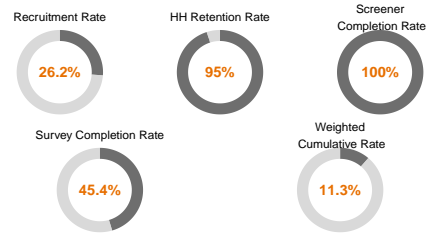


### OVERVIEW

Date of Report: Oct 27, 2016	Start Date: September 19, 2016
Project Title: Successful Aging Poll 2016	End Date: October 21, 2016
Project Number: 7924	Sampled Units: 6665
Prepared For: West Health Institute	Completed Interviews: 3026
Expected Elig.: 100.0%	Avg. Design Effect: 1.56
Observed Elig.: 100%	Margin of Error: 2.23%
Study Population: Adult Population Age 30-89	Median Ivr. Length: 26 minutes

### RESPONSE RATES



### BENCHMARK COMPARISON

	Unweighted	Weighted	Benchmark	Difference	-10%	10%
Household Income				3.3		
Less than \$30,000	29.8	27.1	20.5	6.6		
\$30,000 to \$74,000	35.9	35.9	35.8	0.1		
\$75,000 to \$124,999	22.4	23.1	23.7	0.6		
\$125,000 Plus	11.9	13.9	20	6.1		
Member Age				0.2		
30 - 34	11.3	11.5	11	0.5		
35 - 49	30.4	31	31.5	0.5		
50 - 64	32.4	32.8	32.8	0		
65 - 89	25.9	24.7	24.7	0		
Race/Ethnicity				1.4		
White	70.1	66.9	66.9	0		
Black	9.7	11.2	11.2	0		
Hispanic	12.4	14.3	14.3	0		
Asian/Pacific Islander	2.2	2.4	5.9	3.5		
Others	5.6	5.2	1.7	3.5		
Education Status				1.3		
Less than High School	9.6	11	11	0		
High School Equivalent	29	29.2	29.2	0		
Some College	25.3	24.2	26.4	2.2		
Bachelor's Degree	20	19.4	20.4	1		
Graduate Degree	16.1	16.1	13	3.1		
Household Ownership				0.2		
Owner Occupied	66.5	71.2	71.4	0.2		
Renter Occupied/Other	33.5	28.8	28.6	0.2		
Children in Household				2.3		
With 1+ Under 18 Years	29.6	31.7	34	2.3		
Without Children Under 18	70.4	68.3	66	2.3		
Marital Status				7.4		
Currently Married	51.5	55	62.4	7.4		
Currently Single	48.5	45	37.6	7.4		
Sex				0		
Male	46.9	47.7	47.7	0		
Female	53.1	52.3	52.3	0		
Average Difference				2		

## Overview Section

*Sample Units:* The number of panel members sampled for the survey.

*Start/End Dates:* Start and end dates represent the earliest and latest contact dates of cases sampled for the survey.

*Completed Interviews:* The number of members completing the interview through the “thank you” screen of the interview. It does not include any interviews removed during data processing.

*Interview length:* Length of time for completed interviews. Interview length is calculated differently depending upon whether the interview was conducted over the phone or via web. For telephone mode, it is the time from when the respondent picks up the telephone until they hang up the telephone. For web interviews, it is the time from when they first connect to the web system to the time they log off the system or become inactive. In the case of multiple contacts, this number represents the sum of those contacts.

*Margin of Error:* The Margin of Error is calculated by assuming we have a binomial variable where 50% of respondents give each answer (giving the most conservative margin of error). We then calculate the Margin of Error at a 95% confidence level for that hypothetical variable assuming all completed interviews answer the question and taking into account the design effect.

*Median Design Effect:* The design effect is the amount of variance under the complex design divided by the variance under the SRS (simple random sampling). This is calculated for a minimum of five key substantive survey variables and the median value is reported.

## Response Rate Section

*Recruitment Rate:* The weighted AAPOR RR III for the AmeriSpeak panel recruitment for recruitment cohorts sampled for the study. A recruited sample unit is defined as a household where at least one adult successfully completed the recruitment survey and joined the panel.

*Household Retention Rate:* Calculated at the household level, it represents the percent of recruited households still available for sampling for this survey among the recruitment cohorts sampled for the study.

*Screener Completion Rate:* Calculated at the member level, it represents the percent of sampled members who completed the screening questions and therefore with known eligibility status for the current study. Studies without a screener have the screener completion rate as 100 percent.

*Survey Response Rate:* Calculated at the member level, it considers the screener completion rate, if applied, consent rate, if applied and survey completion rate. The Survey Response Rate is the proportion of respondents eligible for the main interviews, as identified by the survey screener or by demographic information collected through an AmeriSpeak profile survey, which actually completed the main study interview.

*Weighted Cumulative Response Rate:* The overall rate represents the product of the recruitment rate, the retention rate, and the survey completion rate. It is weighted to account for the sample design and

## Benchmarks Comparison Section

In the Benchmarks, we compare nationwide demographics (Monthly CPS February 2016) to those of our survey respondents who completed the interviews, both weighted and unweighted. We use this information to determine how well AmeriSpeak respondents represent the demographics of Americans overall.

## Study Specific Benchmarks section

The study specific benchmarks (not available on all surveys) show responses from key questions compared to benchmark distributions taken from external surveys