VITAL VOICES

Issues that Impact
U.S. Adults
Age 45 and Older

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INTRODUCTION

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 U.S. adults age 45 and older.

National Survey Results- Health Questions

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ISSUES OF IMPORTANCE

U.S. adults age 45+ think many healthcare issues are very important, with staying mentally sharp topping the list.

I1. For the following list of issues, please indicate how important each is to you personally. (Percent 'extremely important' or 'very important')
(n=805)

Vital Voices question asked in all markets

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=805)

Vital Voices question asked in all markets

CAREGIVING ISSUES

One-third (31%) of U.S. adults age 45+ are currently providing unpaid help to an adult relative or friend.

Percent Providing Unpaid Adult Care

CARE1_A. Have you ever provided this type of unpaid help in the past? (n=557)
Vital Voices question asked in all markets

CAREGIVING ISSUES

Four in ten (41%) U.S. adults age 45+ who are not currently providing unpaid help have provided this type of care in the past.

Percent Providing Unpaid Adult Care in the Past

CARE1-1. Has the coronavirus made it more difficult for you to provide care to your relative or friend? (n=248)

CAREGIVING ISSUES

The coronavirus has made providing care more difficult for the majority of current caregivers age 45+.

Percent Reporting that the Coronavirus has Made Caregiving More Difficult

COVID-19

U.S. adults age 45+ have been impacted by COVID-19 in a variety of ways.

Ways Impacted by COVID-19

CVD-1. Have you been affected by the coronavirus in any of the following ways? (Percent 'yes') (n=805)

COVID-19

COVID-19 has made it hard for U.S. adults age 45+ to attend religious services and spend time with family members, among other difficulties.

Difficulties Related to COVID-19

CVD-2. How easy or difficult would you say it has been for you to ____? (Percent 'very hard' or 'somewhat hard') (n=varies)

COVID-19

Obtaining household items such as toilet paper, soap, and hand sanitizer has been described as very or somewhat hard by nearly half (42%) of U.S. adults age 45+.

Difficulty Obtaining Resources Due to COVID-19

CVD-3. How easy or difficult would you say it has been for you to get each of the following due to the coronavirus? (Percent 'somewhat hard' or 'very hard') (n=805)

COVID-19

To help others during the COVID-19 pandemic, U.S. adults age 45+ have talked more often with friends or family (66%) and supported local businesses more often (59%).

Actions Taken To Help Others During the COVID-19 Pandemic

CVD-4. What actions have you taken to help family, friends, or your community members cope with the coronavirus pandemic? (Percent 'yes') (n=805)

National Survey Results- Wealth Questions

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Q703. In the next 12 months, do you think your personal financial situation will improve, get worse, or stay the same? (n=805)

WEALTH ISSUES

Over half of U.S. adults age 45+ expect that their personal financial situation will stay the same over the next 12 months, but one in five expect it will be worse.

Outlook on Personal Financial Situation

Q1. What do you think is the single most important problem or challenge facing mid-life or older adults as they age? (Coded open-ended responses mentioned by 10% of respondents or more) (n=805)
Vital Voices question asked in all markets

ISSUES OF IMPORTANCE

One-quarter (26%) of U.S. adults age 45+ mentioned retirement, finances, Social Security, or cost of living as the single most important issue facing mid-life and older adults today.

Single Most Important Problem or Challenge Facing Mid-Life and Older Adults

ISSUES OF IMPORTANCE

Having enough income or savings to retire, including adequate Social Security benefits, is extremely or very important to most U.S. adults age 45+.

Important Economic Issues

I1. For the following list of issues, please indicate how important each is to you personally. (Percent 'extremely important' or 'very important') (n=805)
Vital Voices question asked in all markets

WORK ISSUES

U.S. adults age 45+ have mixed interest in work-related opportunities such as flexible work arrangements, finding new ways to make money, and keeping up with technology to maintain job skills.

WORK2. How interested are you in...? (n=805)

*Not all charts equal one-hundred percent due to removal of small cells; see annotation for all categories

RETIREMENT ISSUES

U.S. adults age 45+ have varying levels of confidence about having enough money to live comfortably throughout their retirement years.

Confidence in Retirement Money Lasting

RET3. Overall, how confident are you that you will have enough money to live comfortably throughout your retirement years? Please use a 1 to 10 scale, where 1 means you are not confident at all and 10 means you are extremely confident. (n=805)

RETIREMENT ISSUES

Three-quarters (75%) of U.S. adults age 45+ currently (or plan to) rely on Social Security as a source of income as they get older.

Sources of Income Relied On or Planning to Rely On

Q728. Which, if any, of the following sources of income do you currently rely on or plan to rely on as you get older? (Percent 'yes') (n=805)

FRAUD ISSUES

One-third (32%) of U.S. adults age 45+ are extremely concerned or very concerned about personally becoming the target or victim of a scam or fraud.

Concern About Scams and Fraud

FRA4. How concerned are you, personally, about becoming the target or victim of a scam or fraud? (n=805)

*Not all charts equal one-hundred percent due to removal of small cells; see annotation for all categories

FRA19. In the last 12 months, have you been a victim of a scam or fraud? (n=805)

FRAUD ISSUES

One in ten (9%) U.S. adults age 45+ have been the victim of a scam or fraud in the past 12 months.

Victim of Scam or Fraud in the Past 12 Months

FRAUD ISSUES

Thirty percent of U.S. adults age 45+ know of a family member or friend who may have been a victim of a scam or fraud.

Friend/ Family Victim of a Scam or Fraud

FRA20. Do you know of a family member or close friend who may have been victims of a scam or fraud? (n=805)

FRA21. In the past three months, have you received calls with offers to help you get your federal relief funds, known as the Economic Impact Payment? (n=805)

FRAUD ISSUES

One in seven (14%) U.S. adults age 45+ reported receiving a call with offers to help them get federal relief funds in the previous 3 months.

Received Calls Regarding Federal Relief Funds
in the Past 3 Months

National Survey Results- Self Questions

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COMMUNITY ISSUES

Three out of five (59%) U.S. adults age 45+ reported that COVID-19 has negatively impacted their wellbeing.

Issues Negatively Affecting Wellbeing

Q741. Have any of the following affected your wellbeing in a negative way? (Percent 'yes') (n=805)

ISO1. How often do you have contact with family, friends, or neighbors who do not live with you? (n=805)

*Not all charts equal one-hundred percent due to removal of small cells; see annotation for all categories

ISOLATION

One-third (34%) of U.S. adults age 45+ report that they have contact with family, friends, or neighbors once a week or less.

Frequency of Contact with Family and Friends

ISOLATION

Almost half of U.S. adults age 45+ report that they have feelings of isolation at least some of the time.

ISO2-3. How often do you feel the following? (n=805)

*Not all charts equal one-hundred percent due to removal of small cells; see annotation for all categories

RACE-1. How big a problem would you say racism is in our society today? (n=805)

RACISM

More than half (55%) of U.S. adults age 45+ believe that racism is a big problem in our society today.

Racism as a Problem in Our Society Today

LIVABLE COMMUNITIES

Staying in your own home as you get older is extremely important or very important to a majority (85%) of U.S. adults age 45+.

Important Independent Living Issues

11. For the following list of issues, please indicate how important each is to you personally. (Percent 'extremely important' or 'very important') (n=805)
Vital Voices question asked in all markets

LIVABLE COMMUNITIES

Half (52%) of U.S. adults age 45+ are extremely or very concerned about being able to afford to remain in their home as they age.

Concerns of U.S. Adults Age 45+

LIV-COMM1. How concerned are you about the following? (n=805)

*Not all charts equal one-hundred percent due to removal of small cells; see annotation for all categories

METHODOLOGY

In June 2020, AARP engaged ANR Market Research Consultants to conduct a quantitative research study among U.S. adults age 45+. Topics included healthcare, the economy, financial issues, independent living, long-term care, caregiving, isolation and mental health issues, retirement issues, and opinions of AARP.

805 Interviews
U.S. Adults Age 45+
Fielded in June/July 2020

ANR completed a total of 805 interviews (407 via landline telephone, 153 via cell phone, and 245 online). Respondents were screened to meet the following criteria:

- Age 45+
- U.S. resident

Survey length averaged 27.3 minutes by telephone and 19.5 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 U.S. residents age 45+, purchased from Aristotle, and online sample provided by Fulcrum. A total of 39,692 records were utilized. The list of 138,692 U.S. residents of age 45+ was randomly divided into 138,136 replicates of 1,000 records for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 40 replicates representing a total of 39,692 records were dialed to complete the telephone portion of this study.

The total sample of 805 respondents yields a maximum statistical error of $\pm 3.5\%$ 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 ± 3.5 percentage points of the results obtained had everyone in the population been interviewed.)

Interview Methodology

The survey was launched on June 24, 2020 and closed on July 6, 2020.

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 2018 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.