# INSIGHTS FROM COLORADO'S CD-6 VOTERS AGE 50+

**BE THE DIFFERENCE. VOTE**™

## Methodology

In July 2018, AARP engaged Alan Newman Research (ANR) to conduct a quantitative research study among registered voters ages 50+ in Colorado's 6th 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 796 telephone interviews (551 via landline telephones and 245 via cell phone). Interviews were conducted in both English and Spanish, based on respondent preference (777 in English and 19 in Spanish). All respondents were asked to verify their registered voter status in Colorado before beginning the survey.

Respondents were screened to meet the following criteria:

➢ Age 50+
➢ Resident of Colorado's 6th Congressional District
➢ Registered voter in Colorado

Survey length averaged 20 minutes.

### Sample

Both landline and cell phone sampling were used for this research, drawn randomly from a list of 212,956 registered voters in Colorado's 6th Congressional District, purchased from Aristotle. A total of 23,000 records were utilized to achieve a base sample of 618 and an oversample of 214 Hispanic/Latino respondents.

The total base sample of 618 respondents yields a maximum statistical error of ± 3.9% 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 ± 3.9 percentage points of the results obtained had everyone in the population been interviewed.)

### Interviewing

The survey was launched on September 5, 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 Colorado State Voter Registration Database statistics.

# Final Disposition Reports

| | |
|---|---|
| FULL COMPLETES | 796 |
| SCHEDULED_CALLBACKS | 3341 |
| CALLBACK_NON_SPECIFIC | 3294 |
| SOFT REFUSAL | 904 |
| HARD REFUSAL | 98 |
| TERMINATED_EARLY | 11 |
| GOVERNMENT_BUSINESS | 46 |
| LANGUAGE_DEAF | 43 |
| SCREENED_OUT | 61 |
| OVER_QUOTA | 0 |
| NON_WORKING_NUMBERS | 2967 |
| BUSYS_UNCONFIRMED | 0 |
| BUSYS_CONFIRMED_HH | 154 |
| NO_ANSWERS_UNCONFIRMED | 0 |
| NO_ANSWERS_CONFIRMED_HH | 2993 |
| ANSWERING_MACHINE_SERVICE_UNCONFIRMED | 0 |
| ANSWERING_MACHINE_SERVICE_CONFIRMED_HH | 8272 |
| PRIVACY MANAGER | 9 |
| FAX | 11 |
| TOTAL | 23000 |

# Production Summary

| | |
|---|---|
| NUMBER OF FULL COMPLETES | 796 |
| TOTAL NUMBERS RELEASED | 23,000 |
| COOPERATION RATE (COOP3) | 45.8% |
| REFUSAL RATE (REF3) | 6.0% |
| RESPONSE RATE (RR3)[1] | 4.1% |

---

[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 = Complete + Terminate Early + Confirmed Household No Answer, Busy, and Answering Machine + Callbacks + Language Barrier / Complete + Terminate Early + Confirmed Household No Answer, Busy, and Answering Machine + Callbacks + Language Barrier + Government/Business + Non-Working + Screened Out + Over Quota.