AARP

2016 Age-Friendly Community Survey

DeSoto County, MS

Methodology Report

https://doi.org/10.26419/res.00132.015

October 2016

TABLE OF CONTENTS

METHODOLOGY

In June 2016, AARP engaged Alan Newman Research to conduct a general population research study among adults age 45-plus residing in DeSoto County, Mississippi. 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 500 interviews (82 by landline, 14 by cell phone, and 404 face-to-face). Respondents were screened for being age 45 or older and living in DeSoto County. Zip code was collected and used to verify that each respondent lived within this area.

After about 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 Hernando to DeSoto County for the remainder of fielding. 397 interviews were completed among City of Hernando residents age 45-plus and 103 interviews were completed among residents age 45-plus residing within DeSoto County but outside of Hernando city limits.
- AARP Mississippi issued a press release and advertised the survey locally, including on social media, to encourage response.
- AARP was identified as the sponsor of the research.
- Face-to-face, door-to-door interviewing was implemented to maintain consistency with RDD sampling.

Survey length averaged 25.4 minutes.

Sample

Both landline (RDD) and cell phone sample were used for this research. A total of 12,200 records were dialed.

The total citywide sample of 500 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 June 21 through August 4, 2016. Interviewing was active between 5:30 p.m. and 9:00 p.m., with some additional interviewing done between 10:00 a.m. and 4:00 p.m. For telephone interviewing, 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 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 Hernando, the remainder of DeSoto County (excluding the City of Hernando)

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:

Alan Newman Research
MARKET RESEARCH CONSULTANTS

- 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
- Race/ethnicity: white, black

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	500
SCHEDULED_CALLBACKS	1572
CALLBACK_NON_SPECIFIC	1176
SOFT REFUSAL	936
HARD REFUSAL	168
TERMINATED_EARLY	27
GOVERNMENT_BUSINESS	113
LANGUAGE_DEAF	37
SCREENED_OUT	453
OVER_QUOTA	0
NON_WORKING_NUMBERS	2247
BUSYS_UNCONFIRMED	0
BUSYS_CONFIRMED_HH	225
NO_ANSWERS_UNCONFIRMED	0
NO_ANSWERS_CONFIRMED_HH	2305
ANSWERING_MACHINE_SERVICE_UNCONFIRMED	0
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	2416
PRIVACY MANAGER	14
FAX	11
TOTAL	12200

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	500
TOTAL NUMBERS RELEASED	12200
COOPERATION RATE (COOP3)	45.7%
REFUSAL RATE (REF3)	16.2%
RESPONSE RATE (RR3)[1]	5.8%

*Source: AAPOR Outcome Rate Calculator Version 4.0 (Dual Frame RDD Phone and Face-to-Face)

---

[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.

Alan Newman Research
MARKET RESEARCH CONSULTANTS