Key Findings

Hispanic women voters ages 50 and older have strength in numbers going into the 2020 election, but there’s still ample opportunity to make an impression on their vote

- Nearly all (98%) are likely to vote in the 2020 election and 50% plan to vote early or by mail
- Nearly 7 in 10 haven’t made up their mind on who they’ll vote for in 2020

Dissatisfied with national leadership, they’re ready for change and looking for leaders with empathy and experience

- Over half (54%) have an unfavorable opinion of national leadership
- They give leaders failing grades on dealing with issues that matter most to them and their families like rising healthcare costs
- They are roughly evenly split between preferring a candidate with experience (44%) versus one with a fresh perspective (42%)
- 40% feel they do not have a voice in the political process

Leaders need to bring women into the conversation on affordable healthcare, it is the leading national issue for Hispanic women voters ages 50 and older

- Nearly 4 in 10 cannot afford to pay for their healthcare
- Nearly 3 in 4 feel older people pay too much for healthcare compared to others
Key Findings Continued

Politicians should think about how they can boost older Hispanic women voters’ confidence in the economy and access to affordable healthcare

- Hispanic women say the economy is on the wrong track (48%) and only 27% say their personal financial situation will improve in the next 12 months.
- Lack of confidence in the future of the economy is negatively affecting their personal outlook on retirement (47%)
- Nearly 1 in 3 (29%) say “Affording the healthcare I need has negatively affected my well-being”

At the end of the day, Hispanic women voters ages 50 and older want a future in which all can thrive, but they’re concerned about the world they’ll leave behind

- 88% worry about the world that they may leave behind
- 40% of Hispanic women say that racial inequality is the American value/right that is most endangered today
- Making sure all people can afford the healthcare they need was the #1 thing Hispanic women 50+ wanted to leave behind for future generations
The power of the Hispanic women 50+ vote is very strong for 2020

Likelihood to vote in the next election:

- Likely: 98% (2020)
- Very likely: 85%
But today, their vote is still very much up for grabs

70%
Haven’t made up their mind on who they’ll vote for in 2020

If the 2020 election were held today…

- 58% of Hispanic women voters ages 50 and older are mostly decided on voting for the Democratic party nominee
- 16% of Hispanic Latina voters 50+ aren’t sure if they would vote for Donald Trump, the Democratic nominee, or someone else.

* Top 5 Democratic Nominees shown on slide

The next major election is about one year from now. When do you think you will make your decision on who you will vote for in November 2020?

If the election for President were held today, which candidate would you vote for?

Warren?
Bloomberg?
Trump?
Sanders?
Biden?
Buttigieg?
### 50+ Hispanic women voters are informed

<table>
<thead>
<tr>
<th>Actions Taken in the Past 12 Months</th>
<th>(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regularly consume <strong>other media</strong> (e.g., news broadcasts)</td>
<td>39</td>
</tr>
<tr>
<td>Regularly read <strong>local and national publications</strong></td>
<td>36</td>
</tr>
<tr>
<td>Regularly read local and national <strong>publications via the internet</strong></td>
<td>33</td>
</tr>
<tr>
<td>Written or called any politician at the local, state, or national level</td>
<td>14</td>
</tr>
<tr>
<td>Attended a public meeting on town or school affairs</td>
<td>12</td>
</tr>
<tr>
<td>Attended a political rally, speech, or organized protest</td>
<td>5</td>
</tr>
</tbody>
</table>

*Which of the following, if any, have you done in the past 12 months?*
But leaders need to find ways to reach older Hispanic women voters

They are **leaning on third party sources** more than direct candidate communications for voting decisions

<table>
<thead>
<tr>
<th>Top Sources of Information to Inform Voting Decisions</th>
<th>(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>News/Talk shows (TV, radio, online)</td>
<td>65</td>
</tr>
<tr>
<td>Friends and Family</td>
<td>28</td>
</tr>
<tr>
<td>Press releases/Press conferences from the candidate</td>
<td>24</td>
</tr>
<tr>
<td>Communications, correspondence, or publications from the candidate, including online communication</td>
<td>20</td>
</tr>
<tr>
<td>Experts/Academics in politics</td>
<td>18</td>
</tr>
<tr>
<td>Mentions or discussions in the media</td>
<td>16</td>
</tr>
<tr>
<td>Public meetings or discussions</td>
<td>14</td>
</tr>
<tr>
<td>Candidate website</td>
<td>11</td>
</tr>
<tr>
<td>Social media sites (such as Twitter, Facebook, etc.)</td>
<td>11</td>
</tr>
</tbody>
</table>
Hispanic women voters ages 50 and older give leaders failing grades on dealing with issues that matter most

54%
Have an unfavorable opinion of national leadership*

Elected Officials Report Card
Key Women’s Issues 2020

<table>
<thead>
<tr>
<th>% Giving elected officials a failing grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>High costs of healthcare &amp; prescription drugs</td>
</tr>
<tr>
<td>Prices rising faster than income</td>
</tr>
<tr>
<td>College affordability and student debt</td>
</tr>
<tr>
<td>The opioid epidemic</td>
</tr>
<tr>
<td>Rising housing costs</td>
</tr>
</tbody>
</table>

How would you grade elected officials on dealing with each of these issues?

Do you have an unfavorable or favorable opinion of the following?
*Simple average of Congressional Republicans, Congressional Democrats, and President
They’re looking to leaders with local values; trusted and ethical top the list of qualities leaders must possess

Hispanic women voters ages 50 and older are more favorable towards local leadership and institutions that help others:

- Medical Doctors: 80%
- My Local Government: 59%
- My State Government: 56%
- My Member of Congress: 56%

Top qualities Hispanic Latina women voters 50+ think are important for leaders:

- Trusted: 42%
- Ethical: 38%
- Intelligent: 27%
- Competent: 27%
- Cares about people like me: 22%

Considering the following traits, which do you feel are the most important for a leader to possess?
They’re looking to leaders with experience or fresh perspective and for women to lead

Older Hispanic women voters are split on whether they prefer experience over fresh perspective...

<table>
<thead>
<tr>
<th>Prefer candidate with...</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experience</td>
<td>44</td>
</tr>
<tr>
<td>Fresh perspective</td>
<td>42</td>
</tr>
</tbody>
</table>

Many older Hispanic women voters agree that...

<table>
<thead>
<tr>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate America would benefit with more women in leadership</td>
<td>81</td>
</tr>
<tr>
<td>Country would benefit from a female president</td>
<td>62</td>
</tr>
</tbody>
</table>

In general, and thinking about the next election, which of the following is closer to your view?

How much do you agree or disagree with the following statements?
Leaders need to tap into the older Hispanic women voters’ mindset on healthcare

Thinking broadly, what would you say are the most important issues facing the country today?

- Healthcare: 43%
- Immigration: 36%
- Guns: 23%
- Terrorism/National Security: 22%
- Climate Change: 20%
- Crime and Drugs: 15%
- Corruption: 15%
- Economy and Jobs: 15%

*Thinking broadly, what would you say are the most important issues facing the country today?*
Because today, women are the family CHO (chief healthcare officer)

Hispanic women voters 50+ are carrying the weight of their family’s healthcare responsibility

88% Sole or joint healthcare decision maker in the family

69% Prioritize the health of their family over their own

70% “If I didn’t manage the health of my household, it wouldn’t get done”
Older Hispanic women voters are impacted by rising healthcare costs

4 in 10
Cannot afford to pay for their health care

...forcing Hispanic women voters 50+ to do things they never planned on...

<table>
<thead>
<tr>
<th>Action</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skipping medical care because it was too expensive</td>
<td>26</td>
</tr>
<tr>
<td>Putting their own care at risk to prioritize the health of a loved one</td>
<td>21</td>
</tr>
<tr>
<td>Going into debt because of high medical costs</td>
<td>19</td>
</tr>
<tr>
<td>Sacrificing care to choose a less expensive insurance plan</td>
<td>16</td>
</tr>
<tr>
<td>Rationing Rx medications due to high costs</td>
<td>15</td>
</tr>
</tbody>
</table>
Rising health costs have negative effects on well-being

Nearly two-thirds (62%) of older Hispanic women voters say insurance does not adequately cover mental health issues, and nearly one-third (29%) say affording their healthcare has negatively affected their well-being.

Hispanic women voters 50+ say it’s time to break the stigma and start talking about mental health.

For many of them, it’s a deeply personal issue.

“I wish people my age were more open to discussing mental health issues”

“There is a stigma for older people who have mental health issues”

“I could have used more emotional support this year”

“I often feel lonely or isolated”

“Society doesn’t pay enough attention to the psychological well-being of older generations”

Implication for Politicians: It’s time to address mental health for 50+
The well-being of older women who care for loved ones is especially at risk, and they’re searching for better policies from employers.

Thinking about their personal experience or what they’ve heard about being a family caregiver, they are stressed out and feeling isolated:

- 92% agree: “I frequently worry about the welfare of my loved ones.”
- 88% agree: “Family caregivers who also work get burnt out at both ends.”
- 71% agree: “I often find it hard to rest mentally and physically.”
- 69% agree: “Caregiving is hard and only family caregivers get it.”
- 59% agree: “I feel like I’m facing everything on my own.”
- 58% agree: “I never have enough time in the day.”
- 47% Hispanic women voters 50+ would switch jobs to work at a company that provided better policies for family caregivers.
Overall, older Hispanic women voters are looking for solutions that prioritize patient health over profits

They think older people are more disadvantaged by rising healthcare costs
• 3 in 4 (75%) feel older people pay too much for healthcare compared to others
• Nearly 9 in 10 (88%) say those with pre-existing conditions should not have to pay more

Almost two-thirds (61%) have an unfavorable opinion of Rx drug companies

They blame the prioritization of profits over patient health for rising health care costs...
• 51% drug companies charging too much
• 49% health insurance companies prioritizing profits over patient’s health
• 24% waste, fraud, and abuse
Older Hispanic women voters have a cautious outlook on the economy

Half think that the economy is on the wrong track and a third say it is not working well for them personally

"Some Hispanic women 50+ are optimistic"

27% think their personal financial situation will improve in the next 12 months
Lack of confidence in the economy is dragging down retirement outlook

Older Hispanic women voters’ lack of confidence in the economy affects their personal outlook on retirement

- Half are not very or not at all confident they will have enough money to live comfortably during retirement

Why are you not confident you will be able to live comfortably in retirement?

47% “I’m not confident in the economy”
Politicians should start thinking about how they can empower Hispanic women’s confidence in the economy

Today, the majority of Hispanic women ages 50 and older give elected officials a D/F grade on their ability to handle key economic indicators:

<table>
<thead>
<tr>
<th>Issue</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>High cost of healthcare and Rx drugs</td>
<td>79</td>
</tr>
<tr>
<td>Future of Social Security</td>
<td>74</td>
</tr>
<tr>
<td>Rising housing costs</td>
<td>69</td>
</tr>
<tr>
<td>Prices rising faster than income</td>
<td>68</td>
</tr>
<tr>
<td>College affordability and student debt</td>
<td>68</td>
</tr>
</tbody>
</table>

Lack of confidence in Social Security is driving down older Hispanic women voter’s overall confidence to retire
- 71% say they are not confident because Social Security is not enough to make ends meet (and 64% currently or plan to rely on Social Security as they get older)

Health care costs are dimming retirement prospects too
- 38% are not confident about retirement because their health care costs are very expensive

Thinking about their personal experience or what they’ve heard about being a family caregiver, older Hispanic women are especially worried about their personal finances
- 3 in 4 (75%) frequently worry about their financial situation
Hispanic women voters 50+ are worried about the world they may leave behind

While 82% think their generation has done good things for the country, slightly more worry about the future for younger generations.

American values, rights, and institutions Hispanic women voters 50+ feel are most endangered:

<table>
<thead>
<tr>
<th>Issue</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Racial equality</td>
<td>40</td>
</tr>
<tr>
<td>America’s standing in the world</td>
<td>34</td>
</tr>
<tr>
<td>Right to bear arms</td>
<td>23</td>
</tr>
<tr>
<td>Freedom of speech</td>
<td>21</td>
</tr>
</tbody>
</table>

“I worry about the world that I may leave behind”
Not surprising, they want to leave a better world for future generations

I want to leave a world in which...

- All people can afford the healthcare they need (48%)
- People of all races and ethnicities are treated equally (43%)
- No one goes hungry (42%)
- Nobody lives in fear of violence (38%)
- Climate change has been solved (30%)
They are showing up: Over 9 in 10 are likely to vote, of which 85% are very likely to vote.

They are ready for some positive change: Nearly half (48%) say the American economy is on the wrong track and more than half (54%) have an unfavorable opinion of national leadership.

There is still an opportunity to make an impression: 7 in 10 haven’t made up their mind on who they’ll vote for in 2020.

She will be the difference.
Methodology

- Online non-probability panel survey among U.S. registered voters ages 50+
- N=3,151. Quotas were set based on race and Hispanic ethnicity
  - Of which, n=1,924 female voters ages 50+
    - With n=360 Hispanic Latina female voters ages 50+
- Fielded November 8, 2020 – November 25, 2020
- The data were weighted to the U.S. population ages 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 2018 Current Population Survey (CPS). Hispanic respondents were also weighted by language proficiency to benchmarks from the 2015 Pew Research Center Hispanic Trends Survey. Propensity score weighting was also used to adjust for respondents’ propensity to be online. Raked weights were estimated using Random Iterative Method (RIM) weighting.

The Harris Poll
Harris Insights & Analytics LLC, A Stagwell Company
MORE INFORMATION?

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