

# Kent County Senior Millage

## Service Ranking

The 2009 Kent County Senior Millage Needs Survey provided consumers, caregivers and service providers an opportunity to provide information of value regarding the current use and future need of services funded by the millage. This survey brief examines the self reported use and expectations of future service use among respondents.

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### Use of this analysis

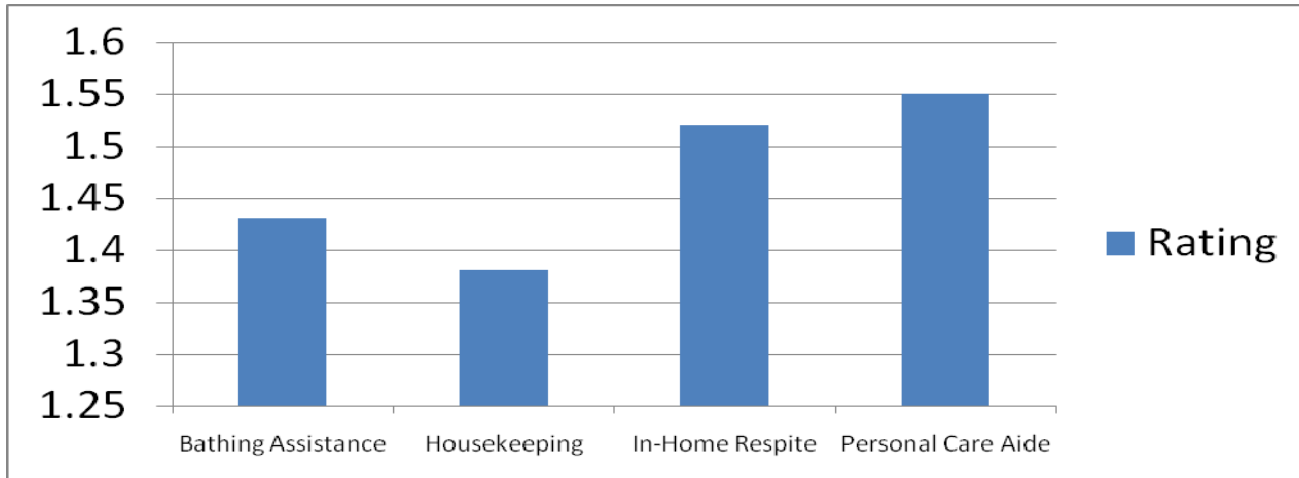
This survey was not conducted using a rigorous, random sample of the population of consumers, caregivers and service providers. However, the sample demographics are reflective of the demographics of AAAWM consumer service use demographic data. The broad advertising effort preceding and during the survey, as well as the traditionally high response rate of the older adult population accounts for the closeness of the respondents' reported demographics with the service use demographic data. Thus we can interpret these findings as being reflective of the consumer population within the AAAWM service area.

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**NOTE: The ratings data should be interpreted with caution, as respondents were not asked to rate across all services within each group, only rate their top two services within each group. When reviewing the charts the ranking closest to 1.0 reflects the service most favored by the respondents.**

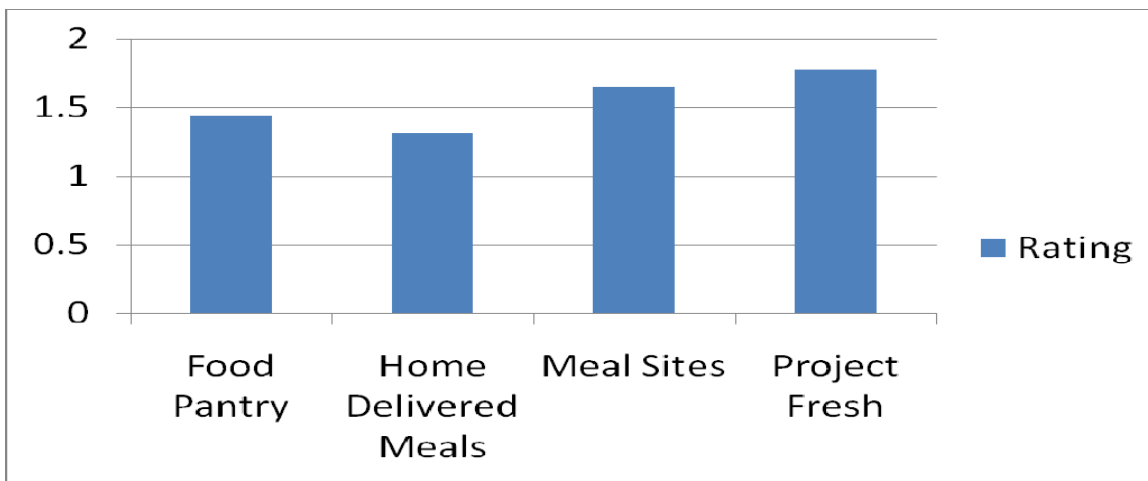
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**Figure One  
Rating In-Home Services  
Composite Rating (Closer to 1 = More Favored)**



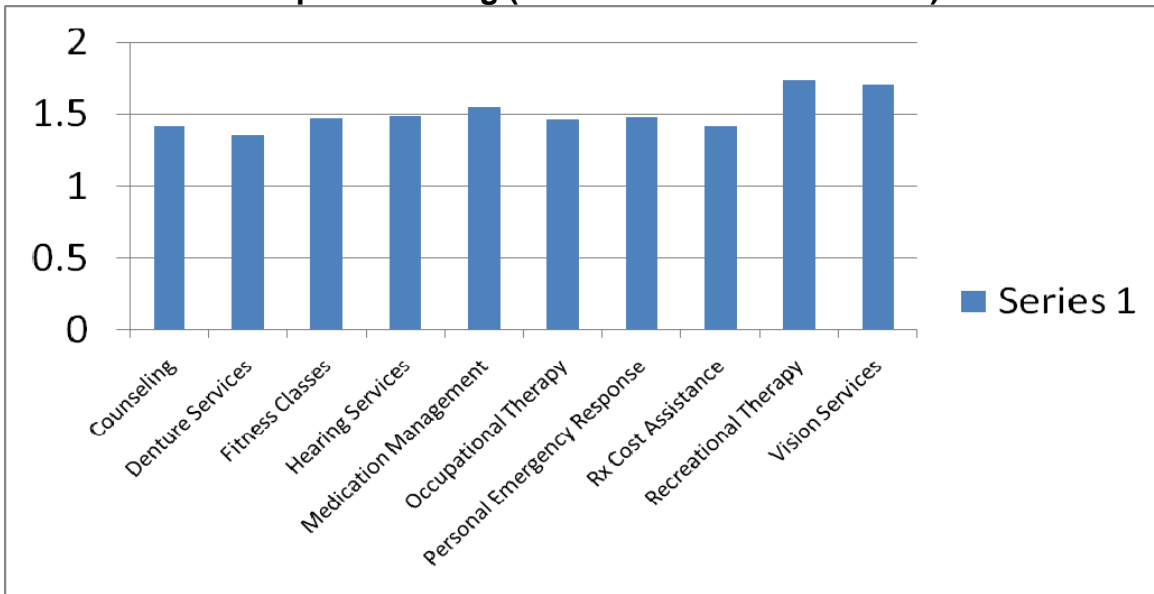
Housekeeping had the most favorable rating among respondents, with bathing assistance rated second most favorable.

**Figure Two  
Rating Nutrition Services  
Composite Rating (Closer to 1 = More Favored)**



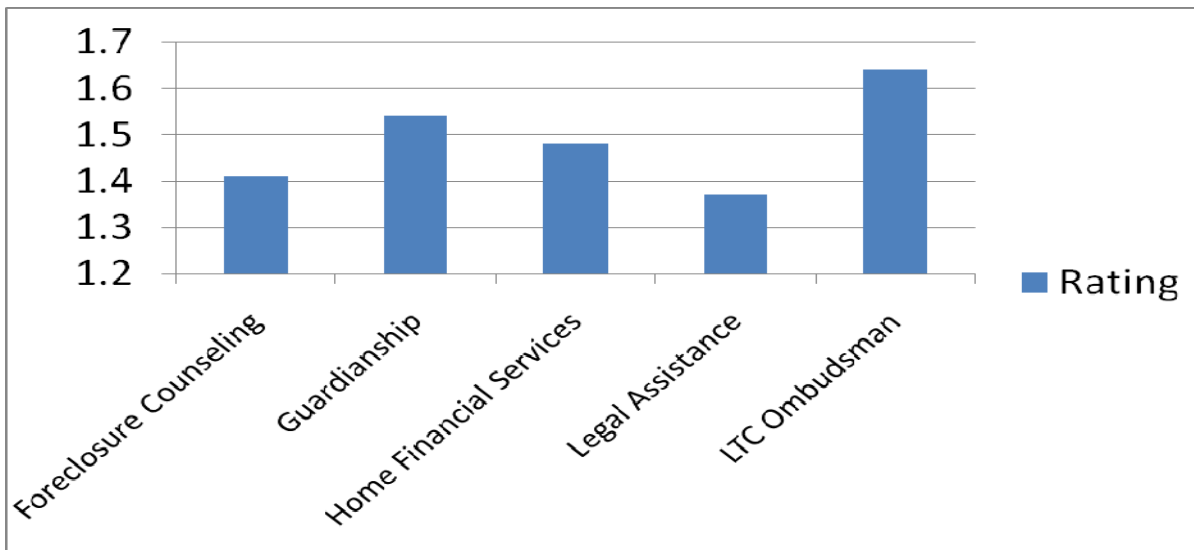
The four services surveyed under nutrition services ranked fairly close together, with home delivered meals ranked most favorable, followed by the food pantry. Project Fresh was ranked 4<sup>th</sup> favorable.

**Figure Three  
Rating Health and Wellness Services  
Composite Rating (Closer to 1 = More Favored)**



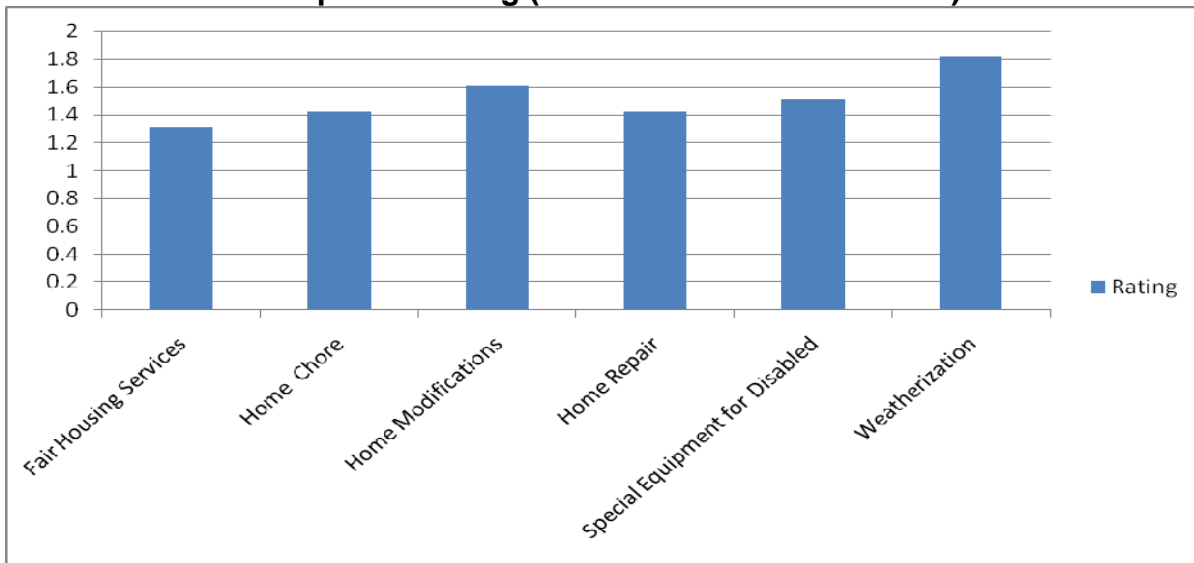
The services rated within Health and Wellness were also rated very close, with denture services being the most favorable and counseling the second most favored. Recreational services were the last service ranked favorable. The high favorability of denture services bears out the expected growth in demand for these services reported in Brief #3.

**Figure Four  
Rating Financial and Legal Services  
Composite Rating (Closer to 1 = More Favored)**



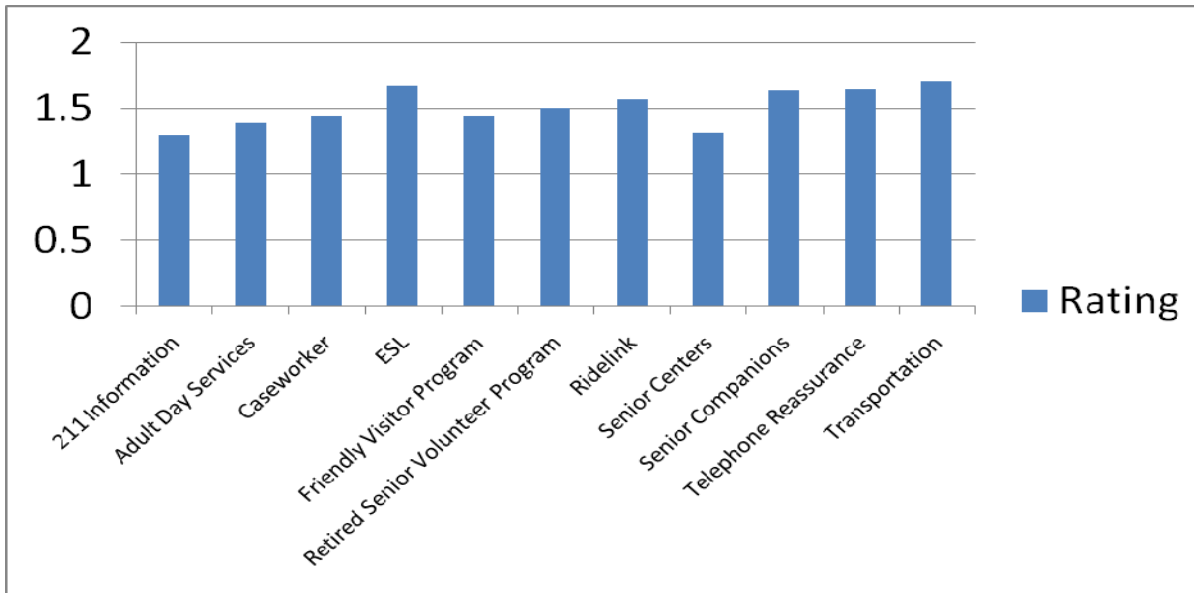
There was considerable variation in favorability across the services within financial and legal services. Legal Assistance was clearly the most favored, followed by foreclosure counseling. The Long Term Care (LTC) Ombudsman was the last ranked service.

**Figure Five**  
**Rating Home Related Services**  
**Composite Rating (Closer to 1 = More Favored)**



Fair Housing services was the most favored service within home related services, followed by a tie for second most favorable between home chore and home repair. Weatherization was the last service ranked favorable.

**Figure Six**  
**Rating Community Services**  
**Composite Rating (Closer to 1 = More Favored)**



211 Information was the most favored of the community services, followed closely by senior centers. Transportation was the last ranked favored community service.

**Summary**

While the favorability ratings should be interpreted with a great deal of caution, these do provide us with additional insight into the rankings consumers give to these services. The results are not too unexpected as compared to the use data reported in Brief #3. The most notable is that the expected future demand for denture services reported in Brief #3 seems born out by its ranking as most favored service.