

A decorative bar in the top left corner, featuring a large green rectangle and a smaller gold square at its bottom right corner. A thin grey line extends from the gold square to the right.

AARP Maryland Member Opinion Survey

A gold square is positioned at the intersection of a horizontal grey line and a vertical grey line. The horizontal line extends to the left, and the vertical line extends upwards.

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AARP Maryland Member Opinion Survey

Report Prepared by Erica Dinger

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AARP is a nonprofit, nonpartisan membership organization dedicated to making life better for people 50 and over. We provide information and resources; engage in legislative, regulatory and legal advocacy; assist members in serving their communities; and offer a wide range of unique benefits, special products, and services for our members. These include *AARP The Magazine*, published bimonthly; *AARP Bulletin*, our monthly newspaper; *Segunda Juventud*, our quarterly newspaper in Spanish; *NRTA Live & Learn*, our quarterly newsletter for National Retired Teachers Association members; and our Web site, www.aarp.org. We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

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Survey Highlights

The *AARP Maryland Member Opinion Survey* was conducted October through December 2002. A sample of 2,000 AARP members in Maryland was selected from AARP's membership database. Forty-six percent of the sampled Maryland members returned surveys by the due date, providing 988 useable surveys for analysis.

- Maryland members are extremely concerned about making sure that their pension benefits or retirement savings are safe and secure; having access to affordable prescription drugs; and finding affordable, high quality health insurance. Access to affordable prescription drugs and the availability, cost, and quality of health care are their top two legislative priorities.
- Most members say they would personally use written information, referral services, or access a website if offered by AARP in Maryland. Members want to find out about AARP activities by mail.
- About a third of Maryland 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 learning about issues that affect people age 50 and older and by helping older people in the community.
 - Prescription drugs, health care issues, lifelong learning, and living a healthy lifestyle are topics that might interest Maryland members enough to volunteer for AARP.

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About This Survey

This mail survey of AARP members in Maryland explores their concerns, state legislative priorities, preferences for involvement with AARP, and preferences for receiving information from AARP. It also examines the topic of volunteerism in greater depth.

AARP conducted the *AARP Maryland Member Opinion Survey* in October through December 2002. A sample of 2,000 AARP members in Maryland, proportionally stratified by three age segments—50 to 59, 60 to 74, and 75+, was randomly selected from AARP's membership database. Each sampled member was contacted about the survey in five ways: a pre-notification postcard, the survey itself, a reminder postcard, a second survey, and a third survey. Forty-six percent of the sampled Maryland members returned surveys by the December cut-off date, providing 988 useable surveys for analysis. Thus, the survey has a sampling error of plus or minus 2.2 percent.¹ Survey responses were weighted to reflect the distribution of the age segments in the member population of Maryland. Due to rounding of the weights, the final number of cases for the weighted dataset is 978.

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 Maryland membership the actual number of people may be substantial. As of December 2002, the number of members in the state of Maryland was 761,094.

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 Maryland 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 2.2 percentage points of what would have been obtained if every AARP member in Maryland age 50 or older had been surveyed.

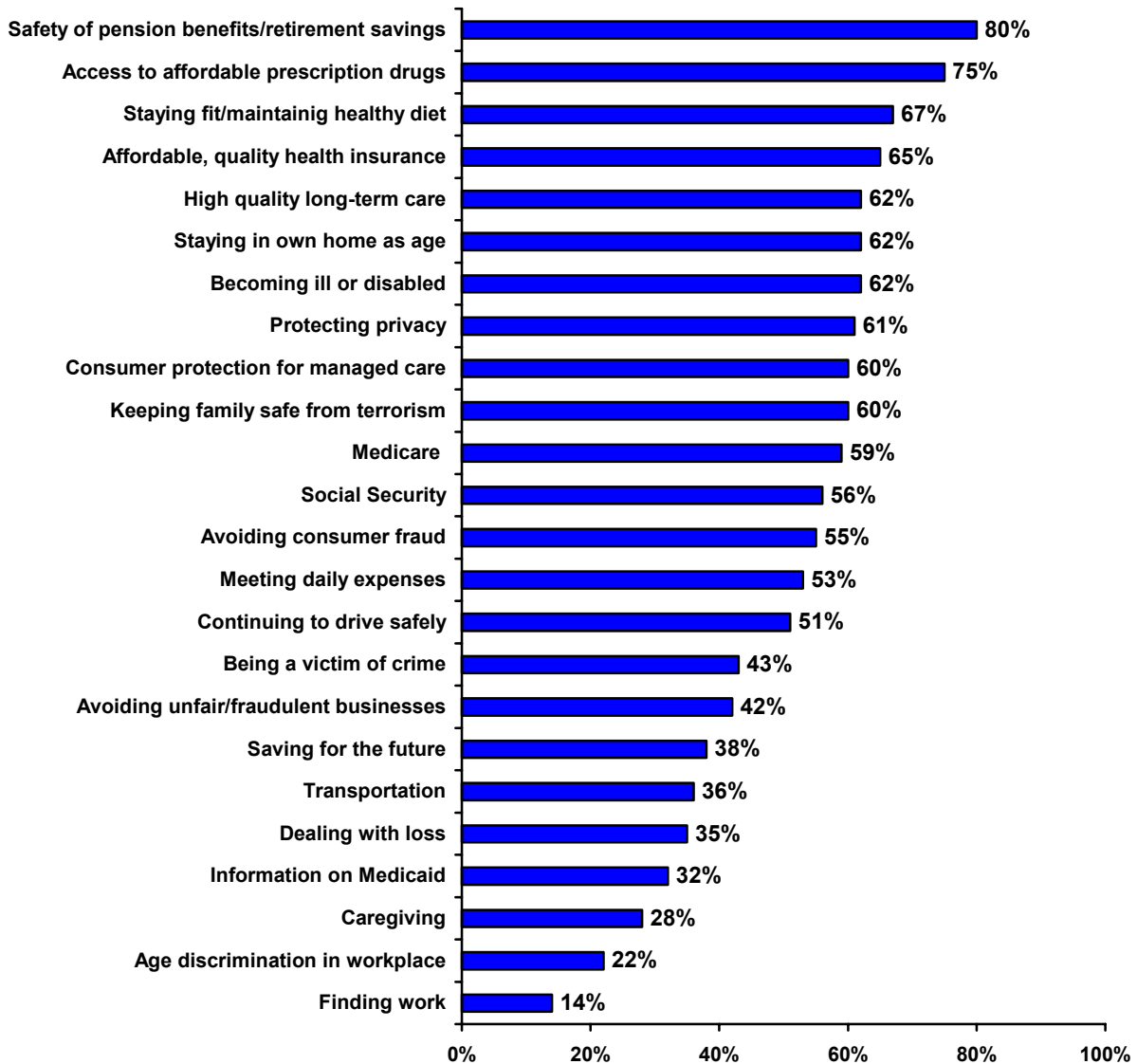
Findings

Member Concerns

What issues concern Maryland members the most?

Eight in ten Maryland members express extreme concern about making sure that their pension benefits or retirement savings are safe and secure, and three-fourths are extremely concerned with having access to affordable prescription drugs. More than six in ten members are concerned with a variety of issues, including those surrounding staying fit and healthy, health care, and staying at home as they age.

Extreme Concerns among Maryland Members Weighted n = 978



Members age 60 and older are more likely to express extreme concern over a variety of issues, including consumer protections for managed care, keeping their family safe from acts of terrorism and violence, and having Medicare as a base for retirement health coverage. Members age 75 or older are more likely to say having access to affordable prescription drugs is an extreme concern than are members 50 to 59, and they are more likely to be extremely concerned over becoming ill or disabled than are younger members. See Appendix A for all age segment differences.

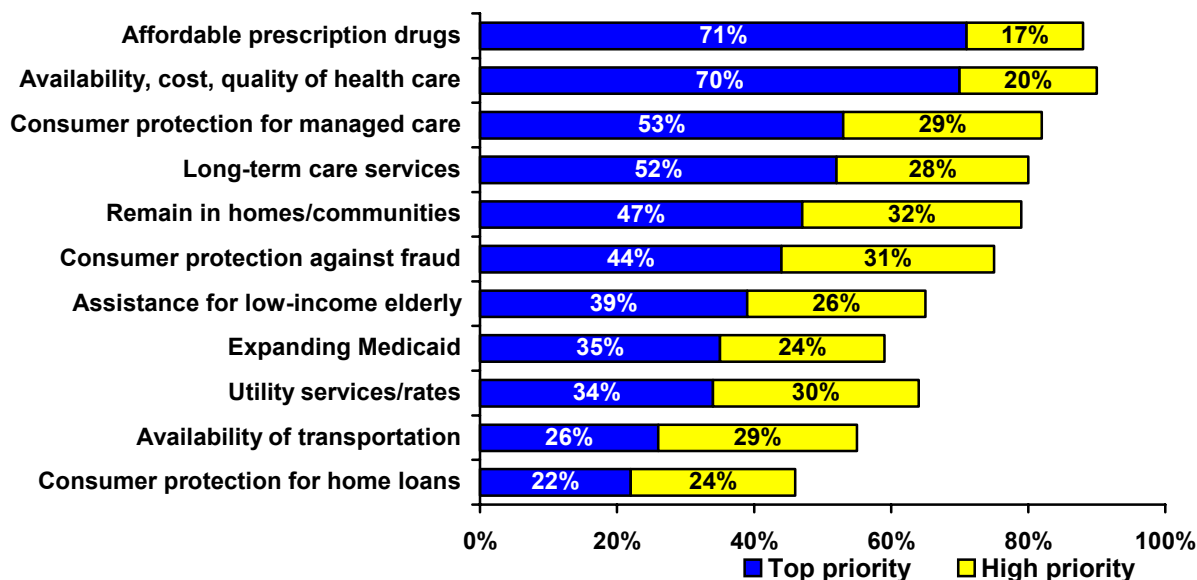
In almost all cases, concerns decrease as income increases. The most notable exception is in staying physically fit and maintaining a healthy diet, which is constant across income groups. See Appendix A for all income segment differences.

Member Legislative Priorities

What are the top legislative priorities for Maryland members?

Of the eleven issues members rate, seven in ten Maryland members rate access to affordable prescription drugs and the availability, cost, and quality of health care and access as the top legislative priorities for AARP Maryland. At least half of members say that consumer protection standards for health insurance, including managed care 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 Maryland Members
Weighted n = 978



Access to affordable prescription drugs and the cost, quality, and availability of health care have similar top priority ratings across the age segments. However, members 75+ are more likely than members age 50 to 59 to rate the availability, cost, and quality of

long-term care services (56% vs. 47%); how older persons can remain in their own homes or communities as they age (52% vs. 42%); utility rates and services (40% vs. 29%); and the availability of transportation (32% vs. 22%) as top legislative priorities. See Appendix A for age segment differences in the legislative priorities rated in the survey.

In general, those with lower incomes rate each issue as a higher priority than those with higher incomes. Availability, cost, and quality of health care and access to affordable prescription drugs are rated highly across all income groups. See Appendix A for all income segment differences.

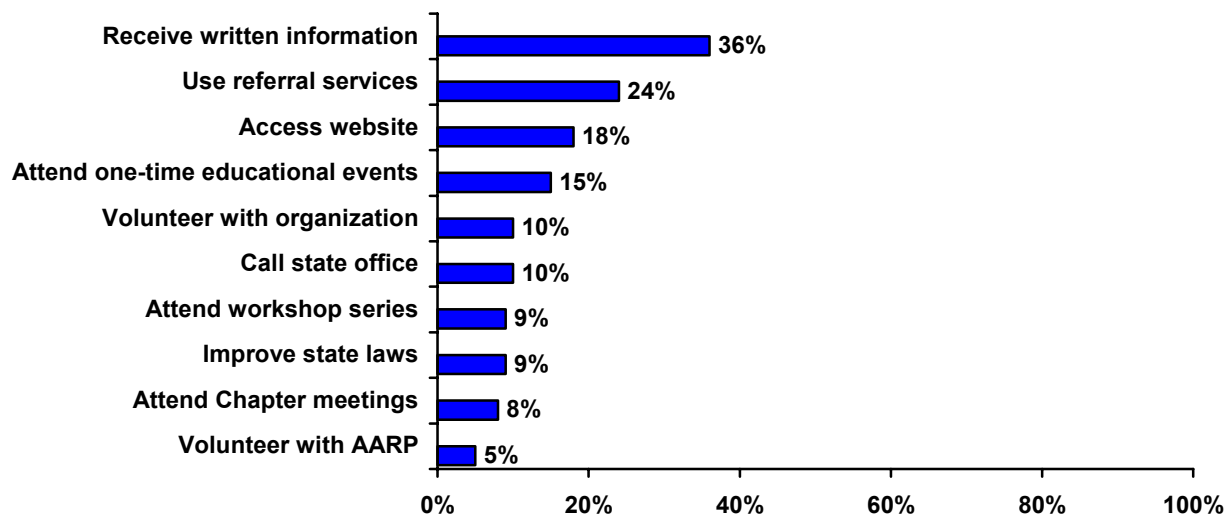
Member Interaction with AARP

What types of opportunities through AARP would Maryland members use?

From a list of ten opportunities that AARP could provide in Maryland 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
- Referral services to help them find a needed service in their community
- Access to a website with information on topics of interest and on AARP activities

Opportunities Maryland Members Would Definitely Use Weighted n = 978

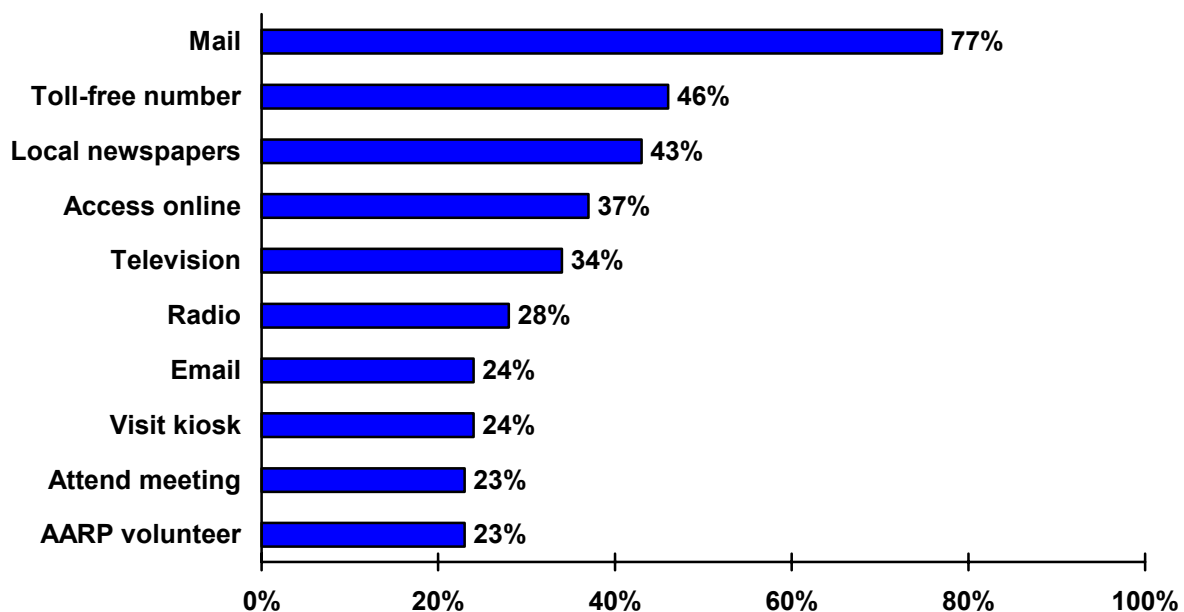


Members age 50 to 59 are more likely to say they would definitely use a website to access information on topics of interest to them and to access information on AARP (30% vs. 16% of 60 to 74 and 4% of 75+). Wealthier members are also more likely to access information from the web. See Appendix A for age and income segment differences in the opportunities listed in the survey.

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

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

Options for Learning About AARP Activities in the Community
Weighted n = 978



Members age 50 to 59 are more likely than older members to use an online computer service to access information (58% vs. 36% of 60 to 74 and 12% of 75+). Older members age 75 and older are more likely than younger members to want to read newspapers (53% vs. 45% of 60 to 74 and 35% of 50 to 59). See Appendix A for age segment differences in ways to find out about AARP activities.

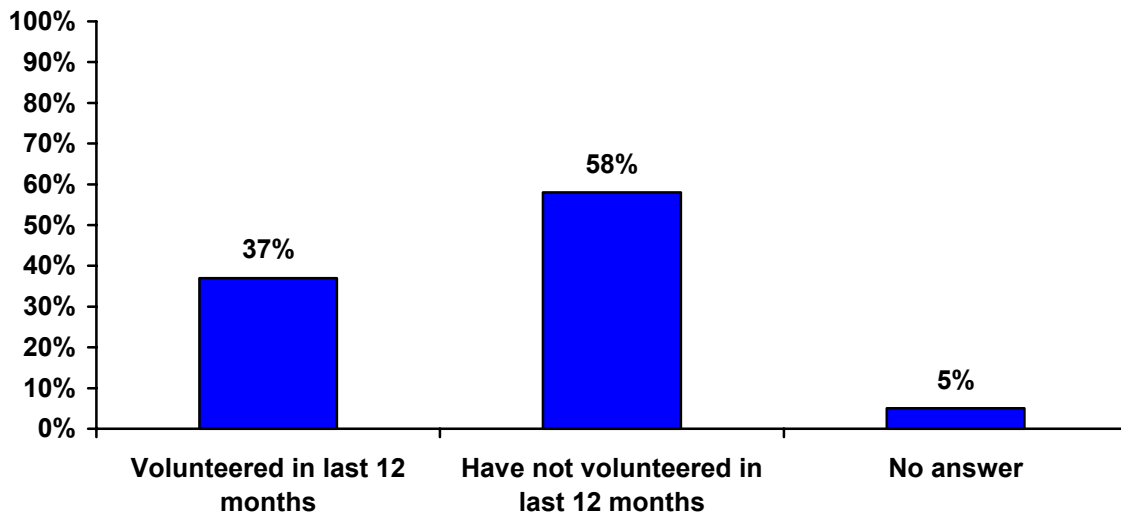
Several income differences are present in how members would like to learn about AARP activities. Those with higher income prefer to access information online or receive email notification, while lower income members prefer newspapers, television, and radio announcements. See Appendix A for all income segments differences.

Member Volunteerism

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

Just over a third of Maryland members have volunteered in the last 12 months while 58 percent have not. Members age 75+ (29%) are less likely to volunteer compared to younger members (40%). In national surveys, the percentage of those who volunteered is generally higher where volunteering for a religious organization is specifically mentioned; it was not mentioned in this survey.

Maryland Member Volunteer Rates
Weighted n = 978



How often do Maryland members volunteer?

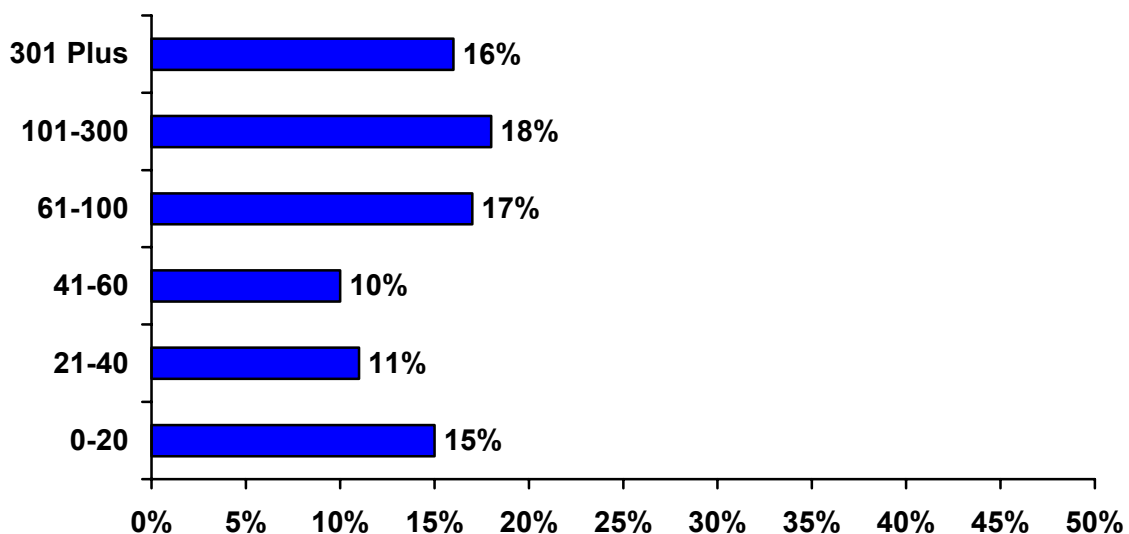
Among members who volunteered in the last 12 months, about six in ten volunteer regularly, and six in ten volunteer for special projects and events. Twenty percent volunteer both regularly and for special projects and events.

How Often Maryland Members Volunteer Their Time	(base=362) %
Volunteer occasionally during the year for special projects	38
Volunteer regularly	38
Volunteer regularly and extra time for special projects	20
No response	4

How many hours do Maryland members volunteer?

Among members who volunteered in the last twelve months, more than half (51%) volunteered for 61 hours or more. Younger members are more likely than older members to have volunteered between 61 and 100 hours (25% vs. 15% of 60 to 74 and 9% of 75+).

Maryland Member Volunteer Hours
Weighted n = 362



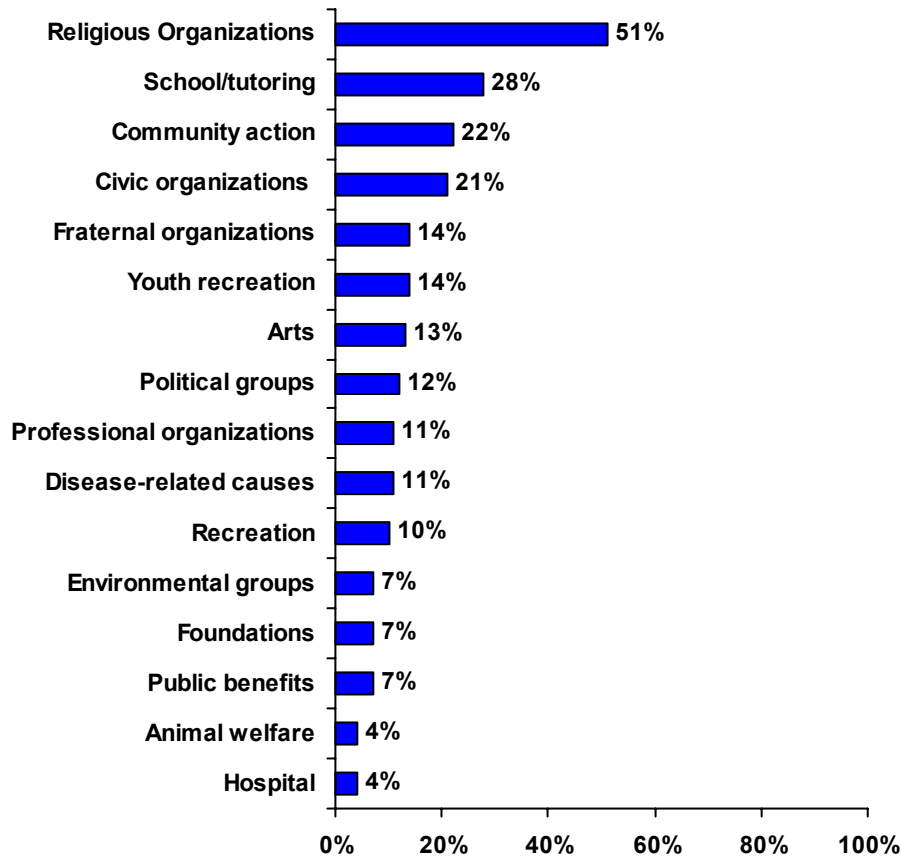
How would Maryland members like to volunteer?

When asked if they prefer to volunteer alone, with a group, or either way, a third (33%) of members say they would like to volunteer as an individual or as part of a group. Fifteen percent would volunteer alone as an individual, and twelve percent would like to volunteer with a group of familiar people. Younger members age 50 to 74 are more likely than older members to want to volunteer alone (18% vs. 8%).

What kinds of organizations do Maryland members volunteer for?

More than half (51%) of those who volunteered in the past twelve months did so with a religious organization. More than a quarter (28%) volunteered with a school, education, or tutoring program, and more than twenty percent volunteered with community or neighborhood action (22%) or a civic organization (21%). Younger members are more likely than those older to volunteer with a school, education, or tutoring program (41% vs. 24% of 60 to 74 and 18% of 75+).

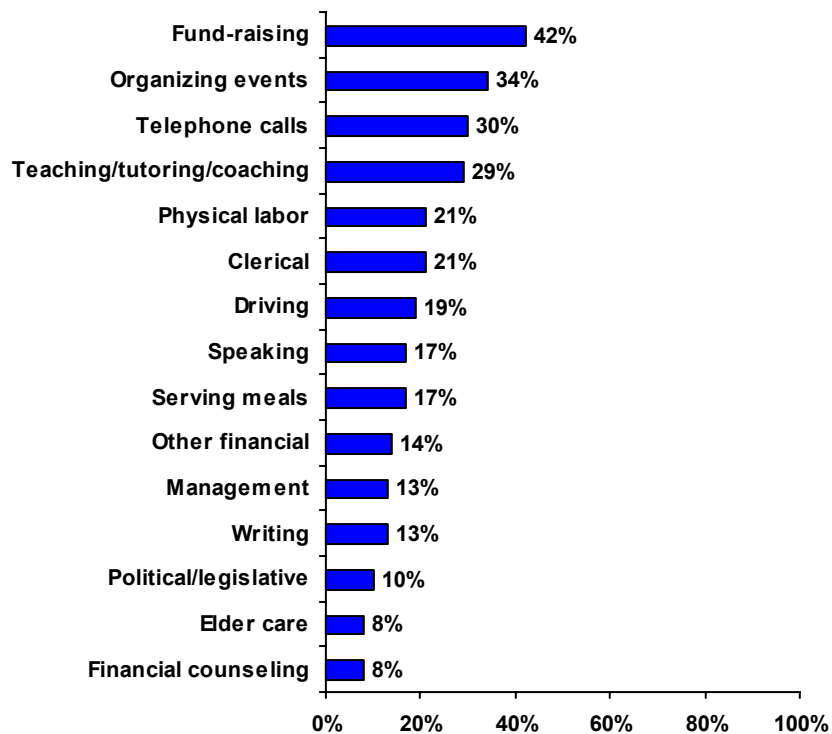
Maryland Member Volunteer Organizations Weighted n = 362



What activities do Maryland volunteers engage in?

Members who volunteered in the last twelve months engaged in a variety of activities for their volunteer organizations. Four in ten (42%) participated in fund raising activities while a third (34%) organized events. Three in ten made telephone calls (30%) or taught, tutored, or coached (29%). Younger members are more likely to have organized events (43% vs. 28% of 60 to 74 and 29% of 75+) or taught, tutored, or coached (41% vs. 23% of 60 to 74 and 18% of 75+).

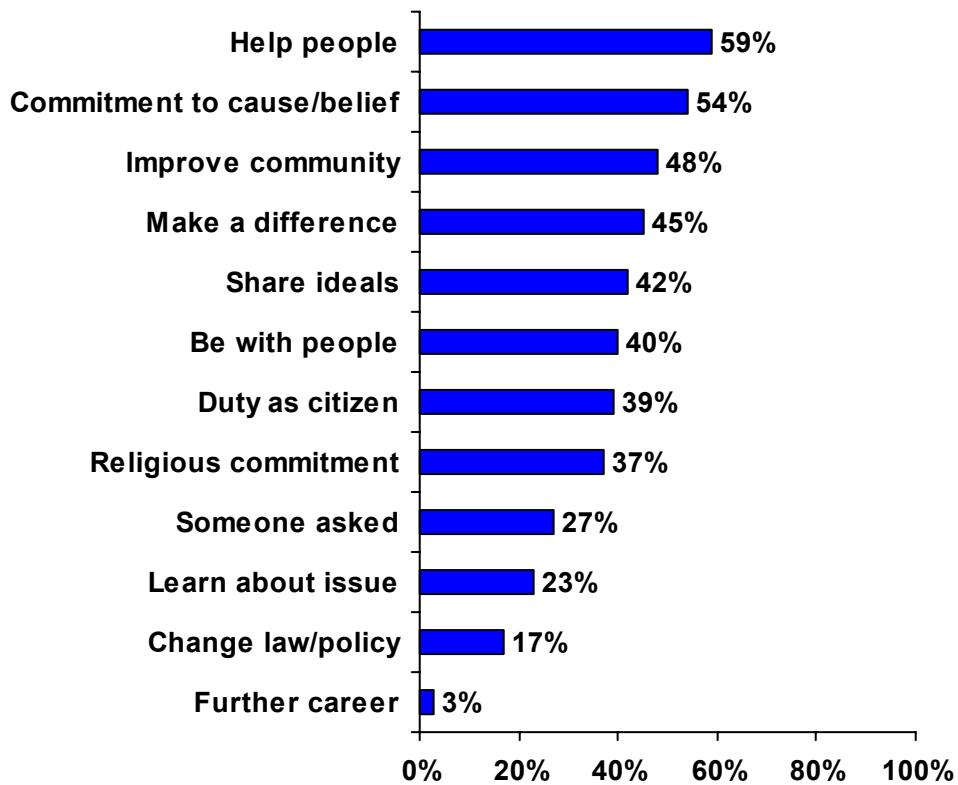
Maryland Member Volunteer Activities Weighted n = 362



What reasons do Maryland members give for volunteering?

Of those who volunteered in the last twelve months, nearly six in ten (59%) give wanting to help people as a *very important* reason for volunteering. More than half say that having a personal commitment to a cause or belief was a *very important* reason.

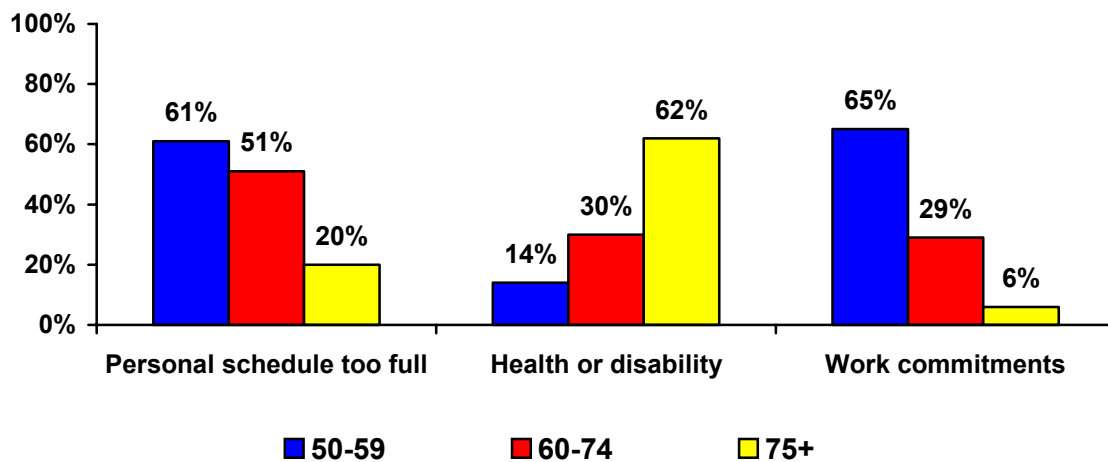
Maryland Member *Very Important* Reasons for Volunteering Weighted n = 362



Why don't Maryland members volunteer?

Among members who have not volunteered, the top three reasons for not volunteering are personal schedule is too full (45%), health or disability (34%), and work commitments (33%). Interestingly, 23 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.

Top Three Reasons Maryland Members Do Not Volunteer
Weighted base = 566



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

Do Maryland members want to volunteer for AARP?

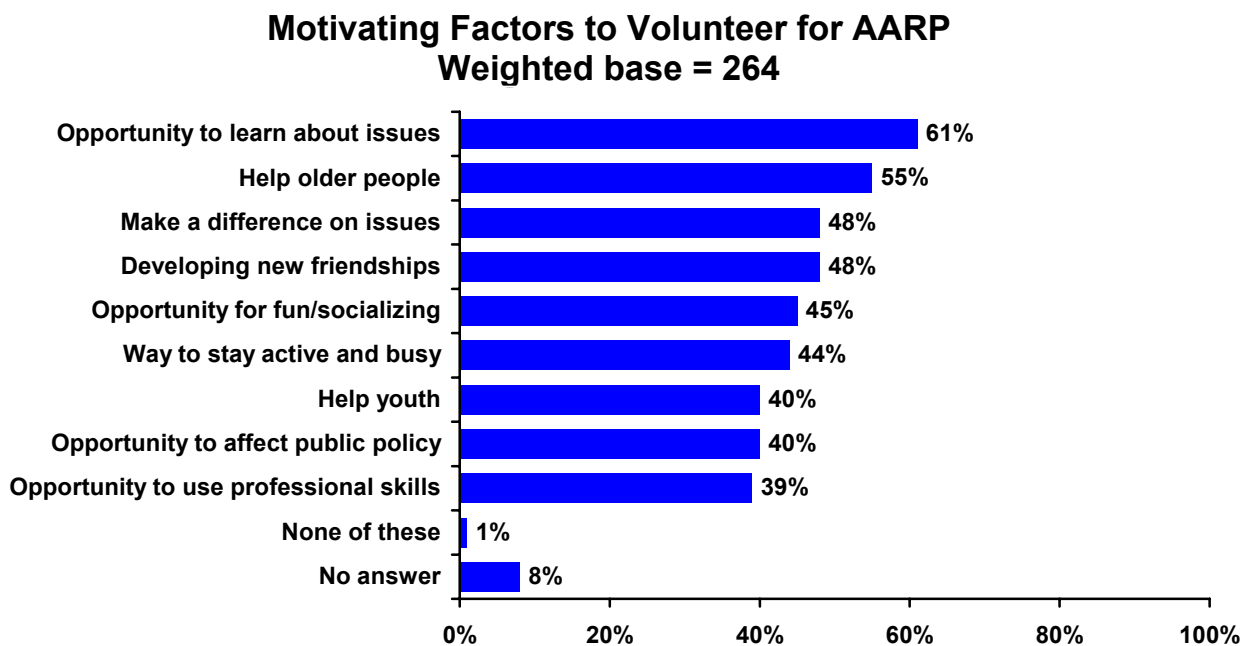
Two places in the survey measure member interest in volunteering for AARP, and the results are consistent. In a list of ten opportunities, eighteen percent of members say they would *definitely* or *probably* personally use an opportunity to volunteer with AARP. When asked directly, twenty-seven percent of Maryland members express interest in volunteering for AARP in the next year or so (3% very interested and 24% somewhat interested). Members age 50 to 74 (33%) are more likely to express interest in volunteering for AARP than older members (11%).

Of those interested in volunteering for AARP, 71 percent say they would volunteer for special projects or events only. One in ten (10%) would volunteer regularly and give extra time for special projects, and four percent would volunteer regularly.

A quarter (25%) of those interested in volunteering for AARP say they would volunteer 0 to 20 hours in the next twelve months, while two in ten (20%) would volunteer 41 hours or more. Thirteen percent would volunteer between 21 and 40 hours.

What factors would motivate Maryland members to volunteer for AARP?

Among Maryland members who express interest about volunteering for AARP, the top five motivating factors to volunteer for AARP are the opportunity to learn about issues that affect people 50 and older (61%), the opportunity to help older people in the community (55%), the opportunity to make a difference on issues that are important to them (48%), the possibility of developing new friendships (48%), and the opportunity for fun and socializing (45%).

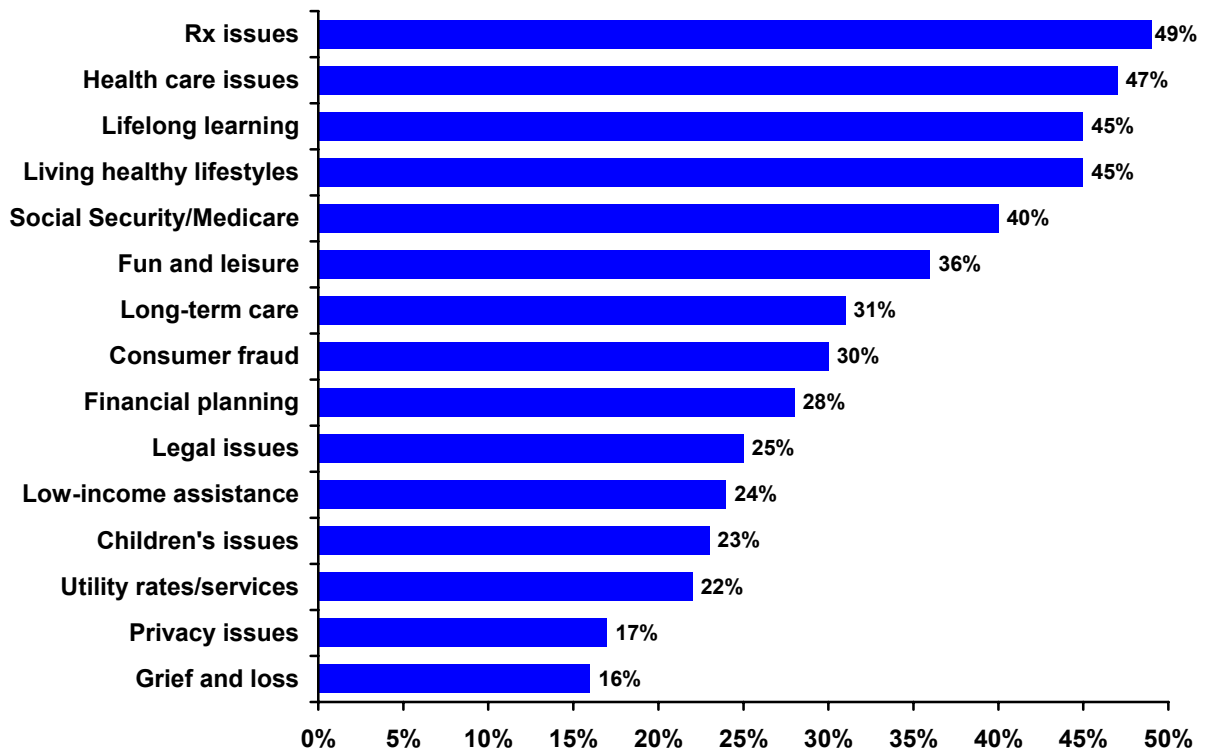


Members age 50 to 59 are more likely than those 60 to 74 to be motivated by an opportunity to learn about issues affecting people over 50 (73% vs. 53%). The number of members 75+ expressing an interest in volunteering is too small to permit comparisons.

What topics might interest Maryland members to volunteer for AARP?

More than four in ten Maryland members who express at least some interest about volunteering for AARP say that prescription drugs (49%), health care (47%), living healthy lifestyles (45%), and lifelong learning/education (45%) are topics that might interest them enough to volunteer for AARP.

Topics That Interest Maryland Members to Volunteer for AARP Weighted base = 264



Members age 50 to 59 are more likely than members 60 to 74 to be interested in children's issues (32% vs. 17%). The number of members age 75+ interested in volunteering is too small to permit comparisons.

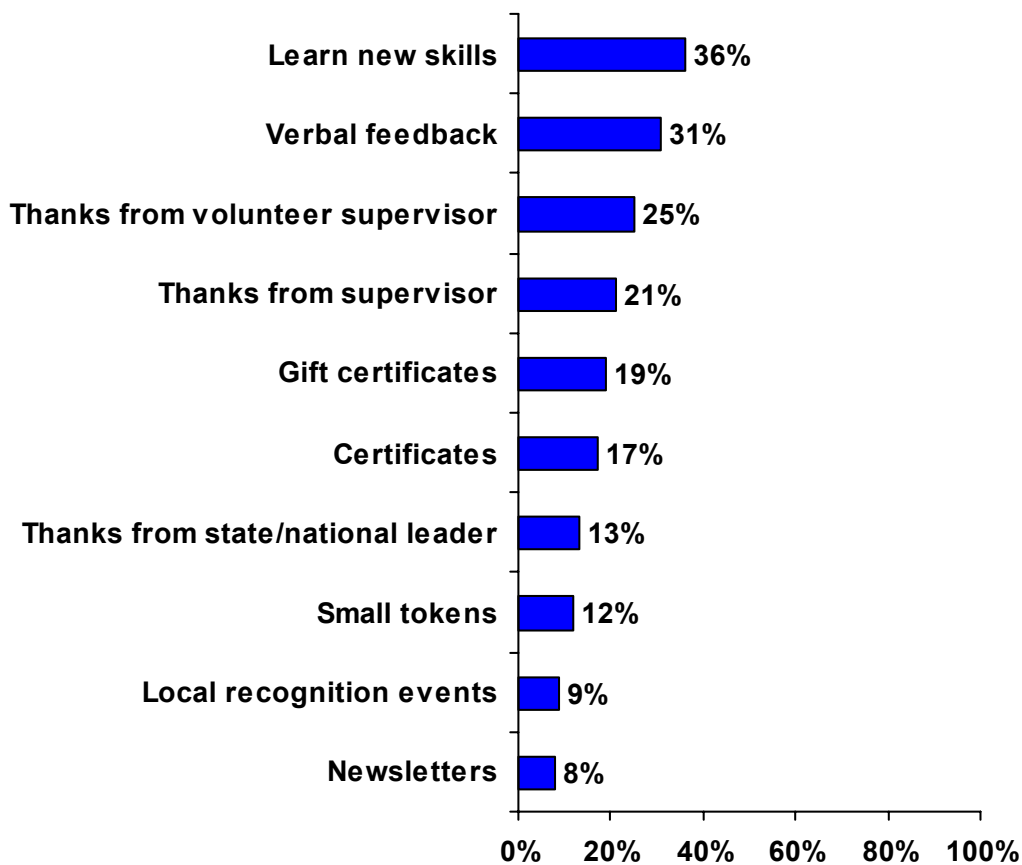
How do Maryland members want to find out about AARP volunteer opportunities?

The top three ways that Maryland members who express at least some interest about volunteering for AARP would like to learn about volunteer opportunities with AARP are by mail (60%), contact from an AARP volunteer (29%), or from a website (22%). Maryland members age 50 to 59 are more likely to choose a website than members age 60 to 74 (33% vs. 17%).

How do Maryland members want to be recognized for their efforts?

About a third of Maryland members who are interested in volunteering for AARP would like to be recognized for their volunteer efforts by having the opportunity to learn new skills (36%) or receiving verbal feedback about their performance (31%).

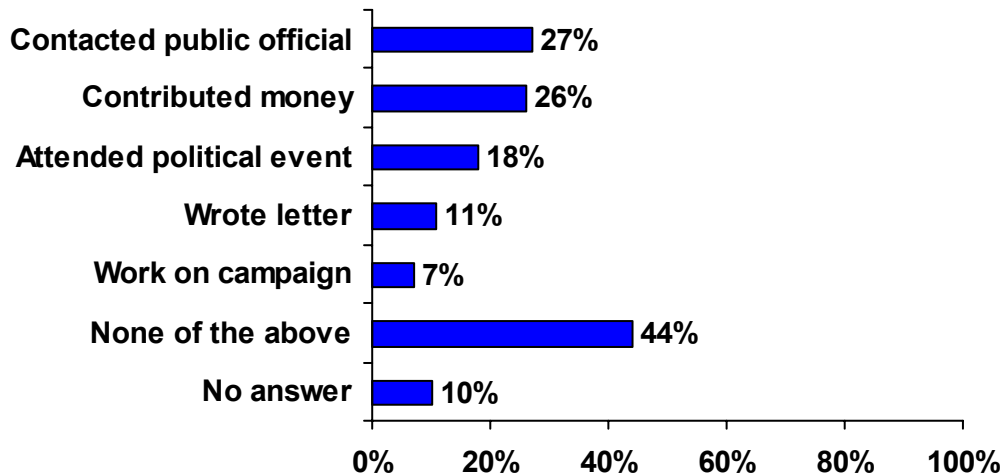
Maryland Member Volunteer Recognition
Weighted n = 264



Have Maryland members participated in other civic activities?

More than a quarter of members have phoned, written, or emailed a public official (27%) or contributed money to a political candidate or party (26%) in the last five years. Younger members age 50 to 74 are more likely to have phoned, written, or emailed a public official than older members (32% vs. 20%).

Maryland Member Involvement in Other Volunteer Activities Weighted n = 978



Do Maryland members have a family history of volunteering?

Two in ten (20%) Maryland members report that both their father and their mother volunteered. Younger members age 50 to 59 are more likely than members over 60 to report this (28% vs. 15%). Twelve percent report only their mother volunteered, while four percent report that only their father volunteered. Almost a third (32%) say that neither parent volunteered, and 21 percent are unsure.

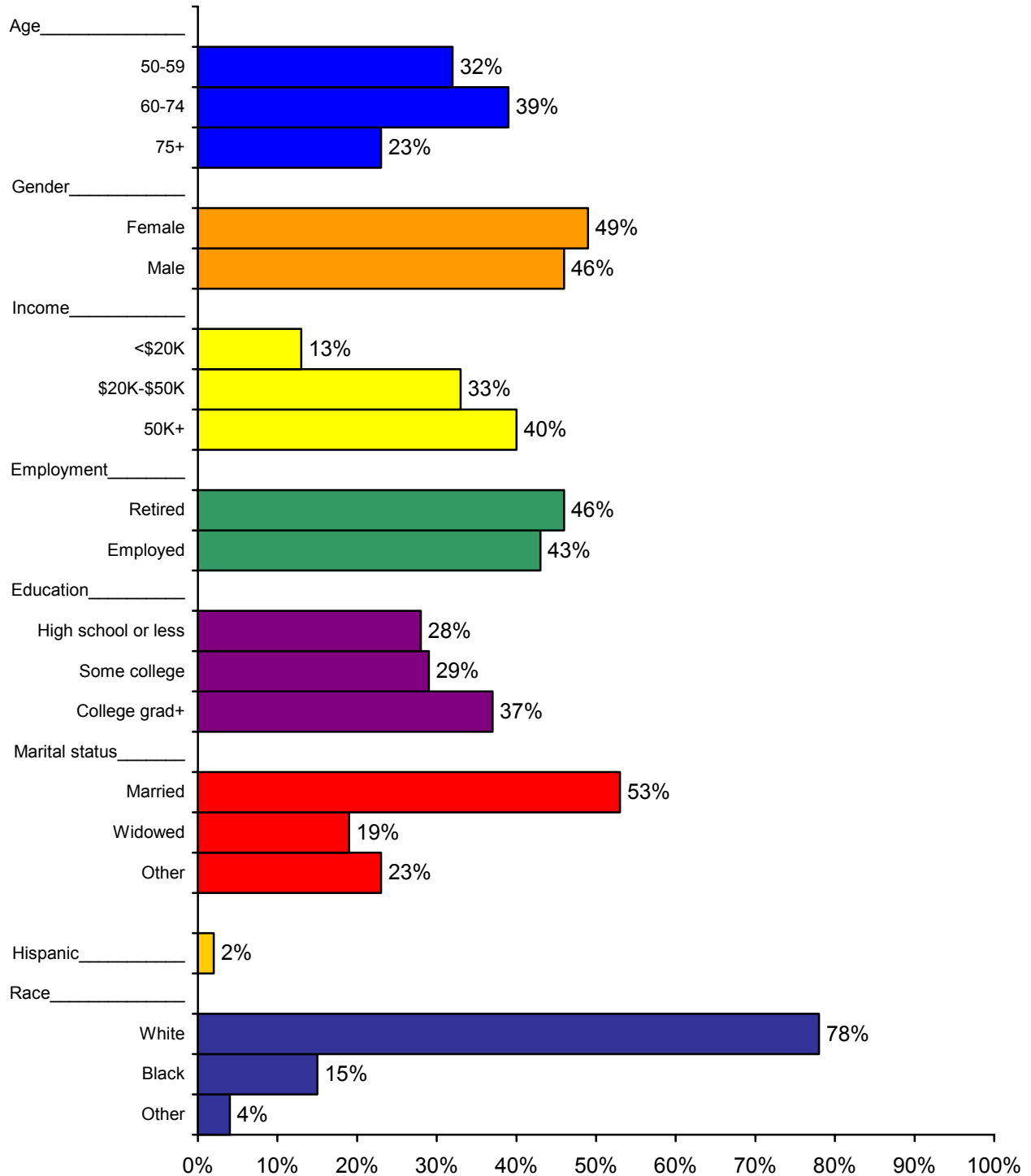
Conclusions

Overall, members' concerns and legislative priorities are consistent with AARP's strategic priorities. In particular, members express the most concern about having access to affordable prescription drugs, making sure that their pension benefits and retirement savings are safe and secure, and finding affordable, high quality health insurance. 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 as their top two legislative priorities.

Almost four in ten members have volunteered in the last month. AARP Maryland is likely to engage interested members in volunteering for AARP by focusing on opportunities to learn about issues that affect people age 50 and older, helping older people, and making a difference on issues important to them. Likewise, volunteer opportunities that help members make new friends and have fun and socialize will appeal to them. Among members who have interests in volunteering for AARP, prescription drugs and health care issues are topics that might interest them enough to volunteer for AARP. The way AARP Maryland should contact members about volunteering for AARP is by mail.

As AARP Maryland 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 definitely use written information on topics of interest to them, use referral services, and access websites. Direct mail is still the best way for members to learn about AARP activities in the community while a toll-free number and local newspapers are the next best methods.

Demographic Characteristics Weighted n = 978



Appendix A: Core Question Tables

Table 1
Extremely Concerned About Key Issues
By Age

	Percent Extremely Concerned			
	Total (n=978)	50-59 (n=315)	60-74 (n=381)	75+ (n=222)
Safe and secure pension benefits/savings	80%	82%	78%	79%
Finding affordable, high quality health insurance	65	65	69	60
Having access to affordable prescription drugs	75	70	76	78
Staying in own home as you age	62	61	63	63
Protecting your right to privacy	61	59	60	65
Staying physically fit/maintaining a healthy diet	67	65	68	67
Avoiding business practices that are unfair or fraudulent	42	35	45	47
Having consumer protections in health care plans/managed care	60	52	61	67
Avoiding consumer fraud	55	48	55	64
Having Medicare as a base for retirement health coverage	59	46	62	72
Having high quality long-term care	62	59	63	64
Becoming ill or disabled	62	55	61	74
Having Social Security as base for retirement income	56	57	53	59
Keeping your family safe from acts of terrorism and violence	60	53	61	68
Being a victim of crime	43	34	45	50
Having adequate information on Medicaid	32	30	33	31
Dealing with loss of family member	35	33	33	41
Providing care or financial support	28	32	25	23
Finding work in retirement	14	18	15	3
Having enough money to meet daily expenses	53	54	50	55
Continuing to drive safely	51	42	56	58
Saving for the future	38	45	35	31
Safe and affordable transportation	36	28	35	46
Facing age discrimination	22	27	22	14

Table 1a
Extremely Concerned About Key Issues
By Income

	Percent Extremely Concerned Income				
	Total (n=978)	<\$20K (n=131)	\$20-39K (n=222)	\$40-74K (n=242)	\$75K+ (n=252)
Safe and secure pension benefits/savings	80%	85%	83%	81%	71%
Finding affordable, high quality health insurance	65	71	72	68	52
Having access to affordable prescription drugs	75	83	80	76	61
Staying in own home as you age	62	70	64	69	49
Protecting your right to privacy	61	75	66	58	44
Staying physically fit/maintaining a healthy diet	67	69	66	68	63
Avoiding business practices that are unfair or fraudulent	42	52	51	39	28
Having consumer protections in health care plans/managed care	60	67	69	62	44
Avoiding consumer fraud	55	70	63	52	38
Having Medicare as a base for retirement health coverage	59	77	64	62	39
Having high quality long-term care	62	73	65	64	55
Becoming ill or disabled	62	77	68	63	47
Having Social Security as base for retirement income	56	73	65	57	40
Keeping your family safe from acts of terrorism and violence	60	69	65	60	45
Being a victim of crime	43	55	49	43	25
Having adequate information on Medicaid	32	56	38	27	17
Dealing with loss of family member	35	47	41	34	23
Providing care or financial support	28	35	28	29	22
Finding work in retirement	14	15	17	17	10
Having enough money to meet daily expenses	53	73	65	54	32
Continuing to drive safely	51	49	62	57	37
Saving for the future	38	50	47	34	25
Safe and affordable transportation	36	54	42	31	21
Facing age discrimination	22	24	27	23	16

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

	Percent <i>Would Personally Use</i> the Opportunity			
	Age			
	Total (n=978)	50-59 (n=315)	60-74 (n=381)	75+ (n=222)
Written information	36%	34%	39%	36%
Referral services	24	25	23	23
Access website	18	30	16	4
One-time educational events	15	14	16	13
Activities to improve state laws, policies, regulations, or practices	9	9	8	9
Workshop series or several meetings/classes of interest	9	11	9	9
Volunteering your time with an organization in your community	10	11	11	8
Attend AARP Chapter meetings	8	8	8	8
Volunteering your time to an AARP activity	5	6	4	3
Call AARP State Office	10	11	9	7

Table 2a
Would Personally Use Opportunity If It Were Offered in Maryland
By Income

Percent <i>Would Personally Use</i> the Opportunity					
Income					
	Total (n=978)	<\$20K (n=131)	\$20-39K (n=222)	\$40-74K (n=242)	\$75K+ (n=252)
Written information	36%	38%	37%	35%	38%
Referral services	24	31	28	23	20
Access website	18	10	11	18	33
One-time educational events	15	20	17	13	14
Activities to improve state laws, policies, regulations, or practices	9	8	10	10	7
Workshop series or several meetings/classes of interest	9	11	11	9	9
Volunteering your time with an organization in your community	10	9	9	14	11
Attend AARP Chapter meetings	8	11	7	9	6
Volunteering your time to an AARP activity	5	6	4	6	4
Call AARP State Office	10	12	13	9	6

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

	Percent Who Want to Find Out by Each Method			
	Age			
	Total (n=978)	50-59 (n=315)	60-74 (n=381)	75+ (n=222)
Receive information by mail, such as letter, brochure, flyer	77%	76%	78%	76%
Read about local AARP activities in newspapers in your community	43	35	45	53
Access AARP information online	37	58	36	12
Call a toll-free or local telephone number for a pre-recorded list of AARP activities	46	47	47	44
Tune in to a local TV channel or program	34	31	34	36
Receive an e-mail notification	24	40	21	8
Hear about them on a local radio station/program	28	26	27	32
Attend a meeting where AARP activities are described	23	24	24	21
Visit an AARP kiosk, booth, or office in your community	24	27	22	21
Contact an AARP volunteer or AARP Chapter member	23	20	24	26
No answer	4	2	3	7

Table 3a
How Maryland Members Want To Find Out About AARP Activities
By Income

	Percent Who Want to Find Out by Each Method				
	Income				
	Total (n=978)	<\$20K (n=131)	\$20-39K (n=222)	\$40-74K (n=242)	\$75K+ (n=252)
Receive information by mail, such as letter, brochure, flyer	77%	75%	78%	82%	74%
Read about local AARP activities in newspapers in your community	43	52	50	41	35
Access AARP information online	37	17	23	47	60
Call a toll-free or local telephone number for a pre-recorded list of AARP activities	46	52	47	51	40
Tune in to a local TV channel or program	34	45	42	30	26
Receive an e-mail notification	24	16	11	29	41
Hear about them on a local radio station/program	28	36	34	26	22
Attend a meeting where AARP activities are described	23	28	23	22	24
Visit an AARP kiosk, booth, or office in your community	24	24	27	25	23
Contact an AARP volunteer or AARP Chapter member	23	33	23	24	14
No answer	6	5	5	2	3

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

	Percent Top Priority			
	Age			
	Total (n=978)	50-59 (n=315)	60-74 (n=381)	75+ (n=222)
Availability, cost, and quality of health care	70%	69%	70%	71%
Access to affordable prescription drugs	71	72	70	72
Consumer protection for health insurance, including managed care	53	49	57	50
Remaining in own homes or communities as age	47	42	48	52
Availability, cost, and quality of long-term care services	52	47	54	56
Consumer protection against fraud	44	34	45	58
Assistance for older low-income residents	39	38	39	39
Expanding Medicaid	35	34	35	35
Utility services and rates	34	29	35	40
Transportation systems	26	22	24	32
Consumer protection for home loans	22	27	22	18

Table 4a
Top Legislative Priority Ratings for AARP in Maryland
By Income

	Percent Top Priority				
	Income				
	Total (n=978)	<\$20K (n=131)	\$20-39K (n=222)	\$40-74K (n=242)	\$75K+ (n=252)
Availability, cost, and quality of health care	70%	80%	76%	69%	60%
Access to affordable prescription drugs	71	82	75	71	60
Consumer protection for health insurance, including managed care	53	63	58	56	40
Remaining in own homes or communities as age	47	64	55	46	32
Availability, cost, and quality of long-term care services	52	64	58	55	40
Consumer protection against fraud	44	59	55	41	27
Assistance for older low-income residents	39	66	45	33	25
Expanding Medicaid	35	58	46	33	19
Utility services and rates	34	50	44	33	19
Transportation systems	26	41	31	22	19
Consumer protection for home loans	22	30	28	24	14

Appendix B: Segments at a Glance

Segments at a Glance Members Age 50 to 59

(weighted base: 315)

Top Five Personal Concerns	82%	Secure pension benefits/retirement savings
	70%	Affordable prescription drugs
	65%	Affordable, quality health insurance
	65%	Physically fit/healthy diet
	61%	Staying in own home as age
Top Five State Legislative Priorities	72%	Affordable prescription drugs
	69%	Health care issues
	49%	Health plan consumer protection
	47%	Long-term care services
	42%	Remaining in own home/community
Top Seven AARP Provided Opportunities	34%	Receive written information
	30%	Access a website
	25%	Use referral service
	14%	Attend one-time educational events
	11%	Volunteer with community organization
	11%	Call AARP state office
	11%	Attend workshop series
Top Five Methods for Learning about AARP Activities	76%	By mail
	58%	Use online computer service
	47%	Call a toll-free or local telephone number
	40%	Receive email notification
	35%	Read about in local newspaper

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

(weighted base: 381)

Top Five Personal Concerns	78%	Secure pension benefits/retirement savings
	76%	Affordable prescription drugs
	69%	Affordable, quality health insurance
	68%	Physically fit/healthy diet
	63%	Affordable long-term care
Top Five State Legislative Priorities	70%	Health care issues
	70%	Affordable prescription drugs
	57%	Health plan consumer protections
	54%	Long-term care services
	48%	Remaining in own home/community
Top Five AARP-Provided Opportunities	39%	Receive written information
	23%	Use referral services
	16%	Access website
	16%	Attend one-time educational events
	11%	Volunteer with community organization
Top Five Methods for Learning about AARP Activities	78%	By mail
	47%	Call a toll-free or local telephone number
	45%	Read about in local newspaper
	36%	Use online computer service
	34%	Tune in to local TV station

Segments at a Glance Members Age 75+

(weighted base: 222)

Top Five Personal Concerns	79%	Secure pension benefits/retirement savings
	78%	Affordable prescription drugs
	74%	Becoming ill or disabled
	72%	Medicare as retirement health coverage
	68%	Keeping family safe from violence
Top Five State Legislative Priorities	72%	Affordable prescription drugs
	71%	Health care issues
	58%	Consumer protections against fraud
	56%	Long-term care services
	52%	Remaining in own home/community
Top Five AARP-Provided Opportunities	36%	Receive written information
	23%	Use referral services
	13%	Attend one-time educational events
	9%	Attend workshop series
	9%	Improve state laws
Top Five Methods for Learning about AARP Activities	76%	By mail
	53%	Read about in local newspaper
	44%	Call a toll-free or local telephone number
	36%	Tune in to local TV station
	32%	Hear on a local radio station/program

Segments at a Glance
African American Members

(weighted base: 145)

Top Five Personal Concerns	88%	Secure pension benefits/retirement savings
	79%	Affordable prescription drugs
	78%	Affordable, quality health insurance
	77%	High quality long-term care
	74%	Physically fit/healthy diet
Top Five State Legislative Priorities	81%	Affordable prescription drugs
	80%	Health care issues
	70%	Long-term care services
	69%	Consumer protections against fraud
	68%	Assistance for low-income elderly
Top Five AARP-Provided Opportunities	49%	Receive written information
	42%	Use referral services
	26%	Attend one-time educational events
	25%	Call AARP office
	23%	Attend workshop series
Top Five Methods for Learning about AARP Activities	76%	By mail
	60%	Call a toll-free or local telephone number
	50%	Tune in to local TV station
	44%	Read about in local newspaper
	43%	Use online computer service

Appendix C: Annotated Questionnaire

2002 AARP Maryland Member Opinion Survey

WEIGHTED n = 978, RESPONSE RATE = 49%, SAMPLING ERROR = +/- 2.2 %
(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	32%	18%	22%	12%	13%	2%
b. Providing care or financial support for a parent, grandchild or other relative	28%	21%	23%	10%	16%	3%
c. Avoiding consumer fraud	55%	20%	15%	6%	3%	2%
d. Having Social Security as a base for retirement income	56%	17%	14%	6%	6%	1%
e. Finding affordable, high quality health insurance	65%	16%	10%	3%	4%	2%
f. Staying in your own home as you get older	62%	19%	9%	4%	4%	2%
g. Staying physically fit/maintaining a healthy diet	67%	22%	8%	1%	1%	1%
h. Having high quality long-term care for you or a family member	62%	20%	11%	3%	2%	1%
i. Making sure your pension benefits and/or retirement savings are safe and secure	80%	12%	5%	1%	3%	*
j. Dealing with the loss of a close family member	35%	24%	23%	9%	8%	2%
k. Finding work in retirement	14%	19%	24%	14%	26%	3%
l. Having enough money to meet daily expenses	53%	18%	14%	7%	7%	1%
m. Facing age discrimination in employment	22%	19%	19%	12%	27%	3%
n. Saving for the future	38%	23%	20%	7%	11%	2%
o. Having Medicare as a base for retirement health coverage	59%	21%	12%	4%	3%	1%
p. Having access to affordable prescription drugs	75%	13%	8%	2%	2%	*

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. Protecting your right to privacy	61%	20%	11%	3%	2%	3%
r. Becoming ill or disabled	62%	22%	11%	2%	1%	3%
s. Being a victim of crime	43%	22%	21%	8%	2%	5%
t. Avoiding business practices that are unfair or fraudulent	42%	25%	19%	6%	3%	4%
u. Having safe and affordable transportation systems available	36%	25%	23%	9%	4%	4%
v. Keeping your family safe from acts of terrorism and violence	60%	16%	13%	6%	2%	3%
w. Having consumer protections in health care plans including managed care	60%	22%	11%	2%	1%	3%
x. Continuing to drive safely	51%	23%	12%	4%	6%	4%

2. Are there any other issues not mentioned above that you have concerns about? Please specify below.

<u>%</u>	
1	Social Security
1	Affordable housing/Retirement homes
1	Environment
1	Cost of insurance
1	Affordable/free healthcare
1	Cost of prescription drugs
13	Other
89	No Response

AARP Roles and Activities at the State Level

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

%

- 24 Visit an AARP kiosk, booth, or office located in your community
- 46 Call a toll-free or local telephone number for a pre-recorded list of current AARP activities, programs, and services in your community
- 23 Contact an AARP volunteer or AARP Chapter member in or near your community
- 23 Attend a meeting at which AARP programs and activities are described
- 77 Receive information by mail (e.g., letter, brochure, flyer)
- 37 Use an online computer service to access AARP information
- 24 Receive an email notification
- 43 Read about local AARP activities in newspapers in your community
- 34 Tune in to a local TV channel or program
- 28 Hear about them on a local radio station/program
- 4 No Response

4. Listed below are some opportunities AARP could provide within your state 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	9%	23%	34%	19%	10%	5%
b. Attend <u>one-time</u> educational events on topics of interest or concern to me	15%	31%	29%	12%	7%	6%
c. Receive written information on topics of interest or concern to me	36%	37%	16%	4%	2%	5%
d. Participate in activities to improve state laws, policies, regulations, or practices that affect me	9%	23%	35%	18%	9%	6%
e. Use referral services to help me find needed resources and services in my own community	24%	31%	28%	7%	4%	5%
f. Volunteer my time to an AARP activity in my own community	5%	13%	35%	22%	19%	6%
g. Volunteer my time with worthy organizations in my community	10%	19%	33%	15%	16%	7%
h. Attend AARP Chapter meetings in my community that give me an opportunity to meet other people and provide some community services	8%	16%	32%	23%	15%	6%
i. Access a website for information on topics of interest or concern to me and for information about upcoming AARP events in my state	18%	21%	16%	15%	22%	8%
j. Call my AARP State Office to listen to a recording about upcoming AARP events in my state	10%	16%	27%	22%	18%	6%

State Legislative Issues

5. To be effective, AARP Maryland wants to work on the most important issues facing Maryland 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 Maryland?


		Top Priority	High Priority	Medium Priority	Low Priority	Not A Priority	Not Sure	No Response
a.	Availability, cost, and quality of health care	70%	20%	6%	1%	1%	*	3%
b.	Consumer protection against fraud	44%	31%	17%	3%	1%	1%	3%
c.	Utility services and rates	34%	30%	22%	7%	2%	1%	4%
d.	How older persons can remain in their own homes or communities as they age	47%	32%	13%	3%	2%	1%	3%
e.	Consumer protection standards for health insurance including managed care plans	53%	29%	10%	3%	1%	1%	4%
f.	Availability, cost, and quality of long-term care services	52%	28%	11%	3%	1%	1%	3%
g.	Assistance programs for older, low-income state residents	39%	26%	18%	8%	4%	1%	4%
h.	Expanding Medicaid, the government health insurance program for low-income people	35%	24%	19%	10%	7%	2%	4%
i.	Consumer protection standards on home loans	22%	24%	25%	11%	10%	3%	4%
j.	Availability of transportation systems	26%	29%	24%	9%	6%	2%	4%
k.	Access to affordable prescription drugs	71%	17%	6%	2%	1%	1%	2%

6. Are there any other legislative issues not mentioned above that are important to you that AARP Maryland should work on? Please specify below.

<u>%</u>	
1	Taxes
1	Cost of prescription drugs
1	Gun control
1	Environmental issues
11	Other
89	No Response

Volunteering

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

<u>%</u>	
37	Yes
58	No 
5	No Response

IF NO: Why not? (n=566)

Check ALL that apply, then SKIP TO QUESTION 13

<u>%</u>	
45	Personal schedule too full
13	No interest
33	Work commitments
34	Health or disability
6	Your skills don't match organization's needs
19	No one you know personally asked you
6	Don't have transportation
23	No organization contacted you and asked you to volunteer
3	People should be paid for their work
8	Other: (specify) _____
3	No Response

8. What kind of organization(s) did you volunteer your time for in the last 12 months? (n=362)
(Check ALL that apply)

<u>%</u>		<u>%</u>	
13	Arts, culture, humanities	28	School, education, tutoring
7	Foundations	4	Animal protection/welfare
21	Civic organizations	7	Public/society benefits
14	Fraternal organizations	10	Recreation – adults
3	Businesses or for-profits	51	Religious organizations
22	Community/neighborhood action	11	Professional/trade organizations
11	Disease-related causes	14	Youth recreation and programs
7	Environmental groups	20	Other: (specify) _____
12	Political/legislative groups	1	No Response

9. What activities or tasks have you engaged in as a volunteer with these organizations? (n-362)

(Check ALL that apply)

<u>%</u>	
34	Organizing events
8	Financial counseling
42	Fund-raising
14	Other financial work, such as budgets, audits, or expense reports
30	Making telephone calls
19	Driving, providing transportation
17	Delivering/preparing/serving meals
8	Elder care
21	Clerical
10	Political/legislative work
6	Child care
4	Health care, nurse's aide
29	Teaching, tutoring, coaching
13	Writing, publication work
17	Speaking, lecturing, staffing exhibits
14	Management
21	Physical labor
13	Other: (specify) _____
3	No Response

10. Which ONE of the following three statements best describes your volunteer activities in the last 12 months? (n=362)

<u>%</u>	
38	I volunteered regularly
38	I volunteered for special projects, events, or holidays only
20	I volunteered regularly AND extra time for special projects, events, or holidays
4	No Response

11. Thinking about all of your volunteer activities in the last 12 months, about how many hours did you volunteer? (n=362)

Write Number of Hours

<u>%</u>	_____ Hours in the last 12 months
15	0 – 20
11	21 – 40
10	41 – 60
17	61 – 100
18	101 – 300
16	301 or more
12	No Response

12. Please think about the last time you decided to take on a volunteer assignment. How important were the following reasons in your decision to volunteer? (n=362)

	Very Important	Somewhat Important	Not at all Important	No Response
a. I wanted to learn about the issue or problem	23%	30%	28%	19%
b. I wanted to work with people who share my ideals	42%	28%	14%	17%
c. I felt it was my duty as a citizen	39%	28%	17%	17%
d. Because of a religious commitment	37%	18%	29%	16%
e. The opportunity to make a difference on issues that are important to me	45%	24%	14%	17%
f. I wanted to further my job or career	3%	10%	66%	22%
g. I wanted to be with people I enjoy	40%	35%	13%	13%
h. I have a personal commitment to a cause or belief	54%	20%	13%	14%
i. I agreed to volunteer because a person asked me	27%	25%	33%	15%
j. I wanted to help people	59%	24%	5%	12%
I wanted to make my community a better place	48%	26%	9%	16%
l. I wanted to make changes in laws and public policy	17%	25%	39%	19%

13. How interested would you be in volunteering for AARP in the next 12 months?

<u>%</u>	
3	Very interested
24	Somewhat interested
62	Not at all interested → SKIP TO QUESTION 21
11	No Response

14. Which ONE of the following best describes how often you would be interested in volunteering for AARP in the next 12 months? (n=264)

<u>%</u>	
4	Volunteer regularly
71	Volunteer for special projects or events only
10	Volunteer regularly AND extra time for special projects or events
15	No Response

15. Thinking about your interest in volunteering for AARP in the next 12 months, about how many hours would you be interested in volunteering? (n=264)

Write Number of Hours

<u>%</u>	Hours in the next 12 months
25	0 – 20
13	21 – 40
20	41 or more
42	No Response

16. Which of the following factors might motivate you enough to volunteer for AARP? (n=264)

(Check ALL that apply)

<u>%</u>	
61	Opportunity to learn about issues that affect people 50 and over
48	Possibility of developing new friendships
45	Opportunity for fun and socializing
40	Opportunity to affect public policy or laws
55	Opportunity to help older people in the community
40	Opportunity to help youth in the community
39	Opportunity to use your professional and leadership skills
48	Opportunity to make a difference on issues that are important to you
44	A way to stay active/busy
1	None of these factors motivate you
8	No Response

17. Which of the following topics might interest you enough to be involved as a volunteer for AARP? (n=264)

(Check ALL that apply)

<u>%</u>	
45	Lifelong learning, education
24	Low-income assistance programs
30	Consumer fraud
45	Living healthy lifestyles
31	Long-term care and nursing home quality
36	Fun and leisure
40	Social Security and Medicare
26	Legal issues
28	Financial planning and information
49	Prescription drug issues
16	Grief and loss issues
22	Utility rates and service issues
17	Privacy issues
47	Health care issues
23	Children's issues
6	Other: (specify) _____
2	None of these topics would interest you
8	No Response

18. How would you like to learn about volunteer opportunities with AARP in your community? (n=264)

(Check your TOP TWO ways)

<u>%</u>	
29	Contact from an AARP volunteer
9	From a friend, a neighbor, or a relative
60	Mail
22	Website
16	Email
11	Announcement in local newspaper
5	Announcement on local TV station
1	Announcement on local radio station
12	At a meeting where AARP programs and activities are described
2	I do not want to learn about AARP volunteer opportunities
9	No Response

20. How would you like to be recognized for your AARP volunteer efforts? (n=264)

(Check ALL that apply)

<u>%</u>	
31	Verbal feedback about my performance
25	Thanks from a volunteer supervisor
21	Thanks from a staff supervisor
13	Thanks from state or national volunteer leaders
4	Opportunity to win national awards
17	Certificates of service or achievement
12	Small token gifts such as pins or t-shirts
8	Visibility in state newsletters
36	Opportunity to learn new skills
9	Local recognition events
19	Gift certificates to local stores/restaurants
7	Other: (specify) _____
20	No Response

21. Some people like to volunteer as individuals by themselves. Others like to volunteer as a group with familiar people. How do you prefer to volunteer?

(Check ONLY one)

<u>%</u>	
15	As an individual by myself
12	As a group with familiar people
33	Both as an individual or as a group
29	I don't volunteer
11	No Response

22. Which of the following activities have you participated in within the last 5 years?

(Check ALL that apply)

<u>%</u>	
27	Phoned, written, or emailed a public official to make your views known on an issue
26	Contributed money to a candidate or political party
7	Volunteered to work on a campaign for a particular candidate or party
11	Written a letter to a newspaper or called radio or TV show to make your views known on an issue
18	Attended a political event or town meeting
44	I have done NONE of these activities in the last 5 years
10	No Response

23. Have either or both of your parents ever done any kind of volunteer work in their community?

<u>%</u>	
20	Yes, both my mother and my father
12	Yes, my mother only
4	Yes, my father only
32	No, neither
21	Not sure
12	No Response

About You

The following questions are for classification purposes.

24. Are you male or female?

<u>%</u>	
46	Male
49	Female
5	No Response

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

<u>%</u>	
32	50-59
39	60-74
23	75+
6	No Response

26. What is your current marital status?

<u>%</u>	
53	Now married
4	Living together as married or domestic partners
19	Widowed
12	Divorced
2	Separated
5	Never married
6	No Response

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

<u>%</u>	
5	Less than high school
24	High school graduate or equivalent
29	Some college or technical training beyond high school
14	College graduate (4 years)
23	Post-graduate or professional degree
6	No Response

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

<u>%</u>	
33	Employed or self-employed <u>full-time</u>
10	Employed or self-employed <u>part-time</u>
46	Retired and not working
3	Other such as homemaker
1	Unemployed and looking for work
6	No Response

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

<u>%</u>		
59	Yes	→ If YES: Do you have access to the Internet or the ability to use online services such as America Online (AOL)? (n=576)
33	No	
8	No Response	

89% Yes 6% No 3% Don't Know 2% No Response

30. Are you Hispanic, Spanish, or Latino?

<u>%</u>	
2	Yes
93	No
1	Don't know
5	No Response

31. What is your race?

<u>%</u>	
78	White or Caucasian
15	Black or African American
1	Asian
2	Native American or Alaskan Native
0	Hawaiian or Pacific Islander
1	Other
3	No Response

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

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

<u>%</u>	
4	Less than \$10,000
10	\$10,000 to \$19,999
12	\$20,000 to \$29,999
11	\$30,000 to \$39,999
10	\$40,000 to \$49,999
15	\$50,000 to \$74,999
26	\$75,000 or more
13	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 **December 11, 2002.**

AARP
Knowledge Management
For more information contact Erica Dinger (202) 434-6176