

AARP

2016 Age-Friendly Community Survey

Sioux Falls, SD

Methodology Report

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September 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 Sioux Falls, South Dakota. 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 in specific zip codes in Sioux Falls.

Survey length averaged 25.2 minutes.

Sample

Both landline (RDD) and cell phone sample were used for this research. A total of 14,100 records were dialed.

The total sample of 501 respondents yields a maximum statistical error of $\pm 4.4\%$ 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 July 1 through July 14, 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	501
SCHEDULED_CALLBACKS	1318
CALLBACK_NON_SPECIFIC	2379
SOFT REFUSAL	1103
HARD REFUSAL	144
TERMINATED_EARLY	26
GOVERNMENT_BUSINESS	121
LANGUAGE_DEAF	17
SCREENED_OUT	517
OVER_QUOTA	0
NON_WORKING_NUMBERS	2237
BUSYS_UNCONFIRMED	0
BUSYS_CONFIRMED_HH	261
NO_ANSWERS_UNCONFIRMED	0
NO_ANSWERS_CONFIRMED_HH	2454
ANSWERING_MACHINE_SERVICE_UNCONFIRMED	0
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	2993
PRIVACY MANAGER	15
FAX	14
TOTAL	14100

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	14100
COOPERATION RATE (COOP3)	44.4%
REFUSAL RATE (REF3)	14.7%
RESPONSE RATE (RR3) ¹	4.8%

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

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