

Multicultural Engagement Florida Fact Sheet



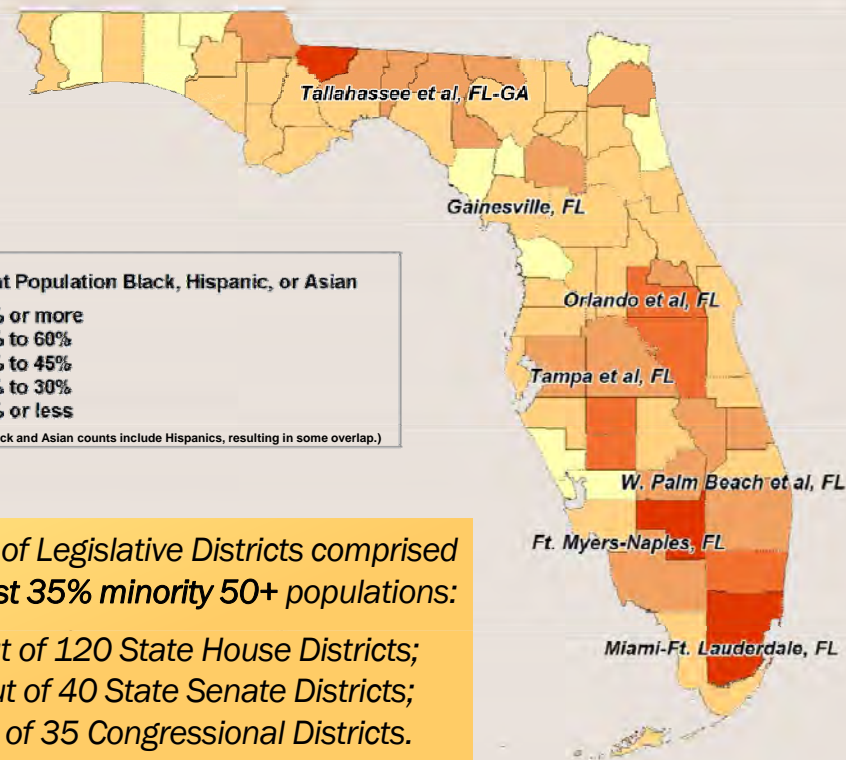
Multicultural Population and Growth

2011 Total Population	Florida State	Miami - Ft.L.	Orlando	Tampa	% in top 3 DMAs
Total	18,991,634	4,368,574	3,738,788	4,368,462	66%
African-American/Black	2,917,130	895,794	492,491	469,808	64%
Hispanic/Latino	4,155,562	2,051,561	672,223	649,594	81%
Asian	443,394	94,300	106,917	103,767	69%
2011 50+ Population					
Total	6,957,392	1,441,987	1,363,277	1,728,918	65%
African-American/Black	644,079	198,833	116,065	101,804	65%
Hispanic/Latino	1,074,099	639,552	150,490	135,184	86%
Asian	119,459	26,390	29,354	27,520	70%

Two-thirds of Florida's three main multicultural populations reside in Miami, Orlando and Tampa combined. The Miami-Ft. Lauderdale DMA ranks first in population size for Hispanic/Latino and African-American/Black residents. The Asian population is more evenly distributed across the three main DMA markets, but Orlando claims a slight edge as the state's most populous Asian metropolitan area.

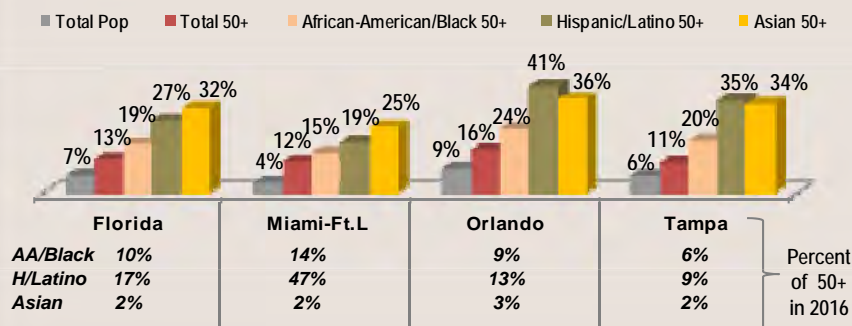
By 2016, Hispanics will represent 47% of the 50+ population in Miami - Ft. Lauderdale.

Map of Florida's Multicultural Population by County

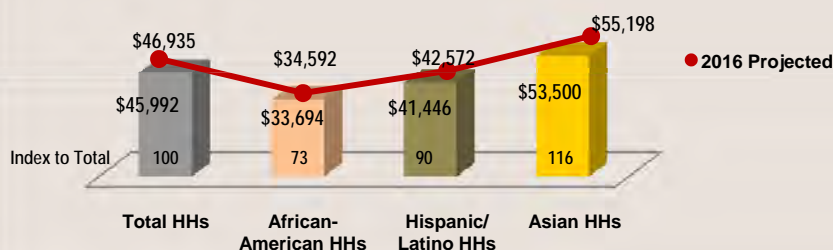


In the coming decade, the growth rate of the 50+ multicultural segments will outpace the total 'boomer' age demographic.

Projected 50+ Population Growth 2011 to 2016



2011 Total Median HH Income – Florida State



Number of Legislative Districts comprised of at least 35% minority 50+ populations:

36 out of 120 State House Districts;
11 out of 40 State Senate Districts;
7 out of 35 Congressional Districts.

Source: Claritas, Inc., 2011. Prepared by AARP Research & Strategic Analysis.

Priorities

Needs Among 50+ Hispanic/Latino Constituents in Florida¹

- **Long Term Care** – 83% of Hispanic/Latinos age 50+ in Florida consider it extremely or very important that long term care services allow aging-in-place.
- **Financial Security** – 55% are extremely or very worried about public assistance benefits, financial planning and saving. Fewer feel they have everything they need to receive Social Security when needed (43%), or Medicare when needed (39%).
- **Utility Costs** – 54% cite difficulty paying their electricity bill; and over two-thirds (69%) are “extremely” or “very concerned” about home electricity costs increasing.
- **Consumer Protection** – Only one-third feel equipped to protect themselves from fraud or scams.

AARP-FL’s 2012 Legislative Priorities

- Medicaid Reform and Long Term Care
- Home and Community Based Services
- Nursing Home Quality
- Home Energy Affordability
- Taxpayer Bill of Rights (TABOR)
- Consumer Protection

AARP Presence

AARP Florida’s presence in our communities reflects the richness of Florida’s diversity, enables engagement and channels value for people 50+ where they live.



Education and Outreach

Café con Leche is a highly effective and flexible program for both grassroots and grasstops organization and mobilization. AARP-FL has grown its Café con Leche program into a broadcast radio segment reaching approximately 1MM listeners.



Tu Futuro Cuenta/Your Future Counts

Localizing and personalizing key topics like Social Security and financial security education is critical to growing the relevance and trust of AARP’s educational offerings in multicultural communities. Tu Futuro Cuenta synergizes the brand strengths and reach of AARP-FL, National Council of La Raza (NCLR) and Latinos for a Secure Retirement.



Fighting Medicare Fraud

South Florida is a hot spot for Medicare fraud and AARP-FL has worked closely with Senior Medicare Patrol and Centers for Medicare & Medicaid Services (CMS) to organize community presentations to raise fraud awareness in the Cuban-American community and to make more fraud-fighting materials and information available in Spanish.



Volunteerism and Community Service

Ongoing volunteer events connect AARP to the community and empower community members through social impact. Recent volunteer-led community service projects in Florida include the clean up and rehabilitation of a community park in Hialeah; and the distribution of donated food and personal items to hundreds of Latino and African-Americans in Miami-Dade finding themselves in need of assistance for the first time.



Emerging Community Needs

Florida’s Asian population growth is outpacing all other groups and AARP recognizes that the needs of the 50+ Asian community may be distinct. Planned Asian community conversations with thought leaders and community members help us deliver relevant benefits for all 50+ residents.

“Our community is the place where we can be most effective.”

—Dr. Ethel Percy Andrus, AARP Founder

¹ Source: Voices of 50+ Hispanics in Florida, AARP, February 2011