



AARP 2002 Election Survey: Iowa

**Data Collected by ICR
Report Prepared by Anita Stowell-Ritter**

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Key Findings

AARP's first ever election day poll of voters and likely voters age 45+ in Iowa found that protecting Social Security and corporate responsibility are dominant issues in determining which candidate to support, with nearly eight in ten saying they are very important. Other domestic issues, including the economy, homeland security, adding prescription drug coverage to Medicare, and taxes are very important to three in five or more voters and likely voters in deciding which candidate to support.

- About eight in ten (79%) say protecting Social Security was very important to their voting decisions.
- Corporate responsibility is cited as very important by the same proportion (77%) of voters and likely voters.
- Slightly more than three in five (61%) say adding prescription drug coverage to Medicare was very important to their decisions about which Congressional and Senate candidates to vote for – putting it in a statistical dead heat with tax issues.

Iowa voters and likely voters age 45+ consider passing laws protecting Social Security and adding prescription drug coverage to Medicare to be top or high priorities for the next Congress.

- When Congress returns to Washington in January 2003, more than four in five consider passing legislation to protect Social Security to be a top (48%) or high (35%) priority for the next Congress.
- Nearly three in four consider passing a law to add prescription drug coverage to Medicare to be a top (36%) or high (37%) priority.

Methodology

AARP commissioned ICR, a national survey research firm, to conduct a random digit dial (RDD) telephone survey of voters and likely voters age 45 or older in Iowa. Respondents were screened for age and for their likelihood of voting. A total of 404 interviews were completed from November 2 through noon, November 5, 2002. The survey has a sampling error of plus or minus 4.88 percent. This means that in 95 out of 100 samples of this size, the results obtained in the sample would fall in a range of ± 4.88 percentage points of what would have been obtained if every voter and likely voter in Iowa age 45 or older had been surveyed. Responses to all survey questions are in the attached annotated questionnaire.

Figure 1
Very Important Issues to Voting Decisions
Among Voters and Likely Voters In Iowa

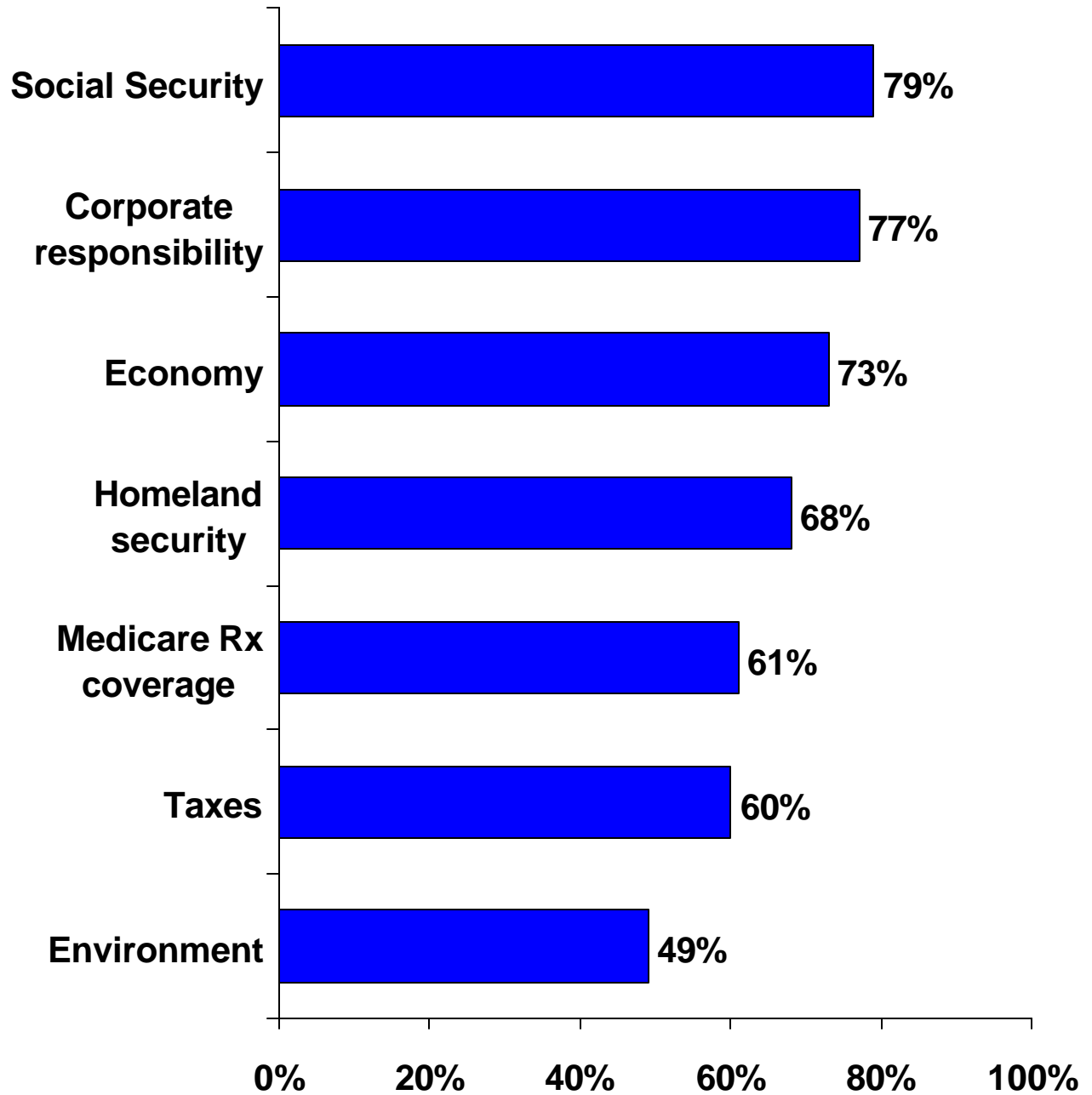
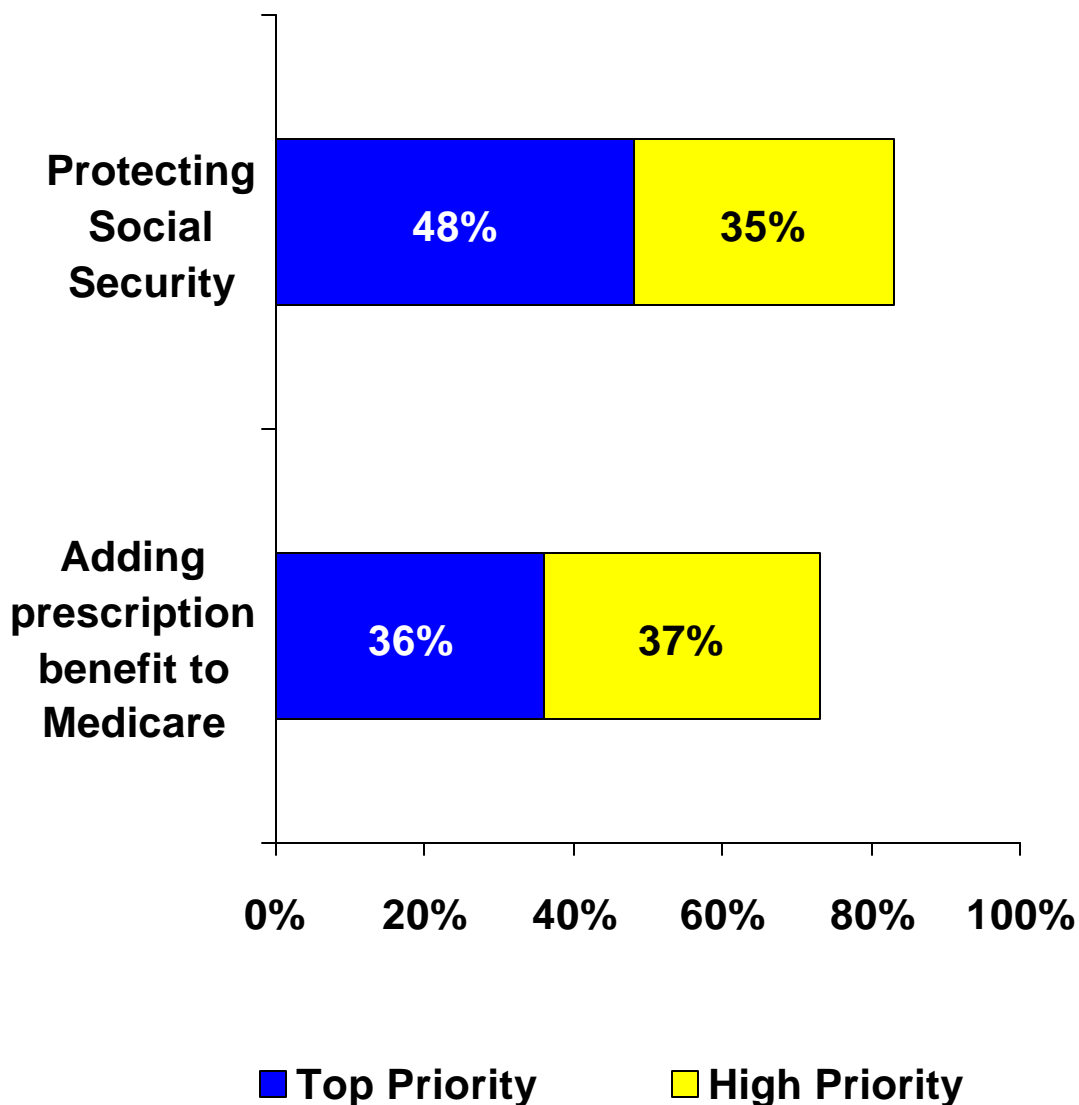


Figure 2
Priority for Action by Next Congress
On Social Security Protection
And Medicare Prescription Drug Benefit
Among Voters and Likely Voters in Iowa





I N T E R N A T I O N A L C O M M U N I C A T I O N S R E S E A R C H

AARP Election Day Poll Medicare Rx & Social Security

Screenener

Sample: xxx Iowa Voters and Likely Voters Age 45+
Sampling error: ± %

Hello, I'm _____ from ICR, a national research firm near Philadelphia. We are conducting a very brief study on some current events and would value the opinions of someone in your household.

IF NECESSARY: This survey is very short and will only take a few minutes of your time.

S-1. May I please speak to a male 45 years of age OR OLDER who lives in this household?

- | | | |
|---|-----------------------------------|--|
| 1 | Yes, Male 45+ on phone | CONTINUE WITH Q.1 |
| 2 | Yes, Male 45+ is available | ASK TO SPEAK WITH, REPEAT INTRO, GO TO Q.1 |
| 3 | Male 45+ not available now | ASK Q.S-2 |
| 4 | No Male 45+ lives here | ASK Q.S-2 |
| 5 | No person 45+ living in household | THANK AND TERMINATE, TQS1 |
| 6 | Refused | THANK AND TERMINATE, RQS1 |

S-2. Then may I please speak with a female 45 years of age or older who lives in this household?

- | | | |
|---|-----------------------------------|--|
| 1 | Yes, Female 45+ on phone | CONTINUE WITH Q.1 |
| 2 | Yes, Female 45+ is available | ASK TO SPEAK WITH, REPEAT INTRO, GO TO Q.1 |
| 3 | Female 45+ not available now | SET UP CALLBACK |
| 4 | No Female 45+ living in household | THANK AND TERMINATE, TQS2 |
| 5 | Refused | THANK AND TERMINATE, RQS2 |

1. May I please have your age?

_____ (45-97)
RR Refused

(ASK Q.1a IF Q.1 = RR)

1a. Would you say you are between...?
(READ LIST. ENTER ONE ONLY)

18 to 44
45 to 49
50 to 64, or
65 or older
Refused

Combined responses: Q1 and Q1a

18 to 44
45 to 49
50 to 64, or
65 or older
Refused

(CONTINUE IF Q.1 = 45 OR MORE OR Q.1a = 2-4; ELSE, THANK AND TERMINATE)

(ASK Q.2 IF SATURDAY OR SUNDAY ONLY)

2. This Tuesday is Election day. How likely are you to vote? Are you...?
(READ LIST. ENTER ONE ONLY)

Very likely
Somewhat likely
Not too likely
Not at all likely
(DO NOT READ) Already voted absentee
(DO NOT READ) Don't know
(DO NOT READ) Refused

(ASK Q.2a MONDAY ONLY)

2a. Tomorrow is Election day. How likely are you to vote? Are you...?
(READ LIST. ENTER ONE ONLY)

Very likely
Somewhat likely
Not too likely
Not at all likely
(DO NOT READ) Already voted absentee
(DO NOT READ) Don't know
(DO NOT READ) Refused

(ASK Q.2b AND Q.2c TUESDAY ONLY)

2b. As you know, today is Election day. Have you voted?

Yes
No
(DO NOT READ) Already voted absentee
(DO NOT READ) Don't know
(DO NOT READ) Refused

(ASK Q.2b AND Q.2c TUESDAY ONLY)

(ASK Q.2c IF Q.2b = 2)

2c. How likely are you to vote today? Would you say you are...?
(READ LIST. ENTER ONE ONLY)

Very likely
Somewhat likely
Not very likely
Not at all likely
(DO NOT READ) Already voted absentee
(DO NOT READ) Don't know
(DO NOT READ) Refused

Combined responses: Q2, Q2a, and Q2c

How likely are you to vote Tuesday/tomorrow/today? Would you say you are...?
(READ LIST. ENTER ONE ONLY)

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely
- (DO NOT READ) Already voted absentee
- (DO NOT READ) Don't know
- (DO NOT READ) Refused

(ASK Q.3 IF Q.2 = 1 or 5 OR Q.2a = 1 or 5 OR Q.2b = 1 or 3 OR Q.2c=1 or 5;
OTHERWISE THANK AND TERMINATE)
(SCRAMBLE ITEMS A-G)
(IF SUNDAY, MONDAY OR IF Q.2b = 1, INSERT "ARE/IS"; IF TUESDAY AND
Q.2a = 1, INSERT "WERE/WAS")
(IF RESPONDENT IS IN ANY STATE BUT FLORIDA, INSERT "AND SENATE")

Main Questionnaire

3. I am going to read you a list of domestic issues that affect voters 45 or older and for each I would like you to tell me how important that issue is in your decision about which U.S. Congressional (and Senate) candidates to vote for. Let's start with (INSERT FIRST ITEM)...would you say it is very important, somewhat important, not very important or not at all important in your decision about which U.S. Congressional (and Senate) candidates to vote for? The next issue is (INSERT NEXT ITEM).

(READ LIST. ENTER ONE ONLY)

a. Protecting Social Security

- %
- 79 Very important
- 16 Somewhat important
- 2 Not very important
- 1 Not at all important
- 1 (DO NOT READ) Don't know
- 0 (DO NOT READ) Refused

b. Adding prescription drug coverage to Medicare

%
61 Very important
29 Somewhat important
7 Not very important
2 Not at all important
1 (DO NOT READ) Don't know
* (DO NOT READ) Refused

c. Homeland security

%
68 Very important
24 Somewhat important
4 Not very important
2 Not at all important
2 (DO NOT READ) Don't know
* (DO NOT READ) Refused

d. The environment

%
49 Very important
41 Somewhat important
7 Not very important
1 Not at all important
1 (DO NOT READ) Don't know
0 (DO NOT READ) Refused

e. Taxes

%
60 Very important
33 Somewhat important
5 Not very important
* Not at all important
1 (DO NOT READ) Don't know
0 (DO NOT READ) Refused

f. The economy

<u>%</u>	
73	Very important
24	Somewhat important
3	Not very important
1	Not at all important
0	(DO NOT READ) Don't know
*	(DO NOT READ) Refused

g. Making sure large corporations act responsibly

<u>%</u>	
77	Very important
17	Somewhat important
2	Not very important
1	Not at all important
2	(DO NOT READ) Don't know
0	(DO NOT READ) Refused

4. When Congress returns to Washington in January 2003, how much of a priority do you want it to give to passing a law that adds prescription drug coverage to Medicare? Should it be a...?
(READ LIST. ENTER ONE ONLY)

<u>%</u>	
36	Top priority
37	High priority
18	Medium priority
4	Low priority
3	No priority at all
1	(DO NOT READ) Don't know
*	(DO NOT READ) Refused

5. When Congress returns in January 2003, how much of a priority do you want it to give to passing legislation that protects Social Security? Should it be a...? (READ LIST. ENTER ONE ONLY)

%
48 Top priority
35 High priority
11 Medium priority
2 Low priority
1 No priority at all
1 (DO NOT READ) Don't know
* (DO NOT READ) Refused

(ASK Q.6 IF Q.1 = 50 OR OLDER OR Q.1a = 3 OR 4)

6. Are you or is your spouse a member of A-A-R-P?

%
51 Yes
48 No
1 (DO NOT READ) Don't know
* (DO NOT READ) Refused

(SCRAMBLE CODES 1-3)

7. Generally speaking, do you usually think of yourself as...? (READ LIST. ENTER ONE ONLY)

%
33 A Republican
35 A Democrat
28 An Independent
1 (DO NOT READ) Other
1 (DO NOT READ) Don't Know
1 (DO NOT READ) Refused

(SCRAMBLE CODES 1-3)

8. And also generally speaking, would you characterize your political views as being...?

(READ LIST. ENTER ONE ONLY)

<u>%</u>	
38	Conservative
44	Moderate
14	Liberal
*	(DO NOT READ) None of the above
2	(DO NOT READ) Don't Know
*	(DO NOT READ) Refused

9. Currently, are you yourself employed full-time, part-time, or not at all?

<u>%</u>	
42	Full-time
12	Part-time
46	Not employed
*	Refused

(ASK Q.9a IF Q.9 = 3)

9a. Are you...?

(READ LIST) (n= 185, respondents who say they are not employed.)

<u>%</u>	
80	Retired
11	A homemaker
1	A student, or
3	Temporarily unemployed
4	(DO NOT READ) Disabled/handicapped
1	(DO NOT READ) Other
0	(DO NOT READ) Don't Know
0	(DO NOT READ) Refused

10. What is the last grade of school you completed?
(DO NOT READ LIST)

<u>%</u>	
5	Less than high school
36	High school graduate
21	Some college
23	Graduated college
10	Graduate school or more
4	Technical school/other
*	Refused

11. Is your total annual household income from all sources, and before taxes...?
(READ LIST)

<u>%</u>	
3	Less than \$10,000
5	\$10,000 but less than \$15,000
4	\$15,000 but less than \$20,000
7	\$20,000 but less than \$25,000
11	\$25,000 but less than \$30,000
10	\$30,000 but less than \$40,000
11	\$40,000 but less than \$50,000
14	\$50,000 but less than \$75,000, or
15	\$75,000 and over
5	(DO NOT READ) Don't Know
13	(DO NOT READ) Refused

12. RECORD RESPONDENT GENDER

<u>%</u>	
42	Male
58	Female