VITAL VOICES

Issues That Impact Colorado Adults Age 45 and Older, September 2022

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<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Vital Voices Surveys</td>
<td>3</td>
</tr>
<tr>
<td>Health Questions</td>
<td>4</td>
</tr>
<tr>
<td>Wealth Questions</td>
<td>8</td>
</tr>
<tr>
<td>Livable Communities Questions</td>
<td>14</td>
</tr>
<tr>
<td>Methodology</td>
<td>20</td>
</tr>
<tr>
<td>About AARP</td>
<td>22</td>
</tr>
<tr>
<td>Contact</td>
<td>23</td>
</tr>
</tbody>
</table>
INTRODUCTION

There are currently about 115 million Americans who are 50 and older; this number will grow to 157 million by 2050. The 50 and older population is and will continue to be an essential contributor to American society. Understanding the needs and opinions of older Americans is critical to ensuring they live longer and healthier lives.

Vital Voices, launched in 2019, is an exciting program of research undertaken by AARP. Through this research program, we have the ability to once again deliver critical, current, and state-specific data to 53 states and territories on a rolling three-year schedule between 2022 and 2024. We are making this data available to the public to assist with the development of programs, products, and policies for older adults. Beginning in Cycle 2 of the program, we look forward to uncovering trends that can guide your areas of focus. Specifically, this data will allow those in leadership positions to:

• Predict the need for a specific program or interest in a specific issue.
• Enhance program and product innovation and development.
• Track issues and attitudes over time to assess shifts in public opinion.
• Take action on critical advocacy issues.

Never before has AARP conducted a research program of this size and with this much promise. We give it to you, hoping that it will significantly impact the work you do.
Survey Results for Colorado-Health Questions

Issues That Impact Colorado Adults Age 45 and Older
Colorado residents age 45+ think many healthcare issues are important, with staying mentally sharp topping the list. Significantly more Colorado residents age 45+ think affording healthcare expenses and paying for prescription drugs are important in 2022.

### Important Healthcare Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>2019 (n=705)</th>
<th>2022 (n=706)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staying mentally sharp</td>
<td>94%</td>
<td>93%</td>
</tr>
<tr>
<td>Having adequate health insurance coverage</td>
<td>N/A</td>
<td>89%</td>
</tr>
<tr>
<td>Being able to afford health care expenses, including premiums and co-pays</td>
<td>82%</td>
<td>87%↑</td>
</tr>
<tr>
<td>Having health care services in your community</td>
<td>N/A</td>
<td>85%</td>
</tr>
<tr>
<td>Having Medicare benefits available to you in the future</td>
<td>N/A</td>
<td>85%</td>
</tr>
<tr>
<td>Being able to pay for prescription drugs</td>
<td>75%</td>
<td>79%↑</td>
</tr>
<tr>
<td>Developing or maintaining healthy behaviors</td>
<td>77%</td>
<td>75%</td>
</tr>
<tr>
<td>Being able to access health care providers remotely by computer or phone</td>
<td>N/A</td>
<td>49%</td>
</tr>
</tbody>
</table>

11. For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’)  
↑ ↓ indicates a significantly higher/lower percentage compared to the prior wave at the 95% confidence level.
One in five (20%) Colorado residents age 45+ are currently providing unpaid help to an adult relative or friend.

C2_CARE1. Are you currently or have you ever provided unpaid help to a relative or friend 18 years or older to help them take care of themselves? (n=706)

- Yes, I am currently providing care
- Yes, I have provided care in the past
- No
Most (86%) Colorado 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.
Survey Results for Colorado-Wealth Questions

Issues That Impact Colorado Adults Age 45 and Older
Colorado residents age 45+ find many economic issues important, particularly those related to retirement. Significantly more think having adequate Social Security benefits is important in 2022 compared to 2019.

## Important Economic Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>2019 (%)</th>
<th>2022 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having enough income or savings to retire</td>
<td>88%</td>
<td>90%</td>
</tr>
<tr>
<td>Having adequate Social Security benefits</td>
<td>82%</td>
<td>87%↑</td>
</tr>
<tr>
<td>Protecting yourself against consumer fraud</td>
<td>77%</td>
<td>82%</td>
</tr>
<tr>
<td>Having access to affordable high-speed Internet</td>
<td>N/A</td>
<td>67%</td>
</tr>
<tr>
<td>Protection from age discrimination</td>
<td>62%</td>
<td>62%</td>
</tr>
</tbody>
</table>

↑↓ indicates a significantly higher/lower percentage compared to the prior wave at the 95% confidence level.

For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’)

11. For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’)

N/A indicates responses were not available for this question.
Over half (55%) of Colorado residents age 45+ are concerned about having work/life balance in 2022. Significantly more are concerned about facing age discrimination in the workplace and having to leave their community for better job opportunities in 2022 compared to 2019.

**Work Related Concerns**

<table>
<thead>
<tr>
<th>Concern</th>
<th>2019 (n=441)</th>
<th>2022 (n=427)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having work/life balance</td>
<td>N/A</td>
<td>55%</td>
</tr>
<tr>
<td>Having employment opportunities in your community</td>
<td>42%</td>
<td>45%</td>
</tr>
<tr>
<td>Facing age discrimination in the workplace</td>
<td>33%</td>
<td>39%†</td>
</tr>
<tr>
<td>Not having relevant job skills and experience to get a new job if you needed one</td>
<td>32%</td>
<td>33%</td>
</tr>
<tr>
<td>Having to leave your community for better job opportunities</td>
<td>22%</td>
<td>30%†</td>
</tr>
</tbody>
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**WORK1.** How concerned are you about [ITEM]? (Percent ‘extremely concerned’ or ‘very concerned’)  
† ‡ indicates a significantly higher/lower percentage compared to the prior wave at the 95% confidence level.
About two-thirds of Colorado adults age 45+ are extremely or very interested in continuing to work for as long as they would like (69%), as well as flexible work arrangements (65%).

Interest in Work-Related Activities

- Continuing to work for as long as you would like (n=427) 69%
- Having flexible work arrangements (n=427) 65%
- Working with people from different generations (n=427) 50%
- Keeping up with technology to maintain job skills 44%
- Advancing in your job or career (n=427) 40%
- Becoming a mentor for workers with less experience 33%
- Gaining new job-related skills and experiences 30%
- Gaining new skills and knowledge by working with a mentor 27%
- Starting or running your own business 26%
- Starting a new job or career 19%

WORK2. How interested are you in [ITEM]? (Percent ‘extremely interested’ or ‘very interested’) (n=706)
Six in ten (63%) Colorado residents age 45+ are extremely or very concerned about the monthly cost of their utilities increasing.
UTILITIES

Over half (55%) of Colorado residents age 45+ do not believe state elected officials are doing enough to keep utilities affordable.

Believe State Officials Are Doing Enough to Keep Utilities Affordable

- Yes: 55%
- No: 27%
- Don’t know/ refused: 18%
Survey Results for Colorado-Livable Communities Questions

Issues That Impact Colorado Adults Age 45 and Older
New in 2022, four in five (83%) Colorado residents age 45+ find being able to afford the costs of owning and maintaining their home extremely or very important. Aging in place also remains important to over three-quarters (83%) in 2022.

### Important Independent Living Issues

- **Being able to afford the costs of owning and maintaining my home**: N/A to 83%
- **Staying in your own home as you get older**: N/A to 79%
- **Getting to the places you need to go independently**: N/A to 77%
- **Caring for a loved one**: N/A to 77%
- **Having high quality long-term care in your community**: N/A to 73%
- **Having alternatives to nursing home care**: N/A to 68%
- **Improving Colorado’s long-term services so residents who need the care stay in state**: N/A to 62%
- **Having flexibility in your schedule to care for a loved one**: N/A to 62%
- **Having paid time off to care for yourself or a seriously ill family member**: N/A to 54%
- **Having ways to be connected to your community and socialize as you age**: N/A to 50%

11. For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’)  
↑ ↓ indicates a significantly higher/lower percentage compared to the prior wave at the 95% confidence level.
Nearly three-quarters (73%) of Colorado residents age 45+ believe having affordable housing options for people at all income levels is extremely or very important.

Importance of Livable Community Features

- Affordable housing options for people at all income levels: 73%
- A variety of housing types to fit people’s needs as they age: 65%
- Housing that is located near activities and key services, such as grocery stores and health care facilities: 64%
- Accessible homes with features like a no-step entry, wide doorways, and first-floor bedrooms and bathrooms: 60%
Two-thirds (67%) of Colorado residents age 45+ believe it is extremely or very important that local government officials develop and implement age-friendly policies.
Two-thirds (68%) of Colorado residents age 45+ are at least somewhat concerned that the effects of global climate change will harm them or their family.

Concern About Global Climate Change

- Extremely concerned: 21%
- Very concerned: 27%
- Somewhat concerned: 20%
- Not too concerned: 11%
- Not concerned at all: 21%

C2_CLIM1. How concerned are you, if at all, that the effects of global climate change will harm you or your family? (n=706)
In terms of ensuring communities have access to healthy living conditions, Colorado residents age 45+ believe access to healthcare (66%), affordable housing (58%), and healthy food and grocery stores (56%) are the most important issues to address.
In September 2022, AARP engaged ANR Market Research Consultants to conduct a quantitative research study among Colorado residents age 45 and older. Topics included healthcare, the economy, financial issues, independent living, long-term care, caregiving, and retirement issues.

**706 Interviews**

**Colorado Adults Age 45+**

**Fielded in September 2022**

ANR completed a total of 706 interviews (196 via landline telephone, 197 via cell phone, 285 online, and 28 utilizing text-to-web (TTW) methodology). Respondents were screened to meet the following criteria:

- Age 45+
- Resident of Colorado

Survey length averaged 21.6 minutes by telephone and 18.5 minutes online.
METHODOLOGY

Sampling Procedure

Landline, cell phone, and online sampling were used for this research, with the telephone sample drawn randomly from a list of Colorado residents age 45 and older, purchased from Aristotle, and online sample provided by Fulcrum. A total of 32,008 records were utilized. The list of 2,107,572 Colorado residents age 45 and older was randomly divided into 2,108 replicates of 1,000 records for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 33 replicates representing a total of 32,008 records were dialed to complete the telephone portion of this study.

The sample of 706 respondents yields a maximum statistical error of ±3.7% 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 ±3.7 percentage points of the results obtained had everyone in the population been interviewed.)

Interview Methodology

The survey was launched on September 6, 2022 and closed on September 20, 2022.

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.
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 or follow @AARP and @AARPadvocates on social media.
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This research was designed and executed by AARP Research.