2023 Survey Summary

31. Please rate your overall experience with OLLI at UCSC.
   191 responses

- Most members (60.7%) say we exceed expectations; 29.8% say we meet them!

DEMOGRAPHICS

1. How many years have you been a member of OLLI at UCSC?
   191 responses

- More than 57% have been members at least seven years. However, only 19% joined in the past three years.
2. How long have you lived in the Santa Cruz area?
191 responses

- Longtime Santa Cruz residents know us but only 2.1% of our members have lived in Santa Cruz fewer than three years.

4. What is your age?
191 responses

- Only 12% of members are younger than 70 years. We should attract and mentor the next generation of leadership.

5. How did you first hear about OLLI at UCSC?
191 responses

- 63.9% of members heard about OLLI from a friend or acquaintance. We should increase our Outreach efforts.
46% of OLLI members have other UCSC affiliations. Growing OLLI’s reputation within the UCSC community can lead to new members from other organizations: retirees, emeriti, alumni, older students, students’ parents and grandparents, and friends groups.

Nearly 60% of members live in Santa Cruz proper (58.6%); another 14% live in Aptos and 7% in Scotts Valley. Another 21% live in Ben Lomond, Boulder Creek, Brookdale, Capitola, Davenport, Felton, Freedom, Los Gatos, Mount Hermon, Bonny Doon, Soquel, Corralitos, LaSelva Beach, Pajaro, Royal Oaks, Watsonville, or beyond.

**COMMUNICATIONS**

Majority of members prefer digital communications, but 25.7% rely on printed materials.

Almost 47% use Facebook; but 46% rarely or never use social media.
GATHERINGS

More than 75% of OLLI members prefer to meet in person; the main challenges to in-person meeting include parking 34%, traffic 19%, and accessibility 17%. Nearly 75% have made new friends due to participation in OLLI activities.

**Monthly Meetings** during the last academic year were not attended by >40%; nearly 60% prefer in-person meetings.

**Course** attendance averaged ~48% in 2018-2022; most took 1 to 2 courses per year.

**Courses** and **Interest Groups** held weekdays were preferred 10am (66%), 1pm (51%), or 3pm (19%). Preferred days varied with the most unpopular being Friday (18%), Saturday (11%), or Sunday (8%).

WHAT MEMBERS VALUE

- Continued intellectual growth (76%)
- Courses (68%)
- Interest groups (67%)
- Opportunities to meet new people (58%)
- Monthly meetings (46%)
- Network of friends (41%)

BENEFITS MEMBERS WOULD LIKE

- Local one-day excursions (65%)
- Group travel opportunities (47%)
- More social gatherings (39%)
- Activities or events on the UCSC campus (38%)
- Computer technology training (37%)