



Methodology

In September 2018, AARP engaged Benenson Strategy Group to conduct a quantitative research study among registered voters in Montana. 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.

BSG completed a total of 950 telephone interviews (710 via landline telephones and 240 via cell phone).

Respondents were screened to meet the following criteria:

- Age 50+ (18+ for select questions)
- Resident of Montana
- Registered voter in Montana
- Likely to vote in the 2018 election

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 the Montana State Voter Registration Database. A total of 80,997 records were utilized.

The total sample of 950 respondents yields a maximum statistical error of $\pm 3.1\%$ 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 ± 3.1 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 16, 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 July 2018 Montana State Voter Registration Database statistics.

Final Disposition Reports

Complete	950
Soft Refusal	5936
Hung up during Intro	1496
No answer	266
Busy	82
Answering machine	7912
TERMINATE Age	127
TERMINATE Vote Likelihood	55
TERMINATE - Person Listed No Longer At This Phone Number	3004
Scheduled Callback	572
Language Barrier-OTHER/Non-Spanish	32
Language Barrier-SPANISH	14
Fax/Modem/Data line	6
Hard Refusal	1341
Mid Term/Breakoff	40
No service/Disconnected	130
Not Residential/Business	186
No Answer	28448
Busy	836
Disconnect	12525
DROP	325
Answering Machine	16140
Fax/Modem	499
Others/Technical	11
DNC/Remove Number from List	1
Over Quota	63
Grand Total	80997

Production Summary

NUMBER OF FULL COMPLETES	950
TOTAL NUMBERS RELEASED	80977
COOPERATION RATE (COOP3)	1.17%
REFUSAL RATE (REF3)	10.83%
RESPONSE RATE (RR3) ¹	81.33%

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