AARP 2020 Senate Battleground State Polls

Methodology

In August 2020, AARP engaged Fabrizio Ward and Hart Research to conduct a quantitative research study among registered voters in Colorado, Georgia, Iowa, Maine, and Montana aged 50+. Topics included likelihood of voting in the upcoming November elections, as well as issues of importance to voters such as financial security and retirement, Social Security and Medicare, prescription drugs, healthcare, social divisions and the coronavirus pandemic.

Fabrizio Ward and Hart Research completed a total of 6800 interviews in English (2345 via landline telephones and 4455 via cell phone). Survey length averaged 20 minutes. The full questionnaire with exact wording can be found at aarp.org/election2020polls.

Respondents were screened to meet the following criteria:

- Age 50+ (18+ for select questions)
- Resident of their state
- Registered voter in their state
- Likely to vote in the 2020 election (self-reported “definitely, probably, 50/50 chance of voting)

Percentages of some questions may exceed 100% due to rounding or the use of multiple response question formats.

Interviewing

The survey was launched on August 30, 2020 and closed on September 5, 2020. 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.

Quotas were used during data collection to limit weighting effects and set according to state turnout records from the 2016 general election, Data Trust voter registration database statistics, recent National Election Pool exit polls and U.S. Census Bureau 2015-2019 ACS data.

Age and gender quotas were set on the core samples and all oversamples based on Data Trust voter registration database statistics. Party affiliation quotas were set on the core samples and all oversamples based on Data Trust voter registration database statistics in Colorado, Iowa and Maine, and recent National Election Pool exit polls in Georgia and Montana. Race/ethnicity quotas were set on the core samples and the Colorado and Georgia oversamples based on Data Trust voter registration database statistics and recent National Election Pool exit polls. Education quotas were set on the core samples based on recent National Election Pool exit polls and 2015-2019 ACS data. Geographic distribution quotas were set on the core samples based on 2016 voter turnout data from state turnout records.

Sample

Both landline and cell phone sampling were used for this research, drawn randomly from a list of registered voters purchased from Data Trust, who compiles state voter registration lists and appends additional demographic information using consumer data. The entire voter list was used for the core of voters 18+. Age data from the voter list was used to target voters in the 50+ oversamples. Race/ethnicity data from Georgia's voter file was used to target Black Voters 50+ while appended consumer data from Data Trust was used to target Colorado Hispanic Voters 50+.

	COLORADO*	GEORGIA*	IOWA	MAINE	MONTANA
Total Interviews	1600	1600	1200	1200	1200
Voters 18+	800	800	800	800	800
Sampling error at 95% confidence level**	±3.5%	±3.5%	±3.5%	±3.5%	±3.5%
Voters 50+ (includes voters 50+ found in the n800 base)	749	758	800	886	837
Sampling error at 95% confidence level**	±3.5%	±3.6%	±3.5%	±3.3%	±3.4%
Minority OS 50+ (includes minority voters 50+ found in the base and 50+ OS)	466	597	n/a	n/a	n/a
Sampling error at 95% confidence level**	±4.6%	±4.0%	n/a	n/a	n/a

*In Colorado (Hispanic Voters 50+) and Georgia (Black Voters 50+) n400 oversamples were conducted in addition to the base n800 and 50+ n400 oversamples in every state.

**Sampling error has not been adjusted for the design effects due to weighting, clustering, or other factors.

Weighting

Weights were applied according to state turnout records from the 2016 general election, Data Trust voter registration database statistics, recent National Election Pool exit polls and U.S. Census Bureau 2015-2019 ACS data. All minority 50+ oversample completes were weighted down into the 50+ oversample, which was then weighted down into the core n800 voters 18+. While weighting was applied based on targets outlined below, fallout of the survey data was also considered, rather than reflexively matching the targets.

Age and gender weights were applied to the core samples and all oversamples based on Data Trust voter registration database statistics. Party affiliation weights were applied to the core samples and all oversamples based on Data Trust voter registration database statistics in Colorado, Iowa and Maine, and recent National Election Pool exit polls in Georgia and Montana. Race/ethnicity weights were applied to the core samples and the Colorado and Georgia oversamples based on Data Trust voter registration database statistics and recent National Election Pool exit polls. Education weights were applied to the core samples based on recent National Election Pool exit polls and 2015-2019 ACS data. Geographic distribution weights were applied to the core samples based on 2016 voter turnout data from state turnout records.

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Final Disposition Reports for Completes

	COLORADO	GEORGIA	IOWA	MAINE	MONTANA
Completes	1600	1600	1200	1200	1200
Refusals	1333	1395	1068	1236	1048
No Answer	135541	218321	96200	165665	121354
Busy	8803	6871	3271	4499	5489
Answering Machine	160913	146284	131357	114925	116089
Respondent NA	35769	46735	26763	29080	25874
Respondent Callback	1491	2007	641	767	529
Disconnect	23812	26231	14614	8347	14002
Business	992	841	501	642	798
Language Barrier	1035	674	313	323	337
Respondent Terminate	101	176	94	142	124
Interviewer Terminate	22	61	34	30	21
Term: Reg In [State]	559	633	387	482	504
Term: Vote Likelihood	186	245	198	153	172
Term: Age	191	95	63	85	86
Over Quota	406	1138	415	161	165
Do Not Call	1557	1325	761	944	1067
Total Dialed	374311	454632	277880	328681	288859

	COLORADO	GEORGIA	IOWA	MAINE	MONTANA
Number of Full Landline Completes	526	552	410	496	361
Number of Full Cell Completes	1,074	1,048	790	704	839
Cooperation Rate (COOP3)	86.7%	77.0%	82.4%	77.7%	80.5%
Response Rate (RR3)	7.4%	6.4%	6.1%	3.1%	5.5%
Refusal Rate (REF3)	6.7%	11.5%	8.8%	11.1%	9.7%

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