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INTRODUCTION

There are currently about 117 million Americans who are 50 and older; this number will grow to 157 million by 2050. The 50 and older population is and will continue to be an essential contributor to American society. Understanding the needs and opinions of older Americans is critical to ensuring they live longer and healthier lives.

Vital Voices is a new and exciting program of research undertaken by AARP. Through this research program, we are launching a new initiative that will deliver critical, current, and state-specific data to 53 states on a rolling three-year schedule between 2019 and 2021. We are making this data available to the public to assist with the development of programs, products, and policies for older adults. This data will allow those in leadership positions to:

- Predict the need for a specific program or interest in a particular issue.
- Enhance program and product innovation and development.
- Track issues and attitudes over time to assess shifts in public opinion.
- Take action on critical advocacy issues.

Never before has AARP launched a research program of this size and with this much promise. We give it to you, hoping that it will significantly impact the work you do.
Survey Results for New Hampshire-Health Questions

Issues That Impact New Hampshire Adults Age 45 and Older
New Hampshire residents age 45+ view many healthcare issues as extremely or very important, with staying mentally sharp and physically healthy topping the list.

### Important Healthcare Issues

- **Staying mentally sharp**: 93%
- **Staying physically healthy**: 92%
- **Having adequate health insurance coverage**: 92%
- **Having Medicare benefits available to you in the future**: 86%
- **Paying for healthcare expenses**: 82%
- **Paying for prescription drugs**: 74%

I1. For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’) (n=707)
Nearly one-third (30%) of New Hampshire residents age 45+ are currently providing unpaid help to an adult relative or friend.

CARE1. Are you currently providing unpaid help to a relative or friend 18 years or older to help them take care of themselves? (n=707)
Nearly half (48%) of New Hampshire residents age 45+ who are not currently unpaid caregivers have provided this type of care in the past.

Percent Providing Unpaid Adult Care in The Past

- 52% Yes
- 48% No
New Hampshire residents age 45+ have mixed levels of concern about getting coronavirus in the next year.

Worry About Getting COVID-19 in the Next Year
(as of December 2020)

- Extremely worried/ very worried: 36%
- Somewhat worried: 34%
- Not very worried/ not at all worried: 30%
- Don't know: 0%

CVD-6. How worried are you about getting coronavirus in the next year? (n=707)
A majority (81%) of New Hampshire residents age 45+ are very confident or somewhat confident that the new COVID-19 vaccines will be safe and effective.
As of December 2020, nearly three-quarters (71%) of New Hampshire residents age 45+ would be willing to get the COVID-19 vaccine if it were available at no cost.

Willingness to Take COVID-19 Vaccine (as of December 2020)

- Yes: 71%
- No: 23%
- Don't know/ refused: 6%

CVD-8. If the COVID-19 vaccine were available to you at no cost, would you agree to be vaccinated? (n=707)
Survey Results for New Hampshire-Wealth Questions

Issues That Impact New Hampshire Adults Age 45 and Older
New Hampshire residents age 45+ find many economic issues important, particularly those related to financial security and retirement.

### Important Economic Issues

- Having financial security throughout your life: 91%
- Having enough income or savings to retire: 88%
- Having adequate Social Security benefits: 85%
- Protecting yourself against unfair financial practices: 79%
- Having affordable electricity: 78%
- Protecting yourself against consumer fraud: 75%
- Having online security: 69%
- Being able to stop working for pay at the age you want: 67%
- Having access to high-speed Internet: 64%
- Protection from age discrimination: 61%
- Having good employment opportunities: 59%
- Maintaining relevant job skills: 52%

1. For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’) (n=707)
Among New Hampshire residents age 45+ who are not retired, three-fourths (75%) want to work as long as they want to, and two-thirds (67%) are interested in flexible work arrangements.

<table>
<thead>
<tr>
<th>Work-Related Activity</th>
<th>Interest Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working as long as you want to (if not retired)</td>
<td>75%</td>
</tr>
<tr>
<td>Having flexible work arrangements (if not retired)</td>
<td>67%</td>
</tr>
<tr>
<td>Working with people from different generations (if not retired)</td>
<td>52%</td>
</tr>
<tr>
<td>Keeping up with technology to maintain job skills</td>
<td>45%</td>
</tr>
<tr>
<td>Finding new ways to make money</td>
<td>38%</td>
</tr>
<tr>
<td>Advancing in your job or career (if not retired)</td>
<td>37%</td>
</tr>
<tr>
<td>Becoming a mentor for workers with less experience</td>
<td>34%</td>
</tr>
<tr>
<td>Gaining new job-related skills and experiences</td>
<td>29%</td>
</tr>
<tr>
<td>Learning about other types of jobs</td>
<td>27%</td>
</tr>
<tr>
<td>Gaining new skills and knowledge by working with a mentor</td>
<td>25%</td>
</tr>
<tr>
<td>Starting or running your own business</td>
<td>21%</td>
</tr>
<tr>
<td>Starting a new job or career</td>
<td>15%</td>
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</tbody>
</table>

**WORK2.** How interested are you in [ITEM]? (n=707; not retired n=454)
New Hampshire residents age 45+ have mixed confidence about having enough money to live comfortably throughout their retirement years.

**Confidence in Retirement Money Lasting**

- **Ratings of 1-3**: 13%
- **Ratings of 4-7**: 42%
- **Ratings of 8-10**: 45%
- **Don't know/ refused**: 0%

**RET3.** Overall, how confident are you that you will have enough money to live comfortably throughout your retirement years? Please use a 1 to 10 scale, where 1 means you are not confident at all and 10 means you are extremely confident. (n=707)
A majority (87%) of New Hampshire residents age 45+ think that it is extremely or very important to be able to save for retirement through an employer-sponsored plan.
One-third (34%) of New Hampshire residents age 45+ feel that they are behind schedule planning and saving for retirement.
WEALTH

Four out of five (83%) New Hampshire residents age 45+ are currently relying on (or plan to rely on) Social Security as a source of income as they get older.

**Sources of Income Relied On or Planning to Rely On**

- **Social Security**: 83%
- **Savings**: 71%
- **401(k) or other defined contribution program**: 62%
- **Part-time work**: 41%
- **Employer paid pension**: 41%
- **Full-time work**: 28%
- **Starting your own business**: 19%
- **Freelancing or working in the ‘gig’ economy**: 14%
- **Public assistance such as SSI, SNAP, etc.**: 13%
- **Veteran’s benefits**: 9%

Q728. Which, if any, of the following sources of income do you currently rely on or plan to rely on as you get older? (Percent ‘yes’) (n=707)

Small cells have been removed; see annotation for all categories.
About a third (36%) of New Hampshire residents age 45+ think that Social Security will be a major part of their retirement income (and 6% think it will be their only source of income).

**Expected Retirement Income From Social Security**

- Your only source of income: 6%
- A major part of your income: 36%
- A minor part of your income: 50%
- Not get Social Security payments at all: 3%
- Don’t know/ refused: 5%

*RET21. How much of your retirement income do you think will come from Social Security? Do you think it will be…? (n=707)*
Nine out of ten (91%) New Hampshire residents age 45+ think it is extremely or very important for Congress to strengthen and reform Social Security.
Survey Results for New Hampshire-Livable Communities

Issues That Impact New Hampshire Adults Age 45 and Older
Caring for a loved one and maintaining independence is extremely or very important to over three-quarters of New Hampshire residents age 45+.

### Important Independent Living Issues

- **Caring for a loved one**: 81%
- **Getting to the places you need to go independently**: 79%
- **Staying in your own home as you get older**: 77%
- **Having high quality long-term care in your community**: 73%
- **Having alternatives to nursing home care**: 72%
- **Having flexibility in your schedule for caregiving**: 66%
- **Having affordable housing options in your community**: 62%
- **Staying in your community as you get older**: 62%
- **Having paid time off for self care or caregiving**: 59%

1. For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’) (n=707)
LIVABLE COMMUNITIES

Having safe streets in the community are extremely or very important to nearly three-quarters (72%) of New Hampshire residents age 45+.

Important Livable Community Features

- Safe streets: 72%
- Affordable housing: 66%
- Outdoor public recreation spaces: 52%
- Having ways to socialize with others in your community: 51%
- Public transportation: 32%

\[I1.\] For the following list of issues, please indicate how important each is to you personally. (Percent 'extremely important' or 'very important') (n=707)
Half (50%) of New Hampshire residents age 45+ are extremely or very concerned about having access to transportation if they are unable to drive.

Concerns of New Hampshire Adults Age 45+

- Having access to transportation if you are unable to drive: 50%
- Being able to afford to remain in your home as you age: 46%
- Being able to get around your community to get the things you need and do the things you want to do as you age: 43%
- Being able to find affordable housing if you needed to downsize or move to another community: 42%
- Being able to afford groceries or household necessities: 39%
- Being connected with others in your community and having opportunities to socialize as you age: 33%

LIVCOMM1. How concerned are you about the following? (Percent ‘extremely concerned’ or ‘very concerned’) (n=707)
Most New Hampshire residents age 45+ describe where they live as being rural or in a town.

Place of Residence

- Small city: 34%
- Town: 20%
- Rural area: 8%
- Suburban area: 37%
Four out of five (82%) New Hampshire residents age 45+ are homeowners.

Home Ownership

- Own: 82%
- Rent: 16%
- Neither own nor rent: 16% Refused: 16%
New Hampshire residents age 45+ identified a variety of factors that would impact their ability to remain in their home as they age, with increasing property taxes topping the list (57%).

Factors Impacting Aging in Place

- Increasing property taxes: 57%
- Heating and cooling costs: 38%
- Increasing maintenance costs: 35%
- Being able to make necessary repairs and modifications: 34%
- Your proximity to goods and services: 27%

HOME-1. How much do you think each of the following would impact your ability to remain in your home as you age? (Percent ‘a lot’) (n=707)
Only 7% of New Hampshire residents age 45+ reported having an Accessory Dwelling Unit (ADU) on their property.
Nearly half (49%) of New Hampshire residents age 45+ who have an ADU on their property built it to allow an older family member or friend to live with them.

**Primary Reason For Building an ADU on Property**

- To allow an older family member or friend to live with you: 49%
- To allow a child or younger family member to live with you: 23%
- For additional income: 11%
- To help with the housing shortage: 2%
- Some other reason: 6%
- Don't know: 8%

**ADU-4.** What is the primary reason you built the ADU? (n=50)
Among New Hampshire residents age 45+ who do not have an ADU on their property, about half (47%) would consider creating one if they had the space to do so.
The majority (86%) of New Hampshire residents age 45+ support town ordinances that would make it easier for property owners to create an ADU on their property.

Support for ADU Ordinances

- Strongly support: 58%
- Somewhat support: 28%
- Neither support nor oppose: 4%
- Somewhat oppose: 4%
- Strongly oppose: 4%

ADU-3. Do you support or oppose town ordinances that make it easier for property owners to create an ADU on their property? (n=707)
Chart does not equal one-hundred percent due to removal of small cells; see annotation for all categories
As of December 2020, one-third (34%) of New Hampshire residents age 45+ reported that they have contact with family, friends, or neighbors once a week or less often.

ISO1. How often do you have contact with family, friends, or neighbors who do not live with you? (n=707)

Chart does not equal one-hundred percent due to removal of small cells; see annotation for all categories
One-quarter (28%) of New Hampshire residents age 45+ feel isolated from others sometimes or more often.

**Frequency of Feelings of Isolation**

- **Lacking companionship**: 11% Very often/often, 15% Sometimes, 74% Rarely/never
- **Feeling isolated from others**: 10% Very often/often, 18% Sometimes, 72% Rarely/never
- **Feeling left out**: 7% Very often/often, 16% Sometimes, 77% Rarely/never

**ISO2-3.** How often do you feel the following? (n=707)
Chart does not equal one-hundred percent due to removal of small cells; see annotation for all categories
METHODOLOGY

In December 2020, AARP engaged ANR Market Research Consultants to conduct a quantitative research study among New Hampshire adults age 45 and older. Topics included healthcare, the economy, financial issues, independent living, long-term care, caregiving, and retirement issues.

ANR completed a total of 707 interviews (418 via landline telephone, 210 via cell phone, and 79 online). Respondents were screened to meet the following criteria:

- Age 45+
- Resident of New Hampshire

Survey length averaged 23.8 minutes by telephone and 21.5 minutes online.
**Sampling Procedure**

Landline, cell phone, and online sampling were used for this research, with the telephone sample drawn randomly from a list of New Hampshire residents age 45 and older, purchased from Aristotle, and online sample provided by Fulcrum. A total of 26,940 records were utilized. The list of 618,000 New Hampshire residents age 45 and older was randomly divided into 618 replicates of 1,000 records for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 27 replicates representing a total of 26,309 records were dialed to complete the telephone portion of this study.

The study’s sample of 707 respondents yields a maximum statistical error of ±3.7% at the 95% level of confidence. (This means that in 95 out of 100 samples of this size, the results obtained in the sample would be within ±3.7 percentage points of the results obtained had everyone in the population been interviewed.)

**Interview Methodology**

The survey was launched on December 13, 2020 and closed on December 21, 2020.

Telephone interviewing was active between 5:30 p.m. and 9:00 p.m., with some additional calling done between 10:00 a.m. and 4:00 p.m. If necessary, up to 8 call attempts per telephone number were made to reach an eligible respondent. All numbers were called at multiple times of the day as well as days of the week to maximize each resident’s opportunity for inclusion in the study.

Percentages of some questions may exceed 100% due to rounding or the use of multiple response question formats.

All data have been weighted by age, gender, and race/ethnicity according to 2018 U.S. Census Bureau Current Population Survey (CPS) statistics.
AARP is the nation’s largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation’s largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.
CONTACT

Kate Bridges,
KBridges@aarp.org

For media inquiries, please contact media@aarp.org.

This research was designed and executed by AARP Research.