Issues of Importance to U.S. Adults Age 45+

<table>
<thead>
<tr>
<th>Health Care</th>
<th>Economic/Financial</th>
<th>Independent Living/Long-Term Care</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staying mentally sharp</td>
<td>Enough income or savings to retire</td>
<td>Getting the places you need to go independently</td>
</tr>
<tr>
<td>94%</td>
<td>90%</td>
<td>84%</td>
</tr>
<tr>
<td>Adequate health insurance coverage</td>
<td>Adequate Social Security benefits</td>
<td>Staying in your own home as you get older</td>
</tr>
<tr>
<td>93%</td>
<td>88%</td>
<td>84%</td>
</tr>
<tr>
<td>Staying physically healthy</td>
<td>Protection against unfair financial practices</td>
<td>Protection against consumer fraud</td>
</tr>
<tr>
<td>92%</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>Medicare benefits available in the future</td>
<td>Protection against consumer fraud</td>
<td>Caring for a loved one</td>
</tr>
<tr>
<td>88%</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>Paying for health care expenses</td>
<td>Being able to stop working for pay at the age you want</td>
<td>High quality long-term care in your community</td>
</tr>
<tr>
<td>85%</td>
<td>73%</td>
<td>79%</td>
</tr>
<tr>
<td>Paying for prescription drugs</td>
<td>Online security</td>
<td></td>
</tr>
<tr>
<td>77%</td>
<td>69%</td>
<td></td>
</tr>
</tbody>
</table>

*For the following list of issues, please indicate how important each is to you personally.*
% “extremely important” or “very important”
Interviews were conducted with 804 residents of the U.S. by landline (50%), cell phone (25%), and online (25%) between November 25, 2019 and December 5, 2019.

- **Age**
  - 45 to 49: 14%
  - 50 to 64: 50%
  - 65+: 36%

- **Education**
  - Some college or less: 57%
  - 4-year college degree: 23%
  - Post-graduate study or degree: 20%

- **Employment**
  - Full-time: 37%
  - Part-time: 10%
  - Retired: 42%

- **Gender**
  - Female: 53%
  - Male: 47%

- **Race/Ethnicity**
  - White/ Caucasian: 71%
  - Hispanic/ Latino: 12%
  - Black/ African American: 11%
  - Other - Minority: 6%

- **Marital Status**
  - Married/ living with partner: 57%
  - Divorced/ separated: 19%
  - Widowed: 12%
  - Never married: 13%

- **Annual Household Income**
  - Less than $50,000: 42%
  - $50,000 to less than $100,000: 29%
  - $100,000+: 19%

- **Political Views**
  - Conservative: 34%
  - Moderate: 34%
  - Liberal: 24%

For more information, contact territory specific advisor:
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