



2001 Arkansas Member Survey

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**Data Collected by AARP
Data Prepared by FGI, Inc.
Report Prepared by Jennifer H. Sauer**

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AARP is a nonprofit, nonpartisan membership organization for people 50 and over. We provide information and resources; advocate on legislative, consumer, and legal issues; assist members to serve their communities; and offer a wide range of unique benefits, special products, and services for our members. These benefits include *AARP Webplace* at www.aarp.org, *Modern Maturity* and *My Generation* magazines, and the monthly *AARP Bulletin*. Active in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP celebrates the attitude that age is just a number and life is what you make it.

Acknowledgements

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Survey Highlights

- ❖ The top concerns mentioned by Arkansas members focus on secure pension benefits and independent living. Concerns about meeting daily living expenses are higher among younger members; older members show greater concern for staying in their home as they age.
- ❖ Members age 60 and older look to AARP for information on independent living, Medicare, and Social Security. Younger members express strong interest in receiving materials from AARP on health insurance.
- ❖ Members say they would use written information and referral services focused on their concerns and interests. Younger members are more likely than those older to say they would pursue opportunities with AARP, especially accessing information through the AARP website and attending one-time educational events.
- ❖ Mail is the most preferred method for receiving information about AARP activities by members of all ages. Most Arkansas members would also like to learn about AARP activities in their local papers. While younger members also prefer getting information online and by calling an information line, older members show greater preference for finding out about AARP activities on television.
- ❖ The top legislative concerns of Arkansas members are health care issues and independent living. Younger members rate health care and health plan consumer protection as their top two priorities while older members rate health care and independent living as their top two priorities.
- ❖ Overall, younger members are clearly interested and concerned about issues that one would expect to find from those who are preparing for retirement: finances (including saving for the future) and health insurance and Medicare. Older members express interest and concern about issues they face in their retirement years: finances, long-term care, independent living, and consumer fraud.
- ❖ Awareness of AARP events in the local community is low among Arkansas members, but more members would like to see AARP become more active in their local areas. Younger members are not very aware of AARP's presence in their community, but they are more likely than those older to want AARP to become more active.
- ❖ Younger members age 50 through 74 are also more interested and more active than older members in nearly all of the general and outdoor activities tested in the survey, and they are more likely to travel greater distances to attend AARP events.
- ❖ The majority of members place a high level of importance on feeling vital and physically active, as well as maintaining social connections and friendships and being intellectually stimulated.

About This Survey

This mail survey addresses member concerns, interests, and priorities for state legislative issues. The survey also explores member preferences for involvement with AARP and for getting information from us. In addition, members in Arkansas were also asked about their interest in various personal enrichment activities.

AARP conducted the *AARP Arkansas Member Survey* in May and June 2001. A sample of 2,000 AARP members in Arkansas was selected from AARP's Insight© database. Forty-five percent of Arkansas members returned surveys by the cut-off date. The survey has a sampling error of $\pm 3.3\%$. Because the proportion of AARP members in one of the three age groups that responded to the survey was statistically different from the proportion of AARP members in that age segment in Arkansas, weighting was applied to correct for this imbalance.

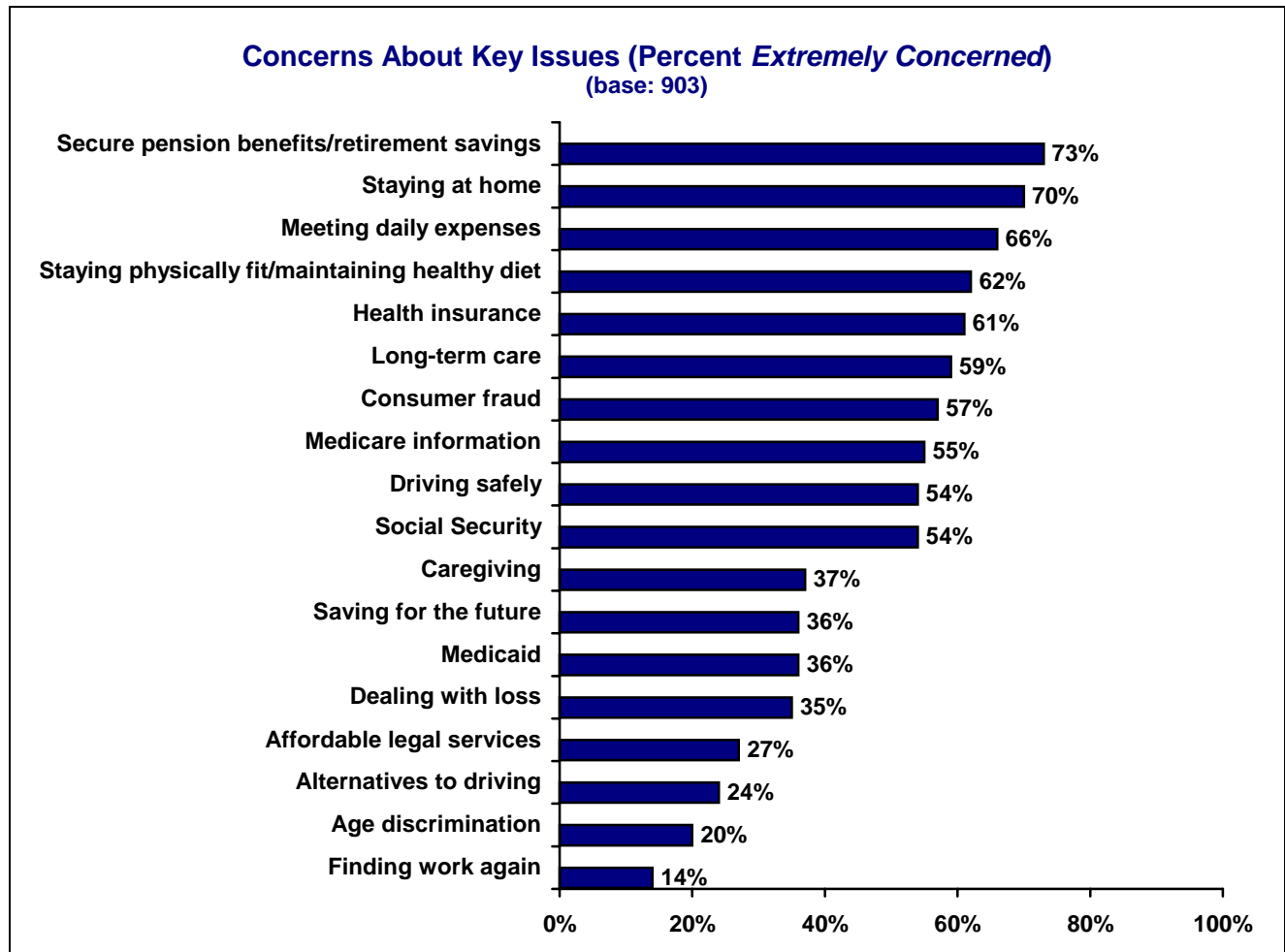
This report summarizes overall findings on top-rated concerns, interests, involvement preferences, and legislative issues addressed in the survey by substantive differences (greater than ten percentage points) among AARP's key target age segments (50 to 59, 60 to 74, and 75 and older) on top-rated survey topics. 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 Arkansas membership the actual number of people may be substantial. As of July 2001, the number of member households in Arkansas was 326,926 and that results in approximately 329,245 members in the state.

This report also contains three appendices: the **Core Question Tables** contains the three age-segment responses for each item in the five core questions; **Segments at a Glance** summarizes top-rated findings for each target age group; and the **Annotated Questionnaire** is an actual survey with the percent of Arkansas members selecting each response category for each item.

Findings

What Are Arkansas Members Most Concerned About?

At least seven in ten members in Arkansas say they are *extremely concerned* about both financial security and independent living. Another two-thirds express *extreme concern* for meeting daily expenses, and about six in ten say they are *extremely concerned* about either staying physically fit, finding high-quality health insurance, and long-term care.



Concern about financial security increases slightly with age, but members in each age group rank this issue as one of their top two concerns. Members ages 60 through 74 show greater concern than those younger about remaining in their homes as they age, and younger members express greater concern for having enough money to meet their daily expenses. Members ages 50 through 74 are more concerned than those older about health insurance (see Appendix A).

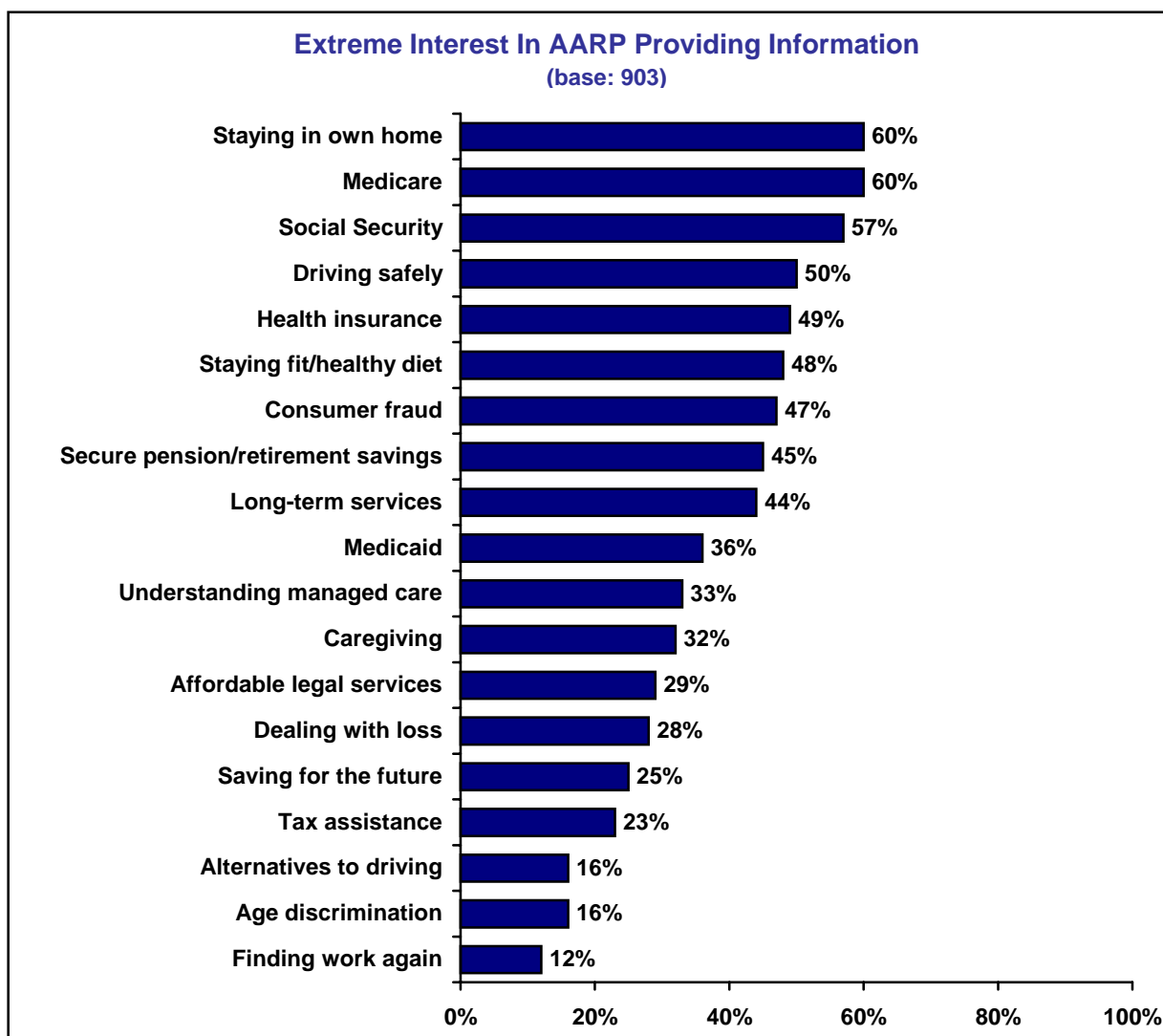
In the 1997 Arkansas Needs and Expectations Survey, members were asked a similar question about top concerns.¹ Among the top 10 key issues in which Arkansas members

¹ In 1997, members were asked to rate their concerns on a 5-point scale, where 5 meant that it was “a major concern” and 1 meant that the item was “not at all a concern.”

are most concerned, having a secure pension and retirement savings has replaced having high quality health insurance as the top ranked major concern for Arkansas members since 1997. Remaining in their own home as they get older has remained one of the top two major concerns for members in Arkansas over the last three years. There have also been significant increases in concern about: meeting daily expenses (14 point increase), avoiding consumer fraud (17 point increase), Medicare (16 point increase), and driving safely (14 point increase).

What AARP Information Are Most Arkansas Members Interested In?

Roughly six in ten Arkansas members are *extremely interested* in AARP information on staying in their own home as they get older, Medicare, and Social Security.

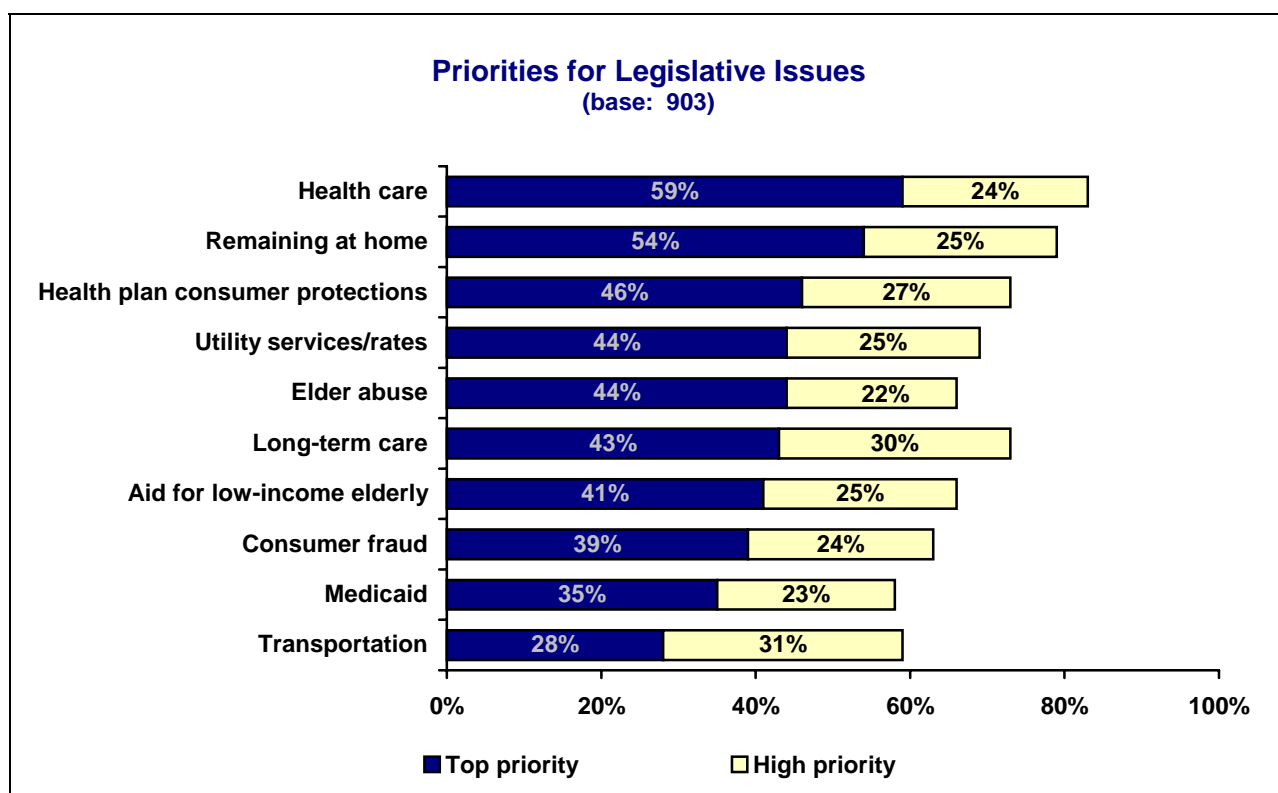


Members ages 60 to 74 express more interest than those younger and older in information on Social Security, but are more interested than younger members in staying physically fit and healthy. Members ages 75 and older, however, express greater interest than younger members in information continuing to drive safely (see Appendix A).

In the 1997 Arkansas Needs and Expectations Survey, members were asked a similar question about interest in AARP information.² In 2001, significantly more members express an interest in AARP information on Medicare (60% vs. 49%) than they did in 1997. Staying in their own home as they age remains one of the top two most requested types of information Arkansas members want from AARP. There have been significant increases in information interests for: Social Security (20 points), avoiding consumer fraud (12 point increase), and Medicaid (11 point increase).

What Are The Top Legislative Priorities For Arkansas Members?

Nearly six in ten Arkansas members rate health care issues as their *top* legislative priority for AARP in the state, and more than half believe that the issue of how older adults can remain in their homes as they age is a *top* priority.



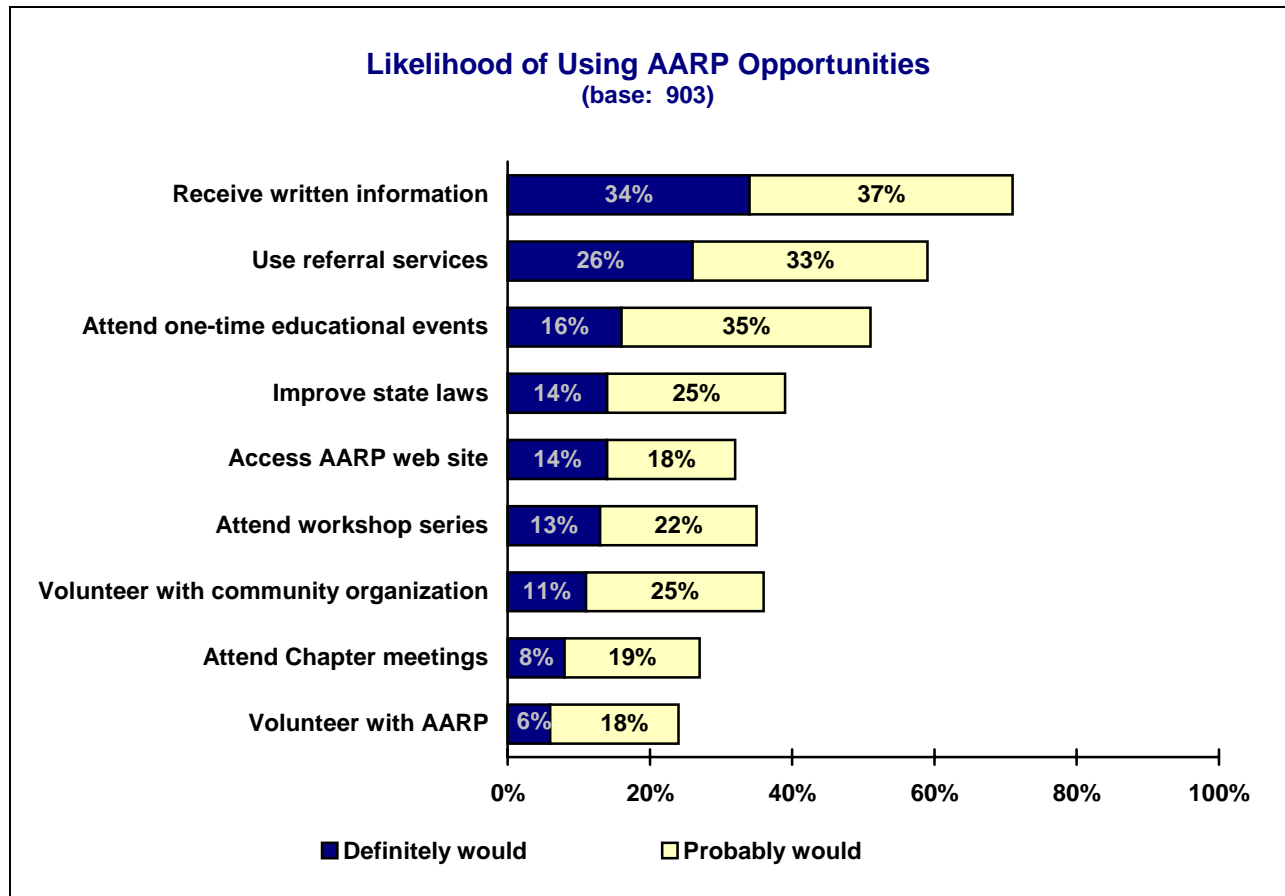
Health care is viewed by members of all ages one of the top two legislative priorities for AARP. However, members ages 60 and older rank independent living as one of the two *top priority* issues while younger members see health plan protections as another *top priority* issue for AARP in Arkansas (see Appendix A).

In the 1999 Arkansas State Legislative Issues Survey, members were asked to prioritize a similar list with eight of these 12 issues. Health care issues continue to be the legislative issue that most members say AARP should make *top priority* even though fewer members in 2001 than in 1999 indicate this as such (59% vs. 70%).

² In 1997, members were asked to rate their interest on a 5-point scale, where 5 meant that they were “very interested” and 1 meant that they were “not at all interested” in the item.

How Likely Are Arkansas Members To Use Our Offerings?

From the list of opportunities that AARP could provide within the state to meet member needs or interests, seven in ten *definitely or probably would* read written information from AARP and about six in ten indicate they *definitely or probably would* use a referral service.³



Younger members are more likely than older members to say they would pursue many of these opportunities with AARP. However, members ages 60 to 74 are more likely than either those younger or older to say they would volunteer for other organizations and attend an AARP chapter meeting, while members ages 75 and older say they would volunteer for AARP (see Appendix A).

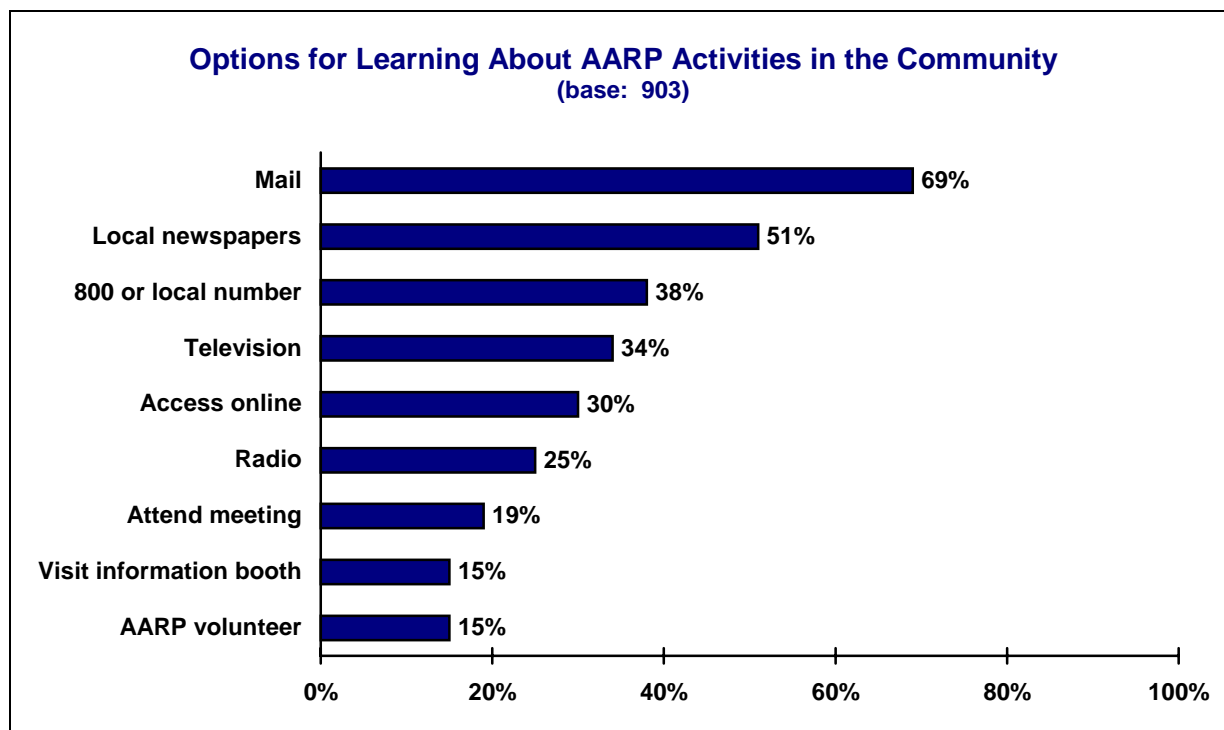
In the 1997 Arkansas Needs and Expectations Survey, members were asked a similar question about top concerns.⁴ Members have not changed their rankings of the top four AARP opportunities they are most likely to utilize. However, more members in 2001 than in 1997 say they *definitely would use* referral services (26% in 2001 vs. 17% in 1997).

³ In some instances, a greater proportion of members indicate they ‘*probably would use*’ a particular AARP opportunity. From experience we know that the ‘*definitely would use*’ rating is a more reliable indicator of intent than the combination of both ratings.

⁴ In 1997, members were asked to rate their concerns on a 5-point scale, where 5 meant that it they “Definitely Would Use” and 1 meant that the item was “Definitely Would Not Use” the AARP opportunities listed in the survey.

How Do Arkansas Members Want To Learn About AARP Activities?

Seven in ten Arkansas members say that mail is their preferred way of learning about AARP activities in their community. Younger members more often than older members say they would like to access information through the mail, online, and by calling an information line while those ages 60 to 74 more often prefer getting information by watching a local television station (see Appendix A).



More than one-half (54%) of all Arkansas members report having access to a personal computer at home, at work, or some other place, and slightly more than 44 percent have access to the Internet or the ability to use an online service. Younger members are more likely than older members to have access to both a computer and the Internet.

Although members in Arkansas continue to prefer learning about AARP activities through the mail, the percentage of members who want to get information online has increased five-fold since 1997 (30% vs. 6%).

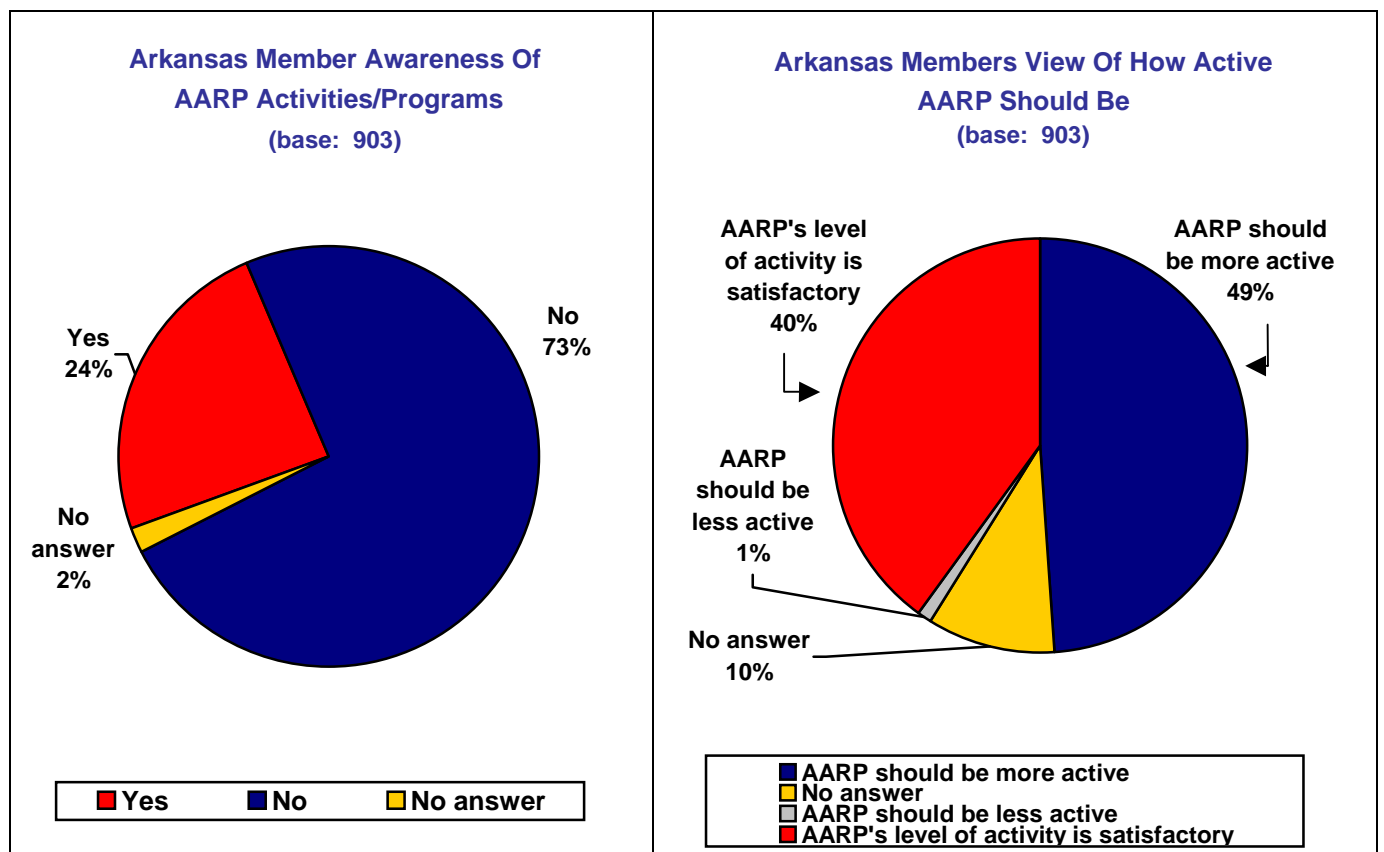
Arkansas Member Interest In Personal Enrichment Activities

Does AARP Offer Any Special Events In Members' Local Area?

Most members are not aware of any special events offered by AARP in their local area in the last year. However, awareness of AARP special events increases with age: older members ages 75 and older are significantly more likely than those younger to say that AARP does offer special events in their local area (see Appendix B).

Should AARP Be More Active In Members' Local Community?

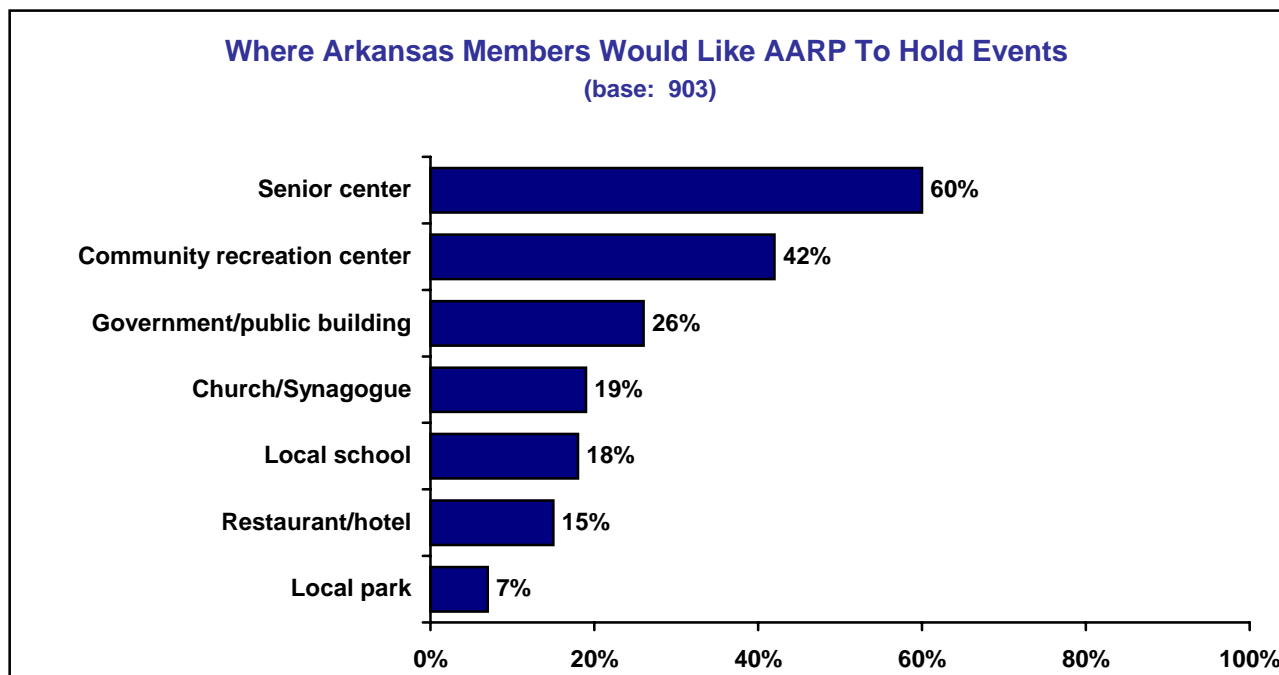
One-half of Arkansas members say that AARP should be more active in sponsoring programs and activities in their local community. Somewhat fewer feel that AARP's level of programs and activities are satisfactory, and only one percent say that AARP should be less active in their community.



More younger than older members say that AARP should be more active, while more older than younger members say that AARP's level of programs and activities is satisfactory (see Appendix B).

Where Should AARP Hold Community Events?

The majority of Arkansas members indicate two top places in which AARP should hold their events: a senior center or a community recreation center. One-quarter say AARP events should be held in a government or public building, and 19 percent or less suggest holding these events in a church or synagogue, a local school, a restaurant or hotel, or a local park.



Member's ages 60 and older are more likely than younger members to choose a senior center as a place for AARP events to be held in their community. Younger members on the other hand, say that a community recreation center, some government building, or a local school would be a place in which they would like AARP to hold events (see Appendix B).

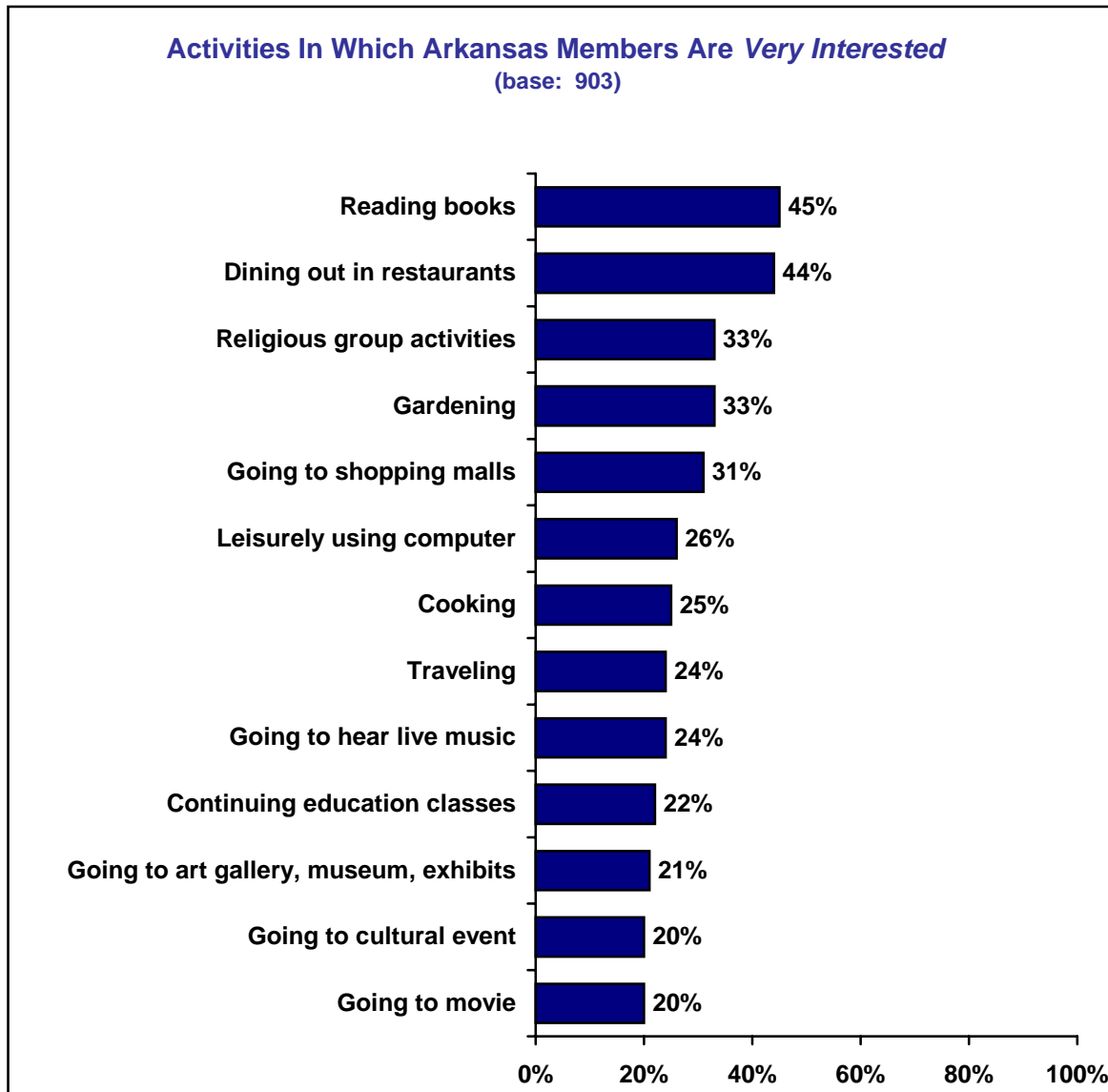
When Should AARP Hold Community Events?

Two in five (41%) members say that AARP should hold events on weekdays while one-quarter (28%) say that weeknights would be best. Just under one-fifth (17%) says that weekend nights or weekend days would be a good time for AARP to hold community events. Three in ten (31%) indicate they have no preference for when AARP holds an event in their community.

Members ages 60 and older are more in favor than those younger of AARP holding community events on weekdays, while those less than 60 years old say that weeknights are a good time of the week for AARP events. Younger members ages 50 to 59 are also more likely than those older to say that weekend days and weekend nights are good times of the week for AARP to hold events in their community (see Appendix B).

What Activities Are Of Interest To Members?

More than 4 in 10 members in Arkansas are *very interested* in both reading books and dining out in restaurants. Roughly one-third of members indicate they are *very interested* in religious group activities, gardening, or going to shopping malls, outlets, retail stores, and antiquing. Among these top five activities, younger members ages 50 to 59 are more likely than those older to be very interested in reading books and going shopping, while members ages 50 to 74 are very interested in gardening. Members ages 50 to 74 are also more likely than those older to be *very interested* in remaining eight activities (see Appendix B for age differences in all activities).



What Type Of Traveling Have Members Done In Last 12 Months?

Almost two-thirds (61%) of Arkansas members have taken day trips in the last 12 months. Another half (55%) says they have taken weekend trips, and two in five (41%) have taken a one-week trip. Finally, one-quarter (25%) of the members have taken a two-week trip, and only 12 percent report not traveling at all in the last 12 months.

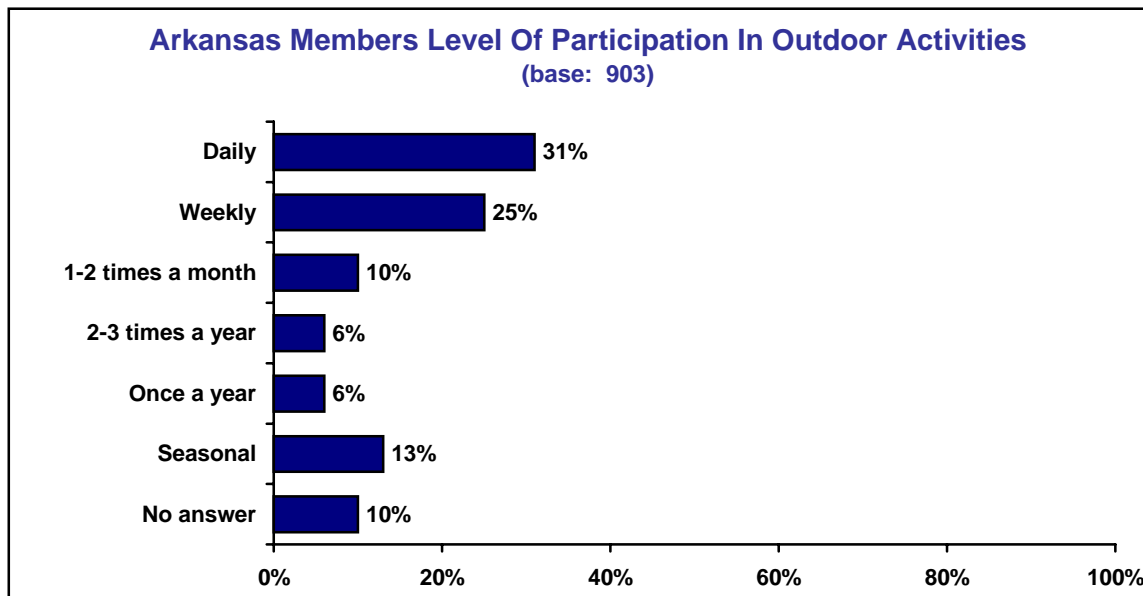
There are no age differences among those members who have taken day trips. However, the length of a leisure trip increases with age. Younger members ages 50 to 59 are significantly more likely than either of the older age groups to have taken weekend trips. Those ages 50 to 74 are more likely than those older to go on a trip for 1 week, and members ages 60 to 74 are more likely older members to go on a trip for 2 weeks. Members' ages 75 and older are more likely than those younger to say they did not travel at all in the last 12 months (see Appendix B).

In Which Outdoor Activities Are Members Very Interested?

Members in Arkansas are most likely to report that they are very interested in three top outdoor activities: walking (42%), fishing (31%), and bird watching (19%). Less than 15 percent of members note a high level of interest for each of the remaining 20 outdoor activities. Interest in both of these outdoor activities significantly decreases with age (see Appendix B for age differences for all outdoor activities).

How Often Do Members Participate In Outdoor Activities?

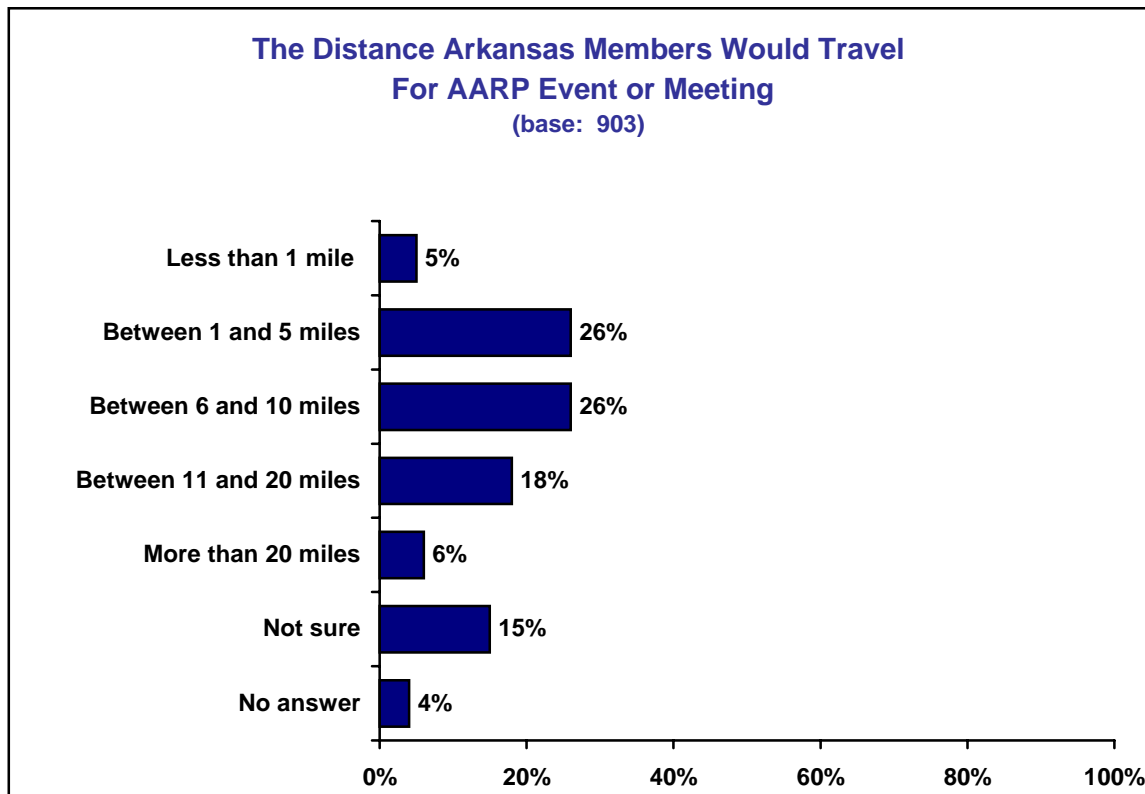
Almost one-third of Arkansas members participate in outdoor activities on a daily basis, and another quarter report doing so on a weekly basis. The graph below displays members' level of participation in outdoor activities.



Younger members ages 50 to 59 are more likely than those older to take part in outdoor activities on a weekly basis (see Appendix B).

How Far Will Members Travel To An AARP Event?

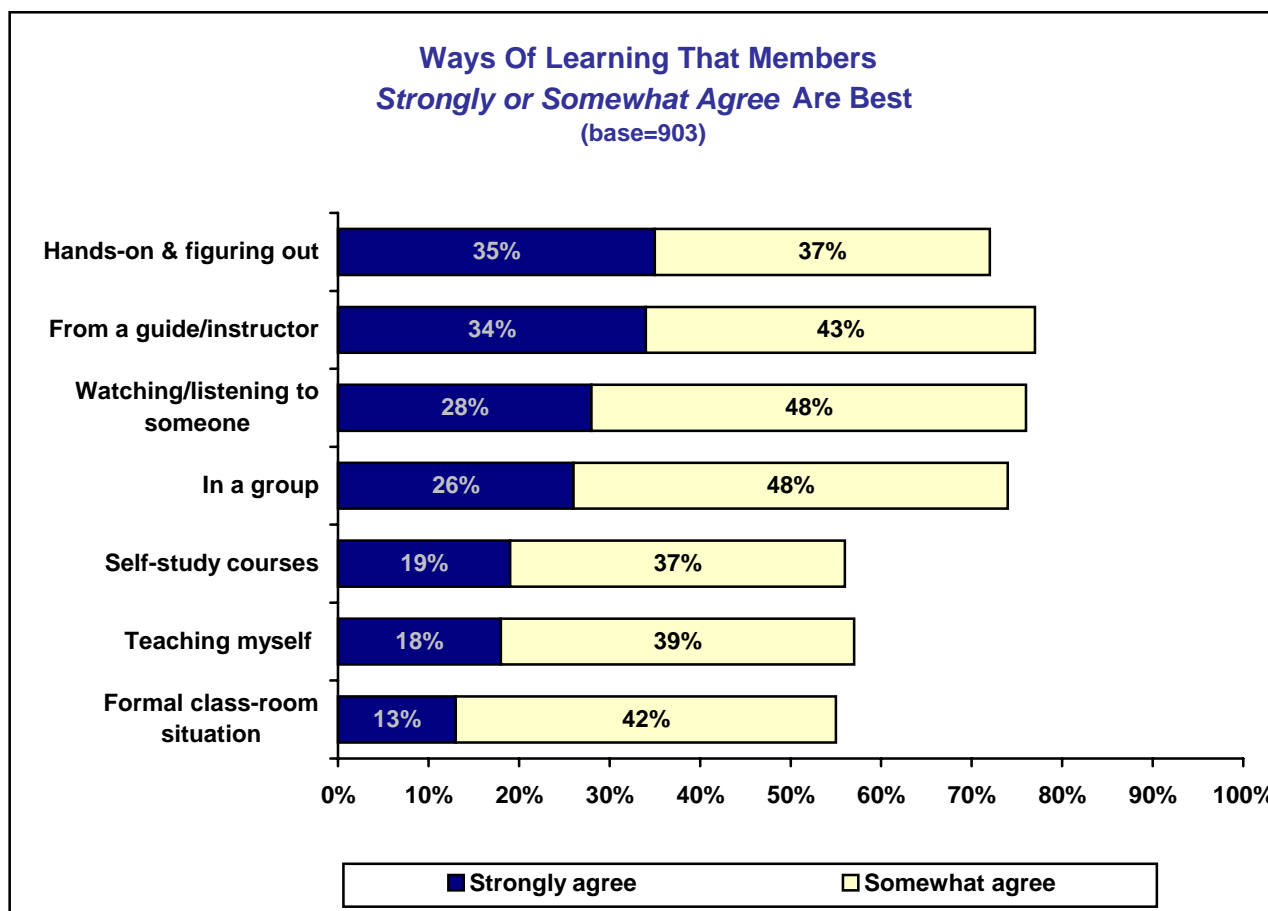
One-half of Arkansas members say they would travel between 1 and 10 miles to an AARP event or meeting and about 1 in 5 say they would travel between 11 and 20 miles to go to an AARP event or meeting. Five percent of members say they would only travel less than 1 mile and a similar proportion say they would travel more than 20 miles.



The distance Arkansas members are willing to travel to attend an AARP event or meeting is related to age: younger members are willing to travel greater distances than those older (see Appendix B).

How Do Members Like To Learn Something New?

Most members in Arkansas (77%) *strongly* or *somewhat agree* that they learn best when they a guide, instructor, tutor, or mentor in a face-to-face situation. Similar proportions say they *strongly* or *somewhat agree* that they either learn best by watching or listening to someone and then thinking about it (76%), by being in a group where they can share with other people (74%), or by putting their hands on something and figuring it out (72%). The graph below displays how members in Arkansas like to learn something new.



Members in each age segment *strongly agree* that they learn something new either by watching or listening to someone, being in a group setting, gathering information and teaching themselves, or through a formal class-room situation. Members ages 60 to 74 are more likely than those older to prefer learning from a guide or instructor and less likely than younger members to want to learn new things through self-study courses. Learning by putting one's hands on something and figuring it out significantly decreases by age (see Appendix B).

What Is Personally *Very Important* To Members?

Feeling vital and physically active is *very important* to over three-quarters (77%) of Arkansas members, followed by feeling valued and needed (65%), maintaining social connections and friendships (61%), and being intellectually stimulated (56%). About 4 in 10 members also say that both contributing to society and making a difference (41%) and having a sense of discovery and adventure (38%) is *very important* to them.

Members do not differ with respect to any of these personal views except for having a sense of discovery and adventure where younger members ages 50 to 59 are more likely than those older to say this personal view is *very important* to them.

How Do Members Describe Themselves?

Three-quarters of the members (76%) in Arkansas say they have enough activities in their lives to keep themselves as busy or fulfilled as they would like to be, and only 12 percent indicate they do not. Members do not differ by age with respect to how they best describe themselves.

Conclusions

Overall, members' concerns, interests, and legislative priorities are consistent with AARP's strategic priorities. This finding supports continued focus in Arkansas on AARP's strategic priorities. In particular, members express the greatest interest in AARP information on entitlement programs, health, independent living, and finances. For the most part, their legislative advocacy priorities parallel these concerns.

The top most concern for Arkansas members regardless of age is the safety and security of their pensions and retirement savings. Younger members are concerned about this, as well as meeting daily expenses, saving for the future, and finding affordable health care insurance-- all concerns one would expect to find from those who are preparing for retirement. Conversely, older members express interests and concerns about issues they are more likely to face while in their retirement years: finances, long-term care, independent living, and consumer fraud.

Notably, independent living is one of the most important issues for older Arkansas members. Seven in ten are extremely concerned about staying in their homes as they age, and a similar proportion want to get information about this issue from AARP. Moreover, it is one of the highest rated issues as legislative priority for AARP in the state. In preparing for upcoming programs and legislative activities, it is clear that this is an area where members would respond to an integrated focus.

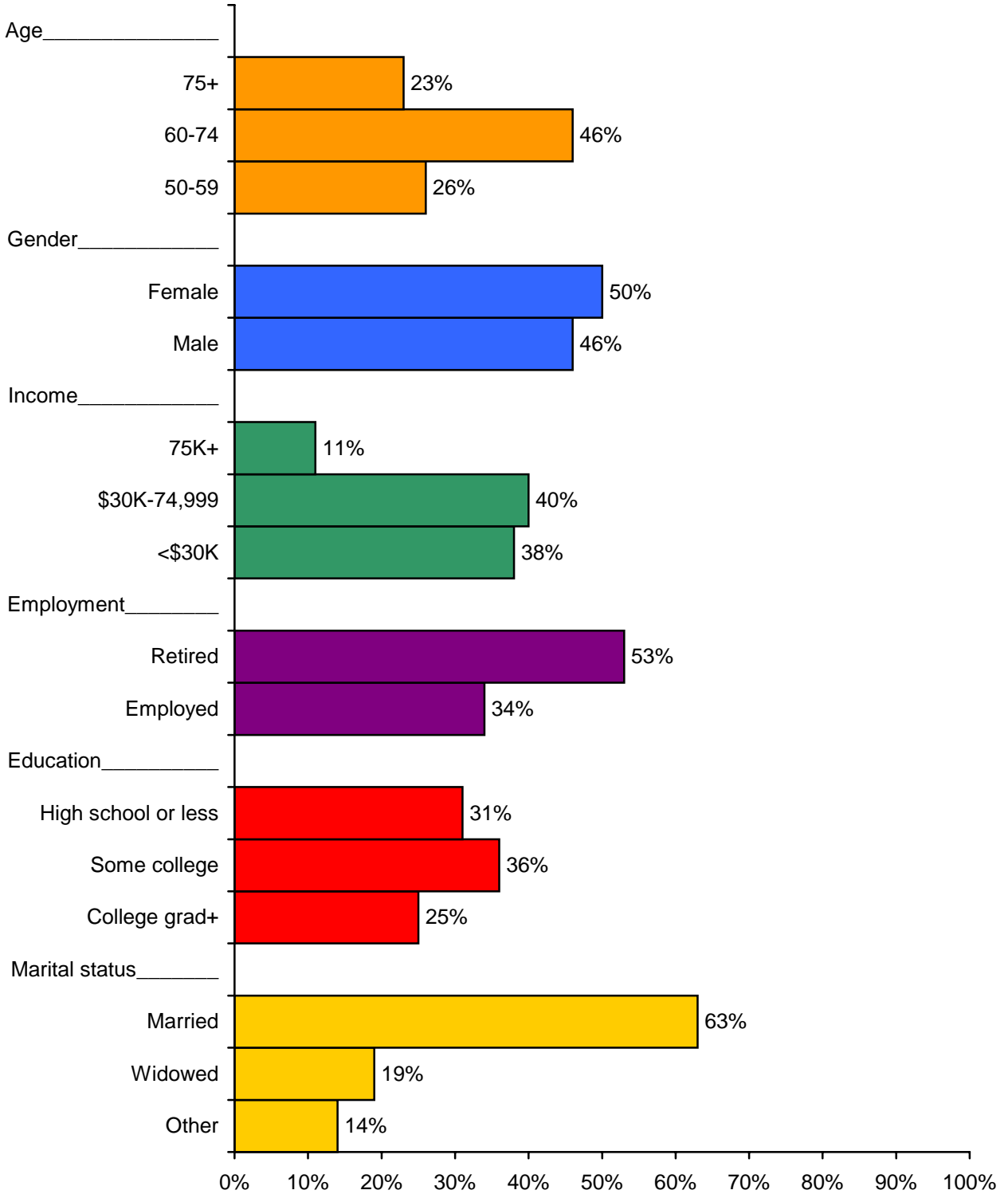
AARP in Arkansas needs to focus their efforts on raising awareness among members of AARP special events in the local communities and becoming a more active community organization. While nearly three-quarters of Arkansas members say they are not aware of any special events offered by AARP in their local area in the last year, half indicate that AARP should be more active in their local communities.

This survey reveals that members in Arkansas would like AARP to hold events and activities locally in senior centers or community recreation centers, but nearly three-quarters of them willing to travel between 1 and 20 miles to an AARP event. Younger members are more willing to drive greater distances to attend an AARP event, and would also like AARP to hold events on weeknights, weekend nights, and weekend days. Members ages 60 and older are more likely than those younger to attend AARP community events during the weekdays.

Arkansas members show interest in a variety of activities. Most are very interested in reading books and dining out in restaurants, and at least one-third indicate high interest in either religious group activities, gardening, and shopping at malls or other retail stores. With respect to outdoor activities, Arkansas members indicate high levels of interest in walking and fishing. When planning AARP activities in the local communities, AARP in Arkansas may want to tailor them to appropriate age groups. While a substantial number of older members indicate an interest in many of the activities, younger members are significantly more interested and more active than older members in all of the activities tested, including the outdoor activities.

Finally, over three-quarters of the members in Arkansas indicate that feeling vital and physically active is very important to them, as is feeling valued and needed and maintaining a connection to people and friends. AARP in Arkansas may want to consider these factors with each program, service, event, and activity they propose in Arkansas.

Demographic Characteristics



References

AARP. (1997). *The 1997 Arkansas Member Survey: Concerns, Expectations, and Experiences*. Washington, DC.

_____. (1999). *Arkansas State Legislative Issues Survey*. Washington, DC.

Appendix A: Core Question Tables

Table 1

Extremely Concerned About Key Issues By Age

<i>Issue</i>	<i>Percent Extremely Concerned</i>			
	Total (n=903)	50-59 (n=233)	60-74 (n=411)	75+ (n=209)
Safe and secure pension benefits/savings	73%	73%	73%	73%
Staying in their home as they get older	70	63	75	69
Enough money for daily expenses	66	74	65	58
Staying physically fit/maintaining healthy diet	62	60	64	61
Finding affordable, high quality health insurance	61	68	63	50
High quality long-term care	59	57	62	58
Avoiding consumer fraud	57	49	61	55
Adequate information on Medicare	55	51	60	53
Social Security as retirement income base	54	45	60	52
Continuing to drive safely	54	41	57	63
Providing care for parent or relative	37	46	35	31
Adequate information on Medicaid	36	40	36	33
Save for the future	36	47	31	32
Dealing with loss of family member	35	26	39	34
Finding affordable legal services	27	24	29	27
Safe and affordable driving alternatives	24	15	25	33
Age discrimination in employment	20	26	21	13
Finding work after leaving workforce	14	20	14	9

Table 2

***Extreme Interest in Receiving Information from AARP
By Age***

<i>Type of Information</i>	<i>Percent Extremely Interested</i>			
	Total (n=903)	50-59 (n=233)	60-74 (n=411)	75+ (n=209)
Medicare	60%	51%	65%	60%
Staying in their home as they get older	60	50	64	67
Social Security	57	52	63	52
Continuing to drive safely	50	36	54	58
Finding affordable, high quality health insurance	49	58	50	38
Staying physically fit, maintaining healthy diet	48	39	54	49
Avoiding consumer fraud	47	42	50	46
Safety and security of pension/savings	45	43	47	42
Long-term care services	44	41	47	43
Medicaid	36	42	37	29
Understanding managed care or health maintenance organizations	33	32	34	34
Providing care for parent or relative	32	40	31	25
Finding affordable legal services	29	28	29	28
Dealing with loss of family member	28	25	30	25
Saving for the future	25	29	24	21
Having assistance available on preparing taxes	23	16	24	27
Safe and affordable driving alternatives	16	8	17	23
Age discrimination in employment	16	20	16	13
Finding work again after leaving workforce	12	14	13	6

Table 3
Top Priorities For General Legislative Issues
By Age

<i>Issue</i>	<i>Percent Top Priority</i>			
	Total (n=903)	50-59 (n=233)	60-74 (n=411)	75+ (n=209)
Health care	59%	65%	60%	54%
Independent living	54	47	55	60
Health plan consumer protections	46	51	48	40
Utility service and rates	44	39	47	45
Elder abuse	44	37	48	43
Long-term care	43	43	46	41
Aid for low-income	41	41	42	39
Consumer fraud	39	30	42	43
Medicaid	35	39	36	29
Transportation	28	19	28	39

Table 4
Percent *Definitely Willing* to Pursue Opportunities
By Age

<i>Opportunity</i>	<i>Percent Definitely Would Use</i>			
	Total (n=903)	50-59 (n=233)	60-74 (n=411)	75+ (n=209)
Written information	34%	33%	33%	37%
Referral service	26	28	26	22
Attend one-time events	16	21	15	12
Participate in activities to improve state laws	14	14	14	14
Access online information	14	25	11	8
Attend workshop series	13	18	11	9
Volunteer for local group	11	7	11	12
AARP Chapter meeting	8	5	7	10
Volunteer for AARP	6	3	6	8

Table 5

**Preferences for Learning about Local AARP Activities
By Age**

<i>Learning Preference</i>	<i>Percent with a Preference</i>			
	Total (n=903)	50-59 (n=233)	60-74 (n=411)	75+ (n=209)
Mail	69%	78%	70%	58%
Local newspaper	51	47	52	55
Call a toll-free or local telephone	38	43	41	27
Local television	34	28	35	39
Information online	30	53	28	11
Local radio	25	25	26	23
Attend meeting	19	15	20	21
Visit information booth	15	17	16	10
AARP volunteer	15	14	15	15

Appendix B: Tables For State Specific Questions

Table 6

Arkansas Member Awareness Of AARP Activities/Programs By Age

<i>Aware Of AARP Activity/Program</i>	<i>Percent Age</i>			
	Total (n=903)	50-59 (n=233)	60-74 (n=411)	75+ (n=209)
Yes	24%	17%	25%	33%
No	73	82	74	63
No answer	2	2	1	4

Table 7

Arkansas Members View Of How Active AARP Should Be By Age

<i>Activity Level</i>	<i>Percent Age</i>			
	Total (n=903)	50-59 (n=233)	60-74 (n=411)	75+ (n=209)
AARP should be more active	49%	62%	47%	38%
AARP's level of programs and activities is satisfactory	40	28	44	49
AARP should be less active	1	1	1	2
No answer	10	10	9	11

Table 8

**Where Arkansas Members Would Like AARP To Hold Events
By Age**

<i>Event</i>	<i>Percent Age</i>			
	Total (n=903)	50-59 (n=233)	60-74 (n=411)	75+ (n=209)
Senior Center	60%	50%	64%	61%
Community/Recreation Center	42	54	37	41
Other government or public building	26	31	28	17
Church/Synagogue/Mosque	19	17	21	17
Local School	18	27	18	10
Restaurant or hotel	15	17	16	11
Local park	7	10	7	6

Table 9

**When Arkansas Members Would Like AARP To Hold Community Events
By Age**

<i>Time</i>	<i>Percent Age</i>			
	Total (n=903)	50-59 (n=233)	60-74 (n=411)	75+ (n=209)
Weekdays	41%	24%	44%	51%
No Preference	31	31	29	37
Weeknights	28	46	28	11
Weekend days	11	15	10	6
Weekend nights	6	11	5	2

Table 10

**The Distance Arkansas Members Would Travel
For AARP Events and Meetings
By Age**

<i>Distance</i>	<i>Percent Age</i>			
	Total (n=903)	50-59 (n=233)	60-74 (n=411)	75+ (n=209)
Less than one mile	5%	2%	3%	12%
Between 1 and 5 miles	26	19	27	30
Between 6 and 10 miles	26	30	28	20
Between 11 and 20 miles	18	27	18	9
More than 20 miles	6	9	6	4
Not sure	15	11	14	21
No answer	4	2	4	4

Table 11

**Activities In Which Arkansas Members Are Very Interested
By Age**

<i>Activity</i>	<i>Percent Age</i>			
	Total (n=903)	50-59 (n=233)	60-74 (n=411)	75+ (n=209)
Reading books	45%	53%	42%	45%
Dining out in restaurants	44	47	44	37
Participating in religious group activities	33	30	34	34
Gardening	33	40	35	22
Going to shopping malls, outlets, retail stores, antiques	31	35	33	25
Using a computer for leisure	26	37	29	12
Cooking	25	30	26	18
Traveling	24	37	25	11
Going to hear live music in cafes, parks, restaurants/bars	24	34	25	15
Continuing and adult education classes	22	35	20	12
Going to art galleries, museums, exhibits	21	25	24	14
Going to the symphony, opera, ballet, plays	20	25	23	12
Going to movies	20	36	17	9
Going to a sporting event	19	22	19	17
Entertaining at home	19	19	21	12
Sewing, knitting, needlepoint, quilting	18	18	19	20
Art and skilled crafts	18	27	20	8
Playing card games	15	19	13	14
Going to the gym and exercising	15	20	14	14
Playing sports	10	12	10	7
Going to casinos	9	14	9	3
Bowling	7	10	5	6
Going to the local senior center	7	4	7	9
Participating in social clubs	5	5	5	5

Table 12

**Type Of Traveling Arkansas Members Have Done In Last 12 Months
By Age**

<i>Type of Travel</i>	<i>Percent Age</i>			
	Total (n=903)	50-59 (n=233)	60-74 (n=411)	75+ (n=209)
Day Trips	61%	64%	63%	56%
Weekend trips	55	70	59	31
1 week trip	41	50	42	30
2 week trip	25	25	30	19
I did not travel at all in the last 12 months	12	8	10	20
Not sure	1	1	<1	1
No answer	2	1	1	2

Table 13

**Outdoor Activities In Which Arkansas Members Are Very Interested
By Age**

<i>Outdoor activity</i>	<i>Percent Age</i>			
	Total (n=903)	50-59 (n=233)	60-74 (n=411)	75+ (n=209)
Walking	42%	53%	42%	30%
Fishing	31	41	32	19
Bird-watching	19	17	20	19
Swimming	14	19	15	9
Hunting	13	18	14	6
RV camping	13	23	14	3
Golfing	13	13	14	11
Motor-boating	10	16	10	3
Hiking	6	15	4	2
Bicycling	5	9	4	1
Running/Jogging	4	6	4	3
Canoeing/Kayaking/Rowing	4	10	2	2
Tennis	4	7	3	2
Tent camping	3	6	3	1
Motorcycling	3	7	3	1
Sailing	3	4	3	1
Rafting	3	6	3	-
Backpacking	2	5	2	1
Snowmobiling	1	2	2	-
Mountain biking	1	2	1	1
Roller-blading	1	2	1	-
Downhill skiing	1	2	1	-
Cross-country skiing	<1	1	<1	-

Table 14

***Arkansas Member Level Of Participation In Outdoor Activities
By Age***

<i>Level of participation</i>	<i>Percent Age</i>			
	Total (n=903)	50-59 (n=233)	60-74 (n=411)	75+ (n=209)
Daily	31%	29%	34%	28%
Weekly	25	34	25	18
1-2 times a month	10	12	9	9
2-3 times a year	6	5	6	6
At least once a year	6	5	5	7
Seasonal	13	10	13	14
No answer	10	6	7	19

Table 15

**Ways Of Learning That Arkansas Members
Strongly or Somewhat Agree Are Best
By Age**

<i>Best Ways of Learning</i>	<i>Percent Age</i>			
	Total (n=903)	50-59 (n=233)	60-74 (n=411)	75+ (n=209)
Putting hands on something and figuring it out	35%	45%	36%	21%
With a guide, instructor, tutor, mentor	34	37	36	28
By watching or listening and thinking about it	28	27	31	25
In a group sharing with other people	26	26	28	23
By self-study courses	19	14	22	20
Gathering information and teaching self	18	17	18	19
Formal classroom situation	13	14	14	10

Table 16

**What Arkansas Members Personally View As Very Important
By Age**

<i>Very important</i>	<i>Percent Age</i>			
	Total (n=903)	50-59 (n=233)	60-74 (n=411)	75+ (n=209)
Feeling vital and physically active	77%	78%	75%	81%
Feeling valued and needed	65	68	64	65
Maintaining social connections and friendships	61	56	62	65
Being intellectually stimulated	56	62	54	54
Contributing to society and making a difference	41	40	39	43
Having a sense of discovery and adventure	38	46	35	29

Table 17

**How Arkansas Members Describe Themselves
By Age**

<i>Self Description</i>	<i>Percent Age</i>			
	Total (n=903)	50-59 (n=233)	60-74 (n=411)	75+ (n=209)
I DO have enough activities in my life to keep myself busy or fulfilled as I would like to be	76%	78%	80%	80%
I DO NOT have enough activities in my life to keep myself busy or fulfilled as I would like to be	12	14	11	12
Not sure	8	8	9	7
No answer	5	1	1	1

Appendix C: Segments At A Glance

Segments at a Glance		
Members Age 50 to 59*		
(base: 233)		
<i>Top Five Personal Concerns</i>	74%	Meeting daily expenses
	73%	Secure pension/savings
	68%	Health insurance
	63%	Staying at home as they get older
	60%	Physically fit/healthy diet
<i>Top Five Interests in Information from AARP</i>	58%	Health insurance
	52%	Social Security
	51%	Medicare
	50%	Staying at home as they get older
	43%	Secure pension/savings
<i>Top Four State Legislative Priorities</i>	65%	Health care
	51%	Health plan consumer protections
	47%	Independent living
	43%	Long-term care
<i>Top Four AARP-Provided Opportunities</i>	33%	Written information
	28%	Referral services
	25%	Online information
	21%	One-time educational events
<i>Top Four Methods for Learning about AARP Activities</i>	78%	Mail
	53%	Online information
	47%	Local newspapers
	43%	Telephone

*There are 47,089 member households in Arkansas where the primary member is age 50-59.

Segments at a Glance		
Members Age 60 to 74*		
(base: 411)		
<i>Top Five Personal Concerns</i>	75%	Staying at home as they get older
	73%	Secure pensions/savings
	65%	Meeting daily expenses
	64%	Physically fit/healthy diet
	63%	Health insurance
<i>Top Five Interests in Information from AARP</i>	65%	Medicare
	64%	Staying at home as they get older
	63%	Social Security
	54%	Continuing to drive safely
	54%	Physically fit/healthy diet
<i>Top Four State Legislative Priorities</i>	60%	Health care
	55%	Independent living
	48%	Health plan consumer protections
	48%	Elder abuse
<i>Top Four AARP-Provided Opportunities</i>	33%	Written information
	26%	Referral services
	15%	One-time educational events
	14%	Improve state laws
<i>Top Four Methods for Learning about AARP Activities</i>	70%	Mail
	52%	Local newspapers
	41%	Telephone
	35%	Television

*There are 71,431 member households in Arkansas where the primary member is age 60-74.

Segments at a Glance		
Members Age 75+*		
(base: 209)		
<i>Top Six Personal Concerns</i>	73%	Secure pension/savings
	69%	Staying at home as they get older
	63%	Continuing to drive safely
	61%	Physically fit/healthy diet
	58%	Long-term care
	58%	Meeting daily expenses
<i>Top Five Interests in Information from AARP</i>	67%	Staying at home as they get older
	60%	Medicare
	58%	Continuing to drive safely
	52%	Social Security
	49%	Physically fit/healthy diet
<i>Top Five State Legislative Priorities</i>	60%	Independent living
	54%	Health care
	45%	Utility rates and services
	43%	Elder abuse
	43%	Consumer fraud
<i>Top Five AARP-Provided Opportunities</i>	37%	Written information
	22%	Referral services
	14%	Improve state laws
	12%	One-time educational events
	12%	Volunteer with organization
<i>Top Four Methods for Learning about AARP Activities</i>	58%	Mail
	55%	Local newspaper
	39%	Television
	27%	Telephone

*There are 42,729 member households in Arkansas where the primary member is age 75+.

Appendix D: Annotated Questionnaire

2001 AARP Arkansas Member Opinion Survey

AARP MEMBERS = 903, RESPONSE RATE = 45% SAMPLING ERROR = 3.3%

(Percentages may not add to 100% due to rounding or multiple responses. A “*” means less than 1%)

Your Concerns

1. Below is a list of concerns that have been expressed by people age 50 and older. Please rate your own level of concern about each item using a 5-point scale where 1 means you are "not at all concerned" and 5 means you are "extremely concerned."

	Extremely Concerned		Not At All Concerned		No Response	
a. Having safe and affordable alternatives to driving	24%	18%	27%	13%	13%	5%
b. Having adequate information on Medicaid	36%	18%	17%	9%	15%	4%
c. Providing care for a parent or relative	37%	18%	15%	9%	17%	5%
d. Having adequate information on Medicare	55%	22%	12%	3%	3%	5%
e. Avoiding consumer fraud	57%	17%	13%	6%	4%	4%
f. Having Social Security as a base for retirement income	54%	19%	14%	5%	5%	4%
g. Continuing to drive safely	54%	20%	13%	5%	5%	3%
h. Finding affordable, high quality health insurance	61%	14%	9%	5%	7%	4%
i. Staying in your own home as you get older	70%	16%	6%	1%	3%	3%
j. Staying physically fit/maintaining a healthy diet	62%	23%	9%	1%	2%	3%
k. Having high quality long-term care for you or a family member	59%	20%	12%	3%	3%	3%
l. Making sure your pension benefits and/or retirement savings are safe and secure	73%	12%	7%	2%	3%	3%
m. Having enough money to meet daily expenses	66%	15%	10%	3%	3%	3%
n. Facing age discrimination in employment	20%	14%	17%	10%	33%	5%
o. Saving for the future	36%	21%	16%	9%	14%	4%
p. Finding work again once you leave the workforce	14%	13%	18%	12%	37%	6%
q. Finding affordable legal services	27%	21%	23%	10%	15%	4%
r. Dealing with the loss of a close family member	35%	19%	23%	8%	11%	4%

AARP Roles and Activities at the State Level

2. Listed below are some opportunities AARP could provide within Arkansas to address member interests and concerns. Please read each one carefully and indicate how likely it is that you, personally, would make use of the opportunity if it were offered in your state.

Opportunity to...	Definitely Would Use	Probably Would Use	Might or Might Not Use	Probably Would Not Use	Definitely Would Not Use	No Response
a. Attend workshop <u>series</u> or several meetings, or classes, on topics of interest or concern to me	13%	22%	36%	17%	7%	5%
b. Attend <u>one-time</u> educational events on topics of interest or concern to me	16%	35%	29%	11%	5%	5%
c. Receive written information on topics of interest or concern to me	34%	37%	17%	5%	3%	4%
d. Participate in activities to improve state laws, policies, regulations, or practices that affect me	14%	25%	33%	18%	6%	4%
e. Use referral services to help me find needed resources and services in my own community	26%	33%	24%	9%	5%	4%
f. Volunteer my time to an AARP activity in my own community	6%	18%	37%	23%	12%	4%
g. Volunteer my time with worthy organizations in my community	11%	25%	33%	18%	9%	4%
h. Attend AARP Chapter meetings in my community that give me an opportunity to meet other people and provide some community services	8%	19%	35%	24%	10%	4%
i. Access AARP's web site for information on topics of interest or concern to me and for information about upcoming AARP events in my state	14%	18%	21%	15%	28%	5%

Interest in Receiving Information

3. For each topic listed below, please indicate how interested you would be in receiving information from AARP on that topic.

Information on ...	Extremely Interested	Very Interested	Somewhat Interested	Not Very Interested	Not At All Interested	No Response
a. Alternatives to driving	16%	17%	23%	15%	23%	6%
b. Saving for the future	25%	22%	21%	10%	15%	8%
c. Safety and security of pension benefits and/or retirement savings	45%	21%	15%	6%	7%	6%
d. Social Security	57%	20%	11%	3%	3%	7%
e. Staying physically fit/maintaining a healthy diet	48%	25%	14%	3%	4%	6%
f. Staying in your own home as you get older	60%	19%	10%	3%	3%	6%
g. Continuing to drive safely	50%	21%	13%	4%	5%	7%
h. Long term care services	44%	26%	13%	6%	5%	6%
i. Finding affordable, high quality health insurance	49%	17%	13%	6%	9%	7%
j. Age discrimination in employment	16%	14%	19%	11%	32%	8%
k. Avoiding consumer fraud	47%	18%	15%	6%	7%	7%
l. Medicare	60%	19%	11%	2%	2%	6%
m. Medicaid	36%	15%	14%	8%	19%	8%
n. Understanding managed care or health maintenance organizations	33%	23%	19%	8%	11%	6%
o. Finding affordable legal services	29%	21%	22%	9%	13%	7%
p. Finding work again once you leave the work force	12%	11%	16%	13%	41%	8%
q. Providing care for a parent or relative	32%	16%	16%	8%	20%	8%
r. Dealing with the loss of a close family member	28%	17%	20%	10%	17%	7%
s. Having assistance available on preparing taxes	23%	17%	18%	10%	27%	6%

AARP at the Community Level

4. If AARP has or were to have programs, services, or activities in your community, how would you want to find out about them? (Check all that apply.)

69%	Receive information by mail (e.g., letter, brochure, flyer)
51%	Read about local AARP activities in newspapers in your community
38%	Call a toll-free or local telephone number for a pre-recorded list of current AARP activities, programs, and services in your community
34%	Tune in to a local TV channel or program
30%	Use an on-line computer service to access AARP information
25%	Hear about them on a local radio station/program
19%	Attend a meeting at which AARP programs and activities are described
15%	Visit an AARP kiosk, booth, or office located in your community
15%	Contact an AARP volunteer or AARP Chapter member in or near your community
8%	No Response

State Legislative Issues

5. To be effective, the AARP Arkansas State Legislative Committee wants to work on the most important issues facing Arkansas AARP members. Keeping in mind what's most important to you, how much of a priority should it be for AARP to work on the following

	Top Priority	High Priority	Medium Priority	Low Priority	Not A Priority	Not Sure	No Response
a. Transportation services for the elderly or disabled	28%	31%	24%	6%	5%	1%	6%
b. Health care issues like the cost, quality and availability of health care	59%	24%	9%	1%	1%	*	5%
c. Issues concerning consumer protection against fraud	39%	24%	22%	6%	2%	1%	6%
d. Issues concerning utility services and rates	44%	25%	16%	6%	2%	1%	6%
e. Issues concerning how older persons can remain in their own homes or communities as they age	54%	25%	13%	3%	2%	*	4%
f. Issues concerning development of consumer protection standards for health insurance including managed care plans	46%	27%	15%	3%	1%	1%	6%
g. Issues concerning long-term care services	43%	30%	14%	3%	1%	1%	7%

h. Assistance programs for low-income older state residents	41%	25%	15%	6%	6%	2%	6%
i. Issues concerning elder abuse	44%	22%	15%	6%	6%	2%	5%
j. Issues concerning expanding Medicaid	35%	23%	18%	6%	8%	4%	6%

Personal Enrichment Activities and Interests

6. Are you aware of any special events offered by AARP in your local area in the last year? (By this we mean any kind of meetings, activities or get-togethers that can be informative, social, or both that were organized by AARP)?

24% Yes 73% No 2% No Response

7. How active should AARP be in sponsoring programs and activities in your local community? (Check only one)

49% AARP should be more active
40% AARP's level of programs and activities is satisfactory
1% AARP should be less active
10% No Response`

8. Where should AARP events be held in your community? (Check all that apply)

18% Local school
60% Senior Center
42% Community/Recreation Center
19% Church/Synagogue
7% Local park
15% Restaurant or hotel
26% Other government or public building

9. What time of the week should AARP events be held in your community? (Check all that apply)

41% Weekdays
28% Weeknights
11% Weekend days
6% Weekend nights
31% No preference

**10. What is the farthest distance convenient for you to travel to an AARP event or meeting?
(Check all that apply)**

5%	Less than one mile
26%	Between 1 and 5 miles
26%	Between 6 and 10 miles
18%	Between 11 and 20 miles
6%	More than 20 miles
15%	Not sure
4%	No Response

11. Please indicate how interested you are each of the following activities:

	Very interested	Somewhat interested	Not at all interested	No Response
a. Sewing, knitting, needlepoint, quilting	18%	19%	58%	6%
b. Art and skilled-crafts such as pottery or sculpting, painting, jewelry-making, photography, wood-working	18%	26%	50%	7%
c. Going to cultural events such as the symphony, the opera, the ballet, plays	20%	30%	44%	6%
d. Going to art galleries, museums, exhibits	21%	41%	32%	7%
e. Going to hear live music in local cafes, parks, restaurants/bars	24%	38%	30%	8%
f. Going to the movies	20%	38%	34%	8%
g. Going to casinos	9%	21%	62%	8%
h. Playing sports	10%	23%	58%	9%
i. Going to see a sporting event such as a football game, car racing, baseball game	19%	32%	42%	7%
j. Bowling	7%	22%	63%	9%
k. Playing card games	15%	34%	42%	9%
l. Using a computer for leisure	26%	29%	35%	10%
m. Cooking	25%	42%	25%	8%
n. Entertaining guests at home	19%	45%	27%	9%
o. Dining out in restaurants	44%	39%	10%	7%
p. Reading books	45%	32%	15%	8%
q. Continuing and adult education classes	22%	33%	36%	9%
r. Gardening	33%	33%	25%	9%
s. Participating in social clubs such as the Rotary Club, Lion's Club, Jr. League	5%	19%	66%	9%

t.	Going to the local senior center	7%	36%	51%	7%
u.	Participating in religious group activities and functions	33%	36%	22%	9%
v.	Traveling	24%	10%	2%	63%
w.	Going to shopping malls, outlets, retail stores, antiquing	31%	42%	20%	7%
x.	Going to the gym and exercising (weightlifting, aerobics, yoga)	15%	31%	47%	7%

**12. Which of the following types of leisure travel you done in the last 12 months?
(Check all that apply)**

- 61% Day trips
- 55% Weekend trips
- 41% 1 week trip
- 25% 2 week trip
- 12% I did not travel at all in the last 12 months
- 1% Not sure
- 2% No Response

13. Please indicate how interested you are in each of the following outdoor activities:

	Very interested	Somewhat interested	Not at all interested	No Response
a. Backpacking	2%	8%	80%	10%
b. Hiking	6%	19%	65%	10%
c. Tent camping	3%	12%	75%	10%
d. RV camping	13%	18%	59%	10%
e. Sailing	3%	9%	78%	10%
f. Motor-boating	10%	24%	57%	10%
g. Canoeing/kayaking/rowing	4%	12%	74%	10%
h. Rafting	3%	10%	77%	10%
i. Downhill skiing	1%	3%	87%	10%
j. Cross-country skiing	*	2%	88%	10%
k. Bicycling	5%	22%	65%	10%
l. Mountain biking	1%	3%	86%	10%
m. Motorcycling	3%	5%	82%	10%
n. Snowmobiling	1%	4%	84%	11%
o. Hunting	13%	15%	62%	10%
p. Fishing	31%	26%	34%	9%

q.	Walking	42%	35%	16%	8%
r.	Running/jogging	4%	15%	70%	11%
s.	Swimming	14%	33%	44%	9%
t.	Tennis	4%	10%	77%	10%
u.	Golfing	13%	11%	66%	10%
v.	Roller-blading	1%	1%	88%	10%
w.	Bird-watching	19%	31%	43%	7%

**14. Overall, how would you describe your level of participation in *outdoor* activities?
(Check only one)**

- 31% Daily
- 25% Weekly
- 10% 1-2 times a month
- 6% 2-3 times a year
- 6% At least once a year
- 13% Seasonal
- 10% No Response

15. The next few statements focus on the best ways for you, personally, to learn something new. Please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Not sure	No Response
I learn best.....						
a. in a group where I can share with other people	26%	48%	10%	3%	6%	7%
b. when I have a guide, instructor, tutor, or mentor in a face-to-face situation	34%	43%	8%	2%	6%	8%
c. by putting my hands on something and playing with it or figuring it out	35%	37%	11%	4%	5%	8%
d. by watching or listening and then thinking about it	28%	48%	12%	2%	3%	7%
e. in a formal teacher-classroom situation	13%	42%	21%	6%	8%	10%
f. by gathering as much information as I can find and then teaching myself	18%	39%	23%	9%	5%	7%
g. by finding self-study courses that let me set my own objectives and then moving at my own pace	19%	37%	21%	8%	8%	7%

16. The following are views that have been expressed by some people. Please indicate how important each view is to you personally.

How important is:	Very Important	Somewhat Important	Not Very Important	Not at all Important	Not Sure	No Response
Feeling vital and physically active	77%	17%	2%	*	1%	4%
Maintaining social connections and friendships	61%	31%	4%	1%	*	3%
Feeling valued and needed	65%	27%	4%	*	*	4%
Being intellectually stimulated	56%	33%	5%	1%	1%	4%
Contributing to society and making a difference	41%	41%	11%	1%	2%	4%
Having a sense of discovery and adventure	38%	40%	14%	2%	2%	4%

17. Which of the following statements best describe you personally? (*Check only one*)

- 76% I do have enough activities in my life to keep myself busy or fulfilled as I would like to be.
- 12% I do not have enough activities in my life to keep myself as busy or fulfilled as I would like to be
- 8% Not sure
- 5% No Response

About You

The following questions are for classification purposes only and will be kept entirely confidential.

18. In the last 12 months, have you attended a local AARP Chapter meeting?

3% Yes 93% No * Don't Know 4% No Response

19. In the last 12 months, have you attended a local Retired Teachers Association Unit meeting?

2% Yes 94% No * Don't Know 4% No Response

20. Are you male or female?

46% Male 50% Female 5% No Response

21. What is your age as of your last birthday? _____ (in years)

26% 50-59
46% 60-74
23% 75+
5% No Response

22. What is your current marital status?

63% Now married
19% Widowed
12% Divorced
* Separated
2% Never married
4% No Response

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

8% Less than high school
23% High school graduate or equivalent
36% Some college or technical training beyond high school
14% College graduate (4 years)
11% Post-graduate or professional degree
8% No Response

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

22% Employed or self-employed full-time
12% Employed or self-employed part-time
53% Retired and not working
5% Other such as homemaker
1% Unemployed and looking for work
8% No Response

25. Have you ever retired?

63% Yes 31% No 1% Don't Know 6% No Response

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

54% Yes
41% No

☞ If you checked "Yes:" Do you have access to the Internet or World Wide Web or the ability to use on-line services such as America OnLine (AOL)? (Base = 486)

5% No Response

81% Yes 13% No 2% Don't Know 5% No Response

27. Are you Hispanic, Spanish, or Latino?

2% Yes 88% No 1% Don't Know 9% No Response

28. What is your race?

88% White or Caucasian
4% Black or African American
* Asian
1% Native American or Alaskan Native
- Hawaiian or Pacific Islander
6% No Response

29. What is your 5-digit zip code? (WRITE IN YOUR ZIP CODE.) _____

30. Do you own or rent the home in which you live?

87% Own 8% Rent 5% No Response

31. What was your annual household income before taxes in 2000?

8% Less than \$10,000
15% \$10,000 to \$19,999
15% \$20,000 to \$29,999
14% \$30,000 to \$39,999
11% \$40,000 to \$49,999
15% \$50,000 to \$74,999
11% \$75,000 or more
11% No Response

Thank you for completing this survey. Please use the postage-paid envelope and return it to State Member Research, AARP, 601 E Street, NW, Washington, DC 20049, by **July 6, 2001.**