



## **AARP 2014 San Antonio Livable Community Survey**

Prepared by Precision Opinion for AARP

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### **SUMMARY:**

The AARP 2014 San Antonio Livable Community Survey was conducted as a telephone survey among residents age 45-64 in San Antonio. The survey collected the opinions of San Antonio residents on issues such as retirement, neighborhood/community satisfaction, and caregiving. The survey was approximately 14 minutes in length. The interviews were conducted in English and Spanish by Precision Opinion from November 18th to December 15th, 2014. The sample utilized RDD landline, listed landline, and cell phone records. The margin of sampling error for the samples of 600 residents, and 560 Hispanic residence is +/-4%.

Details on the design and execution of the survey are discussed below.



## **DESIGN AND DATA COLLECTION PROCEDURES:**

### **Sample Design**

The sample utilized on this project was RDD landline, listed landline, and cell phone records. The sample age targeted 45-64 based on the Census division information from the city of San Antonio. A total of 3,752 cell phone numbers were dialed, from which 81 surveys were completed. RDD sample was pulled with virtual Genesys system from Marketing Systems Group (MSG), and all listed landline and Enhanced Wireless sample was obtained from Scientific Telephone Samples.

### **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 a member of the household aged 45-64.



## WEIGHTING

The sample was weighted by age and gender to reflect the population of San Antonio age 45-64.

San Antonio 2013 ACS Estimate 45-64 Total Pop			San Antonio LivCom Survey - Base/Rep			
	n=	%=		wt n=	%=	weight
<b>Male:</b>			<b>Male:</b>			
45 to 49 years	43399	13%	45 to 49 years	81	14%	0.971825771
50 to 54 years	43425	13%	50 to 54 years	81	13%	1.076131502
55 to 64 years	67558	21%	55 to 64 years	126	21%	1.004508353
Total Males	154382	48%	Total Males	287	47%	1.013904402
<b>Female:</b>			<b>Female:</b>			
45 to 49 years	45499	14%	45 to 49 years	85	14%	0.983309379
50 to 54 years	45528	14%	50 to 54 years	85	15%	0.961573933
55 to 64 years	77414	24%	55 to 64 years	144	24%	1.006167423
Total Females	168441	52%	Total Females	313	53%	0.987586922
Total Pop	322823	100%	Total Pop	600	100%	

San Antonio 2013 ACS Estimate 45-64 Hispanics			San Antonio LivCom Survey - Hispanic			
	n=	%=		wt n=	%=	weight
<b>Male:</b>			<b>Male:</b>			
45 to 49 years	28074	14%	45 to 49 years	80	11%	1.334080078
50 to 54 years	26089	13%	50 to 54 years	74	13%	1.033127186
55 to 64 years	40380	21%	55 to 64 years	115	22%	0.936030622
Total Males	94543	48%	Total Males	270	46%	1.057104818
<b>Female:</b>			<b>Female:</b>			
45 to 49 years	28540	15%	45 to 49 years	81	14%	1.017168343
50 to 54 years	28229	14%	50 to 54 years	80	15%	0.969719782
55 to 64 years	45096	23%	55 to 64 years	129	25%	0.90547931
Total Females	101865	52%	Total Females	290	54%	0.952256627
Total Pop	196408	100%	Total Pop	560	100%	

\*Source: 2010 Demographic Profile Data, U.S. Census Bureau



## 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
33%	94%	2%

\*Source: AAPOR Outcome Rate Calculator Version 2.1 May 2003