



## Methodology

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In June 2018, AARP engaged Alan Newman Research (ANR) to conduct a quantitative research study among registered voters in Tennessee ages 50+. 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 802 telephone interviews (584 via landline telephones and 218 via cell phone) to achieve Tennessee's base sample.

Respondents were screened to meet the following criteria:

- Age 50+
- 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 an oversample of 403 Black/African American respondents.

The total sample of 802 respondents yields a maximum statistical error of  $\pm 3.5\%$  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  $\pm 3.5$  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, race/ethnicity, and geographic distribution according to July 2018 Tennessee State Voter Registration Database statistics. Oversample 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) <sup>1</sup>	5.3%

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