

METHODOLOGY

In November 2021, AARP engaged ANR Market Research Consultants to conduct a quantitative research study among Hispanic/Latino residents of California 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 408 interviews (151 via landline telephone, 117 via cell phone, and 140 online). Interviews were conducted in English and Spanish based on respondent preference (362 in English and 46 in Spanish).

Respondents were screened to meet the following criteria:

- Age 45+
- Hispanic/Latino resident of California

Survey length averaged 24.2 minutes by telephone and 21.0 minutes online.

SAMPLE

Landline, cell phone, and online sampling were used for this research, with the telephone sample drawn randomly from a list of California residents age 45 and older, purchased from Aristotle, and online sample provided by Fulcrum. A total of 69,355 records were utilized to achieve a base sample of 1,000 statewide respondents and supplemental oversample required to total at least 400 interviews with Hispanic/Latino respondents and at least 400 interviews with Asian American/Pacific Islander respondents.

The list of 15,708,017 residents of California age 45 and older was randomly divided into 15,709 replicates of 1,000 records for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 61 replicates representing a total of 60,408 resident records were dialed to complete the telephone portion of this study.

The sample of 408 Hispanic/Latino respondents yields a maximum statistical error of $\pm 4.9\%$ 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 ± 4.9 percentage points of the results obtained had everyone in the population been interviewed.)

INTERVIEWING

The survey was launched on November 10, 2021 and closed on November 29, 2021. 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 2019 U.S. Census Bureau Current Population Survey (CPS) statistics.

FINAL DISPOSITION REPORTS

Phone	
FULL COMPLETES	786
SCHEDULED_CALLBACKS	7,191
CALLBACK_NON_SPECIFIC	11,001
SOFT REFUSAL	909
HARD REFUSAL	135
TERMINATED_EARLY	161
GOVERNMENT_BUSINESS	46
LANGUAGE_DEAF	18
SCREENED_OUT	618
OVER_QUOTA	0
NON_WORKING_NUMBERS	5,592
BUSYS_UNCONFIRMED	0
BUSYS_CONFIRMED_HH	712
NO_ANSWERS_UNCONFIRMED	0
NO_ANSWERS_CONFIRMED_HH	9,254
ANSWERING_MACHINE_SERVICE_UNCONFIRMED	14,718
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	9,223
PRIVACY MANAGER	25
FAX	19
TOTAL	60,408

Online	
FULL COMPLETES (Usable/Eligible)	631
TERMINATED EARLY – MID INTERVIEW – INCOMPLETE (Usable/Eligible)	188
DISCONNECTED / BOUNCEBACK (Unusable)	119
NOT INTENDED PERSON (Unusable)	0
INVITED – NEVER CLICKED / NO RESPONSE (Usability Unknown)	4,607
INVITED – CLICKED OPEN / NO PROGRESS (Usability Unknown)	3,259
QC QUALITY TOSSED (Not Qualified)	32
QUALITY CONTROL – SPEED TRAP (Not Qualified)	0
TERMINATED - NOT QUALIFIED (Not Qualified)	111
OVER_QUOTA (Usable / Eligible Unknown)	0
TOTAL	8,947

PRODUCTION SUMMARY

Phone	
NUMBER OF FULL COMPLETES	786
SAMPLE	60,408
COOPERATION RATE (COOP3)	53.8%
REFUSAL RATE (REF3)	2.4%
RESPONSE RATE (RR3) ¹	1.5%

Online	
NUMBER OF FULL COMPLETES	631
SAMPLE	8,947
COOPERATION RATE (COOP3)	23.8%
REFUSAL RATE (REF3)	42.6%
RESPONSE RATE (RR3) ¹	16.7%

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.