



Methodology

In July 2018, AARP engaged Alan Newman Research (ANR) to conduct a quantitative research study among registered voters ages 50+ in Virginia's 10th 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 602 telephone interviews (410 via landline telephones and 192 via cell phone). All respondents were asked to verify their registered voter status in Virginia before beginning the survey.

Respondents were screened to meet the following criteria:

- Age 50+
- Resident of Virginia's 10th Congressional District
- Registered voter in Virginia

Survey length averaged 20 minutes.

Sample

Both landline and cell phone sampling were used for this research, drawn randomly from a list of 237,812 registered voters in Virginia's 10th Congressional District, purchased from Aristotle. A total of 24,200 records were utilized.

The total base sample of 602 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 17, 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 Virginia State Voter Registration Database statistics.

Final Disposition Reports

FULL COMPLETES	602
SCHEDULED_CALLBACKS	1945
CALLBACK_NON_SPECIFIC	5506
SOFT REFUSAL	928
HARD REFUSAL	79
TERMINATED_EARLY	16
GOVERNMENT_BUSINESS	44
LANGUAGE_DEAF	53
SCREENED_OUT	126
OVER_QUOTA	0
NON_WORKING_NUMBERS	3475
BUSYS_UNCONFIRMED	0
BUSYS_CONFIRMED_HH	169
NO_ANSWERS_UNCONFIRMED	0
NO_ANSWERS_CONFIRMED_HH	2554
ANSWERING_MACHINE_SERVICE_UNCONFIRMED	0
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	8675
PRIVACY MANAGER	15
FAX	13
TOTAL	24200

Production Summary

NUMBER OF FULL COMPLETES	602
TOTAL NUMBERS RELEASED	24200
COOPERATION RATE (COOP3)	41.6%
REFUSAL RATE (REF3)	5.7%
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': $e = \frac{\text{Complete} + \text{Terminate Early} + \text{Confirmed Household No Answer, Busy, and Answering Machine} + \text{Callbacks} + \text{Language Barrier}}{\text{Complete} + \text{Terminate Early} + \text{Confirmed Household No Answer, Busy, and Answering Machine} + \text{Callbacks} + \text{Language Barrier} + \text{Government/Business} + \text{Non-Working} + \text{Screened Out} + \text{Over Quota}}$.