



VITAL VOICES

Issues That Impact California's Asian American, Native Hawaiian, or Pacific Islander (AANHPI) Adults Age 45 and Older

METHODOLOGY

In August 2024, AARP engaged ANR Market Research Consultants to conduct a quantitative research study among California's Asian American, Native Hawaiian, or Pacific Islander (AANHPI) residents age 45 and older. Topics included healthcare, the economy, financial issues, Social Security, retirement, utilities, independent living, long-term care, caregiving, livable communities, housing, natural disasters, and opinions of AARP. ANR completed a total of 560 interviews (35 via landline telephone, 132 via cell phone, 281 online, and 112 utilizing text-to-web (TTW) methodology). (Note that TTW was introduced mid-fielding on September 5, 2024 as a result of declined production rates within the Asian American, Native Hawaiian, or Pacific Islander population. An interviewer sends a single text message containing a link to the online version of the survey to a respondent's cell phone.) Interviews were conducted in English and Mandarin, based on respondent preference (555 in English and 5 in Mandarin).

Respondents were screened to meet the following criteria:

- Age 45+
- Resident of California
- Asian American, Native Hawaiian, or Pacific Islander (AANHPI)

Survey length averaged 20.1 minutes by telephone and 16.8 minutes online.

SAMPLE

Landline, cell phone, and online sampling were used for this research, with the telephone sample drawn randomly from a list of California residents age 45 and older, purchased from Aristotle, and the online sample provided by Fulcrum. A total of 63,064 records were utilized to achieve a sample of 1,010 respondents and supplemental oversample of an additional 400 interviews with Asian American, Native Hawaiian, or Pacific Islander (AANHPI) respondents.

The list of 15,604,559 residents of California age 45 and older was randomly divided into 15,605 replicates of 1,000 records for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 64 replicates representing a total of 63,064 resident records were dialed to complete the telephone portion of this study.

The sample of 560 Asian American, Native Hawaiian, or Pacific Islander (AANHPI) respondents yields a maximum statistical error of $\pm 4.1\%$ 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 ± 4.1 percentage points of the results obtained had everyone in the population been interviewed.)

INTERVIEWING

The survey was launched on August 27, 2024 and closed on September 9, 2024. 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 2022 American Community Survey (ACS) 5-year estimates.

FINAL DISPOSITION REPORTS

Phone	
FULL COMPLETES	707
SCHEDULED_CALLBACKS	13,323
CALLBACK_NON_SPECIFIC	5,679
SOFT REFUSAL	822
HARD REFUSAL	88
TERMINATED_EARLY	163
GOVERNMENT_BUSINESS	36
LANGUAGE_DEAF	34
SCREENED_OUT	407
OVER_QUOTA	0
NON_WORKING_NUMBERS	6,785
BUSYS_UNCONFIRMED	0
BUSYS_CONFIRMED_HH	633
NO_ANSWERS_UNCONFIRMED	0
NO_ANSWERS_CONFIRMED_HH	10,550
ANSWERING_MACHINE_SERVICE_UNCONFIRMED	15,606
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	8,192
PRIVACY MANAGER	20
FAX	19
TOTAL	63,064

Online	
FULL COMPLETES (Usable/Eligible)	704
TERMINATED EARLY – MID INTERVIEW – INCOMPLETE (Usable/Eligible)	300
DISCONNECTED / BOUNCEBACK (Unusable)	301
NOT INTENDED PERSON (Unusable)	0
INVITED – NEVER CLICKED / NO RESPONSE (Usability Unknown)	7,311
INVITED – CLICKED OPEN / NO PROGRESS (Usability Unknown)	5,899
QC QUALITY TOSSED (Not Qualified)	35
QUALITY CONTROL – SPEED TRAP (Not Qualified)	0
TERMINATED - NOT QUALIFIED (Not Qualified)	91
OVER_QUOTA (Usable / Eligible Unknown)	24
TOTAL	14,665

PRODUCTION SUMMARY

Phone	
NUMBER OF FULL COMPLETES	707
SAMPLE	63,064
COOPERATION RATE (COOP3)	50.9%
REFUSAL RATE (REF3)	2.0%
RESPONSE RATE (RR3) ¹	1.3%

Online	
NUMBER OF FULL COMPLETES	704
SAMPLE	14,665
COOPERATION RATE (COOP3)	23.0%
REFUSAL RATE (REF3)	38.7%
RESPONSE RATE (RR3) ¹	17.3%

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.