2018 MID-TERM ELECTIONS

INSIGHTS FROM MISSOURI'S VOTERS AGE 50+

BE THE DIFFERENCE. VOTE™

Methodology

In June 2018, AARP engaged Alan Newman Research (ANR) to conduct a quantitative research study among registered voters in Missouri 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 800 telephone interviews (554 via landline telephones and 246 via cell phone) to achieve Missouri's base sample. All respondents were asked to verify their registered voter status in Missouri before beginning the survey.

Respondents were screened to meet the following criteria:

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

Survey length averaged 20 minutes.

Sample

A registered voter list of 1,891,159 voters in Missouri, purchased from Aristotle, was utilized for this study. The list was randomly divided into 1,891 replicates of 1,000 voters each. Initially, 15 replicates were released for calling, with additional replicates being opened as necessary. In all, 26 replicates representing a total of 25,700 voter records were dialed to complete this study. Both landline and cell phones were included in this research.

The total base sample of 800 respondents yields a maximum statistical error of ± 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 ± 3.5 percentage points of the results obtained had everyone in the population been interviewed.)

Interviewing

The survey was launched on August 23, 2018 and closed on September 1, 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.

Base sample data have been weighted by age, gender, race/ethnicity, and geographic distribution according to July 2018 Missouri State Voter Database statistics. Oversample data have been weighted by age, gender, and geographic distribution according to July 2018 Missouri State Voter Database statistics.

Final Disposition Reports

FULL COMPLETES	1152
SCHEDULED_CALLBACKS	2167
CALLBACK_NON_SPECIFIC	5976
SOFT REFUSAL	1068
HARD REFUSAL	113
TERMINATED_EARLY	34
GOVERNMENT_BUSINESS	96
LANGUAGE_DEAF	28
SCREENED_OUT	57
OVER_QUOTA	0
NON_WORKING_NUMBERS	3098
BUSYS_UNCONFIRMED	0
BUSYS_CONFIRMED_HH	168
NO_ANSWERS_UNCONFIRMED	0
NO_ANSWERS_CONFIRMED_HH	3121
ANSWERING_MACHINE_SERVICE_UNCONFIRMED	0
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	8577
PRIVACY MANAGER	23
FAX	22
TOTAL	25700

Production Summary

NUMBER OF FULL COMPLETES	1152
TOTAL NUMBERS RELEASED	25,700
COOPERATION RATE (COOP3)	49.9%
REFUSAL RATE (REF3)	6.2%
RESPONSE RATE (RR3)[1]	5.3%

[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 = 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.