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# CONTACT THE ELDERLY MEMBERS PROFILE


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# Abstract

The 1999 *Contact the Elderly* project team conducted a survey to determine a profile of the organisation's members and to assess the effectiveness of its screening process. We created a profile of the elderly members, which determined that *Contact the Elderly* is serving the appropriate people. We used surveys and interviews to collect the data and to form the profile. *Contact the Elderly* will use the information from the interviews in an awareness campaign later in the year.

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# 1. Executive Summary

*Contact the Elderly,* an organisation that provides social contact to elderly people in the United Kingdom, consists of groups of elderly people and volunteers. These volunteers take the elderly on outings every month.

In October of 1998, we began work on the design of a survey for *Contact the Elderly* to gather data about the elderly members the organisation serves. We used this information to create a profile of the members. *Contact the Elderly* will use the profile we create to review and revise its screening process. Additionally, we conducted interviews to complement the survey data. The interviews acted as a quality control mechanism for the survey data and provided interesting stories that *Contact the Elderly* will use in its awareness campaign in October of 1999.

The initial steps in conducting the survey were to design the instrument and decide upon the sample. Once we created the survey, we used a process of pre-testing and revising to finalise it. David Robson, a retired research expert, helped us with this process. Additionally, Mr Robson helped us to decide upon two sampling techniques with which to construct the sample. Once we decided upon the sample, we sent out the surveys to the group leaders. The group leaders then administered the survey and returned them to us. Once we received the surveys, we reviewed the responses and submitted the surveys to a professional database company for tabulation.

We attended some of the groups during their monthly Sunday outings to establish a rapport with the elderly people. We contacted the elderly members by telephone to schedule interviews. We then conducted these interviews in an informal, conversational manner within the elderly person's own home. During these

interviews, we used an interview protocol loosely based on our survey so that we could compare the results from the interviews with the results from the survey.

Through analysing our data, we have discovered that most of the elderly members of *Contact the Elderly* are lonely. Many of them have health problems that confine them to their homes; therefore, they receive little social contact and thoroughly enjoy *Contact the Elderly*'s outings. These results show that *Contact the Elderly* is serving the elderly who most need social contact.

# 2. Introduction

*Contact the Elderly* is a non-profit organisation that provides people over 75 years of age social contact through the aid of volunteers. This organisation provides social contact through regular monthly outings. Volunteer drivers pick up elderly members and bring them to a host family for conversation and tea. The mission of *Contact the Elderly* is to serve elderly who are isolated and who would not otherwise receive social contact. The purpose of our project was to create a profile of these people. This profile ensures that the people who the organisation currently serves are indeed the people who *Contact the Elderly* wishes to serve.

We used a survey to determine the profile of the elderly members who *Contact the Elderly* helps. The survey concentrated on the quality of life of the elderly members of the organisation. The questions covered such topics as:

- How often they leave their home for certain activities
- How often they receive visits from particular people or groups
- How often they watch television or listen to the radio
- If they have any particular hobbies to occupy their time
- If they have any pets for companionship
- If they are actually living by themselves

The topics mentioned above aimed to find the amount of actual social contact that the elderly receive. By determining how many of the elderly receive enough social contact and how many need more, *Contact the Elderly* can serve its members better and improve its screening process.

In addition to the survey, we also conducted interviews to complement the survey's quantitative data with qualitative data. We interviewed elderly people who we did not survey; therefore, the interviews acted as a quality control for the survey.

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Additionally, these interviews provided stories that will be useful to the media campaign *Contact the Elderly* will launch in October of 1999.

David Robson is a retired research expert who volunteered his time to help us and *Contact the Elderly* with this project. Mr. Robson helped us create the survey and devise the sampling method. Since he has had many years of experience in the field of research, we feel that his help has been invaluable to this project.

Using surveys and interviews, we were able to create a profile of the elderly members of *Contact the Elderly*. The profile allows the organisation to evaluate its current screening process and determine if any changes are needed. The organisation can also use some of the information in its awareness campaign in an attempt to recruit more volunteers and, in turn, increase its services to the elderly.

This report was prepared by members of the Worcester Polytechnic Institute London Project Centre. The relationship of the Centre to *Contact the Elderly* and the relevance of the topic to *Contact the Elderly* are presented in Appendix A.

# 3. Literature Review

Our project, as we understood it once we arrived in London, had only one goal: to generate a profile of the elderly members of *Contact the Elderly*. We planned to find this profile by using a quantitative survey and qualitative interviews. We then analysed and presented the data found from these two methods to *Contact the Elderly*. From this data, the staff at *Contact the Elderly* can determine if they are serving the people that *Contact the Elderly* targets. Additionally, the media campaign to be launched in October of 1999 can use the qualitative data gained from the interviews.

The team originally intended to help *Contact the Elderly* construct an awareness campaign that will help it gain more volunteers. The promotional committee of *Contact the Elderly* may use the information about both media campaigns and volunteerism in the future.

In this literature review, we discussed the various topics of research that related to our project. We used the sections about *Contact the Elderly*, the elderly, and surveys directly to reach the goals of our project. Additionally, *Contact the Elderly* may use the sections on volunteerism and media campaigns to design an effective awareness campaign to generate more volunteers.

Initially, we described the background of *Contact the Elderly*. This gave us an understanding of the missions and goals of the organisation. By fully understanding the organisation, we became better prepared to complete the project.

Our section regarding the elderly explored the different issues the elderly face in today's society. Since we dealt directly with the elderly, we needed to understand any common problems they might encounter. We also used this section to devise our survey. By understanding the difficulties, especially the physical difficulties, faced by the elderly, we constructed a more sensitive, and thus more effective survey.

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Our next section dealt with surveys. We discussed the different types of surveys, the construction of a survey, and sampling techniques. This information helped us create and revise a survey that was administered to the elderly. We also used information in this section to help us evaluate David Robson's sampling technique, as well as his methods for developing a preliminary survey.

Since volunteers make up the majority of the organisation, *Contact the Elderly* needs to understand what motivates people to volunteer. The section on volunteerism explored these motivations, as well as ways to recruit more volunteers. By understanding volunteers, *Contact the Elderly* and its promotional team will be able to create an awareness campaign that will help recruit volunteers.

The final section contains our research about the designing and planning of a media campaign. Although the campaign will not be launched until October of 1999, our research will help *Contact the Elderly* and the promotional team create a basic framework. We explored the necessity of sponsors and the means to go about finding them. *Contact the Elderly* gained information for the campaign through the data acquired from the survey and interviews.

## 3.1 Contact the Elderly Background

*Contact the Elderly* is a non-profit organisation that provides companionship to the older people of Great Britain. These elderly people, usually 80 to 90 years old, generally live by themselves without much social contact. The volunteers of the organisation give the elderly social contact in the form of monthly Sunday outings (Hartwell, personal communication, November 13, 1998). Volunteer drivers transport the older members to visit a volunteer host family for talking and tea (Hartwell, personal communication, November 13, 1998). The elderly members are divided into smaller groups who visit twelve different host families throughout the year. This

idea, though very simple, gives the elderly members a chance to meet with their friends, laugh, and have a good time on a regular basis.

Trevor Lyttleton, a young lawyer, founded the organisation in 1965 (Hartwell, personal communication, November 13, 1998). Mr. Lyttleton and a group of friends wished to do something to help their community. Therefore, they asked their local branch of Social Services if they could use their own cars to pick up elderly members in their community to go for a drive and tea at a nearby hotel. That first afternoon was such a success that they decided to meet again the next month (Hartwell, personal communication, November 13, 1998). Thus, *Contact the Elderly* was started. The only change made in thirty-three years is that the members now visit host families instead of hotels (Hartwell, personal communication, November 13, 1998). In fact, even Mr. Lyttleton is still active in the program as the Founder Chairman (Gornall, 1998).

*Contact the Elderly* has an executive committee to oversee the organisation, but it is run largely by volunteers. The president, His Grace The Duke of Devonshire, is the head of the organisation (Gornall, 1998). The executive committee has five members: the Founder Chairman, Honorary Treasurer, Honorary Secretary, Group Leader and Editor, and Head of Volunteers. There are also groups in each of the different sections of Great Britain that the organisation serves: Scotland, Wales, and England (Gornall, 1998). The volunteers are the core of *Contact the Elderly* and work under the supervision of the executive committee. The volunteers provide cars, transport the older members to the host families, and invite the elderly into their homes (Gornall, 1998). In addition to all of these duties, the most important service the volunteers provide is their companionship. This companionship is very important in combating the elderly's loneliness.

## 3.2 Elderly

Because *Contact the Elderly* serves people over the age of 75, we must understand the issues that the elderly face and ways to deal with these issues. This understanding helped us create a more effective survey and aided us in analysing the data.

In the United Kingdom, people are considered elderly once they reach the age of 75 (Hartwell, personal communication, November 13, 1998). However, there is no set milestone to mark when a person reaches old age. For most major social changes (e.g. marriage, children, graduation) there are definite points of change. Conversely, old age gradually sets in (Rosow, 1974). Old age is usually accompanied by ambiguity concerning a person's roles, the loss of social opportunities, and being placed into individual stereotypes (Rosow, 1974). These factors often lead to the elderly losing self-esteem, and feeling devalued (Rosow, 1974).

One way for the elderly to fight these feelings of lost self worth is to live on their own (Rubinstein, Kilbride, and Nagy, 1992). For many elderly people, maintaining their own household can be a source of pride and self-esteem, but it is not without its disadvantages. One disadvantage is that elderly people living on their own have no medical attention on hand in case of emergency. This can pose serious health risks to elderly who have health problems. Another disadvantage is the loss of social contact. Elderly people living on their own may not have as much social contact as those who live in a nursing home or with family (Rubinstein, Kilbride, and Nagy, 1992).

There are many services available to the elderly whether they live on their own, in an elderly community, or in a nursing home (Wan, Odell, and Lewis, 1982). The elderly who make use of the economic and social resources available will be able to cope better with their environment than those who do not (Wan, Odell, and Lewis,

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1982). Additionally, it can be stated that the elderly who are comfortable with the amount of aid they receive can deal with adversity better than those who are uncomfortable (Wan, Odell, and Lewis, 1982).

Many elderly people need care that they cannot provide for themselves. Fortunately, social services are available to these people. Unfortunately, many people do not take advantage of these services. One study suggests that a major reason more elderly people do not take advantage of these services is because they do not know what is available to them (Wan, Odell, and Lewis, 1982). If society raised social awareness for the elderly and programs supporting them, then the quality of life for many of these people could be raised significantly.

In order to raise social awareness about the elderly and programs that help them, one needs as much information about the elderly as possible. One of the best ways to gather this information is through the use of a survey. A survey provides information from a large sample in a short amount of time.

## 3.3 Surveys

There are many ways to gather data, ranging from computer models to market analysis. Nevertheless, one of the most popular methods is surveys (Blum and Foos, 1986).

### 3.3.1 Type of Surveys

There are three widely recognised methods of surveying people. The first method is face to face interviewing. This has long been accepted as the most reliable means of surveying, but mail and telephone surveys have become much more widely accepted (Dillman 1978). This is partly due to the total design method. The total design method is a methodology that can help to increase accuracy and response rate

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in mail and telephone surveys. These two problems have plagued these types of surveys in the past.

Today many people believe that any of these three methods can produce accurate results. They all have specific strengths and weaknesses, and therefore any one of them can be applicable depending on the situation (Dillman, 1978).

Face to face interviews have long been considered the best type of survey. They are better at obtaining a representative sample of the population because a higher percentage of the sample responds (Dillman, 1978). In addition, the sample is also the most controlled (Blum and Foos, 1986). However, face to face interviewing has its problems too. For instance, it is expensive to conduct these interviews (Dillman, 1978), and one has to find competent interviewers if the survey is too big to handle alone. Nevertheless, this is the best method for *Contact the Elderly* to use due to the physical disabilities of its members, such as poor vision, hearing, and memory.

Mail surveys also have strengths and weaknesses. Traditionally, mail surveys have very poor completion rates because often the survey's benefits do not outweigh the inconvenience caused to the respondent (Blankenship, 1977). Dillman believes this obstacle can be overcome by careful construction of the survey (1978, p.119), personal touches such as real signatures, typed addresses as opposed to address labels, and possible rewards for those who complete the survey (Dillman, 1978). Mail surveys likewise have the advantage of being cheap and easy to distribute. Variants on the mail survey include questionnaires that can be distributed in restaurants, hotels, and aeroplanes (Blum and Foos, 1986). This method is not applicable to our project because we would have a very small response rate due to the disabilities of our frame. We mailed the surveys to the group leaders to mail back to us; however, the surveys were completed face to face within each sample group.

The final type of survey is the telephone survey. Its main strengths are it is cheap and quick (Blum and Foos, 1986). Researchers can very quickly and easily obtain lists of telephone numbers to call. Not only is first contact with these respondents cheap, but future call backs are also cheaper than face to face interviews (Blum and Foos, 1986). Unfortunately, no surveying technique is perfect and telephone surveys are not without their problems. One problem is that the sample includes only those people with listed numbers, which can exclude a small but important part of society (Blum and Foos, 1986). Another problem is the wording of the survey. A researcher must be careful to describe all questions fully in the survey because respondents do not have the luxury of visual aids, as they do in either mail or face to face surveys (Blum and Foos, 1986). This method does not apply to *Contact the Elderly* because some of the elderly members do not have telephones or are too hard of hearing to use one.

### 3.3.2 Constructing the Survey

There are many details to consider when constructing an effective survey. These details differ depending on how the survey will be administered. For instance, survey data is usually communicated through words, but sometimes telephone and face to face surveys can include respondent reactions and behaviour (Blum and Foos, 1986). Due to this fact, mail surveys have to compensate for this lack of interaction. Conversely, telephone surveys must simplify their questions and take care to use wording that makes up for the lack of visual aids (Dillman, 1978). Even with these subtle differences, many of the general principles of constructing a survey remain the same regardless of the means of communication.

Since many principles remain the same, one can often construct different surveys in the same manner. Blankenship recommends starting your survey with easy

introduction questions to help develop a rapport with the respondent (1977, p. 92). This will help put the person at ease and will in turn, allow him or her to feel more comfortable answering tougher questions later. It is important to make your questions as unambiguous as possible. Ambiguity can lead to varying results (Blankenship, 1977). Additionally, the questions must be correctly worded (Blankenship, 1977). If a question could cause an embarrassing answer or could hurt the respondent's pride, care must be taken to ensure that the question is worded in such a way as to minimise the effect. Additionally, questions in a survey must not be biased if the survey is to yield usable results (Blankenship, 1977). For instance if the researcher feels that the order of the choices in a multiple choice question will affect the results, the researcher should rotate the order when administering the survey to different people (Dillman, 1978).

When constructing a survey, the researcher should take care to put any personal questions well within the body of the survey (Blankenship, 1977). Personal questions near the beginning or end of a survey can make the respondent uneasy. This can adversely affect the answers, or result in the questions not being answered at all. In addition to personal questions, questions of less interest to the respondent should be placed in the middle of the survey as well (Blankenship, 1977). If they are placed at the beginning, the respondent may lose interest, and if they are placed at the end, the respondent may not answer them. To maintain the respondent's interest, the researcher should tailor the survey's length with respect to the respondents' interest on the subject (Blankenship, 1977). For instance if a survey is particularly interesting to a group of people, they will be much more inclined to answer a longer survey than if they lose interest early.

In addition to these guidelines, Dillman poses three questions which researchers should ask of all of their survey questions. The first is, "will it obtain the desired kind of information?" (Dillman, 1978). This question is important to make sure the survey does not deviate from its goal. Interestingly, it is important to realise that not all questions need to be asked to gain information. Indeed, some questions are asked to develop a rapport with the respondent. Other questions are asked to put the respondent at ease after some tough personal questions.

Dillman's next question is "Is the question structured correctly?" (1978, p. 118). This question will help the researcher eliminate questions with double negatives, and possibly help the researcher decide how a particular question should be asked. For example, whether the question should be closed or open ended.

Dillman's last question is "Is the precise wording correct?" (1978, p. 118). This question is very similar to the previous one, but it serves a different purpose. This question can help eliminate ambiguity, and it can also help researchers find questions that could cause biased results, result in emotional stress, or cause embarrassment for the respondent.

The Ajzen-Fishbien theory can help researchers develop their questions. According to this theory of "reasoned action," behaviour is a function of two factors. The first factor is a personal opinion. In other words, it is the respondents' evaluation of the topic of the question. The second factor is more subjective or what other people will think about the topic (Blum and Foos, 1986). This model for developing questions is interesting because not only does it take into consideration the person's behaviour, but also his or her perception of the topic, and social pressures such as other people's opinions.

### 3.3.3 Sampling

There are four probabilistic ways to sample a population. The first is random sampling. A random sample includes people chosen from a population where every person had the same independent chance of being chosen (Blum and Foos, 1986). One can then assume that this sample has all of the characteristics of the population.

Systematic sampling is the second type (Blum and Foos, 1986). A systematic sample includes people who were chosen by applying a mathematical equation to a list of people. For instance, sampling every 100$^{th}$ person in the phone book would result in a systematic sample.

The third kind of sample is called stratified sampling (Blum and Foos, 1986). One can divide a population into groups, or strata, by a variable. This variable can be anything including age, gender, and race. One then surveys these strata to identify differences and similarities between them.

The fourth and final kind of probabilistic sampling is called clustering (Blum and Foos, 1986). A clustered sample includes people from a specific geographic area, or people from a specific group. Examples of this type of sampling include a survey performed on New York City, or a survey of doctors.

Non-probabilistic sampling is used far less often (Blankenship, 1977). For a non- probabilistic sample, one can choose people specifically for a survey. This means a person can tailor a sample to produce the results wanted and thus it is less scientific. This type of sampling also allows researchers to choose people for convenience (Blankenship, 1977). For example, questionnaires could be handed out at a mall. This population is far from scientific because it only reaches people who go the mall, but it is much easier for the researcher.

To create our sample, we used a combination of clustered and systematic sampling. We used clustered sampling by first only sampling the elderly members of *Contact the Elderly* and by categorising this population into strata by geographical location. We then used systematic sampling on each strata to create a well-distributed sample.

The information gained through the use of a survey will help *Contact the Elderly* recruit more volunteers. In addition, these volunteers may use the information to help the elderly members more efficiently.

## 3.4 Volunteerism

A very important aspect of any non-profit organisation is the quantity and quality of volunteer services. Volunteerism consists of people willing to donate their time and energy without expecting compensation for their services (Ilsley, 1981). Volunteerism is an important and growing concept, and needed more than ever today because of our dynamic society (Ilsley, 1981). To illustrate the importance of volunteers, a survey conducted in Chicago in 1968 showed that 71 percent of non-profit organisations consisted of more volunteers than paid employees (Rados, 1996). Indeed, the time that the volunteers put in would have cost the organisations more than the employees' payroll (Rados, 1996). Therefore, it is clear that most non-profit organisations would not be able to survive without the contributions of volunteers.

Volunteering has evolved partly because human nature is to help one another (O'Connell, 1976). People volunteer to make a difference or to pursue a cause they believe in. Volunteers can perform many different tasks from mentoring to secretarial work to marketing. In fact, volunteers do just about everything that paid employees do. So why, one might ask, would someone perform these services free when he could be paid for it?

People volunteer for a variety of reasons and most of them should feel that they get something back. While it may not be the typical paycheque, each job a volunteer performs is in some way gratifying to that individual. The types of activities volunteers perform indicate the different types of gratification that they feel. The types of activities are service oriented, issue or cause related, self-expressive, of occupational interest, or philanthropic causes (Ilsley, 1981). The goals and motivations of the individual determine the type of activity for which he volunteers. Obviously, someone who volunteers for occupational purposes does not view his contribution in the same way as someone who volunteers because of a strong feeling about a particular issue. Therefore, the gratifications differ as well. The person who feels strongly about a specific cause gets satisfaction from knowing that he made a difference to that movement. Conversely, the person who volunteers for an occupational purpose does so to advance his or her career or obtain credit for a specific class.

One view states that it is human nature to want to improve upon the quality of life, therefore bettering fellow human beings (Ilsley, 1981). This view suggests that people will volunteer out of the goodness of their hearts. The basic qualities of a volunteer are caring and resolving to do something about what you care about (O'Connell, 1976). Often groups of students, co-workers, or neighbours join together to deal with something they view as a problem. These groups sign petitions, write letters to the government, or hold demonstrations and rallies in order to correct a problem. This type of co-operation, or banding together for a specific cause, is referred to as "ad-hocracy" and is one of the most important features of a volunteer (O'Connell. 1976). The group's desire is to change something and therefore

everyone's efforts are concentrated to achieve a common goal. However, more time and a better-sustained effort are required for bigger issues (O'Connell, 1976).

Another view is that the best approach to recruit volunteers is a quantitative one: simply recruiting as many volunteers as possible (O'Connell, 1976). While numbers are indeed important, the right people are also important (O'Connell, 1976). It is practical to assume that most organisations would be more concerned about the quality of services they are offering rather then numbers. If the goal in recruiting volunteers were to place sandbags along a river to prevent flooding, then achieving a high quantity of volunteers would definitely be the most appropriate approach for that goal. However, if the goal were to provide mentors to students in a particularly bad neighbourhood, the quality of the volunteer should matter more than the quantity. It may be a goal to achieve one mentor per child, but the first priority would be to make sure that the mentor is indeed performing the necessary job. Only after this condition is met, can one even consider the goal of achieving numbers. Therefore, although everyone is able to volunteer something to the community, it is necessary to set expectations and priorities when recruiting volunteers, so that no one takes on a job beyond his or her limitations.

The key feature in recruitment is to provide thorough information on the organisation (Ilsley, 1981). The ability to understand and support individual motivations of the volunteers is also critical in recruitment (Conners, 1988). There are obviously many differences in motivations and desires to volunteer, and one must take care to research and establish the motivations that each particular volunteer is seeking. Ilsley recommends that one consider the following steps during the recruitment process: determining roles, analysing tasks, writing job descriptions, investigating potential sources for volunteers, and selecting and implementing a

promotional plan (121, 1981). This is valuable information to *Contact the Elderly* because it informs the volunteer exactly what the organisation needs and expects of him.

One performs the first step of this list of tasks in order to ensure that the volunteer has the necessary background. One view suggests examining the position using Mager and Beach's[1] analysis (Ilsley, 1981). The first step in analysing the position is creating a task listing. This listing should include the amount of time required for the position (e.g. monthly, weekly, daily, etc.), the importance of the particular position, (some carry more responsibility and a higher importance than others), and the expertise required for the position (Ilsley, 1981). Although one can achieve the last point by either recruiting someone who has the necessary education or conducting a training session for the volunteers, it is a necessary step in the task listing. Table I shows a sample of a task-listing chart.

TABLE I: A SAMPLE OF A TASK-LISTING CHART

**Volunteer position:** Transportation Co-ordinator

|   | Task | Frequency of Performance | Importance | Required Expertise |
|---|------|--------------------------|------------|--------------------|
| 1 | Maintain map of area served, chart routes | **Weekly** | 2 | Moderate |
| 2 | Know client's schedules | Weekly | 1 | Low |
| 3 | Co-ordinate car pooling | Weekly | 1 | Moderate |
| 4 | Drive mini-van | Daily | 1 | Moderate |
| 5 | Prepare reports | Monthly | 2 | Low |
| 6 | Attend staff meetings | Weekly | 3 | Low |

(Ilsley, 1981)

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[1] Robert F. Mager and Kenneth M. Beach, Jr., *Developing Vocational Instruction,* Fearon, Palo Alto, California, 1967, p.13.

The second step in this analysis includes sequencing the necessary steps in each task. The steps also include the expertise desired as well as the type of performance each step requires. Mager and Beach talk about the following five kinds of performance (Ilsley, 1981). One, discrimination includes the ability to see the difference between two different conditions. Two, problem solving requires the ability to produce solutions to problems encountered. Three, recalling information is recognising how to act in a certain situation based on previous education and experience. Four, manipulation is actually being able to perform a certain task. Five, communication includes knowing how to speak and write efficiently to get points across.

This analysis gives the volunteer a more detailed description of the position and allows him or her to make a more informed choice on whether or not he or she is able to perform the job. Table II displays this analysis.

TABLE II: A SAMPLE DESCRIPTION OF THE TRANSPORTATION COORDINATOR POSITION

**Job:** Transportation Co-ordinator
**Task:** Maintain map of area served, chart results

| No. | Steps in performing task | Type of performance | Required Expertise |
|-----|--------------------------|---------------------|---------------------|
| 1 | Acquire large map of area served | Manipulation | Low |
| 2 | Request clients' address from central office | Communication | Low |
| 3 | Place tacks on map indicating where clients live | Manipulation | Low |
| 4 | Determine most efficient route | Problem Solving | Moderate |
| 5 | Update list and map as needed | Recall | Low |
| 6 | Canvass information about available, reasonably types of transportation | Problem Solving | Low |

(Ilsley, 1981)

This table shows the breakdown of the steps necessary for a particular job and allows for both the recruiter and volunteers to consider all aspects of the position.

Since everyone knows exactly what the job requires, both parties can make more informed decisions (Ilsley, 1981).

The third step is to write the job description. This description should accomplish numerous things such as defining job responsibilities, supplying the paid staff with job content information, facilitating recruitment and placement of volunteers, suggesting a training method for effective job performance, and laying the foundation for supervision and evaluation of job performance (Ilsley, 1981). Ideally, the job description is written after all program goals are established, but before the actual recruitment process begins. It would serve as an outline for everything the company needs, wants and expects out of its volunteer program and would also allow the volunteer to make an informed decision about the position.

The fourth step is to identify and locate potential sources of volunteers. This step provides the agency with a starting point for recruitment. Some potential sources include University and high school students. This group is capable and their enthusiasm can add to the morale of the agency (Ilsley, 1981). Another potential source is other businesses, because many industries have become increasingly involved in community affairs (Ilsley, 1981). Other sources include public and private volunteer agencies (Conners, 1988). This source is extremely valuable because it contains compiled lists of the community members who already volunteer.

The final step is selecting a promotional plan. In the past, the typical volunteer was a white, middle class housewife between the ages of 28 and 42 with a college diploma, a car, and two children (Ilsley, 1981). However, due to a demographic change and women becoming increasingly active in the work force, this stereotype is changing (Rados, 1996). New trends are emerging that, along with the typical motivations of pressure from relatives or churches, cause new motivations or

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desires to volunteer (Conners, 1988). Some of these new motivations include the desire to make changes, specific causes such as the environment, quality of life, social circles, preretirement exploration, and the joining of a world-wide cause (Conners, 1988). This motivational factor is key in recruiting volunteers (Wilson, 1973).

It is also important to create an optimum climate for volunteer participation (Ilsley, 1981). There are six major climates in a volunteer-based program. Table III lists and describes them giving emphasis to socialisation, training, and guidance. In the following table, H stands for high emphasis, M for medium and L for low emphasis. Certain climates are more conductive to volunteer participation, and the organisation must evaluate the volunteers' needs to determine the most suitable climate for achieving its goals. Most organisations recognise the open climate as the most appropriate (Ilsley, 1981).

TABLE III: ANALYSIS OF DIFFERENT WORKING CLIMATES

| Types of climates | Socialisation | Training | Guidance |
|---|---|---|---|
| **Open** | H | H | H |
| Autonomous | H | H | M |
| Controlled | L | H | H |
| Familiar | H | L | L |
| Paternalistic | L | L | M |
| Closed | L | L | L |

(Ilsley, 1981)

Once people have offered to volunteer, they must decide whether they should continue to volunteer or drop out of the program. One of the biggest ways to retain the volunteers is to set realistic expectations. A major source of disappointment and discontent is a discrepancy in the actual volunteer based program and what the volunteers were led to believe about the program (Conners, 1988). One can avoid this

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problem by completely and honestly describing the program and everything required for the volunteers before they make a commitment. Another problem faced in the retention of volunteers is the insignificant contribution problem (Wilson, 1973). This problem states that a volunteer needs to feel as though his contribution, no matter how small, does play an important part in the program. One can avoid this problem by providing appreciative feedback. The gratitude and recognition expressed to the volunteers makes them feel appreciated and thus they have a reason to keep contributing. Another way to retain volunteers is to offer them benefits such as discounted tickets to theatres or museums (O'Connell, 1976). This benefit provides an incentive to volunteer and allows the volunteers to feel they are receiving something in return for their services.

Volunteer programs have fostered public awareness and support for common goals (Ilsley, 1981). This awareness has helped in the enlargement of services to meet the constantly changing needs of society (O'Connell, 1976). Each volunteer offers his own life experiences and opinions on the many issues encountered everyday. The difference of opinions, along with a strong unity, allows for the accomplishment of whatever goal the volunteer desires (Conners, 1988).

Another important factor in recruitment is community awareness about a program. Through marketing and advertisement, the community becomes increasingly aware of the activities and organisations around them. With a greater awareness and possible recognition through the media, people will be more likely to volunteer (Conners, 1988). It is possible to achieve this awareness using a media campaign.

## 3.5 Media Campaigns

The purpose of advertising is to deliver a message to potential and current customers or volunteers (Taylor, 1989). In other words, advertising is simply another form of salesmanship. Advertising agencies use written salesmanship to promote products (Holtz, 1988). Likewise, businesses and non-profit organisations use advertising to accomplish specific objectives that have previously been carefully detailed (Holtz, 1988).

The goal of a marketing employee, like an advertising employee, is to persuade other people to do something (Holtz, 1988). Similarly, the purpose of a marketer is to influence the behaviour of many people (Rados, 1996). To do this, marketers use two methods. The first method is the use of persuasive communications (e.g. advertisements). This method can be used to persuade people to volunteer their services. The second method the marketer uses is adapting to problems by developing services and products that people find easy to use and find (Rados, 1996). Volunteer organisations use the second method by developing programs that are convenient for the volunteer.

Marketing is a general term that includes the planning, strategy, formulation, design of the sales campaign, and the actual selling of the goods or services. Marketing also includes promotion, the pursuit of donations, and recruiting (Holtz, 1988).

There are two different types of marketing: sales and promotion. The act of selling specifically refers to the programming and efforts used to persuade customers to order, give money, or agree to the sale in some other way (Holtz, 1988). Non-profit organisations have to sell their programs to their possible customers, or volunteers. Public relations, or promotion, is the activities and materials used to gain favourable publicity for an organisation and its purpose (Holtz, 1988). Organisations

use many of the same strategies for both sales and promotion because the two forms of persuasion are similar. Furthermore, advertising agencies that have many commercial customers use the same knowledge, connections, and skills when working with non-profit organisations who deal with volunteers (Rados, 1996). The main difference between commercial and non-profit advertising is the goals. The commercial client wishes to boost its sales and, in turn, earn a profit. The non-profit organisation wishes to break even or possibly get a surplus from donations and gifts (Rados, 1996).

There are many ways to advertise and promote an organisation. However, a lot of thought and planning must go into choosing which type of promotion is best for an organisation. Once the organisation has chosen the type of media, it must set up a plan to create its campaign.

### 3.5.1 Planning

Organisations with successful advertising and promotional campaigns have detailed plans that describe the tasks they wish to accomplish before they financially commit to a campaign. These plans include production planning, financial planning, and marketing planning. Production planning prepares an organisation for the requirements for labour, raw materials, and processes for producing finished services. A non-profit organisation uses production planning to anticipate the number of volunteers needed for their services.

Financial planning anticipates the future flow of expenses out of the firm and revenue into the firm (Taylor, 1989). Non-profit organisations use financial planning to hold their losses to an absolute minimum. These organisations attempt to run a surplus, but very few manage to do so (Rados, 1996). Often the surplus is spent on the organisation's cause or the marketing of that cause. Every organisation has

financial constraints; therefore, financial planning is critical. Like a commercial business, non-profit groups estimate their costs and revenues to make certain decisions about running the organisation (Rados, 1996).

Marketing planning is an externally oriented plan; it looks outside of the organisation for opportunities to expand and grow. This is especially important for *Contact the Elderly* because it wishes to increase its services. Marketing planning selects, assembles, and communicates short-term activities that help the firm accomplish its long-term goals (Taylor, 1989). Marketing planning is the most important of the three types of planning because the public sees only the direct results of this type of planning.

There are four main tasks involved in marketing planning. First, the company must develop an understanding of the market in which its services compete (Taylor, 1989). This includes understanding the factors that lead to success in the organisation's program. Second, the company must identify the activities it can undertake that will maximise funding and donations (Taylor, 1989). Third, the organisation must define exactly how the activities chosen in the second task will be completed. Fourth, the company must continue to review and evaluate each of the activities on a regular basis (Taylor, 1989). Reviewing the marketing activities will identify problems early, so that the company can adjust accordingly (Taylor, 1989). Similarly, a non-profit organisation also follows these guidelines.

A non-profit organisation uses two steps in its marketing planning (Rados, 1996). The group must first analyse itself and its environment. Then the organisation develops a strategy. This strategy contains the non-profit organisation's mission statement, alternative strategies, and action plans (Rados, 1996). The mission statement states what the non-profit organisation is, what it does, why it exists, and

whom it serves. An organisation should define a mission statement so that the entire organisation knows its purpose. The mission statement also helps to create cohesion and power for the group by uniting everyone behind a common goal (Rados, 1996).

The first step involved in marketing planning requires two steps of analysis. The first step in this analysis is internal analysis (Rados, 1996). This step forces the group to look at its successes, failures, history, strengths, and weaknesses. This analysis will enable the organisation to determine what duties they can and cannot accomplish. Next, the non-profit must complete an external analysis (Rados, 1996). This requires the organisation to look for changes in its external environment and adapt to these changes accordingly. Any organisation must follow this step or else it could lose contact with its volunteers. Furthermore, after a non-profit organisation has reviewed its background and has defined its mission, it can develop a strategy (Rados, 1996).

The second step in marketing planning is the creation of a strategy. The senior staff must come up with a strategy to carry out the mission statement. This strategy must have alternatives and be tested with the organisation's resources and mission statement in mind (Rados, 1996). These planning efforts must meet the needs of the existing clients and also try to bring its mission to new clients. Both of these steps will help a non-profit organisation launch a successful marketing plan to meet the needs of the volunteers (Rados, 1996). The steps that non-profit organisations use are roughly based on similar marketing campaigns used by commercial businesses.

A good promotional campaign builds upon a company's strengths and understands its competition's strengths (Taylor, 1989). To do this, an organisation must first analyse its competitors to find out how they work, how they manage their businesses, what their priorities are, and if they are satisfied with their positions in the

market. If the competitors are more effective in any of these categories, the campaign should incorporate their ideas (Taylor, 1989). Non-profit organisations compete against each other for volunteers; therefore, they must also analyse their competitors.

A successful promotional campaign also understands the customers to whom it is selling its goods and services (Taylor, 1989). The company must have a firm understanding of exactly who its customers or volunteers are, as well as their average age, race, gender, and financial status. The company can find previous research or hire a professional researcher to obtain this information (Taylor, 1989). Once an organisation knows this information, it can use target marketing. This information targets specific audiences with common characteristics and a common need for the service the organisation is providing (Taylor, 1989). If an organisation knows its target audience, it can design successful advertisements.

The advertisements, as well as promotional campaigns, have many requirements in order to be successful (Taylor, 1989, Rados, 1996). The organisation and its service must be distinguished from its competitors. The campaign must state why the organisation's service is meaningful to the community or the investors that provide funding for organisations (Taylor, 1989, Rados, 1996). The campaign must also attract the attention of the intended audience. The promotional team must remember that the people who volunteer are always changing and therefore the advertising must always be changing (Taylor, 1989). To incorporate all of these aspects, the promotional team must devise a strategy.

A company or organisation must have a creative strategy in order to be successful (Taylor, 1989). A creative strategy links the ad plans with the marketing plans. It is very useful because both plans share a common goal (Taylor, 1989). The strategy states what the organisation wants to say to clients or volunteers about the

organisation and its service. This strategy should only be changed when a fundamental change in demand for the service occurs or when the current strategy is no longer working (Taylor, 1989). Furthermore, the organisation should use this strategy at all times because it is structured for the specific company or organisation. Additionally, the strategy should include which type of media is best for the company's advertisements (Taylor, 1989).

**3.5.2 Types of Media**

Different types of media offer different advantages for organisations to relay their message to potential volunteers. Newspapers, brochures, television, radio, and mailings are all types of media. The media is simply a means of delivering a message to the audience made up of potential volunteers (Taylor, 1989). There are two types of media: print and broadcast. Print media includes all periodicals that will accept any advertisements, signs, and mailings. Broadcast media includes television, radio and the Internet (Holtz, 1988).

The Association of National Advertisers proved that one exposure to an ad has little or no effect on the viewer (Taylor, 1989). Instead, the optimal frequency of the ad is three times (Taylor, 1989). Therefore, the media planning should place more emphasis on the frequency of the advertisement rather than the reach (or number of people that see the ad) of the advertisement (Taylor, 1989). Another important effect on the type of media used is a ratio of the price versus exposure. The most effective means of comparing the different types of media is called cost per thousand people (CPM) (Taylor, 1989). This is calculated by the following formula:

$$CPM = \frac{\text{Cost per unit of advertising}}{\text{Audience size (in thousands)}}$$

An organisation must think of what it is trying to achieve when choosing a specific media type (Taylor, 1989). Certain services lend themselves to different

audiences and therefore, different types of media. Once the company has identified its potential consumers, it can determine the most effective type of media, broadcast or print, for reaching these consumers (Holtz, 1988).

If the organisation decides to use print media, there are still many forms of print from which one can choose. The company can select specialised periodicals, magazines, newsletters, or in general magazines and newspapers. The decision must be based on what audience fits the product, and not the company's personal preference (Holtz, 1988).

Newspapers are mass media publications that are designed to reach the average consumer (Holtz, 1988). These are the most popular means of advertising (Taylor, 1989). The newspaper is very helpful to pinpoint a geographic volunteer market (Taylor, 1989). The newspaper also has a very broad coverage that is helpful to reach the mass population, but it is also somewhat inefficient because the non-profit organisation still must pay for those people who are not potential volunteers. Additionally, the newspaper has a lot of flexibility with the size and writing of the promotion. However, it has a short physical life, poor reproduction, and limited colour use. The best aspect of the newspaper is the low cost per thousand people. Since non-profit organisations have limited funding, a newspaper is a cheap, but effective means of advertising. In general, a newspaper advertisement is the least expensive space to buy. Other forms of print media are more expensive, but offer more colour and longer physical life (Taylor, 1989).

Magazines have high quality reproduction, high reader interest, and high prestige among readers. People also tend to read magazines multiple times; therefore, they have a long physical life. This can also be harmful to the company since there is no sense of urgency, and thus people will wait to buy the product or services.

Magazines are also very inflexible, costly, and lack local markets. However, if the service caters to a certain group of people, a specialised magazine will reach these people more easily (Taylor, 1989). *Contact the Elderly* could use magazines targeted at volunteerism.

After newspapers and magazines, brochures and newsletters are two effective and easy forms of print media. Brochures can be mailed, handed out, or stuck into other forms of advertisement (Holtz, 1988). The brochure will demonstrate an organisation's qualifications and describe the organisation in terms of its experience and available resources. Likewise, a newsletter is an excellent promotional medium (Holtz, 1988). It carries news about an organisation to the individuals involved in the organisation. An organisation should distribute the newsletters no more than once a month and should not only contain advertisements or promotions, but also useful information for the volunteers (Holtz, 1988). Flyers are another simple but effective means of promotion. A new company (e.g. InSite) is using flyers very effectively in the bathrooms of clubs, restaurants, and bars. People tend to read these flyers because they are directly in front of them. These flyers are most effective in targeting the age range of 21 to 35 year-olds (Brown, 1998). *Contact the Elderly* could use these flyers to attract new, younger volunteers. These volunteers are badly needed because the average age of the current volunteer is over 50 years old. Print media is effective, but somewhat outdated. Although companies still utilise print media, they are using broadcast media more frequently (Brown, 1998).

Broadcast media, in general, has a much higher emotional effect on the customer (Taylor, 1989). This form of promotion is difficult to monitor because the company must observe the results and then react to them. Additionally, there is no specific means of tracking the effectiveness of the ads (Taylor, 1989).

After newspapers, television is the most popular form of advertising in the United States. Television is convenient because it is easy to buy in certain time slots (Taylor, 1989). However, it is inconvenient because during the most popular time slots buying airtime is difficult and expensive. The audience is also somewhat hard to select (Taylor, 1989). However, if the product lends itself to demonstrations, a mass audience or buyers, television is very effective (Taylor, 1989).

Radio is also an effective means of advertising that has a somewhat selective audience. Radio relies very heavily on the listeners' imagination, so the company must have a clever advertisement (Holtz, 1989).

A new form of advertising that is becoming increasingly popular is advertising on the Internet (Gurley, 1998). This has become popular for many reasons, including the ability to track the number of people that visit the site and the number of people who see the advertisement that "pops" up on the computer screen. These are also selective in one way since people have the option to "click" for more information. In another way, the advertisement reaches everyone who visits the site of the company's ad. The other drawback to advertising on the Internet is that advertisements only reach those people who "surf the net" (Gurley, 1998). This can exclude a few age groups, and people who do not have access to a computer. Yet, despite these drawbacks, many companies are advertising on the Internet.

Advertising is a very important tool for all companies and organisations in the global and local markets. Advertising and promotions help the company generate more business, funding or donations, clients or volunteers, and more interest in the organisation as a whole. Promotional campaigns also help non-profit organisations get their message out to the population and find people to help their cause.

The two main types of advertising are broadcast and print. Both types are effective in their own ways. Hence, the organisation must identify its audience and declare specific tasks before choosing the specific type of media that is best for the company and its purpose. For non-profit organisations, the audience is potential volunteers. Therefore, the type of media chosen is dependent on who volunteers.

One way to find a target audience is using a survey. A survey can also provide the researcher with other valuable information about specific groups. We will use a survey to help design our media campaign.

We have compiled background information in many different subjects to help us attain our goals. We researched the history and background of *Contact the Elderly* in order to learn information about the organisation and the people that it serves. It was also important for us to learn about the elderly because the organisation serves them. We researched surveying techniques because we will be using a survey to obtain information about the elderly members of *Contact the Elderly*. Our team will use the information gained from the survey to create a profile of the elderly members. *Contact the Elderly* may also use this information in a media campaign that will be launched in October of 1999. We reviewed literature on volunteerism because *Contact the Elderly* is comprised primarily of volunteers. Since the organisation will be constructing a media campaign in order to generate more volunteers, we researched the steps involved in creating a media campaign.

# 4. Methodology

The intent of the methodology section was to describe our team's approach to our project that entailed conducting a survey and interviewing the elderly. The survey helped to create a profile of the elderly people that *Contact the Elderly* helps. The interviews supplemented the survey by supplying qualitative data. Although the interviews provided interesting stories, our project was more concerned with the statistical data that the survey provided. This section includes a summary of the methods we used to administer a survey, compile and analyse the data, and conduct interviews.

## 4.1 Survey

While in London we administered a quantitative survey to the elderly members of *Contact the Elderly*. The organisation can use the information gained from the survey to improve its screening process. The statistical data gained from the survey also provides a foundation for the awareness campaign to be launched in October of 1999.

## 4.2 Creating a Survey

In order to learn more about the elderly people served by *Contact the Elderly*, we administered a survey to approximately 96 groups of the elderly members served by the organisation. David Robson, a retired methodology expert, selected these 96 groups from the 165 groups throughout Great Britain. Each group consists of six to eight people, generally over the age of 75, resulting in a sample size of approximately nine hundred elderly people.

*Contact the Elderly* wishes to serve elderly people who receive very little social contact and who have a hard time getting out on their own. Our survey determined if *Contact the Elderly* is reaching its target audience. This survey also

aimed to discover the general quality of life of the elderly members, and if *Contact the Elderly* can improve it. The information gained provides insight for anyone who works with the elderly.

Originally, we designed an interview protocol including questions about the elderly's way life, concerns they have, and their views on some controversial issues. After our project changed, David Robson took our interview protocol and used it as a base for the new survey. He also took into account suggestions from our liaison and the Joseph Rowntree Foundation. Once we arrived in London we took the new survey and reformatted it, so that it was easier for the elderly to read and understand. After we finished reformatting, we pre-tested the survey.

In order to pre-test the survey, each of our group members attended a different group outing along with an employee of *Contact the Elderly*. At these outings, we gave every elderly person a survey while we observed any reactions and difficulties the elderly encountered. Next, we discussed these difficulties with our liaison and David Robson. During this discussion, we realised that the elderly needed more help to complete the survey than we had originally anticipated. After we analysed the results of the pre-test, we determined the changes that we needed to make. These changes included eliminating some questions, as well as limiting the number of multiple choice answers to many of the questions.

The computer questions in particular needed revisions. In this case, we decided to remove the question concerning whether or not the elderly own computers and the question regarding their use. We decided to keep the question about whether or not they had ever used a computer. Finally, in place of the removed questions, we added a question about whether or not the elderly would be interested in learning

more about computers. We decided to add this question because during the pre-test the elderly seemed interested in learning what a computer could do for them.

We also removed the question concerning whether they had ever told anyone about *Contact the Elderly*. We made this decision because some elderly members were under the impression that they were not allowed to tell people. Hence, this question made them defensive.

During the pre-test, we also found that the financial question was particularly offensive to the elderly. Most of the elderly people did not want to admit that they were entirely dependent on the state. To solve this, we reworded the question to ask simply if they received any private financial help.

Another revision we made was to the question that asks about the general quality of life. We made this question open-ended because it was apparent that no one would mark a box that said they were unhappy, but if they were allowed to write in their own answers, their feelings may become apparent.

We made some of the biggest changes to the questions that concerned the visits that the elderly receive or make. Originally, these questions had multiple choice answers, but during the pre-test we realised these were confusing. To solve this problem, we decided to change the questions to include a time span. We also changed the choices to simple yes or no answers. Another motivation behind this change was that *Contact the Elderly* was not concerned with the frequency of the visits, but rather with whether the elderly receive any visits. To provide more information about why they receive or do not receive visits, we added two questions about where their family is located. Through these questions, we determined the people who had family nearby versus those who had relatives abroad. We then correlated these answers to the

answers about the frequency of visits. The goal of this comparison was to determine if there is a correlation between location of relatives and frequency of visits.

Many of the questions we originally included had many possible answers. To accommodate the multiple responses, we made them open-ended. The first of these was the question concerning how the elderly member found out about *Contact the Elderly*. This question had too many possible answers to make it multiple choice. Therefore, we quantified the answers for analysis after we received them. Another question we made open-ended was the question regarding what would help the elderly the most. This question also had many possible answers consequently, we decided to make this one open-ended as well. Additionally, this question made many of the elderly defensive because the question assumed that they needed help. We remedied this feeling by rewording the question to ask what would make their life easier.

Another question we reworded was the question asking what the elderly worried about. We changed this to ask what particularly bothers them; we made this change because worry has a stronger connotation, and *Contact the Elderly* wanted a broader answer. To make this question easier for the elderly to answer, we changed the order by placing the question about what they particularly like immediately before it.

The final change we made to the survey was to add an optional space for them to write in their names. This information was not coded, but it made some elderly people feel better to attach their names to their survey if they had spent a lot of time filling it out.

After making all of these changes, our survey was complete. With this survey, we were confident that we would gain the information we needed for our project.

## 4.3 Sampling

David Robson determined the original sample for the surveys. He reviewed the demographic distribution of the 165 groups and then chose 96 of these groups by geographic location (Hartwell, personal communication, November 13, 1998). Mr. Robson first divided all of the groups into four separate sections: London, South Eastern England (excluding London), the rest of England, and Scotland. He then determined the number of people in each section. From this information, he concluded how many groups from each section of Great Britain we needed for the sample (Robson, personal communication, December 4, 1998). We surveyed one out of every three groups in London and one out of every two groups in South Eastern England. Additionally, all of the groups in Scotland and the remainder of England participated. The reason for this is that there are fewer groups found in these locations (Robson, personal communication, December 4, 1998). David Robson chose this sample to help eliminate any bias towards London or South Eastern England (Robson, personal communication, December 4, 1998).

The methods that Mr. Robson chose are known as clustering and systematic. These are both well known and respected methods. Mr. Robson used clustered sampling first to divide Great Britain into sections; he then used systematic sampling within these strata. Mr. Robson's method for stratifying Great Britain was better than one that we would have developed because of his extensive knowledge of British geography. However, we would have used a similar method, and we believe that this provided the best sample for our survey.

Although the original sample was adequate, we were forced to re-sample for a few reasons. One reason was that some of the groups in the original sample could not participate because they did not meet during the months of January or February. Another reason was that certain groups were too new to provide an accurate

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representation of the members of *Contact the Elderly*. Yet another reason was that some groups had disbanded or did not currently have a group leader. We re-sampled in a way identical to David Robson's method, except we excluded some groups for the above mentioned reasons. We felt this way provided the most representative sample of all the members of *Contact the Elderly*. One should note that this sample is not representative of the elderly in general but only of the elderly that belong to *Contact the Elderly*.

We mailed the surveys to the group leaders who handed them out at the regular monthly outings. The elderly filled out the surveys and returned them to the group leaders who, in turn, mailed them back to us. The administering of the survey took place during the last week of January and the month of February, since each group met at different times during the month. Once we were sure that the groups had met, we placed follow-up calls to the group leaders asking them to return the completed surveys to us.

Once the group leaders had returned the surveys and the forms to us, we devised an approximate sample size. We found the average number of members in the groups who had responded to our inquires, nine. We then used this number in the calculation of the sample size. We computed a sample size of approximately 859 elderly people in 94 different groups.

## 4.4 Compiling and Analysing the Data

Through his past experience, David Robson had developed an association with a professional database company that compiled the survey data. We coded the answers in the survey so that the responses were easily entered into the database. The method we devised for coding was based on the first 100 surveys that were returned back to us. By looking at these surveys, we were able to determine patterns in the

open-ended questions and assigned numerical values to them. For a complete listing of the numbers and answers, please refer to Appendix C. A professional database company, Independent Data Analysis or IDA, compiled the data continually during the first six weeks we were in London. Once all the data was collected, we analysed and presented the information to *Contact the Elderly*. We then spent the last week of our project completing this analysis.

## 4.5 Interviews

In order to gather qualitative data to supplement the survey data, we interviewed elderly people during our time in London. This data gave us a more detailed profile of the members of *Contact the Elderly* and any interesting stories uncovered during the interviews will be used in the awareness campaign. We also attended Sunday outings to interact with the elderly. We decided upon our sample for the interviews by using systematic sampling from the groups in London that we did not choose to participate in the survey. Once we determined the sample, we called the group leaders of the respective groups to ask if we could attend the Sunday outings. At these outings, we were able to meet the elderly members with whom we would be seeking interviews. We used this method because we did not have a list of all the elderly members, and we felt it was inappropriate to telephone them without any prior interaction. The reason we chose those not involved in the survey was for quality control.

Our initial interviews were set up on the Sunday we pre-tested the survey. To give us a general direction during the interviews, we used a protocol that we based loosely on our survey. This method helped keep our interviews focused without intimidating the elderly. We developed this protocol with recommendations from *Contact the Elderly*. We conducted these interviews by travelling to the homes of the

elderly. Due to the sensitive nature and physical disabilities of the elderly, we conducted the interviews in a very informal, conversational manner. The interviews were only conducted in or very close to London. This was primarily because of the restrictions of public transportation and impracticability of travelling far outside of London for moderately brief interviews. Although this did indeed cause a bias, *Contact the Elderly* was aware of this bias. However, the cost of eliminating this problem was too high to make it worthwhile.

We analysed the data gained from the interviews using content analysis. We compared and contrasted what the elderly said in the interviews with the results from the survey. Additionally, more than one group member attended each. This provided alternate views and interpretations about the interview. Each one of us wrote down our views before talking with each other so as not to influence one another. Next, we compared the different views to look for recurrent themes.

This methodology serves as an outline of the steps we took to complete our project, which is a profile of *Contact the Elderly's* members. These steps included the revision of the survey created by David Robson, the re-sampling of our frame, the administering of the survey, and the follow-up interviews. We pre-tested and revised this survey so that it was satisfactory to both our liaison and us. Next, we sent the surveys to the group leaders to administer. We then performed interviews to complement the information gained from the surveys. Finally, we compiled and analysed the data gathered from both the surveys and interviews. This information is useful to *Contact the Elderly* in determining the effectiveness of its screening process.

# 5. Results

## 5.1 Surveys

We administered a survey to the elderly members of *Contact the Elderly*. We used the information to create a profile of these members. This profile will help *Contact the Elderly* improve its screening process. This section discusses our sample size, response rate, and the responses to all of the individual questions.

### 5.1.1 Sample Size

We sent out approximately 900 surveys to 94 out of the 167 *Contact the Elderly* groups throughout Great Britain. We sent a form out to all of the group leaders before the survey. This form inquired as to the number of members in each group and the date the group was meeting. For the groups that responded, we sent out the exact number of surveys for that group on the appropriate date. For the remaining groups, we sent each ten surveys for the first Sunday that we conducted research. We chose to send out ten surveys to each of these groups because we determined that the average number of members per group was eight. We determined this number from the group leaders who responded to our inquires about how many members were in their group. Our total sample size was approximately 859 elderly members or 94 groups. From all of the groups that responded, 405 members attended the outings out of the 507 members in the groups. This is an overall attendance rate of 79.88 percent. The attendance rate may be low because in the winter months the elderly tend to be ill more often. Additionally, it is important to realise that the sample is an estimate because we discovered from the group leader forms that some group leaders had included their volunteers in their group size.

### 5.1.2 Response Rate

In this section, we discuss the number of surveys we received, the number of groups who returned the surveys, the number of elderly who attended the Sunday outings, and the total number of elderly in each group. In the following paragraphs, we discuss various response rates within our sample. The term group response rate refers to the number of groups that returned the surveys to us versus the number of groups that met for a given week. This rate is important because we needed to know how many groups actually participated in the survey. The term individual response rate refers to the number of elderly who completed the surveys versus the number of elderly who attended the outings. This rate is important because it demonstrates how many elderly members who were able and willing to partake in the survey. The final term we use is attendance rate. This term refers to the number of elderly who actually attended the outings versus the number of elderly in the group. This term is important because if we had administered the survey at during a different season, the attendance may have been higher. In turn, a higher attendance rate may have yielded a higher *individ*ual response rate.

The group leaders returned 360 surveys to us. However, we rejected 15 surveys due to the lack of answers given by the respondent. Therefore, the number of surveys accepted for our data analysis was 345: 40.16 percent of the surveys we mailed. However, 58 out of 94 groups responded, resulting in a 61.70 percent group response rate. The individual response rate was 88.89 percent because we received 360 surveys from the 405 members that attended the outings. From the 58 groups that responded, 405 out of the 493 elderly members actually attended the outings. Therefore, the total attendance rate is 82.15 percent.

Out of eleven outings that occurred on 31 January 1999, four groups responded, yielding a 36.36 percent group response rate. This low group response rate is partially due to the fact that two groups chosen for our original sample, due to problems with the postal system, did not receive the surveys in time to administer them. We replaced one of these groups with another group that met on 14 February and that was from the same geographical region. We could not replace the other group because we had already surveyed every group from the same geographic region. From these four groups, 23 out of 24 elderly members attended the outings, which is an attendance rate of 95.83 percent. Of the 23 members that attended, 22 returned the surveys, resulting in a 95.65 percent individual response rate.

Seven out of nine groups that met on 7 February 1999 responded, resulting in a 77.00 percent group response rate. Of these seven groups, 50 out of 82 elderly members attended the outings, which is a 60.98 percent attendance rate. However, we received 49 out of 50 surveys, resulting in a 98.00 percent individual response rate.

25 out of 31 groups that met on 14 February 1999 responded, yielding an 80.65 percent group response rate. From these 25 groups, 182 of the 223 elderly members attended the outings. This results in an attendance rate of 81.61 percent. Additionally, the individual response rate is 85.16 percent because we received 155 surveys from the 182 members that attended the outings.

Of the 20 outings that occurred on 21 February, eleven groups responded, yielding a 55.00 percent group response rate. One group was not willing to participate in the survey, and we were unable to replace this group due to the late notice and the group's geographic location. 98 out of 109 elderly members attended the eleven outings, resulting in an 89.91 percent attendance rate. Of the 98 members who attended, we received 92 surveys, yielding a 93.88 percent individual response rate.

24 groups did not respond to our inquires about their meeting date. Therefore as a precaution, we sent surveys to these group leaders as if the groups were meeting on 31 January 1999. Eight of these 24 groups returned the surveys, resulting in a 30.77 percent group response rate. 52 elderly members attended the outings; however, we received only 42 completed surveys, or an 80.77 percent individual response rate. We expected a low response rate for various reasons. One reason is these groups did not respond to any of our other inquiries. Therefore, the group leaders may not want to participate in the survey or may not be meeting within our time frame. In addition, the postal system was a problem in both delivering the surveys to the group leaders and also in returning them to us.

### 5.1.3 Responses to Individual Questions

All of the data included in this section is based on the 345 surveys we received from the elderly members of *Contact the Elderly*. What follows are the responses to individual answers in both number and percentage forms.

### 5.1.3.1 Length of membership

The following charts show how long the members surveyed have been attending *Contact the Elderly's* outings.

GRAPH I: LENGTH OF MEMBERSHIP (NUMBER)   CHART I: LENGTH OF MEMBERSHIP (PERCENT)
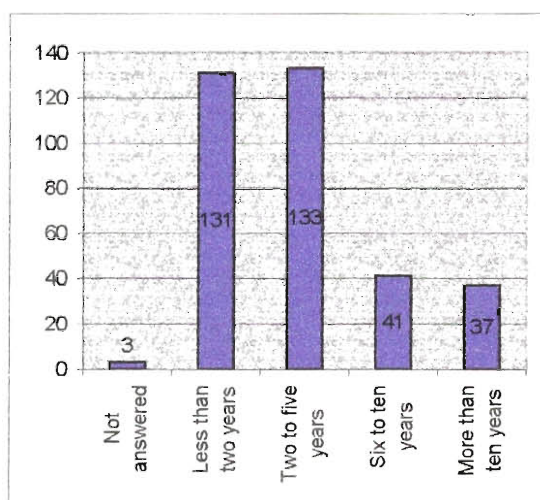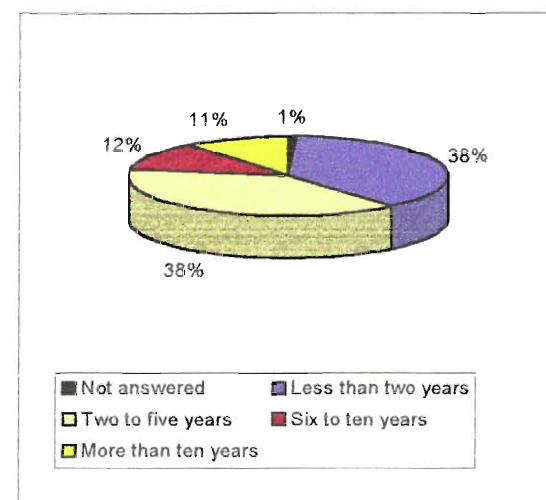
## 5.1.3.2 How the elderly found out about *Contact the Elderly*

The following charts depict the means by which the elderly discovered

*Contact the Elderly.*

GRAPH II: HOW THE ELDERLY FOUND OUT ABOUT *CONTACT THE ELDERLY* (NUMBER)
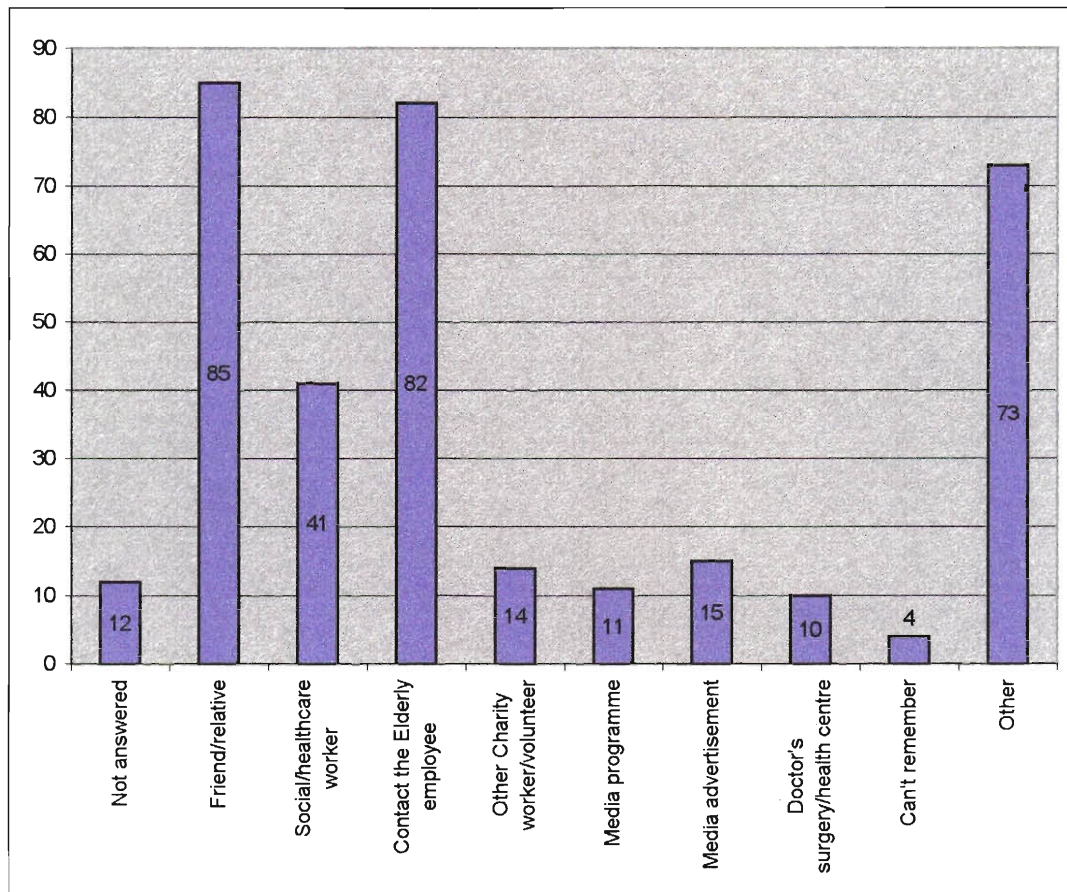


CHART II: HOW THE ELDERLY FOUND OUT ABOUT *CONTACT THE ELDERLY* (PERCENT)
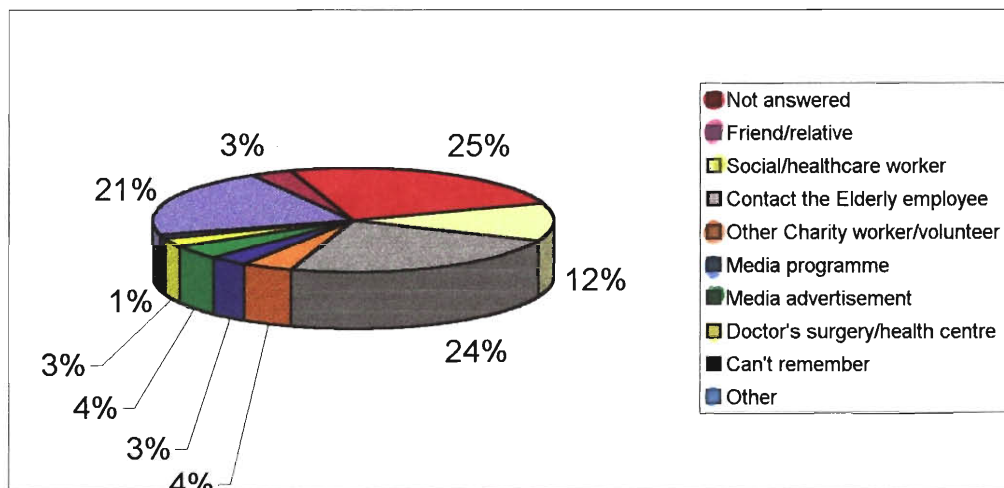
### 5.1.3.3 Contact with members between meetings

The following graphs show how many members keep in touch with other

members of *Contact the Elderly* between outings.



GRAPH III: CONTACT WITH MEMBERS BETWEEN MEETINGS (NUMBER)
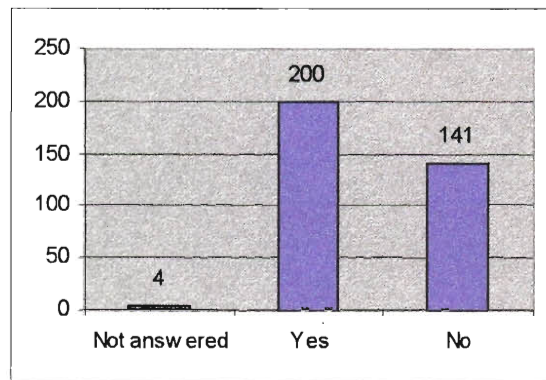


CHART III: CONTACT WITH MEMBERS BETWEEN MEETINGS (PERCENT)
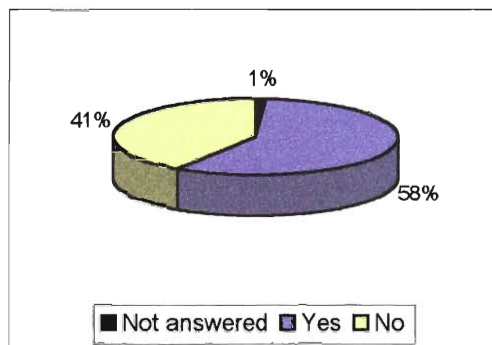
### 5.1.3.4 Familiarity with "Contact News"

These charts show how many members read or look through *Contact the*

*Elderly*'s newsletter, "Contact News".



GRAPH IV: FAMILIARITY WITH "CONTACT NEWS" (NUMBER)
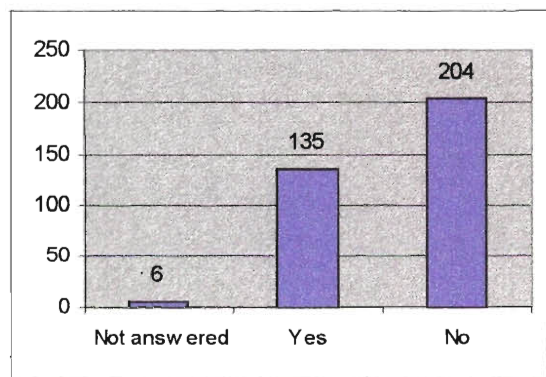


CHART IV: FAMILIARITY WITH "CONTACT NEWS" (PERCENT)
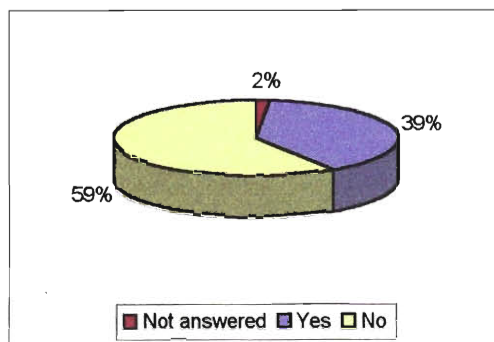
### 5.1.3.5 Time spent listening to the radio

The graphs presented below depict the amount of time the elderly generally spend listening to the radio.

GRAPH V: TIME SPENT LISTENING TO THE RADIO (NUMBER)
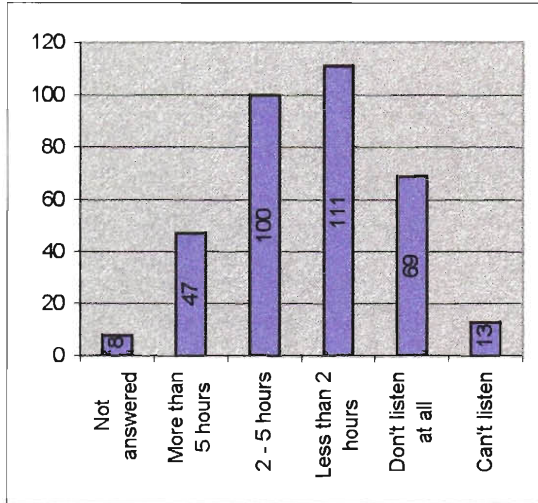
CHART V: TIME SPENT LISTENING TO THE RADIO (PERCENT)
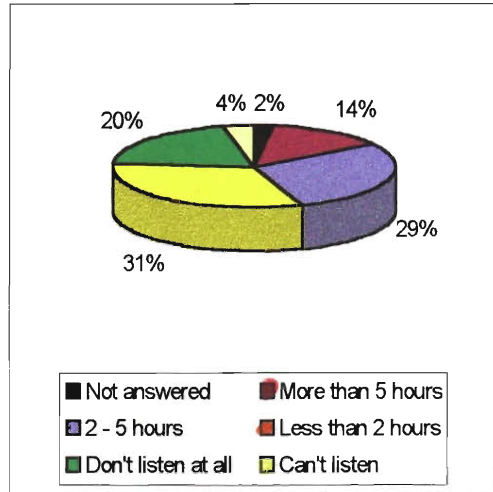


### 5.1.3.6 Time spent watching television

The following figures show how much time the elderly ordinarily spend watching television.

GRAPH VI: TIME SPENT WATCHING TELEVISION (NUMBER)
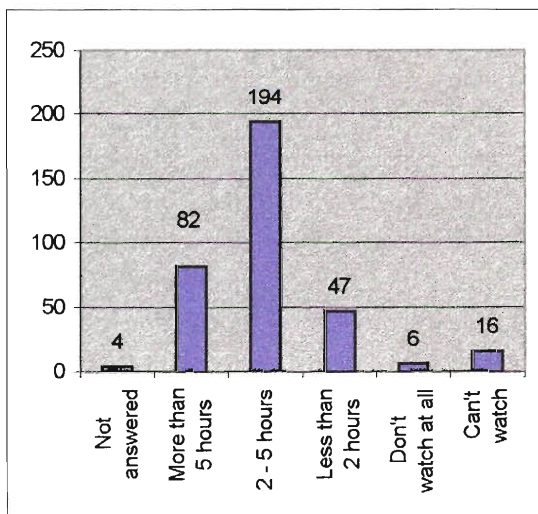
CHART VI: TIME SPENT WATCHING TELEVISION (PERCENT)
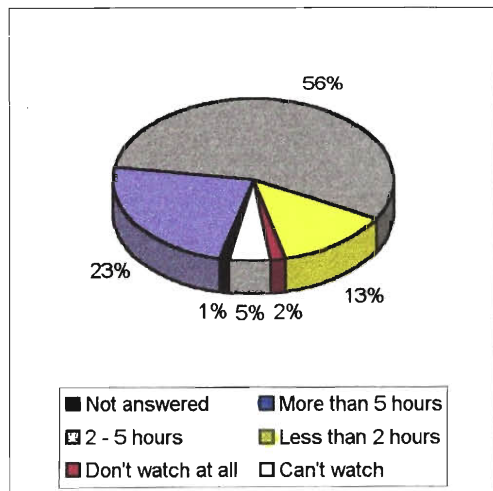
### 5.1.3.7 Daily newspaper readership

The graphs that follow reveal how many elderly read a daily morning newspaper.

GRAPH VII: DAILY NEWSPAPER READERSHIP (NUMBER)
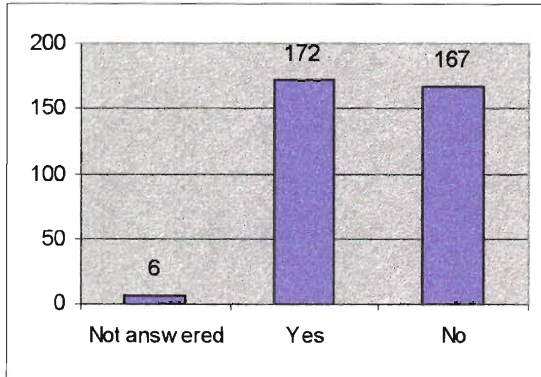
CHART VII: DAILY NEWSPAPER READERSHIP (PERCENT)
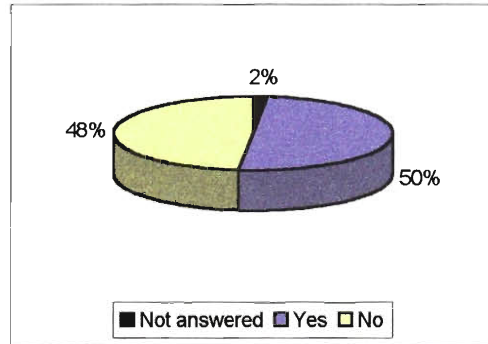


### 5.1.3.8 Evening or weekly newspaper readership

The charts presented below show the number of elderly people who read the evening or weekly newspaper.

GRAPH VIII: EVENING OR WEEKLY NEWSPAPER READERSHIP (NUMBER)
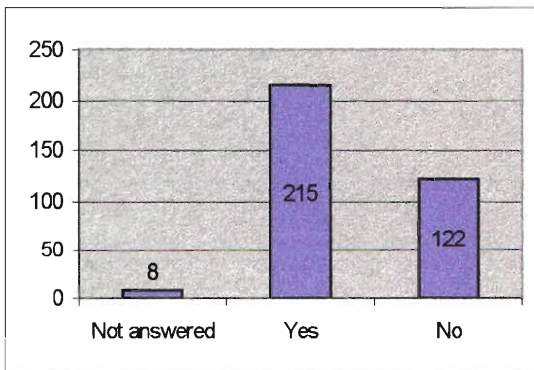
CHART VIII: EVENING OR WEEKLY NEWSPAPER READERSHIP (PERCENT)
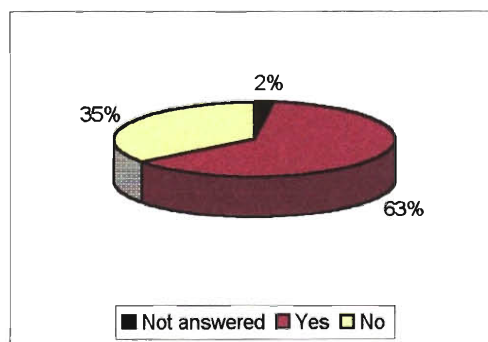
## 5.1.3.9 Hobbies

The following charts depict how many elderly people have hobbies.

GRAPH IX: HOBBIES (NUMBER)
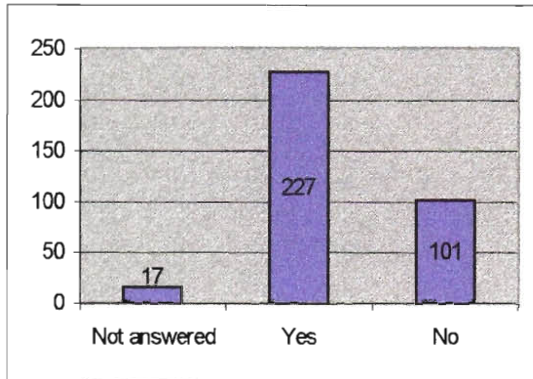
CHART IX: HOBBIES (PERCENT)
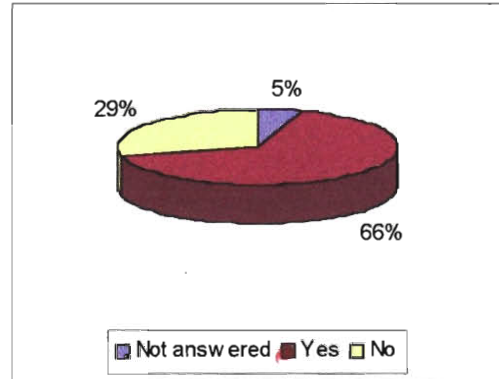
Of those members who do have a hobby, the following charts show the most

common types of hobbies.

GRAPH X: TYPE OF HOBBY (NUMBER)
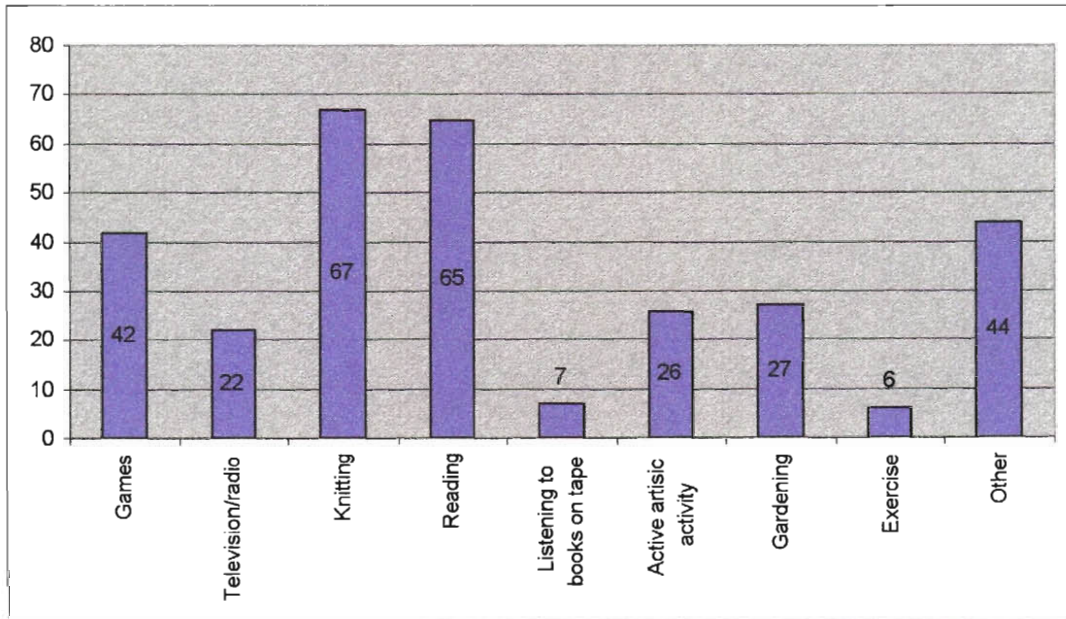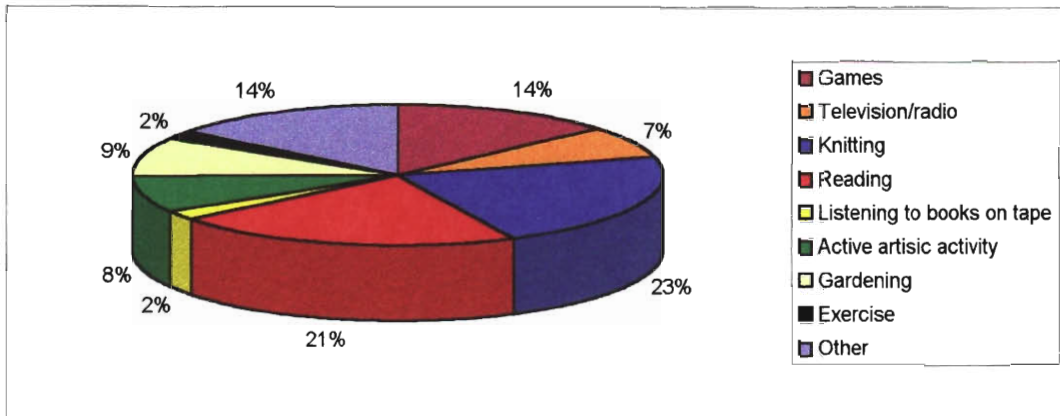
## 5.1.3.10 Garden ownership

The following charts display how many elderly people own, share, or do not possess a garden.

GRAPH XI: GARDEN OWNERSHIP (NUMBER)     CHART XI: GARDEN OWNERSHIP (PERCENT)
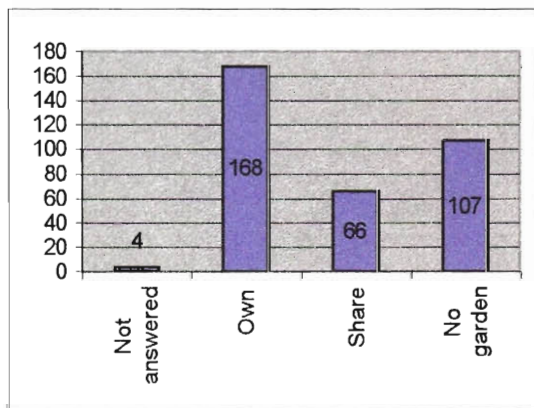




57
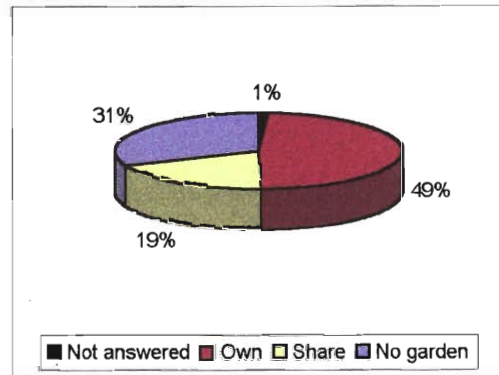
## 5.1.3.11 Pet ownership

The following figures show how many of the elderly have pets, and whether those pets are cats, dogs, budgies, or another type.

GRAPH XII: PET OWNERSHIP (NUMBER)
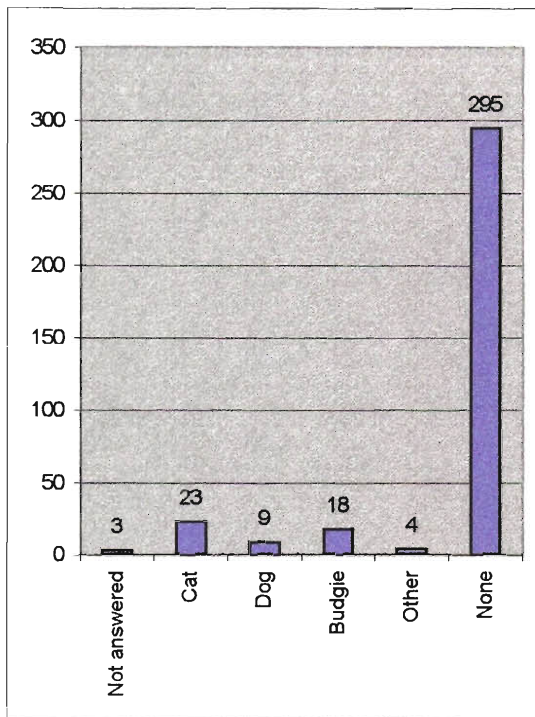
CHART XII: PET OWNERSHIP (PERCENT)
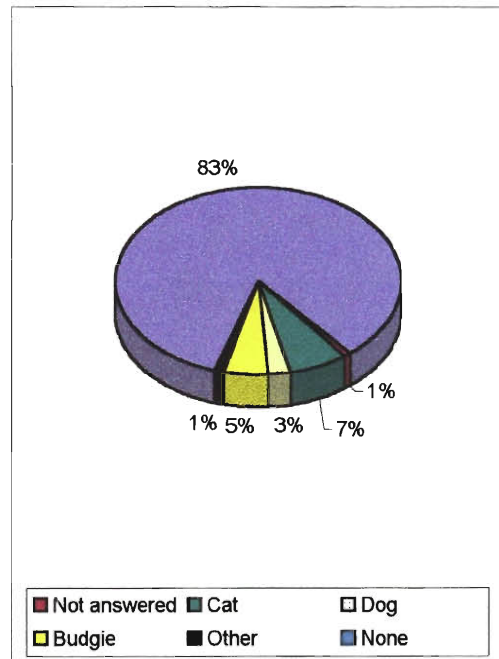


## 5.1.3.12 Computer usage

The charts that follow reveal how elderly members have ever used a computer.

GRAPH XIII: COMPUTER USAGE (NUMBER)
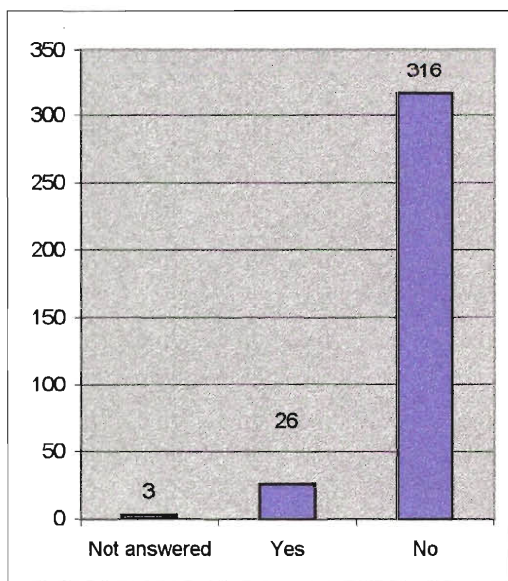
CHART XIII: COMPUTER USAGE (PERCENT)
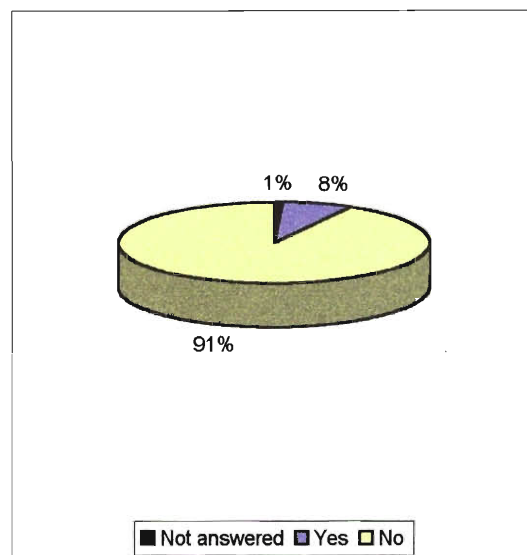
### 5.1.3.13 Interest in computers

The graphs presented below show how many respondents have any interest in learning more about computers.

GRAPH XIV: INTEREST IN COMPUTERS (NUMBER)    CHART XIV: INTEREST IN COMPUTERS (PERCENT)
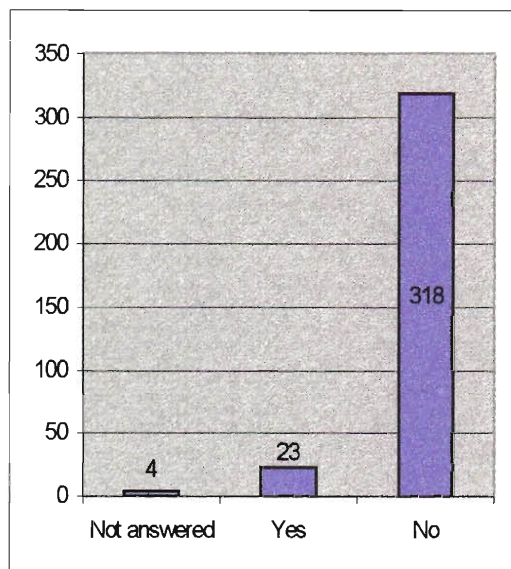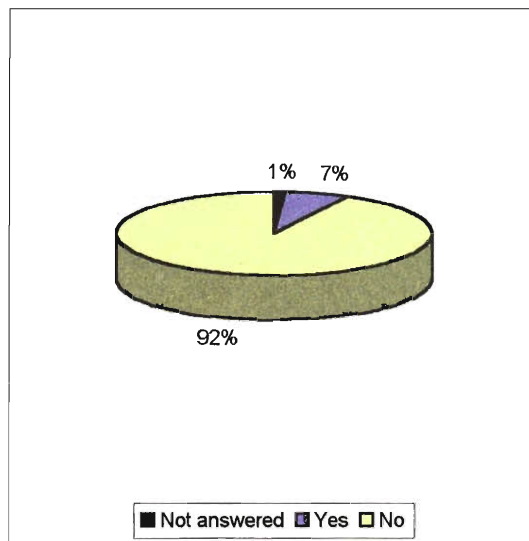


### 5.1.3.14 Telephone calls received

The charts below show how often the elderly members receive a telephone call.

GRAPH XV: TELEPHONE CALLS RECEIVED (NUMBER)    CHART XV: TELEPHONE CALLS RECEIVED (PERCENT)
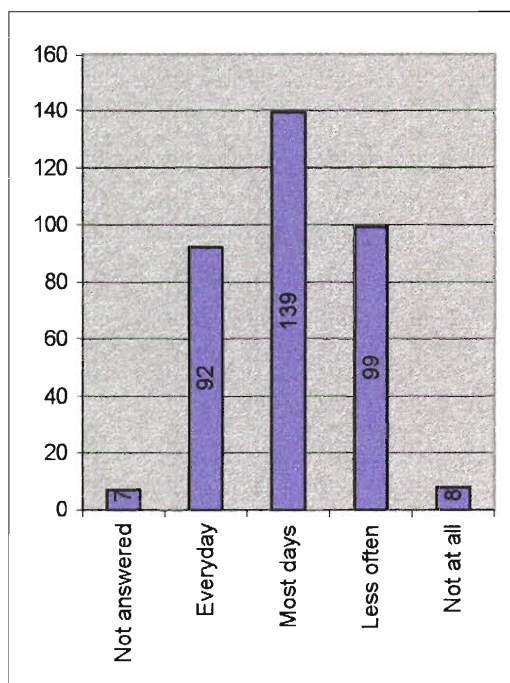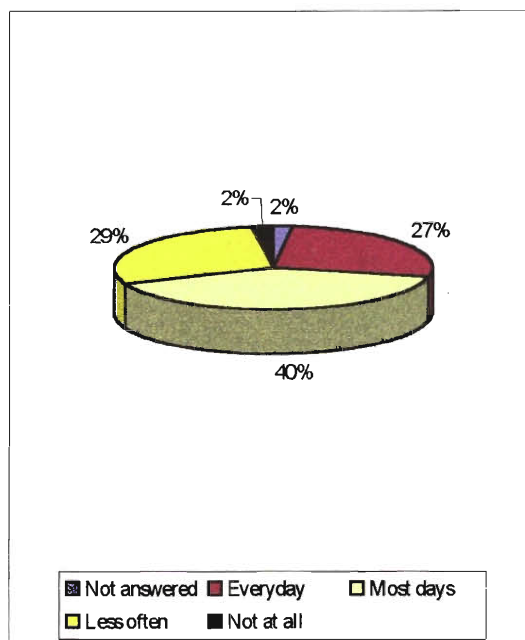
## 5.1.3.15 Telephone calls made

The following graphs reveal how often the people surveyed make a telephone call.

GRAPH XVI: TELEPHONE CALLS MADE (NUMBER)
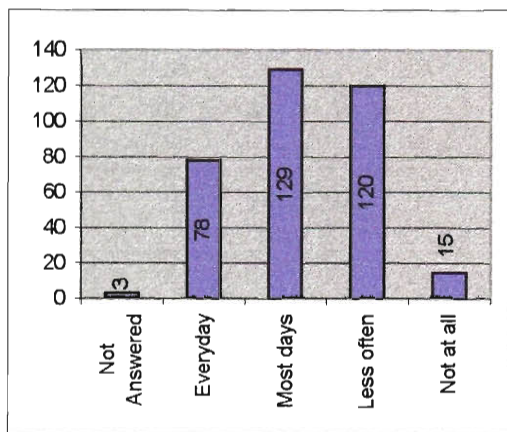
CHART XVI: TELEPHONE CALLS MADE (PERCENT)
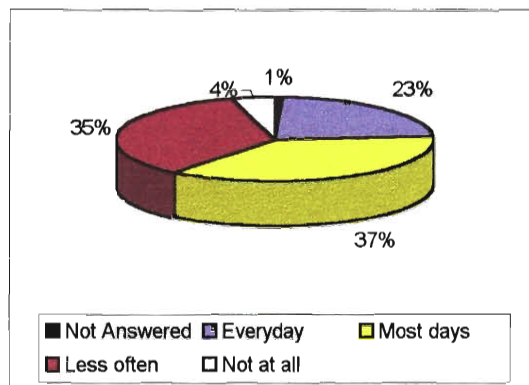


## 5.1.3.16 Visits received

The next graphs indicate who visits the elderly members on a weekly basis, or whether they do not receive visits regularly.

GRAPH XVII: VISITS RECEIVED (NUMBER)
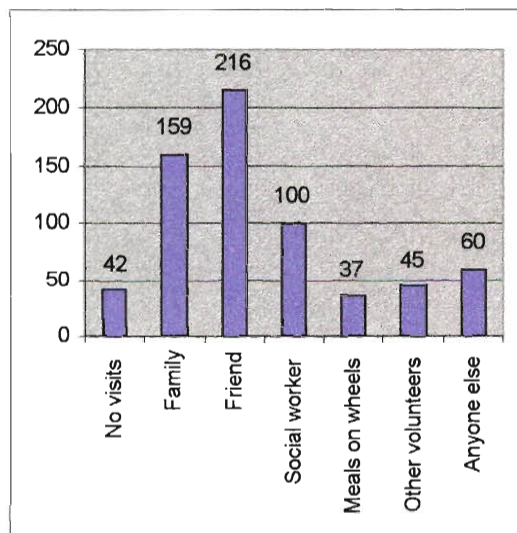
CHART XVII: VISITS RECEIVED (PERCENT)
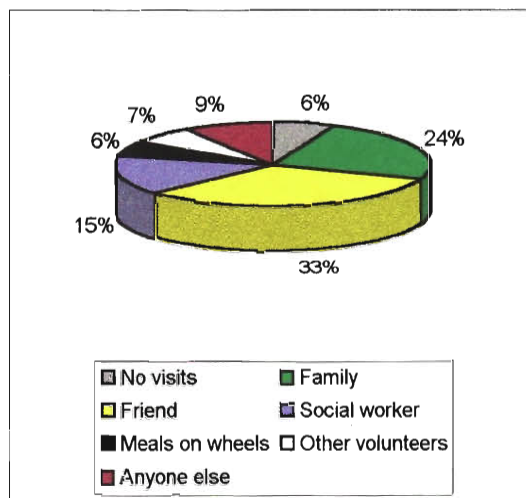
## 5.1.3.17 Visits made

The following figures show whom the elderly visit on a monthly basis, or whether they do not visit anyone regularly.

GRAPH XVIII: VISITS MADE (NUMBER)
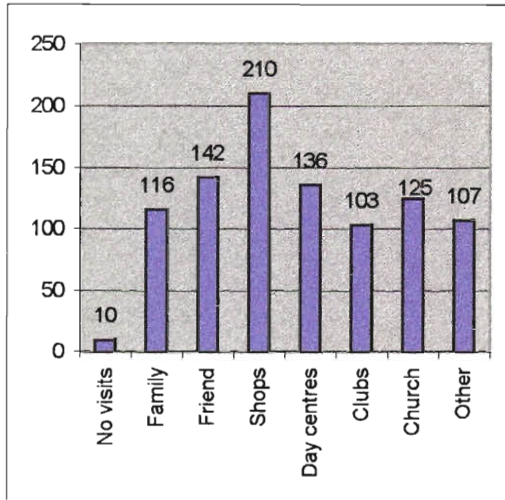


CHART XVIII: VISITS MADE (PERCENT)
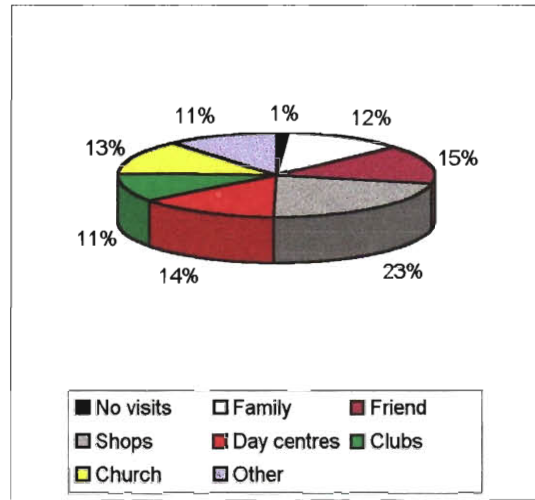


## 5.1.3.18 Help received

The following charts show what type of help the elderly receive.

GRAPH XIX: HELP RECEIVED (NUMBER)
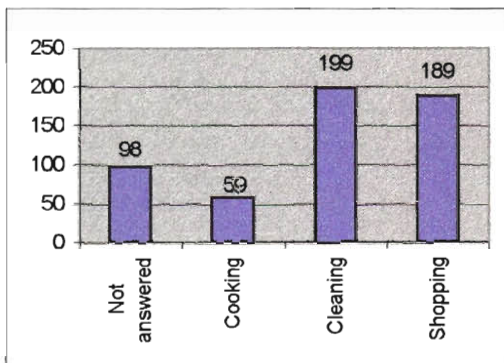


CHART XIX: HELP RECEIVED (PERCENT)
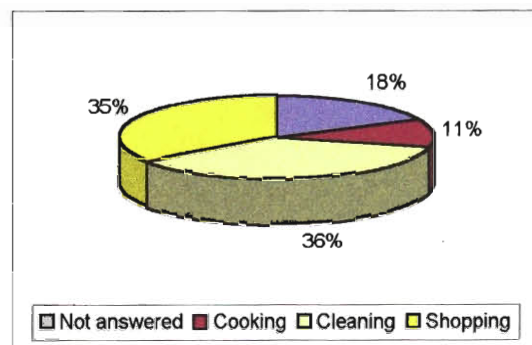
### 5.1.3.19 Elderly that live alone

The next graphs show the number of elderly members who live alone.

GRAPH XX: ELDERLY THAT LIVE ALONE (NUMBER)
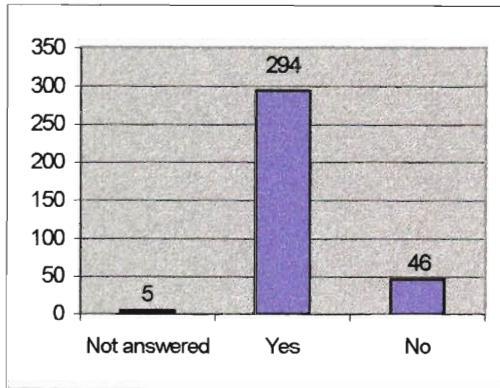
CHART XX: ELDERLY THAT LIVE ALONE (PERCENT)
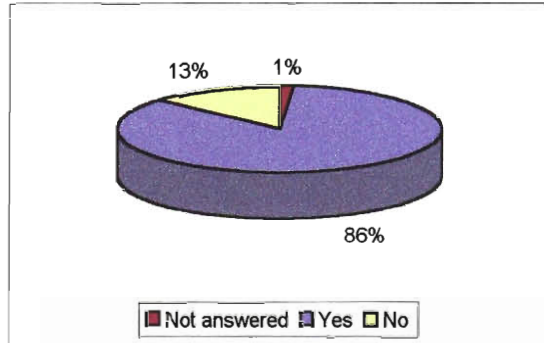


Of those people who are living alone, the next graphs show how long they have been living alone.

GRAPH XXI: HOW LONG THE ELDERLY HAVE BEEN LIVING ALONE (NUMBER)
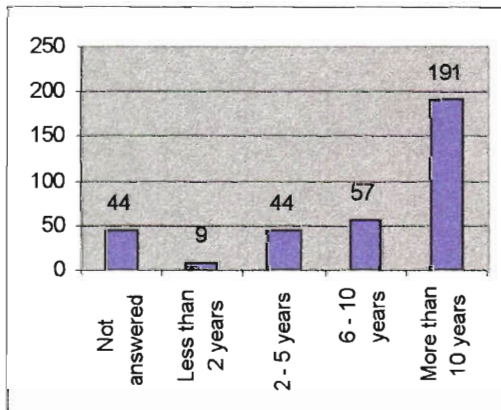
CHART XXI: HOW LONG THE ELDERLY HAVE BEEN LIVING ALONE (PERCENT)
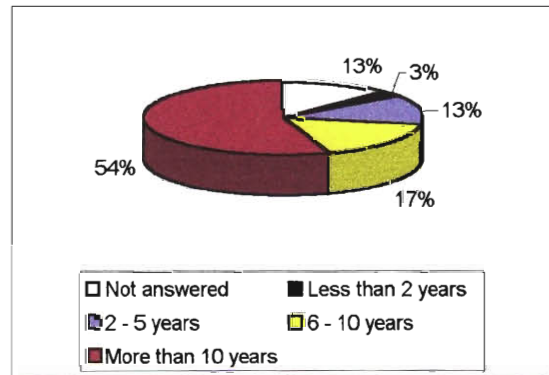
## 5.1.3.20 Home rental or ownership

The following charts show how many people surveyed own the home where they now live.

GRAPH XXII: HOME OWNERSHIP (NUMBER)
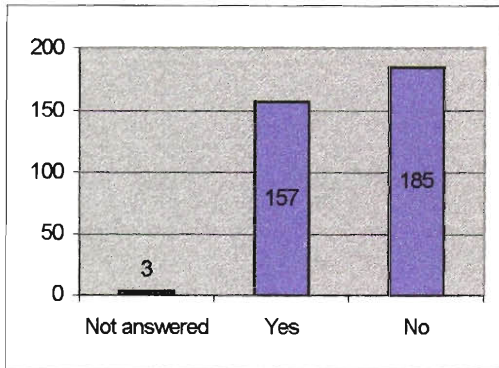
CHART XXII: HOME OWNERSHIP (PERCENT)
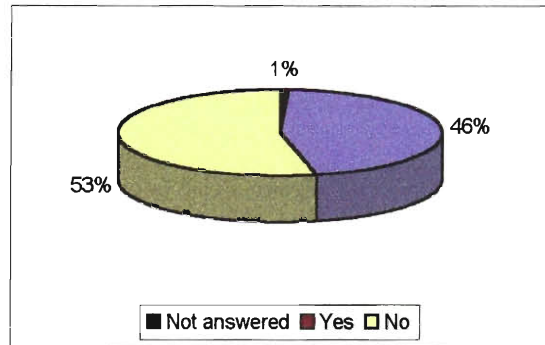


Of those who do not own their home, the following charts show how many people pay rent.

GRAPH XXIII: MEMBERS WHO PAY RENT (NUMBER)
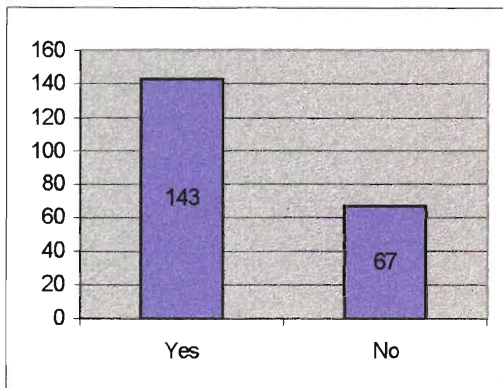
CHART XXIII: MEMBERS WHO PAY RENT (PERCENT)
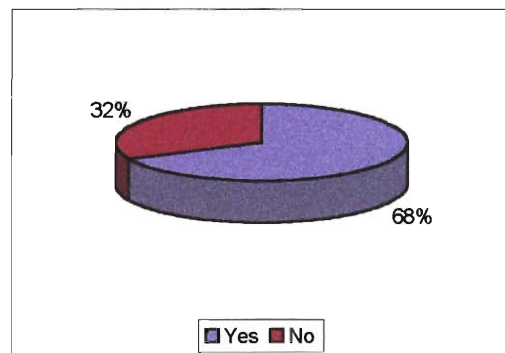
## 5.1.3.21 Living arrangements

The following figures show how many respondents live in houses or bungalows compared with those who live in flats.

GRAPH XXIV: LIVING ARRANGEMENTS (NUMBER)    CHART XXIV: LIVING ARRANGEMENTS (PERCENT)
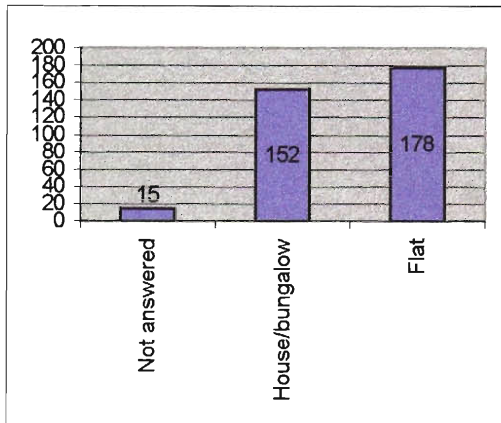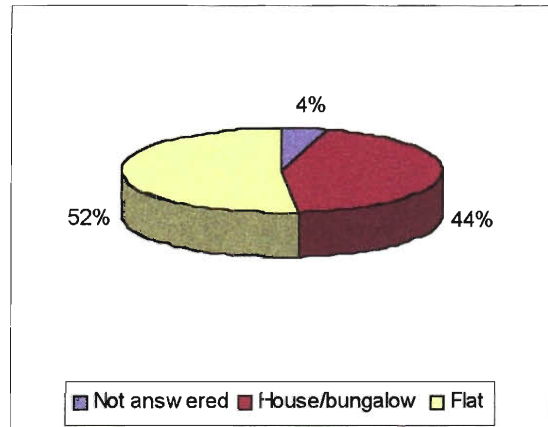


## 5.1.3.22 Work experience

The graphs presented below show how many of the elderly people surveyed previously worked.

GRAPH XXV: WORK EXPERIENCE (NUMBER)    CHART XXV: WORK EXPERIENCE (PERCENT)
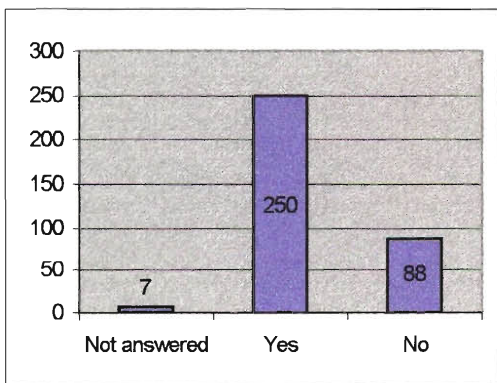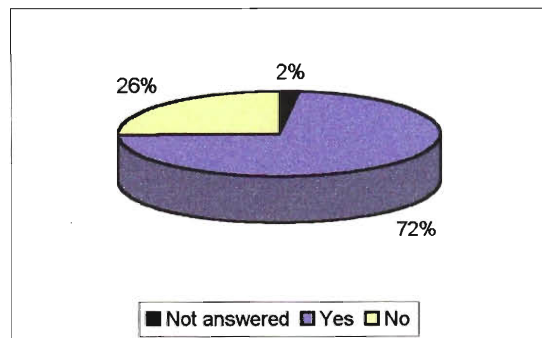
Of the members surveyed who worked, the following charts show what type of work they did.

GRAPH XXVI: TYPE OF WORK (NUMBER)
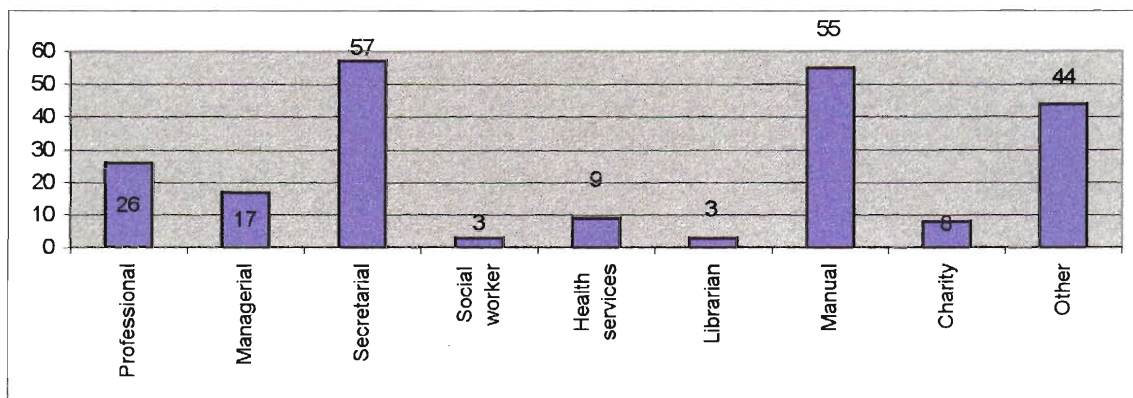


CHART XXVI: TYPE OF WORK (PERCENT)
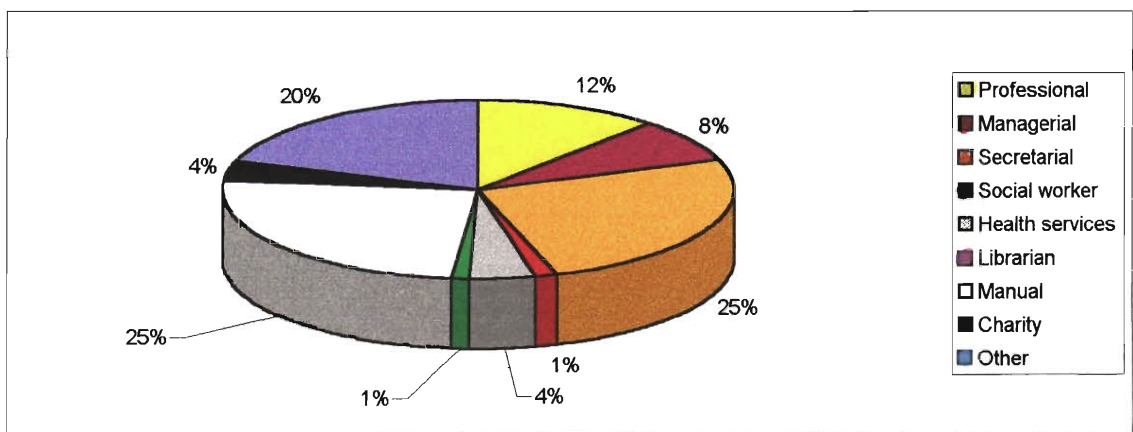


## 5.1.3.23 Private financial help

The next charts show how many people receive private financial help.

GRAPH XXVII: PRIVATE FINANCIAL HELP
(NUMBER)
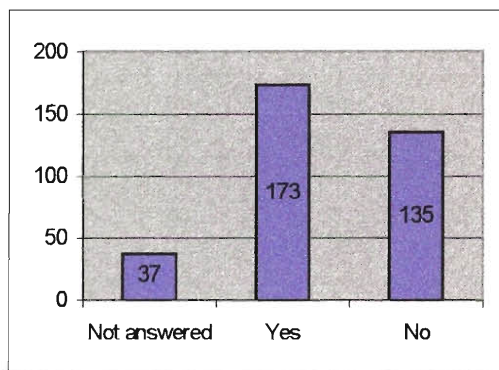


CHART XXVII: PRIVATE FINANCIAL HELP
(PERCENT)
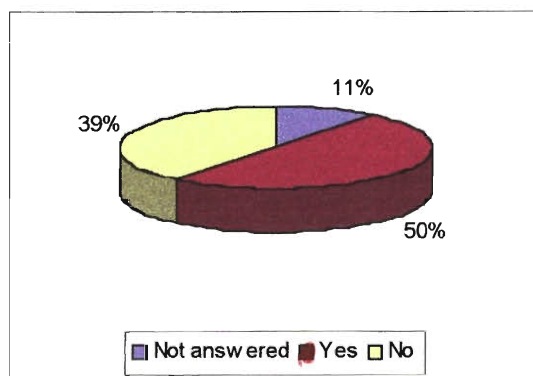
## 5.1.3.24 Satisfaction

The following graphs depict the number of elderly members who are satisfied

with their lives compared to those who are not.

GRAPH XXVIII: SATISFACTION (NUMBER)          CHART XXVIII: SATISFACTION (PERCENT)
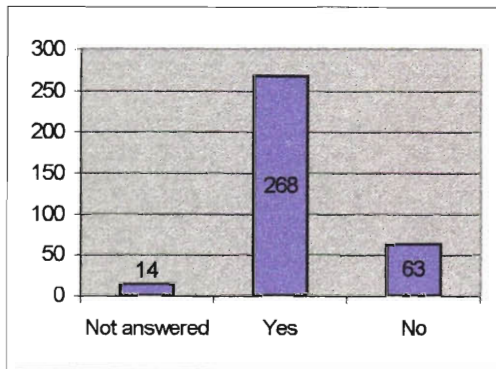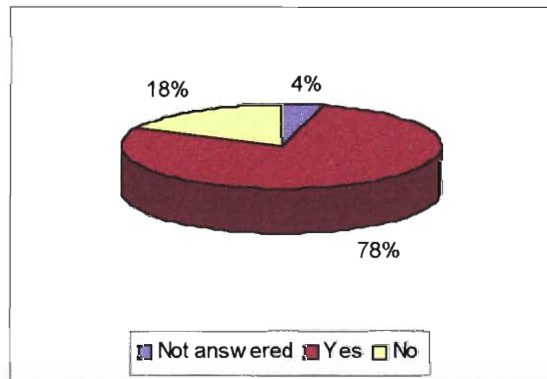


## 5.1.3.25 Ways to make the elderly's lives easier

The charts that follow show what the elderly people surveyed think would

make their lives easier.

GRAPH XXIX: WAYS TO MAKE THE ELDERLY'S LIVES EASIER (NUMBER)
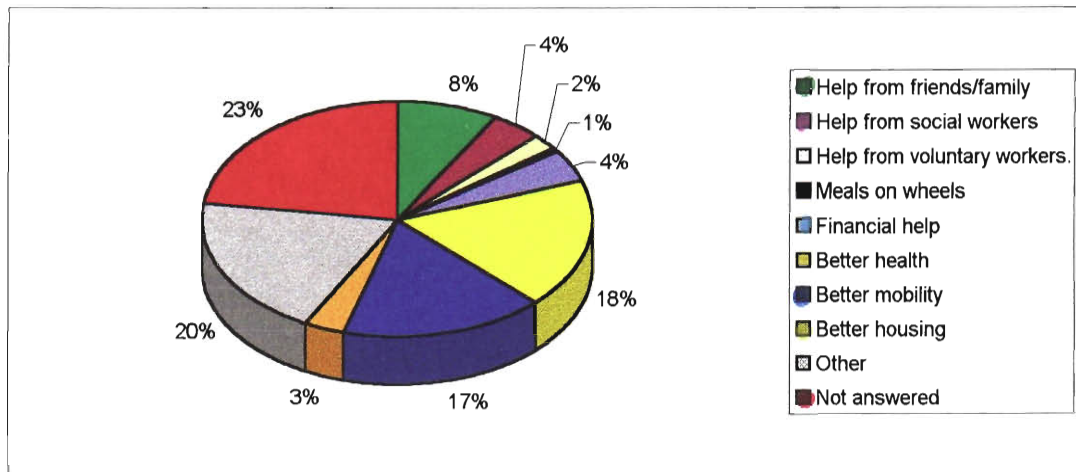
## 5.1.3.26 Favourite activities

The following charts present the activities that give the respondents the most enjoyment in their lives.

GRAPH XXX: FAVOURITE ACTIVITIES (NUMBER)    CHART XXX: FAVOURITE ACTIVITIES (PERCENT)
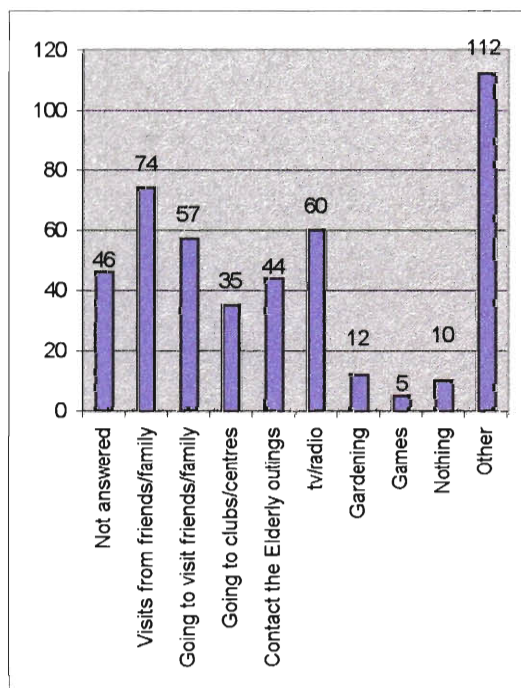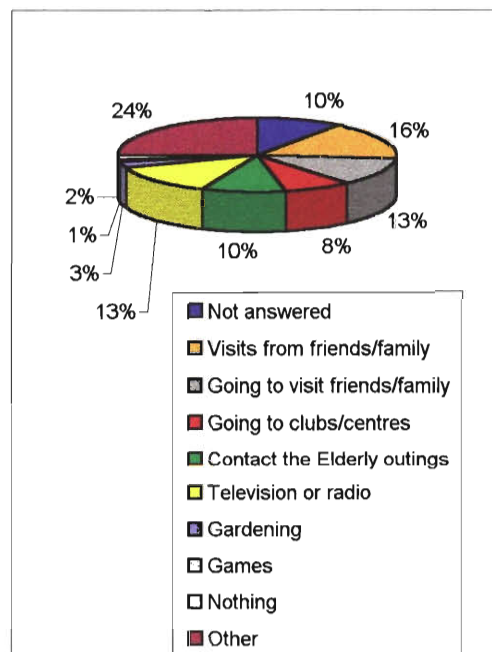
## 5.1.3.27 Concerns

The next graphs show many of the concerns the elderly have.

GRAPH XXXI: CONCERNS (NUMBER)
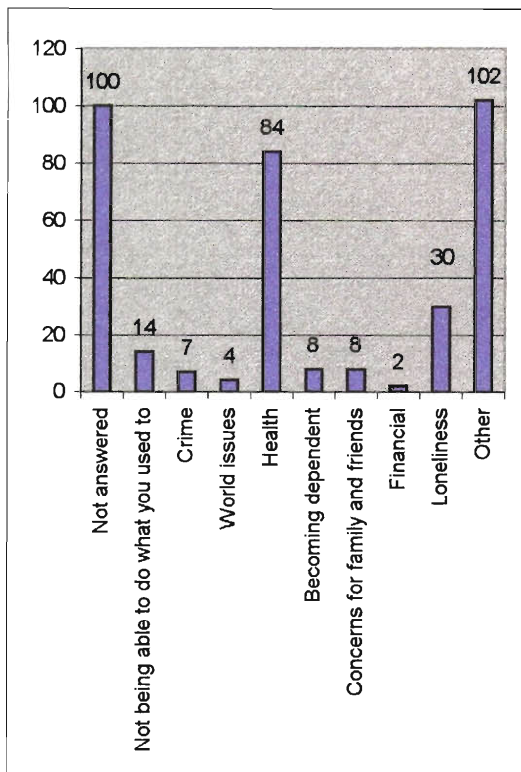
CHART XXXI: CONCERNS (PERCENT)
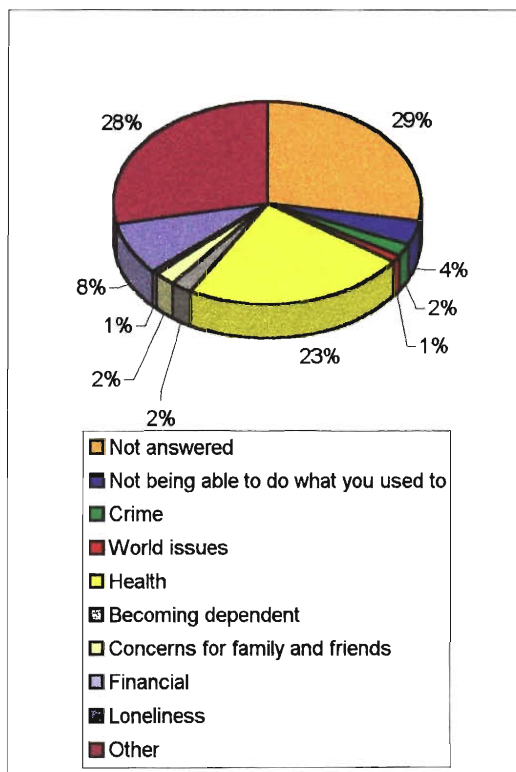


## 5.1.3.28 Relatives in Britain

The following charts show whether the elderly people surveyed have any relatives living in Britain.

GRAPH XXXII: RELATIVES IN BRITAIN (NUMBER)
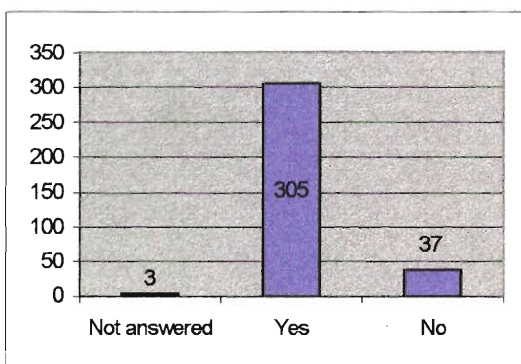
CHART XXXII: RELATIVES IN BRITAIN (PERCENT)
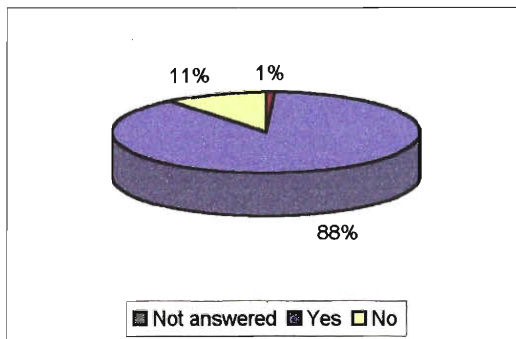
### 5.1.3.29 Relatives living abroad

The next figures show how many respondents have family members who live outside of the United Kingdom.

GRAPH XXXIII: RELATIVES LIVING ABROAD (NUMBER)
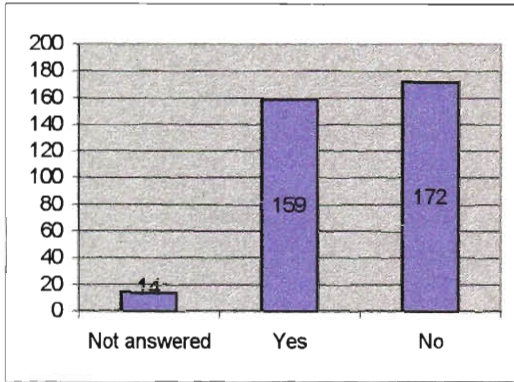
CHART XXXIII: RELATIVES LIVING ABROAD (PERCENT)
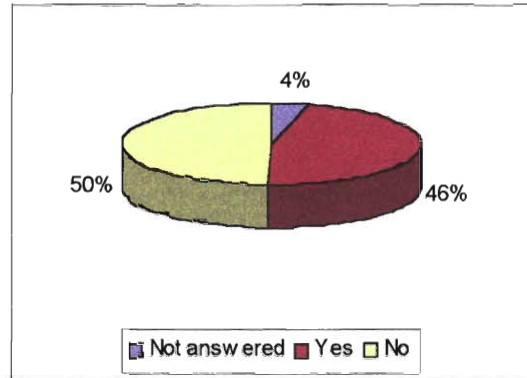


### 5.1.3.30 Age

The following charts show the ages of elderly members.

GRAPH XXXIV: AGE (NUMBER)
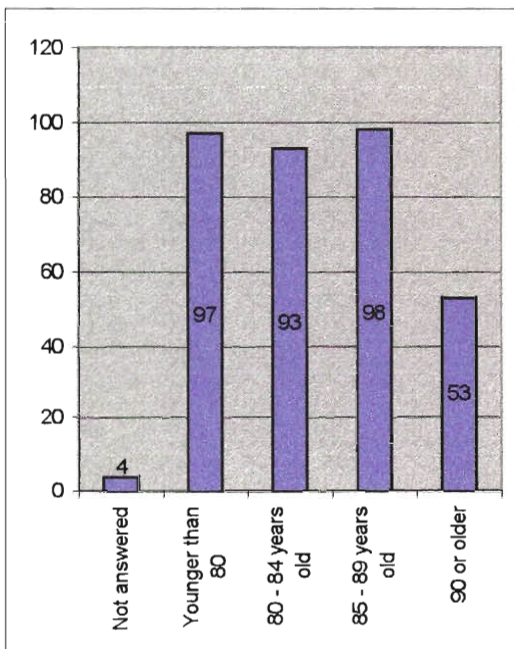
CHART XXXIV: AGE (PERCENT)
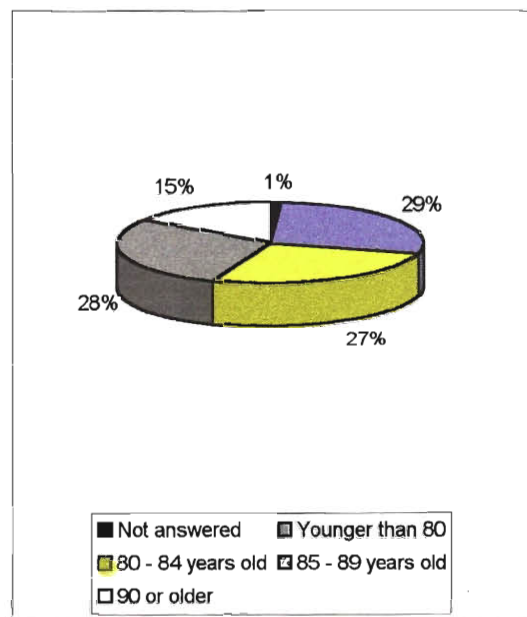
### 5.1.3.31 Gender

These final charts show the number of males who responded as opposed to the number of females.

GRAPH XXXV: GENDER (NUMBER)
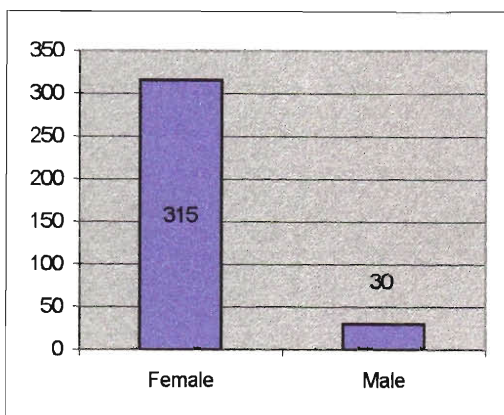
CHART XXXV: GENDER (PERCENT)
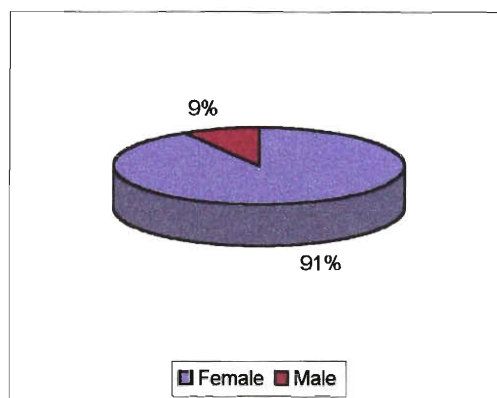


## 5.2 Interviews

We conducted seven interviews to gain qualitative data, which complemented the survey data. We used an interview protocol loosely based on our survey so that we could make comparisons to our survey. We attended Sunday outings to meet the elderly members, to establish a rapport, and to determine the elderly who were willing to meet with us. Also, we evaluated the physical condition of these people and excluded members who were deaf or could not talk. We excluded these people because it would be too difficult for us to communicate with them. We conducted each interview in the elderly person's own home in an informal, conversational manner. This section discusses the people we interviewed and their responses to the protocol. For further information regarding the following people, please refer to Appendix E.

### 5.2.1 Stephen Burrows

Mr. Burrows was our first interview and all three of our group members attended. Stephen was born and raised in Wales and moved to England during World War II. During this war, he worked on spitfire aeroplanes and the first twelve-seater

aeroplane. This work required him to stand for long periods of time, resulting in leg problems. Due to this health problem, Mr. Burrows switched from manual labour to clerical work once he moved to London. In addition to his leg trouble, he is also experiencing heart problems that limit his mobility. Aside from these facts, he is generally healthy and happy.

Mr. Burrows is living "day to day." He knows his time left is limited, but has accepted this fact and does not worry about it. He gave us the impression that he feels this way because his wife died two years ago and he has already led a full life. Stephen enjoys singing and playing piano. He used to paint and has multiple paintings hung on his wall, but he has not painted since his wife passed on. Stephen receives many visits from his neighbours who also help him with his shopping. Additionally, he goes to church twice a week and *Age Concern,* a club for elderly people, once a week. Stephen loves *Contact the Elderly*'s outings.

Although Stephen goes out a lot, it is obvious that he is lonely since the death of his wife and needs all the social contact he can get.

### 5.2.2 Blanche Holland

Mrs. Holland is an 83-year-old member of the Lewisham group of *Contact the Elderly.* She is a widow who has been married three times. She worked in telephone services until she was 65, at which time she retired because the commute from Hither Green to central London was becoming too much for her. Currently, she lives in a bungalow, which she rents from the council.

Blanche has relatives who live close by, but she does not see nor talk to them due to an argument that occurred a few years ago. She would visit them, but her children never invite her over, and she does not want to ask because she would feel as

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if she were intruding. Her only other living relation is a cousin to whom she speaks to a lot and enjoys visiting.

For entertainment, Mrs. Holland likes to watch television, especially her favourite soap operas. She used to sew, but is no longer able to due to her arthritis. Additionally, she likes creative writing and enjoys writing letters to people even if she speaks with them on the telephone often. Blanche appreciates flowers, which she always has around the house. She also likes to cook and travel. She has been to Madrid six times, Australia, and New Zealand. She went to New Zealand to bring her mother to live there with her sister. Unfortunately, both her mother and sister died less than two years later.

Mrs. Holland is not afraid of crime, despite the fact that her home has been broken into six times. She also has progressive views on some controversial subjects. She is angered by racism and finds gay and lesbian people to be quite friendly.

When asked about computers, Blanche said she would be interested in learning more about them if someone taught her how to use one. She voiced a concern that computers are missing the human touch and worries that computers "will take your brain away."

Blanche said she is not at all lonely and does not mind being alone. However, she really enjoys *Contact the Elderly*'s outings. She added that she wishes she were younger and could help run the organisation.

### 5.2.3 Dorothy Reading

Dorothy is a retired bookkeeper and a member of the Wandsworth group. She lives alone in a flat that is part of a group home. She lived there with her sister until her death a few years ago. Dorothy was saddened by her sister's death and could not bring herself to enter her sister's room until recently. Ms. Reading has another sister

with whom she keeps close contact. Additionally, she has two brothers, one of whom she talks to on the weekends. Her father died when she was only 13, and her brothers grew up in an orphanage. Dorothy's only other relations are a niece and nephew she rarely sees.

Dorothy really enjoys poetry and has many poetry books in her house. She believes that people do not read poetry as much now as they much as they did in the past, and this fact saddens her. Because she knew that we were from Boston, she brought out her Longfellow books to show us. In fact, she tried to give us one as a gift; however, we respectfully declined.

Dorothy believes computers cause many of the bookkeeping errors that large corporations now have. This belief stems from her previous job as a bookkeeper. She feels computers have taken jobs from people. Additionally, she feels that the people running the computers are an important factor. She also feels that once an error has been entered into a computer, it is much harder to find. However, she has heard of email and was interested in learning more about it.

Ms. Reading goes out almost everyday, even if it is only to walk down the street to the local store. Despite this fact, she rarely talks to people outside of her family and apartment complex. She is obviously quite lonely. This fact is partially shown by the effort she put into our teatime. She also wanted to give us her poetry book, which her late sister gave to her.

### 5.2.4 Lucy Hodkinson

Mrs. Lucy Hodkinson is an 88-year-old member of the South Bromley *Contact the Elderly* group. Lucy worked in an office starting at the age of 16, when her father died. Her mother died immediately after Lucy's birth. She lived with her brother and aunt in London following her father's death. She married during World

War II and had two daughters. One daughter now lives in Denver, Colorado, USA with her husband and children. She comes to visit Mrs. Hodkinson twice a year. Her son-in-law also comes to visit once a year on business. Lucy thoroughly enjoys these visits. Additionally, she has been to America many times to visit her family. Her other daughter now lives in Nottingham. This daughter visits more frequently, approximately every four months. Lucy's grandson, who is in college, comes to visit quite frequently. He helps her with her gardening because she can no longer do it herself.

Mrs. Hodkinson's garden is very large, and she takes walks through it whenever possible. Because Lucy has Parkinson's disease, it is rather difficult for her to manoeuvre around on her own. Her sight impairment increases this limitation, but she has a wheeler to help her get around. She also has many kind neighbours who come to visit her.

Lucy Hodkinson receives much help from the state. She has a woman who comes into her home to help bathe and dress her, a cleaning lady, and someone who helps her with her shopping. A person from the local library also brings tapes of classical music, books, and local news to Lucy once a month. Mrs. Hodkinson listens to books on tape, watches television, and listens to classical music to get through the day. She is also a member of both the *Blind Club* and the *Blind Keep Fit Club*. These clubs provide transportation to and from the meetings and provide entertainment to their members. When Lucy is not involved in these activities, she is very often sleeping or speaking on the telephone to one of her many relatives or friends.

Lucy loves the *Contact the Elderly* outings, as well as all of the people involved in these outings. Although Lucy does have some social contact, it is apparent that she is lonely and wishes she had more contact with other people.

### 5.2.5 Rose Sparkes

Two members of our group attended the interview of Ms. Sparkes. Rose lives in her own house in a community development. She has been living alone for ten years and is nearly housebound. Her neighbours provide any help that she needs, as well as providing social contact. In fact, one of her neighbours is quite a good friend of hers and comes over at least once a week. Another friend takes her out twice a week to the hairdressers and a club. Additionally, a friend of Rose's late husband does her shopping.

Rose has three brothers and a sister. Her sister and one brother have passed away. One brother lives nearby and visits frequently. Her other brother travels the world and therefore, only telephones her occasionally. Rose also has one daughter and a grandchild. Her daughter visits as often as possible, although she lives approximately four hours away. Her grandchild calls every few weeks.

Rose does not have many hobbies. She and her husband used to garden, but she has given that up since he passed away. However, she is still fascinated with plants and keeps many different types on her windowsill. She also has a piano but no longer plays. Rose enjoys watching television and following world news. She is not afraid of crime. She believes that if she is polite to people, they will treat her with the same respect.

Rose started working in a butcher's shop but later turned to office work. She is a firm believer that while computers have helped with various office work, they cause people to "not think for themselves."

Rose expressed to us that she was lonely. She also mentioned that she thoroughly enjoys *Contact the Elderly* outings. These outings provide her with much needed social contact.

### 5.2.6 Olive Huggett and Kathy Ward

Two members of our group attended this interview. We originally scheduled this interview with only Olive, but she invited Kathy to join us too. Olive is going blind due to a swelling in her brain that also causes her to become confused easily. She became quite confused several times during the conversation. If she were younger, this swelling could be corrected via operation. This fact seems to upset Olive, although she tries not to burden others with her problems.

Olive has a son whom she does not see often and a daughter who does her shopping for her. She also has two brothers; one calls her every day. Her warden has regular social gatherings for every one who lives in her building. Despite these contacts, she is very lonely. She accepts this feeling and believes it is normal for people in her age group.

Olive wishes she had more visitors and describes Kathy as lucky because she has a husband. Olive and Kathy live on the same floor in sheltered accommodations. Olive lives in a small, one-bedroom flat within these accommodations. Although Olive enjoys the company of other people, if given the choice again, she would live on her own. Kathy described these accommodations as a "place people come to die." Olive agreed with her saying, "no one ever moves out."

In general, Olive is extremely bored because she cannot watch television nor read because of her failing sight. She does listen to a lot of music, and she visits with Kathy regularly. She worries about her health and becoming too dependent upon others.

Olive believes people nowadays are more advanced and have more opportunities than people did when she was young. She was amazed with the ease with which people now travel.

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Neither she nor Kathy has ever used a computer, nor are they interested in learning about them.

Olive and Kathy appreciated and enjoyed our visit. Olive was adamant about how much she enjoys the *Contact the Elderly* outings and the group leader. Kathy and Ted, Kathy's husband, referred Olive to *Contact the Elderly*.

Kathy had five siblings, but they have all passed on. She has one daughter and three sons. One of her sons used to run the South Bromley *Contact the Elderly* group. She has been going for 15 years, and thoroughly enjoys it. Mrs. Ward formerly worked in a hospital as a seamstress. She cares for the flowers on the terrace of her building. She also enjoys painting, which she has recently taken up. She used to cycle and walk a lot, but now she is unable to due to a bad back. Additionally, Kathy hurt her knee by falling, which happens frequently.

Recently, Kathy's purse was stolen while she was shopping in Sainsbury's. She only lost a small amount of money, but this experience made her wary of shopping there, and she has only been there twice since. Their warden also had her purse stolen there a few weeks ago, re-affirming Kathy's and Olive's fear of crime.

Kathy lives with her husband, Ted, in another one bedroom flat. Ted is also a member of the South Bromley group. Ted is a poet with seven books already published and another coming out in March.

Both Kathy and Olive enjoy *Contact the Elderly*'s outings and the social contact these outings provide. These outings help to ease the loneliness they feel every day.

## 5.3 Outings

### 5.3.1 Impressions from the Outings

We attended eight outings throughout our time in London. Each of these outings was different from the other. Some of the outings had large groups, with ten to twelve members, while some were quite small, with three to four members. Most of these groups were fairly quiet, but a few were noisy. In one instance, the elderly members were drinking and singing songs. At most outings, there contain a couple of healthy members who keep the group going, as well as one or two members who are quite sick or even incapacitated. At all of the outings, most people seemed happy, and all of the members were socialising with their friends as best they could.

### 5.3.2 Observing the Administering of the Survey

During one Sunday, one of our team members attended an outing where the group leader administered the survey. By attending this outing, he was able to observe the elderly members complete the survey. His observations were quite encouraging. There were only four members at this outing, but two of them were able to fill out the entire survey on their own. The other two needed some help, but the drivers did not seem to have any trouble administering the survey. The elderly members did not mind completing it. In fact, for many it was a topic of conversation afterwards. The biggest problem with administering this survey appeared to be the group leaders. The leaders felt uncomfortable giving the survey to the elderly people, but we found that once the group leaders administered it, the elderly members did not mind filling it in, and many times the elderly enjoyed it.

# 6. Analysis

## 6.1 Surveys

While the data itself is important, the analysis of this data will be much more helpful to *Contact the Elderly*. We made numerous comparisons using the data table that we received from Independent Data Analysis. One can find these tables in Appendix D.

From these tables, we were able to compare whether or not the elderly live alone to many other variables. We found that in most areas approximately 90 percent of the elderly live alone however, in the East Midlands only 62 percent live by themselves. Women are more likely to live alone than men. In general, age does not have a large effect on whether or not the people surveyed live alone. Additionally, we found that how satisfied the elderly are with their lives is not affected by whether they live alone. Surprisingly, the elderly who live alone are more likely to own their own home.

*Contact the Elderly*'s members live in a variety of accommodations including houses, bungalows, and flats. In London and the South East, there is only a 50 percent chance that they own their own home, while in the West, that likelihood is increased to 61 percent. However, in Scotland and the East Midlands the elderly members are less likely to own their own home. Of the people who do not own their home, approximately 75 percent pay rent; in London, almost 90 percent of the elderly pay rent. Most people live in one of two types of accommodations; they either live in a flat or in a house, such as a bungalow. The data shows that half of the elderly surveyed live in houses, while the other half live in flats. However, in Scotland the elderly are more likely to live in a flat, while in the East Midlands they are more likely to live in a house. Additionally, we have noticed that women are more likely to

live in a flat; men are equally likely to live in either a house or a flat. Surprisingly, the data shows that elderly people who own their own home are more likely to be unsatisfied than those who do not own their own home. Additionally, of the people that do not own their home people and who do not pay rent are typically more satisfied the other people surveyed.

Elderly people who own their home are just as likely to own a pet as those who do not own their home. Not surprisingly, people who own a pet are more likely to be satisfied than those who do not. We noticed that budgies and cats are the most popular pets. We attribute this trend to the fact that cats and budgies require little care. Another trend we noticed is that the longer the elderly have been members of *Contact the Elderly,* the less likely they are to own a pet. This pattern could be due to the fact that the elderly are receiving social contact through the outings and therefore, they do not try to fill this void with a pet. Additionally, we attribute this trend to the fact that as the length of membership increases, so does age. The fact that pet ownership decreases drastically with age supports this theory.

As with pets, the number of people who have hobbies decreases with age. Our data also shows that elderly people who live alone are more likely to have a hobby. In London and the South East, 75 percent of the elderly members have hobbies, while in every other region only a little over half the members have hobbies. Our research has also shown that hobbies have little effect on the elderly's overall satisfaction. Needlepoint and reading are the most popular hobbies however, reading becomes less popular as a person's age increases. Like reading, game playing drastically decreases with age. We attribute these trends to the fact that physical disabilities, such as sight impairment, increase as the members get older. Surprisingly, artistic hobbies, such as

painting and playing music, increase as people get older. Very few of the people surveyed consider watching television their hobby.

Most of the elderly members watch two to five hours of television per day, although men are more likely to watch more television. Additionally, people who watch more than five hours of television a day are more likely to be unsatisfied than those who do not. This trend may be due to the fact that these elderly members have nothing better to do than watch television. Also, elderly members who live alone are more likely to watch more television.

Elderly members who live alone are more likely to spend more time listening to the radio. We noticed that as age increases, the amount of time the elderly spend listening to the radio decreases. We assume that physical disabilities, such as hearing loss, may contribute to this pattern. In contrast to the people who watch television, those people who listen to more than five hours of radio are more likely to be satisfied with their life.

In contrast to elderly people who listen to the radio, elderly people who do not read any newspapers are more likely to be satisfied than those who do. We credit this trend to the fact that elderly people who do not read the newspaper are not distressed by world events. Men are more likely to read the newspaper. We also noticed that newspaper readership drops drastically once the elderly reach 90 years of age.

Most elderly people make or receive a telephone call on most days, except for people in the East Midlands who make or receive a telephone call less often or not at all. Interestingly, the older people become the fewer telephone calls they receive, but as their age increases, they tend to make more telephone calls. The elderly who do not have relatives in Britain receive fewer telephone calls than those elderly who have relatives in Britain. We partially attribute this trend to the fact that international calls

are more expensive than calls made within the UK. Additionally, people who live alone receive more telephone calls than those who live with someone. Not surprisingly, people who receive more telephone calls are more satisfied than those who receive fewer telephone calls.

Similarly to telephone calls, people who receive visits from anyone are generally more satisfied. However, the person visiting them has an effect on their satisfaction. People who receive visits from family or friends are generally more satisfied than those people who receive visits from a social worker or Meals on Wheels. Surprisingly, people in London receive fewer visits from anyone however, elderly members in London do receive more visits from social and healthcare workers. People who have been living alone for less than ten years receive more visits than people who have been living alone for more than ten years. Not surprisingly, people who have relatives living in Britain receive more visits from family than those who do not. However, of the people who have relatives in Britain, only 51 percent receive visits from their family at least once a week.

Approximately 93 percent of all the elderly people surveyed make visits out at least once a month. The most common places for them to visit are local shops. The data shows that people who visit their family once a month are generally more satisfied than those people who do not. Although the change is not as great as those who visit family once a month, we have also noticed that people who visit friends at least once a month are more satisfied with their lives.

In contrast to people who receive visits, only 71 percent of people who receive regular help are satisfied. This rate is lower than the satisfaction rate of the rest of the sample, which is 77 percent. This fact may be due to the elderly members feeling as if they are losing their independence. The elderly receive help with their cleaning more

often than any other type of help. Additionally, as the elderly become older they tend to receive more help.

93 percent of all the men surveyed formerly worked, while only 70 percent of women did. Approximately 73 percent of people younger than 90 used to work compared to 68 percent of people over 90. Not surprisingly, people who used to work receive private income more often than those who did not work. Interestingly, whether they receive private income or not has little effect on their overall satisfaction. Elderly people in London said that financial help would make their lives easier more than elderly people living in any other region. However, elderly people in London receive financial help more than people in any other region. Additionally, elderly people are more afraid of crime in London.

In general, elderly people who live in London and the South East have been attending outings for longer periods of time than the elderly in other regions. Not surprisingly, members who have been attending for more than six years are more likely to keep in touch with other members between outings. Additionally, members who have been coming for more than six years are more likely to read "Contact News".

The most satisfied region is the South East where 86 percent of the members surveyed responded that they were satisfied. Conversely, the least satisfied region is the West Midlands where only 64 percent of the members surveyed responded that they were satisfied. We attribute this trend to the fact that the West Midlands receive less social contact in terms of telephone calls and visits. Additionally, loneliness concerned twice as many people living in the West Midlands.

Very few of the elderly members surveyed have ever used a computer. However, the younger they are, the more likely they are to have used a computer.

Additionally, members who receive private income are more likely to have used a computer. Surprisingly, very few people were interested in learning more about computers. This is in contrast to our interviews, where the elderly showed interest. We believe this trend is due to the fact that many of the elderly do not know what a computer is or what it can do for them. Once we explained computers to them, they showed more interest.

## 6.2 Interviews

We conducted seven interviews to act as a quality control to our survey and to gather interesting stories. *Contact the Elderly* will use these stories in the awareness campaign it will launch later this year. This section discusses comparisons with the survey, as well as our impressions from the interviews.

### 6.2.1 Impressions from Our Interviews

By analysing the interviews we have conducted, we observed patterns in the responses the elderly gave, as well as trends in their surroundings and attitudes. Most of the elderly people live alone in flats. They usually have neighbours who help them around the house and help them with their shopping. Most of the elderly members have a hard time getting around on their own. Despite this fact, they are able to get out at least once or twice a week, even if only for a short time.

Many of the elderly have physical disabilities such as arthritis, heart problems, or sight or hearing loss. Some of the elderly have also accepted that their life expectancy is limited. Despite all of these hardships, the elderly seem undaunted by their failing health; most simply accept their disabilities.

We have noticed that many of the elderly have at least one or two relatives with whom they keep in contact. Some are able to visit, but more often family members use the telephone to communicate with the elderly. Regardless, the elderly

in general seem to be quite lonely. They have very little social contact because of their limited mobility, and they know very few people. A lot of the contact they receive is through the telephone or from people who help them, be that a friend, neighbour, or social worker. Their loneliness is evident by how excited many of them are to speak with us and their desire to keep in contact with us after the project is over.

The elderly have a variety of hobbies including painting, playing piano, singing, and gardening. Some of the elderly keep flowers around their houses. We have also noticed that many adorn their homes with knick-knacks and trinkets. The elderly with whom we spoke seemed divided on whether or not the television is a good or bad device. Some like to watch a great deal of television, while others do not like to watch at all. However, most of the elderly like to listen to the radio.

All the elderly members we talked to seemed to enjoy *Contact the Elderly*'s outings. It is a chance for them to socialise with other people their age, and a chance for them to talk to people who understand what they are going through. We noticed that the elderly members liked to talk to us, but much of what they discuss with us is the opportunity the youth of today possess. When they go on the outings they can talk about subjects that are of interest to them.

### 6.2.2 Comparisons with Surveys

In general, the data we received from our interviews supports the data we received from the surveys. Therefore, we feel that having multiple people administer the survey introduced little bias to our data. However, there were a few discrepancies between with the data. One of the major divergences concerned computers. Almost everyone surveyed said they had never used a computer and had little interest in learning about one. However, during our interviews many people showed interest in

learning about computers once we explained what one could do for them. Another discrepancy concerned shopping. Approximately half of the survey respondents said that they receive help with their shopping. However, during our interviews we discovered that all of our interview respondents receive some kind of help with their shopping. This difference in responses may be due to a misinterpretation of our question. We interpret help to include transportation to and from the store, while many elderly people may not consider this to be help.

Despite these discrepancies, in most cases the responses from the interviews supported the answers from the surveys. Therefore, we concluded that the data valid and the methods had little bias.

# 7. Conclusions

## 7.1 Profile of *Contact the Elderly* Members

Using the information we gathered, we created a profile of the elderly

members *Contact the Elderly* helps. This profile helped us determine if the screening

process needed improvement. This section will discuss loneliness as well as the basic

demographics of the members.

### 7.1.1 Basics

Our profile includes general information about the elderly members such as

gender, age, living arrangements, and involvement in *Contact the Elderly*. From

reviewing the surveys we received, we noticed that most members are women under

the age of 90 who live in flats. Additionally, slightly more than half of the people

surveyed do not own their own home. Most of the members heard about the

organisation through a friend or someone involved with *Contact the Elderly*. Most of

the members have been attending the outings for less than five years. Another trend is

that the elderly are uninterested in learning about computers. Most of the elderly

members worked, although only half receive private income. Of the people who did

work, most did manual or clerical work. Many of the elderly are concerned with their

own health. Additionally, many elderly said that improved health or better mobility

would make their lives easier.

### 7.1.2 Loneliness

Through our interviews and the outings that we attended, we conclude that the

members of *Contact the Elderly* are lonely. Because we felt the survey data could not

give us an accurate representation of how lonely the members are, we used the data

gathered from our outings and interviews. We cannot measure the members'

loneliness by the amount of social contact they receive because loneliness is an

individual perception. On the survey, only nine people out of 345 wrote that they were concerned about loneliness. Conversely, six out of the seven people whom we interviewed repeatedly expressed that they were lonely. Additionally, we observed that they were lonely by their apparent eagerness to socialise with us, as well as their hospitality. People also expressed their loneliness to us at the outings. Elderly members also frequently requested that we come to visit them and stay in contact with them once we returned to the United States. These requests demonstrate that the elderly members desire more social contact than they currently receive. However, we noticed that when something else, such as a hobby, is occupying the elderly's minds, it eases their loneliness.

## 7.2 Recommendations

Now that we have completed our research, we are able to make some recommendations to *Contact the Elderly*. Our first recommendation describes ways to improve the screening process so that the organisation reaches the elderly it aims to help. Next, we identify people with interesting stories to follow up on for the awareness campaign. We have also included some suggestions to help combat loneliness. Next, we recommend some improvements to the database. Finally, we recommended areas for further research.

### 7.2.1 Improvements to Screening Process

We reviewed the screening process *Contact the Elderly* currently uses. Presently, the screening process is a one-page form that the elderly person fills out, followed by a telephone call from an employee of *Contact the Elderly*. We believe *Contact the Elderly* should add some questions to the form that are similar to the questions on our survey. These questions should include how many visitors the elderly receive and from whom, as well as the number of visits out of the house the

elderly person makes and where they visit. The responses to these questions will determine how isolated that person is. An employee of the organisation should still follow up on the completed form with a telephone call asking more detailed questions about family, social contact, and any other charities to which he belongs. Additionally, the employee should ask how the elderly person passes his time. The response to this question will give the employee an indication of any hobbies the elderly person has. We also recommend *Contact the Elderly* specifically ask the potential member whether he is lonely. Using this process, *Contact the Elderly* can ensure that it will reach the most lonely and isolated members of the community.

### 7.2.2 Stories to Follow Up on for the Awareness Campaign

We completed seven interviews and are able to give our thoughts as to which members *Contact the Elderly* should contact for interesting stories for possible use in the awareness campaign. This section discusses each of the people that we interviewed. For additional facts about any of the interviewees or for their contact information, please refer to Appendix E.

Stephen Burrows would be interesting for a second interview. He sings, plays piano, and paints. He also worked assembling spitfire aeroplanes and the first twelve-seater aeroplane. Additionally, Stephen knows many facts about local history.

Dorothy Reading would also be able to provide some interesting information. She is extremely interested in poetry, especially Longfellow. She has held poetry interest meetings at her house. Additionally, Dorothy makes all of her own clothes and her hobby is making doll's clothes. She has been in competitions for doll's clothing and has even won some of them.

Blanche Holland would be ideal for a second interview. She thoroughly enjoys talking and offers her opinions about controversial subjects. The controversial

issues she spoke of include racism and homosexuality. This information shows that some of the elderly have progressive views and therefore, may be useful in the awareness campaign. Last year Blanche was involved in a television program about *Contact the Elderly* and therefore has experience promoting the organisation.

While Rose Sparkes has travelled to many different places, she can only offer the typical view of an elderly member of the organisation.

Lucy Hodkinson is a very lonely person and would be helpful in reiterating the fact that *Contact the Elderly* serves the community well. However, she would also only offer the typical view of any *Contact the Elderly* member.

Olive Huggett would be very difficult to hold a conversation with because she becomes confused easily. She is a very lonely person, which could be useful in the awareness campaign to show that the elderly are quite lonely.

Kathy Ward may not offer vast amounts of interesting information, but her husband, Ted, also a member of *Contact the Elderly,* is a poet. Seven of his poetry books have been published with the eighth coming out in May. He is an unusual member, and may prove to be useful in the awareness campaign.

### 7.2.3 Possible Solutions to Loneliness

After observing how activities affect loneliness, we are prepared to offer our suggestions to combat loneliness, based on our review of the results from the survey and interviews. If an elderly person has a pet, it helps to combat loneliness. Another solution to help ease loneliness may be to adopt new hobbies or join other clubs. These activities help to occupy the elderly's minds so that they do not focus on their loneliness. *Contact the Elderly*'s volunteers should encourage its members to become involved in such activities. The organisation should also encourage its members to keep in touch with one another between the monthly meetings. If the awareness

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campaign generates enough volunteers, the organisation should offer more services. These services could include more groups or more frequent meetings. Another option is to start a telephone service where the elderly member could receive a telephone call once a week. Another program the organisation could start is a pen pal service. In this service, the elderly member would exchange letters with a volunteer.

### 7.2.4 Improvements to the Database

We encountered many difficulties locating contact information about both members and volunteers. *Contact the Elderly* has much of its information regarding the groups in books rather than in a database on a computer. These books are not always accurate and are hard to change when the organisation receives new information. A computer would make the information more accessible and therefore easier to update. It would also provide a more secure and confidential means of storing the data. *Contact the Elderly* should consolidate their data into their existing database. The organisation should hire a professional computer expert, if the funds are available, to guide the staff through this process. Another alternative is for the employees to attend a training session about Microsoft Access, which is the software they currently use. This training would enable them to complete the process themselves. The organisation should modify this database to include all of the current information about both its members and its volunteers. This database would allow the employees to look up information about the groups quickly and easily.

Additionally, the organisation needs to have more contact with its volunteers so that it can receive new information quickly. *Contact the Elderly* could accomplish this by sending out letters to the group leaders frequently. These letters will establish a better relationship between the organisation and its volunteers resulting in a better flow of information.

### 7.2.5 Further Research

We recommend that the organisation review the previous Interactive
Qualifying Project (IPQ), "The 1997 Contact the Elderly Volunteer Survey" by Jason
E. Alpert, Carlos Manuel Cela Menendez, and Yu-Ping Toh. This IQP contains the
means by which the volunteers first heard about *Contact the Elderly*. This information
will be helpful to *Contact the Elderly* when deciding what type of media to use in its
media campaign.

In addition to reviewing the previous IQP we recommend that *Contact the
Elderly* investigate a few other details about its volunteers. The organisation should
query their volunteers about how they became interested in volunteering for *Contact
the Elderly*. Once the organisation knows the reasons its volunteers decided to
volunteer, it can more effectively recruit new volunteers. *Contact the Elderly* should
also find the reasons its volunteers stay and the benefits they receive. If the
organisation offered more benefits, such as a stipend for gas or discounts at historical
sights, these benefits could aid in the recruitment and retention of volunteers. The
organisation should ask the volunteers for the reasons they believe *Contact the
Elderly* does not have enough volunteers. These beliefs may provide some reasons
people are hesitant to volunteer for *Contact the Elderly*. Additionally, the organisation
should ask its current volunteers for suggestions about recruiting more volunteers.
All of these suggestions may be beneficial when the organisation is designing the
awareness campaign to generate more volunteers.

We have thoroughly enjoyed working on this project for *Contact the Elderly*.
We feel that we have been successful in reaching our goals. We have created a profile
of the members of the organisation and discovered interesting people who will be
useful in the awareness campaign. We hope *Contact the Elderly* benefits from our

research; we are confident that our recommendations will be helpful to the

organisation in the future.

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# 9. Appendices

## Appendix A: Information about *Contact the Elderly*

*Contact the Elderly* is a non-profit organisation that provides companionship to people over the seventy-five years of age in Great Britain. These elderly people generally live by themselves without much social contact. The volunteer drivers take the elderly members on a Sunday outing once a month. Volunteer drivers transport the older members to a volunteer host family for tea and good conversation. This idea, though very simple, gives the elderly members a chance to meet with friends, laugh and gives them something to look forward to.

The elderly members are divided into small groups of approximately six to eight people. Each group visits twelve different host families throughout the year. This gives the elderly a chance to meet even more people, while keeping in contact with friends of their own age. The volunteers also get to meet a variety of elderly people. They also do not need to host a group every month because the groups visit different houses every month.

*Contact the Elderly* has an executive committee to oversee the organisation, but largely the volunteers run it. The president, His Grace The Duke of Devonshire, is the head of the organisation. The executive committee has five members, the Founder Chairman, Honorary Treasurer, Honorary Secretary, Group Leader and Editor, and Head of Volunteers. There are also executive groups in each of the different sections of Great Britain that the organisation serves, Scotland, Wales, Southeast England, and London. Working for these people are the volunteers of *Contact the Elderly*. The volunteers provide cars to transport the older members to the host families, invite the elderly into their homes, and make sure the visits run

Finance (freelance): Trevor Kell

## Contact Information

Liaison:  Monica Hartwell

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Contact the Elderly
15 Henrietta Street
London WC2E 8QH

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# Appendix B: Survey Revisions

We designed the first version when we thought the drivers of *Contact the Elderly* would administer the survey. We wrote the first set of questions to gain qualitative data. We created these questions to be very broad and unobtrusive with points of interest to probe underneath the broad questions. We based the second set of questions, which deal with controversial issues, on a survey that was previously administered to 16 to 24 year olds. In order to find interesting similarities or differences, we were planning to compare the responses from this survey to the responses we received from our survey of *Contact the Elderly*'s members.

David Robson designed this survey, with suggestions from the staff of *Contact the Elderly*, during our term break. Mr. Robson used our survey as a rough framework. Additionally, he removed all of the questions that dealt with controversial issues. The reason for this change was due to a change in the way we were administering the survey. Due to time constraints and our term break, *Contact the Elderly* felt that a rough draft was necessary before our group arrived in London.

We reviewed the previous version of the survey and made any corrections our group felt necessary. For this version, we incorporated the changes and reformatted the previous version so that it was easier for the elderly to understand and read. We also used this survey in our pre-test.

This was the final version of our survey and the version that we sent to the group leader to administer to our sample. We based the changes in this survey on our observations from the pre-testing of the previous version. This version also includes the cover letter to both the group leaders and elderly members.

# Version 1

Describe your typical day.
- social contact
- hobbies
- interests
- how do you pass your time
- lonely

Describe the inside of your house using as many adjectives as possible.
- computers
- pets
- television

Does anyone help you around the house?
- who
- family/friends
- finances
- what kind of help (e.g. grocery shopping, etc)
- common problems

Do you work or volunteer for any organizations?
- income
- housing benefits
- social services involvement

Are you retired?
- Did they have a job?
- Was he or she a homemaker?
- Did they have any formal education?
- If so how much?

Do you live on your own?
- How long?
- Who do/did you live with?

What would help you maintain your independence?
- What is you biggest problem in daily life?
- Would a computer help you in day to day living?
- Do you use a computer?
- How often?
- What would make you more apt to use a computer?

How would you describe you life today compared to 50 years ago?

How do you view the future of the world?

| Question | Strongly Agree | Agree | Neutral | Disagree | Disagree Strongly |
|---|---|---|---|---|---|
| Smoking should be banned in public places. | 1 | 2 | 3 | 4 | 5 |
| Fathers should be as responsible as mothers for childcare. | 1 | 2 | 3 | 4 | 5 |
| All police should be armed. | 1 | 2 | 3 | 4 | 5 |
| All drugs should be decriminalized. | 1 | 2 | 3 | 4 | 5 |
| In the work place women are as competent as men. | 1 | 2 | 3 | 4 | 5 |
| Cloning is necessary for medical progression. | 1 | 2 | 3 | 4 | 5 |
| Racism is a thing of the past. | 1 | 2 | 3 | 4 | 5 |
| Gay marriage should recognized. | 1 | 2 | 3 | 4 | 5 |
| Marriage is unnecessary. | 1 | 2 | 3 | 4 | 5 |
| Abortion should available on demand. | 1 | 2 | 3 | 4 | 5 |
| The Royal Family should be abolished | 1 | 2 | 3 | 4 | 5 |

Lastly, we would like to know your age.

**Version 2**

CONTACT THE ELDERLY would like to know more about the people who belong to our Groups and come to our meetings, so that we can find out how we could make our service better and more useful to you.
We would be very grateful if you can fill in this questionnaire for us. It won't take too much of your time - it is not as long as it looks! Most of the questions can be completed by putting a tick in the box next to the answer which is closest to your experience or opinion. Please ask for help if you are not sure about any of the questions.
REST ASSURED THAT YOUR ANSWERS WILL BE CONFIDENTIAL - YOU DO NOT HAVE TO WRITE IN YOUR NAME ON THE QUESTIONNAIRE.

- - - - - - - - - -

THINKING ABOUT CONTACT THE ELDERLY -

1.    How long have you been coming to monthly meetings organised by CONTACT THE ELDERLY?

                                          Less than a year  1

                                             1 - 2 years  2

                                             3 - 4 years  3

                                          5 years or longer 4

2.    How did you first get to know about CONTACT THE ELDERLY  - was it from -

                                        a Friend or Relative  1

                        a Council Social or Healthcare Worker  2

                            a Charity Worker or Volunteer  3

                              a programme on the Radio  4

                          a programme on Television  5

                          a Newspaper or Magazine  6

                             your Doctor's Surgery  7

                      Somewhere or Somebody else  8

        I can't remember how I found out about it  X

3.    Have you ever told any of your friends or anybody else about how they could join CONTACT THE ELDERLY and come to its monthly meetings?

                                                       Yes  1

                                                       No  2

4.    Do you have any friends in this CONTACT THE ELDERLY group that you see, or keep in touch with, in between the meetings of this group?

                                                       Yes  1

                                                       No  2

5.  CONTACT THE ELDERLY publishes a newsletter called CONTACT NEWS - have you ever read or looked through a copy of CONTACT NEWS?

$$\text{Yes} \quad 1$$
$$\text{No} \quad 2$$

6.  Apart from CONTACT THE ELDERLY do you have contact or visits from any other charities or organisations for old people?

$$\text{YES -} \qquad \text{Age Concern} \quad 1$$
$$\text{Help the Aged} \quad 2$$
$$\text{Another Charity} \quad 3$$
$$\text{NO - No other Charity} \quad 4$$

NOW THINKING ABOUT WHAT YOU USUALLY DO AT HOME EACH DAY -

7.  How much time do you usually spend listening to the Radio every day -

$$\text{6 hours or more} \quad 1$$
$$\text{3 - 5 hours} \quad 2$$
$$\text{1 - 2 hours} \quad 3$$
$$\text{Less than 1 hour} \quad 4$$
$$\text{Don't listen every day} \quad 5$$
$$\text{Don't listen to Radio at all} \quad 6$$

8.  IF YOU LISTEN TO RADIO AT ALL - Apart from any of the BBC Radio programmes do you ever listen to any of the Radio stations which broadcast advertisements between the programmes?

$$\text{Yes} \quad 1$$
$$\text{No} \quad 2$$

9.  How much time do you usually spend watching Television every day -

$$\text{6 hours or more} \quad 1$$
$$\text{3 - 5 hours} \quad 2$$
$$\text{1 - 2 hours} \quad 3$$
$$\text{Less than 1 hour} \quad 4$$
$$\text{Don't watch every day} \quad 5$$
$$\text{Don't watch Television at all} \quad 6$$

10. Thinking about <u>Daily</u> Newspapers now - how often do you read or look through -

| | 3 or more days a week | 1 or 2 days a week | Less often | Not at all |
|---|---|---|---|---|
| A <u>National</u> paper | 1 | 2 | 3 | 4 |
| A <u>Local</u> morning or evening paper | 1 | 2 | 3 | 4 |

11. Do you usually read or look through any of the local <u>weekly</u> newspapers which cover the area where you live?

Yes 1

No 2

12. Do you usually read or look through any <u>Sunday</u> newspaper every week?

Yes 1

No 2

These days some people have a <u>Computer</u> at home which they use for their work, to keep accounts, to get information, to order things from shops or catalogues or just to play computer games -

13. Have you <u>ever</u> used a computer yourself, either when you were working, or since then?

Yes 1

No 2

(Go to Q.17)

14. IF YES - Have you used a computer yourself for anything at all during the last year or so?

Yes 1

No 2

(Go to Q.17)

15. IF YES - Do you actually own a computer yourself, or do you have the use of one at home?

Yes 1

No 2

(Go to Q.17)

16. IF YES - What do you use this computer for -

|  |  |
|---|---|
| to type letters | 1 |
| to keep accounts | 2 |
| to get information from the Internet | 3 |
| to do other things | 4 |
| I hardly ever use it now | X |

17. At your home do you have a garden of your own, or a garden that you share with other people?

|  |  |  |
|---|---|---|
| YES - | own garden | 1 |
| | - shared garden | 2 |
| NO - | no garden | 3 |

18. IF YES - Do you spend any time looking after this garden yourself?

|  |  |
|---|---|
| Yes | 1 |
| No | 2 |

19. Do you have any cats or dogs of your own at home?

|  |  |  |
|---|---|---|
| YES - | cat(s) | 1 |
| | - dog(s) | 2 |
| NO - | no cat or dog | 3 |

20. How often do you get a telephone call from anyone -

|  |  |
|---|---|
| Every day | 1 |
| Most days | 2 |
| 2 or 3 times a week | 3 |
| Once a week | 4 |
| Less often | 5 |
| Not at all -no phone | 6 |

21. How often do you make a telephone call to anyone -

|  |  |
|---|---|
| Every day | 1 |
| Most days | 2 |
| 2 or 3 times a week | 3 |
| Once a week | 4 |
| Less often | 5 |
| Not at all -no phone | 6 |

22. Do you have a Mobile phone that you can use?

|  |  |
|---|---|
| Yes | 1 |
| No | 2 |

Thinking now about the people who ever visit you <u>in</u> your home -

23. How often are you visited <u>in</u> your home by -

| | 3 or more times a week | 1 or 2 times a week | Less often | Not at all |
|---|---|---|---|---|
| Family / Relatives | 1 | 1 | 1 | 1 |
| Friends | 2 | 2 | 2 | 2 |
| Council Social/ Healthcare workers | 3 | 3 | 3 | 3 |
| Charity workers | 4 | 4 | 4 | 4 |
| Someone from your Church | 5 | 5 | 5 | 5 |

24. How often do you go <u>out</u> of your home to visit -

| | 3 or more times a week | 1 or 2 times a week | Less often | Not at all |
|---|---|---|---|---|
| Family / Relatives | 1 | 1 | 1 | 1 |
| Friends | 2 | 2 | 2 | 2 |
| Shops | 3 | 3 | 3 | 3 |
| Council day centre | 4 | 4 | 4 | 4 |
| Old people's clubs | 5 | 5 | 5 | 5 |
| Other club or pub | 6 | 6 | 6 | 6 |
| Your local church | 7 | 7 | 7 | 7 |

25. Do you get any regular help every week with -

| | Yes | No |
|---|---|---|
| Cooking, making your main meals | 1 | 2 |
| Cleaning your home | 3 | 4 |
| Shopping | 5 | 6 |

26. In your home where you live now, are you living -

| | |
|---|---|
| Alone - by yourself | 1 |
| With your husband | 2 |
| With your wife | 3 |
| With another relative (e.g. son, daughter) | 4 |
| With a friend | 5 |

27. Does your home where you live now belong to -

You alone 1

A relative 2

A friend 3

Shared with relative/friend 4

A Local Council 5

A Charity or other organisation 6

A private landlord 7


28. Is your home where you live now -

A house or bungalow 1

An 'independent' flat 2

A flat in a property looked after by

a Warden 3

A flat or room in someone else's house 4


29. When you were younger, just before you retired, were you doing any kind of regular full or part time work?

Yes 1

No 2


30. IF YES - What sort of work was it -

Professional 1

(like a Doctor,Lawyer, Teacher)

Managerial 2

(in an office, factory, shop)

Secretarial/Clerical 3

Charity or Voluntary work 4

Any other sort of work 5


31. Financially, are you -

Entirely dependent on the State 1

(for a pension and/or other benefits and allowances)

or do you receive extra income from a private pension, private savings, investments or other private help 2

32. Thinking about your own life these days, and how you spend your time, would you say you are -

Very happy with the way you live nowadays    1

Quite happy about it    2

Not very happy about it    3

Not at all happy with the way you live nowadays    4

33. Thinking again about your own life these days, what would help you most to make your life better now -

More help from friends or relatives    1

More help from social or healthcare workers    2

More help from charity workers or volunteers    3

More help from the Government on pensions, income support and allowances    4

More help with your winter heating bills    5

Help to get a computer at home and be taught how to use it    6

I don't need more help than I get now    X

34. Going back to fifty years ago, in 1949 after the war, do you think that old people then -

Had a better life than you do now    1

Had a worse life than you do now    2

It was about the same as yours now    3

I don't really know or remember    X

35. Do you think that life for old people in the next five years or so will be -

Better than it is now    1

Worse than it is now    2

About the same as now    3

36. Would you show us how old you are now by ticking one of these age groups -

Younger than 80    1

80 - 84 years old    2

85 - 89 years old    3

90 or older    4

37. And finally, would you tick whether you are -

A Woman    1

or    A Man    2

**Version 3**

THINKING ABOUT *CONTACT THE ELDERLY* –

**1. How long have you been coming to monthly outings organised by *Contact the Elderly*?**

Less than 2 years ☐₁

2 – 5 years ☐₂

5 – 10 years ☐₃

Longer than 10 years ☐₄

**2. How did you first get to know about *Contact the Elderly*?**
Was it from –

A friend or relative ☐₁

A council social or healthcare worker ☐₂

A charity worker or volunteer ☐₃

A programme on television ☐₄

A newspaper or magazine ☐₅

Your doctor's surgery ☐₆

Somewhere or somebody else ☐₇

I can't remember how I found out about it ☐₈

**3. Have you ever told anybody about how they could join *Contact the Elderly* and come to its monthly outings?**

Yes ☐₁

No ☐₂

**4.** **Do you see or keep in touch with any friends in this *Contact the Elderly* group in between its monthly meetings?**

Yes ☐₁

No ☐₂

**5.** ***Contact the Elderly* publishes a newsletter called CONTACT NEWS. Have you ever read or looked through a copy of CONTACT NEWS?**

Yes ☐₁

No ☐₂

**6.** **Apart from *Contact the Elderly*, do you have contact or visits from any other charities or organisations for old people?**

YES - Age Concern ☐₁

Help the Aged ☐₂

Another charity ☐₃

NO - No other charity ☐₄

Now thinking about what you usually do at home each day-

**7.** **How much time do you usually spend listening to the radio every day?**

6 hours or more ☐₁

3 – 6 hours ☐₂

1 – 3 hours ☐₃

Less than 1 hour ☐₄

Don't listen every day ☐₅

Don't listen to the radio at all ☐₆

**8. How much time do you usually spend watching television every day?**

6 hours or more □₁

3 – 6 hours □₂

1 – 3 hours □₃

Less than 1 hour □₄

Don't watch every day □₅

Don't watch television at all □₆

**9. Do you usually read or look through any <u>daily morning</u> newspaper?**

Yes □₁

No □₂

**10. Do you usually read or look through any local evening or weekly newspaper which covers the area where you live?**

Yes □₁

No □₂

**11. Do you have any special interests, hobbies, or pastimes that you spend quite a lot of your time on?**

Yes □₁

No □₂

IF YES – What do you do?    Please write down what these interests, hobbies, and pastimes are –

_____

_____

_____

**12.** **At your home do you have a garden of your own, or a garden that you share with other people?**

|  |  |  |
|---|---|---|
| YES - | Own a garden | ☐₁ |
|  | Share a garden | ☐₂ |
| NO - | No garden | ☐₃ |

**13.** **Do you have any pets of your own at home, like cats, dogs, or budgies?**

|  |  |  |
|---|---|---|
| YES - | Cat(s) | ☐₁ |
|  | Dog(s) | ☐₂ |
|  | Budgie(s) | ☐₃ |
|  | Any other pets | ☐₄ |
| NO - | No pet at home | ☐₅ |

These days some people have a COMPUTER at home which they use for their work, to keep accounts, to get information, to order things from shops or catalogues, or just to play computer games –

**14.** **Have you <u>ever</u> used a computer yourself, either when you were working, or since then?**

|  |  |
|---|---|
| Yes | ☐₁ |
| (Go to Question 17)  No | ☐₂ |

**15.** **IF YES – Do you actually own a computer yourself, or do you have the use of one at home?**

|  |  |
|---|---|
| Yes | ☐₁ |
| (Go to Question 17)  No | ☐₂ |

**16. IF YES – What do you use this computer for?**

To type letters ☐₁

To keep accounts ☐₂

To get information from the Internet ☐₃

To do other things ☐₄

I hardly ever use it now ☐₅

**17. How often do you get a telephone call <u>from</u> anyone?**

Every day ☐₁

Most days ☐₂

2 or 3 times a week ☐₃

Once a week ☐₄

Less often ☐₅

Not at all – no phone ☐₆

**18. How often do you make a telephone call <u>to</u> anyone?**

Every day ☐₁

Most days ☐₂

2 or 3 times a week ☐₃

Once a week ☐₄

Less often ☐₅

Not at all – no phone ☐₆

Thinking now about the people who ever visit you <u>in</u> your home –

**19.    How often are you visited <u>in</u> your home by –**

|  | 3 or more times per week | 1 or 2 times per week | Less often | Not at all |
|---|---|---|---|---|
| Family / relatives | ☐₁ | ☐₂ | ☐₃ | ☐₄ |
| Friends / neighbours | ☐₁ | ☐₂ | ☐₃ | ☐₄ |
| Council social healthcare workers | ☐₁ | ☐₂ | ☐₃ | ☐₄ |
| Meals on wheels | ☐₁ | ☐₂ | ☐₃ | ☐₄ |
| Anyone from *Contact the Elderly* | ☐₁ | ☐₂ | ☐₃ | ☐₄ |
| Anybody else | ☐₁ | ☐₂ | ☐₃ | ☐₄ |

**20.    How often do you go <u>out</u> of your home to visit –**

|  | 2 or more times a week | 1 or 2 times a week | Less often | Not at all |
|---|---|---|---|---|
| Family / relatives | ☐₁ | ☐₂ | ☐₃ | ☐₄ |
| Friends / neighbours | ☐₁ | ☐₂ | ☐₃ | ☐₄ |
| Shops | ☐₁ | ☐₂ | ☐₃ | ☐₄ |
| Council day centre | ☐₁ | ☐₂ | ☐₃ | ☐₄ |
| Old people's clubs | ☐₁ | ☐₂ | ☐₃ | ☐₄ |
| Any other club, pub, or café | ☐₁ | ☐₂ | ☐₃ | ☐₄ |
| Your local church | ☐₁ | ☐₂ | ☐₃ | ☐₄ |

**21. Do you get any regular help every week with –**

|  | Yes | No |
|---|---|---|
| Cooking <u>in</u> your home – making your meals | ☐1 | ☐2 |
| Cleaning your home | ☐1 | ☐2 |
| Shopping | ☐1 | ☐2 |

**22. In your home where you live now, are you living alone, by yourself?**

Yes ☐1

No ☐2

IF YES – How long have you been living alone, by yourself?

Less than 1 year ☐1

1 – 3 years ☐2

3 – 5 years ☐3

5 – 10 years ☐4

Longer than 10 years ☐5

**23. Does your home where you live now <u>belong</u> to –**

You alone ☐1

A relative ☐2

A friend ☐3

Shared with relative/friend ☐4

A local council ☐5

A charity or housing trust ☐6

A private landlord ☐7

**24. Is your home where you live now –**

A house or bungalow ☐₁

Or      A flat ☐₂

**25. When you were younger, just before you retired, were you doing any kind of regular full or part-time work?**

Yes ☐₁

No ☐₂

IF YES – What sort of work was it? Please write down what sort of work you did -

_____

_____

**26. Financially, are you –**

Entirely dependent on the State ☐₁
(for a pension and/or other benefits and allowances)

Or      Do you receive extra income from a private pension, ☐₂
private savings, investments, or other private help

**27. Thinking about your own life these days and how you spend your time, would you say you are –**

Very happy with the way you live nowadays ☐₁

Quite happy about it ☐₂

Not very happy about it ☐₃

Not at all happy with the way you live nowadays ☐₄

**28.** **Thinking again about your own life these days, what would help you <u>most</u> to make your life better now?**

YOU CAN TICK MORE THAN ONE OF THESE IF YOU WANT TO

More help from friends or relatives ☐₁

More help from social or healthcare workers ☐₂

More help from charity workers or volunteers ☐₃

More help from Government on pensions, income support, and allowances ☐₄

More help with your winter heating bills ☐₅

Help to get a computer at home and be taught how to use it ☐₆

I don't need more help than I get now ☐₇

**29.** **Is there anything that you particularly worry about these days?**

Yes ☐₁

No ☐₂

IF YES – Please write down what it is that you are most worried about –

_____

_____

_____

**30.** **What do you most enjoy in your life nowadays?**

_____

_____

_____

**Would you show us how old you are now by ticking one of these age groups –**

Younger than 80 ☐1

80 – 84 years old ☐2

85 – 89 years old ☐3

90 or older ☐4

**And finally, would you tick whether you are –**

A woman ☐1

Or      A man ☐2

**Version 4**

**Contact the Elderly**

<div align="right">February 1999</div>

Dear Group Leader,

*Contact the Elderly* would like to know more about the people who belong to our Groups and come to our outings so that we can find out how we can make our services better and more useful to our members. This information will also be a great help in the awareness campaign to be launched in October, **which aims to generate more volunteers**.

There is a team of three American students, Tina Casamassina, Chris Petersen, and Meghan Sullivan, as well as a retired research expert, David Robson, working to complete this research for *Contact the Elderly*. They have created a survey which we would like you to give to the elderly for them to complete.

Included in this package are the surveys for the elderly. Please read the cover letter, attached to the surveys, out loud to the entire group of elderly members. If the elderly need assistance to complete the survey, I'm sure that you and the drivers will help. However, please be careful not to suggest answers to them! Additionally, there is a form for you to fill out and return with the completed surveys. We have provided a self-addressed, freepost envelope(s), for your convenience. Please return the surveys and form immediately as we have a very limited amount of time to conduct this research. The students present their findings to us in the very beginning of March.

Thank you so much for you help - it is greatly appreciated. We could not conduct this survey without your help.

Kind Regards,

Monica Hartwell
Director of *Contact the Elderly*

**Contact the Elderly**

# CONTACT THE ELDERLY MEMBERS SURVEY

*Contact the Elderly* would like to know more about the people who belong to our Groups and come to our outings so that we can find out how we could make our service better and more useful to you.

We would be very grateful if you would answer this questionnaire for us, and we hope you will enjoy doing it. It won't take too much of your time – it is not as long as it looks! **Most of the questions can be completed by putting a tick in the box next to the answer which is closest to your experience or opinion.**

Please ask for help to complete the form if you need it. REST ASSURED THAT YOUR ANSWERS WILL BE CONFIDENTIAL. Thank you very much for your help on this matter.

Sincerely,

Monica Hartwell

Monica Hartwell

Director of *Contact the Elderly*

THINKING ABOUT *CONTACT THE ELDERLY* –

**1.** **How long have you been coming to monthly outings organised by** *Contact the Elderly***?**

Less than 2 years ☐₁

2 – 5 years ☐₂

6 – 10 years ☐₃

Longer than 10 years ☐₄

**2.** **How did you first get to know about** *Contact the Elderly***?**

12

_____

_____

_____

**3.** **Do you see or keep in touch with any friends in this** *Contact the Elderly* **group in between its monthly meetings?**

13

Yes ☐₁

No ☐₂

**4.** *Contact the Elderly* **publishes a newsletter called CONTACT NEWS. Have you ever read or looked through a copy of CONTACT NEWS?**

14

Yes ☐₁

No ☐₂

Now thinking about what you usually do at home each day-

**5.   How much time do you usually spend listening to the radio every day?**

More than 5 hours a day    □₁

2 – 5 hours    □₂

Less than 2 hours    □₃

Don't listen at all    □₄

Can't listen (hearing impaired)    □₅

**6.   How much time do you usually spend watching television every day?**

16

More than 5 hours a day    □₁

2 – 5 hours    □₂

Less than 2 hours    □₃

Don't watch at all    □₄

Can't watch (sight impaired)    □₅

**7.   Do you usually read or look through any <u>daily morning</u> newspaper?**

17

Yes    □₁

No    □₂

**8.   Do you usually read or look through any local evening or weekly newspaper which covers the area where you live?**

18

Yes    □₁

No    □₂

9. **Do you have any special interests, hobbies, or pastimes that you spend quite a lot of your time on?**

19

Yes ☐₁

No ☐₂

IF YES – What do you do?    Please write down what these interests, hobbies, and pastimes are –

20

_____

_____

_____

10. **At your home do you have a garden of your own, or a garden that you share with other people?**

21

YES -    Own a garden    ☐₁

Share a garden    ☐₂

NO -    No garden    ☐₃

11. **Do you have any pets of your own at home, like cats, dogs, or budgies?**

22

YES -    Cat(s)    ☐₁

Dog(s)    ☐₂

Budgie(s)    ☐₃

Any other pets    ☐₄

NO -    No pet at home    ☐₅

12. **Have you <u>ever</u> used a computer yourself, either when you were working, or since then?**

23

Yes ☐₁

No ☐₂

**13. Are you interested in learning more about computers and how to use them now?**

24

Yes ☐₁

No ☐₂

**14. How often do you get a telephone call <u>from</u> anyone?**

25

Every day ☐₁

Most days ☐₂

Less often ☐₃

Not at all ☐₄

**15. How often do you make a telephone call <u>to</u> anyone?**

26

Every day ☐₁

Most days ☐₂

Less often ☐₃

Not at all ☐₄

Thinking now about the people who ever visit you <u>in</u> your home –

**16. Do you get a visit at least once a week <u>in</u> your home from -**

| | Yes [27] | No [28] |
|---|---|---|
| Family or relatives | ☐₁ | ☐₁ |
| Friends or neighbours | ☐₂ | ☐₂ |
| Social or healthcare workers | ☐₃ | ☐₃ |
| Meals on wheels | ☐₄ | ☐₄ |
| Anyone from voluntary organisations | ☐₅ | ☐₅ |
| Anybody else | ☐₆ | ☐₆ |

**17.** Do you go <u>out</u> of your home at least once a month to visit -

|  | Yes [29] | No [30] |
|---|---|---|
| Family or relatives | ☐₁ | ☐₁ |
| Friends or neighbours | ☐₂ | ☐₂ |
| Shops | ☐₃ | ☐₃ |
| Day centres | ☐₄ | ☐₄ |
| Clubs, pubs, or cafés | ☐₅ | ☐₅ |
| Your local church | ☐₆ | ☐₆ |
| Other places | ☐₇ | ☐₇ |

**18.** Do you get any regular help every week with –

|  | Yes [31] | No [32] |
|---|---|---|
| Cooking <u>in</u> your home – making your meals | ☐₁ | ☐₁ |
| Cleaning your home | ☐₂ | ☐₂ |
| Shopping | ☐₃ | ☐₃ |

**19.** In your home where you live now, are you living <u>alone</u>, by yourself?

[33]

Yes ☐₁

No ☐₂

IF YES – How long have you been living **alone**, by yourself?

[34]

Less than 2 years ☐₁

2 – 5 years ☐₂

6 – 10 years ☐₃

Longer than 10 years ☐₄

**20.** Do you <u>own</u> the home where you live now?

<span style="font-size:small">35</span>

Yes ☐₁

No ☐₂

IF NO – Do you have to pay rent to anyone?

<span style="font-size:small">36</span>

Yes ☐₁

No ☐₂

**21.** Is your home where you live now –

<span style="font-size:small">37</span>

A house or bungalow ☐₁

Or       A flat ☐₂

**22.** When you were younger, just before you retired, were you doing any kind of regular full or part-time work?

<span style="font-size:small">38</span>

Yes ☐₁

No ☐₂

IF YES – What sort of work was it? Please write down what sort of work you did –

<span style="font-size:small">39</span>

_____

**23.** Do you receive income from a private pension, private savings, investments, or other private help?

<span style="font-size:small">40</span>

Yes ☐₁

No ☐₂

**24.** Are you generally satisfied with your life now?

<span style="font-size:small">41</span>

Yes ☐₁

No ☐₂

**25.** Thinking again about your own life, what would make your life easier nowadays?

42

_____

_____

_____

_____

**26.** What do you most enjoy in your life nowadays?

43

_____

_____

_____

**27.** Is there anything that particularly concerns or bothers you in your own life these days?

44

_____

_____

_____

**28.** Do you have any relatives living in Britain?

45

Yes ☐₁

No ☐₂

**29.** Do you have any relatives living abroad?

46

Yes ☐₁

No ☐₂

**30.** Would you show us how old you are now by ticking one of these age groups –

Younger than 80 ☐₁

80 – 84 years old ☐₂

85 – 89 years old ☐₃

90 or older ☐₄

And finally, would you tick whether you are –

A woman ☐₁

<u>Or</u> A man ☐₂

If you would like to write your name do so in the space provided –

# Appendix C: Coding Values

We had to assign a number to each response for every open-ended question so that the database company could tabulate the results. We reviewed the first 50 surveys that we received in order to determine the nine answers we used for each question. In this appendix we show each question and the possible answer we determined.

**Question 2: How did you first get to know about *Contact the Elderly*?**

| Code | Answer |
|------|--------|
| 1 | Friend or Relative |
| 2 | Social or Healthcare worker |
| 3 | *Contact the Elderly* volunteer |
| 4 | Other charity worker or volunteer |
| 5 | Media programme |
| 6 | Media advertisement |
| 7 | Doctors surgery or health centre |
| 8 | Can't remember or Don't know |
| 9 | Other |
| 0 | Not answered |

**Question 9: What are your special interests, hobbies, or pastimes that you spend a lot of time on?**

| Code | Answer |
|------|--------|
| 1 | Games |
| 2 | Watching or listening to television, radio, music |
| 3 | Knitting, needlework, sewing, or crochet |
| 4 | Reading |
| 5 | Listening to books on tape |
| 6 | Active artistic activity (playing music, painting, etc) |
| 7 | Gardening |
| 8 | Walking or exercising |
| 9 | Other |
| 0 | Not answered |

**Question 22: What type of work did you do when you were younger, just before you retired?**

| Code | Answer |
|------|--------|
| 1 | Professional |
| 2 | Managerial |
| 3 | Secretarial or clerical |
| 4 | Social worker |
| 5 | Nurse |
| 6 | Librarian |
| 7 | Manual labour |
| 8 | Charity or volunteer work |
| 9 | Other |
| 0 | Not answered |

**Question 25: What would make your life easier nowadays?**

| Code | Answer |
|------|--------|
| 1 | More help or visits from friends or relatives |
| 2 | More help or visits from social or healthcare workers |
| 3 | More help or visits from voluntary or charity workers |
| 4 | More help or visits from Meals on Wheels |
| 5 | Financial help |
| 6 | Better health |
| 7 | Better mobility |
| 8 | Better housing |
| 9 | Other |
| 0 | Not answered |

**Question 26: What do you most enjoy in your life nowadays?**

| Code | Answer |
|------|--------|
| 1 | Visits from friends or relatives |
| 2 | Going out or being taken out to friends or relatives |
| 3 | Going out or being taken out to clubs, etc. |
| 4 | *Contact the Elderly* outings |
| 5 | Watching television, listening to the radio, reading, talking on the telephone |
| 6 | Gardening |
| 7 | Games |
| 8 | Nothing |
| 9 | Other |
| 0 | Not answered |

**Question 27: Is there anything that particularly concerns or bothers you in your own life these days?**

| Code | Answer |
|------|--------|
| 1 | Not being able to do what you could do when you were younger |
| 2 | Personal security or crime |
| 3 | World issues |
| 4 | Personal health concerns |
| 5 | Concerns about becoming dependent on other people |
| 6 | Concerns about relatives or friends |
| 7 | Financial concerns |
| 8 | Loneliness |
| 9 | Other (including "No") |
| 0 | Not answered |

# Appendix D: Data Tables

These are the tables that we received from Independent Data Analysis. The tables compare all responses to the questions on our survey to the region the elderly live in, their gender, their age, whether they worked, their income, and their satisfaction with their lives. The tables also compare the responses to the survey questions to the elderly's living arrangements, whether they have relatives in Britain, their social contact, and the length of time they have been members. All of the tables have both numbers and percentages. These are the tables we primarily used in our analysis.

# MEMBERS SURVEY - FEBRUARY 1999

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# MEMBERS SURVEY - FEBRUARY 1999

TABLE OF CONTENTS

## REGION

Base : All respondents

| | TOTAL | London &SE | Rest Eng land | Scot land | London | South East | SW/ West Mids | E Mids /North | Women | Men | -80 | 80-84 | 85-89 | 90+ | Did ft/pt work | Did not work | Priv ate income | No priv. income | Satis fied | Not satis fied |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | REGION | | | | | | SEX | | AGE | | | | WORK | | INCOME | | SATISFACTION | |
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| London & South East | 160 46% | 160 100% | - - | - - | 48 100% | 112 100% | - - | - - | 146 46% | 14 47% | 47 48% | 43 46% | 47 48% | 22 42% | 123 49% | 35 40% | 84 49% | 55 41% | 132 49% | 21 33% |
| Rest of England | 117 34% | - - | 117 100% | - - | - - | - - | 88 100% | 29 100% | 106 34% | 11 37% | 28 29% | 30 32% | 36 37% | 20 38% | 82 33% | 33 38% | 59 34% | 48 36% | 79 29% | 34 54% |
| Scotland | 68 20% | - - | - - | 68 100% | - - | - - | - - | - - | 63 20% | 5 17% | 22 23% | 20 22% | 15 15% | 11 21% | 45 18% | 20 23% | 30 17% | 32 24% | 57 21% | 8 13% |
| London | 48 14% | 48 30% | - - | - - | 48 100% | - - | - - | - - | 47 15% | 1 3% | 11 11% | 11 12% | 19 19% | 7 13% | 38 15% | 10 11% | 28 16% | 16 12% | 36 13% | 9 14% |
| South East | 112 32% | 112 70% | - - | - - | - - | 112 100% | - - | - - | 99 31% | 13 43% | 36 37% | 32 34% | 28 29% | 15 28% | 85 34% | 25 28% | 56 32% | 39 29% | 96 36% | 12 19% |
| South West/West Midlands | 88 26% | - - | 88 75% | - - | - - | - - | 88 100% | - - | 81 26% | 7 23% | 24 25% | 16 17% | 31 32% | 15 28% | 65 26% | 21 24% | 43 25% | 36 27% | 56 21% | 29 46% |
| East Midlands/North | 29 8% | - - | 29 25% | - - | - - | - - | - - | 29 100% | 25 8% | 4 13% | 4 4% | 14 15% | 5 5% | 5 9% | 17 7% | 12 14% | 16 9% | 12 9% | 23 9% | 5 8% |

## REGION

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /relatives | VISITS IN No Family /relatives | VISITS OUT Family /relatives | VISITS OUT No Family /relatives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| London & South East | 160 46% | 17 37% | 141 48% | 46 43% | 95 51% | 71 45% | 86 46% | 145 48% | 15 41% | 80 50% | 80 43% | 60 52% | 100 44% | 112 45% | 48 49% | 52 40% | 63 47% | 42 54% | 107 54% | 49 35% |
| Rest of England | 117 34% | 20 43% | 94 32% | 41 38% | 53 28% | 65 41% | 52 28% | 96 31% | 19 51% | 42 26% | 75 40% | 32 28% | 85 37% | 87 35% | 30 31% | 53 40% | 38 29% | 26 33% | 60 30% | 57 40% |
| Scotland | 68 20% | 9 20% | 59 20% | 21 19% | 38 20% | 21 13% | 47 25% | 64 21% | 3 8% | 37 23% | 31 17% | 24 21% | 44 19% | 48 19% | 20 20% | 26 20% | 32 24% | 10 13% | 33 17% | 35 25% |
| London | 48 14% | 4 9% | 43 15% | 13 12% | 30 16% | 24 15% | 24 13% | 38 12% | 10 27% | 22 14% | 26 14% | 16 14% | 32 14% | 38 15% | 10 10% | 17 13% | 17 13% | 13 17% | 29 15% | 18 13% |
| South East | 112 32% | 13 28% | 98 33% | 33 31% | 65 35% | 47 30% | 62 34% | 107 35% | 5 14% | 58 36% | 54 29% | 44 38% | 68 30% | 74 30% | 38 39% | 35 27% | 46 35% | 29 37% | 78 39% | 31 22% |
| South West/West Midlands | 88 26% | 11 24% | 76 26% | 34 31% | 42 23% | 54 34% | 34 18% | 68 22% | 18 49% | 29 18% | 59 32% | 20 17% | 68 30% | 70 28% | 18 18% | 38 29% | 30 23% | 20 26% | 49 25% | 39 28% |
| East Midlands/North | 29 8% | 9 20% | 18 6% | 7 6% | 11 6% | 11 7% | 18 10% | 28 9% | 1 3% | 13 8% | 16 9% | 12 10% | 17 7% | 17 7% | 12 12% | 15 11% | 8 6% | 6 8% | 11 6% | 18 13% |

## SEX/AGE GROUP OF CTE MEMBERS (Q30)

Base : All respondents

| | TOTAL | REGION London &SE | REGION Rest Eng land | REGION Scot land | REGION London | REGION South East | REGION SW/ West Mids | REGION E Mids /North | SEX Women | SEX Men | AGE -80 | AGE 80-84 | AGE 85-89 | AGE 90+ | WORK Did ft/pt work | WORK Did not work | INCOME Priv ate income | INCOME No priv. income | SATISFACTION Satis fied | SATISFACTION Not satis fied |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| Women | 315 91% | 146 91% | 106 91% | 63 93% | 47 98% | 99 88% | 81 92% | 25 86% | 315 100% | - - | 89 92% | 86 92% | 89 91% | 47 89% | 222 89% | 86 98% | 152 88% | 127 94% | 242 90% | 61 97% |
| Men | 30 9% | 14 9% | 11 9% | 5 7% | 1 2% | 13 12% | 7 8% | 4 14% | - - | 30 100% | 8 8% | 7 8% | 9 9% | 6 11% | 28 11% | 2 2% | 21 12% | 8 6% | 26 10% | 2 3% |
| Under 80 years | 97 28% | 47 29% | 28 24% | 22 32% | 11 23% | 36 32% | 24 27% | 4 14% | 89 28% | 8 27% | 97 100% | - - | - - | - - | 72 29% | 23 26% | 50 29% | 37 27% | 77 29% | 14 22% |
| 80-84 years | 93 27% | 43 27% | 30 26% | 20 29% | 11 23% | 32 29% | 16 18% | 14 48% | 86 27% | 7 23% | - - | 93 100% | - - | - - | 67 27% | 24 27% | 43 25% | 43 32% | 65 24% | 25 40% |
| 85-89 years | 98 28% | 47 29% | 36 31% | 15 22% | 19 40% | 28 25% | 31 35% | 5 17% | 89 28% | 9 30% | - - | - - | 98 100% | - - | 72 29% | 24 27% | 53 31% | 35 26% | 81 30% | 15 24% |
| 90 or older | 53 15% | 22 14% | 20 17% | 11 16% | 7 15% | 15 13% | 15 17% | 5 17% | 47 15% | 6 20% | - - | - - | - - | 53 100% | 36 14% | 16 18% | 26 15% | 18 13% | 42 16% | 8 13% |
| Age not answered | 4 1% | 1 1% | 3 3% | - - | - - | 1 1% | 2 2% | 1 3% | 4 1% | - - | - - | - - | - - | - - | 3 1% | 1 1% | 1 1% | 2 1% | 3 1% | 1 2% |

## SEX/AGE GROUP OF CTE MEMBERS (Q30)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /relatives | VISITS IN No Family /relatives | VISITS OUT Family /relatives | VISITS OUT No Family /relatives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| Women | 315 91% | 38 83% | 273 93% | 92 85% | 181 97% | 144 92% | 168 91% | 278 91% | 35 95% | 145 91% | 170 91% | 107 92% | 208 91% | 227 92% | 88 90% | 116 89% | 123 92% | 73 94% | 182 91% | 129 91% |
| Men | 30 9% | 8 17% | 21 7% | 16 15% | 5 3% | 13 8% | 17 9% | 27 9% | 2 5% | 14 9% | 16 9% | 9 8% | 21 9% | 20 8% | 10 10% | 15 11% | 10 8% | 5 6% | 18 9% | 12 9% |
| Under 80 years | 97 28% | 14 30% | 83 28% | 40 37% | 43 23% | 47 30% | 49 26% | 86 28% | 11 30% | 44 28% | 53 28% | 37 32% | 60 26% | 66 27% | 31 32% | 41 31% | 38 29% | 17 22% | 57 29% | 39 28% |
| 80-84 years | 93 27% | 15 33% | 76 26% | 26 24% | 50 27% | 37 24% | 55 30% | 84 28% | 7 19% | 46 29% | 47 25% | 35 30% | 58 25% | 62 25% | 31 32% | 36 27% | 39 29% | 17 22% | 47 24% | 43 30% |
| 85-89 years | 98 28% | 6 13% | 91 31% | 32 30% | 59 32% | 43 27% | 55 30% | 85 28% | 12 32% | 45 28% | 53 28% | 32 28% | 66 29% | 75 30% | 23 23% | 37 28% | 36 27% | 24 31% | 61 31% | 37 26% |
| 90 or older | 53 15% | 9 20% | 43 15% | 9 8% | 34 18% | 28 18% | 24 13% | 48 16% | 5 14% | 24 15% | 29 16% | 12 10% | 41 18% | 42 17% | 11 11% | 16 12% | 18 14% | 19 24% | 31 16% | 22 16% |
| Age not answered | 4 1% | 2 4% | 1 * | 1 1% | - - | 2 1% | 2 1% | 2 1% | 2 5% | - - | 4 2% | - - | 4 2% | 2 1% | 2 2% | 1 1% | 2 2% | 1 1% | 4 2% | - - |

## WORK/INCOME/SATISFACTION (Q22-Q24)

Base : All respondents

| | TOTAL | London &SE | Rest Eng land | Scot land | London | South East | SW/ West Mids | E Mids /North | Women | Men | -80 | 80-84 | 85-89 | 90+ | Did ft/pt work | Did not work | Priv ate income | No priv. income | Satis fied | Not satis fied |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | REGION | | | SEX | | | AGE | | | WORK | | INCOME | | SATISFACTION | |
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| Did regular full/ part time work | 250 72% | 123 77% | 82 70% | 45 66% | 38 79% | 85 76% | 65 74% | 17 59% | 222 70% | 28 93% | 72 74% | 67 72% | 72 73% | 36 68% | 250 100% | - - | 134 77% | 93 69% | 194 72% | 46 73% |
| Did not work | 88 26% | 35 22% | 33 28% | 20 29% | 10 21% | 25 22% | 21 24% | 12 41% | 86 27% | 2 7% | 23 24% | 24 26% | 24 24% | 16 30% | - - | 88 100% | 37 21% | 42 31% | 71 26% | 15 24% |
| Not answered | 7 2% | 2 1% | 2 2% | 3 4% | - - | 2 2% | 2 2% | - | 7 2% | - | 2 2% | 2 2% | 2 2% | 1 2% | - | - | 2 1% | - | 3 1% | 2 3% |
| Receives private income | 173 50% | 84 53% | 59 50% | 30 44% | 28 58% | 56 50% | 43 49% | 16 55% | 152 48% | 21 70% | 50 52% | 43 46% | 53 54% | 26 49% | 134 54% | 37 42% | 173 100% | - | 139 52% | 29 46% |
| Does not | 135 39% | 55 34% | 48 41% | 32 47% | 16 33% | 39 35% | 36 41% | 12 41% | 127 40% | 8 27% | 37 38% | 43 46% | 35 36% | 18 34% | 93 37% | 42 48% | - | 135 100% | 107 40% | 26 41% |
| Not answered | 37 11% | 21 13% | 10 9% | 6 9% | 4 8% | 17 15% | 9 10% | 1 3% | 36 11% | 1 3% | 10 10% | 7 8% | 10 10% | 9 17% | 23 9% | 9 10% | - | - | 22 8% | 8 13% |
| Generally satisfied now | 268 78% | 132 83% | 79 68% | 57 84% | 36 75% | 96 86% | 56 64% | 23 79% | 242 77% | 26 87% | 77 79% | 65 70% | 81 83% | 42 79% | 194 78% | 71 81% | 139 80% | 107 79% | 268 100% | - |
| Not satisfied | 63 18% | 21 13% | 34 29% | 8 12% | 9 19% | 12 11% | 29 33% | 5 17% | 61 19% | 2 7% | 14 14% | 25 27% | 15 15% | 8 15% | 46 18% | 15 17% | 29 17% | 26 19% | - | 63 100% |
| Not answered | 14 4% | 7 4% | 4 3% | 3 4% | 3 6% | 4 4% | 3 3% | 1 3% | 12 4% | 2 7% | 6 6% | 3 3% | 2 2% | 3 6% | 10 4% | 2 2% | 5 3% | 2 1% | - | - |

## WORK/INCOME/SATISFACTION (Q22-Q24)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /relatives | VISITS IN No Family /relatives | VISITS OUT Family /relatives | VISITS OUT No Family /relatives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| Did regular full/ part time work | 250 72% | 31 67% | 218 74% | 76 70% | 142 76% | 110 70% | 139 75% | 217 71% | 31 84% | 117 74% | 133 72% | 82 71% | 168 73% | 176 71% | 74 76% | 93 71% | 98 74% | 56 72% | 152 76% | 94 67% |
| Did not work | 88 26% | 15 33% | 69 23% | 31 29% | 38 20% | 45 29% | 42 23% | 83 27% | 5 14% | 40 25% | 48 26% | 32 28% | 56 24% | 64 26% | 24 24% | 36 27% | 31 23% | 21 27% | 45 23% | 43 30% |
| Not answered | 7 2% | - - | 7 2% | 1 1% | 6 3% | 2 1% | 4 2% | 5 2% | 1 3% | 2 1% | 5 3% | 2 2% | 5 2% | 7 3% | - - | 2 2% | 4 3% | 1 1% | 3 2% | 4 3% |
| Receives private income | 173 50% | 21 46% | 151 51% | 60 56% | 91 49% | 100 64% | 71 38% | 152 50% | 19 51% | 80 50% | 93 50% | 53 46% | 120 52% | 128 52% | 45 46% | 70 53% | 70 53% | 31 40% | 103 52% | 69 49% |
| Does not | 135 39% | 18 39% | 115 39% | 38 35% | 77 41% | 44 28% | 91 49% | 121 40% | 14 38% | 64 40% | 71 38% | 49 42% | 86 38% | 90 36% | 45 46% | 46 35% | 49 37% | 40 51% | 73 37% | 60 43% |
| Not answered | 37 11% | 7 15% | 28 10% | 10 9% | 18 10% | 13 8% | 23 12% | 32 10% | 4 11% | 15 9% | 22 12% | 14 12% | 23 10% | 29 12% | 8 8% | 15 11% | 14 11% | 7 9% | 24 12% | 12 9% |
| Generally satisfied now | 268 78% | 37 80% | 228 78% | 86 80% | 142 76% | 114 73% | 152 82% | 239 78% | 26 70% | 135 85% | 133 72% | 100 86% | 168 73% | 191 77% | 77 79% | 101 77% | 103 77% | 62 79% | 161 81% | 104 74% |
| Not satisfied | 63 18% | 8 17% | 53 18% | 19 18% | 34 18% | 38 24% | 25 14% | 53 17% | 10 27% | 19 12% | 44 24% | 12 10% | 51 22% | 46 19% | 17 17% | 24 18% | 24 18% | 15 19% | 31 16% | 32 23% |
| Not answered | 14 4% | 1 2% | 13 4% | 3 3% | 10 5% | 5 3% | 8 4% | 13 4% | 1 3% | 5 3% | 9 5% | 4 3% | 10 4% | 10 4% | 4 4% | 6 5% | 6 5% | 1 1% | 8 4% | 5 4% |

## HOME OWNERSHIP/TYPE OF HOME (Q20-Q21)

Base : All respondents

| | TOTAL | REGION London &SE | Rest Eng land | Scot land | London | South East | SW/ West Mids | E Mids /North | SEX Women | Men | AGE -80 | 80-84 | 85-89 | 90+ | WORK Did ft/pt work | Did not work | INCOME Priv ate income | No priv. income | SATISFACTION Satis fied | Not satis fied |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| Own home | 157 46% | 71 44% | 65 56% | 21 31% | 24 50% | 47 42% | 54 61% | 11 38% | 144 46% | 13 43% | 47 48% | 37 40% | 43 44% | 28 53% | 110 44% | 45 51% | 100 58% | 44 33% | 114 43% | 38 60% |
| Does not own home | 185 54% | 86 54% | 52 44% | 47 69% | 24 50% | 62 55% | 34 39% | 18 62% | 168 53% | 17 57% | 49 51% | 55 59% | 55 56% | 24 45% | 139 56% | 42 48% | 71 41% | 91 67% | 152 57% | 25 40% |
| Not answered | 3 1% | 3 2% | - - | - - | - - | 3 3% | - - | - - | 3 1% | - - | 1 1% | 1 1% | - - | 1 2% | 1 * | 1 1% | 2 1% | - - | 2 1% | - - |
| Pays rent | 140 41% | 67 42% | 38 32% | 35 51% | 21 44% | 46 41% | 25 28% | 13 45% | 127 40% | 13 43% | 36 37% | 40 43% | 44 45% | 18 34% | 106 42% | 32 36% | 56 32% | 68 50% | 115 43% | 19 30% |
| Does not pay rent | 31 9% | 12 8% | 10 9% | 9 13% | 3 6% | 9 8% | 7 8% | 3 10% | 28 9% | 3 10% | 10 10% | 6 6% | 9 9% | 6 11% | 25 10% | 6 7% | 9 5% | 19 14% | 29 11% | 2 3% |
| Not answered | 14 4% | 7 4% | 4 3% | 3 4% | - - | 7 6% | 2 2% | 2 7% | 13 4% | 1 3% | 3 3% | 9 10% | 2 2% | - - | 8 3% | 4 5% | 6 3% | 4 3% | 8 3% | 4 6% |
| Lives in house/bungalow | 152 44% | 74 46% | 54 46% | 24 35% | 19 40% | 55 49% | 38 43% | 16 55% | 139 44% | 13 43% | 50 52% | 40 43% | 42 43% | 20 38% | 108 43% | 41 47% | 86 50% | 55 41% | 120 45% | 26 41% |
| Lives in flat | 178 52% | 79 49% | 56 48% | 43 63% | 27 56% | 52 46% | 47 53% | 9 31% | 164 52% | 14 47% | 47 48% | 48 52% | 53 54% | 26 49% | 134 54% | 41 47% | 80 46% | 74 55% | 137 51% | 34 54% |
| Not answered | 15 4% | 7 4% | 7 6% | 1 1% | 2 4% | 5 4% | 3 3% | 4 14% | 12 4% | 3 10% | - - | 5 5% | 3 3% | 7 13% | 8 3% | 6 7% | 7 4% | 6 4% | 11 4% | 3 5% |
| Owns house/bungalow | 104 30% | 52 33% | 44 38% | 8 12% | 15 31% | 37 33% | 34 39% | 10 34% | 95 30% | 9 30% | 32 33% | 24 26% | 31 32% | 17 32% | 71 28% | 32 36% | 66 38% | 31 23% | 78 29% | 23 37% |
| Owns flat | 51 15% | 17 11% | 21 18% | 13 19% | 8 17% | 9 8% | 20 23% | 1 3% | 47 15% | 4 13% | 15 15% | 12 13% | 12 12% | 10 19% | 39 16% | 11 13% | 33 19% | 13 10% | 35 13% | 14 22% |

## HOME OWNERSHIP/TYPE OF HOME (Q20-Q21)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /rela tives | VISITS IN No Family /rela tives | VISITS OUT Family /rela tives | VISITS OUT No Family /rela tives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| Own home | 157 46% | 13 28% | 142 48% | 55 51% | 87 47% | 157 100% | - | 140 46% | 15 41% | 79 50% | 78 42% | 52 45% | 105 46% | 122 49% | 35 36% | 64 49% | 63 47% | 28 36% | 94 47% | 62 44% |
| Does not own home | 185 54% | 32 70% | 150 51% | 52 48% | 98 53% | - | 185 100% | 162 53% | 22 59% | 79 50% | 106 57% | 63 54% | 122 53% | 123 50% | 62 63% | 65 50% | 70 53% | 49 63% | 104 52% | 78 55% |
| Not answered | 3 1% | 1 2% | 2 1% | 1 1% | 1 1% | - | - | 3 1% | - | 1 1% | 2 1% | 1 1% | 2 1% | 2 1% | 1 1% | 2 2% | - | 1 1% | 2 1% | 1 1% |
| Pays rent | 140 41% | 21 46% | 118 40% | 44 41% | 74 40% | - | 140 76% | 122 40% | 18 49% | 60 38% | 80 43% | 45 39% | 95 41% | 95 38% | 45 46% | 51 39% | 54 41% | 35 45% | 76 38% | 63 45% |
| Does not pay rent | 31 9% | 9 20% | 22 7% | 3 3% | 19 10% | - | 31 17% | 29 10% | 2 5% | 14 9% | 17 9% | 11 9% | 20 9% | 20 8% | 11 11% | 10 8% | 10 8% | 11 14% | 21 11% | 10 7% |
| Not answered | 14 4% | 2 4% | 10 3% | 5 5% | 5 3% | - | 14 8% | 11 4% | 2 5% | 5 3% | 9 5% | 7 6% | 7 3% | 8 3% | 6 6% | 4 3% | 6 5% | 3 4% | 7 4% | 5 4% |
| Lives in house/bungalow | 152 44% | 19 41% | 133 45% | 52 48% | 81 44% | 104 66% | 47 25% | 142 47% | 10 27% | 84 53% | 68 37% | 58 50% | 94 41% | 118 48% | 34 35% | 65 50% | 57 43% | 29 37% | 92 46% | 60 43% |
| Lives in flat | 178 52% | 19 41% | 157 53% | 56 52% | 101 54% | 51 32% | 127 69% | 150 49% | 25 68% | 70 44% | 108 58% | 54 47% | 124 54% | 124 50% | 54 55% | 61 47% | 72 54% | 43 55% | 101 51% | 73 52% |
| Not answered | 15 4% | 8 17% | 4 1% | - - | 4 2% | 2 1% | 11 6% | 13 4% | 2 5% | 5 3% | 10 5% | 4 3% | 11 5% | 5 2% | 10 10% | 5 4% | 4 3% | 6 8% | 7 4% | 8 6% |
| Owns house/bungalow | 104 30% | 10 22% | 94 32% | 38 35% | 56 30% | 104 66% | - | 95 31% | 9 24% | 58 36% | 46 25% | 39 34% | 65 28% | 83 34% | 21 21% | 46 35% | 36 27% | 21 27% | 60 30% | 44 31% |
| Owns flat | 51 15% | 3 7% | 47 16% | 17 16% | 30 16% | 51 32% | - | 43 14% | 6 16% | 19 12% | 32 17% | 12 10% | 39 17% | 38 15% | 13 13% | 18 14% | 25 19% | 7 9% | 33 17% | 17 12% |

## LIVING ALONE - HOW LONG (Q19)

Base : All respondents

| | TOTAL | REGION London &SE | REGION Rest Eng land | REGION Scot land | REGION London | REGION South East | REGION SW/ West Mids | REGION E Mids /North | SEX Women | SEX Men | AGE -80 | AGE 80-84 | AGE 85-89 | AGE 90+ | WORK Did ft/pt work | WORK Did not work | INCOME Priv ate income | INCOME No priv. income | SATISFACTION Satis fied | SATISFACTION Not satis fied |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| Lives alone now | 294 85% | 141 88% | 94 80% | 59 87% | 43 90% | 98 88% | 76 86% | 18 62% | 273 87% | 21 70% | 83 86% | 76 82% | 91 93% | 43 81% | 218 87% | 69 78% | 151 87% | 115 85% | 228 85% | 53 84% |
| Does not live alone now | 46 13% | 17 11% | 20 17% | 9 13% | 4 8% | 13 12% | 11 13% | 9 31% | 38 12% | 8 27% | 14 14% | 15 16% | 6 6% | 9 17% | 31 12% | 15 17% | 21 12% | 18 13% | 37 14% | 8 13% |
| Not answered | 5 1% | 2 1% | 3 3% | - - | 1 2% | 1 1% | 1 1% | 2 7% | 4 1% | 1 3% | - - | 2 2% | 1 1% | 1 2% | 1 * | 4 5% | 1 1% | 2 1% | 3 1% | 2 3% |
| **Alone** | | | | | | | | | | | | | | | | | | | | |
| Less than 2 years | 9 3% | 4 3% | 3 3% | 2 3% | 1 2% | 3 3% | 2 2% | 1 3% | 8 3% | 1 3% | 3 3% | 3 3% | 3 3% | - - | 5 2% | 3 3% | 3 2% | 4 3% | 7 3% | 2 3% |
| 2-5 years | 43 12% | 17 11% | 19 16% | 7 10% | 3 6% | 14 13% | 15 17% | 4 14% | 34 11% | 9 30% | 14 14% | 14 15% | 10 10% | 4 8% | 27 11% | 16 18% | 25 14% | 15 11% | 36 13% | 5 8% |
| 6-10 years | 56 16% | 25 16% | 19 16% | 12 18% | 9 19% | 16 14% | 17 19% | 2 7% | 50 16% | 6 20% | 23 24% | 9 10% | 19 19% | 5 9% | 44 18% | 12 14% | 32 18% | 19 14% | 43 16% | 12 19% |
| Longer than 10 years | 186 54% | 95 59% | 53 45% | 38 56% | 30 63% | 65 58% | 42 48% | 11 38% | 181 57% | 5 17% | 43 44% | 50 54% | 59 60% | 34 64% | 142 57% | 38 43% | 91 53% | 77 57% | 142 53% | 34 54% |

## LIVING ALONE - HOW LONG (Q19)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family/relatives | VISITS IN No Family/relatives | VISITS OUT Family/relatives | VISITS OUT No Family/relatives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| Lives alone now | 294 85% | - - | 294 100% | 108 100% | 186 100% | 142 90% | 150 81% | 258 85% | 33 89% | 136 86% | 158 85% | 99 85% | 195 85% | 219 89% | 75 77% | 109 83% | 113 85% | 69 88% | 170 85% | 120 85% |
| Does not live alone now | 46 13% | 46 100% | - - | - - | - - | 13 8% | 32 17% | 42 14% | 4 11% | 22 14% | 24 13% | 17 15% | 29 13% | 27 11% | 19 19% | 21 16% | 18 14% | 7 9% | 27 14% | 19 13% |
| Not answered | 5 1% | - - | - - | - - | - - | 2 1% | 3 2% | 5 2% | - - | 1 1% | 4 2% | - - | 5 2% | 1 * | 4 4% | 1 1% | 2 2% | 2 3% | 3 2% | 2 1% |
| **Alone** | | | | | | | | | | | | | | | | | | | | |
| Less than 2 years | 9 3% | - - | 9 3% | 9 8% | - - | 4 3% | 5 3% | 7 2% | 1 3% | 4 3% | 5 3% | 3 3% | 6 3% | 6 2% | 3 3% | 8 6% | 1 1% | - - | 4 2% | 5 4% |
| 2-5 years | 43 12% | - - | 43 15% | 43 40% | - - | 22 14% | 21 11% | 36 12% | 6 16% | 25 16% | 18 10% | 23 20% | 20 9% | 36 15% | 7 7% | 19 15% | 19 14% | 5 6% | 23 12% | 20 14% |
| 6-10 years | 56 16% | - - | 56 19% | 56 52% | - - | 29 18% | 26 14% | 49 16% | 7 19% | 31 19% | 25 13% | 22 19% | 34 15% | 46 19% | 10 10% | 24 18% | 26 20% | 6 8% | 32 16% | 23 16% |
| Longer than 10 years | 186 54% | - - | 186 63% | - - | 186 100% | 87 55% | 98 53% | 166 54% | 19 51% | 76 48% | 110 59% | 51 44% | 135 59% | 131 53% | 55 56% | 58 44% | 67 50% | 58 74% | 111 56% | 72 51% |

## RELATIVES IN BRITAIN AND ABROAD (Q28-Q29)

Base : All respondents

| | TOTAL | REGION London &SE | REGION Rest Eng land | REGION Scot land | REGION London | REGION South East | REGION SW/ West Mids | REGION E Mids /North | SEX Women | SEX Men | AGE -80 | AGE 80-84 | AGE 85-89 | AGE 90+ | WORK Did ft/pt work | WORK Did not work | INCOME Priv ate income | INCOME No priv. income | SATISFACTION Satis fied | SATISFACTION Not satis fied |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| Relatives in Britain | 305 88% | 145 91% | 96 82% | 64 94% | 38 79% | 107 96% | 68 77% | 28 97% | 278 88% | 27 90% | 86 89% | 84 90% | 85 87% | 48 91% | 217 87% | 83 94% | 152 88% | 121 90% | 239 89% | 53 84% |
| No relatives in Britain | 37 11% | 15 9% | 19 16% | 3 4% | 10 21% | 5 4% | 18 20% | 1 3% | 35 11% | 2 7% | 11 11% | 7 8% | 12 12% | 5 9% | 31 12% | 5 6% | 19 11% | 14 10% | 26 10% | 10 16% |
| Not answered | 3 1% | - - | 2 2% | 1 1% | - - | - - | 2 2% | - - | 2 1% | 1 3% | - - | 2 2% | 1 1% | - - | 2 1% | - - | 2 1% | - - | 3 1% | - - |
| Relatives abroad | 159 46% | 64 40% | 55 47% | 40 59% | 20 42% | 44 39% | 42 48% | 13 45% | 146 46% | 13 43% | 47 48% | 44 47% | 44 45% | 23 43% | 119 48% | 37 42% | 94 54% | 48 36% | 112 42% | 38 60% |
| No relatives abroad | 172 50% | 91 57% | 57 49% | 24 35% | 28 58% | 63 56% | 42 48% | 15 52% | 157 50% | 15 50% | 49 51% | 42 45% | 50 51% | 29 55% | 122 49% | 48 55% | 74 43% | 82 61% | 144 54% | 23 37% |
| Not answered | 14 4% | 5 3% | 5 4% | 4 6% | - - | 5 4% | 4 5% | 1 3% | 12 4% | 2 7% | 1 1% | 7 8% | 4 4% | 1 2% | 9 4% | 3 3% | 5 3% | 5 4% | 12 4% | 2 3% |
| Any relatives in Britain/Abroad | 318 92% | 149 93% | 104 89% | 65 96% | 41 85% | 108 96% | 76 86% | 28 97% | 290 92% | 28 93% | 92 95% | 86 92% | 88 90% | 50 94% | 229 92% | 84 95% | 160 92% | 124 92% | 246 92% | 58 92% |
| No relatives | 24 7% | 11 7% | 11 9% | 2 3% | 7 15% | 4 4% | 10 11% | 1 3% | 23 7% | 1 3% | 5 5% | 5 5% | 9 9% | 3 6% | 19 8% | 4 5% | 11 6% | 11 8% | 19 7% | 5 8% |

## RELATIVES IN BRITAIN AND ABROAD (Q28-Q29)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family/relatives | VISITS IN No Family/relatives | VISITS OUT Family/relatives | VISITS OUT No Family/relatives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| Relatives in Britain | 305 88% | 42 91% | 258 88% | 92 85% | 166 89% | 140 89% | 162 88% | 305 100% | - | 155 97% | 150 81% | 110 95% | 195 85% | 215 87% | 90 92% | 116 89% | 117 88% | 70 90% | 182 91% | 120 85% |
| No relatives in Britain | 37 11% | 4 9% | 33 11% | 14 13% | 19 10% | 15 10% | 22 12% | - | 37 100% | 3 2% | 34 18% | 5 4% | 32 14% | 30 12% | 7 7% | 14 11% | 14 11% | 8 10% | 17 9% | 19 13% |
| Not answered | 3 1% | - - | 3 1% | 2 2% | 1 1% | 2 1% | 1 1% | - | - | 1 1% | 2 1% | 1 1% | 2 1% | 2 1% | 1 1% | 1 1% | 2 2% | - | 1 1% | 2 1% |
| Relatives abroad | 159 46% | 22 48% | 136 46% | 54 50% | 82 44% | 83 53% | 75 41% | 146 48% | 13 35% | 75 47% | 84 45% | 51 44% | 108 47% | 116 47% | 43 44% | 72 55% | 62 47% | 24 31% | 90 45% | 66 47% |
| No relatives abroad | 172 50% | 21 46% | 149 51% | 52 48% | 97 52% | 67 43% | 103 56% | 148 49% | 24 65% | 79 50% | 93 50% | 60 52% | 112 49% | 123 50% | 49 50% | 56 43% | 64 48% | 51 65% | 100 50% | 71 50% |
| Not answered | 14 4% | 3 7% | 9 3% | 2 2% | 7 4% | 7 4% | 7 4% | 11 4% | - | 5 3% | 9 5% | 5 4% | 9 4% | 8 3% | 6 6% | 3 2% | 7 5% | 3 4% | 10 5% | 4 3% |
| Any relatives in Britain/Abroad | 318 92% | 43 93% | 270 92% | 99 92% | 171 92% | 147 94% | 168 91% | 305 100% | 13 35% | 157 99% | 161 87% | 112 97% | 206 90% | 227 92% | 91 93% | 123 94% | 122 92% | 71 91% | 189 95% | 126 89% |
| No relatives | 24 7% | 3 7% | 21 7% | 7 6% | 14 8% | 8 5% | 16 9% | - | 24 65% | 1 1% | 23 12% | 3 3% | 21 9% | 18 7% | 6 6% | 7 5% | 9 7% | 7 9% | 10 5% | 13 9% |

## CONTACT THE ELDERLY (Q1,Q3,Q4)

Base : All respondents

|  |  | REGION |  |  |  |  |  |  | SEX |  | AGE |  |  |  | WORK |  | INCOME |  | SATISFACTION |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | TOTAL | London &SE | Rest Eng land | Scot land | London | South East | SW/ West Mids | E Mids /North | Women | Men | -80 | 80-84 | 85-89 | 90+ | Did ft/pt work | Did not work | Priv ate income | No priv. income | Satis fied | Not satis fied |
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| **How long coming to monthly outings** | | | | | | | | | | | | | | | | | | | | |
| Less than 2 years | 131 38% | 52 33% | 53 45% | 26 38% | 17 35% | 35 31% | 38 43% | 15 52% | 116 37% | 15 50% | 41 42% | 36 39% | 37 38% | 16 30% | 93 37% | 36 41% | 70 40% | 46 34% | 101 38% | 24 38% |
| 2-5 years | 133 39% | 63 39% | 38 32% | 32 47% | 17 35% | 46 41% | 30 34% | 8 28% | 123 39% | 10 33% | 38 39% | 39 42% | 36 37% | 18 34% | 98 39% | 31 35% | 70 40% | 49 36% | 103 38% | 24 38% |
| 6-10 years | 41 12% | 19 12% | 17 15% | 5 7% | 6 13% | 13 12% | 14 16% | 3 10% | 38 12% | 3 10% | 9 9% | 10 11% | 14 14% | 8 15% | 30 12% | 11 13% | 17 10% | 21 16% | 33 12% | 8 13% |
| Over 10 years | 37 11% | 23 14% | 9 8% | 5 7% | 7 15% | 16 14% | 6 7% | 3 10% | 35 11% | 2 7% | 8 8% | 7 8% | 10 10% | 11 21% | 26 10% | 10 11% | 14 8% | 19 14% | 29 11% | 7 11% |
| Not answered | 3 1% | 3 2% | - - | - - | 1 2% | 2 2% | - - | - - | 3 1% | - - | 1 1% | 1 1% | 1 1% | - - | 3 1% | - - | 2 1% | - - | 2 1% | - - |
| **Keeping in touch with friends in the Group** | | | | | | | | | | | | | | | | | | | | |
| Yes | 200 58% | 107 67% | 60 51% | 33 49% | 29 60% | 78 70% | 49 56% | 11 38% | 182 58% | 18 60% | 57 59% | 47 51% | 61 62% | 31 58% | 152 61% | 45 51% | 103 60% | 73 54% | 161 60% | 31 49% |
| No | 141 41% | 49 31% | 57 49% | 35 51% | 18 38% | 31 28% | 39 44% | 18 62% | 129 41% | 12 40% | 39 40% | 43 46% | 37 38% | 22 42% | 94 38% | 43 49% | 69 40% | 60 44% | 104 39% | 32 51% |
| Not answered | 4 1% | 4 3% | - - | - - | 1 2% | 3 3% | - - | - - | 4 1% | - - | 1 1% | 3 3% | - - | - - | 4 2% | - - | 1 1% | 2 1% | 3 1% | - - |
| **Ever read/looked through CONTACT NEWS** | | | | | | | | | | | | | | | | | | | | |
| Yes | 135 39% | 59 37% | 38 32% | 38 56% | 18 38% | 41 37% | 30 34% | 8 28% | 125 40% | 10 33% | 33 34% | 36 39% | 44 45% | 19 36% | 102 41% | 31 35% | 69 40% | 55 41% | 104 39% | 23 37% |
| No | 204 59% | 96 60% | 79 68% | 29 43% | 29 60% | 67 60% | 58 66% | 21 72% | 184 58% | 20 67% | 62 64% | 54 58% | 53 54% | 34 64% | 142 57% | 57 65% | 101 58% | 78 58% | 160 60% | 39 62% |
| Not answered | 6 2% | 5 3% | - - | 1 1% | 1 2% | 4 4% | - - | - - | 6 2% | - - | 2 2% | 3 3% | 1 1% | - - | 6 2% | - - | 3 2% | 2 1% | 4 1% | 1 2% |

## CONTACT THE ELDERLY (Q1,Q3,Q4)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /relatives | VISITS IN No Family /relatives | VISITS OUT Family /relatives | VISITS OUT No Family /relatives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| **How long coming to monthly outings** | | | | | | | | | | | | | | | | | | | | |
| Less than 2 years | 131 38% | 21 46% | 109 37% | 51 47% | 58 31% | 64 41% | 65 35% | 116 38% | 14 38% | 64 40% | 67 36% | 44 38% | 87 38% | 98 40% | 33 34% | 131 100% | - - | - - | 63 32% | 68 48% |
| 2-5 years | 133 39% | 18 39% | 113 38% | 46 43% | 67 36% | 63 40% | 70 38% | 117 38% | 14 38% | 66 42% | 67 36% | 59 51% | 74 32% | 93 38% | 40 41% | - - | 133 100% | - - | 85 43% | 48 34% |
| 6-10 years | 41 12% | 5 11% | 36 12% | 6 6% | 30 16% | 16 10% | 25 14% | 39 13% | 2 5% | 17 11% | 24 13% | 6 5% | 35 15% | 29 12% | 12 12% | - - | - - | 41 53% | 27 14% | 12 9% |
| Over 10 years | 37 11% | 2 4% | 33 11% | 5 5% | 28 15% | 12 8% | 24 13% | 31 10% | 6 16% | 12 8% | 25 13% | 6 5% | 31 14% | 26 11% | 11 11% | - - | - - | 37 47% | 24 12% | 13 9% |
| Not answered | 3 1% | - - | 3 1% | - - | 3 2% | 2 1% | 1 1% | 2 1% | 1 3% | - - | 3 2% | 1 1% | 2 1% | 1 * | 2 2% | - - | - - | - - | 1 1% | - - |
| **Keeping in touch with friends in the Group** | | | | | | | | | | | | | | | | | | | | |
| Yes | 200 58% | 27 59% | 170 58% | 59 55% | 111 60% | 94 60% | 104 56% | 182 60% | 17 46% | 99 62% | 101 54% | 74 64% | 126 55% | 139 56% | 61 62% | 63 48% | 85 64% | 51 65% | 200 100% | - - |
| No | 141 41% | 19 41% | 120 41% | 48 44% | 72 39% | 62 39% | 78 42% | 120 39% | 19 51% | 59 37% | 82 44% | 40 34% | 101 44% | 105 43% | 36 37% | 68 52% | 48 36% | 25 32% | - - | 141 100% |
| Not answered | 4 1% | - - | 4 1% | 1 1% | 3 2% | 1 1% | 3 2% | 3 1% | 1 3% | 1 1% | 3 2% | 2 2% | 2 1% | 3 1% | 1 1% | - - | - - | 2 3% | - - | - - |
| **Ever read/looked through CONTACT NEWS** | | | | | | | | | | | | | | | | | | | | |
| Yes | 135 39% | 15 33% | 118 40% | 31 29% | 87 47% | 55 35% | 79 43% | 117 38% | 18 49% | 54 34% | 81 44% | 33 28% | 102 45% | 92 37% | 43 44% | 19 15% | 62 47% | 54 69% | 89 45% | 46 33% |
| No | 204 59% | 31 67% | 170 58% | 75 69% | 95 51% | 100 64% | 102 55% | 183 60% | 18 49% | 102 64% | 102 55% | 80 69% | 124 54% | 151 61% | 53 54% | 111 85% | 70 53% | 22 28% | 109 55% | 95 67% |
| Not answered | 6 2% | - - | 6 2% | 2 2% | 4 2% | 2 1% | 4 2% | 5 2% | 1 3% | 3 2% | 3 2% | 3 3% | 3 1% | 4 2% | 2 2% | 1 1% | 1 1% | 2 3% | 2 1% | - - |

## RADIO LISTENING/TV VIEWING EVERY DAY (Q5-Q6)

Base : All respondents

| | TOTAL | REGION London &SE | REGION Rest Eng land | REGION Scot land | REGION London | REGION South East | REGION SW/ West Mids | REGION E Mids /North | SEX Women | SEX Men | AGE -80 | AGE 80-84 | AGE 85-89 | AGE 90+ | WORK Did ft/pt work | WORK Did not work | INCOME Priv ate income | INCOME No priv. income | SATISFACTION Satis fied | SATISFACTION Not satis fied |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| **Listen to radio** | | | | | | | | | | | | | | | | | | | | |
| Over 5 hours a day | 47 14% | 24 15% | 12 10% | 11 16% | 7 15% | 17 15% | 9 10% | 3 10% | 43 14% | 4 13% | 19 20% | 11 12% | 10 10% | 7 13% | 34 14% | 12 14% | 30 17% | 12 9% | 40 15% | 6 10% |
| 2-5 hours | 100 29% | 47 29% | 33 28% | 20 29% | 9 19% | 38 34% | 26 30% | 7 24% | 91 29% | 9 30% | 31 32% | 27 29% | 33 34% | 7 13% | 73 29% | 26 30% | 48 28% | 39 29% | 78 29% | 18 29% |
| Less than 2 hours | 111 32% | 52 33% | 38 32% | 21 31% | 21 44% | 31 28% | 30 34% | 8 28% | 102 32% | 9 30% | 25 26% | 30 32% | 32 33% | 22 42% | 80 32% | 28 32% | 55 32% | 43 32% | 82 31% | 25 40% |
| Don't listen at all | 69 20% | 27 17% | 26 22% | 16 24% | 8 17% | 19 17% | 17 19% | 9 31% | 64 20% | 5 17% | 18 19% | 19 20% | 20 20% | 12 23% | 51 20% | 16 18% | 32 18% | 32 24% | 52 19% | 13 21% |
| Can't listen | 13 4% | 5 3% | 6 5% | 2 3% | 3 6% | 2 2% | 5 6% | 1 3% | 11 3% | 2 7% | 5 5% | - - | 3 3% | 5 9% | 7 3% | 6 7% | 8 5% | 5 4% | 11 4% | 2 3% |
| Not answered | 8 2% | 5 3% | 3 3% | - - | - - | 5 4% | 1 1% | 2 7% | 7 2% | 1 3% | 1 1% | 7 8% | - - | - - | 7 3% | 1 1% | 1 1% | 6 4% | 7 3% | - - |
| **Watch television** | | | | | | | | | | | | | | | | | | | | |
| Over 5 hours a day | 82 24% | 32 20% | 34 29% | 16 24% | 9 19% | 23 21% | 26 30% | 8 28% | 73 23% | 9 30% | 26 27% | 28 30% | 16 16% | 11 21% | 56 22% | 22 25% | 38 22% | 37 27% | 55 21% | 23 37% |
| 2-5 hours | 194 56% | 96 60% | 59 50% | 39 57% | 30 63% | 66 59% | 50 57% | 9 31% | 179 57% | 15 50% | 57 59% | 45 48% | 63 64% | 26 49% | 141 56% | 51 58% | 96 55% | 74 55% | 160 60% | 27 43% |
| Less than 2 hours | 47 14% | 18 11% | 21 18% | 8 12% | 5 10% | 13 12% | 10 11% | 11 38% | 42 13% | 5 17% | 9 9% | 13 14% | 14 14% | 11 21% | 37 15% | 9 10% | 29 17% | 14 10% | 36 13% | 9 14% |
| Don't watch at all | 6 2% | 5 3% | - - | 1 1% | 3 6% | 2 2% | - - | - - | 6 2% | - - | 3 3% | 1 1% | 1 1% | 1 2% | 4 2% | 2 2% | 3 2% | 3 2% | 5 2% | 1 2% |
| Can't watch | 16 5% | 7 4% | 4 3% | 5 7% | 2 4% | 5 4% | 3 3% | 1 3% | 15 5% | 1 3% | 2 2% | 4 4% | 4 4% | 6 11% | 10 4% | 6 7% | 8 5% | 6 4% | 11 4% | 5 8% |
| Not answered | 4 1% | 4 3% | - - | - - | - - | 4 4% | - - | - - | 4 1% | - - | - - | 4 4% | - - | - - | 4 2% | - - | 1 1% | 2 1% | 3 1% | - - |

## RADIO LISTENING/TV VIEWING EVERY DAY (Q5-Q6)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /relatives | VISITS IN No Family /relatives | VISITS OUT Family /relatives | VISITS OUT No Family /relatives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| **Listen to radio** | | | | | | | | | | | | | | | | | | | | |
| Over 5 hours a day | 47 14% | 4 9% | 43 15% | 18 17% | 25 13% | 25 16% | 22 12% | 43 14% | 4 11% | 17 11% | 30 16% | 12 10% | 35 15% | 35 14% | 12 12% | 20 15% | 14 11% | 11 14% | 22 11% | 23 16% |
| 2-5 hours | 100 29% | 12 26% | 87 30% | 33 31% | 54 29% | 50 32% | 49 26% | 85 28% | 15 41% | 49 31% | 51 27% | 38 33% | 62 27% | 71 29% | 29 30% | 37 28% | 39 29% | 24 31% | 64 32% | 36 26% |
| Less than 2 hours | 111 32% | 12 26% | 97 33% | 37 34% | 60 32% | 55 35% | 55 30% | 96 31% | 14 38% | 49 31% | 62 33% | 41 35% | 70 31% | 80 32% | 31 32% | 48 37% | 41 31% | 21 27% | 66 33% | 44 31% |
| Don't listen at all | 69 20% | 14 30% | 54 18% | 16 15% | 38 20% | 20 13% | 48 26% | 63 21% | 4 11% | 37 23% | 32 17% | 21 18% | 48 21% | 50 20% | 19 19% | 20 15% | 30 23% | 19 24% | 34 17% | 34 24% |
| Can't listen | 13 4% | 2 4% | 11 4% | 4 4% | 7 4% | 8 5% | 5 3% | 13 4% | - - | 4 3% | 9 5% | 3 3% | 10 4% | 9 4% | 4 4% | 4 3% | 6 5% | 3 4% | 10 5% | 3 2% |
| Not answered | 8 2% | 2 4% | 5 2% | 2 2% | 3 2% | 1 1% | 7 4% | 7 2% | 1 3% | 5 3% | 3 2% | 3 3% | 5 2% | 4 2% | 4 4% | 3 2% | 4 3% | 1 1% | 5 3% | 3 2% |
| **Watch television** | | | | | | | | | | | | | | | | | | | | |
| Over 5 hours a day | 82 24% | 7 15% | 75 26% | 28 26% | 47 25% | 31 20% | 51 28% | 74 24% | 8 22% | 35 22% | 47 25% | 24 21% | 58 25% | 70 28% | 12 12% | 28 21% | 27 20% | 27 35% | 45 23% | 37 26% |
| 2-5 hours | 194 56% | 26 57% | 165 56% | 62 57% | 103 55% | 94 60% | 97 52% | 172 56% | 19 51% | 91 57% | 103 55% | 69 59% | 125 55% | 135 55% | 59 60% | 76 58% | 78 59% | 38 49% | 122 61% | 68 48% |
| Less than 2 hours | 47 14% | 8 17% | 37 13% | 13 12% | 24 13% | 24 15% | 23 12% | 41 13% | 6 16% | 25 16% | 22 12% | 15 13% | 32 14% | 29 12% | 18 18% | 20 15% | 16 12% | 10 13% | 22 11% | 25 18% |
| Don't watch at all | 6 2% | 2 4% | 4 1% | 1 1% | 3 2% | 1 1% | 5 3% | 4 1% | 2 5% | - - | 6 3% | 1 1% | 5 2% | 3 1% | 3 3% | 3 2% | 3 2% | - - | 3 2% | 3 2% |
| Can't watch | 16 5% | 2 4% | 13 4% | 3 3% | 10 5% | 7 4% | 9 5% | 15 5% | 1 3% | 6 4% | 10 5% | 4 3% | 12 5% | 12 5% | 4 4% | 5 4% | 6 5% | 5 6% | 6 3% | 10 7% |

## RADIO LISTENING/TV VIEWING EVERY DAY (Q5-Q6)

Base : All respondents

| | TOTAL | LIVING | | LIVING ALONE | | OWN HOME | | RELATIVES IN BRITAIN | | VISITS IN | | VISITS OUT | | REGULAR HELP | | CTE MEMBERS | | | CTE FRIENDS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not alone | Alone | <10 years | 10+ years | Own | Not own | Have | Do not have | Family /rela tives | No Family /rela tives | Family /rela tives | No Family /rela tives | Any | None | <2 years | 2-5 years | 6+ years | Keep in touch | Do not keep in touch |
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| Not answered | 4 1% | 1 2% | 3 1% | 1 1% | 2 1% | 1 1% | 3 2% | 3 1% | 1 3% | 3 2% | 1 1% | 3 3% | 1 * | 1 * | 3 3% | - - | 4 3% | - - | 3 2% | 1 1% |

# MEMBERS SURVEY - FEBRUARY 1999

## NEWSPAPER READERSHIP (Q7-Q8)

Base : All respondents

| | TOTAL | REGION London &SE | REGION Rest Eng land | REGION Scot land | REGION London | REGION South East | REGION SW/ West Mids | REGION E Mids /North | SEX Women | SEX Men | AGE -80 | AGE 80-84 | AGE 85-89 | AGE 90+ | WORK Did ft/pt work | WORK Did not work | INCOME Priv ate income | INCOME No priv. income | SATISFACTION Satis fied | SATISFACTION Not satis fied |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| **Usually read/look through daily morning newspaper** | | | | | | | | | | | | | | | | | | | | |
| Yes | 172 50% | 74 46% | 62 53% | 36 53% | 26 54% | 48 43% | 48 55% | 14 48% | 154 49% | 18 60% | 57 59% | 47 51% | 50 51% | 15 28% | 128 51% | 40 45% | 84 49% | 71 53% | 127 47% | 36 57% |
| No | 167 48% | 80 50% | 55 47% | 32 47% | 21 44% | 59 53% | 40 45% | 15 52% | 155 49% | 12 40% | 40 41% | 41 44% | 48 49% | 37 70% | 117 47% | 47 53% | 88 51% | 61 45% | 137 51% | 26 41% |
| Not answered | 6 2% | 6 4% | - - | - - | 1 2% | 5 4% | - - | - - | 6 2% | - - | - - | 5 5% | - - | 1 2% | 5 2% | 1 1% | 1 1% | 3 2% | 4 1% | 1 2% |
| **Usually read/look through local evening/weekly newspaper** | | | | | | | | | | | | | | | | | | | | |
| Yes | 215 62% | 98 61% | 77 66% | 40 59% | 26 54% | 72 64% | 58 66% | 19 66% | 194 62% | 21 70% | 66 68% | 60 65% | 60 61% | 25 47% | 163 65% | 46 52% | 107 62% | 83 61% | 164 61% | 40 63% |
| No | 122 35% | 57 36% | 39 33% | 26 38% | 21 44% | 36 32% | 29 33% | 10 34% | 114 36% | 8 27% | 29 30% | 28 30% | 37 38% | 28 53% | 80 32% | 41 47% | 61 35% | 50 37% | 99 37% | 22 35% |
| Not answered | 8 2% | 5 3% | 1 1% | 2 3% | 1 2% | 4 4% | 1 1% | - - | 7 2% | 1 3% | 2 2% | 5 5% | 1 1% | - - | 7 3% | 1 1% | 5 3% | 2 1% | 5 2% | 1 2% |

## NEWSPAPER READERSHIP (Q7-Q8)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /relatives | VISITS IN No Family /relatives | VISITS OUT Family /relatives | VISITS OUT No Family /relatives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| **Usually read/look through daily morning newspaper** | | | | | | | | | | | | | | | | | | | | |
| Yes | 172 50% | 27 59% | 143 49% | 59 55% | 84 45% | 74 47% | 98 53% | 150 49% | 22 59% | 84 53% | 88 47% | 65 56% | 107 47% | 115 47% | 57 58% | 69 53% | 71 53% | 30 38% | 114 57% | 56 40% |
| No | 167 48% | 18 39% | 147 50% | 48 44% | 99 53% | 81 52% | 83 45% | 150 49% | 14 38% | 71 45% | 96 52% | 48 41% | 119 52% | 129 52% | 38 39% | 62 47% | 57 43% | 47 60% | 83 42% | 83 59% |
| Not answered | 6 2% | 1 2% | 4 1% | 1 1% | 3 2% | 2 1% | 4 2% | 5 2% | 1 3% | 4 3% | 2 1% | 3 3% | 3 1% | 3 1% | 3 3% | - - | 5 4% | 1 1% | 3 2% | 2 1% |
| **Usually read/look through local evening/weekly newspaper** | | | | | | | | | | | | | | | | | | | | |
| Yes | 215 62% | 26 57% | 186 63% | 64 59% | 122 66% | 103 66% | 111 60% | 188 62% | 24 65% | 101 64% | 114 61% | 72 62% | 143 62% | 157 64% | 58 59% | 82 63% | 85 64% | 45 58% | 127 64% | 84 60% |
| No | 122 35% | 18 39% | 102 35% | 41 38% | 61 33% | 51 32% | 69 37% | 111 36% | 11 30% | 54 34% | 68 37% | 40 34% | 82 36% | 88 36% | 34 35% | 48 37% | 41 31% | 33 42% | 67 34% | 55 39% |
| Not answered | 8 2% | 2 4% | 6 2% | 3 3% | 3 2% | 3 2% | 5 3% | 6 2% | 2 5% | 4 3% | 4 2% | 4 3% | 4 2% | 2 1% | 6 6% | 1 1% | 7 5% | - - | 6 3% | 2 1% |

## OVERALL 'MEDIA EXPOSURE' (Q5-Q8)

Base : All respondents

| | TOTAL | REGION | | | | | | | SEX | | AGE | | | | WORK | | INCOME | | SATISFACTION | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | London &SE | Rest Eng land | Scot land | London | South East | SW/ West Mids | E Mids /North | Women | Men | -80 | 80-84 | 85-89 | 90+ | Did ft/pt work | Did not work | Priv ate income | No priv. income | Satis fied | Not satis fied |
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| Radio OR TV over 5 hours per day | 116 34% | 53 33% | 41 35% | 22 32% | 16 33% | 37 33% | 31 35% | 10 34% | 105 33% | 11 37% | 41 42% | 34 37% | 24 24% | 16 30% | 82 33% | 30 34% | 60 35% | 45 33% | 84 31% | 27 43% |
| Radio OR TV 2 hours+ per day | 304 88% | 141 88% | 102 87% | 61 90% | 44 92% | 97 87% | 80 91% | 22 76% | 277 88% | 27 90% | 90 93% | 80 86% | 87 89% | 43 81% | 217 87% | 81 92% | 152 88% | 120 89% | 238 89% | 55 87% |
| Radio AND TV 2 hours+ per day | 119 34% | 58 36% | 36 31% | 25 37% | 11 23% | 47 42% | 31 35% | 5 17% | 109 35% | 10 33% | 43 44% | 31 33% | 35 36% | 8 15% | 87 35% | 30 34% | 60 35% | 42 31% | 95 35% | 19 30% |
| NO radio listening/ TV watching | 2 1% | 1 1% | 1 1% | - - | - - | 1 1% | 1 1% | - - | 2 1% | - - | - - | 1 1% | 1 1% | - - | 2 1% | - - | 2 1% | - - | 1 * | 1 2% |
| Read daily morning OR local paper | 260 75% | 115 72% | 95 81% | 50 74% | 35 73% | 80 71% | 72 82% | 23 79% | 234 74% | 26 87% | 78 80% | 72 77% | 75 77% | 31 58% | 192 77% | 62 70% | 131 76% | 100 74% | 198 74% | 50 79% |
| Read daily morning AND local paper | 127 37% | 57 36% | 44 38% | 26 38% | 17 35% | 40 36% | 34 39% | 10 34% | 114 36% | 13 43% | 45 46% | 35 38% | 35 36% | 9 17% | 99 40% | 24 27% | 60 35% | 54 40% | 93 35% | 26 41% |
| NO daily morning/ local paper read | 81 23% | 41 26% | 22 19% | 18 26% | 13 27% | 28 25% | 16 18% | 6 21% | 77 24% | 4 13% | 19 20% | 17 18% | 23 23% | 22 42% | 54 22% | 26 30% | 41 24% | 33 24% | 67 25% | 13 21% |
| Heavy media exposure | 46 13% | 25 16% | 10 9% | 11 16% | 4 8% | 21 19% | 9 10% | 1 3% | 41 13% | 5 17% | 21 22% | 11 12% | 12 12% | - - | 37 15% | 8 9% | 21 12% | 19 14% | 38 14% | 6 10% |
| Any media exposure | 329 95% | 150 94% | 113 97% | 66 97% | 46 96% | 104 93% | 85 97% | 28 97% | 299 95% | 30 100% | 95 98% | 87 94% | 95 97% | 48 91% | 235 94% | 87 99% | 166 96% | 128 95% | 257 96% | 60 95% |
| NO media exposure | 2 1% | 1 1% | 1 1% | - - | - - | 1 1% | 1 1% | - - | 2 1% | - - | - - | 1 1% | 1 1% | - - | 2 1% | - - | 2 1% | - - | 1 * | 1 2% |

## OVERALL 'MEDIA EXPOSURE' (Q5-Q8)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /relatives | VISITS IN No Family /relatives | VISITS OUT Family /relatives | VISITS OUT No Family /relatives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| Radio OR TV over 5 hours per day | 116 34% | 9 20% | 107 36% | 41 38% | 66 35% | 50 32% | 66 36% | 104 34% | 12 32% | 49 31% | 67 36% | 34 29% | 82 36% | 93 38% | 23 23% | 43 33% | 37 28% | 34 44% | 61 31% | 53 38% |
| Radio OR TV 2 hours+ per day | 304 88% | 38 83% | 263 89% | 97 90% | 166 89% | 139 89% | 162 88% | 270 89% | 31 84% | 136 86% | 168 90% | 100 86% | 204 89% | 223 90% | 81 83% | 114 87% | 117 88% | 71 91% | 180 90% | 120 85% |
| Radio AND TV 2 hours+ per day | 119 34% | 11 24% | 107 36% | 44 41% | 63 34% | 61 39% | 57 31% | 104 34% | 15 41% | 56 35% | 63 34% | 43 37% | 76 33% | 88 36% | 31 32% | 47 36% | 41 31% | 29 37% | 73 37% | 44 31% |
| NO radio listening/ TV watching | 2 1% | - - | 2 1% | 1 1% | 1 1% | 1 1% | 1 1% | 2 1% | - - | 1 1% | 1 1% | - - | 2 1% | 2 1% | - - | 1 1% | 1 1% | - - | - - | 2 1% |
| Read daily morning OR local paper | 260 75% | 33 72% | 223 76% | 84 78% | 139 75% | 122 78% | 137 74% | 228 75% | 29 78% | 123 77% | 137 74% | 90 78% | 170 74% | 183 74% | 77 79% | 100 76% | 104 78% | 53 68% | 159 80% | 97 69% |
| Read daily morning AND local paper | 127 37% | 20 43% | 106 36% | 39 36% | 67 36% | 55 35% | 72 39% | 110 36% | 17 46% | 62 39% | 65 35% | 47 41% | 80 35% | 89 36% | 38 39% | 51 39% | 52 39% | 22 28% | 82 41% | 43 30% |
| NO daily morning/ local paper read | 81 23% | 12 26% | 68 23% | 23 21% | 45 24% | 34 22% | 45 24% | 74 24% | 7 19% | 33 21% | 48 26% | 23 20% | 58 25% | 63 26% | 18 18% | 31 24% | 25 19% | 25 32% | 38 19% | 43 30% |
| Heavy media exposure | 46 13% | 5 11% | 40 14% | 14 13% | 26 14% | 22 14% | 24 13% | 40 13% | 6 16% | 24 15% | 22 12% | 22 19% | 24 10% | 30 12% | 16 16% | 17 13% | 19 14% | 8 10% | 33 17% | 11 8% |
| Any media exposure | 329 95% | 43 93% | 281 96% | 104 96% | 177 95% | 151 96% | 175 95% | 293 96% | 33 89% | 152 96% | 177 95% | 110 95% | 219 96% | 236 96% | 93 95% | 126 96% | 125 94% | 75 96% | 192 96% | 133 94% |
| NO media exposure | 2 1% | - - | 2 1% | 1 1% | 1 1% | 1 1% | 1 1% | 2 1% | - - | 1 1% | 1 1% | - - | 2 1% | 2 1% | - - | 1 1% | 1 1% | - - | - - | 2 1% |

## USE OF AND INTEREST IN LEARNING ABOUT COMPUTERS (Q12-Q13)

Base : All respondents

| | TOTAL | REGION London &SE | REGION Rest Eng land | REGION Scot land | REGION London | REGION South East | REGION SW/ West Mids | REGION E Mids /North | SEX Women | SEX Men | AGE -80 | AGE 80-84 | AGE 85-89 | AGE 90+ | WORK Did ft/pt work | WORK Did not work | INCOME Priv ate income | INCOME No priv. income | SATISFACTION Satis fied | SATISFACTION Not satis fied |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| Have ever used a computer | 26 8% | 12 8% | 7 6% | 7 10% | 6 13% | 6 5% | 6 7% | 1 3% | 25 8% | 1 3% | 12 12% | 5 5% | 7 7% | 2 4% | 20 8% | 6 7% | 18 10% | 7 5% | 20 7% | 5 8% |
| Have not used a computer | 316 92% | 146 91% | 109 93% | 61 90% | 42 88% | 104 93% | 82 93% | 27 93% | 287 91% | 29 97% | 84 87% | 87 94% | 91 93% | 50 94% | 229 92% | 81 92% | 155 90% | 126 93% | 246 92% | 58 92% |
| Not answered | 3 1% | 2 1% | 1 1% | - | - | 2 2% | - | 1 3% | 3 1% | - | 1 1% | 1 1% | - | 1 2% | 1 * | 1 1% | - | 2 1% | 2 1% | - |
| Interested in learning | 23 7% | 8 5% | 8 7% | 7 10% | 3 6% | 5 4% | 5 6% | 3 10% | 21 7% | 2 7% | 11 11% | 4 4% | 4 4% | 3 6% | 18 7% | 3 3% | 12 7% | 7 5% | 13 5% | 8 13% |
| Not interested | 318 92% | 151 94% | 108 92% | 59 87% | 45 94% | 106 95% | 83 94% | 25 86% | 290 92% | 28 93% | 84 87% | 88 95% | 93 95% | 50 94% | 228 91% | 85 97% | 160 92% | 126 93% | 252 94% | 55 87% |
| Not answered | 4 1% | 1 1% | 1 1% | 2 3% | - | 1 1% | - | 1 3% | 4 1% | - | 2 2% | 1 1% | 1 1% | - | 4 2% | - | 1 1% | 2 1% | 3 1% | - |
| Have used and interested | 6 2% | 2 1% | 2 2% | 2 3% | 1 2% | 1 1% | 2 2% | - | 5 2% | 1 3% | 5 5% | - | 1 1% | - | 5 2% | 1 1% | 3 2% | 2 1% | 3 1% | 2 3% |
| Not used but interested | 16 5% | 5 3% | 6 5% | 5 7% | 2 4% | 3 3% | 3 3% | 3 10% | 15 5% | 1 3% | 6 6% | 4 4% | 3 3% | 2 4% | 13 5% | 2 2% | 9 5% | 5 4% | 10 4% | 6 10% |
| Have used but not interested | 20 6% | 10 6% | 5 4% | 5 7% | 5 10% | 5 4% | 4 5% | 1 3% | 20 6% | - | 7 7% | 5 5% | 6 6% | 2 4% | 15 6% | 5 6% | 15 9% | 5 4% | 17 6% | 3 5% |
| Not used and not interested | 296 86% | 140 88% | 102 87% | 54 79% | 40 83% | 100 89% | 79 90% | 23 79% | 268 85% | 28 93% | 76 78% | 82 88% | 87 89% | 48 91% | 212 85% | 79 90% | 145 84% | 119 88% | 233 87% | 52 83% |

## USE OF AND INTEREST IN LEARNING ABOUT COMPUTERS (Q12-Q13)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /relatives | VISITS IN No Family /relatives | VISITS OUT Family /relatives | VISITS OUT No Family /relatives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| Have ever used a computer | 26 8% | 1 2% | 25 9% | 10 9% | 15 8% | 17 11% | 9 5% | 22 7% | 3 8% | 15 9% | 11 6% | 12 10% | 14 6% | 19 8% | 7 7% | 9 7% | 13 10% | 3 4% | 18 9% | 7 5% |
| Have not used a computer | 316 92% | 45 98% | 266 90% | 97 90% | 169 91% | 140 89% | 174 94% | 280 92% | 34 92% | 143 90% | 173 93% | 104 90% | 212 93% | 225 91% | 91 93% | 121 92% | 120 90% | 73 94% | 180 90% | 133 94% |
| Not answered | 3 1% | - - | 3 1% | 1 1% | 2 1% | - - | 2 1% | 3 1% | - - | 1 1% | 2 1% | - - | 3 1% | 3 1% | - - | 1 1% | - - | 2 3% | 2 1% | 1 1% |
| Interested in learning | 23 7% | 5 11% | 18 6% | 5 5% | 13 7% | 15 10% | 7 4% | 19 6% | 3 8% | 9 6% | 14 8% | 11 9% | 12 5% | 14 6% | 9 9% | 7 5% | 11 8% | 4 5% | 15 8% | 7 5% |
| Not interested | 318 92% | 41 89% | 272 93% | 102 94% | 170 91% | 142 90% | 174 94% | 282 92% | 34 92% | 149 94% | 169 91% | 104 90% | 214 93% | 229 93% | 89 91% | 123 94% | 120 90% | 73 94% | 183 92% | 132 94% |
| Not answered | 4 1% | - - | 4 1% | 1 1% | 3 2% | - - | 4 2% | 4 1% | - - | 1 1% | 3 2% | 1 1% | 3 1% | 4 2% | - - | 1 1% | 2 2% | 1 1% | 2 1% | 2 1% |
| Have used and interested | 6 2% | 1 2% | 5 2% | 3 3% | 2 1% | 6 4% | - - | 6 2% | - - | 3 2% | 3 2% | 4 3% | 2 1% | 5 2% | 1 1% | 1 1% | 4 3% | - - | 5 3% | - - |
| Not used but interested | 16 5% | 4 9% | 12 4% | 2 2% | 10 5% | 9 6% | 7 4% | 12 4% | 3 8% | 6 4% | 10 5% | 7 6% | 9 4% | 8 3% | 8 8% | 6 5% | 7 5% | 3 4% | 9 5% | 7 5% |
| Have used but not interested | 20 6% | - - | 20 7% | 7 6% | 13 7% | 11 7% | 9 5% | 16 5% | 3 8% | 12 8% | 8 4% | 8 7% | 12 5% | 14 6% | 6 6% | 8 6% | 9 7% | 3 4% | 13 7% | 7 5% |
| Not used and not interested | 296 86% | 41 89% | 250 85% | 94 87% | 156 84% | 131 83% | 163 88% | 264 87% | 31 84% | 136 86% | 160 86% | 96 83% | 200 87% | 213 86% | 83 85% | 114 87% | 111 83% | 69 88% | 169 85% | 124 88% |

# MEMBERS SURVEY - FEBRUARY 1999

## SPECIAL INTERESTS/HOBBIES/PASTIMES, GARDENS, PETS (Q9-Q11)

Base : All respondents

| | TOTAL | REGION | | | | | | | SEX | | AGE | | | | WORK | | INCOME | | SATISFACTION | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | London &SE | Rest Eng land | Scot land | London | South East | SW/ West Mids | E Mids /North | Women | Men | -80 | 80-84 | 85-89 | 90+ | Did ft/pt work | Did not work | Priv ate income | No priv. income | Satis fied | Not satis fied |
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| Have special interests/hobbies | 227 66% | 117 73% | 70 60% | 40 59% | 35 73% | 82 73% | 51 58% | 19 66% | 207 66% | 20 67% | 72 74% | 57 61% | 70 71% | 26 49% | 169 68% | 54 61% | 114 66% | 88 65% | 182 68% | 36 57% |
| Do not have special interests/hobbies | 101 29% | 38 24% | 40 34% | 23 34% | 12 25% | 26 23% | 31 35% | 9 31% | 91 29% | 10 33% | 21 22% | 30 32% | 25 26% | 23 43% | 72 29% | 28 32% | 51 29% | 41 30% | 76 28% | 23 37% |
| Not answered | 17 5% | 5 3% | 7 6% | 5 7% | 1 2% | 4 4% | 6 7% | 1 3% | 17 5% | - - | 4 4% | 6 6% | 3 3% | 4 8% | 9 4% | 6 7% | 8 5% | 6 4% | 10 4% | 4 6% |
| Have own garden | 168 49% | 85 53% | 57 49% | 26 38% | 24 50% | 61 54% | 41 47% | 16 55% | 155 49% | 13 43% | 57 59% | 40 43% | 51 52% | 20 38% | 120 48% | 44 50% | 96 55% | 56 41% | 130 49% | 29 46% |
| Share a garden | 66 19% | 27 17% | 22 19% | 17 25% | 7 15% | 20 18% | 16 18% | 6 21% | 60 19% | 6 20% | 17 18% | 19 20% | 20 20% | 8 15% | 51 20% | 13 15% | 30 17% | 26 19% | 52 19% | 12 19% |
| Do not have a garden | 107 31% | 44 28% | 38 32% | 25 37% | 16 33% | 28 25% | 31 35% | 7 24% | 96 30% | 11 37% | 22 23% | 32 34% | 27 28% | 24 45% | 78 31% | 29 33% | 46 27% | 51 38% | 83 31% | 22 35% |
| Not answered | 4 1% | 4 3% | - - | - - | 1 2% | 3 3% | - - | - - | 4 1% | - - | 1 1% | 2 2% | - - | 1 2% | 1 * | 2 2% | 1 1% | 2 1% | 3 1% | - - |

## SPECIAL INTERESTS/HOBBIES/PASTIMES, GARDENS, PETS (Q9-Q11)

Base : All respondents

| | TOTAL | REGION | | | | | | | SEX | | AGE | | | | WORK | | INCOME | | SATISFACTION | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | London &SE | Rest Eng land | Scot land | London | South East | SW/ West Mids | E Mids /North | Women | Men | -80 | 80-84 | 85-89 | 90+ | Did ft/pt work | Did not work | Priv ate income | No priv. income | Satis fied | Not satis fied |
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| Have a pet | 47 14% | 23 14% | 12 10% | 12 18% | 10 21% | 13 12% | 8 9% | 4 14% | 42 13% | 5 17% | 20 21% | 15 16% | 10 10% | 2 4% | 35 14% | 9 10% | 25 14% | 17 13% | 40 15% | 5 8% |
| Have cat(s) | 23 7% | 12 8% | 6 5% | 5 7% | 4 8% | 8 7% | 4 5% | 2 7% | 22 7% | 1 3% | 10 10% | 8 9% | 4 4% | 1 2% | 18 7% | 4 5% | 11 6% | 9 7% | 20 7% | 2 3% |
| Have dog(s) | 9 3% | 3 2% | 3 3% | 3 4% | 1 2% | 2 2% | 3 3% | - - | 6 2% | 3 10% | 3 3% | 3 3% | 3 3% | - - | 7 3% | - - | 5 3% | 4 3% | 6 2% | 1 2% |
| Have budgie(s) | 18 5% | 9 6% | 4 3% | 5 7% | 4 8% | 5 4% | 2 2% | 2 7% | 15 5% | 3 10% | 7 7% | 5 5% | 5 5% | 1 2% | 13 5% | 5 6% | 10 6% | 6 4% | 16 6% | 2 3% |
| Have other pet(s) | 4 1% | 3 2% | 1 1% | - - | 2 4% | 1 1% | 1 1% | - - | 3 1% | 1 3% | 3 3% | - - | 1 1% | - - | 4 2% | - - | 3 2% | 1 1% | 3 1% | 1 2% |
| No pet | 295 86% | 134 84% | 105 90% | 56 82% | 38 79% | 96 86% | 80 91% | 25 86% | 270 86% | 25 83% | 75 77% | 78 84% | 88 90% | 50 94% | 214 86% | 78 89% | 148 86% | 116 86% | 226 84% | 58 92% |
| Not answered | 3 1% | 3 2% | - - | - - | - - | 3 3% | - - | - - | 3 1% | - - | 2 2% | - - | - - | 1 2% | 1 * | 1 1% | - - | 2 1% | 2 1% | - - |

## SPECIAL INTERESTS/HOBBIES/PASTIMES, GARDENS, PETS (Q9-Q11)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /rela tives | VISITS IN No Family /rela tives | VISITS OUT Family /rela tives | VISITS OUT No Family /rela tives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| Have special interests/hobbies | 227 66% | 29 63% | 195 66% | 73 68% | 122 66% | 104 66% | 122 66% | 202 66% | 24 65% | 114 72% | 113 61% | 91 78% | 136 59% | 159 64% | 68 69% | 90 69% | 92 69% | 42 54% | 139 70% | 85 60% |
| Do not have special interests/hobbies | 101 29% | 17 37% | 82 28% | 28 26% | 54 29% | 45 29% | 55 30% | 89 29% | 11 30% | 38 24% | 63 34% | 19 16% | 82 36% | 79 32% | 22 22% | 37 28% | 33 25% | 31 40% | 51 26% | 49 35% |
| Not answered | 17 5% | - - | 17 6% | 7 6% | 10 5% | 8 5% | 8 4% | 14 5% | 2 5% | 7 4% | 10 5% | 6 5% | 11 5% | 9 4% | 8 8% | 4 3% | 8 6% | 5 6% | 10 5% | 7 5% |
| Have own garden | 168 49% | 22 48% | 146 50% | 59 55% | 87 47% | 111 71% | 56 30% | 155 51% | 12 32% | 92 58% | 76 41% | 67 58% | 101 44% | 128 52% | 40 41% | 74 56% | 63 47% | 29 37% | 103 52% | 64 45% |
| Share a garden | 66 19% | 14 30% | 50 17% | 15 14% | 35 19% | 18 11% | 48 26% | 63 21% | 3 8% | 35 22% | 31 17% | 25 22% | 41 18% | 43 17% | 23 23% | 22 17% | 29 22% | 15 19% | 35 18% | 31 22% |
| Do not have a garden | 107 31% | 9 20% | 95 32% | 33 31% | 62 33% | 28 18% | 79 43% | 83 27% | 22 59% | 32 20% | 75 40% | 24 21% | 83 36% | 74 30% | 33 34% | 33 25% | 41 31% | 32 41% | 59 30% | 45 32% |
| Not answered | 4 1% | 1 2% | 3 1% | 1 1% | 2 1% | - - | 2 1% | 4 1% | - | - | 4 2% | - | 4 2% | 2 1% | 2 2% | 2 2% | - | 2 3% | 3 2% | 1 1% |

# MEMBERS SURVEY - FEBRUARY 1999

## SPECIAL INTERESTS/HOBBIES/PASTIMES, GARDENS, PETS (Q9-Q11)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /relatives | VISITS IN No Family /relatives | VISITS OUT Family /relatives | VISITS OUT No Family /relatives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| Have a pet | 47 14% | 7 15% | 40 14% | 19 18% | 21 11% | 22 14% | 25 14% | 41 13% | 6 16% | 30 19% | 17 9% | 22 19% | 25 11% | 38 15% | 9 9% | 20 15% | 21 16% | 6 8% | 31 16% | 16 11% |
| Have cat(s) | 23 7% | 4 9% | 19 6% | 8 7% | 11 6% | 12 8% | 11 6% | 19 6% | 4 11% | 13 8% | 10 5% | 9 8% | 14 6% | 16 6% | 7 7% | 9 7% | 11 8% | 3 4% | 15 8% | 8 6% |
| Have dog(s) | 9 3% | - - | 9 3% | 4 4% | 5 3% | 3 2% | 6 3% | 8 3% | 1 3% | 5 3% | 4 2% | 4 3% | 5 2% | 7 3% | 2 2% | 5 4% | 3 2% | 1 1% | 6 3% | 3 2% |
| Have budgie(s) | 18 5% | 3 7% | 15 5% | 9 8% | 6 3% | 7 4% | 11 6% | 17 6% | 1 3% | 14 9% | 4 2% | 10 9% | 8 3% | 17 7% | 1 1% | 9 7% | 7 5% | 2 3% | 11 6% | 7 5% |
| Have other pet(s) | 4 1% | 1 2% | 3 1% | 1 1% | 2 1% | 2 1% | 2 1% | 3 1% | 1 3% | 2 1% | 2 1% | 1 1% | 3 1% | 4 2% | - | 3 2% | 1 1% | - | 3 2% | 1 1% |
| No pet | 295 86% | 39 85% | 251 85% | 89 82% | 162 87% | 135 86% | 158 85% | 261 86% | 31 84% | 128 81% | 167 90% | 93 80% | 202 88% | 206 83% | 89 91% | 111 85% | 112 84% | 69 88% | 166 83% | 125 89% |
| Not answered | 3 1% | - - | 3 1% | - - | 3 2% | - - | 2 1% | 3 1% | - - | 1 1% | 2 1% | 1 1% | 2 1% | 3 1% | - | - | - | 3 4% | 3 2% | - - |

## TELEPHONE CALLS FROM AND TO ANYONE (Q14-Q15)

Base : All respondents

| | TOTAL | London &SE | Rest Eng land | Scot land | London | South East | SW/ West Mids | E Mids /North | Women | Men | -80 | 80-84 | 85-89 | 90+ | Did ft/pt work | Did not work | Priv ate income | No priv. income | Satis fied | Not satis fied |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | REGION | | | | SEX | | AGE | | | | WORK | | INCOME | | SATISFACTION | |
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| **How often telephone calls received** | | | | | | | | | | | | | | | | | | | | |
| Every day | 92 27% | 43 27% | 24 21% | 25 37% | 16 33% | 27 24% | 17 19% | 7 24% | 85 27% | 7 23% | 29 30% | 24 26% | 25 26% | 14 26% | 70 28% | 21 24% | 55 32% | 29 21% | 77 29% | 12 19% |
| Most days | 139 40% | 69 43% | 43 37% | 27 40% | 16 33% | 53 47% | 36 41% | 7 24% | 128 41% | 11 37% | 39 40% | 41 44% | 41 42% | 17 32% | 101 40% | 33 38% | 70 40% | 50 37% | 113 42% | 20 32% |
| Less often | 99 29% | 41 26% | 45 38% | 13 19% | 14 29% | 27 24% | 32 36% | 13 45% | 89 28% | 10 33% | 27 28% | 22 24% | 29 30% | 18 34% | 69 28% | 29 33% | 44 25% | 46 34% | 67 25% | 28 44% |
| Not at all | 8 2% | 3 2% | 2 2% | 3 4% | 1 2% | 2 2% | 1 1% | 1 3% | 8 3% | - - | 2 2% | 4 4% | 1 1% | 1 2% | 6 2% | 2 2% | 1 1% | 7 5% | 5 2% | 2 3% |
| Not answered | 7 2% | 4 3% | 3 3% | - - | 1 2% | 3 3% | 2 2% | 1 3% | 5 2% | 2 7% | - - | 2 2% | 2 2% | 3 6% | 4 2% | 3 3% | 3 2% | 3 2% | 6 2% | 1 2% |
| **How often telephone calls made** | | | | | | | | | | | | | | | | | | | | |
| Every day | 78 23% | 30 19% | 30 26% | 18 26% | 13 27% | 17 15% | 25 28% | 5 17% | 73 23% | 5 17% | 26 27% | 19 20% | 21 21% | 11 21% | 57 23% | 20 23% | 47 27% | 27 20% | 61 23% | 14 22% |
| Most days | 129 37% | 63 39% | 38 32% | 28 41% | 19 40% | 44 39% | 30 34% | 8 28% | 121 38% | 8 27% | 37 38% | 33 35% | 42 43% | 16 30% | 96 38% | 30 34% | 63 36% | 48 36% | 100 37% | 25 40% |
| Less often | 120 35% | 58 36% | 42 36% | 20 29% | 15 31% | 43 38% | 29 33% | 13 45% | 105 33% | 15 50% | 32 33% | 34 37% | 32 33% | 20 38% | 83 33% | 34 39% | 56 32% | 51 38% | 95 35% | 20 32% |
| Not at all | 15 4% | 8 5% | 5 4% | 2 3% | 1 2% | 7 6% | 3 3% | 2 7% | 14 4% | 1 3% | 2 2% | 6 6% | 2 2% | 5 9% | 11 4% | 4 5% | 5 3% | 8 6% | 9 3% | 4 6% |
| Not answered | 3 1% | 1 1% | 2 2% | - - | - - | 1 1% | 1 1% | 1 3% | 2 1% | 1 3% | - - | 1 1% | 1 1% | 1 2% | 3 1% | - - | 2 1% | 1 1% | 3 1% | - - |

## TELEPHONE CALLS FROM AND TO ANYONE (Q14-Q15)

Base : All respondents

| | TOTAL | REGION London &SE | REGION Rest Eng land | REGION Scot land | REGION London | REGION South East | REGION SW/ West Mids | REGION E Mids /North | SEX Women | SEX Men | AGE -80 | AGE 80-84 | AGE 85-89 | AGE 90+ | WORK Did ft/pt work | WORK Did not work | INCOME Priv ate income | INCOME No priv. income | SATISFACTION Satis fied | SATISFACTION Not satis fied |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| **Summary** | | | | | | | | | | | | | | | | | | | | |
| Received or made every day | 114 33% | 45 28% | 39 33% | 30 44% | 17 35% | 28 25% | 30 34% | 9 31% | 106 34% | 8 27% | 36 37% | 30 32% | 30 31% | 17 32% | 86 34% | 27 31% | 67 39% | 38 28% | 92 34% | 19 30% |
| Received and made every day | 56 16% | 28 18% | 15 13% | 13 19% | 12 25% | 16 14% | 12 14% | 3 10% | 52 17% | 4 13% | 19 20% | 13 14% | 16 16% | 8 15% | 41 16% | 14 16% | 35 20% | 18 13% | 46 17% | 7 11% |
| Received or made every/most days | 260 75% | 121 76% | 83 71% | 56 82% | 39 81% | 82 73% | 67 76% | 16 55% | 241 77% | 19 63% | 77 79% | 69 74% | 77 79% | 35 66% | 193 77% | 61 69% | 136 79% | 94 70% | 210 78% | 41 65% |
| Received and made every/most days | 178 52% | 84 53% | 52 44% | 42 62% | 25 52% | 59 53% | 41 47% | 11 38% | 166 53% | 12 40% | 54 56% | 48 52% | 52 53% | 23 43% | 131 52% | 43 49% | 99 57% | 60 44% | 141 53% | 30 48% |
| Received and made infrequently/not at all | 80 23% | 36 23% | 32 27% | 12 18% | 9 19% | 27 24% | 20 23% | 12 41% | 71 23% | 9 30% | 20 21% | 22 24% | 20 20% | 16 30% | 53 21% | 26 30% | 35 20% | 38 28% | 53 20% | 22 35% |

## TELEPHONE CALLS FROM AND TO ANYONE (Q14-Q15)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /relatives | VISITS IN No Family /relatives | VISITS OUT Family /relatives | VISITS OUT No Family /relatives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| **How often telephone calls received** | | | | | | | | | | | | | | | | | | | | |
| Every day | 92 27% | 11 24% | 81 28% | 34 31% | 47 25% | 47 30% | 45 24% | 87 29% | 5 14% | 55 35% | 37 20% | 36 31% | 56 24% | 71 29% | 21 21% | 34 26% | 35 26% | 22 28% | 65 33% | 27 19% |
| Most days | 139 40% | 9 20% | 129 44% | 50 46% | 79 42% | 66 42% | 71 38% | 124 41% | 13 35% | 73 46% | 66 35% | 59 51% | 80 35% | 101 41% | 38 39% | 54 41% | 58 44% | 27 35% | 82 41% | 56 40% |
| Less often | 99 29% | 24 52% | 74 25% | 21 19% | 53 28% | 40 25% | 58 31% | 81 27% | 17 46% | 26 16% | 73 39% | 20 17% | 79 34% | 67 27% | 32 33% | 41 31% | 33 25% | 23 29% | 50 25% | 46 33% |
| Not at all | 8 2% | 1 2% | 6 2% | 1 1% | 5 3% | - - | 8 4% | 6 2% | 2 5% | 2 1% | 6 3% | - - | 8 3% | 2 1% | 6 6% | - - | 3 2% | 5 6% | 1 1% | 7 5% |
| Not answered | 7 2% | 1 2% | 4 1% | 2 2% | 2 1% | 4 3% | 3 2% | 7 2% | - - | 3 2% | 4 2% | 1 1% | 6 3% | 6 2% | 1 1% | 2 2% | 4 3% | 1 1% | 2 1% | 5 4% |
| **How often telephone calls made** | | | | | | | | | | | | | | | | | | | | |
| Every day | 78 23% | 6 13% | 72 24% | 28 26% | 44 24% | 42 27% | 36 19% | 72 24% | 5 14% | 45 28% | 33 18% | 30 26% | 48 21% | 65 26% | 13 13% | 30 23% | 30 23% | 17 22% | 59 30% | 19 13% |
| Most days | 129 37% | 13 28% | 113 38% | 50 46% | 63 34% | 62 39% | 65 35% | 113 37% | 16 43% | 61 38% | 68 37% | 51 44% | 78 34% | 89 36% | 40 41% | 48 37% | 54 41% | 27 35% | 74 37% | 54 38% |
| Less often | 120 35% | 19 41% | 99 34% | 27 25% | 72 39% | 48 31% | 72 39% | 105 34% | 13 35% | 49 31% | 71 38% | 33 28% | 87 38% | 82 33% | 38 39% | 48 37% | 41 31% | 29 37% | 61 31% | 56 40% |
| Not at all | 15 4% | 7 15% | 8 3% | 2 2% | 6 3% | 4 3% | 10 5% | 12 4% | 3 8% | 3 2% | 12 6% | 2 2% | 13 6% | 8 3% | 7 7% | 4 3% | 6 5% | 5 6% | 5 3% | 10 7% |
| Not answered | 3 1% | 1 2% | 2 1% | 1 1% | 1 1% | 1 1% | 2 1% | 3 1% | - - | 1 1% | 2 1% | - - | 3 1% | 3 1% | - - | 1 1% | 2 2% | - - | 1 1% | 2 1% |

## TELEPHONE CALLS FROM AND TO ANYONE (Q14-Q15)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /relatives | VISITS IN No Family /relatives | VISITS OUT Family /relatives | VISITS OUT No Family /relatives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| **Summary** | | | | | | | | | | | | | | | | | | | | |
| Received or made every day | 114 33% | 14 30% | 100 34% | 42 39% | 58 31% | 60 38% | 54 29% | 106 35% | 7 19% | 66 42% | 48 26% | 45 39% | 69 30% | 91 37% | 23 23% | 43 33% | 47 35% | 23 29% | 82 41% | 32 23% |
| Received and made every day | 56 16% | 3 7% | 53 18% | 20 19% | 33 18% | 29 18% | 27 15% | 53 17% | 3 8% | 34 21% | 22 12% | 21 18% | 35 15% | 45 18% | 11 11% | 21 16% | 18 14% | 16 21% | 42 21% | 14 10% |
| Received or made every/most days | 260 75% | 24 52% | 233 79% | 97 90% | 136 73% | 125 80% | 133 72% | 232 76% | 26 70% | 137 86% | 123 66% | 102 88% | 158 69% | 193 78% | 67 68% | 101 77% | 105 79% | 53 68% | 161 81% | 98 70% |
| Received and made every/most days | 178 52% | 15 33% | 162 55% | 65 60% | 97 52% | 92 59% | 84 45% | 164 54% | 13 35% | 97 61% | 81 44% | 74 64% | 104 45% | 133 54% | 45 46% | 65 50% | 72 54% | 40 51% | 119 60% | 58 41% |
| Received and made infrequently/not at all | 80 23% | 21 46% | 58 20% | 10 9% | 48 26% | 30 19% | 49 26% | 68 22% | 11 30% | 20 13% | 60 32% | 14 12% | 66 29% | 50 20% | 30 31% | 29 22% | 25 19% | 24 31% | 37 19% | 40 28% |

## VISITS TO THE HOME AT LEAST ONCE A WEEK (Q16)/
## GETTING REGULAR HELP EVERY WEEK (Q18)

Base : All respondents

| | TOTAL | REGION London &SE | Rest Eng land | Scot land | London | South East | SW/ West Mids | E Mids /North | SEX Women | Men | AGE -80 | 80-84 | 85-89 | 90+ | WORK Did ft/pt work | Did not work | INCOME Priv ate income | No priv. income | SATISFACTION Satis fied | Not satis fied |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| **Visits from** | | | | | | | | | | | | | | | | | | | | |
| Anyone | 303 88% | 140 88% | 99 85% | 64 94% | 37 77% | 103 92% | 74 84% | 25 86% | 277 88% | 26 87% | 85 88% | 79 85% | 84 86% | 52 98% | 215 86% | 81 92% | 153 88% | 119 88% | 242 90% | 49 78% |
| Family/relatives | 159 46% | 80 50% | 42 36% | 37 54% | 22 46% | 58 52% | 29 33% | 13 45% | 145 46% | 14 47% | 44 45% | 46 49% | 45 46% | 24 45% | 117 47% | 40 45% | 80 46% | 64 47% | 135 50% | 19 30% |
| Friends/neighbours | 216 63% | 101 63% | 70 60% | 45 66% | 27 56% | 74 66% | 54 61% | 16 55% | 202 64% | 14 47% | 65 67% | 58 62% | 61 62% | 30 57% | 150 60% | 61 69% | 113 65% | 83 61% | 178 66% | 35 56% |
| Social/healthcare workers | 100 29% | 48 30% | 33 28% | 19 28% | 19 40% | 29 26% | 25 28% | 8 28% | 91 29% | 9 30% | 22 23% | 27 29% | 31 32% | 19 36% | 77 31% | 20 23% | 55 32% | 36 27% | 75 28% | 22 35% |
| Meals on wheels | 37 11% | 17 11% | 13 11% | 7 10% | 1 2% | 16 14% | 11 13% | 2 7% | 33 10% | 4 13% | 7 7% | 11 12% | 11 11% | 7 13% | 25 10% | 12 14% | 18 10% | 13 10% | 33 12% | 3 5% |
| Voluntary organisations | 45 13% | 19 12% | 19 16% | 7 10% | 5 10% | 14 13% | 10 11% | 9 31% | 41 13% | 4 13% | 12 12% | 12 13% | 8 8% | 13 25% | 26 10% | 17 19% | 23 13% | 15 11% | 34 13% | 6 10% |
| Anybody else | 60 17% | 27 17% | 18 15% | 15 22% | 3 6% | 24 21% | 11 13% | 7 24% | 57 18% | 3 10% | 18 19% | 19 20% | 12 12% | 10 19% | 39 16% | 20 23% | 29 17% | 26 19% | 52 19% | 7 11% |
| **Regular help** | | | | | | | | | | | | | | | | | | | | |
| Any | 247 72% | 112 70% | 87 74% | 48 71% | 38 79% | 74 66% | 70 80% | 17 59% | 227 72% | 20 67% | 66 68% | 62 67% | 75 77% | 42 79% | 176 70% | 64 73% | 128 74% | 90 67% | 191 71% | 46 73% |
| Cooking in home | 59 17% | 26 16% | 21 18% | 12 18% | 9 19% | 17 15% | 17 19% | 4 14% | 51 16% | 8 27% | 13 13% | 17 18% | 13 13% | 15 28% | 42 17% | 15 17% | 37 21% | 15 11% | 43 16% | 13 21% |
| Cleaning home | 199 58% | 90 56% | 67 57% | 42 62% | 32 67% | 58 52% | 56 64% | 11 38% | 184 58% | 15 50% | 53 55% | 48 52% | 59 60% | 37 70% | 141 56% | 53 60% | 107 62% | 73 54% | 154 57% | 37 59% |
| Shopping | 189 55% | 93 58% | 63 54% | 33 49% | 30 63% | 63 56% | 50 57% | 13 45% | 176 56% | 13 43% | 49 51% | 52 56% | 55 56% | 32 60% | 135 54% | 48 55% | 92 53% | 76 56% | 149 56% | 34 54% |

## VISITS TO THE HOME AT LEAST ONCE A WEEK (Q16)/ GETTING REGULAR HELP EVERY WEEK (Q18)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /rela tives | VISITS IN No Family /rela tives | VISITS OUT Family /rela tives | VISITS OUT No Family /rela tives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| **Visits from** | | | | | | | | | | | | | | | | | | | | |
| Anyone | 303 88% | 39 85% | 260 88% | 100 93% | 160 86% | 142 90% | 158 85% | 271 89% | 30 81% | 159 100% | 144 77% | 112 97% | 191 83% | 229 93% | 74 76% | 111 85% | 122 92% | 69 88% | 182 91% | 119 84% |
| Family/relatives | 159 46% | 22 48% | 136 46% | 60 56% | 76 41% | 79 50% | 79 43% | 155 51% | 3 8% | 159 100% | - | 94 81% | 65 28% | 123 50% | 36 37% | 64 49% | 66 50% | 29 37% | 99 50% | 59 42% |
| Friends/neighbours | 216 63% | 28 61% | 187 64% | 74 69% | 113 61% | 103 66% | 111 60% | 193 63% | 22 59% | 109 69% | 107 58% | 81 70% | 135 59% | 165 67% | 51 52% | 79 60% | 87 65% | 49 63% | 136 68% | 79 56% |
| Social/healthcare workers | 100 29% | 9 20% | 90 31% | 30 28% | 60 32% | 49 31% | 51 28% | 88 29% | 12 32% | 51 32% | 49 26% | 30 26% | 70 31% | 93 38% | 7 7% | 33 25% | 41 31% | 26 33% | 58 29% | 41 29% |
| Meals on wheels | 37 11% | 6 13% | 31 11% | 10 9% | 21 11% | 18 11% | 19 10% | 31 10% | 6 16% | 18 11% | 19 10% | 12 10% | 25 11% | 36 15% | 1 1% | 10 8% | 18 14% | 9 12% | 20 10% | 16 11% |
| Voluntary organisations | 45 13% | 10 22% | 34 12% | 12 11% | 22 12% | 22 14% | 23 12% | 42 14% | 3 8% | 24 15% | 21 11% | 16 14% | 29 13% | 33 13% | 12 12% | 19 15% | 14 11% | 12 15% | 26 13% | 19 13% |
| Anybody else | 60 17% | 5 11% | 54 18% | 24 22% | 30 16% | 25 16% | 34 18% | 56 18% | 4 11% | 25 16% | 35 19% | 21 18% | 39 17% | 49 20% | 11 11% | 19 15% | 28 21% | 13 17% | 30 15% | 29 21% |
| **Regular help** | | | | | | | | | | | | | | | | | | | | |
| Any | 247 72% | 27 59% | 219 74% | 88 81% | 131 70% | 122 78% | 123 66% | 215 70% | 30 81% | 123 77% | 124 67% | 82 71% | 165 72% | 247 100% | - | 98 75% | 93 70% | 55 71% | 139 70% | 105 74% |
| Cooking in home | 59 17% | 14 30% | 45 15% | 15 14% | 30 16% | 24 15% | 35 19% | 46 15% | 12 32% | 30 19% | 29 16% | 17 15% | 42 18% | 59 24% | - | 25 19% | 21 16% | 13 17% | 27 14% | 32 23% |
| Cleaning home | 199 58% | 25 54% | 173 59% | 69 64% | 104 56% | 96 61% | 101 55% | 172 56% | 26 70% | 95 60% | 104 56% | 65 56% | 134 59% | 199 81% | - | 78 60% | 77 58% | 43 55% | 115 58% | 82 58% |
| Shopping | 189 55% | 22 48% | 166 56% | 67 62% | 99 53% | 90 57% | 98 53% | 164 54% | 23 62% | 99 62% | 90 48% | 64 55% | 125 55% | 189 77% | - | 73 56% | 68 51% | 47 60% | 105 53% | 81 57% |

# VISITS OUT OF HOME AT LEAST ONCE A MONTH (Q17)

Base : All respondents

| | TOTAL | London &SE | Rest Eng land | Scot land | London | South East | SW/ West Mids | E Mids /North | Women | Men | -80 | 80-84 | 85-89 | 90+ | Did ft/pt work | Did not work | Priv ate income | No priv. income | Satis fied | Not satis fied |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | | | | | | | |
| **Total** | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| **Any visits out** | 335 97% | 157 98% | 111 95% | 67 99% | 47 98% | 110 98% | 84 95% | 27 93% | 305 97% | 30 100% | 94 97% | 90 97% | 96 98% | 51 96% | 244 98% | 85 97% | 170 98% | 131 97% | 261 97% | 62 98% |
| **Family/relatives** | 116 34% | 60 38% | 32 27% | 24 35% | 16 33% | 44 39% | 20 23% | 12 41% | 107 34% | 9 30% | 37 38% | 35 38% | 32 33% | 12 23% | 82 33% | 32 36% | 53 31% | 49 36% | 100 37% | 12 19% |
| **Friends/neighbours** | 142 41% | 66 41% | 41 35% | 35 51% | 17 35% | 49 44% | 32 36% | 9 31% | 127 40% | 15 50% | 43 44% | 41 44% | 45 46% | 12 23% | 110 44% | 31 35% | 77 45% | 52 39% | 119 44% | 19 30% |
| **Shops** | 210 61% | 95 59% | 72 62% | 43 63% | 29 60% | 66 59% | 57 65% | 15 52% | 189 60% | 21 70% | 67 69% | 54 58% | 62 63% | 24 45% | 154 62% | 53 60% | 107 62% | 79 59% | 167 62% | 34 54% |
| **Day centres** | 136 39% | 54 34% | 58 50% | 24 35% | 18 38% | 36 32% | 51 58% | 7 24% | 126 40% | 10 33% | 36 37% | 40 43% | 36 37% | 22 42% | 102 41% | 33 38% | 67 39% | 55 41% | 98 37% | 34 54% |
| **Clubs, pubs, cafes** | 103 30% | 44 28% | 29 25% | 30 44% | 10 21% | 34 30% | 19 22% | 10 34% | 96 30% | 7 23% | 31 32% | 29 31% | 29 30% | 14 26% | 74 30% | 25 28% | 53 31% | 35 26% | 83 31% | 17 27% |
| **Local church** | 125 36% | 60 38% | 32 27% | 33 49% | 15 31% | 45 40% | 24 27% | 8 28% | 117 37% | 8 27% | 37 38% | 32 34% | 36 37% | 18 34% | 92 37% | 29 33% | 67 39% | 41 30% | 110 41% | 13 21% |
| **Other places** | 107 31% | 48 30% | 32 27% | 27 40% | 15 31% | 33 29% | 20 23% | 12 41% | 96 30% | 11 37% | 40 41% | 23 25% | 27 28% | 16 30% | 84 34% | 23 26% | 56 32% | 42 31% | 81 30% | 23 37% |

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## IQP/MQP SCANNING PROJECT

## SUMMARY OF SOCIAL CONTACT/VISITS/HELP (Q14-Q18)

Base : All respondents

| | TOTAL | REGION London &SE | REGION Rest Eng land | REGION Scot land | REGION London | REGION South East | REGION SW/ West Mids | REGION E Mids /North | SEX Women | SEX Men | AGE -80 | AGE 80-84 | AGE 85-89 | AGE 90+ | WORK Did ft/pt work | WORK Did not work | INCOME Priv ate income | INCOME No priv. income | SATISFACTION Satis fied | SATISFACTION Not satis fied |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| Any contact/visits/help | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| A lot of contact/ visits/help | 126 37% | 61 38% | 40 34% | 25 37% | 20 42% | 41 37% | 34 39% | 6 21% | 118 37% | 8 27% | 36 37% | 34 37% | 38 39% | 18 34% | 90 36% | 33 38% | 70 40% | 42 31% | 100 37% | 22 35% |
| Any visits in/out or help | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| Visits in and out and help | 223 65% | 104 65% | 74 63% | 45 66% | 33 69% | 71 63% | 60 68% | 14 48% | 205 65% | 18 60% | 59 61% | 57 61% | 66 67% | 40 75% | 155 62% | 62 70% | 115 66% | 84 62% | 176 66% | 40 63% |

## SUMMARY OF SOCIAL CONTACT/VISITS/HELP (Q14-Q18)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /relatives | VISITS IN No Family /relatives | VISITS OUT Family /relatives | VISITS OUT No Family /relatives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| Any contact/visits/help | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| A lot of contact/ visits/help | 126 37% | 11 24% | 115 39% | 52 48% | 63 34% | 71 45% | 53 29% | 115 38% | 11 30% | 77 48% | 49 26% | 55 47% | 71 31% | 126 51% | - | 45 34% | 51 38% | 30 38% | 80 40% | 45 32% |
| Any visits in/out or help | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| Visits in and out and help | 223 65% | 22 48% | 200 68% | 84 78% | 116 62% | 111 71% | 110 59% | 197 65% | 25 68% | 120 75% | 103 55% | 79 68% | 144 63% | 223 90% | - | 82 63% | 90 68% | 51 65% | 130 65% | 91 65% |

## HOW DID YOU FIRST GET TO KNOW ABOUT CONTACT THE ELDERLY (Q2)

Base : All respondents

| | TOTAL | REGION London &SE | REGION Rest Eng land | REGION Scot land | REGION London | REGION South East | REGION SW/West Mids | REGION E Mids /North | SEX Women | SEX Men | AGE -80 | AGE 80-84 | AGE 85-89 | AGE 90+ | WORK Did ft/pt work | WORK Did not work | INCOME Priv ate income | INCOME No priv. income | SATISFACTION Satis fied | SATISFACTION Not satis fied |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| Friend/relative | 85 25% | 49 31% | 21 18% | 15 22% | 14 29% | 35 31% | 14 16% | 7 24% | 81 26% | 4 13% | 22 23% | 22 24% | 26 27% | 15 28% | 62 25% | 22 25% | 46 27% | 27 20% | 71 26% | 10 16% |
| Social/healthcare worker | 41 12% | 11 7% | 17 15% | 13 19% | 5 10% | 6 5% | 17 19% | - - | 34 11% | 7 23% | 13 13% | 8 9% | 13 13% | 7 13% | 27 11% | 11 13% | 20 12% | 17 13% | 29 11% | 9 14% |
| Contact the Elderly volunteer | 82 24% | 47 29% | 22 19% | 13 19% | 13 27% | 34 30% | 15 17% | 7 24% | 75 24% | 7 23% | 17 18% | 26 28% | 27 28% | 11 21% | 57 23% | 23 26% | 42 24% | 32 24% | 67 25% | 14 22% |
| Other Charity worker/volunteer | 14 4% | 8 5% | 4 3% | 2 3% | 2 4% | 6 5% | 4 5% | - - | 11 3% | 3 10% | 5 5% | 2 2% | 5 5% | 2 4% | 10 4% | 4 5% | 4 2% | 5 4% | 13 5% | 1 2% |
| Media programme - on Radio/TV/ in paper or in magazine | 11 3% | 7 4% | 2 2% | 2 3% | - - | 7 6% | - - | 2 7% | 11 3% | - - | 6 6% | 3 3% | 1 1% | 1 2% | 10 4% | 1 1% | 9 5% | 2 1% | 7 3% | 3 5% |
| Media advertisement - on Radio/TV/ in paper or in magazine | 15 4% | 3 2% | 11 9% | 1 1% | 3 6% | - - | 7 8% | 4 14% | 14 4% | 1 3% | 3 3% | 4 4% | 4 4% | 3 6% | 12 5% | 3 3% | 8 5% | 6 4% | 9 3% | 5 8% |
| Doctor's surgery/ health centre | 10 3% | 2 1% | 3 3% | 5 7% | - - | 2 2% | 2 2% | 1 3% | 9 3% | 1 3% | 4 4% | 4 4% | 2 2% | - - | 7 3% | 2 2% | 3 2% | 6 4% | 6 2% | 4 6% |
| Can't remember/don't know | 4 1% | 2 1% | 2 2% | - - | 1 2% | 1 1% | 2 2% | - - | 3 1% | 1 3% | - - | 3 3% | 1 1% | - - | 3 1% | 1 1% | 1 1% | 2 1% | 3 1% | 1 2% |
| Other - somewhere else/somebody else | 73 21% | 23 14% | 33 28% | 17 25% | 8 17% | 15 13% | 25 28% | 8 28% | 68 22% | 5 17% | 25 26% | 16 17% | 16 16% | 14 26% | 54 22% | 19 22% | 35 20% | 32 24% | 55 21% | 15 24% |
| Not answered | 12 3% | 9 6% | 2 2% | 1 1% | 2 4% | 7 6% | 2 2% | - - | 11 3% | 1 3% | 2 2% | 5 5% | 4 4% | 1 2% | 10 4% | 2 2% | 5 3% | 7 5% | 9 3% | 2 3% |

## HOW DID YOU FIRST GET TO KNOW ABOUT CONTACT THE ELDERLY (Q2)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /relatives | VISITS IN No Family /relatives | VISITS OUT Family /relatives | VISITS OUT No Family /relatives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| Friend/relative | 85 25% | 8 17% | 77 26% | 24 22% | 53 28% | 39 25% | 44 24% | 74 24% | 11 30% | 37 23% | 48 26% | 32 28% | 53 23% | 60 24% | 25 26% | 32 24% | 37 28% | 16 21% | 59 30% | 26 18% |
| Social/healthcare worker | 41 12% | 5 11% | 36 12% | 15 14% | 21 11% | 16 10% | 25 14% | 36 12% | 5 14% | 20 13% | 21 11% | 18 16% | 23 10% | 34 14% | 7 7% | 18 14% | 16 12% | 6 8% | 14 7% | 26 18% |
| Contact the Elderly volunteer | 82 24% | 11 24% | 70 24% | 22 20% | 48 26% | 41 26% | 40 22% | 78 26% | 3 8% | 44 28% | 38 20% | 27 23% | 55 24% | 63 26% | 19 19% | 23 18% | 32 24% | 26 33% | 58 29% | 24 17% |
| Other Charity worker/volunteer | 14 4% | 1 2% | 13 4% | 9 8% | 4 2% | 3 2% | 11 6% | 14 5% | - | 6 4% | 8 4% | 5 4% | 9 4% | 11 4% | 3 3% | 6 5% | 3 2% | 5 6% | 8 4% | 6 4% |
| Media programme - on Radio/TV/ in paper or in magazine | 11 3% | - - | 11 4% | 3 3% | 8 4% | 6 4% | 5 3% | 11 4% | - - | 4 3% | 7 4% | 3 3% | 8 3% | 7 3% | 4 4% | 6 5% | 4 3% | 1 1% | 6 3% | 5 4% |
| Media advertisement - on Radio/TV/ in paper or in magazine | 15 4% | 2 4% | 11 4% | 4 4% | 7 4% | 7 4% | 8 4% | 10 3% | 5 14% | 5 3% | 10 5% | 2 2% | 13 6% | 10 4% | 5 5% | 9 7% | 3 2% | 3 4% | 4 2% | 11 8% |
| Doctor's surgery/ health centre | 10 3% | 2 4% | 8 3% | 3 3% | 5 3% | - - | 10 5% | 8 3% | 1 3% | 4 3% | 6 3% | 3 3% | 7 3% | 6 2% | 4 4% | 2 2% | 4 3% | 4 5% | 2 1% | 8 6% |
| Can't remember/don't know | 4 1% | 1 2% | 2 1% | - - | 2 1% | 2 1% | 2 1% | 4 1% | - - | 2 1% | 2 1% | - - | 4 2% | 3 1% | 1 1% | 1 1% | - - | 3 4% | 4 2% | - - |
| Other - somewhere else/somebody else | 73 21% | 14 30% | 58 20% | 25 23% | 33 18% | 41 26% | 32 17% | 62 20% | 10 27% | 33 21% | 40 22% | 22 19% | 51 22% | 49 20% | 24 24% | 30 23% | 31 23% | 12 15% | 41 21% | 32 23% |
| Not answered | 12 3% | 2 4% | 10 3% | 4 4% | 6 3% | 3 2% | 9 5% | 10 3% | 2 5% | 5 3% | 7 4% | 4 3% | 8 3% | 6 2% | 6 6% | 4 3% | 5 4% | 2 3% | 5 3% | 4 3% |

# MEMBERS SURVEY - FEBRUARY 1999

## TYPE OF WORK DONE REGULARLY FULL OR PART-TIME (Q22)

Base : All respondents

| | TOTAL | REGION | | | | | | | SEX | | AGE | | | | WORK | | INCOME | | SATISFACTION | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | London &SE | Rest Eng land | Scot land | London | South East | SW/ West Mids | E Mids /North | Women | Men | -80 | 80-84 | 85-89 | 90+ | Did ft/pt work | Did not work | Priv ate income | No priv. income | Satis fied | Not satis fied |
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| Professional | 26 8% | 10 6% | 8 7% | 8 12% | 5 10% | 5 4% | 5 6% | 3 10% | 23 7% | 3 10% | 10 10% | 5 5% | 8 8% | 2 4% | 26 10% | - - | 18 10% | 5 4% | 18 7% | 6 10% |
| Managerial | 17 5% | 11 7% | 5 4% | 1 1% | 3 6% | 8 7% | 5 6% | - - | 14 4% | 3 10% | 5 5% | 2 2% | 6 6% | 4 8% | 16 6% | - - | 9 5% | 4 3% | 14 5% | 3 5% |
| Secretarial/Clerical | 57 17% | 33 21% | 17 15% | 7 10% | 11 23% | 22 20% | 16 18% | 1 3% | 56 18% | 1 3% | 17 18% | 15 16% | 12 12% | 12 23% | 57 23% | - - | 37 21% | 16 12% | 40 15% | 14 22% |
| Social worker | 3 1% | 1 1% | 2 2% | - - | - - | 1 1% | 2 2% | - - | 3 1% | - - | - - | 1 1% | 2 2% | - - | 2 1% | 1 1% | 2 1% | 1 1% | 1 * | 2 3% |
| Nurse/nursing | 9 3% | 3 2% | 2 2% | 4 6% | - - | 3 3% | 1 1% | 1 3% | 8 3% | 1 3% | 3 3% | 3 3% | 2 2% | 1 2% | 9 4% | - - | 7 4% | 1 1% | 8 3% | 1 2% |
| Librarian | 3 1% | 1 1% | 1 1% | 1 1% | - - | 1 1% | - - | 1 3% | 2 1% | 1 3% | 1 1% | 1 1% | - - | 1 2% | 3 1% | - - | 2 1% | 1 1% | 2 1% | 1 2% |
| Manual work | 55 16% | 33 21% | 14 12% | 8 12% | 6 13% | 27 24% | 12 14% | 2 7% | 46 15% | 9 30% | 24 25% | 14 15% | 14 14% | 3 6% | 54 22% | - - | 15 9% | 30 22% | 42 16% | 9 14% |
| Charity/voluntary work | 8 2% | 2 1% | 4 3% | 2 3% | - - | 2 2% | 3 3% | 1 3% | 7 2% | 1 3% | 1 1% | 2 2% | 2 2% | 3 6% | 8 3% | - - | 4 2% | 4 3% | 6 2% | 2 3% |
| Other kinds of work | 44 13% | 19 12% | 20 17% | 5 7% | 5 10% | 14 13% | 16 18% | 4 14% | 38 12% | 6 20% | 7 7% | 14 15% | 15 15% | 8 15% | 42 17% | 2 2% | 24 14% | 18 13% | 35 13% | 9 14% |

## TYPE OF WORK DONE REGULARLY FULL OR PART-TIME (Q22)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /rela tives | VISITS IN No Family /rela tives | VISITS OUT Family /rela tives | VISITS OUT No Family /rela tives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| Professional | 26 8% | 2 4% | 24 8% | 8 7% | 16 9% | 18 11% | 8 4% | 21 7% | 5 14% | 9 6% | 17 9% | 7 6% | 19 8% | 16 6% | 10 10% | 9 7% | 14 11% | 3 4% | 15 8% | 11 8% |
| Managerial | 17 5% | 1 2% | 16 5% | 7 6% | 9 5% | 8 5% | 9 5% | 17 6% | - - | 12 8% | 5 3% | 7 6% | 10 4% | 14 6% | 3 3% | 6 5% | 8 6% | 3 4% | 13 7% | 4 3% |
| Secretarial/Clerical | 57 17% | 5 11% | 51 17% | 15 14% | 36 19% | 28 18% | 28 15% | 43 14% | 13 35% | 21 13% | 36 19% | 18 16% | 39 17% | 41 17% | 16 16% | 22 17% | 19 14% | 14 18% | 29 15% | 26 18% |
| Social worker | 3 1% | - - | 3 1% | - - | 3 2% | 2 1% | 1 1% | 3 1% | - - | - - | 3 2% | - - | 3 1% | 1 * | 2 2% | - - | 1 1% | 1 1% | 2 1% | 1 1% |
| Nurse/nursing | 9 3% | - - | 9 3% | 2 2% | 7 4% | 2 1% | 7 4% | 8 3% | 1 3% | 3 2% | 6 3% | 1 1% | 8 3% | 7 3% | 2 2% | 6 5% | 2 2% | 1 1% | 7 4% | 2 1% |
| Librarian | 3 1% | - - | 3 1% | 1 1% | 2 1% | 3 2% | - - | 3 1% | - - | 2 1% | 1 1% | 1 1% | 2 1% | 2 1% | 1 1% | 2 2% | 1 1% | - - | - - | 3 2% |
| Manual work | 55 16% | 5 11% | 50 17% | 23 21% | 27 15% | 18 11% | 37 20% | 51 17% | 4 11% | 32 20% | 23 12% | 24 21% | 31 14% | 37 15% | 18 18% | 21 16% | 26 20% | 8 10% | 32 16% | 22 16% |
| Charity/voluntary work | 8 2% | 4 9% | 4 1% | 2 2% | 2 1% | 4 3% | 4 2% | 8 3% | - - | 4 3% | 4 2% | 4 3% | 4 2% | 6 2% | 2 2% | 3 2% | 4 3% | 1 1% | 7 4% | 1 1% |
| Other kinds of work | 44 13% | 9 20% | 35 12% | 10 9% | 25 13% | 16 10% | 28 15% | 38 12% | 5 14% | 15 9% | 29 16% | 11 9% | 33 14% | 29 12% | 15 15% | 23 18% | 8 6% | 13 17% | 24 12% | 19 13% |

# MEMBERS SURVEY - FEBRUARY 1999

## Q.9a SPECIAL INTERESTS/HOBBIES/PASTIMES (Q9)

Base : All respondents

| | TOTAL | REGION | | | | | | | SEX | | AGE | | | | WORK | | INCOME | | SATISFACTION | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | London &SE | Rest Eng land | Scot land | London | South East | SW/ West Mids | E Mids /North | Women | Men | -80 | 80-84 | 85-89 | 90+ | Did ft/pt work | Did not work | Priv ate income | No priv. income | Satis fied | Not satis fied |
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| Games - Bingo/ Chess/Bridge/Card or board games | 42 12% | 20 13% | 15 13% | 7 10% | 2 4% | 18 16% | 9 10% | 6 21% | 41 13% | 1 3% | 13 13% | 13 14% | 13 13% | 2 4% | 29 12% | 11 13% | 21 12% | 14 10% | 34 13% | 8 13% |
| Watching/Listening - to TV, Radio, Music | 22 6% | 11 7% | 5 4% | 6 9% | 5 10% | 6 5% | 3 3% | 2 7% | 17 5% | 5 17% | 7 7% | 6 6% | 7 7% | 2 4% | 19 8% | 3 3% | 15 9% | 6 4% | 15 6% | 5 8% |
| Knitting/needlework/ sewing/crochet | 67 19% | 38 24% | 16 14% | 13 19% | 16 33% | 22 20% | 12 14% | 4 14% | 65 21% | 2 7% | 18 19% | 20 22% | 21 21% | 8 15% | 45 18% | 20 23% | 28 16% | 29 21% | 53 20% | 13 21% |
| Reading (books, magazines, newspapers) | 65 19% | 35 22% | 19 16% | 11 16% | 15 31% | 20 18% | 16 18% | 3 10% | 65 21% | - | 20 21% | 12 13% | 23 23% | 8 15% | 46 18% | 17 19% | 24 14% | 32 24% | 49 18% | 15 24% |
| Listening to tapes of books being read or to books being read on the radio | 7 2% | 3 2% | 3 3% | 1 1% | 1 2% | 2 2% | 1 1% | 2 7% | 7 2% | - | 4 4% | 1 1% | - | 2 4% | 3 1% | 4 5% | 3 2% | 2 1% | 5 2% | 1 2% |
| Active artistic activity - playing music, drawing, painting | 26 8% | 11 7% | 12 10% | 3 4% | 4 8% | 7 6% | 8 9% | 4 14% | 20 6% | 6 20% | 8 8% | 6 6% | 5 5% | 7 13% | 19 8% | 7 8% | 16 9% | 6 4% | 22 8% | 4 6% |
| Gardening, looking after house plants | 27 8% | 14 9% | 6 5% | 7 10% | 3 6% | 11 10% | 5 6% | 1 3% | 23 7% | 4 13% | 10 10% | 5 5% | 8 8% | 4 8% | 20 8% | 7 8% | 17 10% | 8 6% | 22 8% | 3 5% |
| Walking, taking exercise | 6 2% | 1 1% | - - | 5 7% | - - | 1 1% | - - | - - | 6 2% | - | 3 3% | 1 1% | - | 2 4% | 5 2% | 1 1% | 3 2% | 2 1% | 6 2% | - - |
| Others | 44 13% | 22 14% | 13 11% | 9 13% | 7 15% | 15 13% | 10 11% | 3 10% | 38 12% | 6 20% | 19 20% | 9 10% | 10 10% | 6 11% | 37 15% | 7 8% | 26 15% | 17 13% | 33 12% | 8 13% |

## Q.9a SPECIAL INTERESTS/HOBBIES/PASTIMES (Q9)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /rela tives | VISITS IN No Family /rela tives | VISITS OUT Family /rela tives | VISITS OUT No Family /rela tives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| Games - Bingo/ Chess/Bridge/Card or board games | 42 12% | 7 15% | 34 12% | 17 16% | 17 9% | 16 10% | 25 14% | 38 12% | 4 11% | 20 13% | 22 12% | 20 17% | 22 10% | 30 12% | 12 12% | 17 13% | 19 14% | 5 6% | 29 15% | 13 9% |
| Watching/Listening - to TV, Radio, Music | 22 6% | 2 4% | 20 7% | 6 6% | 14 8% | 9 6% | 13 7% | 19 6% | 3 8% | 7 4% | 15 8% | 8 7% | 14 6% | 11 4% | 11 11% | 9 7% | 7 5% | 4 5% | 12 6% | 8 6% |
| Knitting/needlework/ sewing/crochet | 67 19% | 8 17% | 57 19% | 22 20% | 35 19% | 28 18% | 39 21% | 57 19% | 10 27% | 39 25% | 28 15% | 29 25% | 38 17% | 50 20% | 17 17% | 26 20% | 28 21% | 13 17% | 44 22% | 23 16% |
| Reading (books, magazines, newspapers) | 65 19% | 10 22% | 54 18% | 19 18% | 35 19% | 30 19% | 34 18% | 55 18% | 10 27% | 27 17% | 38 20% | 28 24% | 37 16% | 45 18% | 20 20% | 21 16% | 31 23% | 12 15% | 42 21% | 22 16% |
| Listening to tapes of books being read or to books being read on the radio | 7 2% | 3 7% | 4 1% | 1 1% | 3 2% | 3 2% | 4 2% | 6 2% | 1 3% | 2 1% | 5 3% | 4 3% | 3 1% | 4 2% | 3 3% | 4 3% | 1 1% | 2 3% | 3 2% | 4 3% |
| Active artistic activity - playing music, drawing, painting | 26 8% | 3 7% | 23 8% | 9 8% | 14 8% | 15 10% | 11 6% | 22 7% | 4 11% | 11 7% | 15 8% | 9 8% | 17 7% | 21 9% | 5 5% | 11 8% | 10 8% | 5 6% | 11 6% | 15 11% |
| Gardening, looking after house plants | 27 8% | 1 2% | 26 9% | 7 6% | 19 10% | 21 13% | 6 3% | 27 9% | - - | 14 9% | 13 7% | 6 5% | 21 9% | 17 7% | 10 10% | 16 12% | 8 6% | 3 4% | 14 7% | 13 9% |
| Walking, taking exercise | 6 2% | 1 2% | 5 2% | 2 2% | 3 2% | 2 1% | 4 2% | 6 2% | - - | 1 1% | 5 3% | 1 1% | 5 2% | 1 * | 5 5% | 3 2% | 2 2% | 1 1% | 2 1% | 4 3% |
| Others | 44 13% | 3 7% | 41 14% | 22 20% | 19 10% | 22 14% | 22 12% | 38 12% | 5 14% | 22 14% | 22 12% | 20 17% | 24 10% | 29 12% | 15 15% | 18 14% | 17 13% | 9 12% | 29 15% | 14 10% |

## WHAT WOULD MAKE YOUR LIFE EASIER NOWADAYS (Q25)

Base : All respondents

| | TOTAL | REGION | | | | | | | SEX | | AGE | | | | WORK | | INCOME | | SATISFACTION | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | London &SE | Rest Eng land | Scot land | London | South East | SW/ West Mids | E Mids /North | Women | Men | -80 | 80-84 | 85-89 | 90+ | Did ft/pt work | Did not work | Priv ate income | No priv. income | Satis fied | Not satis fied |
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| **MORE HELP/VISITS FROM** | | | | | | | | | | | | | | | | | | | | |
| Friends/relatives/ neighbours | 33 10% | 18 11% | 11 9% | 4 6% | 4 8% | 14 13% | 9 10% | 2 7% | 32 10% | 1 3% | 8 8% | 8 9% | 9 9% | 7 13% | 21 8% | 11 13% | 15 9% | 14 10% | 24 9% | 8 13% |
| Social/healthcare workers | 16 5% | 10 6% | 6 5% | - - | 6 13% | 4 4% | 5 6% | 1 3% | 16 5% | - - | 6 6% | 1 1% | 6 6% | 2 4% | 13 5% | 3 3% | 7 4% | 8 6% | 12 4% | 4 6% |
| Voluntary/charity workers | 9 3% | 6 4% | 3 3% | - - | 4 8% | 2 2% | 3 3% | - - | 9 3% | - - | 2 2% | 1 1% | 4 4% | 2 4% | 7 3% | 2 2% | 6 3% | 2 1% | 9 3% | - - |
| Meals on Wheels | 2 1% | 1 1% | 1 1% | - - | - - | 1 1% | 1 1% | - - | 1 * | 1 3% | - - | - - | 2 2% | - - | 2 1% | - - | 2 1% | - - | 2 1% | - - |
| FINANCIAL help | 17 5% | 11 7% | 5 4% | 1 1% | 5 10% | 6 5% | 5 6% | - - | 15 5% | 2 7% | 6 6% | 5 5% | 5 5% | 1 2% | 17 7% | - - | 5 3% | 8 6% | 12 4% | 3 5% |
| Better/improved health | 70 20% | 30 19% | 26 22% | 14 21% | 12 25% | 18 16% | 21 24% | 5 17% | 62 20% | 8 27% | 22 23% | 16 17% | 18 18% | 13 25% | 50 20% | 20 23% | 39 23% | 24 18% | 53 20% | 13 21% |
| Better/improved mobility | 66 19% | 32 20% | 23 20% | 11 16% | 12 25% | 20 18% | 20 23% | 3 10% | 64 20% | 2 7% | 13 13% | 21 23% | 21 21% | 10 19% | 46 18% | 19 22% | 38 22% | 23 17% | 47 18% | 17 27% |
| Better housing/ improvements in the home | 13 4% | 6 4% | 5 4% | 2 3% | 3 6% | 3 3% | 5 6% | - - | 12 4% | 1 3% | 7 7% | 1 1% | 4 4% | 1 2% | 9 4% | 4 5% | 7 4% | 6 4% | 10 4% | 3 5% |
| Others | 77 22% | 30 19% | 33 28% | 14 21% | 10 21% | 20 18% | 22 25% | 11 38% | 67 21% | 10 33% | 24 25% | 21 23% | 20 20% | 12 23% | 61 24% | 15 17% | 41 24% | 32 24% | 57 21% | 18 29% |
| Not answered | 89 26% | 43 27% | 22 19% | 24 35% | 11 23% | 32 29% | 12 14% | 10 34% | 83 26% | 6 20% | 24 25% | 28 30% | 25 26% | 11 21% | 59 24% | 26 30% | 39 23% | 35 26% | 76 28% | 9 14% |

## WHAT WOULD MAKE YOUR LIFE EASIER NOWADAYS (Q25)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family/relatives | VISITS IN No Family/relatives | VISITS OUT Family/relatives | VISITS OUT No Family/relatives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| **MORE HELP/VISITS FROM** | | | | | | | | | | | | | | | | | | | | |
| Friends/relatives/ neighbours | 33 10% | 3 7% | 30 10% | 14 13% | 16 9% | 19 12% | 12 6% | 32 10% | 1 3% | 14 9% | 19 10% | 13 11% | 20 9% | 26 11% | 7 7% | 14 11% | 13 10% | 6 8% | 19 10% | 14 10% |
| Social/healthcare workers | 16 5% | 2 4% | 14 5% | 5 5% | 9 5% | 8 5% | 7 4% | 15 5% | 1 3% | 8 5% | 8 4% | 6 5% | 10 4% | 13 5% | 3 3% | 6 5% | 7 5% | 3 4% | 8 4% | 8 6% |
| Voluntary/charity workers | 9 3% | - - | 9 3% | 4 4% | 5 3% | 5 3% | 4 2% | 9 3% | - - | 5 3% | 4 2% | 5 4% | 4 2% | 7 3% | 2 2% | 2 2% | 5 4% | 2 3% | 6 3% | 3 2% |
| Meals on Wheels | 2 1% | - - | 2 1% | - - | 2 1% | 1 1% | 1 1% | 1 * | 1 3% | - - | 2 1% | - - | 2 1% | 2 1% | - - | 2 2% | - - | - - | 1 1% | 1 1% |
| FINANCIAL help | 17 5% | 1 2% | 16 5% | 5 5% | 11 6% | 7 4% | 10 5% | 15 5% | 2 5% | 6 4% | 11 6% | 6 5% | 11 5% | 10 4% | 7 7% | 7 5% | 6 5% | 3 4% | 9 5% | 7 5% |
| Better/improved health | 70 20% | 13 28% | 57 19% | 19 18% | 38 20% | 29 18% | 41 22% | 66 22% | 4 11% | 32 20% | 38 20% | 24 21% | 46 20% | 54 22% | 16 16% | 26 20% | 22 17% | 21 27% | 38 19% | 31 22% |
| Better/improved mobility | 66 19% | 8 17% | 58 20% | 23 21% | 35 19% | 33 21% | 33 18% | 55 18% | 11 30% | 33 21% | 33 18% | 17 15% | 49 21% | 55 22% | 11 11% | 21 16% | 30 23% | 15 19% | 36 18% | 30 21% |
| Better housing/ improvements in the home | 13 4% | 1 2% | 11 4% | 6 6% | 5 3% | 10 6% | 3 2% | 12 4% | 1 3% | 6 4% | 7 4% | 4 3% | 9 4% | 10 4% | 3 3% | 6 5% | 5 4% | 2 3% | 7 4% | 6 4% |
| Others | 77 22% | 16 35% | 61 21% | 26 24% | 35 19% | 35 22% | 42 23% | 68 22% | 9 24% | 35 22% | 42 23% | 25 22% | 52 23% | 45 18% | 32 33% | 33 25% | 31 23% | 13 17% | 46 23% | 30 21% |
| Not answered | 89 26% | 8 17% | 77 26% | 22 20% | 55 30% | 35 22% | 53 29% | 78 26% | 8 22% | 40 25% | 49 26% | 33 28% | 56 24% | 60 24% | 29 30% | 32 24% | 31 23% | 24 31% | 51 26% | 36 26% |

## WHAT DO YOU MOST ENJOY IN YOUR LIFE NOWADAYS (Q26)

Base : All respondents

| | TOTAL | REGION London &SE | REGION Rest Eng land | REGION Scot land | REGION London | REGION South East | REGION SW/ West Mids | REGION E Mids /North | SEX Women | SEX Men | AGE -80 | AGE 80-84 | AGE 85-89 | AGE 90+ | WORK Did ft/pt work | WORK Did not work | INCOME Priv ate income | INCOME No priv. income | SATISFACTION Satis fied | SATISFACTION Not satis fied |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| Visits from friends/ relatives/neighbours | 74 21% | 37 23% | 17 15% | 20 29% | 12 25% | 25 22% | 14 16% | 3 10% | 71 23% | 3 10% | 19 20% | 18 19% | 24 24% | 12 23% | 49 20% | 25 28% | 39 23% | 28 21% | 62 23% | 12 19% |
| Going out/being taken out to friends/ relatives/neighbours | 57 17% | 30 19% | 14 12% | 13 19% | 9 19% | 21 19% | 9 10% | 5 17% | 52 17% | 5 17% | 19 20% | 15 16% | 16 16% | 7 13% | 42 17% | 15 17% | 35 20% | 18 13% | 49 18% | 7 11% |
| Going out/being taken out to clubs/ day centres/cafes/pubs | 35 10% | 12 8% | 12 10% | 11 16% | - - | 12 11% | 11 13% | 1 3% | 32 10% | 3 10% | 14 14% | 9 10% | 5 5% | 7 13% | 26 10% | 9 10% | 16 9% | 14 10% | 28 10% | 5 8% |
| Contact the Elderly outings | 44 13% | 27 17% | 13 11% | 4 6% | 7 15% | 20 18% | 11 13% | 2 7% | 42 13% | 2 7% | 18 19% | 8 9% | 16 16% | 2 4% | 30 12% | 14 16% | 23 13% | 18 13% | 32 12% | 11 17% |
| Watching TV/listening to radio/reading/ talking on the telephone | 60 17% | 24 15% | 24 21% | 12 18% | 10 21% | 14 13% | 15 17% | 9 31% | 53 17% | 7 23% | 17 18% | 10 11% | 16 16% | 16 30% | 46 18% | 11 13% | 34 20% | 22 16% | 41 15% | 15 24% |
| Gardening/looking after plants | 12 3% | 4 3% | 6 5% | 2 3% | - - | 4 4% | 5 6% | 1 3% | 9 3% | 3 10% | 4 4% | 2 2% | 4 4% | 2 4% | 11 4% | 1 1% | 8 5% | 2 1% | 9 3% | 3 5% |
| Any kind of games | 5 1% | 3 2% | 1 1% | 1 1% | 1 2% | 2 2% | 1 1% | - | 3 1% | 2 7% | - | 1 1% | 4 4% | - | 4 2% | 1 1% | 3 2% | 1 1% | 4 1% | 1 2% |
| Nothing enjoyed | 10 3% | 3 2% | 4 3% | 3 4% | 1 2% | 2 2% | 4 5% | - | 10 3% | - | 2 2% | 5 5% | 3 3% | - | 6 2% | 3 3% | 4 2% | 5 4% | 3 1% | 7 11% |
| Others | 112 32% | 58 36% | 35 30% | 19 28% | 21 44% | 37 33% | 31 35% | 4 14% | 99 31% | 13 43% | 29 30% | 26 28% | 38 39% | 18 34% | 90 36% | 22 25% | 57 33% | 47 35% | 95 35% | 14 22% |
| Not answered | 45 13% | 18 11% | 16 14% | 11 16% | 3 6% | 15 13% | 7 8% | 9 31% | 41 13% | 4 13% | 12 12% | 19 20% | 9 9% | 4 8% | 30 12% | 12 14% | 18 10% | 19 14% | 36 13% | 5 8% |

## WHAT DO YOU MOST ENJOY IN YOUR LIFE NOWADAYS (Q26)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /relatives | VISITS IN No Family /relatives | VISITS OUT Family /relatives | VISITS OUT No Family /relatives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| Visits from friends/ relatives/neighbours | 74 21% | 7 15% | 66 22% | 27 25% | 39 21% | 35 22% | 39 21% | 70 23% | 4 11% | 46 29% | 28 15% | 34 29% | 40 17% | 61 25% | 13 13% | 24 18% | 33 25% | 17 22% | 53 27% | 21 15% |
| Going out/being taken out to friends/ relatives/neighbours | 57 17% | 8 17% | 49 17% | 23 21% | 26 14% | 29 18% | 28 15% | 52 17% | 5 14% | 30 19% | 27 15% | 25 22% | 32 14% | 41 17% | 16 16% | 18 14% | 29 22% | 10 13% | 35 18% | 22 16% |
| Going out/being taken out to clubs/ day centres/cafes/pubs | 35 10% | 4 9% | 31 11% | 14 13% | 17 9% | 13 8% | 22 12% | 33 11% | 2 5% | 17 11% | 18 10% | 16 14% | 19 8% | 30 12% | 5 5% | 13 10% | 16 12% | 5 6% | 21 11% | 12 9% |
| Contact the Elderly outings | 44 13% | 6 13% | 38 13% | 17 16% | 21 11% | 16 10% | 28 15% | 37 12% | 7 19% | 15 9% | 29 16% | 17 15% | 27 12% | 37 15% | 7 7% | 14 11% | 23 17% | 7 9% | 27 14% | 17 12% |
| Watching TV/listening to radio/reading/ talking on the telephone | 60 17% | 11 24% | 49 17% | 14 13% | 35 19% | 28 18% | 30 16% | 54 18% | 6 16% | 23 14% | 37 20% | 16 14% | 44 19% | 44 18% | 16 16% | 24 18% | 22 17% | 13 17% | 28 14% | 31 22% |
| Gardening/looking after plants | 12 3% | 2 4% | 10 3% | 4 4% | 6 3% | 9 6% | 3 2% | 10 3% | 2 5% | 7 4% | 5 3% | 4 3% | 8 3% | 11 4% | 1 1% | 9 7% | 1 1% | 2 3% | 7 4% | 5 4% |
| Any kind of games | 5 1% | 1 2% | 4 1% | 2 2% | 2 1% | 2 1% | 3 2% | 4 1% | 1 3% | 4 3% | 1 1% | 1 1% | 4 2% | 4 2% | 1 1% | 2 2% | 2 2% | 1 1% | 4 2% | 1 1% |
| Nothing enjoyed | 10 3% | 2 4% | 8 3% | 2 2% | 6 3% | 6 4% | 4 2% | 9 3% | 1 3% | 4 3% | 6 3% | 2 2% | 8 3% | 8 3% | 2 2% | 4 3% | 5 4% | 1 1% | 3 2% | 7 5% |
| Others | 112 32% | 16 35% | 95 32% | 35 32% | 60 32% | 51 32% | 61 33% | 97 32% | 15 41% | 49 31% | 63 34% | 35 30% | 77 34% | 71 29% | 41 42% | 44 34% | 41 31% | 26 33% | 64 32% | 48 34% |
| Not answered | 45 13% | 2 4% | 40 14% | 15 14% | 25 13% | 19 12% | 25 14% | 38 12% | 4 11% | 20 13% | 25 13% | 15 13% | 30 13% | 29 12% | 16 16% | 15 11% | 16 12% | 14 18% | 26 13% | 18 13% |

## THINGS THAT PARTICULARLY CONCERN OR BOTHER YOU IN YOUR OWN LIFE THESE DAYS (Q27)

Base : All respondents

| | TOTAL | REGION London &SE | REGION Rest Eng land | REGION Scot land | REGION London | REGION South East | REGION SW/West Mids | REGION E Mids /North | SEX Women | SEX Men | AGE -80 | AGE 80-84 | AGE 85-89 | AGE 90+ | WORK Did ft/pt work | WORK Did not work | INCOME Priv ate income | INCOME No priv. income | SATISFACTION Satis fied | SATISFACTION Not satis fied |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 160 100% | 117 100% | 68 100% | 48 100% | 112 100% | 88 100% | 29 100% | 315 100% | 30 100% | 97 100% | 93 100% | 98 100% | 53 100% | 250 100% | 88 100% | 173 100% | 135 100% | 268 100% | 63 100% |
| Not being able to do what you could do when younger (mentally/physically) | 14 4% | 8 5% | 3 3% | 3 4% | 4 8% | 4 4% | 2 2% | 1 3% | 14 4% | - - | 4 4% | 4 4% | 5 5% | 1 2% | 9 4% | 4 5% | 10 6% | 3 2% | 11 4% | 3 5% |
| Personal security/crime | 7 2% | 3 2% | 2 2% | 2 3% | 3 6% | - - | 2 2% | - - | 7 2% | - - | 1 1% | 5 5% | 1 1% | - - | 7 3% | - - | 2 1% | 5 4% | 4 1% | 3 5% |
| What's going on in the world | 4 1% | 2 1% | 1 1% | 1 1% | 1 2% | 1 1% | 1 1% | - | 3 1% | 1 3% | 3 3% | - - | 1 1% | - | 4 2% | - | 1 1% | 2 1% | 3 1% | - - |
| Personal health concerns | 84 24% | 38 24% | 29 25% | 17 25% | 13 27% | 25 22% | 22 25% | 7 24% | 79 25% | 5 17% | 27 28% | 22 24% | 22 22% | 12 23% | 66 26% | 17 19% | 48 28% | 27 20% | 64 24% | 16 25% |
| Concerns about becoming dependent on relatives or other people | 8 2% | 3 2% | 3 3% | 2 3% | 1 2% | 2 2% | 3 3% | - | 8 3% | - | 1 1% | 5 5% | 1 1% | 1 2% | 4 2% | 4 5% | 6 3% | 1 1% | 4 1% | 4 6% |
| Concerns about relatives/friends | 8 2% | 6 4% | 1 1% | 1 1% | 1 2% | 5 4% | 1 1% | - | 7 2% | 1 3% | 2 2% | 1 1% | 3 3% | 2 4% | 5 2% | 3 3% | 5 3% | 3 2% | 7 3% | 1 2% |
| Financial concerns/ worries (paying bills) | 2 1% | 1 1% | 1 1% | - | - | 1 1% | 1 1% | - | 2 1% | - | - | 1 1% | 1 1% | - | 1 * | 1 1% | 1 1% | 1 1% | 1 * | 1 2% |
| Loneliness | 30 9% | 10 6% | 15 13% | 5 7% | 3 6% | 7 6% | 13 15% | 2 7% | 29 9% | 1 3% | 7 7% | 9 10% | 6 6% | 7 13% | 23 9% | 7 8% | 16 9% | 10 7% | 10 4% | 19 30% |
| Others | 102 30% | 44 28% | 40 34% | 18 26% | 16 33% | 28 25% | 31 35% | 9 31% | 95 30% | 7 23% | 29 30% | 24 26% | 28 29% | 20 38% | 74 30% | 27 31% | 47 27% | 49 36% | 87 32% | 14 22% |
| Not answered | 100 29% | 52 33% | 25 21% | 23 34% | 10 21% | 42 38% | 15 17% | 10 34% | 85 27% | 15 50% | 29 30% | 27 29% | 32 33% | 11 21% | 68 27% | 28 32% | 45 26% | 40 30% | 83 31% | 9 14% |

## THINGS THAT PARTICULARLY CONCERN OR BOTHER YOU IN YOUR OWN LIFE THESE DAYS (Q27)

Base : All respondents

| | TOTAL | LIVING Not alone | LIVING Alone | LIVING ALONE <10 years | LIVING ALONE 10+ years | OWN HOME Own | OWN HOME Not own | RELATIVES IN BRITAIN Have | RELATIVES IN BRITAIN Do not have | VISITS IN Family /relatives | VISITS IN No Family /relatives | VISITS OUT Family /relatives | VISITS OUT No Family /relatives | REGULAR HELP Any | REGULAR HELP None | CTE MEMBERS <2 years | CTE MEMBERS 2-5 years | CTE MEMBERS 6+ years | CTE FRIENDS Keep in touch | CTE FRIENDS Do not keep in touch |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 345 100% | 46 100% | 294 100% | 108 100% | 186 100% | 157 100% | 185 100% | 305 100% | 37 100% | 159 100% | 186 100% | 116 100% | 229 100% | 247 100% | 98 100% | 131 100% | 133 100% | 78 100% | 200 100% | 141 100% |
| Not being able to do what you could do when younger (mentally/physically) | 14 4% | 3 7% | 11 4% | 3 3% | 8 4% | 7 4% | 7 4% | 13 4% | 1 3% | 7 4% | 7 4% | 3 3% | 11 5% | 14 6% | - - | 6 5% | 3 2% | 5 6% | 11 6% | 3 2% |
| Personal security/crime | 7 2% | - - | 7 2% | 4 4% | 3 2% | 5 3% | 2 1% | 6 2% | 1 3% | 3 2% | 4 2% | 1 1% | 6 3% | 5 2% | 2 2% | 2 2% | 3 2% | 2 3% | 2 1% | 5 4% |
| What's going on in the world | 4 1% | - - | 4 1% | 2 2% | 2 1% | 2 1% | 2 1% | 4 1% | - - | 1 1% | 3 2% | 2 2% | 2 1% | 3 1% | 1 1% | - - | 1 1% | 2 3% | 2 1% | 1 1% |
| Personal health concerns | 84 24% | 11 24% | 73 25% | 25 23% | 48 26% | 36 23% | 46 25% | 70 23% | 14 38% | 39 25% | 45 24% | 29 25% | 55 24% | 66 27% | 18 18% | 36 27% | 29 22% | 18 23% | 46 23% | 35 25% |
| Concerns about becoming dependent on relatives or other people | 8 2% | 2 4% | 6 2% | 2 2% | 4 2% | 4 3% | 4 2% | 7 2% | 1 3% | 2 1% | 6 3% | - - | 8 3% | 7 3% | 1 1% | 3 2% | 5 4% | - - | 6 3% | 2 1% |
| Concerns about relatives/friends | 8 2% | 2 4% | 6 2% | 4 4% | 2 1% | 5 3% | 3 2% | 8 3% | - - | 5 3% | 3 2% | 4 3% | 4 2% | 6 2% | 2 2% | 6 5% | 2 2% | - - | 3 2% | 5 4% |
| Financial concerns/ worries (paying bills) | 2 1% | - - | 2 1% | - - | 2 1% | 2 1% | - - | 2 1% | - - | 1 1% | 1 1% | 1 1% | 1 * | - - | 2 2% | 1 1% | 1 1% | - - | 1 1% | 1 1% |
| Loneliness | 30 9% | 3 7% | 26 9% | 15 14% | 11 6% | 21 13% | 9 5% | 23 8% | 7 19% | 10 6% | 20 11% | 7 6% | 23 10% | 24 10% | 6 6% | 14 11% | 10 8% | 6 8% | 14 7% | 16 11% |
| Others | 102 30% | 17 37% | 84 29% | 29 27% | 55 30% | 45 29% | 57 31% | 94 31% | 8 22% | 48 30% | 54 29% | 36 31% | 66 29% | 69 28% | 33 34% | 33 25% | 45 34% | 24 31% | 62 31% | 40 28% |
| Not answered | 100 29% | 9 20% | 88 30% | 32 30% | 56 30% | 40 25% | 59 32% | 88 29% | 9 24% | 50 31% | 50 27% | 38 33% | 62 27% | 64 26% | 36 37% | 35 27% | 41 31% | 23 29% | 60 30% | 40 28% |

# Confidential information removed from scanned project

Original may be viewed at Gordon Library

# IQP/MQP SCANNING PROJECT