



Methodology

In July 2018, AARP engaged Alan Newman Research (ANR) to conduct a quantitative research study among registered voters ages 50+ in California's 10th Congressional District. Topics included likelihood of voting in the upcoming November elections for U.S. Congress and other offices, as well as issues of importance to voters such as financial security and retirement, Social Security and Medicare, prescription drugs, and healthcare.

ANR completed a total of 652 telephone interviews (455 via landline telephones and 197 via cell phone). Interviews were conducted in both English and Spanish, based on respondent preference (639 in English and 13 in Spanish).

Respondents were screened to meet the following criteria:

- Age 50+
- Resident of California's 10th Congressional District
- Registered voter in California

Survey length averaged 20 minutes.

Sample

Both landline and cell phone sampling were used for this research, drawn randomly from a purchased list of registered voters in California. A total of 24,200 records were utilized to achieve a base sample of 601 and supplemental oversample required to total 205 Hispanic/Latino respondents.

The total base sample of 601 respondents yields a maximum statistical error of $\pm 4.0\%$ 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 ± 4.0 percentage points of the results obtained had everyone in the population been interviewed.)

Interviewing

The survey was launched on September 6, 2018 and closed on September 20, 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.

Percentages of some questions may exceed 100% due to rounding or the use of multiple response question formats. All data have been weighted by age, gender, race/ethnicity, and geographic distribution according to August 2018 California State Voter Registration Database statistics.

Final Disposition Reports

FULL COMPLETES	652
SCHEDULED_CALLBACKS	3156
CALLBACK_NON_SPECIFIC	4987
SOFT REFUSAL	956
HARD REFUSAL	113
TERMINATED_EARLY	15
GOVERNMENT_BUSINESS	56
LANGUAGE_DEAF	65
SCREENED_OUT	85
OVER_QUOTA	0
NON_WORKING_NUMBERS	3121
BUSYS_UNCONFIRMED	0
BUSYS_CONFIRMED_HH	212
NO_ANSWERS_UNCONFIRMED	0
NO_ANSWERS_CONFIRMED_HH	3021
ANSWERING_MACHINE_SERVICE_UNCONFIRMED	0
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	7737
PRIVACY MANAGER	16
FAX	8
TOTAL	24200

Production Summary

NUMBER OF FULL COMPLETES	652
TOTAL NUMBERS RELEASED	24,200
COOPERATION RATE (COOP3)	40.5%
REFUSAL RATE (REF3)	6.0%
RESPONSE RATE (RR3) ¹	3.2%

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