

## Methodology

This mail survey was conducted in October and December, 2014. A simple random sample of AARP members were selected from AARP's membership database:

2,000 AARP members living in Nassau County, NY

1,000 AARP members living in the Village of Great Neck Plaza, NY

1,000 AARP members living in the Town of North Hempstead, NY.

Each respondent was contacted four times receiving the following pieces of mail: a pre-notification postcard, a survey, a reminder postcard, and a second survey.

A total of 990 completed surveys were returned by the cutoff date of November 26<sup>th</sup>, yielding an overall response rate of 24.8%. Response rates for Nassau County, Village of Great Neck Plaza and North Hempstead are listed in the table below.

Market	Completed Surveys	Response Rate
Nassau County	531	26.6%
Town of North Hempstead	232	23.2%
Village of Great Neck Plaza	227	22.7%

The number of completed surveys and the respective sampling errors for Nassau County, Town of North Hempstead and Village of Great Neck Plaza are listed in the table below:

Market	Completed Surveys	Sampling Error
Nassau County	531	4.3%
Town of North Hempstead	232	6.4%
Village of Great Neck Plaza	227	6.5%

This means that if 95 out of 100 samples of the same size and population were given the same survey, the responses to the questions would fall within a range of plus or minus 4.3 percentage points (Nassau County) of what would have been obtained if every AARP member in the sampled are were asked the same question.

Survey responses were weighted to reflect that actual distribution of age and gender for the population of AARP members in Nassau County, Town of North Hempstead and Village of Great Neck Plaza.

Weighted responses to all survey questions are in the attached annotated questionnaire. Percents may not add up to 100 percent due to rounding, multiple answers permitted for some items and non-response.