

*The Maricopa Association of
Governments
2012 Senior Survey
Findings*

Presented by
ETC Institute

March 6, 2012



Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Conclusions**
- **Questions**

Purpose

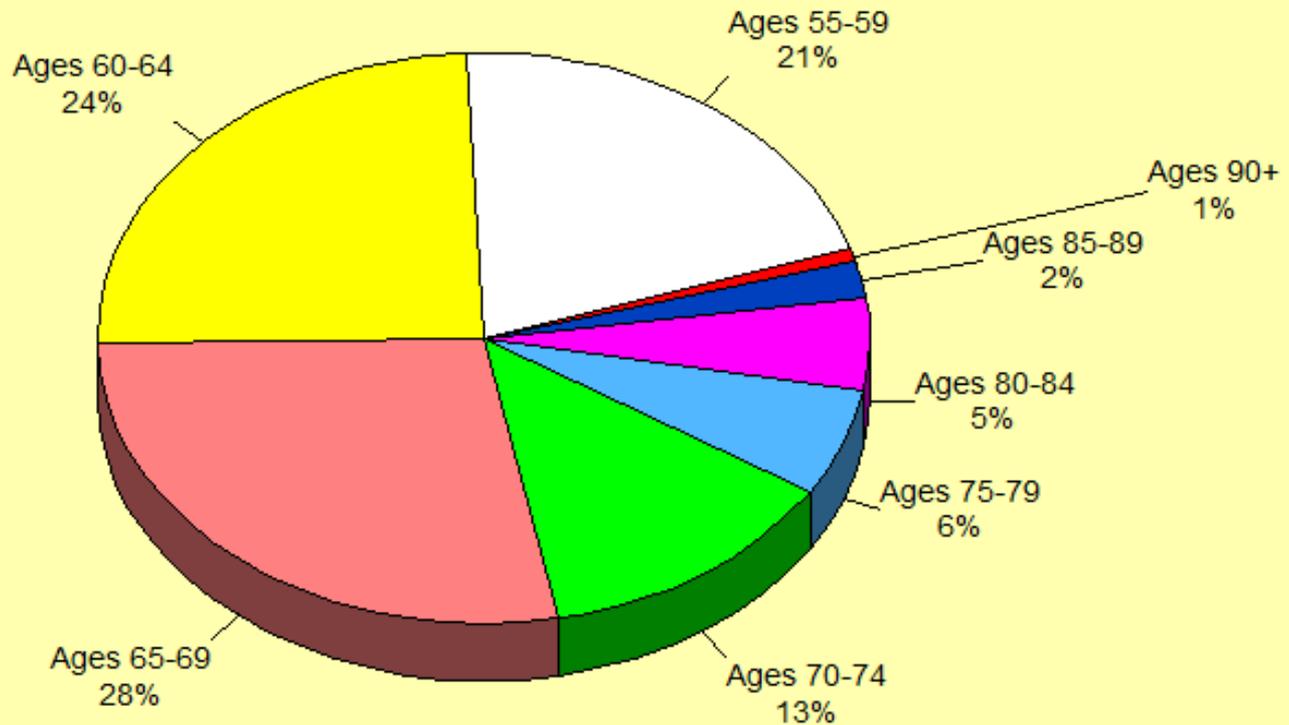
- to measure overall satisfaction and concerns with quality of life and services issues impacting adults 55 years and older in Maricopa County
- To understand participation and usage of current and future services
- to understand priorities for current and future services
- To understand financial tax support for potential services

Methodology

- **Method of Administration:**
 - by mail and phone to a randomly selected sample of respondents 55 years of age and older
 - sample was stratified to ensure the completion of at least 200 surveys in each of 5 age categories
 - each survey took approximately 15 minutes to complete
- **Sample size:**
 - 1,034 completed surveys
- **Confidence level: 95%**
- **Margin of error: +/- 3.1% overall**

Q21. Age of Respondent

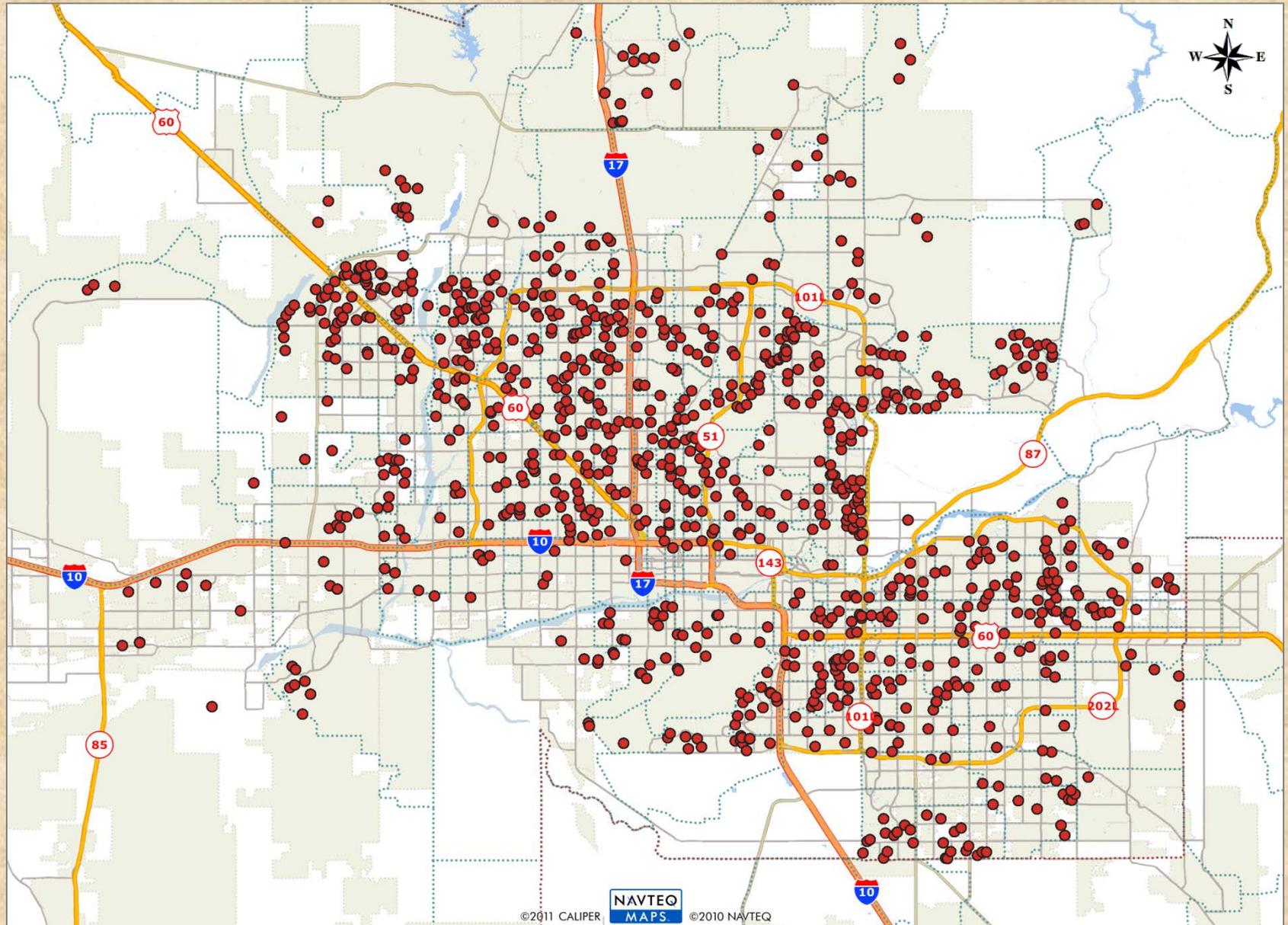
by percentage of respondents



Source: ETC Institute (2012)

Good Representation By Age

Location of Survey Respondents - Metro Area



2012 Maricopa County Senior Survey

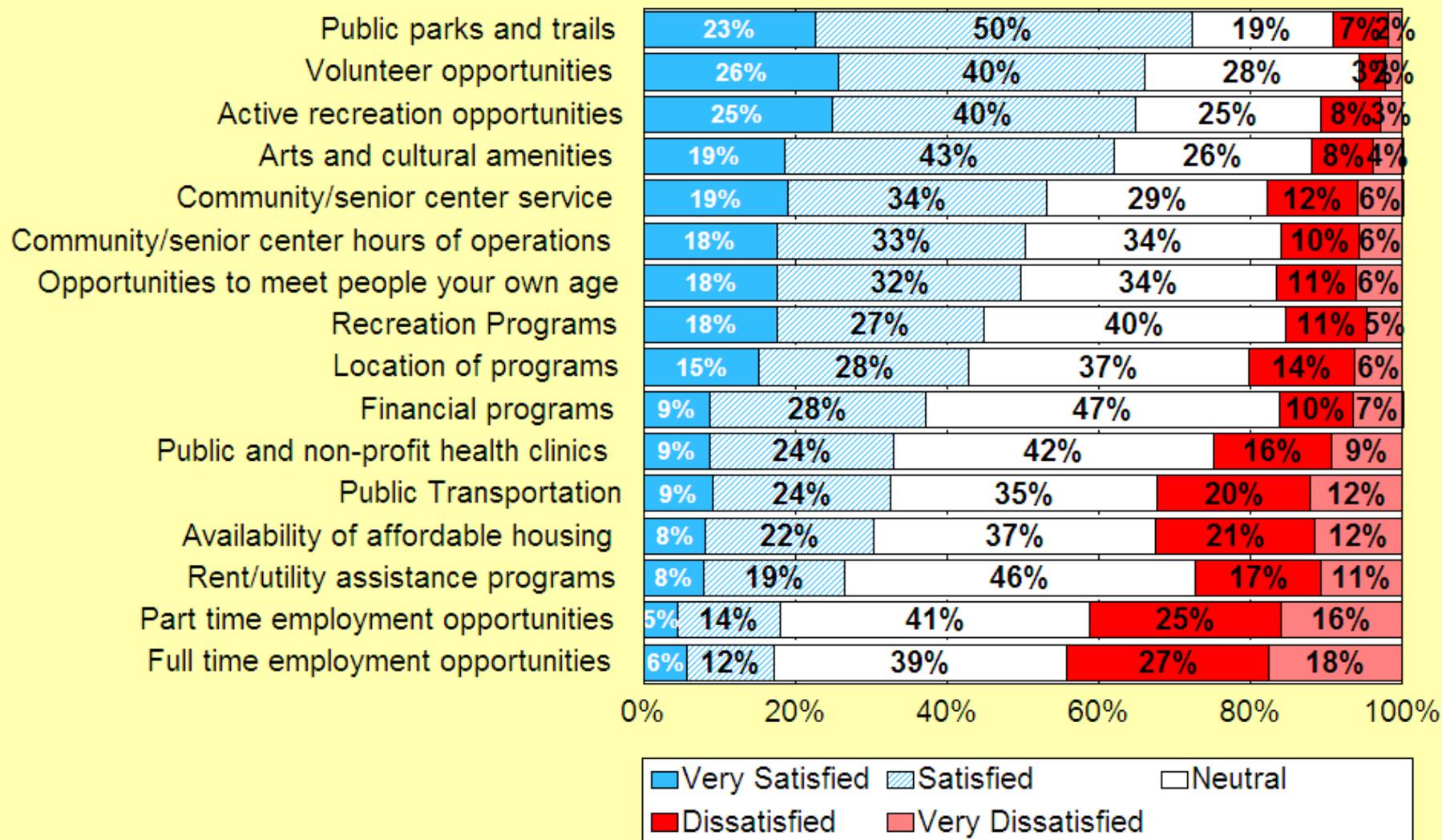
Bottom Line Up Front

- While satisfaction is high for some services opportunities exist to increase satisfaction**
- Health care issues are a major concern for citizens 55 years of age and older**
- Increasing knowledge of services is important**
- Usage of public transportation and Dial-A-Ride are anticipated to increase in the next 10 years**
- Developing a larger regional public transit system is an important vision to citizens 55 years of age and older**

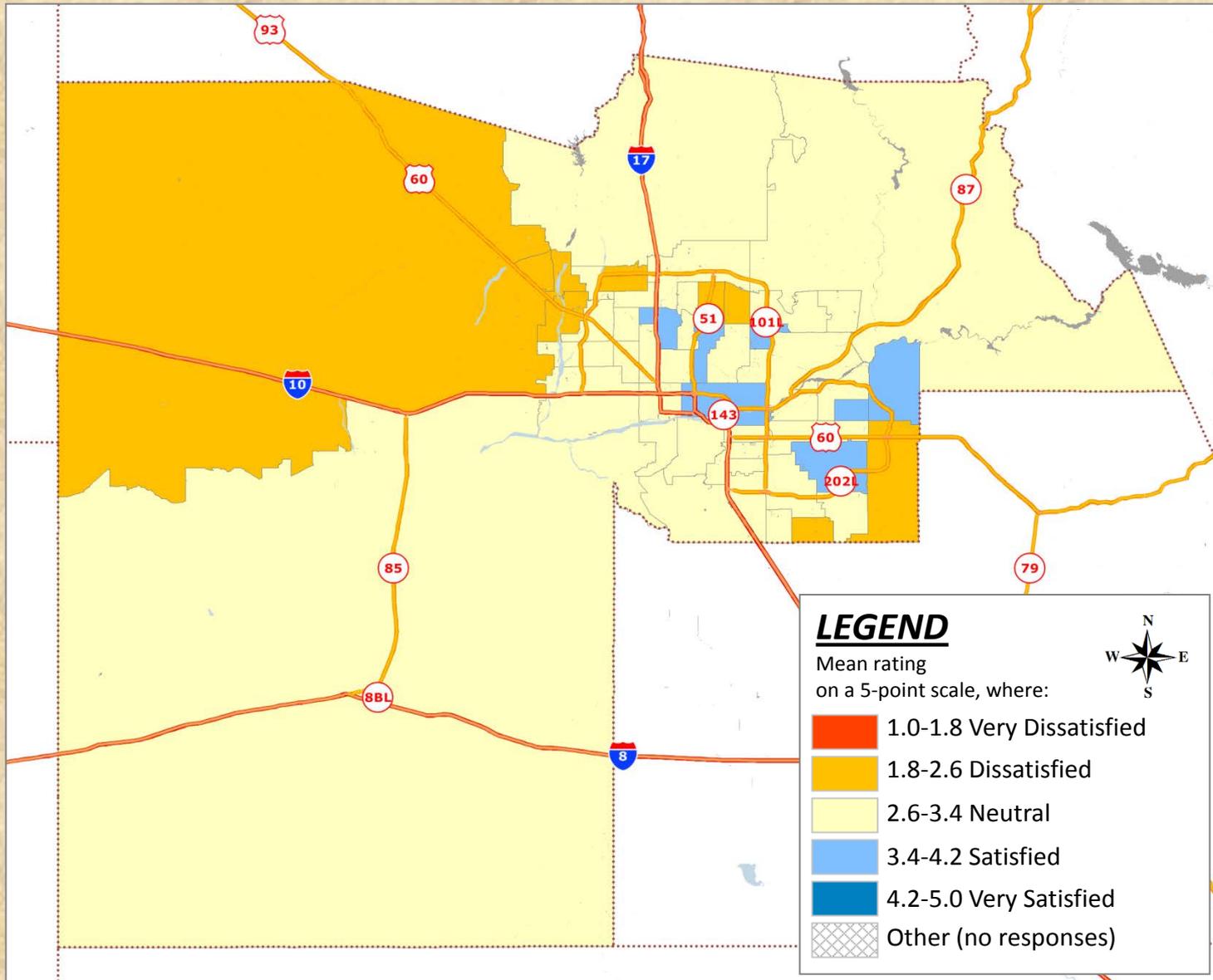
Survey Responses

Q1. Overall Satisfaction With Services and Activities Available to Adults Age 55+ in Maricopa County

by percentage of respondents



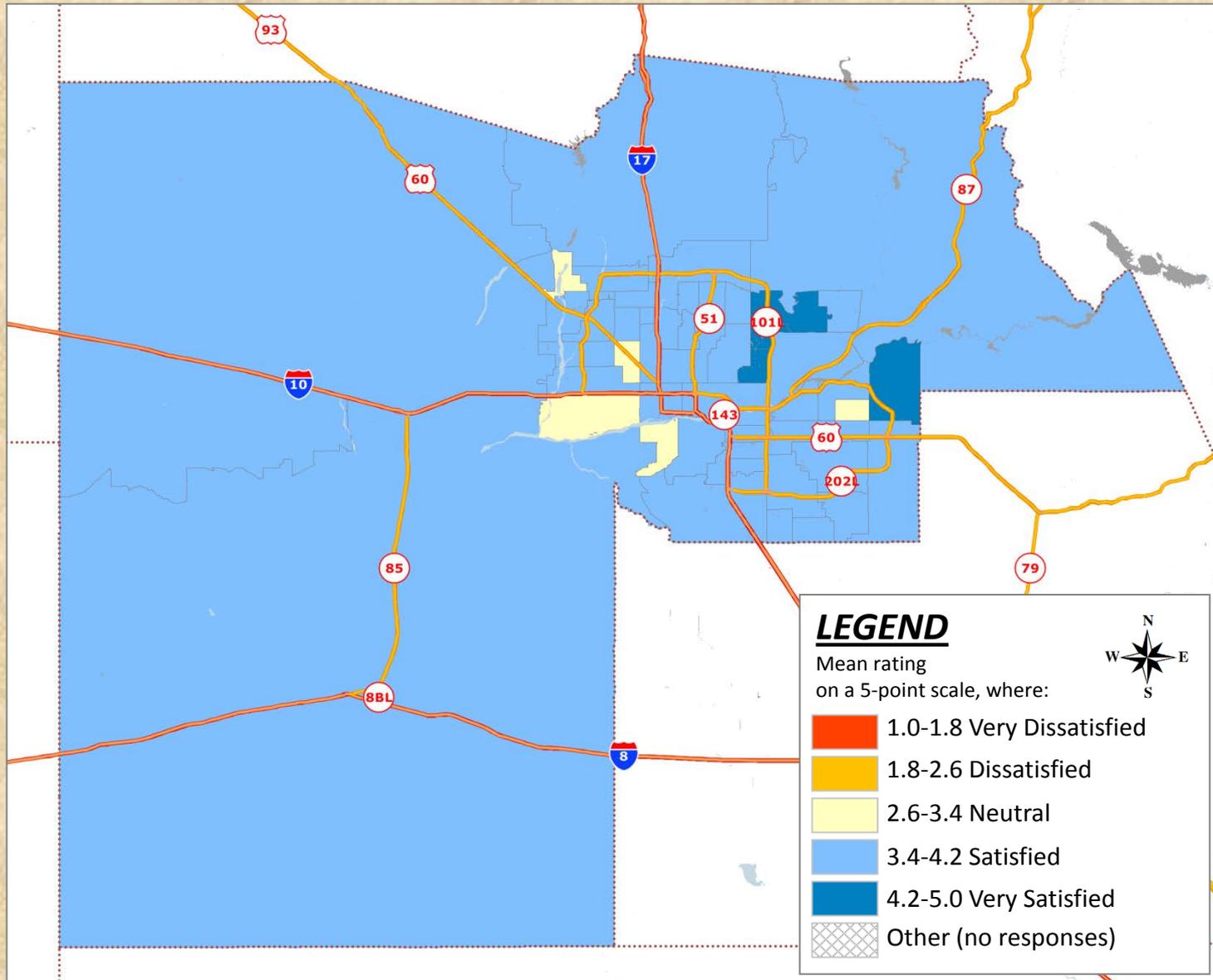
Q1A Public transportation



2012 Maricopa County Senior Survey

Shading reflects the mean rating for all respondents by ZIP (merged as needed)

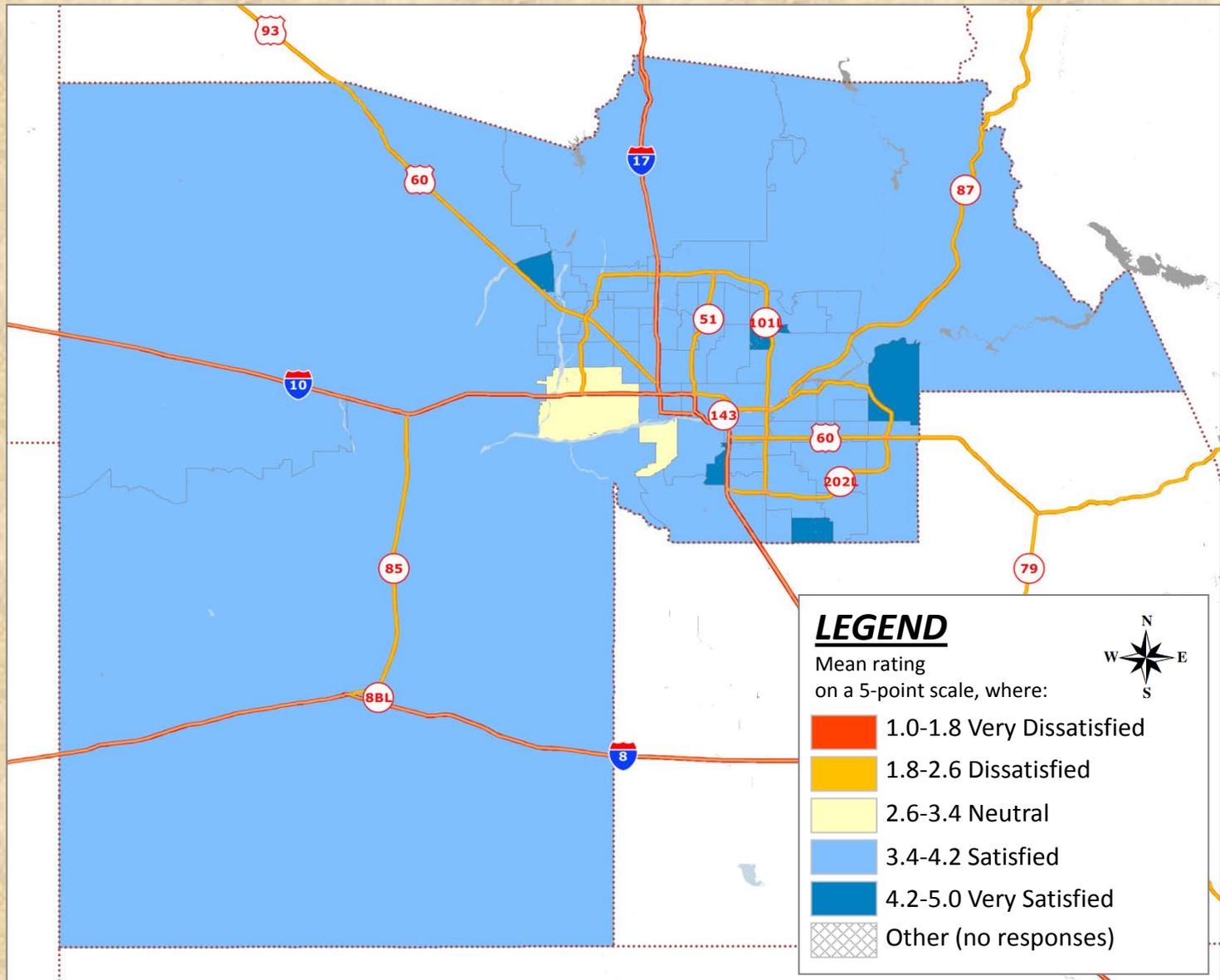
Q1B Public parks and trails



2012 Maricopa County Senior Survey

Shading reflects the mean rating for all respondents by ZIP (merged as needed)

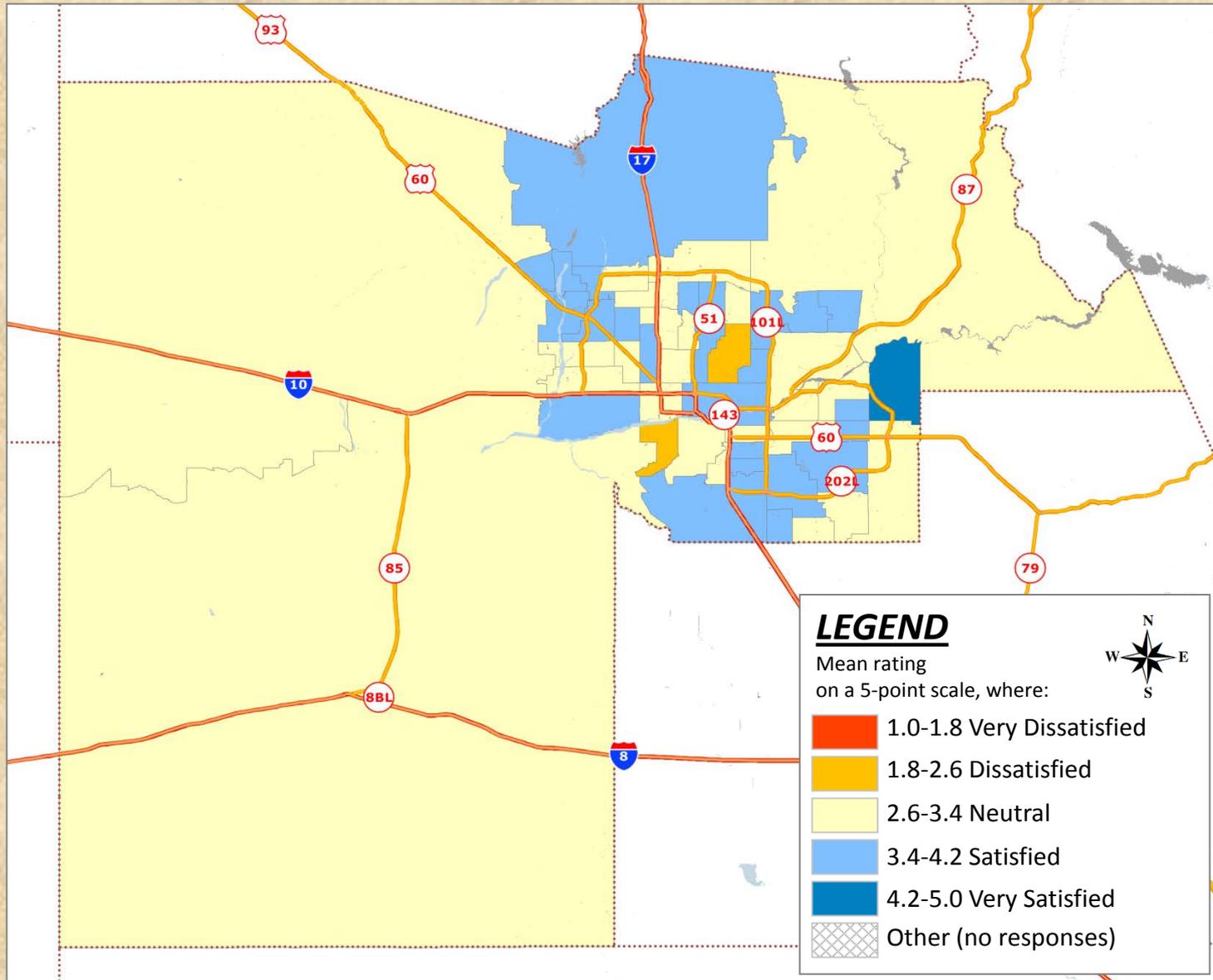
Q1J Volunteer opportunities



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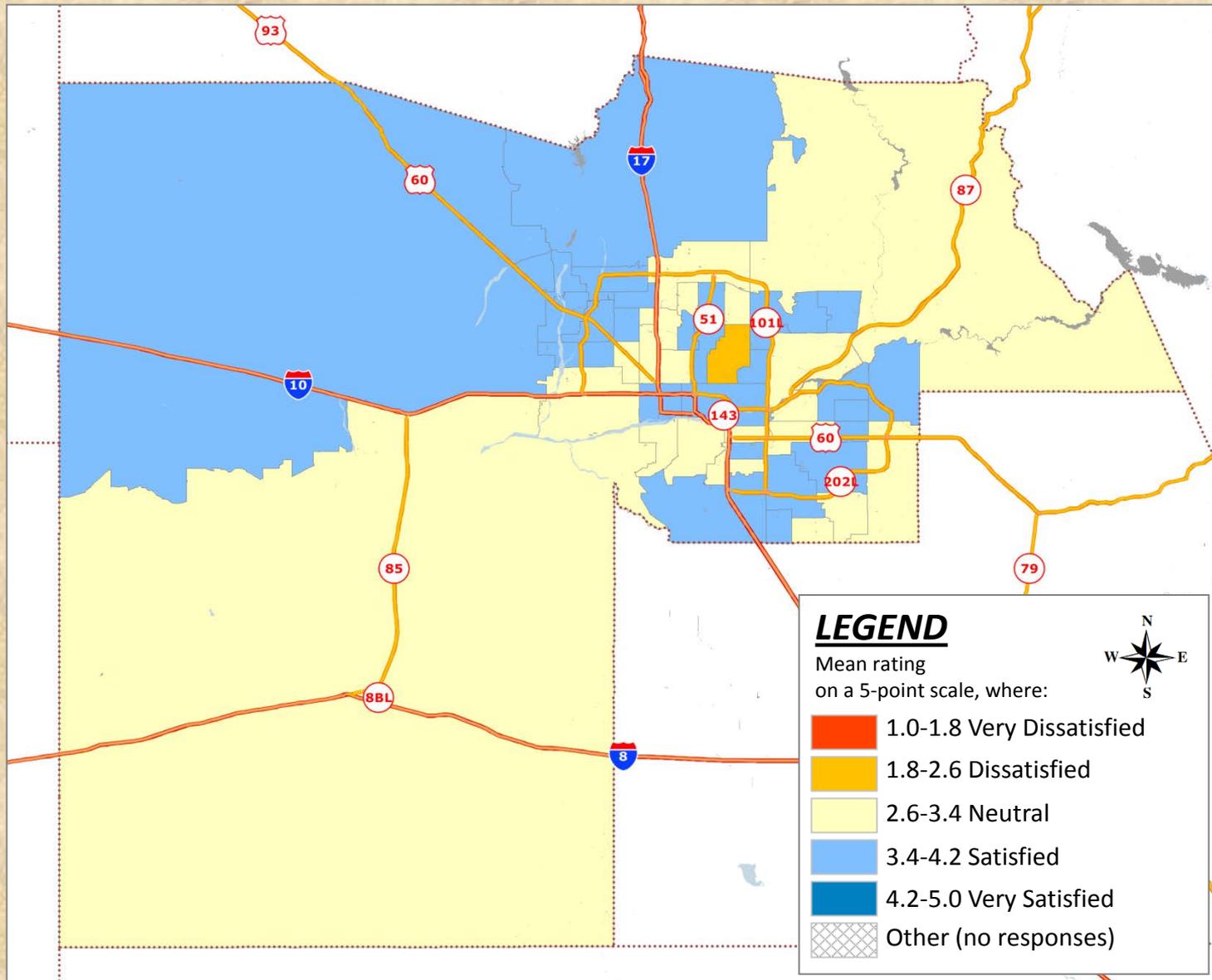
Q1N Community/senior center services



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Shading reflects the mean rating for all respondents by ZIP (merged as needed)

Q10 Community/senior center hours of operation

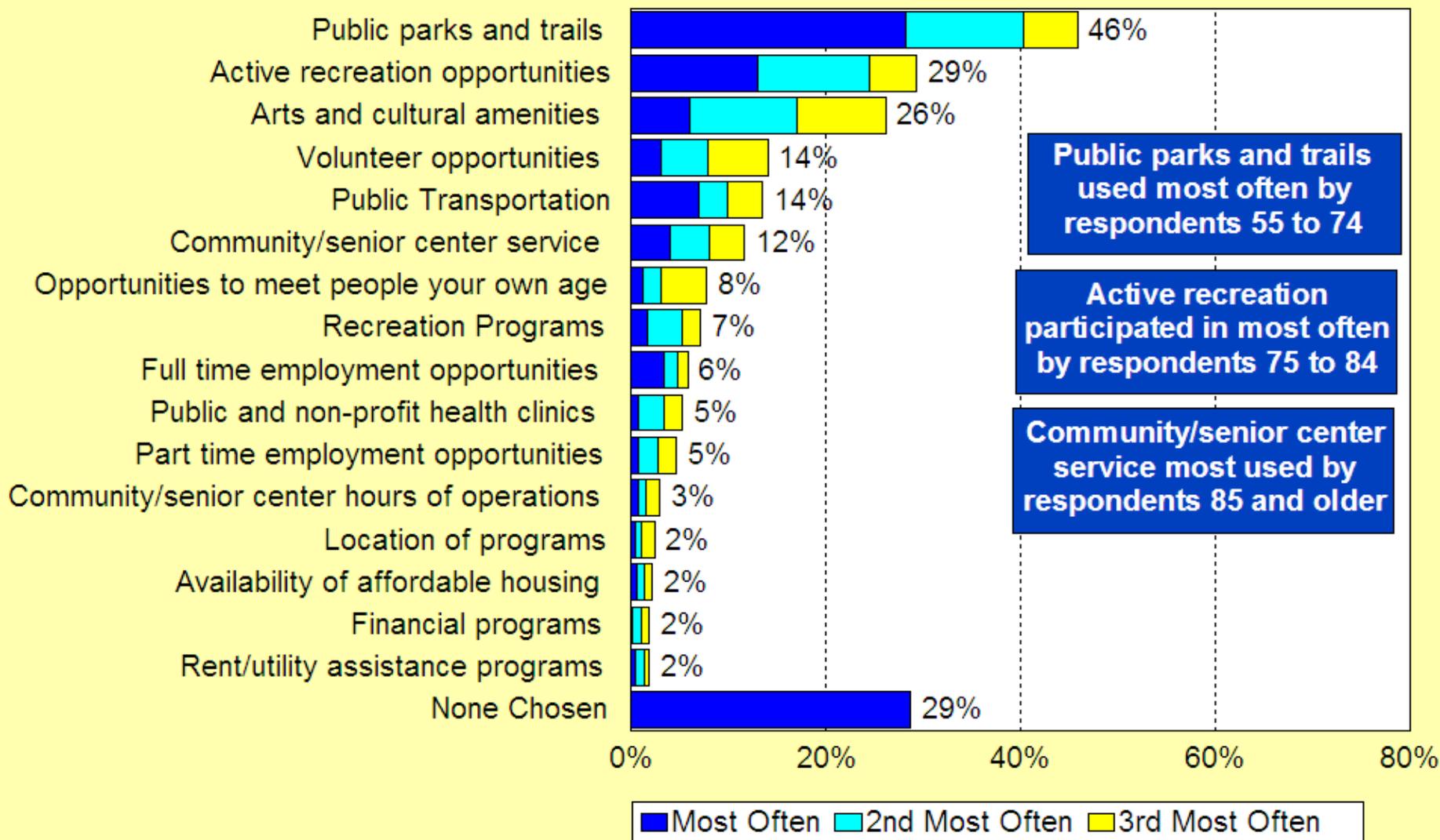


2012 Maricopa County Senior Survey

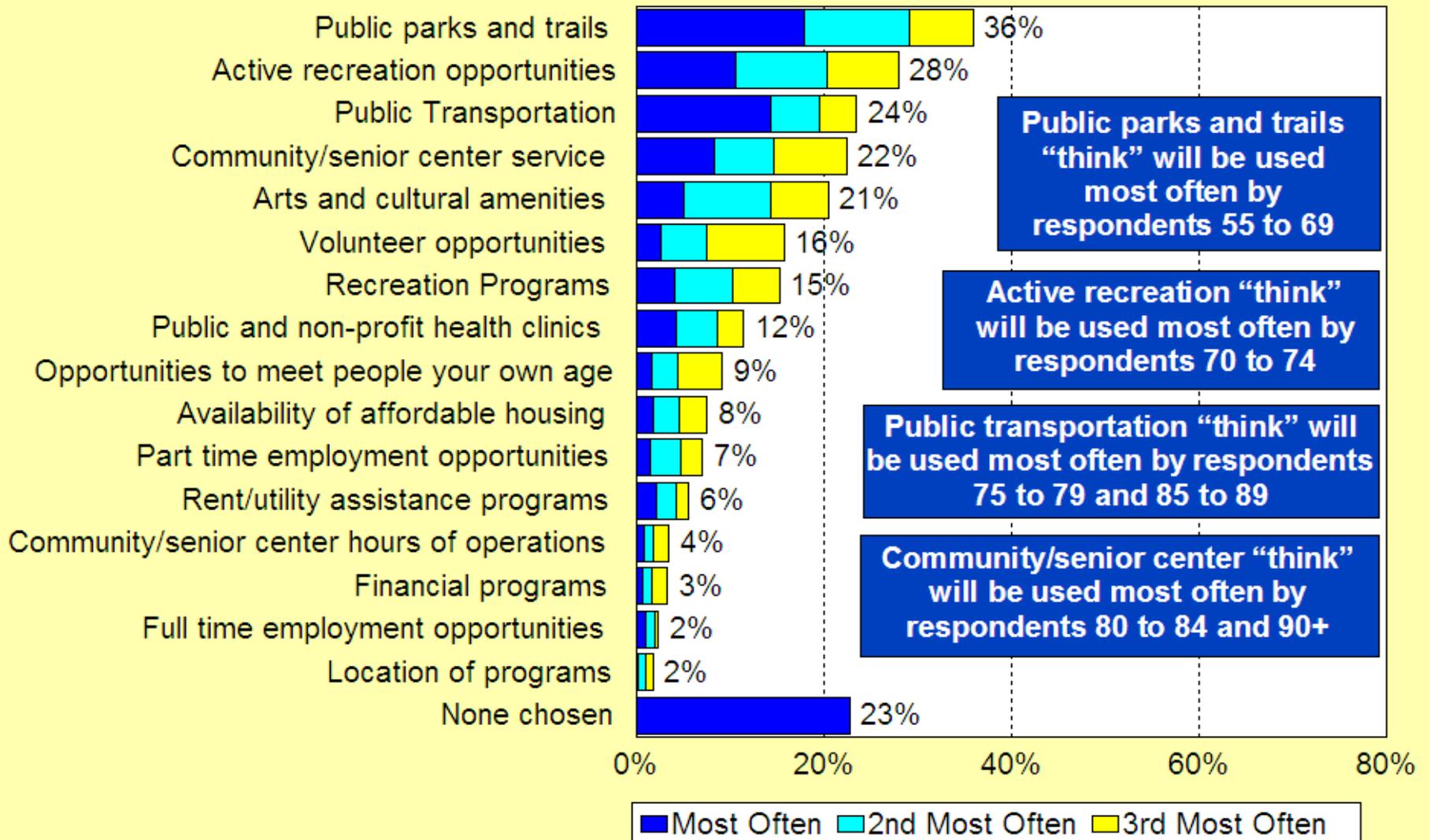
Shading reflects the mean rating for all respondents by ZIP (merged as needed)

Q2. Items Respondent Household Members Ages 55+ Currently Use or Participate In the Most Often

by percentage of respondents who selected the item as one of their top three choices



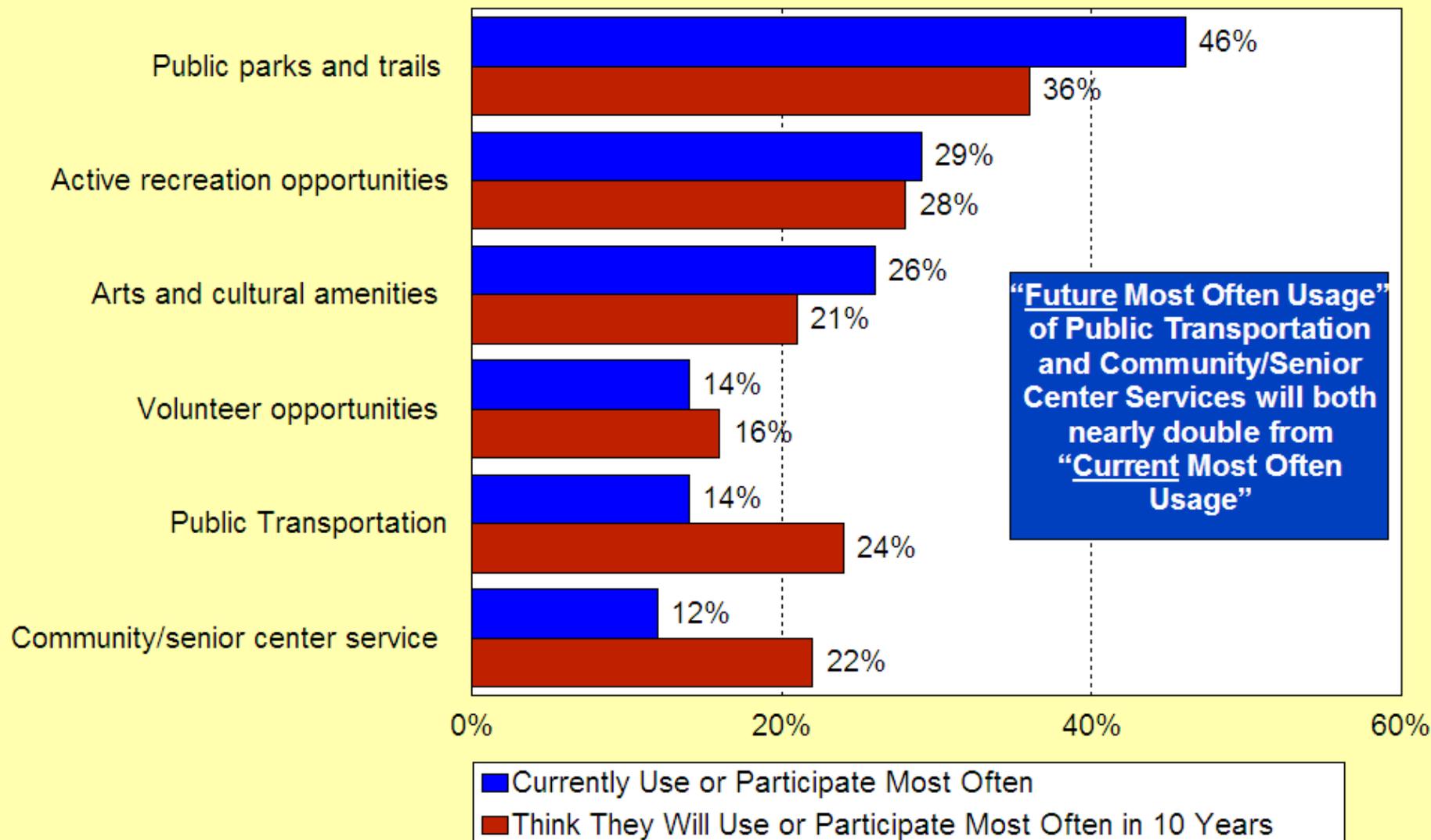
Q3. Services and Activities Respondent Household Members Age 55+ Think They Will Use or Participate In the Most Often in 10 Years



Q2. Items Respondent Household Members Ages 55+ Currently Use or Participate In the Most Often

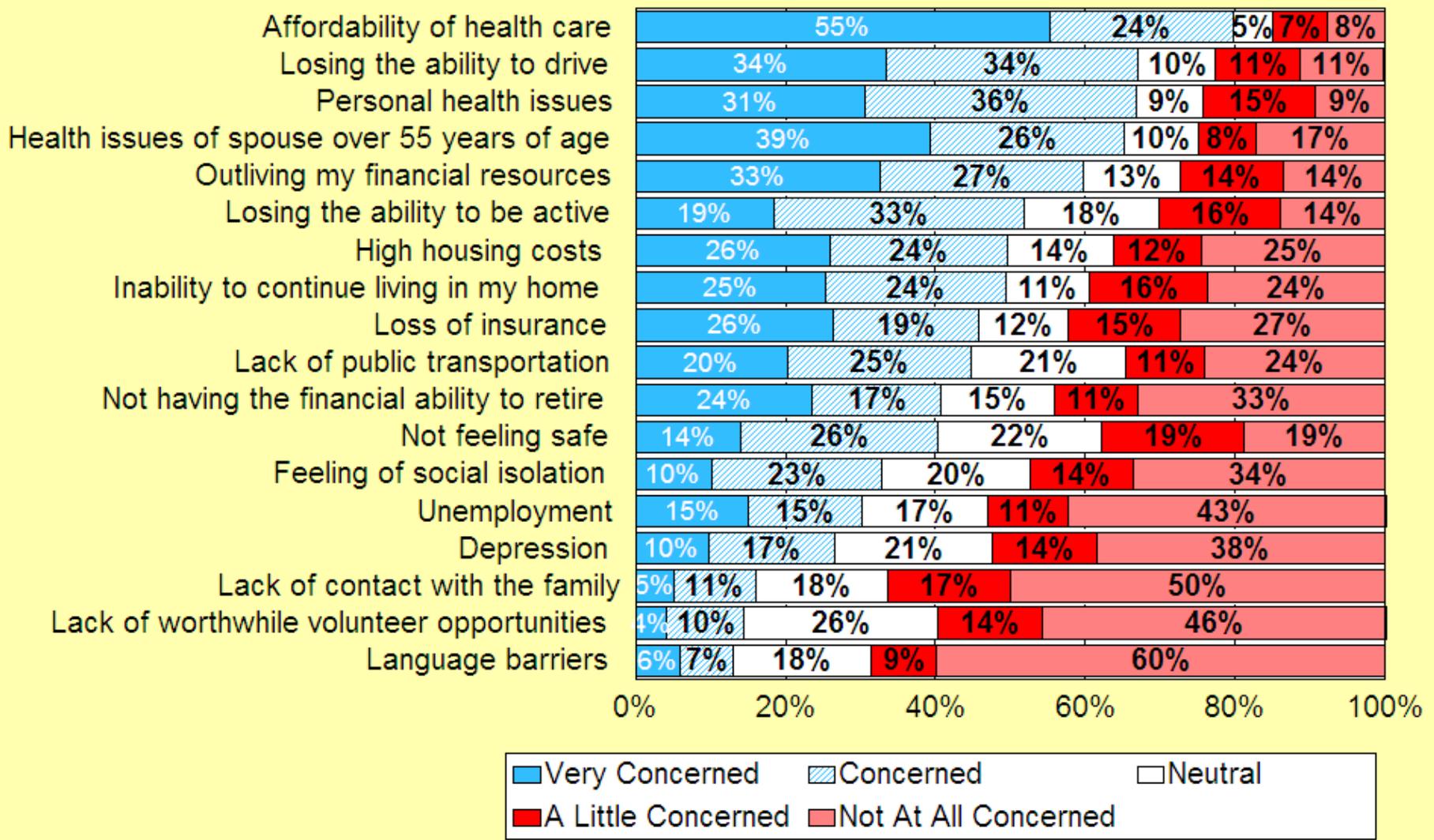
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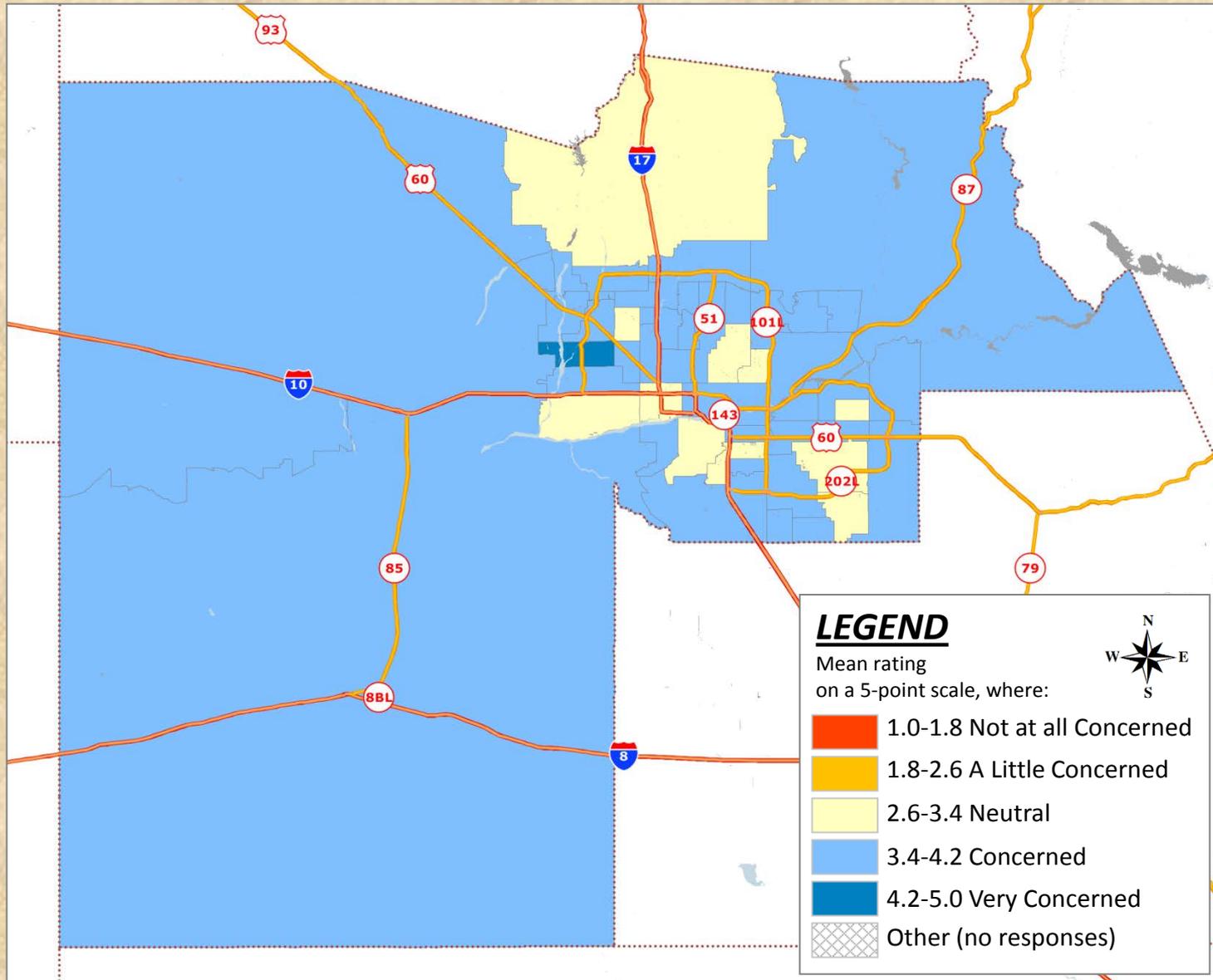


Q4. How Concerned Respondents Are With Various Issues For Themselves and Members of Their Household Who Are Age 55+

by percentage of respondents



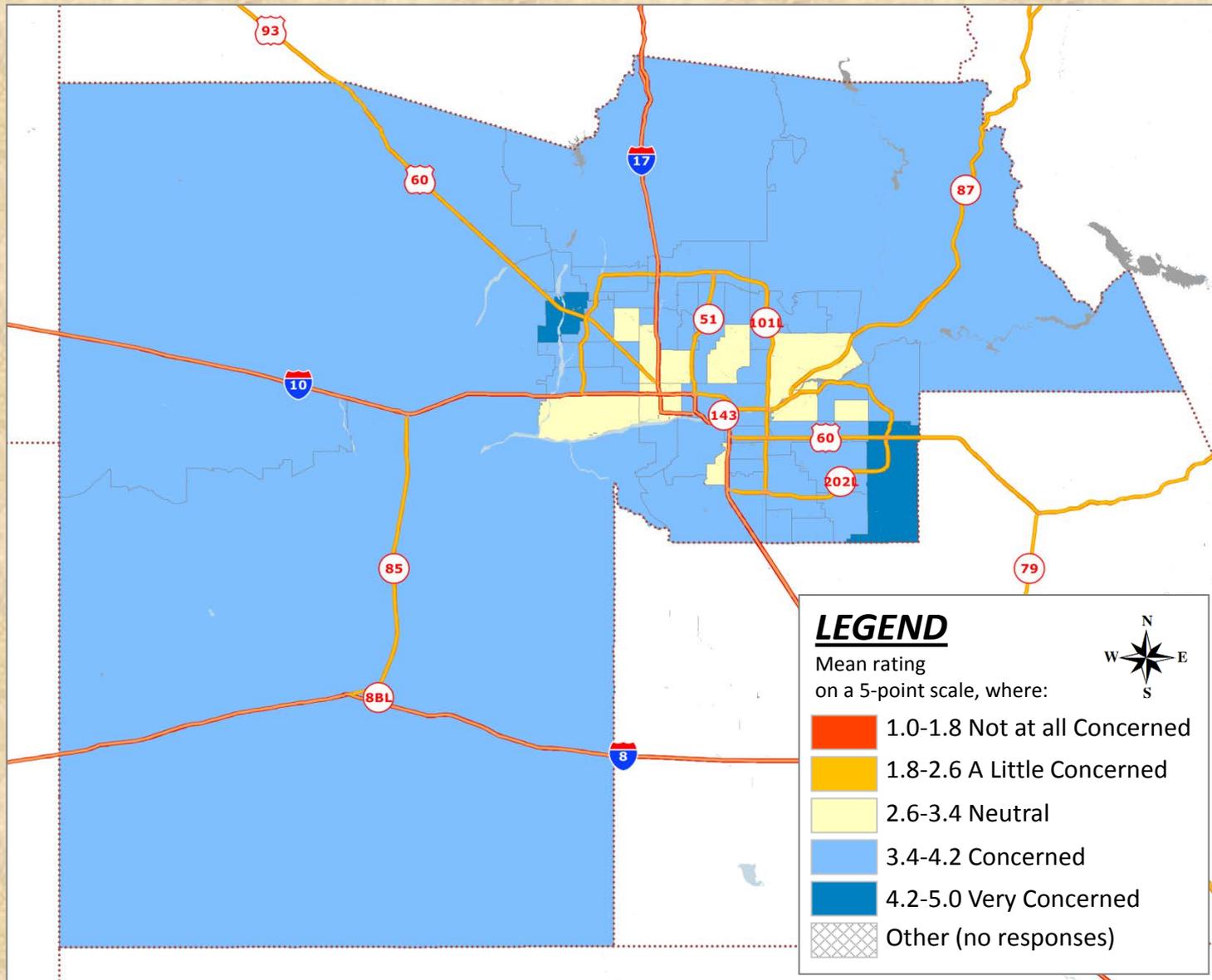
Q4B Personal health issues



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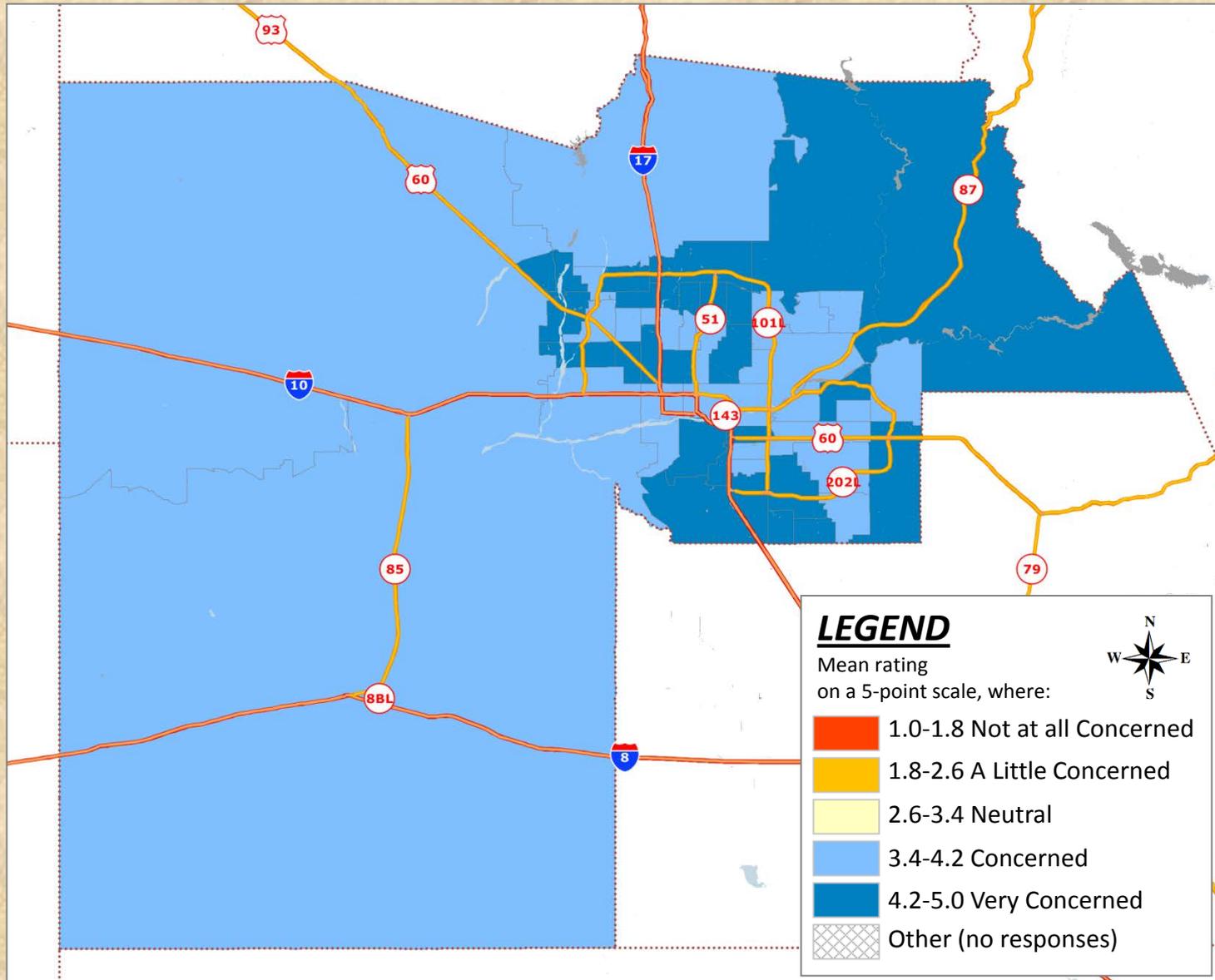
Q4D Losing the ability to drive



2012 Maricopa County Senior Survey

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Q4H Affordability of health care

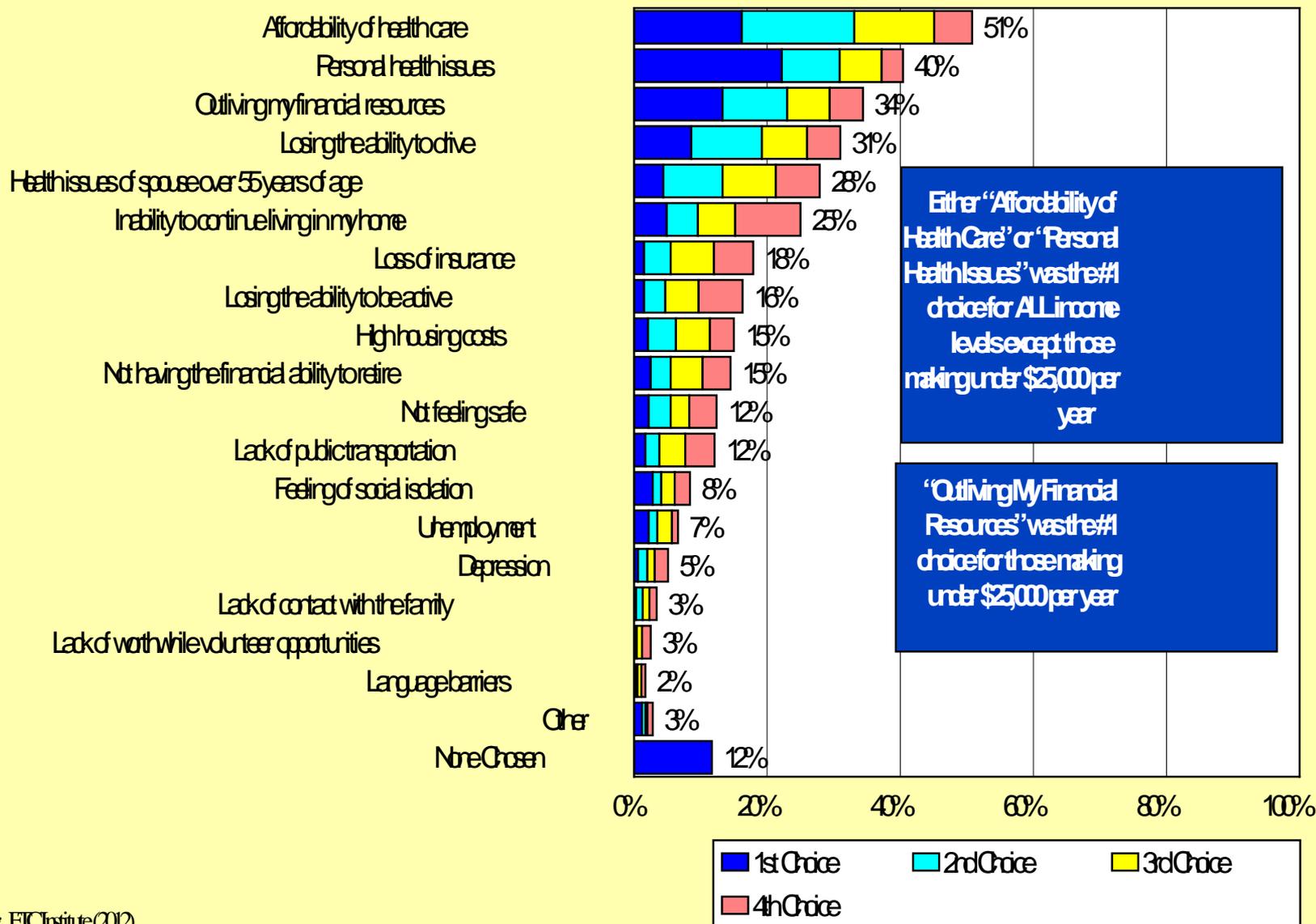


2012 Maricopa County Senior Survey

Shading reflects the mean rating for all respondents by ZIP (merged as needed)

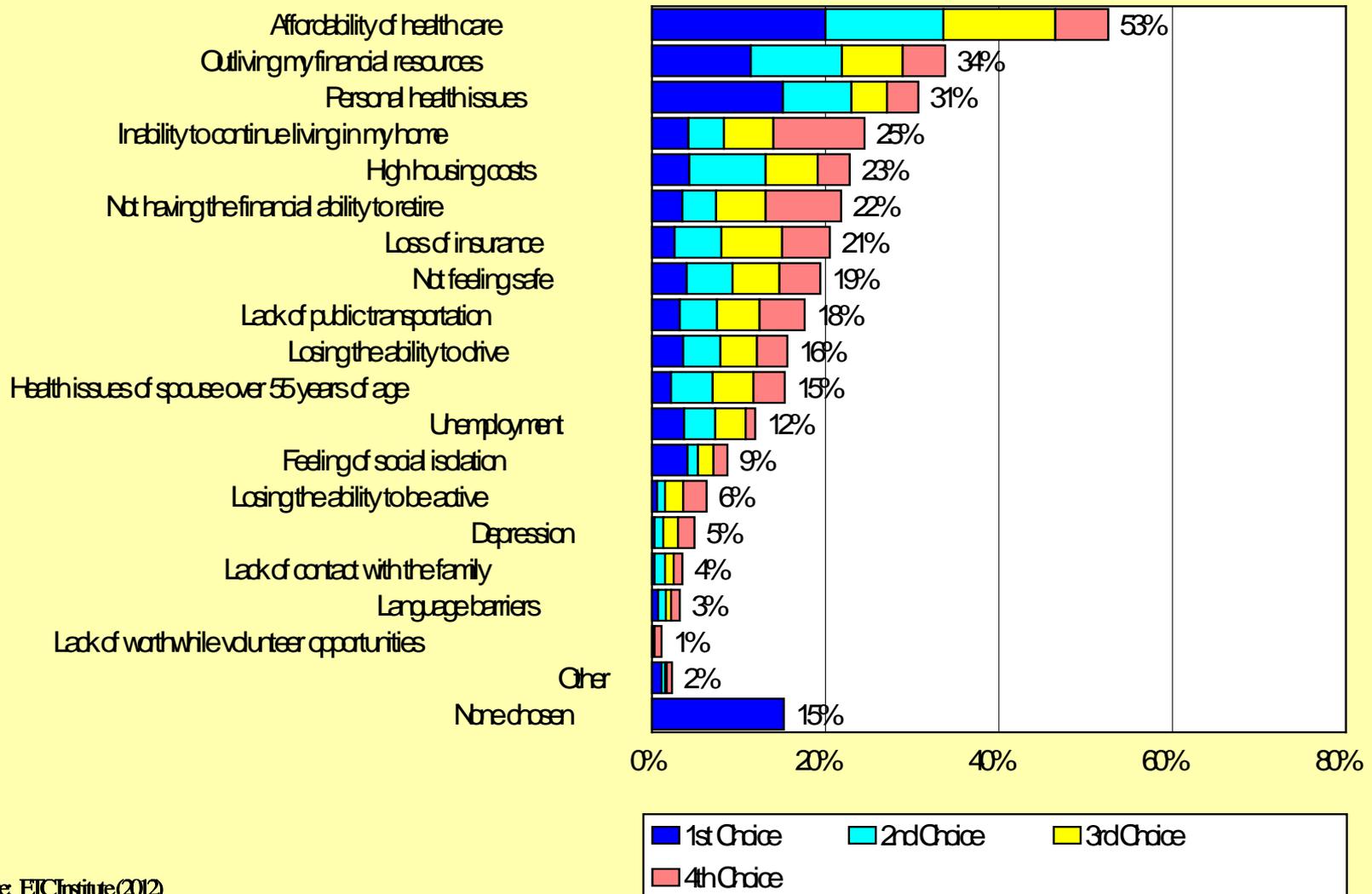
Q5 Which FOUR Issues Respondent Is Most Concerned With For Themselves and Members of Their Household Age 55+

by percentage of respondents who selected the item as one of their top four choices

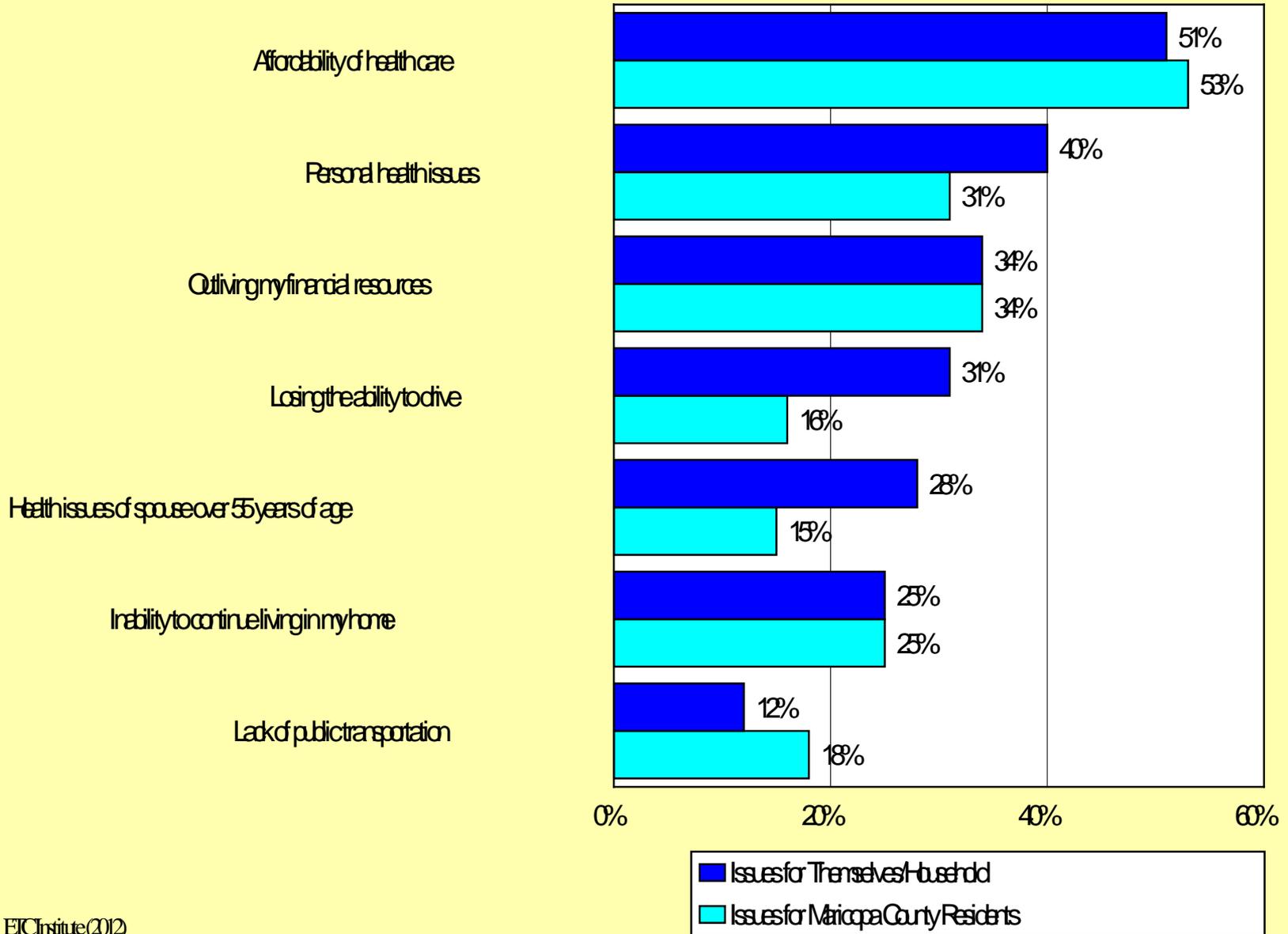


Q6. Which FOUR Issues Respondent Is Most Concerned With Regarding ALL Residents Age 55+ Who Live In Maricopa County

by percentage of respondents who selected the item as one of their top four choices



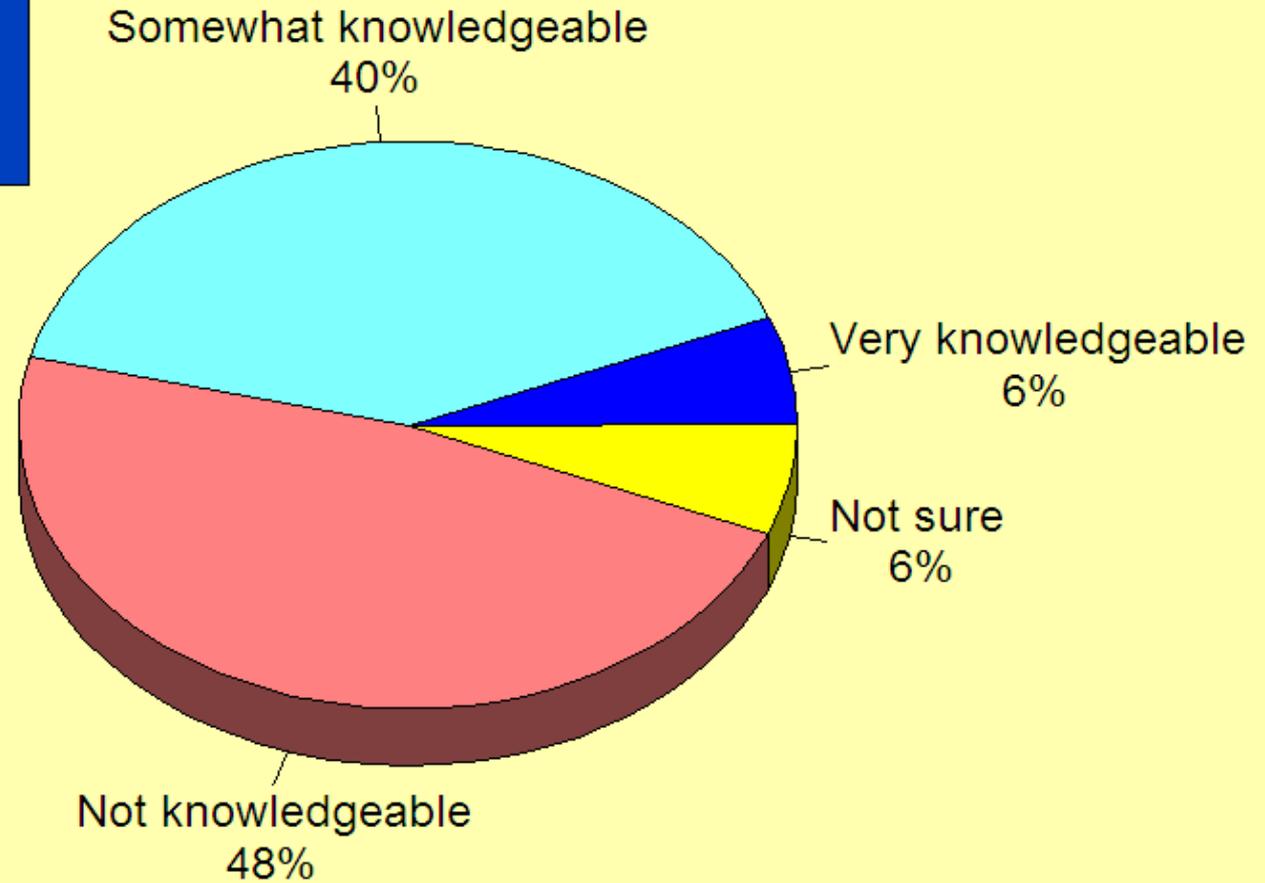
Which FOUR Issues Respondents Is Most Concerned With For Themselves and Members of Their Household Age 55+ (Blue) and ALL Households in Maricopa County (Teal)



Q7. How Knowledgeable Respondent Is Regarding Public And Non-Profit Services That Are Available To Adults Age 55+

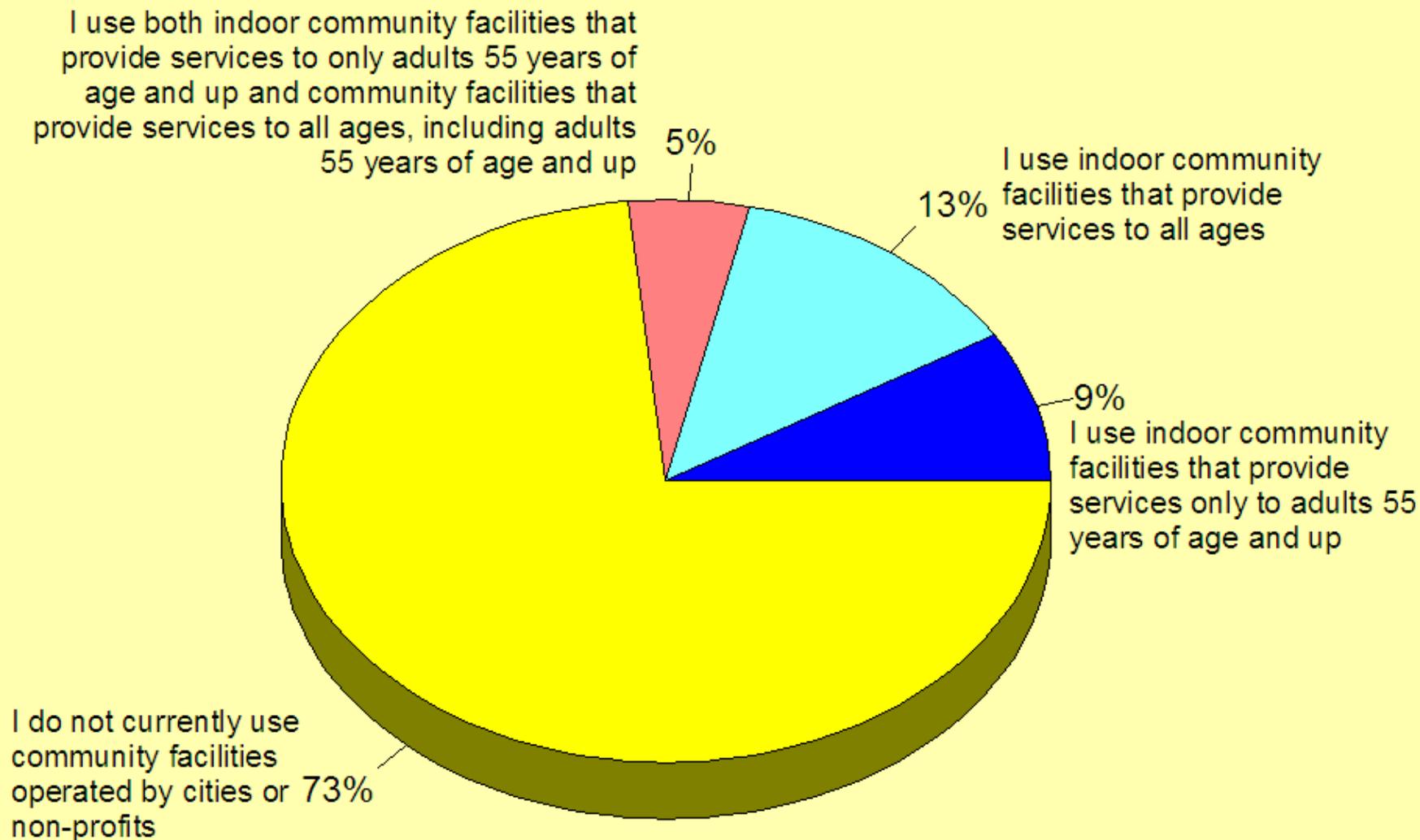
by percentage of respondents

For every income level (under \$25,000 to over \$150,000), over 40% of respondents indicated "not knowledgeable"



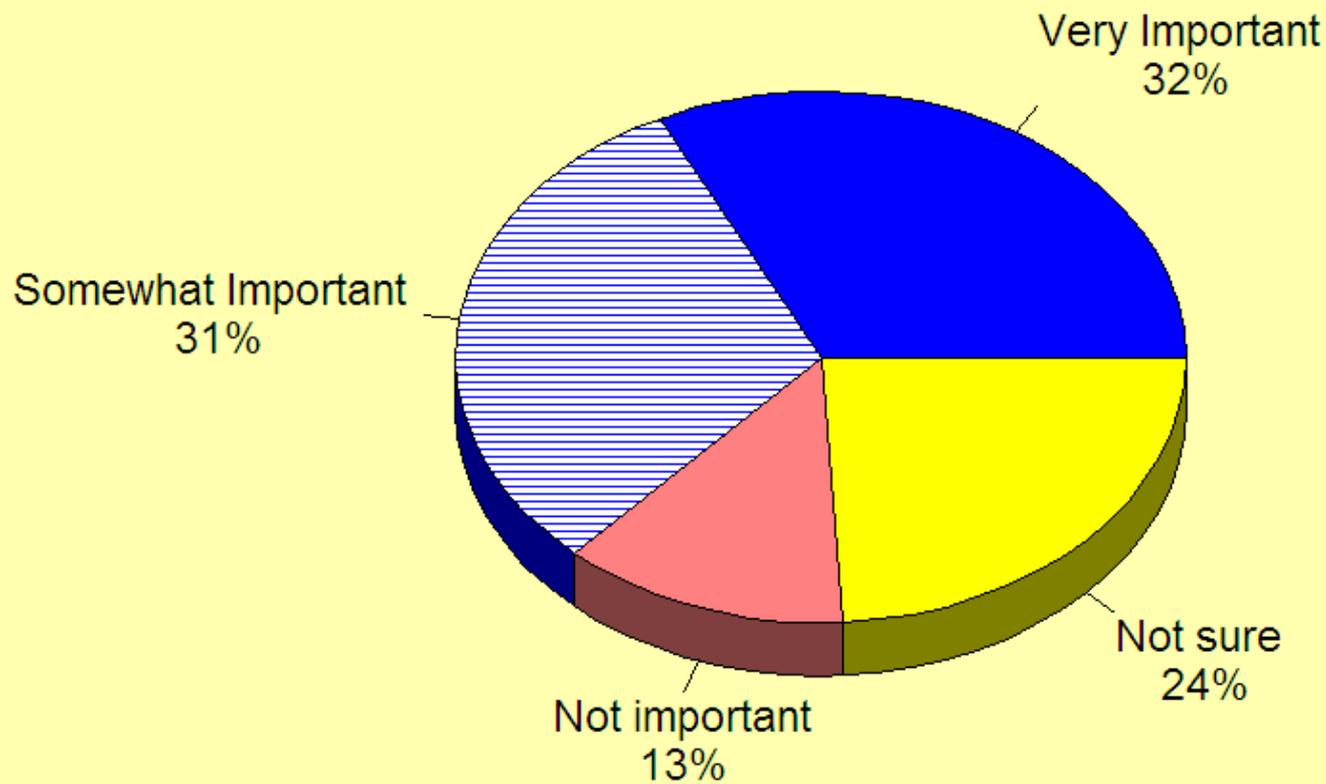
Q8. Phrase That Best Describes Respondent Household's Usage of Indoor Community Facilities Operated By Cities or Non-Profit Organizations In Maricopa County

by percentage of respondents

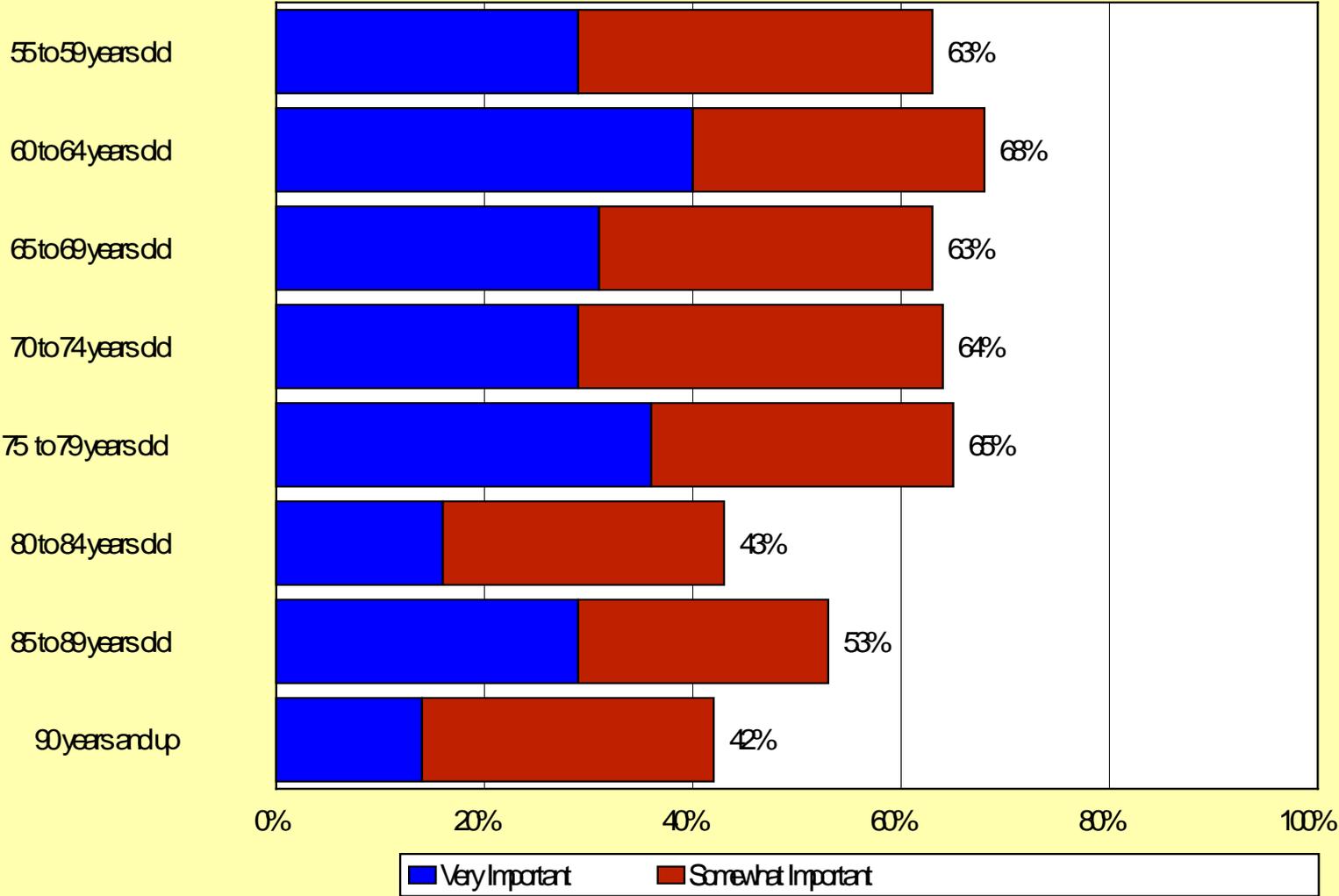


Q9. Importance Of Community Centers Being Open Longer Hours

by percentage of respondents



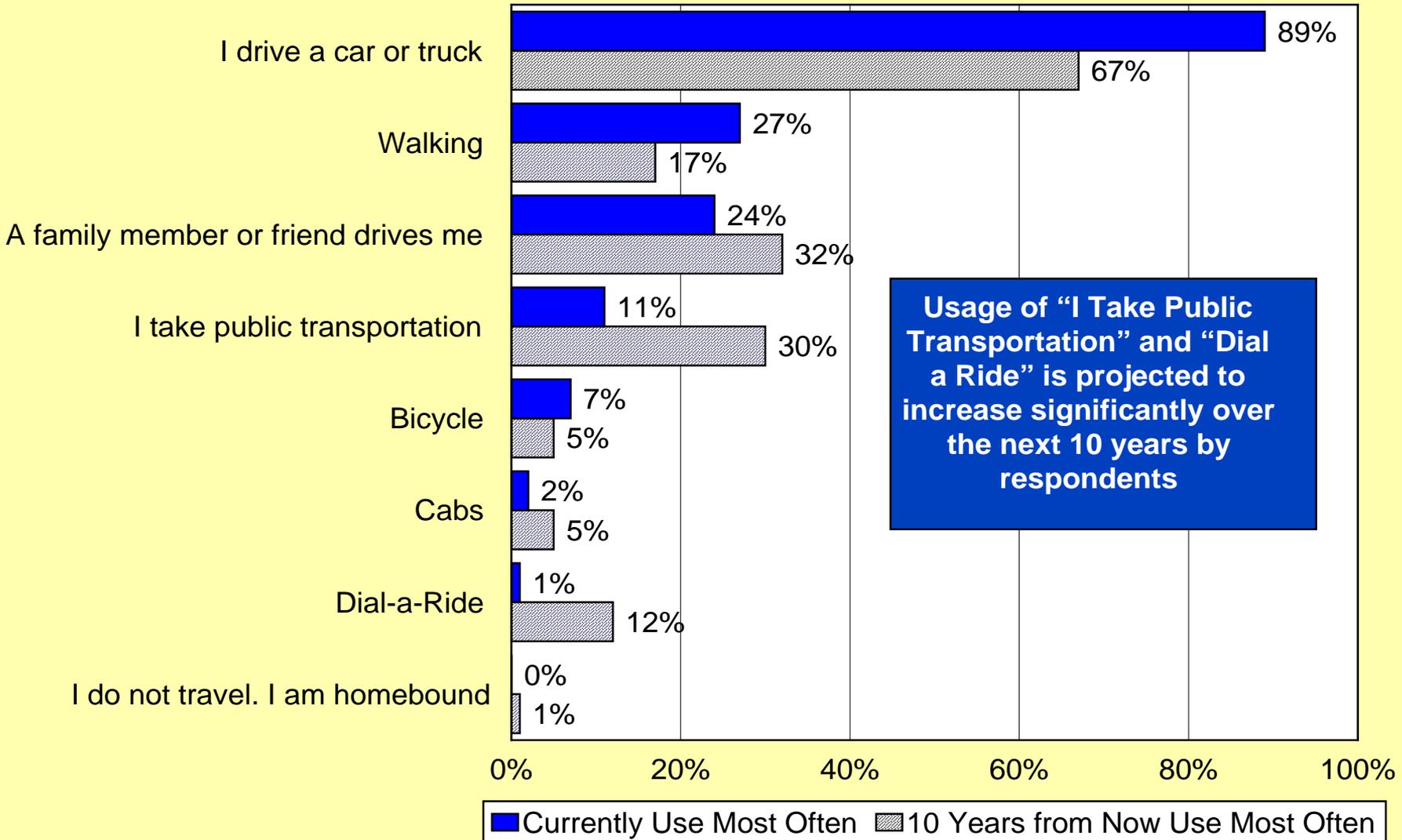
Q9 Importance Of Community Centers Being Open Longer Hours



Source: EIC Institute (2012)

Q11. Currently Which TWO Modes Of Travel Respondents Used Around Maricopa County Most Often

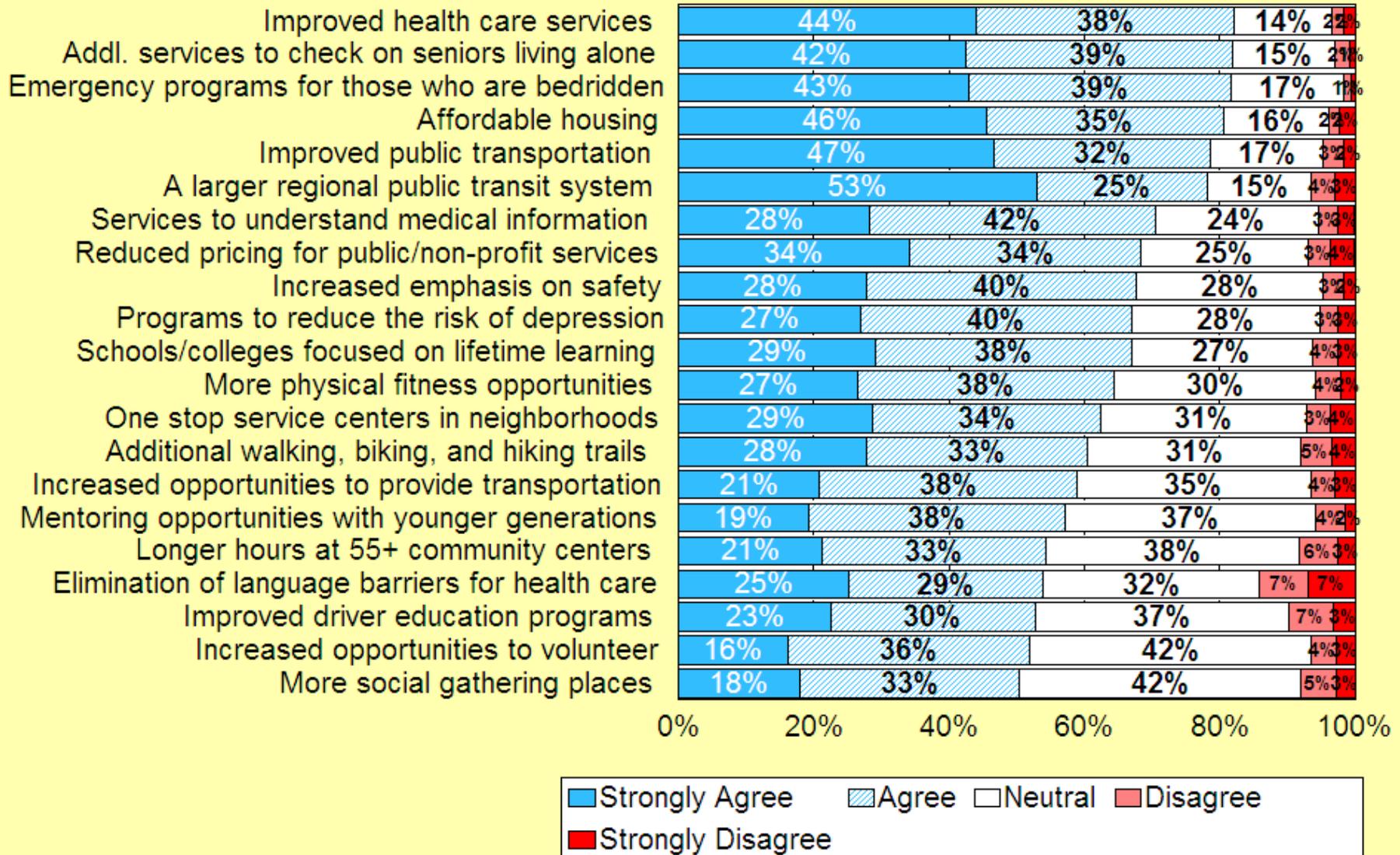
Q12. Which TWO Methods Of Travel Respondents Will Use Most Often Around Maricopa County 10 Years From Now



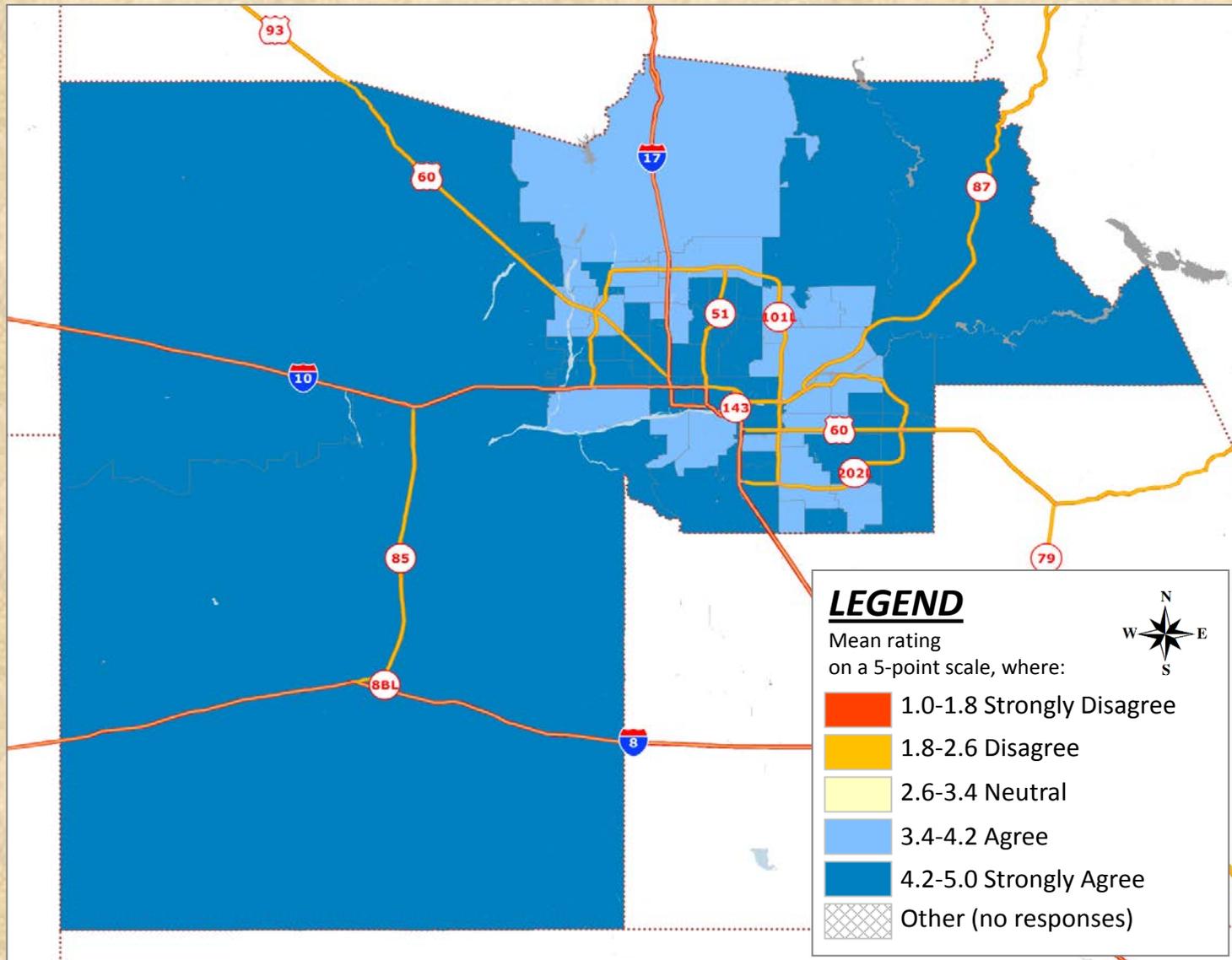
Source: ETC Institute (2012)

Q13. Respondent's Level Of Agreement With The Following Statements Regarding The Future Of Maricopa County

by percentage of respondents



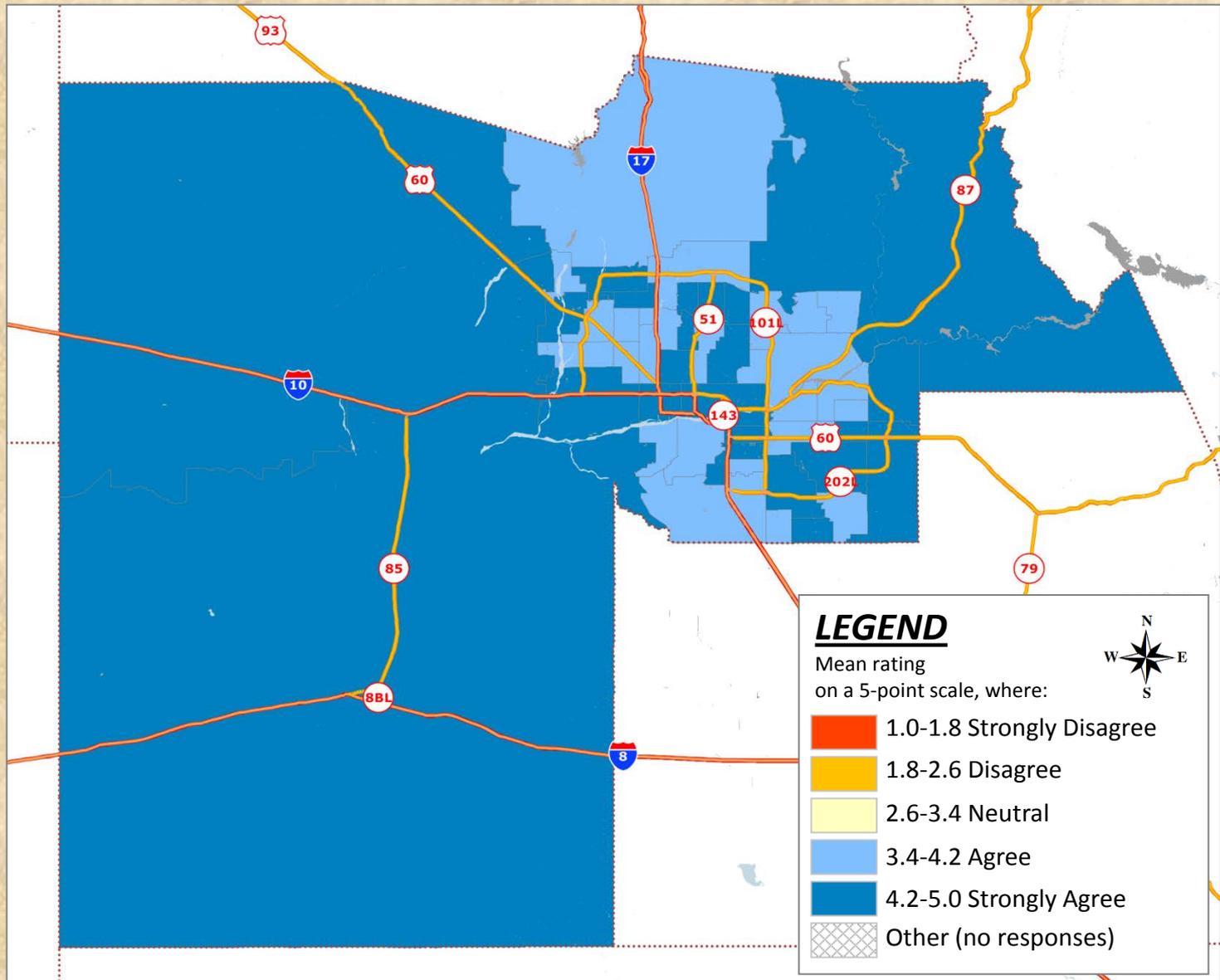
Q13A A larger regional public transit system offering more frequent service and better connections to other buses



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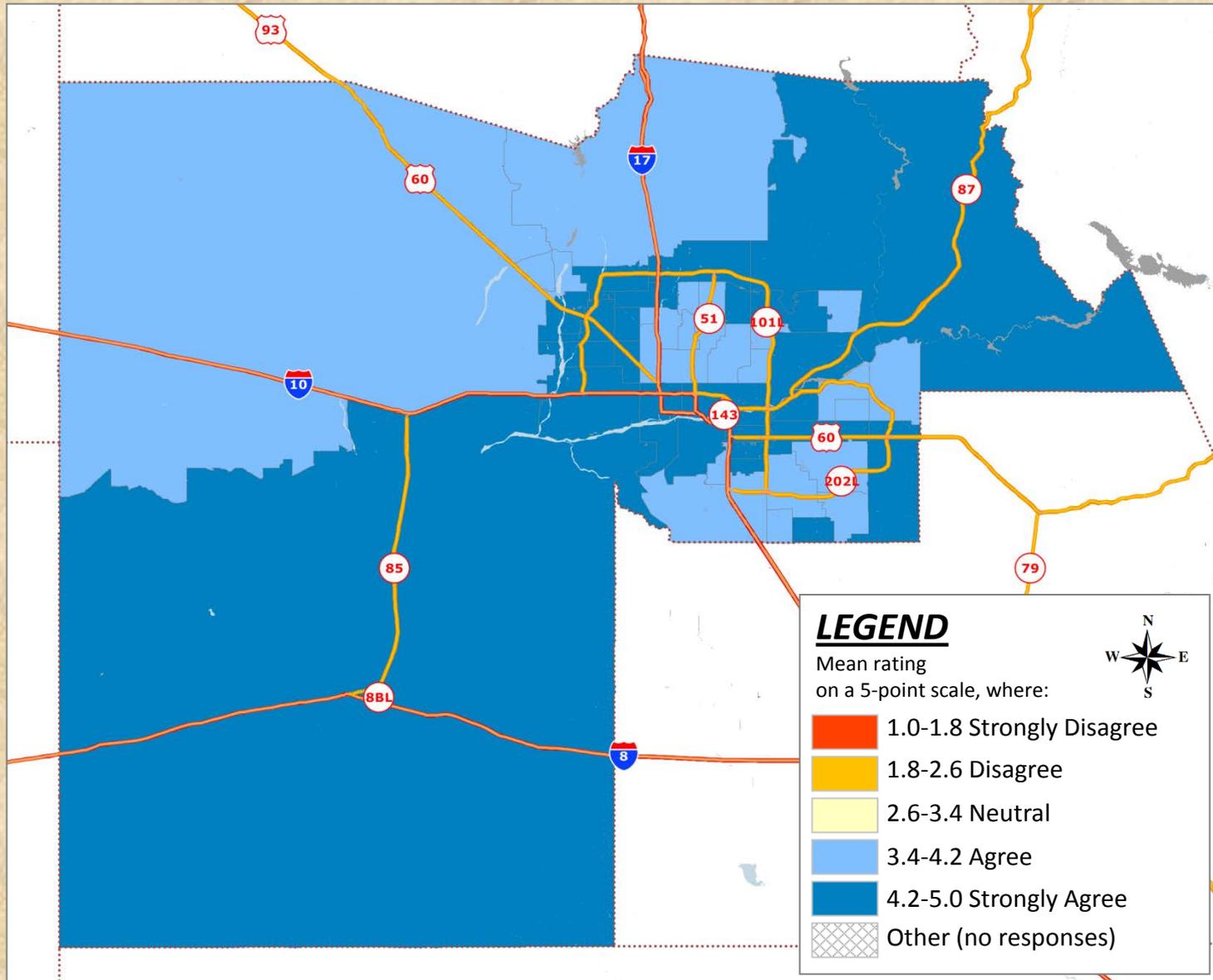
Q13E Improved public transportation



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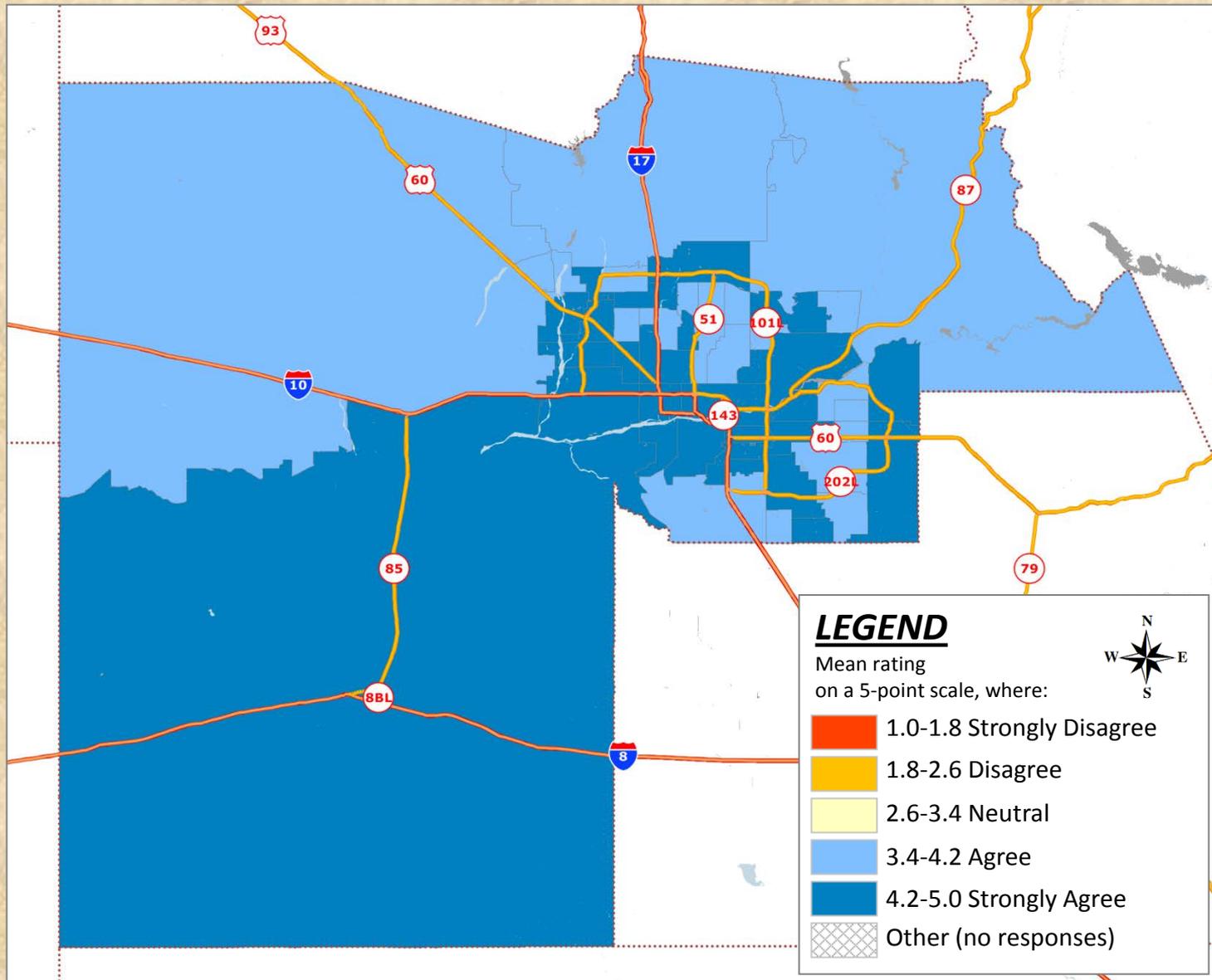
Q13G Improved health care services



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Q13T Affordable housing

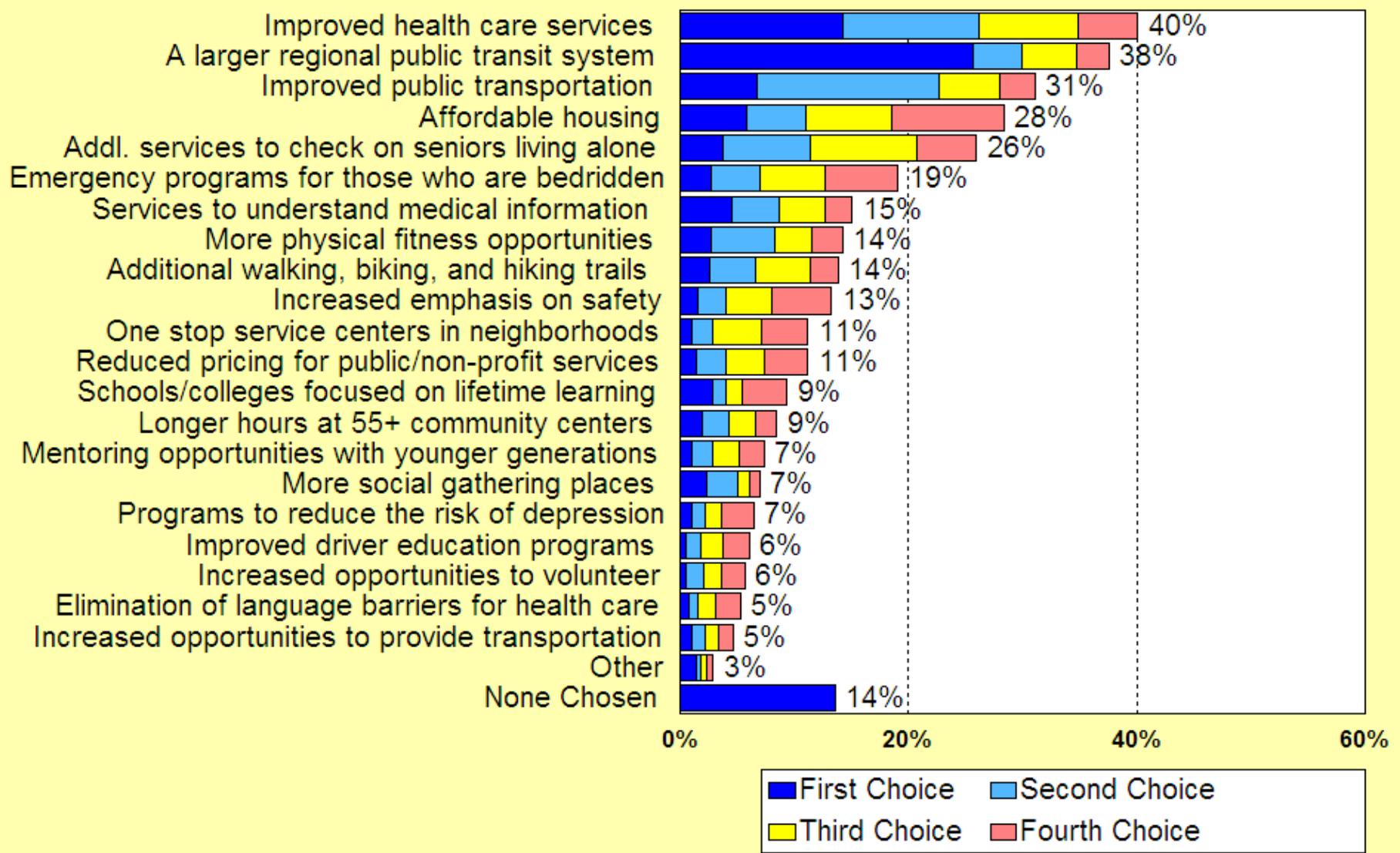


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Q14. Which FOUR Best Represent Respondent's Vision For The Future Of Maricopa County's Services to Adults Age 55+

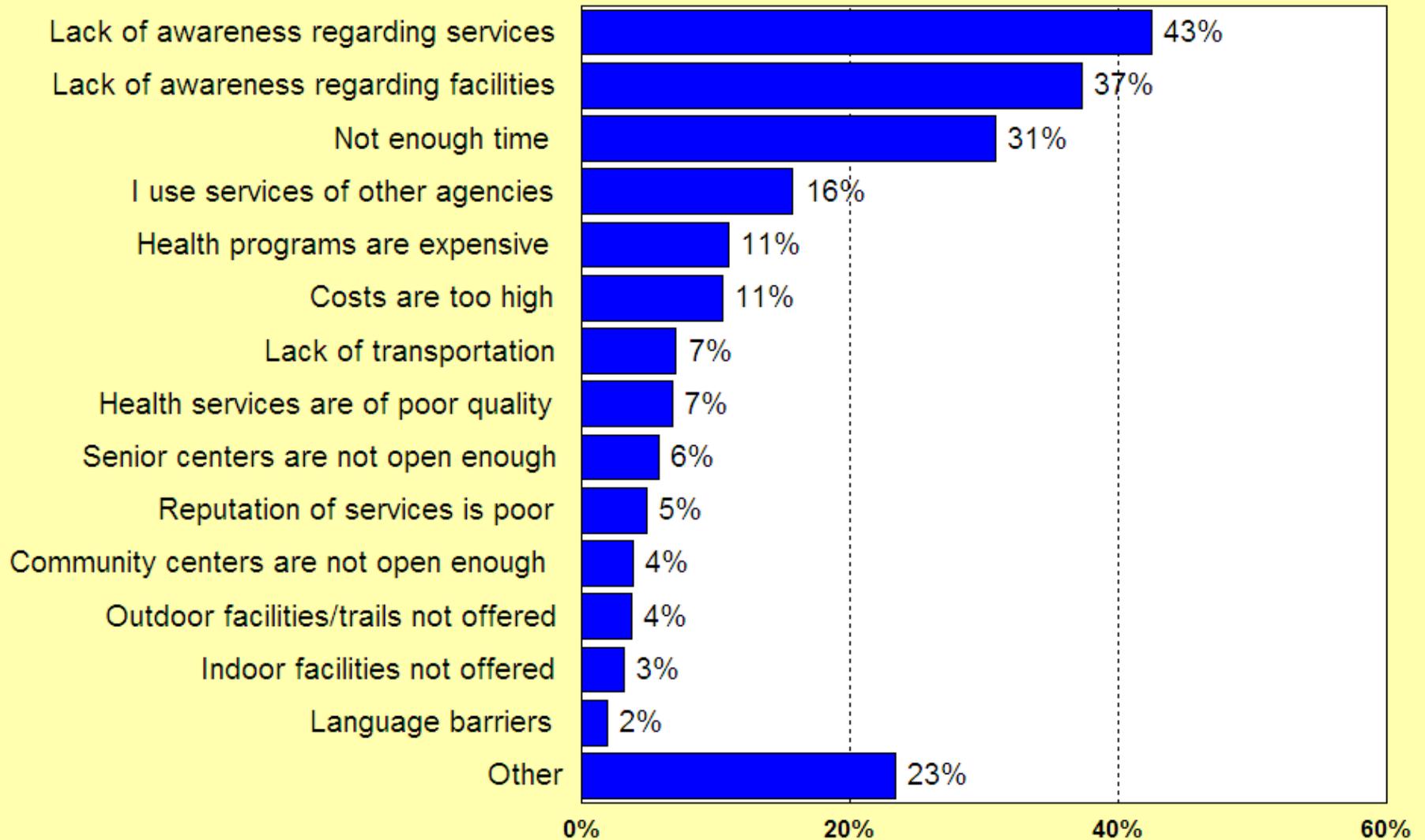
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2012)

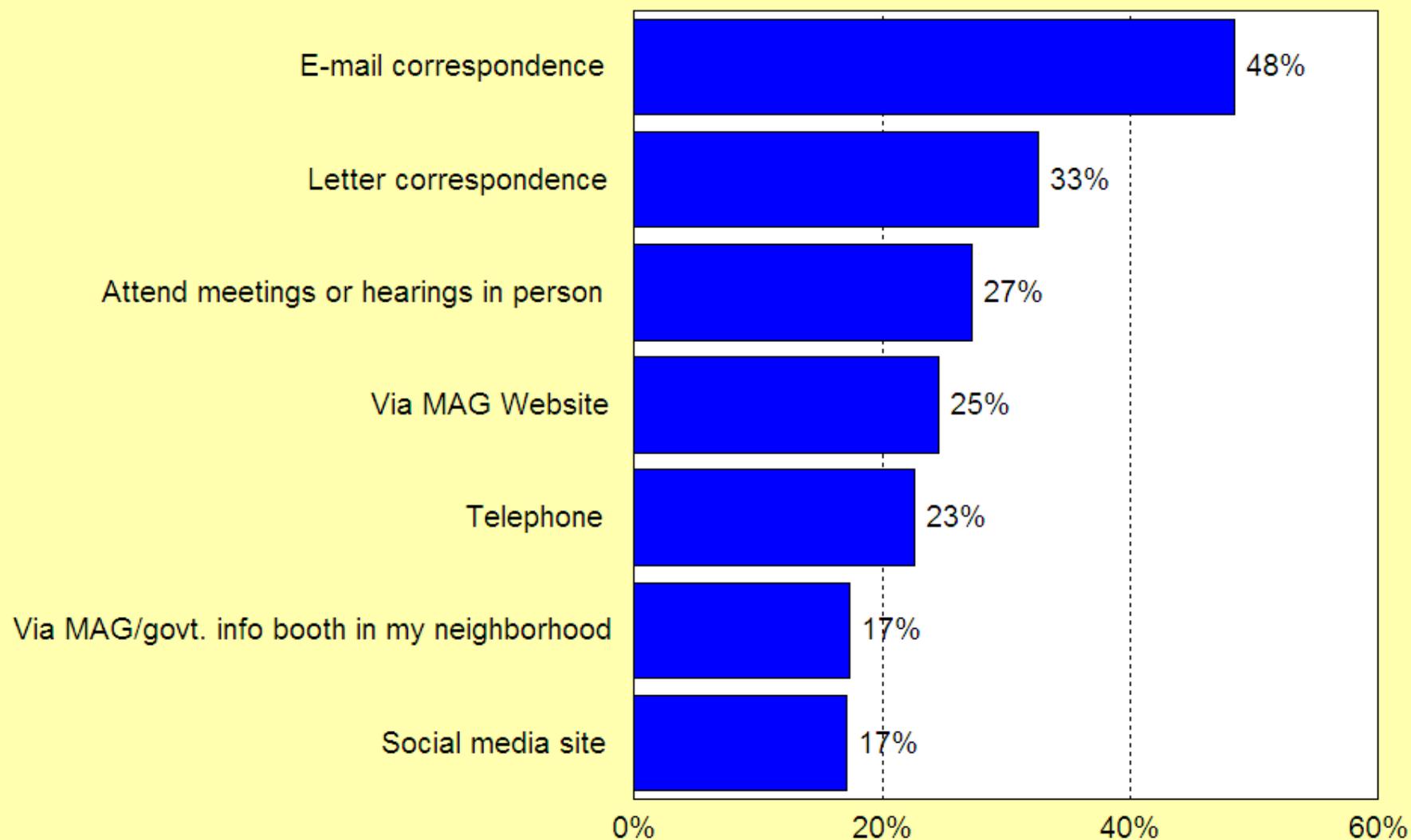
Q15. Reasons Why Respondent Does Not Use Services For Adults Age 55+ More Often

by percentage of respondents (multiple choices)



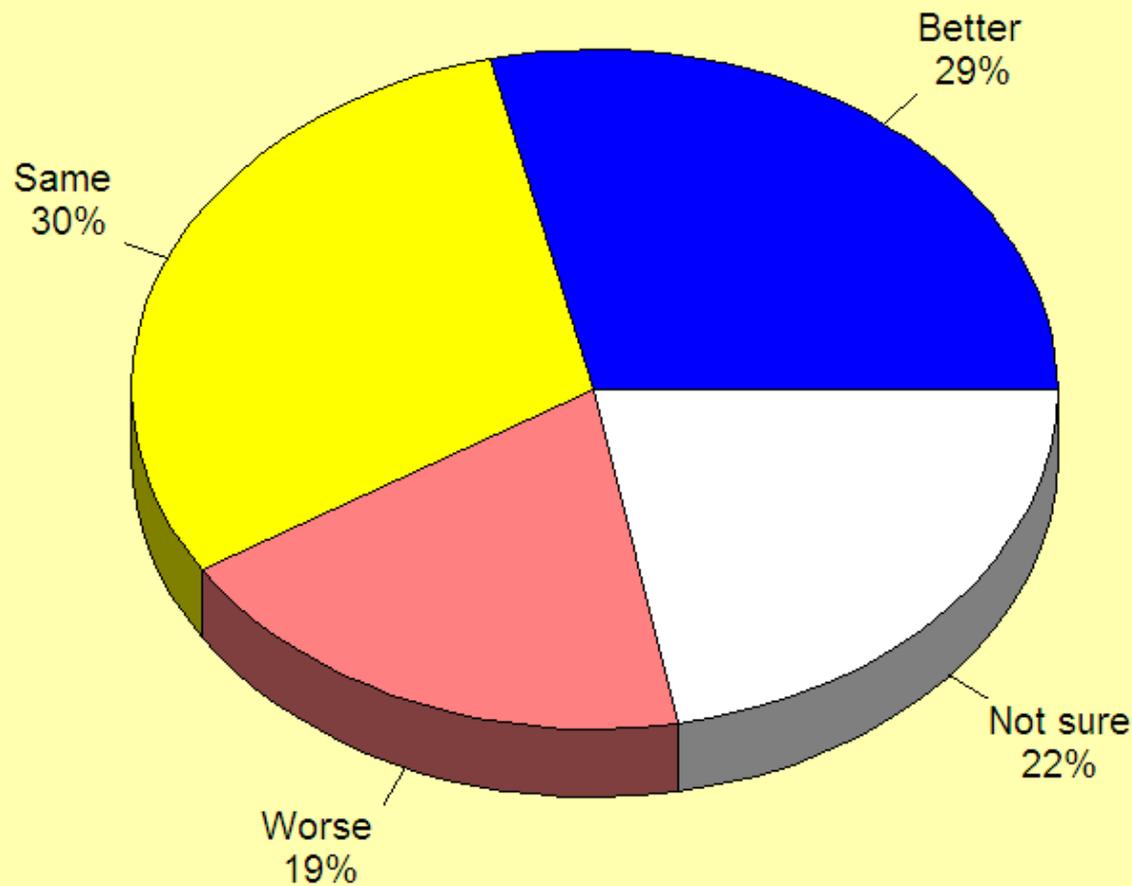
Q16. Ways Respondent Would Prefer To Provide Input To Local Governments And The Maricopa Association Of Governments

by percentage of respondents (multiple choices)



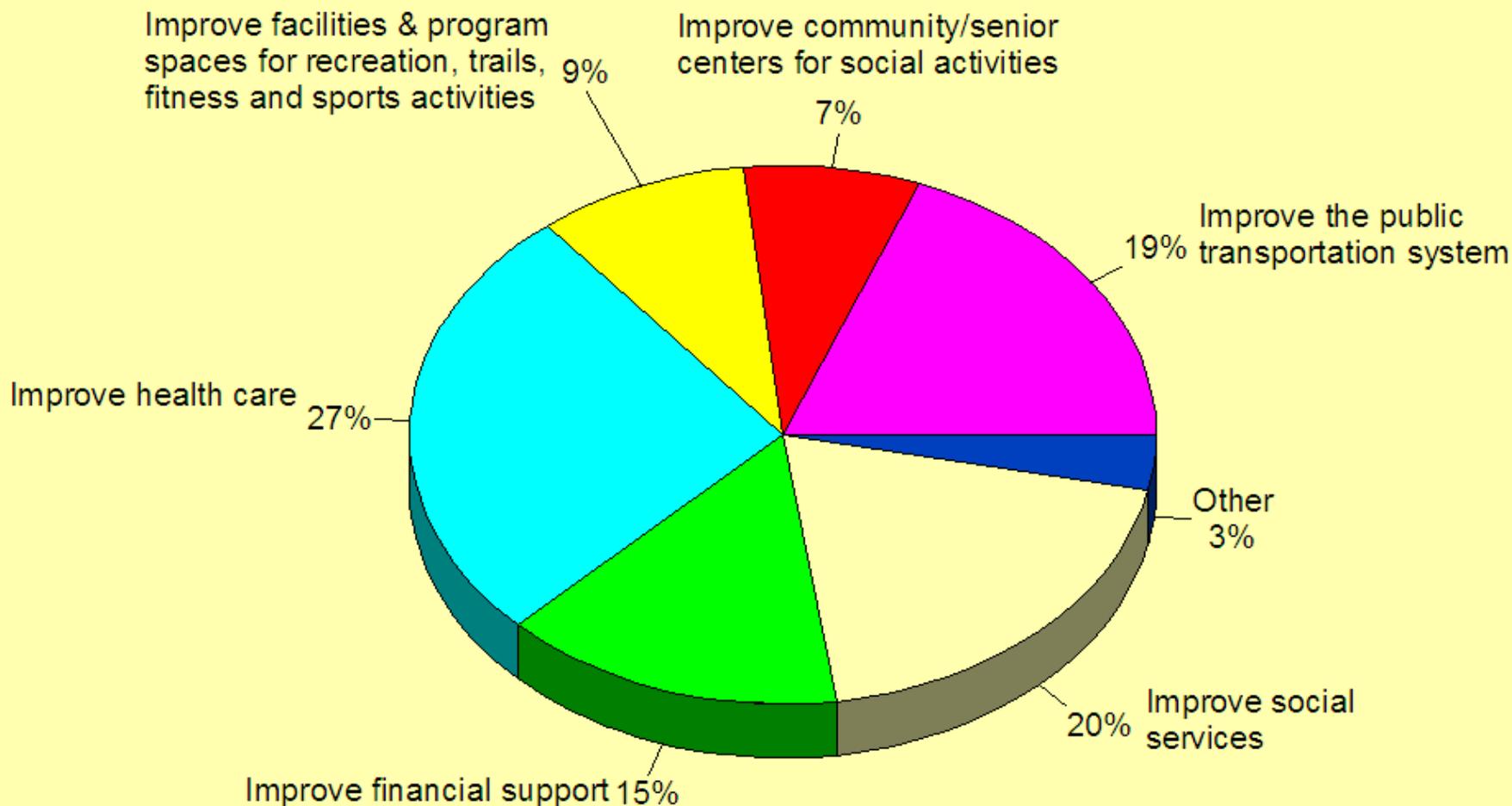
Q17. Respondent's Opinion Regarding Changes In Quality Of Life For Persons Age 55+ In Maricopa County

by percentage of respondents



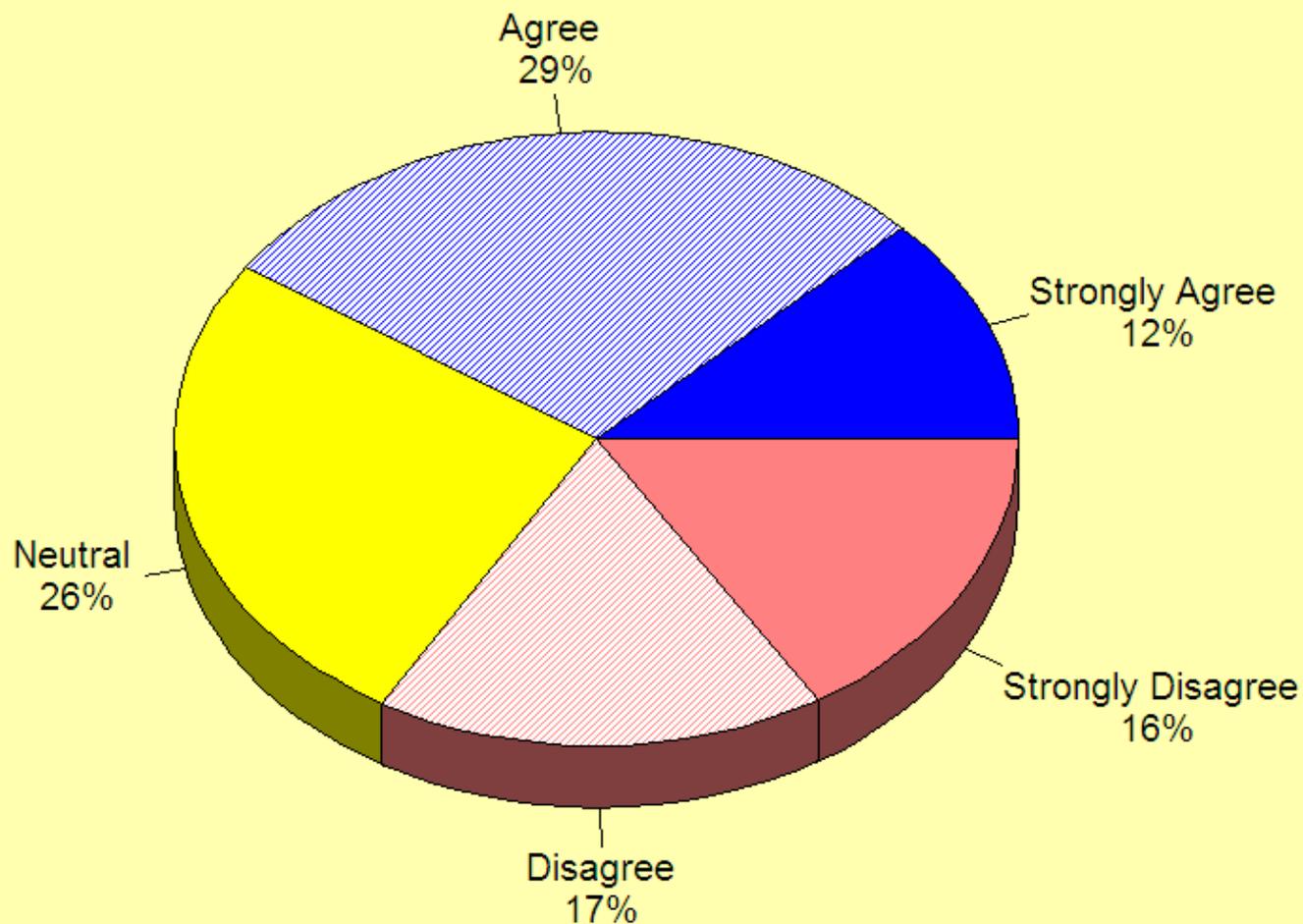
Q18. Ways In Which Respondent Would Allocate An Additional \$100 To Fund Services For Adults Age 55+

by percentage of respondents



Q19. Level Of Agreement With Paying More Taxes To Fund Transportation Services Dedicated to People Age 55+

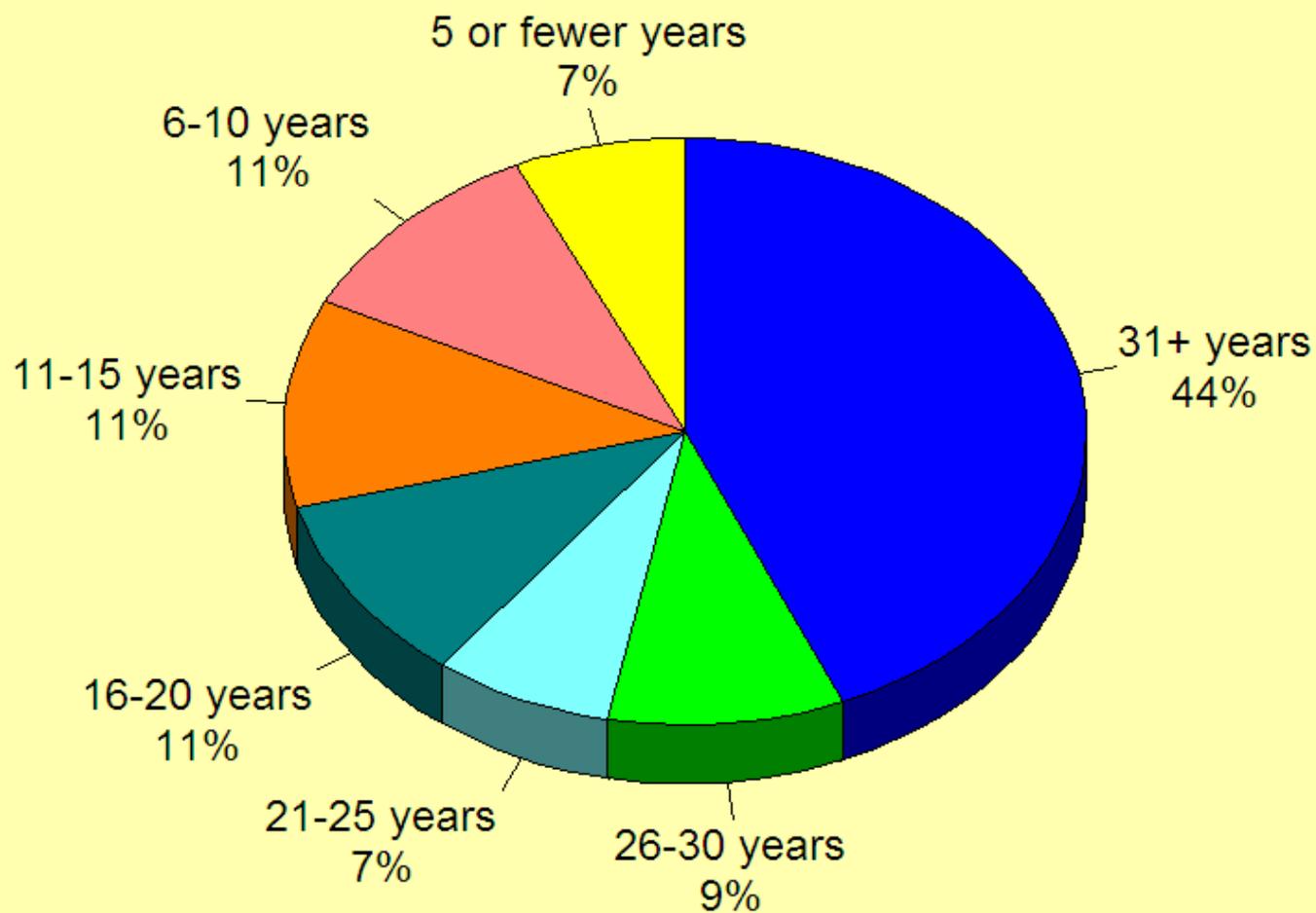
by percentage of respondents



Demographics

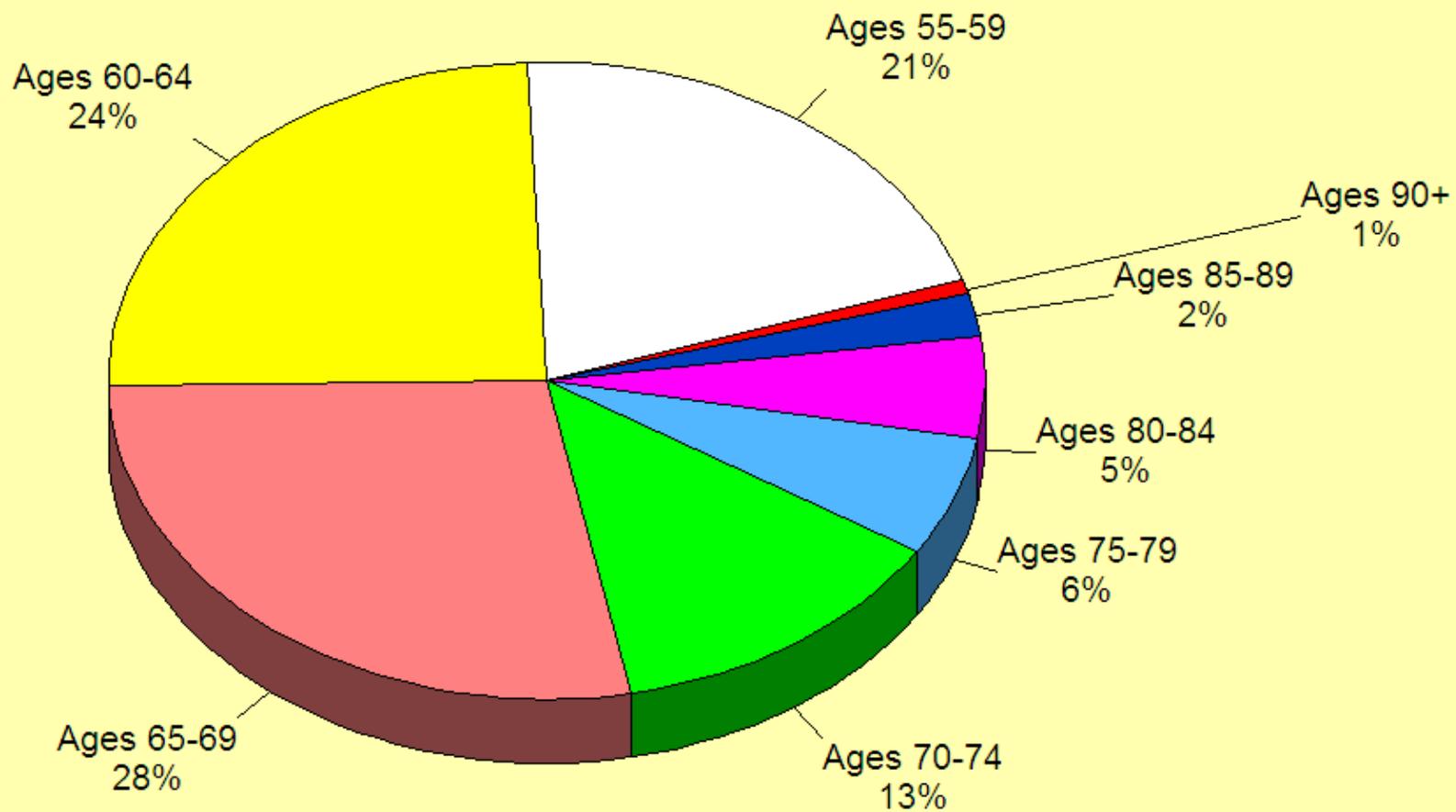
Q20. Number Of Years Respondent Has Lived In Maricopa County

by percentage of respondents



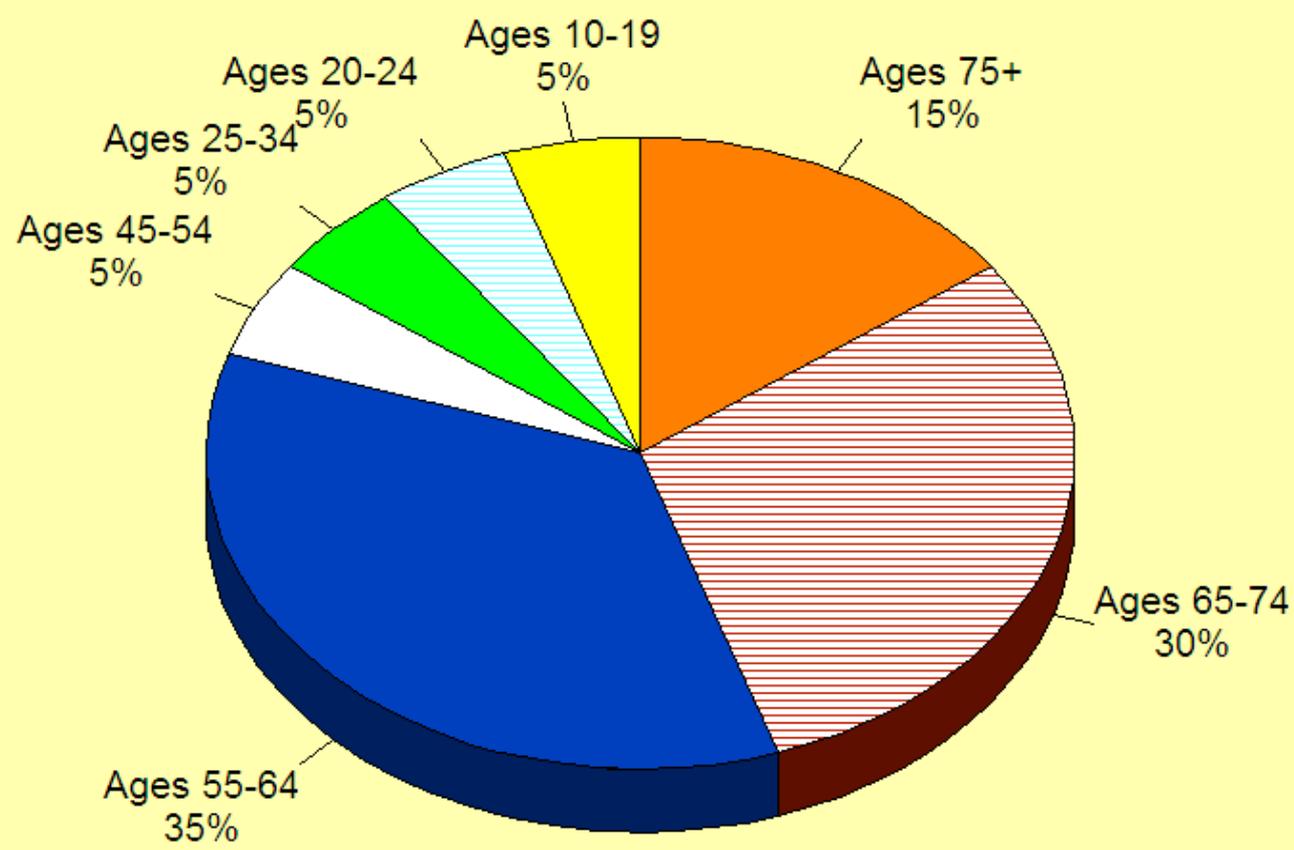
Q21. Age of Respondent

by percentage of respondents



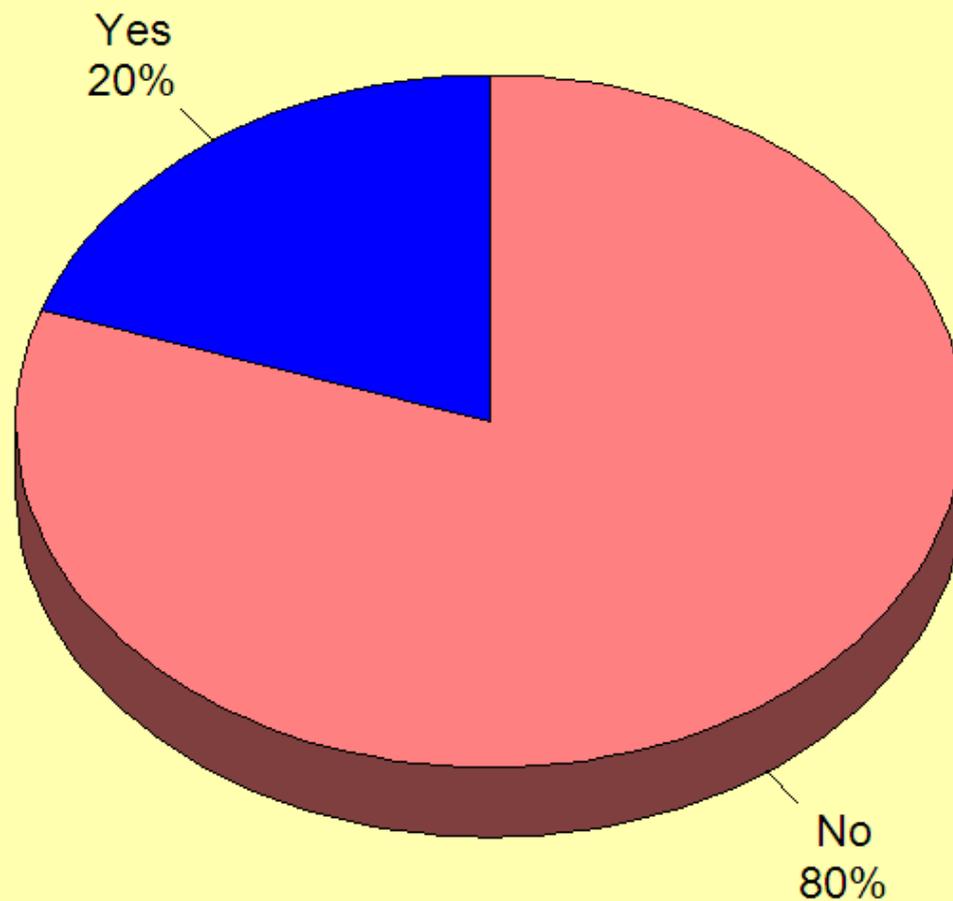
Q22. Age of All Persons Living In Household

by percentage of respondents



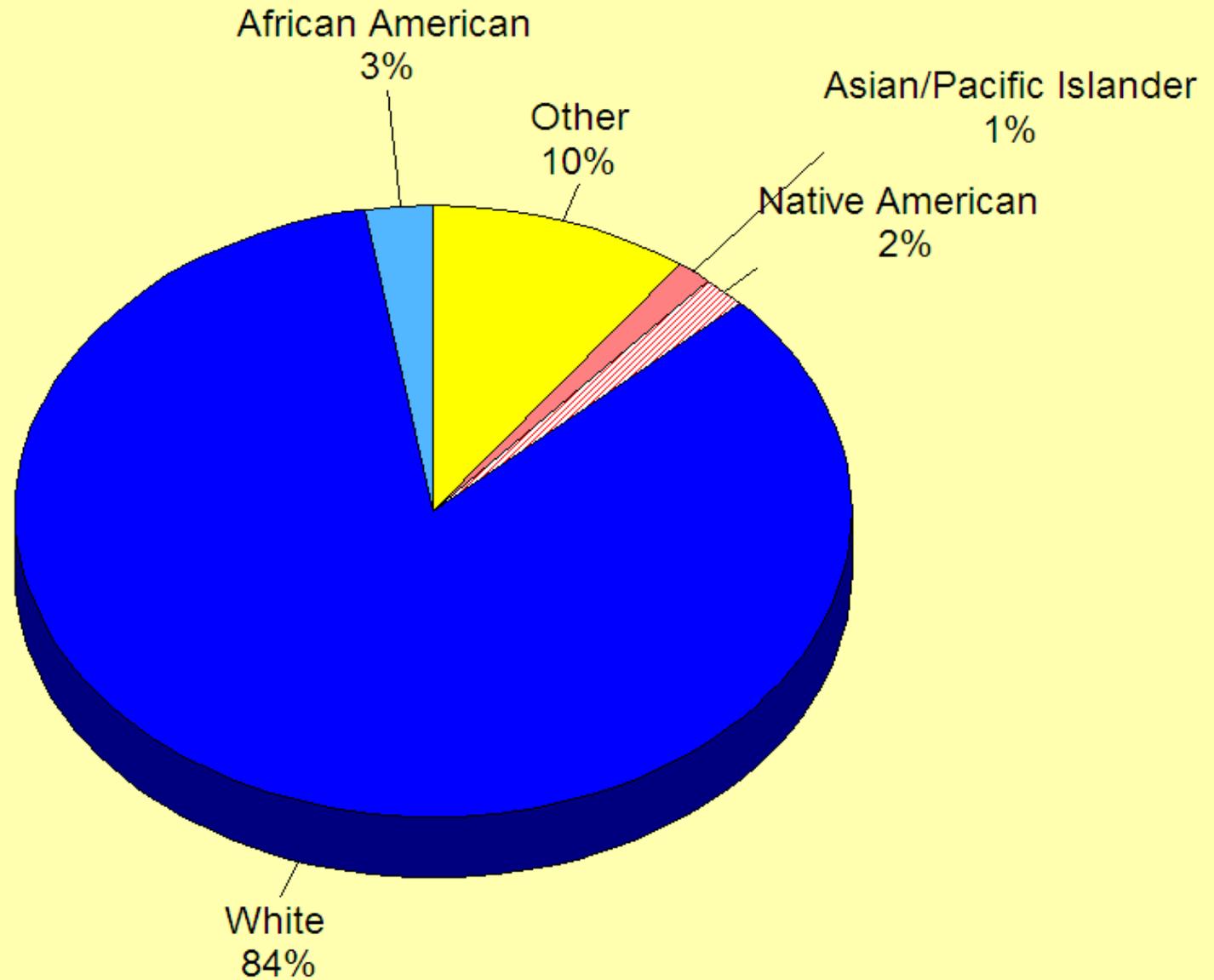
Q23. Respondents Who Are Of Hispanic or Latin Ancestry

by percentage of respondents



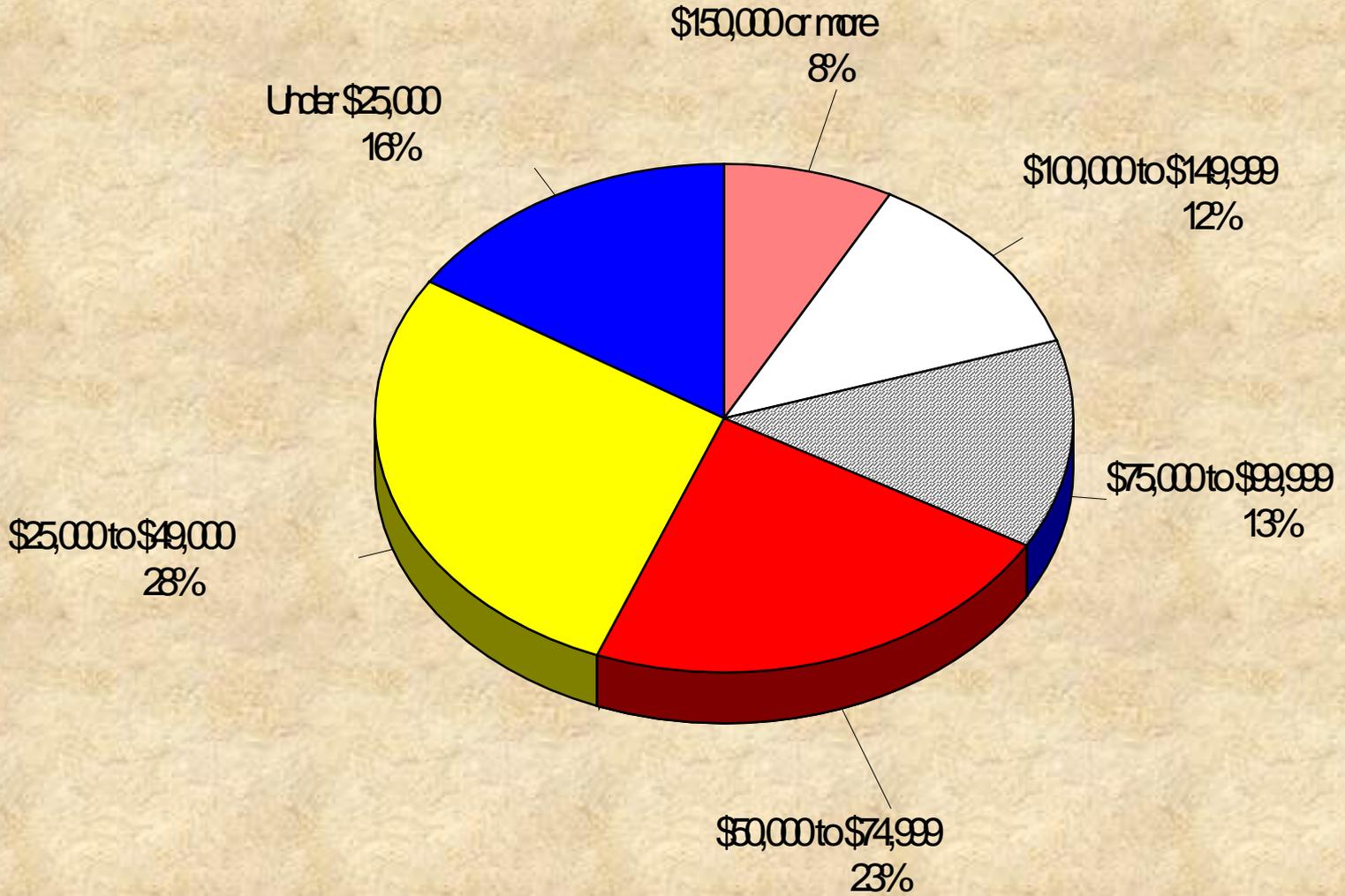
Q24. Respondent's Race/Ethnicity

by percentage of respondents



Q25 Respondent's Total Annual Household Income

by percentage of respondents



Q27. Level of Change In Respondent's Health Over the Past Two Years

by percentage of respondents

