

METHODOLOGY

In July 2022, AARP engaged ANR Market Research Consultants to conduct a quantitative research study among Idaho's Hispanic/Latino residents age 45 and older. Topics included healthcare, the economy, financial issues, independent living, long-term care, caregiving, retirement issues, and opinions of AARP. ANR completed a total of 230 interviews (36 via landline telephone, 106 via cell phone, 49 online, and 39 utilizing text-to-web (TTW) methodology). (Note that TTW was introduced mid-fielding on July 21, 2022 as a result of declined production rates within the Hispanic/Latino population. An interviewer sends a single text message containing a link to the online version of the survey to a respondent's cell phone.) Respondents were screened to meet the following criteria:

- Age 45+
- Hispanic/Latino resident of Idaho

Survey length averaged 20 minutes by telephone and 17 minutes online.

SAMPLE

Landline, cell phone, and online sampling were used for this research, with the telephone sample drawn randomly from a list of Idaho residents age 45 and older, purchased from Aristotle, and online sample provided by Fulcrum. A total of 30,909 records were utilized to achieve a base sample of 700 respondents and supplemental oversample of an additional 230 interviews with Hispanic/Latino respondents.

The list of 682,598 residents of Idaho age 45 and older was randomly divided into 683 replicates of 1,000 records for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 31 replicates representing a total of 30,909 resident records were dialed to complete the telephone portion of this study.

The sample of 230 respondents yields a maximum statistical error of $\pm 6.5\%$ at the 95% level of confidence. (This means that in 95 out of 100 samples of this size, the results obtained in the sample would be within ± 6.5 percentage points of the results obtained had everyone in the population been interviewed.)

INTERVIEWING

The survey was launched on July 14, 2022 and closed on August 27, 2022. Telephone interviewing was active between 5:30 p.m. and 9:00 p.m., with some additional calling done between 10:00 a.m. and 4:00 p.m. If necessary, up to 8 call attempts per telephone number were made to reach an eligible respondent. All numbers were called at multiple times of the day as well as days of the week to maximize each resident's opportunity for inclusion in the study. Percentages of some questions may exceed 100% due to rounding or the use of multiple response question formats. All data have been weighted by age and gender according to 2020 American Community Survey (ACS) 5-year estimates.

FINAL DISPOSITION REPORTS

Phone	
FULL COMPLETES	638
SCHEDULED_CALLBACKS	4,922
CALLBACK_NON_SPECIFIC	3,973
SOFT REFUSAL	608
HARD REFUSAL	66
TERMINATED_EARLY	24
GOVERNMENT_BUSINESS	18
LANGUAGE_DEAF	12
SCREENED_OUT	419
OVER_QUOTA	0
NON_WORKING_NUMBERS	3,108
BUSYS_UNCONFIRMED	0
BUSYS_CONFIRMED_HH	289
NO_ANSWERS_UNCONFIRMED	0
NO_ANSWERS_CONFIRMED_HH	5,023
ANSWERING_MACHINE_SERVICE_UNCONFIRMED	7,211
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	4,585
PRIVACY MANAGER	6
FAX	7
TOTAL	30,909

Online	
FULL COMPLETES (Usable/Eligible)	262
TERMINATED EARLY – MID INTERVIEW – INCOMPLETE (Usable/Eligible)	103
DISCONNECTED / BOUNCEBACK (Unusable)	78
NOT INTENDED PERSON (Unusable)	0
INVITED – NEVER CLICKED / NO RESPONSE (Usability Unknown)	553
INVITED – CLICKED OPEN / NO PROGRESS (Usability Unknown)	321
QC QUALITY TOSSED (Not Qualified)	6
QUALITY CONTROL – SPEED TRAP (Not Qualified)	0
TERMINATED - NOT QUALIFIED (Not Qualified)	131
OVER_QUOTA (Usable / Eligible Unknown)	0
TOTAL	1,454

PRODUCTION SUMMARY

Phone	
NUMBER OF FULL COMPLETES	638
SAMPLE	30,909
COOPERATION RATE (COOP3)	60.2%
REFUSAL RATE (REF3)	3.1%
RESPONSE RATE (RR3) ¹	2.4%

Online	
NUMBER OF FULL COMPLETES	262
SAMPLE	1454
COOPERATION RATE (COOP3)	52.4%
REFUSAL RATE (REF3)	15.1%
RESPONSE RATE (RR3) ¹	32.9%

¹ This response rate formula (RR3) requires the calculation of 'e' which is the proportion of cases of unknown eligibility that are estimated to actually be eligible. The following formula was used to determine 'e': e = Complete + Terminate Early + Confirmed Household No Answer, Busy, and Answering Machine + Callbacks + Language Barrier / Complete + Terminate Early + Confirmed Household No Answer, Busy, and Answering Machine + Callbacks + Language Barrier + Government/Business + Non-Working + Screened Out + Over Quota.