



## Methodology

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In June 2018, AARP engaged Alan Newman Research (ANR) to conduct a quantitative research study among registered voters in Maine ages 50+. 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 804 telephone interviews (563 via landline telephones and 241 via cell phone). All respondents were asked to verify their registered voter status in Maine before beginning the survey.

Respondents were screened to meet the following criteria:

- Age 50+
- Resident of Maine
- Registered voter in Maine

Survey length averaged 20 minutes.

## Sample

A registered voter list of 530,279 voters in Maine, purchased from Aristotle, was utilized for this study. The list was randomly divided into 530 replicates of 1,000 voters each. Initially, 15 replicates were released for calling, with additional replicates being opened as necessary. In all, 22 replicates representing a total of 22,000 voter records were dialed to complete this study. Both landline and cell phones were included in this research.

The total sample of 804 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  $\pm 3.5$  percentage points of the results obtained had everyone in the population been interviewed.)

## Interviewing

The survey was launched on August 16, 2018 and closed on August 26, 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. Statistical tests have been performed 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.

All data have been weighted by age, gender, and geographic distribution according to July 2018 Maine State Voter Registration Database statistics.

## Final Disposition Reports

FULL COMPLETES	804
SCHEDULED_CALLBACKS	2546
CALLBACK_NON_SPECIFIC	5236
SOFT REFUSAL	978
HARD REFUSAL	112
TERMINATED_EARLY	25
GOVERNMENT_BUSINESS	51
LANGUAGE_DEAF	12
SCREENED_OUT	63
OVER_QUOTA	0
NON_WORKING_NUMBERS	2543
BUSYS_UNCONFIRMED	0
BUSYS_CONFIRMED_HH	167
NO_ANSWERS_UNCONFIRMED	0
NO_ANSWERS_CONFIRMED_HH	2534
ANSWERING_MACHINE_SERVICE_UNCONFIRMED	0
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	6892
PRIVACY MANAGER	16
FAX	21
TOTAL	22000

## Production Summary

NUMBER OF FULL COMPLETES	804
TOTAL NUMBERS RELEASED	22000
COOPERATION RATE (COOP3)	43.7%
REFUSAL RATE (REF3)	6.6%
RESPONSE RATE (RR3) <sup>1</sup>	4.2%

<sup>1</sup> 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':  $e = \frac{\text{Complete} + \text{Terminate Early} + \text{Confirmed Household No Answer, Busy, and Answering Machine} + \text{Callbacks} + \text{Language Barrier}}{\text{Complete} + \text{Terminate Early} + \text{Confirmed Household No Answer, Busy, and Answering Machine} + \text{Callbacks} + \text{Language Barrier} + \text{Government/Business} + \text{Non-Working} + \text{Screened Out} + \text{Over Quota}}$ .