

AARP

2016 Age-Friendly Community Survey

City of St. Petersburg, Florida

Methodology Report

<https://doi.org/10.26419/res.00132.053>

October 2016

TABLE OF CONTENTS

<u>Section</u>	<u>Page</u>
METHODOLOGY	3
Sample.....	3
Interviewing.....	3
Data Tables	4
FINAL DISPOSITION REPORTS.....	6

METHODOLOGY

In June 2016, AARP engaged Alan Newman Research to conduct a general population research study among adults age 45-plus residing in the City of St. Petersburg, Florida. 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 (350 by landline and 151 by cell phone). Respondents were screened for being age 45 or older and living in the City of St. Petersburg. Zip code was collected and used to verify that each respondent lived within the City of St. Petersburg.

Survey length averaged 25.1 minutes.

Sample

Both landline (RDD) and cell phone sample were used for this research. A total of 10,000 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 15 through July 30, 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: 45-49, 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	1118
CALLBACK_NON_SPECIFIC	819
SOFT REFUSAL	808
HARD REFUSAL	128
TERMINATED_EARLY	10
GOVERNMENT_BUSINESS	117
LANGUAGE_DEAF	18
SCREENED_OUT	262
OVER_QUOTA	0
NON_WORKING_NUMBERS	1937
BUSYS_UNCONFIRMED	0
BUSYS_CONFIRMED_HH	136
NO_ANSWERS_UNCONFIRMED	0
NO_ANSWERS_CONFIRMED_HH	2008
ANSWERING_MACHINE_SERVICE_UNCONFIRMED	0
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	2111
PRIVACY MANAGER	15
FAX	12
TOTAL	10,000

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	10000
COOPERATION RATE (COOP3)	44.6%
REFUSAL RATE (REF3)	17.0%
RESPONSE RATE (RR3) ¹	7.1%

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