

METHODOLOGY

In November 2023, AARP engaged ANR Market Research Consultants to conduct a quantitative research study among Arkansas's African American or Black residents age 45 and older. Topics included healthcare, the economy, financial issues, retirement, independent living, long-term care, caregiving, livable communities, voter access and opinions of AARP. ANR completed a total of 299 interviews (138 via landline telephone, 102 via cell phone, and 59 online).

Respondents were screened to meet the following criteria:

- Age 45+
- Resident of Arkansas
- African American or Black

Survey length averaged 19.5 minutes by telephone and 15.2 minutes online.

SAMPLE

Landline, cell phone, and online sampling were used for this research, with the telephone sample drawn randomly from a list of Arkansas residents age 45 and older, purchased from Aristotle, and the online sample provided by Fulcrum. A total of 53,329 records were utilized to achieve a sample of 700 respondents and supplemental oversample of an additional 200 interviews with African American or Black respondents.

The list of 1,256,260 residents of Arkansas age 45 and older was randomly divided into 1,257 replicates of 1,000 records for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 54 replicates representing a total of 53,329 resident records were dialed to complete the telephone portion of this study.

The sample of 299 African American or Black respondents yields a maximum statistical error of $\pm 5.7\%$ 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 ± 5.7 percentage points of the results obtained had everyone in the population been interviewed.)

INTERVIEWING

The survey was launched on November 3, 2023 and closed on November 20, 2023. Telephone 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. Percentages of some questions may exceed 100% due to rounding or the use of multiple response question formats. All data have been weighted by age and gender according to 2021 American Community Survey (ACS) 5-year estimates.

FINAL DISPOSITION REPORTS

Phone	
FULL COMPLETES	560
SCHEDULED_CALLBACKS	10,906
CALLBACK_NON_SPECIFIC	6,102
SOFT REFUSAL	799
HARD REFUSAL	112
TERMINATED_EARLY	57
GOVERNMENT_BUSINESS	33
LANGUAGE_DEAF	11
SCREENED_OUT	417
OVER_QUOTA	0
NON_WORKING_NUMBERS	7,019
BUSYS_UNCONFIRMED	0
BUSYS_CONFIRMED_HH	425
NO_ANSWERS_UNCONFIRMED	0
NO_ANSWERS_CONFIRMED_HH	6,827
ANSWERING_MACHINE_SERVICE_UNCONFIRMED	10,441
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	9,602
PRIVACY MANAGER	8
FAX	10
TOTAL	53,329

Online	
FULL COMPLETES (Usable/Eligible)	345
TERMINATED EARLY – MID INTERVIEW – INCOMPLETE (Usable/Eligible)	315
DISCONNECTED / BOUNCEBACK (Unusable)	121
NOT INTENDED PERSON (Unusable)	0
INVITED – NEVER CLICKED / NO RESPONSE (Usability Unknown)	1,252
INVITED – CLICKED OPEN / NO PROGRESS (Usability Unknown)	811
QC QUALITY TOSSED (Not Qualified)	17
QUALITY CONTROL – SPEED TRAP (Not Qualified)	0
TERMINATED - NOT QUALIFIED (Not Qualified)	52
OVER_QUOTA (Usable / Eligible Unknown)	15
TOTAL	2,928

PRODUCTION SUMMARY

Phone	
NUMBER OF FULL COMPLETES	560
SAMPLE	53,329
COOPERATION RATE (COOP3)	50.2%
REFUSAL RATE (REF3)	2.4%
RESPONSE RATE (RR3) ¹	1.3%

Online	
NUMBER OF FULL COMPLETES	345
SAMPLE	2,928
COOPERATION RATE (COOP3)	57.0%
REFUSAL RATE (REF3)	20.3%
RESPONSE RATE (RR3) ¹	35.6%

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 = Complete + Terminate Early + Confirmed Household No Answer, Busy, and Answering Machine + Callbacks + Language Barrier / Complete + Terminate Early + Confirmed Household No Answer, Busy, and Answering Machine + Callbacks + Language Barrier + Government/Business + Non-Working + Screened Out + Over Quota.