



AARP 2015 New York State Gen X-Boomer Survey (New York City Sample)

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 and with oversamples in seven targeted geographies, including New York City. Survey results from the New York City specific sample are discussed in this report. The survey collected the opinions of registered voters on issues related to financial worries, retirement security, affordable housing, and rent stabilization. The survey was approximately 15 minutes in length. The interviews were conducted in English and Spanish by Precision Opinion from February 26th to May 17th, 2015. Respondents were sampled from a voter list with a total of 800 interviews completed for the NYC base sample: 401 among 35 to 50 year old voters ("Gen X") and 399 among 51 to 69 year old voters ("Boomer"). Oversample segments were also created in order to complete a total of 800 interviews among self-identified African-American voters, 800 Hispanic voters, and 353 Asian American and Pacific Islander voters. The samples were split into two strata by age (Gen X and Boomer) and targets were set in order to achieve 400 interviews in each of these age cohorts. In addition, quotas were set by gender within age group in order to maintain the proper representation of males and females. The margin of sampling error for the New York City sample of 800, as well as the ethnic oversamples of 800, is +/-3.5%. The margin of sampling error for the Gen X and Boomer samples of 400 each is +/-5.0%.

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The New York City sample was one of the segments completed in a series of related segments that comprised the overall project. Separate releases discuss each of 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 New York City. The sample list was a blended landline and cell phone list. A total of 198,538 records were dialed. From this total, 43,937 cell phone records were dialed, from which 265 surveys were completed. For multicultural oversamples, survey respondents were sampled from a list of voters identified as likely African American, Hispanic and Asian American and Pacific Islander. For analysis, respondents from the NYC base sample who self-identified as African American, Hispanic or Asian American or Pacific Islander were combined with qualified respondents from the targeted oversamples.

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. Sample records identified as likely Hispanic were dialed by bilingual interviewers. The respondent was able to choose whether to continue the survey in Spanish or English.

WEIGHTING

For each segment, the sample was weighted by gender to reflect the population of registered voters in New York City age 35-69. The sample was also weighted by gender within the Generation X and Baby Boomer strata. The overall samples (totals for NYC base, African-American, Hispanic, and Asian) were weighted by age as well. Finally, the NYC base sample was weighted by race/ethnicity. County proportions (distribution of residence across the 5 counties/boroughs of NYC) were evaluated and a decision was made not to weight on this variable. The distribution of interviews completed in each county is shown below.

	Total NYC (Base sample)	African American	Hispanic	Asian American & Pacific Islander
Bronx	12%	16%	25%	6%
Kings (Brooklyn)	33%	44%	26%	21%
New York (Manhattan)	22%	12%	22%	16%
Queens	23%	27%	20%	50%
Richmond (Staten Island)	10%	1%	7%	7%

The following tables contain more information about the weighting factors for each sample.



NYC Base	Universe Quotas			Survey Actuals			Weight Factors		
	Gen X	Boomer	Total	Gen X	Boomer	Total	Gen X	Boomer	Total
Male	44%	44%	44%	44%	45%	44%	101%	99%	100%
Female	56%	56%	56%	56%	55%	56%	100%	101%	100%
TOTAL GENDER	100%	100%	100%	100%	100%	100%			
African-American	17%	17%	17%	22%	22%	22%	0.7708	0.774664	0.77272727
Hispanic	23%	23%	23%	18%	21%	20%	1.29257	1.072461	1.17197452
Asian	2%	5%	4%	2%	5%	4%	0.88692	1.002607	1.03225806
NHW	58%	55%	56%	58%	52%	55%	1.00173	1.065478	1.02752294
TOTAL ETHNICITY	100%	100%	100%	100%	100%	100%			
Gen X			47.5%			50.1%			0.00947536
Boomer			52.5%			49.9%			0.01052737
TOTAL AGE			100%						

NYC African American	Universe Quotas			Survey Actuals			Weight Factors		
	Gen X	Boomer	Total	Gen X	Boomer	Total	Gen X	Boomer	Total
Male	39.6%	40.3%	40.0%	39.8%	40.3%	40.0%	0.99615	1.001938	0.999275
Female	60.4%	59.7%	60.0%	60.3%	59.8%	60.0%	1.00252	0.998678	1.00046667
TOTAL GENDER	100%	100%	100%	100%	100%	100%			
Gen X			48.9%			50%			0.978
Boomer			51.1%			50%			1.022
TOTAL AGE			100%						

NYC Hispanic	Universe Quotas			Survey Actuals			Weight Factors		
	Gen X	Boomer	Total	Gen X	Boomer	Total	Gen X	Boomer	Total
Male	42.8%	42.3%	42.6%	42.8%	42.3%	42.5%	1.00201	1.000734	1.00129412
Female	57.2%	57.7%	57.4%	57.3%	57.8%	57.5%	0.99848	0.999446	0.99902609
TOTAL GENDER	100%	100%	100%	100%	100%	100%			
Gen X			49.4%			50%			0.9876
Boomer			50.6%			50%			1.0124
TOTAL AGE			100%						

NYC Asian and Pacific Islander	Universe			Survey Actuals			Weight Factors		
	Gen X	Boomer	Total	Gen X	Boomer	Total	Gen X	Boomer	Total
Male	43.71%	45.52%	44.58%	50.26%	50.00%	50.14%	0.86969	0.91030	0.88907
Female	56.29%	54.48%	55.42%	49.74%	50.00%	49.86%	1.13166	1.08968	1.11156
TOTAL GENDER	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%			
Gen X			51.75%			55.24%			0.93682
Boomer			48.25%			44.76%			1.07797
TOTAL AGE			100.00%						

Note: Universe proportions according to L2 database for all registered voters, New York City 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	10%	86%	7%
Gen X	11%	87%	6%
Boomer	10%	84%	8%

*Source: AAPOR Outcome Rate Calculator Version 2.1 May 2003