AARP

2016 Age-Friendly Community Survey

City of Chula Vista, CA

Methodology Report

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December 2016

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METHODOLOGY

In October 2016, AARP engaged Alan Newman Research to conduct a general population research study among adults age 45-plus residing in the City of Chula Vista, California. 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), food insecurity, and demographic questions.

ANR completed a total of 503 interviews (344 by landline and 159 by cell phone). Respondents were screened for being age 45 or older and living in the City of Chula Vista. Zip code was collected and used to verify that each respondent lived within the City of Chula Vista.

Survey length averaged 30.5 minutes.

Sample

Both landline (RDD) and cell phone sample were used for this research. A total of 9,400 records were dialed.

The total citywide sample of 503 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.)

Interviewing

Interviews took place October 25 through November 9, 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. Thirty-four interviews were completed in Spanish per respondent request.

Data Tables

Three sets of data tables with complete results 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: 45-49, 50-54, 55-64, 65-74, 75+; 65+
- Gender: male, female
- Income: <$20k, $20k-<$50k, $50k-<$100k, $100k+

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, 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
- Race/ethnicity: white, black, Hispanic, other

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.

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FINAL DISPOSITION REPORTS

Final	
FULL COMPLETES	503
SCHEDULED_CALLBACKS	883
CALLBACK_NON_SPECIFIC	1096
SOFT REFUSAL	813
HARD REFUSAL	103
TERMINATED_EARLY	12
GOVERNMENT_BUSINESS	111
LANGUAGE_DEAF	28
SCREENED_OUT	223
OVER_QUOTA	0
NON_WORKING_NUMBERS	1710
BUSYS_UNCONFIRMED	0
BUSYS_CONFIRMED_HH	147
NO_ANSWERS_UNCONFIRMED	0
NO_ANSWERS_CONFIRMED_HH	1773
ANSWERING_MACHINE_SERVICE_UNCONFIRMED	0
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	1975
PRIVACY MANAGER	13
FAX	10
TOTAL	9400

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	503
TOTAL NUMBERS RELEASED	9400
COOPERATION RATE (COOP3)	43.9%
REFUSAL RATE (REF3)	16.9%
RESPONSE RATE (RR3)[1]	7.4%

*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.

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