



# Arkansas Voters Age 50+ and the 2014 Election

*Key Findings from a Survey among Likely Voters Age 50/over  
Conducted June 2014  
for*



## Methodology

- Statewide telephone survey among 1,200 likely 2014 voters age 50/over (*margin of error  $\pm 2.9$  percentage points*), conducted June 26-July 6, 2014, including:
  - 742 retirees (*margin of error  $\pm 3.6$  percentage points*)
  - 458 non-retirees (*margin of error  $\pm 4.6$  percentage points*)
- Respondents were selected at random from a list of registered voters and were reached either on a landline or mobile phone.

## Overview

- Likely voters 50+ are worried and concerned about their financial futures. Those who are not yet retired are feeling especially anxious.
- Voters worry that their incomes are not keeping up with the cost of living, especially health costs and taxes.
- Many of those not yet retired worry that a secure retirement will be out of reach.
  - Half say they have postponed or will postpone retirement.
- Voters 50+ are looking to elect candidates who will focus on improving their economic security.

## Overview

- 50+ voters are divided in the gubernatorial race, with one in ten voters still undecided.
- Voters say it is hard to get good information about the candidates, and they want candidates to tell them more about their plans for key issues like independent living and financial security.
- Voters want more support for caregiving so that the elderly and disabled can live independently. Caregivers and those who have received care constitute an important emerging constituency.
- The plurality of 50+ voters support Arkansas' Private Option to help people who earn up to \$16,000 pay for the cost of insurance from private healthcare plans.

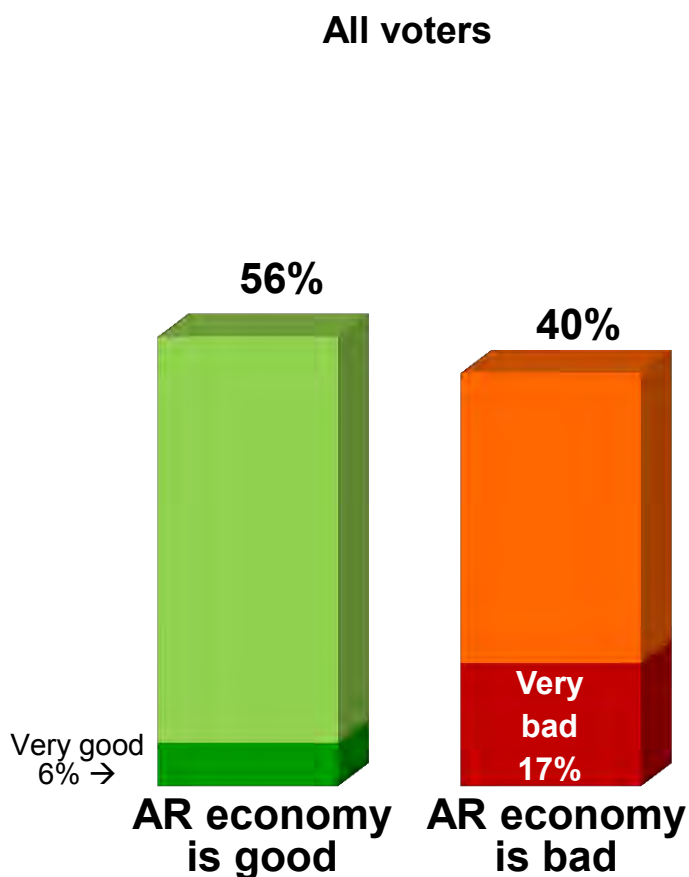
# Profile of Likely Voters Age 50/over

		Retirees	Non-retirees
<b>Gender</b>	Men	43%	49%
	Women	57%	51%
<b>Age</b>	Age 50 to 64	25%	87%
	Age 65 to 74	42%	8%
	Age 75/over	33%	4%
<b>Education</b>	High school grad/less education	46%	43%
	Some college	26%	25%
	College graduate	26%	32%
<b>Race</b>	Whites	84%	83%
	African Americans	13%	13%
<b>Household Income</b>	Household income under \$30K	33%	18%
	Household income \$30 to \$75K	33%	34%
	Household income over \$75K	15%	32%
<b>Party Identification</b>	Democrats	41%	38%
	Independents	18%	21%
	Republicans	41%	41%
<b>Other</b>	Receive Social Security benefits	87%	16%
	Health insurance through Medicare	81%	20%
	Employed (part time or full time)	13%	82%

# ECONOMIC SECURITY

# Voters 50+ are divided on the condition of the economy, but the majority see it as more good than bad.

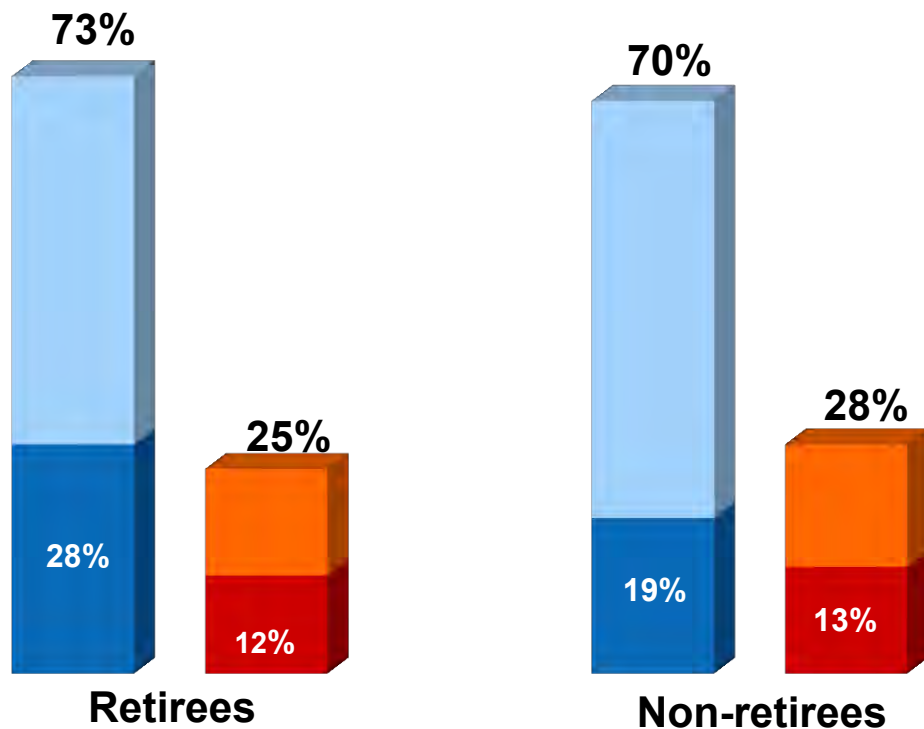
*How would you rate the condition of the economy here in Arkansas these days?*



	AR economy is good	AR economy is bad
Retirees	55%	41%
Non-retirees	57%	40%
Men	58%	39%
Women	54%	42%
High school grad/less	52%	44%
Some college	58%	39%
College graduates	<b>61%</b>	36%
Democrats	<b>68%</b>	28%
Independents	51%	44%
Republicans	47%	<b>50%</b>
Little Rock media market	<b>63%</b>	34%
Pine Bluff media market	51%	<b>45%</b>
Fort Smith media market	<b>66%</b>	32%

# A fourth of voters 50+ are dissatisfied with their financial situation.

*Satisfaction with Own Financial Situation Today*



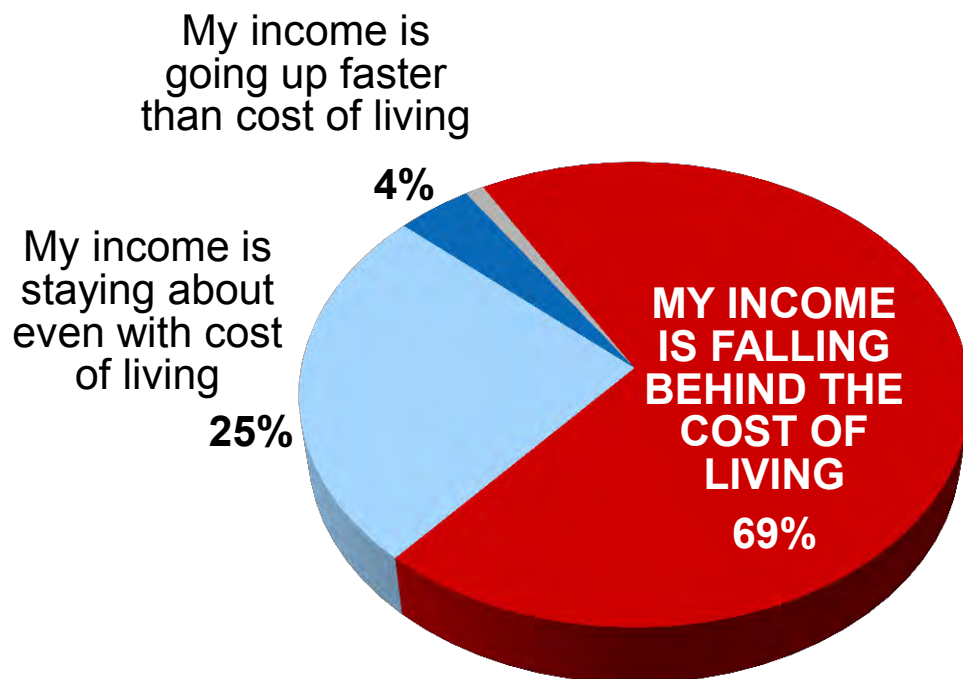
	Dissatisfied (non-retirees)
Men	25%
Women	30%
Age 50 to 59	30%
Age 60/over	24%
Income under \$50K	<b>48%</b>
Income over \$50K	17%



# A large majority say that their income is falling behind the cost of living.

## Assessment of Income vs. Cost of Living

All voters



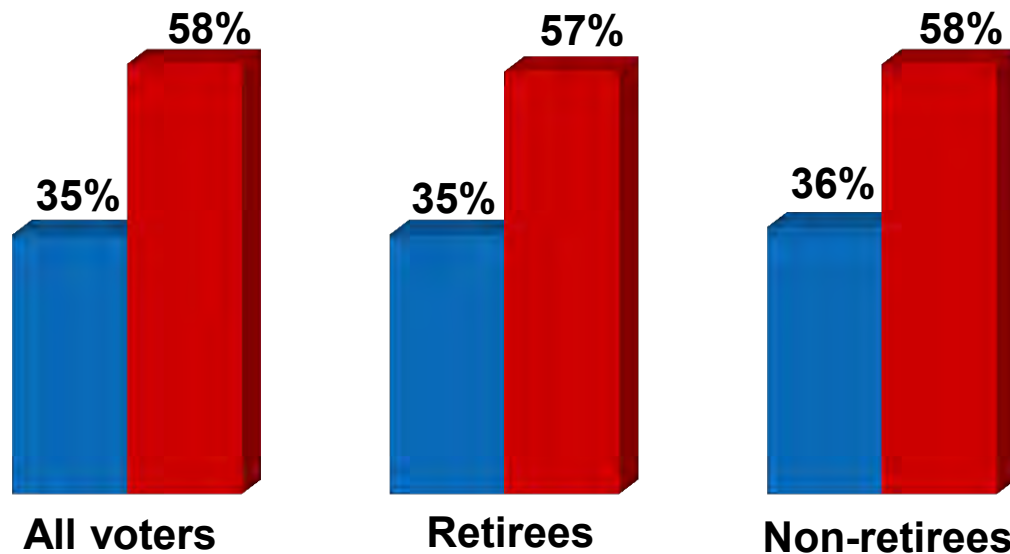
### Income Is Falling Behind

Retirees	70%
Non-retirees	69%
High school grad/less	<b>77%</b>
Some college	69%
College graduates	57%
Income under \$30K	<b>84%</b>
Income \$30K to \$75K	72%
Income over \$75K	47%

# Voters 50+, particularly women, are more worried than hopeful about achieving their economic and financial goals.

*Looking ahead to the next five years or so, do you feel more hopeful and confident, or more worried and concerned about being able to achieve your economic and financial goals?*

■ More hopeful and confident      ■ More worried and concerned



### *More Worried and Concerned*

#### Non-retirees    Retirees

Men	54%	55%
Women	<b>63%</b>	<b>69%</b>
Income under \$50K	<b>66%</b>	<b>*66%</b>
Income over \$50K	55%	*50%
Democrats	42%	48%
Independents	61%	57%
Republicans	<b>72%</b>	<b>67%</b>

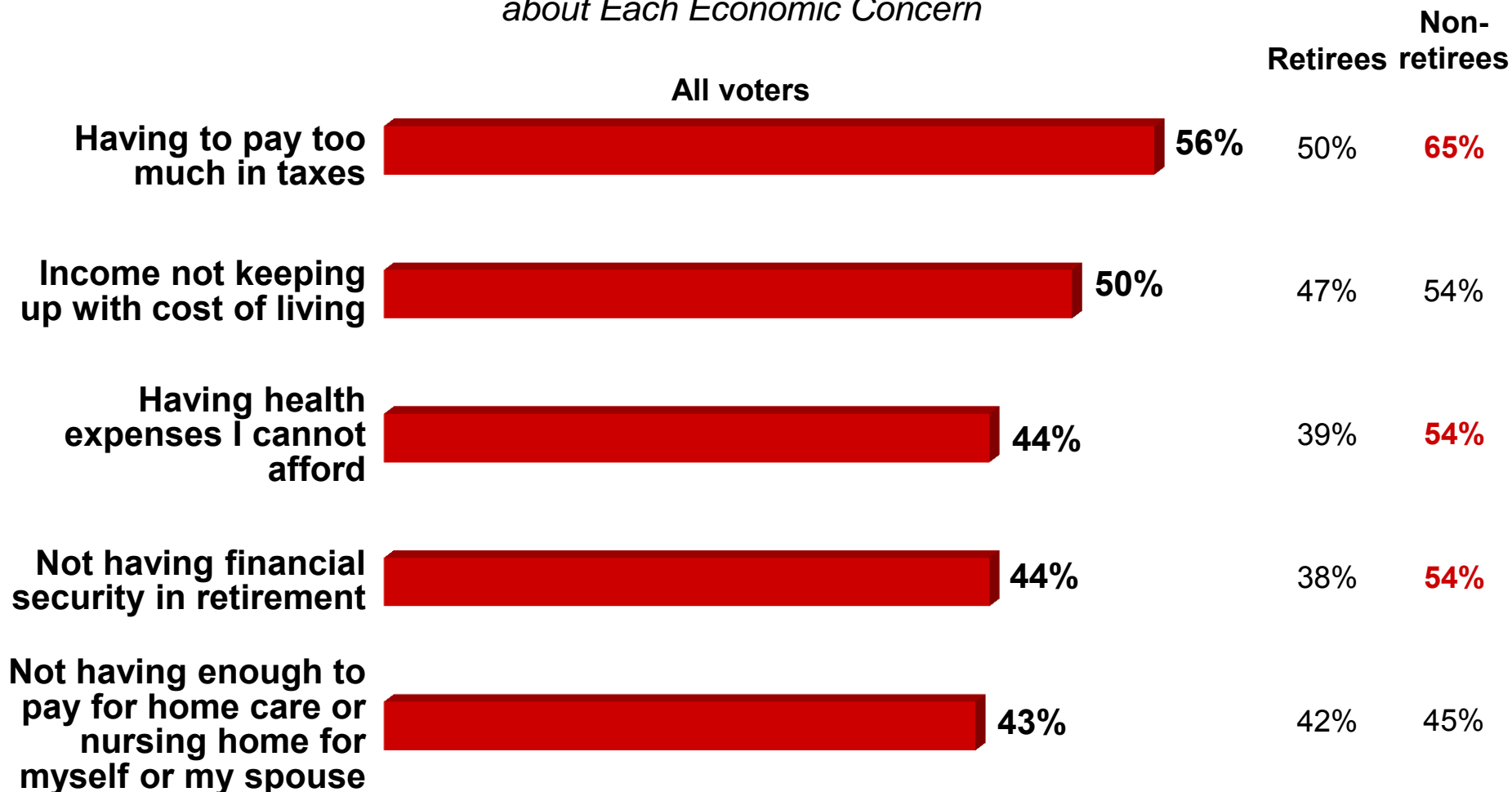
\*Income under/over \$40K

## The Economic Anxiety Index

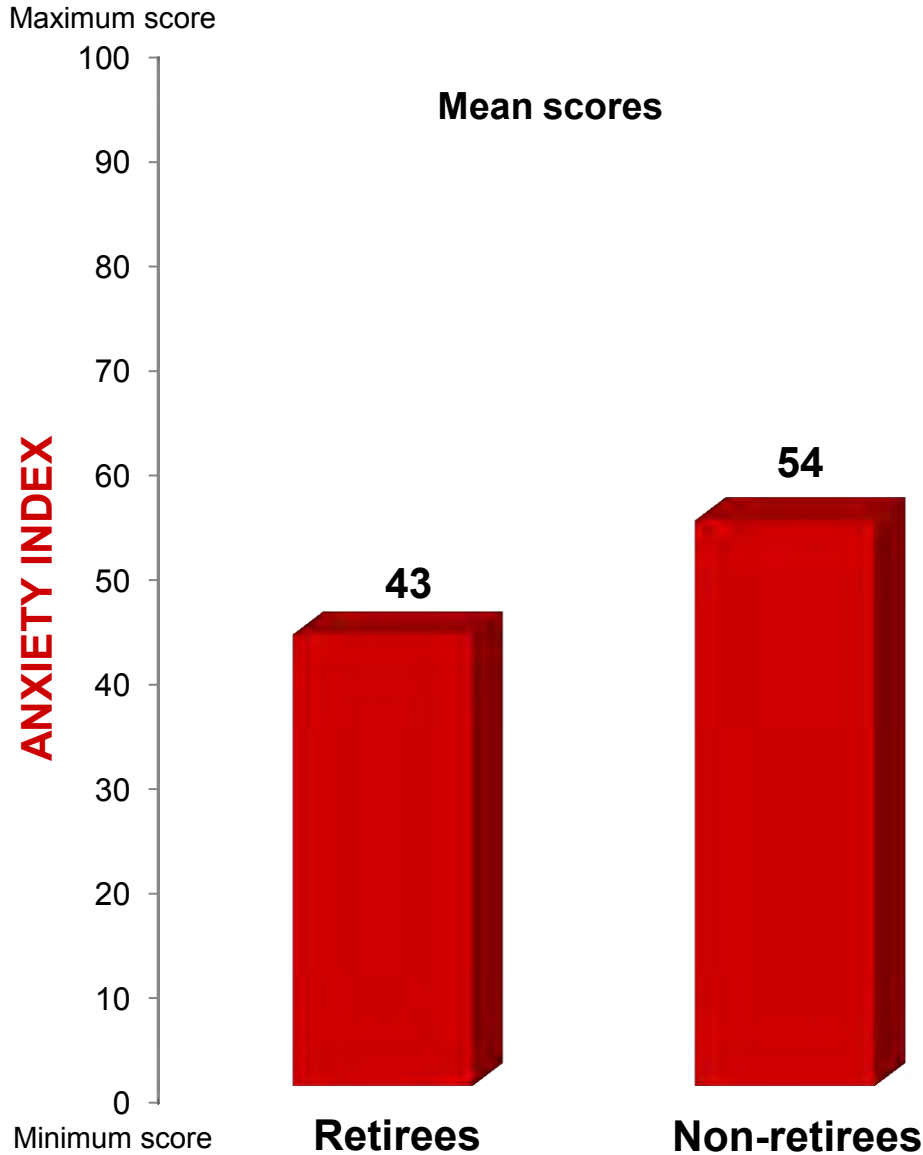
- Voters are assigned 20 points for each of five economic concerns about which they say they worry very or somewhat often. A minimum score of 0 reflects no economic anxiety, while a maximum score of 100 indicates a great deal of economic anxiety.
- The five component concerns of the anxiety index are:
  - Having to pay too much in taxes
  - Income not keeping up with the cost of living
  - Having health expenses they cannot afford
  - Not having financial security in retirement
  - Not having enough to pay for home care or a nursing home when they or their spouse get older

# Components of the Economic Anxiety Index

*Proportions Who Say They Worry Very or Somewhat Often about Each Economic Concern*



# Economic Anxiety Index Scores

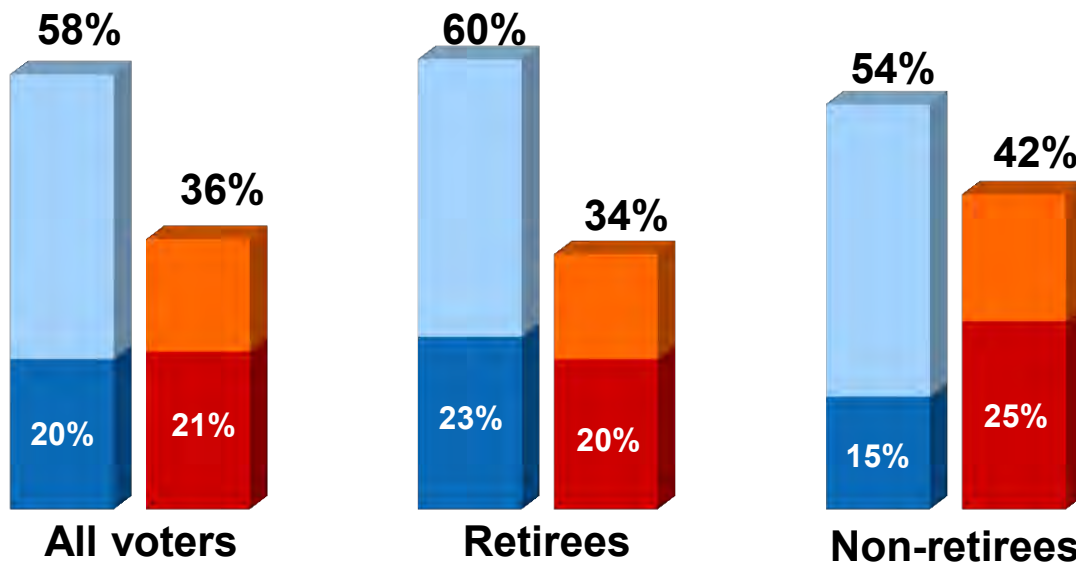


**Key Subgroups of Non-retirees**

	Mean scores
Men	54
Women	54
Whites	55
Non-Whites	49
Non-college grads	<b>57</b>
College graduates	48
Income under \$50K	<b>62</b>
Income over \$50K	51
Democrats	49
Independents	57
Republicans	58
Caregiver/past caregiver	55
Non-caregivers	52

# Retirees are slightly more satisfied with their retirement savings. Two in five non-retirees are dissatisfied.

*Satisfaction with Amount of Money Saving/Saved for Retirement*

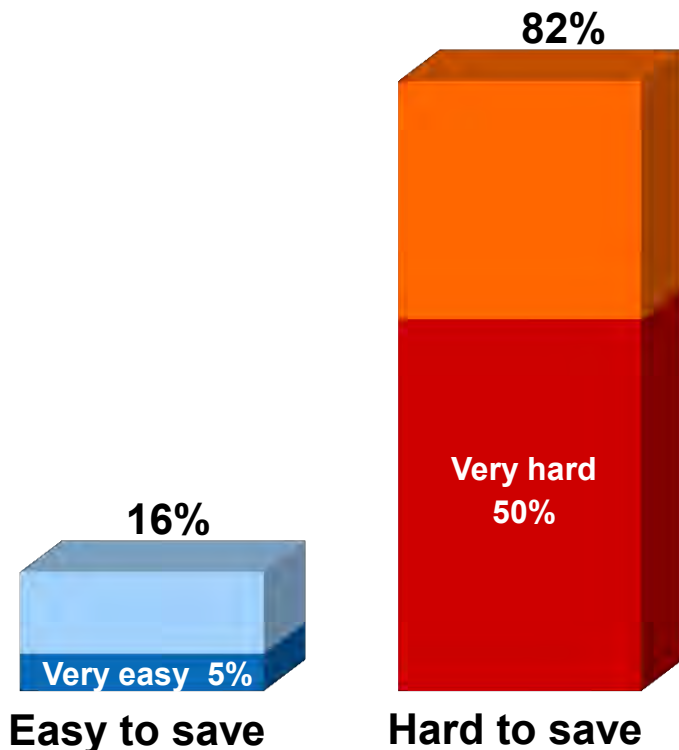


	Dissatisfied (non-retirees)
Men	41%
Women	43%
Income under \$50K	<b>60%</b>
Income over \$50K	32%

# Voters age 50+ find it hard to save money for a secure retirement, especially if they have low or moderate income.

*Is it easy or hard for you to save enough money to provide for a secure retirement?*

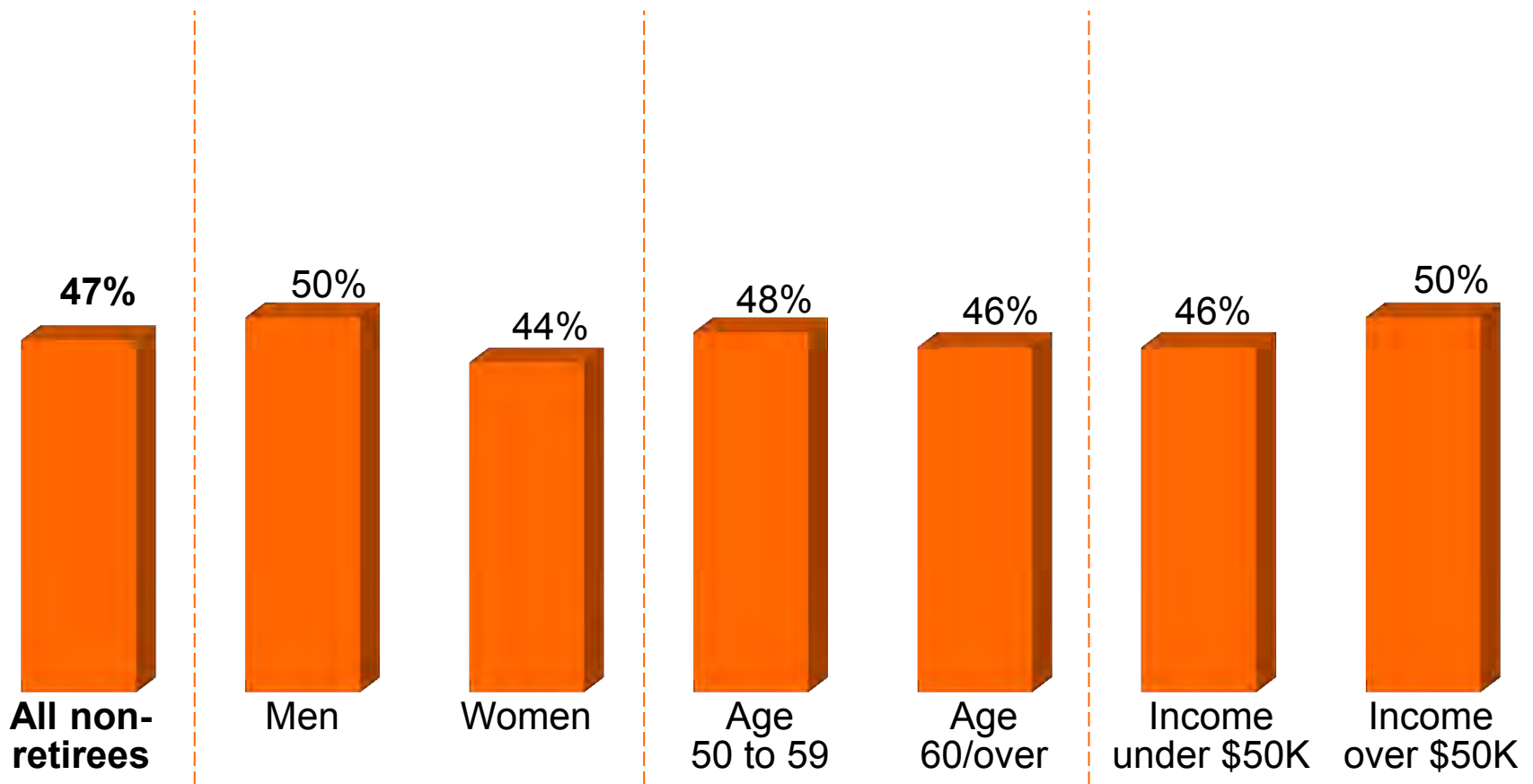
## All non-retirees



<b>Very Hard to Save</b>	
<b>Non-retirees</b>	
Men	51%
Women	49%
Non-college grads	<b>55%</b>
College graduates	38%
Income under \$50K	<b>66%</b>
Income over \$50K	37%

# Nearly a majority of non-retirees say they have or will delay their retirement for financial reasons.

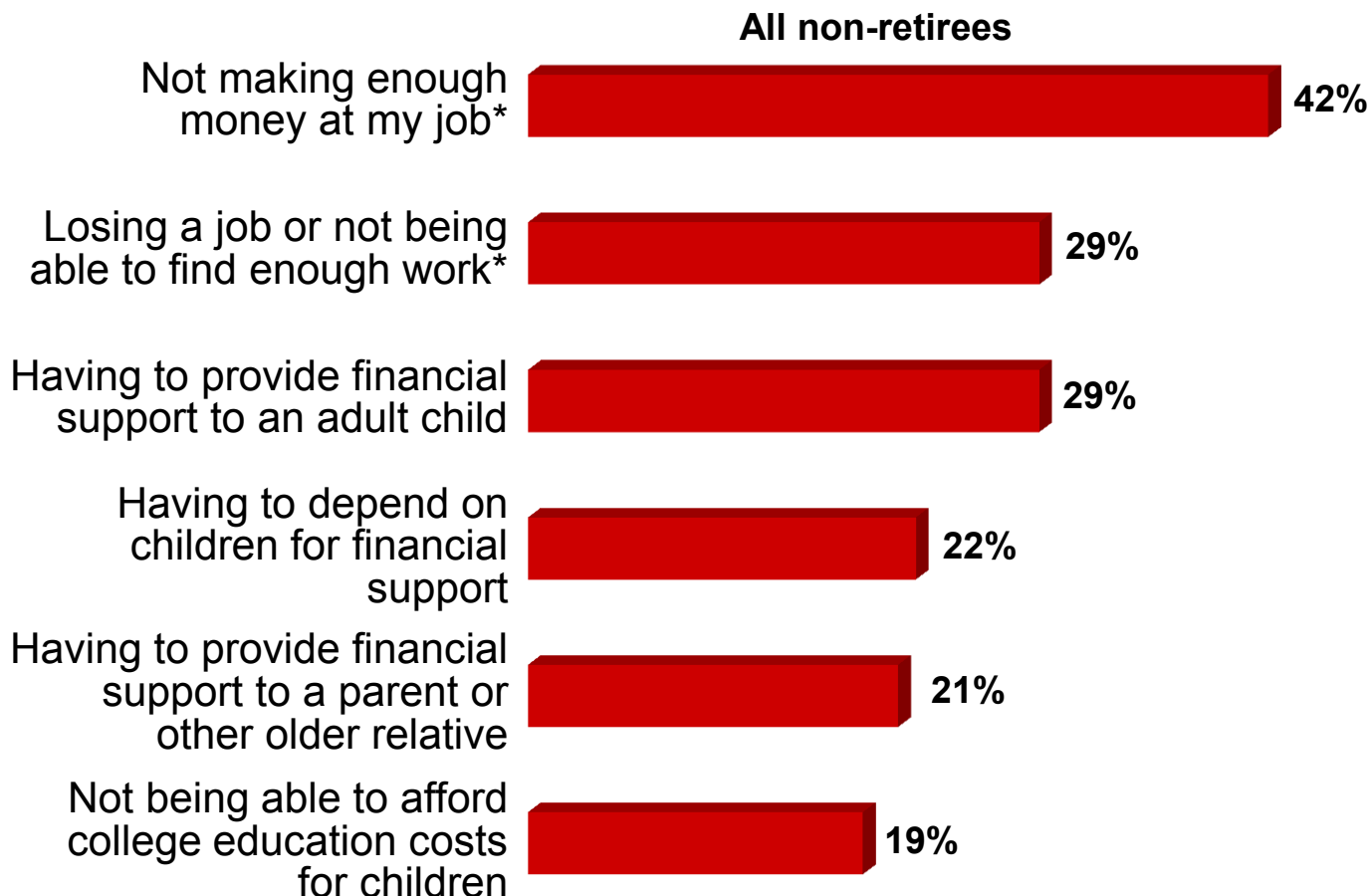
*Proportions Saying They Have Delayed or Expect to Delay Retirement in Order to Save More Money to Live Comfortably in Retirement*





# Other Financial Concerns of Non-Retirees

*Proportions Who Say They Worry Very or Somewhat Often about Each*



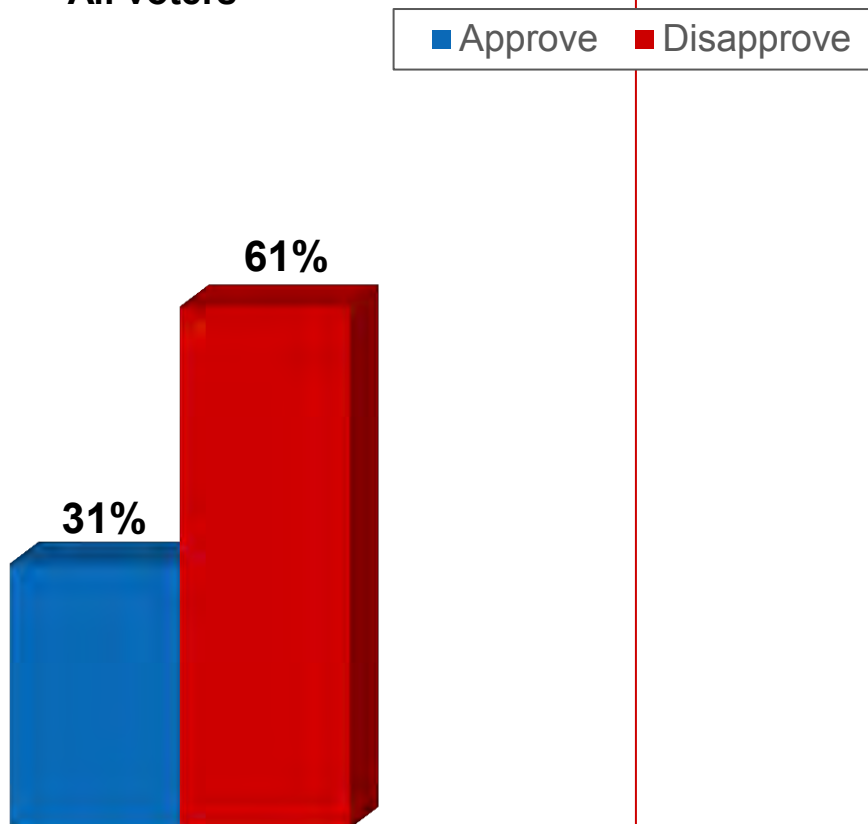
\* Asked only of voters who are employed

# THE 2014 ELECTION

# Voters 50+ are disappointed with Washington, giving President Obama low approval scores and Congress extremely low scores.

## Job Approval of President Obama

All voters



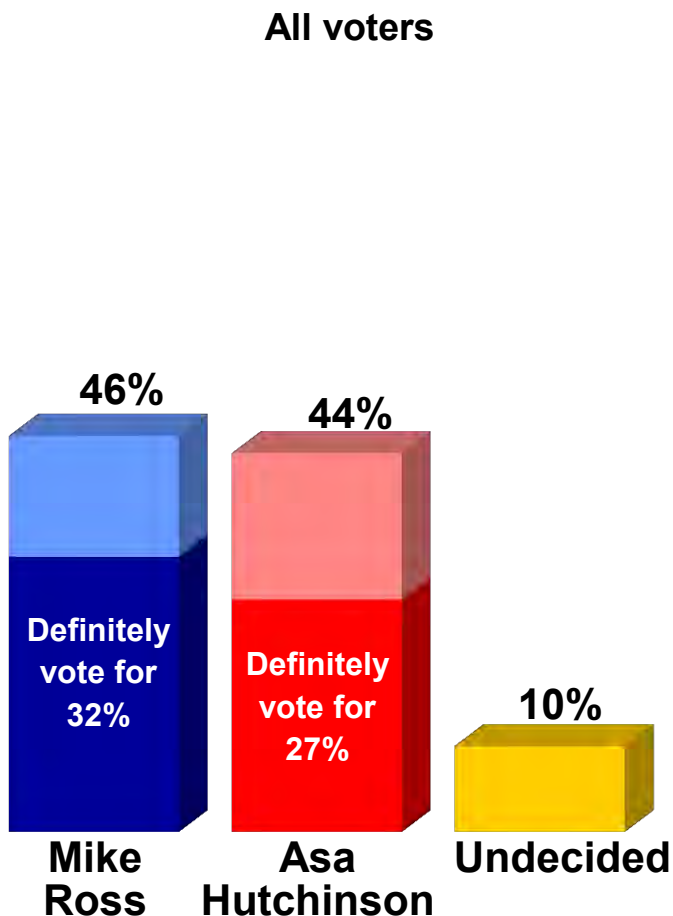
## Job Approval of Congress

All voters



In the gubernatorial election, those with a preference are divided equally between Ross and Hutchinson, but one in ten remain unsure about their vote.

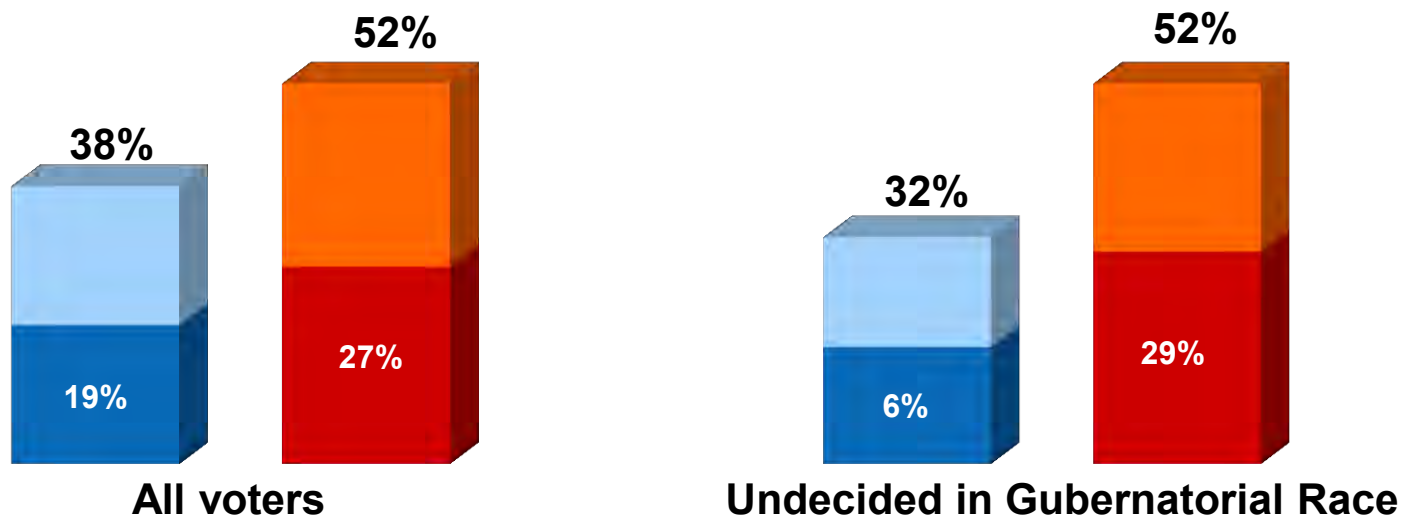
*Trial Heat for Arkansas Governor*



	Mike Ross	Asa Hutchinson
Men	43%	<b>49%</b>
Women	48%	39%
Unmarried women	<b>53%</b>	36%
Married women	46%	41%
Age 50 to 64	46%	43%
Age 65 to 74	45%	45%
Age 75/over	46%	44%
Whites	40%	<b>50%</b>
African Americans	<b>84%</b>	7%
Democrats	<b>86%</b>	9%
Independents	34%	38%
Republicans	13%	<b>80%</b>

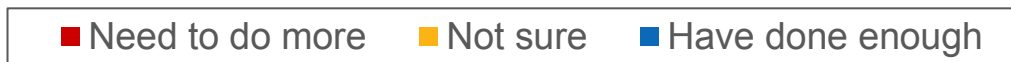
# A majority of voters say it is hard to find objective and reliable information about the record and positions of candidates running for office this November.

*Is it easy or hard to find objective and reliable information about the record and positions of candidates running for office this November?*

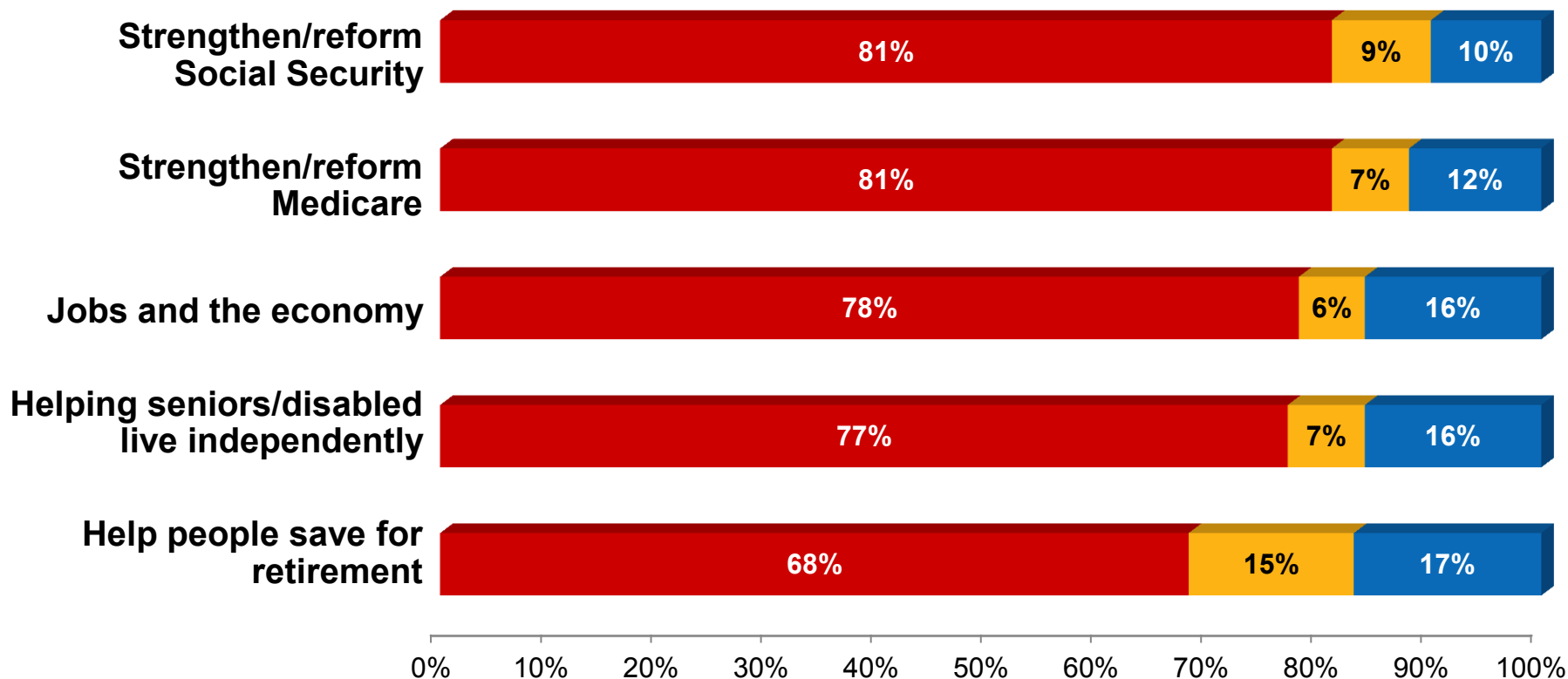


# The candidates need to do more to explain their positions on key voting issues for voters 50+.

## *US Senate Candidates' Efforts to Explain their Positions on Selected Issues*



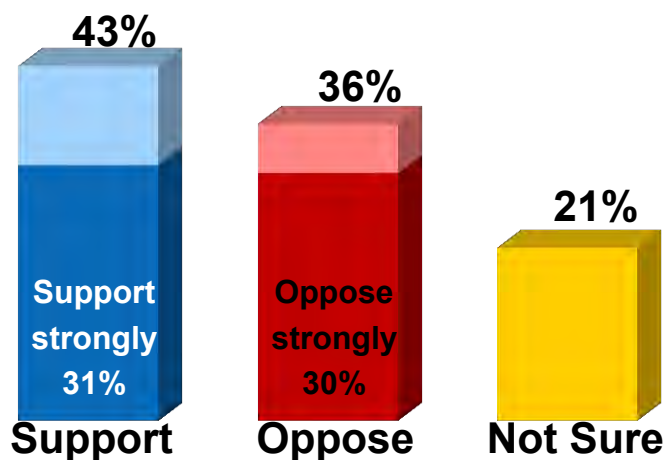
### All voters



# The plurality of 50+ voters support Arkansas' Private Option to expand Medicaid. One in five voters are still undecided on this issue.

*Arkansas recently passed a law to create what is known as the Private Option to help people who earn up to \$16,000 pay for the cost of insurance from private healthcare plans, like Blue Cross Blue Shield. The Private Option uses federal Medicaid money to subsidize the private insurance.*

*Do you support or oppose that law?*



	Support	Oppose
Men	41%	<b>42%</b>
Unmarried women	<b>52%</b>	31%
Married women	43%	30%
Age 50 to 64	46%	38%
Age 65 to 74	44%	29%
Age 75/over	40%	37%
Whites	39%	39%
African Americans	<b>64%</b>	19%
Democrats	<b>67%</b>	19%
Independents	34%	39%
Republicans	25%	<b>51%</b>

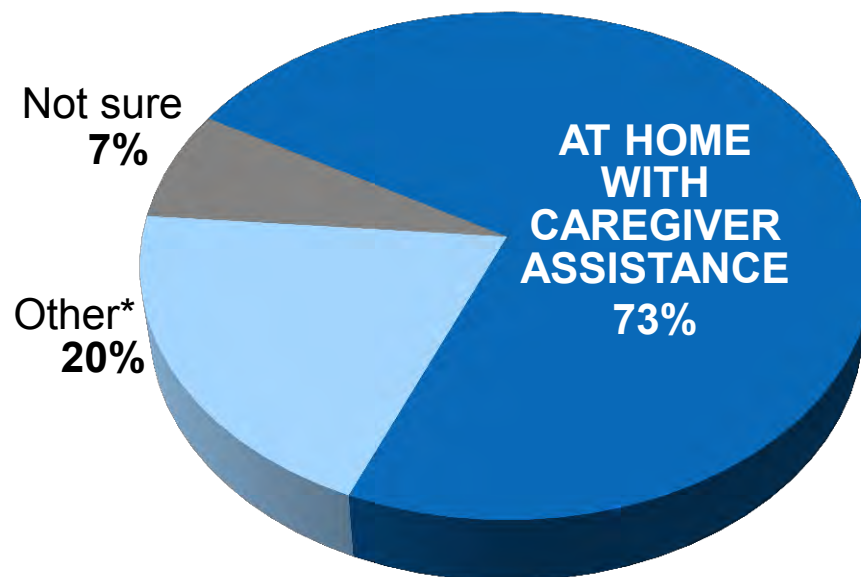
# CAREGIVING



# Three in four voters 50+ prefer at-home care over other options for themselves/family.

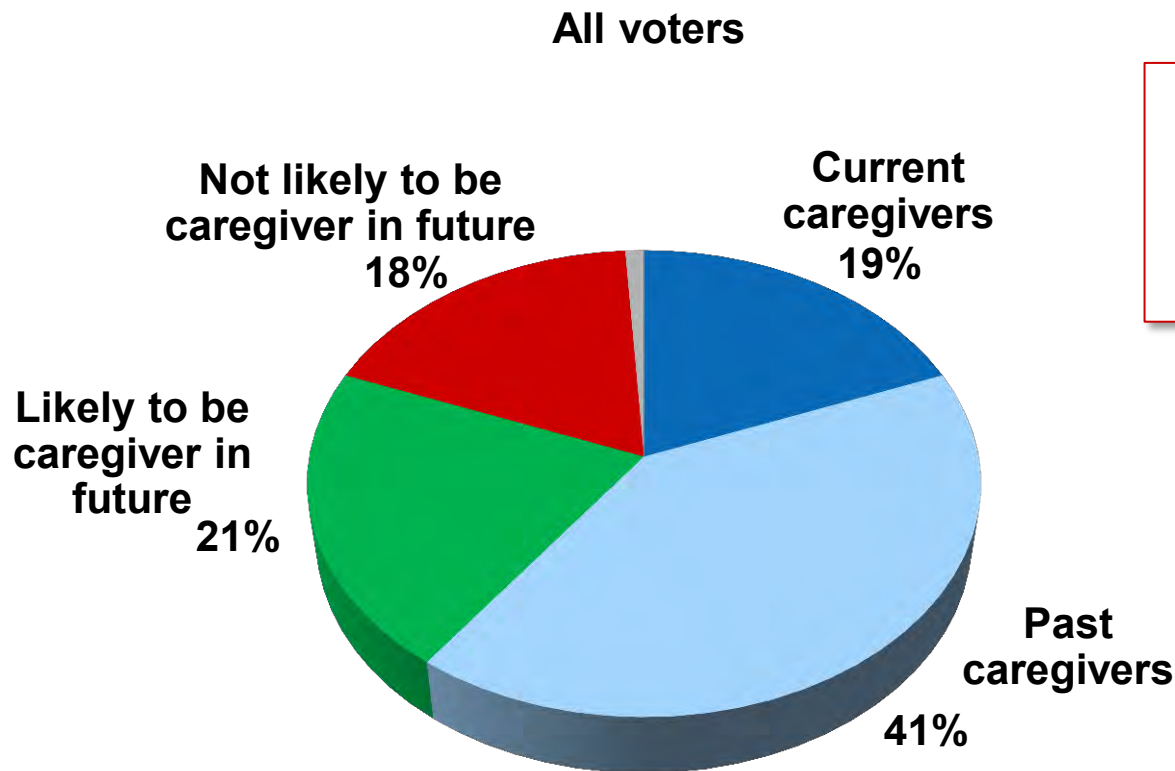
*If a family member or I need help when basic tasks of life become difficult due to aging or illness, I would prefer to receive that help:*

## All voters



\*17% assisted living facility,  
3% nursing home

# Many voters 50+ have at some point been a caregiver\* to family member or expect to become one in the future.



14% of voters age 50+ report that they or their spouse have received care from a family caregiver.

\* Caregiver is defined as “someone who provides unpaid care for an adult loved one who is ill, frail, elderly, or has a physical, mental, or emotional disability. This unpaid care may include assisting with personal needs such as bathing and dressing, household chores, meals, shopping, transportation, or managing finances or medical care.”

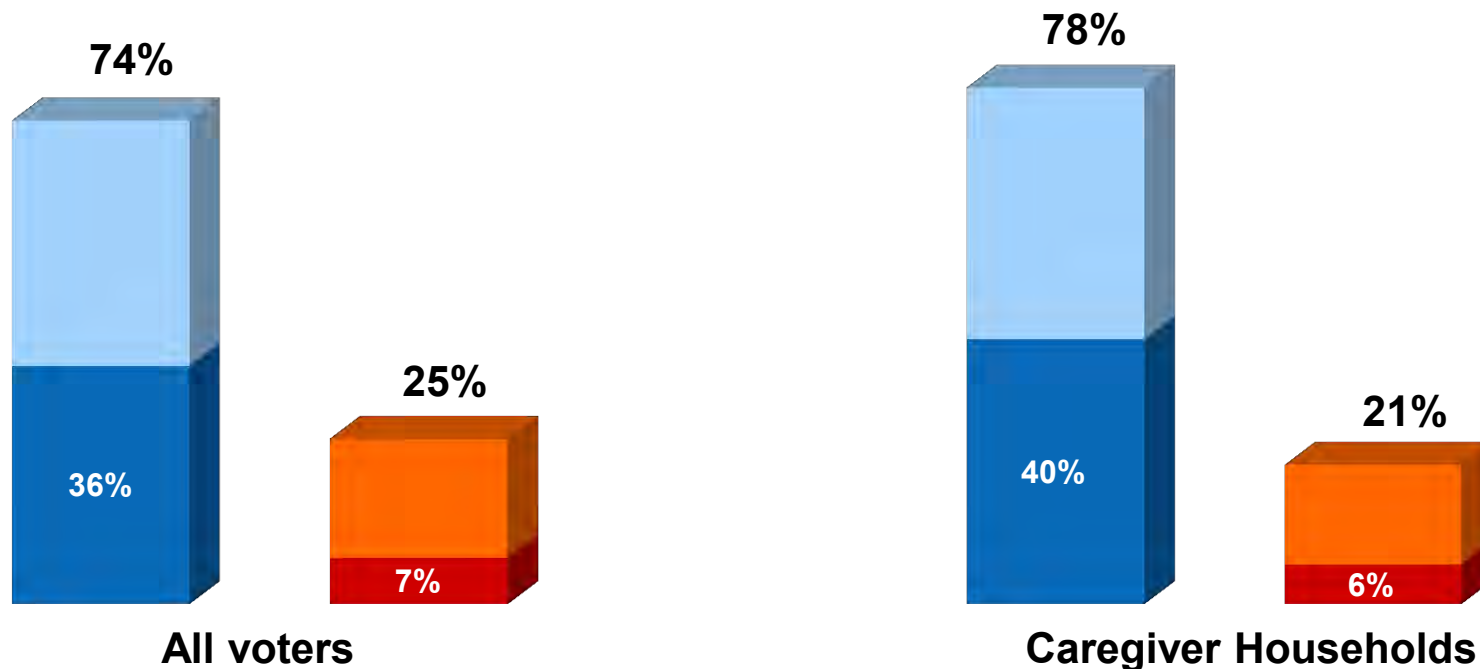
# Caregiver Households\*

	<u>Retirees</u>		<u>Non-retirees</u>
<b>All retirees</b>	<b>64%</b>	<b>All non-retirees</b>	<b>61%</b>
Men	52%	Men	49%
Women	<b>73%</b>	Women	<b>72%</b>
White	64%	White	60%
Non-White	61%	Non-White	66%
Age 50 to 69	67%	Age 50 to 59	58%
Age 70/over	61%	Age 60/over	<b>67%</b>
Income under \$40K	<b>69%</b>	Income under \$50K	60%
Income over \$40K	59%	Income over \$50K	61%
Non-college grads	62%	Non-college grads	59%
College grads	68%	College grads	64%

\* Those households where unpaid care is currently being provided, or has been provided in the past

# Voters 50+ want their elected officials to make availability of at-home care a priority.

*How important a priority should it be for elected officials to make services that help older adults live independently (home healthcare, personal care, day programs) more available in the community?*

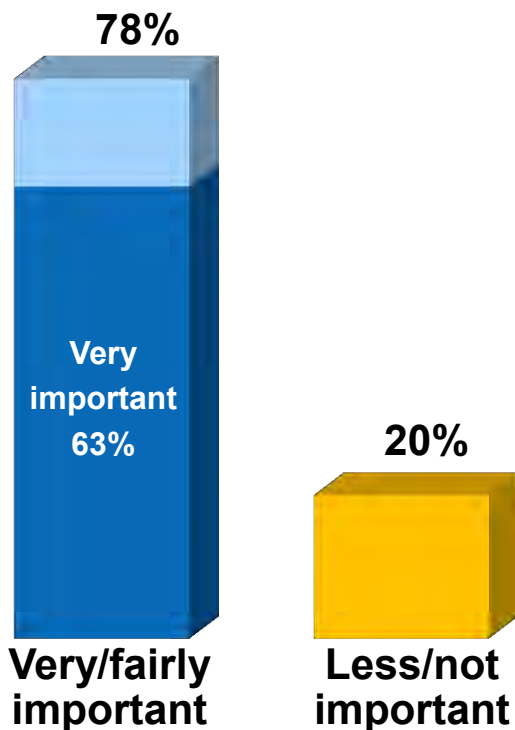


# Helping people live independently is a powerful potential issue for candidates, especially among women and caregivers.

*How important is this issue in helping you make your voting decisions this year?*

## Helping older people and the disabled live independently

### All voters

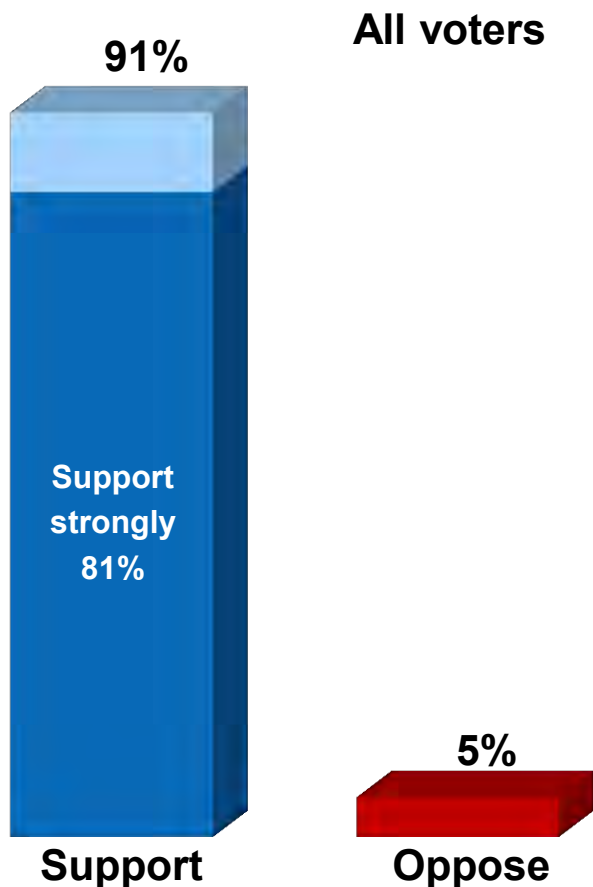


### Very Important Issue in my Vote Decisions

Men	59%	Whites	60%
Women	66%	African Americans	<b>88%</b>
Age 50 to 64	59%	Undecided voters	62%
Age 65/over	66%	Current caregivers	<b>68%</b>
High school/less	<b>71%</b>	Voters who have received care	66%
Some college	65%		
College grads	48%		
Income under \$30K	<b>75%</b>		
Income \$30K to \$75K	66%		
Income over \$75K	48%		

# There is near universal support to shift additional federal funding from nursing home to home-based care.

*Do you support or oppose the federal government giving states like Arkansas more flexibility with this funding so that seniors can receive services in their homes if that is their preference?\**



<b>Strongly support shifting funding</b>	
Men	78%
Women	84%
Age 50 to 64	83%
Age 65 to 74	83%
Age 75/over	79%

\* Information before question: “Currently, states receive federal funds to help low-income seniors and people with disabilities when the basic tasks of life become difficult due to aging or illness. At present, states are required to spend the majority of these funds on nursing home care. Arkansas has asked the federal government for the flexibility to shift existing funding from nursing homes to care provided at a person's home.”



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