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Consumer Survey

December 2008

Methodology



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- University of New Hampshire Survey Center conducted a telephone consumer survey for the United Way of Windham County, Vermont concerning:
 - Priorities to improve quality of life
 - Economic well being
 - Access to healthcare
 - Human services
 - Community involvement
- 305 Windham County, VT adults were interviewed December 5 – 10, 2008
- Margin of sampling error for the survey is +/- 5.6%
- Technical Report provides detail of survey methods
- See Appendix for:
 - A- Detailed tabular results
 - B- Open-ended responses
 - C- Survey instrument
- Differences among subgroups are noted only when **statistically significant**

Respondent Characteristics



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<u>Age</u>	<u>Percent</u>
▪18 – 25 yrs.	4.8%
▪26 – 34 yrs.	8.4%
▪35 – 49 yrs.	28.6%
▪50 – 64 yrs.	33.8%
▪65 and older	24.5%

<u>Adults/Household</u>	<u>Percent</u>
▪One	23.0%
▪Two	61.8%
▪Three or more	15.2%

<u>Household Income</u>	<u>Percent</u>
▪Less than \$30,000	29.3%
▪\$30,000-\$59,999	33.1%
▪\$60,000-\$74,999	11.0%
▪\$75,000-\$99,999	12.6%
▪\$100,000 or more	14.0%

<u>Children/Household</u>	<u>Percent</u>
▪None	62.6%
▪One	18.1%
▪Two	15.0%
▪Three or more	4.2%

Respondent Characteristics



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<u>Education</u>	<u>Percent</u>
▪ High school or less	27.6%
▪ Technical school or Some college	19.4%
▪ College graduate	32.4%
▪ Postgraduate work	20.6%
<u>Marital Status</u>	<u>Percent</u>
▪ Married/Civil Union	63.2%
▪ Divorced	14.9%
▪ Never Married	14.6%
▪ Widowed	7.3%

<u>Gender</u>	
▪ Female	52.4%
▪ Male	47.6%

<u>Region</u>	<u>Percent</u>
▪ Southeast	46.4%
▪ Central	22.5%
▪ Northeast	21.1%
▪ Southwest	10.0%

<u>Race</u>	<u>Percent</u>
▪ White	98.2%
▪ Other	1.8%

High Priority Quality of Life Issues (% Rated High Priority)



- Health insurance for adults (74%)
- Health insurance for children (70%)
- Jobs and employment (69%)
- Services to help elderly stay in their homes (68%)
- Affordable housing (65%)
- Prescription drug assistance (50%)
- Availability of dental care (48%)
- Availability of family doctors (46%)
- High school completion/GED (46%)
- Public safety (40%)
- Public transportation (38%)
- Availability of alcohol & drug abuse services (36%)
- Availability of mental health counseling (36%)
- Adult learning beyond high school (34%)
- Outdoor recreation (28%)
- Availability of specialty doctors (27%)
- Housing located near retail, health and human services (26%)
- Opportunities to volunteer (24%)
- Indoor recreation (22%)
- Entertainment, arts & culture (20%)

Economic Well Being - Employment



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▪ Employment

- 39% of Windham county residents surveyed are employed full-time
- 26% are unemployed by choice or retired
- 15% are self-employed
- 14% are employed part-time
- 4% are unemployed, but not by choice
- 3% are seasonally employed

▪Of those potentially underemployed (N = 109, self-employed, employed part-time, seasonally employed or unemployed, but not by choice):

- A majority (63%) said they are employed as much as they would like
- 36% said they would like to work more hours, and
- 1% said they don't know

▪Of those who would like to work more hours (N=39)

- One quarter (26%) would like to work up to 10 additional hours per week
- 31 % say 10 to 19 more hours per week
- 12 % say 20 to 29 more hours per week
- 25 % say 30 or more hours per week and
- 5 % say they don't know

Economic Well Being – Living Expenses



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- Just over half of Windham County adults (52%) had no difficulties paying for items
- 48% had difficulties paying for some living expenses
- Most likely to report difficulties paying some living expenses were:
 - Residents in Southwest Windham County
 - Young adults (18 to 34)
 - Households with children
 - Lower income households
 - Attended technical school or some college
 - Unemployed, and
 - Renters

Difficulty Paying Expenses

- One-quarter (25%) said they had difficulty paying for heating
- 19% taxes
- 19% medical care
- 19% dental care
- 17% transportation
- 15% mortgage
- 15% utilities
- 13% health insurance
- 11% food
- 9% medications
- 6% some other item
- 7% have difficulty paying for mortgage, heating and food at the same time; 13% have difficulty paying for at least 2 of these 3 categories

Economic Well Being – Housing Expenses



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- **88% of Windham County adults surveyed own their home.**
- **Among homeowners:**
 - **Nearly three-quarters (74%, N = 265) were not concerned** they might lose their home or need to move because of an increased payment (24% were not very concerned and 50% were not concerned at all).
 - **One quarter (26%) were concerned** they might lose their home or need to move because of an increased payment (20% were somewhat concerned and 5% were very concerned).
 - **Most likely to not be concerned about losing their home were:**
 - Households earning \$100,000 or more
 - Retirees and Widows/Widowers

Economic Well Being – Housing Expenses



- **12% of adults surveyed rent their home.**
- **Among renters:**
 - A higher percent of renters than homeowners were concerned that they might need to move to less expensive housing due to rent increase, lost job, or inability to afford rent:
 - **42% were concerned** (27% somewhat concerned and 15% very concerned).
 - 57% (N=38) were **not concerned**.
- **Among both homeowners and renters:**
 - **27% were concerned** they would have to move to new housing for financial reasons (21% somewhat concerned and 6% very concerned).
 - 72% were not concerned (24% not very concerned and 48% not concerned at all).

Economic Well Being – Housing Expenses



▪**Mortgage: 15% report difficulty paying their mortgage. Most likely were:**

- Residents of Southwest Windham County
- 18 to 34 year olds
- Households with one or two children
- Households with an annual income of less than \$30,000
- Those who attended technical school or some college
- Employed part-time, and Renters

▪**Heating: 25% had difficulty paying for their heating. Most likely were:**

- Residents of Southwest Windham County
- Households with two children
- Households with an annual income of less than \$30,000 per year
- Those who attended technical school or some college
- Widows or Widowers, and Renters

Economic Well Being – Living Expenses



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- **Taxes: 19% had difficulty paying their taxes. Most likely were:**
 - Residents of Southwest Windham County
 - Households with three or more adults
 - Households with one child
 - Households with an annual income of \$30,000 - \$44,999

- **Utilities: 15% had difficulty paying their utilities. Most likely were:**
 - Residents age 18 to 34
 - Households with two children
 - Households with an annual income of less than \$30,000
 - Those who attended technical school or some college, and
 - Renters

- **Food: 11% had difficulty paying for food. Most likely were:**
 - Households with one adult
 - Households with an annual income of less than \$30,000
 - Residents who attended technical school or some college, and
 - Renters

Economic Well Being – Transportation



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- 9% of Windham County adults report **some difficulty getting transportation from their home to area services** in a typical month
 - 6% report difficulties 1 to 4 times a month
 - 1% report 5 to 9 times a month
 - 2% report difficulties 10 or more times per month
- **Most likely to have some difficulty getting transportation are:**
 - Households with three or more children
 - Renters
- **17% have difficulty paying for transportation. Most likely were:**
 - Residents age 18 to 34
 - Households with an annual income of less than \$30,000
 - Those who attended technical school or some college
 - Widows or Widowers, and
 - Renters

Health Care Access



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- **Almost 1 in 5 residents (19%) report problems getting health care during the past 12 months, due to:**
 - No insurance (4%)
 - Difficulty finding transportation (1%)
 - Long wait times at the office (1%)
 - Not understanding medical directions (1%)
 - Couldn't afford the visit (1%)
 - Some other reason (7%)
 - Didn't know (4%)

- **13% had difficulty paying for health insurance. Most likely were:**
 - Self employed and
 - Renters

Health Care Access



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- **19% had difficulty paying for medical care. Most likely were:**
 - Young adults 18 to 34 years old
 - Households with two children
 - Households with an annual income of \$30,000 to \$44,999
 - Those who attended technical school or some college
 - Those who are divorced or separated, and
 - Renters

- **19% had difficulty paying for dental care. Most likely were:**
 - Residents of Southwest Windham County
 - Households with one child
 - Those who are self employed, and
 - Renters

Mental Health & Substance Abuse Access

- 4% of all respondents report they were not able to get mental health or substance abuse help when they needed it in the last 12 months.
- **Most likely** to report needing mental health or substance abuse counseling, but not being able to get it in the last 12 months were:
 - Households with three or more adults
 - Unemployed

Human Services and Safety



Adult Day Care

- 3% of households report they need adult day care for an elder or disabled or dependent adult living in their home

Child Care

- A third of households (32%) say they have a child/children in the home that may need child care

Public Safety

- A majority of households (69%) report they always feel safe
- 28% report they feel safe much of the time in their community
- Only 2 % said they feel safe only some of the time
- 1 % said they rarely feel safe, and
- No one said they never feel safe in their community

Community Involvement – Group Activities



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- **The majority of Windham County adults (62%) report participating in group recreational activities at least 1 to 3 times a month:**
 - 42% said they participate weekly
 - 20% said 1 to 3 times a month
 - 22% report participating infrequently, and
 - 16% said they never participate in group recreational activities
- **Most likely to participate in group recreational activities weekly were:**
 - Young adults (18 to 34)
 - Higher earning households (between \$75,000 to \$99,000)
 - Employed part-time, and
 - Never married adults
- **Most likely to never participate in group recreational activities are:**
 - Older adults (65 or older)
 - Retirees
 - Widows and Widowers

Community Involvement – Volunteering



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- **Two-thirds of Windham County adults (64%) report volunteering** in the past year.
- Of those who volunteered in the past year (N=187):
 - 7% volunteered for one hour or less each month
 - 24% volunteered 2 to 3 hours
 - 27% volunteered 4 to 5 hours
 - 22% volunteered 6 to 10 hours and
 - 19% report volunteering for 10 or more hours a month
- **Most likely to volunteer in the past year were:**
 - Residents of Southwest Windham County
 - 35 and 49 year olds
 - Households with children
 - Households earning \$45,000 - \$59,999 or \$75,000 - \$99,999, and
 - Those who are employed part-time

Arts and Culture



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- **Nearly one-third of Windham County residents (30%) report they attended 10 or more cultural events** in the last year:
 - 27% attended 4 to 9 events
 - 20% attended 1 to 3 events
 - 23% report attending no cultural events in the past year
- **Least likely to attend any cultural events** in the past year were:
 - Young adults (18 to 34) and older adults (65 or older)
 - Households with an annual income of less than \$30,000
 - Residents with a high school education or less
 - Those employed part-time or unemployed
 - Widows and Widowers, and
 - Renters

Faith and Spirituality



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▪ **29% say they attend religious services at least once a week:**

- 9% say they attend more than once a week
- 20% say once a week
- 8 percent say they attend once or twice a month
- 29% say they attend a few times a year
- One third (34%) say they never attend religious services

▪ **Most likely to attend religious services at least once a week were:**

- Older adults (65 or older)
- Households earning between \$30,000 and \$44,999

▪ **Most likely to say they never attend religious services were:**

- Young adults (18 to 34 years old)
- Households with one adult
- Households earning \$100,000 or more annually
- Those with postgraduate educations, and
- Those who have never married