AARP in West Virginia Survey of Registered Voters ages 18+: State Taxes and Revenue Options

Full Methodology Report

November 2021

In December 2021, AARP engaged Mark Blankenship Research (MBE) to conduct a quantitative research study among registered voters in West Virginia. Topics included general issues of importance to voters, issues related to the state economy and system of taxation, and reactions to various state personal income and other tax proposals.

MBE completed a total of 700 live telephone interviews including 35% conducted among a cell phone sample. A total of 61,888 telephone sample records were pulled of which 56,293 records were used. Interviews were conducted in both English with bi-lingual interviewers available as needed. The average length of the survey instrument used was 17.31 minutes.

Respondents were screened to meet the following criteria:

- Age 18+
- Resident of West Virginia
- Registered to vote in West Virginia
- Regular voters who self-identify as likely to vote in upcoming elections

Sample

Both landline and cell phone sampling were used for this research, with the sample drawn randomly from a list of West Virginia voters age 18 and older purchased from Aristotle.

The base sample of 700 respondents yields a maximum statistical error of $\pm 3.63\%$ at the 95% level of confidence.

Interviewing

The survey was launched on December 7, 2021 and closed on December 22, 2021.

Interviewing was active between 5:00 p.m. and 9:00 p.m. Multiple attempts were made to reach qualified respondents as necessary. 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. Those cross tabulations as well as the research instrument are included with this report.

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.

All data have been weighted by age and gender according to 2021 West Virginia state voter database statistic.

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