

Methodology Report: Travel Technology Study

July 2024

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Introduction

This survey was conducted by Chadwick Martin Bailey (CMB) on behalf of AARP. The purpose of this study is to understand the technology used for travel among adults aged 50+ aiming to improve their travel experience, increase their engagement with digital travel services, and enhance their travel experience through better-tailored digital solutions and experiences. For more information about the content of this study, including the questionnaire and results, please either visit the project page located here: www.aarp.org/traveltech50plus

or contact the project lead: Brittne Kakulla BKakulla@aarp.org

Survey Statistics in Brief	
Mode(s) of Data Collection	Online
Total number of completed surveys	1,000
Margin of Error (this does not include the design effect)	± 3.1 pct pts
Completion rate	55.4%
Eligibility rate	63.8%
Drop off rate	44.6%

Sample Source(s)

The Prodege panel consists of online, opt-in panelists recruited from the proprietary panel. There is no incentives for respondents to join the panel. When respondents first join the panel they have to pass extensive quality checks (even being sequestered the first 30 days completing internal surveys), and only those members that pass are then allowed to complete our client's surveys. During that 30-day trial period, respondents are incentivized for their time based on the survey taken.

Sampling

For this study, 1,000 adults aged 50 and older were surveyed. Sample was drawn from Prodege's proprietary panel, targeting adults age 50 and older.

Panelists were sampled based on age and gender. Panelists who responded completed screener questions to ensure they qualified for the study. Qualified panelists were then able to complete the survey.

Click balancing was employed during fielding to help ensure the final sample resembled the target population and to minimize the required post-stratification weighting. Specifically, the following click balancing targets were employed:

VARIABLE	VALUE	TARGET PROPORTION	ALLOWED VARIATION
Age and Gender	Male 50-59	18%	± 5 pct pts
	Male 50-59	16%	± 5 pct pts
	Male 50-59	14%	± 5 pct pts
	Female 50-59	18%	± 5 pct pts
	Female 50-59	17%	± 5 pct pts
	Female 50-59	18%	± 5 pct pts

This survey was only available to individuals with internet access. The results may not be generalizable to those households without internet access.

Fielding

The study was fielded from July 12, 2024 to July 18, 2024.

Prodege's panel recruitment leverages various recruitment sources to build the diverse panel. Using a diverse range of sources helps represent the entire population, rather than focusing on any particular segment. Prodege User Acquisition team uses the following recruitment sources:

- Targeted website traffic
- Social media sites
- Affiliate networks
- Database imports
- TV ads
- Search engine optimization
- Private Partners
- Organic Growth
- Referrals
- Radio ads
- Print/Media ads
- Online through banners, interstitials, forums, blogs
- Direct email campaigns

Cooperation Strategies

Prodege utilizes a proprietary incentive program where members earn and accumulate points for participating in surveys as well as completing and updating their profiles. Points offered vary according to survey length, the amount of effort required, and the nature of the project (e.g. a quantitative or qualitative project). Points can be redeemed for gift cards to popular retailers (online and offline) and/or used for donations to charities. In this case, all respondents were provided an incentive of 75 Swagbucks points (\$.75). All incentives are awarded only once the survey and verification processes are completed. The incentive options allow panelists to redeem from a large range of gift cards, charitable contributions, and partner products or services.

Survey Completion and Conversion Rates

Of the 1,805 panelists who clicked into this survey, 1,084 qualified to take the survey, and 1,000 completed the survey.

- The eligibility rate, defined as the number who qualify for the survey divided by those who completed at least one screener or demographic question, is $1,084/1,699=63.8\%$.
- The drop off rate, defined as the total number of starts minus the number of completed interviews divided by the total number of starts, is $(1,805-1,000)/1,805=44.6\%$.
- The survey completion rate, defined by the number of completed interviews divided by number of clicked offers, is $1,000/1,805=55.4\%$.

Survey Outcome Metrics: Travel Technology Study	
Number of invites sent	n/a
Number of clicked offers	1,805
Number who complete at least one screener or demographic question	1,699
Number who qualify for the survey and complete the screener	1,084
Number who start the main survey	1,804
Number who complete the survey	1,000

Data Processing and Procedures Ensuring Data Quality

CMB conducted a series of quality checks on the collected data. Speeders and those who provided bot-like or gibberish responses to open-end questions were automatically removed. Those who were flagged for 3 or more unusual responses were also removed. Unusual responses included straight-lining 2 or more grid questions, indicating conflicting responses, selecting an unusually high number of responses

at multi-select questions, or giving unusual responses at open-ended questions. These checks enable us to remove automated or unengaged respondents from the sample.

Weighting

The sample was not weighted, as the responses were click-balanced to ensure sample representativeness.

Margin of Error and Design Effect

Although this study uses nonprobability sample, we calculated the margin of error at 95% confidence as:

$MOE = 1.96 \times \sqrt{.25/(n - 1)}$, where n is 1,000

MOE = 3.1%

It should be noted that the MOE is not technically appropriate for this study or other nonprobability surveys because a frame does not exist for all persons in the population from which the sample was selected; not every person in the population has a positive probability of selection; and the probability of selection can't be computed for each person selected for the study.¹ No design effect was calculated or included in the estimates of standard error.

Sampling error is only one of many potential sources of error in this study. There may be other unmeasured error (e.g. measurement error or nonresponse bias) in this or any other public opinion poll. This survey was only available to individuals with internet access. The results may not be generalizable to those households without internet access.