



A Community
for All Ages

Empowering Older Adults in Niagara¹ Niagara-wide survey highlights, 2022

All about us!

- There were survey responses from adults 50+ representing **all 12 local municipalities** (over 1,200 completed surveys!)
- **Gender:** 75.6% of the surveys were completed by women
- **Age range:** There were responses from individuals age 50 – 90+, with all age groups represented. The majority of responses were from individuals in the 60-69 and 70-79 age groups with **four people age 90+!**
- **Paid employment:** 10.5% of survey respondents work full time, 8.3% part-time and 4.7% report having their own businesses
- **Volunteering:** Approximately 50% of respondents volunteer, ranging from volunteering on an 'as needed' basis to volunteering more than 10 hours/week. An additional 8.6% of respondents (91 individuals) indicated that they are interested in becoming a volunteer
- When it comes to preferred ways to receive information about programs, services and activities for adults 50+ living in Niagara, the top two preferences are **email** and **Internet websites**. Tied for third are **word of mouth** and **social media**.

Survey says.....select results by the numbers

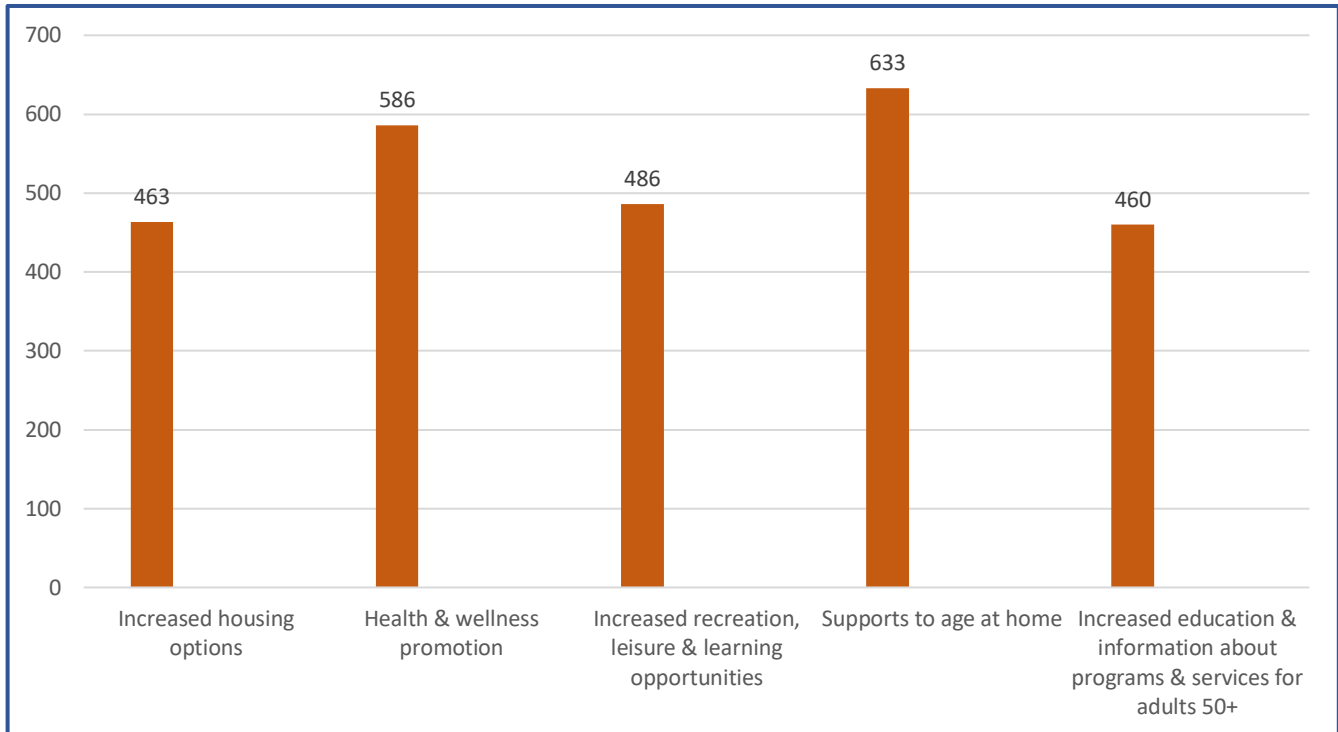
- **55%** of respondents report that their sense of belonging and feeling engaged in their communities is 'somewhat strong' or 'very strong'
- **55.4%** currently participate in social, recreational and cultural activities in their communities
- The greatest barrier to participation is '**lack of information about available activities**' (22%) followed by '**cost/fees**' and '**no one to go with**'
- **33%** said that 'having a friend to participate with' would motivate them to participate in social and recreation activities
- **Top 3 uses of technology:** '**banking**', '**connecting with friends and family**' (e.g. Zoom) and tied for third are '**social media**' and '**reading books/newspapers**'
- The top barrier to accessing technology is '**cost of Internet plans**' (17%)

¹ A project of the Age-Friendly Niagara Council, supported by the Government of Canada New Horizons for Seniors Program. October 2022.

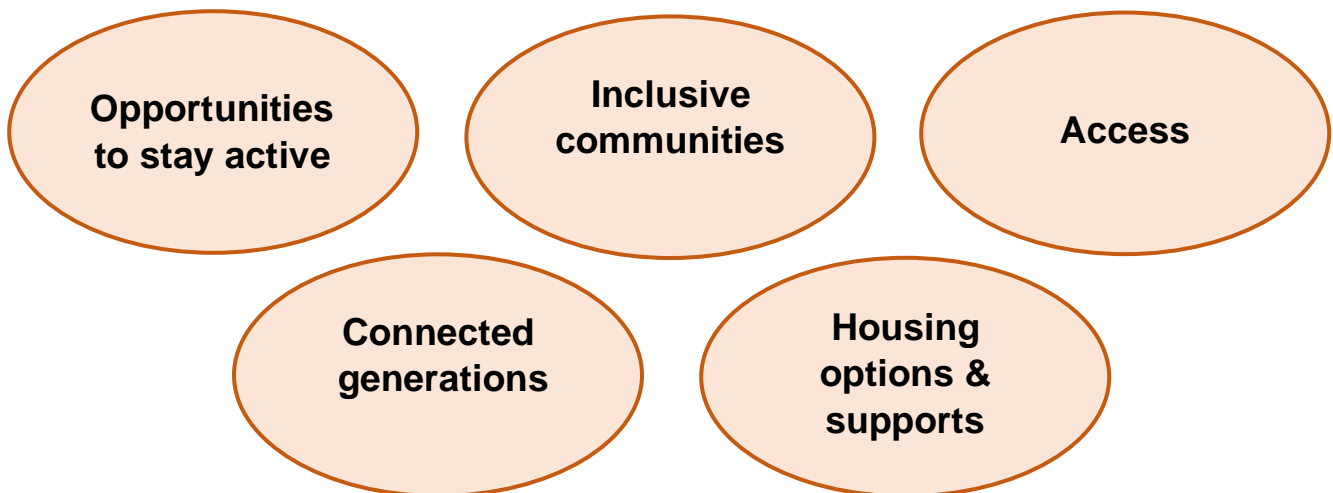
Council Vision: 'An Age-Friendly Niagara - *a community for all ages*'

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5 topics of most importance to survey respondents



What does an age-friendly community look like to you? *Themes that emerged from the survey results*



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