

## **METHODOLOGY REPORT**

### **Survey Sample and Sampling Error**

Telephone interviews for this study were conducted with a representative sample of San Antonio residents age 50+

Probability sampling was utilized for this project, a method in which a small randomly selected sample of the population can be used to estimate the distribution of an attitude or opinion in the entire population with statistical confidence. The basis of probability-based random sampling is that every member of the population must have a known, non-zero chance of being selected. Probability sampling provides the means by which the margin of sampling error can be calculated and the level of confidence in survey estimates reported. Sampling error results from collecting data from some rather than all members of the population and is highly dependent on the size of the sample.

A list of Random-Digit-Dial telephone numbers and cell phone numbers was purchased from a private survey-sampling firm. The landline sample was drawn from telephone banks randomly selected from an enumeration of the Working Residential Hundred Blocks within the active telephone exchanges within the City of San Antonio. The Working Hundreds Blocks are defined as each block of 100 potential telephone numbers within an exchange that includes one or more residential listings. A two-digit number is then randomly generated for each selected Working Residential Hundred Block to complete the phone number to be called. By randomly generating these numbers, a process known as random digit dialing (RDD), every number in the sampling frame of Hundreds Blocks has an equal probability of selection regardless of whether it is listed or unlisted.

The cell phone sample is selected from banks in the target geography dedicated to wireless service. Geographic information for the telephone exchanges is used to identify those associated with the targeted geographic areas. RDD is used to select the cell phone numbers that will be in the sample, and interviewers manually dialed the numbers to reach a respondent. Once a respondent is reached, the interviewer confirmed that they live in the target area, since cell phone numbers are very often ported to other areas of the country.

The RDD sample of telephone numbers was dialed to determine which are currently working residential household telephone numbers. Non-working numbers and non-residential numbers were immediately replaced by other RDD numbers selected within the same stratum (landline or cell) in the same fashion as the initial number. Ineligible households were also replaced. Non-answering numbers were not replaced until the research protocol is exceeded.

The combined sample included 60,373 telephone numbers, which were attempted up to 13 times. Eligibility criteria for respondents included being an adult age 50 years or older and living in San Antonio.

A total of 801 interviews were completed, resulting in a margin of error of approximately  $\pm 3.46$  percentage points at the ninety-five percent (95%) confidence level. In other words, in 19 out of 20 such studies, the sample results could differ by 3.46 percentage points above or below the results that would



be obtained if every adult over 50 in San Antonio were interviewed. Of the total 801 interviews, 641 (80%) were completed with respondents on landline telephones, and 160 (20%) were completed with respondents on cell phones.

### **Interviewing Process**

The survey was interviewed by American Directions Research Group, an established survey research data collection provider, using a Computer Assisted Telephone Interviewing (CATI) system. The CATI system is located at American Direction's interviewing centers in El Paso, Texas. A total of 25 interviewers were trained and selected to conduct the interviews.

All interviewers staffed on the project were bilingual English-Spanish speakers. Each interviewer received a minimum of six hours of specialized training and was systematically monitored and evaluated in order to ensure the highest quality and reliability of the data. In order to minimize non-response error, ADRG utilized calling strategy which included callback procedures and refusal conversions.

Each respondent reached was given the opportunity to select which language in which they wished to complete the interview. A total of 745 English language interviews and 56 Spanish language interviews were completed.

The survey period extended from November 30 through December 20, 2015. The interviews were conducted on Monday through Friday between 5:00 P.M. and 9:00 P.M., Saturday between 10:00 A.M. and 7:00 P.M., and Sunday between 12:00 P.M. and 7:00 P.M., all times local to respondent.

### **Response Rates**

The American Association of Public Opinion Research (AAPOR) has developed a set of definitions/rules for final disposition codes and outcome calculations that serve to promote consistent reporting across studies. Based upon these definitions and using AAPOR RR3 formula, this survey resulted in a 4.81% percent response rate.