



## AARP 2015 NY State Gen X-Boomer Survey

Prepared by Precision Opinion for AARP

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### **SUMMARY:**

The AARP 2015 New York State Gen X-Boomer Survey was conducted as a telephone survey among registered voters age 35 to 69 in the state of New York. The survey collected the opinions of New York registered voters on issues related to financial worries, Social Security, retirement savings, affordable housing, and rent stabilization. The survey was approximately 15 minutes in length. The interviews were conducted in English by Precision Opinion from February 26th to March 12th, 2015. Respondents were sampled from a voter list with a total of 801 interviews completed: 400 among 35 to 50 year old voters (“Gen X”) and 401 among 51 to 69 year old voters (“Boomer”). The sample was split into two strata by age (Gen X and Boomer) and quotas were set in order to achieve a 50/50 split among these two cohorts. In addition, quotas were set by gender within age group in order to maintain the proper representation of males and females.

The New York statewide sample of 801 is the first segment completed in a series that will comprise the overall project. There will be additional releases to discuss the other segments. Details on the design and execution of the survey are discussed below.



## **DESIGN AND DATA COLLECTION PROCEDURES:**

### **Sample**

The survey respondents were sampled from a registered voter list provided by L2 (Labels & Lists). The voter list was age targeted to 35-69 based on L2's database of registered voters in the state of New York. The sample list was a blended landline and cell phone. A total of 36,178 records were dialed. From this total, 12,329 cell phone records were dialed, from which 98 surveys were completed.

### **Questionnaire Development and Testing**

The questionnaire was developed by AARP staff. Prior to this project's launch, testing was completed internally at Precision Opinion and additionally by AARP staff. Further, Precision Opinion ran a simulated data set and conducted a full review of said data prior to commencing field work.

### **Contact Procedures**

Precision Opinion asked to speak with the registered voter listed on file. If that person was unavailable, Precision Opinion asked to speak with another registered voter in the household aged 35-69.

## **WEIGHTING**

The sample was also weighted by gender and region within the Generation X and Baby Boomer strata. The combined sample was weighted by age, gender and region to reflect the total population of registered voters in the state of New York age 35-69.



	Total 35 to 69 Unweighted		Total 35 to 69 Weighted		Factor
	N=	%	N=	%	
Total	801		801		
Male	366	45.69%	368	45.99%	1.00650
Female	435	54.31%	433	54.01%	0.99453
NYC	208	25.97%	306	38.16%	1.46953
Long Island	101	12.61%	137	17.13%	1.35853
Erie	56	6.99%	42	5.20%	0.74379
Onondaga	27	3.37%	20	2.51%	0.74463
Dutchess	7	0.87%	13	1.58%	1.80797
Monroe	42	5.24%	32	4.04%	0.77049
Capital Region	31	3.87%	38	4.73%	1.22217
Rest of state	329	41.07%	213	26.65%	0.64883

	Gen X Unweighted		Gen X Weighted		Factor
	N=	%	N=	%	
Total	400		400		
Male	180	45.00%	182	45.50%	1.01111
Female	220	55.00%	218	54.50%	0.99091
NYC	110	27.50%	171	42.68%	1.55200
Long Island	54	13.50%	66	16.56%	1.22667
Erie	28	7.00%	19	4.86%	0.69429
Onondaga	14	3.50%	9	2.32%	0.66286
Dutchess	2	0.50%	6	1.42%	2.83999
Monroe	21	5.25%	15	3.80%	0.72381
Capital Region	13	3.25%	18	4.42%	1.36000
Rest of state	158	39.50%	96	23.94%	0.60608



	Boomer Unweighted		Boomer Weighted		Factor
	N=	%=	N=	%=	
Total	401		401		
Male	186	46.38%	185	46.25%	0.99711
Female	215	53.62%	216	53.75%	1.00250
NYC	98	24.44%	140	34.82%	1.42478
Long Island	47	11.72%	73	18.23%	1.55537
Erie	28	6.98%	22	5.42%	0.77622
Onondaga	13	3.24%	11	2.65%	0.81742
Dutchess	5	1.25%	7	1.77%	1.41954
Monroe	21	5.24%	17	4.18%	0.79818
Capital Region	18	4.49%	20	4.87%	1.08493
Rest of state	171	42.64%	113	28.06%	0.65802

Note: Universe proportions according to L2 database for all registered voters, state of New York age 35-69

## 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. The table below contains these rates.

	Response Rate	Cooperation Rate	Refusal Rate
Total	11%	92%	4%
Gen X	10%	93%	3%
Boomer	12%	92%	5%

\*Source: AAPOR Outcome Rate Calculator Version 2.1 May 2003