

METHODOLOGY REPORT	
Survey sponsor	AARP
Survey/Data collection supplier	The Harris Poll (Harris Insights & Analytics)
Population represented	U.S. registered voters age 50+
Sample size	3,500. Quotas were set by race and Hispanic ethnicity.
Mode of data collection	Online panel
Type of sample (probability/non-probability)	Non-Probability
Start and end dates of data collection	March 13, 2020 – March 23, 2020
Margin of sampling error for total sample	Not applicable
Margin of sampling error for key subgroups	Not applicable
Weighting	The data are weighted to the U.S. population age 50+ by education, gender by age, race, Hispanic ethnicity, marital status, census division, household income, household size, and employment status to population benchmarks from the March 2019 Current Population Survey (CPS). Propensity score weighting was also used to adjust for respondents' propensity to be online. Raked weights are estimated using Random Iterative Method (RIM) weighting.
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ANNOTATED QUESTIONNAIRE

BASE: ALL RESPONDENTS

dmGen [Gender] Are you...?

%	n=3,500
44	Male
55	Female
1	Other

BASE: ALL RESPONDENTS

dmAge [Age] What is your age?

	n=3,500
Mean	65.04
Median	64

[RANGE 0 -120]

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[PN: IF NOT 50+, THEN TERM IMMEDIATELY.]

BASE: ALL US RESPONDENTS 50+

dmHispUS [Hispanic Origin (US)] Are you of Hispanic, Latino, or Spanish origin?

%	n=3,500
10	Yes
89	No
0	Prefer not to answer

[PROGRAMMER NOTE: INSERT “Why do we ask this question?” pop-up BELOW CHOICES]

BASE: ALL US RESPONDENTS 50+

dmRaceUS [Race (US)] What is your race?

[PROGRAMMER NOTE: DISPLAY IN ONE COLUMN.]
[SINGLE RESPONSE]

%	n=3,500
80	White
10	Black or African American
1	Native American or Alaskan Native
1	South Asian
2	Chinese
0	Korean
1	Japanese
1	Filipino
0	Arab/West Asian
0	Pacific Islander
0	Other Asian
1	Mixed Race
2	Some other race
1	Prefer not to answer

[PROGRAMMER NOTE: INSERT “Why do we ask this question?” pop-up BELOW CHOICES]

BASE: ALL US RESPONDENTS 50+

QS5: Are you registered to vote?

%	n=3,500
100	Yes, I am registered to vote
0	No, I am not registered to vote
0	Don't know / Unsure

BASE: ALL 50+ US REGISTERED VOTERS (dmAge/50+ AND US (dmCntry/244) AND QS5/1

QS6: Regardless of how you may vote, what do you usually consider yourself?

[RANDOMIZE; ANCHOR 3 AND 4]

%	n=3,500
40	Democrat
37	Republican
22	Independent
1	Other

BASE: ALL 50+ US (dmAge/50+ AND US (dmCntry/244)

QS7: Which of the following best describes your employment status?

%	n=3,500
27	Employed full time
8	Employed part time
4	Self-employed full time
3	Self-employed part time
2	Not employed, but looking for work
1	Not employed and not looking for work
4	Not employed, unable to work due to a disability or illness
46	Retired
0	Student
4	Stay-at-home spouse or partner

MAIN SURVEY

BASE: ALL QUALIFIED RESPONDENTS

Q1. How likely are you to vote in the November 2020 Elections?

%	n=3,500
1	Will not vote
0	Not that likely
3	Somewhat likely
2	Fairly likely
93	Very likely
1	Don't know / Unsure

BASE: ALL QUALIFIED RESPONDENTS

Q6. Which of the following matters most to you when you are voting for an elected official? *Please select one*

[RANDOMIZE]

%	n=3,500
61	Their stance on the issues I care about
9	Political party affiliation
9	Character or personality traits
10	Strong electability and capability of staging a winning campaign
10	Experience

BASE: ALL QUALIFIED RESPONDENTS

Q7. What are the top qualities you look for in an elected official? *Please select up to three choices*

[RANDOMIZE]

%	n=3,500
31	A solid plan to address problems in the community
11	Brings a fresh perspective
6	Strong ability to persuade others
9	Shows good temperament
22	Ability to collaborate with others
4	Served in the armed forces
6	Actively gives back to their community
32	Shares my values
56	Exhibits integrity, honesty, and moral character
55	Understands deeply the day to day issues of ordinary Americans
46	Prioritizes getting things done above political party ideology
2	Other (specify) _____
2	Don't know/ Unsure

BASE: ALL QUALIFIED RESPONDENTS

Q4. Where do you get your information to guide your voting decisions? *Please select up to three choices.*

[RANDOMIZE; MULTIPLE RESPONSE – ALLOW UP TO THREE; ANCHOR 9-10; EXCLUSIVE 10]

%	n=3,500
13	Paid advertising from the candidates or groups supporting them
15	Websites run by the candidate
18	Direct mailings, emails, phone calls or other communications from the candidate
14	Social media sites (such as Twitter, Facebook, etc.)
39	Conversations with friends and family
17	Academics, non-profits, think tanks and other experts in politics
71	News or talk shows (TV, radio, online, newspaper)
54	Candidate debates and townhalls
5	Other (specify) _____
5	Don't know / Unsure

BASE: ALL QUALIFIED RESPONDENTS

Q5. Thinking about issues, topics, or problems that may impact you and your community, how important are the following to you personally?

[COLUMN]

- 1 Not at all important
- 2 Somewhat important
- 3 Important (or Fairly important)
- 4 Very important
- 5 Extremely important

[ROW, RANDOMIZE]

n=3,500	Extremely Important %	Very Important %	Fairly Important %	Somewhat Important %	Not at all Important %
1. Securing the future of Medicare	58	26	12	3	1
2. Securing the future of Social Security	66	23	8	2	1
3. Lowering prescription drug prices	49	30	15	5	1
4. Making sure all Americans have health insurance coverage	40	27	19	10	4
5. Addressing the global climate crisis	35	22	18	13	13
6. Reducing waste and garbage from the oceans and environment	32	33	22	11	3
7. Addressing the Coronavirus	64	21	10	3	1
8. Ensuring fair access to quality, affordable education	29	34	25	10	3
9. Making America's food supply healthier	31	34	24	10	2
10. Making housing more affordable	30	30	26	11	3
11. Creating sensible immigration policies	37	35	19	6	3
12. Reducing age discrimination in the workplace	26	27	29	13	5
13. Promoting and protecting democracy around the world	23	29	27	16	5
14. Creating job opportunities for all Americans	38	37	18	6	1
15. Improving America's infrastructure (rebuilding roads, bridges etc.)	36	39	19	6	1
16. Getting ready to handle and care for an aging national population	36	36	20	6	1
17. Making sure businesses act ethically and within the law	32	36	24	7	1
18. Making sure we are safe in our communities	44	36	15	4	1
19. Making sure we are secure online	31	34	24	9	2

20. Protecting all Americans from bias and bigotry	31	29	24	12	4
21. Having enough income or savings in retirement	44	34	16	5	1
22. Lowering healthcare costs	52	29	14	4	0

BASE: ALL QUALIFIED RESPONDENTS

Q8. For each of the following statements, please indicate how often they cause you to worry.

[COLUMN]

1. Never
2. Rarely
3. Sometimes
4. Often
5. Always

[ROW, RANDOMIZE]

n=3,500	Always %	Often %	Sometimes %	Rarely %	Never %
1. How divided America and Americans have become	28	34	26	7	4
2. Prices rising faster than your income	29	24	28	13	5
3. The threat of terrorism in our country today	18	24	37	17	4
4. Not being able to afford the health care you need	22	20	27	20	11
5. Having to take care of an aging family member	13	14	21	21	30
6. Not having enough money in retirement	28	21	26	16	9
7. Paying too much in taxes	25	25	28	15	7

BASE: ALL QUALIFIED RESPONDENTS

Q9. Please read the following statements and rate how much you agree or disagree with each one:

[COLUMN]

1. Strongly disagree
2. Somewhat disagree
3. Somewhat agree
4. Strongly agree
5. Don't know / Unsure

[ROW, RANDOMIZE]

n=3,500	Strongly Agree %	Somewhat Agree %	Somewhat Disagree %	Strongly Disagree %	Don't Know/Unsure %
1. I feel like I am accepted in society for who I am	51	36	6	3	4
2. I'm hopeful about my opportunities in America	44	40	8	3	5
3. I have strong relationships with family and friends	69	21	4	2	4
4. I feel a meaningful connection with my local community	30	50	13	4	3
5. I think I would be treated fairly by the justice system in America	37	41	10	7	5
6. I feel safe in my community and my country	45	42	8	3	3
7. I like to make connections with people that have different ideologies than me	25	48	17	4	6

BASE: ALL QUALIFIED RESPONDENTS

Q10. Here is a list of things some people think are fundamental to making American culture and society so great. For each item, do you feel that item has been a major contributor to making America great, a minor contributor, or hardly a contributor at all?

[COLUMN]

1. Major contributor
2. Minor contributor
3. Hardly a contributor at all

[ROW,RANDOMIZE]

n=3,500	Major Contributor %	Minor Contributor %	Hardly A Contributor At All %
1. Scientific and technological excellence	71	24	5
2. Entrepreneurial spirit	56	35	9
3. Industrial know-how (i.e. American manufacturing in the auto and steel industries)	65	30	5
4. Hard working people	82	16	3
5. Rich, natural resources (such as farmland, fresh water, coastlines, shale oil, coal, natural gas)	71	25	4
6. Living in a system of guaranteed individual freedom	75	20	4
7. Chance to move freely from one place to another	71	23	6
8. The ability for anyone to succeed through education and hard work	73	22	4
9. Military strength	75	21	4
10. Allowing people to own private property	70	24	6
11. Freedom of the press	64	27	9
12. Free public education	53	34	13
13. Pristine, well preserved parks and wilderness	41	47	12
14. Being a champion of democracy worldwide	49	39	12
15. Racial and gender equality	49	38	12
16. Capitalism and private industry	58	33	9
17. A government that holds businesses accountable for abiding by laws and standards	59	34	7
18. A federal government that maintains checks and balances between the president, congress, and the courts	68	25	7
19. A government that provides a safety net for those in need	53	36	10
20. A thriving cultural life including art and music	36	48	16
21. People with different ideologies respecting each other	55	36	9

22. Democratic government including free and open elections and the US Constitution and Bill of Rights	77	17	6
23. Our willingness to accept refugees and immigrants	38	40	22

BASE: ALL QUALIFIED RESPONDENTS

Q11 “According to US Census projections, the average lifespan in America will grow in the coming decades, with many of us living to 90 and beyond.” Given the potential of so many Americans living two or more decades past their retirement, how much do you agree or disagree with the following statements:

[COLUMN]

1. Strongly disagree
2. Somewhat disagree
3. Somewhat agree
4. Strongly agree
5. Don't know / Unsure

[ROW, RANDOMIZE]

n=3,500	Strongly Agree %	Somewhat Agree %	Somewhat Disagree %	Strongly Disagree %	Don't Know/Not Sure %
1. Working Americans should be saving more to fund their post-retirement years	66	27	2	1	3
2. Social Security will need to be strengthened to be sustainable for ourselves and future generations	77	17	2	1	3
3. Medicare will need to be strengthened to be sustainable for ourselves and future generations	73	21	2	1	3
4. Medicaid will need to be strengthened to make sure those without resources can still get healthcare	59	29	6	2	4
5. The US healthcare system is prepared to care for an aging population	19	25	32	18	6
6. The medical profession needs to become more open to the end-of-life wishes of their patients	49	35	5	3	8
7. An aging population will require addressing the future of Social Security, Medicare and Medicaid	77	16	1	1	4
8. Americans cannot look to the government alone for the resources needed to support a longer life	52	35	5	3	5
9. Living longer will often mean working longer	44	41	8	2	4

10. The housing industry needs to provide better, more affordable options for older Americans	58	31	6	2	4
11. Families bear the responsibility of being caregivers including providing financial support for parents or grandparents as they enter their later years	38	44	11	3	4
12. Better in-home healthcare support would make it easier to address the needs of an aging population	60	34	2	1	4
13. Better residential caregiving options would make it easier to address the needs of an aging population	53	38	3	1	4
14. Families will need greater government help to support their parents and grandparents	38	39	12	5	6

BASE: ALL QUALIFIED RESPONDENTS

Q12 How concerned are you about the impact of the Coronavirus outbreak (COVID-19)?

%	n=3,500
3	Not at all concerned
21	Somewhat concerned
18	Concerned (or Fairly concerned)
25	Very concerned
33	Extremely concerned

BASE: ALL QUALIFIED RESPONDENTS

Q13 How would you grade the U.S. on handling the Coronavirus outbreak (COVID-19)?

%	n=3,500
14	F (Failure)
23	D (Needs improvement)
15	C (Average)
22	B (Good)
24	A (Very good)
2	Don't know / Unsure

SECTION: DEMOGRAPHICS
BASE: ALL QUALIFIED RESPONDENTS 50+
D1: How would you describe your own political philosophy?

%	n=3,500
39	Conservative
42	Moderate
20	Liberal

BASE: ALL QUALIFIED RESPONDENTS 50+
D2: The following questions are about your level of involvement in current issues. Which of the following, if any, have you done in the past 12 months? (Please select all that apply.)

[RANDOMIZE; MULTIPLE RESPONSE; EXCLUSIVE 17; ANCHOR 17]

%	n=3,500
17	Written or called any politician at the local, state, or national level
5	Attended a political rally, speech or organized protest
10	Attended a public meeting on town or school affairs
1	Held or ran for public office
9	Served on a committee or as an officer for a local organization
3	Written a letter to the editor of a newspaper or magazine
2	Called a live radio or television show to express an opinion
3	Worked for a political party
3	Made a public speech
1	Written an article for a magazine or newspaper
7	Been an active member of any group that tries to influence public policy or government
37	Regularly read local and national publications (e.g., my local newspaper, NY Times, Wall Street Journal, Newsweek, BusinessWeek)
34	Regularly read local and national publications via the Internet
46	Regularly consume other media (e.g., local and national news broadcasts, websites, other specialty publications)
1	Authored a blog
5	Participate in an online forum or chat room on local, state or national issues
32	None of these

BASE: ALL QUALIFIED RESPONDENTS 50+
D3: Are you or your spouse/partner (if applicable) currently a member of AARP?

%	n=3,500
46	Yes
53	No
0	Don't Know / Unsure

BASE: ALL QUALIFIED RESPONDENTS 50+
D4: Do you own or rent your residence?

%	n=3,500
77	Own
21	Rent
2	Live with family or others and do not pay rent
1	Some other living arrangement
0	Prefer not to answer

BASE: ALL QUALIFIED RESPONDENTS 50+

D5: Does any disability, handicap, or chronic disease keep you or your partner from participating fully in work, school, housework, or other activities?

%	n=3,500
20	Yes, myself
5	Yes, my partner
4	Yes, both myself and my partner
70	No
1	Prefer not to answer

BASE: ALL QUALIFIED RESPONDENTS 50+

D6: Have you or a family member ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard?

%	n=3,500
16	Yes, I have
27	Yes, a family member has
57	No
0	Don't Know / Unsure

BASE: ALL QUALIFIED RESPONDENTS 50+

D7: What is your sexual orientation?

%	n=3,500
95	Straight or heterosexual
2	Gay or lesbian
1	Bi-sexual
0	Something else
1	Prefer not to answer

BASE: ALL QUALIFIED RESPONDENTS 50+

D8: How do you get your news and information? *Please select all that apply.*

[RANDOMIZE; MULTIPLE RESPONSE; ANCHOR 7]

%	n=3,500
24	Email
25	Social media like Facebook or Twitter
45	Local newspaper
12	Mail
4	Phone call
21	National newspaper
73	Local TV
57	Cable TV
44	Online websites
3	Blogs
6	Other (specify)

BASE: ALL QUALIFIED RESPONDENTS 50+

D9: Which best describes the community where you live?

%	n=3,500
10	Urban near mix of offices, apartments, and shops
13	Urban and mostly residential
19	Suburban with a mix of offices, apartments, and shops
33	Suburban and mostly residential
10	Small town
15	Rural area
0	Prefer not to answer

BASE: ALL QUALIFIED RESPONDENTS

Q743. Have you ever been a family caregiver who provided **unpaid** care to an adult loved one? (This person did not need to live with you.)

%	n=3,500
45	Yes, I have provided care to an adult loved one in the past
54	No
1	Don't Know / Unsure

BASE: ALL QUALIFIED RESPONDENTS

Q745. How likely do you think it is that you will provide any caregiving or assistance on an unpaid basis for an adult loved one in the future?

%	n=3,046
29	Very unlikely
17	Somewhat unlikely
25	Somewhat likely
28	Very likely
16	Don't Know / Unsure

BASE: ALL US RESPONDENTS 50+

dmStateUS [State (US)] In what state or territory do you currently reside?

%	n=3,500	%	n=3,500
1	Alabama	3	New Jersey
0	Alaska	0	New Mexico
3	Arizona	7	New York
1	Arkansas	3	North Carolina
12	California	0	North Dakota
2	Colorado	4	Ohio
1	Connecticut	1	Oklahoma
0	Delaware	1	Oregon
0	District of Columbia	4	Pennsylvania
8	Florida	0	Rhode Island
3	Georgia	2	South Carolina
1	Hawaii	0	South Dakota
0	Idaho	3	Tennessee
5	Illinois	7	Texas
2	Indiana	1	Utah
1	Iowa	0	Vermont
0	Kansas	3	Virginia
1	Kentucky	1	Washington

1	Louisiana	0	West Virginia
0	Maine	2	Wisconsin
2	Maryland	0	Wyoming
2	Massachusetts	0	American Samoa
3	Michigan	0	Federated States of Micronesia
2	Minnesota	0	Guam
1	Mississippi	0	Marshall Islands
1	Missouri	0	Northern Mariana Islands
0	Montana	0	Palau
0	Nebraska	0	Puerto Rico
1	Nevada	0	Virgin Islands
1	New Hampshire		

[DISPLAY IN DROP DOWN LIST]

BASE: ALL US RESPONDENTS 50+

netRegionUS HIDDEN: Census Region (US Net)

%	n=3,500
19	Northeast
21	Midwest
37	South
23	West
0	Non-US State

BASE: ALL US RESPONDENTS AND 50+

dmEduUS [Education (US)] What is the highest level of education you have completed?

[SINGLE RESPONSE]

[PROGRAMMER NOTE: DISPLAY IN ONE COLUMN, GOING DOWN.]

%	n=3,500
1	Less than high school
2	Completed some high school
34	High school graduate
8	Job-specific training program(s) after high school
15	Some college, but no degree
10	Associate degree
17	Bachelor's degree (such as B.A., B.S.)
3	Some graduate school, but no degree
11	Graduate degree (such as MBA, MS, M.D., Ph.D.)

BASE: ALL US RESPONDENTS 50+

dmHhIncUS [Household Income (US)] How much total combined income did all members of your household earn before taxes last year?

This includes money from jobs; net income from business, farm, or rent; pensions; dividends; interest; social security payments; and any other money income received by members of your household who are eighteen (18) years of age or older.

[PROGRAMMER NOTE: DISPLAY IN ONE COLUMN, GOING DOWN.]

%	n=3,500
8	Less than \$15,000
8	\$15,000 to \$24,999
8	\$25,000 to \$34,999
11	\$35,000 to \$49,999
18	\$50,000 to \$74,999
12	\$75,000 to \$99,999
12	\$100,000 to \$124,999
8	\$125,000 to \$149,999
7	\$150,000 to \$199,999
3	\$200,000 to \$249,999
2	\$250,000 or more
3	Prefer not to answer

[PROGRAMMER NOTE: INSERT “Why do we ask this question?” pop-up BELOW CHOICES]

BASE: ALL RESPONDENTS AND 50+

dmMarStat [Marital Status] What is your marital status?

%	n=3,500
9	Never married
59	Married or civil union
16	Divorced
2	Separated
11	Widow/Widower
4	Living with partner