage**

**Latest News and Advice**



**A Late-Life Diagnosis, and a Changed World**  
One man's mental health journey



**Social Security and Government Pensions**  
Why they don't go well together



**Help for Post-Holiday Caregiving Blues**  
Small steps to get back on track



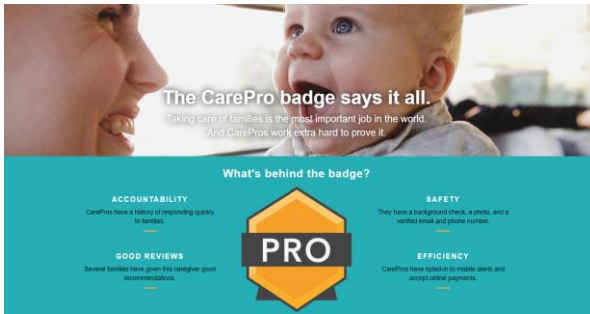
**It's Never Too Late to Try Contact Lenses**  
New models are more comfortable

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

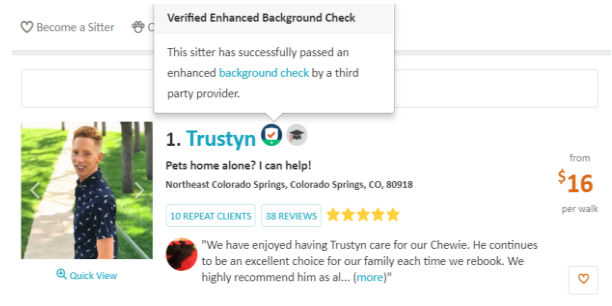
- Interestingly, both **these older residents and caregivers didn't trust reviews**
  - There was a concern among both groups that companies were paying to get positive or 5-star reviews
  - One caregiver suggested that she didn't trust companies with all positive reviews since it was 'too good to be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

**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*

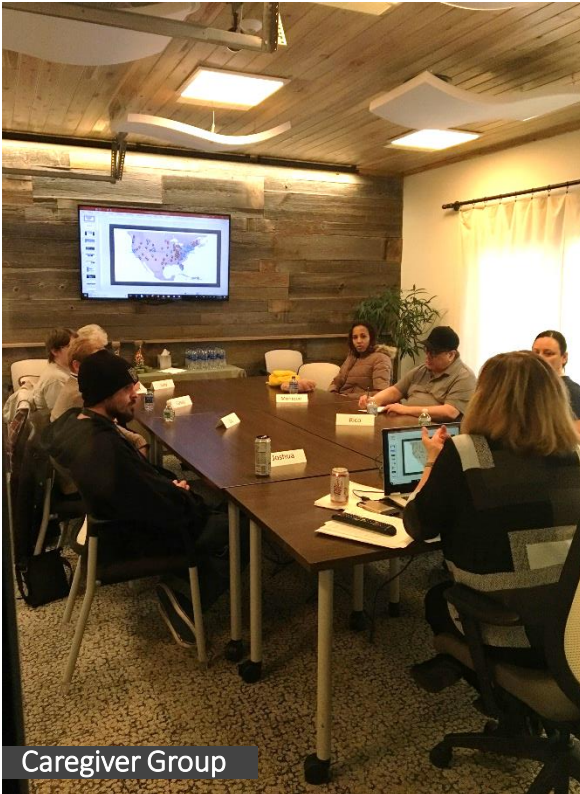
## Focus Group Photos



Older Resident Group



Older Resident Group



Caregiver Group



Caregiver Group