

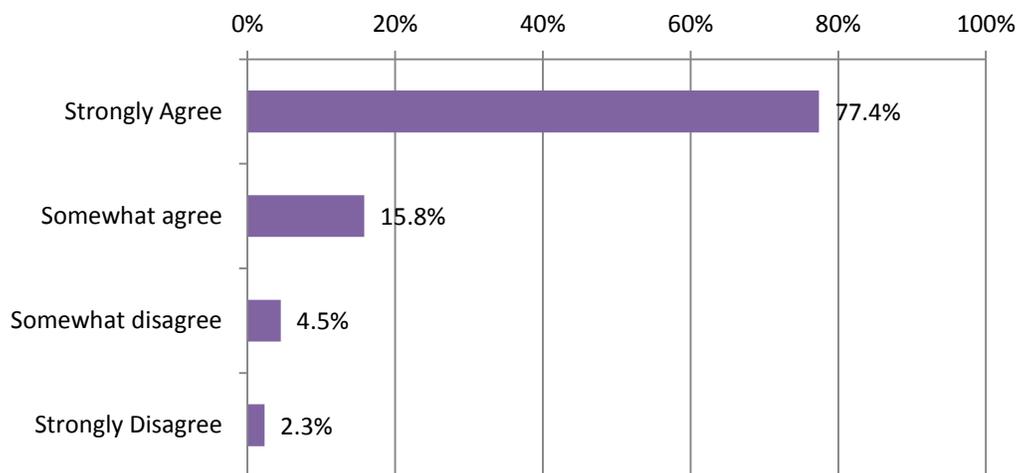
Summary of Web Findings

Web Survey

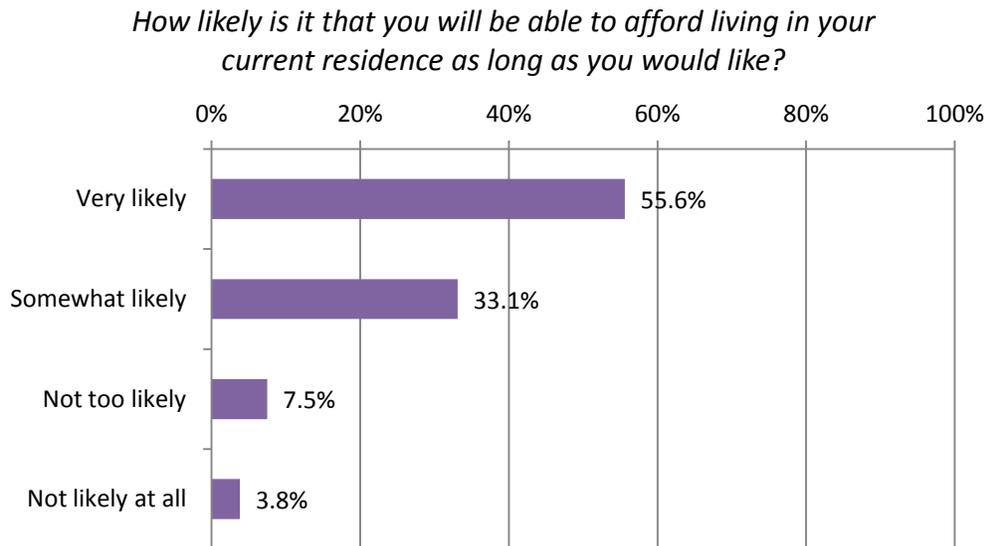
As a follow up to the telephone survey, a web survey was conducted among residents aged 55 and older in Cambridge. The web version of the Aging in Cambridge: Housing Survey Residents 55+ was conducted between July 17th 2013 – August 6th 2013. A total of 138 interviews were completed.

The web survey represents self-selected respondents. Email notices were sent to the various Cambridge neighborhood organizations and city departments' listservs including the Mayor's Office, the Community Development Department, and divisions of the Department of Human Service Programs. Print versions were made available per request. By virtue of being on neighborhood and city listservs, the web respondents do not represent the preferences and demographics of *all* Cambridge residents 55+. Instead, this sample likely represents residents 55+ who are already involved with current local issues and have a vested interest in the aging in community planning process.

Please indicate how much you agree with the following statement: "I plan to stay in my home as long as I can."



Overall, web respondents do not show as much confidence that they will be able to afford living in their current residence as long as they would like compared with the phone survey. 55.6% of web respondents and 70% of phone respondents answered that they were “very likely” that they will be able to afford living in their current residence as long as they would like. Those who showed less confidence by in large tended to be **renters: “very likely” (30.4%), “not too likely” (26.1%).**

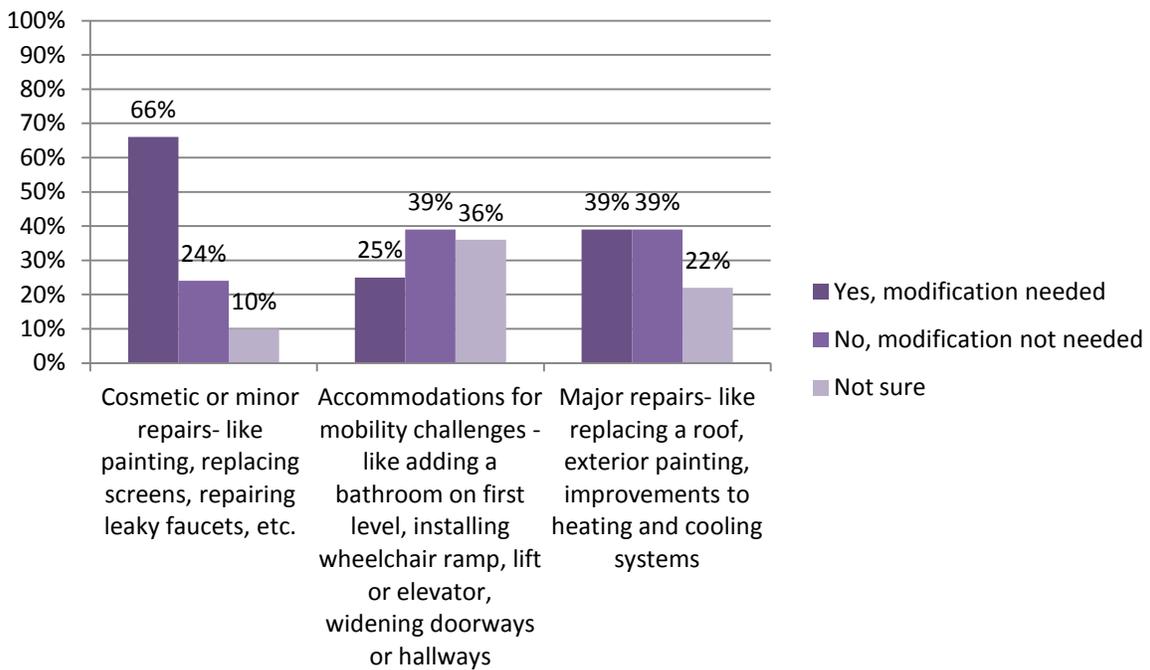


Home Modification

When asked to consider the needs for a range of home modifications that would make it helpful to stay in their homes, two-thirds (66%) mentioned the need for “cosmetic” or minor repairs – like painting, replacing screens, and repairing leaky faucets.

Interestingly, though 85.7% responded that they need to climb stairs as part of their daily routine, only 25% indicated a need to modify for accommodations for mobility challenges- like adding a bathroom on the first level, installing wheelchair ramp, lift or elevator, widening doorways or hallways. Compared to the phone survey, a higher percentage of web respondents indicated that they were *unsure* whether modification was needed for mobility challenges (14%phone, 36% web).

Figure 1 Need for home modification within the next 10 years



Do you need to climb stairs as part of your daily routine?

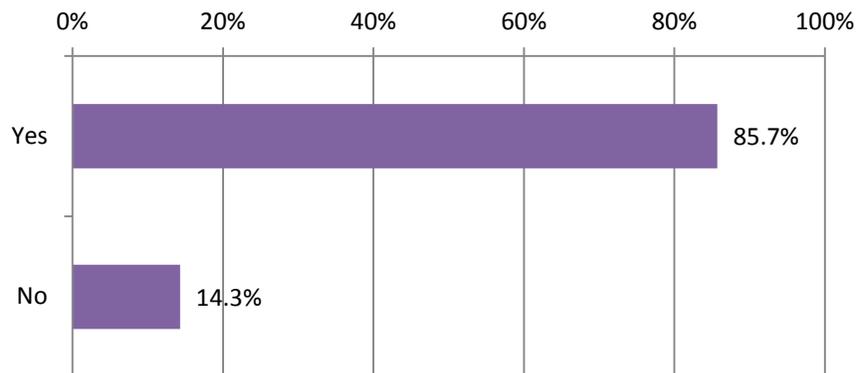
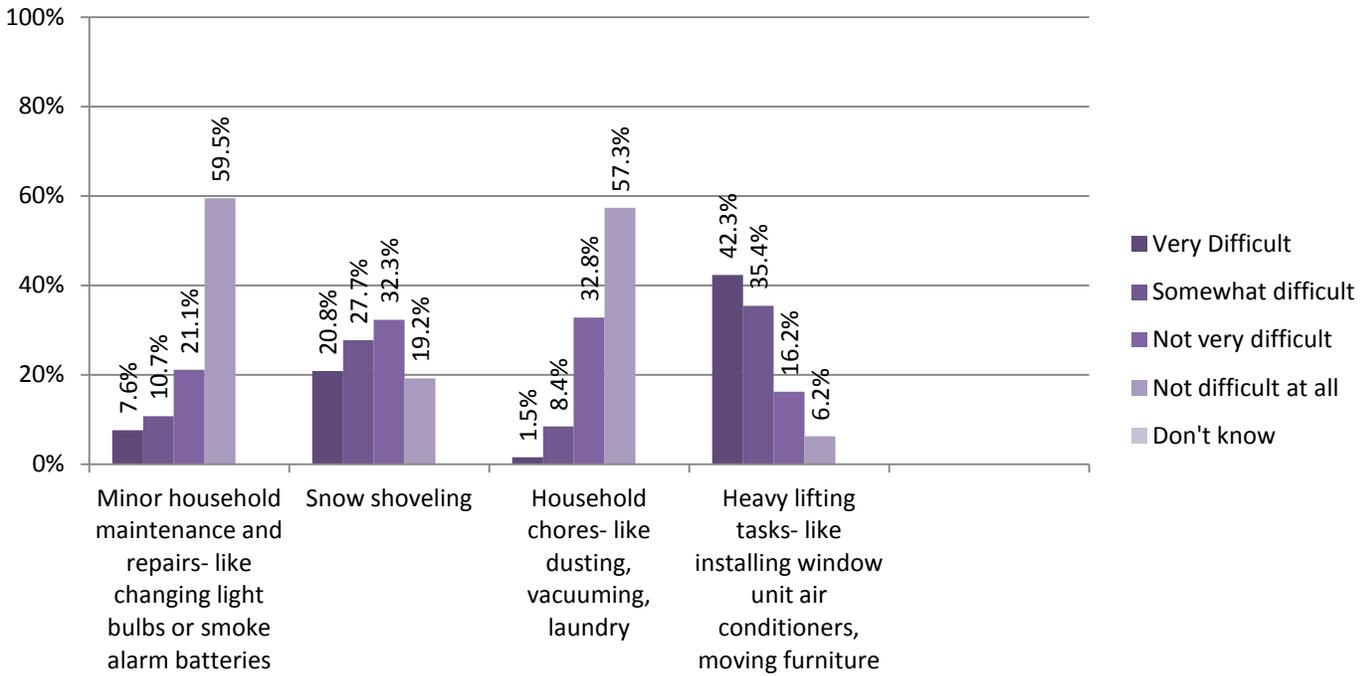
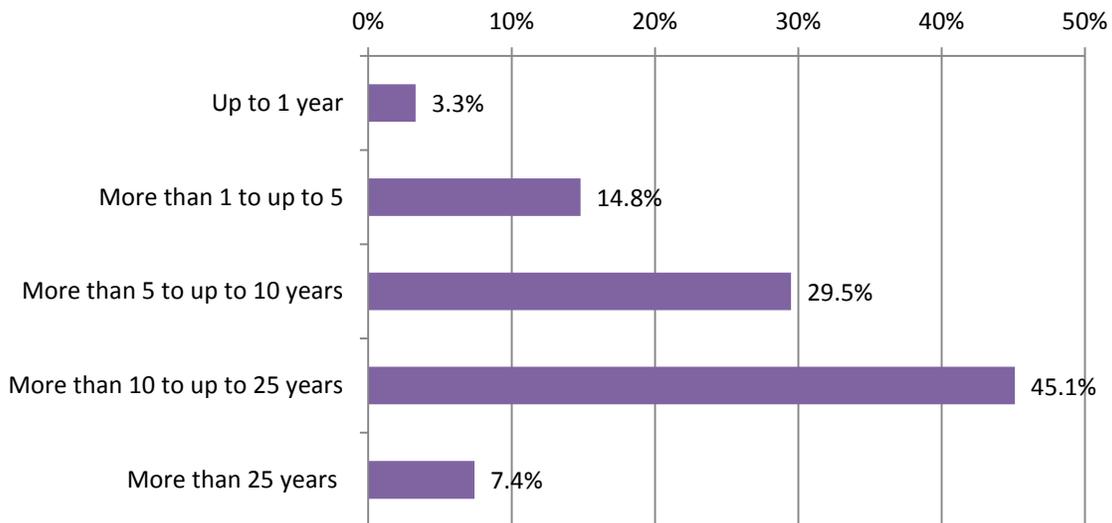


Figure 2 Difficulty of performance of home maintenance chores



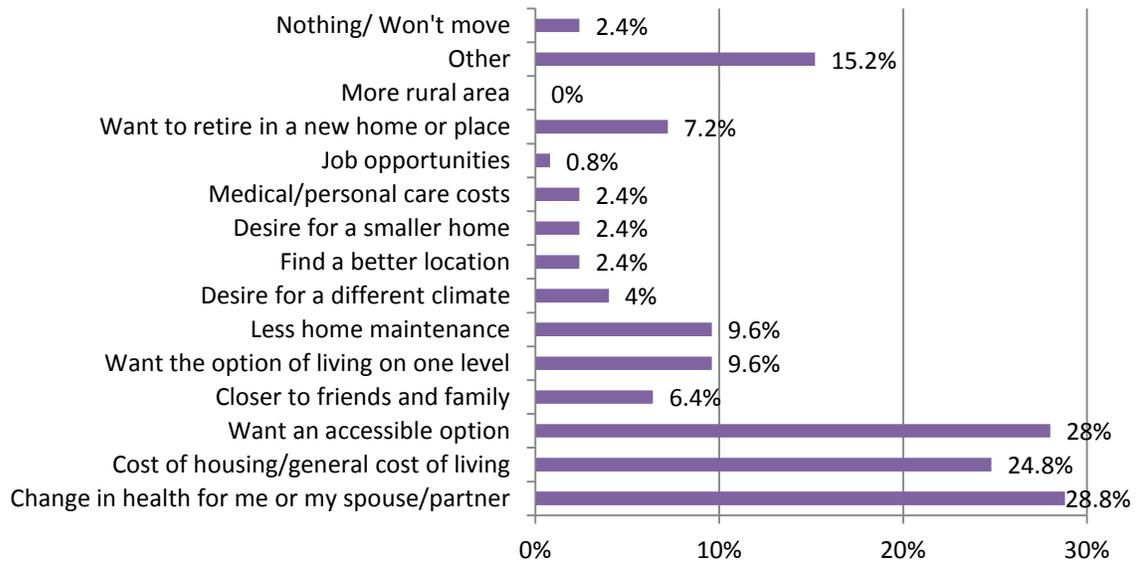
More than four in ten web respondents (45.1%) say they plan to stay in their current home **at least 10 more years**. Isolating responses from renters, it is clear that they have drastically different expectations. **22.2% of renters** aged 55+ expect to stay in their current home **up to 1 year**. Further, 38.9% of renters expect to stay in their homes **more than 1 to up to 5 years**.

How many additional years do you expect to stay in your current home?



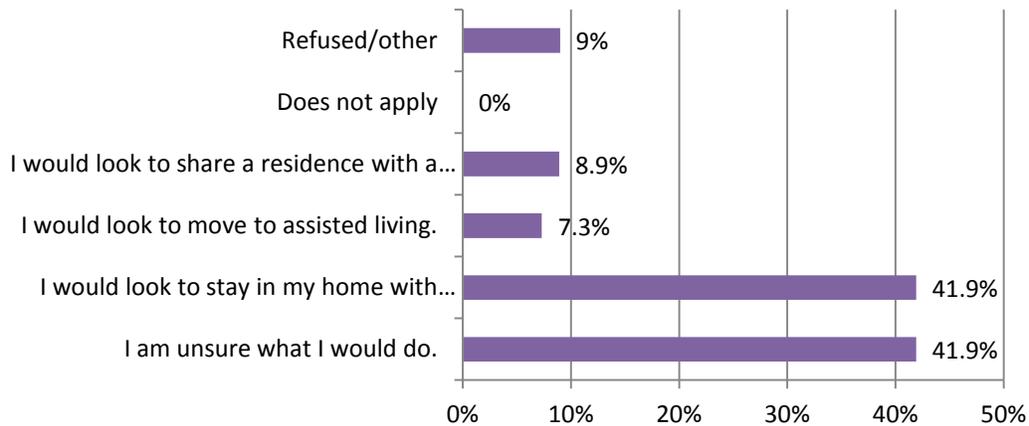
When asked to point out one or two major reasons they might consider moving, “change in health” status for themselves or their spouse/partner was the number one answer (28.8%). The second and third major reasons web respondents would consider a move include “wanting an accessible option” (28%) and “cost of housing/ general cost of living” (24.8%).

What are the one or two major reasons you might consider moving either now or some point in the future?



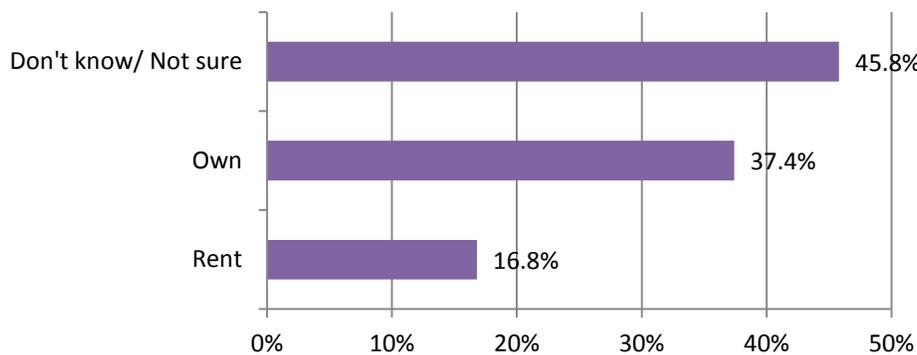
Similar to the phone survey, web respondents expressed uncertainty about what they would do in the event that health issues made independent living impossible (42% phone, 41.9% web). 41.9% respondents say they would look to stay in their home with assistance from family, friends, and/or an agency. Only 7.3% of web respondents would look to move to assisted living.

Which one of the following statements best represents your desire if-for health reasons-you could no longer live independently?



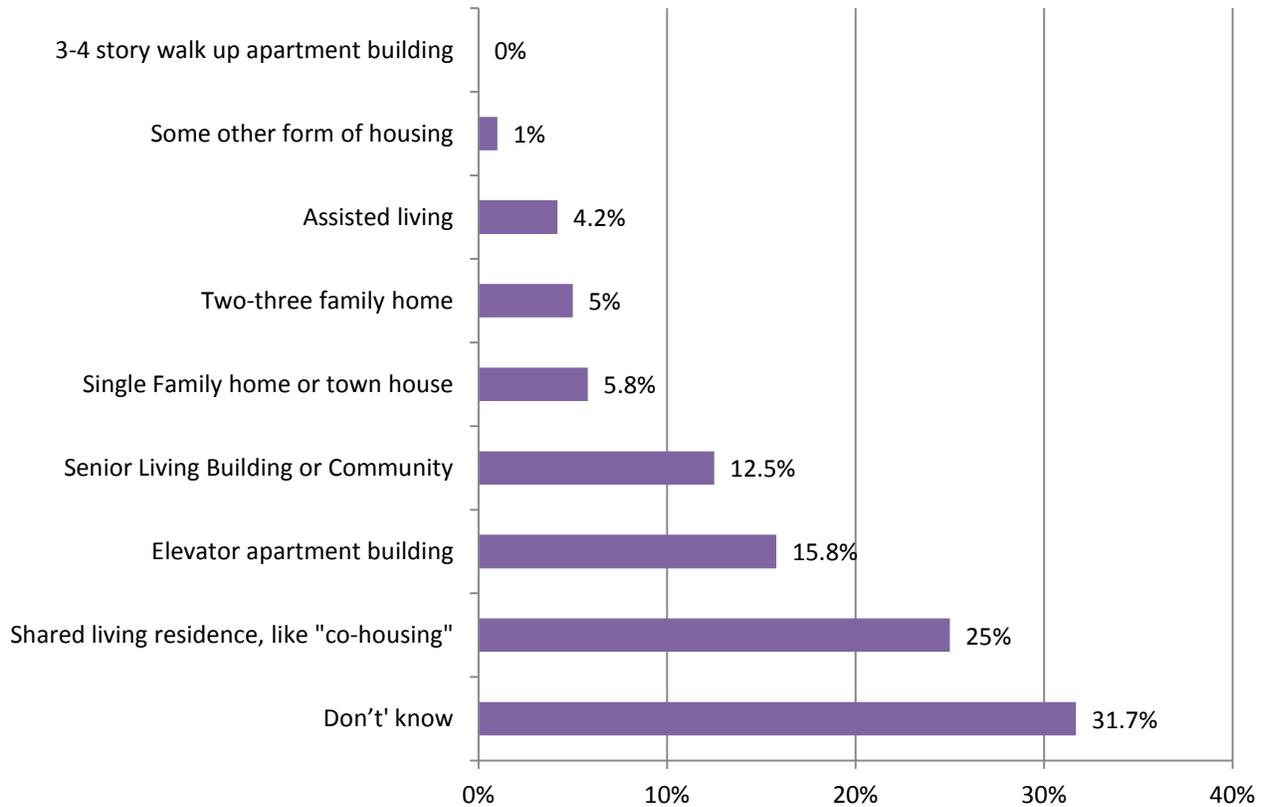
When asked whether they expect to rent or own their next home, the majority of web respondents indicated that they are **not sure** (45.8%). In comparison, only 15% of phone respondents answered that they are not sure about whether they will rent or own. 37.4% of web respondents see ownership in their future.

Do you expect to rent or own your next home?



When asked what type of housing they would consider for their next residence, 31.7% of web respondents say that they do not know. 25% say they would consider a shared living residence, like “co-housing” and 15% would consider an elevator apartment building. Web respondents do not express nearly as much interest in assisted living a single family home/townhouse as phone respondents. [Assisted living: 4.2% web, 26% phone] [Single-family home/townhome: 5.8% web, 27% phone]

What type of housing would you consider for your next residence?

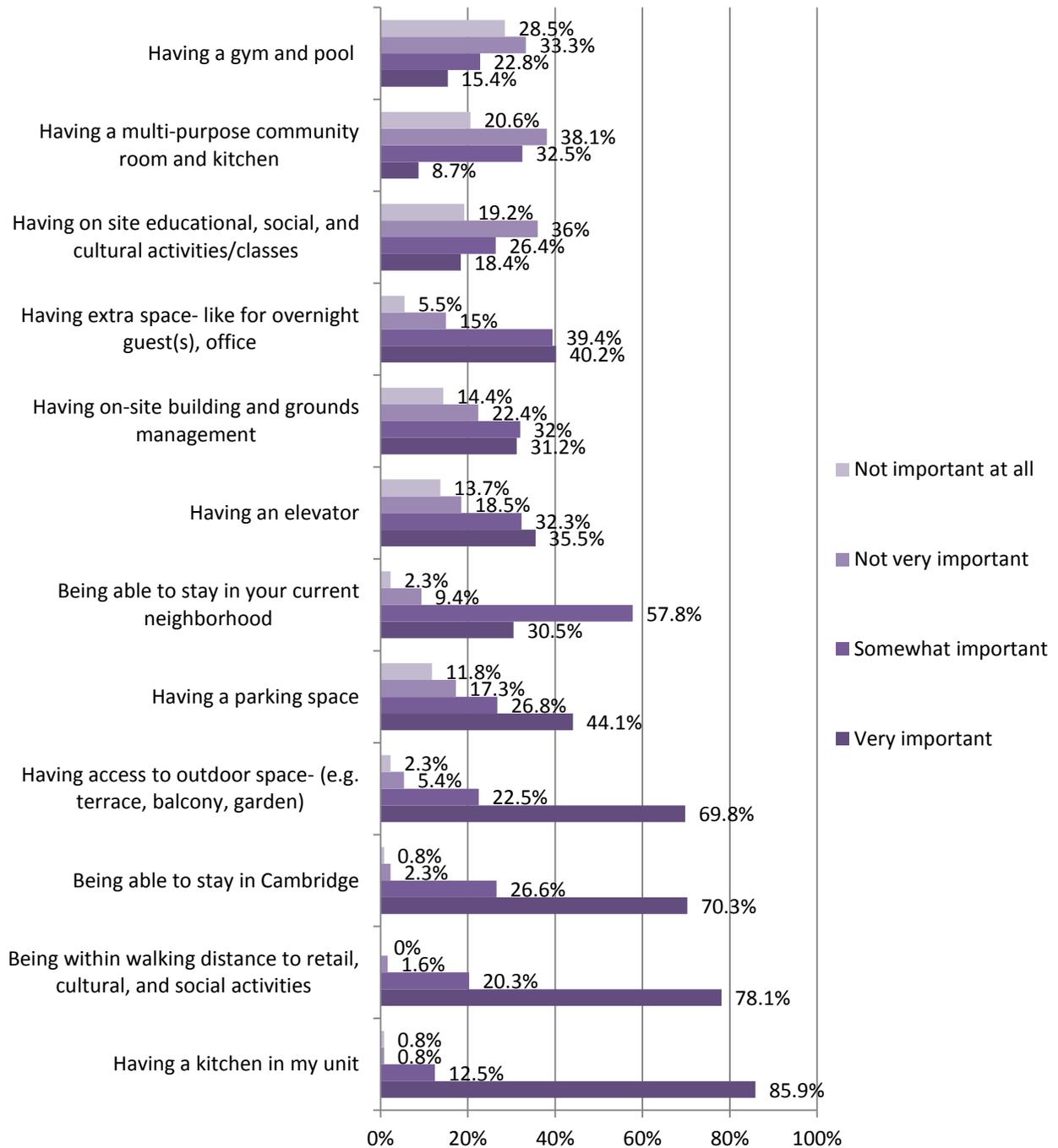


Renters were *about* equally likely to consider a shared living residence (30%), don't know (25%), and a senior living building or community (20%).

The majority of respondents aged 66-70 indicate that they don't know what to consider (39.5%). 28.9% of respondents aged 66-70 say they would consider an elevator apartment building and, 21.1% say they would consider a shared living residence such as “cohousing”.

Similar to the phone survey, web respondents say that when seeking a next place to live “very important” factors include “having a kitchen in my unit” (85.9%); “being in walking distance to retail, cultural, and social activities” (78.1%); “being able to stay in Cambridge” (70.3%); and “having access to outdoor space- e.g. terrace, balcony, garden” (69.8%).

Figure 3 Importance of factors that might apply if you were seeking a next place to live



In comparison to phone respondents, web respondents show a higher percentage of being “very likely” and “somewhat likely” to consider having their own private unit that is part of a complex, which also provides shared community resources, such as a large kitchen, multi-purpose common room, and outdoor space (“very likely”: 34.6% web, 25% phone) (“somewhat likely”: 40.2% web, 29% phone).

Further, a higher percentage of web respondents indicated that they were “somewhat likely” to consider sharing an apartment or house with others e.g. having their own private bedroom, with shared kitchen and common areas, bathroom may be private or shared (“somewhat likely”: 27.3% web, 17% phone).

Figure 4 Likelihood to consider shared housing options

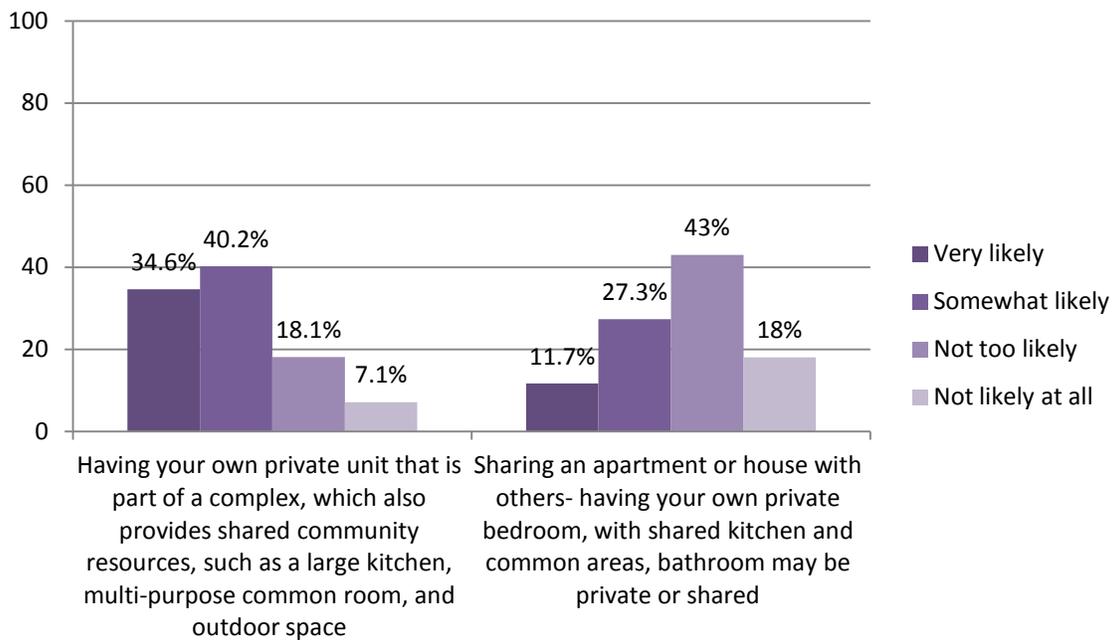
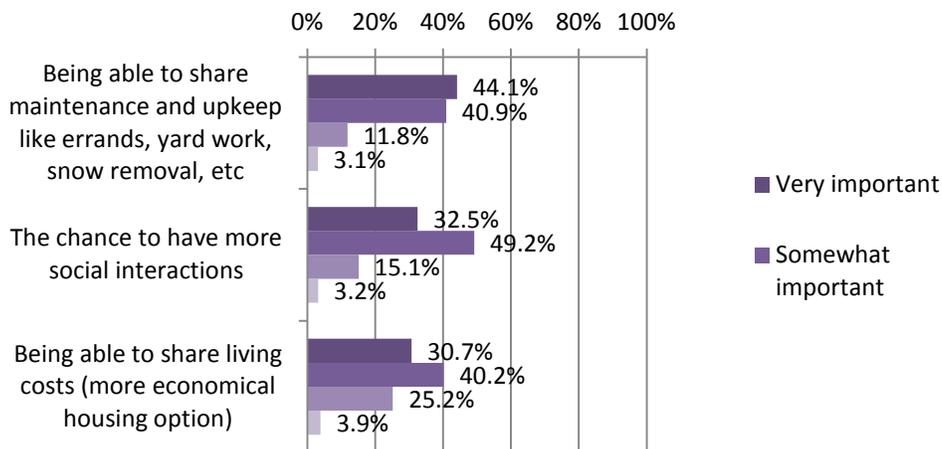
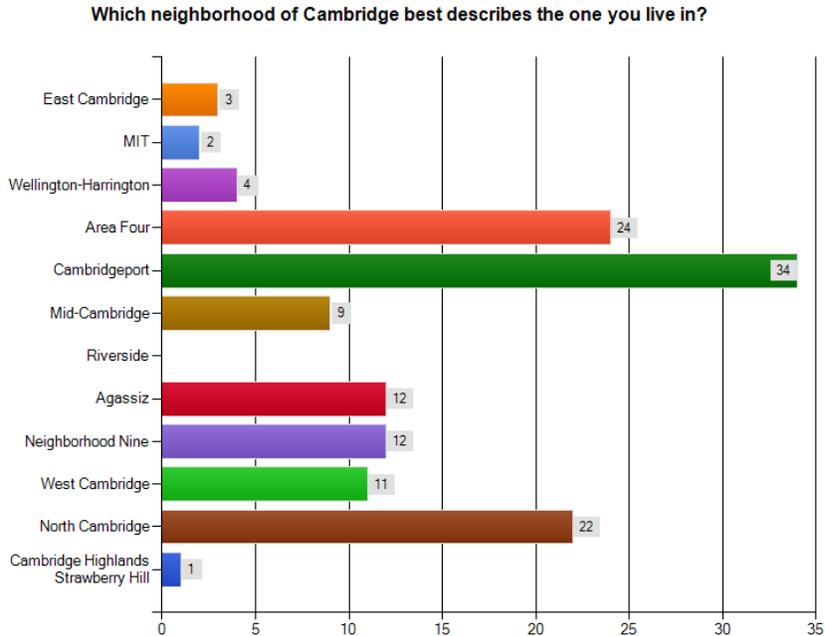


Figure 5 Importance of shared living considerations



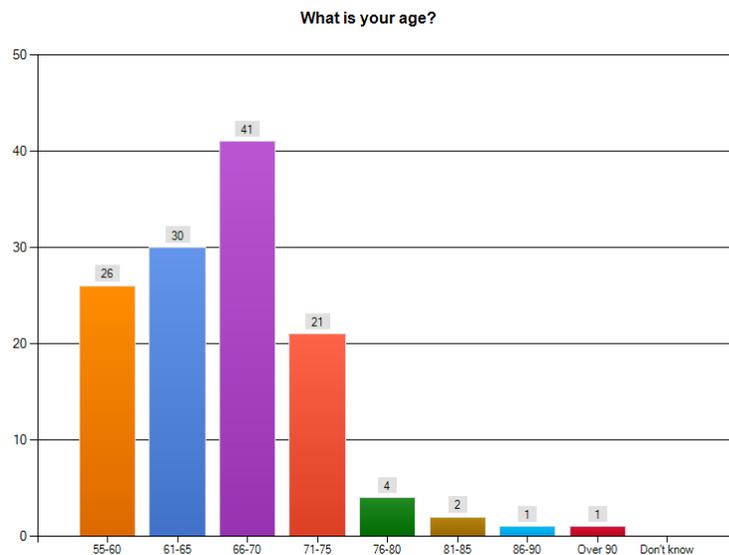
APPENDIX: Web Survey Demographics

The majority of web respondents say they live in Cambridgeport (34 respondents), Area Four (24 respondents) and North Cambridge (22 respondents).



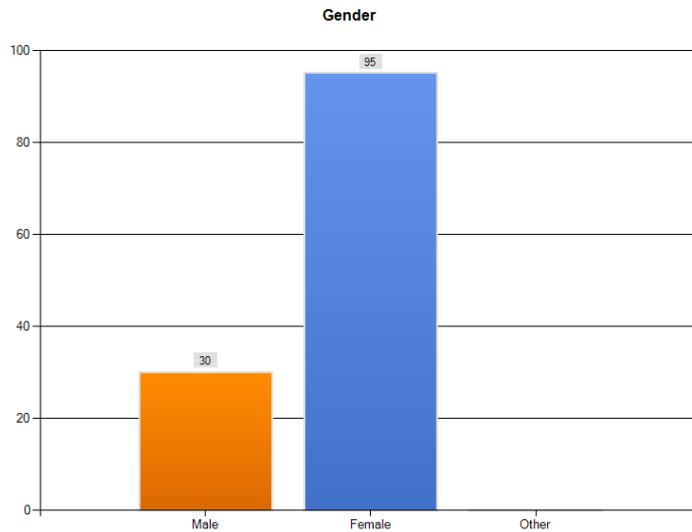
x axis= number of respondents

In comparison to the phone survey, the web survey shows a higher percentage of respondents between the ages of 66-70 years old (32.5% web, 20% phone). However, the web survey has fewer respondents aged 76 and over than the phone survey. Percentage of respondents aged 76 and older: 6.4% web, 26% phone).



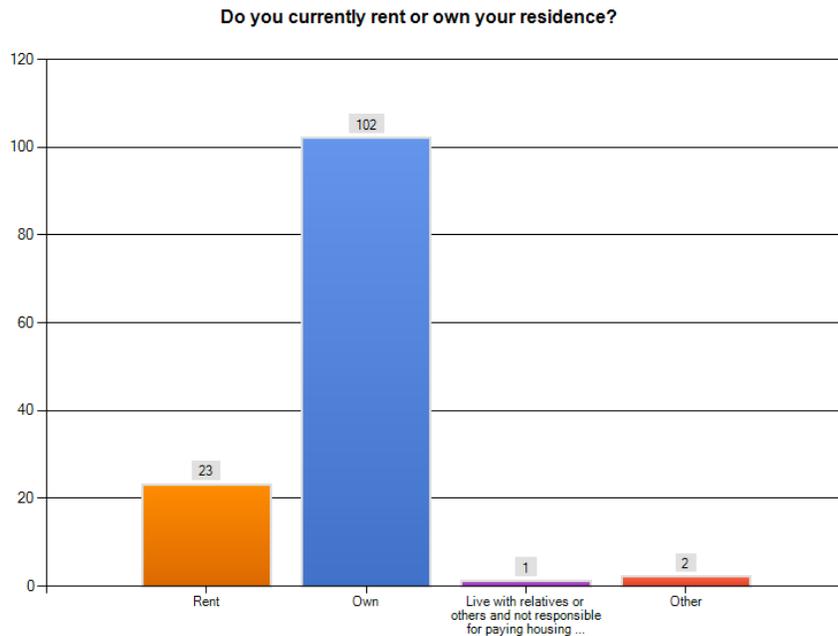
*Y axis= number of respondents

The web survey has a higher percentage of women: three of four respondents are female (76%) in comparison to 51% of female phone survey respondents. In addition, there was less diversity for the web survey. 93.6% of web respondents say they are White/Caucasian.



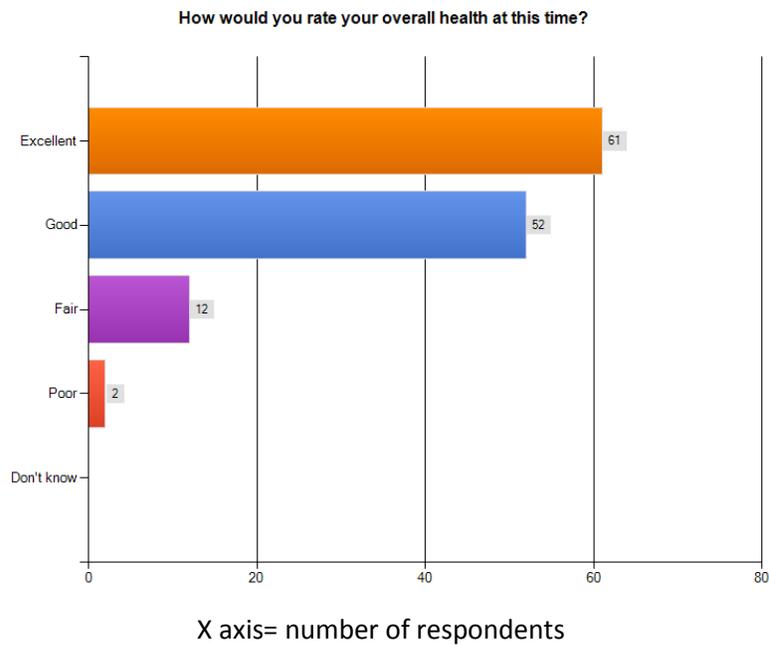
*Y axis= number of respondents

Overwhelmingly, the web survey received more responses from homeowners. Despite that 44% of the total Cambridge 55+ population rents, about eight of ten respondents from the web survey are homeowners (79.7%).



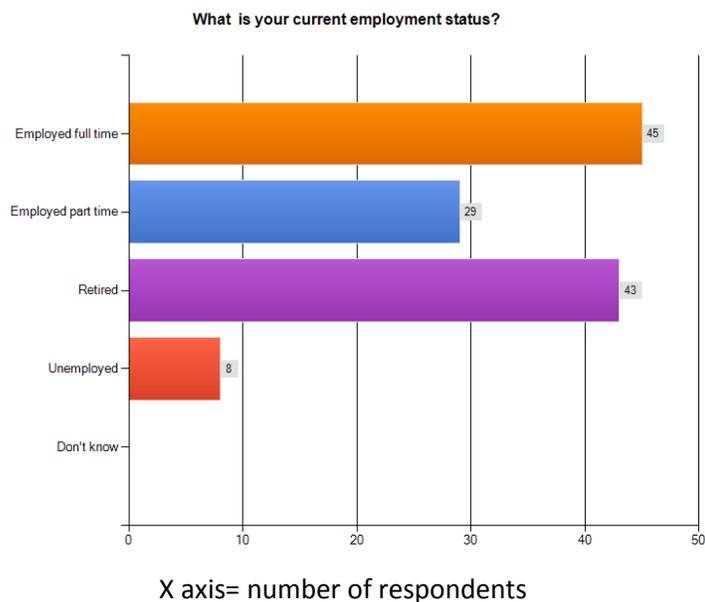
*y axis= number of respondents

The majority of both the web and phone survey respondents would rate their overall health as “excellent” (48% web, 41% phone) or “good” (40.9% web, 42% phone).

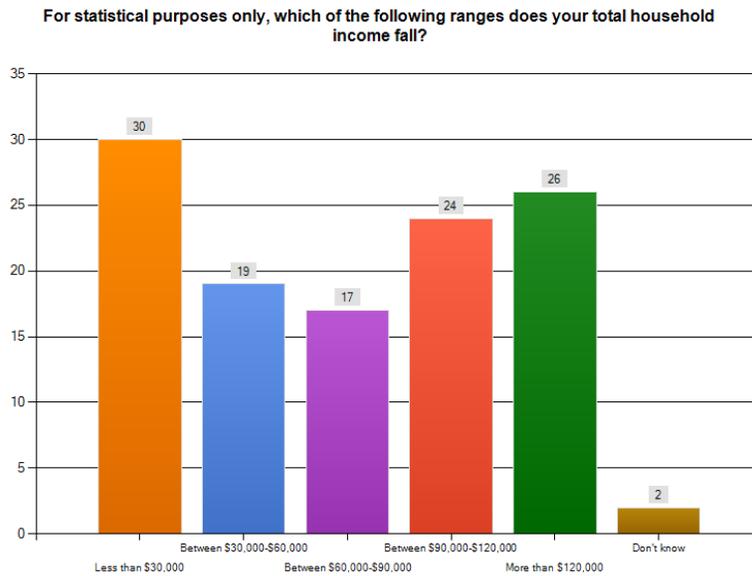


A majority of web respondents are still in the workforce (36% full-time, 23.2% part-time). Those who say they are retired make up 34.4% of the web respondents.

Compared to the phone survey, web respondents have a much higher percentage of being employed both full and part-time (full-time: 36% web, 21% phone) (part-time: 23.2% web, 14% phone). Further the phone survey had a higher percentage of retired persons: (34.4% web, 56% phone).



When asked about annual household income, the majority of web respondents say that they fall in the range of “less than \$30,000” (25.4%). In comparison to the phone survey, the web survey shows a higher percentage of respondents earning “less than \$30,000” (25.4% web, 15% phone). The web survey also shows a higher percentage of respondents earning “between \$90,000-\$120,000” (20.3% web, 11% phone).



Y axis= number of respondents

Ideal Future Living Arrangement

When asked about whether there is anything else they could imagine that would describe their ideal future living arrangement web respondents top the list with “yard, outdoor space, and garden”, “cohousing/coop”, “affordability”, “live alone, on my own, in my own house”, and “shared community space”. Web respondents tended to say more about sharing space, affordability, and autonomy, whereas phone respondents tended to highlight their independence as it relates to their health and housing.

Top 7 Web and Phone responses	Phone	Web
	Yard, outdoor space, garden	Yard, outdoor space, garden
	Housekeeping, maintenance provided	Cohousing, Coop
	Live alone, on my own, in my own house	Affordability
	close to public transportation	Live alone, on my own, in my own house
	Good health	Shared, community space
	Stay in Cambridge	Diverse community/ multi-age
	Affordability	Privacy