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New Survey Data Shows Boomer Women Voters Influenced by Economic Anxiety, Concerns about Social Security, and Caregiving Challenges

WASHINGTON, DC — At an event today on Boomer women and the 2016 election, AARP released new survey data highlighting the economic anxieties and other important concerns of women ages 50 to 69 in key battleground states.

“Older women voters – particularly women of the Boomer generation -- could help decide the 2016 presidential election,” said AARP Executive Vice President Nancy LeaMond. “Yet many of their real concerns are being ignored and their questions overlooked in a largely issueless campaign. The candidates still have an opportunity to talk to these women about the issues that matter to them.”

Highlights of the AARP survey findings include:

Pocket Book Issues and Retirement Security are the Main Causes of Economic Anxiety

- Close to three-quarters (74 percent) of modest-income Boomer women – and almost two-thirds (64 percent) of Boomer women making over \$50,000 – said they worry that prices will rise faster than their incomes.
- Nearly two-thirds (61 percent) of Boomer women earning less than \$50,000 also worry about paying too much in taxes – a concern shared by 45 percent of their higher-income counterparts.
- Almost half (47 percent) of all Boomer women said they worry about being able to take care of themselves as they age.
- Nearly the same number (46 percent) worry having financial security in retirement.
- For women making less than \$50,000 a year, those numbers go up to 56 percent.

Boomer Women Feel Strongly About the Importance of Keeping Social Security Strong

- Almost two-thirds (62 percent) say they would be hurt by future benefit cuts.
- Nearly three quarters (71 percent) – across party lines – want the next president and Congress to take immediate action on Social Security.

Family Caregiving is the New Normal

- More than half (55 percent) of Boomer women are or have been family caregivers.
- More than two-thirds (68 percent) said they would be more likely to vote for a candidate who favors providing support for family caregivers

AARP, through our [Take A Stand](#) campaign, has been pressing the presidential candidates to give voters real answers about how they’ll keep Social Security strong.

“Hillary Clinton and Donald Trump – and candidates for Senate and the House – have the opportunity to connect with Boomer women on economic security and family issues,” added LeaMond. “For their sake, I hope they take it.”

The full survey can be found [here](#).

This survey of 1500 likely women voters age 50+ for the 2016 general election was conducted via landline and cellphone from August 1 through August 7, 2016, by Lake Research Partners and American Viewpoint for AARP. The survey reached across 15 key battleground states (AZ, CO, FL, GA, IA, MI, MN, NC, NH, NM, NV, OH, PA, VA, and WI). The margin of error is +/- 2.5%.

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About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million that helps people turn their goals and dreams into 'Real Possibilities' by changing the way America defines aging. With staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and promote the issues that matter most to families such as healthcare security, financial security and personal fulfillment. AARP also advocates for individuals in the marketplace by selecting

products and services of high quality and value to carry the AARP name. As a trusted source for news and information, AARP produces the world's largest circulation magazine, AARP The Magazine and AARP Bulletin. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. To learn more, visit www.aarp.org or follow @aarp and our CEO @JoAnn_Jenkins on Twitter.

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