



2002 AARP Colorado Member Opinion Survey

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Report Prepared by Rachelle Cummins

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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, *AARP Modern Maturity*, and *My Generation* magazines, the monthly *AARP Bulletin*, and a Spanish-language newspaper, *Segunda Juventud*. 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 *AARP Colorado Member Opinion Survey* was conducted May through July 2002. A sample of 2,000 AARP members in Colorado was selected from AARP's membership database. Fifty-six percent of the sampled Colorado members returned surveys by the due date, providing 1,112 useable surveys for analysis.

- Colorado members are extremely concerned about making sure that their pension benefits or retirement savings are safe and secure; finding affordable, high quality health insurance; and having access to affordable prescription drugs.
- Most members say they would personally use written information, attend one-time educational events, or participate in activities to improve state laws, policies, regulations, or practices if offered by AARP in Colorado. Members want to find out about AARP activities by mail.
- About a third of Colorado members have volunteered for a community organization in the past year. Fewer express interest in volunteering for AARP in the next year or so.
 - Members are motivated to volunteer for AARP by helping older people in the community and by learning about issues that affect people age 50 and older.
 - Prescription drugs, Social Security and Medicare, and living a healthy lifestyle are topics that might interest Colorado members enough to volunteer for AARP.
- The top legislative priorities of Colorado members are the availability, cost, and quality of health care and access to affordable prescription drugs.
- Paying for prescription drugs has been a problem for Colorado members in the past 12 months. Out-of-pocket expenses for prescriptions have amounted to \$50 or more per month for nearly half of Colorado members.
- Colorado members support funding a prescription drug assistance program in the state for low-income persons over 65 years old, even if it means allocating new or reallocating existing state funds.
- Members say that it would be important to be able to stay at home as long as possible if they became ill or disabled and needed long-term care, even if it meant they would have to contribute more to the cost of their care. Most Colorado members prefer to pay a nurse or aide or have family and friends provide in-home care.

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About This Survey

This mail survey of AARP members in Colorado explores their concerns, state legislative priorities, preferences for involvement with AARP, and preferences for receiving information from AARP. It also examines three topics in greater depth: volunteering, prescription drugs, and long-term care.

AARP conducted the *AARP Colorado Member Opinion Survey* in May through July 2002. A sample of 2,000 AARP members in Colorado, 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. Fifty-six percent of the sampled Colorado members returned surveys by the mid-July cut-off date, providing 1,112 useable surveys for analysis. Thus, the survey has a sampling error of plus or minus three percent.¹ Survey responses were weighted to reflect the distribution of the age segments in the member population of Colorado. Due to rounding of the weights, the final number of cases for the weighted dataset is 1,115.

This report summarizes weighted overall findings on all the topics covered in the survey. The report also discusses substantive differences (greater than eight percentage points) among AARP's key target age segments (50 to 59, 60 to 74, and 75+) 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 Colorado membership the actual number of people may be substantial. As of July 2002, the number of member households in Colorado was 356,203, which results in approximately 580,610 members in the state.

This report also contains three appendices: the **Core Question Tables** contains the three age-segment responses for each item in four 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 weighted percent of Colorado members selecting each response category for each item.

¹ This means that in 95 out of 100 samples of this size, the results obtained in the sample would fall in a range of 3 percentage points of what would have been obtained if every AARP member in Colorado age 50 or older had been surveyed.

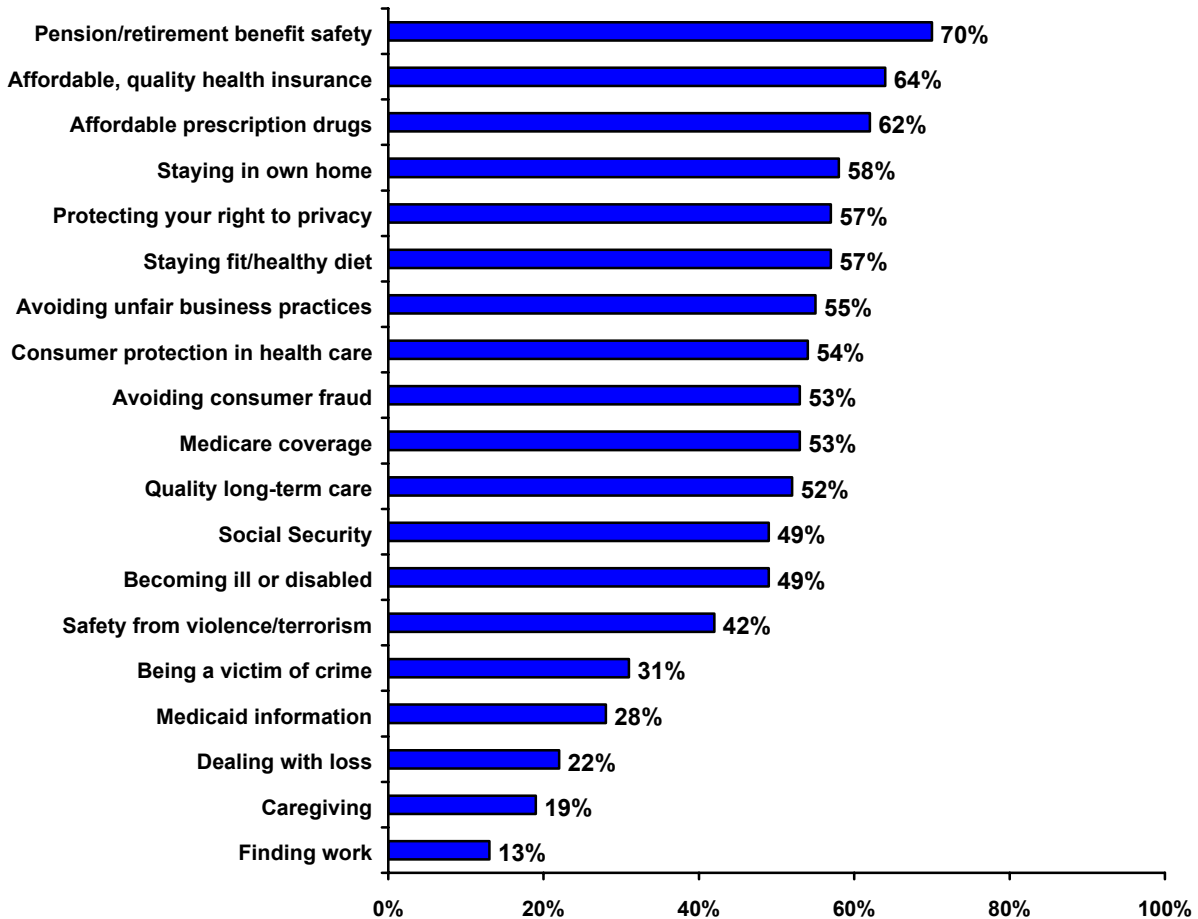
Findings

Member Concerns

What issues concern Colorado members the most?

Seven in ten Colorado members express extreme concern about making sure that their pension benefits or retirement savings are safe and secure. Two health related items rate 2nd and 3rd among 19 issues rated: A little more than six in ten say finding affordable, high quality health insurance and having access to affordable prescription drugs are extreme concerns. Eight issues comprise a mid-tier of extreme concerns among at least half of members including staying in their homes as they get older, protecting their right to privacy, and staying physically fit or maintaining a healthy diet.

Extreme Concerns among Colorado Members
Weighted n = 1,115



Members age 60 and older are more likely to express extreme concern about four out of six of the top rated issues—the safety of pension benefits or retirement savings, access to affordable prescription drugs, staying at home as they get older, and staying physically fit or maintaining a healthy diet. Members age 75 or older are more likely to say protecting their right to privacy is an extreme concern than younger members. See Appendix A for age segment differences in the 19 issues rated in the survey.

In 2000, AARP members in Colorado rated a different list with 18 issues on the same concern scale. Among the top five issues from 2000 to 2002, extreme concern for the safety of pension benefits or retirement savings (62% vs. 70%), finding affordable, quality health insurance (54% vs. 64%), and staying at home as they age (53% vs. 58%) have significantly increased.

Members' Extreme Concerns			
	2000	2002	% Difference
Safe and secure pension benefits/savings	62%	70%	+8%
Finding affordable, high quality health insurance	54	64	+10
Having access to affordable prescription drugs	*	62	*
Staying in your own home as you age	53	58	+5
Protecting your right to privacy	*	57	*
Having money to meet daily expenses	56	*	*
Staying physically fit and maintaining a healthy diet	54	57	+3

* This issue was not measured in the survey.

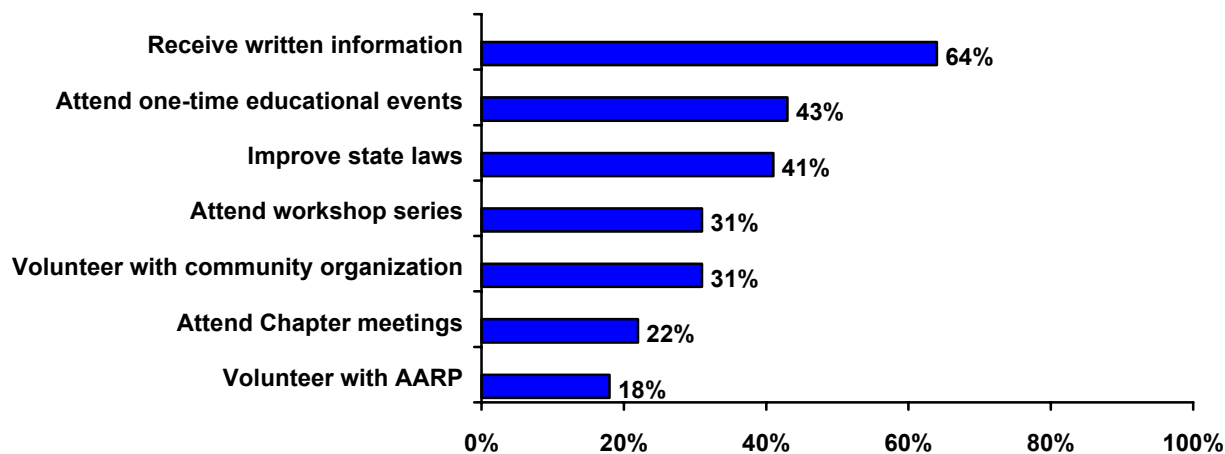
Member Interaction with AARP

What types of opportunities through AARP would Colorado members use?

From a list of seven opportunities that AARP could provide in Colorado to address member interests and concerns, the top three opportunities members would personally use are:

- Written information on topics of interest or concern the them
- One-time education events on topics of interest or concern to them
- Activities to improve state laws, policies, regulations, or practices that affect them

Opportunities Colorado Members Would Personally Use Weighted n = 1,115



Members under age 75 (67%) are more likely to say they would personally use written information on topics of interest to them compared to older members (58%). Members age 50 to 59 (52%) are more likely to personally use one-time educational events on topics of interest or concern to them than older members (37%). See Appendix A for age segment differences in the seven listed opportunities in the survey.

In 2000, the AARP Colorado Member Opinion Survey asked members about a similar list of opportunities AARP could provide. However, members rated these opportunities to address member interests and concerns on a five-point scale from "definitely would use" to "definitely would not use." When comparing those in 2000 who would "definitely" or "probably use" the opportunities with those in 2002 who would "personally use" the same opportunities, the results are similar with just slight increases from 2000 to 2002 in all comparable opportunities except for activities to improve state laws, policies, regulations, or practices. Twenty-five percent of members in 2000 said

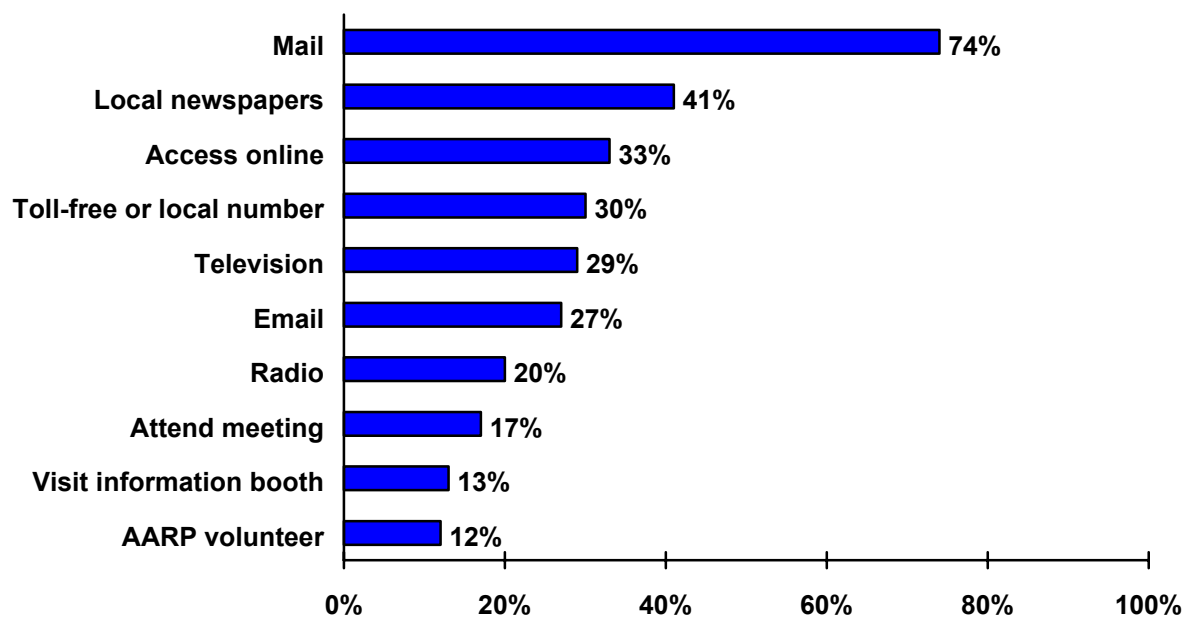
that they would definitely or probably use activities to improve state laws compared to 41 percent in 2002 who say that they would personally use this opportunity.

Members' Use of Opportunities AARP Provides			
	2000 Definitely/ Probably Use	2002 Personally Use	% Difference
Written information	61%	64%	+3%
One-time educational events	40	43	+3
Activities to improve state laws, policies, regulations, or practices that affect you	25	41	+16
Workshop series or several meetings/classes	27	31	+4
Volunteering time with a worthy organization	30	31	+1
AARP Chapter meetings	18	22	+4
Volunteering with AARP	15	18	+3

How do Colorado members want to find out about AARP activities?

Almost three in four Colorado members say that they would like to find out about AARP programs, services, and activities in their community by mail. Roughly four in ten say they would prefer to read about local AARP activities in community newspapers while a third would want to use an online computer service to access AARP information. About one in three would call a toll-free or local telephone number for a pre-recorded list of current AARP activities or tune in to a local TV channel or program.

Options for Learning About AARP Activities in the Community Weighted n = 1,115



Members age 60 and older are more likely than younger members to want to read newspapers (48% vs. 33%) or tune into a local TV channel or program (33% vs. 22%). However, younger members (50%) are more likely than those ages 60 to 74 (30%) or ages 75+ (13%) to say they would like to use an online computer service to access AARP information. This finding is not surprising given that Colorado members age 50 to 59 (79%) are more likely than members ages 60 to 74 (57%) and ages 75+ (22%) to have access to a personal computer and the Internet. See Appendix A for age segment differences in the ten ways to find out about AARP activities.

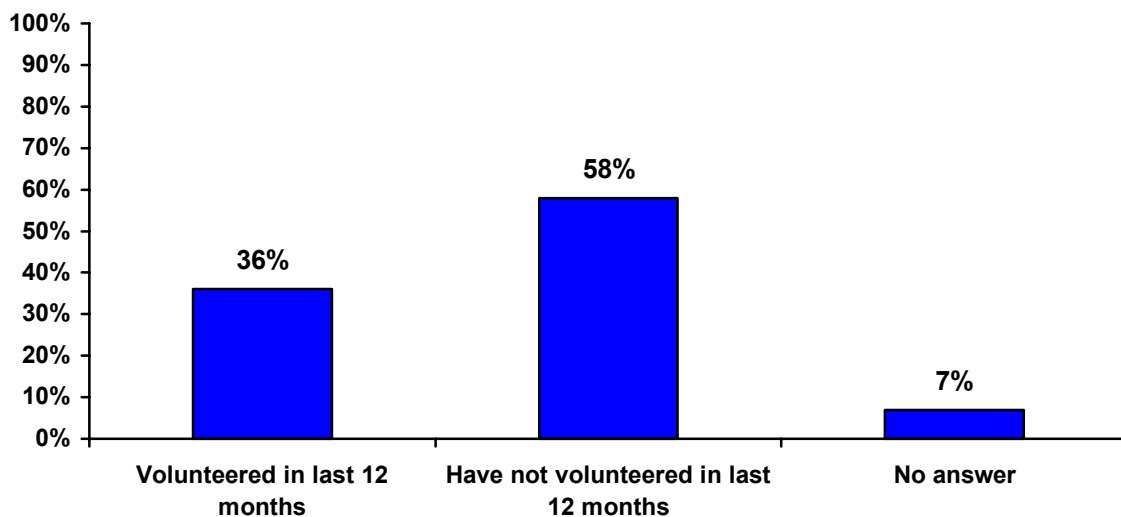
From 2000 to 2002, member response does not shift for any of the top five ways they would like to find out about AARP activities.

Member Volunteerism

How many Colorado members have volunteered in the last 12 months?

Just over a third of Colorado members have volunteered time in the last 12 months while 58 percent have not. Members age 75+ (29%) are less likely to volunteer compared to younger members (38%).

Colorado Member Volunteer Rates
Weighted n = 1,115



How often do Colorado members volunteer?

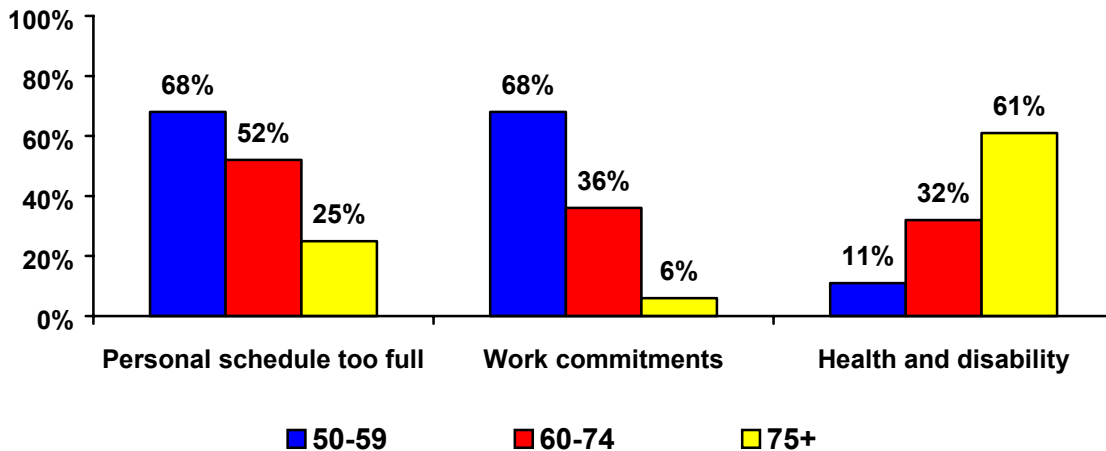
Among members who volunteered in the last 12 months, more do so occasionally during the year for special projects than volunteer regularly as well as extra hours for special projects or volunteer about the same amount of time each month. The only age difference for any of these types of volunteering is among those occasionally volunteering: Members ages 50 to 59 (56%) are more likely than members ages 60 to 74 (44%) and age 75 or older (32%) to volunteer for special projects.

How Often Colorado Members Volunteer Their Time	(base=396) %
Volunteer occasionally during the year for special projects	46
Volunteer a regular amount of time each month and extra hours for special projects	31
Usually spend same amount of time volunteering each month	19
No response	4

Why don't Colorado members volunteer?

Among members who have not volunteered, the top three reasons for not volunteering are personal schedule is too full (52%), work commitments (40%), and health or disability (31%). Interestingly, 18 percent of those who have not volunteered in the last twelve months say that it is because no organization contacted them and asked them to volunteer. This translates into approximately 10 percent of the entire AARP membership in Colorado or approximately 58,000 members.

Top Three Reasons Colorado Members Do Not Volunteer
Weighted base = 643



The graph above shows that a full personal schedule and work commitments are more often reported among younger members in Colorado, while health and disability increasingly becomes an explanation among older members for not volunteering in the last 12 months.

Do Colorado members want to volunteer for AARP?

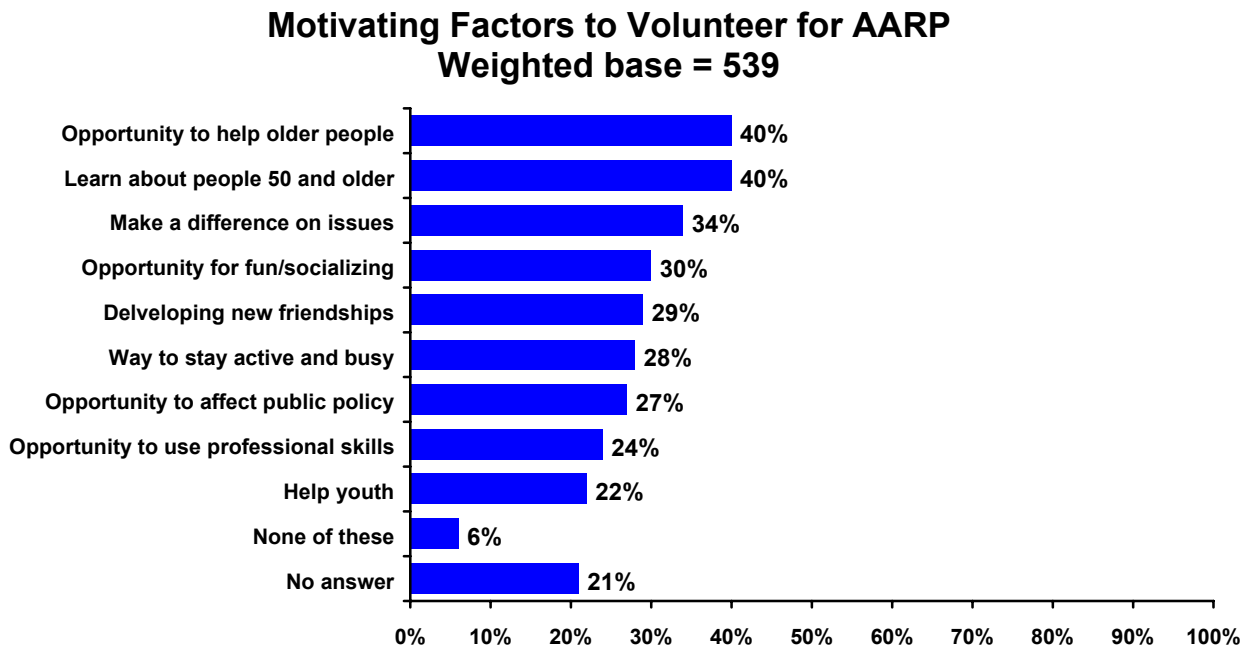
Two places in the survey measure member interest in volunteering for AARP, and the results are consistent. In a list of seven opportunities, eighteen percent of members say they would personally use an opportunity to volunteer with AARP. When asked directly, twenty-one percent of Colorado members express interest in volunteering for AARP in the next year or so (3% very interested and 18% somewhat interested), and about one in five (20%) indicate they are not sure if they want to volunteer for AARP.² This translates into approximately 122,000 members who are interested with approximately 17,400 who are very interested. Members age 50 to 74 (23%) are more likely to express interest in volunteering for AARP than older members (10%).

Twenty-eight percent of those who have volunteered say they would be *very* (5%) or *somewhat interested* (23%) in volunteering for AARP in the next year or so, and significantly fewer of those who have not volunteered in the last 12 months say they would be *very* (1%) or *somewhat interested* (16%) in volunteering for AARP.

² The base for those who express at least some interest, are not sure, or did not respond is 539.

What factors would motivate Colorado members to volunteer for AARP?³

Among all Colorado members who express interest or are not sure about volunteering for AARP, the top five motivating factors to volunteer for AARP are the opportunity to help older people in the community (40%), the opportunity to learn about issues that affect people 50 and older (34%), the opportunity to make a difference on issues that are important to them (34%), the opportunity for fun and socializing (30%), and the possibility of developing new friendships (29%).



³ The base of 539 for this question is among those who express at least some interest in volunteering for AARP, are not sure, or did not respond to question 6. Percents do not add up to 100% since respondents were instructed to 'check all that apply'. See question 7 in annotated questionnaire.

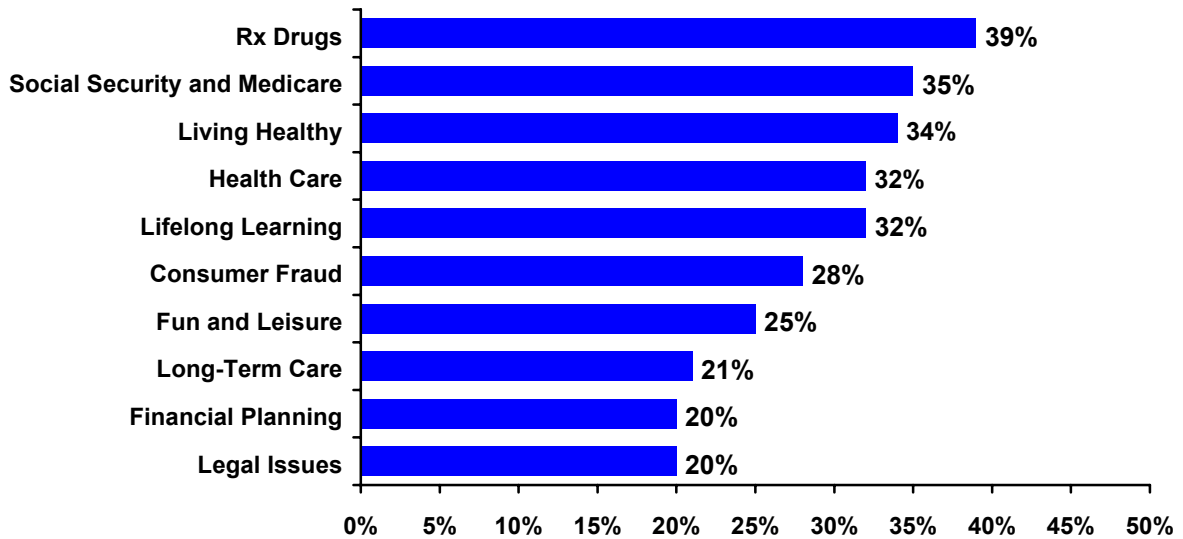
Members age 50 to 74 are more likely than older members to cite the top five factors by roughly two to one.

Top Five Factors That Motivate	Age Segments		
	50-59	60-74	75+
Help older people	48%	42%	24%
Learn about 50+ issues	47%	40%	28%
Make a difference on issues	42%	35%	22%
Fun and socializing	37%	29%	17%
Developing new friendships	35%	30%	17%

What topics might interest Colorado members to volunteer for AARP?⁴

More than three in ten Colorado members who express at least some interest or are not sure about volunteering for AARP say that prescription drugs (39%), Social Security and Medicare (35%), living healthy lifestyles (34%), health care (32%), and lifelong learning/education (32%) are topics that might interest them enough to volunteer for AARP.

Topics That Interest Colorado Members to Volunteer for AARP Weighted base = 539



Members age 50 to 74 are more likely than older members to be interested in prescription drugs (41% vs. 29%), living healthy lifestyles (38% vs. 19%), and health care (35% vs. 24%). Interest in lifelong learning/education decreases with age (44% 50-59, 28% 60-74, and 17% 75+).

⁴ The base of 539 for this question is among those who express at least some interest in volunteering for AARP, are not sure, or did not respond to question 6. Percents do not add up to 100% since respondents were instructed to 'check all that apply'. See question 8 in annotated questionnaire.

How do Colorado members want to find out about AARP volunteer opportunities?⁵

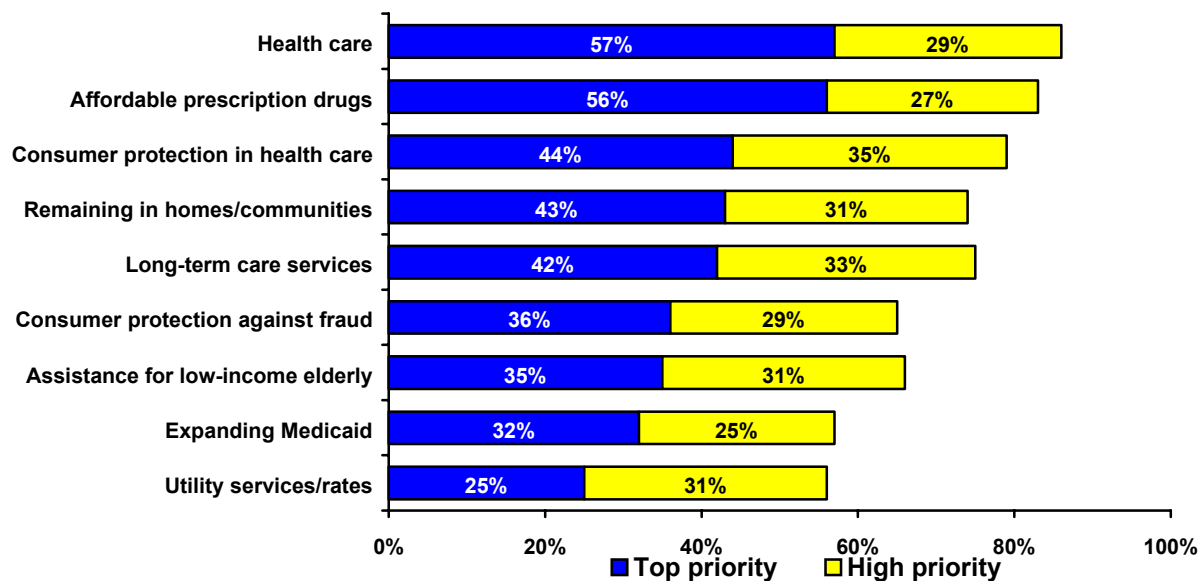
The top three ways that Colorado members who express at least some interest or are not sure about volunteering for AARP would like to learn about volunteer opportunities with AARP are by mail (55%), email (24%), or an announcement in a local newspaper (23%). Colorado members age 50 to 74 are more likely to choose these methods than older members. Preference for email declines with age (37% 50-59, 25% 60-74, and 6% 75+).

Member Legislative Priorities

What are the top legislative priorities for Colorado members?

Of the nine issues members rate, more than half of Colorado members rate the availability, cost, and quality of health care and access to affordable prescription drugs as the top legislative priorities for AARP Colorado. At least two in five members say that consumer protection standards for health insurance, including managed care; how older persons can remain in their own homes or communities as they age; and the availability, cost, and quality of long-term care services should be top legislative priorities for AARP.

Top and High Priority Legislative Issues for Colorado Members
Weighted n = 1,115



⁵ The base of 539 for this question is among those who express at least some interest in volunteering for AARP, are not sure, or did not respond to question 6. Percents do not add up to 100% since respondents were instructed to 'check all that apply'. See question 9 in annotated questionnaire.

Health care issues and consumer protections for health insurance have similar top priority ratings across the age segments. However, members 60+ are more likely than younger members to rate access to affordable prescription drugs (61% vs. 53%); how older persons can remain in their own homes or communities as they age (51% vs. 36%); and the availability, cost, and quality of long-term care services (50% vs. 35%) as top legislative priorities. See Appendix A for age segment differences in the nine legislative priorities rated in the survey.

The 2000 AARP Colorado Member Opinion Survey asked members to rate the legislative priority of 12 issues. The next table shows that members' top priority ratings for issues rated in both surveys have all increased from 2000 to 2002.

Members' Top Priority Rating of Common Issues in 2000 and 2002			
	2000	2002	% Difference
Health care issues (cost, quality, and availability)	51%	57%	+6%
Consumer protection standards for health insurance including managed care	39%	44%	+5
Remaining in their own homes or communities as they age	37%	43%	+6
Consumer protection against fraud	32%	36%	+4
Long-term care services ⁶	29%	42%	+13
Assistance programs for older, low-income state residents	29%	35%	+6
Expanding Medicaid ⁷	23%	32%	+9
Utility rates and services	23%	25%	+2

Of note among the increases:

- Far fewer members (29%) in 2000 rated "issues concerning long-term care services" as a top priority for AARP than members (42%) did in 2002. Note, however, that members rate the "availability, cost, and quality of long-term care services" in the 2002 survey.
- Another increase from 2000 to 2002 occurs with the issue of expanding Medicaid: In 2000, 23 percent of Colorado members thought this should be a top priority for AARP

⁶ This question was stated differently from 2000 to 2002. In 2002, we ask about the "availability, cost, and quality of long-term care services" rather than just "issues concerning long-term care services."

⁷ In 2002, we include the definition of Medicaid in the question.

compared to 32 percent in 2002. This nine percent shift in opinion could be a result of the definition of Medicaid added to the survey question in 2002.

- Assistance programs for older, low-income state residents, an issue related to Medicaid, has an increase of six percent from 29 percent in 2000 to 35 percent in 2002.
- There is just a two percent increase in the top priority rating of utility rates and services from 2000 to 2002. This slight increase is not significant given the margin of error in the surveys.

Member Experience and Views on Prescription Drugs

How many Colorado members get help buying prescription drugs?

Within the 12 months prior to the survey, almost all Colorado members (or one of their family members) (93%) have bought a prescription drug. Only five percent have not. Many have had some help: Eight in ten (80%) report getting help paying for their prescriptions from insurance or other health coverage. Seventeen percent do not get help. Members age 50 to 74 (82%) are more likely than members age 75 or older (74%) to get help paying for prescription drugs.

Have Colorado members had problems paying for prescription drugs?

About one in eight Colorado members (12%) report that paying for prescription drugs has been a major problem over the last 12 months, while another one-third (33%) say paying is a minor problem. Over half (55%) report no problem paying. Problems paying for prescription drugs increases with age: Members age 75 or older (57%) are more likely to report problems than members age 60 to 74 (48%) or 50 to 59 (33%).

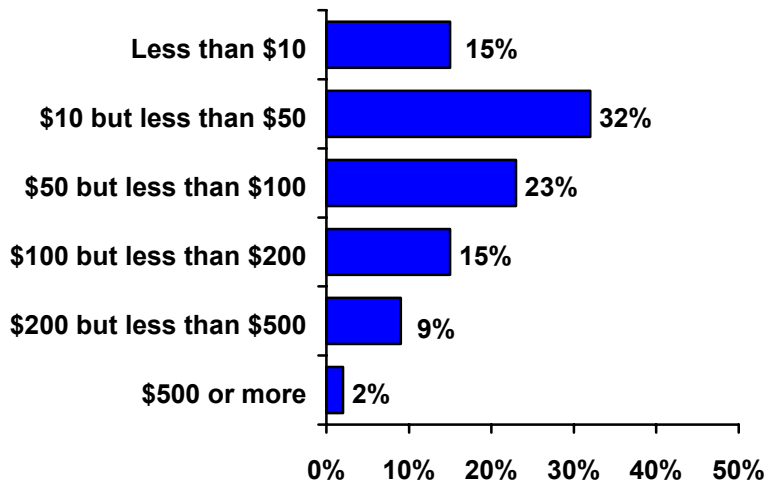
Are Colorado members concerned about being able to afford prescription drugs?

Concern among members about affording prescriptions in the next two years is high: About two in three (65%) are either very concerned (32%) or somewhat concerned (33%). Members age 60 or older (72%) express concern more than younger members (55%).

What do Colorado members pay per month out-of-pocket for prescription drugs?

The amount of out-of-pocket expense for prescriptions varies considerably among members. In the last year, nearly half (47%) paid under \$50 per month; about one in four (23%) paid between \$50 and \$100; and one in four (26%) paid \$100 or more per month. Older members are more likely to have expenditures over \$100 (18% 50-59, 27% 60-74, 34% 75+).

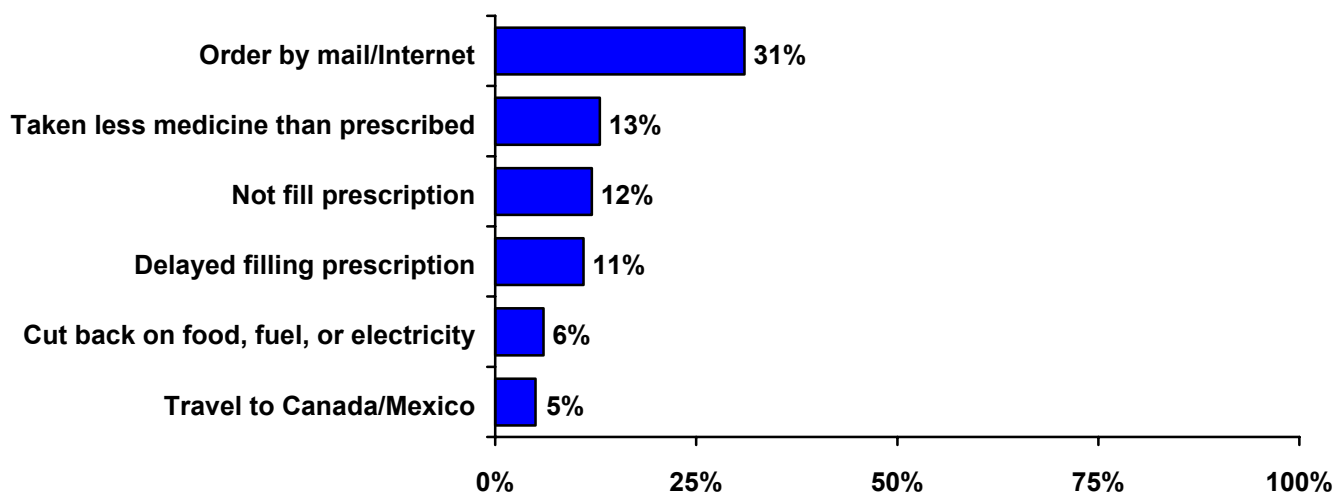
Out-of -Pocket Cost for Monthly Prescriptions
Weighted n = 1,115



What measures have Colorado members and their families taken when buying prescription drugs?

Colorado members and their families save money by purchasing prescription drugs via mail or the Internet, taking less medicine than the doctor prescribed to make the drug last longer, or not filling a prescription because of the cost. Nearly half (48%) of members have taken one or more actions to reduce the cost of their prescription drugs. Members age 60 to 74 (36%) are more likely than younger (29%) and older members (28%) to purchase drugs by mail or the Internet because they cost less.

Actions By Members or Their Families When Buying Prescription Drugs Weighted n = 1,115



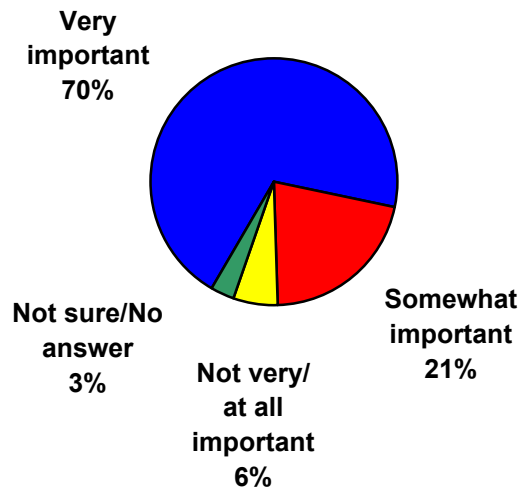
Three percent of members shopped by mail or Internet and traveled to Canada or Mexico to purchase their prescription drugs because they cost less. Another three in ten (31%) shopped either by mail or traveled. Two in three (67%) neither shopped nor traveled to save money.

Twelve percent of members take two or more potentially risky actions when purchasing prescription drugs including taking less medicine than prescribed, not filling a prescription, delaying filling a prescription, or cutting back on other expenditures. Another twelve percent take just one of these actions. Three in four (77%) have not taken any of the potentially risky actions.

How important is it for Colorado to make prescription drugs more affordable?

Over nine in ten Colorado members think it is very (70%) or somewhat (21%) important for the state of Colorado to make prescription drug costs more affordable to low-income persons over 65 years old. Member opinion across the three age segments is consistent on this question.

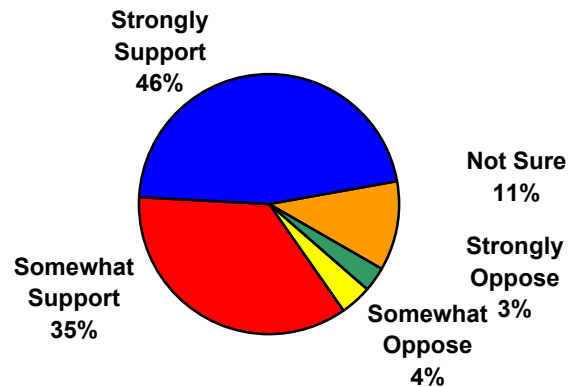
Importance of Colorado Making Prescription Drug Costs More Affordable Weighted n = 1,115



Do Colorado members support or oppose funding a prescription drug assistance program?

About four in five Colorado members strongly (46%) or somewhat (35%) support funding a prescription drug assistance program in Colorado for low-income persons over 65 years old, even if it means allocating new or reallocating existing state funds. While support is high in each age segment, members age 50 to 74 (84%) are more likely than older members (74%) to support funding.

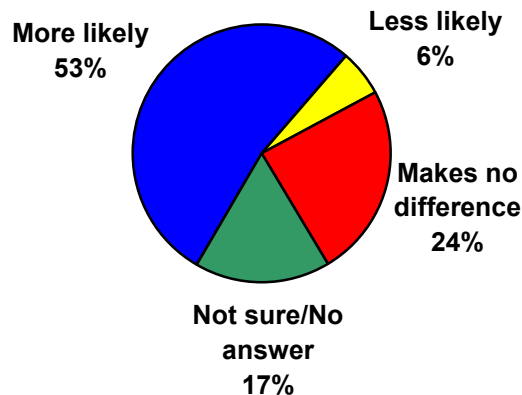
Support for Funding Prescription Drug Assistance Program for Low-Income Persons 65+ Weighted n = 1,115



Would Colorado members vote for a state candidate who supported funding a prescription drug assistance program using state funds?

About nine times as many members in Colorado are more likely to vote for a candidate (53%) for state office who supports funding a prescription drug assistance program using state funds as say they are less likely to vote for such a candidate (6%). For one in four (24%) it would not make a difference in their voting. More members age 50 to 74 (55%) than older members (47%) say they would be more likely to vote for a candidate who supported funding a prescription drug assistance program using state funds.

Likelihood of Voting for a Candidate Who Supports Funding a Prescription Drug Program by Using State Funds Weighted n = 1,115



Do Colorado members have enough information about the effectiveness and cost of their prescription drugs?

Over one in four (27%) Colorado members say they do not have enough information about the effectiveness of their prescription drugs compared to the effectiveness of other drugs that might work for them while half (50%) say they do have enough information on effectiveness. Another 16 percent are not sure. Younger members (31%) are more likely than members age 60 to 74 (25%) and age 75 or older (23%) to say they do not have enough information on effectiveness.

Colorado members are split on having enough information about the cost of their prescription drugs. Nearly four in ten (39%) Colorado members do not have enough information about the cost of their prescription drugs compared to the cost of other possible drugs that might work for them compared to 39 percent who do have enough information about the cost. Fourteen percent of Colorado members are not sure whether

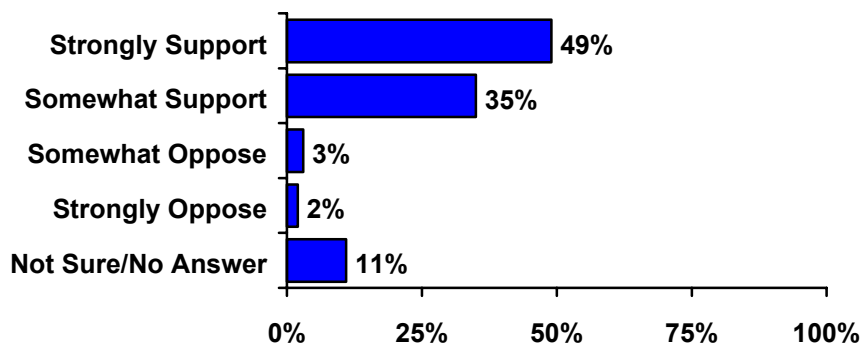
they have enough cost information. Reports of a lack of information on cost are similar across the three age segments.

Do Colorado members support or oppose legislation to make information on effectiveness and cost of prescription drugs available to doctors, pharmacists, and consumers?

Over eight in ten (87%) Colorado members think that scientific information on the effectiveness and cost of prescription drugs made available to doctors, pharmacists, and consumer at no cost would be either very useful (60%) or somewhat useful (27%).

More than eight in ten Colorado members strongly (49%) or somewhat (35%) support legislation that would make information on the effectiveness and cost of prescription drugs based on scientific studies available to doctors, pharmacists, and consumers in Colorado, even if it required the use of state funds and research.

Support for Effectiveness and Cost Information on Prescription Drugs Even If It Requires the Use of State Funds and Research Weighted n = 1,115



Members and Long-Term Care

Have Colorado members needed long-term care in the last 5 years?

About one in four (23%) Colorado members or members of their families needed long-term care within the past five years. Among those needing long-term care services, one in four (26%) had a problem finding it *when* it was needed, and one in five (22%) had a problem finding it *where* it was needed. A third (33%) of those needing long-term care had a problem paying for it.

Will Colorado members need long-term care in the next 5 years?

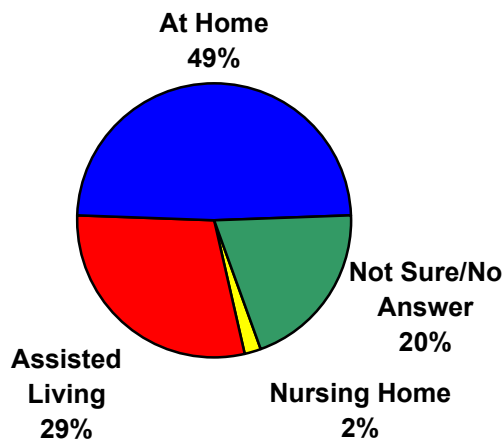
One in three (34%) Colorado members or any member of their family think they will need long-term care in the next five years.

Where do Colorado members prefer to receive long-term care?

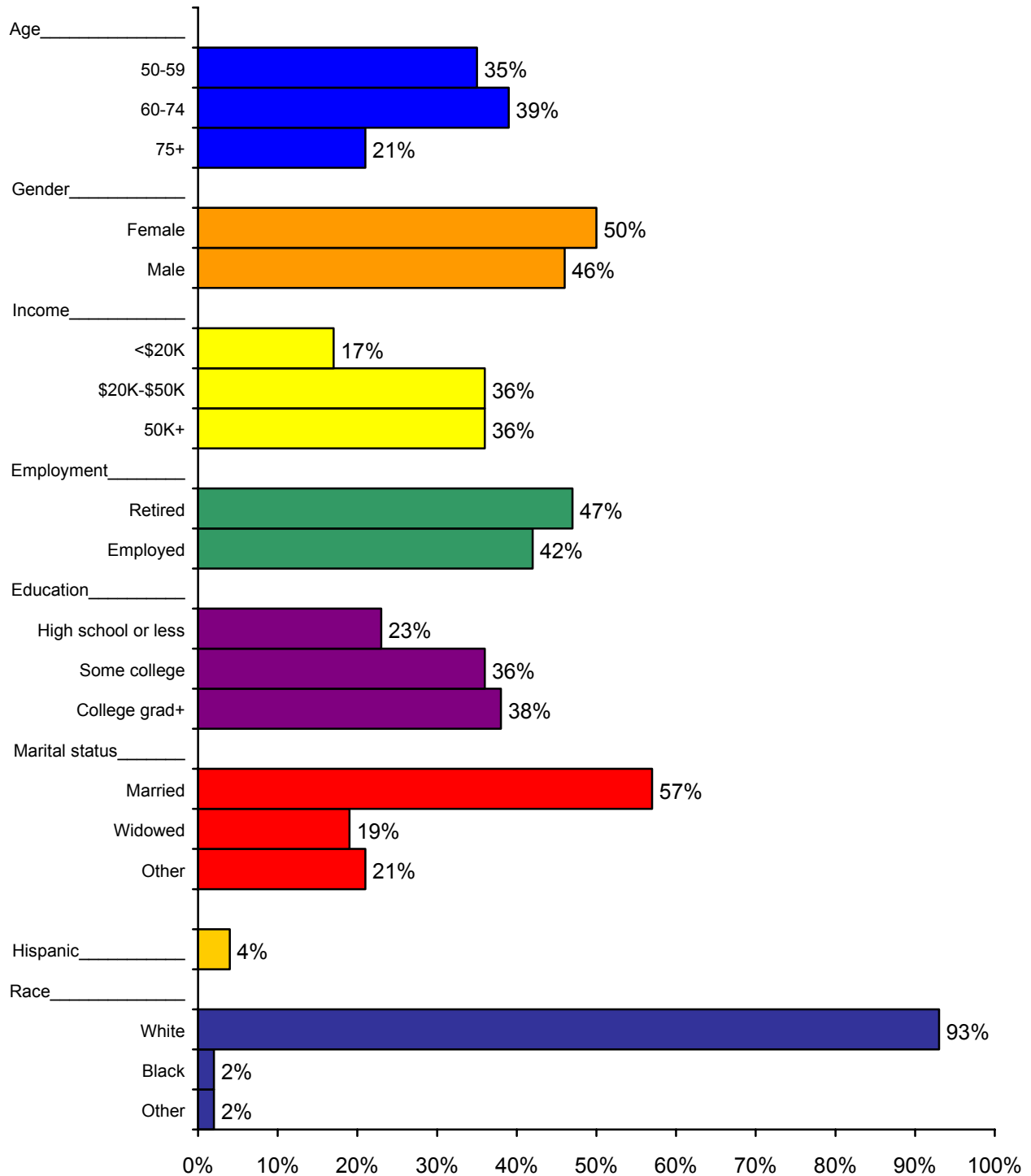
Nearly nine in ten Colorado members say that it would be either very (62%) or somewhat (26%) important to be able to stay at home as long as possible if they became ill or disabled and needed long-term care, even if it meant they would have to contribute more to the cost of their care.

When asked specifically about where they would prefer that they or their family members receive needed long-term care, about half (49%) prefer to stay at home by paying a nurse or aide to provide care (34%) or having family and friends provide the care (15%). Twenty-nine percent prefer to have care provided in a residential facility such as assisted living while just two percent prefer care in a nursing home.

Where Colorado Members Prefer to Receive Long-Term Care Weighted n = 1,115



Demographic Characteristics Weighted n = 1,115



Conclusions

Overall, members' concerns and legislative priorities are consistent with AARP's strategic priorities. In particular, members express the most concern about making sure that their pension benefits and retirement savings are safe and secure; finding affordable, high quality health insurance; and having access to affordable prescription drugs. Concern for the top two issues has increased by at least eight percent in the last two years.⁸ For the most part, members' top legislative priorities parallel these issues. Each age segment rates the availability, cost, and quality of health care and access to affordable prescription drugs in their top two legislative priorities. AARP Colorado should continue to focus on AARP's strategic priorities.

It is no surprise that members express extreme concern and rate as a top legislative priority access to affordable prescription drugs. Seventeen percent of members or approximately 99,000 AARP members in Colorado do not get help with from insurance or other coverage paying for prescription drugs. Nearly half of all members say that paying for prescription drugs has been a problem in the last 12 months, and two-thirds are concerned about paying for them in the next two years. Colorado members are about 12 times more likely to support than oppose funding a prescription drug assistance program for low-income person age 65 and older, even if it means allocating new or reallocating existing state funds. Member experience, concern, and legislative opinion suggest that AARP Colorado should actively pursue a meaningful prescription drug benefit for Coloradans.

Staying in their own homes as they get older is an important issue for members. Member concern and legislative priority for staying in their own homes has significantly increased in the last two years. Nine in ten say that it would be very important to be able to stay at home as long as possible if they needed long-term care, even if it meant they would have to contribute more to the cost of their care. Moreover, when asked specifically where they would prefer to receive care, half say they want to stay at home compared to three in ten who would prefer a residential facility such as assisted living or a nursing home. AARP education and advocacy efforts that enable members to remain in their homes would serve most members.

Although just 21 percent of members express interest in volunteering for AARP, this represents some 122,000 members. AARP Colorado is likely to engage interested members in volunteering for AARP by focusing on opportunities to help older people, learning about issues that affect people age 50 and older, and making a difference on issues important to them. Likewise, volunteer opportunities that help members have fun and socialize will appeal to them. Among members who have interests in volunteering

⁸ The 2000 AARP Colorado Member Opinion Survey did not ask members about their concern for affordable prescription drugs.

for AARP, prescription drugs, Social Security and Medicare, and living healthy are topics that might interest them enough to volunteer for AARP. While these factors and topics are particularly motivating and interesting to members age 50 to 59, AARP Colorado must be careful to structure volunteer opportunities for special projects rather than regular amounts of time for these members for whom personal schedules and work commitments hinder volunteering. The top three ways AARP Colorado should contact members about volunteering for AARP are by mail, email, or announcements in a local newspaper.

As AARP Colorado engages in education or advocacy activities, member opinion about opportunities they would use and methods for contacting them about opportunities is instructive. Members are most likely to say they would personally use written information on topics of interest to them, attend one-time educational events, and use activities to improve state laws, policies, regulations, or practices that affect them. Although the questions were posed differently to members from 2000 to 2002, members appear to be more likely to join AARP in advocacy efforts than they were two years ago. Direct mail is still the best way for members to learn about AARP activities in the community while local newspapers are the next best method.

References

AARP Research Group. (2000). *2000 AARP Colorado Member Opinion Survey: Needs, Expectations, and Legislative Priorities*. Washington, DC: AARP.

Appendix A: Core Question Tables

Table 1
Extremely Concerned About Key Issues
By Age

	Percent Extremely Concerned			
	Age			
	Total (n=1,115)	50-59 (n=389)	60-74 (n=436)	75+ (n=236)
Safe and secure pension benefits/savings	70%	65%	72%	73%
Finding affordable, high quality health insurance	64	63	64	63
Having access to affordable prescription drugs	62	58	65	66
Staying in your own home as you age	58	50	63	64
Protecting your right to privacy	57	53	57	67
Staying physically fit/maintaining a healthy diet	57	51	60	59
Avoiding business practices that are unfair or fraudulent	55	44	58	66
Having consumer protections in health care plans, including managed care	54	51	56	56
Avoiding consumer fraud	53	45	56	63
Having Medicare as a base for retirement health coverage	53	44	55	62
Having high quality long-term care	52	47	54	59
Becoming ill or disabled	49	40	50	61
Having Social Security as base for retirement income	49	39	50	61
Keeping your family safe from acts of terrorism and violence	42	31	44	57
Being a victim of crime	31	21	34	42
Having adequate information on Medicaid	28	24	27	33
Dealing with the loss of a family member	22	18	22	29
Providing care or financial support	19	20	18	17
Finding work in retirement	13	17	10	10

Table 2
Would Personally Use Opportunity If It Were Offered in Colorado
By Age

Percent <i>Would Personally Use</i> the Opportunity				
Age				
	Total (n=1,115)	50-59 (n=389)	60-74 (n=436)	75+ (n=236)
Written information	64%	69%	65%	58%
One-time educational events	43	52	39	35
Activities to improve state laws, policies, regulations, or practices	41	40	44	38
Workshop series or several meetings/classes of interest	31	39	30	22
Volunteering your time with an organization in your community	31	37	30	20
Attend AARP Chapter meetings	22	24	21	19
Volunteering your time to an AARP activity	18	24	16	12
No answer	15	10	13	24

Table 3
How Colorado Members Want To Find Out About AARP Activities
By Age

	Percent Who Want to Find Out by Each Method			
	Age			
	Total (n=1,115)	50-59 (n=389)	60-74 (n=436)	75+ (n=236)
Receive information by mail, such as letter, brochure, flyer	74%	72%	77%	71%
Read about local AARP activities in newspapers in your community	41	33	44	51
Access AARP information online	33	50	30	13
Call a toll-free or local telephone number for a pre-recorded list of AARP activities	30	31	31	27
Tune in to a local TV channel or program	29	22	31	35
Receive an e-mail notification	27	42	25	9
Hear about them on a local radio station/program	20	19	20	22
Attend a meeting where AARP activities are described	17	16	16	19
Visit an AARP kiosk, booth, or office in your community	13	14	12	10
Contact an AARP volunteer or AARP Chapter member	12	10	12	13
No answer	6	4	6	8

Table 4
Top Legislative Priority Ratings for AARP in Colorado
By Age

	Percent Top Priority			
	Age			
	Total (n=1,115)	50-59 (n=389)	60-74 (n=436)	75+ (n=236)
Availability, cost, and quality of health care	57%	61%	59%	58%
Access to affordable prescription drugs	56	53	62	61
Consumer protection for health insurance, including managed care	44	42	47	50
Remaining in own homes or communities as age	43	36	47	55
Availability, cost, and quality of long-term care services	42	35	46	53
Consumer protection against fraud	36	21	43	54
Assistance for older low-income residents	35	32	36	45
Expanding Medicaid	32	30	33	37
Utility services and rates	25	18	28	34

Appendix B: Segments at a Glance

Segments at a Glance Members Age 50 to 59*

(weighted base: 389)

Top Five Personal Concerns	65%	Secure pension benefits/retirement savings
	63%	Affordable, quality health insurance
	58%	Affordable prescription drugs
	53%	Protecting your rights to privacy
	53%	Physically fit/healthy diet
Top Five State Legislative Priorities	61%	Health care issues
	53%	Affordable prescription drugs
	42%	Health plan consumer protection
	36%	Remaining in own homes/communities
	35%	Long-term care services
Top Five AARP-Provided Opportunities	69%	Receive written information
	52%	Attend one-time educational events
	40%	Improve state laws
	39%	Attend workshop series
	37%	Volunteer with community organization
Top Five Methods for Learning about AARP Activities	72%	By mail
	50%	Use online computer service
	42%	Receive email notification
	33%	Read about in local newspaper
	31%	Call a toll-free or local telephone number

* There are 128,233 member households in Colorado where the primary member is age 50 to 59. This translates into 209,020 individual members.

**Segments at a Glance
Members Age 60 to 74***

(weighted base: 436)

Top Five Personal Concerns	72%	Secure pension benefits/retirement savings
	65%	Affordable prescription drugs
	64%	Affordable, quality health insurance
	63%	Staying in own home
	60%	Physically fit/healthy diet
Top Five State Legislative Priorities	62%	Affordable prescription drugs
	59%	Health care issues
	47%	Consumer protections against fraud
	47%	Remaining in own homes/communities
	46%	Long-term care services
Top Five AARP-Provided Opportunities	65%	Receive written information
	39%	Attend one-time educational events
	44%	Improve state laws
	30%	Attend workshop series
	30%	Volunteer with community organization
Top Five Methods for Learning about AARP Activities	77%	By mail
	44%	Read about in local newspaper
	31%	Tune in to local TV station
	31%	Call a toll-free or local telephone number
	30%	Use online computer service

* There are 142,481 member households in Colorado where the primary member is age 60 to 74. This translates into 232,244 individual members.

Segments at a Glance Members Age 75+*

(weighted base: 236)

Top Five Personal Concerns	73%	Secure pension benefits/retirement savings
	67%	Protecting your rights to privacy
	66%	Affordable prescription drugs
	66%	Avoiding unfair business practices
	64%	Staying in own home
Top Five State Legislative Priorities	61%	Affordable prescription drugs
	58%	Health care issues
	55%	Remaining in own homes/communities
	54%	Consumer protections against fraud
	53%	Long-term care services
Top Five AARP-Provided Opportunities	58%	Receive written information
	38%	Improve state laws
	22%	Attend one-time educational events
	22%	Attend workshop series
	20%	Volunteer with community organization
Top Five Methods for Learning about AARP Activities	71%	By mail
	51%	Read about in local newspaper
	35%	Tune in to local TV station
	27%	Call a toll-free or local telephone number
	22%	Hear on a local radio station/program

* There are 78,365 member households in Colorado where the primary member is age 75+. This translates into 127,735 individual members.

Appendix C: Annotated Questionnaire

2002 AARP Colorado Member Opinion Survey

WEIGHTED n = 1,115, RESPONSE RATE = 56%, SAMPLING ERROR = +/- 3.0%
(Percentages may not add to 100% due to rounding or multiple responses. A “*” means less than 1%.)

Personal 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 5	4	3	2	Not At All Concerned 1	No Response
a. Having adequate information on Medicaid, the government health insurance program for low income people	28%	18%	24%	15%	13%	3%
b. Providing care or financial support for a parent, grandchild or other relative	19%	20%	25%	15%	18%	4%
c. Having Medicare as a base for retirement health coverage	53%	23%	14%	5%	3%	3%
d. Avoiding consumer fraud	53%	20%	14%	6%	3%	3%
e. Having Social Security as a base for retirement income	49%	20%	17%	6%	6%	2%
f. Finding affordable, high quality health insurance	64%	16%	10%	4%	4%	3%
g. Staying in your own home as you get older	58%	20%	12%	4%	3%	2%
h. Staying physically fit/maintaining a healthy diet	57%	25%	12%	3%	1%	3%
i. Having high quality long-term care for you or a family member	52%	23%	17%	3%	3%	2%
j. Making sure your pension benefits and/or retirement savings are safe and secure	70%	18%	6%	2%	2%	2%
k. Finding work in retirement	13%	18%	26%	18%	22%	3%
l. Dealing with the loss of a close family member	22%	20%	29%	15%	11%	4%
m. Having access to affordable prescription drugs	62%	19%	11%	3%	3%	2%
n. Having consumer protections in health care plans including managed care	54%	26%	13%	2%	2%	3%
o. Becoming ill or disabled	49%	23%	19%	5%	3%	3%
p. Being a victim of crime	31%	18%	28%	14%	6%	3%

1. (CONTINUED) 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 5	4	3	2	Not At All Concerned 1	No Response
q. Keeping your family safe from acts of terrorism and violence	42%	21%	22%	9%	3%	2%
r. Protecting your right to privacy	57%	21%	14%	4%	2%	2%
s. Avoiding business practices that are unfair or fraudulent	55%	25%	14%	2%	2%	2%

AARP Roles and Activities at the State Level

2. Listed below are some opportunities AARP could provide within Colorado to address member interests and concerns. Would you personally use the opportunity if it were offered in Colorado?

Check ALL that apply

%

- 31 Workshop series or several meetings/classes on topics of interest or concern to you
- 43 One-time educational events on topics of interest or concern to you
- 64 Written information on topics of interest or concern to you
- 41 Activities to improve state laws, policies, regulations, or practices that affect you
- 18 Volunteering your time to an AARP activity in your own community
- 31 Volunteering your time with a worthy organization in your community
- 22 AARP Chapter meetings in your community that give you an opportunity to meet other people and provide some community service
- 15 No response

3. 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

- %
- 13 Visit an AARP kiosk, booth, or office located in your community
 - 30 Call a toll-free or local telephone number for a pre-recorded list of current AARP activities, programs, and services in your community
 - 12 Contact an AARP volunteer or AARP Chapter member in or near your Community
 - 17 Attend a meeting at which AARP programs and activities are described
 - 74 Receive information by mail (e.g., letter, brochure, flyer)
 - 33 Use an online computer service to access AARP information
 - 27 Receive an email notification
 - 41 Read about local AARP activities in newspapers in your community
 - 29 Tune in to a local TV channel or program
 - 20 Hear about them on a local radio station/program
 - 6 No response

4. Have you volunteered any of your time in the last 12 months?

%
36 Yes → **SKIP TO QUESTION 5**

58 No →

4a. IF NO: Why not?
(base = 643 respondents who have not volunteer in past 12 months)

Check ALL that apply, then SKIP TO QUESTION 6

- %
- 52 Personal schedule too full
 - 11 No interest
 - 40 Work commitments
 - 31 Health or disability
 - 6 Your skills don't match organization's needs
 - 15 No one you know personally asked you
 - 4 Don't have transportation
 - 18 No organization contacted you and asked you to volunteer
 - 4 People should be paid for their work
 - 6 Other: (specify)

5. Which ONE of the following three statements best describes your activities in your volunteer position(s)?

(base = 396 respondents who have volunteered in past 12 months)

%

- 46 You volunteer occasionally during the year for special projects
- 19 You usually spend about the same amount of time volunteering each month
- 31 You volunteer a regular amount of time each month, as well as extra hours for special projects
- 4 No response

6. How interested would you be in volunteering for AARP in the next year or so?

%

- 3 Very interested
- 18 Somewhat interested
- 52 Not at all interested → **SKIP TO QUESTION 10**
- 20 Not sure
- 8 No response

7. Which of the following factors might motivate you enough to volunteer for AARP?

Check ALL that apply

(base = 539 respondents who are very or somewhat interested, not sure, and did not respond to volunteering for AARP)

%

- 40 Opportunity to learn about issues that affect people 50 and over
- 29 Possibility of developing new friendships
- 30 Opportunity for fun and socializing
- 27 Opportunity to affect public policy
- 40 Opportunity to help older people in the community
- 22 Opportunity to help youth in the community
- 24 Opportunity to use your professional and leadership skills
- 34 Opportunity to make a difference on issues that are important to you
- 28 A way to stay active/busy
- 6 None of these factors motivate you
- 21 No response

8. Which of the following topics might interest you enough to be involved as a volunteer for AARP?

Check ALL that apply

(base = 539 respondents who are very or somewhat interested, not sure, and did not respond to volunteering for AARP)

<u>%</u>	
32	Lifelong learning, education
17	Low-income assistance programs
28	Consumer fraud
34	Living healthy lifestyles
21	Long-term care and nursing home quality
25	Fun and leisure
35	Social Security and Medicare
20	Legal issues
20	Financial planning and information
39	Prescription drug issues
9	Grief and loss issues
18	Utility rates and service issues
18	Privacy issues
32	Health care issues
10	Children's issues
4	None of these topics would interest you
23	No response

9. How would you like to learn about volunteer opportunities with AARP in your community?

Check your TOP TWO ways

(base = 539 respondents who are very or somewhat interested, not sure, and did not respond to volunteering for AARP)

<u>%</u>	
12	Phone call from AARP volunteer
55	Mail
24	Email
23	Announcement in local newspaper
8	Announcement on local TV station
2	Announcement on local radio station
10	At a meeting where AARP programs and activities are described
3	You do not want to learn about AARP volunteer opportunities
22	No response

Prescription Drugs

10. In the past 12 months, have you or a family member bought a prescription drug?

%
93 Yes
5 No
1 Not sure
1 No response

11. Do you get any help in paying for prescription drugs from insurance or other health coverage?

%
80 Yes
17 No
1 Not sure
2 No response

12. In the past 12 months, has paying for prescription drugs been a major problem, a minor problem, or not a problem for you?

%
12 A major problem
33 A minor problem
55 Not a problem
1 No response

13. In the past 12 months, approximately how much have you spent, each month, out of your own pocket for prescription drugs?

%
15 Less than \$10 per month
32 \$10 but less than \$50 per month
23 \$50 but less than \$100 per month
15 \$100 but less than \$200 per month
9 \$200 but less than \$500 per month
2 \$500 or more per month
2 Not sure
2 No response

14. How concerned are you about being able to afford the cost of needed prescription drugs over the next two years?

- %
- 32 Very concerned
- 33 Somewhat concerned
- 23 Not very concerned
- 10 Not at all concerned
- 2 Not sure
- 1 No response

15. Many people face difficult decisions when buying prescription drugs. In the past 12 months, have you or a family member done any of the following?

	Yes	No	Not Sure	No Response
a. Delayed getting a prescription filled because you didn't have enough money to pay for it?	11%	84%	1%	4%
b. Taken less medicine than your doctor prescribed to make it last longer?	13%	82%	1%	4%
c. Cut back on items such as food, fuel, or electricity to be able to afford a prescription drug?	6%	88%	1%	5%
d. Ordered your prescription drugs by mail or Internet because they cost less?	31%	64%	1%	4%
e. Decided not to fill a prescription because of the cost of the drug?	12%	83%	1%	4%
f. Traveled to Mexico, Canada, or another country to purchase prescription drugs because they cost less?	5%	89%	1%	5%

16. How important is it to you that the state of Colorado makes prescription drug costs more affordable to low income persons over 65 years old?

- %
- 70 Very important
- 21 Somewhat important
- 4 Not very important
- 2 Not at all important
- 2 Not sure
- 1 No response

17. Would you support or oppose funding a prescription drug assistance program in Colorado for low-income persons over 65 years old, even if it meant allocating new or reallocating existing state funds?

%
46 Strongly support
35 Somewhat support
4 Somewhat oppose
3 Strongly oppose
11 Not sure
1 No response

18. If a candidate for state office in Colorado supported funding a prescription drug assistance program by using state funds, would you be more likely to vote for that candidate, less likely to vote for them, or would it not make any difference?

%
53 More likely
6 Less likely
24 Would make no difference
16 Not sure
1 No response

19. Right now, do you have enough information about the EFFECTIVENESS of your prescription drugs compared to the effectiveness of other drugs that might work for you?

%
50 Yes
27 No
16 Not sure
6 Do not take any prescription drugs
1 No response

20. Right now, do you have enough information about the COST of your prescription drugs compared to the cost of other possible drugs that might work for you?

%
39 Yes
39 No
14 Not sure
6 Do not take any prescription drugs
1 No response

21. Several states are developing information on the effectiveness and cost of prescription drugs based on scientific studies. This information will be made available at no cost to doctors, pharmacists, and consumers to help them all choose the right drug at the best cost. Right now, that kind of summary information is not available in Colorado.

How useful do you think that this kind of information would be to YOU in helping you discuss your prescription drug selection with your doctor and pharmacist?

<u>%</u>	
60	Very useful
27	Somewhat useful
4	Not very useful
1	Not at all useful
5	Not sure
2	No response

22. Would you support or oppose legislation to make this kind of information available to doctors, pharmacists, and consumers in Colorado even if it required the use of state funds and research?

<u>%</u>	
49	Strongly support
35	Somewhat support
3	Somewhat oppose
2	Strongly oppose
8	Not sure
2	No response

Long-Term Care

Long-term care is care for people of all ages who are frail, ill, or disabled who need help with daily activities, such as getting dressed, bathing, preparing meals, or eating. This help could be provided at home, in the community (such as a senior center or assisted living residence), or in a nursing home on a regular basis for long periods of time.

23. Have you or any member of your family needed long-term care within the LAST five years?

<u>%</u>	
23	Yes
75	No → SKIP TO QUESTION 27
*	Not sure → SKIP TO QUESTION 27
2	No response

24. Did you or your family member have any problems finding long-term care WHEN it was needed? (base = 251 responses who have needed long-term care in past five years)

<u>%</u>	
26	Yes
69	No
3	Not sure
2	No response

25. Did you or your family member have any problems finding long-term care WHERE it was needed? (base = 251 responses who have needed long-term care in past five years)

<u>%</u>	
22	Yes
72	No
5	Not sure
2	No response

26. Did you or your family member have a problem paying for long-term care? (base = 251 responses who have needed long-term care in past five years)

<u>%</u>	
33	Yes
57	No
7	Not sure
3	No response

27. How likely is it that you or any member of your family (that is your spouse, parents, children, siblings, or grandparents) will need long-term care within the NEXT five years?

<u>%</u>	
9	Very likely
25	Somewhat likely
33	Not very likely
22	Not at all likely
9	Not sure
2	No response

28. Which care option would you prefer for yourself or a family member needing long-term care?

<u>%</u>	
15	Have family and friends provide all the care at home
34	Pay a nurse or a personal care aide to provide care at home
29	Have care provided in a residential facility, such as assisted living, where housing, food, and personal care such as help with bathing and dressing are provided for residents
2	Have care provided in a nursing home
18	Not sure
2	No response

29. If you became ill or disabled and needed long-term care, how important would it be to you to be able to stay at home as long as possible, even if it meant you would have to contribute more to the cost of your care?

<u>%</u>	
62	Very important
26	Somewhat important
3	Not very important
1	Not at all important
6	Not sure
2	No response

State Legislative Issues

30. To be effective, AARP Colorado wants to work on the most important issues facing Colorado 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 legislative issues in Colorado?

	Top Priority	High Priority	Medium Priority	Low Priority	Not A Priority	Not Sure	No Response
a. Availability, cost, and quality of health care	57%	29%	7%	1%	1%	1%	5%
b. Consumer protection against fraud	36%	29%	22%	5%	2%	1%	5%
c. Utility services and rates	25%	31%	29%	6%	3%	1%	6%
d. How older persons can remain in their own homes or communities as they age	43%	31%	17%	2%	2%	1%	5%
e. Consumer protection standards for health insurance including managed care plans	44%	35%	11%	2%	2%	1%	6%
f. Availability, cost, and quality of long-term care services	42%	33%	16%	3%	1%	1%	5%
g. Assistance programs for older, low-income state residents	35%	31%	21%	4%	2%	1%	5%
h. Access to affordable prescription drugs	56%	27%	9%	2%	1%	1%	4%
i. Expanding Medicaid, the government health insurance program for low income people	32%	25%	23%	8%	5%	2%	5%

About You

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

31. Are you male or female?

<u>%</u>	
46	Male
50	Female
4	No response

32. What is your age as of your last birthday? _____ years

<u>%</u>	
35	50-59
39	60-74
21	75+
5	No response

33. What is your current marital status?

<u>%</u>	
57	Now married
19	Widowed
16	Divorced
*	Separated
4	Never married
4	No response


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

<u>%</u>	
5	Less than high school
18	High school graduate or equivalent
36	Some college or technical training beyond high school
18	College graduate (4 years)
20	Post-graduate or professional degree
4	No response

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

- %
- 30 Employed or self-employed full-time
- 13 Employed or self-employed part-time
- 47 Retired and not working
- 5 Other such as homemaker
- 2 Unemployed and looking for work
- 5 No response

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

- %
 - 67 Yes  **36a. If YES: Do you have access to the Internet or the ability to use online services such as America Online (AOL)? (base = 742 respondents who have access to a personal computer)**
 - 30 No
 - 3 No response
- 85% Yes 10% No 1% Don't Know 4% No response

37. Are you Hispanic, Spanish, or Latino?

- %
- 4 Yes
- 92 No
- * Don't know
- 5 No response

38. What is your race?

- %
- 93 White or Caucasian
- 2 Black or African American
- 1 Asian
- 1 Native American or Alaskan Native
- * Hawaiian or Pacific Islander
- 4 No response

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

40. What was your annual household income before taxes in 2001?

<u>%</u>	
4	Less than \$10,000
13	\$10,000 to \$19,999
14	\$20,000 to \$29,999
11	\$30,000 to \$39,999
11	\$40,000 to \$49,999
18	\$50,000 to \$74,999
19	\$75,000 or more
10	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 12, 2002.**