

Age-Friendly Oxford
Community Needs Assessment:
Report to the Age-Friendly Oxford
Leadership Advisory Group

April 2019

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TABLE OF CONTENTS

List of Tables.....	i
List of Figures.....	iii
Executive Summary	1
Key Findings for Domains of Livability	1
Background on the Age-Friendly Movement	3
Methodology.....	4
Recruiting Respondents	4
Structure of Mailed Survey	5
Understanding Gaps.....	5
Description of Respondents	8
Expectations about Moving.....	10
Livability Ratings.....	13
Overall Mean Percent Gap Score	13
Findings by Domain.....	14
Housing	14
Transportation & Streets.....	18
Health & Wellness	21
Communications and Community Information	24
Social Participation, Inclusion, & Educational Opportunities.....	27
Job Opportunities.....	31
Outdoor Spaces & Buildings.....	33
Volunteering & Civic Engagement	35
Conclusion	37
Appendix A.....	38
Sample Questions Contributing to Gap Analysis	38
Appendix B.....	39
Additional Demographic Tables.....	39

Appendix C.....	41
Additional tables for Social Participation, Inclusion, & Educational Opportunities	41
Appendix D.....	44
Additional Tables for Communications	44
Endnotes	45

LIST OF TABLES

Table 1. Explanation of a Gap Score.....	7
Table 2. Respondents Residency Characteristics	8
Table 3. Demographic Characteristics of Respondents	9
Table 4. Respondent Ratings of Oxford as a Place to Live as People Age.....	10
Table 5. Importance of Remaining in Oxford.....	11
Table 6. Respondent Likelihood of Moving to a Different Home	11
Table 7. Most Important Areas for Oxford to Address According to Respondents	13
Table 8. Mean Percent Gap Score for Each Domain	14
Table 9. Living Arrangements, Types of Homes, and Home Modification Needs of Respondents	15
Table 10. Respondents Method of Transportation around Oxford	18
Table 11. Respondents Self-Rated Health	21
Table 12. Frequency of Physical Exercise	21
Table 13. Resources Respondents Would Use for Information about Services for Older Adults	24
Table 14. Communication and Community Information.....	26
Table 15. Frequency of Interaction with Family and/or Friends.....	27
Table 16. Location of Continuing Education Classes/Workshops	28
Table 17. Oxford as a Retirement Destination	28
Table 18. Respondents Current Employment Status	31
Table 19. Frequency of Volunteering in the Oxford Area	35
Table 20. Relationships between Caregivers and Care Recipients.....	39
Table 21. People Living in the Same Household.....	39
Table 22. Presence of Chronic Disease/Disability that Restricts Full Participation in Various Activities	40
Table 23. Availability of Health Care Coverage	40
Table 24. Frequency of Shopping and/or Dining Uptown	41
Table 25. Frequency of Shopping and/or Dining in Oxford besides Uptown	41
Table 26. Amount of Shopping Done Online or Outside of Oxford.....	42

Table 27. Selected Reasons for Shopping Outside of Oxford 42

Table 28. Opinions on Accessibility for Oxford’s Shopping and Dining Locations 43

Table 29. Accessibility Limitations of Oxford’s Businesses 43

Table 30. Use of Social Media Platforms 44

LIST OF FIGURES

Figure 1. Sample Timeline and Methodology	5
Figure 2. Factors that Impact the Decision to Move	12
Figure 3. Gap Analysis for Housing Domain Items.....	17
Figure 4. Gap Analysis for Transportation and Streets Domain Items	20
Figure 5. Gap Analysis for Health and Wellness Domain Items	23
Figure 6. Gap Analysis for Social Participation, Inclusion, and Educational Opportunities Domain Items	30
Figure 7. Gap Analysis for Job Opportunities Domain Items.....	32
Figure 8. Gap Analysis for Outdoor Spaces and Buildings Domain Items.....	34
Figure 9. Gap Analysis for Volunteering and Civic Engagement Domain Items.....	36
Figure 10. Example of Importance and Availability Question Format.....	38

EXECUTIVE SUMMARY

In November 2017, Oxford, Ohio formally joined the AARP Network of Age-Friendly States and Communities, a national network committed to the design and implementation of community-level actions to enhanced age-friendliness. After the first formal step of acceptance into the AARP Network of Age-Friendly States and Communities, the second step—community needs assessment—began. The needs assessment focused on eight major domains of livability developed by the World Health Organization (WHO)¹ and utilized by many of the towns, cities, and counties in the AARP Network: transportation, housing, social participation, outdoor spaces, health and wellness, volunteering and civic engagement, employment opportunities, and communication.²

A randomly selected sample of Oxford and Oxford Township residents age 50 and older provided valuable information about elements of an age-friendly community. Their responses allowed us to quantify the extent to which there is alignment between what services and amenities are important and what is available. When gaps between importance and availability were revealed, we distinguished two different kinds of gap: “important, but not available,” and “important, but I’m not sure if Oxford has it.” We assumed that this distinction will be valuable as the leadership advisory group for the Age-Friendly Oxford Initiative begins its deliberations about priorities and possible solutions. Respondents who do not know whether the community has a desired feature may not have had the occasion to need or to seek out that particular amenity, or they may not know where to find the information. Possible responses to these gaps are likely to be significantly different from the potential solutions for gaps that exist because our community lacks an important service or amenity.

KEY FINDINGS FOR DOMAINS OF LIVABILITY

When survey respondents were asked to choose the three most important areas for Oxford to address in its age-friendly planning, **housing** emerged as the top priority. Accessible and affordable homes, and affordable housing dedicated to older adults are significant gaps in Oxford.

Transportation and streets was identified by respondents as the second most important priority area and ranked highly among the domains on which Oxford residents perceive a gap between importance and known availability. High proportions of respondents identified gaps related to accessible, convenient, reliable, and affordable public transportation.

Respondents identified **health and wellness** as the third highest priority for the Oxford community. There is good alignment between importance and availability of some

health and wellness services. For example, health and wellness programming, high-quality hospitals, respectful and helpful hospital/clinic staff, and variety of health care professionals were identified as important and available by more than 70% of survey respondents. On the other hand, information about health and supportive services and the availability and affordability of well-trained home care providers were almost unanimously identified as important, but more than half of survey respondents did not know if these services were available.

Communications and community information was also ranked highly as an area of priority. Due to the structure of the questions in that section of the survey, a gap score could not be calculated. However, respondents' provided insights about the information sources that they currently utilize and the importance of access to various communication channels. Technology and the Internet were frequently mentioned, but respondents also acknowledged that not everyone owns a computer or uses social media.

Social participation, inclusion, and educational opportunities are another important dimension of age-friendly communities. Oxford residents see a strong alignment between the importance and availability of social opportunities such as continuing education, cultural activities, activities for older adults specifically, and activities for people of all ages. Some concerns were expressed about the availability of information about social activities, and the affordability of activities.

A subset of survey respondents (those currently employed or seeking employment) provided their perspective about **job opportunities**. A range of flexible job opportunities, job training, and jobs that are adapted to meet needs of workers with disabilities were all rated as important by more than 80% of respondents. For all three of these items, the majority of respondents did not know if Oxford had these features.

Respondents identified fewer gaps related to Oxford's **outdoor spaces and buildings**. More than half saw no gap between the importance and availability of well-maintained and safe parks, benches in parks, and bike paths.

Having opportunities for **volunteering and civic engagement** was rated as important by a majority of respondents, and there was little gap on the range of volunteer activities available. There was a significant "don't know if we have it" gap on the availability of information about, and transportation to, volunteer opportunities.

The next step in Oxford's journey to status as an age-friendly community will be taken by the Age-Friendly Oxford Leadership Advisory Group as they create an action plan. The findings from this survey will provide a foundation for their efforts to establish priorities, set goals, and decide action steps.

BACKGROUND ON THE AGE-FRIENDLY MOVEMENT

As part of their commitment to the full inclusion of older adults in an increasingly aging world, the World Health Organization (WHO) established the Global Network of Age-Friendly Cities and Communities in 2010.³ AARP became the United States affiliate of this network in April 2012 as the AARP Network of Age-Friendly Communities,⁴ supporting cities and communities in their efforts to become “age-friendly.” The 8 Domains of Livability⁵ framework provides communities with a tool to use in order to assess community needs and to develop a plan to create an environment that is livable and accessible for people of all ages.

Building on grass-roots momentum to enhance the age-friendliness of Oxford that has been growing since 2013, the Oxford VillAGE Network (OVN), an information and advocacy network for older adults and their families living in the Oxford area, partnered with the city of Oxford and Oxford Seniors, Inc. (the local senior center that provides activities and services for individuals 50 years and older living in the Oxford area) to apply for membership in the AARP Network. Oxford was welcomed as the 192nd member of the AARP network in November 2017. Application and acceptance into AARP’s Network was the first step in a five-step process.

The second step was to conduct a community needs assessment to understand issues and priorities in the community; the results of the needs assessment are intended to guide the development of an action plan to identify highest priorities and solutions to address them. The focus of the needs assessment was to understand the perceived gaps between the importance and availability of amenities and services related to The 8 Domains of Livability.⁶

1. Outdoor Spaces and Buildings
2. Transportation
3. Housing
4. Social Participation
5. Respect and Social Inclusion
6. Civic Participation and Employment
7. Communication and Information
8. Community and Health Services

Scripps Gerontology Center joined community partners (OVN, City of Oxford, Oxford Seniors) in the Age-Friendly Oxford Initiative, providing leadership for the needs assessment process. This study was a collaborative effort among Scripps Gerontology Center at Miami University, whose mission is to do work that makes a positive

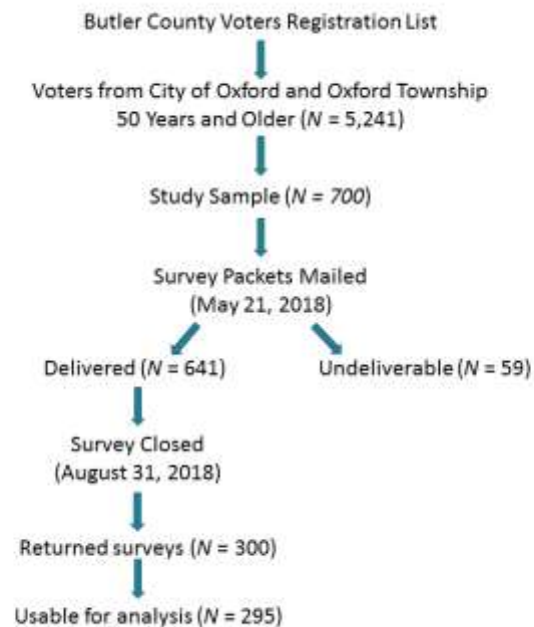
difference in the lives of aging individuals, Oxford Seniors, Inc., members of the OVN, and the Age-Friendly Oxford Initiative Leadership Advisory Group.

METHODOLOGY

The AARP Community Survey Questionnaire⁷ was adapted to address some of the unique characteristics of living in Oxford, particularly since it is a college town. This report focuses on the findings from the random sample survey. In addition to the survey findings, this report highlights selected observations and conclusions from a report developed by a First-Year Research Experience (FYRE) class at Miami University led by Dr. Kate de Medeiros.⁸ The FYRE class conducted qualitative interviews with 20 participants in Oxford and completed an accessibility review of the physical environment. The participants mentioned in the FYRE report included Miami University students, Oxford residents, people who worked in or visited Oxford, and first responders. The combination of qualitative and quantitative findings will give the Age-Friendly Leadership Advisory Group confidence to create their action plan and make effective changes in the Oxford community.

RECRUITING RESPONDENTS

During the summer of 2018, a sample of Oxford area residents was randomly selected from an age-stratified Butler County Voter Registration list. A total of 5,241 Oxford residents (50 years and older) were registered to vote through the Butler County Board of Elections as of December 2017. These registered voters were divided into four age groups (50 - 59, 60 - 69, 70 - 79, and 80 years and older) and 175 residents were randomly selected from each of the four groups for a total of 700 older adults. Assuming a response rate between 40 - 50%, 700 is the starting sample size deemed necessary to achieve an analytical sample size of 300. Figure 1 describes the construction of the final sample.

Figure 1. Sample Timeline and Methodology

STRUCTURE OF MAILED SURVEY

The survey was divided into sections based on the domains of livability and characteristics of living in Oxford. The survey sections included:

1. Housing
2. Outdoor Spaces and Buildings
3. Transportation and Streets
4. Health and Wellness
5. Social Participation, Inclusion, and Educational Opportunities
6. Volunteering and Civic Engagement
7. Job Opportunities
8. Communications
9. Community Information
10. Demographic Information

UNDERSTANDING GAPS

The ultimate goal of the survey was to understand gaps in service provision among each of the domains in Oxford. Two questions were asked to respondents regarding the importance and availability of services in Oxford. The questions were asked in seven

sections of the survey. See Appendix A for an example of the questions as they appeared on the survey. Below are the questions and the response categories:

- How important do you think it is to have in the Oxford area?
 - 1 Not at all important
 - 2
 - 3 Neutral
 - 4
 - 5 Extremely important
- Does the Oxford area have?
 - Yes
 - No
 - Not sure

Gap scores on each item were created by comparing importance and availability questions. Two types of gaps were calculated: a gap due to the unavailability of an important service or amenity, and a gap due to the respondent not knowing if Oxford has a service or amenity they identified as important. Table 1 explains the numerical values assigned to each type of gap.

Table 1. Explanation of a Gap Score	
Gap Score	Meaning
0	Not important OR Important and Oxford already has it
1	Important, but not sure if Oxford has it
2	Important, but Oxford doesn't have it

After calculating the individual gap scores for each item for each respondent, we then created a mean gap score for each domain. The individual mean gap scores were turned into a percentage that shows the average percent of items in a particular domain that were perceived as gaps. The mean gap scores only included the number of questions that a respondent answered, which is also known as non-missing responses. The percentage for the mean gap score was calculated as follows:

$$\left(\frac{\text{Number of non-missing perceived gaps in a domain}}{\text{Number of non-missing items in the domain}} \right) \times 100$$

DESCRIPTION OF RESPONDENTS

This survey collected information from individuals 50 years and older living in the City of Oxford and Oxford Township. The majority of respondents have lived in Oxford for at least five years; almost 70% have lived in the Oxford area for 25 years or more. Nearly all respondents live in Oxford year-round, and reside mostly outside the Mile Square (the mile around the center of the city) but within the city limits. Table 2 provides additional details about the residency characteristics of the survey respondents.

Table 2. Respondents Residency Characteristics	
<i>How long have you lived in the Oxford area?</i>	
Less than 5 years	6.9%
At least 5 years but fewer than 15 years	8.2%
At least 15 years but fewer than 25 years	16.4%
At least 25 years but fewer than 35 years	16.1%
At least 35 years but fewer than 45 years	15.1%
45 years or more	37.3%
<i>Which of the following describes how you reside in Oxford?</i>	
Year round, do not reside anywhere outside of Oxford	92.3%
Seasonally, reside outside of Oxford on a regular basis	7.7%
<i>Where in the Oxford area do you reside?</i>	
Within the Mile Square (mile around center of town)	9.1%
Outside the Mile Square but still within city limits	61.8%
In Oxford Township but outside city limits	28.4%
Other	0.7%

Table 3 provides an overview of the demographic characteristics of the respondents. The average age of respondents was 69.3 years old, ranging from 51 to 99 years old. Slightly less than two-thirds of the respondents were female. The majority of the respondents were married and identified as White. Almost half of the respondents said they have a graduate or professional degree. Compared to Oxford data from the U.S. Census and American Community Survey (ACS), the highly educated population was over-represented in the sample.^{9, 10} Income representativeness was difficult to assess due to 20% of respondents not answering the question about their earnings. Furthermore, there is no income information specific to this age group from the U.S. Census or ACS. The age, gender, and race/ethnicity distribution of the sample were representative. Non-representativeness on education and income may be partly due to the use of a voter registration list which typically underrepresent some demographic categories.

Table 3. Demographic Characteristics of Respondents	
Age	
50 - 59 years old	18.8%
60 - 69 years old	34.5%
70 - 79 years old	31.8%
80+ years old	14.9%
Gender	
Male	37.7%
Female	62.3%
Marital Status	
Married	74.7%
Not married, never married, or divorced	13.4%
Widowed	11.9%
Race/Ethnicity	
White/Caucasian	92.8%
Black/African American	2.5%
Other	4.7%

Highest Level of Education Completed	
High school graduate or less	10.5%
Some post-high school education to 2-year college	15.0%
4-year college degree	19.0%
Post graduate study (no degree)	7.5%
Graduate or professional degree	48.0%
Annual Household Income	
Less than \$50,000	17.6%
\$50,000 - \$99,000	27.8%
\$100,000 or more	32.9%
No response	21.7%

EXPECTATIONS ABOUT MOVING

We asked respondents about their perceptions of growing older in Oxford, and whether or not they had considered moving to another location. The overwhelming majority of respondents (88.2%) rated Oxford a good, very good, or excellent place to live as people age. The majority (77.4%) also reported that it was somewhat or extremely important that they remain in Oxford as they age.

Table 4. Respondent Ratings of Oxford as a Place to Live as People Age	
<i>How would you rate the Oxford area as a place for people to live as they age?</i>	
Excellent	18.0%
Very good	44.0%
Good	26.2%
Fair	9.5%
Poor	2.1%

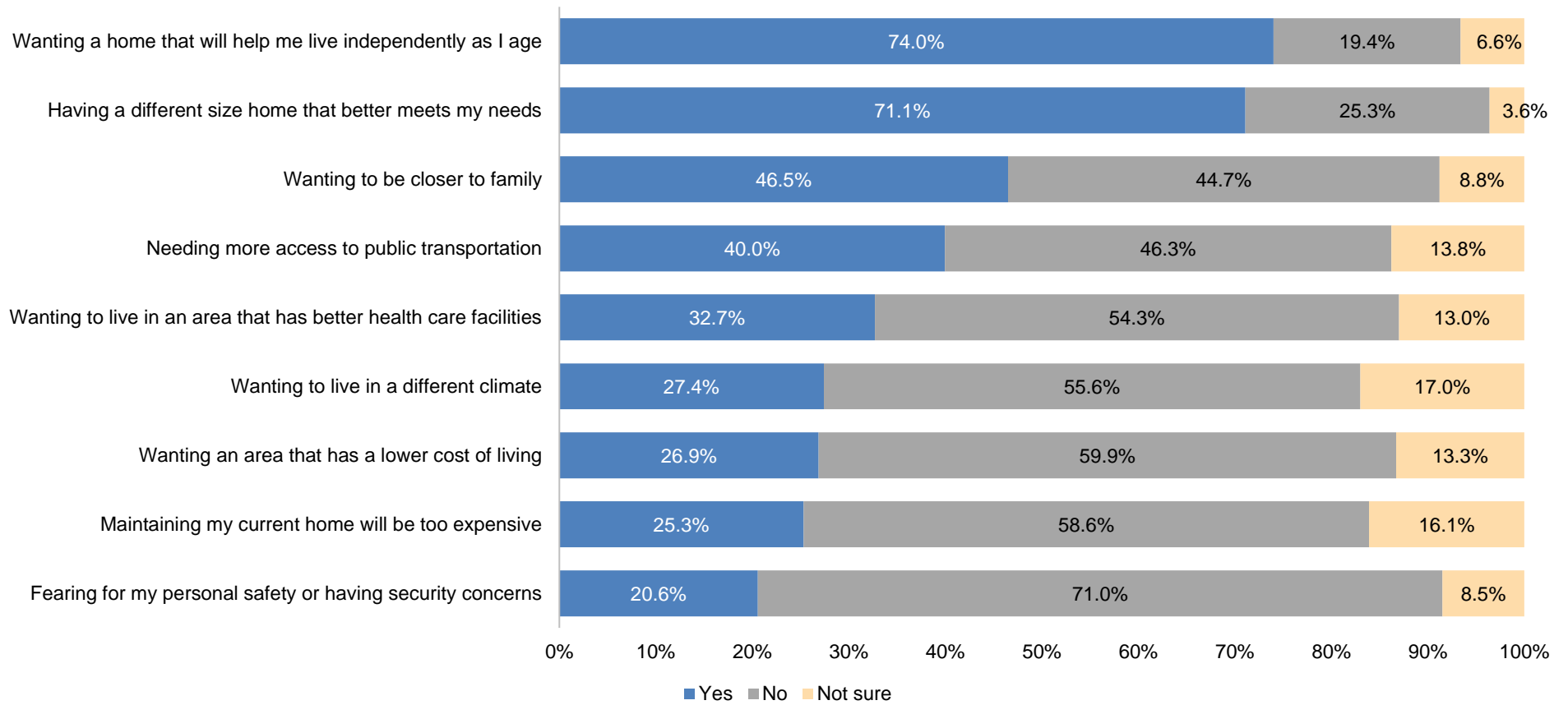
Table 5. Importance of Remaining in Oxford	
<i>How important is it for you to remain in the Oxford area as you age?</i>	
Extremely important	28.9%
Somewhat important	48.5%
Not important	12.0%
Not at all important	7.9%
Not sure	2.8%

Two different questions were asked to respondents to assess the likelihood of moving to a different home either within or outside of the Oxford area. Table 6 shows that about 60% of respondents reported that it is not likely that they will move to a different home within or outside of Oxford.

The top two factors respondents said would impact the decision to move were: (1) wanting a home that will help the respondent live independently as he/she ages, and (2) having a different size home that better meets his/her needs. Generally, the respondents did not fear for their personal safety or have safety concerns, as 71.0% responded that safety is not a factor that would impact their decision to move.

Table 6. Respondent Likelihood of Moving to a Different Home		
Likelihood of Moving to a Different Home	Within Oxford	Outside Oxford
Likely	28.2%	30.2%
Not likely	58.8%	59.8%
Not sure	13.1%	10.0%

Figure 2. Factors that Impact the Decision to Move



LIVABILITY RATINGS

To get a general sense of community opinion about the domains of livability, respondents were asked, “If you could only pick three areas, please check the top three areas that are most important for Oxford to address,” followed by a list of the eight domains. Table 7 presents the respondents’ choices for this question. The three domains most commonly identified as priorities by respondents were Housing (65.0%), Transportation and Streets (55.6%), and Health and Wellness (51.6%).

Table 7. Most Important Areas for Oxford to Address According to Respondents	
Housing	65.0%
Transportation & Streets	55.6%
Health & Wellness	51.6%
Communication	30.3%
Social Participation, Inclusion, & Educational Opportunities	27.4%
Job Opportunities	17.0%
Outdoor Spaces & Buildings	14.4%
Volunteering & Civic Engagement Opportunities	12.3%
Other	10.8%

OVERALL MEAN PERCENT GAP SCORE

Table 8 presents the mean percent gap score of seven domains to provide a comparative sense of the needs identified by the community. As noted in the methodology section, the mean percent gap score provides the average percentage of items within a domain that are perceived as gaps. Job Opportunities is unique in this comparison of domains because only those employed or looking for work were asked to respond to the gap analysis questions. Communications and Community Information was among the top four items Oxford should address according to respondents; however a gap score could not be calculated due to the structure of the questions asked in that section.

Table 8. Mean Percent Gap Score for Each Domain		
Domain (# of survey items related to the domain)	N	Mean Percent
Job Opportunities (3)	112	81.3%
Volunteering & Civic Engagement (5)	272	57.3%
Transportation & Streets (14)	286	50.6%
Housing (6)	290	47.7%
Health & Wellness (15)	283	46.2%
Outdoor Spaces & Buildings (7)	286	43.5%
Social Participation, Inclusion, & Educational Opportunities (10)	283	28.7%

FINDINGS BY DOMAIN

The prioritization and overall gap scores for each domain provide a useful starting point for the community action plan. The following analysis of specific features within each domain adds depth to that overview.

HOUSING

When respondents were asked to select three domains Oxford should address, housing was the most frequent answer. Table 9 describes respondent living arrangements, types of homes, and whether they anticipate that home modifications will be necessary in order to remain in their home as they age. The majority of survey respondents own their homes and live in a single family style home. A good proportion of people do not anticipate needing to make modifications to their home as they age, while 35% anticipate that they will need to make minor modifications.

Table 9. Living Arrangements, Types of Homes, and Home Modification Needs of Respondents

<i>Do you own, rent, or have some other type of living arrangement for your home in the Oxford area?</i>	
Own	89.0%
Rent	6.5%
Other	4.5%
<i>What type of home is your home in the Oxford area?</i>	
Single family home	87.1%
Other	12.9%
<i>Do you think you will need to make modifications to your home so you can stay there as you age?</i>	
Yes, major modifications	5.5%
Yes, minor modifications	35.2%
No	41.0%
Not sure	18.3%

Note. “Other” types of homes include: mobile home, townhome/duplex, apartment, and condominium/co-op.

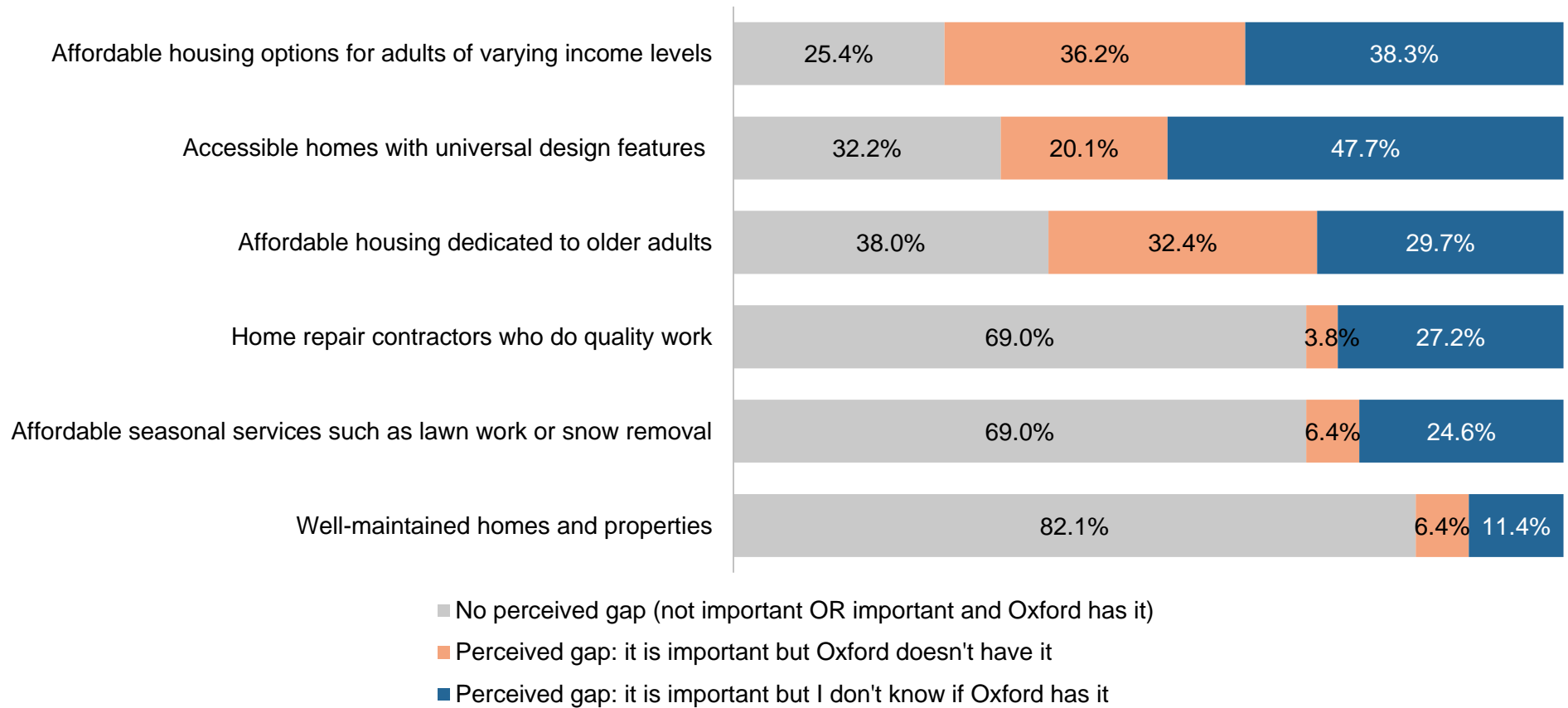
Figure 3 provides the information on each item gap in the housing domain. More than 60% of respondents saw a gap regarding affordable and accessible housing, but the type of gap varied. For example, 32% of respondents said that affordable housing dedicated to older adults was important but Oxford doesn’t have it, while 48% of respondents said that accessible homes with universal design features are important but they’re not sure if Oxford has them.

At the end of each section, respondents were invited to include anything else they found important about housing. There were 35 respondents who choose to answer this question. The most prominent themes in the open-ended responses from the housing domain were affordability, need for specialized housing for older adults, and an overabundance of student rentals. The theme of affordability included concerns about

renting and buying properties as well as taxes being too high. This theme was reiterated in the FYRE class report.

The next theme, lack of specialized housing for older adults, goes hand-in-hand with the final theme of perceived overabundance of student rentals. Comments from survey respondents showed that older adults feel they don't have any reasonably priced, well-kept, non-student rental properties in which to reside. One respondent shared, *"Too many homes turned into student rentals...[We] want quiet, low traffic and considerate, respectful neighbors."* Specialized housing for older adults, also echoed in the FYRE report, would allow for easier community interaction. Survey respondents stated it would be important for this housing to be located near shopping and doctors. A few respondents commented about not being able to live in the Mile Square, near most shopping and dining. This concern was related to mobility impairments, such as not being able to drive, and a lack of adequate public transportation for older adults.

Figure 3. Gap Analysis for Housing Domain Items



TRANSPORTATION & STREETS

To provide context for the information about Oxford's age-friendliness on transportation, it is useful to know that most survey respondents drive themselves around Oxford, and a high percentage walk (see Table 10).

Transportation was the second domain most frequently chosen by respondents as a top priority and had one of the highest average gap scores, with lack of alignment between importance and known availability for 50% of the specific transportation services or amenities. Figure 3 shows the gaps on each transportation item. More than 70% of respondents saw a gap on three items related to transportation, but the type of the gap varied. For example, nearly 40% of respondents said that accessible and convenient public transportation was important but Oxford doesn't have it, while 47% of respondents said that reliable public transportation is important but they're not sure if Oxford has it (see Figure 3).

Table 10. Respondents Method of Transportation around Oxford	
Types of Transportation	Yes (%)
Drive myself	95.1
Walk	64.3
Have others drive me	25.8
Ride a bike	22.2
Use a special transportation service	8.9
Take a taxi/cab	3.5
Use public transportation	2.0
Use Uber or Lyft	1.6

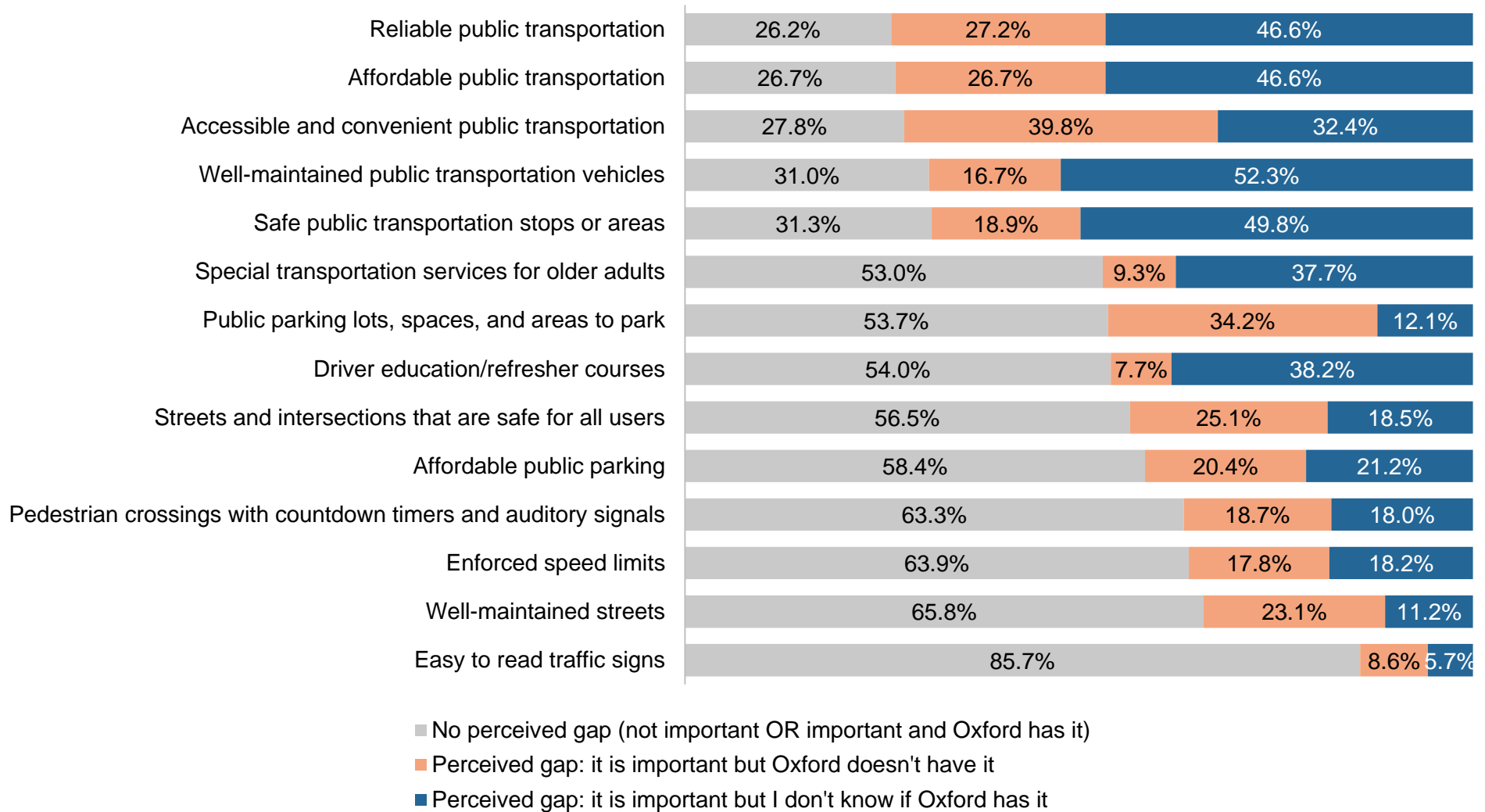
Note. Respondents could check all that apply.

At the end of each section, respondents were invited to include anything else they found important about transportation. There were 53 respondents who chose to answer this question. The most prominent themes included issues with pedestrians, general safety concerns, street surfaces, public transportation, parking, and accessibility. Pedestrian issues were commonly mentioned concerns. One respondent noted, "*Students behave as if cars don't exist.*"

Another concern was with general safety issues, which included lighting (having well-lit intersections and neighborhoods), longer crosswalk times and clearly marked crosswalks, trimming trees around road signs, and comments on poor design/walkability of commercial areas. Other comments addressed potholes not being taken care of, and lack of public transportation to places outside of Oxford. One respondent noted *“Need public transport to Cincinnati, train services too and train stops in town to bigger cities.”*

Parking concerns revolved around not enough parking and not enough accessible parking. Accessibility was also mentioned in regard to transportation for people with disabilities. One respondent noted, *“Not having handicapped accessible transportation after 3 pm on weekdays and not at all on weekends makes me feel trapped and unable to be a real part of Oxford.”* Some suggestions from these responses included having automatic countdown timers for all crosswalks and incentivizing public transportation over cars.

Figure 4. Gap Analysis for Transportation and Streets Domain Items



HEALTH & WELLNESS

Health and Wellness was the third domain most frequently chosen by respondents as a top priority for Oxford to address. Overall, the respondents rated their health as good, very good, or excellent (see Table 11) and reported that they frequently engage in physical exercise (see Table 12).

Table 11. Respondents Self-Rated Health

<i>In general, when compared to most people your age, how would you rate your health?</i>	
Excellent	27.5%
Very good	46.1%
Good	17.9%
Fair/poor	8.6%

Table 12. Frequency of Physical Exercise

<i>How often do you engage in some form of physical exercise (such as walking, biking, yoga, etc.)?</i>	
Everyday	38.5%
Several times a week, but not everyday	43.1%
About once a week	9.7%
Less than once a week but more than never	4.1%
Never	4.5%

More than 70% of respondents identified a gap in affordable, high-quality home care, and the gaps were due to respondents' uncertainty of whether Oxford has a service. For example, nearly 77% of respondents said that affordable home health care providers are important but they weren't sure if Oxford has them (see Figure 5).

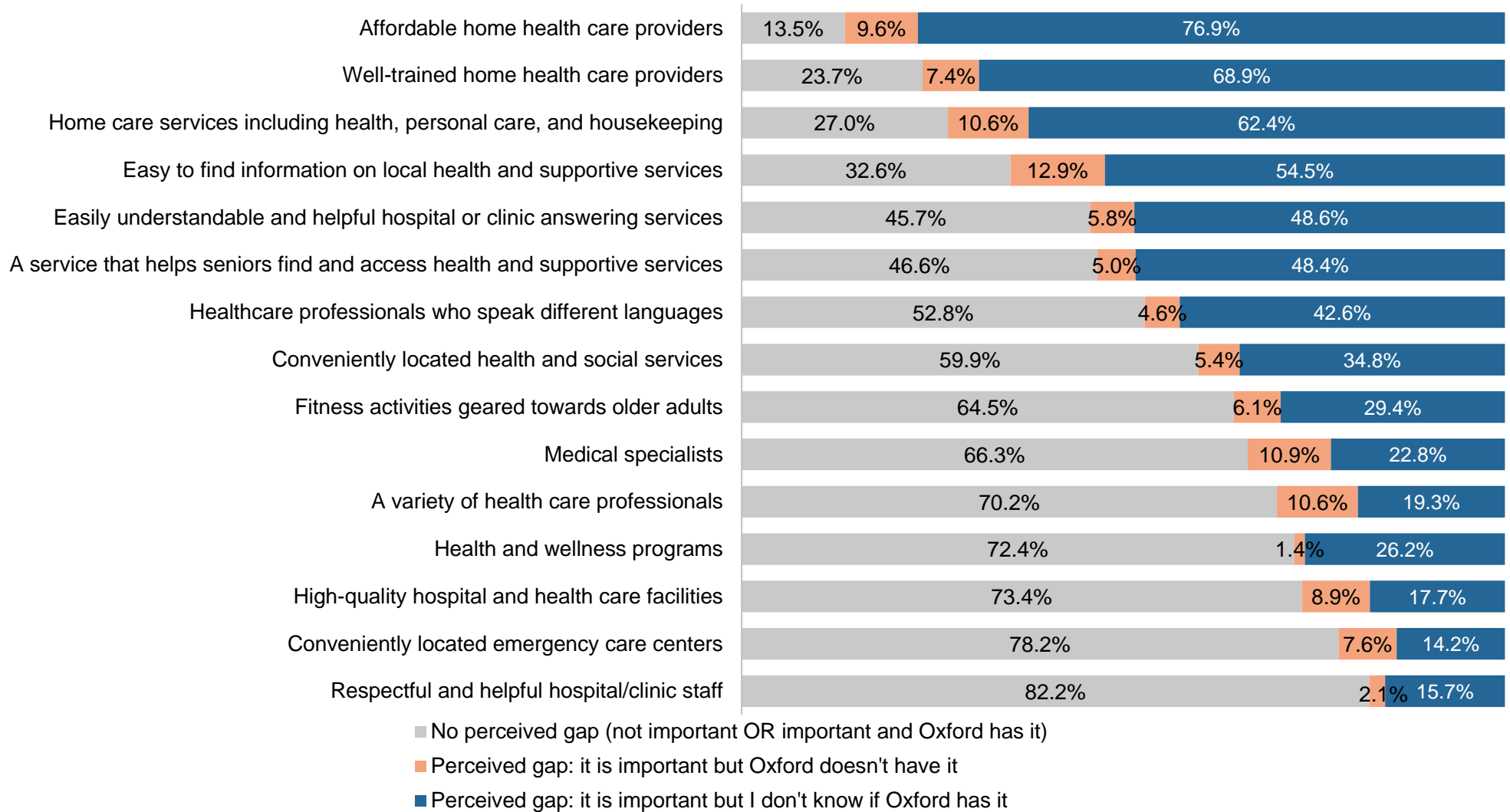
Respondents were invited to comment about anything else they found to be important about health and wellness. There were 38 respondents who choose to answer this

question. The most prominent theme was a need for better health and home care services, which included wanting more options than are currently available. Comments included a shortage of home health care workers, limited availability of medical specialists, and the need for more providers who accept Medicaid and Medicare, especially with regard to mental health services. Several respondents mentioned they travel to Cincinnati for physician appointments and that finding transportation is difficult. The need for specialists in Oxford and mixed reviews about quality of care were also described in the FYRE class report.

Another theme from the survey respondents was affordable health services and fitness programs. One respondent commented, "*The city has fitness activities, but [I] can't afford them.*" A few respondents were concerned with having a larger range of options for fitness activities, such as different days and times for individuals who are still working.

Finally, respondents were concerned with healthcare employees' ability to understand and work with older adults. Individuals interviewed for the FYRE report spoke about the need for a geriatrician in Oxford who understands the specific concerns and needs of older adults.

Figure 5. Gap Analysis for Health and Wellness Domain Items



COMMUNICATIONS AND COMMUNITY INFORMATION

Gathering community information and communication was also a frequently selected domain that respondents thought was important for the Oxford area to address. The most common ways respondents reported gathering information about the Oxford community is through word of mouth (82.1%), newspapers (50.2%), Facebook (24.9%), faith-based organizations (24.7%), and Oxford Seniors (22.5%). Because a variety of information is shared online, it was also important to understand how often the respondents use the Internet. About 80% of the respondents reported that they use the Internet at least once or more a day to pay bills, check email, get news, or buy products. In the responses to open-ended questions in other domains, respondents noted specific areas where they would like more communication and information. For information or resources specifically for older adults, most respondents reported that they would turn to a family member or friend. Oxford Seniors was also reported as a highly-used resource for information about services for older adults (see Table 13).

Table 13. Resources Respondents Would Use for Information about Services for Older Adults	
<i>Would you turn to the following resources if you, a family member, or friend needed information about services for older adults?</i>	Yes
Family or friends	93.2%
Oxford Senior Center	83.6%
My doctor or other health care professional	80.6%
Internet	73.3%
Lane Public Library	57.6%
Faith-based organizations, such as churches or synagogues	49.8%
Phone book	49.3%
Council on Aging of Southwestern Ohio (COA)	38.9%
Local non-profit organizations, such as LifeSpan, Family Resource Center	37.5%
AARP	36.2%
Local government offices, such as the Department of Health	28.0%

Note. Respondents could check all that apply.

Due to the structure of the questions in the communications and community information section of the survey, a gap score could not be calculated. Table 14 shows respondents' responses to the importance of various community information sources. When asked about important community information sources, more than 50% of the respondents said that all the items listed were important to them. These sources included access to information via posters, computers, Wi-Fi, and by telephone.

Respondents were asked open-ended questions to capture anything else they found important about communications and community information. There were 38 responses written about communication, and 21 about community information. The highest priority was access to community information through different channels. Technology and the Internet were common themes in responses. Respondents suggested city-wide Wi-Fi and improved high speed internet services in the Oxford area, but also acknowledged that not everyone owns a computer or uses social media. One respondent said, *"People who used the Oxford Press for years, and don't use social media, find it very difficult to get news about what's going on [in Oxford]."* Some respondents were willing to learn how to use computers and smartphones, and stated they would participate in trainings. One respondent mentioned the intergenerational opportunity this presents by saying, *"I would like to be more computer savvy. Perhaps this would be a way for baby boomers and millennials to bond, be authentic, and learn from each other."* However, most respondents mentioned the importance of having a local newspaper. One respondent wrote, *"We need a comprehensive communication strategy to replace (or vastly enhance) the current version of the Oxford Press."*

Table 14. Communication and Community Information			
<i>How important do you think it is to have the following in the Oxford area?</i>	Important	Neutral	Not Important
Access to community information in one central source	80.3%	16.9%	2.8%
Free access to computers and the Internet in public places such as the library, senior centers, or government buildings	79.4%	17.0%	3.6%
Signs and posters that are publicly displayed and easy to read	75.9%	20.9%	3.2%
Community information that is delivered in person to people who may have difficulty or not be able to leave their home	71.5%	23.7%	4.8%
Free access to Wi-Fi via hotspots or free neighborhood networks	71.1%	23.1%	5.8%
An automated community information source that is easy to understand like a toll-free telephone number	62.9%	30.2%	6.9%
Community information that is available in a number of different languages	50.4%	38.0%	11.6%

SOCIAL PARTICIPATION, INCLUSION, & EDUCATIONAL OPPORTUNITIES

Respondents were asked a variety of questions in this section, addressing items such as interaction with friends and family, shopping habits, and the locations where they attend education classes or workshops. When asked about social interaction, the vast majority of respondents reported that they interact with family or friends several times a week or more (See Table 15).

Table 15. Frequency of Interaction with Family and/or Friends	
<i>How frequently do you interact with your family, friends, or neighbors in the Oxford area?</i>	
More than once a day	49.1%
About once a day	20.1%
Several times a week	22.5%
Once a week or less	8.3%

Over 50% of the respondents said they do half or more of their shopping outside of Oxford or online. The most common reason most people selected as to why they shop outside of Oxford is because they are unable to find what they need in Oxford (86.1%). Some respondents also provided other reasons for shopping outside of Oxford, which included: affordability, more options, and convenience of shopping online (see Appendix C).

One factor that may be important to people who are retired includes the availability of continuing education classes and workshops. Many of the respondents reported that they participate in continuing education classes at Miami University. Although not specifically an option, some respondents wrote in the Institute for Learning in Retirement as an “Other” response, which is housed at Miami University (See Table 16).

Table 16. Location of Continuing Education Classes/Workshops

<i>If anywhere, where do you typically go for continuing education or self-improvement classes/workshops in the Oxford area?</i>	
I do NOT participate in any continuing education/self- improvement classes	37.5%
Miami University	41.8%
Oxford Community Arts Center (OCAC)	21.8%
Faith community	18.7%
Oxford Senior Center	15.1%
Online programs	12.7%
Local organizations or businesses	11.6%
Oxford Parks and Recreation	10.5%
Other	8.1%
Offerings through work	6.7%

More than 45% of respondents identified a gap in publicized and affordable activities, primarily due to not knowing if they are available. For example, 39% of respondents said that activities that are affordable to all residents are important but they're not sure if Oxford has them. However, conveniently located entertainment venues had the largest gap based on importance and lack of availability. See Figure 7 for more information.

When respondents were asked if they would recommend Oxford as a retirement destination, most said yes (See Table 17).

Table 17. Oxford as a Retirement Destination

<i>Would you recommend the Oxford area as a retirement destination?</i>	
Yes	63.4%
Not sure	21.9%
No	14.7%

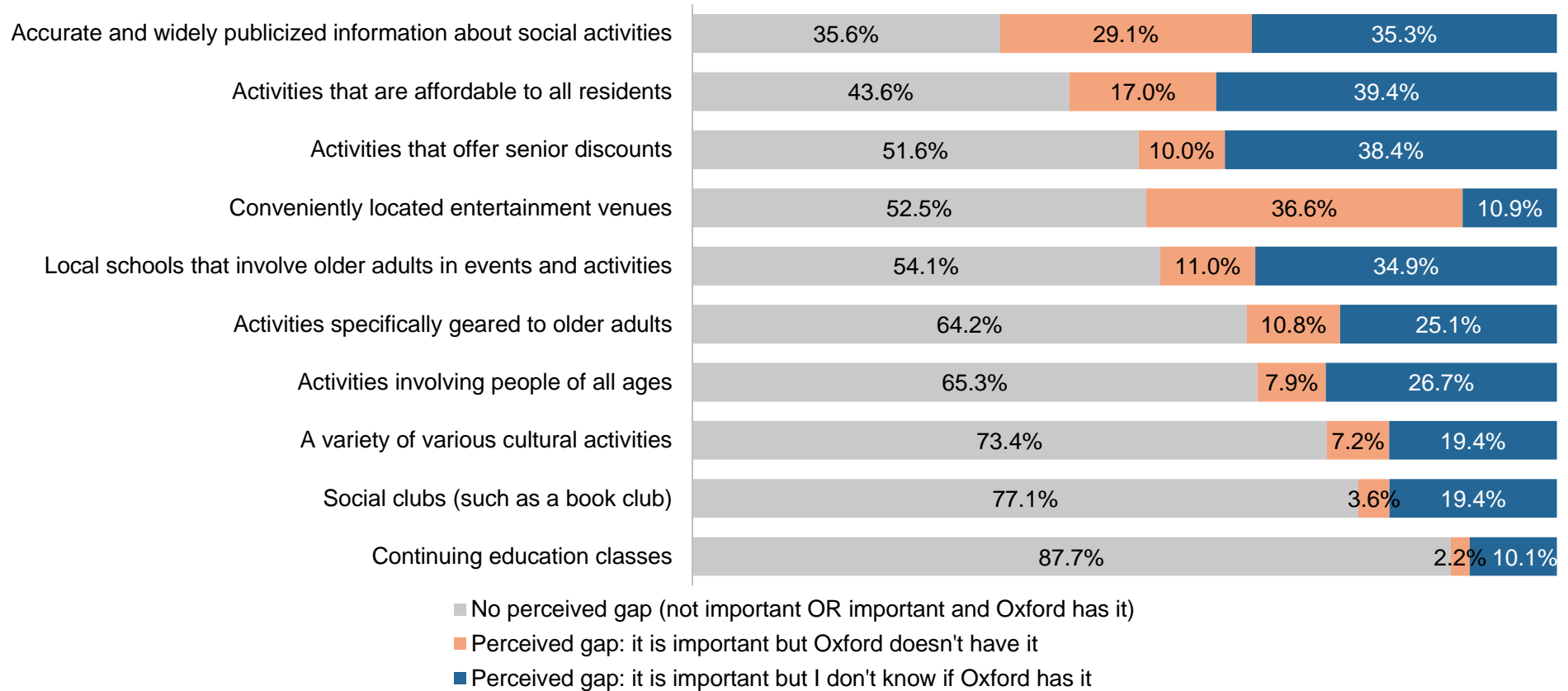
Respondents were invited to comment about anything else they found to be important about social participation, inclusion, and educational opportunities. There were 52 respondents who choose to answer this question. Three prominent themes were wanting a movie theatre, more restaurant options, and easily accessible information about upcoming events. Several respondents were upset that the previous movie theatre closed and would like to see a new one open. One respondent noted, *“Oxford needs a movie theatre showing first run movies and matinees for older people who can’t drive at night.”*

The second theme was a desire for more restaurant options. Some comments mentioned that current restaurants cater to students, and few are adult and family-friendly or appropriate places to take their guests. For example, some respondents reported that when family visits from out of town, they feel the need to go outside of Oxford for dinner.

Finally, easily accessible information for upcoming events was mentioned as a concern. Respondents stated that there is no longer a local newspaper or radio station from which to get information. One respondent commented,

There are no longer radio stations or newspapers - how are [we] supposed to stay informed and connected without them? Much emphasis on digital mediums that require smartphones. There is not a clear ‘main source’ for local information, news and civic going ons.

Figure 6. Gap Analysis for Social Participation, Inclusion, and Educational Opportunities Domain Items

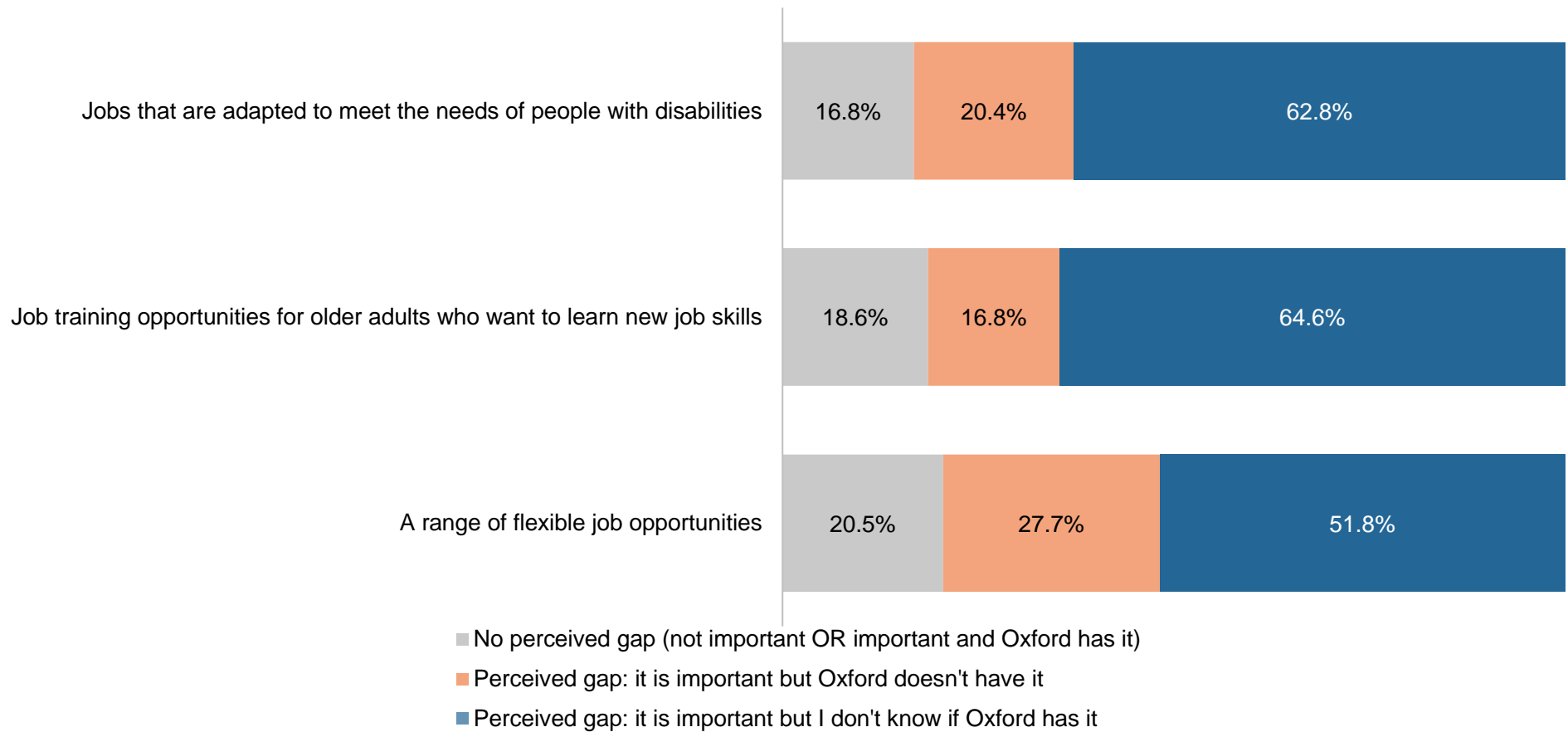


JOB OPPORTUNITIES

More than half of survey respondents indicated that they are retired and not working, and nearly a fourth of the respondents indicated that they are employed full-time (see Table 18).

Table 18. Respondents Current Employment Status	
<i>Which of the following best describes your current employment status?</i>	
Self-employed, part-time	6.4%
Self-employed, full-time	2.9%
Employed, part-time	8.9%
Employed, full-time	22.8%
Unemployed, but looking for work	0.4%
Retired, not working at all	56.9%
Not in paid labor force for other reasons	1.8%

The gap analysis questions asked in the job opportunities domain were only asked to individuals who said they were employed or looking for work. The mean percentage gap score was 81.3%. Almost 80% of respondents said that there was a gap for all three items asked in the domain, but the gaps were because respondents were unsure if Oxford offered the services. For example, nearly 65% of respondents said jobs that are adapted to meet the needs of people with disabilities are important, but they're not sure if Oxford has them (See Figure 7).

Figure 7. Gap Analysis for Job Opportunities Domain Items

OUTDOOR SPACES & BUILDINGS

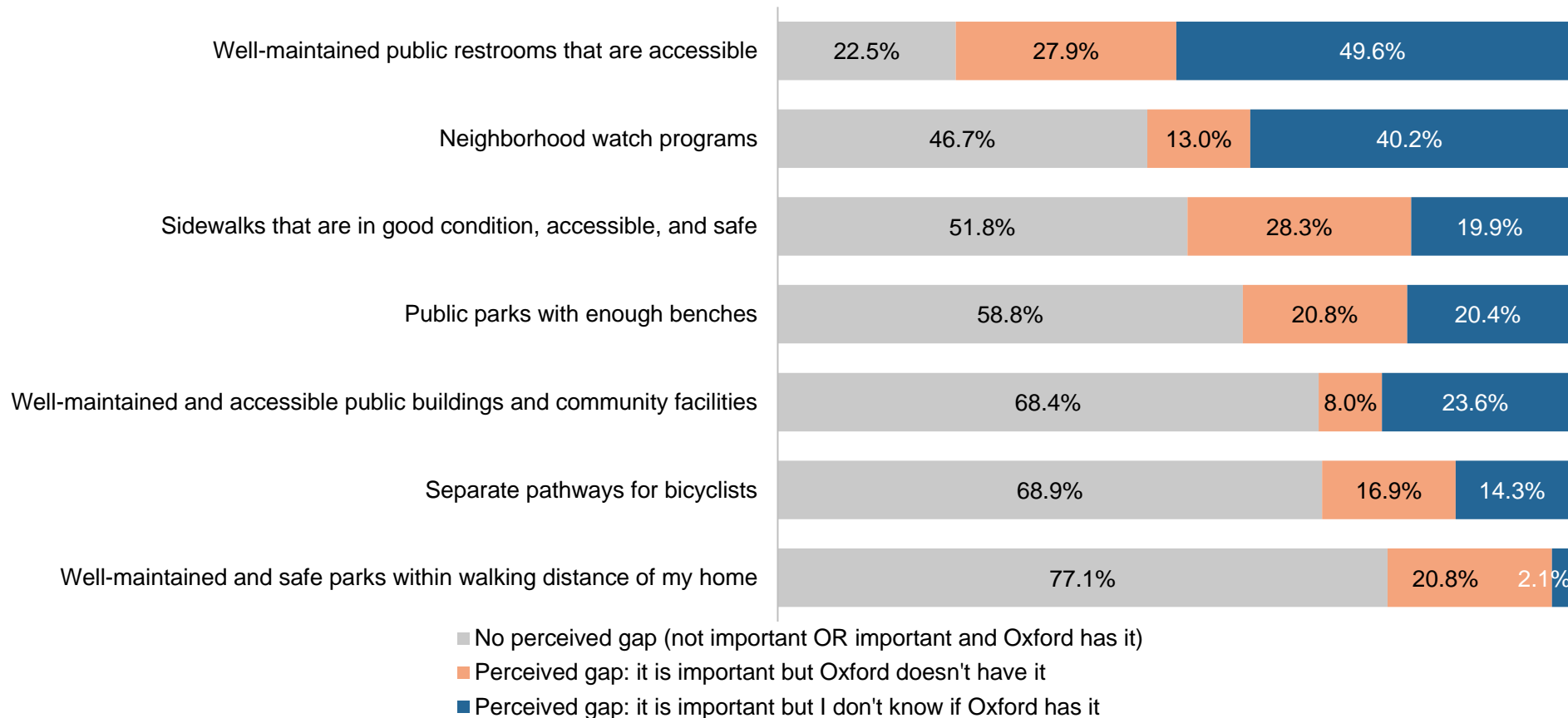
Overall, respondents did not identify many gaps for items in the outdoor spaces and buildings domain. Among the items in outdoor spaces and buildings with a perceived gap of at least 50%, most respondents said that well-maintained, accessible public restrooms, and neighborhood watch programs are important but they're not sure if Oxford has them. See Figure 8 for more information.

Respondents were invited to comment about anything else they found to be important regarding outdoor spaces and buildings. There were 49 respondents who chose to answer this question. Three prominent themes from this domain were safety concerns, additional recreational areas, and general maintenance of outdoor areas. With regard to safety, respondents were concerned about not having enough lighting at night, having well-paved sidewalks, safe intersection crossings, and safe pathways to walk to work and around neighborhoods. These concerns echoed the concerns mentioned in the transportation and streets domain.

Comments showed a desire for more recreational areas, such as parks, bike paths, and walking paths, to be added around Oxford. Some of these comments also asked for shaded picnic areas and benches.

Comments regarding general maintenance of outdoor areas were aimed at keeping up with landscaping (mowing grass, cutting weeds, preventing overgrown lawns), maintaining sidewalks (cracks in sidewalks), and keeping Oxford clear of trash. Other concerns included issues with parking (mainly at Miami University), no public restrooms uptown, building accessibility (such as automatic doors), and not wanting to increase taxes to fix these issues.

Figure 8. Gap Analysis for Outdoor Spaces and Buildings Domain Items



VOLUNTEERING & CIVIC ENGAGEMENT

Among all the domains (excluding job opportunities), volunteering and civic engagement had the largest gap. Just over 60% of respondents reported that they volunteer at organizations in the Oxford area (See Table 19).

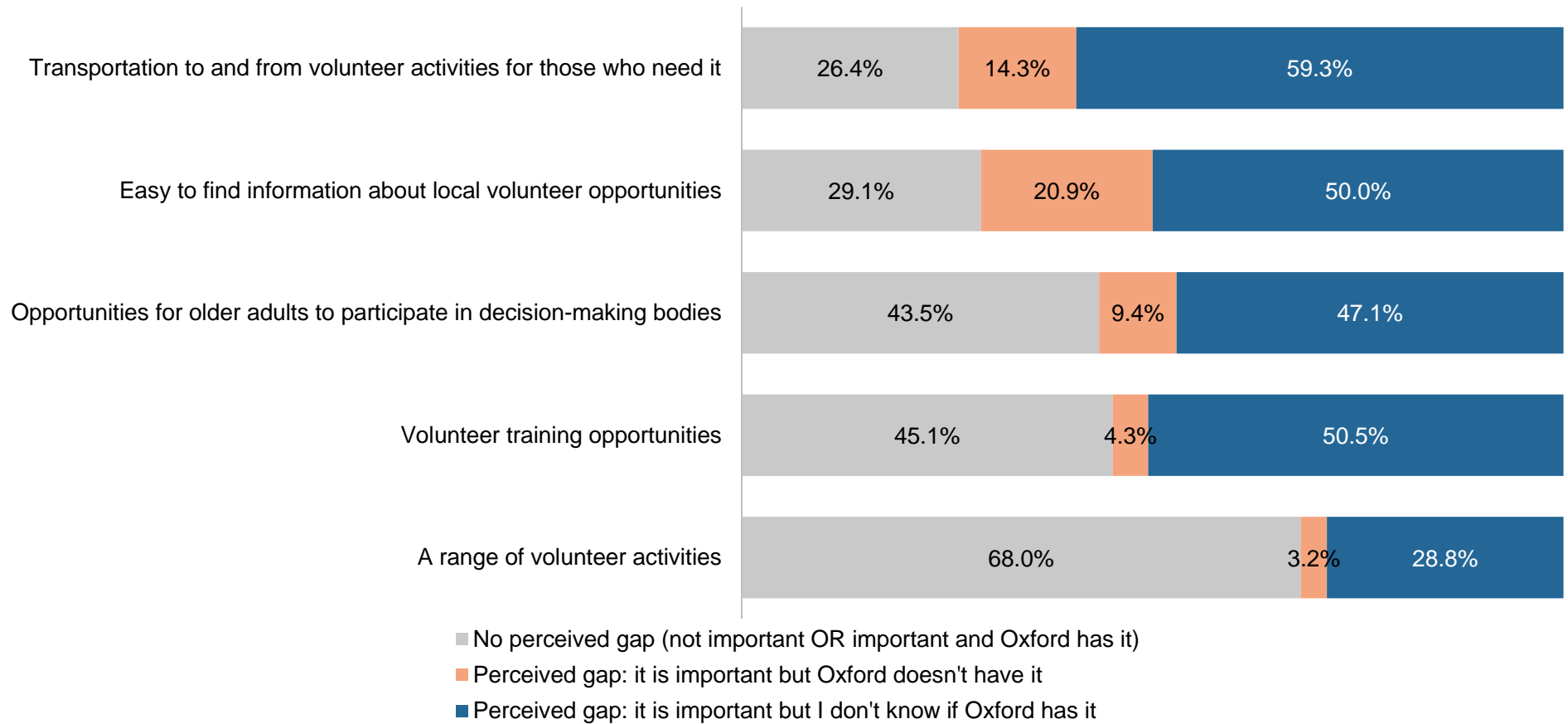
Table 19. Frequency of Volunteering in the Oxford Area	
<i>How often do you volunteer at organizations in the Oxford area?</i>	
More than once a week	11.8%
Once a week	11.8%
At least once a month	16.8%
Less than monthly	21.4%
Never	38.2%

Among the items in the volunteering and civic engagement domain, more than 70% of respondents identified a gap in transportation to and from volunteer activities and easy to locate information about volunteer activities, but these gaps were because respondents were unsure if such activities were available in Oxford. For example, 59% of respondents said that transportation to and from volunteer activities for those who need it was important but they're not sure if Oxford has it. See Figure 9 for more information.

Respondents were invited to include anything else they found to be important about volunteering and civic engagement. There were 18 participants who choose to respond to this question. The two main themes from these comments were better communication about available opportunities and a desire for intergenerational volunteering. One respondent noted, *"Poor communications and access to information for population segments that are not tech savvy."* The desire to see information in other forms besides the Internet was echoed by respondents in other domains as well and indicates this may be a common concern for older adults in Oxford.

Regarding intergenerational opportunities, one respondent suggested opportunities for seniors to volunteer in the schools. Another commented, *"Need to require schools and the college to be involved in activities helping seniors at home, picking up litter, animal welfare, etc."* The connection between the university and Oxford community could certainly facilitate opportunities to promote and engage individuals in intergenerational volunteering.

Figure 9. Gap Analysis for Volunteering and Civic Engagement Domain Items



CONCLUSION

The top three areas respondents identified as the most important for Oxford to address were housing, transportation and streets, and health and wellness. These domains also had large gap scores. Communications was identified as an important issue that respondents would like to see addressed in the community and was mentioned several times in open-ended responses throughout the domains.

At the end of the survey, respondents were offered an opportunity to share final thoughts about growing older in Oxford. Sixty-nine respondents chose to provide an answer. A majority of the comments were similar to those shared in each domain and included topics such as affordable housing, public transportation, parking, availability of health specialists in Oxford, and healthy aging. Some respondents also mentioned the availability of intergenerational opportunities throughout the community and wanted to see uptown as a place for all ages to use. One respondent said,

...supporting schools & opportunities for young people is an equal priority to providing for older people & older population is growing. Look for opportunities to support both with volunteer 'grandparents' in schools, pre-schools in nursing homes or [other] care areas, etc. Some communities have found great value in these blended priority programs...

More on-going connections between the Oxford community and Miami University could assist in creating even more opportunities for intergenerational activities.

Although challenges and problems were presented, most respondents seemed to agree that Oxford is a good place to live and grow older. The results from this community needs assessment will assist the Age-Friendly Oxford Initiative Leadership Advisory Group in creating their action plan - the next phase of the age-friendly process.

APPENDIX A

SAMPLE QUESTIONS CONTRIBUTING TO GAP ANALYSIS

Figure 10. Example of Importance and Availability Question Format

11. How important do you think it is to have the following in the Oxford area?

	Not at all Important		Neutral	Extremely Important	
	1	2	3	4	5
a. Home repair contractors who do quality work.....	1	2	3	4	5
b. Well-maintained homes and properties.....	1	2	3	4	5
c. Affordable seasonal services such as lawn work or snow removal.....	1	2	3	4	5
d. Affordable housing options for adults of varying income levels.....	1	2	3	4	5
e. Accessible homes with universal design features (i.e., roll-in showers).....	1	2	3	4	5
f. Affordable housing dedicated to older adults.....	1	2	3	4	5

12. Does the Oxford area have the following?

	Yes	No	Not Sure
a. Home repair contractors who do quality work.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Well-maintained homes and properties.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Affordable seasonal services such as lawn work or snow removal.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Affordable housing options for adults of varying income levels.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Homes with universal design features (i.e., roll-in showers).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Affordable housing dedicated to older adults.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

APPENDIX B

ADDITIONAL DEMOGRAPHIC TABLES

Table 20. Relationships between Caregivers and Care Recipients	
<i>Are you providing care to any of the following people?</i>	Yes
Spouse/partner	14.9%
Child/children under 18	6.2%
Child/children 18 or older	7.8%
Grandchildren under 18	7.1%
Grandchildren 18 or older	1.2%
Parents	10.2%
Other adult relative or friend 18 or older	5.6%

Note. Respondents could check all that apply.

Table 21. People Living in the Same Household	
<i>Do you have any of the following people living in your household?</i>	Yes
Spouse/partner	74.2%
Child/children under 18	6.4%
Child/children 18 or older	11.6%
Grandchildren under 18	2.5%
Grandchildren 18 or older	0.8%
Parents	2.5%
Other adult relative or friend 18 or older	2.1%

Note. Respondents could check all that apply.

Table 22. Presence of Chronic Disease/Disability that Restricts Full Participation in Various Activities

<i>Do you or your spouse/partner have a disability or chronic disease that keeps you or him/her from fully participating in work, school, housework, or other activities?</i>	Yes
Yes, myself	14.8%
Yes, my spouse/partner	8.7%
Yes, both me and my spouse/partner	4.3%
No	69.7%
Prefer not to answer	2.5%

Table 23. Availability of Health Care Coverage

<i>Do you have any of the following kinds of health care coverage?</i>	Yes
Insurance through a current or former employer of me or my spouse	74.4%
Insurance purchased directly from an insurance company (not through employer)	32.8%
Medicare (for people 65 and older or people with certain health disabilities)	70.5%
Medicaid or government assistance plan for those with low incomes or a disability	5.0%
Veterans Administration or other military health care	4.5%
Any other health care insurance coverage	15.5%

Note. Respondents could check all that apply.

APPENDIX C

ADDITIONAL TABLES FOR SOCIAL PARTICIPATION, INCLUSION, & EDUCATIONAL OPPORTUNITIES

Table 24. Frequency of Shopping and/or Dining Uptown

<i>On average, how often do you go uptown for shopping or dining?</i>	
Several times a week	21.4%
Once a week	18.7%
Once every 2 or 3 weeks	17.3%
Once a month	12.8%
Less than monthly	21.8%
Never	8.0%

Table 25. Frequency of Shopping and/or Dining in Oxford besides Uptown

<i>On average, how often do you go to places in Oxford besides uptown for shopping or dining?</i>	
Once a day or more	12.9%
Several times a week	44.1%
Once a week	24.7%
Less than once a week	18.4%

Table 26. Amount of Shopping Done Online or Outside of Oxford

<i>On average, about how much of your shopping do you do outside of Oxford or online?</i>	
Half or more	56.5%
Less than half	36.6%
None	6.9%

Table 27. Selected Reasons for Shopping Outside of Oxford

<i>On average, when you choose to shop outside Oxford (including online), what are the reasons?</i>	
Not being able to find what I need in Oxford	86.1%
The stores present in Oxford	40.1%
A preference for online shopping	26.8%
Accessibility of the shops	24.7%
Other	16.1%
A preference for shopping outside of Oxford for no reason specific to Oxford	9.8%

Note. Respondents could check all that apply.

Table 28. Opinions on Accessibility for Oxford's Shopping and Dining Locations	
<i>In general, do you feel as if Oxford shopping and dining locations are accessible to people with disabilities?</i>	
Yes	22.4%
No	10.3%
Partly	35.9%
Not sure	31.4%

Table 29. Accessibility Limitations of Oxford's Businesses	
<i>Does the accessibility of the businesses in Oxford limit your usage of them?</i>	
Yes	13.2%
No	68.1%
Partly	12.5%
Not sure	6.3%

APPENDIX D

ADDITIONAL TABLES FOR COMMUNICATIONS

Table 30. Use of Social Media Platforms	
<i>What social media platforms do you use regularly?</i>	
Facebook	56.1%
Twitter	6.1%
Instagram	9.7%
LinkedIn	8.6%
None	36.0%
Other	6.5%

Note. Respondents could check all that apply.

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