AARP Alaska Public Opinion Survey Methodology Report

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Overview

This research was conducted by Dittman Research for AARP. During the period March 3-14, 2021, 1,000 Alaskan residents, age 50 and older, were interviewed via live interviewer telephone survey. An oversample of 34 interviews was conducted in rural communities. Interviews averaged 17 minutes in length. Approximately half of respondents (49%) were interviewed on their cell phone. The survey featured a probability sample and has a margin of error of +/- 3.1% at a 95% confidence interval.¹ Interviews were fielded based on the geographic distribution of Alaskans age 50+, with the exception of the rural oversample. Region-level interview quotas by age and gender were used to ensure a representative sample of Alaskans was collected.

Of the total 1,000 completes, 428 or 52% of respondents indicated they or their spouse or partner is a member of AARP. Current reporting reflects only the data based on these 428 respondents.

Screening

Respondents were screened to meet the following criteria:

- Age 50+
- Resident of Alaska

Sample & Weighting

Both landline and cell phones were used for this research. Sample records were drawn randomly from a list of Alaska registered voters, however, respondents were not screened to be registered to vote. The list contained 235,271 records and was purchased from L2. A total of 49,891 records were dialed to complete the 1,000 interviews in this study. All sample records were pre-scrubbed to identify any landlines that may have been ported to cell phones to ensure TCPA compliance. Inactive records were removed during the scrubbing process. Records were dialed at random, aside for specifically timed callback requests. Subsequent attempts at individual records were made across multiple days and times.

Due to the use of interview quotas by region, age and gender, the data required minimal weighting to bring the survey sample into alignment with the actual demographic characteristics of Alaskans age 50+. All data have been weighted by gender, political party and geographic region according to July 2020 Census estimates (for region and gender), and January 2021 Alaska voter registration statistics (for political party).

Interviewing

Live interviewers called on this project from Wednesday, March 3 through Sunday, March 14, 2021 from 5:00 pm to 9:00 pm on weekdays, and from 10:00 am to 6:00 pm on weekends. Parameters were set to ensure that calls to each potential respondent were attempted across multiple days and times. A limit of 7 attempts per landline and 5 attempts per cell phone was in place.

¹ This means that in 95 out of 100 samples of this size, the results obtained in the sample would be within ± 3.1 percentage points of the results obtained had everyone in the 50+ population been interviewed.

DISPOSITION REPORT

COMPLETED INTERVIEW	1,000
REFUSED TO START	206
LANGUAGE PROBLEM	90
TERMINATED INTV	125
NON-WORKING	77
NON-RESIDENTIAL	157
NOT AN AK RESIDENT	123
DK/REF DRIVING	2
NOT 50 OR OLDER	179
REGION/GENDER/AGE QUOTA FULL	107
50TO59 QUOTA FULL	5
60TO69 QUOTA FULL	100
70TO79 QUOTA FULL	119
80+ QUOTA FULL	28
MARKET QUOTA FULL	9
FAXMODEM	12
NOT AVAILABLE, NO CB	387
DO NOT CALL LIST	321
PRIVACY BLOCK	102
NO ANSWER	27,320
BUSY CALLBACK	4
TIMED CALL	3,045
ANSWERING MACHINE	8,604
SUSPENDED CALL	30
RESPONDENT DRIVING (CB)	48
INITIAL REFUSAL	3,138
DIALER DISCONNECTED	4,323
DIALER NO CONNECT	4
DIALER BUSY	102
DIALER BUSY TO NA	124
TOTAL	49,891

PRODUCTION SUMMARY

COMPLETED INTERVIEW	1,000
SAMPLE	49,891
COOPERATION RATE (COOP3)	20.7%
REFUSAL RATE (REF3)	70.9%
RESPONSE RATE (RR3) ²	4.0%

² This response rate formula (RR3) requires the calculation of 'e' which is the estimated proportion of cases of unknown eligibility that are eligible. This estimate is based on the proportion of eligible units among all units in the sample for which a definitive determination of status was obtained (a conservative estimate).