



AARP Members in Nevada Issues of Importance



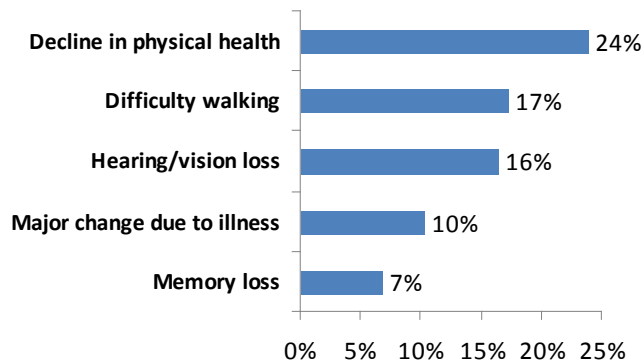
The top health care concern for AARP members is staying sharp mentally (78%).

In addition to staying sharp mentally, other top health care concerns expressed by members in Nevada include:

- Staying healthy (77%)
- Having adequate health insurance coverage (74%)
- Medicare (73%)
- Paying for health care expenses (67%)
- Paying for prescription drugs (65%)

Nearly six in ten members say they are extremely or very concerned about declining physical health or chronic conditions.

Members in Nevada may well be this concerned about their health given events they experienced in the last year. One in four members says their physical health has declined in the last year, while seven percent has experienced memory loss.



Six in ten members are extremely or very concerned about staying in their home as they age.

Over a third of members in Nevada are also concerned about finding quality long-term care (34%), and around four in ten are concerned about paying for long-term care (42%). These concerns may even be higher for members who have directly experienced the following in the last 12 months:

- Began caring for parent/older relative (5%)
- Parent/older relative moved into nursing home (4%)
- Began caring for spouse (2%)
- Parent moved into member's home (1%)

The top economic security concern for AARP members is Social Security (77%).

In addition to Social Security, other top economic security concerns expressed by members in Nevada include:

- Maintaining finances in retirement (63%)
- Security of retirement plans (58%)
- Financial planning for the future (49%)
- Public assistance benefits (44%)
- Managing debt (42%)

These may be more than just concerns to members who have directly experienced a reduction in savings (36%), a reduction in income (35%), experienced a debt problem (19%), or loss of a job (10%) in the last 12 months.

Three-quarters of members are extremely or very concerned about consumer fraud or identity theft.

Members in Nevada are also concerned about finding the best deals (74%), unfair financial practices (69%), and online safety and security (59%).

Fifty-six percent of rate their community excellent or very good as a place for older people to live.

Around two in three members in Nevada are concerned about affording the costs of their utilities (63%), and about state government cutting services and raising taxes and fees (66%).

Community Rating				
Excellent	Very Good	Good	Fair	Poor
22%	34%	26%	9%	1%

Over a third of members (37%) have contacted a public official to make their views known on an issue in the last 5 years.

In addition, some members in Nevada have also:

- Contributed money to a candidate or political party (24%)
- Attended a political event or town meeting (22%)
- Contacted a newspaper, radio, or TV show to make their views known on an issue (18%)

Nevada

2010 Member Opinion Survey Annotated Questionnaire

2010 Weighted n=641; Response Rate=32%; Sampling Error= ±3.9%
Not all percentages will equal 100% due to rounding and multiple responses.

These survey results are part of a larger, proprietary AARP member survey that included questions on how members would like to interact with the organization, enjoyment of publications, and interest in local activities.

Section I -- Questions in this Section are not for public release.

Section II

1. Please rate your own level of concern or interest on the following:

Personal Interests and Issues

a. Learning new things	Nevada
Extremely Interested/Concerned	22%
Very	39%
Somewhat	21%
Not Too	5%
Not At All Interested/Concerned	2%
No answer	11%

b. Spending time on hobbies and personal interests	Nevada
Extremely Interested/Concerned	15%
Very	39%
Somewhat	23%
Not Too	6%
Not At All Interested/Concerned	3%
No answer	13%

c. Spending time with family and friends	Nevada
Extremely Interested/Concerned	31%
Very	38%
Somewhat	14%
Not Too	5%
Not At All Interested/Concerned	2%
No answer	11%

d. Traveling	Nevada
Extremely Interested/Concerned	19%
Very	33%
Somewhat	22%
Not Too	9%
Not At All Interested/Concerned	4%
No answer	14%

Health Care Issues

e. Having adequate health insurance coverage	Nevada
Extremely Interested/Concerned	48%
Very	26%
Somewhat	9%
Not Too	2%
Not At All Interested/Concerned	4%
No answer	11%

f. Medicare (benefits, solvency, etc.)	Nevada
Extremely Interested/Concerned	47%
Very	26%
Somewhat	11%
Not Too	3%
Not At All Interested/Concerned	2%
No answer	10%

g. Staying healthy (physical fitness, diet, nutrition, etc.)	Nevada
Extremely Interested/Concerned	44%
Very	33%
Somewhat	9%
Not Too	3%
Not At All Interested/Concerned	1%
No answer	10%

h. Finding doctors, medical treatments, and hospitals	Nevada
Extremely Interested/Concerned	30%
Very	30%
Somewhat	15%
Not Too	8%
Not At All Interested/Concerned	4%
No answer	13%

i. Paying for health care expenses (co-pays, uncovered expenses, etc.)	Nevada
Extremely Interested/Concerned	37%
Very	30%
Somewhat	12%
Not Too	5%
Not At All Interested/Concerned	4%
No answer	13%

j. Paying for prescription drugs	Nevada
Extremely Interested/Concerned	36%
Very	29%
Somewhat	13%
Not Too	5%
Not At All Interested/Concerned	5%
No answer	13%

k. Staying sharp mentally	Nevada
Extremely Interested/Concerned	50%
Very	28%
Somewhat	8%
Not Too	2%
Not At All Interested/Concerned	1%
No answer	11%

l. Declining physical health or chronic conditions	Nevada
Extremely Interested/Concerned	30%
Very	28%
Somewhat	19%
Not Too	7%
Not At All Interested/Concerned	3%
No answer	14%

Economic/Financial Issues

m. Financial planning/saving for the future	Nevada
Extremely Interested/Concerned	22%
Very	27%
Somewhat	22%
Not Too	9%
Not At All Interested/Concerned	5%
No answer	15%

n. Social Security (benefits, solvency, etc.)	Nevada
Extremely Interested/Concerned	48%
Very	29%
Somewhat	8%
Not Too	4%
Not At All Interested/Concerned	2%
No answer	10%

o. Public assistance benefits available to you (Medicaid, SSI, low income housing, etc.)	Nevada
Extremely Interested/Concerned	23%
Very	21%
Somewhat	16%
Not Too	13%
Not At All Interested/Concerned	12%
No answer	15%

p. Maintaining finances in retirement	Nevada
Extremely Interested/Concerned	32%
Very	31%
Somewhat	13%
Not Too	6%
Not At All Interested/Concerned	4%
No answer	13%

q. Solvency and security of retirement plans	Nevada
Extremely Interested/Concerned	30%
Very	28%
Somewhat	16%
Not Too	7%
Not At All Interested/Concerned	4%
No answer	15%

r. Managing debt (credit cards, mortgage, etc.)	Nevada
Extremely Interested/Concerned	18%
Very	24%
Somewhat	20%
Not Too	14%
Not At All Interested/Concerned	10%
No answer	14%

s. Providing financial support for a family member	Nevada
Extremely Interested/Concerned	14%
Very	18%
Somewhat	23%
Not Too	17%
Not At All Interested/Concerned	14%
No answer	14%

Employment Issues

t. Retirement alternatives (second careers, phased retirement, etc.)	Nevada
Extremely Interested/Concerned	15%
Very	18%
Somewhat	22%
Not Too	14%
Not At All Interested/Concerned	17%
No answer	14%

u. Your rights against age discrimination in the workplace	Nevada
Extremely Interested/Concerned	22%
Very	17%
Somewhat	16%
Not Too	16%
Not At All Interested/Concerned	16%
No answer	14%

v. Understanding retirement plans (benefits, security, etc.)	Nevada
Extremely Interested/Concerned	19%
Very	23%
Somewhat	18%
Not Too	13%
Not At All Interested/Concerned	13%
No answer	13%

w. Starting/maintaining your own business	Nevada
Extremely Interested/Concerned	8%
Very	7%
Somewhat	14%
Not Too	23%
Not At All Interested/Concerned	32%
No answer	16%

x. Having good employment opportunities	Nevada
Extremely Interested/Concerned	15%
Very	13%
Somewhat	15%
Not Too	18%
Not At All Interested/Concerned	25%
No answer	14%

y. Learning new skills for a new career	Nevada
Extremely Interested/Concerned	12%
Very	9%
Somewhat	15%
Not Too	21%
Not At All Interested/Concerned	28%
No answer	14%

Consumer Issues

z. Protecting yourself against consumer fraud/identity theft	Nevada
Extremely Interested/Concerned	45%
Very	31%
Somewhat	12%
Not Too	1%
Not At All Interested/Concerned	2%
No answer	9%

aa. Finding the best deals and discounts	Nevada
Extremely Interested/Concerned	39%
Very	35%
Somewhat	12%
Not Too	2%
Not At All Interested/Concerned	2%
No answer	10%

bb. Keeping up with new products and technology	Nevada
Extremely Interested/Concerned	21%
Very	33%
Somewhat	25%
Not Too	5%
Not At All Interested/Concerned	3%
No answer	13%

cc. Protecting against unfair/deceptive financial practices	Nevada
Extremely Interested/Concerned	37%
Very	32%
Somewhat	13%
Not Too	3%
Not At All Interested/Concerned	3%
No answer	13%

dd. Affording the cost of your utilities	Nevada
Extremely Interested/Concerned	32%
Very	31%
Somewhat	16%
Not Too	7%
Not At All Interested/Concerned	3%
No answer	12%

ee. Online safety and security	Nevada
Extremely Interested/Concerned	27%
Very	32%
Somewhat	14%
Not Too	5%
Not At All Interested/Concerned	7%
No answer	15%

Community Issues

ff. Getting together with others in local community groups	Nevada
Extremely Interested/Concerned	6%
Very	12%
Somewhat	32%
Not Too	21%
Not At All Interested/Concerned	14%
No answer	15%

gg. Volunteering in your local area	Nevada
Extremely Interested/Concerned	7%
Very	12%
Somewhat	32%
Not Too	20%
Not At All Interested/Concerned	14%
No answer	14%

hh. Getting around in your community (transportation, etc.)	Nevada
Extremely Interested/Concerned	8%
Very	13%
Somewhat	26%
Not Too	24%
Not At All Interested/Concerned	15%
No answer	14%

ii. Housing options (senior living, affordable housing, etc.)	Nevada
Extremely Interested/Concerned	11%
Very	12%
Somewhat	22%
Not Too	22%
Not At All Interested/Concerned	19%
No answer	14%

Independent Living and Long-Term Care Issues

jj. Finding quality long-term care for you or a family member	Nevada
Extremely Interested/Concerned	17%
Very	17%
Somewhat	23%
Not Too	16%
Not At All Interested/Concerned	11%
No answer	15%

kk. Staying in your own home as you get older	Nevada
Extremely Interested/Concerned	35%
Very	26%
Somewhat	14%
Not Too	8%
Not At All Interested/Concerned	6%
No answer	11%

ll. Providing care for a spouse or older relative	Nevada
Extremely Interested/Concerned	19%
Very	18%
Somewhat	19%
Not Too	12%
Not At All Interested/Concerned	16%
No answer	16%

mm. Paying for long-term care (nursing home, home health, etc.)	Nevada
Extremely Interested/Concerned	22%
Very	20%
Somewhat	20%
Not Too	12%
Not At All Interested/Concerned	11%
No answer	16%

nn. Driving or getting around despite physical limitations	Nevada
Extremely Interested/Concerned	16%
Very	21%
Somewhat	21%
Not Too	16%
Not At All Interested/Concerned	11%
No answer	16%

Government Issues

oo. Having an organization represent your needs and interests in national or state government	Nevada
Extremely Interested/Concerned	36%
Very	27%
Somewhat	16%
Not Too	4%
Not At All Interested/Concerned	5%
No answer	12%

pp. Having an organization provide information on candidates and elections	Nevada
Extremely Interested/Concerned	29%
Very	26%
Somewhat	18%
Not Too	7%
Not At All Interested/Concerned	7%
No answer	14%

qq. State government cutting services while raising taxes/fees	Nevada
Extremely Interested/Concerned	40%
Very	26%
Somewhat	15%
Not Too	2%
Not At All Interested/Concerned	4%
No answer	13%

2. In the last 12 months, have you volunteered any of your time to help an organization or cause?

	Nevada
Yes, one organization/cause	19%
Yes, two or more organizations/causes	11%
No	61%
No answer	8%

3. How many organizations that do charitable work have you or anyone in your household contributed money to in the last 12 months?

	Nevada
None	18%
One	15%
Two or three	37%
Four to six	14%
Seven to nine	3%
Ten or more	4%
No answer	8%

4. How many organizations that work to influence local, state, or national government have you or anyone in your household contributed money to in the last 12 months?

	Nevada
None	55%
One	16%
Two or three	16%
Four to six	2%
Seven to nine	0%
Ten or more	1%
No answer	9%

5. Which of the following events have affected your life or your spouse/partner's life over the last 12 months? (Check all that apply)

	Nevada
Marriage	3%
Divorce or separation	4%
Child began attending college	4%
Marriage of a child	4%
Birth of a grandchild	11%
Adult child moved back home	7%
Grandchild moved into your home	3%
Began providing care for your spouse	2%
Death of your spouse	5%
Death of other family member or close friend	20%
Experienced hearing or vision loss	16%
Experienced memory loss	7%
Experienced difficulty walking	17%
Stopped driving	3%
Parent/older relative moved into nursing home	4%
Loss of health insurance	7%
Reduction in income	35%
Experienced a debt problem	19%
Parent moved into your home	1%
Change of residence	13%
Improvement in physical health	11%
Decline in physical health	24%
Began caring for your parent or older relative	5%
Survived a major illness	6%
Loss of job	10%
Began a new job or career	4%
Started own business	2%
Retirement	13%
Reduction in savings or assets	36%
Major change in diet or activity level due to illness	10%
No answer	17%

6. Within the last 5 years, in which of the following activities have you participated? (Check all that apply)

	Nevada
Phoned, wrote, or sent e-mail to a public official to make your views known on an issue	37%
Contributed money to a candidate or political party	24%
Volunteered to work on a campaign for a particular candidate or party	10%
Wrote a letter or e-mail to a newspaper or called a radio or TV show to make your views known on an issue	18%
Attended a political event or town meeting	22%
Volunteered with a group working to influence local, state, or national government	9%
Met with an elected official	13%
Used social media (Twitter, Facebook, etc.) to express political opinions	7%
No answer	47%

7. How often do you go online? This includes access from home, work, or elsewhere to an online service, the Internet or World Wide Web.

	Nevada
Never (<i>Skip to Question 9</i>)	22%
Once a month or less	4%
At least once a week	13%
Daily	52%
No answer	10%

8. Which of the following do you do online at least monthly? (n=502)

	Nevada
Send or receive email	85%
Send or receive photos	49%
Read about products or topics	61%
Bank or make purchases	63%
Visit social networking sites	23%
Maintain a profile on social networking sites	19%

9. Do you personally own a mobile (cellular) phone?

	Nevada
Yes	78%
No	14%
No answer	8%

10. Which, if any, of the following do you do on a mobile (cellular) phone at least monthly? (Check all that apply)

	Nevada
Send or receive texts	27%
Send or receive email	12%
Talk	77%
Send or receive pictures	19%
Browse Internet	7%
No answer	21%

Section III -- Questions in this Section are not for public release.

Section IV

1. Do you own or rent your primary residence?

	Nevada
Own	71%
Rent	19%
No answer	10%

2. What type of home is your primary residence?

	Nevada
Single family home	64%
Mobile home	8%
Town home/Duplex	4%
Apartment	9%
Condominium/Coop	4%
Other	3%
No answer	9%

3. How would you rate your community as a place for older people to live?

	Nevada
Excellent	22%
Very good	34%
Good	26%
Fair	9%
Poor	1%
No answer	8%

4. Are you...

	Nevada
Male	44%
Female	47%
No answer	9%

5. What is your age?

	Nevada
Under 50 years	0%
50 to 54 years	9%
55 to 59 years	14%
60 to 64 years	19%
65 to 69 years	19%
70 to 74 years	13%
75 to 79 years	7%
80 to 84 years	6%
85 to 89 years	3%
90+ years	1%
No answer	10%
Median	65

6. What is your current employment status?

	Nevada
Self-employed full-time	2%
Self-employed part-time	3%
Employed full-time	21%
Employed part-time	6%
Unemployed (looking for work)	6%
Retired (not working at all) <i>SKIP to Question 8</i>	45%
Homemaker	3%
Other	2%
No answer	12%

7. Have you retired from a previous career? (n=352)

	Nevada
Yes	29%
No	54%
No answer	17%

8. What is the highest level of education you have achieved?

	Nevada
Some high school or less	6%
High school graduate	20%
Technical or vocational school graduate	4%
Some college or a 2-year college degree	30%
Four year college graduate	13%
Postgraduate work	14%
No answer	13%

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

	Nevada
Yes	4%
No	86%
No answer	10%

10. What race do you consider yourself?

	Nevada
White-Caucasian	83%
Black or African American	4%
Native Hawaiian or Pacific Islander	1%
Asian	3%
American Indian or Alaska Native	0%
Other	2%
No answer	6%

11. What is your current marital status?

	Nevada
Married (<i>Continue</i>)	52%
Widowed (<i>Skip to Question 15</i>)	17%
Separated (<i>Skip to Question 15</i>)	1%
Living with Partner (<i>Continue</i>)	4%
Divorced (<i>Skip to Question 15</i>)	17%
Never Married (<i>Skip to Question 15</i>)	4%
No answer	6%

12. What is your spouse or partner's age? (n=355)

	Nevada
Under 50 years	7%
50 to 54 years	13%
55 to 59 years	17%
60 to 64 years	24%
65 to 69 years	13%
70 to 74 years	11%
75 to 79 years	9%
80 to 84 years	3%
85 to 89 years	0%
90+ years	0%
No answer	3%
Median	62

13. Is your spouse or partner of Spanish, Latino or Hispanic origin? (n=355)

	Nevada
Yes	5%
No	89%
No answer	5%

14. What race does your spouse or partner consider himself/herself? (n=355)

	Nevada
White-Caucasian	83%
Black or African American	4%
Native Hawaiian or Pacific Islander	0%
Asian	5%
American Indian or Alaska Native	0%
Other	3%
No answer	5%

15. Besides yourself, who else now lives in your household? (Check all that apply, including spouse or partner if applicable)

	Nevada
Spouse/partner	36%
Child/children under 18	6%
Child/children 18 or older	16%
Grandchildren under 18	3%
Grandchildren 18 or older	1%
Parents/parents-in-law	3%
Other relatives	3%
No other people in your household	40%
Others not related to you or your spouse/partner	2%
No answer	8%

16. Does any disability, handicap, or chronic disease keep you or your spouse or partner from participating fully in work, school, housework, or other activities?

	Nevada
Yes, myself	19%
Yes, my spouse or partner	7%
No	66%
No answer	8%

17. What was your total pre-tax income from all sources in 2009?

	Nevada
\$15,000 or less	8%
\$15,001 to \$25,000	11%
\$25,001 to \$35,000	10%
\$35,001 to \$50,000	15%
\$50,001 to \$75,000	18%
\$75,001 to \$100,000	9%
\$100,001 to \$120,000	5%
\$120,001 to \$150,000	4%
\$150,001 or more	5%
No answer	16%

Methodology

In May 2010, AARP surveyed a stratified random sample of 125,000 AARP members. Each member received up to four contacts: a pre-notification postcard, the survey, a reminder postcard, and a second survey if the first had not been received by the date of the second mailing. Surveys sent to Puerto Rico were sent in both Spanish and English. A total of 38,003 members returned their surveys for a response rate of 30 percent. In Nevada, 2,027 surveys were mailed, and 641 were returned for a state response rate of 32 percent. The sampling error for Nevada respondents is ± 3.9 percent. Data were weighted to precisely match the survey data to the membership base in Nevada.

AARP is a nonprofit, nonpartisan organization that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole. AARP does not endorse candidates for public office or make contributions to either political campaigns or candidates. We produce AARP The Magazine, the definitive voice for 50+ Americans and the world's largest-circulation magazine with over 35.1 million readers; AARP Bulletin, the go-to news source for AARP's millions of members and Americans 50+; AARP VIVA su Segunda Juventud, the only bilingual U.S. publication dedicated exclusively to the 50+ Hispanic community; and our website, AARP.org. AARP Foundation is an 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.



AARP

Research & Strategic Analysis

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