

Maintaining Dignity: An AARP Survey of LGBT Adults Age 45-plus

Methodology Statement

Prepared by Community Marketing and Insights (CMI)
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SUMMARY

On behalf of AARP, Community Marketing and Insights (CMI) collected data through a 10 minute online survey of LGBT Americans age 45 and over conducted from October 27 to November 12, 2017 using a subset of CMI's 85,000+ member LGBT research panel. This sample consisted of N=1,762 LGBT individuals. The participants included 627 lesbian women, 680 gay men, 162 bisexual/pansexual men and women, 264 gender expansive community members. Gender Expansive sample included respondents that identified as transgender, trans woman, trans man, non-binary, genderqueer, gender fluid or intersex. The study intentionally oversampled LGBT community members who identify as gender expansive to gain more insight. Twenty-nine (29) respondents identified as part of the LGBT community, but did not fit into the four analysis categories.

SAMPLE DESIGN

A random sample of panelists was recruited from CMI's proprietary LGBT research panel and invited to the online survey via email. CMI's research panel was developed over a 20-year period by partnership with over 300 LGBT media, events, organizations and social media. The panel is used for research purposes only, never marketing.

The counts and distribution of sample records in target segments are shown below.

	COUNT	%
Lesbian Women	627	36%
Gay men	680	39%
Bisexual/Pansexual men and women	162	9%
Gender expansive persons	264	15%
Unknown but identify as LGBT	29	2%
Total	1762	100%

QUESTIONNAIRE

The questionnaire was developed jointly by AARP and CMI and reviewed by third-party subject matter experts in LGBT aging.

SURVEY DATA COLLECTION

A survey invitation that contains the survey URL was distributed to sampled participants via email. Panelists were told that after completing the survey they would have the chance to enter to win one of twenty \$50 cash or gift card prizes. The survey was offered in English and Spanish and respondents could choose to participate in the language of their preference.

SURVEY ADMINISTRATION MODE

Community Marketing & Insights uses FileMaker database software to manage sample, and Vovici software to administer the survey.

RESPONSE RATE

The survey invitation titled "New Survey: Concerns of LGBT Community Members Over Age 45" were sent to 8,000 CMI panelists that were known to be part of the LGBT community living in the United States and known to be age 45 or over. Knowing the typical response rate for a CMI research projects (about 25% for any project),

and project goals, CMI randomly selected approximately 3,400 gay and bisexual men, 3,400 lesbian and bisexual women and 1,200 gender expansive panelists known to be age 45 or over and living in the United States. Selected panelists received up to two emails about the project (initial and reminder if needed). At close of survey, 27% (n=2,122) of those invited started the survey. Of those, 83% (n=1,762) completed the survey. In total, 22% of those sent the invitation completed the entire survey. The response rate was typical for a CMI panel research project.

WEIGHTING

Whereas no gold standard estimate of the LGBT population is currently available from the U.S. Census Bureau or other public data sources, the survey sample was compared to several data references to assess whether socio-economic, geographic and demographic ratios were reasonably balanced. In addition to CMI's overall LGBT panel demographics, additional data references included: Pew Research, A Survey of LGBT Americans: Attitudes, Experiences and Values in Changing Times, 2013; 2015 U.S. Census Bureau American Community Survey for Same-Sex Couple Households; and the 2016 U.S. Census Bureau American Community Survey to obtain general population statistics for age 45 and over.

Due to the oversample of gender expansive participants in the sample, total LGBT results were weighted as 47% male, 47% female and 6% gender expansive.

The unweighted and weighted distributions of key variables are shown below.

	UNWEIGHTED		WEIGHTED	
	COUNT	%	COUNT	%
Age				
45-54	610	35%	600	34%
55-64	600	34%	599	34%
65-74	422	24%	425	24%
75+	130	7%	138	8%
Sexual Orientation				
Lesbian or Gay Woman	718	41%	753	43%
Gay man	707	40%	752	43%
Bisexual	226	13%	196	11%
Pansexual	58	3%	40	2%
Queer	129	7%	107	6%
Questioning	17	1%	11	1%
Demisexual	5	0.3%	3	0.2%
Asexual	24	1%	16	1%
Same gender loving	53	3%	46	3%
Straight or heterosexual	50	3%	23	1%
Other	24	1%	20	1%
Gender				
Female	739	42%	828	47%
Male	759	43%	828	47%
Transgender	114	6%	46	3%
Trans Woman or MTF	142	8%	57	3%

	UNWEIGHTED		WEIGHTED	
	COUNT	%	COUNT	%
Trans Man or FTM	50	3%	20	1%
Non-binary	40	2%	16	1%
Gender Fluid	35	2%	14	1%
Genderqueer	30	2%	12	1%
Intersex	14	1%	6	0.3%
Agender	3	0.2%	1	0.1%
Questioning	10	1%	8	0.5%
Other	21	1%	14	1%
Race and Ethnicity				
White / Caucasian	1232	70%	1218	69%
Black / African American / of African descent	233	13%	243	14%
Latino or Hispanic	199	11%	206	12%
Mixed ethnicity	82	5%	74	4%
Native American	61	3%	56	3%
Asian / of Asian descent	50	3%	52	3%
Pacific Islander	8	0.5%	7	0.4%
Other	20	1%	19	1%
Prefer not to answer	7	0.4%	7	0.4%
Education				
Bachelor's Degree	515	29%	512	29%
Master's/Graduate Degree or greater	374	21%	368	21%
Associates Degree	348	20%	358	20%
High School or GED	335	19%	338	19%
Trade or Technical School	123	7%	119	7%
Other	54	3%	53	3%
Prefer not to answer	13	1%	14	1%
Income				
Less than \$15,000	112	6%	97	6%
\$15,000 to less than \$25,000	124	7%	118	7%
\$25,000 to less than \$35,000	145	8%	143	8%
\$35,000 to less than \$50,000	215	12%	215	12%
\$50,000 to less than \$75,000	295	17%	299	17%
\$75,000 to less than \$100,000	250	14%	248	14%
\$100,000 to less than \$150,000	265	15%	272	15%
\$150,000 to less than \$200,000	106	6%	112	6%
\$200,000 or more	82	5%	85	5%
Prefer not to answer	164	9%	169	10%
Not sure	4	0.2%	3	0.2%
States				
California	279	16%	281	16%

	UNWEIGHTED		WEIGHTED	
	COUNT	%	COUNT	%
Florida	134	8%	140	8%
Texas	130	7%	136	8%
New York	118	7%	120	7%
Illinois	96	5%	96	5%
All others	1005	57%	989	56%