

# 2023 Marin County Older Adults Needs Assessment

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TOPLINE REPORT

Davis Research LLC

January 2024

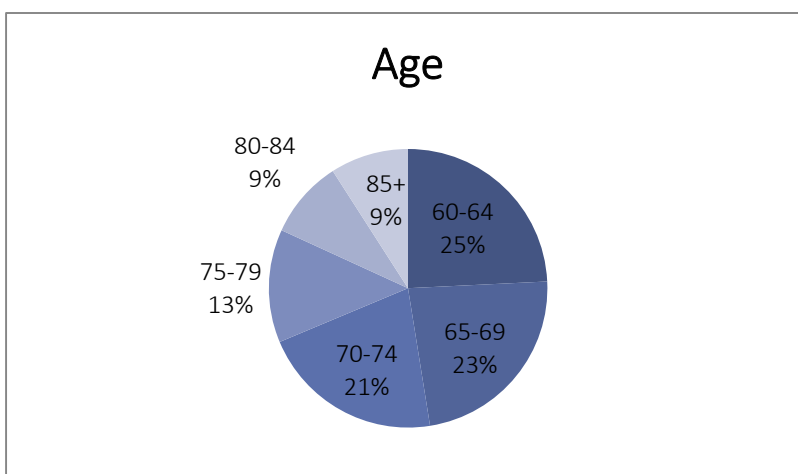
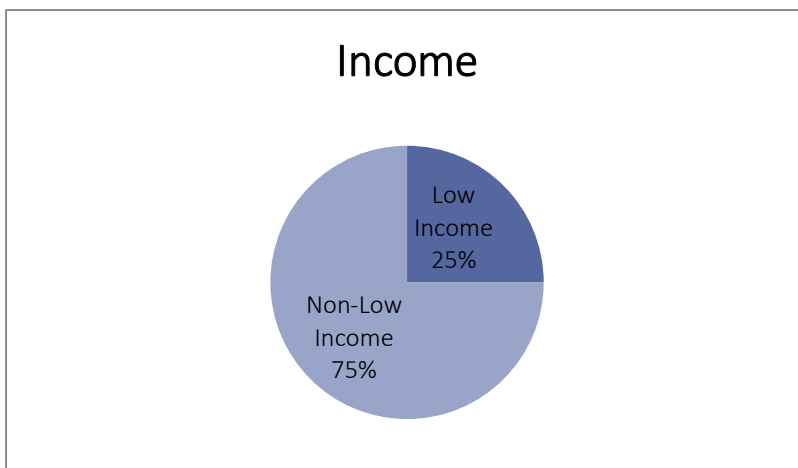
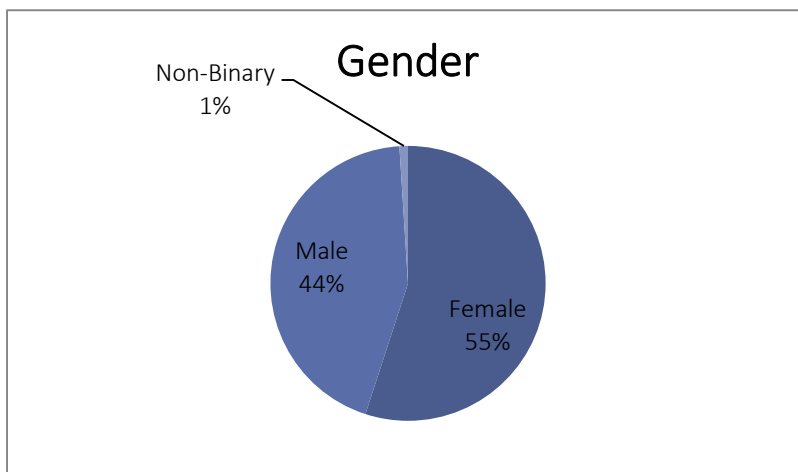
# Background & Objectives

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- Marin County Health and Human Services contracted Davis Research to conduct a thorough needs assessment of older adult residents (age 60+) to better understand their current needs and concerns.
- This survey serves as a follow-up to a similar needs assessment survey conducted in 2019.
- Contact was made on behalf of Marin County Health and Human Services and respondents were screened to identify an adult age 60 and over.
- From November 27th, 2023, to December 19th, 2023, a survey was conducted among 412 Marin County residents (60+ years old).
- Oversample (OS) targeting of African American, Asian, Hispanic, and Rural populations was a new addition to data collection methodology in 2023 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.

# 2024 Demographic Breakdown (Gen Pop)

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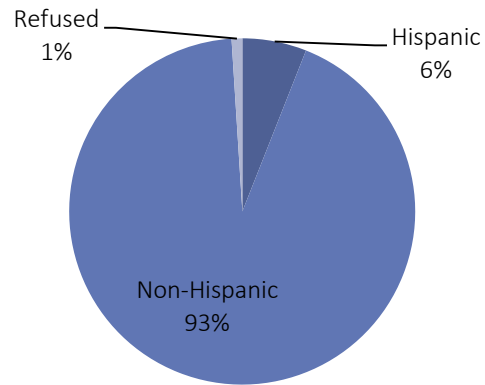


\*Note: These charts reflect weighted survey data

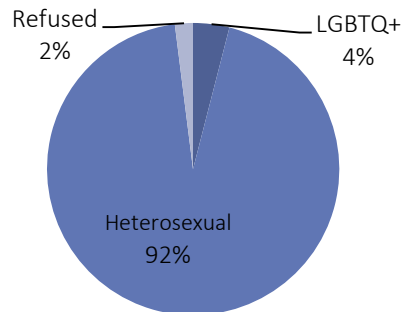
# 2024 Demographic Breakdown (Gen Pop)

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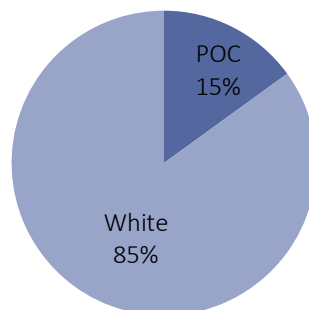
## Ethnicity (Hispanic/Latino Heritage)



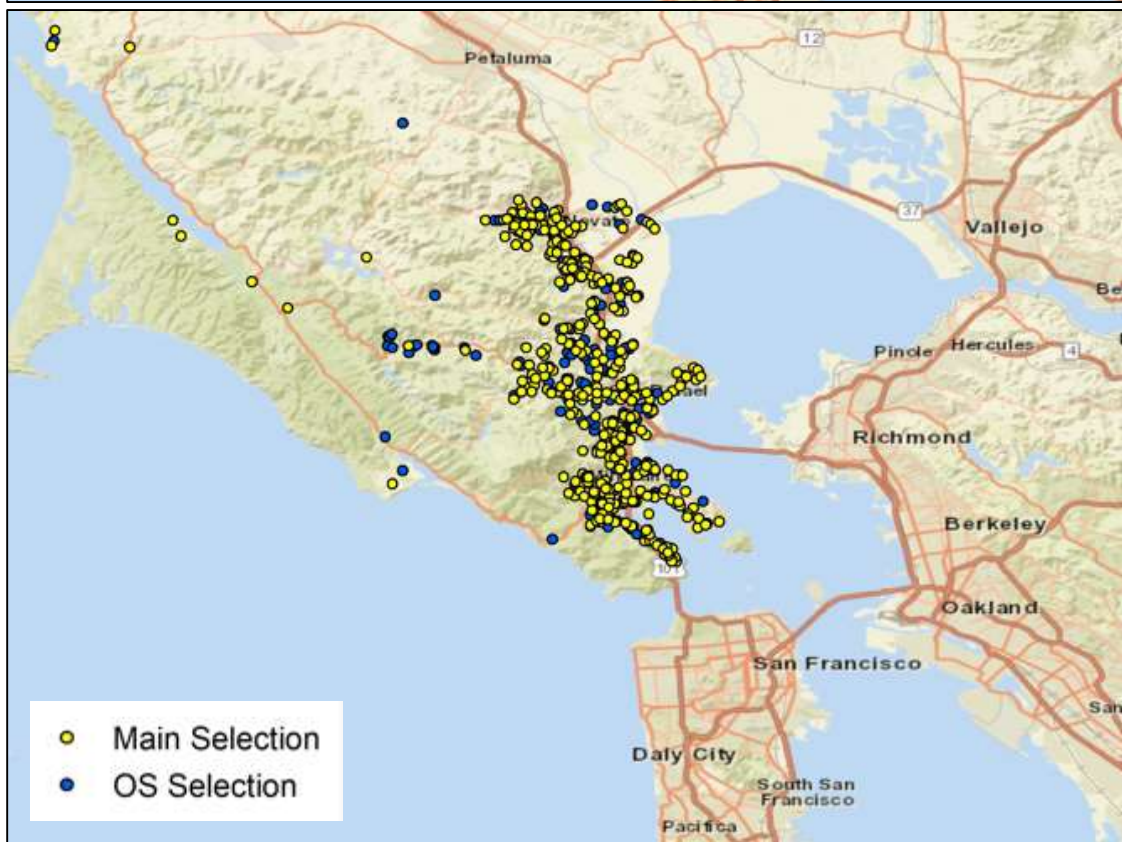
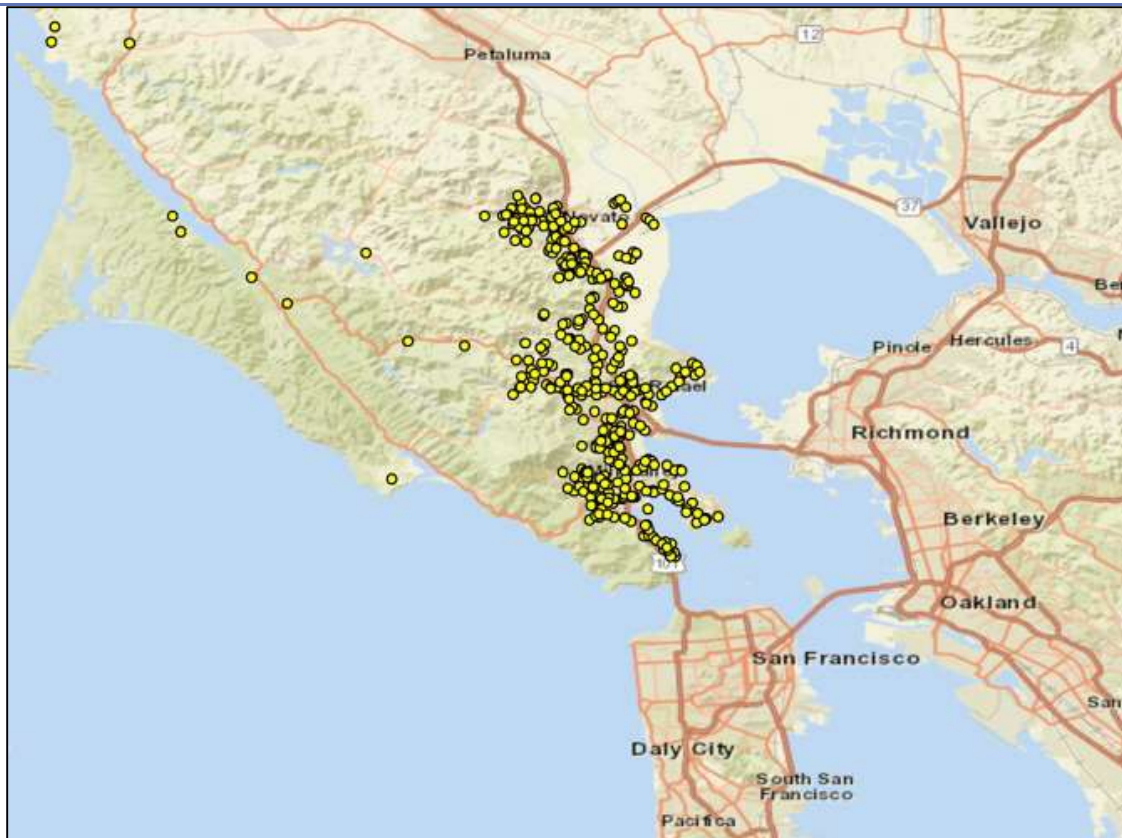
## Sexual Identity



## Race



# Geo-Maps of Respondent Population



# Topline Observations

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## 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:

- Accessing affordable housing in Marin County is a growing concern as local real estate prices continue to increase.
- Affording other living expenses such as utilities, groceries, and healthcare expenses is a big struggle.

## 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 per 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 in 2023 than in 2019:
  - 75+ years old
  - Low Income
  - Less Educated
  - Women
  - Hispanic
  - African American
  - Live Alone
  - Lonely
  - Food Insecure

# Noteworthy Differences: 2019 vs. 2023

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## 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%).

## BURDEN ON CAREGIVERS:

- In 2023, unpaid caregivers are 3x more likely to report physical stress, 2x as likely to report emotional stress, and 2x 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.

## INCREASED LEVELS OF CONCERN:

- Marin residents are *significantly* more likely to have concerns in the following areas vs. when surveyed in 2019:
  - Affording healthcare, medications, rent/mortgage
  - Crime, financial abuse, scams
  - Financial security
  - Feeling depressed
  - Getting healthcare/meds
  - Losing memory/cognition
  - Getting out to socialize

# Noteworthy Detailed Findings: Health & Quality of Life

- More than half of older adults give high marks to their quality of life and health.
- Certain specific 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%
African American	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%
African American	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.
  - Nearly 90% of older adults in Marin County report exercising at least a few times a week.
  - 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>

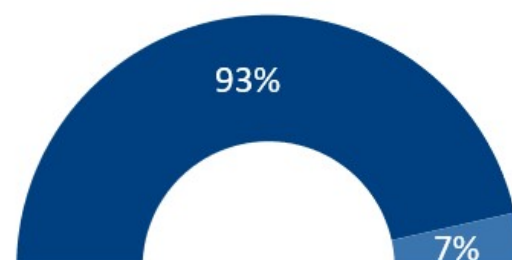
<sup>◇</sup> 95% confidence



# Noteworthy Detailed Findings: Mobility Needs

- 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 in 2023 may explain some of the shifts. In 2019 this question was asked as a yes/no for each method of transportation. In 2023 it was asked open ended without reading the list of options. The responses mentioned were then coded.

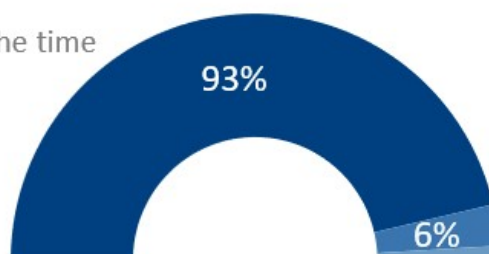
How do you usually get around?	
I drive my own car	91%
Walk/Bike	31%
Friends/family	22%
Family	19%
Taxi/Lyft/Uber	13%
Friends	12%
Public transit	10%
Other	4%
Paratransit	1%
Volunteer drivers	1%



Over 90% of older adults still drive

- Still Driving
- Not Driving

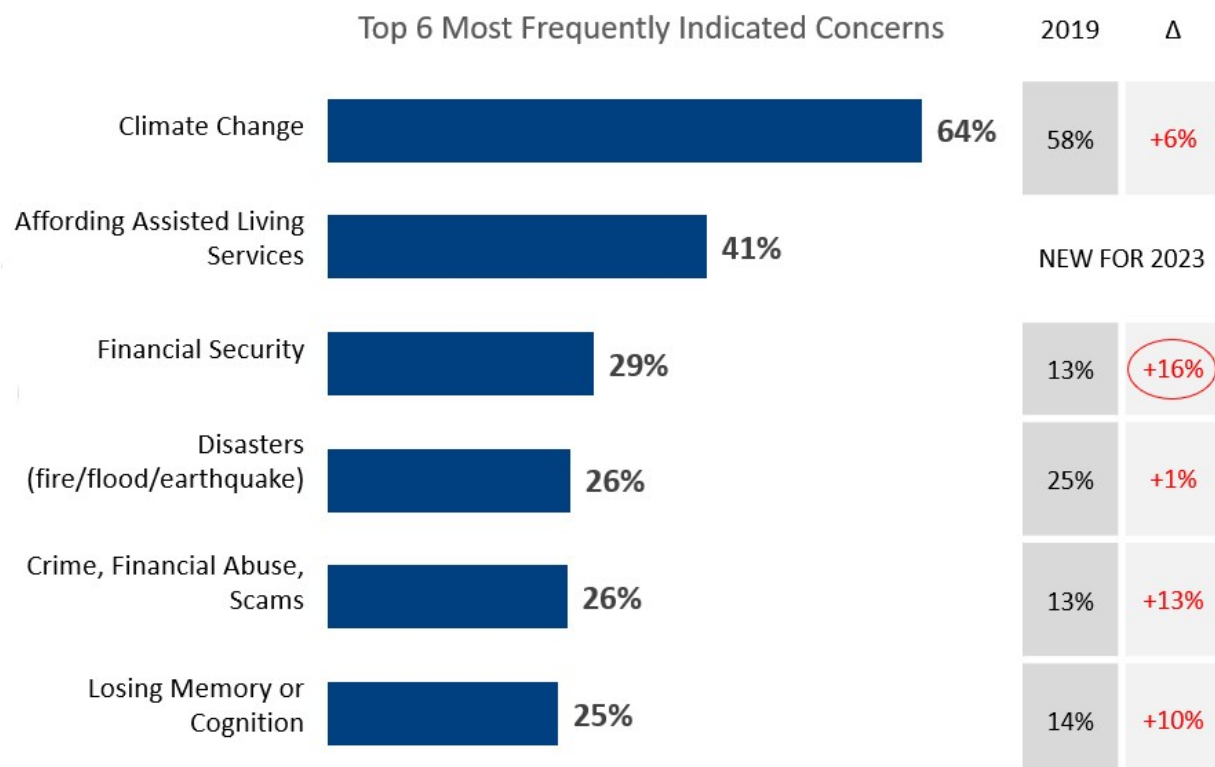
- All of the time
- Some of the time
- Never



Over 90% of older adults were able to meet their transportation needs all the time

# Noteworthy Detailed Findings: Current Concerns

- 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 *significantly* more 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>

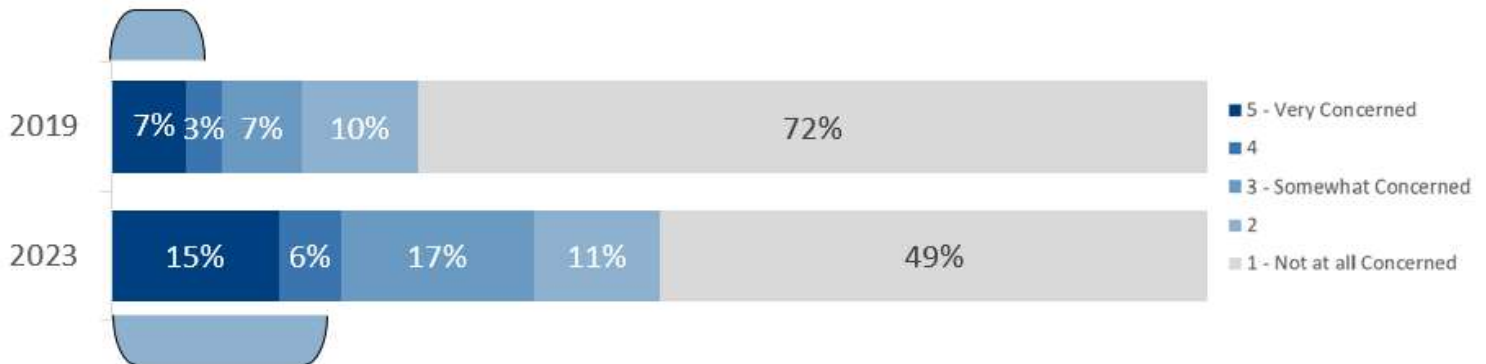


<sup>◇</sup> 95% confidence, <sup>+</sup> 90% confidence

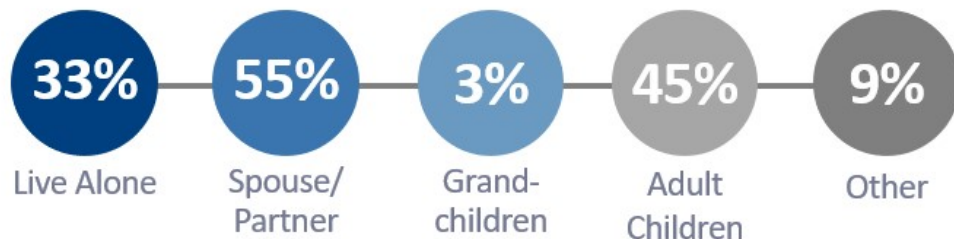
# Noteworthy Detailed Findings: Housing Affordability

- 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%), African Americans (41%), Aged 60-64 (35%).
- Data for those who state they are not at all concerned has drastically shrunk to below 50%.
- Household composition has remained largely unchanged since 2019.

## How concerned are you about affording rent or mortgage?



Who else is living with you in your home?



# Noteworthy Detailed Findings: Food Insecurity

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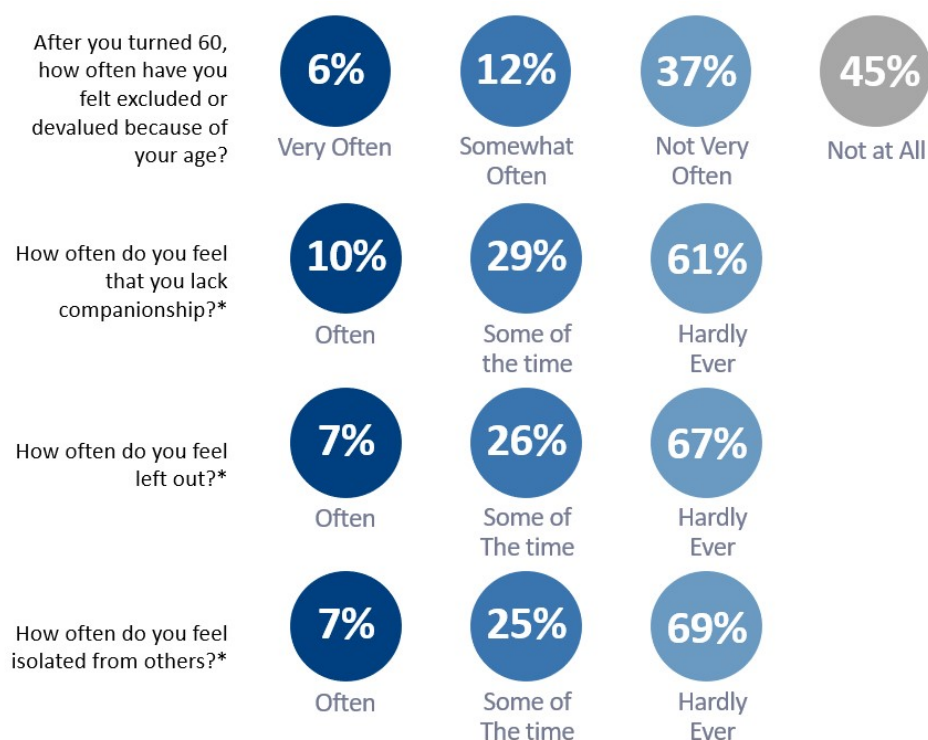
- Food insecurity among older adults rose +8 percentage points since 2019 (18% vs. 10%).
- Those who felt the following statement was at least “sometimes true” increased by 65% since 2019: *Worried my food would run out...*
- Those who felt the following statement was at least “sometimes true” nearly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



- 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 twice as likely as Caucasians to be food insecure (30% vs. 15%). <sup>◇</sup>
- Among the different 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>

# Noteworthy Detailed Findings: Social Isolation

- 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. the 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.
- Women are 3x more likely to eat alone “All the time” relative to men (26% vs. 8%).<sup>◇</sup>

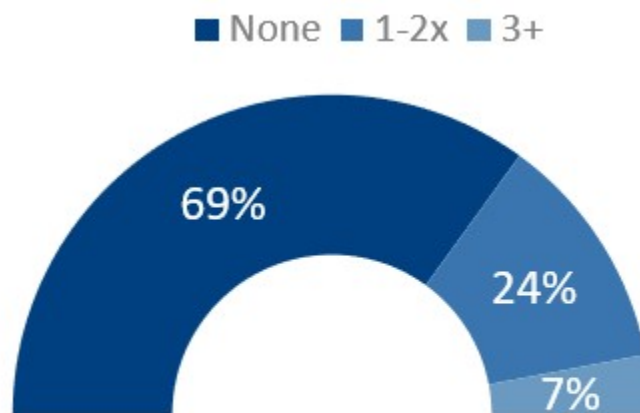


\*Social Isolation Measurement Question

# Noteworthy Detailed Findings: Healthcare Access

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- 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.
- The incidence of falls remains consistent with 2019 levels.
- 20% of older adults classified as “Food Insecure” fell 2 or more times in the past year vs. 7% of the general population.
- Older adults classified as “Lonely” were three times more likely to fall 2+ times in a year compared to those who are “Not lonely” (14% vs. 4%) <sup>◇</sup>
- Hispanic older adults are much more likely to visit the ER following a fall (65% vs. 23% of the general population)\*

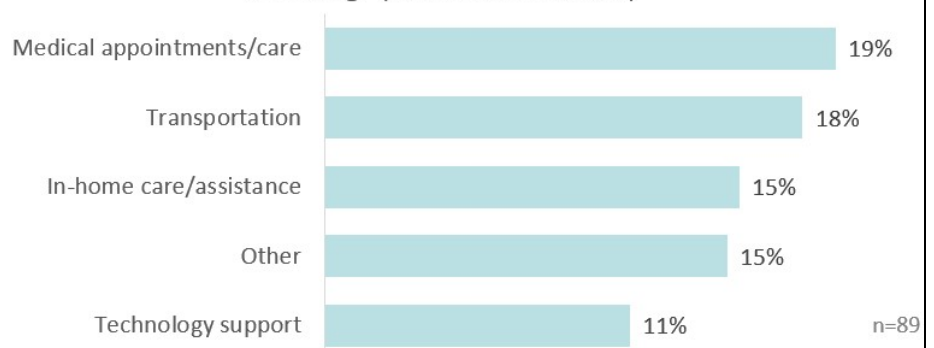


**Almost a third of older adults had at least one fall in the past year**

# Noteworthy Detailed Findings: Unpaid Caregiving

- 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%).
  - The majority of unpaid caregivers work to support other adults (their partner or another adult).
  - Almost a third of older adults providing unpaid care do so for their grandchildren (at least once a month).
- 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%)<sup>+</sup>
  - 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>
- One fifth of older adults need help to 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%)

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



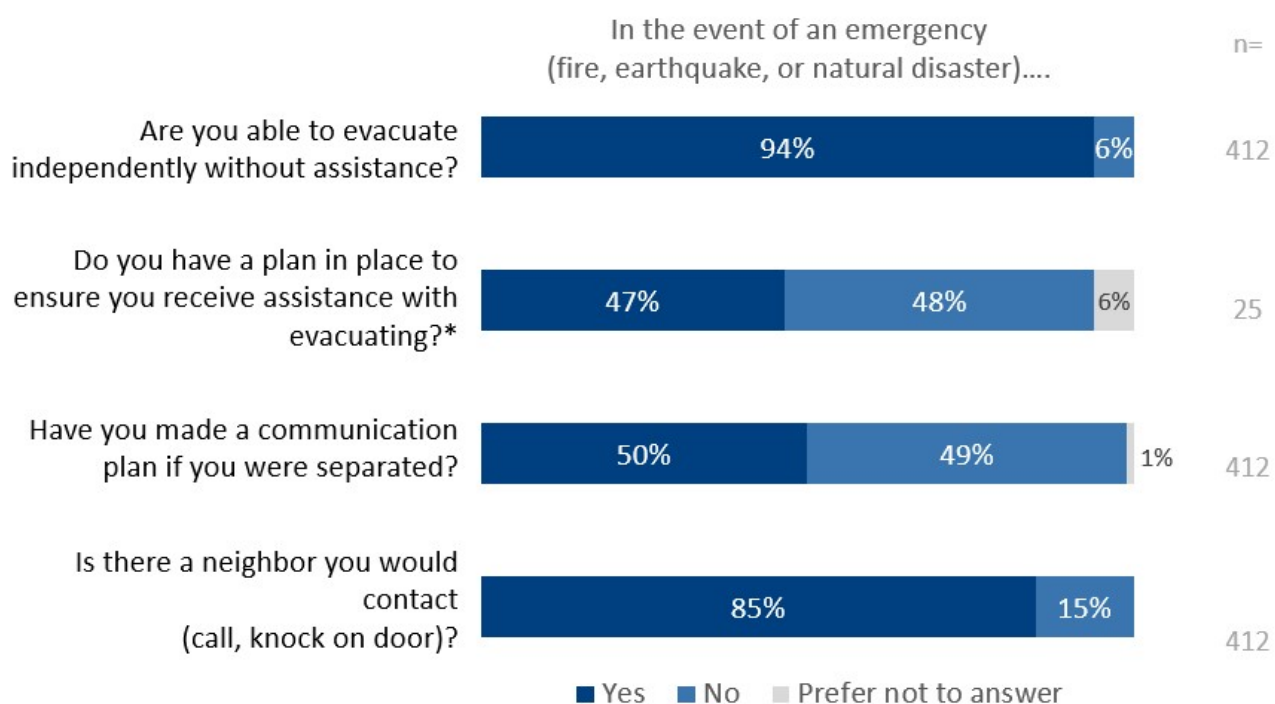
<sup>+</sup> 90% confidence

<sup>◇</sup> 95% confidence

<sup>\*</sup> Small sample size

# Noteworthy Detailed Findings: Emergency Preparedness

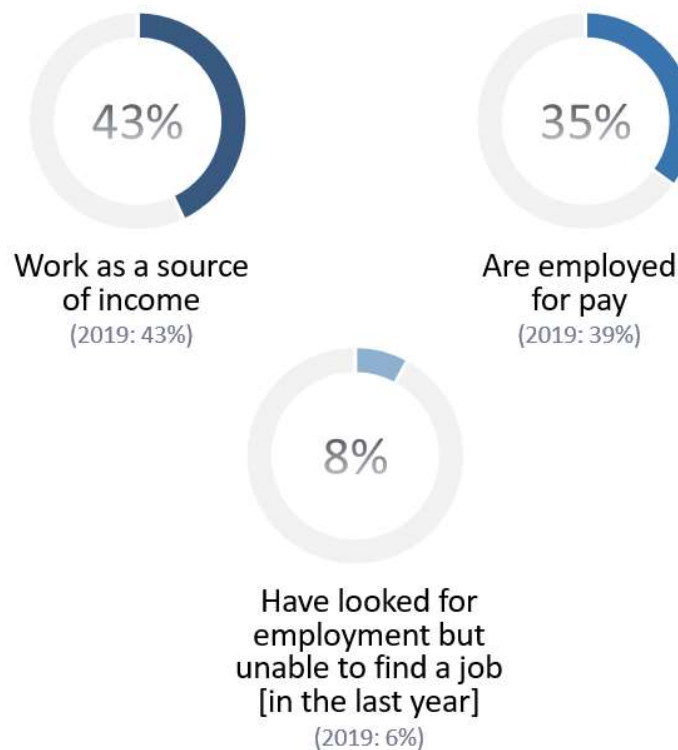
- In the event of an emergency most could independently evacuate, but many lack a plan.
- Individuals aged 75 or older are **twice** as likely not to be able to evacuate independently relative to the general population (for 60+).
- The majority (61%) of Marin County residents surveyed indicated that they are signed up with Nixle and/or AlertMarin.





# Noteworthy Detailed Findings: Employment

- Employment statistics for older adults in Marin remain steady when compared to 2019.
- Between 35% and 45% of individuals are working and relying on that as a source of income for their household, 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.



\* Small sample size