

# **TAKE A STAND™**

## **Women Voters Ages 50+ and the 2016 Election: Thoughts on Social Security and the Presidential Candidates.**

**Results from a survey of 1500 women age 50+ likely to vote this November in 15 battleground states.**

**Prepared by Lake Research Partners and American Viewpoint for AARP  
August 2016**

## About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million that helps people turn their goals and dreams into 'Real Possibilities' by changing the way America defines aging. With staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and promote the issues that matter most to families such as healthcare security, financial security and personal fulfillment. AARP also advocates for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name. As a trusted source for news and information, AARP produces the world's largest circulation magazine, AARP The Magazine and AARP Bulletin. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. To learn more, visit [www.aarp.org](http://www.aarp.org) or follow @aarp and our CEO @JoAnn\_Jenkins on Twitter.

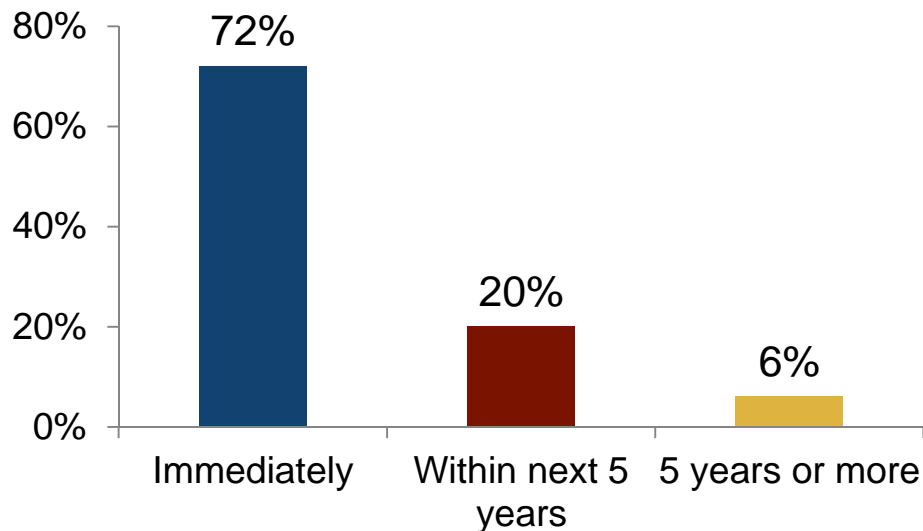
## Acknowledgments

Lake Research Partners and American Viewpoint administered the survey and prepared the report for AARP. For additional information about this report, contact S. Kathi Brown of AARP Research at [skbrown@aarp.org](mailto:skbrown@aarp.org). Media inquiries should be directed to AARP's Media Relations Office at [media@aarp.org](mailto:media@aarp.org).

# Social Security

Regardless of race, age, and party affiliation, a strong majority of women age 50+ want the next President and Congress to address Social Security immediately.

Knowing that benefits will be reduced by nearly 25% after 2034, how quickly do you think the next President and congress need to address this?

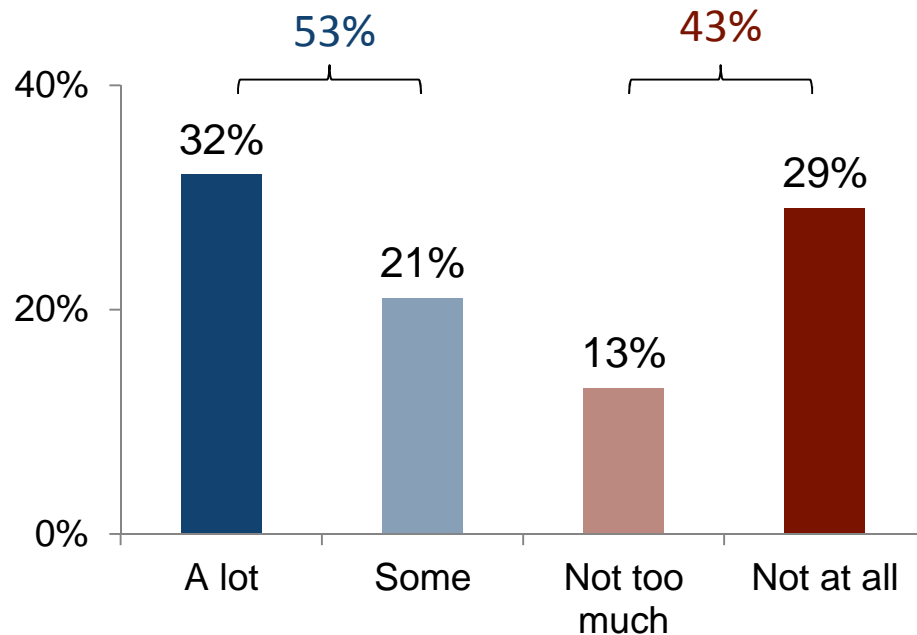


Subgroups of Women 50+	Immediate	Within 5 years
White	71	21
African American	79	13
Latina	78	13
Age 50-64	71	22
Age 65 or older	74	17
Democrat ID	73	20
Independent ID	73	21
Republican ID	72	18
Voting Clinton	71	21
Voting Trump	73	19

Source: Lake Research Partners & American Viewpoint, August 2016

A majority of women across race, party, and presidential vote subgroups believe the cuts to benefits would have an impact on their lives. Women 50-64 years old are the most likely to believe they will be impacted by the cuts.

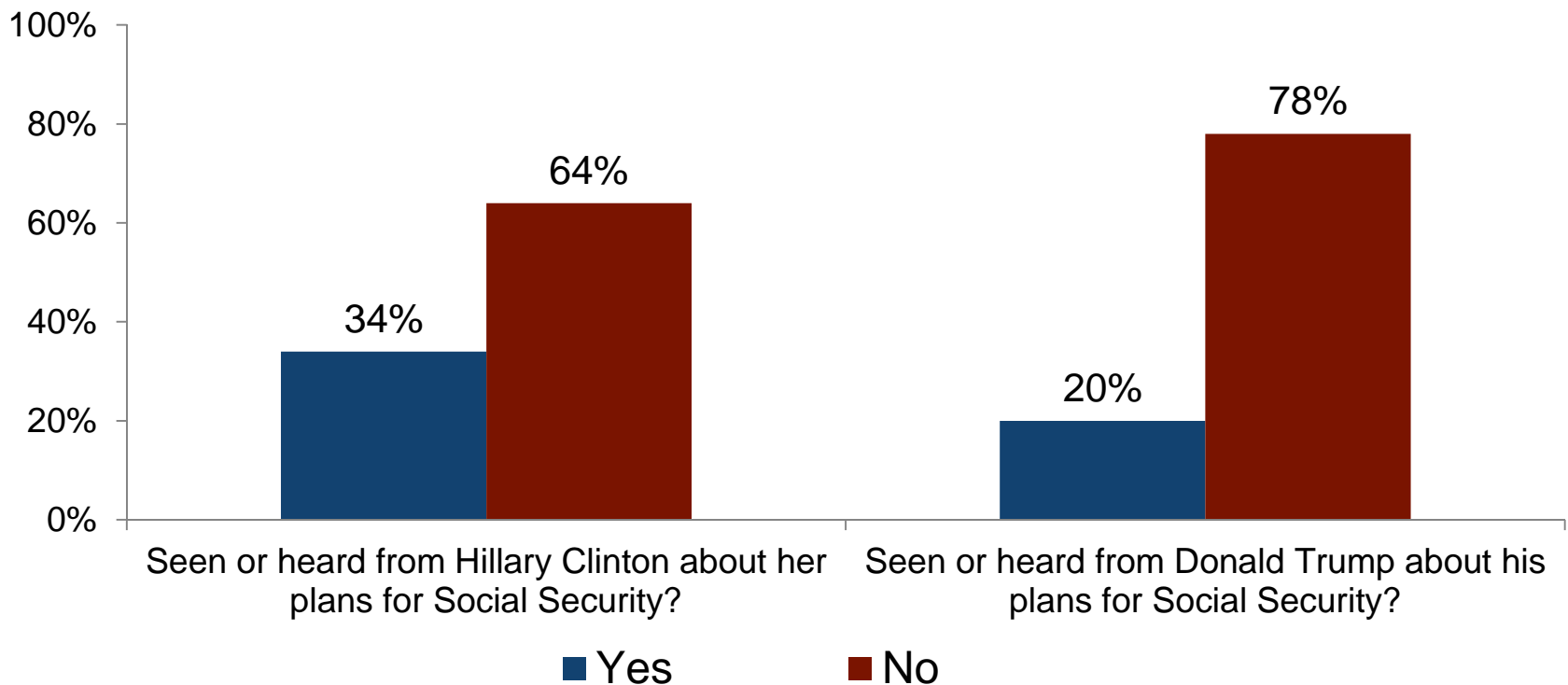
If there are no changes to Social Security, then benefits for the average person will be cut by nearly 25 percent beginning in 2034. How much would that impact you?



Subgroups of Women 50+	A lot + Some	Not much + at all
White	52	44
African American	57	37
Latina	64	31
Age 50-64	66	30
Age 65 or older	40	56
Democrat ID	54	42
Independent ID	52	44
Republican ID	53	43
Voting Clinton	52	45
Voting Trump	56	40

Source: Lake Research Partners & American Viewpoint, August 2016

A majority of women age 50+ have not seen or heard from either candidate on their plans for Social Security. About one third of women age 50+ have seen or heard from Clinton and one in five have seen or heard from Trump.



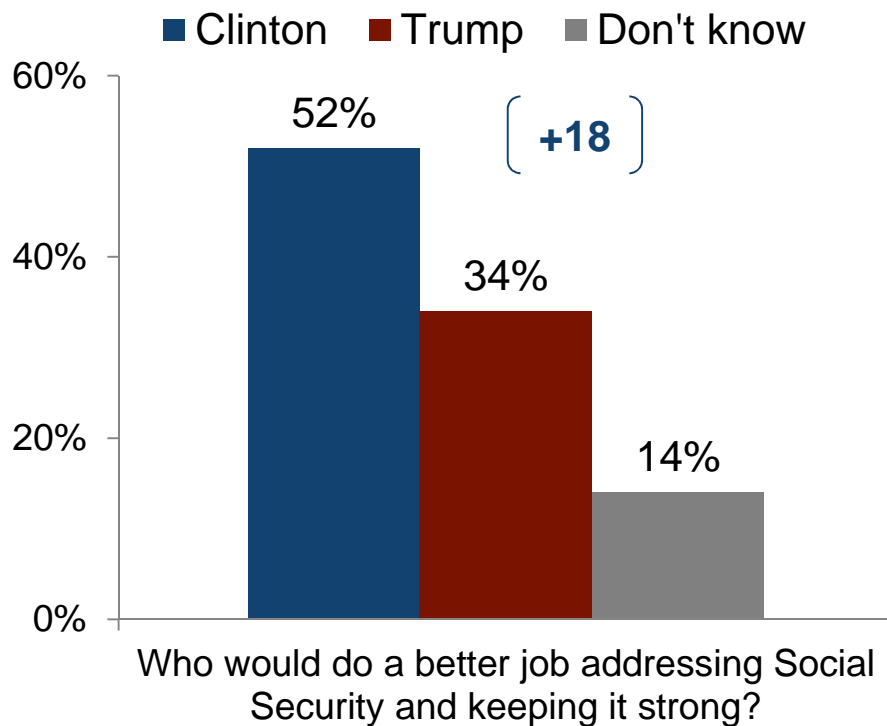
Source: Lake Research Partners & American Viewpoint, August 2016

Women age 50+ across most subgroups are more likely to have seen or heard from Clinton about Social Security than from Trump. Republicans are more likely to have seen or heard from Trump.

Subgroups of Women 50+ who have Seen or Heard from each candidate about Social Security	Clinton	Trump
White	32	20
African American	40	11
Latina	43	24
Age 50-64	33	20
Age 65 or older	35	19
Democrat ID	46	15
Independent ID	31	18
Republican ID	20	27

Source: Lake Research Partners & American Viewpoint, August 2016

A majority of women age 50+ believe Hillary Clinton would do a better job addressing Social Security and keeping it strong. A plurality of White women and Independents agree.



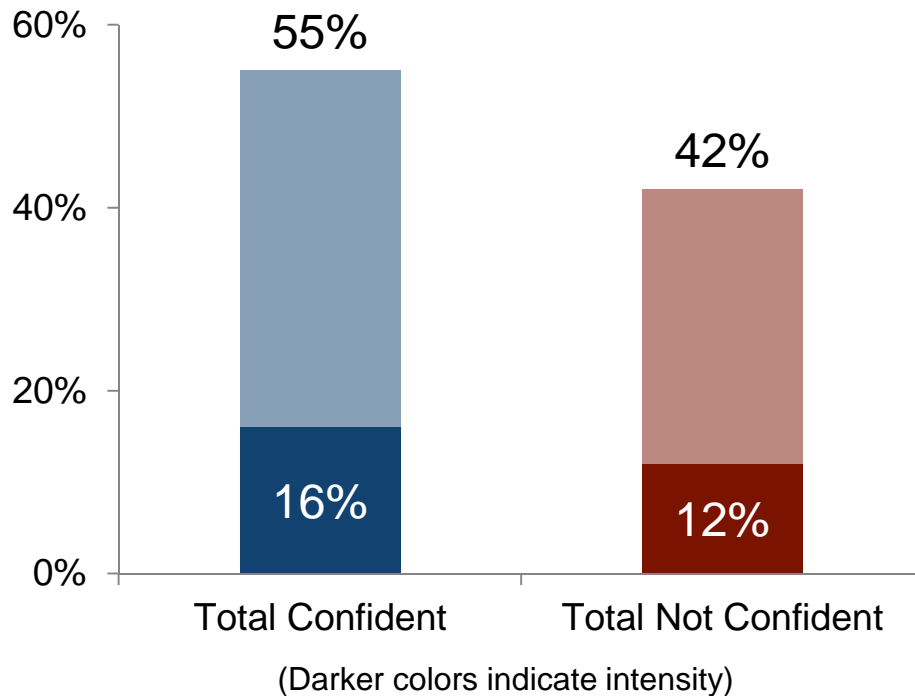
Subgroups of Women 50+	Clinton	Trump
White	46	39
African American	84	7
Latina	69	17
Age 50-64	53	33
Age 65 or older	51	35
Democrat ID	88	5
Independent ID	45	30
Republican ID	11	73

Source: Lake Research Partners & American Viewpoint, August 2016



More than two in five women age 50+ (42%) are not confident that Social Security will be there for them and for future generations. This includes roughly half of Republicans (50%) and Independents (49%).

How confident are you that Social Security will be there for you and for future generations?

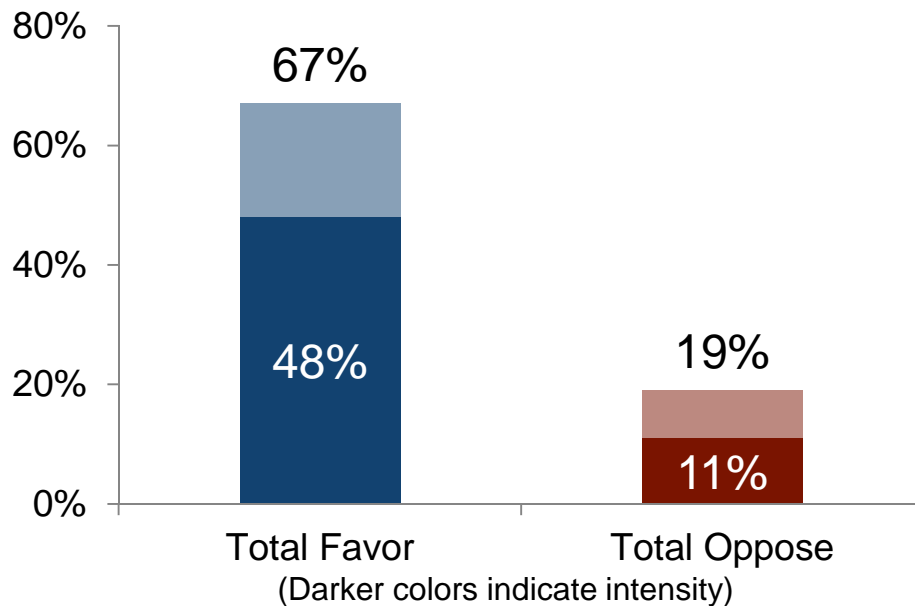


Subgroups of Women 50+	Total Confident	Total Not Confident
White	54	43
African American	60	36
Latina	53	43
Age 50-64	54	44
Age 65 or older	56	39
Democrat ID	64	33
Independent ID	47	49
Republican ID	47	50
Voting Clinton	66	30
Voting Trump	48	49

Source: Lake Research Partners & American Viewpoint, August 2016

Strong majorities of women age 50+ across subgroups support the proposed caregiver credit, including 78% of Democrats, 55% of Republicans, and 59% of Independents.

Do you favor or oppose a proposal to give credit when it comes to calculating Social Security benefits to people for the time they take away from work to care for parents, spouses, children, or other relatives?

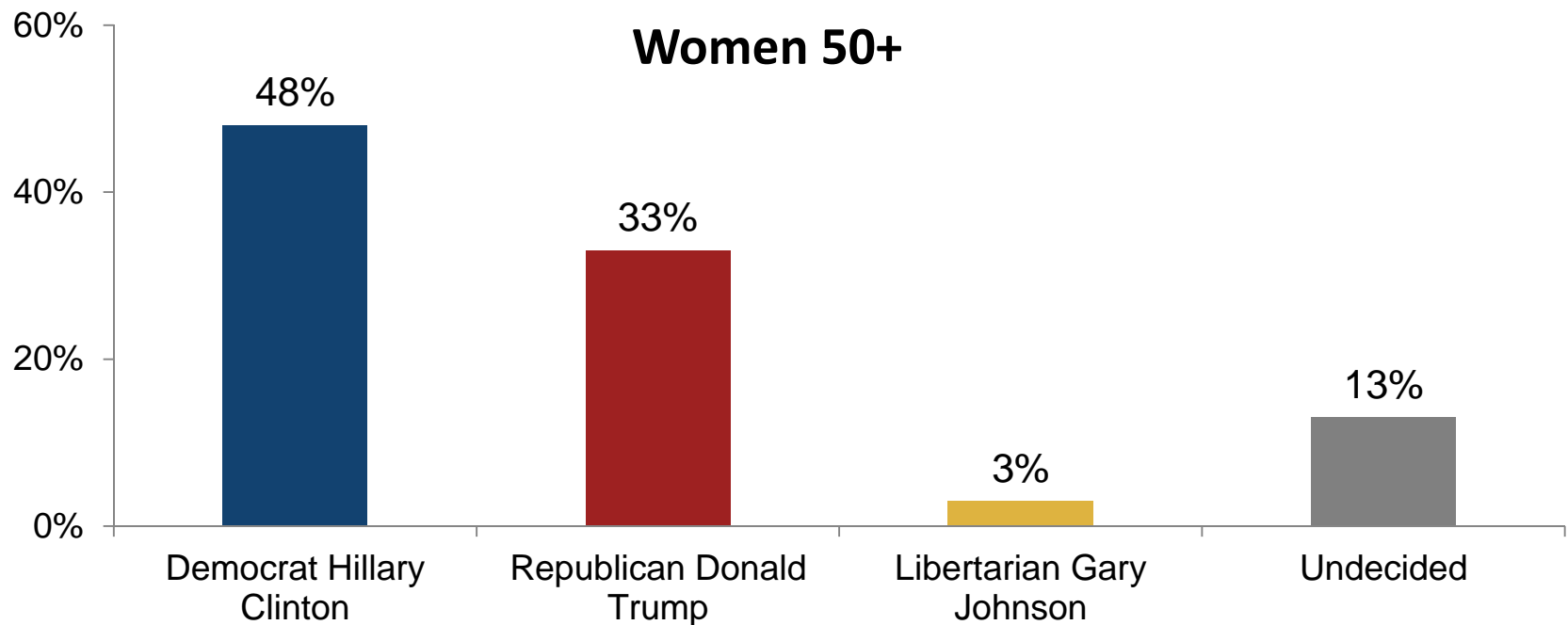


Subgroups of Women 50+	Total Favor	Total Oppose
White	64	20
African American	81	10
Latina	80	8
Age 50-64	70	17
Age 65 or older	64	20
Democrat ID	78	11
Independent ID	59	23
Republican ID	55	27
Voting Clinton	78	11
Voting Trump	53	29

Source: Lake Research Partners & American Viewpoint, August 2016

# Presidential Preferences

# Heading into this year's Presidential election, Hillary Clinton leads Donald Trump among women age 50+ by 15 points.



Note: Percentages do not sum to 100% due to respondents who expect to vote for another candidate or refused to answer.

Source: Lake Research Partners & American Viewpoint, August 2016

Clinton's lead over Trump crosses race and age subgroups. While she has a 5 point advantage over Trump among white women, her lead over Trump among African American and Latina women is much stronger.

Subgroups of Women 50+	Clinton	Trump	Johnson	Undecided
White	43	38	4	12
African American	80	4	1	11
Latina	66	15	4	12
Age 50-64	50	32	4	11
Age 65 or older	46	33	2	15
Democrat ID	86	3	1	8
Independent ID	35	23	8	27
Republican ID	6	75	4	12

Source: Lake Research Partners & American Viewpoint, August 2016

# Survey Methodology

- This survey was conducted by telephone using professional interviewers from August 1, 2016 through August 7, 2016 by Lake Research Partners and American Viewpoint for AARP. The survey reached a total of 1,500 women ages 50+ across 15 key battleground states (AZ, CO, FL, GA, IA, MI, MN, NC, NH, NM, NV, OH, PA, VA, and WI), with oversamples of 435 Hispanics and 350 African Americans/Blacks across all 15 battleground states. Additionally, oversamples of 230 women in Florida and 340 women in Ohio were surveyed.
- The base and oversample samples were drawn from Catalist and was screened to be likely 2016 presidential election voters. The cell portion of the African American oversample was drawn from Scientific Telephone Samples (STS) and screened to be likely 2016 presidential election voters. Roughly 64% of the completed interviews were completed with respondents on landlines, while 36% were completed with respondents who were on cell phones. The overall response rate was 28.39%, meaning that 28.39% of the individuals who were reached on the phone ultimately completed the survey. The data were weighted slightly by gender, age, region, race, and party identification to reflect the attributes of the likely voter population. The oversamples were weighted down to reflect their actual proportion of the universe.
- The margin of error for the base sample is +/-2.5%. In interpreting survey results, all sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those which would be obtained if the entire population were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question. For example, if 50% of respondents in a sample of 1,500 respondents answered “Yes” to a particular question, we can be 95% confident that the true percentage will fall within 2.5 points, or from 47.5% to 52.5%. The margin of error for the key subsamples of 537 Hispanic women, 570 African Americans, and 545 women in Ohio is +/-4.4%. The margin of error for the key subsample of 717 women in Florida is +/-3.8%.