



**Master Plan for Older Adults
Survey Findings
August 20, 2014**



Project Overview

+ Research Plan

Goal:

Collect input and perspective from a wide range of stakeholders in Howard County about potential services, programs and facilities that can support the needs and wants of older residents.

The information collected will inform the long-term Master Plan for Older Adults in Howard County.

+ Research Plan

Target Audience:

- Older residents of Howard County – today and tomorrow.
- Defined as adults age 45+

Study Objectives:

Learn about mindsets, needs, expectations, behaviors, attitudes and perceptions found in older adults living in Howard County.

+ Methodology

- This study used the “invited” survey methodology, instead of a random sample survey, in consideration of project costs .
- The survey was widely publicized
 - Announced at Master Plan community kick-off meetings
 - 5000 postcards distributed through Senior Centers, Rec & Parks facilities, Libraries, senior housing, other provider agencies
 - Pushed out through print & social media
 - Emails sent out by community partners such as Columbia Association and Mental Health Authority
- Over 1,200 adults age 45+ completed the survey.

+ On Using the Findings

- Keep in mind the findings are among those older adults interested enough in the future of Howard County to complete a 20- to 25-minute survey.
 - Respondents do not represent all Howard County older adults, only those who are interested in older adult issues.
 - Those who are ambivalent did not participate.
 - Strong opinions are likely reflected here, not “middle of the road” opinions.
- In no way does that invalidate or diminish the information collected. With other 1,200 respondents, we certainly can determine different mindsets and assessments from different demographic and attitudinal segments of respondents.

+ A Surprising Result

- Most surprising of all was that the respondents fall into two equal-sized segments: those who have been to a Howard County Senior Center, and those who are either unaware of Senior Centers, or are aware but have never been inside.
 - For purposes of this report, we will refer to the first group as “Been” and the second as “NANB,” for “Not Aware/Never Been.”
- Sorting responses into these two segments reveals stark differences in almost everything we ask in the survey.

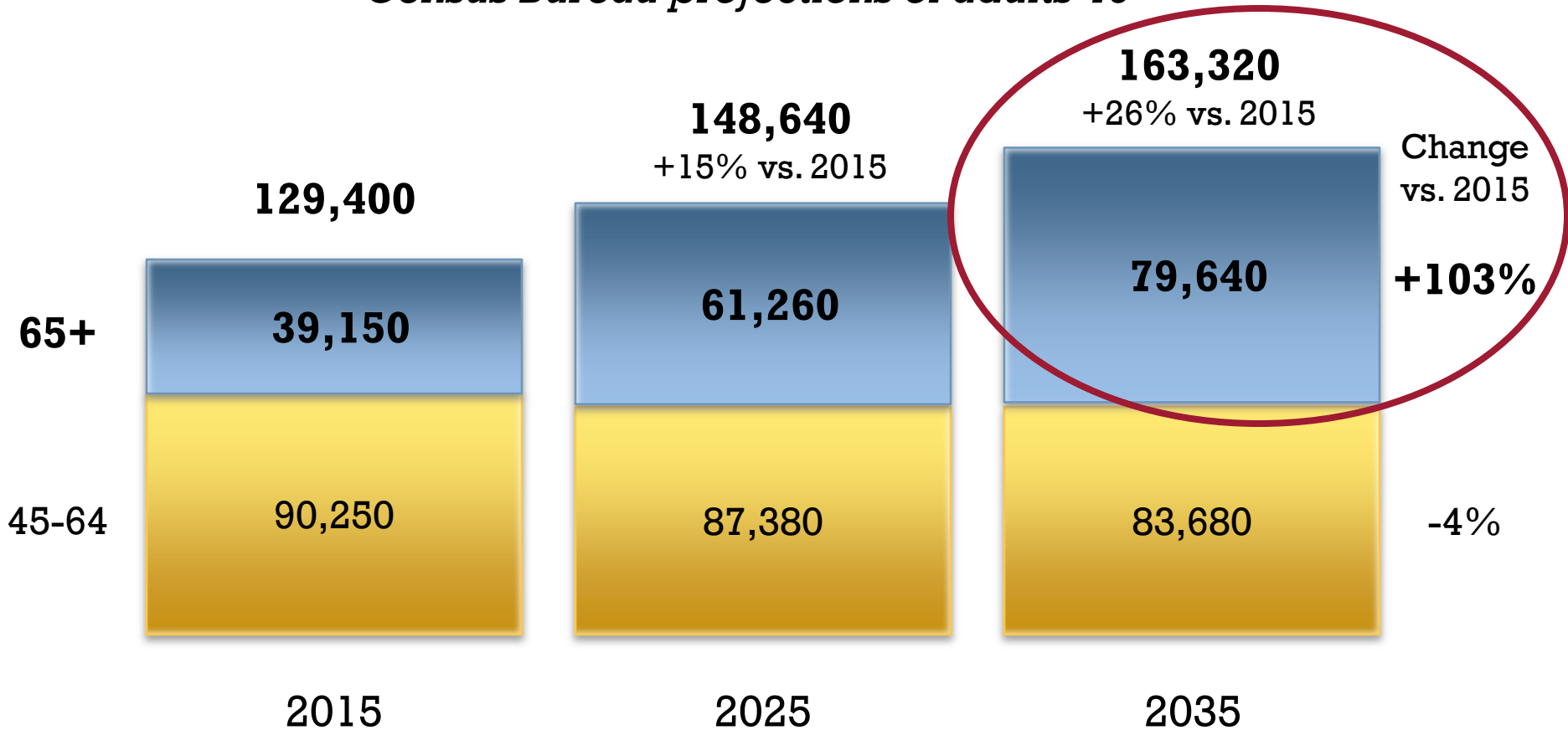
+

Executive Summary



First, some demographic destiny: twice as many older adults in Howard County

Census Bureau projections of adults 45+



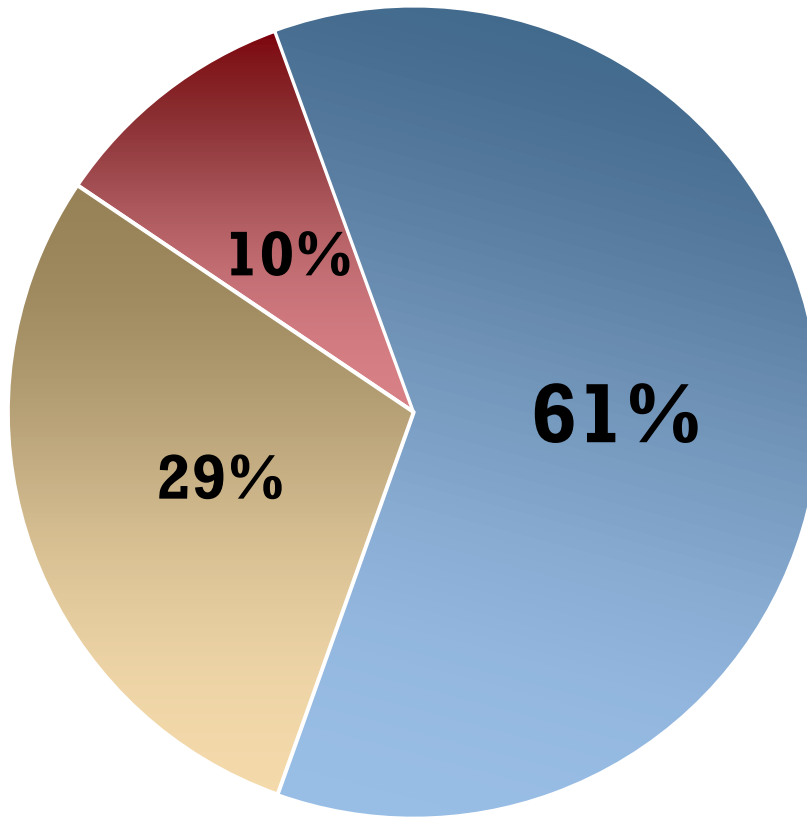
**+ Survey Respondent
Demographics**



Six in ten respondents are Boomers

We only surveyed adults ages 45+

Age Range in 2014:
Generation X: 45-49
Boomer: 50-68
Silent/GI: 69+



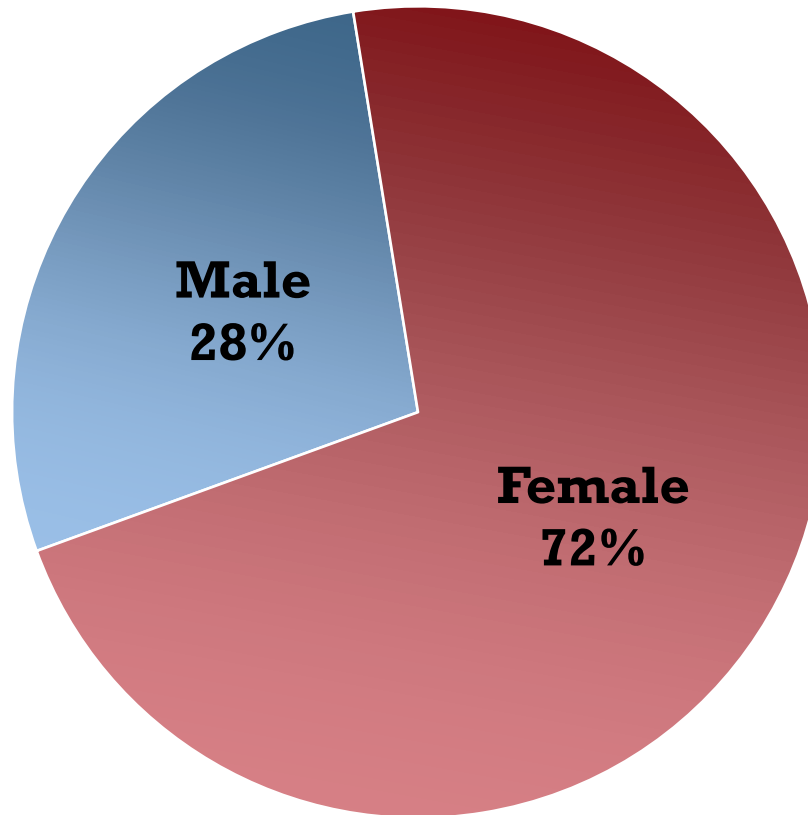
- Generation X
- Boomers
- Silent/GI Generations

Average respondent age is 63 years

Q1. In what year were you born?

+ 7 in 10 respondents are female

12

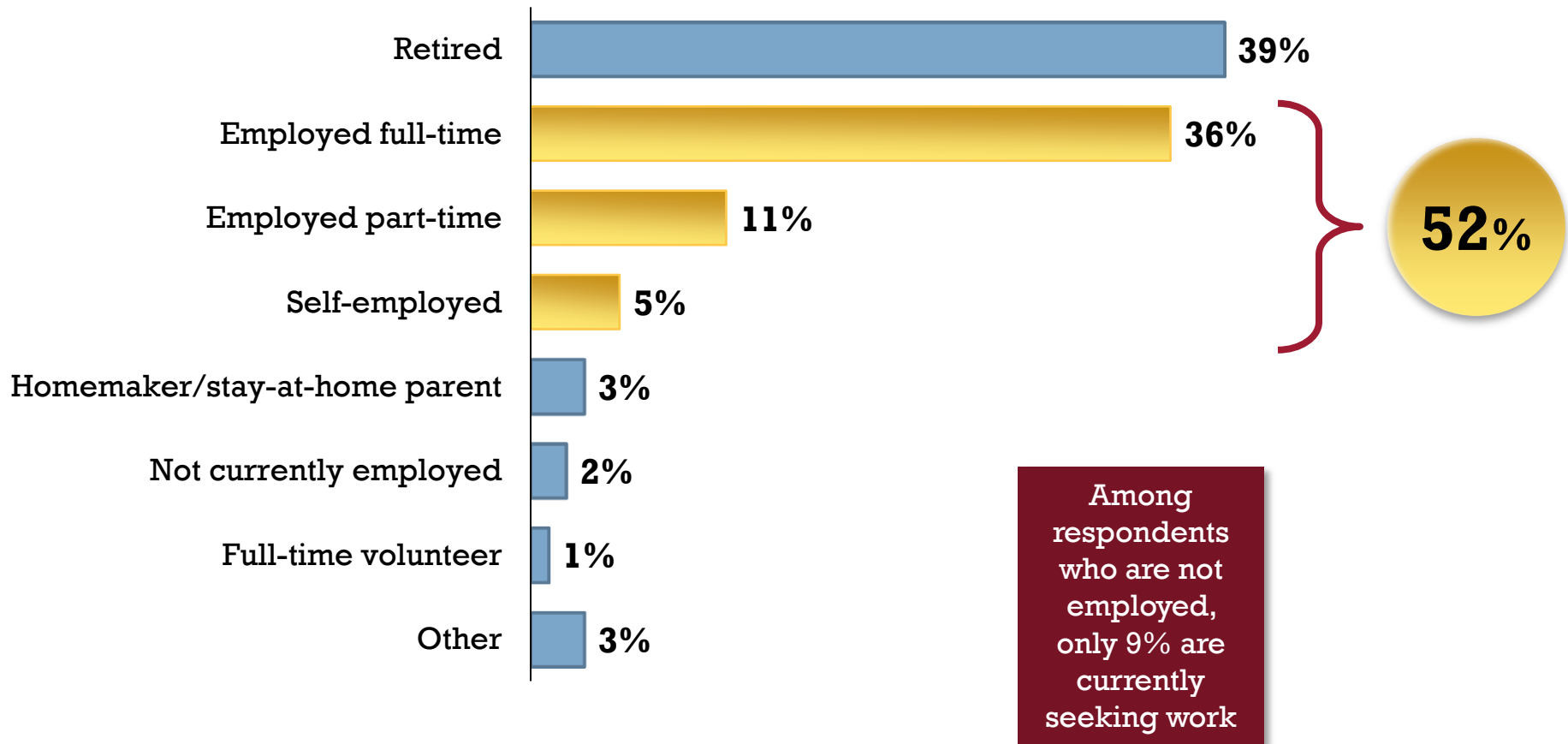


This 3-to-1 ratio is in line with current users of Howard County Senior Centers

Q6. Do you identify yourself as:



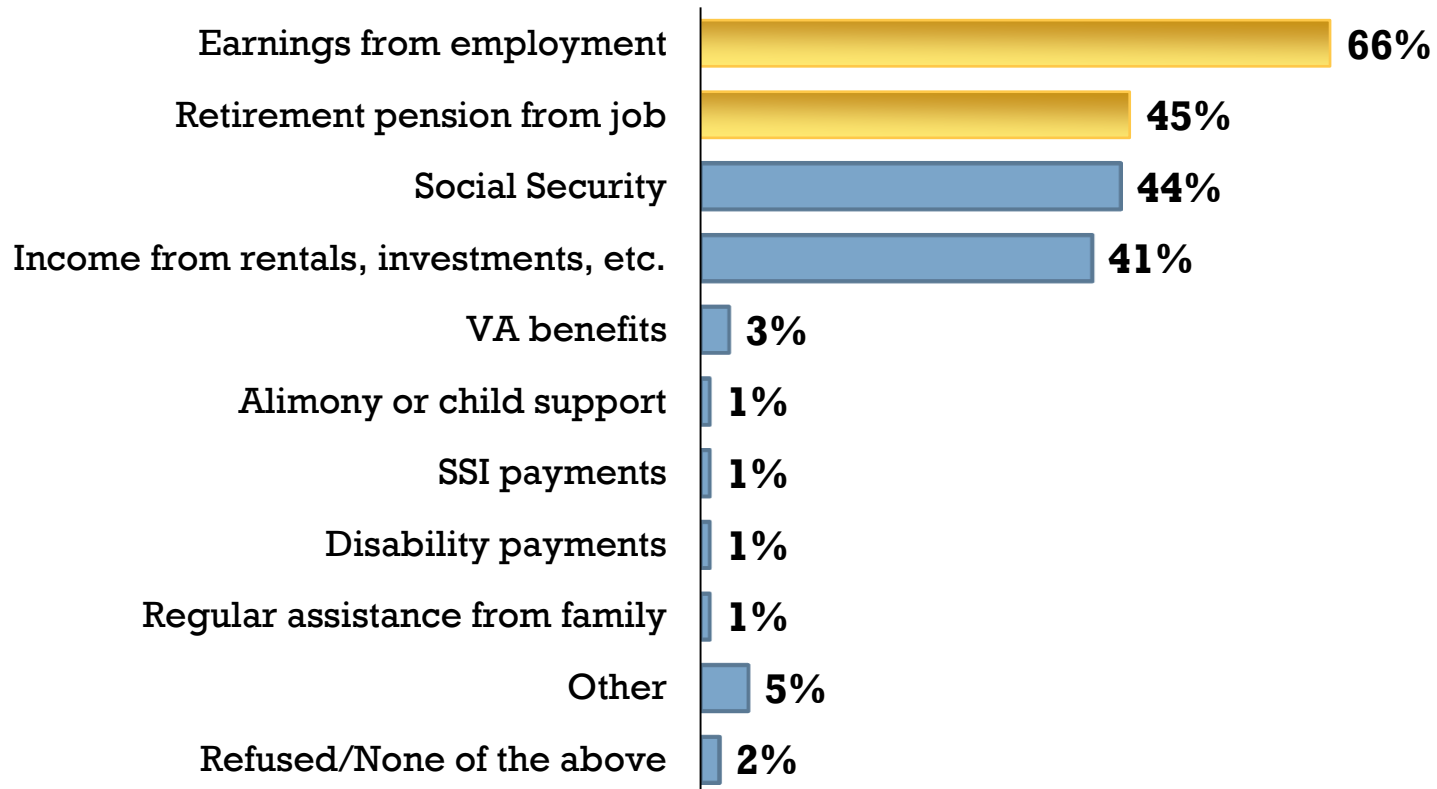
More respondents are working, but many, too, are retired



Q29. Which of the following best describes your employment status?



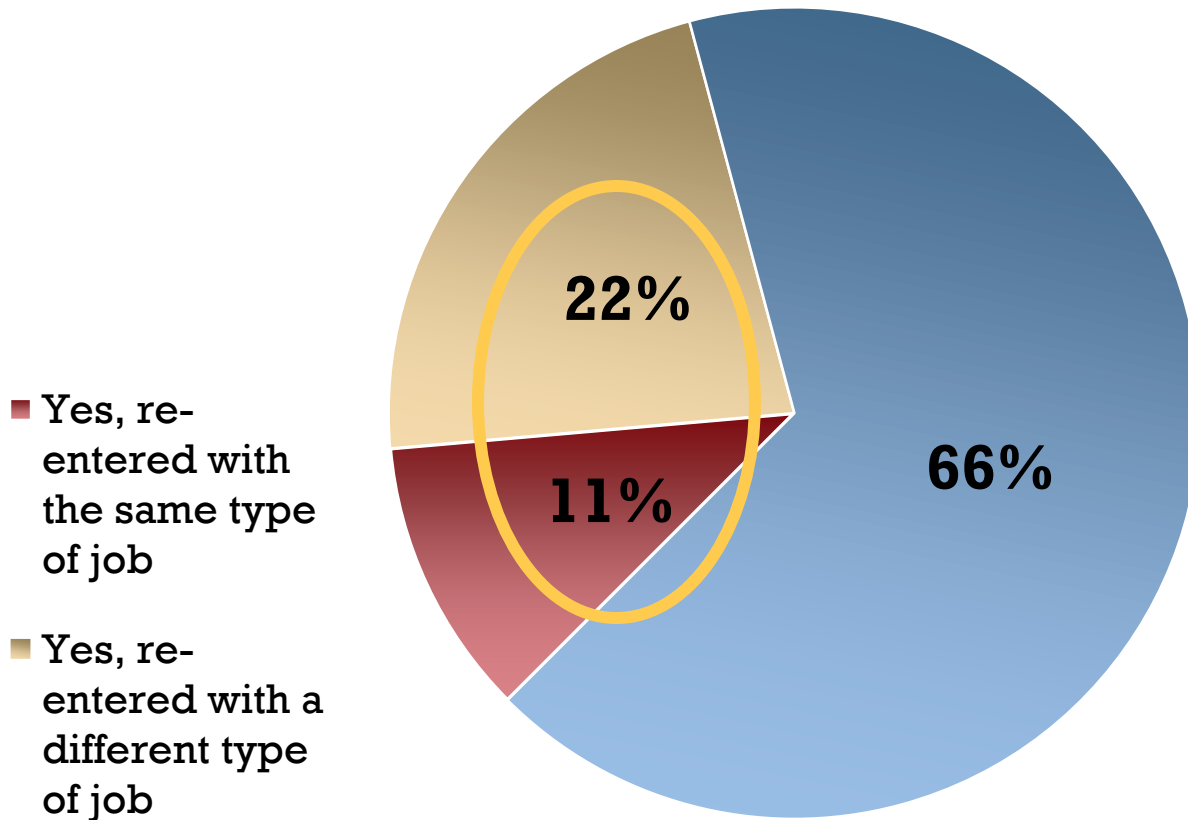
Relatedly, income comes from work-related activities



Q26. Through which of the following sources do you (and your spouse or partner) receive income? Please select all that apply.



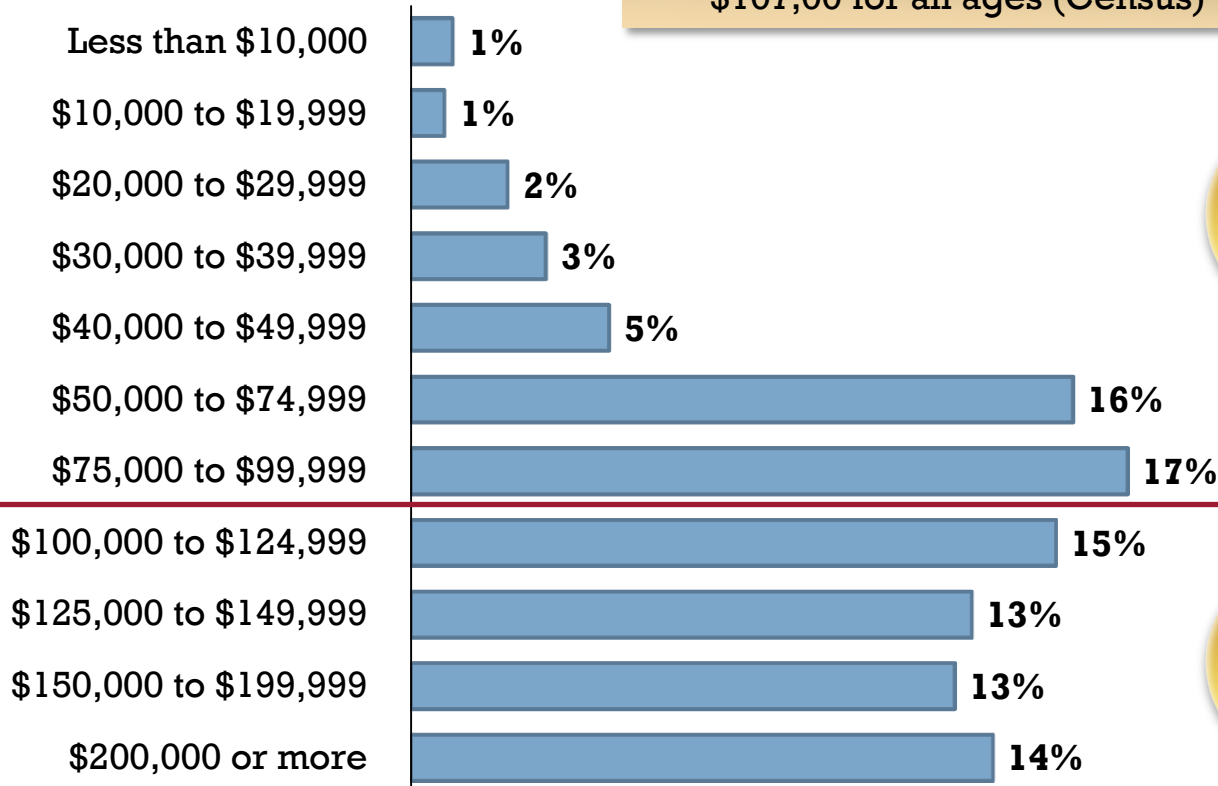
Among respondents currently employed, one-third left and returned to work



Q31. Have you left and re-entered the workforce?

+ Mean income is \$118,000 for respondents

Howard County median income is \$107,00 for all ages (Census)



45%

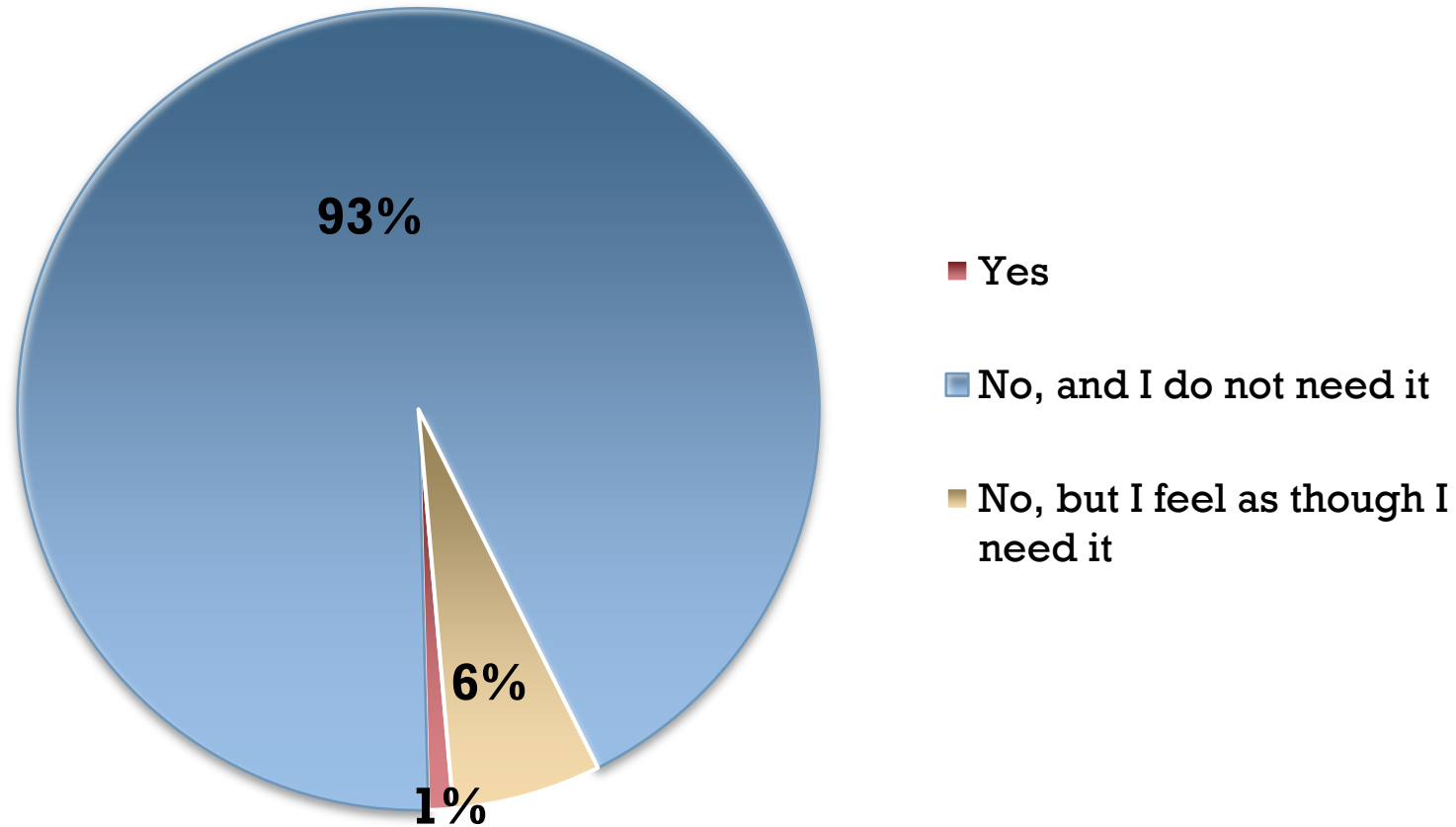
55%

One in six
refused to
answer

Q27. Which of the following best represents your total annual household income? Please include all sources of income for your household. Remember, your responses are completely confidential and will not be linked to you personally in any way.

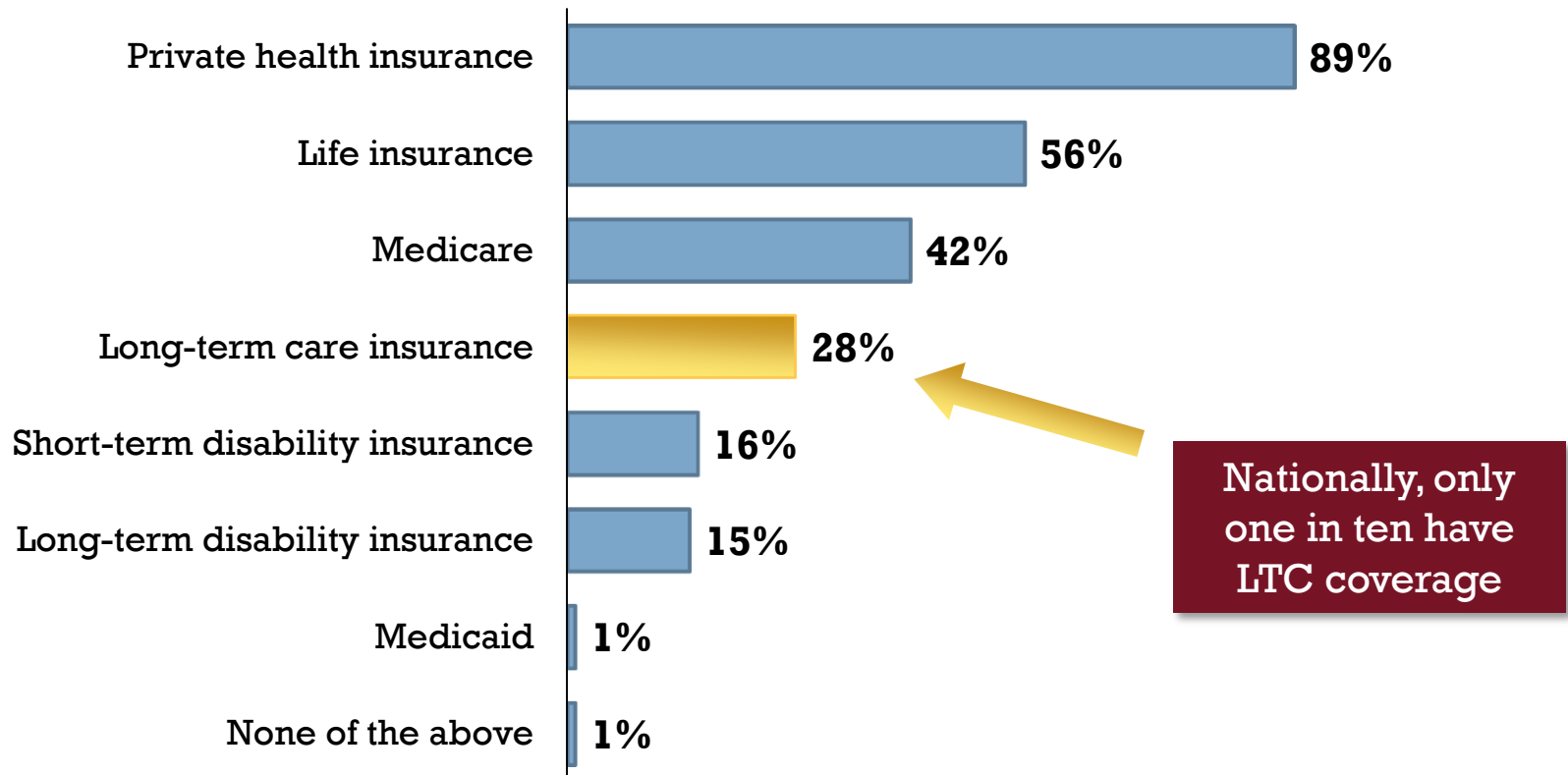


Only a few need or feel a need for public assistance



Q28. Do you currently receive some sort of public assistance, such as food stamps, energy assistance, etc.?

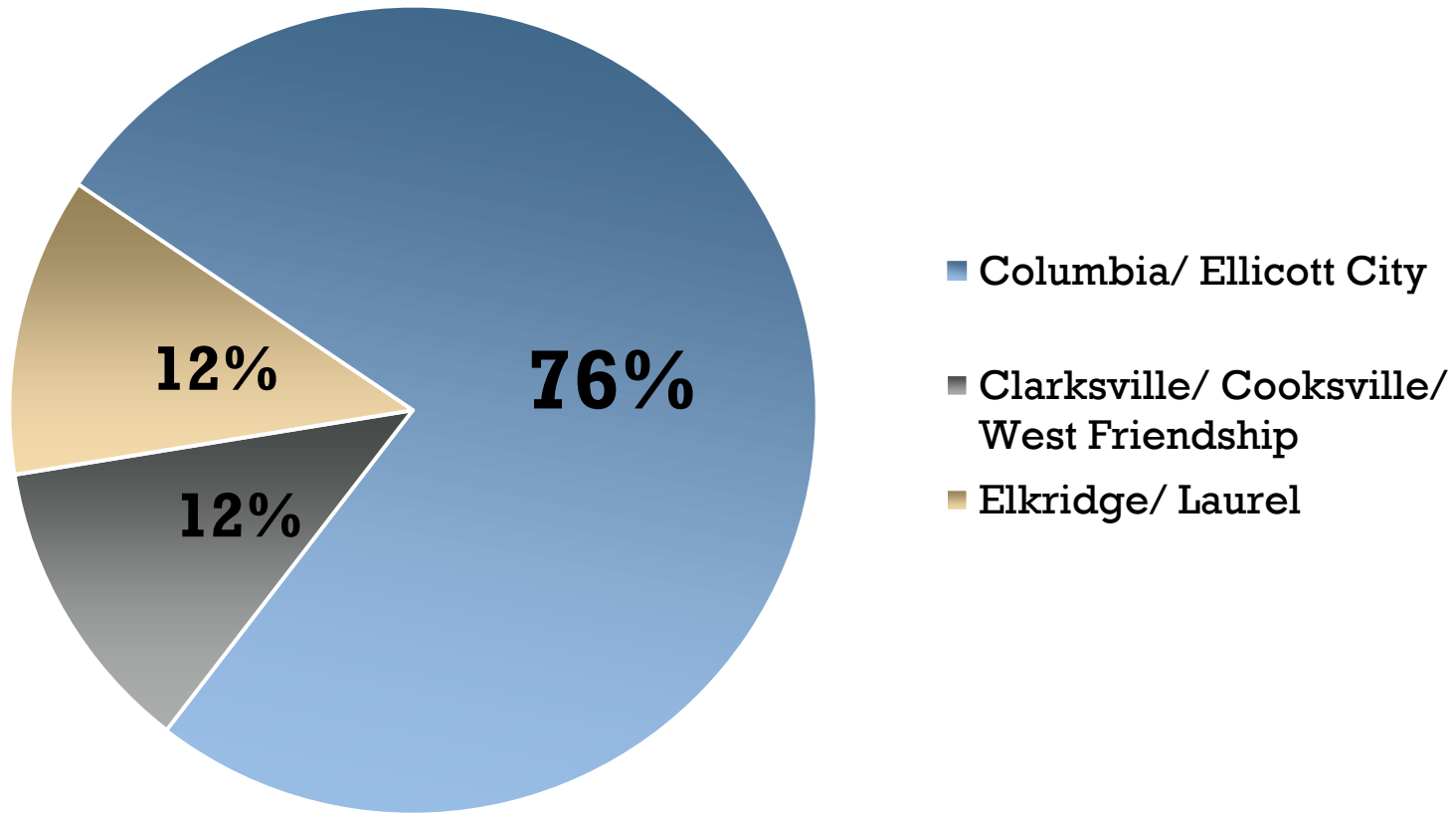
+ Almost all have private health insurance, and many have LTC coverage



Q33. Which of the following types of insurance do you have? Select all that apply.



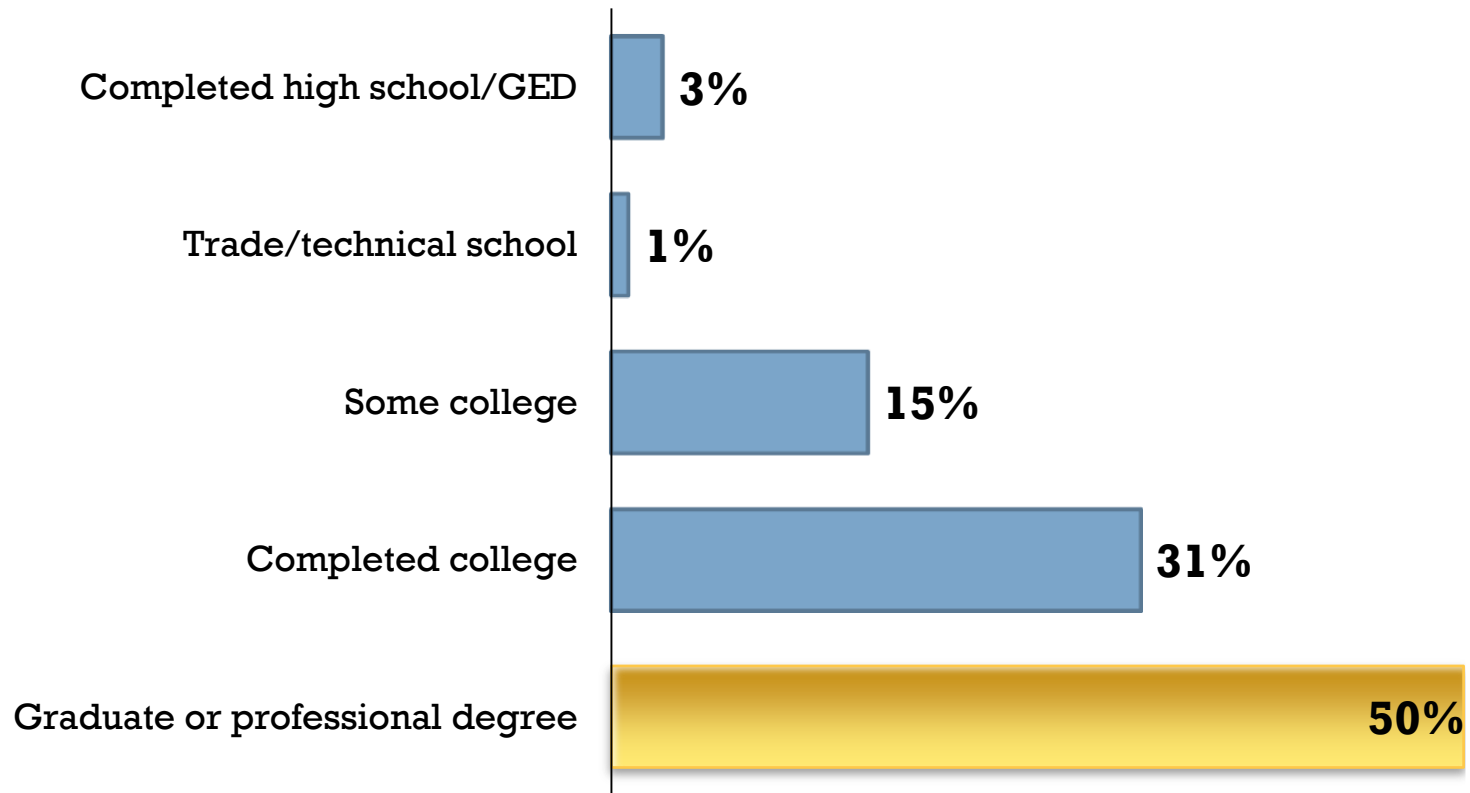
Approximately three-quarters of respondents live in Columbia/Ellicott City



Q3. What is your zip code?



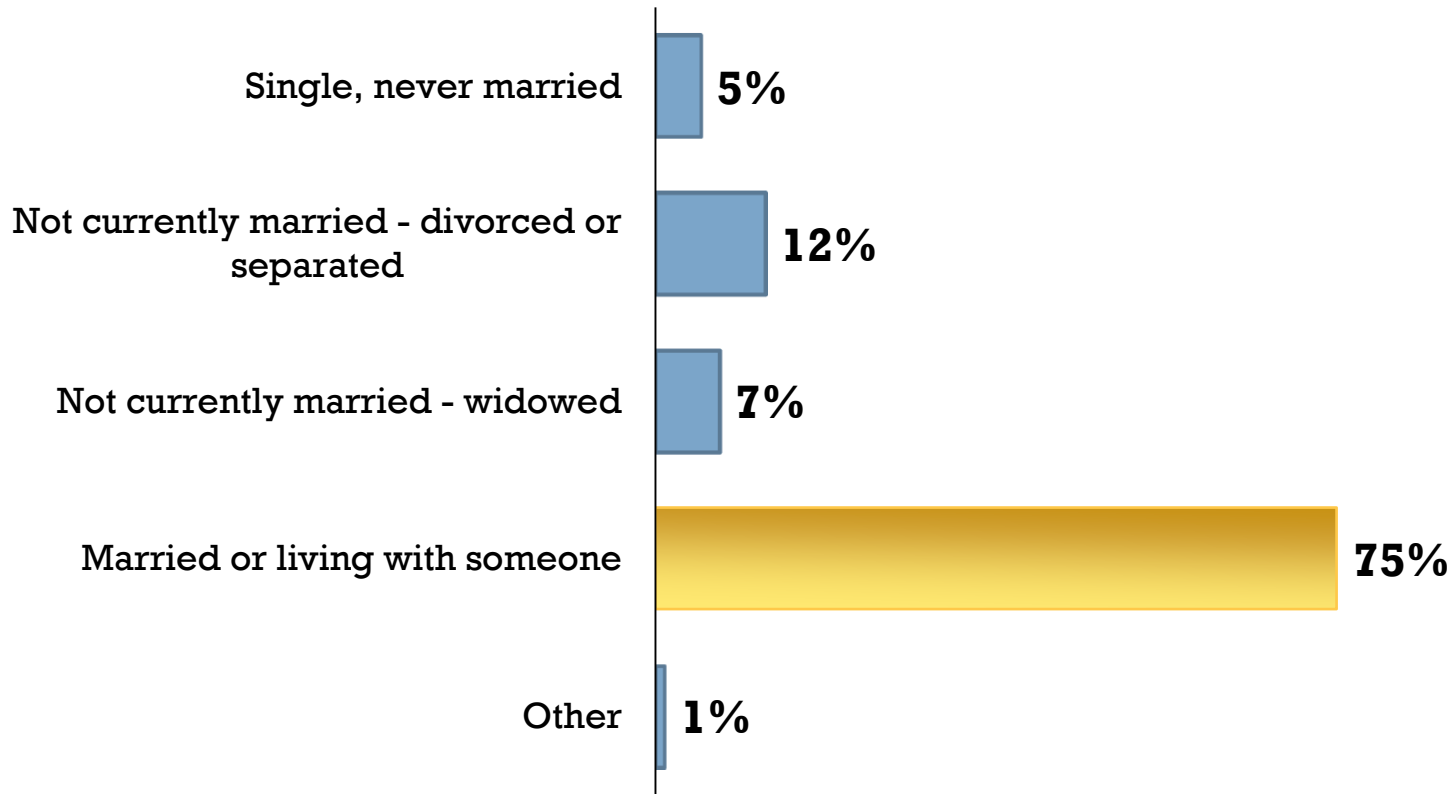
Half of respondents have a graduate or professional degree



Q51. What is the highest level of education you have completed?



Respondents are most likely married or living with someone

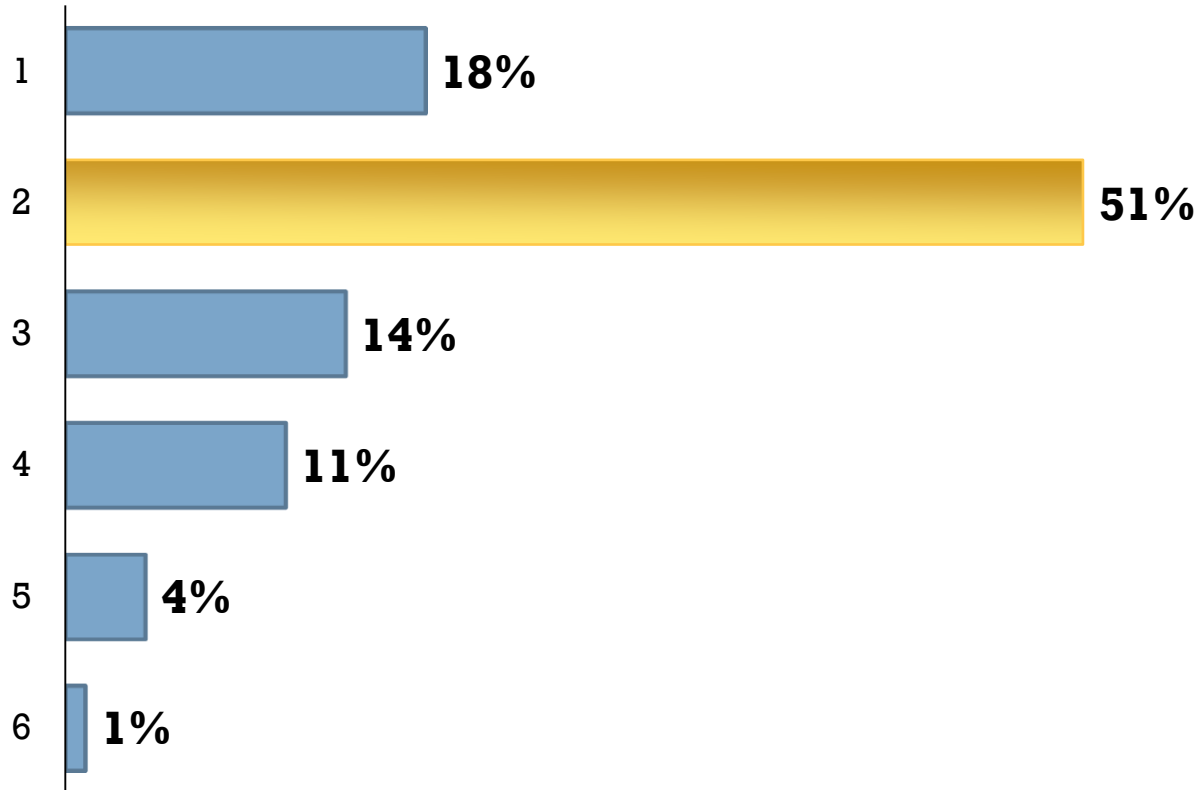


Q52. What is your current marital status?



About half of Howard County respondents have two people living in their household

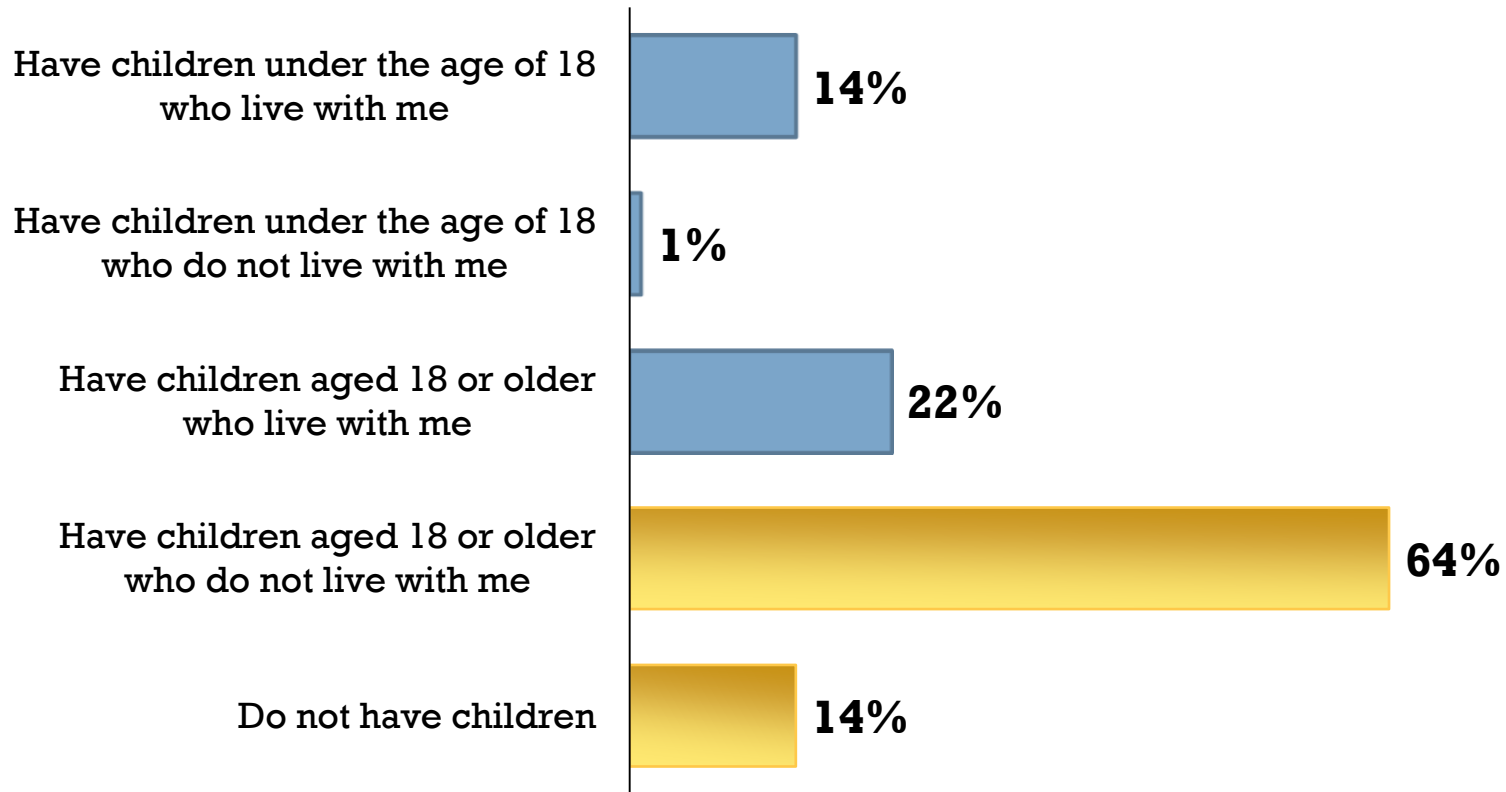
The average number of people living in respondent homes is also 2



Q53. Including you, how many people live in your household?



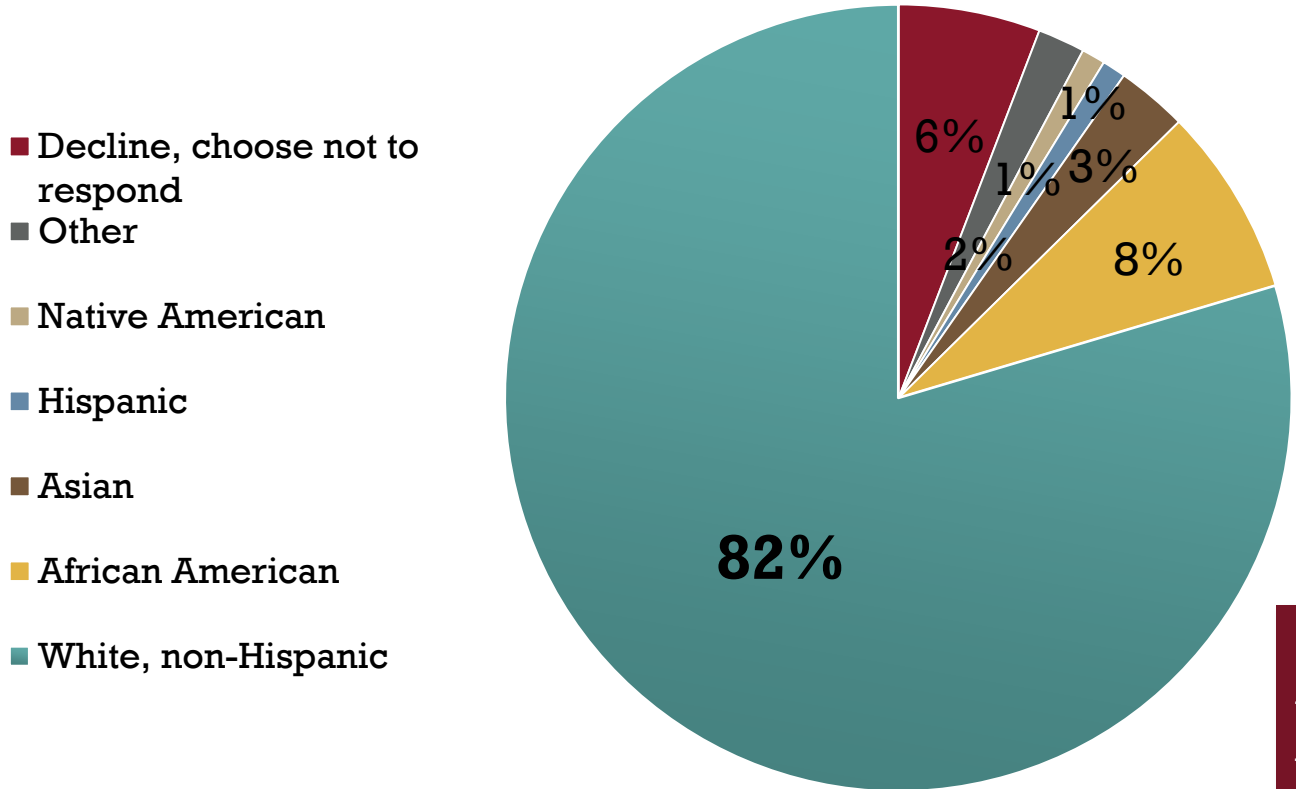
More than three in four do not have children in the house



Q56. Which of the following best describes your children? Select all that apply.



Respondents under-represent minorities in Howard County



2010 Census for Howard County	
White:	73.6%
African-American:	13.3%
Asian:	10.8%

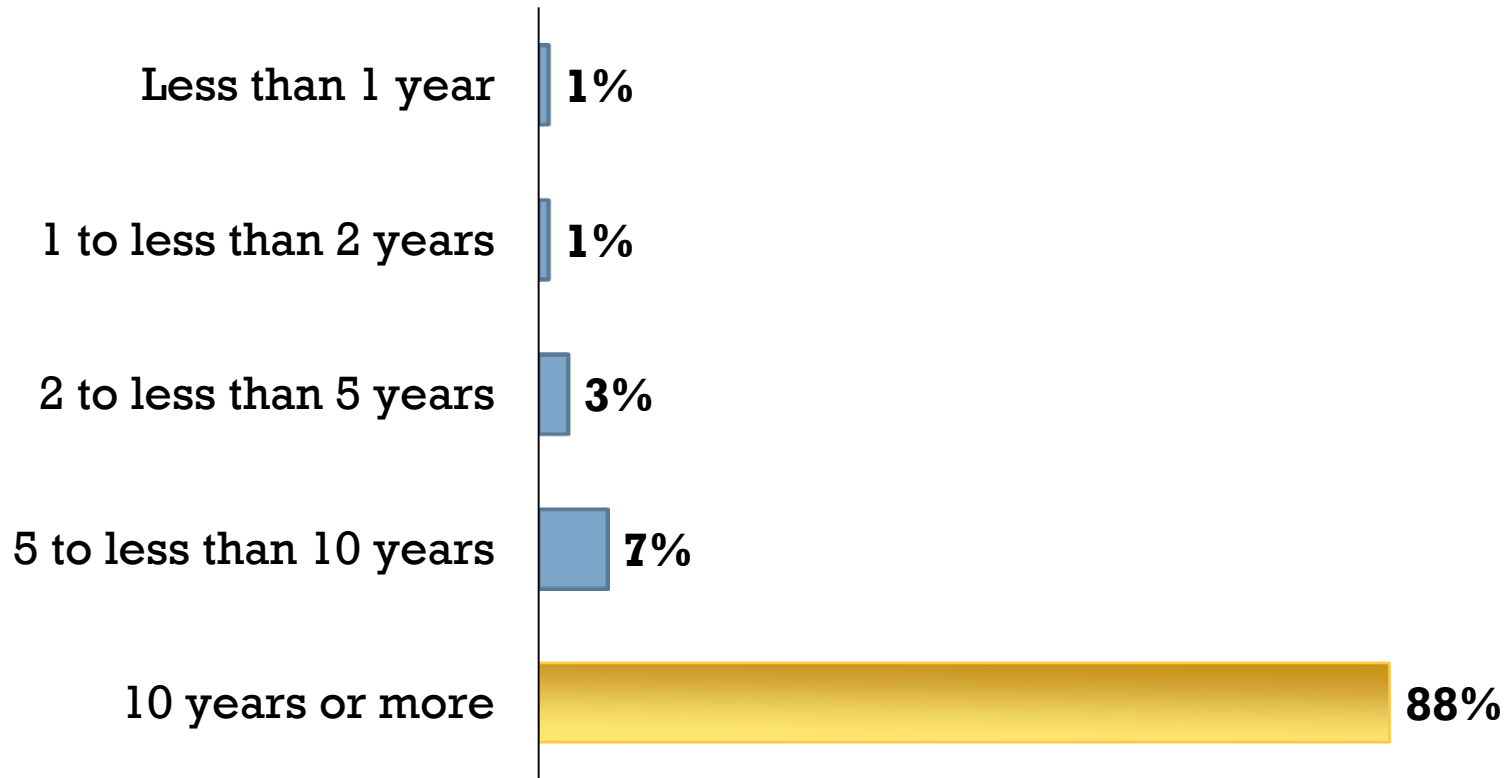
Q59. Which of the following best describes your race or ethnicity? Please select all that apply.

+

Living in Howard County

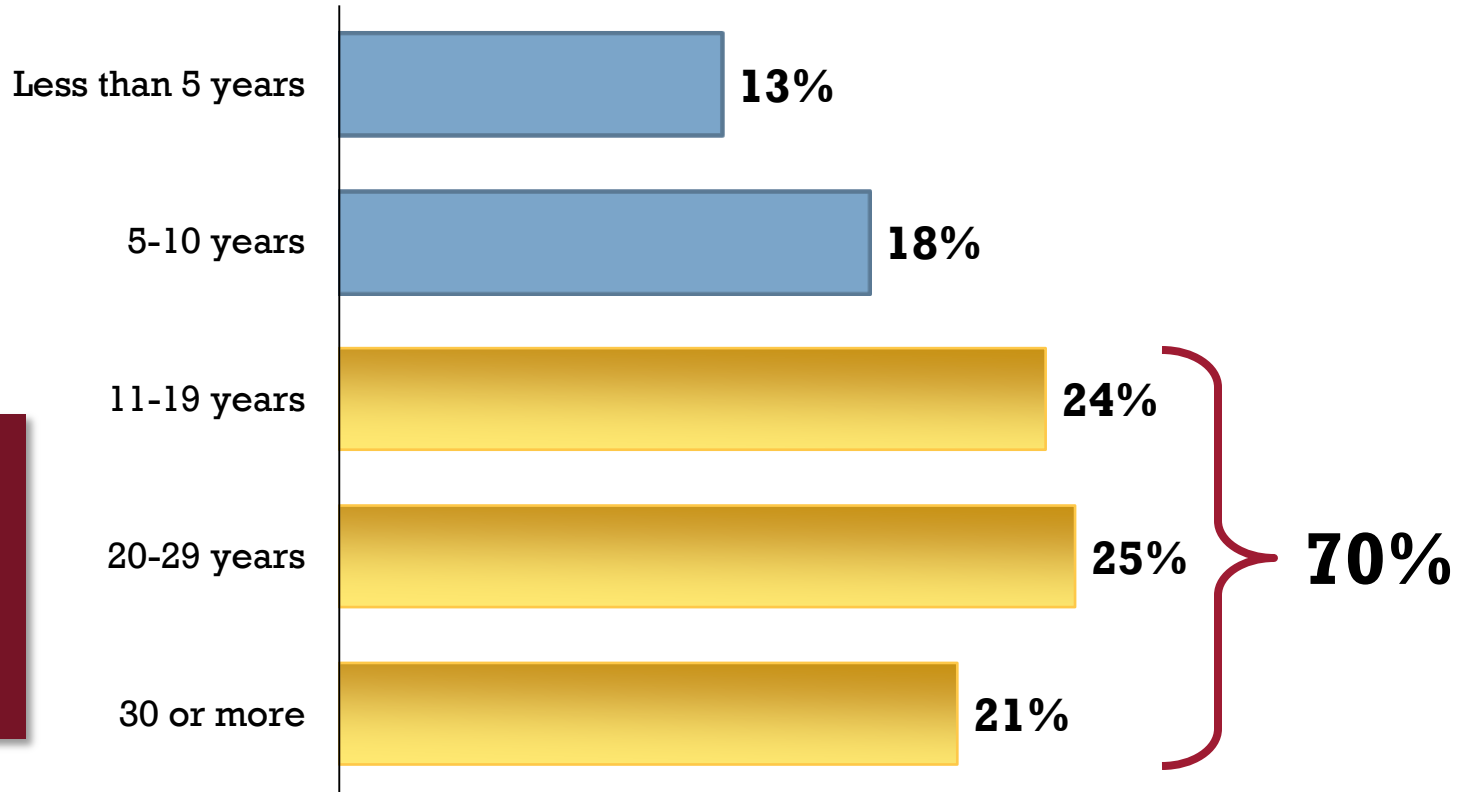


Nearly nine in ten have lived in Howard County for 10+ years



Q4. How long have you lived in Howard County?

+ In fact, 7 in 10 have lived in the same house 10+ years

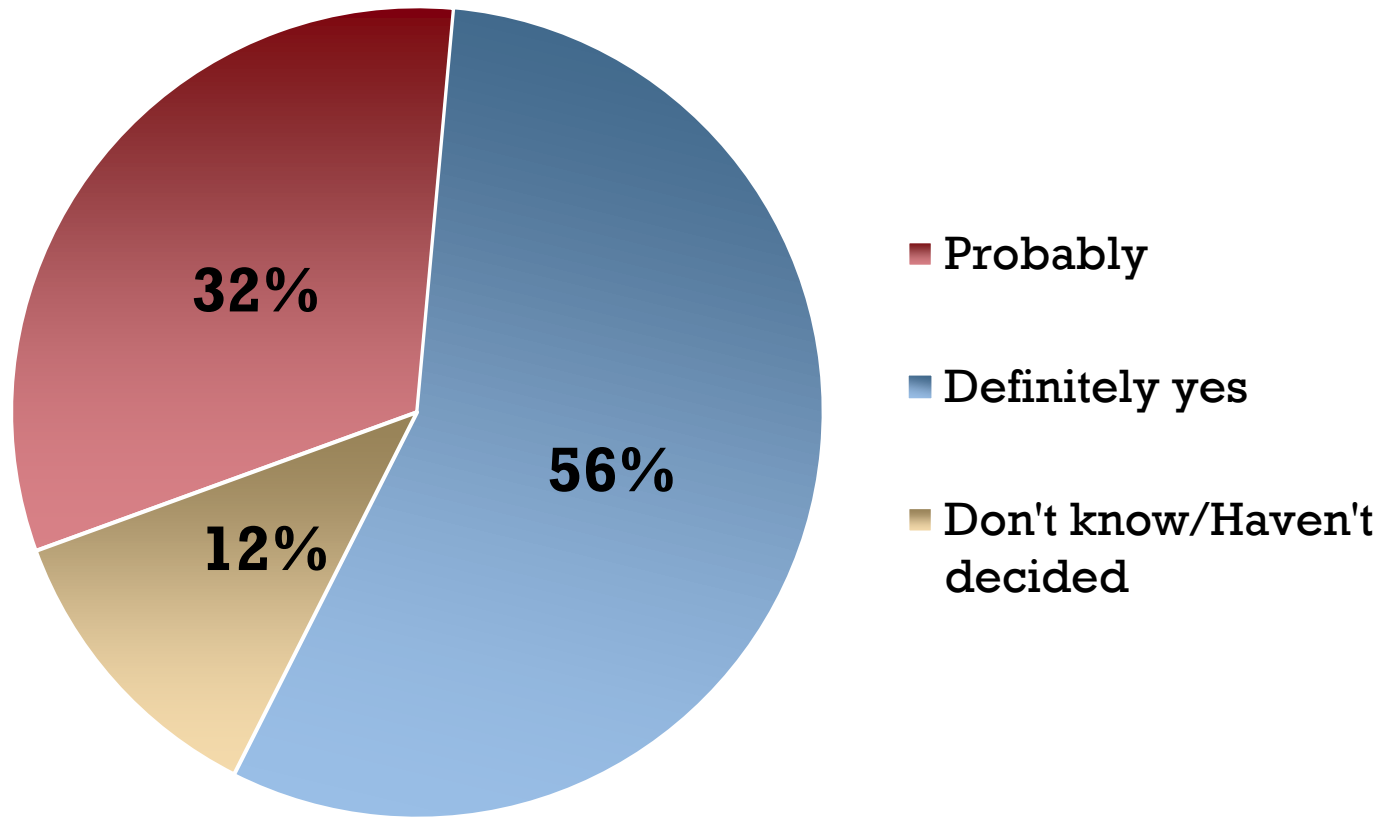


The average length of time respondents have lived in their current home is 19 years



Our respondents are here to stay

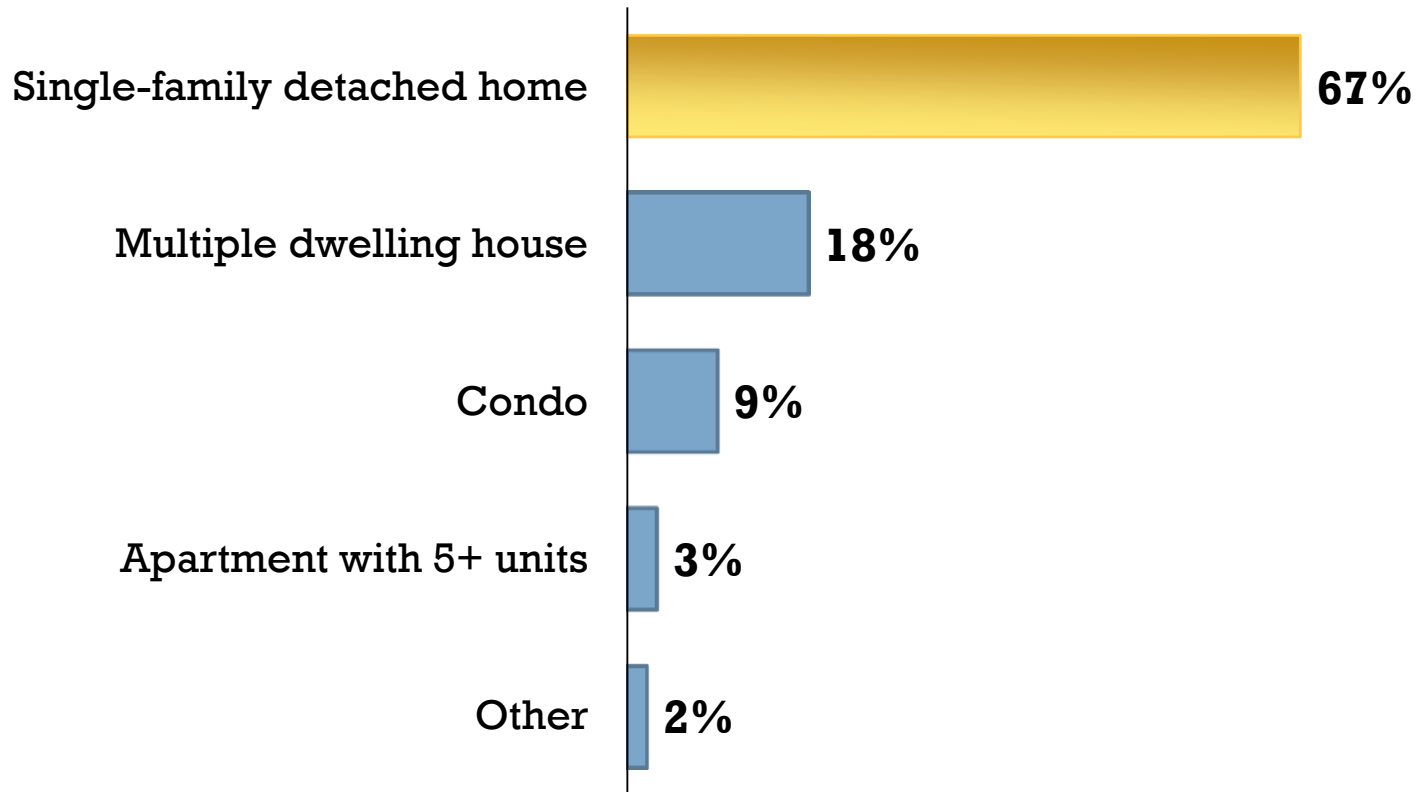
Recall that to qualify for the survey, one had to indicate that they would NOT be leaving Howard County



Q5. Thinking ahead, do you plan on staying in Howard County for the foreseeable future?



Two-thirds live in single family homes



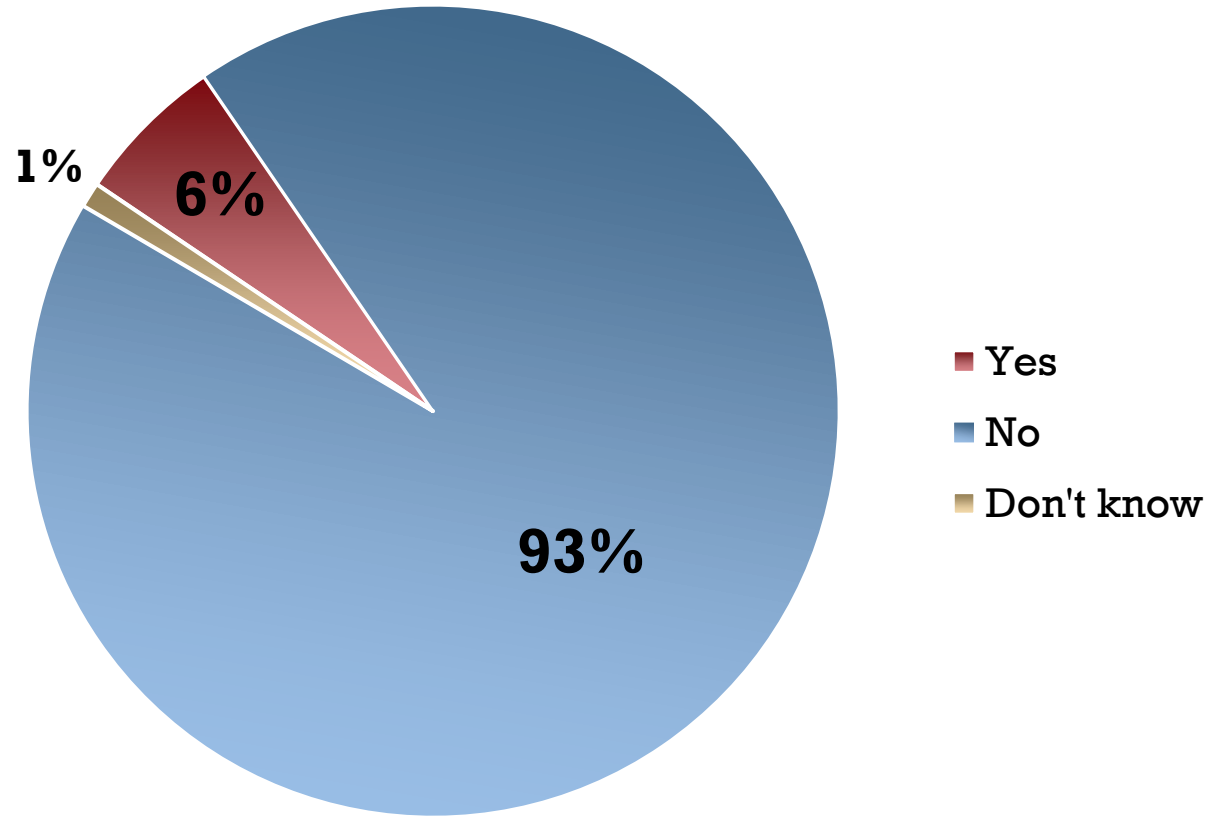
Q43. Which of the following best describes the type of housing where you live?



Most indicated they do not have accessibility issues with their homes

30

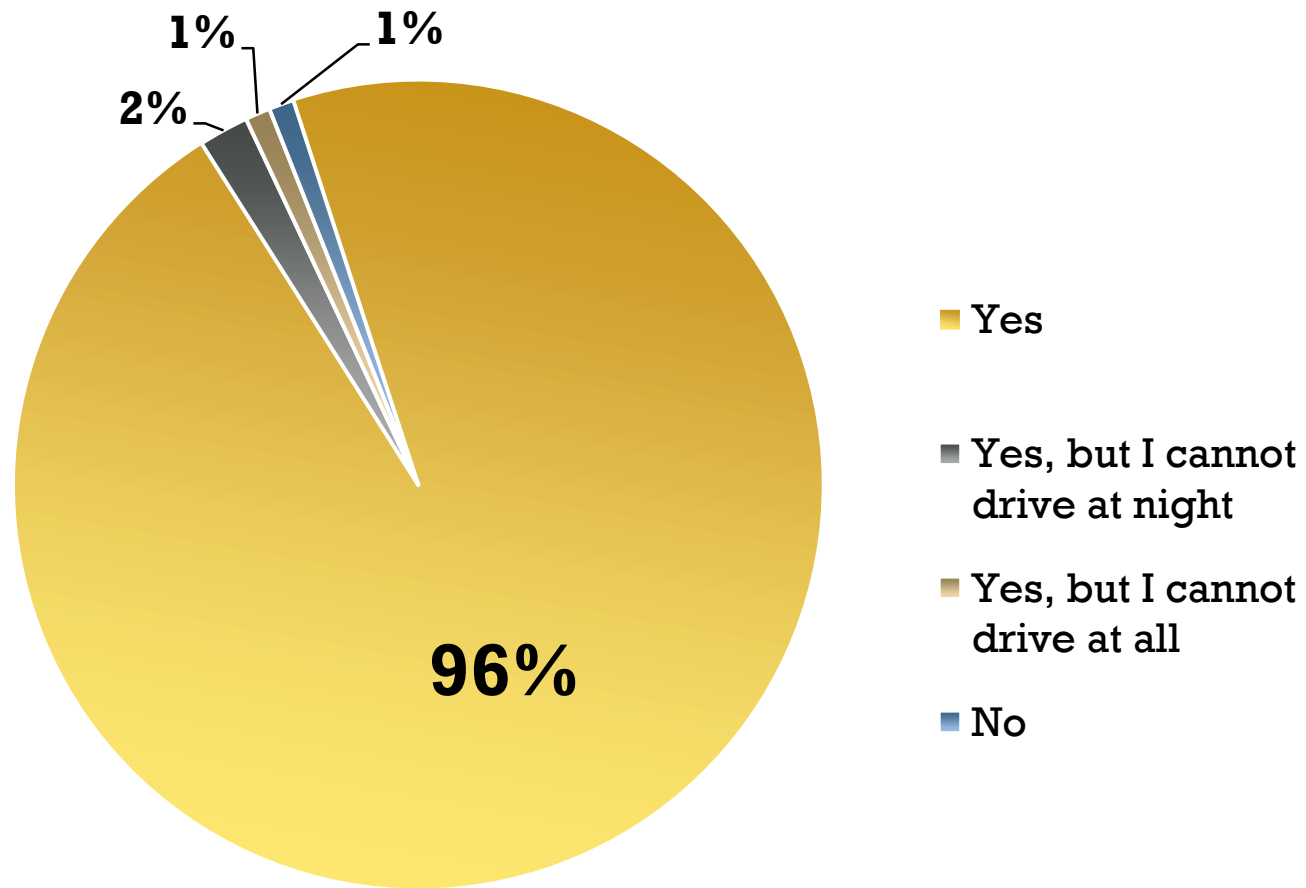
Among respondents who have accessibility issues, 53% plan to remain in their home if they can make it more accessible



Q45. Do you currently have any issues living in your home because your home has features that make it difficult for you in terms of accessibility or mobility?

+ And they are still out on the roadways

Are you a licensed driver?



Q47. Are you a licensed driver?



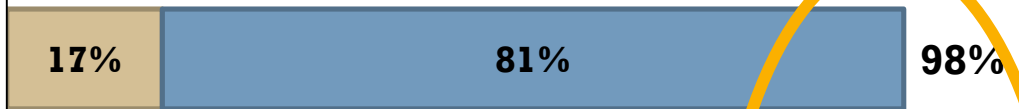
Howard County respondents generally feel safe in their homes and communities



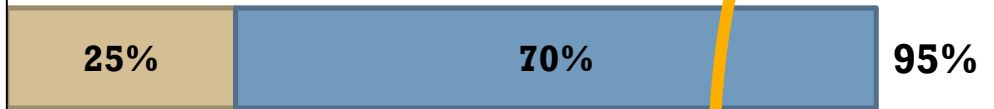
How safe do you typically feel...

Higher safety ratings are reported by Clarksville/ Cooksville/ West Friendship respondents

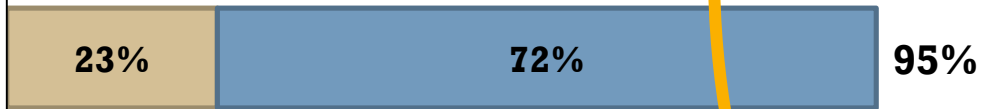
In your home during the day



In your neighborhood or community in general during the day



In your home at night



In your neighborhood or community in general at night

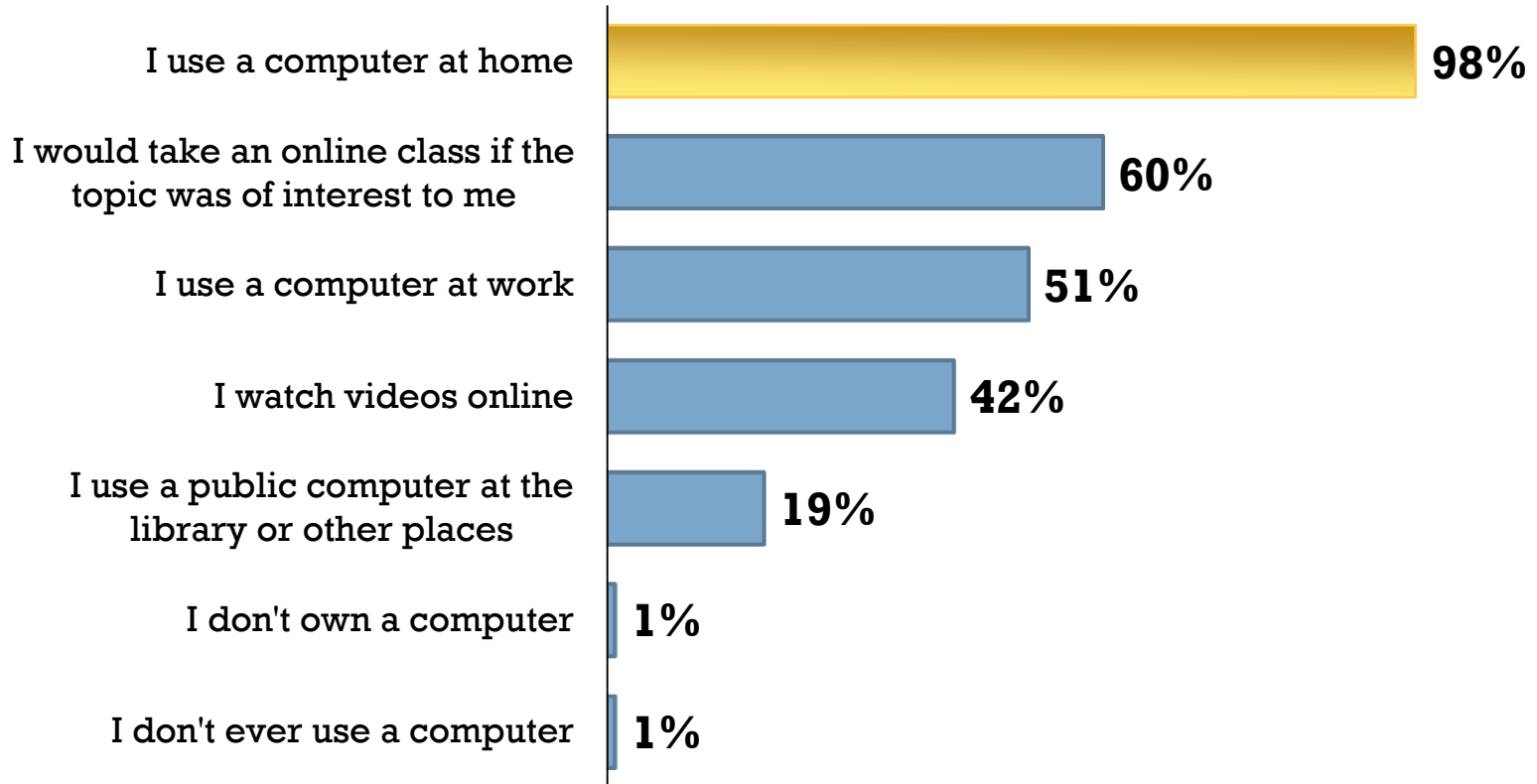


■ 4 ■ 5- Very safe

Q46. For each of the following, please indicate how safe you typically feel. Please use a scale of 1 to 5, where "1" means "Not at All Safe" and "5" means "Very Safe."



Almost all have a computer



Q55. Select all that apply:



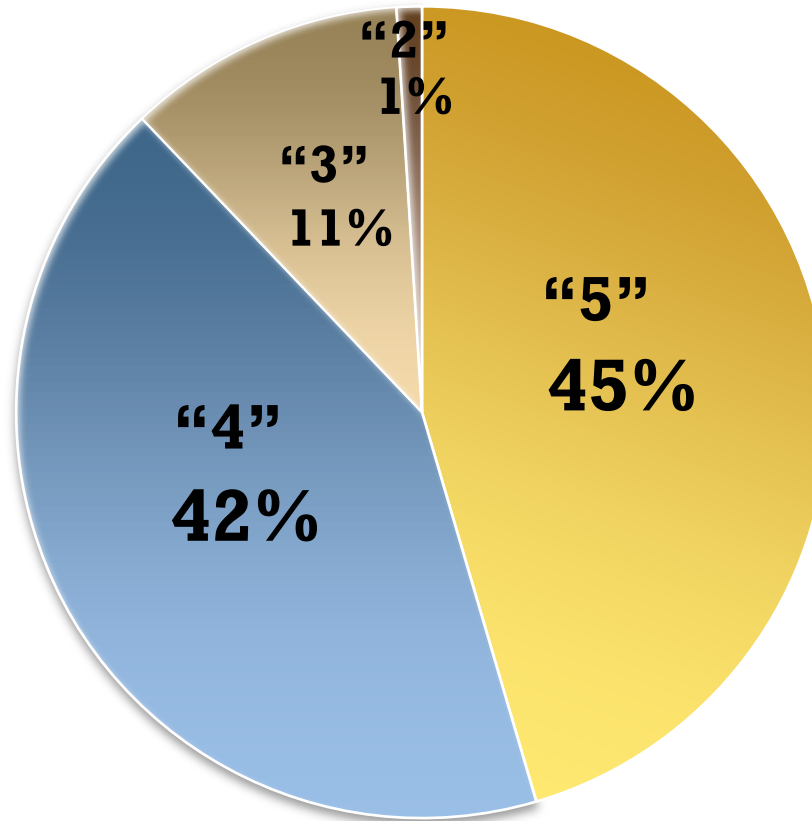
Implications for 20-Year Master Plan for Older Adults

- Even though this survey has an over-representation of white, affluent older adults in Howard County, the rapid increase in the number of older adults could mean that in the future, the county will have more older adults without the means to support themselves adequately.
- The long-term plan should assume older adults will want to stay in their homes (impacting housing stock, design and zoning laws) and maintain their independence in terms of transportation (impacting resources allocated to county-wide transportation).
- The high percentage of respondents with long-term care insurance bodes well for the county.

+

Quality of Life in Howard County

+ Respondents rate their own quality of life fairly high

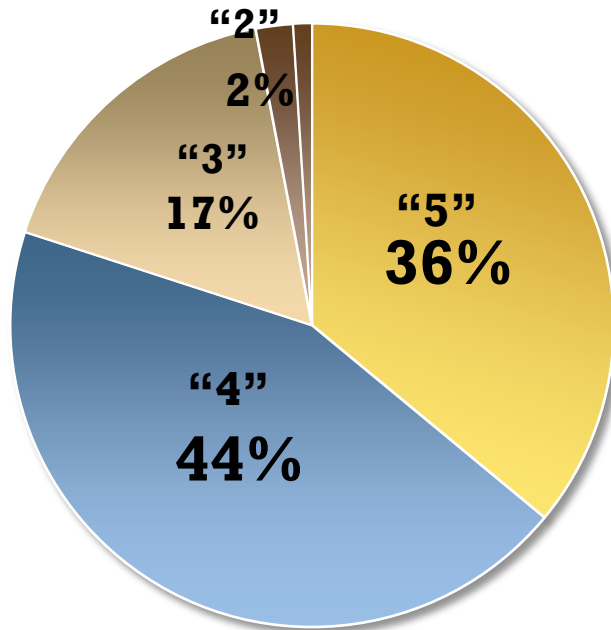


**87% rate
"5" or "4"**

Q7. Overall, how would you rate the quality of life for each of the following? Please use a scale of 1 to 5, where "1" means "Poor" and "5" means "Excellent."

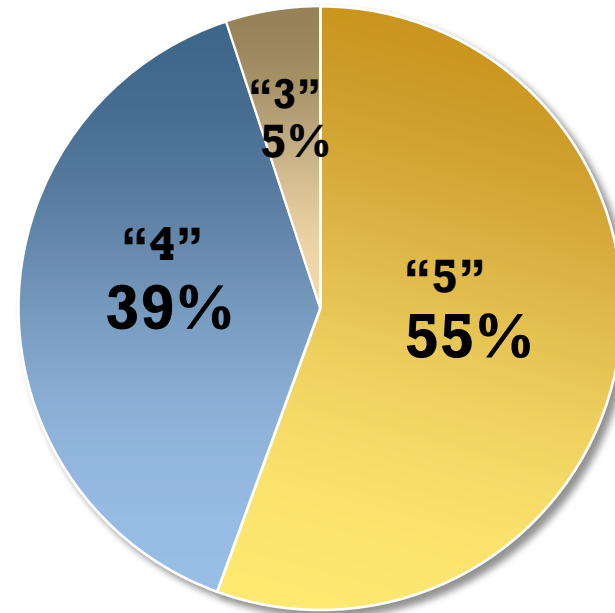
+ Turns out, money does impact “quality of life”

HHI <\$100,000



**80% rate
"5" or "4"**

HHI \$100,000+



**94% rate
"5" or "4"**

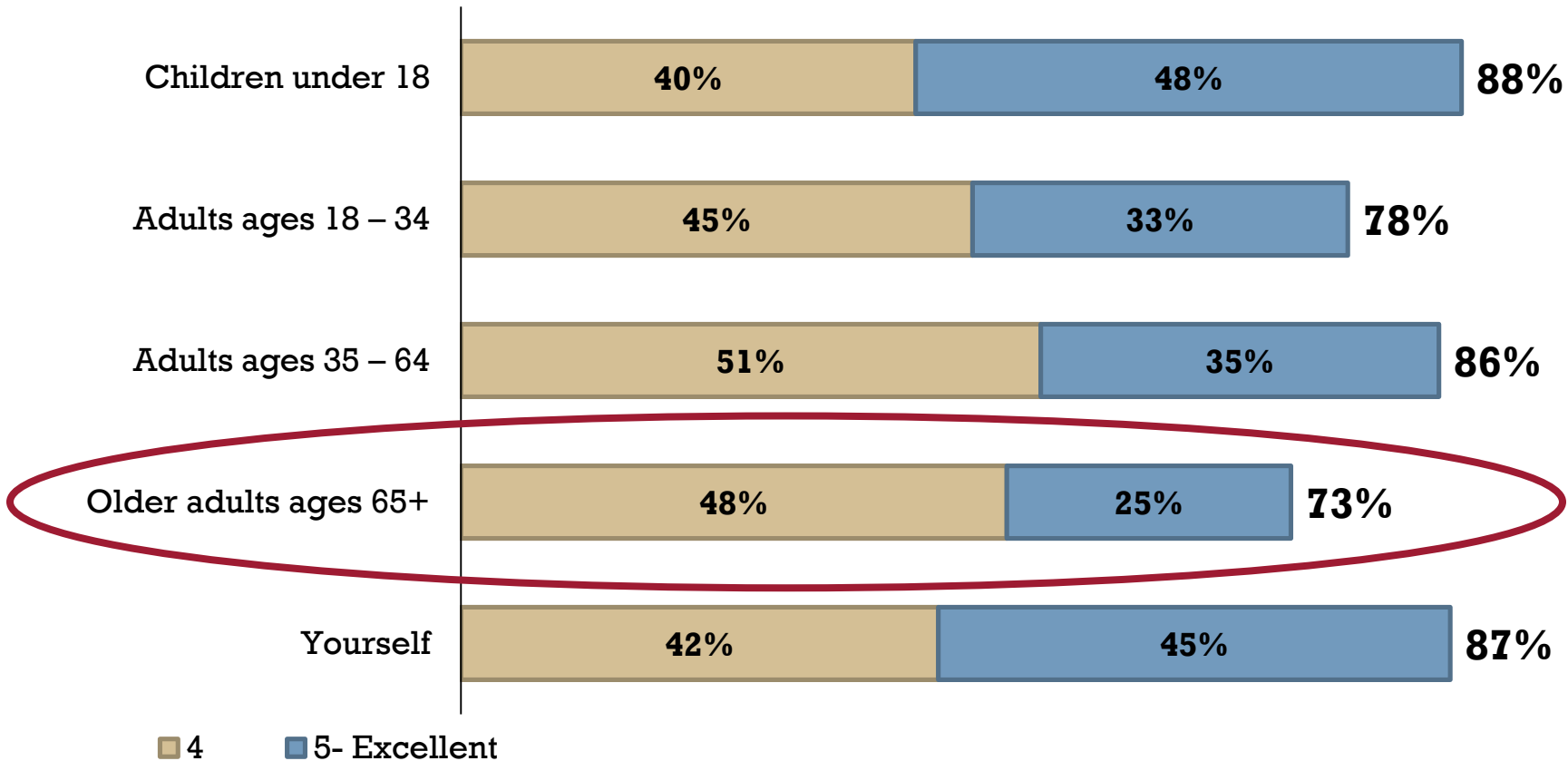
Q7. Overall, how would you rate the quality of life for each of the following? Please use a scale of 1 to 5, where "1" means "Poor" and "5" means "Excellent."



But respondents rate adults ages 65 or older as having the lowest quality of life

38

Rate the quality of life of:



Q7. Overall, how would you rate the quality of life for each of the following? Please use a scale of 1 to 5, where "1" means "Poor" and "5" means "Excellent."



These ratings are not unusual

- In other studies we have conducted in other states, as well as nationally, we typically see adults rating the quality of life for older adults at lower levels than their own, **even if they are over 65 themselves.**

Scores of “4” and “5”

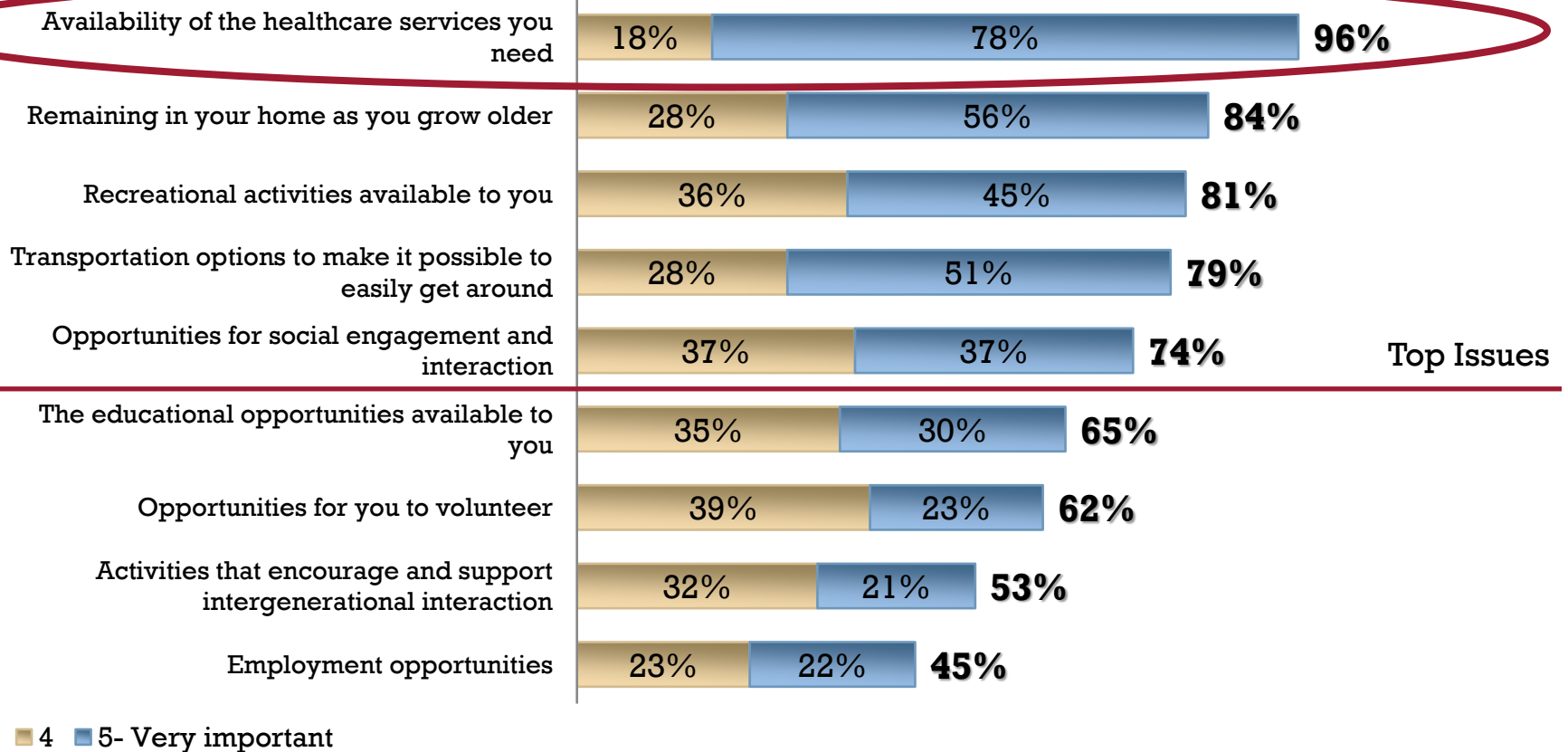
Rating:	Silent/G.I.	Boomers/Younger
Your QOL:	88%	88%
QOL for adults 65+:	80%	70%

-8 points

-10 points

What is
IMPORTANT
to older adults
in Howard County?

+ Availability of healthcare services was rated as most important to respondents

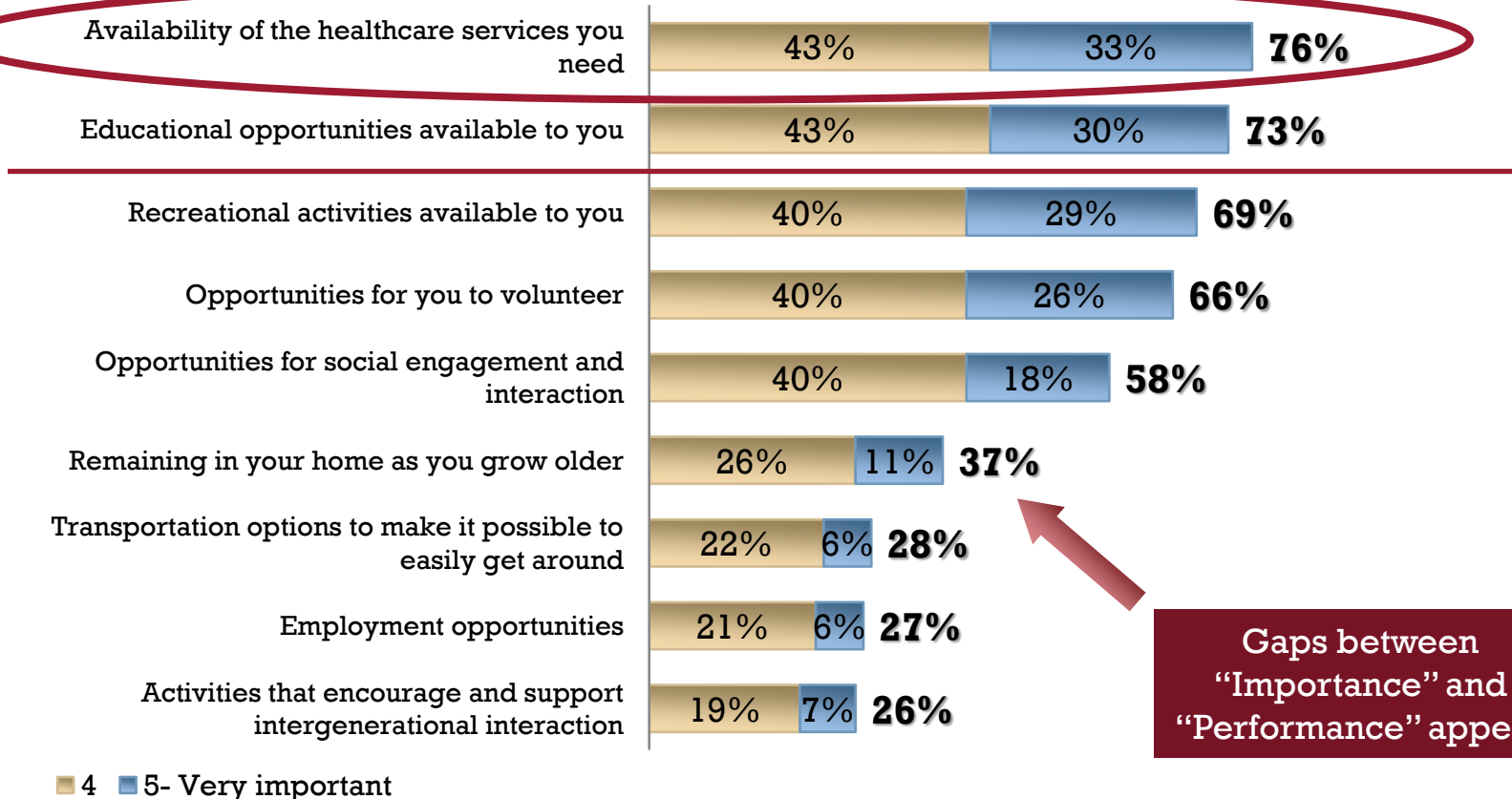


Top Issues

Q11. Thinking about your life in Howard County, for each of the following, tell us how important it is to you personally. Please use a scale of 1 to 5, where “1” means “Not at all Important” and “5” means “Very Important.”

How well do
organizations
DELIVER or
PERFORM
those activities in
Howard County?

+ Organizations earn high marks for delivering or performing healthcare services



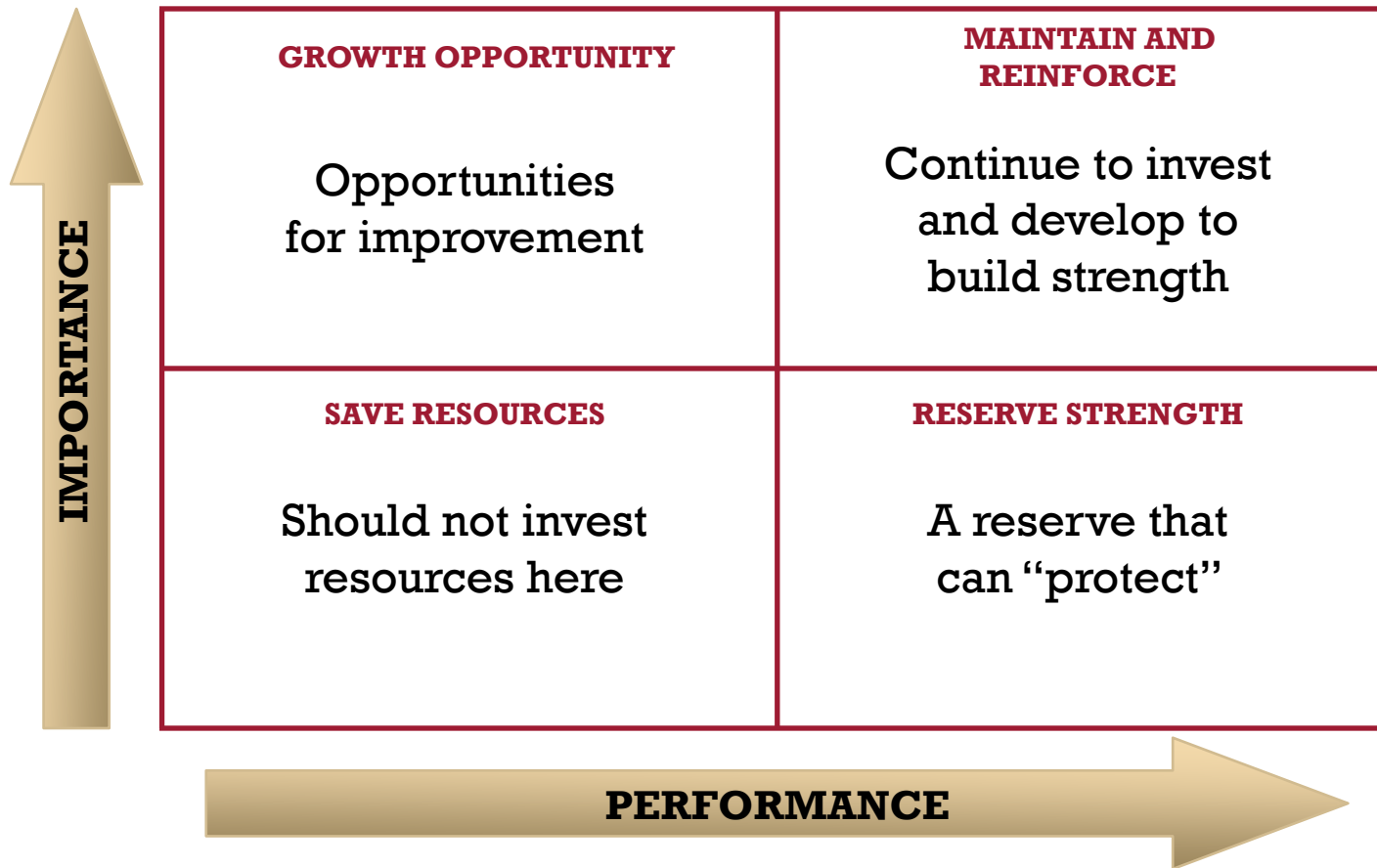
Q12. Using the same list, now tell us how well organizations deliver or perform those activities in Howard County overall. Please use a scale of 1 to 5, where "1" means "Does Not Deliver or Perform Well" and "5" means "Delivers or Performs Very Well."



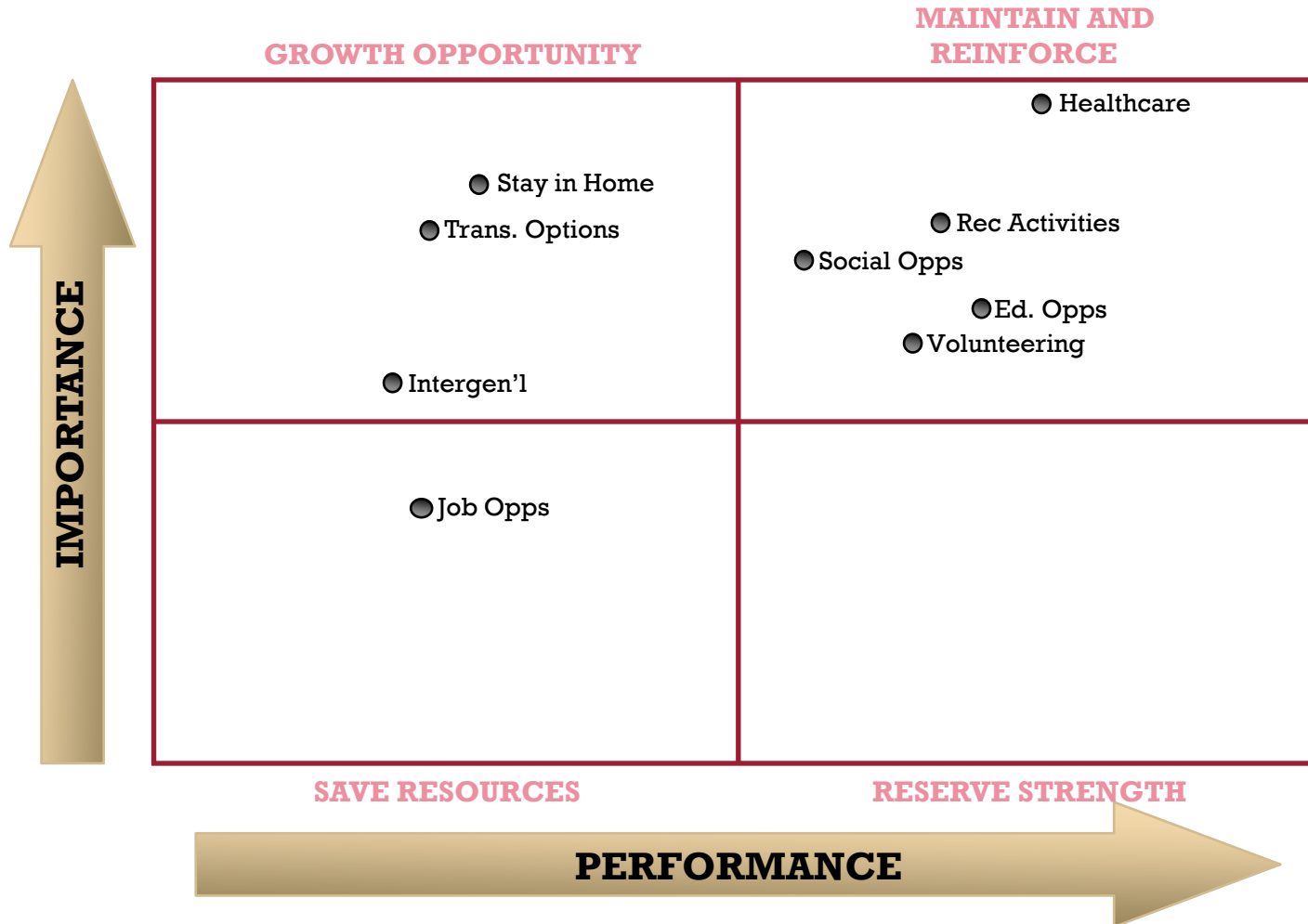
Gaps between “Importance” and “Performance” emerge

	Importance	Performance	Gap
Availability of the healthcare services you need in Howard County	96%	76%	-20
Remaining in your home as you grow older	84%	37%	-47
Recreational activities available to you in Howard County	81%	69%	-12
Transportation options to make it possible to easily get around in Howard County	79%	28%	-51
Opportunities for social engagement and interaction in Howard County	74%	58%	-16
The educational opportunities available to you in Howard County	65%	73%	+8
Opportunities for you to volunteer in Howard County	62%	66%	+4
Activities that encourage and support intergenerational interaction in Howard County	53%	26%	-27
Employment opportunities in Howard County	45%	27%	-18

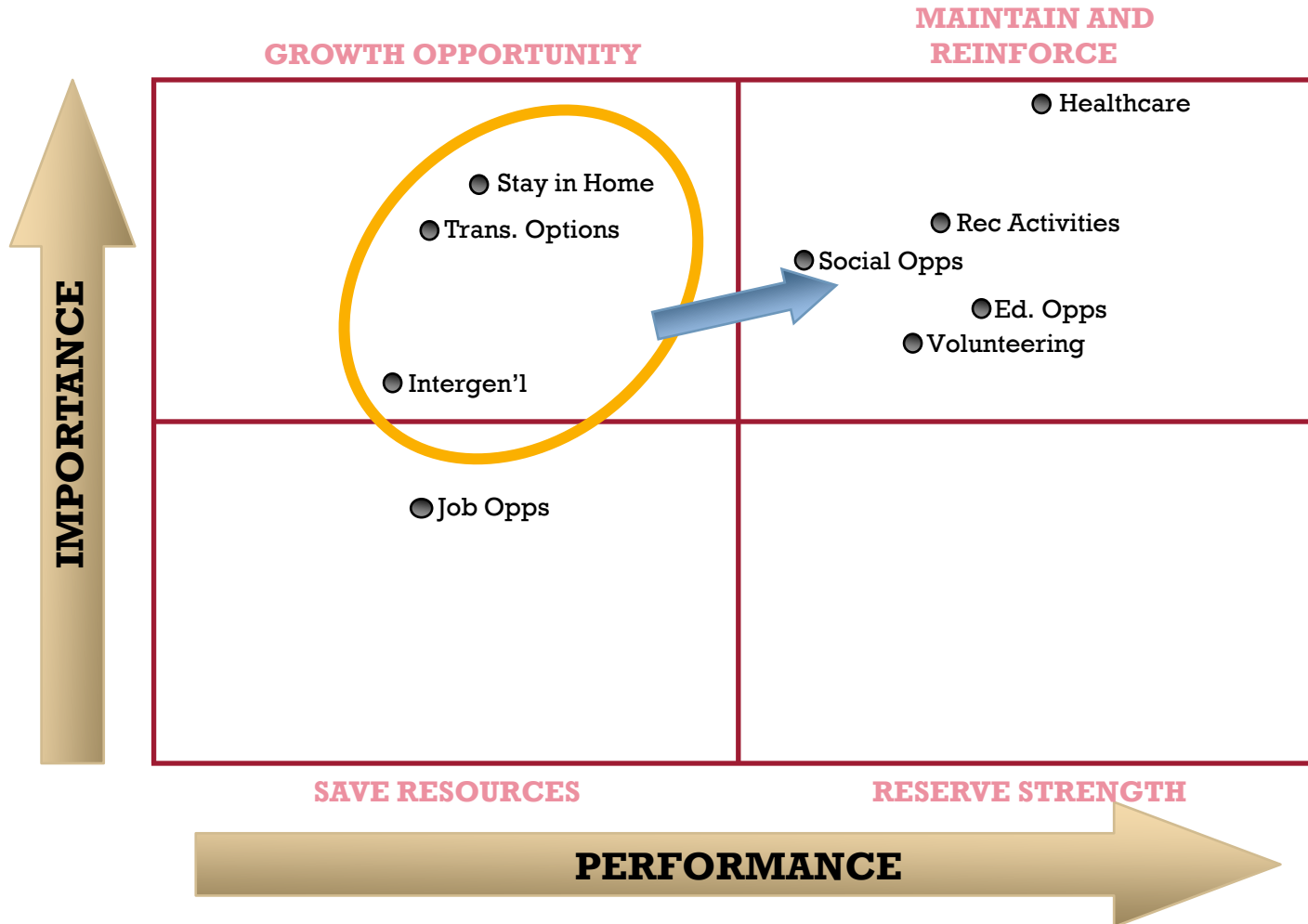
+ Let's put it on an Opportunity Map



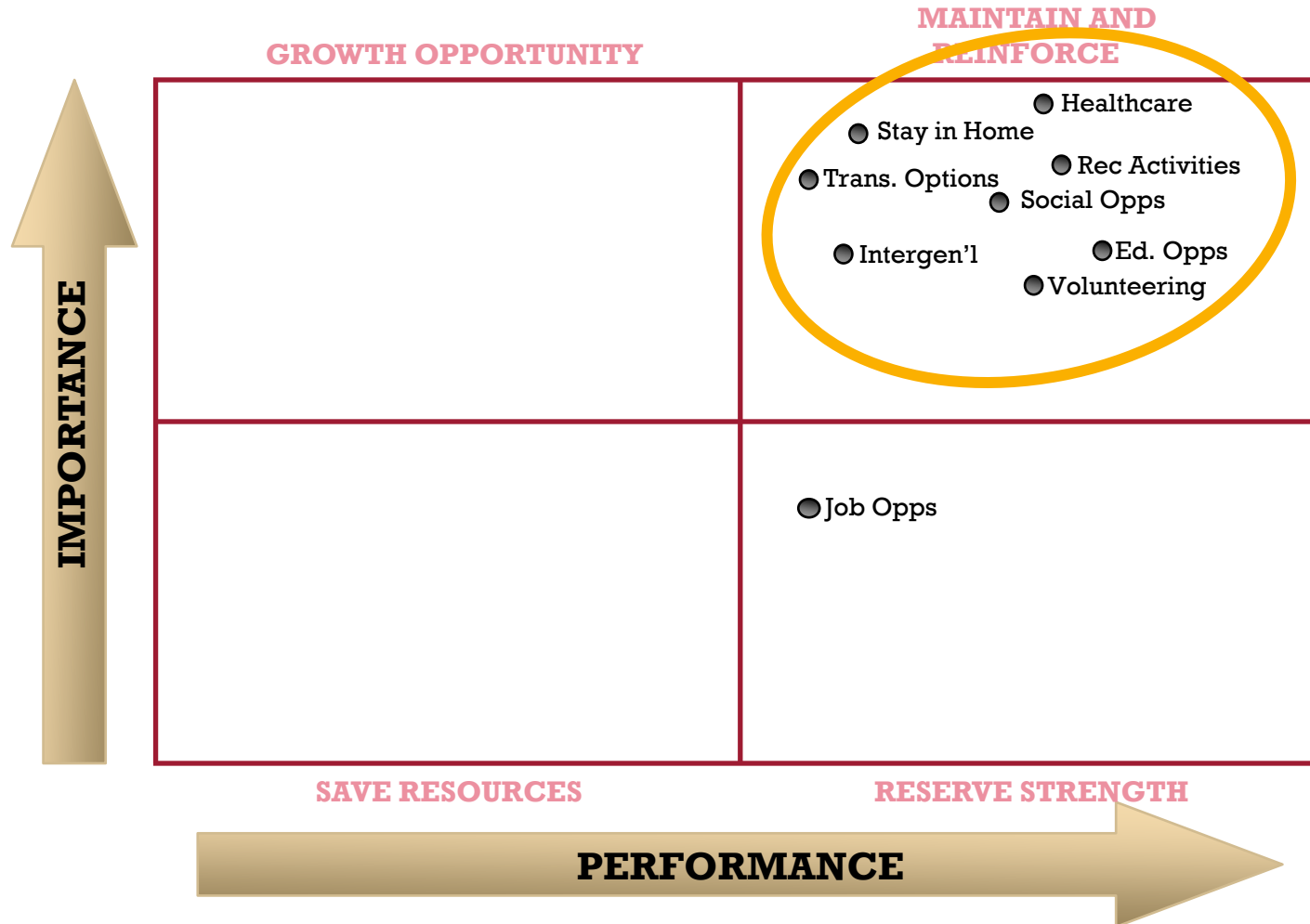
+ Howard County has strengths and opportunities with older adults



+ Areas for improved performance and delivery by Howard County



+ Moving towards more strengths



+ There is some uncertainty about transportation options

Options:	Howard County has it	Howard County does not have it	I don't know if Howard County has it
Taxi	91%	2%	7%
Bus	85%	5%	9%
Neighbor Ride program	72%	1%	26%
Rides from my family, friends and/or neighbors	69%	4%	27%
Special transportation for the disabled	60%	2%	38%
Special transportation for the elderly	51%	3%	45%
Local train	49%	28%	24%
Rides from my church group	22%	9%	69%

Q48. Which of the following forms of transportation are available to you? Please indicate if Howard County has it, if Howard County does not have it, or if you do not know if Howard County has it.

+ Some older adults report they need help with transportation

Segment	Component	Need Help	Don't Need	Don't Know
Overall		9%	84%	7%
Regional Planning Districts	Columbia/Ellicott City	8%	85%	7%
	Clarksville/Cooksville/W. Friendship	10%	86%	4%
	Elkridge/Laurel	12%	78%	10%
Gender	Male	7%	89%	3%
	Female	9%	82%	9%
Generation	Boomer/Generation X	7%	85%	8%
	Silent/ GI	12%	81%	6%
Household Income	Under \$100,000	15%	77%	8%
	Over \$100,000	4%	90%	6%
Awareness & Usage Senior Centers	Not aware/aware but haven't used	6%	86%	9%
	Have used	12%	82%	6%

Q50. Do you feel you need transportation more often than it is available to you for appointments, visiting, social events, etc.?

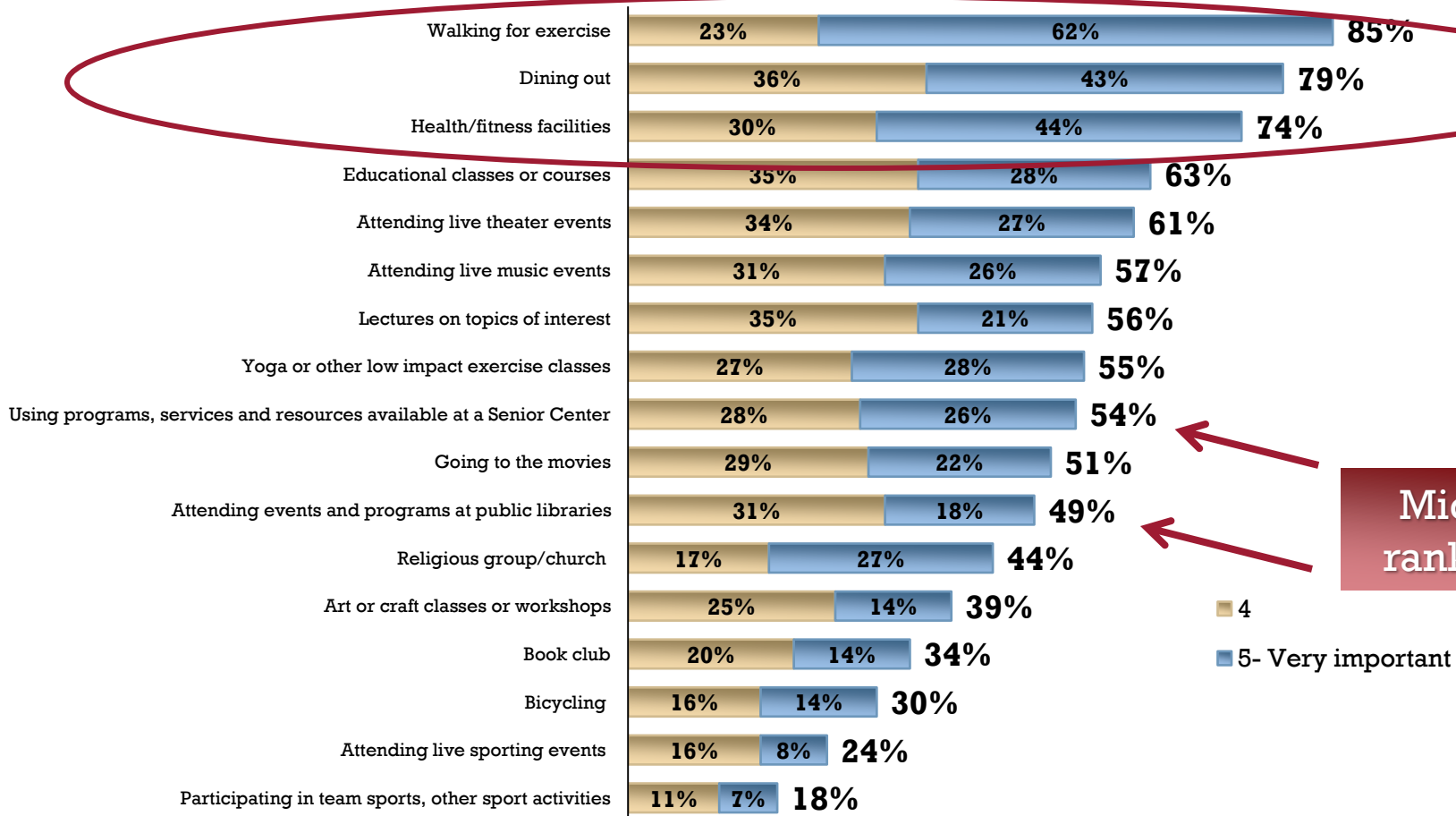


Implications for 20-Year Master Plan for Older Adults

- The perception that older adults in general have a lower quality of life reflects the “problems of aging” mindset. It’s time to change to the “promise of living longer lives.”
- To strengthen ties to Howard County, focus on increasing or improving services for older adults centered on helping them stay in their homes as they grow older, providing more transportation options, and encouraging more intergenerational engagement.
- With the strong desire to stay in their own homes, Howard County needs to make sure land use and zoning laws support all of the housing options available to older adults, including “Granny Flats,” co-housing and multi-party ownership.

What
ACTIVITIES
do respondents do in
Howard County?

+ Respondents rate fitness and dining out as most important



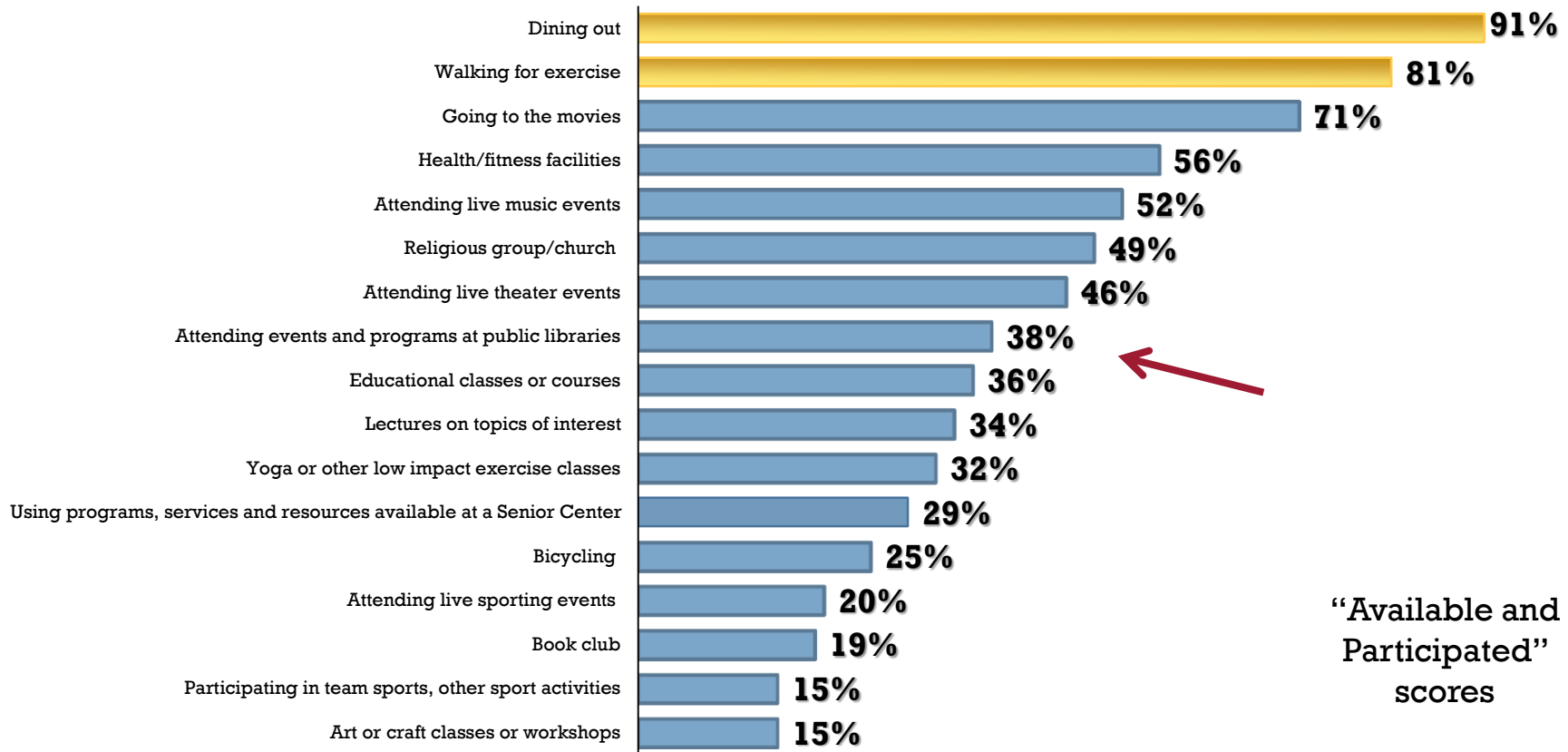
Middle rankings

Q13. In a similar manner, here is a list of activities people typically do in their community. For each, tell us how important the activity or resource is to you personally. Please use a scale of 1 to 5, where “1” means “Not at all Important” and “5” means “Very Important.”



And as activities most available and the most participated in

54



“Available and Participated” scores

Q14. Now, for the same list of activities and resources, please indicate if it is available in Howard County and you have participated in it during the last 12 months, if it is available in Howard County but you have not participated in it during the last 12 months, if it is not available in Howard County, or if you do not know if it is available in Howard County.

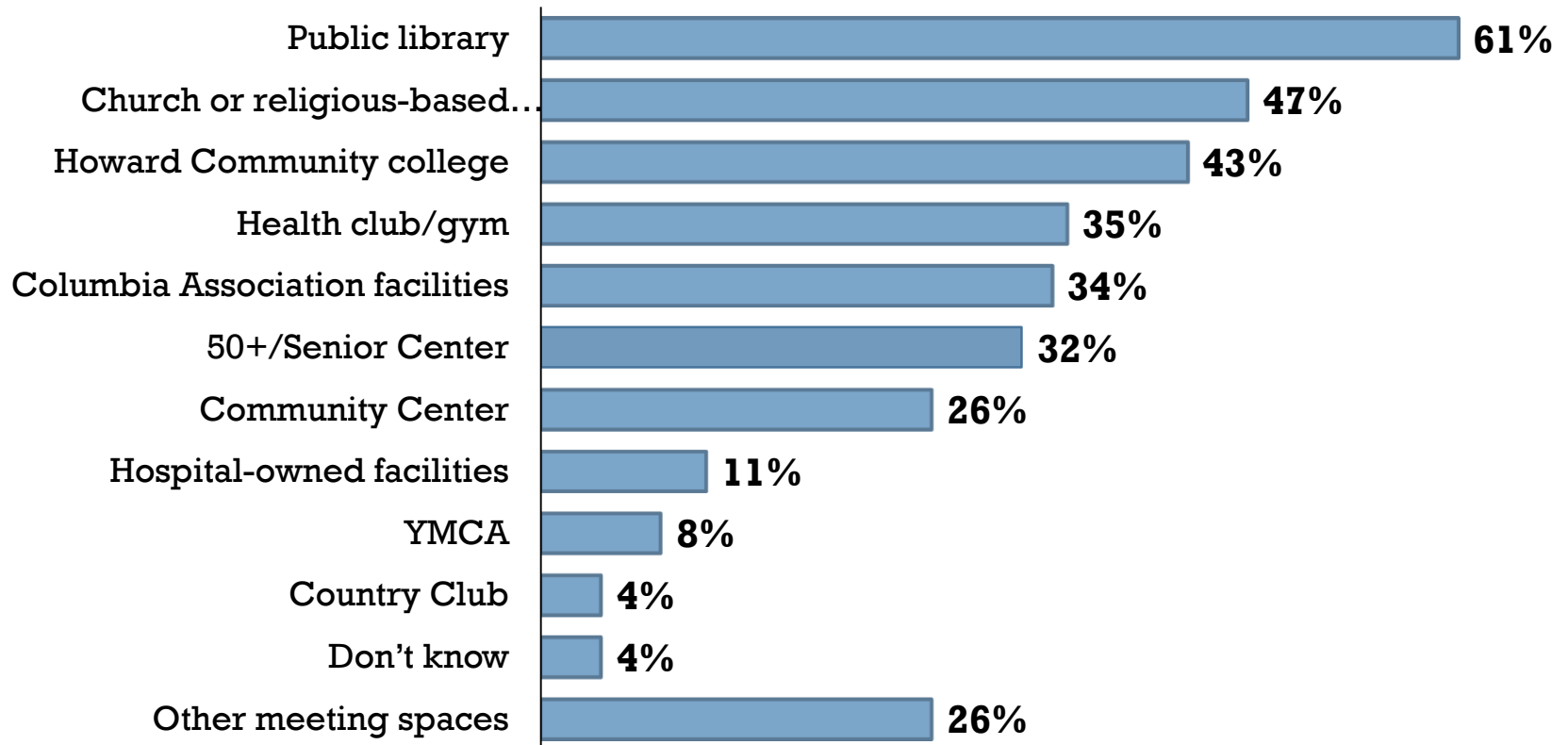
+ Interest in activities changes when asked about the future

	Increase	Same	Decrease
Religious group/church	23%	68%	10%
Yoga or other low-impact exercise classes	44%	46%	10%
Attending live sporting events	10%	59%	31%
Attending live music events	28%	61%	11%
Attending live theater events	34%	58%	8%
Bicycling	18%	50%	32%
Dining out	32%	63%	5%
Going to the movies	27%	64%	10%
Walking for exercise	49%	48%	4%
Health/fitness facilities	39%	54%	7%
Book club	26%	63%	12%
Art or craft classes or workshops	35%	52%	13%
Attending events and programs at public libraries	43%	50%	7%
Using programs, services and resources available Senior Center	67%	29%	4%
Educational classes or courses	45%	46%	9%
Lectures on topics of interest	45%	50%	6%
Participating in team sports, other sport activities	5%	51%	44%

16. Thinking ahead ten or more years from now, do you think your interest in the following kinds of activities will decrease, increase or stay the same?



Where older adults go to participate in activities in Howard County



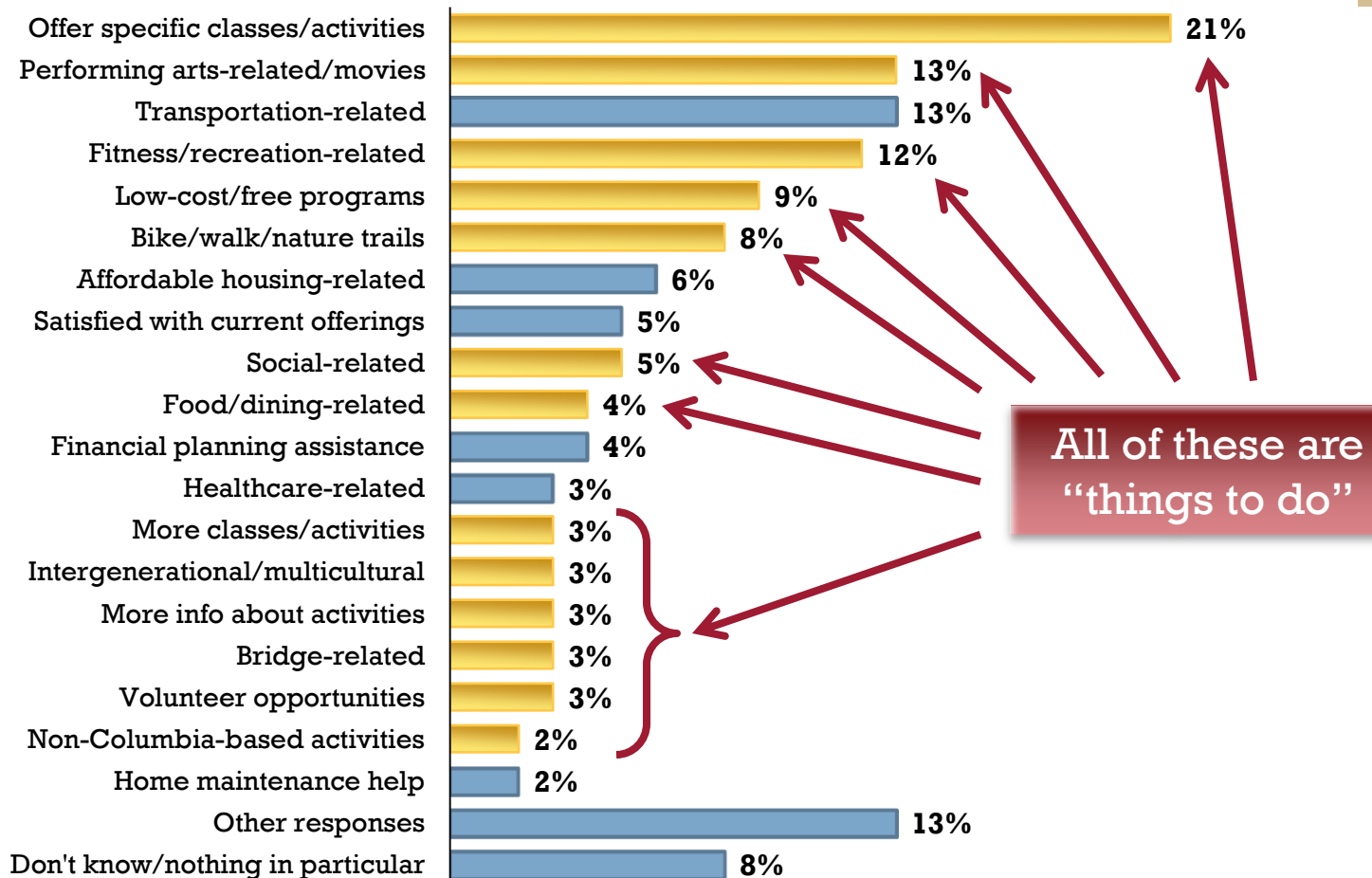
Q17. Where do you go to participate in activities in your community? Select all that apply.

+ Boomers and Silent Generations use different resources for activities

Resource Usage	Boomers	Silent
Libraries	60%	64%
Church	46%	48%
Howard Community College	41%	46%
Health club/gym	34%	36%
Columbia Association	33%	38%
Senior Center/50+ Center	23%	55%
Community center	24%	29%
Hospital facilities	9%	17%
YMCA	9%	6%
Country Club	4%	3%

Q17. Where do you go to participate in activities in your community? Select all that apply.

+ Respondents want more “things to do” offered in Howard County

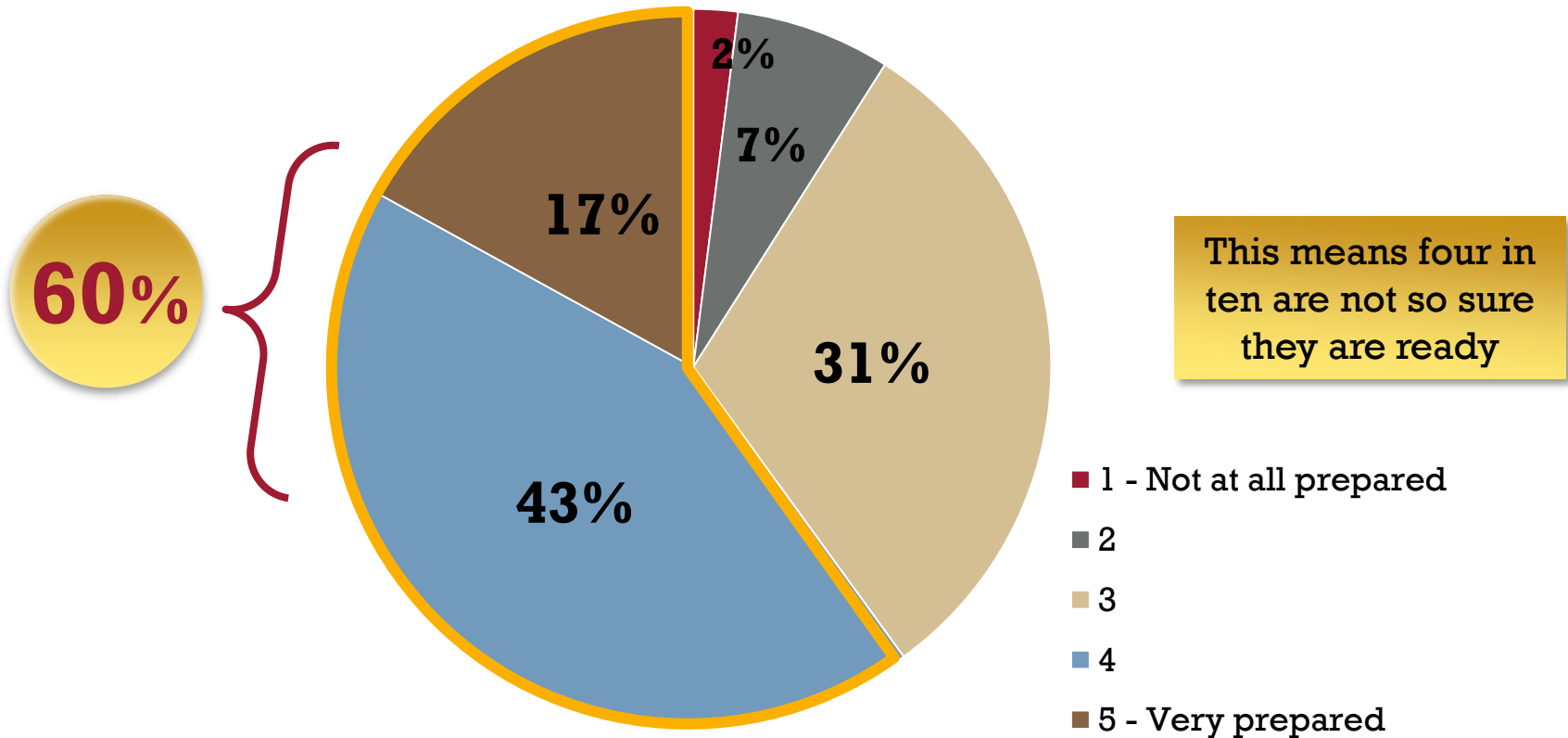


Q15. What other kinds of activities, programs or events, if any, would you like to see offered in Howard County?

**+ What's Ahead for
Older Adults in
Howard County?**



Three in five respondents think they are prepared to navigate the issues related to growing older



Q8. Now, think about your own future. How well prepared do you feel you are to navigate the issues related to growing older? Please rate how prepared you feel on a scale of 1 to 5, where “1” is “Not at All Prepared” and “5” is “Very Prepared.”

+ Different segments feel more prepared than others, especially older men

Scores of "4/5"

Segment	Component	Feel Prepared
Regional Planning Districts	Columbia/Ellicott City	62%
	Clarksville/Cooksville/West Friendship	59%
	Elkridge/Laurel	53%
Gender	Male	72%
	Female	56%
Generation	Baby Boomer/Generation X	55%
	Silent/CI	75%
Household Income	Under \$100,000	58%
	Over \$100,000	61%
Awareness and Usage of Senior Centers	Not aware/aware but haven't used	51%
	Have used	69%

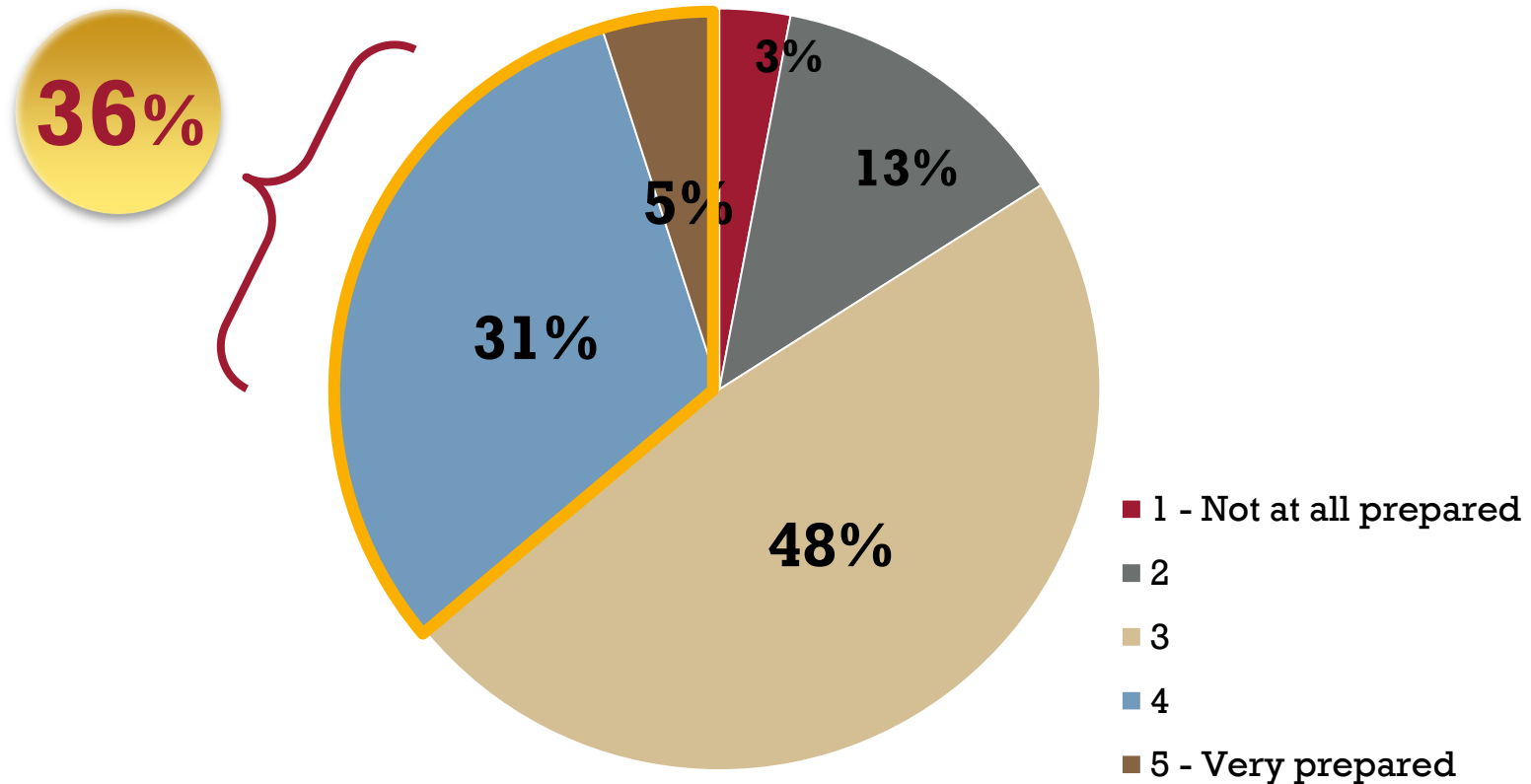
Q8. Now, think about your own future. How well prepared do you feel you are to navigate the issues related to growing older? Please rate how prepared you feel on a scale of 1 to 5, where "1" is "Not at All Prepared" and "5" is "Very Prepared."

Likely driven by reality of longer lives, as widows

Male respondents feel prepared for what's coming; women respondents are less certain.

What do they think about **Howard County's preparedness** for meeting their needs in the future?

+ Only one in three think Howard County is prepared for tomorrow's older adults



Q10. How well prepared do you think Howard County is for meeting the wants, needs and expectations of a substantially greater number of older adults living there? Please use a scale of 1 through 5 for your answer, where "1" means "Not at All Prepared" and "5" is "Very Prepared."

+ Segments rate Howard County's preparedness differently

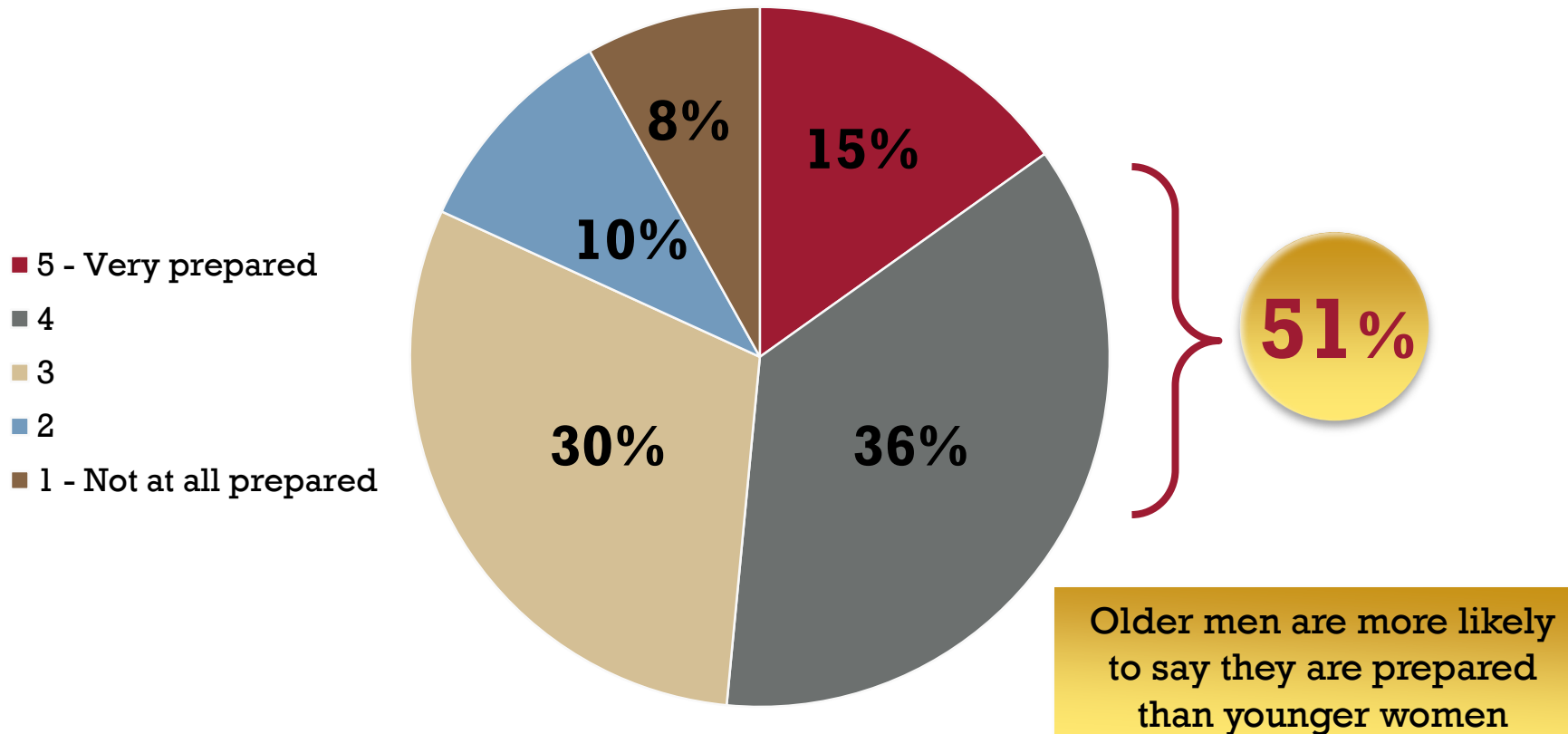
Scores of "4/5"

Segment	Component	Think Prepared
Regional Planning Districts	Columbia/Ellicott City	36%
	Clarksville/Cooksville/West Friendship	36%
	Elkridge/Laurel	39%
Gender	Male	45%
	Female	33%
Generation	Baby Boomer/Generation X	32%
	Silent/CI	47%
Household income	Under \$100,000	36%
	Over \$100,000	39%
Awareness and usage of Senior Centers	Not aware/aware but haven't used	33%
	Have used	40%

With age comes wisdom?

Q10. How well prepared do you think Howard County is for meeting the wants, needs and expectations of a substantially greater number of older adults living there? Please use a scale of 1 through 5 for your answer, where "1" means "Not at All Prepared" and "5" is "Very Prepared."

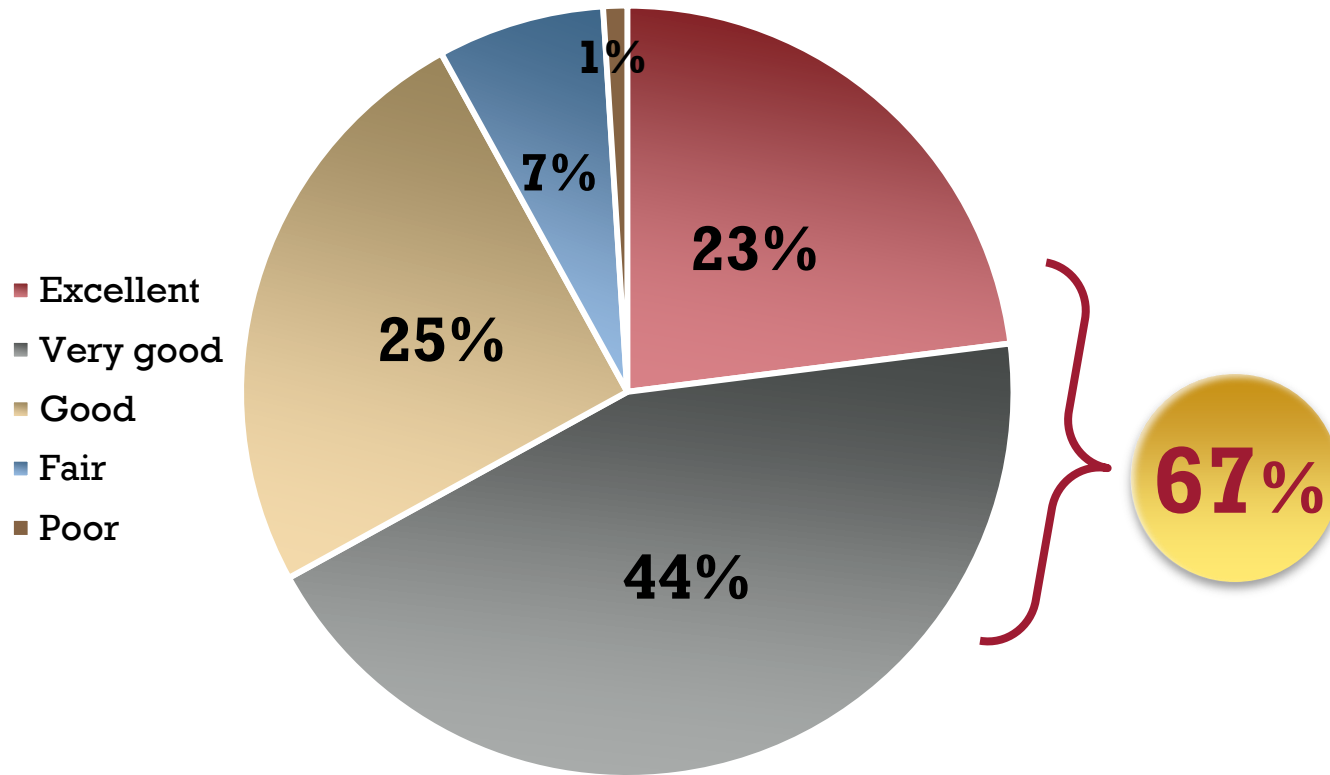
+ Half of the respondents believe they are financially prepared for retirement



Q32. How financially prepared are you for retirement?

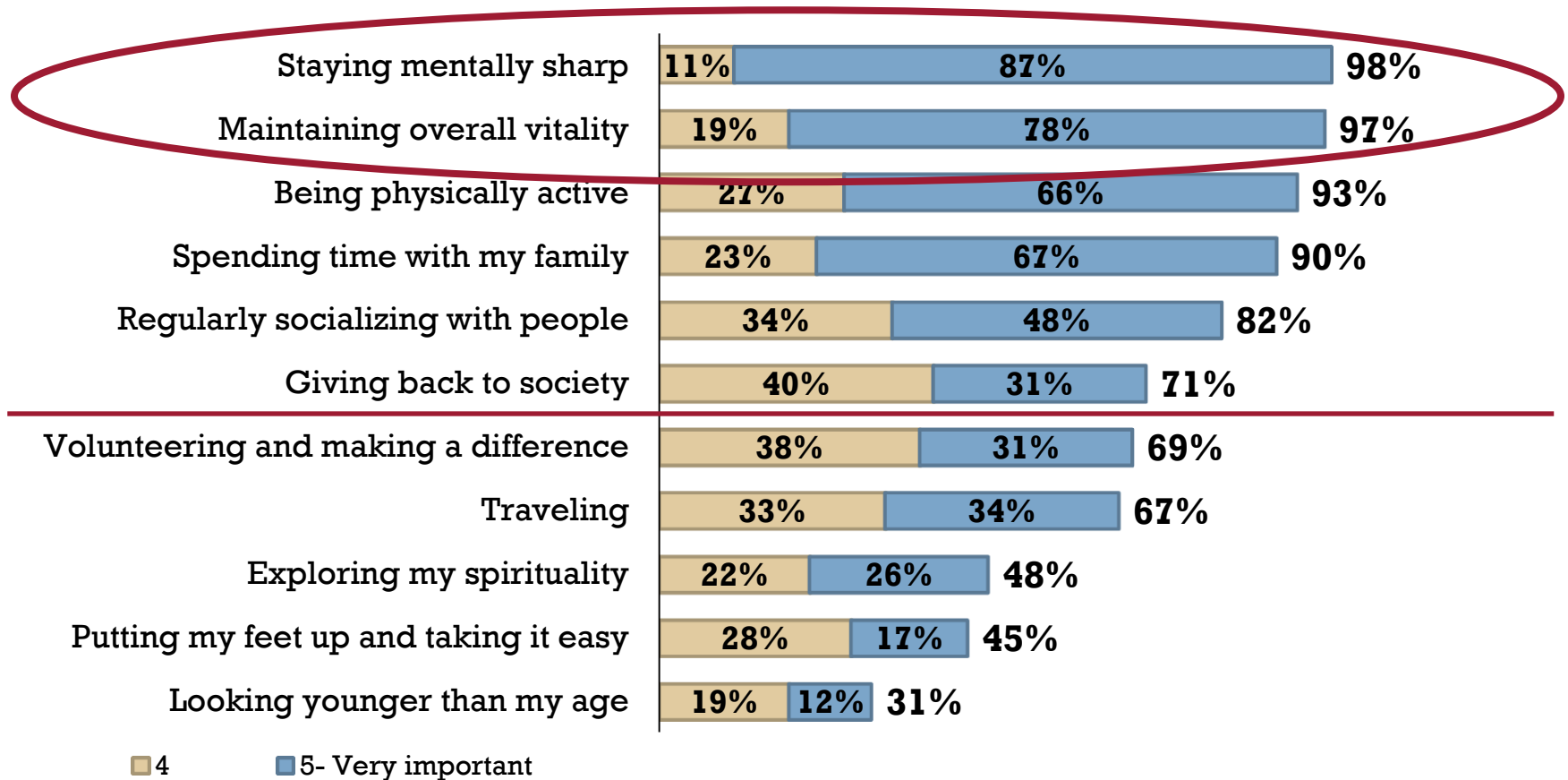


Two-thirds judge their own health to be “excellent” or “very good”



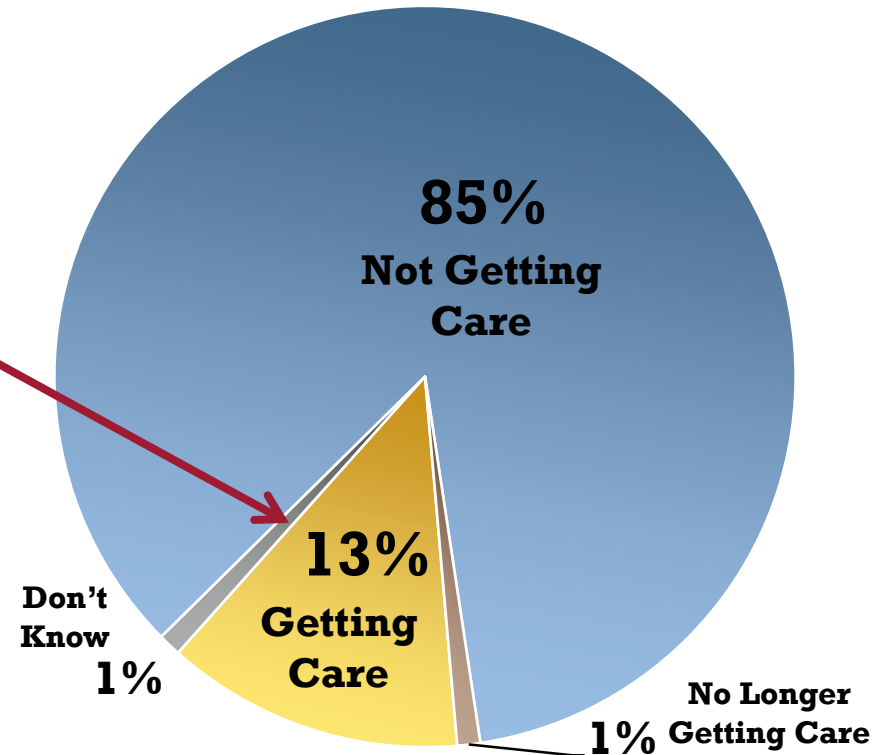
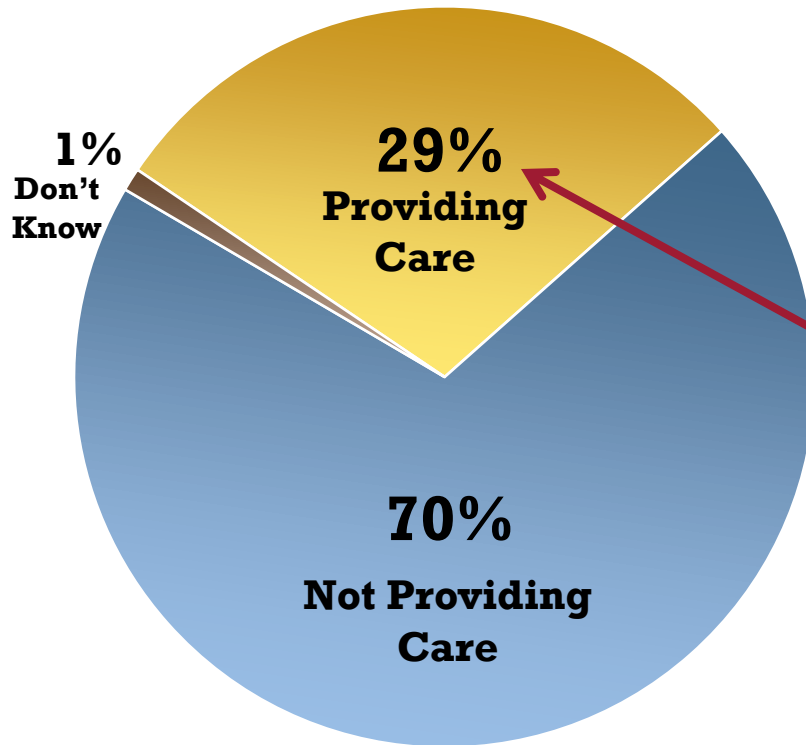
Q34. Would you say that, in general, your health is:

+ Mental sharpness and maintaining vitality are top priorities



Q9. As you grow older, thinking 10, 15 even 20 years into the future, tell us how important each of the following are to you personally. Please use a scale of 1 to 5, where "1" means "Not at all Important" and "5" means "Very Important."

+ Caregiving and getting care are growing segments in Howard County



Women and younger generations (Boomers and younger) are more likely to provide care to others

Q41. People may provide regular care or assistance to a friend or family member who has a health problem, long-term illness, or disability. During the past month, did you provide any such care or assistance to a friend or family member?

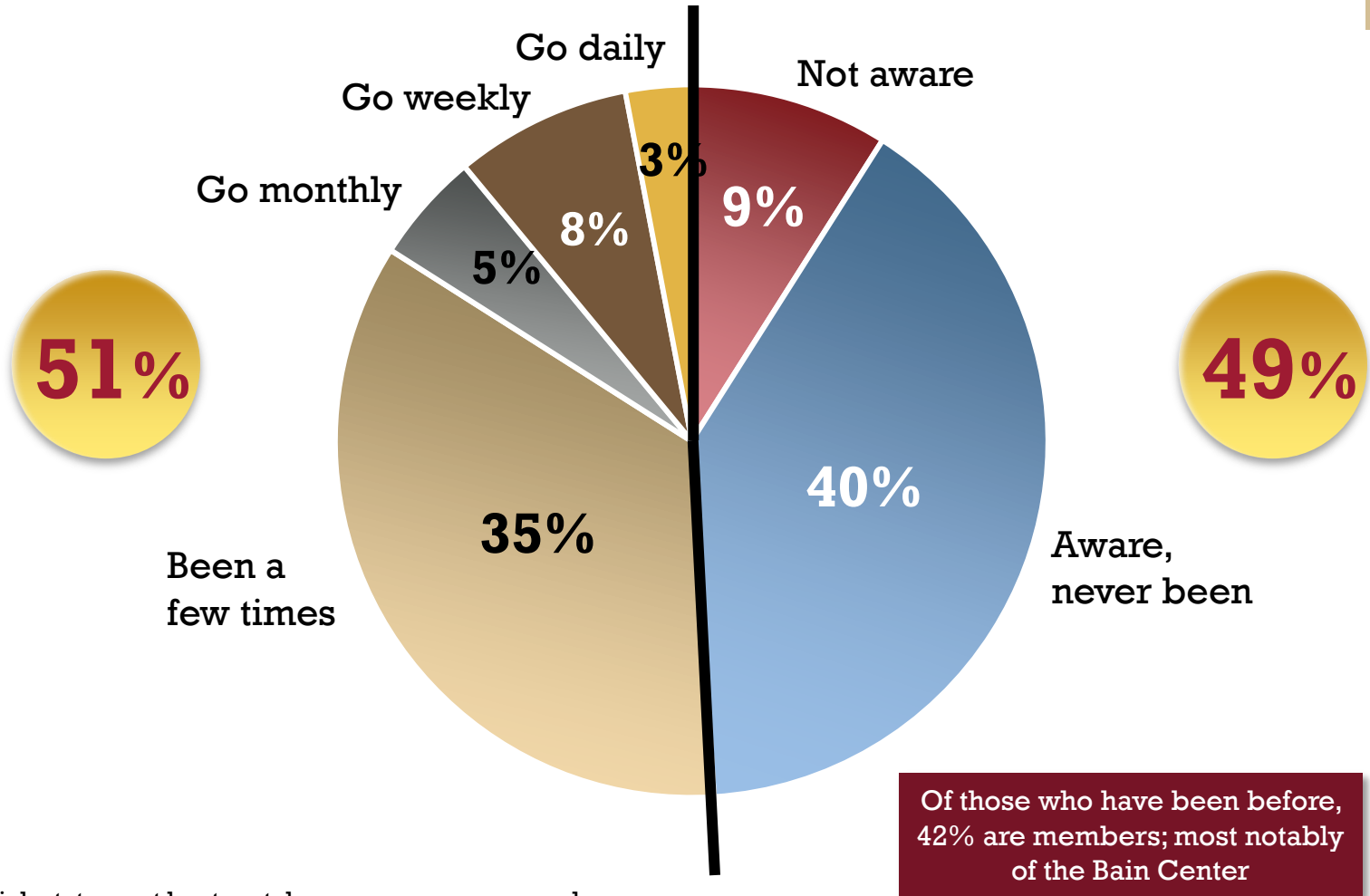
Q38. During the past six months, have you had someone regularly (at least five times a week) check on you by phone or in person to make sure you were all right?

+

Respondents and Senior Centers



Awareness and usage of Senior Centers is split evenly



Q19. Which statement best matches your awareness and usage of Howard County's 50+/Senior Centers?

+ Segments value and use Senior Centers quite differently

Segment	Component	Importance	Participate	Gap
Overall		54%	29%	-25
Regional Planning Districts	Columbia/Ellicott City	53%	29%	-24
	Clarksville/Cooksville/West Friendship	53%	31%	-22
	Elkridge/Laurel	62%	28%	-34
Gender	Male	43%	24%	-19
	Female	59%	31%	-28
Generation	Baby Boomer/Generation X	50%	21%	-29
	Silent/ GI	64%	49%	-15
Household Income	Under \$100,000	62%	41%	-21
	Over \$100,000	45%	19%	-26
Awareness and Usage of Senior Centers	Not aware/aware but haven't used	42%	3%	-39
	Have used	66%	54%	-12

+ Who are Senior Centers for? Depends on who you ask

	Among Those Who:	
	NANB	Have Been
For people <u>under 65</u>	51%	73%
For people <u>65+</u>	49%	27%

NANB=Not Aware, Never Been

+ Why have you never been to a Senior Center?

Open Ended (multiple responses):

Top Reasons	Percent Saying
They're for people older than me	31%
Not interested, not for me	26%
I work	22%
Too busy	20%

+ The name “Senior Center” suggests “OLD” to respondents



Wordle™ word cloud

Q18. When you hear the term “senior center,” what three words come to mind?

+ At what age would you personally consider going to a “Senior Center”?

	Among Those Who:	
	NANB	Have Been
Before age 65:	32%	52%
Age 65+	68%	48%

NANB=Not Aware, Never Been

Q21. At what age would you personally consider going to a senior center?

+ Would you go to a “Senior Center” in the future?

Among Those Who:

	NANB	Have Been
Maybe/No:	64%	30%
Yes/Definitely:	36%	70%

NANB=Not Aware, Never Been

Q22. How likely are you to go to a senior center in the future?

+ Would you go to a “Senior Center” in the future?

		Generation:	
		Boomers	Silent
Maybe/No:		50%	38%
Yes/Definitely:		50%	62%

+ Would you go to a center in the future if it were for all ages?

	Among Those Who:	
	NANB	Have Been
Maybe/No:	51%	43%
Yes/Definitely:	49%	57%

NANB=Not Aware, Never Been

Q23. How likely would you be to go to a center if it is for all ages, not just "seniors"?

+ Would you go to a center in the future if it were for all ages?

	Generation:	
	Boomers	Silent
Maybe/No:	45%	51%
Yes/Definitely:	55%	49%

+ Comparing segments: the name is an obstacle to Boomers and Never-Beens

In the future, would you:

Yes/ Definitely	NANB	Been	Boomers	Silent
Go to Senior Center	36%	70%	50%	62%
Go to all-ages center	49%	57%	55%	49%
Difference	+13	-13	+5	-13

NANB=Not Aware, Never Been



Implications for 20-Year Master Plan for Older Adults

- Howard County needs to determine if Senior Centers need to serve all seniors in the county, or only those who “need” the services.
 - It is possible to increase usage of Senior Centers through changing the name and services.
 - But equally true, it is possible to limit usage to only those most in need by not changing the name and limiting the services.
- Taking “senior” out of the name will attract non-users and Boomers, and as long as programming is clearly for older adults, silent/current users will likely be attracted and/or stay, and those under 50 won’t be interested.

+ **One last PHENOMENAL result:**

660

Survey respondents provided email addresses, and said they are willing to “help” Howard County as it moves forward on developing a Master Plan for Older Adults.

That’s 360 who have been to a Senior Center, and 300 who have never been in one.