



Methodology

In June 2018, AARP engaged Alan Newman Research (ANR) to conduct a quantitative research study among Black/African American voters ages 50+ in Tennessee. 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 324 telephone interviews (204 via landline telephones and 120 via cell phone).

Respondents were screened to meet the following criteria:

- Age 50+
- Black/African American
- Resident of Tennessee
- Registered voter in Tennessee

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 Tennessee. A total of 24,747 records were utilized to achieve a base sample of 802 and additional sample including 324 Black/African American respondents.

The sample of 324 respondents yields a maximum statistical error of $\pm 5.4\%$ 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 ± 5.4 percentage points of the results obtained had everyone in the population been interviewed.)

Interviewing

The survey was launched on August 22, 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.

All data have been weighted by age, gender, and geographic distribution according to July 2018 Tennessee State Voter Database statistics.

Final Disposition Reports

FULL COMPLETES	1126
SCHEDULED CALLBACKS	2033
CALLBACK_NON_SPECIFIC	5934
SOFT REFUSAL	1032
HARD REFUSAL	122
TERMINATED EARLY	29
GOVERNMENT BUSINESS	103
LANGUAGE DEAF	51
SCREENED_OUT	62
OVER QUOTA	0
NON_WORKING_NUMBERS	2957
BUSYS UNCONFIRMED	0
BUSYS CONFIRMED HH	190
NO ANSWERS UNCONFIRMED	0
NO ANSWERS CONFIRMED HH	2872
ANSWERING MACHINE SERVICE UNCONFIRMED	0
ANSWERING MACHINE SERVICE CONFIRMED HH	8203
PRIVACY MANAGER	18
FAX	15
TOTAL	24747

Production Summary

NUMBER OF FULL COMPLETES	1126
TOTAL NUMBERS RELEASED	24,747
COOPERATION RATE (COOP3)	50.1%
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.