

Methodology

New York City Voters

Prepared by Woelfel Research, Inc.
for AARP

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SUMMARY

The AARP survey of New York City Voters obtained telephone interviews with a sample of 1302 registered voters aged 50 and older who reside in New York City. The sample was drawn at random from a list of registered voters in New York City. The interviews were conducted in English and Spanish by Woelfel Research, Inc. May 28 through June 12, 2013. The results for the survey were weighted by age and gender. The margin of sampling error for the random sample of 1302 is $\pm 2.7\%$.

Details on the design and execution of the survey are discussed below.

DESIGN AND DATA COLLECTION PROCEDURES

Sample Design

The sample of registered voters was drawn from a list of 114 million registered voters complete with age, geography, and telephone number appended to the sample. The list was provided by Accudata, Inc. Respondents were screened to be 50 or older, to live in New York City and to be a registered voter in the state of New York. The sample sizes by county were as follows:

- Bronx County 296
- Kings County 306
- New York County 304
- Queens County 309
- Richmond County 87

Questionnaire Development and Testing

The questionnaire was developed by AARP staff. In order to improve the quality of the data, the questionnaire was pretested with a small number of respondents. The pretest interviews were monitored by WRI and AARP staff and conducted using experienced interviewers who could best judge the quality of the answers given and the degree to which respondents understood the questions.

Contact Procedures

Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. It also ensures that the geographic distribution of numbers called is appropriate.

WEIGHTING

The sample was weighted by county, age, race/ethnicity, and gender. The weights were applied sequentially. The order of application was county, age, race/ethnicity, and gender. The table below contains information about the weighting. The column labeled “Population” shows the actual population distributions for New York City registered voters aged 50 and older. The column labeled “Sample” shows the distribution of the sample. The column labeled “Weighted Sample” shows the distribution in the sample after the weights were applied.

Since the CPS does not provide a weight target for “other” race, this category was given a weight of 1.

	Population*	Sample	Weighted Sample
County			
Bronx	19%	23%	18%
Kings/Brooklyn	23%	24%	23%
New York/Manhattan	24%	23%	24%
Queens	26%	24%	26%
Richmond	8%	7%	9%
Age			
50-59	36%	31%	35%
60-74	47%	42%	48%
75+	17%	27%	17%
Race/Ethnicity			
White Non-Hispanic	51%	38%	48%
Black Non-Hispanic	27%	27%	25%
Hispanic	19%	24%	17%
Asian	3%	3%	3%
Other	(No target)	2%	2%
Missing		5%	5%
Gender			
Male	43%	38%	43%
Female	57%	62%	57%

* Source: U.S. Census Bureau, Current Population Survey, November 2010.

RESPONSE RATE/COOPERATION RATE/REFUSAL RATE

The response rate for this study was measured using AAPOR's response rate 3 method. The cooperation rate was measured using AAPOR's cooperation rate 3 method. The refusal rate was measured using AAPOR's refusal rate 3 method.

Response Rate	Cooperation Rate	Refusal Rate
13%	78%	15%

Source: AAPOR Outcome Rate Calculator Version 2.1 May 2003