



2013 Biennial Participant Survey: Results & Comparisons

June 2014

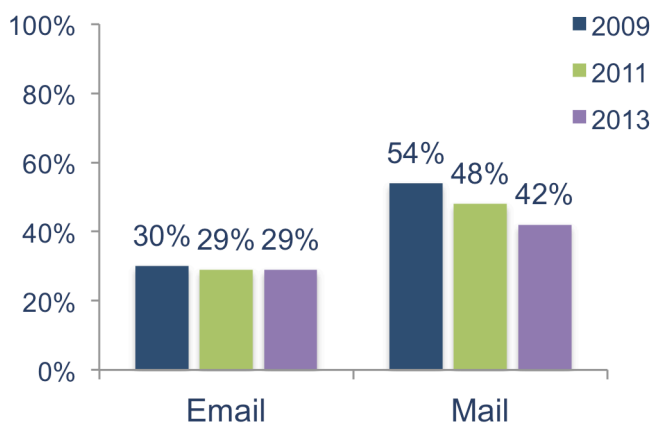
Purpose of the Survey

This was the third biennial survey and continues to serve the original purposes:

- Support business plan to increase participation and sustainability
- Measure outcomes of the OASIS mission to promote lifelong learning, healthy lifestyles and community engagement
- Provide guidance for program planning
- Assess participant satisfaction

Survey Methodology: The survey is conducted every two years with a new random sample. Core questions are repeated to track trends. The goal is to obtain 300 respondents per city. In the fall of 2013, about 35% of current OASIS participants received a survey, roughly 850 people per OASIS city. A total of 6,600 surveys were sent to those with emails and 3,600 surveys were sent via postal mail to those without email. Reminders were sent and participants were offered a \$250 drawing for returning the survey.

Response Rate: The 2013 survey yielded a response rate of 34% or 3,422 responses (29% email & 42% mail). Females, Caucasians, singles, higher income, higher educated, older and more engaged participants were more likely to respond in 2013.



Profile of OASIS Participants

<i>Average age 72 years</i>		<i>Female 79%</i>	
<i>Caucasian 87%</i>		<i>Low income 10%</i>	
<i>Married/partnered 58%</i>		<i>Live alone 39%</i>	
<i>Caregivers 20%</i> <i>(39% daily; 33% weekly)</i>		<i>Employed or seeking work 13%</i>	
Education		Health	
<i>High school</i>	6%	<i>Excellent</i>	11%
<i>Some college</i>	21%	<i>Very good</i>	28%
<i>College</i>	28%	<i>Good</i>	31%
<i>Post-graduate</i>	45%	<i>Fair/poor</i>	30%

Participation

77% of respondents participated in last 6 months

- 73% classes only
- 14% volunteer only
- 13% volunteers and class takers

Median number of classes: 3 per year

Median number of volunteer hours: 132 per year

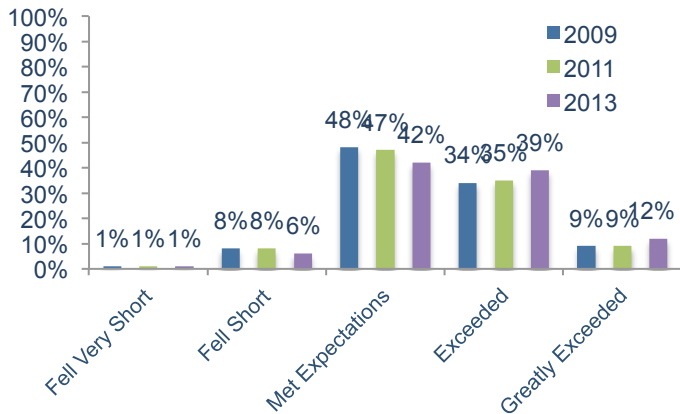
The top two reasons for participating in OASIS programming: (n=3111)

- Among class takers
 - To gain new skills/knowledge (72%)
 - To better fill my time or stay active (18%)
- Among volunteers
 - To help others or make a contribution to the organization (75%)
 - To better fill my time or stay active (12%)

The top two reasons for not participating in OASIS programming: (n=864)

- Among class takers were
 - Class times not convenient (19%)
 - Traveling (18%)
- Among volunteers were
 - Problems with my health (20%)
 - Class times not convenient (20%)
 - Classes not interesting to me (20%)

Met Expectations: Most respondents (93%) found that OASIS met or exceeded their expectations, with ratings stable from previous surveys.



Of the 230 respondents who reported that OASIS failed to meet their expectations, responses included: poor quality of class (n=57), poor instructor quality (n=56), limited course offerings (n=48), inconvenient time/location (n=39) and inconvenient/complicated registration (n=38).

Assessments of Service

Over 70% of respondents rated the quality of interaction with staff and volunteers and the quality of volunteer training/support as very good or excellent in 2013. These rates are higher than 2009 and 2011.

Interaction with Staff and Volunteers



A Pathway to New Activities

Many participants (n=2231) perceived that OASIS activities opened a door to other new activities. When asked *how* OASIS participation led to new activities, responses were as follows:

- My skills or knowledge increased. (73%)
- My desire to do things outside of the home increased. (39%)

- People I met or experiences I had motivated me to undertake new activities. (33%)
- My confidence or self-esteem increased. (25%)
- I met someone who helped me make a connection that led to new activities. (17%)

In what ways has OASIS opened new doors for you? (2,306 responses)

New hobbies/interests	44%
Education/classes	43%
Social/community groups or activities	27%
Volunteering	18%
Political or government activities	4%
Positive life change	3%
Employment/working for pay	1%
Teaching or traveling	1%

Note: Respondents could select more than one

Fulfilling the Mission of OASIS: Overall, participants reported more positive experiences from involvement in OASIS in 2013. For the first time in 2013, an item about social connections was included to establish a baseline for future tracking.

Responses	Agree/Strongly Agree		
	2009	2011	2013
My desire to continue learning increased.	73%	72%	75%
I gained useful skills or knowledge during my participation with OASIS.	76%	77%	82%
My experience at OASIS was intellectually stimulating.	84%	84%	87%
Participation in OASIS has enriched my life.	79%	79%	84%
Participation in OASIS has increased social connections.	N/A	N/A	41%

Current Use of Findings

- Program evaluation by city
- Communication with partners
- Funding-grant writing
- Program planning
- Marketing

Acknowledgements: Huajuan Chen, Janice Branham, Jeremy Wagner, Mary G. Wilson, Taylor Ford, Jake Eaton and Nancy Morrow-Howell.