



Methodology

In July 2018, AARP engaged Alan Newman Research (ANR) to conduct a quantitative research study among registered voters ages 50+ in Iowa's 1st 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 616 telephone interviews (432 via landline telephones and 184 via cell phone).

Respondents were screened to meet the following criteria:

- Age 50+
- Resident of Iowa's 1st Congressional District
- Registered voter in Iowa

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 Iowa. A total of 21,700 records were utilized.

The total base sample of 616 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 7, 2018 and closed on September 19, 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 Iowa State Voter Registration Database statistics.

Final Disposition Reports

FULL COMPLETES	616
SCHEDULED CALLBACKS	2321
CALLBACK_NON_SPECIFIC	4705
SOFT REFUSAL	952
HARD REFUSAL	95
TERMINATED EARLY	21
GOVERNMENT BUSINESS	55
LANGUAGE DEAF	19
SCREENED OUT	71
OVER QUOTA	0
NON_WORKING_NUMBERS	2389
BUSYS_UNCONFIRMED	0
BUSYS_CONFIRMED_HH	146
NO ANSWERS_UNCONFIRMED	0
NO ANSWERS_CONFIRMED_HH	2667
ANSWERING_MACHINE_SERVICE_UNCONFIRMED	0
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	7607
PRIVACY MANAGER	18
FAX	18
TOTAL	21700

Production Summary

NUMBER OF FULL COMPLETES	616
TOTAL NUMBERS RELEASED	21,700
COOPERATION RATE (COOP3)	39.1%
REFUSAL RATE (REF3)	6.4%
RESPONSE RATE (RR3) ¹	3.3%

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