



Florida 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 800 likely 2014 voters age 50/over (*margin of error adjusted for weighting ± 3.5 percentage points*), conducted June 26-July 6, 2014, including:
 - 763 retirees (*adjusted MOE ± 4.4 percentage points*)
 - 439 non-retirees (*adjusted MOE ± 5.8 percentage points*)
 - 400 interview oversample of Latino 50+ voters
- 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 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 financial security.

Overview

- Governor Rick Scott holds a seven-point lead in the gubernatorial race, with an additional 13% of 50+ 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 people with disabilities can live independently. The majority of 50+ voters say they either are providing, or have provided, unpaid care, representing an important emerging constituency.
- The majority of voters support policies that help Floridians age in their homes and communities, such as the proposed Complete Streets law.

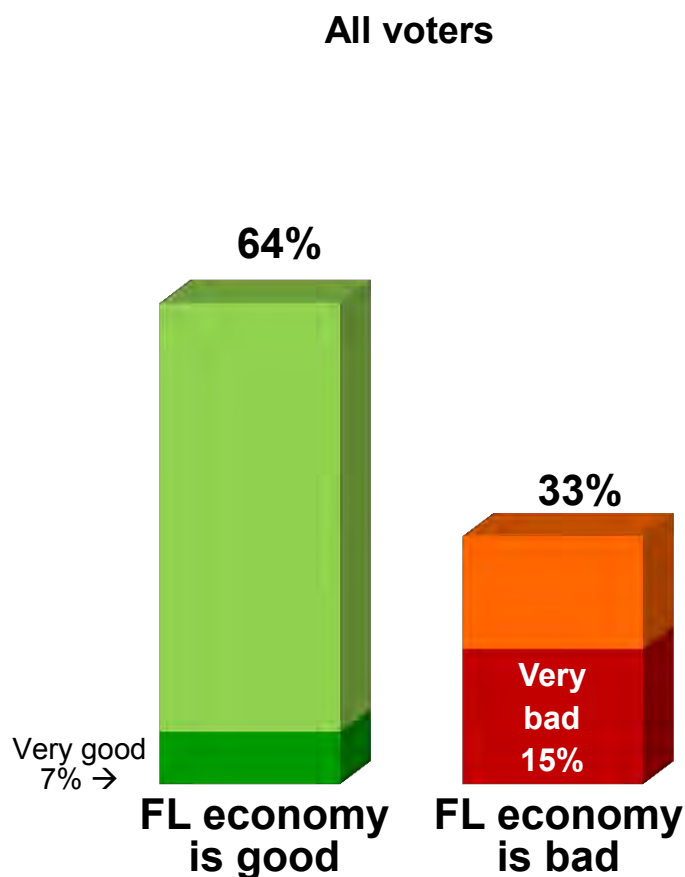
Profile of Likely Voters Age 50/over

		Retirees	Non-retirees
Gender	Men	46%	41%
	Women	54%	59%
Age	Age 50 to 64	23%	88%
	Age 65 to 74	38%	9%
	Age 75/over	39%	3%
Education	High school grad/less education	44%	31%
	Some college	26%	29%
	College graduate	28%	39%
Race	Whites	80%	69%
	African Americans	9%	12%
	Latinos	10%	13%
Household Income	Household income under \$30K	26%	18%
	Household income \$30 to \$50K	20%	16%
	Household income over \$50K	31%	51%
Party Registration	Democrats	39%	38%
	Republicans	46%	44%
	Other/unaffiliated	15%	18%
Other	Receive Social Security benefits	85%	17%
	Health insurance through Medicare	78%	19%
	Employed (part time or full time)	11%	80%

ECONOMIC SECURITY

Voters 50+ see the economy as more good than bad overall.

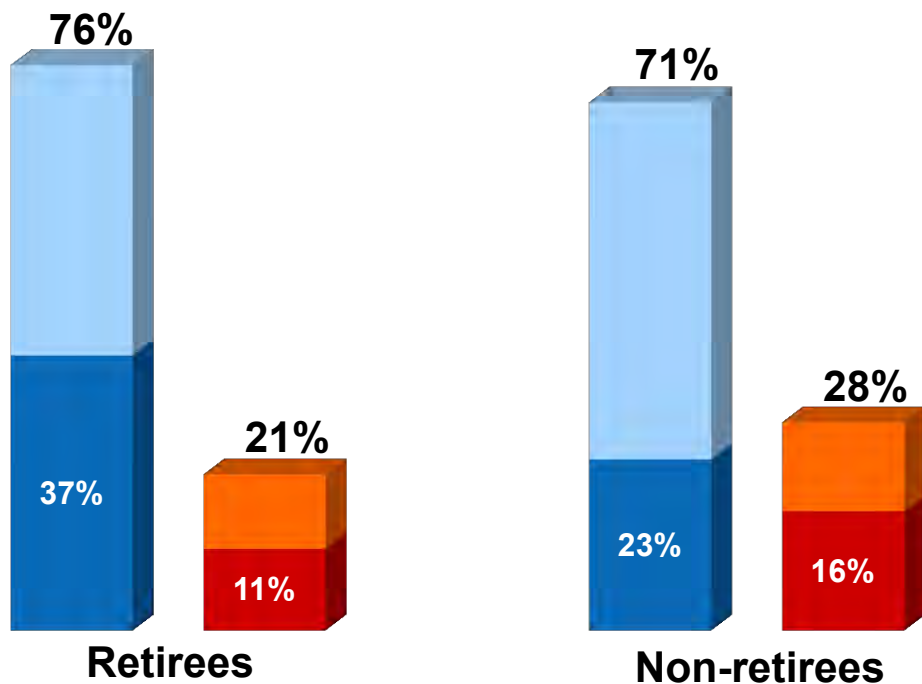
How would you rate the condition of the economy here in Florida these days?



	FL economy is good	FL economy is bad
Retirees	64%	32%
Non-retirees	64%	35%
Men	69%	29%
Women	60%	36%
High school grad/less	64%	32%
Some college	64%	34%
College graduate	63%	33%
Democrats	62%	35%
Republicans	65%	32%
Other/unaffiliated	64%	34%
Miami media market	64%	33%
Sarasota media market	67%	32%
Tampa media market	66%	30%
Orlando media market	61%	37%

A fourth of non-retired voters are dissatisfied with their financial situation.

Satisfaction with Own Financial Situation Today

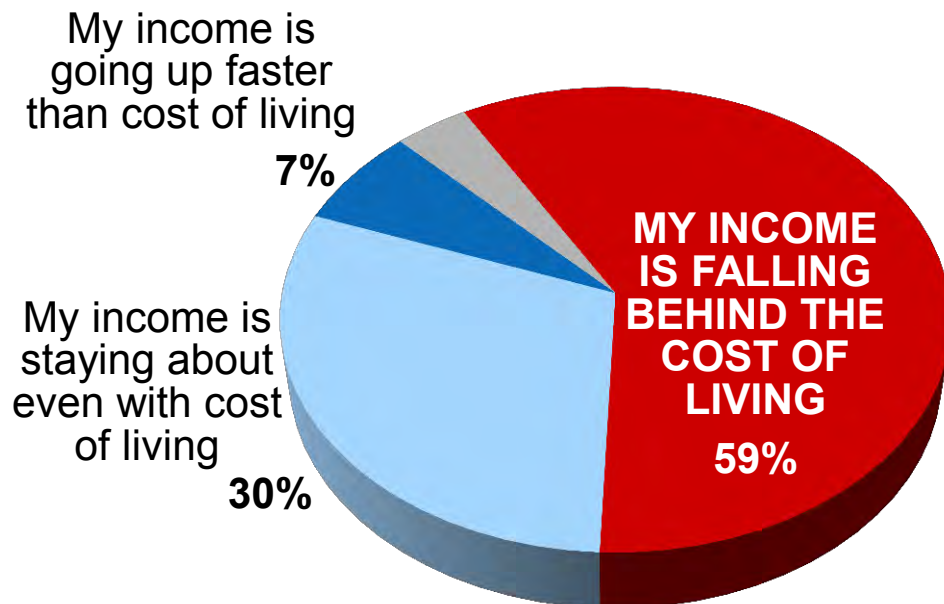


	Dissatisfied (non-retirees)
Men	27%
Women	28%
Age 50 to 59	30%
Age 60/over	23%
Income under \$50K	46%
Income over \$50K	17%

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

Assessment of Income vs. Cost of Living

All voters



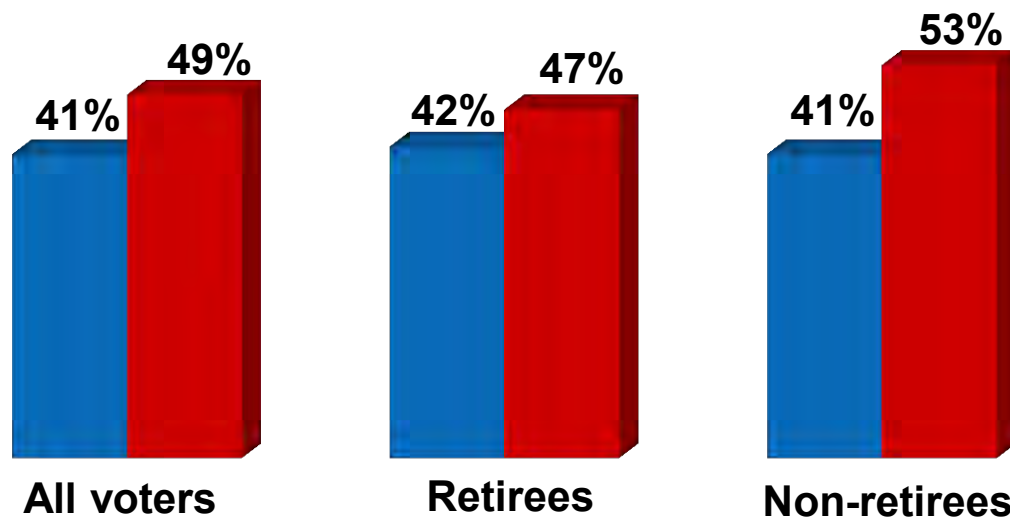
Income Is Falling Behind

Retirees	56%
Non-retirees	64%
High school grad/less	64%
Some college	63%
College graduates	49%
Income under \$30K	80%
Income \$30K to \$50K	66%
Income over \$50K	48%

Voters 50+ are more worried than hopeful about achieving their economic and financial goals, especially those not yet retired.

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

Men	46%
Women	58%
Income under \$50K	58%
Income over \$50K	52%
Democrats	43%
Republicans	58%
Other/unaffiliated	61%

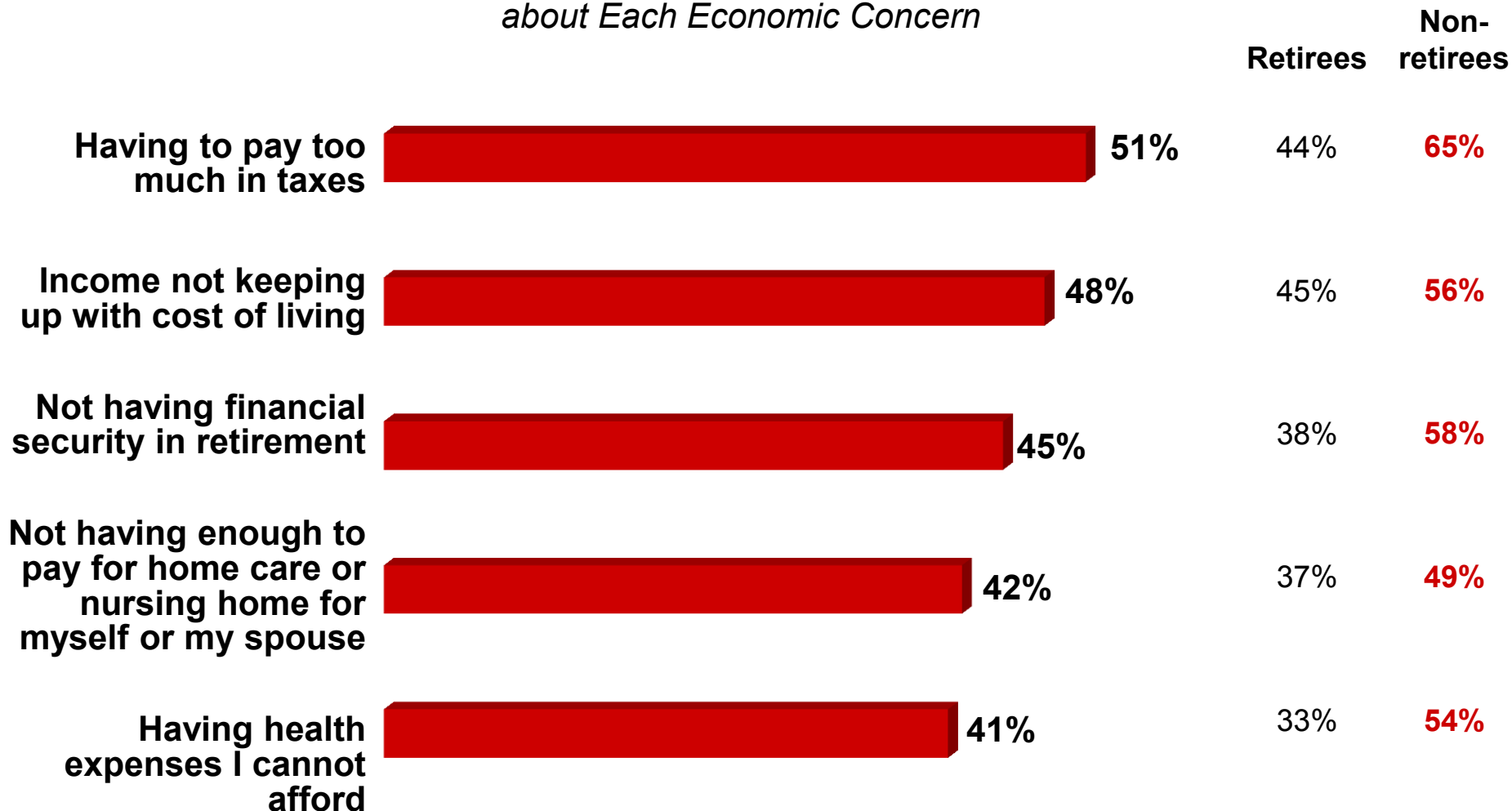
The Economic Anxiety Index

- Voters are assigned 20 points for each of the 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.

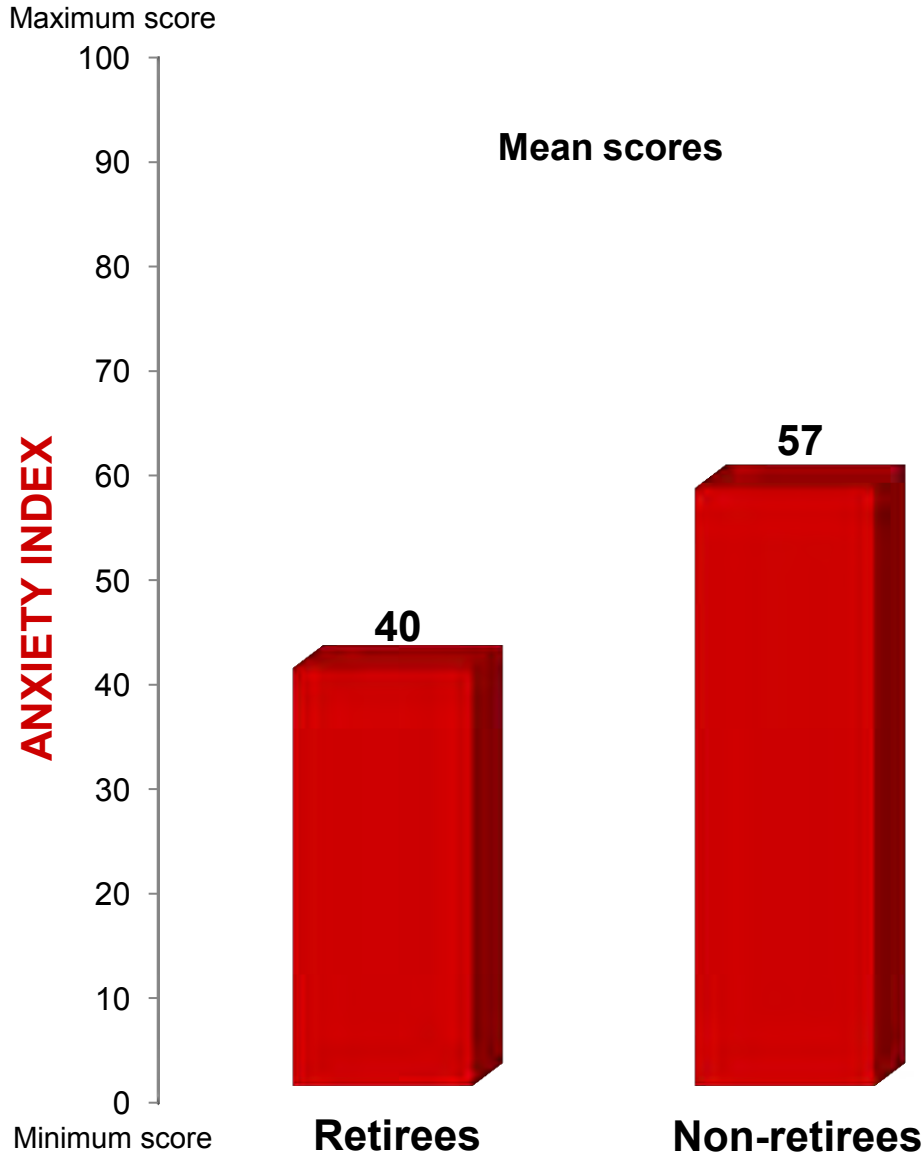
- The five component concerns of the anxiety index are:
 - Having to pay too much in taxes
 - Income not keeping up with the cost of living
 - Having health expenses they cannot afford
 - Not having financial security in retirement
 - Not having enough to pay for home care or a nursing home when they 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

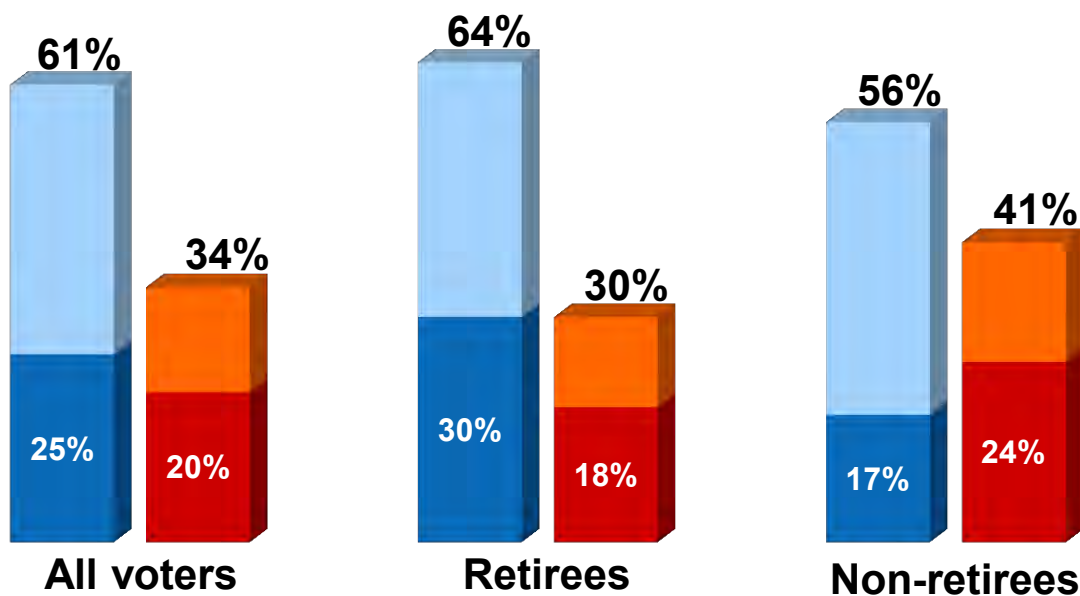


Key Subgroups of Non-retirees

	Mean scores
Men	55
Women	58
Unmarried	57
Married	56
Non-college grads	63
College graduates	46
Income under \$50K	68
Income over \$50K	49
Democrats	54
Republicans	57
Other/unaffiliated	61
Caregivers/past caregivers	60
Non-caregivers	53

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

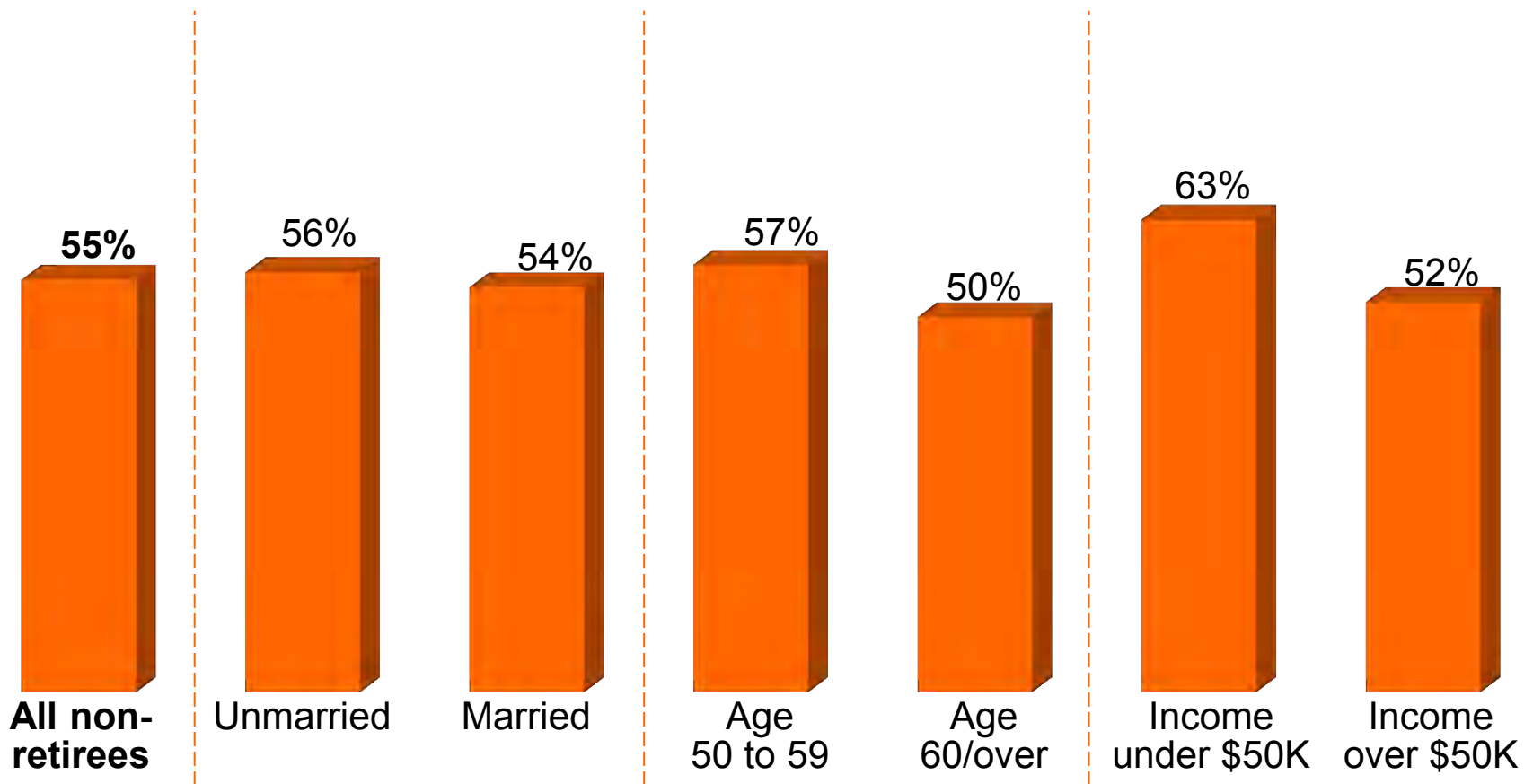
Satisfaction with Amount of Money Saving/Saved for Retirement



Dissatisfied (non-retirees)	
Men	36%
Women	44%
Income under \$50K	59%
Income over \$50K	30%

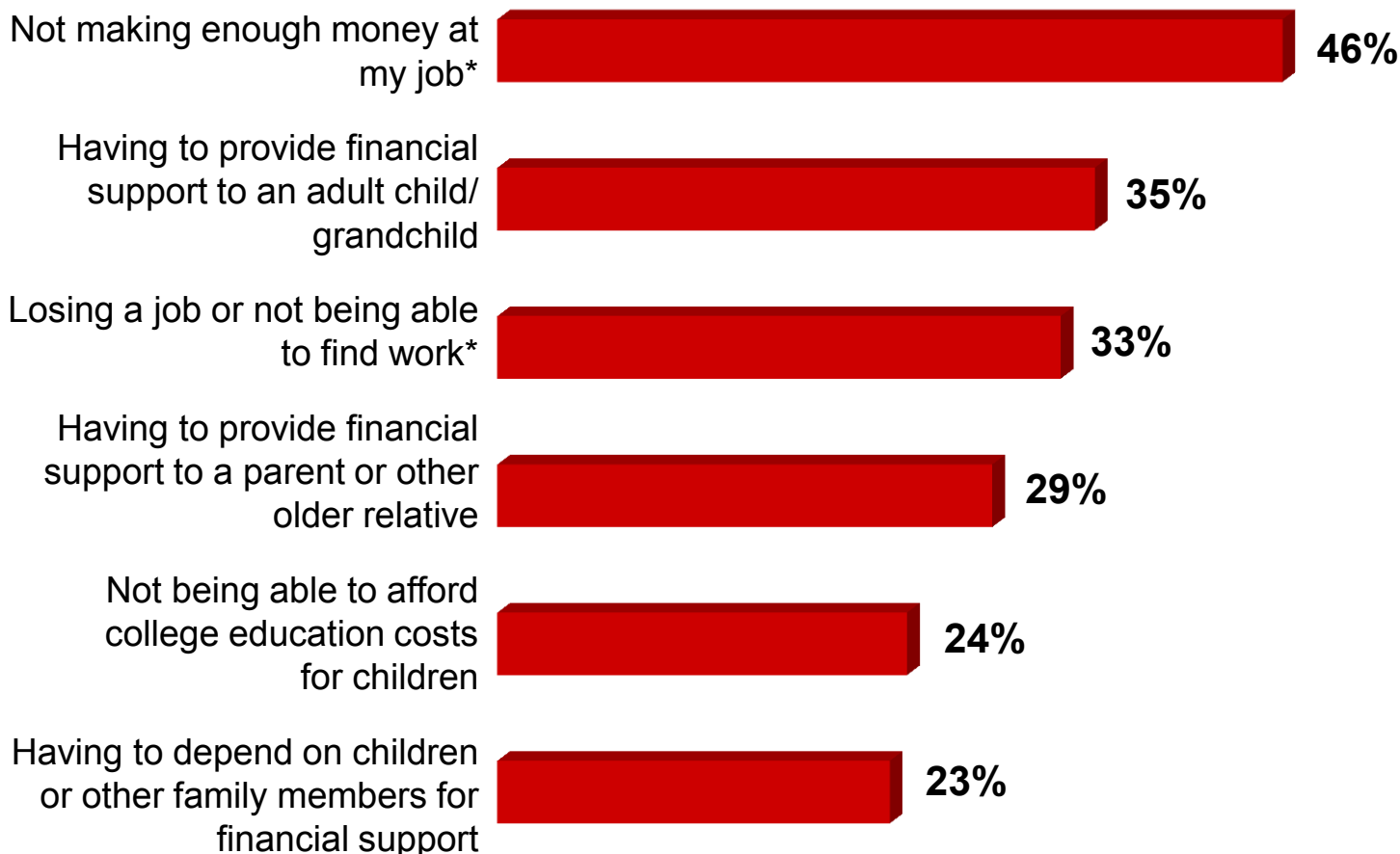
A majority of non-retirees say they have or will delay their retirement for financial reasons.

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



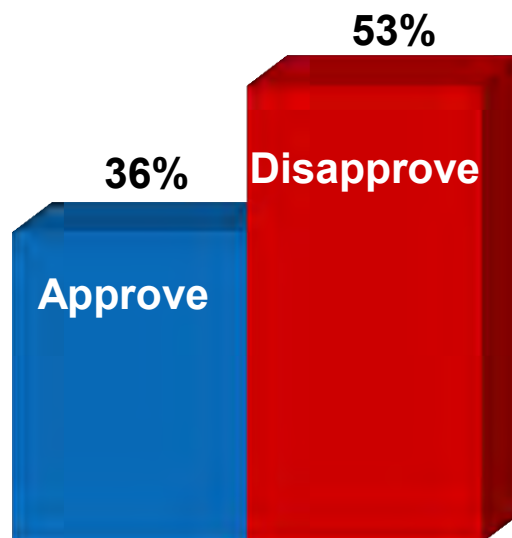
* Asked only of voters who are employed

THE 2014 ELECTION

Voters 50+ are disappointed with Washington, giving President Obama low approval scores.

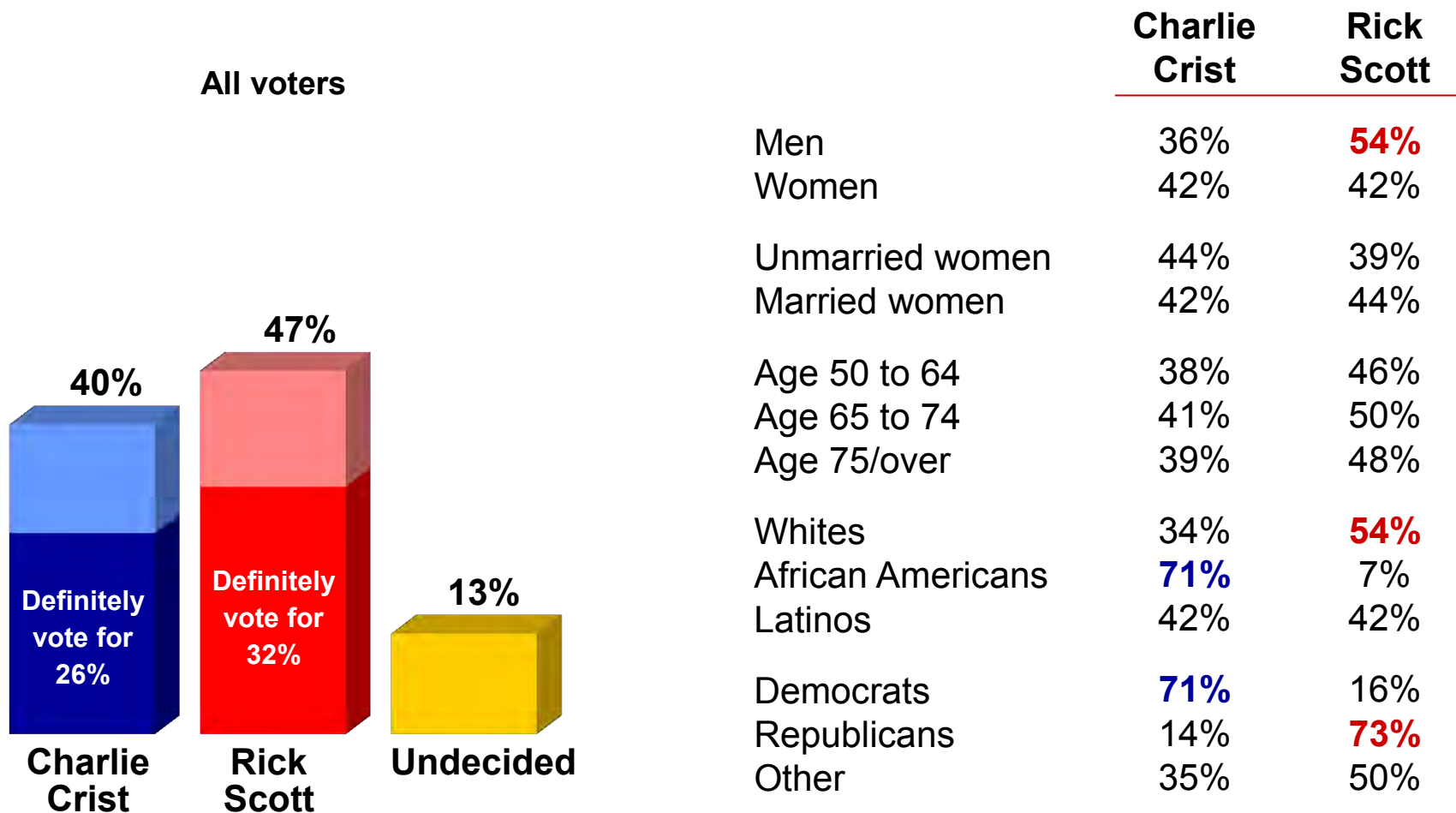
Job Approval of President Obama

All voters



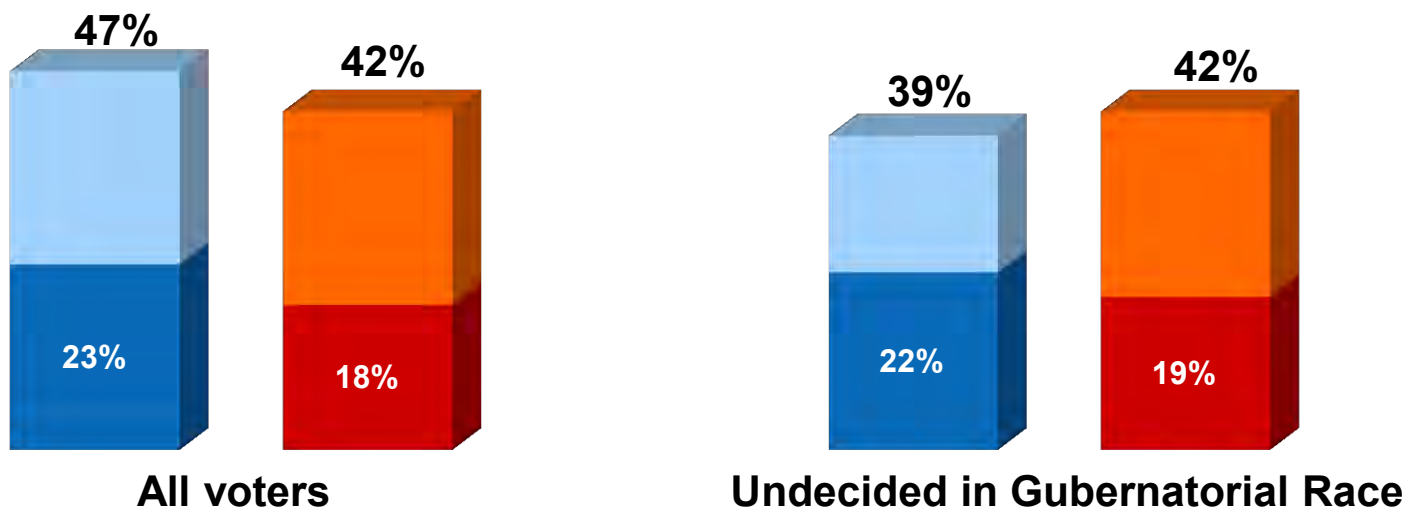
In the gubernatorial election, Rick Scott holds the lead with voters 50+, but a large minority remain unsure about their vote.

Trial Heat for Florida Governor



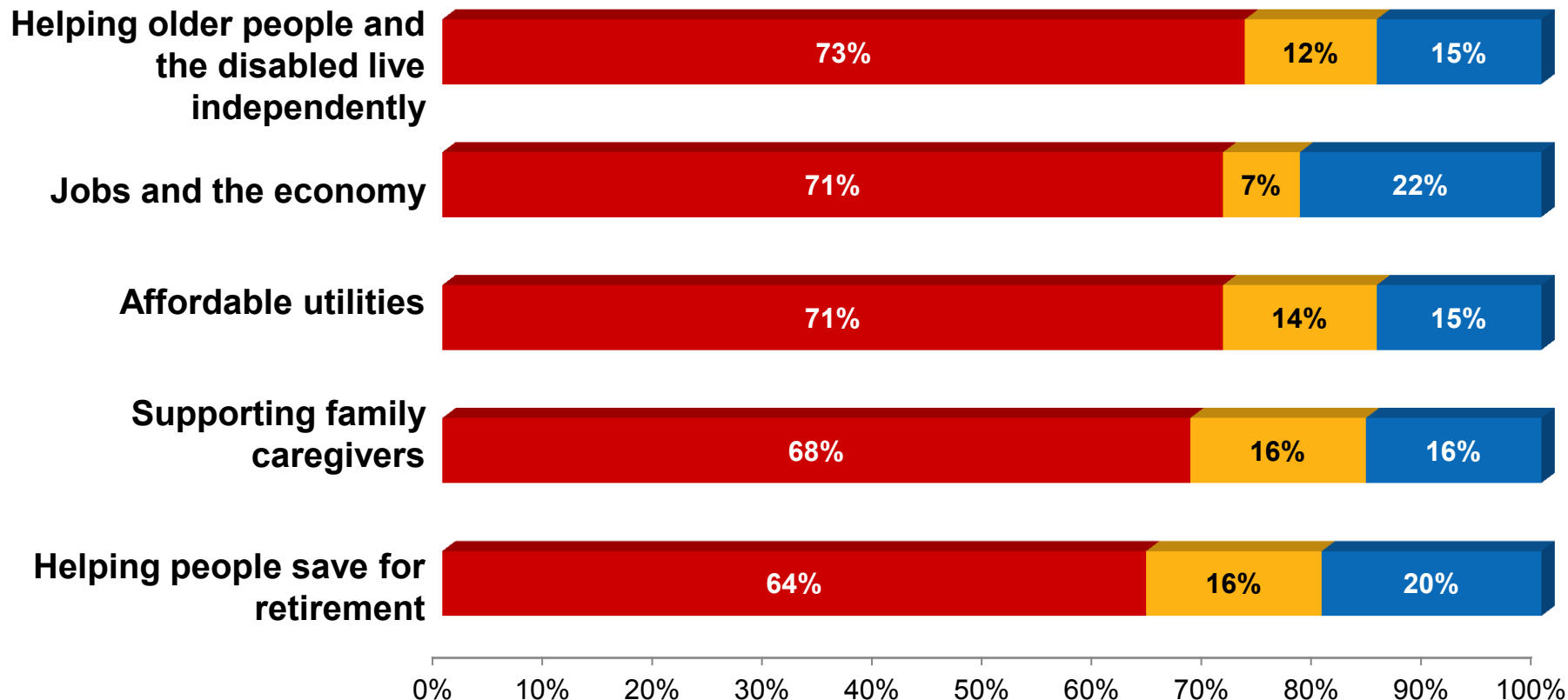
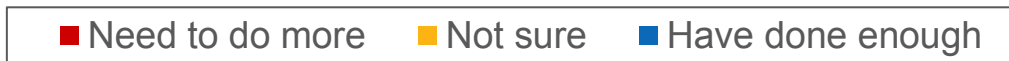
Two in five voters say it is hard to find objective and reliable information about the record and positions of candidates running for office this November.

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+.

FL Governor Candidates' Efforts to Explain their Positions on Selected Issues

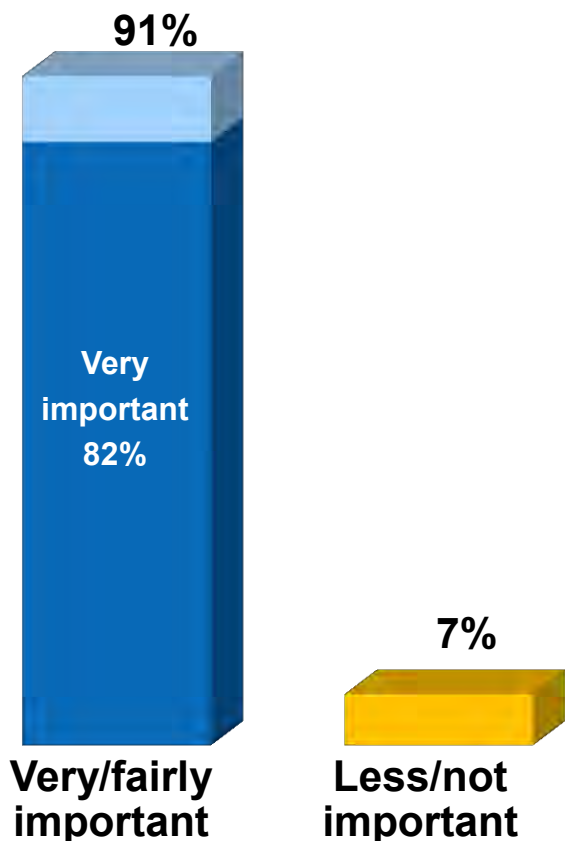


Voters are looking for candidates who will address their economic anxiety.

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

Jobs and the economy

All voters



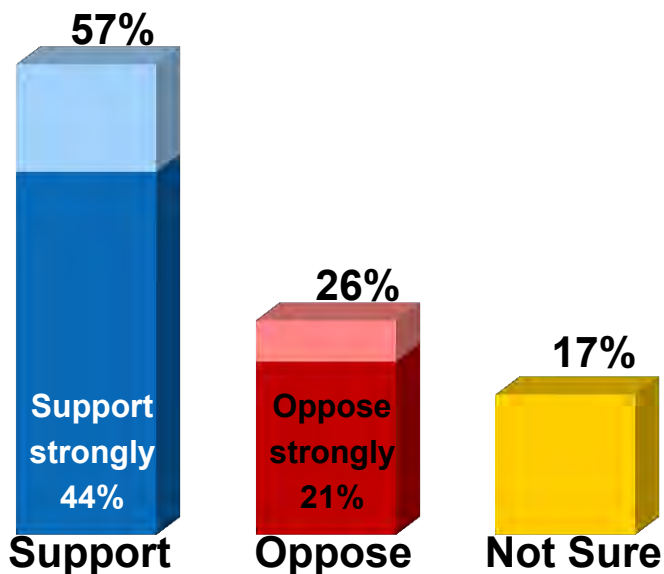
Very Important Issue in my Vote Decisions

Retirees	79%	Whites	80%
Non-retirees	87%	African Americans	95%
Men	79%	Latinos	85%
Women	84%	Undecided voters	81%
Unmarried women	93%		
Married women	78%		
High school/less	85%		
Some college	84%		
College grads	76%		
Income under \$30K	89%		
Income \$30K to \$50K	87%		
Income over \$50K	78%		

The majority of 50+ voters 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?

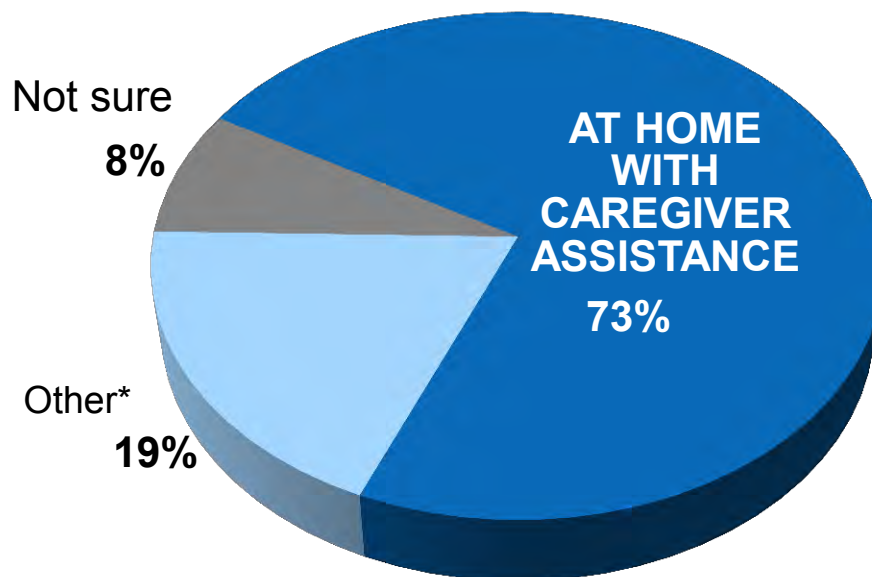


	Support	Oppose
Men	54%	29%
Unmarried women	61%	22%
Married women	59%	23%
Age 50 to 64	62%	24%
Age 65 to 74	54%	27%
Age 75/over	53%	26%
Whites	53%	28%
African Americans	84%	6%
Latinos	69%	18%
Democrats	74%	13%
Independents	55%	22%
Republicans	44%	37%

CAREGIVING

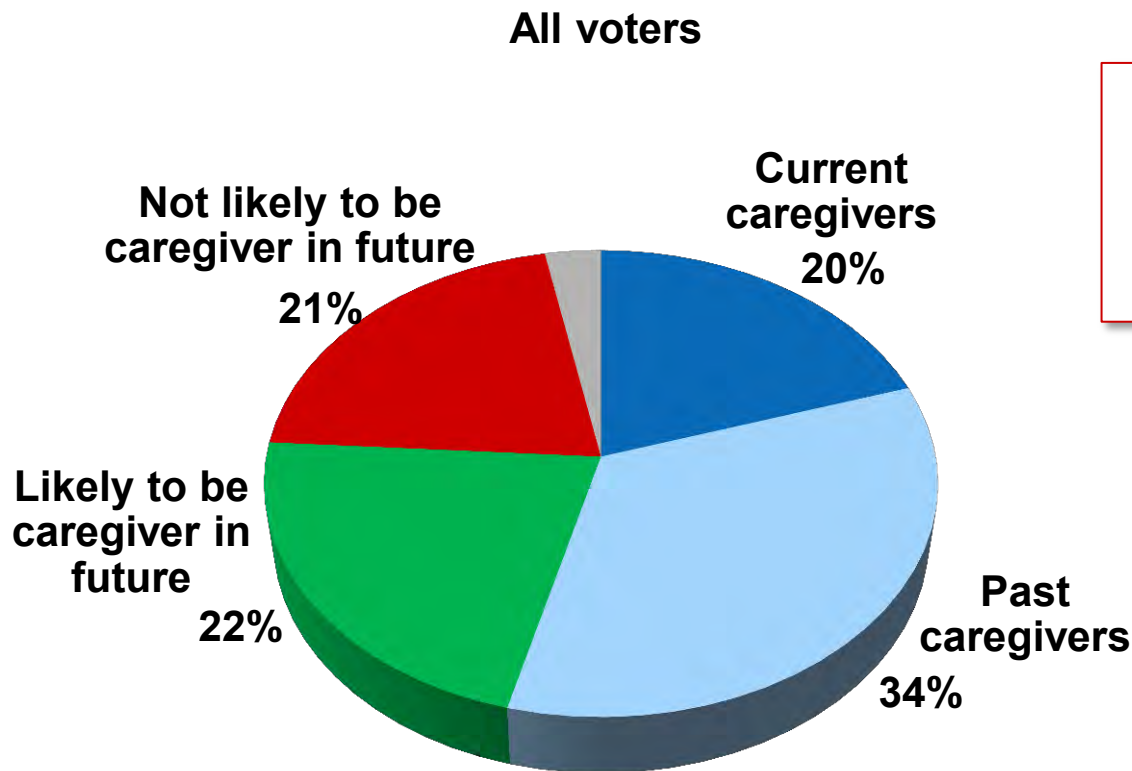
Three in four voters 50+ prefer at-home care over other options for themselves/family.

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:



*15% assisted living facility,
4% nursing home

Many voters 50+ have at some point been a caregiver* to a family member, or expect to be 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.”

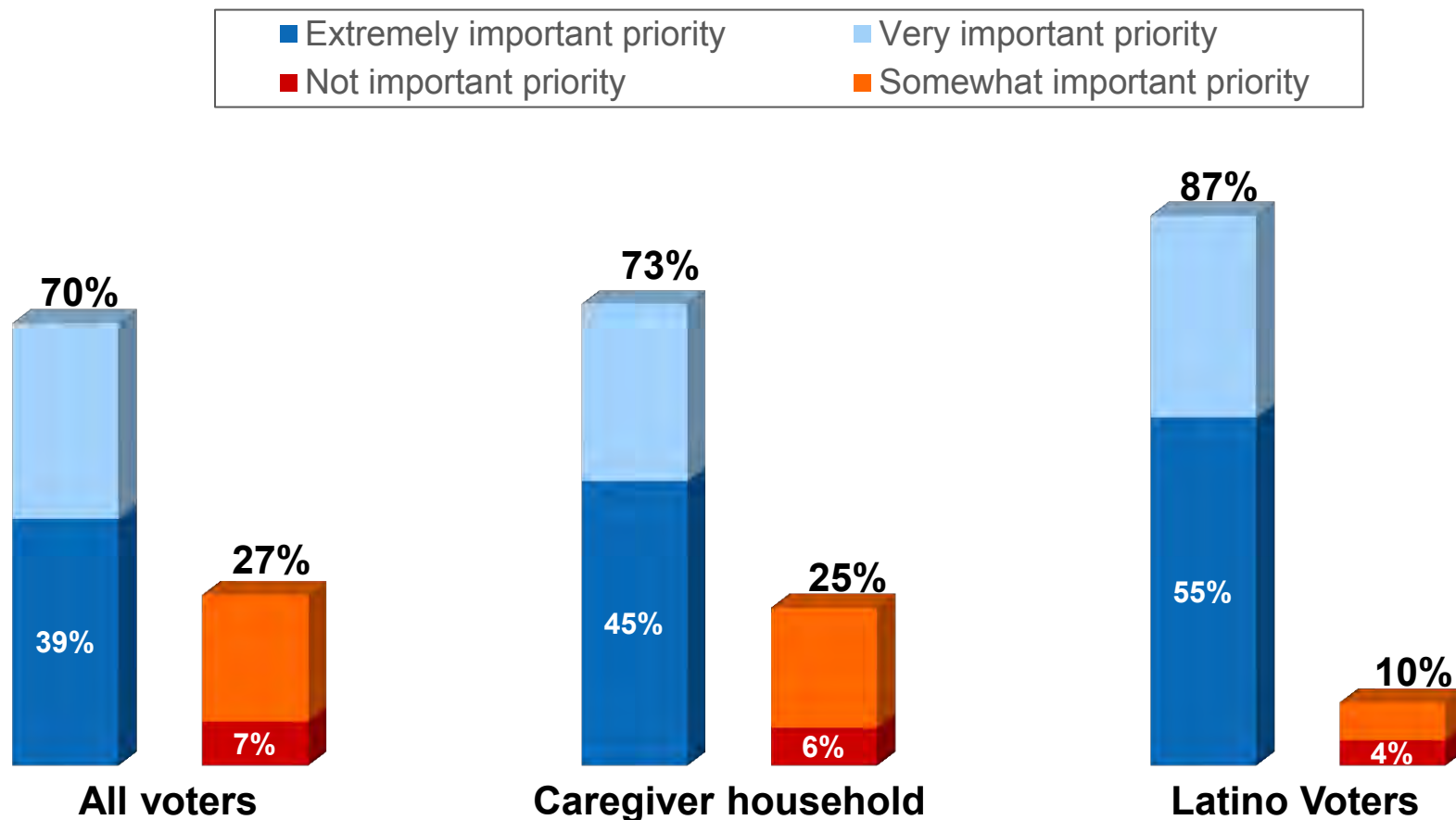
Caregiver Households*

	<u>Retirees</u>		<u>Non-retirees</u>
All retirees	59%	All non-retirees	54%
Men	50%	Men	40%
Women	67%	Women	63%
Unmarried	68%	Unmarried	48%
Married	54%	Married	56%
Age 50 to 69	63%	Age 50 to 59	50%
Age 70/over	56%	Age 60/over	61%
Income under \$40K	67%	Income under \$50K	60%
Income over \$40K	60%	Income over \$50K	50%
White	60%	White	49%
Hispanic	53%	Hispanic	57%
African American	59%	African American	68%

* 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 the next Governor to support services and programs that enable Florida's older population to continue living in their homes as they get older?

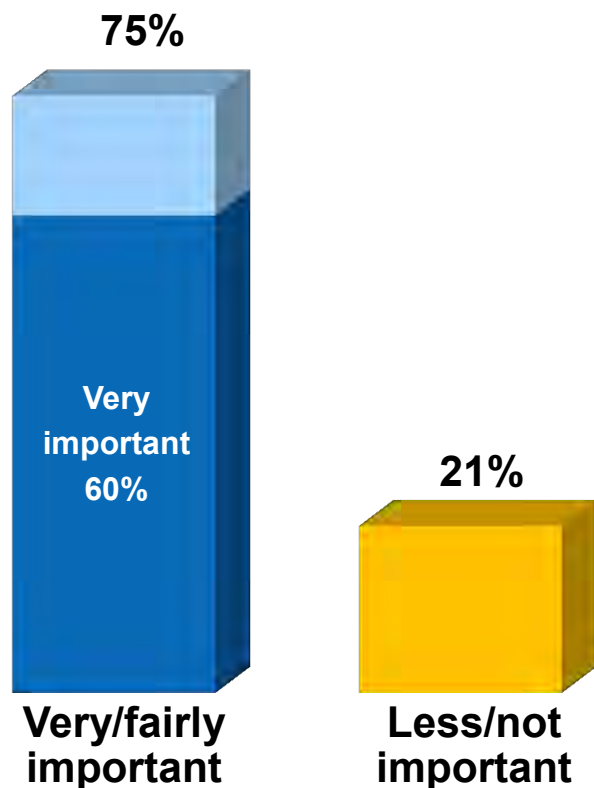


Helping people live independently is a powerful potential issue for candidates, especially among women and caregivers.

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

Helping older people and the disabled live independently

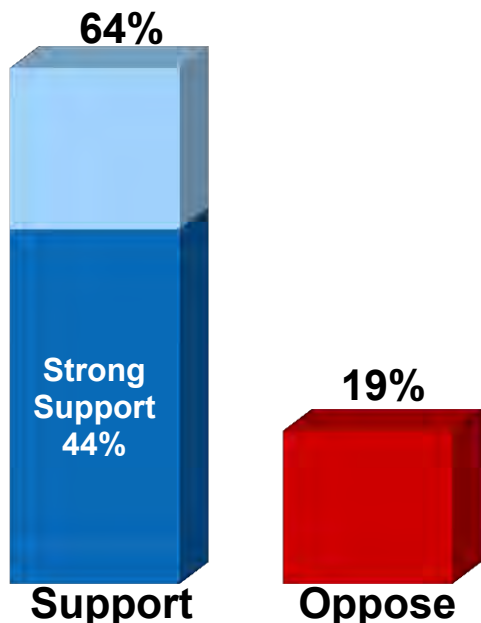
All voters



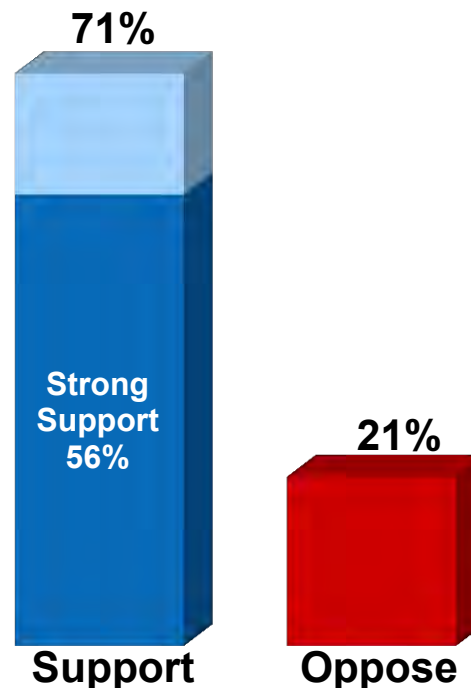
<i>Very Important Issue in my Vote Decisions</i>			
Men	54%	Whites	57%
Women	64%	African Americans	68%
Age 50 to 64	59%	Latinos	80%
Age 65/over	61%	Undecided voters	59%
High school/less	68%	Current caregivers	66%
Some college	66%	Caregiver HH	62%
College grads	47%		
Income under \$30K	69%		
Income \$30K to \$50K	73%		
Income over \$50K	48%		

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

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



Support for a policy that would set new standards for the 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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