

Why CASOA™

The growing number of older residents will drastically change the demand for your services. Planning for the increased number of older adults requires the wisdom to ask older adults themselves about their circumstances and needs.

CASOA™ is a quality survey service provided by National Research Center, Inc. (NRC), an independent, nationally recognized survey research firm, in partnership with the National Recreation and Park Association (NRPA). When you sign up for CASOA™ you get:

- ✓ **A survey designed and tested to shed light on the needs and experiences of your aging population**
- ✓ **Low cost due to well-designed efficiency**
- ✓ **Customer service and research consultation**
- ✓ **Comparability to results from other communities**
- ✓ **Results that help drive service development and resource allocation**

Who Wants to Know

- ✓ **Local governments**
- ✓ **Area Agencies on Aging**
- ✓ **Homeowners associations**
- ✓ **Facilities and programs for older adults**
- ✓ **Service providers for older adults**

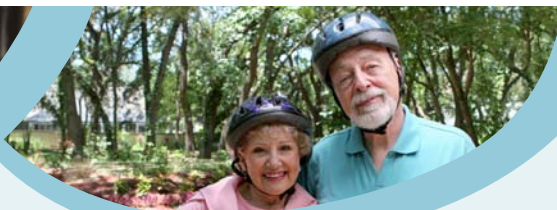
NRC and NRPA

A partnership to support the needs and strengths of older adults.

NRC is a highly regarded national survey research and evaluation firm specializing in older adult needs assessments and NRPA is the leading advocacy organization dedicated to the advancement of parks and recreation opportunities. Together, we are offering a valuable new tool to learn about the needs and preferences of older adults.



Community Assessment
Survey for Older Adults™



CASOA™ serves as a strategic planning and evaluation tool that communities and organizations may use to develop their older adult service plans, determine how future resources will be allocated, evaluate their current service provision, influence key stakeholders, empower community members and monitor success. And, unlike traditional needs assessment surveys, CASOA™ is affordable to all organizations!

Objectives

- ✓ Identify community strengths and weaknesses
- ✓ Articulate the specific needs of older adults in community
- ✓ Develop estimates and projections of resident need in the future*

Methods

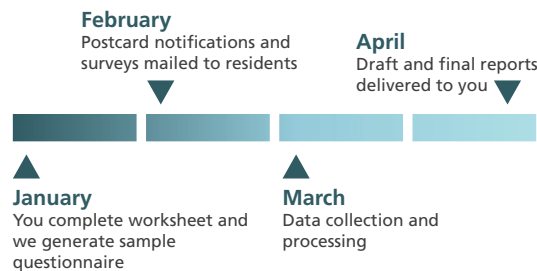
- ✓ Representative sample of older resident households
- ✓ 1,000 surveys mailed out
- ✓ Data weighted to reflect population
- ✓ Approximately +/-5% margin of error

Goals

- ✓ Provide high quality information for program and facility planning, resource allocation, policy development, advocacy efforts and stakeholder engagement
- ✓ Empower communities
- ✓ Create vibrant older adult populations

*Available through add-on options

A Sample Timeline:



Basic CASOA™ Service

- A systematic and representative sample of older adults
- A five-page templated survey mailed to 1,000 randomly selected older adult households (typically 25-50% response rate)
- A results brief highlighting 20+ areas of community strength and weakness and prevalence for 40+ common older adults needs
- An analysis of the economic contribution of older adults in your community
- Insight into your older adult population's needs, perspectives and potential to age productively in your community
- Description of your community's readiness to serve older adults
- A baseline understanding of your older adult population that can be used to track changes over time

CASOA™ Add-on Services

- Benchmark comparisons of key results compared to more than 35,000 older adults in 175+ communities across the nation
- Demographic profiles of your current older adult population
- Demographic projections of future older adult population and needs
- A fully interpreted, detailed report including a set of recommendations to address larger areas of community need
- A stakeholder package including an attractive, easy-to-read study brief and PowerPoint® slideshow
- Spanish or other language translation and administration

