

# Spring '09 New Member Survey

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North Carolina Center for Creative Retirement

March 2009

# Introduction

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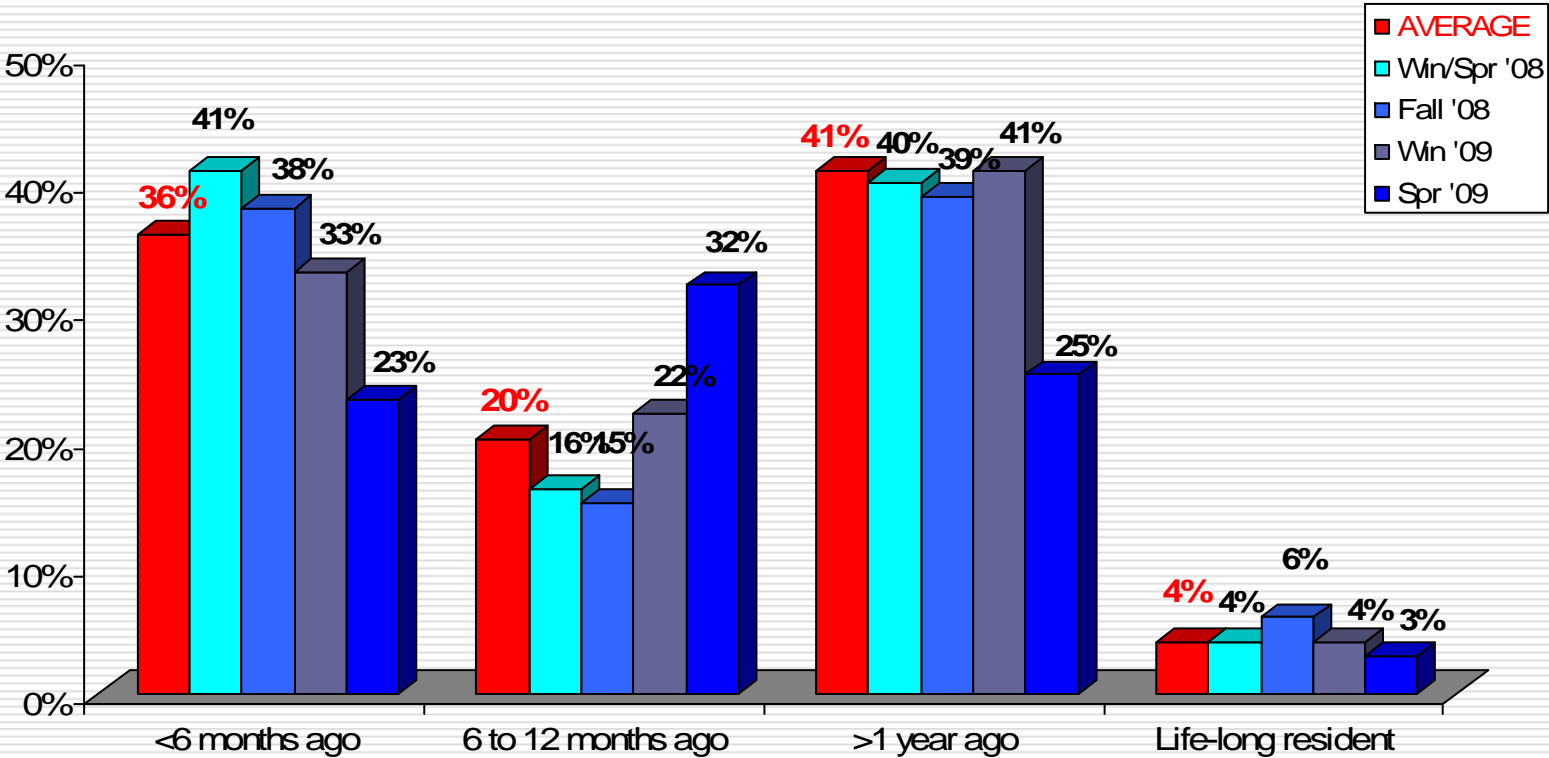
- This program to gather information about new NCCCR members was initiated at the outset of the Winter '08 term. The current report contains the latest (Spring '09) and four prior terms' results.
- A total of 237 new members have been surveyed since the program started, including:
  - Winter and Spring '08 (combined); N = 72
  - Fall '08; N = 71
  - Winter '09; N = 54
  - Spring '09; N = 40
- To gather the data, questionnaires were distributed during each term's new member orientation session.
- In addition to term-by-term results, the *average percent* across all has been added this time.
- Some questions (and possible responses) included in prior terms were eliminated, and others added.

# New Member Profile

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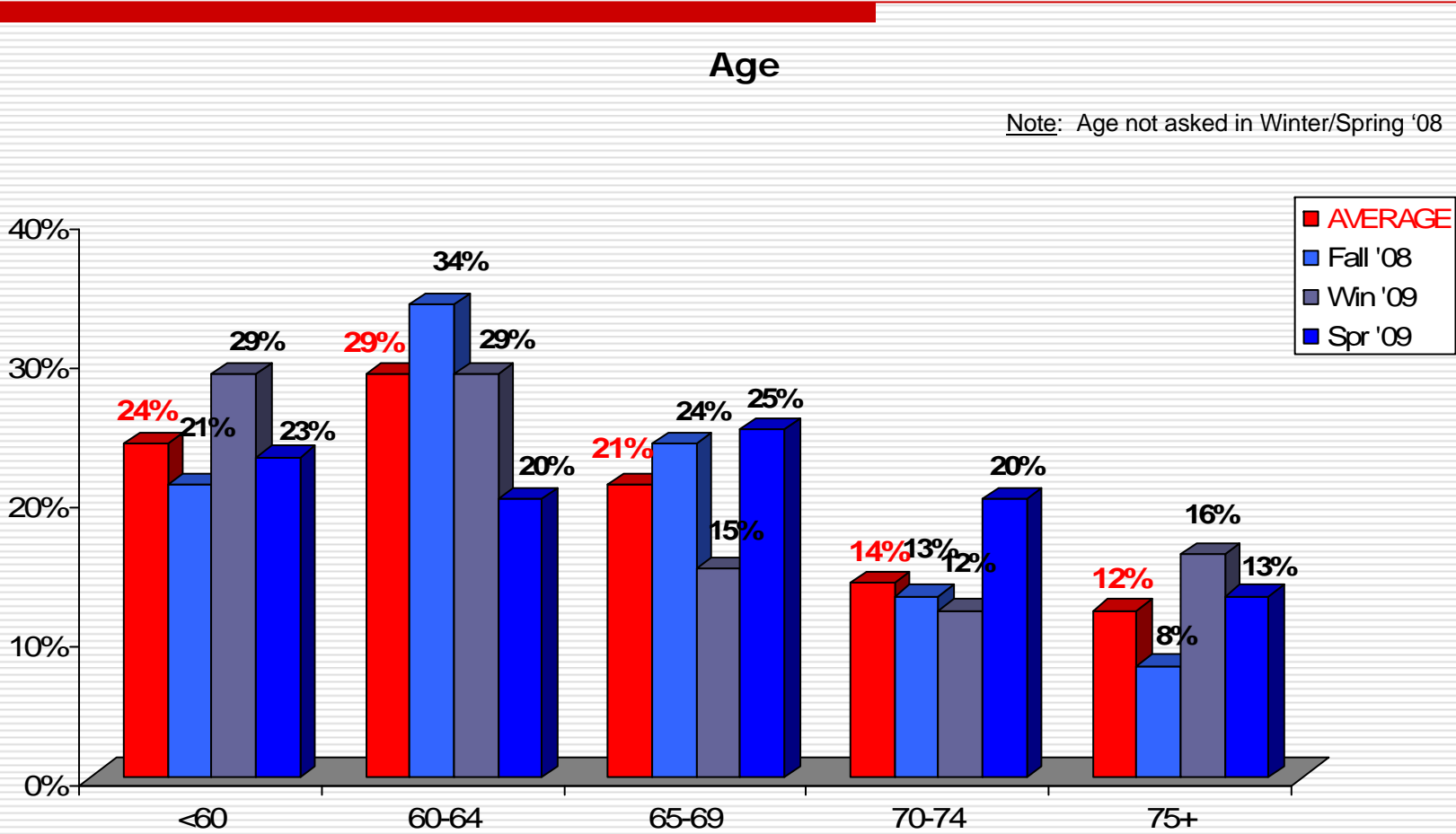
Many new NCCCR members are not newcomers to the area; four of ten relocated more than a year ago

When Moved To Asheville Area



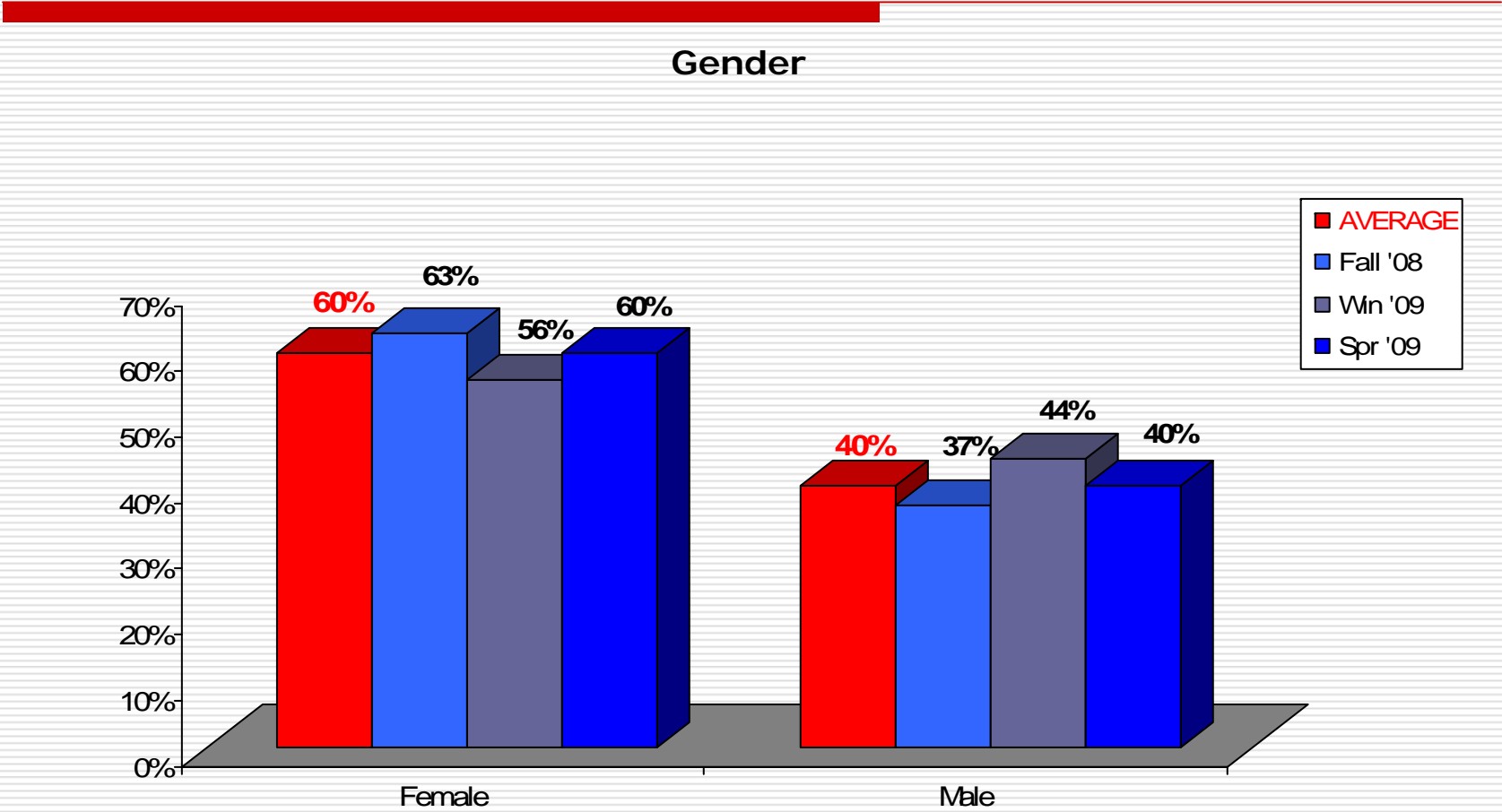
Question: How long ago did you relocate to the Asheville area?

Their age distribution is bimodal – nearly equal proportions are <60 (24%) and 70+ (26%)



Question: Into which of the following groups does your age fall?

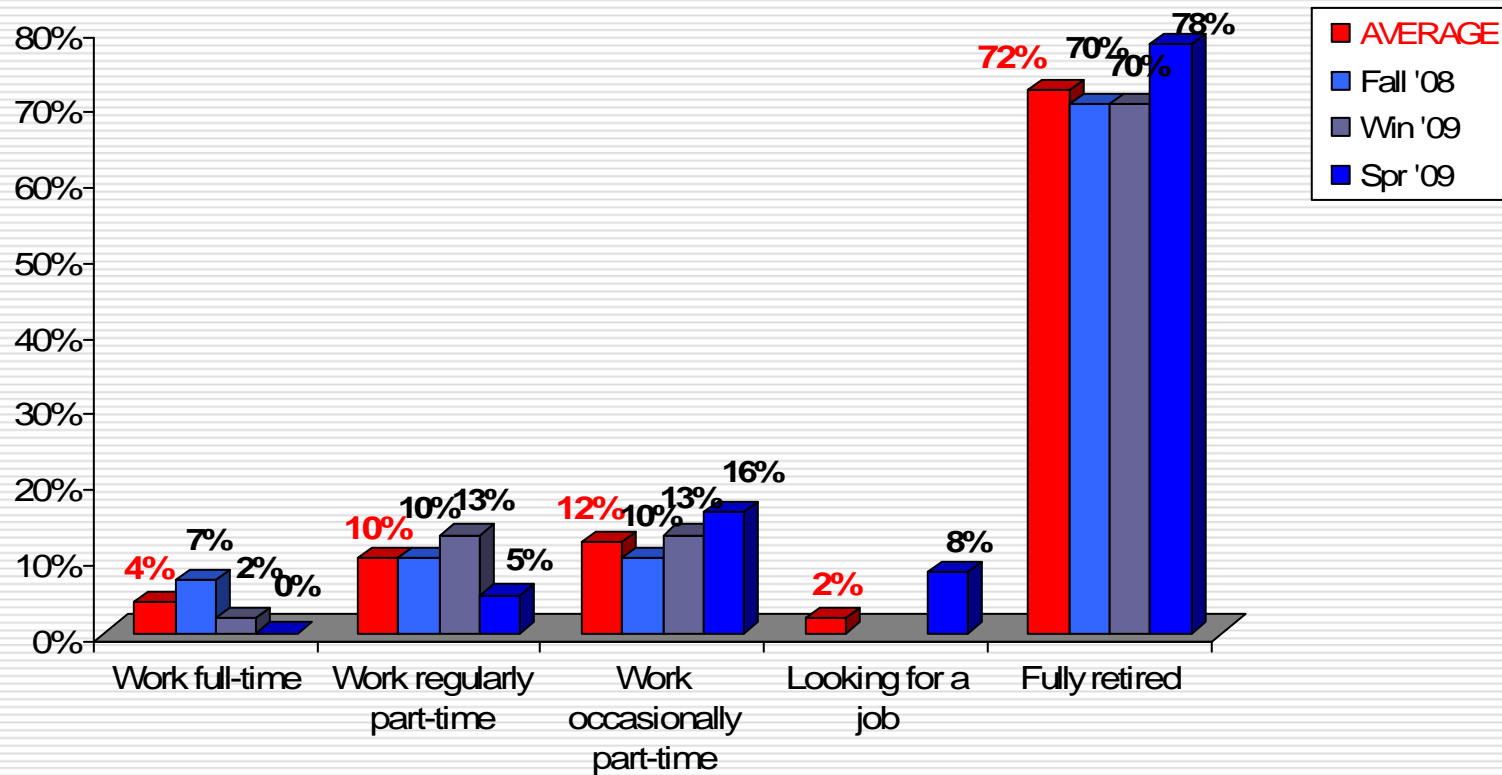
Six of ten are female, a somewhat smaller proportion historically than NCCCR's membership in total



# A quarter work for pay, nearly all part-time

## Current Employment Status

Note: Question asked for first time in Fall '08



Question: What is your current status with regard to paid employment?

# Profile of Working New Members

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Questions about paid employment were first asked in the Fall '08 term, and all analyses in this section are based on a total of 42 working new members, including:

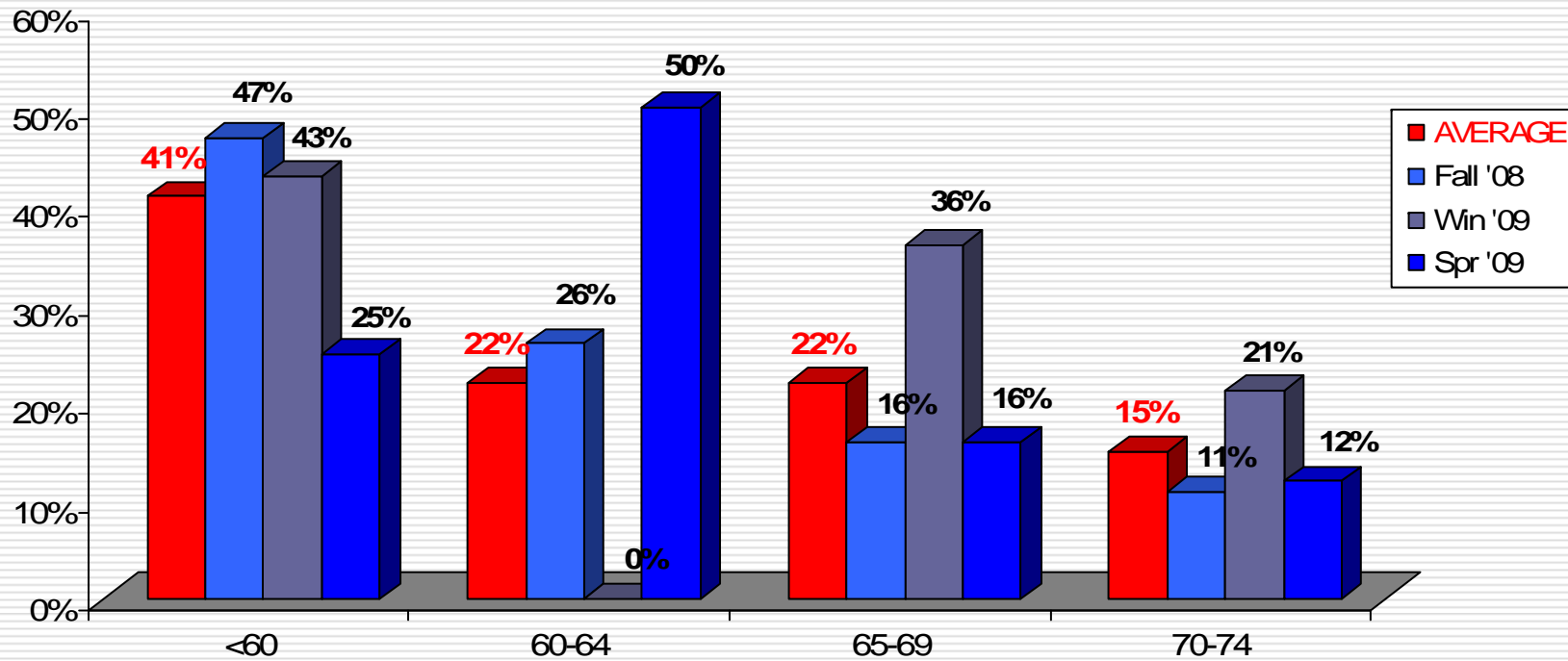
19 in Fall '08

15 in Winter '09

8 in Spring '09

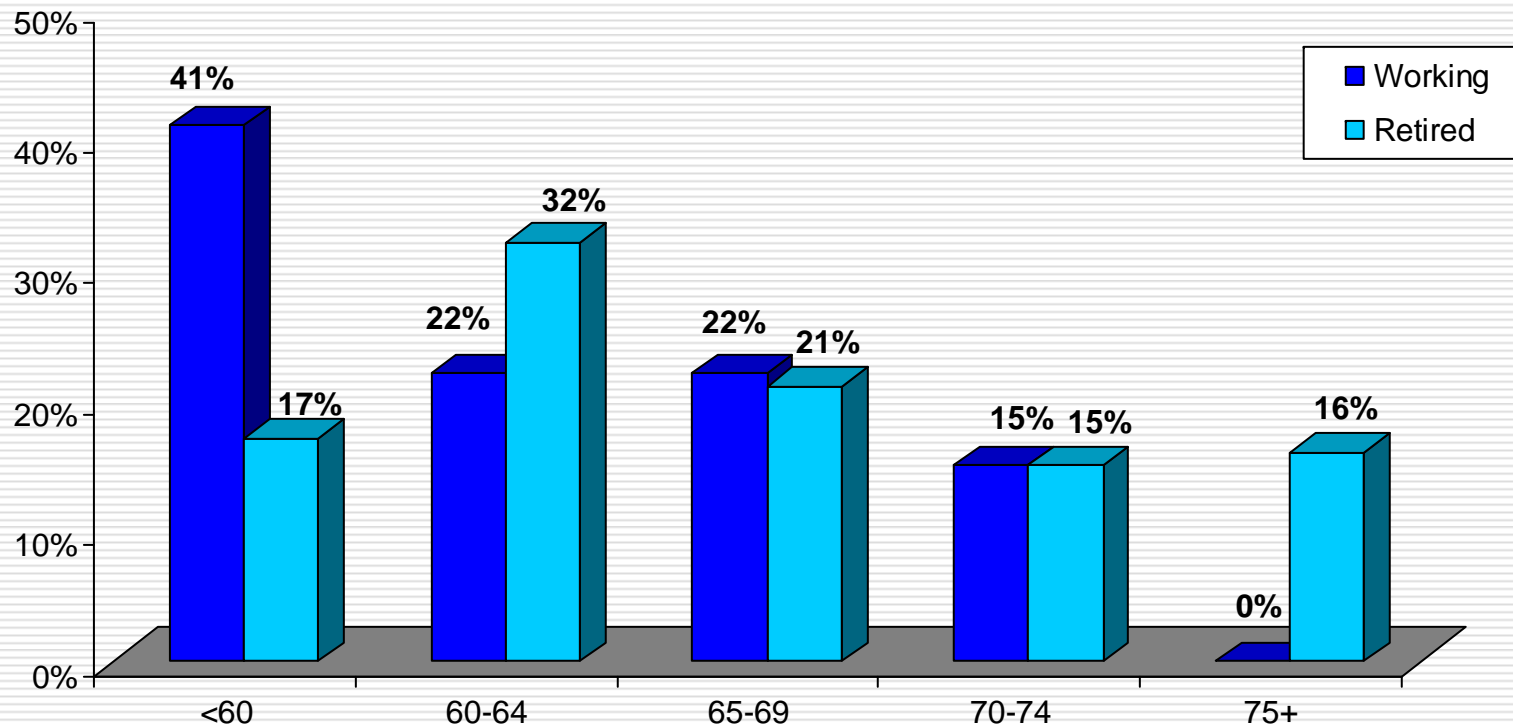
41% of those who work are under 60 years old

**Working Members' Age**

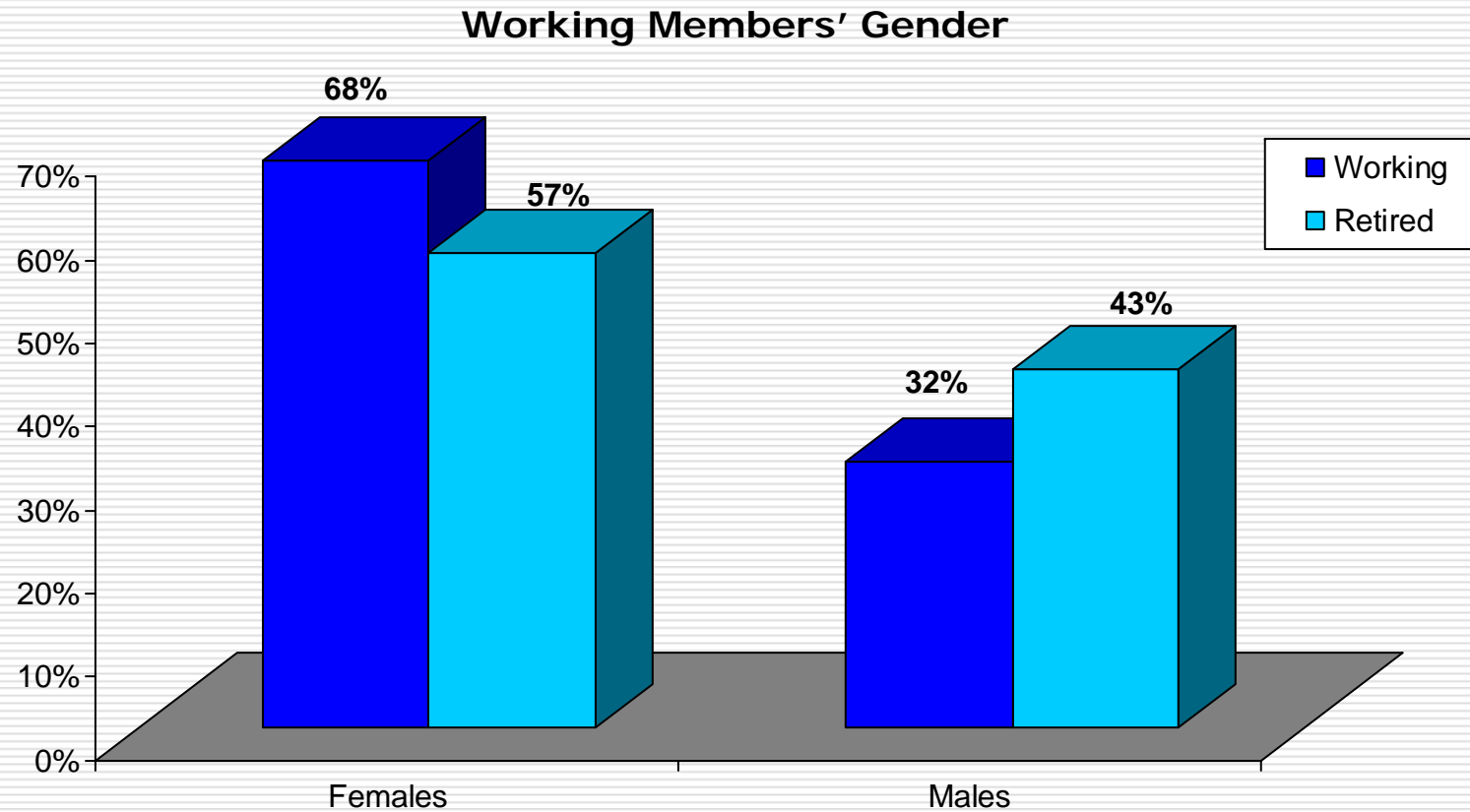


Many more working (41%) than retired (17%) new members are under 60, while fewer are 75+

Working vs. Retired Members' Ages



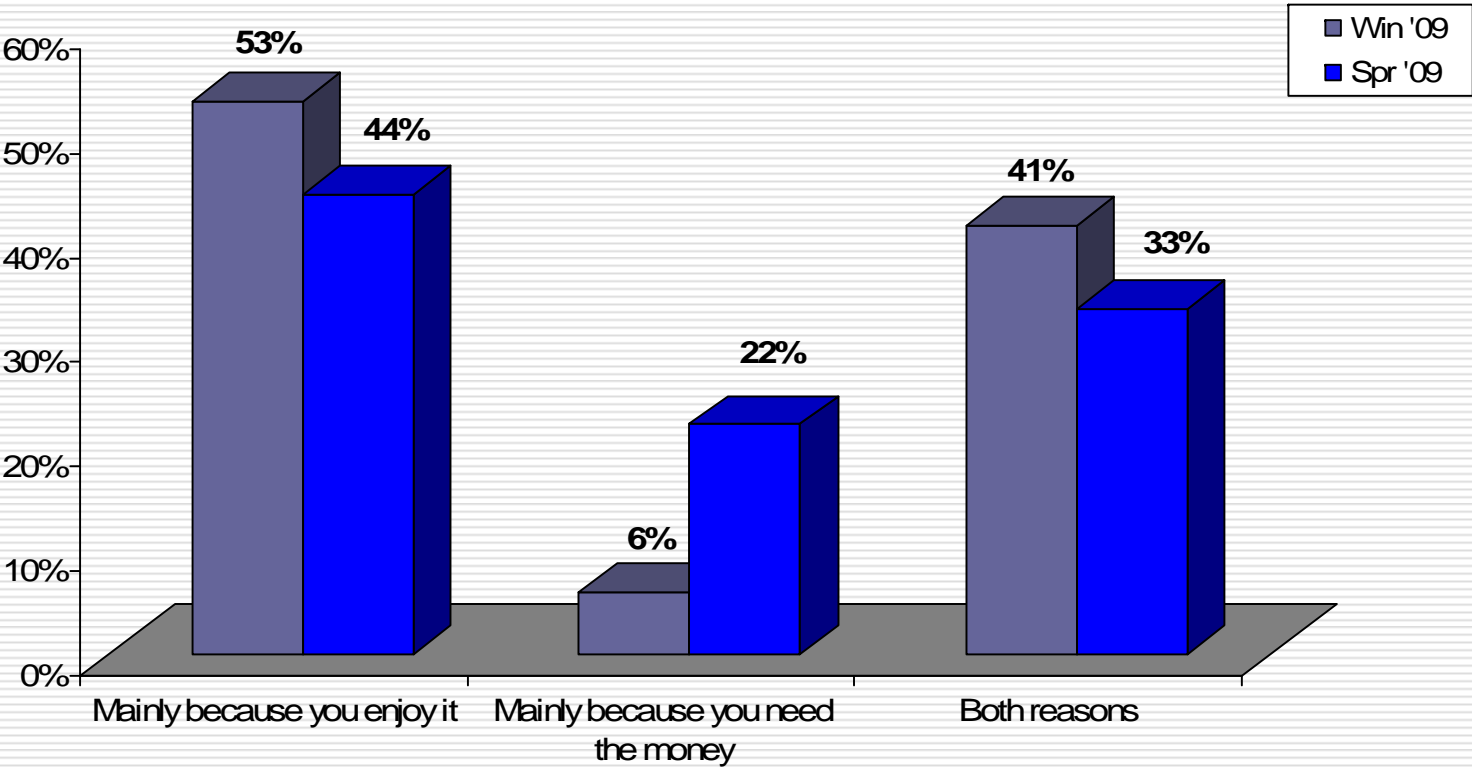
Females comprise a somewhat larger proportion of working than retired new members



# Most claim to work because they enjoy it – but *need* may be an increasing motivator

**Why Work?**  
(Those working full- or part-time)

Note: Question asked for first time in Winter '09

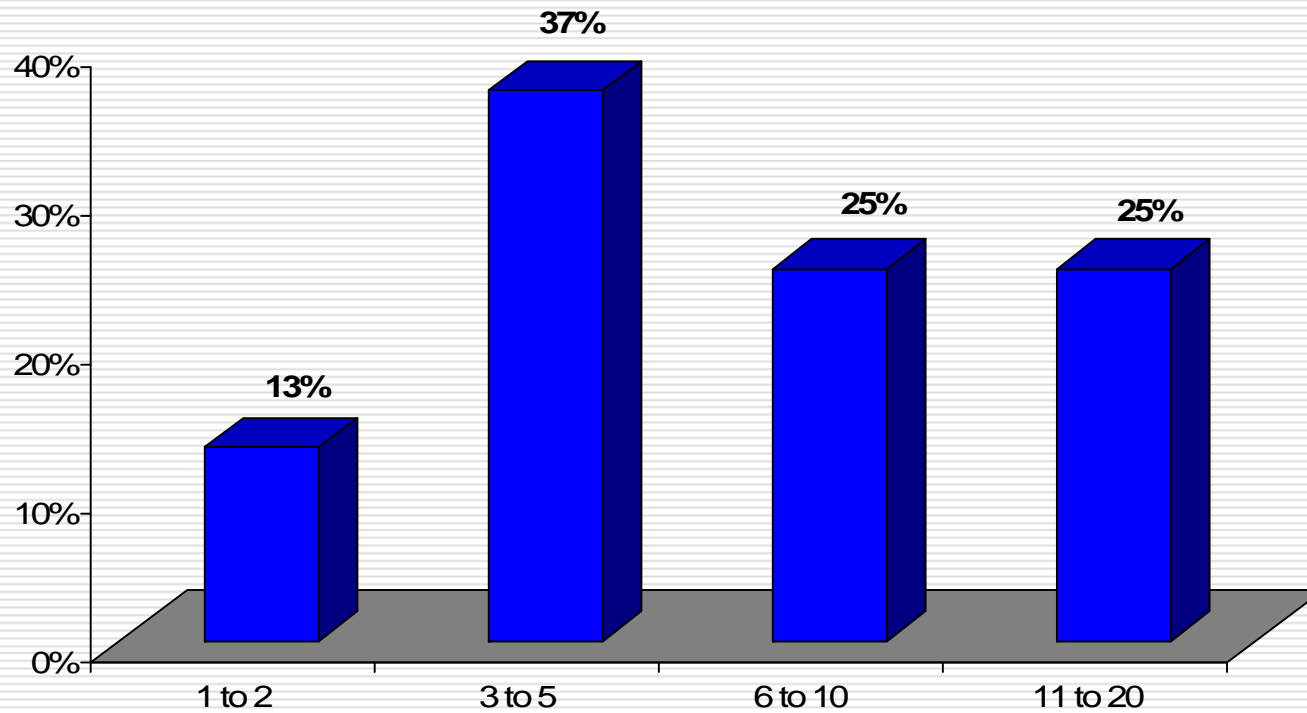


Question: Do you work...?

# The majority who work do so for at least three hours per week

Note: Question asked for first time in Spring '09

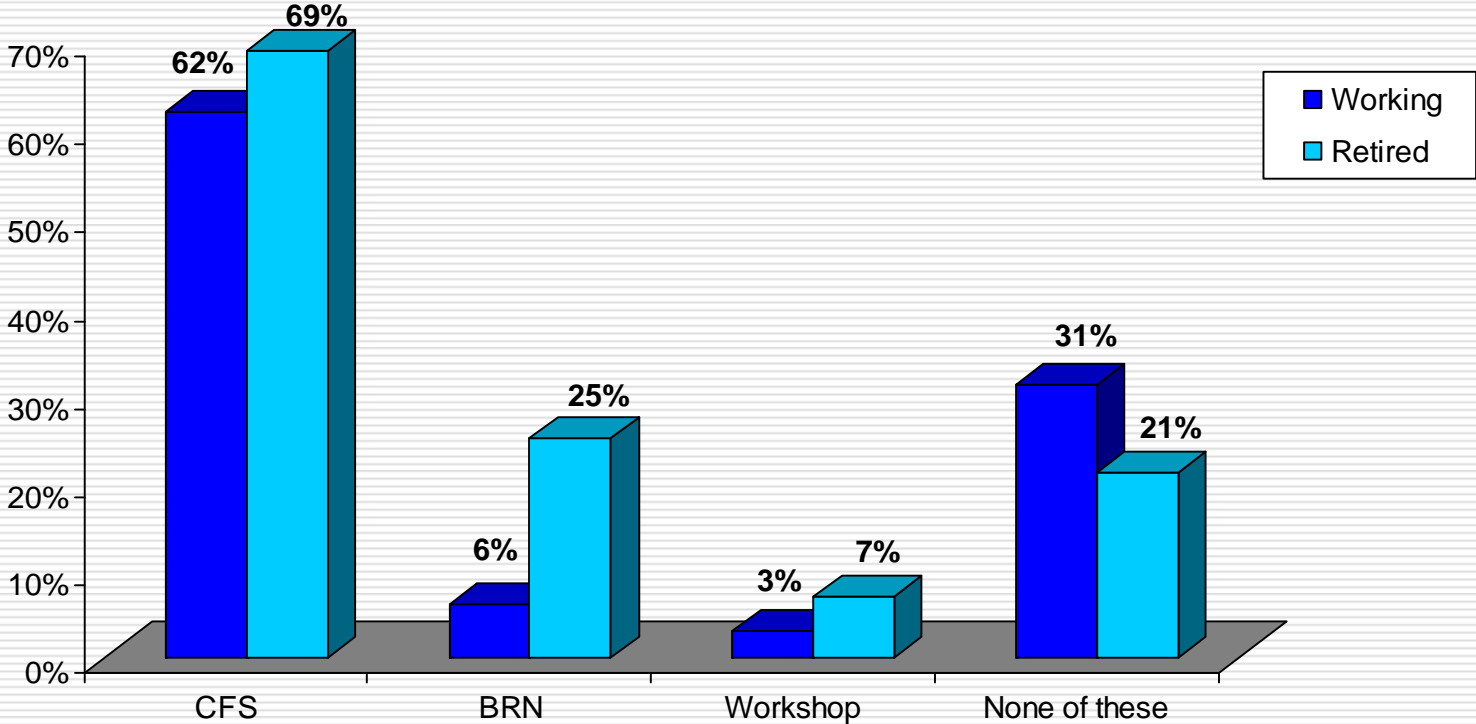
**Hours Work Per Week**  
(Those working full- or part-time)



Question: About how many hours per week, on average, do you work

# Smaller proportions of working than retired new members enrolled in CFS/BRN/workshops

**Courses taken - Working Vs. Retired Members**  
Past Three Terms (Fall '08, Winter & Spring '09)

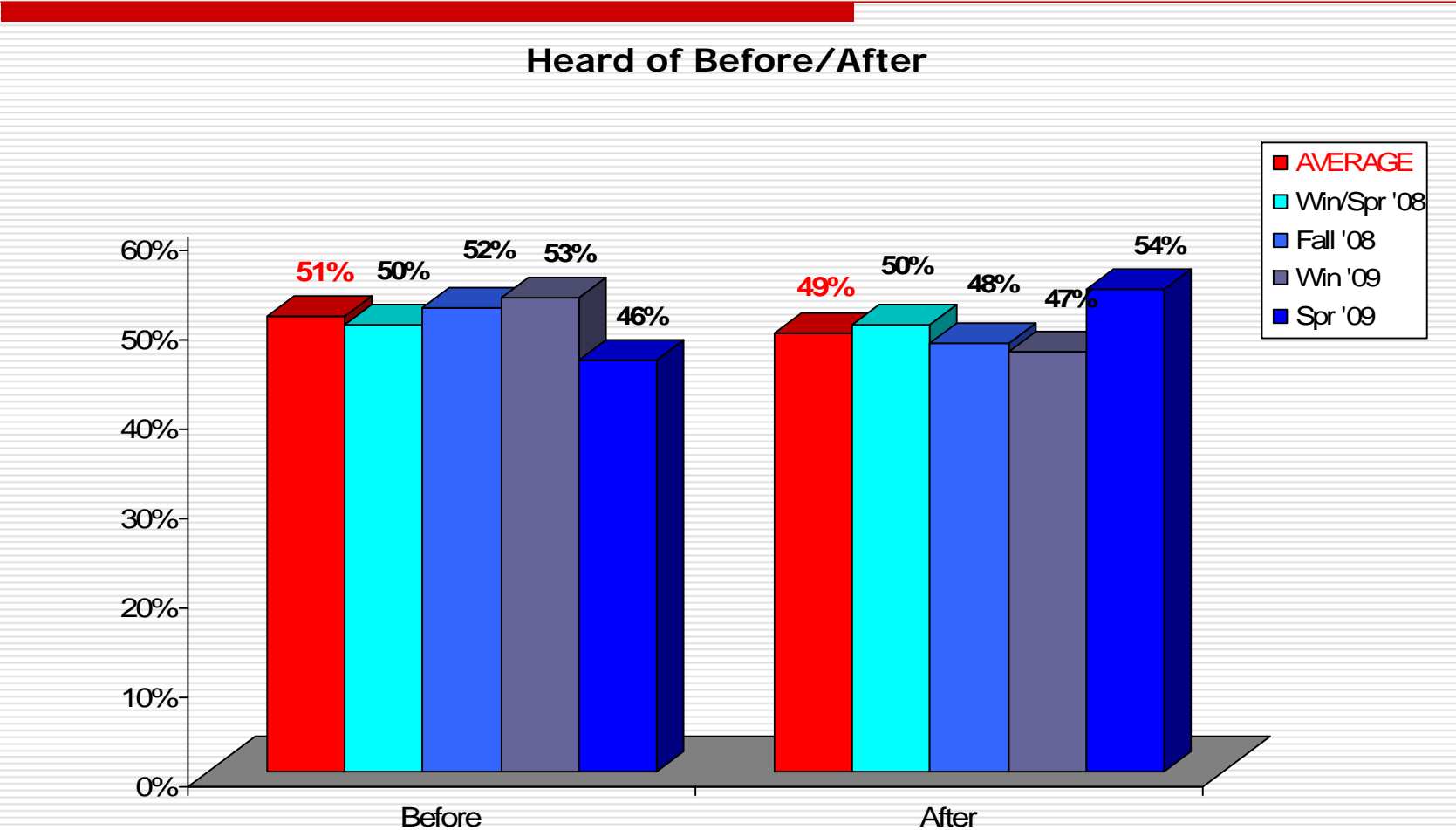


Question: About how many hours per week, on average, do you work

# NCCCR Awareness

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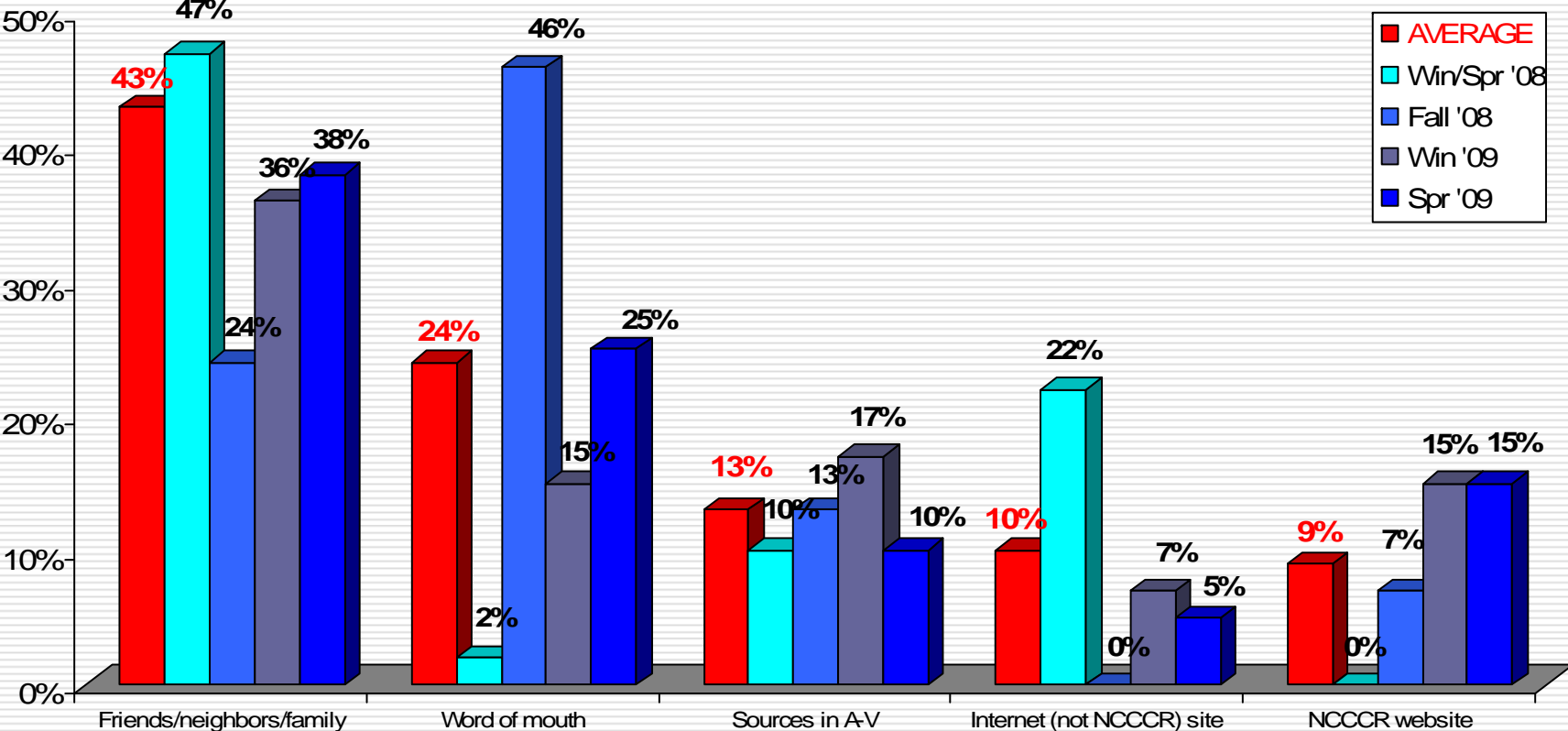
# Equal proportions became aware of NCCCR before and after relocating to Asheville area



Question: Had you heard of the NCCCR (and/or Reuter Center) before or after relocating here?

# Most learned via informal network of friends/ family/neighbors, and word-of-mouth

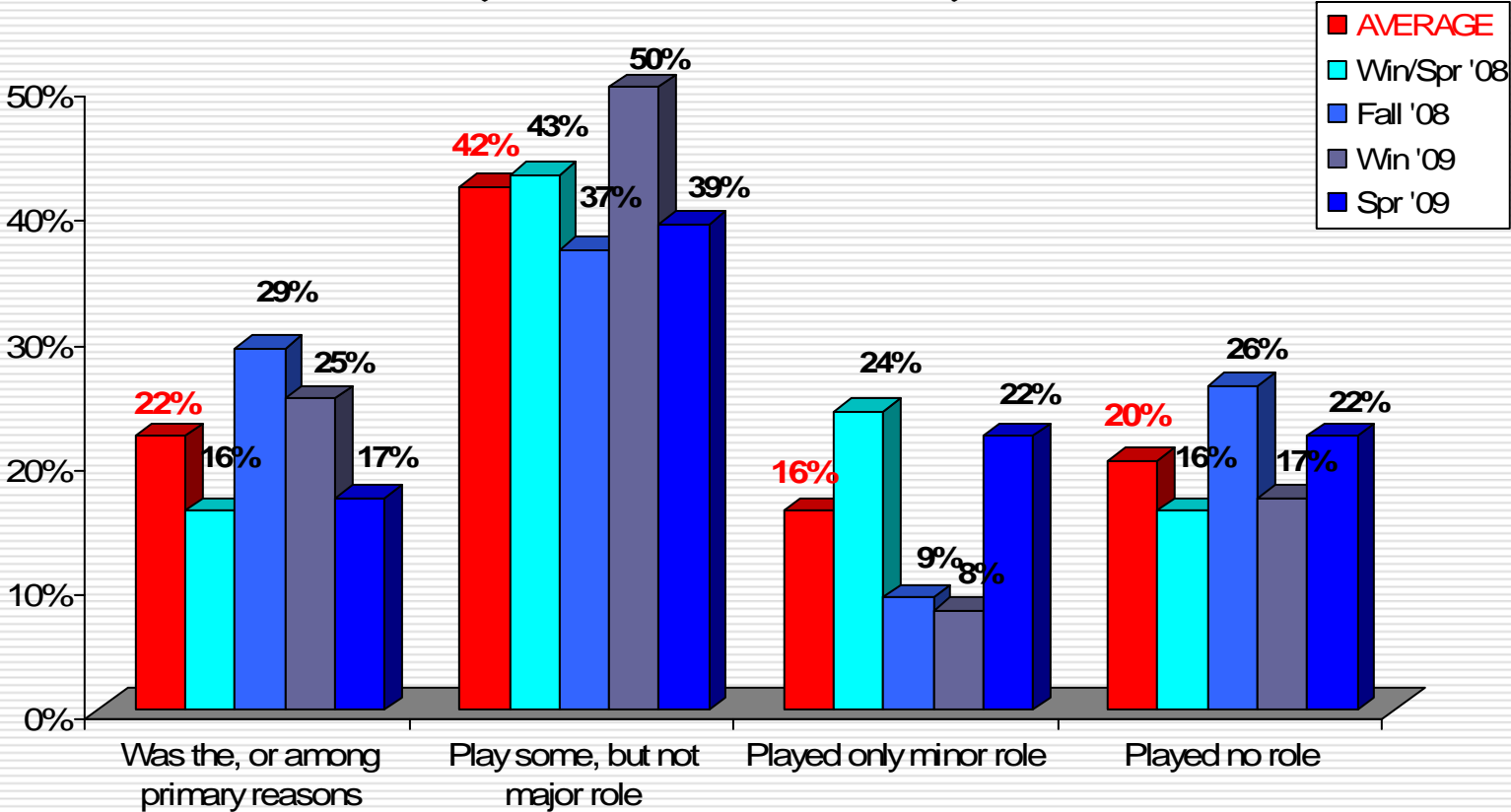
**How First Heard of NCCCR  
(Primary Information Sources)**



Question: How did you first hear about the NCCCR, that is, what was your initial source of information?

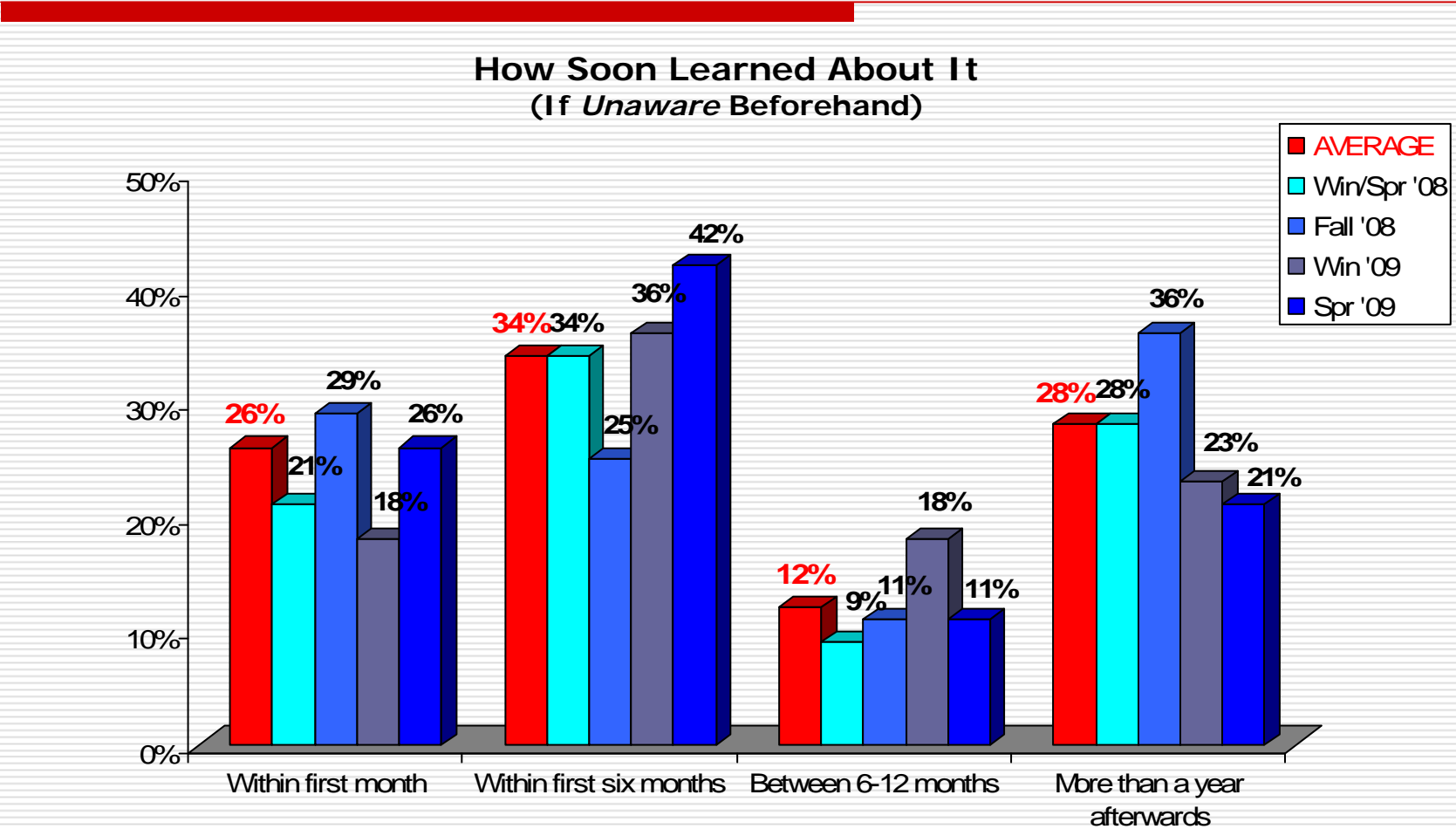
# Two-thirds said NCCCR's presence here played a role in their decision to move

**Role Of NCCCR In Relocation Decision**  
(If Aware Of It Beforehand)



Question: What role did NCCCR play in your decision to relocate to Asheville?

# A majority (60%) unaware before arriving 'discovered' NCCCR within their first six months



Question: About how long after you relocated did you hear about the NCCCR?