



Methodology

In July 2018, AARP engaged Alan Newman Research (ANR) to conduct a quantitative research study among registered voters ages 50+ in New Jersey's 7th 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 606 telephone interviews (421 via landline telephones and 185 via cell phone).

Respondents were screened to meet the following criteria:

- Age 50+
- Resident of New Jersey's 7th 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 23,700 records were utilized.

The total base sample of 606 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 ± 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 18, 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	606
SCHEDULED CALLBACKS	2125
CALLBACK NON SPECIFIC	5226
SOFT REFUSAL	892
HARD REFUSAL	102
TERMINATED EARLY	31
GOVERNMENT BUSINESS	96
LANGUAGE DEAF	89
SCREENED OUT	47
OVER QUOTA	0
NON WORKING NUMBERS	2874
BUSYS UNCONFIRMED	0
BUSYS CONFIRMED HH	214
NO ANSWERS UNCONFIRMED	0
NO ANSWERS CONFIRMED HH	2346
ANSWERING MACHINE SERVICE UNCONFIRMED	0
ANSWERING MACHINE SERVICE CONFIRMED HH	9020
PRIVACY MANAGER	21
FAX	11
TOTAL	23700

Production Summary

NUMBER OF FULL COMPLETES	606
TOTAL NUMBERS RELEASED	23700
COOPERATION RATE (COOP3)	38.9%
REFUSAL RATE (REF3)	5.5%
RESPONSE RATE (RR3) ¹	3.0%

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