

*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

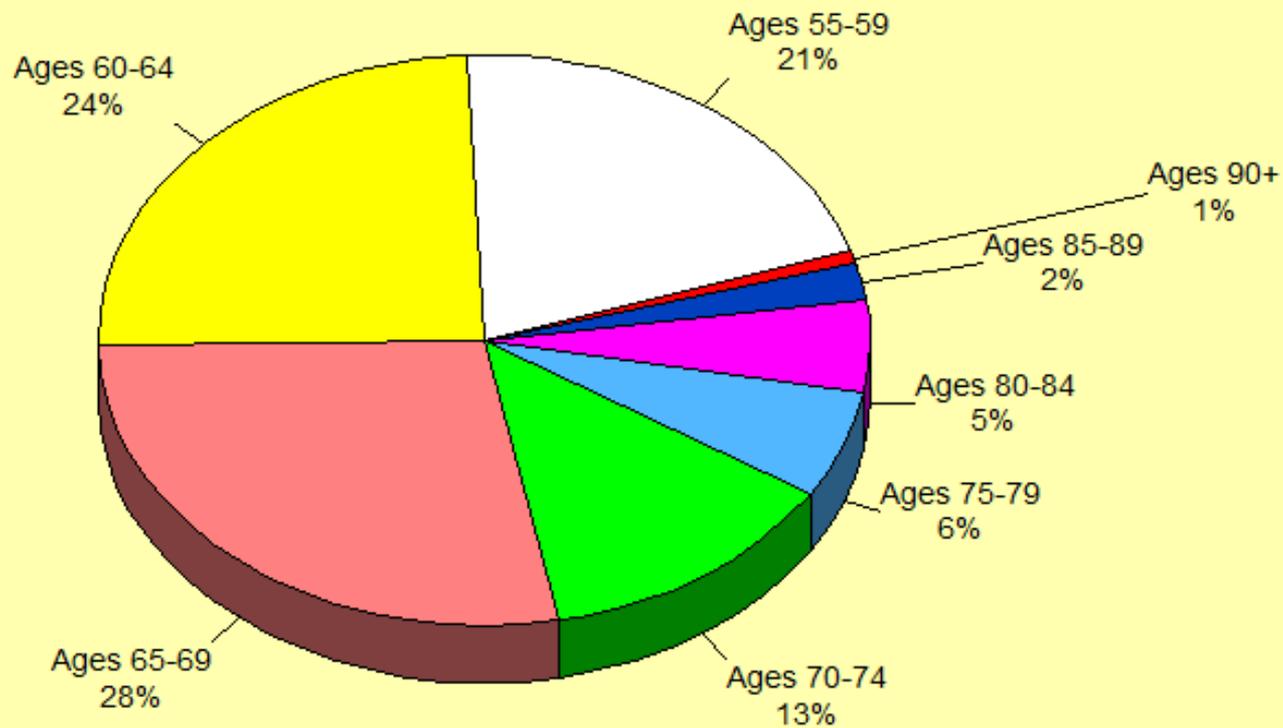
- to measure overall satisfaction and concerns with quality of life and services issues impacting adults 55 years and older in Maricopa County
- To understand participation and usage of current and future services
- to understand priorities for current and future services
- To understand financial tax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

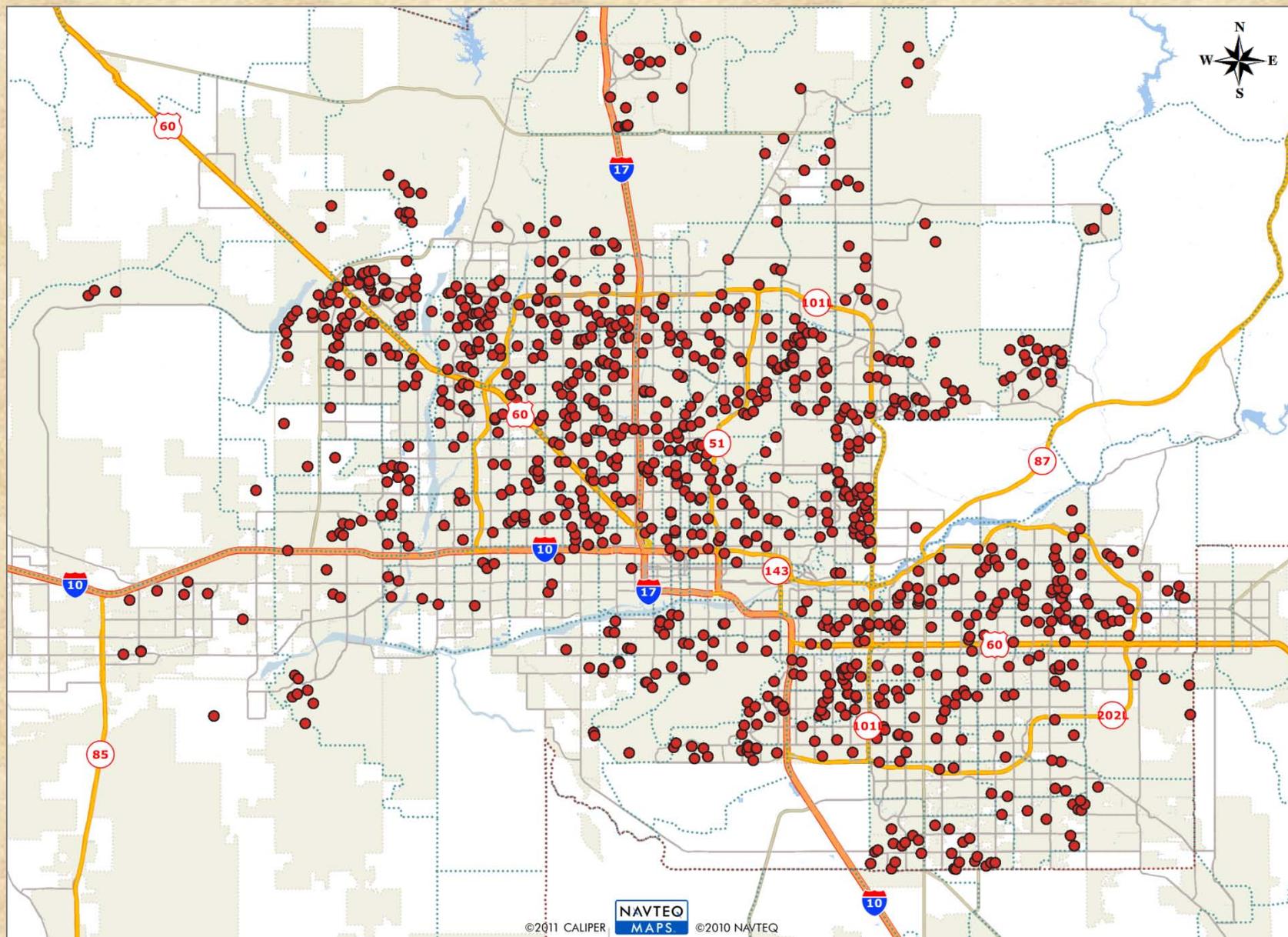
by percentage of respondents



Source: ETC Institute (2012)

Good Representation By Age

# Location of Survey Respondents - Metro Area



## 2012 Maricopa County Senior Survey

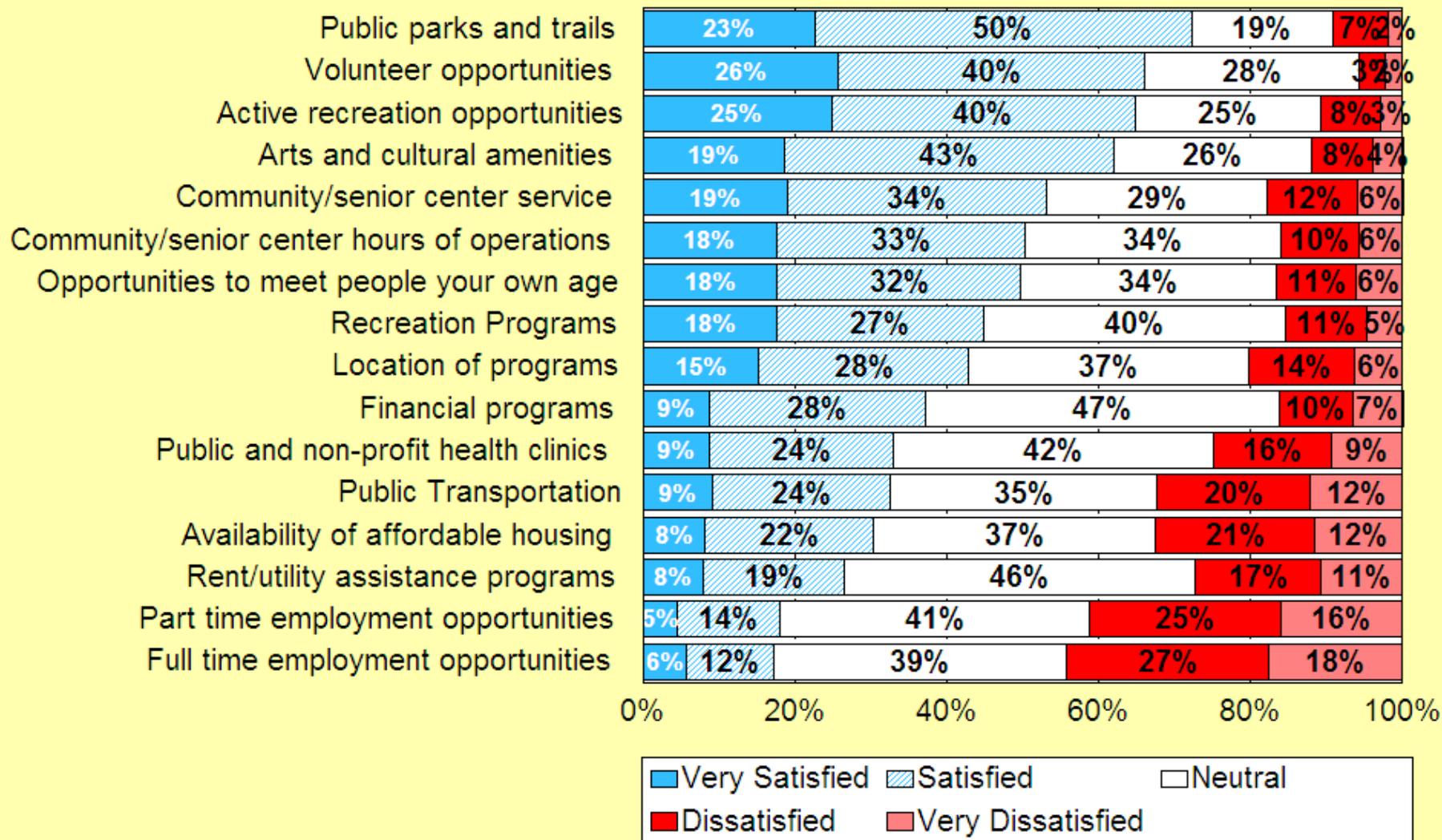
# **Bottom Line Up Front**

- 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**

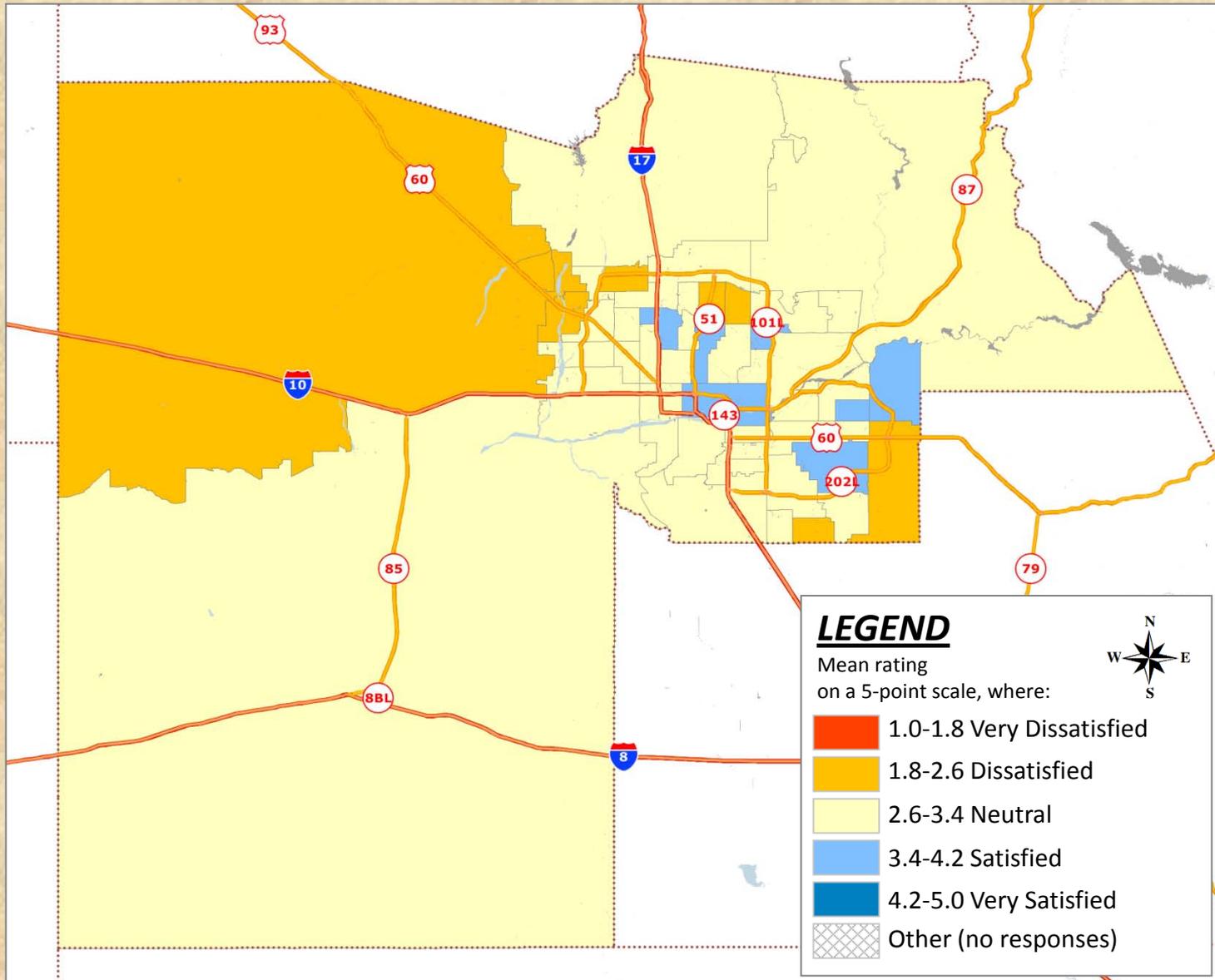
# Survey Responses

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

by percentage of respondents



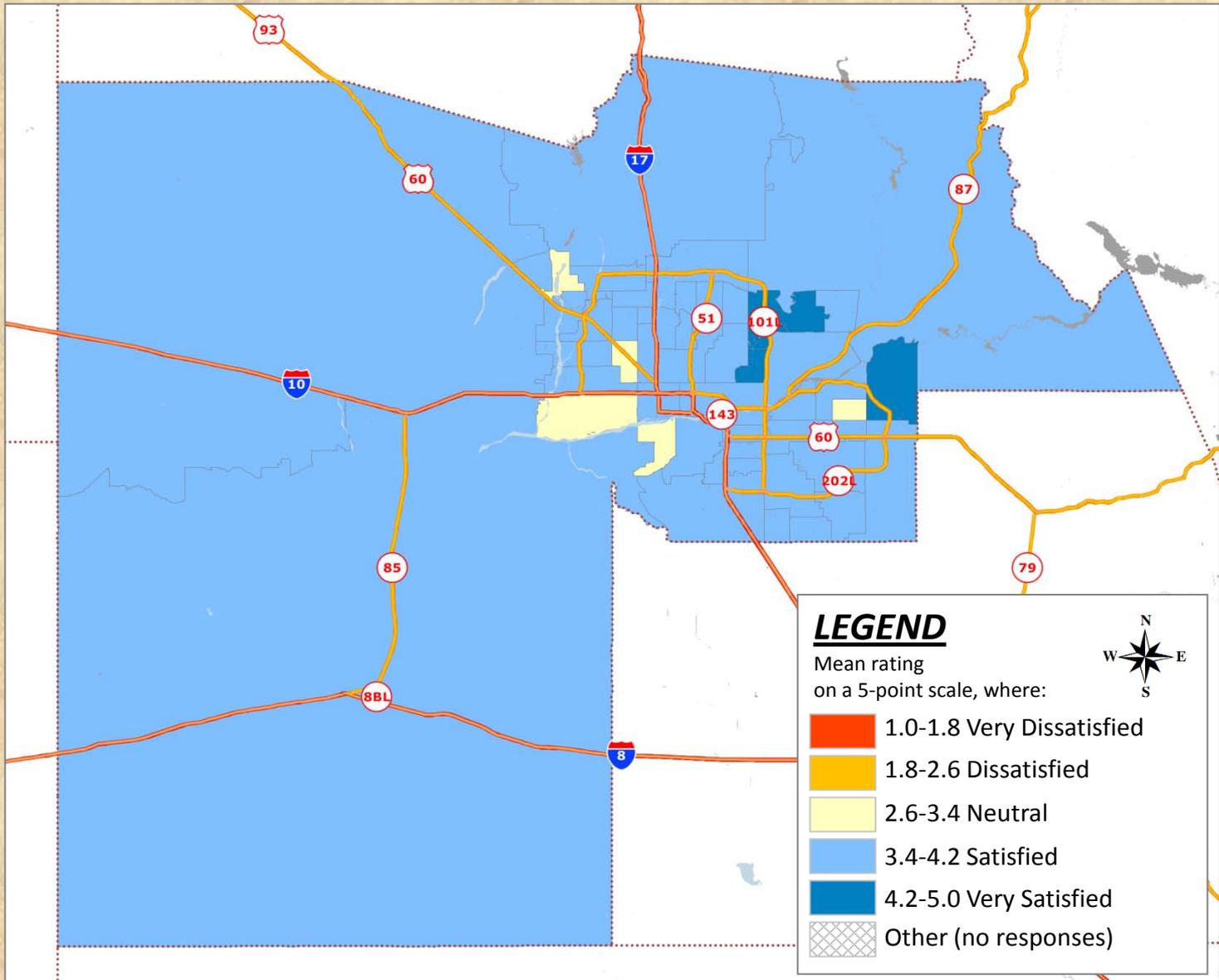
# Q1A Public transportation



## 2012 Maricopa County Senior Survey

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

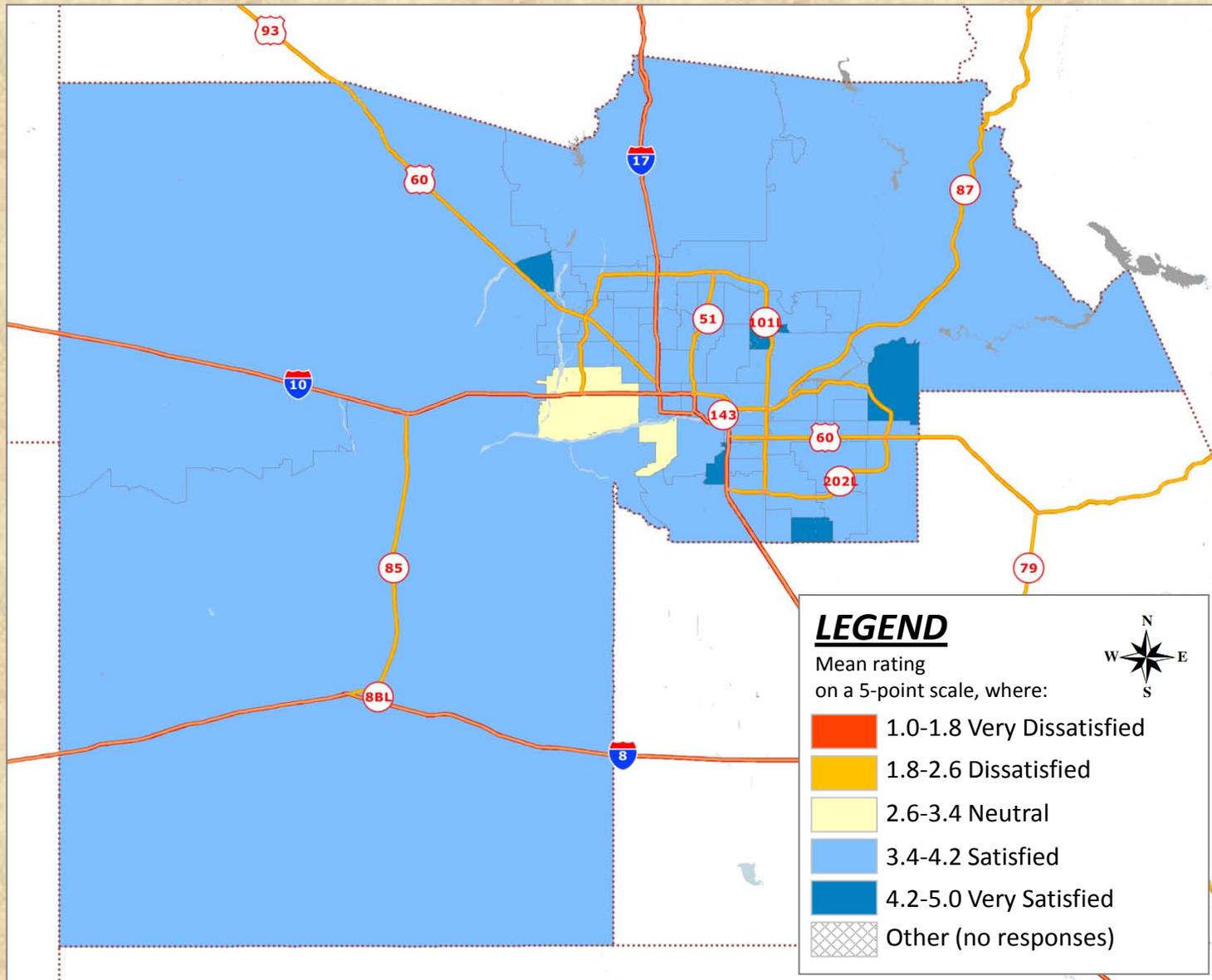
# Q1B Public parks and trails



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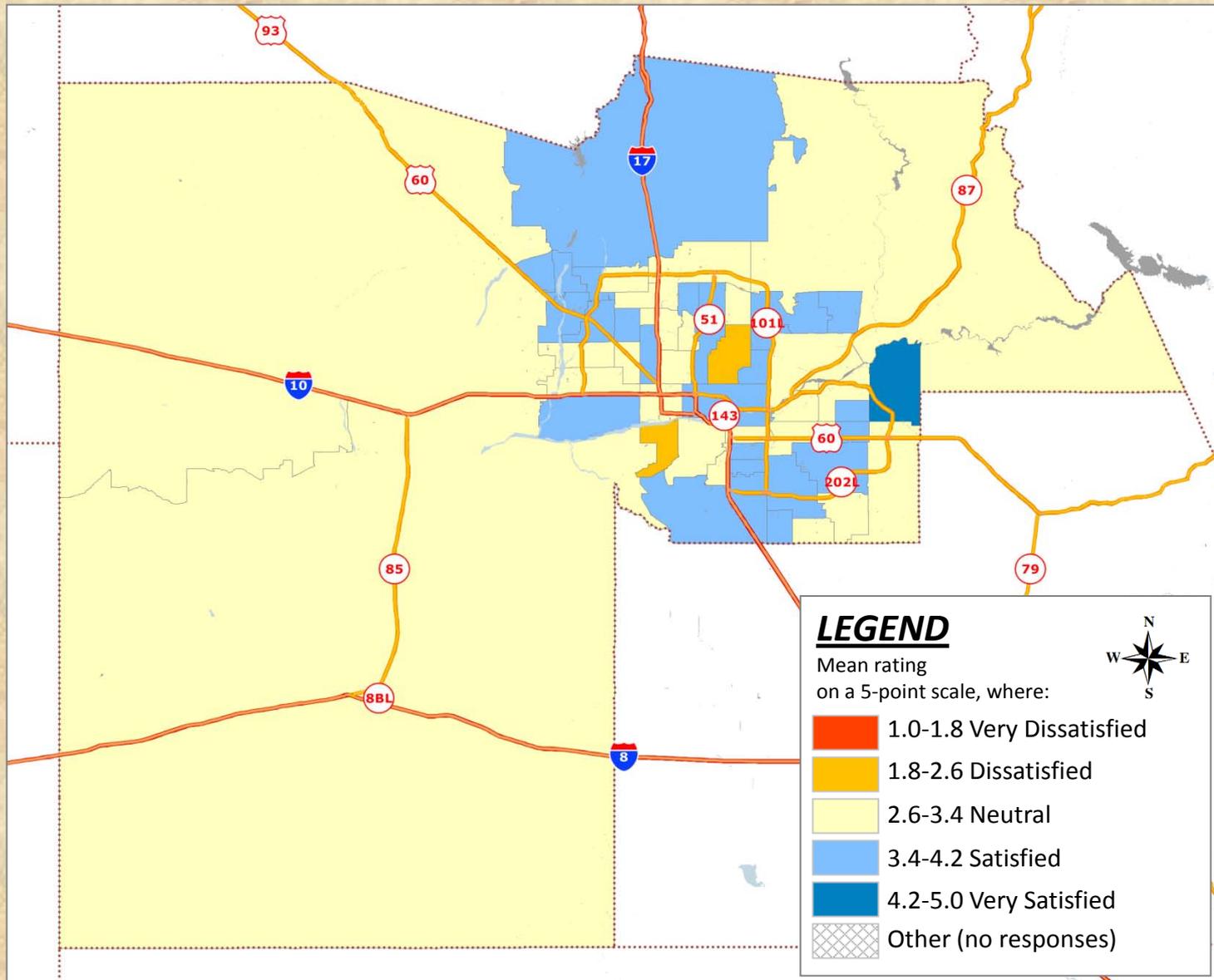
# Q1J Volunteer opportunities



## 2012 Maricopa County Senior Survey

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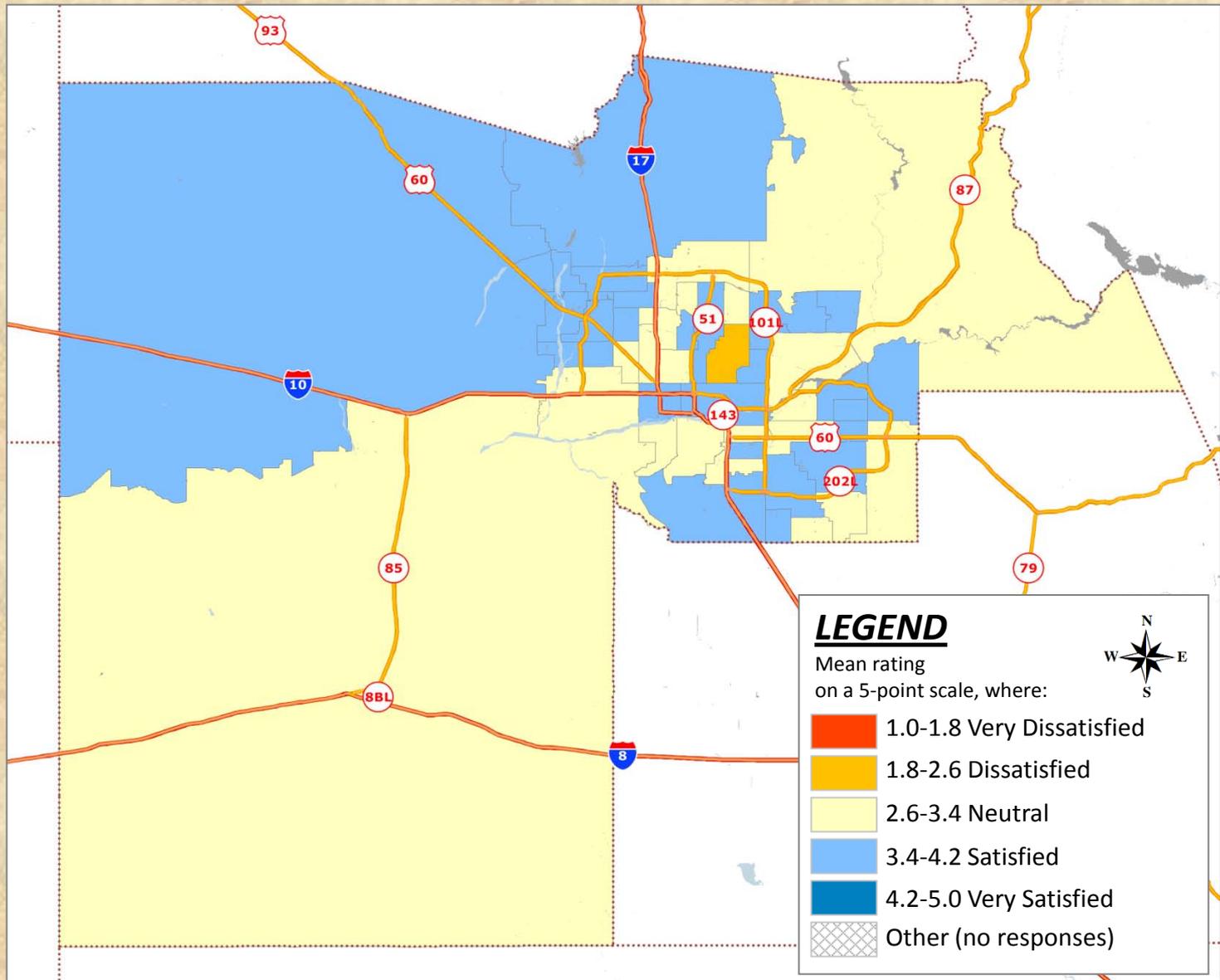
# Q1N Community/senior center services



## 2012 Maricopa County Senior Survey

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

# Q10 Community/senior center hours of operation

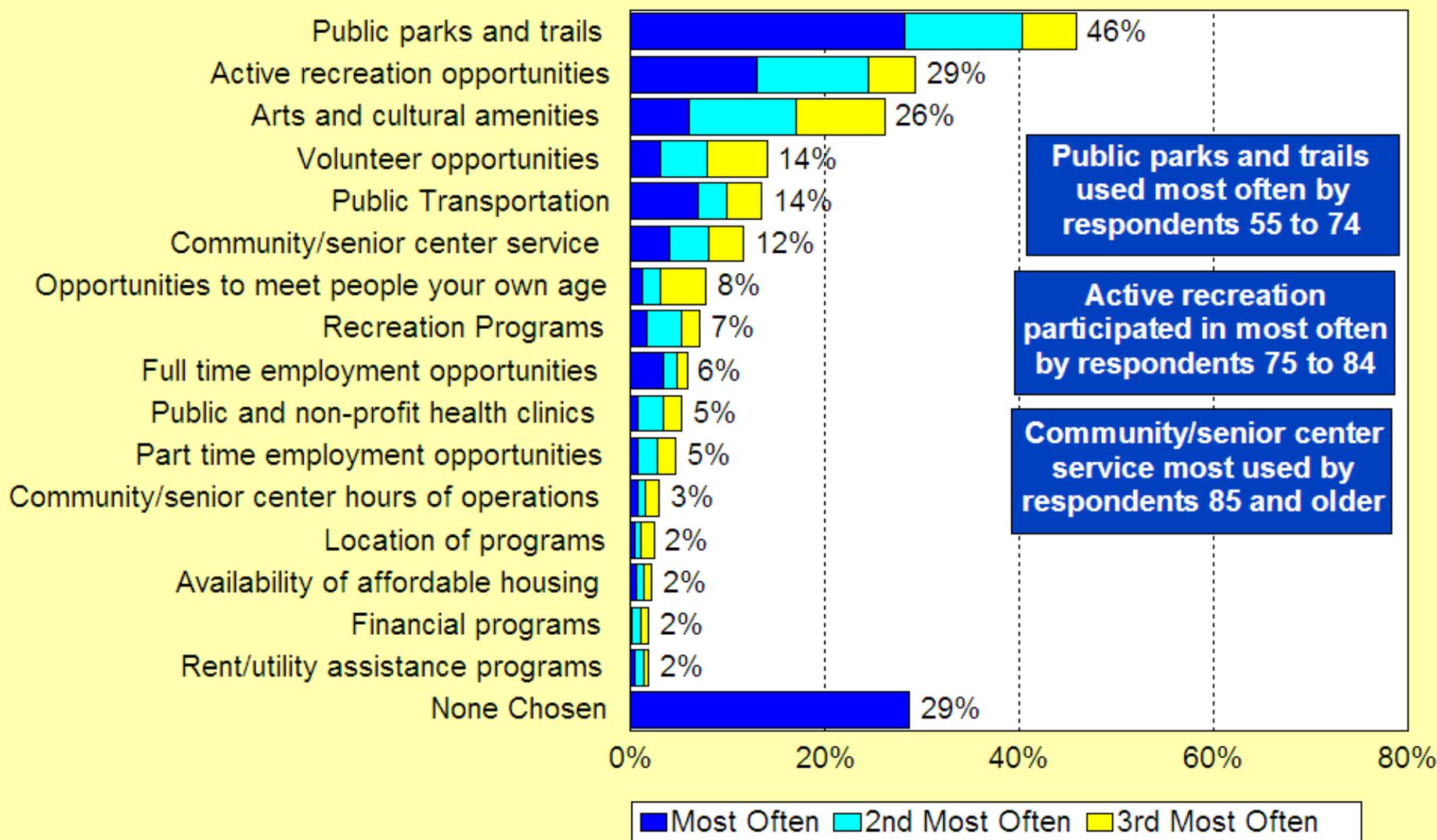


## 2012 Maricopa County Senior Survey

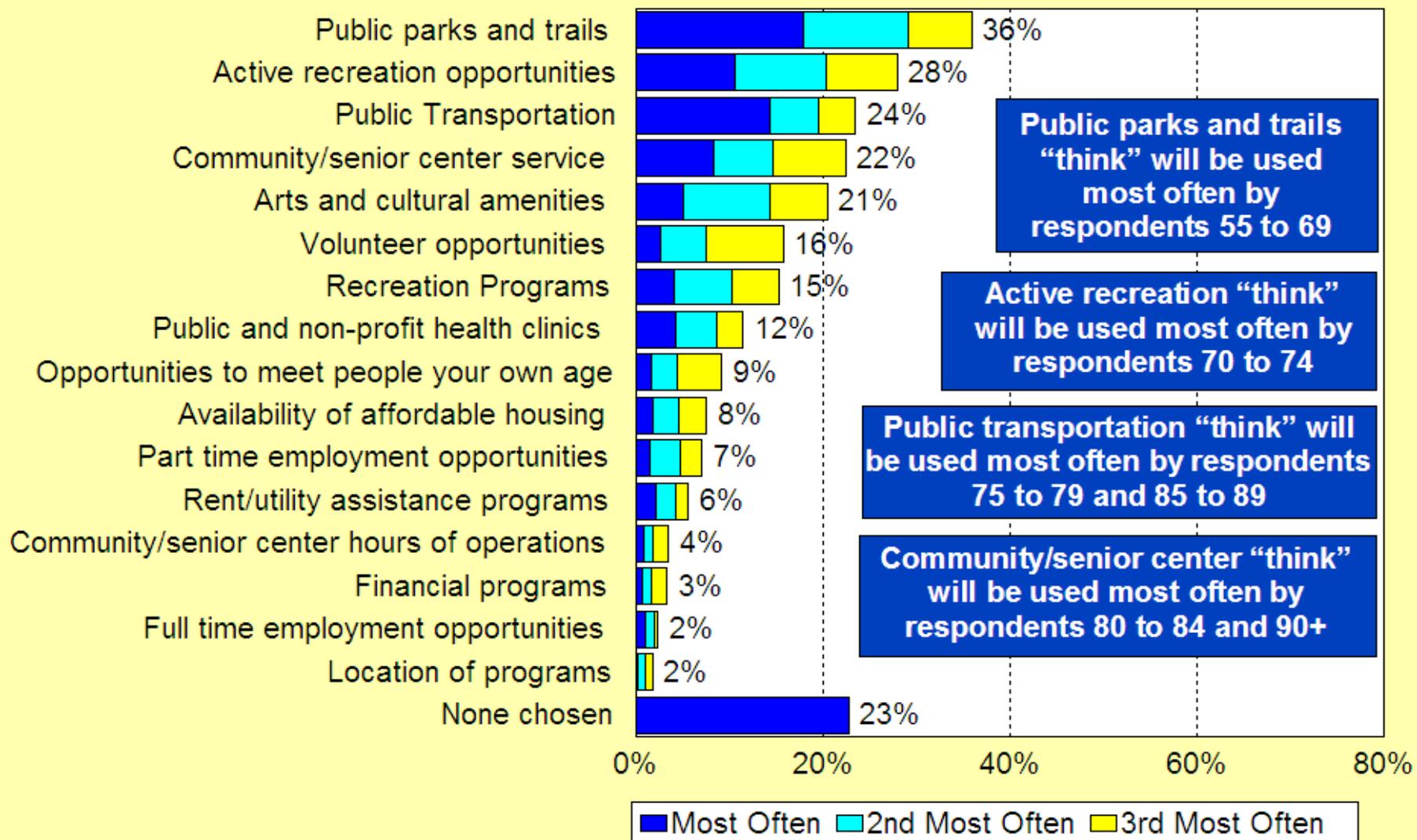
Shading reflects the mean rating for all respondents by ZIP (merged as needed)

## 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



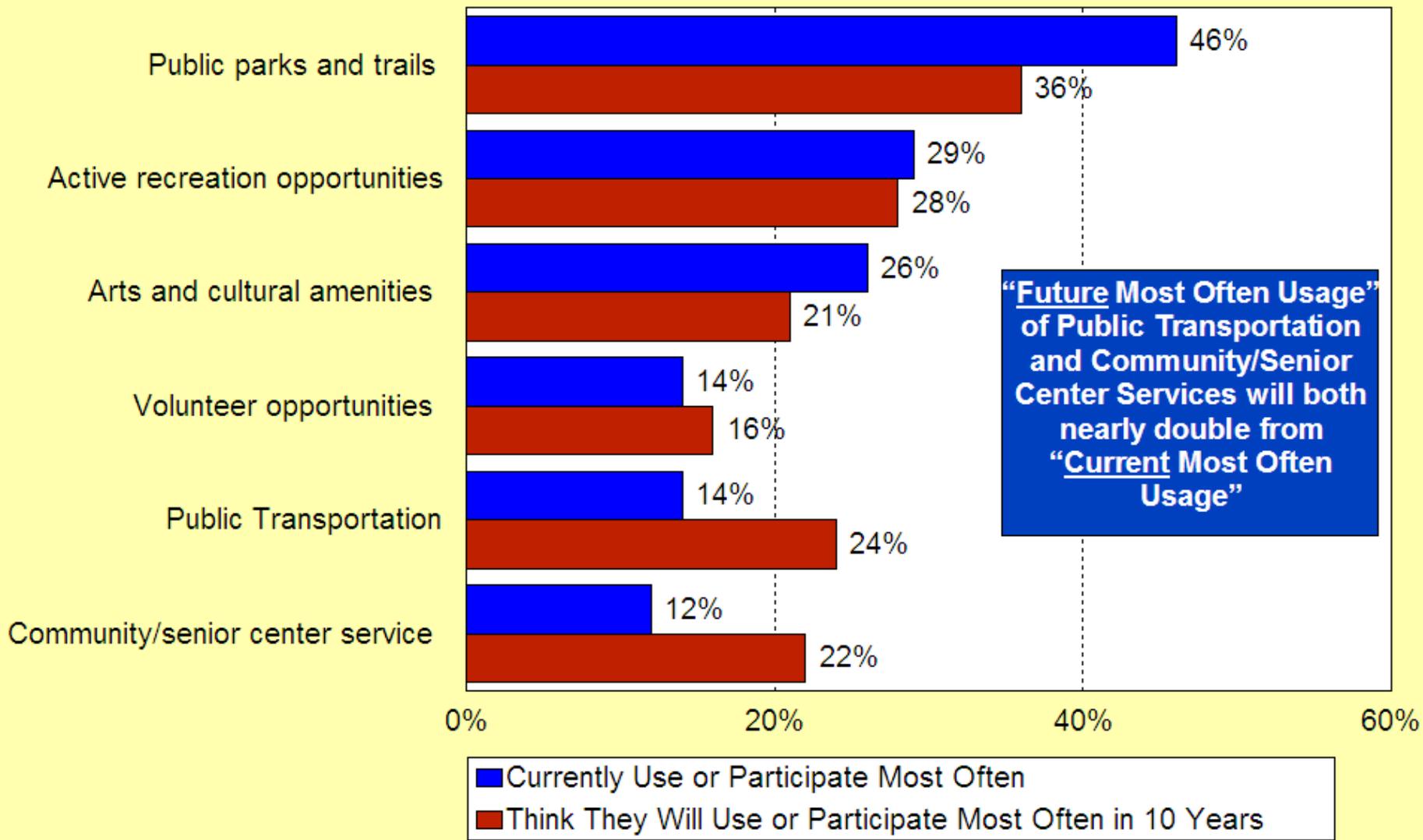
# Q3. Services and Activities Respondent Household Members Age 55+ Think They Will Use or Participate In the Most Often in 10 Years



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

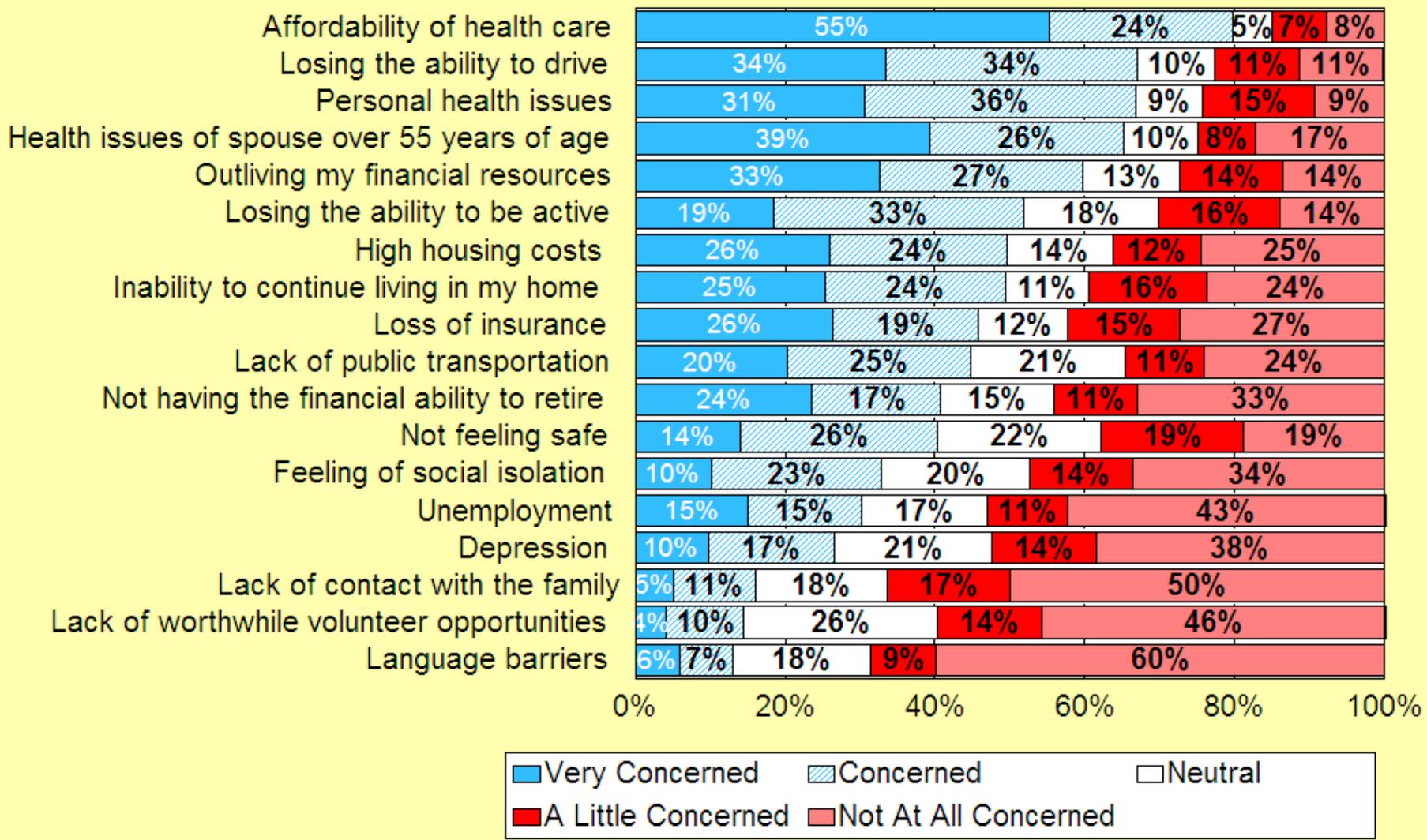
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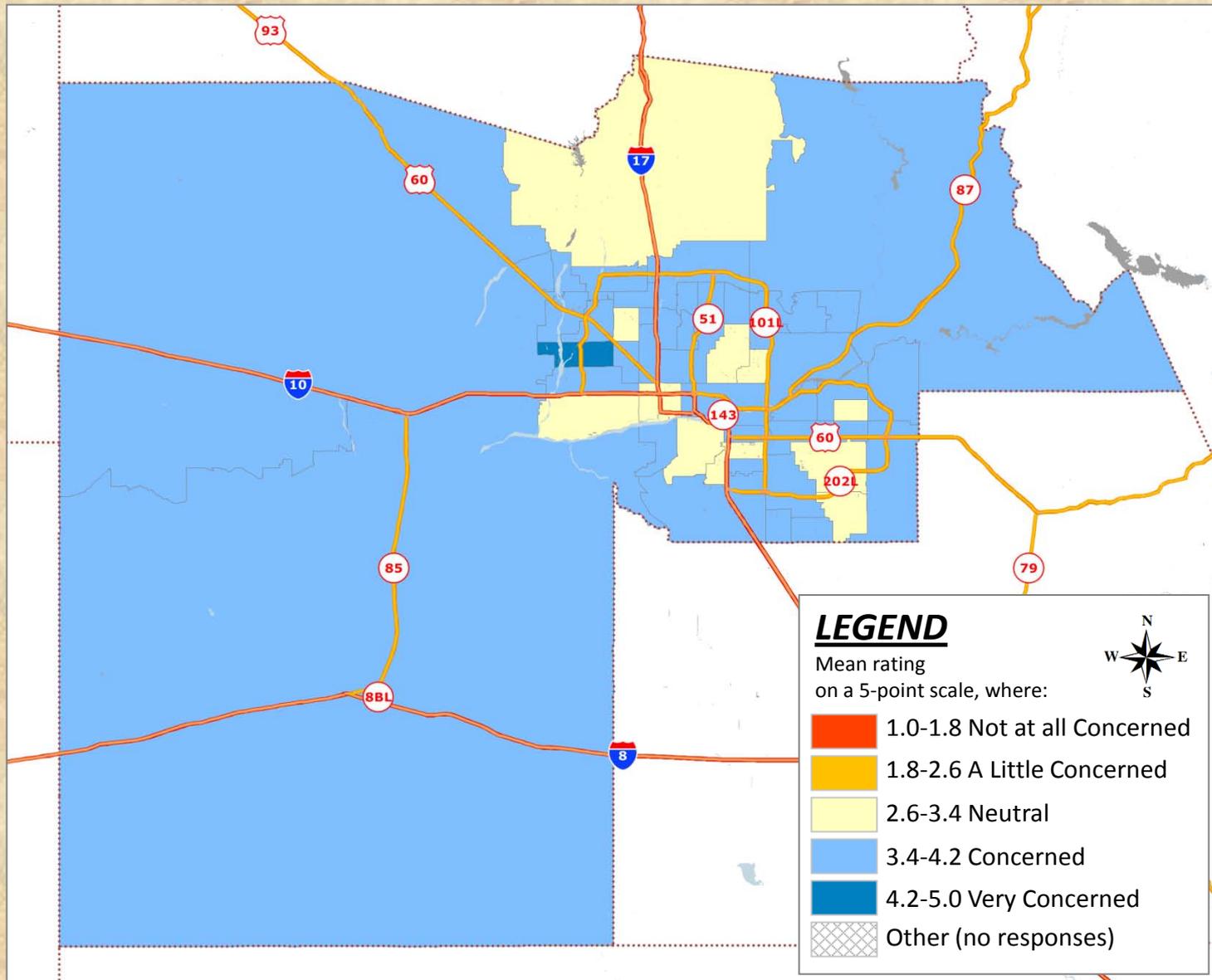
# Q4. How Concerned Respondents Are With Various Issues For Themselves and Members of Their Household Who Are Age 55+

by percentage of respondents



Source: ETC Institute (2012)

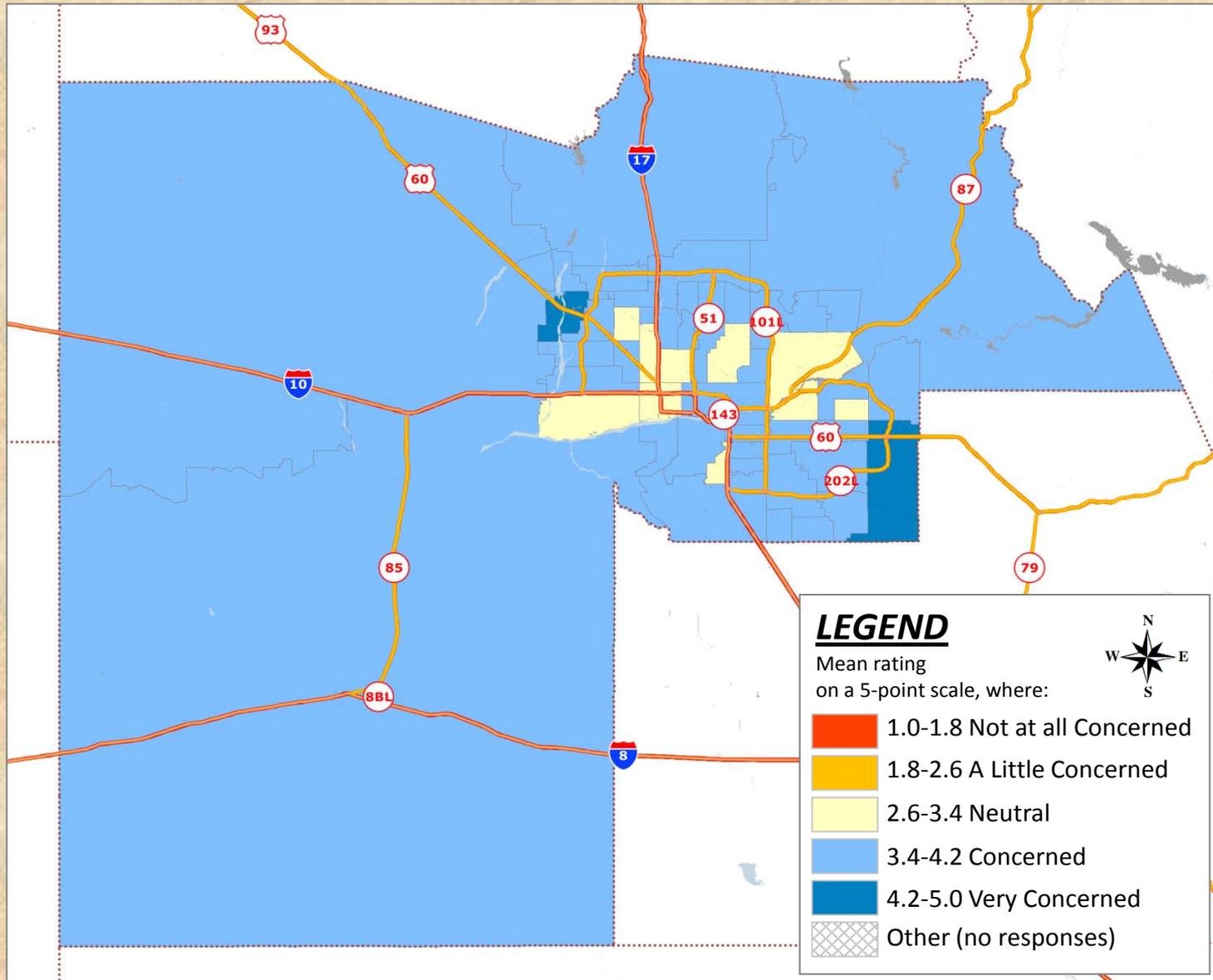
# Q4B Personal health issues



## 2012 Maricopa County Senior Survey

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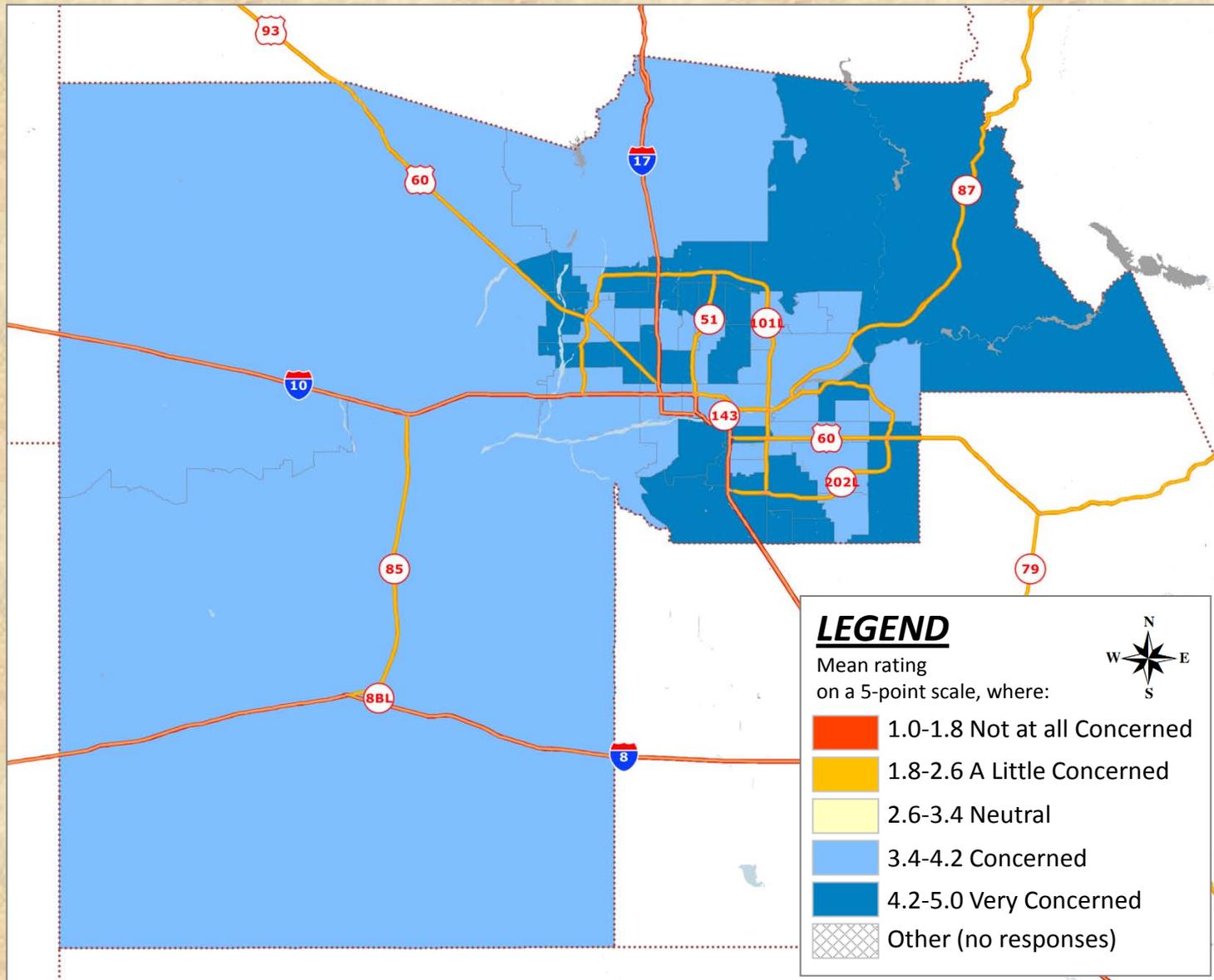
# Q4D Losing the ability to drive



## 2012 Maricopa County Senior Survey

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

# Q4H Affordability of health care

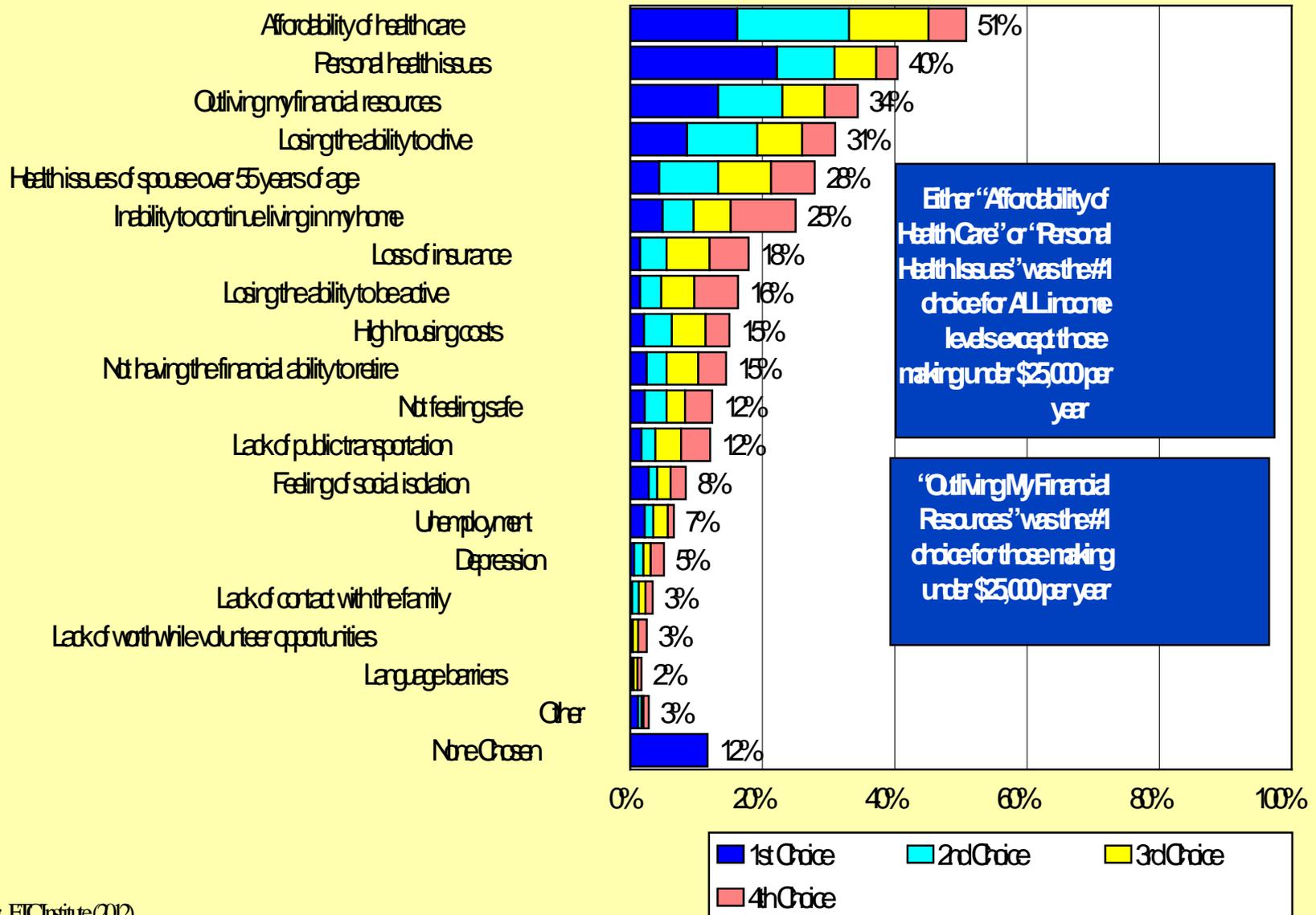


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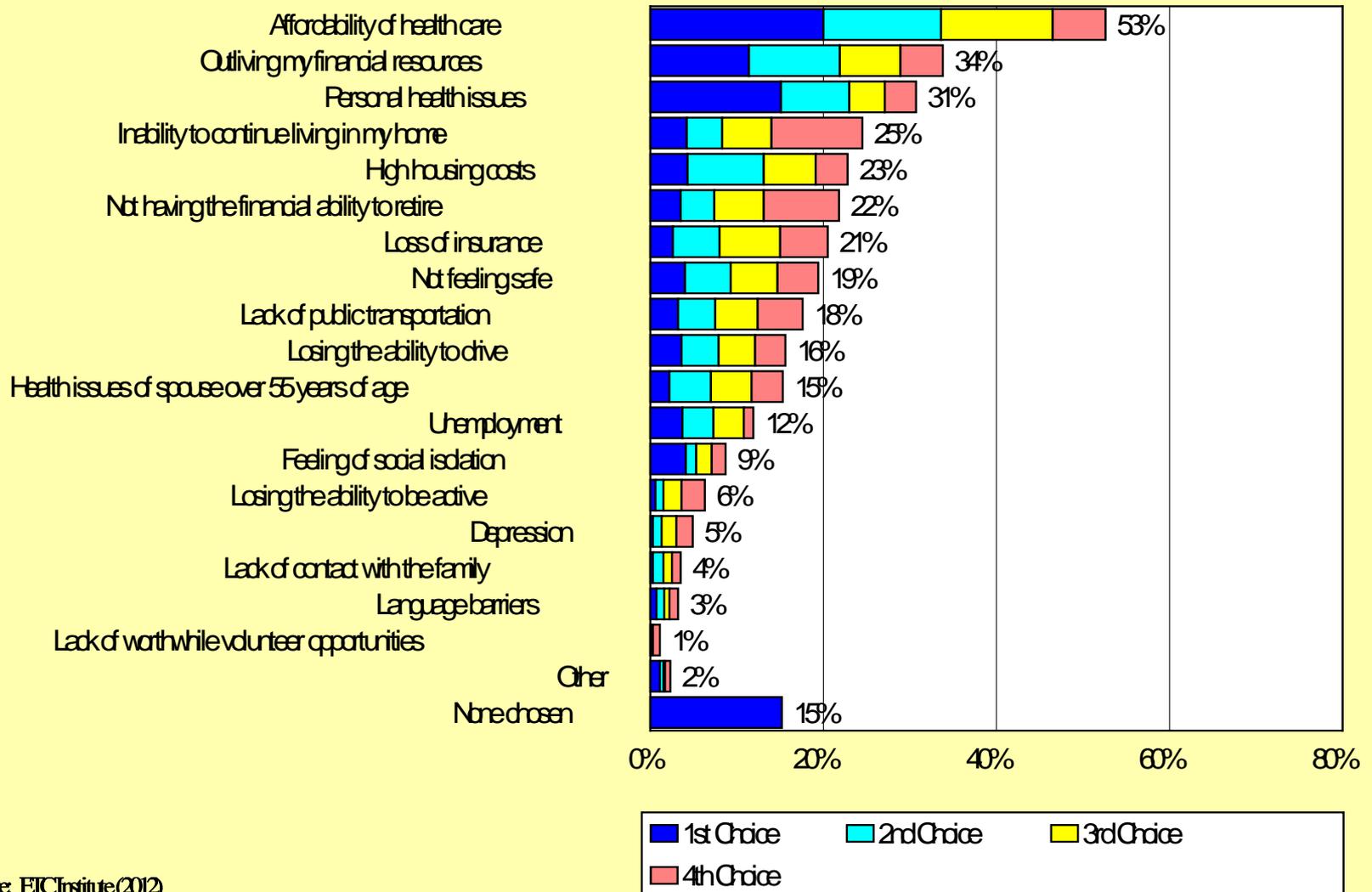
# Q5 Which FOUR Issues Respondents Is Most Concerned With For Themselves and Members of Their Household Age 55+

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

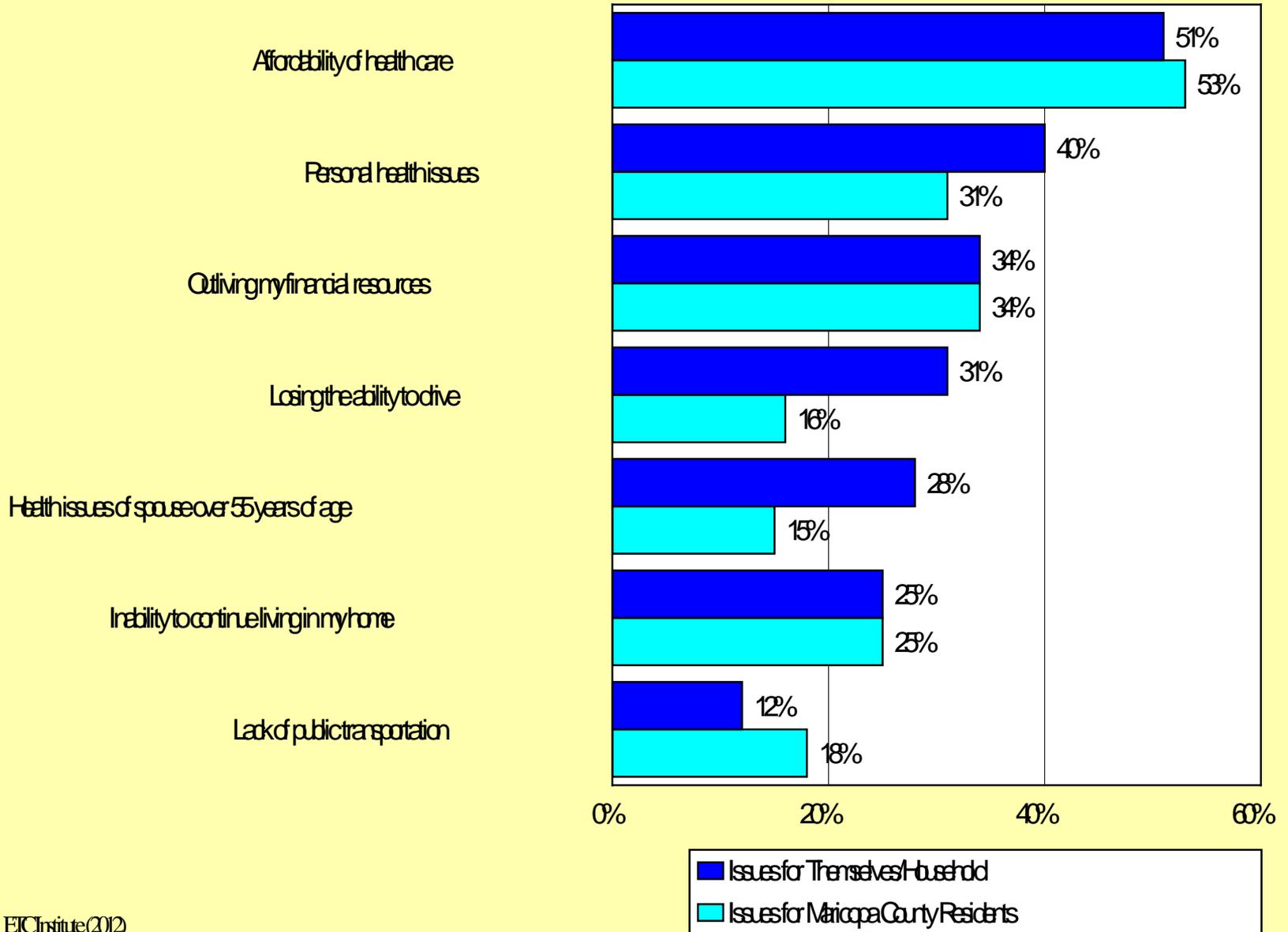


# Q6. Which FOUR Issues Respondent Is Most Concerned With Regarding ALL Residents Age 55+ Who Live In Maricopa County

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



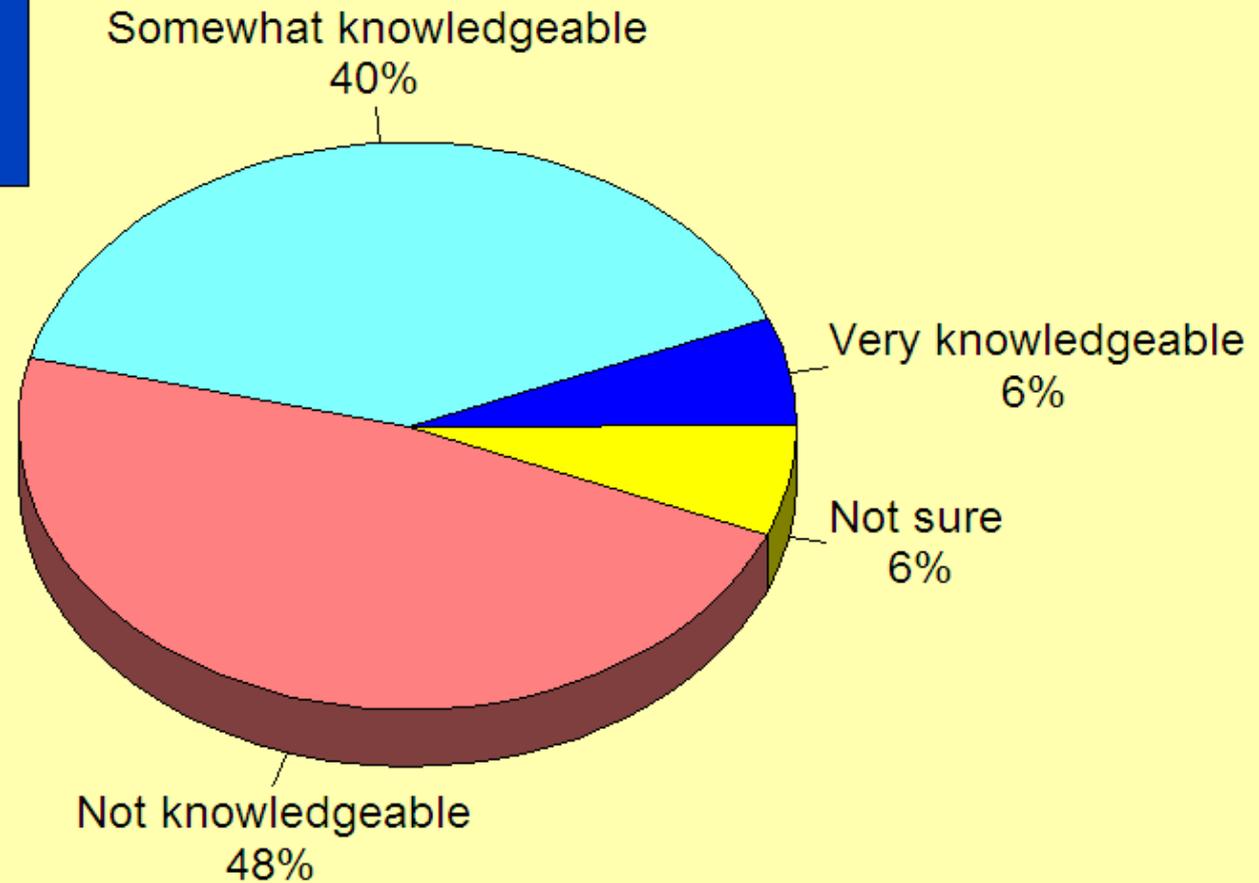
**Which FOUR Issues Respondents Is Most Concerned With For Themselves and Members of Their Household Age 55+ (Blue) and ALL Households in Maricopa County (Teal)**



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

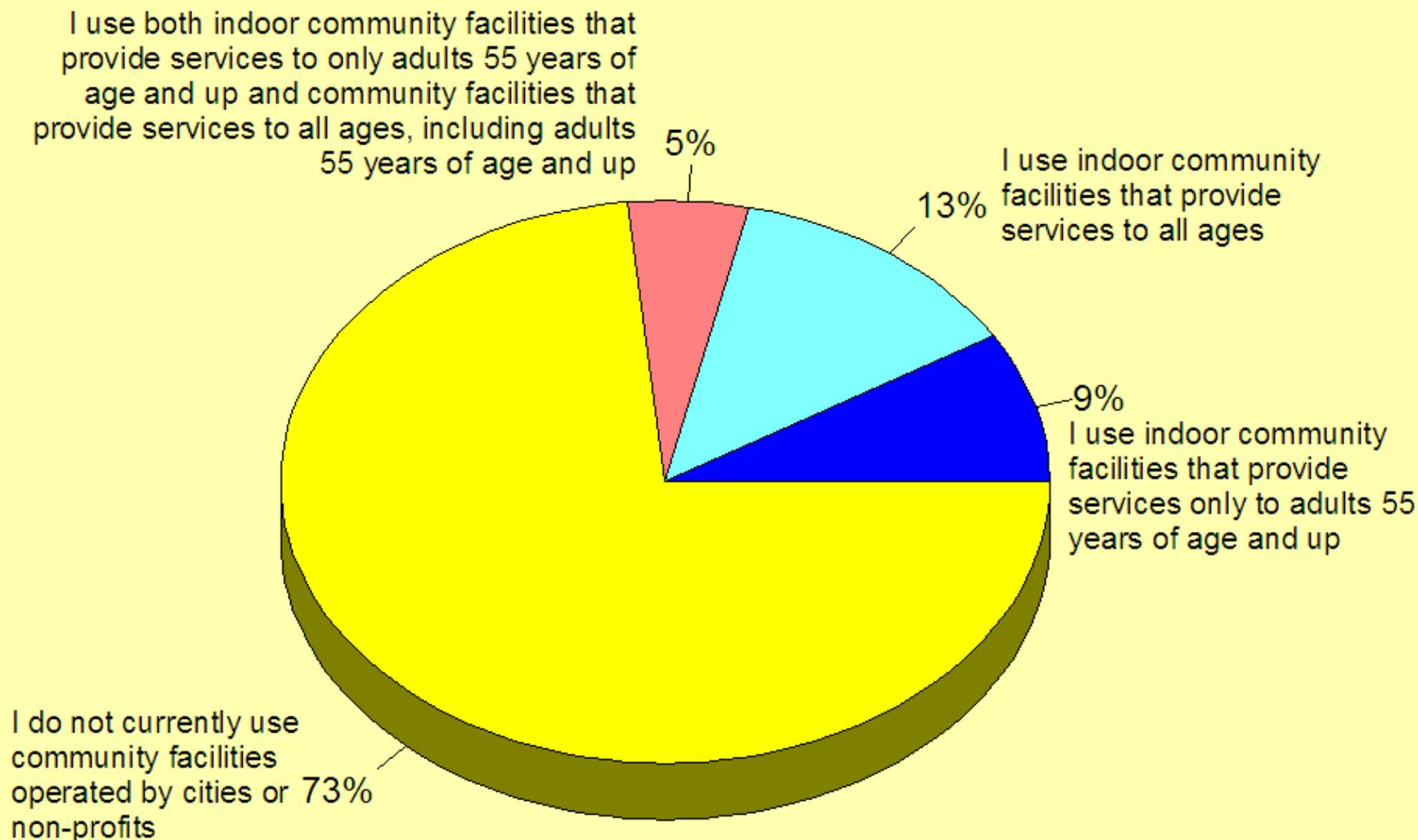
by percentage of respondents

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



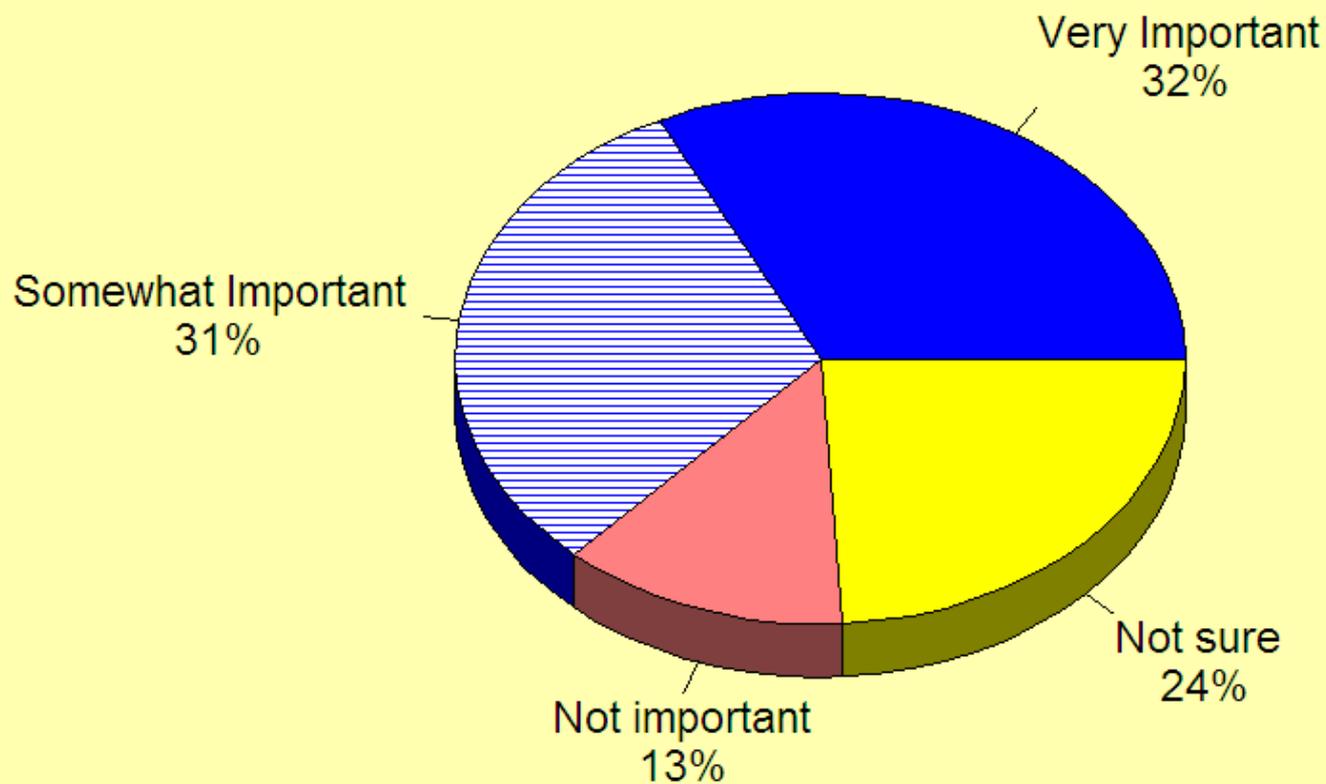
# Q8. Phrase That Best Describes Respondent Household's Usage of Indoor Community Facilities Operated By Cities or Non-Profit Organizations In Maricopa County

by percentage of respondents

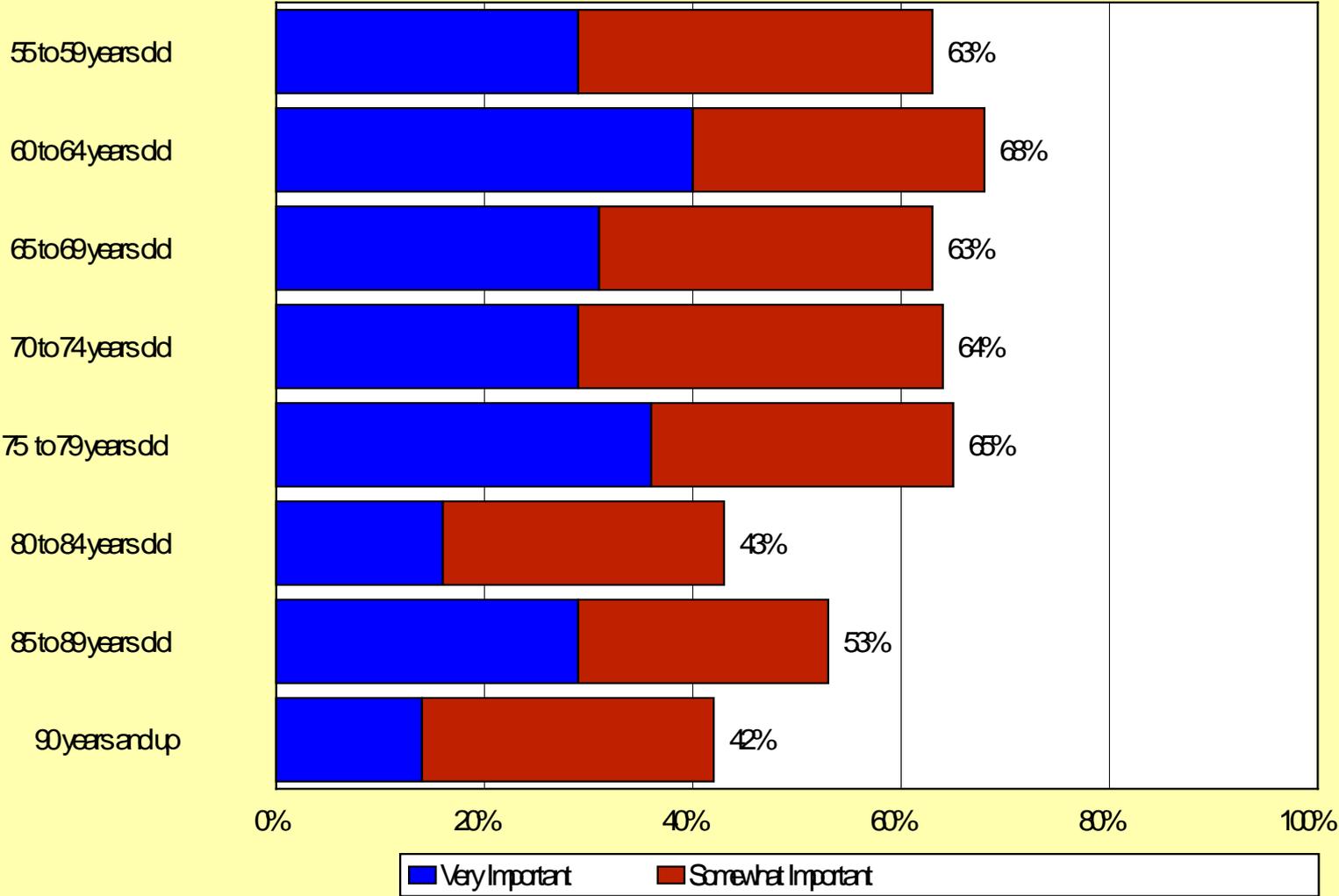


# Q9. Importance Of Community Centers Being Open Longer Hours

by percentage of respondents



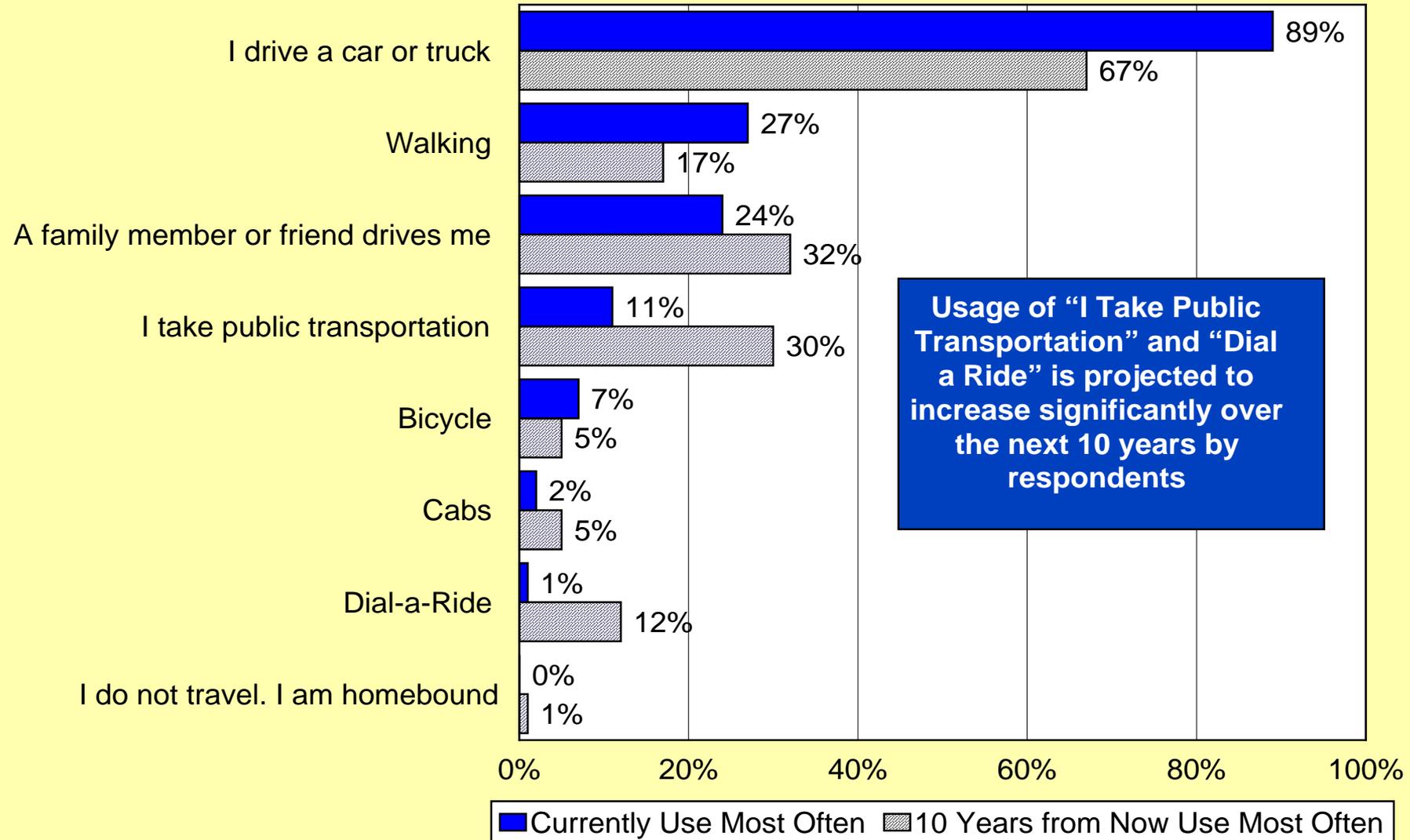
# Q9 Importance Of Community Centers Being Open Longer Hours



Source: EIC Institute (2012)

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

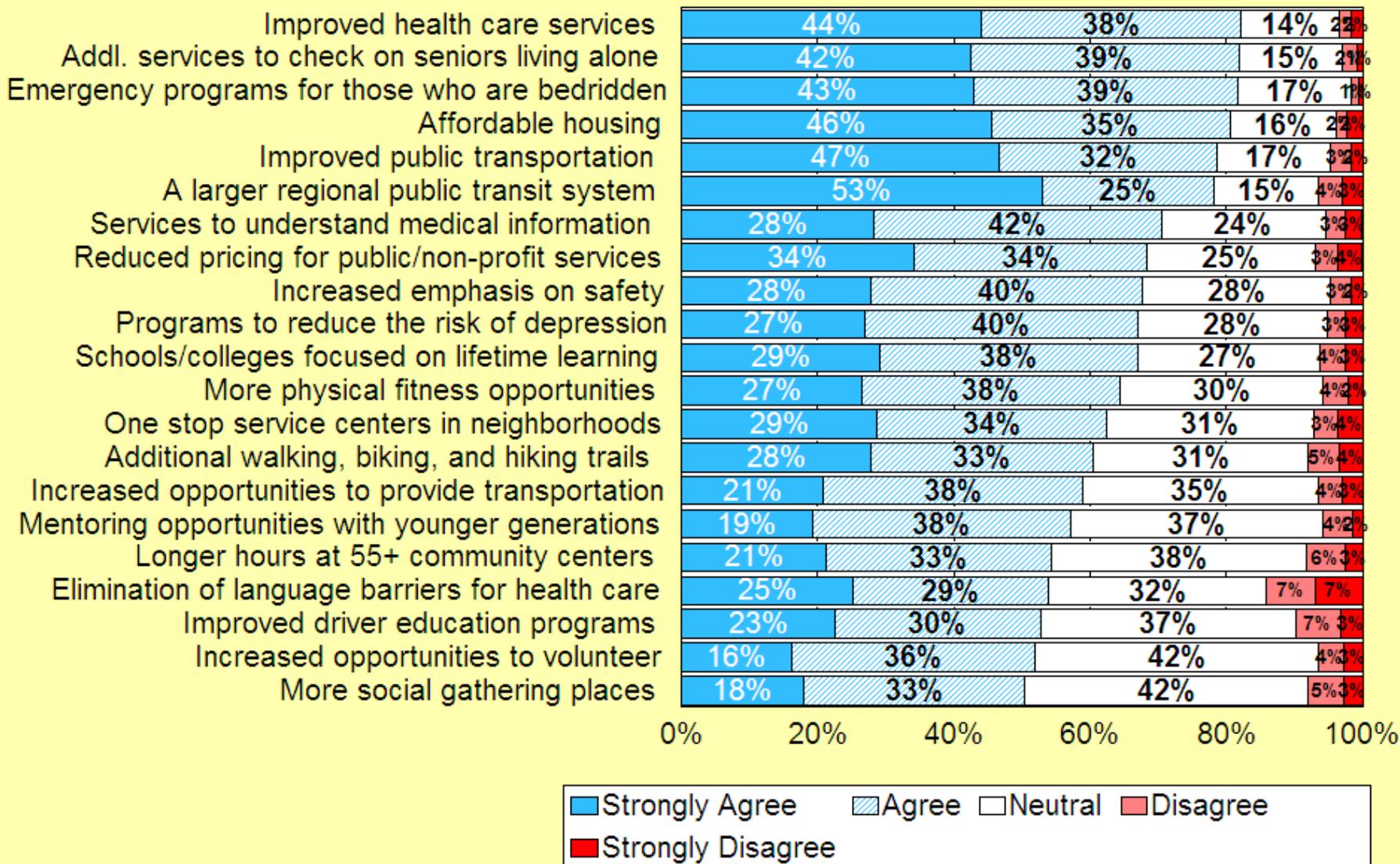
## Q12. Which TWO Methods Of Travel Respondents Will Use Most Often Around Maricopa County 10 Years From Now



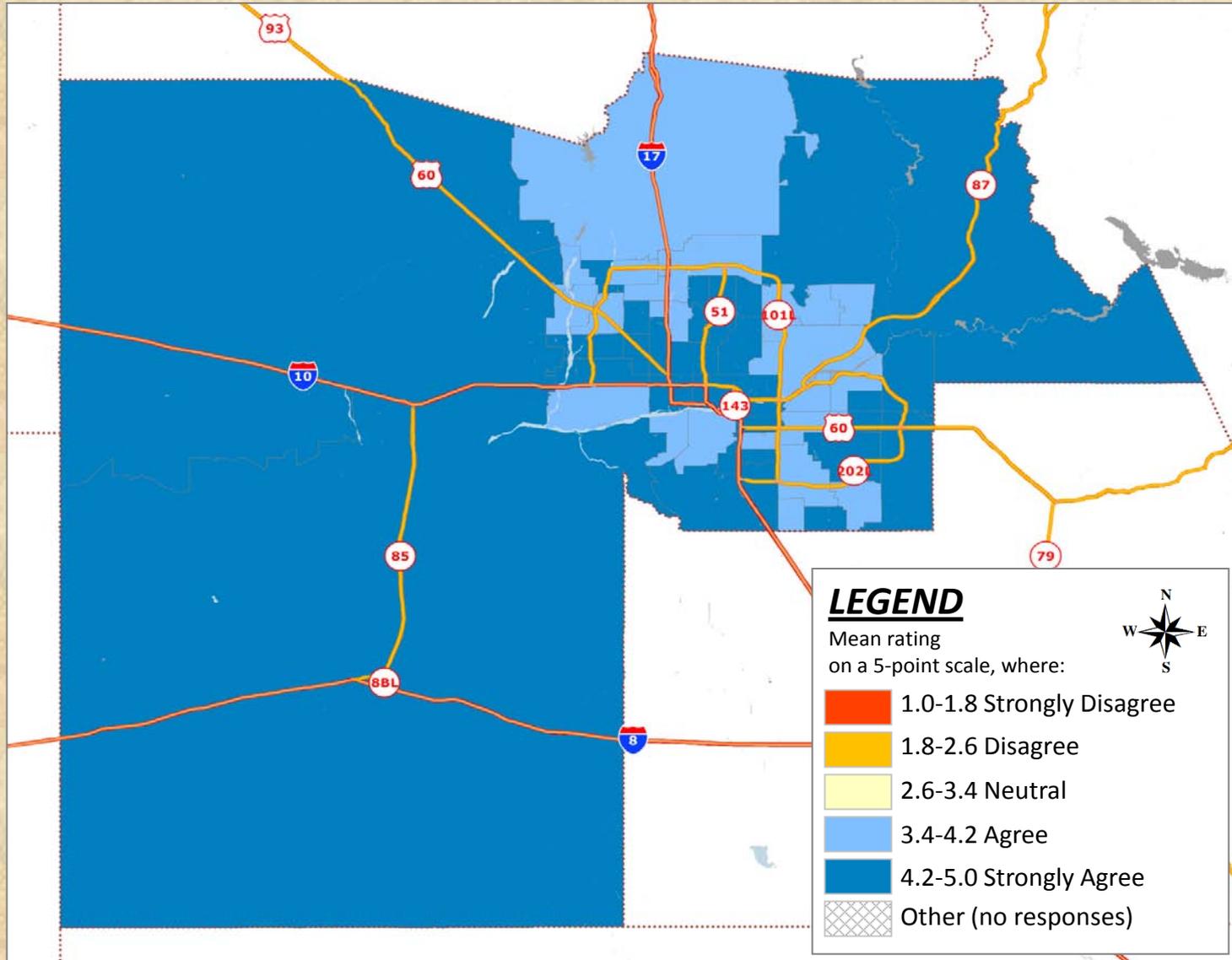
Source: ETC Institute (2012)

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

by percentage of respondents



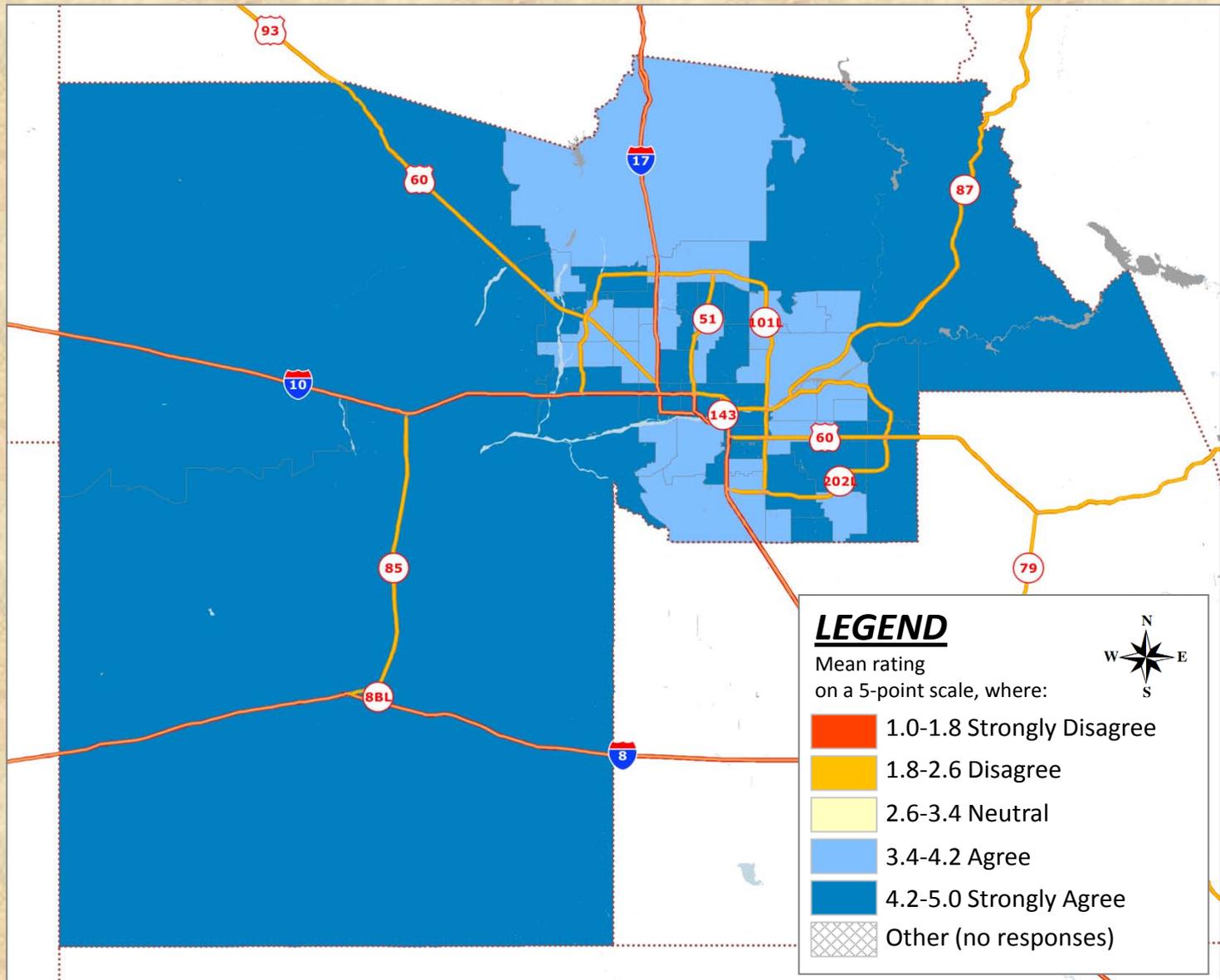
# Q13A A larger regional public transit system offering more frequent service and better connections to other buses



## 2012 Maricopa County Senior Survey

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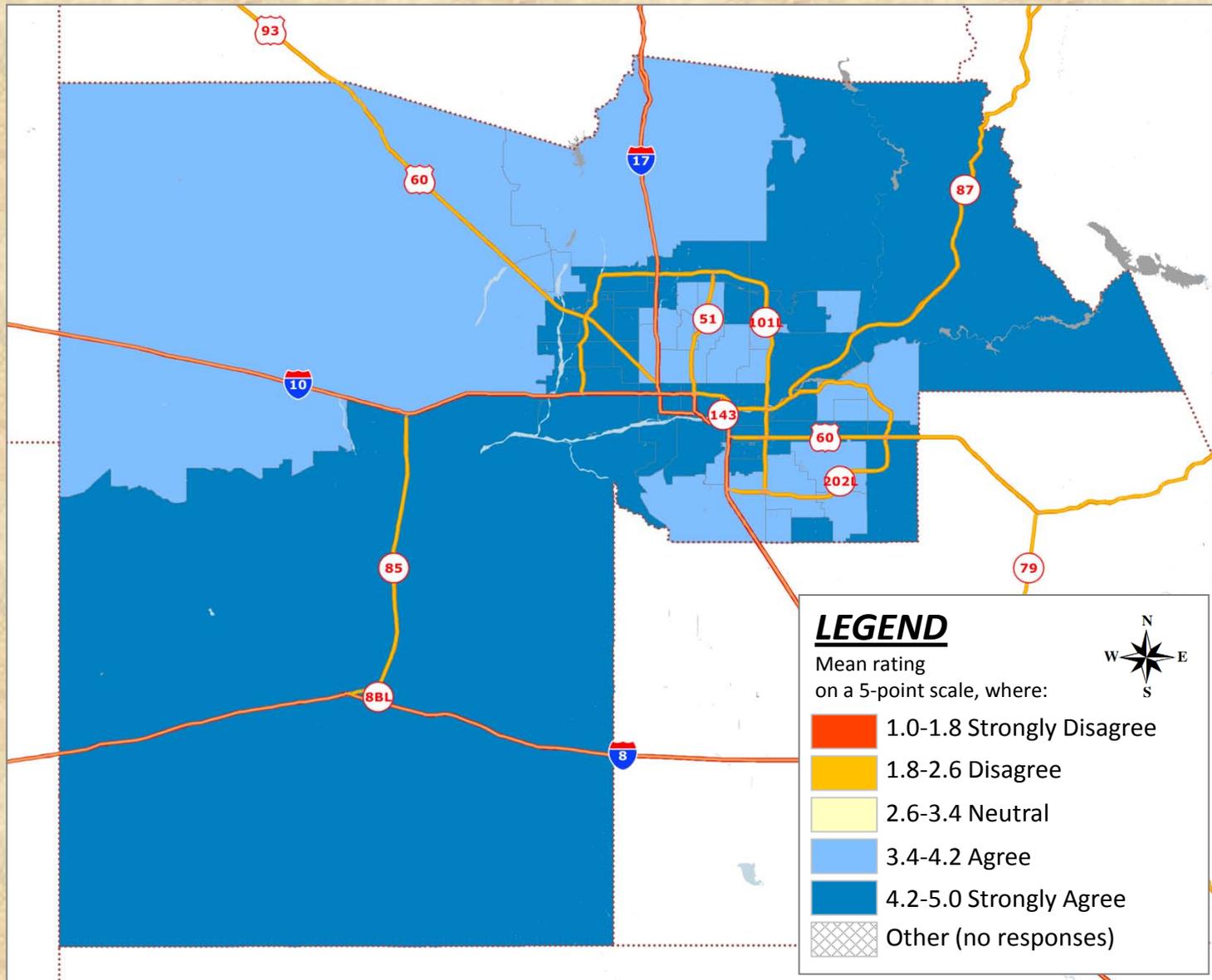
# Q13E Improved public transportation



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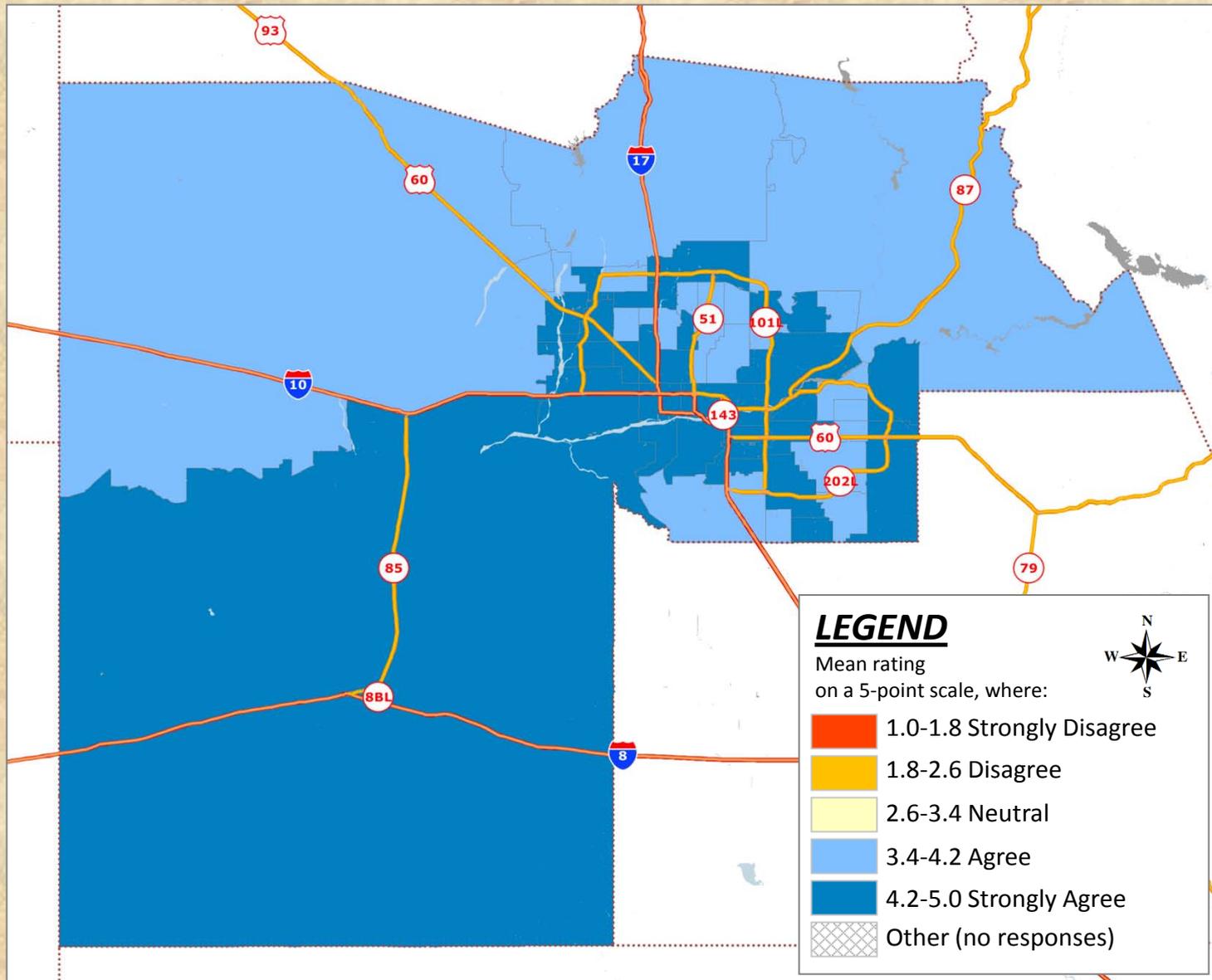
# Q13G Improved health care services



## 2012 Maricopa County Senior Survey

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# Q13T Affordable housing

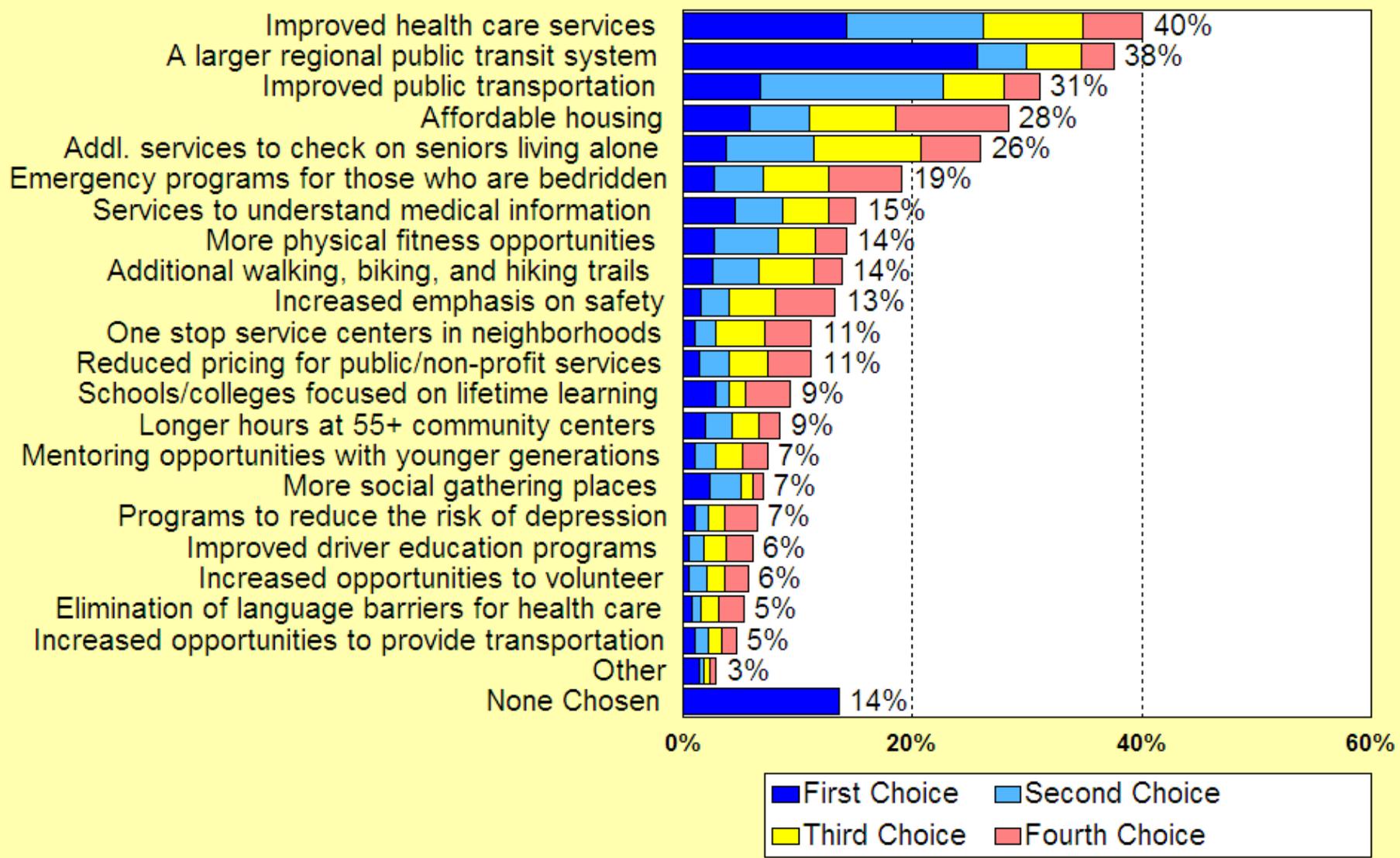


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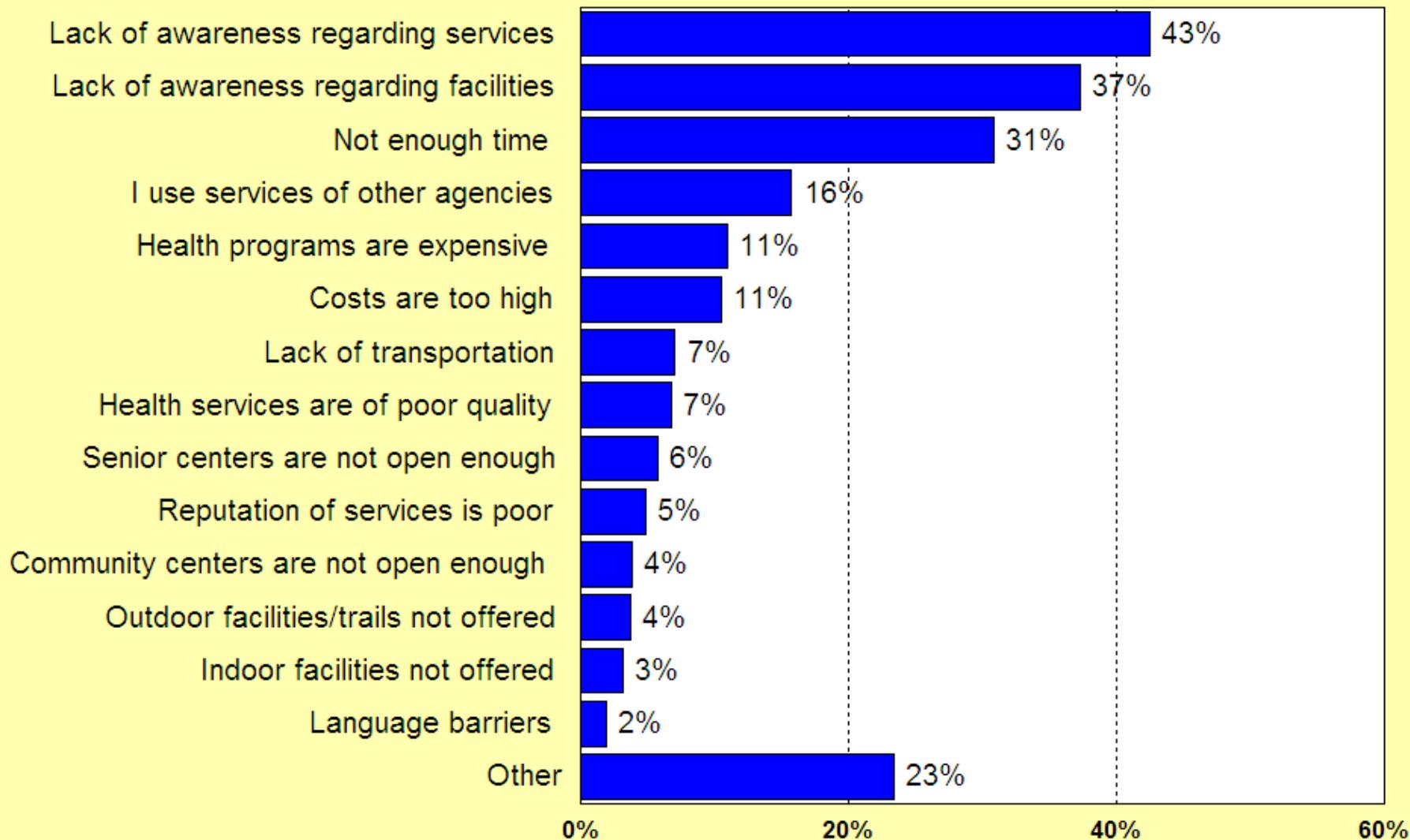
# Q14. Which FOUR Best Represent Respondent's Vision For The Future Of Maricopa County's Services to Adults Age 55+

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



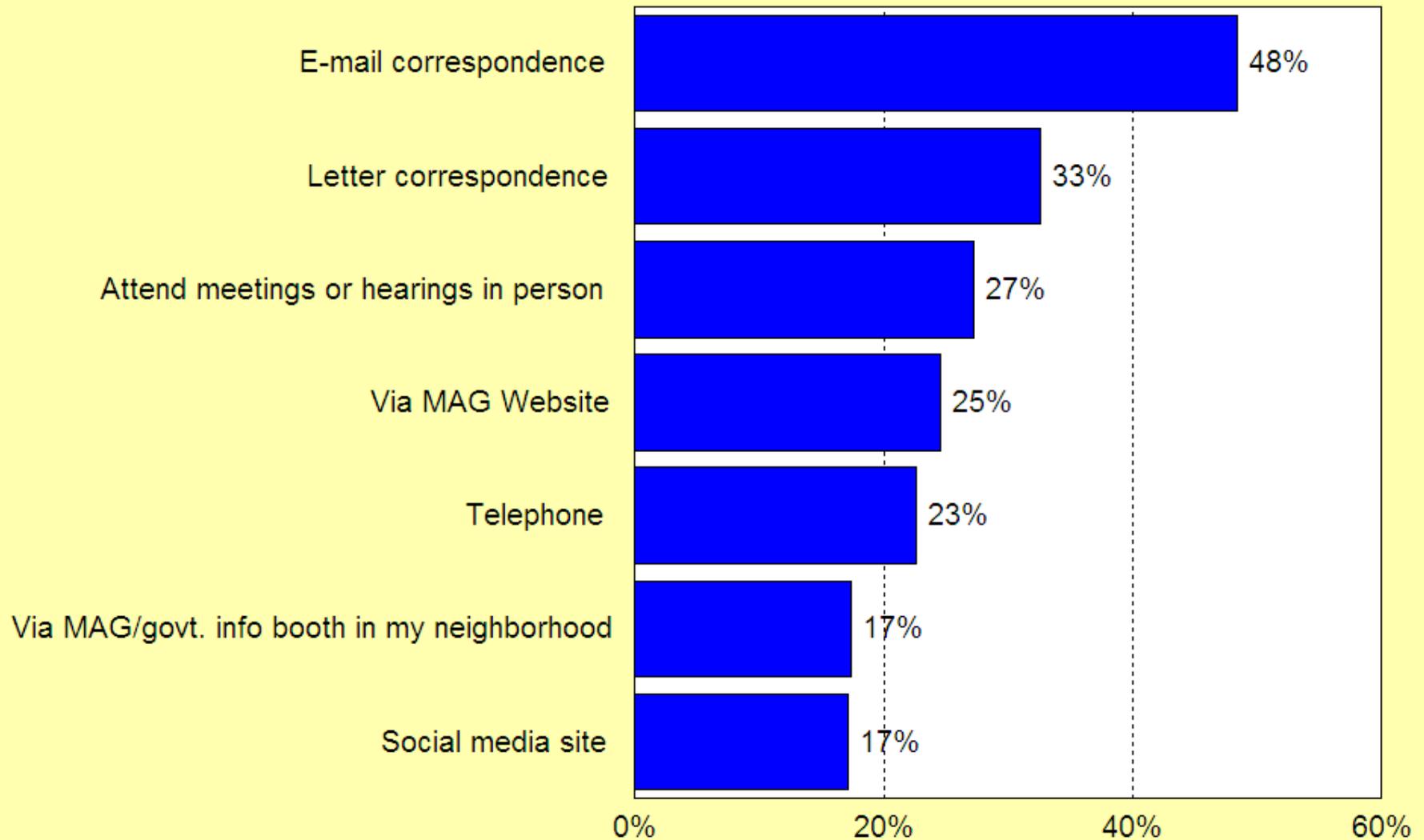
# Q15. Reasons Why Respondent Does Not Use Services For Adults Age 55+ More Often

by percentage of respondents (multiple choices)



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

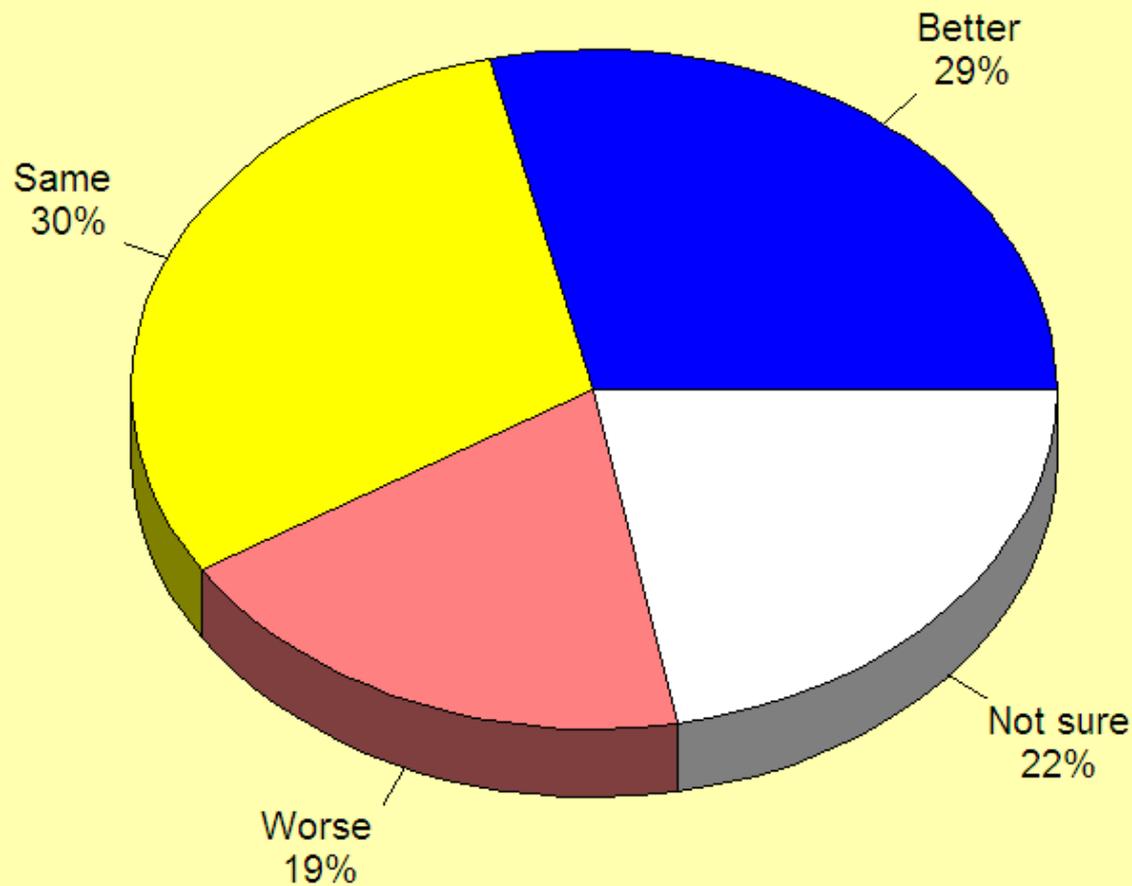
by percentage of respondents (multiple choices)



Source: ETC Institute (2012)

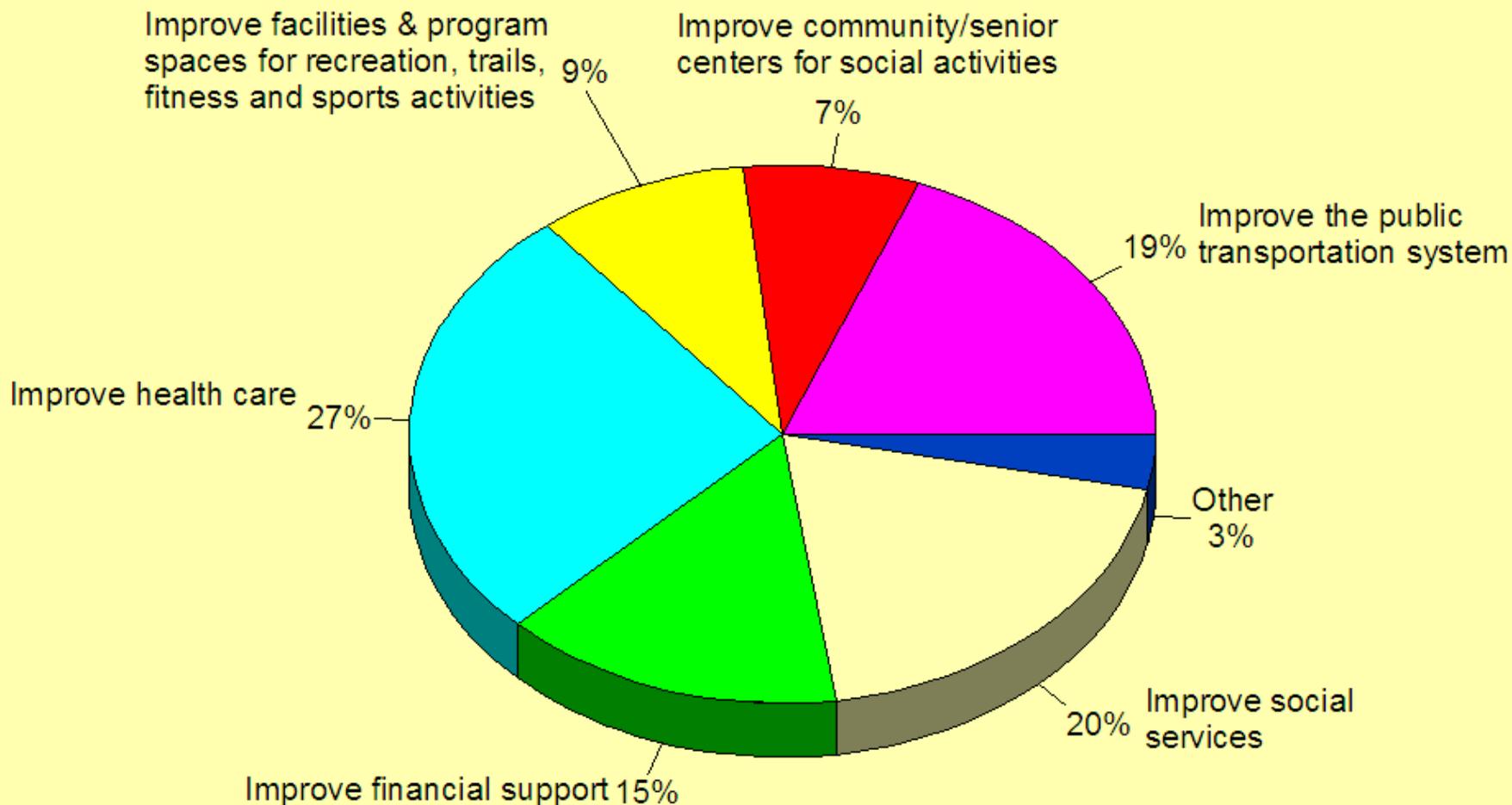
# Q17. Respondent's Opinion Regarding Changes In Quality Of Life For Persons Age 55+ In Maricopa County

by percentage of respondents



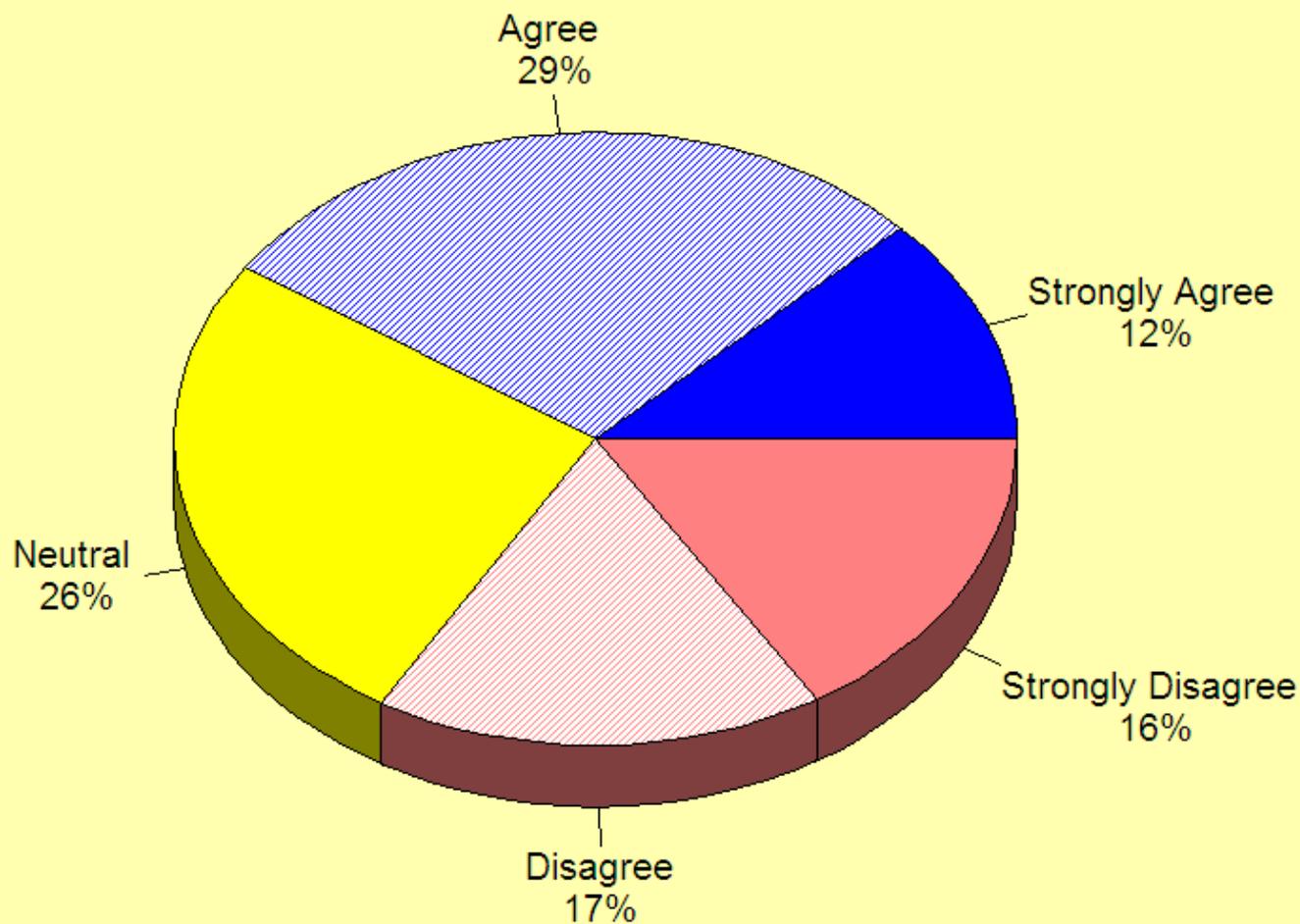
# Q18. Ways In Which Respondent Would Allocate An Additional \$100 To Fund Services For Adults Age 55+

by percentage of respondents



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

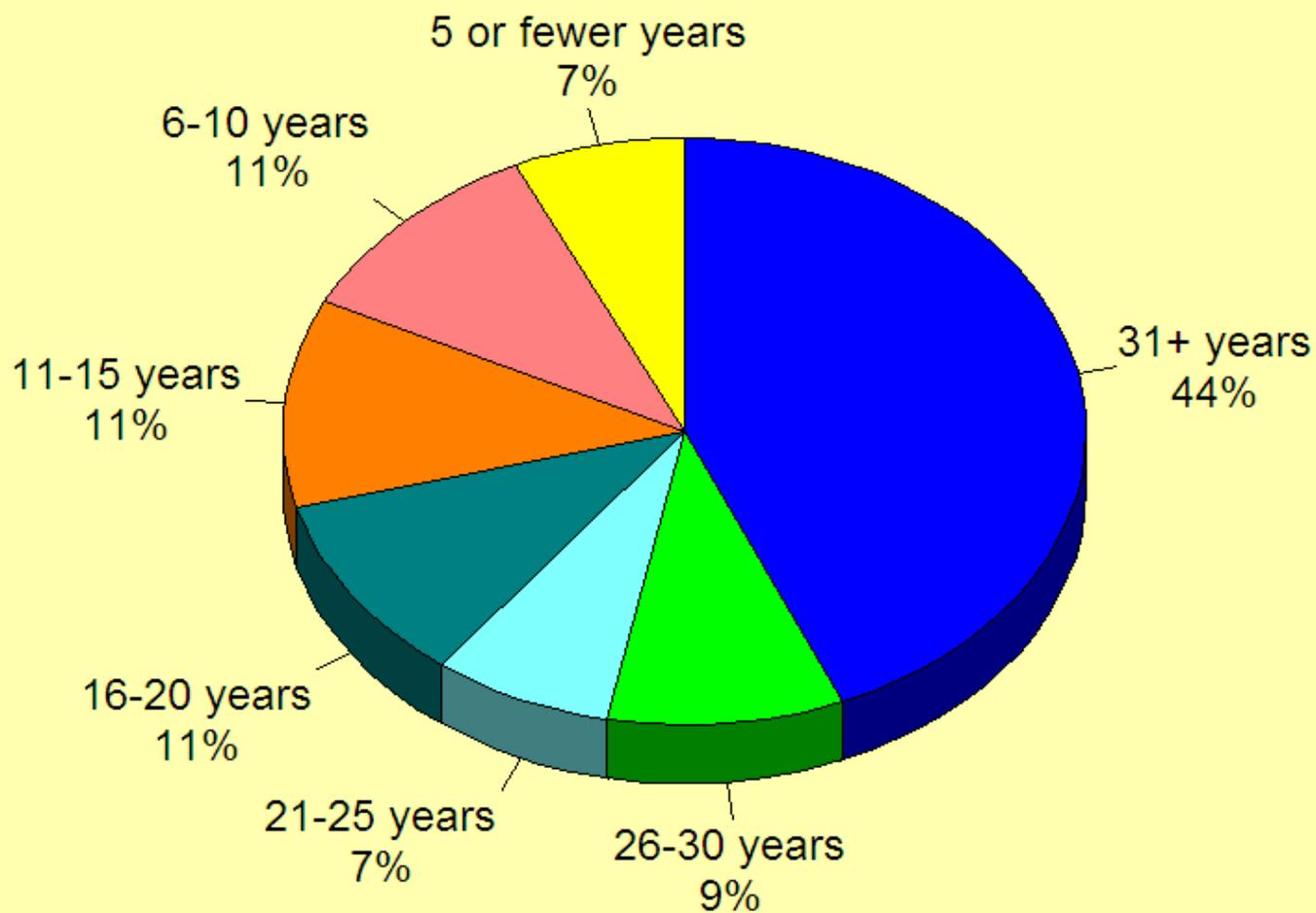
by percentage of respondents



# Demographics

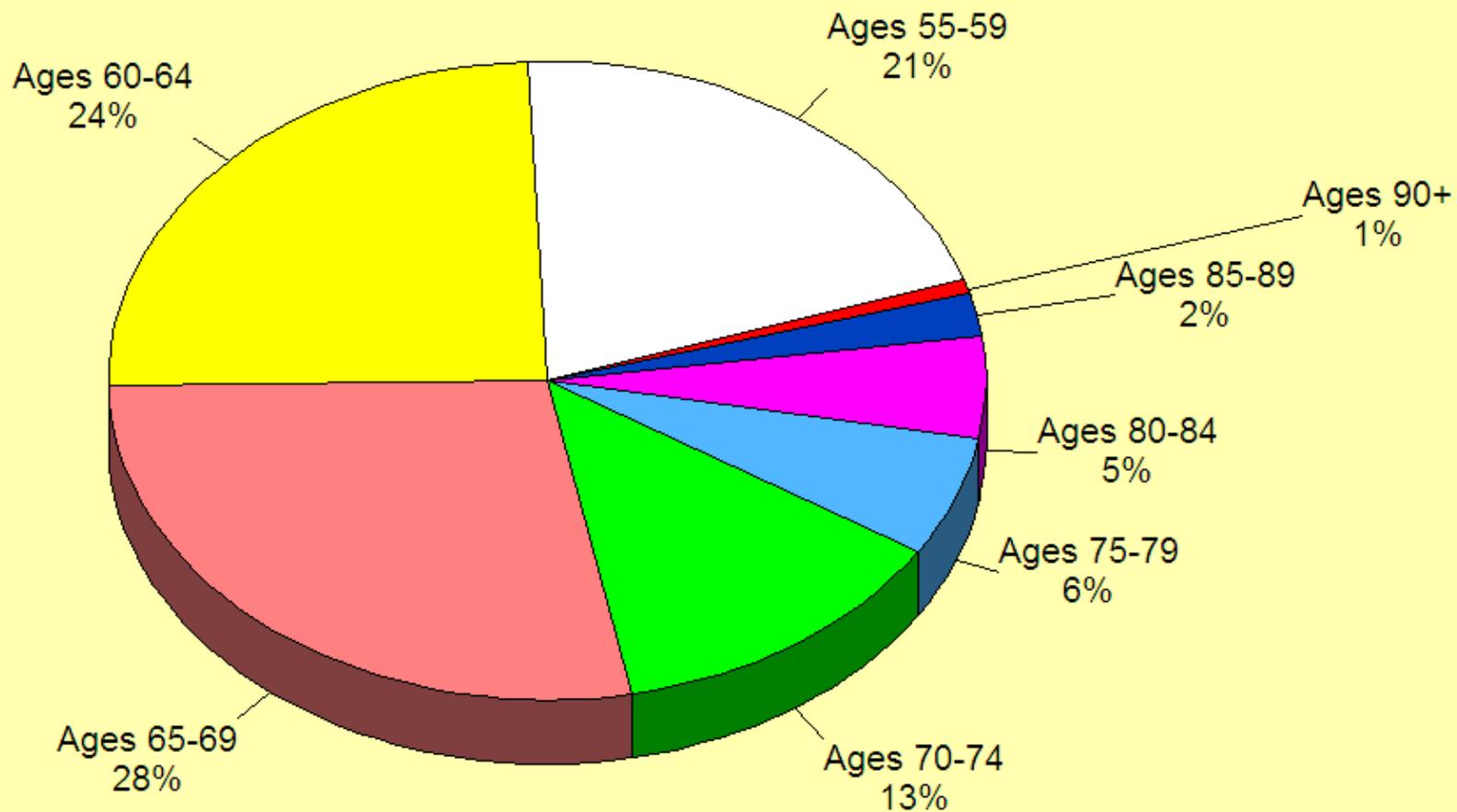
# Q20. Number Of Years Respondent Has Lived In Maricopa County

by percentage of respondents



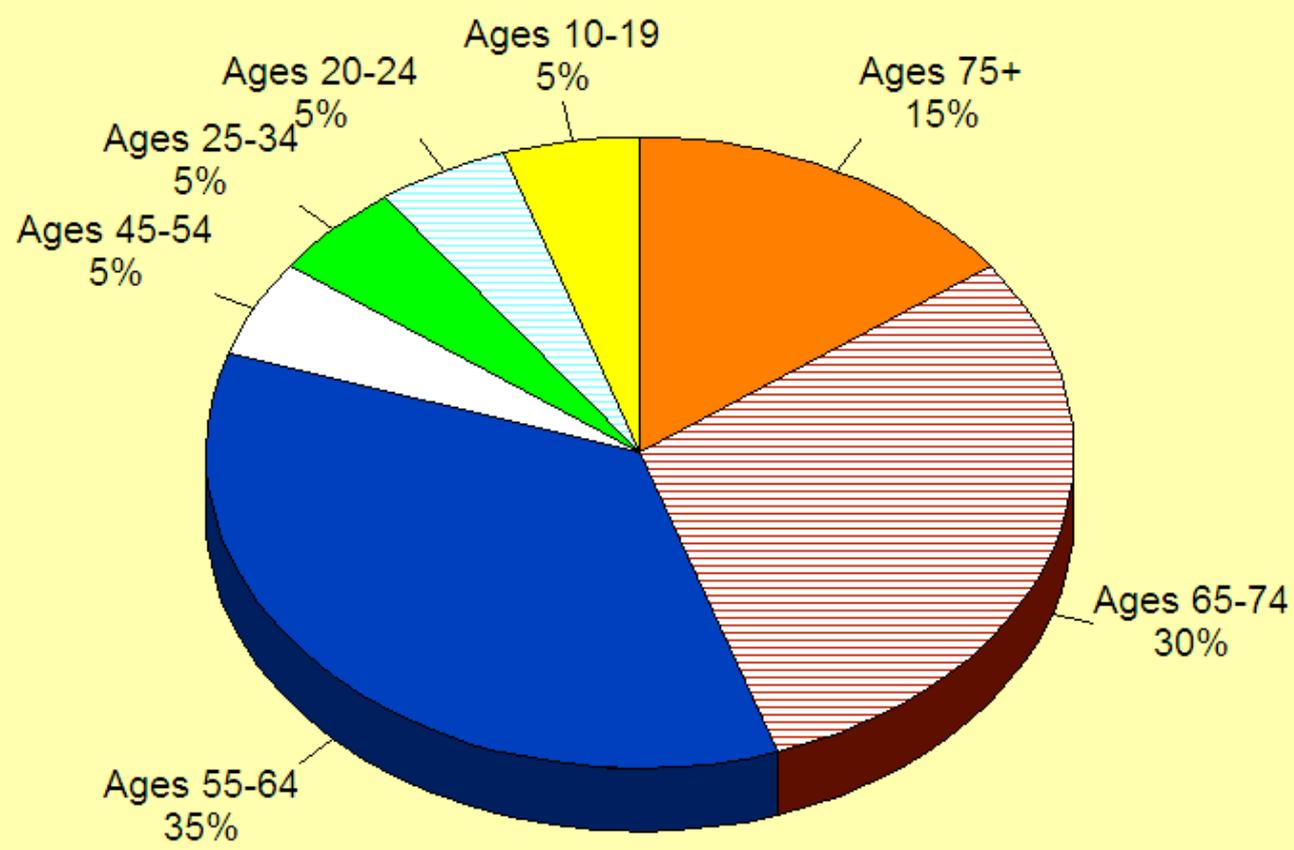
# Q21. Age of Respondent

by percentage of respondents



# Q22. Age of All Persons Living In Household

by percentage of respondents



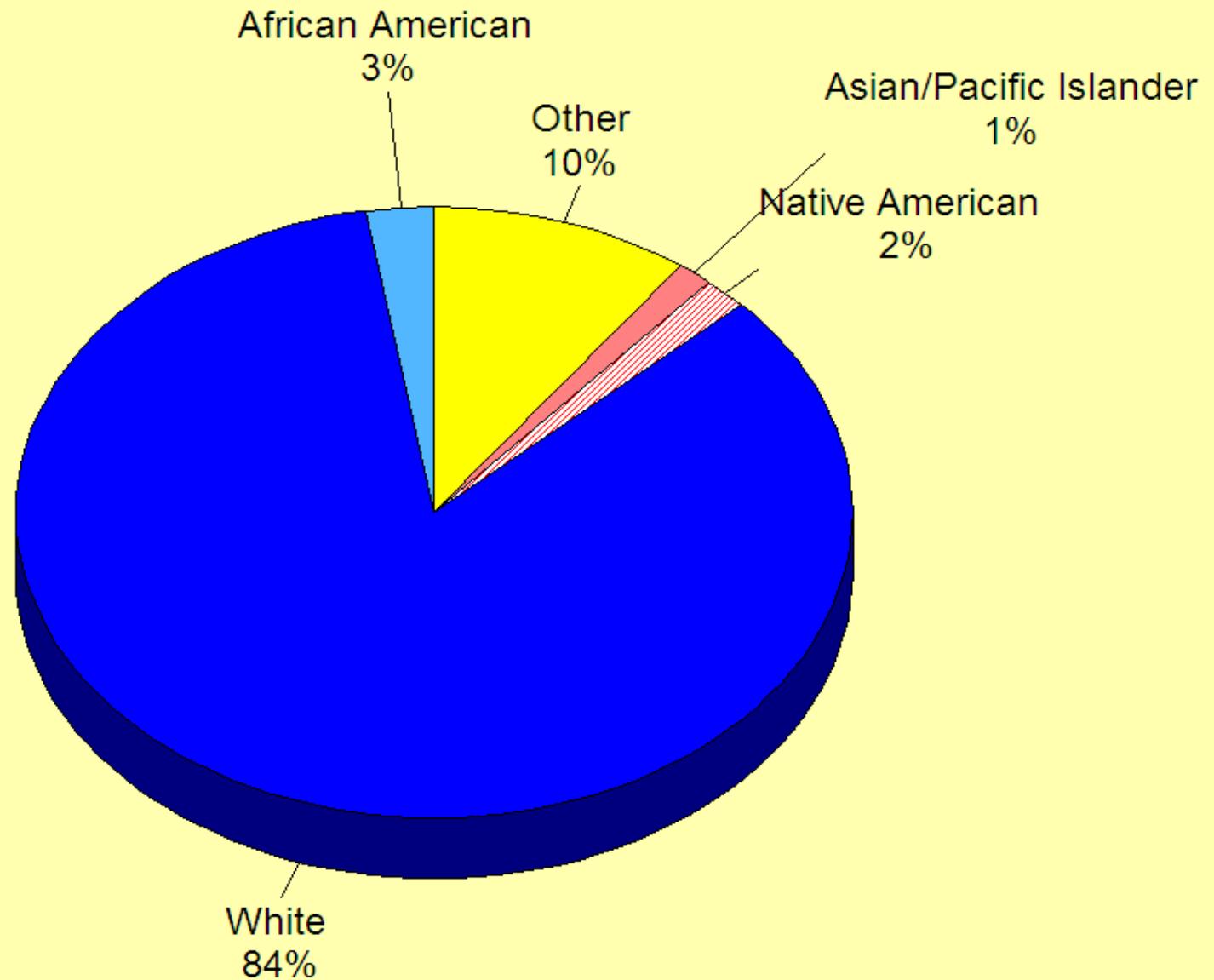
## Q23. Respondents Who Are Of Hispanic or Latin Ancestry

by percentage of respondents



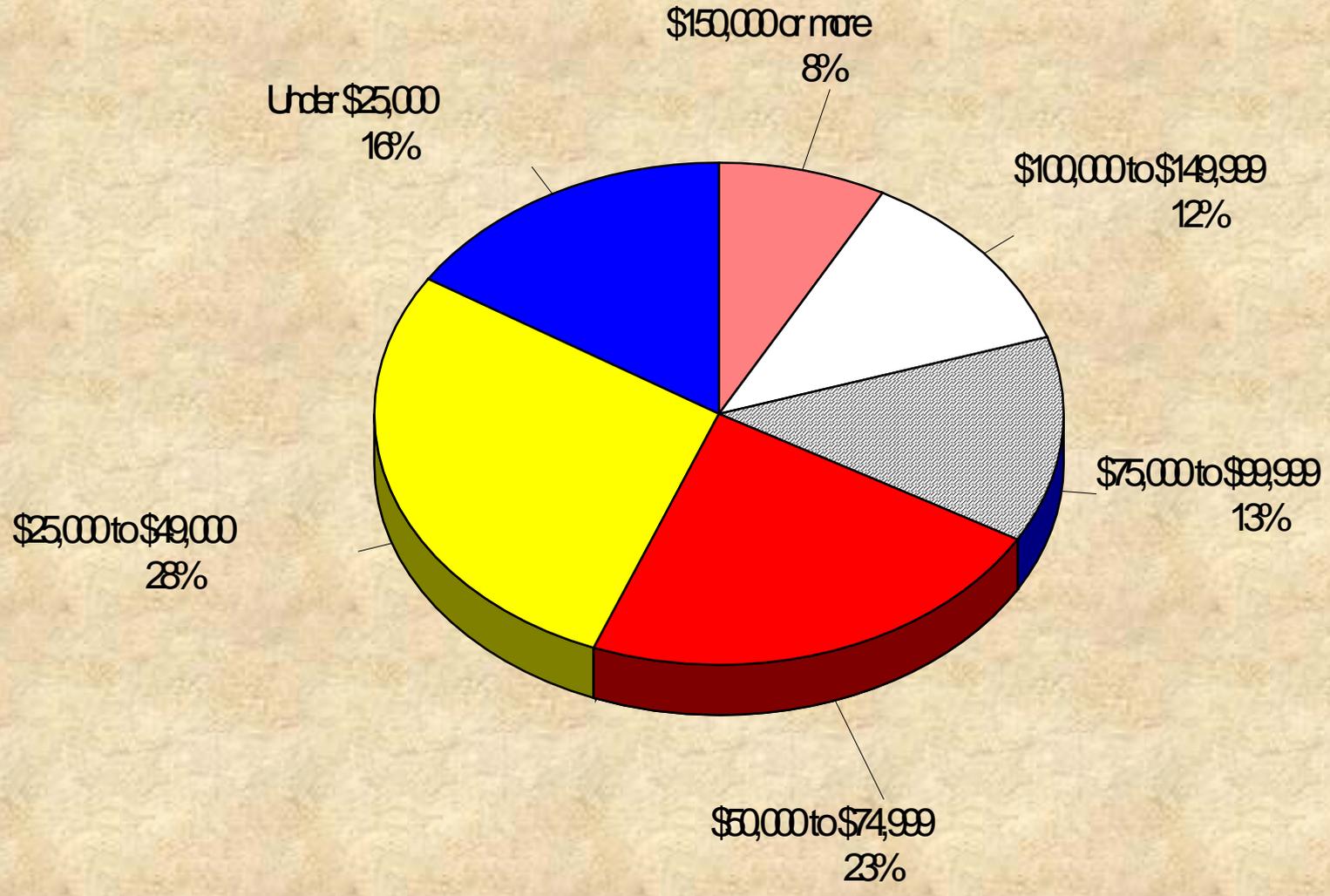
## Q24. Respondent's Race/Ethnicity

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

