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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 Maine-Health Questions

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

<table>
<thead>
<tr>
<th>Important Healthcare Issues</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Staying physically healthy</td>
<td>92%</td>
</tr>
<tr>
<td>Staying mentally sharp</td>
<td>91%</td>
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<tr>
<td>Having adequate health insurance coverage</td>
<td>90%</td>
</tr>
<tr>
<td>Having Medicare benefits available to you in the future</td>
<td>88%</td>
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<tr>
<td>Having access to high-quality hospital care</td>
<td>87%</td>
</tr>
<tr>
<td>Paying for health care expenses</td>
<td>80%</td>
</tr>
<tr>
<td>Paying for prescription drugs</td>
<td>75%</td>
</tr>
<tr>
<td>Being able to access health care providers remotely by computer or phone</td>
<td>49%</td>
</tr>
</tbody>
</table>

11. For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’) (n=704)
Are you currently providing unpaid help to a relative or friend 18 years or older to help them take care of themselves? (n=704)

More than one-quarter (28%) of Maine residents age 45+ are currently providing unpaid help to an adult relative or friend.
Over half (53%) of Maine residents age 45+ who are not currently unpaid caregivers have provided this type of care in the past.
More than half (55%) of Maine residents age 45+ who haven’t been unpaid caregivers think it is at least somewhat likely they will provide this type of care in the future.

Likelihood of Being a Caregiver in the Future

- **Extremely likely/ very likely**: 40%
- **Somewhat likely**: 28%
- **Not very likely/ not likely at all**: 27%
- **Don’t know/ refused**: 5%
Maine residents age 45+ have mixed levels of concern about getting the coronavirus in the next year.

Worry About Getting COVID-19 in the Next Year (as of February 2021)

- Extremely worried/ very worried: 36%
- Somewhat worried: 31%
- Not very worried/ not at all worried: 33%
- Don't know/ refused

CVD-6. How worried are you about getting coronavirus in the next year? (n=704)
Have you or a family member used tele-health, such as connecting to a health care provider by phone or computer, in the past year? (n=704)

Over half (54%) of Maine residents age 45+ have used telehealth in the past year or have a family member who has.
Survey Results for Maine-Wealth Questions

Issues That Impact Maine Adults Age 45 and Older
Maine residents age 45+ find many economic issues very important, particularly those related to retirement savings and Social Security benefits, as well as affordability of heating.

### Important Economic Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>Importance</th>
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<tbody>
<tr>
<td>Having enough income or savings to retire</td>
<td>89%</td>
</tr>
<tr>
<td>Having adequate Social Security benefits</td>
<td>87%</td>
</tr>
<tr>
<td>Having affordable heating</td>
<td>85%</td>
</tr>
<tr>
<td>Being able to afford healthy food</td>
<td>80%</td>
</tr>
<tr>
<td>Protecting yourself against consumer fraud</td>
<td>78%</td>
</tr>
<tr>
<td>Protecting yourself against unfair financial practices</td>
<td>76%</td>
</tr>
<tr>
<td>Being able to stop working for pay at the age you want</td>
<td>71%</td>
</tr>
<tr>
<td>Having online security</td>
<td>67%</td>
</tr>
<tr>
<td>Having a way to save for retirement through the workplace</td>
<td>62%</td>
</tr>
<tr>
<td>Having good employment opportunities in your community</td>
<td>61%</td>
</tr>
<tr>
<td>Protection from age discrimination</td>
<td>59%</td>
</tr>
<tr>
<td>Maintaining relevant job skills and experience</td>
<td>51%</td>
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</tbody>
</table>

11. For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’) (n=704)
Two out of five (40%) Maine residents age 45+ feel that they are behind schedule planning and saving for retirement.
About three-quarters (77%) of Maine workers age 45+ reported that their employer offers a way to save for retirement.

Access to Employer-Provided Retirement Options

- Yes: 77%
- No: 23%
Among Maine workers age 45+ whose employer offers a way to save for retirement, an IRA, 401(k), or 403(b) defined contribution plan is most common (84%).

Employer-Provided Retirement Saving Options

- An IRA, 401(k), or 403(b) defined contribution plan (84%)
- A traditional pension plan or a defined benefit plan (32%)
D1. Other than a data plan on your cell phone, do you have high-speed Internet service at home such as cable Internet, DSL, FIOS, or satellite Internet service? (n=704)

A majority (85%) of Maine residents age 45+ have high-speed Internet service at home.

- Yes: 85%
- No: 13%
- Don't know/ refused: 2%

High-Speed Internet Service at Home
The most common reason Maine residents age 45+ do not have Internet at home is the cost (35%). For some (19%), Internet is not available where they live.

TECH19. What are the reasons you do not have Internet at home? (n=92)
Among Maine residents age 45+ with home Internet, nearly half (49%) have connection issues.

Frequency of Home Internet Connection Problems

- Always/often: 51%
- Sometimes: 31%
- Rarely/never: 18%
- Don't know: 0%
RENEWABLE ENERGY

Less than a quarter of Maine residents age 45+ would be unlikely to switch to renewable energy if it were available at the same price as traditional energy.

Likelihood of Switching to Renewable Energy

- Very likely: 43%
- Somewhat likely: 29%
- Not very likely: 13%
- Not at all likely: 7%
- Don't know/refused: 10%

RE-1. If electricity from renewable energy sources were available at the same price as traditional energy sources, how likely would you be to switch over to using renewable energy? (n=704)
Seven in ten (71%) Maine residents age 45+ would strongly or somewhat support Maine offering more renewable energy rebates to lower- and middle-class households to use fewer fossil fuels.

Support for Renewable Energy Rebates for Lower- and Middle-Class Households

- **43%** Strongly support
- **28%** Somewhat support
- **11%** Somewhat oppose
- **9%** Strongly oppose
- **9%** Don't know/refused

**RE-2.** Would you support or oppose the Maine government offering more renewable energy rebates to lower and middle-class households if you knew it would result in fewer people using fossil fuels? (n=704)
Survey Results for Maine-
Self Questions

Issues That Impact Maine Adults Age 45 and Older
Independent living is extremely or very important to a majority of Maine residents age 45+. 

Important Independent Living Issues

- Staying in your own home as you get older: 87%
- Caring for a loved one: 83%
- Getting to the places you need to go independently: 80%
- Having high quality long-term care in your community: 73%
- Having flexibility in your schedule to care for a loved one: 71%
- Having paid time off to care for yourself or a seriously ill family member: 58%
- Having ways to be connected to your community and socialize as you age: 55%

11. For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’) (n=704)
In the past 5 years, nearly three-quarters (71%) of Maine residents age 45+ have participated at least one of the civic engagement activities listed.

Civic Engagement in the Past 5 Years

- Phoned, wrote, or sent e-mail to a public official to make your views known on an issue: 46%
- Participated in a political event or town meeting: 33%
- Used social media (Twitter, Facebook, blogs, etc.) to express political opinions: 33%
- Contributed money to a candidate or political party: 32%
- Met with an elected official: 29%
- Wrote a letter or e-mail to a newspaper or called a radio or TV show to make your views known on an issue: 18%
- Volunteered with a group working to influence local, state, or national government: 16%
- Volunteered to work on a campaign for a particular candidate or party: 12%
- None of these: 29%

CE-1. In which of the following activities have you participated in the last 5 years? (n=704)
Most Maine residents age 45+ watch broadcast or local news for information about politics and current events.

Sources of News About Politics and Current Events

- Broadcast or local news: 69%
- Online/Internet: 62%
- Cable news: 59%
- Traditional AM/FM radio: 51%
- Local weekly newspaper: 44%
- Facebook: 36%
- State daily newspaper: 31%
- YouTube: 18%
- Twitter: 7%
- Instagram: 4%
- None of these: 2%

NEWS1. Which of the following do you use to get news and information about politics and current events? (n=704)
MEDIA USE

CBS (50%) and NBC (48%) are the most popular television channels Maine residents age 45+ watch for news.

Television News Sources

- CBS: 50%
- NBC: 48%
- ABC: 35%
- Fox News: 34%
- CNN: 32%
- MSNBC: 28%
- OANN (One America News Network): 6%
- None of these: 13%
In February 2021, AARP engaged ANR Market Research Consultants to conduct a quantitative research study among Maine residents age 45 and older. Topics included healthcare, the economy, financial issues, independent living, long-term care, caregiving, and retirement issues.

704 Interviews
Maine Adults Age 45+
Fielded in February 2021

ANR completed a total of 704 interviews (352 via landline telephone, 176 via cell phone, and 176 online). Respondents were screened to meet the following criteria:

- Age 45+
- Resident of Maine

Survey length averaged 20.4 minutes by telephone and 18.1 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 Maine residents age 45 and older, purchased from Aristotle, and online sample provided by Fulcrum. A total of 33,486 records were utilized. The list of 650,000 Maine residents age 45 and older was randomly divided into 650 replicates of 1,000 records for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 33 replicates representing a total of 32,352 records were dialed to complete the telephone portion of this study.

The study’s sample of 704 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 February 11, 2021 and closed on February 21, 2021.

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.
ABOUT AARP

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.
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This research was designed and executed by AARP Research.