



Methodology

In September 2018, AARP engaged Benenson Strategy Group to conduct a quantitative research study among registered voters in Nevada. 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 (694 via landline telephones and 256 via cell phone).

Respondents were screened to meet the following criteria:

- Age 50+ (18+ for select questions)
- Resident of Nevada
- Registered voter in Nevada
- 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 Nevada State Voter Registration Database. A total of 150,601 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 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. All data have been weighted by age, gender, race/ethnicity, and geographic distribution according to July 2018 Nevada State Voter Registration Database statistics.

Final Disposition Reports

Complete	950
Soft Refusal	9731
Hung up during Intro	2541
No answer	607
Busy	46
Answering machine	19809
TERMINATE - Q1 - Age	193
TERMINATE - Q3 - Vote Likelihood	78
TERM - Person Listed No Longer at This Phone Number	4793
Scheduled Callback	2199
Language Barrier-OTHER/Non-Spanish	134
Fax/Modem/Data line	30
Hard Refusal	2405
Mid Term/Breakoff	67
No service/Disconnected	216
Not Residential/Business	369
No Answer	37142
Busy	4091
Disconnect	37438
DROP	715
Answering Machine	25171
Fax/Modem	1781
Others/Technical	15
DNC/Remove Number from List	18
Over Quota	62
Grand Total	150601

Production Summary

NUMBER OF FULL COMPLETES	950
TOTAL NUMBERS RELEASED	150601
COOPERATION RATE (COOP3)	0.63%
REFUSAL RATE (REF3)	9.75%
RESPONSE RATE (RR3) ¹	70.48%

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