



Methodology

In August 2018, AARP engaged Benenson Strategy Group to conduct a quantitative research study among registered voters in West Virginia. 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.

BSG completed a total of 950 telephone interviews (713 via landline telephones and 237 via cell phone).

Respondents were screened to meet the following criteria:

- Age 50+ (18+ for select questions)
- Resident of West Virginia
- Registered voter in West Virginia
- Likely to vote in the 2018 election

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 the West Virginia State Voter Registration Database. A total of 138,936 records were utilized.

The total sample of 950 respondents yields a maximum statistical error of $\pm 3.1\%$ 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 ± 3.1 percentage points of the results obtained had everyone in the population been interviewed.)

Interviewing

The survey was launched on August 21, 2018 and closed on August 27, 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 West Virginia State Voter Registration Database statistics.

Final Disposition Reports

Complete	950
Soft Refusal	4309
Hung up during Intro	2808
No answer	746
Busy	12
Answering machine	20679
TERMINATE - Age	133
TERMINATE - Vote Likelihood	87
TERMINATE - Person Listed No Longer At This Phone Number	2695
Scheduled Callback	896
Language Barrier-OTHER/Non-Spanish	28
Language Barrier-SPANISH	20
Fax/Modem/Data line	11
Hard Refusal	933
Mid Term/Breakoff	75
No service/Disconnected	147
Not Residential/Business	110
No Answer	38004
Busy	3812
Disconnect	18862
DROP	347
Answering Machine	42719
Fax/Modem	509
Others/Technical	2
DNC/Remove Number from List	2
Over Quota	40
Grand Total	138936

Production Summary

NUMBER OF FULL COMPLETES	950
TOTAL NUMBERS RELEASED	138936
COOPERATION RATE (COOP3)	0.68%
REFUSAL RATE (REF3)	5.79%
RESPONSE RATE (RR3) ¹	85.01%

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