VITAL VOICES
Issues that Impact Iowa Adults Age 45 and Older

DOI: https://doi.org/10.26419/res.00351.025
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to State Centric Surveys</td>
<td>3</td>
</tr>
<tr>
<td>Core Questions</td>
<td>4</td>
</tr>
<tr>
<td>Wealth Questions</td>
<td>11</td>
</tr>
<tr>
<td>Self Questions</td>
<td>19</td>
</tr>
<tr>
<td>Methodology</td>
<td>23</td>
</tr>
<tr>
<td>About AARP</td>
<td>25</td>
</tr>
<tr>
<td>Contact</td>
<td>26</td>
</tr>
</tbody>
</table>
For the past two decades, AARP has provided state offices with data to support planning and advocacy. As the breadth of our work has expanded, AARP Research and our national partners have responded by creating a tool that will empower state offices and staff to do more for their local constituents.

As part of our transition from National to Nationwide, AARP is launching a new research initiative that will deliver vital, current, and state-specific data to every state office on a rolling three-year schedule. The name of this nationwide initiative is Vital Voices, and we will use it to ensure that each individual state has access to the data they need for local advocacy, outreach, and education efforts. States can use the data in numerous ways:

- Predict the need for a specific program or interest in a specific issue.
- Enhance all communications with current data.
- Track issues and attitudes over time to assess shifts in public opinion.

Bringing Vital Voices to the states has been an enterprise-wide initiative. Never before has AARP launched a research program of this size and with this much promise. We give it to you with the hope that this data will inform better decisions for Iowa adults age 45 and older.
Survey Results for Iowa-Core Questions

Issues that Impact Iowa Adults Age 45 and Older
Iowa residents age 45+ think many issues are important, with ‘having adequate health insurance coverage’ topping the list.

### Important Health Care Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>% Extremely or Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having adequate health insurance coverage</td>
<td>93%</td>
</tr>
<tr>
<td>Staying mentally sharp</td>
<td>92%</td>
</tr>
<tr>
<td>Having Medicare benefits available to you in the future</td>
<td>91%</td>
</tr>
<tr>
<td>Staying physically healthy</td>
<td>90%</td>
</tr>
<tr>
<td>Paying for health care expenses, including premiums and co-pays</td>
<td>88%</td>
</tr>
<tr>
<td>Paying for prescription drugs</td>
<td>80%</td>
</tr>
</tbody>
</table>

*I1. For the following list of issues, please indicate how important each is to you personally. (Health Care) (n=711)  
*not all charts equal one-hundred percent due to removal of small cells, see annotation for all categories*
More than nine of ten Iowa residents age 45+ rate ‘having enough income or savings to retire’ as at least very important.

Important Economic Issues

- Having enough income or savings to retire: 94%
- Having adequate Social Security benefits available to you in the future: 90%
- Protecting yourself against unfair financial practices: 79%
- Protecting yourself against consumer fraud: 77%
- Being able to stop working for pay at the age you want: 73%
- Having online security: 70%
- Having good employment opportunities in your community: 67%
- Protection from age discrimination: 59%
- Maintaining relevant job skills and experience: 48%

I1. For the following list of issues, please indicate how important each is to you personally. (Economic/Financial) (n=711)

*not all charts equal one-hundred percent due to removal of small cells, see annotation for all categories
‘Staying in your own home as you get older’ is either extremely or very important to about four in five Iowa residents age 45+.

<table>
<thead>
<tr>
<th>Important Independent Living Issues</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Staying in your own home as you get older</td>
<td>81%</td>
</tr>
<tr>
<td>Caring for a loved one</td>
<td>80%</td>
</tr>
<tr>
<td>Having high quality long-term care in your community</td>
<td>80%</td>
</tr>
<tr>
<td>Getting to the places you need to go independently</td>
<td>76%</td>
</tr>
</tbody>
</table>

I1. For the following list of issues, please indicate how important each is to you personally. (Independent Living and Long-Term Care) (n=711)
*not all charts equal one-hundred percent due to removal of small cells, see annotation for all categories
‘Affordable housing’ and ‘safe streets’ are the most important community issues for Iowa residents age 45+.

### Important Community Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>Extremely/ very important</th>
<th>Somewhat important</th>
<th>Not very/not at all important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable housing</td>
<td>69%</td>
<td>24%</td>
<td>8%</td>
</tr>
<tr>
<td>Safe streets</td>
<td>74%</td>
<td>22%</td>
<td>4%</td>
</tr>
<tr>
<td>Outdoor recreation</td>
<td>40%</td>
<td>46%</td>
<td>15%</td>
</tr>
<tr>
<td>Sidewalks</td>
<td>44%</td>
<td>34%</td>
<td>22%</td>
</tr>
<tr>
<td>Public transportation</td>
<td>32%</td>
<td>35%</td>
<td>32%</td>
</tr>
<tr>
<td>Bike lanes</td>
<td>19%</td>
<td>29%</td>
<td>51%</td>
</tr>
</tbody>
</table>

11. For the following list of issues, please indicate how important each is to you personally. (Livable Communities) (n=711)
Almost half (46%) of Iowa residents age 45+ are currently providing unpaid care 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? This would include doing things for them such as grocery shopping, providing transportation, managing finances, arranging for healthcare or other services, or preparing meals.

(n=711)

One in four (27%) Iowa residents age 45+ who are not currently providing unpaid care have provided this type of care in the past.
Survey Results for Iowa-Wealth Questions

Issues that Impact Iowa Adults Age 45 and Older
Two-thirds (66%) of Iowa residents age 45+ are at least somewhat concerned about personally becoming the target or victim of a scam or fraud.

Concern About Scams

- Extremely concerned: 13%
- Very concerned: 20%
- Somewhat concerned: 33%
- Not very concerned: 19%
- Not concerned at all: 14%
FRA5. In the past 12 months, have you been notified by any business or government agency that your personal information may have been compromised or that you may be a victim of identity theft because of hackers or some other security breach? (n=711)

Two in five (41%) Iowa residents age 45+ were informed that they may have been a victim of identity theft within the past year.

Identity Theft in the Past 12 Months

- Yes: 41%
- No: 59%
**FRAUD ISSUES**

The majority (89%) of Iowa residents age 45+ are aware that the IRS is not authorized to call and warn taxpayers they could be arrested unless they pay immediately.

**IRS Authorized to Threaten Arrest for Back Taxes**

<table>
<thead>
<tr>
<th></th>
<th>TRUE</th>
<th>FALSE</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5%</td>
<td>89%</td>
<td>5%</td>
</tr>
</tbody>
</table>
FRAUD ISSUES

The majority (86%) of Iowa residents age 45+ are aware that the IRS does not initiate contact with taxpayers by email or text to request personal or financial information.

IRS May Request Personal Information by Email or Text

5% 86% 9%
TRUE FALSE Don't know

FRA12. [TRUE/FALSE] The IRS may initiate contact with taxpayers by email or text to request personal or financial information. (n=711)
FRAUD ISSUES

One in ten (9%) Iowa residents age 45+ indicate they have been a victim of a scam or fraud in the past 12 months.

Victim of Scam / Fraud in Past 12 Months

- Yes: 9%
- No: 89%
- Don’t know: 2%

FRA19. In the last 12 months, have you been a victim of a scam or fraud? (n=711)
FRAUD ISSUES

Among Iowa residents age 45+ who have been a victim of a scam or fraud in the past year, fewer than half (40%) reported it to the appropriate authorities.

Reporting of Scam / Fraud

- Yes: 57%
- No: 40%
- Don't know: 3%
Nearly one-third (29%) of Iowa residents age 45+ know a family member or friend who may have been victims of a scam or fraud.

Friend / Family Victim of Fraud

<table>
<thead>
<tr>
<th>Yes</th>
<th>29%</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>71%</td>
</tr>
</tbody>
</table>
Survey Results for Iowa-Self Questions

Issues that Impact Iowa Adults Age 45 and Older
About half (54%) of Iowa residents age 45+ are extremely concerned or very concerned about being able to afford to remain in their home as they age.

**Concerns About Aging**

- **Being able to afford to remain in your home as you age**: 54% extremely or very concerned, 25% somewhat concerned, 21% not very or not at all concerned.
- **Being able to afford groceries or other household necessities**: 46% extremely or very concerned, 20% somewhat concerned, 34% not very or not at all concerned.
- **Being about to get around your community to get the things you need and do the things you want to do as you age**: 42% extremely or very concerned, 31% somewhat concerned, 27% not very or not at all concerned.
- **Being connected with others in your community and having opportunities to socialize as you age**: 32% extremely or very concerned, 35% somewhat concerned, 33% not very or not at all concerned.

*LIV-COMM1. How concerned are you about the following? (n=711)*

*not all charts equal one-hundred percent due to removal of small cells, see annotation for all categories*
Iowa residents age 45+ would most likely turn to ‘family or friends’ if they needed information about services for older adults, although 20% say they didn’t know where they would turn for this information.

COMM14. Whom would you turn to for information if you, a family member, or friend needed services for older adults such as caregiving services, home-delivered meals, home repair, medical transport, or social activities? (n=711)
**TRANSPORTATION ISSUES**

Most (89%) Iowa residents age 45+ ‘drive themselves’ to get around their community.

**Primary Transportation**

- Drive yourself: 89%
- Have others drive you: 7%
- Walk: 1%
- Use public transportation: 1%
- Ride a bike: 1%
- Use a ride source company such as Uber or Lyft: 1%

**TRA1.** How do you usually get around your community for things like shopping, visiting the doctor, running errands, or other things? (n=711)
In October 2019, AARP engaged Alan Newman Research (ANR) to conduct a quantitative research study among Iowa residents age 45+. Topics included healthcare, the economy and financial issues, livable communities, caregiving, independent living and long-term care, fraud issues, and transportation.

ANR completed a total of 711 interviews (358 via landline telephone, 175 via cell phone, and 178 online). Respondents were screened to meet the following criteria:

- Age 45+
- Resident of Iowa

Survey length averaged 18.7 minutes by telephone and 16.4 minutes online.
METHODOLOGY

Sampling Procedure
Landline, cell phone, and online sampling were used for this research, with the telephone sample drawn randomly from a list of residents age 45+ in Iowa, purchased from Aristotle, and online sample provided by Fulcrum. A total of 25,461 records were utilized to achieve a sample of 711 respondents. The list of 1,397,278 residents of Iowa age 45+ was randomly divided into 1,397 replicates of 1,000 records for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 25 replicates representing a total of 24,799 resident records were dialed to complete the telephone portion of this study.

The total of 711 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 October 19, 2019 and closed on October 28, 2019.

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 2019 U.S. Census Bureau Current Population Survey (CPS) statistics for Iowa.
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

Aisha Bonner Cozad,
abonner@aarp.org

For media inquiries, please contact media@aarp.org

This research was designed and executed by AARP Research.