

Statistically Valid Survey

as component of

Municipal Aging Services Project

The Maricopa Association of Governments



ETC Institute

- 95 person market research firm, specializing in research for local units of government, state and federal governments
- Designed more than 2,500 citizen surveys in 46 states
- Extensive experience with Senior adult research (health care, leisure, transportation, government services, etc.)
- Extensive experience working with MAG's
- Over 300 survey projects in association with large planning and management projects
- Implementation focused “over \$3 billion” of voter approved elections for a wide range of citizen services



ETC Institute National Clients

- San Diego, California
- Mecklenburg County, NC
- Austin, Texas
- Oakland County, MI
- San Francisco, CA
- Houston, Texas
- Colorado Springs, CO
- Fort Lauderdale, FL
- St. Louis County, MO
- Dallas, Texas
- St. Paul, MN
- Kansas City, MO
- Atlanta, GA
- Nashville, TN
- Arlington County, VA
- Des Moines, IA
- Cleveland, Ohio
- Buffalo, NY
- Monmouth County, NC
- Westchester County, NY
- Orlando, FL
- Oklahoma City, OK
- Oakland County, MI
- Des Moines, IA
- Providence, Rhode Island
- Fort Worth, Texas

Arizona Clients Include

- Maricopa County
- Tempe
- Glendale
- Mesa
- Peoria
- Tucson
- Flagstaff
- Casa Grande

Surveys for Multicultural Communities

- San Antonio
- Miami-Dade County, Florida
- Los Angeles, California
- Denver, Colorado
- Las Cruces, New Mexico

Background for Scope of Services

- Seamlessly integrate into total Municipal Aging Services project
- Use information from focus groups, stakeholder interviews, and other qualitative tools to build survey
- Questions focused on issues that impact the delivery of governmental services to the aging population resulting in development of an aging services model for local units of government
- Develop questions that “assist decision-makers in making better decisions”

Major Survey Tasks

- Conduct statistically valid survey of 1,000 older adult households (persons 60 years of age or older)
- 95% level of confidence with margin of error +/-3.1%
- Sampling 100% in Maricopa County
- Conducted by mail/phone or phone only
- Pre-test of survey prior to administration
- Cross-tabular analysis of findings
- Geocoding to allow GIS mapping
- Presentation of findings
- Survey results establish baseline for future measurements

Timelines

- Survey development 3 weeks
- Survey administration 6 weeks
- Survey analysis/reports 4 weeks