Please Note:

1. Although this study, sponsored by Road Scholar, was sent to numerous OLLI’s throughout the country, this document covers ONLY responses from the OLLI at the University of Cincinnati. All references to “OLLI” in this report refer to OLLI at UC.
2. Non-members included in this survey have some connection with OLLI. They have either requested a catalog or stopped taking classes in the past two years.
3. There were 551 responses to Question 1. Exact numbers of respondents answering specific questions are not included in this document; however this information is available in another document.

Question 1 – (All respondents) - Are you an active member of OLLI for the 2016 fall semester? N=551

75% are members, 25% are non-members. 57% of non-members are on the mailing list and may join sometime in the future and 43% let their membership lapse temporarily.

Question 2 – (Current members only) – On a scale of 0 to 10, how likely are you to recommend OLLI to others?

The majority of current member respondents are likely to recommend OLLI to other seniors. 79% are promoters, 16% passives, 5% detractors

Question 2A – (Current members only) – What is the primary reason for your score?

See Appendix

Question 3 – (Current members only) - About how long ago did you FIRST become a member of OLLI?

Most member respondents (86%) have been in OLLI for at least one year.

- 6 or more years ago – 31%
- 3 to 6 years ago – 29%
- 1 to 3 years ago – 26%
- Less than 1 year ago – 13%
- Don’t know – 1%

Question 4 – (Current members only) - How did you first learn about OLLI?

Please note: This question asks “first learn” about OLLI (only one response allowed). The Marketing Committee’s New Member survey asks respondents to indicate “all” sources where you have heard about OLLI (multiple responses allowed).

Not surprisingly, word-of-mouth continues to rise to the top as the most effective way to reach new members. 49% first learned about OLLI via friend or family member. 12% first heard about OLLI
from the media (newspaper, TV, radio, advertisement, etc.), 10% identify a catalog or other information found in a public place, and 6% cite a mailing.

**Question 5 – (Current members only) - Approximately how many minutes on average does it take you to travel from your home to the primary location of OLLI?**

A commute time of 30 minutes or less is ideal, OLLI's appeal drops significantly if it takes longer than 30 minutes. 84% of respondents travel 30 minutes or less to OLLI. Another 13% make a 31 to 45 minute trip to OLLI. None of these respondents travel over an hour to get to classes.

**Question 6 – (Current members only) - In which, if any, of the following roles have you served at OLLI?**

68% of respondents have not served in any role for OLLI other than student. 19% have been moderators, 11% have been a committee member, and 7% have been an event volunteer. 6% have served on the Board of Directors.

**Question 7 – (Current members only) – How many different Special Interest Groups (SIGs) do you currently attend regularly?** By “attend regularly” we mean on average that you get to half or more of the SIGs meetings or events.

**There may have been some confusion among respondents about exactly what a SIG is.** 54% report that they do not regularly attend any SIG meetings or events. 22% attend between 1 and 4 SIG events. 24% of respondents indicate that OLLI has no SIGs.

**Question 8 – (Current members only) – Whether or not OLLI currently offers educational journeys, how interested are you in each of the following types of journeys, assuming the destinations are of interest?**

**Trips that attract the strongest interest are the shorter ones.** 79% are very interested or somewhat interested in one-day (not overnight trips), and 56% are very or somewhat interested in 1 to 3 day trips by motor coach/bus.

**There is fairly strong interest (49% are very or somewhat interested) in 10+ day international trips.**

There is some interest (between 35% and 39% are very or somewhat interested) in 1 to 7 day domestic trips by air or motor coach/bus.

**Question 9 – (Current members only) – For each of the following statements about OLLI, please indicate whether you strongly agree, somewhat agree, neither agree nor disagree, not disagree, somewhat disagree, or strongly disagree.**

Over 90% of respondents (between 91% and 94%) strongly or somewhat agree with the following four statements, indicating strong support for OLLI among these current members.

- It’s an exceptional value for the money.
- The programs and courses have outstanding instructors
- It’s well-managed.
- The programs and courses have high educational value.

**Social interaction also garners strong support among these respondents.** 85% either strongly or somewhat agree with this statement.

- The other members are people I enjoy being with.
Question 10 – (Current members only) – Not including fees you have paid for membership or to register for programs or courses, have you ever made a financial donation to OLLI?

There is an opportunity to increase the number of OLLI members who donate funds to the organization. Only 22% of respondents have made a donation.

Question 11 - (Current members only) What is the approximate total amount of all the financial donations (not including fees for membership or to enroll in programs or courses) have you made to OLLI?

Responses were not included in the spreadsheet.

Question 12 – (Non-members only) – Do you expect to join OLLI in the future?

91% of non-member respondents expect to join OLLI at UC in the future.

Question 13 (Non-members only) – Why haven’t you joined OLLI at UC?

Most (55%) non-members cite “other” as their reason for not joining OLLI at UC. No further breakdown of the “other” category was included in the spreadsheet.

The next most frequently mentioned reasons for not joining OLLI at UC are the following:

- Location is too far – 20%
- Family obligations – 17%
- Still working – 16%

Question 14 – (All respondents) – How frequently, during the last 12 months, have you participated in the following activities, either as a part or outside OLLI?

(Options were: Every day, Almost every day, Several times each week, Three or four times each month, One or two times each month, and Less than once a month.)

The figures below indicate the percentage of respondents who say they participate in the activity at least once a month. Activities are listed in descending order of frequency of mention.

- Hiking/walking for exercise – 80%
- Gardening – 53%
- Attending church – 53%
- Volunteering – 52%
- Digital photography – 45%
- Book club – 30%
- Attending meetings of civic or fraternal organizations – 29%
- Riding a bicycle – 19%
- Genealogy – 17%
- Learning a foreign language – 13%
- Writing a book or memoir – 13%
- Playing a musical instrument – 12%
- Maintaining a website or blog – 10%
- Dancing – 9%
- Playing bridge – 8%
- Participating in community theater or play reading group – 5%
• Playing tennis – 5%
• Singing in a choir – 5%
• Participating in an investment club – 4%
• Playing in a band or orchestra – 3%

Question 15 – (All respondents) – Below is a list of popular Internet websites or web-based learning channels. For each website on the list indicate the frequency with which you use that website.

(Options were: More than once a week, Once a week, More than once a month, Once a month, and Occasionally.)

• Facebook - 60% use Facebook more than once a month. 49% use Facebook more than once a week.
• Trip Advisor – 64% use Trip Advisor at least occasionally
• TED Talks – 48% watch TED Talks at least occasionally
• YouTube – 48% use at least once a month
• Pinterest – 34% use at least occasionally
• EdX or other academic lecture websites – 17% use at least occasionally
• LinkedIn – 14% use at least once a month
• Twitter – 9% use at least once a month

Question 17 – (All respondents) - Which of the following items do you own?

• Smart Phone (e.g. iPhone, Droid, or Blackberry) – 73%
• Cell Phone – 70%
• Smart Television – 34%
• Desktop Computer – 62%
• Laptop computer – 65%
• Tablet Computer (e.g. iPad) – 55%
• iPod, iTouch, or MP3 Player – 32%
• Book Reader (Kindle, Nook, etc.) – 43%
• Global Positioning System (GPS) – 54%

Question 18 – (All respondents) – In general, would you say the past year of your life has been:

(Options were: The best, Better than normal, Normal, Worse than normal, The worst.)

Most respondents are satisfied with their current lives. 86% rated the past year as “The best,” “Better than Normal,” or “Normal.” Only 14% felt the past year was “Worse than Normal” or “The worst.”

Question 19 – (All respondents) When thinking about the next 5 – 10 years, do you expect your overall quality of life to get:

(Options were: Much better, Somewhat better, Stay about the same, Somewhat worse, Much worse.)

Most participants are optimistic about their future quality of life. 87% expect their future quality of life will be better or stay about the same. Only 13% are pessimistic.
Question 20 – (All respondents) - How confident are you in your ability to maintain a high quality of life throughout your senior years?
(Options were: Very confident, Somewhat confident, Not very confident, Not at all confident.)

Nearly all participants are optimistic that they will be able to continue to enjoy a high quality of life. 94% are either very or somewhat confident about their ability to maintain a high quality of life throughout their senior years.

Question 21 – (All respondents) Why are you confident about your ability to maintain a high quality of life throughout your senior years? Please tell us your top two choices.

Percentages below reflect the number who indicated the statement as their 1st or 2nd choice.

- I’m in good health. – 50%
- I’m well-prepared financially – 45%.
- I have the support of my friends and family – 44
- I’m happy about my living situation – 33%
- I’m just an optimistic person. – 23%
- Other – 3%
- Don’t know – 2%

Question 22 – (All respondents) - How concerned are you that your savings and income will be sufficient to last for the rest of your life? Are you: Very concerned, “Somewhat concerned, Neutral, Not very concerned, or Not at all concerned.

Finances are not a significant concern for the 74% of these participants who say they are not at all concerned or not very concerned. 22% are somewhat concerned and only 4% are very concerned.

Question 23 – (All respondents) - How often do you typically exercise for 30 minutes or more?
(Options were: Every day; More than twice a week, but not every day; Once/twice a week; Less than once a week; Never.)

72% of participants claim to exercise at least 3 times per week.

Question 24 – (All respondents) - In general, would you say that your health is excellent, very good, good, fair, or poor?

93% of these seniors rate their health as excellent, very good, or good.

Question 25 – (All respondents) – In what year were you born?

Consistent with demographic trends, Baby Boomers involved or interested in OLLI now outnumber Traditionalists. 55% of respondents are Baby Boomers (born 1946 and later). Traditionalists (born 1926 to 1945) represent 44% of participants; just 1% were born before 1925.

Question 26 – (All respondents) – Please indicate your gender.

Consistent with other OLLI surveys, more women are involved or interested in OLLI than men. 66% of respondents identified themselves as female, 34% as male.
Question 27 – (All respondents) – Which of the following BEST describes your employment status?

80% of these seniors are retired and not working at all. 8% work part-time as a paid employee, and 7% are self-employed. Only a very small number work full-time as a paid employee, are unemployed but looking for work, are unemployed and not looking for work, disabled or on medical leave, or self-identify as “other.”

Question 28 — (Only respondents who do not self-identify as “retired” in Q 27) - When do you expect to fully retire?

44% of respondents answering this question expect to fully retire in 5 years or less, 13% expect to retire in 5 or more years, 14% do not plan to retire ever, and the rest, 28% respond “I don’t know.”

Question 29 – (All respondents) – Which of the following words or phrases BEST describes your marital/relationship status?

65% of participants are married or in some form of long-term relationship. Only 8% were never married; 27% are divorced, separated, or widowed.

Question 30 – (All respondents) – How many children or step-children do you have?

75% of these seniors have between 1 and 4 children or step-children, 18% have no children and 7% have more than 4 children.

Question 31 – (All respondents) – Lives are filled with obligations. Please tell us which of the following are obligations your currently have.

- Paying a mortgage – 35%
- None – 35%
- Saving for retirement – 15%
- Paying or contributing to college tuition for your grandchild – 15%
- Providing financial support to an adult child or adult grandchild – 15%
- Caring for your parent(s) or the parent(s) of your spouse or partner – 11%
- Other – 9%
- Paying or contributing to college tuition for your child – 4%
- Caring for a seriously ill spouse, partner, family member, or friend – 4%

Question 32 – (All respondents) – Which of these types of housing best describes your primary residence?

Only 2% of respondents live in a retirement community. 94% live in a single family home, townhouse, condo or cooperative.

Question 33 – (All respondents) - What is the highest level of education you completed?

All of these seniors have graduated from high school. 89% have at least a bachelor’s degree.

Question 34 – (All respondents) – What do you consider to be your primary career field? This may have been your occupation when you were working regularly in the past, or may be your current occupation.

There were a total of 24 career options presented, including “Other.”
Nearly a quarter of participants are retired educators. 21% identify with teacher of professor, and another 2% were in school or college administrative careers. 20% describe their primary career as “Other.” 10% were in a medical occupation, 6% were managers or supervisors of a company, and 5% were engineers or scientists.

The following careers were each identified by 4% of these seniors:

- Business owner
- Social workers/psychologists
- Accountants,
- Attorney, judge, or other legal profession
- Administrative assistant or secretary

Question 35 – (All respondents) – Which of the following best represents your racial or ethnic heritage?

90% of participants self-identify as “Non-Hispanic White or Euro-American.” 6% reject all seven racial/ethnic categories and opt for “Other.” Just 4% are spread among the remaining six racial/ethnic options.

Question 36 – (All respondents) – Please tell us your approximate household income from all sources. This information, along with other information you provide is strictly confidential.

34% of respondents refused to answer the question. Of those willing to provide an estimate of their income, 51% have an annual income of $35,000 to $149,999. 7% report an income of less than $35,000 and 9% have an income above $150,000.
APPENDIX

SUMMARY OF RESPONSES TO QUESTIONS 2 and 2A

This section contains feedback on some of the strengths and weaknesses of the OLLI program, based on responses to Question 2 and Question 2A. These are comments only from current OLLI members. Keep in mind that this question focuses on the likelihood of recommending OLLI to others. Although similar, this question is not a “like/dislike” question.

This appendix is divided into two sections – positive responses and negative responses. Section 1, the “positive” section, could be helpful when crafting messages about OLLI to potential and current members. These comments provide detailed insights into the strengths of the program itself as well as some of the emotional benefits of the program. This section could also be used as a resource for the words and phrases used by our consumers; these are words and phrases that might resonate with potential and current members.

Section 2 is the “negative” section. Although the vast majority of OLLI members are generally pleased with the program, these negative comments offer an opportunity to reflect on how the program could be even better.

Below are the questions that generated the responses covered in this Appendix:

Question 2 – (Current members only) – On a scale of 0 to 10, how likely are you to recommend OLLI to others?

Question 2A – (Current members only) – What is the primary reason for your score?

Please Note: Italicized words are direct quotations from survey participants.

Section 1: Positive Responses

OLLI’s “Products” or “Outputs”

**Classes** – Listed in descending order of frequency of mention

- **Wide variety** – *There is something of interest for almost everyone. / It’s a good mix of educational opportunities and just for fun. / New classes are being offered all the time.*
- **Fun** – *Entertaining/ Fun/ I’ve received a great deal of enjoyment from the classes*
- **Informative** – *Enriching/ Great way to learn something new/ Interesting/
- **High quality** – *Well done/ Quality/ Terrific lectures/ Excellent classes*
**Moderators**

- **Excellent moderators** – Terrific teachers/ Taught by professionals/ Generally well-prepared/ Dedicated/ Interesting instructors/ The classes have given me a chance to learn from many talented teachers.
- **Knowledgeable** – The wealth of knowledge of the instructors /
- **Enthusiastic** – They have a passion for what they’re teaching/ They know how to communicate their knowledge and enthusiasm

**Ambiance**

- **Informal** – Casual atmosphere/ I can continue to learn without homework. / A great way to expand your knowledge without any pressure. / It’s a way of learning and participating that is fun and totally without pressure.
- **Friendly** – There’s a sense of community/ Fellowship/ Friendly environment
- **Respect** – OLLI is a place where your opinion is always valued
- **Stimulating** – It’s a stimulating educational and social environment to interact with like-minded individuals.

**Locations**

- **Convenient** – Easily accessed sites/ Easy parking/ Venues are accommodating
- **Multiple locations** – Diverse locations/ I like the two locations
- **Victory Parkway** – Love the Edgecliff location/ Easy access to Victory Parkway Short walk to classes/ Better than Adath Israel because it allows for meals and lunches in contrast to the synagogue/ Fantastic facility/ Ideal location for those commuting from Clifton, East Side, Anderson Township / Good classrooms/ Beautiful campus
- **Adath Israel** – Very nice

**Cost**

- **Inexpensive** – Reasonable price/ Best bargain in town/ Economical/ It’s the best money I spend every year/ An unbelievable bargain

**OLLI Emotional Benefits**

**Social Interaction**

- **I can meet people like me** – Keeps me connected to active people who are interested in learning/ People with similar interests/ Meet like-minded people/ Make new friends/ Opportunity to connect with people I would have never met otherwise/ Learning with learners./ Being with others of a certain age engaged with education and sharing enthusiasm.
I can have conversations – Students are very friendly at Victory Parkway/ Conversations and interactions/ Maintain a strong social life

I can learn from other students – The students bring as much to the classes as the moderators/ I love the peer interaction and learning what makes others in my generation tick.

Educational Opportunity

I enjoy learning – I’m a perpetual student/ I’m always learning something new/ I believe in continuing education/ It’s for people like me who want to continue learning/ I love learning./ OLLI gives some substance and meaning to the time I spend in classes. So much more than purely social activities./ OLLI is a perfect opportunity for anyone who likes to learn.

I can learn something new – Learn things I didn’t have time to pursue when I was working/ Increase my knowledge of subjects I could not study as electives in my Business curriculum/ The classes allow us to wander new paths and hear others’ opinions and thoughts

Improved Quality of Life

It helps my brain – At this stage of my life I need as much mental stimulation as I can get/ Keep my brain sharp/ Stay stimulated/ Keeps me engaged mentally and socially/ Continuing education is vital for cognitive health.

It keeps me active – It helps to get you out of the house/ Now that I am semi-retired it gives me a reason to get out.

It keeps me engaged - Involved people have an enhanced quality of life/ Learning is what makes life worth living. Seniors must keep having challenges./ OLLI saved my life when I retired from a demanding job./ I’ve recently retired and OLLI is a whole new journey.

It gives me pleasure – I’ve enjoyed going back to “college” again after almost 50 years. Thanks for bringing joy back to my life. / OLLI is what I look most forward to attending each week.

General Positive Comments

Wonderful, economical opportunity for mature adults.

In the 8 years I have been a member, OLLI has exceeded my expectations.

Interesting classes by and for interesting people.

An amazing opportunity to learn, and interact with others while doing it.

OLLI has become a big part of my life.

A wonderful, all-encompassing, life experience

I miss it when we are between quarters.

OLLI is a hidden treasure.

OLLI isn’t for everyone, but for those with time to spare and a love of learning, it is a great program.
There are high quality courses on the Internet. There are social groups that lack a high quality focus. OLLI has both aspects.

Classes are addictive in a very good way.

Specific Classes Mentioned in Comments

- Enneagram
- Broadway and Hollywood musicals
- Music appreciation – Informative and presented with ideas from the Internet.
- Cincinnati focused classes – Classes like Cincinnati Happenings have exposed us to many cultural events that we may not have been participating in, but will in the future. / The classes this fall taught me a lot about my home town.
- Technology classes – Be the Boss of Your IPad was an excellent class. / I especially like the technology classes.
- Travel classes – The travelogues are wonderful as I would probably not get to those places.
- “Wisdom” – The subject matter on wisdom that I have taken for the past three years is one of the best I have taken, ever.
- Lecture series - I really enjoyed the Brown Bag sessions this term. They were very different from one week to the next, but all were enjoyable in their own way. / I’ve especially enjoyed the Wednesday WOWs because we’ve been traveling too much for me to take a long term class.

Section 2: Negative Responses

Classes

- Uneven quality – Some classes are fine, others are awful. / Some classes are lacking, but they are the exception. / Some are good to very good and there is also an occasional bummer. / The courses are hit or miss, and there’s no way to tell which ones are good and which ones are not.
- Classes fill up – Availability of the most desirable courses is limited. It’s hard to encourage someone to sign up for something that will not be available. / I can never get the classes I want. / The great ones fill up fast and you get shut out.
- Limited variety – I’m not interested in most classes. / I believe the nature of the offerings is not what every person would like to participate in, so I lowered my score to a 9. / There are only a few courses that interest me. I like the more active ones. / I was unable to find enough courses of interest or that were available on the days and times that were good for me.

Moderators

- Lack of enthusiasm – Some are just mailing it in, not committed to teaching. / The yoga instructor never showed up to teach the course. / As a first time OLLI
student I was expecting more than I received in terms of stimulation, encouragement and leadership from the instructors. It seemed to me as if they were just mailing it in. Perhaps this is based only on the two courses I took. I certainly hope so.

- **Lack of teaching skills** – So many of the classes are mediocre and led by those not proficient in teaching. / The instructor for my class was knowledgeable but boring. / Having taught for several years at the adjunct/university level I know how hard a job/profession teaching is. I failed to see the same commitment from those who attempted to teach me at OLLI.

**Locations – General**

- I don’t like the location of the classes. / The locations of classes is not very convenient.
- Many of the classes moved to a location one hour from my home. That’s too far to drive in expressway traffic.
- Many of my friends no longer drive.
- Many of my friends tend to be more interested in activities that they can walk to downtown.

**Location – Adath Israel**

- **Classroom size** – Classrooms are too small. / Classrooms are for kids.
- **HVAC** – Poor heating and cooling
- **No food** – No food can be eaten on the premises.

**Location – Victory Parkway**

- **Crime fears** – Unsafe neighborhood
- **Inconvenient** – Not convenient for anyone not living in Clifton or Northern Kentucky. I didn’t retire to go back to long drives. / It’s inconvenient because of rush hour traffic. / The traffic on the I-71 corridor is a miserable drive to and from Victory Parkway for much of the time.

**Catalog**

- **Poor descriptions** – The class description doesn’t always fit with what the class was.

**Enrollment**

- **Too complicated** – The enrollment process is too involved.

**Governance**

- **Undemocratic**- The governing committee is not elected by members.
**General Comments**

- I felt a bit disappointed in classes.
- I have not enjoyed the courses I have taken. However, I recognize that others do.
- The art museum Van Gogh exhibit was a disaster, no docents.
- There was only one class I was interested in, and I don’t want to go all the way across town for one class. If there had been another one I liked on that day I would have joined again…Could you consider putting poetry, literature and the ilk on the same day?