

**More Than a Neighborhood: A
Survey of Service Needs and
Interest in a Community Village
Among Lansing, Michigan
Residents Age 45+**

**Report Prepared by
Brittne Nelson, Ph.D.**

November 2012



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SURVEY-IN-BRIEF

Americans are aging and living longer. Between 2006 and 2030, the U.S. population of adults aged 65+ will nearly double from 37 million to 71.5 million. The Social Security Administration estimates that today a 45 year old adult has an average life expectancy of 34 additional years.¹ In 2010, one in three Lansing adults (33% or 38,200 residents) was age 45 years or older.² This demographic trend of living longer presents major challenges for meeting the needs of the older population who overwhelmingly prefer to receive services and supports within their homes or communities. A Village—a consumer-driven, person centered approach to aging in place that promotes community and independence—offers an alternative to institutional care.

AARP Michigan and the NorthWest Initiative are dedicating time and resources to exploring the current and future needs of Lansing residents in relation to the feasibility of offering Village-type services in Lansing. AARP Michigan and the NorthWest Initiative commissioned a mail survey of Lansing residents to help map out current and future personal needs as well as interest in a Lansing Village in order to provide a direction for the future. The mail survey was conducted June 22nd through July 27th of 7,392 residents in Lansing, Michigan age 45 and older, living in ZIP codes 48906, 48933 and 48915. Survey findings show:

- ❖ The Lansing community would benefit from a Village for several reasons.
 - Almost all respondents (93%) are satisfied with the Lansing area as a place to live.
 - Three in four (74%) would like to remain in the Lansing community for as long as possible.
 - About half say they enjoy the safety of the community (52%) and want to stay near their family (47%) and friends (46%) in Lansing.
- ❖ Two of five (40%) respondents say they need major home repairs in order to age in place.
- ❖ Lansing residents were asked about 60 types of needs now and in the future related to Information and Referrals, Community Building, and Concierge Assistance to which a Village could provide assistance. Eight of the top ten needs related to Information and Referral.
- ❖ The top identified current and future needs were referrals for medical or dental treatment (59%), referrals for professional home maintenance services (53%), and referrals for skilled home health care aides (52%).

¹ Social Security Administration, Actuarial Life Table, retrieved October 8, 2012 at: <http://www.ssa.gov/oact/STATS/table4c6.html>

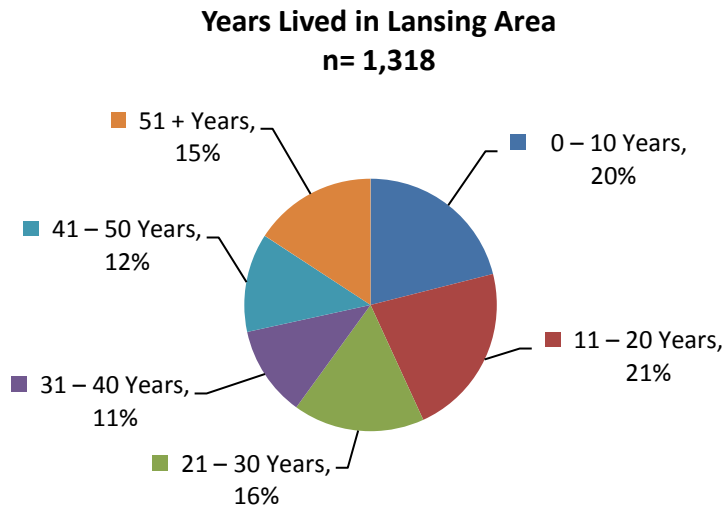
² US Census Bureau, Profile of General Population and Housing Characteristics: 2010. Retrieved October 8, 2012 at: http://factfinder2.census.gov/bkmk/table/1.0/en/DEC/10_DP/DPDP1/1600000US2646000

- ❖ When asked to rank in order of importance the eight types of services residents would need now and in the future, Home Maintenance, Health Assistance, and Daily Living Services were the top three ranked types of services.
- ❖ About half (48%) of all respondents are extremely, very, or somewhat interested in joining a Village in the Northwest Lansing area. One in five are extremely (8%) or very (10%) interested, while an additional 30% are somewhat interested in joining a Village.
- ❖ Middle-age Boomers, caregivers, people with disabilities, and those with a moderate income have the greatest interest in joining a Village.
 - Age (age 45-54: 47%; age 55-64: 56%; age 65+:38%)
 - Provided care in the last 12 months (Yes 57%; No 40%)
 - Disability: 48%; No Disability: 43%).
 - Income (\$40,000 or less: 44%; \$40-75,000: 51%; \$75,000 or more: 53%)
- ❖ Residents who are strongly interested in joining a Village are willing to pay for services (Extremely/Very Interested: 32%; Not Very/ Not at all Interested: 1%).
- ❖ Residents strongly interested in joining a Village would also be interested in joining a time bank (Extremely/Very/ interested: 44%; Not very/Not at all interested: 7%).
- ❖ Messaging and tactics should be targeted to prospective members highlighting either a personal message related to personal assistance and “having a person in your corner” or a professional message related to simplicity, one-stop shopping, and “making your life easier.”

SURVEY-FINDINGS

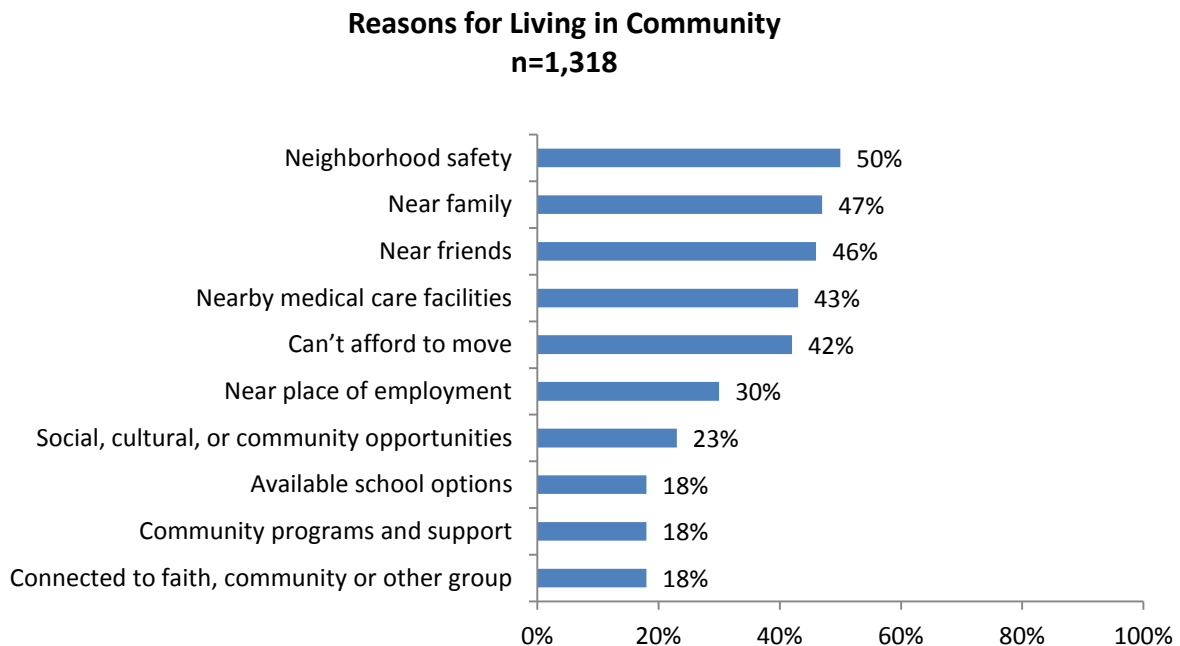
Most residents have lived in the Lansing area an average of thirty-three years.

One in five has lived in the Lansing area 10 years or less, but the majority of survey respondents have lived in the area over 10 years. The average number of years respondents have lived in the area is 33.



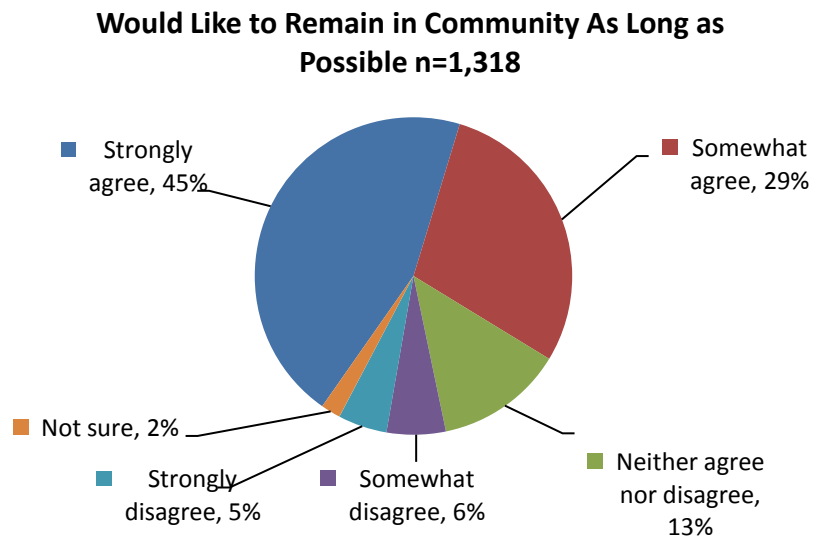
Most residents say safety, medical facilities, and family and friends are the top reasons they live in their community.

Neighborhood safety is the top reason Lansing respondents live in their community. Personal circumstances such as being near friends and family and the inability to move are high on the list of why residents stay in the Lansing area.



Three of four Lansing respondents would like to remain in their community for as long as possible.

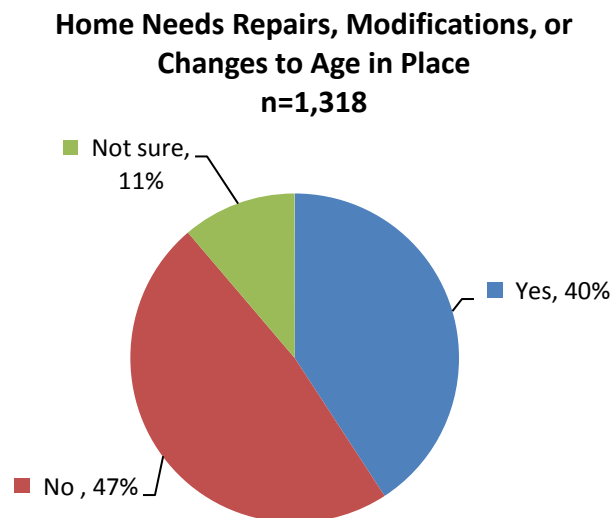
Ninety-three percent of respondents say they are satisfied with the Lansing area as a place to live. Given the high number of respondents who enjoy living in their community, it is not surprising that three out of four (74%) say they would like to remain in their community for as long as possible.



Two of five need home repairs in order to age in place.

While most respondents would like to remain in their community as long as possible, two in five say their home needs major repairs, modifications, or changes in order for them to stay there as they get older.

Residents with incomes below \$40,000 are more likely than higher income residents to say their home needs major repairs (less than \$40,000: 40%, \$40-\$75,000: 34%; \$75,000+: 33%).



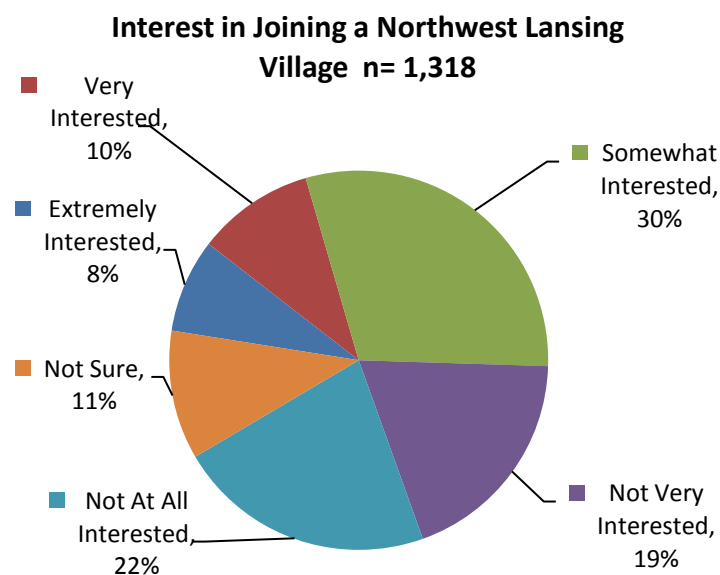
About half are interested in joining a Village.

Respondents were asked their interest in joining a ‘Village.’ A Village was defined as “a community-based, organized, non-profit, member organization dedicated to doing what is needed for people to stay in their own homes independently. For a reasonable fee, a Village gives members access to volunteer services, social and educational activities, health and wellness programs, trustworthy businesses for outside services, medical services, and transportation to help members stay in their home.” Forty-eight percent of respondents say they were interested in joining a Village.

Residents age 55-65 are more likely to say they are somewhat, very, or extremely interested in joining a Village compared to younger or older residents (ages 45-54: 47%; 55-64: 56%; 65+: 38%, 45-54: 47%).

Caregivers are significantly more interested in joining a Village than non-caregivers (Provided Caregiving in the Last Year: 57%; Did Not Provide Caregiving: 40%) while those with a disability are only slightly more interested in joining a Village (Disability: 48%; No Disability: 43%).

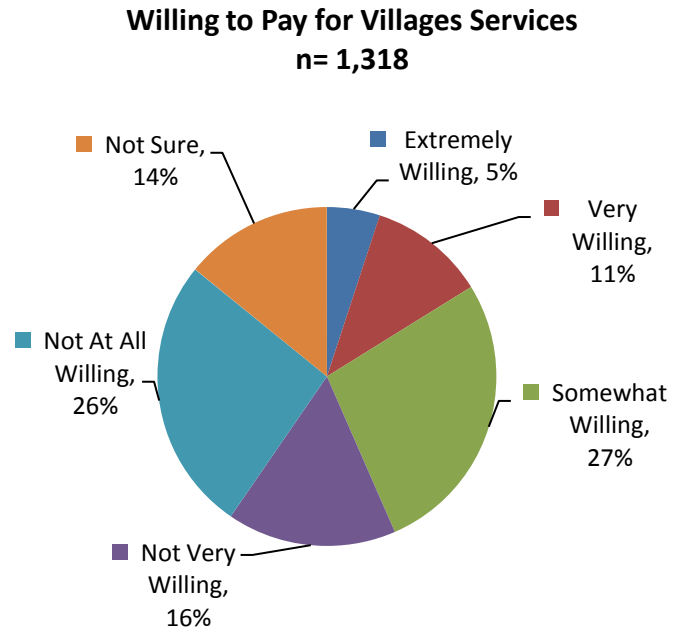
While there were no gender differences related to interest in joining a Village, income was a factor. Higher income residents expressed more interest in joining a Village than residents with incomes below \$40,000 (\$75,000: 53%; \$40-\$75,000: 51%; \$40,000 or less: 44%).



Residents who are strongly interested in joining a Village are willing to pay for Village services.

One in six Lansing respondents age 45+ say they are willing to pay a reasonable annual fee based on income for access to Village services.

Residents who are strongly interested in joining a village are willing to pay for services (Extremely/Very Interested: 32%; Not Very/ Not at all Interested: 1%).

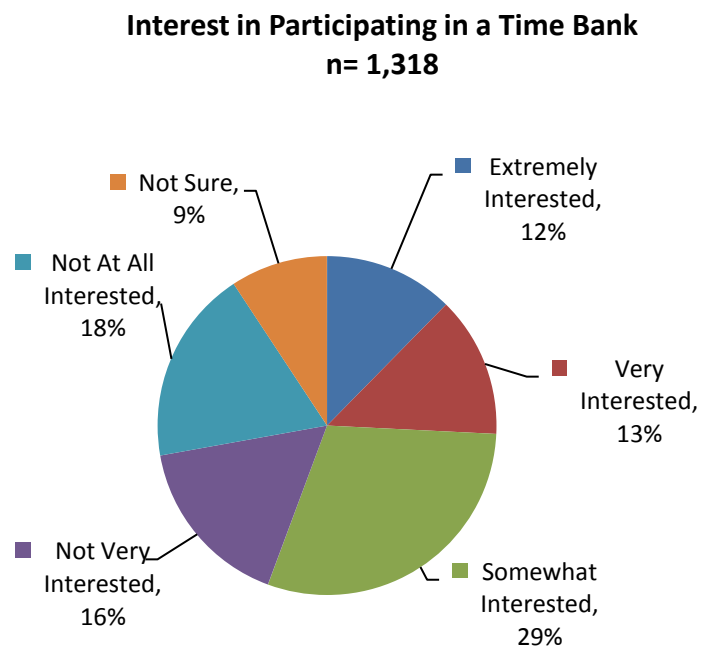


Half of all respondents in Lansing would be interested in participating in a time bank to provide services to their community.

Time bank or volunteer service exchanges allow neighbors to use their time and talents to help others and, in exchange, receive help when they need it. In the survey respondents read an example of a time bank and provided their level of interest in joining a Lansing time bank.

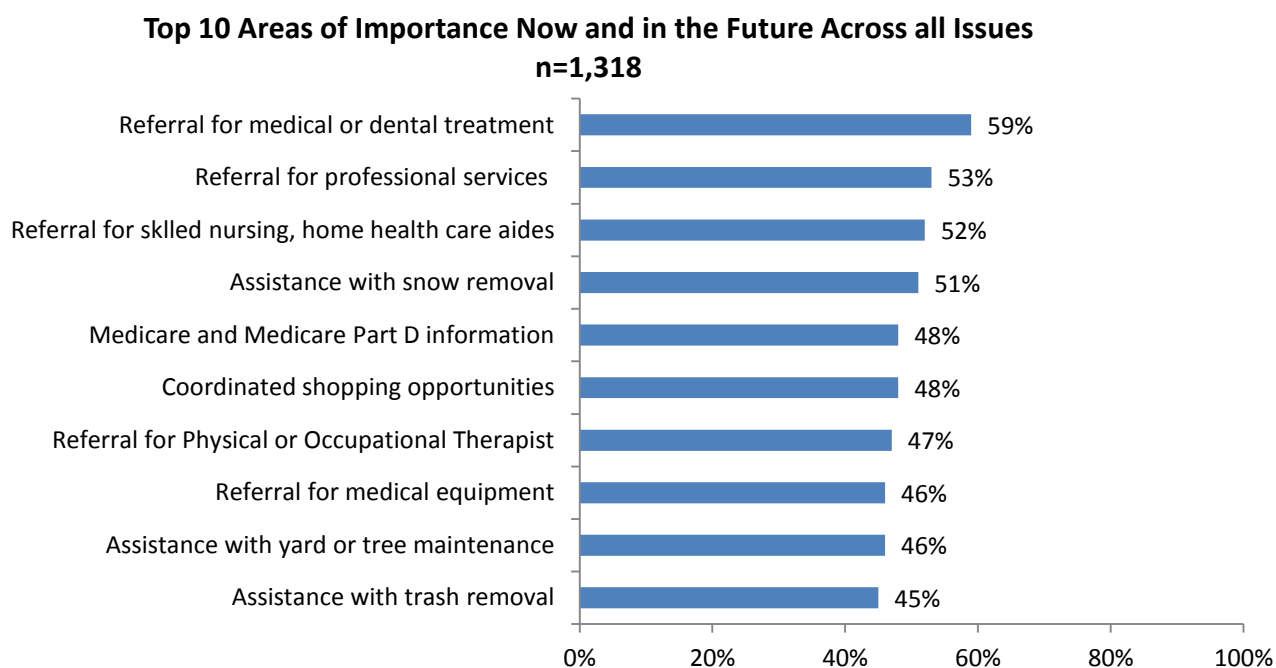
Half (54%) of all Lansing residents age 45+ say they are extremely, very, or somewhat interested in joining a time bank.

Residents strongly interested in joining a Village were more likely to say they were interested in joining a time bank (Extremely/Very interested: 44%; Not very/Not at all interested: 7%).



Referrals for professional services and health care services or providers are the top rated areas of importance.

Respondents were asked about 60 issues related to future and current needs across eight categories. Except for Medicare information and coordinated shopping opportunities and snow removal, all other top importance items were related to Information and Referral for service providers.



Home maintenance services was ranked as the most important area of need for residents.

When asked to think about the eight types of services that would serve a need now and in the future and rank them in order of importance, home maintenance needs were the top ranked type of service.

Rank	Most Important Type of Service
1	Home Maintenance Services
2	Health Assistance Services
3	Daily Living Services
4	Community Services
5	Organized Physical Activity
6	Organized Social Activity
7	Personal Financial Assistance
8	Continuing Education Opportunities

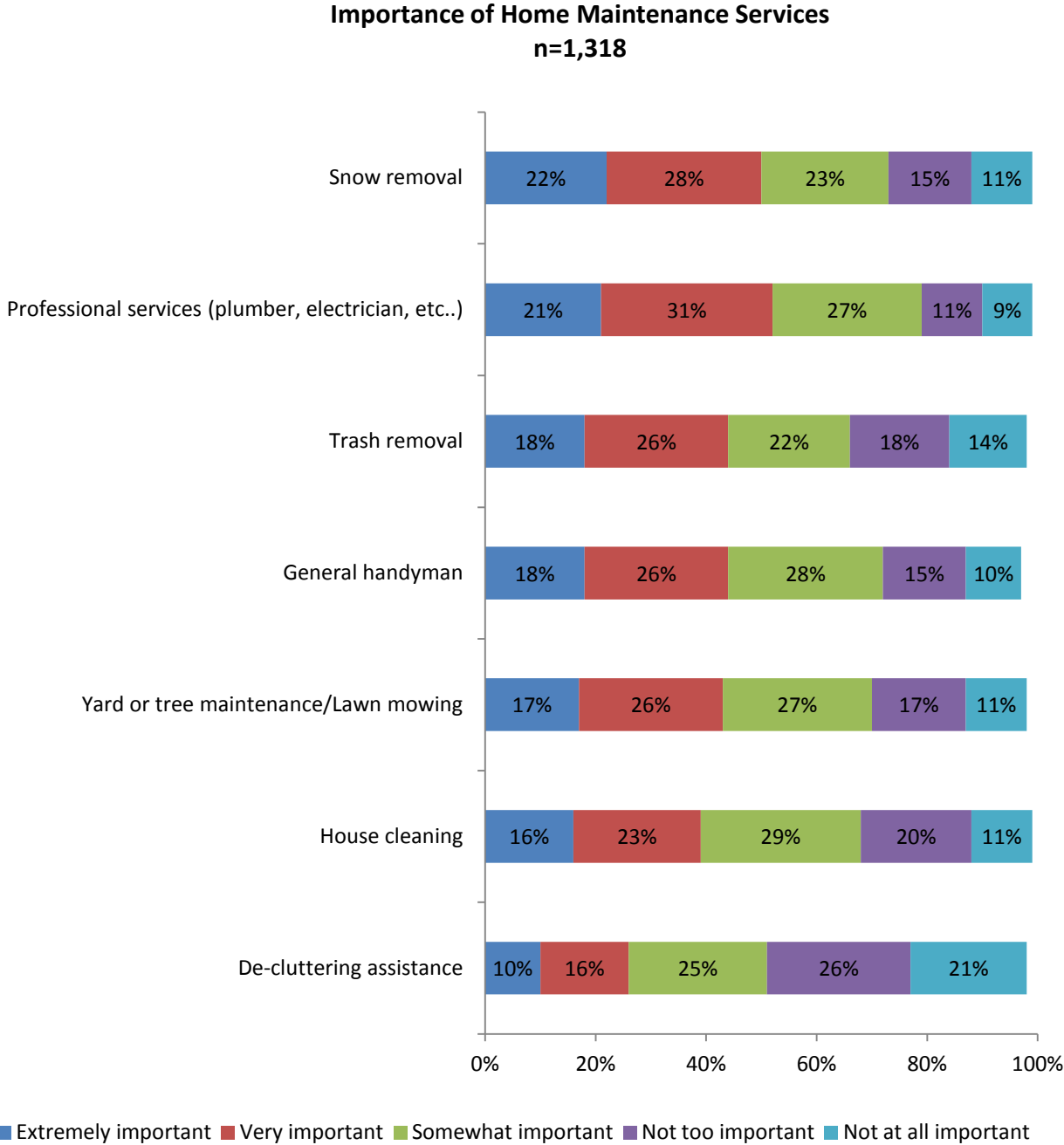
There are few age differences across the top ranked important types of services.

When examining the ranking of important services by age, ranking order was mostly consistent; however, adults age 55-64 ranked Personal Financial Assistance Services as their 3rd most important need compared to younger and older members who chose Daily Living Services.

The Personal Financial Assistance Services category included services such as Medicare and Medicaid information, preparing for retirement, maintaining finances in retirement, tax preparation, legal advice, and insurance. Issues such as Medicare and retirement are likely top-of-mind to adults ages 55-64 as they see retirement looming and are not yet eligible for Medicare so they are not familiar with its inner workings.

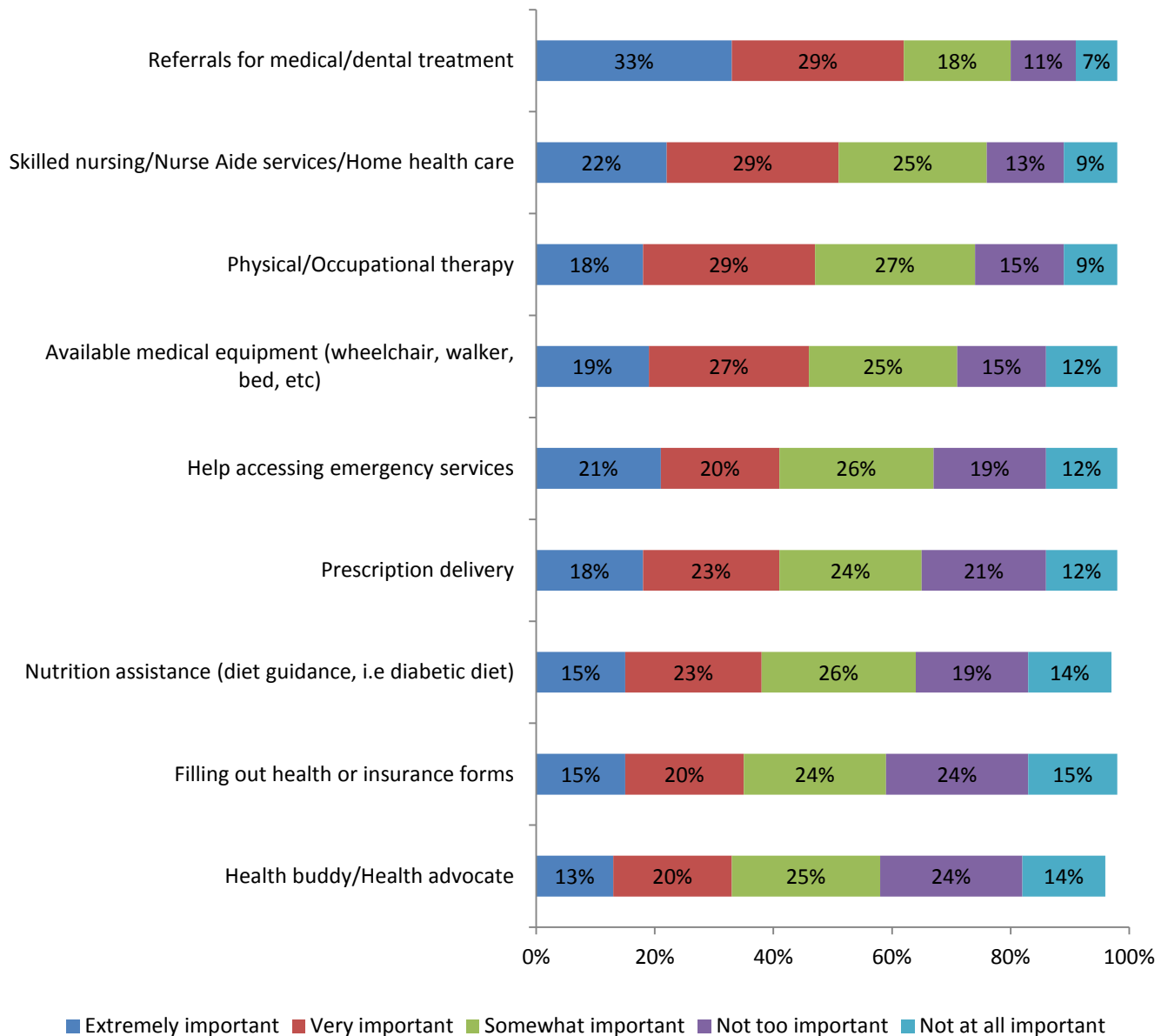
Most Important Type of Service by Age			
Rank	Age 45-54	Age 55-64	Age 65+
1	Home Maintenance Services	Home Maintenance Services	Home Maintenance Services
2	Health Assistance Services	Health Assistance Services	Health Assistance Services
3	Daily Living Services	Personal Financial Assistance	Daily Living Services
4	Community Services	Community Services	Community Services
5	Organized Physical Activity	Organized Physical Activity	Organized Physical Activity
6	Organized Social Activity	Organized Social Activity	Organized Social Activity
7	Personal Financial Assistance	Continuing Education Opportunities	Personal Financial Assistance
8	Continuing Education Opportunities	Daily Living Services	Continuing Education Opportunities

Professional services such as those provided by electricians, snow and trash removal, and handyman services are the most important home maintenance services.

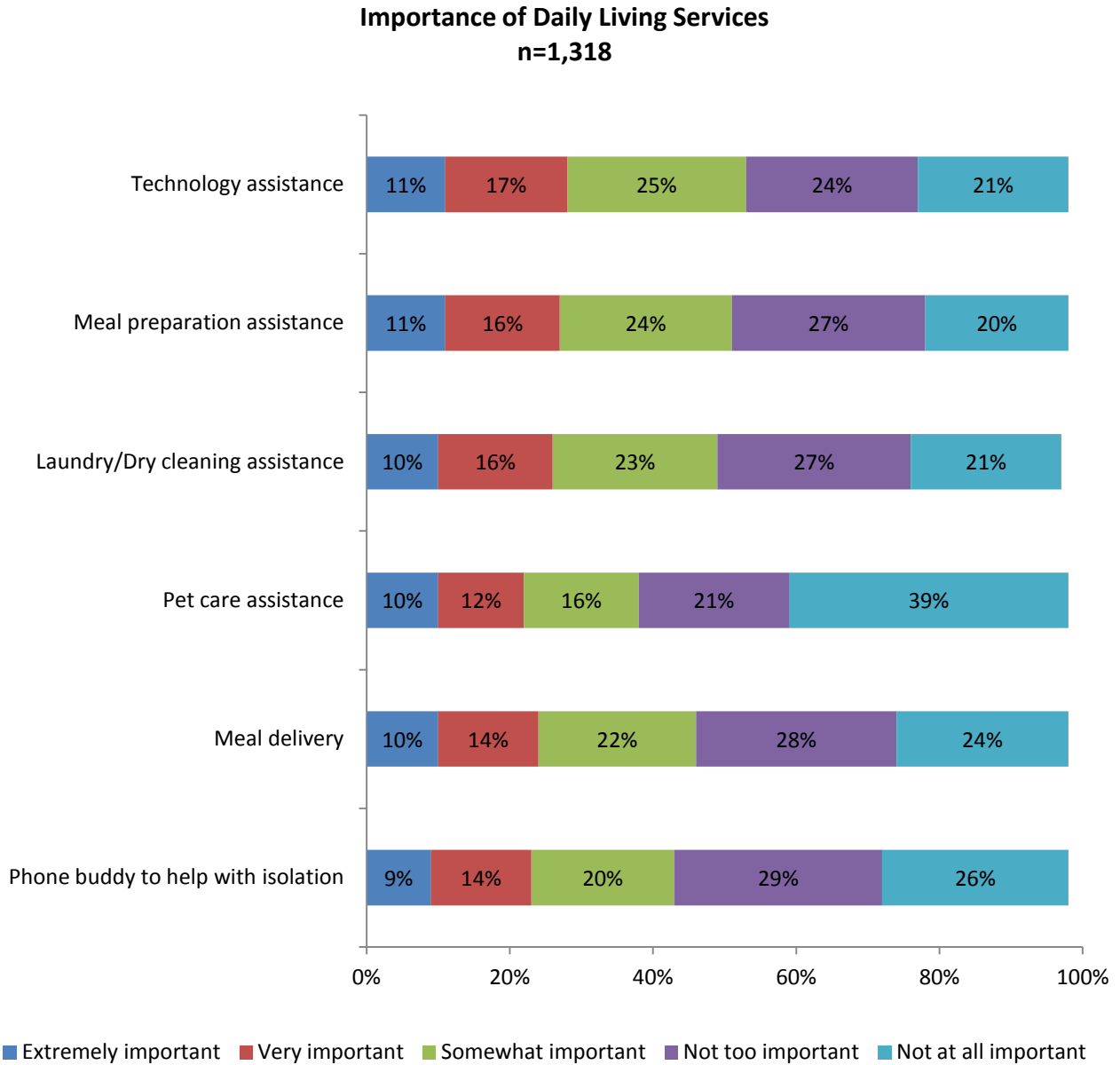


Referrals for medical services and supplies, skilled home health assistants, and physical therapists are the most important health assistance service needs for now and in the future.

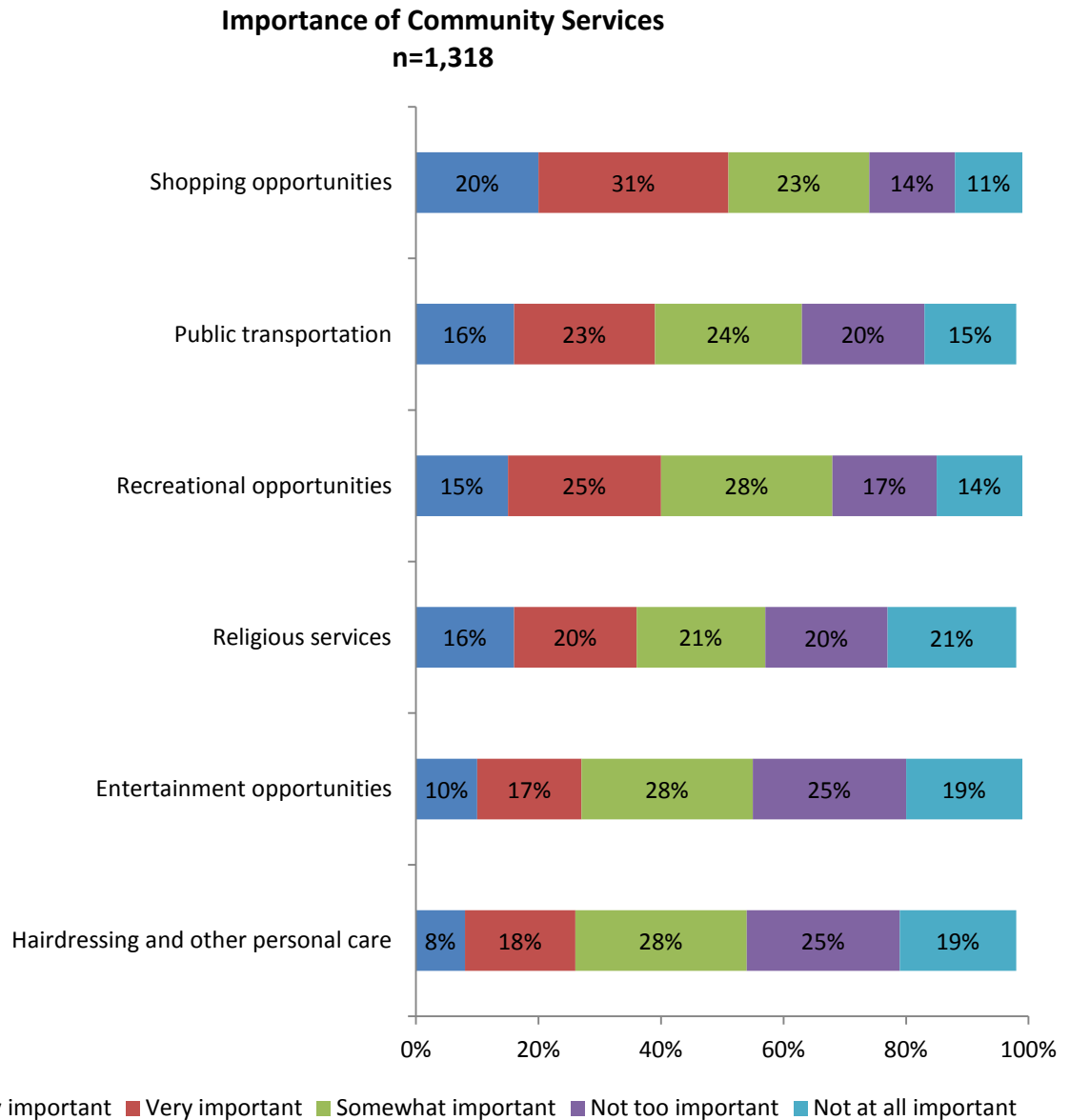
Importance of Health Assistance Services
n=1,318



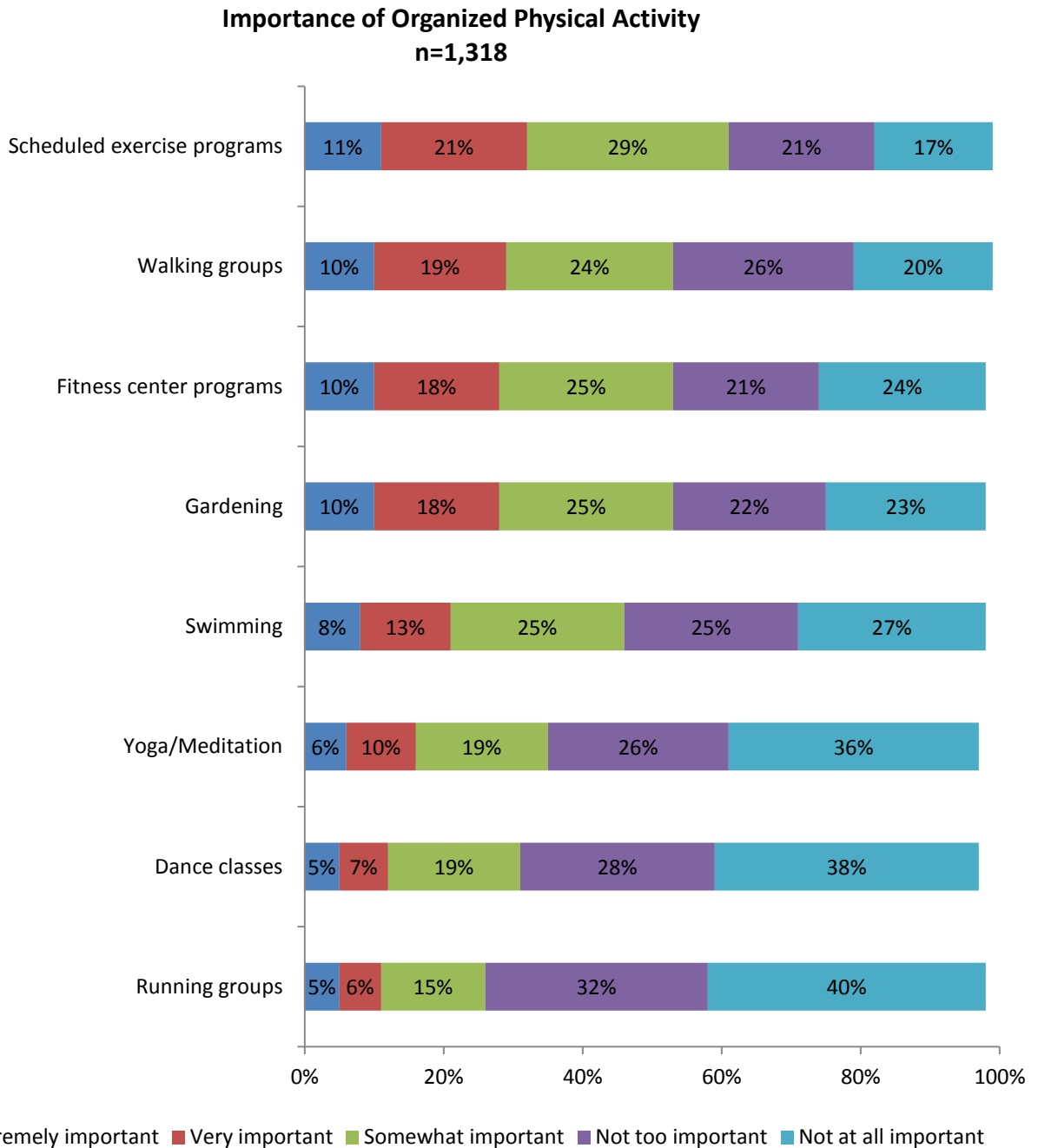
Technology assistance, meal preparation, and laundry assistance are the top important needs related to daily living.



Coordinated shopping trips, public transportation, and recreational opportunities such as access to parks, community centers, and walking trails are the top community services needs.

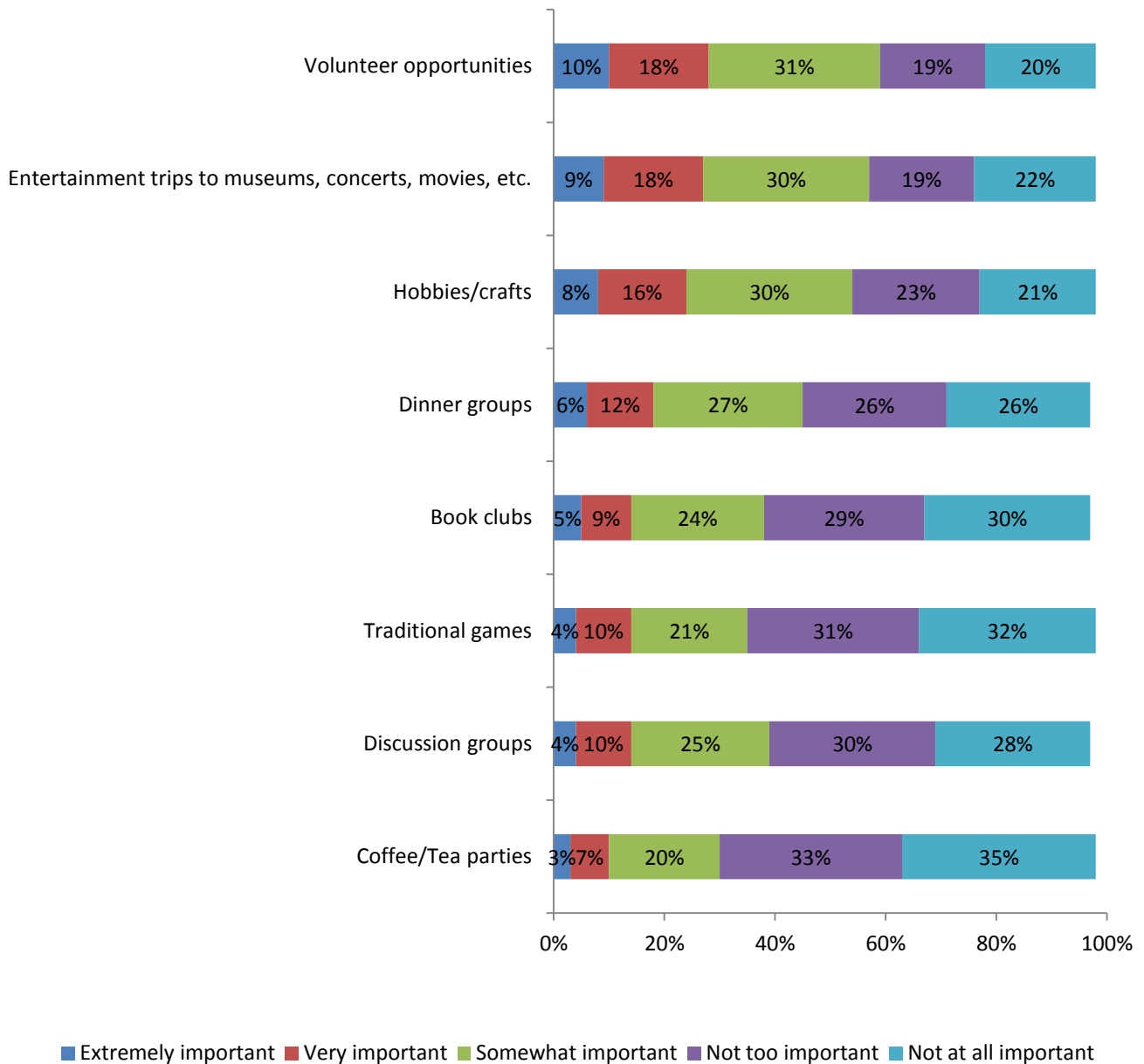


Scheduled exercise programs, walking groups, access to fitness centers, and access to gardening are the top physical activity needs.



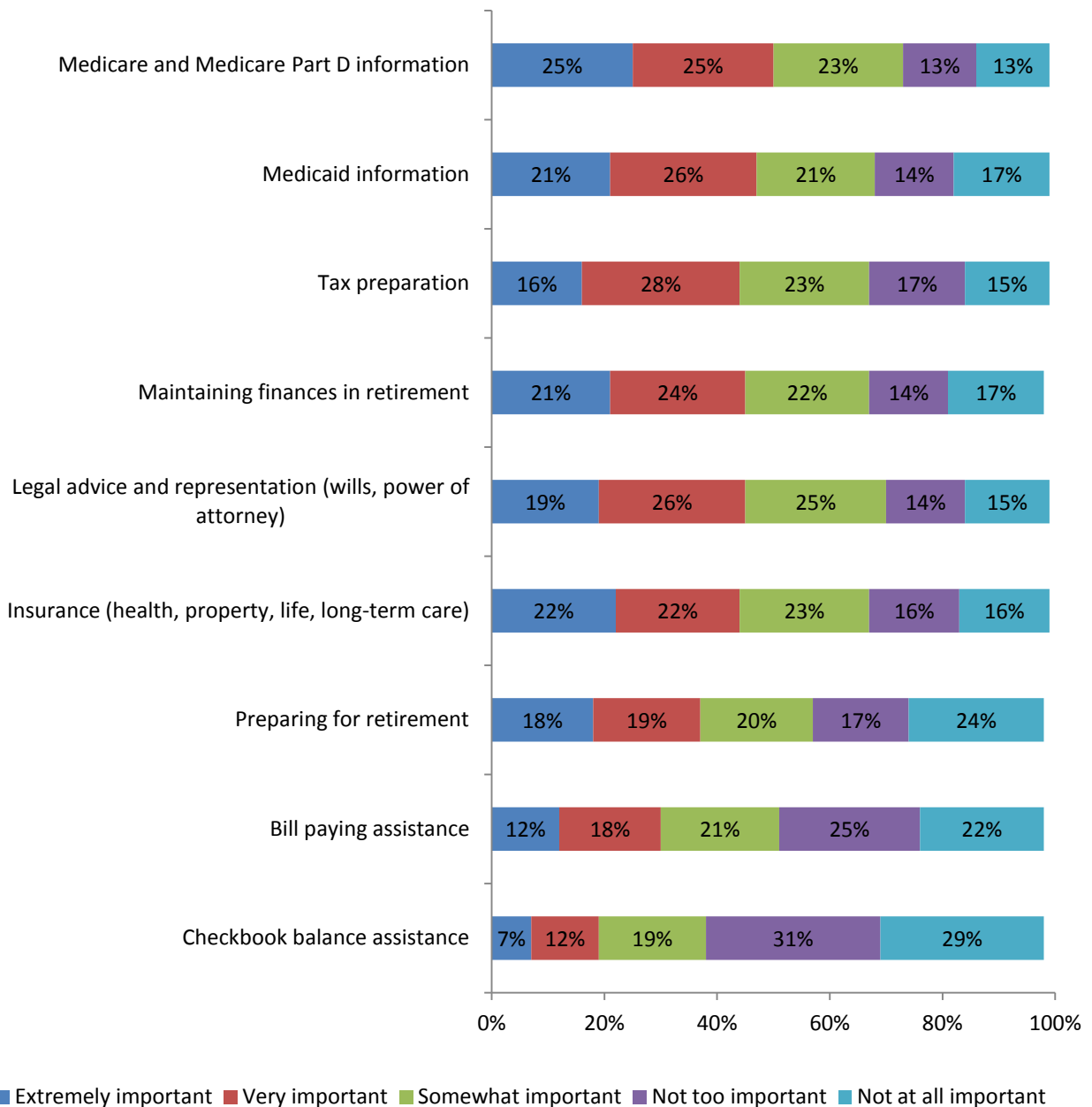
Volunteer opportunities, organized entertainment opportunities such as trips to museums or concerts, as well as opportunities to meet others for hobbies or crafts are the top organized social activity needs for now and in the future.

Importance of Organized Social Activities
n=1,318



Information related to Medicare, Medicaid, and tax preparation are the top needs associated with managing finances and personal financial assistance services.

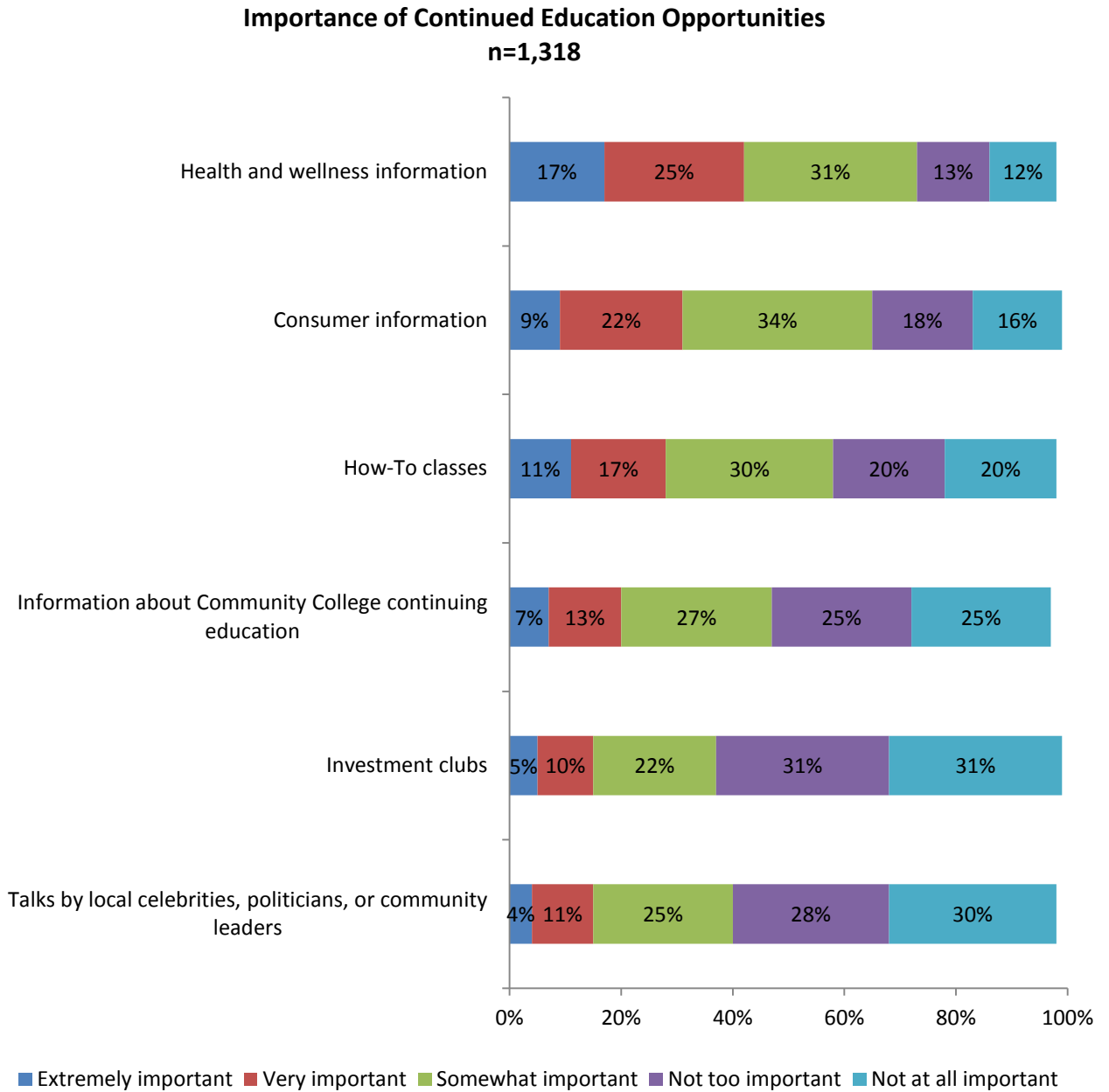
Importance of Personal Financial Assistance Services
n=1,318



Health and wellness information, consumer information related to savvy shopping or avoiding scams, and how-to classes are the top

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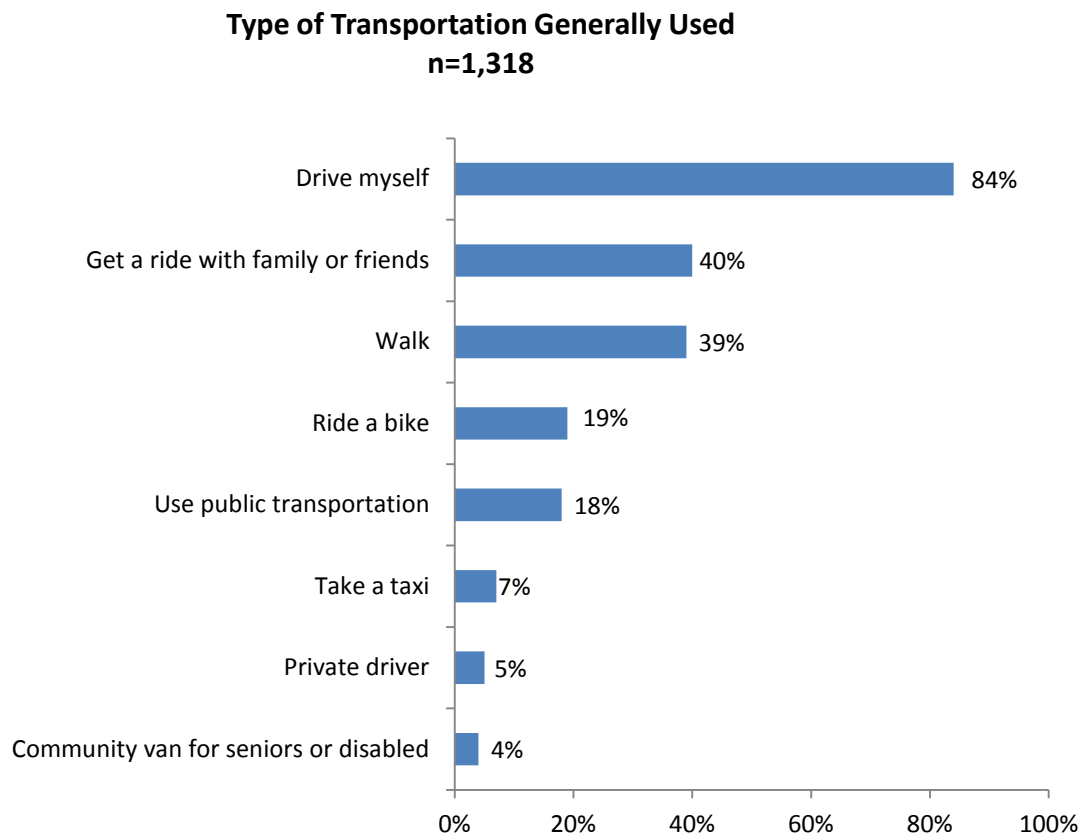
three important types of continued education opportunities Lansing residents are interested in.



Most Lansing residents age 45+ drive themselves when they need to get somewhere. While one in five takes public transportation, few have used any other community transportation service option.

Most respondents drive themselves when they need to go somewhere but driving behavior decreases slightly among adults age 65+ compared to those age 55-64 (age 55-64: 88%, age 65+: 83%).

Few adults say they have used any local or community transportation services in the last 12 months (Public transportation: 18%, medical transportation service: 7%, Volunteer driver transportation service: 5%, Dial a Ride: 3%, Reserve-on-demand senior bus service: 3%, Meals on Wheels: 2%).



Conclusions

❖ **The Lansing community would benefit from a community Village.**

The average Lansing resident has lived in the Lansing area for 33 years. Neighborhood safety, and being near family, friends, and medical care facilities are the top reasons why Lansing residents continue to live in their community. Ninety-two percent are at least somewhat satisfied with living in the Lansing area and three out of four (74%) say they would like to remain in their community for as long as possible. After reading a general description of a Village, 48% of respondents say they would be interested in joining. Eighteen percent of residents, which would equal 6,800 Lansing adults age 45+ say they are extremely or very interested in joining a Village. Once active in the community, it is likely interest in the Village would increase once value has been demonstrated.

❖ **Demonstrate value early by prioritizing Information & Referrals.**

NCB Capital³, a nonprofit community development financial institution, defines a Village as incorporating three core services. The core services are Information and Referral, community building, and concierge assistance with living. Lansing residents were asked about 60 types of needs related to Information and Referral, community building, and concierge assistance to which a village could provide assistance. The top identified needs-referrals for medical or dental treatment, referrals for professional home maintenance services, and referrals for skilled home health care aides-were those related to Information and Referral. According to NCB Capital, a one-stop Information and Referral service is one of the most valuable Village resources because one call to one person eliminates the frustration and time wasted “scanning dozens of phone numbers, websites, and contacting a maze of agencies and services in the hope of making the right connection.” Creating a resource that helps Village members identify time saving assistance should be a priority because it immediately demonstrates the value of being a member of the Village.

While community building is an important aspect of a Village, given the high percentage of residents who still drive themselves to get around and say they have friends and family in the community, building social networking opportunities should come after value has been demonstrated in the other core Village services of Information and Referral, and Concierge Assistance with Living.

❖ **Messaging and tactics should be targeted.**

Residents ages 55-64 are more likely than younger residents (ages 45-54) or older residents (ages 65+) to say they would join a Village. Middle age Baby Boomers have unique experiences that would make them amenable to joining a Village. Among survey respondents, those ages 55-64 are most likely to say their home needs repairs, they have provided adult caregiving while having

³ Refer to ncbcapitalimpact.org for more information.

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adult family members live with them, and that information related to personal finances are a top area of importance.

For adults age 55-64, the most attractive characteristic of a village would likely be the vetted Information and Referral services that save time and peace of mind. A professional message related to simplicity, one-stop shopping, and “making your life easier” would likely resonate with adults age 55-64. Partnerships with hospitals, local government, and local service providers would promote a credible, professional image.

As age increases, adults ages 65+ are more likely than younger adults to live alone and less likely to take any form of transportation. Adults age 65+ rank home maintenance, health assistance, and daily living services as the top three types of services they would need in the future.

For adults ages 65+, the attractive characteristic of a village would likely be the Concierge or personal assistance services that help aging in place, staying a part of the community, and maintaining independence and dignity in aging. A personal message related to personal assistance and “having a person in your corner” would likely resonate with older adults. Partnerships with community volunteer organizations, community social groups, neighborhood associations, local service providers, and churches would promote a trusted, partner in the community image.

Given that nearly one in three Lansing residents age 45+ say they never go online to use the Internet, communication and recruitment tactics should include a strong mix of face to face, telephone, and written communication. Additionally, there should also be a dedicated telephone component to engage with the Village.

❖ **More research is needed to gauge an effective price point.**

Most organizations use at least one paid staff to manage the Village. Those who are most interested in joining a Village or a time bank say they would be willing to pay a reasonable fee based on income for access to Village services. Membership tenure and cost need to be determined.

Summary of Respondents

(n=1,318)

Interest in Participating in Time Bank		Employment	
Extremely/very/somewhat interested	60%	Employed, full-time	31%
Interest in Joining a Village		Employed, part-time	13%
Extremely/very/somewhat interested	48%	Retired	41%
Top Ranked Important Services		Other	13%
Home maintenance	34%	Education	
Health assistance	20%	K-12 th grade, no diploma	10%
Daily living	17%	High school graduate/GED	26%
Home Needs Repairs to Age in Place		Post-high school/Vocational	19%
	40%	Some college	13%
Median years lived in Lansing Area		4-year college degree	12%
	33	Post-graduate study, no degree	6%
Household Composition		Graduate or professional degree	13%
Spouse	45%	Gender	
Live Alone	23%	Male	48%
Child/Grandchild	22%	Female	52%
Parent/Other relative	10%	Hispanic Origin	
Disability Status			7%
Yes	33%	Race	
No	62%	White or Caucasian	76%
AARP Member		Black or African-American	16%
Yes	51%	American Ind. or Alaskan Native	1%
No	45%	Asian	.5%
Age		Other	4%
45-59 years	56%	Marital Status	
60-74 years	31%	Married	38%
75+ years	13%	Not married, living with partner	7%
Income		Separated/Divorced	26%
Less than \$30,000	42%	Widowed	13%
\$30,000 to \$75,000	38%	Never married	14%
\$75,000 or more	13%	Go Online	
Provided Unpaid Care		Once/several times a day	46%
	29%	Weekly/monthly	26%
		Never	28%

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Methodology

AARP commissioned a mail survey of 7,392 residents in Lansing, Michigan age 45 and older, living in zip codes 48906, 48933 and 48915. The sample was drawn from Survey Sampling Incorporated. Each respondent was contacted four times receiving the following pieces of mail: pre-notification postcard, the first survey, a reminder postcard, and a second survey.

The survey was fielded from June 22nd through July 27th and exactly 1,318 surveys were returned by the cut-off date, for a response rate of 18 percent. The survey has a margin of sampling error of +/- 2.7 percent. This means that if 95 out of 100 samples of this same size and population were given the same survey, the responses to the questions would fall within a range of plus or minus 2.7 percentage points of what would have been obtained if every respondent age 45 and older were asked the same question. The sample was weighted by 45+ respondents targeting ZIP codes 48906, 48933 and 38915 on age and gender. The weighted number of respondents is 1,262. An annotated questionnaire for the entire sample is contained in the appendix of this report. Percents may not add to 100 percent due to rounding. Also due to rounding, the percents reported in the text may vary slightly from those in the annotation or in graphs.

APPENDIX

Annotated Questionnaire

2012 AARP Northwest Lansing Community Needs Survey

N =1,318 Margin of Error = +/- 2.7 percent

1. How long, in years, have you lived in the Northwest Lansing area?

20%	0 – 10 Years
21%	11 – 20 Years
16%	21 – 30 Years
11%	31 – 40 Years
12%	41 – 50 Years
15%	51 + Years
1%	Other
6%	No Answer

2. Overall, how satisfied are you with the Northwest Lansing area as a place to live?

18%	Extremely Satisfied
44%	Very Satisfied
31%	Somewhat Satisfied
5%	Not Very Satisfied
2%	Not At All Satisfied
1%	Not Sure
<.5%	No Answer

3. Do you agree or disagree with this statement: What I'd really like to do is remain in my local community for as long as possible.

45%	Strongly Agree
29%	Somewhat Agree
13%	Neither Agree Nor Disagree
6%	Somewhat Disagree
5%	Strongly Disagree
2%	Not Sure
<.5%	No Answer

4. In the last 12 months, from June 2011 to today, has anyone in your household provided unpaid care, such as help with personal needs, dressing, getting around inside the home, household chores, meal assistance, managing finances, or companionship, to a relative or friend 18 years or older to help them take care of themselves?

29%	Yes
69%	No
2%	Not Sure
<.5%	No Answer

5. Does your current residence need any major repairs, modifications, or changes to enable you to stay there as you age?
- 40% Yes
 - 47% No
 - 11% Not Sure
 - 1% No Answer

6. Thinking about your needs now and in the future, how important to you is each of the following HEALTH ASSISTANCE SERVICES

	Extremely Important %	Very Important %	Somewhat Important %	Not too Important %	Not at all Important %	No Answer %
A. Referrals for medical/dental treatment	33	29	18	11	7	2
B. Skilled nursing/Nurse Aide services/ Home health care	22	29	25	13	9	2
C. Physical/Occupational therapy	18	29	27	15	9	3
D. Available medical equipment (wheelchair, walker, bed, etc)	19	27	25	15	12	2
E. Nutrition assistance (diet guidance, i.e diabetic diet)	15	23	26	19	14	3
F. Prescription delivery	18	23	24	21	12	2
G. Health buddy/Health advocate	13	20	25	24	14	4
H. Help accessing emergency services such as food assistance, utilities, health, clothing, prescriptions	21	20	26	19	12	2
I. Filling out health or insurance forms	15	20	24	24	15	3

7. Thinking about your needs now and in the future, how important to you is each of the following DAILY LIVING SERVICES?

	Extremely Important <u>%</u>	Very Important <u>%</u>	Somewhat Important <u>%</u>	Not too Important <u>%</u>	Not at all Important <u>%</u>	No Answer <u>%</u>
A. Meal preparation assistance	11	16	24	27	20	2
B. Meal delivery	10	14	22	28	24	3
C. Laundry/ Dry cleaning assistance	10	16	23	27	21	2
D. Phone buddy to help with isolation	9	14	20	29	26	3
E. Pet care assistance	10	12	16	21	39	3
F. Technology assistance	11	17	25	24	21	2

8. Thinking about your needs now and in the future, how important to you is each of the following HOME MAINTENANCE SERVICES?

	Extremely Important <u>%</u>	Very Important <u>%</u>	Somewhat Important <u>%</u>	Not too Important <u>%</u>	Not at all Important <u>%</u>	No Answer <u>%</u>
House cleaning	16	23	29	20	11	2
General handyman	18	26	28	15	10	2
Professional services (plumber, electrician, etc)	21	31	27	11	9	2
Yard or tree maintenance/Lawn mowing	17	26	27	17	11	2
Snow removal	22	28	23	15	11	2
Trash removal	18	26	22	18	14	2
De-cluttering assistance	10	16	25	26	21	2

9. Thinking about your needs now and in the future, how important to you is each of the following kinds of PERSONAL FINANCIAL ASSISTANCE SERVICES?

	Extremely Important %	Very Important %	Somewhat Important %	Not too Important %	Not at all Important %	No Answer %
A. Bill paying assistance	12	18	21	25	22	2
B. Checkbook balance assistance	7	12	19	31	29	3
C. Insurance (health, property, life, long term care)	22	22	23	16	16	2
D. Legal advice and representation (wills, power of attorney)	19	26	25	14	15	2
E. Tax preparation	16	28	23	17	15	2
F. Medicare and Medicare Part D information	25	25	23	13	13	2
G. Preparing for retirement	18	19	20	17	24	3
H. Maintaining finances in retirement	21	24	22	14	17	2
I. Medicaid information	21	26	21	14	17	2

10. Thinking about your needs now and in the future, how important to you is each of the following COMMUNITY SERVICES?

	Extremely Important %	Very Important %	Somewhat Important %	Not too Important %	Not at all Important %	No Answer %
A. Hairdressing and other personal care	8	18	28	25	19	2
B. Religious services	16	20	21	20	21	2
C. Public transportation	16	23	24	20	15	3
D. Shopping opportunities (groceries, toiletries, etc.)	20	31	23	14	11	2
E. Entertainment opportunities (movie theater, playhouse, etc.)	10	17	28	25	19	2
F. Recreational opportunities (parks, walking trails, community centers)	15	25	28	17	14	2

11. Thinking about your needs now and in the future, how important to you is each of the following ORGANIZED PHYSICAL ACTIVITY OPPORTUNITIES?

	Extremely Important %	Very Important %	Somewhat Important %	Not too Important %	Not at all Important %	No Answer %
A. Scheduled exercise programs	11	21	29	21	17	2
B. Walking groups	10	19	24	26	20	2
C. Running groups	5	6	15	32	40	3
D. Bicycling groups/trips	5	11	20	28	33	3
E. Swimming	8	13	25	25	27	3
F. Dance classes	5	7	19	28	38	3
G. Yoga/Meditation/Tai Chi	6	10	19	26	36	3
H. Fitness center programs	10	18	25	21	24	3
I. Gardening	10	18	25	22	23	2

12. Thinking about your needs now and in the future, how important to you is each of the following ORGANIZED SOCIAL ACTIVITY OPPORTUNITIES?

	Extremely Important %	Very Important %	Somewhat Important %	Not too Important %	Not at all Important %	No Answer %
A. Coffee/Tea parties	3	7	20	33	35	3
B. Discussion groups	4	10	25	30	28	2
C. Hobbies/crafts	8	16	30	23	21	2
D. Traditional games (Bridge, Chess, etc)	4	10	21	31	32	2
E. Book clubs	5	9	24	29	30	3
F. Entertainment trips to museums, concerts, movies, etc.	9	18	30	19	22	2
G. Dinner groups	6	12	27	26	26	2
H. Volunteer opportunities	10	18	31	19	20	2

13. Thinking about your needs now and in the future, how important to you is each of the following CONTINUING EDUCATION OPPORTUNITIES?

	Extremely Important <u>%</u>	Very Important <u>%</u>	Somewhat Important <u>%</u>	Not too Important <u>%</u>	Not at all Important <u>%</u>	No Answer <u>%</u>
A. How-To classes (computer, cooking, bridge, etc)	11	17	30	20	20	2
B. Investment clubs	5	10	22	31	31	2
C. Talks by local celebrities, politicians, or community leaders	4	11	25	28	30	2
D. Consumer information	9	22	34	18	16	2
E. Health and wellness information	17	25	31	13	12	2
F. Information about Lansing Community College continuing education opportunities	7	13	27	25	25	2

**14. Thinking about the eight types of services and opportunities in this survey that would serve your needs now and in the future, write the number 1 next to the type of service or opportunity that is the 1st most important type of service to you from the list. Write the number 2 next to the type of service or opportunity that is 2nd most important to you. Write the number 3 next to the 3rd most important type of service or opportunity. Continue ranking the types of services and opportunities until you write the number 8 next to the type of service or opportunity that is least important to you. Rank Each Item 1=most important through 8= least important
Use Each Number Only One Time.**

Rank	Home maintenance services <u>%</u>	Personal financial assistance services <u>%</u>	Daily living services <u>%</u>	Continuing education opportunities <u>%</u>	Organized social activity opportunities <u>%</u>	Community services <u>%</u>	Organized physical activity opportunities <u>%</u>	Health assistance services <u>%</u>	No Answer <u>%</u>
1	34	10	17	5	4	7	7	27	11
2	18	11	17	6	6	9	10	20	15
3	14	12	17	7	7	12	10	15	15
4	7	12	11	7	8	15	12	8	22
5	5	9	7	10	12	15	15	9	21
6	4	9	9	11	16	16	13	5	21
7	4	12	5	12	20	11	12	4	22
8	8	18	9	34	18	9	13	6	15

15. In the last twelve months, from June 2011 to today, did you use any of the following community services?

	Yes %	No %	Not Sure %	No Answer %
Dial a Ride	3	95	1	1
Meals on Wheels	2	96	1	1
Public transportation	18	81	1	1
Volunteer driver transportation	5	93	1	1
A medical transportation service	7	90	1	1
Reserve-on-demand bus senior service	3	95	1	1

16. Do you live in the Northwest Lansing area for any of the following reasons?

	Yes %	No %	Not Sure %	No Answer %
A. I am connected to my faith community or other group	18	75	3	5
B. I am near my family	47	49	1	3
C. I am near my friends	46	49	2	4
D. Nearby medical care facilities	43	52	2	4
E. Social/Cultural/Community opportunities	23	66	6	5
F. Community programs and support	18	72	6	5
G. Safety in the neighborhood	50	42	5	3
H. Available school options	18	73	5	5
I. I am near my place of employment	30	62	3	5
J. I can't afford to move	42	50	5	4

17. Time bank or volunteer service exchanges allow neighbors to use their time and talents to help others and, in exchange, receive help when they need it. When a member performs a task for someone, the member earns credit hours that may be banked for use at a later date, donated to another person or contributed to the community bank. For example, if Regina spends two hours driving Doris to a doctor's appointment, Regina has earned two hours in the time bank. Regina can exchange her time bank hours for two hours of handyman assistance from another volunteer. How interested would you be in participating in a time bank to provide necessary services to your community?

- 15% Extremely Interested
- 13% Very Interested
- 32% Somewhat Interested
- 15% Not Very Interested
- 16% Not At All Interested
- 9% Not Sure
- 1% No Answer

18. A "village" is a community-based, organized, non-profit, member organization dedicated to doing what is needed for people to stay in their own homes independently. For a reasonable fee, a village gives members access to volunteer services, social and educational activities, health and wellness programs, trustworthy businesses for outside services, medical services, and transportation to help members stay in their home. How interested would you be in joining a village in the Northwest Lansing area?

- 8% **Extremely Interested**
- 10% **Very Interested**
- 30% **Somewhat Interested**
- 19% **Not Very Interested**
- 22% **Not At All Interested**
- 11% **Not Sure**
- 1% **No Answer**

19. How willing would you be to pay a reasonable annual fee based on income for access to village services?

- 5% **Extremely Interested**
- 11% **Very Interested**
- 27% **Somewhat Interested**
- 16% **Not Very Interested**
- 26% **Not At All Interested**
- 14% **Not Sure**
- 1% **No Answer**

About You: The following questions are for classification purposes only and will be kept entirely confidential.

D1. Are you male or female?

- 48% **Male**
- 52% **Female**

D2. What is your age as of your last birthday?

- 56% **45-59 year old**
- 31% **60-74 years old**
- 13% **75+ years old**

D3. In general, how would you describe your health?

- 13% **Excellent**
- 33% **Very good**
- 35% **Good**
- 14% **Fair**
- 6% **Poor**
- <.5% **No Answer**

D4. In general, how often do you go online to use the internet for personal use?

30% **Several times a day**
16% **About once a day**
9% **3-5 days a week**
7% **1-2 days a week**
5% **Once every few weeks**
5% **Once a month or less**
28% **NEVER GO ONLINE**
<.5% **No Answer**

D5. Do you own or rent your current residence?

81% **Own**
17% **Rent**
2% **No Answer**

D6. Are you currently a member of AARP?

51% **Yes**
45% **No**
3% **Not Sure**
<.5% **No Answer**

D7. Does any disability, handicap or chronic disease keep you from participating fully in work, school, household, or other activities?

33% **Yes**
62% **No**
5% **Not Sure**
<.5% **No Answer**

D8. What type of home do you live in?

81% **Single family house**
3% **Two family house**
2% **Townhouse, row house, or duplex**
6% **Apartment, condominium, or co-op**
1% **Senior living apartment or condominium**
5% **Mobile home**
<.5% **Assisted living residence**
3% **No Answer**

D9. In general, when you need to get somewhere do you use the following types of transportation?

	Yes %	No %	Not Sure %	No Answer %
A. Drive myself	84	10	1	5
B. Get a ride with family or friends	40	39	1	21
C. Walk	39	40	1	20
D. Ride a bike	19	57	1	23
E. Take a taxi	7	67	1	25
F. Use public transportation	18	58	1	23
G. Take community vans for seniors or people with disabilities	4	71	1	24
H. Use private driver	5	69	1	25
I. Other	13			87

D10. Besides yourself, do any of the following people live in your household?

	Yes %	No %	No Answer %
A. Spouse/partner	45	47	8
B. Child/children under age of 18	9	73	18
C. Child/children age 18 or older	16	68	15
D. Grandchildren under age of 18	4	78	18
E. Grandchildren over age of 18	2	80	18
F. Parent or parent-in-law	2	79	19
G. Relative other than child or grandchild	4	78	18
H. Someone not related to you or your spouse/partner	4	79	17

D11. What is your current marital status?

- 38% **Married**
- 7% **Not married, living with partner**
- 2% **Separated**
- 24% **Divorced**
- 13% **Widowed**
- 14% **Never married**
- 2% **No Answer**

D12. What is the highest level of education that you completed?

- 10% **0-12th grade (no diploma)**
- 26% **High school graduate (or equivalent)**
- 19% **Post-high school education (no degree)**
- 13% **2-year college degree**
- 12% **4-year college degree**
- 6% **Post-graduate study (no degree)**
- 13% **Graduate or professional degree**
- 2% **No Answer**

D13. Which of the following best describes your current employment status?

- 4% **Self-employed, part-time**
- 2% **Self-employed, full-time**
- 9% **Employed, part-time**
- 29% **Employed, full-time**
- 41% **Retired, not working at all**
- 9% **Not in labor force for other reasons**
- 4% **Unemployed, but looking for work**
- 3% **No Answer**

D14. Are you of Hispanic, Spanish, or Latino origin or descent?

- 7% **Yes**
- 90% **No**
- 4% **No Answer**

D15. What is your race?

- 76% **White or Caucasian**
- 16% **Black or African American**
- 1% **American Indian or Alaska Native**
- <.5% **Asian**
- 0% **Native Hawaiian or other Pacific Islander**
- 4% **Other**
- 4% **No Answer**

D16. What was your annual household income before taxes in 2011?

11%	Less than \$10,000
16%	\$10,000 to less than \$20,000
15%	\$20,000 to less than \$30,000
14%	\$30,000 to less than \$40,000
9%	\$40,000 to less than \$50,000
7%	\$50,000 to less than \$60,000
8%	\$60,000 to less than \$75,000
6%	\$75,000 to less than \$100,000
5%	\$100,000 to less than \$150,000
1%	\$150,000 to less than \$200,000
1%	\$200,000 or more
8%	No answer