VITAL VOICES

Issues that Impact Florida Adults Age 45 and Older

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INTRODUCTION

For the past two decades, AARP has provided state offices with data to support planning and advocacy. As the breadth of our work has expanded, AARP Research and our national partners have responded by creating a tool that will empower state offices and staff to do more for their local constituents.

As part of our transition from National to Nationwide, AARP is launching a new research initiative that will deliver vital, current, and state-specific data to every state office on a rolling three-year schedule. The name of this nationwide initiative is Vital Voices, and we will use it to ensure that each individual state has access to the data they need for local advocacy, outreach, and education efforts. States can use the data in numerous ways:

• Predict the need for a specific program or interest in a specific issue.
• Enhance all communications with current data.
• Track issues and attitudes over time to assess shifts in public opinion.

Bringing Vital Voices to the states has been an enterprise-wide initiative. Never before has AARP launched a research program of this size and with this much promise. We give it to you with the hope that this data will inform better decisions for Florida adults age 45 and older.
Survey Results for Florida-Core Questions

Issues that Impact Florida Adults Age 45 and Older
Florida residents age 45+ think many health issues are important, with ‘staying mentally sharp’ topping the list.

<table>
<thead>
<tr>
<th>Health Care Issue</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staying mentally sharp</td>
<td>95%</td>
</tr>
<tr>
<td>Having adequate health insurance coverage</td>
<td>93%</td>
</tr>
<tr>
<td>Staying physically healthy</td>
<td>93%</td>
</tr>
<tr>
<td>Having Medicare benefits available to you in the future</td>
<td>93%</td>
</tr>
<tr>
<td>Paying for health care expenses, including premiums and co-pays</td>
<td>88%</td>
</tr>
<tr>
<td>Paying for prescription drugs</td>
<td>83%</td>
</tr>
</tbody>
</table>
The majority of Florida residents age 45+ rate retirement income and being able to afford household necessities as extremely or very important.

<table>
<thead>
<tr>
<th>Percent Rating Financial Issues as Extremely or Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having enough income or savings to retire</td>
</tr>
<tr>
<td>Having adequate Social Security benefits available to you in the future</td>
</tr>
<tr>
<td>Being able to afford groceries or other household necessities</td>
</tr>
<tr>
<td>Having affordable utilities</td>
</tr>
<tr>
<td>Protecting yourself against consumer fraud</td>
</tr>
<tr>
<td>Protecting yourself against unfair financial practices</td>
</tr>
<tr>
<td>Being able to stop working for pay at the age you want</td>
</tr>
<tr>
<td>Having online security</td>
</tr>
<tr>
<td>Protection from age discrimination</td>
</tr>
<tr>
<td>Having good employment opportunities in your community</td>
</tr>
<tr>
<td>Maintaining relevant job skills and experience</td>
</tr>
</tbody>
</table>

11. For the following list of issues, please indicate how important each is to you personally. (Economic/Financial) (n=1,004) *not all charts equal one-hundred percent due to removal of small cells, see annotation for all categories
Nearly nine in ten Florida residents age 45+ rate ‘Staying in your own home as you get older’ and ‘Getting to the places you need to go independently” as extremely or very important.

![Chart showing percent rating independent living issues as extremely or very important](chart)

**Percent Rating Independent Living Issues as Extremely or Very Important**

- **Staying in your own home as you get older**: 87%
- **Getting to the places you need to go independently**: 86%
- **Having high quality long-term care in your community**: 78%
- **Having affordable housing options in your community**: 77%
- **Caring for a loved one**: 75%
- **Having flexibility in your schedule to care for a loved one**: 66%

**Note:** For the following list of issues, please indicate how important each is to you personally. (Independent Living and Long-Term Care) (n=1,004) *not all charts equal one-hundred percent due to removal of small cells, see annotation for all categories
Nearly all Florida residents age 45+ agree that having help navigating health and financial changes is important.

**Importance of Having Help to Navigate Life Experiences**

- **Health changes**: 71% Very important, 24% Somewhat important
- **Changes in finances**: 64% Very important, 28% Somewhat important
- **Enrolling in Medicare and Social Security**: 60% Very important, 22% Somewhat important
- **Caregiving for an adult loved one**: 58% Very important, 28% Somewhat important
- **Changes in driving or using new transportation options**: 50% Very important, 37% Somewhat important
- **End of Life Planning**: 49% Very important, 35% Somewhat important
- **Changes in family structure, including additions and losses**: 46% Very important, 39% Somewhat important
- **Housing changes, such as moving to a new home or making renovations**: 45% Very important, 39% Somewhat important
- **Social challenges like age discrimination**: 43% Very important, 34% Somewhat important
- **Making new friends and social connections**: 30% Very important, 41% Somewhat important
- **Employment changes, such as starting a new job or business**: 28% Very important, 30% Somewhat important

*LET1. For each of the following life experiences, please indicate how important you think it would be to have help navigating each, if you were to experience it. (n=1,004) *not all charts equal one-hundred percent due to removal of small cells, see annotation for all categories*
Survey Results for Florida-Caregiving Questions

Issues that Impact Florida Adults Age 45 and Older
CARE1. Are you currently providing unpaid help to a relative or friend 18 years or older to help them take care of themselves? This would include doing things for them such as grocery shopping, providing transportation, managing finances, arranging for healthcare or other services, or preparing meals. 

(n=1,004)
CAREGIVING ISSUES

Two in five (40%) Florida residents age 45+ who are not currently providing unpaid care have provided this type of care in the past.

CARE1_A. Have you ever provided this type of unpaid help in the past? (n=725)

- Yes, 40%
- No, 61%
CARE37. If you or a loved one needed help when the basic tasks of life become more difficult due to aging or illness, where would you prefer to receive that care or help for yourself or a loved one? (n=1,004)

Three-quarters (76%) of Florida residents age 45+ would prefer care ‘at home with caregiver assistance’ for themselves or a loved one if needed.

Preferred Long-Term Care Setting

- At home with caregiver assistance: 76%
- In an assisted living facility or group home: 12%
- In a nursing home: 2%
- Don't know: 9%
Most (88%) Florida residents age 45+ are at least somewhat confident that they would be able to find information about getting help if facing aging-related difficulties or illness.
CARE38. If you or a loved one needed help to remain independent, how important would it be to have services that would allow you or a loved one to live independently at home for as long as possible? (n=1,004)

### Importance of Having Home Care Services Available

- **Extremely important**: 61%
- **Very important**: 32%
- **Somewhat important**: 6%
- **Not very important**: 1%
- **Not important at all**: 0%
Seven in ten (71%) Florida residents age 45+ are extremely or very concerned about being able to afford to remain in their home as they age.

Concerns About Being Able to Remain at Home

- Being able to afford to remain in your home as you age: 71% extremely or very concerned, 15% somewhat concerned
- Being able to afford groceries or other household necessities: 68% extremely or very concerned, 14% somewhat concerned
- Being about to get around your community to get the things you need and do the things you want to do as you age: 67% extremely or very concerned, 18% somewhat concerned
- Being connected with others in your community and having opportunities to socialize as you age: 49% extremely or very concerned, 26% somewhat concerned

LIV-COMM1. How concerned are you about the following? (n=1,004)
*not all charts equal one-hundred percent due to removal of small cells, see annotation for all categories
Florida residents age 45+ would most likely turn to the Internet if they needed information about services for older adults; notably, 19% say they didn’t know where they would turn for this information.

**Sources of Aging Services**

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>23%</td>
</tr>
<tr>
<td>Family or friends</td>
<td>18%</td>
</tr>
<tr>
<td>Your doctor or other health care professional</td>
<td>13%</td>
</tr>
<tr>
<td>AARP</td>
<td>12%</td>
</tr>
<tr>
<td>Other (record)</td>
<td>10%</td>
</tr>
<tr>
<td>Faith-based organizations like churches or synagogues</td>
<td>6%</td>
</tr>
<tr>
<td>Local government offices like the Health Department</td>
<td>4%</td>
</tr>
<tr>
<td>Local Senior Centers</td>
<td>4%</td>
</tr>
<tr>
<td>Library</td>
<td>3%</td>
</tr>
<tr>
<td>Local Area Agency on Aging (AAA)</td>
<td>2%</td>
</tr>
<tr>
<td>Phonebook</td>
<td>2%</td>
</tr>
<tr>
<td>Local nonprofit organizations</td>
<td>1%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>19%</td>
</tr>
<tr>
<td>Refused</td>
<td>0%</td>
</tr>
</tbody>
</table>

**COMM14.** Whom would you turn to for information if you, a family member, or friend needed services for older adults such as caregiving services, home-delivered meals, home repair, medical transport, or social activities? (n=1,004)
Three in five (61%) Florida residents age 45+ believes that state funding to support at-home care is extremely important.

![Importance of State Funding to Support At-Home Care](chart)

**Extremely important**: 61%

**Very important**: 27%

**Somewhat important**: 9%

**Not very important**: 1%

**Not important at all**: 2%

**CARE42**. For the last several years, there has been a waiting list for home care services that would allow older Florida residents who need long-term care services to remain at home. How important is it to you that the state of Florida increases funding to have services that would allow you or a loved one to live independently at home for as long as possible? (n=1,004)
Survey Results for Florida-Disaster Preparedness Questions

Issues that Impact Florida Adults Age 45 and Older
NATURAL DISASTER PREPAREDNESS

Three-fourths (78%) of Florida residents age 45+ have personally experienced a natural disaster.

Percent with Natural Disaster Experience

- Yes, 78%
- No, 23%

NDP1. Have you personally experienced a natural disaster as an adult, such as a hurricane or flood? (n=1,004)
NATURAL DISASTER PREPAREDNESS

Three-fourths (75%) of Florida residents age 45+ have emergency plans in place in the event of a natural disaster.

Percent Who Have Natural Disaster Plans

Yes, 75%

No, 25%

NDP2. Do you have emergency plans in place, in the event of a natural disaster? (n=1,004)
NATURAL DISASTER PREPAREDNESS

More than half (63%) of Florida residents age 45+ have an emergency kit prepared and ready for use in case of a natural disaster.

Percent Who Have an Emergency Kit Prepared

- Yes, 63%
- No, 37%

NDP3. Do you have an emergency kit prepared and ready for use if a natural disaster occurred? (n=1,004)
Nearly one-third (30%) of Florida residents age 45+ reside in an evacuation zone.

### Whether Home is Located in an Evacuation Zone

- **Yes**: 30%
- **No**: 50%
- **Don't know**: 20%

**NDP4.** Is your home in an evacuation zone? (n=1,004)
In the event of a hurricane, just over half (55%) of Florida residents age 45+ would plan to stay in their home.

Hurricane Evacuation Plans Among the 45+

- Stay in your home: 55%
- Evacuate to a public shelter: 13%
- Evacuate to a family member or friend’s home: 30%
- Evacuate to a hotel: 16%
- Don’t know: 7%

NDP5. In the event of a hurricane, would you plan to...? (n=1,004)
Two in five (39%) Florida residents age 45+ feel very prepared to safely get through a natural disaster.
**NATURAL DISASTER PREPAREDNESS**

Florida residents age 45+ would go to a variety of sources for information about natural disaster recovery assistance, with FEMA being most frequently mentioned (22%).

<table>
<thead>
<tr>
<th>Sources for Natural Disaster Recovery Information</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEMA</td>
<td>22%</td>
</tr>
<tr>
<td>The Internet</td>
<td>15%</td>
</tr>
<tr>
<td>Local government</td>
<td>11%</td>
</tr>
<tr>
<td>Red Cross</td>
<td>8%</td>
</tr>
<tr>
<td>Local radio station/ &quot;radio&quot; generally</td>
<td>7%</td>
</tr>
<tr>
<td>Insurance company</td>
<td>7%</td>
</tr>
<tr>
<td>Local news/ news</td>
<td>7%</td>
</tr>
<tr>
<td>Local television station/ TV</td>
<td>6%</td>
</tr>
<tr>
<td>State government/ federal government</td>
<td>5%</td>
</tr>
<tr>
<td>Police/Fire Dept</td>
<td>3%</td>
</tr>
<tr>
<td>Family/ friend</td>
<td>2%</td>
</tr>
<tr>
<td>Weather Channel/ weather news source</td>
<td>2%</td>
</tr>
<tr>
<td>911/ 211/ 311/ 611</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>20%</td>
</tr>
</tbody>
</table>

**NDP7.** Where would you go for information about recovery assistance if you experienced a natural disaster? (n=1,004) [CODED OPEN-ENDED RESPONSES]
Florida residents age 45+ would go to a variety of sources for information about natural disaster recovery assistance, with FEMA being most frequently mentioned (22%).

**Source for Natural Disaster Information**

<table>
<thead>
<tr>
<th>Source</th>
<th>%</th>
</tr>
</thead>
</table>
| FEMA                                                        | 22%
| The Internet (generally)                                    | 15%
| City/ county/ local government (incl. website)              | 11%
| Red Cross                                                   | 8%
| Local radio station/ radio                                  | 7%
| Insurance company                                           | 7%
| Local news/ news generally                                  | 7%
| Local television station/ TV                                | 6%
| State/ federal government/ government generally (incl. website) | 5%
| Police                                                      | 2%
| Family/ friend                                              | 2%
| 911/ 211/ 311/ 611                                          | 2%
| Weather channel/ weather news source                        | 2%
| Church/ religious organization                               | 1%
| A shelter                                                    | 1%
| Fire Department                                             | 1%
| Community center                                            | 1%
| Disaster/ emergency control center/ hurricane center         | 1%
| Salvation Army                                              | 1%
| Local newspaper website                                     | 0%
| Other (record)                                               | 14%
| Don’t know                                                   | 11%
| Refused                                                      | 0%

NDP7. Where would you go for information about recovery assistance if you experienced a natural disaster? (n=1,004) [CODED OPEN-ENDED RESPONSES]
Only one-fourth (26%) of Florida residents age 45+ are very confident they could rebound financially from a natural disaster.
In August 2019, AARP engaged Alan Newman Research (ANR) to conduct a quantitative research study among Florida residents age 45+. Topics included healthcare, financial security, caregiving, and natural disaster preparedness.

1,208 Interviews
Florida Residents 45+
Fielded in August 2019

ANR completed a total of 1,208 interviews (583 via landline telephone, 322 via cell phone, and 303 online). Interviews were conducted in both English and Spanish, based on respondent preference (1,079 in English and 129 in Spanish). Respondents were screened to meet the following criteria:

- Age 45+
- Resident of Florida

Survey length averaged 20.1 minutes by telephone and 19.2 minutes online (19.3 minutes in English and 21.5 minutes in Spanish).
**Sampling Procedure**

Landline, cell phone, and online sampling were used for this research, with the telephone sample drawn randomly from a list of residents age 45+ of Florida, purchased from Aristotle, and online sample provided by Fulcrum. A total of 29,164 records were utilized to achieve a base sample of 1,004 and supplemental oversample required to total 402 Hispanic/Latino respondents. The list of 7,211,903 residents of Florida age 45+ was randomly divided into 7,211 replicates of 1,000 records for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 28 replicates representing a total of 27,900 resident records were dialed to complete the telephone portion of this study.

The total base sample of 1,004 respondents yields a maximum statistical error of ±3.1% at the 95% level of confidence. (This means that in 95 out of 100 samples of this size, the results obtained in the sample would be within ±3.1 percentage points of the results obtained had everyone in the population been interviewed.)

**Interview Methodology**

The survey was launched on August 15, 2019 and closed on August 27, 2019.

Telephone interviewing was active between 5:30 p.m. and 9:00 p.m., with some additional calling done between 10:00 a.m. and 4:00 p.m. If necessary, up to 8 call attempts per telephone number were made to reach an eligible respondent. All numbers were called at multiple times of the day as well as days of the week to maximize each resident’s opportunity for inclusion in the study.

Percentages of some questions may exceed 100% due to rounding or the use of multiple response question formats.

All data have been weighted by age, gender, and race/ethnicity according to 2018 U.S. Census Bureau Current Population Survey (CPS) statistics for Florida.
AARP is the nation’s largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation’s largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit [www.aarp.org](http://www.aarp.org) or follow @AARP and @AARPadvocates on social media.
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This research was designed and executed by AARP Research.