



## Methodology

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In July 2018, AARP engaged Alan Newman Research (ANR) to conduct a quantitative research study among registered voters ages 50+ in New Jersey's 5<sup>th</sup> 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 604 telephone interviews (422 via landline telephones and 182 via cell phone).

Respondents were screened to meet the following criteria:

- Age 50+
- Resident of New Jersey's 5<sup>th</sup> Congressional District
- Registered voter in New Jersey

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 New Jersey. A total of 22,700 records were utilized.

The total base sample of 604 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  $\pm 4.0$  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 20, 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 New Jersey State Voter Registration Database statistics.

## Final Disposition Reports

FULL COMPLETES	604
SCHEDULED CALLBACKS	2994
CALLBACK NON SPECIFIC	3993
SOFT REFUSAL	813
HARD REFUSAL	121
TERMINATED EARLY	16
GOVERNMENT BUSINESS	71
LANGUAGE DEAF	60
SCREENED OUT	39
OVER QUOTA	0
NON WORKING NUMBERS	2696
BUSYS UNCONFIRMED	0
BUSYS CONFIRMED HH	196
NO ANSWERS UNCONFIRMED	0
NO ANSWERS CONFIRMED HH	2548
ANSWERING MACHINE SERVICE UNCONFIRMED	0
ANSWERING MACHINE SERVICE CONFIRMED HH	8516
PRIVACY MANAGER	17
FAX	16
TOTAL	22700

## Production Summary

NUMBER OF FULL COMPLETES	604
TOTAL NUMBERS RELEASED	22700
COOPERATION RATE (COOP3)	40.4%
REFUSAL RATE (REF3)	5.5%
RESPONSE RATE (RR3) <sup>1</sup>	3.1%

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<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 = 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.