

A decorative graphic is present on the page, featuring a large, thin, light-colored arc that starts near the top right and curves down towards the bottom right. A horizontal line and a vertical line intersect at the end of this arc, with a small yellow square at the intersection point. Another horizontal line and a vertical line intersect at the end of the arc on the left side, with a small yellow square at the intersection point. A solid green rectangle is located in the top left corner of the page.

# **Key Findings from AARP Iowa Swing Voter Battleground Poll**

August 2008

**TO: Interested Parties**

**FR: David Ginsberg, Vice President, Penn, Schoen and Berland  
Terry Nelson, Partner, Mercury Public Affairs**

**RE: Key Findings from AARP Iowa Swing Voter Battleground Poll**

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### **Survey Background and Overview**

The AARP Battleground Voter Survey provides a groundbreaking, unique view on the key electorate in the 2008 general election: the swing voters in the key battle ground state of Iowa. This survey is one of six polls conducted in the key swing states of Iowa, New Hampshire, New Mexico, Ohio, Florida, and Pennsylvania, and is the first of its kind this election. It provides important insights into the makeup of the swing voters, what issues are front and center for them, and how they view critical policy positions held by Senator McCain or Senator Obama.

This survey was conducted among 401 swing voters in Iowa. Within the Hawkeye State, the survey focused exclusively on people who are either undecided in whom they will vote for in the Presidential election or express relatively weak support for a particular candidate.

At the very highest levels, the survey revealed several important and surprising findings that have significant implications for the election. Iowa swing voters are older, focused on the economy, financial and health care security issues, and do not feel that either candidate is adequately addressing these issues.

At the same time, the survey shows tremendous opportunity for both Senator McCain and Senator Obama. Hawkeye State swing voters believe tackling these issues will take a bipartisan approach – and believe both Obama and McCain will work in a bi-partisan fashion if elected to office. When given descriptions of both candidates' positions on the key issues of healthcare and financial security, both candidates have policies that greatly appeal to these key voters and are likely to earn their support.

Fundamentally, this survey demonstrates that both candidates can reach the key swing voters this year and win their support – if they reach out to them by making lifetime financial security and healthcare a central element to their campaigns.

## Who are the Swing Voters? White, Older, Lower-to-Middle Income, Independent, Women

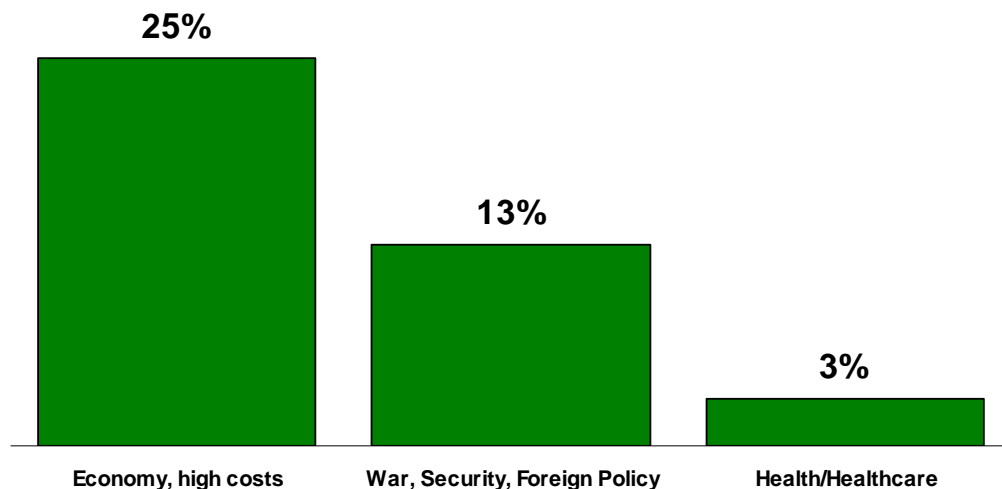
For this survey, swing voters were defined as likely voters who are undecided in whom they will vote for President or are not strongly committed to any candidate. In Iowa, these swing voters are:

- 96% are white
- 75% are over 50, and 45% are over 65
- 66% report an annual family income of \$60,000 or less
- 66% are female
- 50% are self-identified Independents
- 61% say they are absolutely certain to vote for President in November
- 38% are AARP members
- Lean conservative to moderate in their political ideology (40% conservative, 36% moderate, 13% liberal)

### Swing Voters Worry About Financial Security and Healthcare

In general, swing voters in Iowa are very concerned about the economy, their financial security, and health care security. The economy is the number one most important issue for swing voters in the Hawkeye State, and health/healthcare is number three.

**What is the single most important issue in your choice for president? (Open End)**



Beyond that, this survey shows that these voters have serious concerns about their long-term financial and healthcare security:

- 83% are concerned about their personal financial security for retirement
- 47% are worried about Social Security being there when they retire.

- 86% believe we have an obligation to future generations to “protect Social Security,” and that it is the “cornerstone of the social compact in this country.”
- 94% agree that retiring with financial and health security is essential to the American dream, and this notion of promoting the American Dream makes 78% more likely to support fundamental changes in government programs, employer benefits, and personal behavior.
- 79% say it is our duty as Americans to make sure that retirees have financial and healthcare security.

### **Hawkeye State Swing Voters Want More Information on these Issues from the Candidates**

While financial security and healthcare are top-of-mind concerns for swing voters in Iowa, they do not feel the candidates are talking enough about them. An overwhelming majority of these voters, 70%, think that the candidates are only doing a fair or poor job of addressing healthcare and financial security issues.

At a time when the economy is struggling, neither Senator Obama nor Senator McCain has adequately addressed these key issues that are likely to have a significant impact on voters’ decisions.

In addition, 52% of Iowa swing voters say they are interested in learning more about the candidates’ positions on healthcare and financial security. 39% would be extremely or very interested in a candidate forum on financial security and healthcare issues sponsored by the AARP or similar non-profit organization.

### **Unlocking Swing Voters with Specific Proposals and Platforms**

There is wide consensus among swing voters on ways to approach health care and financial security. We tested a series of eleven policy proposals, not ascribed to a candidate or party. Of these, the top scoring proposals among swing voters in Iowa were:

- 93% favor requiring clear explanations of healthcare costs so patients know how much they will be charged upfront
- 92% favor establishing preventive care management to help people with multiple chronic illnesses receive better healthcare at a lower cost
- 91% favor requiring schools to teach financial literacy to all children

Both candidates would be well-served to incorporate these common-sense policy positions into their platforms.

### **Both Candidates Have Plans on these Topics that Appeal to Swing Voters**

Although the candidates need to better articulate how they will address the issues of lifetime financial and healthcare security, each have compelling proposals that attract widespread support among swing voters in the Hawkeye State – if they make them more central to their respective campaigns.

We tested eight of Senator McCain’s policy proposals on health care and financial security. Of those, the proposals that best demonstrated the candidates’ commitment to providing lifetime financial and health security were:

- 66% believe McCain is committed to these issues when he says he “will create more choice and competition by putting more decisions and responsibility in patients’ hands”
- 65% believe this when they hear that McCain’s program “will make public more information on treatment options and require increased transparency from healthcare providers regarding medical outcomes, quality of care, costs, and prices”
- 64% believe McCain is committed when they hear he “will increase development of safer, cheaper, generic versions of drugs will allow re-importation of drugs to help cut Americans’ healthcare costs”

We also tested eight proposals from Senator Obama on the same topics. Senator Barack Obama’s top scoring proposals score as follows:

- 77% believe Obama is committed to lifetime financial and health security when they hear he “will ensure that no one is denied insurance because of their health history”
- 75% believe Obama is committed to lifetime financial and health security when they hear he “will require insurance companies to cover proven preventive care services”
- 72% believe Obama is committed to lifetime financial and health security when they hear he “will allow Americans to buy into a health insurance plan similar to the one that every Congressman and federal employee has”

### **Swings Demand Bipartisanship to Solve these Issues**

Iowa swing voters demand bipartisanship on these crucial issues of financial security and healthcare, as their appeal transcends political ideologies.

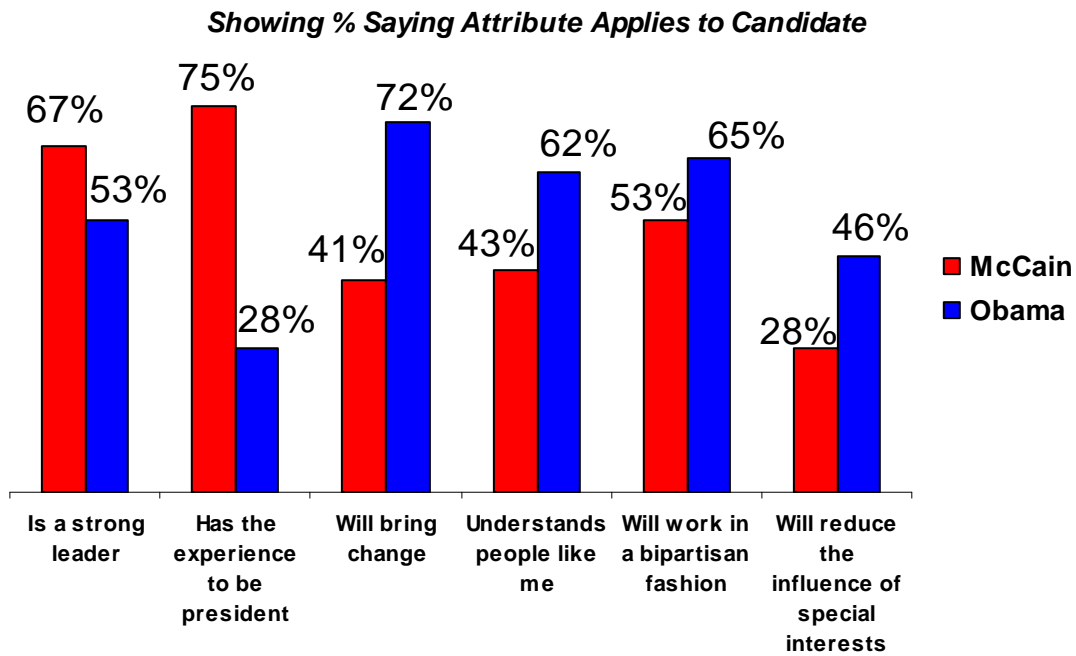
- 94% believe Social Security can be strengthened when both parties work together

- 95% believe our healthcare system can be improved by both parties working together
- 96% agree that healthcare and financial security are too big for any one candidate or party to fix and that in order to improve on these issues it has to be a truly bipartisan effort

**Hawkeye State Swing Voters Are Favorable to Obama and McCain**

Overall, among all respondents in this survey, Senator McCain is viewed favorably by 59%, and Senator Obama is viewed favorably by 61%.

On key attributes, Iowa swing voters have an interesting perspective. Senator McCain leads on *is a strong leader* and *has the experience to be president*, while Senator Obama leads on *will bring change*, *understands people like me*, *will work in a bipartisan fashion*, and *will reduce the influence of special interests*.



In the end, both candidates are well-liked by Iowa swing voters and have centrist policies on lifetime financial and healthcare security that greatly appeal to these voters.

In this neck-and-neck race, the candidate that does the best job of championing these issues may be able to tip the balance of the election in their favor and determine the eventual winner of 2008 presidential election in Iowa and in the country as a whole.

AARP Battleground State Swing Voter Survey  
Iowa  
Sampling Error +/- 4.9%

**Screener**

1. /\* CODE \*/ GENDER

Base: Total Respondents	N=401
	%
Male	34
Female	66

2. Are you at least 18 years of age and registered to vote?

- 1) Yes
- 2) No /\* TERMINATE \*/
- 3) Don't know /\* TERMINATE \*/

3. Do you or does anyone in your household work in any of the following industries? **READ LIST**

- 1) Accounting
- 2) Journalism or the media /\* TERMINATE \*/
- 3) Computers
- 4) Market research /\* TERMINATE \*/
- 5) None of the above
- 6) Don't know

4. Looking ahead to November 2008, there will be an election for President of the United States. How likely are you to vote in this election?

Base: Total Respondents	N=401	
	%	
Absolutely certain	61	
Very likely	27	
Possibly	12	
Not very likely	-	[TERMINATE]
Not at all likely	-	[TERMINATE]
Don't know	-	[TERMINATE]

5. If the presidential election were held tomorrow, which candidate would you vote for? **/\* ROTATE CHOICES \*/**

Base: Total Respondents	N=401 %	
Barack Obama or John McCain	32	
Other candidate	2	
Undecided/Don't know	66	[SKIP TO 7]

6. [If 1 or 2 on Question 5] Using a scale of 1-7 where 1 means your support for a presidential candidate is not very strong and 7 means your support is very strong, how strongly would you say you support that candidate?

Base: Would vote for candidate	N=136 %	
7 – Very strong	-	[TERMINATE]
6	-	[TERMINATE]
5	-	[TERMINATE]
4	47	
3	30	
2	8	
1 – Not very strong	10	
Don't know	4	

### *Main Questionnaire*

7. Do you consider yourself a liberal, moderate, or conservative?

Base: Total Respondents	N=401 %
Very conservative	18
Somewhat conservative	22
Moderate	36
Somewhat liberal	10
Very liberal	3
Don't know	11

8. What do you like most about Barack Obama?

(Dislike) 14%  
 Youth 8%  
 His Party 4%  
 His speaking 7%  
 New ideas/change 10%



9. What do you like most about John McCain?

(Dislike) 14%  
 His Party 6%  
 Veteran status /Military knowledge 14%  
 His Experience 17%  
 Frankness/Integrity 5%

10. Do you think Barack Obama is a liberal, a moderate, or a conservative in his political beliefs? If you don't know, just say so. **IF LIBERAL, PROBE:** is that very or somewhat?

Base: Total Respondents	N=401 %
Conservative	2
Moderate	20
Somewhat liberal	15
Very liberal	20
Don't know	43

11. Do you think John McCain is a liberal, a moderate, or a conservative in his political beliefs? If you don't know, just say so. **IF CONSERVATIVE, PROBE:** is that somewhat or very?

Base: Total Respondents	N=401 %
Liberal	12
Moderate	26
Somewhat conservative	23
Very conservative	7
Don't know	32

12. Do you consider yourself a strong Democrat, a weak Democrat, a weak Republican, a strong Republican, or an Independent?

Base: Total Respondents	N=401 %
Strong Republican	13
Weak Republican	8
Independent	50
Weak Democrat	8
Strong Democrat	17
Don't know	4

**Ask one-half of sample #13; Ask other half of sample #14**

13. Thinking ahead to the November presidential election, what is the single most important issue in your choice for president? **/\* OPEN END \*/**

War/Security/Foreign Policy	13%
Economy/high costs	25%
Traditional Values	2%
Healthcare	3%

14. What would you say is your greatest fear for you and your family today? **/\* OPEN END \*/**

Future economic woes	31%
War/future attack	6%
Health/Medicine	5%
Values (Decline)	1%
Immigration	1%
Taxes	1%

<b>FAVORABILITY</b>
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**/\* DISPLAY \*/** Please tell me if you are very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable toward the following people and organizations.

**/\* METRIC A \*/** Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable view of...

**/\* RANDOM ROTATE SERIES \*/**  
**/\* REPEAT CODES \*/**

15. George W. Bush

Base: Total Respondents	N=401
	%
Very favorable	9
Somewhat favorable	23
Somewhat unfavorable	22
Very unfavorable	43
Don't know	3

16. John McCain

Base: Total Respondents	N=401 %
Very favorable	7
Somewhat favorable	52
Somewhat unfavorable	21
Very unfavorable	11
Don't know	9

17. Barack Obama

Base: Total Respondents	N=401 %
Very favorable	16
Somewhat favorable	45
Somewhat unfavorable	16
Very unfavorable	14
Don't know	9

18. Hillary Clinton

Base: Total Respondents	N=401 %
Very favorable	21
Somewhat favorable	29
Somewhat unfavorable	20
Very unfavorable	25
Don't know	5

**/\* END SERIES \*/**

<b>PERSONAL ATTRIBUTES</b>
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Regardless of who you may support, please tell me if you think the following attributes apply to [ROTATE] John McCain or Barack Obama? **[Follow-up: Is that strongly or not so strongly?]**

**/\* RANDOM ROTATE SERIES \*/**

**/\* REPEAT CODES \*/**

**Ask one-half of sample #19 through 21; Ask other half of sample #22 through 24**

19. Is a strong leader

Base: Valid Respondents	John McCain N=213 %	Barack Obama N=213 %
Yes, strongly	39	29
Yes, not so strongly	28	24
No, strongly	9	9
No, not so strongly	15	21
Don't know	10	17

20. Has the experience to be president

Base: Valid Respondents	John McCain N=213 %	Barack Obama N=213 %
Yes, strongly	45	9
Yes, not so strongly	30	19
No, strongly	8	25
No, not so strongly	11	38
Don't know	7	9

21. Will bring change

Base: Valid Respondents	John McCain N=213 %	Barack Obama N=213 %
Yes, strongly	16	52
Yes, not so strongly	25	20
No, strongly	19	8
No, not so strongly	27	11
Don't know	13	9

22. Understands people like me

Base: Valid Respondents	John McCain N=188 %	Barack Obama N=188 %
Yes, strongly	20	36
Yes, not so strongly	23	26
No, strongly	14	12
No, not so strongly	29	16
Don't know	13	11

23. Will work in a bipartisan fashion

Base: Valid Respondents	John McCain N=188 %	Barack Obama N=188 %
Yes, strongly	22	37
Yes, not so strongly	31	28
No, strongly	13	7
No, not so strongly	15	11
Don't know	19	17

24. Will reduce the influence of special interests

Base: Valid Respondents	John McCain N=188 %	Barack Obama N=188 %
Yes, strongly	9	21
Yes, not so strongly	19	25
No, strongly	22	14
No, not so strongly	30	19
Don't know	20	22

**WASHINGTON AND PRESIDENTIAL CAMPAIGN**

25. How interested are you in learning more about the 2008 presidential candidates' positions on health care reform and lifetime financial security issues?

Base: Total Respondents	N=401 %
Extremely interested	21
Very interested	31
Somewhat interested	30
Not very interested	7
Not at all interested	9
Don't know [DO NOT READ]	2

26. Do you feel that the candidates for president are doing an excellent, good, fair, or poor job of addressing family financial security and health care?

Base: Total Respondents	N=401 %
Excellent	2
Good	18
Fair	44
Poor	26
Don't know [DO NOT READ]	10

#### ISSUE LANDSCAPE: HEALTH CARE

27. Do you think our healthcare system can be improved by one political party or will it require both parties working together?

Base: Total Respondents	N=401 %
One political party can do it	2
Requires both parties working together	95
Don't know [DO NOT READ]	3

#### ISSUE LANDSCAPE: RETIREMENT AND SOCIAL SECURITY

28. In thinking about retirement and other lifetime financial security concerns, would you say you are very concerned, somewhat concerned, not very concerned, or not at all concerned about your personal financial security for retirement?

Base: Total Respondents	N=401 %
Very concerned	53
Somewhat concerned	30
Not very concerned	9
Not at all concerned	6
Don't know [DO NOT READ]	3

29. How worried are you about Social Security being there when you retire?

Base: Total Respondents	N=401 %
Very worried	28
Somewhat worried	19
Not too worried or	13
Not at all worried	9
Don't know [DO NOT READ]	<0.5
N/A Already retired	31

30. Do you think Social Security can be strengthened by one political party or will it take cooperation between both parties?

Base: Total Respondents	N=401 %
One political party can do it	4
Requires both parties working together	94
Don't know [DO NOT READ]	3

**Ask one-half of sample #31; Ask other half of sample #32**

31. Please tell me if you agree or disagree with the following statements: The dirty secret in America today is that Social Security is going broke. It's going broke and it's not going to be there for future generations of young Americans, and we owe them the responsibility to make hard choices now.

Base: Valid Respondents	N=224 %
Strongly agree	43
Somewhat agree	31
Somewhat disagree	13
Strongly disagree	6
Don't know [DO NOT READ]	7

32. Please tell me if you agree or disagree with the following statements: We have an obligation to protect Social Security and ensure that it's a safety net the American people can count on today, tomorrow and forever. Social Security is the cornerstone of the social compact in this country.

Base: Valid Respondents	N=177 %
Strongly agree	59
Somewhat agree	27
Somewhat disagree	8
Strongly disagree	4
Don't know [DO NOT READ]	3

**Ask one-half of sample #33; Ask other half of sample #34**

33. Please tell me if you agree or disagree with the following statement: A targeted tax credit to match the savings of middle-income families will help Americans develop a savings habit so they can send their kids to college, buy a home, plan for retirement or just prepare for a rainy day.

Base: Valid Respondents	N=200 %
Strongly agree	29
Somewhat agree	37
Somewhat disagree	17
Strongly disagree	12
Don't know [DO NOT READ]	6

34. Please tell me if you agree or disagree with the following statements: Keeping taxes low on all Americans will reward savings, investment, and risk taking to promote economic growth. Lower taxes on dividends and capital gains promote saving, channel investment dollars to innovative, high-value uses and not wasteful financial planning.

Base: Valid Respondents	N=201 %
Strongly agree	33
Somewhat agree	37
Somewhat disagree	14
Strongly disagree	4
Don't know [DO NOT READ]	12

**Ask one-half of sample #35; Ask other half of sample #36**

35. Please tell me if you agree or disagree with the following statements: There is too much gridlock in Washington, DC and that although politicians have good intentions about solving health and financial security problems, they don't understand the real problems people face. The candidates for President need to be pressed on what they are going to do on these issues and how they are going to break the gridlock.

Base: Valid Respondents	N=204 %
Strongly agree	72
Somewhat agree	21
Somewhat disagree	2
Strongly disagree	2
Don't know [DO NOT READ]	4



36. Please tell me if you agree or disagree with the following statements: The problems of healthcare and financial security are too big for any one candidate or one party to fix. In order to improve on these issues it has to be a truly bipartisan effort.

Base: Valid Respondents	N=197 %
Strongly agree	83
Somewhat agree	13
Somewhat disagree	2
Strongly disagree	1
Don't know [DO NOT READ]	2

**ISSUE LANDSCAPE: FINANCIAL SECURITY AND HEALTHCARE**

37. Retiring with financial and health security is essential to the American dream.

Do you agree strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement?

Base: Total Respondents	N=401 %
Strongly agree	73
Somewhat agree	21
Somewhat disagree	2
Strongly disagree	1
Don't know [DO NOT READ]	3

Does this idea make you much more likely, somewhat more likely, somewhat less likely, or much less likely to support fundamental changes in government programs, employer benefits and individual behaviors?

Base: Total Respondents	N=401 %
Much more likely	32
Somewhat more likely	46
Somewhat less likely	6
Much less likely	3
Don't know [DO NOT READ]	14

38. It's our duty as Americans to make sure that retirees have financial and health care security.

Do you agree strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement?

Base: Total Respondents	N=401 %
Strongly agree	53
Somewhat agree	26
Somewhat disagree	12
Strongly disagree	6
Don't know [DO NOT READ]	3

Does this idea make you much more likely, somewhat more likely, somewhat less likely, or much less likely to support fundamental changes in government programs, employer benefits and individual behaviors?

Base: Total Respondents	N=401 %
Much more likely	28
Somewhat more likely	46
Somewhat less likely	8
Much less likely	6
Don't know [DO NOT READ]	13

**SPECIFIC PROPOSALS: HEALTHCARE**

Please tell me if you favor or oppose the following HEALTH CARE proposals.  
**[Follow-up: Is that strongly or not so strongly?]**

**/\* RANDOM ROTATE SERIES \*/**  
**/\* REPEAT CODES \*/**

**Ask one-half of sample #39 through 41; Ask other half of sample #42 through 44**

39. Requiring clear explanations of healthcare costs so patients know how much they will be charged up front

Base: Valid Respondents	N=207 %
Strongly favor	75
Somewhat favor	18
Somewhat oppose	3
Strongly oppose	1
Don't know [DO NOT READ]	2

40. Developing an affordable long-term care system

Base: Valid Respondents	N=207 %
Strongly favor	54
Somewhat favor	31
Somewhat oppose	6
Strongly oppose	3
Don't know [DO NOT READ]	7

41. Establishing preventive care management to help people with multiple chronic illnesses receive better healthcare at a lower cost

Base: Valid Respondents	N=207 %
Strongly favor	68
Somewhat favor	24
Somewhat oppose	4
Strongly oppose	3
Don't know [DO NOT READ]	2

42. Requiring healthcare providers to invest in information technology to improve quality of care and reduce errors and cost

Base: Valid Respondents	N=194 %
Strongly favor	48
Somewhat favor	33
Somewhat oppose	8
Strongly oppose	4
Don't know [DO NOT READ]	8

43. Controlling costs of prescription drugs.

Base: Valid Respondents	N=194 %
Strongly favor	67
Somewhat favor	19
Somewhat oppose	4
Strongly oppose	8
Don't know [DO NOT READ]	2

44. Make health care affordable for small businesses by allowing them to band together for lower rates, providing tax credits to offset employee premium contributions, and protecting them from large rate increases simply because one employee gets sick.

Base: Valid Respondents	N=194 %
Strongly favor	62
Somewhat favor	25
Somewhat oppose	4
Strongly oppose	4
Don't know [DO NOT READ]	5

**END SERIES**

<b>SPECIFIC PROPOSALS: FINANCIAL SECURITY</b>
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Please tell me if you favor or oppose the following FINANCIAL SECURITY proposals. **[Follow-up: Is that strongly or not so strongly?]**

**/\* RANDOM ROTATE SERIES \*/**

**/\* REPEAT CODES \*/**

45. Simplifying and increasing tax incentives that help working families save for retirement

Base: Total Respondents	N=401 %
Strongly favor	58
Somewhat favor	29
Somewhat oppose	6
Strongly oppose	3
Don't know [DO NOT READ]	5

**Ask one-half of sample #46 through 47; Ask other half of sample #48 through 49**

46. Requiring schools to teach financial literacy to all children

Base: Valid Respondents	N=204 %
Strongly favor	74
Somewhat favor	17
Somewhat oppose	5
Strongly oppose	3
Don't know [DO NOT READ]	2

47. Requiring employers to offer their employees an easy way to save for retirement at work, such as offering automatic deduction from their paychecks

Base: Valid Respondents	N=204 %
Strongly favor	56
Somewhat favor	28
Somewhat oppose	6
Strongly oppose	4
Don't know [DO NOT READ]	5

48. Creating a government match for low income individuals who contribute to individual savings in a 401(k)

Base: Valid Respondents	N=197 %
Strongly favor	40
Somewhat favor	20
Somewhat oppose	19
Strongly oppose	11
Don't know [DO NOT READ]	10

49. Expanding the amount individuals are allowed to save on their own tax-free for retirement

Base: Valid Respondents	N=197 %
Strongly favor	60
Somewhat favor	27
Somewhat oppose	5
Strongly oppose	2
Don't know [DO NOT READ]	6

**END SERIES**

**OBAMA AND MCCAIN POLICY PROPOSALS**

If this statement were true, would it make you believe Barack Obama is more committed or less committed to providing lifetime financial security or healthcare for Americans?

- 1) Much more committed
- 2) Somewhat more committed
- 3) Somewhat less committed
- 4) Much less committed
- 5) Don't know DO NOT READ

**Ask one-half of sample #50 through 53; Ask other half of sample #54 through 57**

50. Barack Obama's health care program will help keep health insurance affordable by cutting the cost of families' premiums by up to \$2500 a year.

Base: Valid Respondents	N=204 %
Much more committed	32
Somewhat more committed	37
Somewhat less committed	8
Much less committed	5
Don't know [DO NOT READ]	19

51. Barack Obama's health care program will ensure that no one is denied insurance because of their health history.

Base: Valid Respondents	N=204 %
Much more committed	41
Somewhat more committed	36
Somewhat less committed	6
Much less committed	4
Don't know [DO NOT READ]	13

52. Barack Obama's health care program will allow Americans to buy into a health insurance plan similar to the one that every Congressman and federal employee has.

Base: Valid Respondents	N=204 %
Much more committed	35
Somewhat more committed	37
Somewhat less committed	6
Much less committed	8
Don't know [DO NOT READ]	14

53. Barack Obama's health care program will require insurance companies to cover proven preventive care services.

Base: Valid Respondents	N=204 %
Much more committed	32
Somewhat more committed	43
Somewhat less committed	6
Much less committed	4
Don't know [DO NOT READ]	15

54. Barack Obama' health care program will require employers who do not offer health insurance to contribute a percentage of their payroll towards the cost of a national healthcare plan.

Base: Valid Respondents	N=197 %
Much more committed	18
Somewhat more committed	39
Somewhat less committed	11
Much less committed	12
Don't know [DO NOT READ]	20

55. Barack Obama will eliminate income taxes for seniors making less than \$50,000.

Base: Valid Respondents	N=197 %
Much more committed	31
Somewhat more committed	34
Somewhat less committed	17
Much less committed	8
Don't know [DO NOT READ]	10

56. Barack Obama's Social Security plan will exempt workers earning less than \$250,000 from any payroll tax increases but would raise taxes on those that make more.

Base: Valid Respondents	N=197 %
Much more committed	28
Somewhat more committed	28
Somewhat less committed	15
Much less committed	12
Don't know [DO NOT READ]	16

57. Barack Obama will create automatic workplace pensions. Employers who do not offer a retirement plan will be required to enroll their employees in a direct-deposit Individual Retirement Account. Employees may opt-out if they choose.

Base: Valid Respondents	N=197 %
Much more committed	24
Somewhat more committed	43
Somewhat less committed	8
Much less committed	9
Don't know [DO NOT READ]	17

**/\* END SERIES \*/**

If this statement were true, would it make you believe John McCain is more committed or less committed to providing lifetime financial security or healthcare for Americans?

- 1) Much more committed
- 2) Somewhat more committed
- 3) Somewhat less committed
- 4) Much less committed
- 5) Don't know DO NOT READ

**/\* RANDOM ROTATE SERIES \*/**

**/\* REPEAT CODES \*/**

**Ask one-half of sample #58 through 61; Ask other half of sample #62 through 65**

58. John McCain's health care program will create more choice and competition by putting more decisions and responsibility in patients' hands.

Base: Valid Respondents	N=191 %
Much more committed	21
Somewhat more committed	45
Somewhat less committed	12
Much less committed	8
Don't know [DO NOT READ]	14

59. John McCain's health care program will make public more information on treatment options and require increased transparency from healthcare providers regarding medical outcomes, quality of care, costs, and prices.

Base: Valid Respondents	N=191 %
Much more committed	24
Somewhat more committed	41
Somewhat less committed	14
Much less committed	6
Don't know [DO NOT READ]	16



60. John McCain's health care program will help individuals get insurance through any organization or association that they choose instead of relying on their employers.

Base: Valid Respondents	N=191 %
Much more committed	25
Somewhat more committed	37
Somewhat less committed	14
Much less committed	7
Don't know [DO NOT READ]	17

61. John McCain's health care program will make health insurance more affordable and available by providing individuals with a \$2,500 tax credit and families a \$5,000 tax credit.

Base: Valid Respondents	N=191 %
Much more committed	25
Somewhat more committed	38
Somewhat less committed	11
Much less committed	8
Don't know [DO NOT READ]	18

62. John McCain's health care reform plan will raise Medicare insurance premiums for seniors with substantial incomes.

Base: Valid Respondents	N=210 %
Much more committed	14
Somewhat more committed	31
Somewhat less committed	21
Much less committed	17
Don't know [DO NOT READ]	17

63. John McCain will reform Social Security to allow younger workers to invest part of their Social Security into private accounts without raising taxes.

Base: Valid Respondents	N=210 %
Much more committed	20
Somewhat more committed	34
Somewhat less committed	16
Much less committed	13
Don't know [DO NOT READ]	18

64. John McCain's health care program will increase development of safer, cheaper, generic versions of drugs and will allow re-importation of drugs to help cut Americans' healthcare costs.

Base: Valid Respondents	N=210 %
Much more committed	25
Somewhat more committed	39
Somewhat less committed	15
Much less committed	8
Don't know [DO NOT READ]	13

65. John McCain will help Americans save more for their retirement with low taxes on dividends and capital gains.

Base: Valid Respondents	N=210 %
Much more committed	22
Somewhat more committed	38
Somewhat less committed	16
Much less committed	9
Don't know [DO NOT READ]	15

**/\* END SERIES \*/**

<b>AARP</b>
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66. How interested would you be in a series of candidate forums hosted by a non-profit organization like the AARP in which John McCain and Barack Obama discuss lifetime financial security and health care issues—extremely interested, very interested, just somewhat interested, or not at all interested?

Base: Total Respondents	N=401 %
Extremely interested	18
Very interested	21
Just Somewhat interested	40
Not at all interested	20
Don't know [DO NOT READ]	2

## Demographics

67. Are you a member of the AARP?

Base: Total Respondents	N=401 %
Yes	38
No	62
Don't know [DO NOT READ]	<0.5

68. Which of the following issue areas do you tend to be most interested in?

**/\* ROTATE CHOICES \*/**

Base: Total Respondents	N=401 %
Economic issues, like taxes, jobs and the budget	39
Foreign affairs issues, like national defense, and terrorism	10
Social issues, like education, health care and the environment	22
Local issues, like crime, immigration, and welfare reform	11
Moral issues like right-to-life and pornography	13
Don't know [DO NOT READ]	6

69. Which of the following categories best describes your age? Are you...?

Base: Total Respondents	N=401 %
18-24	2
25-34	6
35-49	17
50-59	20
60-64	10
65+	45
Refused	-

70. For statistical purposes only, we need to know your total family income for 2007. Will you please tell me which of the following categories best represents your total family income? **READ CHOICES**

Base: Total Respondents	N=401 %
Less than \$20,000	13
\$20,000-\$34,999	19
\$35,000-\$59,999	25
\$60,000-\$99,999	19
\$100,000+	10
Don't know DO NOT READ	14

71. Could you please tell me your race, for statistical purposes only? **READ CHOICES**

Base: Total Respondents	N=401 %
White-Caucasian	96
Black/African-American	1
Hispanic/Latino	1
Native Hawaiian or Pacific Islander	-
Asian	1
American Indian or Alaska Native	-
Other /* SPECIFY */	-
Don't Know	2