



## VITAL VOICES

*Issues That Impact Virginia's African American or Black (AA/B) Adults Age 45 and Older*

### METHODOLOGY

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In July 2024, AARP engaged ANR Market Research Consultants to conduct a quantitative research study among Virginia's African American or Black (AA/B) residents age 45 and older. Topics included healthcare, the economy, financial issues, Social Security, retirement, independent living, long-term care, caregiving, livable communities, digital first, state events, and opinions of AARP. ANR completed a total of 323 interviews (41 via landline telephone, 46 via cell phone, and 236 online).

Respondents were screened to meet the following criteria:

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

Survey length averaged 21.3 minutes by telephone and 18.4 minutes online.

### SAMPLE

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**Landline, cell phone, and online sampling were used for this research**, with the telephone sample drawn randomly from a list of Virginia residents age 45 and older, purchased from Aristotle, and the online sample provided by Fulcrum. A total of 35,914 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 3,602,673 residents of Virginia age 45 and older was randomly divided into 3,603 replicates of 1,000 records for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 36 replicates representing a total of 35,914 resident records were dialed to complete the telephone portion of this study.

The sample of 323 African American or Black respondents yields a maximum statistical error of  $\pm 5.5\%$  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  $\pm 5.5$  percentage points of the results obtained had everyone in the population been interviewed.)

## INTERVIEWING

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**The survey was launched on July 17, 2024 and closed on July 29, 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                         | 431    |
| SCHEDULED_CALLBACKS                    | 7,925  |
| CALLBACK_NON_SPECIFIC                  | 3,397  |
| SOFT REFUSAL                           | 276    |
| HARD REFUSAL                           | 49     |
| TERMINATED_EARLY                       | 78     |
| GOVERNMENT_BUSINESS                    | 20     |
| LANGUAGE_DEAF                          | 7      |
| SCREENED_OUT                           | 189    |
| OVER_QUOTA                             | 0      |
| NON_WORKING_NUMBERS                    | 4,116  |
| BUSYS_UNCONFIRMED                      | 0      |
| BUSYS_CONFIRMED_HH                     | 348    |
| NO_ANSWERS_UNCONFIRMED                 | 0      |
| NO_ANSWERS_CONFIRMED_HH                | 5,029  |
| ANSWERING_MACHINE_SERVICE_UNCONFIRMED  | 8,200  |
| ANSWERING_MACHINE_SERVICE_CONFIRMED_HH | 5,835  |
| PRIVACY MANAGER                        | 8      |
| FAX                                    | 6      |
| TOTAL                                  | 35,914 |

| Online                                                          |       |
|-----------------------------------------------------------------|-------|
| FULL COMPLETES (Usable/Eligible)                                | 469   |
| TERMINATED EARLY – MID INTERVIEW – INCOMPLETE (Usable/Eligible) | 70    |
| DISCONNECTED / BOUNCEBACK (Unusable)                            | 149   |
| NOT INTENDED PERSON (Unusable)                                  | 0     |
| INVITED – NEVER CLICKED / NO RESPONSE (Usability Unknown)       | 2,766 |
| INVITED – CLICKED OPEN / NO PROGRESS (Usability Unknown)        | 1,834 |
| QC QUALITY TOSSED (Not Qualified)                               | 14    |
| QUALITY CONTROL – SPEED TRAP (Not Qualified)                    | 0     |
| TERMINATED - NOT QUALIFIED (Not Qualified)                      | 67    |
| OVER_QUOTA (Usable / Eligible Unknown)                          | 0     |
| TOTAL                                                           | 5,369 |

## PRODUCTION SUMMARY

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| Phone                            |        |
|----------------------------------|--------|
| NUMBER OF FULL COMPLETES         | 431    |
| SAMPLE                           | 35,914 |
| COOPERATION RATE (COOP3)         | 60.6%  |
| REFUSAL RATE (REF3)              | 1.2%   |
| RESPONSE RATE (RR3) <sup>1</sup> | 1.4%   |

| Online                           |       |
|----------------------------------|-------|
| NUMBER OF FULL COMPLETES         | 469   |
| SAMPLE                           | 5,369 |
| COOPERATION RATE (COOP3)         | 30.1% |
| REFUSAL RATE (REF3)              | 31.9% |
| RESPONSE RATE (RR3) <sup>1</sup> | 17.0% |

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<sup>1</sup> 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': 
$$e = \frac{\text{Complete} + \text{Terminate Early} + \text{Confirmed Household No Answer, Busy, and Answering Machine} + \text{Callbacks} + \text{Language Barrier}}{\text{Complete} + \text{Terminate Early} + \text{Confirmed Household No Answer, Busy, and Answering Machine} + \text{Callbacks} + \text{Language Barrier} + \text{Government/Business} + \text{Non-Working} + \text{Screened Out} + \text{Over Quota}}$$