

**2018 Home and Community Preferences Survey:
A National Survey of Adults Age 18+**

Methodology Report

August 2018

<https://doi.org/10.26419/res.00231.003>

This survey was conducted by NORC at the University of Chicago with funding from AARP. NORC at the University of Chicago and AARP collaborated on all aspects of the study design and reporting.

Data were collected using AmeriSpeak®, NORC's probability-based panel designed to be representative of the US household population. During the initial recruitment phase of the panel, randomly selected US households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by US mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the US household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between March 21, 2018 and April 9, 2018, with adults age 18 and older representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 2,287 completed the survey that consisted of a national sample (1,947) and multicultural oversamples of African American/Blacks (470 total), Hispanic/Latinos/as (439 total), and LGBT (409 total). NORC conducted 1,975 interviews online and 312 via telephone. Interviews were conducted in both English and Spanish, depending on respondent preference. Phone interviews were conducted by professional interviewers who were carefully trained on the specific survey for this study.

The final stage completion rate for the total sample of 2,287 is 28 percent, the weighted household panel response rate is 33.7 percent, and the weighted household panel retention rate is 88.1 percent, for a cumulative response rate of 8.3 percent. The margin of sampling error for the total sample of 2,287 is +/- 3.19 percentage points at the 95 percent confidence level, including the design effect.

The final stage completion rate for the national sample of 1,947 is 23.8 percent, the weighted household panel response rate is 33.7 percent, and the weighted household panel retention rate is 88.1 percent, for a cumulative response rate of 7.1 percent. The margin of sampling error for the national sample of 1,947 is +/- 3.53 percentage points at the 95 percent confidence level, including the design effect.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a post-stratification process is used to adjust for any survey nonresponse as well as any non-coverage or under- and oversampling resulting from the study-specific sample design. Post-stratification variables were age, gender, Census region, race/ethnicity, income and education. Weighting variables were obtained from the 2017 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over. Additionally, the data were weighted by AARP membership using statistics from the AARP membership database.

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