



Florida Hispanic Voters Age 50+ and the 2014 Election

*Key Findings from a Survey among likely Hispanic voters age 50/over
Conducted June-July 2014
for*



Methodology

- Statewide telephone survey among 456 Hispanic likely 2014 voters age 50/over (*margin of error ± 4.6 percentage points*), conducted June 26-July 6, 2014.
- Respondents had the option of completing the poll in English (44% of Latino respondents) or Spanish (56%).
- Respondents were selected at random from a list of registered voters and were reached either on a landline or mobile phone.

Profile of Likely Hispanic Voters Age 50/over

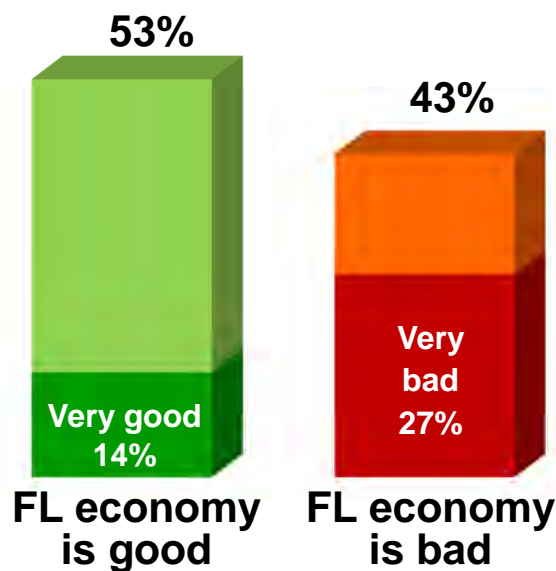
Gender	Men	44%
	Women	56%
Age	Age 50 to 64	49%
	Age 65 to 74	26%
	Age 75/over	25%
Education	High school grad/less education	51%
	Some college	17%
	College graduate	27%
Household Income	Household income under \$30K	42%
	Household income \$30 to \$50K	14%
	Household income over \$50K	20%
Party Registration	Democrats	39%
	Other/unaffiliated	16%
	Republicans	45%
Other	Receive Social Security benefits	54%
	Health insurance through Medicare	53%
	Employed (part time or full time)	42%

ECONOMIC SECURITY

A slight majority of Hispanic voters 50+ see the economy as more good than bad overall.

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

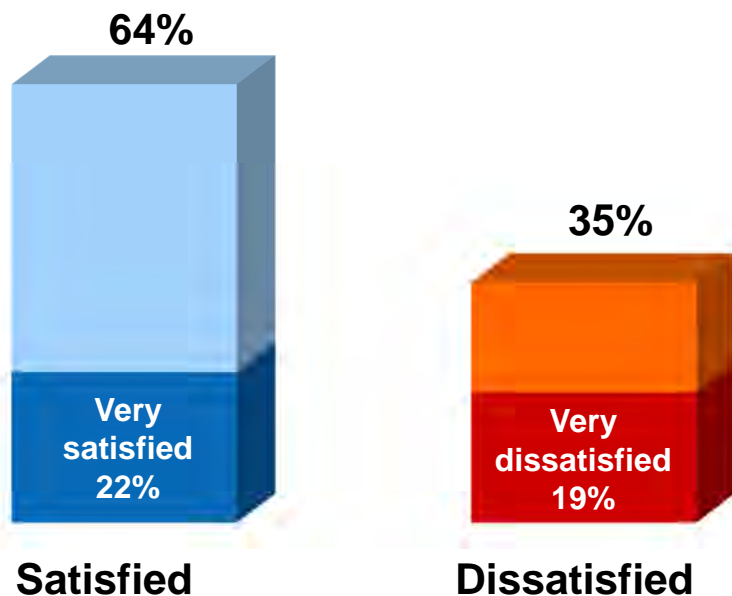
All Hispanic voters



	FL economy is good	FL economy is bad
Men	59%	36%
Women	48%	50%
Non-college graduates	49%	48%
College graduates	64%	33%
Democrats	64%	32%
Other/unaffiliated	54%	39%
Republicans	44%	54%

More than one-third of Hispanic voters are dissatisfied with their financial situation.

Satisfaction with Own Financial Situation Today

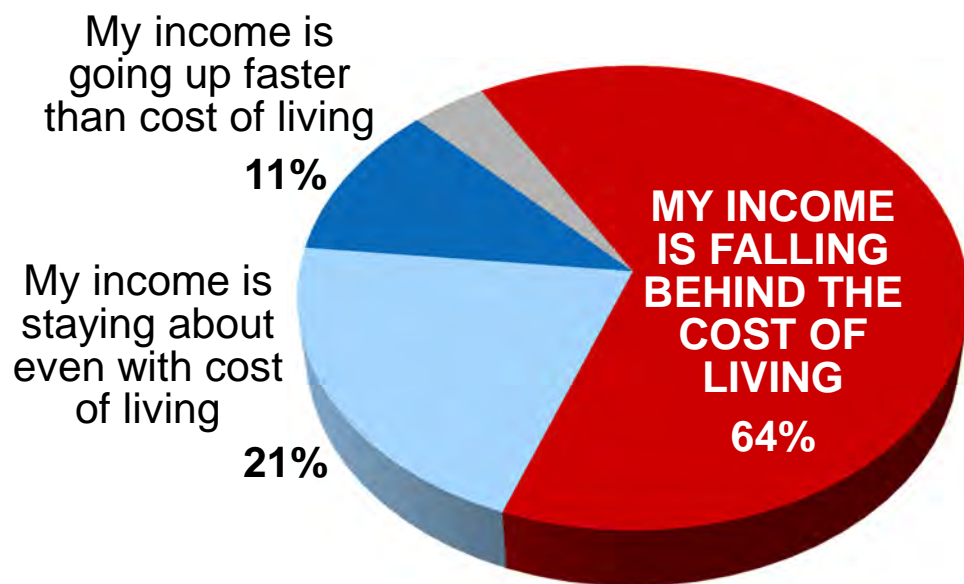


Dissatisfied	
Men	31%
Women	37%
Age 50 to 64	36%
Age 65/over	32%

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

Assessment of Income vs. Cost of Living

All Hispanic voters

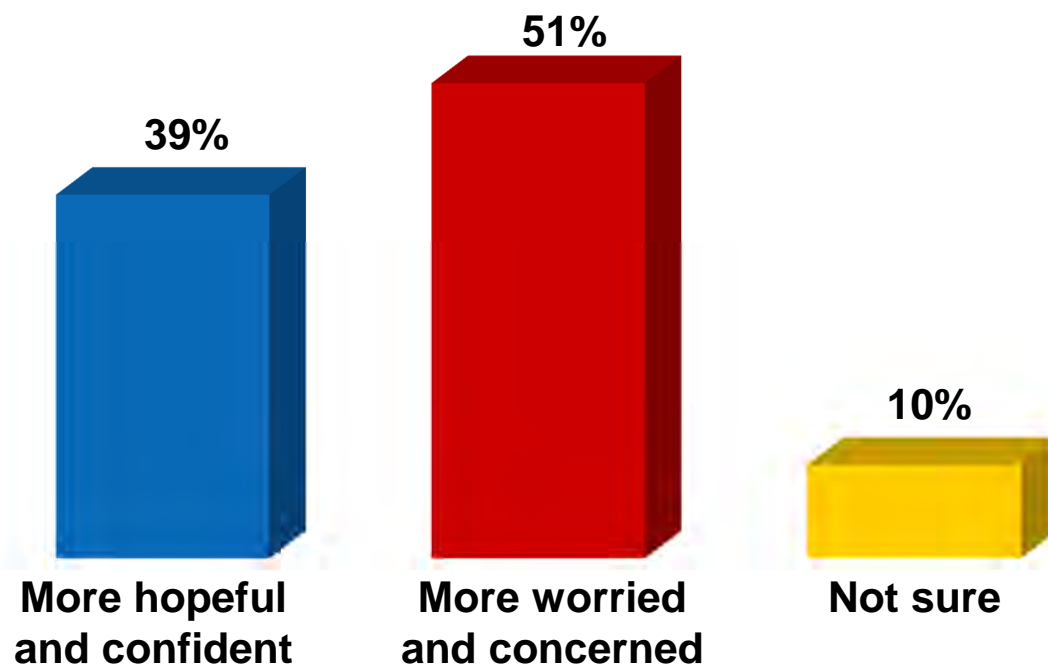


Income Is Falling Behind

Non-college graduates	64%
College graduates	63%
Age 50 to 64	67%
65/over	62%

Hispanic voters 50+ 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 Worried and Concerned

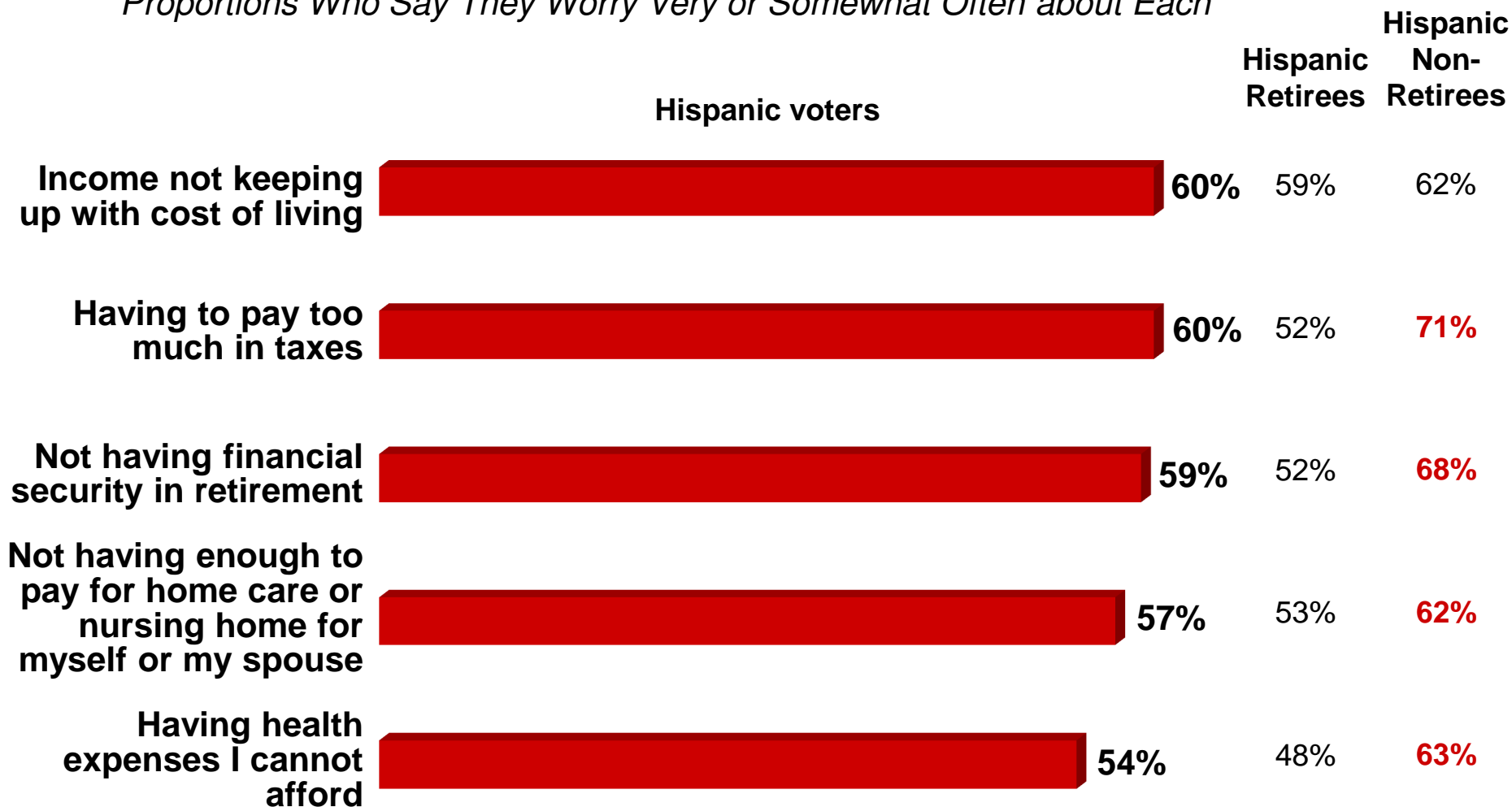
Men	50%
Women	52%
Age 50 to 64	56%
Age 65/over	46%
Democrats	45%
Other/unaffiliated	54%
Republicans	55%

The Economic Anxiety Index

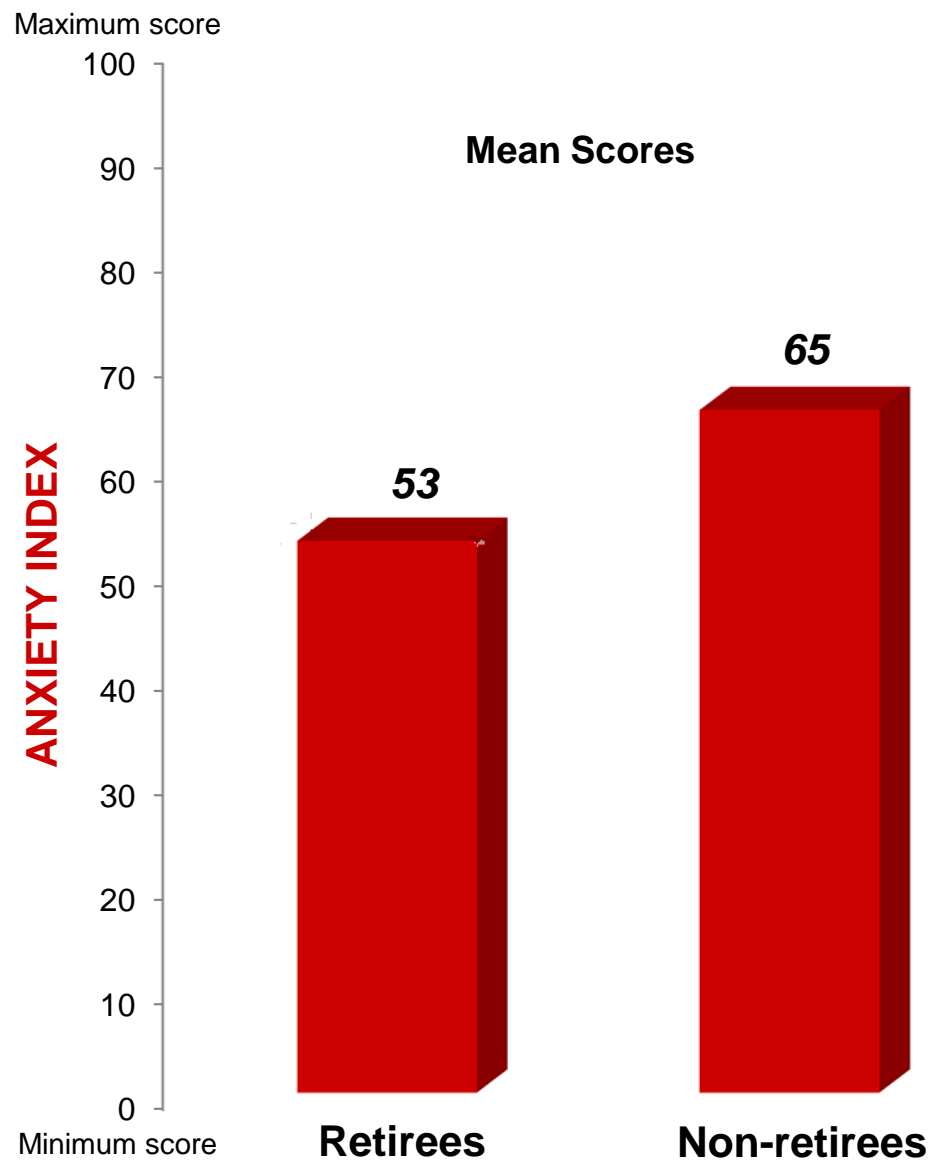
- Hispanic voters are assigned 20 points for each of five economic concerns about which they say they worry very or somewhat often. A minimum score of 0 reflects no economic anxiety, while a maximum score of 100 indicates a great deal of economic anxiety.
- The five component concerns of the anxiety 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



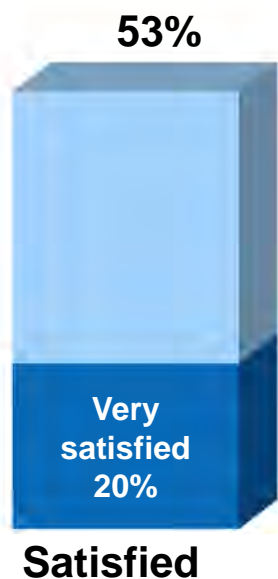
Economic Anxiety Index Scores of Hispanic Voters 50+



<i>Key Subgroups of Hispanic Voters</i>	
	Mean scores
All Hispanics	58
Men	59
Women	57
Age 50 to 64	64
Age 65 and over	52
Non-college graduates	60
College graduates	52
Democrats	58
Other/no affiliation	56
Republicans	59

While most are satisfied with their retirement savings, two in five are dissatisfied.

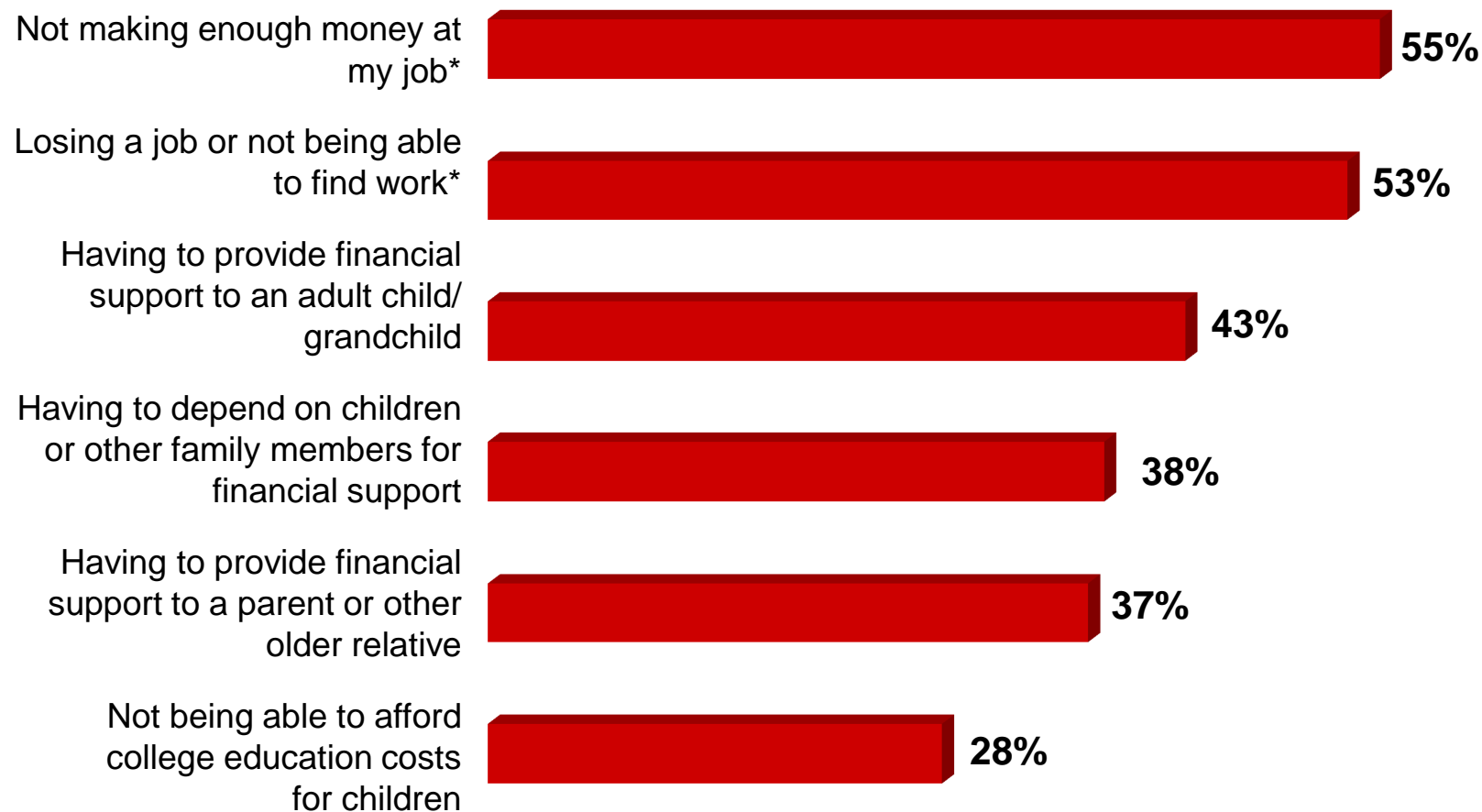
Satisfaction with Amount of Money Saving/Saved for Retirement



	Dissatisfied
Men	38%
Women	42%
Age 50 to 64	47%
Age 65/over	34%
Retirees	35%
Non-retirees	47%

Other Financial Concerns of Hispanic Voters

Proportions Who Say They Worry Very or Somewhat Often about Each

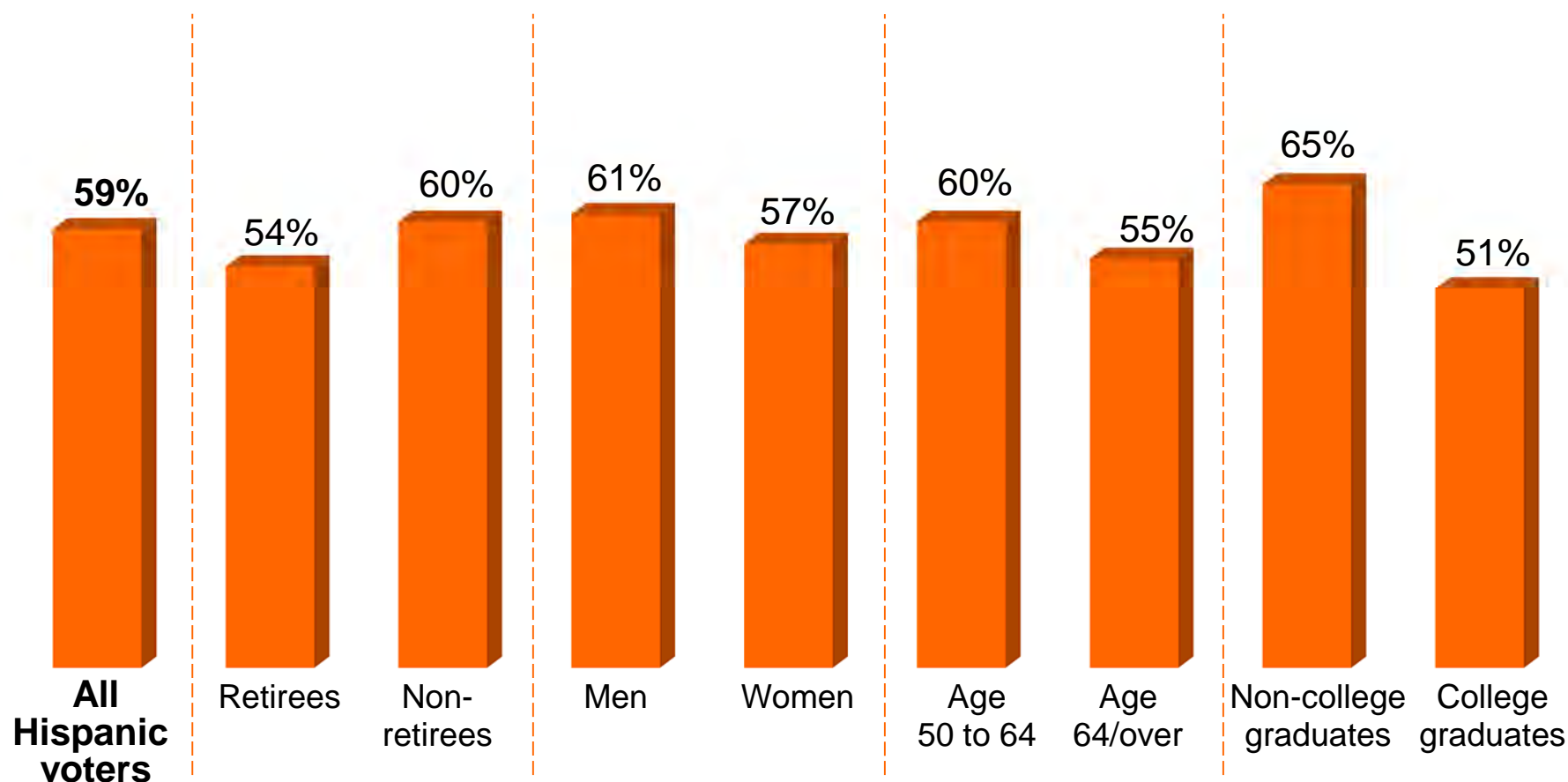


* Asked only of voters who are employed

A majority of Hispanic 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

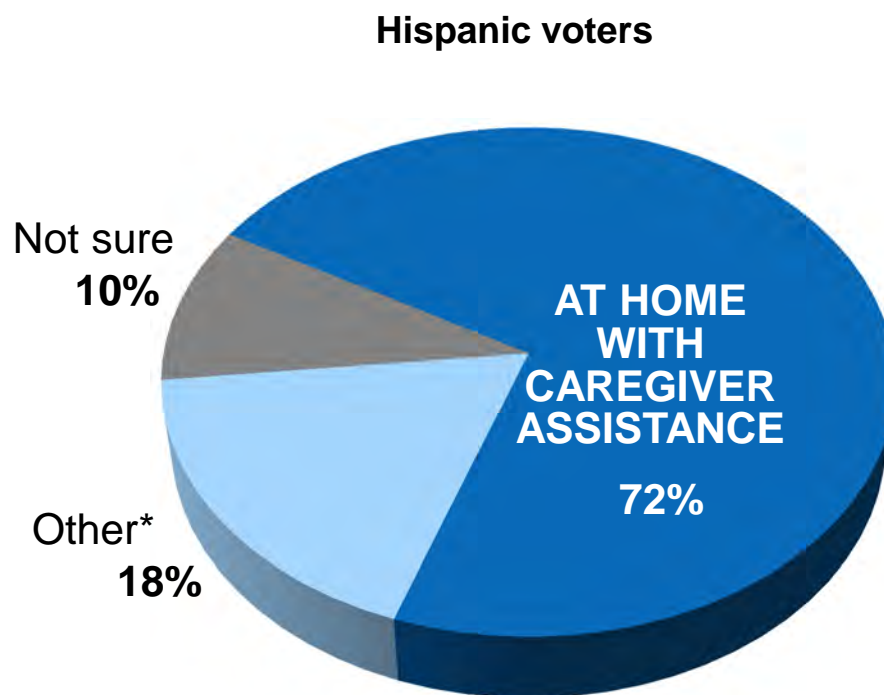
Hispanic Voters



LIVING INDEPENDENTLY AND CAREGIVING

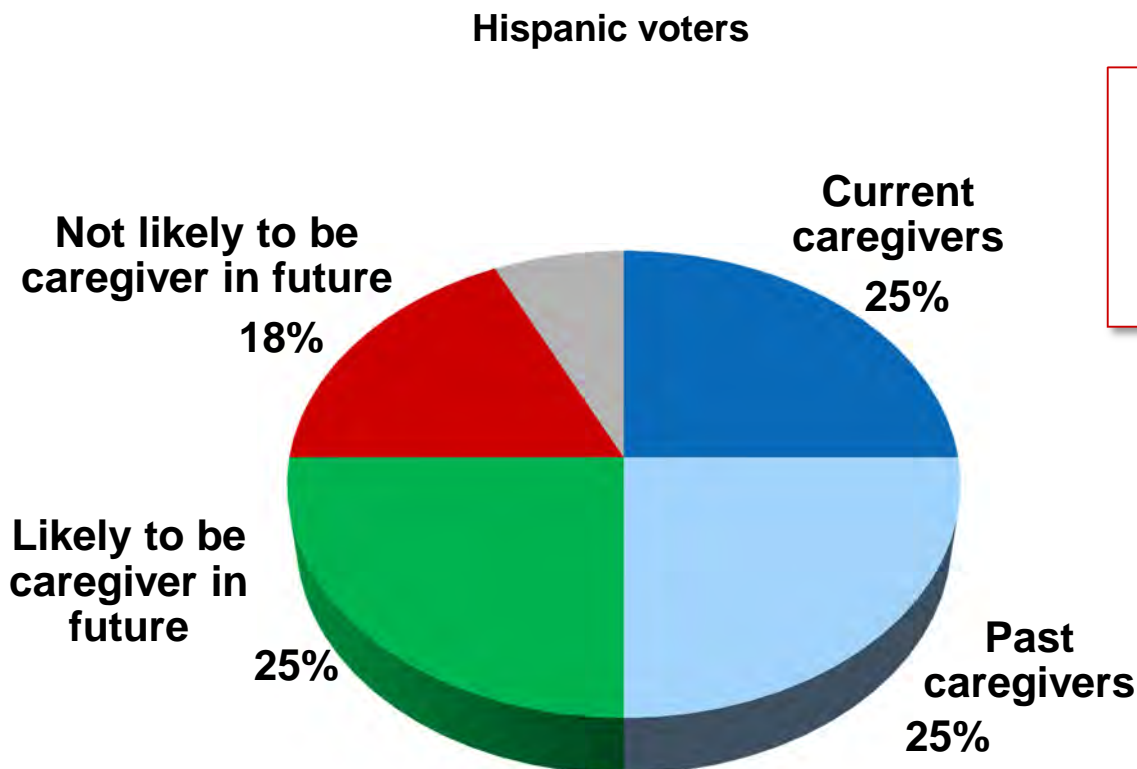
More than seven in ten Hispanic voters 50+ prefer at-home care over other options for themselves and family.

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:



*11% assisted living facility,
7% nursing home

Many Hispanic voters 50+ have at some point been a caregiver* to a family member or expect to do so in the future.



13% of Hispanic voters age 50+ report that they or their spouse have received care from a family caregiver.

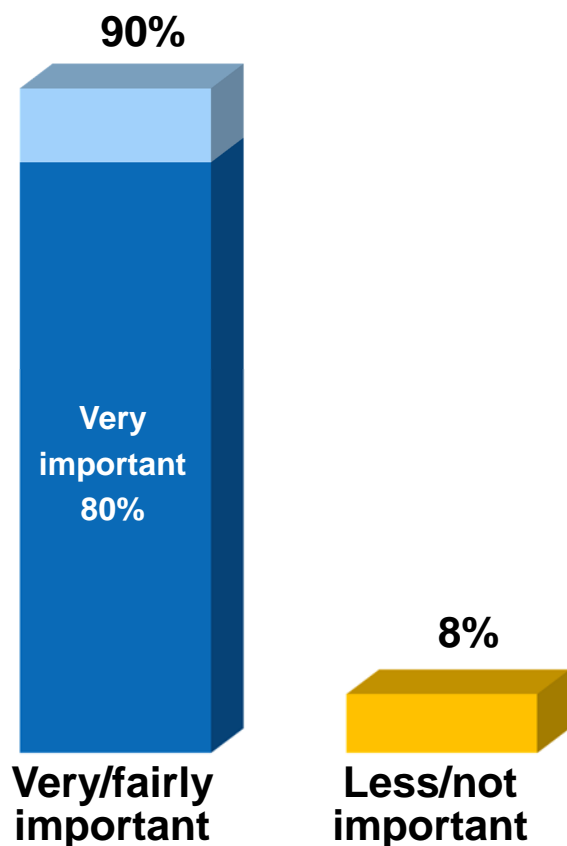
* Caregiver is defined as “someone who provides unpaid care for an adult loved one who is ill, frail, elderly, or has a physical, mental, or emotional disability. This unpaid care may include assisting with personal needs such as bathing and dressing, household chores, meals, shopping, transportation,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

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

Hispanic voters



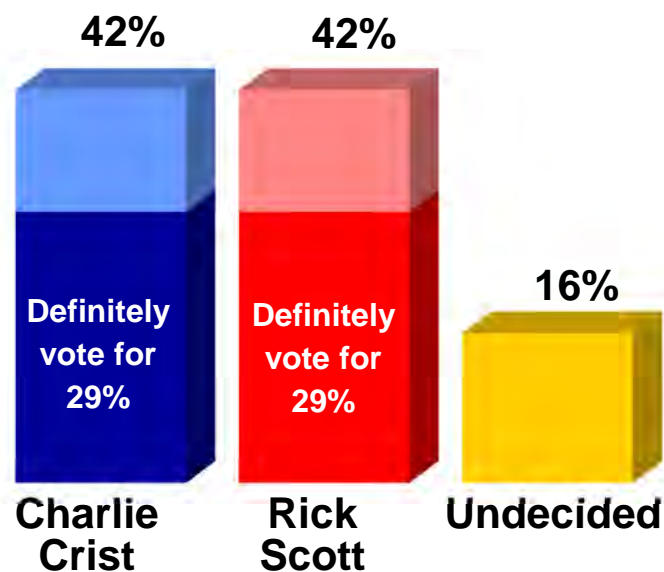
<i>Very Important Issue in my Vote Decisions</i>			
<i>Hispanic 50+ Voters</i>			
Men	81%	Democrats	88%
Women	80%	No party affiliation	75%
Age 50 to 64	79%	Republicans	76%
Age 65 to 74	85%	Crist voters	81%
Age 75 and over	78%	Scott voters	76%
Non-college graduates	82%	Undecided voters	88%
College graduates	77%		

THE 2014 ELECTION

In the Florida gubernatorial election, Hispanic voters with a preference are divided equally between Crist and Scott, but a large minority remain unsure about their vote.

Trial Heat for Florida Governor

Hispanic voters

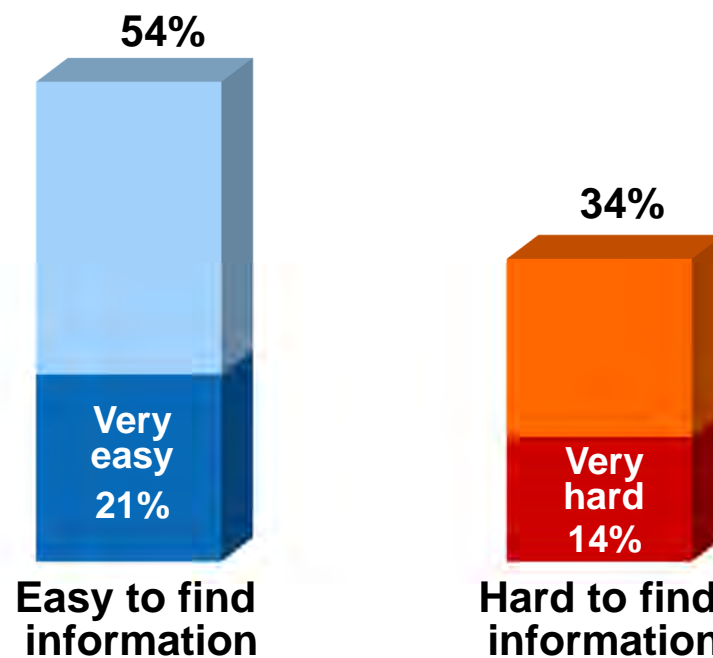


	Charlie Crist	Rick Scott
Men	44%	45%
Women	41%	40%
Non-college graduates	42%	41%
College graduates	42%	46%
Age 50 to 64	45%	38%
Age 65 to 74	43%	44%
Age 75/over	36%	48%
Democrats	77%	13%
Other/no affiliation	41%	28%
Republicans	16%	71%

A majority of 50+ Hispanic voters say it is hard to find objective and reliable information about the records and positions of candidates running for office.

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

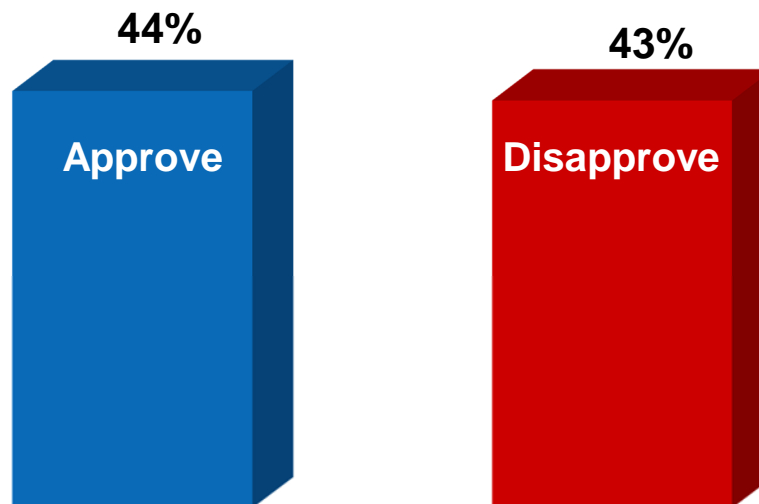
Hispanic voters



Hispanic voters 50+ approve of President Obama only slightly more than they disapprove of him.

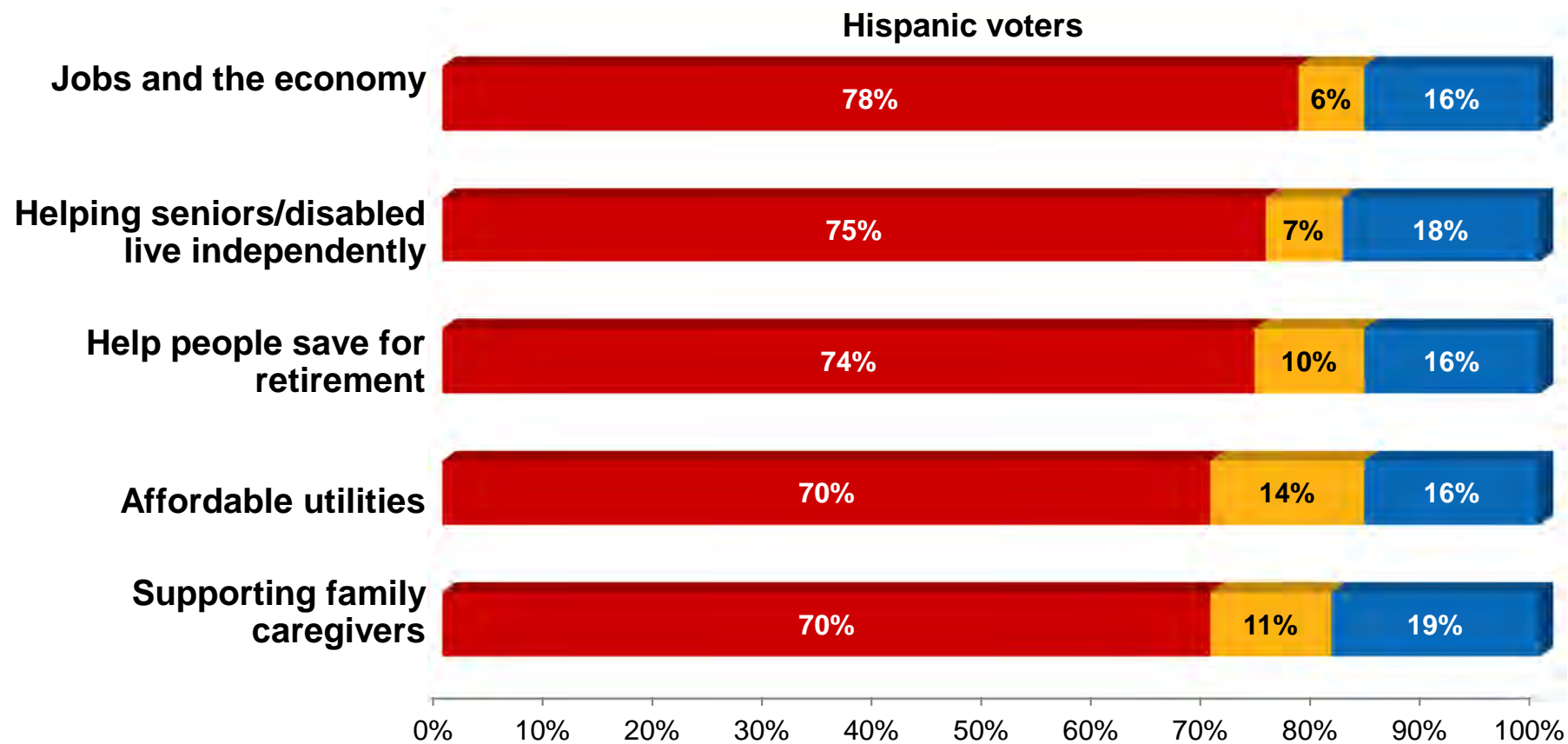
Job Approval of President Obama

Hispanic voters



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

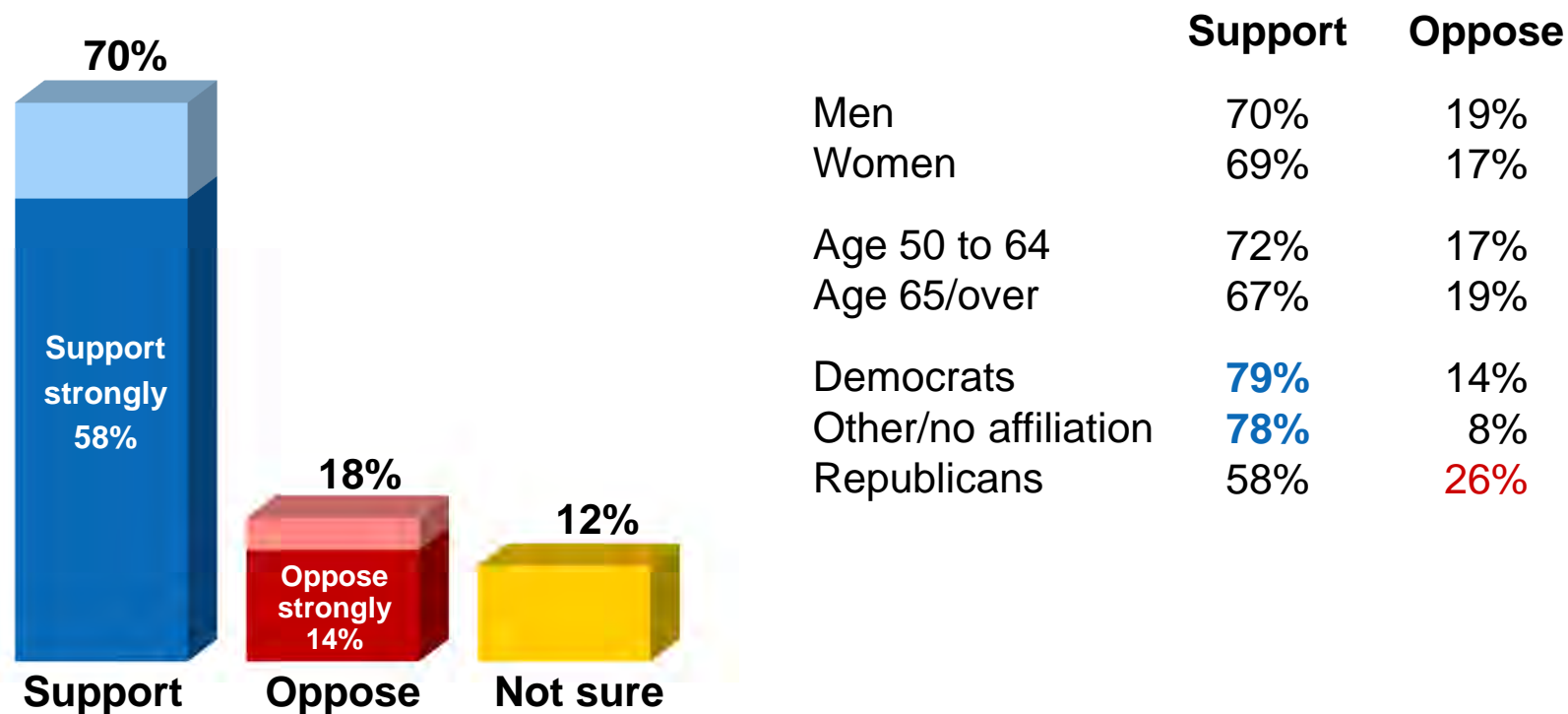
Florida Gubernatorial Candidates' Efforts to Explain their Positions on Selected Issues



The majority of Hispanic voters age 50+ support a proposal to expand Medicaid in the state.

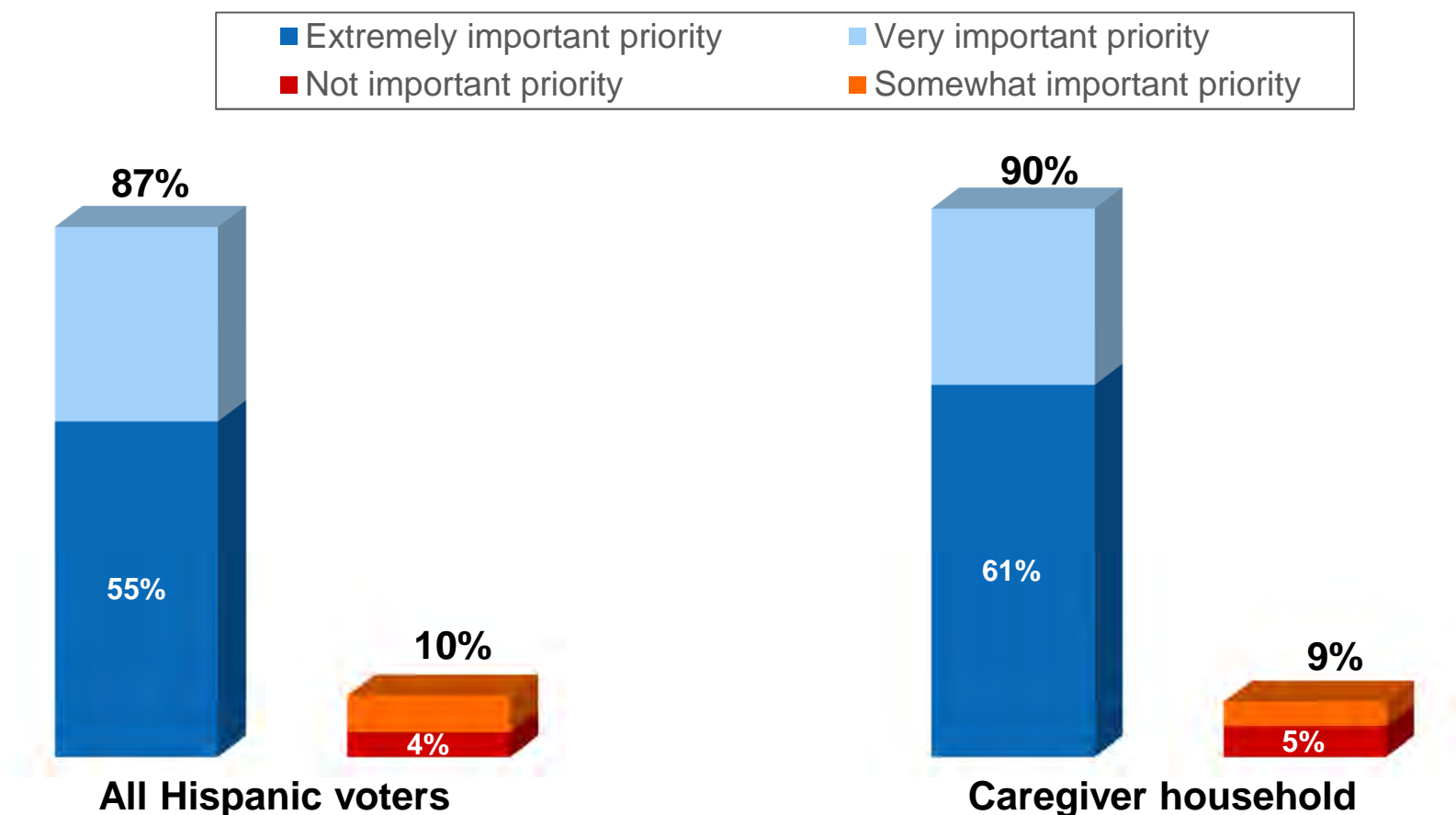
There is a proposal in the state legislature to expand Medicaid coverage in Florida to individuals who don't have health insurance and who earn up to \$16,000 a year.

Do you support or oppose this proposal to expand Medicaid health coverage?



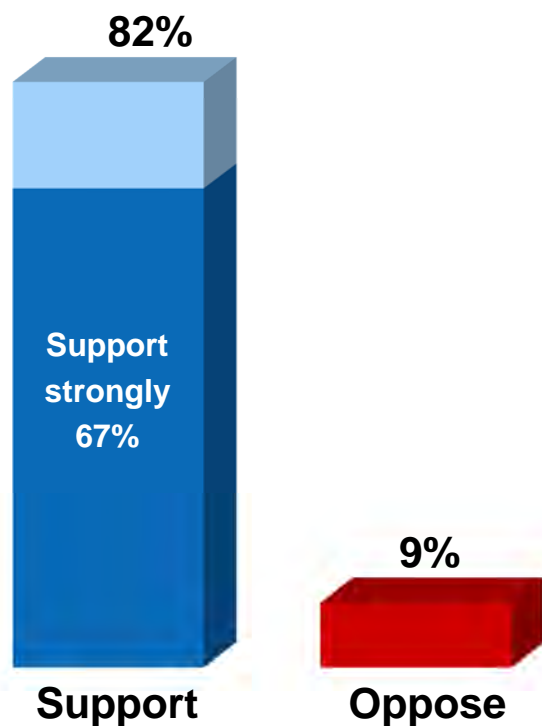
Hispanic voters 50+ want their elected officials to make availability of at-home care a priority.

How important a priority should it be for the next governor to support services and programs that enable Florida's older population to continue living in their homes as they get older?

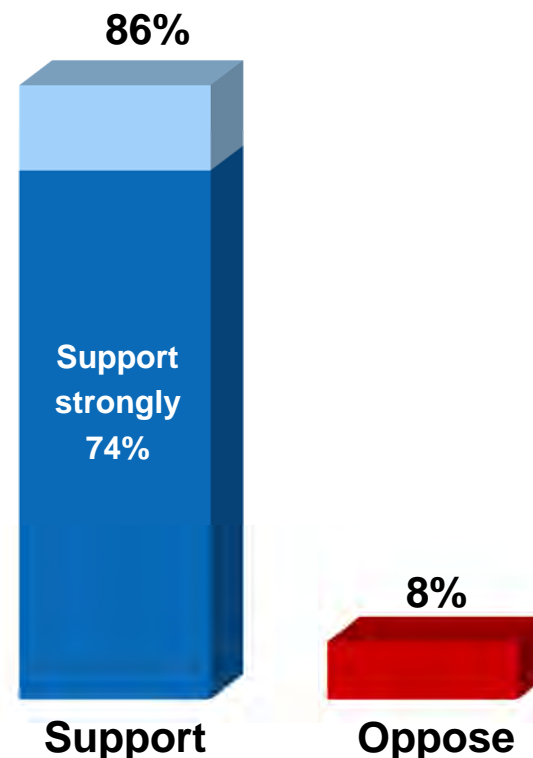


Hispanic voters 50+ support policies that help Floridians age in their homes and communities.

Support for Complete Streets law that would prioritize providing safe and convenient transportation options for everyone in the state, particularly those age 50 and over



Support for policy that would set new standards for design, construction, and modification of new and existing housing to make these buildings more accessible for older Floridians and help them stay in their homes for as long as possible





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