AARP in New Mexico Survey of Registered Voters Ages 50+:
Opinions on State Social Security Benefits Tax
Full Methodology Report

November 2021

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METHODOLOGY

In September 2021, AARP engaged ANR Market Research Consultants to conduct a quantitative research study among New Mexico voters age 50 and older. Topics included personal retirement income, awareness of state tax issues, opinions regarding Social Security income tax, and reactions to various state Social Security benefits tax proposals.

ANR completed a total of 801 interviews (240 via landline telephones and 561 via cell phone). Interviews were conducted in both English and Spanish, based on respondent preference (797 in English and 4 in Spanish).

Respondents were screened to meet the following criteria:

- Age 50+
- Resident of New Mexico
- Registered to vote in New Mexico

Survey length averaged 20.4 minutes.

Sample

Both landline and cell phone sampling were used for this research, with the sample drawn randomly from a list of New Mexico voters age 50 and older, purchased from Aristotle. The list of 654,012 records was used to achieve a sample of 801 respondents. The list was randomly divided into 655 replicates of 1,000 records each for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 39 replicates representing a total of 38,273 records were dialed to complete this study.

The base sample of 801 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.)

Interviewing

The survey was launched on September 7, 2021 and closed on September 29, 2021. 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 individual's opportunity for inclusion in the study.

Data Tables

One set of data tables with complete results has been produced. Responses are shown for both the entire sample and for key subgroups based on demographic information and responses to certain questions, as follows:

- Gender: Male, Female
- Age: 50-64, 65+
- Race/ethnicity: White (non-Hispanic/Latino), Hispanic/Latino
- AARP Member: Yes, No
- Political Party: Democrat, Republican, Independent
- Political Ideology: Conservative, Moderate, Liberal
- Workforce: Yes, No
- Income: Less than \$60,000, More than \$60,000

Percentages of some questions may exceed 100% due to rounding or the use of multiple response question formats. Statistical tests have been performed on the weighted sample to determine whether observed differences in the tables are statistically significant.

Each banner point in each table is designated by a letter of the alphabet. If the letter corresponding to a particular column appears inside the body of the table, it indicates a statistically significant difference between that cell and the cell/column identified by the letter. Lowercase letters indicate a difference at the .05 level of significance and uppercase letters indicate a difference at the .01 level of significance.

All data have been weighted by age, gender, and race/ethnicity according to 2021 New Mexico state voter database statistics.

FINAL DISPOSITION REPORTS

Final	
FULL COMPLETES	801
SCHEDULED_CALLBACKS	8,037
CALLBACK_NON_SPECIFIC	5,848
SOFT REFUSAL	652
HARD REFUSAL	121
TERMINATED_EARLY	63
GOVERNMENT_BUSINESS	41
LANGUAGE_DEAF	9
SCREENED_OUT	243
OVER_QUOTA	0
NON_WORKING_NUMBERS	4,997
BUSYS_UNCONFIRMED	398
BUSYS_CONFIRMED_HH	0
NO_ANSWERS_UNCONFIRMED	3,226
NO_ANSWERS_CONFIRMED_HH	0
ANSWERING_MACHINE_SERVICE_UNCONFIRMED	9,569
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	4,244
PRIVACY MANAGER	14
FAX	10
TOTAL	38,273

Production Summary

Final	
NUMBER OF FULL COMPLETES	801
SAMPLE	38,273
COOPERATION RATE (COOP3)	55.5%
REFUSAL RATE (REF3)	2.5%
RESPONSE RATE (RR3) ¹	2.5%

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’: $e = \frac{\text{Complete} + \text{Terminate Early} + \text{Confirmed Household No Answer, Busy, and Answering Machine} + \text{Callbacks} + \text{Language Barrier}}{\text{Complete} + \text{Terminate Early} + \text{Confirmed Household No Answer, Busy, and Answering Machine} + \text{Callbacks} + \text{Language Barrier} + \text{Government/Business} + \text{Non-Working} + \text{Screened Out} + \text{Over Quota}}$.

For more information about this survey or the methodology,
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