Aging, Migration, and Local Communities:

The Views of 60+ Residents and Community Leaders

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Data collected and report prepared by GfK NOP

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AARP is a nonprofit, nonpartisan membership organization that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole. We produce *AARP The Magazine*, published bimonthly; *AARP Bulletin*, our monthly newspaper; *AARP Segunda Juventud*, our bimonthly magazine in Spanish and English; *NRTA Live & Learn*, our quarterly newsletter for 50+ educators; and our website, AARP.org. AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

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Table of Contents

Background and Objectives 2

Survey Methods..... 4

Key Findings 9

Part 1: Profile of Residents Who Have Moved to Their County in the Past 5 Years

1. Deciding to Move: The Process 18

2. Personal Engagement With the Community.....23

3. Overall Satisfaction With County of Residence 26

4. Importance of and Satisfaction with Specific County Services and Offerings ..35

Part 2: Profile of Residents Who Have Lived For 5 or More Years in Stable, Low 60+ Growth Counties

5. Deciding to Stay: Key Motivators.....43

6. Personal Engagement With the Community 44

7. Overall Satisfaction with County of Residence 47

8. Importance of and Satisfaction with Specific County Services and Offerings ..55

Part 3: Community Leaders

9. Perceptions of County Demography.....62

10. Understanding the Concerns of Age 60+ Residents 66

11. Sector-Specific Impressions of the Importance and Impact of the 60+ Population 70

12. Benefits and Challenges to the Community Posed by the 60+ 74

13. Addressing the Needs of the 60+ Population 83

Appendix 1: Demographic Information.....104

Appendix 2: Survey Among 60-Plus Americans.....112

Appendix 3: Survey Among Community Leaders.....133

Appendix 4: Sample Disposition.....145

Background and Objectives

Over the past several decades, demographers, sociologists, psychologists, community planners, politicians, business leaders, and others have studied with increasing interest the wide-ranging ramifications of America's aging population and shifting regional demography.

AARP, in its efforts to best serve the country's older Americans, has just completed a comprehensive survey on the impact aging populations can have on local communities and is making the findings available for the first time in this report. To ensure different perspectives were measured and understood, the survey was conducted among age 60+ residents as well as community leaders in selected communities.

Residents age 60 and over

To examine this issue in more detail, we interviewed people in select counties that met the following criteria:

- counties which have a large *number* (if not proportion) of movers age 60 and over who have moved within the past 5 years to their current county of residence. We refer to this group as new residents who live in communities with a high number of movers age 60+.
- counties which have a large *proportion* (if not number) movers age 60 and over those who have moved within the past 5 years to their current county. We refer to this group as new residents who live in communities with a high proportion of movers age 60+.
- counties which have minimal in-migration of age 60+ residents, and a long-term stable group of residents age 60+. We refer to these people as long term residents who are aging in community (lived in their current community for 5 or more years). Half of these counties are urban and half are rural. As a result four groups of age 60+ residents were surveyed for this study.

Survey topics include the constellation of "push and pull" factors that encourage people to either relocate or stay in their community as they age; personal engagement with the community; overall satisfaction with the county; and satisfaction with specific county services and offerings.

Community leaders

In each of these counties we also surveyed a cross section of community leaders from the government, business, religious, educational, and social service sectors, in order to get their perspetive on what the aging of their counties means to them (n = 149). While a precise margin of error cannot be calculated for this sample due to the diversity, complexity, and unknown total population size, the qualitative results are instructive for directional context and overall impressions. Topics include their perceptions of county demography; extent to which age 60+ resident concerns are understood, appreciated, and acted upon; and the perceived benefits and challenges of hosting a large/growing aging population.

Survey Methods

Survey of age 60+ residents

Interviewing dates, method and timing

All interviews were conducted by telephone (CATI) at GfK NOP interviewing facilities from September 15 to October 4, 2005. The survey took approximately 22 minutes, on average, to administer.

Sample

A total of 1,201 interviews were conducted — 30 interviews in each of the following 40 communities (a full demographic description of these counties appears in Appendix 1):

1) Moved within past 5 years to a county with a high proportion of movers age 60+ (N = 301):

- Sumter County, Florida (Orlando)
- Douglas County, Colorado (Denver)
- Washington County, Utah (Salt Lake City)
- James City County, Virginia (Norfolk)
- Williamson County, Texas (Austin)
- Pinal County, Arizona (Phoenix)
- Beaufort County, South Carolina (Savannah, GA)
- Placer County, California (Sacramento)
- Cumberland County, Tennessee (Knoxville)
- Deschutes County, Oregon (Bend)

Of the four types of communities surveyed, respondents in this group are youngest (68 years old on average), the best educated (51% have a college degree or more), and report the highest household incomes (mean = $51,900). Most are not working (86%) and married (79% -- more than in the other three community types). They are overwhelmingly white (94%).

Half (51%) say they live in a senior/retirement community. Virtually all own their home (92%), generally a single-family home (87%).

Respondents in these counties are slightly more likely to be women (54%) than men (46%), but it is the most evenly balanced of the four types of counties surveyed, where women comprise a clear majority. For demographic details see Appendix I.

2) Moved within past 5 years to a county with a high number of movers age 60+ (N = 300):

- Maricopa County, Arizona (Phoenix)
- Riverside County, California (Los Angeles)
- Clark County, Nevada (Las Vegas)
- Broward County, Florida (Miami-Fort Lauderdale)
- San Diego County, California (San Diego)
- Pinellas County, Florida (Tampa-St Petersburg)
- Lee County, Florida (Ft Myers-Naples)
- Pima County, Arizona (Tucson)
- Ocean County, New Jersey (New York)
- Suffolk County, New York (New York)

Of the four types of communities surveyed, respondents in this group are among the youngest (69 years old on average) and among the best educated (39% have a college degree or more). They report annual household incomes of $44,600, on average. Most are not working (85%) and two-thirds are married (68%). Nine in ten are white (92%).

Over half (57%) say they live in a senior/retirement community, the highest proportion in any of the four county types surveyed. Most own their home (79%); half live in a single-family home (53%).

Of the four types of communities surveyed, women comprise the largest majority in this group, outnumbering men by close to a 2-to-1 margin (64% versus 36%, respectively). For demographic see Appendix I.

3) Have lived for past 5-plus years in a metro/urban county N = 300):

- Erie County, New York (Buffalo)
- Allegheny County, Pennsylvania (Pittsburgh)
- Wayne County, Michigan (Detroit)
- Lucas County, Ohio (Toledo)
- Kanawah County, West Virginia (Charleston)
- Milwaukee County, Wisconsin (Milwaukee)
- St. Clair County, Illinois (St Louis)
- Rockingham County, North Carolina (Greensboro)
- Pottawattamie County, Iowa (Omaha)
- Hampden County, Massachusetts (Springfield)

Of the four types of communities surveyed, respondents in this group are among the oldest (73 years old on average) and are the least likely to be married (57%). Women outnumber men (59% versus 41%, respectively).

One in three (32%) have a college degree or more. They report annual household incomes of $43,000, on average. Most are white (86%); Hispanics in these counties are more represented than in the other community types surveyed (8%).

Few (7%) live in a senior/retirement community, the lowest proportion in any of the four county types surveyed. Most own their home (86%), generally a single-family home (80%). For demographic details see Appendix I.

4) Have lived for past 5-plus years in a non-metro/rural county (N = 300):

- Burke and Sheridan Counties, North Dakota (Minot) - treated as one given small size of each and proximity
- Zavala County, Texas (San Antonio)
- Marshall County, South Dakota (Sioux Falls)
- Union County, South Carolina (Union)
- Pierce County, Nebraska (Sioux City)
- Harlan County, Kentucky (Knoxville)
- Webster County, West Virginia (Clarksburg)
- Hardin County, Ohio (Kenton)
- Aroostook County, Maine (Presque Isle)
- St Lawrence County, New York (Watertown)

Of the four types of communities surveyed, respondents in this group are among the oldest (72 years old on average), are least likely to have a college degree (24%), and report the lowest household incomes (mean = $32,000). Most are not working (78%) Two in three are married (68%). Most are white (90%). Women outnumber men (57% versus 43%, respectively).

Few (11%) live in a senior/retirement community. Most own their home (91%), generally a single-family home (86%). For demographic details see Appendix I.

Random-digit-dialing (RDD) procedures were used to select representative samples within each county. Counties were selected for the study because they are among the top counties in each of the four categories according to U.S. Census data.

Weighting

Completed interviews were weighted so that, within both the new and long-term resident populations, respondents are represented in the total proportional to the size of the county they live in. Moreover, in the long-term resident population, respondents were weighted to age within sex CPS data. Neither sex nor age target data were available for the new residents.

Reading note

In the tables, each column is headed by a letter ("a," "b," or "c"). If a proportion in a given row is higher (i.e., statistically significant at a 95% confidence level) than a comparable proportion in the row, the higher value will be followed by the column letter of the lower proportion. For example, if a proportion in column b is higher than the proportion in column c, the proportion in column b will be followed by a "c."

Survey of Community Leaders

Interviewing dates, method and timing

All interviews were conducted by telephone (CATI) at GfK NOP interviewing facilities from September 29, 2005, to January 9, 2006. The survey took approximately 20 minutes, on average, to administer.

Sample

A total of 149 interviews were conducted in 30 counties. Sample lists were assembled by a Roper project director who researched each of the counties surveyed.

In each county, five interviews were conducted, each in a different sector. The sectors are:

- Business/economy (e.g., president of the chamber of commerce and/or business development)
- Government (e.g., political leaders)
- Religious community (e.g., religious or interfaith leaders)
- Education (e.g., superintendent of education who is knowledgeable about the relationship between the property tax base which supports school budgets)
- Family (e.g., director of social services).

In total, therefore, 30 interviews were conducted among each type of leader, five interviews in each community (with the exception of Pima, AZ, in which we could not obtain an interview with someone in the education sector).

The counties were stratified into four groups which match our group of 60+ residents:

1) Contains a high proportion of movers age 60+ (N = 50):

- Douglas, Colorado
- Sumter, Florida
- Beaufort, South Carolina
- James City, Virginia
- Pinal, Arizona
- Deschutes, Oregon
- Cumberland, Tennessee
- Placer, California
- Williamson, Texas
- Washington, Utah

2) Contains a high number of movers age 60+ (N = 48):

- Pinellas, Florida
- Pima, Arizona
- Broward, Florida
- Lee, Florida
- San Diego, California
- Ocean, New Jersey
- Clark, Nevada
- Suffolk, New York
- Maricopa, Arizona
- Riverside, California

3) Contains long term residents who are aging in urban counties (N = 25):

- Lucas, Ohio
- Wayne, Michigan
- Allegheny, Pennsylvania
- Erie, New York
- Kanawah, West Virginia

4) Contains long term residents who are aging in rural counties (N = 26):

- Harlan, Kentucky
- Pierce, Nevada
- Union, South Carolina
- Zavala, Texas
- Marshall, South Dakota

Key Findings

To move or to stay

Reasons to move

Movers age 60+ are prompted to leave a community for a variety of reasons. Overall, key reasons include:

- Weather (31%)
- Lack of promixity to friends and family (19%).
- Financial considerations — Many leave communities due to high cost of living (10%), high local taxes (8%), and lack of affordable housing (3%).
- Unpleasant living conditions — traffic congestion (7%), high crime (5%), and overcrowding/overpopulation (5%).

Disagreeable weather/climate is a chief motivator for people to *leave* a community. However, because counties with high 60+ in-migration are disproportionately located in areas featuring a mild climate, climate is a relatively unimportant incentive for people to *move to* a particular community (4%).

The 60+ who move most often say they relocated:

- to be closer to children (24%)
- because other family lives here (12%)
- because friends live here (9%)

Relatively few say they move to be in a retirement community (5%), because they "always wanted to live" in the community (4%), for work or job opportunities (3%), because of something they read (3%), or because they happened to find a house in the community they like (3%).

Reasons to stay

While areas with little in-migration might seem unattractive to some people, long-term residents frequently say they *stayed* in their communities after turning 60 because of the proximity to family (21%), or their children (10%).

Other top reasons include:

- Like my current home (14%)
- Current job or job opportunities (12%)

One in five have "never thought about it" (19%), suggesting they had never considered leaving.

Making the decision to move

The decision to move to a specific community attracting older persons is often made at fairly short notice — i.e., "soon before the move" (58%). Fewer than half (38%) say they had been planning to move to the community for "a long time. "

Attachment to the community

Community involvement and emotional connection

Generally speaking, most movers (70%) say they are "not very" or "not at all" involved in the affairs of their local community. Movers who relocated to communities with a high number of movers age 60+ (75%) are particularly likely to say they are not involved in the affairs of their local community compared to those who relocated to communities with a high proportion of movers age 60+ (65%). On the other hand, only about half (52%) of long term residents who are aging in stable communities say they are "not very" or "not at all" involved in the affairs of their local community.

Emotional connection to the community depends largely on whether one is a long term resident or a mover, and the type of community the person lives in. Long term residents who are aging in stable communities (76%) are more likely than movers (55%) to say they feel emotionally connected to their community. Long term residents aging in rural communities (79%) and those who moved to communities with a high proportion of 60+ movers (64%) are also more likely to say they feel emotionally connected to their community than those who moved to communities with a high number of movers age 60+ (46%).

Social isolation and involvement with the world

Regardless of whether they are new, or long term residents, few people age 60+ (one in five or less) say they "frequently feel isolated from other people."

Conversely, about three-quarters of both new and long term residents say they "mostly" or "completely" agree with the statement "I am involved with the world and the people around me. People who moved to communities with a high proportion of movers age 60+ (82%) are more likely to say this than people who moved to communities with a high proportion of new residents age 60+ (74%).

Political fit

When asked to think about the social and political climate of their town and how it compares with their personal views, almost two-thirds (64%) of long term residents aging in their community say other people in their community are about like them. Significantly fewer new residents who moved (57%) say the same. Overall, the one in three not "in sync" politically or socially are twice as likely to say their fellow residents are more conservative (20%) than more liberal (11%) than they, a finding that is consistent with the general shift of population from the upper Midwest and North to the South and West.

Overall impressions and satisfaction with the community

Personal satisfaction

Virtually all of the new residents who moved say they are "satisfied" with their chosen county regardless of whether they live in a county with a high number of movers age 60+ (90%) or a county with a high proportion of movers age 60+ (91%). In fact, and a solid majority (63%) say they are "very satisfied" with their county as a place to live. Although most new residents (85%) say that if they could do it all over again, they would move to same county, those who moved to a community with a high proportion of movers age 60+ are more likely to say they would do it all over again than those who moved to a community with a high number of movers age 60+ (88% versus 81%).

While most long-term residents (82%) who are aging in stable communities say they are "satisfied" with their county as a place to live, long term residents who are aging in rural communities (68%) are more likely to say they are "very satisfied" than their counterparts living in urban communities (38%).

Both new (32%) and long term residents (39%) say what they like most about their county is its community life and atmosphere. Other frequently mentioned responses include the weather/climate (32% new, 19% long term residents) and the scenery/closeness to nature (19% and 13%, respectively).

Rating the local government

Based on their personal experiences or observations, new residents (51%) are more likely than long term residents (43%) to say they think the local county government does an "excellent" or "good" job meeting the needs of residents age 60 and over. When we look at the four types of communities studied, new residents living in communities with a high proportion of 60+ movers (52%) and long term residents living in rural communities (52%) are more likely to say they think the local county government does an "excellent" or "good" job meeting the needs of residents age 60 and over than long term residents in urban communities (34%).

For their part, community leaders feel their peers are doing a good (58%) – though not excellent (19%) – job "addressing the needs and concerns of age 60+ residents." The findings suggest that leaders in stable urban communities are most critical of local leaders' performance (40% fair/poor, vs. 22% among all leaders).

Is it a good place for the 60+?

New residents in communities with a high proportion of movers age 60+ give high marks to their county as a place for people age 60+ to live, with about nine in ten (88%) rating it as "excellent" or "good."

Long-term residents in stable areas also give fairly high marks – though not as high as new residents – to their county as a place for people age 60+ to live, with about two in three (67%) rating it as "excellent" or "good."

On this score, residents and community leaders are in accord. Three in four community leaders, in both growth and stable regions, agree their county is "above average" or "one of the best in the country" for people age 60 and over to live in (77%).

Importance of 60+ residents to community life

Community leaders have a positive view of their county's age 60+ residents. Half (49%) believe such residents contribute more than they take from their communities, and the balance say it's about an "even mix" (46%). Very few (5%) believe the 60+ take more than they give. Leaders in the religious community (57%), local government (53%) and social services (52%) appear especially likely to say the 60+ community makes a net contribution.

Asked how vital a role the 60+ play in specific areas of community life, majorities of county leaders say they play an "essential" or "very important" role in local religious life (84%), business (82%), social services (72%), and local government (66%). Only when asked about education do fewer than half of the leaders say the 60+ play at least a very important role (46%), though over half (55%) of education leaders think they do.

Community leaders mention a range of contributions made by the 60+, chief among them the following: good pool of volunteer workers (38%; including 57% of local government leaders); they have experience others can learn from (34%); they provide economic benefits such as purchasing power, high taxable incomes, etc. (36%); and they are solid/good/moral citizens (19%). Leaders in counties with a growing proportion and percentage of 60+ residents appear more likely than leaders in stable urban and rural communities to cite the economic benefits and volunteerism of older residents, as well as their experience. Leaders in stable urban communities tend to describe the benefits of the 60+ population to stem from their status as good citizens (40%, vs. 19% of all leaders).

Leaders also mention a range of challenges created by the 60+ in their counties. Most often mentioned are healthcare/medical needs of seniors (46%), special transportation needs (21%), the need for social (9%) and home care (7%) services for seniors, and the fact that some are low income (9%).

Leaders in the social services sector seem most aware of the growing 60+ population in their county (62% say it is "growing quickly," vs. 45% of all leaders). Also, leaders in counties with high percentage (62%) and volume (56%) growth of 60+ residents are more likely to say this community is growing "quickly" (compared to 16% in stable urban and 19% in stable rural counties).

Do local communities pay enough attention to age 60+ residents?

Despite satisfaction with their communities, many age 60+ residents — new and long-term alike — believe "this county really needs to start paying more attention to the needs of its age 60+ residents" (55% and 76%, respectively).

Moreover, many residents sometimes feel "that the county government takes for granted its tax revenue from over-60 residents," though long-term residents (62%) agree more strongly than new residents (47%).

Community leaders appear to be aware of this sentiment and, to some extent, agree with it. By about a six to one margin, community leaders believe their "county really needs to start paying more attention to the needs of its age 60+ residents" (44%) rather than that "sometimes this county puts too much emphasis on the needs of its over-60 residents, at the expense of others" (7%).

Meeting the needs of 60+ residents

Most (77%) community leaders feel *others* in their sector have done a "good" (58%) or "excellent" (19%) job addressing the needs and concerns of their age 60+ residents. In comparison, they rate their *own* understanding of the needs and concerns of their 60+ residents somewhat higher than others in their sector. Most (84%) feel they have a "good" (55%) or "excellent" (29%) understanding of the needs and concerns of the age 60+ residents.

Local government leaders (47%) and social services (38%), who may hear more from and have more direct contact with the 60+ community, appear more likely to rate their understanding as "excellent." By county type, leaders in stable rural counties seem less likely than others to deem their understanding as "excellent" (12%; vs. 40% of leaders in stable urban counties).

Slightly more than half of the community leaders agree that their communities had "made a special effort to encourage persons age 60 and over to move or stay therePerhaps the less than perfect understanding of their 60+ residents' concerns stems, in part, from the residents themselves. Community leaders are more likely to say the 60+ population does a "good" (40%) than "excellent" (30%) job of letting them know their special needs and concerns.

Satisfaction with community services/attributes most important to 60+ residents

New residents (movers)

When we correlate satisfaction ratings of 21 county services and attributes with overall satisfaction with the county, the five that most drive satisfaction among *new* residents are:

1. Opportunities to meet and make friends with other people age 60 and over

2. Low pollution, good air and water quality
3. Affordable cost of living
4. High quality local government services
5. Adult education opportunities

If we look at importance of offerings by satisfaction with those offerings, it becomes clear why so many new residents are satisfied with the county they moved to — many of the most important offerings garner the highest satisfaction ratings: opportunities to make age 60+ friends (81% say they are "very" or "somewhat satisfied" with county), low pollution/good air and water quality (84%); good hospitals (74%); and affordable cost of living (73%).

Long-term residents aging in community

The top 5 key drivers of satisfaction among long-term residents are:

1. High quality local government services
2. Low pollution, good air and water quality
3. Low local taxes
4. Low crime
5. Employment opportunities

If we look at importance of offerings by satisfaction with those offerings, we see why only half (53%) of long-term residents are "very satisfied" with their county. One attribute that ranks near the top in terms of importance — low local taxes — ranks in the lower third of the satisfaction ratings (46% are "very" or "very satisfied" with their county in this respect). Moreover, two other attributes of high importance— high quality local government services and low crime — rank in the middle of the satisfaction ratings (68% and 68%, respectively). Only one item in the top rank of importance — low pollution/good air, water quality — ranks near the top in terms of satisfaction.

Community leaders

When we asked community leaders to rate the importance and quality of public and private services in their county (for residents age 60+) half of the time they identified items that the 60+ residents rated as key drivers of their level of satisfaction with their county. The five out of ten items identified by both leaders and residents age 60+ are:

- Affordable cost of living (90%)
- Low crime (85%)

- Opportunities to meet and make friends with peers (83% believe it is “essential” or “very important” to their age 60+ constituents)
- High quality local government services (77%)
- Low local taxes (74%)

They are less likely to perceive the other key drivers for the 60+ community as important — low pollution/good air and water quality (62%), adult education opportunities (46%), and employment opportunities (44%).

Of the top priorities of 60+ residents, community leaders favorably rate the quality of their county’s local government services (79% “excellent/good”) and the opportunities to meet and make friends (82%), and say they are doing a good but improveable job on “low crime “ (72%). Fewer rate their counties’ performance as as favorably in the key areas of low local taxes (54% “excellent/good”) and an affordable cost of living (53%).

Top Priorities Over the Next 5 Years

New residents say the top priorities for county government over the next 5 years should be to:

- Lower taxes (23% of new residents, 29% of long-term residents)
- Relieve traffic congestion (16% and 1%, respectively)
- Provide better/more transportation (15% and 19%)
- More affordable housing (14% and 11%)
- Affordable/quality healthcare (13% and 15%)
- Quality of roads (11% and 5%)
- Providing a variety of housing options for older citizens (5% and 16%)

Part 1: Profile of Residents Who Have Moved to Their County in the Past 5 Years

1. Deciding to Move: The Process

Motivators to uproot

The 60+ are prompted to move away from communities for a variety of reasons, including:

- The weather/climate (31%).
- Lack of promixity to friends and family (19%).
- Financial considerations — Many leave communities due to high cost of living (10%), high local taxes (8%), and lack of affordable housing (3%).
- Unpleasant living conditions — traffic congestion (7%), high crime (5%), and overcrowding/overpopulation (5%).

Other reasons include simply wanting to change house/dwelling (6%), age and/or health issues (5%), and wanting to live in a place more suitable for retirement (3%).

Some differences by age are apparent: 60-69 year olds are particularly likely to want to move due to unaffordable cost of living (12%), high taxes (9%), and high crime (7%). Those 70 and older are likely to move to be closer to friends/family (27%) or for age/medical reasons (10%).

Attractions of new communities

Though disagreeable weather/climate is a chief motivator for people to *leave* a community, better climate is a relatively unimportant incentive for people to move *to* a community (4%).

The importance of family is emphasized by the desire of the 60+ to be closer to children (24%, especially among those age 70 and older, 32%, and women, 28%), other family (12%), and friends (9%). Communities with a high number of new 60+ residents are especially likely to attract people who want to be near their children. This mirrors the general population shift away from the Midwest and Northeast to the South and West.

Relatively few say they move to be in a retirement community (5%), because they "always wanted to live" in the community (4%), for work or job opportunities (3%), because of something they read (3%), or because they happened to find a house in the community they like (3%).

Chief Reasons Left Former Community for Current One
- Most common responses -

Base: Age 60+ and moved to county in past 5 years.

		Have Moved	
		County w/ High % of new 60+	County w/ High N of new 60+
Unweighted base:	Total (601)	(301)	(300)
	a	b	c
	%	%	%
The weather/climate	31	29	32
Wanted to be near friends/family	19	17	21
Unaffordable cost of living	10	9	10
High local taxes	8	8	8
Traffic congestion	7	9	5
Wanted to change house/dwelling	6	7	6
High crime	5	6	4
Overcrowded/overpopulated	5	6	4
Age/health/medical advice for self/spouse	5	5	6
Lack of affordable housing	3	2	3
Wanted a place suitable for retirement	3	3	2

Thinking back to the town you lived in prior to moving here, what was it about the town, if anything, that prompted you to leave? (Q14)

Primary Reasons Moved to Current Community
- Most common responses -

Base: Age 60+ and moved to county in past 5 years.

		Have Moved to...	
		County w/ High % of new 60+	County w/ High N of new 60+
Unweighted base:	Total (601)	(301)	(300)
	a	b	c
	%	%	%
Children live here	24	21	28b
Other family lives here	12	9	16b
Never thought about it	11	11	12
Friends live here	9	10	8
Retirement community	5	7	2
Always wanted to live here	4	5	4
Weather/climate	4	3	5
Current job or job opportunities	3	2	4
Something I read	3	3	3
Found house I liked/could afford	3	3	4
Something I heard on the radio or saw on television	1	2c	*

Which one of the following reasons most influenced your decision to move to [COUNTY] County? (Q3a)

Making the decision to move

The majority of those who move to a communities with a high growth of the 60+ population make the decision to do so with their spouse/partner (62%), particularly those who move to communities with a high proportion of residents age 60 and over (67%).

About one in four (27%), many of whom do not have a partner or spouse, make the decision to move by themselves, often to communities with a high number of new 60+ residents.

Relatively few say their spouse alone (6%) or someone else (6%) made the decision for them (though 11% of new residents age 70-plus in a high growth area say someone else made the decision for them).

Primary Decision-Maker Regarding Move to County

Base: Age 60+ and moved to county in past 5 years.

		Have Moved to...	
	Total	County w/ High % of new 60+	County w/ High N of new 60+
Unweighted base:	(601)	(301)	(300)
	a	b	c
	%	%	%
Myself and spouse/partner	62	67c	57
Myself	27	22	31b
Spouse	6	6	5
Someone else	6	5	7
Don't know/refused	--	--	--

Who in your household made the primary decision to move to [COUNTY] County? Was it made mostly by you, your spouse, both you and your spouse together, or by someone else? If you have lived here since you were a child, just let me know. (Q1)

When the decision to move was made

The decision to move to a specific 60+ high-growth community is often made at fairly short notice — i.e., "soon before the move" (58%, especially among those age 70-plus, 64%, likely due to sudden health issues). Fewer than half (38%) say they had been planning to move to the community for "a long time. "

How Long Before Move Made Decision to Move to County

Base: Age 60+ and moved to county in past 5 years.

		Have Moved to...	
	Total	County w/ High % of new 60+	County w/ High N of new 60+
Unweighted base:	(601)	(301)	(300)
	a	b	c
	%	%	%
Made decision soon before move	58	61	56
Planning move for a long time	38	36	40
Don't know/refused	4	3	4

Did you make the decision to move to [COUNTY] County shortly before you moved here, or had you been planning to move here for a long time? (Q2)

2. Personal Engagement With the Community

Community involvement

Generally speaking, relatively new 60+ residents in an area with a new and growing 60+ population are not much involved in their communities — seven in ten (70%) say they are "not very" or "not at all" involved. This is particularly true in counties that have large numbers but not a high proportion of new 60+ residents (75%).

Very few (4%) consider themselves "very involved" in their communities.

Level of Involvement in Local Community

Base: Age 60+ and moved to county in past 5 years.

		Have Moved to...	
	Total	**County w/ High % of new 60+**	**County w/ High N of new 60+**
Unweighted base:	(601)	(301)	(300)
	a	b	c
	%	%	%
Very/somewhat involved	29	34c	24
Very involved	4	4	5
Somewhat involved	25	30c	20
Not very/at all involved	70	65	75b
Not very involved	32	32	32
Not involved at all	38	33	43b
Don't know/refused	1	*	1

Generally speaking, how involved are you in the affairs of your local community? Are you very involved, somewhat involved, not very involved, or not involved at all? (Q10)

Social isolation

Lack of involvement in the community, however, does not appear to translate to feelings of social isolation — e.g., while 70% of new residents in high 60+ growth areas say they are not much if at all involved in their community, only about one in five (18%) agrees he or she "frequently feels isolated from other people."

In fact, about eight in ten (78%) agree they are "involved with the world and the people around me," particularly those in communities with a high proportion of new age 60+ residents (82%), communities in which senior residents presumably play a relatively large role in civic life. New residents age 60-69 are especially likely to agree (82%).

Emotional connection to the *community* differs depending on the type of community the person moved to. Counties in which 60+ residents are rapidly increasing engender emotional connection among a majority (64%) of those who recently moved there. On the other hand, less than half (46%) of those who moved to communities with a high number but not high proportion of 60+ residents feel the same way.

Isolation/Engagement With Community
- % "completely" or "mostly agree" with statement -

Base: Age 60+ and moved to county in past 5 years.

		Have Moved to...	
	Total	**County w/ High % of new 60+**	**County w/ High N of new 60+**
Unweighted base:	(601)	(301)	(300)
	a	b	c
	%	%	%
I am involved with the world and the people around me	78	82c	74
I feel emotionally connected to my community	55	64c	46
I frequently feel isolated from other people	18	15	21

Please tell me whether you completely agree, mostly agree, neither agree nor disagree, mostly disagree, or completely disagree with each of the following statements. First… (Q11)

Political fit

The majority of new residents in high 60+ growth areas tend to say they fit politically with their community — 57% say people are "about like me" in terms of social and political views.

Interestingly, however, the one in three not "in sync" politically are twice as likely to say their fellow residents are more conservative (22%) than more liberal (9%) than they, consistent with the shift from the Midwest and Northeast to the South and West. Men are more likely than women to say they are less liberal than the community (14% versus 6% respectively). Residents age 60-69 are more likely than those age 70-plus to say they are less conservative than the community (26% versus 15%, respectively).

Whether Feel Community Is Politically More Liberal, More Conservative, or Similar to Personal Views

Base: Age 60+ and moved to county in past 5 years.

		Have Moved to...	
		County w/ High % of new 60+	County w/ High N of new 60+
Unweighted base:	Total (601)	(301)	(300)
	a	b	c
	%	%	%
More liberal	9	7	11
Much more liberal	4	2	5
Somewhat more liberal	5	5	6
About like me	57	59	54
More conservative	22	23	20
Somewhat more conservative	11	11	12
Much more conservative	10	12	9
Don't know/refused	12	10	14

Thinking about the social and political climate of your town compared to your own personal views, would you say people in your town are more conservative than you, more liberal, or about the same? [IF "CONSERVATIVE" OR "LIBERAL", ASK:] Somewhat or much more so? (Q8)

3. Overall Satisfaction With County of Residence

Overall Satisfaction

Virtually all of the new residents of high 60+ growth areas surveyed say they are "very" or "somewhat satisfied" with their chosen county (90%), and a solid majority — 63% — say they are "very satisfied."

Reflecting this satisfaction, most also say that, if they could do it all over again, they would move to same county (85%). This is particularly the case among new residents of counties with a high proportion of new age 60+ residents, counties in which new residents are most likely to feel involved and emotionally engaged.

Overall Satisfaction With County As a Place to Live

Base: Age 60+ and moved to county in past 5 years.

		Have Moved to...	
	Total	County w/ High % of new 60+	County w/ High N of new 60+
Unweighted base:	(601)	(301)	(300)
	a	b	c
	%	%	%
Very/somewhat satisfied	90	91	90
Very satisfied	63	65	61
Somewhat satisfied	27	26	29
Neutral (vol.)	5	4	6
Very/somewhat dissatisfied	4	4	3
Somewhat dissatisfied	3	3	3
Very dissatisfied	1	2	1
Don't know/refused	1	1	1

On balance, how satisfied are you with [COUNTY] County as a place to live? [READ LIST] (Q6)

Whether or Not Would Move to Same County if Could "Do It All Over Again"

Base: Age 60+ and moved to county in past 5 years.

		Have Moved to...	
		County w/ High % of new 60+	County w/ High N of new 60+
Unweighted base:	Total (601)	(301)	(300)
	a	b	c
	%	%	%
Yes	85	88c	81
No	10	8	12
Don't know/refused	5	3	7

If you could do it all over again, would you still move to [COUNTY] County? (Q15)

Top of Mind Favorite Aspects of County

New residents in high 60+ growth areas mention a number of things they like about their county, but what they like most are:

- The community life and atmosphere (32%, especially those in counties with a high proportion of new age 60+ residents, 38%)
- The weather/climate (32%)

Other relatively frequent mentions include:

- Scenery/closeness to nature, outdoor living (19%)
- Amenities/facilities (18%), such as access to shopping, stores, and restaurants (9%)
- Proximity to family and friends (7%, particularly among those in communities with a high number but not high proportion of age 60+ residents)
- Cost of living (6%)
- Educational/cultural facilities (4%)

Women are particularly likely to mention access to shopping/stores (12%), while men mention cost of living (10%).

Residents age 60-69 are especially likely to cite the weather (36%) and scenery/closeness to nature (22%).

Favorite Aspects of County
- Most common responses -

Base: Age 60+ and moved to county in past 5 years.

		Have Moved to...	
	Total	**County w/ High % of new 60+**	**County w/ High N of new 60+**
Unweighted base:	(601)	(301)	(300)
	a	b	c
	%	%	%
Community life/atmosphere mentions (net)	32	38c	27
Friendly, caring community	8	7	8
Peaceful, quiet atmosphere/unspoiled	8	8	7
The people	6	8c	4
Like small town/rural life	4	6	2
The weather/climate	32	25	39b
Scenery/closeness to nature, outdoor living	19	22	16
Amenities/facilities mentions (net)	18	17	18
Access to shopping/stores/restaurants	9	7	11
My friends/family	7	4	11b
Cost of living (housing, taxes, etc.)	6	6	7
Educational/cultural facilities mentions (net)	4	2	5

In your own words, what do you like best about [COUNTY] County? (Q4)

Rating the county as a place for age 60+ residents

New residents of high 60+ growth areas give high marks to their county as a place for people age 60+ to live, with about nine in ten (88%) rating it as “excellent” or “good.” In fact, over half (54%) of those who moved to communities with a high proportion of 60+ residents give their county an “excellent” rating.

Quality Rating of County As a Place for the 60+ to Live

Base: Age 60+ and moved to county in past 5 years.

		Have Moved to...	
	Total	County w/ High % of new 60+	County w/ High N of new 60+
Unweighted base:	(601)	(301)	(300)
	a	b	c
	%	%	%
Excellent/good	88	90	87
Excellent	48	54c	41
Good	41	36	46b
Fair/poor	10	9	11
Fair	8	7	8
Poor	3	2	3
Don't know/refused	2	1	2

Putting aside your own satisfaction level for a moment, how would you rate [COUNTY] County as a place for people 60 and over to live — excellent, good, fair, or poor? (Q7)

Rating the local government

The new residents' high rating of their high-growth 60+ county appears to be based on factors besides their perception of the ability of the local county government to meet "the needs of residents age 60 and over." Asked to rate their county government in terms of meeting the needs of age 60+ residents, only about half (51%) offer an "excellent" or "good" rating, irrespective of the relative proportion of age 60+ residents comprising the town. Only one in twelve (8%) offers an "excellent" rating.

Others don't offer an opinion (24%) or give the local government a "fair" or "poor" rating (25%).

Quality Rating of Local Government in Meeting Needs of 60+ Residents

Base: Age 60+ and moved to county in past 5 years.

		Have Moved to...	
	Total	**County w/ High % of new 60+**	**County w/ High N of new 60+**
Unweighted base:	(601)	(301)	(300)
	a	b	c
	%	%	%
Excellent/good	51	52	50
Excellent	8	9	7
Good	43	42	43
Fair/poor	25	27	23
Fair	22	24	20
Poor	3	3	4
Don't know/refused	24	21	27

Based on your personal experience or observations, do you think the local county government does an excellent, good, fair, or poor job of meeting the needs of residents age 60 and over? (Q9)

Taking age 60+ residents for granted?

Accompanying the relatively mediocre ratings of local government's ability to serve its 60+ residents is the sentiment that "this county really needs to start paying more attention to the needs of its age 60+ residents" (55%).

Many new residents of high 60+ growth areas also sometimes feel "that the county government takes for granted its tax revenue from over-60 residents" (47%).

Do the 60+ Feel "Taken For Granted"?
- % "completely" or "mostly agree" with statement -

Base: Age 60+ and moved to county in past 5 years.

		Have Moved to...	
		County w/ High % of new 60+	County w/ High N of new 60+
	Total		
Unweighted base:	(601)	(301)	(300)
	a	b	c
	%	%	%
This county really needs to start paying more attention to the needs of its age 60+ citizens	55	56	54
Sometimes I feel that the county government takes for granted its tax revenue from over-60 citizens	47	49	46

Please tell me whether you completely agree, mostly agree, neither agree nor disagree, mostly disagree, or completely disagree with each of the following statements. First... (Q11)

Where there is room for improvement

Despite the local government not being seen as meeting the needs of its 60+ residents, new residents are unlikely to cite government as among their least favorite aspects of the county. Those are:

- Traffic, congestion, overpopulation (22%), especially among residents of counties with a high number (if not proportion) of new age 60+ residents, counties that tend to be fairly urban.
- The weather/climate (14%), especially heat/hot summers (9%). This is interesting given that weather — especially cold weather — was among the most-often cited reasons new residents moved from their old locale.
- Lack of amenities/facilities (11%), particularly in communities with a large proportion of new age 60+ residents, which tend to be less urban and hence have fewer amenities
- Cost of living (8%)
- Community life/atmosphere (7%)

Residents age 60-69 are particularly likely to mention lack of amenities/facilities (13%); those age 70-plus are relatively likely to mention the weather/climate (18%).

Least Favorite Aspects of County
- Most common responses -

Base: Age 60+ and moved to county in past 5 years.

		Have Moved to...	
	Total	**County w/ High % of new 60+**	**County w/ High N of new 60+**
Unweighted base:	(601)	(301)	(300)
	a	b	c
	%	%	%
Traffic/congestion/overpopulation mentions (net)	22	18	26b
Heavy/congested traffic	20	16	25b
Weather/climate mentions (net)	14	12	16
Heat/hot summers	9	9	10
Lack of amenities/facilities (net)	11	14c	7
Cost of living mentions (net)	8	10	7
Taxes	5	7c	2
Community life/atmosphere mentions (net)	7	8	7

Again in your own words, what do you dislike most about [COUNTY] County? (Q5)

4. Importance of and Satisfaction with Specific County Services and Offerings

Stated importance

Asked to rate the importance of various aspects of their county, new residents in high 60+ growth areas focus on the following essentials:

- Nice environment: Low pollution, good air and water quality (94%), not too much traffic congestion (73%)
- Access to quality health care: Good hospitals (93%) and high-quality doctors and specialists are close by (92%)
- Safety: Low crime (92%)
- Economics: Affordable cost of living (88%), low taxes (79%), affordable housing (75%)
- Convenience and variety: Close, convenient shopping and services (83%), a variety of housing options for older citizens (72%), convenient and reliable public transportation for people with physical disabilities (70%)

Women are more likely than men to say most of these items are "essential" or "important."

Derived importance

When we correlate service and attribute importance with overall satisfaction with the county (a "derived importance" analysis), however, we see that some county attributes drive satisfaction to a greater extent than respondents may realize.

In fact, of the five attributes that correlate most highly with overall satisfaction, only two rank in the top five for stated importance:

1. Opportunities to meet and make friends with other people age 60 and over (stated importance ranking: 14)
2. Low pollution, good air and water quality (1 in stated importance)
3. Affordable cost of living (5 in stated importance)
4. High quality local government services (8 in stated importance)
5. Adult education opportunities (18 in stated importance)

It appears that social opportunities for new residents are of top importance with regard to overall satisfaction with their county, even if they say such opportunities are of relatively low importance. In other words, when people are asked to rate how essential a list of items are on a five point scale (essential to not at all important), having "opportunities to meet and make friends with other people age 60 and over"

is the fourteenth out of twenty-one items (stated importance). When we look at how each item is related to overall satisfaction with the county, having opportunities to meet and make friends becomes the most highly rated item. Moreover, key livable communities attributes such as low pollution, good air and water quality, along with high quality local government and adult education oppourtunities appear more important to residents age 60+ than originally stated.

Stated and Derived Importance of Community Aspects in Overall Satisfaction

Base: Age 60+ and moved to county in past 5 years.

	Derived Importance		Stated Importance	
	Rank	Corr.	Rank	Top 2 Box %
Opportunities to meet and make friends with other people age 60 and over	1	.27	14	67
Low pollution, good air quality and water quality	2	.26	1	94
Affordable cost of living	3	.24	5	88
High quality local government services	4	.22	8	75
Adult education opportunities	5	.21	18	52
A variety of housing options for older citizens	6	.20	11	72
Relatively little sprawl	6	.20	20	40
Low local taxes	8	.18	7	79
Entertainment and cultural activities, such as theaters, concerts, and spectator sports	9	.17	17	55
Good hospitals	10	.16	2	93
High quality doctors and specialists are close by	10	.16	3	92
Low crime	10	.16	3	92
Affordable housing	10	.16	8	75
Not too much traffic congestion	10	.16	10	73
A church, temple, mosque or other house of worship you belong to	15	.15	14	67
Close, convenient shopping and services	16	.14	6	83
Convenient and reliable public transportation for people with physical disabilities	16	.14	12	70
Opportunities to do volunteer or charity work	16	.14	19	47
Well-run parks, community centers, and recreation centers	19	.12	13	68
Availability of in-home medical and personal services	20	.09	14	67
Employment opportunities	21	.06	20	40

Please tell me whether each of the following is essential to you, very important but not essential, moderately important, only a little important, or not important at all when it comes to the community you live in. First… (Q12)

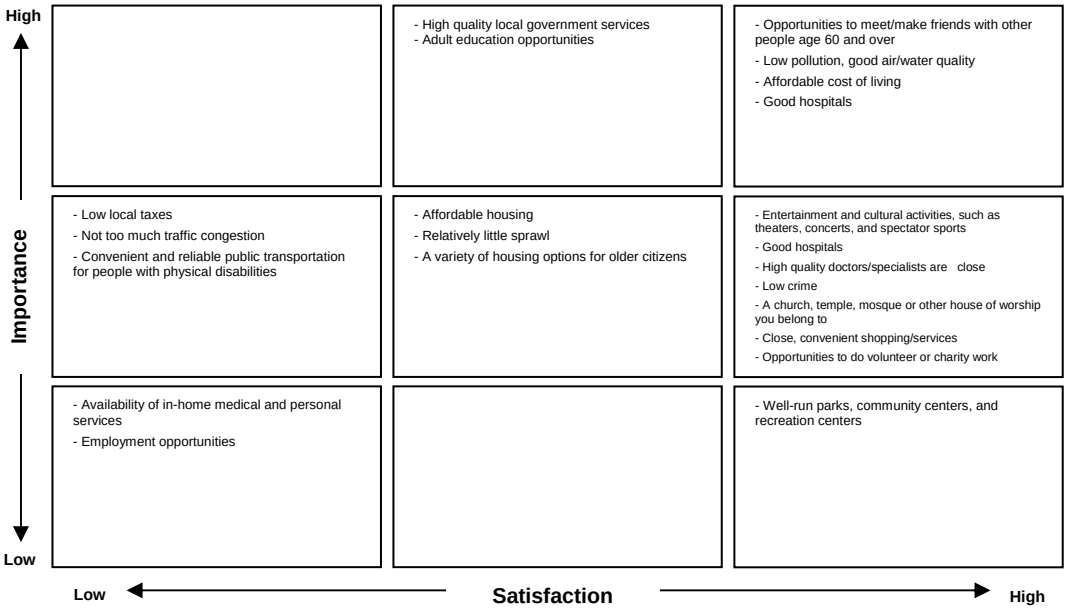
Satisfaction with the most important community services and offerings

If we plot importance of offerings by satisfaction with those offerings (see table below), it becomes clear why so many new residents are satisfied with the county they moved to — many of the most important offerings garner the highest satisfaction ratings: opportunities to make age 60+ friends (81% say they are "very" or "somewhat satisfied" with county), low pollution/good air and water quality (84%); good hospitals (74%); and affordable cost of living (73%).

A number of attributes of moderate importance, however, garner relatively low satisfaction scores lower local taxes, less traffic congestion, better public transportation — better government services and more adult education opportunities — are of primary importance and receive only average satisfaction scores.

Importance by Satisfaction Analysis of County Services and Offerings

Base: Age 60+ and moved to county in past 5 years.



How the map was constructed: The range of correlation scores for importance (Q12) by overall satisfaction (Q.6), and of top 2 box scores for satisfaction on specific attributes (Q13), were calculated and divided into thirds. Items with a score in the top third of importance appear in the top row; items in the middle third appear in the middle row; items in the bottom third appear in the bottom row. Items with a score in the top third of satisfaction appear in the right column; items in the middle third appear in the middle column; items in the bottom third appear in the left column.

Satisfaction Level With Specific Aspects of County
- % "very" or "somewhat satisfied" with item -

Base: Age 60+ and moved to county in past 5 years.

		Have Moved to...	
		County w/ High % of new 60+	County w/ High N of new 60+
Unweighted base:	Total (601)	(301)	(300)
	a	b	c
	%	%	%
Pollution, air quality and water quality	84	88c	81
Close, convenient shopping and services	83	81	85
Opportunities to meet and make friends with other people age 60 and over	81	84	77
High quality doctors and specialists are close by	79	78	79
Well-run parks, community centers, and recreation centers	78	81	75
Entertainment and cultural activities, such as theaters, concerts, and spectator sports	78	78	77
Opportunities to do volunteer or charity work	76	80c	71
Low crime	75	81c	70
A church, temple, mosque or other house of worship you belong to	75	75	75
Good hospitals	74	74	73
Affordable cost of living	73	75	71
Affordable housing	68	72c	63
Adult education opportunities	68	74c	61
A variety of housing options for older citizens	63	63	63
High quality local government services	62	63	60
Relatively little sprawl	55	60c	51
Low local taxes	54	55	53
Level of traffic congestion	53	61c	45
Availability of in-home medical and personal services	48	47	49
Employment opportunities	43	45	42
Convenient and reliable public transportation for people with physical disabilities	39	34	43b

Now please tell me whether you are very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat satisfied, or very dissatisfied with [COUNTY] County when it comes to each of the following. First... (Q13)

Top Priorities Over the Next 5 Years

As predicted by the importance by satisfaction grid, new residents in high 60+ growth areas say the top priorities for county government over the next 5 years should be to:

- Lower taxes (23%)
- Relieve traffic congestion (16%, especially in communities with a high proportion of age 60+ residents)
- Provide better/more transportation (15%)

Other priorities should include:

- More affordable housing (14%, especially in communities with a large number if not proportion of 60+ residents)
- Affordable/quality healthcare (13%)
- Quality of roads (11%, especially in communities with a high proportion of age 60+ residents)

Women are especially likely to focus on affordable housing (18%). Residents age 60-69 are more likely than older residents to mention low taxes (26%), affordable housing (17%), affordable/quality healthcare (16%), quality of roads (13%), and close/convenient shopping (11%).

What Should Be The County Government's Top Priorities Over the Next 5 Years? - Most common responses -

Base: Age 60+ and moved to county in past 5 years.

		Have Moved to...	
		County w/ High % of new 60+	County w/ High N of new 60+
Unweighted base:	Total (601)	(301)	(300)
	a	b	c
	%	%	%
Low local taxes	23	26	19
Level of traffic congestion	16	20c	12
Better/more transportation	15	15	16
Affordable housing	14	9	20b
Affordable/quality healthcare	13	11	15
Quality of roads	11	14c	8
Close, convenient shopping and services	9	13c	4
Affordable cost of living	7	4	9b
Good hospitals	7	10c	3
Sprawl, or pace and type of development in the community	7	8	6
A variety of housing options for older citizens	5	5	6
High quality doctors and specialists are close by	5	6	4
Low crime	5	3	6
Well-run parks, community centers, and recreation centers	5	6	3
High quality local government services	4	4	4
Pollution, air quality and water quality	4	4	4
Entertainment and cultural activities, such as theaters, concerts, and spectator sports	3	3	4

In your opinion, over the next 5 years what should be the county government's three top priorities to improve living conditions for residents age 60 and over? (Q17)

Part 2: Profile of Residents Who Have Lived For 5 or More Years in Stable, Low 60+ Growth Counties

5. Deciding to Stay: Key Motivators

Large numbers of the 60+ choose to remain in the stable counties we studied. Why? Long-term residents have stayed in their communities after turning 60 for a number of predictable reasons, chief among them are:

- Proximity to family (21%) and children (10%)
- Like my current home (14%)
- Current job or job opportunities (12%, especially men — 17%).

One in five have "never thought about it" (19%), suggesting they had never considered leaving.

Primary Reasons Stayed in Community
- Most common responses -

Base: Age 60+ and have lived in stable 60+ county for 5 or more years.

		Location	
	Total	**Urban**	**Rural**
Unweighted base:	(600)	(300)	(300)
	a	b	c
	%	%	%
Other family lives here	21	21	21
Never thought about it	19	21	16
Like my current home	14	14	13
Children live here	10	12	7
Current job or job opportunities	12	12	11
Always wanted to live here	7	5	9b
Can't afford to move	5	5	4
My home town	5	3	6
Friends live here	3	3	4

Which one of the following reasons most influenced your decision to stay in [COUNTY] County? (Q3b)

6. Personal Engagement With the Community

Community involvement

Long-term residents are moderately involved in their communities — about half of (48%) say they are "very" or "somewhat" involved. Contrary to stereotypes, residents in urban areas are not less involved than those in rural areas (47% and 49%, respectively).

About as many, however, say they are "not very" or "not at all involved" (52%).

Level of Involvement in Local Community

Base: Age 60+ and have lived in stable 60+ county for 5 or more years.

		Location	
	Total	**Urban**	**Rural**
Unweighted base:	(600)	(300)	(300)
	a	b	c
	%	%	%
Very/somewhat involved	48	47	49
Very involved	12	12	12
Somewhat involved	36	34	37
Not very/at all involved	52	53	50
Not very involved	27	26	28
Not involved at all	24	27	22
Don't know/refused	*	*	*

Generally speaking, how involved are you in the affairs of your local community? Are you very involved, somewhat involved, not very involved, or not involved at all? (Q10)

Social isolation

About three in four (77%) long-term residents who are aging in stable communities agree they are "involved with the world and the people around me." Moreover, fully three in four (76%) agree they feel emotionally connected to their community, a likely benefit of residing in one place for a long period of time.

In contrast, only 14% agree they "frequently feel isolated from other people."

Isolation/Engagement with Community
- % "completely" or "mostly agree" with statement -

Base: Age 60+ and have lived in stable 60+ county for 5 or more years.

		Location	
	Total	**Urban**	**Rural**
Unweighted base:	(600)	(300)	(300)
	a	b	c
	%	%	%
I am involved with the world and the people around me	77	79	75
I feel emotionally connected to my community	76	73	79
I frequently feel isolated from other people	14	12	16

Please tell me whether you completely agree, mostly agree, neither agree nor disagree, mostly disagree, or completely disagree with each of the following statements. First… (Q11)

Political fit

A majority of long-term residents who are aging in stable communities say they fit politically with their community — 64% say people are "about like me" in terms of social and political views. This is particularly true among those age 70 and older (67%).

However, the three in ten not "in sync" politically are somewhat more likely to say their fellow residents are more conservative (18%) than more liberal (12%) than they.

Whether Feel Community Is Politically More Liberal, More Conservative, or Similar to Personal Views

Base: Age 60+ and have lived in stable 60+ county for 5 or more years.

		Location	
	Total	**Urban**	**Rural**
Unweighted base:	(600)	(300)	(300)
	a	b	c
	%	%	%
More liberal	12	15	9
Much more liberal	5	6	3
Somewhat more liberal	8	9	6
About like me	64	63	65
More conservative	18	14	21
Somewhat more conservative	12	10	14
Much more conservative	6	5	7
Don't know/refused	6	7	5

Thinking about the social and political climate of your town compared to your own personal views, would you say people in your town are more conservative than you, more liberal, or about the same? [IF "CONSERVATIVE" OR "LIBERAL", ASK:] Somewhat or much more so? (Q8)

7. Overall Satisfaction with County of Residence

Overall Satisfaction

Most long-term residents who are aging in stable communities say they are "very" or " somewhat satisfied" with their county as a place to live (82%), and half — 53% — say they are "very satisfied." Satisfaction levels are markedly higher in rural counties — 68% are "very satisfied" versus only 38% who live in urban counties.

Satisfaction levels in these counties are similar to areas with a high influx of the 60+, indicating that people are generally happy whether they chose to move or stay in their community.

Overall Satisfaction with County as a Place to Live

Base: Age 60+ and have lived in stable 60+ county for 5 or more years.

		Location	
	Total	**Urban**	**Rural**
Unweighted base:	(600)	(300)	(300)
	a	b	c
	%	%	%
Very/somewhat satisfied	82	77	87b
Very satisfied	53	38	68b
Somewhat satisfied	29	40c	19
Neutral (vol.)	6	9c	3
Very/somewhat dissatisfied	10	12	9
Somewhat dissatisfied	7	8	7
Very dissatisfied	3	4	2
Don't know/refused	1	1	1

On balance, how satisfied are you with [COUNTY] County as a place to live? [READ LIST] (Q6)

Top of Mind Favorite Aspects of County

Long-term residents aging in stable communities mention a number of things they like about their county of residence, largely dependent on whether they live in a rural or urban area. Rural residents (in common with residents of counties experiencing an influx of the 60+) are particularly likely to mention the following:

- The community life and atmosphere (39% in total, 57% in rural counties, 22% in urban counties)
- The weather/climate (19% total, 23% rural, and 15% urban).
- Scenery/closeness to nature (13% total, 20% rural, and 6% urban)

Residents of urban counties, however, are especially likely to mention:

- Amenities/facilities (12% total, 16% urban, and 9% rural)
- Educational/cultural facilities (6% total, 10% urban, and 2% rural)

Irrespective of the locale, top mentions also include "I've always lived here/it's my home" (11%) and "my friends/family" (8%). Residents age 70 and older are relatively likely to mention the weather/climate (24%).

In general, long-term residents aging in stable communities tend not to mention service-based attributes.

Favorite Aspects of County
- Most common responses -

Base: Age 60+ and have lived in stable 60+ county for 5 or more years.

		Location	
	Total	**Urban**	**Rural**
Unweighted base:	(600)	(300)	(300)
	a	b	c
	%	%	%
Community life/atmosphere mentions (net)	39	22	57b
Everybody knows everybody/friendly, caring community	15	8	21b
Peaceful, quiet atmosphere/unspoiled	10	4	17b
The people	9	6	12b
Slow, easy-paced lifestyle	5	*	10b
Like small town/rural life	5	1	9b
The weather/climate	19	15	23b
Scenery/closeness to nature, outdoor living	13	6	20b
Amenities/facilities mentions (net)	12	16c	9
Always lived here/it's my home	11	12	11
My friends/family	8	9	7
Educational/cultural facilities mentions (net)	6	10c	2
Nice/good place to live (non-specific)	6	7	4
Centrally located/easy access to adjoining areas	4	6c	2
Low crime area/safe	4	4	5

In your own words, what do you like best about [COUNTY] County? (Q4)

Rating the county as a place for age 60+ residents

Long-term residents also give fairly high marks to their county as a place for people age 60+ to live, with about two in three (67%) rating it as "excellent" or "good." Women are especially inclined to give such an appraisal (72%).

Rural counties appear to be doing a better job on this score — those living in such communities are particularly likely to say the county does an "excellent" job (28% versus 15% in urban counties).

Quality Rating of County As a Place for the 60+ to Live

Base: Age 60+ and have lived in stable 60+ county for 5 or more years.

		Location	
	Total	**Urban**	**Rural**
Unweighted base:	(600)	(300)	(300)
	a	b	c
	%	%	%
Excellent/good	67	60	73b
Excellent	21	15	28b
Good	45	46	45
Fair/poor	31	38c	24
Fair	22	28c	17
Poor	9	10	7
Don't know/refused	2	2	3

Putting aside your own satisfaction level for a moment, how would you rate [COUNTY] County as a place for people 60 and over to live — excellent, good, fair, or poor? (Q7)

Rating the local government

The long-term residents' high rating of their county appears to be based on factors other than their perception of whether the local county government does a good job meeting the needs of their 60+ residents. When asked to rate their county government's ability to meet the needs of age 60+ residents, fewer than half (43%) say the county government does an "excellent" or "good" job. Only one in twenty (5%) say the local county government does an "excellent" job. However, nearly half (49%) of women rate the job the local government does in this area as "excellent" or "good."

Again, rural counties garner higher ratings from residents — 52% say their county does an "excellent" or "good" job compared to only 34% of urbanites who make the same assessment. Indeed, 61% of long-term urban residents say their county does only a "fair" or "poor" job.

Quality Rating of Local Government In Meeting Needs of 60+ Residents

Base: Age 60+ and have lived in stable 60+ county for 5 or more years.

		Location	
	Total	**Urban**	**Rural**
Unweighted base:	(600)	(300)	(300)
	a	b	c
	%	%	%
Excellent/good	43	34	52b
Excellent	5	3	7
Good	38	31	45b
Fair/poor	52	61c	43
Fair	37	40	33
Poor	16	21c	10
Don't know/refused	5	5	5

Based on your personal experience or observations, do you think the local county government does an excellent, good, fair, or poor job of meeting the needs of residents age 60 and over? (Q9)

Taking age 60+ residents for granted?

Accompanying the relatively low ratings of local government's ability to serve its aging in place 60+ residents in these stable counties, is the sentiment that "this county really needs to start paying more attention to the needs of its age 60+ residents" (76%). This holds true for residents of both urban and rural counties.

Majorities also sometimes feel "that the county government takes for granted its tax revenue from over-60 residents" (62%), though this feeling is more widespread in urban than rural counties (67% versus 57%, respectively) and among 60-69 year old residents (68%).

Do the 60+ Feel "Taken For Granted"?
- % "completely" or "mostly agree" with statement -

Base: Age 60+ and have lived in stable 60+ county for 5 or more years.

		Location	
	Total	**Urban**	**Rural**
Unweighted base:	(600)	(300)	(300)
	a	b	c
	%	%	%
This county really needs to start paying more attention to the needs of its age 60+ citizens	76	76	76
Sometimes I feel that the county government takes for granted its tax revenue from over-60 citizens	62	67c	57

Please tell me whether you completely agree, mostly agree, neither agree nor disagree, mostly disagree, or completely disagree with each of the following statements. First… (Q11)

Where there is room for improvement

As with favorite aspects of their community, long-term residents aging in stable counties mention a number of things they *dis*like about their county of residence, largely dependent on whether they live in a rural or urban area. Urban residents are particularly likely to mention the following:

- Cost of living (20% in total, 30% in urban counties, 9% in rural counties)
- Government/officials/politics (14%, 23% urban, and 5% rural)

Residents of rural counties are especially likely to mention:

- Weather/climate (12%, 20% rural, and 3% urban)
- Unemployment/lack of job opportunities (9%, 12% rural, and 5% urban)
- Lack of amenities/facilities (5%, 7% rural, and 3% urban)

Women are relatively likely to mention lack of amenities/facilities (8%) while men are likely to mention cost of living (25%) and government/officials/politics (20%).

Residents age 60-69 are more likely than older residents to mention unemployment/lack of jobs (13%) and the need for better highways/roads (7%).

Least Favorite Aspects of County
- Most common responses -

Base: Age 60+ and have lived in stable 60+ county for 5 or more years.

		Location	
	Total	**Urban**	**Rural**
Unweighted base:	(600)	(300)	(300)
	a	b	c
	%	%	%
Cost of living mentions (net)	20	30c	9
Taxes	17	28c	6
Government/officials/politics	14	23c	5
Weather/climate mentions (net)	12	3	20c
Cold/cold winters	9	2	17c
Community life/atmosphere mentions (net)	9	10	8
People's attitudes	4	4	3
Unemployment/lack of job opportunities	9	5	12b
Lack of amenities/facilities (net)	5	3	7b
High/rising crime rate/insufficient police force	5	8	3
Need better highways/roads	4	3	4

Again in your own words, what do you dislike most about [COUNTY] County? (Q5)

8. Importance of and Satisfaction with Specific County Services and Offerings

Stated and derived importance

Asked to rate the importance of various aspects of their county, long-term residents aging in stable counties focus on the following factors:

- Nice environment: Low pollution, good air and water quality (91%)
- Access to quality health care: Good hospitals (92%) and high-quality doctors and specialists are close by (88%)
- Safety: Low crime (90%)
- Economics: Affordable cost of living (84%), low taxes (78%)
- Convenience and variety: Convenient and reliable public transportation for people with physical disabilities (77%), appropriate house of worship nearby (74%)

On many items, women assign greater importance than do men. Residents age 60-69 place relative importance on employment opportunities (77%) and not too much traffic congestion (66%), while those 70 and older are relatively likely to mention a nearby house of worship (79%).

Derived importance

When we correlate service and attribute importance with overall satisfaction with the county (a "derived importance" analysis), however, we see that some county attributes drive satisfaction to a greater extent than respondents let on.

In fact, of the five attributes that correlate most highly with overall satisfaction, two rank in the top five for stated importance:

1. High quality local government services (10 in stated importance)
2. Low pollution, good air and water quality (2 in stated importance)
3. Low local taxes (stated importance ranking: 6)
4. Low crime (3 in stated importance)
5. Employment opportunities (14 in stated importance)

Stated and Derived Importance of Aspects in Overall Satisfaction

Base: Age 60+ and have lived in stable 60+ county for 5 or more years.

	Derived Importance		Stated Importance	
	Rank	Corr.	Rank	Top 2 Box %
High quality local government services	1	.30	10	71
Low pollution, good air quality and water quality	2	.25	2	91
Low local taxes	3	.24	6	78
Low crime	4	.23	3	90
Employment opportunities	5	.21	14	67
A church, temple, mosque or other house of worship you belong to	6	.20	8	74
Relatively little sprawl	6	.20	21	32
A variety of housing options for older citizens	8	.18	10	71
Affordable cost of living	8	.18	5	84
Convenient and reliable public transportation for people with physical disabilities	8	.18	7	77
Not too much traffic congestion	11	.17	17	58
Opportunities to do volunteer or charity work	12	.16	18	56
Opportunities to meet and make friends with other people age 60 and over	12	.16	16	59
Affordable housing	14	.15	10	71
Well-run parks, community centers, and recreation centers	14	.15	15	61
Availability of in-home medical and personal services	16	.14	10	71
Adult education opportunities	17	.12	18	56
High quality doctors and specialists are close by	17	.12	4	88
Good hospitals	19	.11	1	92
Entertainment and cultural activities, such as theaters, concerts, and spectator sports	20	.06	20	49
Close, convenient shopping and services	21	.05	9	72

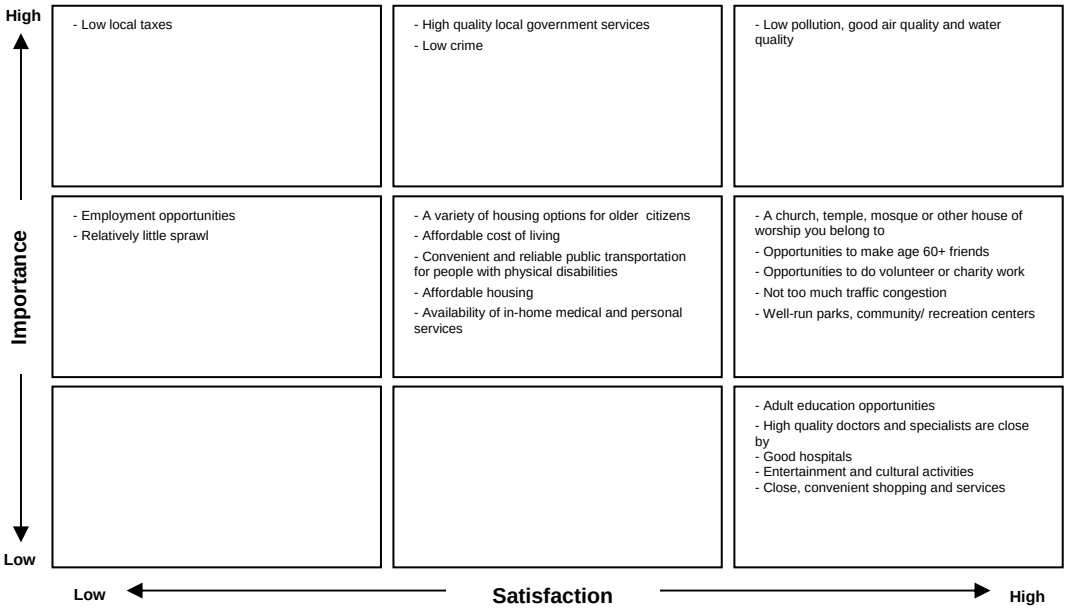
Please tell me whether each of the following is essential to you, very important but not essential, moderately important, only a little important, or not important at all when it comes to the community you live in. First… (Q12)

Satisfaction with the most important community services and offerings

If we plot importance of offerings by satisfaction with those offerings (see table below), we see why only half (53%) of long-term residents are "very satisfied" with their county. One attribute that ranks near the top in terms of derived importance — low local taxes — ranks in the lower third of the satisfaction ratings (46% are "very" or "very satisfied" with their county in this respect). Moreover, two other attributes of high (derived importance) — high quality local government services and low crime — rank in the middle of the satisfaction ratings (68% and 68%, respectively). Only one item in the top rank of derived importance — low pollution/good air, water quality — ranks near the top in terms of satisfaction.

Importance by Satisfaction Analysis of County Services and Offerings

Base: Age 60+ and have lived in stable 60+ county for 5 or more years.



How the map was constructed: The range of correlation scores for importance (Q12) by overall satisfaction (Q.6), and of top 2 box scores for satisfaction on specific attributes (Q13), were calculated and divided into thirds. Items with a score in the top third of importance appear in the top row; items in the middle third appear in the middle row; items in the bottom third appear in the bottom row. Items with a score in the top third of satisfaction appear in the right column; items in the middle third appear in the middle column; items in the bottom third appear in the left column.

Satisfaction Level With Specific Aspects of County
- % "very" or "somewhat satisfied" with item -

Base: Age 60+ and have lived in stable 60+ county for 5 or more years.

		Location	
	Total	**Urban**	**Rural**
Unweighted base:	(600)	(300)	(300)
	A	b	c
	%	%	%
A church, temple, mosque or other house of worship you belong to	88	86	89
Good hospitals	86	93c	78
Pollution, air quality and water quality	83	77	88b
High quality doctors and specialists are close by	82	90c	73
Opportunities to meet and make friends with other people age 60 and over	82	78	86b
Close, convenient shopping and services	81	88c	75
Opportunities to do volunteer or charity work	79	79	78
Level of traffic congestion	78	65	91b
Well-run parks, community centers, and recreation centers	77	79	74
Adult education opportunities	76	78	74
Entertainment and cultural activities, such as theaters, concerts, and spectator sports	75	84c	65
Availability of in-home medical and personal services	72	66	78b
High quality local government services	68	65	71
A variety of housing options for older citizens	68	70	67
Low crime	68	55	80b
Affordable cost of living	66	63	69
Affordable housing	65	63	66
Convenient and reliable public transportation for people with physical disabilities	61	60	62
Relatively little sprawl	57	49	65b
Employment opportunities	47	50	45
Low local taxes	46	38	54b

Now please tell me whether you are very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat satisfied, or very dissatisfied with [COUNTY] County when it comes to each of the following. First… (Q13)

Top Priorities Over the Next 5 Years

As predicted by the importance by satisfaction grid, long-term residents say the top priorities for county government over the next 5 years should be to:

- Lower taxes (29%, particularly among those in urban communities, 37%)
- Better/more transportation (19%, especially in rural areas, 24%)
- Providing a variety of housing options for older citizens (16%)
- Affordable/quality healthcare (15%)
- Affordable housing (11%)

In urban areas, lowering crime is cited by 12%. In rural areas, better employment opportunities is mentioned by 10%.

Men are particularly likely to mention lower taxes (37%) and quality of roads (8%), while women are more likely than men to focus on the need for a variety of housing options for older citizens (19%).

Residents age 60-69 are more likely than older residents to mention lower taxes (36%), affordable/quality healthcare (21%), and crime (12%).

What Should Be The County Government's Top Priorities Over the Next 5 Years? - Most common responses -

Base: Age 60+ and have lived in stable 60+ county for 5 or more years.

		Location	
	Total	**Urban**	**Rural**
Unweighted base:	(600)	(300)	(300)
	a	b	c
	%	%	%
Low local taxes	29	37c	22
Better/more transportation	19	14	24b
A variety of housing options for older citizens	16	15	17
Affordable/quality healthcare	15	14	17
Affordable housing	11	11	10
Affordable cost of living	7	7	7
Low crime	7	12c	3
Employment opportunities	7	3	10b
Well-run parks, community centers, and recreation centers	6	7	5
High quality doctors and specialists are close by	5	3	7
Good hospitals	5	3	6
Quality of roads	5	3	7b
Entertainment and cultural activities, such as theaters, concerts, and spectator sports	4	5	2
Pollution, air quality and water quality	4	4	3
Clean up government/stop wasteful spending/ end corruption	4	6c	1

In your opinion, over the next 5 years what should be the county government's three top priorities to improve living conditions for residents age 60 and over? (Q17)

Part 3: Community Leaders

9. Perceptions of County Demography

Perceived size of the 60+ community

Across sectors and type of county — i.e., whether or not they have growing or stable 60+ populations — community leaders agree the counties they live in have a larger than average number of 60+ residents (70%).

Perceived Size of County's Age 60+ Population Compared to the National Average (by Sector)

Base: Total community leaders surveyed.

		Sector				
	Total	Business	Local Gov't.	Religion	Educa-tion	Social Svs.
	(149)	(31)	(30)	(30)	(29)	(29)
	%	%	%	%	%	%
Higher	70	74	77	77	69	55
Much higher	33	29	40	33	41	21
Slightly higher	38	45	37	43	28	34
About average	23	23	20	17	21	34
Lower	5	3	3	7	10	3
Slightly lower	2	--	3	--	3	3
Much lower	3	3	--	7	7	--
Don't know/refused	1	--	--	--	--	7

Now on a different topic. Compared to the national average, would you estimate the percentage of people age 60 and over living in [COUNTY] is … (Q3)

Perceived Size of County's Age 60+ Population Compared to the National Average (by Type of Community)

Base: Total community leaders surveyed.

		Type of Community			
	Total	High new % 60+	High new # 60+	Stable Urban	Stable Rural
	(149)	(50)	(48)	(25)	(26)
	%	%	%	%	%
Higher	70	68	79	64	65
Much higher	33	36	42	36	15
Slightly higher	38	20	38	28	50
About average	23	20	17	28	35
Lower	5	12	4	--	--
Slightly lower	2	4	2	--	--
Much lower	3	8	2	--	--
Don't know/refused	1	--	--	8	--

Now on a different topic. Compared to the national average, would you estimate the percentage of people age 60 and over living in [COUNTY] is ... (Q3)

Is the senior community growing?

Overall, three-quarters of community leaders believe the 60+ population in their country is growing. Leaders in social services are more likely to perceive this population to be growing "quickly" (62%), while business leaders are least likely to perceive this population as growing "quickly" (35%).

Community leaders in high-growth communities are aware of the changing demographics in their area. Majorities of leaders in both high number and high percentage growth areas say the 60+ population is growing rapidly. Leaders in areas with stable numbers of 60+ residents tend to see this group's as growing "slowly."

Perception of Whether the County's 60+ Population Is Growing or Shrinking (by Sector)

Base: Total community leaders surveyed.

		Sector				
	Total	Business	Local Gov't.	Religion	Educa-tion	Social Svs.
	(149)	(31)	(30)	(30)	(29)	(29)
	%	%	%	%	%	%
Growing	74	68	80	67	76	79
Growing quickly	45	35	50	37	41	62
Growing slowly	29	32	30	30	34	17
Staying the same	15	26	10	13	14	14
Shrinking	9	3	7	20	7	7
Shrinking slowly	7	3	3	17	7	3
Shrinking quickly	2	--	3	3	--	3
Don't know/refused	2	3	3	--	3	--

Is it your impression that the number of people age 60 and over in [COUNTY] is... (Q4)

Perception of Whether the County's 60+ Population Is Growing or Shrinking (by Type of Community)

Base: Total community leaders surveyed.

		Type of Community			
	Total	High new % 60+	High new # 60+	Stable Urban	Stable Rural
	(149)	(50)	(48)	(25)	(26)
	%	%	%	%	%
Growing	74	80	73	68	69
Growing quickly	45	62	56	16	19
Growing slowly	29	18	17	52	50
Staying the same	15	16	13	16	19
Shrinking	9	2	13	16	8
Shrinking slowly	7	2	6	16	8
Shrinking quickly	2	--	6	--	--
Don't know/refused	2	2	2	--	4

Is it your impression that the number of people age 60 and over in [COUNTY] is... (Q4)

10. Understanding the Concerns of Age 60+ Residents

Understanding the needs of the 60+ community

Overall, community leaders say they believe they understand the needs of their age 60+ residents. Most say they have a "good" (55%) and some say "excellent" (29%) understanding of this group. This is true across sectors and type of county.

Social services (34%) and local government leaders (37%) – who might have more direct contact with seniors and their specific concerns – more often rate their understanding as "excellent," especially compared to leaders in business and education (19% and 24% "excellent," respectively).

Perceived Level of Understanding of 60+ Residents' Needs and Concerns (by Sector)

Base: Total community leaders surveyed.

		Sector				
	Total	Business	Local Gov't.	Religion	Educa-tion	Social Svs.
	(149)	(31)	(30)	(30)	(29)	(29)
	%	%	%	%	%	%
Excellent/good	84	74	93	77	86	90
Excellent	29	19	37	30	24	34
Good	55	55	57	47	62	55
Fair/poor	15	23	7	23	14	10
Fair	13	16	7	20	14	10
Poor	2	6	--	3	--	--
Don't know/refused	1	3	--	--	--	--

And do you feel you have an excellent, good, fair, or poor understanding of the needs and concerns of age 60+ residents? (Q6)

Perceived Level of Understanding of 60+ Residents' Needs and Concerns (by Type of Community)

Base: Total community leaders surveyed.

		Type of Community			
	Total	High new % 60+	High new # 60+	Stable Urban	Stable Rural
	(149)	(50)	(48)	(25)	(26)
	%	%	%	%	%
Excellent/good	84	88	81	84	81
Excellent	29	30	27	32	27
Good	55	58	54	52	54
Fair/poor	15	12	17	16	19
Fair	13	12	13	16	15
Poor	2	--	4	--	4
Don't know/refused	1	--	2	--	--

And do you feel you have an excellent, good, fair, or poor understanding of the needs and concerns of age 60+ residents? (Q6)

Does the 60+ community adequately communicate its needs?

Most (70%) community leaders say they think the 60+ population does a "good" (40%) or "excellent" (30%) job letting them know their special needs and concerns. Leaders in rural counties are more likely to say they do only a "fair" or "poor" job (42%).

When we look at specific leadership sectors, we find that nine in ten (90%) local government leaders think residents age 60+ do an "excellent" (47%) or "good" (43%) job communicating their needs. Religious leaders, on the otherhand, are least likely to say they think age 60+ residents do a good job communicating their needs. Nearly half (47%) of the religious leaders say they think age 60+ residents do a "fair" or "poor" job in this area.

Perceived Quality of 60+ Residents' Ability to Communicate Their Special Needs and Concerns (by Sector)

Base: Total community leaders surveyed.

		Sector				
	Total	Business	Local Gov't.	Religion	Educa-tion	Social Svs.
	(149)	(31)	(30)	(30)	(29)	(29)
	%	%	%	%	%	%
Excellent/good	70	71	90	50	62	79
Excellent	30	23	47	17	28	38
Good	40	48	43	33	34	41
Fair/poor	27	26	10	47	34	17
Fair	21	16	10	33	31	17
Poor	5	10	--	13	3	--
Don't know/refused	3	3	--	3	3	3

Do you think age 60+ residents do an excellent, good, fair, or poor job in letting you know what their special needs and concerns are? (Q5)

Perceived Quality of 60+ Residents' Ability to Communicate Their Special Needs and Concerns (by Type of Community)

Base: Total community leaders surveyed.

		Type of Community			
	Total	High new % 60+	High new # 60+	Stable Urban	Stable Rural
	(149)	(50)	(48)	(25)	(26)
	%	%	%	%	%
Excellent/good	70	82	65	72	58
Excellent	30	34	31	40	12
Good	40	48	33	32	46
Fair/poor	27	16	31	24	42
Fair	21	16	23	16	35
Poor	5	--	8	8	8
Don't know/refused	3	2	4	4	--

Do you think age 60+ residents do an excellent, good, fair, or poor job in letting you know what their special needs and concerns are? (Q5)

11. Sector-Specific Impressions of the Importance and Impact of the 60+ Population

Perceived importance of 60+ residents to community life

Asked how vital a role the 60+ play in specific areas of community life, majorities of community leaders say they play an "essential" or "very important" role in:

- Local religious life (84% of the total, 93% of religious leaders)
- Business (82% in total, 84% of business leaders)
- Social services (72% in total, 62% of social services leaders)
- Local government (66% in total, 83% of government leaders)

Only when asked about education do fewer than half of the leaders say the 60+ play at least a very important role (46%), though over half (55%) of education leaders think they do.

These ratings generally hold across county types as well, with the interesting exception that leaders in communities with a high proportion of 60+ movers are more likely to say the 60+ play an "essential" or "very important" role in education than do those in counties with a high *number* of the 60+ movers (58% versus 29%, respectively).

Perceived Importance of 60+ Residents' Contribution to Various Aspects of Community Life
- % say "essential" or "very important" –

Base: Total community leaders surveyed.

		Sector				
	Total	Business	Local Gov't.	Religion	Educa-tion	Social Svs.
	(149)	(31)	(30)	(30)	(29)	(29)
	%	%	%	%	%	%
Religion	84	87	67	93	90	83
Business	82	84	77	90	72	86
Social services	72	77	73	80	69	62
Local government	66	58	83	60	66	66
Education	46	52	47	37	55	38

		Type of Community			
	Total	High new % 60+	High new # 60+	Stable Urban	Stable Rural
	(149)	(50)	(48)	(25)	(26)
	%	%	%	%	%
Religion	84	90	73	92	85
Business	82	84	81	80	81
Social services	72	72	65	80	81
Local government	66	66	56	72	81
Education	46	58	29	44	54

In your view, how important of a contribution do residents age 60 and over make to… the success of local commerce and business (Q13)/ functioning of [COUNTY]'s government (Q14)/local religious life, in churches, synagogues and other houses of worship, or through other means (Q15)/the quality of education in [COUNTY] (Q16)/community life in [COUNTY] (Q17) — Are they essential, very important but not essential, moderately important, not very important, or not important at all?

Impressions of how others perceive the importance of 60+ residents to community life

Asked to assess how other people in their sector view the importance of the 60+ to the sector, majorities say they believe others see the 60+ as playing an "essential" or "very important" role. However, in two sectors, there is a gap between how leaders themselves view the importance of the 60+ and their assessment of how others view the 60+.

- Business leaders: 84% believe the 60+ play an "essential" or "very important" role in local business, whereas only 74% believe the business community in general feels the same way.

- Social services leaders: 62% believe the 60+ play an "essential" or "very important" role in the quality of community life, whereas more — 79% — believe the leaders of local social services feel the same way.

Impressions of How Others Perceive the Importance of 60+ Residents' Contribution to Various Aspects of Community Life
- % say "essential" or "very important" –

Base: Total community leaders surveyed.

		Sector Surveyed				
Sector Asked About	Total	Business	Local Gov't.	Religion	Educa-tion	Social Svs.
	(149)	(31)	(30)	(30)	(29)	(29)
	%	%	%	%	%	%
Religion	83	77	83	93	86	76
Business	75	74	83	80	72	66
Social services	73	77	73	70	66	79
Local government	72	77	87	63	72	62
Education	41	48	43	27	52	34

		Leaders Interviewed by Type of Community			
Sector Asked About	Total	High new % 60+	High new # 60+	Stable Urban	Stable Rural
	(149)	(50)	(48)	(25)	(26)
	%	%	%	%	%
Religion	83	80	79	88	92
Business	75	80	69	64	88
Social services	73	74	71	76	73
Local government	72	68	69	80	81
Education	41	48	29	24	65

Apart from your own view, do you think… local business owners (Q18)/ county government officials (Q19)/clergy in local churches, synagogues and other houses of worship (Q20)/the local education system (Q21)/local social services (Q22) … treat 60+ residents as essential, very important but not essential, moderately important, not very important, or not at all important to the success of their businesses?

12. Benefits and Challenges to the Community Posed by the 60+

Do seniors give or take more from their communities?

Community leaders have a generally positive view of their 60+ residents. Half (49%) believe such residents contribute more than they take from their communities, and the balance say it's about an "even mix." Very few believe the 60+ take more than they give.

Religious leaders and those living in counties with a large proportion of seniors are most likely to say the 60+ give more than they take (57% and 56%, respectively); education leaders and those living in stable urban areas are the least likely (38% and 36%).

Whether the 60+ Are Perceived to Take More From or Contribute More to the Community

Base: Total community leaders surveyed.

		Sector				
	Total	Business	Local Gov't.	Religion	Educa-tion	Social Svs.
	(149)	(31)	(30)	(30)	(29)	(29)
	%	%	%	%	%	%
Contribute more than take	49	45	53	57	38	52
Take more than contribute	5	--	3	3	14	3
Even mix	46	55	43	40	45	45
Don't know/refused	1	--	--	--	3	--

		Type of Community			
	Total	High new % 60+	High new # 60+	Stable Urban	Stable Rural
	(149)	(50)	(48)	(25)	(26)
	%	%	%	%	%
Contribute more than take	49	56	50	36	46
Take more than contribute	5	5	2	8	--
Even mix	46	36	46	56	54
Don't know/refused	1	--	2	--	--

On balance, do you think residents age 60 and over contribute more than they take from the community, or do they take more than they contribute, or would you say it's about an even mix? (Q10)

Benefits to the community

Community leaders mention a wide range of contributions made by the 60+. They are most likely to say, top of mind:

- Good pool of volunteer workers (38%; especially likely to be mentioned by leaders in local government, 57%)
- Have experience others can learn from (34%)
- Economic benefits such as purchasing power, high taxable incomes, etc. (36%). This is least likely to be cited by leaders in both rural (8%) and urban areas (16%) of stable older populations.
- Solid/good/moral citizens (19%; most likely to be mentioned by religious leaders, 43%, and those in urban counties, 40%)
- Caring/supportive/dedicated people (12%)

Compared to leaders in areas with growing 60+ populations, leaders in urban areas with stable numbers of 60+ residents are less likely to attribute specific positive characteristics like volunteerism and experience to their older residents. Rather, a plurality (40%) say 60+ residents are good citizens. Residents age 60+ in these stable urban report being more engaged in their local community than new residents of growing communities.

How the Presence of 60+ Residents Benefits the Community
- Most common responses -
(by Sector)

Base: Total community leaders surveyed.

		Sector				
	Total	Business	Local Gov't.	Religion	Educa-tion	Social Svs.
	(149)	(31)	(30)	(30)	(29)	(29)
	%	%	%	%	%	%
Good pool of volunteer workers	38	29	57	33	31	41
Experience/Have experience others can learn from	34	29	30	33	34	45
Economic benefits (net)	36	39	37	33	38	34
Spendable income/purchasing power/good for business	23	23	27	23	28	14
Additional (high) taxable incomes	11	3	10	13	10	17
Well-off financially	11	13	13	10	7	14
Solid/good/moral citizens	19	13	20	43	10	10
Caring/supportive/dedicated people	12	10	7	20	17	7

Thinking about the role of people age 60 and over in [COUNTY], in what ways do you think their presence benefits the local community? [OPEN END. RECORD VERBATIM. PROBE:] Anything else that comes to mind? (Q8a)

How the Presence of 60+ Residents Benefits the Community
- Most common responses -
(by Type of Community)

Base: Total community leaders surveyed.

		Type of Community			
	Total	High new % 60+	High new # 60+	Stable Urban	Stable Rural
	(149)	(50)	(48)	(25)	(26)
	%	%	%	%	%
Good pool of volunteer workers	38	44	44	24	31
Experience/Have experience others can learn from	34	44	31	24	31
Economic benefits (net)	36	46	52	16	8
Spendable income/purchasing power/good for business	23	22	42	8	4
Additional (high) taxable incomes	11	18	13	4	--
Well-off financially	11	18	8	8	8
Solid/good/moral citizens	19	16	13	40	19
Caring/supportive/dedicated people	12	12	6	20	15

Thinking about the role of people age 60 and over in [COUNTY], in what ways do you think their presence benefits the local community? [OPEN END. RECORD VERBATIM. PROBE:] Anything else that comes to mind? (Q8a)

Challenges to the community

Community leaders also mention a variety of challenges created by the 60+ in their counties. Most often mentioned are:

- Healthcare/medical needs of seniors (46%)
- Transportation (21%)
- Social services for seniors (9%)
- Low-income population (9%)
- Home care services (7%)

Clearly, community leaders are more than twice as likely to say the health care/medical needs of seniors crate a challenge. One in five identify transportation as a challenge. A much smaller proportion say the remaining items will be a challenge.

How the Presence of 60+ Residents Creates Challenges for the Community - Most common responses -

Base: Total community leaders surveyed.

		Sector				
	Total	Business	Local Gov't.	Religion	Educa-tion	Social Svs.
	(149)	(31)	(30)	(30)	(29)	(29)
	%	%	%	%	%	%
Healthcare/medical needs of seniors	46	32	47	57	59	38
Transportation	21	19	33	23	10	21
Social services for seniors	9	3	3	23	3	10
Low income	9	3	10	13	10	10
Home care services	7	3	7	7	7	14

		Type of Community			
	Total	High new % 60+	High new # 60+	Stable Urban	Stable Rural
	(149)	(50)	(48)	(25)	(26)
	%	%	%	%	%
Healthcare/medical needs of seniors	46	54	48	44	31
Transportation	21	22	27	16	15
Social services for seniors	9	10	10	8	4
Low income	9	2	17	16	4
Home care services	7	6	8	4	12

Again thinking about the role of people age 60 and over in [COUNTY], in what ways do you think their presence presents special challenges to the local community? [OPEN END. RECORD VERBATIM. PROBE:] Anything else that comes to mind? (Q9a)

Younger and older residents — do their interests compete?

Four in ten (41%) community leaders see the interests of older and younger residents as mostly shared. Approximately three in ten see them as in competition (29%), or as having an even mix of shared and competitive interests (28%).

Most likely to say their interests are shared are business leaders (55%) and leaders in urban counties (56%).

Less than a third of county leaders (29%) see the interests of older and younger residents as being in competition with each other. Leaders are most likely to see the interests as being shared (41%) while another 28% see a combination of shared and competitive interests.

Whether or Older and Younger Residents Are Perceived to Have Shared or Competing Needs and Concerns

Base: Total community leaders surveyed.

		Sector				
	Total	Business	Local Gov't.	Religion	Educa-tion	Social Svs.
	(149)	(31)	(30)	(30)	(29)	(29)
	%	%	%	%	%	%
Mostly shared	41	55	43	30	31	45
Mostly competing	29	23	33	20	38	31
Mix (VOL.)	28	19	23	50	21	24
Don't know/refused	3	3	--	--	10	--

		Type of Community			
	Total	High new % 60+	High new # 60+	Stable Urban	Stable Rural
	(149)	(50)	(48)	(25)	(26)
	%	%	%	%	%
Mostly shared	41	40	27	56	54
Mostly competing	36	31	31	20	19
Mix (VOL.)	28	22	38	20	27
Don't know/refused	3	2	4	4	--

On balance, do you think older and younger residents have mostly shared needs and concerns, or mostly competing needs and concerns? (Q11)

13. Addressing the Needs of the 60+ Population

Perceived quality of the county for 60+ residents

Three in four community leaders agree their county is “above average” or “one of the best in the country” for people age 60 and over to live in (77%). Very few believe it is “below average” or “one of the worst” (4%).

Business leaders are particularly likely to believe the county is “one of the best” (74%). Social services leaders are the least likely to believe this (17%). Leaders in stable urban communities are much less likely to say their county is “one of the best” (8%), preferring instead to describe it as “above average” (64%).

Perception of Relative Attractiveness of County for 60+ Residents (by Sector)

Base: Total community leaders surveyed.

		Sector				
	Total	Business	Local Gov't.	Religion	Educa-tion	Social Svs.
	(149)	(31)	(30)	(30)	(29)	(29)
	%	%	%	%	%	%
One of the best/above average	77	74	83	80	79	69
One of the best	25	32	27	27	21	17
Above average	52	51	57	53	59	52
Average	17	23	10	13	14	24
Below average/one of the worst	4	--	--	7	7	7
Below average	4	--	--	7	7	7
One of the worst	--	--	--	--	--	--
Don't know/refused	--	--	--	--	--	--

Perception of Relative Attractiveness of County for 60+ Residents (by Type of Community)

Base: Total community leaders surveyed.

		Type of Community			
	Total	High new % 60+	High new # 60+	Stable Urban	Stable Rural
	(149)	(50)	(48)	(25)	(26)
	%	%	%	%	%
One of the best/above average	77	78	75	72	85
One of the best	25	30	29	8	23
Above average	52	48	46	64	62
Average	17	16	19	20	12
Below average/one of the worst	4	4	2	8	4
Below average	4	4	2	8	4
One of the worst	--	--	--	--	--
Don't know/refused	--	--	--	--	--

All things considered, do you think [COUNTY] is one of the best in the country for people age 60 and over to live in, above average, about average, below average, or one of the worst? (Q23)

Making an effort to be hospitable to the 60+

The majority of community leaders surveyed agree — across sectors — that their communities had "made a special effort to encourage persons age 60 and over to move or stay" there (59%). Leaders in counties with a high rate of growth are more are highly likely to say a special effort has been made by their community (72% agree). By contrast, in stable urban counties only 32% of leaders agree that a special effort has been made to attract new 60+ residents.

Whether or Not Community Has Made a Special Effort to Encourage the 60+ to Move to County (by Sector)

Base: Total community leaders surveyed.

		Sector				
	Total	Business	Local Gov't.	Religion	Educa-tion	Social Svs.
	(149)	(31)	(30)	(30)	(29)	(29)
	%	%	%	%	%	%
Yes	59	61	63	53	52	66
No	35	39	33	43	41	17
Don't know/refused	6	--	3	3	7	17

		Type of Community			
	Total	High new % 60+	High new # 60+	Stable Urban	Stable Rural
	(149)	(50)	(48)	(25)	(26)
	%	%	%	%	%
Yes	59	72	60	32	58
No	35	24	38	56	31
Don't know/refused	6	4	2	12	12

In your opinion, has this community made a special effort to encourage persons age 60 and over to move or stay here, or not? (Q28)

Perceived quality of local leaders' efforts to address the needs of 60+ residents

As a rule, leaders believe other leaders in their sector have been able to do a "good" (58%) — though not "excellent" (19%) — job of addressing the needs and concerns of 60+ members of the community.

Most likely to believe their fellow leaders do only a "fair" job are those living in stable urban counties (32%, compared to 19% on average).

Perceived Quality of Local Leaders' Efforts to Address Needs and Concerns of the County's 60+ Residents (by Sector)

Base: Total community leaders surveyed.

		Sector				
	Total	Business	Local Gov't.	Religion	Educa-tion	Social Svs.
	(149)	(31)	(30)	(30)	(29)	(29)
	%	%	%	%	%	%
Excellent/good	77	74	83	83	69	76
Excellent	19	16	23	10	21	24
Good	58	58	60	73	48	52
Fair/poor	22	26	17	17	28	24
Fair	19	19	13	17	24	21
Poor	3	6	3	--	3	3
Don't know/refused	1	--	--	--	3	--

And do you feel local leaders beside yourself in [INSERT SECTOR] have been able to do an excellent, good, fair, or poor job of addressing the needs and concerns of age 60+ residents? (Q7)

Perceived Quality of Local Leaders' Efforts to Address Needs and Concerns of the County's 60+ Residents (by Type of Community)

Base: Total community leaders surveyed.

		Type of Community			
	Total	High new % 60+	High new # 60+	Stable Urban	Stable Rural
	(149)	(50)	(48)	(25)	(26)
	%	%	%	%	%
Excellent/good	77	84	79	56	81
Excellent	19	22	19	12	19
Good	58	62	60	44	62
Fair/poor	22	16	21	40	19
Fair	19	14	17	32	19
Poor	3	2	4	8	--
Don't know/refused	1	--	--	4	--

And do you feel local leaders beside yourself in [INSERT SECTOR] have been able to do an excellent, good, fair, or poor job of addressing the needs and concerns of age 60+ residents? (Q7)

Does the county pay too much or not enough attention to its 60+ residents?

By about a six to one margin, community leaders believe their "county really needs to start paying more attention to the needs of its age 60+ residents" (44%) rather than that "sometimes this county puts too much emphasis on the needs of its over-60 residents, at the expense of others" (7%).

This perspective is most common among social service and education leaders, and those living in stable rural counties (where *no* leaders believe the county puts too much emphasis on the 60+). It is least common among local government leaders.

Relatively few leaders agree their county "is sometimes overwhelmed by the services required by its residents age 60 and over" (23%). Most likely to agree that they are overwhelmed are religious leaders.

Various Impressions of the County's Efforts to Meet the Needs of 60+ Residents
- % agree –
(by Sector)

Base: Total community leaders surveyed.

		Sector				
	Total	Business	Local Gov't.	Religion	Educa-tion	Social Svs.
	(149)	(31)	(30)	(30)	(29)	(29)
	%	%	%	%	%	%
This county really needs to start paying more attention to the needs of its age 60+ residents	44	42	23	43	52	62
This county is sometimes overwhelmed by the services required by its residents age 60 and over	21	13	13	33	24	21
Sometimes this county puts too much emphasis on the needs of its over-60 residents, at the expense of others	7	3	10	17	3	3

Please tell me whether you completely agree, mostly agree, neither agree nor disagree, mostly disagree, or completely disagree with each of the following statements. (Q12)

Various Impressions of the County's Efforts to Meet the Needs of 60+ Residents - % agree – (by Type of Community)

Base: Total community leaders surveyed.

		Type of Community			
	Total	High new % 60+	High new # 60+	Stable Urban	Stable Rural
	(149)	(50)	(48)	(25)	(26)
	%	%	%	%	%
This county really needs to start paying more attention to the needs of its age 60+ residents	44	32	48	48	58
This county is sometimes overwhelmed by the services required by its residents age 60 and over	21	12	25	28	23
Sometimes this county puts too much emphasis on the needs of its over-60 residents, at the expense of others	7	6	6	20	--

Please tell me whether you completely agree, mostly agree, neither agree nor disagree, mostly disagree, or completely disagree with each of the following statements. (Q12)

Perceived importance of specific county services/aspects to 60+ residents

Asked to rate the importance of a variety of community services and aspects, community leaders are most likely to say the following are "essential" or "very important":

Health care

- Good hospitals (96%; cited as the *most* important by 11% of community leaders in total and 23% of business leaders)
- High quality doctors and specialists are close by (94%; 11% of leaders believe this is the most important)
- Availability of in-home medical and personal services (91%; 29% of leaders in urban communities agree it is the most important)

Cost of living

- Affordable cost of living (90%; 19% of leaders surveyed believe it is the most important, including 29% of business leaders. 29% of leaders in communities with a high number of 60+ residents also agree it is the most important)
- Affordable housing (87%; 21% of leaders say it is the most important, including 38% of social services leaders)
- Low local taxes (74%; cited by 10% of local government and education leaders as the most important)

Religion

- A church, temple, or mosque or other house of worship to belong to (86%)

Crime

- Low crime (85%)

Social/volunteer opportunities

- Opportunities to meet and make friends with peers (83%)
- Opportunities to do volunteer or charity work (73%)

Government services/transportation

- High quality local government services (77%). Business leaders are much more likely than education leaders to see this as at least "very important" (90% versus 62%, respectively).
- Convenient and reliable public transportation for people with physical disabilities (73%; 10% of local government leaders believe it is the most important)

Housing

- A variety of housing options for older citizens (77%)

Shopping/services

- Close, convenient shopping and services (77%)

Perceived Importance of Specific County Services/Aspects to 60+ Residents
– % say "essential" or "very important" –
(by Sector)

Base: Total community leaders surveyed.

		Sector				
	Total	Business	Local Gov't.	Religion	Educa-tion	Social Svs.
	(149)	(31)	(30)	(30)	(29)	(29)
	%	%	%	%	%	%
Good hospitals	96	90	100	100	93	97
High quality doctors and specialists are close by	94	94	93	100	90	93
Availability of in-home medical and personal services	91	87	87	93	86	100
Affordable cost of living	90	94	87	90	93	86
Affordable housing	87	90	80	93	83	90
A church, temple, mosque or other house of worship to belong to	86	90	80	90	79	90
Low crime	85	81	87	90	83	86
Opportunities to meet and make friends with other people age 60 and over	83	97	92	87	72	76
High quality local government services	77	90	80	77	62	72
A variety of housing options for older citizens	77	81	77	73	66	86
Close, convenient shopping and services	77	81	77	80	72	76
Low local taxes	74	81	87	57	76	69
Convenient and reliable public transportation for people with physical disabilities	73	84	67	67	66	83
Opportunities to do volunteer or charity work	73	68	67	80	72	79

Continues...

Perceived Importance of Specific County Services/Aspects to 60+ Residents (Cont'd.)
– % say "essential" or "very important" –
(by Sector)

Base: Total community leaders surveyed.

		Sector				
	Total	Business	Local Gov't.	Religion	Educa-tion	Social Svs.
	(149)	(31)	(30)	(30)	(29)	(29)
	%	%	%	%	%	%
Well-run parks, community centers, and recreation centers	69	81	73	63	59	69
Low pollution, good air and water quality	62	71	73	53	55	55
Entertainment and cultural activities, such as theaters, concerts, and spectator sports	60	71	57	67	52	55
Not too much traffic congestion	48	58	50	30	45	55
Adult education opportunities	46	52	47	40	45	48
Employment opportunities	44	58	57	23	34	45
Relatively little sprawl	26	42	23	13	21	31

When it comes to making your county desirable and hospitable to its age 60+ residents, please tell me whether you think each of the following is essential, very important but not essential, moderately important, not very important, or not important at all. First... (Q24)

Perceived Importance of Specific County Services/Aspects to 60+ Residents
– % say "essential" or "very important" –
(by Type of Community)

Base: Total community leaders surveyed.

		Type of Community			
	Total	High new % 60+	High new # 60+	Stable Urban	Stable Rural
	(149)	(50)	(48)	(25)	(26)
	%	%	%	%	%
Good hospitals	96	98	96	96	92
High quality doctors and specialists are close by	94	96	94	96	88
Availability of in-home medical and personal services	91	92	90	96	85
Affordable cost of living	90	88	81	100	100
Affordable housing	87	86	83	82	82
A church, temple, mosque or other house of worship to belong to	86	92	73	88	96
Low crime	85	88	77	84	96
Opportunities to meet and make friends with other people age 60 and over	83	84	90	76	77
High quality local government services	77	70	79	80	81
A variety of housing options for older citizens	77	82	71	84	69
Close, convenient shopping and services	77	78	77	80	73
Low local taxes	74	66	69	92	81
Convenient and reliable public transportation for people with physical disabilities	73	70	75	84	65
Opportunities to do volunteer or charity work	73	76	73	72	69
Well-run parks, community centers, and recreation centers	69	74	65	68	69

Continues...

Perceived Importance of Specific County Services/Aspects to 60+ Residents (Cont'd.) – % say "essential" or "very important" – (by Type of Community)

Base: Total community leaders surveyed.

		Type of Community			
	Total	High new % 60+	High new # 60+	Stable Urban	Stable Rural
	(149)	(50)	(48)	(25)	(26)
	%	%	%	%	%
Low pollution, good air and water quality	62	68	48	60	77
Entertainment and cultural activities, such as theaters, concerts, and spectator sports	60	64	60	68	46
Not too much traffic congestion	48	48	40	44	65
Adult education opportunities	46	62	29	48	46
Employment opportunities	44	36	35	56	62
Relatively little sprawl	26	38	15	24	27

When it comes to making your county desirable and hospitable to its age 60+ residents, please tell me whether you think each of the following is essential, very important but not essential, moderately important, not very important, or not important at all. First… (Q24)

Perceived Most Important Aspect for 60+ Who Move to County
– Most common responses –
(by Sector)

Base: Total community leaders surveyed.

		Sector				
	Total	Business	Local Gov't.	Religion	Educa-tion	Social Svs.
	(149)	(31)	(30)	(30)	(29)	(29)
	%	%	%	%	%	%
Affordable housing	21	23	17	17	14	38
Affordable cost of living	19	29	23	13	17	10
Good hospitals	11	23	--	10	14	10
High quality doctors and specialists are close by	11	3	17	13	10	10
Low local taxes	5	3	10	--	10	3
Availability of in-home medical and personal services	4	3	--	13	3	--
Low crime	4	6	--	3	7	3
Convenient and reliable public transportation for people with physical disabilities	4	--	10	3	--	7
A variety of housing options for older citizens	3	3	3	--	7	3

And of the items I just read, which one do you think is the most important factor for people age 60+ who decide to move to or stay in [COUNTY] County? [READ LIST AS NECESSARY.] (Q26a)

Perceived Most Important Aspect for 60+ Who Move to County
- Most common responses -
(by Type of Community)

Base: Total community leaders surveyed.

		Type of Community			
	Total	High new % 60+	High new # 60+	Stable Urban	Stable Rural
	(149)	(50)	(48)	(25)	(26)
	%	%	%	%	%
Affordable housing	21	28	23	16	12
Affordable cost of living	19	10	29	16	19
Good hospitals	11	16	6	8	15
High quality doctors and specialists are close by	11	14	6	12	12
Low local taxes	5	2	8	8	4
Availability of in-home medical and personal services	4	2	2	12	4
Low crime	4	4	2	4	8
Convenient and reliable public transportation for people with physical disabilities	4	6	4	--	4
A variety of housing options for older citizens	3	2	4	8	--

And of the items I just read, which one do you think is the most important factor for people age 60+ who decide to move to or stay in [COUNTY] County? [READ LIST AS NECESSARY.] (Q26a)

Perceived quality of specific county services/aspects for 60+ residents

Community leaders were also asked to rate the *quality* of the same county services/aspects for age 60+ residents. Here is how the leaders rate their counties on the top ten items they feel are most *important* for their 60+ residents:

Areas of strength:

- A church, temple, or mosque or other house of worship to belong to: Here community leaders believe their county excels: 93% say their county does an "excellent/good" job, the highest quality rating given.
- Opportunities to meet and make friends with peers: 82% say their county does an "excellent/good" job, the fourth highest quality rating offered.
- Good hospitals: 81% of leaders say their county does an "excellent" or "good" job providing good hospitals, the fifth highest quality rating (out of 21 items) offered by leaders.
- High quality doctors and specialists are close by: 81% say their county does an "excellent/good" job, the fifth highest quality rating offered by leaders (ties with "good hospitals").
- High quality local government services: 79% offer an "excellent/good" rating, the sixth highest quality rating offered.

Good, but room for improvement:

- Low crime: 72% say their county does an "excellent/good" job, the eleventh highest quality rating offered.
- Availability of in-home medical and personal services: 70% say their county does an "excellent/good" job, the thirteenth highest quality rating offered by leaders.

Weaknesses:

- Affordable housing: Only 45% say their county does an "excellent/good" job, the second *lowest* quality rating offered.
- Affordable cost of living: Only 53% say their county does an "excellent/good" job, the sixth lowest quality rating given.
- Low local taxes: Only 54% say their county does an "excellent/good" job, the sixth lowest quality rating offered.

Perceived Quality of Specific County Services/Aspects for 60+ Residents
- say "excellent" or "good" -
(by Sector)

Base: Total community leaders surveyed.

		Sector				
	Total	Business	Local Gov't.	Religion	Educa-tion	Social Svs.
	(149)	(31)	(30)	(30)	(29)	(29)
	%	%	%	%	%	%
A church, temple, mosque or other house of worship to belong to	93	100	97	93	79	93
Opportunities to do volunteer or charity work	91	90	97	93	93	83
Well-run parks, community centers, and recreation centers	83	90	83	80	76	83
Opportunities to meet and make friends with other people age 60 and over	82	81	87	80	86	76
Good hospitals	81	90	80	67	79	90
High quality doctors and specialists are close by	81	77	87	77	83	83
High quality local government services	79	74	87	77	79	76
Entertainment and cultural activities, such as theaters, concerts, and spectator sports	79	94	80	70	69	79
Low pollution, good air and water quality	75	81	77	70	72	79
Close, convenient shopping and services	73	87	80	70	59	69
Low crime	72	87	80	77	55	62
Adult education opportunities	72	84	73	60	76	66
Availability of in-home medical and personal services	70	77	70	67	59	76

Continues...

Perceived Quality of Specific County Services/Aspects for 60+ Residents (Cont'd.) - say "excellent" or "good" - (by Sector)

Base: Total community leaders surveyed.

		Sector				
	Total	Business	Local Gov't.	Religion	Educa-tion	Social Svs.
	(149)	(31)	(30)	(30)	(29)	(29)
	%	%	%	%	%	%
A variety of housing options for older citizens	58	61	60	70	59	41
Low local taxes	54	65	57	50	52	48
Affordable cost of living	53	61	57	60	52	34
Employment opportunities	51	55	67	33	41	59
Not too much traffic congestion	50	65	57	40	52	34
Relatively little sprawl	49	58	50	40	45	52
Affordable housing	45	61	47	43	38	34
Convenient and reliable public transportation for people with physical disabilities	42	58	40	40	31	38

And for each of the following, please tell me whether you think public and private services in your county overall do an excellent, good, fair, or poor job in providing for its age 60+ residents. First... (Q25)

Perceived Quality of Specific County Services/Aspects for 60+ Residents - say "excellent" or "good" - (by Type of Community)

Base: Total community leaders surveyed.

		Type of Community			
	Total	High new % 60+	High new # 60+	Stable Urban	Stable Rural
	(149)	(50)	(48)	(25)	(26)
	%	%	%	%	%
A church, temple, mosque or other house of worship to belong to	93	92	92	96	92
Opportunities to do volunteer or charity work	91	94	94	92	81
Well-run parks, community centers, and recreation centers	83	80	83	92	77
Opportunities to meet and make friends with other people age 60 and over	82	84	85	72	81
Good hospitals	81	74	83	100	73
High quality doctors and specialists are close by	81	74	90	92	69
High quality local government services	79	78	81	68	85
Entertainment and cultural activities, such as theaters, concerts, and spectator sports	79	76	77	100	65
Low pollution, good air and water quality	75	90	69	60	73
Close, convenient shopping and services	73	70	81	76	62
Low crime	72	82	63	72	73
Adult education opportunities	72	72	71	76	69
Availability of in-home medical and personal services	70	64	71	80	69
A variety of housing options for older citizens	58	54	56	68	62
Low local taxes	54	60	56	28	65

Continues...

Perceived Quality of Specific County Services/Aspects for 60+ Residents (Cont'd.) - say "excellent" or "good" - (by Type of Community)

Base: Total community leaders surveyed.

		Type of Community			
	Total	High new % 60+	High new # 60+	Stable Urban	Stable Rural
	(149)	(50)	(48)	(25)	(26)
	%	%	%	%	%
Affordable cost of living	53	44	42	60	85
Employment opportunities	51	50	60	48	38
Not too much traffic congestion	50	56	17	72	77
Relatively little sprawl	49	56	29	52	69
Affordable housing	45	32	27	76	73
Convenient and reliable public transportation for people with physical disabilities	42	32	48	48	42

And for each of the following, please tell me whether you think public and private services in your county overall do an excellent, good, fair, or poor job in providing for its age 60+ residents. First… (Q25)

Appendices

Appendix 1: Demographic Information

Sample

A total of 1,201 interviews were conducted — 30 interviews in each of the following 40 communities:

1) Moved within past 5 years to a county with a high proportion of movers age 60+ (N = 301):

- Sumter County, Florida (Orlando)
- Douglas County, Colorado (Denver)
- Washington County, Utah (Salt Lake City)
- James City County, Virginia (Norfolk)
- Williamson County, Texas (Austin)
- Pinal County, Arizona (Phoenix)
- Beaufort County, South Carolina (Savannah, GA)
- Placer County, California (Sacramento)
- Cumberland County, Tennessee (Knoxville)
- Deschutes County, Oregon (Bend)

2) Moved within past 5 years to a county with a high number of movers age 60+ (N = 300):

- Maricopa County, Arizona (Phoenix)
- Riverside County, California (Los Angeles)
- Clark County, Nevada (Las Vegas)
- Broward County, Florida (Miami-Fort Lauderdale)
- San Diego County, California (San Diego)
- Pinellas County, Florida (Tampa-St Petersburg)
- Lee County, Florida (Ft Myers-Naples)
- Pima County, Arizona (Tucson)
- Ocean County, New Jersey (New York)
- Suffolk County, New York (New York)

3) Have lived for past 5-plus years in a metro/urban county N = 300):

- Erie County, New York (Buffalo)
- Allegheny County, Pennsylvania (Pittsburgh)
- Wayne County, Michigan (Detroit)
- Lucas County, Ohio (Toledo)
- Kanawah County, West Virginia (Charleston)
- Milwaukee County, Wisconsin (Milwaukee)
- St. Clair County, Illinois (St Louis)
- Rockingham County, North Carolina (Greensboro)
- Pottawattamie County, Iowa (Omaha)
- Hampden County, Massachusetts (Springfield)

4) Have lived for past 5-plus years in a non-metro/rural county (N = 300):

- Burke and Sheridan Counties, North Dakota (Minot) - treated as one given small size of each and proximity
- Zavala County, Texas (San Antonio)
- Marshall County, South Dakota (Sioux Falls)
- Union County, South Carolina (Union)
- Pierce County, Nebraska (Sioux City)
- Harlan County, Kentucky (Knoxville)
- Webster County, West Virginia (Clarksburg)
- Hardin County, Ohio (Kenton)
- Aroostook County, Maine (Presque Isle)
- St Lawrence County, New York (Watertown)

Respondents Who Moved to Community Within Past 5 Years

	High New % 60+	High New % 60+	High New # 60+	High New # 60+
	Weighted %	Unweighted N	Weighted %	Unweighted N
Sex				
Male	46	137	36	110
Female	54	164	64	190
Age				
60-64	40	113	34	99
65-69	25	79	26	71
70-74	16	46	17	52
75-79	13	40	13	43
80-84	4	12	8	26
85 or older	2	7	3	8
Mean	68.1		69.2	
Median	66		67	
Education				
Less than high school graduate	2	8	5	14
High school graduate	16	53	27	75
Trade/technical/vocational school	3	8	5	14
Some college	26	86	24	78
College graduate	24	72	21	62
Some postgraduate study	4	10	4	11
Postgraduate degree	23	62	14	44
Ethnicity				
White	94	284	92	275
Hispanic	2	8	1	6
African-American/Black	1	4	2	5
Asian/Pacific Islander	1	1	*	1
American Indian or Native American	1	3	2	7
Other	1	4	1	3
Don't know	-	-	*	1
Household income				
Under $15 thousand	5	20	10	34
$15,000 to under $25,000	8	32	14	44
$25,000 to under $35,000	10	32	13	40
$35,000 to under $50,000	23	63	15	47
$50,000 to under $75,000	15	45	14	43
$75,000 to under $100,000	9	24	9	25
$100 thousand or more	9	26	5	16
Don't know	2	7	4	10
Refused	19	52	16	41
Mean ('000 $)	51.9		44.6	

Respondents Who Moved to Community Within Past 5 Years (Cont'd.)

	High New % 60+	High New % 60+	High New # 60+	High New # 60+
	Weighted %	Unweighted N	Weighted %	Unweighted N
Employment status				
Full time	5	15	9	25
Part time	9	23	7	20
No, not employed	86	263	85	254
Marital Status				
Married	79	204	68	171
Widowed	11	51	16	64
Divorced or separated	8	37	12	51
Never married	2	9	4	13
Living with ...				
Alone	18	85	24	102
Spouse/partner	76	198	67	172
Other family	4	13	7	21
Friends	2	4	1	4
Number of children under 18 in household				
None	99	295	96	287
1	1	4	1	4
2	*	1	2	6
3	-	-	-	-
4	*	1	-	-
5	-	-	-	-
More than 5	-	-	-	-
Number of adult children				
None	9	30	12	38
1	9	30	11	35
2	33	97	31	86
3	22	72	19	58
4	15	43	11	37
5	4	10	8	24
More than 5	7	18	7	18
Home ownership				
Own	92	267	79	225
Rent	7	31	19	69
Live rent-free with family	1	3	1	4
Dwelling type				
Single family home	87	251	53	160
Duplex or townhouse	2	12	8	24
Apartment or condominium	3	15	27	76
Mobile home or trailer	4	14	9	31
Other	2	8	3	8
Whether live in senior/retirement community				
Yes	51	149	57	165
No	49	152	43	134

Respondents Who Have Lived In Community for 5+ Years

	Stable Urban	Stable Urban	Stable Rural	Stable Rural
	Weighted %	Unweighted N	Weighted %	Unweighted N
Sex				
Male	41	88	43	90
Female	59	212	57	210
Age				
60-64	18	70	21	61
65-69	20	61	21	77
70-74	20	48	20	60
75-79	18	44	16	46
80-84	15	45	14	34
85 or older	6	21	6	15
Mean	72.6		72.0	
Median	72		70	
Education				
Less than high school graduate	10	32	15	43
High school graduate	34	103	39	117
Trade/technical/vocational school	3	9	4	8
Some college	21	63	17	55
College graduate	12	38	12	44
Some postgraduate study	3	10	2	7
Postgraduate degree	17	40	10	21
Ethnicity				
White	86	256	90	275
African-American/Black	8	26	1	3
Hispanic	1	3	4	8
Asian/Pacific Islander	1	2	-	-
American Indian or Native American	2	5	1	4
Other	1	3	3	3
Don't know	*	1	*	1
Household income				
Under $15 thousand	11	43	19	61
$15,000 to under $25,000	15	53	24	71
$25,000 to under $35,000	14	44	16	46
$35,000 to under $50,000	13	35	11	28
$50,000 to under $75,000	13	34	7	21
$75,000 to under $100,000	9	19	2	7
$100 thousand or more	4	12	3	10
Don't know	4	14	5	12
Refused	16	46	13	44
Mean ('000 $)	43.0		32.0	
Employment status				
Full time	12	42	8	27
Part time	8	25	12	27
No, not employed	79	228	78	241

Respondents Who Have Lived In Community for 5+ Years (Cont'd.)

	Stable Urban	Stable Urban	Stable Rural	Stable Rural
	Weighted %	Unweighted N	Weighted %	Unweighted N
Marital status				
Married	57	135	68	171
Widowed	28	108	24	93
Divorced or separated	8	32	4	22
Never married	7	24	3	13
Living with ...				
Alone	27	110	27	107
Spouse/partner	54	128	66	169
Other family	16	51	6	23
Friends	3	7	1	1
Number of children under 18 in household				
None	93	279	94	282
1	3	10	2	6
2	1	2	*	3
3	1	2	*	1
4	*	1	1	1
5	-	-	-	-
More than 5	*	1	-	-
Number of adult children				
None	16	52	12	40
1	11	30	14	36
2	25	74	21	60
3	19	57	19	56
4	16	40	16	47
5	7	22	7	25
More than 5	5	19	9	29
Home ownership				
Own	86	240	91	264
Rent	12	50	7	30
Live rent-free with family	1	4	1	3
Dwelling type				
Single family home	80	224	86	249
Duplex or townhouse	3	14	1	2
Apartment or condominium	11	45	5	21
Mobile home or trailer	3	8	5	19
Other	1	4	2	5
Whether live in senior/retirement community				
Yes	7	27	11	33
No	91	266	87	263

	High new % 60+	High new # 60+	Stable urban	Stable rural
	N	N	N	N
Sex				
Male	33	26	15	15
Female	17	22	10	11
Age				
18-24	-	-	-	-
25-34	1	5	-	3
35-44	5	5	2	5
45-54	19	11	9	7
55-64	16	20	8	7
65 or older	7	5	5	4
Refused	2	2	1	-
Mean (years)	54.5	52.3	56.8	51.4
Median (years)	54	55	57	53
Sector				
Business	10	10	5	6
Local government	10	10	5	5
Religion	10	10	5	5
Education	11	8	5	5
Social services	9	10	5	5
Years living in county				
Less than a year	1	1	-	1
1-3	6	6	1	3
4-6	6	5	1	2
7-10	5	4	-	3
More than 10	17	17	7	5
Refused	15	15	16	12
Mean (years)	22.0	22.7	41.2	29.9
Median (years)	16	21	46	24
Years in current position				
Less than a year	-	-	-	-
1-3	16	13	8	8
4-6	7	13	4	3
7-10	15	8	2	6
More than 10	12	12	8	8
Refused	-	2	3	1
Mean (years)	7.4	9.3	11.2	10.3
Median (years)	6	6	8	10

1) Contains a high proportion of movers age 60+ (N = 50):

- Douglas, Colorado
- Sumter, Florida
- Beaufort, South Carolina
- James City, Virginia
- Pinal, Arizona
- Deschutes, Oregon
- Cumberland, Tennessee
- Placer, California
- Williamson, Texas
- Washington, Utah

2) Contains a high number of movers age 60+ (N = 48):

- Pinellas, Florida
- Pima, Arizona
- Broward, Florida
- Lee, Florida
- San Diego, California
- Ocean, New Jersey
- Clark, Nevada
- Suffolk, New York
- Maricopa, Arizona
- Riverside, California

3) Contains long term residents who are aging in urban counties (N = 25):

- Lucas, Ohio
- Wayne, Michigan
- Allegheny, Pennsylvania
- Erie, New York
- Kanawah, West Virginia

4) Contains long term residents who are aging in rural counties (N = 26):

- Harlan, Kentucky
- Pierce, Nevada
- Union, South Carolina
- Zavala, Texas
- Marshall, South Dakota

Appendix 2

AARP: IMPACT OF AGING POPULATIONS ON LOCAL COMMUNITIES

Survey Among 60-Plus Americans

POSTED QUESTIONNAIRE PREPARED BY
GfK NOP / ROPER PUBLIC AFFAIRS

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POSTED QUESTIONNAIRE

Note: Unless otherwise marked, base size equals (n=1,201)

Unless noted, all results are in percent

**** signifies <1%***

S5. Which of the following describes you?

Married	68
Widowed	20
Divorced or separated	8
Never married	4
DK/REF	*

S6. Are you currently living alone, with a spouse or partner, with other family, or with friends? [ALLOW MULTIPLE RESPONSES]

Alone	24
Spouse/partner	66
Other family	8
Friends	2
DK/REF	1

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S7. And how long have you been living in [COUNTY] County? You can give me your answer in years or months.

Less than 6 months	14
6 to 11 months	15
1 year	16
2 years	2
3 years	1
4 years	1
5 to 10 years	1
More than 10 years	49
Don't know	-

MAIN SURVEY

I would like to ask you some questions about living in this area.

1. [Base = Movers, n=601] Who in your household made the primary decision to move to [COUNTY] County? Was it made mostly by you, your spouse, both you and your spouse together, or by someone else? If you have lived here since you were a child, just let me know.

Myself	27
Spouse	6
Myself and spouse	62
Someone else	6
Lived here since a child	-
DK/REF	-

2. [Base = Movers, n=601] Did you make the decision to move to [COUNTY] County shortly before you moved here, or had you been planning to move here for a long time?

Made decision soon before move	58
Planning move for a long time	38
Don't know	3
Refused	*

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3A. [Base = Movers, n=601] Which one of the following reasons most influenced your decision to move to [COUNTY] County?

Children live here	24
Other family lives here	12
Friends live here	9
Had always known about it	3
Always wanted to live here	4
Job opportunities	3
Something you read	3
Something you heard on the radio or television	1
Never thought about it	11
[Vol.] Retirement community/the villages/Sun City	5
[Vol.] Weather/climate	4
[Vol.] Found house liked/affordable house/housing	3
[Vol.] Age/health/medical advice	2
[Vol.] Saw/drove through/visited and liked it	2
[Vol.] Liked it/the area	2
[Vol.] Cost of living/affordability	2
[Vol.] Activities available	1
[Vol.] Retiring/retirement	1
[Vol.] Conveniently/centrally located	1
[Vol.] Had lived there in past	1
Other	5
Don't know/Refused	1

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3B. [Base = Aging-in-Place, n=600] Which one of the following reasons most influenced your decision to stay in [COUNTY] County?

Children live here	10
Other family lives here	21
Friends live here	3
Always wanted to live here	7
Current job or job opportunities	12
Like your current home	14
Can't afford to move	5
Never thought about it	19
Born/raised/married here/lived here all my life	5
Is spouse's/partner's home town, he/she has roots here, job here	1
Like/enjoy it here	1
Anything else	2
Don't know	-
Refused	1

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4. In your own words, what do you <u>like</u> best about [COUNTY] County?

Community Life/Atmosphere (Net)	**36**
Everybody knows everybody/friendly/caring community	11
The people	8
(Small town) good for raising family/children	1
Peaceful/quiet atmosphere, unspoiled	9
Slow/easy paced lifestyle, easier paced than other cities	4
Like small town/rural life	5
Other community life/atmosphere mentions	6
The weather/climate	25
Scenery/closeness to nature, good for outdoor sports/living	16
Other Amenities/Facilities (Net)	**15**
Parks	2
Sports facilities	2
Access to entertainment (theater, spectator sports, etc.)	3
Access to shopping/stores/restaurants	6
My friends/family	8
Educational/Cultural Facilities (Net)	**5**
Availability of good schools/educational institutions	2
Progressive school system	*
Museums/libraries	1
Other availability of/access to educational/cultural facilities mentions	2
Other availability to access to amenities/facilities mentions	7
Centrally located, easy access to adjoining areas	4
Clean/well kept up town/city	3
Low crime area/safe	2
Lively/active area	2
My work/job	1
Cost of living	4
Like the villages	2
Like retirement community/development	1
Contact with/activities for people of my age group/feel less isolated	1
Like my house/home	2
Good transportation/roads/infrastructure	1
Convenience	1
Less traffic	2
Clean/fresh air, not polluted	2
Born here/always lived here/it's my home	6
Nice/good place to live, like it	5
Other likes	7
Not much/nothing	5
Don't know	5
Refused	*

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5. Again in your own words, what do you <u>dislike</u> most about [COUNTY] County?

Cost of Living (Net)	**14**
Taxes	11
Other cost of living mentions	4
Weather/Climate (Net)	**13**
Cold/cold winters	5
Hot/hot summer	5
Other weather/climate mentions	4
Traffic/Congestion/Overpopulation (Net)	**12**
Traffic, heavy/congested traffic	11
Congestion	*
Other traffic/congestion/overpopulation mentions	1
Lack of Amenities/Facilities (Net)	**8**
Lack of cultural/educational facilities	2
Lack of other desired/needed amenities/facilities	7
Community Life/Atmosphere (Net)	**8**
Everybody knows everybody/have to be too careful of what you say/do	*
Other people/people's attitude mentions	3
Not growing community, people don't want growth	1
Growing too fast/too much growth	1
Other community life/atmosphere mentions	3
Government/officials/politics	8
Unemployment/lack of job opportunities	4
Need better highways/roads	4
High/rising crime/drugs, insufficient/poor police force	3
Lack of public transportation/have to drive/need car	2
Area not being properly maintained/deteriorating	1
Construction/highway construction	1
The economy/poverty	1
Other dislikes	7
Nothing/no dislikes	24
Don't know	5
Refused	1

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6. On balance, how satisfied are you with [COUNTY] County as a place to live? [READ LIST]

Very satisfied	58
Somewhat satisfied	28
Somewhat dissatisfied	6
Very dissatisfied	5
[VOL] Neutral	2
DK/REF.	1

7. Putting aside your own satisfaction level for a moment, how would you rate [COUNTY] County as a place for people 60 and over to live — excellent, good, fair, or poor?

Excellent	35
Good	43
Fair	15
Poor	6
DK/REF.	2

8. Thinking about the social and political climate of your town compared to your own personal views, would you say people in your town are more conservative than you, more liberal, or about the same? [IF "CONSERVATIVE" OR "LIBERAL", ASK:] Somewhat or much more so?

Much more conservative	8
Somewhat more conservative	12
About like you	60
Somewhat more liberal	7
Much more liberal	4
DK/REF.	9

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9. Based on your personal experience or observations, do you think the local county government does an excellent, good, fair, or poor job of meeting the needs of residents age 60 and over?

Excellent	7
Good	40
Fair	29
Poor	9
Don't know	14
Refused	1

10. Generally speaking, how involved are you in the affairs of your local community? Are you very involved, somewhat involved, not very involved, or not involved at all?

Very involved	8
Somewhat involved	30
Not very involved	30
Not involved at all	31
DK/REF.	*

11. Please tell me whether you completely agree, mostly agree, neither agree nor disagree, mostly disagree, or completely disagree with each of the following statements.

	Completely agree	Mostly agree	Neither agree nor disagree	Mostly disagree	Completely disagree	DK	REF
Sometimes I feel that the county government takes for granted its tax revenue from over-60 citizens	25	30	12	15	6	12	1
I am involved with the world and the people around me	28	50	6	11	4	3	-
I frequently feel isolated from other people	4	12	4	34	43	2	*
This county really needs to start paying more attention to the needs of its age 60-plus citizens	29	36	8	13	4	8	*
I feel emotionally connected to my community	22	44	10	13	7	3	*

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12. Please tell me whether each of the following is essential to you, very important but not essential, moderately important, only a little important, or not important at all when it comes to the community you live in. First…

	Ess.	Very Imp.	Mod. Imp.	Only a little Imp.	Not at all Imp.	DK	REF
High quality doctors and specialists are close by	45	45	7	1	2	1	-
Good hospitals	44	48	4	1	1	2	-
Low crime	44	47	6	1	1	1	-
Low pollution, good air and water quality	42	51	6	*	1	*	-
Affordable cost of living	40	46	10	1	1	1	*
Low local taxes	34	45	14	2	3	2	*
Close, convenient shopping and services	33	44	18	3	2	*	-
Convenient and reliable public transportation for people with physical disabilities	33	41	14	3	5	4	*
Affordable housing	33	40	15	3	6	3	*
A church, temple, mosque or other house of worship you belong to	33	37	15	4	10	1	*
High quality local government services	32	41	17	3	2	4	*
A variety of housing options for older citizens	32	39	18	3	5	3	*
Availability of in-home medical and personal services	31	40	16	4	5	4	*
Well-run parks, community centers, and recreation centers	27	38	23	5	5	2	-
Not too much traffic congestion	26	40	21	5	7	2	-
Opportunities to meet and make friends with other people age 60 and over	23	39	24	5	8	1	-
Employment opportunities	22	31	14	9	19	4	*
Adult education opportunities	20	34	29	6	9	2	*
Entertainment and cultural activities, such as theaters, concerts, and spectator sports	20	32	30	7	9	1	*
Opportunities to do volunteer or charity work	17	34	31	7	9	2	*
Relatively little sprawl	14	22	24	9	11	20	*

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13. Now please tell me whether you are very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied with [COUNTY] County when it comes to each of the following. First…

	Very satisfied	Some-what satisfied	Neither	Some-what dissatis.	Very dissatis.	DK	REF
A church, temple, mosque or other house of worship you belong to	62	20	8	3	2	6	*
Good hospitals	53	27	3	5	5	7	*
High quality doctors and specialists are close by	51	29	3	8	5	4	*
Close, convenient shopping and services	50	32	3	8	5	1	*
Opportunities to meet and make friends with other people age 60 and over	48	33	8	4	2	4	*
Pollution, air quality and water quality	46	37	3	8	5	1	-
Opportunities to do volunteer or charity work	42	35	9	3	2	9	*
Well-run parks, community centers, and recreation centers	40	38	5	6	3	8	*
Entertainment and cultural activities, such as theaters, concerts, and spectator sports	39	37	7	8	4	5	*
Adult education opportunities	38	34	9	4	3	12	*
Low crime	37	35	5	9	10	4	-
Level of traffic congestion	31	34	6	14	14	1	*
Availability of in-home medical and personal services	30	30	11	4	3	21	1
Affordable housing	29	37	7	10	9	8	*
A variety of housing options for older citizens	29	37	9	9	6	10	*
Affordable cost of living	23	46	6	13	10	2	*
Convenient and reliable public transportation for people with physical disabilities	21	29	10	11	10	19	*
High quality local government services	20	45	9	8	6	12	*
Relatively little sprawl	20	36	10	10	5	18	*
Low local taxes	18	32	6	18	19	7	*
Employment opportunities	16	29	17	9	11	17	1

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14. [Base = Movers, n=601] Thinking back to the town you lived in prior to moving here, what was it about the town, if anything, that prompted you to leave? [ACCEPT MULTIPLE RESPONSES]

The weather/climate	31
Wanted to be near friends/family	19
Unaffordable cost of living	10
High local taxes	8
Traffic congestion	7
Wanted to change house/dwelling place	6
High crime	5
Age/health/medical advice for self/spouse	5
Overcrowded/overpopulated	5
Congestion	4
Lack of affordable housing	3
Retiring/retirement/wanted a place suitable for retirement	3
Poor variety of housing options for older citizens	2
Inconvenient shopping and services	2
Urban sprawl	2
Job market	2
Other people mentions	2
Lack of activities/activities for older people	2
Isolated/far from everything	2
Spouse died	2
Other personal reasons	2
Lack of good hospitals	1
Lack of high quality doctors and specialists close by	1
Lack of entertainment and cultural activities, such as theaters, concerts, and spectator sports	1
Pollution/air quality/water quality	1
Lack of medical care/facilities	1
Diverse people/changes in ethnicity	1
Not being properly maintained/dirty/deteriorating	1
Noisy	1
No opportunity to have social life/make friends	1
Other lacks	1
Wanted to change lifestyle	1
Not my choice/spouse wanted to/others decided for me	1
Lack of well-run parks, community centers, and recreation centers	*
Lack of opportunities to meet and make friends with other people age 60 and over	*
Divorce/broken marriage	*
Other	6
Nothing/nothing in particular/nothing to do with town	7
Don't know/refused	1

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15. [Base = Movers, n=601] If you could do it all over again, would you still move to [COUNTY] County?

Yes	85
No	10
Don't know	5
Refused	*

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16. [Base = Movers, n=601] Why do you say that? Any other reasons?

Positive (Net)	**84**
Nice/good place to live, like/love it, happy here, satisfied	20
Friends/family are here	18
The weather/climate	17
Nice/friendly people, like the people/neighbors	10
Peaceful/quiet atmosphere, unspoiled, easy paced lifestyle	2
Small town/rural life	2
Other positive community life/atmosphere mentions	2
Access to educational/cultural facilities	1
Access to entertainment (theater, spectator sports, etc.)	1
Access to shopping/stores/restaurants	2
Assisted living facilities	*
Many activities	2
Other access to amenities/facilities mentions	8
Clean/clean air/not polluted	3
Scenery/closeness to nature, good for outdoor sports/living	7
Less populated	1
Low crime area/safe	1
Less traffic/traffic congestion	1
Have made friends here	1
My work/job	1
Lower/fewer taxes	1
Other cost of living mentions	7
Retirement community/development	1
Contact with/activities for people of my age group/feel less isolated	1
Like my house/home/the housing	6
Like the villages/living in the villages	2
Spouse/partner likes it/is from here/works here	1
Convenience	2
Other positive mentions	8
Negative (Net)	**14**
Lack of cultural/educational facilities	*
Other lack of desired/needed amenities/facilities mentions	*
All negative people mentions	1
Negative community life/atmosphere mentions	*
High taxes/more taxes	1
Other high cost of living mentions	2
Negative weather/climate mentions	2
Traffic/traffic congestion	1
Congestion	1
Too far from friends/family	1
Liked where I came from, would like to be back there	2
Don't like it/would rather be elsewhere	2
Other negative mentions	3
All neutral mentions	2
Don't know/not here long enough to know	2
Refused	*

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17. In your opinion, over the next 5 years what should be the county government's three top priorities to improve living conditions for residents age 60 and over?

Low local taxes	26
Better transportation/more transportation	17
Affordable/quality healthcare	14
Affordable housing	12
A variety of housing options for older citizens	10
Level of traffic congestion	8
Quality of roads	8
Affordable cost of living	7
Good hospitals	6
Low crime	6
Close, convenient shopping and services	6
High quality doctors and specialists are close by	5
Well-run parks, community centers, and recreation centers	5
Pollution, air quality and water quality	4
Sprawl, or the pace and type of development in the country	4
Employment opportunities	4
Entertainment and cultural activities, such as theaters, concerts, and spectator sports	3
High quality local government services	3
More protection/security/safety, police/fire	3
Clean up the government/stop wasteful spending/end corruption	3
Availability of in-home medical and personal services	2
More nursing homes/assisted living facilities	2
Convenient and reliable public transportation for people with physical disabilities	1
Adult education opportunities	1
Opportunities to meet and make friends with other people age 60 and over	1
Lower gas prices	1
Improve the schools/better education	1
Meals on Wheels/make sure everyone is fed	1
Lower utility bills (gas/water/electric)	1
A church, temple, mosque or other house of worship you belong to	*
Opportunities to do volunteer or charity work	*
Other	4
None/nothing	6
Don't know/refused	19

18. Is it your impression that the number of people age 60 and over in [COUNTY] County is…

Increasing quickly	40
Increasing slowly	21
Staying the same	13
Decreasing slowly	6
Decreasing quickly	3
Don't know	16
Refused	*

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DEMOGRAPHICS

The following questions are for classification purposes only. Be assured that your responses will be combined with those of all other participants to this survey.

D1. Do you own or rent your current home?

Own	87
Rent	11
[VOL] Live rent-free with family	1
DK/REF.	1

D2. And what kind of place are you living in--is it a...

Single family home	77
Duplex or townhouse	4
Apartment or condominium,[IF NECESSARY: -MULTI-FAMILY UNIT WITH 3 OR MORE UNITS]	12
Mobile home or trailer	5
Or some other type of structure? [SPECIFY:]	2
DK/REF.	1

D3. Do you live in a senior or retirement community, or not?

Yes	32
No	67
DK/REF.	1

D4. How well do you think your home will be able to meet your physical needs as you grow older?

Very well	61
Fairly well	28
Not very well	5
Not well at all	4
Don't know	2
Refused	1

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D5. In what year were you born? (Recoded to age)

60-64	28
65-69	23
70-74	18
75-79	15
80-84	10
85 or older	4
Refused	2
Mean	70.4 years

D6. Are you currently employed full-time, part-time, or are you not currently employed?

Yes, full time	8
Yes, part time	9
No, not employed	82
DK/REF.	1

D7. [BASE = WORKING FULL- OR PART-TIME IN D6] Have you retired from a previous career, or not?

Yes	45
No	55
DK/REF.	-

D8. [BASE = WORKING FULL- OR PART-TIME IN D7] At about what age do you plan to stop working?

60-64	7
65-69	25
70-74	17
75-79	4
80-84	2
85 or older	2
Never	28
Don't know	15
Mean	69.2 years

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D9. [BASE = NOT EMPLOYED IN D6] Are you… [ACCEPT MULTIPLE RESPONSES]

A homemaker	17
A full or part-time student	*
Retired	81
Unemployed, looking for work	1
Or something else?	3
DK/REF.	*

D10. [BASE = RETIRED IN D9 AND/OR YES IN D7] How long have you been retired?

Less than a year	8
1-3 years	18
4-6 years	14
7-10 years	18
More than 10 years	40
Don't know	2
Refused	1
Mean	10.4 years

D11. What is the highest level of education you have completed?

Less than high school graduate	8
High school graduate	29
Trade/technical/vocational school	4
Some college	22
College graduate	17
Some postgraduate study	3
Postgraduate degree	16
DK/REF	1

D12. Would you say your overall health is excellent, good, fair, or poor?

Excellent	32
Good	42
Fair	18
Poor	6
DK/REF.	1

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D13. Does anyone in your household, including yourself, have any disability, handicap, or chronic disease that keeps them from participating fully in work, school, housework or other activities?

Yes	26
No	72
DK/REF.	1

D14. How many children under the age of 18 live in your household most or all of the time?

0	95
1	2
2	1
3	*
4	*
5	-
More than 5	*
Don't know	-
Refused	1

D15. How many adult children, if any, do you have?

0	12
1	11
2	28
3	20
4	15
5	6
More than 5	7
Don't know	*
Refused	1

D16. [BASE = ONE OR MORE CHILDREN IN D15] How close does your nearest adult child live to you? Please give me your answer in approximate miles.

Less than one mile	12
1-3 miles	17
4-6 miles	6
7-10 miles	9
More than 10 miles	49
Don't know	4
Refused	2
Mean	282.9 miles

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D20. Do you consider yourself Hispanic?

Yes	2
No	96
Don't know	*
Refused	1

D21. Which of the following best describes your race or ethnicity?

White	91
African-American/Black	3
Asian/Pacific Islander	*
American Indian or Native American	2
Other	1
Don't know	*
Refused	3

D22. And in terms of politics, do consider yourself to be…

Very liberal	7
Somewhat liberal	20
Moderate	26
Somewhat conservative	23
Very conservative	16
Don't know	4
Refused	3

D23. Which of the following categories best describes what your household income from all sources will be this year? Your best estimate is fine.

Under $15 thousand	11
$15,000 to under $25,000	15
$25,000 to under $35,000	14
$35,000 to under $50,000	15
$50,000 to under $75,000	12
$75,000 to under $100,000	7
$100 thousand or more	5
Don't know	4
Refused	16

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D26. Gender

Male	41
Female	59

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Appendix 3

AARP: IMPACT OF AGING POPULATIONS ON LOCAL COMMUNITIES

Survey Among Community Leaders

POSTED QUESTIONNAIRE

PREPARED BY
GfK NOP / ROPER PUBLIC AFFAIRS

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POSTED QUESTIONNAIRE

Note: Unless otherwise marked, base size equals (n=149)

I would like to ask you some questions about your community.

1. What do you think are the special strengths of [COUNTY], the key reasons someone would want to live here? Please answer generally as well as in terms of matters of [INSERT PHRASE APPROPRIATE FOR LEADER] business/local government/religion/education/social services. [OPEN END. RECORD VERBATIM. PROBE:] Any other special strengths that come to mind?

	%
Environment/Atmosphere (net)	72
Amenities/Facilities/Activities (net)	50
Cost of living (net)	19
Good/Growing economy/Conductive to business development	17
Job opportunities/Major industries	13
Diversity/Culturally diverse population co-operating	12
Centrally located, easy access to other areas	12
Low crime	11
Good quality of life	9
Collaboration, government/People working together	8
Growing county/Community	7
Good area for seniors/Good retirement community	6
Good transportation/Infrastructure	5
Other*	9
DK/REF	3

* Specific references below 5% not included

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2. What do you see as the primary challenges facing [COUNTY]? Please answer generally as well as in terms of matters of [INSERT PHRASE APPROPRIATE FOR LEADER] business/local government/religion/education/social services. [OPEN END. RECORD VERBATIM. PROBE:] Any other important challenges that come to mind?

Growth/Growing too much/Too fast	32
Transportation/Infrastructure/Roads	28
Affordable housing/Housing to meet pop. growth	21
Unemployment/Diminishing business/Insufficient industry	21
Education/Need more/Better schools/Under funded	16
Traffic/Highway congestion	9
The Economy/National, local economy	8
More social services needed/Social services under funded	8
Loss of population/People moving away	7
Taxes	7
Dysfunctional government	5
Other*	11
DK/REF	1

* Specific references below 5% not included

3. Now on a different topic. Compared to the national average, would you estimate the percentage of people age 60 and over living in [COUNTY] is … [ALTERNATE ORDER OF SCALE FROM 5 TO 1 AND 1 TO 5]

Higher (net)	70
Much higher than average	33
Slightly higher	38
About average	23
Lower (net)	5
Slightly lower	2
Much lower than average	3
DK/REF	1

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4. Is it your impression that the number of people age 60 and over in [COUNTY] is… [ALTERNATE ORDER OF SCALE FROM 5 TO 1 AND 1 TO 5]

Growing (net)	74
Growing quickly	45
Growing slowly	29
Staying the same	15
Shrinking (net)	9
Shrinking slowly	7
Shrinking quickly	2
DK/REF	2

5. Do you think age 60-plus residents do an excellent, good, fair, or poor job in letting you know what their special needs and concerns are?

Top 2 box (net)	70
Excellent	30
Good	40
Bottom 2 box (net)	27
Fair	21
Poor	5
DK/REF	1

6. And do you feel you have an excellent, good, fair, or poor <u>understanding</u> of the needs and concerns of age 60-plus residents? [READ EACH ITEM.]

Top 2 box (net)	84
Excellent	29
Good	55
Bottom 2 box (net)	15
Fair	13
Poor	2
DK/REF	1

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7. And do you feel local leaders beside yourself in [INSERT SECTOR] have been able to do an excellent, good, fair, or poor job of <u>addressing</u> the needs and concerns of age 60-plus residents? [READ EACH ITEM.]

Top 2 box (net)	77
Excellent	19
Good	58
Bottom 2 box (net)	22
Fair	19
Poor	3
DK/REF	1

8a. Thinking about the role of people age 60 and over in [COUNTY], in what ways do you think their presence <u>benefits</u> the local community? [OPEN END. RECORD VERBATIM. PROBE:] Anything else that comes to mind?

Good pool of volunteer workers	38
Economic benefits (net)	36
Experience/Have past history others can learn from	34
Other active/Wise/Knowledgeable people mentions	30
Solid citizens/Stable, moral values/Work ethic	19
Caring/Supportive/Dedicated people	12
Other contributions to causes	11
(Good) additions to work force	6
Politically knowledgeable/Concerned/Active	5
Leaders in community	5
Other*	2
DK/REF	1

* Specific references below 5% not included

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9a. Again thinking about the role of people age 60 and over in [COUNTY], in what ways do you think their presence presents special <u>challenges</u> to the local community? [OPEN END. RECORD VERBATIM. PROBE:] Anything else that comes to mind?

Healthcare/Medical needs of seniors	46
Transportation/Infrastructure/Roads	21
Low income/(Property) taxes/Financial burdens of seniors	9
Services for seniors/Social services	9
Home care services/For the housebound	7
Over growing/Unfulfilled needs/Services	6
Not supportive of schools	5
Expensive/Financial needs of community/Government	5
Getting rest of community to understand needs of seniors/help them	5
Other*	14
None	10
DK/REF	1

* Specific references below 5% not included

10. On balance, do you think residents age 60 and over contribute more than they take from the community, or do they take more than they contribute, or would you say it's about an even mix?

Contribute more than take	49
Take more than contribute	5
Even mix	46
DK/REF	1

11. On balance, do you think older and younger residents have mostly <u>shared</u> needs and concerns, or mostly <u>competing</u> needs and concerns?

Mostly shared	41
Mostly competing	29
[VOL] Mix	28
DK/REF	3

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12. Please tell me whether you completely agree, mostly agree, neither agree nor disagree, mostly disagree, or completely disagree with each of the following statements.

[RANDOMIZE]	**Agree (net)**	Completely agree	Mostly agree	Neither agree nor disagree	**Disagree (net)**	Mostly disagree	Completely disagree	DK/ REF
The county government too often takes for granted the tax revenue it receives from its over-60 residents	19	5	14	21	58	36	21	1
This county really needs to start paying more attention to the needs of its age 60-plus residents	44	12	32	17	37	26	11	1
This county is sometimes overwhelmed by the services required by its residents age 60 and over	21	3	18	17	60	41	19	2
Sometimes this county puts too much emphasis on the needs of its over-60 residents, at the expense of others	7	2	5	12	79	45	34	1

13. In your view, how important of a contribution do residents age 60 and over make to the success of local commerce and business — Are they essential, very important but not essential, moderately important, not very important, or not important at all?

14. In your view, how important of a contribution do residents age 60 and over make to the functioning of [COUNTY]'s government — Are they essential, very important but not essential, moderately important, not very important, or not important at all?

15. In your view, how important of a contribution do residents age 60 and over make to local religious life, in churches, synagogues and other houses of worship, or through other means — Are they essential, very important but not essential, moderately important, not very important, or not important at all?

16. In your view, In your view, how important of a contribution do residents age 60 and over make to the quality of education in [COUNTY] — Are they essential, very important but not essential, moderately important, not very important, or not important at all?

17. In your view, how important of a contribution do people age 60 and over make to community life in [COUNTY] — Are they essential, very important but not essential, moderately important, not very important, or not important at all?

	Q13	Q14	Q15	Q16	Q17
Top 2 box (net)	82	66	84	46	72
Essential	40	27	41	18	32
Very important	42	40	43	28	40
Moderately important	16	30	12	35	23
Bottom 2 box (net)	2	4	1	16	2
Not very important	1	2	1	13	1
Not important at all	1	2	1	3	1
DK/REF	-	-	3	4	2

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18. Apart from your own view, do you think local business owners treat 60-plus residents as essential, very important but not essential, moderately important, not very important, or not at all important to the success of their businesses?

19. Apart from your own view, do you think county government officials treat 60-plus residents as essential, very important but not essential, moderately important, not very important, or not at all important members of the community?

20. Apart from your own view, do you think clergy in local churches, synagogues and other houses of worship treat 60-plus residents as essential, very important but not essential, moderately important, not very important, or not at all important members of their community?

21. Apart from your own view, do you think the local education system treats people age 60 and over as essential, very important but not essential, moderately important, not very important, or not at all important to the county's quality of education?

22. Apart from your own view, do you think local social services treat people age 60 and over as essential, very important but not essential, moderately important, not very important, or not at all important when it comes to the kinds of services they provide?

	Q18	Q19	Q20	Q21	Q22
Top 2 box (net)	75	72	83	41	73
Essential	30	36	44	14	31
Very important	45	37	40	27	42
Moderately important	17	17	11	34	17
Bottom 2 box (net)	5	6	3	22	3
Not very important	5	5	3	21	1
Not important at all	1	1	1	1	1
DK/REF	2	5	3	3	7

23. All things considered, do you think [COUNTY] is one of the best in the country for people age 60 and over to live in, above average, about average, below average, or one of the worst?

Top 2 box (net)	77
One of the best	25
Above average	52
Average	17
Bottom 2 box (net)	4
Below average	4
One of the worst	-
DK/REF	-

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24. When it comes to making your county desirable and hospitable to its age 60-plus residents, please tell me whether you think each of the following is essential, very important but not essential, moderately important, only a little important, or not important at all. First… [READ EACH ITEM.]

[RANDOMIZE]	Top 2 box (net)	Ess.	Very Imp.	Mod. Imp.	Bottom 2 box (net)	Only a little Imp.	Not at all Imp.	DK/ REF
High quality local government services	77	34	43	22	1	1	-	1
Low local taxes	74	28	46	23	3	1	2	-
Affordable cost of living	90	52	38	8	1	-	1	1
Affordable housing	87	50	38	11	2	1	1	-
A variety of housing options for older citizens	77	36	40	19	4	3	1	-
Good hospitals	96	56	40	3	1	1	-	1
High quality doctors and specialists are close by	94	55	39	5	1	1	-	-
Availability of in-home medical and personal services	91	46	44	8	1	-	1	1
Low crime	85	38	47	13	1	-	1	-
Convenient and reliable public transportation for people with physical disabilities	73	42	32	22	4	3	1	1
Close, convenient shopping and services	77	32	45	20	2	1	1	1
A church, temple, mosque or other house of worship to belong to	86	40	46	13	1	1	-	1
Employment opportunities	44	10	34	41	15	14	1	1
Adult education opportunities	46	14	32	44	9	7	2	1
Well-run parks, community centers, and recreation centers	69	21	48	26	4	3	1	1
Opportunities to meet and make friends with other people age 60 and over	83	36	48	15	1	1	1	-
Opportunities to do volunteer or charity work	73	25	48	25	2	1	1	-
Entertainment and cultural activities, such as theaters, concerts, and spectator sports	60	19	42	37	3	2	1	-
Not too much traffic congestion	48	11	37	42	9	7	1	1
Low pollution, good air and water quality	62	28	34	31	7	7	1	-
Relatively little sprawl	26	7	19	41	25	21	4	8

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25. And for each of the following, please tell me whether you think public and private services in your county overall do an excellent, good, fair, or poor job in providing for its age 60-plus residents. First… [READ EACH ITEM.]

26a. And of the items I just read, which <u>one</u> do you think is the most important factor for people age 60-plus who decide to move to or stay in [COUNTY] County? [READ LIST AS NECESSARY.]

26b. Are there any other factors that you think are among the most important for people age 60-plus who decide to move to or stay in this county? [ACCEPT UP TO 2 RESPONSES.]

	Q.25							Q.26a	Q.26b
[RANDOMIZE]	**Top 2 box (net)**	Excellent	Good	**Bottom 2 (net)**	Fair	Poor	DK/ REF	Most important	Others
High quality local government services	79	21	57	21	19	2	-	-	2
Low local taxes	54	19	35	46	34	12	-	5	6
Affordable cost of living	53	15	38	47	38	9	-	19	7
Affordable housing	45	13	32	55	33	22	-	21	17
A variety of housing options for older citizens	58	14	44	40	28	11	2	3	1
Good hospitals	81	38	44	19	14	5	-	11	15
High quality doctors and specialists are close by	81	40	41	17	15	3	1	11	14
Availability of in-home medical and personal services	70	25	45	26	23	2	4	4	9
Low crime	72	28	44	27	22	5	1	4	3
Convenient and reliable public transportation for people with physical disabilities	42	8	34	54	29	26	4	4	8
Close, convenient shopping and services	73	23	50	27	24	3	-	1	3
A church, temple, mosque or other house of worship to belong to	93	47	46	5	3	2	2	1	3
Employment opportunities	51	9	42	48	38	9	1	1	1
Adult education opportunities	72	26	46	27	24	3	1	1	1
Well-run parks, community centers, and recreation centers	83	29	54	16	15	1	1	1	3
Opportunities to meet and make friends with other people age 60 and over	82	33	49	16	15	1	2	2	-
Opportunities to do volunteer or charity work	91	44	47	9	8	1	-	2	5
Entertainment and cultural activities, such as theaters, concerts, and spectator sports	79	21	58	21	15	6	1	1	1
Not too much traffic congestion	50	14	36	50	31	19	-	-	2
Low pollution, good air and water quality	75	26	49	23	19	4	1	-	-
Relatively little sprawl	49	13	36	49	32	17	2	1	1
Other	-	-	-	-	-	-	-	2	2
None	-	-	-	-	-	-	-	-	1
DK/REF	-	-	-	-	-	-	-	5	26

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27. DELETED

28. In your opinion, has this community made a special effort to encourage persons age 60 and over to move or stay here, or not?

Yes	59
No	35
DK/REF	6

29. This is the last question I will ask you, except for a few questions for classification purposes. Is there anything that we have not yet mentioned that you feel is important for the 60-plus population in [COUNTY]? [OPEN END. RECORD VERBATIM. PROBE] Any other concerns? Any other challenges?

All new mentions	28
None	72
DK/REF	-

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DEMOGRAPHY

D1. How many years have you been living in this area?

# OF YEARS:	
0	2
1-3	11
4-6	9
7-10	8
More than 10	31
Refused	39
Mean (years)	26.8
Median (years)	24

D2. For how many years have you held your current position in [COUNTY]?

# OF YEARS:	
0	-
1-3	30
4-6	18
7-10	21
More than 10	27
Refused	4
Mean (years)	9.1
Median (years)	6

D3. In what year were you born?

Age:	
18-24	-
25-34	6
35-44	11
45-54	31
55-64	34
65 or older	14
Refused	3
Mean (years)	53.6
Median (years)	55

D4. If an interviewer wanted to call you to follow up with you on some of the things we discussed today, would that be OK?

Yes	81
No	18
DK/REF	1

D6. [INTERVIEWER RECORD]

Male	60
Female	40

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Appendix 4	Aging in Place Sample	Movers Sample
AAPOR Outcome category	**Totals**	**Totals**
Interview (Category 1)		
Complete	**600**	**601**
Eligible, non-interview (Category 2)		
Refusal and break-off	**261**	**218**
Break off	188	155
RoperGfK subcategory	73	63
Other	**151**	**81**
Deceased respondent	151	81
Unknown eligibility, non-interview (Category 3)		
Unknown if housing unit	**5268**	**3855**
Always busy	486	269
No answer	3176	2387
Answering machine-don't know if household	1058	440
Telecommunication tech barriers (e.g., call blocking)	467	746
Technical phone problems	80	13
RoperGfK subcategory	1	0
Housing unit, unknown if eligible respondent	**7533**	**7764**
Screening questions not answered	89	169
Soft initial refusal	3648	3437
Hard initial refusal	446	720
Resp claims to have done study	19	20
Screening rfsl	138	98
Callbacks, unspecifiec time	200	56
Specific CB	1105	2001
CB time after end of interv	29	21
Resp deaf/disabled (unknown eligibility)	114	88
Language barrier (unknown eligibility)	151	185
Resp hangs up during intro	1267	644
Resp refusal citing "Do Not Call"	314	314
Resp refusal requesting never call again	13	11
Not eligible (Category 4)	**7271**	**3241**
Fax/data line	918	203
Non-working/disconnect number	3084	1888
Non-residences	1413	195
No eligible respondent	1836	933
Quota filled	20	22
AAPOR Response Rate (3)	16%	14%

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