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School of Social Work



IMPERIAL BEACH AFC SURVEY ANALYSIS

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Imperial Beach Survey Analysis

Introduction

Over the next decade demographers predict a shift between older and younger populations in the upcoming years. This shift will meaningfully change the demographic makeup of most cities. To address the profound shift in demographics, City of Imperial Beach is using the Age-Friendly Cities model to collect and analyze community data to plan for the next steps.

The initial part of the plan data collection is a survey that was opened for residents of Imperial Beach who are 50-years old and older. The survey was released to the public on December 17, 2022, and closed on January 29, 2023. Social Policy Institute School of Social Work at San Diego State University was charged with designing the survey, analyzing the data, and reporting the analysis.

Methodology

To ensure that residents without access to the internet had access to the survey, it was available in both paper and online formats. It was also translated into Spanish to make sure that variety of older adults voices are included.

The data was cleaned using SPSS to remove any survey that was marked as a Survey Preview, anyone that had a non-Imperial Beach zip-code¹ and anyone that says that they did not live in Imperial Beach². Incomplete surveys were left in the dataset for analysis. Descriptive analysis was used to generate frequencies for all the closed-ended questions. Since there were very few open-ended answers, qualitative analysis was not performed.

Additionally, the Kruskal-Wallis one-way analysis of variance is used to understand if there is a significant difference between groups for answers. Specifically, Social Participation and Respect and Inclusion sections, as well as questions about safety and food insecurity, were analyzed for difference between groups. If a statistically significant difference was detected between sex, race or ethnicity, or districts was detected, an explanation and recommendation was included in the write-up.

Analysis

A total of 245 surveys were recorded in Qualtrics. After cleaning the dataset for non-Imperial Beach residents or preview data, there were 158 surveys available for analysis. All but four (4) of the survey takers answered in English. The four surveys completed in Spanish were paper surveys. Not all questions were completed by each survey taker. Therefore, some questions

¹ Only respondents residing in the 91932, 91932-1205 and 92154 were used in analysis.

² If respondent selected "I do not live in Imperial Beach" for the question "What District of Imperial Beach do you live in?" then their response was deleted.

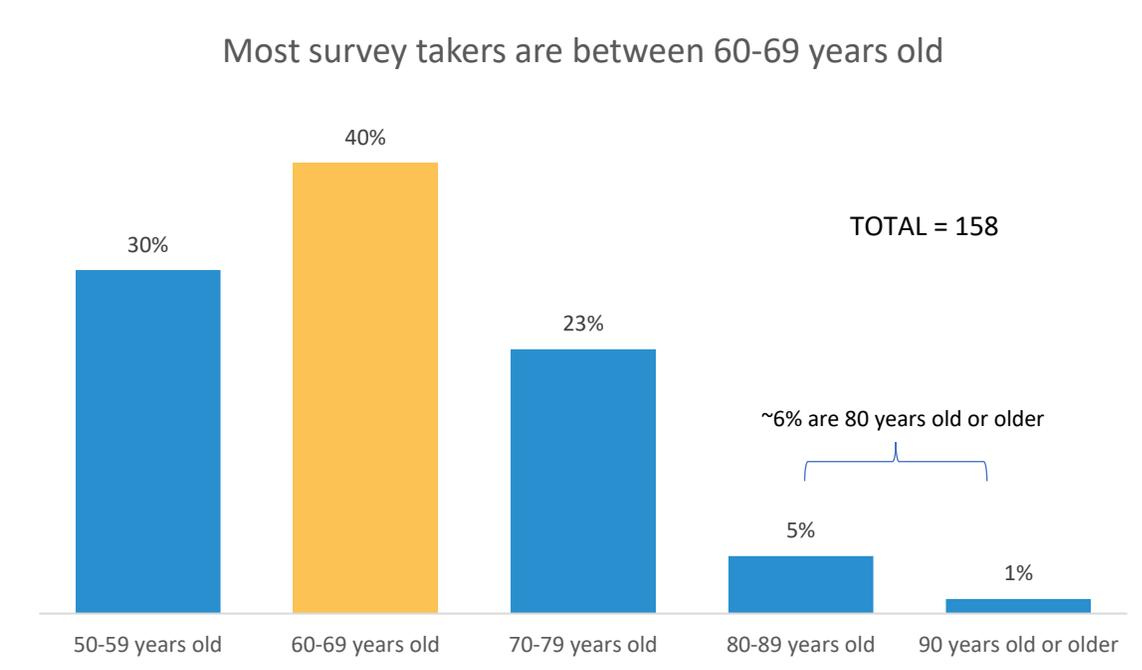
answered have less than 158 responses. However, surveys that were incomplete were not eliminated from the analysis.

The analysis write-up is divided into visualizations, highlights, and recommendations (when applicable). The recommendations are intended to be food for thought and guide discussions for the next steps of developing an Age-Friendly Imperial Beach.

Demographics

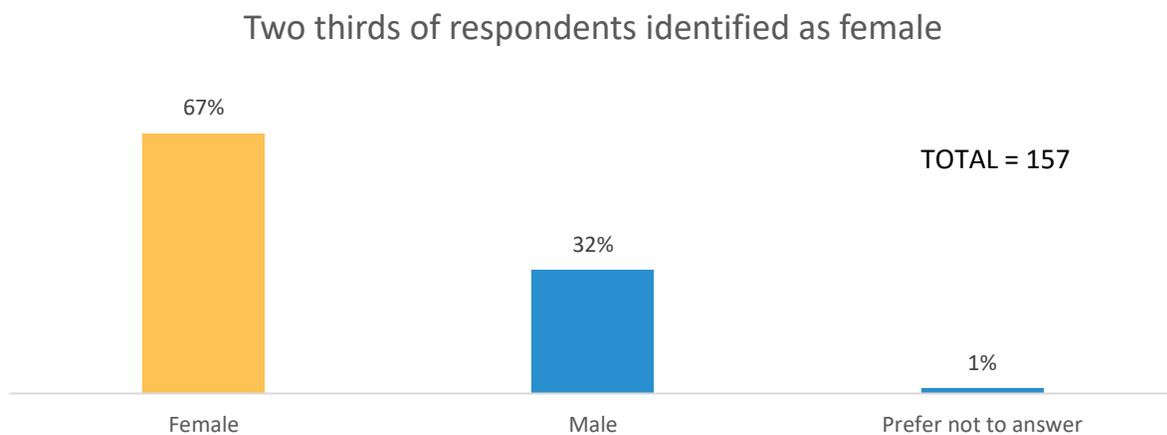
Age

Most respondents are between 60-69 years old (40%), followed by 50-59 years old (30%), and 70-79 years old (23%). Only about 6 percent of survey takers are 80 years old or older.



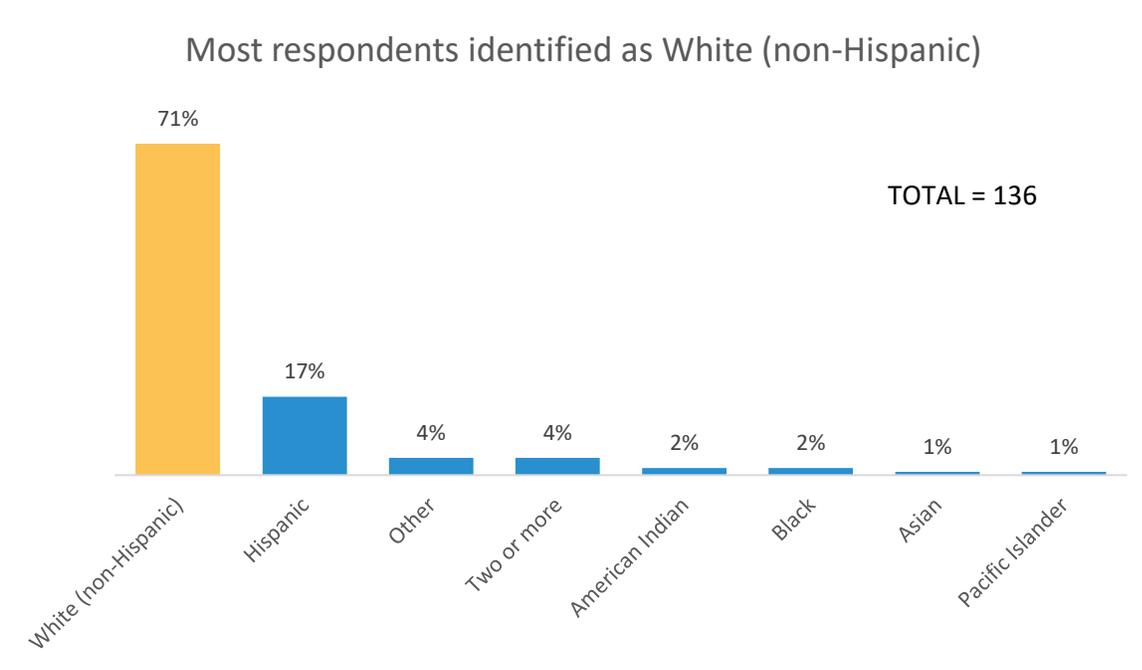
Sex

Majority of survey takers are female (67%), followed by male (32%), and 2 respondents preferred not to answer (1.3%).



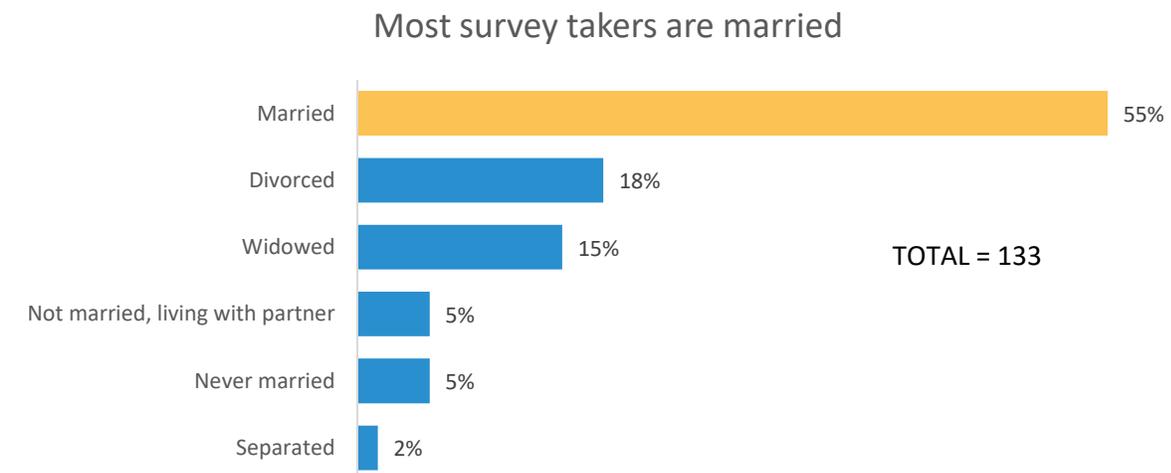
Race and Ethnicity

Respondents are largely White (non-Hispanic) (71%), followed by Hispanic (17%) and Two or More (4%) and Other (4%). American Indian, Black, Asian, and Pacific Islander make up less than 10 percent of respondents.



Marital status

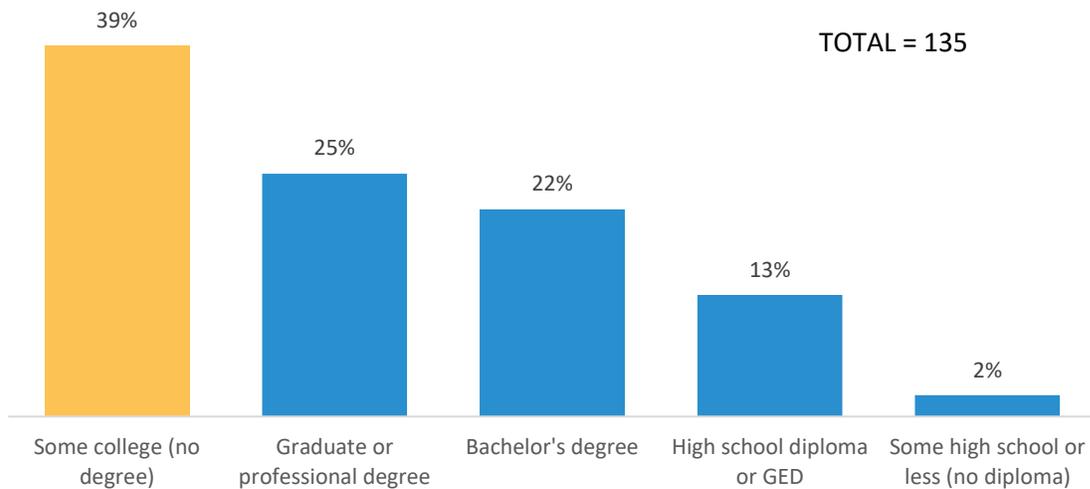
About half of survey takers are married (55%), around 1 in 5 are divorced (18%) and 15 percent are widowed. Only about 5 percent said they have never married (5%), or not married and living with a partner (5%).



Education

The majority of the 135 respondents have at least some college education or higher. Most have some college education (39%), a quarter have a graduate or professional degree (25%), and about one fifth have a bachelor's degree (22%).

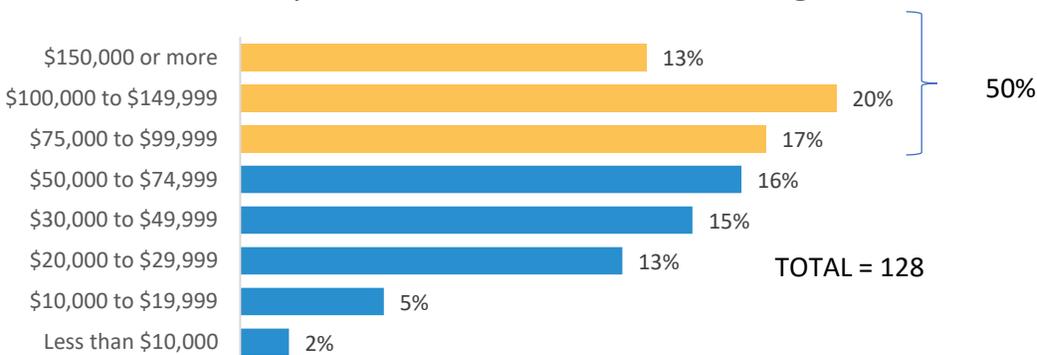
Majority of respondents have at least some college education



Income

Most earn at least between \$75,000 or more. The majority earn between \$100,000 to \$149,999 (20%), followed by \$75,000 to \$99,999 (17%), and \$50,000 to \$74,999 (16%).

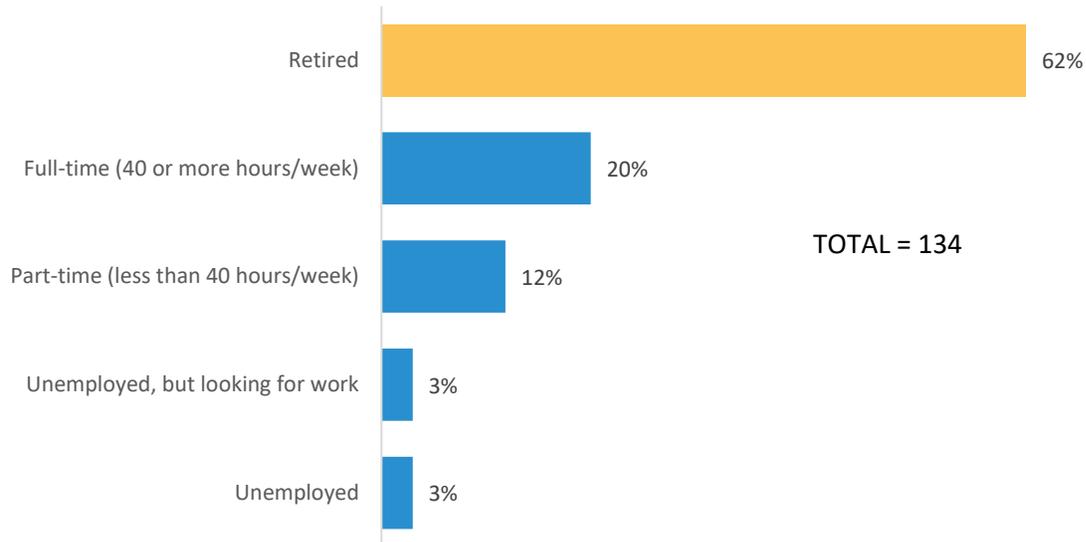
Most respondents earn at least \$75K or higher



Employment Status

Most of the respondents are retired (62%), and about one fifth are still working full-time (20%). Only 12 percent are working part-time (12%), and 3 percent are unemployed.

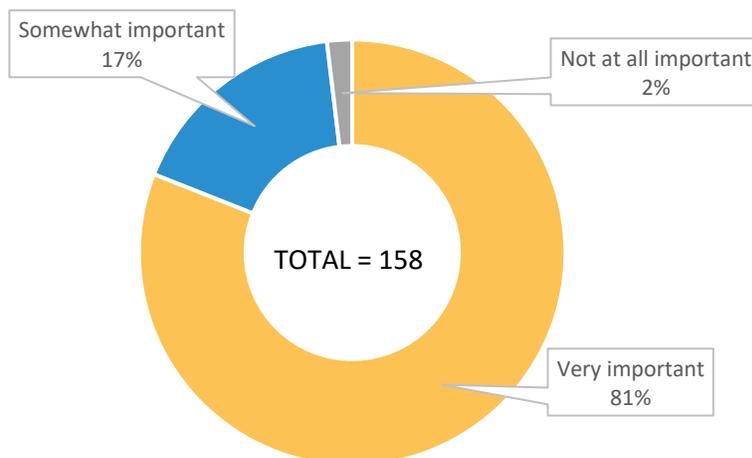
Most of the respondents are retired



How important is it to you to remain in your community as you age?

There is a strong desire among respondents to stay in their community as they age. With almost everyone saying it is very important (81%) or somewhat important (17%).

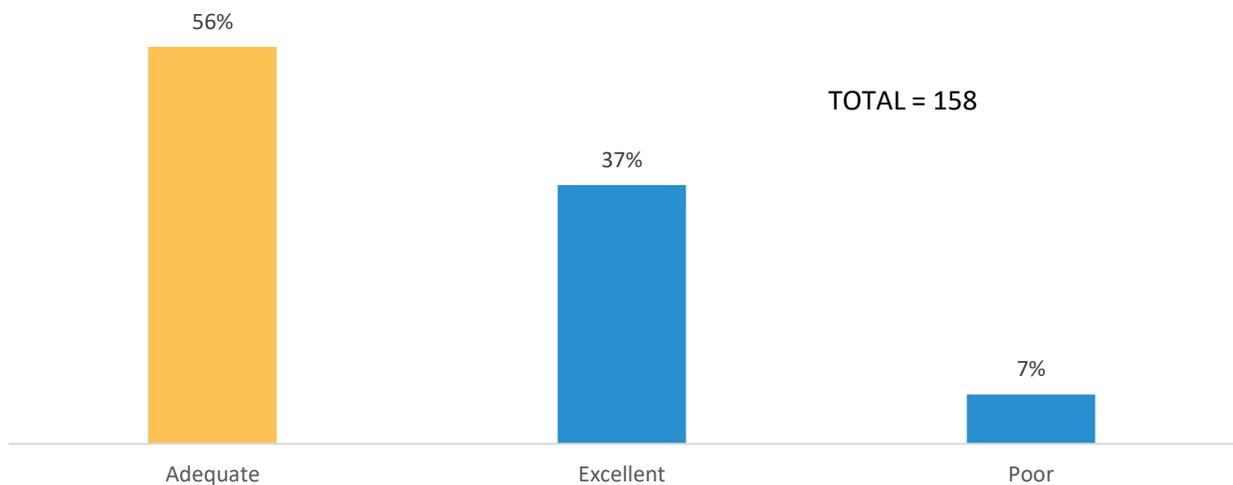
Most respondents want to stay in their community as they age



How would you rate your community as a place to live as you age?

Over half rate their community as adequate to live in as they age (56%), and a bit over third say that it is excellent (37%). Only seven percent thought it was poor quality (7%). Interestingly, although only about one third thought it was an excellent place to live, most respondents thought it was very important for them to stay there as they age.

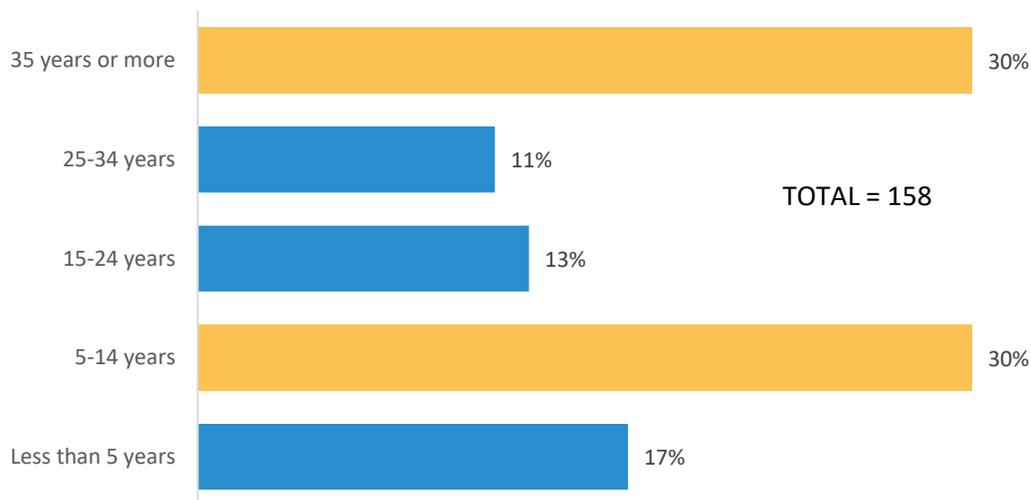
Over half think their community is an adequate place to live



How long have you lived in your community?

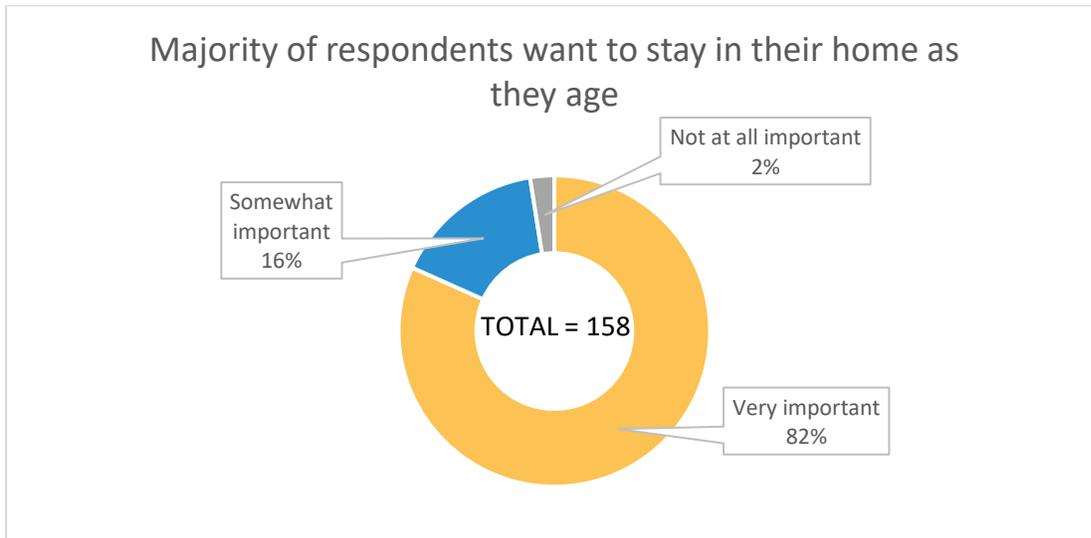
About one third of the survey takers have either been in Imperial Beach between 5-14 years (30%) or 35 years or more (30%). This is followed by more recent residents that have been there less than 5 years (17%).

Most respondents have lived in Imperial Beach either 5 to 15 years, or 35 or more years



How important is it to you to remain in your home as you age?

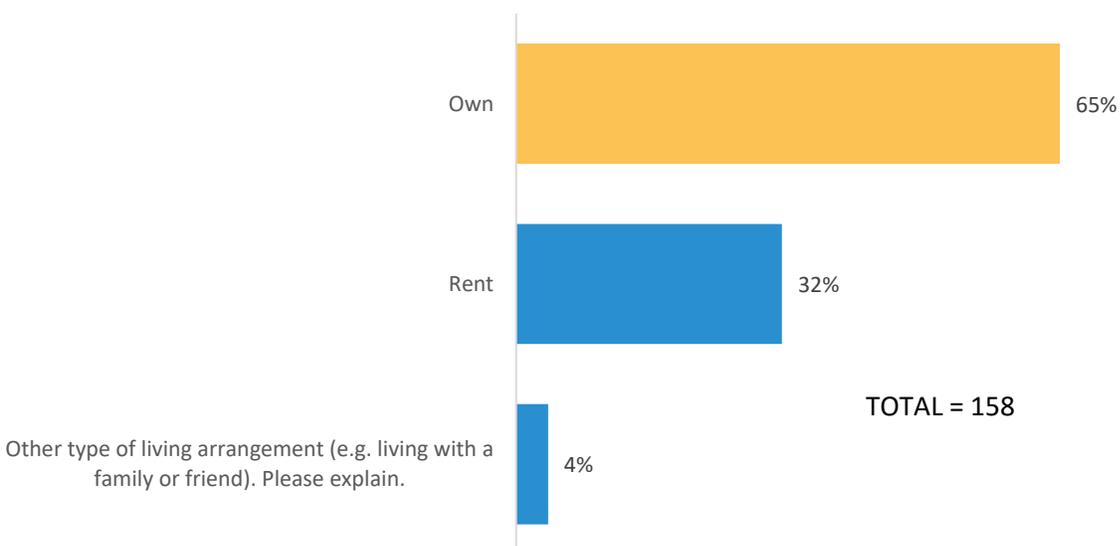
There is a resounding desire to stay in the home as they age. With almost everyone saying it is very important (81.6%) or somewhat important (15.8%). This is a very similar response to the previous question whether the respondents think it is important to stay in the community as they age.



Current Living Arrangement

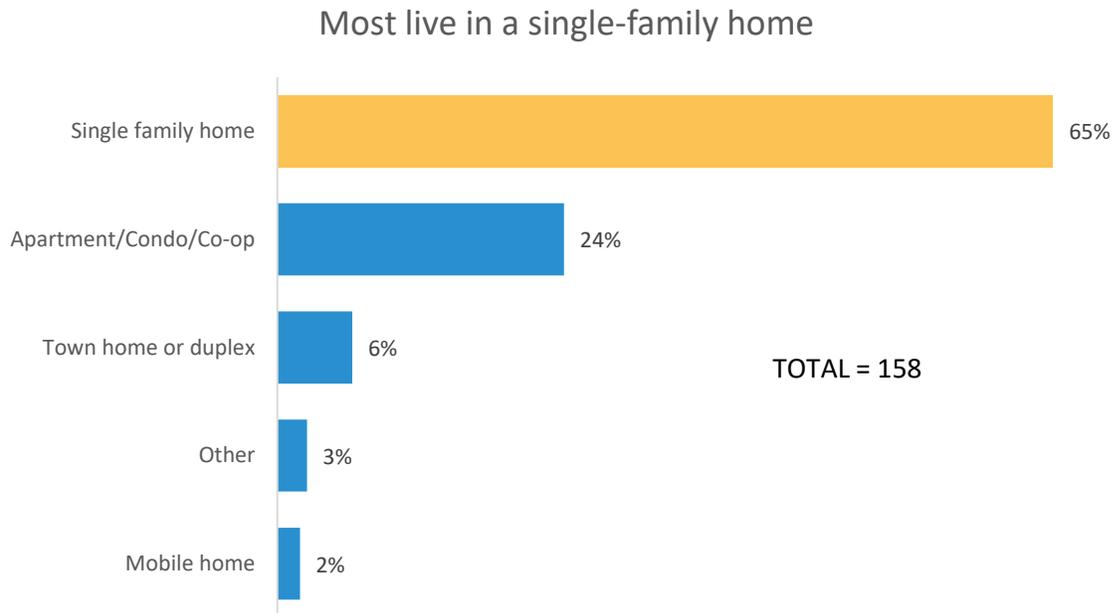
About two thirds own their property (64.6%), and about one third rent (31.6%), and the rest have another living arrangement (3.8%).

About 2/3 of respondents own their property



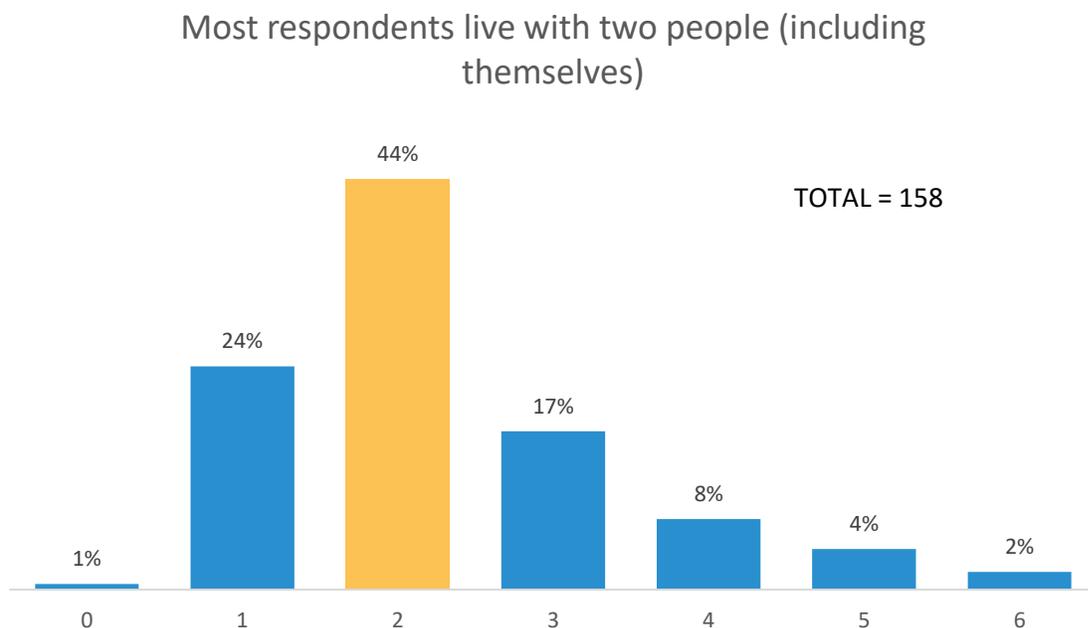
What type of home is your primary home?

Most of the respondents live in a single-family home (65%). About another quarter of respondents live in an apartment/condo/co-op (24%). The rest either live in a mobile home (2%), town home or duplex (6%), or other type of home (3%).



How many people live in your household, including yourself?

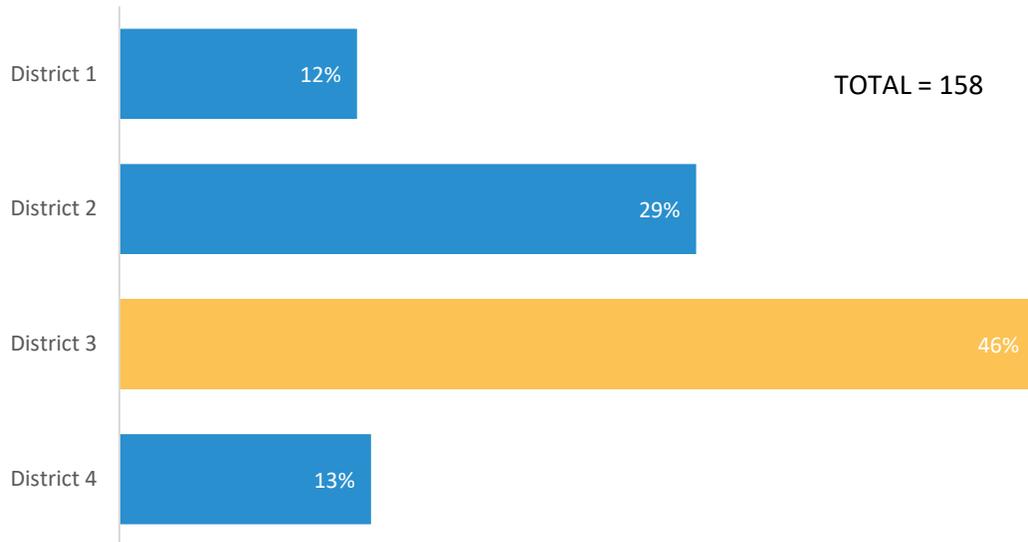
Almost half (44%) live with two people in the household (including themselves), about a quarter (24%) live by themselves, and about 17 percent have 3 people (including themselves) (17%).



What District of Imperial Beach do you live in?

Close to half of respondents live in District 3 (46%), and about one third live in District 2 (29%). The rest are split almost evenly between District 1 (12%) and District 4 (13%).

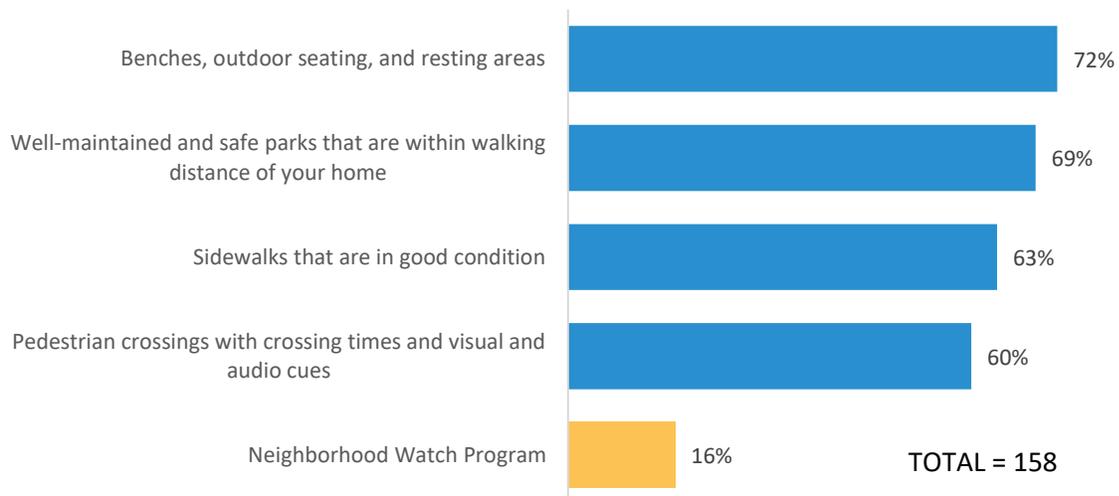
Close to half of respondents live in District 3



Outdoor and Public Spaces

Does your community have the following?

Less than one fifth of respondents believe that their community has a Neighborhood Watch Program



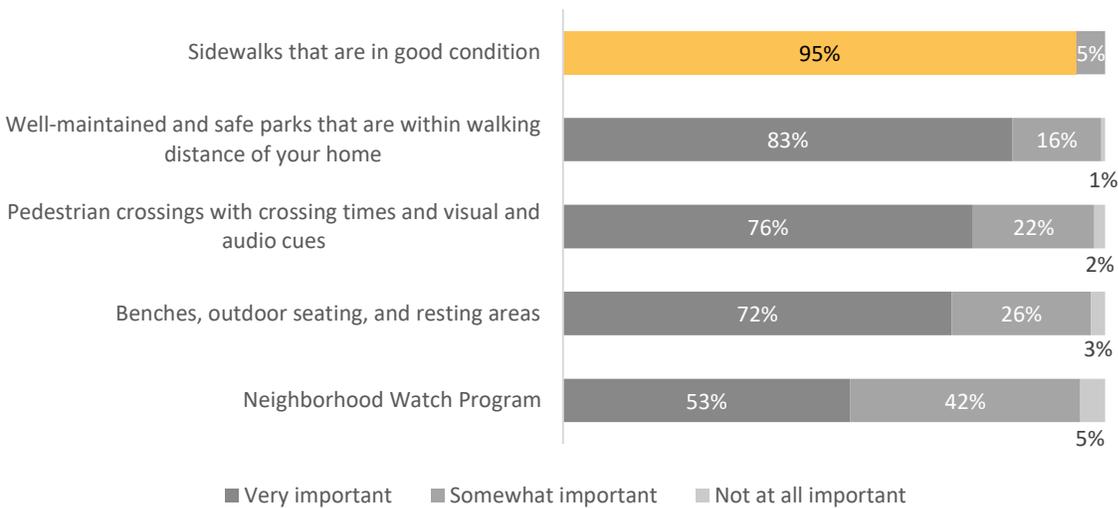
*Percentages add up to more than 100% because respondents could choose more than one answer.

Highlights

Less than one fifth of respondents believe that their community has a Neighborhood Watch Program (16%). However more than two thirds stated that their community has benches, outdoor seating, and resting areas (72%), well-maintained and safe parks that are within walking distance of your home (69%), sidewalks within good conditions (63%) and pedestrian crossings with crossing times and visual and audio cues (60%).

How important is it for your community to have?

Survey takers thought that sidewalks that are in good condition are by far the most important



TOTAL = 151 to 152

Highlights

Survey takers thought that sidewalks that are in good condition are by far the most important for Outdoor Spaces (95%), followed by well-maintained and safe parks that are within walking distance of your home (83%), and pedestrian crossings with crossing times and visual audio cues (76%). Imperial Beach does an excellent job matching the need for benches, outdoor seating, and resting areas. Exactly 72 percent said it was very important, and the same amount thought their community had it. And even though only about 16 percent of respondents stated that there is a Neighborhood Watch Program, just around half thought it was very important (53%).

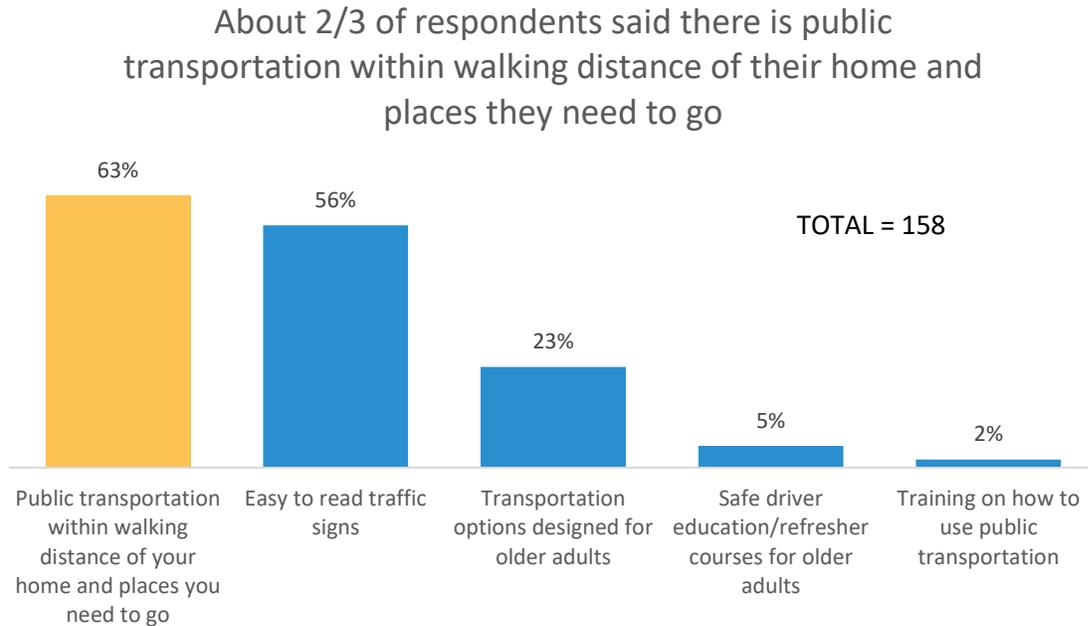
Recommendations

The largest gap between what the respondents thought was very important and what exists in their community are sidewalks that are in good condition. Almost everyone thought they are very important (95%), but just 63 percent their community had it. It is recommended to explore which neighborhoods in Imperial Beach need sidewalk improvement. While Neighborhood Watch Program received the lowest very important rating, if you include somewhere important

community response, it spikes to 95%. A trait of an Age-Friendly Community is having formal outlets for neighbors to engage and support their communities for a greater sense of safety. It is recommended to explore the desire for a Neighborhood Watch program.

Transportation

Does your community have the following?



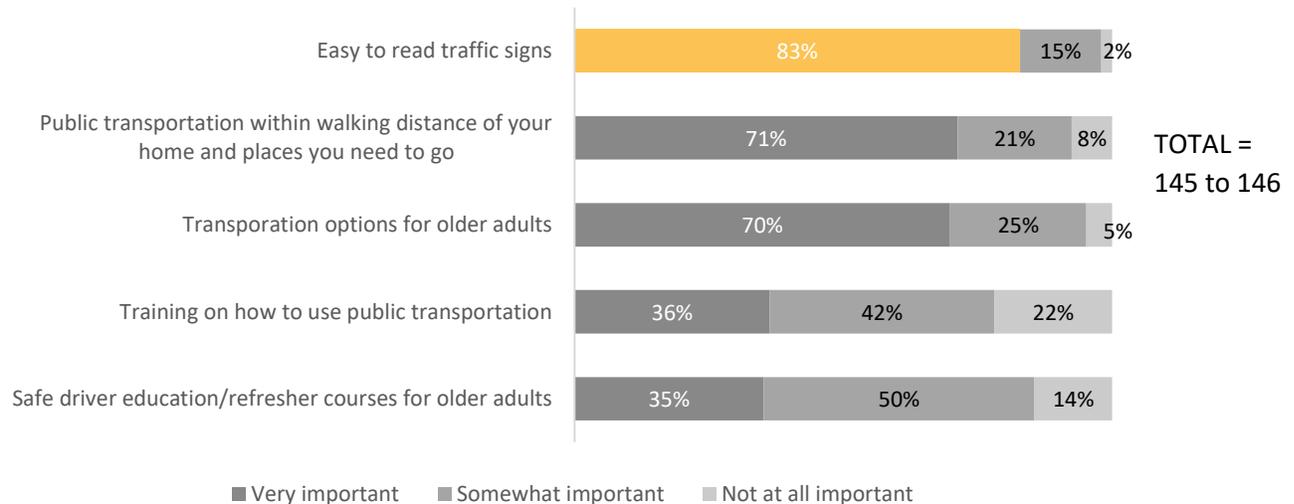
*Percentages add up to more than 100% because respondents could choose more than one answer.

Highlights

About two thirds of respondents said there is public transportation within walking distance of their home and places they need to go (63%), and slightly more than half said there are easy to read traffic signs (56%). However only about one quarter (23%) of survey takers said there are transportation options designed for older adults. And just 5 percent said there are safe driver education/refresher courses for older adults, and only about 2 percent said there is training on how to use public transportation.

How important is it for your community to have?

Easy to read traffic signs are identified as the most important to have in the community



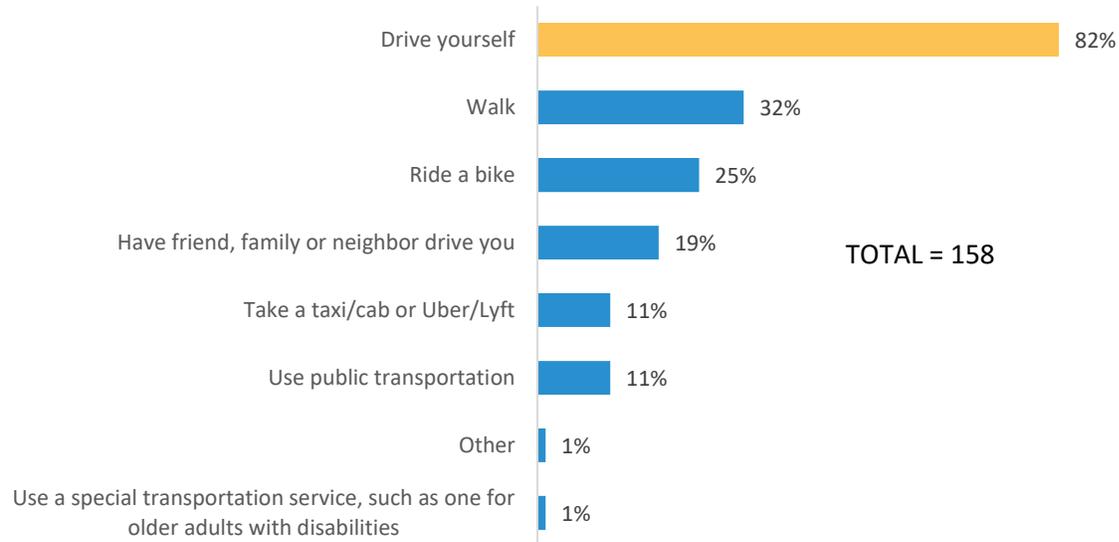
Highlights

Most respondents agreed that easy to read traffic signs were very important to have in the community (83%). More than two thirds also thought it was very important to have transportation options for older adults (70%) and to have public transportation within walking distance of their home and places they need to go (71%). Regarding having public transportation within walking distance of the places they need to go, Imperial Beach did a good job in aligning the needs of the respondents and what exists in the community. About 6 out of 10 respondents say their community has it, and 7 out of 10 respondents believe it is very important.

Respondents felt it is less important to hold training on the use of public transport—with only about 1/3 believing it was very important (36%). Similarly, only about one third (35%) thought it was very important to have safe driver education/refresher courses for older adults. The lack of interest in those topics makes addressing the existence of safe drivers education/refresher courses and training on how to use public transport less urgent areas to address.

How do you get around for things like shopping, visiting the doctor, running errands, or going to other places in the following ways?

Almost everyone drives themselves to get around



*Percentages add up to more than 100% because respondents could choose more than one answer.

Highlights

Almost everyone drives themselves to get around (82%), followed by walking (32%), riding a bike (25%), and having a friend, family or neighbor drive you (19%). And about 1 in 10 respondents take a taxi/cab or Uber/Lyft to get around (11%). Based on these results, Imperial Beach appears to be a very walkable community and the older adults who completed the survey are extremely mobile.

Only about one percent (1%) use a special transportation service, such as one for older adults for disabilities. Similarly, less than one percent (0.6%) have family members that shop and run errands for the respondent.

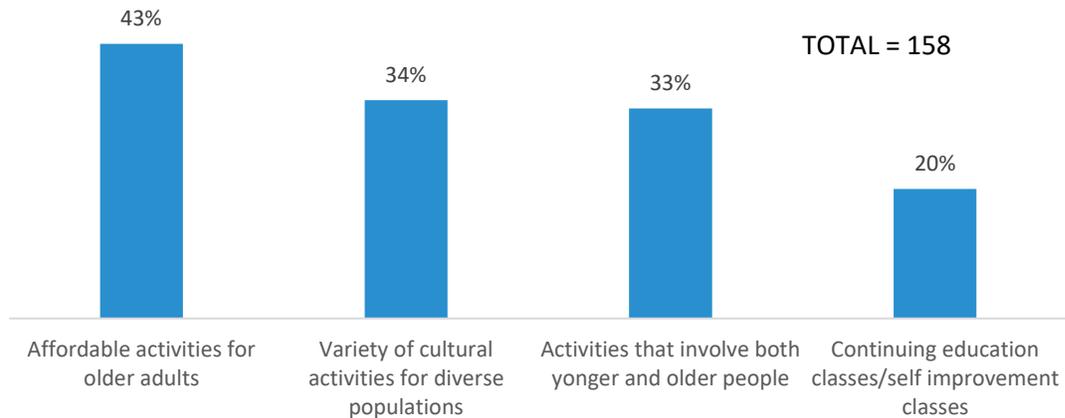
Recommendations

Improving the availability of transportation options for older adults should be explored. That choice had the largest difference between what the community found very important and what it thought exists in their community. Most respondents believe it is very important to have in the community (70%), while only about a quarter of respondents said their community has it (23%). Consider advertising existing transportation for older adults and expanding the options for transportation. It should be noted that 82% of respondents stated they currently can drive themselves. It is recommended that exploring the need for public transport education be addressed with individual's who currently do not drive themselves for desire and need for the training.

Social Participation

Does your community have the following?

Less than half thought there were social participation activities in their community



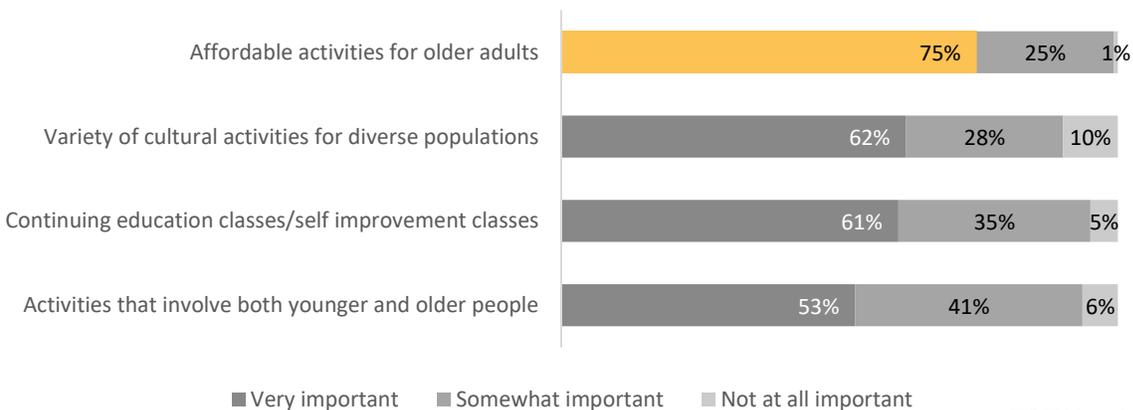
*Percentages add up to more than 100% because respondents could choose more than one answer.

Highlights

As a group, the respondents did not think there were a lot of social participation opportunities in Imperial Beach. Slightly more than 40 percent of survey takers said there were affordable activities for older adults (43%). Only about one third said there are activities that involve both younger and older people (33%) and variety of cultural activities for diverse populations (34%). And only about one in five respondents said there are continuing education classes/self-improvement classes (20%).

How important is it for your community to have?

Slightly more than 40% thought it was very important to have affordable activities for older adults

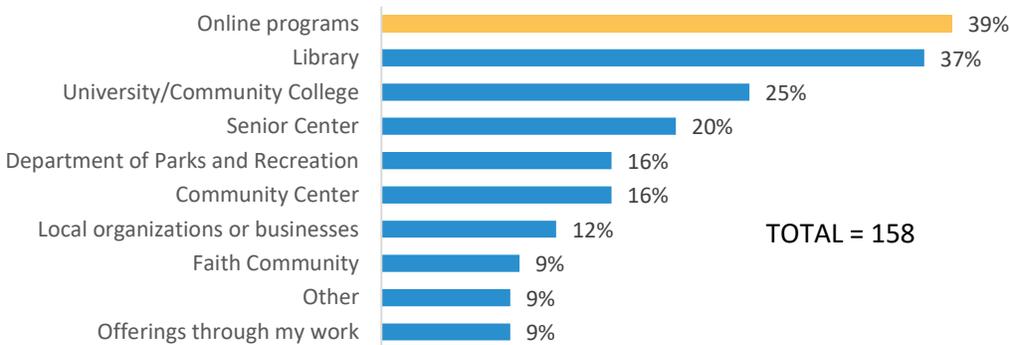


Highlights

About three out of four survey takers thought it was very important to have affordable activities for older adults (75%). And about two out of three respondents said it was very important to have a variety of cultural activities for diverse population (62%) and continuing education classes/self-improvement courses (61%). A little more than half affirmed that it was very important to have activities that involve both younger and older people (53%).

Where do you typically go for continuing education or self-improvement classes/workshops in your community?

Online programs were the leading resource for continuing education or self-improvement classes/courses

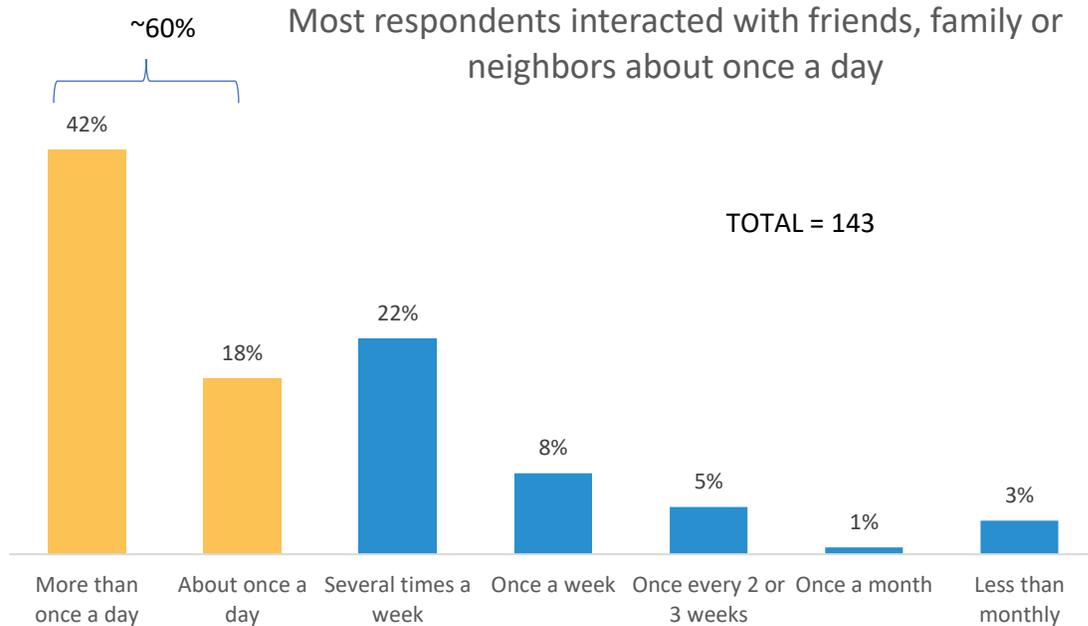


*Percentages add up to more than 100% because respondents could choose more than one answer.

Highlights

About 40 percent of the respondents use online programs for continuing education or self-improvement classes/workshops in the community (39%). This is closely followed by the library (37%). And about 1 in 4 respondents use the University/Community for the courses (25%), while 1 in 5 use the Senior Center (20%). Only about 16 percent of respondents turned to Parks and Recreation or a community center. Less than 1 in 10 survey takers turned to faith community and offerings through work for continuing education or self-improvement classes (9%).

About how frequently do you interact with your friends, family or neighbors in your community? This interaction could be by phone, in person, email or social media (such as Facebook).



Highlights

Most survey takers in Imperial Beach interacted with friends, family or neighbors at least once a week (90%). A bit more than 40 percent of respondents interacts with family, friends or neighbors in the community more than once a day (42%).

Recommendations

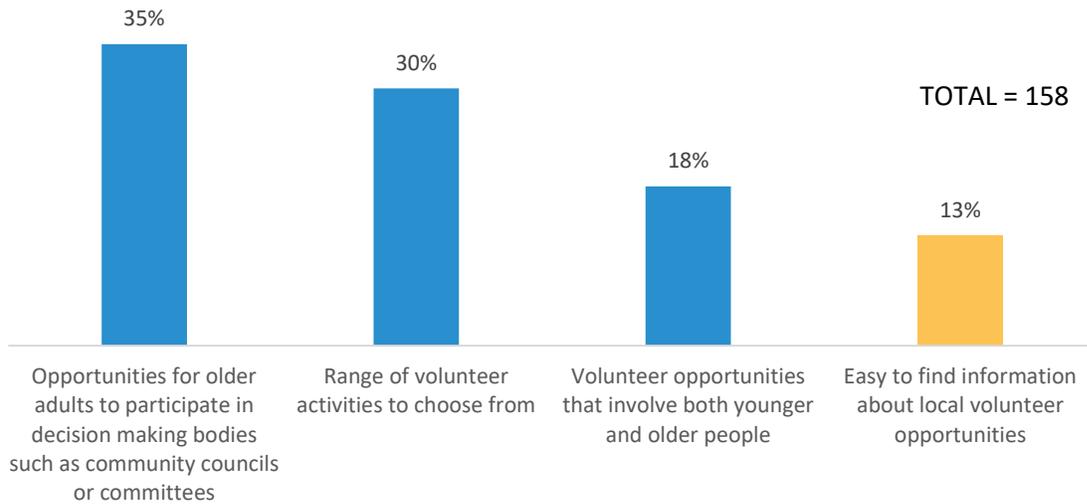
There are several large gaps between the availability of social participation opportunities and what the respondents found very important to have in the community. The largest gap was for availability of continuing education classes/self-improvement classes. While about two thirds of respondents said it is very important to have continuing education classes/self-improvement classes, only 1 in 5 said it was available in their community. Adding additional continuing education classes/self-improvement classes could address this gap. Since most respondents said they use either online programs or the library (see next question), holding these courses online or at the library may gain a larger audience. Only 20 percent stated they attend the Senior Center for courses. If the Senior Center is providing these courses, additional promotion or an internal evaluation for resident interest/satisfaction could be completed to deepen the understanding of needs.

The second largest gap is between the affordable activities for older adults and what survey takers thought was important to the community. While three out of five respondents thought it was very important to have it, only about 40 percent said they have it in their community. Adding more affordable activities could narrow the gap perceived by the survey takers.

Volunteer and Civic Engagement

Does your community have the following?

Only about 1 in 10 respondents said they had easy to find information about local volunteer opportunities



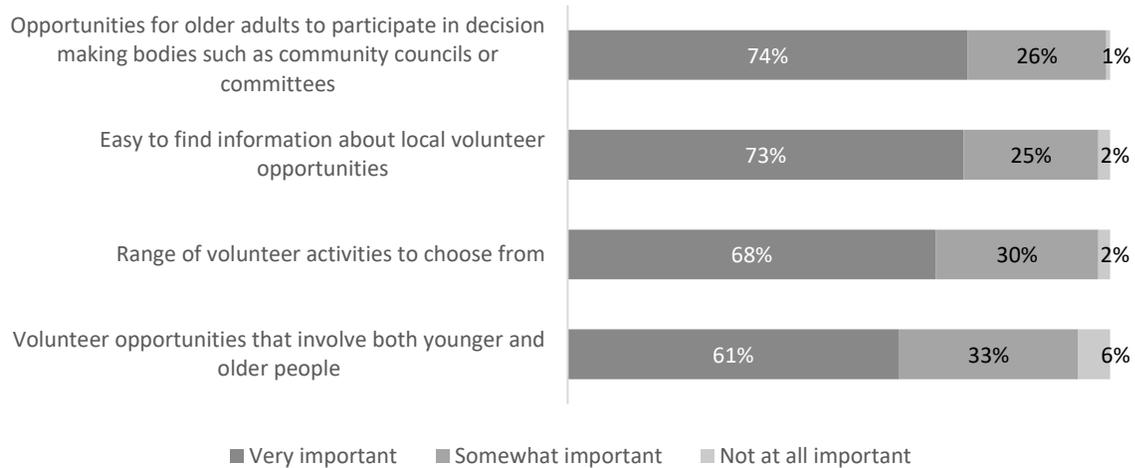
*Percentages add up to more than 100% because respondents could choose more than one answer.

Highlights

Around one third said there are opportunities for older adults to participate in decision making bodies such as community councils or committees (35%), and a range of volunteer activities to choose from (30%). However, only about 1 in 5 said there are volunteer opportunities that involve both younger and older people (18%). And only 13 percent said they had easy to find information about local volunteer opportunities.

How important is it for your community to have the following?

About 3/4 of respondents felt opportunities to participate in decision-making bodies and easy to find volunteer opportunities were the most important

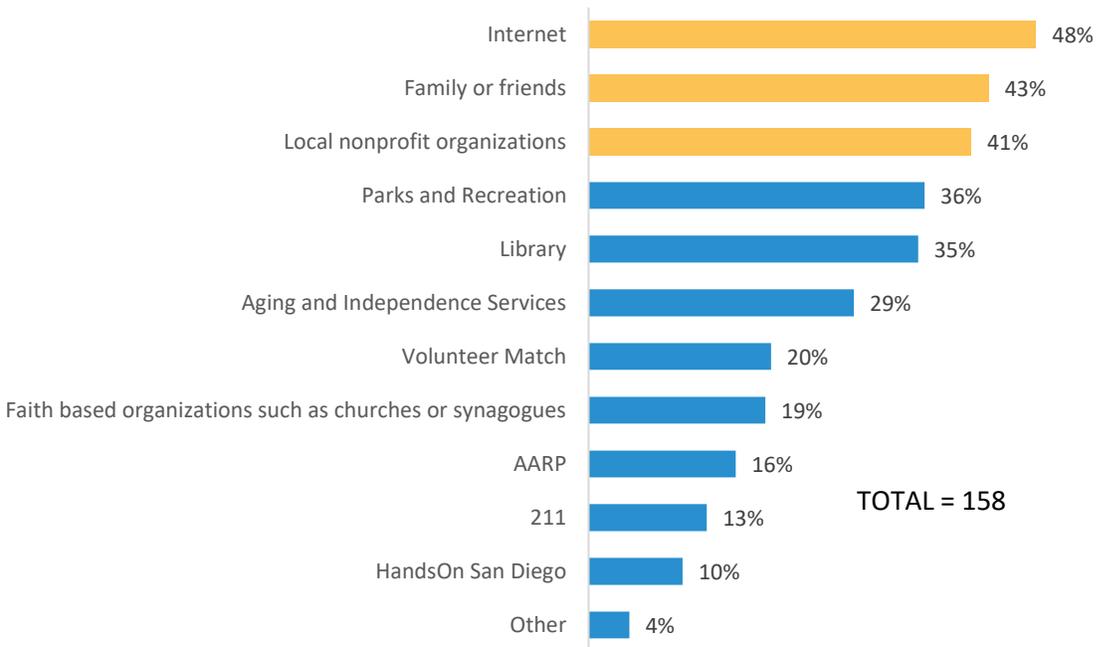


Highlights

There appears a larger gap than in other sections between what the respondents find very important and what currently exists in the community. This is especially true for easy to find information about local opportunities, where the gap between what respondents find very important and what exists in the community is about 60 percent. This indicates that there is an unaddressed need in more volunteer opportunities in the community.

Which of the following resources would you use if you, a family member or friend needed information about volunteer opportunities for older adults?

Most survey takers turn to the internet, family or friends or local nonprofit organizations for volunteer opportunities



*Percentages add up to more than 100% because respondents could choose more than one answer.

Highlights

The respondents most frequently used the internet (48%), family or friends (43%), or local nonprofit organizations (41%) for volunteering opportunities ideas. Parks and Recreation were the fourth most used resource (36%).

They were much less likely to use AARP (16%), 2-1-1 (13%), HandsOn San Diego (10%) for volunteer resources.

Recommendations

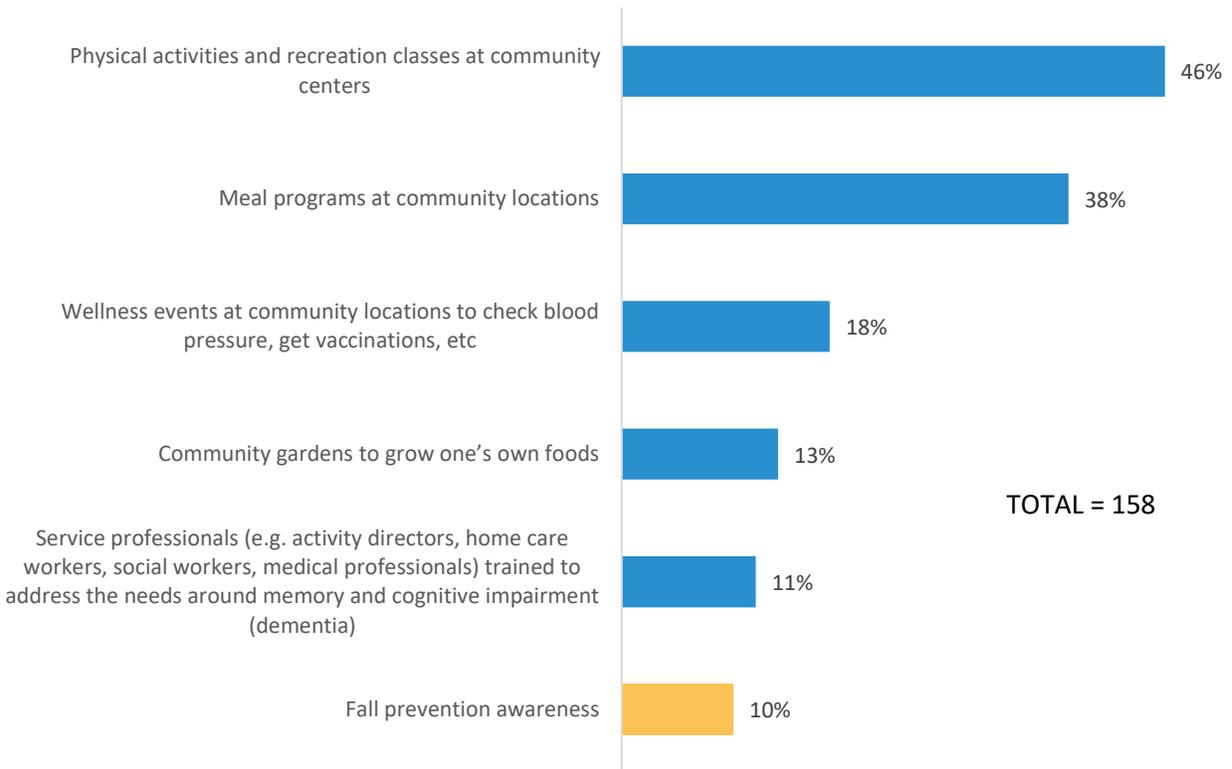
The largest gap for the survey takers was the availability of easy to find information about local volunteer opportunities. While 3 out of 4 survey takers thought it very important to have easy to find information about volunteer opportunities, only about 13 percent said their community had it. To address this gap, consider disseminating this information on the internet, since about half of the survey takers used it to learn about volunteer opportunities. Also consider asking residents what volunteer opportunities they would like to see in Imperial Beach. Based on their input, it would be possible to meaningfully expand on existing opportunities. It may also be helpful to hold a Volunteer Fair in the community so residents can get to learn about all the available volunteer opportunities.

Another idea is to connect with the local nonprofit organizations, or Parks and Recreation as they are among the top information sources to learn about volunteer information. Once connected to Parks and Recreation, distributing information about 2-1-1 could further widen the knowledge about volunteer opportunities.

Health and Community Services

Does your community have the following?

Only 1 in 10 said their community has fall prevention awareness



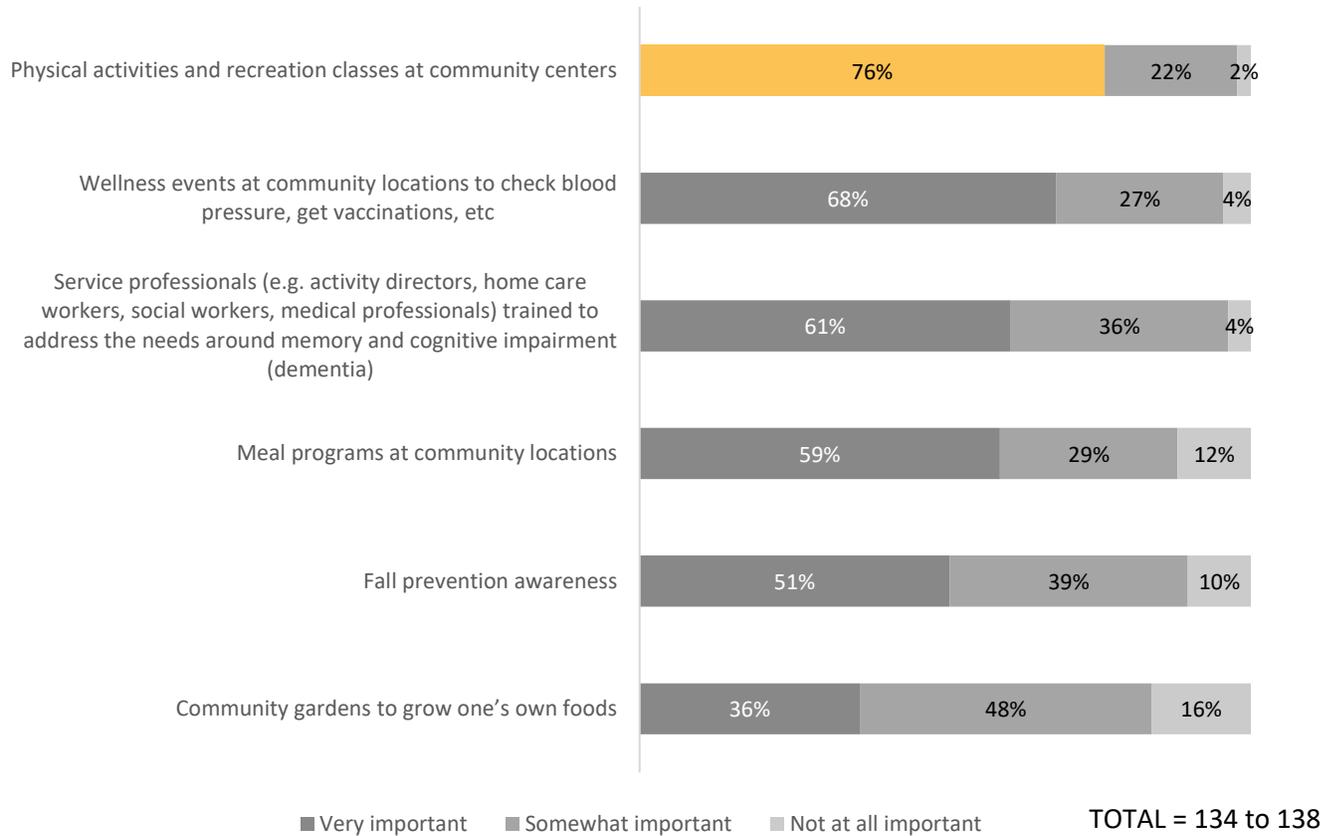
*Percentages add up to more than 100% because respondents could choose more than one answer.

Highlights

A little bit less than half of respondents said there are physical activities available in their community centers (46%). Physical activities were also identified as very important by 3 out of 4 survey takers (76%) (see chart below). However, there is a perceived lack of service professionals that are trained to address the needs around memory and cognitive impairment in the community. According to respondents, only about 1 in 10 said that such options exist in the community (11%).

How important is it to you for your community to have the following?

About 3 out 4 respondents thought it was very important for community to have physical activities and recreation classes at the community centers

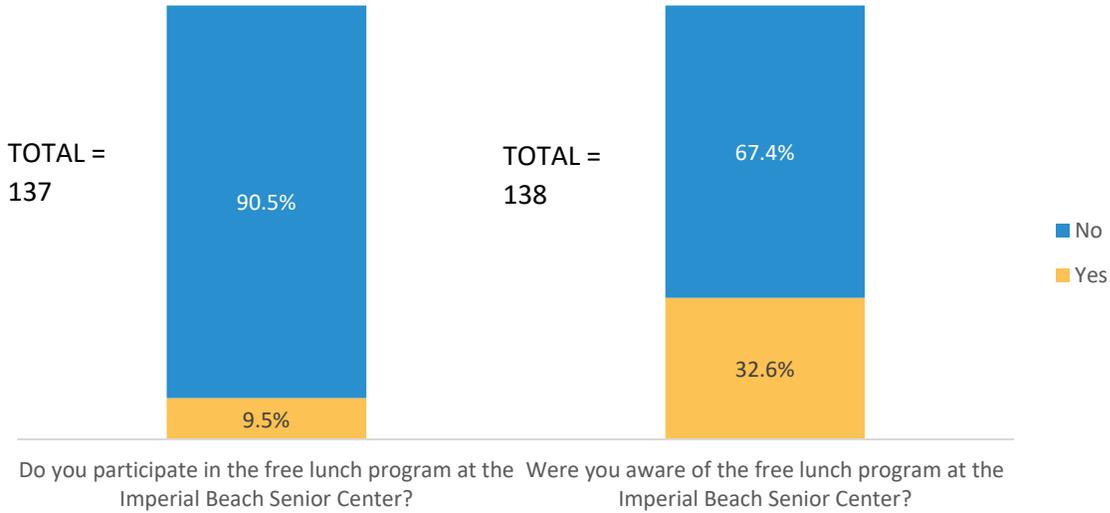


Highlights

Respondents identified physical activities as "very important" to have in the community more often than any other choice (76%). Followed by service professionals trained to address the needs around memory and cognitive impairment (61%), and meal programs at community locations (59%). Only about one third thought that having community gardens to grow one's food was very important (36%).

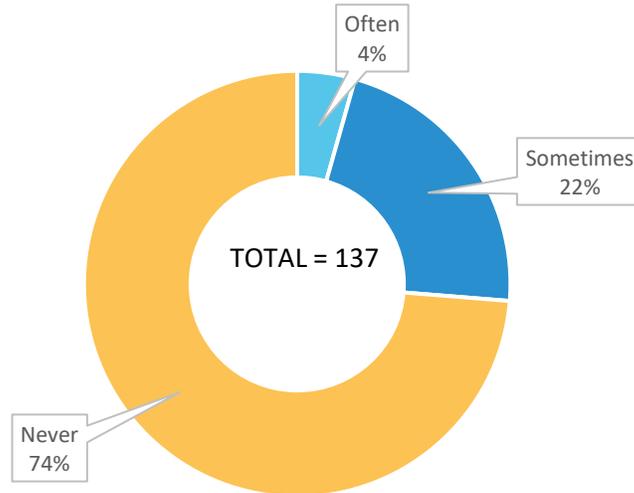
Free Lunch Program at the Imperial Beach Senior Center

About 1/3 of the respondents have heard of the free lunch program, but only 1/10 use it.



How often do you worry about running out of food before you have money to buy more?

About 3 out of 4 respondents never worry about running out of food



Highlights

Most respondents never worry about running out of food (73.7%). However, about 1 in 5 survey takers sometimes worry about running out of food (21.9%).

Recommendations

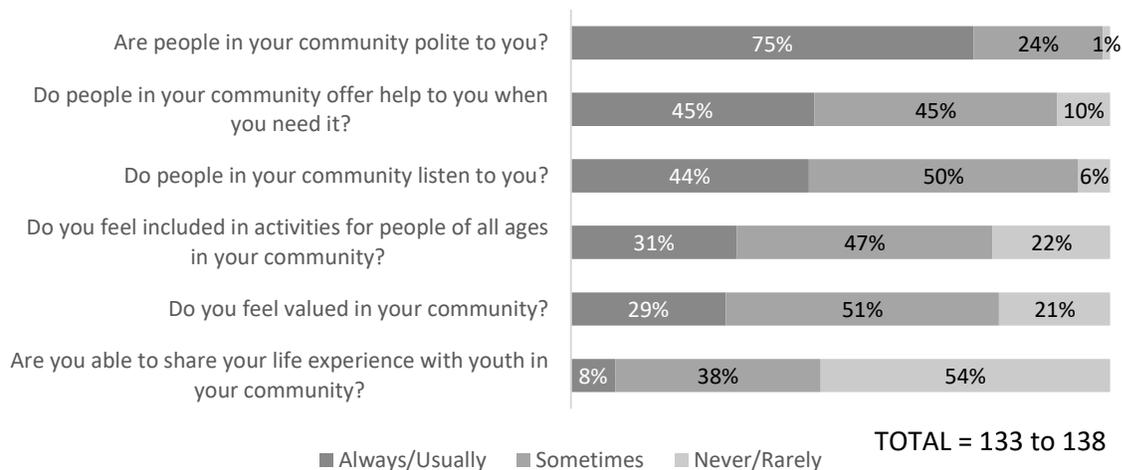
The biggest discrepancy between what the community has and what respondents deem as very important is the availability of wellness events and existence of service professions that are trained to address the needs around memory and cognitive impairment. Only about 1 in 10 respondents thought their community has service professionals that are trained to address the needs around memory and cognitive decline, while 2 in 3 said it was very important to have in the community. Similarly, while only around 18 percent thought there were wellness events in the community locations, almost 70 percent thought it was very important to have.

Lastly, half of all respondents identified fall prevention awareness as very important to have, but only about 10 percent said their community had it. Increasing the number of wellness events and resources about fall prevention awareness and service professionals who are knowledgeable about memory needs and cognitive decline would help to narrow the gap between what is available in the community and what survey takers identify as very important.

Additional recommendations include improving the availability of resources for food security programs, including free lunch programs for 22 percent of respondents who sometimes worry about running out of food. Since only 1 in 10 respondents attend the free lunches at Imperial Beach Senior Center, advertising those resources may help address that group’s needs. Consider advertising these resources at local nonprofit organizations, frequented grocery stores/bodegas, and with the Parks and Recreation departments.

Respect and Inclusion

Majority of respondents thought their community was *always* polite to them, but only *sometimes* felt listened to, felt included in activities for all ages, or felt valued in their community



Highlights

About 3 out of 4 respondents said the people are *always/usually* polite in their community (75%). However, about 1 in 4 said they are only *sometimes* polite to them (24%). Half of the survey takers said that people in the community only *sometimes* listen to them (50%). And about half said the people in the community only *sometimes* offer help (45%), while about another half said they are *always/usually* offered help (45%). The majority said they *never or rarely* have the opportunity to share their life experience with youth in the community (54%). And slightly more than one third said they *sometimes* have that opportunity (38%). Also, about half of the respondents said they *sometimes* feel valued in the community (51%). But about 1 in 5 said they *never or rarely* feel valued (21%). Most survey takers said they only sometimes feel included in activities for people of all ages (47%), and about 1 in 5 said they never feel included (22%).

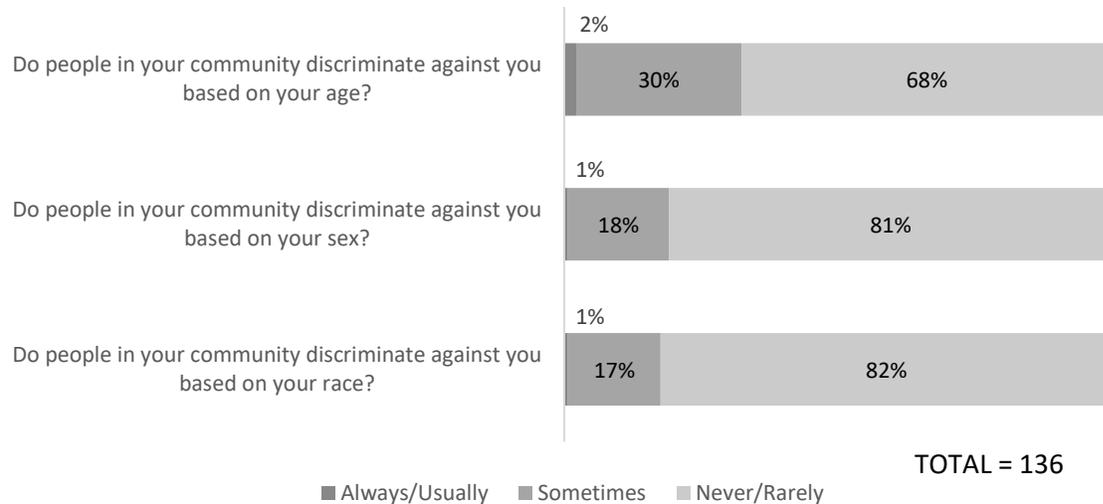
Recommendations

To improve the feeling of respect and inclusivity among older adults, a few things are recommended. First, consider increasing the number of social opportunities between diverse groups in the community. Specifically, consider adding the number of intergenerational opportunities in Imperial Beach. This may have a two-prong benefit, it will create more opportunities for older adults to share life experiences and they feel more included in activities for people of all ages.

Another recommendation is to brainstorm additional activities that increase one's feeling of self-worth and value. Activities that overlap with intergenerational activities to share life experiences, improve the feeling of self-worth and value may be particularly helpful to the community.

Discrimination

Most respondents said they never or rarely felt discriminated based on age, sex, or race



Highlights

About two thirds of survey takers stated that they are *never or rarely* discriminated against based on age (68%). However, about another one third said they are *sometimes* discriminated against based on age (30%).

Most respondents also stated that they *never* feel discriminated against based on race (82%). But about 17 percent said it happens *sometimes* (17%). Lastly while majority stated that they *never* feel discriminated based on sex (81%), about 18 percent said it does happen sometimes.

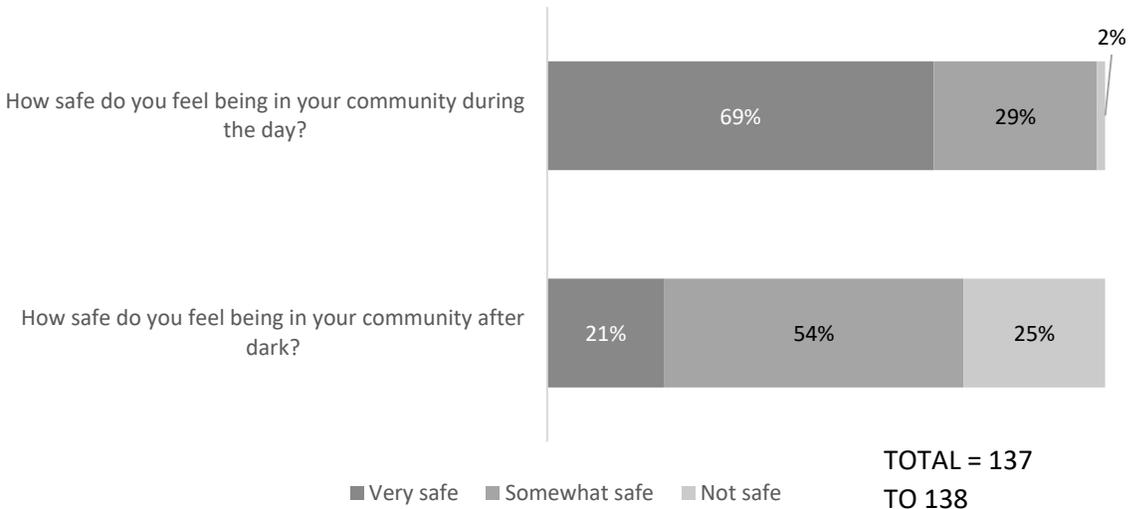
Also, when comparing the answers by sex, there is a statistical difference between females and males. While only 5 percent of males said they are sometimes discriminated against, almost 1 in 4 females said it sometimes happens to them (24%).

Recommendations

Given the significant difference of discrimination perception by sex between females and males, it may be helpful to identify and develop programs that would promote inclusion and address an underlying concern of perceived discrimination. Specifically pinpoint the activities in the community that would work in decreasing the feeling of discrimination by sex among older females.

Safety

About 3/4 of respondents feel *very safe* during the day, but only about 1/5 feel *very safe* during the night



Highlights

While the majority feel very safe during the day (69%), only about 1 in 5 feel very safe during the night (21%). And 1 in 4 of survey takers reported feeling not safe at night (25%).

There is also statistically significant difference between males' and females' perception of safety. Females reported feeling safer during the day than males. About three out of four respondents (76%) females said they feel very safe during the day. While only about half of male respondents stated the same (54%).

There was also statistically significant difference between District 3 and 4, and District 3 and 1. Eight out of 10 survey takers from District 3 reported feeling very safe during the day (80%). While only about half of respondents from District 1 (53%) and District 4 (47%) reported the same.

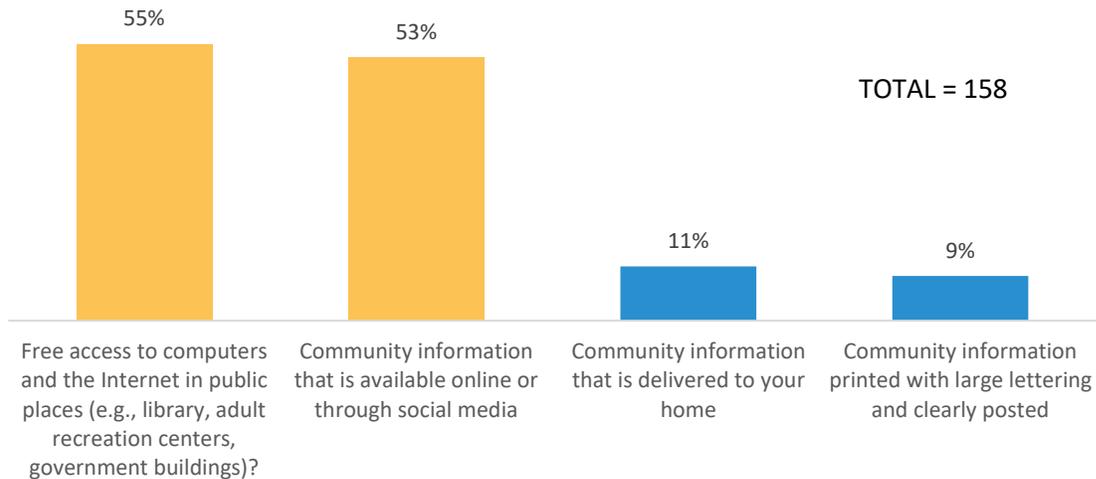
Recommendations

To improve the perception of safety in the community, it is advisable to address both daytime and nighttime feeling of safety. Programs and activities that seek to understand the difference of safety perception between females and males are recommended. Lighting is a key variable to residents sense of safety. While inquiring with older adults, ask whether older residents if there are specific areas of the city that are lacking streetlights. It would also be useful to understand why respondents from District 3 have a statistically difference perception of safety during the day than respondents from District 3 and 4 and District 3 and 1.

Communication and Information

Does your community have the following?

More than half of survey takers thought their community has free access to computers and internet, and community information available through social media



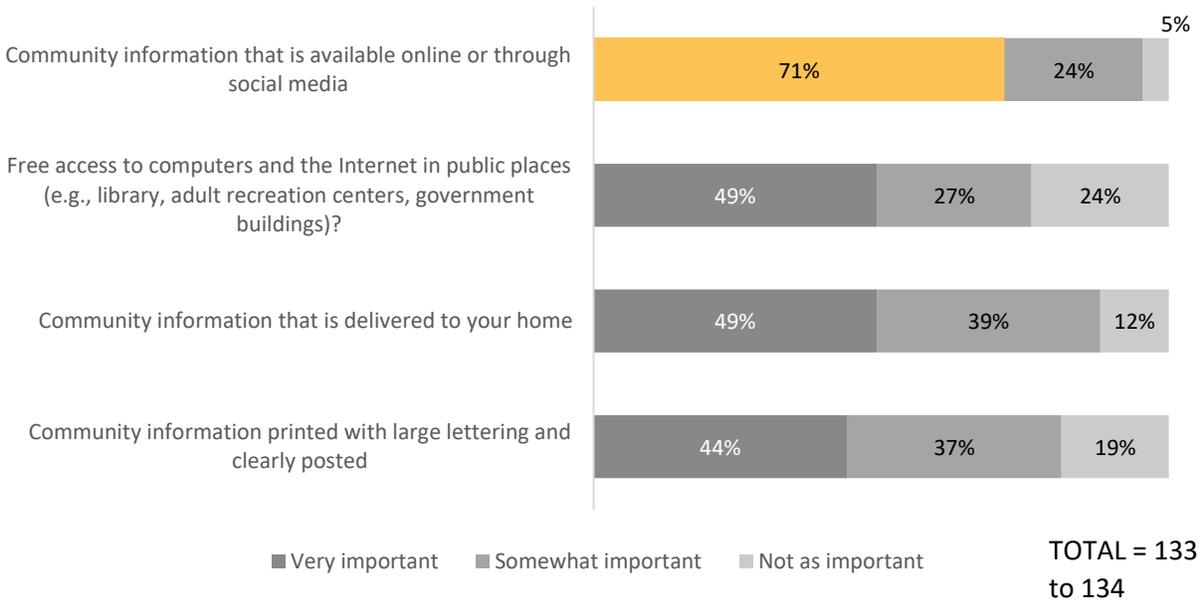
*Percentages add up to more than 100% because respondents could choose more than one answer.

Highlights

More than half of respondents stated that there is community information that is available online or through social media (53%) and free access to computers and internet in public places (55%). However, only about 1 in 10 had community information delivered to their home (11%) or thought there was community information printed with large lettering and clearly posted (9%).

How important is it for your community to have the following?

About 3 out of 4 respondents thought it was very important to have community information that is available online or through social media



Highlights

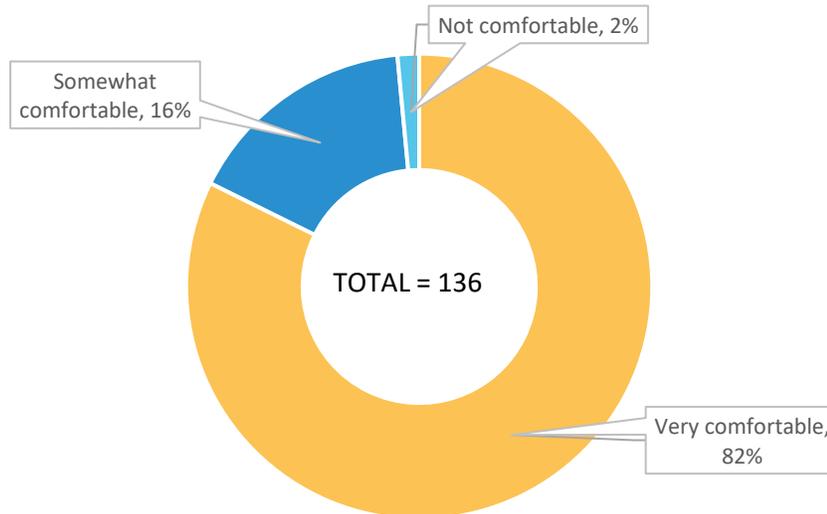
A little under three fourths of the respondents said it is very important to have community information that is available online or through social media (71%). And about half said it is very important to have community information that is delivered to home (49%), and free access to computers and Internet in public places (49%).

Recommendations

About half of respondents said it is very important to have community information that is delivered to your home (49%). But only about 11 percent said that is a service that is available in their community. To address this need, the possibility of expanding paper mailings to include community information may be explored. Another option to improve communication is also posting community information with large lettering that is clearly posted. While 44 percent said it is very important to have in the community, only 9 percent said it is available in their community (9%). Since it was previously mentioned that Parks and Recreation, libraries, and Aging and Independence Services are a popular source for volunteer information, it would be helpful to have it posted at different park locations.

How comfortable do you feel using the internet?

Majority are very comfortable using the internet



Highlights

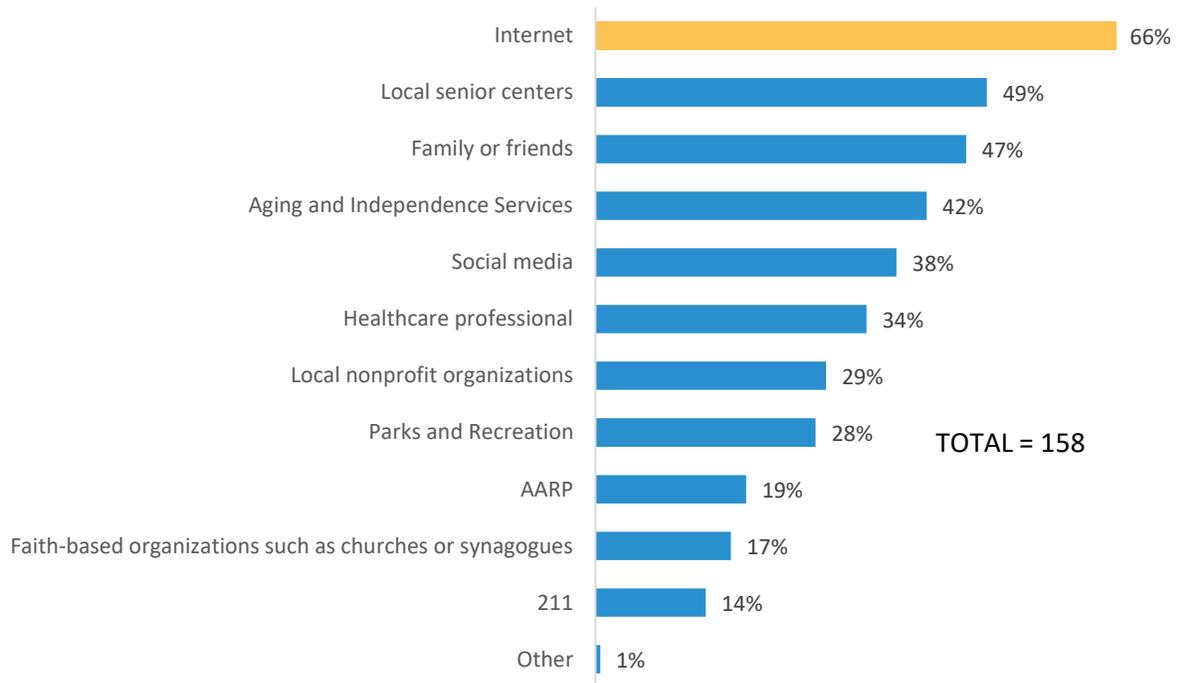
This group of survey takers feels very comfortable with using the internet (82%). However, only 16 percent feel *somewhat* comfortable.

Recommendations

Since many respondents thought that community information available on the internet is very important, it would be helpful to ensure that all older adults are *very comfortable* using the internet. It is recommended to identify the population that only feels *somewhat* comfortable could be helpful in ensuring all older adults can take full advantage of the information available on the internet. It may be useful to develop and advertise internet learning courses at local senior centers, or Aging and Independence Services because they already get used the most for information for older adults (see next page).

Which of the following would you use if you, a family member or friend needed information about services for older adults, such as caregiving services, home delivered meals, home repair, medical transport or social activities?

About 2/3 of respondents use the internet to find information about older adults



*Percentages add up to more than 100% because respondents could choose more than one answer.

Highlights

About two thirds of the respondents use the internet for information about older adults (66%). Almost half use the local senior centers (49%), family or friends (47%), and Aging and Independence Services (42%).

Recommendations

Since less than one third uses Parks and Recreation (28%) to learn about information for older adults, it may be helpful to start using the Parks and Recreation locations to advertise information more frequently. Additionally, it could be considered developing partnerships with local senior centers and advertising on the internet, as well as Aging and Independence Services to increase visibility of Parks and Recreation as a source for information for older adults. The 2-1-1 is one of the primary resource brokers in San Diego County. The fact that it came in last at 14 percent of respondents utilizing the resource for social service referrals speaks to the lack of awareness. Including 2-1-1 promotional materials in various locations throughout the city and maintaining an on-going presence online and at the senior center could be helpful.