

# 2016 MEMBER SURVEY

Survey sent to 2000 members of OLLI at UNC-Asheville

860 Respondents (43% response rate)

- ▶ Gender

- ▶ Female 62%
- ▶ Male 38%

- ▶ Age

- ▶ 54 and younger < 1%
- ▶ 55-60 years old 5%
- ▶ 61-65 years old 16%
- ▶ 66-70 years old 36%
- ▶ 71-74 years old 23%
- ▶ 75-80 years old 14%
- ▶ 81 and older 6%

# GENDER & AGE

- ▶ Membership

- ▶ less than 1 year 17 %
- ▶ 1-2 years 18%
- ▶ 3-5 years 28%
- ▶ 6-10 years 23%
- ▶ 10+ years 15%

- ▶ Employment status

- ▶ Fully retired 84%
- ▶ Sometimes work part time for pay 11%
- ▶ Regularly work part time for pay 2%
- ▶ Work full time for pay 1%

# MEMBERSHIP & EMPLOYMENT

- ▶ Housing situation

- ▶ Reside in own home 85%
- ▶ Renting 11%
- ▶ Continuing Care Retirement Community 2%
- ▶ Other 1%

- ▶ Internet access

- ▶ Smart phone 72%
- ▶ Tablet 55%
- ▶ Laptop 70%
- ▶ Desktop 52%
- ▶ Options if without a device
  - ▶ Public computers 56%
  - ▶ Devices of family/friends 50%
  - ▶ Don't use internet 5%

# HOUSING & INTERNET

▶ College for Seniors terms taken last year

- ▶ None 15%
- ▶ 1 term 18%
- ▶ 2 terms 25%
- ▶ 3 terms 26%
- ▶ 4 terms 17%

▶ Reasons to participate at OLLI besides CFS

- ▶ Want to support OLLI 40%
- ▶ Build friendships with other members 29%
- ▶ Access to UNC Asheville 24%
- ▶ Participate in Special Interest Group(s) 34%
- ▶ Participate in Leadership Asheville Seniors 2%
- ▶ Participate in Reuter Singers 6%
- ▶ Other reasons 43%

# PARTICIPATION AT OLLI

▶ Reasons did not take CFS courses

- ▶ Too busy/other commitments 43%
- ▶ Will miss classes for personal reasons 30%
- ▶ No courses of interest 20%
- ▶ Unable to get courses wanted 20%
- ▶ Classes not at convenient time 7%
- ▶ Unwilling to stand in registration line 18%
- ▶ Cost 9%
- ▶ Not year-round Asheville resident 10%

▶ Most important factor choosing courses

- ▶ Learn more about familiar subject 52%
- ▶ Explore a new subject 26%
- ▶ Taught by a particular instructor 8%
- ▶ Day/time/dates course offered 8%
- ▶ Learn a new skill 6%

PARTICIPATION AT OLLI

- ▶ Workshops/non-CFS courses past 2 years
  - ▶ None 65%
  - ▶ At places other than OLLI 27%
  - ▶ Online & at OLLI 6%
  - ▶ Online only 2%

- ▶ Reasons non-OLLI courses taken
  - ▶ Offerings not available at OLLI 67%
  - ▶ Specialized topic 66%
  - ▶ Ease of registration 19%
  - ▶ Easy parking 15%
  - ▶ Convenient location 14%
  - ▶ Higher quality instruction 11 %

## WORKSHOPS / NON-OLLI COURSES

- ▶ Hours per month volunteering (e.g., instructor, committees, projects, special assignments)

- ▶ None 66%
- ▶ 1-5 hours 21%
- ▶ 6-10 hours 8%
- ▶ 11-15 hours 3%
- ▶ 16+ hours 3%

- ▶ Reasons for not volunteering

- ▶ Don't have time 45%
- ▶ Don't know how I could help 24%
- ▶ I've never been asked 18%
- ▶ OLLI has plenty of volunteers/I'm not needed 13%

# VOLUNTEERING AT OLLI



- ▶ Do you volunteer in the community?

- ▶ Yes 68%
- ▶ No 32%

- ▶ Monthly hours volunteering in community

- ▶ 1-5 hours 36%
- ▶ 6-10 hours 28%
- ▶ 11-15 hours 18%
- ▶ 16+ hours 19%

# VOLUNTEERING IN THE COMMUNITY

▶ How satisfied overall are you with OLLI?

- ▶ Very satisfied 41%
- ▶ Quite a bit 40%
- ▶ Moderately 13%
- ▶ Somewhat 6%
- ▶ Not at all 1%

▶ If you haven't donated to OLLI, why not?

- ▶ Give to other organizations deemed more important 52%
- ▶ Not financially able 30%
- ▶ Never been asked 14%
- ▶ OLLI has plenty of money 5%

# OVERALL SATISFACTION / DONATIONS