



AARP 2024 Battleground Polls: Nevada (October)

Methodology

In 2024, AARP engaged Fabrizio Ward and Impact Research to conduct a quantitative research study among likely voters in Nevada. Topics included likelihood of voting in the general election, voting intention/past votes in key races, as well as issues of importance to voters such as Social Security and caregiving, and key state-specific issues.

An oversample of voters 50+ was conducted. Furthermore, an oversample of Hispanic/Latino voters 50+ was conducted.

Fabrizio Ward and Impact Research completed a total of 1,368 interviews. 35% of the interviews were conducted via cell phone, 20% were conducted via landlines, and 45% were conducted via SMS-to-web in each core survey and for each oversample. Survey length averaged 20 minutes. The full questionnaires with exact wording can be found at aarp.org/nvpolling

The survey was administered in English or Spanish.

Respondents were screened to meet the following criteria:

- Age 18+
- Resident of their state
- Registered voter in their state
- Likely to vote in the 2024 election (self-reported definitely, probably, 50/50 chance of voting)

Percentages of some questions may exceed 100% due to rounding or the use of multiple response question formats.

Interviewing

The survey was conducted October 8-15, 2024.

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.

Quotas were used during data collection to limit weighting effects and set according to state turnout records from the 2020 general election, Data Trust voter registration database statistics, recent National Election Pool exit polls, AP VoteCast data, 2020 election results, and U.S. Census Bureau ACS data.

Age and gender quotas were set on the core samples and all oversamples based on Data Trust voter registration database statistics. Party quotas were set on the core samples and all oversamples based on Data Trust voter registration database statistics. Race/ethnicity quotas were set on the core samples and the oversamples based on Data Trust voter registration database statistics, recent National Election Pool exit polls, and AP VoteCast data. Education quotas were set on the core samples based on recent National Election Pool exit polls, AP VoteCast



data, and ACS data. Geographic distribution quotas were set on the core samples based on 2020 voter turnout data from state turnout records.

Sample

Live phone interviews were conducted to both landline and cell phones, as well as text-to-web. Sampling was drawn randomly from a list of registered voters purchased from Data Trust, who compiles state voter registration lists and appends additional demographic information using consumer data. The entire voter list was used for the core of voters 18+. Age data from the voter list was used to target voters in the 50+ oversamples. Race/ethnicity data from the voter file and associated consumer data was used to target Hispanic/Latino voters 50+.

	NV2
Total Interviews	1368
Voters 18+	600
Sampling error*	4.0
Voters 50+ (includes the 18+ base)	800
Sampling error*	3.5
H/L OS 50+ (includes the 18+ base and 50+ OS)	400
Sampling error*	4.9

*Sampling error is shown plus or minus percentage points at the 95% confidence interval. It has not been adjusted for the design effects due to weighting, clustering, or other factors.

Weighting

Weights were applied according to state turnout records from the 2020 general election, Data Trust voter registration database statistics, recent National Election Pool exit polls, AP VoteCast data, 2020 presidential election results, and U.S. Census Bureau ACS data.

Hispanic/Latino 50+ oversample completes were weighted down into the 50+ oversample, which was then weighted down into the core n600 voters 18+. While weighting was applied based on targets, fallout of the survey data was also considered, rather than reflexively matching the targets.

Several weights were used on the core samples, the 50+ oversample, and the Hispanic/Latino 50+ oversample. Weighting on geographic distribution occurred in each survey based on 2020 voter turnout data from state turnout records and the Data Trust database. Age and gender weights were applied based on Data Trust voter registration database statistics. Education weights were applied based on ACS data and AP VoteCast data. Race/ethnicity weights were applied based on recent National Election Pool exit polls, AP VoteCast data, and Data Trust voter registration database statistics. Party registration weights were applied based on Data Trust voter registration database statistics. 2020 election result weights were applied based on statewide results, recent National Election Pool exit polls, and AP VoteCast data.



Final Disposition Reports for Phone Completes

	NV2
Phone Completes	760
No answer	101,992
Busy	1,544
Answering Machine	132,386
Respondent Not Available	4,766
Respondent Callback	865
Disconnect	24,428
Business/Non-Residence	405
Language Barrier	966
Respondent Terminate	90
Interviewer Terminate	29
Refusal	943
Do Not Qualify	336
Total Dialed	269,510

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