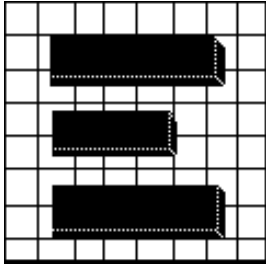


**AGE FRIENDLY AUBURN HILLS  
EXECUTIVE SUMMARY and  
SURVEY RESULTS**

**September 2014**





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# **Survey of Auburn Hills Residents**

## **Commissioned by AARP in partnership with the City of Auburn Hills**

- Educational
- Political
- Industrial
- Consumer
  
- Market
- Research
- Analysis

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## METHODOLOGY

**EPIC ■ MRA** analyzed 627 mail-out surveys that were returned to the City of Auburn Hills. Surveys were designed, written and administered by the City of Auburn Hills in partnership with AARP. Surveys were mailed and distributed to residents age 50 and over. The 627 surveys returned were data entered by **EPIC ■ MRA**, analyzed, with the findings included in the following report.

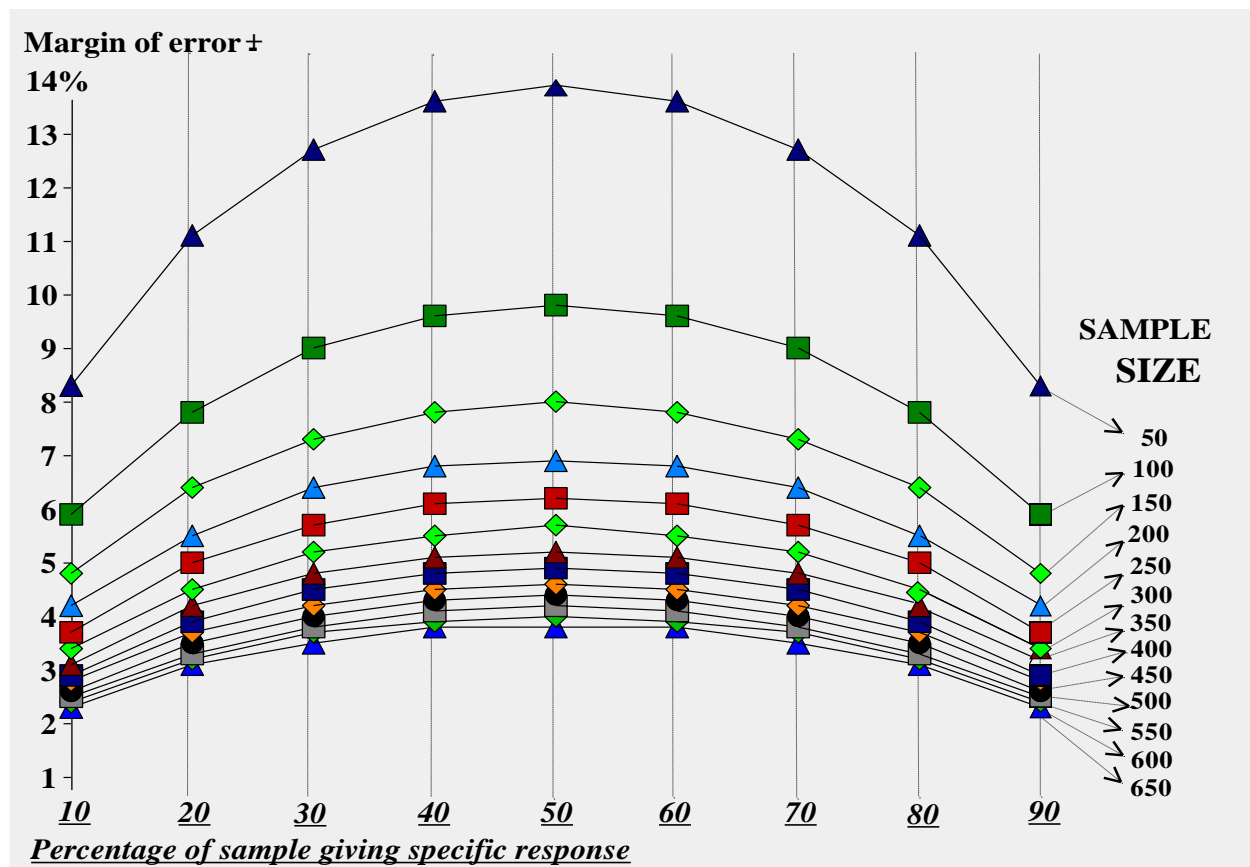
Generally, in interpreting survey results, all surveys are subject to error; that is, the results of the survey may differ from that which would have been obtained if the entire population was interviewed. The size of the sampling error depends on the total number of respondents that are asked a specific question. The table on the next page represents the estimated sampling error for different percentage distributions of responses based on sample size. The 627 surveys returned yields a sampling error rate of  $\pm 3.9\%$  with a confidence level of 95 percent.

For example, 50 percent of all 627 respondents said they were satisfied with the well-maintained streets and roads in Auburn Hills (Question #09J). As indicated in the chart below, this percentage would have a sampling error of plus or minus 3.9 percent. That means with repeated sampling, it is very likely (95 out of every 100 times), that the percentage for the entire population offering this response would fall between 46.1 percent and 53.9 percent, hence 50 percent  $\pm 3.9$  percent.

EPIC • MRA      SAMPLING ERROR BY PERCENTAGE (AT 95 IN 100 CONFIDENCE LEVEL)

Percentage of sample giving specific response

	<u>10</u>	<u>20</u>	<u>30</u>	<u>40</u>	<u>50</u>	<u>60</u>	<u>70</u>	<u>80</u>	<u>90</u>
<b>SAMPLE SIZE</b>	<b>percent margin of error <math>\pm</math></b>								
<b>700</b>	2.2	3.0	3.3	3.7	3.6	3.7	3.3	3.0	2.2
<b>650</b>	2.3	3.1	3.5	3.8	3.8	3.8	3.5	3.1	2.3
<b>600</b>	2.4	3.2	3.7	3.9	4	3.9	3.7	3.2	2.4
<b>550</b>	2.5	3.3	3.8	4.1	4.2	4.1	3.8	3.3	2.5
<b>500</b>	2.6	3.5	4	4.3	4.4	4.3	4	3.5	2.6
<b>450</b>	2.8	3.7	4.2	4.5	4.6	4.5	4.2	3.7	2.8
<b>400</b>	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9
<b>350</b>	3.1	4.2	4.8	5.1	5.2	5.1	4.8	4.2	3.1
<b>300</b>	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4
<b>250</b>	3.7	5	5.7	6.1	6.2	6.1	5.7	5	3.7
<b>200</b>	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2
<b>150</b>	4.8	6.4	7.3	7.8	8	7.8	7.3	6.4	4.8
<b>100</b>	5.9	7.8	9	9.6	9.8	9.6	9	7.8	5.9
<b>50</b>	8.3	11.1	12.7	13.6	13.9	13.6	12.7	11.1	8.3



## EXECUTIVE SUMMARY

The City of Auburn Hills/AARP resident survey focused heavily on the juxtaposition of importance-versus-satisfaction for a myriad of amenities and features available in the community. The areas of inquiry are grouped broadly under the headings of “*Community Features*” (with subheadings of “*Housing*”, “*Outdoor spaces and buildings*”, “*Transportation and roads*”), “*Health Services*” (with a subheading of “*Community health services*”), “*Social Activities, Volunteering, and Education Opportunities*” (with subheadings of “*Social activities and inclusion*” and “*Volunteering and civic engagement*”), “*Job Opportunities*” (with a subheading of “*Employment*”), and “*Community Information*” (with a subheading of “*Communication and information*”). In addition, the topics of “*Community Streets and Transportation*”, “*Internet and Media Usage*” and issues going to respondents’ residency were explored, as well as important demographic inquiries.

The analysis of importance-versus-satisfaction is, perhaps, of the most interest. The ratings given for Total Importance (that is; the sum of the percentage of respondents offering a “*Very Important*” AND “*Somewhat Important*” response) often far outweighs the ratings given for Total Satisfaction (that is; the sum of the percentage of respondents offering a “*Very Satisfied*” AND “*Somewhat Satisfied*” response).

One instance that clearly exemplifies the disparity between the importance-versus-satisfaction ratings can be found under the section titled “*Community Features*”. In this example, under the subheading of “*Housing*”, a question was asked of respondents about the importance of affordable home repair contractors. Ninety-three percent of respondents offered a response of ‘Important’ (82% “*Very Important*”, 11% “*Somewhat Important*”), but when later asked about their ‘Satisfaction’ with the availability of affordable home repair contractors in Auburn Hills, only forty-three percent of respondents offered a response of ‘Satisfied’ (21% “*Very Satisfied*”, 22% “*Somewhat Satisfied*”).

At first blush, such a disparity between the high level of Importance placed on an item and the relatively low level of Satisfaction with experiencing it might suggest a high level of Dissatisfaction with that specific subject under consideration. It is cautioned, however, that the reader should first consider the Neutral ratings given by the respondents before drawing any strong inferences between disparities discovered in the ‘importance-versus-satisfaction’ ratings. Using the same example of affordable home repair contractors, when asked about how Important it was they be available, only seven percent of respondents offered a Neutral rating, but when later asked about their Satisfaction with the availability of affordable home repair contractors in Auburn Hills, a majority (51%) of respondents offered a Neutral response. Inasmuch as there was no option to be “*Undecided*” on any given question throughout the entire survey, it is reasonable to conclude that in many cases, a response of Neutral may only mean the respondent has no basis upon which to form an opinion and is, for all intents and purposes, be tantamount to an Undecided response.

Taken as a whole, it is worth noting that, for nearly all of the 70-plus individual items examined in the combined ‘importance-versus-satisfaction’ batteries of questions, respondents overwhelmingly offered responses of high levels of Importance. For those described under the “*Community Features*” and “*Health Services*” headings tend to rank in the mid-eighty to low-ninety percentage ratings of Total Importance; with the majority of the Total Importance for each coming from respondents that offered a rating of “*Very Important*”. Topics examined under the “*Social Activities, Volunteering, and Education Opportunities*” heading tend to rank in the high-sixty to mid-eighty percentage ratings of Total Importance; with the majority of the Total Importance for each once again coming from respondents that offered a rating of “*Very Important*”. Topics examined under the “*Job Opportunities*” heading tend to rank in the high-seventy to mid-eighty percentage ratings of Total Importance; with the majority of the Total Importance for each once again coming from respondents that offered a rating of “*Very Important*”. Topics examined under the “*Community Information*” heading ranked, almost exclusively, an eighty percentage rating of Total Importance; with the majority of the Total Importance for each once again coming from respondents that offered a rating of “*Very Important*” - the one noted difference coming from the question that asked about the importance of information being made available in a number of different languages, for which respondents offered a response of fifty-four percent Total Important (28% “*Very Important*”).

A similar section-by-section analysis of Total Satisfaction for each item, however, would ultimately prove meaningless, given the frequently very high percentages of Neutral responses.

## **KEY FINDINGS**

### **Residency in Auburn Hills**

- In next 10 years, 15% of respondents said they were likely to move to a different home in Auburn Hills, with 27% saying that they are likely to move to a different home outside of Auburn Hills.
- 66% majority rated Auburn Hills as an “excellent” (25%) or “very good” (41%) place to live as they age.
- 49% plurality said it was only “somewhat important” (30%), “not too important” (15%), or “not important at all (4%), to remain in Auburn Hills as they age, while 47% said it is “extremely important (17%) or “very important”(30%) to remain in Auburn Hills.
- 73% said it is “extremely important” (40%)/“very important” (33%) to remain in their home as they age.

### **Housing Features**

- The top four housing features community members said were important were: “well-maintained homes and properties” (93% important); “home repair contractors who are affordable” (93%); “home repair contractors who do quality work” (92%); and “home repair contractors who are trustworthy” (91%).
- Community satisfaction with housing features was highest (66% satisfied), with “well-maintained homes and properties.” A distant second was “home repair contractors who do quality work” (46% satisfied); tied with “affordable home prices for residents of varying income levels” (46%); closely followed by “a variety of home contractors to choose from” (44%); “trustworthy home repair contractors” (44%); and “affordable home repair contractors” (43%).

### **Community Features**

- The top six most important features of outdoor spaces and buildings included: “well-lighted streets” (95% important); “well maintained public buildings” (95%); “streets that are safe for pedestrians and bicyclists” (94%); “handicap accessible public buildings” (92%); “accessible, clean public restrooms” (91%); and “well-maintained public parks” (91%).



- Top areas of satisfaction with outdoor spaces and buildings were: “public buildings that are well-maintained/clean” (82% satisfied); “well-maintained public parks” (82%); “public parks that are close by: (79%); and “well-lighted streets” (73%).
- The most important features of the transportation and roads system included: “well-maintained streets and roads” (98% important); “easy to read traffic signs” (95%); “appropriate speed limits for safety” (93%); and “easily accessible public parking (lots, spaces, areas)” (92%).
- Areas of satisfaction with transportation and roads that were the highest were: “easy to read traffic signs” (71% satisfied); “appropriate speed limits for safety” (66%); “easily accessible public parking (lots, spaces, areas)” (63%); and “multi-use trails for biking, running walking” (60%).

### **Health Services**

- Areas considered most important among community health services were: “well maintained hospitals and health care facilities” (92% important); “local hospital or clinic answering services that are easy to understand and helpful” (91%); “respectful and helpful hospital and clinic staff” (89%); “conveniently located emergency care centers” (89%); and “easily accessible health and social services” (88%).
- Top areas of satisfaction with community health services were: “well-maintained hospitals and health care facilities” (63% satisfied); “conveniently located emergency care centers” (63%); “easily accessible health and social services” (59%); “respectful and helpful hospital and clinic staff” (56%); and “fitness activities for people age 50 and over” (55%).

### **Social Activities, Volunteering & Education Opportunities**

- Areas of social activities and inclusion considered most important were: “activities that are affordable to all residents” (86% important); “activities that offer senior discounts” (85%); “activities for people age 50 and over” (83%); “continuing education classes like computer, cooking, or art” (80%); and “activities that are open to all ages” (79%).
- Areas of social activities and inclusion that earned the highest satisfaction ratings were: “conveniently located venues for entertainment” (65% satisfied); “activities for people age 50 and over” (64%); “activities that are open to all ages” (61%); and “widely publicized reliable information about activities” (58%).

- Of the four volunteering and civic engagement areas mentioned, the two considered most important were: “organizations that recognize and value their volunteers” (79% important), and “opportunities for people age 50 and older to participate in decision making bodies such as community councils or committees” (78%).
- The two volunteering and civic engagement activities that earned the highest satisfaction ratings included: “a range of volunteer activities to choose from” (45% satisfied); and “organizations that recognize and value their volunteers” (42%).

### **Job Opportunities**

- Of the five employment features mentioned, the three considered most important were: “policies against age discrimination” (85% important); “workplaces that are adapted to meet the needs of disabled people” (82%), and “a range of flexible job opportunities for people age 50 and over” (82%).
- The employment features rated the highest in satisfaction, albeit by low percentages, included: “policies against age discrimination” (32% satisfied), and “a range of flexible job opportunities for people age 50 and over” (32%).

### **Community Information**

- Communication and information features considered most important of five that were listed included: “printed information that has large lettering and is clearly displayed” (82% important); “free access to computers and the Internet in public places such as the library, community centers or government buildings” (81%); and “automated phone information that is clear and easy to understand” (81%).
- Communication and information features that scores highest in satisfaction were: “free access to computers and the Internet in public places such as the library, community centers or government buildings” (56% satisfied); “access to public/civic affairs information in one central location” (54%); and “printed information that has large lettering and is clearly displayed” (47%).

## **Community Streets & Transportation**

- An overwhelming 93% majority of respondents said they drive themselves to get around Auburn Hills, with 37% saying they walk, 33% getting a ride with family or friends, and 17% saying that ride a bike.
- Most respondents are getting around, with a narrow 51% majority saying that in the last month they got out to go shopping, visit the doctor, run errands or visit friends and family every day, and another 36% saying they got out several times a week.
- Only 3% said they always or frequently miss activities because they do not have transportation, with another 6% saying they sometimes miss activities.
- Only 5% said they have used public transportation in the past six months.
- More than a third, 36%, said that if public transportation service were affordable and easily accessible in Auburn Hills, that they would be “very likely” (13%) or “somewhat likely” (23%) to use it.
- When respondents were asked if they or their spouse or partner have a medical condition that makes it difficult, 16% said they, their spouse or partner or both, have a medical condition.
- A 64% majority said they are satisfied with the streets in their community in terms of their safety for pedestrians and bicyclists.
- A 57% majority said that if the streets in their neighborhood were safe for pedestrians and bicyclists, well lit, had good traffic signals and good crosswalks, they would be likely to walk or ride a bike instead of driving a car.
- A 64% majority said they are likely to support a policy in Auburn Hills, like policies in many cities and states across the country, to design roads for all users, not only drivers, but pedestrians, bicycle riders and those using public transportation.
- If respondents could safely walk from their home, the top places they said they are most likely walk to is a “park or recreation area” (45% likely); “a pharmacy” (33% likely); “a grocery store” (29% likely); and a “doctor’s office” (24% likely).

## **Internet & Media Usage**

- An 82% majority said in the past 12 months they accessed the Internet or sent or received e-mail.
- Of the 82% who accessed the Internet, the top uses of the Internet was to “send and receive e-mail” (92%); “seek information on community events, news or schedules” (74%); and “buy a product online, such as books, music, toys, clothing” (72%).
- The most helpful sources of news and information about Auburn Hills was: the “City Newsletter” (77%); the “newspaper” (50%); “City website” (41%); and “local network TV affiliates” (33%).

## **Your Residence**

- 84% owns their home; 14% are renters.
- The top type of homes that are primary residences were: “single family home” (57%); “a condominium or cooperative” (24%); “apartment” or “mobile home” (8% each).
- 82% said it was important to stay in their current residence for as long as possible.
- 23% said their current residence needed major repairs, modifications or improvements to their residence to enable them to stay there as long as they can:
  - The top improvement, cited by 23%, was “bathroom modifications such as grab bars, handrails, high toilet or non-slip tile.”
  - Next highest at 19%, was “structural changes or major repairs such as a new roof or new plumbing.”
  - Third highest, at 13 percent, was “better lighting.”

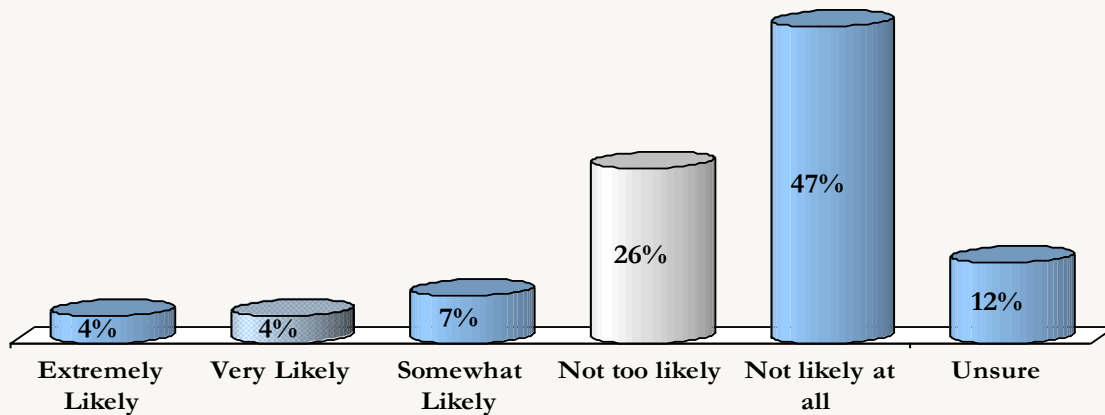
## SURVEY FINDINGS

### RESIDENCY CHARACTERISTICS

#### Most residents age 50 and over have lived in Auburn Hills an average of 22 years

One in four respondents (26%) has lived in Auburn Hills less than 10 years, one in five (20%) lived in the community for 10 to 14 years, and a 55% majority lived in the area for 15 years or more, including 20% for 40 years or more. The average number of years that residents over age 50 have lived in Auburn Hills is 22 years.

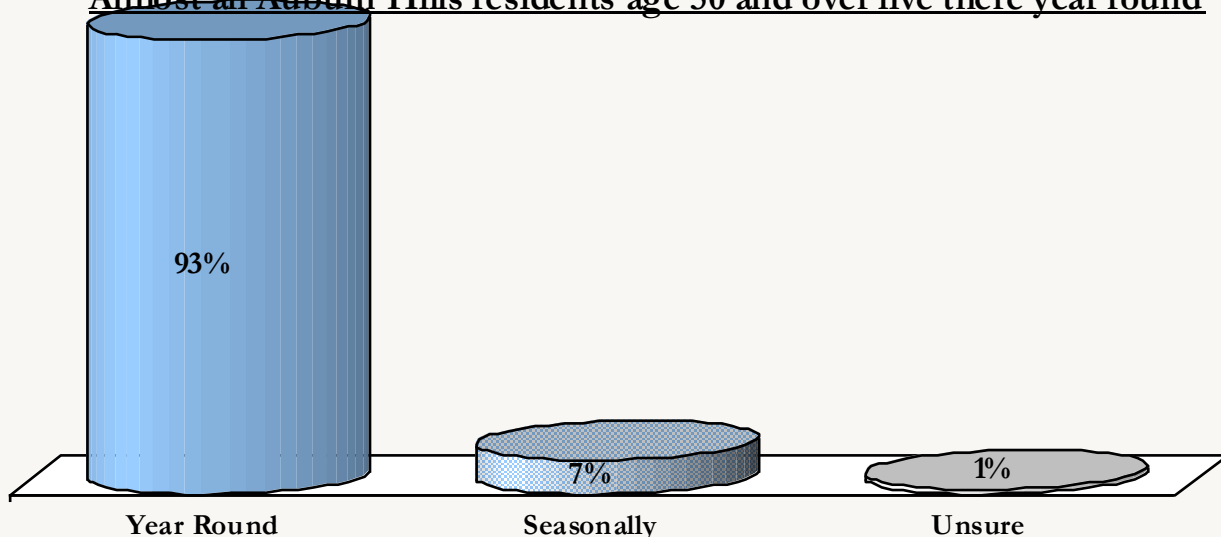
#### Only 15% likely to move to another home in Auburn Hills



#### More than 9 in 10 reside in Auburn Hills Year Round

A 93% majority said they live in Auburn Hills year round, 7% said they live in the area seasonally, with 1% unsure.

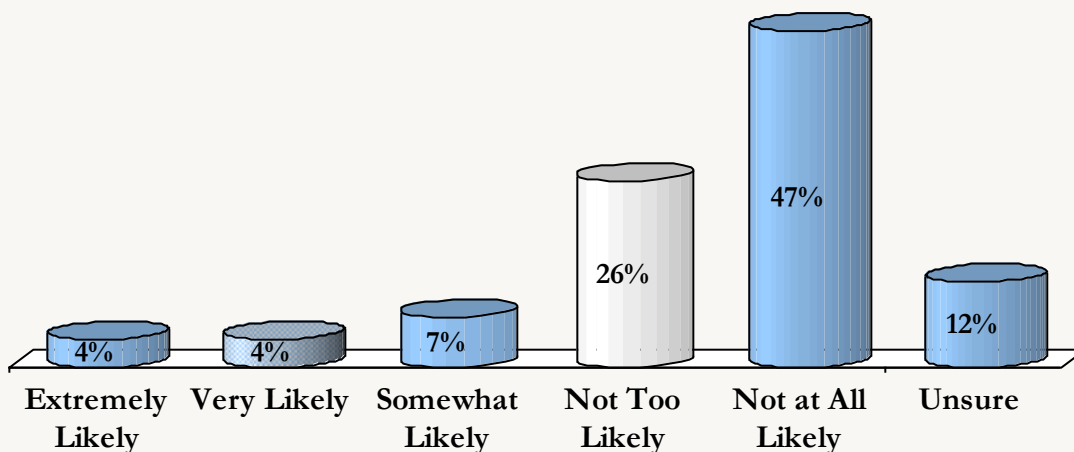
#### Almost all Auburn Hills residents age 50 and over live there year round



In the next 10 years, most residents are not likely to move to another home in Auburn Hills

Only 15% of residents said they are extremely likely (4%), very likely (4%) or somewhat likely (7%) to move to a different home in Auburn Hills, with 26% not likely to move and 47% not at all likely.

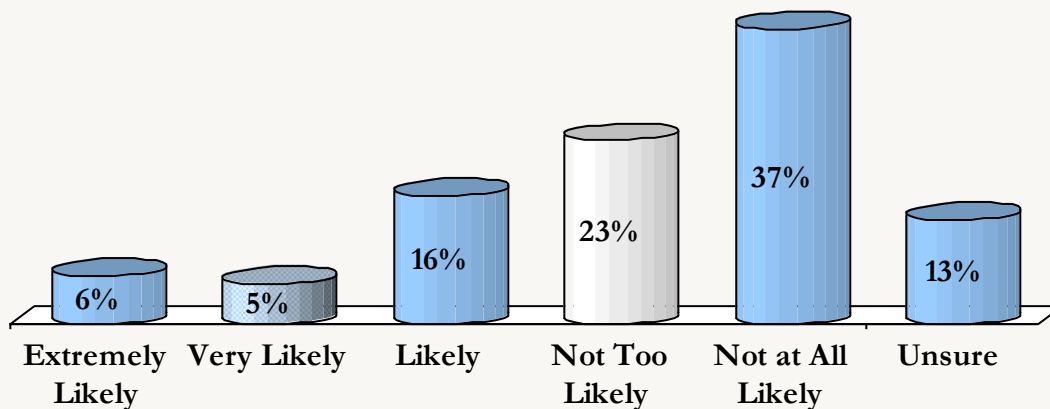
**Only 15% likely to move to another home in Auburn Hills**



**In the next 10 years, just over 1-in-4 are likely to move to a different home outside of Auburn Hills**

Just over 1-in-4 (27%) said they are extremely likely (6%), very likely (5%) or somewhat likely (16%) to move to a different home outside of Auburn Hills, with 23% not likely to move and 37% not at all likely.

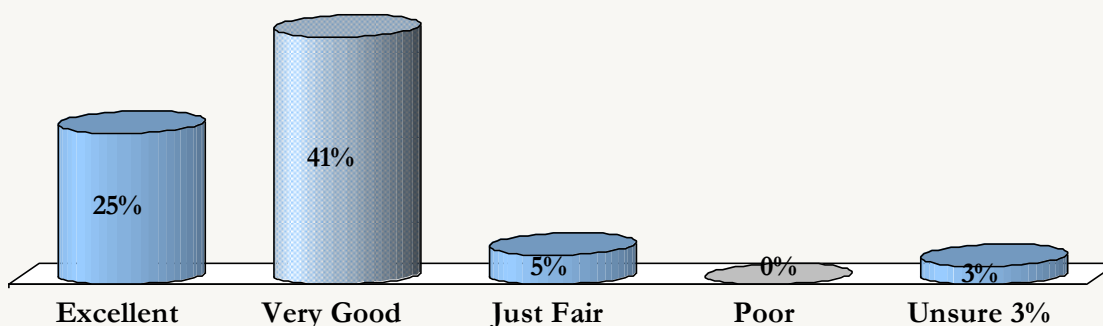
**Just over 1-in-4, or 27%, likely to move to another home outside of Auburn Hills**



## RESIDENTS' OPINIONS on RESIDENCY IN AUBURN HILLS

Nearly two-thirds of respondents offer positive rating for Auburn Hills as a place to live as they age 1-in-4 (25%) offered an “excellent” rating for Auburn Hills as a place for people to live as they age, 41% offered a “very good” rating, 26% offered a “good” rating, with 5% “fair” and 0% “poor.”

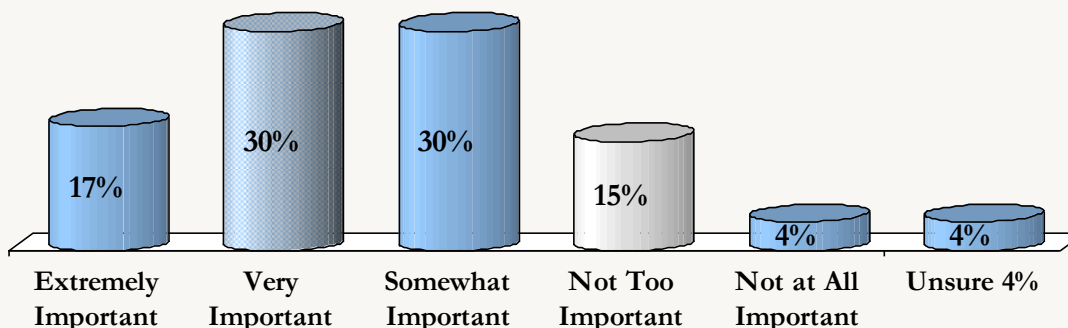
Nearly two-thirds gave positive "Excellent"/"Very good" rating for Auburn Hills as place to live



### Views are mixed on how important it is to remain in Auburn Hills as they age

While 47% said that remaining in Auburn Hills was “extremely important” (17%) or “very important” (30%), 49% said it was only “somewhat important” (30%), “not too important” (15%), or “not at all important” (4%). If you include those respondents who offered a lukewarm response of “somewhat important,” the total important percentage would increase to 77%, but that would include a view that would not be strong about remaining in Auburn Hills.

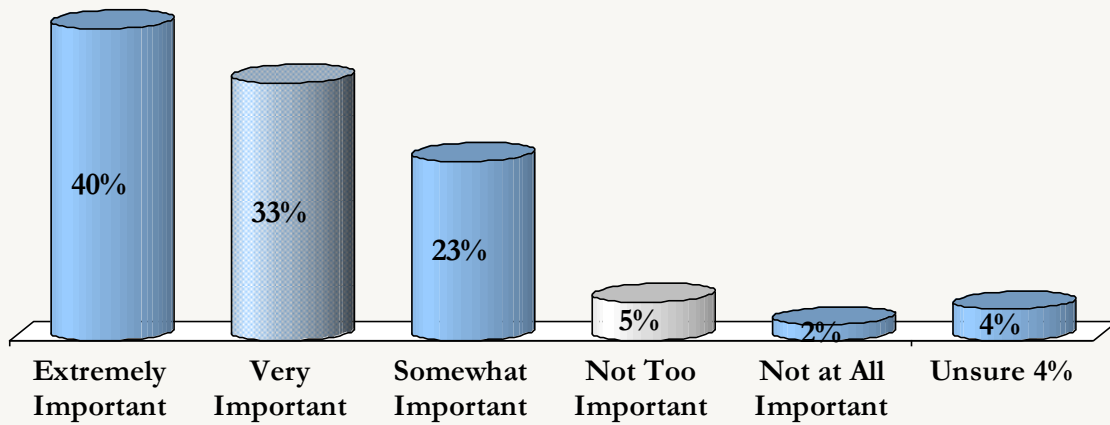
Views are split on importance of remaining in Auburn Hills as they age



**Solid majority said it is important to remain in their own home as they age**

While opinion was more mixed about remaining in Auburn Hills, a 73% solid majority said it was “extremely important” (40%) or “very important” (33%) to remain in their own home, 23% said it was “somewhat important” (16%), “not too important” (5%) or “not at all important” (2%).

**Solid majority said it is important to remain in own home as they age**



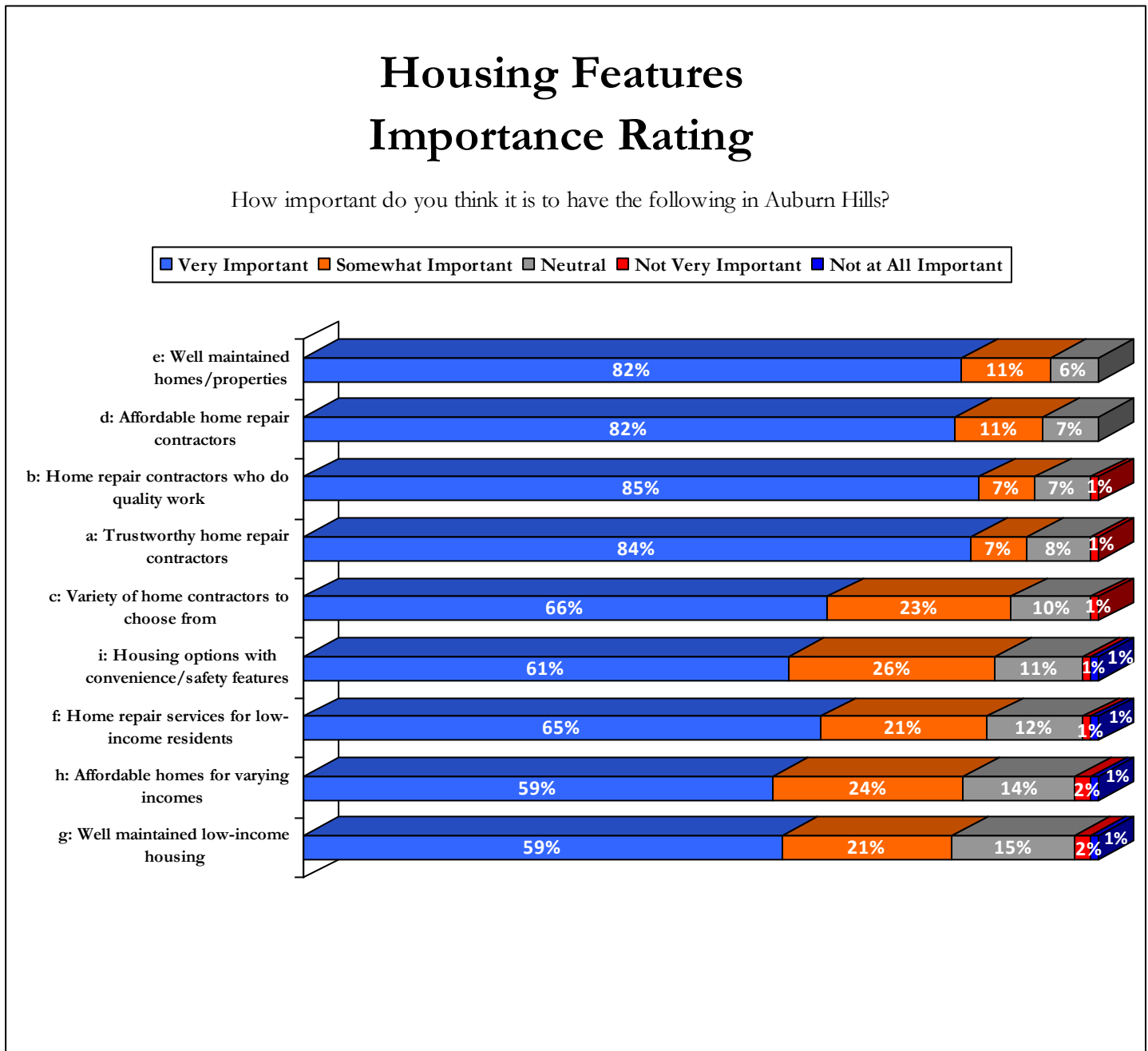


## COMMUNITY FEATURES – IMPORTANCE OF; SATISFACTIONS WITH:

### Housing

#### Most community housing features considered important

Nine community housing features were presented to respondents and they were asked if each feature was very important, somewhat important, if they had a neutral view, if it was not very important or not at all important. “Well maintained homes and properties” and “home repair contractors who are affordable” were the features that were each considered important by the highest total percentage (93% total important/82% “very important”), with others following as shown below:



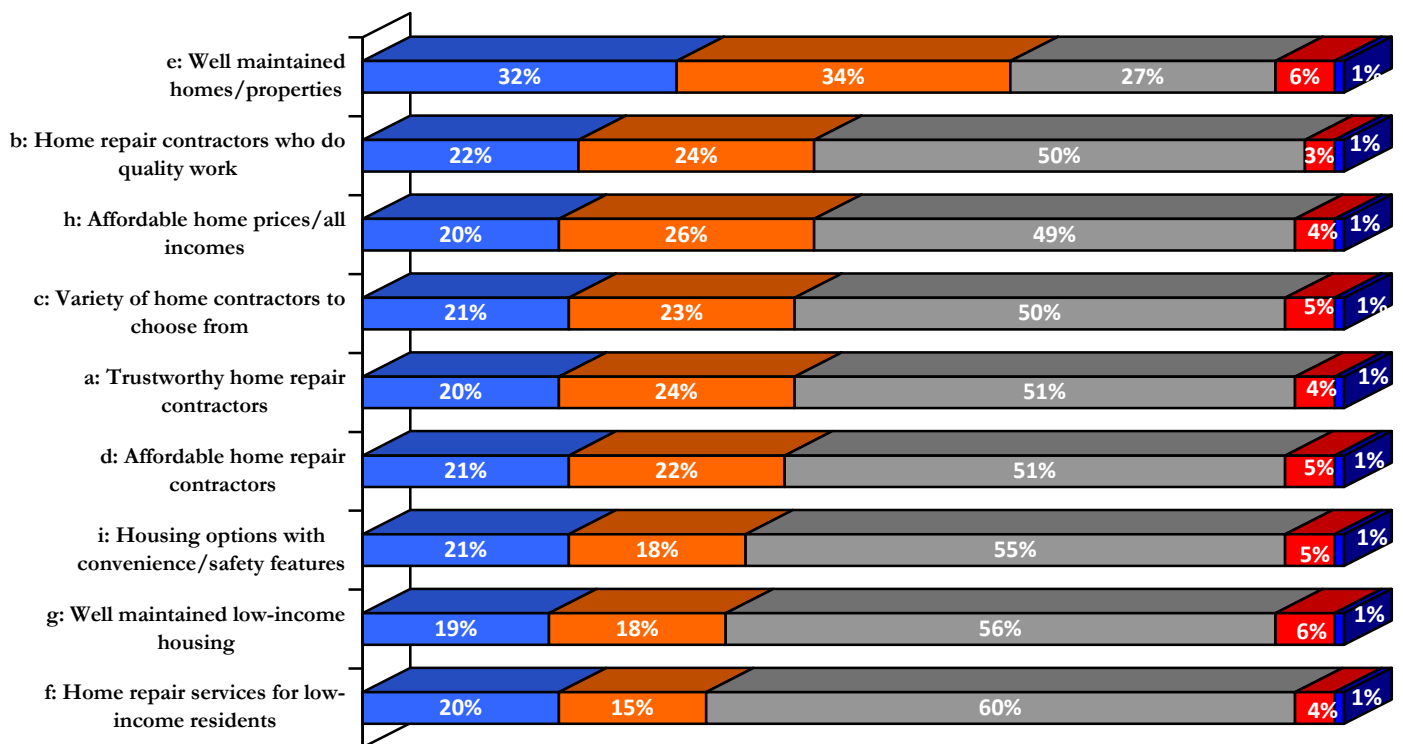
## Satisfaction with housing features much lower in percentages than importance

Respondents were asked on those same community housing features whether they were very satisfied, somewhat satisfied, neutral, somewhat dissatisfied or very dissatisfied with each feature. The features are ranked below by the highest to lowest total satisfaction, with the percentage of neutral respondents shown.

### Housing Features Satisfaction Rating

How satisfied are you with the following in Auburn Hills?

■ Very Satisfied ■ Somewhat Satisfied ■ Neutral ■ Somewhat Dissatisfied ■ Very Dissatisfied



## Outdoor Spaces & Buildings

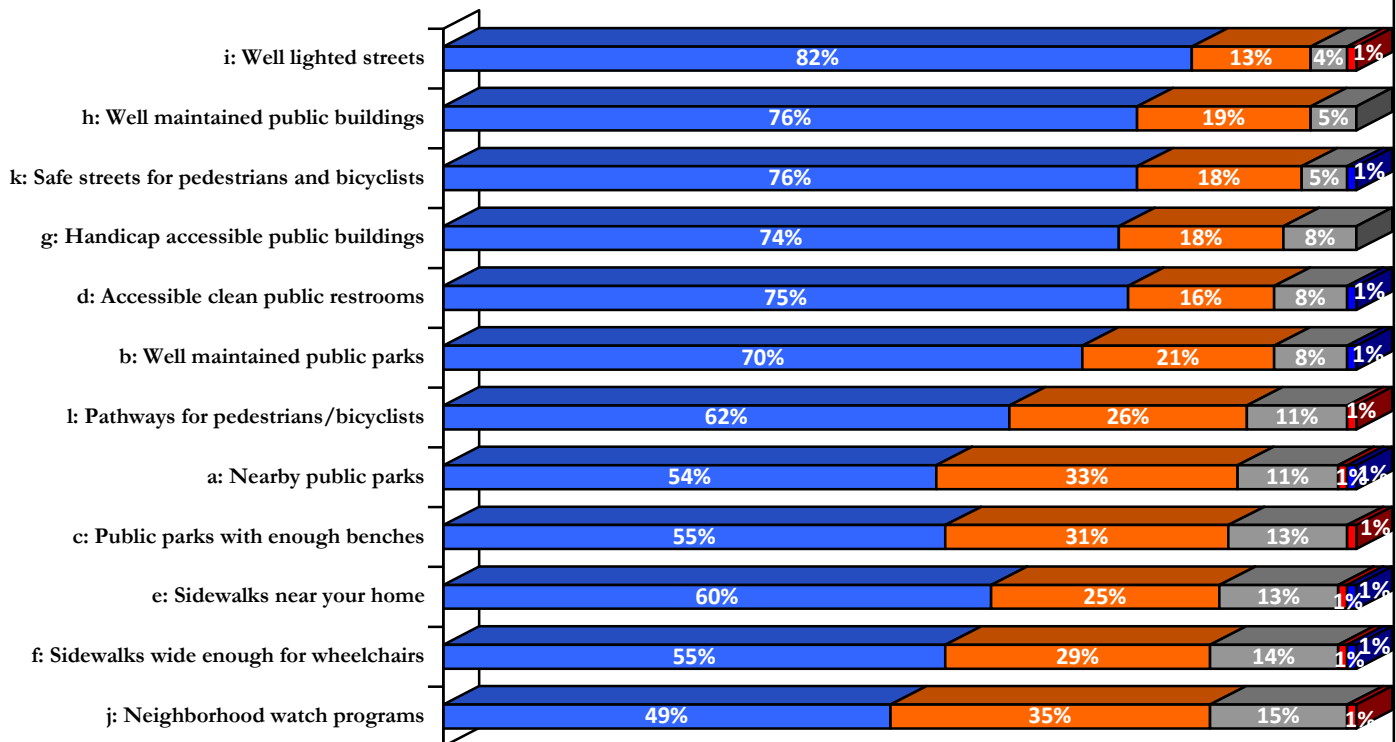
### Importance of outdoor spaces and building attributes in Auburn Hills

Respondents were asked how important they thought a dozen attributes of open spaces and buildings are in Auburn Hills. The most to least important attributes are shown in the chart below:

## Outdoor Spaces & Buildings Importance Rating

How important do you think it is to have the following in Auburn Hills?

■ Very Important ■ Somewhat Important ■ Neutral ■ Not Very Important ■ Not at All Important



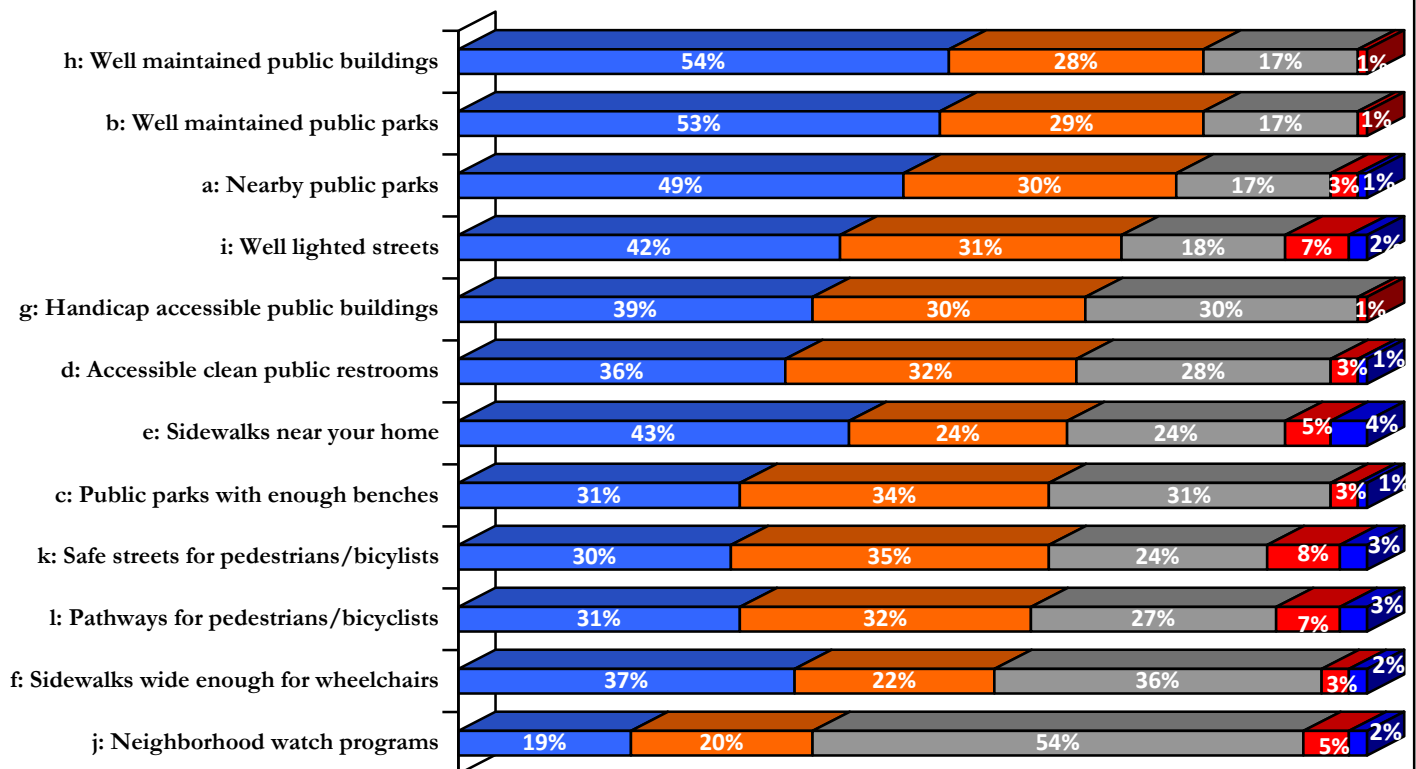
## Satisfaction with outdoor spaces and building attributes in Auburn Hills

Respondents were asked how satisfied they are with the same dozen attributes of open spaces and buildings in Auburn Hills. The most to least total satisfaction is shown in the chart below:

# Outdoor Spaces & Buildings Satisfaction Rating

How satisfied are you with the following in Auburn Hills?

■ Very Satisfied 
 ■ Somewhat Satisfied 
 ■ Neutral 
 ■ Somewhat Dissatisfied 
 ■ Very Dissatisfied



## Transportation & Roads

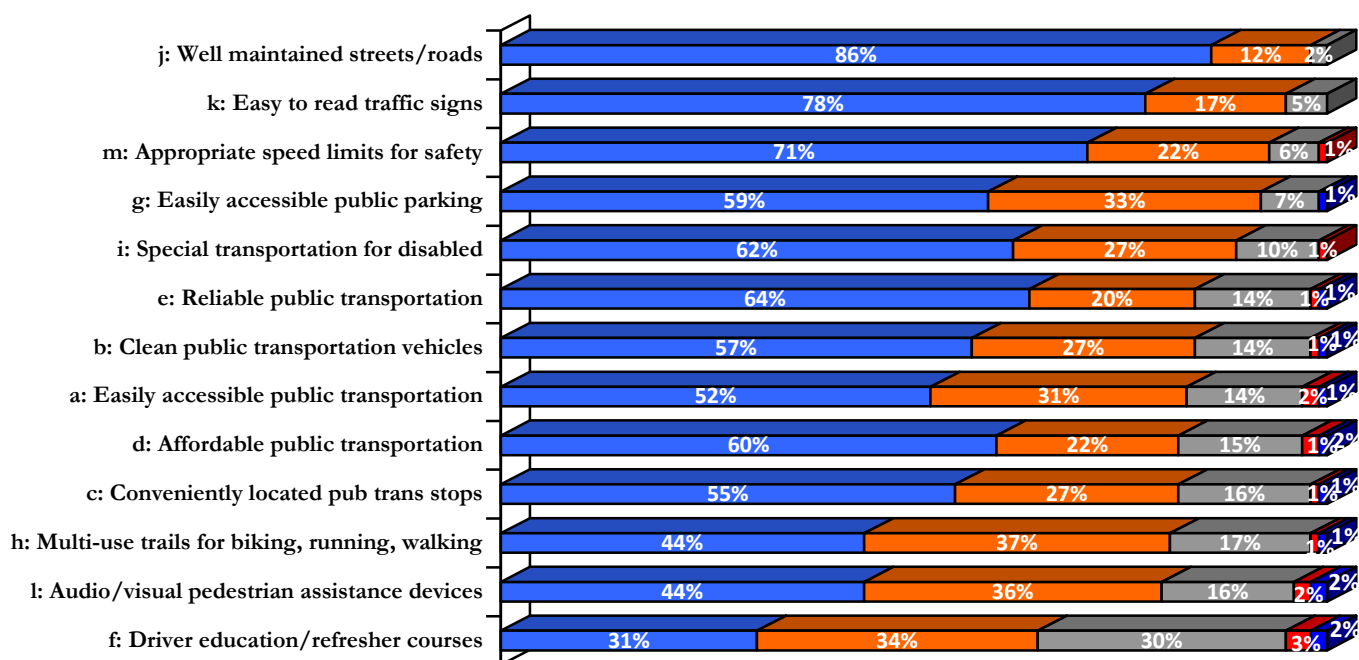
### Most important transportation and roads features

Thirteen transportation and roads features were presented, and respondents were asked on each one if that feature was very important, somewhat important, if they had a neutral view, if it was not very important or not at all important. The most to least important features are shown below:

## Transportation & Roads Importance Rating

How important do you think it is to have the following in Auburn Hills?

■ Very Important ■ Somewhat Important ■ Neutral ■ Not Very Important ■ Not at All Important



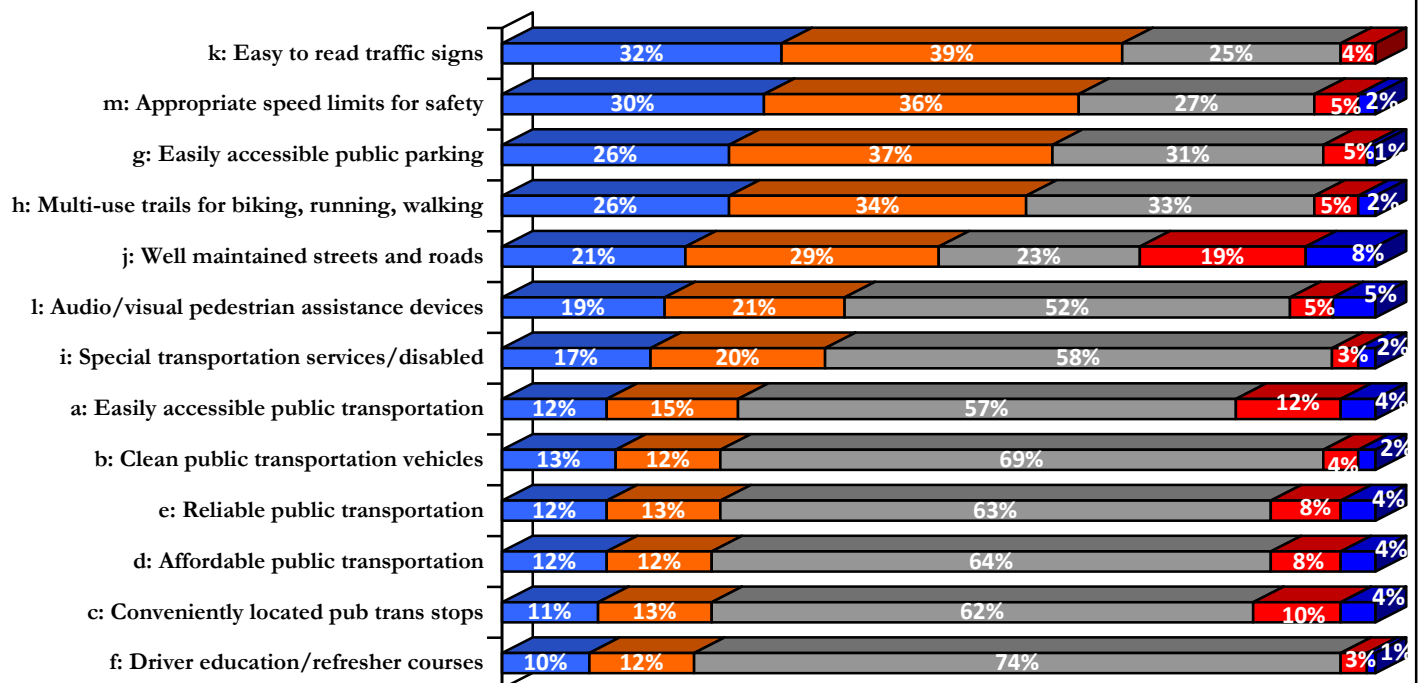
## Satisfaction with transportation and roads features

The same 13 transportation and roads features were presented, and respondents were asked on each one if they were very satisfied, somewhat satisfied, neutral about it, somewhat dissatisfied, or very dissatisfied about each feature. The most to least satisfaction percentages are shown below:

# Transportation & Roads Satisfaction Rating

How satisfied are you with the following in Auburn Hills?

■ Very Satisfied 
 ■ Somewhat Satisfied 
 ■ Neutral 
 ■ Somewhat Dissatisfied 
 ■ Very Dissatisfied



## Community Health Services

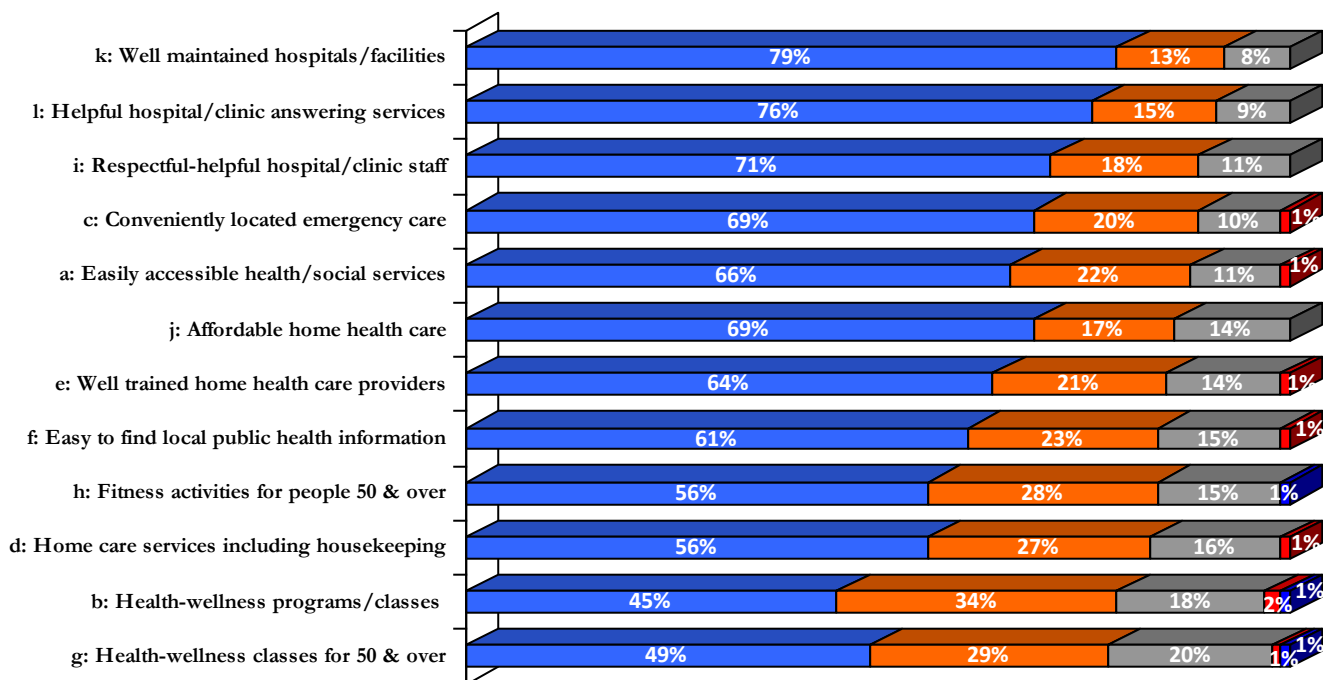
### Most important community health services

A dozen community health services were presented, and respondents asked on each service if it was very important, somewhat important, if they had a neutral view, if it was not very important or not at all important. The most to least important services are shown below:

## Community Health Services Importance Rating

How important do you think it is to have the following in Auburn Hills?

Very Important   Somewhat Important   Neutral   Not Very Important   Not at All Important

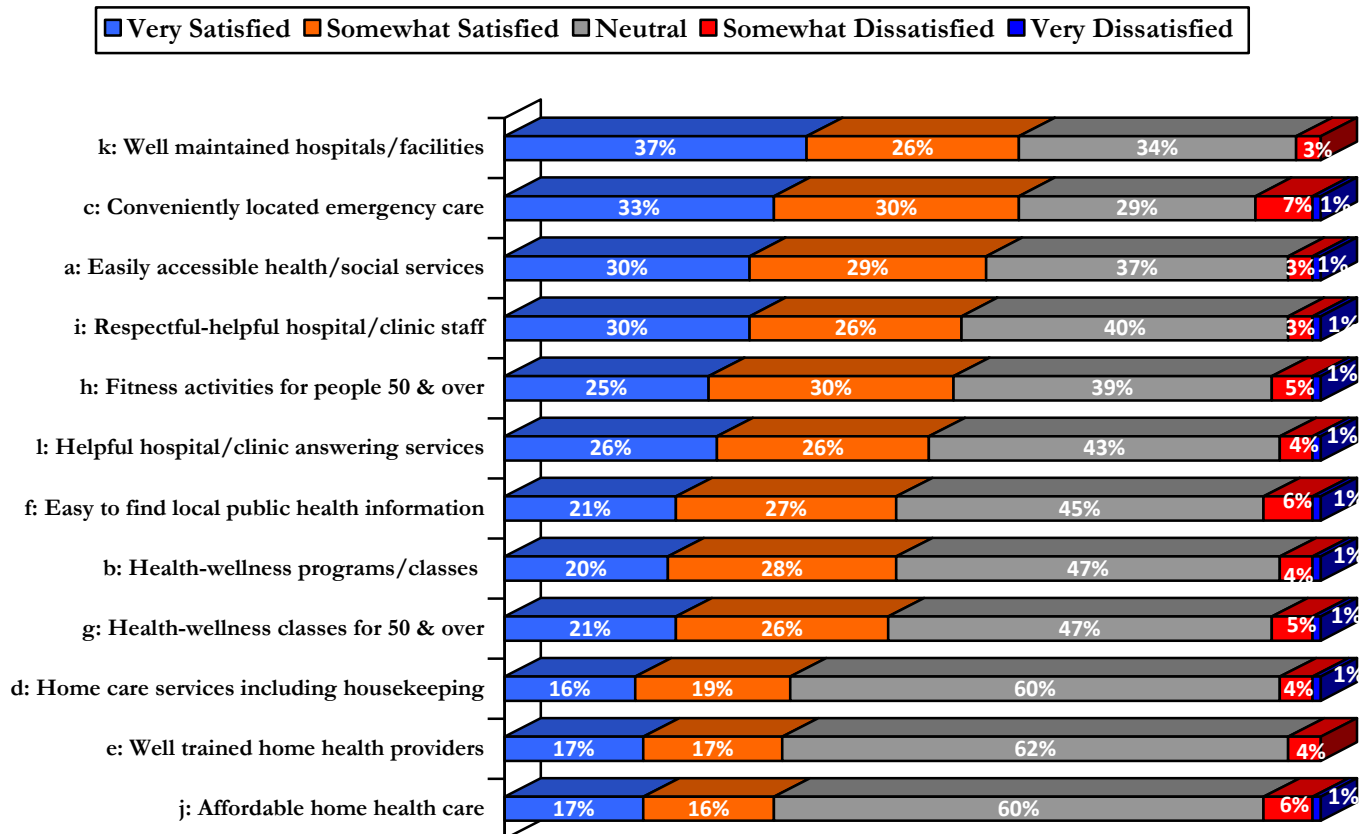


## Satisfaction with community health services

Respondents were asked on the same dozen community health services if they were very satisfied, somewhat satisfied, neutral, somewhat dissatisfied or very dissatisfied with each service. The highest to lowest satisfaction with services are shown below:

# Community Health Services Satisfaction Rating

How satisfied are you with the following in Auburn Hills?





## SOCIAL ACTIVITIES, VOLUNTEERING and EDUCATION OPPORTUNITIES

### Social Activities & Inclusion

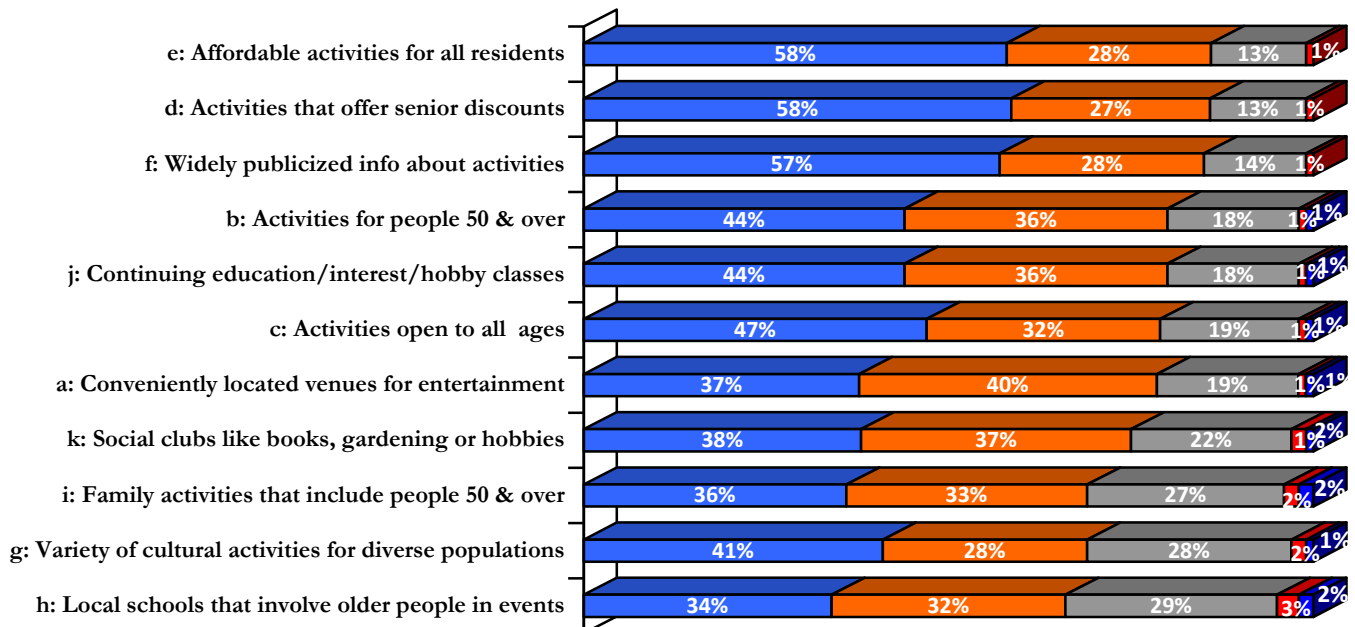
#### Most important social activities

Ten descriptions of social activities were presented, and respondents asked on each if it was very important, somewhat important, if they had a neutral view, if it was not very important or not at all important. The most to least important social activities are shown below:

### Social Activities Importance Rating

How important do you think it is to have the following in Auburn Hills?

■ Very Important ■ Somewhat Important ■ Neutral ■ Not Very Important ■ Not at All Important



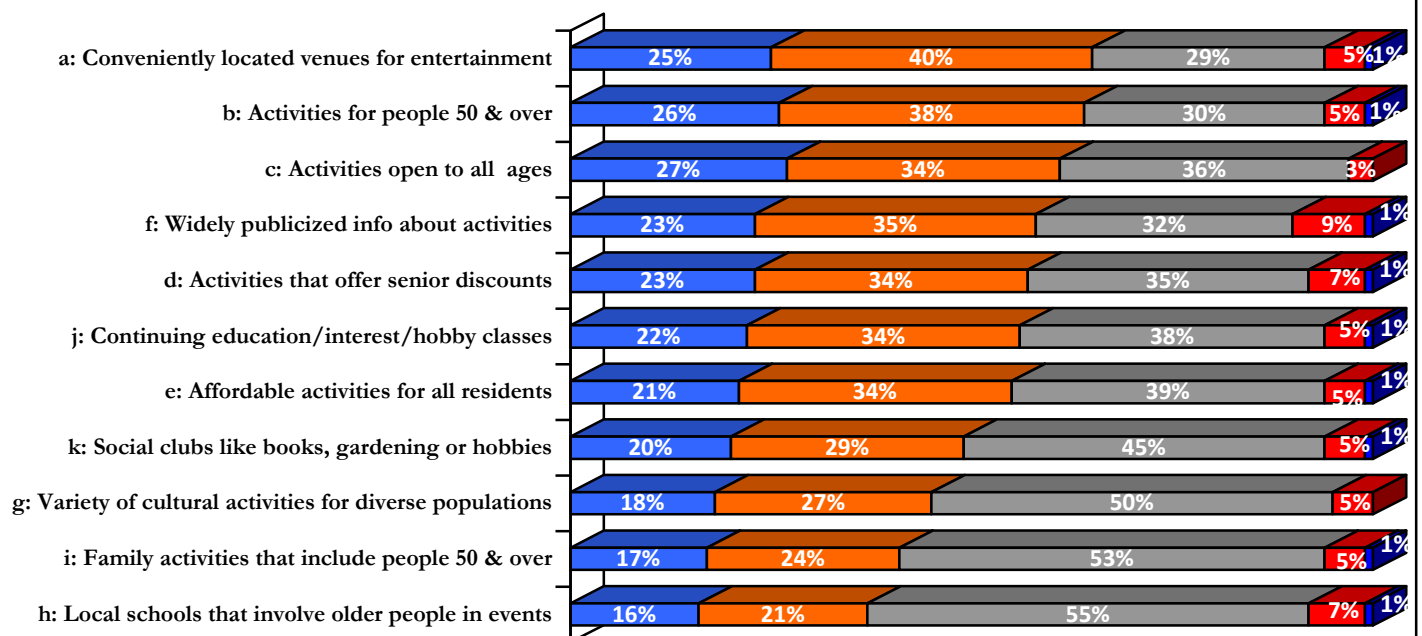
## Satisfaction with social activities

The same ten descriptions of social activities were presented and this time respondents were asked on each if they are very satisfied, somewhat satisfied, neutral, somewhat dissatisfied, or very dissatisfied. Respondent satisfaction with these social activities, sorted from the highest to lowest percentage, are shown below:

### Social Activities Satisfaction Rating

How satisfied are you with the following in Auburn Hills?

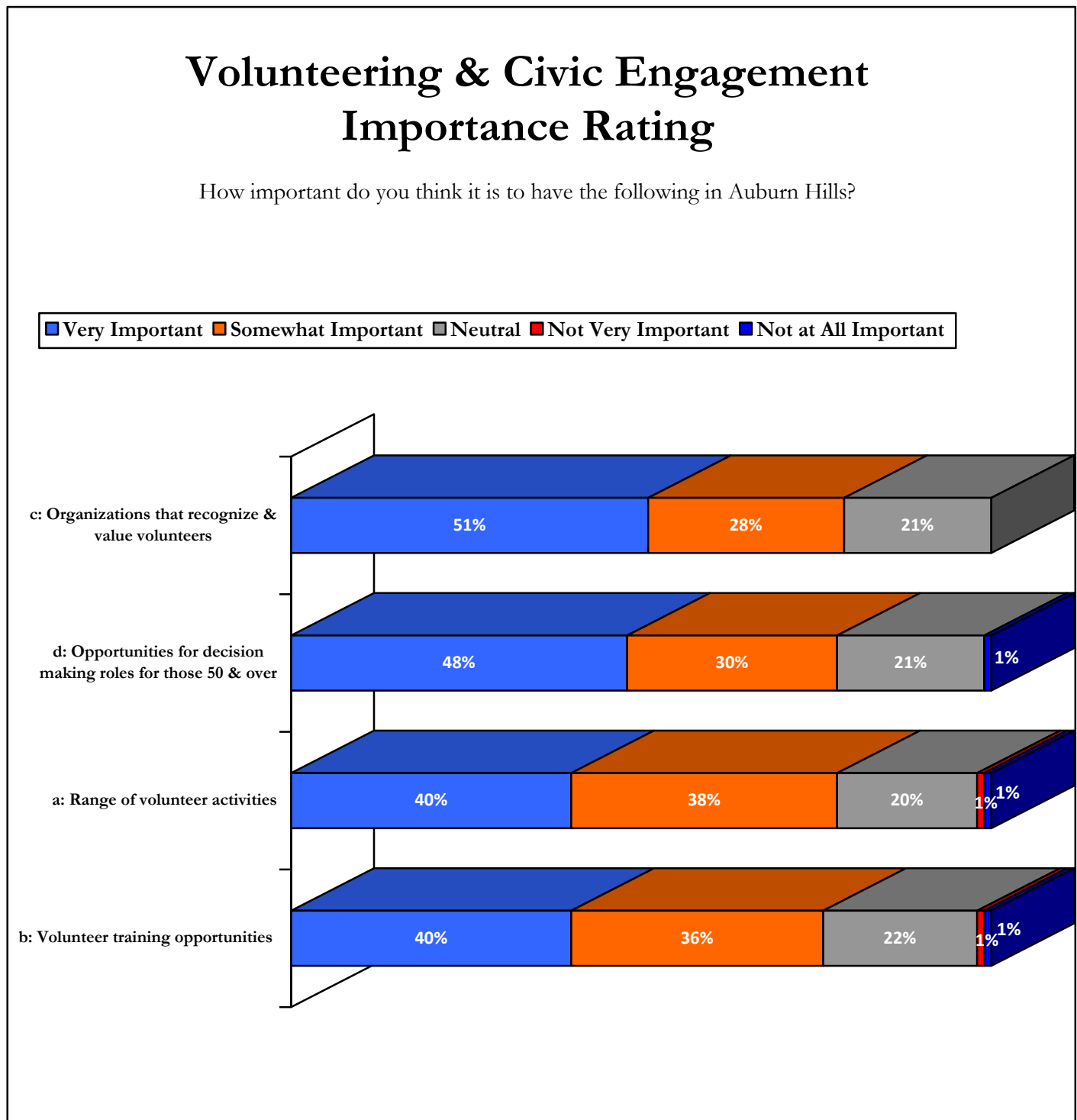
■ Very Satisfied ■ Somewhat Satisfied ■ Neutral ■ Somewhat Dissatisfied ■ Very Dissatisfied



## VOLUNTEERING & CIVIC ENGAGEMENT

### How important are volunteering and civic engagement activities

Four volunteering and civic engagement activities were presented and respondents were asked on each if it was very important, somewhat important, if they had a neutral view, if it was not very important or not at all important. The most to least important volunteering and civic engagement activities are shown below:



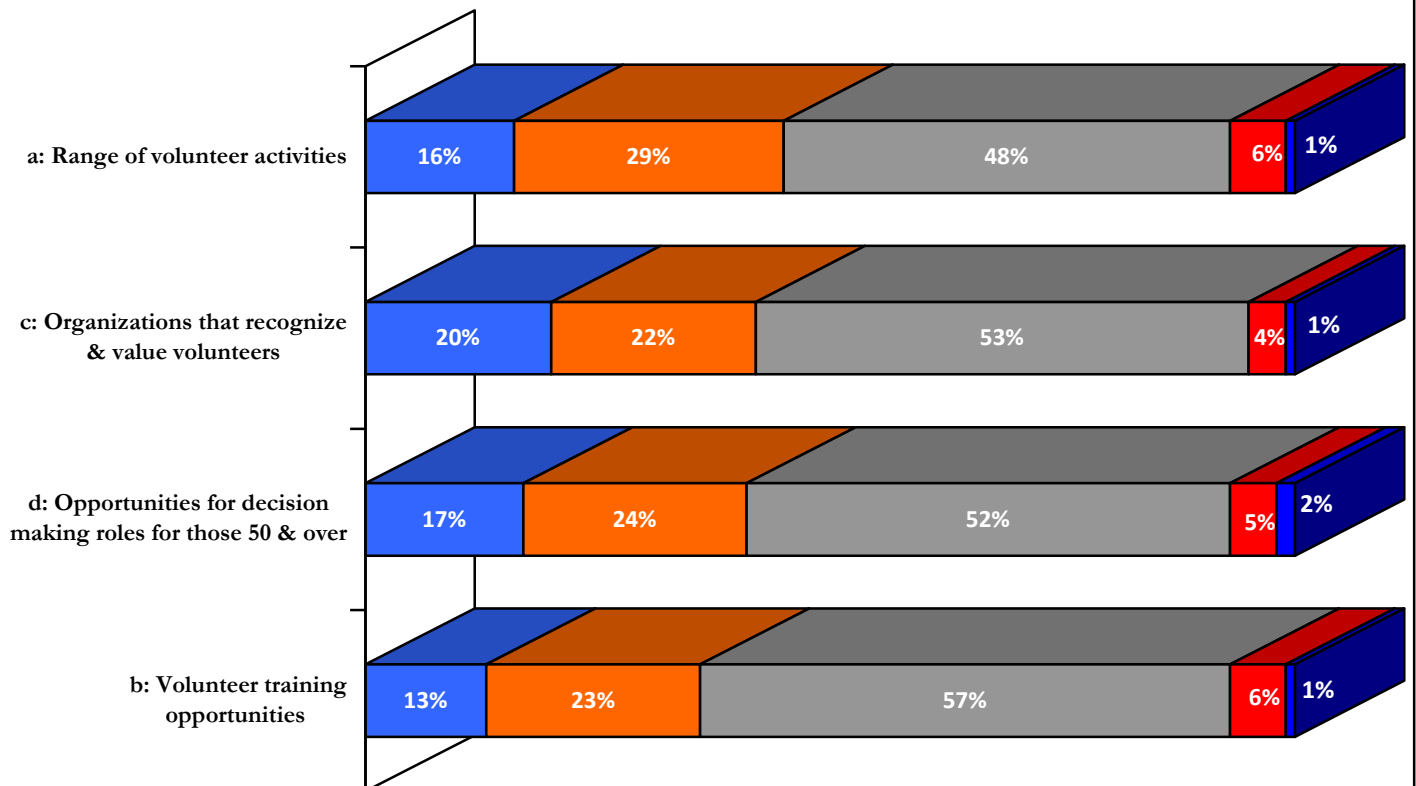
## Satisfaction with volunteering and civic engagement activities

The same four volunteering and civic engagement activities were presented and respondents were asked on each if they are very satisfied, somewhat satisfied, neutral, somewhat dissatisfied or very dissatisfied with each volunteering and civic engagement activity. The highest to lowest satisfaction for each volunteering or civic engagement activity is shown below:

### Volunteering & Civic Engagement Satisfaction Rating

How satisfied are you with the following in Auburn Hills?

■ Very Satisfied ■ Somewhat Satisfied ■ Neutral ■ Somewhat Dissatisfied ■ Very Dissatisfied



## JOB OPPORTUNITIES

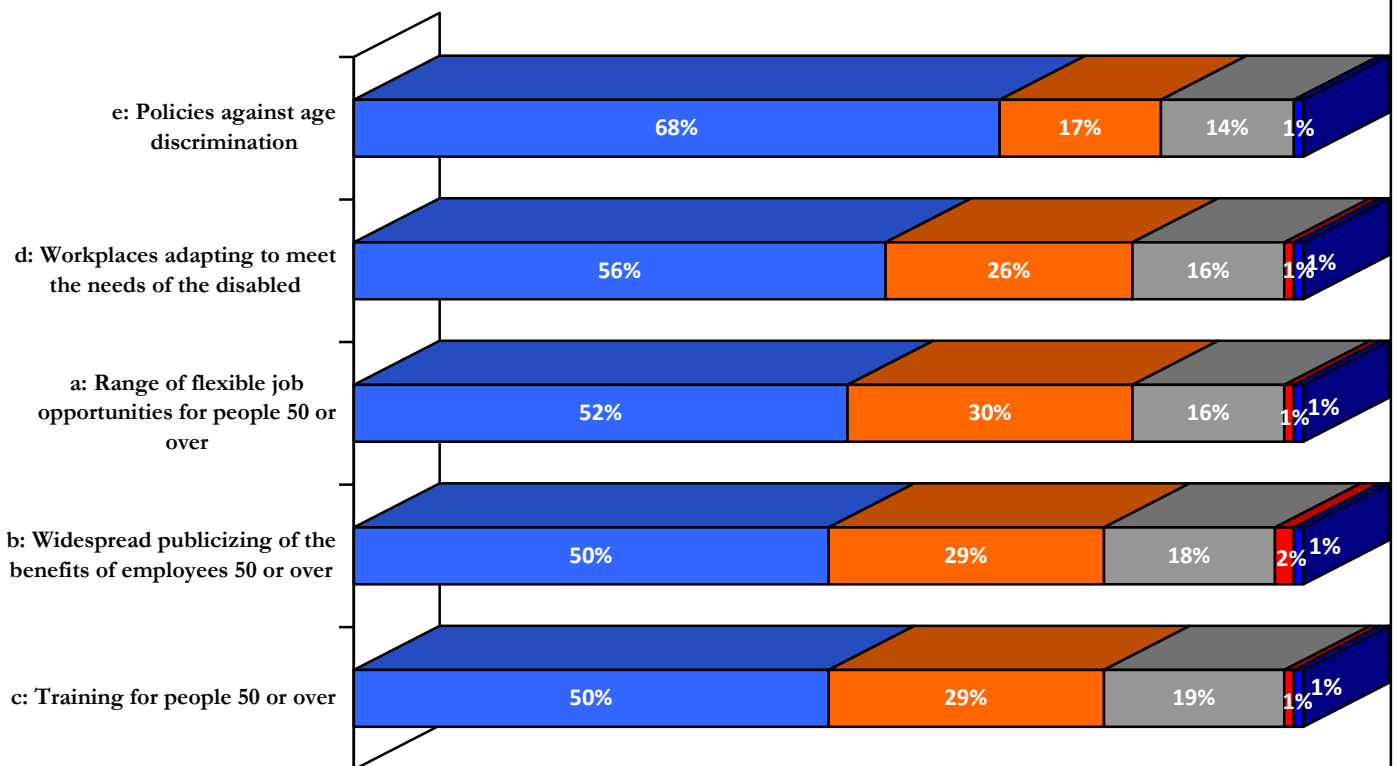
### Importance of certain employment opportunities, services and attributes

Five employment opportunities, services and attributes were described and respondents were asked on each if it was very important, somewhat important, if they had a neutral view, if it was not very important or not at all important. The most to least important employment features are shown below:

## Job Opportunities Importance Rating

How important do you think it is to have the following in Auburn Hills?

■ Very Important ■ Somewhat Important ■ Neutral ■ Not Very Important ■ Not at All Important



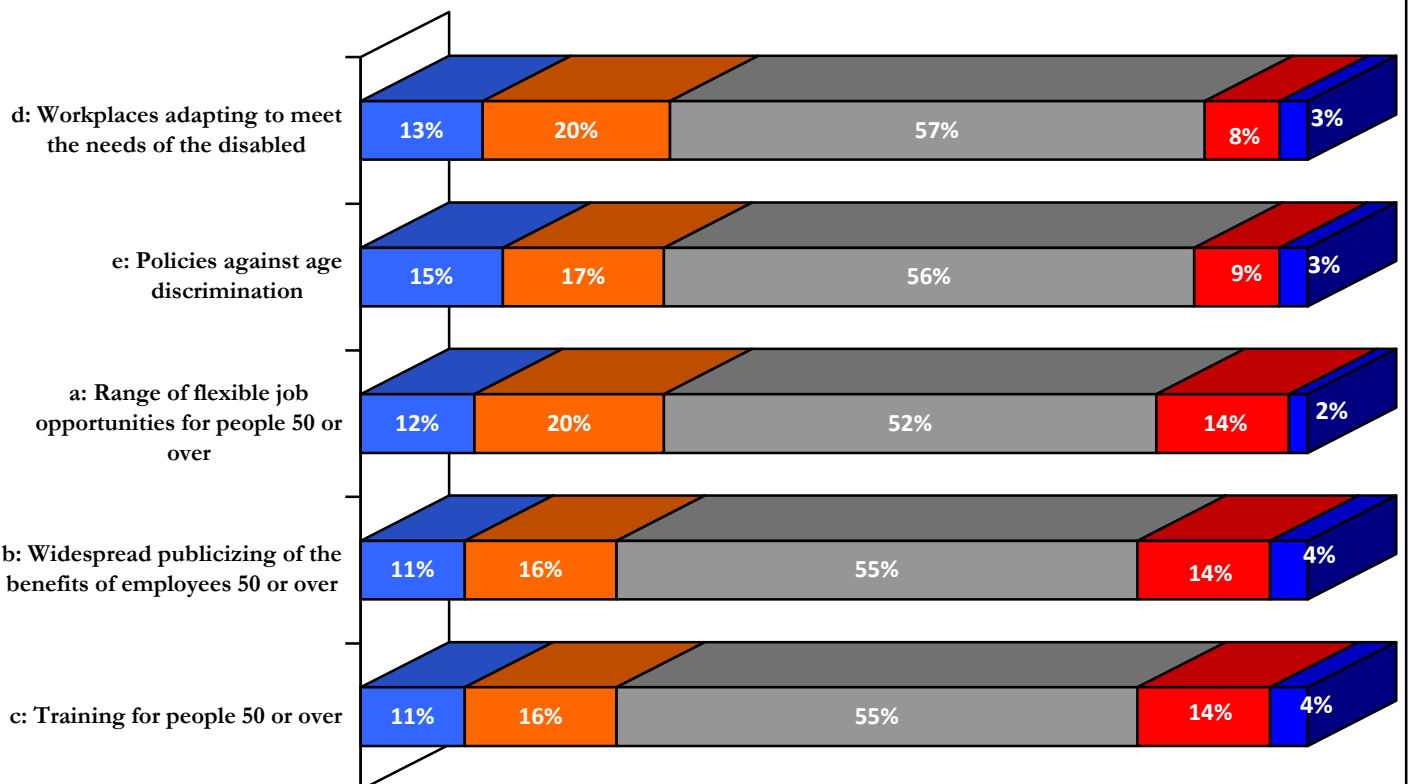
## Satisfaction with employment opportunities, services and attributes

Respondents were asked on the same five employment opportunities, services and attributes, if they are very satisfied, somewhat satisfied, neutral, somewhat dissatisfied or very dissatisfied. The highest to lowest percentages of satisfaction are shown below:

### Job Opportunities Satisfaction Rating

How satisfied are you with the following in Auburn Hills?

■ Very Satisfied ■ Somewhat Satisfied ■ Neutral ■ Somewhat Dissatisfied ■ Very Dissatisfied



## COMMUNITY INFORMATION

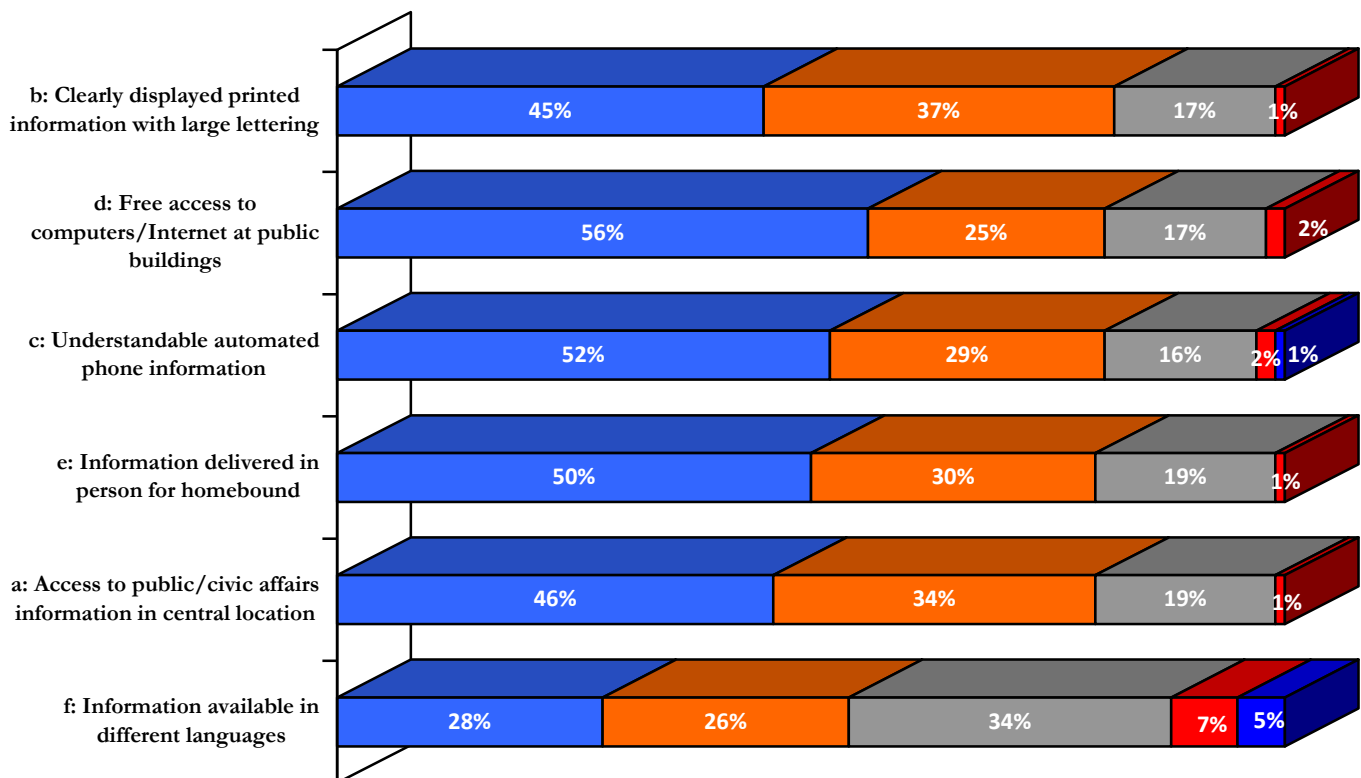
### Importance of communication and information

Six descriptions of communication and information features were presented and respondents asked on each if it was very important, somewhat important, if they had a neutral view, if it was not very important or not at all important. The most to least important communication and information features were:

## Communication & Information Importance Rating

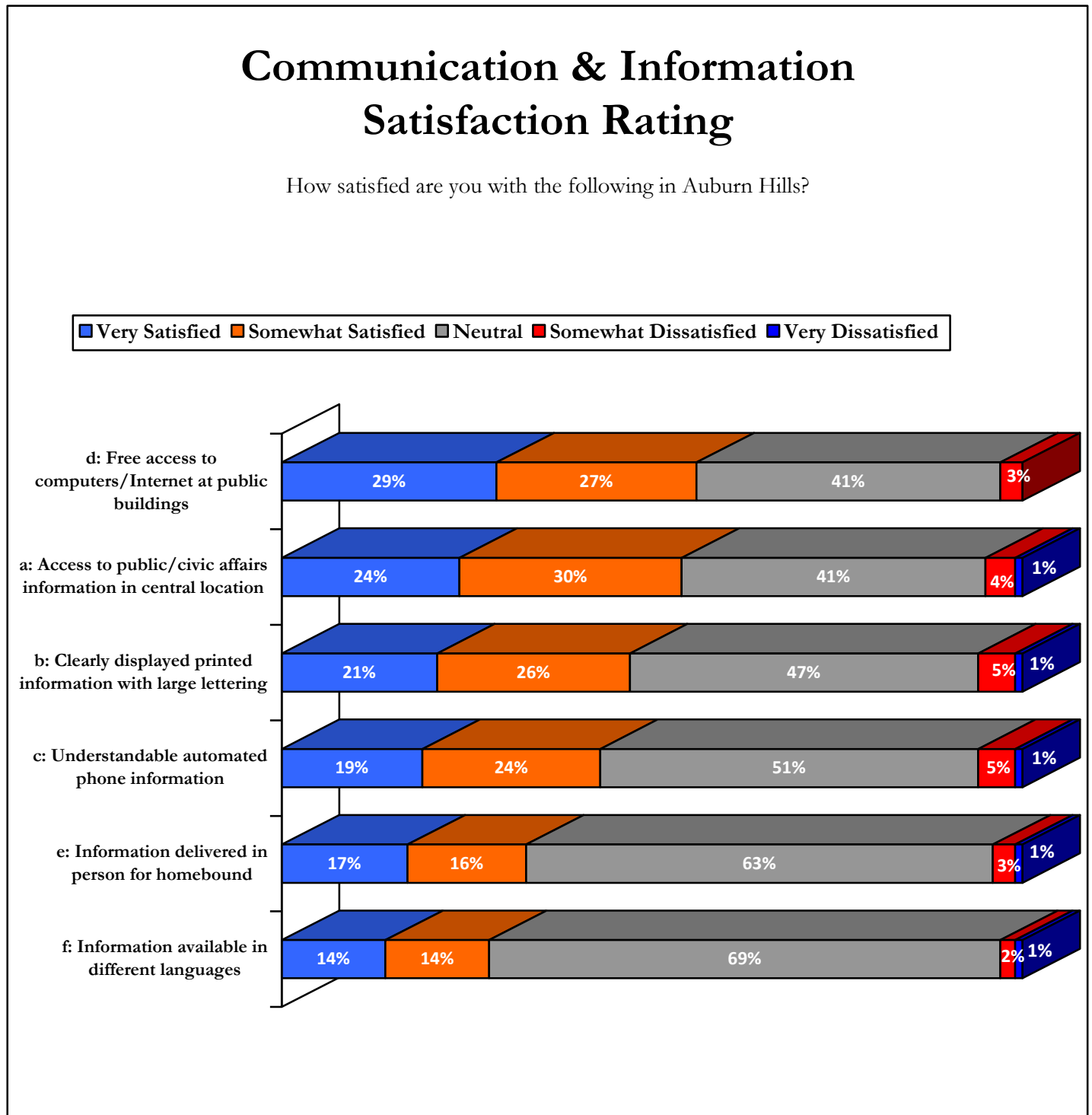
How important do you think it is to have the following in Auburn Hills?

■ Very Important ■ Somewhat Important ■ Neutral ■ Not Very Important ■ Not at All Important



## Satisfaction with communication and information features

The same six communication and information features were described and respondents asked on each one if they were very satisfied, somewhat satisfied, neutral, somewhat dissatisfied or very dissatisfied. The highest to lowest levels of satisfaction were:

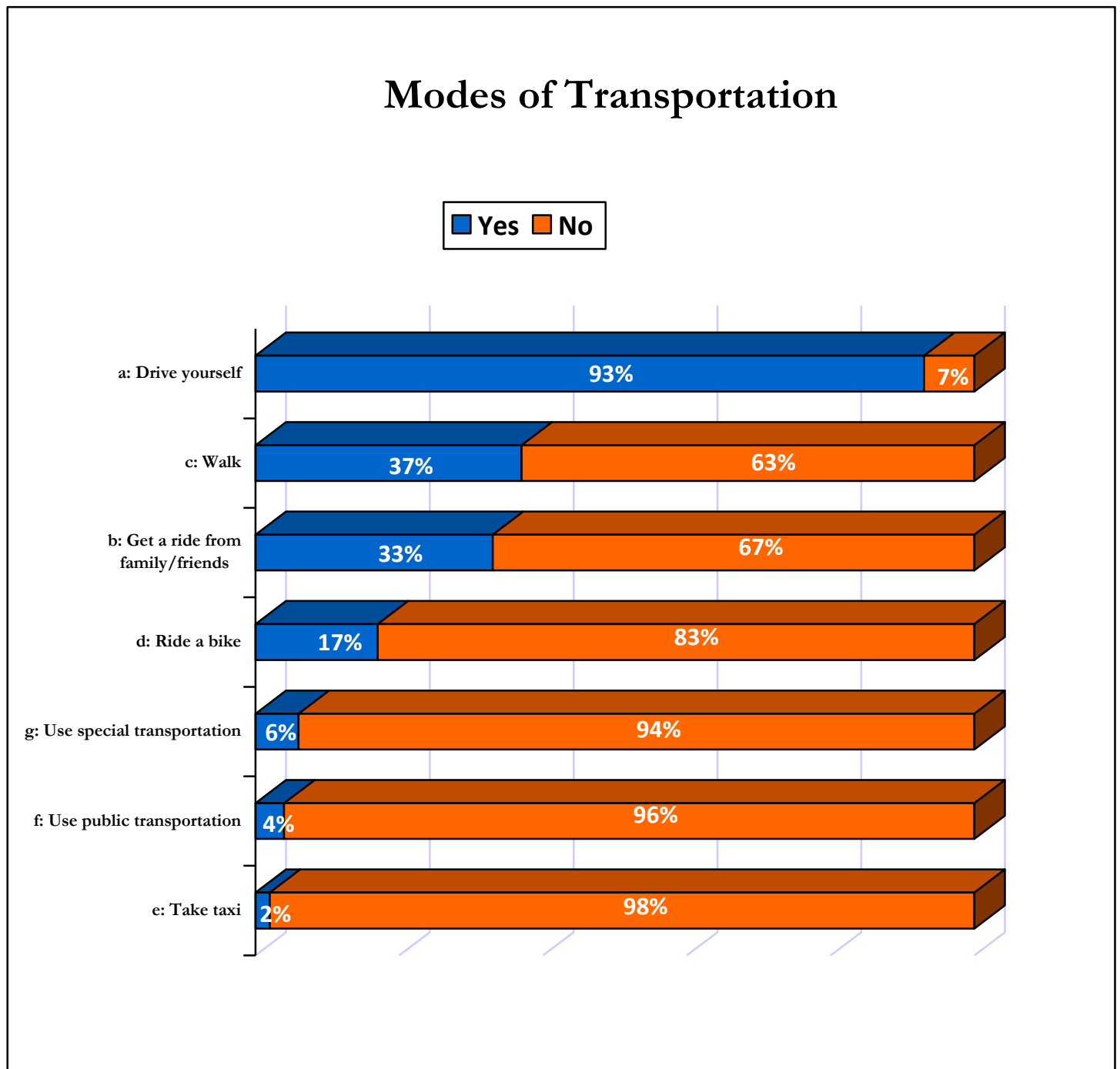




## COMMUNITY STREETS & TRANSPORTATION

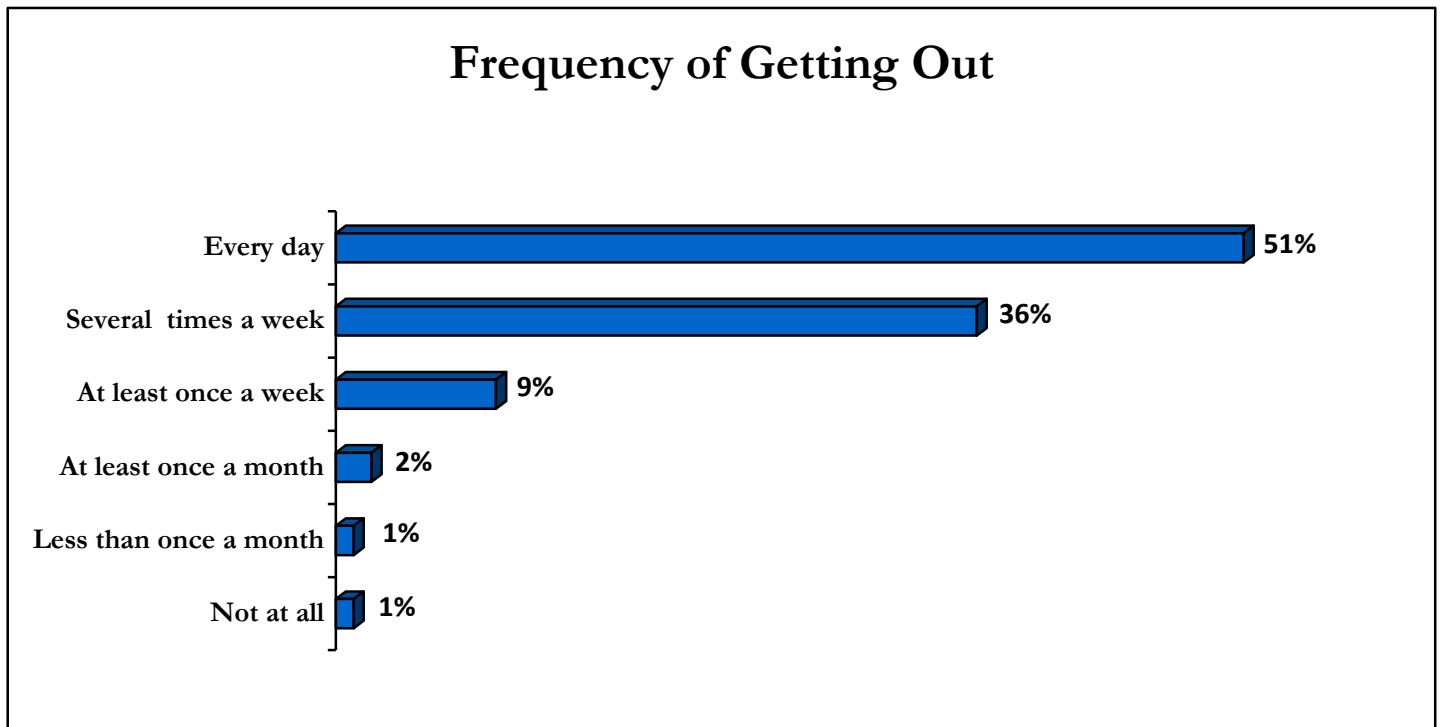
### How Auburn Hills residents get around

Respondents were asked how they get around Auburn Hills and nearby areas to go shopping, visit the doctor, or run errands. Respondents said “yes,” they used the following forms of transportation by the percentages below:



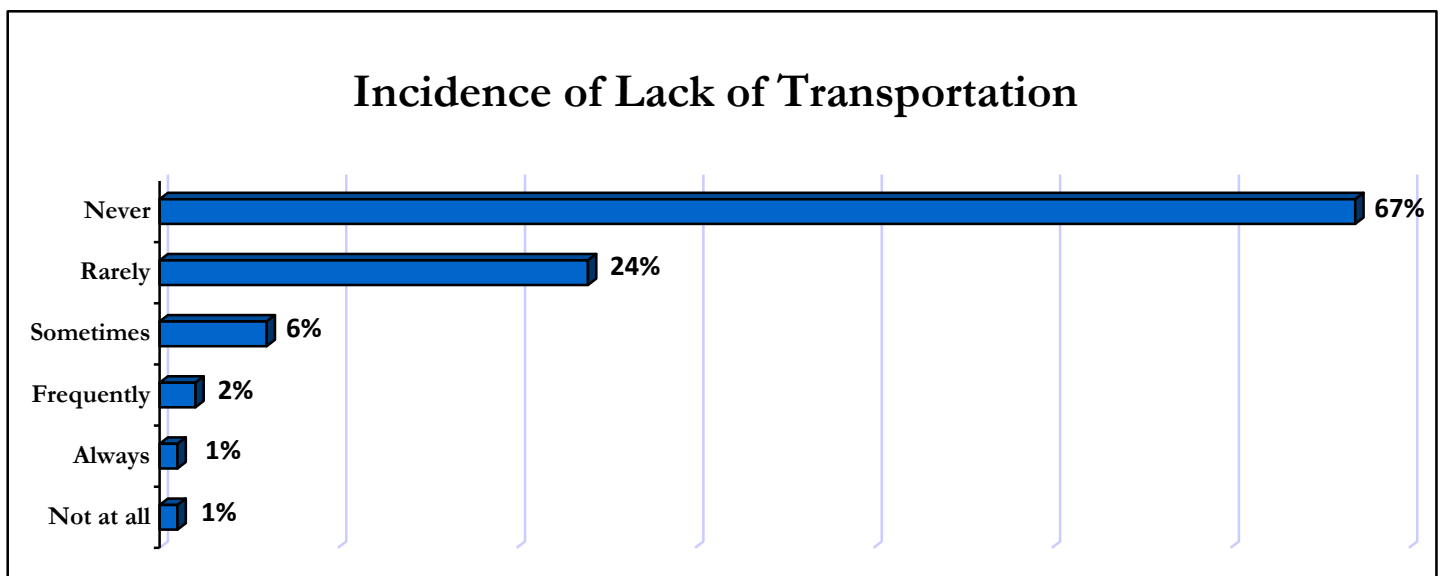
### How often residents get out in the past month

Respondents were asked how often they have gotten out in the past month, to go shopping, visit the doctor, or run errands. The responses were:



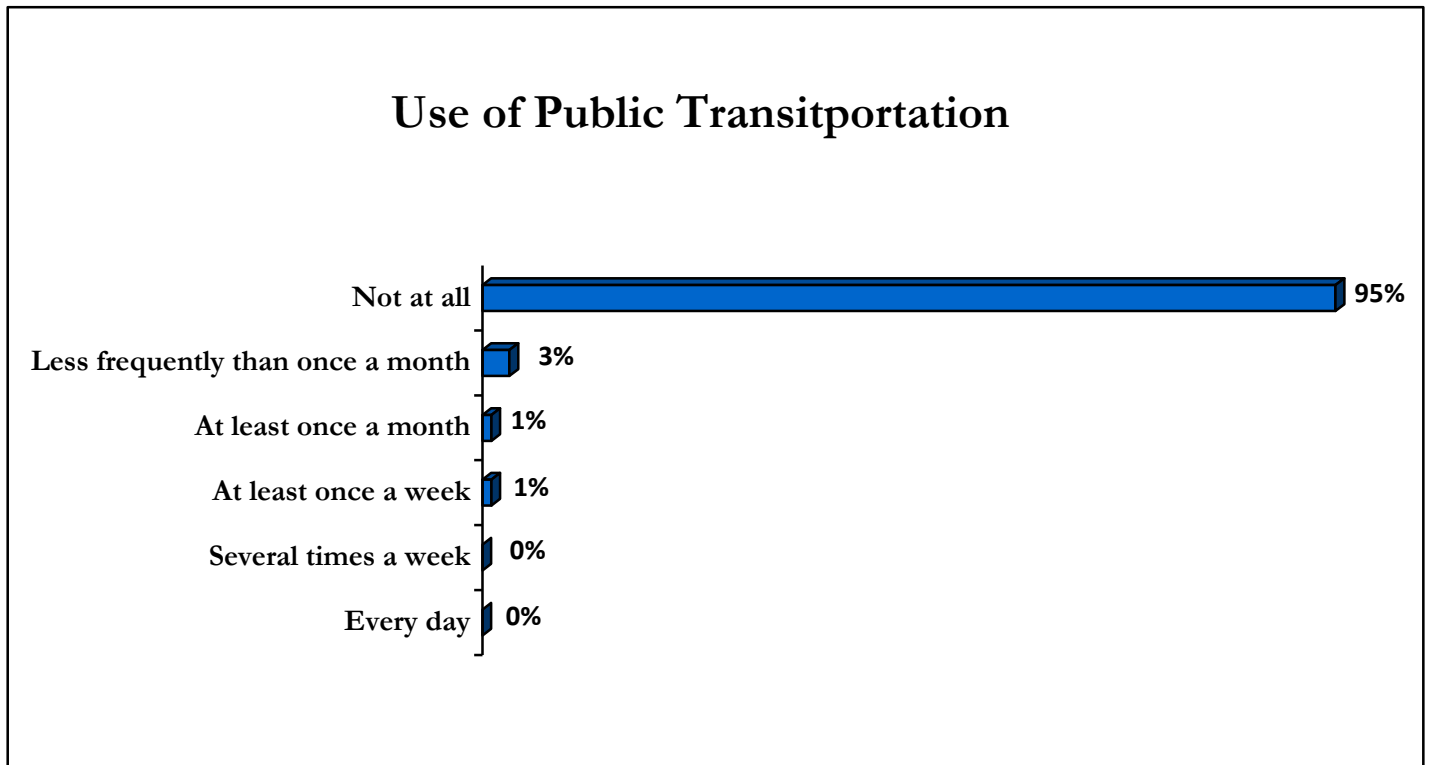
### How often residents miss activities because of lack of transportation

Respondents were asked how often they miss activities because they lack transportation. The responses were:

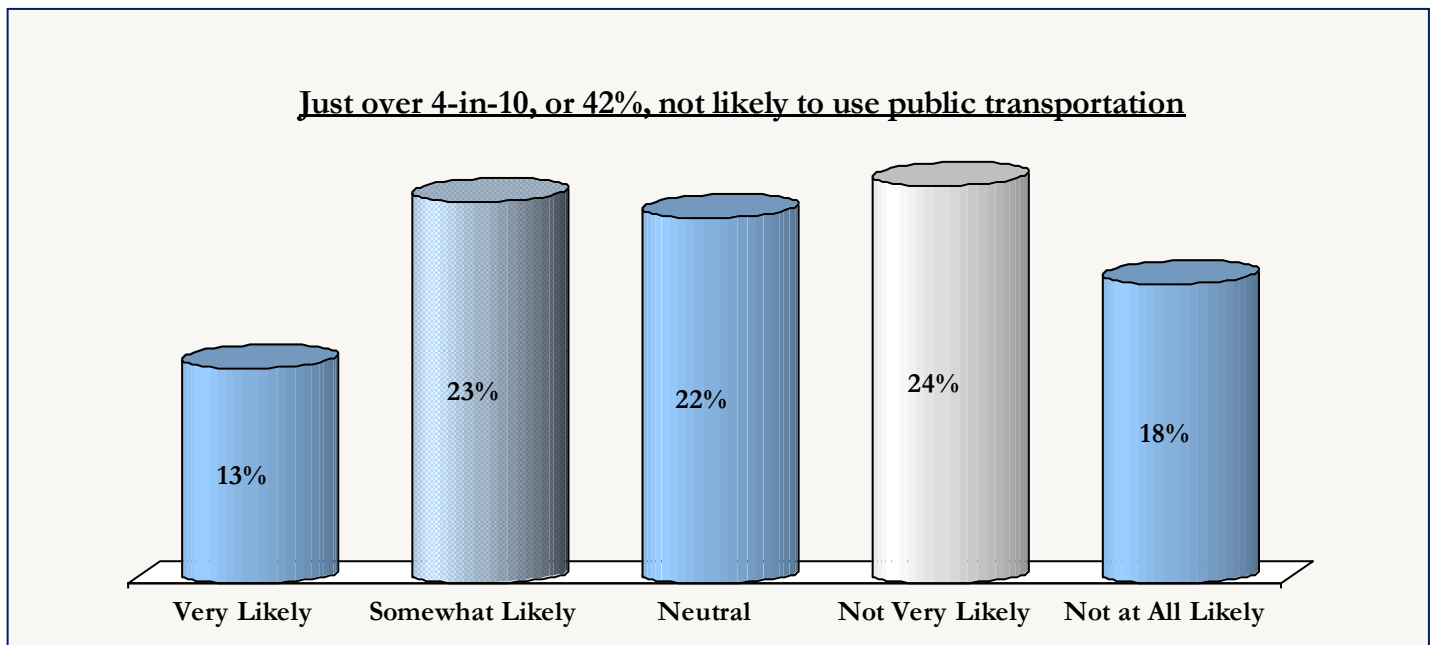


### How often residents use public transportation

Respondents were asked how often they used public transportation in the last six months. The responses were:

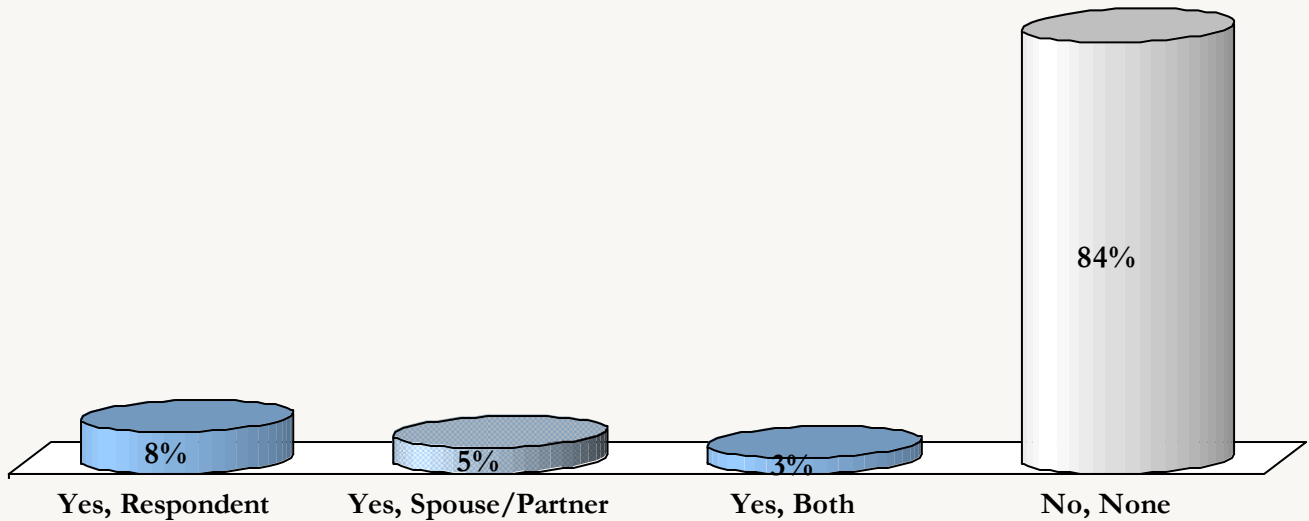


If public transportation services were affordable and easily accessible in Auburn Hills, how likely would you be to use it?



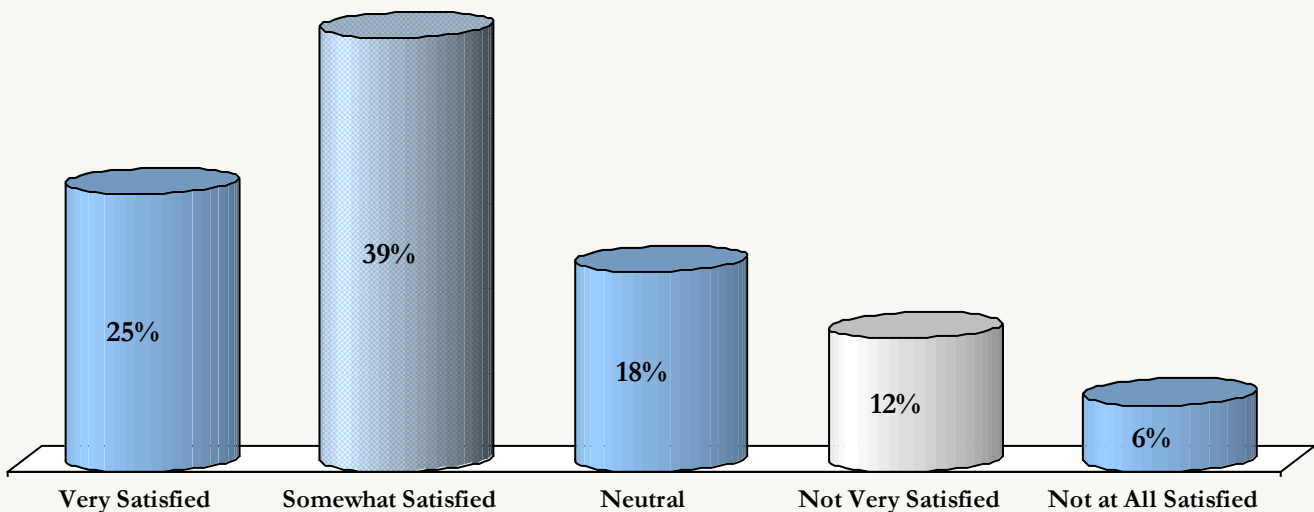
**Do you or your spouse or partner have a medical condition that makes it difficult for you to travel outside of your home?**

16% have a medical condition that makes it difficult to travel outside



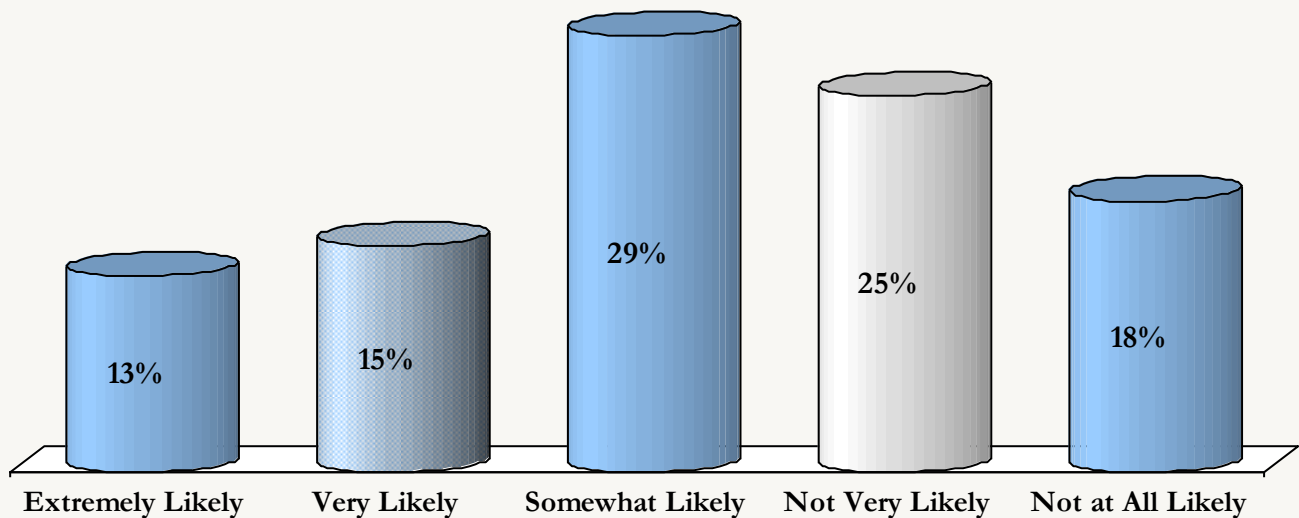
**How satisfied are you with the streets in your community in terms of their safety for pedestrians and bicyclists?**

More than 6-in-10, or 64%, satisfied with safety of streets in Auburn Hills



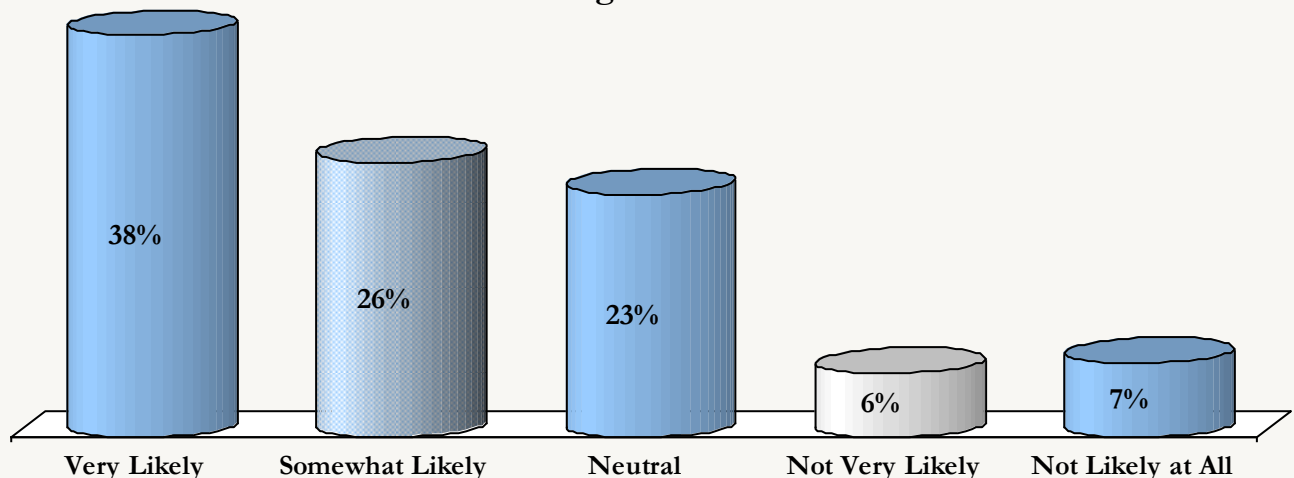
**If the streets in your neighborhood were safe for pedestrians and bicyclists, were well lit, had good traffic signals, and good crosswalks, how likely would you be to walk or ride a bike to get where you need to go instead of driving a car?**

**Solid majority of 57% likely to walk or ride a bike  
if roads in the neighborhood were safe**



**Some cities and states across the country are implementing policies to ensure roads will be designed for all users, not only drivers, but also pedestrians, bicycle riders, and those using public transportation. How likely are you to support such a policy in Auburn Hills?**

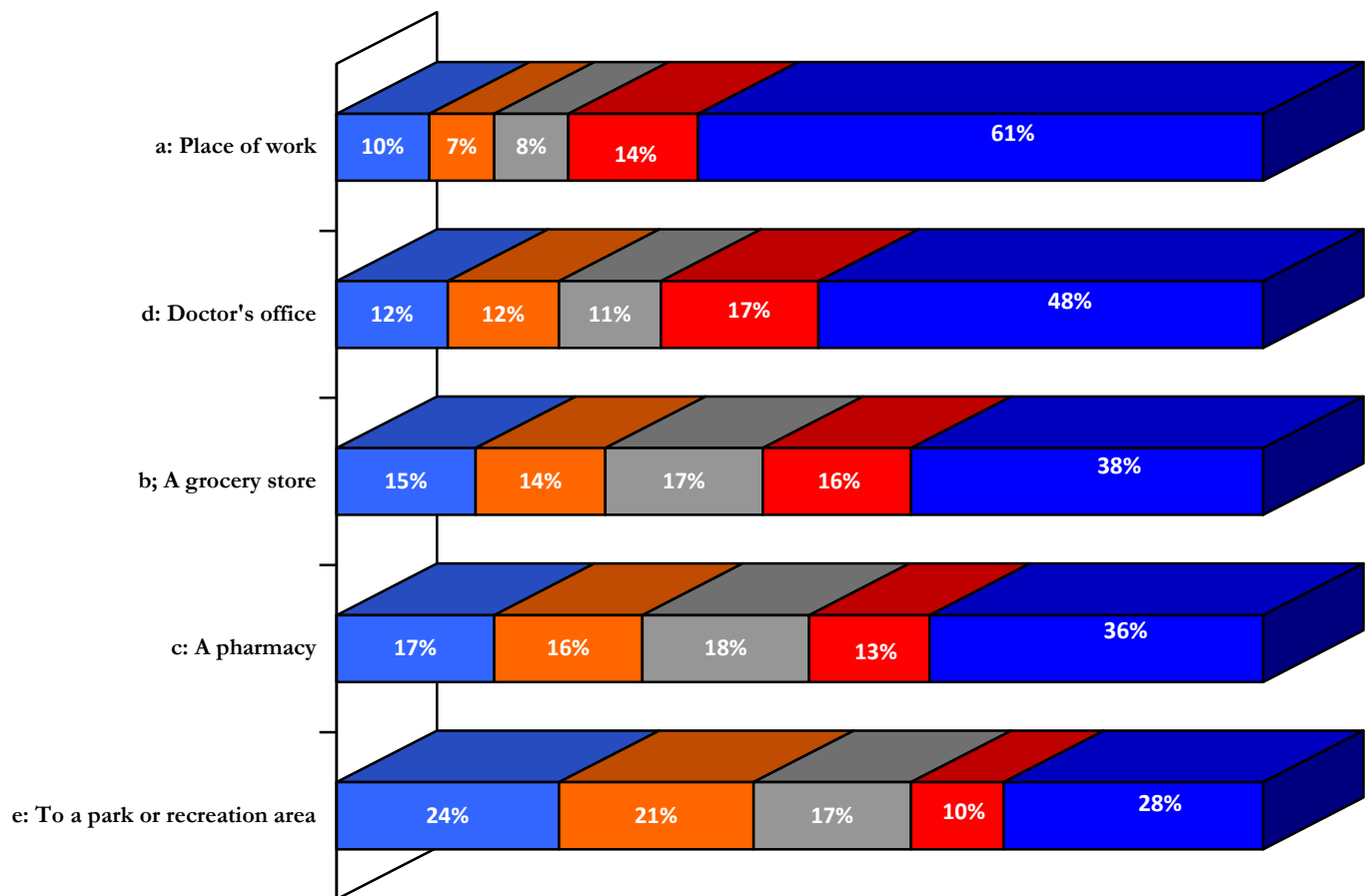
**More than 6-in-10, or 64%, are likely to support policy  
on road design in Auburn Hills**



**If you could safely walk from your home to the following places, how likely would you be to do so?**

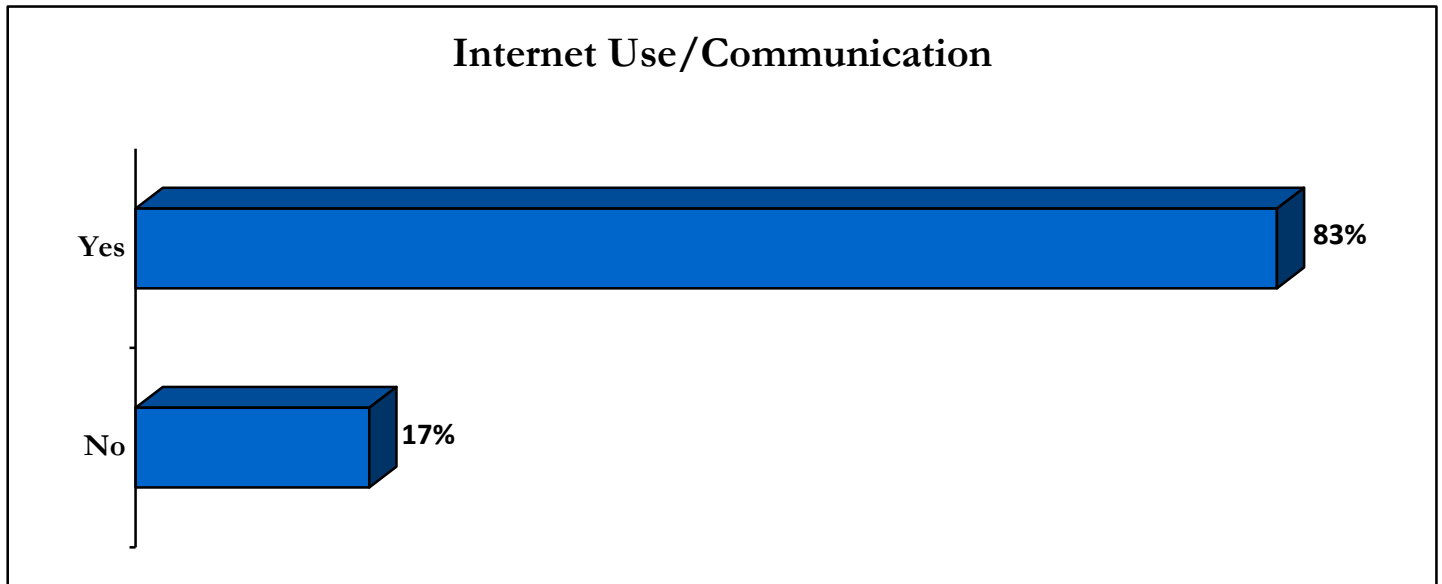
## Walk to a Destination - Likelihood

Extremely Likely Very Likely Somewhat Likely Not Very Likely Not at All Likely

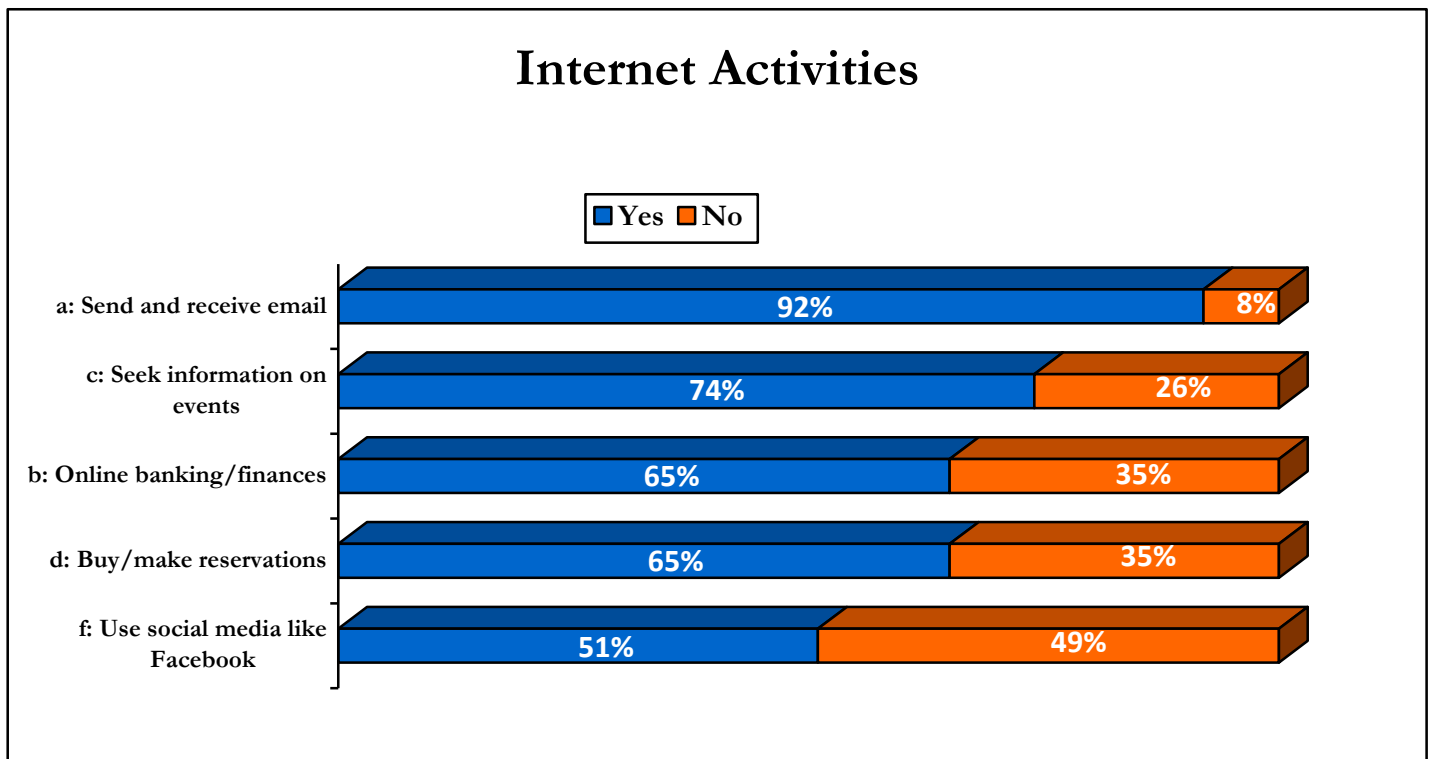


## INTERNET & MEDIA USAGE

In the last 12 months, have you accessed the Internet or sent or received email?



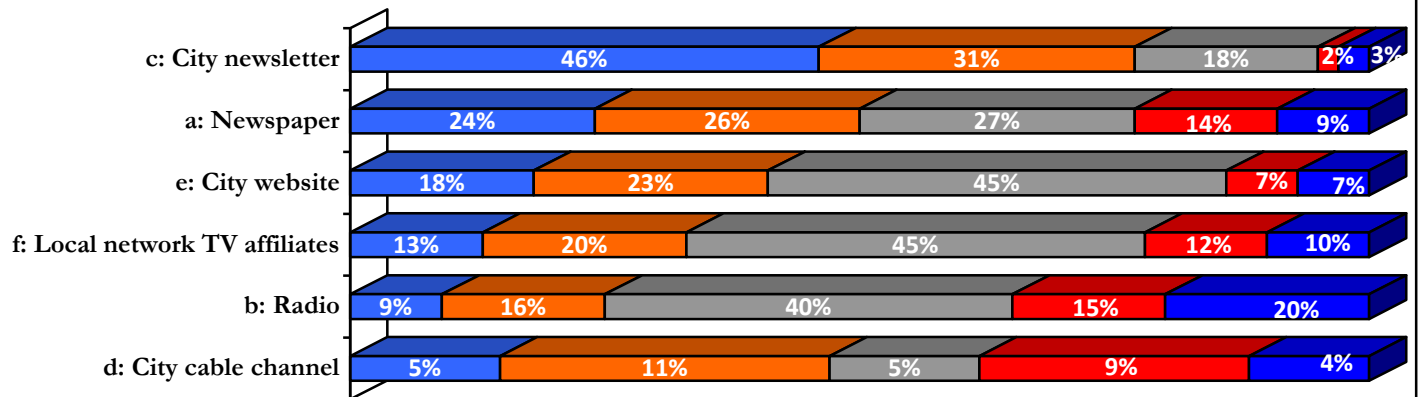
Do you do any of the following activities when you use the Internet?



How helpful do you find each of the following sources of news and information about Auburn Hills?

## Sources of Auburn Hills Info Helpfulness

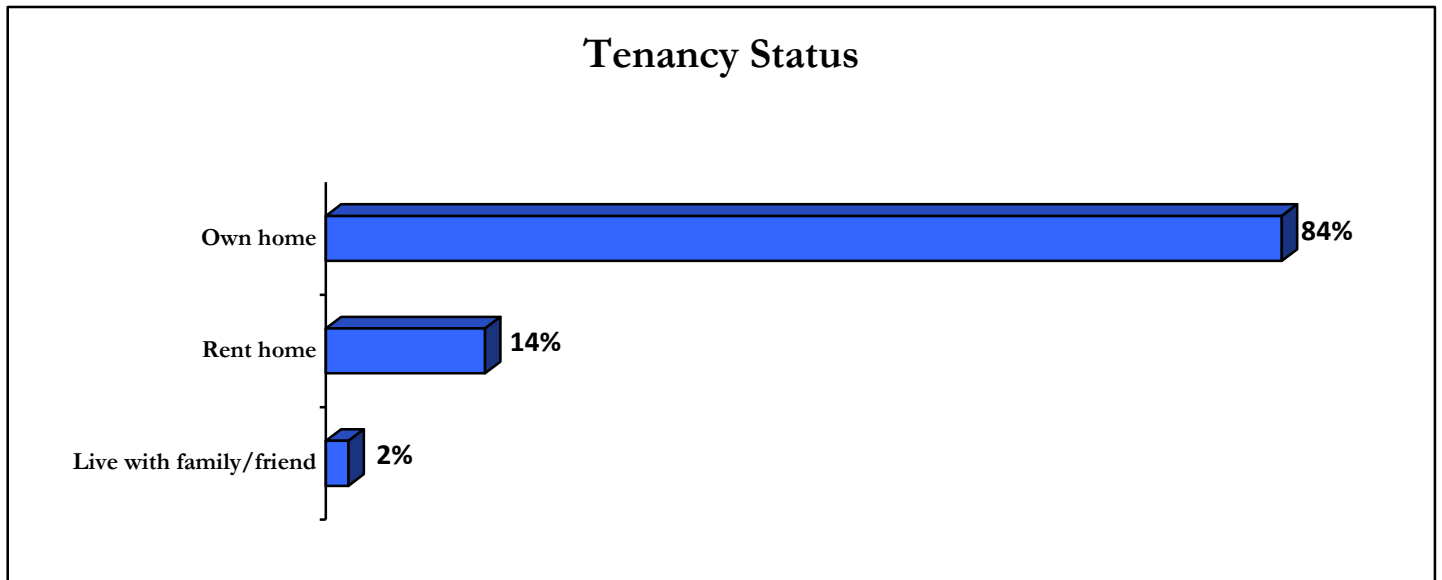
■ Very Helpful 
 ■ Somewhat Helpful 
 ■ Neutral 
 ■ Not Very Helpful 
 ■ Not Helpful at All



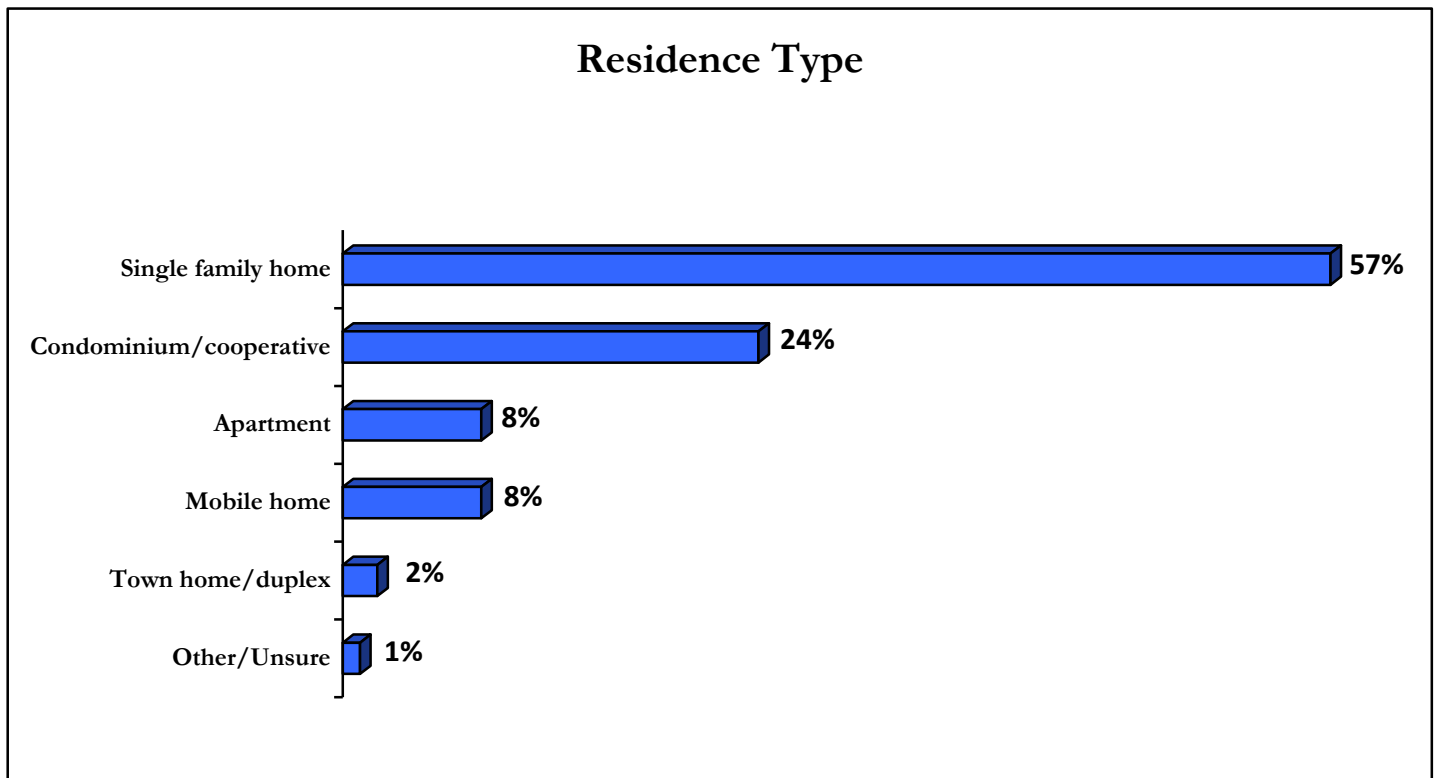


## YOUR RESIDENCE

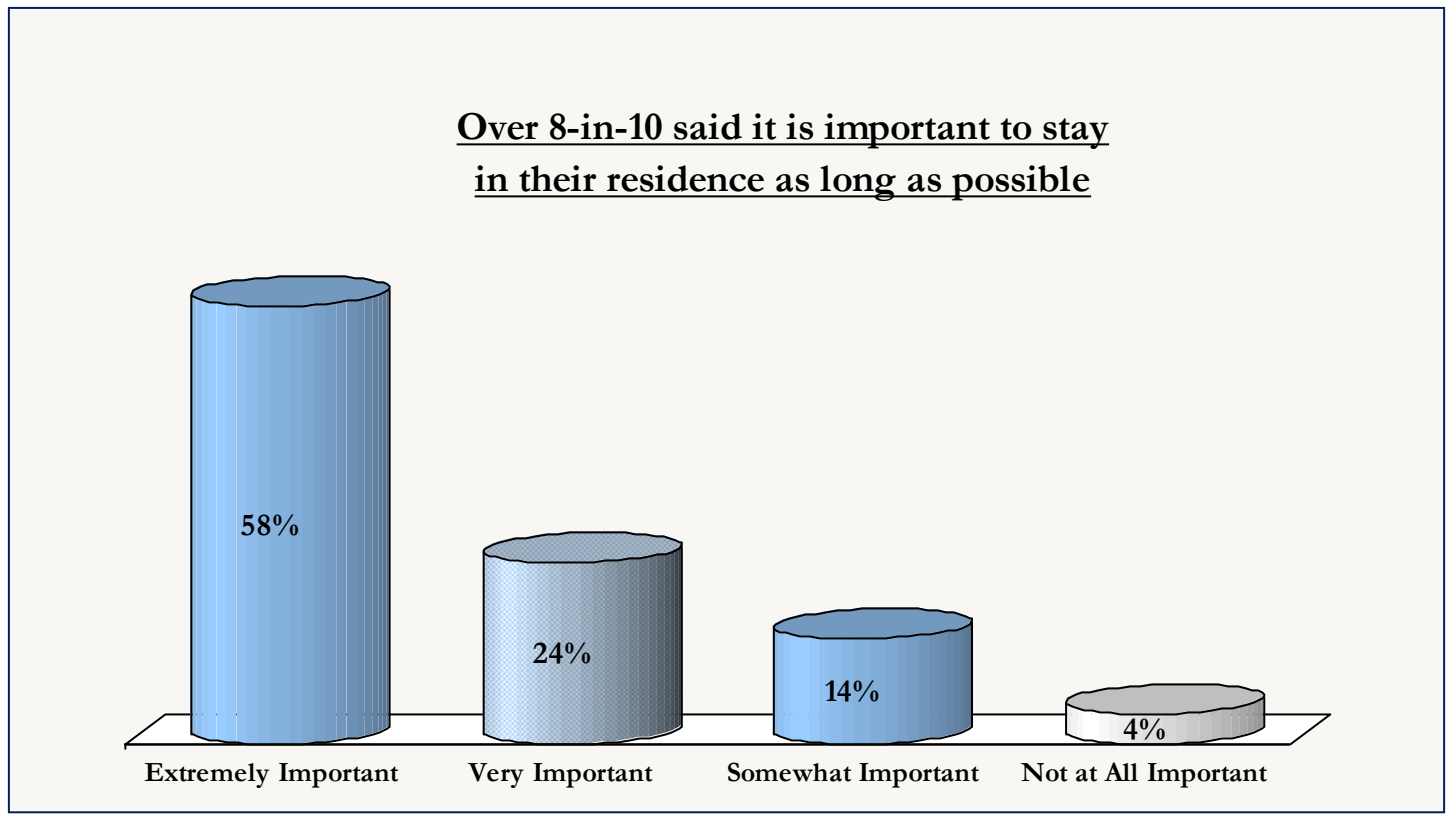
Do residents own or rent their primary residence?



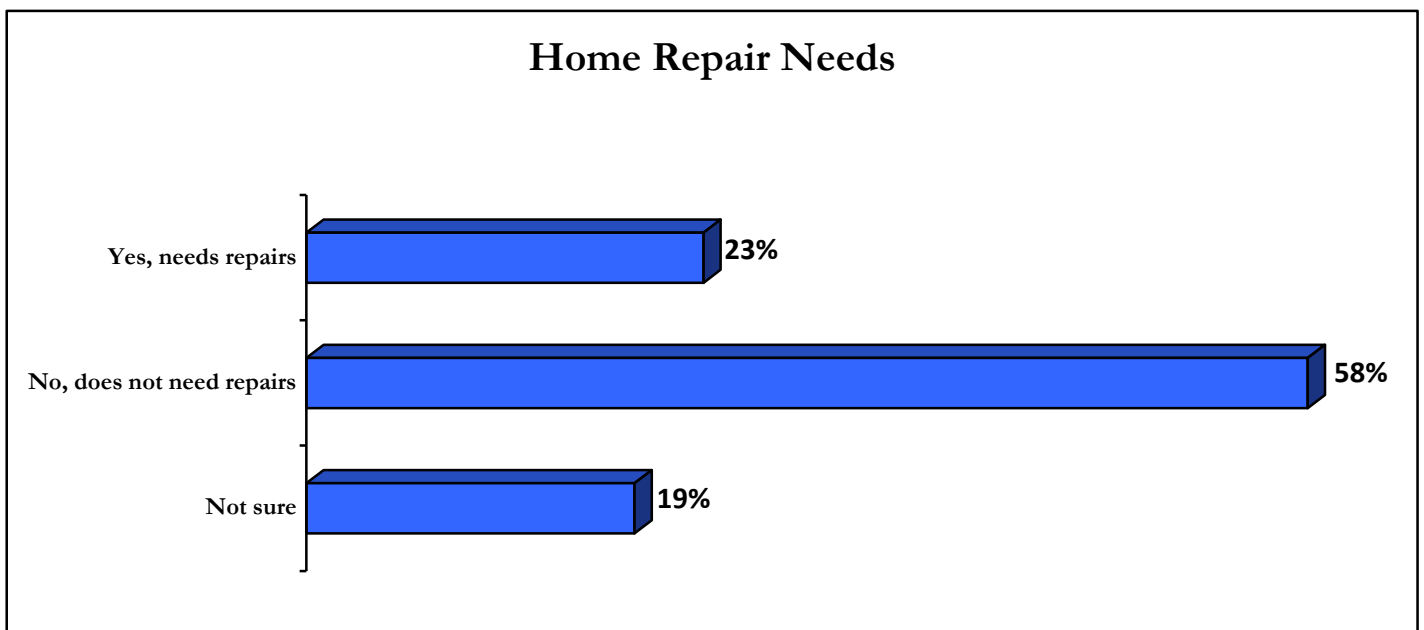
What type of home is the primary residence of respondents?



**How important is it for residents to stay in their current residence for as long as possible?**

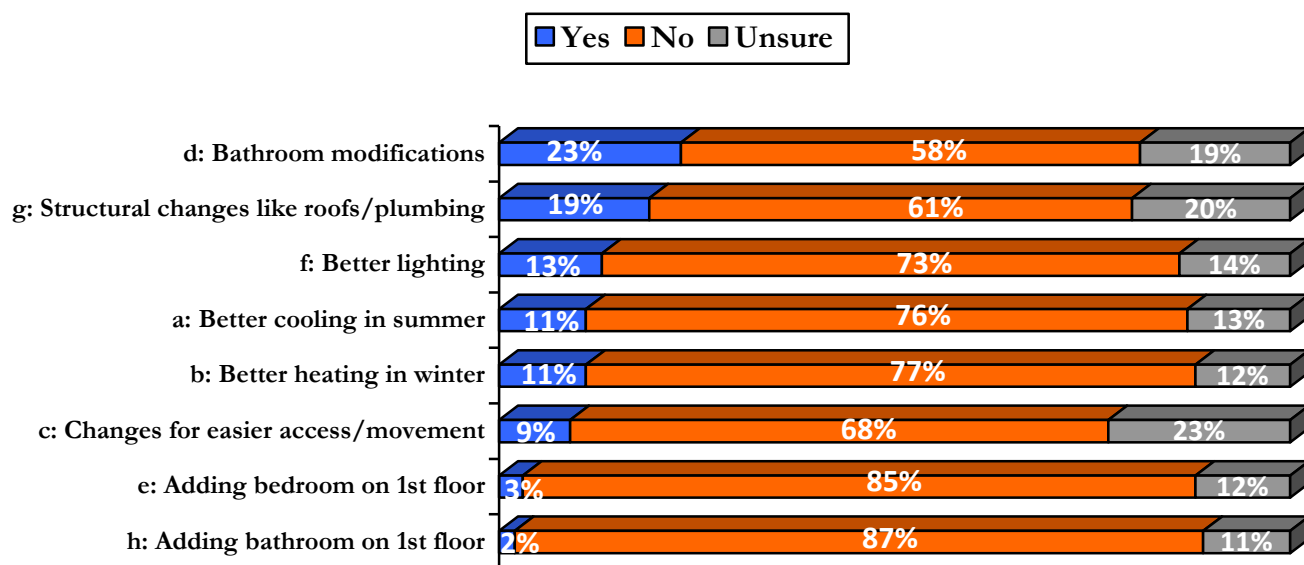


**Does the current residence of respondents need any major repairs, modifications, or changes to enable residents to stay there as they age?**



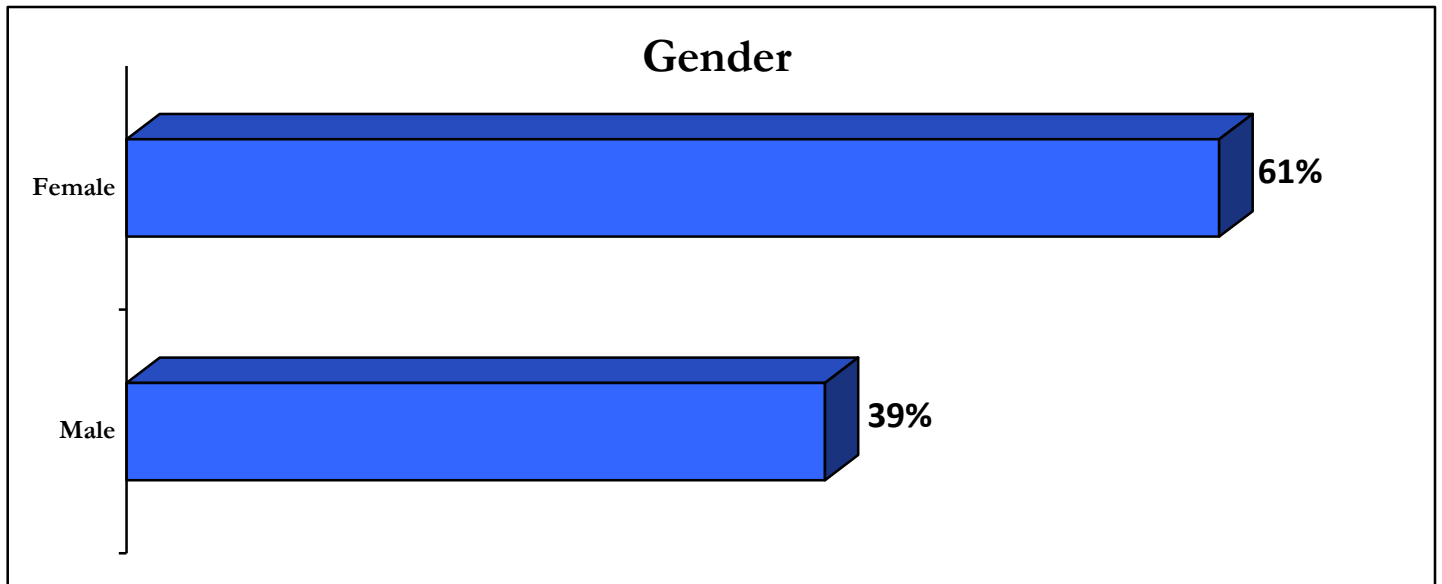
Do respondents plan to make the following types of modifications or improvements to their homes?

## Specific Home Repair Needs



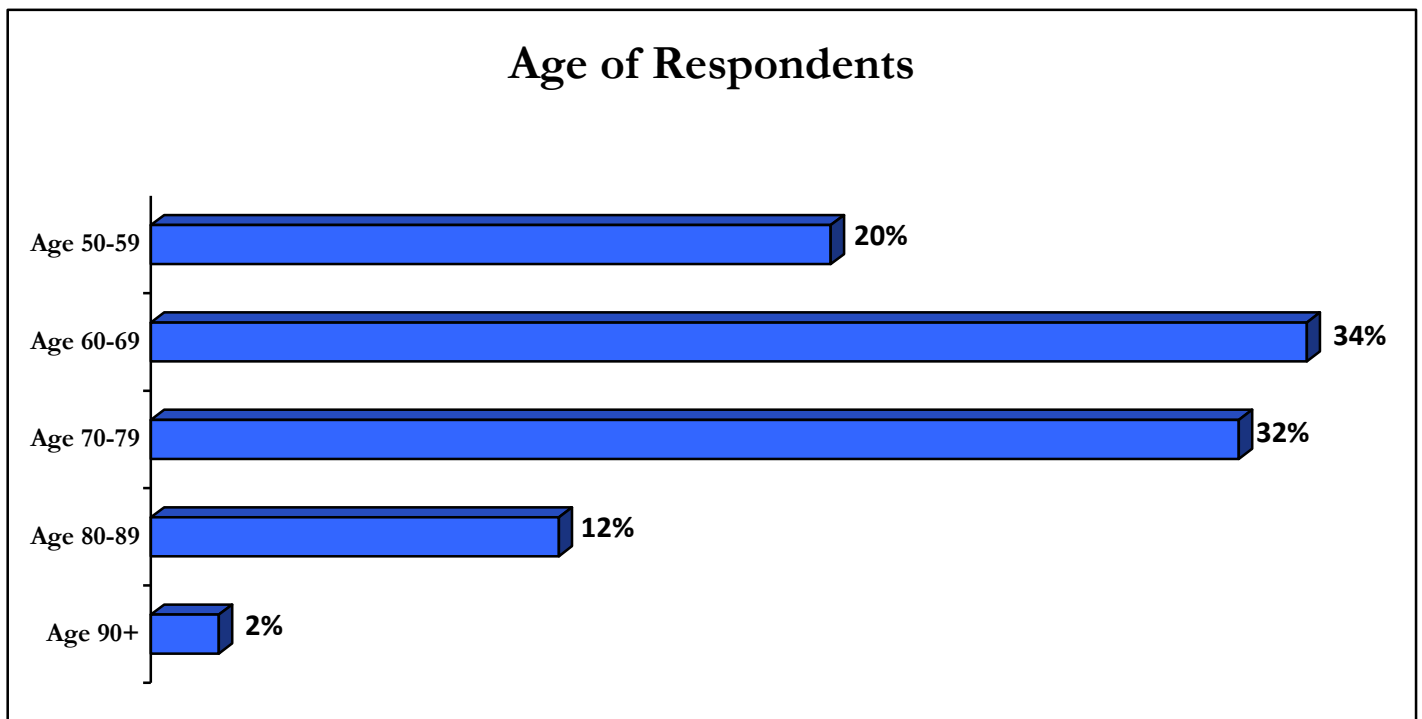
## RESPONDENT DEMOGRAPHICS

Are respondents male or female?

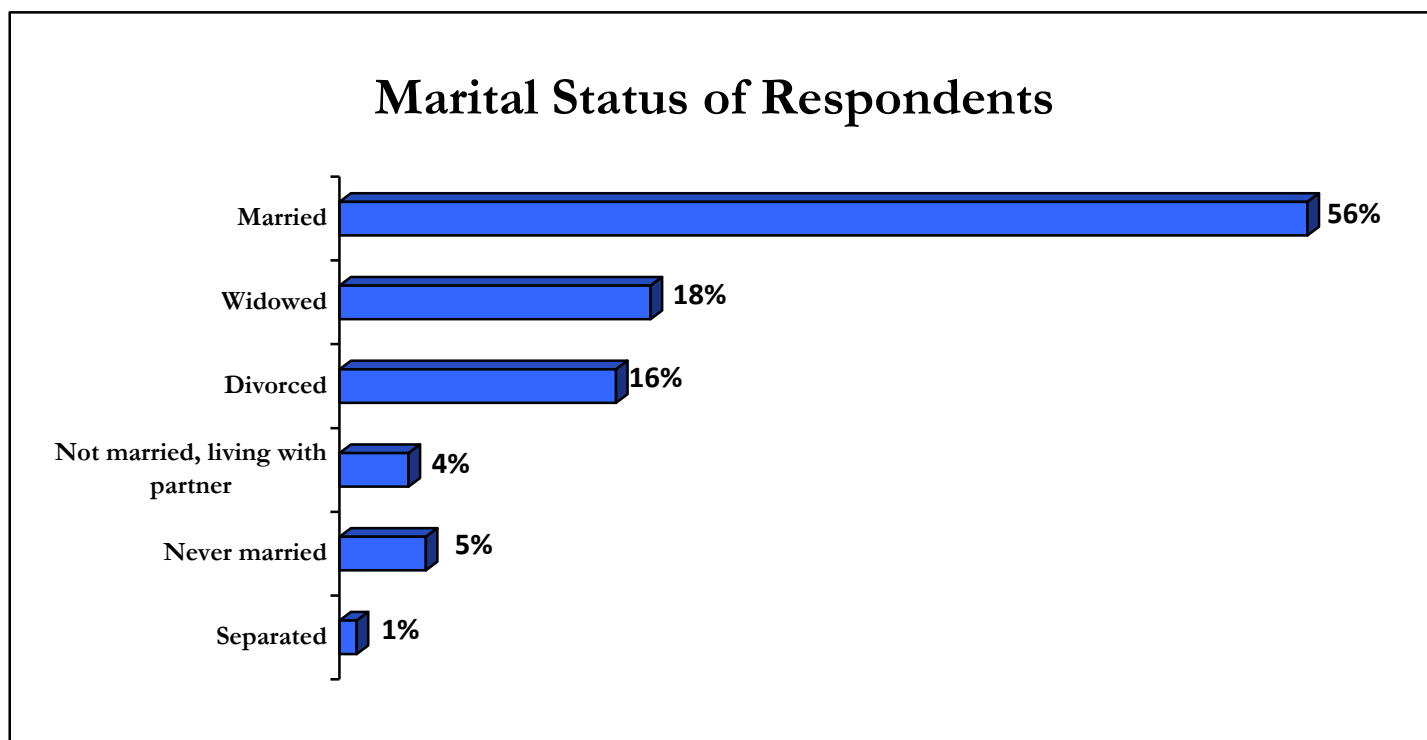


Age of survey respondents

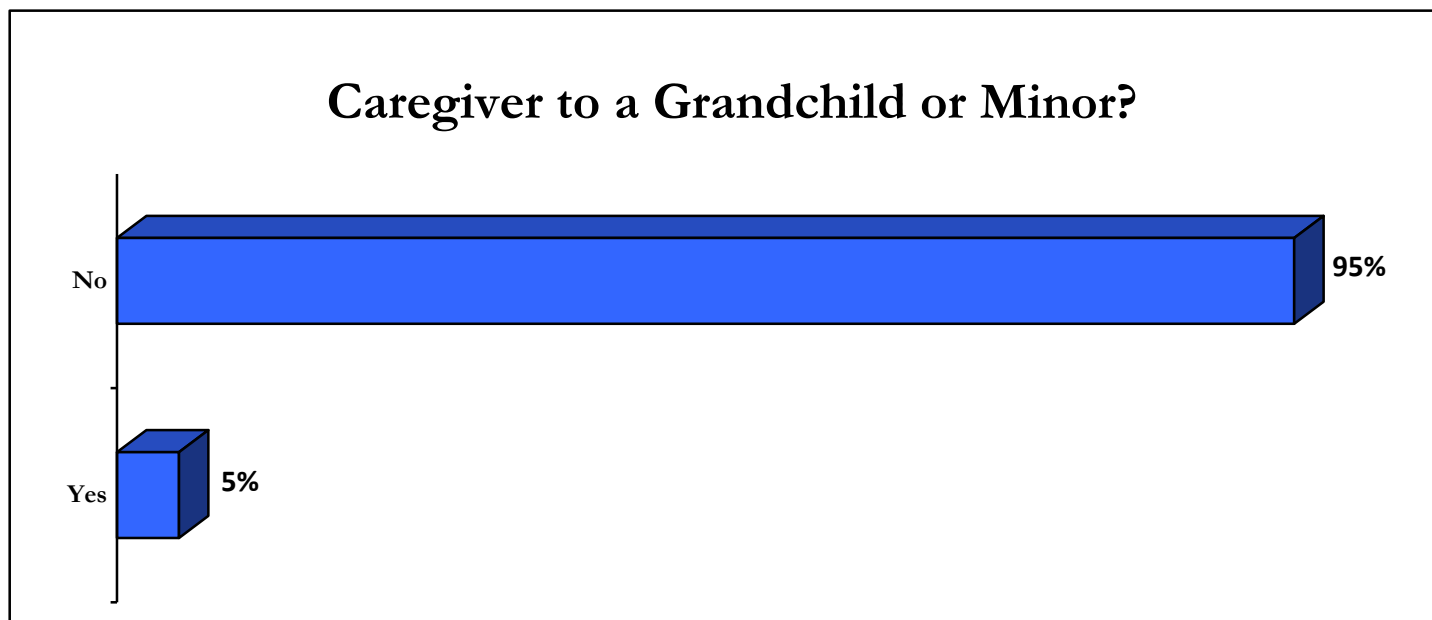
The average age of respondent was 68.6 years



## Marital status of survey respondents

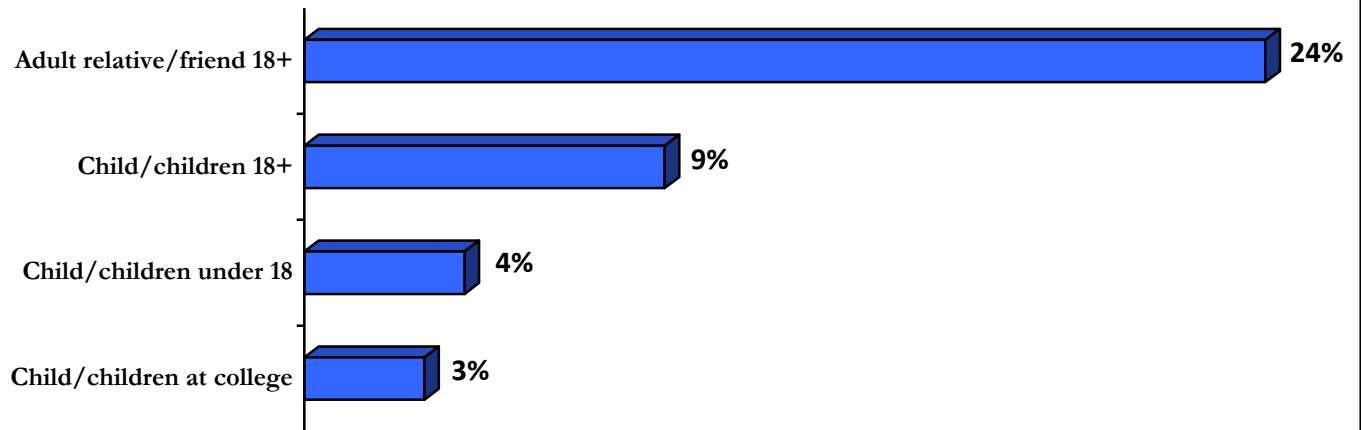


## Are respondents currently the primary caregiver of a grandchild or minor?



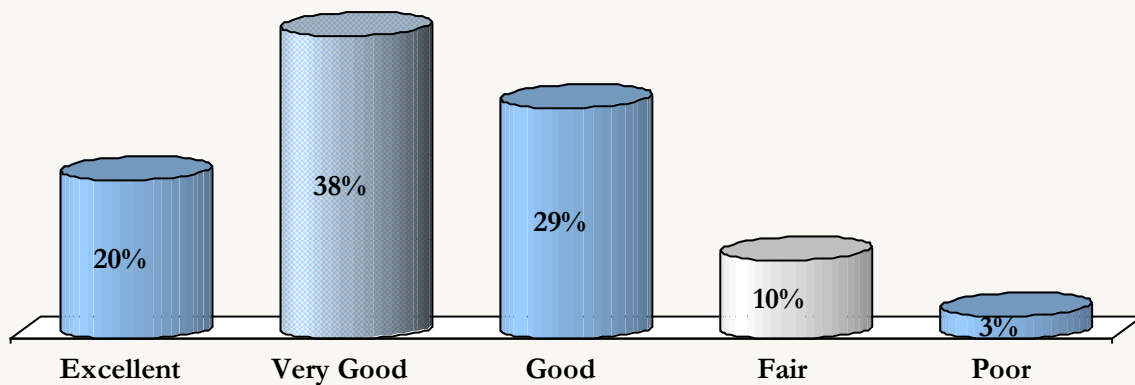
Besides respondent, the following people live in the household

## Household Member Description

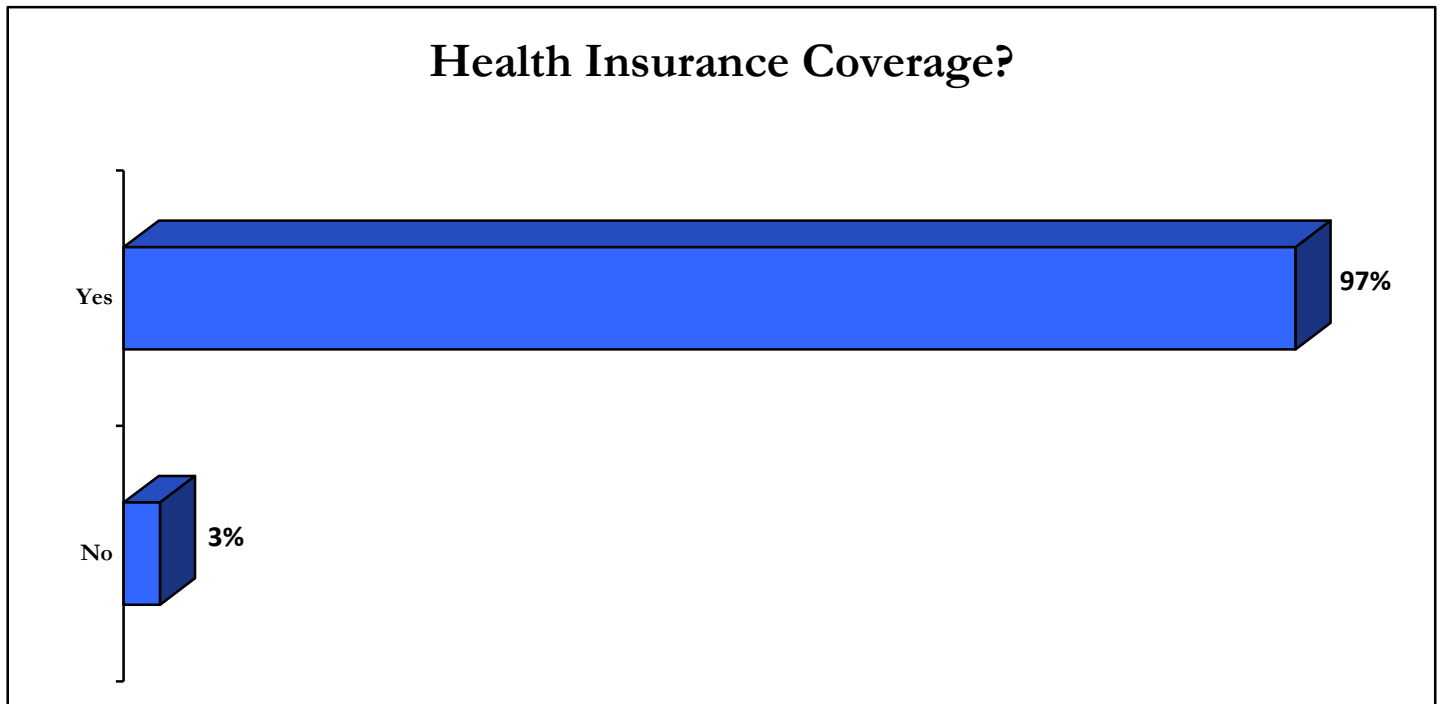


In general, when compared to most people your age, how would you rate your health?

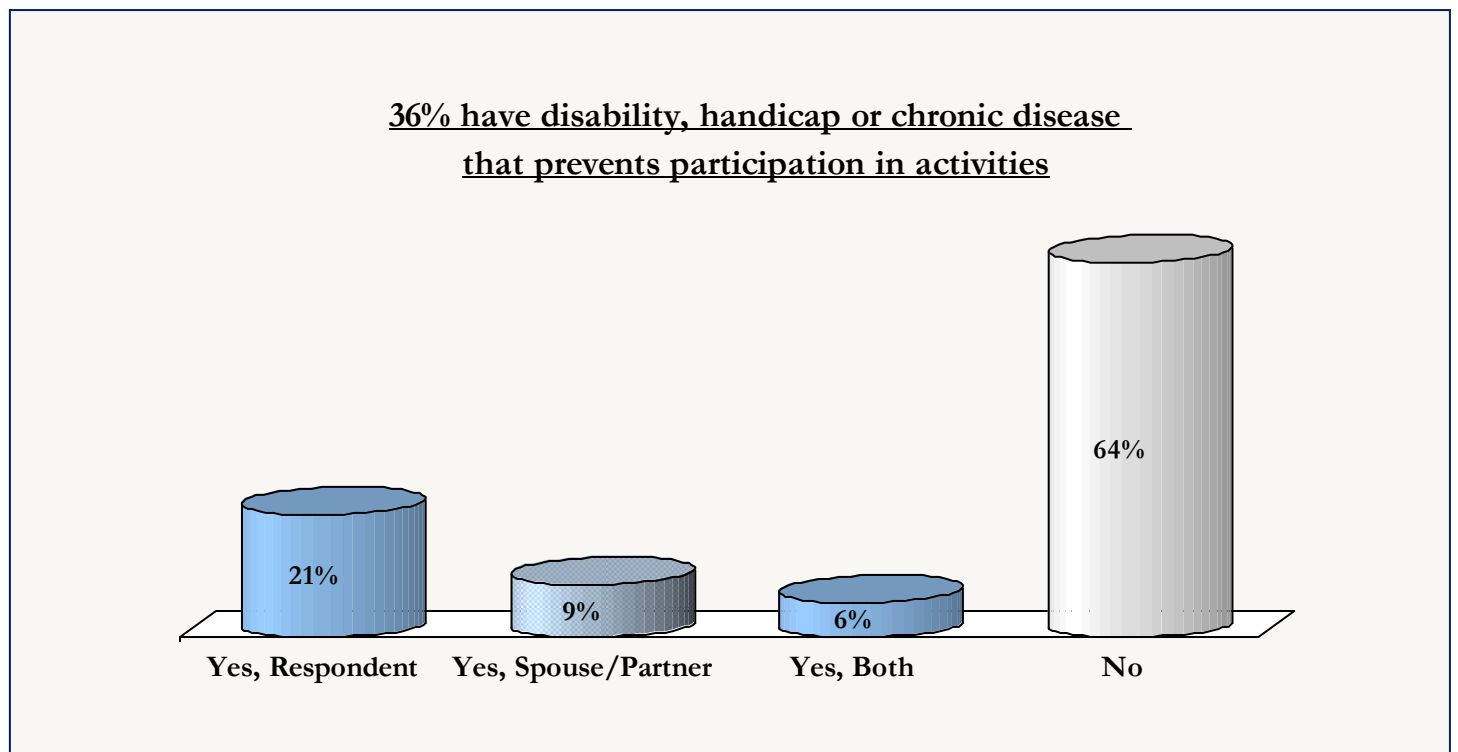
Nearly 6-in-10, or 58%, rate their health as excellent or very good



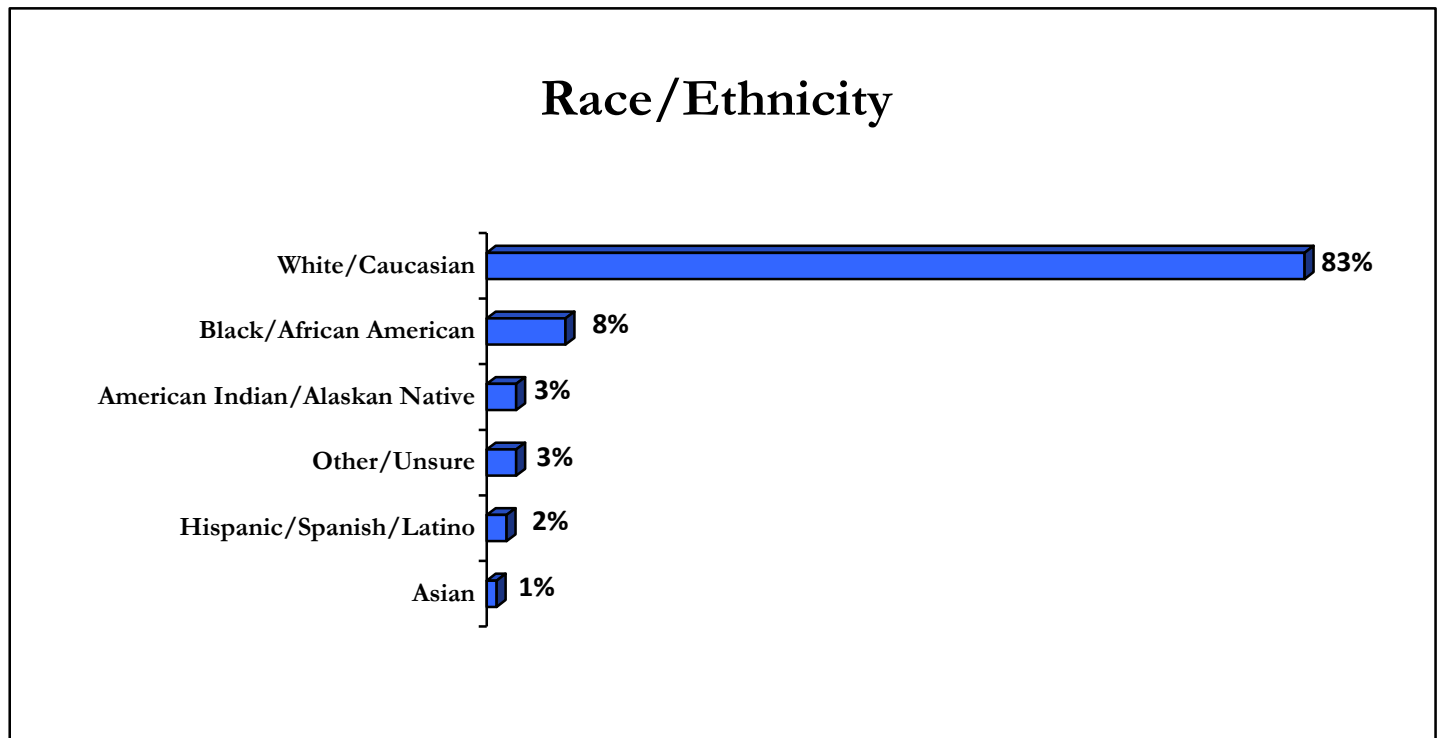
**Do respondents have any kind of health insurance coverage, including employer-provided health insurance, private health insurance, or government plans such as Medicare or Medicaid?**



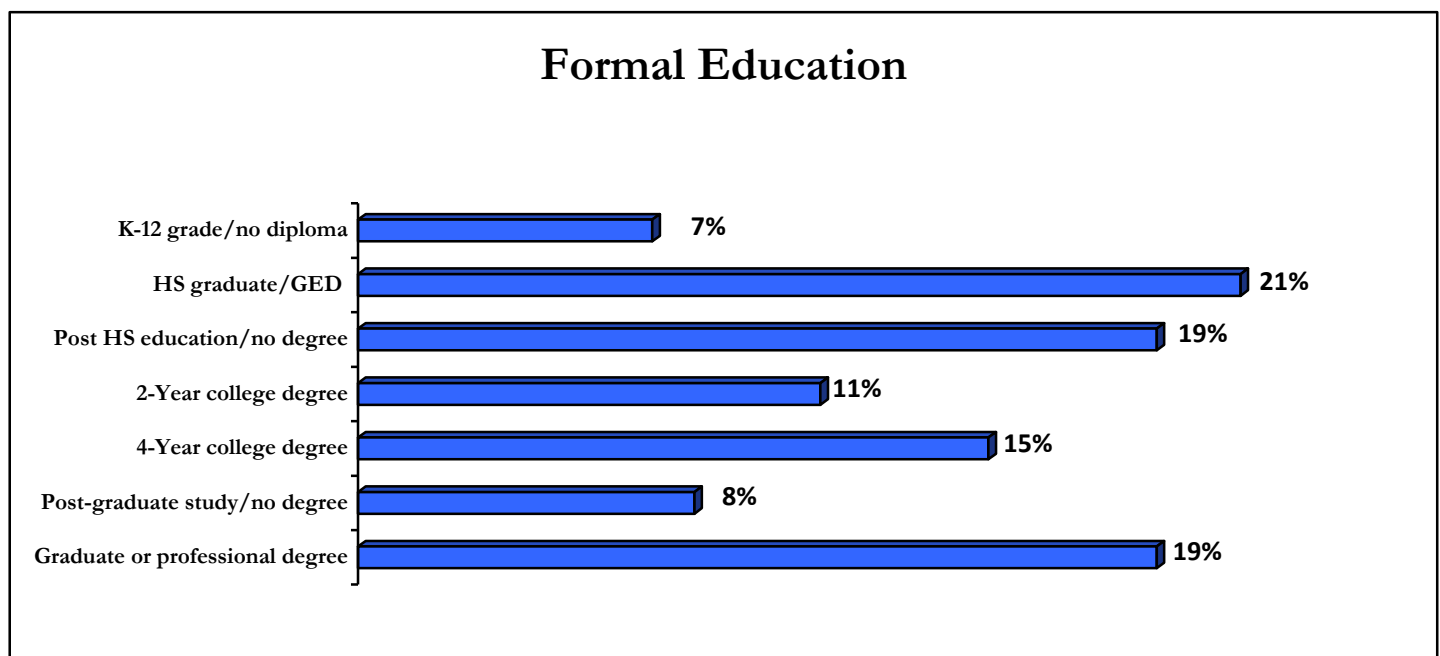
**Does any disability, handicap, or chronic disease keep you and your spouse or partner from participating fully in work, school, housework, or other activities?**



## Race and ethnicity of respondents

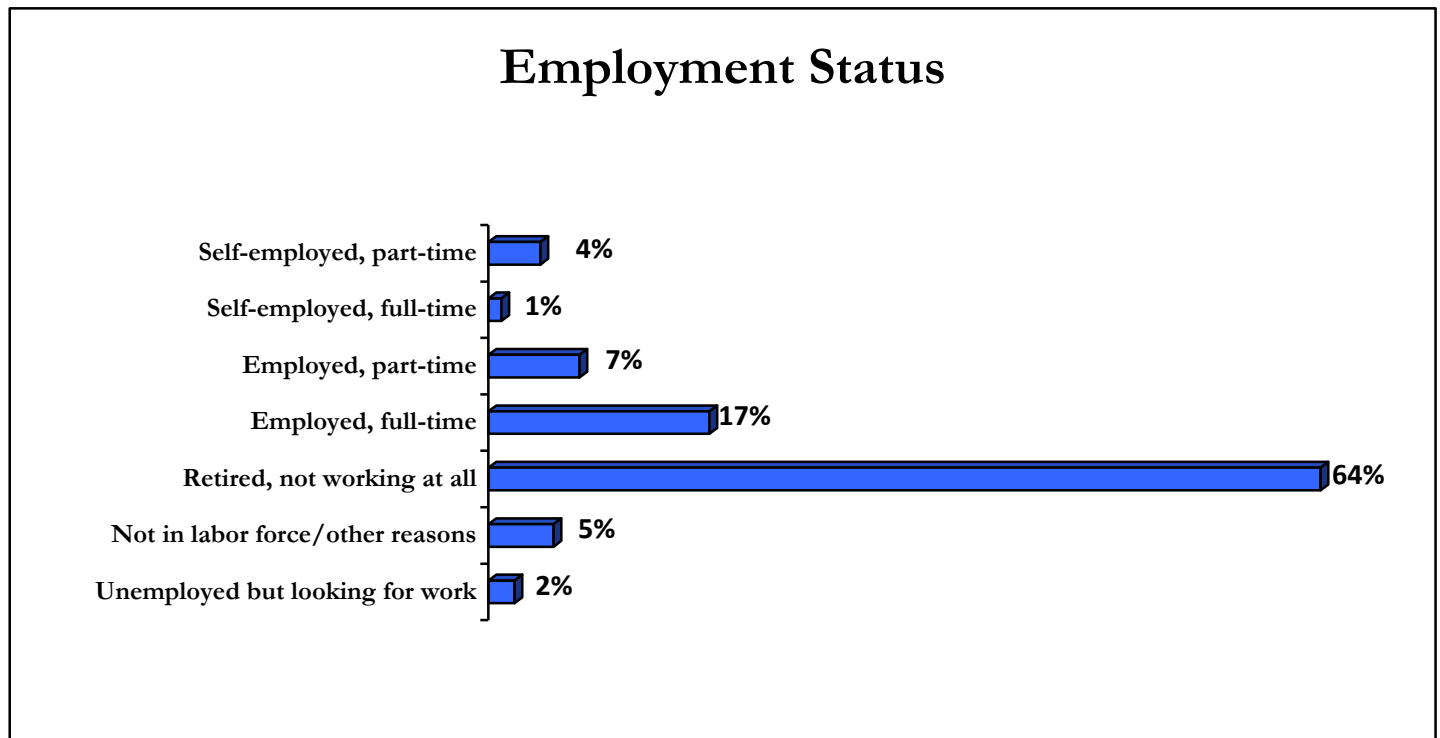


## Highest level of education completed

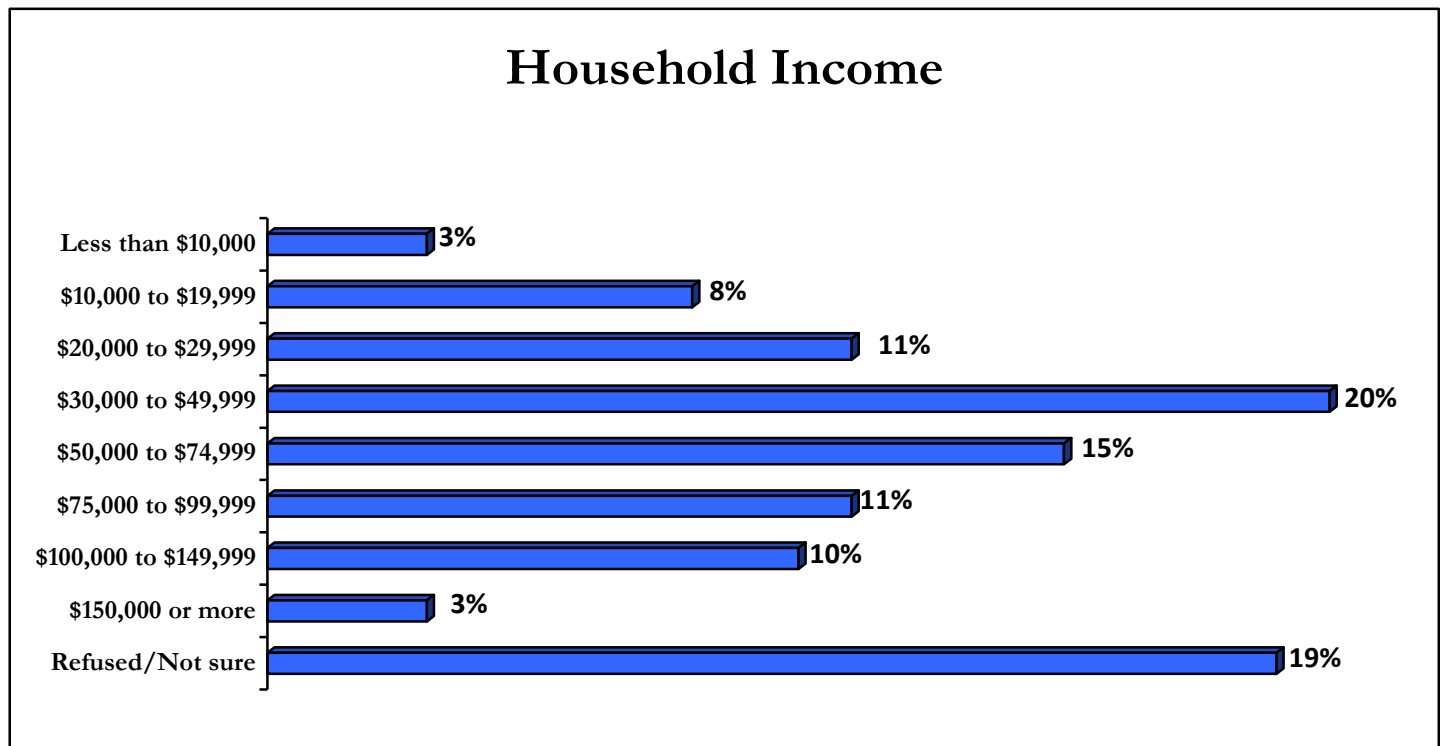




## Current employment status



## Household income before taxes in 2013



## DEMOGRAPHIC BREAKDOWNS ON KEY QUESTIONS

### **Moving to a different home in Auburn Hills in the next 10 years (Q. 03)**

Overall, eight percent of respondents reported they were either “*Extremely likely*” or, “*Very likely*” to move to a different home in Auburn Hills in “. . . *the next ten years*”. Demographic subgroups reporting this likelihood in proportions significantly greater than the overall eight percent included:

23%	<i>Have no health insurance</i>
18%	<i>Unemployed</i>
15%	<i>Residents of 9 years or less</i> <i>“Other” marital status</i>
14%	<i>Divorced</i> <i>Over 100K household income</i>
13%	<i>Respondent disabled</i> <i>2 and 4 year college graduates</i>

### **Moving to a different home outside of Auburn Hills in the next 10 years (Q. 04)**

Overall, eleven percent of respondents reported they were either “*Extremely likely*” or, “*Very likely*” to move to a different home outside of Auburn Hills in “. . . *the next ten years*”. Demographic subgroups reporting this likelihood in proportions significantly greater than the overall eleven percent included:

18%	<i>Residents of 9 years or less</i> <i>Rate health as “Excellent”</i> <i>Over \$100K household income</i>
16%	<i>Age 50-59</i> <i>Caregiver to a grandchild/minor</i> <i>Child lives in the same home</i> <i>Enrolled in post-graduate classes</i>
15%	<i>\$75K-\$100K household income</i>

### **Rates Auburn Hills as an “excellent” place for people to live as they age (Q. 05)**

Overall, 25 percent of respondents reported Auburn Hills is an “*Excellent*” place to live as they age. Demographic subgroups reporting this opinion in proportions significantly greater than the overall 25 percent included:

37%	<i>Someone else in household disabled</i>
36%	<i>Residents of 40 years or more</i> <i>No health insurance</i>
33%	<i>H.S. or less</i>
32%	<i>Rate health as “Excellent”</i>
31%	<i>Caregiver to a grandchild/minor</i> <i>Rate health as “Fair” or “Poor”</i>
30%	<i>Unemployed</i>
29%	<i>\$50K-\$75K hh income</i>

**Respondents saying “not too important” or “not important at all” to stay in Auburn Hills as they age (Q. 06)**

Overall, nineteen percent of respondents reported that it was “*Not too important*” or, “*Not important at all*” to stay in Auburn Hills as they age. Demographic subgroups reporting this opinion in proportions significantly greater than the overall nineteen percent included:

31%	Caregiver to a grandchild/minor \$75K-\$100K household income
29%	Age 50-59 Rate health as “Excellent”
26%	Child lives in the same home Employed Over \$100K household income
25%	Residents of 9 years or less
24%	Enrolled in post-graduate classes
23%	“Other” marital status Unemployed
22%	Age 60-69

**Groups saying they do not drive by the highest percentages (Q. 18a)**

Overall, seven percent of respondents reported they do not drive. Demographic subgroups reporting not driving in proportions significantly greater than the overall seven percent included:

17%	Rate health as “Fair” or “Poor”
15%	Age 80 and older Respondent is disabled Under 30K household income
13%	H.S. or less Unemployed
12%	Residents of 40 years or more Widowed
11%	Lives with an adult relative/friend

## APPENDIX – FREQUENCY REPORT



In partnership with



Real Possibilities

### Survey of Auburn Hills' Residents Ages 50 and Older

[FREQUENCY REPORT of SURVEY RESPONSES – TOTAL 627 SAMPLE – ERROR  $\pm 3.9\%$ ]

1. How long have you lived in Auburn Hills? No. of Years:   No. of Months:

Years lived in Auburn Hills    Months lived in Auburn Hills

< 5	12%	0	55%
5-9	14%	1	3%
10-14	20%	2	5%
15-19	9%	3	4%
20-24	8%	4	2%
25-29	7%	5	3%
30-34	6%	6	9%
35-39	5%	7	5%
40-44	7%	8	4%
45-49	4%	9	4%
50+	9%	10	4%
Unsure	1%	11	3%

Mean # of Yrs: 22.2

Mean # of Months: 2.7

2. Some people reside in places outside of Auburn Hills for part of the year. Which of the following describes how you reside in Auburn Hills? [CHECK ONE ONLY]

93%	Year round, I do not reside anywhere outside of Auburn Hills
7%	Seasonally, I reside in Auburn Hills except for a certain time or times of the year. (For example, when you're out of town you have your first class mail forwarded to a different address.)
1%	Unsure

3. Thinking about the next 10 years, how likely is it that you will move to a different home in Auburn Hills?

4%	Extremely likely
4%	Very likely
7%	Somewhat likely
<b>15%</b>	<b>Total Likely</b>
26%	Not too likely
47%	Not at all likely
12%	Not sure

4. Thinking of the next 10 years, how likely is it that you will move to a different home outside of Auburn Hills?

6%	Extremely likely
5%	Very likely
16%	Somewhat likely
<b>27%</b>	<b>Total Likely</b>
23%	Not too likely
37%	Not at all likely
13%	Not sure

5. How would you rate Auburn Hills as a place for people to live as they age?

25%	Excellent
41%	Very good
<b>66%</b>	<b>Total Excel/Very Good</b>
26%	Good
5%	Fair
0%	Poor
<b>31%</b>	<b>Total Good-Poor</b>
3%	Not sure

6. How important is it for you to remain in Auburn Hills as you age?

17%	Extremely important
30%	Very important
<b>47%</b>	<b>Total Extrem/Very Imp</b>
30%	Somewhat important
15%	Not too important
4%	Not important at all
<b>49%</b>	<b>Total Smwrt-Not Imp</b>
4%	Not sure

7. How important is it for you to remain in your own home as you age?

40%	Extremely important
33%	Very important
73%	Total Extrem/Very Imp
16%	Somewhat important
5%	Not too important
2%	Not important at all
23%	Total Somwt-Not Imp
4%	Not sure

Community Features

8. How important do you think it is to have the following in Auburn Hills?

Housing	Very Important	Somewhat Important	Neutral	Not very Important	Not at all Important
a. Home repair contractors who are trustworthy.....	84%	7%	8%	1%	0%
<b>Total Important – Not Important</b>		<b>91%</b>		<b>1%</b>	
b. Home repair contractors who do quality work .....	85%	7%	7%	1%	0%
<b>Total Important – Not Important</b>		<b>92%</b>		<b>1%</b>	
c. A variety of home contractors to choose from .....	66%	23%	10%	1%	0%
<b>Total Important – Not Important</b>		<b>89%</b>		<b>1%</b>	
d. Home repair contractors who are affordable.....	82%	11%	7%	0%	0%
<b>Total Important – Not Important</b>		<b>93%</b>		<b>0%</b>	
e. Well-maintained homes and properties .....	82%	11%	6%	0%	0%
<b>Total Important – Not Important</b>		<b>93%</b>		<b>0%</b>	
f. Home repair services for low-income residents.....	65%	21%	12%	1%	1%
<b>Total Important – Not Important</b>		<b>86%</b>		<b>2%</b>	
g. Well-maintained low-income housing .....	59%	21%	15%	4%	1%
<b>Total Important – Not Important</b>		<b>80%</b>		<b>5%</b>	
h. Affordable home prices for residents of varying income levels .....	59%	24%	14%	2%	1%
<b>Total Important – Not Important</b>		<b>83%</b>		<b>3%</b>	
i. A variety of housing options that include things like a no step entrance, wider doorways, grab bars in bathrooms, and first floor bedrooms and bathrooms .....	61%	26%	11%	1%	1%
<b>Total Important – Not Important</b>		<b>87%</b>		<b>2%</b>	

8. How important do you think it is to have the following in Auburn Hills?

	Very Important	Somewhat Important	Neutral	Not very Important	Not at all Important
<b>Outdoor spaces and buildings</b>					
a. Nearby public parks .....	54%	33%	11%	1%	1%
<b>Total Important – Not Important</b>		<b>87%</b>		<b>2%</b>	
b. Well-maintained public parks .....	70%	21%	8%	0%	1%
<b>Total Important – Not Important</b>		<b>91%</b>		<b>1%</b>	
c. Public parks with enough benches .....	55%	31%	13%	1%	0%
<b>Total Important – Not Important</b>		<b>86%</b>		<b>1%</b>	
d. Accessible clean public restrooms .....	75%	16%	8%	0%	1%
<b>Total Important – Not Important</b>		<b>91%</b>		<b>1%</b>	
e. Sidewalks near your home .....	60%	25%	13%	1%	1%
<b>Total Important – Not Important</b>		<b>85%</b>		<b>2%</b>	
f. Sidewalks wide enough for wheelchairs .....	55%	29%	14%	1%	1%
<b>Total Important – Not Important</b>		<b>84%</b>		<b>2%</b>	
g. Handicap accessible public buildings .....	74%	18%	8%	0%	0%
<b>Total Important – Not Important</b>		<b>92%</b>		<b>0%</b>	
h. Well maintained public buildings .....	76%	19%	5%	0%	0%
<b>Total Important – Not Important</b>		<b>95%</b>		<b>0%</b>	
i. Well-lighted streets .....	82%	13%	4%	1%	0%
<b>Total Important – Not Important</b>		<b>95%</b>		<b>1%</b>	
j. Neighborhood watch programs .....	49%	35%	15%	1%	0%
<b>Total Important – Not Important</b>		<b>84%</b>		<b>1%</b>	
k. Streets that are safe for pedestrians and bicyclists ..	76%	18%	5%	0%	1%
<b>Total Important – Not Important</b>		<b>94%</b>		<b>1%</b>	
l. Pathways dedicated to pedestrians and bicyclists ..	62%	26%	11%	1%	0%
<b>Total Important – Not Important</b>		<b>88%</b>		<b>1%</b>	

Transportation and roads	Very Important	Somewhat Important	Neutral	Not very Important	Not at all Important
a. Easily accessible public transportation.....	52%	31%	14%	2%	1%
<b>Total Important – Not Important</b>		<b>83%</b>		<b>3%</b>	
b. Clean public transportation vehicles.....	57%	27%	14%	1%	1%
<b>Total Important – Not Important</b>		<b>84%</b>		<b>2%</b>	
c. Conveniently located public transportation stops.....	55%	27%	16%	1%	1%
<b>Total Important – Not Important</b>		<b>82%</b>		<b>2%</b>	
d. Affordable public transportation.....	60%	22%	15%	2%	1%
<b>Total Important – Not Important</b>		<b>82%</b>		<b>3%</b>	
e. Reliable public transportation.....	64%	20%	14%	1%	1%
<b>Total Important – Not Important</b>		<b>84%</b>		<b>2%</b>	
f. Driver education/refreshers courses.....	31%	34%	30%	3%	2%
<b>Total Important – Not Important</b>		<b>65%</b>		<b>5%</b>	
g. Easily accessible public parking (lots, spaces, areas).....	59%	33%	7%	0%	1%
<b>Total Important – Not Important</b>		<b>92%</b>		<b>1%</b>	
h. Multi-use trails for biking, running, walking.....	44%	37%	17%	1%	1%
<b>Total Important – Not Important</b>		<b>81%</b>		<b>2%</b>	
i. Special transportation services for disabled.....	62%	27%	10%	1%	0%
<b>Total Important – Not Important</b>		<b>89%</b>		<b>1%</b>	
j. Well-maintained streets and roads.....	86%	12%	2%	0%	0%
<b>Total Important – Not Important</b>		<b>98%</b>		<b>0%</b>	
k. Easy to read traffic signs.....	78%	17%	5%	0%	0%
<b>Total Important – Not Important</b>		<b>95%</b>		<b>0%</b>	
l. Audio/visual device assistance at pedestrian crossings (like a countdown to cross the road).....	44%	36%	16%	2%	2%
<b>Total Important – Not Important</b>		<b>80%</b>		<b>4%</b>	
m. Appropriate speed limits for safety.....	71%	22%	6%	1%	0%
<b>Total Important – Not Important</b>		<b>93%</b>		<b>1%</b>	



9. How satisfied are you with the following in Auburn Hills?

Housing	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied
a. Trustworthy home repair contractors.....	20%	24%	51%	4%	1%
Total Satisfied – Dissatisfied		44%		5%	
b. Home repair contractors who do quality work .....	22%	24%	50%	3%	1%
Total Satisfied – Dissatisfied		46%		4%	
c. A variety of home contractors to choose from .....	21%	23%	50%	5%	1%
Total Satisfied – Dissatisfied		44%		6%	
d. Affordable home repair contractors .....	21%	22%	51%	5%	1%
Total Satisfied – Dissatisfied		43%		6%	
e. Well-maintained homes and properties .....	32%	34%	27%	6%	1%
Total Satisfied – Dissatisfied		66%		7%	
f. Home repair services for low-income residents.....	20%	15%	60%	4%	1%
Total Satisfied – Dissatisfied		35%		5%	
g. Well-maintained low-income housing .....	19%	18%	56%	6%	1%
Total Satisfied – Dissatisfied		37%		7%	
h. Affordable home prices for residents of varying income levels.....	20%	26%	49%	4%	1%
Total Satisfied – Dissatisfied		46%		5%	
i. A variety of housing options that include things like a no step entrance, wider doorways, grab bars in bathrooms, and first floor bedrooms and bathrooms .....	21%	18%	55%	5%	1%
Total Satisfied – Dissatisfied		39%		6%	



	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied
<b>9. Outdoor spaces and buildings</b>					
a. Public parks that are close by .....	49%	30%	17%	3%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>79%</b>		<b>4%</b>	
b. Well-maintained public parks .....	53%	29%	17%	1%	0%
<b>Total Satisfied – Dissatisfied</b>		<b>82%</b>		<b>1%</b>	
c. Public parks have enough benches .....	31%	34%	31%	3%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>65%</b>		<b>4%</b>	
d. Accessible clean restrooms are available for public use .....	36%	32%	28%	3%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>68%</b>		<b>4%</b>	
e. Sidewalks near your home .....	43%	24%	24%	5%	4%
<b>Total Satisfied – Dissatisfied</b>		<b>67%</b>		<b>9%</b>	
f. Sidewalks that are wide enough for wheelchairs .....	37%	22%	36%	3%	2%
<b>Total Satisfied – Dissatisfied</b>		<b>59%</b>		<b>5%</b>	
g. Public buildings that are handicap accessible .....	39%	30%	30%	1%	0%
<b>Total Satisfied – Dissatisfied</b>		<b>69%</b>		<b>1%</b>	
h. Public buildings that are well maintained/clean .....	54%	28%	17%	1%	0%
<b>Total Satisfied – Dissatisfied</b>		<b>82%</b>		<b>1%</b>	
i. Well-lighted streets .....	42%	31%	18%	7%	2%
<b>Total Satisfied – Dissatisfied</b>		<b>73%</b>		<b>9%</b>	
j. Neighborhood watch programs .....	19%	20%	54%	5%	2%
<b>Total Satisfied – Dissatisfied</b>		<b>39%</b>		<b>7%</b>	
k. Streets that are safe for pedestrians and bicyclists .....	30%	35%	24%	8%	3%
<b>Total Satisfied – Dissatisfied</b>		<b>65%</b>		<b>11%</b>	
l. Pathways dedicated to pedestrians and bicyclists .....	31%	32%	27%	7%	3%
<b>Total Satisfied – Dissatisfied</b>		<b>63%</b>		<b>10%</b>	



9. How satisfied are you with the following in Auburn Hills?

Transportation and roads	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied
a. Easily accessible public transportation.....	12%	15%	57%	12%	4%
<b>Total Satisfied – Dissatisfied</b>		<b>27%</b>		<b>16%</b>	
b. Clean public transportation vehicles.....	13%	12%	69%	4%	2%
<b>Total Satisfied – Dissatisfied</b>		<b>25%</b>		<b>6%</b>	
c. Conveniently located public transportation stops.....	11%	13%	62%	10%	4%
<b>Total Satisfied – Dissatisfied</b>		<b>24%</b>		<b>14%</b>	
d. Affordable public transportation.....	12%	12%	64%	8%	4%
<b>Total Satisfied – Dissatisfied</b>		<b>24%</b>		<b>12%</b>	
e. Reliable public transportation.....	12%	13%	63%	8%	4%
<b>Total Satisfied – Dissatisfied</b>		<b>25%</b>		<b>12%</b>	
f. Driver education/refresher courses.....	10%	12%	74%	3%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>22%</b>		<b>4%</b>	
g. Easily accessible public parking (lots, spaces, areas).....	26%	37%	31%	5%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>63%</b>		<b>6%</b>	
h. Multi-use trails for biking, running, walking.....	26%	34%	33%	5%	2%
<b>Total Satisfied – Dissatisfied</b>		<b>60%</b>		<b>7%</b>	
i. Special transportation services for disabled.....	17%	20%	58%	3%	2%
<b>Total Satisfied – Dissatisfied</b>		<b>37%</b>		<b>5%</b>	
j. Well-maintained streets and roads.....	21%	29%	23%	19%	8%
<b>Total Satisfied – Dissatisfied</b>		<b>50%</b>		<b>27%</b>	
k. Easy to read traffic signs.....	32%	39%	25%	4%	0%
<b>Total Satisfied – Dissatisfied</b>		<b>71%</b>		<b>4%</b>	
l. Audio/visual device assistance at pedestrian crossings (like a countdown to cross the road).....	19%	21%	52%	5%	3%
<b>Total Satisfied – Dissatisfied</b>		<b>40%</b>		<b>8%</b>	
m. Appropriate speed limits for safety.....	30%	36%	27%	5%	2%
<b>Total Satisfied – Dissatisfied</b>		<b>66%</b>		<b>7%</b>	

## Health Services

10. How important do you think it is to have the following in Auburn Hills or nearby?

Community health services	Very Important	Somewhat Important	Neutral	Not very Important	Not at all Important
a. Easily accessible health and social services.....	66%	22%	11%	1%	0%
<b>Total Important – Not Important</b>		<b>88%</b>		<b>1%</b>	
b. Health and wellness programs and classes such as nutrition, smoking cessation, weight control.....	45%	34%	18%	2%	1%
<b>Total Important – Not Important</b>		<b>79%</b>		<b>3%</b>	
c. Conveniently located emergency care centers.....	69%	20%	10%	1%	0%
<b>Total Important – Not Important</b>		<b>89%</b>		<b>1%</b>	
d. Home care services including health, personal care and housekeeping.....	56%	27%	16%	1%	0%
<b>Total Important – Not Important</b>		<b>83%</b>		<b>1%</b>	
e. Well-trained, certified home health care providers.....	64%	21%	14%	1%	0%
<b>Total Important – Not Important</b>		<b>85%</b>		<b>1%</b>	
f. Easy to find community and local public health information.....	61%	23%	15%	1%	0%
<b>Total Important – Not Important</b>		<b>84%</b>		<b>1%</b>	
g. Health and wellness classes for people age 50 and older.....	49%	29%	20%	1%	1%
<b>Total Important – Not Important</b>		<b>78%</b>		<b>2%</b>	
h. Fitness activities for people age 50 and older.....	56%	28%	15%	0%	1%
<b>Total Important – Not Important</b>		<b>84%</b>		<b>1%</b>	
i. Respectful and helpful hospital and clinic staff.....	71%	18%	11%	0%	0%
<b>Total Important – Not Important</b>		<b>89%</b>		<b>0%</b>	
j. Affordable home health care.....	69%	17%	14%	0%	0%
<b>Total Important – Not Important</b>		<b>86%</b>		<b>0%</b>	
k. Well-maintained hospitals and health care facilities.....	79%	13%	8%	0%	0%
<b>Total Important – Not Important</b>		<b>92%</b>		<b>0%</b>	
l. Local hospital or clinic answering services that are easy to understand and helpful.....	76%	15%	9%	0%	0%
<b>Total Important – Not Important</b>		<b>91%</b>		<b>0%</b>	

11. How satisfied are you with the following in Auburn Hills or nearby?

Community health services	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied
a. Easily accessible health and social services.....	30%	29%	37%	3%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>59%</b>		<b>4%</b>	
b. Health and wellness programs and classes such as nutrition, smoking cessation, weight control.....	20%	28%	47%	4%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>48%</b>		<b>5%</b>	
c. Conveniently located emergency care centers.....	33%	30%	29%	7%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>63%</b>		<b>8%</b>	
d. Home care services including health, personal care and housekeeping.....	16%	19%	60%	4%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>35%</b>		<b>5%</b>	
e. Well-trained, certified home health care providers.....	17%	17%	62%	4%	0%
<b>Total Satisfied – Dissatisfied</b>		<b>34%</b>		<b>4%</b>	
f. Easy to find community and local public health information.....	21%	27%	45%	6%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>48%</b>		<b>7%</b>	
g. Health and wellness classes for people age 50 and older.....	21%	26%	47%	5%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>47%</b>		<b>6%</b>	
h. Fitness activities for people age 50 and older.....	25%	30%	39%	5%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>55%</b>		<b>6%</b>	
i. Respectful and helpful hospital and clinic staff.....	30%	26%	40%	3%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>56%</b>		<b>4%</b>	
j. Affordable home health care.....	17%	16%	60%	6%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>33%</b>		<b>7%</b>	
k. Well-maintained hospitals and health care facilities.....	37%	26%	34%	3%	0%
<b>Total Satisfied – Dissatisfied</b>		<b>63%</b>		<b>3%</b>	
l. Local hospital or clinic answering services that are easy to understand and helpful.....	26%	26%	43%	4%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>52%</b>		<b>5%</b>	

## Social Activities, Volunteering, and Education Opportunities

12. How important do you think it is to have the following in Auburn Hills or nearby?

Social activities and inclusion	Very Important	Somewhat Important	Neutral	Not very Important	Not at all Important
a. Conveniently located venues for entertainment.....	37%	40%	19%	3%	1%
<b>Total Important – Not Important</b>		<b>77%</b>		<b>4%</b>	
b. Activities for people age 50 and older.....	46%	37%	16%	1%	0%
<b>Total Important – Not Important</b>		<b>83%</b>		<b>1%</b>	
c. Activities that are open to all ages.....	47%	32%	19%	1%	1%
<b>Total Important – Not Important</b>		<b>79%</b>		<b>2%</b>	
d. Activities that offer senior discounts.....	58%	27%	13%	1%	0%
<b>Total Important – Not Important</b>		<b>86%</b>		<b>1%</b>	
e. Activities that are affordable to all residents.....	58%	28%	13%	1%	0%
<b>Total Important – Not Important</b>		<b>86%</b>		<b>1%</b>	
f. Widely publicized reliable information about activities.....	57%	28%	14%	1%	0%
<b>Total Important – Not Important</b>		<b>85%</b>		<b>1%</b>	
g. A variety of cultural activities for diverse populations.....	41%	28%	28%	2%	1%
<b>Total Important – Not Important</b>		<b>69%</b>		<b>3%</b>	
h. Local schools that involve older people in events/activities.....	34%	32%	29%	3%	2%
<b>Total Important – Not Important</b>		<b>66%</b>		<b>5%</b>	
i. Family activities that specifically include people age 50 and older.....	36%	33%	27%	2%	2%
<b>Total Important – Not Important</b>		<b>69%</b>		<b>4%</b>	
j. Continuing education classes like computer, cooking, or art.....	44%	36%	18%	1%	1%
<b>Total Important – Not Important</b>		<b>80%</b>		<b>2%</b>	
k. Social clubs like book, gardening, or hobbies.....	38%	37%	22%	2%	1%
<b>Total Important – Not Important</b>		<b>75%</b>		<b>3%</b>	

12. How important do you think it is to have the following in Auburn Hills or nearby?

Volunteering and civic engagement	Very Important	Somewhat Important	Neutral	Not very Important	Not at all Important
a. A range of volunteer activities to choose from ....	40%	38%	20%	1%	1%
<b>Total Important – Not Important</b>		<b>78%</b>		<b>2%</b>	
b. Volunteer training opportunities that help people perform better in their volunteer roles .....	40%	36%	22%	1%	1%
<b>Total Important – Not Important</b>		<b>76%</b>		<b>2%</b>	
c. Organizations that recognize and value their volunteers .....	51%	28%	21%	0%	0%
<b>Total Important – Not Important</b>		<b>79%</b>		<b>0%</b>	
d. Opportunities for people age 50 and older to participate in decision making bodies such as community councils or committees .....	48%	30%	21%	0%	1%
<b>Total Important – Not Important</b>		<b>78%</b>		<b>1%</b>	

13. How satisfied are you with the following in Auburn Hills or nearby?

Social activities and inclusion	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied
a. Conveniently located venues for entertainment....	25%	40%	29%	5%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>65%</b>		<b>6%</b>	
b. Activities for people age 50 and older .....	26%	38%	30%	5%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>64%</b>		<b>6%</b>	
c. Activities that are open to all ages .....	27%	34%	36%	3%	0%
<b>Total Satisfied – Dissatisfied</b>		<b>61%</b>		<b>3%</b>	
d. Activities that offer senior discounts .....	23%	34%	35%	7%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>57%</b>		<b>8%</b>	
e. Activities that are affordable to all residents .....	21%	34%	39%	5%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>55%</b>		<b>6%</b>	
f. Widely publicized reliable information about activities .....	23%	35%	32%	9%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>58%</b>		<b>10%</b>	
g. A variety of cultural activities for diverse populations .....	18%	27%	50%	5%	0%
<b>Total Satisfied – Dissatisfied</b>		<b>45%</b>		<b>5%</b>	
h. Local schools that involve older people in events/activities .....	16%	21%	55%	7%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>37%</b>		<b>8%</b>	
i. Family activities that specifically include people age 50 and older .....	17%	24%	53%	5%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>41%</b>		<b>6%</b>	
j. Continuing education classes like computer, cooking, or art .....	22%	34%	38%	5%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>56%</b>		<b>6%</b>	
k. Social clubs like book, gardening, or hobbies .....	20%	29%	45%	5%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>49%</b>		<b>6%</b>	

<b>Volunteering and civic engagement</b>	<b>Very Satisfied</b>	<b>Somewhat Satisfied</b>	<b>Neutral</b>	<b>Somewhat Dissatisfied</b>	<b>Very Dissatisfied</b>
a. A range of volunteer activities to choose from....	16%	29%	48%	6%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>45%</b>		<b>7%</b>	
b. Volunteer training opportunities that help people perform better in their volunteer roles .....	13%	23%	57%	6%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>36%</b>		<b>7%</b>	
c. Organizations that recognize and value their volunteers.....	20%	22%	53%	4%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>42%</b>		<b>5%</b>	
d. Opportunities for people age 50 and older to participate in decision making bodies such as community councils or committees .....	17%	24%	52%	5%	2%
<b>Total Satisfied – Dissatisfied</b>		<b>41%</b>		<b>7%</b>	

### Job Opportunities

14. How important do you think it is to have the following in Auburn Hills or nearby?

<b>Employment</b>	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Neutral</b>	<b>Not very Important</b>	<b>Not at all Important</b>
a. A range of flexible job opportunities for people age 50 and older.....	52%	30%	16%	1%	1%
<b>Total Important – Not Important</b>		<b>82%</b>		<b>1%</b>	
b. Widespread publicizing of the benefits of having employees age 50 and older.....	50%	29%	18%	2%	1%
<b>Total Important – Not Important</b>		<b>79%</b>		<b>3%</b>	
c. Training for people age 50 and older .....	50%	29%	19%	1%	1%
<b>Total Important – Not Important</b>		<b>79%</b>		<b>2%</b>	
d. Workplaces that are adapted to meet the needs of disabled people.....	56%	26%	16%	1%	1%
<b>Total Important – Not Important</b>		<b>82%</b>		<b>2%</b>	
e. Policies against age discrimination.....	68%	17%	14%	0%	1%
<b>Total Important – Not Important</b>		<b>85%</b>		<b>1%</b>	



**15. How satisfied are you with the following in Auburn Hills or nearby?**

Employment	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied
a. A range of flexible job opportunities for people age 50 and older.....	12%	20%	52%	14%	2%
<b>Total Satisfied – Dissatisfied</b>		<b>32%</b>		<b>16%</b>	
b. Widespread publicizing of the benefits of having employees age 50 and older.....	11%	16%	55%	14%	4%
<b>Total Satisfied – Dissatisfied</b>		<b>27%</b>		<b>18%</b>	
c. Training for people age 50 and older .....	11%	16%	55%	14%	4%
<b>Total Satisfied – Dissatisfied</b>		<b>27%</b>		<b>18%</b>	
d. Workplaces that are adapted to meet the needs of disabled people.....	13%	20%	57%	8%	3%
<b>Total Important – Not Important</b>		<b>33%</b>		<b>11%</b>	
e. Policies against age discrimination .....	15%	17%	56%	9%	3%
<b>Total Satisfied – Dissatisfied</b>		<b>32%</b>		<b>12%</b>	

**Community Information**

**16. How important do you think it is to have the following in Auburn Hills?**

Communication and information	Very Important	Somewhat Important	Neutral	Not very Important	Not at all Important
a. Access to public/civic affairs information in one central location.....	46%	34%	19%	1%	0%
<b>Total Important – Not Important</b>		<b>80%</b>		<b>1%</b>	
b. Printed information that has large lettering and is clearly displayed.....	45%	37%	17%	1%	0%
<b>Total Important – Not Important</b>		<b>82%</b>		<b>1%</b>	
c. Automated phone information that is clear and easy to understand.....	52%	29%	16%	2%	1%
<b>Total Important – Not Important</b>		<b>81%</b>		<b>3%</b>	
d. Free access to computers and the Internet in public places such as the library, community centers or government buildings.....	56%	25%	17%	2%	0%
<b>Total Important – Not Important</b>		<b>81%</b>		<b>2%</b>	
e. Information delivered in person to people who may have difficulty or may not be able to leave their homes.....	50%	30%	19%	1%	0%
<b>Total Important – Not Important</b>		<b>80%</b>		<b>1%</b>	
f. Information available in a number of different languages .....	28%	26%	34%	7%	5%
<b>Total Important – Not Important</b>		<b>54%</b>		<b>12%</b>	

17. How satisfied are you with the following in Auburn Hills?

Communication and information	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied
a. Access to public/civic affairs information in one central location	24%	30%	41%	4%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>54%</b>		<b>5%</b>	
b. Printed information that has large lettering and is clearly displayed	21%	26%	47%	5%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>47%</b>		<b>6%</b>	
c. Automated phone information that is clear and easy to understand	19%	24%	51%	5%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>43%</b>		<b>7%</b>	
d. Free access to computers and the Internet in public places such as the library, community centers or government buildings	29%	27%	41%	3%	0%
<b>Total Satisfied – Dissatisfied</b>		<b>56%</b>		<b>3%</b>	
e. Information delivered in person to people who may have difficulty or may not be able to leave their home	17%	16%	63%	3%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>33%</b>		<b>4%</b>	
f. Information available in a number of different languages	14%	14%	69%	2%	1%
<b>Total Satisfied – Dissatisfied</b>		<b>28%</b>		<b>3%</b>	

Community Streets and Transportation

18. Do you usually get around Auburn Hills and nearby for things like shopping, visiting the doctor, running errands, or other things by doing the following? *Check all that apply.*

	Yes	No
a. Drive yourself	93%	7%
b. Get a ride with family or friends	33%	67%
c. Walk	37%	63%
d. Ride a bike	17%	83%
e. Take a taxi	2%	98%
f. Use public transportation	4%	96%
g. Use a special transportation service, like one for seniors or persons with disabilities	6%	94%

19. In the last month, how often have you gotten out to go somewhere; for example, to shop, to visit the doctor, to run errands, or to visit friends and family?

51%	Everyday
36%	Several times a week
9%	At least once a week
2%	At least once a month
1%	Less frequently than once a month
1%	Not at all

20. How often do you miss activities because you do not have transportation?

1%	Always
2%	Frequently
6%	Sometimes
24%	Rarely
67%	Never

21. In the last six months, how often have you used public transportation to go somewhere; for example, to shop, to visit the doctor, to run errands, or to visit friends and family?

0%	Everyday
0%	Several times a week
1%	At least once a week
1%	At least once a month
3%	Less frequently than once a month
95%	Not at all

22. If public transportation service were affordable and easily accessible in Auburn Hills, how likely would you be to use it?

13%	Very likely
23%	Somewhat likely
36%	Total likely
22%	Neutral
24%	Not very likely
18%	Not at all likely
42%	Not likely

23. Do you or your spouse or partner have a medical condition that makes it difficult for you to travel outside of your home?

8%	Yes, I do
5%	Yes, my spouse or partner does
3%	Both myself and my spouse or partner does
84%	No

24. How satisfied are you with the streets in your community in terms of their safety for pedestrians and bicyclists?

25%	Very satisfied
39%	Somewhat satisfied
<b>64%</b>	<b>Total Satisfied</b>
18%	Neutral
12%	Not very satisfied
6%	Not at all satisfied
<b>18%</b>	<b>Total Not Satisfied</b>

25. If the streets in your neighborhood were safe for pedestrians and bicyclists, were well lit, had good traffic signals, and good crosswalks, how likely would you be to walk or ride a bike to get where you need to go instead of driving a car?

13%	Extremely likely
15%	Very likely
29%	Somewhat likely
<b>57%</b>	<b>Total likely</b>
25%	Not very likely
18%	Not at all likely
<b>43%</b>	<b>Total Not likely</b>

26. Some cities and states across the country are implementing policies to ensure roads will be designed for all users, not only drivers, but also pedestrians, bicycle riders, and those using public transportation. How likely are you to support such a policy in Auburn Hills?

38%	Very likely
26%	Somewhat likely
<b>64%</b>	<b>Total likely</b>
23%	Neutral
6%	Not very likely
7%	Not at all likely
<b>13%</b>	<b>Total Not likely</b>

27. If you could safely walk from your home to the following places would you be likely to do so?

	Extremely Likely	Very Likely	Somewhat Likely	Not Very Likely	Not At All Likely
a. Your place of work .....	10%	7%	8%	14%	61%
<b>Total Likely – Not Likely</b>		<b>17%</b>		<b>75%</b>	
b. A grocery store .....	15%	14%	17%	16%	38%
<b>Total Likely – Not Likely</b>		<b>29%</b>		<b>54%</b>	
c. A pharmacy .....	17%	16%	18%	13%	36%
<b>Total Likely – Not Likely</b>		<b>33%</b>		<b>49%</b>	
d. Your doctor's office .....	12%	12%	11%	17%	48%
<b>Total Likely – Not Likely</b>		<b>24%</b>		<b>65%</b>	
e. To a park or recreation area .....	24%	21%	17%	10%	28%
<b>Total Likely – Not Likely</b>		<b>45%</b>		<b>384%</b>	

#### Internet and Media Usage

28. In the last 12 months, have you accessed the Internet or sent or received email?

83%	Yes → <i>GO TO Question 29</i>
17%	No → <i>GO TO Question 31</i>

29. Do you do any of the following activities when you use the Internet?

	Yes	No
a. Send and receive email .....	92%	8%
b. Perform online banking or other financial services .....	65%	35%
c. Seek information on community events, news, or schedules .....	74%	26%
d. Buy or make a reservation online for a travel service, such as an airline ticket, hotel room, or rental car .....	65%	35%
e. Buy a product online, such as books, music, toys, clothing .....	72%	28%
f. Use a social networking site like Facebook or Twitter .....	51%	49%

30. How helpful do you find each of the following sources for news and information about Auburn Hills?

		Very Helpful	Somewhat Helpful	Neutral	Not very Helpful	Not at all Helpful
a.	Newspaper	24%	26%	27%	14%	9%
	<b>Total Helpful – Not Helpful</b>		<b>50%</b>		<b>23%</b>	
b.	Radio	9%	16%	40%	15%	20%
	<b>Total Helpful – Not Helpful</b>		<b>25%</b>		<b>35%</b>	
c.	City Newsletter	46%	31%	18%	2%	3%
	<b>Total Helpful – Not Helpful</b>		<b>77%</b>		<b>5%</b>	
d.	City Cable Channel	5%	11%	61%	9%	14%
	<b>Total Helpful – Not Helpful</b>		<b>16%</b>		<b>23%</b>	
e.	City Website	18%	23%	45%	7%	7%
	<b>Total Helpful – Not Helpful</b>		<b>41%</b>		<b>14%</b>	
f.	Local network TV affiliates	13%	20%	45%	12%	10%
	<b>Total Helpful – Not Helpful</b>		<b>33%</b>		<b>22%</b>	
g.	Other, please specify:					

Q.30G:

31%	Word of Mouth
14%	Community Center
10%	Road-City Signs
7%	Internet
7%	Facebook-Social Media
7%	City Council Members
3%	Events Catalog
3%	Nixtel
3%	Det Free Press
3%	Billboards
3%	Direct Mail
3%	Library Newsletter
3%	Auburn Hills Review
3%	Other/Undecided/Refused

### Your Residence

31. Do you own or rent your primary residence?

84%	Own
14%	Rent
2%	Neither, live with family or friend

32. What type of home is your primary residence?

57%	Single family home
8%	Mobile home
2%	Town home or duplex
8%	Apartment
24%	Condominium or cooperative
1%	Other/Undecided/Refused

33. How important is it for you to stay in your current residence for as long as possible?

58%	Extremely important
24%	Very important
82%	Total Important
14%	Somewhat important
4%	Not at all important

34. Does your current residence need any major repairs, modifications, or changes to enable you to stay there as you age?

23%	Yes
58%	No
19%	Not sure

35. Do you plan to make the following types of modifications or improvements to your residence to enable you to stay there as you age?

		Yes	No	Unsure
a.	Better cooling in the summer.....	11%	76%	13%
b.	Better heating in the Winter.....	11%	77%	12%
c.	Accommodations for easier access into or within your home such as a ramp, chairlift, or elevator.....	9%	68%	23%
d.	Bathroom modifications such as grab bars, handrails, high toilet or non-slip tile.....	23%	58%	19%
e.	Adding a bedroom on the first floor.....	3%	85%	12%
f.	Better lighting.....	13%	73%	14%
g.	Structural changes or major repairs such as a new roof or new plumbing.....	19%	61%	20%
h.	Adding a bathroom on the first floor.....	2%	87%	11%
i.	Installing a medical emergency response system that notifies others in case of emergency.....	10%	57%	33%
j.	Other, please specify:			

**Q.35J:**

17%	Windows
17%	Kitchen Renovations
11%	Add a Garage
11%	1st Floor Laundry
11%	Generator
11%	Security System
5%	Moving Parent In
5%	Mold Removal
5%	Upstairs Laundry
5%	TV Antenna
2%	Other/Undecided/Refused

**About You****D1. Are you male or female?**

39%	Male
61%	Female

**D2. What is your age as of your last birthday?    (AGE IN YEARS)**

Age 50-59	20%
Age 60-69	34%
Age 70-79	32%
Age 80-89	12%
Age 90+	2%

Mean age: 68.6 Years old

**D3. What is your current marital status?**

56%	Married
4%	Not married, living with partner
1%	Separated
16%	Divorced
18%	Widowed
5%	Never married

**D4. Are you currently the primary caregiver of a grandchild or minor?**

5%	Yes
95%	No



D5. Besides you, do you have any of the following people living in your household?

		Yes	No
a.	Child/children under 18 .....	4%	96%
b.	Child/children 18 or older .....	9%	91%
c.	Child/children away at college .....	3%	97%
d.	Adult relative or friend 18 or older .....	24%	76%

D6. In general, when compared to most people your age, how would you rate your health?

20%	Excellent
38%	Very good
29%	Good
10%	Fair
3%	Poor

D7. Do you have any kind of health care coverage, including employer-provided health insurance, private health insurance, or government plans such as Medicare or Medicaid?

97%	Yes
3%	No
0%	Not sure

D8. Does any disability, handicap, or chronic disease keep you and your spouse or partner from participating fully in work, school, housework, or other activities? [CHECK ONLY ONE].

21%	Yes, myself
9%	Yes, my spouse or partner
6%	Yes, both myself and my spouse or partner
64%	No

D9. What is your race and/or ethnicity? [CHECK ALL THAT APPLY]

83%	White or Caucasian
8%	Black or African American
3%	American Indian or Alaska Native
1%	Asian
0%	Native Hawaiian or other Pacific Islander
2%	Hispanic, Spanish, or Latino
3%	Other/Undecided/Refused

**D10. What is the highest level of education you have completed?**

7%	K-12 <sup>th</sup> grade (no diploma)
21%	High school graduate, GED or equivalent
19%	Post-high school education/training (no degree)
11%	2-year college degree
15%	4-year college degree
8%	Post-graduate study (no degree)
19%	Graduate or professional degree(s)

**D11. Which of the following best describes your current employment status?**



4%	Self-employed, part-time
1%	Self-employed, full-time
7%	Employed, part-time
17%	Employed, full-time
64%	Retired, not working at all
5%	Not in labor force for other reasons
2%	Unemployed, but looking for work



**D12. What was your annual household income before taxes in 2013?**

3%	Less than \$10,000
8%	\$10,000 to \$19,999
11%	\$20,000 to \$29,999
20%	\$30,000 to \$49,999
15%	\$50,000 to \$74,999
11%	\$75,000 to \$99,999
10%	\$100,000 to \$149,999
3%	\$150,000 or more
19%	Refused/Not sure