

2009 Summit County Senior Survey Summary Report

Prepared for:

SUMMIT COUNTY SENIOR CITIZENS, INC.

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Prepared by:



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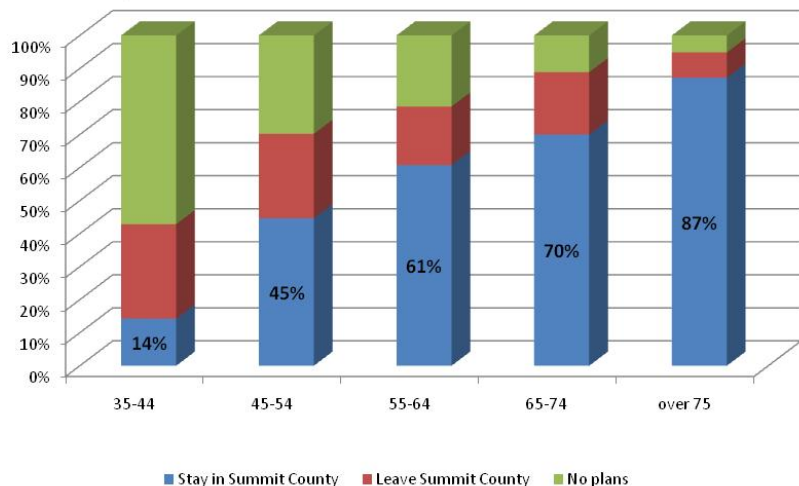
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2009 SUMMIT COUNTY SENIOR SURVEY: HIGHLIGHTS

The 2009 Summit County Senior Survey was conducted in January and February 2009 and included mail and online responses from 404 age 45+ individuals living full-time in Summit County and 268 homeowners, including 183 second homeowners. The purpose of this study was to understand retirement trends and plans so that appropriate actions might be taken to provide housing and care options. The study was sponsored by Summit County Senior Citizens, Inc. in partnership with The Summit Foundation, St. Anthony's Medical Center, Northwest Colorado Council of Governments, Summit Association of Realtors, Summit County, and the Towns of Dillon, Frisco, and Silverthorne. The survey was conducted by Venturoni Surveys and Research, Inc. and The Highland Group, Inc.

Retirement Plans by Age

Voters 45+



The most striking finding from the survey was that the vast majority of seniors already living in Summit County plan to retire here – 70% of those now age 65 to 74 and 87% of those now age 75 or over!

This finding points toward a critical need for retirement housing and services when combined with dramatic increases in Summit County's age 60+ population. Population age 60+ is increasing dramatically, with only 1,465 age 60+ individuals in 2000, projected to increase to 7,587 by 2020 and 12,565 by 2030.

Respondents stated a strong demand for housing and care facilities to enable them to remain in Summit County as they age.

What does this mean in terms of need for senior housing and care facilities?

Using state demographer population projections for 2010, these percentage responses from the survey were extrapolated to estimate the total numbers of county residents by age who indicated they might be in need of senior housing within the next 5 to 10 years AND also said they were "likely" or "very likely" to move to senior housing in Summit County. Countywide demand in 2010 was estimated as follows:

- **77 total units of independent living** (apartments or condominiums with included services)
- **57 total units of assisted living** (apartments with 24-hour care and support services) **and skilled nursing** (24-hour nursing care in a licensed setting).

Based on respondents' stated preferences and the age and income demographics of Summit County's seniors, several recommendations were made:

- Options are needed both for those with means to pay for housing and care and those who do not have adequate resources. 19% have incomes of \$50,000 or less and 9% have assets of \$100,000 or less.
- Some portion of planned housing must include licensed skilled nursing in order to prevent the relocation of the oldest, most frail county seniors to other communities.
- Overall, the type of development that seems most likely to meet the needs of county seniors is a small-scale continuing care community, flexibly-designed to offer independent living, assisted living, and skilled care. It must be capable of meeting the expectations of market-rate clients and also providing some affordable options.

PURPOSE AND METHODOLOGY

Purpose

Summit County Senior Citizens, Inc., in partnership with The Summit Foundation, St. Anthony's Medical Center, Northwest Colorado Council of Governments, Summit Association of Realtors, Summit County, and the Towns of Dillon, Frisco, and Silverthorne have both an interest and some opportunities to facilitate the development of care facilities that may be needed by county elders and their families. The purpose of this study was to provide feedback from both Summit County residents and second homeowners regarding preferences and demand for senior housing options.

Methodology

In 2008, Summit County Senior Citizens, Inc. contracted with Venturoni Surveys & Research, Inc. and The Highland Group to conduct a survey and use survey results to identify the need for senior housing and care facilities. The key issues of the survey were to identify demand, needs, and preferences for senior housing and care from local residents, parents or relatives of current residents, second homeowners who may be retiring to Summit County, and the parents or relatives of second homeowners who may be retiring to Summit County.

Two sample frames were utilized to obtain the necessary input. The sample for local residents was drawn from the Summit County voter registration list. The homeowners sample was drawn from Summit County Assessor records which include both full-time homeowners and second homeowners. There were 96 total questions in the survey. A copy of the survey instrument is included in the full report.

For the first mailing, those in the survey sample received a letter in the mail encouraging them to go on-line and fill out the survey. They were given the web page and an identification number. Anyone who did not respond to the first mailing received a reminder letter, survey form, and stamped, addressed return envelope.

There were a total of 672 surveys returned by the response deadline, 404 from the age 45+ voter sample and 268 from the homeowner sample that includes full-time and second homeowners.

TREND ANALYSIS AND SUPPLEMENTAL DATA

Other Data Sources and Related Analysis

In order to place survey responses within the appropriate contexts and to ensure the best possible interpretations of results, several other types of data were obtained and reviewed alongside survey data. Some of this data is summarized below. References to these other data are included within the report, where appropriate.

- Population projections by age for Summit County, obtained from the Colorado Department of Local Affairs, State Demography Section
- Seniors housing industry and Medicare/Medicaid data indicating the typical percentages of seniors of different ages who live in different housing types; average lengths of stay in various housing and care facility types
- Economic benefits of retirees to local communities.
- 2005 Summit County Senior Community Survey
- 2006 Eagle County Assisted Living and Skilled Nursing Market Research Survey
- 2006 Pitkin County Senior Council Survey

Myths About Summit County Seniors Examined

It appears that there is a general belief that Summit County is an “interim retirement community”, that is, that most seniors leave Summit County at a certain age or health decline and relocate elsewhere. As a result, many seem to believe that there are few older seniors in Summit County. It seemed to be important to examine the truth of this general belief as a part of this survey. Some of the ways in which these beliefs have been expressed are the following:

- “Amenity seeking retirement migrants” (seniors who move to a new place to retire based upon the quality of life and amenities that are available) come in their late 50s, 60s and 70s, are very active, and then leave when they can’t ski anymore.
- The high altitude causes people to leave as they age.
- Summit County seniors are all healthy and wealthy and have no need for senior housing.
- There aren’t many seniors in Summit County.

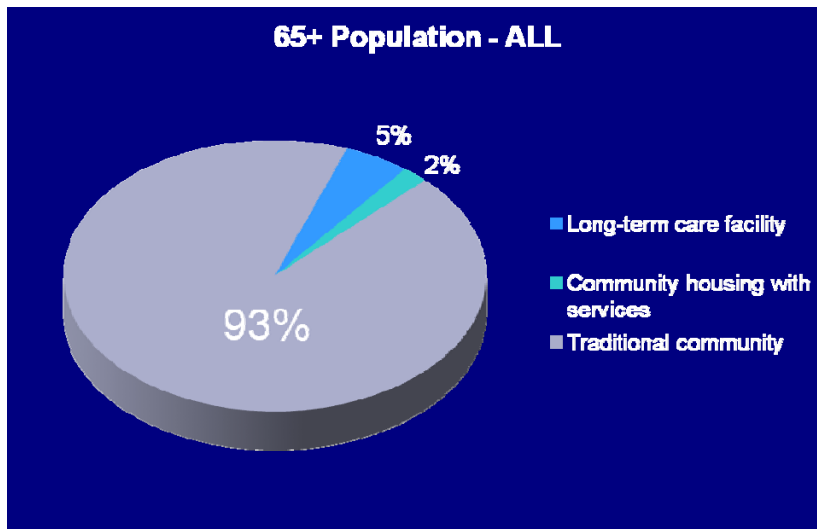
One of the most important aspects of the survey included measuring the retirement plans of the elderly population. The survey results clearly show a majority of the 45+ locals intend to retire in the county. The most striking finding from the survey was that the vast majority of seniors already living in Summit County plan to retire here - 70% of those now age 65 to 74 and 87% of those now age 75 and over.

Population Trends

In 1990, there were an estimated 595 persons over the age of 60 living in Summit County, according to the Colorado State Demographers Office. By 2010, this population will have grown to an estimated 3,545. This trend is expected to continue, with the 60+ population more than doubling between 2010 and 2020 to 7,587, then growing by another 65% to 12,565 in 2030. These growth rates are three to five times the growth rate for all ages in Summit County as a whole.

Age 65+ Population Living in Traditional and Senior Housing

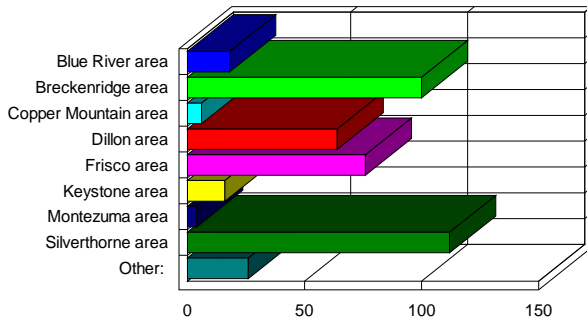
For many years, the proportion of the age 65+ population that lives in any form of seniors housing or care community has remained relatively stable. While it is common belief that a large proportion of seniors live in specialized housing, in fact, less than 10% of the age 65+ population lives in any form of seniors housing. At age 75+, typically 15% to 20% of people live in some type of independent living, assisted living, or skilled nursing facility. Responses in this survey indicating interest in and likelihood of moving into various types of senior housing and care options should be viewed in the context of these typical rates of utilization across the country.



SURVEY RESULTS

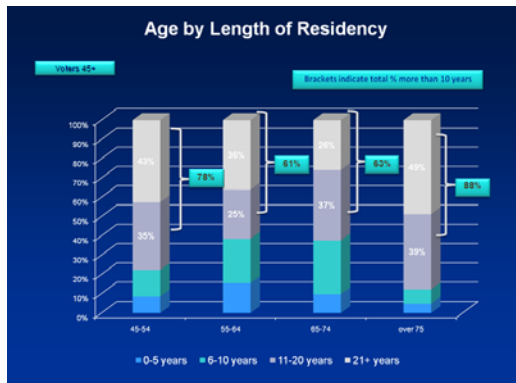
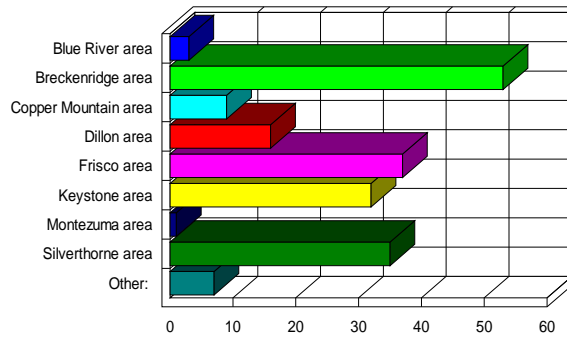
The results highlighted below represent the responses of 183 persons from the second homeowner sample and 404 respondents from the voter registration sample of age 45+ households.

Location of Respondents and Length of Residency



Voters/Locals Age 45+: The greatest number of respondents from the voters/locals sample live in the Silverthorne area (28%). The area with the second highest number of voter respondents was the Breckenridge area (25%) and the area with the third highest number of voter respondents was the Frisco area (19%) with the Dillon area right behind (16%).

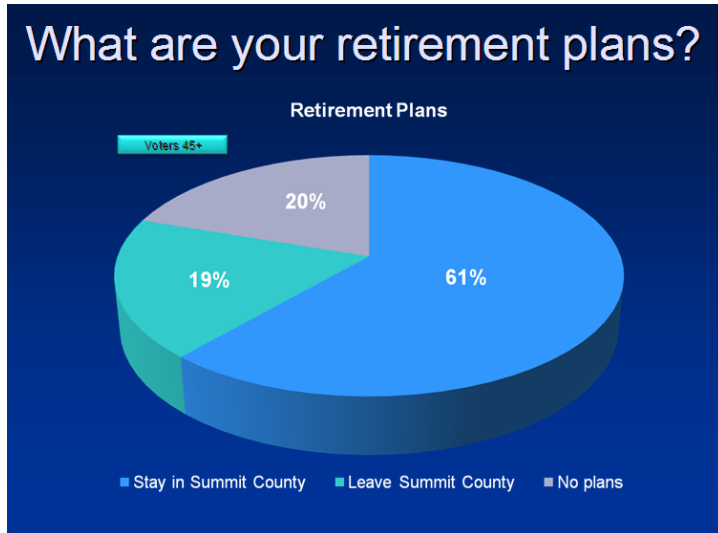
Second Homeowners: Fifty-three of the second homeowners (29%) who responded to the survey live and/or own property in Breckenridge. Another 20% live in the Frisco area. The third highest number of second-homeowner respondents (19%) live in the Silverthorne area.



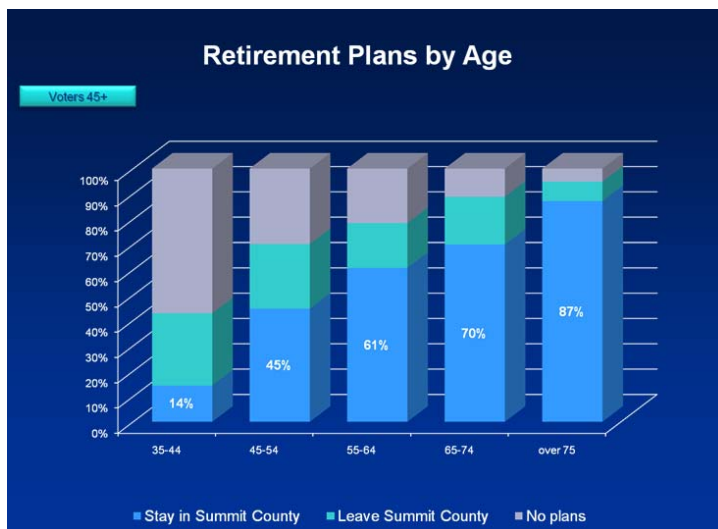
Voters/Locals Age 45+: The vast majority of respondents in all age brackets of voters/locals have lived in Summit County for more than 10 years. The percentage ranges from 61% of the 55 to 64 year old age group to almost 90% of the over 75 age group.

Retirement Plans

Voters/Locals Age 45+: Locals are aging in place in Summit County. A large number of “Baby Boomers”, now 45 to 63 years old, reside in Summit County. Sixty-one percent of respondents who now live in Summit County stated that they want to retire in Summit County. The remaining 39% either do not yet have retirement plans, or plan to retire elsewhere.

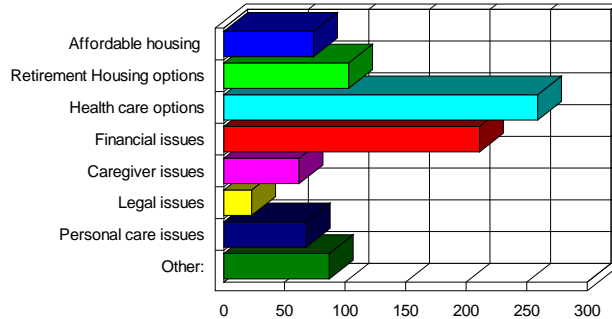


Voters/Locals Age 45+: Among the “Amenity Seeking Retirement Migrants”, approximately 25% of the population retired here more than 10 years ago and now are aging in place. The majority of all respondents 55 and older responded that they plan to retire in Summit County. Seventy-eight percent of respondents stated that they want to retire in Summit County. Eighty-seven percent of seniors over the age of 75 plan to retire (or are already retired) in Summit County.

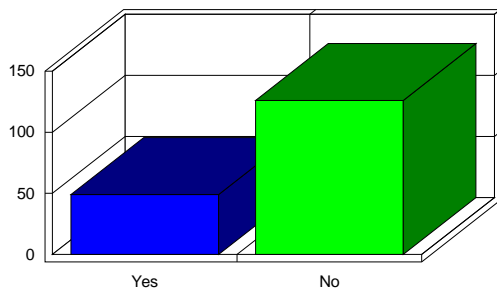


The Three Most Important Issues You Will Be Facing in the Next Five Years

Voters/Locals Age 45+: Sixty-seven percent of voters/local respondents (259) ranked “health care options” as one of the three most important issues they will be facing in the next five years. The issue ranked as second highest was “financial issues” (55%), followed by “retirement housing options” (26%). Other ranked as the fourth highest issue, with 87 respondents (22%) selecting it as one of the most important issues they will be facing in the next five years.



Second Homeowners - Likelihood of Moving to Summit County and Plans to Relocate an Elderly Relative



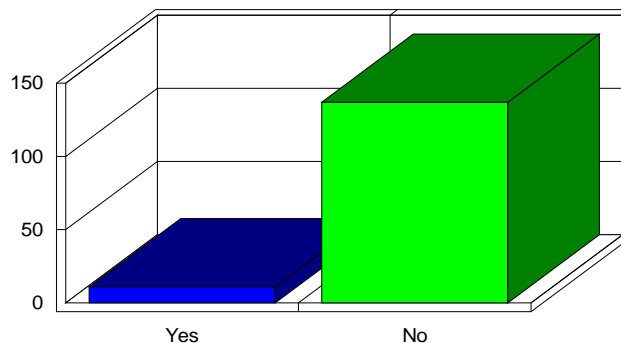
Second Homeowners - Moving to Summit

County: Twenty-eight percent of second-homeowner respondents indicated they expect to become full-time residents of Summit County in the future. The 28% finding for “becoming a full-time resident of Summit County in the future” was compared with the 2003 and 2006 Second Homeowner Surveys with findings of 13-18%. Statistical tests estimate that second homeowners who intend to move to Summit

County were 100% more likely to respond to this survey. Extrapolations of the survey data to the full second homeowner population were corrected for the 100% over-response.

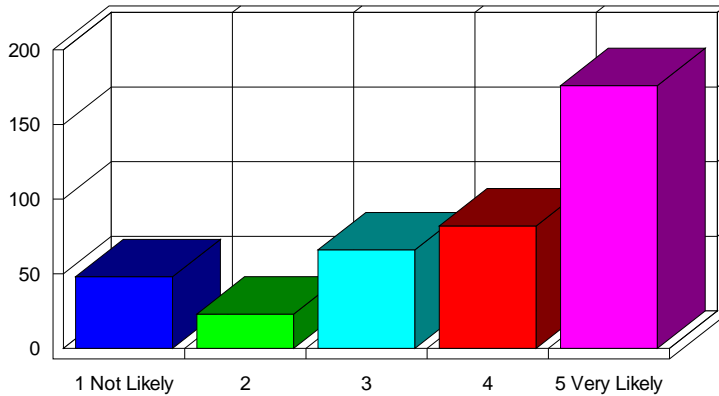
Second Homeowners - Relocating Elderly Relatives:

Ninety-three percent of second homeowner respondents indicated that their plans do not include relocating an elderly or disabled relative with them. Seven percent indicated they might relocate an elderly or disabled relative with them.

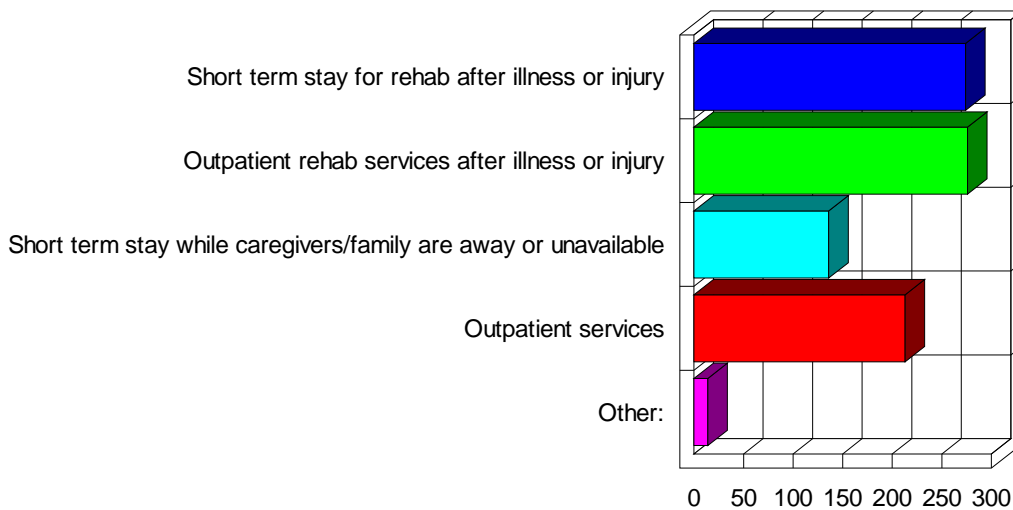


Short-Term Care Center

Voters/Locals Age 45+ - Likelihood of Using a Short-Term Care Center: Approximately 65% of voter/local respondents said it was "likely" or "very likely" they would use a short-term care center, while only 18% indicated it was "not likely" or "very unlikely".



Voters/Locals Age 45+ - Conditions Under Which Respondents Would Use a Short-Term Care Center: Seventy-six percent of respondents indicated they would utilize a short-term care center for outpatient rehabilitation services after illness or injury and 75% indicated they would use a short-term care center for a short-term stay for rehabilitation after an illness or injury. Thirty-seven percent of respondents also indicated they would use a short-term care center for short term stays while family/caregivers are unavailable and 58% indicated they would use a short-term care center for outpatient services.



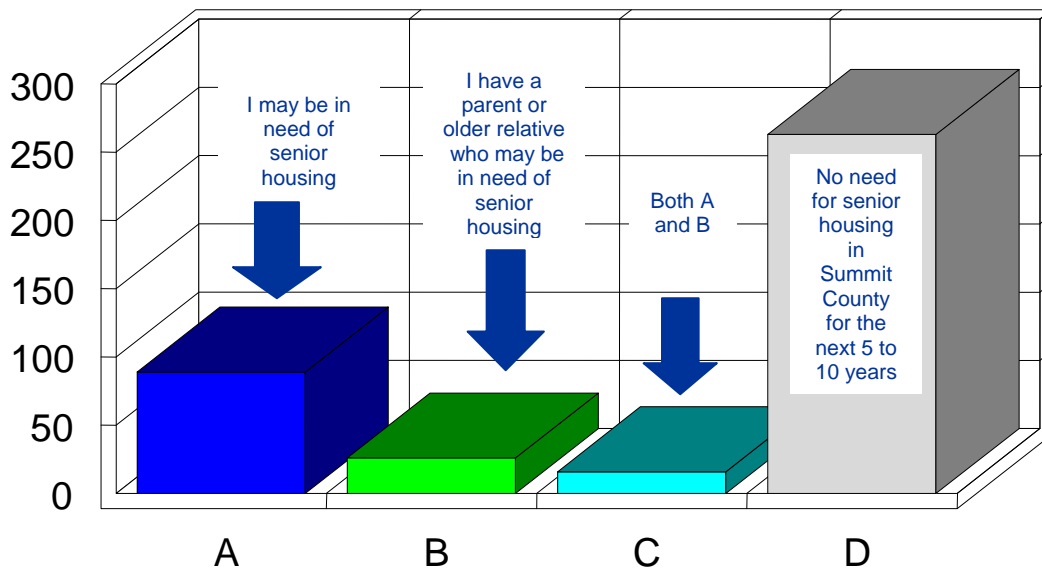
Potential Need for Senior Housing and Likelihood to Move

Voters/Locals Age 45+ - Context in Which Respondents Answered Remaining Questions

Respondents were asked to indicate from which of the following categories they would be answering survey questions about housing types, preferences, amenities, services, etc. The choices were:

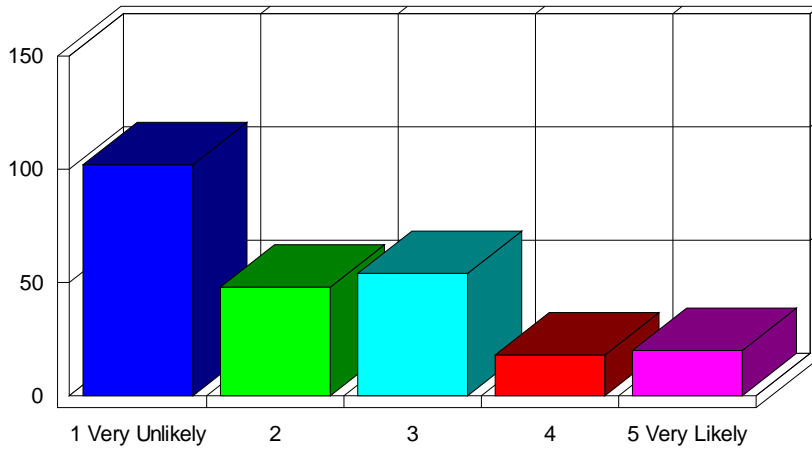
- A. I may be in need of senior housing in Summit County within the next 5 to 10 years
- B. I have a parent or older relative who may be in need of senior housing in Summit County within the next 5 to 10 years
- C. Both A and B
- D. I (and my parents and relatives) do not anticipate having any need for senior housing within the next 5 to 10 years

Respondent categories were distributed as shown in this graph, with 23% indicating a possible need for self, 7% a possible need for parents, 4% indicating a possible need for self and parent, and 67% anticipating no need for self or parents within the next 5 to 10 years.

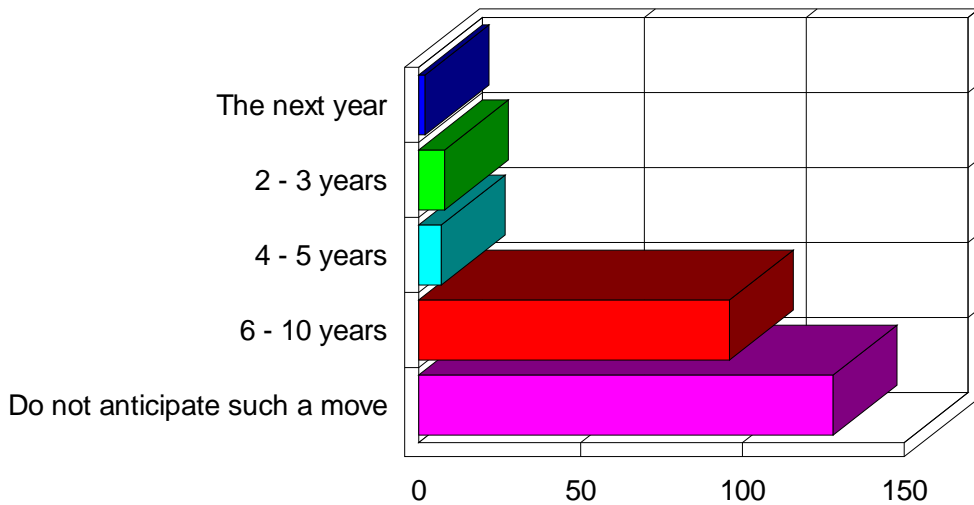


Note: For purposes of further analysis, a cross tabulation of data was performed to enable a separate look at responses only from those who indicated they may be in need of senior housing for themselves or a relative within the next 10 years. This includes only those respondents who selected the response of A, B, or C, above. Hereinafter in this report, some results will be presented from the "ABC" respondents in addition to results from the total sample. The cross-tabulated ABC results are also included in the full report.

Voters/Locals Age 45+ - Likelihood of Self or Relative Moving to Senior Housing in Summit County Within the Next 5 to 10 Years: Sixteen percent of the voter/local respondents who answered this question indicated they or a relative were “likely” or “very likely” to move to senior housing in Summit County within the next 5 to 10 years. That number represents 38 of the of the 242 age 45+ respondents who answered this question. One hundred-fifty respondents (62%) indicated they were either “unlikely” or “very unlikely” to move to senior housing in Summit County within the next five to ten years.



Voters/Locals Age 45+ - Timing of a Move to Retirement Housing: One hundred and twenty-eight of respondents (53%) do not anticipate a move to senior housing. About 47% of respondents in the local sample estimated a move within the next 10 years.



Considerations in Decision Making

Voters/Locals Age 45+ and Second Homeowners – Most Important Considerations in Decision Making: This table indicates the percentages of respondents who ranked the following considerations on a scale from “not important” to “very important”. The highest-ranked considerations for both sample groups of respondents are those related to health care and support needs. “Availability of health and support services”, “Can’t take care of myself/spouse anymore”, and “Need skilled nursing care” ranked above 75% for the second-homeowner respondents and above 53% for the voter 45+ respondents. Location, availability of common spaces, social amenities ranked around 50% for respondents. Items that appear to be more minor considerations are related to household chores such as meal preparation and housecleaning.

| | 2nd Homeowner <i>n=183</i> | Voter 45+ <i>n=404</i> |
|---|-------------------------------|---------------------------|
| Availability of health and support services | 83% | 68% |
| Need skilled nursing care | 75% | 61% |
| Availability of common spaces (e.g. game/rec. rooms, library, etc.) | 52% | 58% |
| Location within Summit County | 63% | 53% |
| Can't take care of myself/spouse anymore | 77% | 53% |
| Social and recreational opportunities | 67% | 48% |
| Don't want or can't do home maintenance | 59% | 46% |
| Don't want to do heavy housecleaning anymore | 44% | 44% |
| Ability to have pets | 49% | 44% |
| Don't want to cook meals | 35% | 41% |
| Need housing accessible for increasing disabilities | 55% | 40% |
| Summit County winters | 48% | 38% |
| Summit County altitude | 44% | 37% |
| Can no longer/don't want to drive | 53% | 37% |
| If spouse dies | 46% | 36% |
| Influence of adult children or other relatives | 38% | 24% |

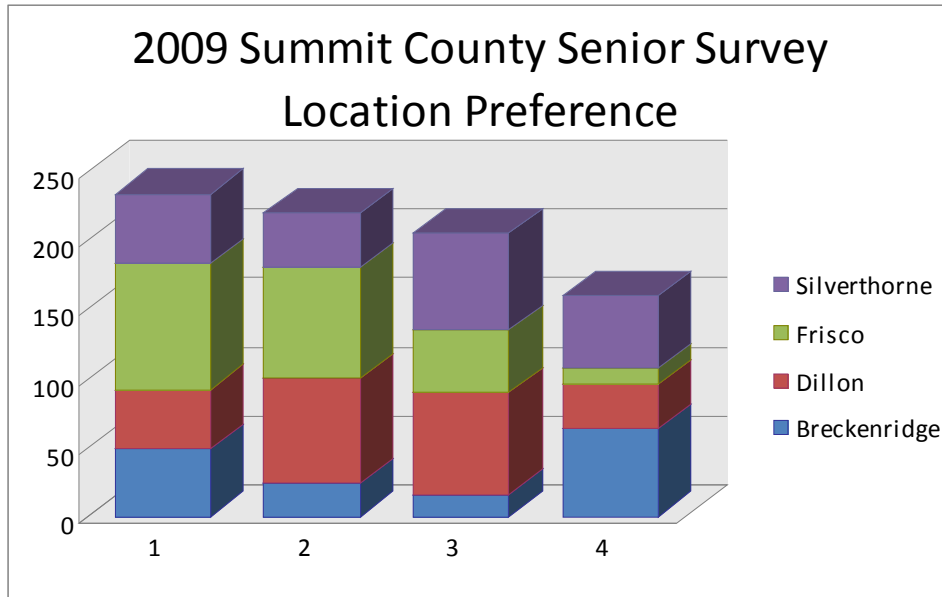
Numbers reflect the percent of respondents who rated the priority a 4 or 5 on a 5 point scale.
(Not Important to Very Important)

| | |
|--|-----------|
| | 80 - 100% |
| | 70 - 79% |
| | 50 - 69% |

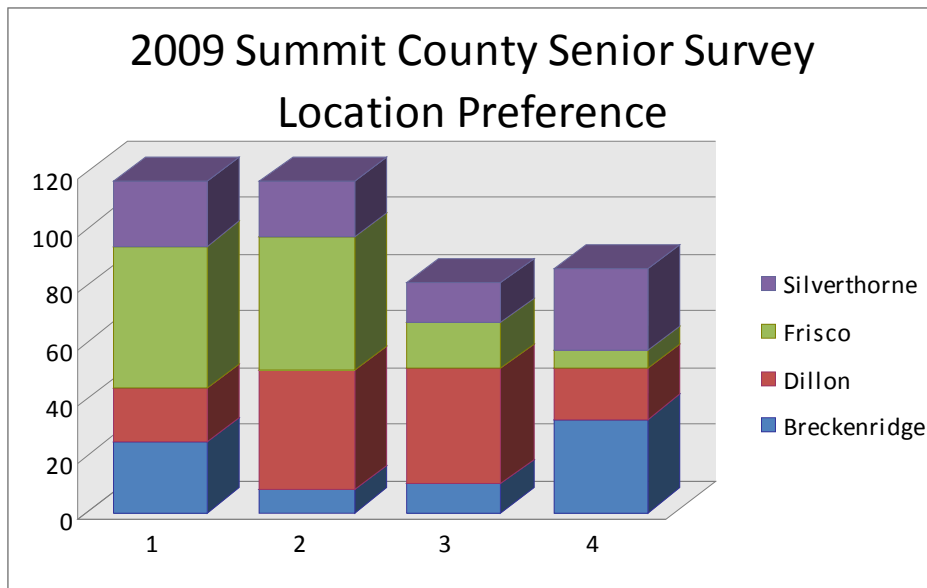
When only the ABC voter/local respondents are considered, the results rose significantly. The three highest-ranked considerations were the same: “Availability of health and support services” (90%), “Need for skilled nursing” (81%), and “Can’t take care of self/spouse anymore” (80%).

Location Preferences

Voters/Locals Age 45+: Frisco was ranked by 39% of respondents as the first choice for location. Twenty-two percent indicated that Silverthorne was their first choice, and 21% chose Breckenridge. Eighteen percent preferred Dillon.

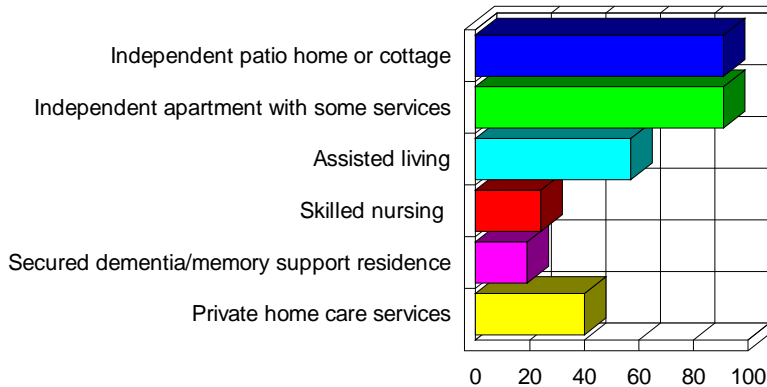


When only the ABC respondents are considered, a higher percentage of voter/local respondents ranked Frisco as their first choice for location of senior housing (43%).



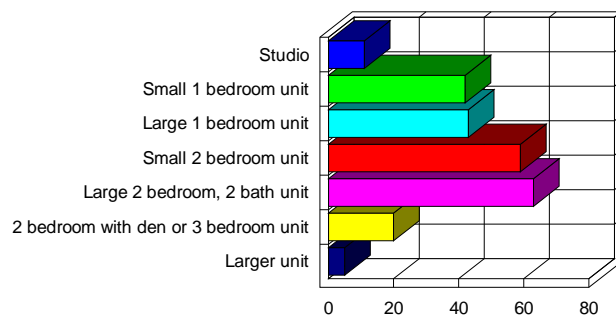
Preferences in Housing Types, Unit Sizes, Amenities, and Payment Arrangements

Voters/Locals Age 45+ - Level/type of Care or Housing Needed Upon Entering the Retirement Community: For all respondents in the voter sample, the highest percentage (41%) indicated they would need an independent patio home or cottage upon entering the community. Forty-one percent also indicated an independent apartment with some services, and 26% indicated a need for assisted living. Eleven percent indicated a need for skilled nursing. Eleven percent indicated a need for secured dementia/memory support residence. Eleven percent indicated a need for private home care services.



When only the ABC respondents in the voter sample are considered, the results were quite similar. The highest percentage (43%) indicated they would need an independent patio home or cottage upon entering the community. Forty-three percent indicated an independent apartment with some services, and 29% indicated a need for assisted living (slightly higher). Eleven percent indicated a need for skilled nursing.

Voter/Locals Age 45+ - Unit Sizes: The majority of respondents in the voter sample (47%) preferred a large 1-BR or a small 2-BR unit. Nearly 41% indicated a preference for large 2-BR, 3-BR, and larger units while 19% preferred a small 1-BR unit, and 5% indicated a preference for a studio unit.



When only the ABC voter/local respondents are considered, the preferences were nearly identical. Forty-eight percent preferred a large 1-BR or a small 2-BR unit, 43% of ABC respondents preferred 2-BR units and larger unit, 18% preferred a small 1-BR unit, while 7% indicated a preference for a studio unit.

Voters/Locals Age 45+ and Second Homeowners - Common and Unit Amenities: The table below summarizes the ranking (from “very important” to “not important”) of a number of possible common and unit amenities. Respondents also ranked their willingness to pay for these possible amenities. Interactive scattergram charts are included in the full report.

In general, the voter/local sample ranked all amenities as more important than did the second homeowner sample. The highest ranked amenities from the voter/local sample were internet wiring, access to recreation and trails, exercise room, and restaurant or café dining, but only the top two ranked 80% and above. Second homeowners ranked one item over 80% and two items at 69% and above: internet wiring, access to recreation and trails, and exercise room. Second homeowners were also less interested than voter/locals in upgraded kitchens and equally interested in an overnight guest suite. The two lowest ranked amenities in both samples were Spa/massage and beauty shop/barber.

Importance

| | 2nd Homeowner <i>n</i> =183 | Voter 45+ <i>n</i> =404 |
|--|--------------------------------|----------------------------|
| Internet wiring | 89% | 89% |
| Exercise room | 69% | 83% |
| Access to recreation and trails | 69% | 74% |
| Restaurant or cafe dining | 57% | 68% |
| Upgraded bath | 59% | 58% |
| Small exercise pool | 54% | 53% |
| Overnight guest suite | 52% | 52% |
| Gas fireplace | 38% | 51% |
| Upgraded kitchen | 46% | 50% |
| Place to garden | 32% | 39% |
| Billiards/game room | 25% | 38% |
| Room with big screen TV, theatre seats | 32% | 37% |
| Private dining rooms/family entertaining | 38% | 34% |
| Beauty shop/barber | 18% | 23% |
| Chapel | 25% | 23% |
| Spa/massage | 25% | 19% |

Willingness to pay

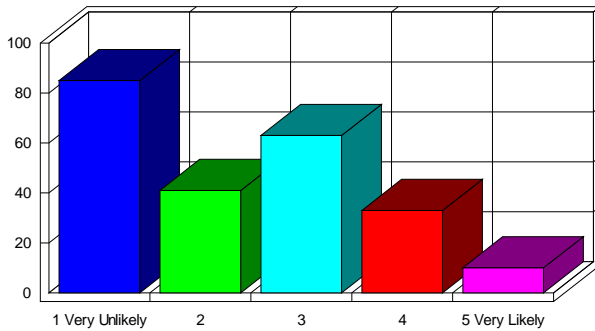
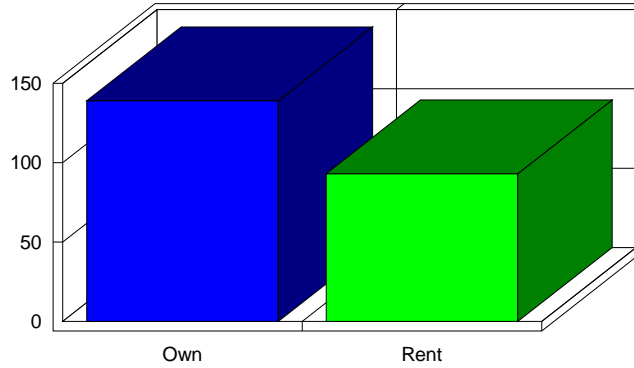
| | 2nd Homeowner <i>n</i> =183 | Voter 45+ <i>n</i> =404 |
|--|--------------------------------|----------------------------|
| Internet wiring | 73% | 80% |
| Exercise room | 40% | 59% |
| Access to recreation and trails | 40% | 57% |
| Restaurant or cafe dining | 40% | 57% |
| Upgraded bath | 44% | 50% |
| Overnight guest suite | 30% | 48% |
| Upgraded kitchen | 35% | 42% |
| Small exercise pool | 29% | 40% |
| Gas fireplace | 25% | 35% |
| Room with big screen TV, theatre seats | 20% | 31% |
| Private dining rooms/family entertaining | 16% | 31% |
| Place to garden | 19% | 25% |
| Billiards/game room | 14% | 19% |
| Beauty shop/barber | 14% | 16% |
| Spa/massage | 17% | 16% |
| Chapel | 16% | 14% |



Numbers reflect the percent of respondents who rated the priority a 4 or 5 on a 5 point scale. (Not Important to Very Important)
(Not Willing To Pay to Very Willing To Pay)

| | |
|--|-----------|
| | 60 - 100% |
| | 50 - 59% |
| | 40 - 49% |

Voters/Locals Age 45+ - Prefer to Rent or Own: Fifty-nine percent of voter/local respondents indicated that they would prefer to own rather than rent if they were looking for independent retirement housing. The ABC voter/local respondents decreased somewhat, with 51% indicating they would prefer to own rather than rent.

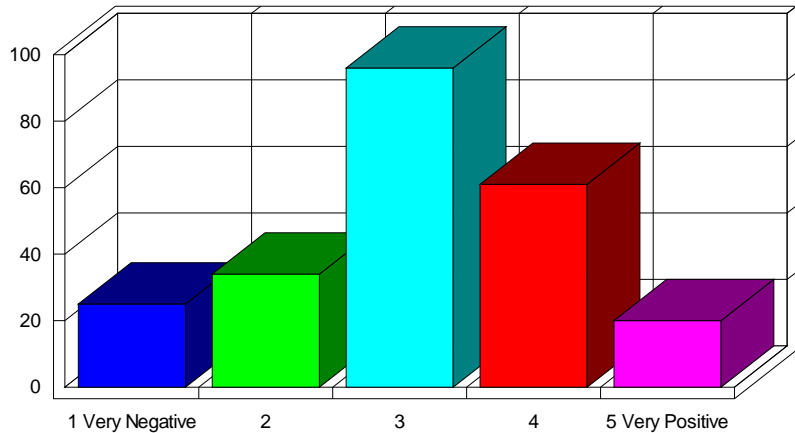


Voters/Locals Age 45+ - Willingness to Place Advance Reservation Deposit:

Four percent of voter/local respondents indicated it was “likely” or “very likely” they would place an advance reservation deposit. Twenty-seven percent indicated a neutral position, with 36% indicating it was “unlikely” or “very unlikely”. ABC voter/local respondents responded similarly.

Voters/Locals Age 45+ - Reaction to Option of Paying a Large Entrance Fee:

Respondents were asked to indicate their reaction to the option of paying a large, refundable entrance fee in exchange for a significant reduction in monthly rents. Both all voter/local respondents and the ABC respondents only were positive about this option, with 34% and 35% respectively indicating their reaction to this option was “positive” or “very positive”. Few respondents indicated a negative reaction.



Services Now Needed

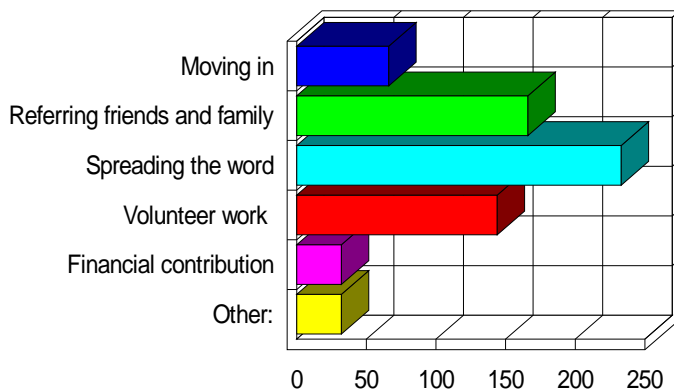
Voters/Locals Age 45+ and Second Homeowners - Services Now Needed: The services now utilized most frequently by both voter and second homeowner respondents are “home maintenance” and “housecleaning”. About 6% of voter respondents are also receiving services to assist with shopping/errands and transportation. As might be expected given their periodic occupancy, only 6% or fewer of second homeowners are receiving assistance with any services other than housecleaning and maintenance.

| | 2nd Homeowner <i>n=183</i> | Voter 45+ <i>n=404</i> |
|--------------------------------|-------------------------------|---------------------------|
| Home Maintenance | 20% | 13% |
| Housecleaning | 12% | 9% |
| Transportation | 6% | 6% |
| Shopping, errands | 6% | 6% |
| Paperwork, paying bills | 0% | 5% |
| Taking medications | 2% | 4% |
| Bathing, dressing | 0% | 3% |

Numbers reflect the percent of respondents who rated the priority a 4 or 5 on a 5 point scale (“never” to “usually”).

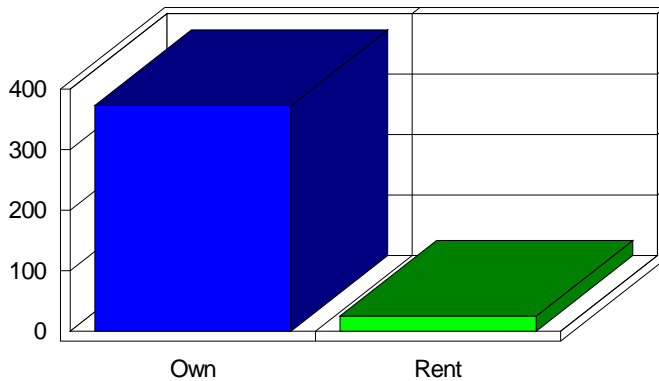
In comparison, ABC voter respondents have a much higher, in some cases double, utilization of services currently than all voter respondents, with 21% using home maintenance, 15% using housecleaning, 11% transportation, 11% shopping/errands, 10% paperwork/bills, 8% medications, and 6% bathing/dressing.

Potential Support for Retirement Housing



Voters/Locals Age 45+ - Likely to Support Expanded Senior Living Options Through: Twenty-two percent of voter/local respondents indicated they would support senior housing by “moving in”. Other support was indicated by 54% who said they would “refer friends and family” and 76% who would “spread the word”. Of ABC voter/local respondents only, 38% said they would support by moving in, 68% by referral, and 82% by spreading the word.

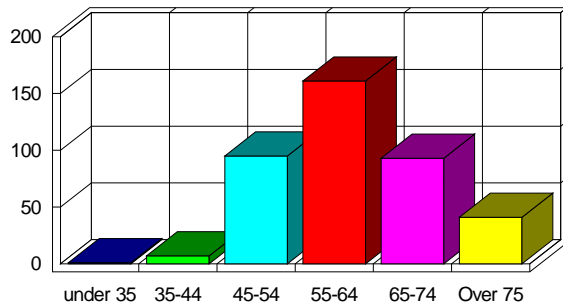
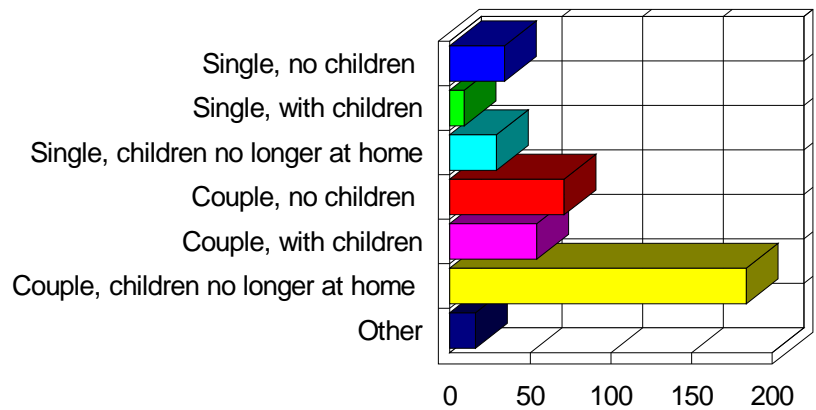
Respondent Demographics



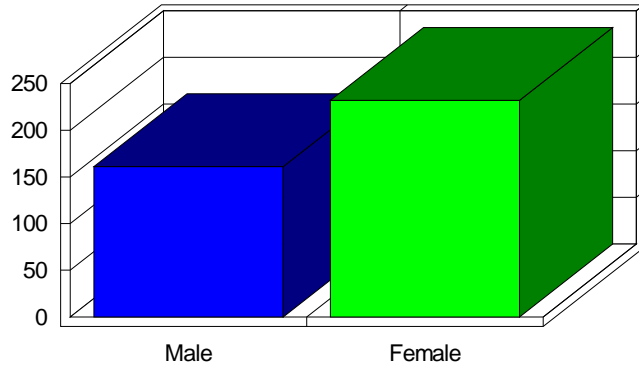
Voters/Locals Age 45+ - Home Ownership: Ninety-three percent of voter/local respondents own their homes, compared to 94% of ABC respondents.

Voter/Locals Age 45+ - Family Status:

Forty-six percent of respondents are couples with no children at home. Fifteen percent are single with no children at home or no children. Fifteen percent are singles or couples who have children at home. Of ABC respondents only, 49% are couples with no children at home, 17% single with no children at home or no children, and 11% singles or couples with children at home.



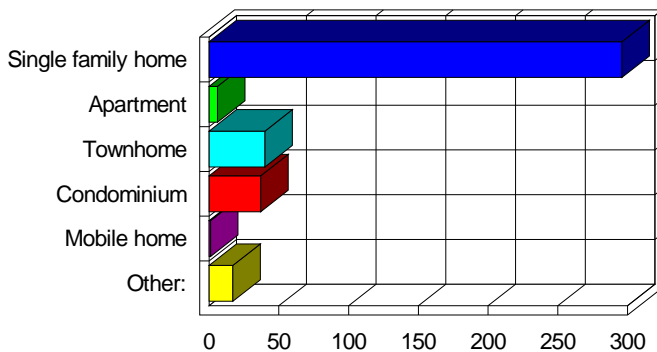
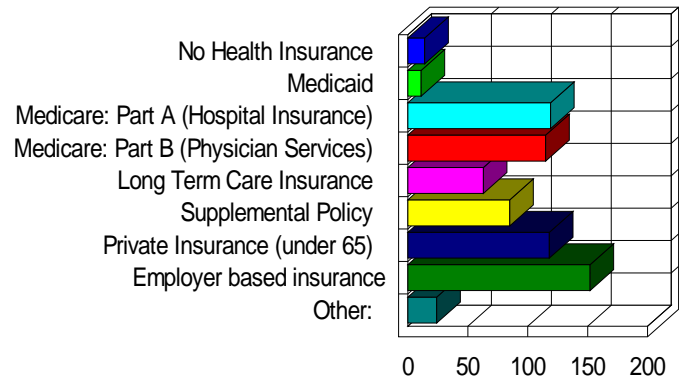
Voter/Locals Age 45+ - Age: Most respondents (64%) were between the ages of 45 and 64. Twenty-three percent are age 65 and over, with 10% age 75 and older. ABC voter/local respondents are somewhat older, with 57% between 45 and 64, 23% age 65+, and 17% age 75 and older.



Voter/Locals Age 45+ - Gender: Of the total voter/local respondents, 59% were female and 40% were male. Of ABC voter/local respondents only, 63% were female and 36% male.

Voter/Locals Age 45+ - Health

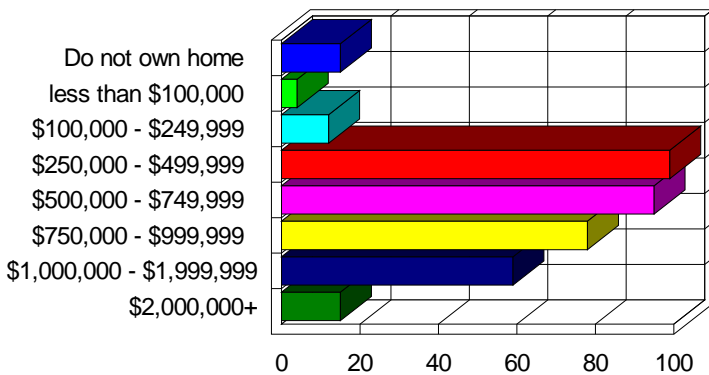
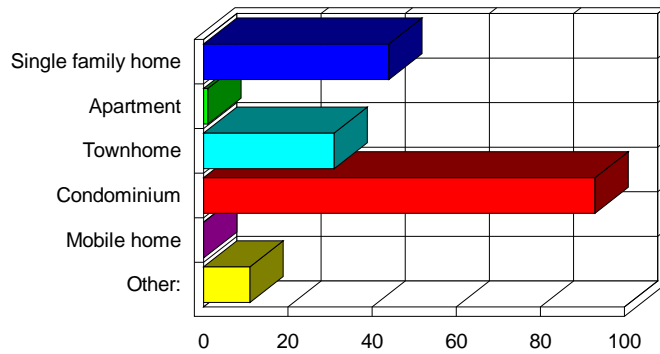
Insurance: Virtually all respondents have health insurance coverage either through private insurance, Medicare, or Medicaid. Only 2% reported they receive Medicaid. Three percent reported they have no health insurance. One percent of second homeowners also report they receive Medicaid and 1% have no health insurance. Of ABC voter/local respondents only, health insurance coverage is similar, with 3% reporting they receive Medicaid and nearly 2% reporting they have no health insurance.



Voter/Locals Age 45+ - Type of Housing: Seventy-four percent of voter respondents live in single family homes. Nineteen percent live in condominiums and townhomes. Of voter respondents, 1% live in rental apartments, and 1% live in mobile homes. ABC voter/local respondents housing distributions are virtually the same.

Second Homeowners - Type of Housing:

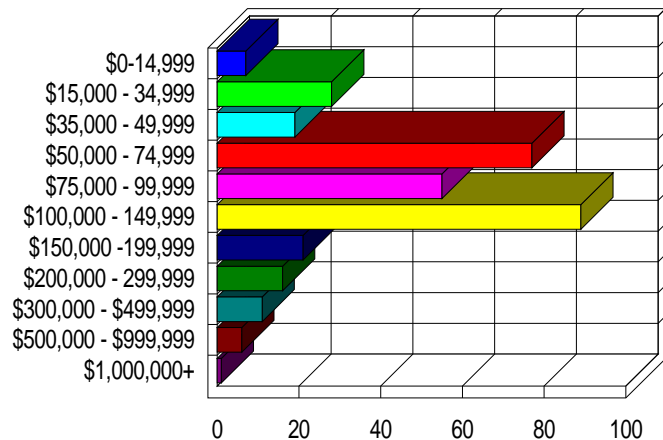
As would be expected, the types of housing in which second homeowners live is different than the types of housing in which voter respondents live. Sixty-eight percent of second homeowners live in condominiums and townhomes. Twenty-four percent of second homeowners live in single-family homes.



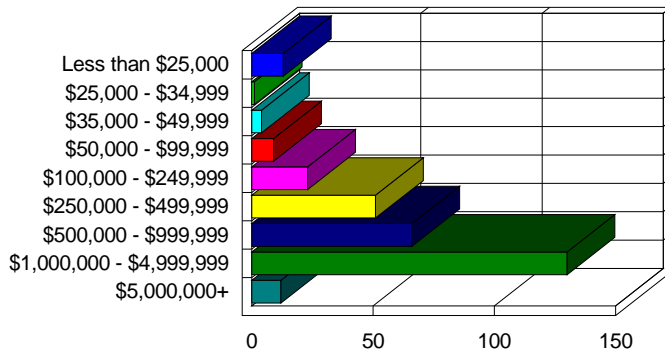
Voter/Locals Age 45+ - Value of Home:

Home values are quite high for both the voter respondents and the second homeowners. This graph showing voter home values indicates that about 34% of the voter sample respondents' homes are valued between \$0 and \$500,000, about 45% between \$500,000 and \$1,000,000, and 19% are valued over \$1,000,000. ABC voter/local respondents only had a virtually identical distribution.

Voter/Locals Age 45+ - Income: Only two percent of the voter sample reported incomes of less than \$15,000. Eight percent have incomes between \$15,000 and \$35,000 and about 5% have incomes from \$35,000 to \$50,000. The remaining 83% have incomes in excess of \$50,000 per year. Considering only ABC respondents, incomes are slightly lower, but still quite high. Approximately 11% of ABC respondents have incomes of less than \$35,000, compared to 8% of all voter respondents. Seven percent of ABC voter/local respondents have incomes between \$35,000 and \$50,000. The remaining 81% have incomes in excess of \$50,000 per year.



Voter/Locals Age 45+ - Total Assets: Total assets are quite high for both voter respondents and second homeowner respondents. More than 42% of voter respondents have total assets in excess of \$1,000,000 and 21% have assets between \$500,000 and \$1,000,000. About 16% have total assets of less than \$100,000. Considering only ABC voter/local respondents, total assets are somewhat lower, but still quite high. About 35% of ABC respondents have total assets in excess of \$1,000,000 and 27% have total assets between \$500,000 and \$1,000,000. Nine percent have total assets of less than \$100,000.



CONCLUSIONS AND RECOMMENDATIONS

1. Summit County Retirement Myths Busted

Seniors are already in Summit County, and have been for years - current full-time residents who are already retired here, age 45+ residents who intend to remain here after retirement, and part-time second homeowners who intend to retire here full-time in the future. Summit County is NOT an "Interim Retirement Community" as many believe - where seniors move for a period of time during their young active retirement years, and then move away when they become unable to take advantage of the mountain lifestyle. It is also not a "build it and they will come" kind of community - with large numbers of seniors moving to Summit County for the first time in their lives to retire here - they are already here. The vast majority of respondents in all age brackets of voters/locals have lived in Summit County for more than 10 years. The percentage ranges from 61% of the 55 to 64 year old age group to almost 90% of the over 75 age group.

2. Short Term Care Center

Voter/local respondents indicated a high degree of expected utilization of a short-term care center that could offer in-patient and out-patient rehabilitation and recovery from an illness or injury. Approximately 65% of voter/local respondents said it was "likely" or "very likely" they would use a short-term care center. Desire for an option for short-term stays while caregivers are away was also expressed. It is strongly recommended that short-term care services be an integral part of any planned retirement community through direct service, partnerships, or co-location.

3. Location of Retirement Housing and Care Facilities

For Voter 45+ respondents, it appears that Frisco is the most acceptable location with 76% rating it #1 or #2. This was also true for ABC respondents (83%). Dillon was next, rated #1 or #2 by 53% of the Voter 45+ respondents and by 52% of ABC respondents.

4. Interest/Likely Utilization by Current Seniors and Caregiver-Aged Residents

The survey results indicate a high level of interest by current residents (both caregiver-aged and older persons) in utilizing retirement housing in Summit County:

- Thirty-three percent indicated that they or a parent or other relative may be in need of senior housing within the next 5 to 10 years.
- Sixteen percent indicated that it was "likely" or "very likely" that they would move to senior housing in Summit County.
- Only 12% percent of senior and caregiver-age respondents indicated that they "plan to retire elsewhere".
- The level of likelihood of utilizing retirement housing that was indicated by respondents in this study is very much in line with national data and senior housing industry experience. The Centers

for Medicare and Medicaid Statistics reported that 93% of people over age 75 lived in traditional housing. Periodic studies by the American Association of Retired Persons indicate that about 85% of older persons want to remain in their own homes and would be unlikely to indicate interest in retirement housing¹. A 2002 study by the National Investment Center for the Seniors Housing and Care Industry reported that only 9.9% of all U.S. households age 75+ lived in some form of age-restricted/senior housing in 2002 (excluding nursing homes)². Data from the Colorado Department of Public Health and Environment reports that about 7.7% of the population age 75+ in Colorado lived in nursing homes as of the end of 2008³. This industry data indicates that about 17 to 18% of all those over age 75 nationally could be expected to live in some form of senior housing or care facility at any given, ranging in type from independent living to skilled nursing homes.

5. Interest/Likely Utilization by Second Homeowners

The survey results also indicated interest in retirement housing by those who are currently second homeowners in Summit County, however the numbers of potential residents is equal to slightly less than one-half of that indicated by the voter sample of current senior residents and caregivers. (Note earlier comments regarding correction of over-response by second homeowners intending to retire to Summit County.)

- Twenty-eight percent of second homeowners indicated that they intend to become a full-time resident of Summit County.
- Nineteen percent indicated that they or a parent or other relative may be in need of senior housing within the next 5 to 10 years.
- Nine percent indicated that it was “likely” or “very likely” that they would move to senior housing in Summit County.

6. Other Indicators of Support for Retirement Housing

- Twenty-two percent of the voter/age 45+ respondents and 14% of second homeowners indicated they would support retirement housing in Summit County by “moving in”.
- Forty-seven percent of the voter respondents and 34% of second homeowners indicated they would support retirement housing in Summit County by doing “volunteer work” in the planning and development of the housing.
- Ten percent of the voter respondents and 4% of second homeowners would make a “financial contribution” to retirement housing in Summit County.

¹ *The State of 50+ America, 2006*, American Association of Retired Persons.

² *Understanding Seniors Housing Demand, Choices, and Behavior*, National Investment Center for the Seniors Housing and Care Industry. 2002.

7. Numeric Estimate of Demand Based Upon Survey Results and National Utilization Data for Seniors Housing and Care Facilities

The survey results by themselves cannot estimate the number of units that can be supported by Summit County residents, families, and second home owners. In an attempt to estimate a reasonable number of units for development, additional calculations were performed using the survey data as a base.

First, the percentages of respondents by age who indicated they “may be in need of senior housing in Summit County within the next 5 to 10 years” (the ABC respondents) and also who said they were “likely” or “very likely” to move to senior housing in Summit County were extracted. Then, 2010 projections by age group provided by the Demography Section of the Colorado Department of Local Affairs were applied to these percentages to calculate the numbers of people likely to use senior housing within the next 10 years.

Second, The Highland Group applied industry data to projections to adjust for proportions likely to use different housing types based upon age, average length of stay, etc. The numbers of potential residents for both independent living and assisted living/skilled nursing were divided by 10 because respondents indicated they were likely to move sometime within the next 5 to 10 years. Industry data on the average length of stay (in years) were then applied to generate an estimate of total utilization of senior housing and care in a given year.

Third, ABC respondents were cross-tabulated by age and by four asset groups: under \$100,000, \$100,000 to \$499,999, \$500,000 to \$999,999, and \$1,000,000 plus. That cross-tabulation is appended to this report. The cross-tabulation resulted in an estimated percentage of potential demand that is represented by each of the four asset groups. Using those percentages, total numeric demand for both independent living and assisted living/skilled nursing was calculated for each of the four asset groups.

The result of these calculations was two tables (below) indicating the estimated numbers of people who might be likely to utilize senior housing and care facilities in Summit County within the next 10 years (voter sample and second homeowner sample).

³ *Quarterly Census Statistics for Skilled Nursing Facilities*, Colorado Department of Public Health and Environment, Health Facilities Division, website.

Total Utilization Estimates For Summit County for Independent Living and Assisted Living (AL)/Skilled Nursing (SNF), Based Upon Extrapolation of Survey Data⁴

| | Voters 45+ Within Next 10 Years | | | | 2nd Homeowners Within Next 10 Years | | | | Total Likely Next 10 Years | Divided by 10 Years | National Avg. Length of Stay (Years) | Equals Total Potential Residents |
|--------------------|---------------------------------|--------------|----------|--------------|-------------------------------------|--------------|-----------|--------------|----------------------------|---------------------|--------------------------------------|----------------------------------|
| | A - Self | B - Relative | C - Self | C - Relative | A - Self | B - Relative | C - Self | C - Relative | | | | |
| Independent | 62 | 9 | 9 | 8 | 119 | 14 | 24 | 0 | 245 | 24 | 3.14 | 77 |
| AL and SNF | 34 | 37 | 0 | 35 | 95 | 129 | 0 | 48 | 377 | 38 | 1.51 | 57 |
| Total | 96 | 46 | 9 | 42 | 214 | 143 | 24 | 48 | 622 | 62 | | 134 |

A - Indep = Half of age 55 to 64, all of age 65 to 74. No age 35-54 are counted here (assumed to be more than 10 years out).
A - AL and SNF = all age 65+ are counted.
B - Indep = all of those < age 44, plus 30% of ages 45-54 likely.
B - AL/SNF = 70% of age 45-54, plus all of older age groups likely.
C - Self = repeats methodology for A applied to C respondent extrapolation.
C - Relative = repeats methodology for B applied to C respondent extrapolation.
For second homeowners, the methodologies are repeated using the second homeowner respondent extrapolations.
National averages for length of stay were 37.7 months for independent living, 21 months for assisted living, and 15.2 months for skilled nursing.
(The State of Seniors Housing 2008, *American Seniors Housing Association*; 2004 National Nursing Home Survey, US Department of Health and Human Services)

Demand Estimates For Independent Living and Assisted Living/Skilled Nursing by Asset Group of Potential Residents

| Demand by Asset Group | | | | | |
|--|------------------------|-------------------------|-------------------------------------|---------------------------------------|---------------------------|
| | Total Potential Demand | Asset Group: <\$100,000 | Asset Group: \$100,000 to \$499,999 | Asset Group: \$500,000 to \$1,000,000 | Asset Group: \$1,000,000+ |
| <i>Percentage Each Asset Group</i> | | 9% | 26% | 28% | 37% |
| Independent Living | 77 | 7 | 20 | 22 | 29 |
| Assisted Living and Skilled Nursing | 57 | 5 | 15 | 16 | 21 |

⁴ It should be noted that this table does not necessarily reflect the numbers of people who could fill short-term care beds in a skilled nursing home or other short-term care center. It also does not necessarily account for additional demand that may be generated if properties with deep subsidies are developed.

8. Need for Affordable Housing and Care Options

The respondent sample indicates that 19% of the ABC voter/age 45+ have incomes of less than \$50,000. With this current and future pool of people over 45 who cannot afford market rents, there is a need both for affordable senior apartments and affordable senior care options in Summit County. There are potential funding sources for affordable housing. For example, a number of developers in other parts of Colorado are building low/moderate income senior apartment properties using the federal low income housing tax credit program administered by the Colorado Housing and Finance Authority. Also, the Medicaid program provides a source of funding for low-income assisted living. Developers in other parts of Colorado are also financing affordable assisted living using a combination of the tax credit program and Medicaid. To truly prevent the movement of the oldest, most frail citizens out-of-county, it would be necessary to build a skilled nursing facility that could address both market rate and affordable clients by participating in the Medicare and Medicaid programs in addition to accepting private payment.

9. Market-Rate Housing and Service Types

A significant portion of estimated demand for senior housing and care is generated by those who have sufficient income and assets to pay privately for housing and services. Any housing or services developed to address this market segment must ensure that the product is a match with the expectations and preferences of that segment. Blending high-end and affordable options within the same community may be possible with skillful planning and design of the property.

Based on survey results, it seems clear that market-rate respondents will not be attracted to a community that simply offers independent living. Many will need care services that extend to end-of-life care, despite the fact that most indicated they would prefer to enter a retirement community by moving into an independent cottage or apartment. Survey respondents indicated the considerations that would most influence a decision to move to retirement housing include "Availability of health services", "Can't care for self/spouse", and "Need for skilled care" among the top five. Also, respondents who indicated they "may be in need of retirement housing in Summit County" reported a much higher utilization of services currently than all respondents.

It is recommended that Summit County and/or potential developers consider development of a small-scale continuing care community capable of meeting the expectations of market-rate clients. That community should include several levels and types of care and housing, extending through skilled nursing. Because residents will not want to be moved to different units within the community as their needs change, services and fee arrangements should be flexibly structured to allow most services to be delivered within any unit in the community.