



OUR COMMUNITY

NEEDS OF OLDER ADULTS IN SALT LAKE COUNTY
2018 Community Needs Assessment

Contents

Executive Summary	2
Recommendations	3
Area Demographics	5
Community Profile.....	5
Population Characteristics: Older Adults in Salt Lake County.....	6
Economic & Household Characteristics: Older Adults in Salt Lake County.....	6
Racial Demographics: Older Adults in Salt Lake County	7
Other Characteristics: Older Adults in Salt Lake County	7
Summary of Key Findings.....	8
Focus Group Results.....	8
In-Depth Interview Results.....	12
Telephone Survey Results.....	15
Methods	24

Executive Summary

In 2017, Salt Lake County Aging & Adult Services embarked on an ambitious research project to assess the needs of the community relative to aging and older adults. As a leader in the human services field, the agency acknowledged that the foundation of quality is delivering services that meet genuine community needs. As a result, staff set to work last summer developing a framework for collecting the quantitative and qualitative data that should drive strategic decision making in a public agency.

Aging & Adult Services contracted with Lighthouse Research & Development, Inc. to bring the research project to life. Over the course of four months, agency personnel worked closely with researchers to complete a three-phase project designed to determine the most important community needs for older adults. The research phases included six focus groups, fifteen in-depth interviews with subject matter experts, and a survey of the general public. Ultimately, the project has helped to reveal where gaps in services exist in the community and how Aging & Adult Services can best position itself to provide the highest possible quality of service to aging adults.

The results demonstrate that needs among older adults are significant and are focused on several key areas. Areas of greatest need include healthcare, transportation, and nutrition. Indeed, when asked, unaided, what services that they themselves, a loved one, or neighbor would need in the future, 23% of respondents mentioned healthcare, 21% mentioned transportation, and 18% suggested that meals and nutrition assistance were top needs for older individuals.

Healthcare, in particular, was mentioned by respondents in all three phases of the research as the most important service to which older adults need access. Healthcare is a broad category – in discussions with focus group participants and interview and survey respondents, a wide variety of issue areas fell under healthcare, including the cost of care, access to affordable prescription drugs, understanding the complexities of insurance and Medicare eligibility, identifying providers, and other concerns.

Similarly, access to transportation and nutrition emerged as areas of significant importance for older individuals in our community. Many respondents in each phase of the research indicated that there are gaps in services for older adults in need of transportation and nutrition services. And indeed, next to healthcare, transportation and nutrition were areas of need with the largest difference in scores between importance (which was rated high) and how well the community meets the need (which was rated significantly lower). Clearly, Aging & Adult Services is faced with a challenge and an opportunity – namely, to find sustainable ways to make an impact on these areas.

Other areas with high levels of need include income & retirement planning, disability services, caregiving support, and end of life services. These areas also provide opportunities for Aging & Adult Services and other community providers to examine current practices and seek innovative solutions for addressing community needs.

Aging & Adult Services' goal is to use this information to guide our future strategy and decision making, influence program implementation and resource allocation, inspire greater efficiency and impact, and help to inform efforts to engender sustainability in our partnerships and programming. We also hope that this research will be of use to other providers in the community serving older adults. We encourage you to utilize this research in your own work, and we invite you to join our efforts to make Salt Lake County a great place to live for people of all ages.

Recommendations

The following recommendations have been developed for Salt Lake County Aging & Adult Services as a result of the research findings, which are detailed in the subsequent sections of this report. In seeking to build upon and implement these recommendations, the agency should take care to ensure that existing services, which already provide for many identified community needs, are maximized in terms of efficiency and quality and are available to those who most need assistance.

- **Drive participation to Senior Centers through focused outreach and marketing.**

Lack of awareness about aging resources was repeatedly cited by survey respondents as a barrier to receiving services. Salt Lake County Senior Centers were identified in the research as a valuable information source for older adults in this community. Specifically, those who had attended a Senior Center were substantially more likely to be aware of or have utilized other programs of Aging & Adult Services. Further, Senior Centers offer a variety of programming options that meet multiple community needs identified by the public, including health, nutrition, socialization, and opportunities for civic engagement and volunteering.

Aging & Adult Services' network of sixteen Senior Centers offers a robust existing structure with the capacity to serve many more older adults in Salt Lake County. As such, in addition to performing general outreach and marketing tasks to increase overall awareness of Aging & Adult Services, the agency should seek to drive participation at Senior Centers through focused outreach and marketing. In doing so, the agency has an opportunity to not only increase utilization of Senior Centers, but also to increase awareness of the agency as a whole.

- **Leverage existing resources to increase impact of transportation & meals programming.**

Next to healthcare, transportation and nutrition emerged as topmost needs of aging individuals in Salt Lake County. Programming to address these needs already exists within Aging & Adult Services' Independent Aging program: Rides for Wellness and Meals on Wheels. Aging & Adult Services has an opportunity to maximize the impact of these programs by spreading awareness, striving to create efficiencies, refining internal capacity, and enhancing service delivery. Specifically, Aging & Adult Services should seek to develop new approaches and sustainable partnerships and should focus internal efforts on volunteer recruitment to create capacity within the programs. By leveraging existing resources and seeking new efficiencies, Aging & Adult Services can increase its impact on community transportation and nutrition needs.

- **Engage partnerships to address community wellbeing and healthcare needs.**

Healthcare repeatedly emerged in the research as the most important community need for older adults in Salt Lake County. Healthcare is a vast category with many varying needs that fall within its scope. Aging & Adult Services is not primarily a healthcare provider, although it does offer a number of services that support health and healthcare needs, including the work of the Community Care & Transitions program, the Senior Health Insurance Information Program, and Health Promotion & Education programming at Senior Centers. Aging & Adult Services should continue to offer these services, and where feasible should seek and take advantage of new opportunities to provide services that fall under the broad category of healthcare. Specifically, Aging & Adult Services should seek to engage partnerships with other providers in the community to help address senior healthcare needs.

Many other needs emerged that contribute to the quality of life and wellbeing of older adults in the Salt Lake County community. Mental health services, disabilities services, caregiver support, retirement planning assistance, end of life services, and affordable housing were prioritized by research participants as being critical to the health and wellbeing of older adults. Indeed, in seeking to foster a livable community that supports older individuals' ability to age in place, Aging & Adult Services has a responsibility to contribute to community efforts and initiatives that promote understanding of and access to healthcare and these other critical issues. As such, Aging & Adult Services should work to identify new partnerships and approaches to addressing community wellbeing and healthcare needs.

- **Continue providing high quality opportunities for volunteering and civic engagement.**

Volunteering and civic engagement opportunities were shown in the research findings to be less critical community needs, but still an important aspect of life for older adults. This may be due in part because much of the need for such opportunities is being met through quality programming at Aging & Adult Services and other community organizations. What's more, it is sensible that when asked about community needs, respondents prioritized basic needs such as healthcare and nutrition as being more critical than quality of life needs such as volunteering, civic engagement, socialization, and companionship.

Volunteer opportunities, however, do present an important opportunity for increasing awareness of Aging & Adult Services and its programs. Volunteering can contribute to meeting needs for socialization, companionship, and purpose among older adults and others. Finally, volunteers comprise a significant portion of Aging & Adult Services' overall capacity to provide services. Indeed, volunteers gave more than 333,000 hours of service to Aging & Adult Services – an in-kind value of more than \$8 million. Aging & Adult Services should continue to offer high quality opportunities for volunteering and civic engagement, with an eye toward supporting initiatives and seeking opportunities that address the critical needs detailed in this report.



A Foster Grandparent volunteers in a Head Start classroom

Area Demographics

All data in this section is from the American Community Survey (ACS) 2016 5-year estimates, the most recent year for which data is available.

Community Profile

	Salt Lake County, Utah		
	Salt Lake County	Utah	U.S.A.
Total Population	1,092,518	2,948,427	318,558,162
Avg. Household Size	3.03	3.16	2.64
Below Poverty	11.4%	11.7%	15.1%
Foreign Born	12.4%	8.3%	13.2%
High School Graduate or Higher	89.8%	91.5%	87.0%
Mean Travel Time to Work (Mins)	22.2	21.6	26.1
Median Age	32.1	30.3	37.7
Median Home Value	\$243,700	\$224,600	\$184,700
Median Household Income	\$64,601	\$62,518	\$55,322
Unemployment Rate	5.1%	5.1%	7.4%
Veterans	5.7%	6.4%	8.0%

Population Characteristics: Older Adults in Salt Lake County

	Adults 65+ in Salt Lake County		
	Salt Lake County	Utah	U.S.A.
Total Population	105,104	295,324	46,180,632
Male (#)	47,146	136,056	20,304,128
Female (#)	57,958	159,286	25,876,504
Male (%)	44.9%	46.1%	44.0%
Female (%)	55.1%	53.9%	56.0%
Persons with Disabilities	34.7%	34.9%	35.7%
Foreign Born	11,676	22,208	6,065,252
Median Age	72.9	73.1	73.3

Economic & Household Characteristics: Older Adults in Salt Lake County

	Adults 65+ in Salt Lake County		
	Salt Lake County	Utah	U.S.A.
Below Poverty	7.1%	6.9%	9.3%
Householders Living Alone	7.2%	7.1%	10.4%
Living with Own Grandchildren	7.8%	6.7%	5.1%
Population in Labor Force	21.0%	18.4%	17.2%

Racial Demographics: Older Adults in Salt Lake County

Race & Ethnicity Salt Lake County, Utah		
	Total Population	Adults 65+
One Race	97.1%	99.1%
White	81.1%	92.3%
Black or African American	1.7%	0.6%
American Indian and Alaska Native	0.7%	0.3%
Asian	3.8%	3.0%
Native Hawaiian and Other Pacific Islander	1.5%	0.7%
Some Other Race	8.2%	2.2%
Two or more races	2.9%	0.9%
Hispanic or Latino Origin	17.7%	6.8%
Not Hispanic or Latino Origin	72.6%	88.1%

Other Characteristics: Older Adults in Salt Lake County

	Adults 65+ in Salt Lake County		
	Salt Lake County	Utah	U.S.A.
Currently Married	58.8%	64.3%	54.9%
High School Graduate or Higher	90.2%	90.9%	81.9%
Veterans	19.4%	21.2%	20.3%

Summary of Key Findings

Focus Group Results

Six focus groups were held in September and October 2017 with members of the general public and personnel from service providers that work with older adults, including Salt Lake County Aging & Adult Services. Specifically, two groups were held with the public, and four were held with a mix of employees from Aging & Adult Services and other providers.

The main objectives of this research project were to discover perceptions of aging, determine awareness of aging services, and understand the needs of aging adults. To accomplish the project objectives, participants were guided through a discussion that encompassed the following topics and themes:

Gather Perceptions of Aging

- Define aging, according to participants
- Identify the benefits and drawbacks of aging
- Identify the limitations aging members of the community face and define the limitations participants have been surprised by
- Discover who will care for participants as they get older

Understand the Needs of Aging Adults

- Identify the current and future needs participants have as they age
- Identify the needs of individuals in various demographic segments
- Discuss participants' various aging needs

Determine Awareness and Perceptions of Aging Services

- Determine if participants feel various aging needs are met by programs and services available to the aging community
- Identify the people or organizations participants rely on to meet their aging-related needs
- Discover awareness of Aging & Adult Services programming
- Discover participation in Aging & Adult Services programming
- Gauge perception and satisfaction with Aging & Adult Services programming
- Determine what would motivate participants to become more involved in aging programs and services

Key Findings: Perceptions of Aging

When discussing the benefits of aging, participants mentioned that aging individuals have gained experience and wisdom that younger individuals lack. Participants also indicated that increased freedom, retirement, and free time are benefits of aging. When discussing the drawbacks of aging, participants most frequently mentioned physical limitations, declining health, and depression and loneliness.

When asked to identify the limitations individuals face as they age, participants mentioned physical limitations, mental and emotional limitations, self and home care limitations, social limitations, financial limitations, healthcare limitations, and more.

When asked who will become their caregivers when they are no longer able to care for themselves, participants most frequently said their children will become their caregivers. However, many participants said they don't want to burden their children with this responsibility. Multiple others said they are unsure who will care for them when they can no longer care for themselves.

Key Findings: Needs of Aging Adults

When discussing the unique needs of varying segments of the senior population, participants most frequently indicated that men and women both need socialization and companionship, while low-income seniors need access to affordable housing, food, and other such basics. Participants indicated that Latino seniors and immigrants need access to bilingual services and staff who understand their cultural norms.

When rating how important it is for seniors to have access to various services, participants, on average rated healthcare highest (6.92 overall, 7.00 staff, 6.85 general public), indicating that it is most important for seniors to have access to healthcare services.

- Participants rated volunteering and civic engagement lowest (5.36 overall, 5.90 staff, 4.79 general public).
- On average, service provider staff members consider social and volunteering and civic engagement opportunities to be more important than do general public participants.

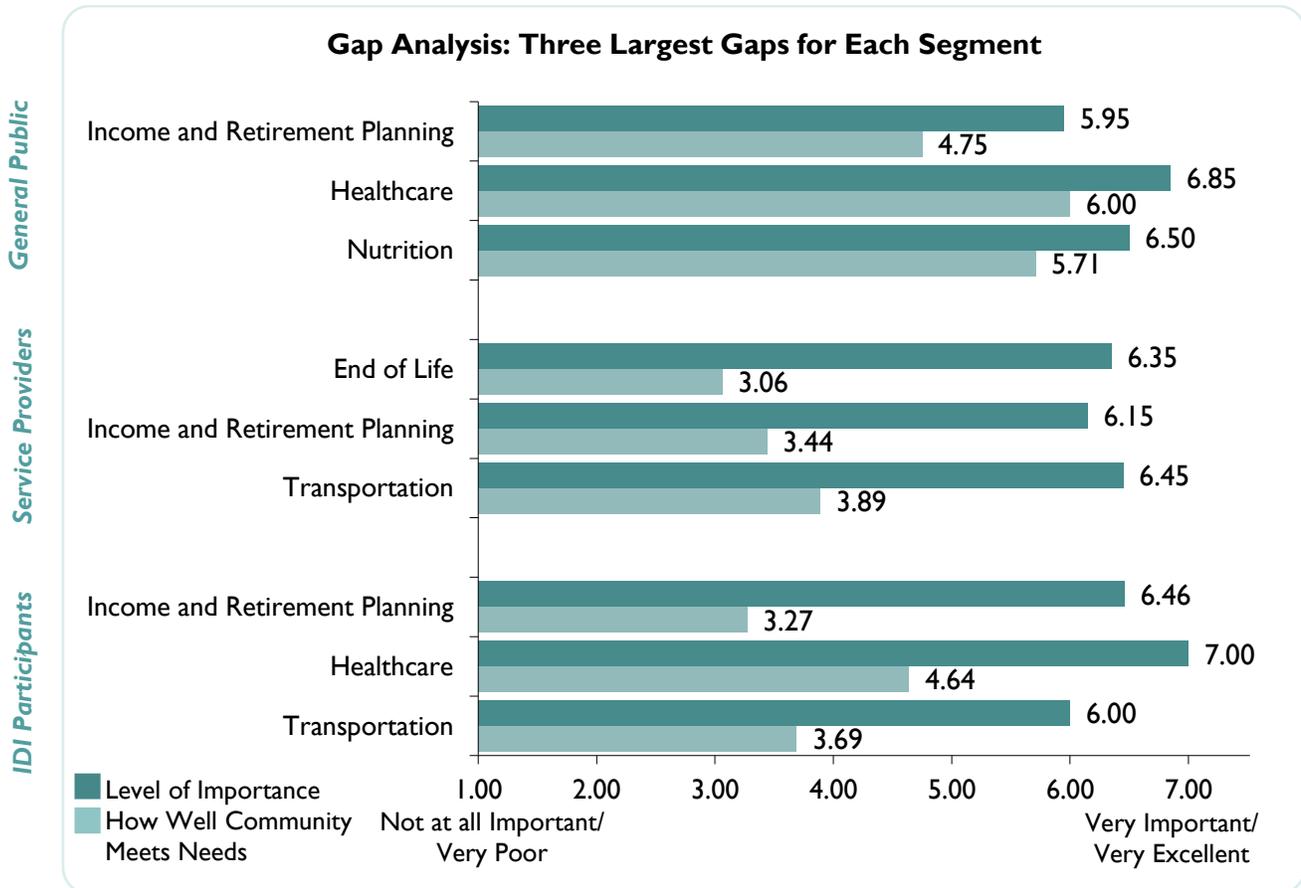
<p style="text-align: center;">Men</p> <ul style="list-style-type: none"> ➤ Socialization ➤ Companionship <p><i>“My grandfather lacked social circles outside of his family. He was very isolated before he found the senior center.”</i></p>	<p style="text-align: center;">Women</p> <ul style="list-style-type: none"> ➤ Socialization ➤ Companionship <p><i>“I get lonely. To have someone to talk to, someone to put their arms around you and say, ‘Let’s go for dinner’ or ‘Let’s go down here and sit and talk.’”</i></p>
<p style="text-align: center;">Low-Income</p> <ul style="list-style-type: none"> ➤ Affordable Housing ➤ Food, Nutrition ➤ Basic Necessities <p><i>“The nutritional needs will be a lot different. They won’t have access to adequate nutrition or fresh produce options.”</i></p>	<p style="text-align: center;">Hispanics/Latinos</p> <ul style="list-style-type: none"> ➤ Bilingual Services ➤ Staff Who Understand Cultural Norms <p><i>“Often if they require an interpreter, unless they pay for that person, they won’t get the services.”</i></p>

Key Findings: Awareness and Perceptions of Aging Services

When asked to identify the aging services available in the community, participants most frequently mentioned: 1) Senior Centers and 2) Meals on Wheels. Participants also identified an extensive list of other services available in the community.

In general, participants indicated that the County provides an adequate number of services for seniors. However, participants indicated that accessing these services is problematic, as funding limits the number of seniors that can be served in each area.

When rating how well the community does at meeting the needs of seniors in various areas, participants, on average, gave the highest rating to the community’s ability to meet seniors’ social needs (5.65 overall, 5.39 staff, 5.94 general public).



On average, the general public has a higher perception of how well the community does at meeting the needs of seniors in all areas than do staff members. Typically, the general public indicated they are either unaware of or satisfied with the services available, while staff members tend to be more aware of improvements needed.

On average, participants gave higher importance ratings than satisfaction ratings to each area of service, indicating that each area is lacking in satisfaction.

When asked to identify additional gaps in services for aging individuals, participants most frequently mentioned that senior needs are not being met in 1) affordable housing and 2) mental health.

Multiple participants indicated that other gaps in already existing services are due to lack of funding.



General public participants generally indicated they are uninvolved in programs and services geared toward aging individuals. Participants, on average, gave a rating of 2.20 on the seven-point scale to describe their current level of involvement with programs and services geared toward seniors.

When asked why seniors do not utilize senior services – specifically senior centers – more frequently, participants most frequently mentioned: lack of awareness of services, misconceptions about senior centers, and a perception they aren't "old enough" for such services.

When asked what would motivate seniors to increase participation in senior programs and services, participants overwhelmingly replied that increased awareness would increase participation.



Participants at the Mount Olympus Senior Center practice line dancing

Key Findings: Needs of Aging Adults

The following table illustrates the needs participants mentioned, unaided, unique to varying segments of the aging population.

	Men	Women	Low-Income Individuals	Hispanic/Latino Individuals
Bilingual Materials				X
Caregiver Support	X	X		
Financial Assistance, Education		X	X	
Food, Nutrition			X	
Healthcare Assistance			X	
Home Care, Meal Preparation	X	X		
Housing			X	
Legal Assistance			X	
Medical Care, Health Screenings	X	X	X	X
Mental Health	X		X	
Outreach	X		X	X
Personal Care		X		
Socialization	X	X	X	
Translators				X
Transportation	X		X	

When rating how important it is for seniors to have access to various services, participants, on average rated healthcare highest, indicating that it is most important for seniors to have access to healthcare services. All participants rated this service as “7 – very important.”

Key Findings: Awareness and Perceptions of Aging Services

Though participants felt the community provides a wide variety of services to seniors, in general, they feel senior programs and services are largely unknown. In addition, participants feel the County is limited in serving a higher number of seniors, due to limited funding.

The following observations were made in response to participants’ comments regarding how well the community meets the needs of seniors in varying areas:

- **Healthcare** – Participants mentioned that though multiple options for healthcare exist, healthcare is far too costly for seniors, and too many seniors fall through the gaps, due to income and eligibility.
- **Nutrition** – Participants perceive programs such as Meals on Wheels as being a successful and utilized program for seniors; however, multiple participants felt there is room for improvement in meeting the nutritional needs for seniors.

- **Transportation** – Participants indicated that transportation exists for critical medical needs, but that there is not a viable solution for providing seniors with transportation for non-medical needs. There is a high demand for transportation, but limited funding to provide for these needs.
- **Caregiving** – Participants indicated that caregiving services are available, though these services are often inaccessible or unknown. In addition, these services are limited due to funding.
- **Social** – Participants are most pleased with the social opportunities provided to seniors and feel there are ample opportunities for seniors to socialize; however, some participants felt that these social opportunities need to be better promoted.
- **Disabilities** – Participants, in general, indicated that disabilities services exist; however, they perceive the general public is unknowledgeable about such services and commented on gaps existing within such services.
- **Volunteering and Civic Engagement** – Participants perceive there are ample opportunities for seniors to volunteer and become involved with civic engagements; however, participants feel awareness should be increased so more seniors know that such opportunities exist.
- **Income and Retirement Planning** – Participants, in general, feel this service is more accessible to higher income seniors. Participants feel that income and retirement planning should be geared toward younger individuals to prepare them for retirement. Participants also feel that perhaps a better solution for seniors is simple budgeting and money management.
- **End of Life** – Participants, in general, acknowledged that end of life services are readily available and easily accessible. However, participants perceive that seniors do not utilize such services, as there is a lack of awareness of such services and a negative stigma associated with end of life. Participants indicated that increased awareness would decrease this stigma, thus providing seniors the opportunity to meet their end of life needs.

When rating how well the community does at meeting the needs of seniors in various areas, participants, on average, gave the highest rating to the community’s ability to meet seniors’ “social” needs.

When identifying the gaps in services for seniors, participants most frequently mentioned the gaps in healthcare. However, other participants commented that lack of awareness and funding prevent the County from serving more seniors. Still, others identified gaps in transportation and homecare, while some identified gaps in services for specific demographics of aging individuals.

In general, participants perceive the community falls short in each of the needed areas, most dramatically in the areas of healthcare, nutrition, transportation, and income and retirement planning.

Telephone Survey Results

Lighthouse Research & Development Inc. conducted a telephone survey of the general public in December 2017. 303 total responses were collected from Salt Lake County residents age 45 and older.

Specific objectives for each section of the report are outlined below.

- Determine if respondents have parents or close family members over 65 who live in Salt Lake County, and determine how involved respondents are in the lives of these individuals or if they have provided care for these individuals
- Identify aging services that respondents or those close to them anticipate needing in the future
- Discover how important it is for older adults to have access to various aging services
- Determine if the community has adequate programs and services available to meet the needs of older adults
- Identify services in the community that would be helpful for older adults
- Determine how well the community does at meeting older adults' various needs
- Discover awareness of Salt Lake County Aging & Adult Services
- Identify the programs or services respondents or their loved ones have utilized
- Determine if respondents have visited a senior center in the last 12 months
- Identify resources respondents rely on for aging-related information and determine the usefulness of various information sources
- Gather respondents' impressions of senior centers
- Gather respondent demographic information, including gender, age, ethnicity, household income, and city of residence

The research project consisted of a telephone survey designed to gather information from residents of Salt Lake County. The scope of work for the research project included the following:

- Project consultation with Salt Lake County Aging & Adult Services personnel
- Programming of the telephone survey instrument
- Completion of at least 300 interviews; a total of 303 interviews were conducted
- Analysis of the data, including: percentages of results, cross-tabulations, and coding of open-ended responses

Key Findings: Respondent Demographics

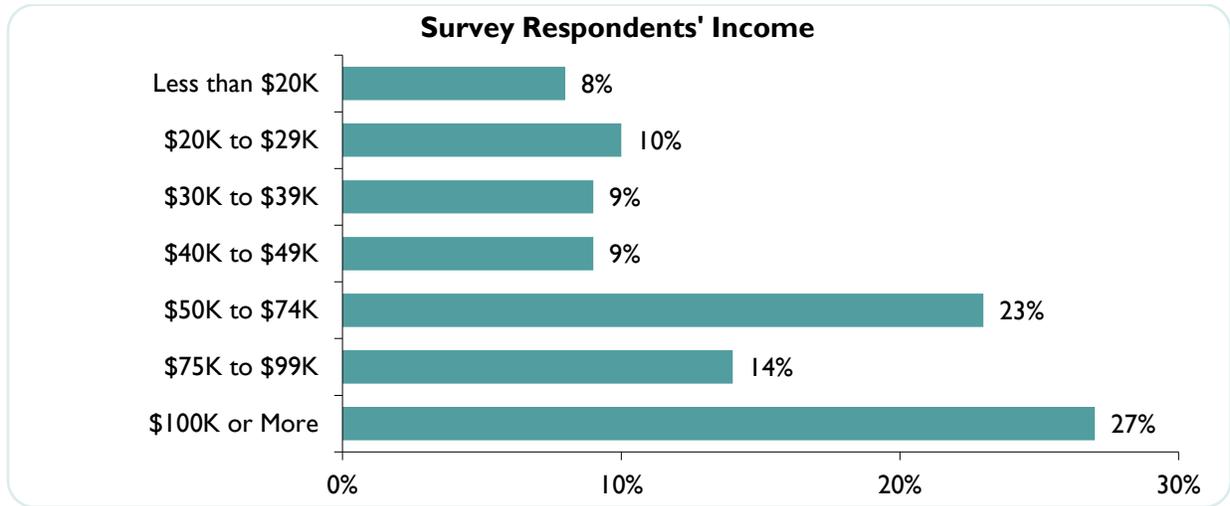
48% of respondents are male and 53% are female, with ages as follows:

- 45 to 54 years old 24%
- 55 to 64 years old 25%
- 65 to 74 years old 27%
- 75 years or older 23%

94% of respondents are Caucasian, with 2% Hispanic respondents and 4% of respondents from other racial or ethnic groups.

38% of respondents have parents or close family members over the age of 65 who live in Salt Lake County.

Of these, 65% are “very involved” in the lives of their loved ones, and 43% have provided care for their loved ones in the last year.

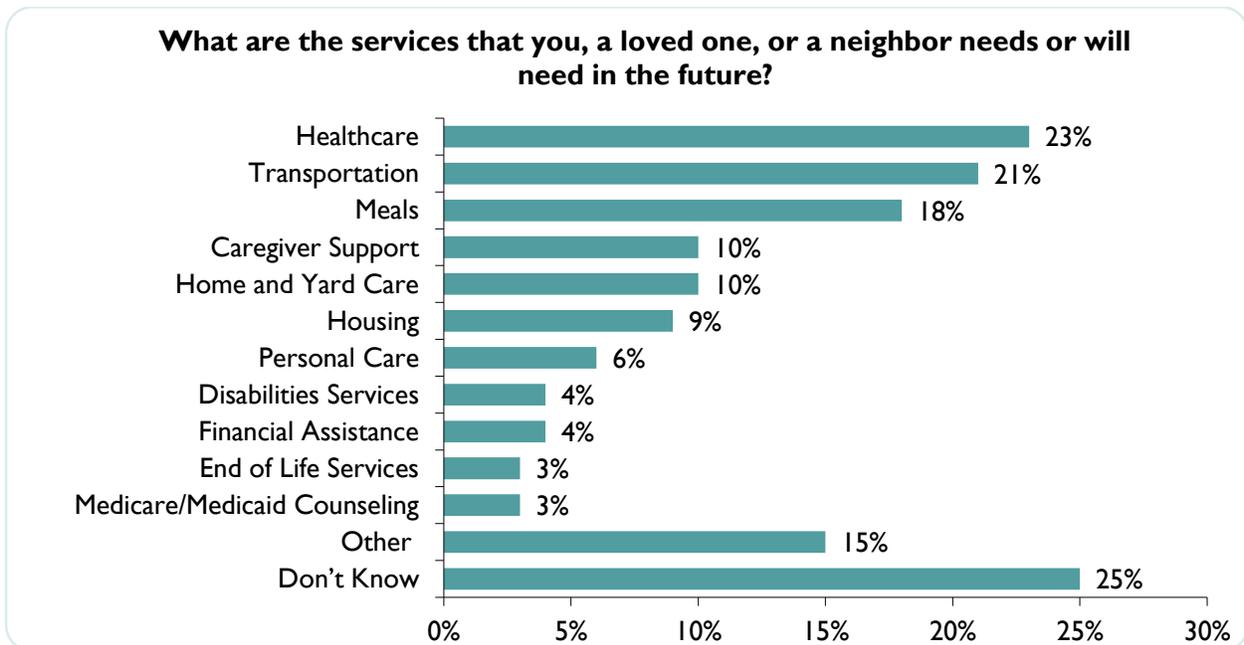


Key Findings: Awareness and Perceptions of Aging Services

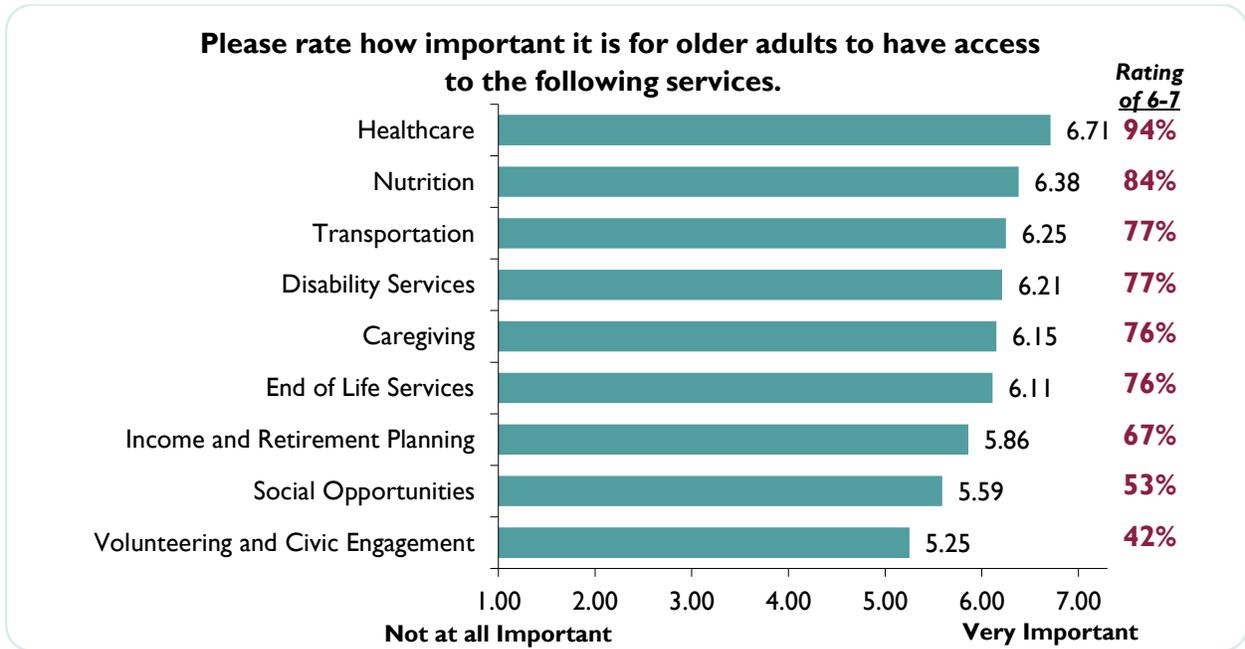
Overall, 57% of all respondents said there are no aging services that they, a loved one, or a neighbor currently needs or will need in the future.

11% of respondents anticipate needing aging services for themselves, while 13% anticipate needing services for a loved one, and 10% anticipate needing services for both themselves and a loved one.

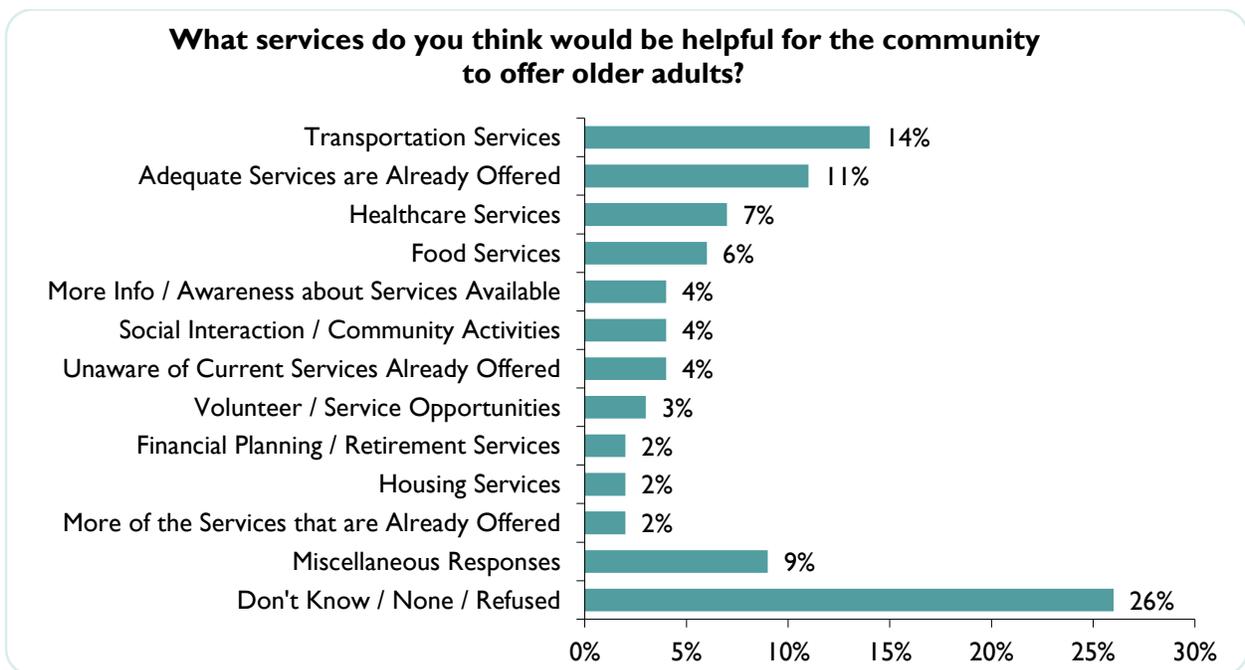
These respondents most frequently anticipate needing healthcare (23%), transportation (21%), or meal services (18%).



When rating how important it is for older adults to have access to various services, respondents gave the highest average rating to “healthcare,” “nutrition,” and “transportation.”



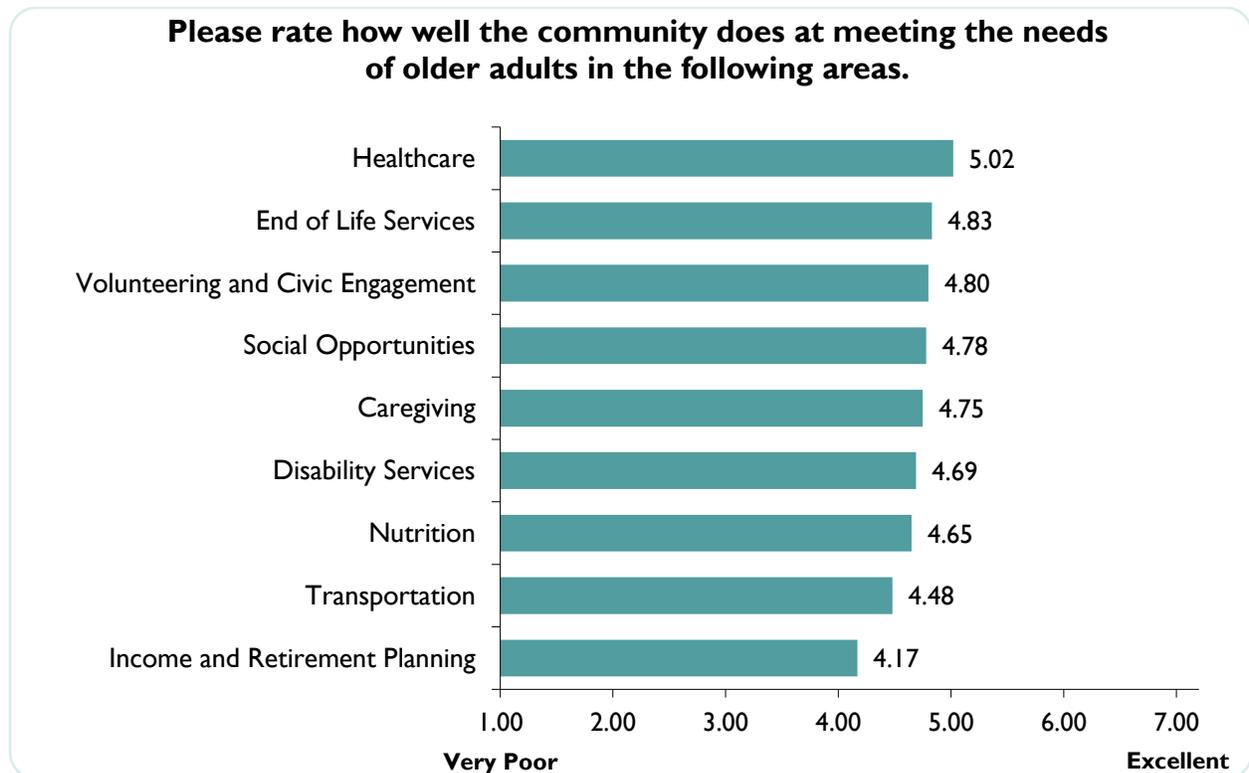
When asked about services that would be helpful for the community to offer older adults, whether because they are not offered enough or not offered at all, respondents most frequently mentioned “transportation” (14%).



It is interesting, however, that 37% of all respondents either said “none,” “the community already offers adequate services,” or that they “don’t know” what services would be helpful.

51% of respondents perceive the community as having an adequate number of programs and services available to meet the needs of older adults, though 24% do not.

When rating how well the community does at meeting the needs of older adults in various areas, respondents gave the highest average mean rating to “healthcare,” indicating they perceive this need is being met best in the community.



In order to better understand the importance of various needs of older adults and how well the community is doing at providing those needs, a gap analysis was performed and is summarized below.

Gap Analysis: Importance of Services vs. Effectiveness of Existing Services

This portion of the analysis looks at the differences between (1) how important respondents feel various older adult services are, and (2) how well the community is doing at providing older adults with those services.

In almost all cases, the difference between “meets the needs” and “importance” was significantly different in the negative direction. There are a few key points that we learn from this.

- To some extent, communities are not quite matching up to how important the general public feels various services are to older adults.

- Another explanation for this widespread difference may simply be a lack of knowledge of what is being offered to older adults. If the general public knew more about the services that are being offered, that may result in higher ratings when it comes to how well the community is doing at providing older adults with those services.
- While a lack of knowledge may contribute partly to the large gap between “meets the need” and “importance,” it is important to note which services recorded the largest gaps. These are the services where the largest improvement could take place to narrow the gap.

This analysis includes gap differences for all respondents, as well as for specific demographic segments of the population. In most instances, the older adult services that recorded the largest gaps were “transportation,” “nutrition,” “healthcare,” and “income and retirement planning.”

Overall Gap Analysis: All Respondents		Meets the Need	Importance	Difference
Tier 1	Transportation	4.48	6.25	-1.77
	Nutrition	4.65	6.38	-1.73
	Healthcare	5.02	6.71	-1.69
	Income & Retirement Planning	4.17	5.86	-1.69
Tier 2	Disability Services	4.69	6.21	-1.52
	Caregiving	4.75	6.15	-1.40
	End of Life Services	4.83	6.11	-1.28
Tier 3	Social Opportunities	4.78	5.59	-0.81
Tier 4	Volunteering & Civic Engagement	4.80	5.25	-0.45

Note: Any statistically significant gap differences are highlighted in tan.

Key Findings: Awareness and Utilization of Salt Lake County Aging & Adult Services

64% of respondents had heard of Salt Lake County Aging & Adult Services prior to the research.

- More than one-third of respondents had not heard of the agency, and as such, Salt Lake County Aging & Adult Services should consider increasing community awareness. This is especially important since an analysis showed that respondents who were aware of Salt Lake County Aging & Adult Services were not only more likely to be aware of various services offered to older adults, but they also gave higher ratings to how well the community does at providing for the various needs of older adults.

When asked if they have utilized any programs or services for older adults, whether for themselves or a loved one, exactly half of all respondents (50%) said they had accessed “healthcare” services.

- This is compared to only 21-29% of respondents who have accessed any of the other services.

Key Findings: Senior Center Perceptions and Utilization

36% of respondents have visited a senior center in Salt Lake County in the last 12 months, with 14% of all respondents having gone at least 6 or more times. The following chart shows the percentage of various demographics that have visited a senior center in Salt Lake County in the last 12 months.

Among the 64% of respondents who said they have NOT been to a senior center in Salt Lake County in the last 12 months, the vast majority (58%) said it was simply because they “don’t need to go there.” Another 8% said “I’m not old enough” and 7% said they “do not know anyone there to visit.”



A senior center patron enjoying painting

39% of respondents have a “very positive” impression of senior centers, and 35% said they have a “somewhat positive” impression of senior centers. Only 12% of all respondents had a negative impression of senior centers.

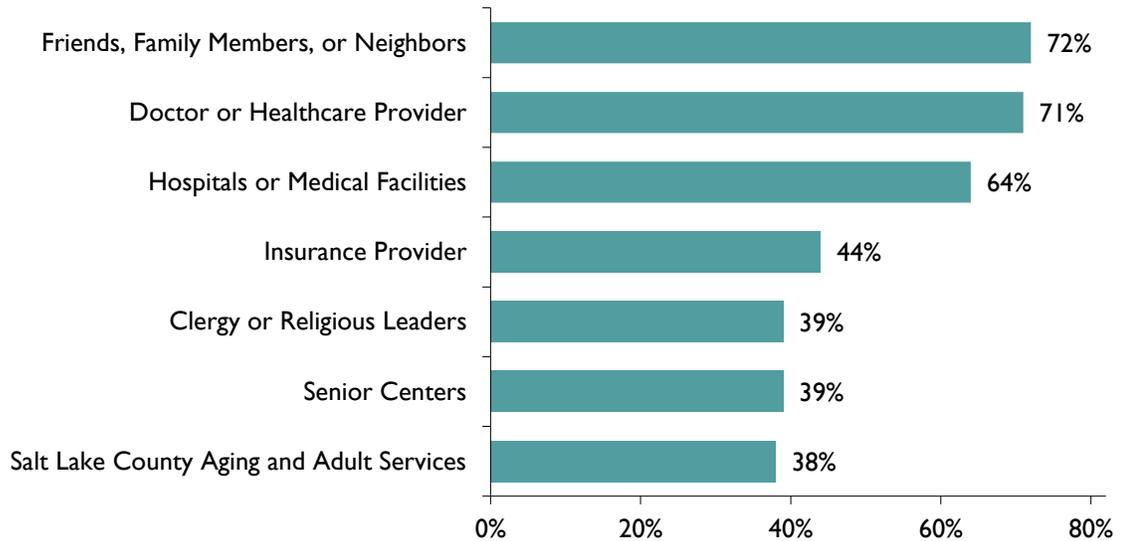
Key Findings: Useful Information Sources

When asked which resources they rely on to provide them with aging-related information, respondents most frequently said they rely on information from friends, family, or neighbors (72%); doctors or healthcare providers (71%); and hospitals and medical facilities (64%).

When rating how useful various information sources are in providing them with information for their aging-related needs, respondents, on average, rated “internet websites” highest, followed by “local news programs” and “television.”

Overall, respondents gave the lowest usefulness rating to “radio,” “direct mail,” and “city newsletters.”

Which of the following sources do you rely on to provide you with aging-related information?



Key Findings: Statistical Analysis of Telephone Survey

Differences by Gender

- **Aware of Aging & Adult Services:** More women (69%) have heard of Salt Lake County Aging & Adult Services than men (58%).
- **Programs & Services:** Overall, women were more likely than men to have utilized the following programs or services for older adults: “caregiving,” “social opportunities,” and “end of life services.”



A Senior Companion volunteer visits with an Aging & Adult Services client

- Sources for Aging-Related Information: Women rely more on Hospitals or Medical Facilities; Friends, Family Members, or Neighbors; and Senior Centers for Aging-Related Information than men.

Differences by Age

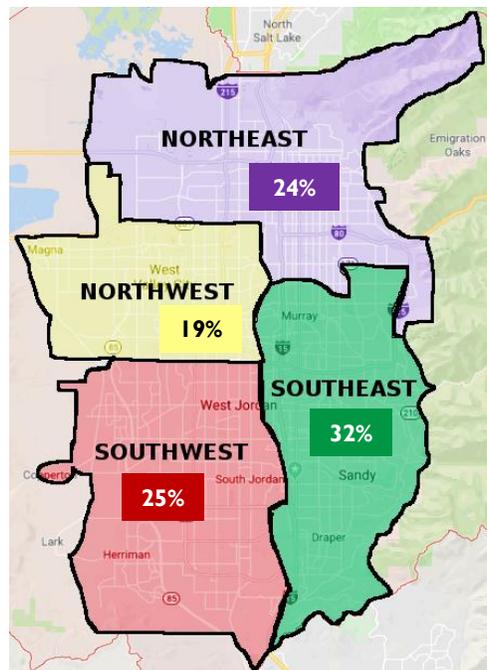
- Effectiveness of Community in Meeting Needs: In general, older respondents gave higher ratings than younger respondents to how well the community is doing at meeting the various needs of older adults.
- Usefulness of Resources: On average, younger respondents gave a higher rating than older respondents to the usefulness of “Internet websites” and “social media” in providing information about aging-related needs. In contrast, older respondents gave a higher rating than younger respondents to the usefulness of “local news programs” and “printed newspaper.”

Differences by Level of Income

- Disability Services: Respondents with incomes less than \$30,000 (44%) were more likely than those with incomes of \$30,000 or more (16-19%) to say they or a loved one has utilized a “disability services” program for older adults.

Differences by Area

- Transportation: On average, Northeast residents gave a higher rating than Southwest and Southeast residents to the importance of older adults having access to “transportation.”
- Social Opportunities: Northeast residents gave a higher rating than Southeast residents to the importance of older adults having access to “social opportunities.”



Survey respondents by geographic area

Differences by Senior Center Participation

Visitors: Have visited a senior center in Salt Lake County in the last 12 months

Non-Visitors: Have not visited a senior center in Salt Lake County in the last 12 months

- Adequate Programs/Services: 62% of visitors said the community has adequate programs and services available to meet the needs of older adults. This is compared to only 45% of non-visitors.
- In contrast, 33% of non-visitors said they “don’t know” if the community has adequate programs and services, compared to only 11% of visitors.
- Programs & Services: Overall, visitors were more likely than non-visitors to have utilized all of the listed programs or services for older adults.
- Overall Impression: In general, visitors had a higher impression of senior centers than did non-visitors.



A Meals on Wheels recipient greets her driver

Methods

Salt Lake County Aging & Adult Services contracted with Lighthouse Research & Development Inc. in September of 2017 to conduct a three-phase research project on the needs of older adults in the Salt Lake County Community. Lighthouse Research & Development Inc. is a skilled market research firm with expertise in qualitative and quantitative research and past experience conducting market research on adults over sixty.

Lighthouse Research & Development issued detailed reports on each phase of the project, conducted statistical analysis of telephone survey results, and provided aggregated results of the complete research project, including a presentation of findings to the Aging & Adult Services leadership team.

The project phases are as follows:

1. **Focus Groups:** six focus groups conducted with members of the general public over age 45 residing in Salt Lake County; front-line and administrative staff members of Salt Lake County Aging & Adult Services; and front-line and administrative staff members of other providers serving older adults in Salt Lake County.

Screener Design and Development

Lighthouse Research, in consultation with Salt Lake County Aging and Adult Services personnel, prepared the participant screener. The information collected during the screening process was used to verify participant eligibility and gather demographic information.

Sampling Procedures

The recruiting for the focus groups was conducted by using general public sample.

Recruiting

Experienced executive recruiters from the Lighthouse Research facility in Riverton, Utah, conducted the recruiting. Interviewers were briefed thoroughly on the screener before proceeding with recruiting. Calling hours for this recruit were between 9:00 a.m. and 9:00 p.m. on weekdays. Participants received personal emails confirming their invitation to participate in the user test, indicating the date and time of the discussion group. Careful attention was paid during the recruiting process to ensure only qualified individuals were invited.

Development of Moderator's Guide

Lighthouse Research designed the moderator's guide for the focus groups. The questionnaire encompassed the following topic areas:

- Gather Perceptions of Aging
 - Understand the Needs of Aging Adults
 - Determine Awareness and Perceptions of Aging Services
2. **In-Depth Interviews:** fifteen interviews, at least one hour in length, with staff members of Salt Lake County Aging & Adult Services and other providers serving older adults in Salt Lake County.

Screener Design and Development

Lighthouse Research, in consultation with Salt Lake County Aging & Adult Services personnel, prepared the participant screener. The information collected during the screening process was used to verify participant eligibility and gather demographic information.

Sampling Procedures

The recruiting for the in-depth interviews was conducted using sample provided by Salt Lake County Aging & Adult Services. Participants were representative of Salt Lake County Aging & Adult Services staff and other individuals working in aging-related fields

Recruiting

Experienced executive recruiters from the Lighthouse Research facility in Riverton, Utah, conducted the recruiting. Recruiters were briefed thoroughly on the screener before proceeding with recruiting. Calling hours for this recruit were between 9:00 a.m. and 9:00 p.m. on weekdays. Participants received personal emails confirming their invitation to participate in the user test, indicating the date and time of the interview. Careful attention was paid during the recruiting process to ensure only qualified individuals were invited.

Development of Moderator's Guide

Lighthouse Research designed the facilitator's guide for the in-depth interviews. The questionnaire encompassed the following topic areas:

- Gather Perceptions of Aging
- Understand the Needs of Aging Adults
- Determine Awareness and Perceptions of Aging Services

3. **Telephone Survey:** 303 respondents from the public over age 45 who reside in Salt Lake County.

Sampling Procedures

A random sample of general public respondents was obtained by Lighthouse Research and used for data collection. Prior to data collection, the sample was randomized using the WinCati program.

Pretest of the Questionnaire

A pretest was conducted on November 28, 2017, to determine the need for any modifications to the survey questions or procedures. Following the pretest, adjustments to the survey were made in consultation with Salt Lake County Aging & Adult Services personnel.

Data Collection

Lighthouse Research completed a total of 303 telephone interviews, for a confidence level of 95% with a $\pm 5.63\%$ margin of error.

All data collection was conducted by an experienced team of telephone interviewers at the Lighthouse Research interviewing facility located in Riverton, Utah. All field staff members were thoroughly briefed and trained on the survey before proceeding with data collection. Calling hours for the survey were between 9:00 a.m. and 9:00 p.m. on weekdays and between 9:00 a.m. and 4:00 p.m. on Saturdays.

The survey was programmed in a Computer-Assisted Telephone Interviewing (CATI) format. Using the CATI system, survey responses were directly entered into the database by the interviewer as the interview was in progress. Interviews were automatically given a numeric code upon entry into the system to assist in the data analysis. All data collection for this survey was completed between November 28, 2017, and December 21, 2017.

Data Analysis

The data analysis provides the following statistics upon which the written interpretative report is based:

- The frequency and valid percent of responses to each of the survey questions
- Responses to open-ended questions, coded for all occurrences of five or more mentions
- Cross-tabular analysis to compare the significant differences in responding among various demographic groups

Credits

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Photos courtesy of Jessica Bundy Photography

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