



Introduced by
Samuel Lau
Vice President



Many Ways to Grey: Supporting York Region's 65+ Population



Judy Coultres-MacLeod

Senior Program Analyst, Seniors Strategy
Regional Municipality of York

Session Outline

Introducing “Understanding York Region Seniors: Target Group Toolkit”

- Project Background and Data Journey
- Toolkit Overview
- Impact and Next Steps
- Questions



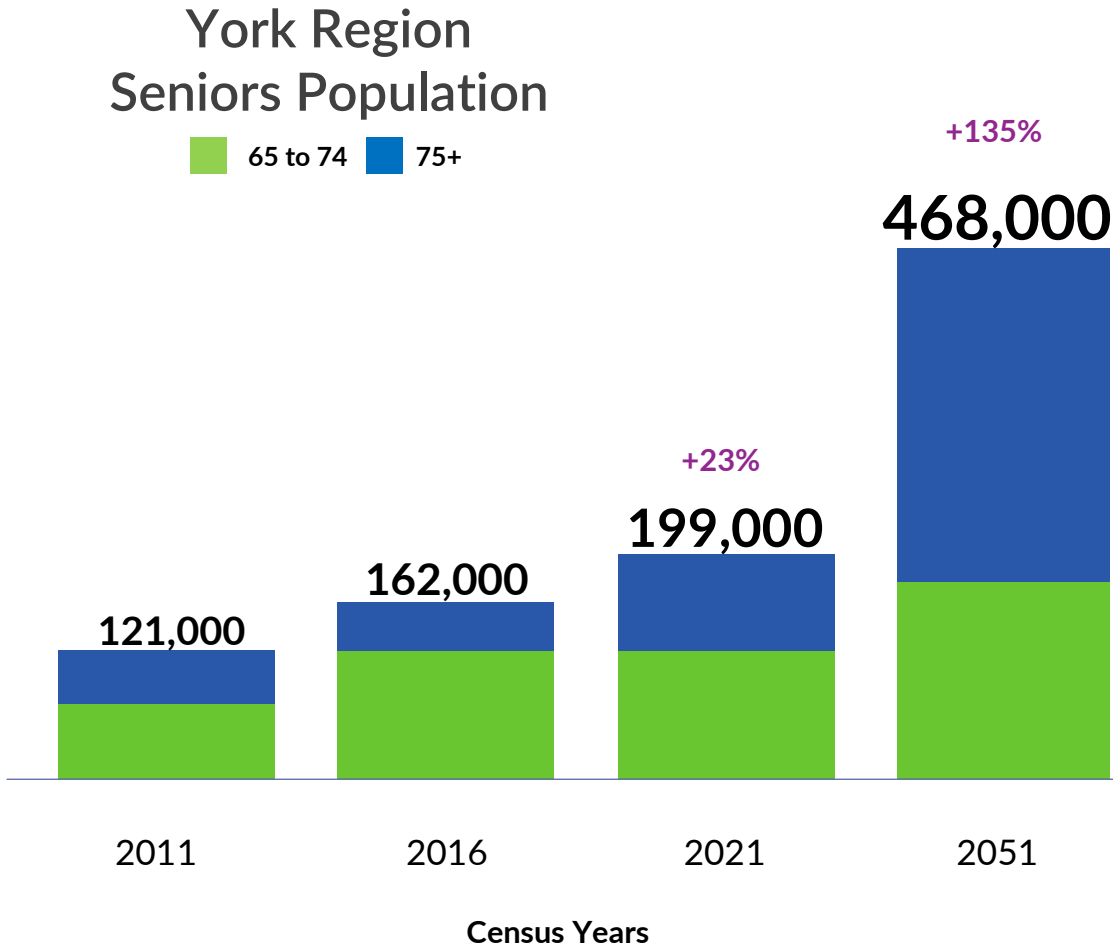
Project Background and Data Journey

Impacts of Growing 65+ Population



York Region Seniors Population

■ 65 to 74 ■ 75+



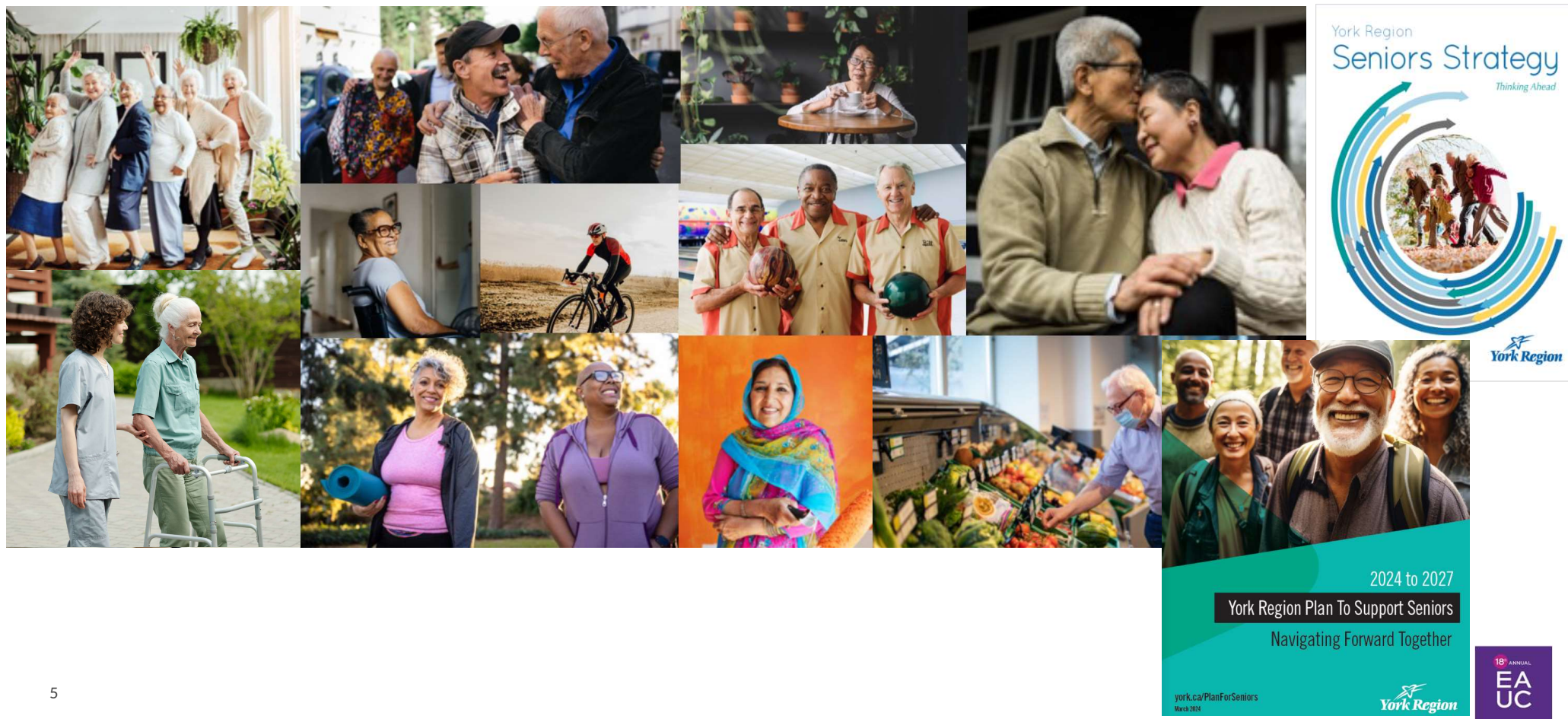
23%
increase in
York Region
seniors
population
since 2016

All Boomers
will be **85+**
by 2051

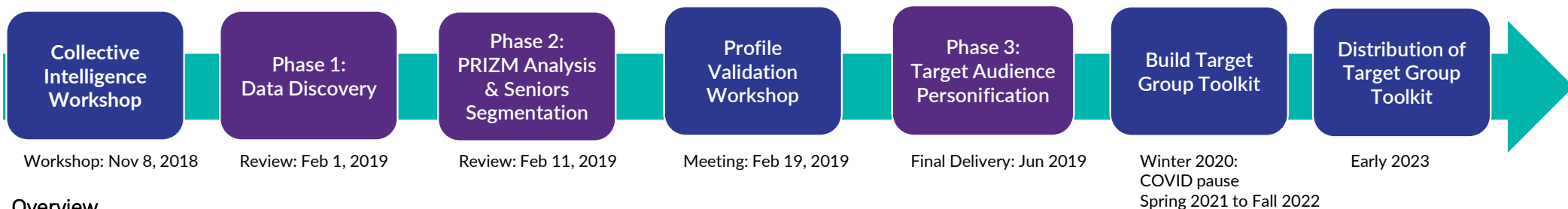
In next
30 years,
overall seniors
population
more than
doubles

In next 30
years, 75+
population
more than
triples

York Region Seniors are Diverse



Our Target Group Journey



Overview

- York Region subject matter expert workshop to help guide Environics Analytics (EA) in their task to develop target groups of seniors in York Region
- EA prepares data for analysis.
- Seniors are assigned to PRIZM segments by postal code and grouped together into actionable target group segments.
- Input from internal Service Planners and external Service Planners (partner organizations)
- Introduction to the Senior Target Groups
- Feedback gathering
- Target Groups are brought to life through the lens of their demographic, psychographic, and behavioural attributes
- Target Group Toolkit developed based on EA findings and insights in Personification Report to support service planners understanding of York Region Seniors
- Approvals and Design
- Distribution of Target Group Toolkit

Six Characteristics of Vulnerabilities



Social Isolation

Financial
Vulnerability

Mental Health

Chronic Disease

Physical
Limitations

Digital Literacy

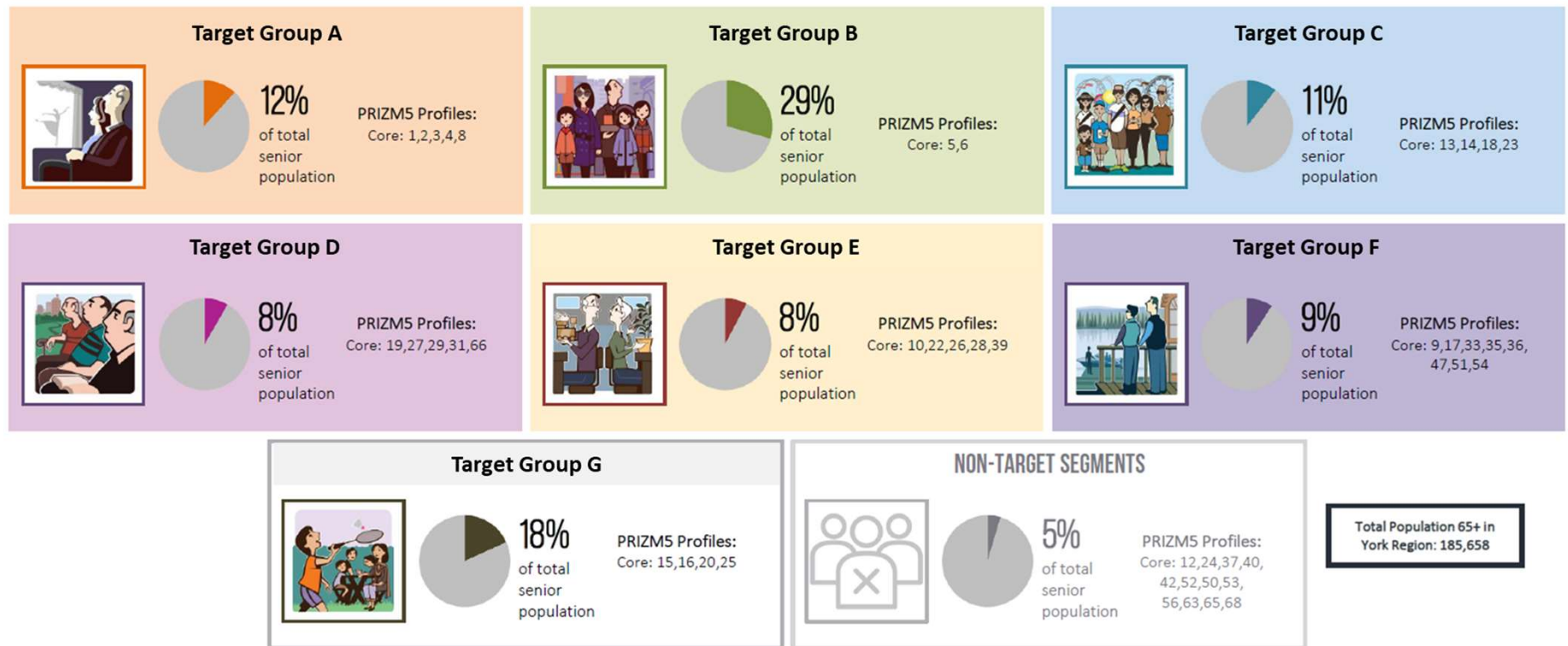
Data Sources and Alignment To Key Themes



Characteristics of Vulnerability	Main Topics	York Data		Environics Data
		Data	Notes	
Social Isolation	Living Situation/Support	Paramedic Service	Client Demographic - Living With / Client Intervention and Support Program	DemoStats
	Family, Friends and Community Relationships	York Regional Police	Population 65+, Complainants and Victims 2017	Community Life Social Values
Financial Vulnerability	Housing	Home Repair Program	Senior Applicants – Counts per City, Age, Status, Repair Type	DemoStats
		Subsidized Housing	Seniors Waitlist – Age, Household Size, Resident Status, Waiting Years	HouseholdSpend Opticks Vividata
	Debt	Risk of Homelessness	<i>No Postal Code Data</i> Indicators: 50% of their budget towards housing, low income, person who experienced job loss, older/frail, mental health issues	WealthScapes DemoStats HouseholdSpend
Mental Health	Mental Health	Paramedic Services	Seniors – Acuity (Mental diagnosis), Gender, Age, Programs	Community Health Social Values
Chronic Disease	Chronic Disease	Emergency Medical Services	Seniors – Counts per City, Age, Primary Impression	
		York Region Public Health	Seniors – Counts of Hospitalization and Emergency Department Visits 2017	
Physical Limitations	Physical Limitations	Community Services	<i>No Postal Code Data</i> Rate of fall-related emergency room visits for seniors (65+ years): 4,590 per 100,000 (Source: NACRS, 2016)	
		Paramedic Services	Seniors – Acuity (Physical diagnosis), Gender, Age, Programs	
Digital Literacy	Internet/Social Media Usage			Opticks Vividata
				Opticks Social
	Attitudes Toward Technology			Optick Mobile
				Social Values

Final Target Groups

7 target groups were developed based on their demographic, financial, behavioural and psychographic characteristics.
95% of all York Region seniors (65+) are captured in these target groups.



Toolkit Overview

Toolkit Demo: The Toolkit



TARGET GROUP TOOLKIT

TABLE OF CONTENTS

Purpose and Overview	4
Usage Restrictions	4
Data Details	6
Source	6
Methodology	6
Understanding the Data	7
Using the Toolkit	8
Reference: Selected York Region Statistics	9
Target Group A	10
Summary	11
Demographic Overview	12
Financial Vulnerability*	13
Social Isolation	14
Health Summary	15
Mental Health	15
Chronic Disease	15
Physical Limitations	15
Digital Literacy	16
Other Observations	18

Target Group B	20
Summary	21
Demographic Overview	22
Financial Vulnerability*	23
Social Isolation	24
Health Summary	25
Mental Health	25
Chronic Disease	25
Physical Limitations	25
Digital Literacy	26
Other Observations	28
Target Group C	30
Summary	31
Demographic Overview	32
Financial Vulnerability*	33
Social Isolation	34
Health Summary	35
Mental Health	35
Chronic Disease	35
Physical Limitations	35
Digital Literacy	36
Other Observations	38

Target Group D	40
Summary	41
Demographic Overview	42
Financial Vulnerability*	43
Social Isolation	44
Health Summary	45
Mental Health	45
Chronic Disease	45
Physical Limitations	45
Digital Literacy	46
Other Observations	48
Target Group E	50
Summary	51
Demographic Overview	52
Financial Vulnerability*	53
Social Isolation	54
Health Summary	55
Mental Health	55
Chronic Disease	55
Physical Limitations	55
Digital Literacy	56
Other Observations	58

Target Group F	60
Summary	61
Demographic Overview	62
Financial Vulnerability*	63
Social Isolation	64
Health Summary	65
Mental Health	65
Chronic Disease	65
Physical Limitations	65
Digital Literacy	66
Other Observations	68
Target Group G	70
Summary	71
Demographic Overview	72
Financial Vulnerability*	73
Social Isolation	74
Health Summary	75
Mental Health	75
Chronic Disease	75
Physical Limitations	75
Digital Literacy	76
Other Observations	78

Appendix 1: Target Group Seniors Population Distribution by Local Municipality	80
Appendix 2: Definitions	82
Appendix 3: Characteristics of Vulnerability	85
Appendix 4: Target Group Overviews	86
Appendix 5: Maps	90

Impact and Next Steps

How has the Toolkit Been Used?

- Unionville Seniors Hub:
 - Input for the Hub program and service planning
 - Supported Hub needs assessment
- CHATS:
 - Supported grant applications and funding requests
 - Informed communications and engagement planning
- Seniors Strategy Refresh:
 - Allowed us to reach and engage our target audiences



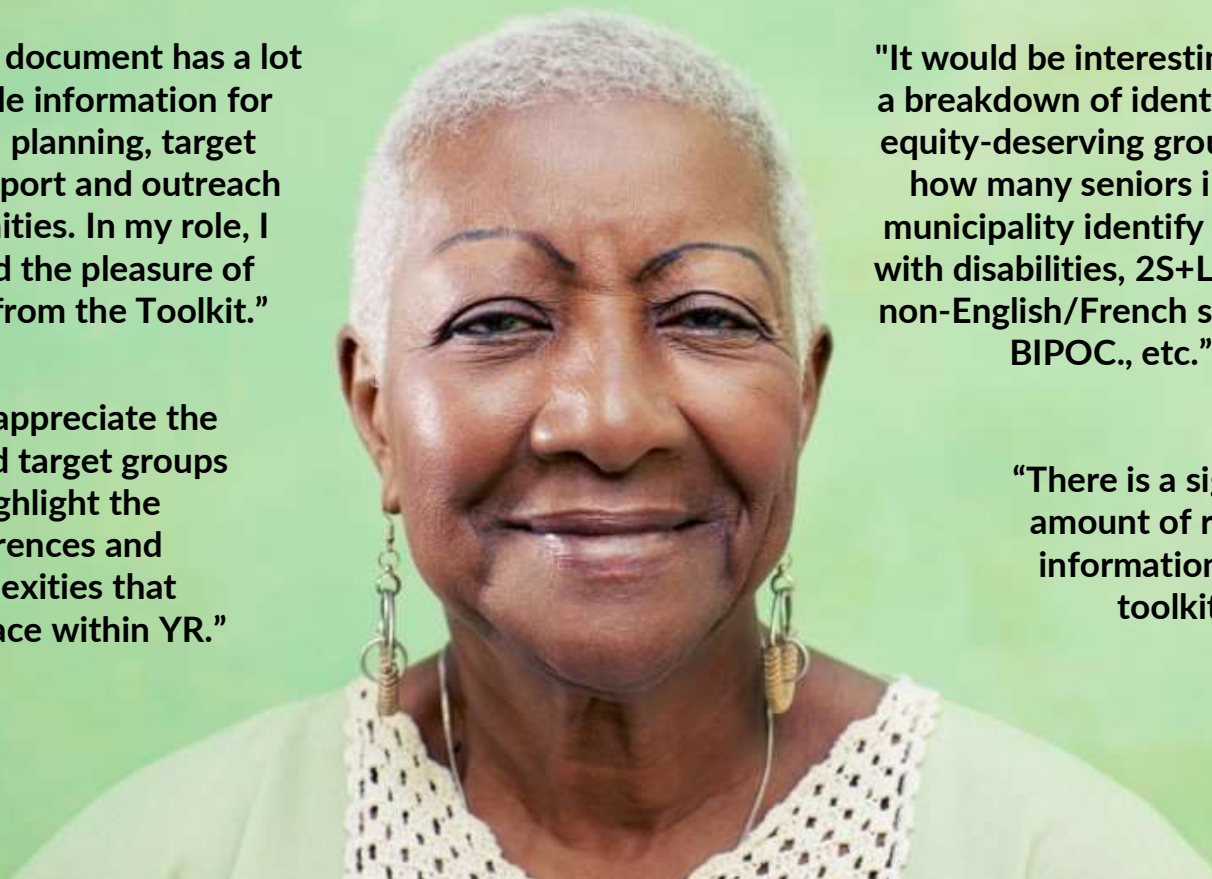
What We Heard About the Toolkit

"I think the document has a lot of valuable information for program planning, target group support and outreach opportunities. In my role, I have had the pleasure of learning from the Toolkit."

"I really appreciate the separated target groups to highlight the differences and complexities that seniors face within YR."

"It would be interesting to see a breakdown of identifiers for equity-deserving groups. E.g., how many seniors in each municipality identify as living with disabilities, 2S+LGTBQQ, non-English/French speaking, BIPOC., etc."

"There is a significant amount of relevant information in the toolkit."



Next Steps: Toolkit Refresh

- Best practice is to refresh data every two years
- **In progress** - Toolkit survey sent to internal staff and community partners to learn:
 - What did they like?
 - What did they not use?
 - How did they use it?
 - What could we add to make it better?
- Analyze survey results to inform Toolkit refresh
- Gather updated data feeds and evaluate new data points for use
- Refresh target groups and personifications
- Update product and release refresh

Questions?



Judy Coultres-MacLeod

Senior Program Analyst, Seniors Strategy
Regional Municipality of York

