

**2006 AARP Texas Survey:  
Comparing Awareness of  
Non-Hispanic and Hispanic  
AARP Texas Members**

April 2007



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**Report Prepared by Joanne Binette and Joachim Bruess**

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

## **Acknowledgements**

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## **REPORT ORGANIZATION**

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## Background

This report examines the concerns, priorities, and interests of AARP Texas members. In addition, the survey explores how aware Texas members are of AARP, what role and activities they would become involved in, and how interested they are in volunteering for AARP. The survey also gauges members' interests in AARP products and services. For the purposes of this analysis the respondents have been broken out into two groups: Non-Hispanic AARP Texas members and Hispanic AARP Texas members (self-identified).

## Methodology

AARP conducted the 2006 AARP Texas Member Survey from October 5<sup>th</sup> through November 2<sup>nd</sup>, 2006. A random sample of 2,000 AARP members in Texas and an over-sample of 1,000 Hispanic/Latino AARP members in Texas, proportionally stratified by three age segments—50 to 59, 60 to 74, and 75+, was selected from AARP's membership database. Each sampled member was contacted about the survey in four ways: a pre-notification postcard, the survey itself, a reminder postcard, and a second survey. Non-Hispanic and Hispanic Texas members returned 1,153 completed and useable surveys by the cut-off date, providing a 38.6 percent overall response rate. Thus, the survey has a sampling error of plus or minus 2.9 percent.<sup>1</sup>

Throughout the report, statistics representing member responses are reported in percentages. In some instances, percentages are small and may not seem to represent a significant proportion of members, yet when projected to the total Texas membership the actual number of people may be substantial. As of the end of January 2007, the number of individual AARP members in Texas was approximately 2.2 million and among them about 250,363 were Hispanic or Latino. A full annotated questionnaire is included for the non-Hispanic and Hispanic AARP Texas members in Appendix A and B.

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<sup>1</sup> This means that in 95 out of 100 samples of this size, the results obtained in the sample would fall in the range of 2.3 percentage points of what would have been obtained if every AARP member in Texas age 50 or older had been surveyed.

# Highlights

## AARP Membership and Volunteer Information

- The majority of non-Hispanic and Hispanic AARP Texas members say the reason they first joined AARP was for its representation of people age 50 and older.
- The majority of non-Hispanic and Hispanic Texas members say they find their AARP membership valuable and they would be likely to renew their membership again.
- About a third of non-Hispanic and Hispanic members say they have volunteered in the last 12 months.
- Hispanic members are more likely to be interested in volunteering for AARP than non-Hispanic members.
- Non-Hispanic members say the opportunity to make a difference on issues that are important to them would be the factor that most motivates them to volunteer for AARP. The factor that most motivates Hispanic members to volunteer is the opportunity to learn about issues that affect people age 50 and over.

## Concerns and Priorities

- Non-Hispanic members and Hispanic members have the same top five major concerns: affording the cost of health care, assuring that their pension benefits and retirement savings are safe, staying in their own homes as long as possible as they get older, having Medicare as a base for retirement health insurance, and affording the cost of prescription drugs.
- A majority of non-Hispanic and Hispanic members believe that negotiating lower prices for prescription drugs, working towards comprehensive, affordable, quality healthcare services for all Texans, and ensuring stable and affordable electricity rates should be top or high priorities for AARP.

## AARP Roles and Activities

- Hispanic members are more interested in becoming involved in AARP community activities than non-Hispanic members. Hispanic members are most interested in participating in health and wellness sessions.
- Hispanic members are more likely than non-Hispanic members to participate in AARP workshops or meetings. Hispanic members are most interested in attending workshops or meetings on Medicare benefits and options and prescription drug insurance and public benefits.
- Non-Hispanic and Hispanic Texas members prefer to find out about AARP programs, services, or activities via mail.

## **Member Awareness**

- Most members, whether they are non-Hispanic or Hispanic, have not called the AARP Texas State Office. However, 15 percent of non-Hispanic members and 18 percent of Hispanic members say that they have visited the AARP website.
- Hispanic members are more often aware of AARP activities than non-Hispanic members. Hispanic members are most often aware of AARP efforts to provide state specific information on issues or benefits available to older adults.

## **Products and Services**

- Hispanic members are more concerned about products and services than non-Hispanic members. Hispanic members are most concerned about investments and assistance with tax preparation.
- Hispanic members are more interested in discounts on products and services than non-Hispanic members. Hispanic members are most interested in discounts on prescription drugs and health products, eye exams and eyewear, and telephone services.
- Hispanic members are more interested in information and educational products and services than non-Hispanic members. Hispanic members are most interested in information about Social Security, public benefits, welfare, food stamps, and how to save and invest.
- Hispanic members are also more interested in insurance related products than non-Hispanic members. Hispanic members are most interested in health insurance that covers hospitalization and that pays for nursing home or home care.

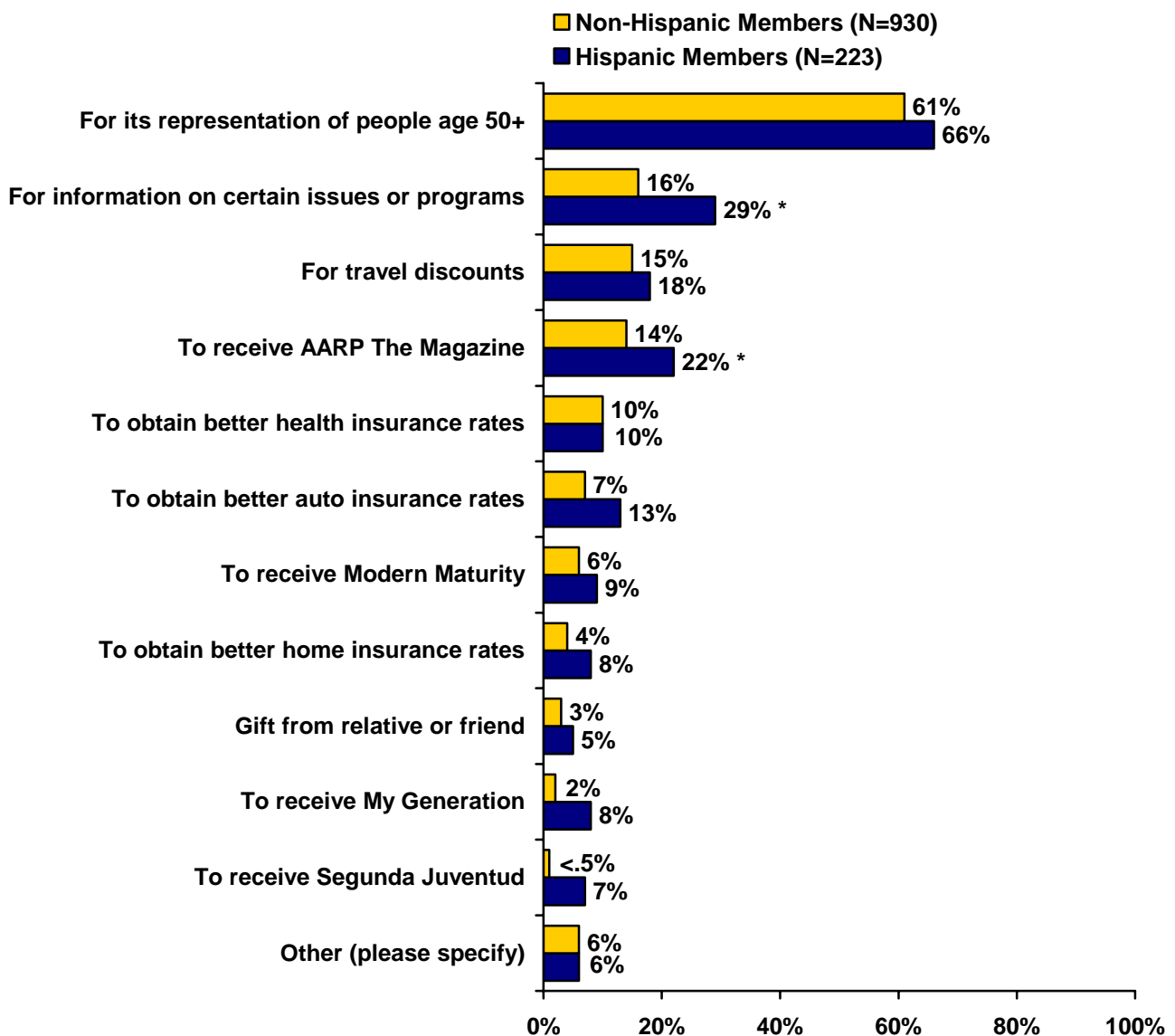
## Detailed Findings

### AARP Membership and Volunteer Information

#### Non-Hispanic and Hispanic Texas members say representation of people age 50+ is the most important reason they first joined AARP.

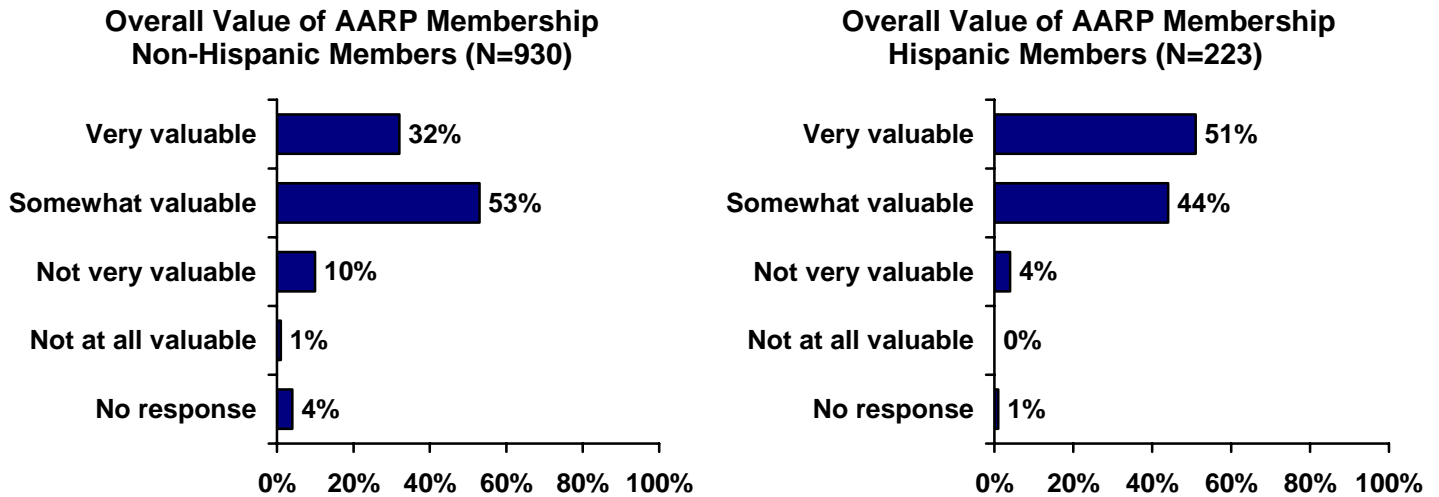
More than six in ten non-Hispanic and Hispanic members say they joined AARP for its representation of people age 50+. Compared to non-Hispanic members, Hispanic members significantly more often say that information on certain issues or programs and to receive *AARP the Magazine* are the reasons why they first joined AARP.

#### Reasons Why Members First Joined AARP

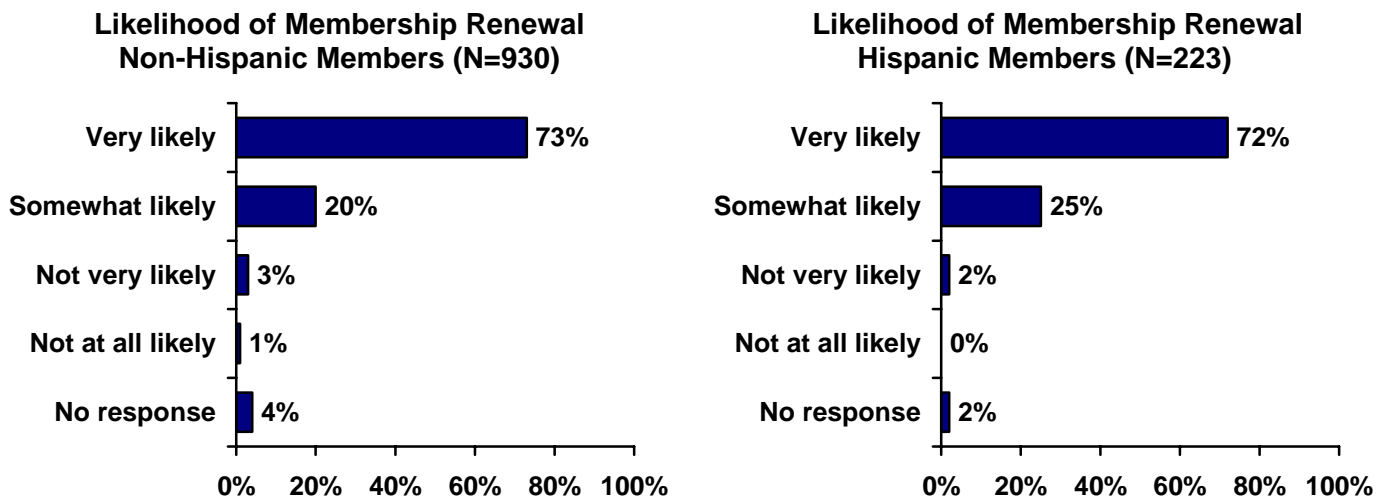


\* Significant difference for error probability  $p < 0.05$

More than eight in ten non-Hispanic Texas members and more than nine in ten Hispanic members rate the overall value of their membership in AARP as very or somewhat valuable. Ten percent of non-Hispanic members, however, say the overall membership is not very valuable to them, which represents a considerable number that deserves further attention. When projected to the total non-Hispanic Texas members this represents approximately 200,597.



The likelihood of renewal among non-Hispanic and Hispanic members is very high. More than nine in ten non-Hispanic and Hispanic members say it is very or somewhat likely that they will renew their membership when it is time to renew.

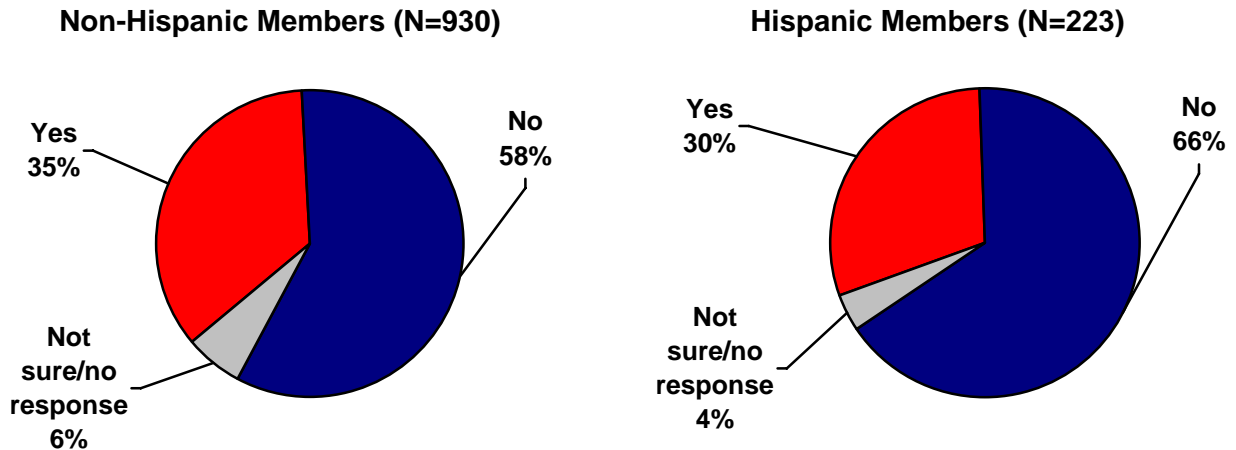


## Volunteering

### About a third of non-Hispanic and Hispanic Texas members are engaged in volunteer work.

In the past twelve months more than a third of non-Hispanic members and three in ten Hispanic members have volunteered their free time to local or national organizations or groups.

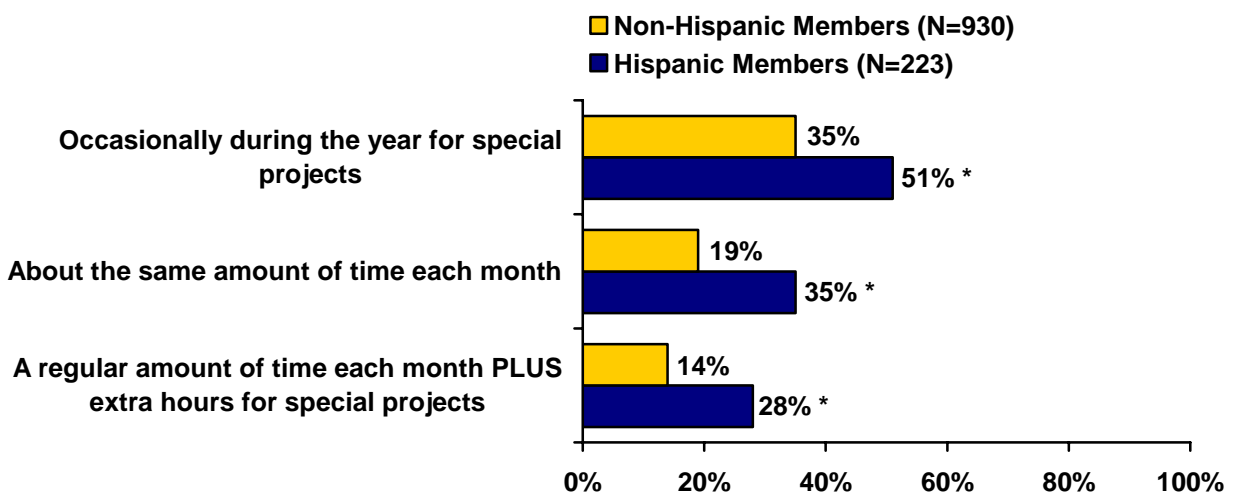
#### Volunteering During the Past 12 Months



### Hispanic members are more interested in volunteering for AARP compared to non-Hispanic Texas members.

More than half of Hispanic members would be extremely, very, or somewhat interested in volunteering for AARP for special projects compared to only about a third of non-Hispanic members. Compared to non-Hispanic members, Hispanic members would more often spend the same amount of time each month or they would spend a regular amount plus extra hours for volunteering. Caution must be used in interpreting this data as a plurality of both non-Hispanic and Hispanic members are only somewhat interested in volunteering for AARP.<sup>2</sup>

#### Interest in Volunteering for AARP

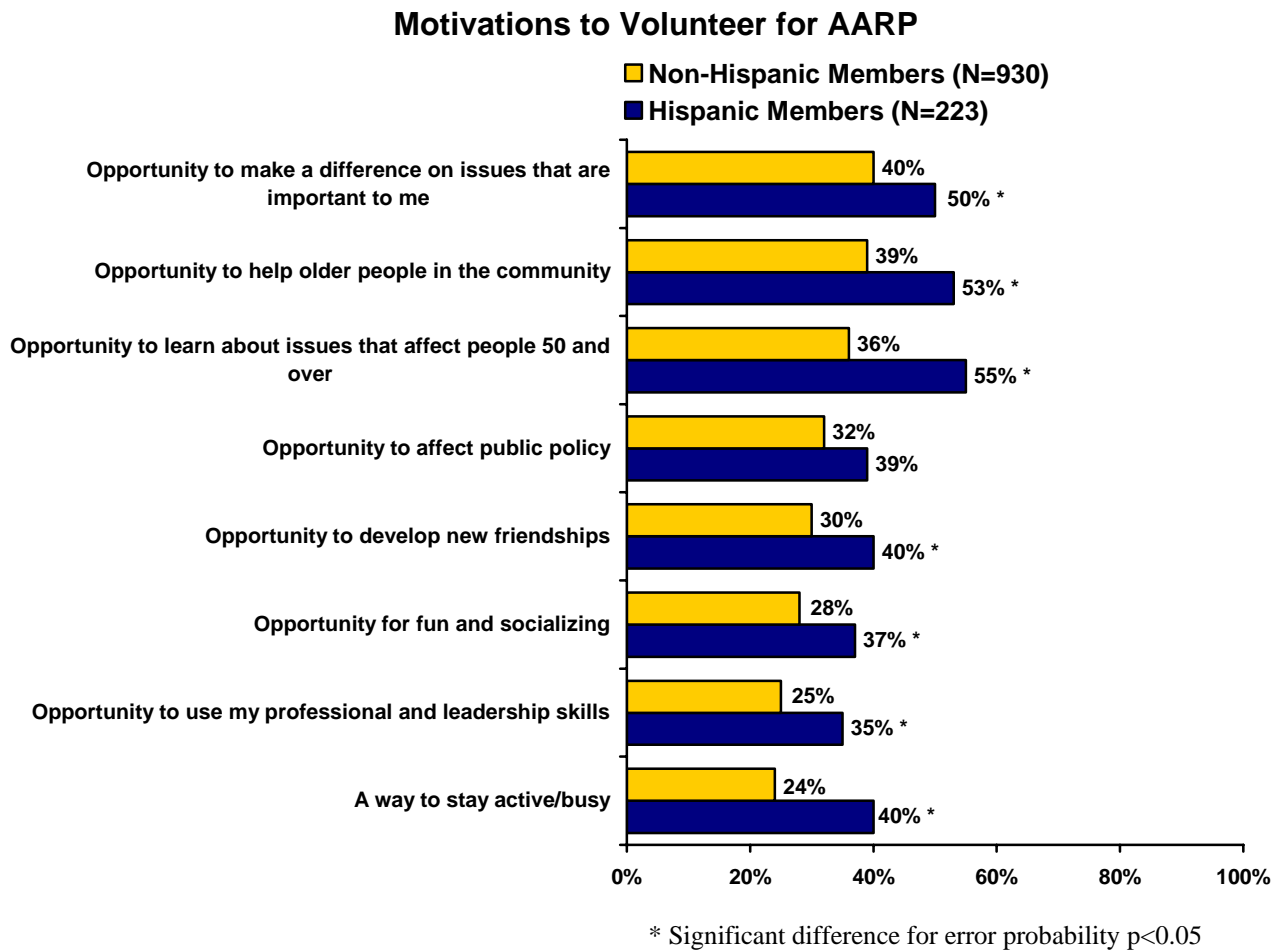


Responses for extremely, very, and somewhat interested were combined  
 \* Significant difference for error probability  $p < 0.05$

<sup>2</sup> See Question 26 in the annotations, Appendix A and B.

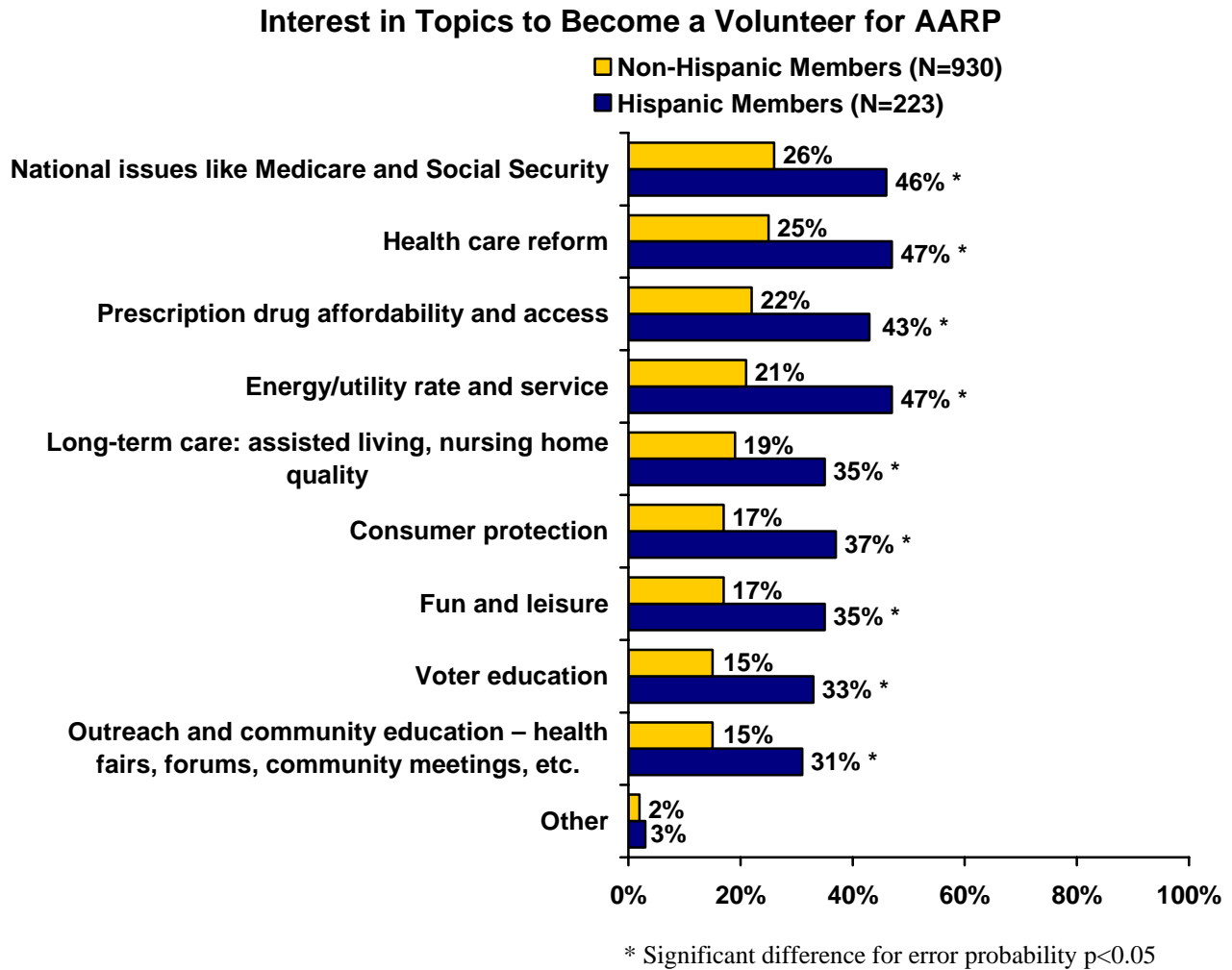
**The opportunity to make a difference, to help other people, and to learn about issues that affect people 50 and older are major reasons for non-Hispanic and Hispanic Texas members to volunteer for AARP.**

Nearly four in ten non-Hispanic members and about half of Hispanic members would be motivated to volunteer for AARP if they see an opportunity to make a difference on issues that are important to them, to help other people in the community, and to learn about issues that affect people 50 and older. All of the factors would be more likely to motivate Hispanic members to volunteer compared to non-Hispanic members with the exception of the opportunity to affect public policy.



## Hispanic members express more interest in topics to become a volunteer for AARP compared to non-Hispanic Texas members.

Almost half of Hispanic members say that topics such as Medicare and Social Security, health care reform, and energy/utility rate and service interest them enough to become a volunteer for AARP. In comparison, significantly fewer non-Hispanic members say the same.



## Concerns and Priorities

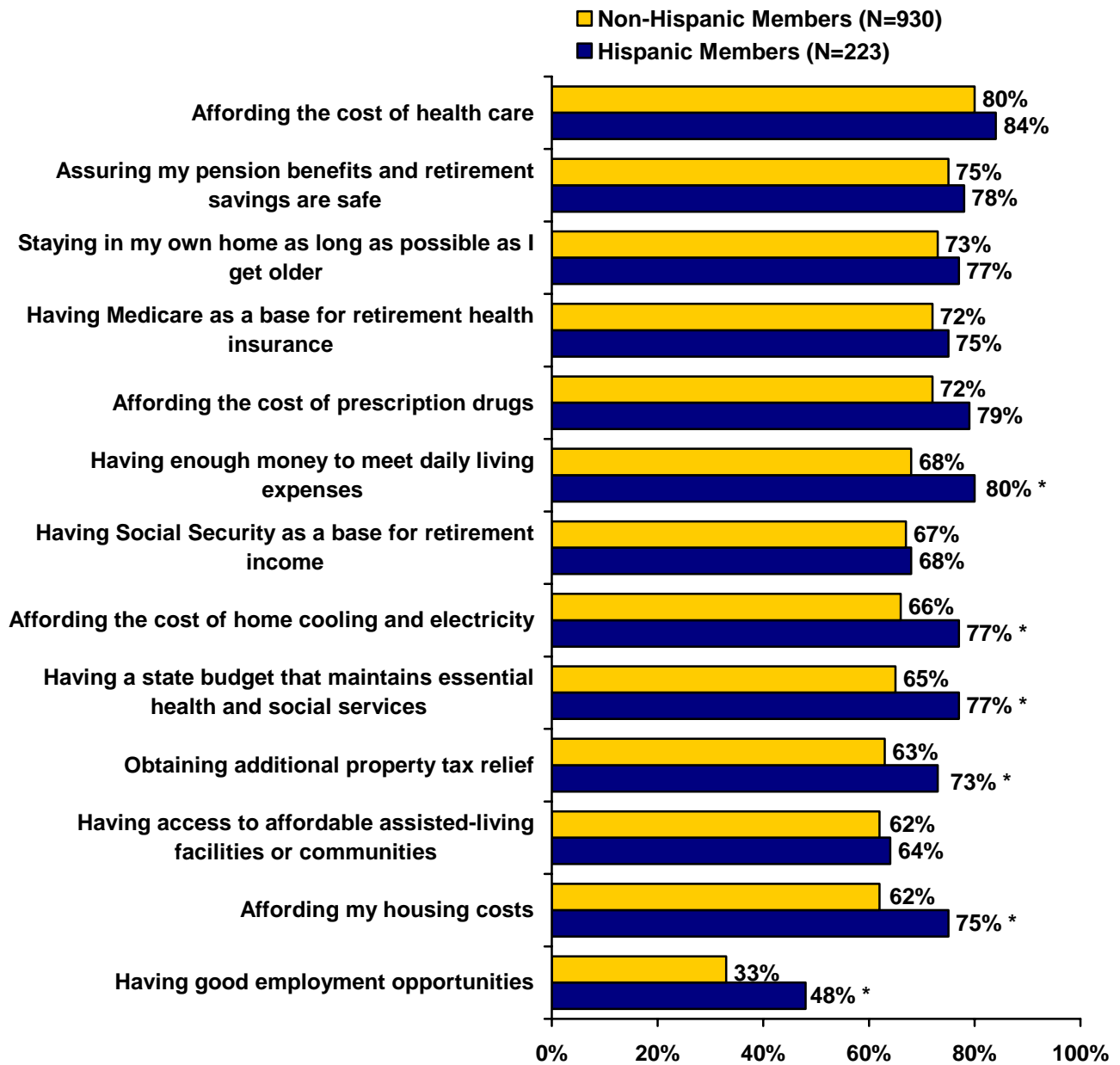
**The top concerns for non-Hispanic and Hispanic Texas members are health care, financial security, and the desire to stay in their own home as long as possible.**

Non-Hispanic and Hispanic members do not differ in their top five major concerns. More than seven in ten members in both groups are extremely or very concerned about affording the cost of health care, assuring that pension benefits and retirement savings are safe, staying in their own home as long as possible, having Medicare as a base for retirement health insurance, and being able to afford the cost of prescription drugs. Four in ten or more of both non-Hispanic and Hispanic members are extremely concerned about these five issues. Hispanic members are more concerned about having enough money to meet their daily expenses, affording the cost of home cooling and electricity, having a state budget that maintains essential health and social services, obtaining additional property tax relief, affording housing costs, and having good employment opportunities compared to non-Hispanic members. With the exception of having good employment opportunities about a third or more of Hispanic members are extremely concerned with these issues.<sup>3</sup>

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<sup>3</sup> See Question 1 in the annotations, Appendix A and B.

## Member Concerns

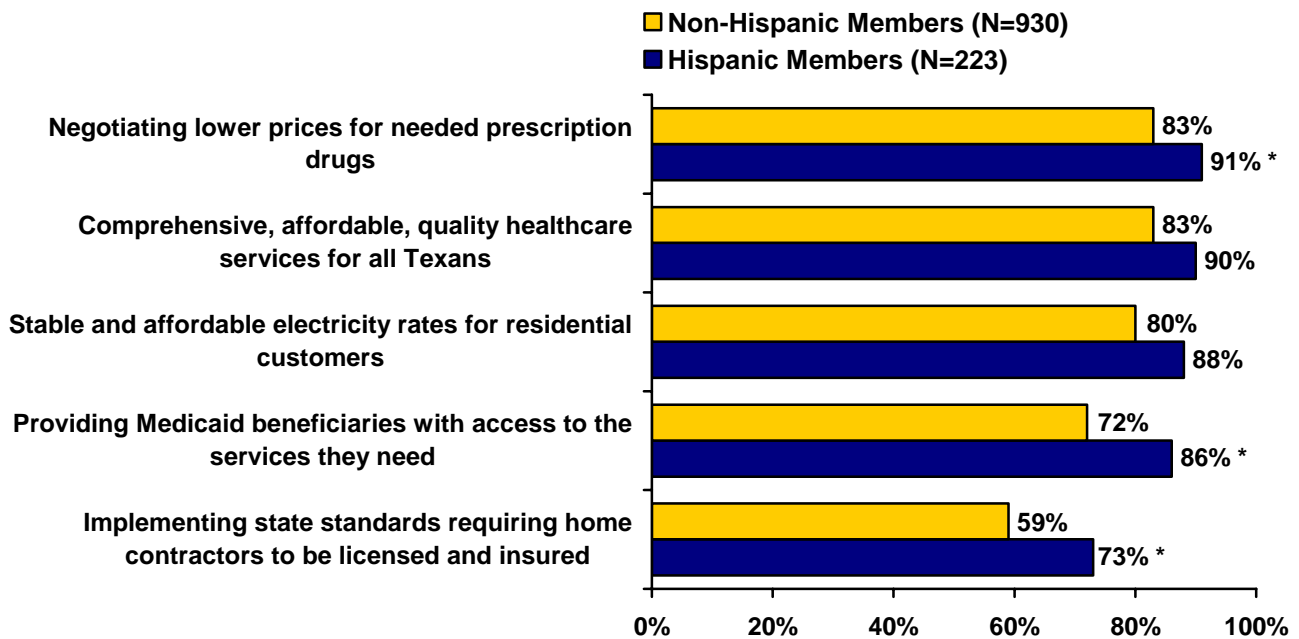


Responses for extremely and very concerned were combined  
 \*Significant difference for error probability  $p < 0.05$

## Non-Hispanic and Hispanic Texas members say that health care related issues should be a top or high priority for AARP Texas.

At least eight in ten non-Hispanic and Hispanic members believe that negotiating lower prices for prescription drugs, working towards comprehensive, affordable, quality healthcare services for all Texans, and ensuring stable and affordable electricity rates should be top or high priorities for AARP. Hispanic members are more likely to say that negotiating for lower drug prices, providing Medicaid beneficiaries with access to needed services, and implementing state standards requiring home contractors to be licensed and insured should be top or high priorities compared to non-Hispanic members.<sup>4</sup>

### Top and High Priorities for AARP Texas



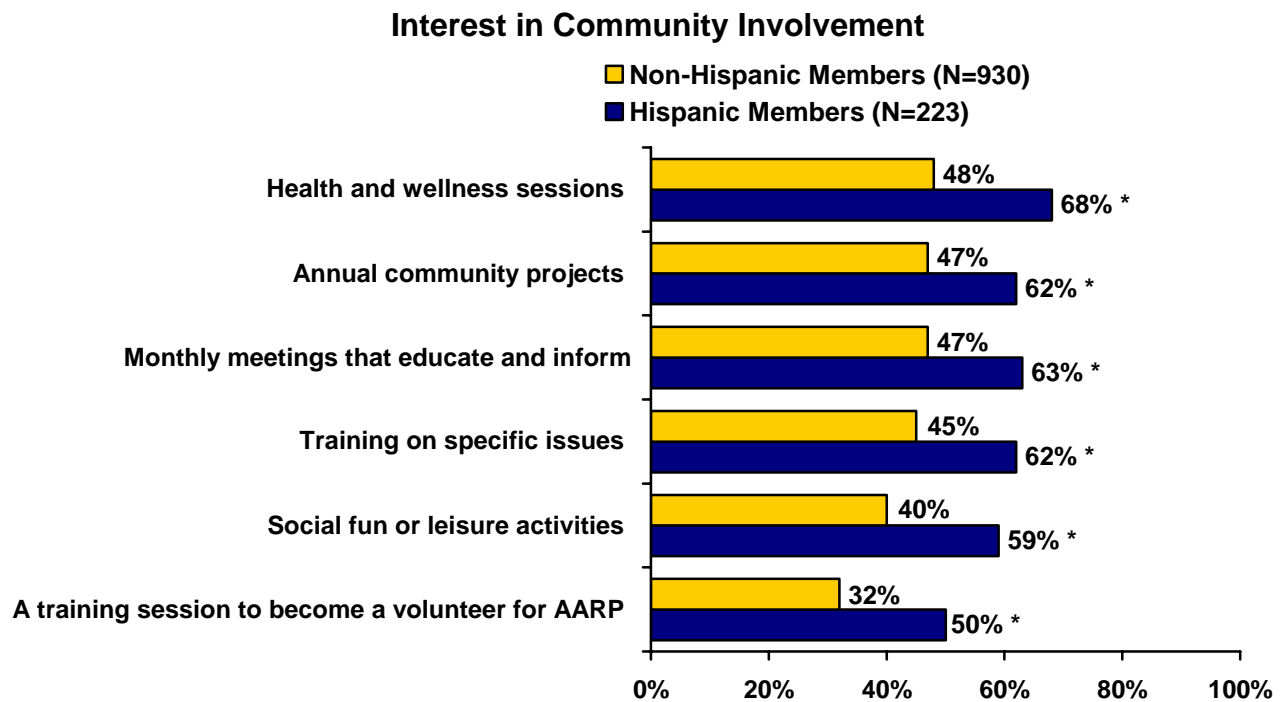
Responses for top and high priority were combined  
 \* Significant difference for error probability  $p < 0.05$

<sup>4</sup> See Question 2 in the annotations, Appendix A and B.

## AARP Roles and Activities

### Hispanic members are more interested in becoming involved in AARP activities in the community compared to non-Hispanic Texas members.

More than six in ten Hispanic members would like to be involved in health and wellness sessions, annual community projects, monthly meetings that educate and inform, and training sessions on specific issues compared to less than half of non-Hispanic members. Hispanic members are also much more interested in social fun or leisure activities and volunteer training sessions than non-Hispanic members. Caution should be used interpreting these results as most non-Hispanic and Hispanic members are very or somewhat interested in these opportunities.<sup>5</sup>



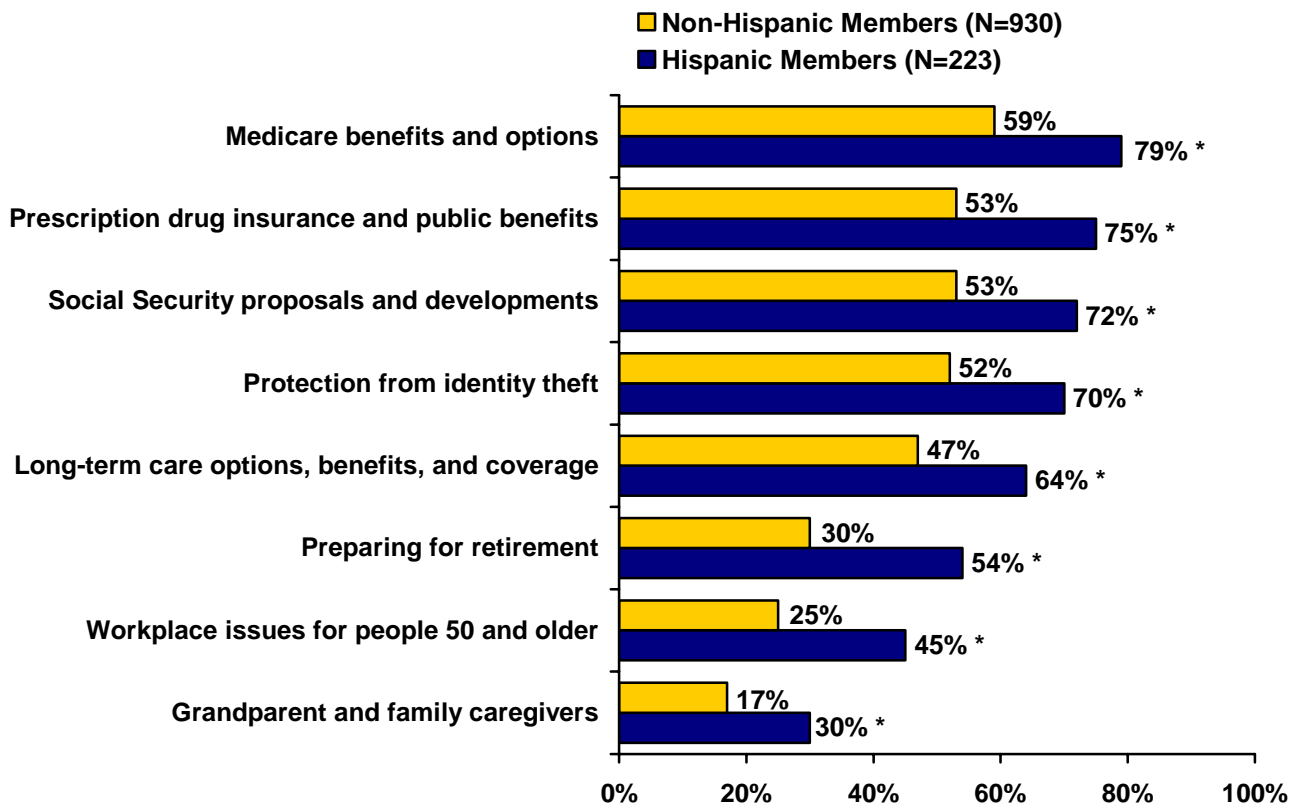
Responses for extremely, very and somewhat involved were combined  
\* Significant difference for error probability  $p < 0.05$

<sup>5</sup> See Question 3 in the annotations, Appendix A and B.

**Hispanic members are more likely to attend AARP workshops or meetings than non-Hispanic Texas members. The majority of both groups would attend workshops or meetings on Medicare benefits, prescription drugs, Social Security, and identity theft.**

Seven in ten or more of Hispanic members say they would attend workshops or meetings on Medicare benefits, prescription drug insurance, Social Security, and protection from identity theft compared to just over half of non-Hispanic members. Hispanic members are also more likely to say they would attend workshops or meetings on long-term care options, preparing for retirement, workplace issues, and grandparent and family caregivers.

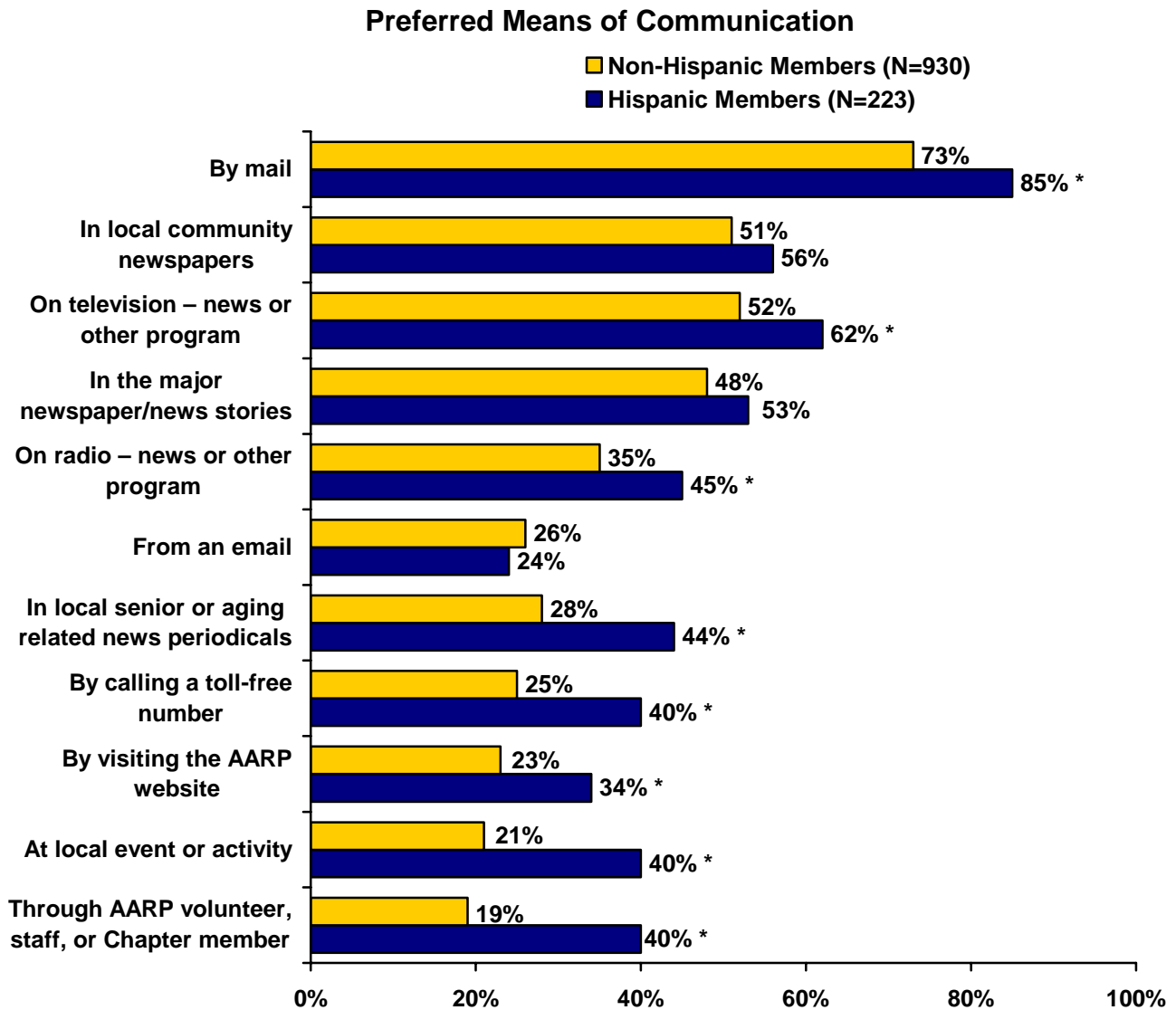
**Potential for Attending AARP Workshops or Meetings**



\* Significant difference for error probability  $p < 0.05$

## Most non-Hispanic and Hispanic Texas members prefer to find out about AARP programs, services, or activities by mail.

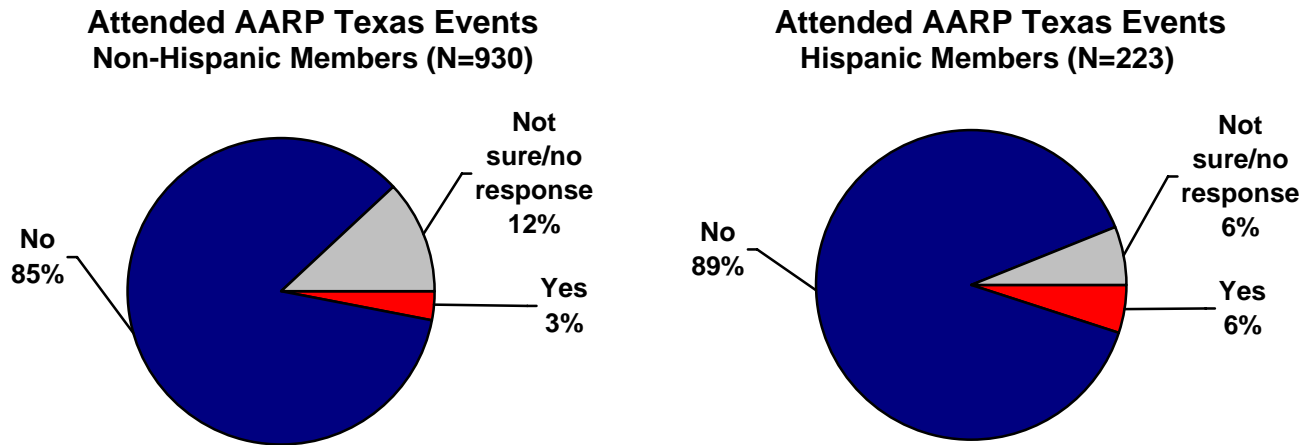
The most preferred methods of communication for non-Hispanic and Hispanic members are mail, local newspapers, television, and major newspapers. Although mail is the preferred method of communication for both groups, Hispanic members are more likely to prefer this method. Hispanic members are also more likely to prefer receiving information via television, radio, aging periodicals, a toll-free number, the AARP website, local events, or through an AARP volunteer, staff, or Chapter member.



\* Significant difference for error probability  $p < 0.05$

Few non-Hispanic and Hispanic members have attended AARP Texas events in the past year.

### Attended AARP Texas Events



However, if AARP Texas were to hold an event in the community, half of Hispanic members (50%) and more than a quarter of non-Hispanic members (27%) say they would attend the event.<sup>6</sup> Hispanic members find weekdays after 5pm (34%) and before 5pm (27%) most convenient.<sup>7</sup> Non-Hispanic members similarly, though in reverse order, say weekdays before 5pm (34%) and after 5pm (25%) would be most convenient to them. Weekends after 5pm are the least convenient as only five percent of non-Hispanic members and seven percent of Hispanic members mention that time frame. Given that similar percentages of non-Hispanic and Hispanic members want to attend events before and after 5pm, it may be difficult for the AARP Texas State Office to organize events at a convenient time for those willing to attend.

<sup>6</sup> See Question 8 in the annotations, Appendix A and B.

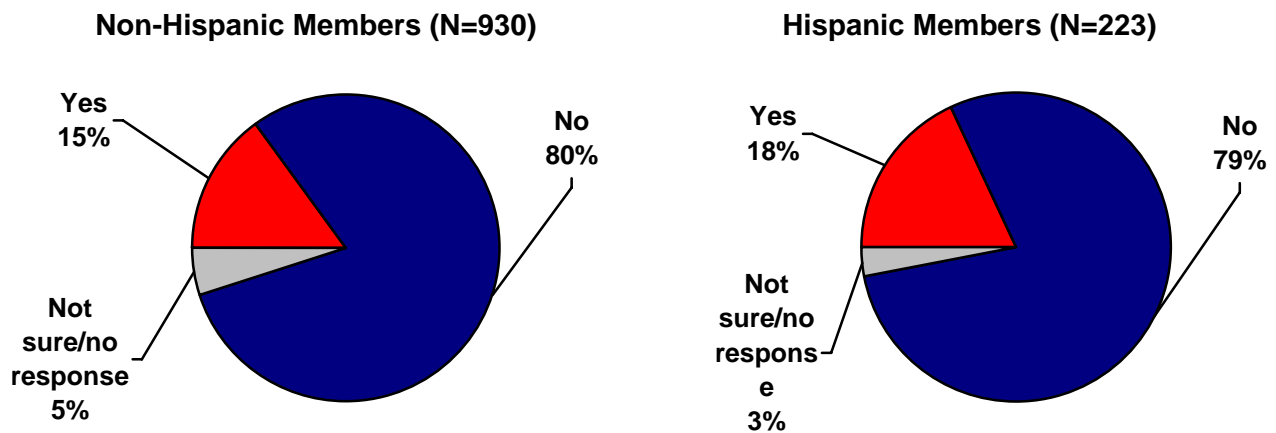
<sup>7</sup> See Question 9 in the annotations, Appendix A and B.

## Member Awareness

Most non-Hispanic and Hispanic members have not called the AARP Texas State Office, five percent of non-Hispanic members and nine percent of Hispanic members have called. Of those who have contacted the Texas State Office by phone, nine in ten Hispanic members and three in four non-Hispanic members say they are extremely and very satisfied with the phone contact.<sup>8</sup>

In comparison, website visits are more frequent. Though the majority of non-Hispanic and Hispanic members in Texas have not visited the state website, a sizeable minority of non-Hispanic (15%) and Hispanic members (18%) have logged on to [www.aarp.org/tx](http://www.aarp.org/tx).

### Visited the AARP Texas Website ([www.aarp.org/tx](http://www.aarp.org/tx))

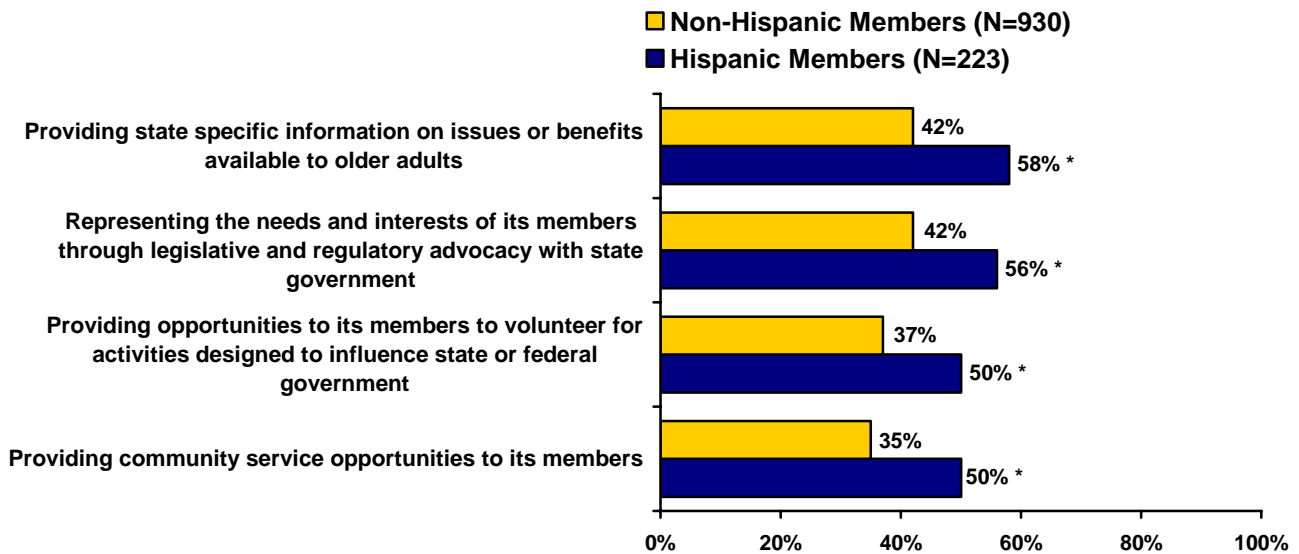


<sup>8</sup> See question 11 in the annotations, Appendix A and B.

## Hispanic members are more often aware of AARP activities compared to non-Hispanic Texas members.

Almost six in ten Hispanic members say AARP was extremely, very, or somewhat active in providing state specific information on issues or benefits available to older adults and in representing the needs and interests of its members through legislative and regulatory advocacy with state government. Though non-Hispanic members less often share this view, more than four in ten say that AARP was extremely, very, or somewhat active in providing state specific information to older adults and in representing member interests. Most Hispanic and non-Hispanic members believe AARP has been very or somewhat active in each of these areas.<sup>9</sup>

### Member Awareness of AARP Activities



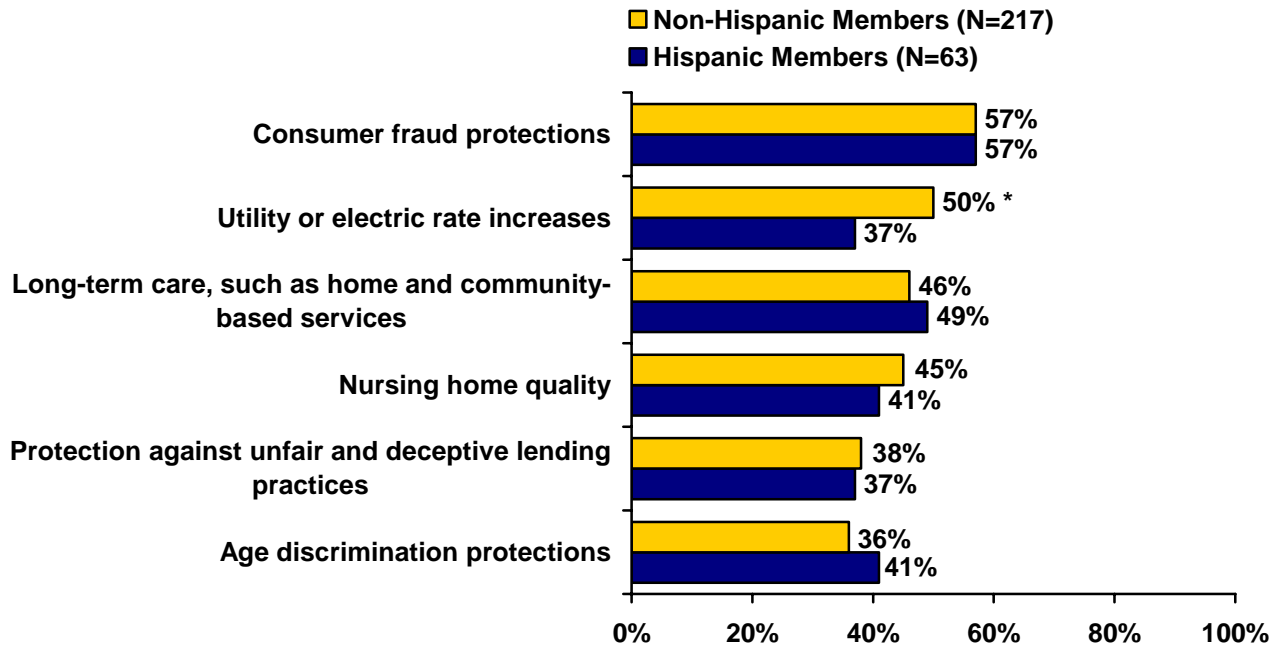
Responses for extremely, very, and somewhat active were combined

\* Significant difference for error probability  $p < 0.05$

<sup>9</sup> See Question 13 in the annotations, Appendix A and B.

More than one in four Hispanic members (28%) and almost one in four non-Hispanic Texas members (23%) have read or heard about AARP working with the Texas State government in the past year. The issues these members most often have heard of in the past year are consumer fraud protection, utility or electric rate increases, and long-term care services. Non-Hispanic members were more likely than Hispanic members to have heard about utility or electric rate increases.

### Activities AARP Was Working on with the State Government



\* Significant difference for error probability  $p < 0.05$

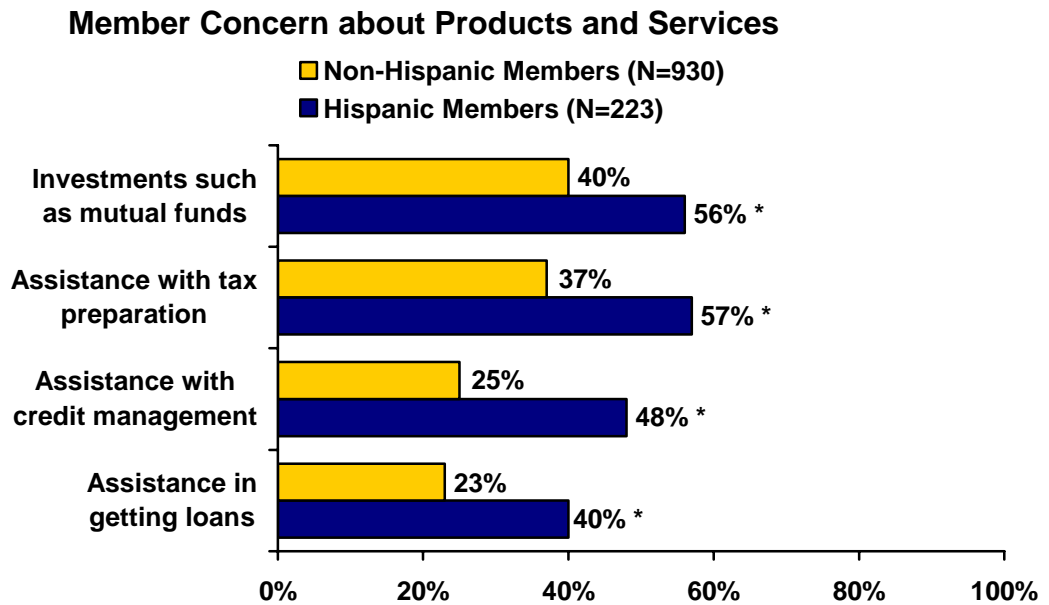
Thinking about all they have seen, heard, or read about AARP in Texas in the past year, more than six in ten Hispanic members say it has been very (29%) or somewhat positive (33%). In comparison, non-Hispanic members are significantly more reserved, more than half of them say it has been very (20%) or somewhat positive (31%).<sup>10</sup>

<sup>10</sup> See Question 16 in the annotations, Appendix A and B.

## Products and Services

### Hispanic members are more concerned about products and services compared to non-Hispanic Texas members.

Almost six in ten Hispanic members say they are extremely, very, or somewhat concerned about investments such as mutual funds and assistance with tax preparation. At least four in ten Hispanic members are concerned about assistance with credit management and getting loans. Most Hispanic members are very or somewhat concerned with any of these products and services.<sup>11</sup> Fewer non-Hispanic members are concerned about any of these products and services.

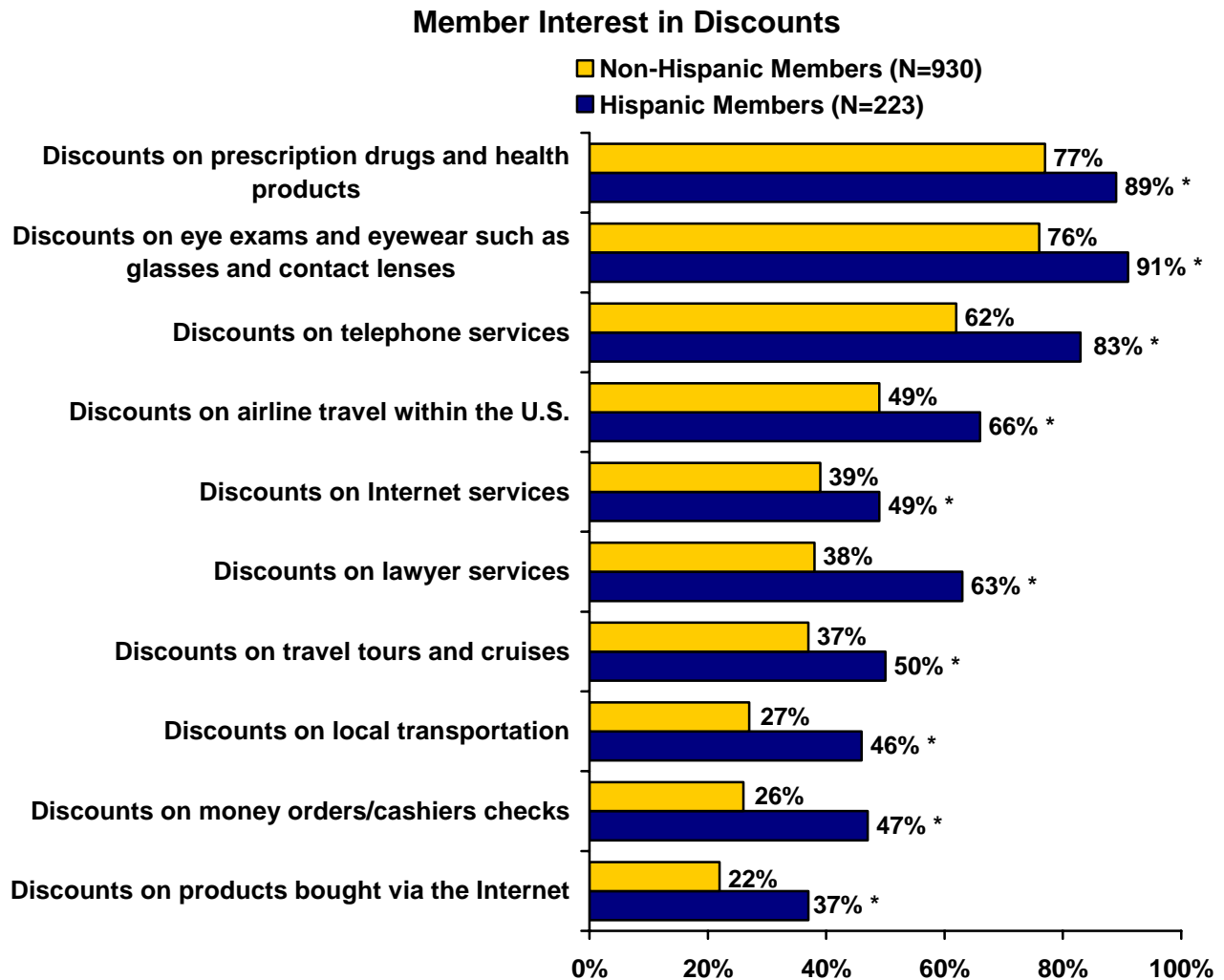


Responses for extremely, very, and somewhat concerned were combined  
\* Significant difference for error probability  $p < 0.05$

<sup>11</sup> See Question 17 in the annotations, Appendix B.

## Hispanic members are more interested in discounts on products and services compared to non-Hispanic Texas members.

Non-Hispanic and Hispanic members are most interested in discounts on prescription drugs and health products, and eye exams and eyewear with half or more being extremely interested.<sup>12</sup> However, about nine in ten Hispanic members are interested in these services compared to about three in four non-Hispanic members. The majority of both groups are also interested in discounts on telephone services and airline travel within the U.S. In general, Hispanic members are more interested in all of these discounts on products and services than non-Hispanic members.

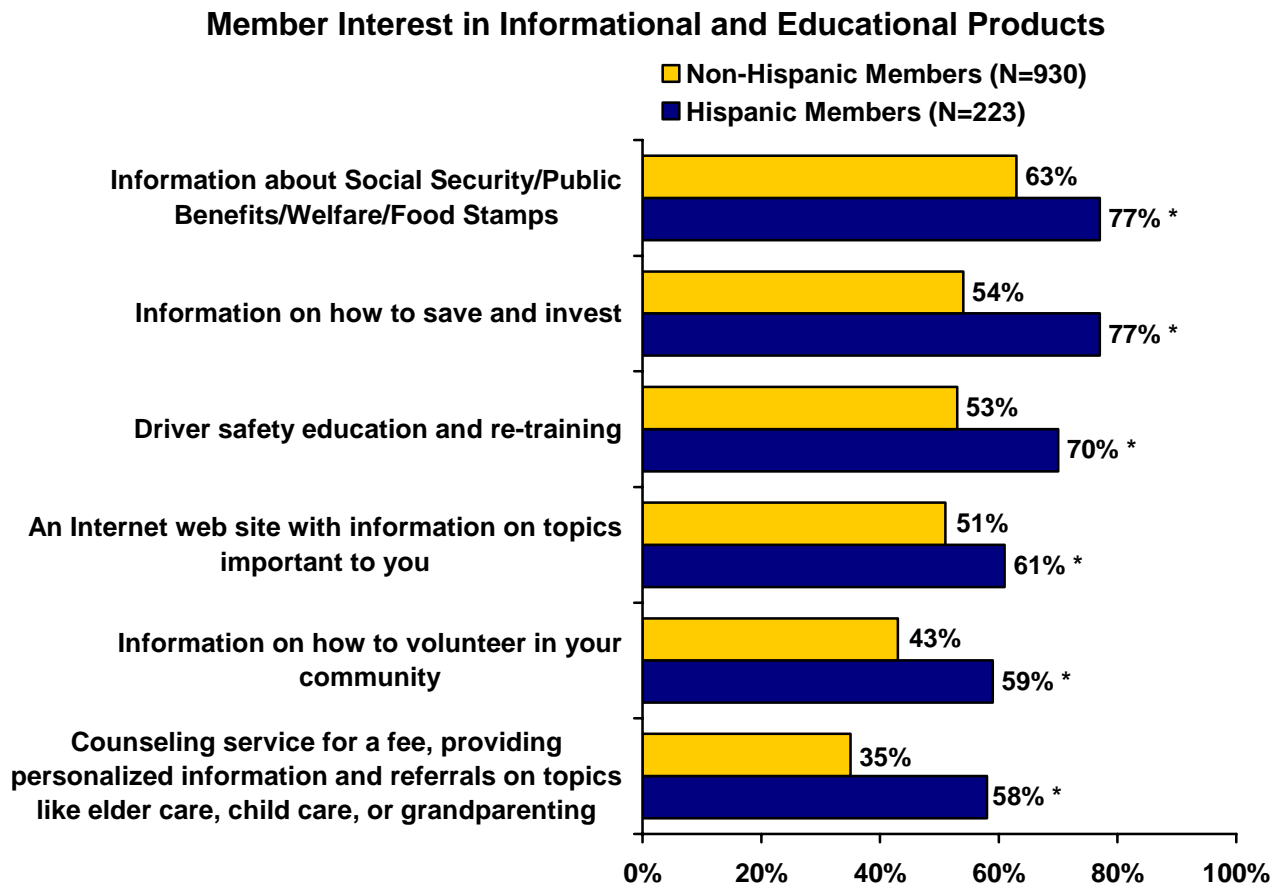


Responses for extremely, very, and somewhat interested were combined  
 \* Significant difference for error probability  $p < 0.05$

<sup>12</sup> See Question 18 in the annotations, Appendix A and B.

## Hispanic members are more interested in informational and educational products and services compared to non-Hispanic Texas members.

The majority of non-Hispanic and Hispanic members say they are extremely, very, or somewhat interested in information about Social Security/public benefits/welfare/food stamps, how to save and invest, driver safety, and Internet websites with relevant information. Hispanic members are more interested in all of these informational and educational products and services than non-Hispanic members.<sup>13</sup>

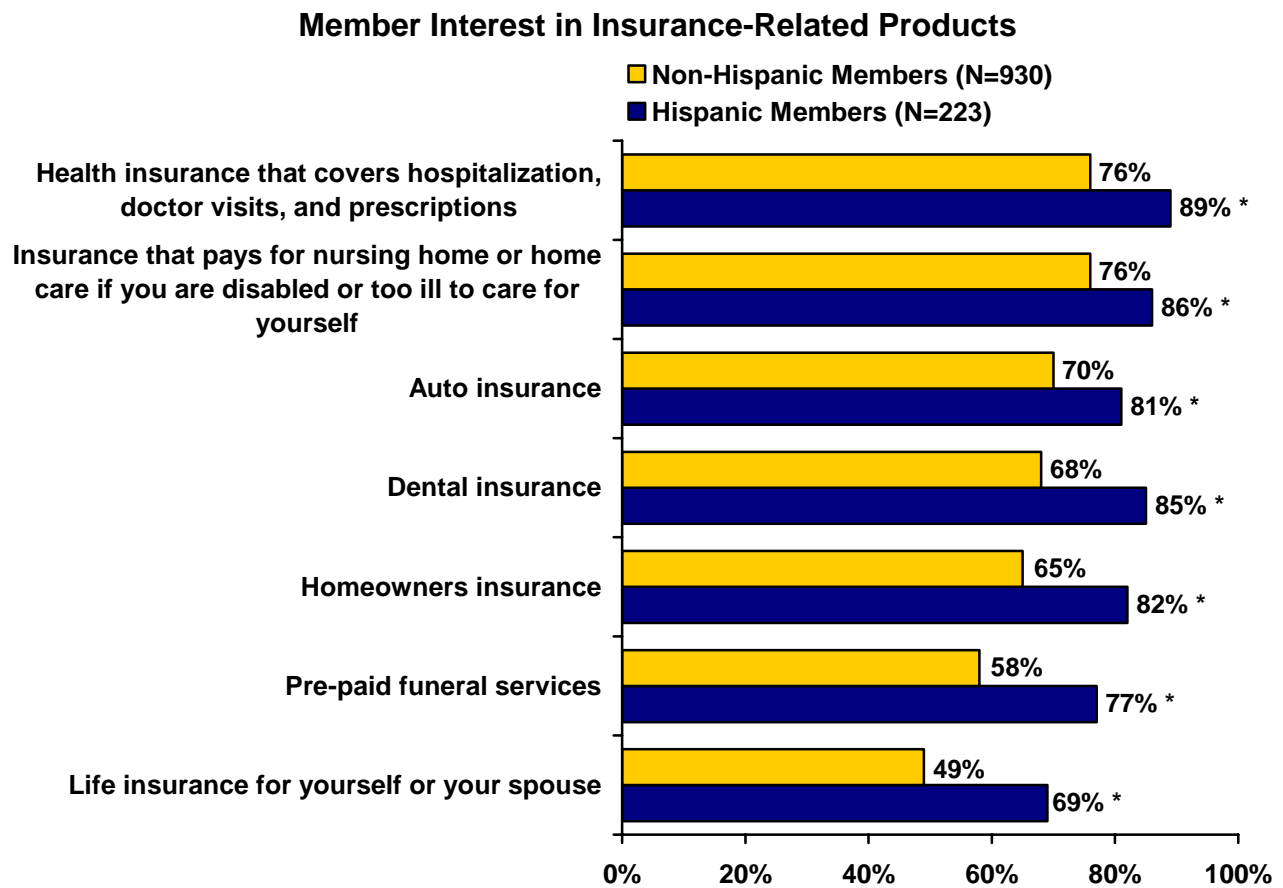


Responses for extremely, very, and somewhat interested were combined  
 \* Significant difference for error probability  $p < 0.05$

<sup>13</sup> See Question 19 in the annotations, Appendix A and B.

## Hispanic members are more interested in many insurance-related products and services compared to non-Hispanic Texas members.

The majority of non-Hispanic and Hispanic members are interested in all of the insurance products and services asked about in the survey. Both groups are most interested in health insurance that covers hospitalization and insurance that pays for nursing home or home care if they are unable to care for themselves with three in ten or more being extremely interested. Nearly nine in ten Hispanic members are interested in these products compared to three in four non-Hispanic members. Hispanic members express significantly more interest in all of these insurance-related products compared to non-Hispanic members.<sup>14</sup>



Responses for extremely, very, and somewhat interested were combined  
 \* Significant difference for error probability  $p < 0.05$

<sup>14</sup> See Question 20 in the annotations, Appendix A and B.

## Conclusions

The majority of non-Hispanic and Hispanic Texas members say they first joined AARP for its representation of people age 50 and older. Over eight in ten of non-Hispanic and Hispanic members view their AARP membership as valuable. Nearly all members from both groups say they will be likely to renew their membership.

The reason non-Hispanic and Hispanic Texas members joined AARP is reflected in concerns and priorities. Both non-Hispanic and Hispanic Texas members have the same major concerns: affording the cost of health care, keeping their pension benefits and savings safe, staying in their own homes as they age, having Medicare as their retirement health insurance, and affording the cost of prescription drugs. However, Hispanic members are more concerned about financial issues such as affording their daily living expenses, housing costs, utilities, obtaining property tax relief, and having good employment opportunities. Closely related to their concerns, both groups believe that negotiating for lower prescription drug prices, having comprehensive, affordable, quality healthcare, and having stable and affordable electricity rates should be top priorities for AARP Texas. Hispanic members are not only more concerned about the negotiation of drug prices but also about providing Medicaid beneficiaries with proper access to medical services and placing licensing and insurance requirements on home contractors.

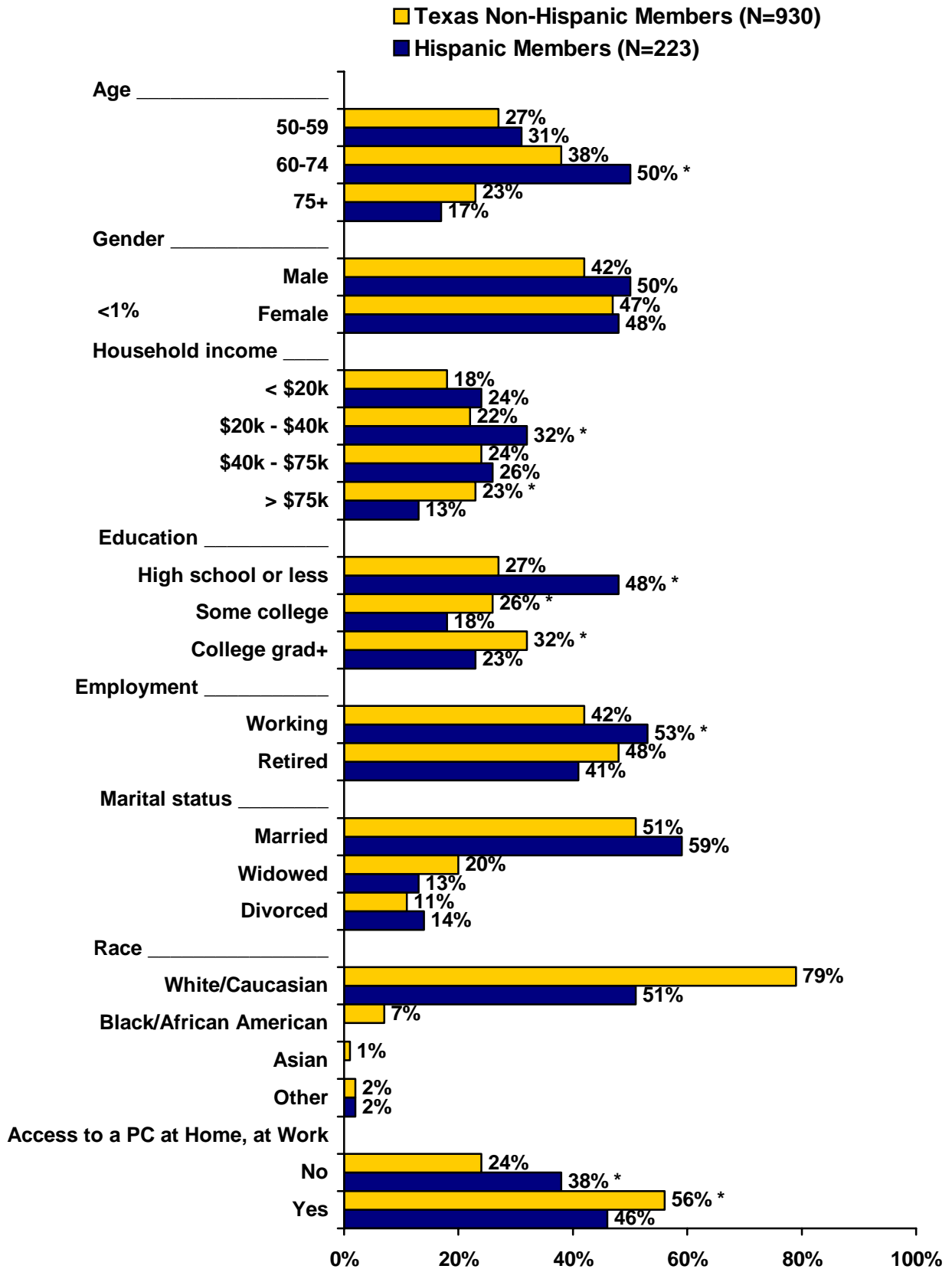
Hispanic members are much more likely to want to become involved with AARP on a community level than non-Hispanic members. Hispanic members are most interested in sessions on health and wellness, meetings that educate and inform them, annual community projects, and training on issues. Hispanic members are also much more likely to participate in AARP workshops or meetings, particularly on Medicare and prescription drug issues. Although about a third of non-Hispanic and Hispanic Texas members say they have volunteered over the past year, Hispanic members are more interested in volunteering for AARP than non-Hispanic members. The opportunity to learn about issues that affect people age 50 and over is what would most motivate Hispanic members to become involved with AARP. In comparison, the opportunity to make a difference on issues that are important to them is what would most motivate Texas non-Hispanic members to volunteer.

Most members, whether they are non-Hispanic or Hispanic, have not called the Texas State Office. However, about 15 percent of non-Hispanic and 18 percent of Hispanic members have visited the AARP website. Hispanic members tend to be more aware of any AARP activities than non-Hispanic members. Hispanic members are most aware of AARP's state specific information on issues and benefits that are available to older adults and advocacy activities. More than six in ten Hispanic members and about five in ten non-Hispanic members say that what they have seen, heard, or read about AARP has been positive.

Hispanic members are more interested in discounts on and information about products and services than non-Hispanic members. Hispanic members are most interested in discounts on prescription drugs and health products, eye exams and eyewear, and telephone services. Hispanic members are also most interested in information about Social Security, public benefits, welfare, food stamps, and how to save and invest. Additionally, Hispanic members are more interested in insurance related products such as health insurance that covers hospitalization and that pays for nursing home or home care.

This report is a useful tool for AARP Texas to engage and involve members in their state in AARP activities and advocacy efforts. Moreover, this information can help AARP Texas to target their outreach efforts to specific communities. Both non-Hispanic and Hispanic AARP Texas members most prefer to find out about AARP programs, services, or activities via mail, local community newspapers, or television programs.

## Demographic Profile of Texas AARP Member Respondents



\* Significant difference for error probability  $p < 0.05$

## **APPENDIX A**

### **Hispanic AARP Texas Members At A Glance**

**Hispanic AARP Texas Members at a Glance  
(n=223)**

<b>Top Reasons Why First Joined AARP</b>	<p>Representation of people age 50+ (66%)</p> <p>Information on certain issues/programs (29%)</p> <p><i>AARP The Magazine</i> (22%)</p>
<b>Top Issues Extremely Concerned About</b>	<p>Affording the cost of healthcare (61%)</p> <p>Having enough money to meet daily living expenses (55%)</p> <p>Assuring pension benefits and retirement savings are safe (54%)</p> <p>Staying in their own home as they get older (52%)</p>
<b>Top Priorities for AARP</b>	<p>Comprehensive, affordable, quality healthcare services for all Texans (66%)</p> <p>Negotiating lower prices for needed prescription drugs (61%)</p> <p>Stable and affordable electricity rates for residential customers (56%)</p> <p>Providing Medicaid beneficiaries with access to services they need (56%)</p>
<b>Top Discounts Extremely Interested In</b>	<p>Discounts on eye exams and eyewear (59%)</p> <p>Discounts on prescription drugs and health products (57%)</p> <p>Discounts on telephone services (45%)</p> <p>Discounts on airline travel within the US (35%)</p> <p>Discounts on lawyer services (35%)</p>

<b>Top Insurance-Related Products Extremely Interested In</b>	Health insurance (53%)
	Dental insurance (44%)
	Insurance that pays for nursing home or home care (44%)
<b>Preferred Ways to Hear from AARP</b>	Mail (85%)
	Television (62%)
	Local community newspaper (56%)
	Major newspaper (53%)
<b>Top Topics of Interest to Become an AARP Volunteer</b>	Energy/utility rates and service (47%)
	Health care reform (47%)
	National issues like Medicare or Social Security (46%)
	Prescription drug affordability (43%)

## **APPENDIX B**

### **Non-Hispanic AARP Texas Member Annotated Questionnaire**

## 2006 AARP TEXAS MEMBER SURVEY

(n=930 Non-Hispanic Members, Response Rate = 46.8%, Sampling error = +/-3.3)

(Percentages may not total 100% due to rounding.)

### Member Concerns

1. Below is a list of concerns that have been expressed by people age 50 and older. Please check the box that most closely matches your level of concern about each item.

	Extremely Concerned <u>%</u>	Very Concerned <u>%</u>	Somewhat Concerned <u>%</u>	Not very Concerned <u>%</u>	Not at all Concerned <u>%</u>	Not sure <u>%</u>	No Ans. <u>%</u>
a. Affording the cost of prescription drugs.....	42	30	16	5	2	1	6
b. Having Social Security as a base for retirement income.....	41	26	17	6	4	<.5	6
c. Affording the cost of home cooling and electricity .....	38	28	21	6	2	<.5	6
d. Having Medicare as a base for retirement health insurance .....	41	31	16	4	2	<.5	6
e. Having a state budget that maintains essential health and social services .....	35	30	19	6	2	1	7
f. Staying in my own home as long as possible as I get older .....	48	25	14	5	2	<.5	6
g. Having access to affordable assisted-living facilities or communities .....	31	31	22	7	2	1	6
h. Having enough money to meet daily living expenses.....	45	23	15	7	3	<.5	6
i. Having good employment opportunities.....	16	17	21	15	18	3	10
j. Assuring my pension benefits and retirement savings are safe....	53	21	11	4	4	<.5	7
k. Affording the cost of health care .	62	19	10	2	1	<.5	6
l. Affording my housing costs.....	40	22	19	8	4	0	7
m. Obtaining additional property tax relief .....	39	25	19	6	4	1	6

**2. To be effective, AARP Texas wants to work on the most important issues facing Texas AARP members. Keeping in mind what is most important to you, how much of a priority should it be for AARP to work on the following legislative issues in Texas?**

	Top Priority <u>%</u>	High Priority <u>%</u>	Medium Priority <u>%</u>	Low Priority <u>%</u>	Not a Priority <u>%</u>	Not Sure <u>%</u>	No Answer <u>%</u>
a. Comprehensive, affordable, quality healthcare services for all Texans .....	52	31	8	1	1	<.5	6
b. Negotiating lower prices for needed prescription drugs .....	53	30	10	1	1	<.5	6
c. Implementing state standards requiring home contractors to be licensed and insured ...	31	28	21	8	5	<.5	7
d. Stable and affordable electricity rates for residential customers .....	46	34	11	2	1	0	6
e. Providing Medicaid (the state and federal program for low-income, disabled, and elderly) beneficiaries with access to the services they need, control over the services they want, and a choice of the setting in which their care is provided .....	42	30	15	4	3	1	6

## AARP Roles and Activities

**3. Listed below are some opportunities AARP could provide in your community to address member interests and concerns. How involved would you like to be in each opportunity if it were offered in your community?**

	Extremely involved <u>%</u>	Very involved <u>%</u>	Somewhat involved <u>%</u>	Not too involved <u>%</u>	Not at all involved <u>%</u>	Not sure <u>%</u>	No Ans. <u>%</u>
a. Monthly meeting that educates and informs AARP members about community issues .....	4	10	34	23	20	5	5
b. Annual community projects such as help low-income seniors winterize their vehicles; make minor home repairs, etc. ...	7	12	28	23	22	4	5
c. A training session to become a volunteer for AARP programs like Tax-Aide, Driver Safety, or Community Action Teams .....	3	8	21	24	33	6	5

3. (continued)	Extremely Involved %	Very involved %	Somewhat involved %	Not too involved %	Not at all involved %	Not sure %	No Ans. %
d. Health and wellness sessions like walking tours, physical and mental fitness exercises, healthy cooking classes.....	7	15	27	20	24	4	4
e. Training on specific issues so you can help AARP Texas address important issues like affordable utilities, health coverage, housing and transportation, long-term care, etc.....	8	13	24	21	24	6	4
f. Social fun or leisure activities like trips, tours, pot-luck dinners, etc.....	5	12	23	23	28	5	4

**4. AARP Texas is considering holding some workshops in your community on a variety of topics. Would you attend a workshop or meeting on each of the following topics if it is offered in your community?**

	Yes %	No %	Not Sure %	No Answer %
a. Grandparent and family caregivers .....	17	51	26	6
b. Workplace issues for people 50 and older. ....	25	50	20	5
c. Preparing for retirement .....	30	48	17	6
d. Protection from identity theft .....	52	26	18	4
e. Social Security proposals and developments .....	53	22	20	4
f. Medicare benefits and options.....	59	20	16	5
g. Prescription drug insurance and public benefits .....	53	23	20	4
h. Long-term care options, benefits and coverage .....	47	25	25	4

**5. If AARP has or were to have programs, services, or activities in your community, would you like to find out about them.....**

	Yes %	No %	Not Sure %	No Answer %
a. By mail.....	73	14	3	10
b. From an email .....	26	54	5	15
c. By visiting the AARP website.....	23	53	9	16
d. By calling a toll-free number .....	25	50	10	16
e. In the major newspaper/news stories .....	48	30	8	14
f. In local community newspapers .....	51	28	7	13
g. In local senior or aging related news periodicals.....	28	42	15	16
h. On television – news or other program.....	52	27	8	14
i. At local event or activity.....	21	48	15	16
j. On radio – news or other program.....	35	39	10	16
k. Through AARP volunteer, staff, or Chapter member.....	19	47	19	16
l. Other (please specify) .....	0	0	0	0

**6. Have you attended any AARP Texas events in or near your community in the past year?**

<u>%</u>	
3	Yes
85	No ► <b>GO TO QUESTION 8</b>
1	Not sure
11	No Answer

**7. Have you attended any of the following AARP Texas events in the past year? (n=35)**

	Yes	No	No Answer
	<u>%</u>	<u>%</u>	<u>%</u>
a. A town meeting on an AARP issue .....	20	69	11
b. AARP Driver Safety class .....	37	57	6
c. AARP Tax Aide program for assistance preparing your taxes.....	20	66	14
d. An AARP booth or exhibit at a fair, expo, or seminar .....	14	71	14
e. AARP Lobby Day in Austin.....	0	86	14
f. AARP candidate forums for Texas elections/election education .....	6	80	14
g. Local AARP chapter or Retired Teachers Association unit meetings.....	9	80	11
h. Member benefit meetings .....	17	69	14
i. Issue rallies.....	3	80	17
j. Community service meetings (e.g. Driver Safety or Tax-Aide).....	29	63	9
k. Financial management brown bags .....	6	80	14
l. Volunteer appreciation events .....	9	77	14
m. Regional Action Team meetings.....	0	83	17
n. AARP Day of Service.....	3	83	14
o. AARP Advocacy Classroom .....	0	86	14
p. AARP local chapter/unit leadership workshop.....	3	83	14
q. Other ( <i>please specify</i> ) _____	3	43	54

**8. If AARP Texas were to hold an event in your community, would you attend the event?**

<u>%</u>	
27	Yes
21	No ► <b>GO TO QUESTION 10</b>
42	Not sure
10	No Answer

**9. If AARP Texas were to hold an event in your community, what time of the day would be most convenient for you to attend? (n=645)**

<u>%</u>	
34	Week days before 5 pm
25	Week days after 5 pm
18	Weekends before 5 pm
5	Weekends after 5 pm
11	Over the noon lunch hour
16	Not sure

## **Member Awareness**

**10. Have you ever called the AARP Texas State Office?**

<u>%</u>	
5	Yes
90	No ► <b>GO TO QUESTION 12</b>
2	Not sure ► <b>GO TO QUESTION 12</b>
4	No Answer

**11. How satisfied are you with your phone contact with the AARP Texas State Office?**  
(n=44 )

<u>%</u>	
32	Extremely satisfied
43	Very satisfied
23	Somewhat satisfied
0	Not very satisfied
2	Not at all satisfied
0	No Answer

**12. Have you ever visited the AARP Texas website (www.aarp.org/tx)?**

<u>%</u>	
15	Yes
80	No
3	Not sure
3	No Answer

**13. How active do you think AARP has been in Texas *in the past year*, in each of the following areas?**

	<u>Extremely Active</u> <u>%</u>	<u>Very Active</u> <u>%</u>	<u>Somewhat Active</u> <u>%</u>	<u>Not Very Active</u> <u>%</u>	<u>Not At All Active</u> <u>%</u>	<u>Not Sure</u> <u>%</u>	<u>No Ans.</u> <u>%</u>
a. Representing the needs and interests of its members through legislative and regulatory advocacy with state government .....	6	19	17	4	3	47	5
b. Providing <i>state</i> specific information on issues or benefits available to older adults.....	6	20	16	5	3	45	5
c. Providing opportunities to its members to volunteer for activities designed to influence state or federal government .....	5	14	17	5	4	50	5
d. Providing community service opportunities to its members.....	5	14	15	6	4	50	5

**14. In the past year, have you read or heard about AARP working with Texas state government such as the legislature, the governor, or other government agencies, like the Public Utility Commission and the Department of Aging to make improvements in the state on issues that are important to people age 50 and older?**

<u>%</u>	
23	Yes
57	No ► <b>GO TO QUESTION 16</b>
16	Not sure ► <b>GO TO QUESTION 16</b>
4	No Answer

**15. What issues or activities was AARP working on with the state government? (Check all that apply) (n=217)**

<u>%</u>		<u>%</u>	
36	Age discrimination protections	45	Nursing home quality
57	Consumer fraud protections	50	Utility or electric rate increases
46	Long-term care, such as home and community-based services	38	Protection against unfair and deceptive lending practices (predatory lending)
		0	Other ( <i>please specify</i> )_____

**16. Thinking overall about what you have seen, read, or heard about AARP in Texas in the past year, how positive or negative has it been?**

<u>%</u>	
20	Very positive
31	Somewhat positive
19	Neither positive nor negative
2	Somewhat negative
<.5	Very negative
24	Haven't seen or heard anything about AARP
4	No Answer

**AARP Products and Services**

**17. How concerned are you about the following products and services?**

	Extremely Concerned	Very Concerned	Somewhat Concerned	Not very Concerned	Not at all Concerned	Not sure	No Ans.
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
a. Assistance with tax preparation.....	7	12	18	27	28	3	5
b. Investments such as mutual funds ....	7	12	21	23	27	6	5
c. Assistance with credit management .	5	7	13	30	35	6	5
d. Assistance in getting loans .....	4	6	12	28	40	5	5

**18. How interested are you in the following discounts on products and services?**

	Extremely Interested	Very Interested	Somewhat Interested	Not very Interested	Not at all Interested	Not sure	No Ans.
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
a. Discounts on prescription drugs and health products.....	51	26	12	3	4	1	4
b. Discounts on eye exams and eyewear such as glasses and contact lenses.....	51	26	12	3	3	1	4
c. Discounts on telephone services.....	36	26	19	9	5	1	4
d. Discounts on airline travel within the U.S.....	28	21	17	14	12	3	5
e. Discounts on lawyer services .....	22	16	24	19	12	3	4
f. Discount on Internet Services.....	20	19	20	15	18	3	6
g. Discounts on travel tours and cruises.....	21	16	21	17	18	3	5
h. Discounts on money orders/cashiers checks.....	15	10	18	26	23	2	5
i. Discounts on products bought via the Internet .....	14	9	20	22	27	4	5
j. Discounts on local transportation.....	16	11	19	23	24	3	4

**19. How interested are you in the following types of informational and educational products and services?**

	<b>Extremely Interested <u>%</u></b>	<b>Very Interested <u>%</u></b>	<b>Somewhat Interested <u>%</u></b>	<b>Not very Interested <u>%</u></b>	<b>Not at all Interested <u>%</u></b>	<b>Not sure <u>%</u></b>	<b>No Ans. <u>%</u></b>
a. Information about Social Security/Public Benefits/Welfare/Food Stamps .....	17	20	26	19	13	2	4
b. Driver safety education and re-training .....	10	16	28	25	15	2	5
c. Information on how to save and invest.....	10	17	27	23	17	2	5
d. Information on how to volunteer in your community ....	4	10	30	27	22	3	5
e. An internet web site with information on topics important to you.....	8	16	27	17	22	4	6
f. Counseling service for a fee, providing personalized information and referrals on topics like elder care, child care, or grandparenting .....	6	7	23	28	29	3	5

**20. How interested are you in the following insurance-related products and services?**

	<b>Extremely Interested <u>%</u></b>	<b>Very Interested <u>%</u></b>	<b>Somewhat Interested <u>%</u></b>	<b>Not very Interested <u>%</u></b>	<b>Not at all Interested <u>%</u></b>	<b>Not sure <u>%</u></b>	<b>No ans. <u>%</u></b>
a. Health insurance that covers hospitalization, doctor visits, and prescriptions.....	39	23	14	9	9	1	5
b. Auto insurance .....	28	23	20	12	11	2	6
c. Life insurance for yourself or your spouse .....	17	15	18	23	21	2	6
d. Dental insurance .....	29	21	18	13	13	1	6
e. Insurance that pays for nursing home or home care if you are disabled or too ill to care for yourself .....	30	23	23	9	10	1	5
f. Pre-Paid funeral services.....	18	16	24	16	19	1	6
g. Homeowners insurance .....	23	22	21	12	16	2	5

## AARP Membership and Volunteer Information

### 21. Which one of the following best describes why you first joined AARP?

- %
- 3 Gift from relative or friend
  - 7 Obtain better auto insurance rates
  - 10 Obtain better health insurance rates
  - 4 Obtain better home insurance rates
  - 61 For its representation of people age 50+
  - 15 For travel discounts
  - 14 To receive *AARP The Magazine*
  - 6 To receive *Modern Maturity*
  - 2 To receive *My Generation*
  - <.5 To receive *Segunda Juventud*
  - 16 For information on certain issues or programs
  - 6 Other (*please specify*) \_\_\_\_\_
  - 0 Not sure/Can't remember

### 22. How would you rate the overall value of your membership in AARP?

- %
- 32 Very valuable
  - 53 Somewhat valuable
  - 10 Not very valuable
  - 1 Not at all valuable
  - 4 No Answer

### 23. How likely are you to renew your membership when it is time to renew?

- %
- 73 Very likely
  - 20 Somewhat likely
  - 3 Not very likely
  - 1 Not at all likely
  - 4 No Answer

### 24. In the last 12 months, have you volunteered any of your time for free to any local or national organizations or groups such as charities, schools, hospitals, religious organizations, associations, or civic groups?

- %
- 35 Yes
  - 58 No ► **GO TO QUESTION 26**
  - 1 Not sure ► **GO TO QUESTION 26**
  - 5 No Answer

**25. How many hours per month do you spend volunteering on average?\_\_\_\_\_ (n=328)**

<u>%</u>	
21	1-5 hours per month
22	6-10 hours per month
27	11 or more hours per month
30	Not sure

**26. How interested would you be in volunteering for AARP?**

	<b>Extremely interested</b>	<b>Very interested</b>	<b>Somewhat interested</b>	<b>Not too interested</b>	<b>Not at all interested</b>	<b>Not Sure</b>	<b>No Ans.</b>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
a. Occasionally during the year for special projects .....	3	7	26	17	33	9	7
b. About the same amount of time each month .....	2	3	14	20	37	10	13
c. A regular amount of time each month PLUS extra hours for special projects .....	1	2	11	20	42	11	13

**27. Would the following factors motivate you to volunteer for AARP?**

	<b>Yes</b>	<b>No</b>	<b>Not sure</b>	<b>No Answer</b>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
a. Opportunity to learn about issues that affect people 50 and over .....	36	33	21	10
b. Opportunity to develop new friendships .....	30	38	21	11
c. Opportunity for fun and socializing .....	28	40	21	11
d. Opportunity to affect public policy .....	32	34	23	12
e. Opportunity to help older people in the community .....	39	30	21	10
F Opportunity to use my professional and leadership skills....	25	37	25	12
g. Opportunity to make a difference on issues that are important to me.....	40	28	22	10
h. A way to stay active/busy.....	24	45	20	11

**28. Do the following topics interest you enough to become a volunteer for AARP?**

	Yes	No	Not sure	No Answer
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
a. Prescription drug affordability and access.....	22	39	21	18
b. Energy/utility rate and service .....	21	39	20	20
c. Consumer protection.....	17	41	22	20
d. Health care reform .....	25	34	21	20
e. Long-term care: assisted living, nursing home quality.....	19	38	22	20
F Fun and leisure.....	17	43	20	20
g. National issues like Medicare and Social Security.....	26	33	21	20
h. Voter education.....	15	43	22	20
i. Outreach and community education – health fairs, Forums, community meetings, etc.....	15	43	21	21
j. Other ( <i>please specify</i> ) _____	2	1	1	96

**About you - The following questions are for classification purposes only and will be kept entirely confidential.**

D1. Are you male or female?

<u>%</u>	
42	Male
47	Female
11	No Answer

D2. What is your 5-digit zip code? WRITE IN YOUR ZIP CODE \_\_\_\_ \_

D3. What county do you live in? \_\_\_\_\_

D4. What is your age as of your last birthday? \_\_\_\_\_ years

<u>%</u>	Age
27	50-59
38	60-74
23	75+
13	No answer

D5. Do you have access to a personal computer at home, at work, or some other place?

<u>%</u>	
5	Yes, at work
41	Yes, at home
11	Yes, at both home and work
24	No ► <b>GO TO QUESTION D7</b>
20	No Answer

D6. Do you have access to the Internet?

<u>%</u>	
54	Yes
2	No
1	No Answer

D7. What is your current marital status?

<u>%</u>	
51	Now married
3	Living with partner
20	Widowed
11	Divorced
<.5	Separated
2	Never married
12	No Answer

D8. What is the highest level of education that you completed?

<u>%</u>	
7	0-12 <sup>th</sup> grade (no diploma)
20	High school graduate (or equivalent)
18	Post-high school education (no degree)
8	2-year college degree
13	4-year college degree
6	Post-graduate study (no degree)
13	Graduate or professional degree (s)
16	No Answer

D9. What is your race?

<u>%</u>	
79	White or Caucasian
7	Black or African American
1	Native American or Alaskan Native
1	Asian
<.5	Native Hawaiian or other Pacific Islander
1	Other: _____
12	No Answer

D10. Are you of Hispanic, Spanish, or Latino origin or descent?

<u>%</u>	
0	Yes
82	No ► <b>GO TO QUESTION D12</b>
18	No Answer

D11. Which of the following categories best describes yourself?

<u>%</u>	
0	Mexican-American
0	Puerto Rican
0	Cuban
0	Central American or South American
0	Other Hispanic, Spanish, or Latino origin or descent

D12. What is your primary language?

<u>%</u>	
87	English is the only language I speak
10	English is my primary language, but I speak one or more other languages ( <i>please specify</i> )_____
1	English is not my primary language ( <i>please list your primary language</i> ) _____
2	No Answer

D13. What was your annual household income before taxes in 2005?

<u>%</u>	
6	Less than \$10,000
12	\$10,000 to \$19,999
12	\$20,000 to \$29,999
10	\$30,000 to \$39,999
9	\$40,000 to \$49,999
14	\$50,000 to \$74,999
23	\$75,000 or more
14	No Answer

D14. Which of the following best describes your current employment status?

<u>%</u>	
5	Self-employed, part-time
6	Self-employed, full-time
7	Employed, part-time
24	Employed, full-time
48	Retired, not working at all
3	Not in labor force for other reasons
2	Unemployed but looking for work
5	No Answer

## **APPENDIX C**

### **Hispanic AARP Texas Member Annotated Questionnaire**

## 2006 AARP TEXAS MEMBER SURVEY

(n=223 Self-Identified Hispanic Members; Response Rate = 22.3%, Sampling error = +/-6.7%)  
(Percentages may not total 100% due to rounding.)

### Member Concerns

1. Below is a list of concerns that have been expressed by people age 50 and older. Please check the box that most closely matches your level of concern about each item.

	Extremely Concerned	Very Concerned	Somewhat Concerned	Not very Concerned	Not at all Concerned	Not Sure	No Ans.
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
a. Affording the cost of prescription drugs .....	49	30	11	3	1	0	6
b. Having Social Security as a base for retirement income .....	44	24	16	5	4	1	7
c. Affording the cost of home cooling and electricity .....	47	30	13	3	1	0	6
d. Having Medicare as a base for retirement health insurance.....	49	26	14	3	1	2	5
e. Having a state budget that maintains essential health and social services .....	44	33	13	2	<.5	2	5
f. Staying in my own home as long as possible as I get older .....	52	25	13	3	2	1	5
g. Having access to affordable assisted-living facilities or communities.....	37	27	21	6	2	2	6
h. Having enough money to meet daily living expenses .....	55	26	9	4	2	0	5
i. Having good employment opportunities .....	21	27	18	9	12	5	8
j. Assuring my pension benefits and retirement savings are safe.....	54	24	11	3	1	<.5	7
k. Affording the cost of health care ..	61	24	9	1	0	<.5	5
l. Affording my housing costs .....	51	25	13	5	1	<.5	5
m. Obtaining additional property tax relief.....	51	22	13	3	4	2	5

**2. To be effective, AARP Texas wants to work on the most important issues facing Texas AARP members. Keeping in mind what is most important to you, how much of a priority should it be for AARP to work on the following legislative issues in Texas?**

	<u>Top Priority %</u>	<u>High Priority %</u>	<u>Medium Priority %</u>	<u>Low Priority %</u>	<u>Not a Priority %</u>	<u>Not Sure %</u>	<u>No Answer %</u>
a. Comprehensive, affordable, quality healthcare services for all Texans .....	66	24	5	0	<.5	1	4
b. Negotiating lower prices for needed prescription drugs .....	61	30	3	<.5	<.5	1	4
c. Implementing state standards requiring home contractors to be licensed and insured ...	36	37	14	4	2	2	5
d. Stable and affordable electricity rates for residential customers .....	56	31	8	<.5	0	<.5	4
e. Providing Medicaid (the state and federal program for low-income, disabled, and elderly) beneficiaries with access to the services they need, control over the services they want, and a choice of the setting in which their care is provided .....	56	30	6	1	2	1	4

## AARP Roles and Activities

**3. Listed below are some opportunities AARP could provide in your community to address member interests and concerns. How involved would you like to be in each opportunity if it were offered in your community?**

	<u>Extremely Involved %</u>	<u>Very Involved %</u>	<u>Somewhat Involved %</u>	<u>Not too Involved %</u>	<u>Not at all Involved %</u>	<u>Not Sure %</u>	<u>No Ans. %</u>
a. Monthly meeting that educates and informs AARP members about community issues.....	7	22	35	17	11	5	4
b. Annual community projects such as help low-income seniors winterize their vehicles; make minor home repairs, etc. ...	9	27	27	17	12	5	3
c. A training session to become a volunteer for AARP programs like Tax-Aide, Driver Safety, or Community Action Teams.....	6	18	26	21	18	8	4

3.	Extremely Involved %	Very Involved %	Somewhat Involved %	Not too Involved %	Not at all Involved %	Not Sure %	No Answer %
d. Health and wellness sessions like walking tours, physical and mental fitness exercises, healthy cooking classes.....	12	27	29	14	11	4	4
e. Training on specific issues so you can help AARP Texas address important issues like affordable utilities, health coverage, housing and transportation, long-term care, etc.....	13	26	23	16	12	9	2
f. Social fun or leisure activities like trips, tours, pot-luck dinners, etc.....	9	21	29	18	16	4	3

**4. AARP Texas is considering holding some workshops in your community on a variety of topics. Would you attend a workshop or meeting on each of the following topics if it is offered in your community?**

	Yes %	No %	Not Sure %	No Answer %
a. Grandparent and family caregivers.....	30	31	35	4
b. Workplace issues for people 50 and older.....	45	26	24	5
c. Preparing for retirement.....	54	27	14	4
d. Protection from identity theft.....	70	12	15	3
e. Social Security proposals and developments.....	72	12	13	4
f. Medicare benefits and options.....	79	7	11	3
g. Prescription drug insurance and public benefits.....	75	9	13	3
h. Long-term care options, benefits and coverage.....	64	12	21	3

**5. If AARP has or were to have programs, services, or activities in your community, would you like to find out about them.....**

	Yes %	No %	Not Sure %	No Answer %
a. By mail.....	85	7	1	7
b. From an email.....	24	50	8	18
c. By visiting the AARP website.....	34	35	8	22
d. By calling a toll-free number.....	40	31	11	19
e. In the major newspaper/news stories.....	53	24	7	15
f. In local community newspapers.....	56	22	7	15
g. In local senior or aging related news periodicals.....	44	29	10	18
h. On television – news or other program.....	62	19	6	13
i. At local event or activity.....	40	27	16	18
j. On radio – news or other program.....	45	27	10	18
k. Through AARP volunteer, staff, or Chapter member.....	40	27	15	19
l. Other (please specify).....	0	0	0	0

**6. Have you attended any AARP Texas events in or near your community in the past year?**

%  
 5 Yes  
 89 No ► **GO TO QUESTION 8**  
 <.05 Not sure  
 5 No Answer

**7. Have you attended any of the following AARP Texas events in the past year? (n=13)**

	<u>Yes</u> <u>%</u>	<u>No</u> <u>%</u>	<u>No Answer</u> <u>%</u>
r. A town meeting on an AARP issue.....	31	54	15
s. AARP Driver Safety class.....	46	39	15
t. AARP Tax Aide program for assistance preparing your taxes .....	46	39	15
u. An AARP booth or exhibit at a fair, expo, or seminar.....	46	39	15
v. AARP Lobby Day in Austin .....	8	77	15
w. AARP candidate forums for Texas elections/election education.....	15	69	15
x. Local AARP chapter or Retired Teachers Association unit meetings ....	23	62	15
y. Member benefit meetings.....	23	62	15
z. Issue rallies .....	8	77	15
aa. Community service meetings (e.g. Driver Safety or Tax-Aide) .....	23	62	15
bb. Financial management brown bags .....	8	77	15
cc. Volunteer appreciation events .....	8	77	15
dd. Regional Action Team meetings .....	8	77	15
ee. AARP Day of Service .....	8	77	15
ff. AARP Advocacy Classroom.....	15	69	15
gg. AARP local chapter/unit leadership workshop .....	8	77	15
hh. Other ( <i>please specify</i> ) _____	0	23	77

**8. If AARP Texas were to hold an event in your community, would you attend the event?**

%  
 50 Yes  
 14 No ► **GO TO QUESTION 10**  
 31 Not sure  
 5 No Answer

**9. If AARP Texas were to hold an event in your community, what time of the day would be most convenient for you to attend? (n=181)**

%  
 27 Week days before 5 pm  
 34 Week days after 5 pm  
 23 Weekends before 5 pm  
 7 Weekends after 5 pm  
 16 Over the noon lunch hour  
 9 Not sure

## Member Awareness

### 10. Have you ever called the AARP Texas State Office?

<u>%</u>	
9	Yes
87	No ► <b>GO TO QUESTION 12</b>
2	Not sure ► <b>GO TO QUESTION 12</b>
2	No Answer

### 11. How satisfied are you with your phone contact with the AARP Texas State Office?

(n=20)

<u>%</u>	
25	Extremely satisfied
65	Very satisfied
5	Somewhat satisfied
5	Not very satisfied
0	Not at all satisfied

### 12. Have you ever visited the AARP Texas website ([www.aarp.org/tx](http://www.aarp.org/tx))?

<u>%</u>	
18	Yes
79	No
1	Not sure
2	No Answer

**13. How active do you think AARP has been in Texas *in the past year*, in each of the following areas?**

	<u>Extremely Active</u> <u>%</u>	<u>Very Active</u> <u>%</u>	<u>Somewhat Active</u> <u>%</u>	<u>Not Very Active</u> <u>%</u>	<u>Not At All Active</u> <u>%</u>	<u>Not Sure</u> <u>%</u>	<u>No Answer</u> <u>%</u>
a. Representing the needs and interests of its members through legislative and regulatory advocacy with state government .....	11	27	18	5	4	33	3
b. Providing <i>state</i> specific information on issues or benefits available to older adults.....	13	28	17	4	4	31	3
c. Providing opportunities to its members to volunteer for activities designed to influence state or federal government .....	10	22	18	6	5	36	3
d. Providing community service opportunities to its members.....	10	24	16	6	5	37	3

**14. In the past year, have you read or heard about AARP working with Texas state government such as the legislature, the governor, or other government agencies, like the Public Utility Commission and the Department of Aging to make improvements in the state on issues that are important to people age 50 and older?**

%  
 28 Yes  
 57 No ► **GO TO QUESTION 16**  
 11 Not sure ► **GO TO QUESTION 16**  
 4 No answer

**15. What issues or activities was AARP working on with the state government? (Check all that apply) (n=63)**

<u>%</u>		<u>%</u>	
12	Age discrimination protections	12	Nursing home quality
16	Consumer fraud protections	10	Utility or electric rate increases
14	Long-term care, such as home and community-based services	10	Protection against unfair and deceptive lending practices (predatory lending)
			Other ( <i>please specify</i> )_____

**16. Thinking overall about what you have seen, read, or heard about AARP in Texas in the past year, how positive or negative has it been?**

<u>%</u>	
29	Very positive
33	Somewhat positive
14	Neither positive nor negative
1	Somewhat negative
<.5	Very negative
19	Haven't seen or heard anything about AARP
3	No answer

**AARP Products and Services**

**17. How concerned are you about the following products and services?**

	Extremely Concerned	Very Concerned	Somewhat Concerned	Not very Concerned	Not at all Concerned	Not Sure	No Ans.
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
a. Assistance with tax preparation.....	15	20	22	20	14	4	5
b. Investments such as mutual funds....	12	21	23	16	15	8	6
c. Assistance with credit management .	8	18	23	22	18	7	5
d. Assistance in getting loans .....	8	14	18	25	23	8	5

**18. How interested are you in the following discounts on products and services?**

	Extremely Interested	Very Interested	Somewhat Interested	Not very Interested	Not at all Interested	Not Sure	No Ans.
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
a. Discounts on prescription drugs and health products.....	57	32	7	1	2	0	1
b. Discounts on eye exams and eyewear such as glasses and contact lenses .....	59	32	5	2	1	0	1
c. Discounts on telephone services .....	45	39	11	4	1	0	1
d. Discounts on airline travel within the U.S....	35	31	17	8	3	3	3
e. Discounts on lawyer services .....	35	28	21	11	3	<.5	2
f. Discount on Internet Services.....	27	22	22	10	8	6	4
g. Discounts on travel tours and cruises.....	27	23	23	12	9	3	3
h. Discounts on money orders/cashiers checks.....	24	23	18	16	12	3	4
i. Discounts on products bought via the Internet .....	18	19	20	17	18	6	3
j. Discounts on local transportation.....	23	22	21	14	11	6	2

**19. How interested are you in the following types of informational and educational products and services?**

	<b>Extremely Interested %</b>	<b>Very Interested %</b>	<b>Somewhat Interested %</b>	<b>Not very Interested %</b>	<b>Not at all Interested %</b>	<b>Not Sure %</b>	<b>No Ans. %</b>
a. Information about Social Security/Public Benefits/Welfare/Food Stamps .....	29	30	18	14	6	2	1
b. Driver safety education and re-training.....	19	27	24	19	7	1	3
c. Information on how to save and invest.....	22	30	26	10	7	2	4
d. Information on how to volunteer in your community ....	9	18	31	21	11	5	4
e. An internet web site with information on topics important to you .....	14	23	24	14	12	8	5
f. Counseling service for a fee, providing personalized information and referrals on topics like elder care, child care, or grandparenting.....	12	21	26	20	14	6	2

**20. How interested are you in the following insurance-related products and services?**

	<b>Extremely Interested %</b>	<b>Very Interested %</b>	<b>Somewhat Interested %</b>	<b>Not very Interested %</b>	<b>Not at all Interested %</b>	<b>Not Sure %</b>	<b>No Ans. %</b>
a. Health insurance that covers hospitalization, doctor visits, and prescriptions.....	53	26	11	5	5	<.5	<.5
b. Auto insurance.....	39	30	12	7	7	1	5
c. Life insurance for yourself or your spouse .....	31	23	15	12	12	4	3
d. Dental insurance .....	44	28	13	4	6	1	5
e. Insurance that pays for nursing home or home care if you are disabled or too ill to care for yourself .....	44	23	18	5	6	2	2
f. Pre-Paid funeral services.....	35	23	18	8	10	3	3
g. Homeowners insurance .....	38	29	15	5	9	2	2

## AARP Membership and Volunteer Information

### 21. Which one of the following best describes why you first joined AARP?

<u>%</u>	
5	Gift from relative or friend
13	Obtain better auto insurance rates
10	Obtain better health insurance rates
8	Obtain better home insurance rates
66	For its representation of people age 50+
18	For travel discounts
22	To receive <i>AARP The Magazine</i>
9	To receive <i>Modern Maturity</i>
8	To receive <i>My Generation</i>
7	To receive <i>Segunda Juventud</i>
29	For information on certain issues or programs
6	Other ( <i>please specify</i> ) _____
0	Not sure/Can't remember

### 22. How would you rate the overall value of your membership in AARP?

<u>%</u>	
51	Very valuable
44	Somewhat valuable
4	Not very valuable
0	Not at all valuable
1	No answer

### 23. How likely are you to renew your membership when it is time to renew?

<u>%</u>	
72	Very likely
25	Somewhat likely
2	Not very likely
0	Not at all likely
2	No answer

### 24. In the last 12 months, have you volunteered any of your time for free to any local or national organizations or groups such as charities, schools, hospitals, religious organizations, associations, or civic groups?

<u>%</u>	
30	Yes
66	No ► <b>GO TO QUESTION 26</b>
2	Not sure ► <b>GO TO QUESTION 26</b>
2	No answer

**25. How many hours per month do you spend volunteering on average? \_\_\_\_\_ (n=63)**

<u>%</u>	
5	1-5 hours per month
5	6-10 hours per month
12	11 or more hours per month
8	Not sure
0	No answer

**26. How interested would you be in volunteering for AARP?**

	<b>Extremely Interested</b>	<b>Very Interested</b>	<b>Somewhat Interested</b>	<b>Not too Interested</b>	<b>Not at all Interested</b>	<b>Not Sure</b>	<b>No Ans.</b>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
a. Occasionally during the year for special projects .....	3	17	31	17	14	13	5
b. About the same amount of time each month .....	1	11	22	18	17	13	17
c. A regular amount of time each month PLUS extra hours for special projects .....	2	8	18	23	21	13	15

**27. Would the following factors motivate you to volunteer for AARP?**

	<b>Yes</b>	<b>No</b>	<b>Not sure</b>	<b>No answer</b>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
a. Opportunity to learn about issues that affect people 50 and over .....	55	17	21	7
b. Opportunity to develop new friendships .....	40	23	23	14
c. Opportunity for fun and socializing .....	37	24	25	14
d. Opportunity to affect public policy .....	39	21	25	15
e. Opportunity to help older people in the community .....	53	16	21	10
F. Opportunity to use my professional and leadership skills....	35	28	25	13
g. Opportunity to make a difference on issues that are important to me.....	50	16	22	12
h. A way to stay active/busy.....	40	30	19	12

**28. Do the following topics interest you enough to become a volunteer for AARP?**

	Yes	No	Not sure	No answer
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
a. Prescription drug affordability and access.....	43	24	23	10
b. Energy/utility rate and service .....	47	22	21	11
c. Consumer protection.....	37	27	24	12
d. Health care reform .....	47	22	20	11
e. Long-term care: assisted living, nursing home quality.....	35	26	27	13
f. Fun and leisure.....	35	29	24	12
g. National issues like Medicare and Social Security.....	46	19	23	13
h. Voter education.....	33	28	24	15
i. Outreach and community education – health fairs, Forums, community meetings, etc.....	31	28	29	13
j. Other ( <i>please specify</i> ) _____	3	<.5	<.5	96

**About you - The following questions are for classification purposes only and will be kept entirely confidential.**

D1. Are you male or female?

<u>%</u>	
50	Male
48	Female
1	No answer

D2. What is your 5-digit zip code? WRITE IN YOUR ZIP CODE \_\_\_\_ \_

D3. What county do you live in? \_\_\_\_\_

D4. What is your age as of your last birthday? \_\_\_\_\_ years

<u>%</u>	Age
31	50-59
50	60-74
17	75+
2	No answer

D5. Do you have access to a personal computer at home, at work, or some other place?

<u>%</u>	
8	Yes, at work
29	Yes, at home
9	Yes, at both home and work
38	No ► <b>GO TO QUESTION D7</b>
16	No answer

D6. Do you have access to the Internet?

<u>%</u>	
43	Yes
3	No
<.5	No answer

D7. What is your current marital status?

<u>%</u>	
59	Now married
6	Living with partner
13	Widowed
14	Divorced
2	Separated
5	Never married
1	No answer

D8. What is the highest level of education that you completed?

<u>%</u>	
18	0-12 <sup>th</sup> grade (no diploma)
31	High school graduate (or equivalent)
9	Post-high school education (no degree)
9	2-year college degree
9	4-year college degree
4	Post-graduate study (no degree)
10	Graduate or professional degree (s)
11	No answer

D9. What is your race?

<u>%</u>	
51	White or Caucasian
29	Hispanic/Mexican
0	Black or African American
<.5	Native American or Alaskan Native
0	Asian
0	Native Hawaiian or other Pacific Islander
2	Other: _____
1	Spaniard
1	Mixed
3	Latin
<.5	Puerto Rican
11	No answer

D10. Are you of Hispanic, Spanish, or Latino origin or descent?

<u>%</u>	
100	Yes
0	No ► <b>GO TO QUESTION D12</b>
0	No answer

D11. Which of the following categories best describes yourself?

<u>%</u>	
71	Mexican-American
3	Puerto Rican
1	Cuban
4	Central American or South American
14	Other Hispanic, Spanish, or Latino origin or descent
7	No answer

D12. What is your primary language?

<u>%</u>	
5	English is the only language I speak
78	English is my primary language, but I speak one or more other languages ( <i>please specify</i> )_____
14	English is not my primary language ( <i>please list your primary language</i> ) _____
2	No answer

D13. What was your annual household income before taxes in 2005?

<u>%</u>	
11	Less than \$10,000
14	\$10,000 to \$19,999
17	\$20,000 to \$29,999
15	\$30,000 to \$39,999
11	\$40,000 to \$49,999
15	\$50,000 to \$74,999
13	\$75,000 or more
5	No answer

D14. Which of the following best describes your current employment status?

<u>%</u>	
5	Self-employed, part-time
8	Self-employed, full-time
5	Employed, part-time
34	Employed, full-time
41	Retired, not working at all
5	Not in labor force for other reasons
<.5	Unemployed but looking for work
1	No answer

**Thank you for completing this survey.  
Please use the postage-paid envelope and return it no later than  
November 2, 2006 to State Member Research,  
AARP, 601 E Street, NW, Washington, DC 20049.**

**AARP**

**Knowledge Management**

**For more information please contact Joanne Binette at:  
202.434.6303 or email [jbinette@aarp.org](mailto:jbinette@aarp.org)**