

METHODOLOGY

In September 2023, AARP engaged ANR Market Research Consultants to conduct a quantitative research study among Pennsylvania's African American or Black residents age 45 and older. Topics included healthcare, the economy, financial issues, retirement, fraud, independent living, long-term care, caregiving, livable communities and opinions of AARP. ANR completed a total of 497 interviews (129 via landline telephone, 165 via cell phone, and 203 online).

Respondents were screened to meet the following criteria:

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

Survey length averaged 17.8 minutes by telephone and 14.1 minutes online.

SAMPLE

Landline, cell phone, and online sampling were used for this research, with the telephone sample drawn randomly from a list of Pennsylvania's residents age 45 and older, purchased from Aristotle, and online sample provided by Fulcrum. A total of 56,689 records were utilized to achieve a base sample of 1,010 respondents and supplemental oversample of an additional 400 interviews with African American or Black respondents.

The list of 5,848,280 residents of Pennsylvania age 45 and older was randomly divided into 5,849 replicates of 1,000 records for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 57 replicates representing a total of 56,689 resident records were dialed to complete the telephone portion of this study.

The sample of 497 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

The survey was launched on September 19, 2023 and closed on October 12, 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	740
SCHEDULED_CALLBACKS	11,693
CALLBACK_NON_SPECIFIC	4,584
SOFT REFUSAL	966
HARD REFUSAL	180
TERMINATED_EARLY	212
GOVERNMENT_BUSINESS	28
LANGUAGE_DEAF	13
SCREENED_OUT	271
OVER_QUOTA	0
NON_WORKING_NUMBERS	7,901
BUSYS_UNCONFIRMED	0
BUSYS_CONFIRMED_HH	800
NO_ANSWERS_UNCONFIRMED	0
NO_ANSWERS_CONFIRMED_HH	7,045
ANSWERING_MACHINE_SERVICE_UNCONFIRMED	13,009
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	9,228
PRIVACY MANAGER	8
FAX	11
TOTAL	56,689

Online	
FULL COMPLETES (Usable/Eligible)	670
TERMINATED EARLY – MID INTERVIEW – INCOMPLETE (Usable/Eligible)	924
DISCONNECTED / BOUNCEBACK (Unusable)	199
NOT INTENDED PERSON (Unusable)	0
INVITED – NEVER CLICKED / NO RESPONSE (Usability Unknown)	2,280
INVITED – CLICKED OPEN / NO PROGRESS (Usability Unknown)	1,373
QC QUALITY TOSSED (Not Qualified)	15
QUALITY CONTROL – SPEED TRAP (Not Qualified)	0
TERMINATED - NOT QUALIFIED (Not Qualified)	115
OVER_QUOTA (Usable / Eligible Unknown)	12
TOTAL	5,588

PRODUCTION SUMMARY

Phone	
NUMBER OF FULL COMPLETES	740
SAMPLE	56,689
COOPERATION RATE (COOP3)	42.7%
REFUSAL RATE (REF3)	2.8%
RESPONSE RATE (RR3) ¹	1.6%

Online	
NUMBER OF FULL COMPLETES	670
SAMPLE	5,588
COOPERATION RATE (COOP3)	49.7%
REFUSAL RATE (REF3)	25.1%
RESPONSE RATE (RR3) ¹	33.2%

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.