

Needs Assessment of the DeLand Senior Community



Why Conduct this Research?

- The senior community is a special needs community. It is important to understand where this group receives the bulk of its information in order to better serve the needs of this community. This survey also looked at the volunteer habits of seniors which helped to understand the nature of their involvement in the community.



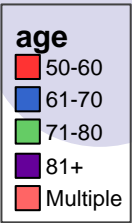
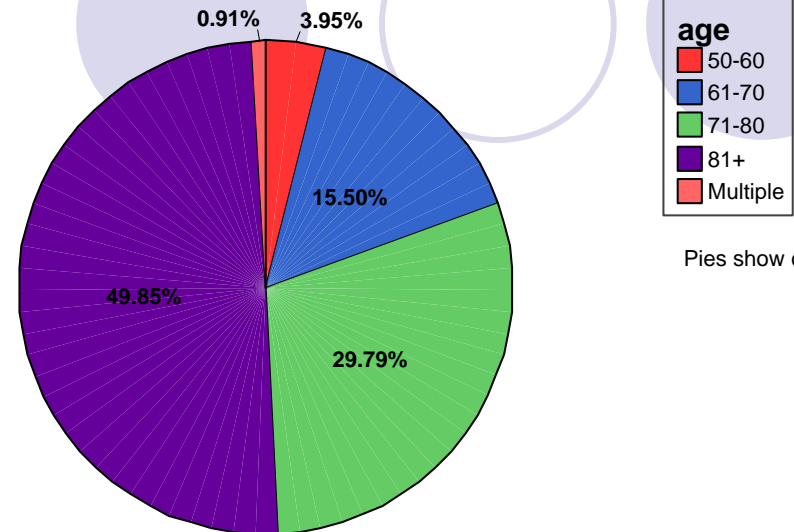
How was this study conducted?

- Surveys consisted of 11 questions.
 - Respondents were asked to check the categories that applied to them
 - Open ended categories were used when questioning about respondents' needs.
- 353 surveys were returned in time for analysis.

Demographics

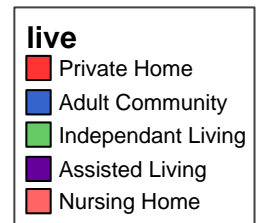
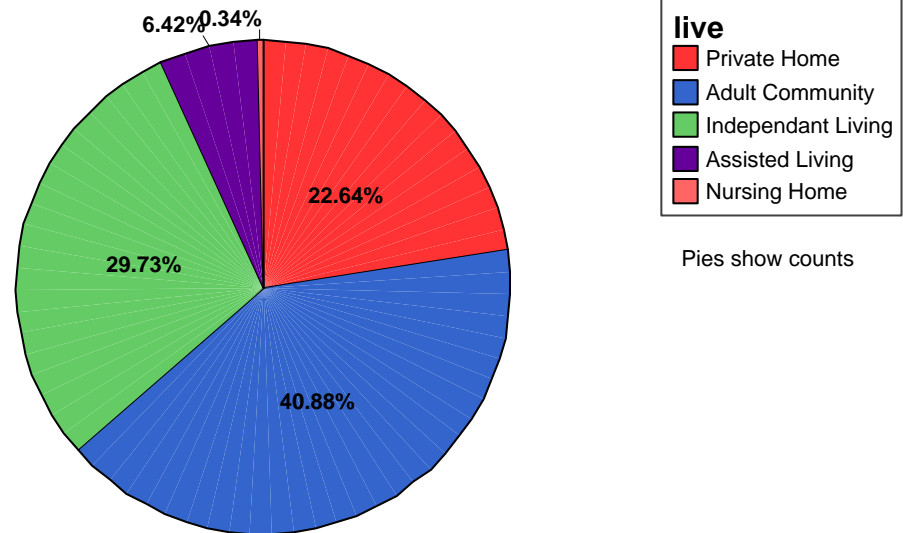
- 71.2% of respondents female
 - 3.48% were married couples
- 49.85% over 81 years of age
 - 29.79% 71-80
 - 15.5% 61-70
 - 3.95% 50-60
- 94.51 lived in DeLand
 - 40.88% in Adult Communities
 - 29.73% Independent Living
 - 22.64% in Private Homes

Age of Respondents



Pies show counts

What Type of Living Facility?



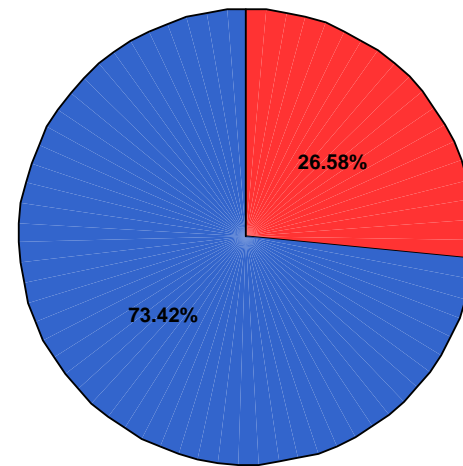
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How do seniors feel about the information they receive?

Does the Senior Information You Receive Meet Your Needs?

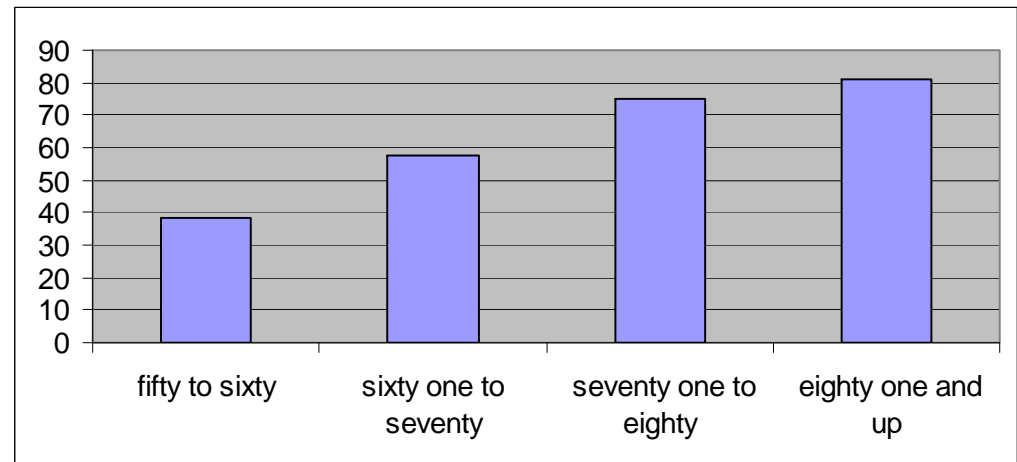
- 73.42% say info adequate

- Age of respondent and opinion on quality of information correlated
- The older a respondent is the more likely he or she is to report being satisfied with the amount of information received



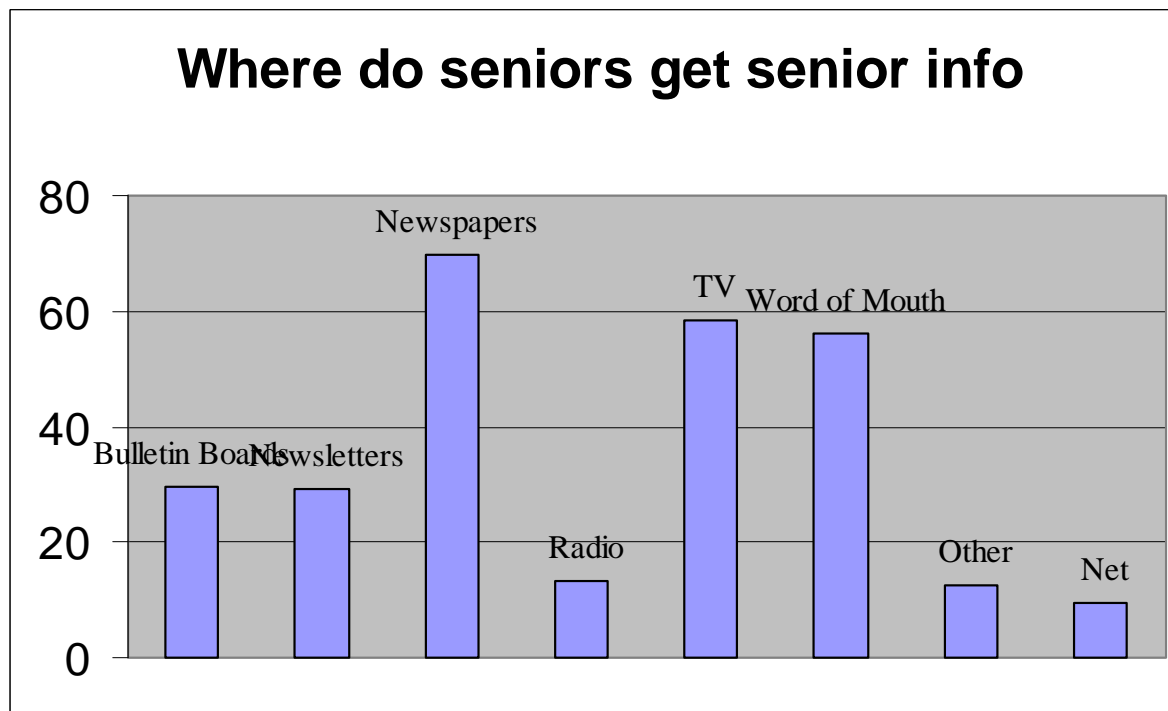
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% Feeling They Receive Sufficient Senior Info



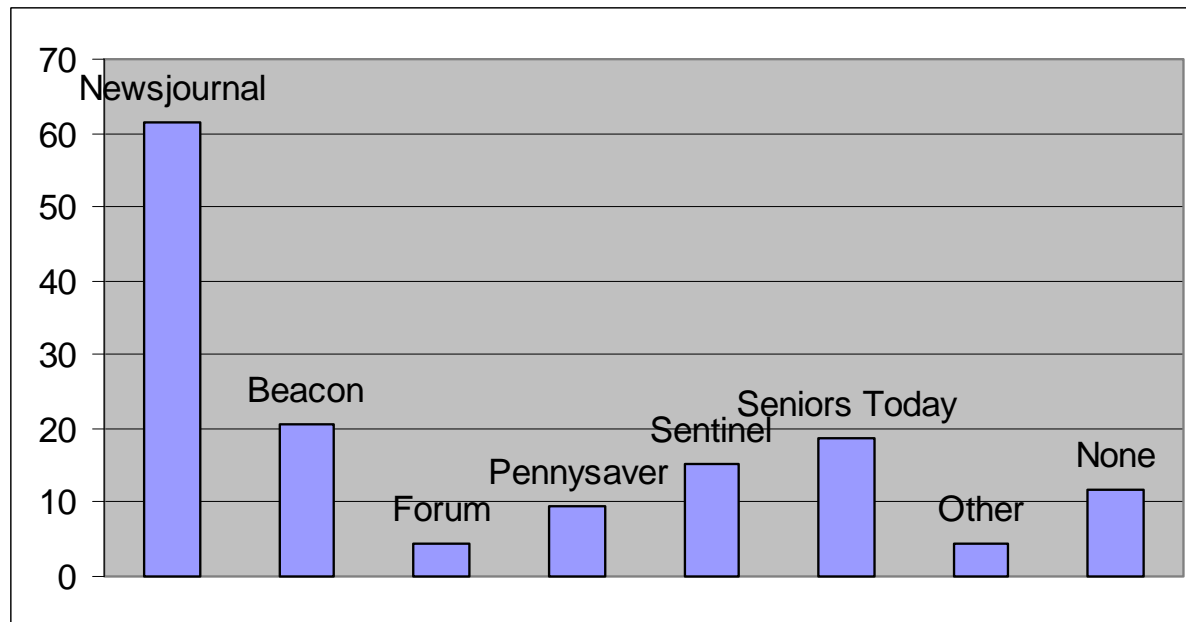
Where do seniors receive information?

- The majority (69.6%) receive their information from newspapers
 - Seniors then receive information from TV (58.5%) and word of mouth (56.3%)
 - Very few (9.4%) receive information from the internet



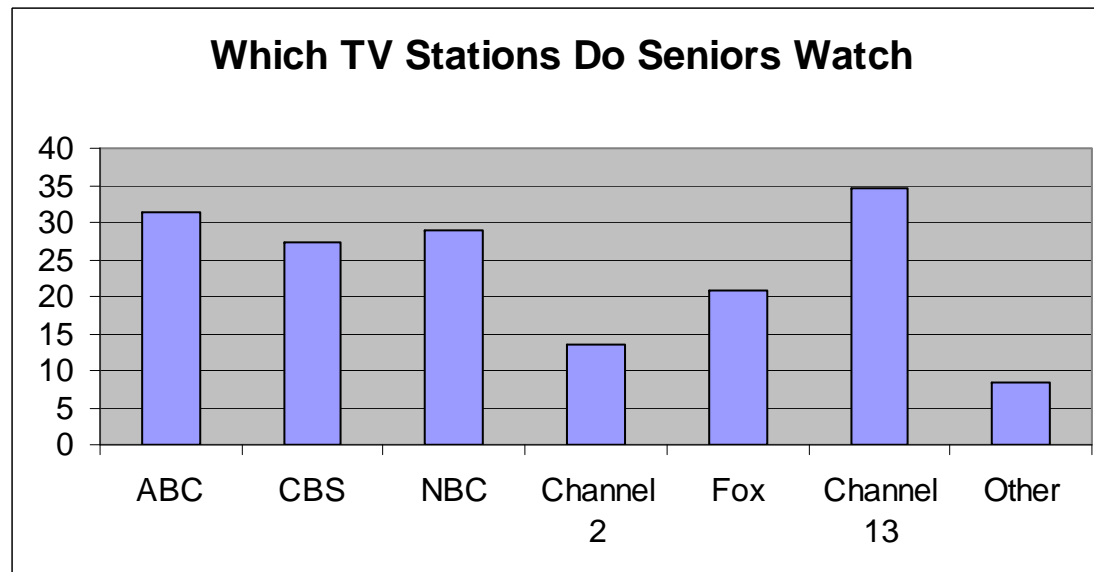
Which newspapers do seniors read?

- The majority of respondents (61.4%) read the News Journal
 - The next most read newspapers are the Beacon (20.7%), Seniors Today (18.8%), and the Sentinel (15.1%)



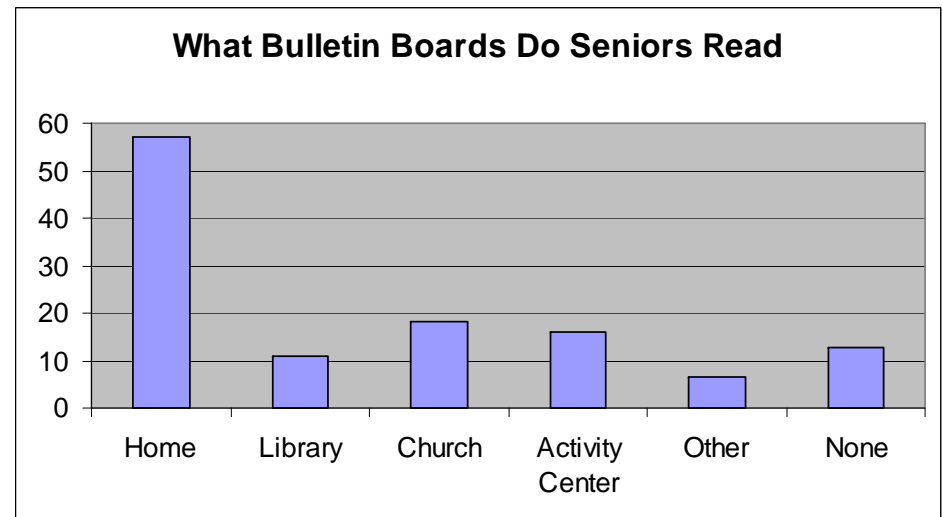
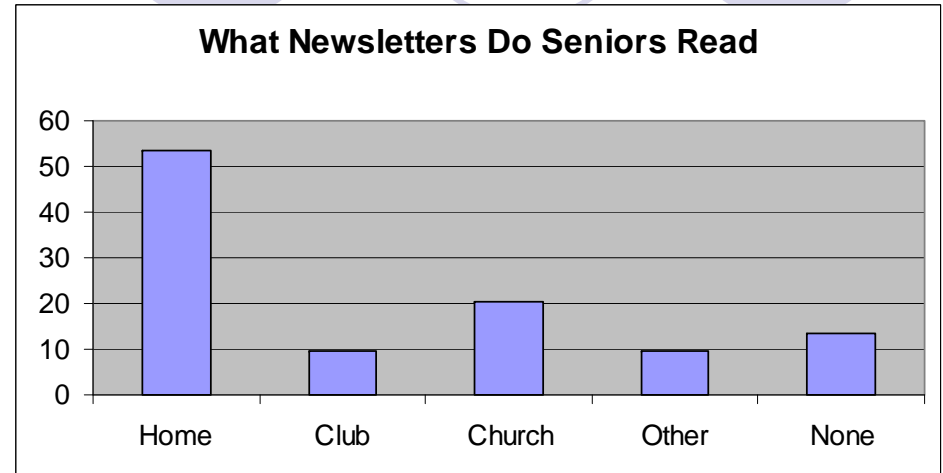
Which TV stations do seniors watch?

- The most watched TV station is Channel 13 (34.7%) followed closely by ABC, NBC, and CBS (31.3%, 28.8%, and 27.3% respectively)



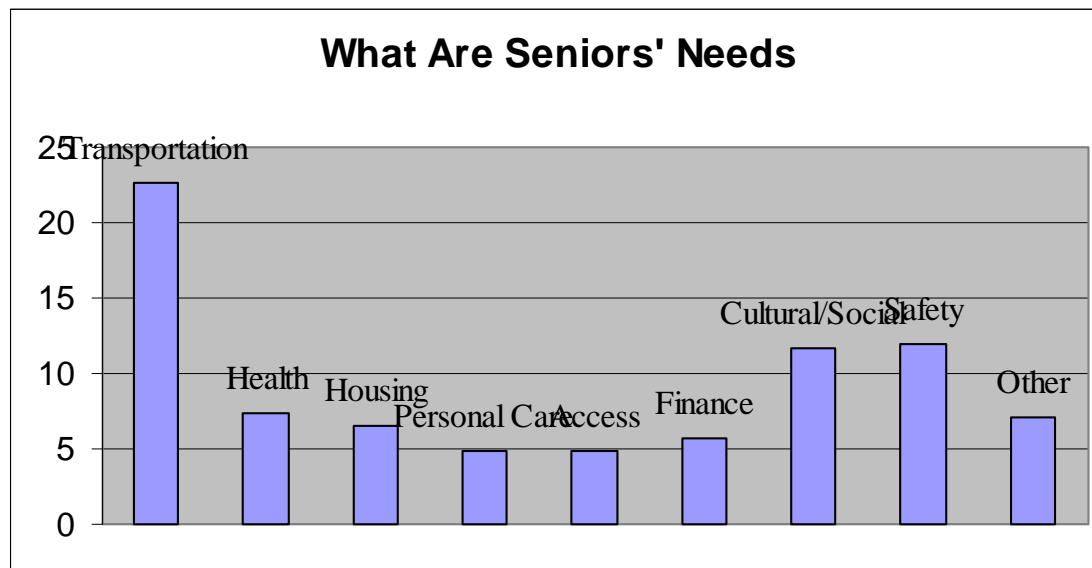
Bulletin Boards and Newsletters

- Seniors are more likely to read Bulletin Boards and Newsletters at or from their living facilities than from any other location
 - 53.4% read their facility's newsletters
 - 57.1% read their facility's bulletin boards



What are seniors' needs?

- The majority of seniors reported transportation needs
 - 7.8% of respondents report needs for a better bus system
 - 2.1% reported needing more information about social/cultural events
 - 3.6% feel that DeLand is unsafe



Volunteer Habits



- 35.56% of respondents volunteer in the community
 - 8.81% indicated an interest in becoming a volunteer or taking on new activities
 - Most volunteer in their retirement community (7.2%)
 - Also volunteer at church (5.1%), for AARP (5%), working with the homeless (3.6%), and at the library (3.5%)

Suggestions



- Senior information should be presented in the locations most frequently viewed by seniors.
- Because many seniors receive information from word of mouth, and because many also volunteer within their retirement communities, it may be beneficial to hold meetings and seminars in these locations in order to provide seniors with important information.
- Senior information should include suggestions on nearby, inexpensive social and cultural opportunities.
- Studies should be done to find out in which parts of the city seniors are located as well as where they need to go in order to set up bus routes accordingly.
- Further studies should be done to find out what seniors need to feel safe.