**AARP 2018 Mid-Term Voter Issues Survey:
Registered Likely Voters Age 50 and Older**

Methodology Report

July 2018

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METHODOLOGY

In June 2018, AARP engaged Alan Newman Research (ANR) to conduct a quantitative research study among US residents aged 50 and older. Specific topics included approval/disapproval of the President and Congress, importance of a variety of issues when making voting decisions in the upcoming November election, and support/opposition regarding a variety of topics like health care/Medicare, tax reform, caregiving, and age discrimination.

ANR completed a total of 802 telephone interviews (562 via landline telephones and 240 via cell phone). Respondents were screened to meet the following criteria:

- Age: 50+
- Registered to vote (self-reported)
- At least somewhat likely to vote this November

Survey length averaged 19 minutes.

Sample

Both landline and cell phone sampling were used for this research, drawn randomly from a purchased list of registered voters. A total of 28,300 records were utilized.

The total sample of 802 respondents yields a maximum statistical error of $\pm 3.5\%$ at the 95% level of confidence. (This means that in 95 out of 100 samples of this size, the results obtained in the sample would be within ± 3.5 percentage points of the results obtained had everyone in the population been interviewed.)

All data were weighted by education, race/ethnicity, age, gender, and census division according to Current Population Survey statistics provided by AARP.

Interviewing

The survey was launched on July 7, 2018 and closed on July 12, 2018. Note that respondents were re-contacted to ask one additional question regarding replacing the current health insurance

system in the US with a taxpayer-funded national plan which would cover all Americans. Re-contact interviewing resulted in n=512 completes, fielded July 14-18, 2018.

Interviewing was active between 5:30 p.m. and 9:00 p.m., with some additional calling done between 10:00 a.m. and 4:00 p.m. If necessary, up to 8 call attempts per telephone number were made to reach an eligible respondent. All numbers were called at multiple times of the day as well as days of the week to maximize each resident's opportunity for inclusion in the study.

PRODUCTION SUMMARY

Final	
NUMBER OF FULL COMPLETES	802
TOTAL NUMBERS RELEASED	28300
COOPERATION RATE (COOP3)	43.3%
REFUSAL RATE (REF3)	5.1%
RESPONSE RATE (RR3) ¹	3.3%

¹ This response rate formula (RR3) requires the calculation of 'e' which is the proportion of cases of unknown eligibility that are estimated to actually be eligible. The following formula was used to determine 'e': $e = \frac{\text{Complete} + \text{Terminate Early} + \text{Confirmed Household No Answer, Busy, and Answering Machine} + \text{Callbacks} + \text{Language Barrier}}{\text{Complete} + \text{Terminate Early} + \text{Confirmed Household No Answer, Busy, and Answering Machine} + \text{Callbacks} + \text{Language Barrier} + \text{Government/Business} + \text{Non-Working} + \text{Screened Out} + \text{Over Quota}}$