AARP

2016 Age-Friendly Community Survey

City of Augusta/Kennebec County, ME

Methodology Report

September 2016

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Alan Newman Research
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METHODOLOGY

In June 2016, AARP engaged Alan Newman Research to conduct a general population research study among adults age 50-plus residing in the City of Augusta/Kennebec County, Maine. Specific topics included perceptions of their community on various features and services (such as those related to their home, transportation, health and wellness, social, volunteer, job opportunities, and community information), as well as demographic questions.

ANR completed a total of 501 interviews (351 by landline and 150 by cell phone). Respondents were screened for being age 50 or older and living within the City of Augusta or Kennebec County. Zip code was also collected and used to verify that each respondent lived in the City of Augusta or Kennebec County. Respondents who volunteered that they have a mailing address but do not actually reside in the City of Augusta or Kennebec County were excluded from the sample.

After one month in the field, several methodology adjustments were implemented in an effort to expedite fielding:

- The sample geography was expanded from the City of Augusta to Kennebec County for the remainder of fielding. 316 interviews were completed among City of Augusta residents age 50-plus and 185 interviews were completed among residents age 50-plus residing within Kennebec County but outside of Augusta city limits.
- The Mayor and the City Council of Augusta advertised the survey locally.
- AARP was identified as the sponsor of the research and respondents were told up front that AARP was working with the Mayor and the City Council of Augusta to make improvements in Augusta.

Survey length averaged 25.6 minutes.

Sample

Both landline (RDD) and cell phone sample were used for this research. A total of 11,900 records were dialed.

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The total countywide sample of 501 respondents yields a maximum statistical error of ± 4.4% 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 ± 4.4 percentage points of the results obtained had everyone in the population been interviewed.)

The citywide sample of 316 respondents yields a maximum statistical error of ± 5.5% at the 95% level of confidence.

Interviewing

Interviews took place June 21 through August 6, 2016. 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.

Data Tables

Three sets of data tables with complete results for the total respondent base have been produced. Responses are shown for both the entire sample and for key subgroups based on demographic information and responses to certain questions, as follows.

Banner 1:

- Age: 50-54, 55-64, 65-74, 75+
- Gender: male, female
- Income: <$20k, $20k-<$50k, $50k-<$100k, $100k+
- Geography: City of Augusta, rest of Kennebec County (i.e., within the County but outside of Augusta city limits)

Banner 2:

- Education: high school or less, some college, college graduate+
- Employment: employed, not employed
- Marital status: married, not married
- AARP membership status: yes (member), no (not a member)

- Community rating: excellent/ very good/ good, fair/ poor
- Length of time living in community: <15 years, 15-<25 years, 25+ years

Banner 3:

- In the future, respondent is more likely to: move to a different community, move to a different residence within their current community, stay in their current resident and never move
- Disability status: self and/or spouse is disabled, no disabilities
- Health status: good, not good
- Social interaction frequency: weekly, monthly, less than monthly

Percentages of some questions may exceed 100% due to rounding or the use of multiple response question formats. Statistical tests have been performed to determine whether observed differences in the tables are statistically significant. Each banner point in each table is designated by a letter of the alphabet. If the letter corresponding to a particular column appears inside the body of the table, it indicates a statistically significant difference between that cell and the cell/column identified by the letter. Upper case letters indicate a difference at the .05 level of significance.

All data have been weighted by age, sex, and race/ethnicity according to national 5-year 2014 Census estimates from the American Community Survey (ACS). Additionally, data have been weighted by AARP membership status based on internal statistics provided by AARP.

FINAL DISPOSITION REPORTS

Final	
FULL COMPLETES	501
SCHEDULED_CALLBACKS	1189
CALLBACK_NON_SPECIFIC	1328
SOFT REFUSAL	1005
HARD REFUSAL	118
TERMINATED_EARLY	23
GOVERNMENT_BUSINESS	129
LANGUAGE_DEAF	26
SCREENED_OUT	537
OVER_QUOTA	0
NON_WORKING_NUMBERS	2016
BUSYS_UNCONFIRMED	0
BUSYS_CONFIRMED_HH	196
NO_ANSWERS_UNCONFIRMED	0
NO_ANSWERS_CONFIRMED_HH	2193
ANSWERING_MACHINE_SERVICE_UNCONFIRMED	0
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	2607
PRIVACY MANAGER	17
FAX	15
TOTAL	11900

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.

PRODUCTION SUMMARIES*

NUMBER OF FULL COMPLETES	501
TOTAL NUMBERS RELEASED	11900
COOPERATION RATE (COOP3)	47.5%
REFUSAL RATE (REF3)	16.5%
RESPONSE RATE (RR3)[1]	5.9%

*Source: AAPOR Outcome Rate Calculator Version 4.0 (Dual Frame RDD Phone)

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[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.