

THE UNITED STATES OF AGING
SURVEY

Denver Research Findings
August 2015

SURVEY OVERVIEW



Methodology

- Research firm Penn Schoen Berland (PSB) conducted 1,650 telephone interviews between March 27, 2015 and May 4, 2015
- The survey polled U.S. adults 60 and older – including oversampled audiences in Cincinnati and Denver – and professionals who work with older adults, including n4a members, credit union managers, primary care physicians and pharmacists
- Quotas were implemented on the national older adults sample to ensure a representative demographic sample based on U.S. Census Bureau data, including age, gender, geography, income and race
- This report also includes representative quotes from Denver Older Adults and Influencers from the qualitative phase conducted by PSB between January 28, 2015 and February 20, 2015 (N=15 Older Adults and N=15 Influencers)

FINDINGS FROM THE NATIONAL SAMPLE OF OLDER ADULTS & INFLUENCERS



National Findings

National findings indicate that Older Adults and Influencers have different opinions on a number of topics when it comes to aging

- Influencers appear much more concerned about the challenges Older Adults will face in the future.
 - Influencers strongly emphasize financial preparedness, and believe Older Adults need to be more concerned. They also expect the community to provide even more support than currently available.
- Older Adults are more concerned about their general wellbeing.
 - Older Adults are most concerned about barriers to their independence, such as losing their memory or not being in good physical or mental health. They are also concerned about being able to continue living in their home.
- Older Adults also tend to expect more of the same when thinking about the future, whereas Influencers caution Older Adults about the challenges ahead.
- Influencers and Older Adults agree that given the number of Older Adults who intend to age in place, the community needs to offer more support with home maintenance.



NATIONAL SAMPLE & DENVER OLDER ADULTS FINDINGS

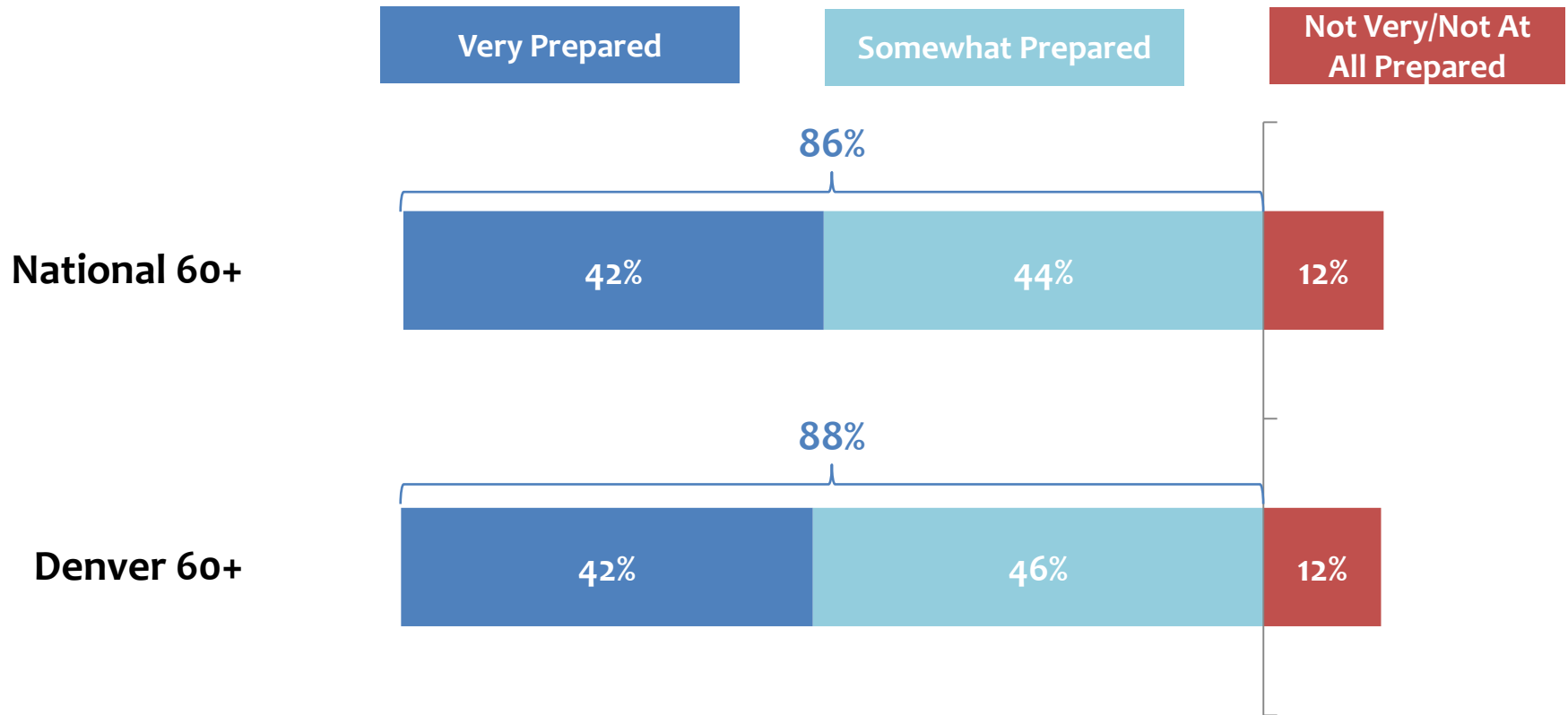


ATTITUDE & PURPOSE



Nearly 9 in 10 Older Adults nationally and in Denver feel prepared for the process of aging

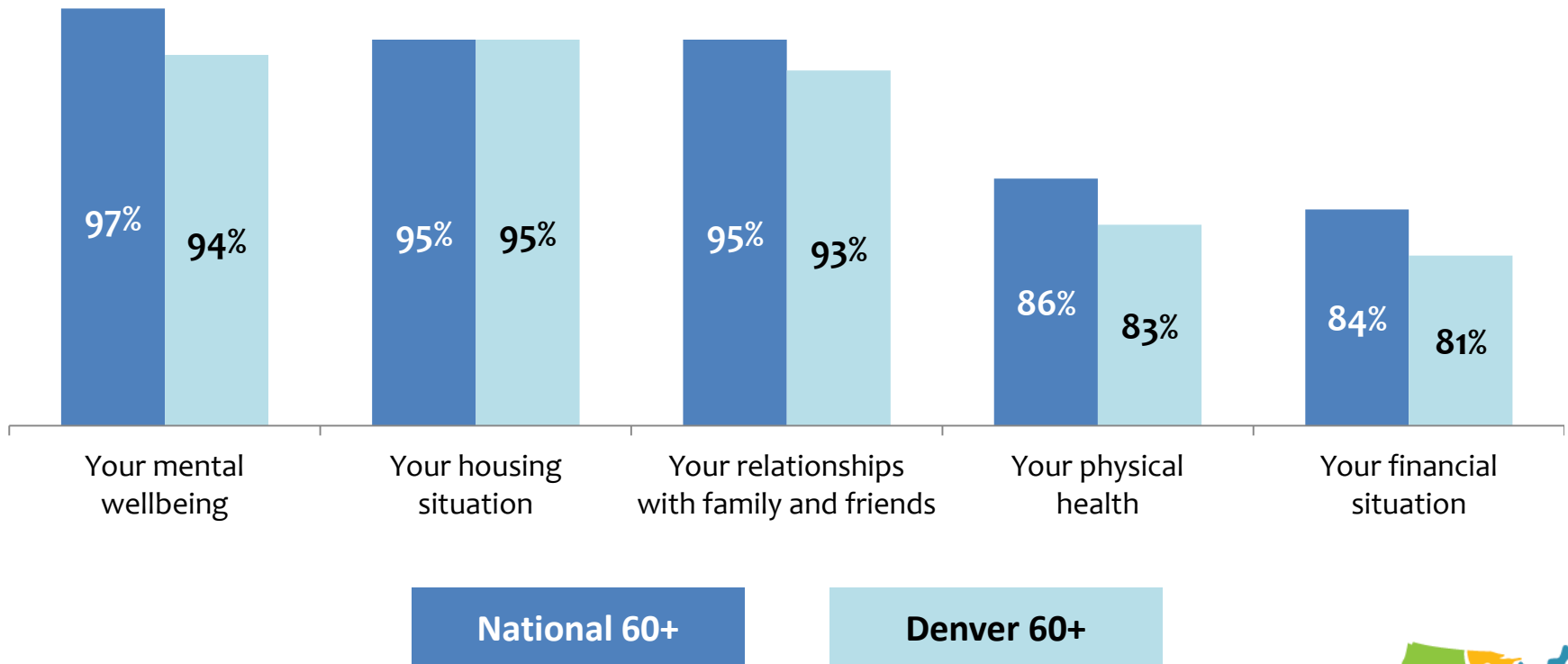
Older Adults' Preparedness for Aging



Older Adults nationally and in Denver are most satisfied with their mental wellbeing, housing situation and their relationships with family and friends

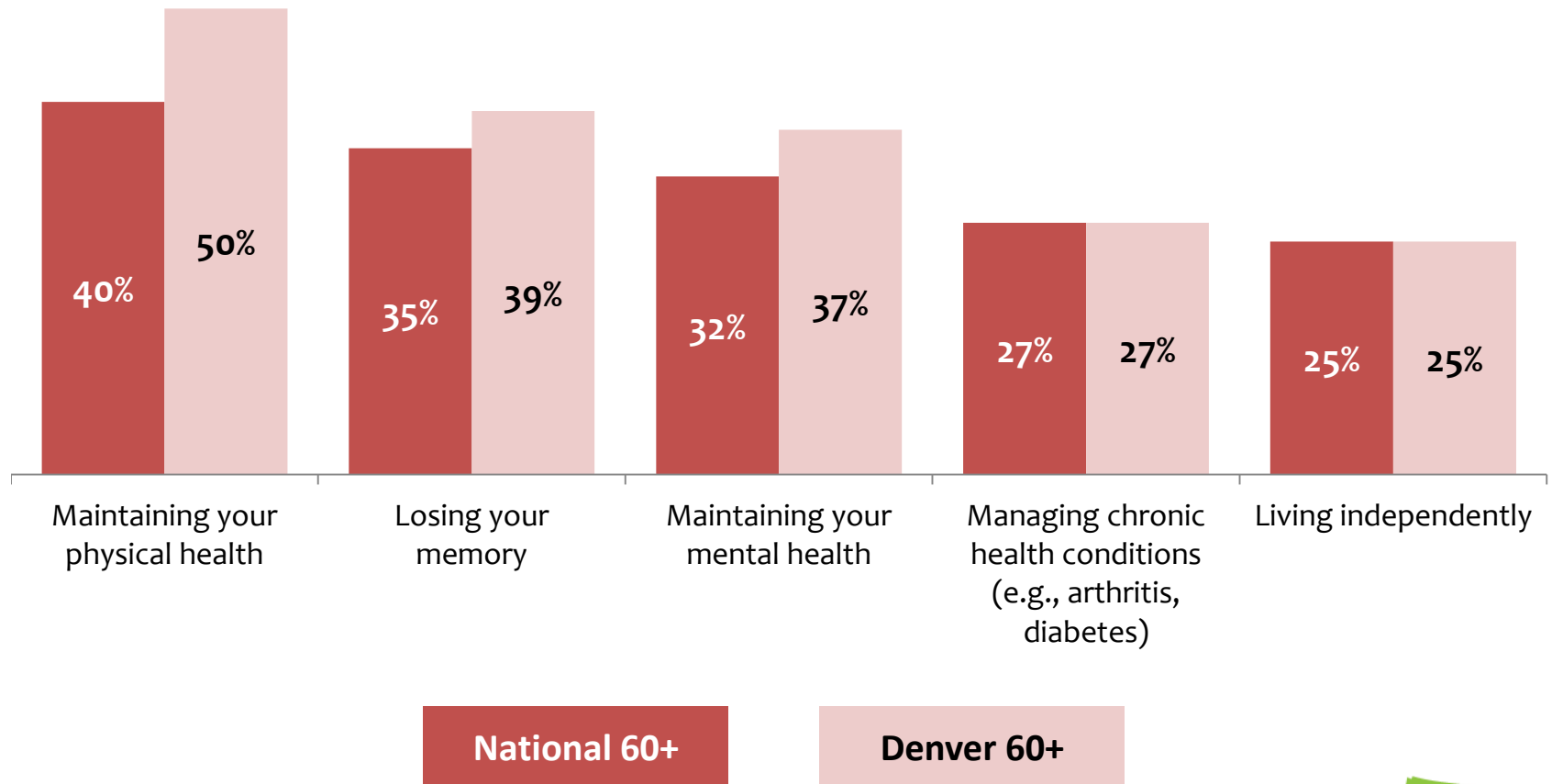
Comparatively, Older Adults nationally and in Denver are less satisfied with their physical health and financial situation

Overall Satisfaction for Older Adults



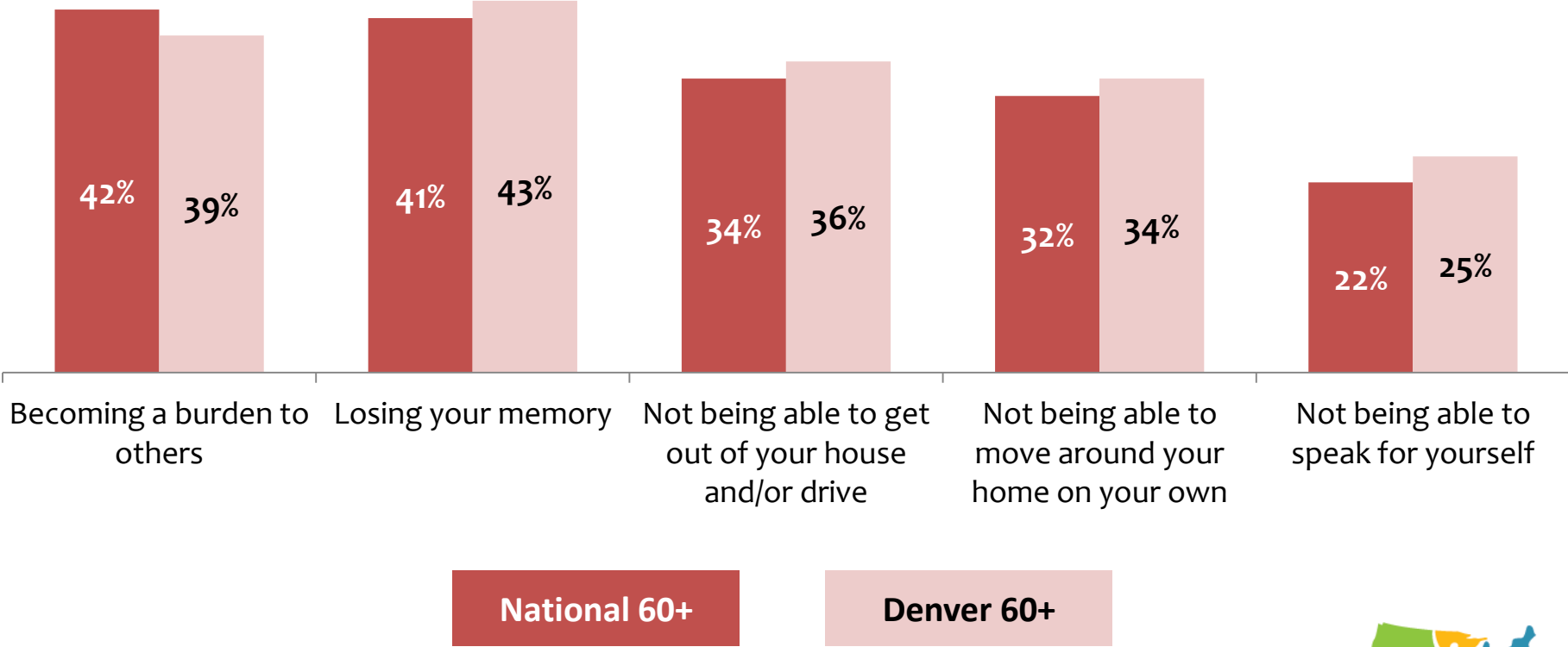
Maintaining physical health and losing memory are most common concerns for Older Adults, especially in Denver

Five Biggest Concerns for Older Adults About Aging



Older Adults nationally and in Denver say fear of being a burden to others, losing their memory and mobility are specific concerns about living independently

What specific concerns do you have about living independently as you age?



Quotes from the qualitative phase

“I’m worried about losing abilities to do things for myself. Just in maintaining my current lifestyle five years from now. I already, in the last five years, have seen my physical capabilities diminish.” – Denver Older Adult

“I think healthcare is the big need of theirs... I think there is a big concern over it, and I think the cost of healthcare keeps going up.” – Denver Influencer

“As long as we’ve got our health and our mental capabilities, it’s pretty easy.”
– Denver Older Adult

“I think medically we are pretty well disciplined to make sure that we get the testing that we need to anticipate any kind of diseases or cancers that might show up.”
– Denver Older Adult

“I don’t know if it’s pride or what it is, but some seniors keep their big needs to themselves too much. I know my mother... felt like she was too much of a burden to anybody to get stuff done she needed to get done.” – Denver Influencer



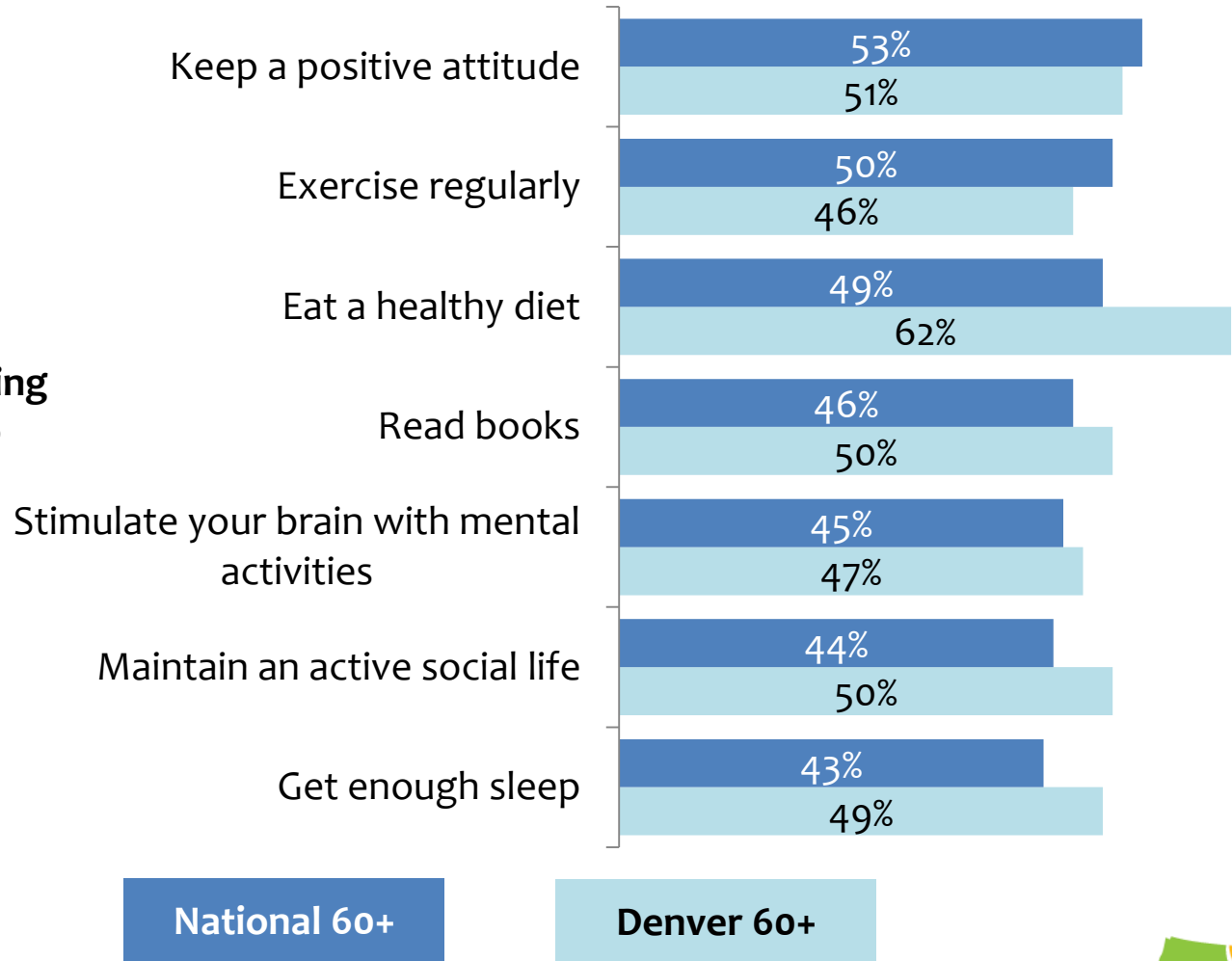
STAYING MENTALLY SHARP



Older Adults in Denver emphasize healthy eating, keeping a positive attitude, reading, maintaining an active social life and sleeping enough as keys to staying mentally sharp



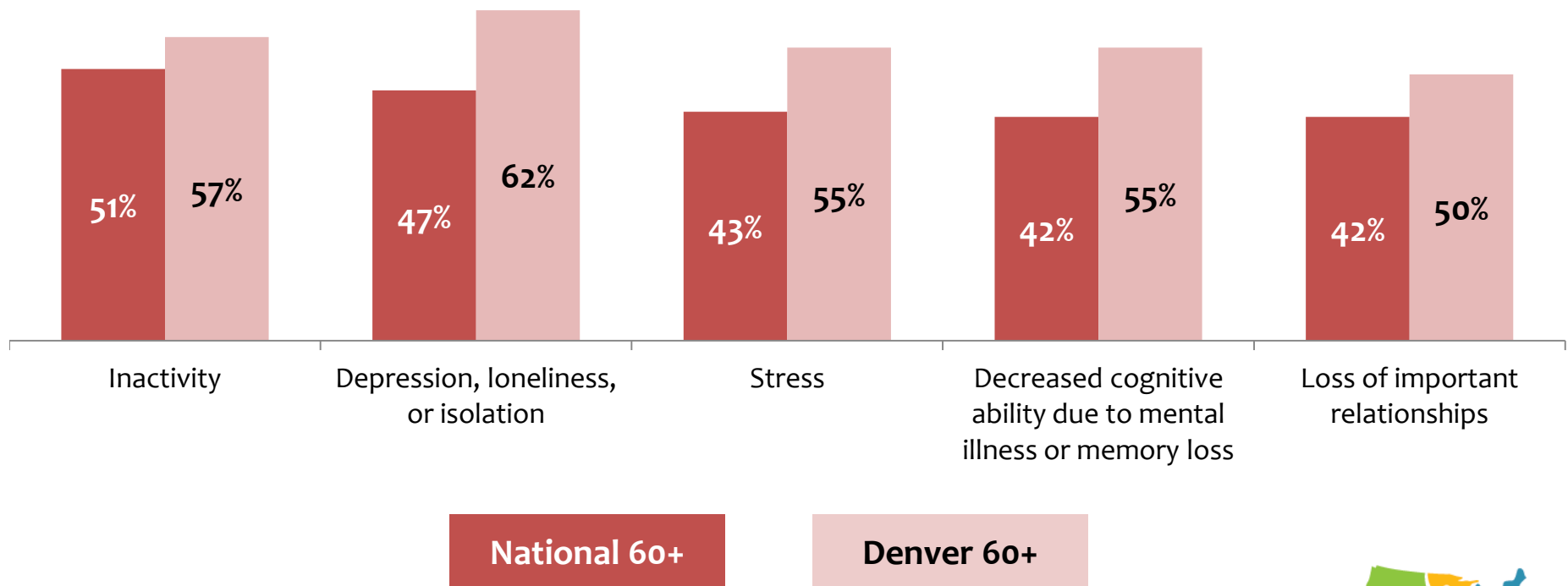
Top Ways To Staying Mentally Sharp



Older Adults nationally and in Denver say inactivity, depression/isolation and stress are top barriers to staying mentally sharp

Older Adults in Denver tend to be more concerned about potential barriers to staying mentally sharp as they get older, compared to Older Adults nationally

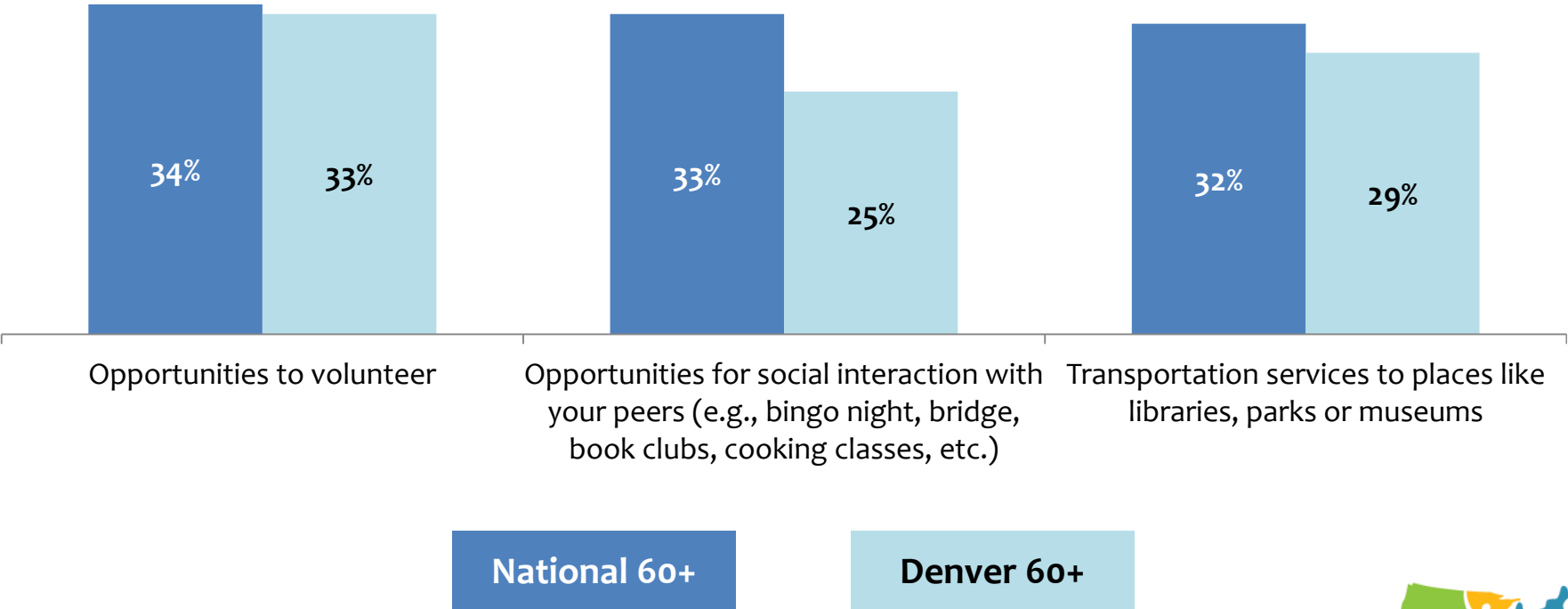
Top 5 Barriers to Staying Mentally Sharp



Older Adults nationally and in Denver are interested in their community expanding opportunities to volunteer and interact socially as well as transportation

Older Adults in Denver are less interested in more social opportunities than their counterparts on a national level

Top Three Community Expansions (Showing Very Interested)



Quotes from the qualitative phase

“In terms of everyday life, other than being able to go to the doctor and whatnot, you get up in the morning and, if you're home all day by yourself, it's kind of a lonely life.” – Denver Older Adult

“They just sometimes let themselves go, if they don't have loved ones around who check up on them.” – Denver Influencer

“Companionship with other people that can play cards or something... We don't have to run races, but we need to be able to do things together that we can do.”
– Denver Older Adult



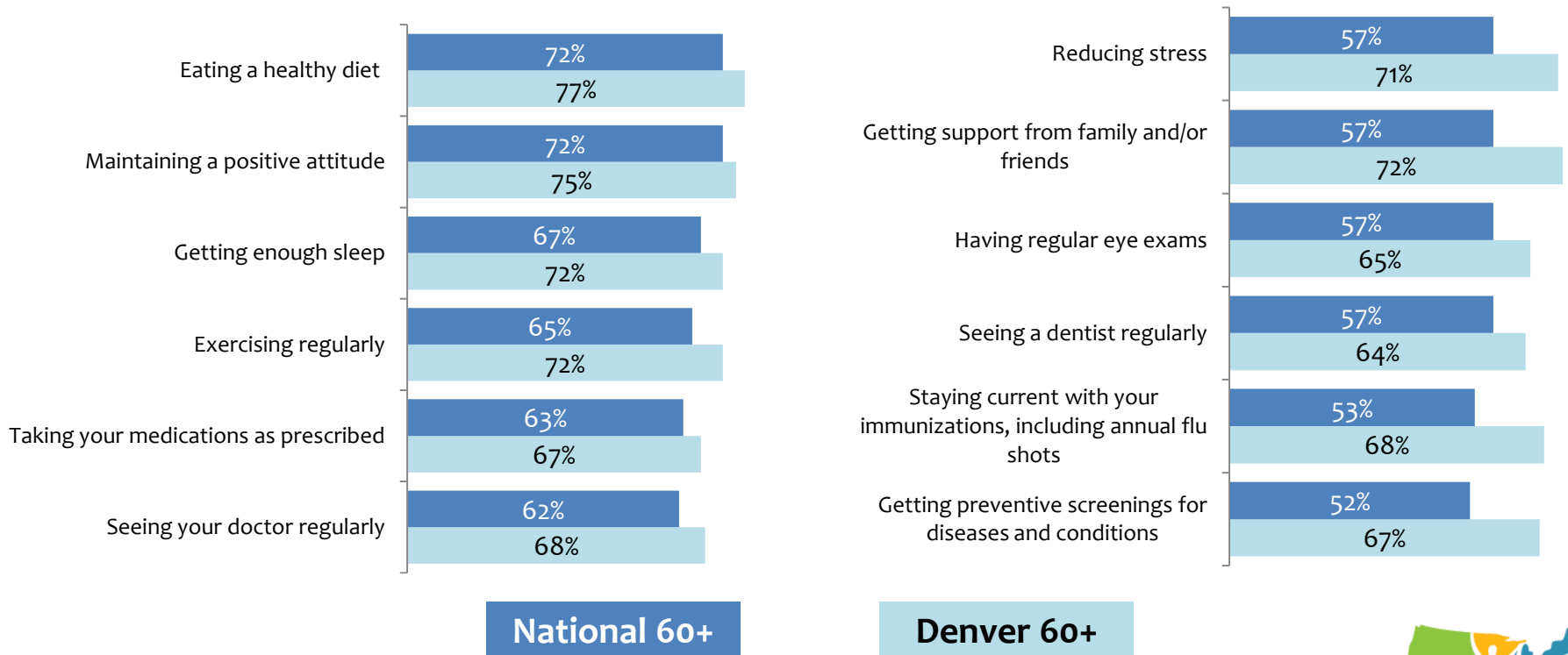
HEALTH MANAGEMENT



Older Adults nationally and in Denver indicate many ways to maintain good health, like eating healthy diets and keeping a positive attitude

However, Older Adults in Denver are more likely to emphasize some ways to maintain good health than Older Adults nationally

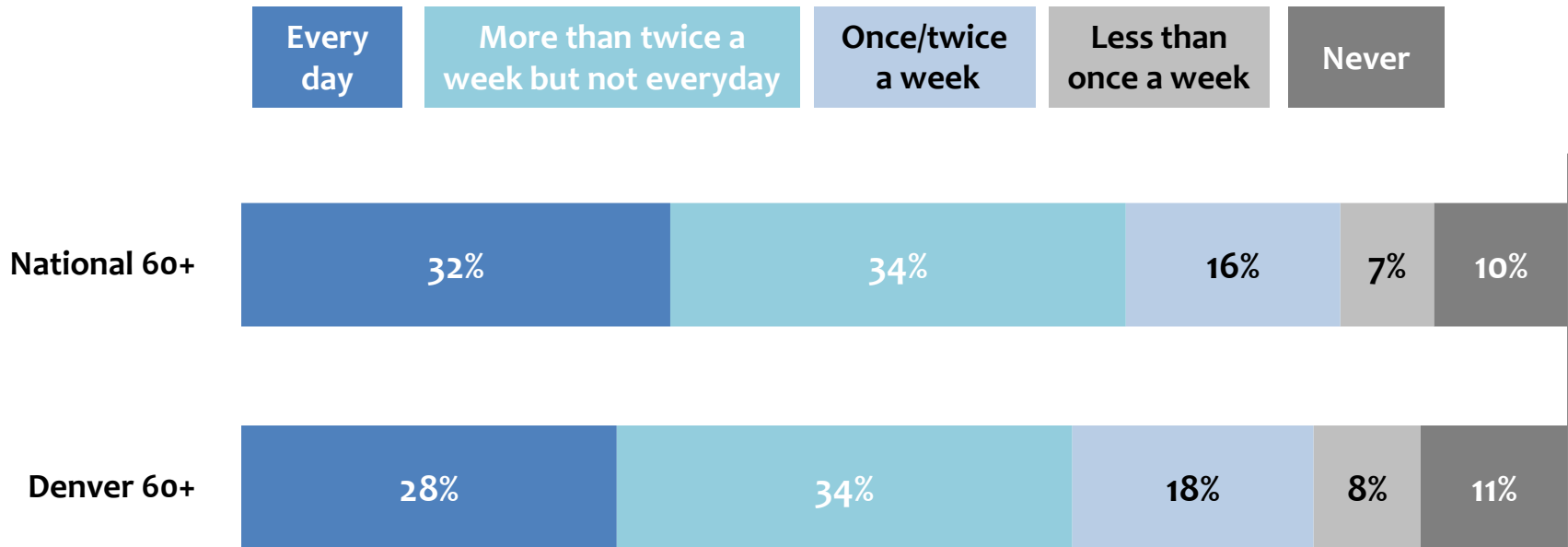
Top Ways Of Maintaining Good Health With Age



About two-thirds of Older Adults nationally and in Denver exercise at least twice a week

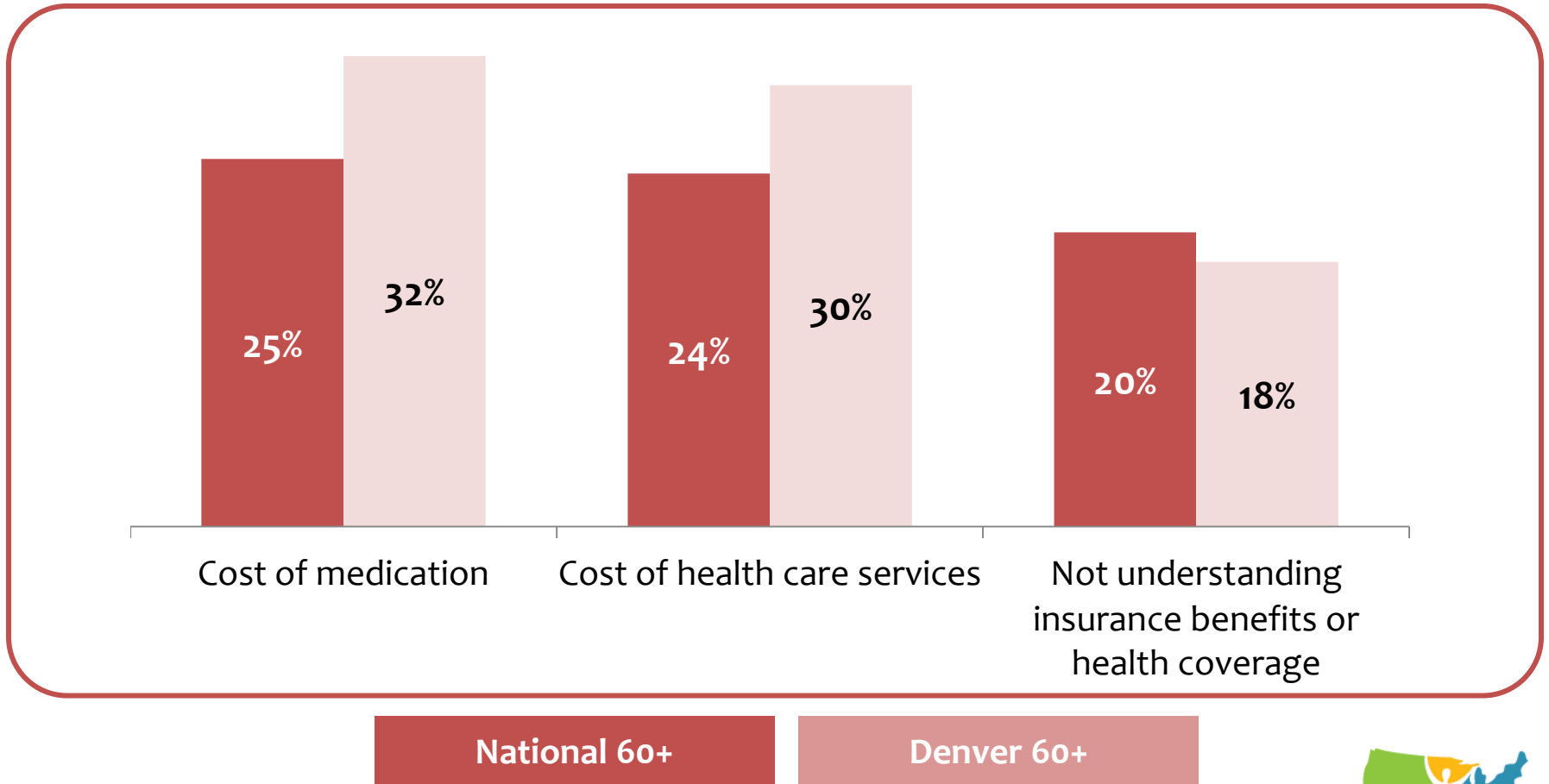


Exercise Frequency



Medical costs and not being able to understand insurance benefits and health coverage are the biggest challenges Older Adults face when accessing health care

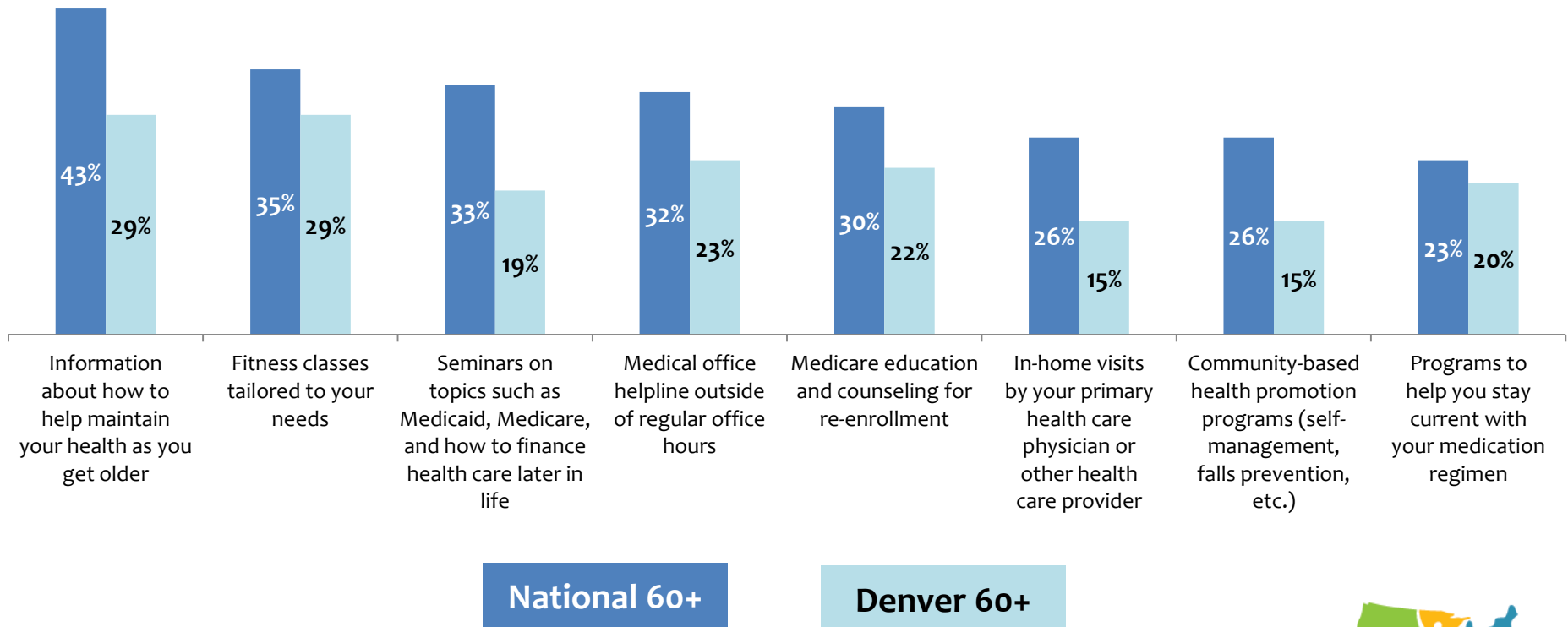
Common Challenges to Accessing Health Care for Older Adults



Older Adults nationally and in Denver are most interested in information about how to maintain their health and having tailored fitness classes

Older Adults in Denver are generally less interested in the expansion of health assistance services than those nationally

Interest in Expanding Community Services (Showing Very Interested)



Quotes from the qualitative phase

“[Older Adults] do exercise. They eat healthier, so they can live longer.”
– Denver Influencer

“I think the people here take better care of themselves physically with exercise and with activities.” – Denver Older Adult

“I had a lady come into the pharmacy the other day that was counting out pennies to pay for her prescription, and the lady that I work with ended up paying for her prescription for her because she couldn’t even afford to buy her \$4.00 medication.” –Denver Influencer

“There could be more exercise clubs, or fitness programs that somebody might, you know, make affordable and something like that.”
– Denver Older Adult

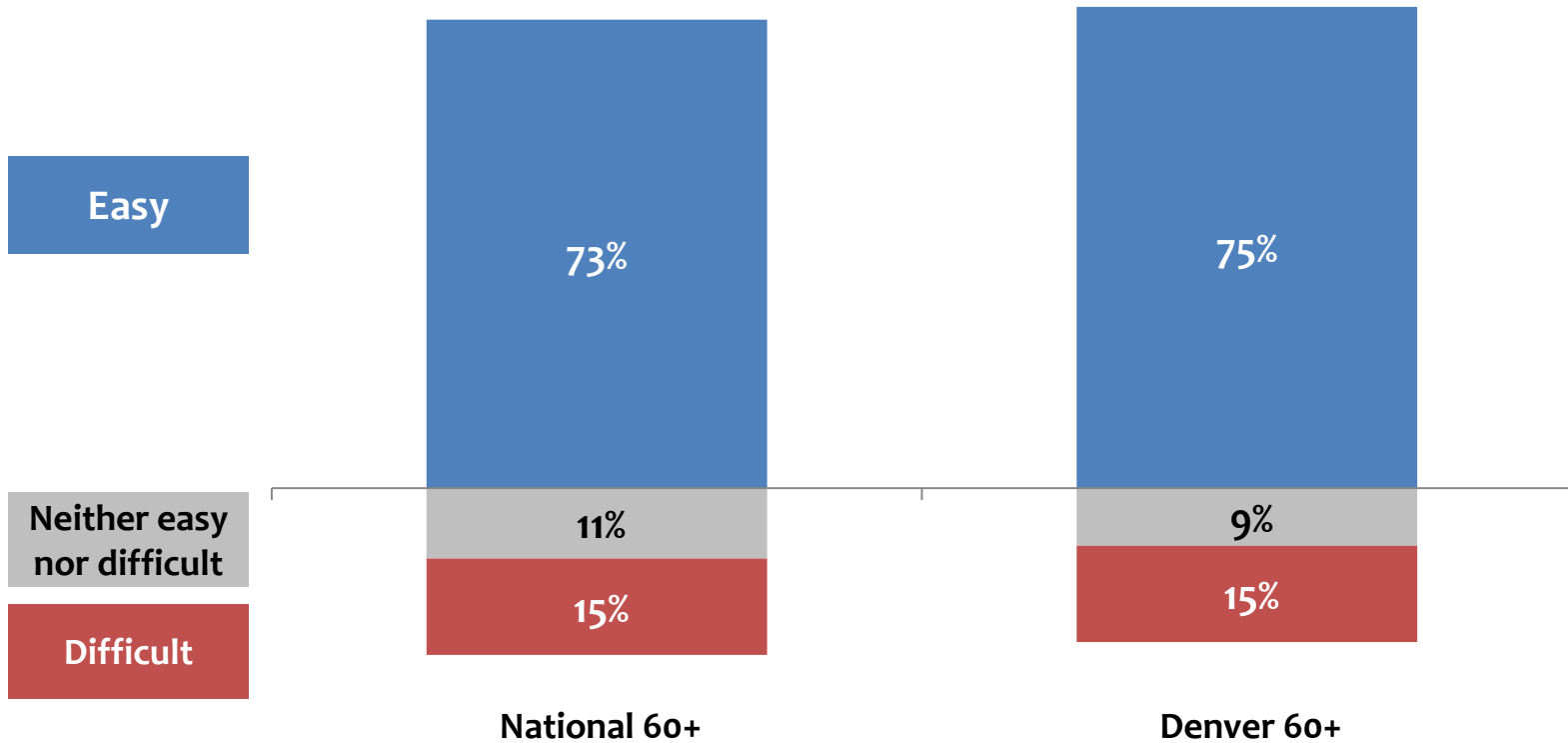


COST OF AGING



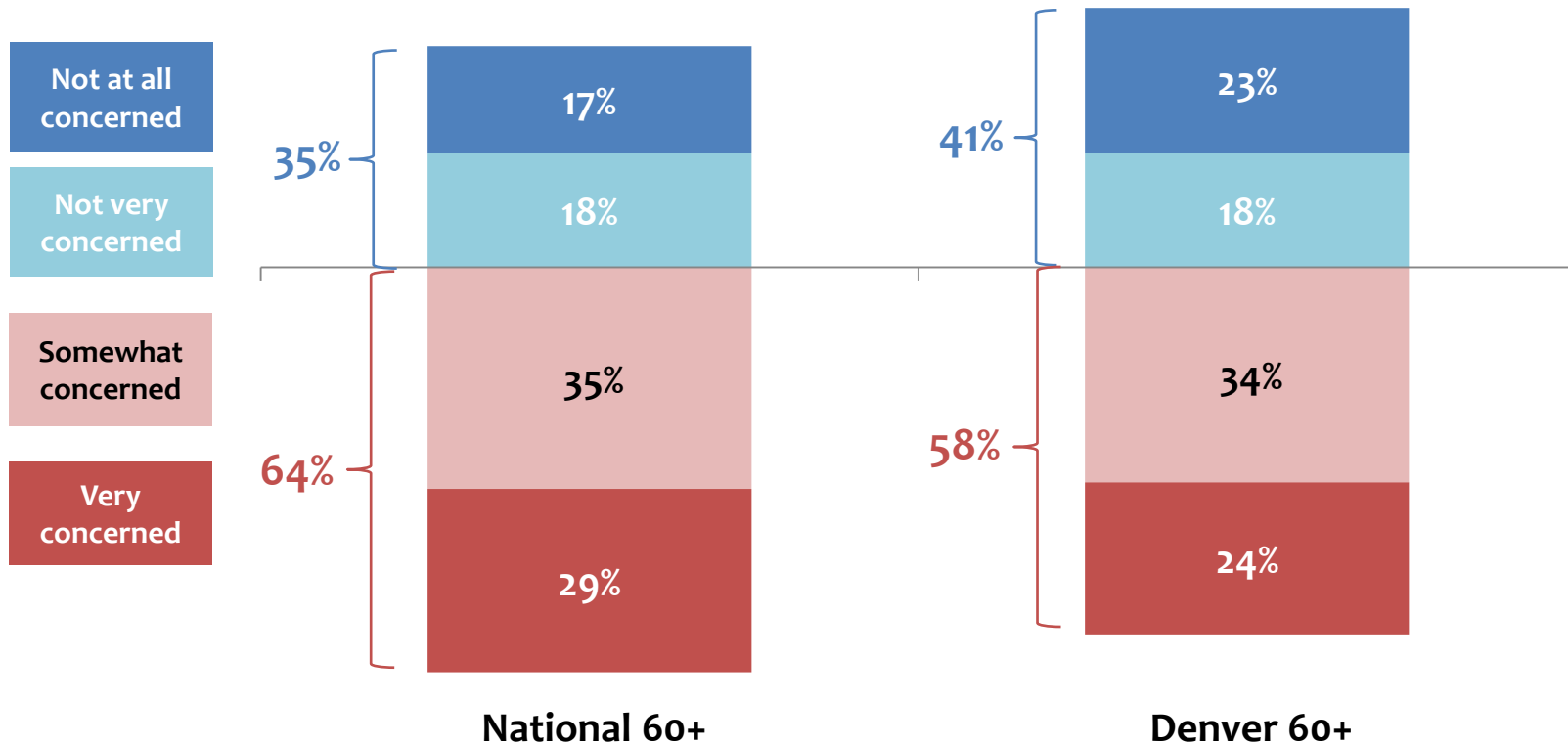
About three-quarters of Older Adults nationally and in Denver say they have an easy time paying their monthly living expenses

Paying Monthly Living Expenses for Older Adults



However, nearly two-thirds of Older Adults nationally and in Denver are concerned about having enough money to last for the rest of their lives

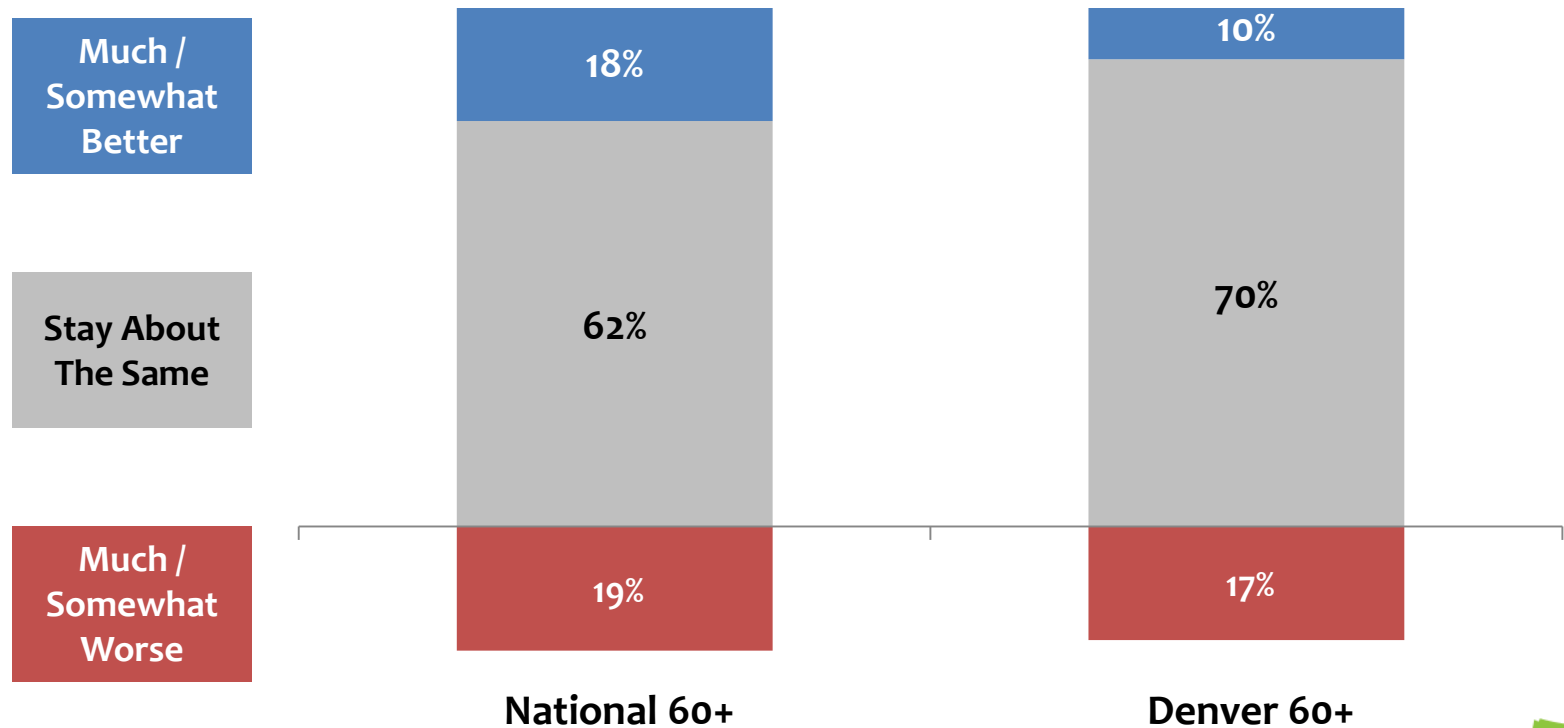
Concern About Having Enough Money for Older Adults to Last Them for The Rest of Their Life



Most Older Adults expect their financial situations to stay the same in the coming years

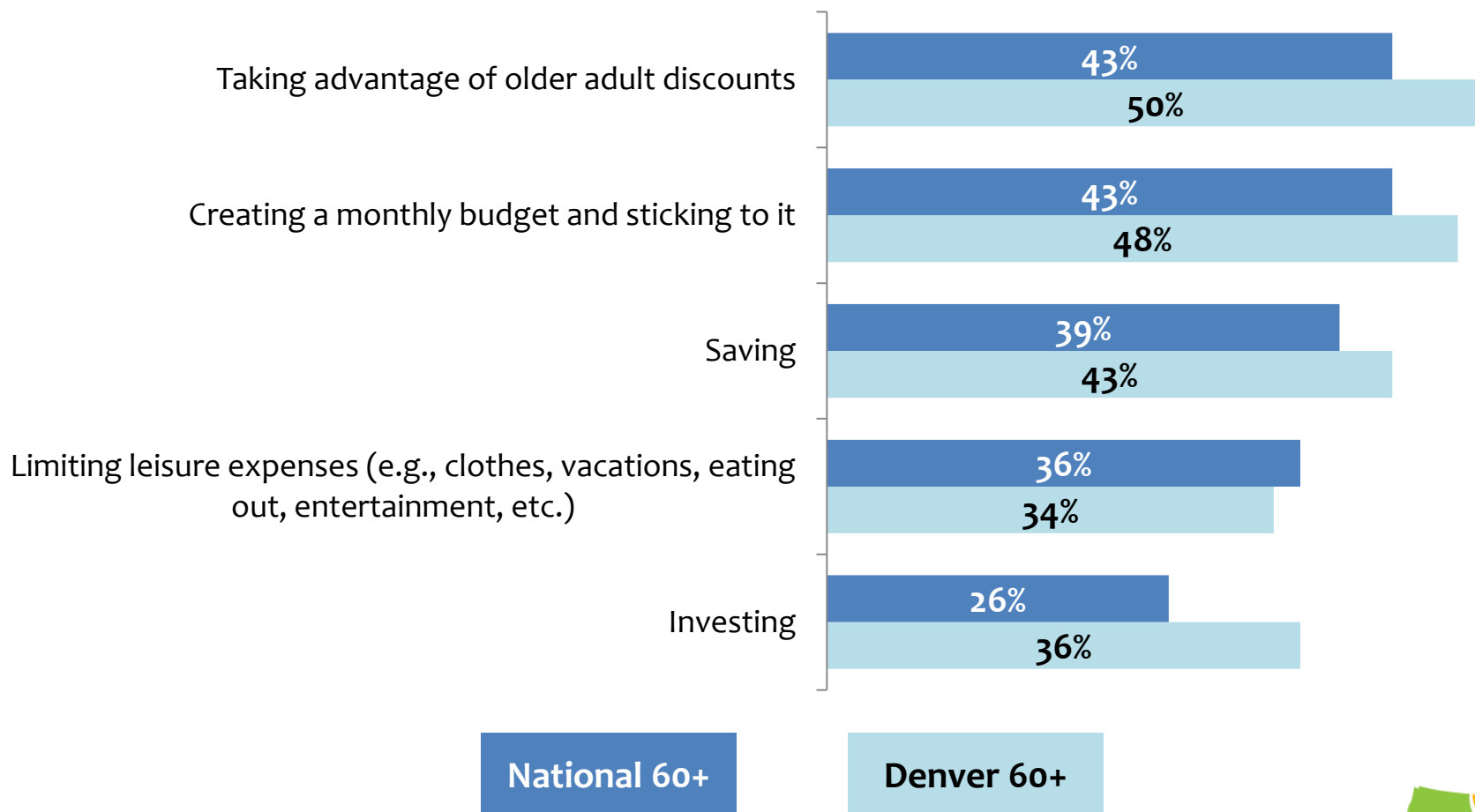
Compared to Older Adults nationally, those in Denver are more likely to expect no changes and are less likely to expect their financial situation to get better

When thinking about the next five to 10 years, do you expect your financial situation to get ...



Older Adults nationally and in Denver say taking advantage of senior discounts and making a budget are keys to managing finances

Five Most Important Things to Help Older Adults Manage Finances



Quotes from qualitative phase

“Well, the one thing that would concern me is financials because you just don’t have any idea how long you’re going to live.” – Denver Older Adult

“I think a lot of Older Adults are relying on social security, and that’s a not very stable system at best.” – Denver Influencer

“Financially I think I have put aside money that will help.” – Denver Older Adult

“Retirement saving aren’t quite as high as you might like to see, so therefore working and needing jobs and employment later on as they age might become necessary.”
– Denver Influencer

“Well, my financial status is quite good... I’ve found a reasonable community, reasonably-priced community that I like, and there are all kinds of home care services perfectly willing to come and help us here.” – Denver Older Adult

“[Older Adults] have their retirement plan... and they save money for the future.”
– Denver Influencer



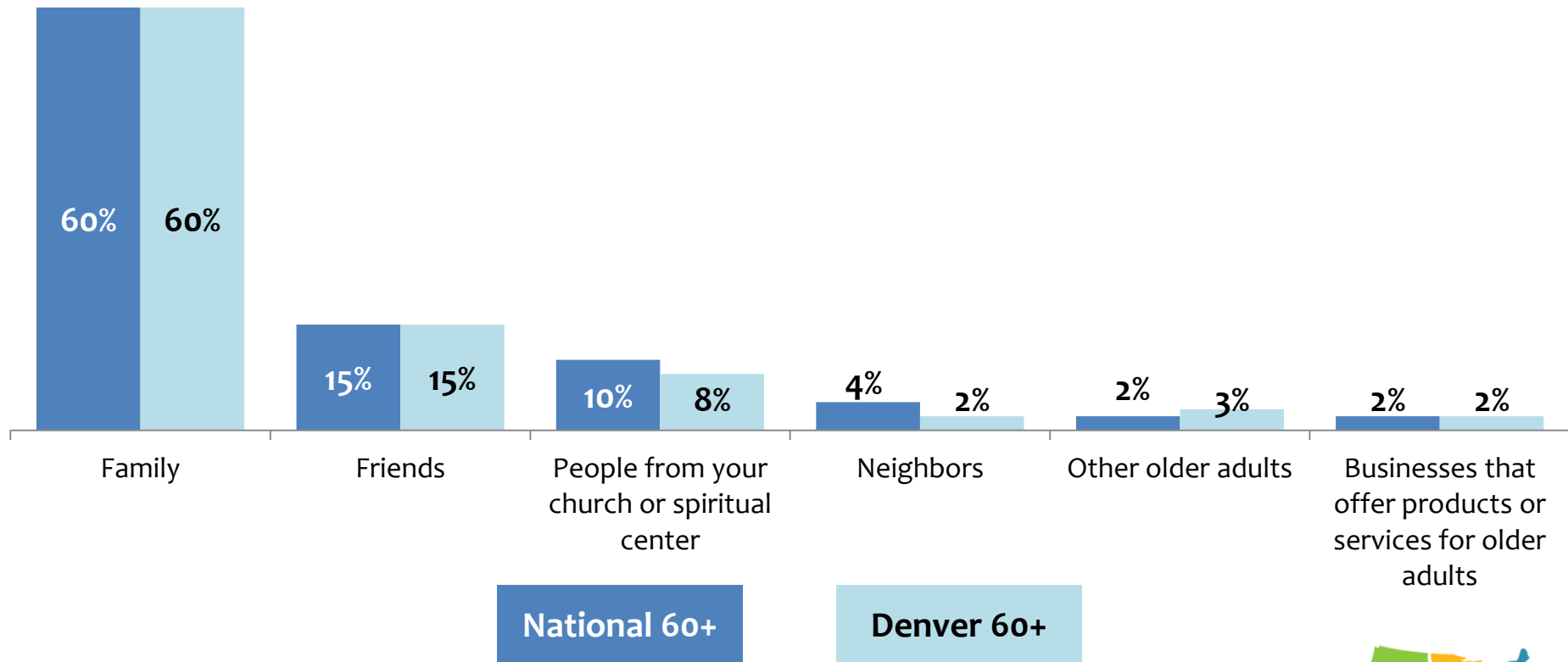
COMMUNITY CONNECTIONS



Family is by far the most important support network for Older Adults both nationally and in Denver

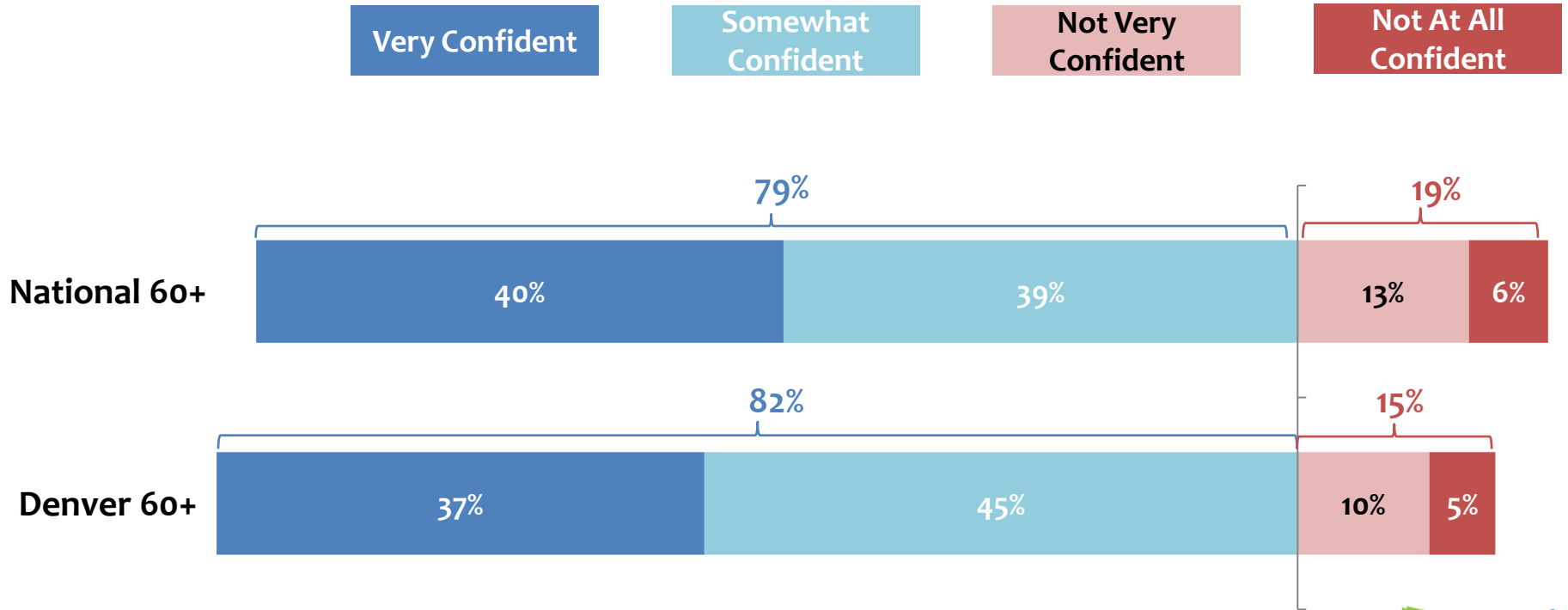
Friends and people from their church or spiritual center are also important in supporting Older Adults

Important People Supporting Older Adults (Ranked by National 60+)



About 4 in 5 Older Adults nationally and in Denver say they are confident they will be able to find help in their community

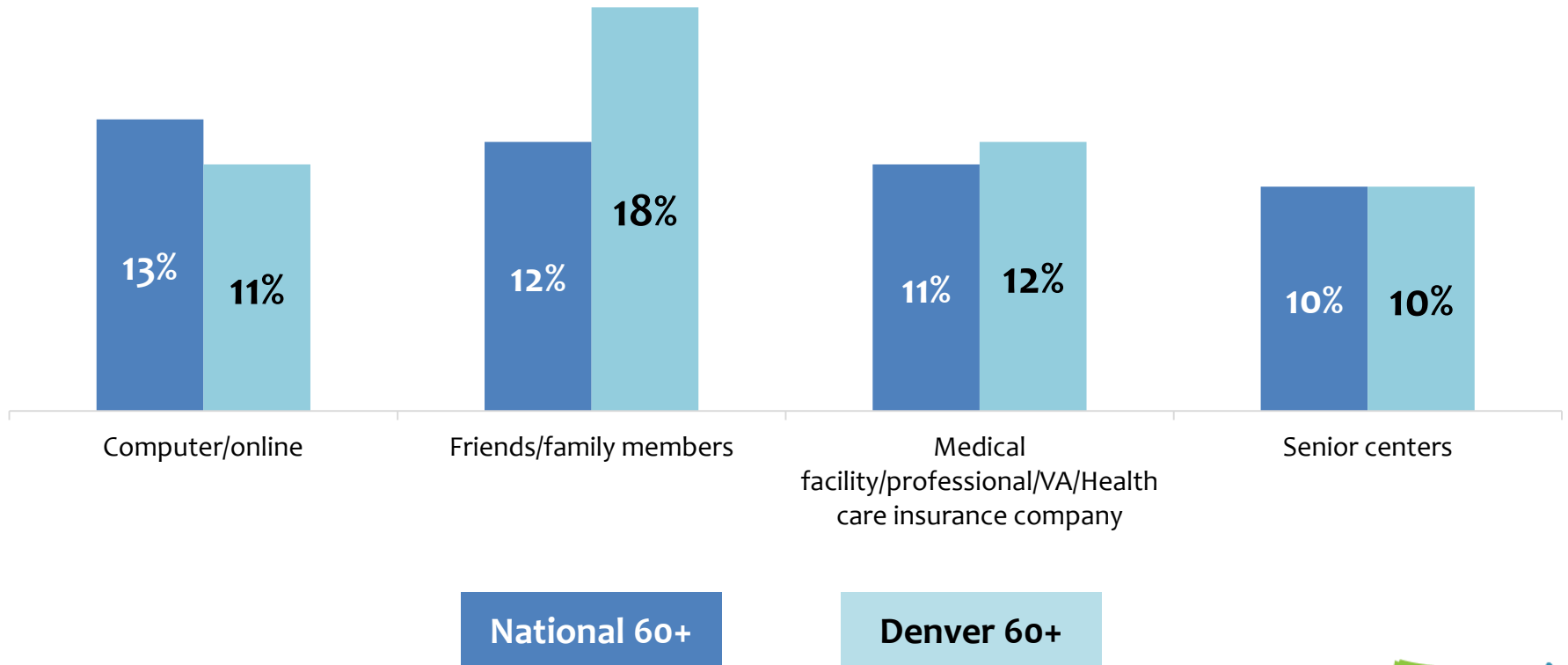
How confident are you that you would be able to find help and support in your community as you age?



Older Adults nationally and in Denver are most likely to turn to family and friends, and to the Internet to learn about what support they have available to them

Some also turn to medical facilities and senior centers for information

Top Four Resources Older Adults Turn To For Services and Support



The biggest opportunity to help Older Adults nationally and in Denver is providing support with home maintenance



Home Maintenance

Anticipate Needing Support

National 60+	Denver 60+
52%	46%

Believe Their Community Helps Meet Need

National 60+	Denver 60+
27%	35%

Gap

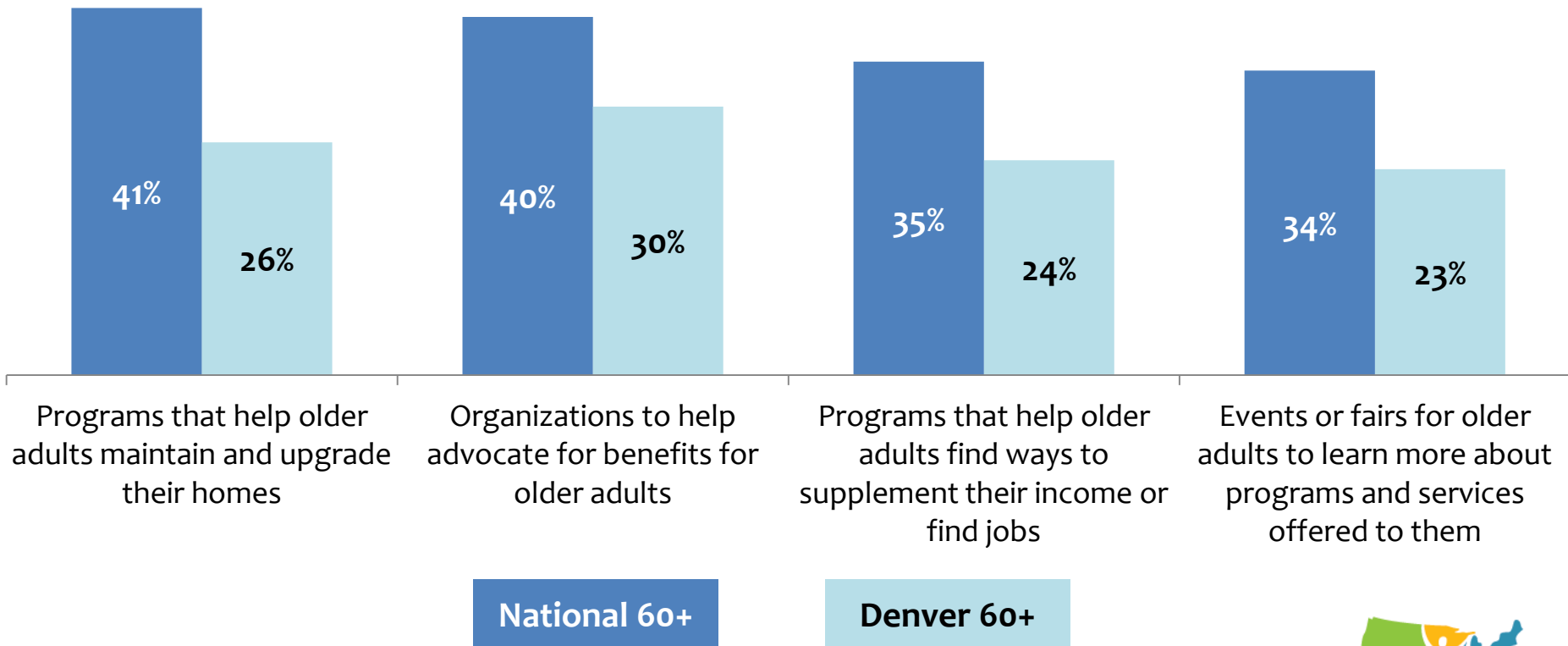
National 60+	Denver 60+
+25%	+11%



Older Adults in Denver are less interested in community programs than Older Adults on a national level

Interest is highest for programs that help with home maintenance and advocacy organizations, especially among Older Adults nationally

Top Community Expansions (Showing Very Interested)



Quotes from qualitative phase

“I have always been in a neighborhood where the neighbors are all friendly. We talk together out on the street when we see one another.” –Denver Older Adult

“Education and information-giving is huge, whether that’s somebody willing to go out and do a presentation at a church, at a senior center, at a rec center – places where older adults would be hanging around.” – Denver Influencer

“Older adults can’t take care of things for themselves like keeping their yards, their bushes and trees trimmed, and weeds, and things like that.”
– Denver Older Adult

“I know that in my community there is a senior center and most communities have these senior centers, and my dad goes to the dance and you know, they are pretty nice.” – Denver Influencer

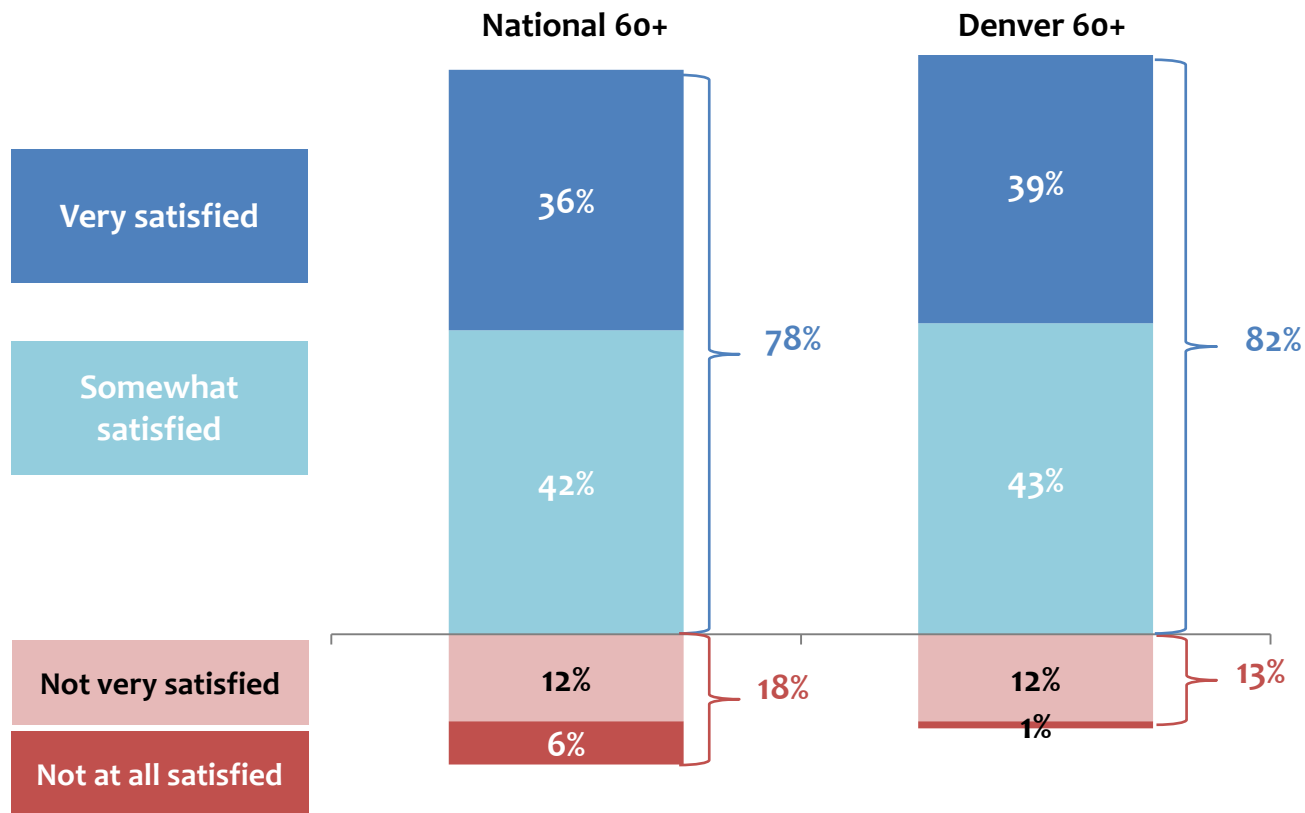


AGING INFRASTRUCTURE



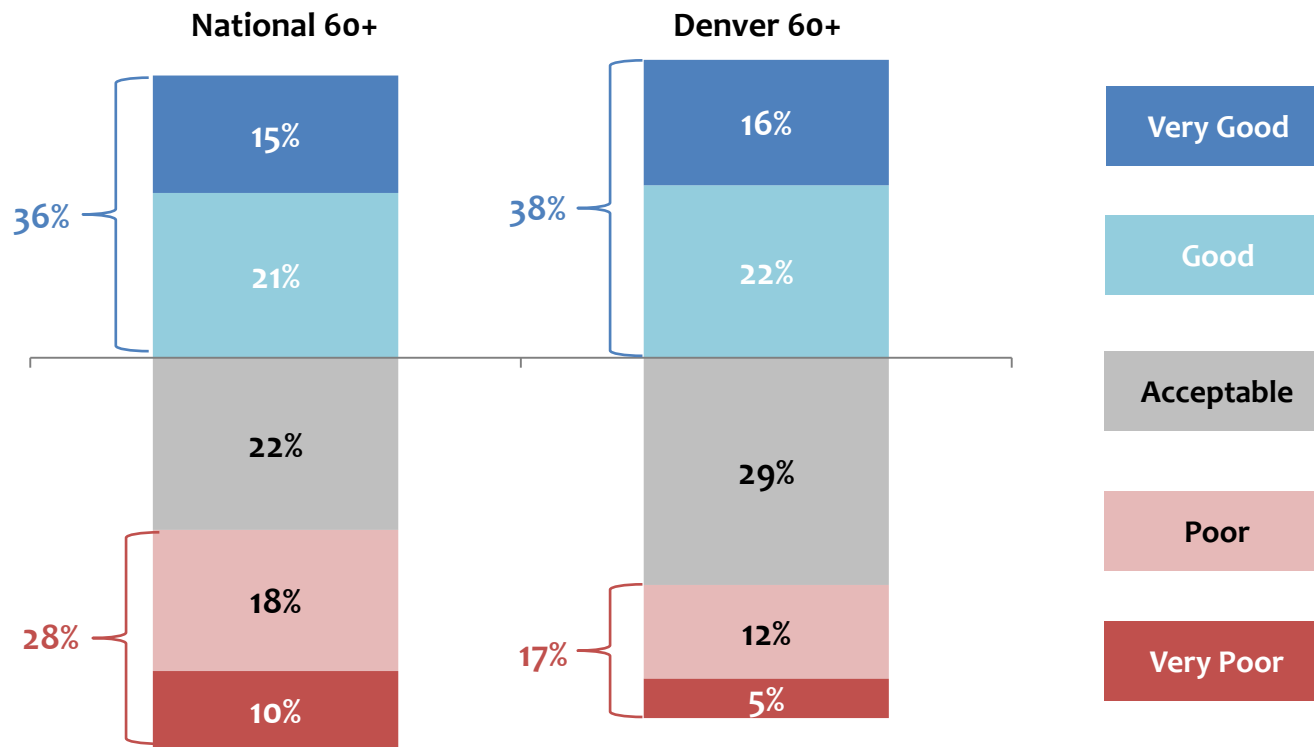
Most Older Adults nationally and in Denver are satisfied with their community's infrastructure

How satisfied are you with your community's infrastructure as a whole (e.g., roads, public transportation, parks, buildings, etc.)?



Older Adults in Denver are less likely to rate the quality of public transportation as poor than Older Adults nationally

How would you rate the quality of public transportation in your community?



More than half of Older Adults have lived in their home for more than 20 years, and about three-quarters plan to stay in their current home

Older Adults in Denver plan to stay put because their home meets their needs, allows them to live independently and is in a good neighborhood

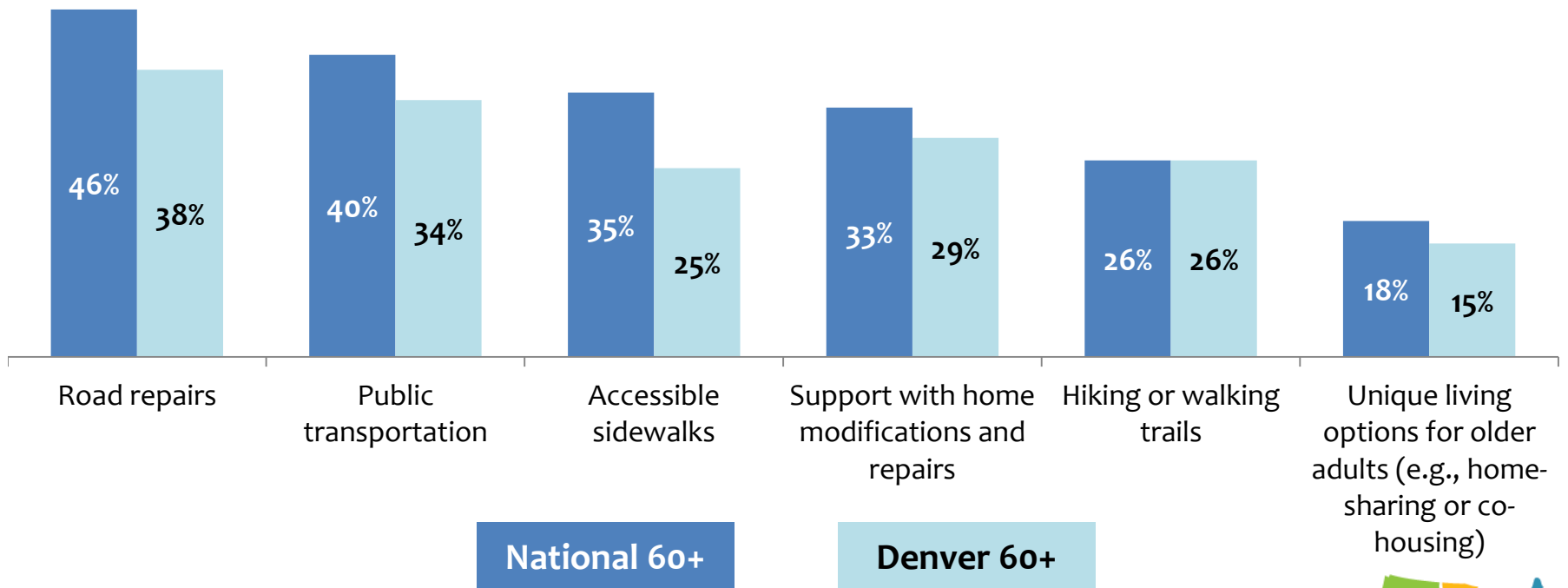
- **57%** of Older Adults in Denver (and **58%** nationally) have lived in their current home for more than 20 years
- **74%** of Older Adults in Denver (and **75%** nationally) intend to continue living in their own home
- **86%** of Older Adults in Denver (and **80%** nationally) say this is because their home meets all their needs
- **84%** of Older Adults in Denver (and **69%** nationally) say this is because they live in a good neighborhood
- **87%** of Older Adults in Denver (and **69%** nationally) say this is because they want to live independently



Older Adults are most interested in road repairs and expanded public transportation, and least interested in unique living options offered to them

Older Adults in Denver are generally less interested in expanded community services than Older Adults nationally, particularly road repairs, public transportation and more accessible sidewalks

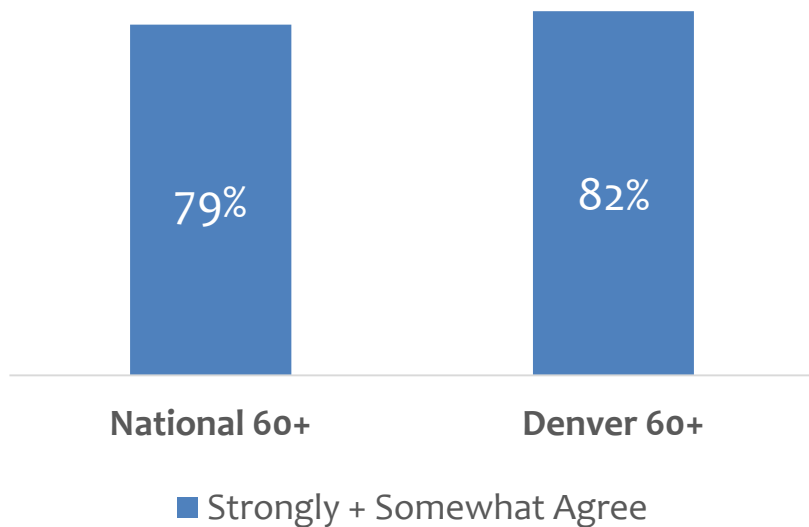
Interest in Community Expansions (Showing Very Interested)



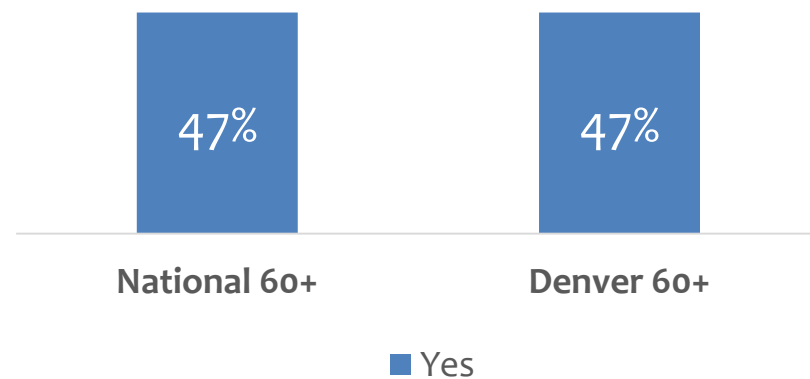
More than three-quarters of Older Adults nationally and in Denver think their communities offer a good quality of life

However, looking forward, both groups have low expectations of their community's ability to meet the needs of a growing Older Adult population

“My Community Offers Older Adults a Good Quality of Life”



My Community is Doing Enough to Meet the Needs of a Growing Senior Population



Quotes from qualitative phase

“The transportation is terrible. So we have no public transportation system, and because Colorado’s a bigger state... things are pretty spread out.” – Denver Older Adult

“I think there is a lot of infrastructure that will have to be improved upon like more transportation options for people who cannot use public transit.” – Denver Influencer

“We have these community centers, and you got all the spas; you got actually everything in this world that you can do actually in about a 4-5 mile radius of my home.”
– Denver Older Adult

“I think it’s important to provide resources to help keep them independent, and ideally at home, to age in place.” – Denver Influencer

“I’m close to bus stops, I’m close to light rail, I’m close to grocery stores, reasonable access to church and things like that.” – Denver Older Adult

“I think that we do have a robust set of resources. I think that you’re going to hear probably a pretty common response, which is, ‘We could always use more funding.’”
– Denver Influencer



QUESTIONS ABOUT THE FINDINGS?



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THANK YOU!

