



SENIORS COUNT

**Survey of Manchester Residents to Assess
Their Perceptions of their Community's Support of
Senior Citizens.**

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Survey Center

The UNH Survey Center is an independent, non-partisan academic survey research organization and a division of the UNH Carsey Institute.

The Survey Center conducts telephone, mail, e-mail, Internet, and intercept surveys, as well as focus groups and other qualitative research for university researchers, government agencies, public non-profit organizations, private businesses, and media clients.

Our senior staff have over 40 years experience in designing and conducting custom research on a broad range of political, social, health care, and other public policy issues.

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EXECUTIVE SUMMARY

The University of New Hampshire Survey Center conducted a survey of Manchester adults in August 2007. The major purposes of these questions were to assess the perceptions of Manchester residents concerning their community and its support of senior citizens. Two-hundred and forty-two (242) Manchester adults were interviewed by telephone between March 27 to April 1, 2007 (N=29) and August 2 to August 7, 2007 (N=213). The margin of sampling error for the survey is +/- 6.3%. (See Technical Report below for a more detailed description of survey methods.) The following figures display survey results, detailed tabular results can be found in Appendix A, and Appendix B contains the survey instrument.

- ∞ The vast majority of Manchester adults (96%) agree that their community should support seniors (77% strongly agree and 19% somewhat agree). **Figure 1**
 - ∞ The level of agreement is significantly different in Manchester than the state.
- ∞ The majority of Manchester adults (82%) think that dealing with issues affecting the aging population should be a priority in their community, 15 percent thinks it should not be a priority, and 1 percent say they don't know. **Figure 2**
 - ∞ Manchester adults who earn less than \$45,000 or between \$60,000 and \$74,999, and Protestants are most likely to say it should be a priority.
- ∞ The majority of Manchester residents (65%) agree that their community is senior friendly for active seniors (29% strongly agree and 36% somewhat agree), 16 percent disagree, and 18 percent are neutral. **Figure 1**
 - ∞ Older Manchester adults (70 or older), those who earn between \$60,000 and \$74,999, and households with one adult are most likely to agree that their community is senior friendly for active seniors.
 - ∞ This is significantly different than the state.
- ∞ However, only 48 percent agree that their community is a good place for the frailest, least mobile seniors who need the most help with staying in their homes (18% strongly agree and 30% somewhat agree), 32 percent disagree, and 20 percent are neutral. **Figure 1**
 - ∞ Older Manchester adults (70 or older), those with a high school education or less, those who earn less than \$30,000, and Catholics are most likely to agree that their community is a good place for the frailest, least mobile seniors.
 - ∞ This is significantly different than the state.
- ∞ Nearly half of Manchester residents (48%) agree that their community has the infrastructure to help seniors with modest needs (19% strongly agree and 29% somewhat agree), 24 percent disagree, and 28 percent are neutral. **Figure 1**
 - ∞ Older Manchester adults (70 or older), those who earn less than \$30,000, and Protestants are most likely to agree that their community has the infrastructure to help seniors.
 - ∞ This is significantly different than the state.

- ∞ Manchester residents do not think their community is currently responding to the needs of its residents as they age, 42 percent agree (14% strongly agree and 28% somewhat agree), 32 percent disagree, and 25 percent are neutral. **Figure 1**
 - ∞ Older Manchester adults (70 or older) and those who earn less than \$30,000 or between \$75,000 and \$99,999 are most likely to say they agree that their community is currently responding to the needs of its residents as they age.
 - ∞ This is significantly different than the state.
- ∞ The great majority of NH residents (88%) have not heard of Seniors Count and only 12 percent have heard of it.
 - ∞ Manchester adults between 50 and 59 years old, those earning between \$30,000 and \$44,999 or between \$75,000 and \$99,999 are most likely to have heard of Seniors Count.

Figure 1: I'd like to ask you a few questions about senior citizens who live in your community. Please tell me whether you agree or disagree with each.

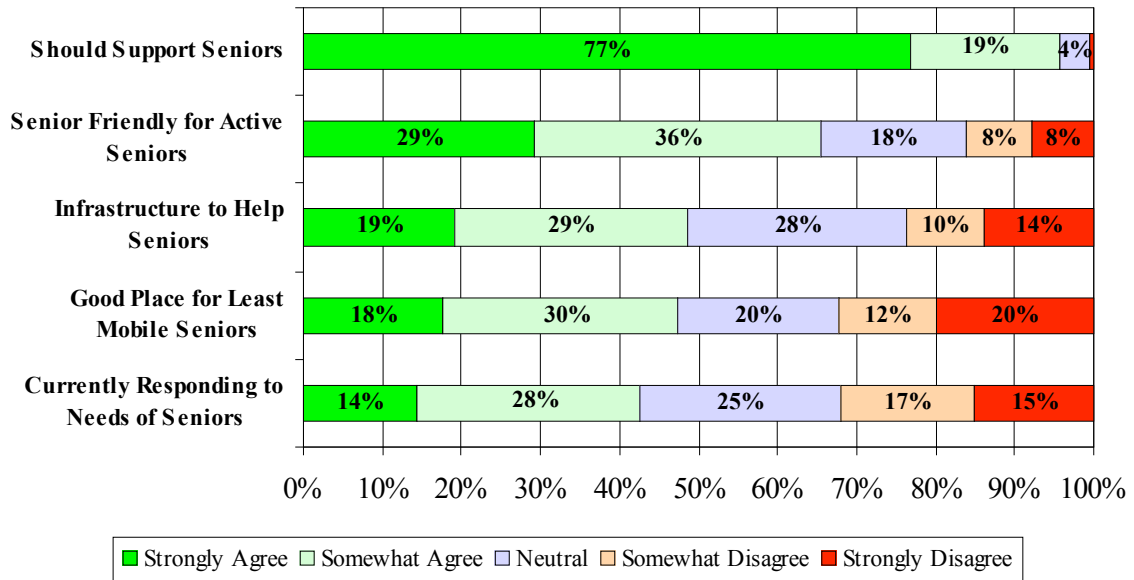


Figure 2: Do you think that dealing with issues affecting the aging population should be a priority in your community?

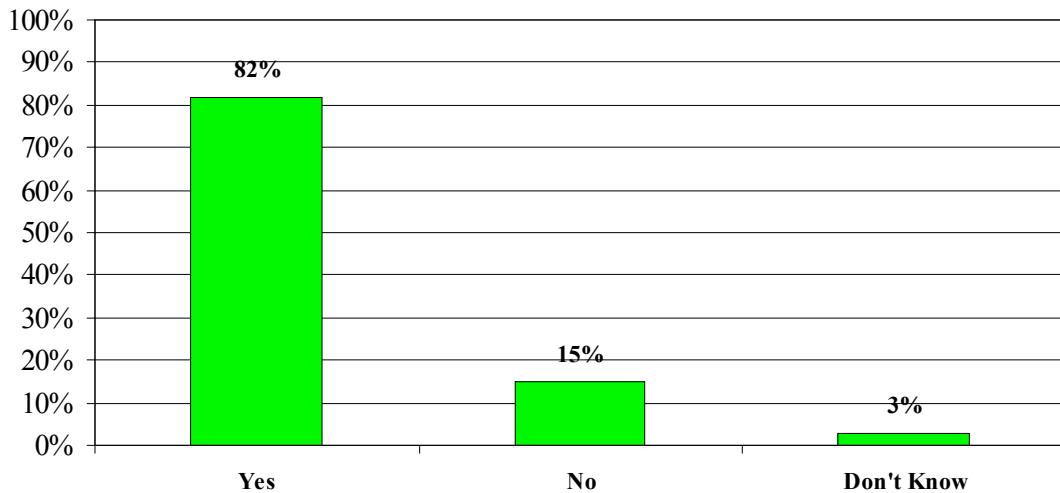
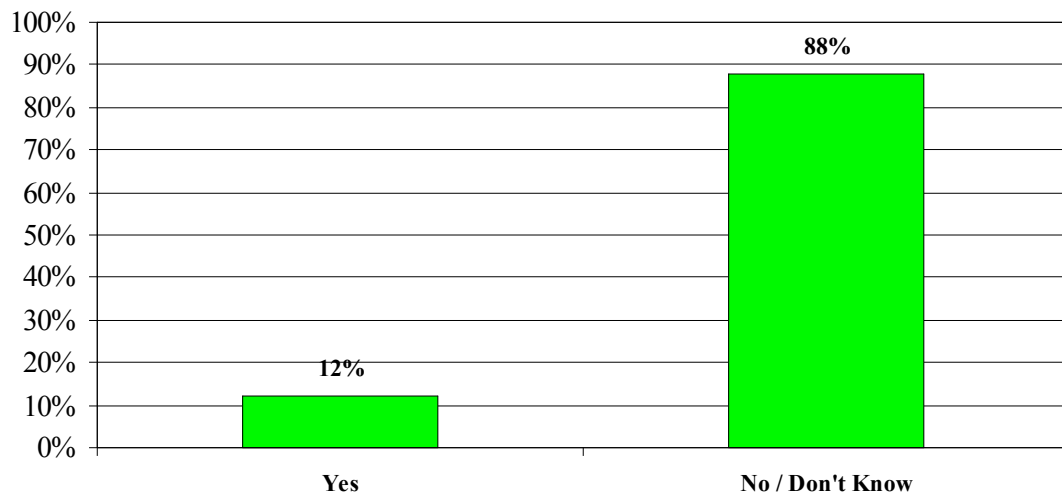


Figure 3: Have you heard or read of Seniors Count? (*Note: The wording of this question was changed after the start of interviewing*)



TECHNICAL REPORT

How the Sample Was Selected

The August, 2007 Manchester adults survey was a survey of randomly selected adults in the city of Manchester, New Hampshire. This survey was conducted using a procedure called Random Digit Dialing (RDD) which is described below.

A sample of households in the area was selected by a procedure known as random digit dialing. The way this works is as follows. First, with the aid of the computer, one of the three-digit telephone exchanges that are currently used in the area (e.g., 772) is randomly selected. The computer then randomly selects one of the "working blocks"--the first two of the last four numbers in a telephone number (e.g., 64)--and attaches it to the randomly selected exchange. Finally, the computer program then generates a two-digit random number between 00 and 99 (e.g., 57) which is attached to the previously selected prefix (772), and the previously selected working block (64) resulting in a complete telephone number -- i.e., 772-6457. This procedure is then repeated numerous times by the computer to generate more random numbers, so that we have a sufficient quantity to conduct the survey. The end result is that each household in the area in which there is a telephone has an equally likely chance of being selected into the sample.

The random sample used in the Manchester survey was purchased from Scientific Telephones Samples (STS), Foothill Ranch, California. STS screens each selected telephone number to eliminate non-working numbers, disconnected numbers, and business numbers to improve the efficiency of the sample, reducing the amount of time interviewers spend calling non-usable numbers.

Each of these randomly generated telephone numbers is called by one of our interviewers from a centrally supervised facility at the UNH Survey Center. If the number called is found not to be a residential one, it is discarded and another random number is called. (Approximately forty-five percent of the numbers were discarded because they are found to be businesses, institutions, or not assigned.) If it is a residential number, the interviewer then randomly selects a member of the household by asking to speak with the adult currently living in the household who has had the most recent birthday. This selection process ensures that every adult (18 years of age or older) in the household has an equally likely chance of being included in the survey. No substitutions are allowed. If, for example, the randomly selected adult is not at home when the household is first contacted, the interviewer cannot substitute by selecting someone else who just happens to be there at the time. Instead, he or she must make an appointment to call back when the randomly selected adult is at home. In this way, respondent selection bias is minimized.

When the Interviewing Was Done

Manchester adults were interviewed between March 27 and April 1, 2007 (N=29) and August 2 to August 7, 2007 (N=213). Each selected respondent was called by a professional UNH Survey Center interviewer from a centrally supervised facility at the UNH Survey Center. Telephone calls during the field period were made between 9:00 AM and 9:00 PM.

Response Rates

Interviews were completed with 213 randomly selected adults in Manchester from a sample of 2,715 randomly selected telephone numbers. Using American Association for Public Opinion (AAPOR) Response Rate 4, the response rate for the August 2007 Manchester Survey was 29 percent. The formula to calculate standard AAPOR response rate is:

$$\frac{I}{((I+P) + (R+NC+O) + e(UH+UO))}$$

I=Complete Interviews, **P**=Partial Interviews, **R**=Refusal and break off, **NC**=Non Contact, **O**=Other, **e**=estimated portion of cases of unknown eligibility that are eligible, **UH**=Unknown household, **UO**=Unknown other.

Sampling Error

The Manchester survey, like all surveys, is subject to sampling error due to the fact that all residents in the area were not interviewed. For those questions asked of four hundred (400) or so respondents, the error is +/-4.9%. For those questions where fewer than 400 persons responded, the sampling error can be calculated as follows:

$$\text{Sampling error} = \pm (1.96) \sqrt{\frac{P(1-P)}{N}}$$

Where **P** is the percentage of responses in the answer category being evaluated and **N** is the total number of persons answering the particular question.

For example, suppose you had the following distribution of answers to the question, "Should the state spend more money on road repair even if that means higher taxes?" Assume 1,000 respondents answered the question as follows:

YES	- 47%
NO	- 48%
DON'T KNOW	- 5%

The sampling error for the "YES" percentage of 47% would be

$$\pm(1.96) \sqrt{\frac{(47)(53)}{1,000}} = \pm 3.1\%;$$

for the "NO" percentage of 48% it would be

$$\pm(1.96) \sqrt{\frac{(48)(52)}{1,000}} = \pm 3.1\%;$$

and for the "DON'T KNOW" percentage of 5% it would be

$$\pm(1.96) \sqrt{\frac{(5)(95)}{1,000}} = \pm 1.4\%;$$

In this case we would expect the true population figures to be within the following ranges:

YES	43.9% - 50.1% (i.e., 47% +/-3.1%)
NO	44.9% - 51.1% (i.e., 48% +/-3.1%)
DON'T KNOW	3.6% - 6.4% (i.e., 5% +/-1.4%)

APPENDIX A:
DETAILED TABULAR RESULTS