

**AARP**

**2016 Age-Friendly Community Survey**

**City of Maple Grove, MN**

**Methodology Report**

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**October 2016**

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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 Maple Grove and Osseo, Minnesota. 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 473 interviews (323 by landline and 150 by cell phone). Respondents were screened for being age 50 or older and living in the City of Maple Grove or Osseo. Zip code was collected and used to verify that each respondent lived within these areas.

Of the 473 respondents surveyed, 459 resided in the City of Maple Grove and 14 resided in Osseo.

Survey length averaged 25.2 minutes.

### Sample

Both landline (RDD) and cell phone sample were used for this research. A total of 10,400 records were dialed.

The total sample of 473 respondents yields a maximum statistical error of  $\pm 4.6\%$  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  $\pm 4.6$  percentage points of the results obtained had everyone in the population been interviewed.)

The City of Maple Grove sample of 459 respondents yields a maximum statistical error of  $\pm 4.7\%$  at the 95% level of confidence.

### Interviewing

Interviews took place July 1 through August 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.

## 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+

### 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.

## FINAL DISPOSITION REPORTS

Final	
FULL COMPLETES	473
SCHEDULED_CALLBACKS	731
CALLBACK_NON_SPECIFIC	1427
SOFT REFUSAL	865
HARD REFUSAL	117
TERMINATED_EARLY	13
GOVERNMENT_BUSINESS	123
LANGUAGE_DEAF	21
SCREENED_OUT	316
OVER_QUOTA	0
NON_WORKING_NUMBERS	2019
BUSYS_UNCONFIRMED	0
BUSYS_CONFIRMED_HH	155
NO_ANSWERS_UNCONFIRMED	0
NO_ANSWERS_CONFIRMED_HH	1836
ANSWERING_MACHINE_SERVICE_UNCONFIRMED	0
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	2272
PRIVACY MANAGER	18
FAX	14
TOTAL	10400

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	473
TOTAL NUMBERS RELEASED	10400
COOPERATION RATE (COOP3)	44.2%
REFUSAL RATE (REF3)	16.6%
RESPONSE RATE (RR3) <sup>1</sup>	6.4%

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

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<sup>1</sup> 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’:  $e = \frac{\text{Complete} + \text{Terminate Early} + \text{Confirmed Household No Answer, Busy, and Answering Machine} + \text{Callbacks} + \text{Language Barrier}}{\text{Complete} + \text{Terminate Early} + \text{Confirmed Household No Answer, Busy, and Answering Machine} + \text{Callbacks} + \text{Language Barrier} + \text{Government/Business} + \text{Non-Working} + \text{Screened Out} + \text{Over Quota}}$