DAVIS RESEARCH

MARIN COUNTY NEEDS ASSESSMENT SURVEY METHODOLOGY OUTLINE


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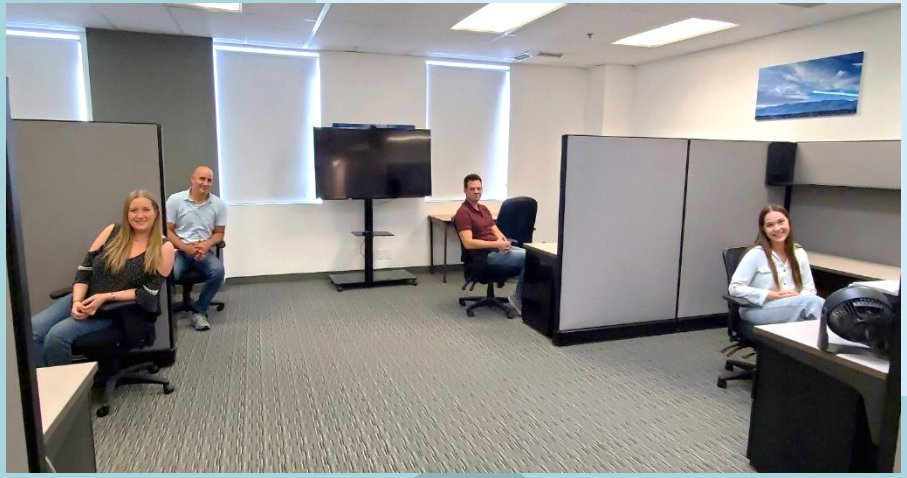
Agenda

- Who is Davis Research?
- Overview
- Sampling Plan
- Methodology and Response Rates Reports
- Best Practices
- Data Processing & Weighting

WHERE IS CALABASAS?







EXACTLY WHAT DOES DAVIS RESEARCH OFFER, IN HOUSE?

At our core, we are a quantitative research firm.

Most revenue comes from targeted outreach to very specific people. Administer the survey/screener by live phone, text or online survey.

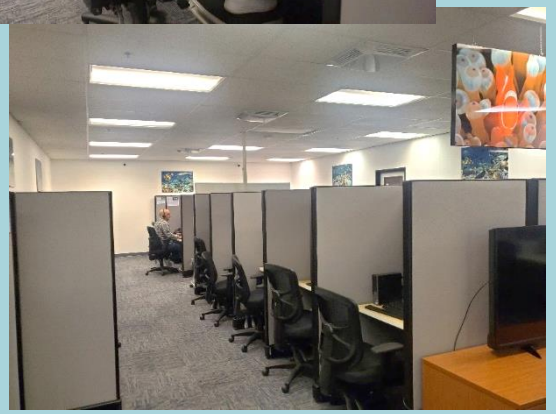
Routinely do surveys in English and Spanish as well as some offered in Asian languages.

128 employees in total, 87 of which work in our office in our office in California.

210 projects per year.







Our expertise is in execution of research as opposed to a specific industry.

Overview

- The study was executed by Davis Research (Davis), an independent public opinion research organization with headquarters in Calabasas, California.
- The multi-modal survey was conducted amongst a sample of 630 Marin County residents aged 60 or greater. These 630 interviews were segmented initially by 412 randomly selected residents to represent the entire county (5% margin of error) and an additional 218 residents to oversample the Latino, Black, Asian, and rural populations of the county.
- Oversampling these population groups allowed additional comparisons between these subgroups and the general population of those aged 60 or greater within the county by reducing the variances of key statistics.
- Surveys were collected between November 27 and December 19, 2023. The survey was made available in English, Spanish, simplified Chinese and Vietnamese.

Sampling Plan

- Random samples of telephone numbers and addresses serving Marin County were purchased from Marketing Systems Group (MSG), one of the nation's leading suppliers of samples to the survey research industry.
- This sample frame is comprised of enriched data sources and is inclusive of over 90% of all mobile numbers available in the United States. The enriched sample frame accounts for both inward and outward migration in the county, so people that are known to have moved out of the county are excluded from possible random selection and those that have moved in the county with a non-Marin County areas code are included for possible random selection.
- To increase efficiency, some demographic information was appended to the sample frame to target those aged 60 or greater in the county.
- For oversampling that was completed in rural areas of the county, a random selection of addresses was selected (with or without the inclusion of a cell phone device) using address-based sampling (ABS).

Sampling Plan

- According to the Pew Research Center published report on January 31, 2024, approximately 94% of those age 65+ have a mobile phone.
- Landline telephone numbers were not part of the sampling plan, as government statistics* now estimate that 2.5% of the population is only reachable through a landline telephone.
- The combination of the ABS sample frame and the mobile numbers purchased by MSG gave an estimated 95% coverage of those age 60 and above living in Marin County.

** Steven J. Blumberg, Ph.D. and Julian V. Lake, Wireless Substitution, Early Release of Estimates from the National Health Interview Survey, National Center for Health Statistics, January – June 2019, Washington D.C.*

Methodology & Response Rate

Methodology

- For this study respondents were contacted via text message, live telephone calls by staff from Davis' call-center in Calabasas, CA and via USPS mail.
- Respondents received up to two text messages, five telephone calls (including a voice message) and rural respondents received a letter via postal mail.
- According to a Pew Research Center report published last year, the number of pollsters using just one method of data collection has decreased to 61% in 2022 compared to 87% in 2010. Additionally, only 32% of pollsters use live telephone calls and only 10% use live telephone calls as their only method.

** Courtney Kennedy, Dana Popky and Scott Keeter, How Public Polling Has Changed in the 21st Century, Pew Research Center, January – April, 2023*

Methodology



MARIN HEALTH & HUMAN SERVICES
Health, Well-being & Safety

December 8th, 2023

NAME
ADDRESS
CITY, STATE ZIP

Dear Marin County Resident,

Marin County Health and Human Services, in collaboration with Marin County Aging and Adult Services, is conducting a comprehensive study to better understand the unique needs of our community, focusing on adults aged 60 or over.

Participants who complete the survey have the option to receive a $10 gift card or choose to donate the equivalent amount to a local charity, provided they meet the qualifications for participation.

Your perspective is crucial in shaping the future of services and resources in Marin County. As part of a random selection process, we kindly ask that the adult in your household aged 60 or more with the most recent birthday completes the survey. Your involvement is entirely voluntary, and your responses will be kept confidential.

I would like to participate, what do I do?

See below for the website and your personalized log-in ID, or you may scan the QR code at the bottom right of this letter to enter directly into the survey. The survey will be open for the next week or until the desired number of surveys is obtained, so please complete the survey today if possible.

Website: **MarinSurvey.com**	Your Log-in ID: **INSERT ID**

If you prefer to complete the survey by telephone, please call **800-546-2367**. Our California offices are ready to assist you and ensure a smooth survey experience. Please provide your login ID listed above when you call.

We understand the importance of ensuring the legitimacy of such endeavors. If you would like to verify the authenticity of this survey, please feel free to contact Marin County Health & Human Services at **415-473-4636**. We are here to address any questions or concerns you may have.

Your contribution to this study is essential in helping us create a community that meets the diverse needs of its residents. Thank you for taking the time to share your insights.

Sincerely,
Marin County Health & Human Services

SCAN ME



Response Rates

General Sample (n = 414)

Final Disposition of Contact Attempts - Main Sample	
Total Records	5,283
Total Surveys Completed (A)	414
Completed via telephone	164
Completed via web (Text or request)	250
Refused to participate / Opt-Out (B)	185
Invalid contact information	99
Language problem (C)	17
Call blocking (G)	20
Not Available for duration of study (H)	4,477
Not eligible for study (Not age 60+ or Marin County Resident)	71
COOPERATION RATE 3 (AAPOR)= (A)/(A+B)	69%
RESPONSE RATE 3 (AAPOR)= (A)/(A+B+C)+e(G+H)	10%

Oversample (n = 218)

Final Disposition of Contact Attempts - Oversample	
Total Records	2,680
Total Surveys Completed (A)	218
Completed via telephone	33
Completed via web (Text or request)	143
Completed from USPS (Called in or completed via web)	42
Refused to participate / Opt-Out (B)	94
Invalid contact information	222
Language problem (C)	4
Call blocking (G)	4
Not Available for duration of study (H)	1,817
Not eligible for study (Not age 60+, Marin County or Oversample)	321
COOPERATION RATE 3 (AAPOR)= (A)/(A+B)	70%
RESPONSE RATE 3 (AAPOR)= (A)/(A+B+C)+e(G+H)	21%



Best Practices

"I would never answer a telephone call from a number that I don't recognize!"

Flagged Numbers

	Totals
AT&T	4
T-Mobile	2
verizon	3
Federal Communications Commission API	0
FEDERAL TRADE COMMISSION PROTECTING AMERICA'S CONSUMERS API	0
Nomorobo API	3

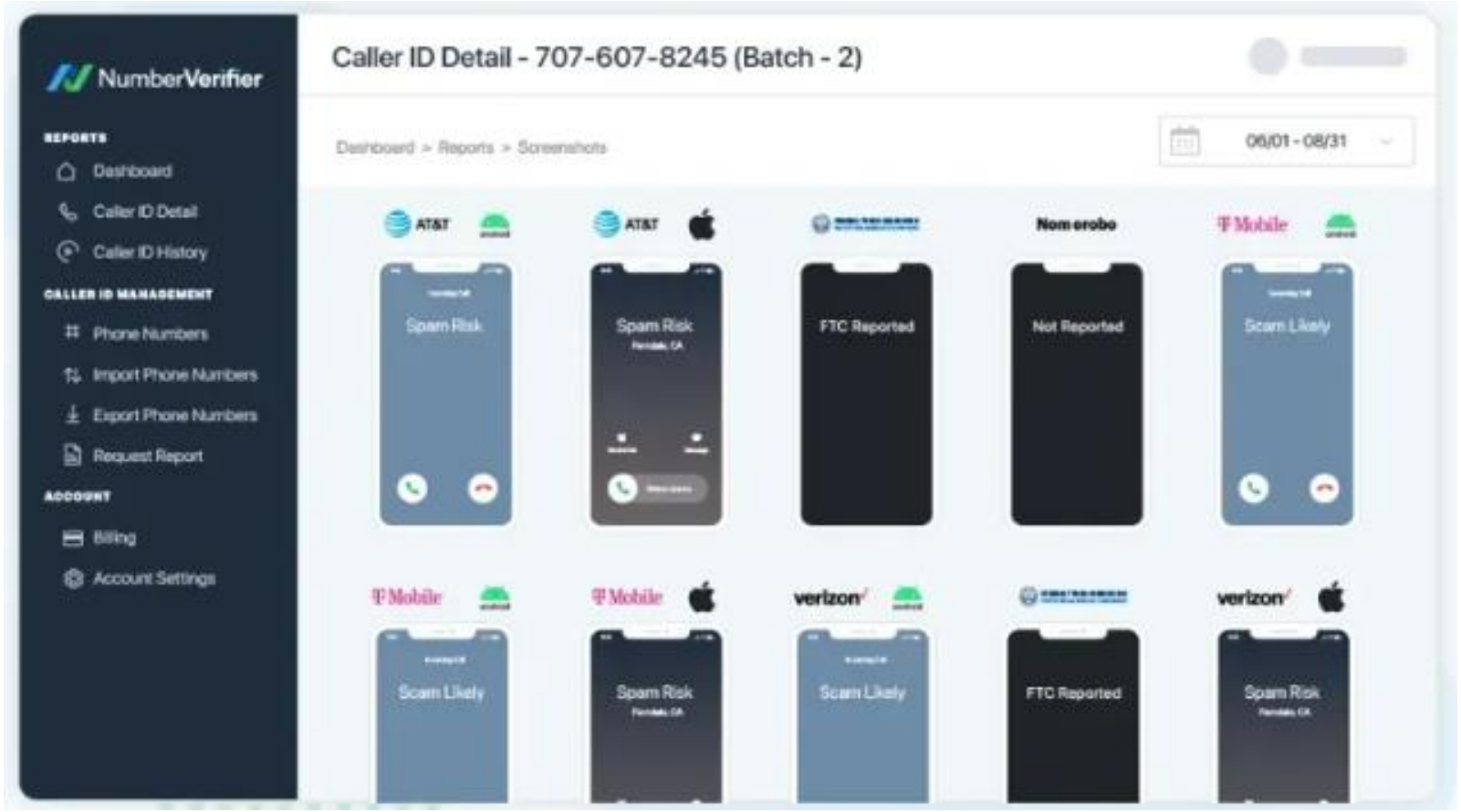
Please note that some numbers might have multiple flags.

Caller ID Management

Davis works directly with the mobile telephone carriers to ensure that are outbound telephone numbers are not flagged as SPAM LIKELY and that we are calling with a telephone number with a local area code.

Davis has several verified telephone numbers with the mobile carriers that are used for text messages for public opinion surveys. These numbers are officially approved and are not blocked by carriers.

Caller ID Management



Weighting Data

For this data, we used statistical alignment procedures to align with the latest Census American Community Survey published results. Weights were applied on these variables:

- Age
- Gender
- Ethnicity
- Income
- Latino / Not-Latino

	Unweighted	Weighted
Age 60-64	93	100
Age 65-69	98	96
Age 70-74	83	86
Age 75-79	59	54
Age 80-84	52	38
Age 85+	27	37
Hispanic	31	24
Non-Hispanic	372	387
Prefer not to answer	9	0
Male	187	185
Female	222	227
Prefer not to answer	3	0



ANY QUESTIONS?

Thank you

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