2021 AARP Marion County, IN Transit Survey of Registered Voters Age 18-Plus

Methodology Report

January 2022
In November 2021, AARP engaged ANR Market Research Consultants to conduct a quantitative research study among Marion County registered voters age 18+. The purpose of this research is to gauge support for or opposition to a local referendum to expand and improve the IndyGo transit system in Marion County. Other survey topics included use of IndyGo, reasons for using or not using IndyGo, and importance of various features of a comprehensive transportation network.

ANR completed a total of 604 interviews (184 via landline telephone and 420 via cell phone).

Respondents were screened to meet the following criteria:

- Age 18+
- Lives in Marion County, Indiana
- Registered to vote in Indiana

Survey length averaged 17 minutes.

Sample

Landline and cell phone sampling were used for this research, with the sample drawn randomly from a list of Marion County, IN voters age 18+, purchased from Aristotle. A total of 23,649 records were utilized. The list of 469,016 total registered voters age 18+ was randomly divided into 470 replicates of 1,000 records for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 24 replicates representing a total of 23,649 resident records were dialed to complete this study.

The sample of 604 respondents yields a maximum statistical error of ±4.0% 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 ±4.0 percentage points of the results obtained had everyone in the population been interviewed.)

Interviewing

The survey was launched on November 16, 2021 and was closed on December 3, 2021.

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 respondent’s opportunity for inclusion in the study.
The entire sample (i.e., completes and terminates) has been weighted by age, gender, education, and race/ethnicity according to 2019 Census Bureau 1-year ACS statistics as well as by AARP membership status among those age 50+ (supplied by AARP); unqualified records were then removed to achieve a final weighted sample of respondents.