



# Illinois 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 802 likely 2014 voters age 50/over (*margin of error  $\pm 3.5$  percentage points*), conducted July 3-10, 2014, including:
  - 432 retirees (*margin of error  $\pm 4.7$  percentage points*)
  - 370 non-retirees (*margin of error  $\pm 5.1$  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 financial security.

## Overview

- Challenger Bruce Rauner holds a nine-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 also believe it is important for the next governor to preserve access to affordable landline telephone service.

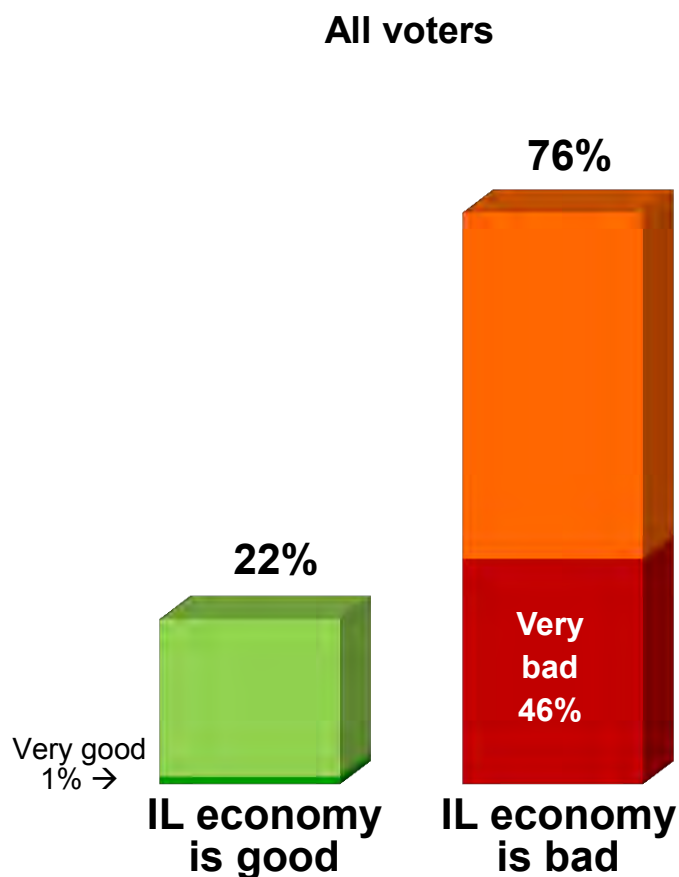
# Profile of Likely Voters Age 50/over

		Retirees	Non-retirees
<b>Gender</b>	Men	46%	47%
	Women	54%	53%
<b>Age</b>	Age 50 to 64	25%	88%
	Age 65 to 74	42%	9%
	Age 75/over	32%	2%
<b>Education</b>	High school grad/less education	40%	23%
	Some college	30%	32%
	College graduate	30%	45%
<b>Race</b>	Whites	81%	81%
	African Americans	12%	12%
<b>Household Income</b>	Household income under \$30K	27%	15%
	Household income \$30 to \$50K	22%	11%
	Household income over \$50K	33%	57%
<b>Party Identification</b>	Democrats	46%	38%
	Independents	21%	21%
	Republicans	34%	41%
<b>Other</b>	Receive Social Security benefits	78%	17%
	Health insurance through Medicare	73%	16%
	Employed (part time or full time)	14%	82%

# ECONOMIC SECURITY

# Voters 50+ see the economy as more bad than good overall, especially non-retirees and those living outside of Chicago.

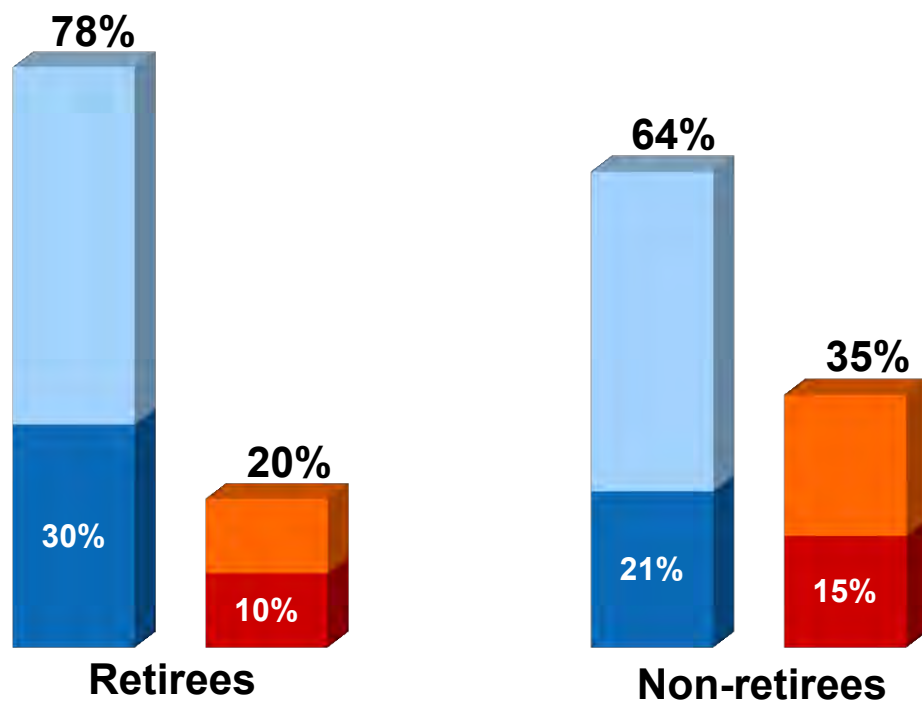
*How would you rate the condition of the economy here in Illinois these days?*



	IL economy is good	IL economy is bad
Retirees	26%	72%
Non-retirees	18%	<b>81%</b>
Men	21%	78%
Women	24%	74%
High school grad/less	23%	74%
Some college	20%	77%
College graduate	23%	76%
Democrats	37%	60%
Independents	20%	78%
Republicans	7%	<b>92%</b>
Chicago media market	<b>46%</b>	53%
Cook County media market	20%	79%
Out-state media market	15%	<b>83%</b>

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

*Satisfaction with Own Financial Situation Today*



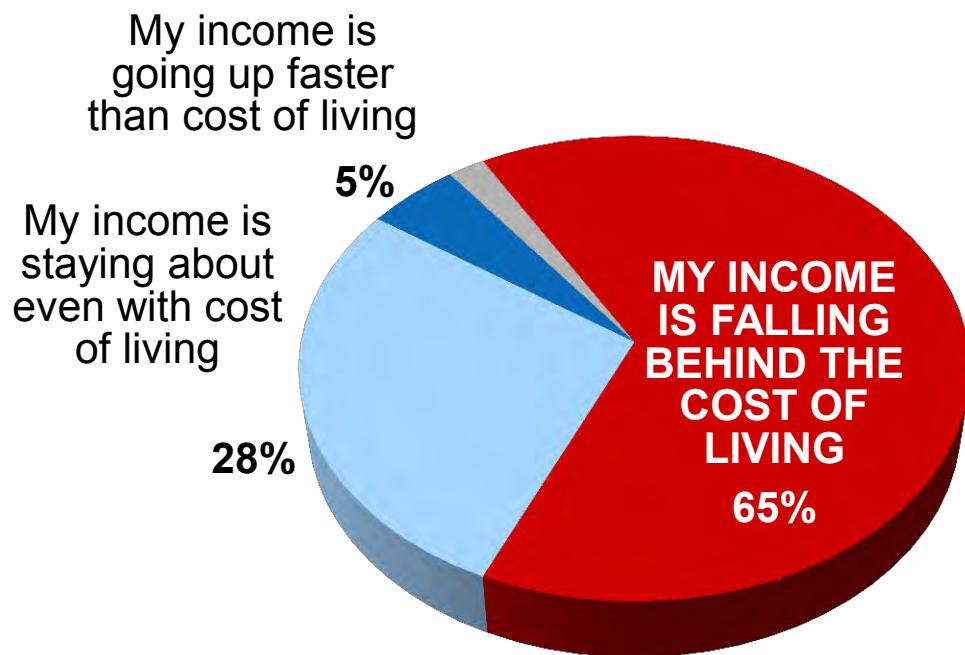
	Dissatisfied (non-retirees)
Men	33%
Women	36%
Age 50 to 59	34%
Age 60/over	35%
Income under \$75K	<b>52%</b>
Income over \$75K	20%



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

## Assessment of Income vs. Cost of Living

All voters



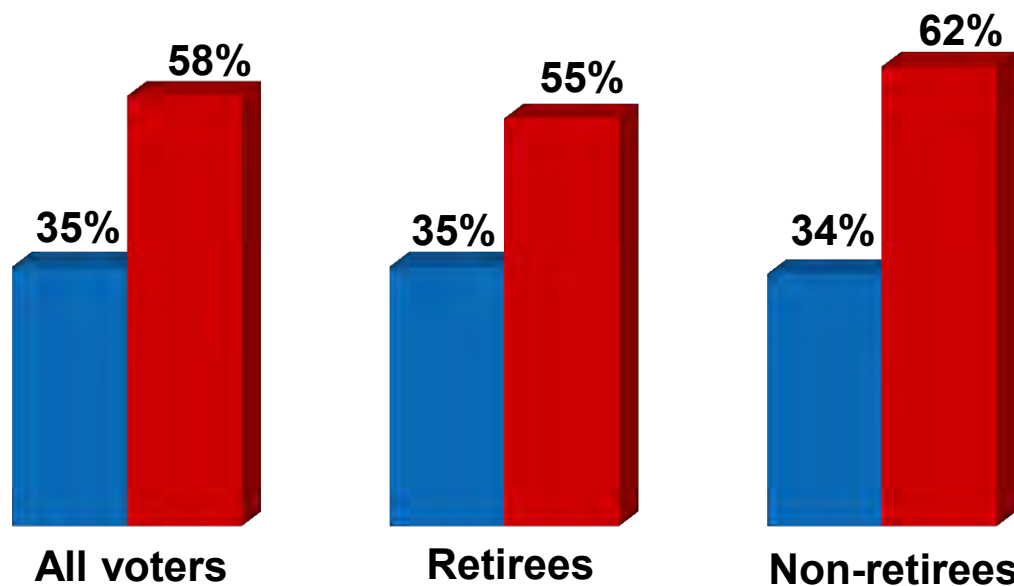
### *Income Is Falling Behind*

Retirees	65%
Non-retirees	65%
High school grad/less	<b>73%</b>
Some college	70%
College graduates	54%
Income under \$30K	<b>80%</b>
Income \$30K to \$50K	<b>76%</b>
Income over \$50K	52%

# 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

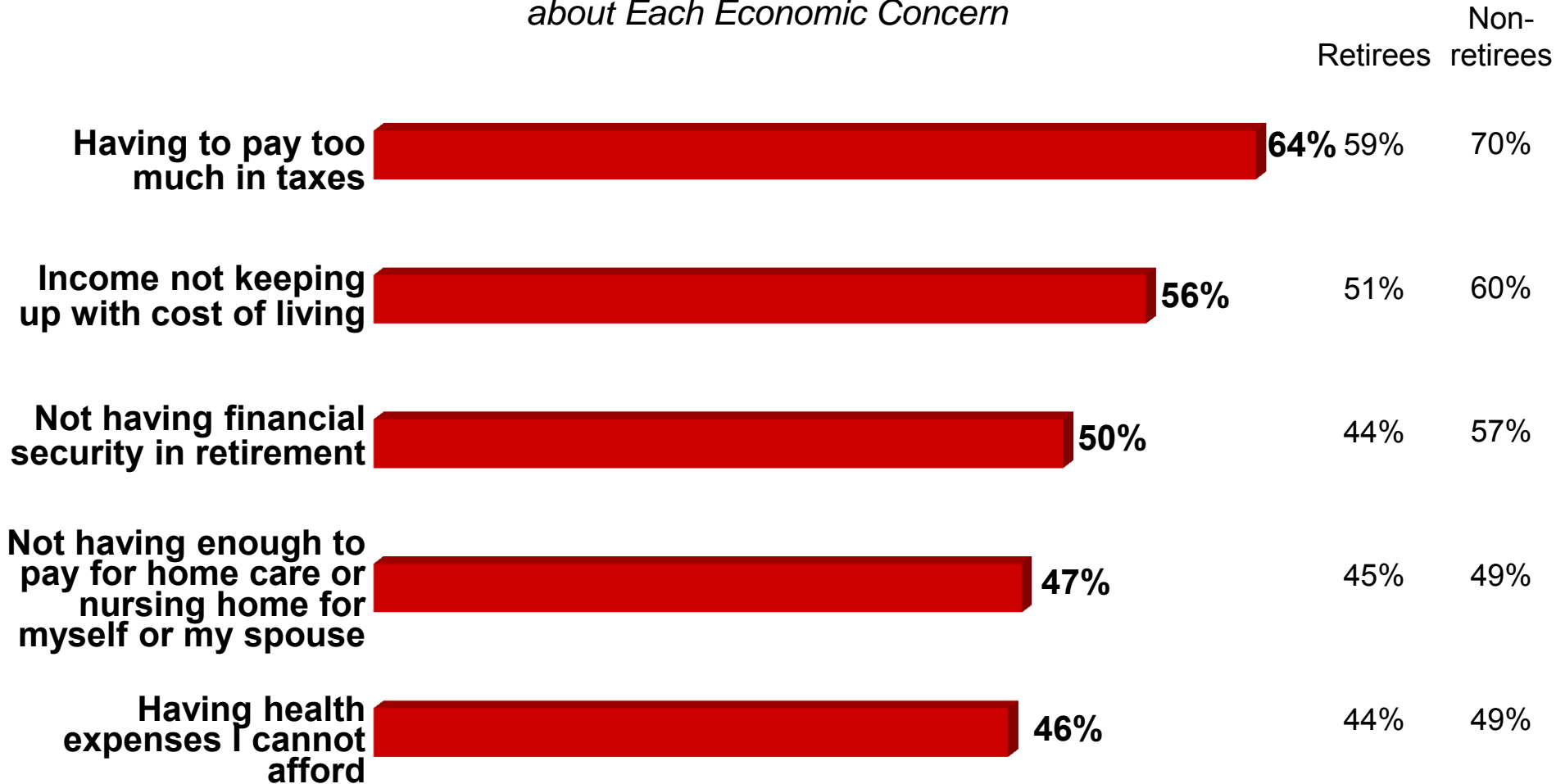
Men	62%
Women	61%
Income under \$75K	66%
Income over \$75K	60%
Democrats	49%
Independents	62%
Republicans	<b>73%</b>

## The Economic Anxiety Index

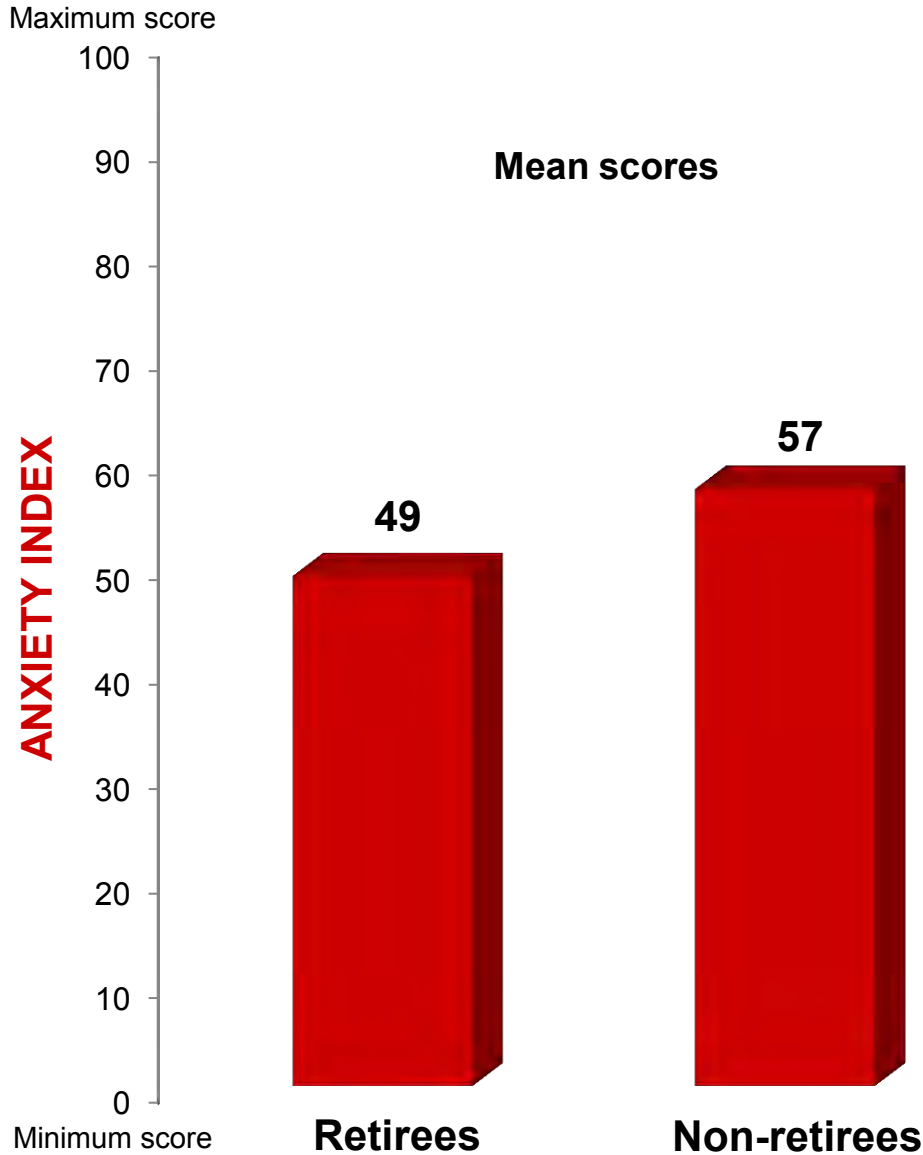
- Voters are assigned 20 points for each of five economic concerns about which they say they worry very or somewhat often. A minimum score of 0 reflects no economic anxiety, while a maximum score of 100 indicates a great deal of economic anxiety.
- The five component concerns of the anxiety index are: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

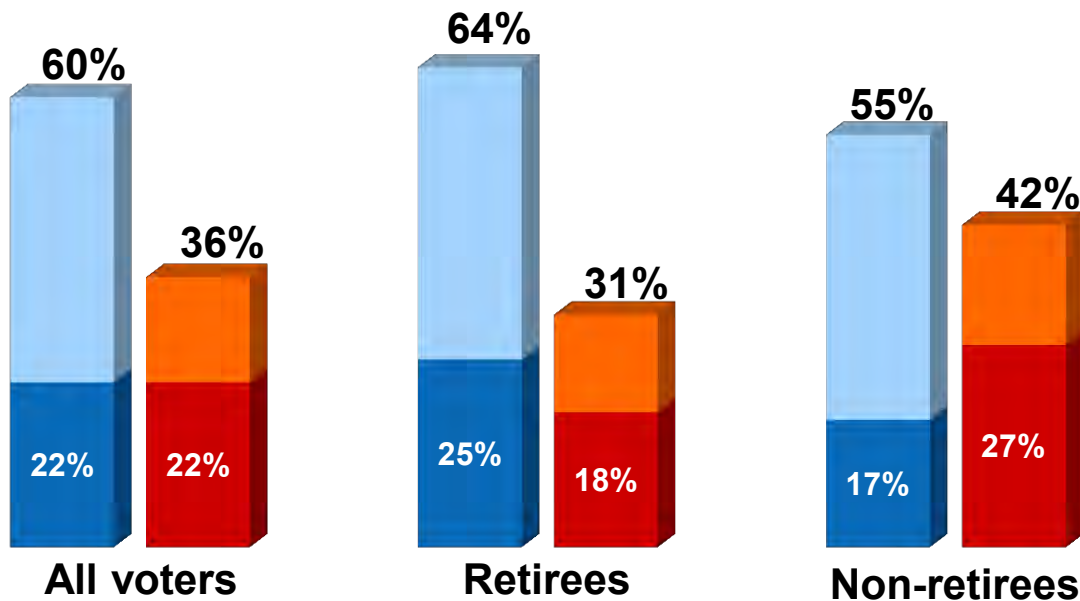


## Key Subgroups of Non-retirees

Men	55
Women	59
Unmarried	59
Married	57
Non-college grads	<b>61</b>
College graduates	53
Income under \$75K	<b>63</b>
Income over \$75K	51
Democrats	52
Independents	58
Republicans	<b>62</b>
Caregiver/past caregiver	<b>63</b>
Non-caregivers	49

# While most retirees are satisfied with their retirement savings, almost half of non-retirees are dissatisfied.

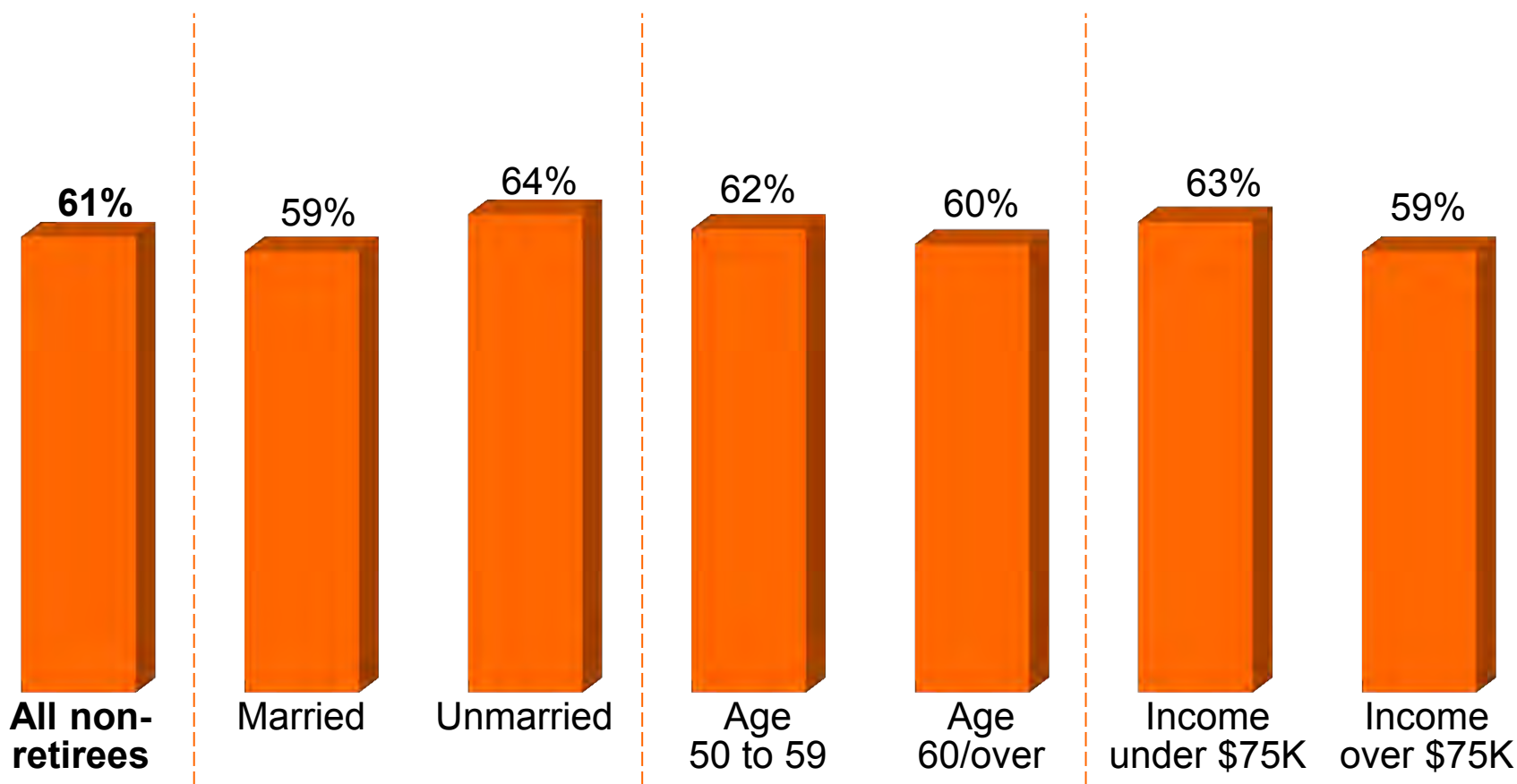
*Satisfaction with Amount of Money Saving/Saved for Retirement*



Dissatisfied (non-retirees)	
Men	39%
Women	<b>45%</b>
Income under \$75K	<b>61%</b>
Income over \$75K	27%

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

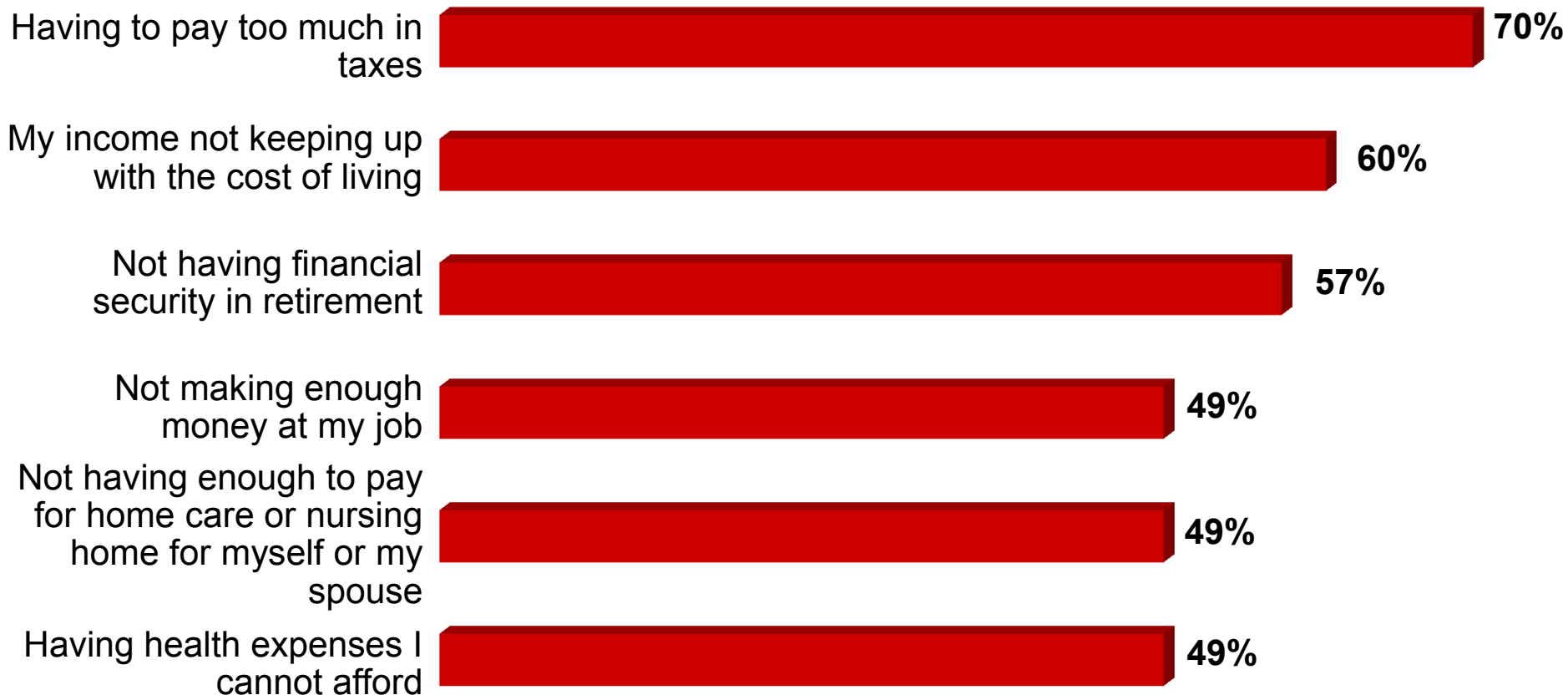
*Proportions Saying They Have Delayed or Expect to Delay Retirement in Order to Save More Money to Live Comfortably in Retirement*



# Other Financial Concerns of Non-Retirees

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

**All non-retirees**



\* Asked only of voters who are employed

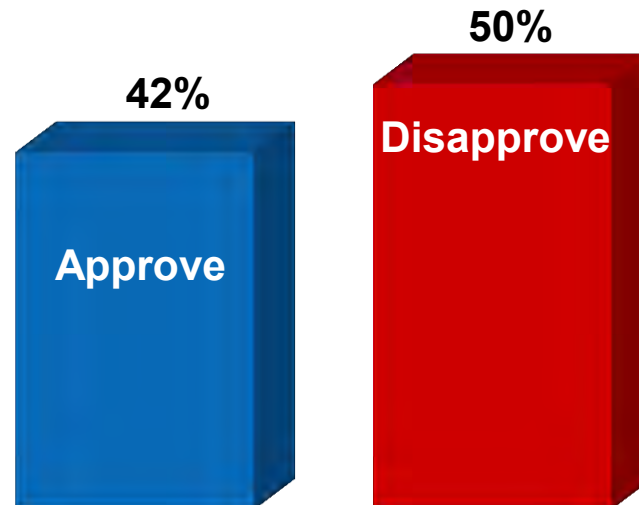


# THE 2014 ELECTION

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

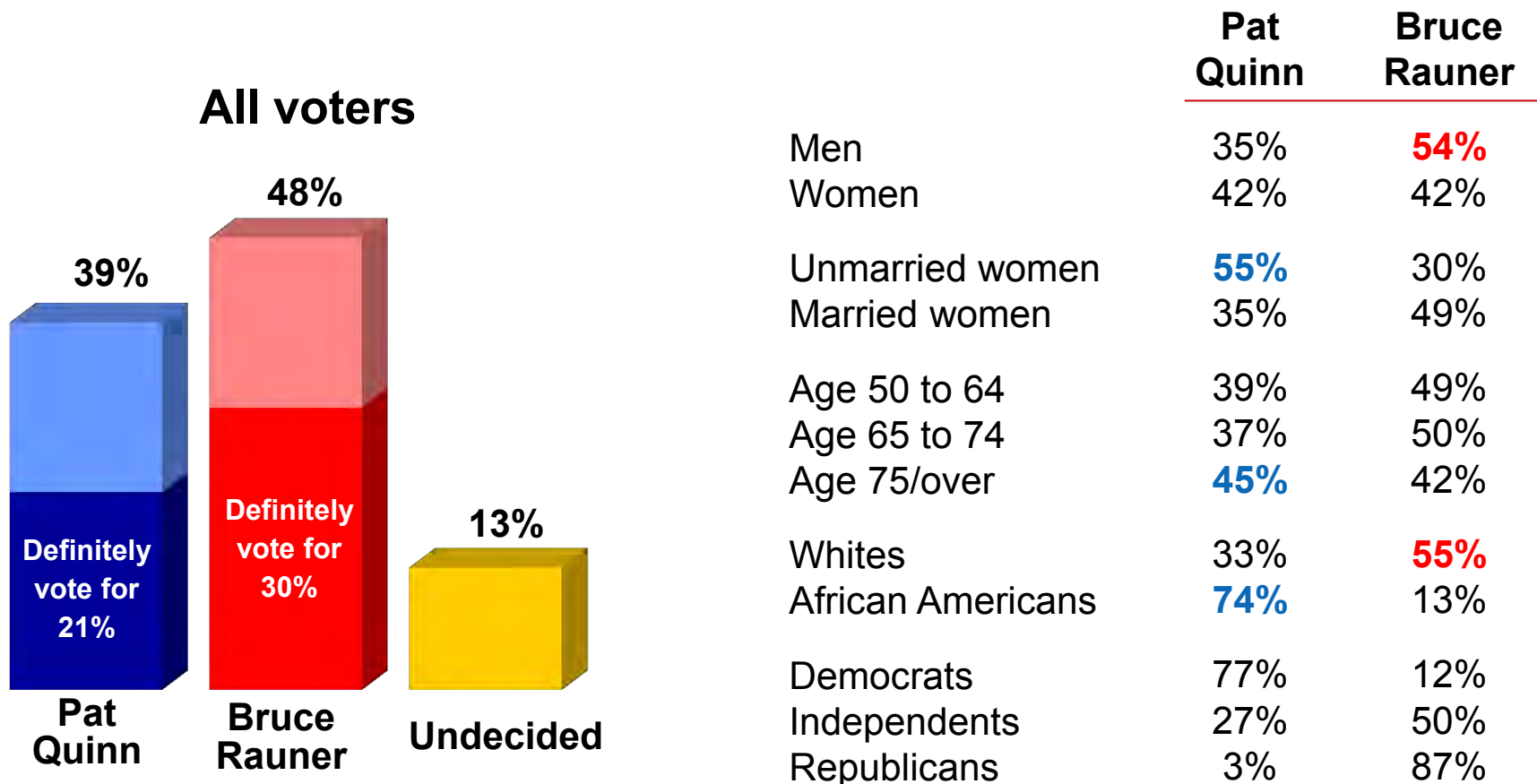
*Job Approval of President Obama*

**All voters**



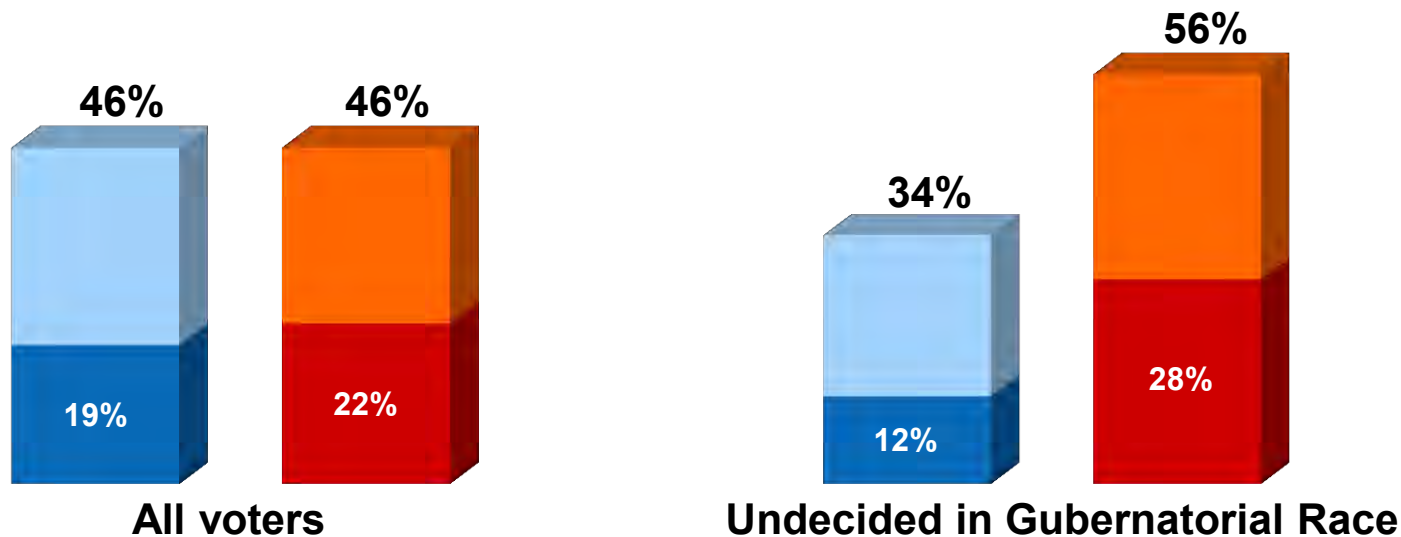
# In the gubernatorial election, Bruce Rauner holds the lead with voters 50+, but a large minority remain unsure about their vote.

## Trial Heat for Illinois Governor



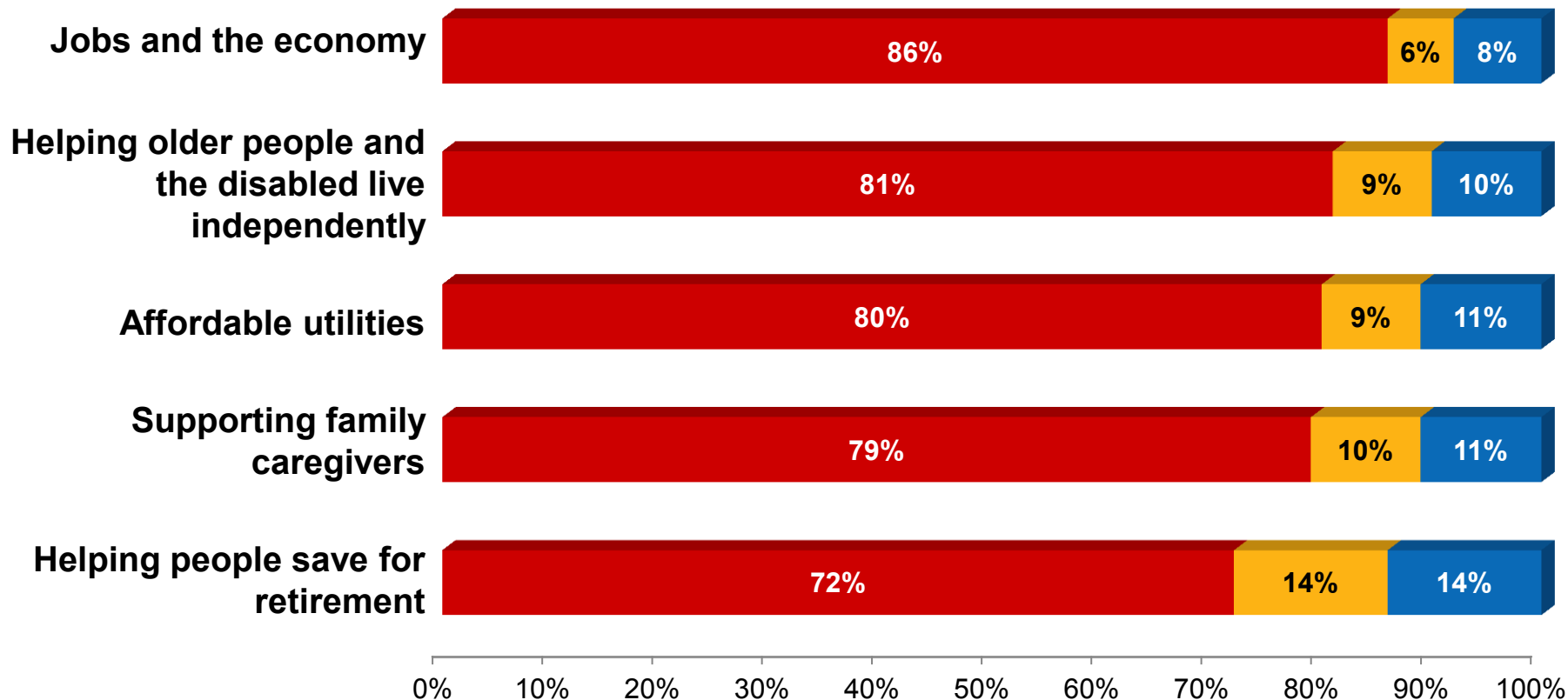
# Nearly half of voters say it is hard to find objective and reliable information about the record and positions of candidates running for office this November.

*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+.

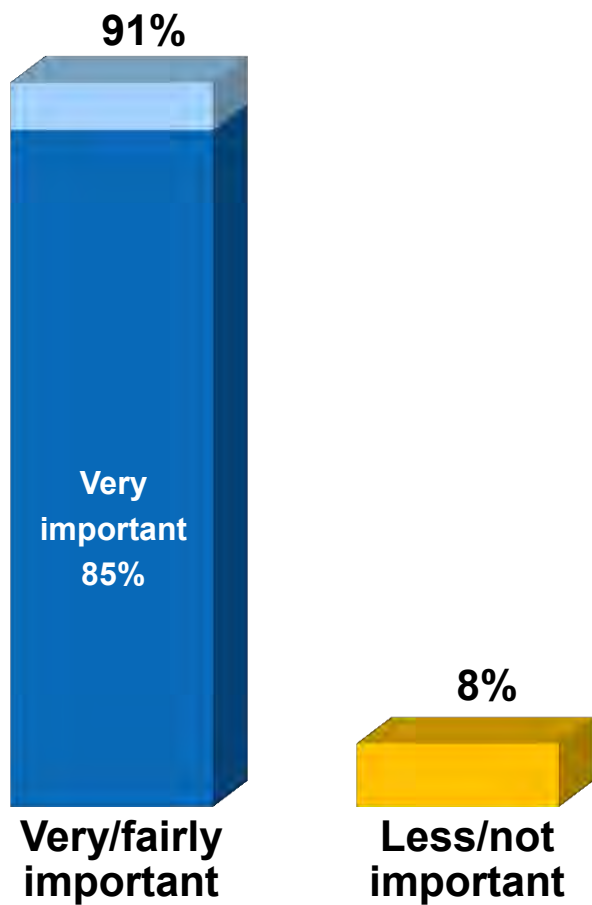
## *Gubernatorial Candidates' Efforts to Explain their Positions on Selected Issues*



# 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

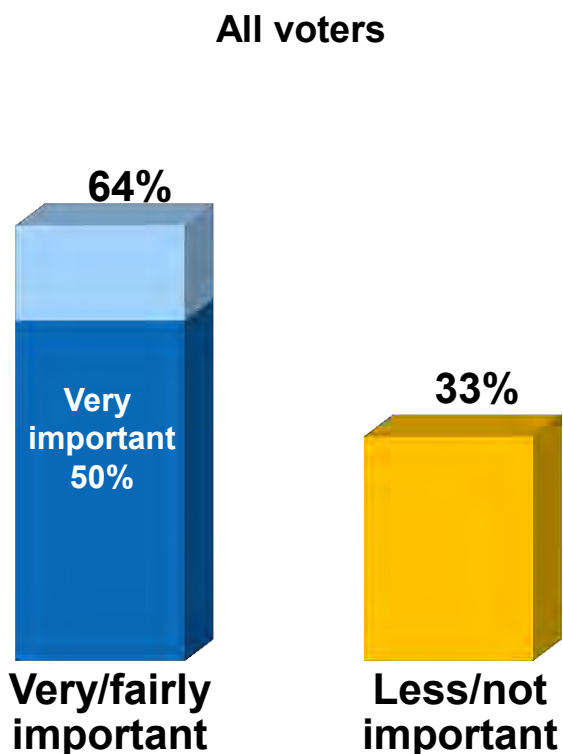


**Very Important Issue in my Vote Decisions**

Retirees	82%	Whites	84%
Non-retirees	87%	African Americans	<b>88%</b>
Men	81%	Income under \$30K	86%
Women	<b>88%</b>	Income \$30K to \$50K	87%
Unmarried women	84%	Income over \$50K	85%
Married women	<b>90%</b>	Undecided voters	78%
High school/less	86%		
Some college	86%		
College grads	82%		

# The majority of 50+ voters use landline phone service nearly always or most of the time, and two in three believe the next governor should preserve this access.

*How important is it that the next governor preserve access to reliable, affordable landline service in Illinois?*



***Proportions who use landline nearly always or most of the time***

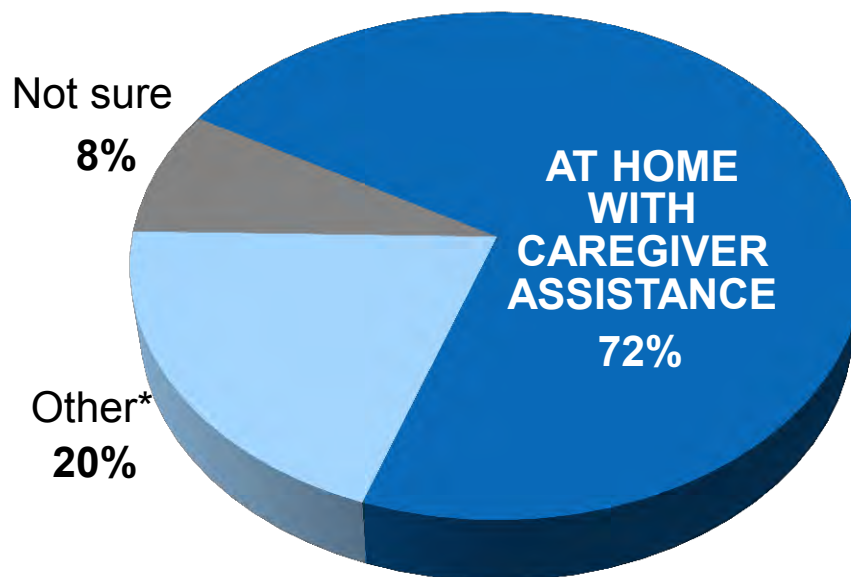
All voters	48%
Men	42%
Women	54%
Age 50 to 64	38%
Age 65 to 74	53%
Age 75/over	71%
Income under \$30K	59%
Income \$30K to \$50K	57%
Income over \$50K	36%

# CAREGIVING



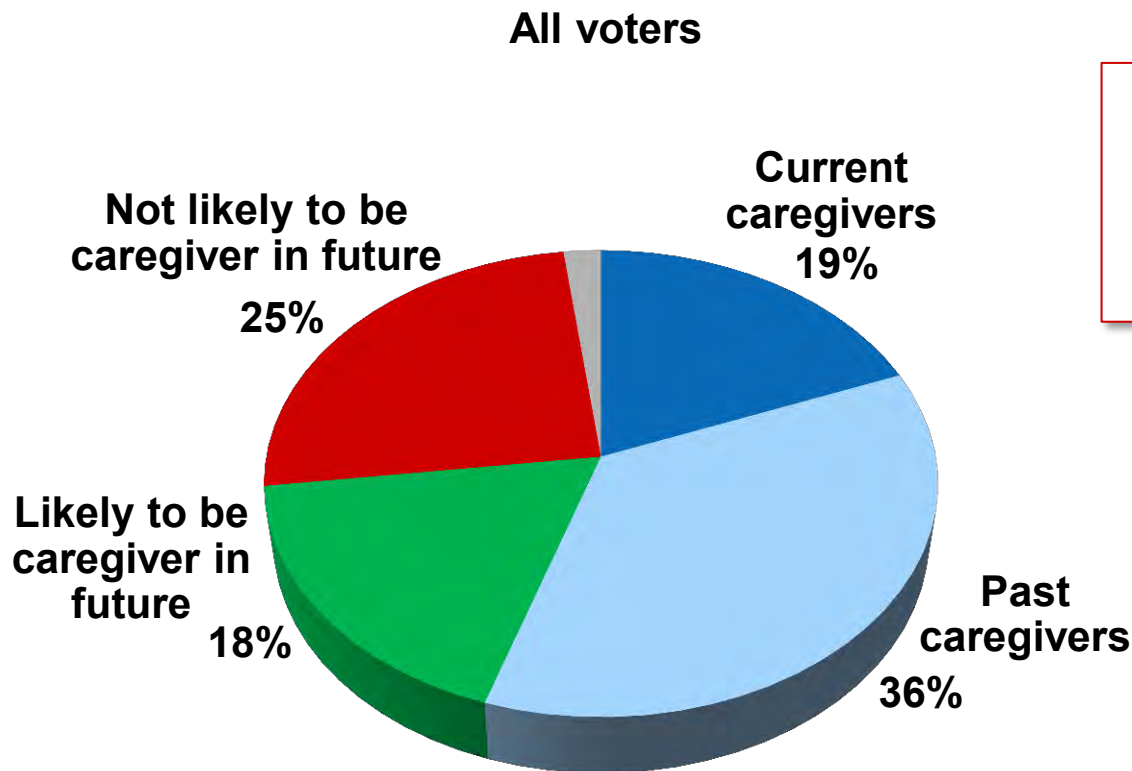
## Nearly three in four voters 50+ prefer at-home care over other options for themselves/family.

*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:*



\*18% assisted living facility,  
2% nursing home

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



13% 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.”

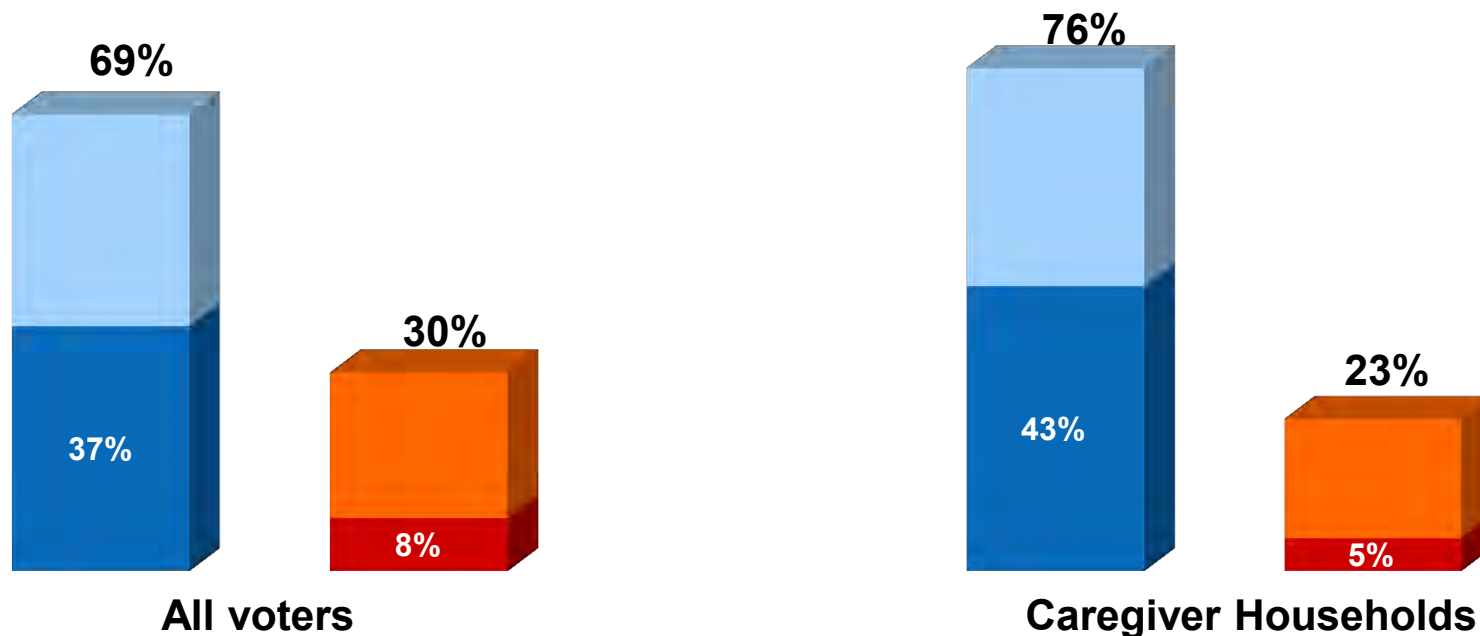
# Caregiver Households\*

	<u>Retirees</u>		<u>Non-retirees</u>
<b>All retirees</b>	59%	<b>All non-retirees</b>	61%
Men	51%	Men	53%
Women	<b>66%</b>	Women	<b>67%</b>
Unmarried	56%	Unmarried	<b>68%</b>
Married	60%	Married	58%
Age 50 to 69	62%	Age 50 to 59	59%
Age 70/over	56%	Age 60/over	65%
Income under \$40K	<b>64%</b>	Non-college grads	61%
Income over \$40K	56%	College grads	59%
		Income under \$75K	66%
		Income over \$75K	60%

\* 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.

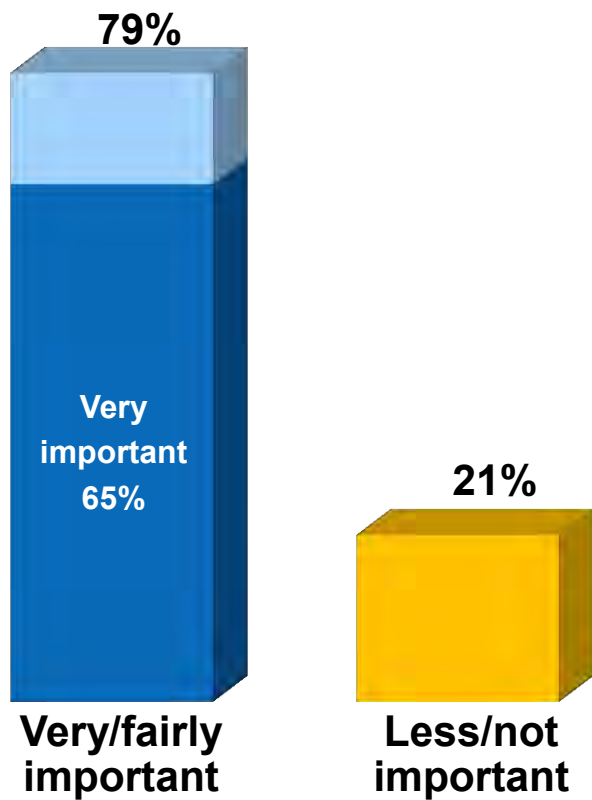
*How important a priority for elected officials should it be to make services that help older adults live independently (home healthcare, personal care, day programs) more available in the community?*



# Helping people live independently is a powerful potential issue for candidates, especially among women and lower-income voters.

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

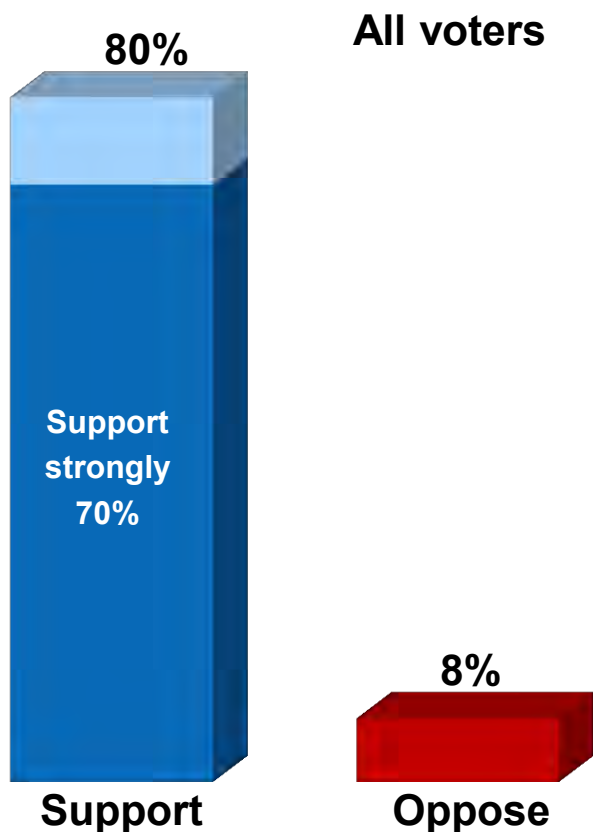
## Helping older people and the disabled live independently



<i>Very Important Issue in my Vote Decisions</i>			
Men	55%	Whites	60%
Women	<b>73%</b>	African Americans	<b>86%</b>
Age 50 to 64	61%	Undecided voters	69%
Age 65/over	70%	Caregiver HH	68%
High school/less	<b>76%</b>		
Some college	70%		
College grads	52%		
Income under \$30K	<b>77%</b>		
Income \$30K to \$50K	63%		
Income over \$50K	60%		

# 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 Illinois more flexibility with this funding so that seniors can receive services in their homes if that is their preference?\**



### ***Strongly support shifting funding***

Men	69%
Women	<b>81%</b>
Age 50 to 64	<b>78%</b>
Age 65 to 74	73%
Age 75/over	70%

\* 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. Illinois 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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