

**TAKE A STAND™**

# **Boomer Women Voters: Economic Anxieties, Social Security, and the 2016 Election**

**Results from a survey of 1035 women ages 50-69  
likely to vote this November in 15 battleground  
states.**

**Prepared by Lake Research Partners and American Viewpoint for AARP  
October 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's Research Center 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).

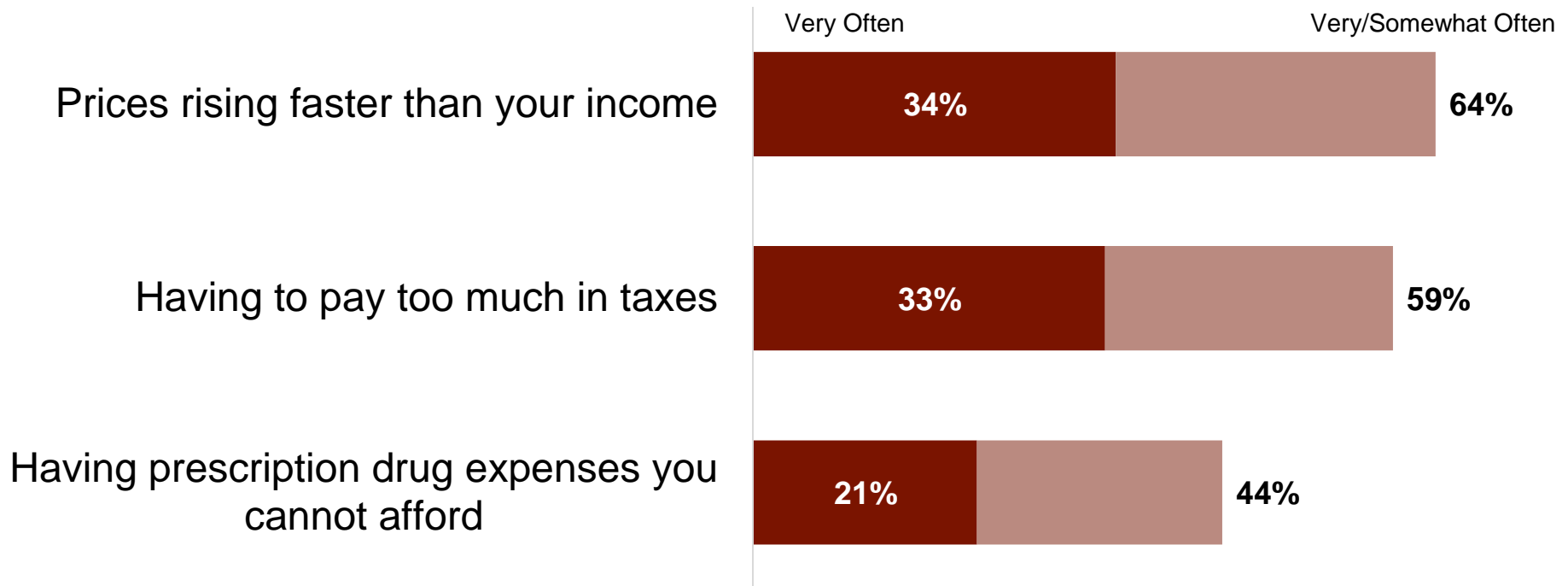
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# Economic Anxieties

Boomer women worry most about pocketbook issues such as prices rising faster than their income and having to pay too much in taxes. Many also worry about prescription drug expenses.

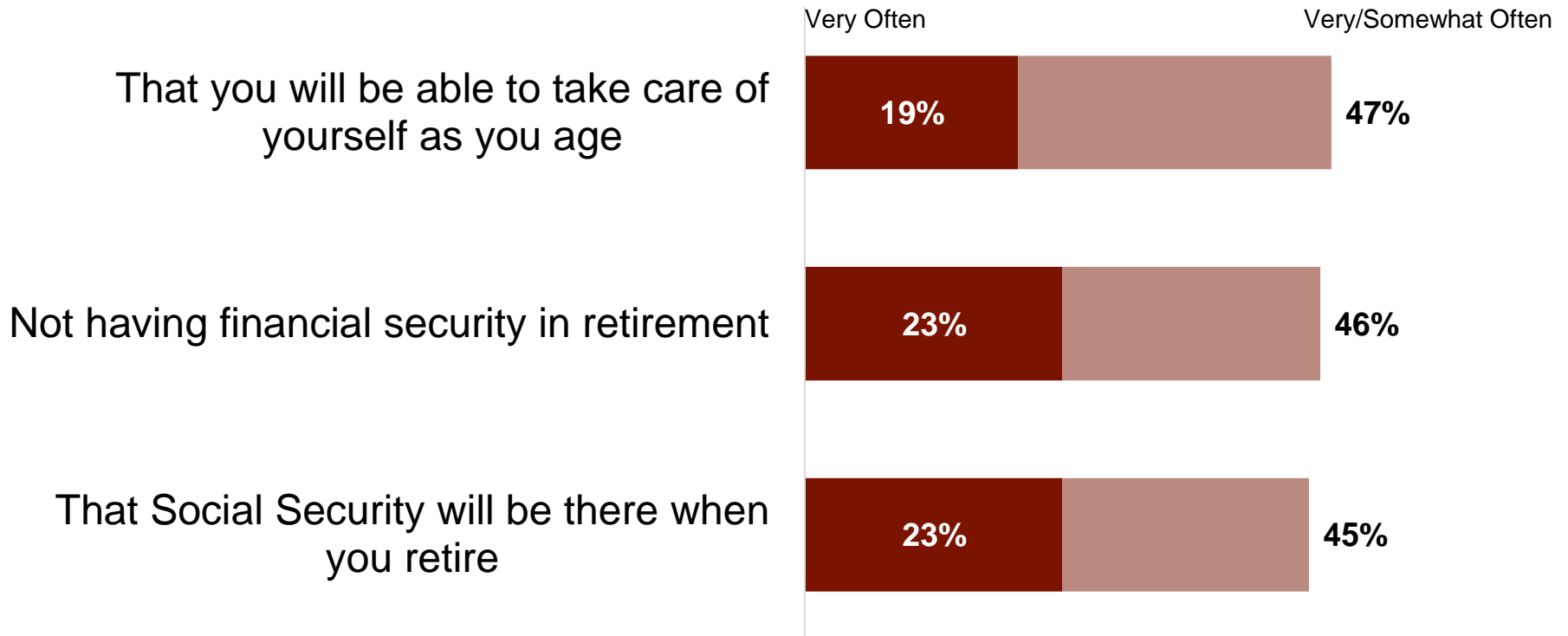
Please tell me how often you worry about each of the following items – very often, somewhat often, from time to time, or never?



Note: This chart shows the three pocketbook-related issues that are of most concern to respondents. See the annotated questionnaire for the complete question, which measured respondent concern with 13 items.

## Boomer women also worry about retirement security.

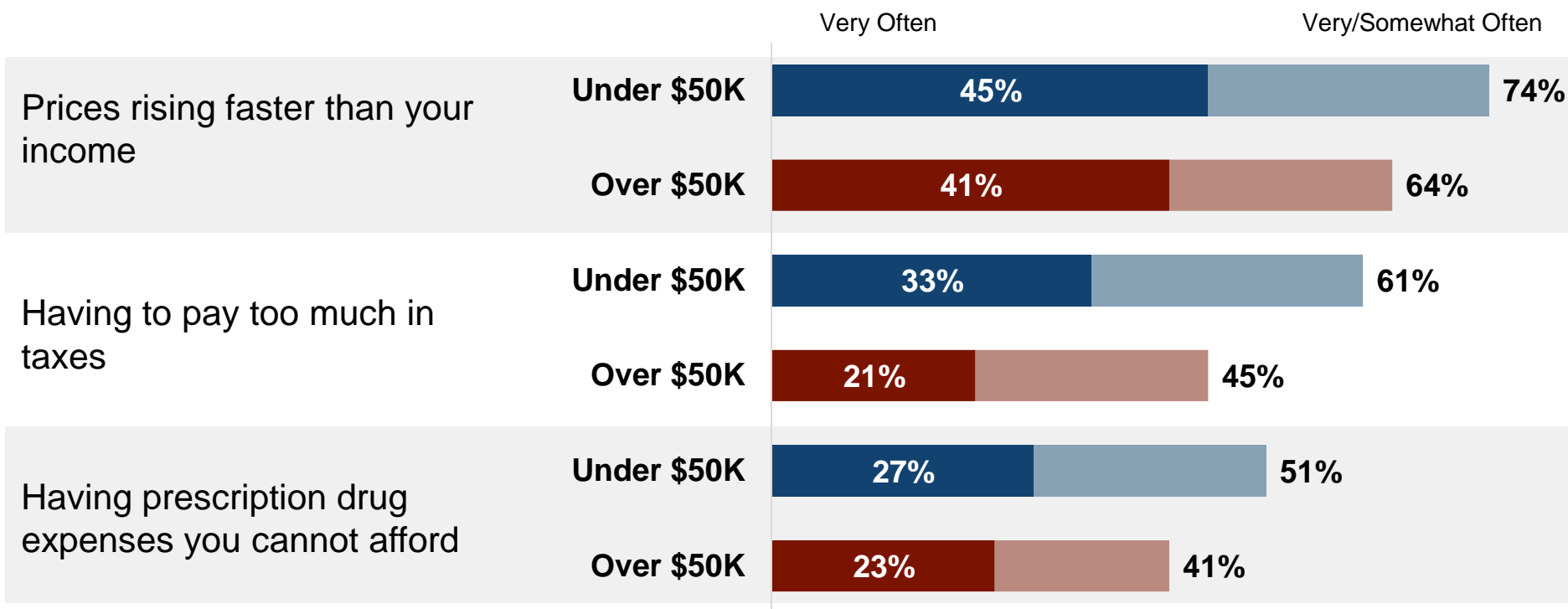
Please tell me how often you worry about each of the following items – very often, somewhat often, from time to time, or never?



Note: This chart shows the three retirement-related issues that are of most concern to respondents. See the annotated questionnaire for the complete question, which measured respondent concern with 13 items.

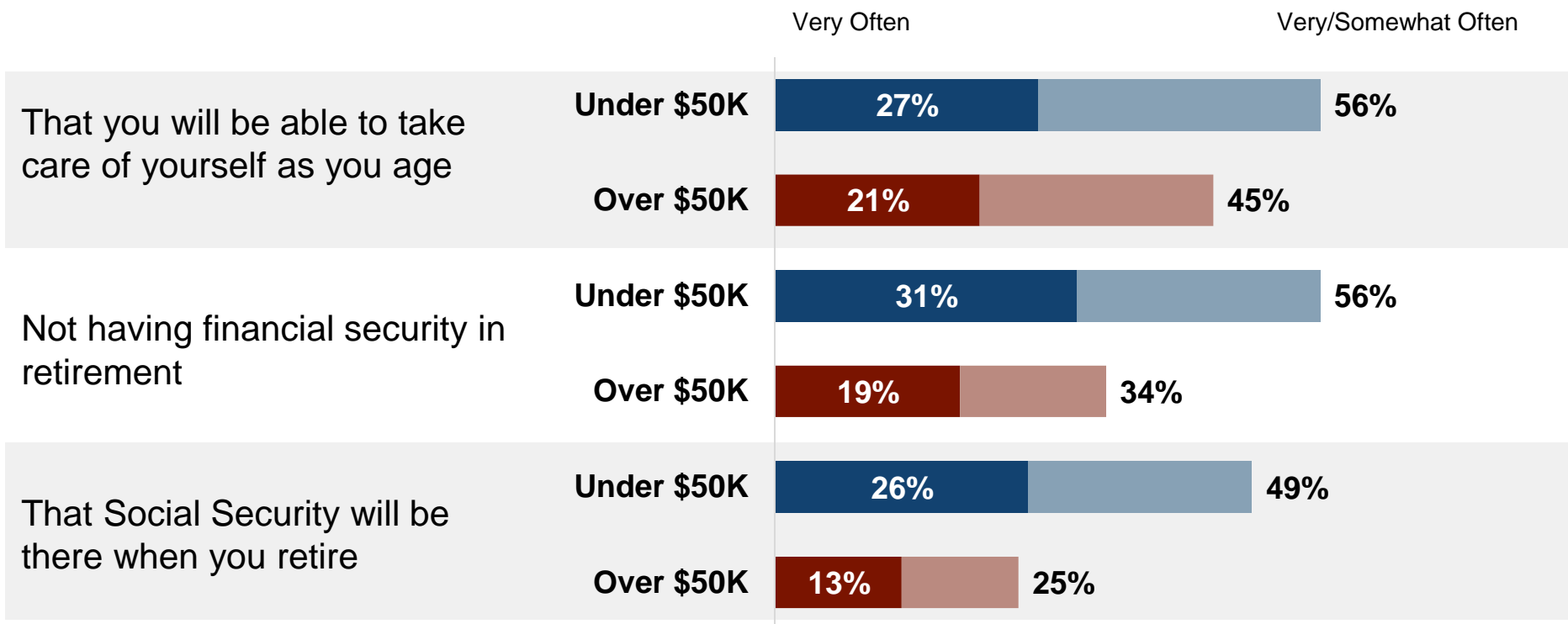
Women in lower-income households express greater anxiety than those in higher-income households about pocketbook concerns.

Please tell me how often you worry about each of the following items – very often, somewhat often, from time to time, or never?



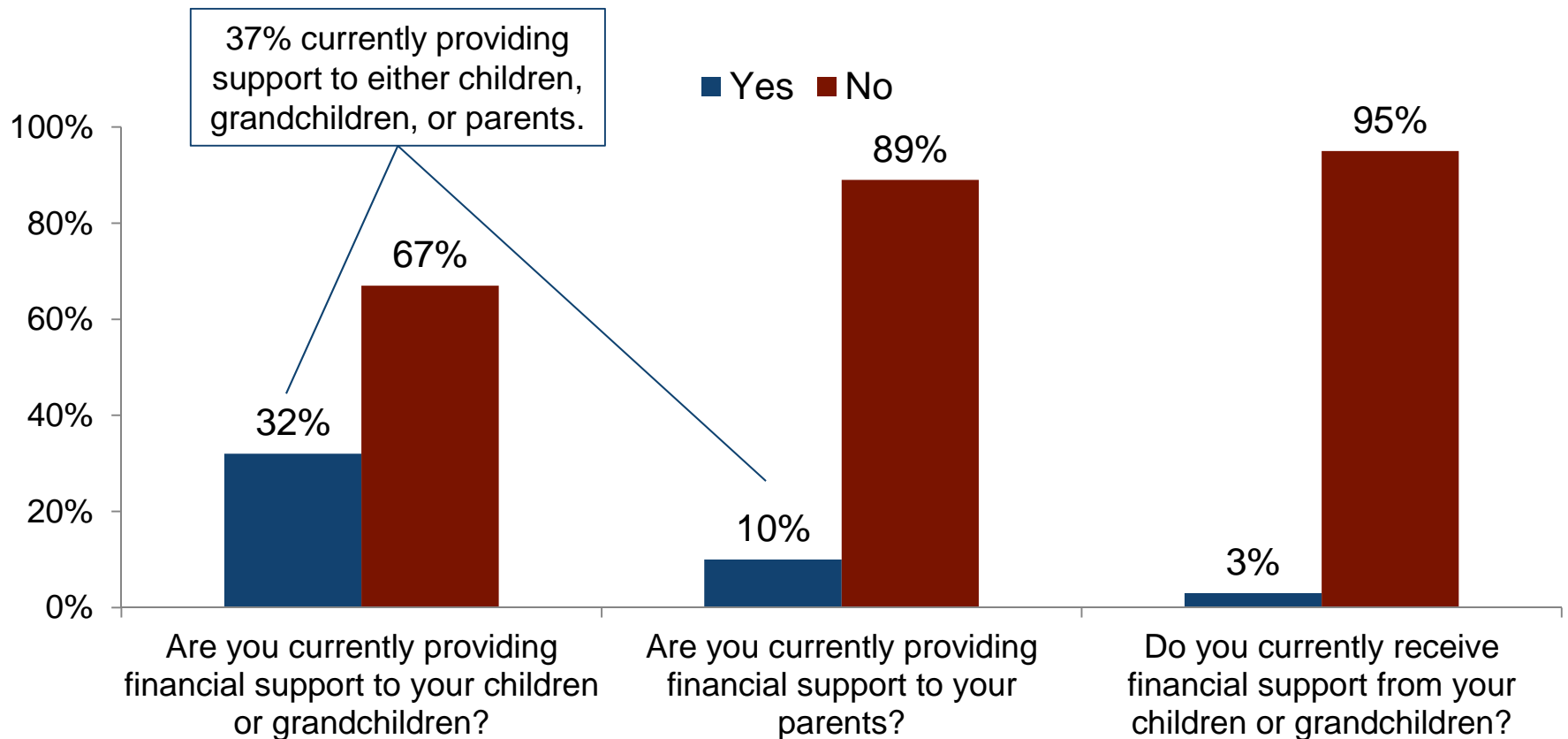
Women in lower-income households also express greater anxiety about retirement in all aspects.

Please tell me how often you worry about each of the following items – very often, somewhat often, from time to time, or never?





## Nearly a third of Boomers are providing financial support to their children or grandchildren.

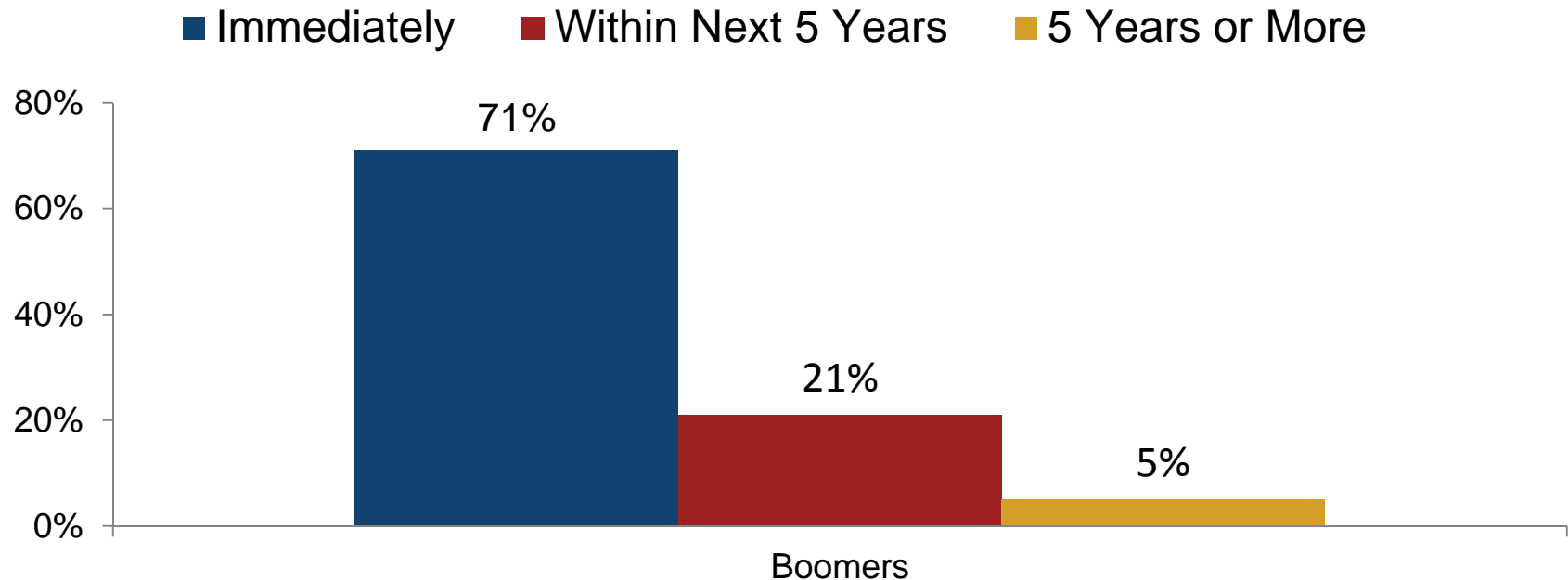


Source: Lake Research Partners & American Viewpoint, August 2016

# Social Security

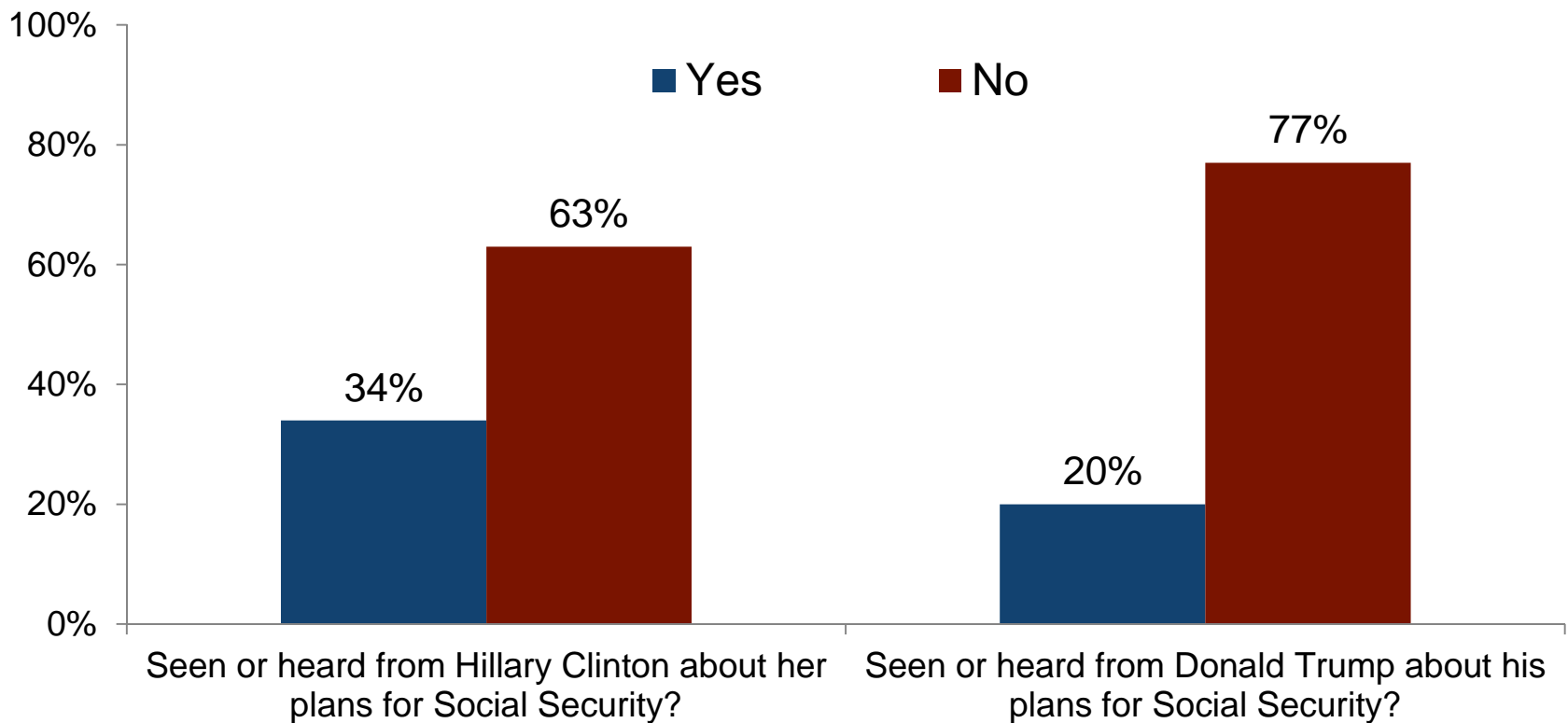
## A strong majority of Boomer women want the next President and Congress to address Social Security immediately.

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?



Source: Lake Research Partners & American Viewpoint, August 2016

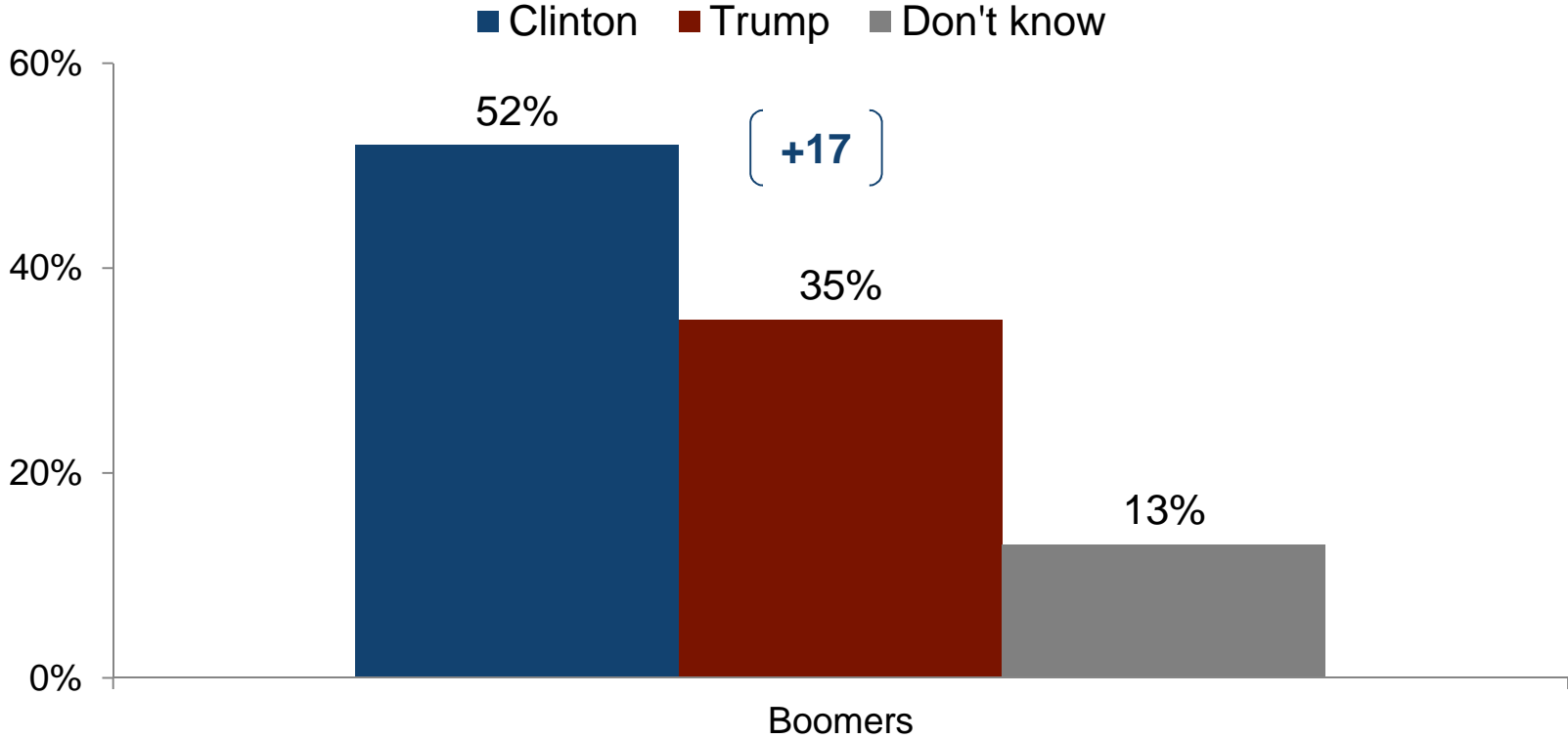
A majority of Boomer women have not seen or heard from either presidential candidate on their plans for Social Security. About one third of women have seen or heard from Clinton and one in five have seen or heard from Trump.



Source: Lake Research Partners & American Viewpoint, August 2016

# A majority of Boomer women believe Hillary Clinton would do a better job addressing Social Security and keeping it strong.

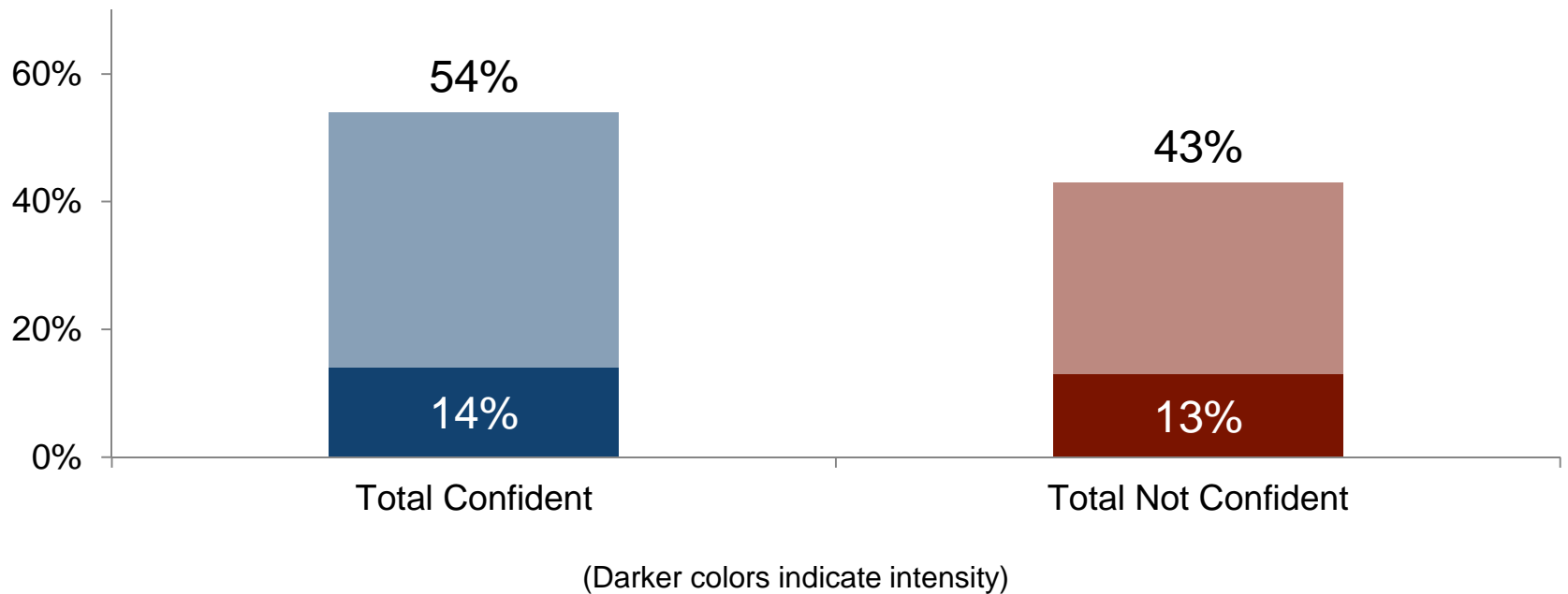
Who do you think would do a better job addressing Social Security and keeping it strong?



Source: Lake Research Partners & American Viewpoint, August 2016

43 percent of Boomer women are not confident that Social Security will be there for them and for future generations. A majority are confident, but intensity is low; only 14 percent are very confident.

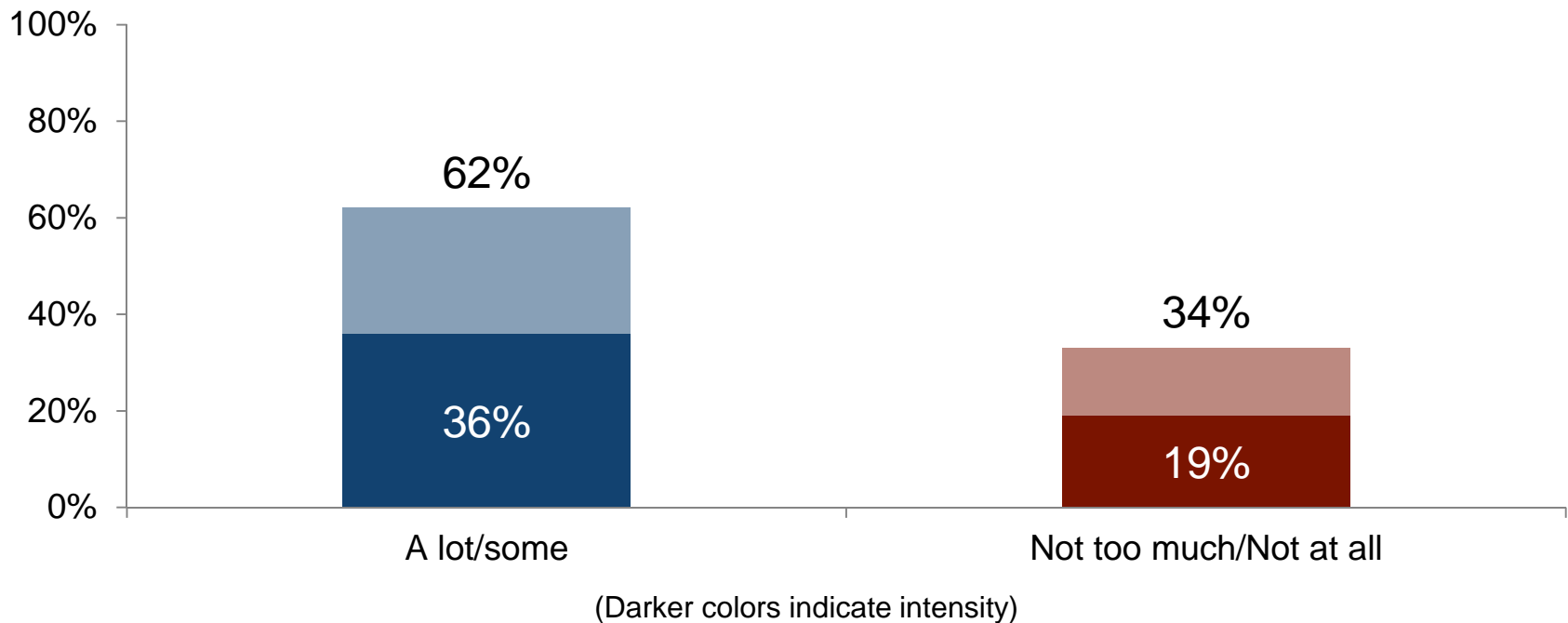
How confident are you that Social Security will be there for you and for future generations?



Source: Lake Research Partners & American Viewpoint, August 2016

Over six in ten Boomer women believe cuts to benefits would have an impact on their lives.

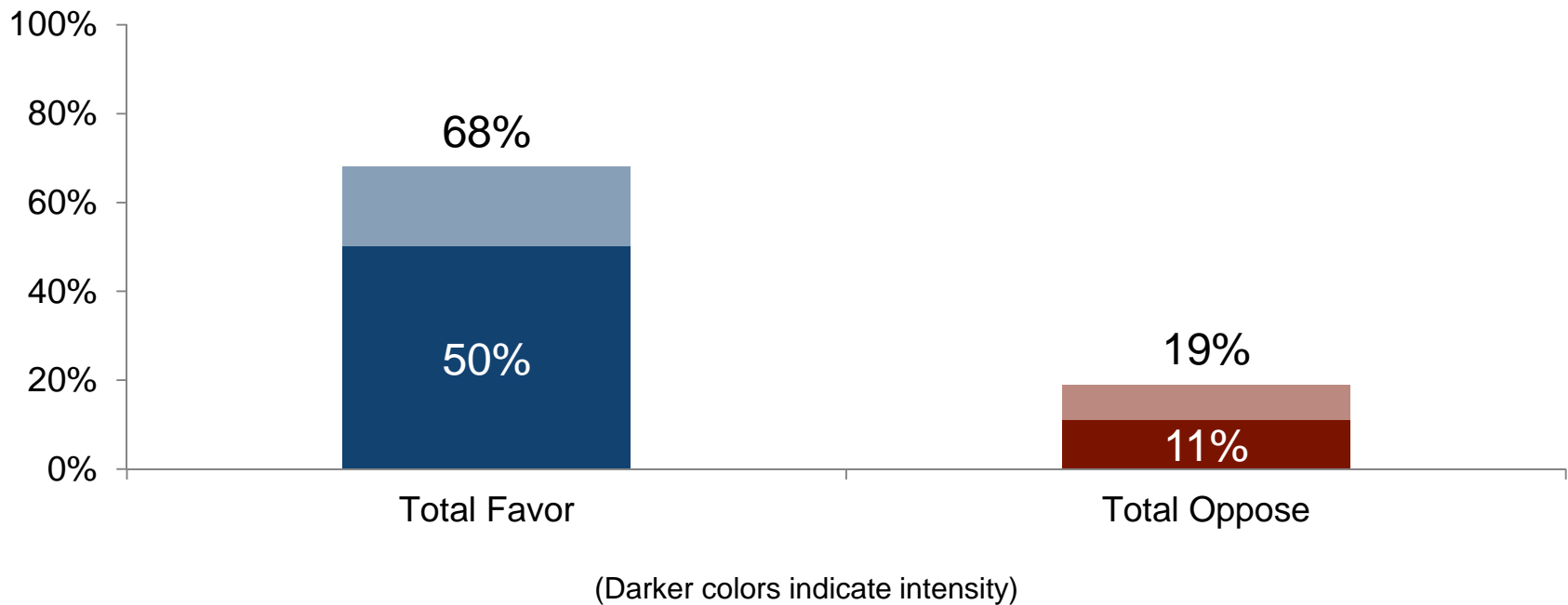
If there are no changes to Social Security, then benefits for the average person will be cut by nearly 25 percent beginning in 2034. How much would that impact you?



Source: Lake Research Partners & American Viewpoint, August 2016

Boomer women strongly favor giving credit in Social Security benefit calculations to people for the time they take away from work to care for family.

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?



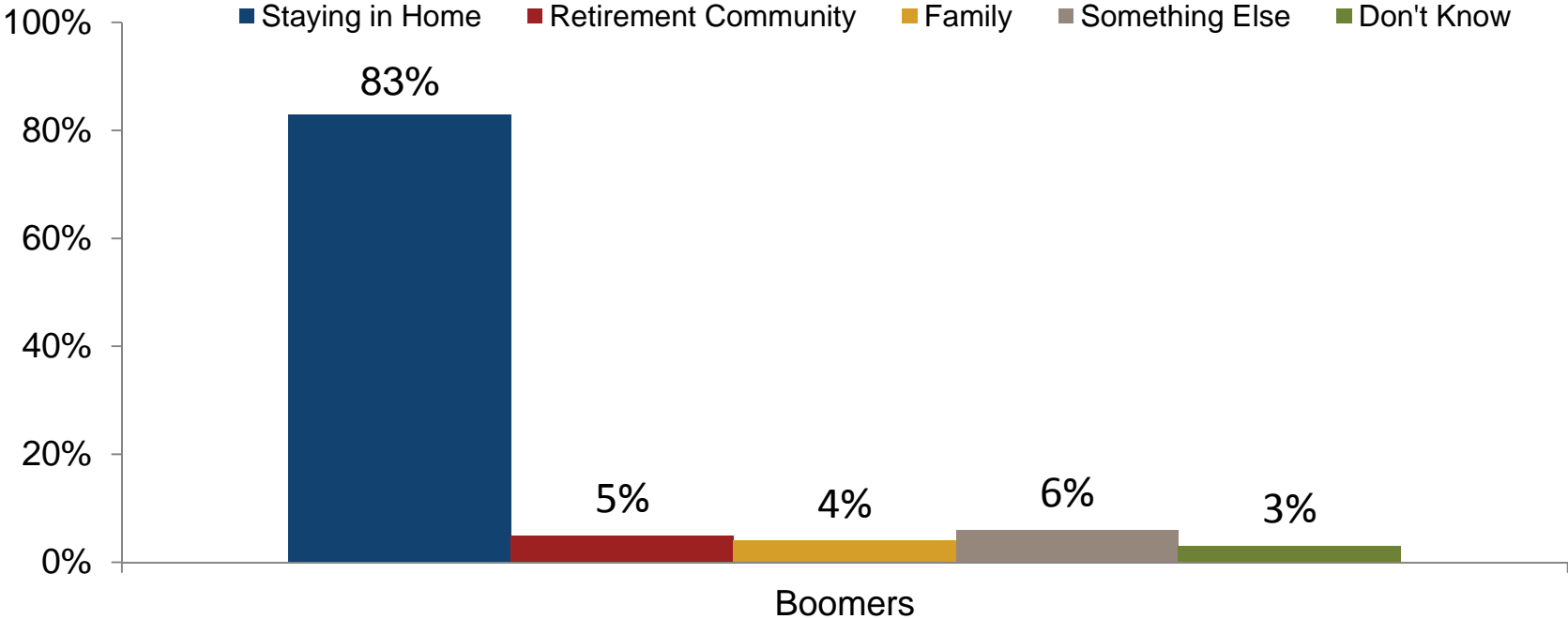
Source: Lake Research Partners & American Viewpoint, August 2016



# Caregiving

# Boomer women see themselves staying in their home at retirement age.

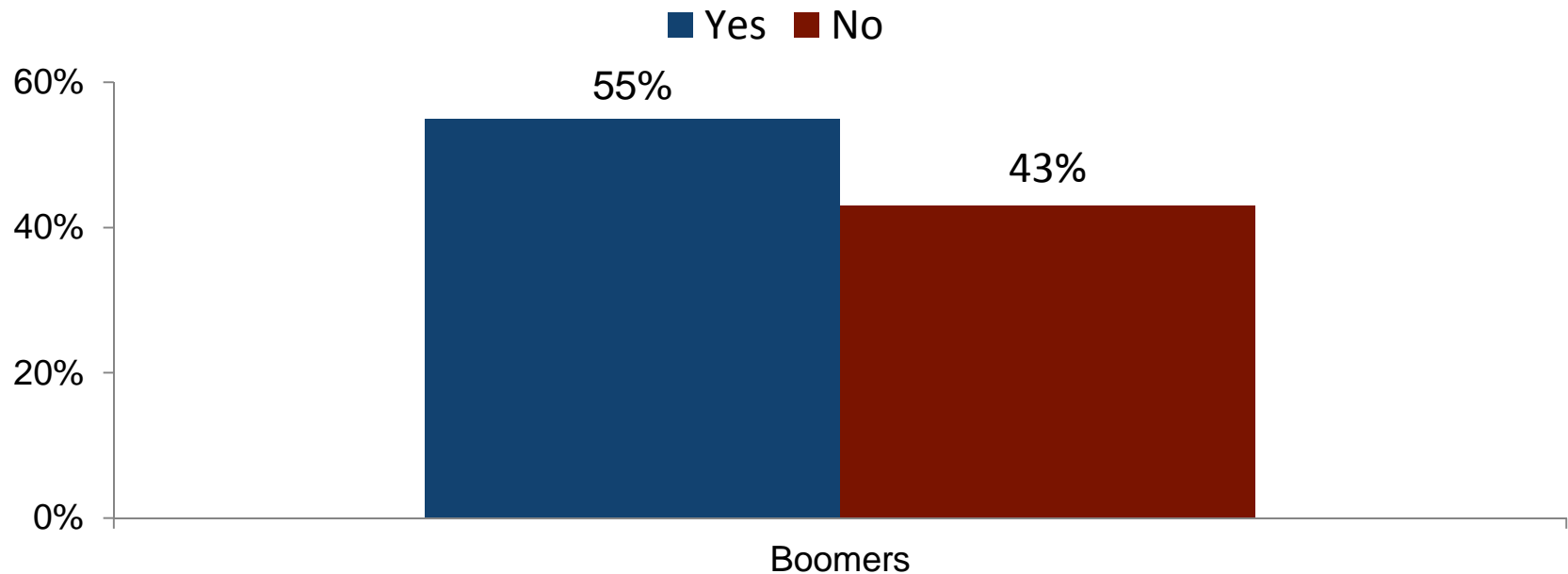
When you retire or get to the age of retirement, do you see yourself staying in your home, moving into a retirement community, moving in with family, moving in with a friend, or something else?



Source: Lake Research Partners & American Viewpoint, August 2016

A majority of Boomer women are currently, or have been, a family caregiver providing unpaid care to an adult loved one.

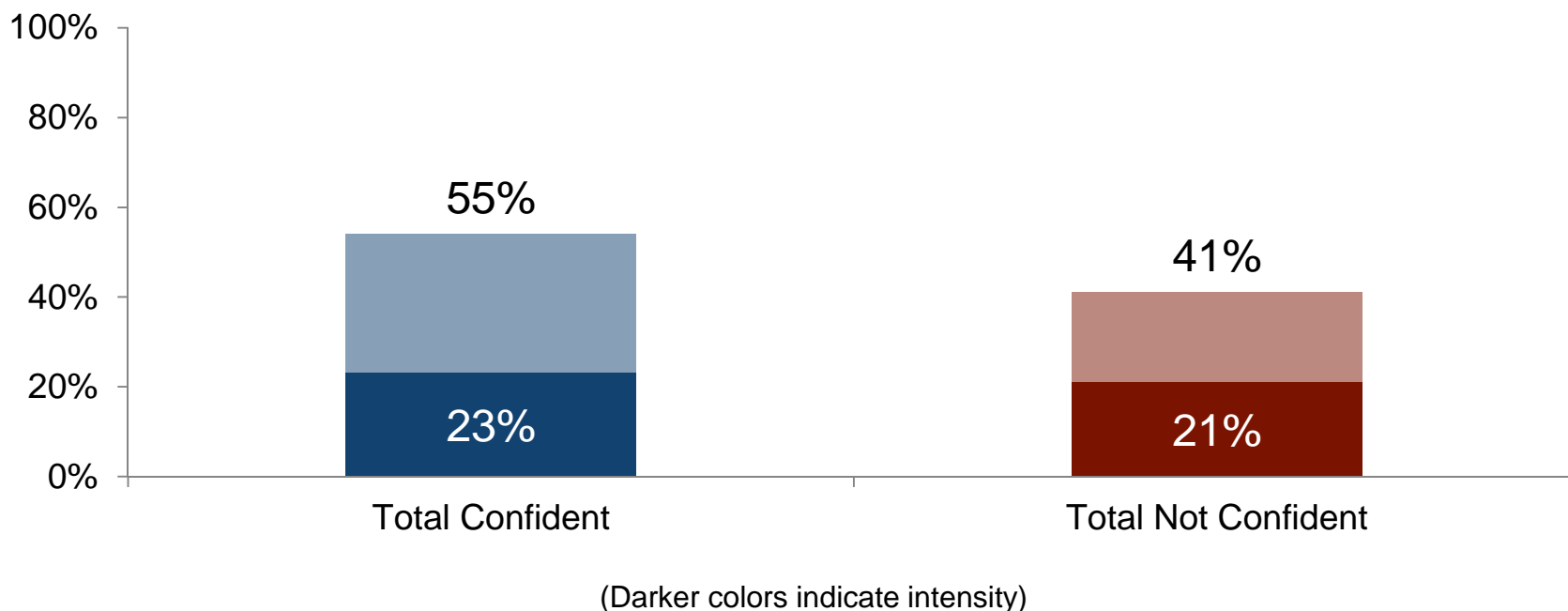
A family caregiver is someone who provides UNPAID care or assistance for a loved one who is ill, frail, elderly, or has a disability. Are you currently, or have you ever been, a family caregiver providing UNPAID care to an adult loved one?



Source: Lake Research Partners & American Viewpoint, August 2016

A sizeable 41 percent of Boomer women are not confident they will be able to cover the cost of care for an aging or elderly parent, spouse, or other adult family member. A slight majority (55%) are confident, but only 23 percent are very confident.

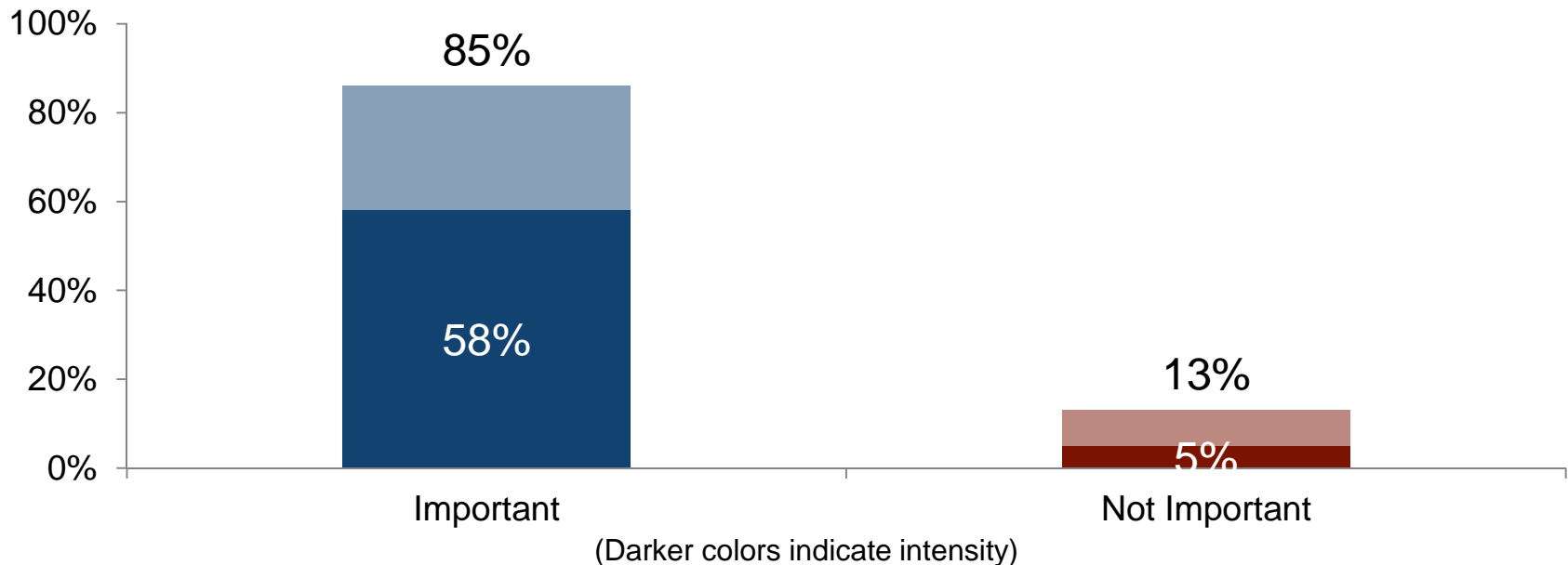
How confident are you that you would be able to cover the cost of care if you had to provide care to an aging or elderly parent, spouse or other adult family member?



Source: Lake Research Partners & American Viewpoint, August 2016

Boomer women overwhelmingly believe it is important that the presidential candidates talk about how they would support family caregivers.

How important do you think it is for presidential candidates to talk about how they would support family caregivers who provide unpaid care to aging parents or spouses or other adult family members?

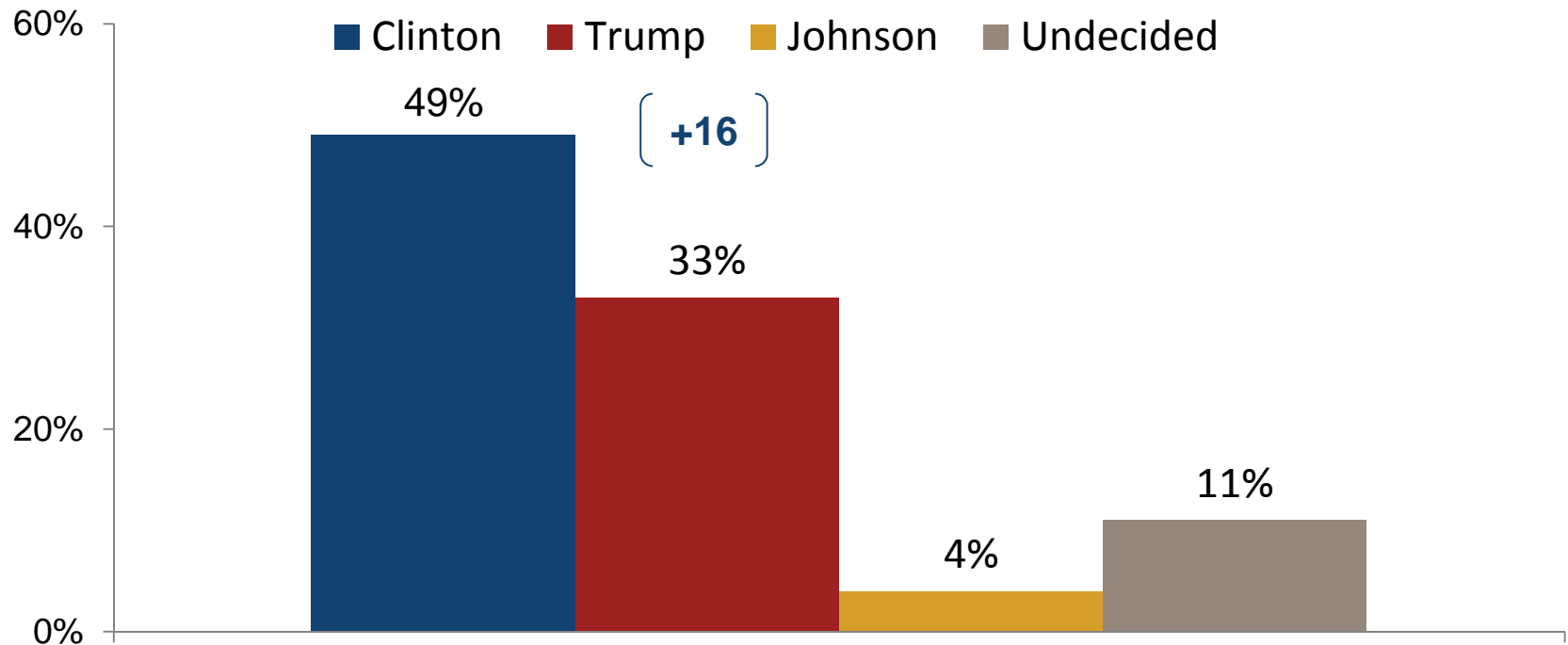


Source: Lake Research Partners & American Viewpoint, August 2016

# 2016 Election

# Heading into this year's presidential election, Hillary Clinton leads Donald Trump among Boomer women by 16 points.

If the election for President were held today, for whom would you vote?

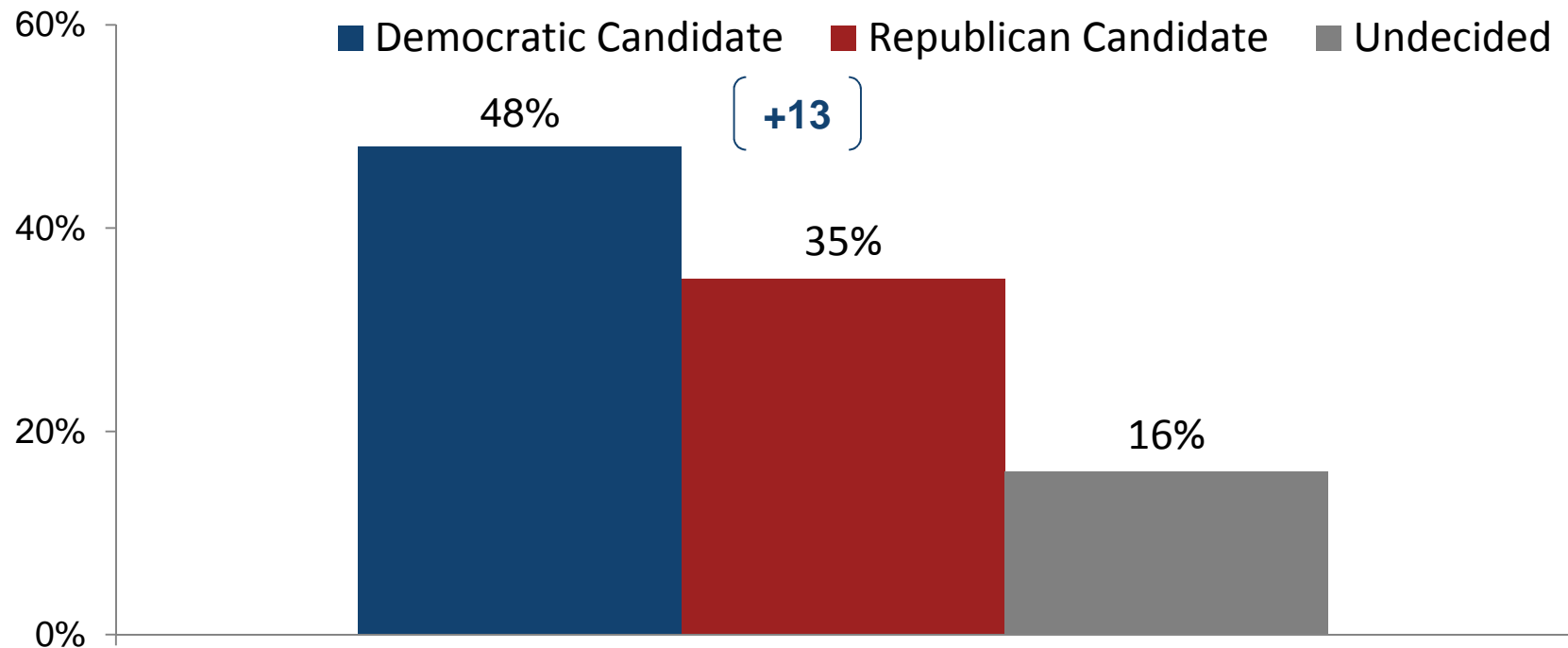


Source: Lake Research Partners & American Viewpoint, August 2016

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

# Boomer women favor Democrats running for Congress by narrower margins.

If the election for US Congress were held today, for whom would you vote?



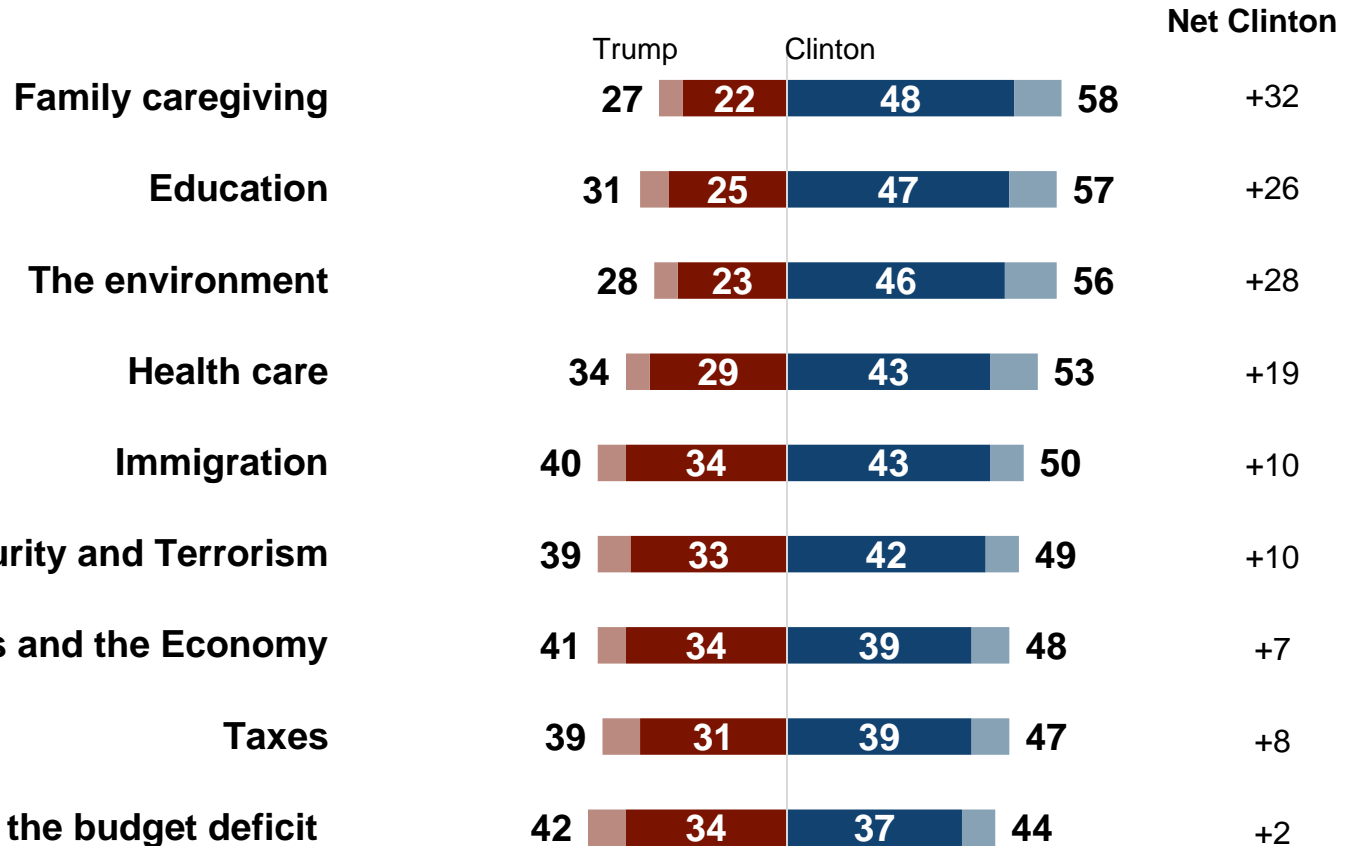
Source: Lake Research Partners & American Viewpoint, August 2016

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



A majority of Boomer women believe Hillary Clinton will do a better job addressing family caregiving, education, the environment, and health care. Within the margin of error, Clinton has only a slight advantage over Trump among Boomer women when it comes to government spending and the budget deficit.

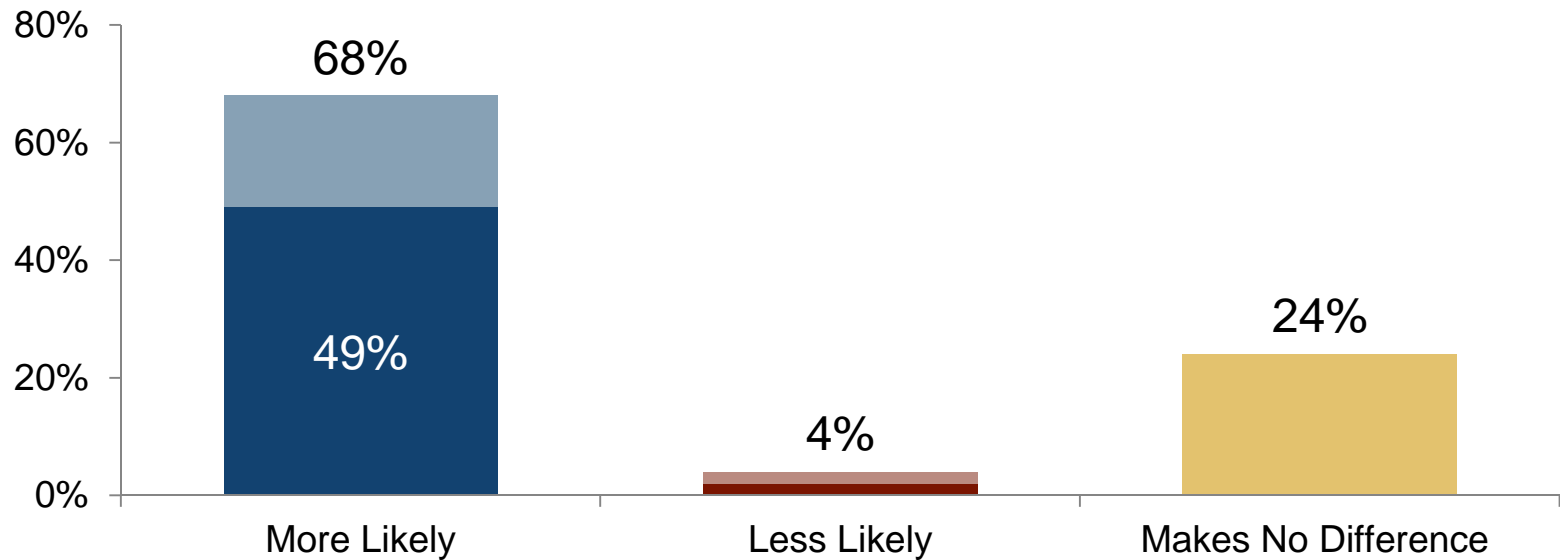
For each of the following, please tell me who you think would do a better job addressing that issue: Donald Trump or Hillary Clinton



(Darker colors indicate intensity)

Talking about caregiving moves Boomer women and two thirds say they would be more likely to vote for a candidate who favored providing support for family caregivers.

Would you be more likely or less likely to vote for a candidate who favored providing support for family caregivers who help their aging parents or spouses live independently or at home in their community, or does it make no difference to you?



Source: Lake Research Partners & American Viewpoint, August 2016

(Darker colors indicate intensity)

# 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%.
- In this report, we refer to respondents ages 50 to 69 as “boomers” because these age breaks align closely with the ages of the baby boomer generation in 2016, the year of this survey. Typically the baby boomer generation refers to people born from 1946 to 1964, which would include individuals who turned ages 52 to 70 in 2016.