



# North Carolina 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 803 likely 2014 voters age 50/over (*margin of error  $\pm 3.5$  percentage points*), conducted June 10-22, 2014, including:
  - 490 retirees (*margin of error  $\pm 4.4$  percentage points*)
  - 313 non-retirees (*margin of error  $\pm 5.5$  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.

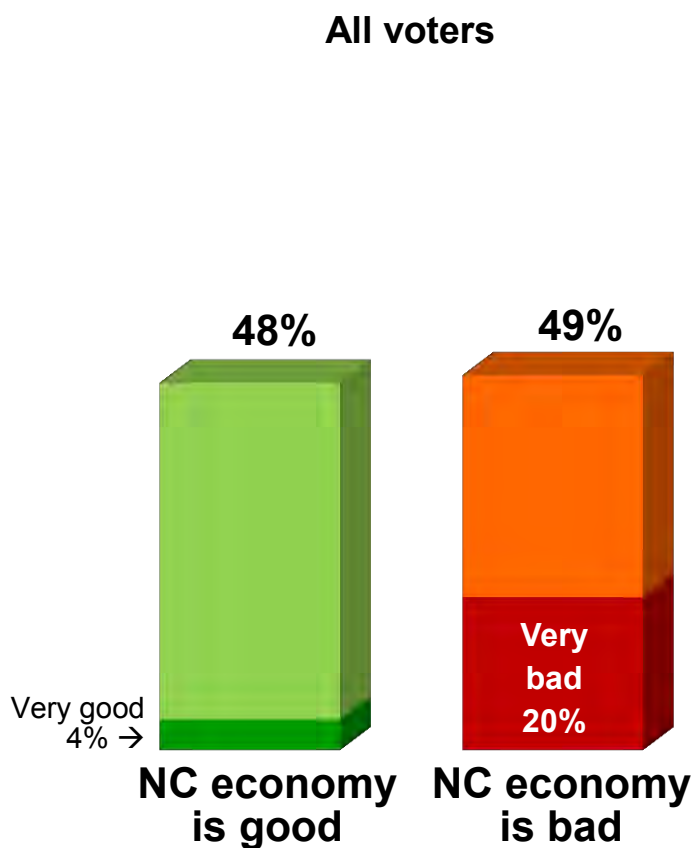
# Profile of Likely Voters Age 50/over

		Retirees	Non-retirees
<b>Gender</b>	Men	43%	51%
	Women	57%	49%
<b>Age</b>	Age 50 to 64	26%	89%
	Age 65 to 74	43%	8%
	Age 75/over	31%	4%
<b>Education</b>	High school grad/less education	40%	32%
	Some college	28%	26%
	College graduate	31%	39%
<b>Race</b>	Whites	74%	77%
	African Americans	20%	16%
<b>Household Income</b>	Household income under \$30K	29%	18%
	Household income \$30 to \$50K	22%	17%
	Household income over \$50K	31%	54%
<b>Party Registration</b>	Democrats	50%	45%
	Independents	17%	17%
	Republicans	33%	37%
<b>Other</b>	Receive Social Security benefits	84%	13%
	Health insurance through Medicare	73%	16%
	Employed (part time or full time)	14%	80%

# ECONOMIC SECURITY

# Voters 50+ are divided evenly on the economy, with wider divides among education and party registration subgroups.

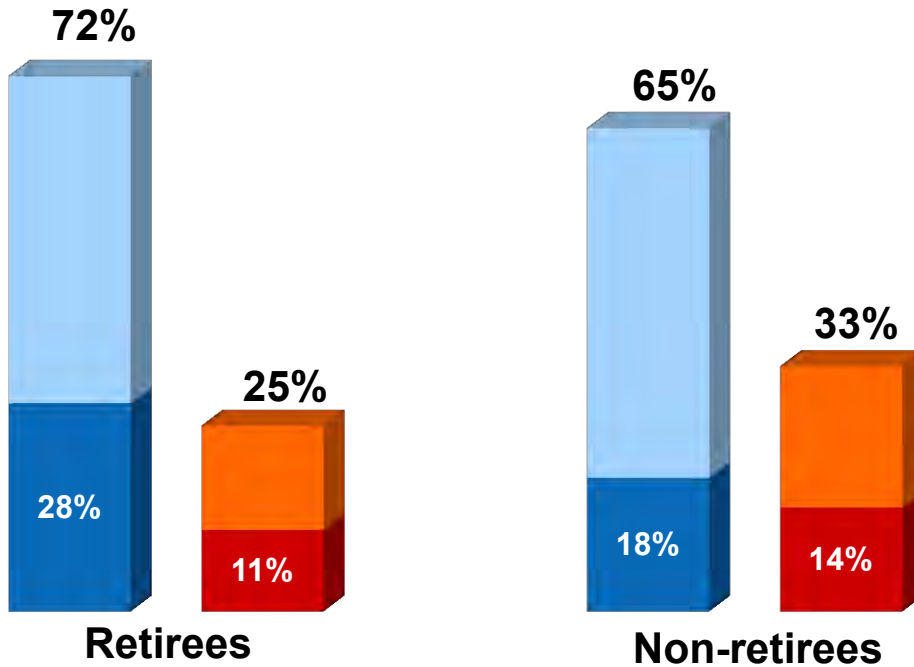
*How would you rate the condition of the economy here in North Carolina these days?*



	NC economy is good	NC economy is bad
Retirees	47%	50%
Non-retirees	51%	47%
Men	50%	48%
Women	47%	50%
High school grad/less	43%	<b>54%</b>
Some college	49%	48%
College graduate	52%	46%
Democrats	51%	46%
Independents	55%	42%
Republicans	41%	<b>57%</b>
RDU media market	<b>60%</b>	37%
Greensboro media market	40%	<b>59%</b>
Charlotte media market	51%	48%

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

*Satisfaction with Own Financial Situation Today*



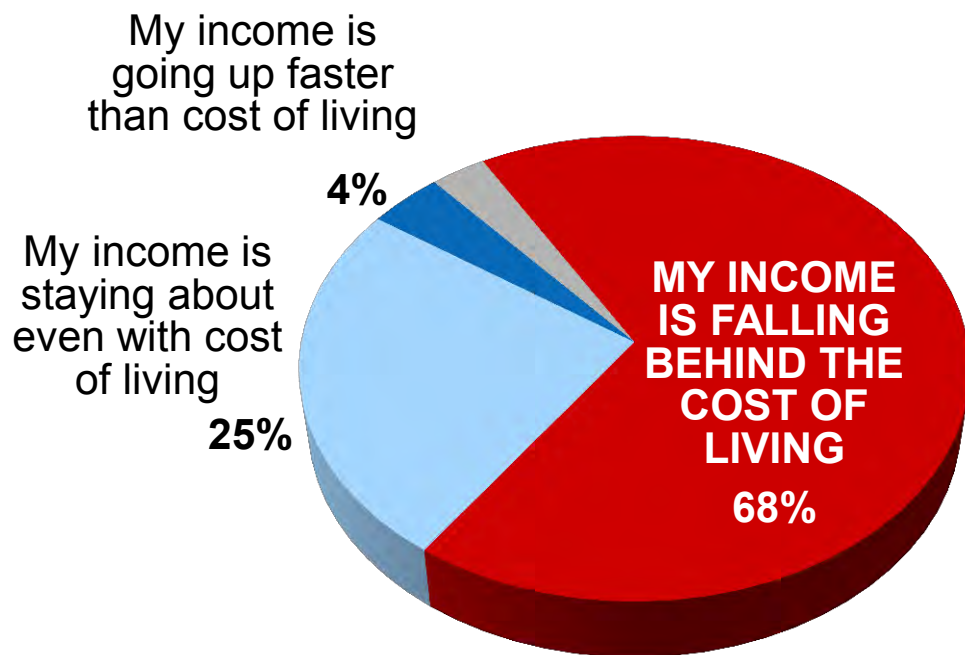
	Dissatisfied (non-retirees)
Men	31%
Women	34%
Age 50 to 59	33%
Age 60/over	32%
Income under \$50K	<b>51%</b>
Income over \$50K	21%



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

## Assessment of Income vs. Cost of Living

All voters

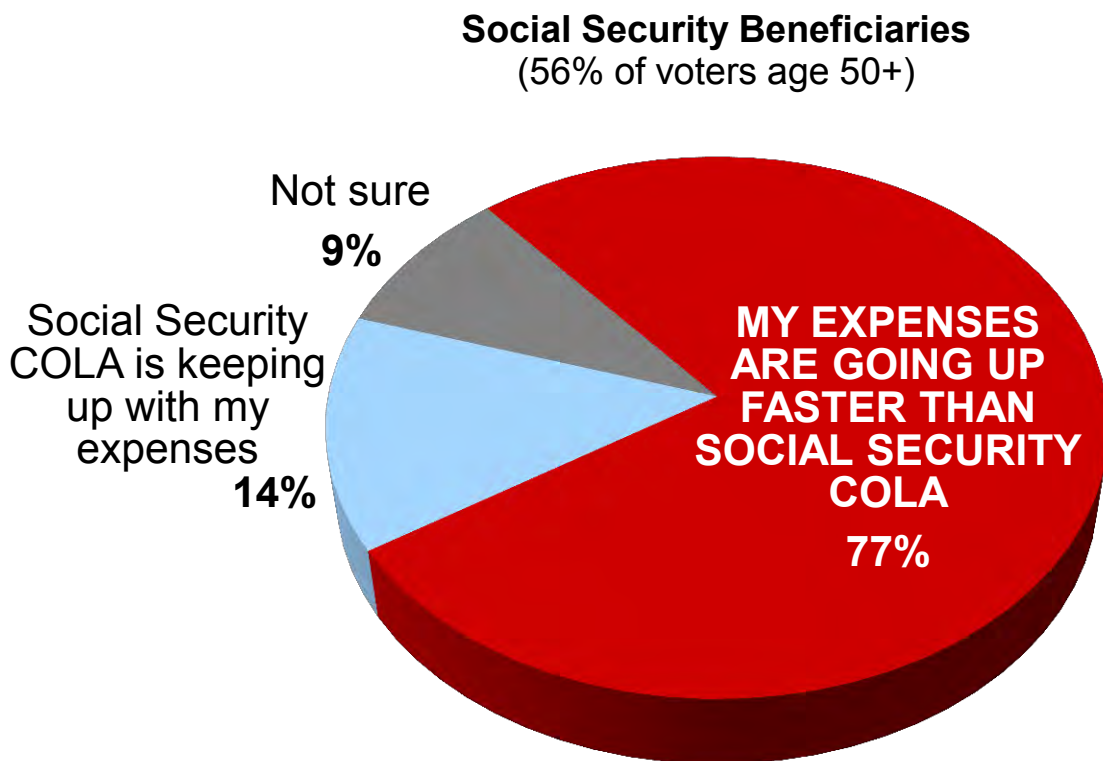


### Income Is Falling Behind

Retirees	66%
Non-retirees	71%
High school grad/less	<b>74%</b>
Some college	72%
College graduates	58%
Income under \$30K	<b>77%</b>
Income \$30K to \$50K	<b>74%</b>
Income over \$50K	60%

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

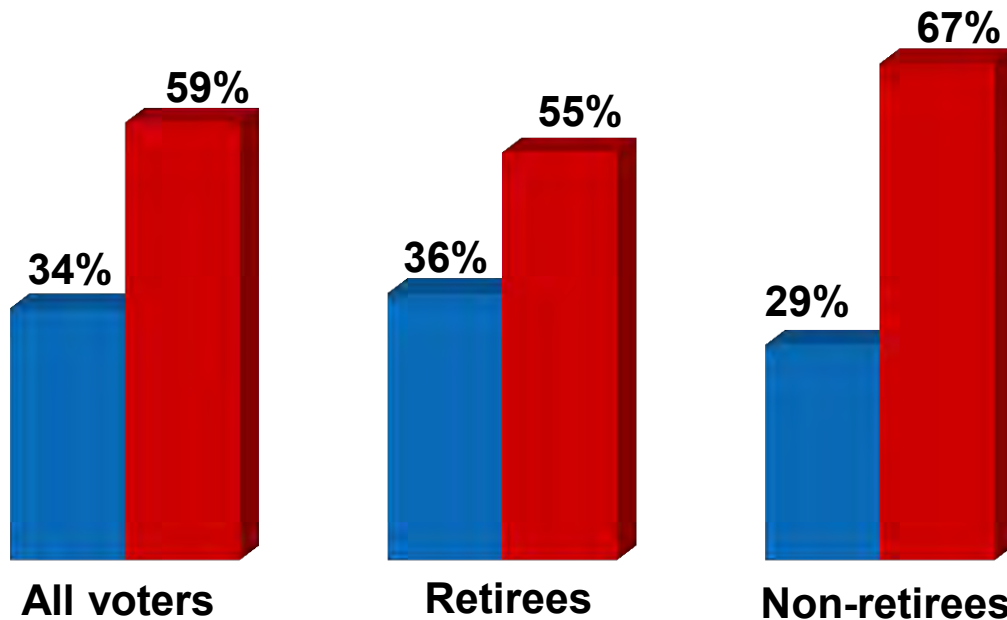
*Assessment of Social Security Cost of Living Adjustment vs. Cost of Living*



# 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

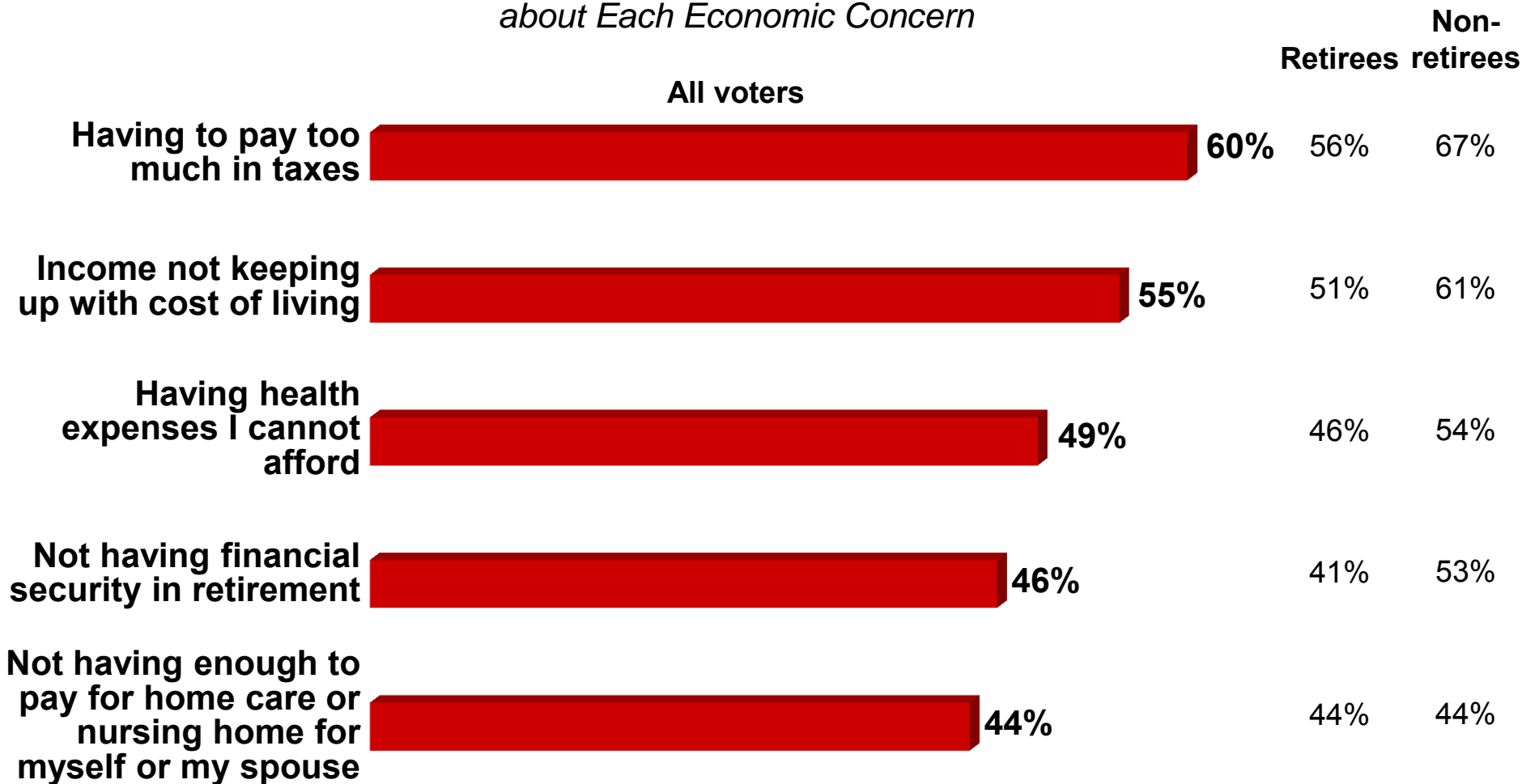
Men	68%
Women	66%
Income under \$50K	<b>76%</b>
Income over \$50K	64%
Democrats	52%
Independents	<b>72%</b>
Republicans	<b>83%</b>

## The Economic Anxiety Index

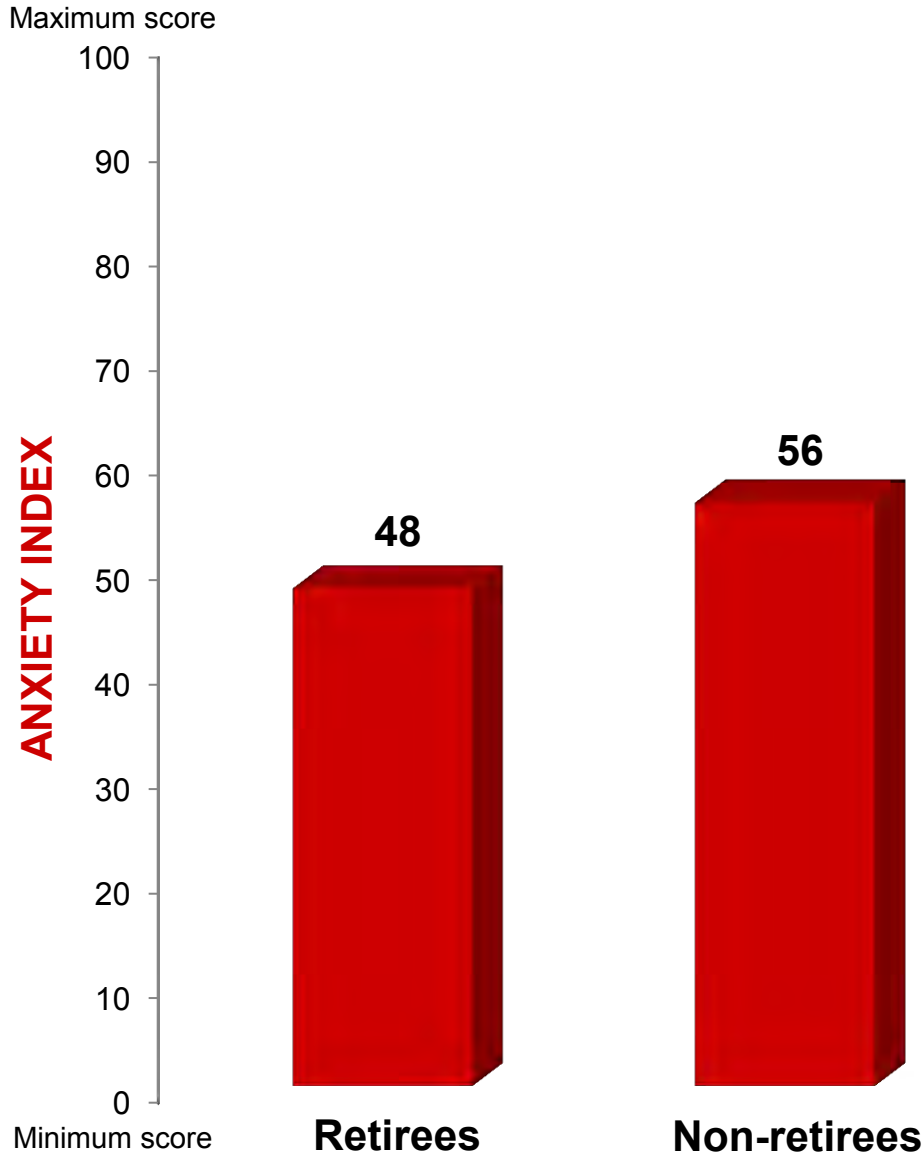
- Voters are assigned 20 points for each of five economic concerns about which they say they worry very or somewhat often. A minimum score of 0 reflects no economic anxiety, while a maximum score of 100 indicates a great deal of economic anxiety.
- The five component concerns of the anxiety index are: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

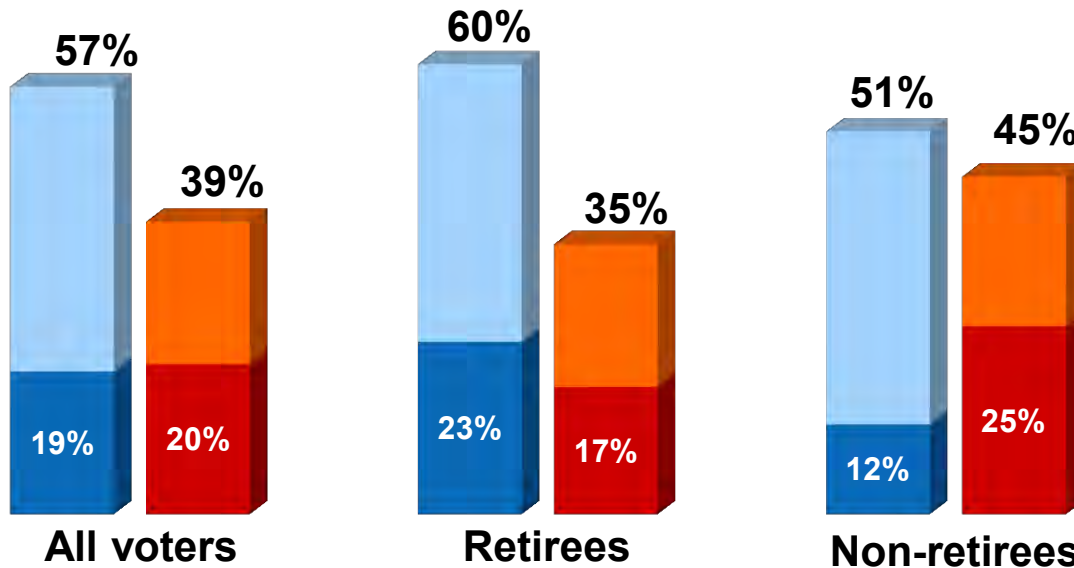


## *Key Subgroups of Non-retirees*

Men	55
Women	57
Unmarried	55
Married	56
Non-college grads	<b>61</b>
College graduates	50
Income under \$50K	59
Income over \$50K	55
Democrats	54
Independents	54
Republicans	59
Caregiver/past caregivers	<b>60</b>
Non-caregivers	50

# 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*

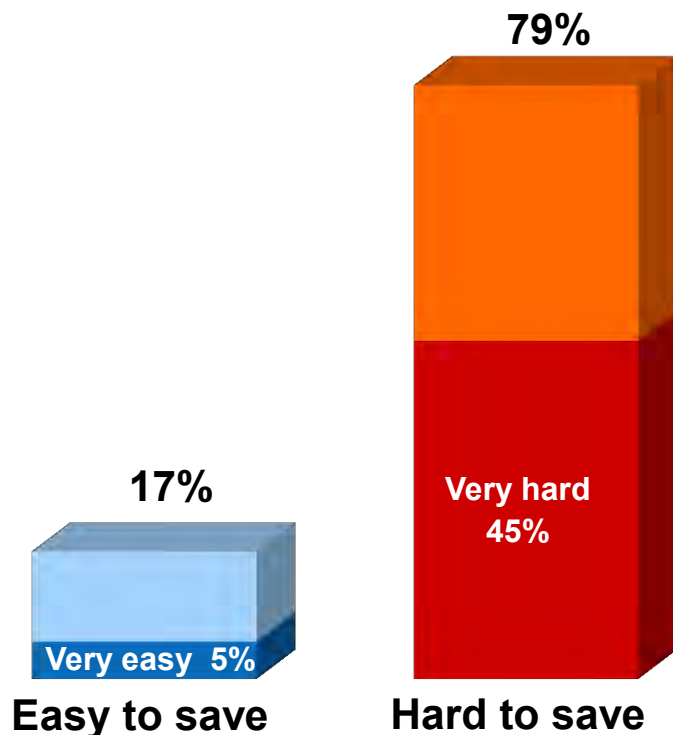


	Dissatisfied (non-retirees)
Men	46%
Women	44%
Income under \$50K	<b>67%</b>
Income over \$50K	31%

# 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

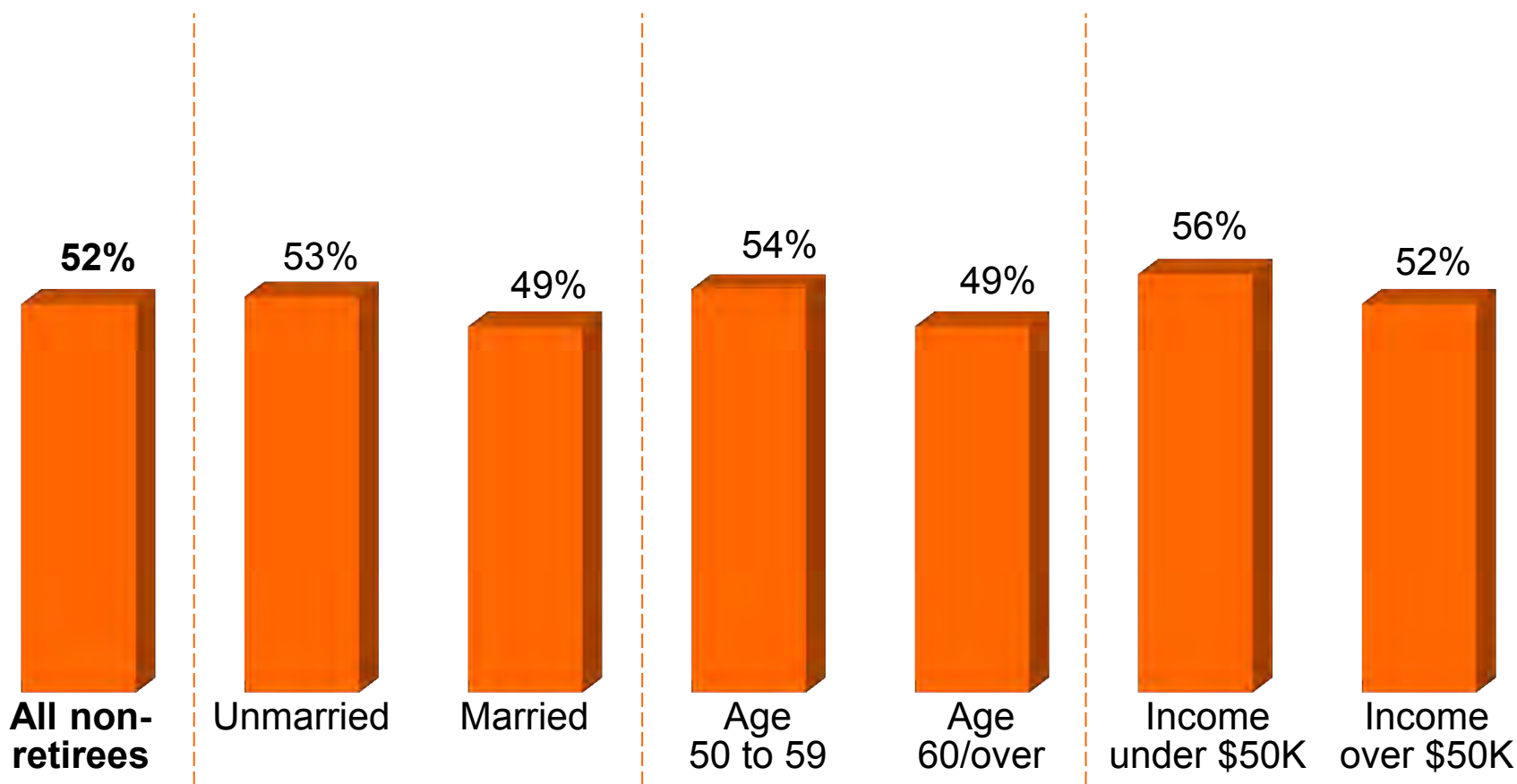


<b>Very Hard to Save</b>	
<b>Non-retirees</b>	
Men	43%
Women	47%
Non-college	<b>53%</b>
College	37%
Income under \$50K	<b>60%</b>
Income over \$50K	36%



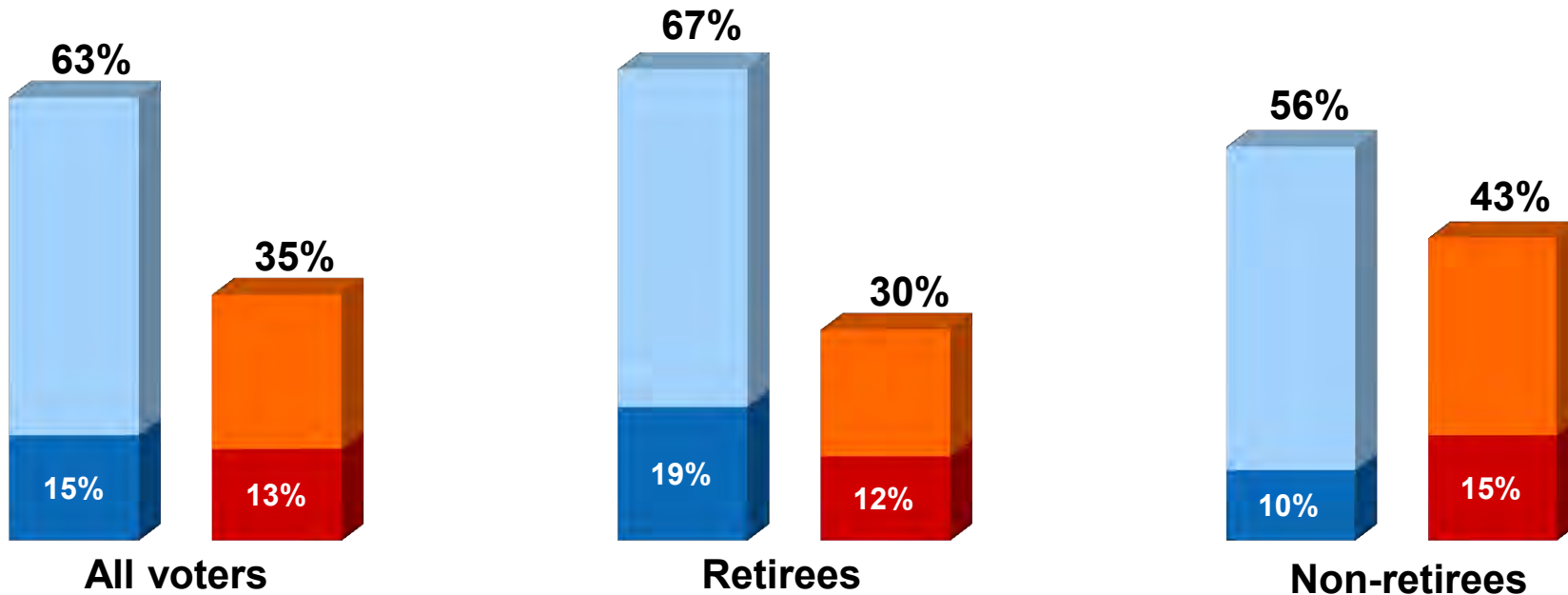
# A majority of non-retirees say they have or will delay their retirement for financial reasons.

*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?*



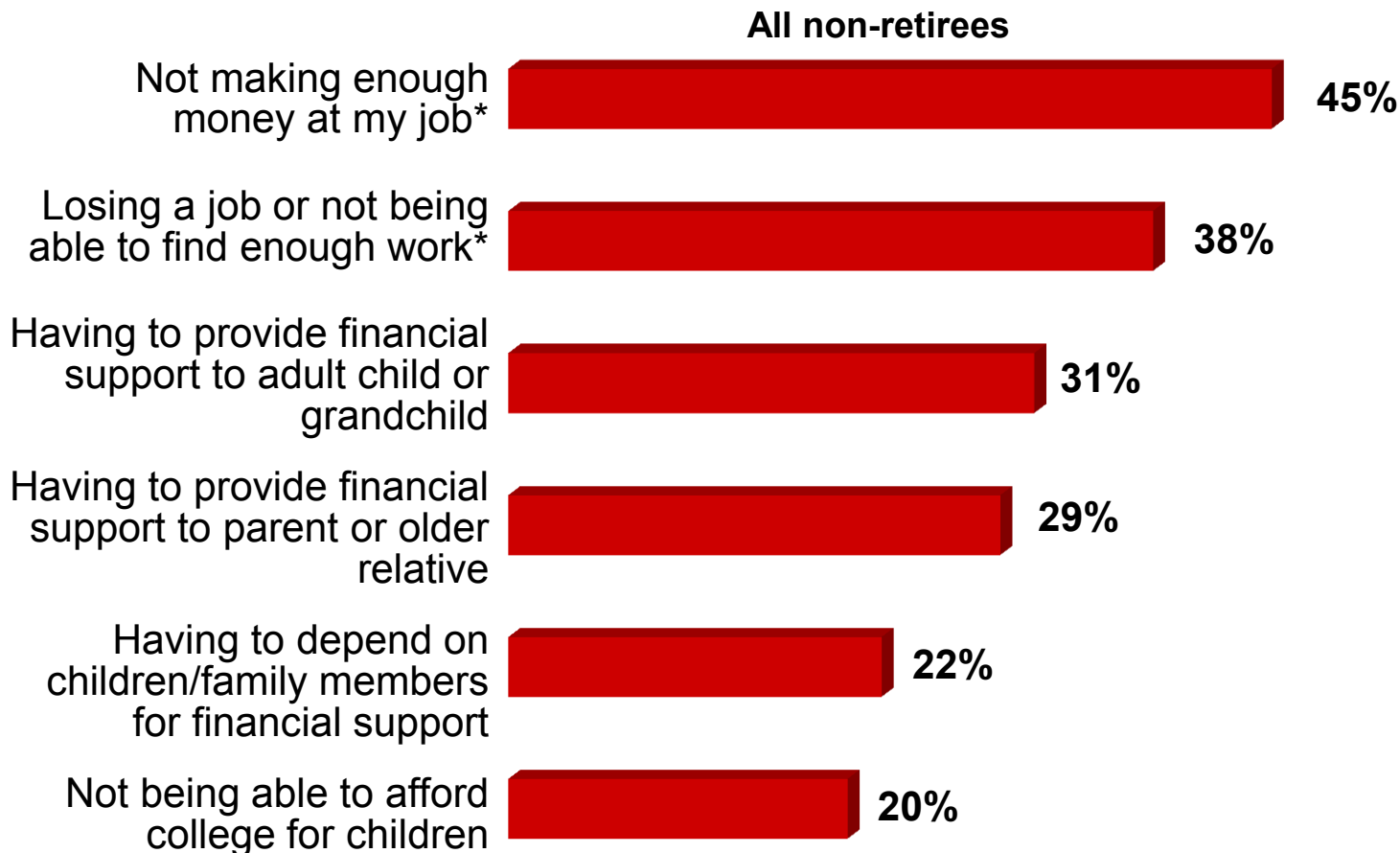
# Confidence in Having Enough Money as they Age, among Key Subgroups

*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>
<b>All voters</b>	<b>63%</b>	<b>35%</b>	High school grad/less	54%	<b>43%</b>
Men	64%	35%	Some college	63%	35%
Unmarried women	58%	38%	College graduates	<b>72%</b>	27%
Married women	65%	34%	Income under \$30K	43%	<b>53%</b>
Age 50 to 64	60%	39%	Income \$30K to \$50K	63%	35%
Age 65 to 74	<b>68%</b>	29%	Income over \$50K	<b>75%</b>	24%
Age 75/over	61%	35%			
Whites	64%	34%			
African Americans	59%	38%			

# Other Financial Concerns of Non-Retirees

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



\* Asked only of voters who are employed

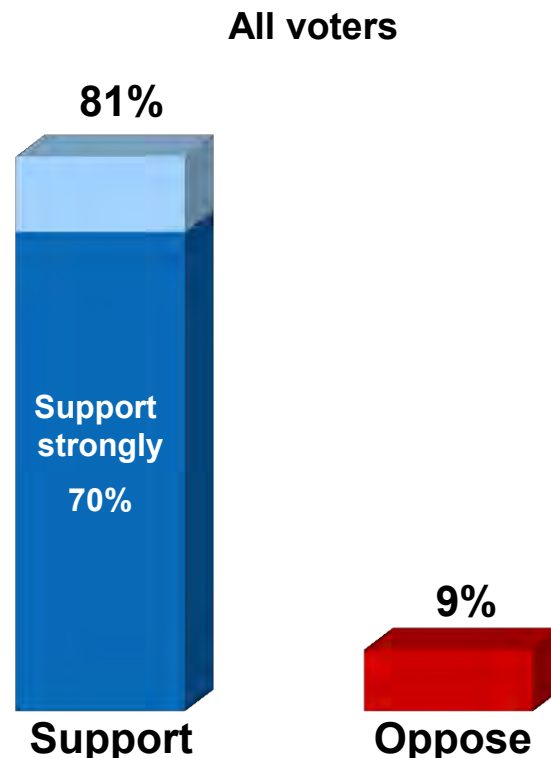
# One in four 50+ voters has seen age discrimination first- or second-hand; an overwhelming majority support the Protecting Older Workers Against Discrimination Act.

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

<b>All voters</b>	<b>24%*</b>
Men	25%
Women	24%
Age 50 to 64	<b>30%</b>
Age 65 to 74	22%
Age 75/over	13%
High school/less ed	13%
Some college	28%
College graduates	<b>34%</b>

\*13% have experienced discrimination personally

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

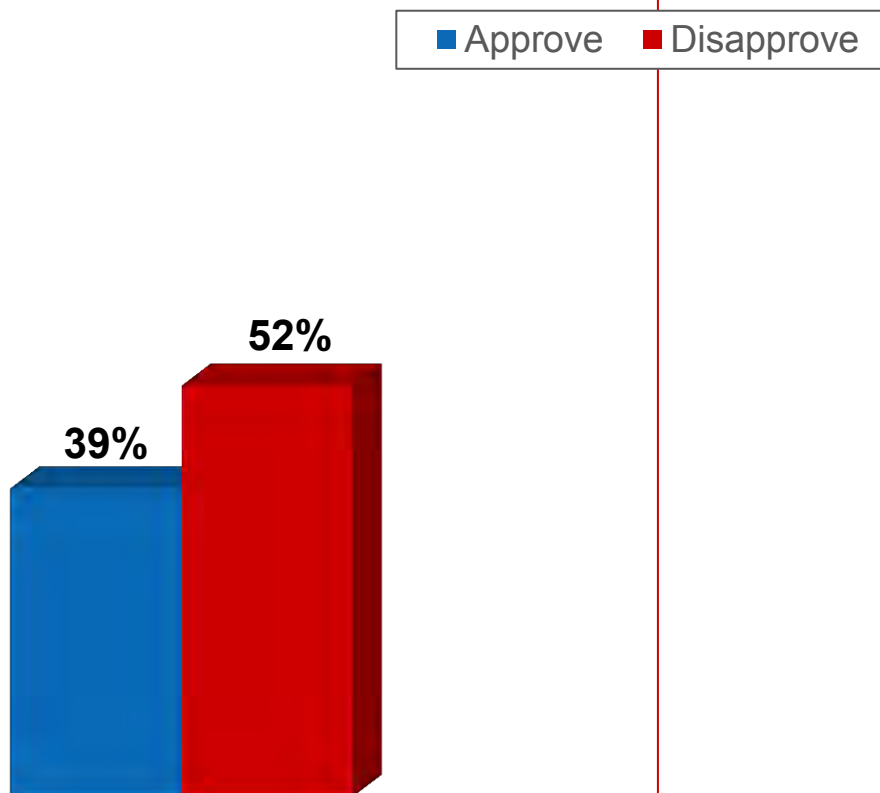


# THE 2014 ELECTION

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

## Job Approval of President Obama

All voters



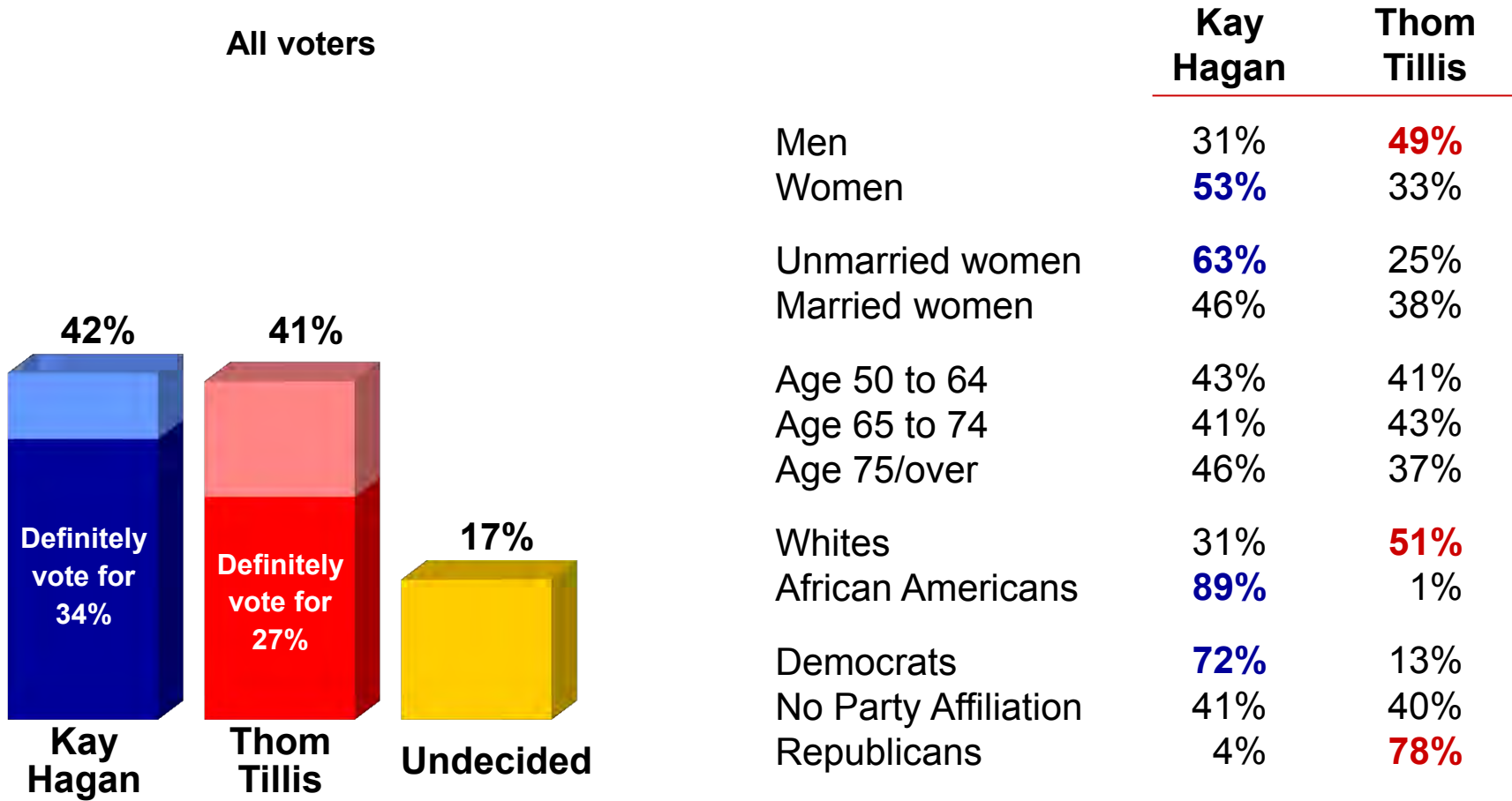
## Job Approval of Congress

All voters



**In the Senate election, those with a preference are divided evenly between Hagan and Tillis, but a large minority remain unsure about their vote.**

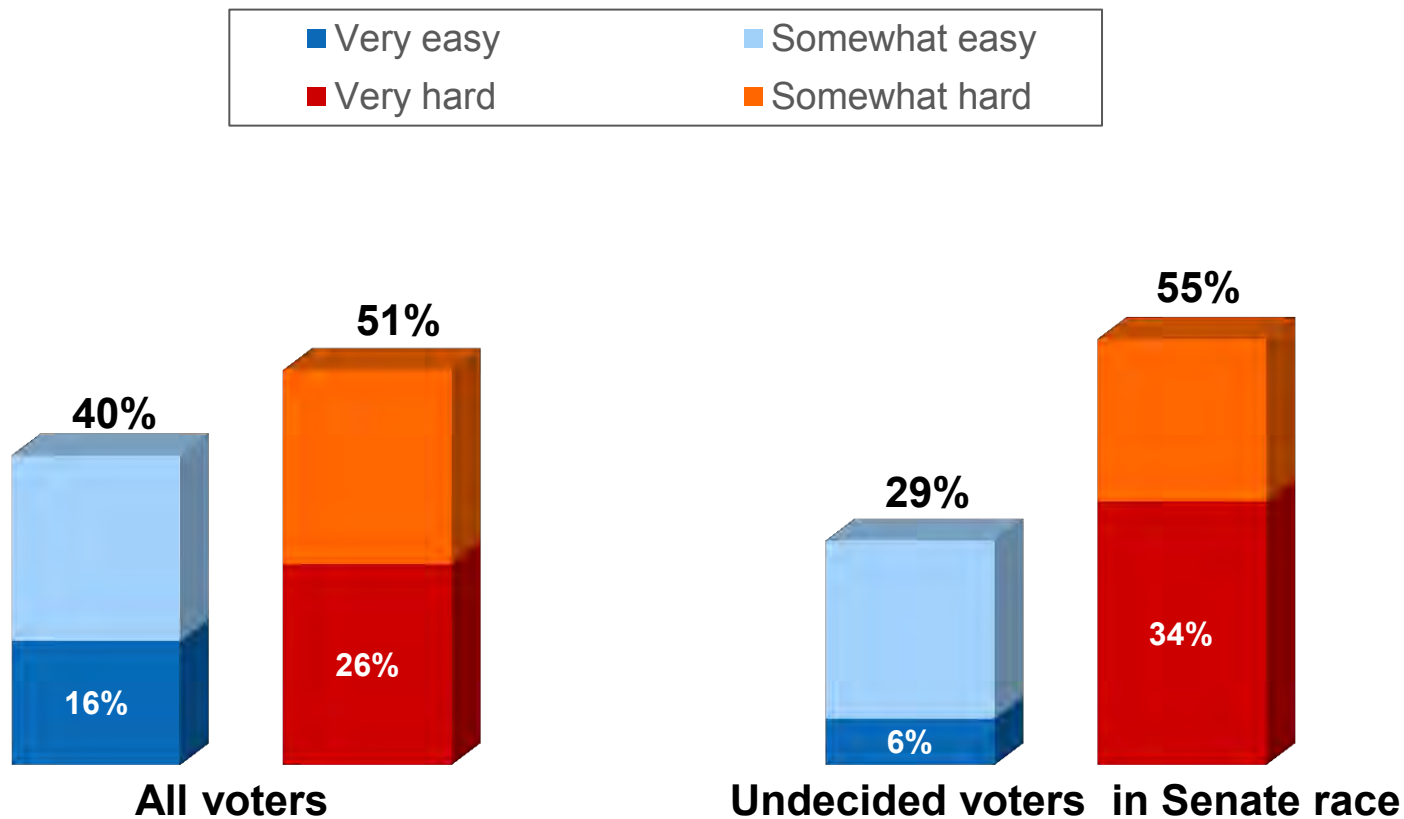
*Trial Heat for North Carolina Senator*





# 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.

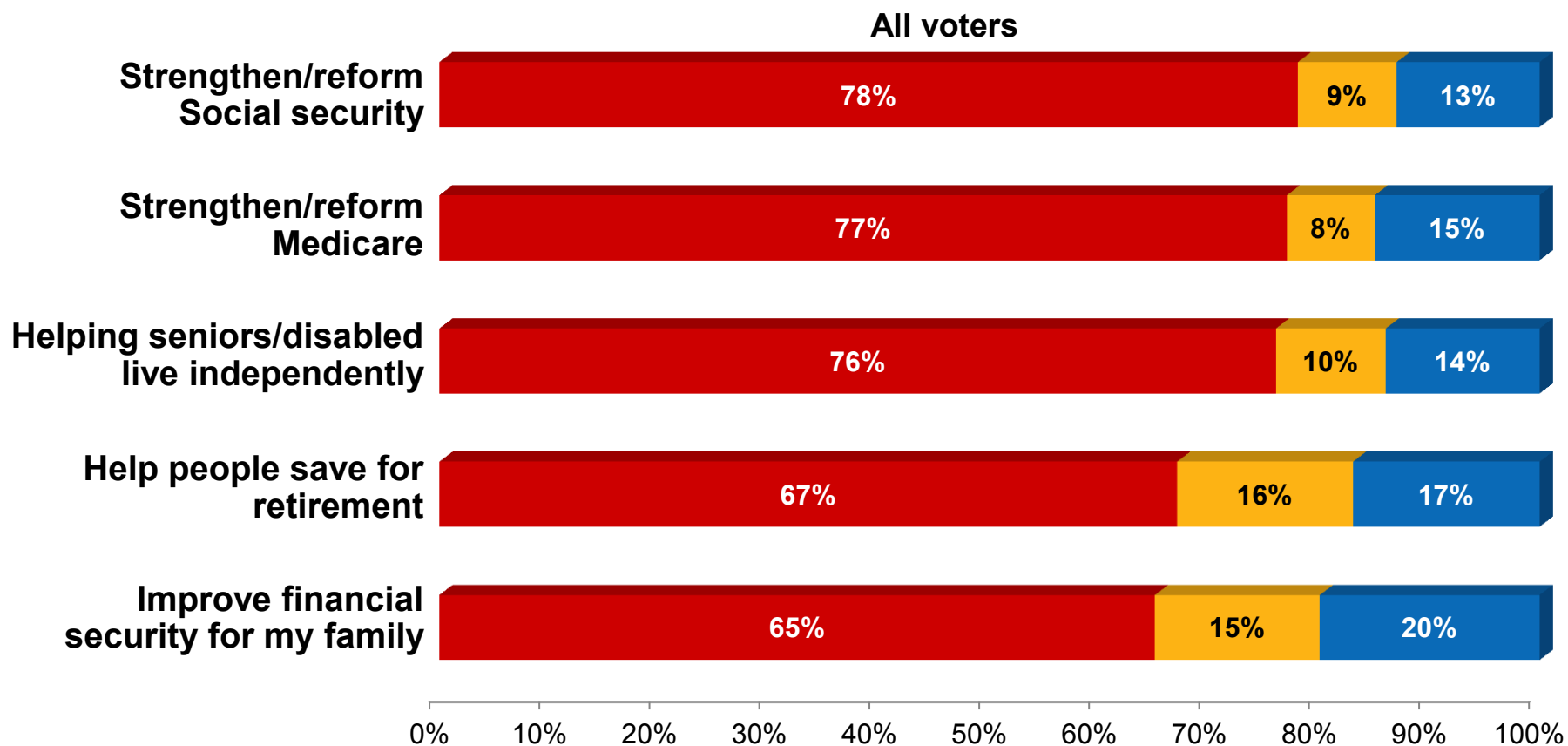
*Is it easy or hard to find objective and reliable information about the record and positions of candidates running for office this November?*



# 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*

■ Need to do more   ■ Not sure   ■ Have done enough

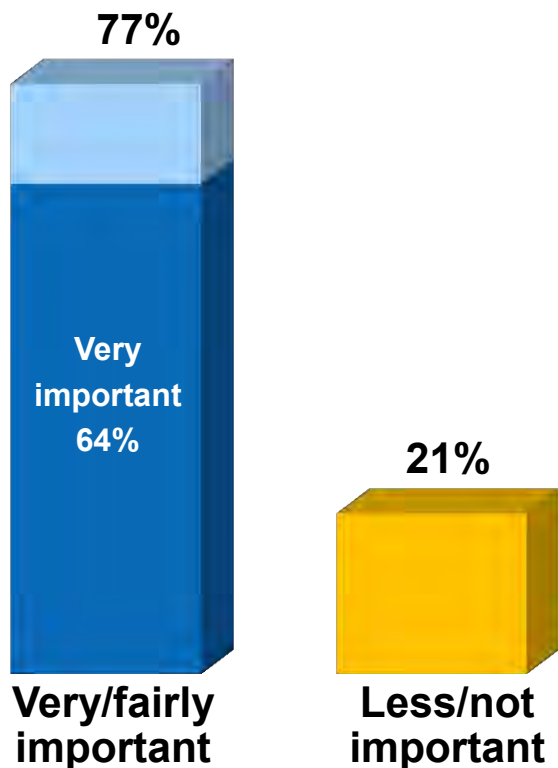


# Voters are looking for candidates who will address their economic anxiety.

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

## Improving my family's financial security

All voters



### Very Important Issue in my Vote Decisions

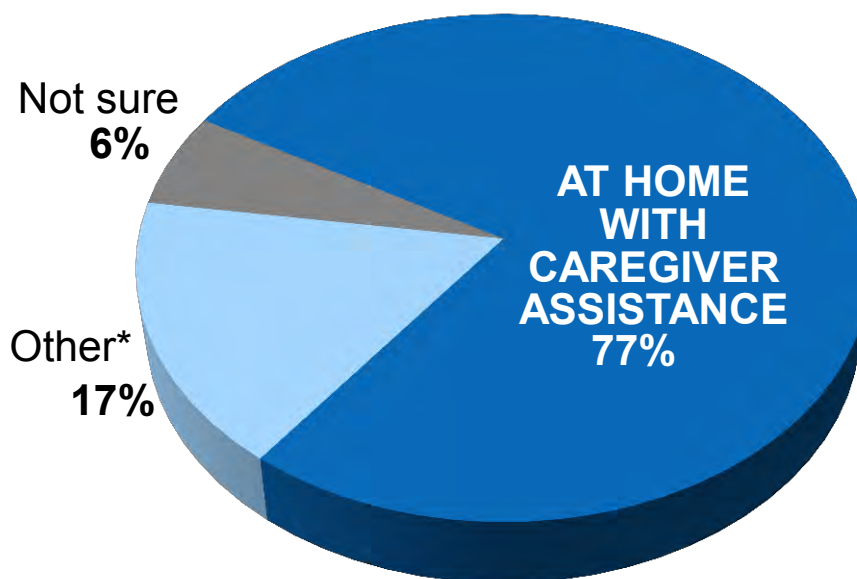
Retirees	65%	Whites	58%
Non-retirees	61%	African Americans	<b>88%</b>
Men	60%	Undecided voters	<b>71%</b>
Women	66%		
Unmarried women	<b>70%</b>		
Married women	64%		
High school/less	<b>81%</b>		
Some college	59%		
College grads	52%		
Income under \$30K	<b>77%</b>		
Income \$30K to \$50K	65%		
Income over \$50K	56%		

# CAREGIVING

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

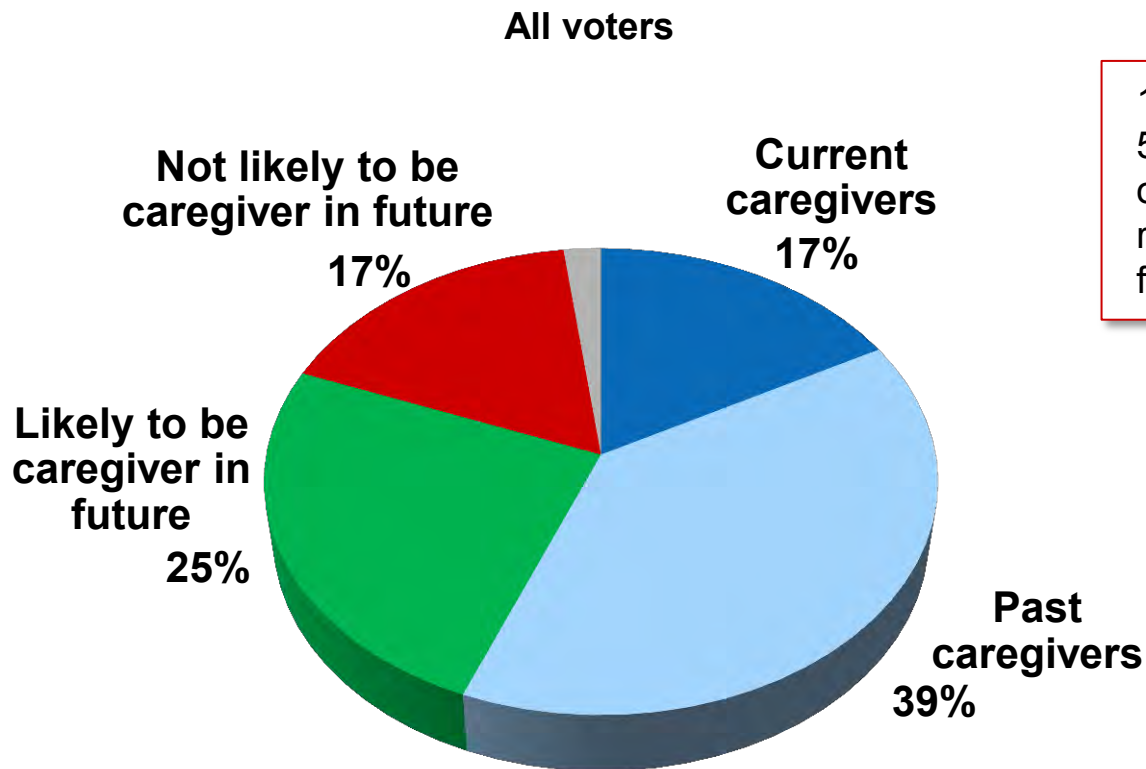
*If a family member or I need help when basic tasks of life become difficult due to aging or illness, I would prefer to receive that help:*

All voters



\*13% assisted living facility;  
4% nursing home

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



12% 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.”

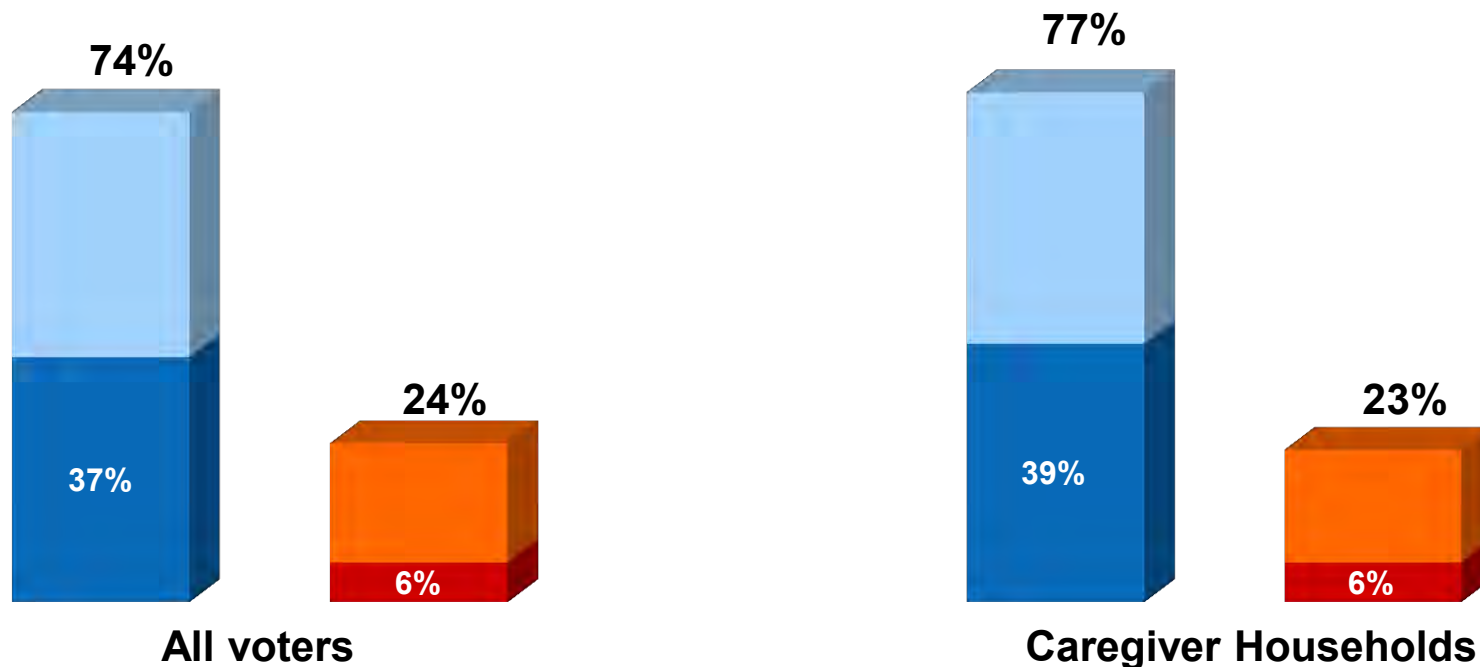
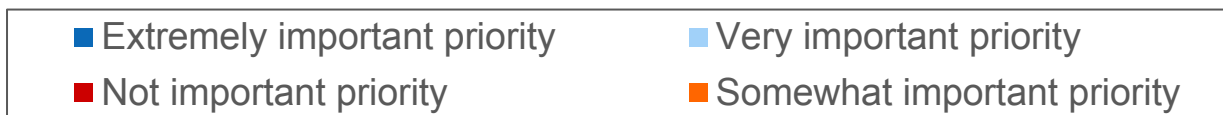
# Caregiver Households\*

	<u>Retirees</u>		<u>Non-retirees</u>
<b>All retirees</b>	<b>60%</b>	<b>All non-retirees</b>	<b>59%</b>
Men	60%	Men	52%
Women	59%	Women	<b>67%</b>
Non-college grads	59%	Non-college grads	59%
College grads	60%	College grads	62%
Age 50 to 69	60%	Age 50 to 59	59%
Age 70/over	59%	Age 60/over	60%
Income under \$40K	57%	Income under \$50K	<b>64%</b>
Income over \$40K	<b>64%</b>	Income over \$50K	58%

\* 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?*



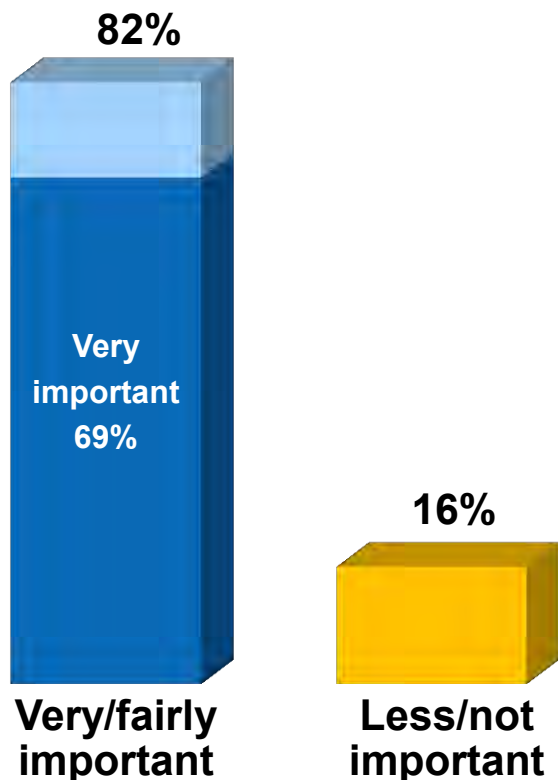


# Helping people live independently is a powerful potential issue for candidates, especially among women and caregivers.

*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	66%	Whites	62%
Women	71%	African Americans	<b>91%</b>
Age 50 to 64	66%	Undecided voters	69%
Age 65/over	72%	Current caregivers	<b>80%</b>
High school/less	<b>84%</b>	Voters who have received care	<b>74%</b>
Some college	69%		
College grads	55%		
Income under \$30K	<b>87%</b>		
Income \$30K to \$50K	69%		
Income over \$50K	58%		

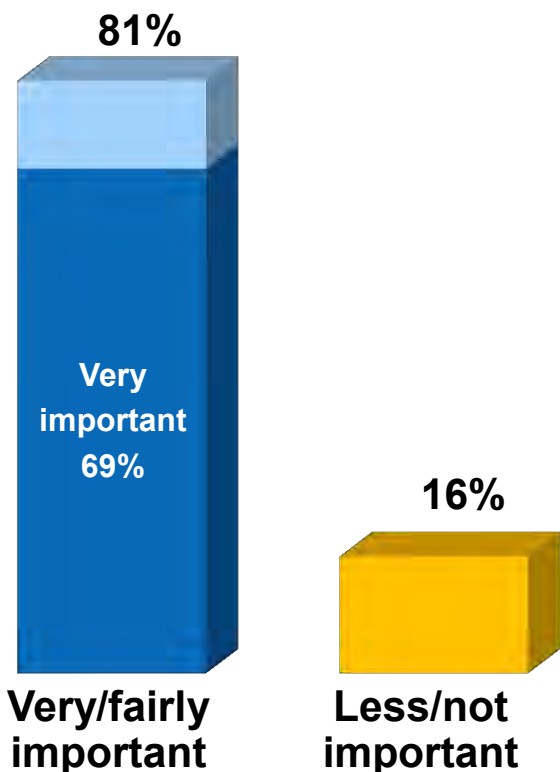
# MEDICARE AND SOCIAL SECURITY

# Seven in ten voters 50+ 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

All voters



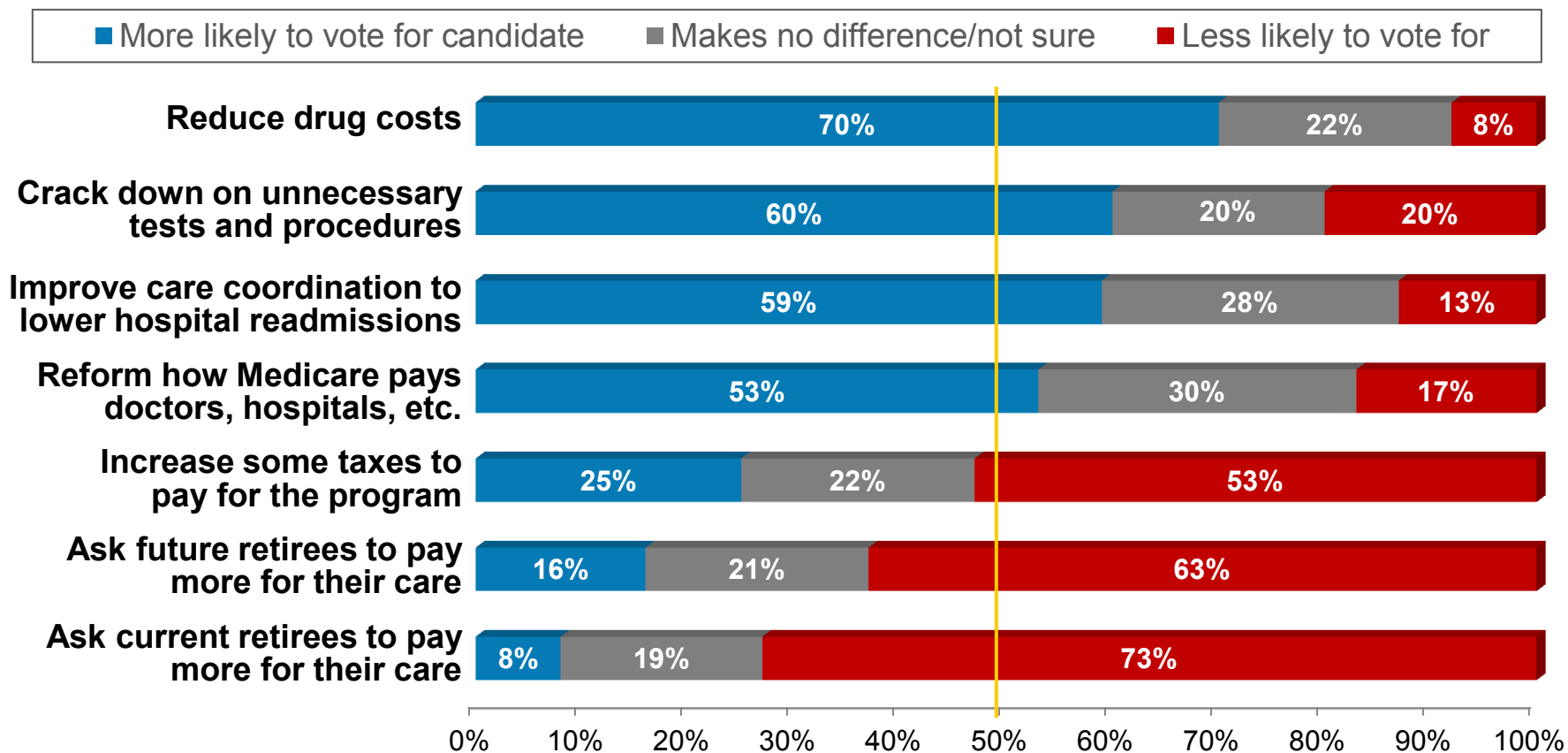
### Very Important Issue in my Vote Decisions

Men	68%	Whites	65%
Women	69%	African Americans	<b>79%</b>
Age 50 to 64	67%	RDU media	67%
Age 65/over	70%	Greensboro media	<b>76%</b>
High school/less	<b>82%</b>	Charlotte media	58%
Some college	69%	Democrats	75%
College grads	57%	Independents	57%
Income under \$30K	<b>77%</b>	Republicans	66%
Income \$30K to \$50K	72%	Undecided voters	69%
Income over \$50K	65%	Receive Medicare	74%

# 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*

**All voters**



# 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?*

## All voters

**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

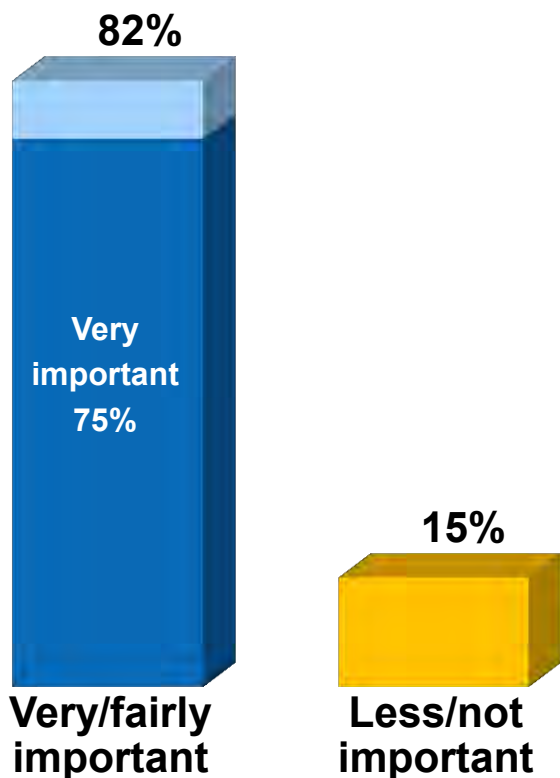


# Social Security will be a key voting issues for 50+ voters in North Carolina.

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

## Strengthening and reforming Social Security

All voters



### Very Important Issue in my Vote Decisions

Men	73%	Whites	71%
Women	75%	African Americans	<b>90%</b>
Age 50 to 64	72%	RDU media	71%
Age 65/over	76%	Greensboro media	76%
High school/less	<b>85%</b>	Charlotte media	72%
Some college	73%	Democrats	<b>84%</b>
College grads	65%	Independents	54%
Income under \$30K	<b>81%</b>	Republicans	71%
Income \$30K to \$50K	<b>80%</b>	Undecided voters	68%
Income over \$50K	71%	Get Social Security	<b>80%</b>

# There is strong opposition to candidates who would support a 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?*

All voters

**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**





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