

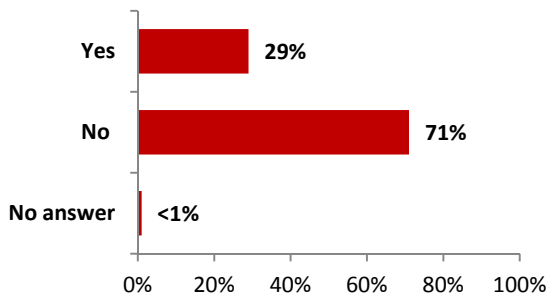
**Summary of AARP Survey of Floridians Age 50+:
Opinions on Select State Legislative Issues
Prepared by Jennifer H. Sauer, State Research at AARP**

In their continued efforts to be an advocate and resource for all Floridians, and in particular those ages 50 and older, AARP Florida commissioned this survey to gauge the opinions of residents age 50 and older about various state legislative issues such as long-term care, safe driving, utility costs, and taxes. This Random Digit Dial phone survey was conducted by Precision Opinion between December 15 and December 20, 2012 and yielded 880 completed interviews. The final sample was weighted by age and gender for adults age 50 and older residing in Florida. The margin of sampling error is +/-3.3%.

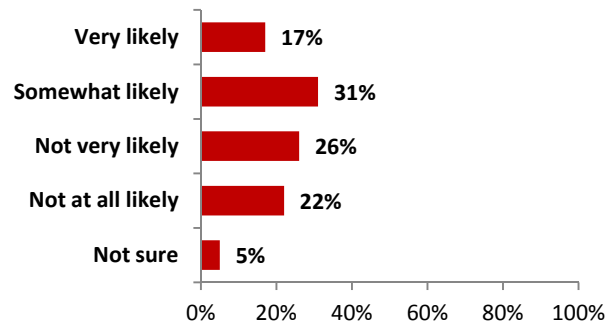
LONG-TERM CARE

- ✓ Over one-quarter of Floridians age 50 and older say they or a family member has received some type of long-term care in the past 5 years. Additionally, when asked to consider the prospect of receiving long-term care in the next 5 years, nearly half say it is very or somewhat likely that they or someone in their family will, and a similar proportion say it is not very or not at all likely.

Self or Anyone in Family Received Any Long-Term Care Services in Past 5 Years?
(n= 880 Florida Residents 50+)



Level of Likelihood: Self or Anyone in Family Will Need Any Long-Term Care Services in Next 5 Years?
(n= 880 Florida Residents 50+)



- ✓ When asked to consider the type of long-term care services they would prefer to receive if they or a family needed such care, most say they would prefer to receive care at home either with help from family and friends, from paid home care professionals, or from both family and friends AND paid home care professionals. Over one in ten would prefer to receive any needed long-term care services in a residential facility such as an assisted living facility (ALF). Very few would prefer nursing home care.

Type of Long-Term Care Services Preferred If Needed
(n=880 Florida Residents 50+)

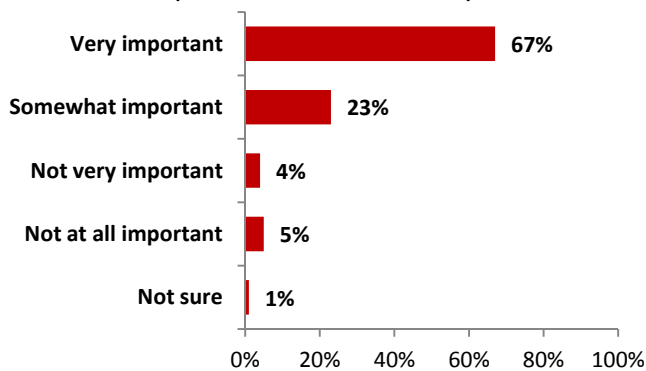
| | |
|---|-----|
| At home, with help from family or friends | 21% |
| At home, with help from paid home care professionals | 19% |
| At home, with help from family, friends, AND paid home care professionals | 38% |
| In residential facility like assisted living | 13% |
| In nursing home | 2% |
| Other place | 2% |
| Not sure | 4% |

- ✓ When asked to consider how helpful some types of community services would be to them or a family member who needed long-term care at home, most Florida residents age 50 and older found each of the types of services tested in the survey question to be helpful. However, home health aide or visiting nurse and transportation services are the top two services that over half indicate as services that would be very helpful if they or a family needed long-term care at home. Another half indicate that housekeeping services, home repairs for low-income or older persons, and respite care would be very helpful. Fewer, though still a significant proportion of, residents view home delivered meals, seasonal yard work, or senior center meal programs as very helpful community services.

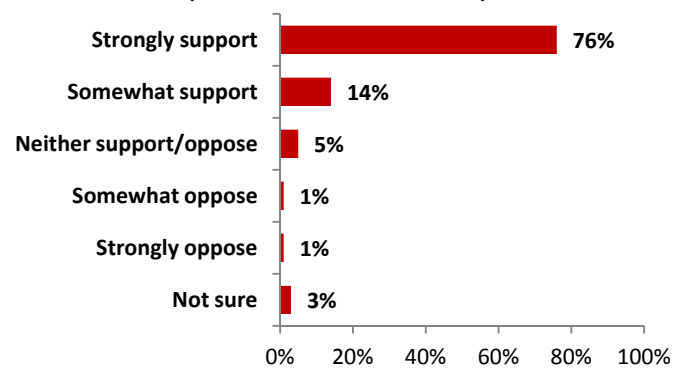
| Level of Helpfulness: Community Services to Help Older or Disabled People Stay In Own Homes (n=880 Florida Residents 50+) | | | | | |
|---|---------------------|-------------------------|------------------------|---------------------------|-----------------|
| | Very helpful | Somewhat helpful | Not too helpful | Not at all helpful | Not sure |
| Home health aide or visiting nurse | 62% | 26% | 3% | 6% | 3% |
| Transportation services | 55% | 27% | 5% | 12% | 1% |
| Housekeeping services (cleaning, light maintenance) | 53% | 33% | 4% | 9% | 1% |
| Home repairs for low-income or older persons | 53% | 24% | 7% | 14% | 2% |
| Respite care (getting time off from caregiving) | 52% | 29% | 4% | 12% | 3% |
| Meals-on-Wheels or home delivered meals | 44% | 33% | 7% | 15% | 2% |
| Seasonal work like lawn work | 36% | 24% | 8% | 30% | 2% |
| Senior center meal programs | 33% | 32% | 12% | 20% | 3% |

- ✓ Access and quality of long-term care is important to most Floridians age 50 and older. In fact, two-thirds say that it is very important to them that Florida make home and community based care services available to all residents who need long-term care services, and the majority of them strongly support the state strengthening the enforcement of quality of care standards in nursing homes.

Level of Importance: Florida Make Home and Community-Based Care Services Available to All Residents
(n= 880 Florida Residents 50+)



Level of Support: Florida Strengthen Enforcement of Quality of Care Standards in Nursing Homes
(n= 880 Florida Residents 50+)



- Support for making home and community based services available to all Floridians extends across political party lines with over half of the respondents in each party group say this action by the state is very important to them. Democrat respondents, though, are significantly more likely than either Republican or Independent respondents to indicate high importance for this effort (Very important: Dem: 82%; Rep: 54%; Ind: 62%).
- Support for stronger quality of care standards in nursing homes shares even greater support across party lines. At least two-thirds of respondents in each of the three major political party groups strongly support Florida strengthening quality of care standards in nursing homes (Strongly support: Dem: 84%; Rep: 68%; Ind: 75%).

UTILITY COSTS

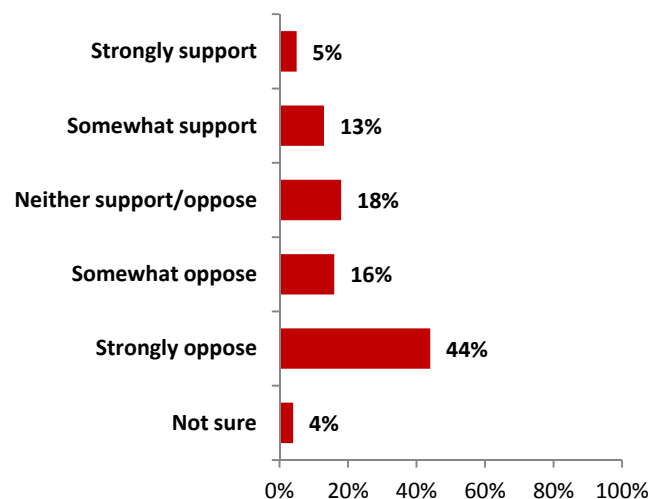
- ✓ After considering two reasons to support and two reasons to oppose a law up for reconsideration in Florida to allow advance nuclear cost recovery (requiring utility customers to pay up-front and increased rates for the planning and construction of new or expanded nuclear power plants), Floridians age 50 and older are clearly opposed to it.
 - In fact, for half of all respondents, the two reasons presented to them to support the law made no difference to them. For three in ten older Floridians, each reason to support the law made them support it a little more.
 - Well over half of all Floridians age 50 and older indicate that the two reasons they heard to oppose the law to advance nuclear cost recovery made them oppose it a lot more.

| Reasons to Support or Oppose the 2006 Florida Law to Advance Nuclear Cost Recovery (n=880 Florida Residents age 50+) | | | | |
|---|------------|---------------|---------------|----------|
| REASONS TO SUPPORT | A Lot More | A Little More | No Difference | Not sure |
| This law is needed to finance new nuclear power to meet the state's energy needs | 14% | 30% | 48% | 8% |
| This law allows the utilities to pay for new nuclear plant by raising customer rates in increments before the plant is built, rather than impose higher rates after the plant is built | 10% | 30% | 50% | 10% |
| REASONS TO OPPOSE | A Lot More | A Little More | No Difference | Not sure |
| This law has already increased rates by more than \$1 billion for plants that will not be operational until many years from now, and there is no assurance these plants will even be completed. | 54% | 16% | 24% | 6% |
| Under this law customers would not be refunded the money they paid into the project if the project is canceled or if the plant is never finished. | 61% | 14% | 20% | 5% |

- ✓ When asked to consider the supporting and opposing reasons they heard regarding the Advance Nuclear Cost Recovery Law, most Floridians age 50 and older oppose it, with 44 percent saying they strongly oppose it. Less than one in five say they neither support nor oppose, and a similar proportion indicate support for the law with just 5 percent indicating strong support for the law.

- Interestingly, respondents across each of the three political party lines do not differ in their level of strong opposition to the Florida Advance Nuclear Cost Recovery Law (Strongly oppose: Dem: 46%; Rep: 43%; Ind: 41%).

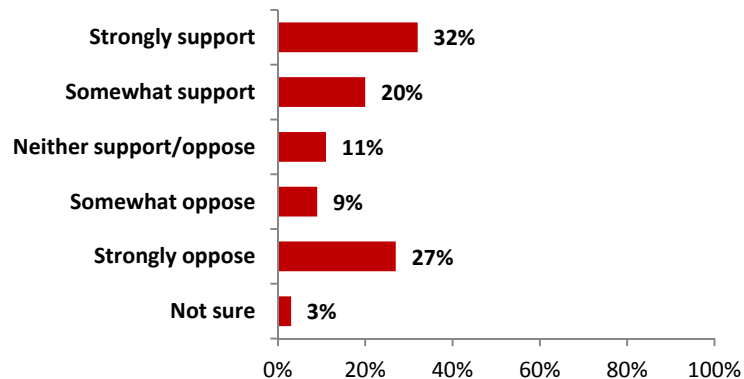
Level of Support: Florida Advance Nuclear Cost Recovery Law
(n= 880 Florida Residents 50+)



INTERNET SALES TAX FAIRNESS

- ✓ More Floridians age 50 and older support the state requiring online retailers to collect the same 6 percent sales tax from consumers that other local in-state retail merchants must collect. In fact, just over half support the proposal to enforce the collection of the tax with about one-third of them strongly supporting it. One in ten say they neither support nor oppose and just over one-third oppose the proposal with one in four saying they strongly oppose an Internet sales tax in the state.

Level of Support: Collecting 6 Percent Sales Tax on Online Retail Sales In Florida
(n= 880 Florida Residents 50+)

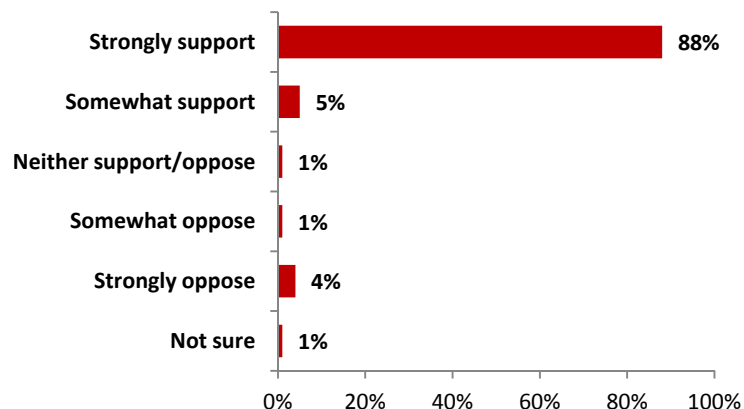


- Democrat, Republican, and Independent Floridians age 50 and older do not differ from each other in their level of strong support for collecting the 6 percent sales tax on online retail sales in Florida. (Strongly support: Dem: 36%; Rep: 30%; Ind: 31%)

SAFE DRIVING

- ✓ An overwhelming majority of Floridians age 50 and older strongly support the state implementing a law against texting from a cell phone while driving a car, truck or other motor vehicle. Just 5 percent say they would oppose such a law.

Level of Support: Law Against Texting from Cell Phone While Driving
(n= 880 Florida Residents 50+)

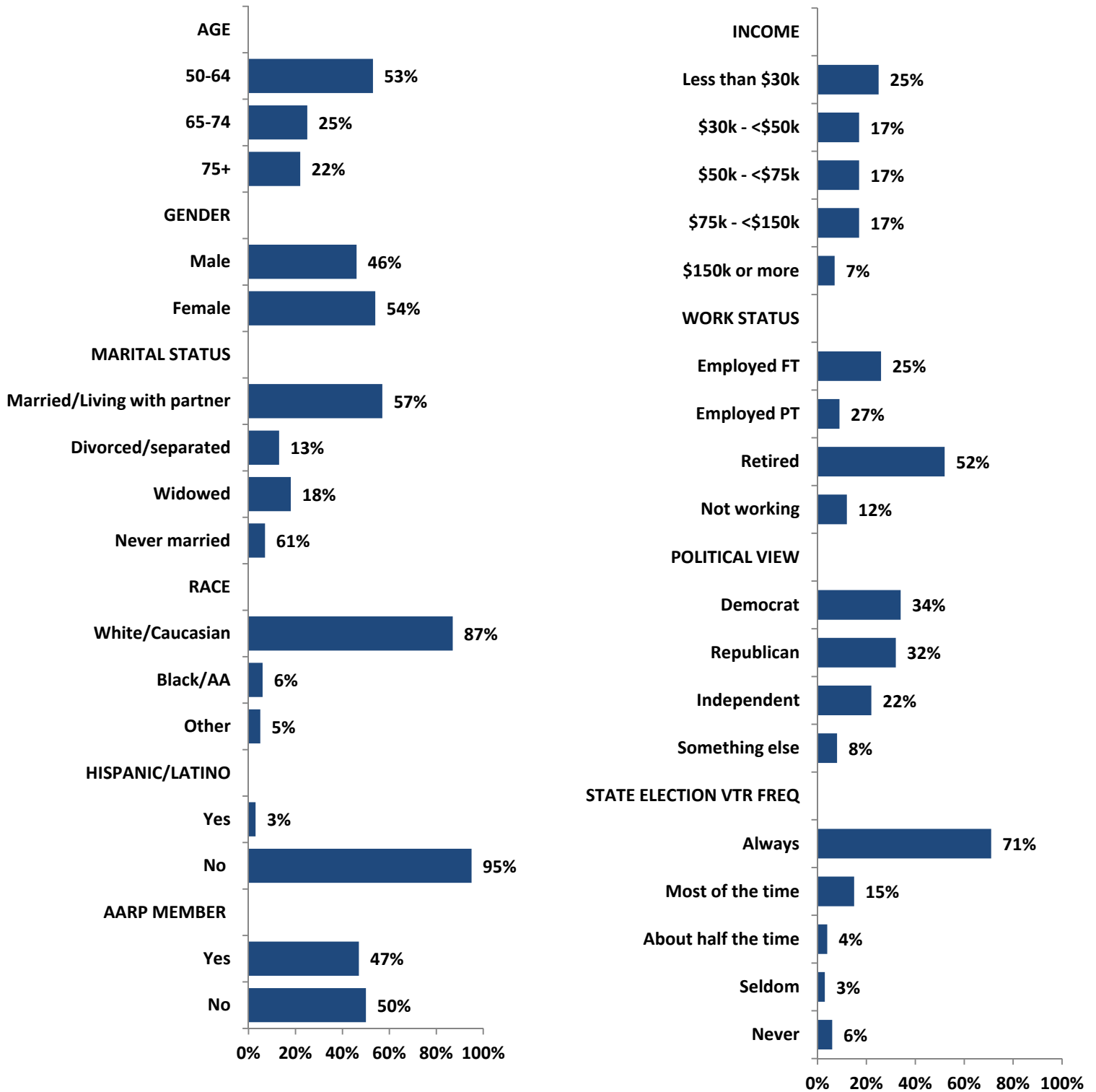


- Floridians age 50 and older do not differ along political party lines in their strong support for a state law prohibiting texting from a cell phone while driving.

METHODOLOGY

The Random Digit Dial sample age targeted 50+ based on the census division information from the state of Florida. The telephone sample was pulled with virtual Genesys system from Marketing Systems Group (MSG). Phone interviews were conducted in English by Precision Opinion from December 15 to December 20, 2012. The margin of sampling error for the random sample of 880 for Florida is +/-3.3%. The questionnaire was developed by AARP staff and was pretested with a small number of respondents. The pretest interviews were monitored by PO and AARP staff. The sample was weighted by age and gender to reflect the population of residents in the state of Florida age 50+. The response rate for this study was 38% was measured using AAPOR's response rate 3 method. The cooperation rate was 90% and was also measured using AAPOR's cooperation rate 3 method. Source: AAPOR Outcome Rate Calculator Version 2.1 May 2003. For more information on the survey or the methodology, please contact Jennifer H. Sauer at jsauer@aarp.org.

RESPONDENT DEMOGRAPHICS



ANNOTATED QUESTIONNAIRE¹

¹ The following annotation includes only those questions related to this summary of findings and the full demographic section. For a copy of the entire annotated survey, please contact Jennifer Sauer at jsauer@arp.org.

AARP Florida Legislative Issues Survey
(N=880 50+ Residents in Florida, sampling error = ±3.3 %)

INTRODUCTION/SCREENER

Hello, this is _____ calling from Precision Opinion Research, Inc, 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 facing residents of Florida. Your views are important and we would greatly appreciate your participation. All your responses will be kept entirely confidential.

S1. We are interested in the opinions of people within certain age groups. Are you at least 50 years of age?

| | |
|-------------------------------|------------|
| N= | 880 |
| Yes [SKIP to S4] | 100.0% |
| No [GO TO S2] | - |
| Refused [THANK AND TERMINATE] | - |

S2. Is there another member of your household who is at least 50 years of age?

Yes [GO TO S3]
 No [THANK AND TERMINATE]

S3. May I speak with that person?

Yes, new person on the line [REPEAT INTRODUCTION AND GO TO S4]
 No [THANK AND TERMINATE]

S4. Are you a resident of Florida?

| | |
|--------------------------|------------|
| N= | 880 |
| Yes [GO TO Q1] | 100.0% |
| No [THANK AND TERMINATE] | - |

D1.RECORD RESPONDENT’S GENDER. ASK ONLY IF ABSOLUTELY NECESSARY: “To ensure it is recorded accurately, could you please state your gender?”

| | |
|--------|------------|
| N= | 880 |
| Male | 46.2% |
| Female | 53.8% |

D2. What is your age as of your last birthday? _____

| | |
|-------|------------|
| N= | 880 |
| 50-64 | 53.1% |
| 65-74 | 24.8% |
| 75+ | 22.1% |

Support for home and community based long-term care

13. People of all ages who are ill, disabled, or frail and need assistance with regular daily activities like bathing, dressing, preparing meals or eating, may receive long-term care services. These services are typically provided over an extended period of time at home, in an assisted living facility, or in a nursing home. In the past 5 years, since December 2007, have you or a member of your family, such as your spouse, parents, brothers or sisters, grandparents or other relative, received any long-term care services?

| N= | 880 |
|----------|-------|
| Yes | 28.8% |
| No | 70.9% |
| Not sure | 0.2% |

14. How likely is it that you or a member of your family, such as your spouse, parents, brothers or sisters, grandparents or other relative, will need long-term care services in the next 5 years? Would you say you or they are very likely, somewhat likely, not too likely, or not at all likely?

| N= | 880 |
|-------------------|-------|
| Very likely | 17.0% |
| Somewhat likely | 30.6% |
| Not very likely | 26.1% |
| Not at all likely | 21.5% |
| Not sure | 4.8% |

15. If you or a family member needed long-term care services, where would you prefer to receive that care? Would you prefer long-term care be provided **[READ AND RANDOMIZE ITEMS A THROUGH E BELOW AND ASK RESPONDENT TO CHOOSE ONLY ONE ANSWER.]**

| N= | 880 |
|--|-------|
| At home, with help from family or friends? | 20.8% |
| At home, with help from paid home care professionals? | 19.3% |
| At home, with help from family, friends, AND paid home care professionals? | 38.3% |
| In a residential care facility such as an assisted living facility? | 13.1% |
| In a nursing home? | 2.4% |
| Or someplace else | 2.1% |
| Not sure [DO NOT READ] | 3.9% |
| Refused [DO NOT READ] | 0.1% |

16. Some communities offer services to help older or disabled people stay living in their own homes. Please tell me how helpful you think each of the following would be to you or a family member if they needed long-term care at home. *How helpful would [INSERT AND RANDOMIZE a through h] be to you or a family member who needed long-term care services at home? Would this be Very helpful, Somewhat helpful, not too helpful, or not at all helpful?*

a. Senior center meal programs

| | |
|------------------------|------------|
| N= | 880 |
| Very helpful | 32.5% |
| Somewhat helpful | 32.3% |
| Not too helpful | 12.3% |
| Not at all helpful | 19.8% |
| Not sure [DO NOT READ] | 3.1% |
| Refused [DO NOT READ] | - |

b. Housekeeping services (cleaning or light maintenance services).

| | |
|------------------------|------------|
| N= | 880 |
| Very helpful | 53.0% |
| Somewhat helpful | 33.3% |
| Not too helpful | 4.3% |
| Not at all helpful | 8.7% |
| Not sure [DO NOT READ] | 0.7% |
| Refused [DO NOT READ] | - |

c. Meals-on-wheels or home delivered meals

| | |
|------------------------|------------|
| N= | 880 |
| Very helpful | 43.6% |
| Somewhat helpful | 32.8% |
| Not too helpful | 6.5% |
| Not at all helpful | 15.4% |
| Not sure [DO NOT READ] | 1.6% |
| Refused [DO NOT READ] | - |

d. A service that helps low-income or older persons with home repairs, like with the roof or windows

| | |
|------------------------|------------|
| N= | 880 |
| Very helpful | 52.6% |
| Somewhat helpful | 24.2% |
| Not too helpful | 7.2% |
| Not at all helpful | 14.2% |
| Not sure [DO NOT READ] | 1.8% |
| Refused [DO NOT READ] | - |

e. Home health aide or visiting nurse

| | |
|------------------------|------------|
| N= | 880 |
| Very helpful | 62.3% |
| Somewhat helpful | 26.2% |
| Not too helpful | 3.2% |
| Not at all helpful | 5.9% |
| Not sure [DO NOT READ] | 2.5% |
| Refused [DO NOT READ] | - |

| | | |
|--|------------------------|------------|
| f. Seasonal work such as lawn work | | |
| | N= | 880 |
| | Very helpful | 36.3% |
| | Somewhat helpful | 24.2% |
| | Not too helpful | 7.9% |
| | Not at all helpful | 30.1% |
| | Not sure [DO NOT READ] | 1.5% |
| | Refused [DO NOT READ] | 0.1% |
| g. Respite care (getting a break from caregiving duties) | | |
| | N= | 880 |
| | Very helpful | 52.4% |
| | Somewhat helpful | 29.2% |
| | Not too helpful | 3.7% |
| | Not at all helpful | 11.5% |
| | Not sure [DO NOT READ] | 3.2% |
| | Refused [DO NOT READ] | - |
| h. Transportation services such as one way, round trip or multi-stop rides | | |
| | N= | 880 |
| | Very helpful | 54.8% |
| | Somewhat helpful | 26.5% |
| | Not too helpful | 5.1% |
| | Not at all helpful | 12.3% |
| | Not sure [DO NOT READ] | 1.2% |
| | Refused [DO NOT READ] | 0.1% |

17. Home and community-based services refer to those long-term care supports and services people receive in their homes or in other home-like settings. How important is it to you that Florida makes home and community-based care services available to all residents who need long-term care services?

| | |
|------------------------|------------|
| N= | 880 |
| Very important | 67.0% |
| Somewhat important | 22.9% |
| Not very important | 4.1% |
| Not at all important | 4.7% |
| Not sure [DO NOT READ] | 1.2% |
| Refused [DO NOT READ] | 0.1% |

18. How strongly do you support or oppose Florida strengthening the enforcement of quality of care standards in nursing homes? Do you strongly support, somewhat support, somewhat oppose, strongly oppose, or do you neither support nor oppose?

| | |
|----------------------------|------------|
| N= | 880 |
| Strongly support | 75.8% |
| Somewhat support | 14.1% |
| Neither support nor oppose | 4.6% |
| Somewhat oppose | 1.4% |
| Strongly oppose | 1.4% |
| Not sure [DO NOT READ] | 2.5% |
| Refused [DO NOT READ] | 0.2% |

Support for texting while driving legislation

Now I'd like to ask you just one question about safe driving.

19. As you may know, Florida does not have a law against texting from a cell phone while driving a car, truck or other motor vehicle. How strongly would you support a law in Florida banning texting while driving? Would you strongly support, somewhat support, somewhat oppose, or strongly oppose?

| | |
|----------------------------|------------|
| N= | 880 |
| Strongly support | 87.8% |
| Somewhat support | 4.5% |
| Neither support nor oppose | 0.9% |
| Somewhat oppose | 1.1% |
| Strongly oppose | 4.4% |
| Not sure [DO NOT READ] | 1.2% |
| Refused [DO NOT READ] | 0.2% |

Utilities

20. In 2006, Florida passed a law that requires utility customers to pay up-front for new or expanded nuclear power plants in Florida. It allows energy companies to increase customers' rates to pay for the planning and construction *before* the new plant is built. This is called "advance nuclear cost recovery." Currently, this law is being re-considered.

Here are two reasons to support the law to allow advance nuclear cost recovery. For each, please tell me if this makes you a lot more likely to support the law, a little more likely to support law, or whether it does not make a difference to you. [Rotate A and B.] [Rotate Q. 20 and Q.21 every other interview]

| N=880 | | <u>A lot</u> | <u>A Little</u> | <u>No</u> | <u>Not</u> |
|--------------|--|---------------------|------------------------|--------------------------|--------------------|
| | | <u>More</u> | <u>More</u> | <u>Difference</u> | <u>Sure</u> |
| A. | This law is needed to finance new nuclear power to meet the state's energy needs | 13.7% | 30.2% | 47.8% | 8.3% |
| B. | This law allows the utilities to pay for new nuclear plant by raising customer rates in increments before the plant is built, rather than impose higher rates after the plant is built | 10.0% | 30.2% | 49.5% | 10.3% |

21. Now, here are two reasons to oppose the law to advance nuclear cost recovery. Again, after I read each, please tell me if this makes you a lot more likely to oppose the law, a little more likely to oppose the law, or whether it does not make a difference to you. **(Rotate list.)**

| | N=880 | <u>A lot More</u> | <u>A Little More</u> | <u>No Difference</u> | <u>Not Sure</u> |
|----|---|------------------------------|---------------------------------|---------------------------------|----------------------------|
| A. | This law has already increased rates by more than \$1 billion for plants that will not be operational until many years from now, and there is no assurance these plants will even be completed. . | 54.4% | 15.9% | 24.0% | 5.6% |
| B. | Under this law customers would not be refunded the money they paid into the project if the project is canceled or if the plant is never finished. | 61.1% | 13.7% | 20.2% | 5.0% |

22. Again, the law is called “advance nuclear cost recovery” because it allows energy companies to raise rates to collect in advance from customers the cost of new or expanded nuclear power plants in Florida. Having heard some reasons on both sides, do you strongly support, somewhat support, somewhat oppose, strongly oppose or do you neither support nor oppose this law?

| | |
|-------------------------------|------------|
| N= | 880 |
| Strongly support | 4.8% |
| Somewhat support | 12.9% |
| Neither support nor oppose | 18.3% |
| Somewhat oppose | 15.6% |
| Strongly oppose | 44.2% |
| Not sure [DO NOT READ] | 4.0% |
| Refused [DO NOT READ] | 0.2% |

Internet Sales Tax Fairness

23. Retail stores in Florida are required to collect 6 percent sales tax. Currently, there is a proposal in Florida to require online retailers to collect the same sales tax. Some say this tax could generate more revenue for the state and others say it could help maintain business for local in-state merchants. How strongly do you support or oppose Florida requiring online retailers to collect the same 6 percent sales tax from consumers that other local in-state merchants must collect? Do you strongly support, somewhat support, somewhat oppose, strongly oppose or would you neither support nor oppose?

| | |
|-------------------------------|------------|
| N= | 880 |
| Strongly support | 31.7% |
| Somewhat support | 19.6% |
| Neither support nor oppose | 10.5% |
| Somewhat oppose | 8.7% |
| Strongly oppose | 26.6% |
| Not sure [DO NOT READ] | 2.6% |
| Refused [DO NOT READ] | 0.3% |

Demographics

D3. What is your current marital status? Are you.....[READ EACH ANSWER CATEGORY]?

| N= | 880 |
|--|------------|
| Married | 56.9% |
| Not married, living with your partner or significant other | 4.6% |
| Separated | 1.1% |
| Divorced | 12.1% |
| Widowed | 17.6% |
| Or are you currently single AND never married | 6.9% |
| Don't know [DO NOT READ] | 0.1% |
| Refused [DO NOT READ] | 0.8% |

D4. Are you of Hispanic, Spanish, or Latino origin or descent?

| N= | 880 |
|------------------------|------------|
| Yes | 3.3% |
| No | 95.0% |
| Not sure [DO NOT READ] | 0.3% |
| Refused [DO NOT READ] | 1.4% |

D5. Which of the following best describes your race? [READ EACH ANSWER CATEGORY]?

| N= | 880 |
|--|------------|
| White or Caucasian | 87.1% |
| Black or African American | 5.5% |
| Native American or Alaskan Native | 1.5% |
| Asian | 0.4% |
| Native Hawaiian or other Pacific Islander | 0.4% |
| Or are you some other race? [Please specify:_____] | 2.9% |
| Not sure [DO NOT READ] | 0.1% |
| Refused [DO NOT READ] | 2.2% |

D6. Thinking about state elections for Governor and Legislators in the last 10 years, which of the following best describes your voting behavior? Would you say you vote always, most of the time, about half of the time, seldom, or would you say you never vote?

| | |
|-------------------------------|------------|
| N= | 880 |
| Always | 70.7% |
| Most of the time | 15.0% |
| About half of the time | 3.7% |
| Seldom | 3.3% |
| Never | 5.9% |
| Not sure [DO NOT READ] | 0.6% |
| Refused [DO NOT READ] | 0.8% |

D7. Do you consider yourself to be a**[READ AND RANDOMIZE ITEMS A THROUGH C BELOW, THEN INSERT “SOMETHING ELSE” AT THE END]**

| | |
|-------------------------------|------------|
| N= | 880 |
| Democrat | 33.8% |
| Republican | 31.6% |
| Independent | 22.1% |
| Something else | 7.7% |
| Not sure [DO NOT READ] | 1.9% |
| Refused [DO NOT READ] | 2.9% |

D8. Which statement best describes how you and any other adults living in your household receive the telephone calls coming into the household. **[ACCEPT ONLY ONE RESPONSE]**

| | |
|--|------------|
| N= | 880 |
| All or almost all of the calls are received on cell phones | 11.0% |
| Some calls are received on cell phones and some are received on regular phones | 48.5% |
| Very few or none of the calls are received on cell phones | 38.8% |
| Not sure [DO NOT READ] | 0.4% |
| Refused [DO NOT READ] | 1.3% |

D9. What is your 5-digit zip code? ____ _

D10. We realize income is a private matter and so rather than ask you anything specific about your income, I'd like to ask you to please stop me when I get to the category that includes your household's income before taxes in 2011. Was it....[**READ EACH ANSWER CATEGORY**]?

| N= | 880 |
|----------------------------------|------------|
| Less than \$10,000 | 5.4% |
| \$10,000 to less than \$30,000 | 19.8% |
| \$30,000 to less than \$50,000 | 16.8% |
| \$50,000 to less than \$75,000 | 16.8% |
| \$75,000 to less than \$150,000 | 16.7% |
| \$150,000 to less than \$250,000 | 5.4% |
| \$250,000 or more | 1.6% |
| Not sure [DO NOT READ] | 2.9% |
| Refused [DO NOT READ] | 14.6% |

D12 . [IF D3 = married and S1 = YES, ASK: "Are you or your spouse or partner currently a member of A-A-R-P?" IF D3 = living with partner ASK: "Are you or your partner currently a member of A-A-R-P?" OTHERWISE ASK: "Are you currently a member of A-A-R-P?"]

| N= | 880 |
|------------|------------|
| Yes | 47.4% |
| No | 49.6% |
| DON'T KNOW | 1.3% |
| REFUSED | 1.7% |

D13. If AARP were to have programs, services or activities in your community, in which of the following ways would you like to learn out about them....would like to learn about them..[**RANDOMIZE AND INSERT a-j**]

| N= | 880 |
|--|------------|
| Through information in the mail like a letter or flyer? | 48.4% |
| In the local community newspaper? | 35.0% |
| By calling a toll-free number to hear a pre-recorded list of activities? | 14.3% |
| On a local radio station? | 18.9% |
| When visiting the AARP website? | 24.2% |
| From a personalized email or text or twitter message from AARP? | 12.3% |
| From a posted flyer in a local library, grocery store, or recreation center? | 20.4% |
| From a personalized email? | 20.7% |
| From a personalized text? | 6.4% |
| From a social media source like Facebook or Twitter? | 6.1% |
| Not sure [DO NOT READ] | 6.0% |
| Refused [DO NOT READ] | 19.5% |

That was our last question for tonight/today. Thank you very much for taking the time to help us out. Have a great day/night!

AARP is a nonprofit, nonpartisan organization, with a membership of more than 37 million, that helps people 50+ have independence, choice and control in ways that are beneficial 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 Americans 50+ and the world's largest-circulation magazine; AARP Bulletin, the go-to news source for the 50+ audience; AARP VIVA, a bilingual lifestyle multimedia platform addressing the interests and needs of Hispanic Americans; and national television and radio programming including *My Generation* and *Inside E Street*. The 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. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.

State Research brings the right knowledge at the right time to our state and national partners in support of their efforts to improve the lives of people age 50+. State Research consultants provide strategic insights and actionable research to attain measurable state and national outcomes.

The views expressed herein are for information, debate, and discussion, and do not necessarily represent official policies of AARP.



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