VITAL VOICES
Issues That Impact Utah Adults Age 45 and Older September, 2020

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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 Utah-Health Questions

Issues That Impact Utah Adults Age 45 and Older
Utah residents age 45+ think many healthcare issues are important, with staying mentally sharp topping the list.

Important Healthcare Issues

- Staying mentally sharp: 96%
- Staying physically healthy: 92%
- Having adequate health insurance coverage: 92%
- Having Medicare benefits available to you in the future: 89%
- Paying for healthcare expenses: 84%
- Paying for prescription drugs: 79%

**I1.** For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’) (n=701)
One-third (35%) of Utah residents age 45+ are currently providing unpaid help to an adult relative or friend.
Nearly half (47%) of Utah residents age 45+ who are not currently unpaid caregivers have provided this type of help in the past.
In the last two years, did you ever decide to not take a prescription drug as prescribed by your doctor due to the cost? (n=701)

More than one-third (38%) of Utah residents age 45+ reported that at some point in the past two years, they decided not to fill a prescription due to the cost.

Decided Not to Fill a Prescription

- Yes: 38%
- No: 62%
Utah residents age 45+ are largely in support of proposals that would lower the cost of prescription drugs.

Support for Proposals to Lower Prescription Drug Costs

- Requiring greater transparency in the prescription drug supply chain to understand large cost increases in drug costs: 93%
- Allowing Utah to create more bulk-purchasing programs to negotiate with drug companies for lower prices: 92%
- Creating a Utah state prescription drug assistance program that could help certain individuals pay for needed prescription medications: 88%
- Prohibiting insurance companies from changing coverage of prescription drugs midway through the year: 87%
- Capping how much Americans have to pay out of pocket for their prescriptions: 85%
- Allowing Utah to import prescription drugs from other countries if they can be purchased safely and less expensively than here in the U.S.: 82%

PER10. The following are proposals that have been made to lower the costs of prescription drugs. Do you support or oppose...? (Percent ‘strongly support’ or ‘somewhat support’) (n=701)
One-third (36%) of Utah residents age 45+ believe prescription drug companies have a lot of influence over Utah’s elected officials.

Perceived Influence of Prescription Drug Companies Over Utah Elected Officials

- A lot of influence: 36%
- Some influence: 12%
- Only a little influence: 7%
- No influence at all: 40%
- Don’t know: 6%

RX-3a. [ONLINE ONLY] How much influence do you think prescription drug companies have over Utah’s elected officials? (n=178)
Survey Results for Utah - Wealth Questions

Issues That Impact Utah Adults Age 45 and Older
Utah residents age 45+ find many economic issues important, particularly those related to financial security, affording household necessities, and retirement savings.

### Important Economic Issues

- **Financial security throughout your life**: 94%
- **Affording household necessities**: 93%
- **Having enough income or savings to retire**: 91%
- **Having adequate Social Security benefits**: 89%
- **Protection against consumer fraud**: 85%
- **Protection against unfair financial practices**: 84%
- **Having online security**: 79%
- **Being able to stop working for pay at the age you want**: 76%
- **Protection from age discrimination**: 71%
- **Having good employment opportunities in your community**: 70%
- **Having access to high-speed Internet**: 61%
- **Maintaining relevant job skills and experience**: 59%

1. For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’) (n=701)
Survey Results for Utah - Self Questions

Issues That Impact Utah Adults Age 45 and Older
I1. For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’) (n=701)
Affordable housing is extremely important or very important to three-quarters (76%) of Utah residents age 45+.

Important Livable Community Features

- Affordable housing: 76%
- Outdoor recreation: 58%
- Sidewalks: 56%
- Public transportation: 37%
- Bike lanes: 27%

11. For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’) (n=701)
Nearly half (47%) of Utah residents age 45+ prefer to hear about political candidates’ positions via debates.

Prefer to Hear About Candidates’ Positions Via…*

- Debates: 47%
- Online voter guide: 43%
- Written voter guide: 36%
- Mail: 35%
- In-person meeting/ event: 18%
- Online or phone meeting: 14%
- Other: 8%
One-third (34%) of Utah residents age 45+ are not very familiar or not familiar at all with decisions their state representative and senator made in the previous legislative session.
One-third (33%) of Utah residents age 45+ would most prefer to get information about decisions and actions of their legislators via local news.

**Preferred Channels of Communication***

- Local news: 33%
- Newsletter: 27%
- Constituent services webpage: 14%
- Directly from the legislator: 12%
- Town hall style meeting: 6%
- Local advocacy organizations: 3%
- Other: 4%

**POL4.** How would you most prefer to get information about decisions and actions your legislators took in the last Utah state legislative session? (n=701)

*Not equal to one-hundred percent due to removal of small cells; see annotation for all categories*
If a vote were held today, would you support or oppose the following ballot initiative proposals? (Percent ‘strongly support’ or ‘somewhat support’) (n=701)

**Utah residents age 45+ are largely supportive of the various ballot initiative proposals described in the survey.**

**Support for Ballot Initiative Proposals**

- **Require employers with 15 or more employees to offer full-time employees at least 40 hours of paid leave per year**: 78%
- **Limit the amount of individual contributions to state political campaigns**: 77%
- **Raise Utah’s minimum wage over three years to $12 per hour**: 75%
- **Cap interest rates for payday loans to 36% annual percentage rate**: 70%
Which social media platform do you use most? (n=701)

*Not equal to one-hundred percent due to removal of small cells; see annotation for all categories

Slightly more than half (55%) of Utah residents age 45+ identified Facebook as the social media platform they use the most, while more than one-quarter (29%) reported that they don’t use social media at all.

Social Media Platforms Used Most*

- Facebook: 55%
- Instagram: 8%
- Twitter: 3%
- Other: 4%
- Do not use social media: 29%
In September 2020, AARP engaged ANR Market Research Consultants to conduct a quantitative research study among Utah residents 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 701 interviews (351 via landline telephone, 175 via cell phone, and 175 online). Respondents were screened to meet the following criteria:

- Age 45+
- Resident of Utah

Survey length averaged 21.2 minutes by telephone and 19.3 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 Utah residents age 45+, purchased from Aristotle, and online sample provided by Fulcrum. A total of 28,056 records were utilized. The list of 901,000 Utah residents age 45+ was randomly divided into 91 replicates of 1,000 records for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 29 replicates representing a total of 28,056 records were dialed to complete the telephone portion of this study.

The study’s base sample of 701 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 September 3, 2020 and closed on September 16, 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](http://www.aarp.org) or follow @AARP and @AARPAdvocates on social media.
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This research was designed and executed by AARP Research.