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AARP Election Watch: Pulse of a Generation

October 2, 2006

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October 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 late September 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, 90 percent of respondents in the current survey report they are already registered to vote and 85 percent are likely voters. A total of 1,500 interviews were conducted.

Issue of the Week: Consumer Privacy

The vast majority of likely voters (83%) said they are either *very likely* (46%) or *somewhat likely* (37%) to vote for a candidate who supports protecting consumers' privacy.

More than 8 in 10 respondents across all age groups want candidates in their districts and/or states to address the issue of protecting their credit and financial privacy (84% ages 42-50, 88% ages 51-60, and 83% ages 61+).

Voting Participation

Self reported voter registration is very high (9 in 10). Respondents say that they are also *very likely* to vote this November (85%).

This boomer+ age segment report voting with regularity – 57 percent say they *always* vote and 28 percent say they *nearly always* vote. Sixty-three percent of those over 60 say that they *always* vote compared to 47 percent of younger boomers (ages 42 to 50) and 54 percent older boomers (ages 51 to 60).

Interest in the upcoming election is high. More than one-half (56%) say they are *very interested* in this year's election.

As of September 25th, with just weeks before the election, only 44 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 (59%) or their U.S. Senate race (52%).

Americans are evenly divided between basing their vote for congressional candidates on “bringing home the bacon” to their congressional district (41%) and agreement with the candidate's position on major national issues (45%).

On the other hand, more say a candidate's position on one or two key issues (48%) matters most when they vote rather than the personal qualities of the candidates (33%).

AARP Election Watch: Pulse of a Generation October 2, 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 fourth in a series of 9 surveys scheduled for release each week leading up to the mid-term elections. The first three reports dealt with the issues of ID theft, affordability of prescription drugs, and Social Security. This report is about consumer privacy. 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 **CURRENT
Week of 10/9	Healthcare Coverage
Week of 10/16	Long-term Care
Week of 10/23	Social Security
Week of 10/30	Government Spending/Fiscal Responsibility
Week of 11/6	Medicare

In late September 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, 90 percent of respondents in the current survey report they are already registered to vote and 85 percent are likely voters. Moreover, 57 percent say they *always* vote and another 28 percent say they *nearly always* vote. A total of 1,500 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

Protecting Consumer Privacy

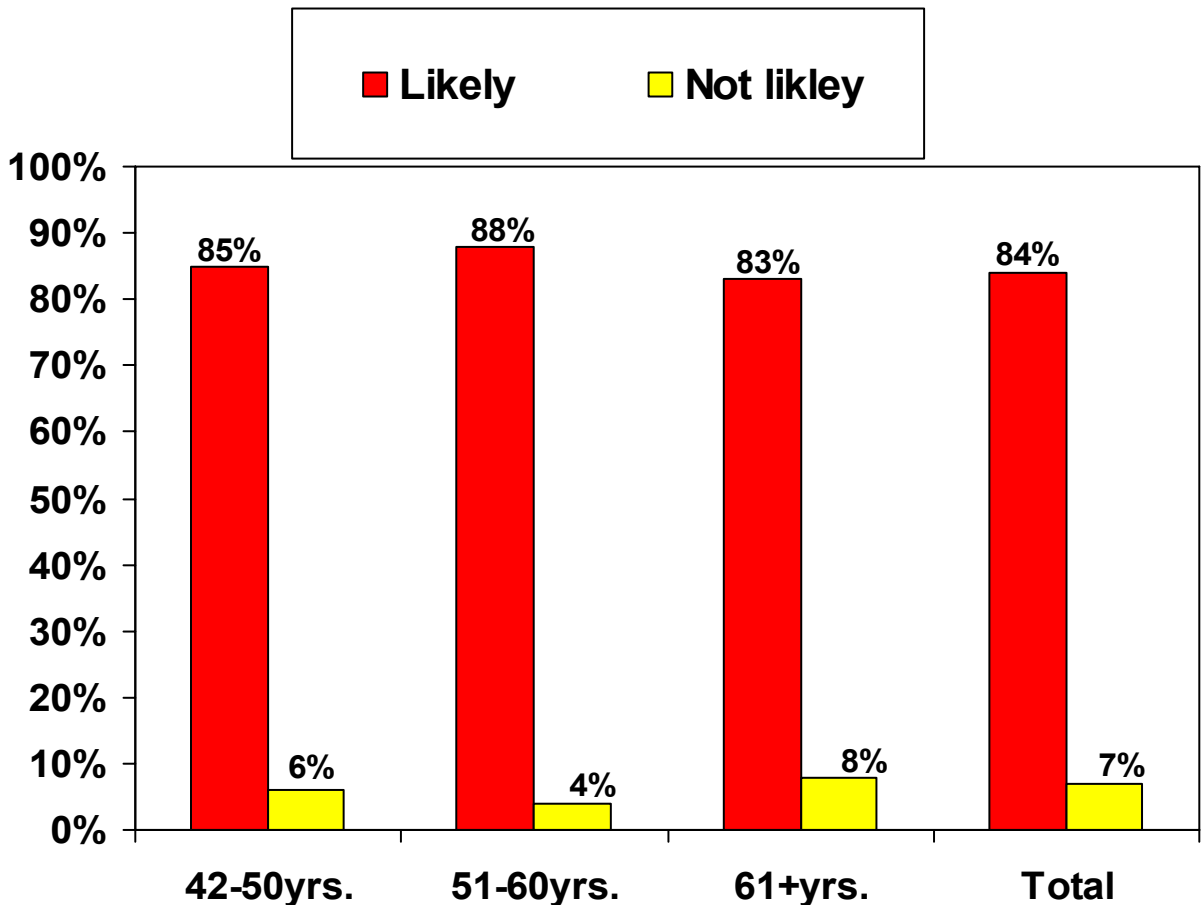
Protecting consumer privacy is a serious concern for likely voters and will be a consideration in their voting decisions for this mid-term election. The vast majority of likely voters (84%) said they are either *very likely* (46%) or *somewhat likely* (38%) to vote for a candidate who supports protecting consumers' privacy (see Figure 1). Respondents ages 51 and older (47% ages 51-60 and 49% ages 61+) were more likely than younger boomers (41% ages 42-50) to report they are *very likely* to vote for a candidate who supports protecting consumers' privacy.

A greater percentage of younger boomers, ages 42 to 50 (44%) than older age groups (41% ages 51-60 and 34% ages 61+) report they are *somewhat likely* to vote for a candidate who supports protecting consumers' privacy. A small percentage of respondents across all age groups report they are *not very likely* to vote for a candidate who supports protecting consumers' privacy (5% ages 42-50, 2% ages 51-60, and 5% ages 61+) or *not at all likely* (1% ages 42-50, 2% ages 51-60, and 3% ages 61+).

Figure 1

** Includes only likely voters
(n=1,358)

How Likely Are You to Vote For a Candidate Who Supports Protecting Consumers' Privacy?



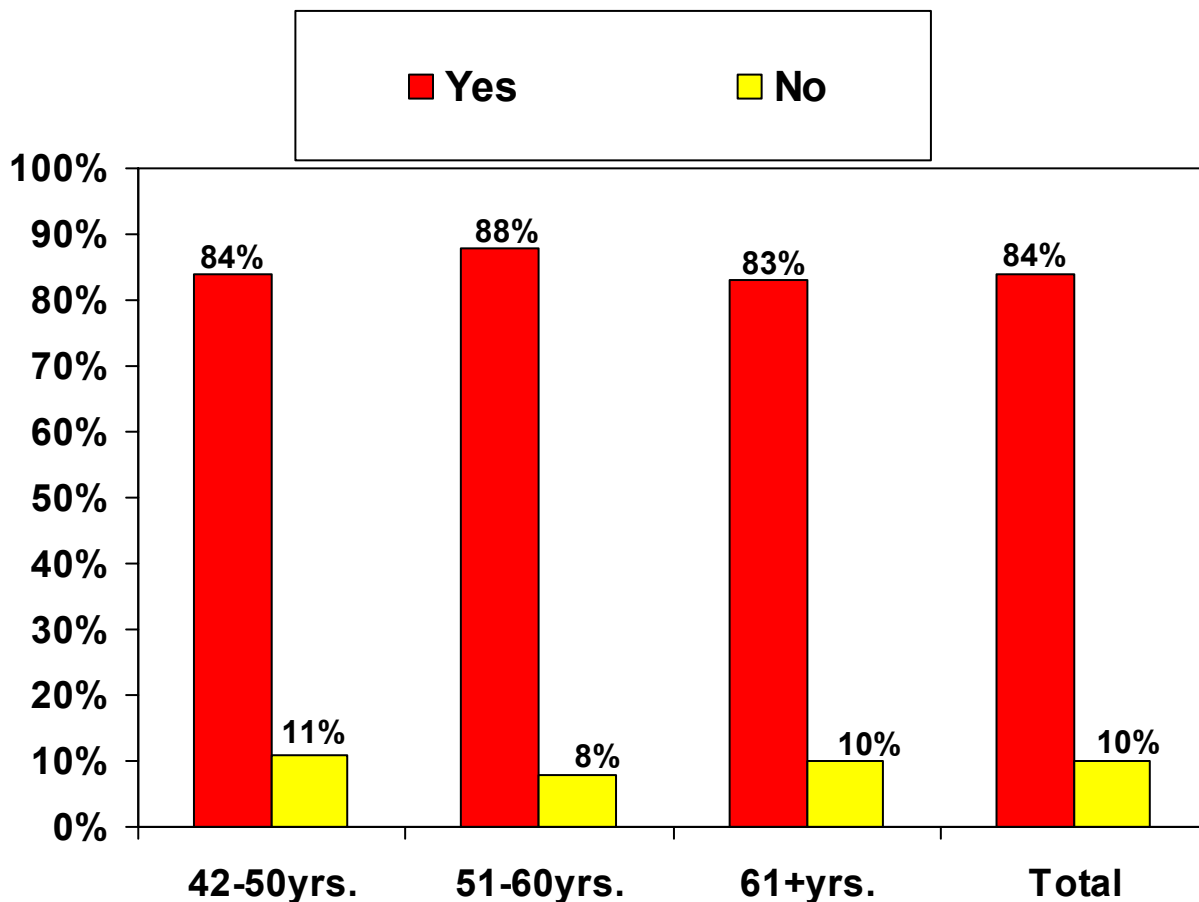
Less than half of all respondents (45%) are clear where candidates stand on the issue of protecting their credit and financial privacy (*very clear* 9% and *somewhat clear* 36%). The remaining respondents are either *not very clear* (22%), *not at all clear* (18%) or *don't know* (15%).

While a considerable percentage of respondents do not know where candidates stand on the issue of protecting their credit and financial privacy, they certainly want candidates to address this issue in the upcoming elections. More than 8 in 10 respondents across all age groups want candidates in their districts and/or states to address the issue of protecting their credit and financial privacy (84% ages 42-50, 88% ages 51-60, and 83% ages 61+) (see Figure 2).

Additionally, less than one-fifth of respondents across all age groups say they do not want candidates to address the issue of protecting their credit and financial privacy (11% ages 42-50, 8% ages 51-60, and 10% ages 61+) (see Figure 2).

Figure 2
(n=1,500)

**In the Upcoming Elections do You Want Candidates to Address
The Issue of Your Credit And Financial Privacy?**



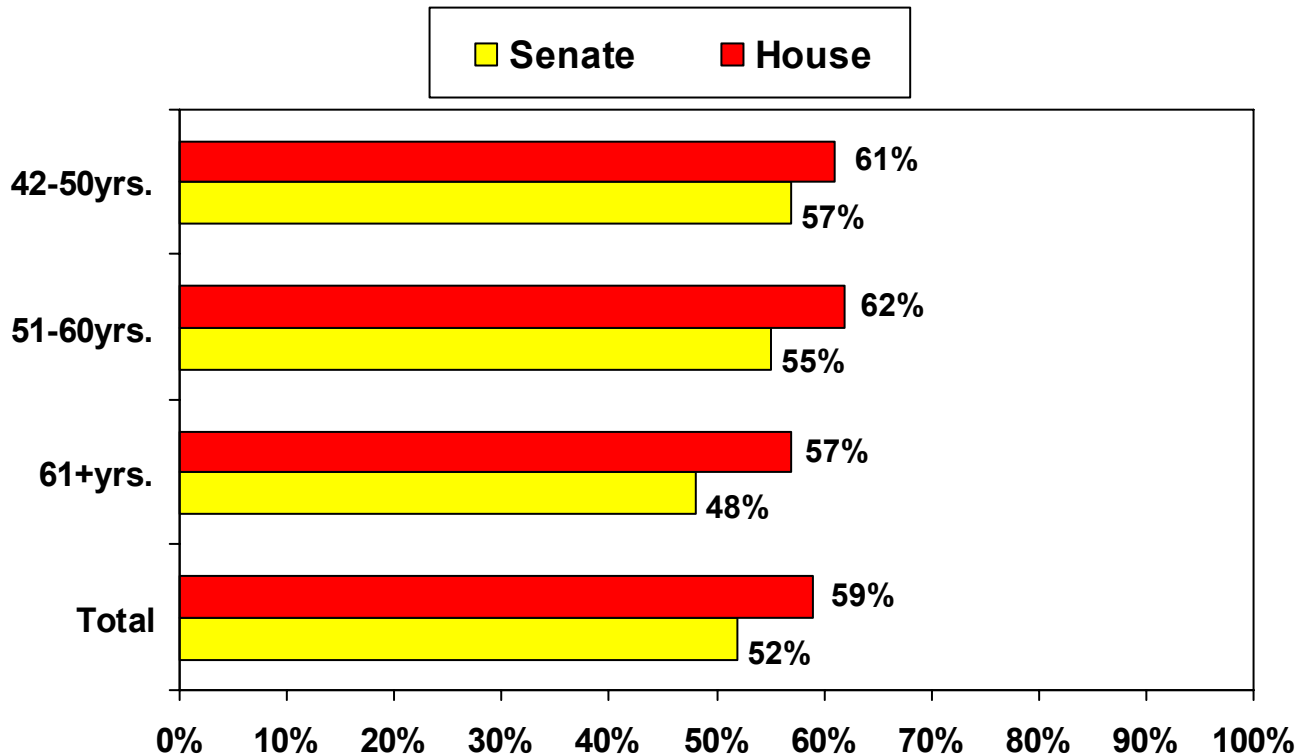
Interest in the Mid-Term Elections

There is a considerable amount of interest in the mid-term elections given they are still weeks away. Nearly 9 in 10 respondents (86%) are interested in the upcoming elections. More than half are very interested (56%) and 3 in 10 are somewhat interested (30%). Furthermore, a greater percentage of respondents report they have given *quite a lot* of thought (44%) to these upcoming elections than those who have given *only a little* thought (36%) to the elections.

While there is a sizeable level of interest in the mid-term elections, findings suggest that people have not made up their minds about for whom to vote. Approximately 6 in 10 respondents (59%) have not yet decided for which U.S. House candidate to vote and a slight majority (52%) has not yet settled on a U.S. Senate candidate (see Figure 3).

Boomers are more likely than respondents 61+ to be undecided in their voting decisions. Sixty-one percent of younger boomers, ages 42 to 50 and 62 percent of older boomers ages 51 to 60 have not yet decided for which U.S. House candidate to vote compared to 57 percent of respondents 61+ (see Figure 3). For U.S. Senate, 57 percent of younger boomers and 55 percent of older boomers have not yet decided for which candidate to vote compared to 48 percent of respondents ages 61 and older.

Figure 3
**** Includes only likely voters**
(Senate: n=946; House: n=1,358)
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 (11%), or even personal qualities of the candidate (33%), agreement on key issues (48%) 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 (41%), agreement with a candidate's position on major issues still came out slightly ahead (45%).

Conclusions

Protecting consumers' privacy is likely to be an important election issue this year for boomers and older Americans, given the high percentage of those who want candidates to address the issue of protecting their credit and financial privacy.

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 1,500 people ages 42 and older. Interviews were conducted between September 18th and September 25th, 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 2, 2006
(n= 1,500)**

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

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

GENDER. [INTERVIEWER -- RECORD GENDER]

		Wave 1	Wave 2	Wave 3	Wave 4
	Base:	1502	1003	1504	1500
		%	%	%	%
1	Male	46	46	46	46
2	Female	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
	Base:	1502	1003	1504	1500
		%	%	%	%
1	Already registered	89	90	90	90
2	Plan to register	4	4	4	3
3	Do Not Plan to register	6	5	5	6
4	Don't Know	1	1	1	1

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

		Wave 1	Wave 2	Wave 3	Wave 4
	Base:	1417	953	1429	1414
		%	%	%	%
1	Very Likely	84	87	86	85
2	Somewhat Likely	9	8	8	9
3	Not Very Likely	3	2	2	2
4	Not At All Likely	2	2	2	2
5	Don't Know	2	1	2	1
6	Refused	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
	Base:	1502	1003	1504	1500
		%	%	%	%
1	Republican	29	28	30	31
2	Democrat	32	34	34	32
3	Independent	30	29	28	26
4	Don't Know	5	6	5	6
5	Refused	4	4	4	5

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

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

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

		Wave 1	Wave 2	Wave 3	Wave 4
	Base:	1502	1003	1504	1500
		%	%	%	%
1	Always	54	56	57	57
2	Nearly Always	29	30	28	28
3	Some of the time	8	7	8	9
4	Seldom	4	3	2	3
5	Never	5	4	4	4
5	Don't Know	0	1	0	0
6	Refused	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
	Base:	1502	1003	1504	1500
		%	%	%	%
1	Very Interested	53	57	56	56
2	Somewhat Interested	33	29	31	30
3	Not Very Interested	8	8	7	7
4	Not At All Interested	6	6	5	5
5	Don't Know	1	0	1	1
6	Refused	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
	Base:	1502	1003	1504	1500
		%	%	%	%
1	Quite a lot	38	45	44	44
2	Only a little	40	36	36	36
3	Not at all yet	22	17	18	18
4	Don't Know	1	1	1	1
5	Refused	0	0	0	1

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
	Base:	1356	914	1500	1358
		%	%	%	%
1	Yes	28	36	35	39
2	No	70	63	64	59
3	Don't Know	2	1	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
	Base:	960	643	976	946
		%	%	%	%
1	Yes	39	44	44	46
2	No	60	56	55	52
3	Don't Know	1	1	1	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
	Base:	1502	1003	1504	1500
		%	%	%	%
1	His or her ability to do things that help people in your congressional district	43	41	43	41
2	That you agree with his or her positions on major national issues	45	45	46	45
3	Don't Know	10	12	9	12
4	Refused	2	2	2	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
	Base:	1502 %	1003 %	1504 %	1500 %
1	The candidate's political party	10	14	11	11
2	The candidate's position on one or two key issues	44	43	46	48
3	The personal qualities of the candidate	37	34	36	33
4	Don't Know	7	7	6	7
5	Refused	2	1	1	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
	Base:	1502 %	1003 %	1504 %	1500 %
1	Yes	29	28	27	30
2	No	62	63	64	62
3	Don't Know	8	8	8	7
4	Refused	1	1	1	1

12. In the upcoming elections do you want the candidates for the U.S. House of Representatives in your district [or U.S. Senate (state) – if applicable] to address the issue of protecting your credit and financial privacy?

		Wave 1	Wave 2	Wave 3	Wave 4
	Base:	N/A %	N/A %	N/A %	1500 %
1	Yes	-	-	-	84
2	No	-	-	-	10
3	Don't know	-	-	-	5
4	Refused	-	-	-	1

13. 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 protecting consumers' privacy?

		Wave 1	Wave 2	Wave 3	Wave 4
	Base:	N/A %	N/A %	N/A %	1500 %
1	Very clear	-	-	-	9
2	Somewhat clear	-	-	-	36
3	Not very clear	-	-	-	22
4	Not at all clear	-	-	-	18
5	Don't Know	-	-	-	15
6	Refused	-	-	-	1

14. How likely are you to vote for a candidate who supports protecting consumers' privacy?

		Wave 1	Wave 2	Wave 3	Wave 4
	Base:	N/A %	N/A %	N/A %	1358 %
1	Very likely	-	-	-	46
2	Somewhat likely	-	-	-	38
3	Not very likely	-	-	-	4
4	Not at all likely	-	-	-	3
5	Don't know	-	-	-	8
6	Refused	-	-	-	2

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

QD2. What is your current marital status?

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

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

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

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

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

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

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

		Wave 1	Wave 2	Wave 3	Wave 4
	Base:	1502 %	1003 %	1504 %	1500 %
1	Yes	3	4	4	4
2	No	96	95	94	94
3	Don't Know	1	2	2	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
	Base:	1502 %	1003 %	1504 %	1500 %
1	Less than \$10,000	7	7	6	5
2	\$10,000 but less than \$20,000	11	11	10	11
3	\$20,000 but less than \$30,000	10	10	11	11
4	\$30,000 but less than \$40,000	12	10	12	10
5	\$40,000 but less than \$50,000	8	8	9	10
6	\$50,000 but less than \$75,000	15	14	13	13
7	\$75,000 Or more	21	20	21	23
8	Don't Know	4	4	5	3
9	Refused	13	17	13	16

QD8. What is your zip code?

Thank you for participating! Your opinion counts