

2008 Annual Member Survey

North Carolina Center for Creative Retirement

October 2008

Contents

	Page #
Introduction.....	3
Membership History.....	4
Member Profile.....	7
NCCCR Attitudes, Opinions, and Participation.....	17
CFS Preferences and Attitudes.....	24
Parking and Commuting.....	33
Health and Wellness Interest	37
Volunteering Behavior and Attitudes.....	40
Annual Donor Campaign.....	43
Interest in NCCCR Group Travel Program.....	46

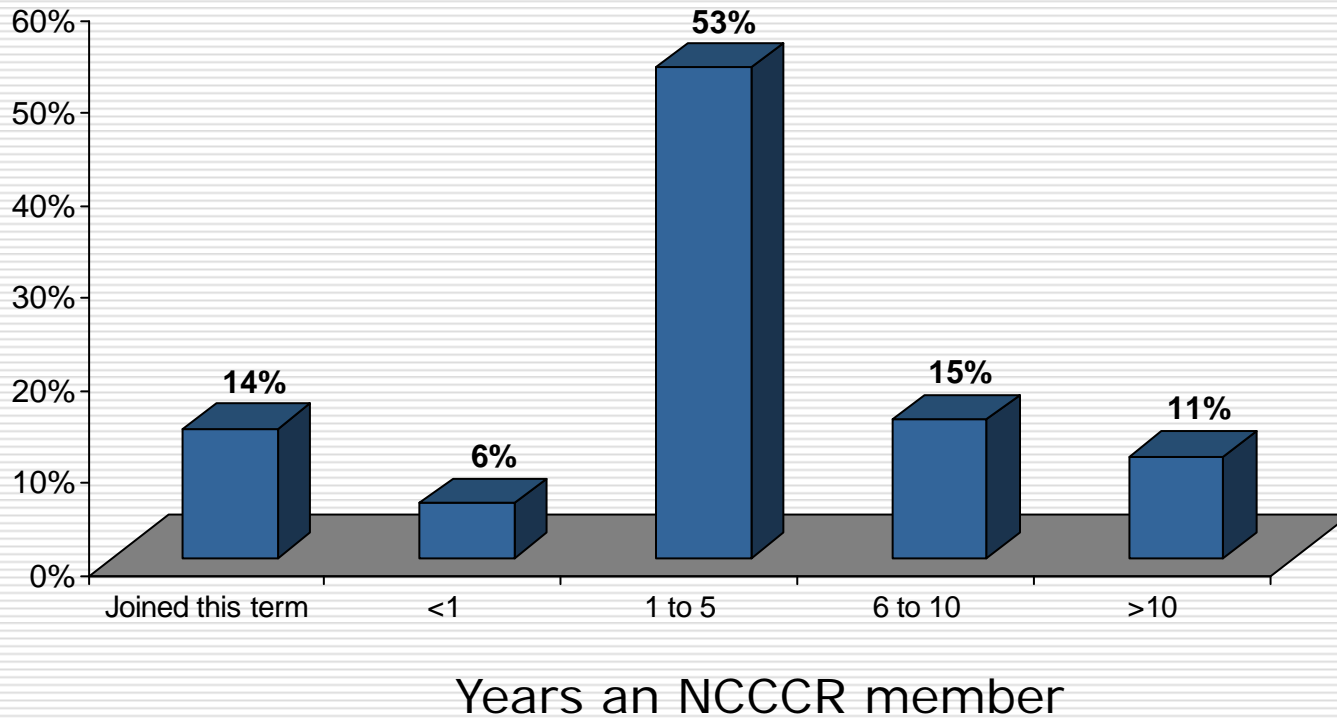
Introduction

- Survey conducted online via Survey Monkey between September 24 and October 10, 2008, with paper questionnaires available for those preferring to participate in that way
 - About 15 minutes required to complete the questionnaire
 - To maximize response, survey's 'marketing plan' included:
 - An eflash September 22 alerting members the survey was forthcoming, why it was being conducted, and the importance of their participation
 - An eflash on September 24 including the survey's URL and another 'importance of your participation' message
 - A reminder eflash on September 29 as the returns began to dwindle providing the URL again, and urging those who hadn't responded to do so
 - Another reminder in the week of 9/29's Class Announcements handout urging participation
 - Of the 1,229 members receiving a request to participate, 479 completed the survey, an excellent response rate of 39%; of the total, only 21 (4%) opted to respond via paper
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Membership History

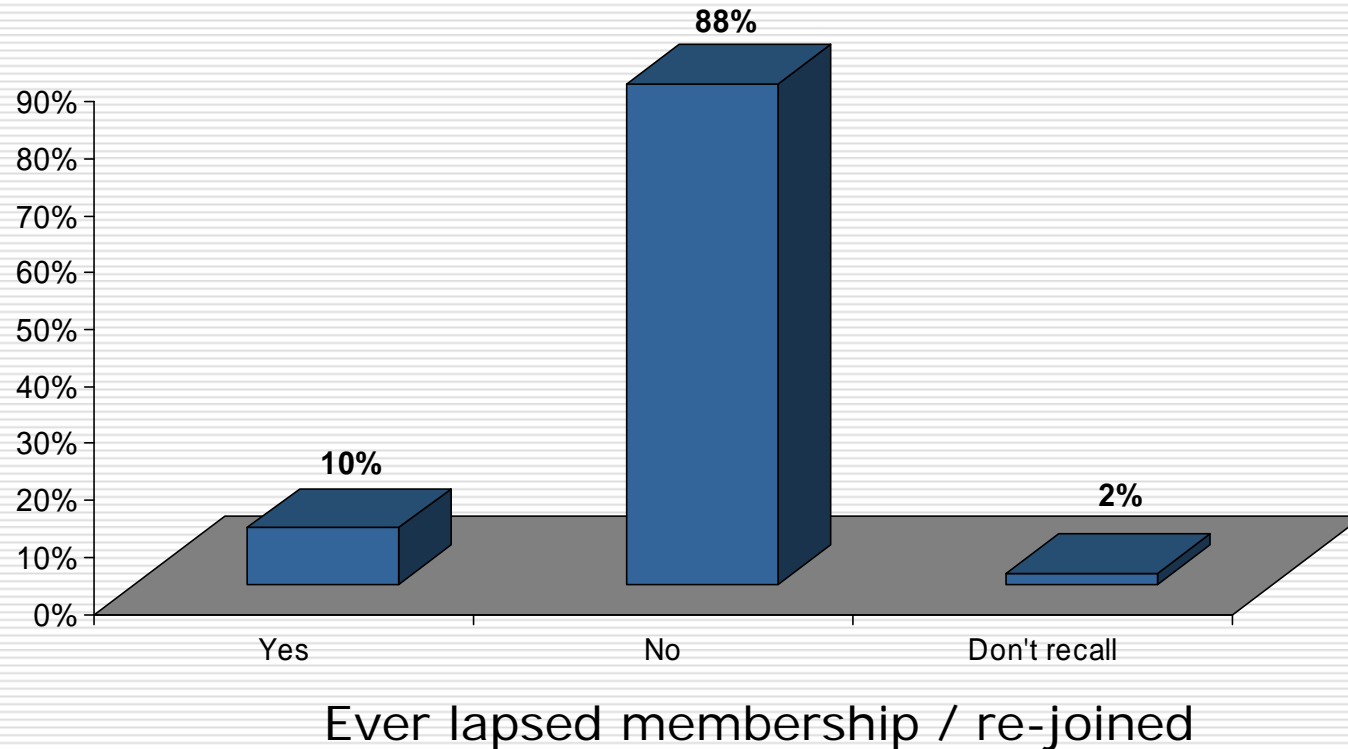
More than half have been members for 1 to 5 years; 79% more than 1 year

Number answering: 469



Very few (10%) let their membership lapse and then re-joined later

Number answering: 462

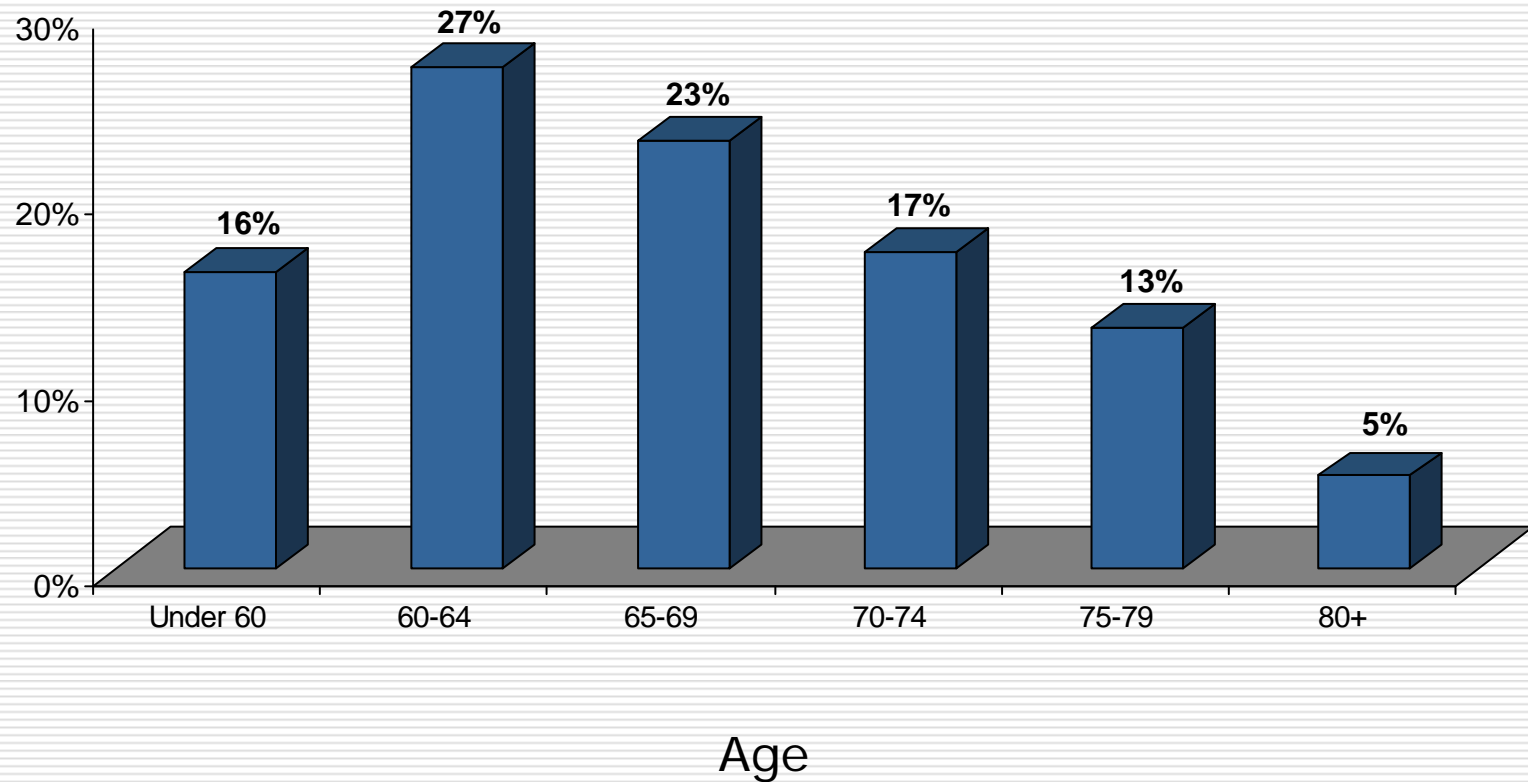


Question: Since you first joined, have you ever lapsed your annual NCCCR membership, but then re-joined at a later time?

Member Profile

Half are 60-69 years; 18% are 75+

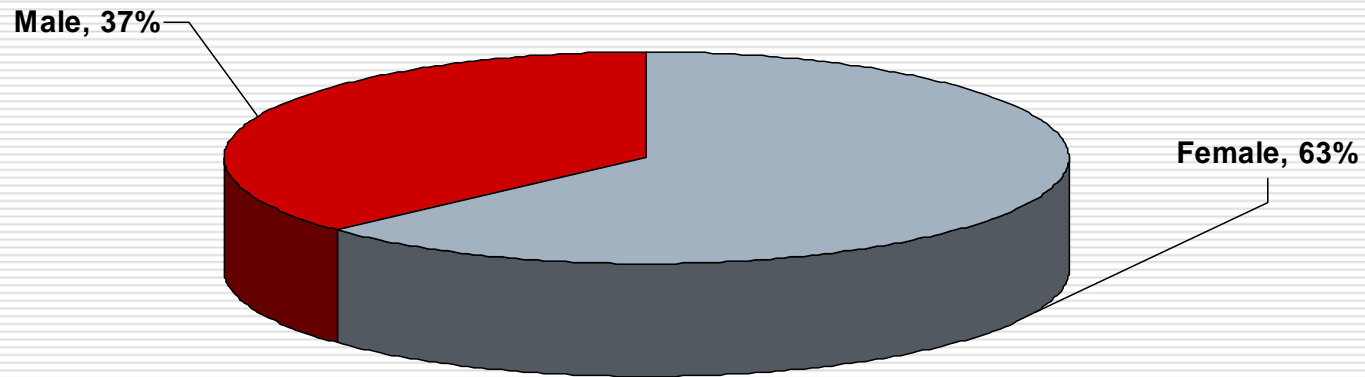
Number answering: 407



Question: Into which of the following ranges does your age fall?

There are considerably more female than male members

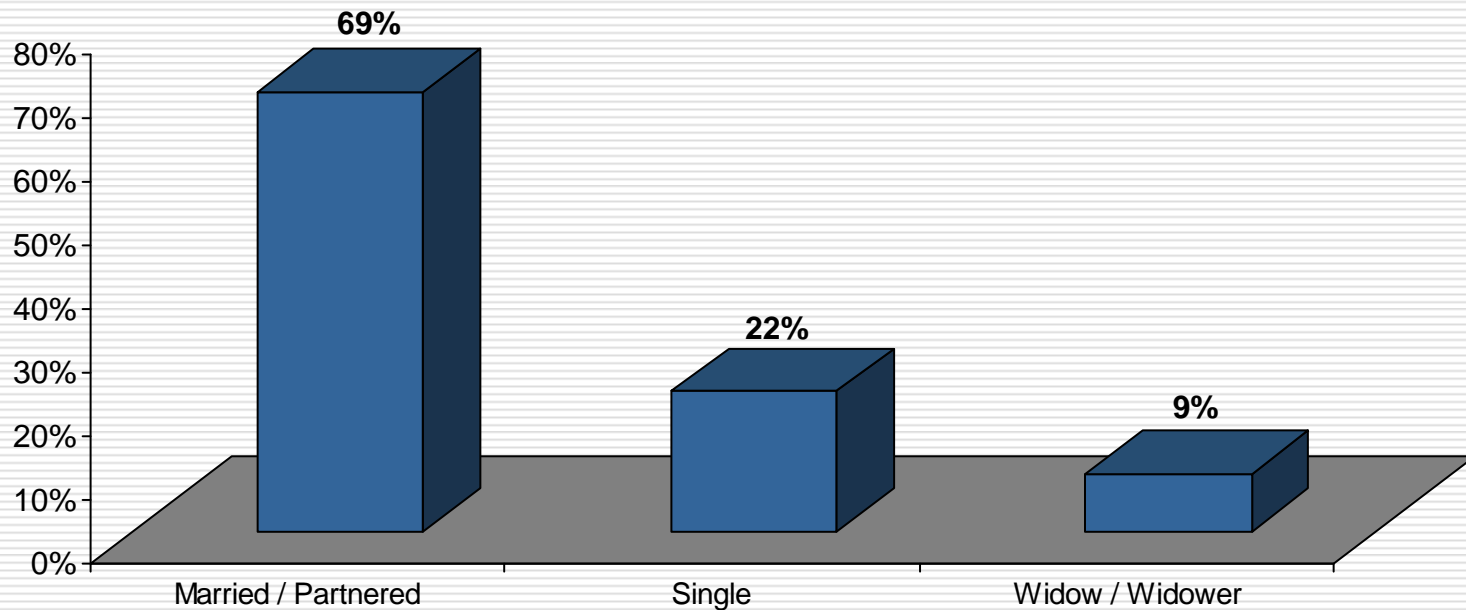
Number answering: 408



Gender

Seven of ten are married/partnered

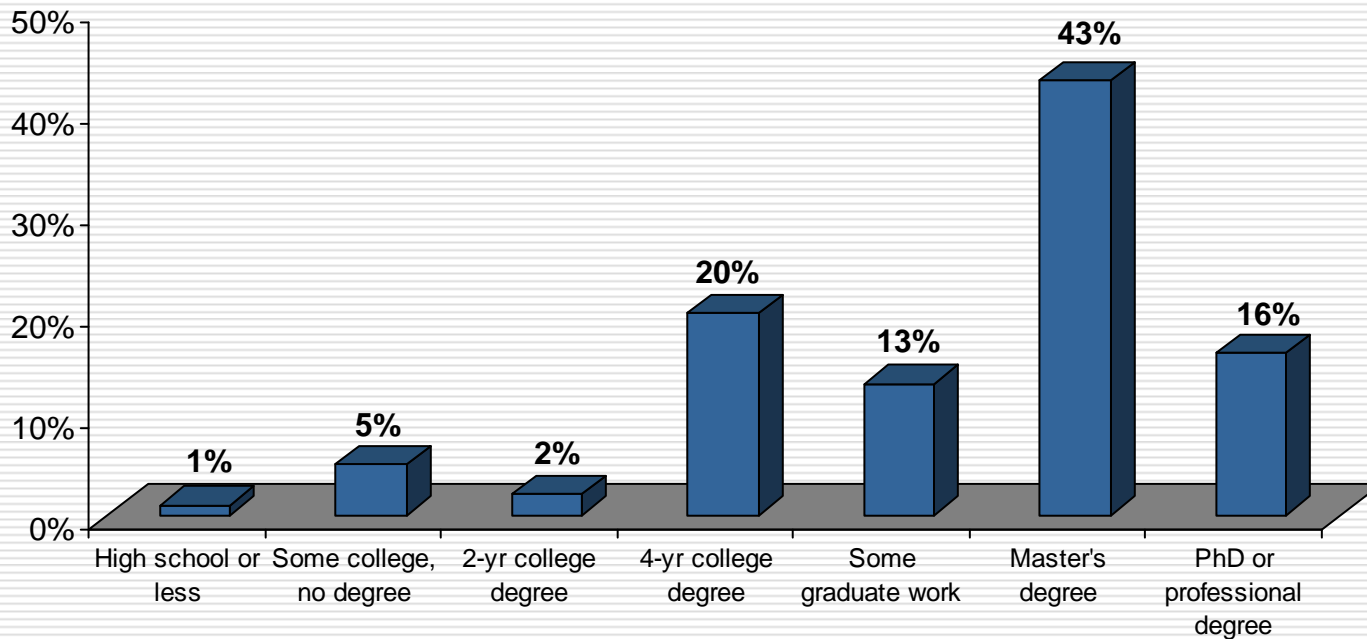
Number answering: 405



Marital status

Members are well-educated; 59% have Master's/PhD/professional degrees

Number answering: 401

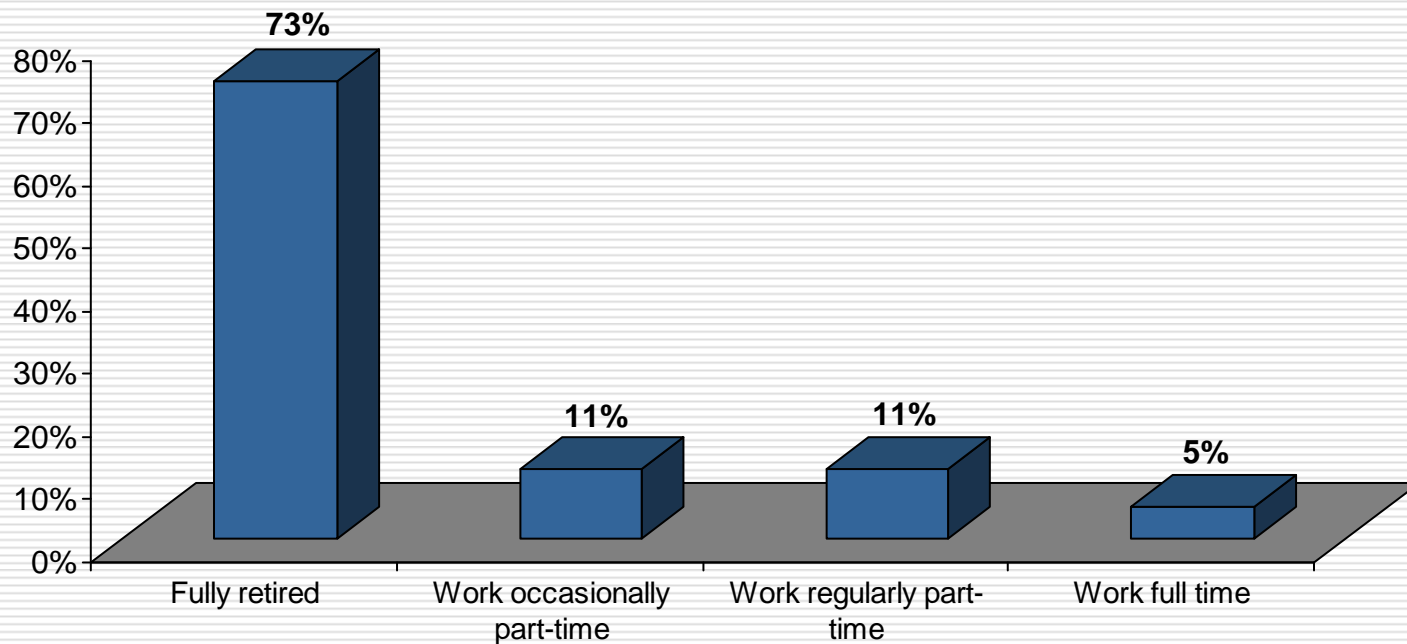


Education

Question: *What is the highest level of education you completed?*

A notable proportion (27%) work part- or full-time

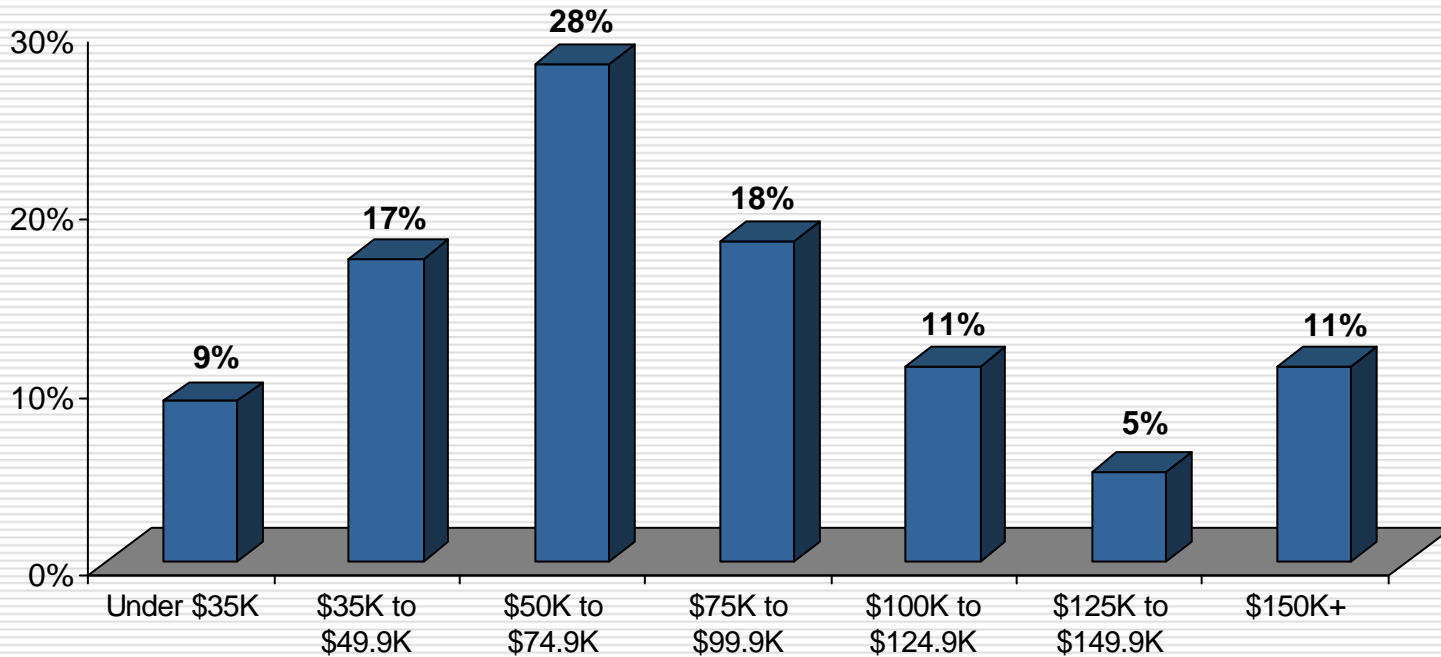
Number answering: 403



Employment status

\$50k to \$74.9k incomes are most common; 27% \$100k+

Number answering: 360

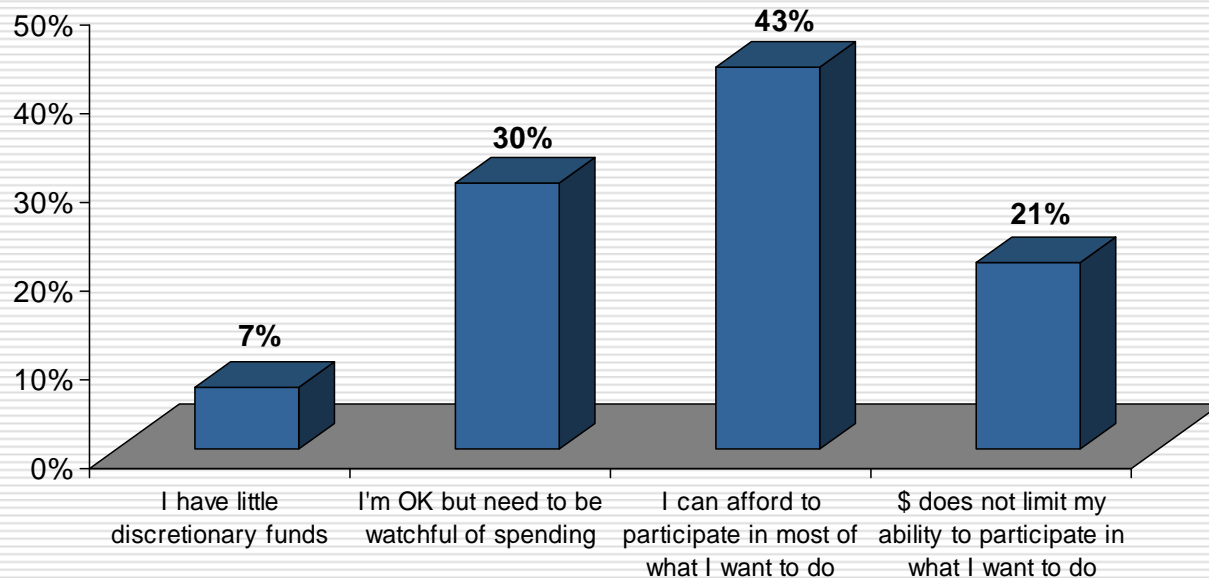


Annual income

Question: Into which of these ranges does your annual household income fall? ('income' = investments, annuities, pensions, social security, etc.)

Considerably more judge themselves as financially secure

Number answering: 393

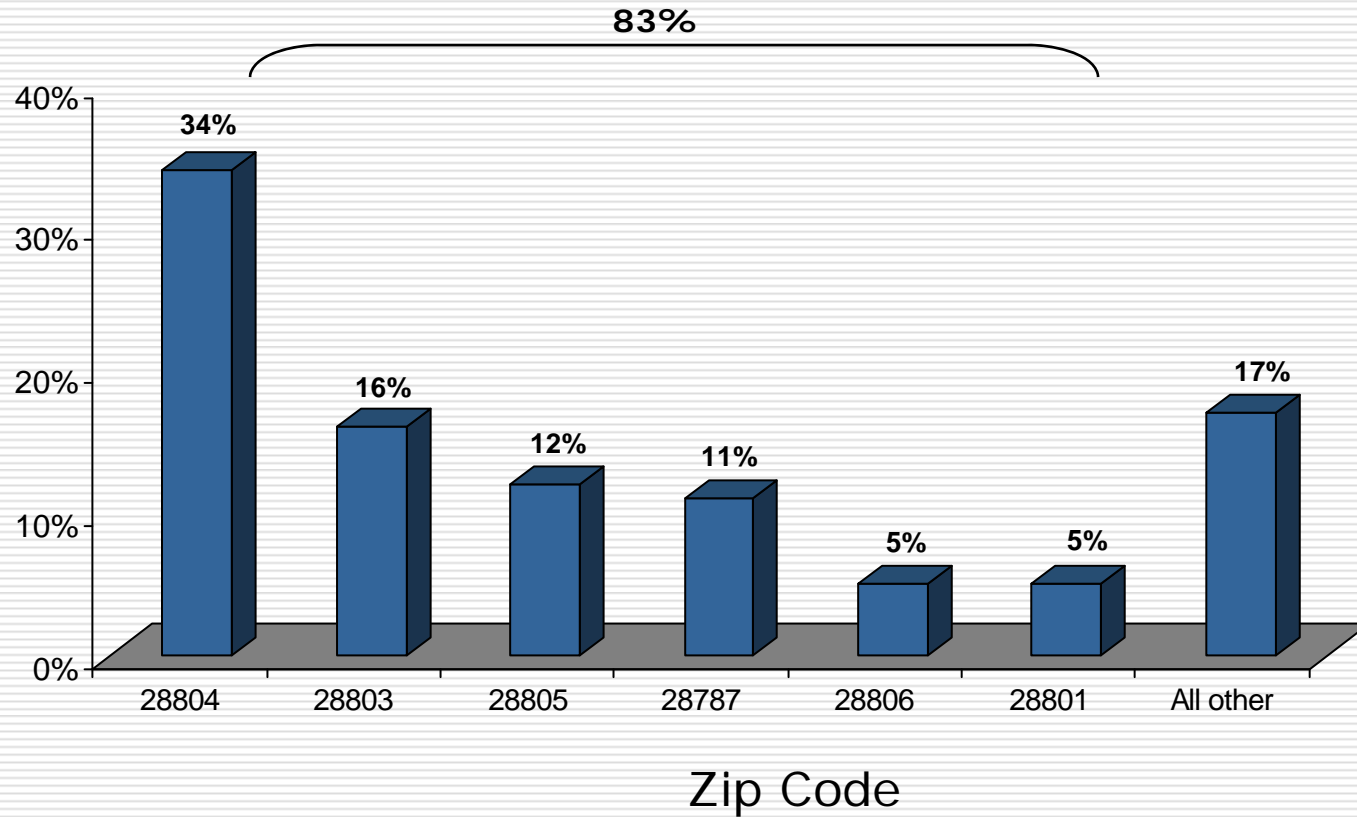


Financial situation

Question: Which of the following statements best describes your current financial situation?

83% live in six Zip Codes

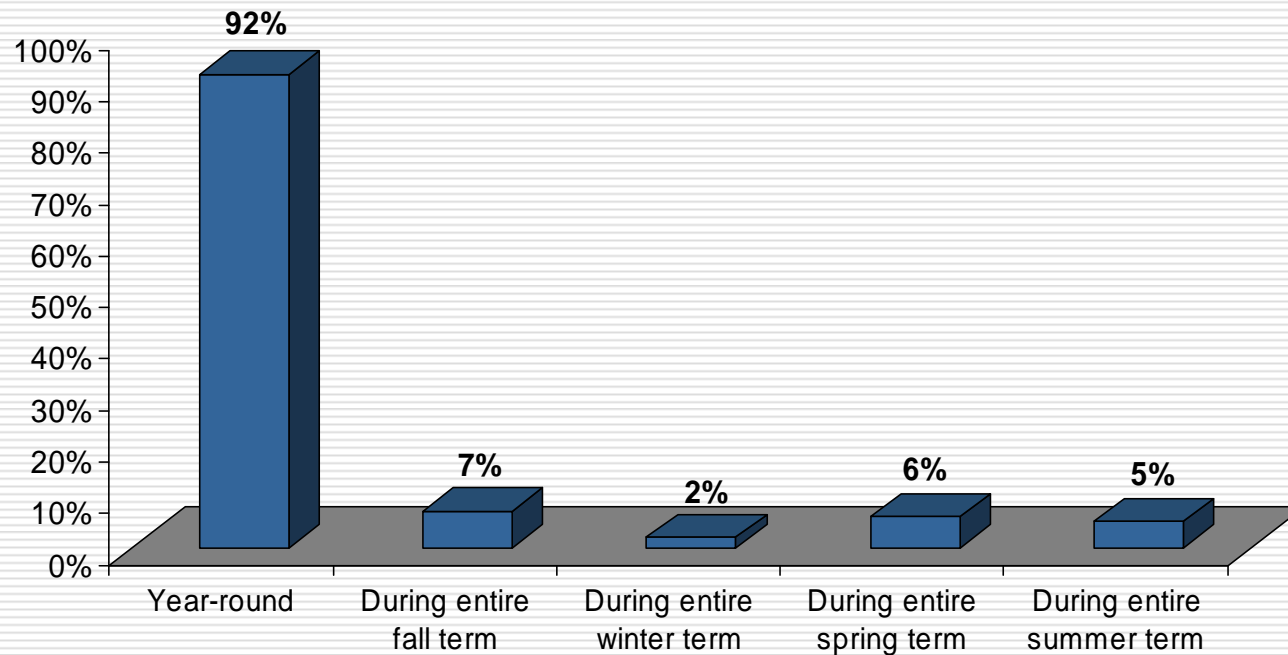
Number answering: 394



Question: *What is your Zip Code?*

Only 8% do not live full-time in the Asheville area

Number answering: 393

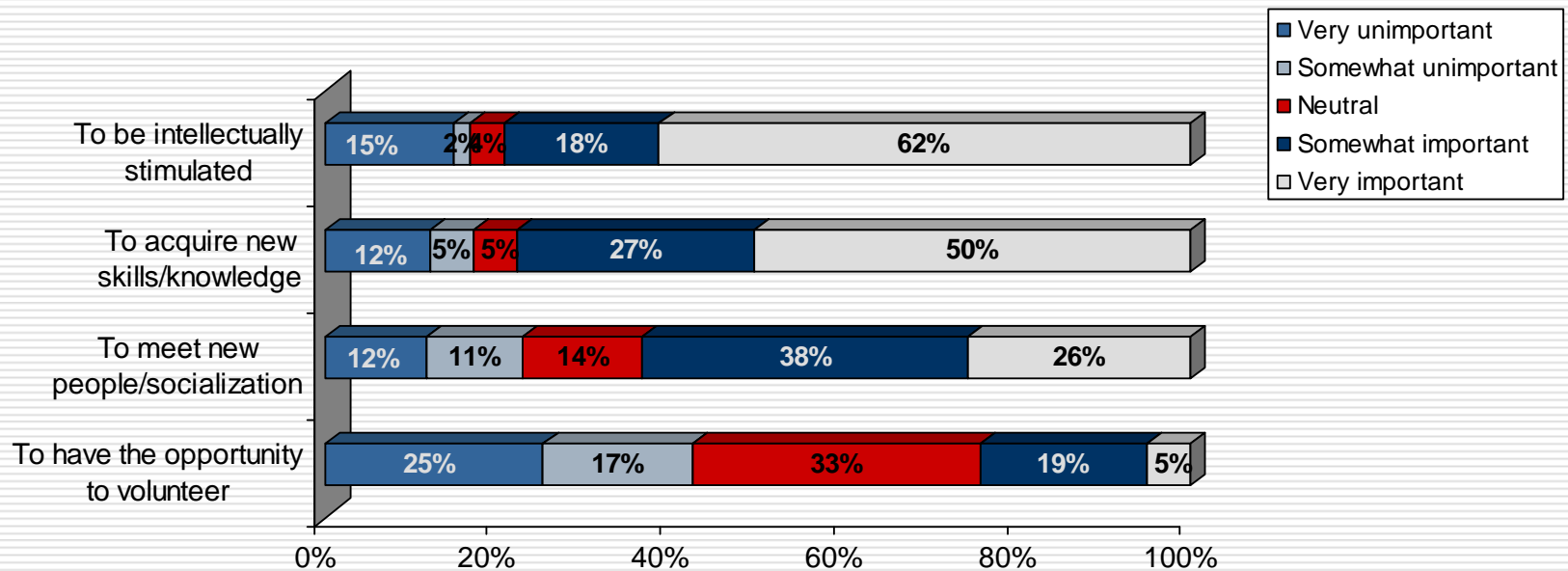


When live in Asheville

NCCCR Awareness, Opinions, and Participation

Most joined to be intellectually stimulated and acquire new skills/knowledge

Number answering: 457

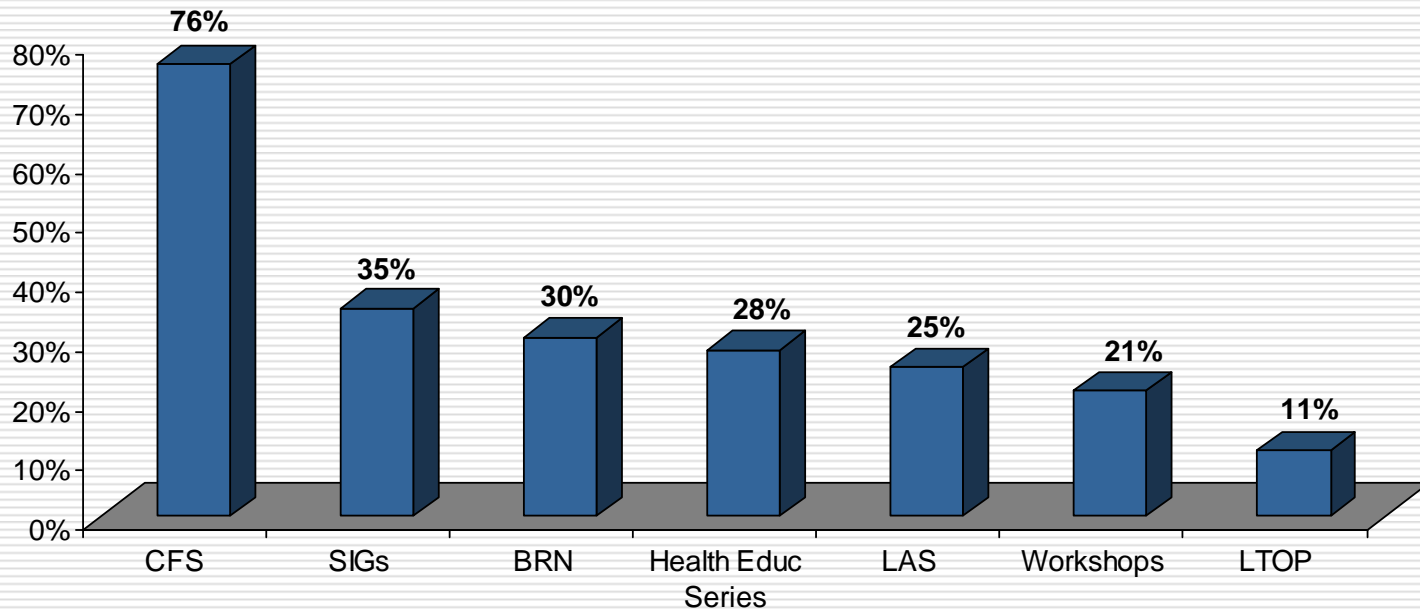


Why joined

Question: When you first decided to become an NCCCR member, or first participated in its programs, how important were each of these reasons to you then?

Members are least knowledgeable about LTOP, workshops, and LAS

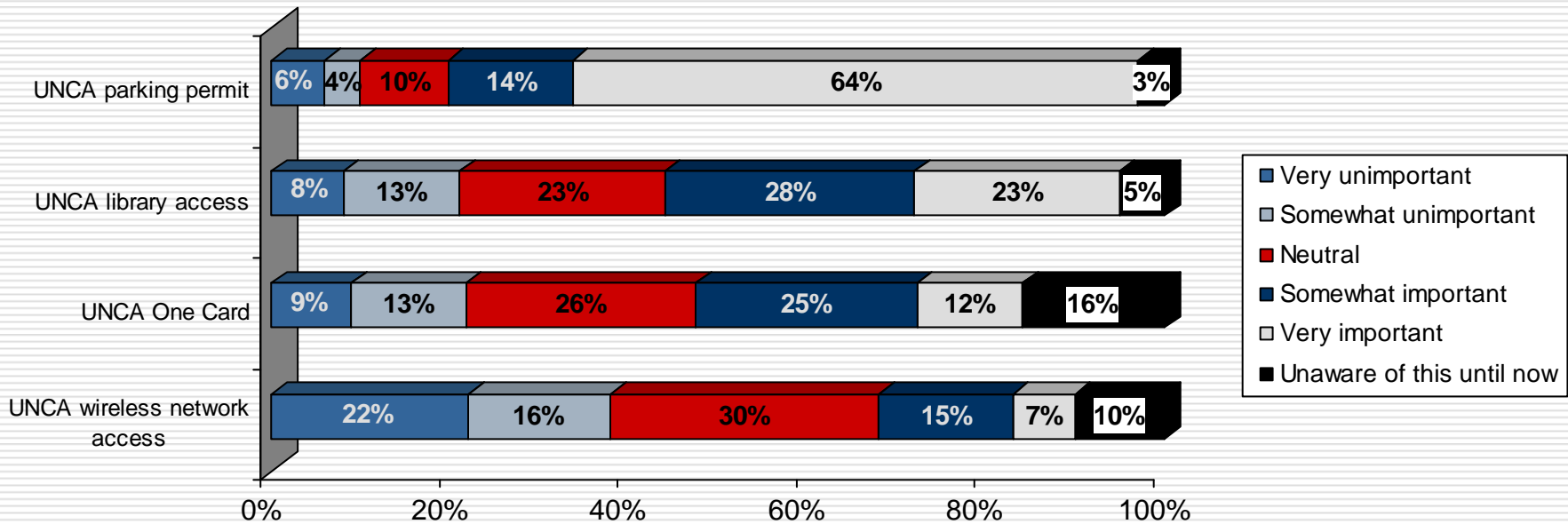
Number answering: 452



Program awareness
(% knowing *great deal/very great deal*)

Parking permit is deemed, by far, most important UNCA benefit; then library access

Number answering: 449

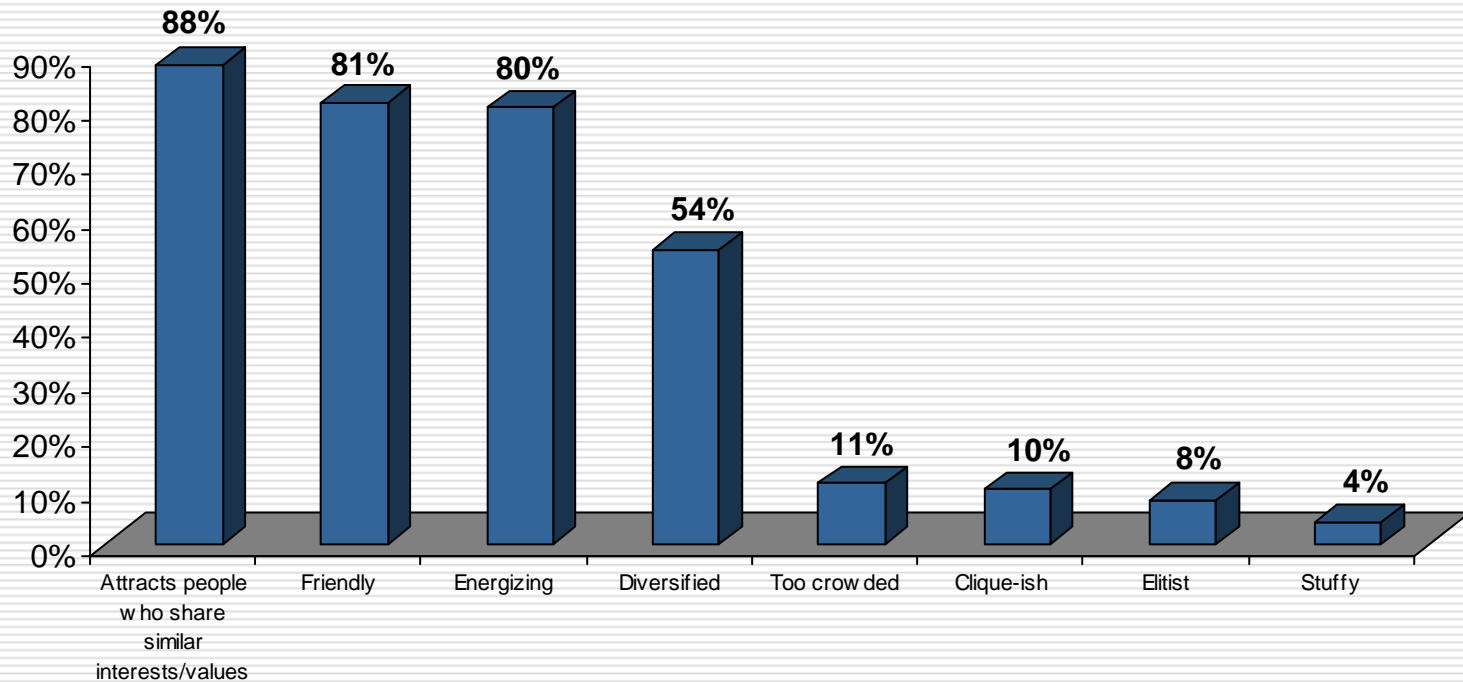


Importance of UNCA benefits

Question: In addition to programs and activities, NCCCR provides a number of other benefits. How important is each to you, 20 or were you unaware of it until now?

NCCCR enjoys a positive image; more than half believe it is diversified

Number answering: 447

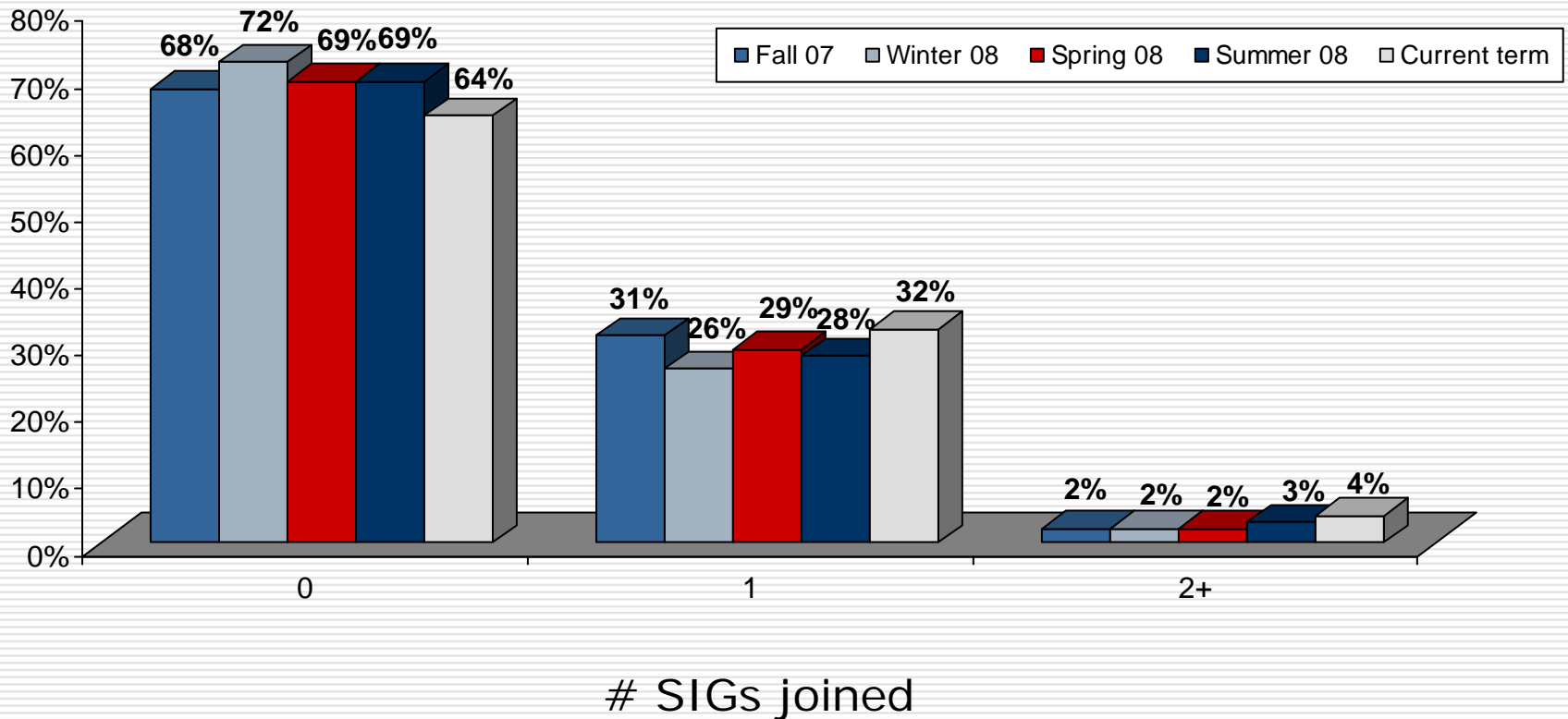


Impressions of NCCCR
(% saying *describes a lot/describes completely*)

Question: What are your impressions of NCCCR? Select an answer which indicates how well you feel each of the following characteristics describes it. 21

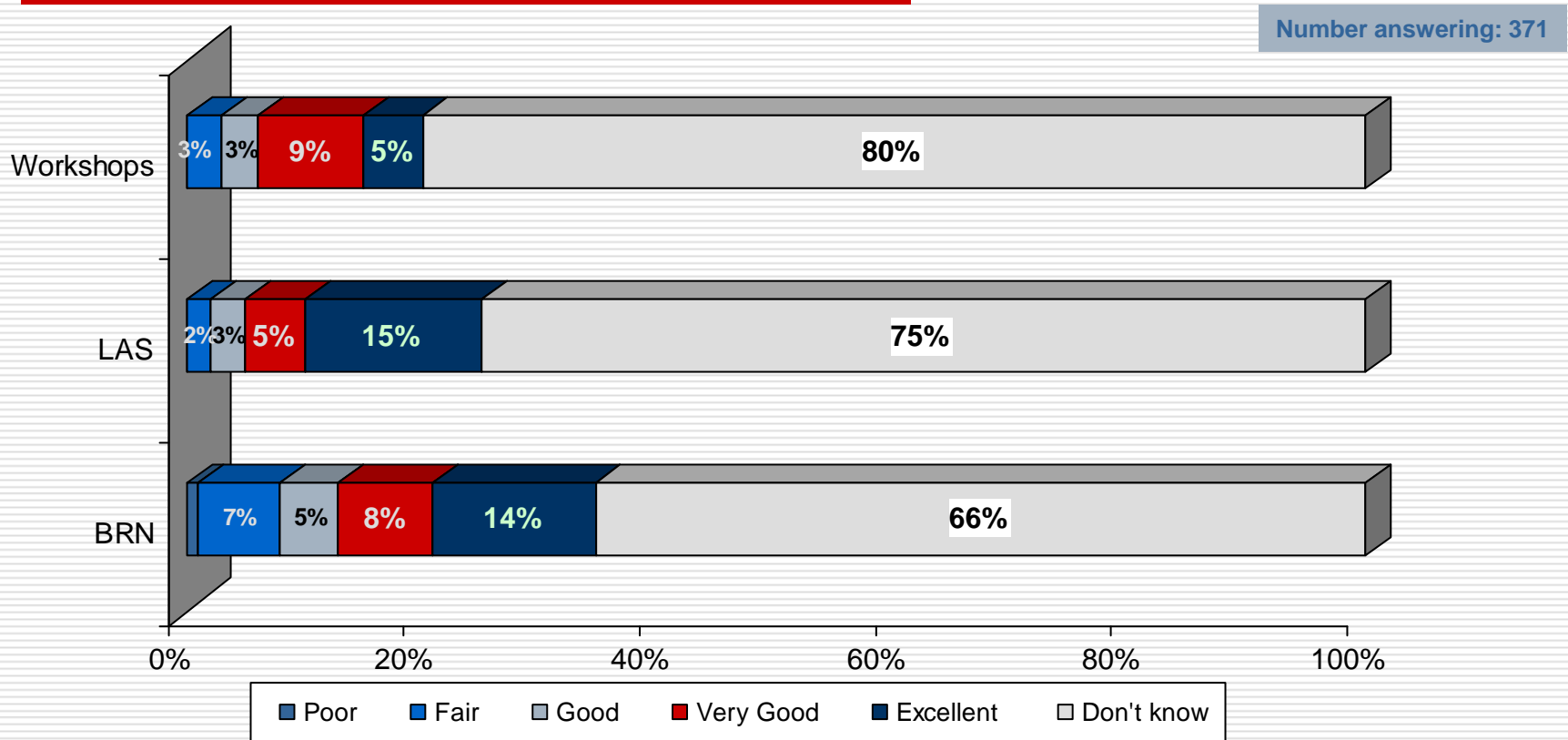
Relatively few join a SIG; those who do typically belong to one

Number answering: 317



Question: Over the same period, how many Special Interest Groups have you belonged to?.

Large majorities are unable to judge the value of BRN, LAS, & Workshops

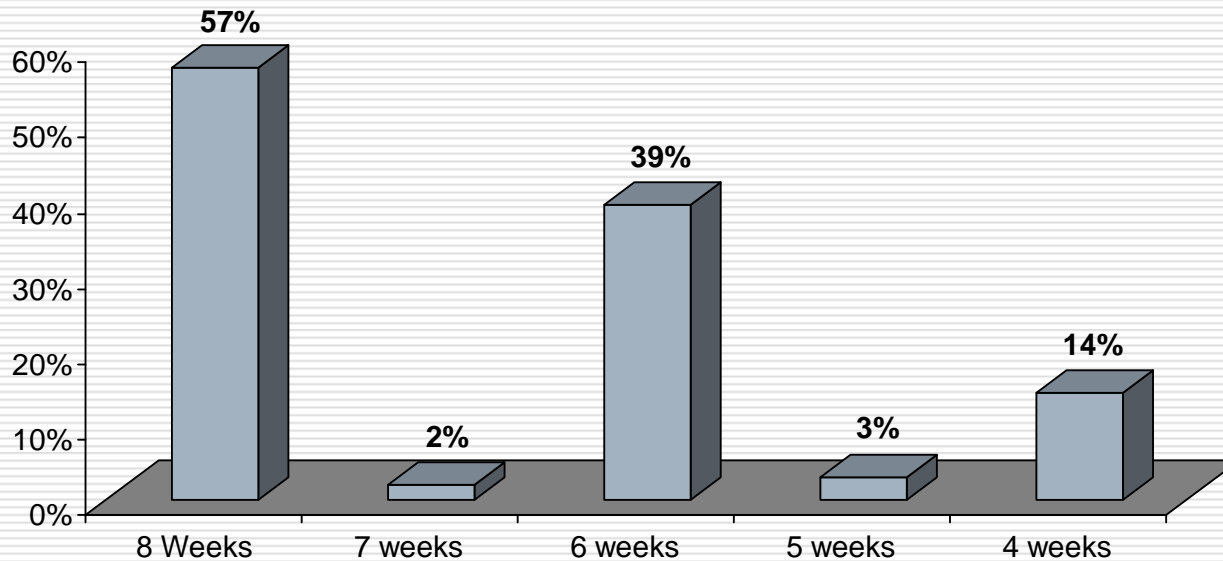


Value for the money

CFS Preferences & Attitudes

Eight- and six-week terms are most preferred

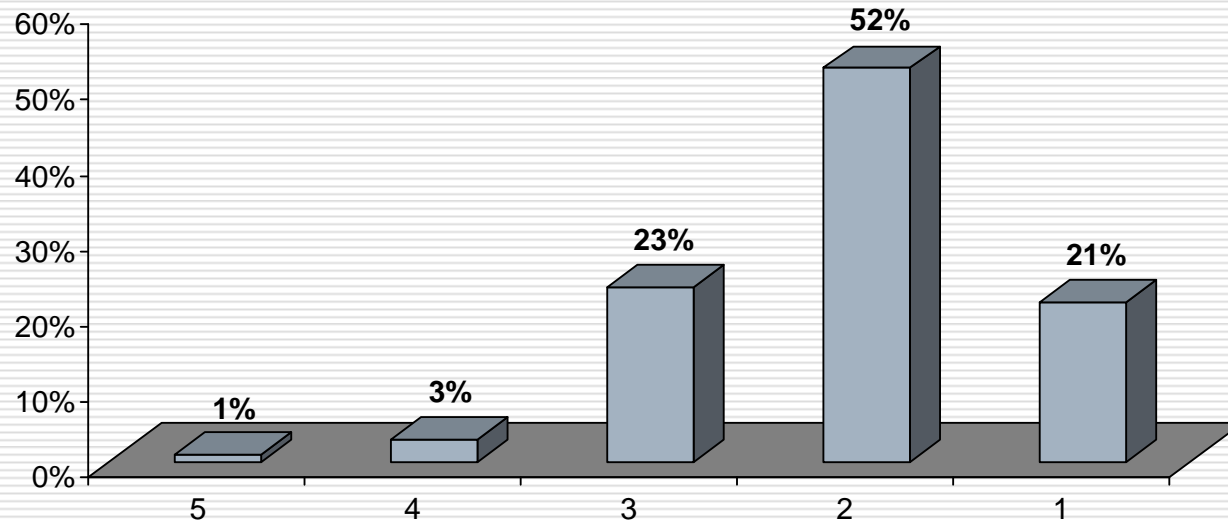
Number answering: 325



Preferred course length

Half prefer attending classes two days/week

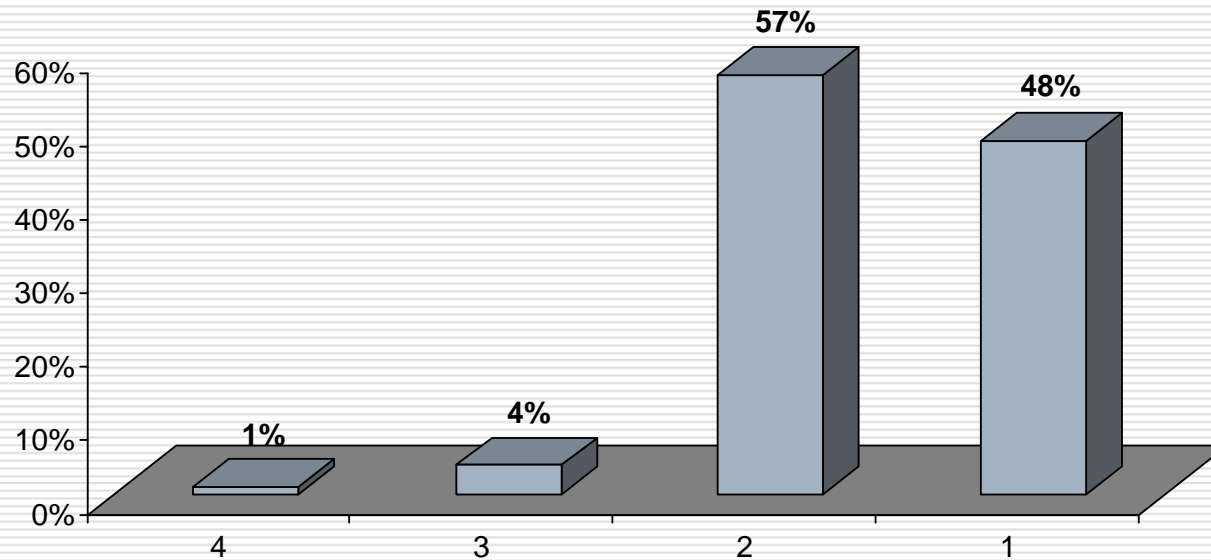
Number answering: 379



Preferred # days/week attend classes

Most opt for one or two classes per day

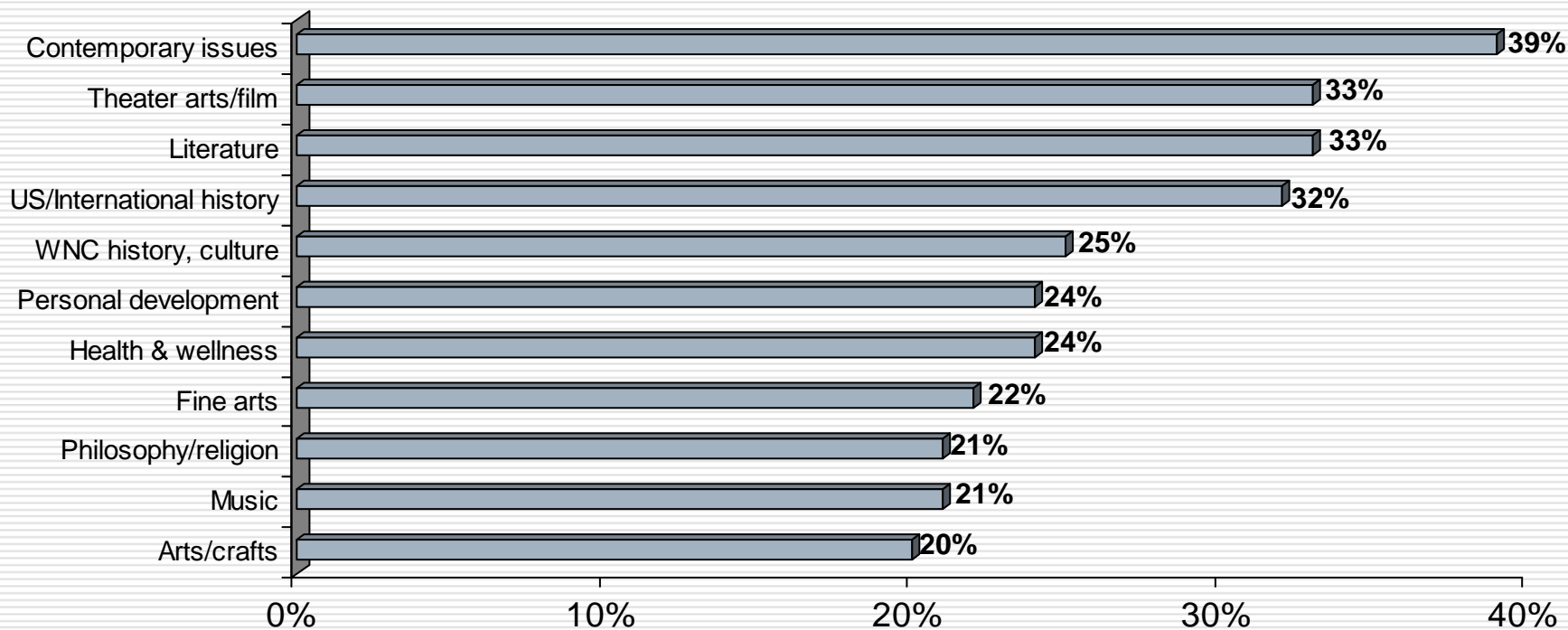
Number answering: 343



Preferred # classes/day

Contemporary issues, theater arts/film, literature, US/int'l history of most interest

Number answering: 416

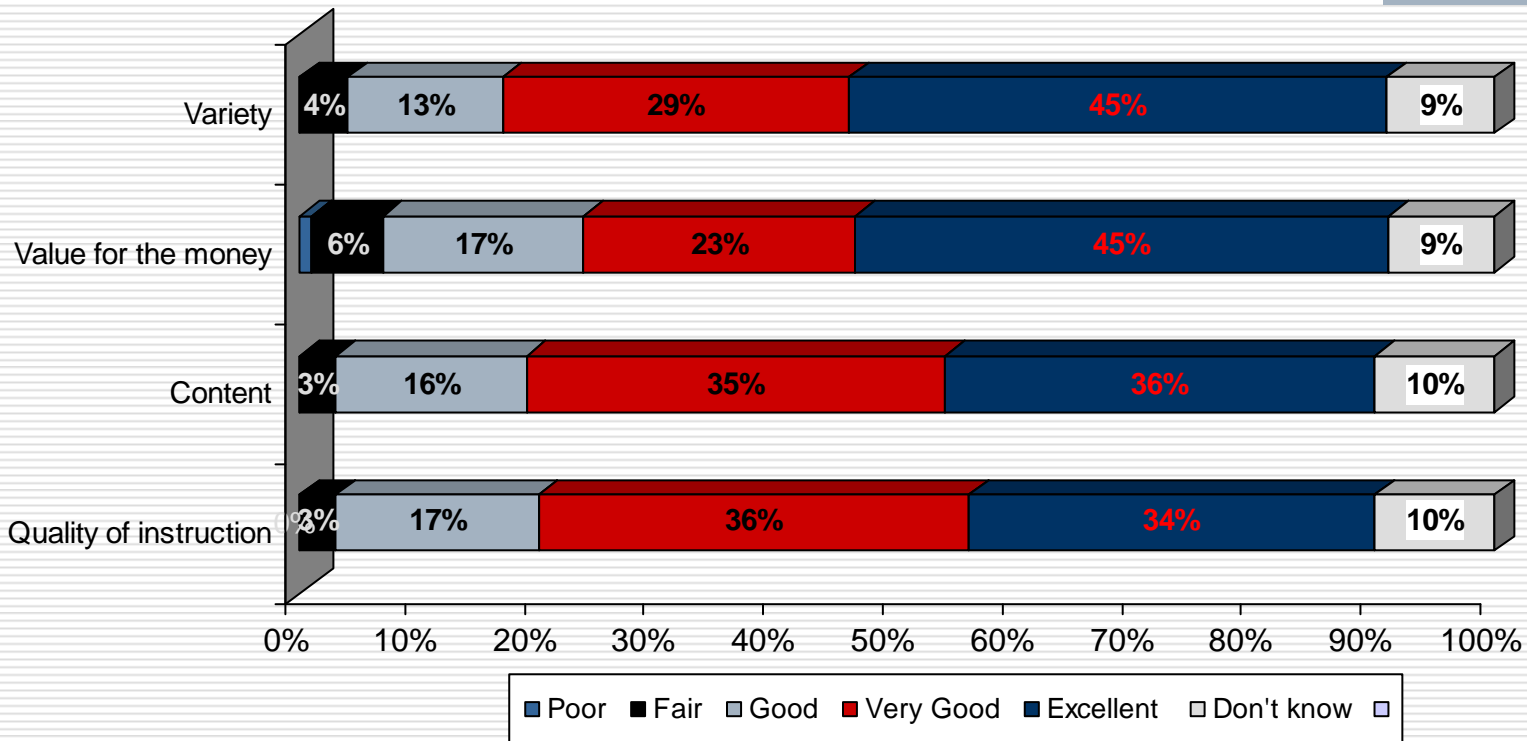


Subjects of greatest interest
(selected by 20% or more)

Question: Please select up to four subjects offered by CFS which are of greatest interest to you.

Most rate CFS's variety, value, instructors, and course content favorably

Number answering: 411

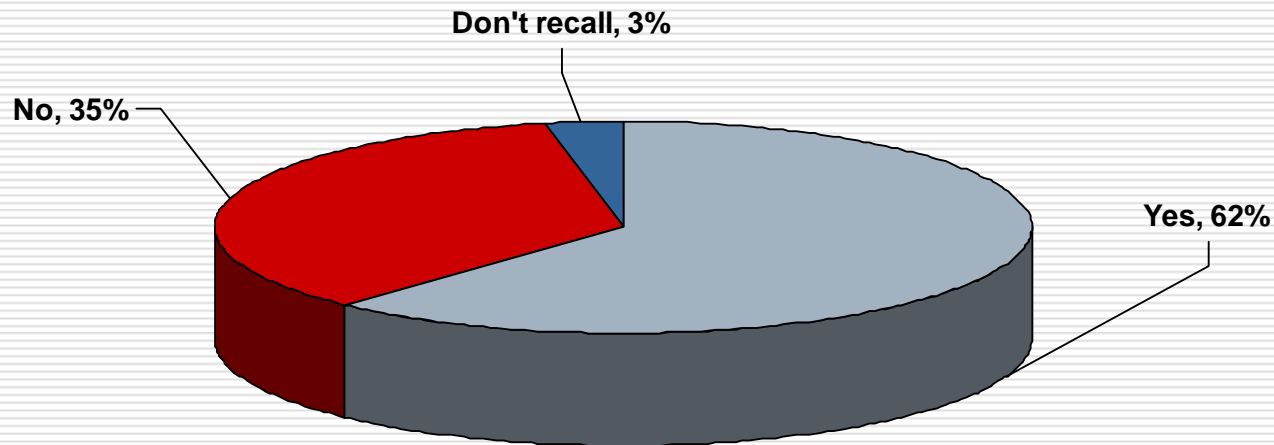


Attitudes toward CFS

Question: How would you rate, overall, each of the following aspects of the College for Seniors' courses?

Six of ten have been unable to get into a desired class over past five terms

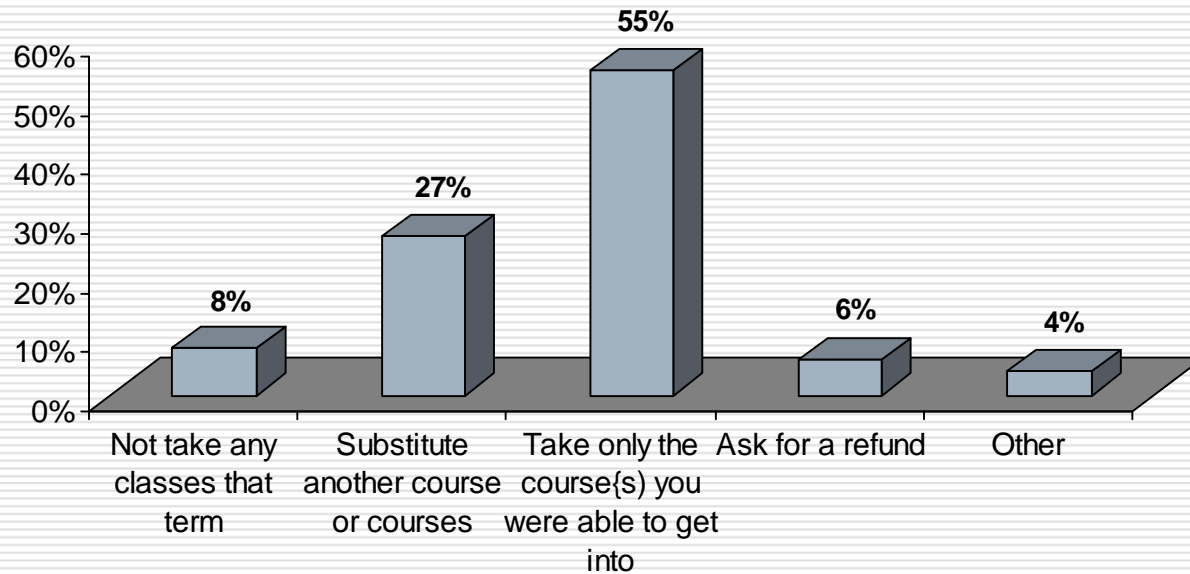
Number answering: 416



Unable to get into desired course

6% requested a refund and 8% took no classes; most took the course(s) they got into

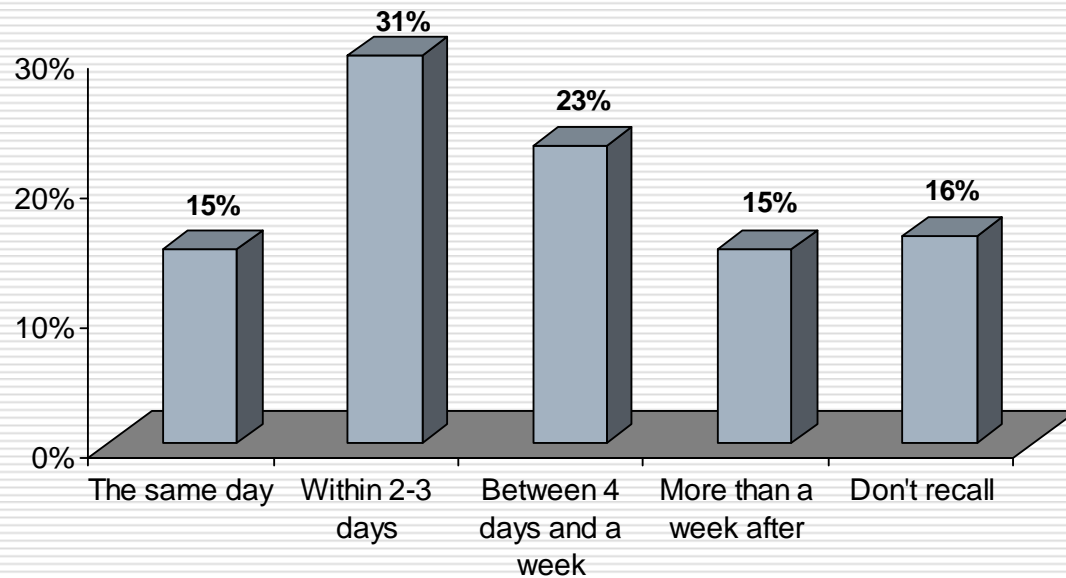
Number answering: 256



Did what if unable to get into desired course

46% turned in their materials within 3 days of receipt

Number answering: 252



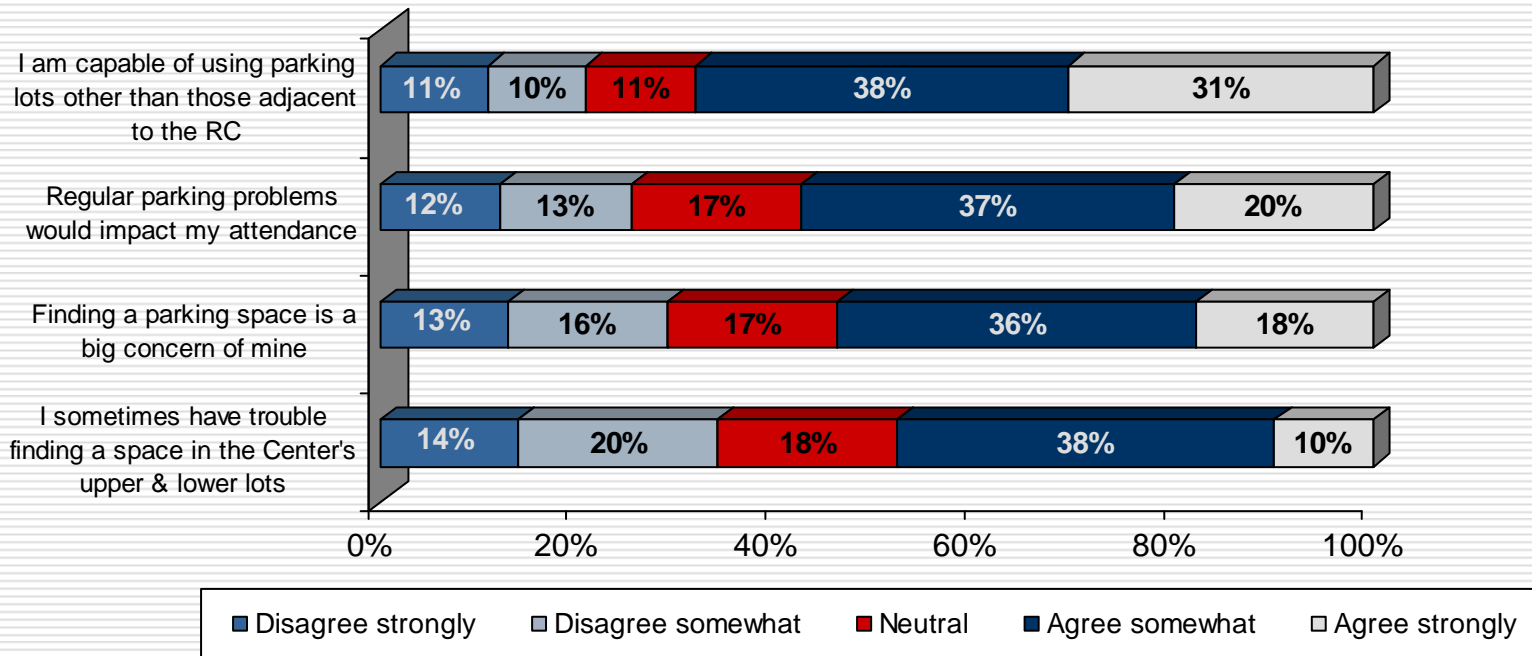
When registered if unable to get into desired course

Question: In the most recent term when this occurred, how soon after registration opened to accept registrations did you turn in your materials?

Parking & Commuting

Parking concerns are expressed by many

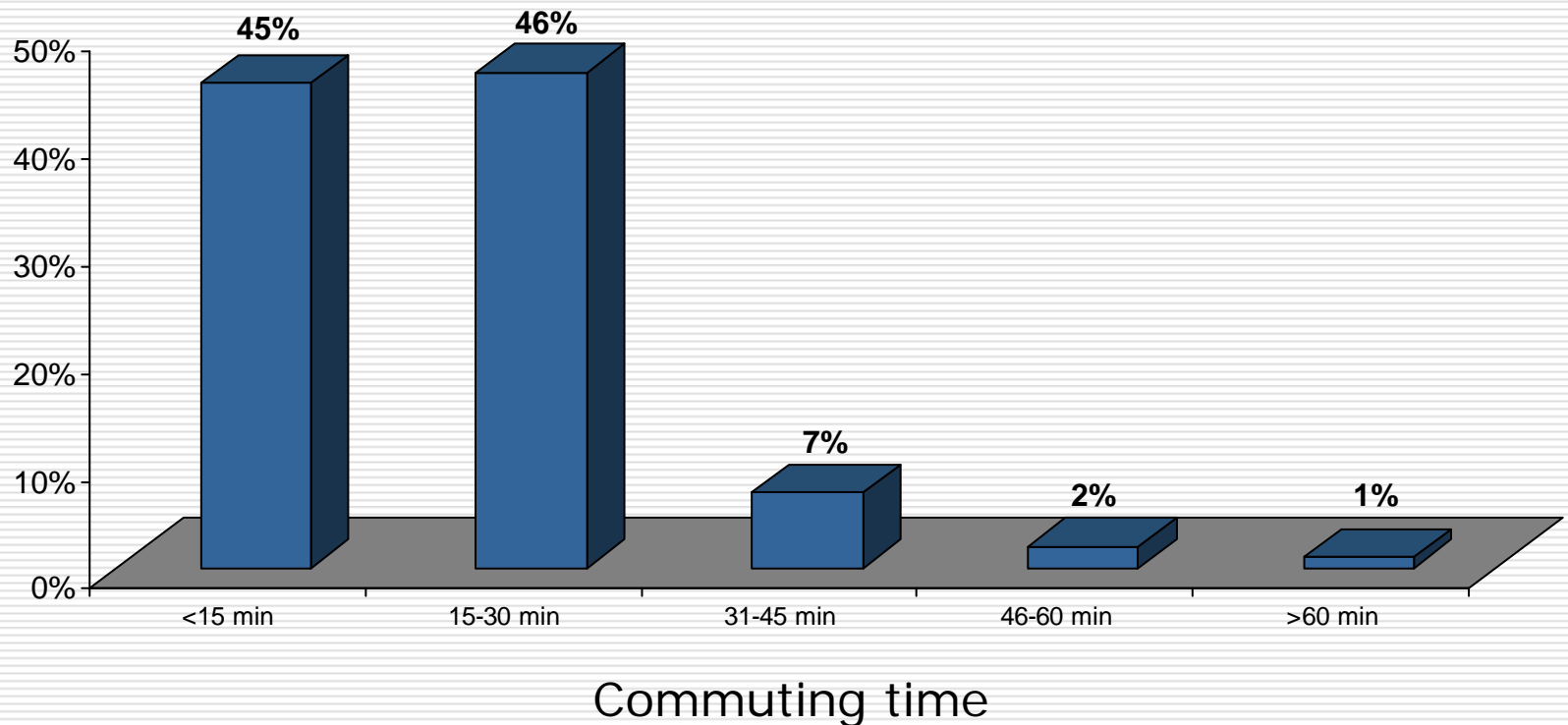
Number answering: 423



Attitudes re parking

Most live within 30 minutes of the Reuter Center

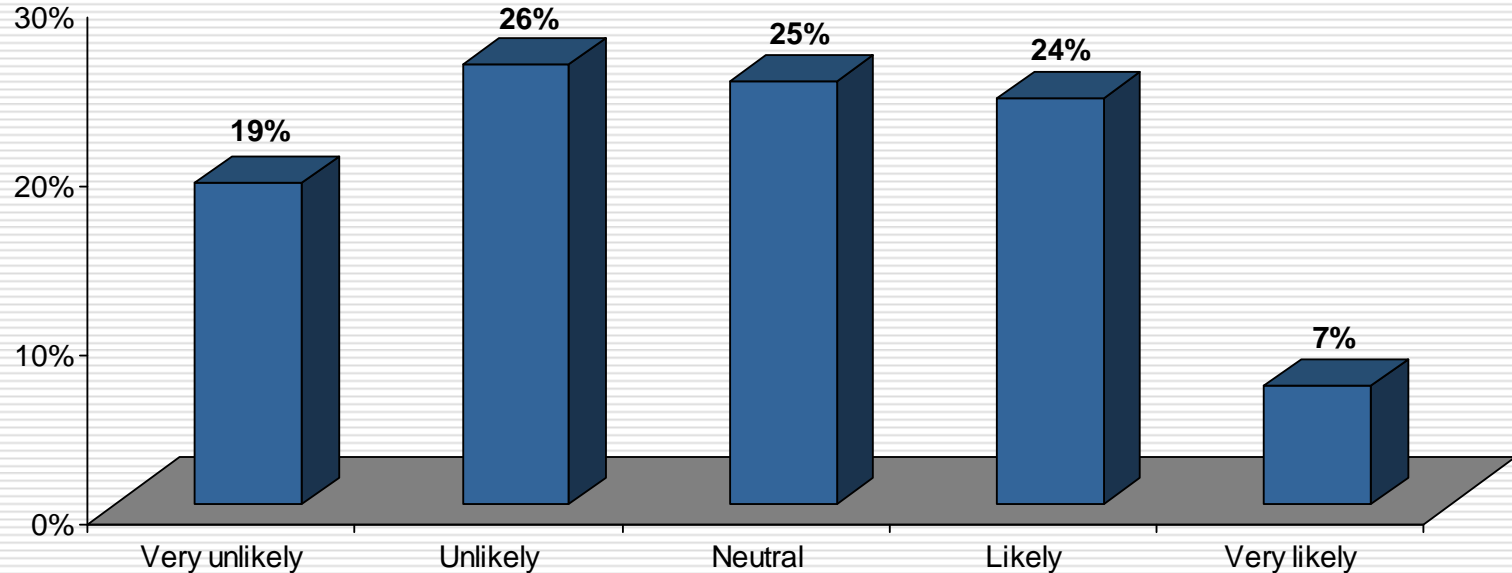
Number answering: 400



Question: About how long does it take, on average, for you to commute from your home to the Reuter Center?

Opinions are mixed about their likelihood of carpooling and/ridesharing

Number answering: 401



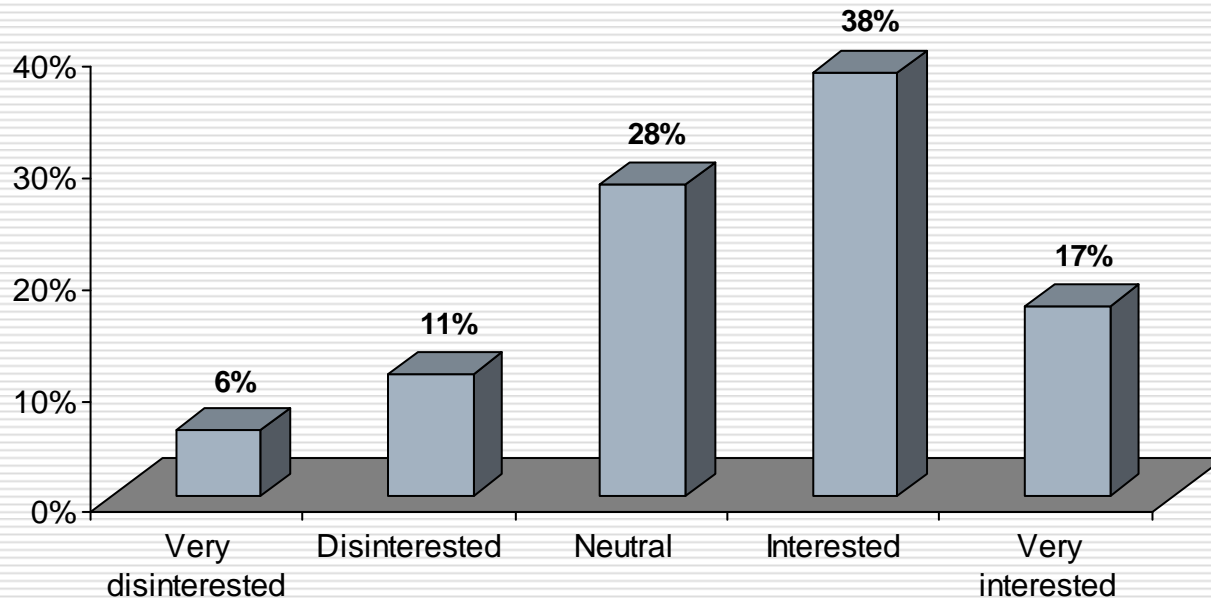
Likelihood of carpooling / ridesharing

Question: How likely is it that you would carpool and/or rideshare to the Reuter Center?

Health & Wellness

Many more (55%) are interested than not (17%) in such programming

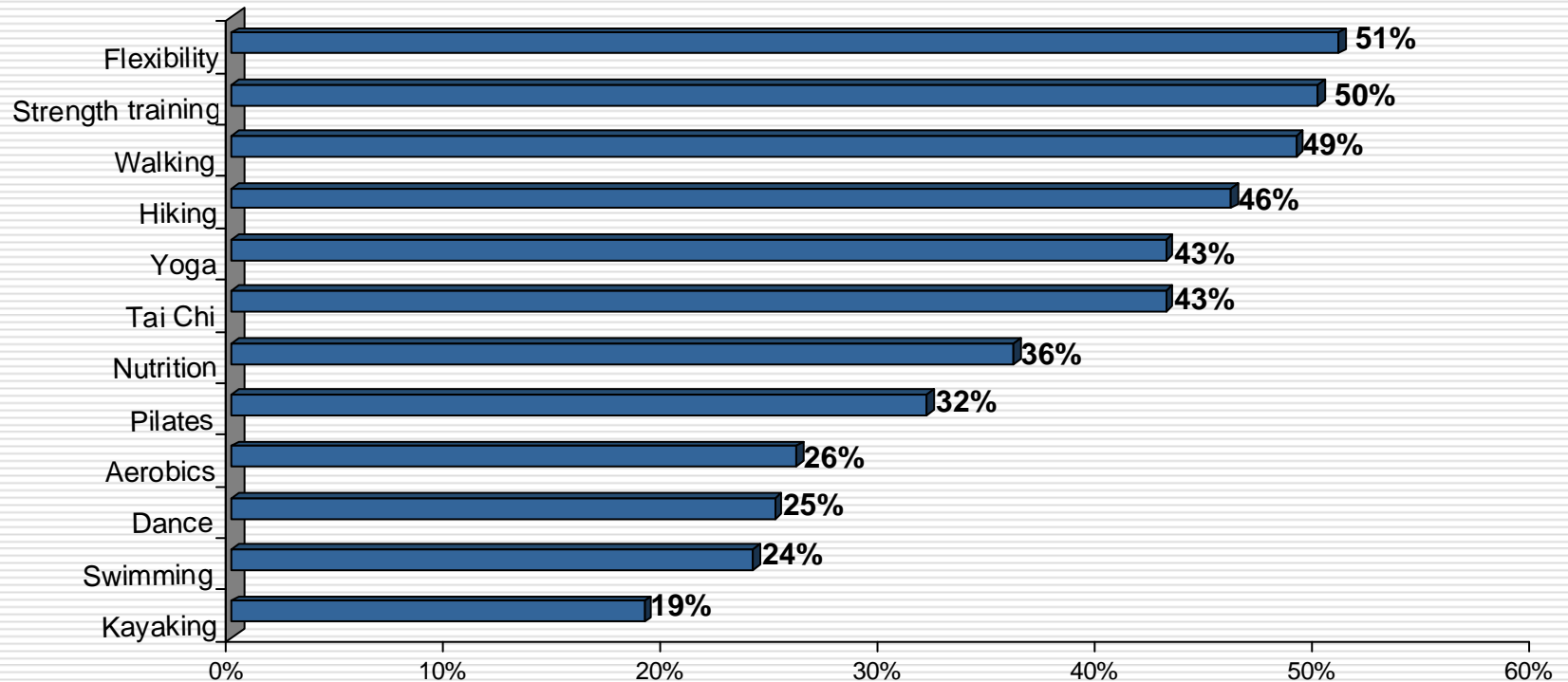
Number answering: 408



Interest in health & wellness programming

Flexibility, strength training, walking, and hiking are of greatest interest

Number answering: 408



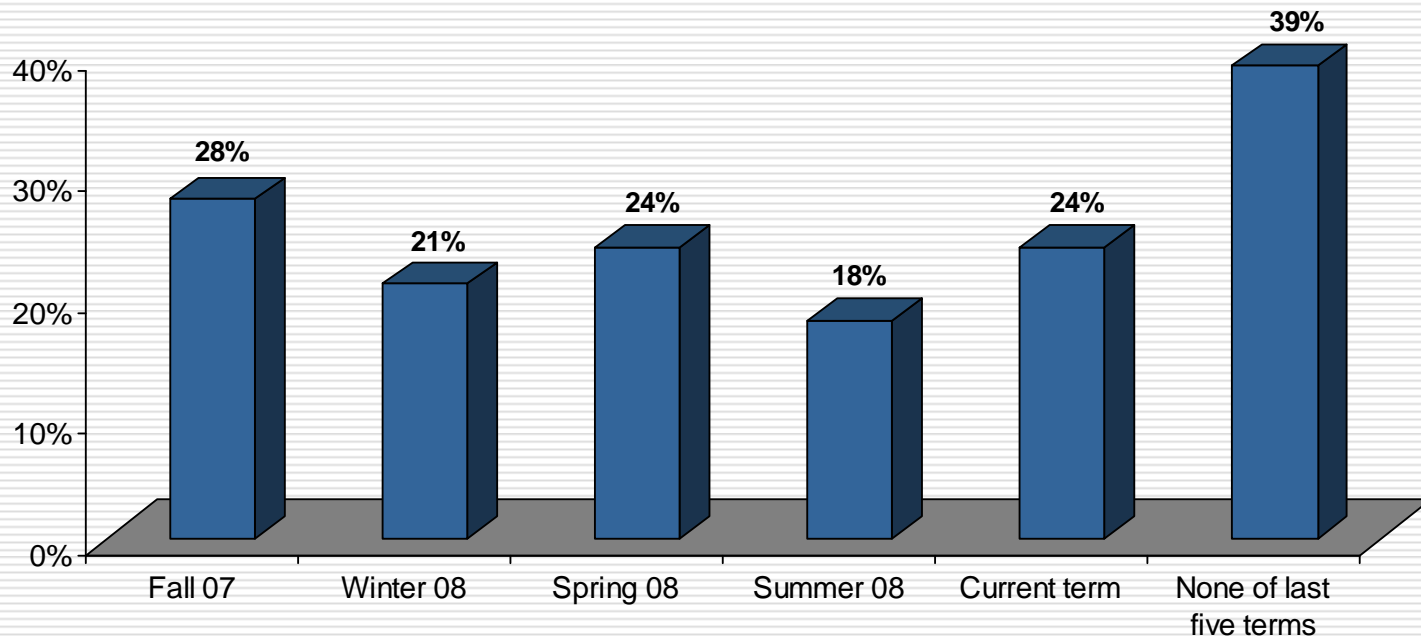
% Likely/very likely to participate in

Question: How likely is it that you would participate in each of the following fitness programs at NCCCR?

Volunteering

Between 20%-25% volunteer each term; 39% did not in any of the last five semesters

Number answering: 185*



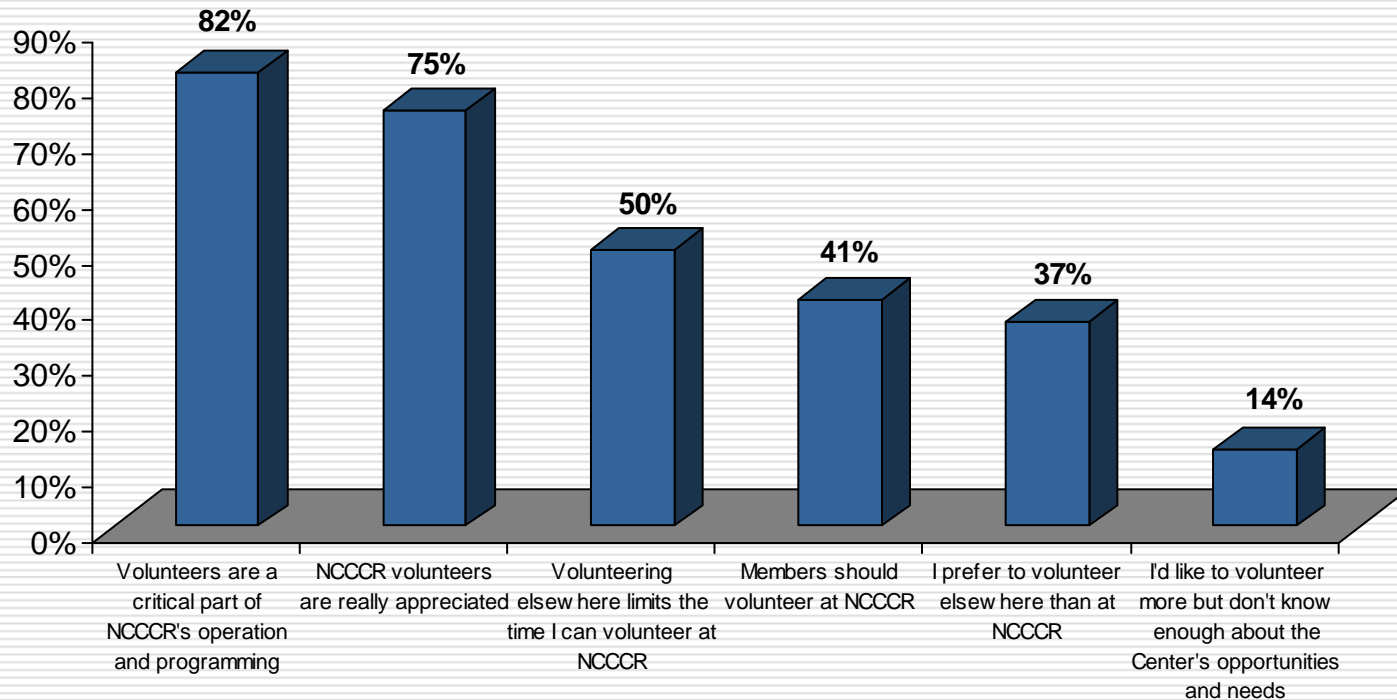
When volunteered at NCCCR

*The number answering is low because those not volunteering did not answer question

Question: Over the last five terms, indicate those during which you were a volunteer, even if you did the same job in multiple terms

Most understand how important NCCCR volunteers are, and that they are highly valued

Number answering: 434



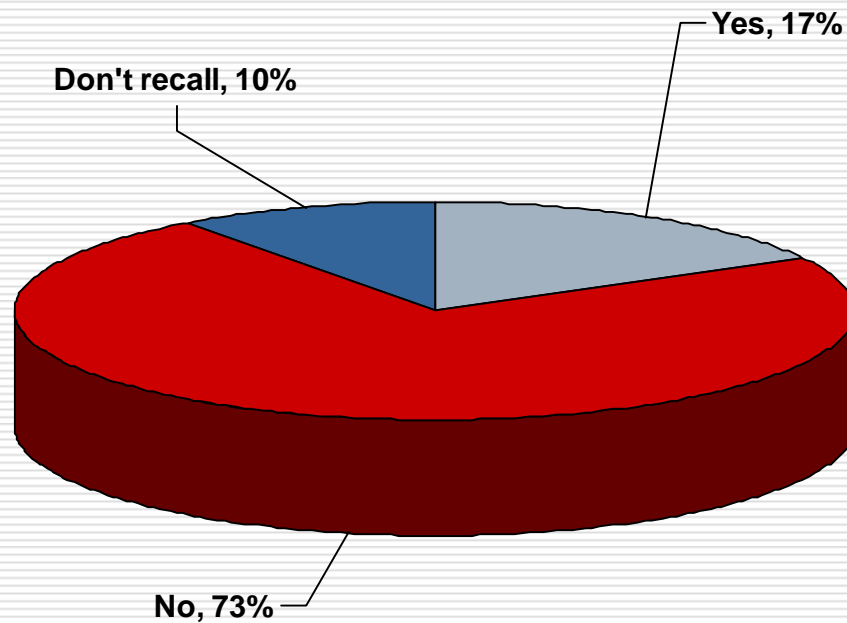
Attitudes re volunteering at NCCCR
(% agree *somewhat / strongly*)

Question: Please indicate your agreement or disagreement with each of the following statements about volunteering at NCCCR.

Annual Donor Campaign

Fewer than two of ten contributed to the most recent campaign

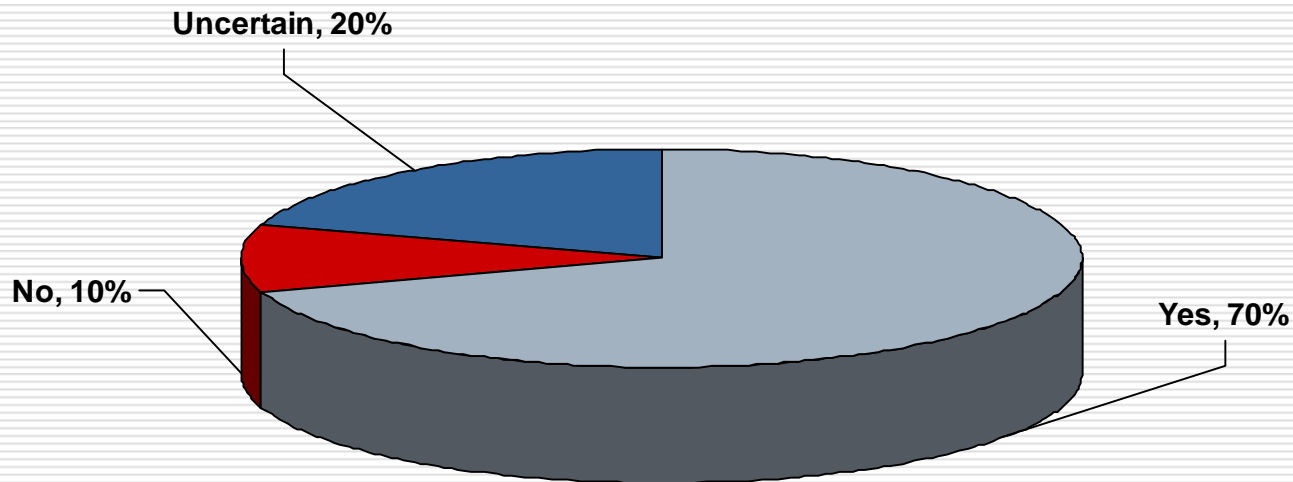
Number answering: 407



Contributed to annual donor campaign

Most believe it is reasonable being asked to contribute

Number answering: 409



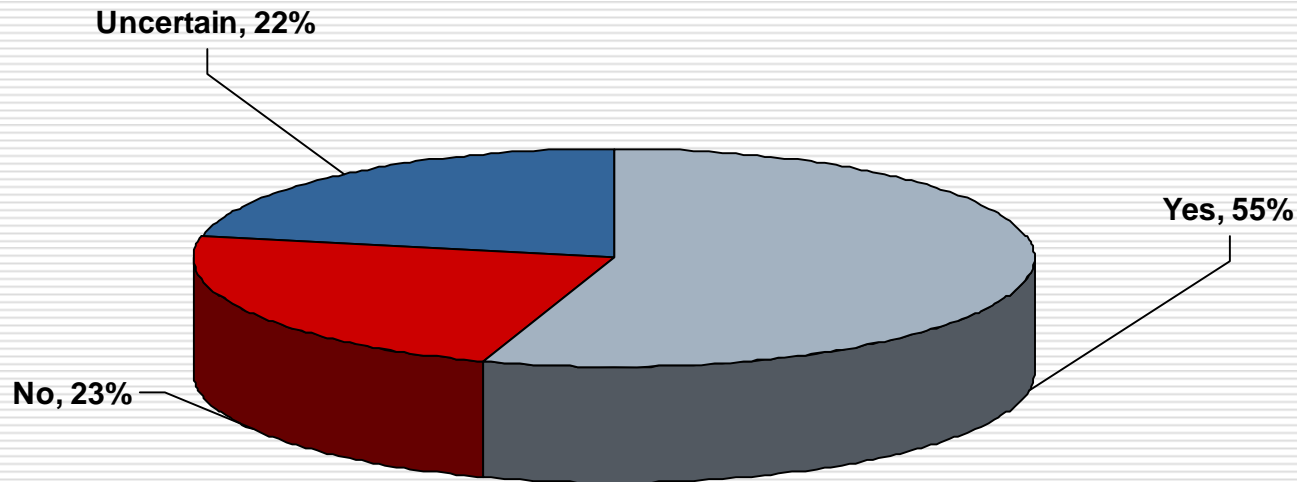
Reasonable to be asked to participate

Question: You may or may not be aware that NCCCR's costs are not covered by fees and an allocation from the state. Knowing this, do you feel it is reasonable that you are solicited to participate in the donor campaign in order to sustain the Center?

NCCCR Group Travel Program

More than half responded positively to the idea of such a program

Number answering: 414

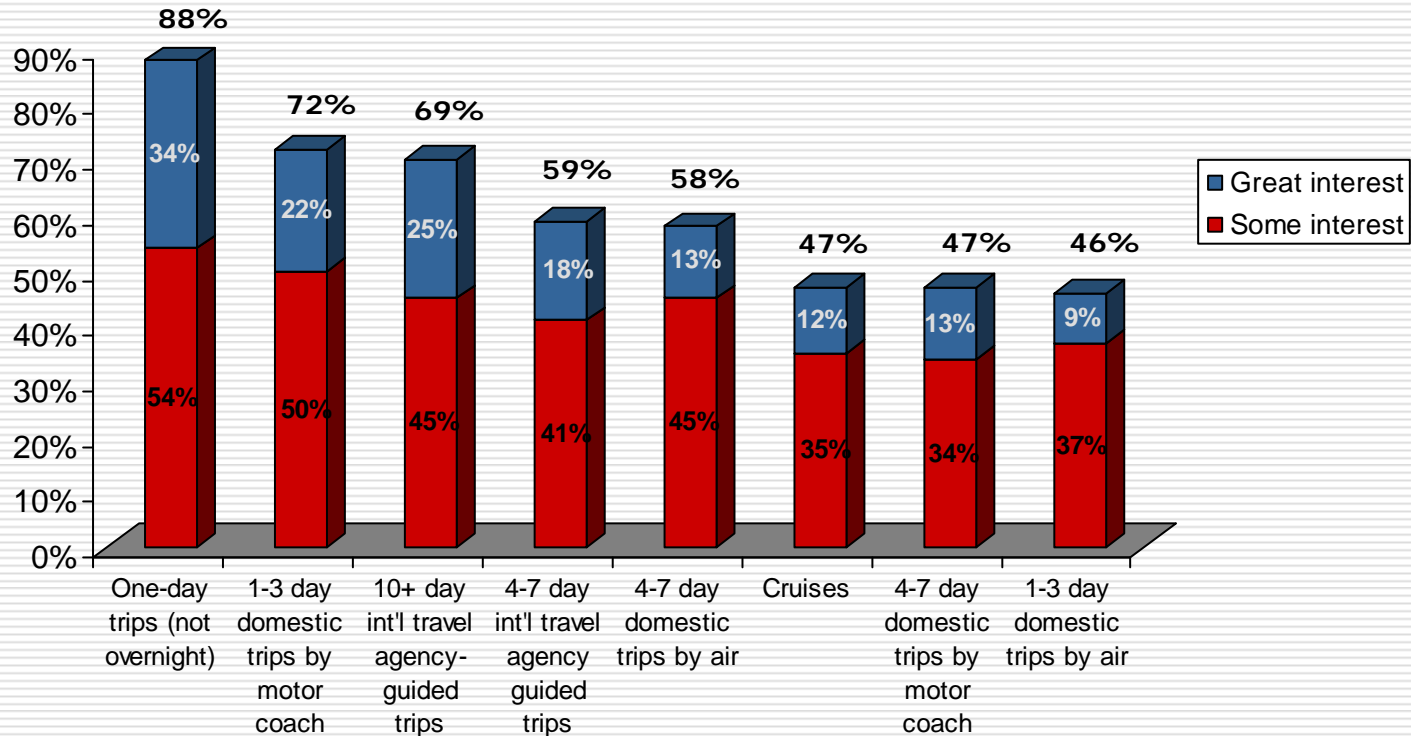


Interested in NCCCR group travel

Question: Some members have expressed interest in traveling as a group with others from the Reuter Center. While there are no plans currently to establish an NCCCR travel program, and without knowing any details, is this something that in concept might be of interest to you?

1-day (not overnight), and 1-3 day domestic coach trips evoke greatest interest

Number answering: 313



Some/great interest in trip types

Question: Suppose such a group travel program were in place which offered (1) some trips (i.e. destinations) of interest, and (2) Prices you felt were reasonable. While we realize you would need much more information to make a decision, how interested might you be in traveling with others from NCCCR on the following types of journeys? 48