



Methodology

In July 2018, AARP engaged Alan Newman Research (ANR) to conduct a quantitative research study among Hispanic voters ages 50+ in Texas' 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 200 telephone interviews (140 via landline telephones and 60 via cell phone). Interviews were conducted in both English and Spanish, based on respondent preference (190 in English and 10 in Spanish).

Respondents were screened to meet the following criteria:

- Age 50+
- From a Hispanic or Spanish-speaking background
- Resident of Texas' 7th Congressional District
- Registered voter in Texas

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 Texas. A total of 24,100 records were utilized to achieve a base sample of 611 and additional oversample including 200 Hispanic respondents.

The sample of 200 respondents yields a maximum statistical error of $\pm 6.9\%$ 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 ± 6.9 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 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 and gender according to August 2018 Texas State Voter Registration Database statistics.

Final Disposition Reports

FULL COMPLETES	755
SCHEDULED CALLBACKS	2847
CALLBACK_NON_SPECIFIC	4745
SOFT REFUSAL	871
HARD REFUSAL	87
TERMINATED EARLY	21
GOVERNMENT BUSINESS	35
LANGUAGE DEAF	78
SCREENED OUT	48
OVER QUOTA	0
NON WORKING NUMBERS	3428
BUSYS UNCONFIRMED	0
BUSYS CONFIRMED HH	176
NO ANSWERS UNCONFIRMED	0
NO ANSWERS CONFIRMED HH	2768
ANSWERING MACHINE SERVICE UNCONFIRMED	0
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	8207
PRIVACY MANAGER	21
FAX	13
TOTAL	24100

Production Summary

NUMBER OF FULL COMPLETES	755
TOTAL NUMBERS RELEASED	24,100
COOPERATION RATE (COOP3)	45.1%
REFUSAL RATE (REF3)	5.4%
RESPONSE RATE (RR3) ¹	3.8%

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