



Michigan 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 801 likely 2014 voters age 50/over (*margin of error ± 3.5 percentage points*), conducted June 10-22, 2014, including:
 - 486 retirees (*margin of error ± 4.4 percentage points*)
 - 315 non-retirees (*margin of error ± 5.5 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

- 50+ voters are divided evenly in the U.S. Senate race, with a large minority 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 Social Security, Medicare, 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.
- Social Security and Medicare remain key voting issues for many 50+, and they have strong views about how best to strengthen the financing of these programs.

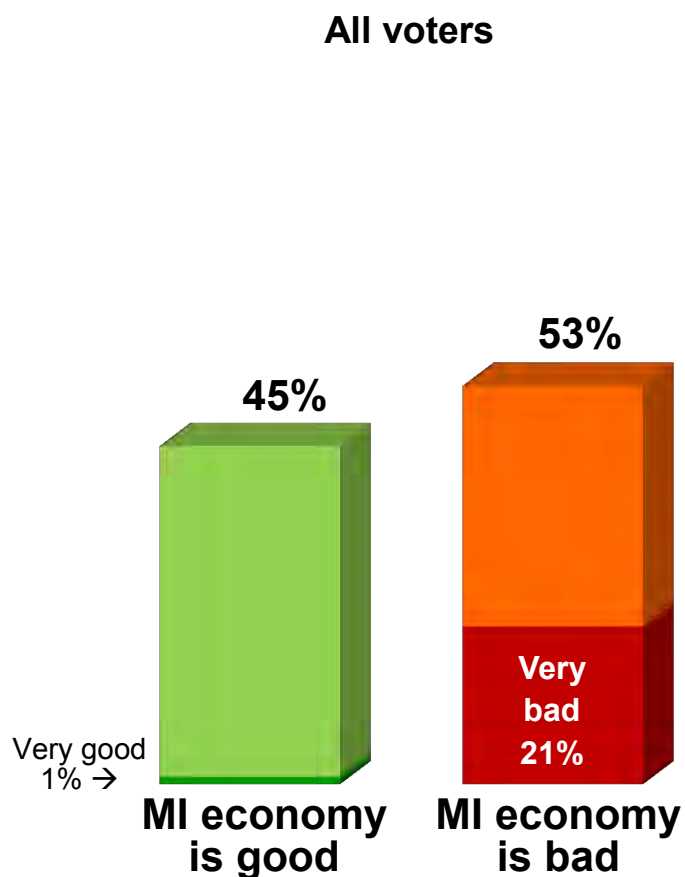
Profile of Likely Voters Age 50/over

		Retirees	Non-retirees
Gender	Men	46%	47%
	Women	54%	53%
Age	Age 50 to 64	23%	88%
	Age 65 to 74	41%	7%
	Age 75/over	36%	5%
Education	High school grad/less education	41%	25%
	Some college	29%	34%
	College graduate	28%	40%
Race	Whites	86%	92%
	African Americans	12%	4%
Household Income	Household income under \$30K	29%	10%
	Household income \$30 to \$75K	38%	41%
	Household income over \$75K	13%	36%
Party Identification	Democrats	41%	34%
	Independents	23%	22%
	Republicans	36%	44%
Other	Receive Social Security benefits	83%	13%
	Health insurance through Medicare	78%	14%
	Employed (part time or full time)	13%	82%

ECONOMIC SECURITY

Voters 50+ see the economy as more bad than good overall, especially women, the less educated, and political independents.

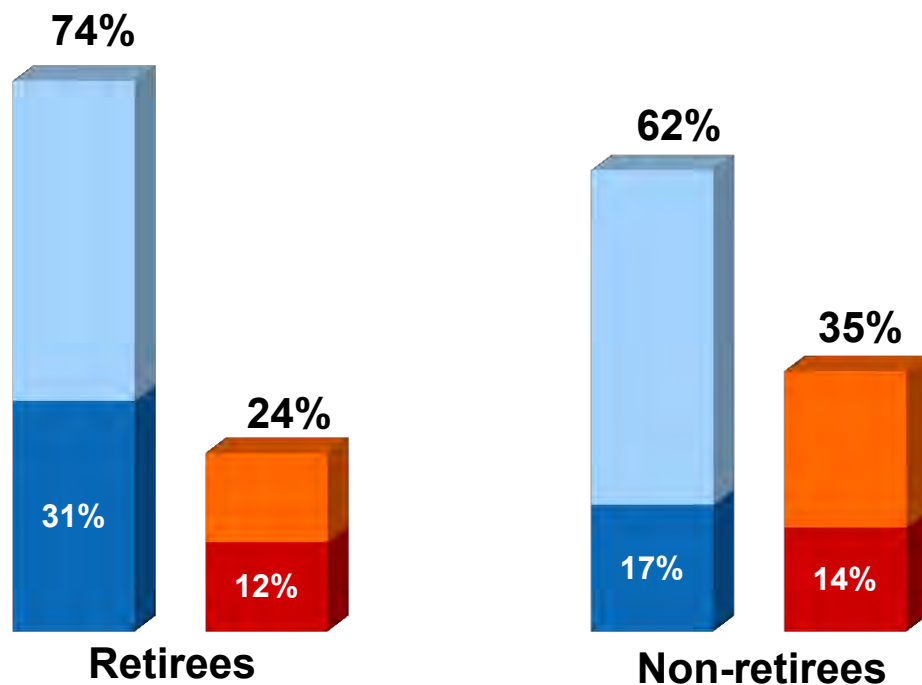
How would you rate the condition of the economy here in Michigan these days?



	MI economy is good	MI economy is bad
Retirees	47%	51%
Non-retirees	44%	56%
Men	51%	47%
Women	41%	58%
High school grad/less	40%	58%
Some college	45%	53%
College graduate	51%	47%
Democrats	51%	48%
Independents	38%	60%
Republicans	45%	53%
Detroit media market	45%	53%
Grand Rapids media market	54%	45%
Flint media market	27%	70%

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

Satisfaction with Own Financial Situation Today

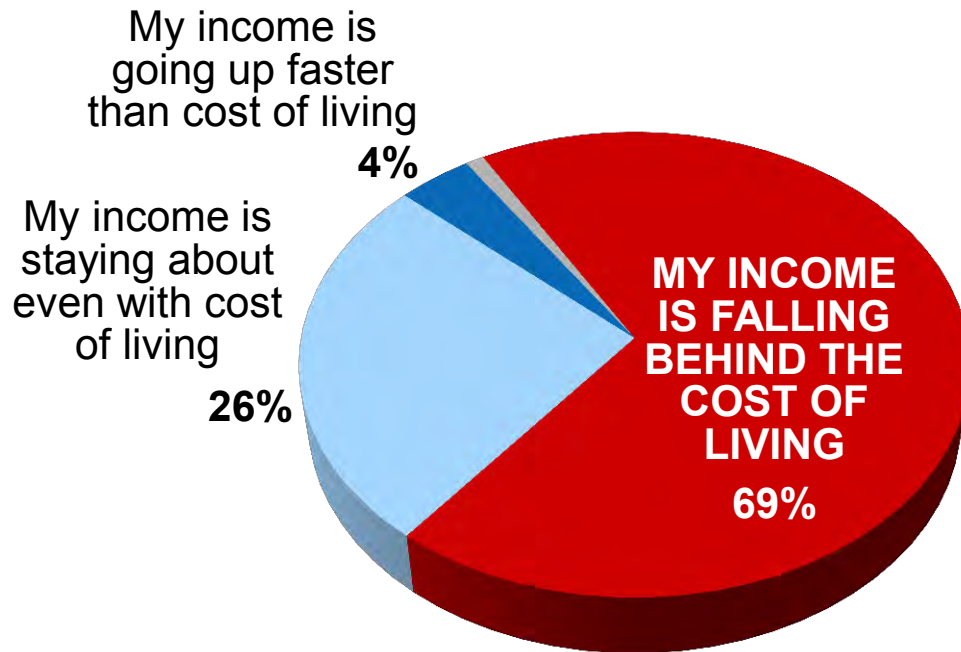


	Dissatisfied (non-retirees)
Men	32%
Women	38%
Age 50 to 59	32%
Age 60/over	42%
Income under \$75K	49%
Income over \$75K	21%

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

Assessment of Income vs. Cost of Living

All voters



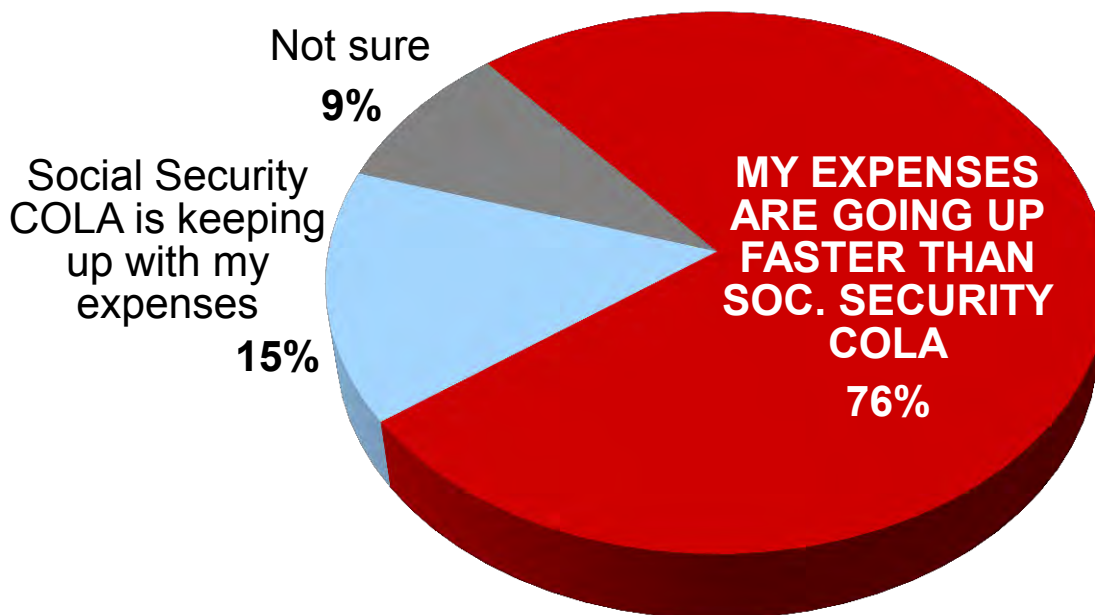
Income Is Falling Behind

Retirees	68%
Non-retirees	71%
High school grad/less	78%
Some college	72%
College graduates	57%
Income under \$30K	77%
Income \$30K to \$75K	69%
Income over \$75K	54%

Three in four Social Security beneficiaries say their annual COLA is not keeping up with expenses.

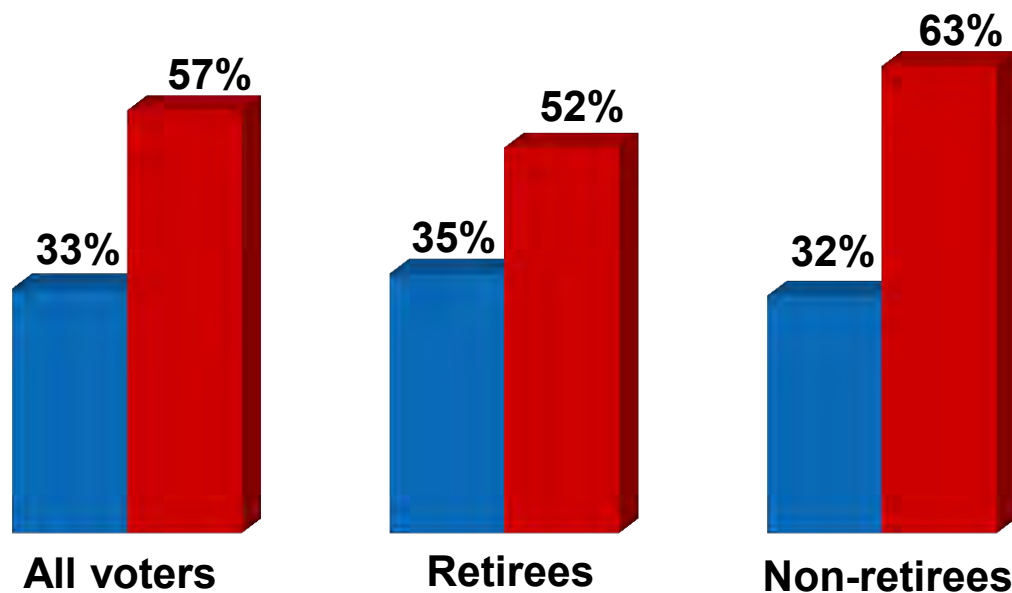
Assessment of Social Security Cost of Living Adjustment vs. Cost of Living

Social Security Beneficiaries
(56% of voters age 50+)



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 Worried and Concerned

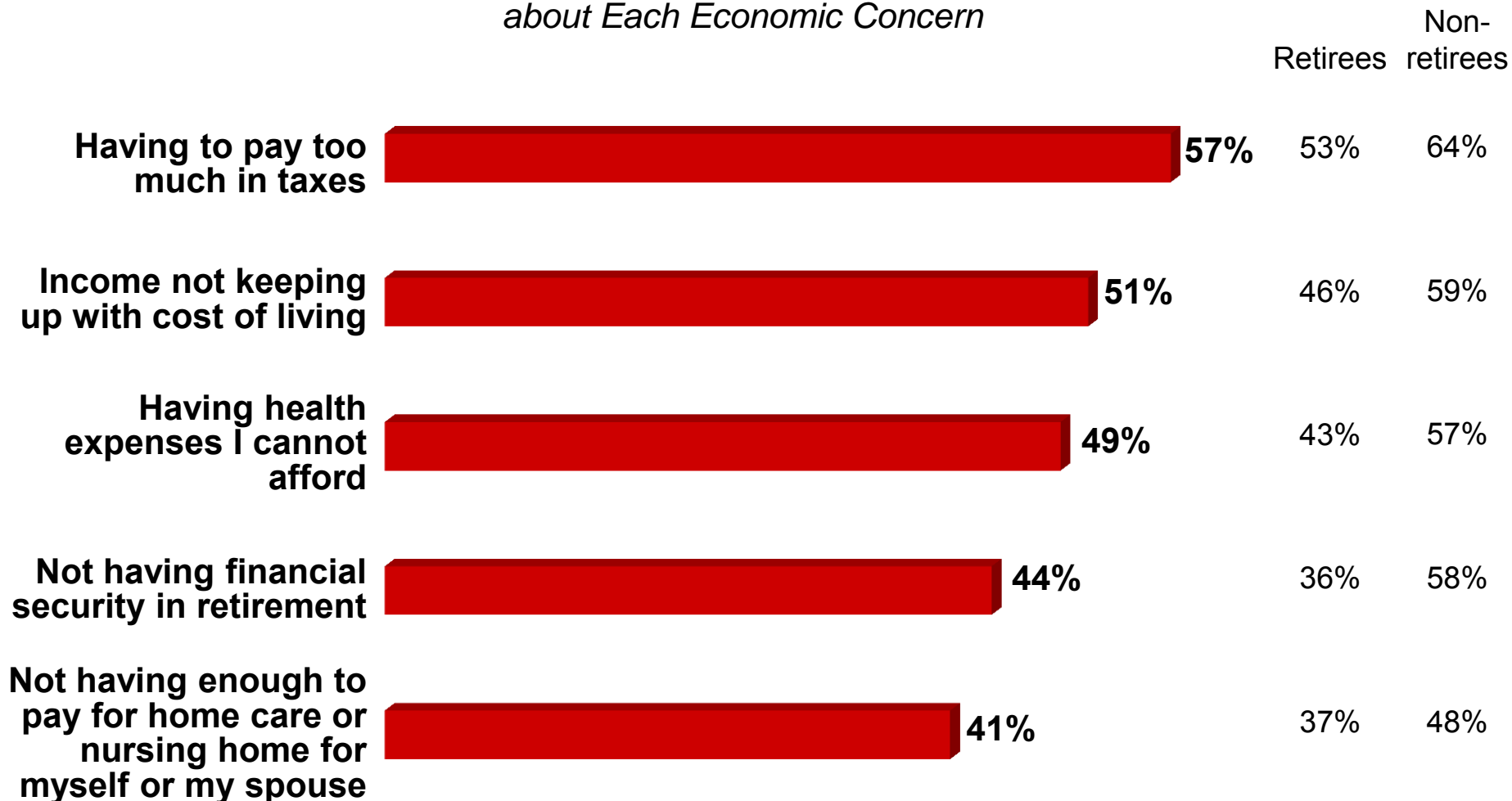
Non-retirees	
Men	60%
Women	67%
Income under \$75K	72%
Income over \$75K	52%
Democrats	54%
Independents	75%
Republicans	65%

The Economic Anxiety Index

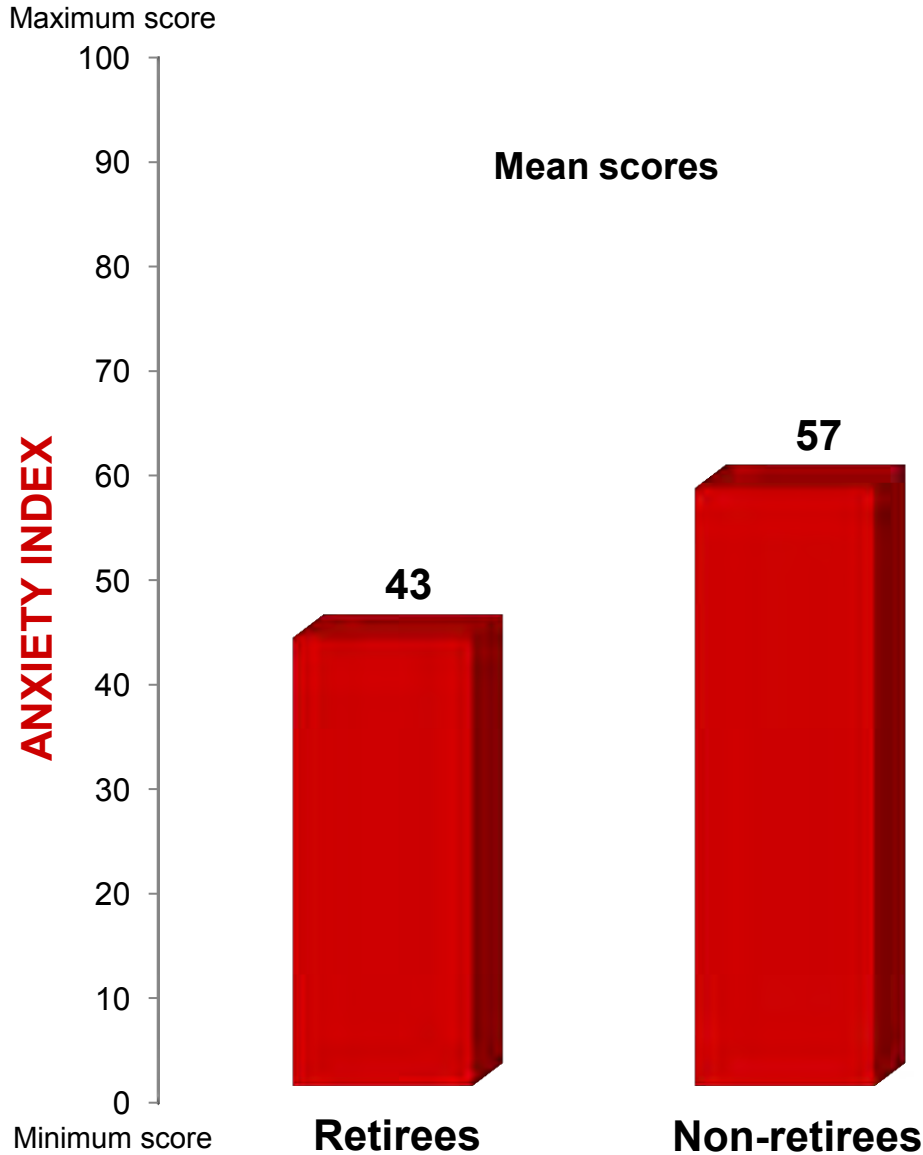
- Voters are assigned 20 points for each of five economic concerns about which they say they worry very or somewhat often. A minimum score of 0 reflects no economic anxiety, while a maximum score of 100 indicates a great deal of economic anxiety.
- The five component concerns of the anxiety index are: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

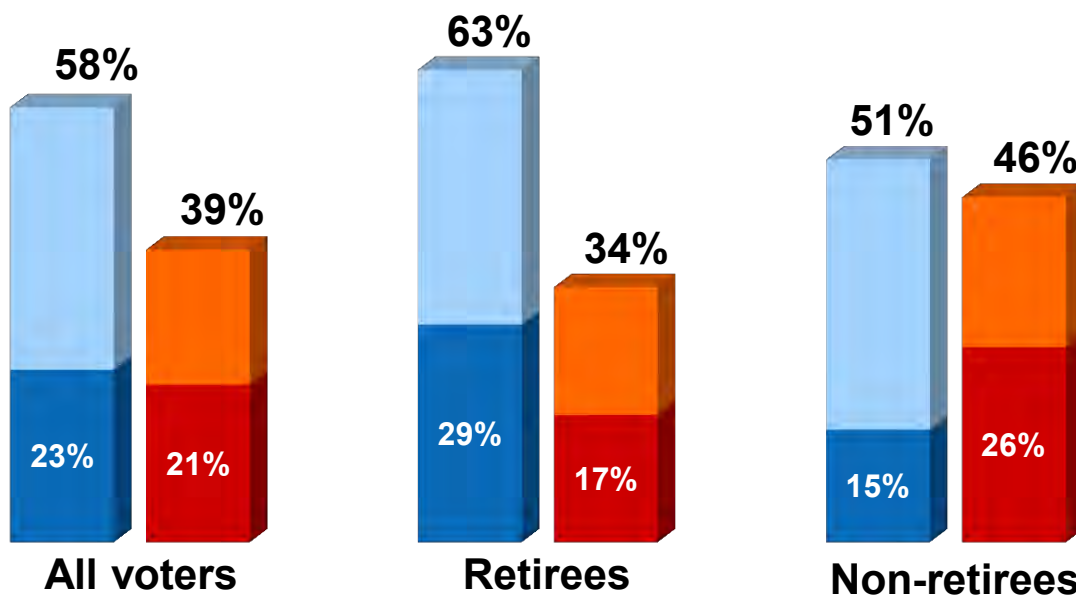


Key Subgroups of Non-retirees

Men	54
Women	60
Unmarried	55
Married	65
Non-college grads	61
College graduates	53
Income under \$75K	63
Income over \$75K	50
Democrats	59
Independents	55
Republicans	57
Caregiver/past caregiver	60
Non-caregivers	53

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

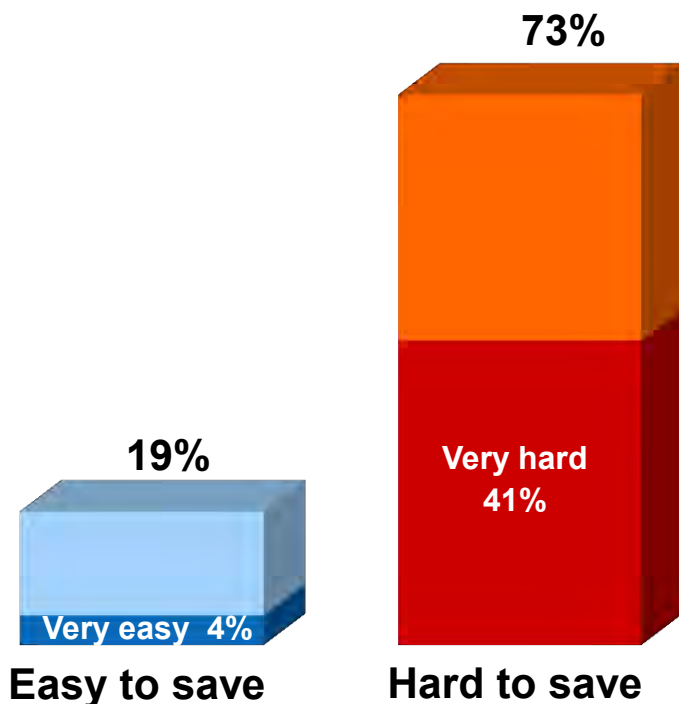


	Dissatisfied (non-retirees)
Men	40%
Women	51%
Income under \$75K	63%
Income over \$75K	26%

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?

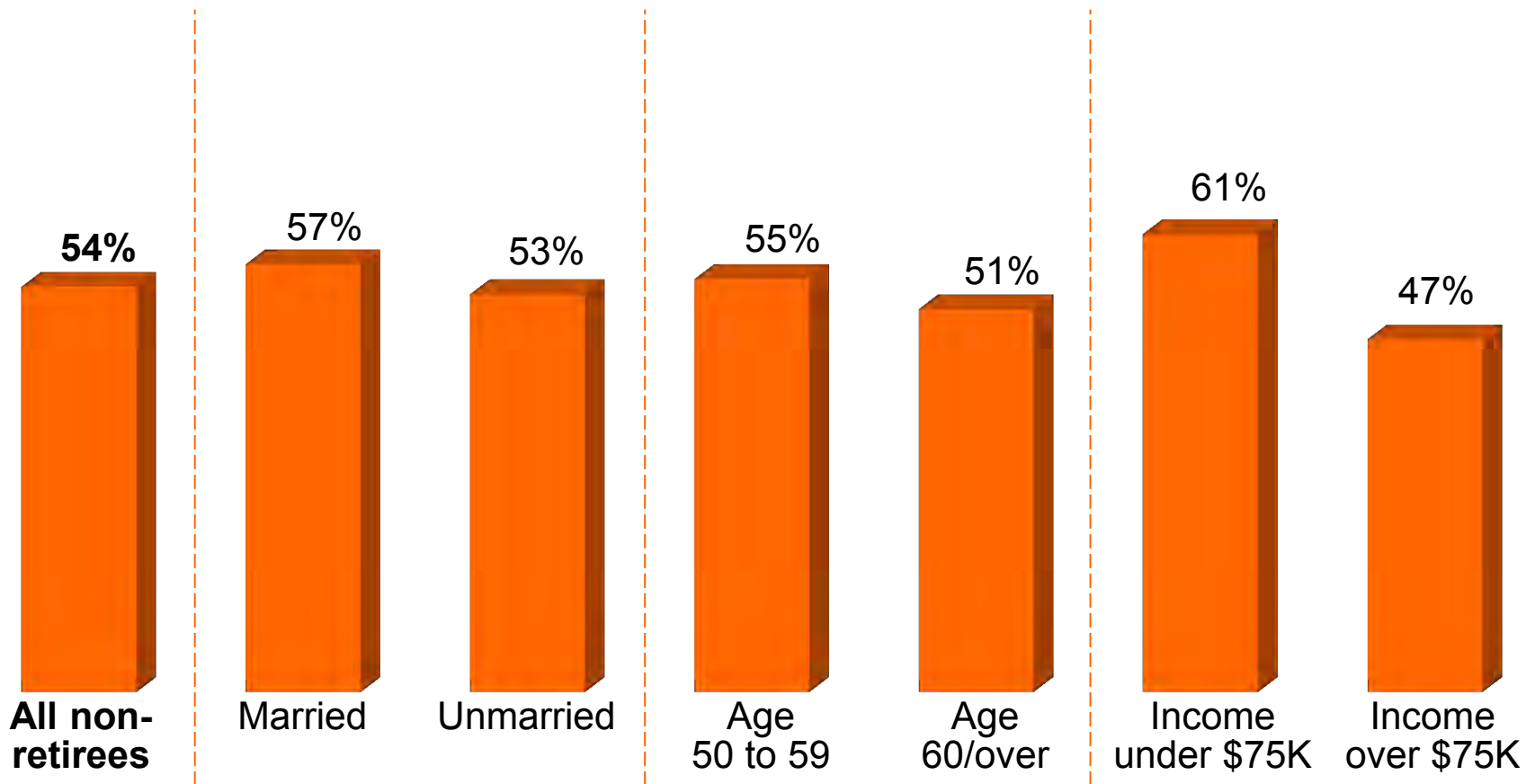
All non-retirees



<i>Very Hard to Save</i>	
Non-retirees	
Men	38%
Women	44%
Non-college	46%
College	34%
Income under \$75K	52%
Income over \$75K	28%

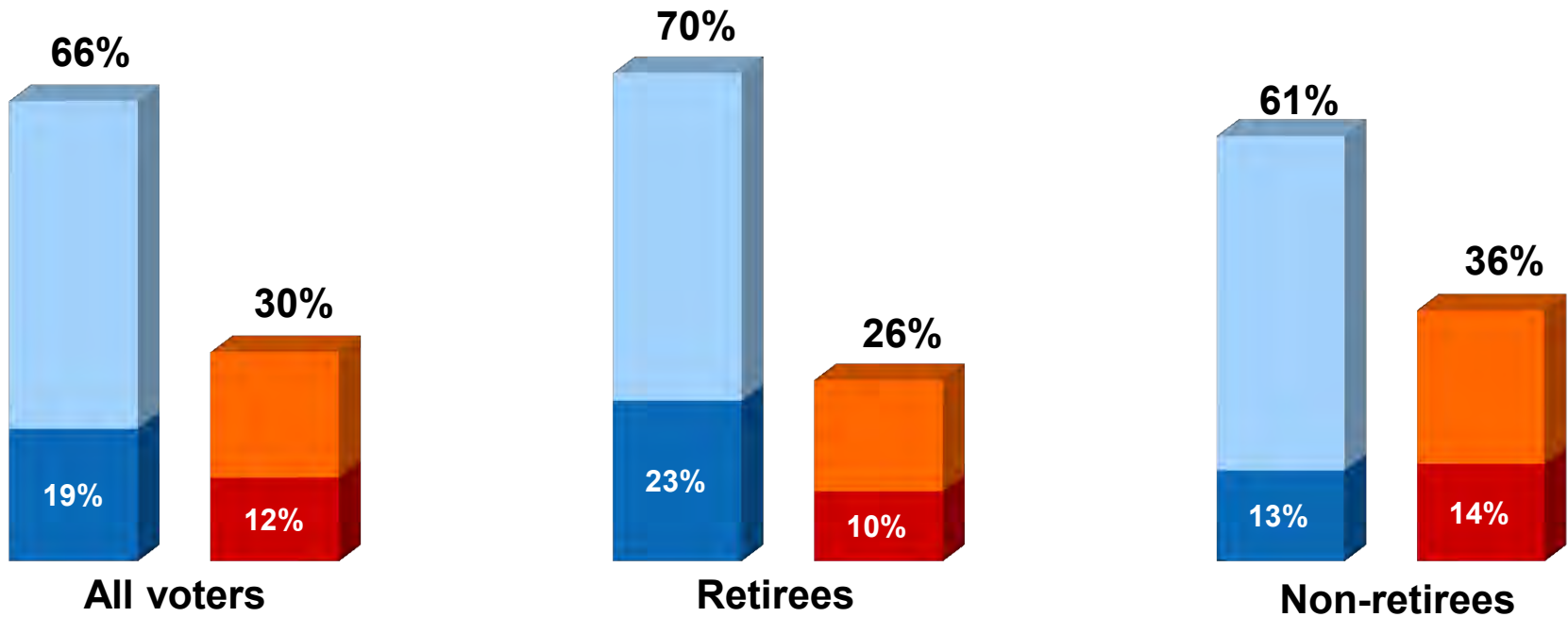
A majority of non-retirees say they have or will delay their retirement for financial reasons.

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



Despite their difficulty in saving money for retirement, a majority feel at least somewhat confident that they will have enough money to live comfortably as they age.

How confident are you that you and your spouse will have enough money to live comfortably as you age?



Confidence in Having Enough Money as they Age, among Key Subgroups

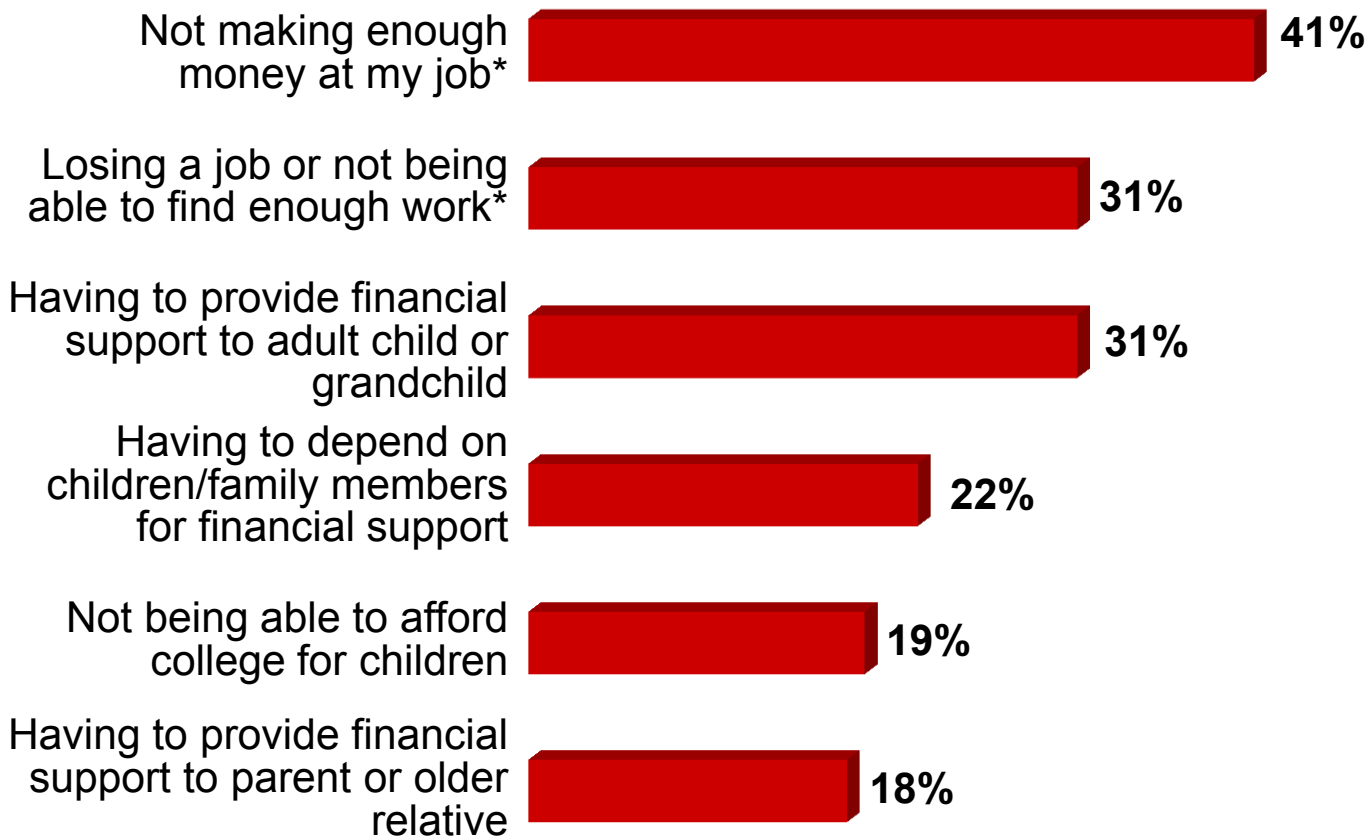
How confident are you that you and your spouse will have enough money to live comfortably as you age?

	<u>Confident</u>	<u>Not confident</u>		<u>Confident</u>	<u>Not confident</u>
All voters	66%	30%	High school grad/less	59%	36%
Men	68%	30%	Some college	65%	32%
Unmarried women	54%	36%	College graduates	75%	24%
Married women	69%	28%	Income under \$30K	48%	46%
Age 50 to 64	62%	36%	Income \$30K to \$75K	66%	32%
Age 65 to 74	70%	28%	Income over \$75K	83%	16%
Age 75/over	69%	22%			
Whites	68%	29%			
African Americans	55%	39%			

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

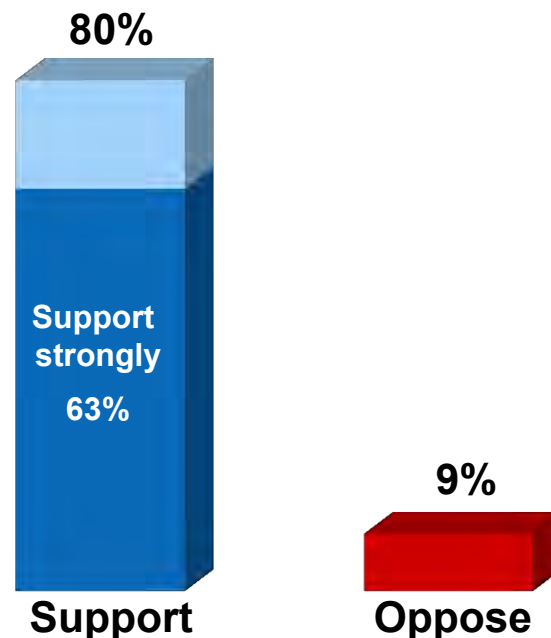
One in four 50+ voters has seen age discrimination first- or second-hand; an overwhelming majority supports the Protecting Older Workers Against Discrimination Act.

I or someone I know has experienced age discrimination in the workplace, such as refusal to hire/promote, reduced compensation, or other limitations

All voters	26%*
Men	26%
Women	25%
Age 50 to 64	30%
Age 65 to 74	24%
Age 75/over	18%
High school/less ed	20%
Some college	25%
College graduates	31%

*12% have experienced discrimination personally

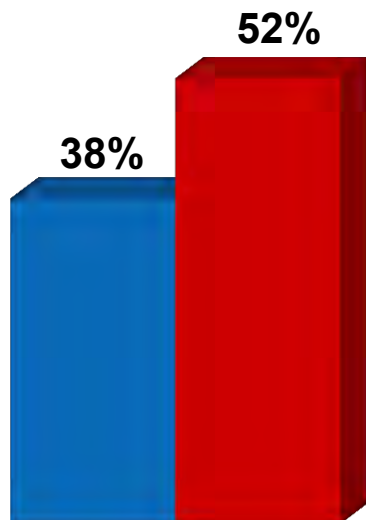
Support for Protecting Older Workers Against Discrimination Act, which would restore workplace protections under the law for older workers



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



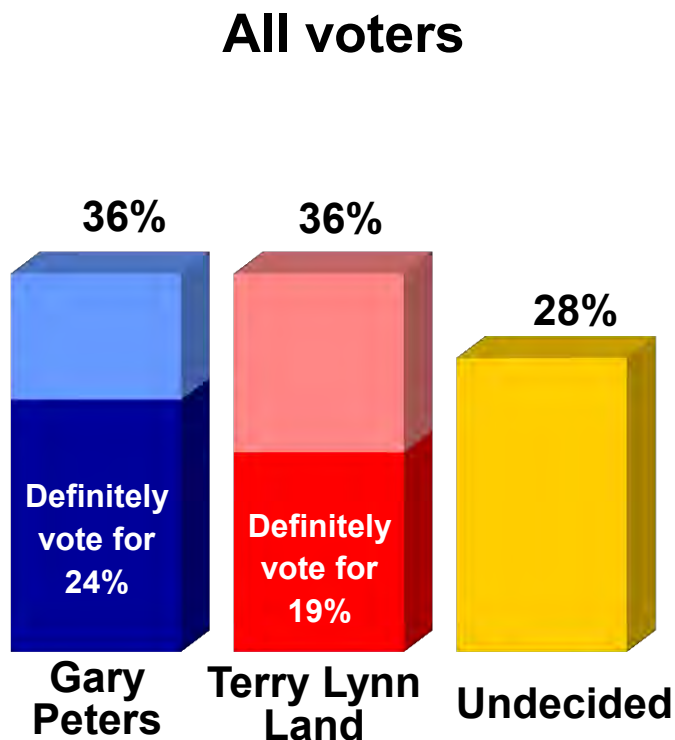
Job Approval of Congress



■ Approve ■ Disapprove

In the Senate election, those with a preference are equally divided between Peters and Land, but a large minority remain unsure about their vote.

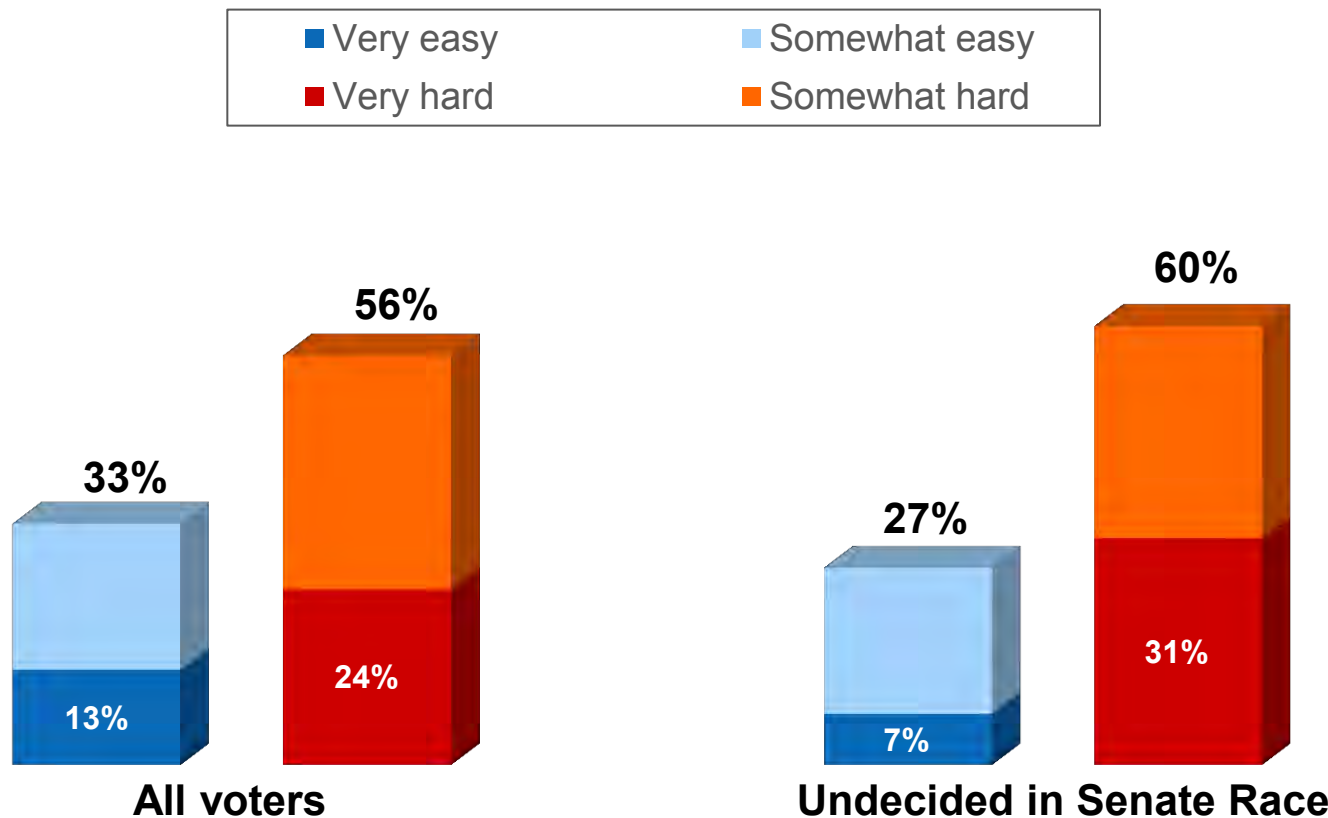
Trial Heat for Michigan Senator



	Gary Peters	Terry Lynn Land
Men	33%	42%
Women	38%	32%
Unmarried women	50%	23%
Married women	32%	36%
Age 50 to 64	34%	42%
Age 65 to 74	41%	34%
Age 75/over	32%	28%
Whites	31%	40%
African Americans	82%	0%
Democrats	76%	6%
Independents	19%	29%
Republicans	6%	70%

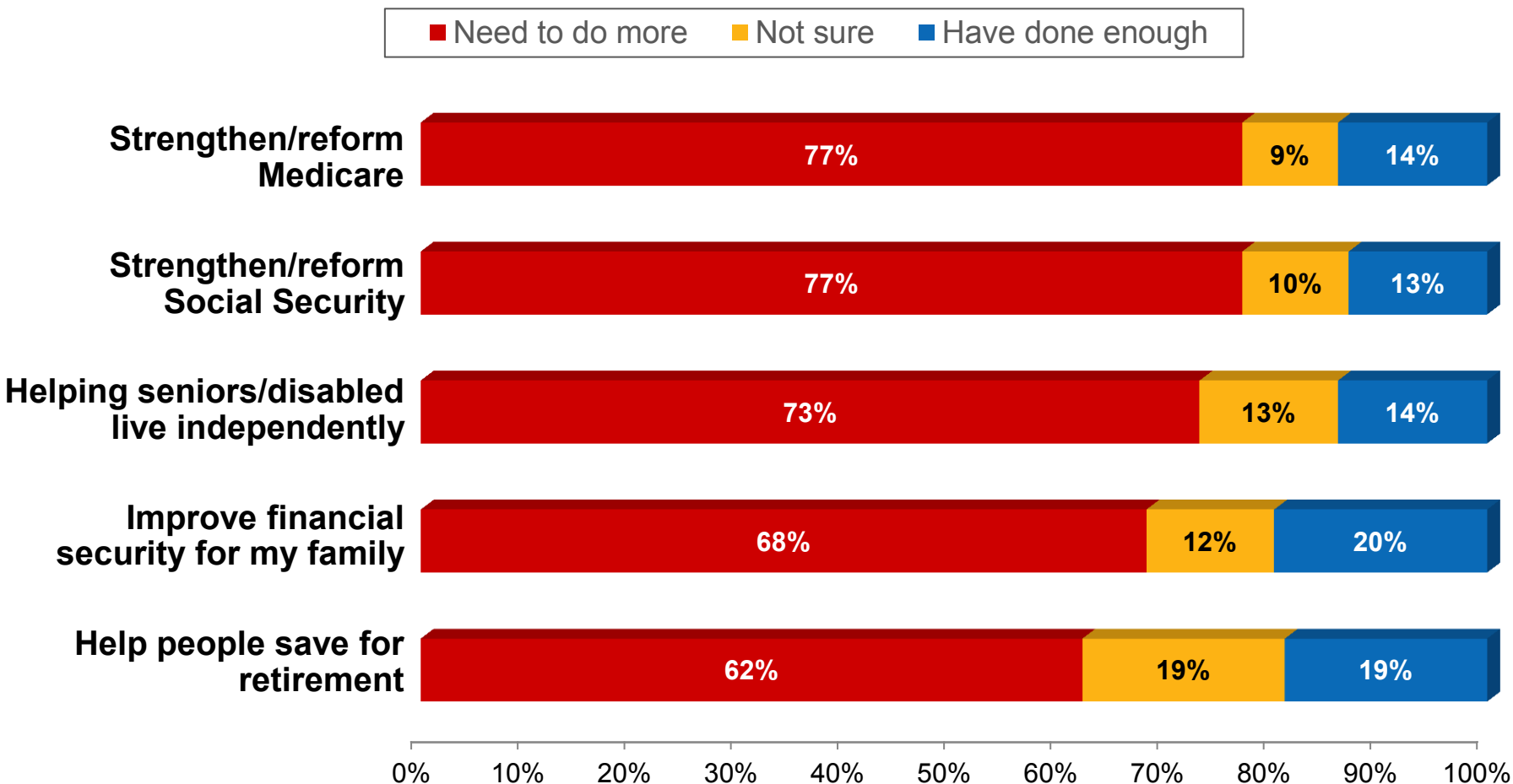
A majority of voters say it is hard to find objective and reliable information about the record and positions of candidates running for office this November.

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+.

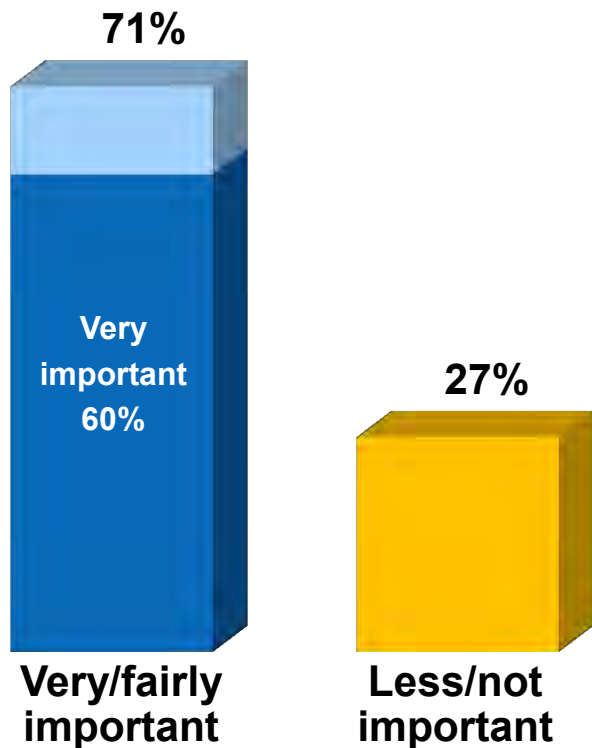
US Senate Candidates' Efforts to Explain their Positions on Selected Issues



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?

Improving my family's financial security



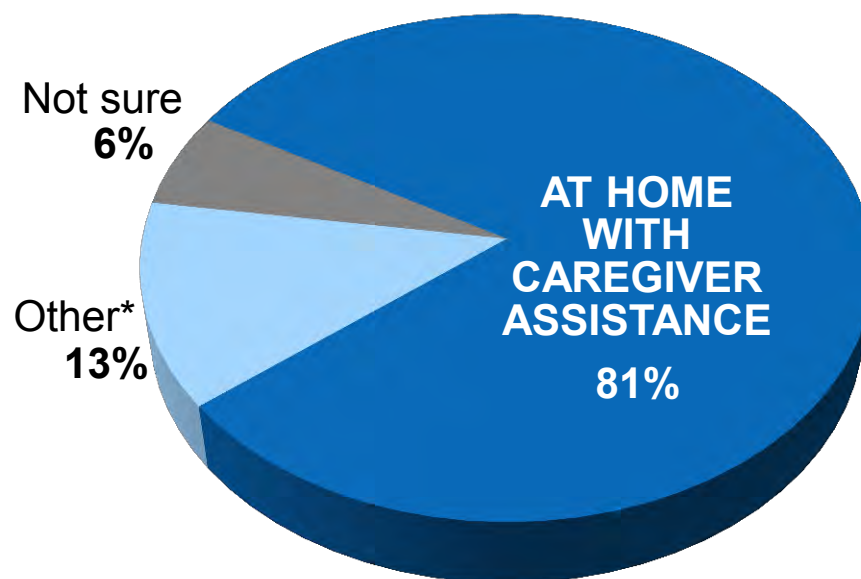
Very Important Issue in my Vote Decisions

Retirees	59%	Whites	56%
Non-retirees	61%	African Americans	93%
Men	53%	Undecided voters	65%
Women	65%		
Unmarried women	71%		
Married women	63%		
High school/less	72%		
Some college	61%		
College grads	45%		
Income under \$30K	72%		
Income \$30K to \$75K	60%		
Income over \$75K	49%		

CAREGIVING

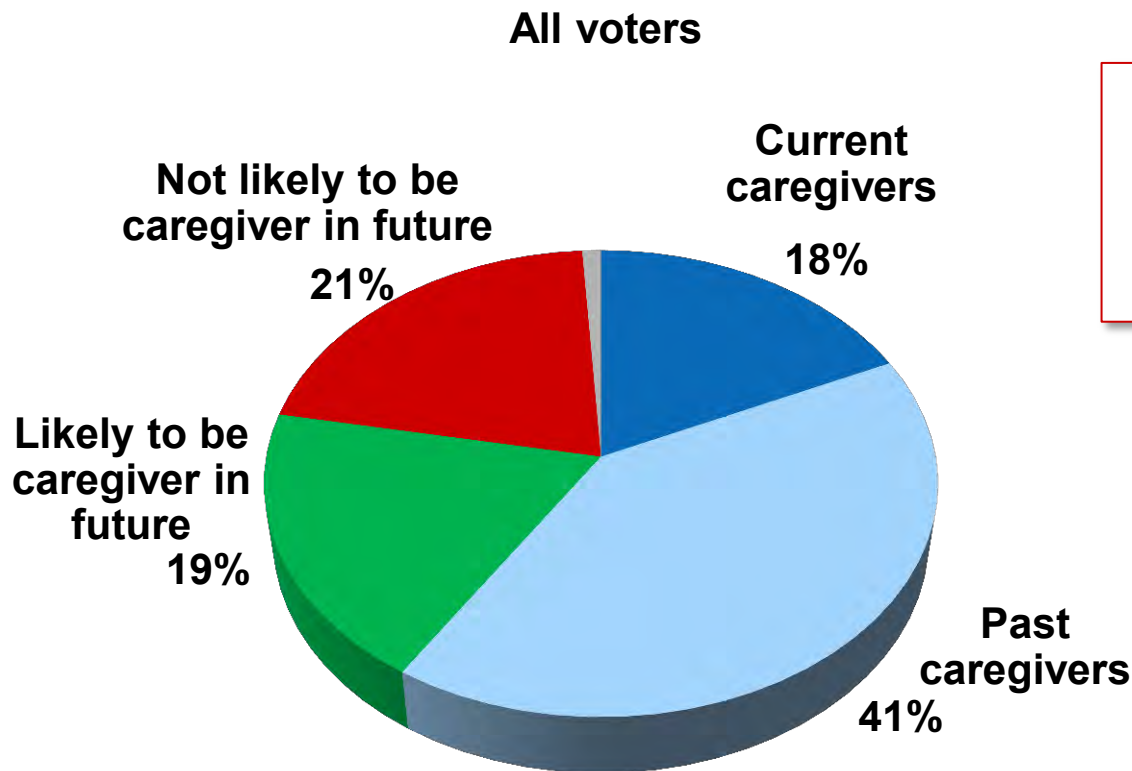
Four in five voters 50+ prefer at-home care over other options for themselves/family.

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:



*12% assisted living facility,
1% nursing home

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

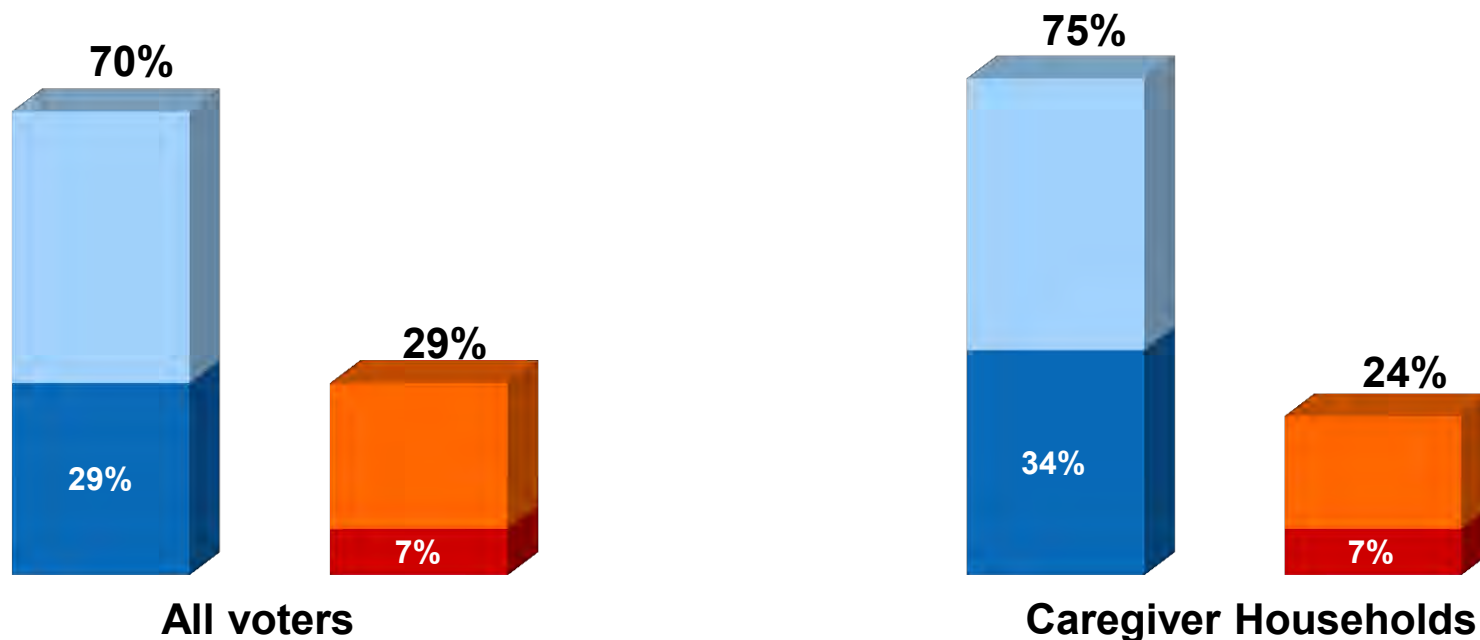
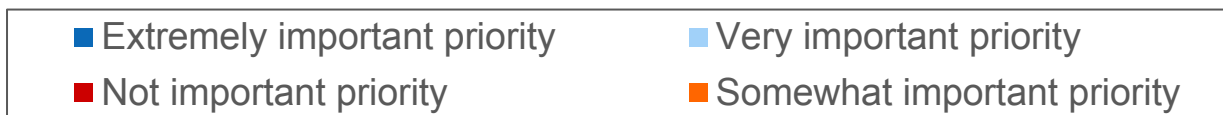
Caregiver Households*

	<u>Retirees</u>		<u>Non-retirees</u>
All retirees	63%	All non-retirees	61%
Men	59%	Men	52%
Women	66%	Women	70%
Age 50 to 69	64%	Age 50 to 59	59%
Age 70/over	61%	Age 60/over	65%
Non-college grads	63%	Non-college grads	61%
College grads	62%	College grads	62%
Income under \$40K	61%	Income under \$75K	63%
Income over \$40K	61%	Income over \$75K	57%

* 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.

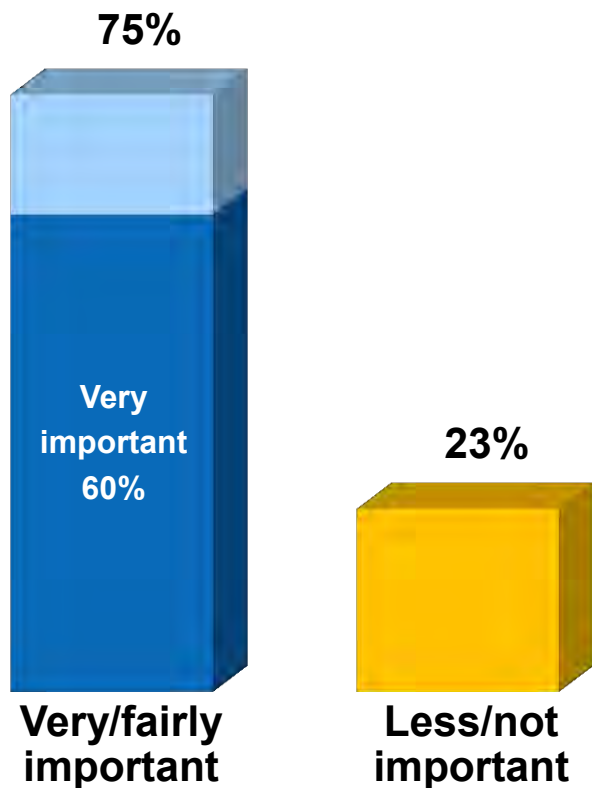
How important a priority should it be for elected officials to make services that help older adults live independently (home health care, personal care, day programs) more available in the community?



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



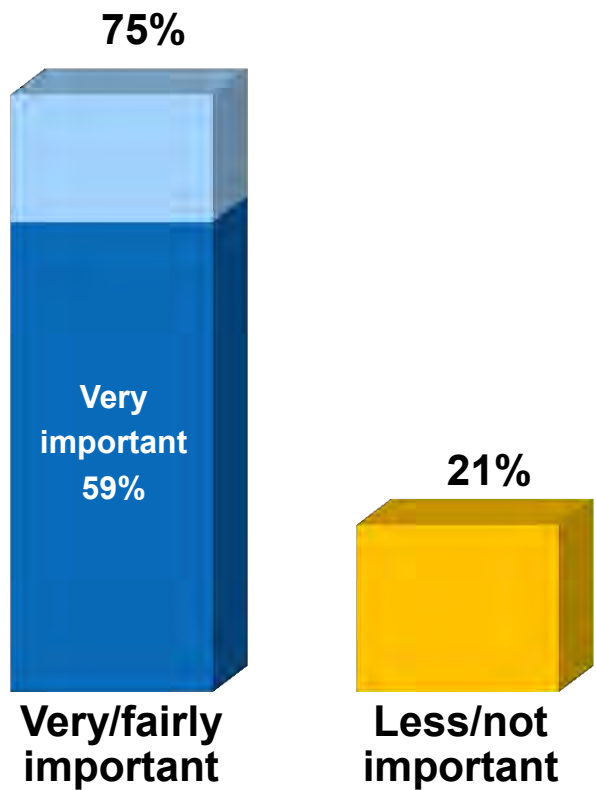
<i>Very Important Issue in my Vote Decisions</i>			
Men	45%	Whites	56%
Women	73%	African Americans	84%
Age 50 to 64	53%	Undecided voters	72%
Age 65/over	67%	Current caregivers	89%
High school/less	69%	Voters who have received care	86%
Some college	60%		
College grads	49%		
Income under \$30K	79%		
Income \$30K to \$75K	60%		
Income over \$75K	40%		

MEDICARE AND SOCIAL SECURITY

Three in five say that Medicare will be a very important issue in deciding their vote.

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

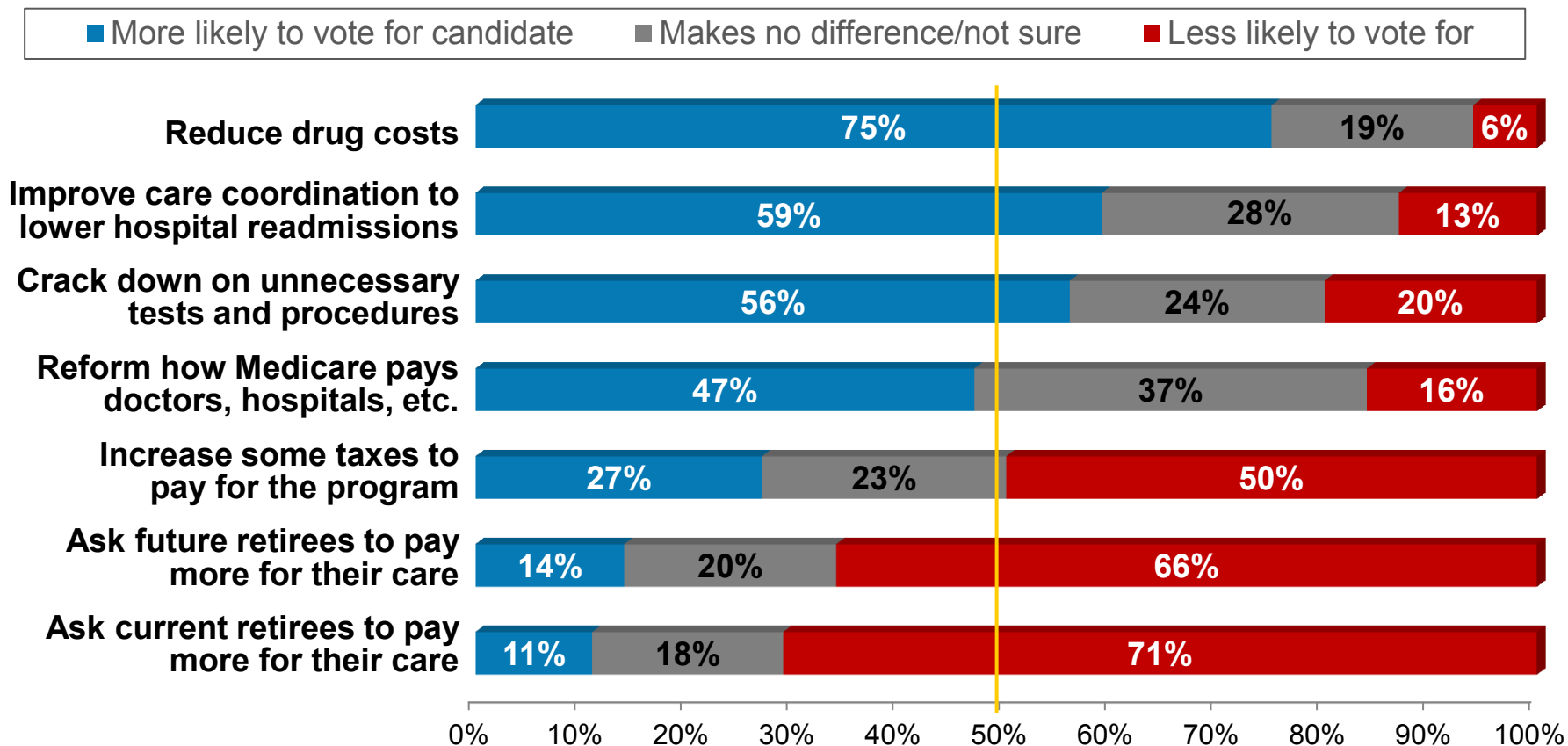
Strengthening and reforming Medicare



<i>Very Important Issue in my Vote Decisions</i>			
Men	53%	Whites	56%
Women	65%	African Americans	79%
Age 50 to 64	55%	Detroit media	63%
Age 65/over	63%	Grand Rapids media	60%
High school/less	68%	Flint media	59%
Some college	57%	Democrats	70%
College grads	49%	Independents	61%
Income under \$30K	74%	Republicans	48%
Income \$30K to \$75K	56%	Undecided voters	62%
Income over \$75K	48%	Receive Medicare	69%

Favored policies to strengthen Medicare financing: lower drug costs, coordinating care, reducing unnecessary tests and procedures.

Support for Candidate Based on Their Support for Proposals to Improve Medicare Financial Stability



Voters say a permanent solution to a Medicare “doc fix” should be funded by reducing payments to hospitals and drug companies.

The current Medicare payment rate for doctors is set to drop by 25% unless changes are made, and the gap will grow over time. Some Congressional committees have proposed a new system to pay doctors, but there is a disagreement about how to pay for the system, which will cost Medicare about \$150 billion over 10 years. Which one of the following is the best option to pay for doctors in Medicare?

Reduce payments to hospitals, drug companies, other health providers



Reduce Medicare payment rate to doctors



Require beneficiaries to pay more



None of these (volunteered)



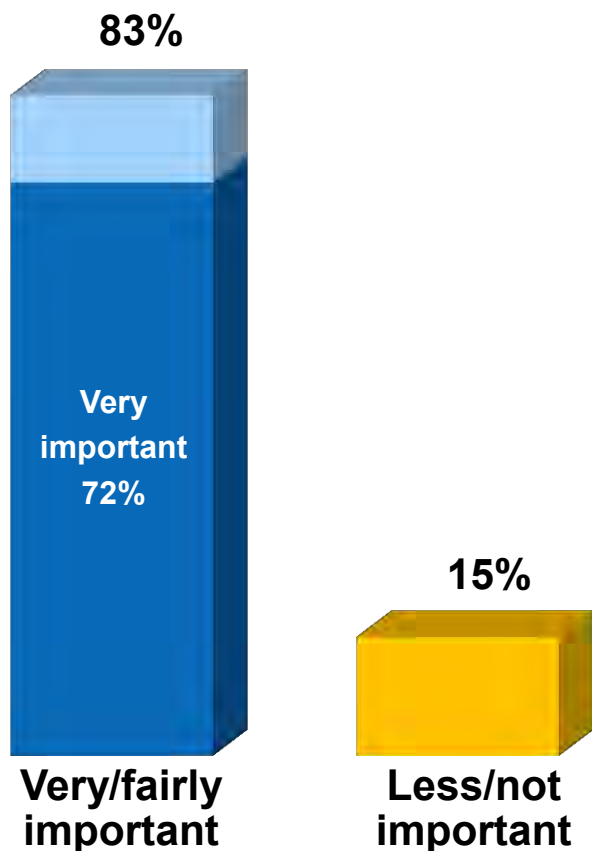
Not sure



Social Security will be a key voting issues for 50+ voters in Michigan.

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

Strengthening and reforming Social Security



Very Important Issue in my Vote Decisions

Men	70%	Whites	71%
Women	74%	African Americans	80%
Age 50 to 64	69%	Detroit media	72%
Age 65/over	75%	Grand Rapids media	68%
High school/less	79%	Flint media	74%
Some college	72%	Democrats	76%
College grads	63%	Independents	75%
Income under \$30K	86%	Republicans	65%
Income \$30K to \$75K	69%	Undecided voters	75%
Income over \$75K	65%	Get Soc. Security	80%

There is strong opposition to candidates who would support reduction in Social Security benefits as part of a budget deficit deal.

For which candidate would you be more likely to vote based on their views on Social Security?

Prefer candidate who feels that the future of Social Security should be considered separately from any federal budget deficit discussions



Prefer candidate who feels that reducing Social Security benefits should be considered as part of an agreement to reduce the federal budget deficit





Michigan Voters Age 50+ And the 2014 Election

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