

**Aging and Adult Services  
Area Agency on Aging (AAA)  
Older Adult Needs Assessment**



**January 2024**

# TABLE OF CONTENTS

p3

**1**

## **BACKGROUND & SUMMARIES**

Background & Objectives  
Survey Methodology  
Demographic Breakdown  
Respondent Geo-Maps

p17

**2**

## **EXECUTIVE SUMMARY**

Topline Findings  
Noteworthy Differences

P21

**3**

## **DETAILED FINDINGS**

Quality of Life & Health  
Transportation Needs  
Concerns  
Food Insecurity  
Eating Alone  
Social Isolation  
Healthcare  
Unpaid Caregiving  
Emergency Preparedness

p59

**4**

## **APPENDIX**

Survey Definitions  
Survey Invitation Screenshots



**BACKGROUND & SUMMARIES**

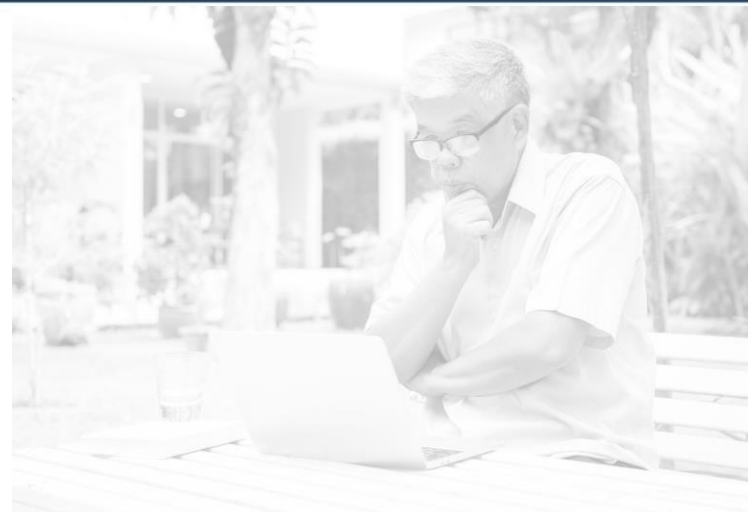
# Background & Objectives



- Marin County Health and Human Services contracted Davis Research to conduct a thorough needs assessment of older adult (60+ years of age) residents of Marin County to better understand their current needs and concerns
- This survey serves as a follow-up to a similar needs assessment survey conducted in 2019
- Oversample (OS) targeting of Black, Asian, Hispanic, and Rural populations was a new addition to data collection methodology in 2023

# Survey Methodology

- Contact was made on behalf of Marin County Health and Human Services
- From November 27th, 2023, to December 19th, 2023, a survey was conducted among 412 Marin County residents (60+ years old)
- Oversample surveys were conducted amongst certain populations to bolster the data pool
- The survey was offered by phone and online in English, Spanish, Vietnamese, and Chinese languages
- The average interview length was 24 minutes for phone interviews and 22 minutes for online surveys
- Some data has been weighted to provide a more accurate distribution across these demographics
- Significance testing was performed at a 90% and 95% confidence level






**DEMOGRAPHIC BREAKDOWN**

# Age, Gender Identity, and Household Composition of General Population (Age 60+)




## GENDER IDENTITY


	#	%
FEMALE*	227	55%
MALE*	183	44%
NON-BINARY	1	<1%

*\*includes transgender individuals*

## HOUSEHOLD COMPOSITION

	#	%
SPOUSE / PARTNER	226	55%
LIVE ALONE	138	33%
ADULT CHILDREN	47	11%
GRANDCHILDREN	11	3%
ROOMMATE	7	2%
PAID CAREGIVER	7	2%
OTHER	23	6%

## AGE

	#	%
60-64	100	24%
65-69	96	23%
70-74	86	21%
75-79	54	13%
80-84	38	9%
85+	37	9%



# Income Details of General Population

[Those that fall under 300% of Federal Poverty Level (FPL) are accented with a red box]





- In Marin County, the threshold for economic self-sufficiency among older adults is below 300% of the Federal Poverty Level (FPL).
- Single individuals making less than \$44,000 per year and couples making less than \$60,000 per year are considered below self-sufficiency.
- **Overall, 25% of Marin County residents are currently below the Federal Poverty Level (FPL) standard for self-sufficiency.**

## INCOME LEVEL (SINGLE)

 	#	%
<b>Under \$14,500</b>	<b>26</b>	<b>14%</b>
<b>\$14,500 to under \$44,000</b>	<b>52</b>	<b>27%</b>
<b>\$44,000 to under \$73,000</b>	<b>44</b>	<b>23%</b>
<b>\$73,000 to under \$100,000</b>	<b>27</b>	<b>14%</b>
<b>\$100,000 or more</b>	<b>44</b>	<b>23%</b>


## INCOME LEVEL (COUPLE)

 	#	%
<b>Under \$20,000</b>	<b>5</b>	<b>2%</b>
<b>\$20,000 to under \$60,000</b>	<b>20</b>	<b>9%</b>
<b>\$60,000 to under \$100,000</b>	<b>44</b>	<b>20%</b>
<b>\$100,000 to under \$138,000</b>	<b>47</b>	<b>22%</b>
<b>\$138,000 or more</b>	<b>102</b>	<b>47%</b>

# Ethnicity and Race of General Population (Age 60+)



## RACE / ETHNICITY (MULTI SELECT)


	#	%
<b>White (Non-Hispanic)</b>	<b>352</b>	<b>86%</b>
<b>American Indian/Alaska Native</b>	<b>4</b>	<b>1%</b>
<b>Korean</b>	<b>1</b>	<b>&lt;1%</b>
<b>Filipino</b>	<b>2</b>	<b>&lt;1%</b>
<b>Black</b>	<b>6</b>	<b>1%</b>
<b>Chinese</b>	<b>17</b>	<b>4%</b>
<b>Pacific Islander</b>	<b>2</b>	<b>&lt;1%</b>
<b>Japanese</b>	<b>6</b>	<b>2%</b>
<b>Asian Indian</b>	<b>4</b>	<b>1%</b>
<b>Hispanic/Latino</b>	<b>24</b>	<b>6%</b>
<b>Multiple Race</b>	<b>14</b>	<b>3%</b>
<b>Other Race (SPECIFY)</b>	<b>4</b>	<b>1%</b>
<b>Refused</b>	<b>1</b>	<b>&lt;1%</b>

n=412

# Ethnicity and Race of Marin General Population + Oversample (Age 60+)



## RACE / ETHNICITY (MULTI SELECT)

	#	%
<b>White (Non-Hispanic)</b>	<b>381</b>	<b>60%</b>
<b>American Indian/Alaska Native</b>	<b>7</b>	<b>1%</b>
<b>Korean</b>	<b>5</b>	<b>&lt;1%</b>
<b>Filipino</b>	<b>6</b>	<b>1%</b>
<b>Black</b>	<b>24</b>	<b>4%</b>
<b>Chinese</b>	<b>43</b>	<b>7%</b>
<b>Pacific Islander</b>	<b>3</b>	<b>&lt;1%</b>
<b>Japanese</b>	<b>6</b>	<b>5%</b>
<b>Vietnamese</b>	<b>5</b>	<b>&lt;1%</b>
<b>Asian Indian</b>	<b>16</b>	<b>3%</b>
<b>Hispanic/Latino</b>	<b>109</b>	<b>17%</b>
<b>Multiple Race</b>	<b>26</b>	<b>4%</b>
<b>Other Race (SPECIFY)</b>	<b>7</b>	<b>1%</b>
<b>Refused</b>	<b>21</b>	<b>3%</b>

n=630

## RACE / ETHNICITY (MULTI SELECT)

White (Non-Hispanic)	3%
American Indian/Alaska Native	0%
Korean	6%
Filipino	4%
Black	1%
Chinese	46%
Guam/Hawaii/Samoa	2%
Vietnamese	5%
Other Pacific Islander	0%
Japanese	31%
Asian Indian	11%
Hispanic/Latino	2%
Multiple Race	2%
Other Race	0%
Refused	0%

n=97

## AGE RANGE

Age 60-64	35%
Age 65-69	26%
Age 70-74	15%
Age 75-79	16%
Age 80-84	7%
Age 85+	1%



## NOTEWORTHY FINDINGS

- Significantly more concerned about crime, financial abuse, and scams than the general population (37% vs. 26%+).
- 21% of Asian respondents currently provide unpaid care for an older adult or an adult with a disability.
- 20% indicated that they need assistance finding/accessing services. The most mentioned need was *assistance with medical appointments and medical care*.

# Hispanic Population: Oversample Highlights

## RACE / ETHNICITY (MULTI SELECT)

White (Non-Hispanic)	0%
American Indian/Alaska Native	6%
Korean	0%
Filipino	2%
Black	0%
Chinese	1%
Guam/Hawaii/Samoa	0%
Vietnamese	0%
Other Pacific Islander	0%
Japanese	0%
Asian Indian	0%
Hispanic/Latino	100%
Multiple Race	16%
Other Race	0%
Refused	6%

n=102

## AGE RANGE

Age 60-64	29%
Age 65-69	28%
Age 70-74	24%
Age 75-79	14%
Age 80-84	3%
Age 85+	3%



## NOTEWORTHY FINDINGS

- 21% <sup>◇</sup> of Hispanic respondents indicated they're very worried about 12+ of the potential concerns asked about in the survey. This is significantly higher than the general population where only 6% rated 12+ items as concerning (21% vs. 6% <sup>◇</sup>).
- Their 2<sup>nd</sup> highest concern is disasters such as fires, floods, or earthquakes which is significantly higher than the general population (43% vs. 26% <sup>◇</sup>).
- 15% indicated that they currently provide unpaid care for an older adult or an adult with a disability.
- 65% of Hispanic respondents indicated that it is difficult for them to live on their household income right now (+18% <sup>◇</sup> higher than general population).

# Black Population: Oversample Highlights

## RACE / ETHNICITY (MULTI SELECT)

White (Non-Hispanic)	14%
American Indian/Alaska Native	0%
Korean	0%
Filipino	0%
Black	100%
Chinese	0%
Guam/Hawaii/Samoa	0%
Vietnamese	0%
Other Pacific Islander	0%
Japanese	3%
Asian Indian	0%
Hispanic/Latino	2%
Multiple Race	4%
Other Race	4%
Refused	0%

n=24\*

## AGE RANGE

Age 60-64	24%
Age 65-69	7%
Age 70-74	37%
Age 75-79	18%
Age 80-84	4%
Age 85+	10%



## NOTEWORTHY FINDINGS

- Significantly more concerned about crime, financial abuse, and scams (51% vs. 26% <sup>◇</sup>) and having adequate transportation (32% vs. 8% <sup>◇</sup>) than the general population.
- 23% of Black respondents indicated that they currently provide unpaid care for an older adult or an adult with a disability.
- 37% indicated that they need assistance finding/accessing services. The most mentioned need was *assistance with dental care*.

# Rural Population: Oversample Highlights

## RACE / ETHNICITY (MULTI SELECT)

<b>White (Non-Hispanic)</b>	<b>86%</b>
<b>American Indian/Alaska Native</b>	<b>0%</b>
<b>Korean</b>	<b>0%</b>
<b>Filipino</b>	<b>0%</b>
<b>Black</b>	<b>0%</b>
<b>Chinese</b>	<b>0%</b>
<b>Guam/Hawaii/Samoa</b>	<b>0%</b>
<b>Vietnamese</b>	<b>0%</b>
<b>Other Pacific Islander</b>	<b>0%</b>
<b>Japanese</b>	<b>0%</b>
<b>Asian Indian</b>	<b>0%</b>
<b>Hispanic/Latino</b>	<b>4%</b>
<b>Multiple Race</b>	<b>6%</b>
<b>Other Race</b>	<b>3%</b>
<b>Refused</b>	<b>6%</b>

n=69

## AGE RANGE

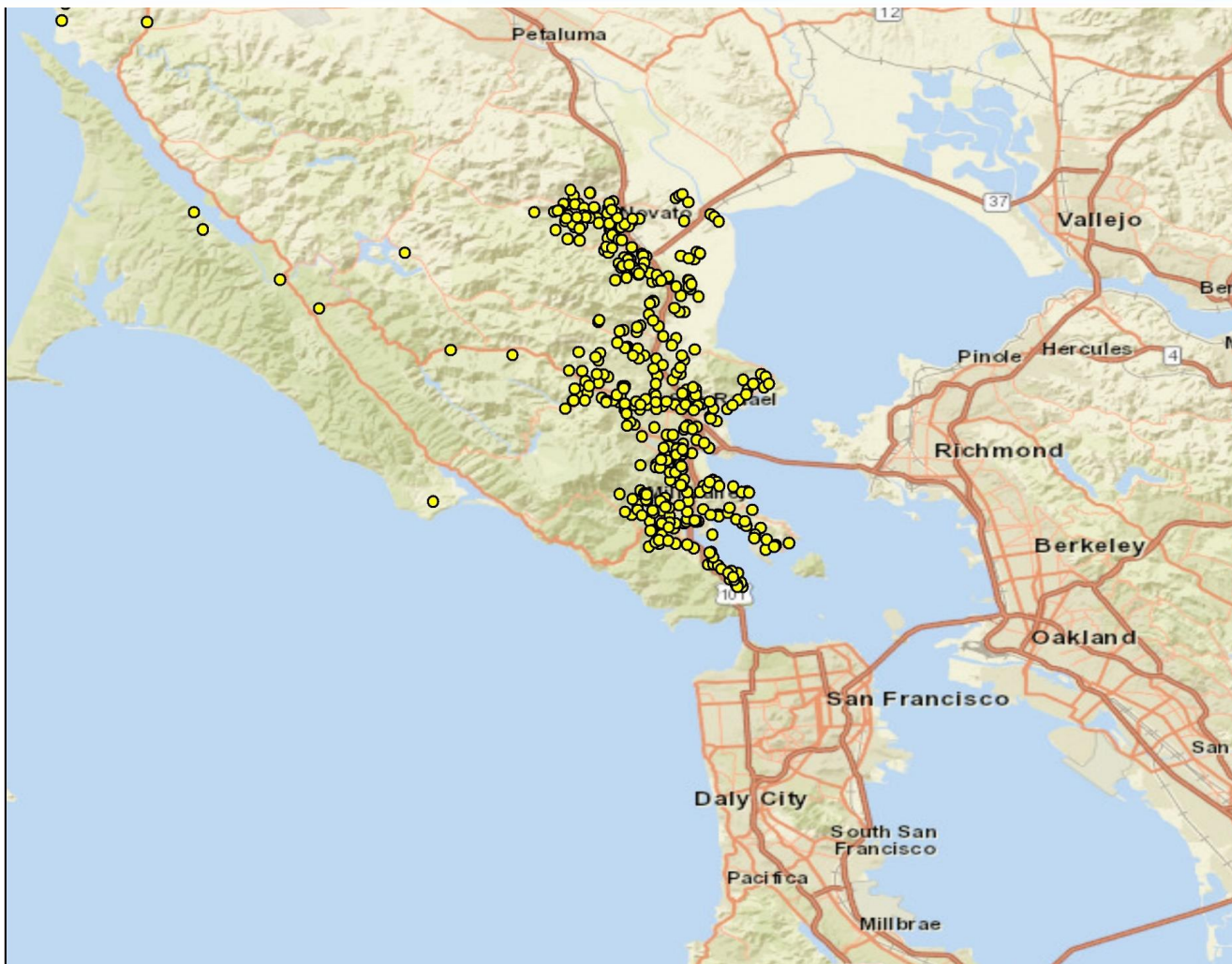
<b>Age 60-64</b>	<b>13%</b>
<b>Age 65-69</b>	<b>21%</b>
<b>Age 70-74</b>	<b>23%</b>
<b>Age 75-79</b>	<b>28%</b>
<b>Age 80-84</b>	<b>11%</b>
<b>Age 85+</b>	<b>4%</b>



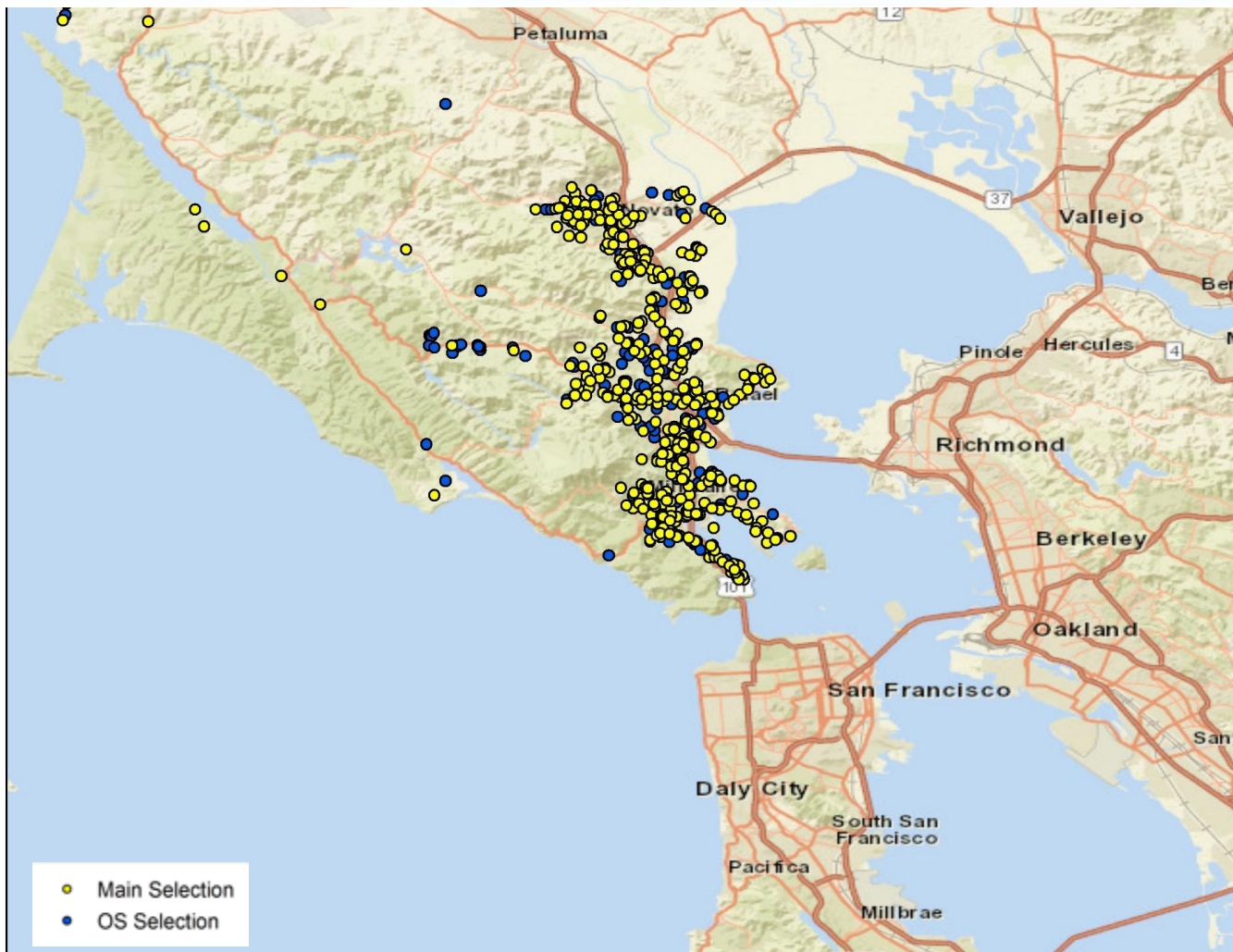
## NOTEWORTHY FINDINGS

- Significantly more concerned about climate change than the general population (76% vs. 64%+).
- 20% of Rural respondents indicated that they currently provide unpaid care for an older adult or an adult with a disability.
- 20% indicated that they need assistance finding/accessing services. The most mentioned need was *assistance with technology support*.

# Geo-Map of General Population Respondents



# Geo-Map of General Population + Oversample Respondents





**EXECUTIVE SUMMARY**



## THE STRUGGLE IS REAL

- Since 2019, older adults are expressing elevated levels of concern across all areas
- Marin County seniors are experiencing more food insecurity now than in 2019 (up +8 percentage points)
- About a third of older adults feel isolated or lonely at least some of the time



## RISING COSTS

- As the cost of living continues to rise, many older adults on fixed incomes can't keep up and struggle to make ends meet
- 47% of those surveyed say it is difficult to live on their total household income right now
- Financial security is the concern that increased the most since 2019; +16 percentage points from 13% to 29% in 2023



## HOUSING AND DAILY LIVING EXPENSES

- Housing in Marin County is a growing concern as local real estate prices continue to increase and there isn't enough affordable housing available
- Affording other living expenses such as utilities, groceries, and healthcare expenses is a big struggle

# Topline Findings



## HEALTH AND QUALITY OF LIFE

- Three-quarters of older adults feel their quality of life is Excellent or Very Good
- Six out of every ten older adults describe their health as Excellent or Very Good
- 90% of older adults report exercising at least a few times a week
- No *significant* changes for any of these measures were made since 2019



## HIGHER NEED POPULATIONS

- Older adults who belong to these groups are more likely to be adversely impacted than in 2019:
  - 75+ years old
  - Low Income
  - Less Educated
  - Women
  - Hispanic
  - Black
  - Live Alone
  - Lonely
  - Food Insecure

# Noteworthy Differences: 2023 vs. 2019



VS 2019

## FOOD INSECURITY

- Food insecurity among older adults rose +8 points since 2019 (18% vs. 10%)
- Worried food would run out before getting more money [Often or Sometimes True]: rose +6 points since 2019 (16% vs. 10%)
- Food didn't last / no money to buy more food [Often or Sometimes True]: almost 2x more likely compared to 2019 (13% vs. 7%)



VS 2019

## BURDEN ON CAREGIVERS

- In 2023, unpaid caregivers are three times more likely to report physical stress, twice as likely to report emotional stress, and twice as likely to report financial stress Very Often
- Unpaid caregivers are *significantly* more likely to say they are unaware of support services and/or how to access them



VS 2019

## INCREASED LEVELS OF CONCERN

- Residents are *significantly* more likely to have concerns in the following areas:
- Affording healthcare, medications, rent/mortgage
- Crime, financial abuse, scams
- Financial security
- Feeling depressed
- Getting healthcare/meds
- Losing memory/cognition
- Getting out to socialize

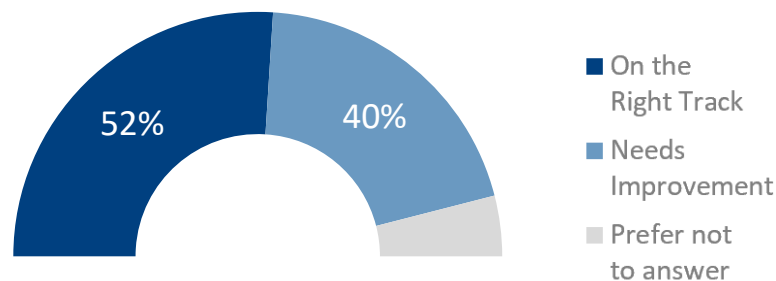
The background of the slide is a grayscale photograph showing a close-up of hands gently holding a baby. The hands are positioned around the baby's head and shoulders, conveying a sense of care and protection.

## DETAILED FINDINGS

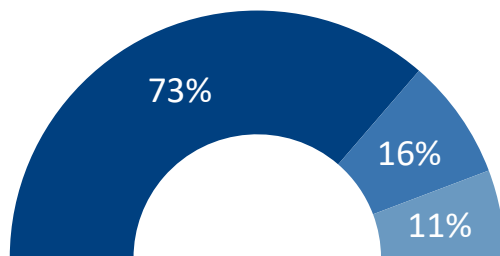
- **Health & Quality of Life**
- Transportation Needs
- Current Concerns
- Housing Affordability
- Food Insecurity
- Social Isolation
- Healthcare Access
- Unpaid Caregiving
- Emergency Preparedness
- Employment

# More than half of older adults give high marks to their quality of life and health

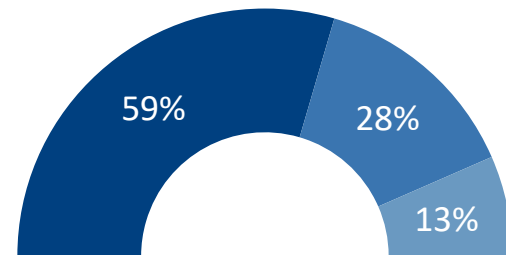
- There are no significant differences in quality of life and health from residents surveyed in 2019
- Noteworthy differences between populations are identified on the following page



Half report that things are on the right track for adults 60+ in Marin County while 4-in-10 feel improvement is needed\*



Almost three-quarters of older adults feel their quality of life is Excellent or Very Good



Almost six-in-ten older adults say their health is Excellent or Very Good

■ Excellent / Very Good ■ Good ■ Fair / Poor

n=412

# Certain populations are adversely impacted when it comes to their health and quality of life

When it comes to the needs of Marin County residents 60+,  
**THINGS COULD BE IMPROVED**

Group	% Needs Improvement (Somewhat / Definitely)	Δ vs. Gen Pop (40%)
Men	29%	-11%
Women	48%	+8%
Food Insecure	59%	+19%
Lonely	51%	+11%
Non-College Grad	56%	+16%
Black	62%	+22%

In general, my health is  
**FAIR or POOR**

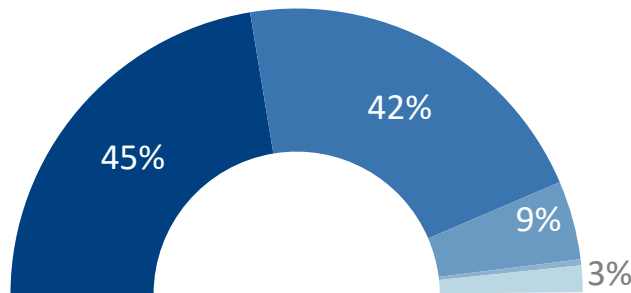
Group	% Fair or Poor	Δ vs. Gen Pop (13%)
75+	20%	+7%
Low Income	24%	+11%
Food Insecure	27%	+14%
Lonely	29%	+16%
Black	33%	+20%

In general, my quality of life is  
**FAIR or POOR**

Group	% Fair or Poor	Δ vs. Gen Pop (11%)
Men	6%	-5%
Women	16%	+5%
Low Income	34%	+23%
Food Insecure	46%	+35%
Live Alone	19%	+8%
Lonely	33%	+22%
Non-College Grad	21%	+10%

# Older adults are maintaining an active lifestyle

- Older adults in West Marin report notably higher levels of daily exercise (73% vs. 45% of the general population)
- Those who are not lonely are significantly more likely to exercise daily versus those who are lonely (48% vs. 32%) <sup>◇</sup>



**Nearly 90% of older adults in Marin County report exercising at least a few times a week**

n=412

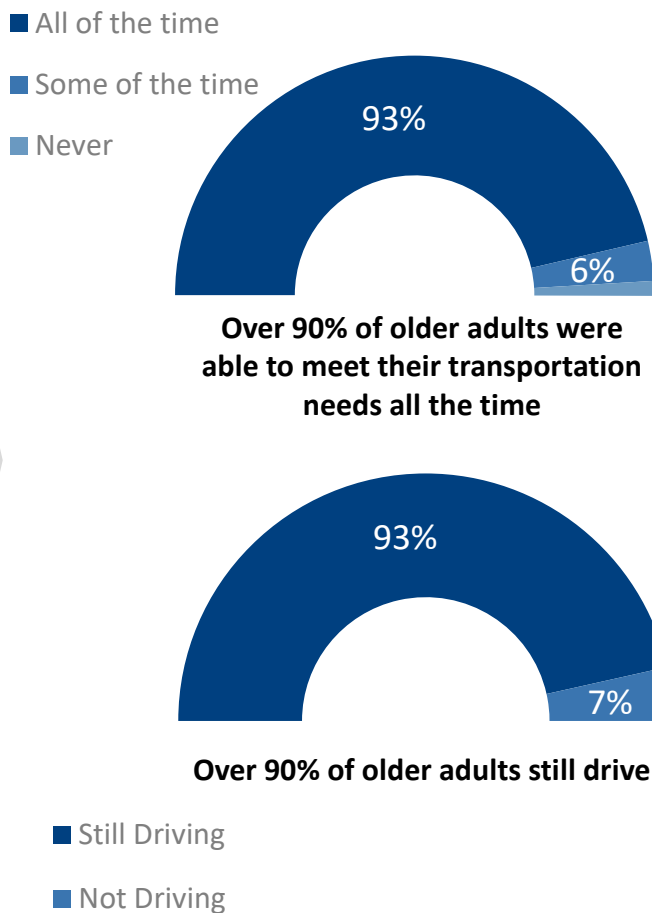


# DETAILED FINDINGS

- Health & Quality of Life
- **Transportation Needs**
- Current Concerns
- Housing Affordability
- Food Insecurity
- Social Isolation
- Healthcare Access
- Unpaid Caregiving
- Emergency Preparedness
- Employment

# Transportation needs of older adults are mostly met by driving personal vehicles

- Consistent with 2019, driving a personal vehicle remains the primary method most Marin County residents use to get around
- Dramatic shifts since 2019 reflect a significant decrease in:
  - Walking / Biking
  - Friends / Family
  - Taxi/Lyft/Uber
  - Public Transit
- Note: Changes in survey methodology may explain some of the large shifts



n=412

How do you usually get around?	
I drive my own car	91%
Walk/Bike	31%
Friends/family	22%
Family	19%
Taxi/Lyft/Uber	13%
Friends	12%
Public transit	10%
Other	4%
Paratransit	1%
Volunteer drivers	1%

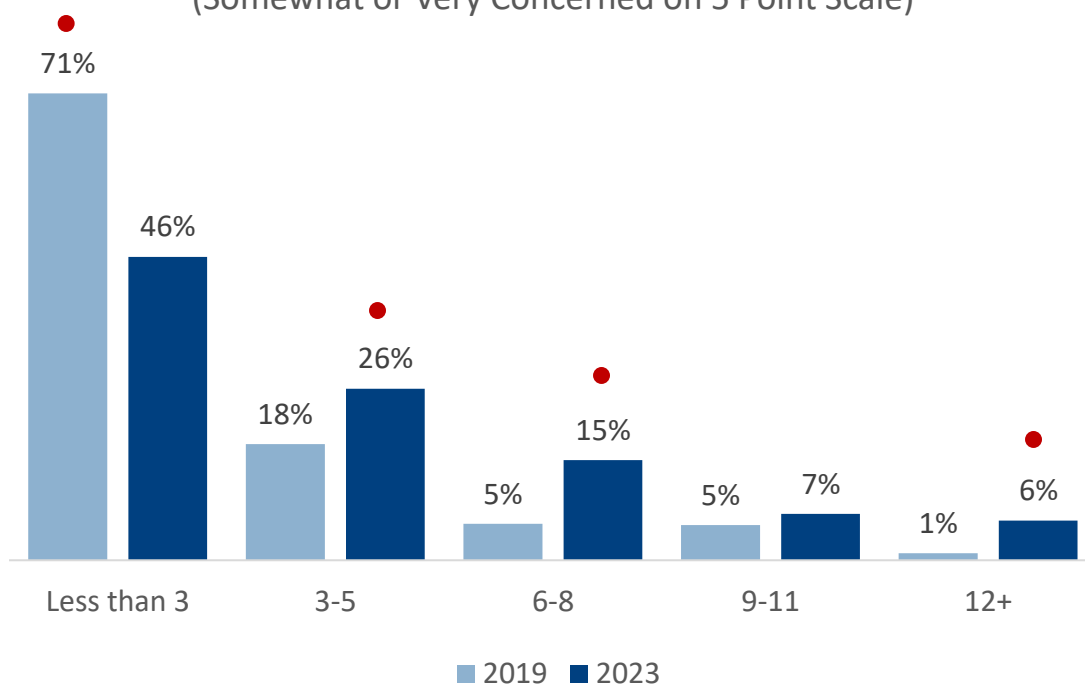
# DETAILED FINDINGS

- Health & Quality of Life
- Transportation Needs
- **Current Concerns**
- Housing Affordability
- Food Insecurity
- Social Isolation
- Healthcare Access
- Unpaid Caregiving
- Emergency Preparedness
- Employment

# Older adults in 2023 have significantly more concerns and elevated levels of concerns

- In 2019, older adults were significantly more likely to express concern in less than 3 areas.
- The following areas are where older adults in 2023 are more *significantly* likely to have concerns relative to 2019:
  - Affording healthcare <sup>◇</sup>
  - Affording medication <sup>◇</sup>
  - Affording rent / mortgage <sup>◇</sup>
  - Crime, Financial Abuse, Scams <sup>◇</sup>
  - Feeling Depressed <sup>◇</sup>
  - Financial Security <sup>◇</sup>
  - Getting healthcare / medications I need <sup>◇</sup>
  - Knowing how to access info about resources / services <sup>◇</sup>
  - Losing my memory/cognition <sup>◇</sup>
  - Getting out of the house to socialize <sup>+</sup>
- 21% <sup>◇</sup> of Hispanic respondents indicated they're very worried about 12+ concerns. This is significantly higher than the general population where only 6% rated 12+ items as concerning in 2023.

Number of Concerns  
(Somewhat or Very Concerned on 5 Point Scale)

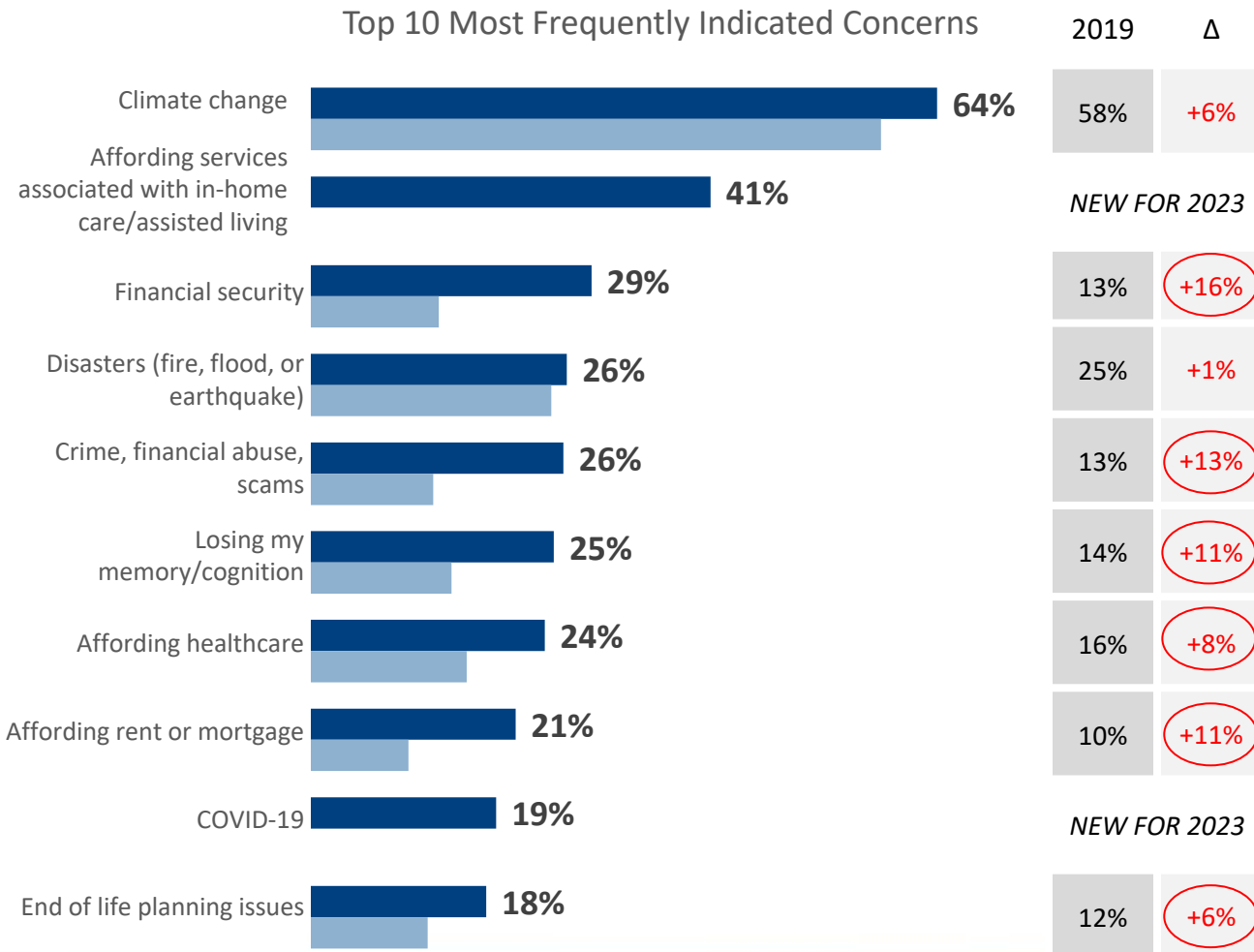


n=412

+ 90% confidence; <sup>◇</sup> 95% confidence; \*small sample

# While top concerns list remain consistent, concern levels have all increased

Top 10 Most Frequently Indicated Concerns



- Since 2019, residents are expressing more concern in these top 10 areas (except for those that were newly added in 2023).
- The concerns that have a 95% statistically significant increase since 2019 are indicated by the red circles in the Δ column.
- Climate change continues to be the most frequently cited concern (up +6 points from 2019).
- The second most frequently mentioned concern is new to the 2023 survey: *Affording the various services associated with in-home care/assisted living*

# Oversample respondents are considerably more concerned than the general population in many areas

**Climate Change:** Rural OS are +12% + more concerned than the general population.

**Affording Services Associated with In-Home Care/Assisted Living:** Hispanic OS are +10% + more concerned.

**Financial Security:** Hispanic OS are +12% <sup>◇</sup> more concerned.

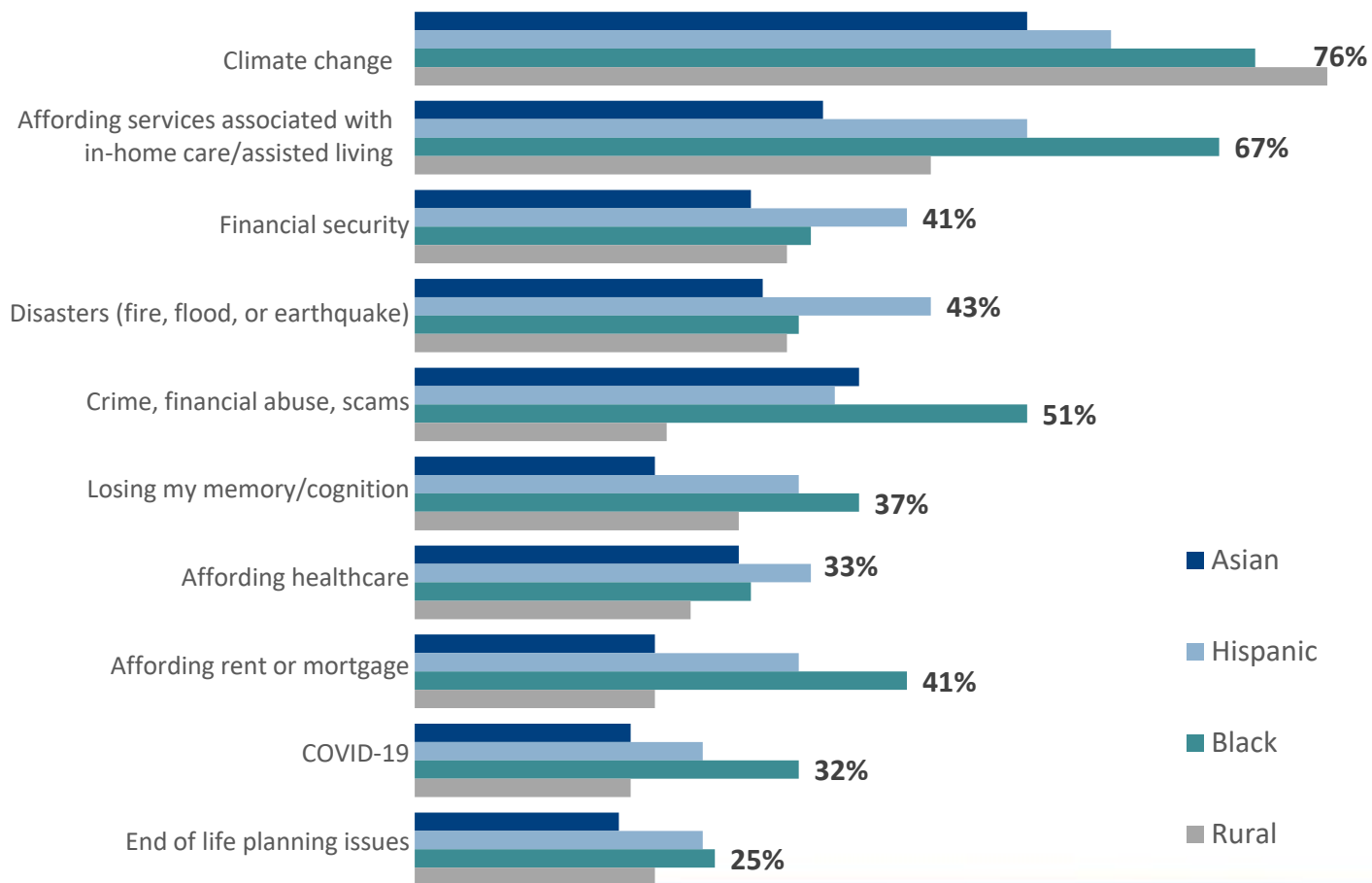
**Disasters:** Hispanic OS are +17% <sup>◇</sup> more concerned.

**Crime/Financial Abuse/Scams:** Black OS are +25% + and Asian OS are +11% <sup>◇</sup> more concerned.

**Affording Healthcare:** Hispanic OS are +9% + more concerned.

**Affording Rent/Mortgage:** Black OS are +20% + and Hispanic OS are +11% <sup>◇</sup> more concerned.

Top 10 Most Frequently Indicated Concerns Amongst Oversample Population



# Oversample respondents are considerably more concerned than the general population in many areas

### Getting the Healthcare or Medications I Need:

Hispanic OS are +10% <sup>◇</sup> more concerned than the general population.

### Affording Medications:

Hispanic OS are +14% <sup>◇</sup> more concerned.

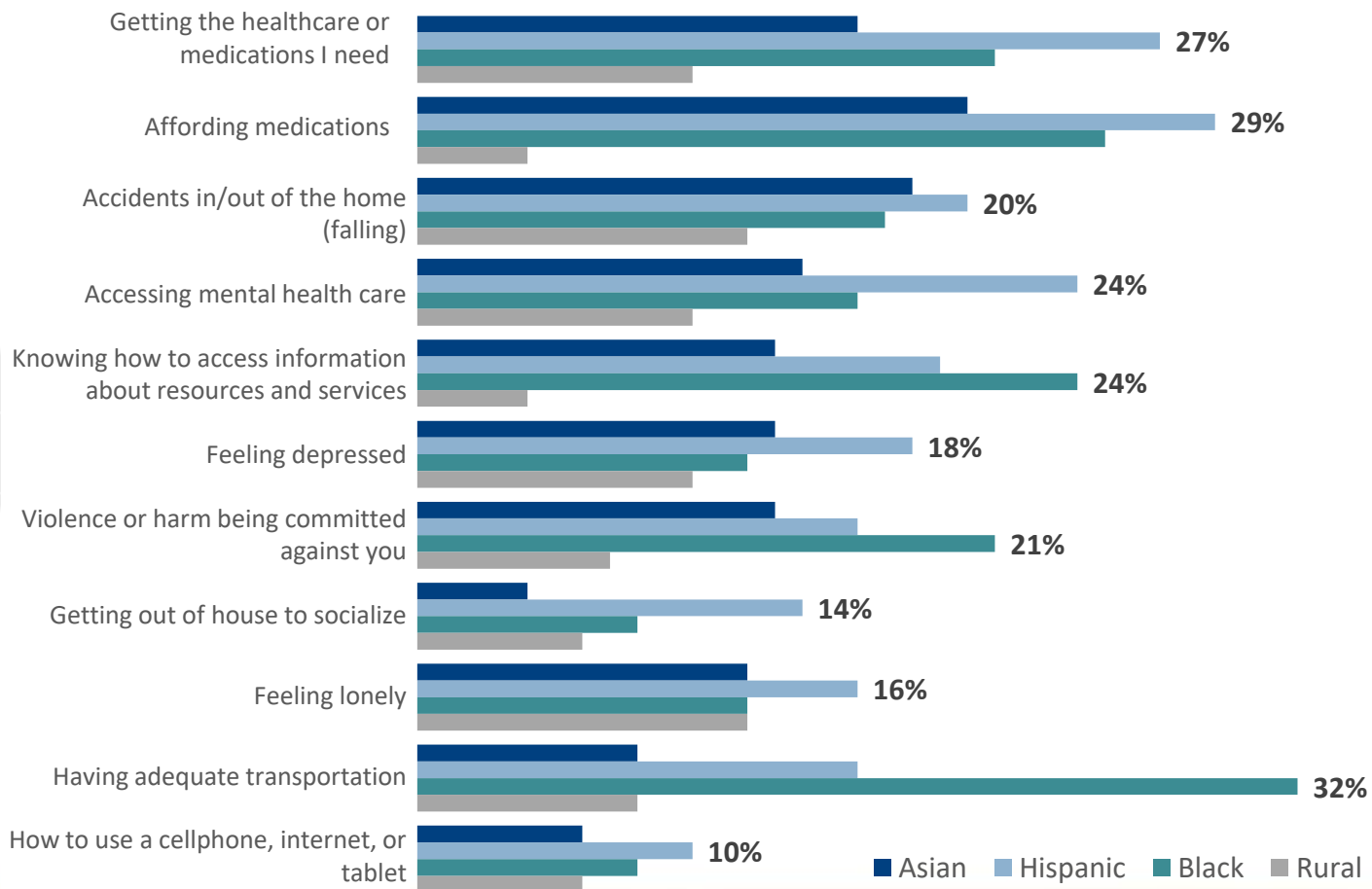
### Accessing Mental Health Care:

Hispanic OS are +12% <sup>◇</sup> more concerned.

### Having Adequate Transportation:

Black OS are +24% <sup>◇</sup> and Hispanic OS are +8% <sup>◇</sup> more concerned.

Remaining 12 Concerns Amongst Oversample Population



# Concerns among low-Income and 75+ groups differ relative to the Gen Pop (60+)

## Low-Income Individuals Top 10 Concerns

Concern	% Concerned	Δ vs. Gen Pop
Climate change	70%	+6%
Affording services associated with in-home care/assisted living	61%	+20%
Financial security	61%	+32%
Crime, Financial abuse, Scams	39%	+13%
Affording healthcare	37%	+14%
Losing my memory/cognition	36%	+11%
Disasters such as fire, flood, or earthquake	33%	+6%
Affording rent or mortgage	33%	+12%
COVID-19	28%	+9%
Getting the healthcare or medications I need	27%	+10%

## 75+ Adults Top 10 Concerns

Concern	% Concerned	Δ vs. Gen Pop
Climate change	66%	+2%
Affording services associated with in-home care/assisted living	38%	-3%
Losing my memory/cognition	27%	+2%
Disasters such as fire, flood, or earthquake	25%	-1%
End of life planning and issues	22%	+4%
Crime, Financial abuse, Scams	21%	-5%
COVID-19	21%	+2%
Accidents in/out of the home (falling)	19%	+6%
Financial security	19%	-10%
Feeling depressed	15%	+4%

# Individuals with disabilities concerns differ relative to the Gen Pop (60+)

## Adults with Disabilities Top 10 Concerns

Concern	% Concerned	Δ vs. Gen Pop
Climate change	64%	-
Affording services associated with in-home care/assisted living	60%	+19%
Financial security	40%	+11%
Disasters such as fire, flood, or earthquake	37%	+11%
Crime, financial abuse, scams	36%	+10%
Losing my memory/cognition	34%	+9%
COVID-19	32%	+13%
End of life planning and issues	30%	+12%
Affording healthcare	26%	+2%
Accidents in/out of the home (falling)	24%	+12%

n=102

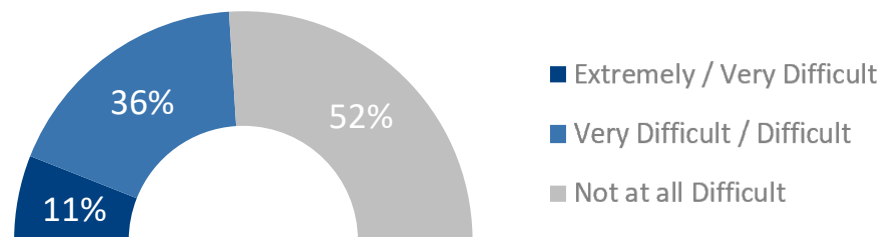
# Fear over making ends meet is top of mind for seniors



- With rising prices, especially housing costs, older adults in Marin County feel they are being priced out and find it challenging to imagine how they can continue to age without leaving the county or state
- They are specifically concerned about:
  - Affording rent, especially when their circumstances change
  - Affording to pay for food and utilities
  - Affording reasonable health care

# Almost half of older adults say it is difficult to live on their household income

- Women are more than 50% more likely than men to report difficulty living on their household income
- The following groups report difficulty living on their income at higher rates than the general population:
  - Low Income
  - Food Insecure
  - Non-College Educated
  - Living Alone
  - Lonely
  - Those between the ages of 60 to 64



Nearly half of all adults feel it is difficult to live on their income

Group	% Difficult (Net)	Δ vs. Gen Pop (47%)
Men	35%	-12%
Women	57%	+10%
Low Income	69%	+22%
Non-College	61%	+14%
Food Insecure	95%	+48%
Live Alone	56%	+9%
Lonely	77%	+30%
Age: 60-64	60%	+13%

n=412

# Affordable housing for those on a fixed income is scarce



*“There needs to be housing assistance for those of us who work but find it difficult to make ends meet. It seems if you’re not homeless, an addict, or mentally ill there are no resources for you. I don’t feel I should have to be homeless to get housing help. I am being priced out.”*

*“My mother will need to go into assisted living within 6-12 months. She will need to sell her mobile home to do so, then I will be homeless. I can’t afford \$1,500 for rent; one paycheck is about \$1,500.”*

*“Extremely challenging to afford renting in Marin. Marin is a very wealthy county where real estate investment is at its prime, profit at its utmost importance. Unfortunately, low income, aging population is not considered an asset in Marin.”*

# Healthcare and utility costs are not manageable for many seniors



*"I cannot find affordable dental care and I need extensive dental work. Because I have some dental insurance and still work, I am not eligible for Denti-Cal or any dental discounts. My rotting teeth affect my overall health and contribute to my social isolation."*

*"The cost of utilities, gas, food, HOA fees, etc. are making it difficult to stay in Marin or have quality of life. I couldn't afford a paid caregiver or assisted living if I needed one. Scary to get old here financially."*

*"I know there are a lot of agencies that offer support but when you call them, they don't have any funds left for emergencies like if you're short on rent. If my next PG&E bill comes, I know I'm not going to be able to pay it. I'll probably have to borrow money from my family again, which is very embarrassing."*



## Older adults desire better access to doctors and resource centers



*"I wish more doctors could afford to live in our county. I find that the doctors in our area are overbooked, and care is sometimes hurried and rushed."*

*"Healthcare in Marin is difficult to access, fragmented, cumbersome, and overcrowded. It was difficult to access before COVID; it feels considerably worse now. As an example, my primary care physician currently is in Petaluma!"*

*"In Southern Marin there is no community center or place where elders can meet and exercise or play bridge or find out about services."*

*"How about a place where we can consult with various practical solutions? When I encountered the need to obtain Medi-Cal, I realized that there is a lot of information out there, but to even comprehend it, you need a law degree, a statistics degree, and paralegal skills."*



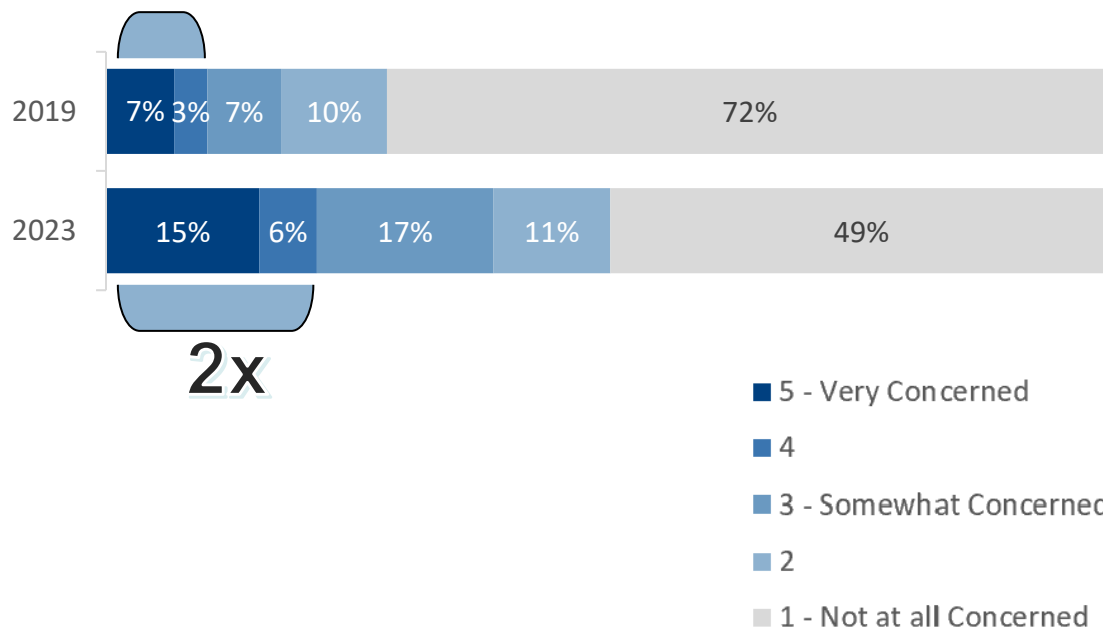
# DETAILED FINDINGS

- Health & Quality of Life
- Transportation Needs
- Current Concerns
- **Housing Affordability**
- Food Insecurity
- Social Isolation
- Healthcare Access
- Unpaid Caregiving
- Emergency Preparedness
- Employment

# Older adults with high levels of concern for housing affordability has doubled since 2019

- Older adults with the highest levels of concern around affording their rent or mortgage has doubled since 2019 (20% vs. 10%)
- Housing affordability struggles are more pronounced among the following groups (Top 2 Box): Women (26%), Low-Income (38%), Hispanics (32%), Black (41%), Aged 60-64 (35%)
- Data for those who state they are not at all concerned has drastically shrunk to below 50%

How concerned are you about affording rent or mortgage?



n=412

## DETAILED FINDINGS

- Health & Quality of Life
- Transportation Needs
- Current Concerns
- Housing Affordability
- **Food Insecurity**
- Social Isolation
- Healthcare Access
- Unpaid Caregiving
- Emergency Preparedness
- Employment

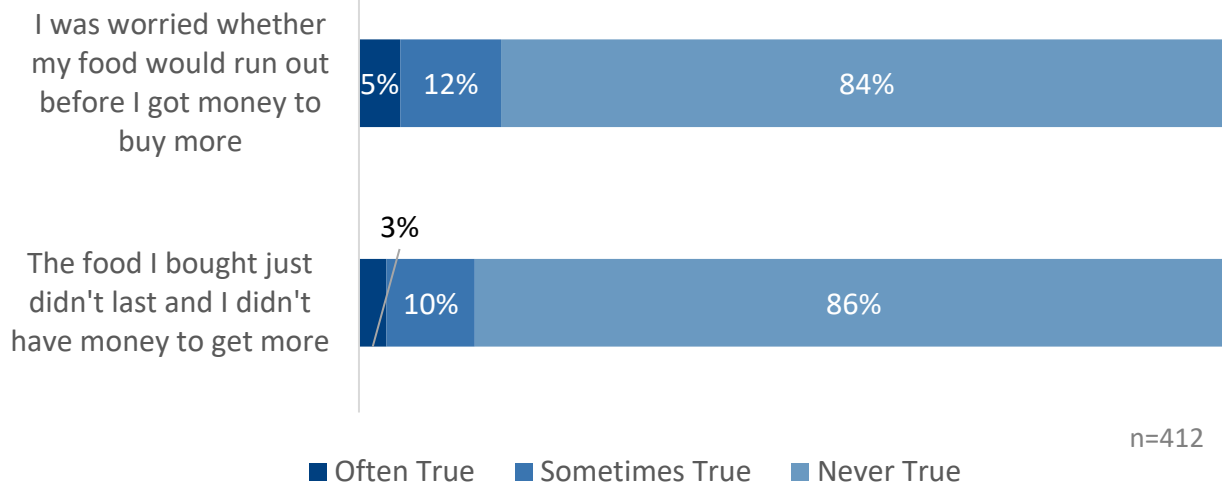
# Food insecurity is on the rise among older adults since 2019

- Food insecurity among older adults rose +8 percentage points since 2019 (18% vs. 10%)
- Those who felt the following statement was at least “sometimes true” increased by 65% since 2019: *Worried my food would run out....*
- Those who felt the following statement was at least “sometimes true” increased nearly doubled since 2019: *Food I bought didn't last and I didn't have money to get more*



**18%**  
of older adults surveyed  
in Marin County are  
classified as  
Food Insecure

## Within the past 12 months...



## Many populations are twice as likely to be food insecure as the general population of older adults

- Almost half of those who are lonely are also classified as food insecure; +14% points above the general population of older adults in Marin
- Women are twice as likely as men to be food insecure (27% vs. 12%) <sup>◇</sup>
- Non-Caucasians are also twice as likely as Caucasians to be food insecure (30% vs. 15%) <sup>◇</sup>
- Among the age brackets, the youngest age cohort (60-64) is significantly more likely to be food insecure relative to those aged 75 and older (27% vs. 17%) <sup>◇</sup>

Group	% Food Insecure	Δ vs. Gen Pop
Women	27%	+9%
Hispanic	34%	+16%
Black*	36%	+18%
Age 60-64	27%	+10%
Lonely	45%	+27%
Living Alone	32%	+14%



The background of the slide is a grayscale photograph showing a close-up of several hands gently holding a baby. The hands are positioned around the baby's head and shoulders, conveying a sense of care and support.

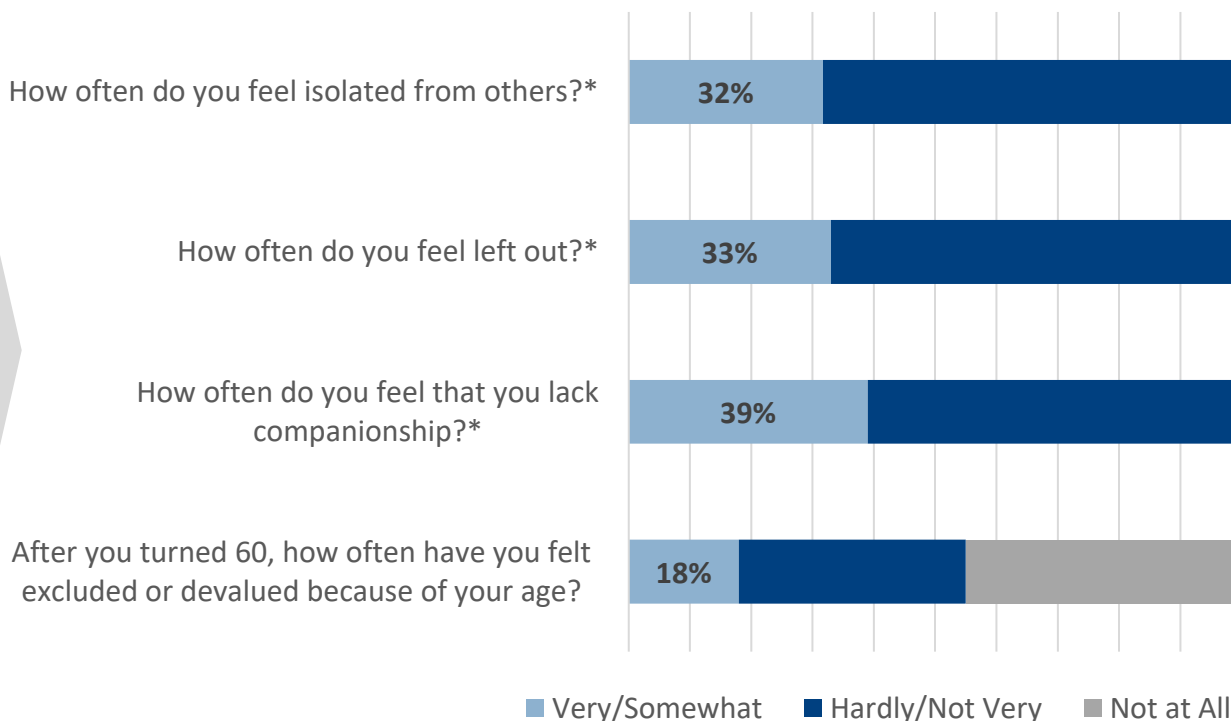
## DETAILED FINDINGS

- Health & Quality of Life
- Transportation Needs
- Current Concerns
- Housing Affordability
- Food Insecurity
- **Social Isolation**
- Healthcare Access
- Unpaid Caregiving
- Emergency Preparedness
- Employment

# A third of older adults in Marin County report feeling isolated from others

- Women are almost three times as likely as men to have felt excluded or devalued because of their age (at least somewhat often); 26% vs. 9% <sup>◇</sup>
- Nearly half of women feel they lack companionship at least some of the time (47% vs. 29% of men) <sup>◇</sup>
- These groups are more than twice as likely (vs. general population) to feel they OFTEN lack companionship
  - Food Insecure: 24%
  - Low Income: 22%
- Although a smaller sample, LGBTQ individuals are 2 to 3x more likely to show higher levels of feeling isolated or left out

## Gauging Social Isolation & Loneliness

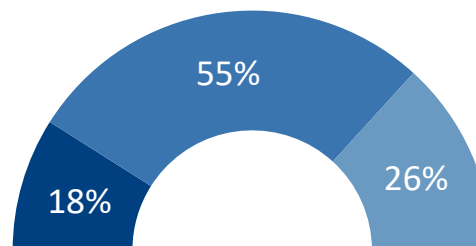


n=412

# “Always Eating Alone” is increasing among older adults

- Since 2019, those who report eating alone has increased.
- Almost half of residents that are food insecure eat alone all the time.
- Women are 3x more likely to eat alone all the time relative to men (26% vs. 8%) <sup>◇</sup>
- The following groups report always eating alone at much higher rates than the general population:
  - Low Income
  - Food Insecure
  - Living Alone
  - Lonely

■ All the time   ■ Some of the time   ■ Never



Nearly a fifth of older adults eat alone all the time

Group	% All the time	Δ vs. Gen Pop
Men	8%	-10%
Women	26%	+8%
Low Income	33%	+15%
Food Insecure	43%	+25%
Live Alone	44%	+26%
Lonely	36%	+18%

n=412

# DETAILED FINDINGS

- Health & Quality of Life
- Transportation Needs
- Current Concerns
- Housing Affordability
- Food Insecurity
- Social Isolation
- **Healthcare Access**
- Unpaid Caregiving
- Emergency Preparedness
- Employment

# Most older adults access needed healthcare, but mental care lags behind medical and dental

- While the vast majority of older adults who attempted to seek out medical or dental care were able to receive it, less than a fifth attempted to receive mental healthcare.
- Of those that did attempt to receive mental healthcare, just over 70% were able to receive the mental healthcare they sought out.

Have you attempted to receive this type of healthcare in the past 12 months?

n=412

MEDICAL



86%

DENTAL



78%

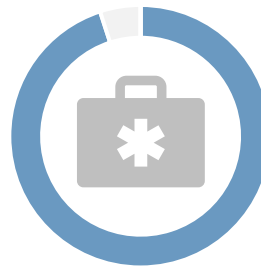
MENTAL



19%

Were you able to receive it? (if attempted)

% YES



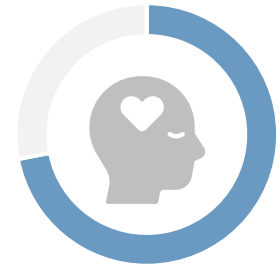
95%

n=353



91%

n=321



72%

n=78



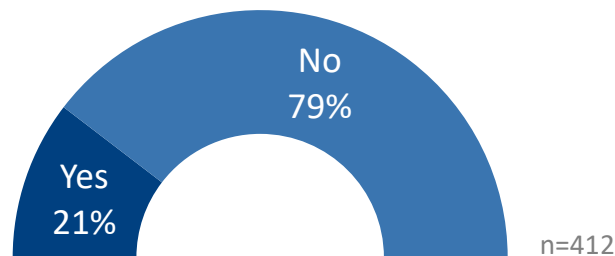
## DETAILED FINDINGS

- Health & Quality of Life
- Transportation Needs
- Current Concerns
- Housing Affordability
- Food Insecurity
- Social Isolation
- Healthcare Access
- **Unpaid Caregiving**
- Emergency Preparedness
- Employment

# One-fifth of older adults provide unpaid care to an older adult or an adult with disabilities

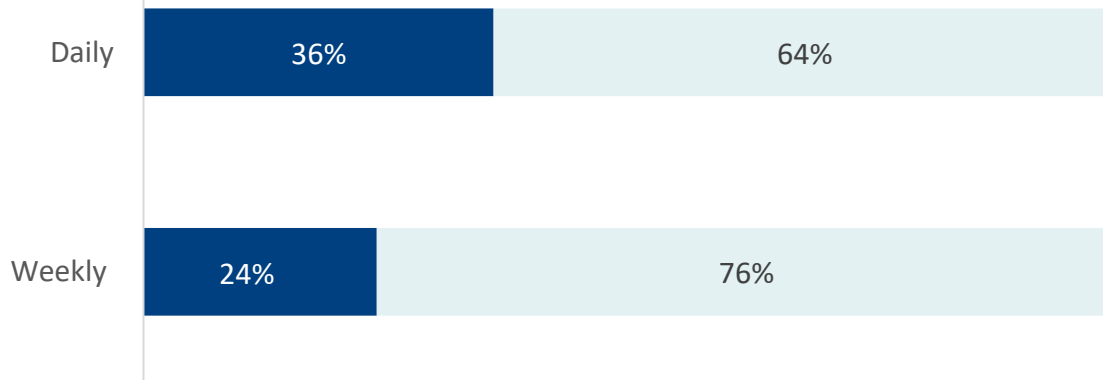
- The level of unpaid caregiving in this category has remained consistent with 2019 (21%).
- 36% of unpaid caregivers provide care to an older adult daily.
- 24% of unpaid caregivers report that they provide care to an older adult at least weekly.
- Almost a third of those surveyed provide unpaid care for their grandchildren (at least once a month).

Do you provide unpaid care for a family member or friend who is an older adult or an adult with a disability?



How frequently do you provide care to an older adult(s):

(Base: Answered Yes)

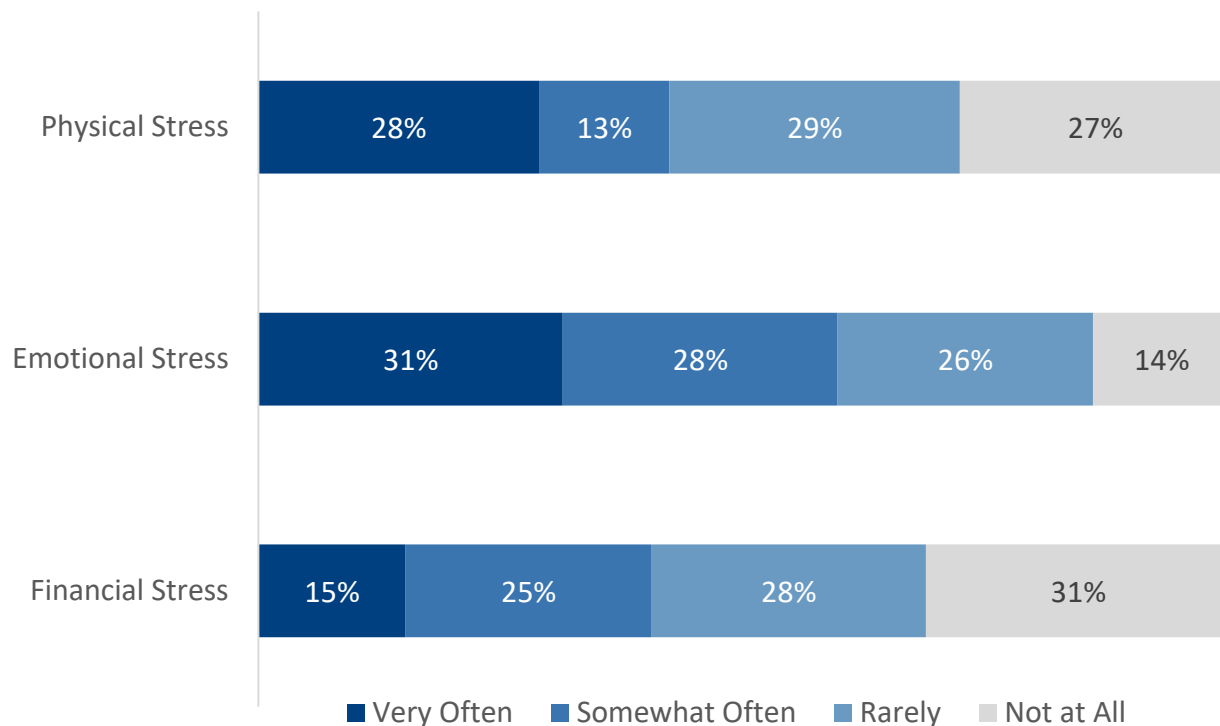


n=86

# Older adults experiencing stress from unpaid caregiving has increased since 2019

- Women are significantly more likely to experience financial stress (Very Often) from unpaid caregiving versus their male counterparts (22% vs. 6%)+
- In 2023, older adults are experiencing stress (physical, emotional, and financial) from unpaid caregiving more frequently (relative to 2019)
  - Physical (Very Often): 28% vs. 9%<sup>◇</sup>
  - Emotional Stress (Very Often): 31% vs. 16%<sup>◇</sup>
- In 2023 (vs. 2019) older unpaid caregivers are significantly more likely to have financial stress Very/Somewhat Often (40% vs. 21%)<sup>◇\*</sup>

Stress from Unpaid Caregiving  
to an older adult or adult with disabilities



n=86

+ 90% confidence; <sup>◇</sup> 95% confidence; \*small sample

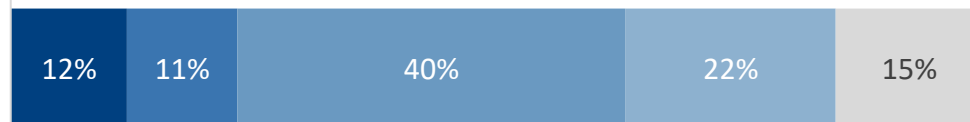
# Opportunities exist to improve availability and accessibility of services for unpaid caregivers

- Over 50% of unpaid caregivers do not feel there are enough services available to support caregivers.
- 60% of unpaid caregivers do not know where to go to get caregiver support.
- A third of unpaid caregivers have some interest in a group day program for the individual they are providing care

## How true are the following statements for you?

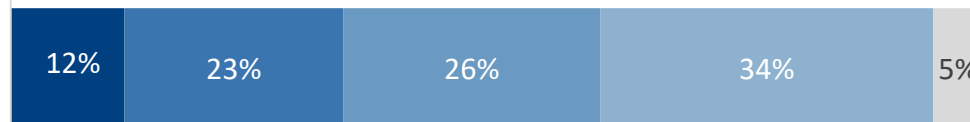
Base: provides unpaid care to an older adult or adult with disabilities

There are services available to support caregivers

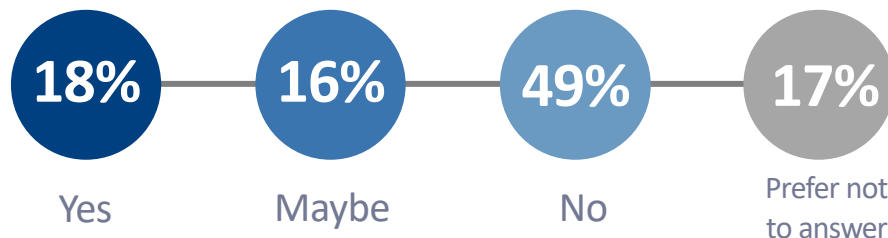


■ Very true ■ Mostly true ■ A little true ■ Not at all true ■ Not Applicable

I know where to get support as a caregiver

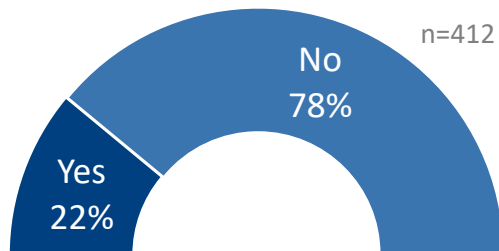


Would be interested in a group day program that would provide socialization / activities individual receiving care



# One fifth of older adults need help to find or access services

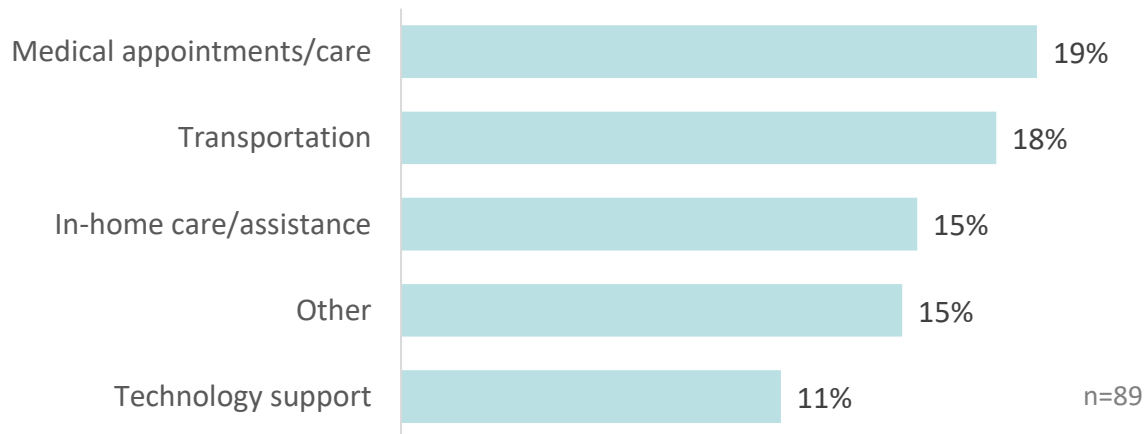
- Just over a fifth of older adults say they sometimes need someone to help them find or access services.
- The following groups have elevated levels of need:
  - Lonely (42%)
  - Caregivers (40%)
  - Low Income (35%)
  - Food Insecure (34%)
  - Age 75-79 (31%)
  - Live Alone (29%)
  - Women (26%)



**Do you ever need someone to help you find or access services?**



**What specific type(s) of services do you need assistance in accessing? (Base: Answered Yes)**

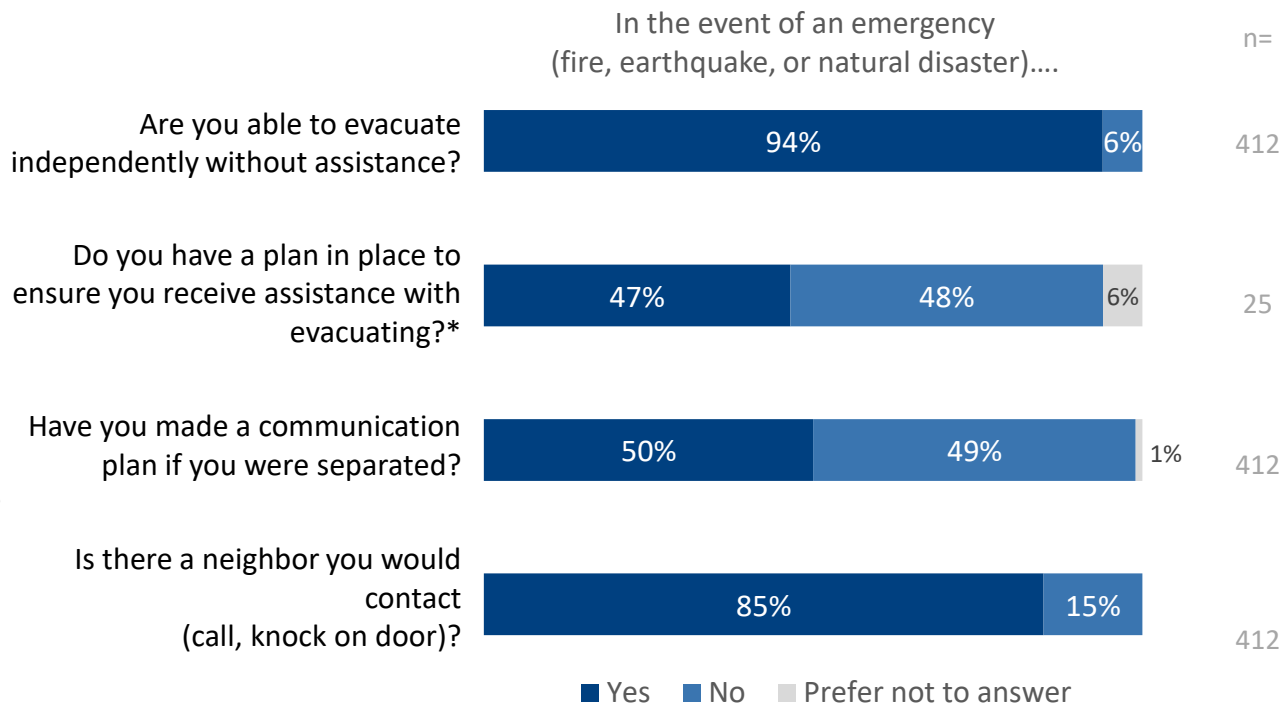


# DETAILED FINDINGS

- Health & Quality of Life
- Transportation Needs
- Current Concerns
- Housing Affordability
- Food Insecurity
- Social Isolation
- Healthcare Access
- Unpaid Caregiving
- **Emergency Preparedness**
- Employment

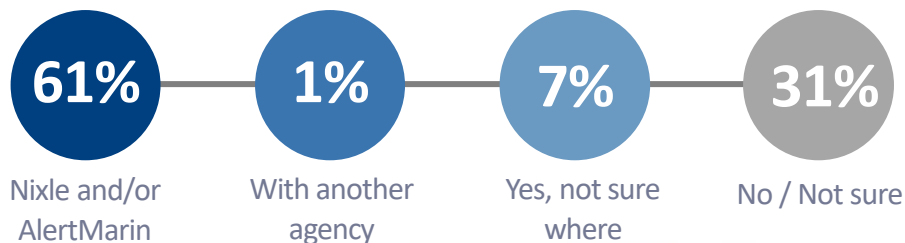
# In the event of an emergency most could independently evacuate, but many lack a plan

- Individuals aged 75 or older are **twice** as likely not to be able to evacuate independently relative to the general population (for 60+).
- The majority (61%) of Marin County residents surveyed indicated that they are signed up with Nixle and/or AlertMarin.



Are you signed up to receive emergency notifications with Nixle and AlertMarin?

n=412



+ 90% confidence; ° 95% confidence; \*Among those not able to evacuate independently without assistance)

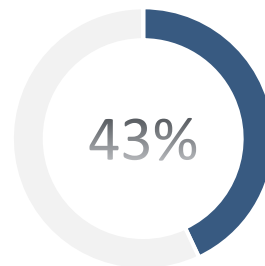
## DETAILED FINDINGS

- Health & Quality of Life
- Transportation Needs
- Current Concerns
- Housing Affordability
- Food Insecurity
- Social Isolation
- Healthcare Access
- Unpaid Caregiving
- Emergency Preparedness
- **Employment**

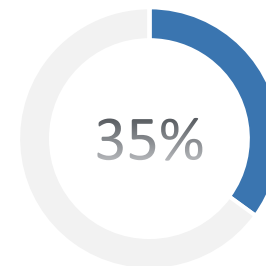
# Employment statistics for older adults remain steady



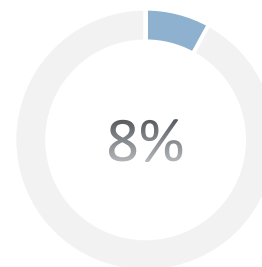
- Between 35% and 45% of individuals are working and relying on that as a source of income for their household, which is consistent with 2019 levels
- Job seekers who struggle the most to find employment are Caregivers (12%), Women (12%), Low-income Individual (15%), Food Insecure (18%), LGBTQ+ (23%)\*
- The younger cohort of older adults (60-64) are significantly more likely to struggle finding employment than the older cohorts
  - 16% vs 7% for 65–70-year-olds to find employment



Work as a source of income  
(2019: 43%)



Are employed for pay  
(2019: 39%)



Have looked for employment but unable to find a job [in the last year]  
(2019: 6%)



# APPENDIX

# Important Survey Definitions

## FOOD SECURITY

The USDA defines food insecurity as “limited access to adequate food for an active, healthy life due to a lack of money or other resources.” To determine the food insecurity of older adults, the AAA utilized the two Validated Hunger Vital Sign screening statements.

*Within the past 12 months, I was worried whether our food would run out before I got money to buy more.*

*Within the past 12 months, the food we bought just didn't last and we didn't have money to get more.*

Individuals who answered yes to either question have been classified as *food insecure*.

## ECONOMIC SELF-SUFFICIENCY

In Marin County, the threshold for economic self-sufficiency among older adults is below 300% of the federal poverty level.

The Elder Economic Security Index was developed to assess the threshold income for older adults to afford all aspects of daily living, including food, healthcare, housing, transportation, etc.

Throughout the survey, any reference to low-income is determined using this definition.

## LONELINESS AND ISOLATION

The social isolation measurement is comprised of 3 questions scored on a 3-point frequency scale (Hardly ever (1pt), Some of the time (2pts), Often (3pts))

*How often do you feel that you lack companionship?*

*How often do you feel left out?*

*How often do you feel isolated from others?*

Individuals with a combined score of 6 or more are classified as *lonely*.

**Note:** Whenever ‘general population’ is used in this survey, it is referring to the general population of those surveyed (Marin County residents 60 years of age or older).

# Screenshots of mailed letter and text message survey invitations



[INSERT DATE]

NAME  
ADDRESS  
CITY, STATE ZIP

Dear Marin County Resident,

Marin County Health and Human Services, in collaboration with Marin County Aging and Adult Services, is conducting a comprehensive study to better understand the unique needs of our community, focusing on adults aged 60 or over.

Participants who complete the survey have the option to receive a \$10 gift card or choose to donate the equivalent amount to a local charity, provided they meet the qualifications for participation.

Your perspective is crucial in shaping the future of services and resources in Marin County. As part of a random selection process, we kindly ask that the adult in your household aged 60 or more with the most recent birthday completes the survey. Your involvement is entirely voluntary, and your responses will be kept confidential.

#### I would like to participate, what do I do?

See below for the website and your personalized log-in ID, or you may scan the QR code at the bottom right of this letter to enter directly into the survey. The survey will be open for the next week or until the desired number of surveys is obtained, so please complete the survey today if possible.

Website: [MarinSurvey.com](https://marinsurvey.com)

Your Log-in ID: INSERT ID

If you prefer to complete the survey by telephone, please call 800-546-2367. Our California offices are ready to assist you and ensure a smooth survey experience. Please provide your login ID listed above when you call.

We understand the importance of ensuring the legitimacy of such endeavors. If you would like to verify the authenticity of this survey, please feel free to contact Marin County Health & Human Services at 415-473-4636. We are here to address any questions or concerns you may have.

Your contribution to this study is essential in helping us create a community that meets the diverse needs of its residents. Thank you for taking the time to share your insights.

Sincerely,  
Marin County Health & Human Services



Marin County Health and Human Services is conducting a survey to better understand the unique needs of our community, focusing on adults aged 60 or over. If you qualify and complete, you will be compensated for your time or may elect to donate to a listed charity. Please use this this secure link to give your opinions in this important Marin County survey: <https://marincountysurvey.com/@source@&i.user6=T> Reply STOP to opt out.

