



# Ohio 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  $\pm 3.5$  percentage points*), conducted June 27- July 8, 2014, including:
  - 431 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 that they have postponed or will postpone retirement.
- Voters 50+ are looking to elect candidates who will focus on improving their financial security.

## Overview

- Governor Kasich holds a 15-point lead in the gubernatorial race, with an additional 15% 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 affordable utilities, independent living, and financial security.
- Voters want more support for caregiving so that the elderly and people with disabilities can live independently. Caregivers and those who have received care constitute 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.

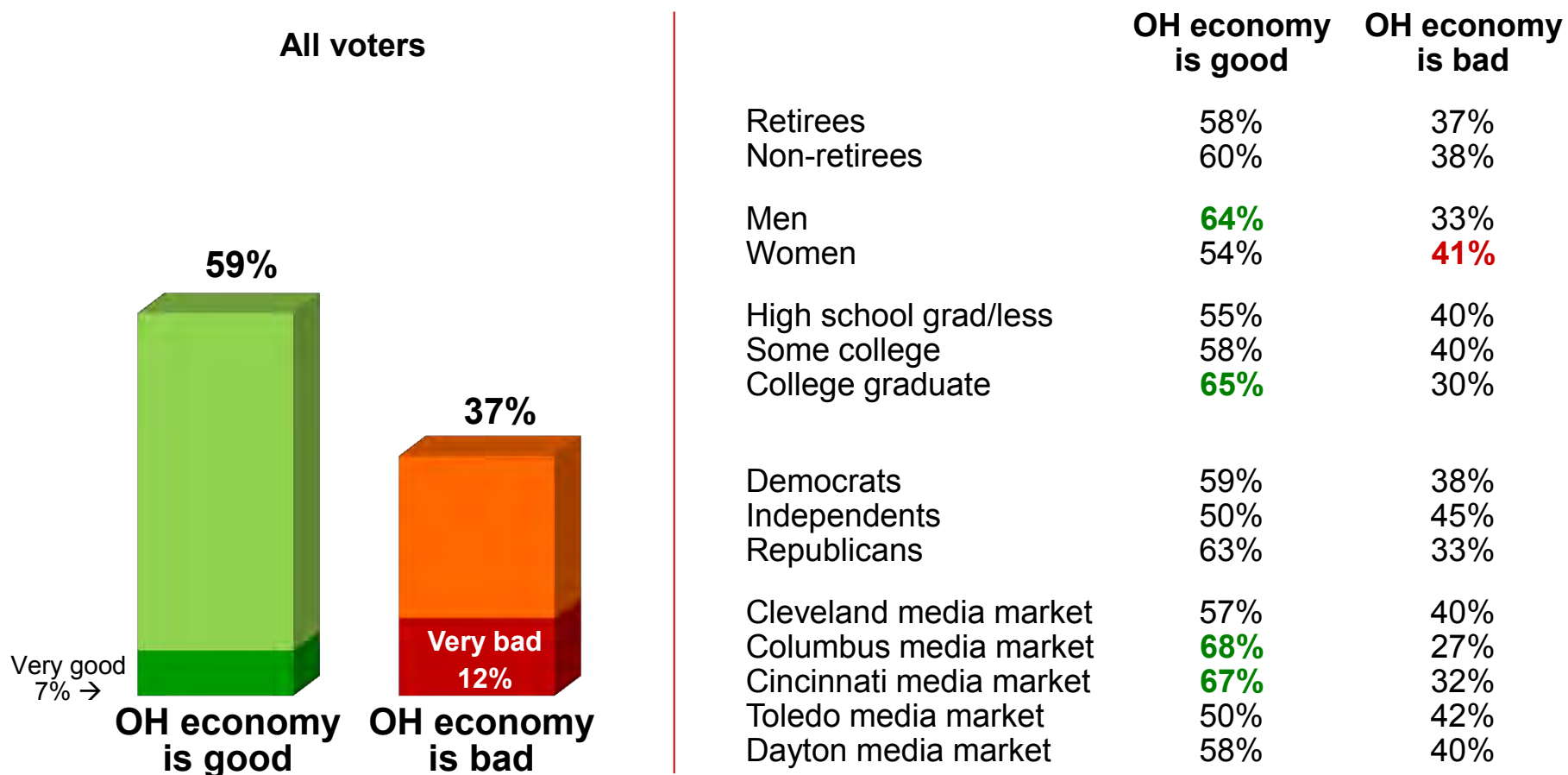
# Profile of Likely Voters Age 50/over

		Retirees	Non-retirees
<b>Gender</b>	Men	48%	46%
	Women	52%	54%
<b>Age</b>	Age 50 to 64	24%	85%
	Age 65 to 74	38%	10%
	Age 75/over	37%	4%
<b>Education</b>	High school grad/less education	48%	35%
	Some college	26%	28%
	College graduate	23%	34%
<b>Race</b>	Whites	89%	91%
	African Americans	10%	8%
<b>Household Income</b>	Household income under \$30K	34%	16%
	Household income \$30 to \$50K	19%	20%
	Household income over \$50K	22%	47%
<b>Party Identification</b>	Democrats	44%	41%
	Independents	19%	17%
	Republicans	37%	42%
<b>Other</b>	Receive Social Security benefits	75%	18%
	Health insurance through Medicare	75%	20%
	Employed (part time or full time)	14%	79%

# ECONOMIC SECURITY

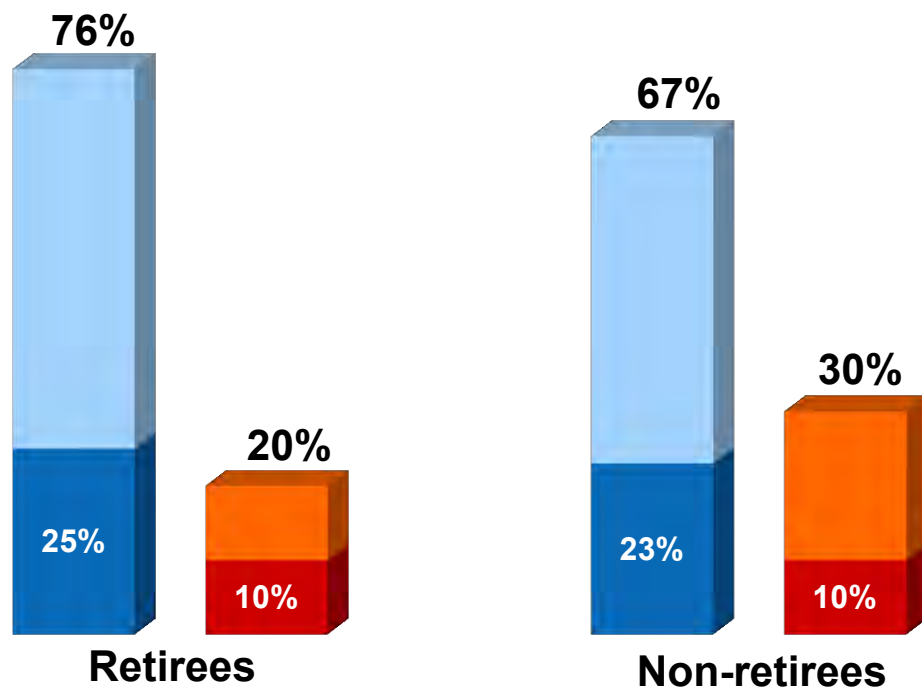
# Voters 50+ see the economy as more good than bad overall, especially men and those with a higher education level.

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



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

*Satisfaction with Own Financial Situation Today*



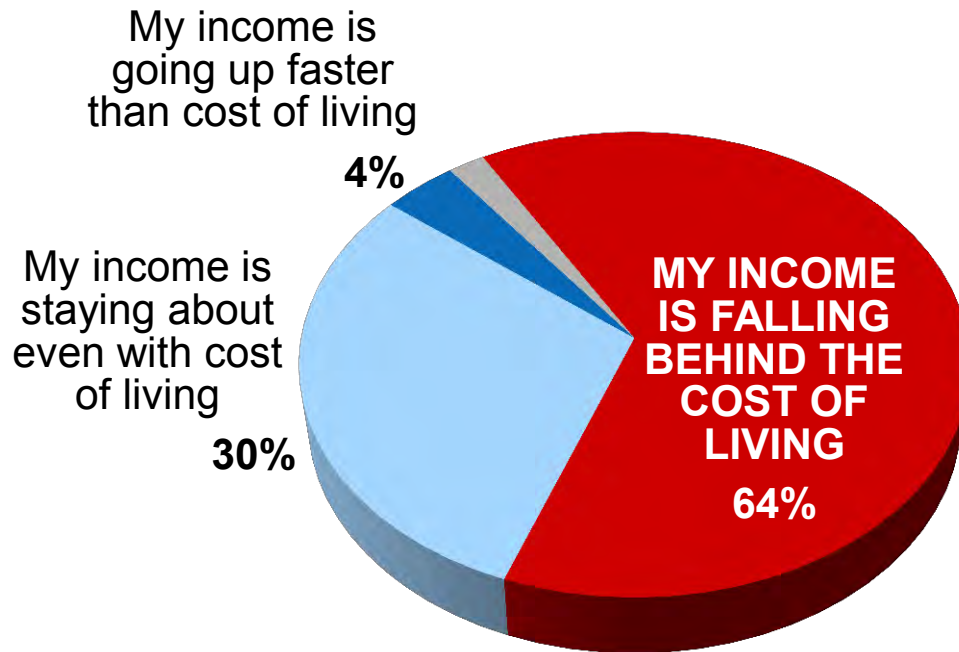
	Dissatisfied (non-retirees)
Men	28%
Women	32%
Age 50 to 59	32%
Age 60/over	27%
Income under \$40K	<b>50%</b>
Income over \$40K	20%



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

## Assessment of Income vs. Cost of Living

All voters

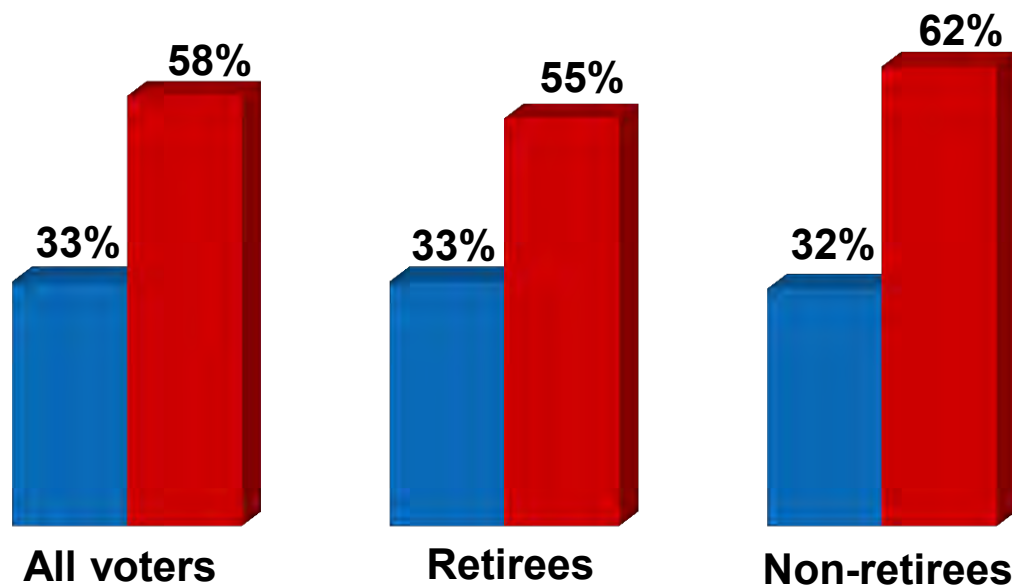


### Income Is Falling Behind

Retirees	64%
Non-retirees	65%
High school grad/less	65%
Some college	<b>71%</b>
College graduates	57%
Income under \$30K	<b>74%</b>
Income \$30K to \$50K	<b>77%</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 Worried and Concerned**

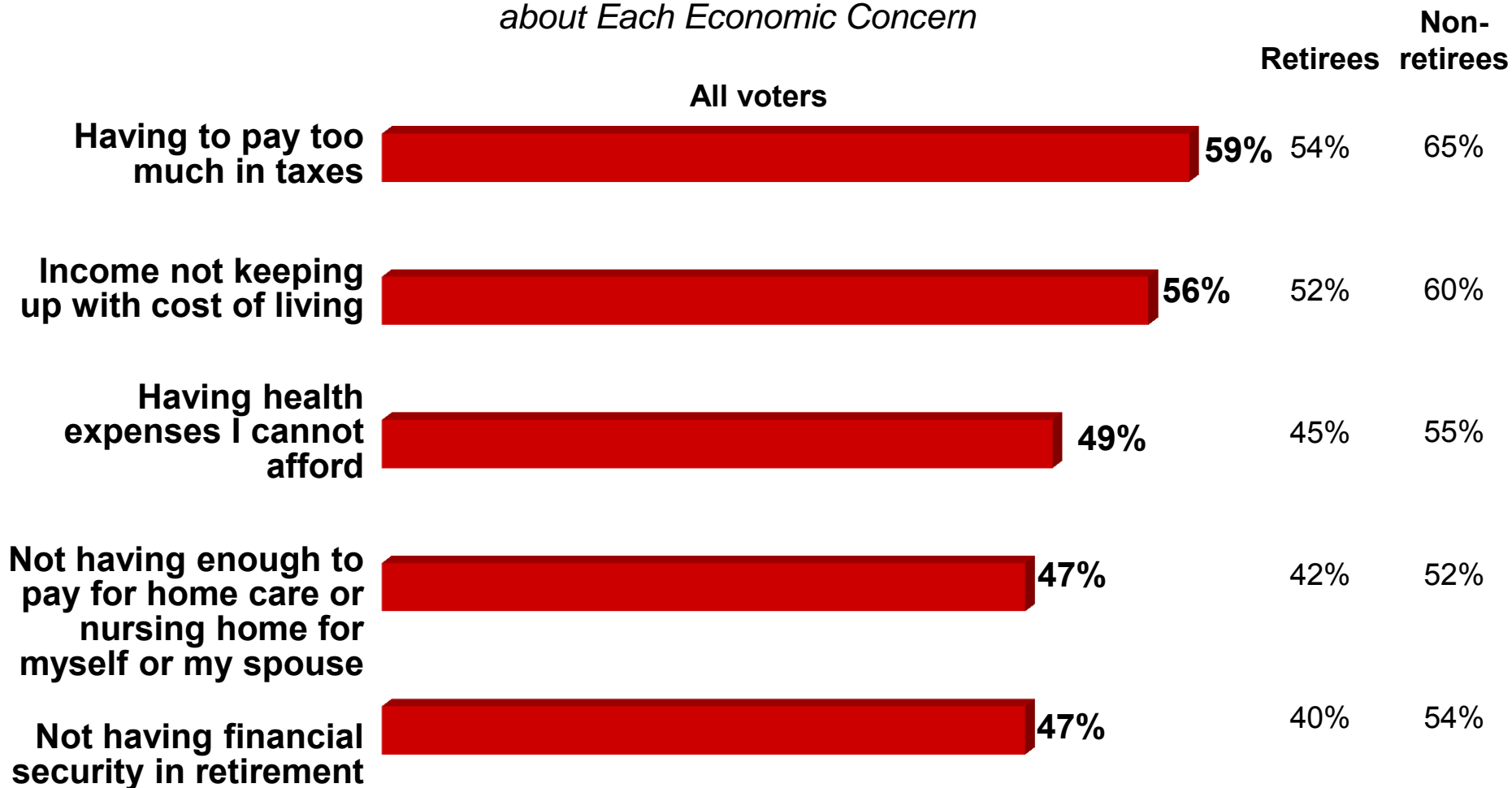
Non-retirees	
Men	58%
Women	<b>65%</b>
Income under \$40K	<b>72%</b>
Income over \$40K	58%
Democrats	59%
Independents	53%
Republicans	<b>68%</b>

## The Economic Anxiety Index

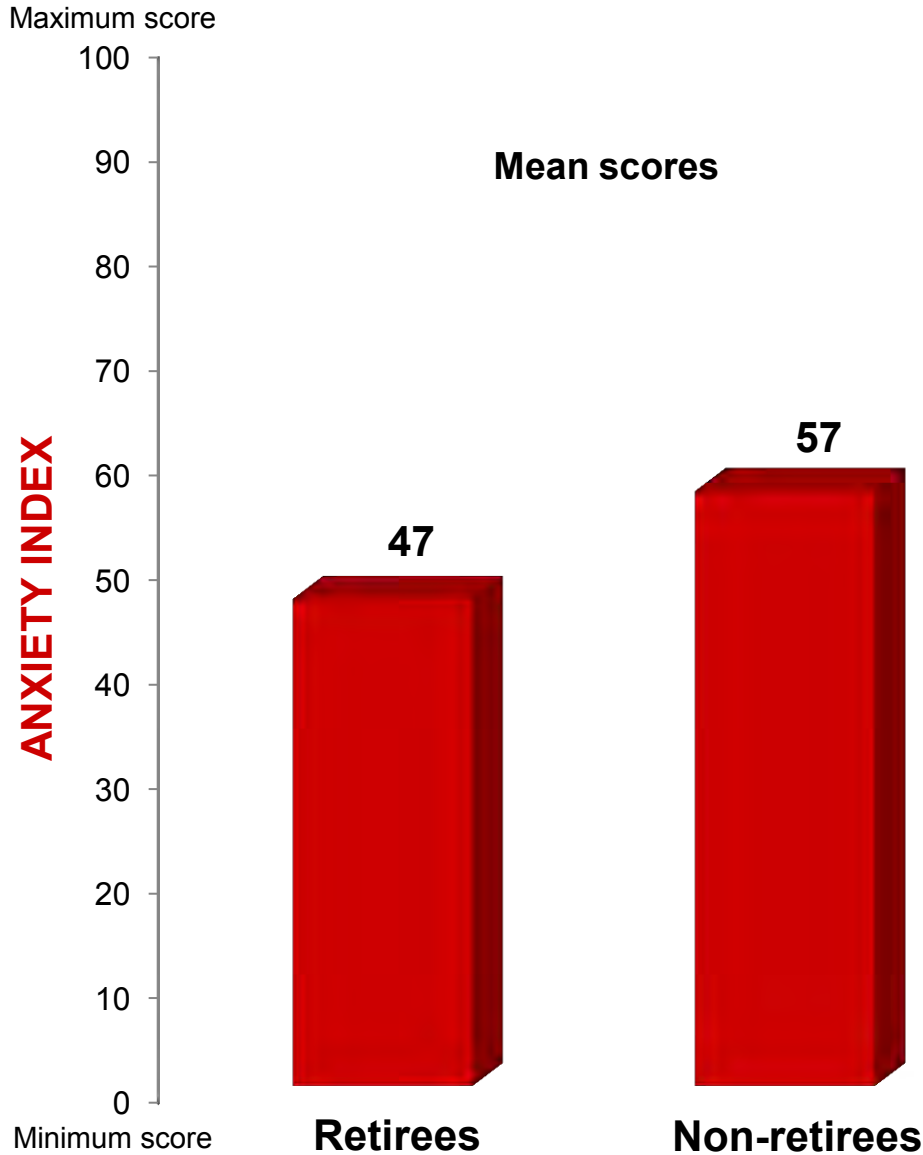
- Voters are assigned 20 points for each of five economic concerns about which they say they worry very or somewhat often. A minimum score of 0 reflects no economic anxiety, while a maximum score of 100 indicates a great deal of economic anxiety.
- The five component concerns of the anxiety index are:
  - Having to pay too much in taxes
  - Income not keeping up with the cost of living
  - Having health expenses they cannot afford
  - Not having enough to pay for home care or a nursing home when they or their spouse get older
  - Not having financial security in retirement

# Components of the Economic Anxiety Index

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



# Economic Anxiety Index Scores

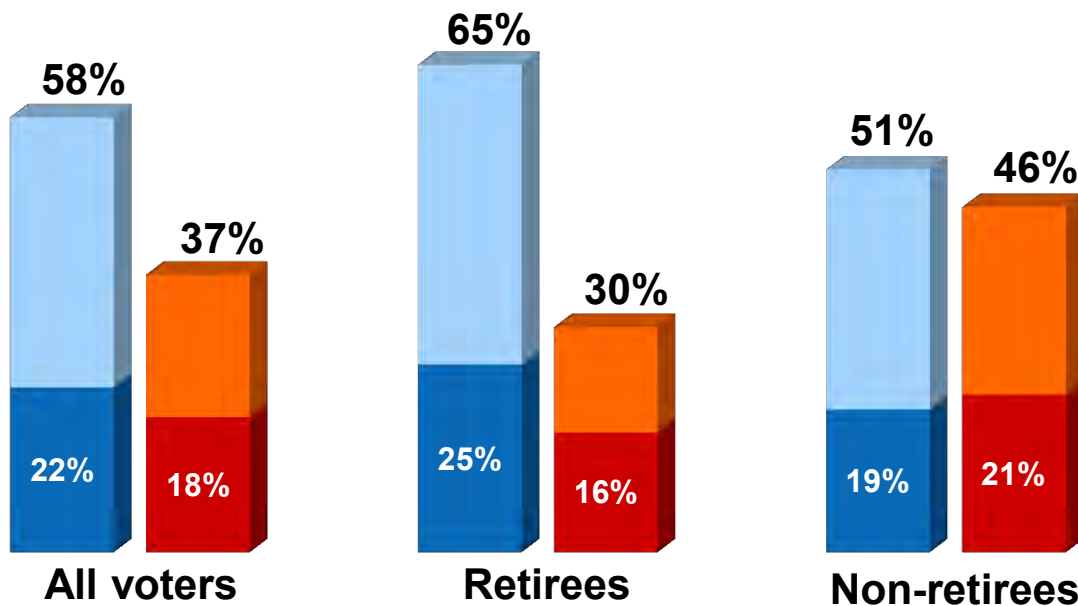


**Key Subgroups of Non-retirees**

	Mean score
Men	58
Women	56
Unmarried	<b>60</b>
Married	56
Non-college grads	<b>60</b>
College graduates	52
Income under \$75K	<b>66</b>
Income over \$75K	52
Democrats	57
Independents	51
Republicans	59
Caregiver/past caregiver	59
Non-caregivers	54

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

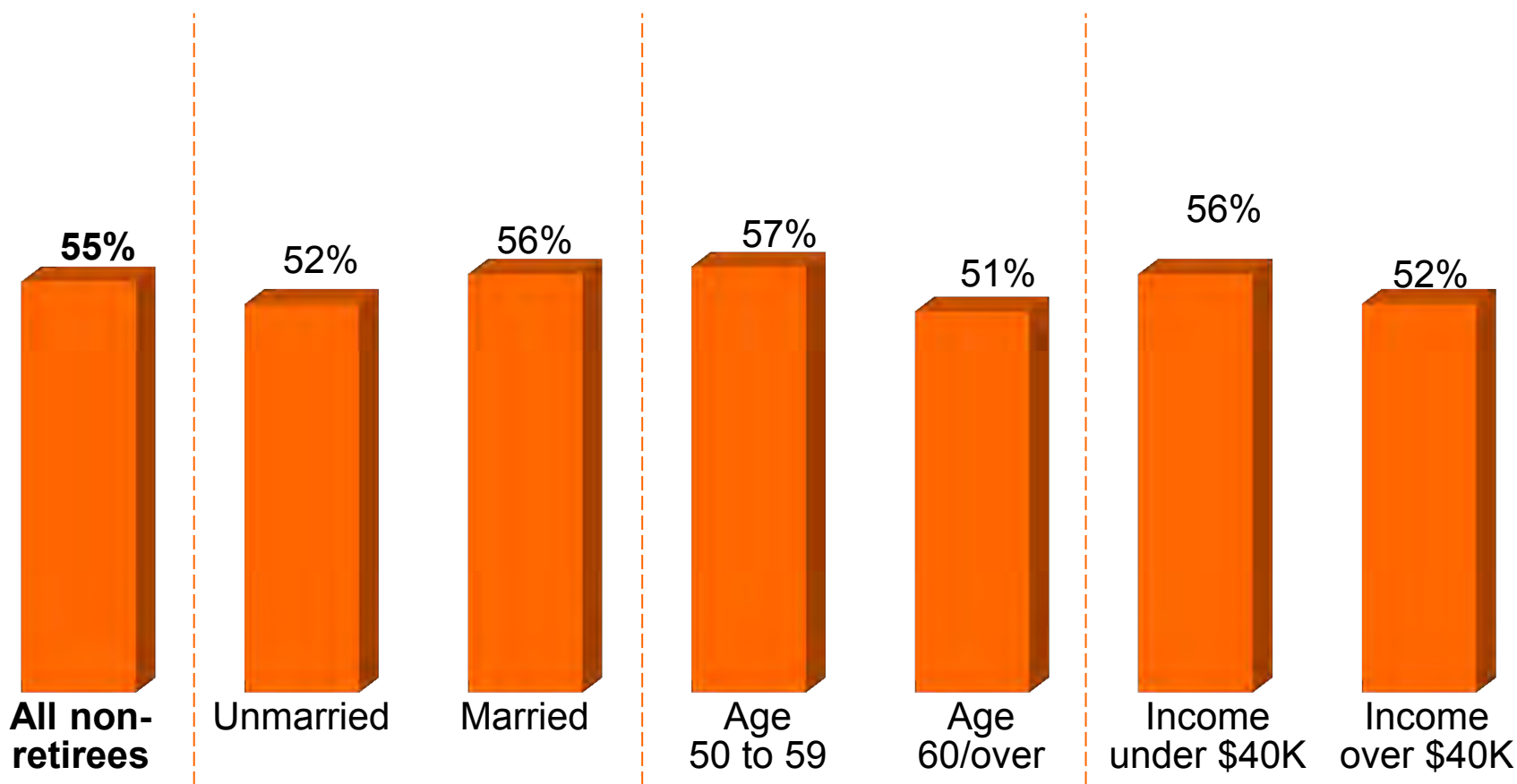
*Satisfaction with Amount of Money Saving/Saved for Retirement*



	Dissatisfied (non-retirees)
Men	43%
Women	<b>48%</b>
Income under \$40K	<b>59%</b>
Income over \$40K	40%

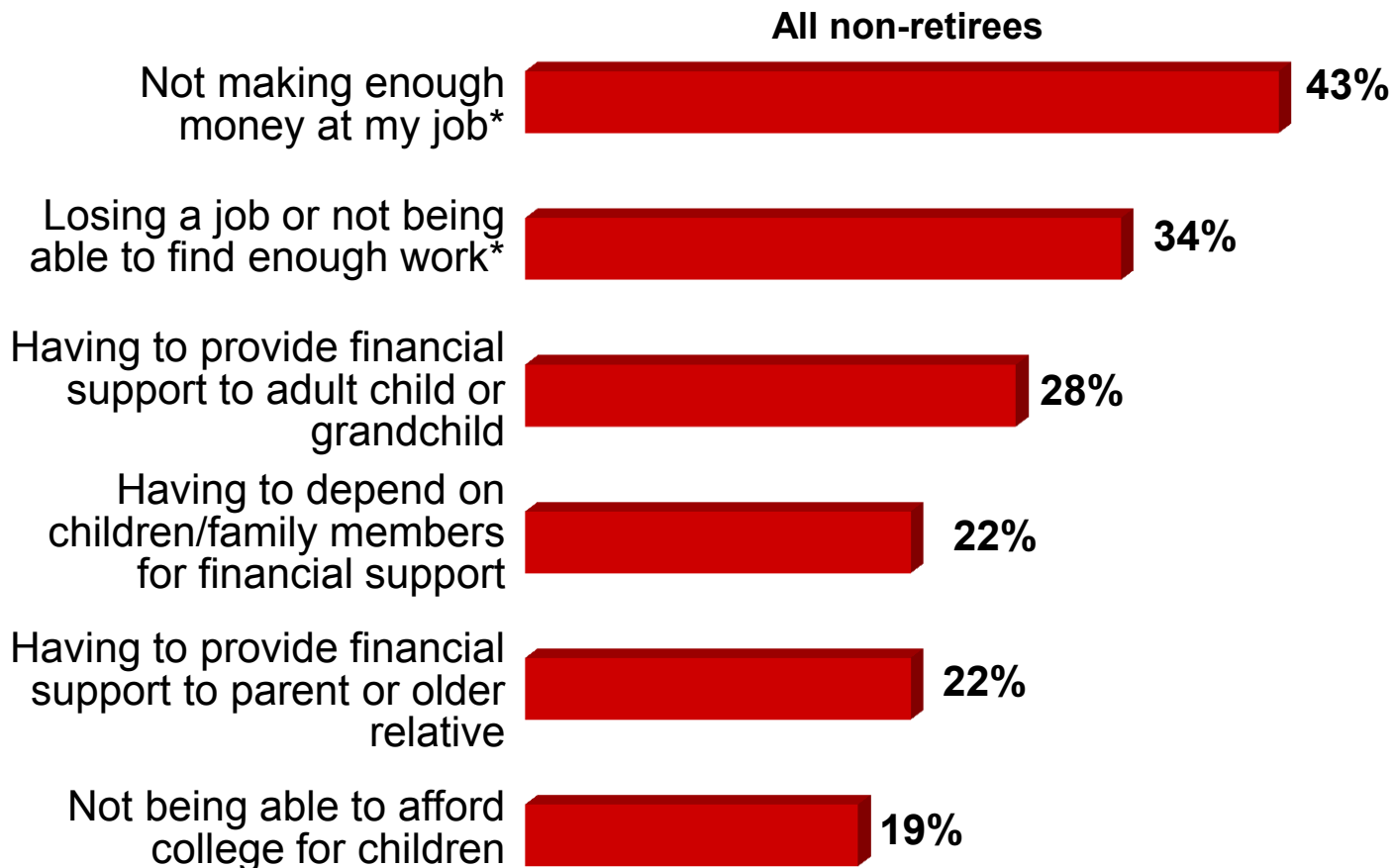
# A majority of non-retirees say they have or will delay their retirement for financial reasons.

*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

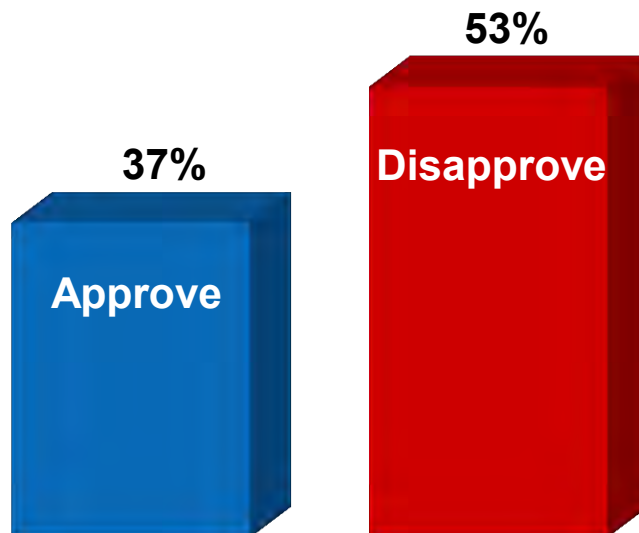


# THE 2014 ELECTION

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

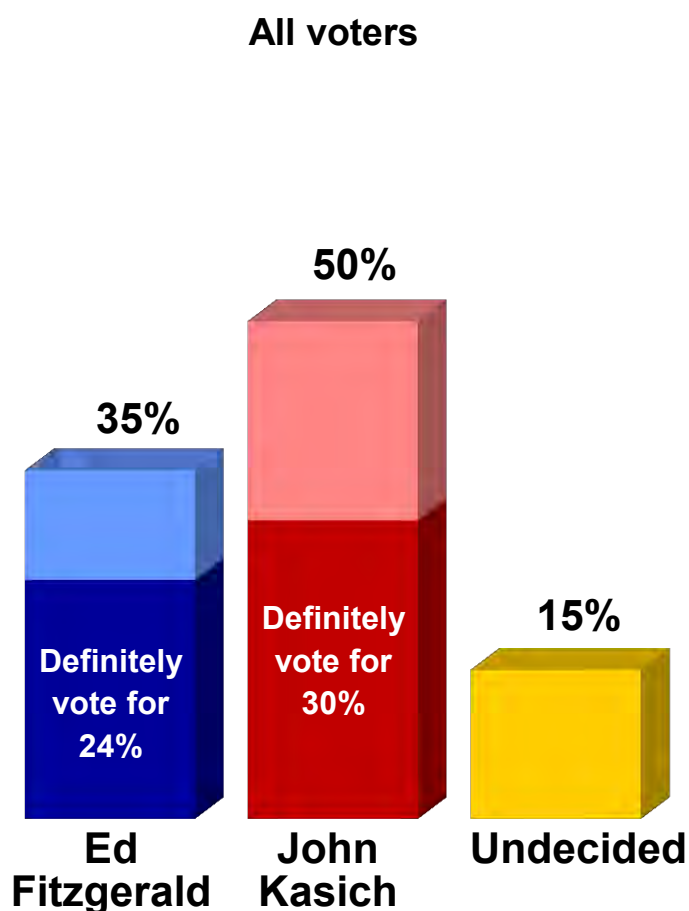
*Job Approval of President Obama*

**All voters**



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

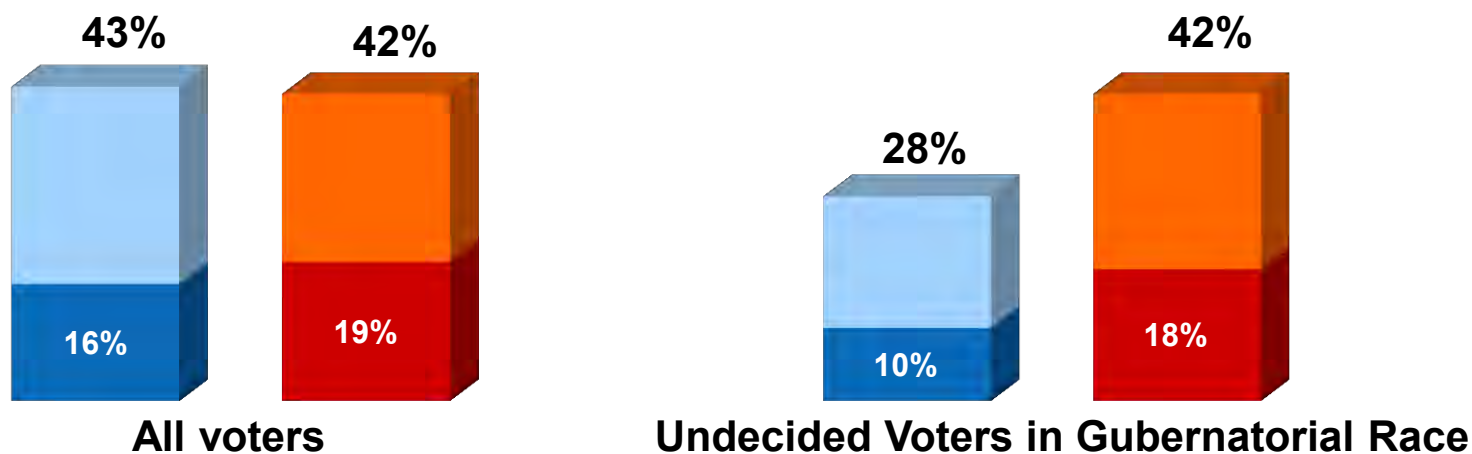
## *Trial Heat for Ohio Governor*



	<b>Ed Fitzgerald</b>	<b>John Kasich</b>
Men	28%	59%
Women	41%	43%
Unmarried women	47%	34%
Married women	37%	48%
Age 50 to 64	34%	51%
Age 65 to 74	37%	50%
Age 75/over	33%	48%
Whites	31%	55%
African Americans	71%	4%
Democrats	70%	17%
Independents	20%	44%
Republicans	3%	90%

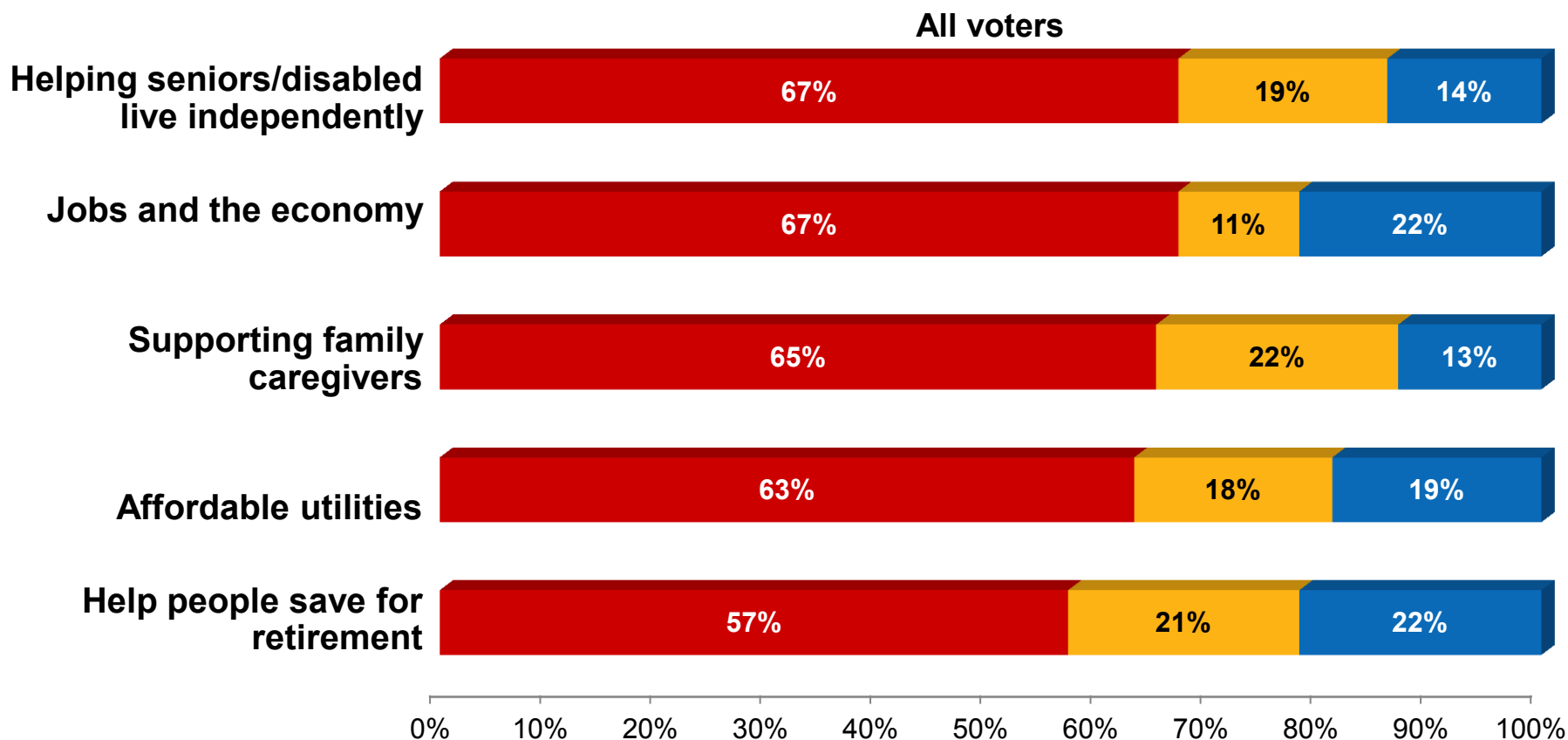
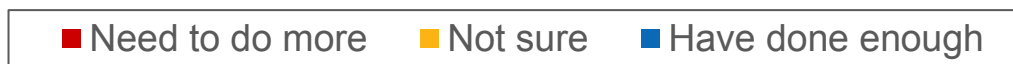
# Over two in five voters say it is hard to find objective and reliable information about the record and positions of candidates running for office this November.

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



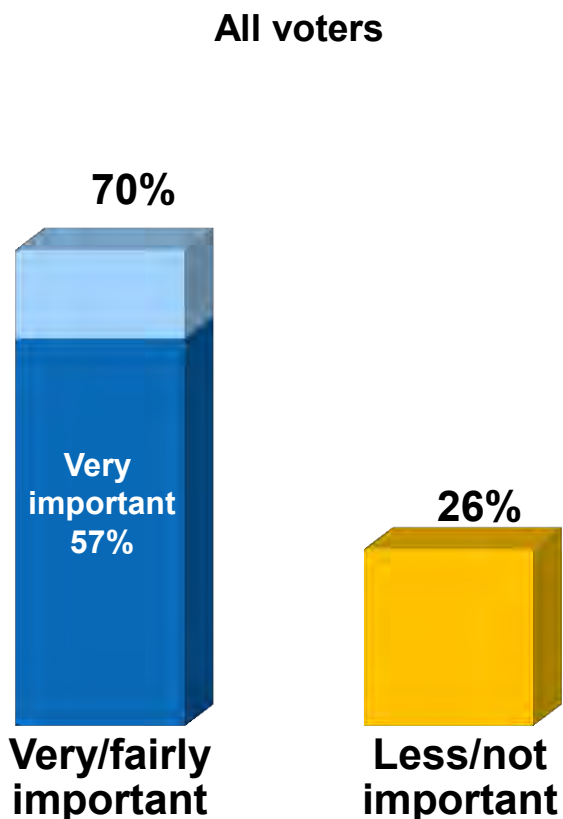
# The candidates need to do more to explain their positions on key voting issues for voters 50+.

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



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

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



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

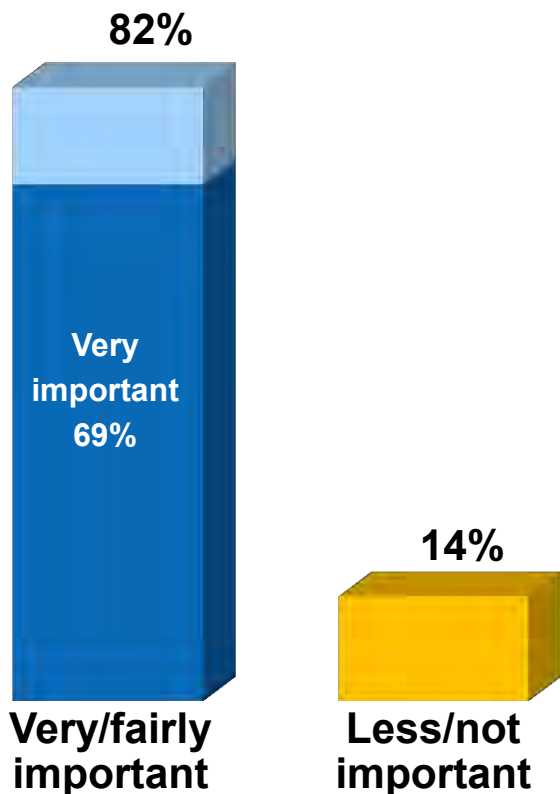
All voters	52%
Men	45%
Women	57%
Age 50 to 64	44%
Age 65 to 74	57%
Age 75/over	62%
Income under \$30K	71%
Income \$30K to \$50K	58%
Income over \$50K	39%

# Affordable utilities are a top-of-mind issue for 50+ voters, particularly lower-income voters and African Americans.

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

## Affordable utilities

All voters



<i>Very Important Issue in my Vote Decisions</i>			
Men	67%	Whites	68%
Women	<b>72%</b>	African Americans	<b>86%</b>
Age 50 to 64	67%	Undecided voters	<b>73%</b>
Age 65/over	<b>71%</b>	Caregiver households	<b>84%</b>
High school/less	75%		
Some college	75%		
College grads	59%		
Income under \$30K	<b>81%</b>		
Income \$30K to \$50K	<b>76%</b>		
Income over \$50K	62%		

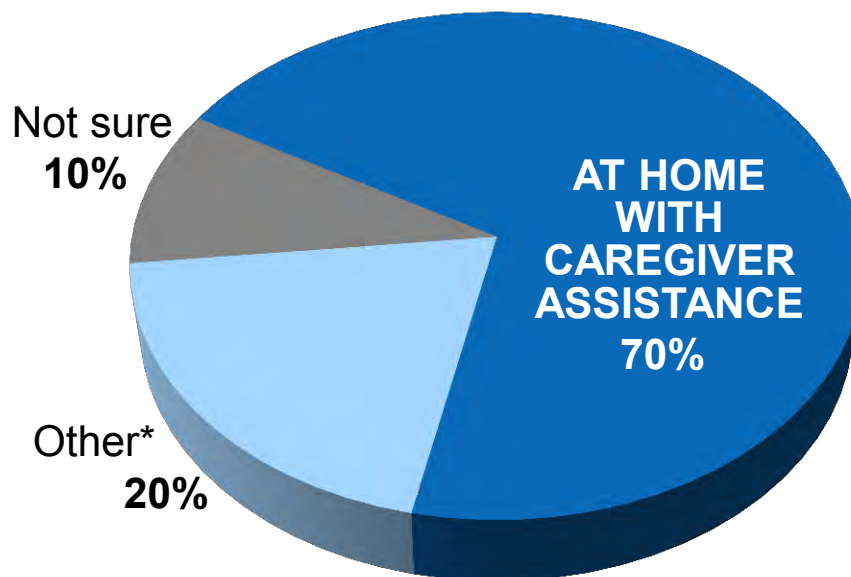
# CAREGIVING



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

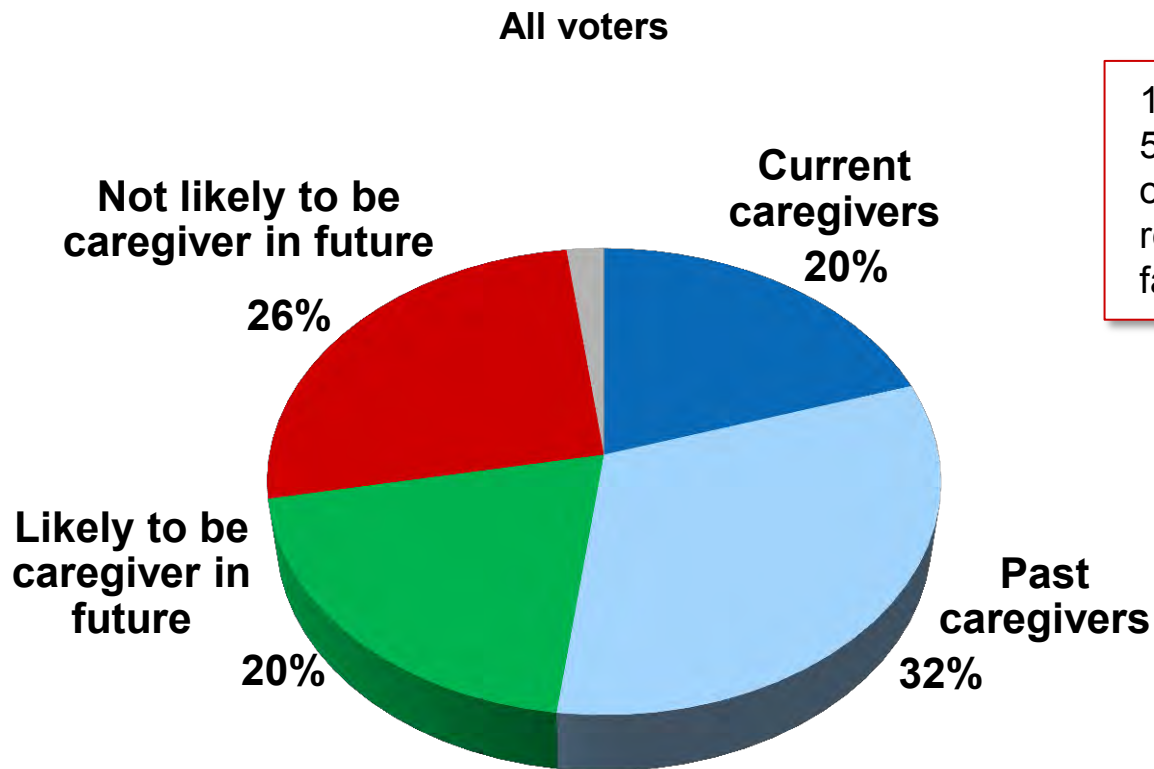
*If a family member or I need help when basic tasks of life become difficult due to aging or illness, I would prefer to receive that help:*

All voters



\*17% assisted living facility,  
3% nursing home

# Many voters 50+ have at some point been a caregiver\* to a 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.”

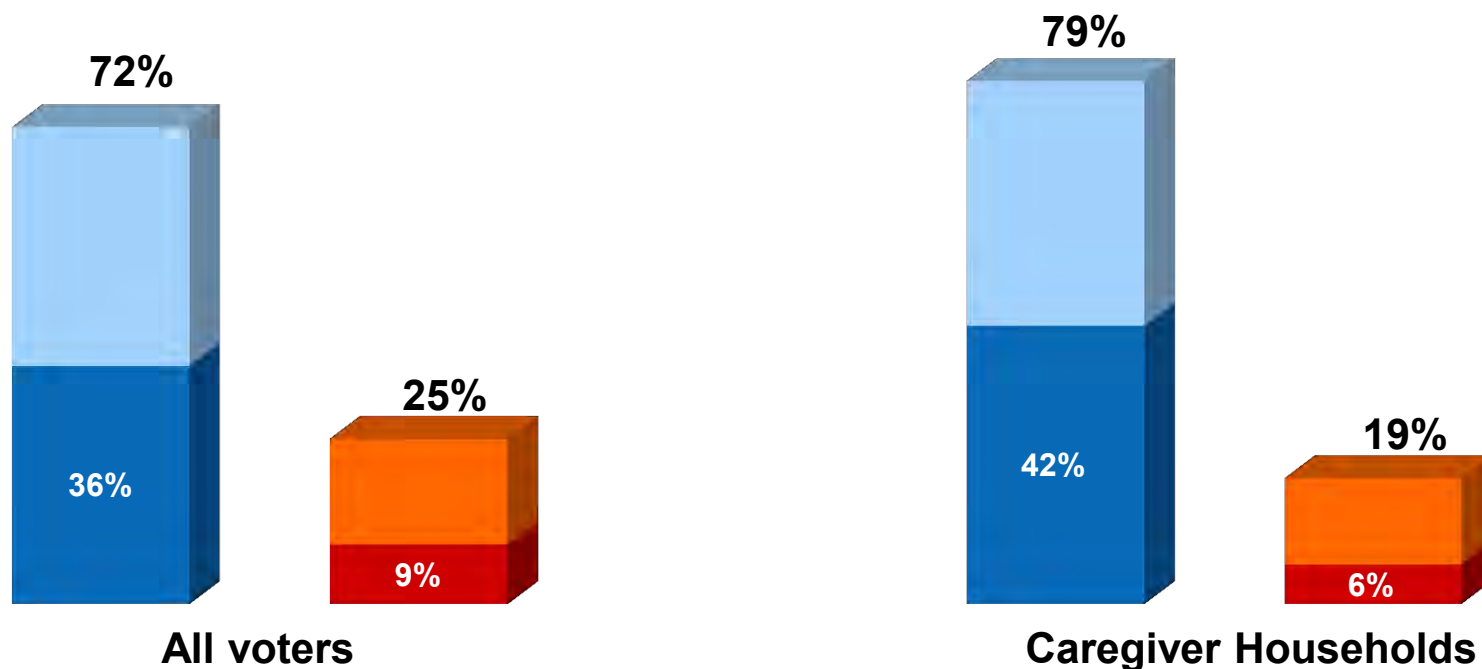
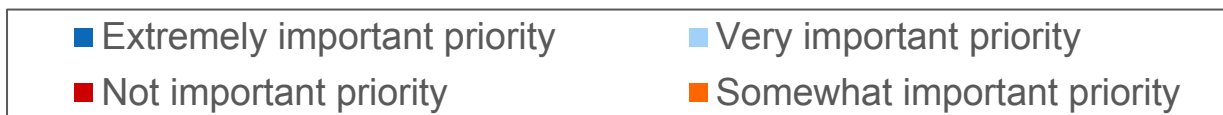
# Caregiver Households\*

	<u>Retirees</u>		<u>Non-retirees</u>
<b>All retirees</b>	<b>55%</b>	<b>All non-retirees</b>	<b>58%</b>
Men	47%	Men	51%
Women	<b>62%</b>	Women	<b>65%</b>
Unmarried	56%	Unmarried	<b>62%</b>
Married	54%	Married	57%
Age 50 to 69	58%	Age 50 to 59	56%
Age 70/over	51%	Age 60/over	<b>62%</b>
Income under \$40K	57%	Non-college grads	58%
Income over \$40K	58%	College grads	60%
		Income under \$75K	60%
		Income over \$75K	50%

\* 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 should 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?*

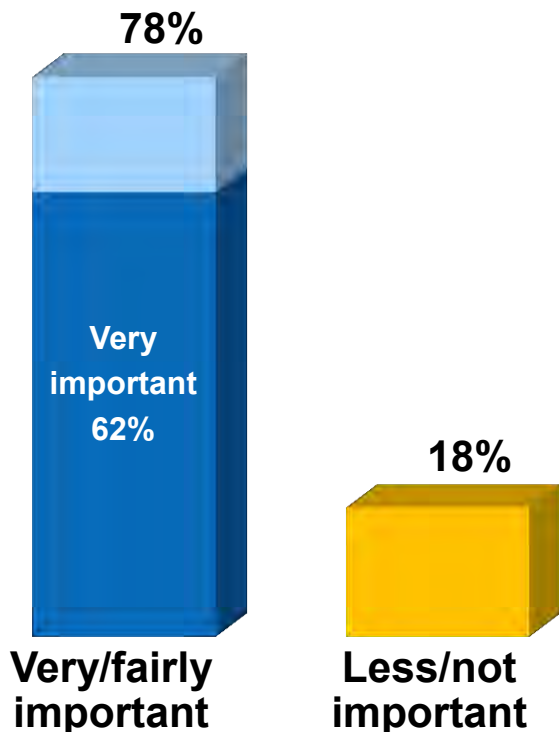


# Helping people live independently is a powerful potential issue for candidates, especially among women and caregivers.

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

## Helping older people and the disabled live independently

### All voters



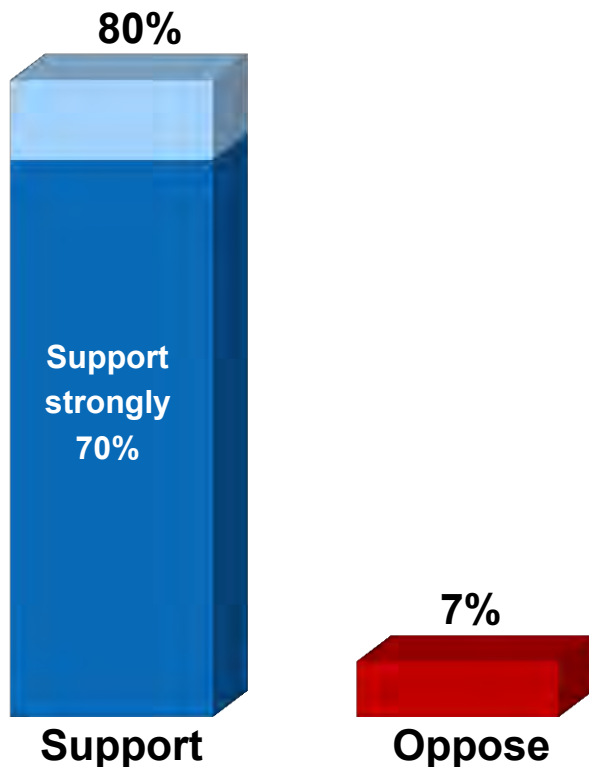
### Very Important Issue in my Vote Decisions

Men	55%	Whites	60%
Women	<b>69%</b>	African Americans	<b>89%</b>
Age 50 to 64	56%	Undecided voters	<b>67%</b>
Age 65/over	<b>70%</b>	Caregiver households	<b>84%</b>
High school/less	69%		
Some college	67%		
College grads	53%		
Income under \$30K	<b>79%</b>		
Income \$30K to \$50K	<b>70%</b>		
Income over \$50K	53%		

# There is near universal support to shift additional federal funding from nursing home to home based care.

*Do you support or oppose shifting funding from nursing home care to home-based care so that more seniors and people with disabilities can receive services in their homes if that is their preference?\**

## All voters



### Strongly support shifting funding

Men	64%
Women	<b>75%</b>
Age 50 to 64	70%
Age 65 to 74	68%
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, Ohio uses about 75% of this funding to provide nursing home care, and 25% to provide care at a person's home."



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