



Survey Research Laboratory

A Unit of the College of Urban Planning and Public Affairs

ORCHARD DOWNS SURVEY SUMMARY ANALYTICAL REPORT

Prepared by
Linda Owens
Sowmya Anand
Lisa Kelly Wilson

April 2007

CONTENTS

	Page
List of Tables	ii
List of Figures	iii
Introduction and Method	1
Characteristics of Orchard Downs Survey Respondents.....	1
Importance of Specific Housing Unit Characteristics	2
Importance of Nearby Community Facilities	5
Importance of Community Amenities.....	7
Importance of Environmentally Friendly Amenities	9
Willingness to Pay for Facilities and Amenities.....	11
Appeal of OLLI in Orchard Downs Community	13
Opinions on Optimizing Opportunities Offered by OLLI and Orchard Downs	14

TABLES

	Page
Table 1. Demographic Characteristics of Respondents.....	2
Table 2. Importance of Specific Housing Unit Characteristics, by Demographic Characteristics	4
Table 3. Other Housing Features Respondents Would Like to See Offered	5
Table 4. Mean Importance of Select Facilities/Services Within Walking Distance, by Demographic Characteristics	6
Table 5. Other Services/Facilities Respondents Would Like to See Offered	6
Table 6. Mean Importance Rating of Specific Community Amenities, by Demographic Characteristics	8
Table 7. Other Community Amenities Respondents Would Like to See Offered.....	8
Table 8. Mean Importance Rating of Environmentally Friendly Amenities, by Demographic Characteristics	10
Table 9. Other “Green” Amenities Respondents Would Like to See Offered	11
Table 10. Mean Degree of Willingness to Pay More than for Other C-U Communities, by Demographic Characteristics.....	12
Table 11. Other Circumstances Under Which Respondents Would Be Willing to Pay More for Housing at Orchard Downs	12
Table 12. Degree to Which OLLI Presence Enhances Appeal of OD as Future Home, by Demographic Characteristics	14
Table 13. Best Means to Optimize Opportunities Offered by OLLI and Orchard Downs.....	19
Appendix. Survey Questionnaire	

FIGURES

	Page
Figure 1. Importance of Specific Housing Unit Characteristics.....	3
Figure 2. Importance of Select Facilities/Services Within Walking Distance.....	5
Figure 3. Importance of Specific Community Amenities.....	7
Figure 4. Importance of Environmentally Friendly Amenities.....	9
Figure 5. Respondent Willingness to Pay More for Housing of Choice.....	11
Figure 6. Extent to Which OLLI Presence Enhances Appeal of OD as Future Home	13

Survey on the Proposed Plans for Orchard Downs: Summary of Results

Introduction and Method

This report summarizes the results of a survey conducted by Office of the Chancellor to assess opinions on two discrete but related strategic initiatives that the University of Illinois at Urbana-Champaign is undertaking. Illinois is planning a model intergenerational, fully accessible living-learning community of freestanding houses, condominiums, and retirement housing on the 160-acre site at Orchard Downs. In addition, through a grant from the Bernard Osher Foundation, the University plans to build and establish the Osher Lifelong Learning Institute (OLLI), a program to support and extend lifelong learning opportunities for Illinois citizens over age 50. Eventually, OLLI's permanent home and many state-of-the-art facilities will be located in Orchard Downs.

Separate studies were designed to assess opinions on each initiative. Both studies employed a web-based design and sought to gather the opinions of key constituents, including faculty, staff, emeriti, and alumni in the Champaign-Urbana area over the age of 50. The Department of Management Information identified e-mail addresses of all Illinois faculty and staff over the age of 50 and of emeriti over the age of 50 residing in the Champaign-Urbana area, while the Alumni Association identified the addresses of alumni residing in the area. E-mails were sent to these groups by Campus Information Technologies and Educational Services (CITES), inviting them to participate in the survey hosted on www.zoomerang.com. For the Orchard Downs survey, invitations were sent to 3,973 faculty and staff and 754 alumni on November 4, 2006. Reminder e-mails were sent on November 20 to all respondents. Completed questionnaires were received from 570 respondents.

The survey was designed to collect information on several aspects of Orchard Downs. Key questions asked respondents to rate the importance of various features in housing units, the importance of various residential community amenities, and various environment friendly amenities. They stated their willingness to pay more for these features and amenities, and their opinion on the addition of OLLI on the Orchard Downs site. Respondents also answered a few questions about OLLI, summary results for which have been presented in the report on the OLLI survey. SRL assisted in questionnaire development, programmed the web survey instruments, managed the data collection process, and conducted data analyses. This report summarizes the results of the analyses conducted for the survey on the proposed plans for Orchard Downs. The questionnaire that was used to collect data is provided at the end of this document.

Characteristics of Orchard Downs Survey Respondents

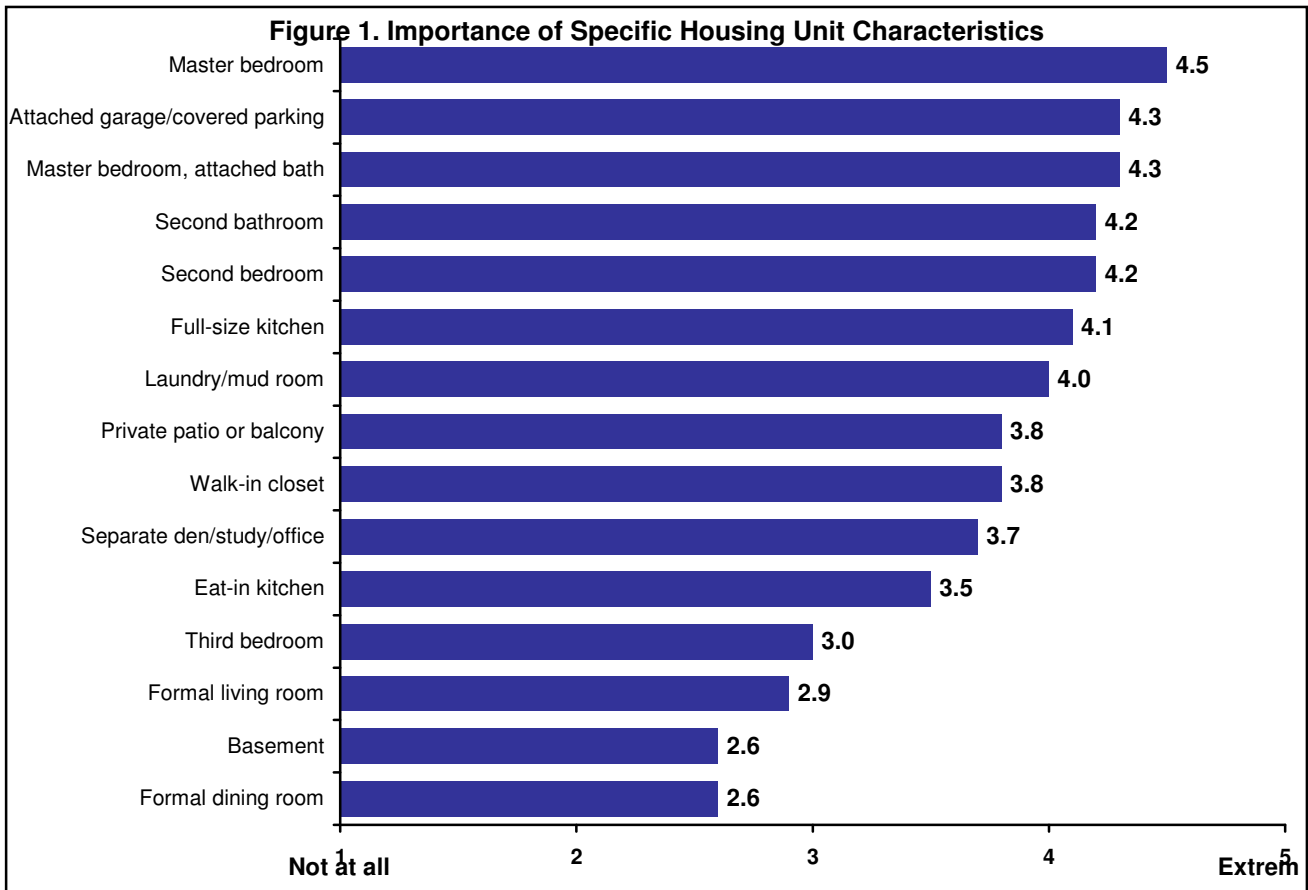
A little over half of the 570 survey respondents were female (53.1%, compared to 46.9% male). While the survey specifically targeted respondents age 50 and older, nine respondents indicated they are under age 50. Among the other 529 respondents, 34.9% are aged 50–54, 30.7% are 50–59, 18.2% are 60–64, and the remaining 14.5% are aged 65 and older. As one would expect, the respondents are highly educated. Of the 556 respondents who answered the education question, the majority (36.5%) has a JD, MD, PhD, or other terminal professional degree and 26.1% have a Master's degree. The annual household income level reported by the sample was also high, with 67.4% reporting incomes of \$70,001 or higher. Most of the respondents are either university staff or academic professionals (30.4% and 25.4%, respectively). Tenured or tenure-track faculty make up the next largest group (16.2%), with alumni, visiting faculty, and emeritus or retired staff accounting for the remaining 28.1%. More than three quarters of the respondents live in Champaign, Urbana, or Savoy. Another 14.8% live in one of the nearby communities that have a ZIP code beginning with 618. The remaining 6.8% provided ZIP codes somewhere outside Champaign County. The vast majority of respondents (88.2%) currently work for pay, and 38.6% do volunteer work regularly. Details are provided in Table 1.

Table 1. Demographic Characteristics of Respondents

CHARACTERISTIC	Percent	CHARACTERISTIC	Percent
Gender (n=550)		Current University Status (n=520)	
Male	46.9%	Tenured/tenure-track faculty	16.2
Female	53.1	Academic professional	25.4
Age (in years, n=538)		Staff	30.4
<50	1.7	Visiting faculty	4.6
50–54	34.9	Emeritus faculty	6.9
55–59	30.7	Retired	6.0
60–64	18.2	Alumnus/Alumna	10.6
65–69	6.7	Area of Residence, by ZIP Code (n=532)	
70–74	3.7	Champaign	42.3
75+	4.1	Urbana	32.7
Highest Level of Education Completed (n=556)		Savoy	3.4
High school diploma or equivalent	11.3	Other 618 ZIP	14.8
2-year college degree (Associate degree)	6.8	Other	6.8
4-year college degree (BA, BS)	19.2	Number of Individuals in Household (n=488)	
Masters degree	26.1	0	0.2
Doctoral degree (e.g., PhD, MD, JD)	36.5	1	17.0
2005 Household Income, All Sources Before Taxes (n=506)		2	55.9
\$30,000 or less	3.8	3	15.2
\$30,001–\$50,000	13.6	4	8.8
\$50,001–\$70,000	15.2	5	1.6
\$70,001–\$100,000	25.1	6 or more	1.2
\$100,001–\$150,000	23.7	Number of Household Members Age 18+ (n=483)	
More than \$150,000	18.6	0	1.9
Currently Working for Pay (n=555)		1	17.0
	88.8	2	67.3
Other Household Members Currently Working for Pay (n=547)		3	11.0
None	39.5	4 or more	2.9
One	48.6	Number of Household Members Under 18 (n=441)	
Two	9.0	0	79.8
Three	2.4	1	12.7
Four	0.5	2	5.9
		3	0.9
		4 or more	0.7
		Do Volunteer Work Regularly (n=542)	
		Yes	38.6
		No	61.4

Importance of Specific Housing Unit Characteristics

The questionnaire contained a question (Question #12) asking respondents how important 15 specific housing unit features are to them. Responses range from not at all important (1) to extremely important (5). In order to rank the features, we computed a mean score for each item (see Figure 1). A higher value indicates the feature is more important. The four most important features (rated as very or extremely important) are a master bedroom (mean=4.5), an attached garage or covered parking structure (4.3), a master bedroom with an attached bathroom (4.3), and a full-sized kitchen (4.1). The least important features are basements (2.6) and formal dining rooms (2.6).



We conducted bivariate analyses to determine whether or not the importance of these top four features overall varied by demographic characteristics of the respondents. These results are presented in Table 2. One pattern that is evident throughout the four most important items (based on ratings given by all respondents) is that the oldest age group has lower mean scores than the other age groups. For instance, a master bedroom, an attached garage, and a second bedroom are significantly more important to younger respondents than to older respondents (see Table 2).

Respondents also were given the option of stating any other specific features they would like to see in the housing units on Orchard Downs (Question #13). These open-ended responses were classified into broad categories, and these categories, along with the number of responses that fit into each, are indicated in Table 3. The top three features spontaneously mentioned by respondents are family room/great room, sun room, and storage space.

Table 2. Importance of Specific Housing Unit Characteristics, by Demographic Characteristics

CHARACTERISTIC	UNIT CHARACTERISTIC			
	Master Bedroom	Master Bedroom with Bath	Attached Garage/ Covered Parking	Second Bedroom
Gender			*	**
Female	4.5	4.3	4.4	4.4
Male	4.4	4.3	4.2	4.1
	<i>n</i> = 539	540	535	537
Age (in years)	*		***	**
<50	4.4	4.8	4.7	4.6
50–54	4.5	4.3	4.4	4.3
55–59	4.5	4.4	4.5	4.3
60–64	4.3	4.1	4.2	4.2
65–69	4.5	4.4	4.3	4.0
70–74	4.0	4.2	4.1	4.0
75+	4.0	4.1	3.3	3.5
	<i>n</i> = 527	528	523	527
Education Level				*
HS diploma/equivalent	4.6	4.4	4.5	4.4
2-year degree	4.2	3.9	4.3	4.1
4-year degree	4.5	4.4	4.4	4.0
Master's degree	4.6	4.3	4.4	4.4
Doctoral degree	4.4	4.2	4.2	4.2
	<i>n</i> = 545	546	541	543
Household Income	*			
\$30,000 or less	3.9	3.6	4.1	4.0
\$30,001–\$50,000	4.4	4.1	4.3	4.1
\$50,001–\$70,000	4.6	4.4	4.4	4.2
\$70,001–\$100,000	4.5	4.3	4.3	4.2
\$100,001–\$150,000	4.5	4.3	4.4	4.3
More than \$150,000	4.5	4.5	4.5	4.3
	<i>n</i> = 495	497	493	495
Currently Working for Pay				
Yes	4.5	4.3	4.4	4.3
No	4.4	4.4	4.2	4.0
	<i>n</i> = 544	545	540	542
Current University Status			*	
Tenure-track/Tenured faculty	4.4	4.1	4.3	4.2
Visiting/Adjunct/Clinical faculty	4.3	4.1	4.0	4.0
Academic professional	4.5	4.4	4.5	4.4
Staff	4.5	4.2	4.4	4.3
Emeritus faculty	4.3	4.2	3.9	4.0
Retired	4.3	4.6	4.3	4.0
Alumnus/Alumna	4.5	4.5	4.6	4.2
	<i>n</i> = 510	511	506	508
Area of Residence, by ZIP Code		*		
Champaign	4.5	4.3	4.4	4.2
Urbana	4.3	4.0	4.2	4.2
Savoy	4.6	4.6	4.5	4.2
Other 618 ZIP	4.6	4.4	4.4	4.4
Other	4.6	4.5	4.2	4.3
	<i>n</i> = 521	522	517	519
Do Volunteer Work Regularly				
Yes	4.4	4.2	4.3	4.2
No	4.5	4.3	4.4	4.3
	<i>n</i> = 532	533	528	530

* $p < .05$, ** $p < .01$, *** $p < .001$.

Importance of Nearby Community Facilities

Similar to housing unit characteristics, respondents were asked to evaluate how important it is to them to have specific facilities within easy walking distance (Question #14). Respondent were asked about 12 specific facilities including grocery stores, florists, and health care offices, among others. The facilities were rated on a scale of 1 to 5, where a value of 1 indicates “not at all important” and a value of 5 indicates “extremely important.” Figure 2 provides the mean values for these items.

Overall, public transportation is the most important facility to have within walking distance. With a mean of 3.9, respondents rated it as very important. Next is a grocery store, which respondents rated as midway between moderately and very important (mean=3.5), followed by a restaurant/café (mean = 3.2).

We conducted bivariate analyses to determine whether or not the importance of these overall top three facilities/services significantly varied by demographic characteristics of the respondents (see Table 4). The importance of public transportation above all other facilities is nearly universal among all respondent background characteristics. The one slight exception is among respondents who live in Savoy, who rate a nearby grocery store as important as nearby public transportation (mean=3.8 for both facilities).

Respondents also were given the option of stating any other specific facilities/services they would like to see offered (Question #15). These open-ended responses were classified into broad categories, and these categories, along with the number of responses that fit into each, are indicated in Table 5. The top three facilities/ services spontaneously mentioned by respondents are exercise facility/gym/health club, a park, and a library.

Table 3. Other Housing Features Respondents Would Like to See Offered

Category	# Mentions
Family room/Great room	40
Sun room	23
Storage space	20
Screened in porch	20
Kitchen dining area/Eat-in kitchen	11
Workshop	8
Fenced in yard	4

Figure 2. Importance of Select Facilities/Services Within Walking Distance

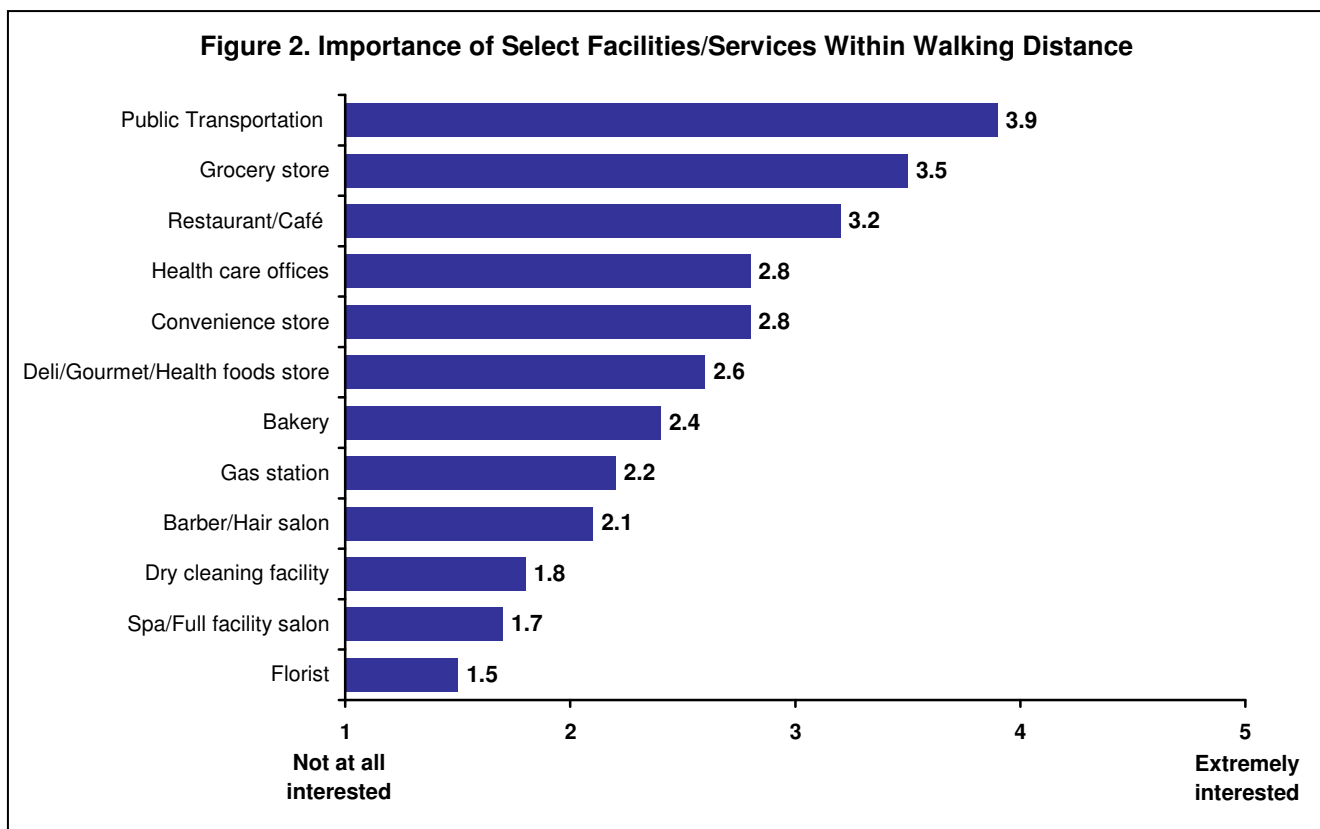


Table 4. Mean Importance of Select Facilities/Services Within Walking Distance, by Demographic Characteristics

CHARACTERISTIC	FACILITY/SERVICE			CHARACTERISTIC	FACILITY/SERVICE		
	Public Transportation	Grocery Store	Restaurant/Café		Public Transportation	Grocery Store	Restaurant/Café
Gender	***	***	**	Currently Working for Pay		*	
Female	4.2	3.7	3.3	Yes	3.9	3.5	3.2
Male	3.7	3.3	3.0	No	4.1	3.2	3.0
<i>n=</i>	<i>540</i>	<i>538</i>	<i>532</i>	<i>n=</i>	<i>544</i>	<i>543</i>	<i>536</i>
Age (in years)		*	*	Current University Status		*	
<50	4.2	3.6	3.8	Tenure-track/Tenured faculty	3.8	3.5	3.1
50–54	4.0	3.7	3.3	Visiting/Adjunct/Clinical faculty	4.0	3.4	3.4
55–59	3.9	3.5	3.2	Academic professional	4.0	3.5	3.3
60–64	3.9	3.3	2.9	Staff	3.9	3.7	3.0
65–69	4.1	3.2	2.8	Emeritus faculty	4.1	3.1	2.7
70–74	3.8	3.2	3.1	Retired	4.0	3.6	3.2
75+	3.9	2.9	3.0	Alumnus/Alumna	3.5	3.2	3.2
<i>n=</i>	<i>528</i>	<i>526</i>	<i>520</i>	<i>n=</i>	<i>510</i>	<i>508</i>	<i>503</i>
Education Level				Area of Residence, by ZIP Code			
HS diploma/equivalent	3.8	3.8	3.2	Champaign	4.0	3.5	3.1
2-year degree	3.9	3.7	3.0	Urbana	4.0	3.4	3.3
4-year degree	3.9	3.5	3.2	Savoy	3.8	3.8	2.9
Master's degree	3.9	3.6	3.3	Other 618 ZIP	3.6	3.5	3.0
Doctoral degree	3.9	3.3	3.1	Other	4.1	3.8	3.5
<i>n=</i>	<i>545</i>	<i>544</i>	<i>537</i>	<i>n=</i>	<i>521</i>	<i>520</i>	<i>513</i>
Household Income		***		Do Volunteer Work Regularly		*	
\$30,000 or less	4.4	4.3	3.0	Yes	4.1	3.3	3.2
\$30,001–\$50,000	4.0	3.7	3.1	No	3.8	3.6	3.2
\$50,001–\$70,000	4.0	3.8	3.1	<i>n=</i>	<i>531</i>	<i>530</i>	<i>523</i>
\$70,001–\$100,000	3.9	3.6	3.2				
\$100,001–\$150,000	4.0	3.3	3.1				
More than \$150,000	3.7	3.2	3.3				
<i>n=</i>	<i>498</i>	<i>495</i>	<i>493</i>				

* $p < .05$, ** $p < .01$, *** $p < .001$.

Table 5. Other Services/Facilities Respondents Would Like to See Offered

Category	# Mentions
Exercise facility/Gym/Health club	43
Park	31
Library	20
Post office/Mailbox	17
Bank	11
Coffee shop	11
Drug store/Pharmacy	9
Church	5

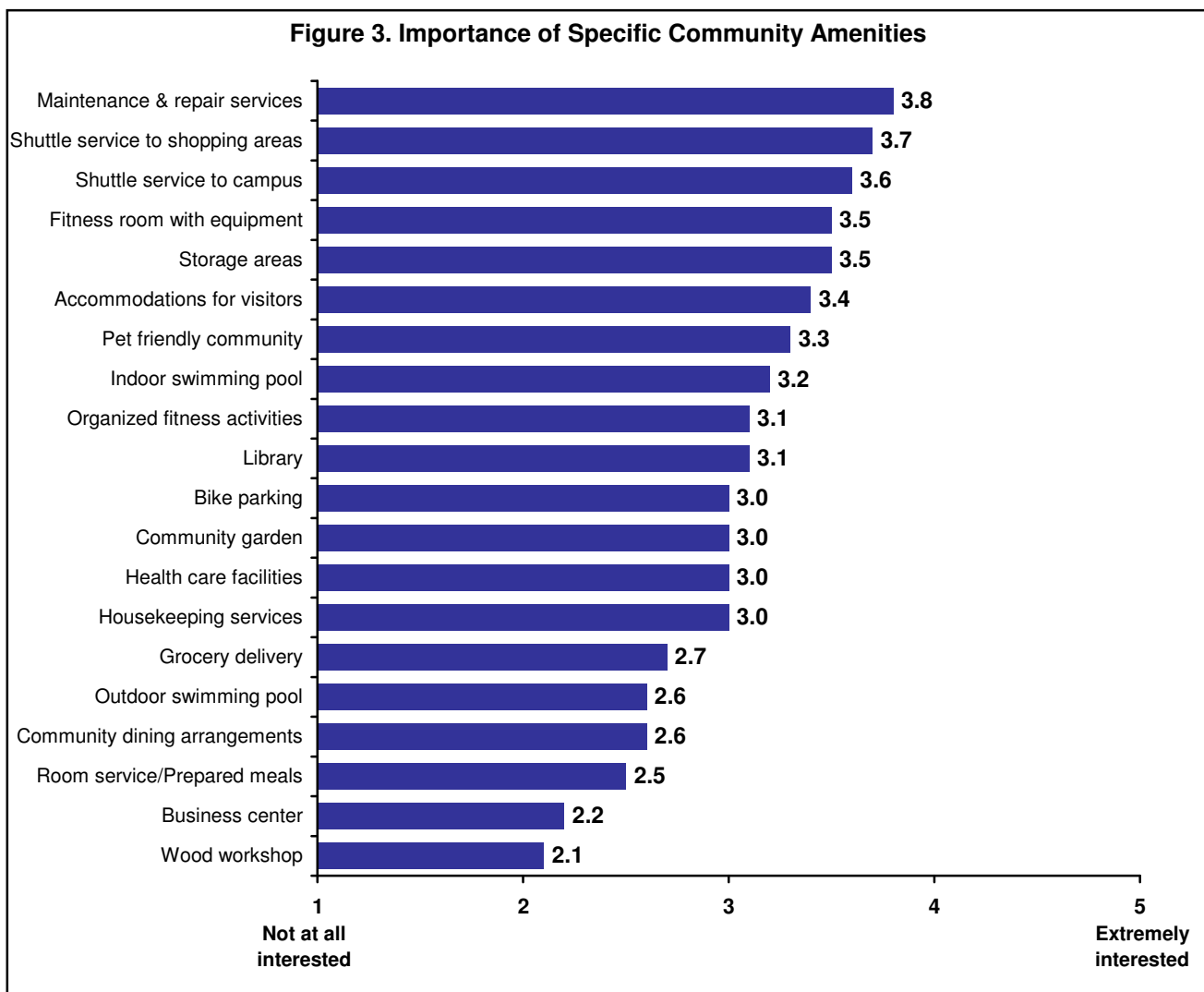
Importance of Community Amenities

In addition to community facilities, respondents were asked to evaluate a list of 20 community amenities (Question #16). The list included a library, grocery delivery, community gardens, shuttle to campus, and pet friendliness, among others. As with facilities, they were rated on a scale of 1 to 5, where a value of 1 indicates “not at all important” and a value of 5 indicates “extremely important.” Frequencies and means are presented in Table 6.

Maintenance and repair services, shuttles to shopping areas, and shuttles to campus elicited the highest mean scores of 3.8, 3.7, and 3.6 respectively (see Figure 3). Although the mean rating for pet-friendly community was 3.3, indicating that on the average it was rated as just a little above “moderately important,” almost a third of the respondents (32.0%) rated pet-friendly community as an “extremely important” amenity. Therefore, we have included this amenity among the top rated ones.

We conducted bivariate analyses to determine whether or not the importance of these overall top four amenities varied by demographic characteristics of the respondents (see Table 6 for details).

While women rated maintenance and repair services as the most important amenity (mean=4.1), men rated shuttle service to campus as the most important (mean=3.5). Among respondents with a two-year college degree, shuttle service to shopping areas is most important (mean=3.8) as it is for staff (mean=3.9),



for Urbana and Savoy residents (mean=3.9 and 3.6, respectively), for respondents living outside the 618 ZIP code area (mean=4.3) and for currently working respondents (mean=3.8). Shuttle to campus is the most important amenity for respondents with a doctoral degree (PhD, MD, JD, DVM), and for tenured or tenure-track faculty (mean=4).

Table 6. Mean Importance Rating of Specific Community Amenities, by Demographic Characteristics

CHARACTERISTIC	AMENITY				CHARACTERISTIC	AMENITY			
	Maintenance & Repair Services	Shuttle Service to Campus	Shuttle Service to Shopping Areas	Pet-Friendly Community		Maintenance & Repair Services	Shuttle Service to Campus	Shuttle Service to Shopping Areas	Pet-Friendly Community
Gender	***	**	***	***	Currently Working for Pay		*		**
Female	4.1	3.8	4.0	3.6	Yes	3.8	3.7	3.8	3.4
Male	3.4	3.5	3.4	2.9	No	3.8	3.3	3.5	2.8
	<i>n= 536</i>	<i>528</i>	<i>526</i>	<i>529</i>		<i>n= 540</i>	<i>532</i>	<i>530</i>	<i>532</i>
Age (in years)					Current University Status		*		***
<50	3.1	4.5	3.8	3.6	Tenure-track/Tenured faculty	3.5	4.0	3.7	2.9
50–54	3.8	3.8	3.8	3.4	Visiting/Adjunct/Clinical faculty	3.9	3.7	3.9	2.9
55–59	3.8	3.6	3.8	3.7	Academic professional	3.8	3.7	3.8	3.7
60–64	3.6	3.6	3.6	3.0	Staff	2.8	2.9	3.6	3.5
65–69	4.1	3.7	3.9	2.7	Emeritus faculty	3.8	3.4	3.5	2.6
70–74	4.0	3.0	3.5	2.3	Retired	3.6	3.2	3.5	2.9
75+	3.7	3.0	3.3	2.6	Alumnus/Alumna	3.7	3.3	3.4	3.0
	<i>n= 524</i>	<i>517</i>	<i>515</i>	<i>519</i>		<i>n= 506</i>	<i>499</i>	<i>497</i>	<i>499</i>
Education Level		*		*	Area of Residence, by ZIP		**	*	
HS diploma/equivalent	3.8	3.3	3.7	3.5	Champaign	3.9	3.6	3.7	3.2
2-year degree	3.8	3.3	3.8	3.4	Urbana	3.8	3.9	3.8	3.3
4-year degree	3.8	3.5	3.8	3.5	Savoy	3.4	3.6	3.6	2.9
Master's degree	4.0	3.8	3.9	3.3	Other 618 ZIP	3.6	3.1	3.5	3.6
Doctoral degree	3.6	3.8	3.6	3.0	Other	4.0	3.5	4.3	3.6
	<i>n= 541</i>	<i>533</i>	<i>532</i>	<i>533</i>		<i>n= 518</i>	<i>511</i>	<i>508</i>	<i>510</i>
Household Income	*		*		Do Volunteer Work Regularly				
\$30,000 or less	4.4	4.3	4.4	3.6	Yes	3.8	3.7	3.8	3.4
\$30,001–\$50,000	3.8	3.3	3.8	3.5	No	3.8	3.6	3.7	3.3
\$50,001–\$70,000	3.8	3.5	3.9	3.5		<i>n= 528</i>	<i>520</i>	<i>519</i>	<i>521</i>
\$70,001–\$100,000	3.7	3.7	3.8	3.1					
\$100,001–\$150,000	4.0	3.8	3.8	3.2					
More than \$150,000	3.5	3.7	3.4	3.3					
	<i>n= 496</i>	<i>487</i>	<i>485</i>	<i>490</i>					

* $p < .05$, ** $p < .01$, *** $p < .001$.

Respondents also were given the option of stating any other specific amenities they would like to see offered (Question #17). These open-ended responses were classified into broad categories, and these categories, along with the number of responses that fit into each, are indicated in Table 7. The top three specific amenities spontaneously mentioned by respondents are parks, common room, and pool/fitness facilities.

Importance of Environmentally Friendly Amenities

In addition to amenities like florists and delis, respondents also were asked about the importance of environmentally friendly or “green” amenities (Question #18). The mean ratings for green amenities are summarized in Figure 4. Overall, walking trails and easily accessible parks were the top two “green” amenities (mean ratings=4.1 and 3.9 respectively, indicating “very important”).

We conducted bivariate analyses to determine whether or not the importance of these top two environmentally friendly amenities varied by demographic characteristics of the respondents (see Table 8 for details).

Women assign more importance to walking trails and men assign greater importance to easily accessible parks (see Table 8). In general, the importance of these two green amenities is lower for the older age group as compared to the younger age groups. Importance of green spaces also varies by education: respondents with master’s degrees rate each amenity more highly than do respondents with other

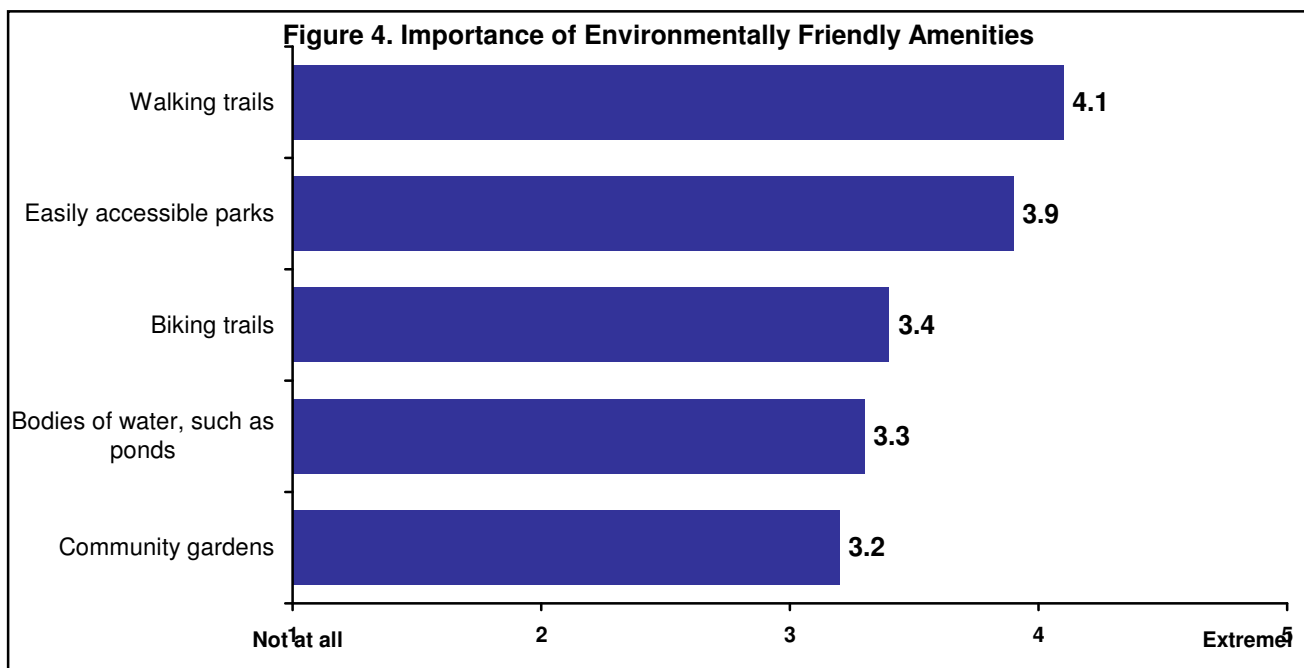


Table 7. Other Community Amenities Respondents Would Like to See Offered

Category	# Mentions
Parks	14
Common room	6
Pool/fitness facilities	6
Community center	4
Place to do craft/other hobby	4
Dog park	2

educational credentials. Residents of Urbana rate easily accessible parks as slightly more important than do residents of Champaign, Savoy, and other areas with the 618 zip code prefix. The importance of the two green amenities does not vary significantly by income or by position in the university system.

Table 8. Mean Importance Rating of Environmentally Friendly Amenities, by Demographic Characteristics

CHARACTERISTIC	AMENITY		CHARACTERISTIC	AMENITY	
	Walking Trails	Easily Accessible Parks		Walking Trails	Easily Accessible Parks
Gender	***	***	Currently Working for Pay		
Female	4.3	3.4	Yes	4.2	4.0
Male	4.0	3.8	No	4.1	3.8
	<i>n</i> = 539	537		<i>n</i> = 544	541
Age (in years)	**	**	Current University Status		
<50	5.0	5.0	Tenure-track/Tenured faculty	4.1	4.0
50–54	4.1	4.0	Visiting/Adjunct/Clinical faculty	4.2	4.1
55–59	4.2	4.0	Academic professional	4.3	4.1
60–64	4.2	3.8	Staff	4.0	3.8
65–69	3.9	3.9	Emeritus faculty	4.2	3.7
70–74	4.2	3.8	Retired	4.1	3.7
75+	3.5	3.1	Alumnus/Alumna	4.1	4.0
	<i>n</i> = 527	526		<i>n</i> = 509	507
Education Level	**	***	Area of Residence, by ZIP Code		**
HS diploma/equivalent	3.8	3.6	Champaign	4.1	3.9
2-year degree	3.9	3.6	Urbana	4.2	4.2
4-year degree	4.2	3.9	Savoy	4.4	3.6
Master’s degree	4.4	4.3	Other 618 ZIP	3.9	3.6
Doctoral degree	4.1	3.9	Other	4.3	4.2
	<i>n</i> = 545	542		<i>n</i> = 523	520
Household Income			Do Volunteer Work Regularly		*
\$30,000 or less	4.3	3.9	Yes	4.2	4.1
\$30,001–\$50,000	3.8	3.6	No	4.1	3.9
\$50,001–\$70,000	4.1	3.9		<i>n</i> = 532	529
\$70,001–\$100,000	4.2	4.0			
\$100,001–\$150,000	4.2	4.0			
More than \$150,000	4.3	4.1			
	<i>n</i> = 497	497			

* $p < .05$, ** $p < .01$, *** $p < .001$.

Respondents were also given the option of stating any other specific “green” amenities they would like to see offered (Question #19). These open-ended responses were classified into broad categories, and these categories, along with the number of responses that fit into each, are indicated in Table 9. The top three environment friendly amenities spontaneously mentioned by respondents are energy efficient/renewable energy features, trees, and recycling facilities.

Willingness to Pay for Facilities and Amenities at Orchard Downs

Respondents to the Orchard Downs and OLLI surveys were asked to rate, on a five-point scale, how willing they would be to pay more to live in a community that had the facilities and features they rated as important (Question #20). Respondents rated themselves as being extremely, very, moderately, slightly, or not at all willing to pay more.

Figure 5 presents the responses combined across the 570 respondents who answered the Orchard Downs survey and the 522 respondents who answered the survey on OLLI. As can be seen in the figure, of the 1092 respondents 17.6% of respondents are very willing or extremely willing to pay more, while 51.9% are not at all or slightly willing. The mean score for this item is 2.40, suggesting that the average respondent falls somewhere between slightly and moderately willing to pay for preferred facilities and features.

As Table 10 shows, willingness to pay more varies by education, income, university status, and region of residence. Highly educated respondents are more willing to pay than respondents with a high school diploma (means=2.6 for Master’s and higher levels vs. 2.1 for Bachelor’s or lower). However, neither mean reaches the level of moderately willing. Similarly, respondents with more income are more willing to pay. Willingness to pay also varies by university status, with visiting/adjunct faculty and emeritus faculty being the most willing to pay (mean=2.7), followed by retired personnel and alumni (mean=2.6). Staff are the least willing to pay (mean=2.1).

Respondents living in Champaign, Urbana and Savoy are slightly more willing to pay than respondents living in other areas with the 618 zip code prefix.

Respondents to the Orchard Downs survey were asked an open-ended question aimed at understanding the conditions under which they would be willing to pay more for Orchard Downs housing (Question #21). Responses were classified into broad categories, and these categories, along with the number of responses that fit into each, are indicated in Table 11. As the table shows, the amenities offered and affordability were the top two circumstances mentioned by respondents.

Table 9. Other “Green” Amenities Respondents Would Like to See Offered

Category	# Mentions
Energy efficient /renewable energy features	24
Trees	18
Recycling	15
Dog park	6
Water	5
Walking area	4

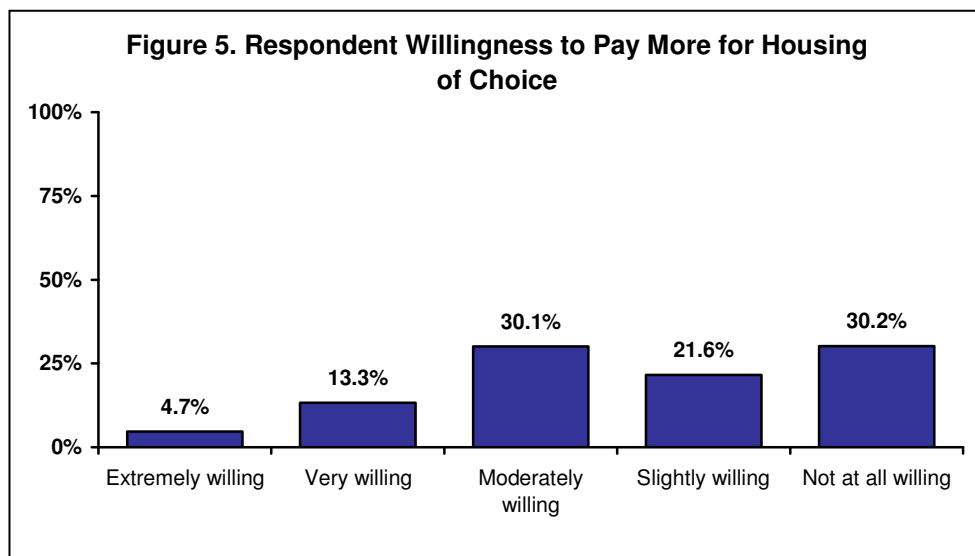


Table 10. Mean Degree of Willingness to Pay More than for Other C-U Communities, by Demographic Characteristics

CHARACTERISTIC	Mean
Gender (n=1,050)	
Male	2.4
Female	2.4
Age (in years, n=1,033)	
<50	2.1
50–54	2.4
55–59	2.4
60–64	2.4
65–69	2.4
70–74	2.5
75+	2.8
Education Level (n=1,061)	***
HS diploma/equivalent	2.1
2-year degree	2.1
4-year degree	2.1
Master's degree	2.6
Doctoral degree	2.6
Household Income (n=975)	***
\$30,000 or less	2.4
\$30,001–\$50,000	2.2
\$50,001–\$70,000	2.2
\$70,001–\$100,000	2.4
\$100,001–\$150,000	2.5
More than \$150,000	2.7
Currently Working for Pay (n=1059)	
Yes	2.4
No	2.6
Current University Status (n=1,010)	***
Tenure-track/Tenured faculty	2.5
Visiting/Adjunct/Clinical faculty	2.7
Academic professional	2.4
Staff	2.1
Emeritus faculty	2.7
Retired	2.6
Alumnus/Alumna	2.6
Area of Residence, by ZIP Code (n=1,016)	*
Champaign	2.4
Urbana	2.5
Savoy	2.6
Other 618 ZIP	2.1
Other	2.4
Do Volunteer Work Regularly (n=1,043)	
Yes	2.5
No	2.4

* $p < .05$, ** $p < .01$, *** $p < .001$.

Table 11. Other Circumstances Under Which Respondents Would Be Willing to Pay More for Housing at Orchard Downs

Category	# Mentions
If unique/other amenities offered	95
If it is affordable	54
If health declines/Getting older/Retirement	22
If diverse population	11
If green features/renewable resources used in construction	10
If it offers maintenance of grounds & structures	10
If there is a change in family circumstances	5

Appeal of OLLI in Orchard Downs Community

Respondents to the Orchard Downs and OLLI surveys were asked to rate the degree to which OLLI enhances the appeal of Orchard Downs as a future home (Question #25). Respondents were given three response options to this – very much, somewhat, and not at all. Figure 6 presents the responses combined across the 570 respondents who answered the Orchard Downs survey and the 522 respondents who answered the survey on OLLI.

In general, respondents feel that OLLI would enhance the appeal of Orchard Downs somewhat. Nearly half (45) of the respondents selected this category. About one-third said it would enhance Orchard Downs very much and 24.1% said not at all.

The degree to which respondents believe OLLI would enhance Orchard Downs varies only by gender and education. More women felt that OLLI would somewhat or very much enhance Orchard Downs (79.5%) as compared to men (71.5%). A higher percentage of respondents with a two-year college degree feel that OLLI would not at all enhance the appeal of Orchard Downs (32.9%) as compared to respondents at other levels of education (see Table 12).

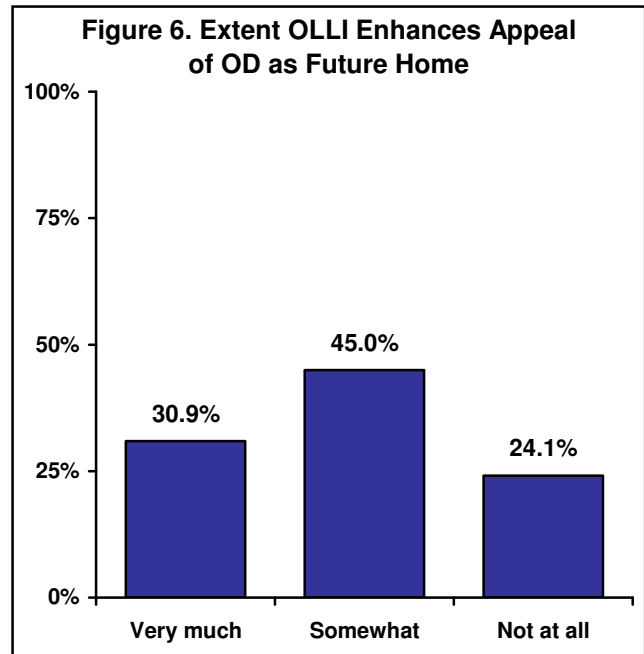


Table 12. Degree to Which OLLI Presence Enhances Appeal of OD as Future Home, by Demographic Characteristics

CHARACTERISTIC	OLLI ENHANCES APPEAL OF OD AS A FUTURE HOME...			CHARACTERISTIC	OLLI ENHANCES APPEAL OF OD AS A FUTURE HOME...		
	Very Much	Somewhat	Not at All		Very Much	Somewhat	Not at All
Gender (n=1048)				Currently Working for Pay (n=1056)			
Male	28.7%	43.8%	27.5%	Yes	30.8	45.7	23.5
	n= 414	215	135		n= 285	423	217
Female	33.2	46.3	20.5	No	32.1	41.2	26.7
	n= 185	258	114		n= 42	54	35
Age (in years, n=1030)				Current University Status (n=1007)			
<50	28.6%	35.7%	35.7%	Tenure-track/Tenured faculty	30.7	44.6	24.7
	n= 4	5	5		n= 51	74	41
50–54	31.9	44.2	23.9	Visiting/Adjunct/Clinical faculty	42.9	46.9	10.2
	n= 115	159	86		n= 21	23	5
55–59	31.8	45.5	22.7	Academic professional	33.3	44.3	22.3
	n= 98	140	70		n= 91	121	61
60–64	30.0	47.4	22.6	Staff	25.7	48.2	26.1
	n= 57	90	43		n= 70	131	71
65–69	38.2	38.2	23.7	Emeritus faculty	33.3	39.4	27.3
	n= 29	29	18		n= 22	26	18
70–74	31.0	45.2	23.8	Retired	33.3	39.4	27.3
	n= 13	19	10		n= 22	18	18
75+	22.5	50.0	27.5	Alumnus/Alumna	30.4	47.0	22.6
	n= 9	20	11		n= 35	54	26
Education Level (n=1057)				Area of Residence, by ZIP Code (n=1012)			
HS diploma/equivalent	23.2	53.5	23.2	Champaign	31.7	46.5	21.9
	n= 23	53	23		n= 139	204	96
2-year degree	30.0	37.1	32.9	Urbana	31.1	43.7	25.1
	n= 21	26	23		n= 104	146	84
4-year degree	25.9	46.8	27.3	Savoy	40.0	48.6	11.4
	n= 56	101	59		n= 14	17	4
Master's degree	36.9	45.8	17.3	Other 618 ZIP	26.4	49.3	24.3
	n= 109	135	51		n= 39	73	36
Doctoral degree	31.3	43.0	25.7	Other	37.5	39.3	23.2
	n= 118	162	97		n= 21	22	13
Household Income (n=971)				Do Volunteer Work Regularly (n=1039)			
\$30,000 or less	34.3	48.6	17.1	Yes	33.3	40.9	25.7
	n= 12	17	6		n= 145	178	112
\$30,001–\$50,000	28.9	43.8	27.3	No	29.3	48.0	22.7
	n= 37	56	35		n= 177	290	137
\$50,001–\$70,000	25.4	47.8	26.9				
	n= 34	64	36				
\$70,001–\$100,000	36.7	44.4	19.0				
	n= 91	110	47				
\$100,001–\$150,000	31.2	41.5	27.4				
	n= 73	97	64				
More than \$150,000	33.3	45.8	20.8				
	n= 64	88	40				

*p<.05.

Opinions on Optimizing Opportunities Offered by OLLI and Orchard Downs

Toward the end of the Orchard Downs and OLLI surveys, respondents were asked the following question (Question #26): “The Orchard Downs and OLLI initiatives are central to achieving UIUC’s mission of excellence. Please share with us your opinions about how best to optimize these opportunities.” Responses to this open-ended question were classified under broad categories and the number of mentions in each category obtained from both surveys was counted (see Table 13).

Table 13. Best Means to Optimize Opportunities Offered by OLLI and Orchard Downs

Category	# Mentions
Encourage diversity of participants/residents; integrate international students	57
Affordability of Orchard Downs housing/OLLI	50
Retain graduate student housing	41
Won't enhance UIUC/not consistent with mission	40
Involve community/Engage community in planning	23
Keep/add green spaces	22
Provide educational facilities	18
Not interested/don't know enough about initiatives	18
General enthusiasm toward initiatives	16
Make the community intergenerational	14
Senior residence facilities	14
Provide holistic environment (health/fitness/green spaces/sustainability)	10
Involve UI retirees (or other local expertise) in education	10
Make OLLI available to everyone, not just OD residents	9
Add to architecture/landscape	8
Advertise/market facilities	7
Integrate UIUC/OLLI	7
Access to public transportation	4

APPENDIX

Survey Questionnaire