



AARP Election Watch: Pulse of a Generation

October 16, 2006



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AARP is a nonprofit, nonpartisan membership organization that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole. We produce *AARP The Magazine*, published bimonthly; *AARP Bulletin*, our monthly newspaper; *AARP Segunda Juventud*, our bimonthly magazine in Spanish and English; *NRTA Live & Learn*, our quarterly newsletter for 50+ educators; and our website, www.aarp.org. AARP Foundation is our affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

Executive Summary

In early October 2006, AARP commissioned a national telephone survey (titled AARP Election Watch: Pulse of a Generation) of a representative sample of boomer+ (people ages 42 and older), who constitute the segment of the population who are most likely to vote. In fact, 91 percent of respondents in the current survey report they are already registered to vote and 87 percent are likely voters. A total of 1,501 interviews were conducted.

Issue of the Week: Long-term Care

Roughly three-quarters of likely voters (74%) said they are either *very likely* (30%) or *somewhat likely* (44%) to vote for a candidate who supports a shared approach to long-term care where both government and individuals pay the costs.

Seven in 10 respondents across all age groups support a shared approach to long-term care where both government and individuals pay the costs (75% ages 42-50, 72% ages 51-60, and 69% ages 61+)

Voting Participation

Self reported voter registration is very high (91%). Respondents say that they are also *very likely* to vote this November (87%).

Survey respondents report voting with regularity – 56 percent say they *always* vote and 30 percent say they *nearly always* vote. Sixty-four percent of those over 60 say that they *always* vote compared to 43 percent of younger boomers (ages 42 to 50) and 55 percent older boomers (ages 51 to 60).

Interest in the upcoming election is high. Nearly 6 in 10 (58%) say they are *very interested* in this year's election.

As of October 6th, with just weeks before the election, 50 percent say they have given *quite a lot* of thought to the upcoming election, and a majority say they have not yet decided which candidates they will vote for in their House of Representatives race (57%) and slightly less than half in their U.S. Senate race (48%).

Americans are narrowly divided between basing their vote for congressional candidates on “bringing home the bacon” to their congressional district (42%) and agreement with the candidate's position on major national issues (44%).

On the other hand, more say a candidate's position on one or two key issues (44%) matters most when they vote rather than the personal qualities of the candidates (35%).

AARP Election Watch: Pulse of a Generation

October 16, 2006

As the upcoming mid-term elections draw near, AARP wanted to take the pulse of the public's opinion on issues that our members have indicated they want to hear about in the national and state public discourse. AARP also wanted to determine how much attention people are paying to the elections and what they consider when making their voting decisions.

This *AARP Election Watch: Pulse of a Generation* survey is the sixth in a series of 9 surveys scheduled for release each week leading up to the mid-term elections. The first five reports dealt with the issues of ID theft, affordability of prescription drugs, Social Security, consumer privacy, and healthcare coverage. This report is about long-term care. A different issue will be featured in each of the surveys, in addition to consistent weekly tracking of changes in boomer+ voters' level of interest and opinions up to Election Day. The current schedule is below:

Week of 9/11	Identity Theft **RELEASED
Week of 9/18	Rx Affordability **RELEASED
Week of 9/25	Social Security **RELEASED
Week of 10/2	Privacy **RELEASED
Week of 10/9	Healthcare Coverage **RELEASED
Week of 10/16	Long-term Care **CURRENT
Week of 10/23	Social Security
Week of 10/30	Government Spending/Fiscal Responsibility
Week of 11/6	Medicare

In early October 2006, AARP commissioned a national telephone survey of a representative sample of people ages 42 and older, who constitute the segment of the population who are most likely to vote. In fact, 91 percent of respondents in the current survey report they are already registered to vote and 87 percent are likely voters. Moreover, 56 percent say they *always* vote and another 30 percent say they *nearly always* vote. A total of 1,501 interviews were conducted.

The survey methodology is described at the end of this report, and a tabulated questionnaire is appended.

AARP is non-partisan and we do not support, oppose or give money to any candidates or political parties. We educate Americans on peace-of-mind issues important to our families so that they can make informed choices when they vote.

Key Findings

Long-term Care

Long-term care services and supports are needed to help people live independently. Such services and supports include help with everyday tasks such as bathing, and dressing, household tasks, adult day care, home health care, and more. These services are provided in a variety of settings including at home, in assisted-living communities and in nursing homes.

Long-term care is a serious concern for likely voters and will be a consideration in their voting decisions for this mid-term election. Roughly half of all respondents (49%) think someone in their immediate family will need long-term care in the near future. It's no wonder that roughly three-quarters of likely voters (74%) said they are either *very likely* (30%) or *somewhat likely* (44%) to vote for a candidate who supports a shared approach to long-term care where both government and individuals pay the costs (see Figure 1). There is very little difference of opinion among the age groups. Younger boomers (31% ages 42-50) are just as likely as older boomers (29% ages 51-60) and those ages 61+ (32%) to report they are *very likely* to vote for a candidate who supports a shared approach to long-term care.

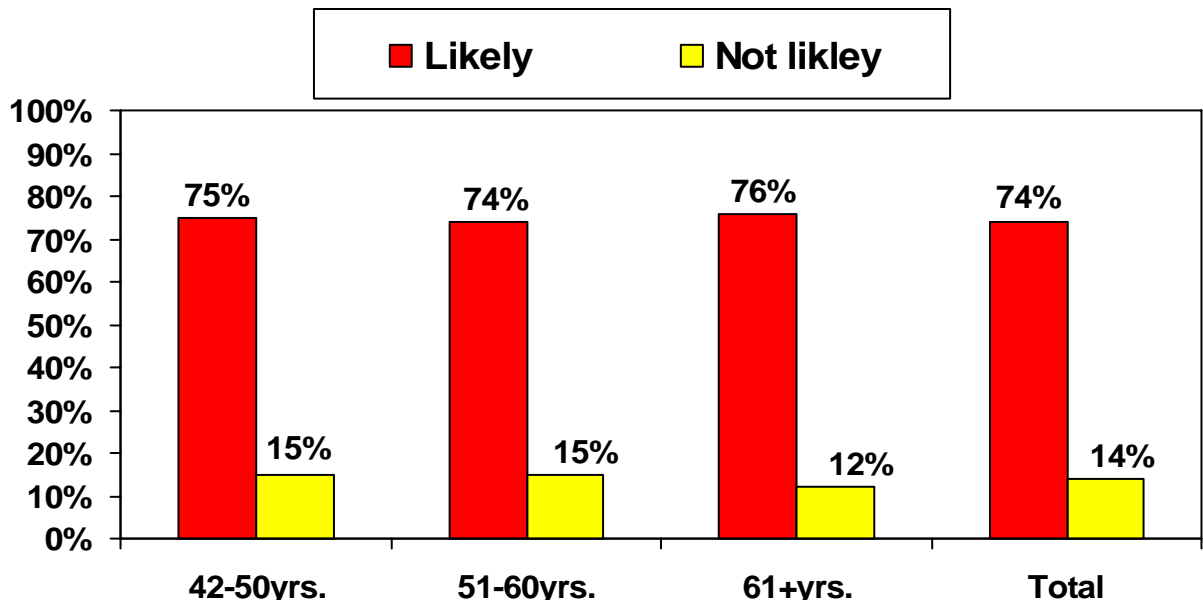
Similarly, younger boomers (44% ages 42-50) are just as likely as older boomers (45% ages 51-60) and those ages 61+ (44%) to report they are *somewhat likely* to vote for a candidate who supports a shared approach to long-term care where both government and individuals pay the costs. A small percentage of respondents across all age groups report they are *not very likely* to vote for a candidate who supports a shared approach (11% ages 42-50, 7% ages 51-60, and 7% ages 61+) or *not at all likely* (4% ages 42-50, 8% ages 51-60, and 5% ages 61+).

Figure 1

**** Includes only likely voters**

(n=1,377)

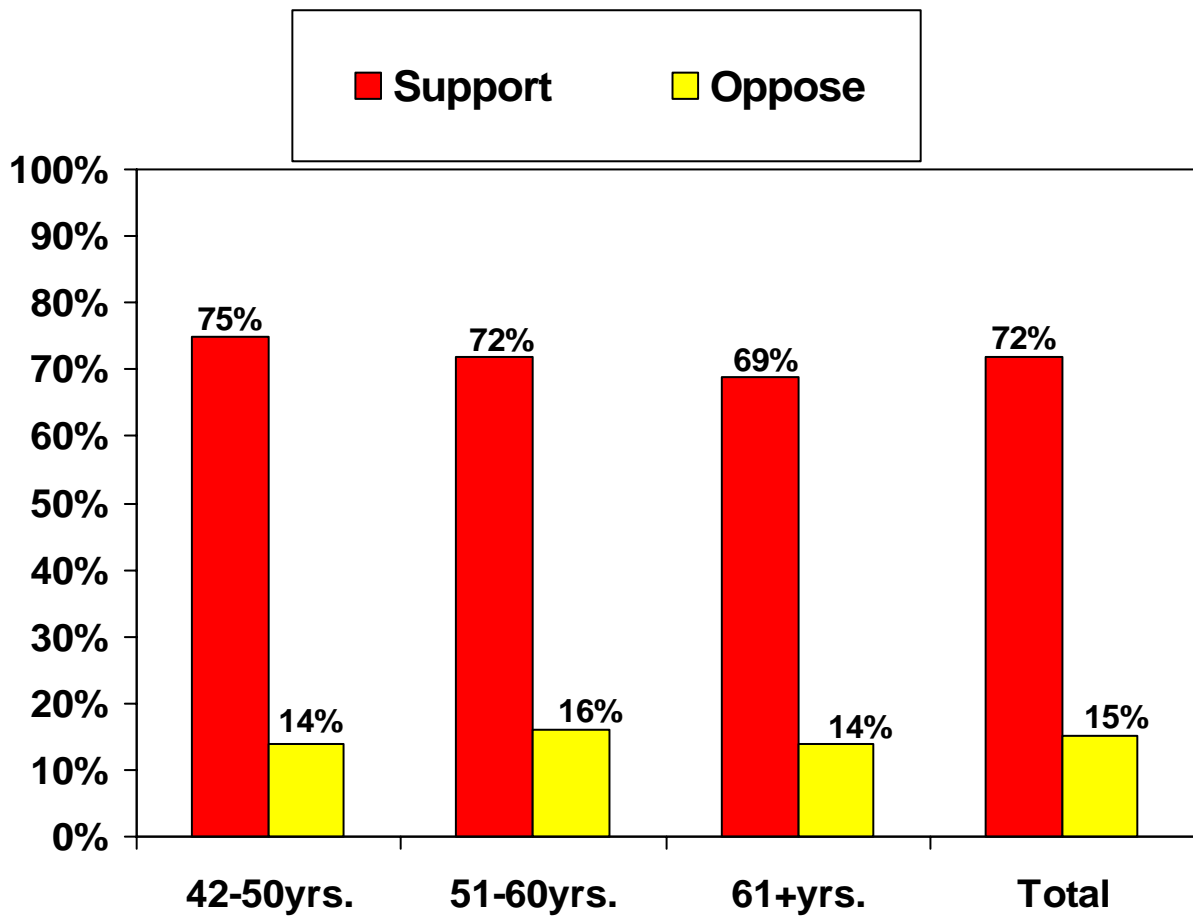
How Likely Are You to Vote For a Candidate Who Supports a Shared Approach to Long-term Care That Involves Both Government and Individuals Paying for Long-term Care?



Seven in 10 respondents across all age groups support a shared approach to long-term care where both government and individuals pay the costs (75% ages 42-50, 72% ages 51-60, and 69% ages 61+) (see Figure 2). Four in 10 respondents across all age groups *strongly support* this approach to long-term care (42% ages 42-50, 41% ages 51-60, and 43% ages 61+). One-quarter or more across all age groups *somewhat support* it (33% ages 42-50, 31% ages 51-60, and 26% ages 61+). A small percentage of respondents across all age groups report they *somewhat oppose* a shared approach to long-term care (6% ages 42-50, 9% ages 51-60, and 6% ages 61+) or *strongly disagree* (8% ages 42-50, 7% ages 51-60, and 8% ages 61+).

Figure 2
(n=1,501)

Do you Support or Oppose a Shared Approach That Involves Both Government and Individuals Paying for Long-term Care?

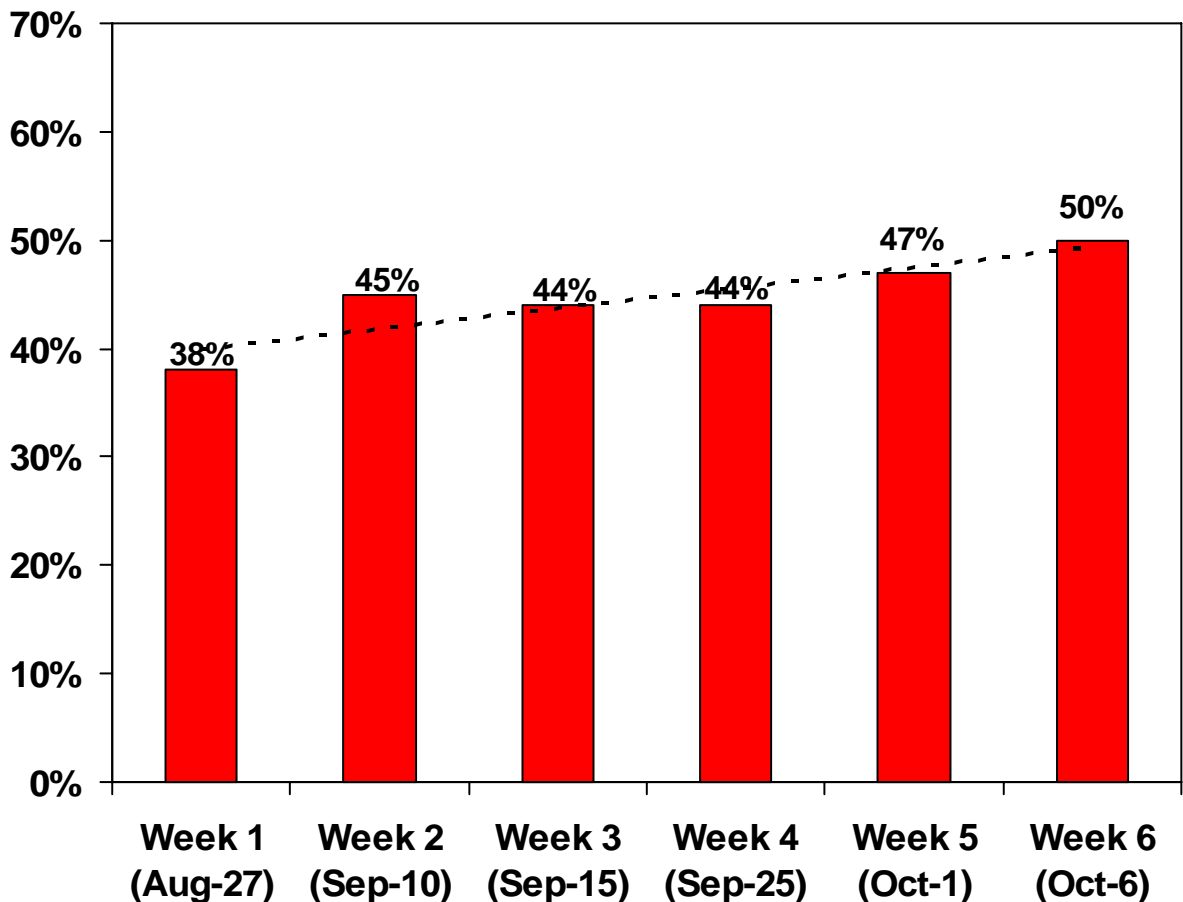


Interest in the Mid-Term Elections

There is a considerable amount of interest in the mid-term elections. Nearly 9 in 10 respondents (89%) are interested in the upcoming elections. More than half are *very interested* (58%) and 3 in 10 are *somewhat interested* (31%). Respondents ages 51 and older are more likely to say they are *very interested* in the upcoming election than younger respondents (49% ages 42-50, 63% ages 51-60, and 58% ages 61+).

Furthermore, a greater percentage of respondents report they have given *quite a lot* of thought (50%) to these upcoming elections than those who have given *only a little* thought (34%) or no thought at all yet (15%) to the elections. In fact, over the past two months the percentage of respondents who say they have given *quite a lot* of thought to the upcoming elections has risen from 38 percent in late August to 50 percent in early October (see Figure 3). In the last three weeks of polling, the percentage of respondents who have given *quite a lot* of thought to the upcoming elections has risen 6 percentage points from 44 percent to 50 percent.

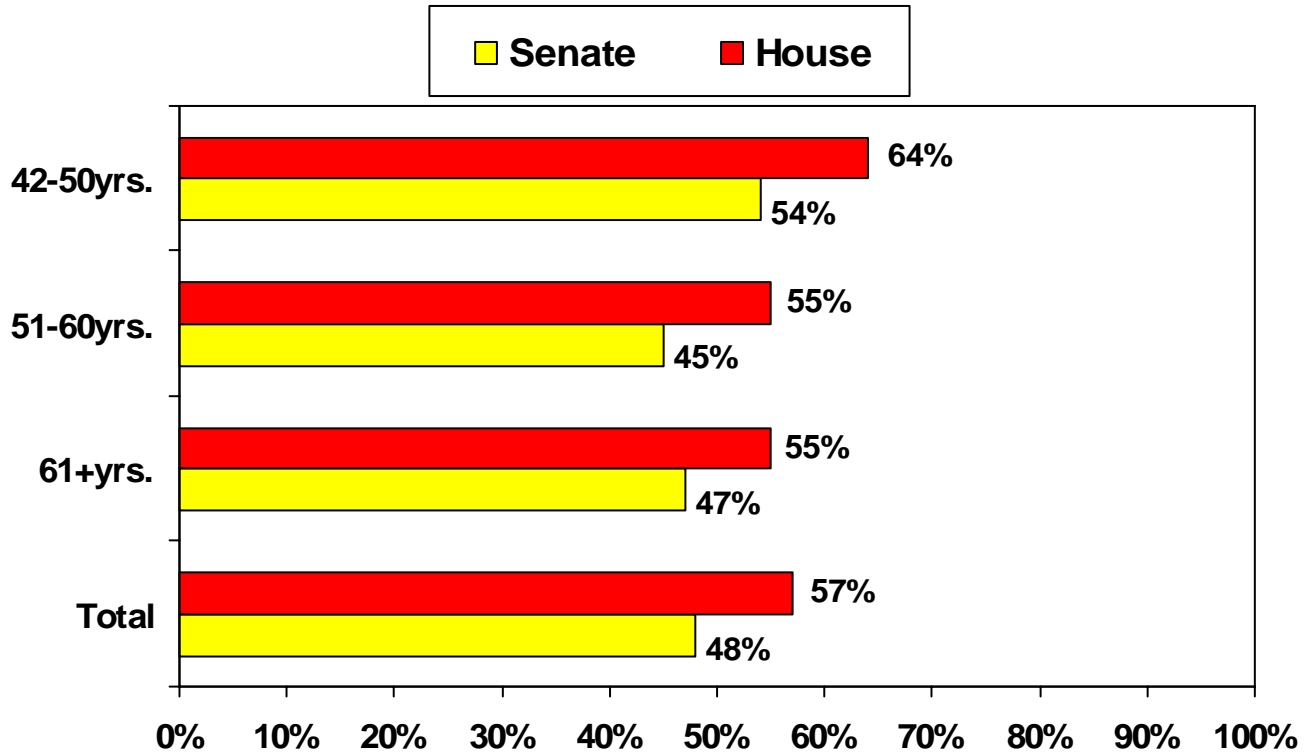
Figure 3
(n=1,501)
Given Quite a Lot of Thought to The Upcoming Elections



While there is a sizeable level of interest in the mid-term elections, findings suggest that a significant percentage of people have not made up their minds about for whom to vote. Nearly 6 in 10 respondents (57%) have not yet decided for which U.S. House candidate to vote and 48 percent have not yet settled on a U.S. Senate candidate (see Figure 4).

Younger boomers are more likely than respondents 51 and older to be undecided in their voting decisions. Sixty-four percent of younger boomers, ages 42 to 50 have not yet decided for which U.S. House candidate to vote compared to 55 percent of respondents ages 51 to 60 and 61+ (see Figure 4). For U.S. Senate, 54 percent of younger boomers have not yet decided for which candidate to vote compared to 45 percent of older boomers ages 51 to 60 and 47 percent of respondents ages 61 and older.

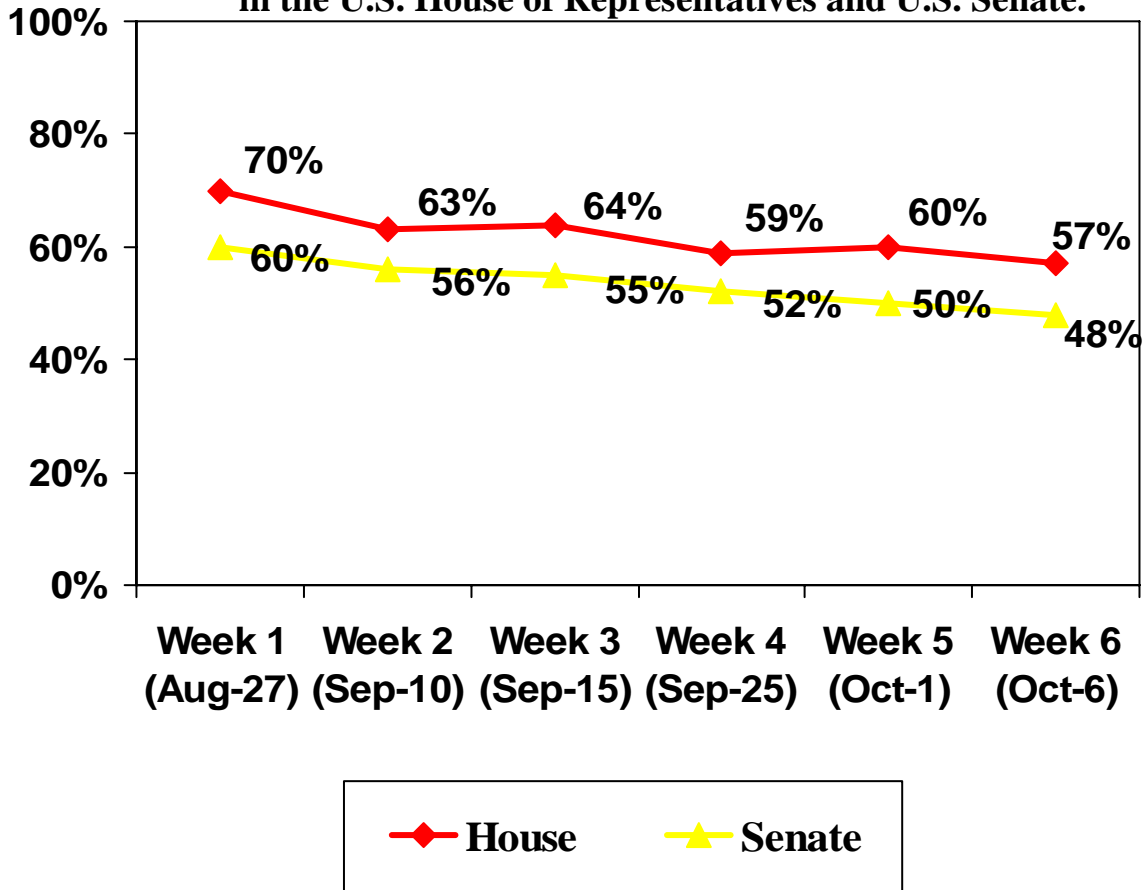
Figure 4
**** Includes only likely voters**
(Senate: n=987; House: n=1,377)
Likely Voters Who Have Not Yet Decided for Whom to Vote
in the U.S. House of Representatives and U.S. Senate.



Findings suggest that over the past two months of polling there has been a decrease in the percentage of voters who have not made a decision about which candidate to vote for in the U.S. House of Representatives and in the U.S. Senate races. Initially, 70 percent of respondents had not yet decided for which U.S. House candidate to vote (see Figure 5). The largest decrease in percentage of respondents who have not made their voting decision for House candidates occurred between the first and second polling period from 70 percent in week 1 to 63 percent in week 2. Currently, the percentage of respondents who have not decided for which U.S. House candidate to vote stands at 57 percent, its lowest since polling started in late August. This is a full 13 percentage point decrease since week 1.

In late August 60 percent of respondents had not yet decided for which U.S. Senate candidate to vote (see Figure 5). There has been a steady decline of no more than 4 percentage points from one polling period to the next in this figure ever since. Currently, the percentage of respondents who have not decided for which U.S. Senate candidate to vote is at 48 percent, its lowest since polling started in late August. This is a full 12 percentage point decrease since week 1.

Figure 5
**** Includes only likely voters**
(Senate: n=987; House: n=1,377)
Likely Voters Who Have Not Yet Decided for Whom to Vote
in the U.S. House of Representatives and U.S. Senate.



Candidate Attributes Considered

While there are numerous things voters will consider before casting their vote in the mid-term elections, findings suggest that a key consideration will be whether or not voters agree with a candidate's position on major issues. When compared to other attributes such as a candidate's political party (12%), or even personal qualities of the candidate (35%), agreement on key issues (44%) is what matters most to a greater percentage of respondents. In fact, when compared to a more pertinent attribute such as a candidate's ability to help people in their own congressional district (42%), agreement with a candidate's position on major issues still came out slightly ahead (44%).

Conclusions

Long-term care is likely to be an important election issue this year for boomers and older Americans, given the high percentage of those who support a shared approach to long-term care where both the government and individuals paid the costs.

Boomer+ voters will likely play a key role in this year's elections, and are certainly worth paying attention to. They are the most likely of any age group to be registered to vote, to always vote, to be the most interested in this year's election, and to have given quite a lot of thought to the upcoming elections for Congress.

Methodology

AARP commissioned Woelfel Research, Inc., a national survey research firm, to conduct a national random digit dial (RDD) telephone survey of 1,501 people ages 42 and older. Interviews were conducted between September 29th and October 6th, 2006. This survey has a sampling error of plus or minus 3 percentage points. This means that in 95 out of 100 samples of this size, the results obtained in the sample would fall in a range of 3 percentage points of what would have been obtained if every person in the continental United States ages 42 and older had been surveyed.

For presentation purposes, percentage points have been rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. For questions that permit multiple responses, columns may total to significantly more than 100%, depending on the number of different responses offered by each respondent. Similarly, when only selected responses are shown, percentages may total less than 100%.

**AARP Takes the Pulse of the Public:
2006 Frontrunner Election Survey
October 16, 2006
(n= 1,501)**

AARP Weekly Election “Pulse” Surveys – Waves 1, 2, 3, 4, 5 & 6

Hello, this is _____ calling from Woelfel Research, a national opinion research firm. We are not telemarketers and are not trying to sell you anything. We would like to find out your opinions on some important issues. Your views are important and we would greatly appreciate your participation. All of your responses will be kept entirely confidential. The survey should take about 5 minutes of your time.

QSA. Are you between the ages of 18-41, or are you 42 or older?

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1502	1003	1504	1500	1501	1501
		%	%	%	%	%	%
1	18-41	0	0	0	0	0	0
2	42 or older	100	100	100	100	100	100
3	Under 18	0	0	0	0	0	0
4	Refused	0	0	0	0	0	0

GENDER. [INTERVIEWER -- RECORD GENDER]

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1502	1003	1504	1500	1501	1501
		%	%	%	%	%	%
	Male	46	46	46	46	46	46
	Female	54	54	54	54	54	54

1. These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you already registered, do you plan to register, or do you not plan to register to vote in your precinct or election district?

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1502	1003	1504	1500	1501	1501
		%	%	%	%	%	%
1	Already registered	89	90	90	90	93	91
2	Plan to register	4	4	4	3	3	3
3	Do Not Plan to register	6	5	5	6	4	5
4	Don't Know	1	1	1	1	1	1

1A. How likely are you to vote this November?

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1417 %	953 %	1429 %	1414 %	1444 %	1407 %
1	Very Likely	84	87	86	85	86	87
2	Somewhat Likely	9	8	8	9	8	8
3	Not Very Likely	3	2	2	2	2	2
4	Not At All Likely	2	2	2	2	2	2
5	Don't Know	2	1	2	1	2	2
6	Refused	0	0	0	0	0	0

2. In politics TODAY, do you consider yourself a Republican, Democrat, or Independent? [READ]

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1502 %	1003 %	1504 %	1500 %	1501 %	1501 %
1	Republican	29	28	30	31	29	28
2	Democrat	32	34	34	32	33	32
3	Independent	30	29	28	26	29	30
4	Don't Know	5	6	5	6	5	6
5	Refused	4	4	4	5	3	4

3. In general, would you describe your political views as... [READ]

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1502 %	1003 %	1504 %	1500 %	1501 %	1501 %
1	Conservative	38	37	38	37	37	37
2	Moderate	40	42	41	38	40	40
3	Liberal	15	14	12	15	14	14
4	Don't Know	6	6	7	8	7	8
5	Refused	2	2	2	2	2	2

4. How often would you say you vote? Is it ...[READ]

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1502	1003	1504	1500	1501	1501
		%	%	%	%	%	%
1	Always	54	56	57	57	56	56
2	Nearly Always	29	30	28	28	31	30
3	Some of the time	8	7	8	9	7	8
4	Seldom	4	3	2	3	2	3
5	Never	5	4	4	4	4	4
5	Don't Know	0	1	0	0	0	0
6	Refused	0	0	0	0	0	0

5. This November there will be elections for Congress and other offices. Right now, how interested are you in this year's elections? Are you ...[READ]

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1502	1003	1504	1500	1501	1501
		%	%	%	%	%	%
1	Very Interested	53	57	56	56	57	58
2	Somewhat Interested	33	29	31	30	30	31
3	Not Very Interested	8	8	7	7	7	7
4	Not At All Interested	6	6	5	5	4	5
5	Don't Know	1	0	1	1	1	1
6	Refused	0	0	0	0	0	0

6. How much thought have you given to the upcoming elections for Congress? Is it ...[READ]

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1502	1003	1504	1500	1501	1501
		%	%	%	%	%	%
1	Quite a lot	38	45	44	44	47	50
2	Only a little	40	36	36	36	37	34
3	Not at all yet	22	17	18	18	14	15
4	Don't Know	1	1	1	1	1	1
5	Refused	0	0	0	1	1	0

7. Have you already decided for whom to vote in your House of Representatives election? [SKIP IF Q1=3, OR IF Q1A=3 or 4]

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1356	914	1500	1358	1383	1377
		%	%	%	%	%	%
1	Yes	28	36	35	39	39	41
2	No	70	63	64	59	60	57
3	Don't Know	2	1	1	2	1	2

8. (If applicable) Have you already decided for whom to vote in your Senate election? [SKIP IF Q1=3, OR IF Q1A=3 or 4]

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	960	643	976	946	1016	987
		%	%	%	%	%	%
1	Yes	39	44	44	46	48	50
2	No	60	56	55	52	50	48
3	Don't Know	1	1	1	2	2	2

9. When you vote for a candidate for the House of Representatives [or Senate – if applicable], which is more important to you ... [READ]
(ROTATE)

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1502	1003	1504	1500	1501	1501
		%	%	%	%	%	%
1	His or her ability to do things that help people in your congressional district	43	41	43	41	43	42
2	That you agree with his or her positions on major national issues	45	45	46	45	46	44
3	Don't Know	10	12	9	12	9	12
4	Refused	2	2	2	2	3	2

10. Which of the following matters most when you vote for a candidate for a national office... [READ]

(ROTATE)

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1502 %	1003 %	1504 %	1500 %	1501 %	1501 %
1	The candidate's political party	10	14	11	11	12	12
2	The candidate's position on one or two key issues	44	43	46	48	46	44
3	The personal qualities of the candidate	37	34	36	33	34	35
4	Don't Know	7	7	6	7	7	8
5	Refused	2	1	1	1	2	1

11. Do you think elected officials in Washington care about your opinions when they make decisions or vote on legislation?

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1502 %	1003 %	1504 %	1500 %	1501 %	1501 %
1	Yes	29	28	27	30	30	26
2	No	62	63	64	62	62	65
3	Don't Know	8	8	8	7	8	9
4	Refused	1	1	1	1	1	1

LONG TERM CARE COVERAGE

Long-term care means a broad array of services and supports needed by people to help them live independently. Examples of these services and supports include help with everyday tasks such as bathing, dressing, etc., household tasks, adult day care, home health care, and more. These services are provided in a variety of settings including at home, in assisted-living communities and in nursing homes.

12. Do you think you or someone in your immediate family will need long-term care in the near future?

		Wave 6 Only
		1501 %
1	Yes	49
2	No	43
3	DK	8
4	NA	0

13. Do you support or oppose a shared approach that involves both government and individuals paying for long-term care? (VOTERS GUIDE QUESTION) Is that strongly or somewhat?

		Wave 6 Only
		1501 %
4	Strongly Support	42
3	Somewhat Support	30
2	Somewhat Oppose	7
1	Strongly Oppose	8
5	(DO NOT READ) don't know	14
6	(DO NOT READ) refused	1

14. How clear have candidates for the U.S. House of Representatives in your district been or U.S. Senate (state) about where they stand on the issue of long-term care?

		Wave 6 Only
		1501 %
4	Very clear	6
3	Somewhat clear	27
2	Not very clear	26
1	Not at all clear	22
5	(DO NOT READ) Don't know	18
6	(DO NOT READ) Refused	0

15. How likely are you to vote for a candidate who supports a shared approach that involves both government and individuals paying for long-term care? [SKIP IF Q1=3 OR Q1A=3 or 4]

		Wave 6 Only
		1377 %
4	Very likely	30
3	Somewhat likely	44
2	Not very likely	8
1	Not at all likely	6
5	(DO NOT READ) don't know	11
6	DO NOT READ) refused	1

Now, just a few questions for classification purposes only.

QD1. What is your age as of your last birthday?

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1502 %	1003 %	1504 %	1500 %	1501 %	1501 %
1	Under 50	20	19	21	19	19	20
2	50 – 59	26	27	27	29	29	28
3	60 – 74	32	32	32	31	32	32
4	75+	19	19	17	17	17	16
5	Refused	3	3	4	3	3	4

QD2. What is your current marital status?

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1502 %	1003 %	1504 %	1500 %	1501 %	1501 %
1	Married	59	64	58	59	60	61
2	Not married, living with a partner	2	2	2	2	2	1
3	Separated	1	1	2	2	1	3
4	Divorced	13	12	13	14	12	12
5	Widowed	16	15	17	15	17	15
6	Never Married	7	6	8	7	8	7
7	Refused	1	1	1	2	1	1

QD3. Are you/Are you or your spouse a member of A-A-R-P formerly known as the American Association of Retired Persons? [PROGRAMMING: DISPLAY 'Are you' OR 'Are you or your spouse' DEPENDING ON THE ANSWER FROM QD2]

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1502 %	1003 %	1504 %	1500 %	1501 %	1501 %
1	Yes	43	43	42	40	41	43
2	No	57	56	57	59	59	56
3	Don't Know	1	1	0	1	0	1
4	Refused	0	0	0	1	0	0

QD4. What is the highest level of education that you completed?
 {READ LIST IF NEEDED}

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1502 %	1003 %	1504 %	1500 %	1501 %	1501 %
1	Less than high school	9	8	8	7	7	7
2	High school grad or equivalent	29	28	29	30	29	26
3	Some college or technical training beyond high school	20	19	18	21	20	21
4	College Graduate (2 year degree)	10	11	10	9	11	11
5	College Graduate (4 year degree)	17	17	19	17	17	20
6	Post-Graduate or Professional degree	14	16	15	16	15	14
7	Refused	1	2	1	1	0	1

QD5. What is your race? {READ LIST IF NEEDED}

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1502 %	1003 %	1504 %	1500 %	1501 %	1501 %
1	White or Caucasian	86	86	84	86	86	84
2	Black or African American	8	7	9	6	7	10
3	Asian	1	1	1	1	1	1
4	American Indian or Alaskan Native	1	1	1	1	2	1
6	Other	2	2	2	3	1	2
7	Refused	2	3	4	3	3	3

QD6. Are you of Spanish, Hispanic, or Latino origin?

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1502 %	1003 %	1504 %	1500 %	1501 %	1501 %
1	Yes	3	4	4	4	3	4
2	No	96	95	94	94	95	94
3	Don't Know	1	2	2	2	1	2

QD7. We realize income is a private matter and so rather than ask anything specific about your income, I'd like to ask you to please stop me when I get to the category that includes your annual household income before taxes in 2005? {READ LIST UNTIL RESPONDENT ANSWERS}

		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
	Base:	1502 %	1003 %	1504 %	1500 %	1501 %	1501 %
1	Less than \$10,000	7	7	6	5	7	7
2	\$10,000 but less than \$20,000	11	11	10	11	11	9
3	\$20,000 but less than \$30,000	10	10	11	11	11	12
4	\$30,000 but less than \$40,000	12	10	12	10	9	12
5	\$40,000 but less than \$50,000	8	8	9	10	9	8
6	\$50,000 but less than \$75,000	15	14	13	13	15	13
7	\$75,000 Or more	21	20	21	23	22	21
8	Don't Know	4	4	5	3	4	3
9	Refused	13	17	13	16	13	14

QD8. What is your zip code?

Thank you for participating! Your opinion counts