

Evergreen Commons

2007 Awareness and Perception Survey



Perspectives
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The 2007 Evergreen Commons Awareness and Perception Survey included 31 questions about awareness of Evergreen Commons, potential programming, current programming, and community members' perceptions of Evergreen Commons. A total of 450 surveys were obtained from Holland and Zeeland residents in February 2007.

- Of the 450 respondents who completed the 2007 Evergreen Commons Awareness and Perception Survey, 52.0% of the respondents were male and 48.0% of the respondents were female.
- All survey respondents were age 18 and over. The largest age group of respondents was between 18 and 29 years old, this group accounted for 23.3% of respondents. Twenty percent (21.1%) of respondents were between 30 and 39 years old.
- About half of the respondents (50.2%) thought of an organization that serves seniors within the community. One hundred-seventeen respondents mentioned Evergreen Commons, the most common response.
- Respondents were asked if they have ever heard of Evergreen Commons, 298 respondents (66.2%) had heard of Evergreen Commons, while 140 respondents (31.1%) had not heard of Evergreen Commons.
- Respondents were then asked about what they think of when they hear the words "Senior Center." For 23.8% of respondents nothing came to mind, while 76.2% of respondent thought of something. The most common words that respondents associated with the term "Senior Center" are Evergreen Commons.
- When asked if they would be interested in a bathing program with accessible showers for people with disabilities or the elderly, half of the respondents (50.0%) stated that they would not be interested, while 117 respondents (26.0%) would be very interested and 108 respondents (24.0%) would be somewhat interested.



- Twenty-eight percent (28.4%) of respondents would be very interested in a salon or day spa for people with disabilities, and 119 (26.4%) would be somewhat interested, while 45.1% would not be interested in this program.
- One hundred ninety-six respondents (43.6%) stated they would be very interested in a seniors wellness assessment center, 114 respondents (25.3%) stated they would be somewhat interested and 140 respondents (31.1%) stated they would not be interested.
- Fifty percent (52.7%) of respondents were very interested in a fee-based senior care management program, while 22.0% stated they would be somewhat interested. One hundred fourteen respondents (25.3%) said they would not be interested.
- Twenty percent (20.0%) of respondents stated yes, they currently participate in an exercise or fitness program. Eighty percent (80.0%) of respondents stated no, they do not currently participate in an exercise or fitness program.
- Ninety percent (95.5%) of respondents stated that they do not participate in adult education or enrichment classes, while 4.5% of respondents stated they do participate in these classes.
- Ninety percent (90.3%) of respondents do not use any in-home services, while ten percent (9.7%) did use such services. This question was only posed to those respondents 50 and older.
- Ninety-three percent (92.9%) were not taking care of an elderly family member. Eleven respondents (7.1%) were taking care of an elderly family member.
- Respondents were asked what comes to mind when they think about Evergreen Commons, 31 respondents (10.4%) said nothing came to mind, 6.4% were unsure of what came to mind and 83.2% had varied words that come to mind.
- Forty-six respondents (15.4%) associate no services with Evergreen Commons, and 209 respondents (70.1%) had varied programs and services they associate with Evergreen Commons.
- Ninety-five respondents (31.9%) heard about Evergreen Commons through a friend, relative or neighbor. Seventy respondents (23.5%) have seen Evergreen Commons in the newspaper.



- Respondents were also asked what age group they associate with Evergreen Commons. One hundred four respondents (34.9%) think of the age group 65 and older, and 22.5% of respondents think of the age group 60 and older.
- Twenty-eight percent (27.9%) of respondents think Evergreen Commons is funded through donations, while 100 respondents (34.6%) stated they think Evergreen Commons is funded through membership fees. Respondents were allowed to give more than one answer for this question so the percentage total is more than 100%.
- Ninety percent (90.3%) of respondents consider Evergreen Commons a senior center, and ten percent (9.7%) of respondents do not consider it a senior center.
- Twenty-six respondents (8.7%) were members of Evergreen Commons, while 272 (91.3%) were not members of Evergreen Commons.
- Ninety percent of respondents (92.6%) stated there are no activities, enrichment classes, or services they would like to see provided at Evergreen Commons. Twenty-two respondents (7.4%) stated an activity, class or service they would like to see provided.
- Fifty-one percent (50.7%) of respondents stated yes, they are aware of volunteer opportunities at Evergreen Commons, while forty-eight percent (48.0%) of respondents were not aware of opportunities.
- Seventy-five percent (73.5%) of respondents stated there are no barriers that keep them from attending events at Evergreen Commons. Ten percent (10.4%) of respondents felt their age keeps them from attending, while ten respondents (3.4%) felt their schedule impacts their ability to attend.
- Seventy-two respondents (24.2%) stated yes, they would be more likely to use Evergreen Commons if there was extended hours of operation, versus 63.4% of respondents who stated that no, this would not increase their likelihood of using the facility.
- Fifty-three percent of respondents (52.9%) stated the best way to keep them informed about Evergreen Commons is through flyers or mailings.





The Evergreen Commons Awareness and Perception Survey consists of 450 completed telephone interviews by randomly selected residents of the Holland area. Objectives included in the survey are:

1. Measure the awareness of Evergreen Commons among residents in the Holland and surrounding areas.
2. Explore the perception of Evergreen Commons among residents in the Holland and surrounding areas.
3. Determine what organizations and programs residents of the Holland and surrounding areas use or would use if they had a desire for programs and activities such as entertainment, education, fitness, etc. for adults age 55 and over.
4. Determine what organizations and services Holland and surrounding area residents use or would use if they had a need for senior care services such as respite and health services.
5. Understand how Holland and surrounding area residents perceive human service needs and issues for adults age 55 and over, such as: health and fitness, life enrichment, support, and elder care services.
6. Identify any unmet needs or services that could be provided by Evergreen Commons over the next few years.
7. Obtain general demographic information such as age, gender, household income, township, etc.

There are two main sections to the report; **Survey Results** and **Conclusions**. The **Survey Results** section contains the responses to all of the survey questions, generally grouped into categories for easy reference. The **Conclusions** section outlines some of the implications of the research based on the survey findings.





The 2007 Awareness and Perception survey included 31 questions on a variety of topics, including awareness and perception of Evergreen Commons, interest in services, communication, and demographic information. The questions included various types of formats including yes/no, pre-defined choices, and open-ended response. Perspectives Consulting Group, Inc. developed the survey questions and ordered the survey based on generally accepted survey research principles. The survey instrument is included for reference in the **Appendices**.

Survey Instrument

A total of 450 completed surveys were obtained from Holland area residents. The townships surveyed included: the City of Holland, Holland-includes North half of the City of Holland, Park, Zeeland, Overisel, City of Zeeland, Fillmore-includes South half of the City of Holland, Laketown, Manlius-includes Fennville, Saugatuck-includes Saugatuck and Douglas, Olive, and Port Sheldon. The sampling method used for this survey was random-digit dialing of telephone numbers with area telephone prefixes. The following telephone prefixes were contacted using random-digit dialing: 392, 393, 394, 396, 399, 662, 669, 681, 722, 738, 751, 772, 774, 786, 842, 857, 895, and 896.

Survey Execution

A list of random telephone numbers was prepared for each prefix and the numbers were dialed until 450 surveys were completed. A total of 5,640 calls were made to obtain the 450 completions from all prefixes. Since this was a random dialing of telephone numbers, many calls were made to disconnected numbers, businesses, people who did not live within the Holland area, and people unable to participate in the survey. Surveys were only completed with adults age 18 or over.

The survey interviewing took place in February 2007, between the hours of 6:00 p.m. and 9:00 p.m. on weekdays. A pretest of 89 surveys was completed, with no significant difficulties or problems noted. These pretest surveys are included in the final results.

Based on the number of households in the Holland area, and the number of survey completions, a confidence level and confidence interval can be

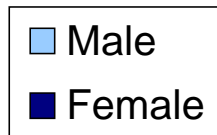
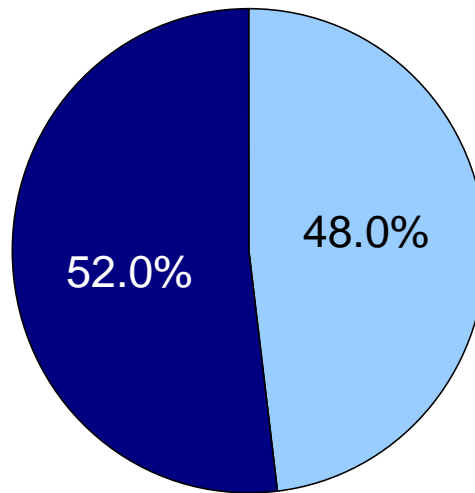


Survey Execution - continued

calculated. In statistical terms, the confidence level is the likelihood that if the survey were replicated the results would be the same. The confidence level for this survey was 95 percent, meaning that 95 times out of 100, this survey would produce substantially the same results as achieved this time. The confidence interval is the range that any answer could vary from the actual value. This is the “+/- xxx percent” margin of error value that pollsters reference. In this case, the 2007 Awareness and Perception Survey has a confidence interval of +/- 5 percent. Therefore, the answer to any question on the survey is within plus or minus 5 percent of the actual value. When comparing two responses to a question, any difference of less than 10 percent needs to be examined carefully, since statistically the difference could be considered negligible.



Of the 450 respondents who completed the 2007 Evergreen Commons Awareness and Perception Survey, 52.0% of the respondents were male and 48.0% of the respondents were female.



Respondent Profile

Chart 1
Gender of Respondents

All survey respondents were age 18 and over. The largest age group of respondents was between 18 and 29 years old, this group accounted for 23.3% of respondents. The age group between 30 and 39 years old accounted for 21.1% of respondents. The same is true with the age group between 40 and 49 years old, which accounted for 21.1% of respondents. One respondent (0.2%) refused to state their age.

Age Category	% Respondents
18-29	23.3%
30-39	21.1%
40-49	21.1%
50-54	6.4%
55-59	8.0%
60-69	8.7%
70-79	6.9%
80+	4.2%
Refused/NA	0.2%

Chart 2
Age of Respondents



Respondent Profile - continued

Chart 3
Township of Respondents

Township Category	% Respondents
City of Holland	26.0%
Holland-includes North half of the City of Holland	21.1%
Park	11.8%
Zeeland-includes Zeeland	5.1%
Overisel	4.7%
City of Zeeland	4.7%
Fillmore-includes South half of the City of Holland	4.4%
Laketown	4.4%
Manlius-includes Fenntville	4.4%
Saugatuck-includes Saugatuck and Douglas	4.4%
Olive	4.4%
Port Sheldon	4.4%

Of the 450 respondents 26.0% lived in the city of Holland and 4.7% lived in the city of Zeeland. Fifty-three respondents (11.8%) lived in the Park township, while twenty respondents (4.4%) lived in the following townships: Fillmore, Manlius, Saugatuck, Olive, and Port Sheldon.

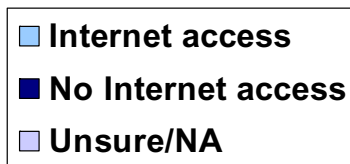
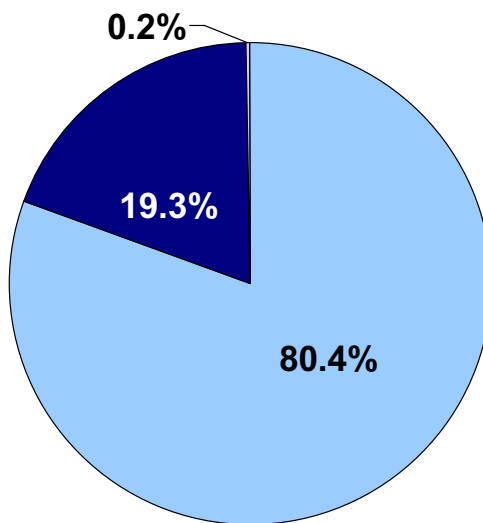
Chart 4
Income of Respondents

Income Category	% Respondents
Below \$25,000	23.3%
\$25,000 to \$34,999	10.7%
\$35,000 to \$49,999	18.0%
\$50,000 to \$74,999	24.9%
\$75,000 to \$99,999	9.3%
\$100,000 and over	4.2%
Refused/NA	9.6%

Almost twenty-five percent (24.9%) of respondents had a household income between \$50,000 and \$74,999. While, 23.3% of the 450 respondents had a household income below \$25,000, 43 respondents (9.6%) did not indicate their income.



When respondents were asked if they had access to the Internet at home or work eighty percent (80.4%) said yes, they have access to the Internet. Eighty-seven respondents (19.3%) did not have access to the Internet. One respondent (0.2%) was unsure of their access to the Internet.



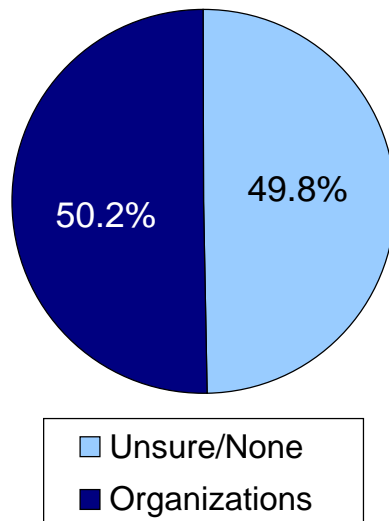
Respondent Profile - continued

Chart 5
Access to Internet



Awareness

Chart 6
Community Organizations



Respondents were asked several questions to analyze their awareness of Evergreen Commons within the community. The first question they were asked to assess awareness was: "When you think of organizations or programs that serve seniors in our area, who do you think of?" 224 respondents (49.8%) stated they were unsure of organizations or programs, while 50.2% of respondents listed a variety of organizations that include:

129 Respondents:
Evergreen Commons

16 Respondents:
Meals on Wheels

13 Respondents:
Church

11 Respondents:
Freedom Village

8 Respondents:
Nursing home

7 Respondents:
Hospice
Rest Haven

6 Respondents:
AARP

4 Respondents:
Dial-A-Ride

3 Respondents:
Hospitals
Retirement Homes
Senior center

2 Respondents:
Friendship Village
Bingo
Salvation Army
Social Services

1 Respondent:
A lot going on



1 Respondent Continued:

- Aging Agency
- AIDS Committees
- American Red Cross
- Assisted living
- Care services
- Commission from band
- Community Action House, Good Samaritan
- Community center
- Companionship
- Emergency vehicle
- Food pantry
- Human Service
- In Care
- Red Cross
- Rehab
- Royal Park
- Social Services
- Senior housing
- Sunset Manor
- YMCA

**Awareness -
continued**

When respondents were asked if there are any senior needs for them or their family, that are not being met 425 respondents (94.4%) stated no, while twenty-five respondents (5.6%) stated yes, they have unmet needs. Their unmet needs included:

4 Respondents:

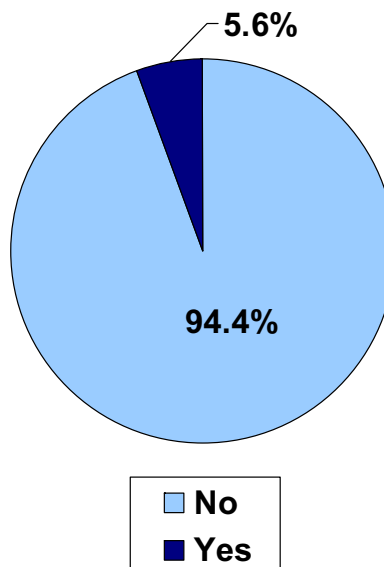
Medical needs

2 Respondents:

Financial needs

1 Respondent:

- Assistance of heating bills for seniors*
- Family luncheon with loved ones, Christmas party at nursing homes*
- Getting patient to take medicine*
- Healthcare*
- Housing for grandmother*
- Husband - insurance, diabetes meds*
- In-home assistance*
- Loneliness*
- Making ends meet*
- Money troubles*
- Mother is 88, care for her*



**Chart 7
Senior Needs**

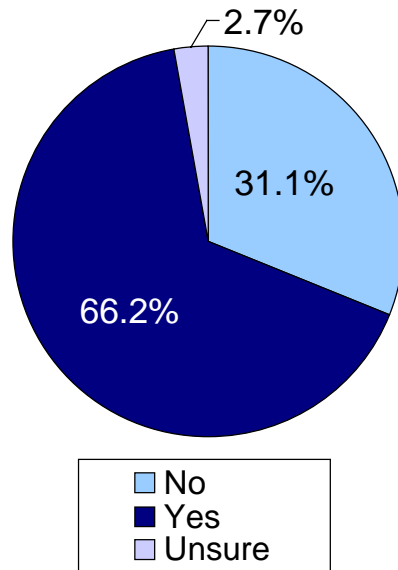


Awareness - continued

1 Respondent Continued:

Mother living with sister
Not eligible for medicare/medicaid, having a hard time with mortgage
Outlying areas need transportation
Prescriptions too expensive
Senior living, partially assisted living facilities
Shoveling and rides
Trouble
Walks with cane

Chart 8
**Heard of
Evergreen
Commons**



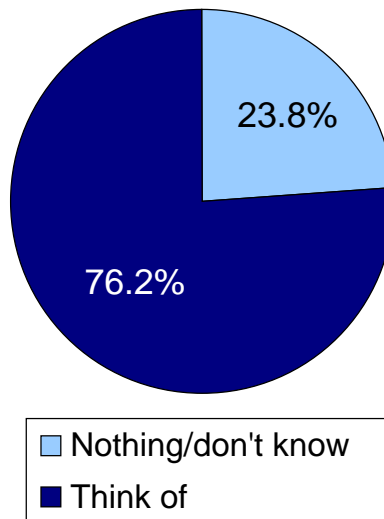
Respondents were asked if they have ever heard of Evergreen Commons, 298 respondents (66.2%) had heard of Evergreen Commons, while 140 respondents (31.1%) had not heard of Evergreen Commons. The remaining 12 respondents (2.7%) were unsure if they have heard of Evergreen Commons.

The demographic categories with significantly higher percentages of respondents who have heard of Evergreen Commons include: respondents age 50 to 54 (82.8%), 55 to 59 (80.6%), 60 to 69 (89.7%), and 70 to 79 (87.1%).

Demographic categories with significantly lower percentages of respondents who have heard of Evergreen Commons include: respondents age 18 to 29 (36.2%), income below \$25,000 (54.3%), and income \$25,000 to \$34,999 (54.2%).



Respondents were then asked about what they think of when they hear the words "Senior Center." For 23.8% of respondents nothing came to mind, while 76.2% of respondent thought of something. The words that respondents associated with "Senior Center" include:



Awareness - continued

Chart 9

Words "Senior Center"

57 Respondents:
Evergreen Commons

23 Respondents:
Old people

17 Respondents:
Place for seniors

16 Respondents:
Nursing home
Senior gathering place

13 Respondents:
Gathering place

10 Respondents:
Retirement home

9 Respondents:
Activities

7 Respondents:
Assisted living

6 Respondents:
Senior citizens

5 Respondents:
Club for seniors

4 Respondents:
A place to socialize
People 55+

3 Respondents:
Bingo
Daycare
Freedom Village
Retirement
Retirement community
Senior activities
Senior home



Awareness - continued

2 Respondents:

A place for activities
A place for seniors
Elderly
Help for seniors
In-home care
Me
Older people
Older people hangout
Senior assistance
Senior village
Seniors and activities

1 Respondent:

A meal, gather and socialize
A place for companionship
A place for help with things
A place for seniors to entertain
A place for seniors to go, activities
A place for socializing with friends
A place that provides service for seniors
A place that serves lunch, activities
A place to get info, hang out
A place to get together to socialize or have classes
A place to meet new people
A place to play cards, go swimming, and dance
A place where seniors live
A social center
A whole bunch of old people
Abuse
Active seniors
Activities and companionship
Adult practice
Alone seniors
Bingo, card games
Bingo, nursing home, old people
Bus pick-up, easy accessibility, game rooms, exercise
Care for seniors
Center for people some age to meet people and participate in activities
Center for seniors and help
Community center
Condensed bad, old drivers
Convention of the elders
Day center
Entertainment
Events and activities for seniors
Events for adults
Evergreen Commons, with activities and daycare
Fitness, meals, activities
Food and social events, bingo
Games, lunch
Go there to get help
Good ones and bad ones
Grandma
Grandparents



1 Respondent Continued:

Help for seniors with medical concerns
Help needs
Holland Senior Center
Hospice care
Interests can't be met
Nice if you can afford
Not there yet
Old fashioned, cards and shuffle board
Old folks home
Old people live there
Old people playing bingo and cards
Old people playing cards
Old people to and enjoy
Older folks get together, younger volunteers, shelter, help, food
Older people can use facilities
Older people eating lunch
One in Holland, games
Organization for old people
Outreach
People 50+
People 55-85
People 60+
People 65+
People helping others
People playing bingo
People that need help
Place for activities
Place for entertainment
Place for retired seniors to do things
Place for seniors to go for lunch and community involvement
Place for seniors to have fun
Place for seniors to live and hang out with other seniors
Place of activities for elderly
Place that helps seniors with daily tasks
Place to get advice
Place to go and have fun
Place to go for exercise and socialization, games
Place to keep busy
Place to meet, activities
Place to play cards and socialize
Place where old people go
Place where seniors are cared for
Place where seniors get together and play shuffle board and bingo
Place where they can go to be with people their own age
Programs
Recreation center for senior
Recreational center, social
Retirement age people
Retirement village
Senior activities, social time, assistance
Senior awareness
Senior care facilities
Senior events
Senior fellowship

**Awareness -
continued**



Awareness - continued

1 Respondent Continued:

Senior living

Seniors can interact

Seniors playing bingo or cards

Seniors playing tennis

Seniors together

Shuffle board

Social area for old people

Social gathering

Social life for old people

Social network

Social opportunities for seniors

Takes care of seniors

Tax dollars

That one downtown

Warehouse

Where someone can go for fellowship during the day

Where to have fun

Wide variety for retired

Yacht, golf course, clubs



Several questions were asked about programs being considered in the Holland area, respondents answered each question by stating if they would be

Potential Programs	Average
Senior care management	1.73
Seniors wellness assessment	1.88
Salon and day spa	2.17
Bathing program	2.24

very interested, somewhat interested, or not interested. On a scale of 1 to 3, 1 is equal to very interested, and 3 is equal to not interested. If every respondent said they were very interested in the program the weighted average would be 1.00, while if every respondent said they were not interested in the program the weighted average would be 3.00.

Potential Programs

Chart 10

Potential Programs

Fee-based senior care management program to help seniors remain in their own homes as long as possible (1.73 average – 450 respondents).

The first question respondents were asked was, if they would be interested in a fee-based senior care management program to help seniors remain in their own homes as long as possible. Fifty percent (52.7%) of respondents stated they would be very interested in this program, while 22.0% stated they would be somewhat interested. One hundred fourteen respondents (25.3%) said they would not be interested.

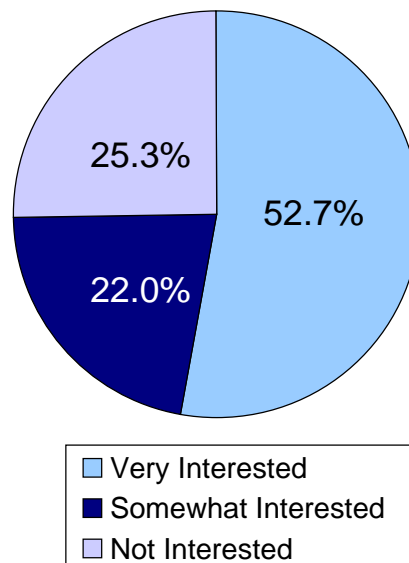


Chart 11

Senior Care Management Program

The only demographic category with a significantly higher average is: respondents age 18 to 29 (2.07).

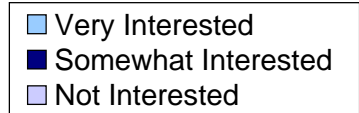
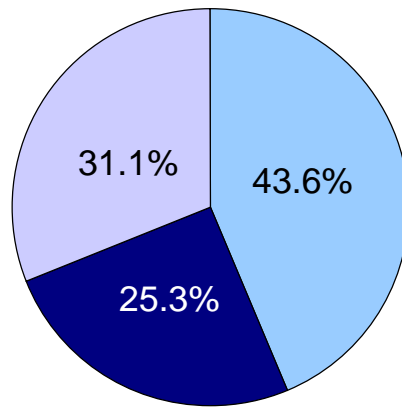
Demographic categories with significantly lower averages include: respondents age 60 to 69 (1.56), and no Internet access (1.51).



Potential Programs - continued

Chart 12

Seniors Wellness Assessment Center



Seniors Wellness Assessment Center (1.88 average – 450 respondents).

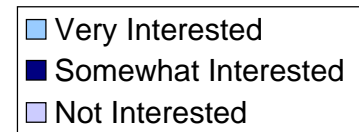
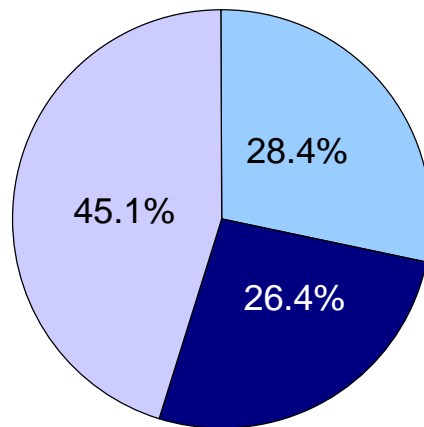
One hundred ninety-six respondents (43.6%) stated they would be very interested, 114 respondents (25.3%) stated they would be somewhat interested and 140 respondents (31.1%) stated they would not be interested.

Demographic categories with significantly higher averages include: respondents age 18 to 29 (2.12), and males (2.02).

Demographic categories with significantly lower averages include: respondents age 55 to 59 (1.58), age 60 to 69 (1.62), no Internet access (1.66), and females (1.74).

Chart 13

Salon and Day Spa



Salon and day spa that is accessible for people with disabilities (2.17 average – 450 respondents).

The next question addressed if participants would be interested in a salon and day spa that is accessible for people with disabilities. Of the 450 respondents, 128 (28.4%) would be very interested, and 119 (26.4%) would be somewhat interested. Two hundred-three respondents (45.1%) would not be interested in this program.

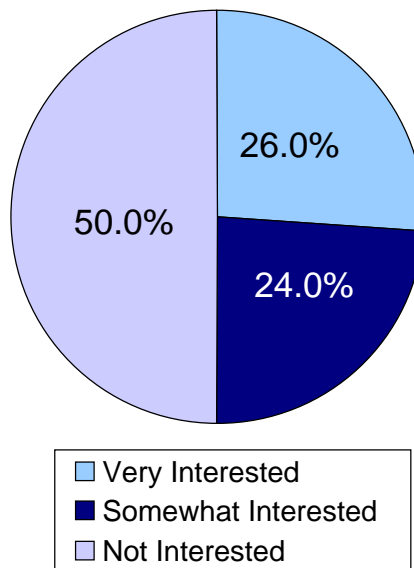
Demographic categories with significantly higher averages include: respondents age 18 to 29 (2.42), residents of Holland (2.36), and males (2.33).

Demographic categories with significantly lower averages include: respondents age 60 to 69 (1.79), no Internet access (1.90), and females (2.01).



Bathing program with accessible showers for people with disabilities or the elderly (2.24 average – 450 respondents).

The last question addressed if respondents would be interested in a bathing program with accessible showers for people with disabilities or the elderly. Half of the respondents (50.0%) stated that they would not be interested, while 117 respondents (26.0%) would be very interested and 108 respondents (24.0%) would be somewhat interested.



Potential Programs - continued

Chart 14
Bathing Program

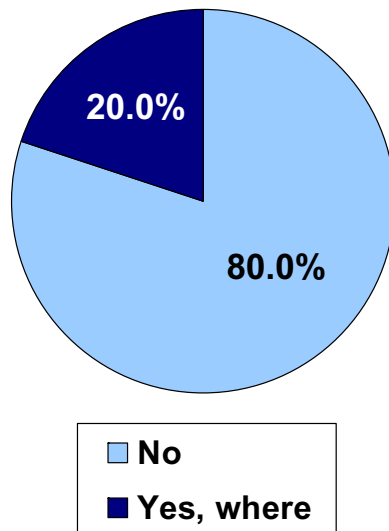
Demographic categories with significantly higher averages include: respondents age 18 to 29 (2.42), and males (2.40).

The only demographic category with a significantly lower average is: respondents age 60 to 69 (1.82).



Current Programs

Chart 15
Participation in a Exercise Program



Respondents were asked about programs and services they currently participate in throughout the Holland area. The first question respondents were asked was to see if they participate in an exercise or fitness program at a health club, community center, church, or another organization. Twenty percent (20.0%) of respondents stated yes, they currently participate in an exercise or fitness program. Eighty percent (80.0%) of respondents stated no, they do not currently participate in an exercise or fitness program. A variety of answers were found when respondents were asked to indicate where they participate in exercise programs, these included:

5 Respondents:
Evergreen Commons

4 Respondents:
Personal
Ultimate Fitness

3 Respondents:
At home

2 Respondents:
Family Fitness
Freedom Village
Pumphouse Gym

1 Respondent:
Crosswalk walking
Dow
Fitzone
Hamilton and Zeeland
Take walks daily
Therapy center
Through employer
Weekly PT
YMCA

There are no demographic categories with significantly higher or lower percentages of respondents who do currently participate in an exercise or fitness program.



Respondents were then asked if they currently take adult education or enrichment classes within the community. 95.5% of respondents stated that they do not participate in adult education or enrichment classes, while 4.5% of respondents stated they do participate in these classes. When asked where they participated, the answers varied and are listed below:

2 Respondents:

Evergreen Commons

1 Respondent:

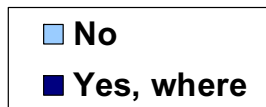
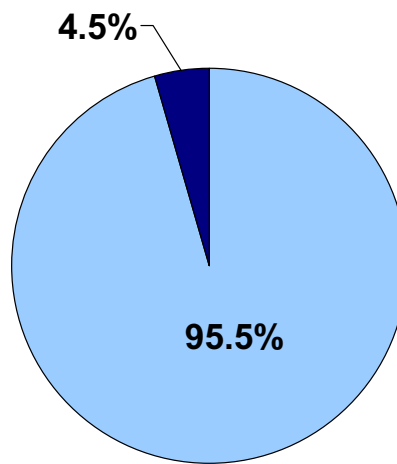
All over the state

At the college

Community public schools

Spring Lake at a lady's house

Through work



Current Programs - continued

Chart 16

Participation in a Adult Education Class

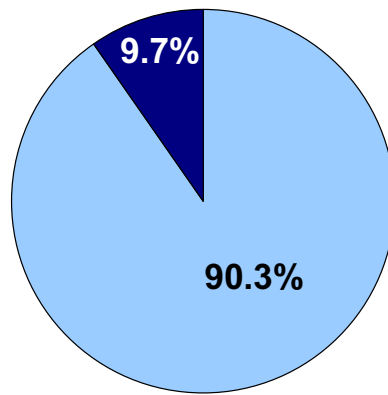
There are no demographic categories with significantly higher or lower percentages of respondents who currently participate in an adult education or enrichment class.



Current Programs - continued

Chart 17

Use of In-home Services



*Dandy Maid
Evergreen Commons
Freedom Village
In-home care
Molly Maid
Private person*

Respondents were also asked if they currently use in-home services such as in-home care, house cleaning or meal delivery. Ninety percent (90.3%) of respondents do not use any in-home services, while ten percent (9.7%) did use such services. The services they use in the Holland area include:

6 Respondents:

House cleaning

2 Respondents:

Cleaning lady

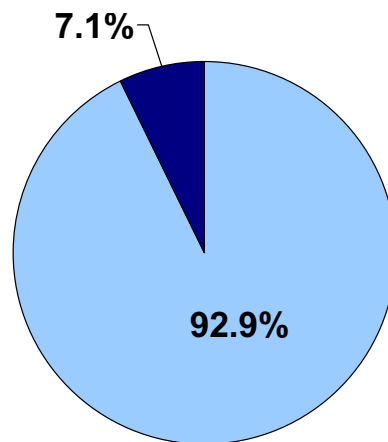
1 Respondent:

Alliance

There are no demographic categories with significantly higher or lower percentages of respondents who currently use in-home services.

Chart 18

Care for Elderly Family Member

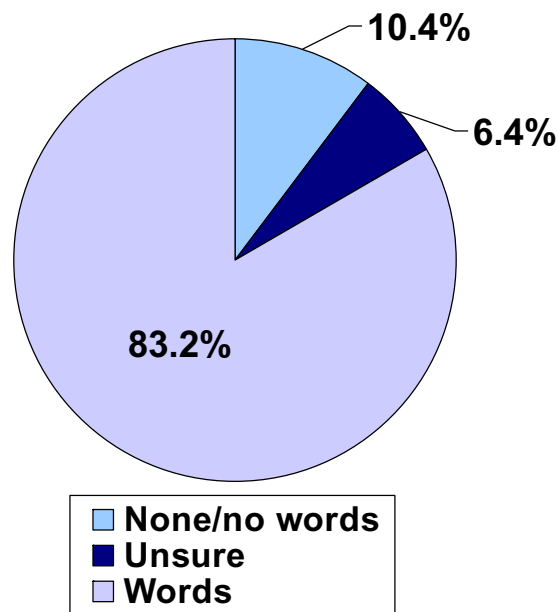


Respondents age 50 and older were asked, if they currently care for an elderly family member with no outside help. Of the 155 respondents ninety-three percent (92.9%) were not taking care of an elderly family member. Eleven respondents (7.1%) were taking care of an elderly family member.

There are no demographic categories with significantly higher or lower percentages of respondents who currently take care of an elderly family member.



Respondents were asked several questions about their understanding of Evergreen Commons. First, respondents were asked what comes to mind when they think about Evergreen Commons. This question was only posed to those respondents who had heard of Evergreen Commons. Of 298 respondents 31 respondents (10.4%) said nothing came to mind, 6.4% were unsure of what came to mind and 83.2% had varied words that come to mind. The words that came to mind for respondents include:



Perception

Chart 19

Words That Come to Mind

20 Respondents:

Senior center

16 Respondents:

Place for seniors

Great place

14 Respondents:

Activities

8 Respondents:

Good place

7 Respondents:

Nice place

5 Respondents:

Daycare

Programs

4 Respondents:

Elderly

Exercise

Nursing home

Pool

3 Respondents:

Fun

Senior citizens



Perception - continued

3 Respondents Continued:

Seniors
Seniors
Volunteer work

2 Respondents:

Club for seniors
Friendly
Great place for seniors
Helpful
Holland
Meals
Retirement facilities
Senior fun

1 Respondent:

A facility to meet needs of a lot of people
A fun place, social
A little bit of everything
A lot of quality senior work, keeps seniors active and involved in community
A real good place
A terrific senior center
Active healthy seniors
Adaptable place
An excellent place
Beautiful facilities, activities for elderly
Beautiful, accessible
Been there a few times
Bingo
Christian community
Clean place
Cleanliness, friendly
Community for seniors
Companionship, friendship
Continual education
Cutting-edge high quality
Day treatment facility
Dedicated to seniors
Dutch dance
Educational classes for elders
Enrichment activities for seniors
Enrichment center
Entertainment
Evergreen Commons
Events for older adults
Events and education for seniors
Fantastic, gem of community
Fellowship activities
Finest senior facility in the Midwest
For seniors exercising
Friend belonged and really enjoyed it
Fun for elders
Fun place for seniors to go
Geared for people over 55
Go there to vote



1 Respondent Continued:

Good for people
Good jobs
Good organization
Good place for seniors
Good programs
Good things
Good things for seniors
Great community support system
Great environment
Great itinerary and services
Great options
Great place, wide variety
Guided activities for seniors
Health care center for elderly
Health, community
Help people to get along with life
Help, Meals on Wheels
Helpful environment
Helpful to elderly
Homey
I used to be a member
Involvement
It's awesome
Karen Dragor, elderly community
Keeping seniors busy
Location
Love their woodshop, met President Bush there
Meeting place
Meeting place for seniors
Members
Money, former member
Mother-in-law goes there
Newspaper ladies made quilts
Nice place, lots to offer
Nice, people whose needs are met
Offer a lot of programs, swimming
Old Christian high school
Organized, crafts, fun
People who like to go there
Place for care
Place for help for seniors
Place to eat lunch or have dinner
Place where you can get taken care of
Place with multiple activities for people 55+
Positive things
Programs, events for seniors
Programs, swimming
Puzzles, exercise for elderly
Really good place
Recreational center
Relaxing
Respite care
Retired citizens seeking activities
Retirement
Retirement services

**Perception -
continued**



Perception - continued

1 Respondent Continued:

Selfishness - community has been screaming for daycare and they only care to assist seniors

Senior assistance

Senior center, health club for seniors

Senior co-op

Senior enrichment and education

Senior entertainment

Senior events

Senior help

Senior organization, well-liked

Senior recreation

Senior service

Senior social club and assistance

Senior social network

Seniors like it

Seniors, assistance for seniors and programs

Serving the needs of seniors, self-help classes

Should be more centers

Social activity, programs, classes

Social group, interesting activities

Social network for seniors

Social place for seniors

Something to do for seniors

Support for seniors

Support groups

Very caring, lots of variety

Very good for people who use it

Water aerobics

Well-run center for abled and disabled seniors

Well-run, people are friendly, helpful

Wonderful people

Wonderful place, very well run, one of the most amazing programs ever encountered

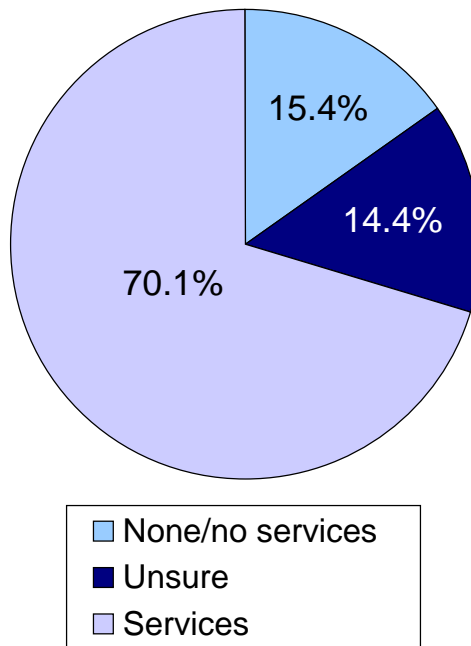
Workout

Workout gym for seniors

Workshop



Then respondents were asked about programs and services they associate with Evergreen Commons. Of the 450 respondents 298 responded to this question, based on prior knowledge of Evergreen Commons. Forty-six respondents (15.4%) associate no services with Evergreen Commons. While, 14.4% of respondents were unsure of services or programs offered at Evergreen Commons, and 209 respondents (70.1%) had varied programs and services they associate with Evergreen Commons. The programs and services that respondents associated with Evergreen Commons are listed below:



Perception - continued

Chart 20
Programs and Services

41 Respondents:
Exercise

40 Respondents:
Pool

30 Respondents:
Swimming

23 Respondents:
Daycare
Woodworking

22 Respondents:
Classes

16 Respondents:
Gym

13 Respondents:
Taxes

12 Respondents:
Meals

10 Respondents:
Lunch

7 Respondents:
Physical Therapy
Woodshops



Perception - continued

6 Respondents:

Cards

5 Respondents:

Activities

Choir

Food

Workshop

4 Respondents:

Arts and Crafts

Fitness

Traveling

3 Respondents:

Arts

Painting

2 Respondents:

Bingo

Cafe

Crafts

Games

In-home care

Senior care

Travel

1 Respondent:

Activities for seniors

Adjusting to age

Art classes

Art, dancing, card games, food

Assisting the elderly

Athletics, meeting place

Babysitting program

Bible stories

Bingo

Blood pressure checks, tax preparation, toenails clipped

Buses, Dial-A-Ride

Card night, special occasion parties

Care

Church group

Community

Computer classes and training

Computers

Continuing education, special interest, hobby interest, women's circles, card playing,

Craft area

Craft shows

Dance

Dance classes

Dancing, singing, writing

Dancing, socializing

Day programs

Delivery of meals

Dinner, dances



1 Respondent Continued:

Discuss senior concerns
Education for the elderly
Educational ones
Enrichment programs
Events
Events and activities for older adults
Exercise
Film
Financial advising
Food, programs
Free tax preparation programs
Get out of the house
Good meals, diagnostics
Health
Help for elderly
High morale
Home meal delivery
Homecare, activities
Income tax
Knitting
Lectures
Legal services
Leisurely activities
Library
Lifting weights, games
Living care
Meet other people
Meetings
Music classes
Nursing care
Nutrition
Out-of-town trips
Physical fitness programs
Place where retired go to socialize
Play games
Playing cards
Plays, dinner
Prescription help
Programs
Programs for elderly
Quilting
Rafts, buses
Recreation
Rehab
Respite care, hot tub, game days,
Retirement programs
Senior altered understanding
Senior dance
Senior retirement services
Service in the home, programs at the site
Shop, aquatics
Shuffle board
Socialization, workout facility
Socialize

**Perception -
continued**



Perception - continued

1 Respondent Continued:

Sponsored vacations

Square dance

Student exchange

Swim, meals

Tax preparation

Tax service

Therapy

Therapy, meal program

Tools, workout room, dances, grooming

Variety, senior care

Water aerobics, crafting

Water aerobics, pool tables, mental health

Water therapy

Work therapy



Respondents were then asked where they have seen or heard of Evergreen Commons during the past year. This question was only posed to those who had previously heard of Evergreen Commons.

Seen or heard of Evergreen Commons	% Respondents
Friends/relatives/neighbors	31.9%
Weekly newspaper ad	23.5%
Drive by	13.1%
Do not recall seeing/hearing about it	4.7%
Radio	4.0%
Referrals/Through other organizations	4.0%
Community event	4.0%
Member newsletter	3.7%
Printed brochures	3.4%
Television	2.7%
Unsure/NA	11.1%
Other	11.1%

Respondents were able to list more than one response

Thirty-three respondents

(11.1%) were unsure if they have seen or heard about Evergreen Commons during the past year, while 14 respondents (4.7%) could not recall seeing or hearing about Evergreen Commons during the past year. Three percent (3.7%) of respondents heard of Evergreen Commons through a member newsletter, while 95 respondents (31.9%) heard through a friend, relative or neighbor. Thirty-nine respondents (13.1%) saw Evergreen Commons by driving by, this originally was not listed as a category, but was a common answer respondents specified in the other category, and was later separated into it's own category. Seventy respondents (23.5%) have seen Evergreen Commons in the newspaper. Thirty-three respondents (11.1%) have seen or heard about Evergreen Commons through a means other than the provided categories which included: unsure, do not recall seeing or hearing about it, weekly newspaper, radio, television, printed brochures, member newsletter, through friends/relatives/neighbors, referrals/other organizations, community event, and drive by.

The percentages by which respondents have seen or heard about Evergreen Commons totaled over 100%, because respondents could list all sources by which they have seen or heard about Evergreen Commons. Respondents' answers within the other category included:

5 Respondents:

Live close by

Perception - continued

**Chart 21
Seen or Heard of Evergreen Commons**



Perception - continued

4 Respondents:

Go there
Volunteer there

2 Respondents:

Been there
Member

1 Respondent:

Always known of it
At school
Bands
Billboards
Church
Employed by them
Family fitness center, Oak Crest Manors
Father
Holland Hospital
Members
Not in the past year
Play at Holland Civic Theater
Sentinel
Student internship
Used to be a member
Vote there

There are no demographic categories with significantly higher or lower percentages of respondents who have seen or heard about Evergreen Commons.



Respondents were then asked what age group they associate with Evergreen Commons. There were originally 6 segments in the survey that included: unsure, 65 and older, 60 and older, 55 and

Age Group of Evergreen Commons	% Respondents
50 and older	8.1%
55 and older	19.5%
60 and older	22.5%
65 and older	34.9%
70 and older	5.7%
Unsure	3.0%
Other	6.4%

older, 50 and older, and other. When respondents were asked to expand on "other" 70 and older became a popular answer and was later added as a segment, 17 respondents (5.7%) think of the age group 70 and older. 104 respondents (34.9%) think of the age group 65 and older, and 22.5% of respondents think of the age group 60 and older. Nineteen respondents (6.4%) think of different age groups than the previously listed categories, these include:

3 Respondents:
Any age

2 Respondents:
52+
68+

1 Respondent:
40-80
58+
60 or 70
62+
65-80
65-90
70-80
75+
75+ or 80+
80+
Elderly
Retired

The only demographic category with a significantly higher percentage of respondents who think Evergreen Commons is for people age 65 and older is: males (44.9%).

There are no demographic categories with significantly lower percentages of respondents who think Evergreen Commons is for a specific age group.

Perception - continued

Chart 22

Age Group Associated with Evergreen Commons



**Perception -
continued**

**Chart 23
Evergreen
Commons
Funding**

Evergreen Commons Funding	% Respondents
Membership fees	34.6%
Donations	27.9%
Government	11.1%
Grants	8.1%
Endowment	3.4%
Unsure	39.6%
Other	11.7%
Respondents were able to list more than one response	

Respondents were also asked how they think Evergreen Commons is funded. The percentages by which respondents think Evergreen Commons is funded totaled over 100%, because respondents could list all sources they believe fund Evergreen Commons. Twenty-eight percent (27.9%) of respondents think

Evergreen Commons is funded through donations, while 118 respondents (39.6%) of respondents were unsure how Evergreen Commons is funded. One hundred respondents (34.6%) stated they think Evergreen Commons is funded through membership fees. Answers were segmented into 7 categories: unsure, endowment, membership fees, donations, government, grants, and other. This question was only posed to those respondents who had previously heard of Evergreen Commons. Twelve percent (11.7%) of respondents think Evergreen Commons is funded in another form, these include:

12 Respondents:
Privately

4 Respondents:
Community

2 Respondents:
City
Prince family

1 Respondent:
Auction
Church
Corporate sponsors
Dinners (private)
Edgar Prince, foundations, corporations
Endowment fund
Foundation
Nonprofit
Pension, Social Security
People who live there
Programs
Seniors themselves
State funding



1 Respondent Continued:

Taxes

Volunteers

**Perception -
continued**

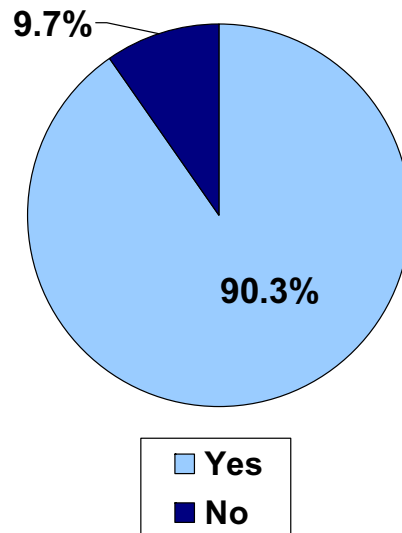
There are no demographic categories with significantly higher or lower percentages of respondents who felt Evergreen Commons is funded by one specific way.



Evergreen Commons

Chart 24

Consider Evergreen Commons a Senior Center



Several questions were posed to the participants of the survey about their knowledge and opinions of Evergreen Commons. These questions were only posed to respondents who had heard of Evergreen Commons, which was 298 out of 450 respondents. The first question asked, "Would you consider Evergreen Commons a senior center? Why or why not?" Ninety percent (90.3%) of respondents consider Evergreen Commons a senior center, and ten percent (9.7%) of respondents do not consider it a senior center. The reasons why respondents consider Evergreen Commons a senior center are listed below:

34 Respondents:

That's what it is

30 Respondents:

Seniors go there

18 Respondents:

It's for seniors

No answer

14 Respondents:

Unsure

11 Respondents:

That's what I heard

9 Respondents:

That's how it's advertised

6 Respondents:

Geared toward them

4 Respondents:

It was made for seniors

Prior knowledge

3 Respondents:

65+ go there

I assumed it was a senior center

Place for senior activities

That's what it's built for



2 Respondents:

Been there
Experience
Know people involved
Mainly for older people
Word of mouth

1 Respondent:

A lot for seniors to do
A lot of senior programs
A senior living center
Activities for seniors
Activities for seniors but not strictly seniors
Age group
All about seniors
Already is
Associate words
Because it's geared that way
Because it's not for all ages
Because of ages in there
Because of Mom and Dad
Because of mother-in-law
Because seniors attend
Been around for a long time
Believe it is one
But it's for the community to use
Don't know why
Experience with Evergreen Commons
For some
Friends who are members
From programs they have
From what I know
Go there
Good for seniors to stay busy
Good place for seniors
Grandparents attend
Have friends who are members
Have heard good things
Homes for seniors
How they are referred to
If I were interested
If was considering
Impression
Info for seniors
It meets the need of seniors
It's a requirement
It's where we gather
I've been there
Just a guess
Just for seniors
Just sounds like that
Just thought it was
Know people who are members
Lots of senior activities
Major age group



Evergreen Commons - continued

1 Respondent Continued:

Majority of people who attend
Many friends involved
Meet senior needs
Meeting area
Member
Minimum age requirement to join
Most people are 65+
Most people there are seniors
Mostly what it is
Name of it
Never knew otherwise
No young people go there
Not a senior home, you have to be at least 50 years old
One purpose
Only for seniors
Only place I know of
Only seniors go there
Opportunities for seniors
Part of what it is
Perception
Place for seniors
Positive impact on area
Positive impact on community
Prior knowledge and meant for seniors
Read about it in a health magazine
Retirement age people
Seems to meet needs of seniors
Senior activity center
Senior facility
Senior membership
Seniors
Seniors only join
Serves senior needs
So many senior programs
Sounds interesting
That is its design
That's all you see there
That's the population they serve
That's usually who's there
That's what I think
That's what it was built for
That's who belongs
That's who it's set up for
Think that's what it be
Those are the main people who use it
Visited it once
Visited seniors
Well-rounded
What they call it
What you see there
Who they serve
Works with people 55 and older
You have to be 55 to join



The reasons why respondents do not consider Evergreen Commons a senior center are listed below:

3 Respondents:

Don't know what it is

2 Respondents:

Any age

No answer

Not interested

Not a nursing home

1 Respondent:

55+, not just seniors

Church

Don't know

Don't know anything about it

Don't know much about it

Meeting place

Not accessible to Evergreen Commons

Not considering

Not considering any senior center

Not only seniors because it is a membership club

Not thinking about that

Preparing for seniors

Senior club

Seniors can come and go

Too far away

Too young

Unsure

Wants to stay with family

**Evergreen
Commons -
continued**

Respondents were then asked if they have ever been to Evergreen Commons. 54.0% of respondents have never been to Evergreen Commons while 46.0% have been to Evergreen Commons, when asked why, their answers varied and included the following responses:

16 Respondents:

Member

9 Respondents:

Former member

8 Respondents:

No answer

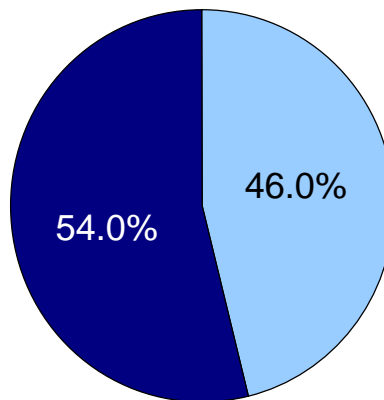


Chart 25
**Respondents
That Have
Been to
Evergreen
Commons**



6 Respondents:

*To look around
Craft shows*

5 Respondents:

Volunteer

4 Respondents:

*Bring relative there
Exercise
Meetings
Tour
Visit*

3 Respondents:

Dinner

2 Respondents:

*Church service
To take classes
Wedding Reception
Workout*

1 Respondent:

*A long time ago, can't remember
Activities for seniors
Banquet events held there
Banquet hall activities, Holland Chamber, craft shows
Banquets
Bazaar, cafe
Birthday party
Bus stop right there
Class
Dance
Daily seminars
Delivery
Father and uncle
Fitness program
Get taxes done
Grandfather in choir
Great-grandmother's birthday
Group work, Christmas program
Hang out
Help parents
Income tax help, eat
Information on activities
Investigate
Know a member
Lunch
Meet friend for lunch
Mother in entertainment group Showstoppers
Music program
Open house
Other events, education classes
Pool, tax help, social life*



1 Respondent Continued:

Program attended
Program in auditorium
Programs
Programs, block party
Put on a play there
Quilt show
Saturday hymn singing
School activity
School outing
Senior activities, volunteer
Shop
Show daughter did for school
Singing for school
Social events
Swim, exercise, woodwork
Taught there
Tax advice
Teach
To dance there
To eat
To hear music, speaker, classes
To pick up neighbor's mother
Use equipment
Visit, investigate
Visited residents
Voting, Play/Musical
Water therapy and craft shows
With a friend
Work
Work function

**Evergreen
Commons -
continued**

Respondents were then asked if they were a member of Evergreen Commons. Twenty-six respondents (8.7%) were members of Evergreen Commons, while 272 were not members of Evergreen Commons (91.3%).

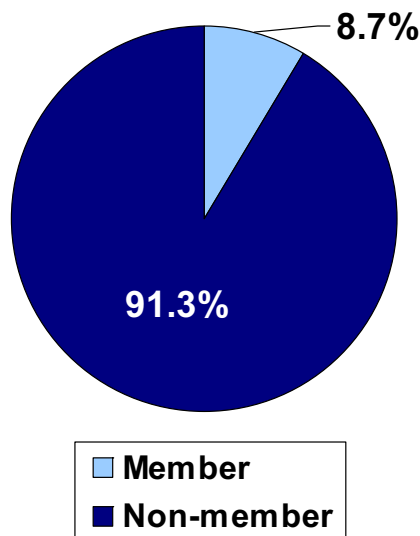


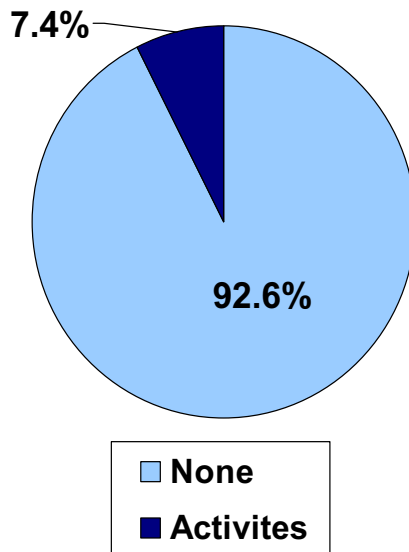
Chart 26
Membership at Evergreen Commons



Evergreen Commons - continued

Chart 27

New Activities or Classes



Next, the respondents who had heard of Evergreen Commons were asked, "Are there any new activities, enrichment classes or services you would like to see Evergreen Commons provide?" Two hundred seventy-six respondents (92.6%) stated there are no activities, enrichment classes, or services they would like to see provided. Twenty-two respondents (7.4%) have activities, classes or services they would like to see provided, these include:

8 Respondents:
Unsure

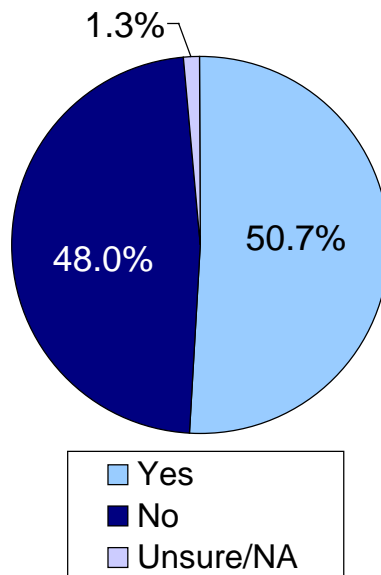
2 Respondents:
Computer class

1 Respondent:

- Advertised more*
- Church*
- Health programs*
- Health services, resource environment, info available, explain Medicare/Medicaid*
- If I knew about pool, I would go*
- Learning how to navigate the medical system - resource guide/person*
- More woodwork classes*
- Night activities*
- Nighttime aerobic classes*
- Pilates*
- Sexual education course for elderly*
- Transportation, especially for the blind*

Chart 28

Volunteer Opportunities



Respondents were then asked if they are aware of volunteer opportunities at Evergreen Commons. Fifty-one percent (50.7%) of respondents stated yes, they are aware of volunteer opportunities, while 48.0% of respondents were not aware. Four respondents (1.3%) were unsure of volunteer opportunities at Evergreen Commons.

The only demographic category with a significantly higher percentage of respondents who knew about volunteer opportunities at Evergreen Commons is residents of Holland (62.5%).



The only demographic category with a significantly lower percentage of respondents who knew about volunteer opportunities at Evergreen Commons is respondents with an income between \$50,000 and \$74,999 (35.7%).

Respondents were then asked several questions about what keeps them from coming to Evergreen Commons and about potential changes in Evergreen Commons programming that would increase membership and knowledge of Evergreen Commons. First, respondents were asked if there are any barriers keeping them from attending Evergreen Commons. Seventy three percent (73.5%) of respondents stated there are no barriers that keep them from attending. Eleven respondents (3.7%) stated that transportation is a barrier that keeps them from attending. Cost, was a barrier for 4 participants of the survey (1.3%). Ten percent (10.4%) of respondents felt their age keeps them from attending, while ten respondents (3.4%) felt their schedule impacts their ability to attend.

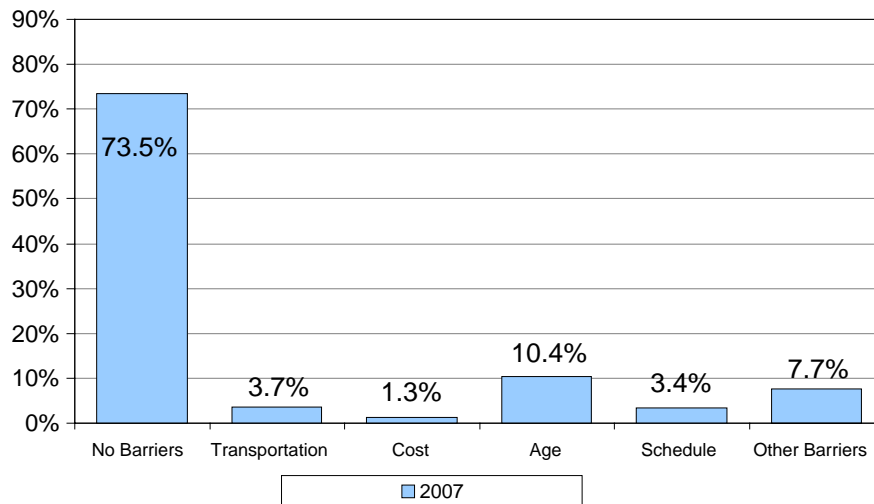


Chart 29
Barriers to Attendance

Responses included in the other category are:

6 Respondents:

Kids

5 Respondents:

Employment

2 Respondents:

Disabled

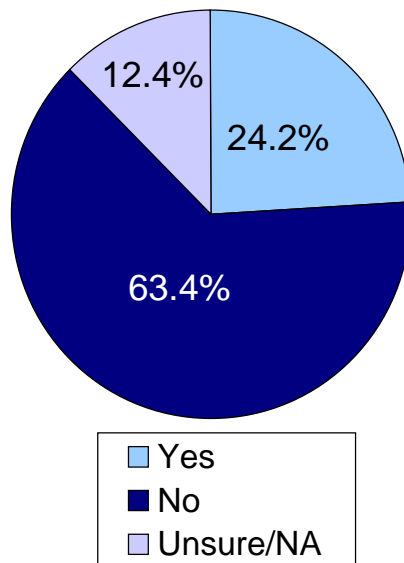


Evergreen Commons - continued

- 1 Respondent:**
 Don't have elders in area
 Eye problems
 Family
 Full-time health care provider
 Hours
 Information
 Location
 Long hours
 Physical convenience, life is too busy
 Reputation - don't like them
 Too far

There are no demographic categories with significantly higher or lower percentages of respondents who have barriers that keep them from attending Evergreen Commons.

Chart 30
Extended Hours



Respondents were then asked if Evergreen Commons extended their hours of operation during the evenings and Saturdays would this increase their usage of the facility. Seventy-two respondents (24.2%) stated yes, they would be more likely to use Evergreen Commons. Sixty-three percent (63.4%) of respondents stated that no, this would not increase their likelihood of using the facility, while 12.4% of respondents stated they were unsure if this would increase their usage of Evergreen Commons.

There are no demographic categories with significantly higher or lower percentages of respondents who felt extended hours at Evergreen Commons would increase their likelihood of using the facilities.



Evergreen Commons wanted to find the best way to provide community members with programs and services it offers. Respondents were asked the question, "If Evergreen Commons wanted to provide you with information about their programs and services, what would be the best method to provide you

Provide Information About Services	% Respondents
Flyer/Mailing	52.9%
Newspaper	16.4%
Television	8.4%
Web site	6.9%
E-mail	5.6%
Radio	4.0%
Unsure/NA	4.7%
Other	1.1%

this information?" This question was posed to all 450 participants in the survey. Fifty-three percent of respondents (52.9%) stated the best way to keep them informed is through flyers or mailings. Sixteen percent (16.4%) of respondents stated through the newspaper would be the best way to inform the community. Twenty-one respondents (4.7%) were unsure of what the best means to keep the community informed would be. Five respondents had responses other than the following categories: flyer/ mailing, newspaper, radio, television, web site, e-mail, and unsure/NA. Other responses included:

2 Respondents:

Phone

1 Respondent:

All resources because every person is different

Member newsletters

Seminar

The only demographic category with a significantly higher percentage of respondents who felt flyers or mailings would be the most effective way to inform them of programs or services is: residents age 70 to 79 (80.6%).

The only demographic category with a significantly lower percentage of respondents who felt flyers or mailings would be the most effective way to inform them of programs or services is: residents age 18 to 29 (37.1%).

Evergreen Commons - continued

**Chart 31
Providing Community Information**





Awareness of Evergreen Commons

Half of the respondents were able to name an organization or program that serves seniors in the Holland area. Of the 226 respondents who could name an organization, 129 (129/226 respondents, 57.1%) named Evergreen Commons. Respondents were not prompted in any way to name an organization.

The awareness of Evergreen Commons increased with age, as 71.0% of respondents ages 70 to 79, named Evergreen Commons while only 31.4% of respondents ages 18 to 29 named Evergreen Commons.

The awareness of Evergreen Commons varied by the respondents' township; Zeeland had the highest awareness at 65.2%, while Overisel had the lowest awareness at 23.8%.

The percentage of respondents who could name an organization that serves seniors in the area is low, which suggests that efforts to increase overall awareness of programs and organizations that serve seniors may be desirable. The percentage of respondents who named Evergreen Commons as an organization that serves seniors in the area was 57.1%, which for an unaided question is a high level of response.

When specifically asked if they had heard of Evergreen Commons two-thirds of respondents indicated that they had heard of Evergreen Commons. Interestingly, more respondents who have heard of Evergreen Commons have never been there (161/298 respondents, 54.0%) than those who have visited. Over 80% of respondents ages 50 to 79 had heard of Evergreen Commons. There is also a relationship between household income and awareness of Evergreen Commons, lower household incomes had less awareness, while higher household incomes had higher awareness.

Name recognition of Evergreen Commons is fairly strong, but there is still potential for increased awareness and recognition of Evergreen Commons in the larger community especially among younger and lower income residents.



Perception of Evergreen Commons

When respondents who had heard of Evergreen Commons were asked what words come to mind to describe Evergreen Commons, 16.8% of the survey respondents were unable to name any words or were unsure what words they would use.

When compared to the question about what words respondents would use to describe a "Senior Center" more respondents (23.8%) were unable to name any words or were unsure what words they would use, compared to the question about Evergreen Commons.

This suggests that there would be limited benefit to associating "Senior Center" with Evergreen Commons. Since respondents were less likely to be able to associate words with "Senior Center" than Evergreen Commons.

When reviewing the lists of words especially of Evergreen Commons most words were favorable or positive and related to the mission and purpose of Evergreen Commons. In fact, it is difficult to find any negative words used by respondents to describe Evergreen Commons. However, looking at the words used to describe "Senior Center" you will find several words that would be considered negative or not desirable.

While nearly all the words are positive the large number of words used suggests that there is not a clearly defined image of Evergreen Commons in the community. The awareness and perception of Evergreen Commons will grow more quickly and be better understood if a focus on fewer words, but words that are highly descriptive about Evergreen Commons are promoted and communicated to the community.

When specifically asked, "Would you consider Evergreen Commons a senior center?" 90.3% of respondents said they did. Of the respondents who had visited Evergreen Commons, 95% considered Evergreen Commons a senior center, versus 86.3% of those who have not been to Evergreen Commons. Note however that this relationship between Evergreen Commons and senior center only shows up when prompted and not when respondents are asked an unaided question about words that describe Evergreen Commons.



Thirty percent (29.8%) of respondents who had heard of Evergreen Commons were unable to name any programs or services offered by Evergreen Commons. Compared to the 16.8% who were unable to name any words describing Evergreen Commons, this suggests more people know Evergreen Commons in a general sense versus a specific understanding of the programs or services they offer. For respondents able to name a program most listed a program offered by Evergreen Commons, and very few named programs that were not offered.

Nearly all respondents thought that Evergreen Commons served people age 55 and older. Most men thought Evergreen Commons served people ages 65 and over.

Nearly 40% of respondents were unsure how Evergreen Commons is funded and of those with an opinion 34.6% thought it was funded by membership fees. Very few people thought Evergreen Commons was funded through an endowment or the Prince family.

Programs

Before respondents were asked about programs they were asked about unmet needs for seniors in the community, 5.6% of respondents had unmet needs in the community. Most of the unmet needs that were listed are provided somewhere within Holland. When respondents were asked about four specific programs interest ranged from: 52.7% for fee-based senior care management, to 26.0% for the bathing program. Respondents ages 60 to 69 indicated significantly higher interest in all four programs compared to other respondents.

Even though 52.7% of respondents said they were “very interested” in the fee-based senior care management program, this does not mean that every one of them would actually use such a program if offered. Because the respondents were not asked questions about the price of the program, location of the program, program provider, etc. their interest in the program could change once these factors were known.

Respondents age 50 and older were asked if they currently care for an elderly family member with no outside help. There were no demographic categories (income, gender, township, etc.) with significant differences in their response to this question.



Sources of Information

Most respondents heard of Evergreen Commons through word of mouth, 31.9% of respondents stated they heard of Evergreen Commons through a friend, relative, or neighbor. The paid advertising programs such as: weekly newspaper ads (23.5%), radio (4.0%), and member newsletters (3.7%), are relatively effective when compared with word of mouth advertising. For Evergreen Commons to increase their awareness or change perception in the community, these sources of information will need to increase, additional sources of information may need to be used as well, in order to reach the largest possible audience.

Respondents felt the best way to provide the community with information about Evergreen Commons was through flyer/mailings, 52.9% of respondents stated this as the best way. For Evergreen Commons' desired members age 55 and up a flyer/mailings was even more desirable. For example, 80.6% of respondents ages 70 to 79 said a flyer/mailings was the best way to communicate with them. It is clear from the responses to the question about the best way to provide information, that there is not one best way that will reach the entire community. It will be important to look at multiple methods of communicating Evergreen Commons' message.

Increasing Membership

When asked if there are any barriers that keep them from attending Evergreen Commons 73.5% of respondents stated there are no barriers that keep them from attending. Of the respondents that stated yes, 10.4% stated their age kept them from attending, followed by transportation (3.7%) and schedule (3.4%).

Just under one-fourth of the survey respondents said extending hours of operation during the evenings and Saturdays would increase their usage of the facility. However, the highest percentage of respondents indicating increasing hours would increase their attendance was in the 55 to 59 age group at 51.7%.



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<hr/> 17. What programs and services come to mind when you think about Evergreen Commons? <hr/>	[1] None/no services [2] Unsure [3] Programs and services - list: _____ <hr/>
18. In the past year, where have you seen or heard of Evergreen Commons? (DO NOT READ CHOICES - Check ALL that apply) <hr/>	[1] Unsure/NA [2] Do not recall seeing/hearing about it [3] Weekly newspaper ad [4] Radio [5] Web site [6] Television [7] Printed brochures [8] Member newsletter [9] Friends/relatives/neighbors [10] Referrals/Through other organizations [11] Community event [12] Other _____ <hr/>
19. When you think of Evergreen Commons, what age group do you think of? <hr/>	[1] Unsure [2] 65 and older [3] 60 and older [4] 55 and older [5] 50 and older [6] Other _____ <hr/>
20. How do you think Evergreen Commons is funded? (DO NOT READ CHOICES – Check all that apply) <hr/>	[1] Unsure [2] Endowment [3] Membership fees [4] Donations [5] Government [6] Grants [7] Other _____ <hr/>
21. Would you consider Evergreen Commons a senior center? Why or why not? <hr/>	[1] Yes _____ [2] No _____ <hr/>
22. Have you ever been to Evergreen Commons? <hr/>	[1] Yes, why? _____ [2] No [3] Unsure/NA <hr/>
23. Are you currently a member of Evergreen Commons? <hr/>	[1] Member [2] Non-Member <hr/>
24. Are there any new activities, enrichment classes or services you would like to see Evergreen Commons provide? <hr/>	[1] None [2] Activities _____ <hr/>
25. Are you aware of volunteer opportunities available at Evergreen Commons? <hr/>	[1] Yes [2] No [3] Unsure/NA <hr/>
26. Are there any barriers keeping you from attending Evergreen Commons? If so, what? <hr/>	[1] No barriers [2] Transportation [3] Cost [4] Other barriers _____ <hr/>
27. If Evergreen Commons added evening hours and Saturday hours would this make you more likely to use Evergreen Commons? <hr/>	[1] Yes [2] No [3] Unsure/NA <hr/>
28. Evergreen Commons is an adult community center that provides enrichment programs and senior care services. If Evergreen Commons wanted to provide you with information about their programs and services, what would be the best method to provide you this information? (Read choices/Check ONLY ONE) <hr/>	[1] Flyer/Mailing [2] Newspaper [3] Radio [4] Television [5] Web site [6] E-mail [7] Other _____ [8] Unsure/NA <hr/>
In order to use this information we need to know a little bit about you . . . <hr/>	
29. Do you have access to the Internet at home or work? <hr/>	[1] Yes, have access to Internet [2] No Internet access [3] Unsure/NA <hr/>
30. For statistical purposes only, is your total household income before taxes . . . (Read ranges) <hr/>	[1] Below \$25,000 [2] \$25,000 to \$34,999 [3] \$35,000 to \$49,999 [4] \$50,000 to \$74,999 [5] \$75,000 to \$99,999 [6] \$100,000 and over [7] Refused/NA <hr/>
This concludes our survey. Thank you very much for your time and participation. Have a good evening. <hr/>	
31. Determine by voice only: Gender of Respondent <hr/>	[1] Male [2] Female <hr/>

Founded in 1987, Perspectives Consulting Group, Inc. provides market research and strategic planning services to businesses and organizations throughout the United States. Using state-of-the-art market research techniques including focus groups, telephone/mail surveys, interviews and customer response systems, Perspectives Consulting Group, Inc. obtains the information necessary to make efficient and effective decisions and plan for the future. Perspectives Consulting Group, Inc. offers a full-range of planning services including strategic planning and feasibility studies that are essential to succeed in today's marketplace. Our primary focus is meeting the needs of nonprofit organizations, educational institutions, governmental agencies, religious organizations, and United Ways.



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- To provide the client with what they need, when they need it.
- To follow the simple process of listening, planning, researching, analyzing, evaluating and reporting for each client and project.
- To treat each client's situation as unique and individual, providing the best combination of services to meet the client's needs.
- To maintain a state of involvement that allows clear, unbiased, objectivity that insures and protects the confidentiality of the client's situation.

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