

AAA Area Plan and Needs Assessment Data Highlights

Marin's Older Adults (60+) – At a Glance

- 1 in 3: Marin's older adult population
- 1 in 4: Economically insecure
- 1 in 5: Serve as family caregivers

AAA Four-Year Area Plan Goals (2024–2028)

1. Advocate for critical needs of older adults and caregivers as identified in needs assessment.
2. Increase awareness, visibility, and access to services, especially for those with greater social and economic needs including Black and Latino populations.
3. Partner with community organizations to improve financial security for older adults and caregivers.
4. Expand opportunities for social engagement to reduce isolation.

2023 Older Adults Needs Assessment – Key Findings

- 47% report difficulty living on household income, up from 31% in 2019.
- Food insecurity increased from 10% to 18%.
- Housing and healthcare costs remain major financial stressors.
- About one-third of older adults feel isolated or lonely.
- 1 in 5 adults provide unpaid care, with rising emotional, physical, and financial stress.
- Greatest needs among low-income individuals, Black and Latino older adults, people living alone, adults 75+, and caregivers.

Top Ten Frequently Cited Concerns

Climate change, affording services associated with in-home care/assisted living, financial security, Disasters (fire, flood, or earthquake), crime/financial abuse/scams, losing memory/cognition, affording healthcare, affording rent or mortgage, COVID-19 and end-of-life planning issues

Takeaways

- Economic insecurity is rising significantly among older adults.
- Loneliness and social isolation remain widespread and harmful to health.
- Unpaid caregivers face growing burdens and need supportive services.
- Culturally responsive approaches are essential for equity.