



ALTARUM INSTITUTE

SYSTEMS RESEARCH FOR BETTER HEALTH

THE TARRANCE GROUP

November 14, 2016



Lake Research Partners

Washington, DC | Berkeley, CA | New York, NY
LakeResearch.com

202.776.9066

Methodology

- Lake Research Partners and The Tarrance Group designed and administered this pre-election and election night omnibus survey, which was conducted by phone using professional interviewers. The survey reached a total of 2,400 likely voters nationwide. The sample consisted of 1401 interviews among voters who were reached on cell phones and 999 interviews among voters reached on landlines. Issue questions reached a total of 1,200 likely voters nationwide who voted in the 2016 elections (margin of error of +/-2.8%). The survey was conducted November 6th through November 8th, 2016.
- Telephone numbers were drawn from the Catalist voter file. The sample was stratified geographically based on the proportion of likely voters in each region. The data were weighted to reflect the aggregated Presidential vote as reported in the 2016 exit polls, as well as by gender, age, race, party identification, education, marital status, union household, and census region to reflect the actual proportions of the electorate. The survey has a margin of error of $\pm 2.0\%$ at the 95% confidence interval.
- Due to rounding some of the numbers in the presentation will not always add to 100%.

Key Findings



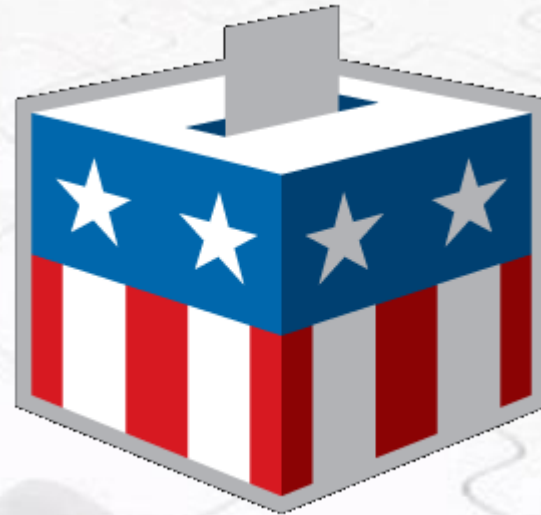
Key Findings – Election Overview

- Democratic voters tended to be women, African American, Latino, Millennials, and college-educated.
- Republican voters tended to be men, white, Seniors, and white non-college educated.
- Voters who said that terrorism and national security, the federal budget deficit, taxes, or dysfunction in government were the issues deciding their vote, voted for Donald Trump candidate.
- Voters who said that the environment and climate change, education, prescription drug costs, Social Security, and Medicare were the issues deciding their vote, voted for Hillary Clinton candidate.
- The economy and jobs continued to dominate the election landscape. Nearly one-third of voters said the economy and jobs (27 percent) were the most important issues in deciding their vote. Healthcare, terrorism and national security, and education round out the top tier of concerns (21 percent and 18 percent respectively), followed by dysfunction in government (15 percent) and immigration (14 percent).

Key Findings – Caregivers

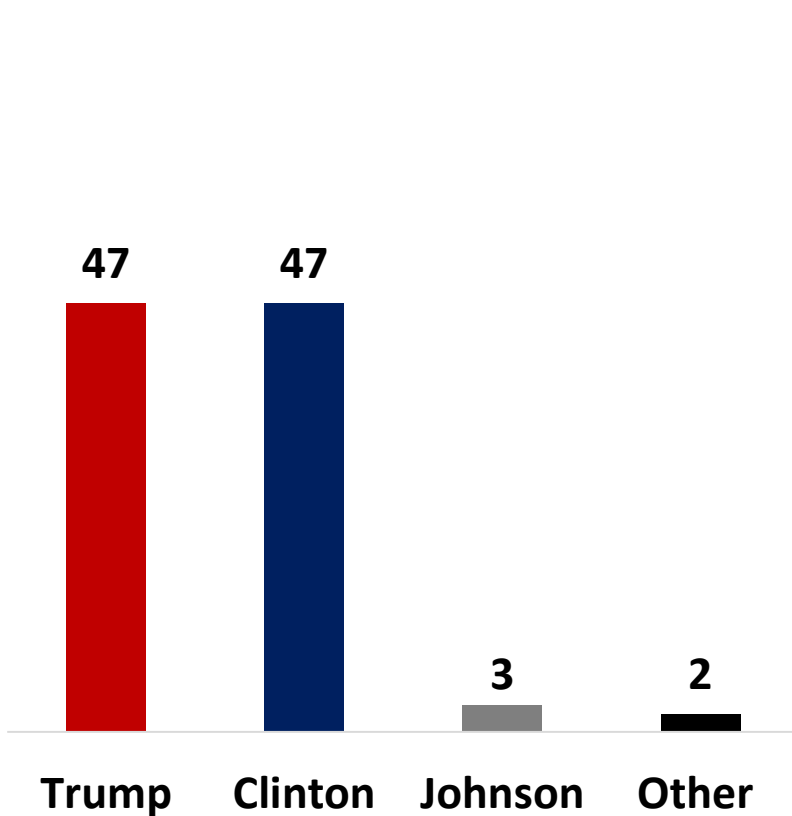
- One-in-five voters (20%) believe both financial help for family caregivers and easier access to care workers and in-home services would be the most helpful to families who are supporting someone who is ill, elderly, or disabled.
- A plurality of voters (41%) believe all of the proposed pieces - financial help for family caregivers, easier access to care workers and in-home services, and making housing suitable for people with disabilities - are equally important for helping families who are supporting someone who is ill, elderly, or disabled.
- A quarter of voters (25%) believe providing opportunities for skills training and career advancement would be the most helpful for expanding the number of paid care workers.

Presidential Vote



Men, voters between 50-64 and over the age of 65, and white voters supported Trump. Women, Millennial voters, African Americans, and Latinos supported Clinton. A plurality of Independents voted for Trump. Of note, late deciders this election broke for Trump.

In the election for president, did you vote for [ROTATE: _Donald Trump or _Hillary Clinton or _Gary Johnson?]



	Trump	Clinton	Johnson
Men	52	40	4
Women	42	53	3
Under 30	37	53	5
30 to 39	40	50	6
40 to 49	49	47	2
50 to 64	54	42	2
Over 65	53	43	2
Northeast	40	53	3
Midwest	49	44	4
South	52	43	3
West	40	53	4
White	58	37	4
African American	7	87	1
Latino	29	65	3
Democrat (ID)	9	88	1
Independent (ID)	47	40	7
Republican (ID)	89	7	3
Decided Vote past week	49	38	8
In past month	51	40	6
1-3 months ago	46	47	4
3+ months ago	46	50	2

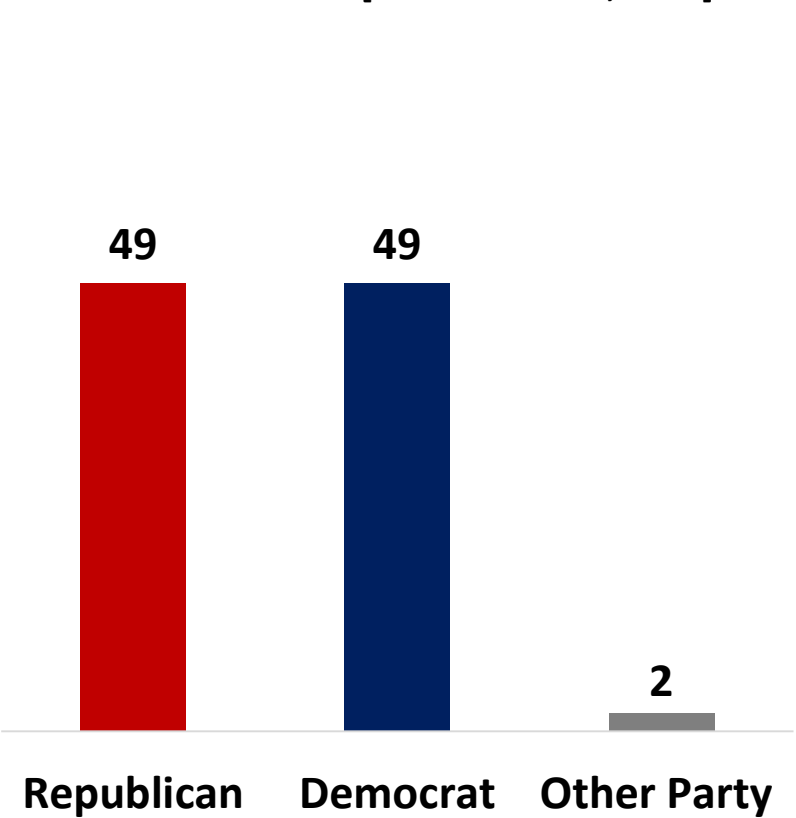
A majority of both white men and women voted for Trump this election, while men and women of color voted for Clinton. A majority of college educated women, including white college educated women, voted for Clinton. Non-college educated white men and women voted for Trump. While a plurality of married women voted for Trump within the margin of error, a strong majority of unmarried women voted for Clinton.

In the election for president, did you vote for [ROTATE: _Donald Trump or _Hillary Clinton or _Gary Johnson?]

	Trump	Clinton	Johnson
Total	47	47	3
White men	63	30	4
White women	53	43	3
African American men	12	79	2
African American women	4	94	1
Latino men	34	60	4
Latina women	26	69	2
College men	47	44	6
College women	38	57	3
Non-college men	56	37	3
Non-college women	47	49	2
White non-college men	72	23	3
White non-college women	62	34	3
White college women	45	51	3
Married men	58	37	4
Married women	48	47	3
Unmarried Men	45	45	5
Unmarried Women	34	61	3

For the Congressional vote, men, voters between 50-64 and over the age of 65, and white voters supported Republican candidate. Women, Millennial voters, African Americans, and Latinos supported the Democrat.

In the election for Congress, will you vote for [ROTATE: _the Republican candidate or _the Democratic candidate? [IF "UNDECIDED," ASK]: Which candidate do you lean toward at this time?



	Rep.	Dem.	Other
Men	55	42	3
Women	43	55	2
Under 30	40	58	2
30 to 39	45	52	3
40 to 49	50	47	2
50 to 64	54	44	1
Over 65	54	44	2
Northeast	42	56	2
Midwest	54	44	3
South	53	45	2
West	40	58	2
White	61	37	2
African American	8	88	4
Latino	30	68	2
Democrat (ID)	7	92	1
Independent (ID)	50	43	7
Republican (ID)	96	3	0
Decided Vote past week	57	40	2
In past month	52	46	1
1-3 months ago	49	49	2
3+ months ago	46	52	2

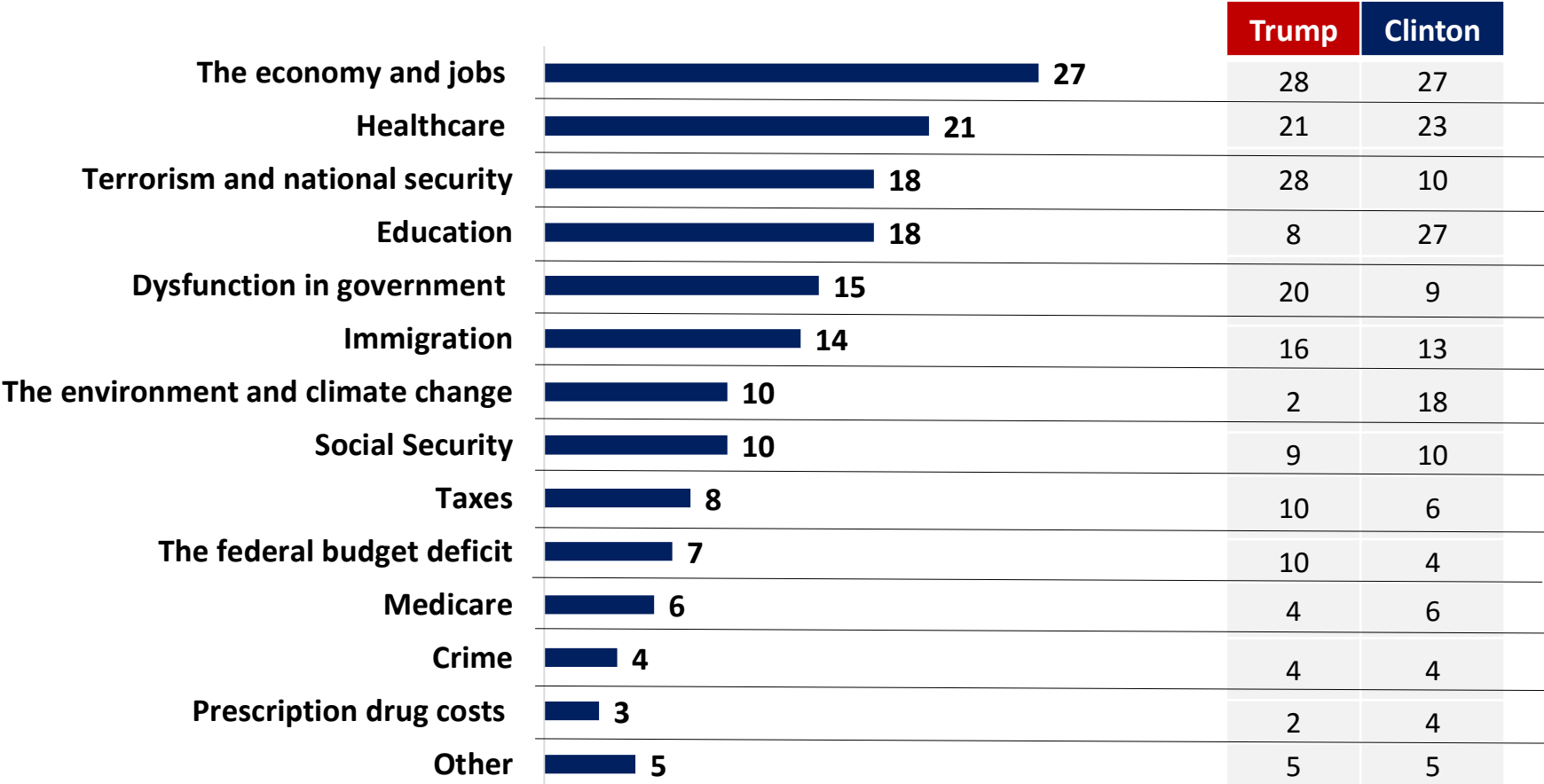
Racial and gender differences persisted on the congressional vote as well, where a majority of white men and women voted for the Republican candidate while men and women of color voted for the Democrat. Though a majority of college educated men voted for the Republican and college educated women overall voted for the Democrat, white non-college men and women voted for the Republican.

In the election for Congress, will you vote for [ROTATE: _the Republican candidate or _the Democratic candidate? [IF “UNDECIDED,” ASK]: Which candidate do you lean toward at this time?

	Rep.	Dem.	Other
Total	49	49	2
White men	66	31	2
White women	55	43	2
African American men	16	76	8
African American women	2	97	2
Latino men	36	61	2
Latina women	24	74	2
College men	54	43	3
College women	42	56	2
Non-college men	56	41	2
Non-college women	45	54	1
White non-college men	72	26	2
White non-college women	61	38	2
White college women	46	42	2
Married men	63	35	3
Married women	51	48	2
Unmarried Men	45	52	3
Unmarried Women	33	66	2

The economy and jobs continued to dominate the election landscape this year, followed by healthcare, terrorism and national security.

I am going to read you a list of issues that may have come up during the election. Please tell me which one or two of these was most important to you in deciding from whom to vote.



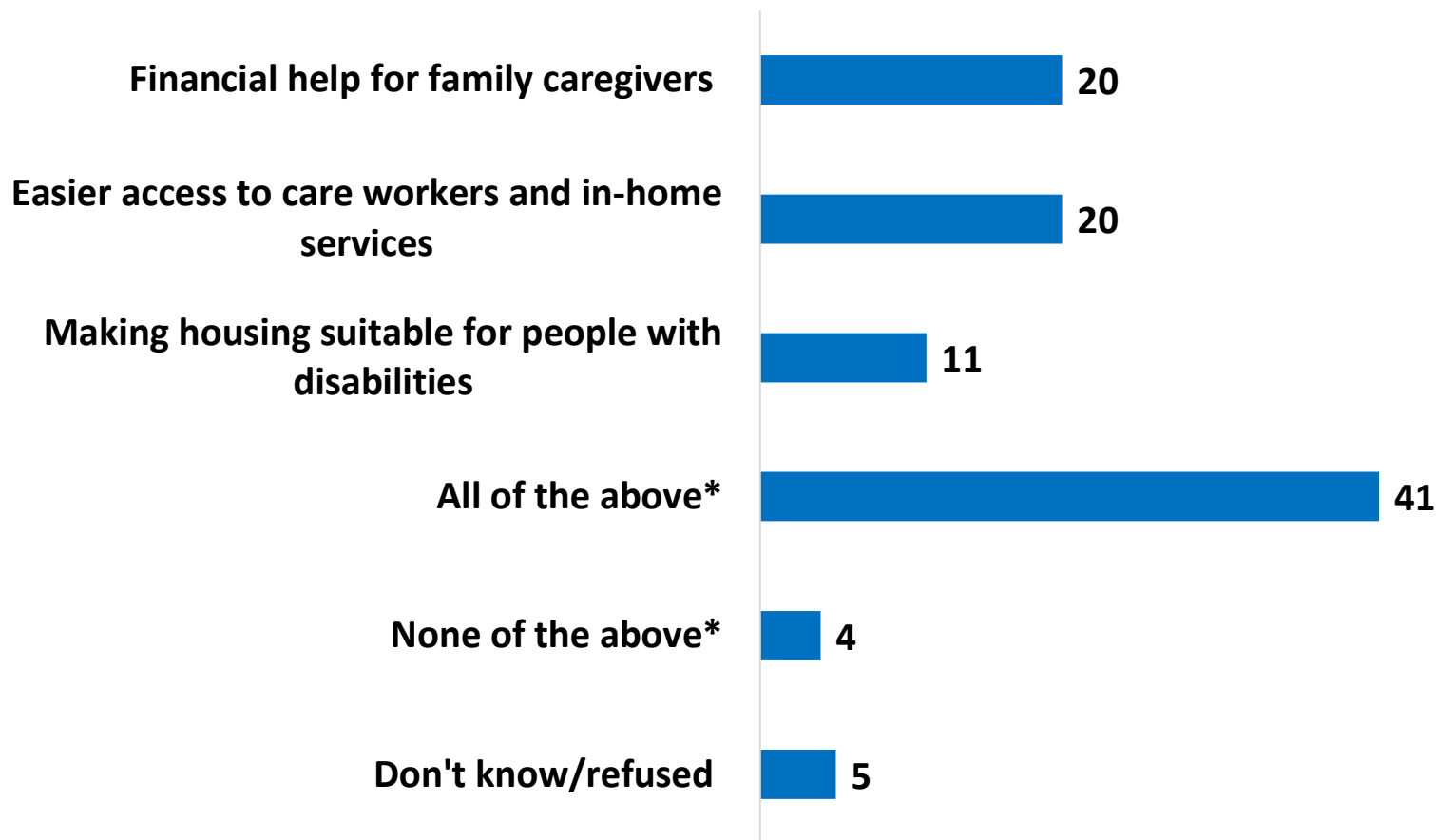
Voters who say the economy and jobs, immigration, terrorism and national security, and dysfunction in government were a top issue for them voted for Trump. Those who said healthcare and education voted for Clinton.

I am going to read you a list of issues that may have come up during the election. Please tell me which one or two of these was most important to you in deciding from whom to vote.

	Total	Economy and jobs	Healthcare	Terrorism and National Security	Education	Dysfunction in Govt.	Immigration
Voted Trump	47	48	45	70	21	62	53
Voted Clinton	47	47	50	26	72	28	42
Congressional Vote for Republican	49	52	48	70	24	64	52
Congressional Vote for Democrat	49	47	50	28	75	33	47

A plurality of voters believe financial help for family caregivers, easier access to care workers and in-home services, and making housing suitable for people with disabilities are all equally important for helping families who are supporting someone who is ill, elderly, or disabled. Of those who chose one option above all else, one-in-five this both financial help and easier access to care workers and in-home services would be the most helpful.

Which of the following do you think would be MOST helpful for families who are supporting someone who is ill, elderly, or disabled?



*Volunteered Responses

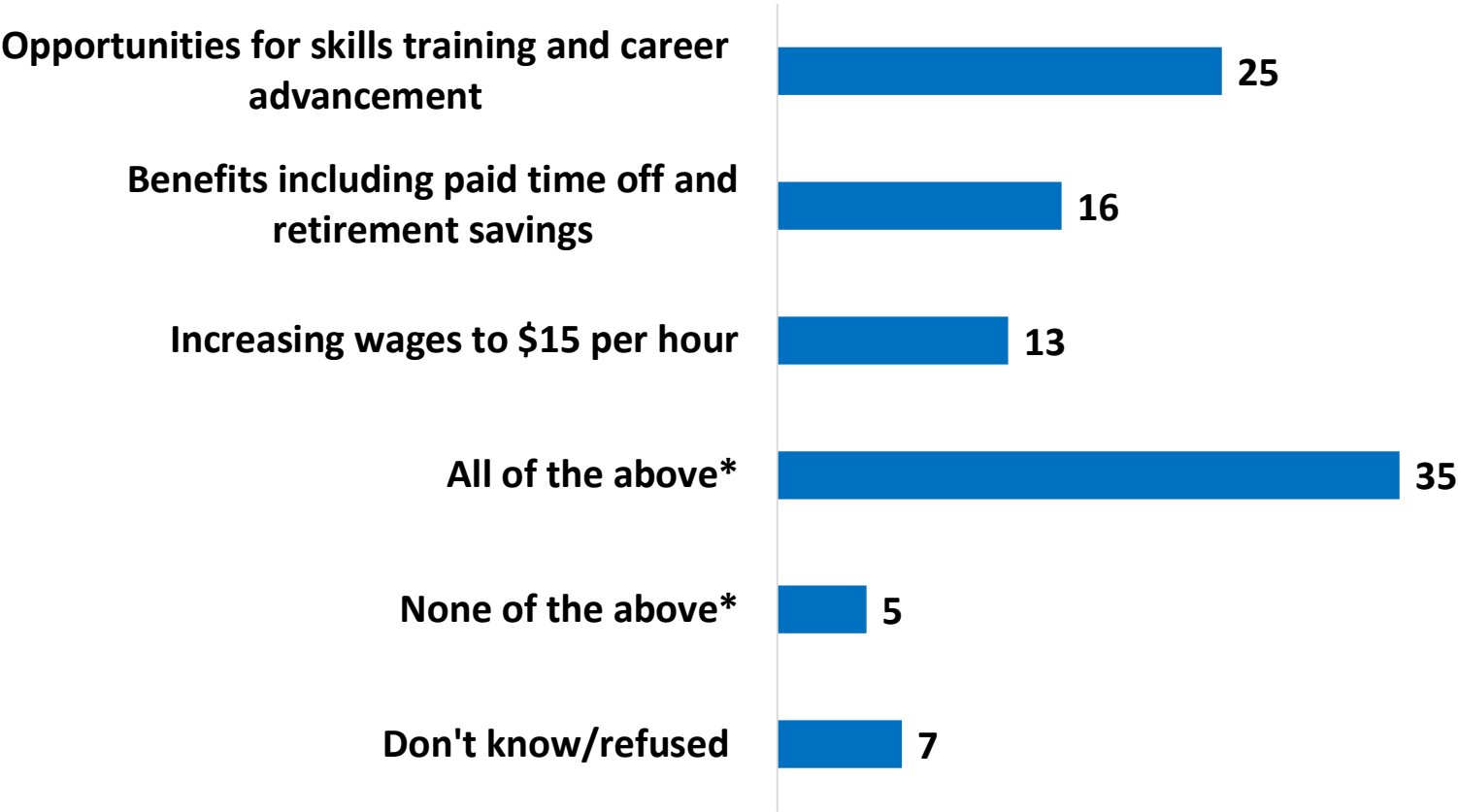
About one quarter of voters under 30 and Latinos say providing financial help for family caregivers would be most helpful. A strong majority of African American voters say all proposals would be the most helpful.

Which of the following do you think would be MOST helpful for expanding the number of paid care workers who provide quality care for people who are ill, elderly, or disabled?

	Total	Gender		Age					Race			Region				Pres. Vote	
		M	W	<30	30-39	40-49	50-64	65+	Wh	AA	Lat	NE	MW	S	W	Clinton	Trump
Financial help for family caregivers	20	21	19	24	20	18	18	20	20	14	26	16	17	22	23	22	20
Easier access to care workers and in-home services	20	20	19	17	19	20	20	23	23	9	16	20	22	18	19	17	22
Making housing suitable for people with disabilities	11	12	10	10	9	12	12	10	11	11	10	9	12	12	9	10	13
All of the above (volunteered)	41	35	47	46	39	41	40	39	36	60	42	42	42	38	39	47	33

A quarter of voters believe providing opportunities for skills training and career advancement would be the most helpful for expanding the number of paid care workers.

Which of the following do you think would be MOST helpful for expanding the number of paid care workers who provide quality care for people who are ill, elderly, or disabled?



*Volunteered Responses

Providing opportunities for skills training and career advancement is popular among a plurality of voters, including more than one third of Trump voters.

Which of the following do you think would be MOST helpful for expanding the number of paid care workers who provide quality care for people who are ill, elderly, or disabled?

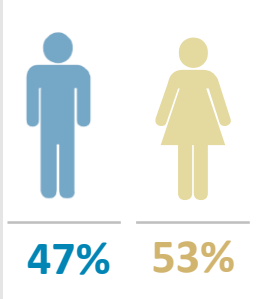
	Total	Gender		Age					Race			Region				Pres. Vote	
		M	W	<30	30-39	40-49	50-64	65+	Wh	AA	Lat	NE	MW	S	W	Clinton	Trump
Opportunities for skills training and career advancement	25	29	22	24	27	30	23	21	28	9	27	22	27	25	27	15	35
Benefits including paid time off and retirement savings	16	15	16	22	18	13	15	10	16	14	13	18	15	17	11	17	15
Increasing wages to \$15 per hour	13	11	14	13	6	16	13	17	12	15	15	9	14	14	12	16	9
All of the above (volunteered)	35	29	39	37	35	32	36	33	30	56	38	42	31	32	38	45	24

Demographics

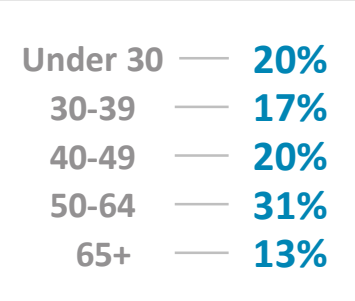


The 2016 electorate was majority Democrat, female, and white. A plurality of voters were between 50-64 years old, and a majority were non-college educated.

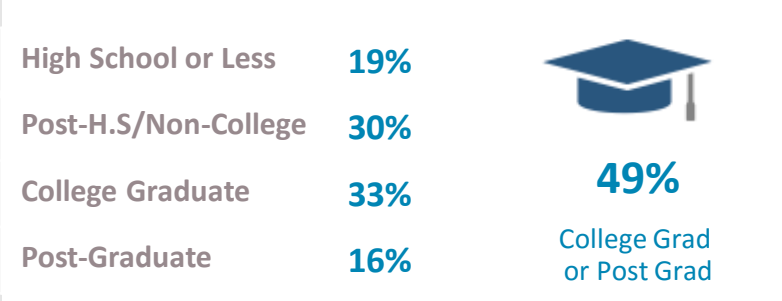
GENDER



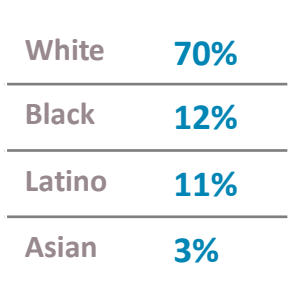
AGE



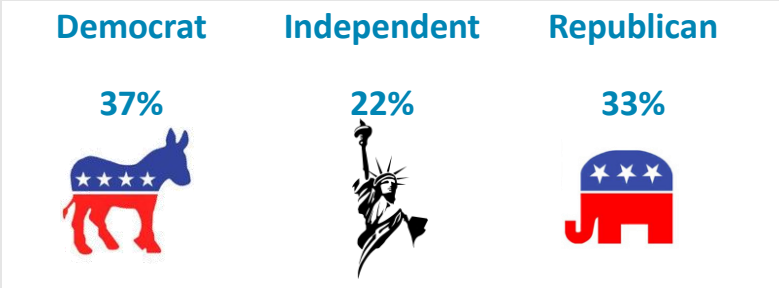
EDUCATION



RACE



PARTY ID




Nearly two-thirds are employed and married.

UNION HOUSEHOLD

Current Member	9%
Retired Member	4%
Member in Household	2%
Retired Member in Household	2%
No one in Household	80%

MARITAL

Married	 57%
All unmarried	40%
Single	23%
Separated/Divorced	7%
Widowed	5%
Unmarried with Partner	5%

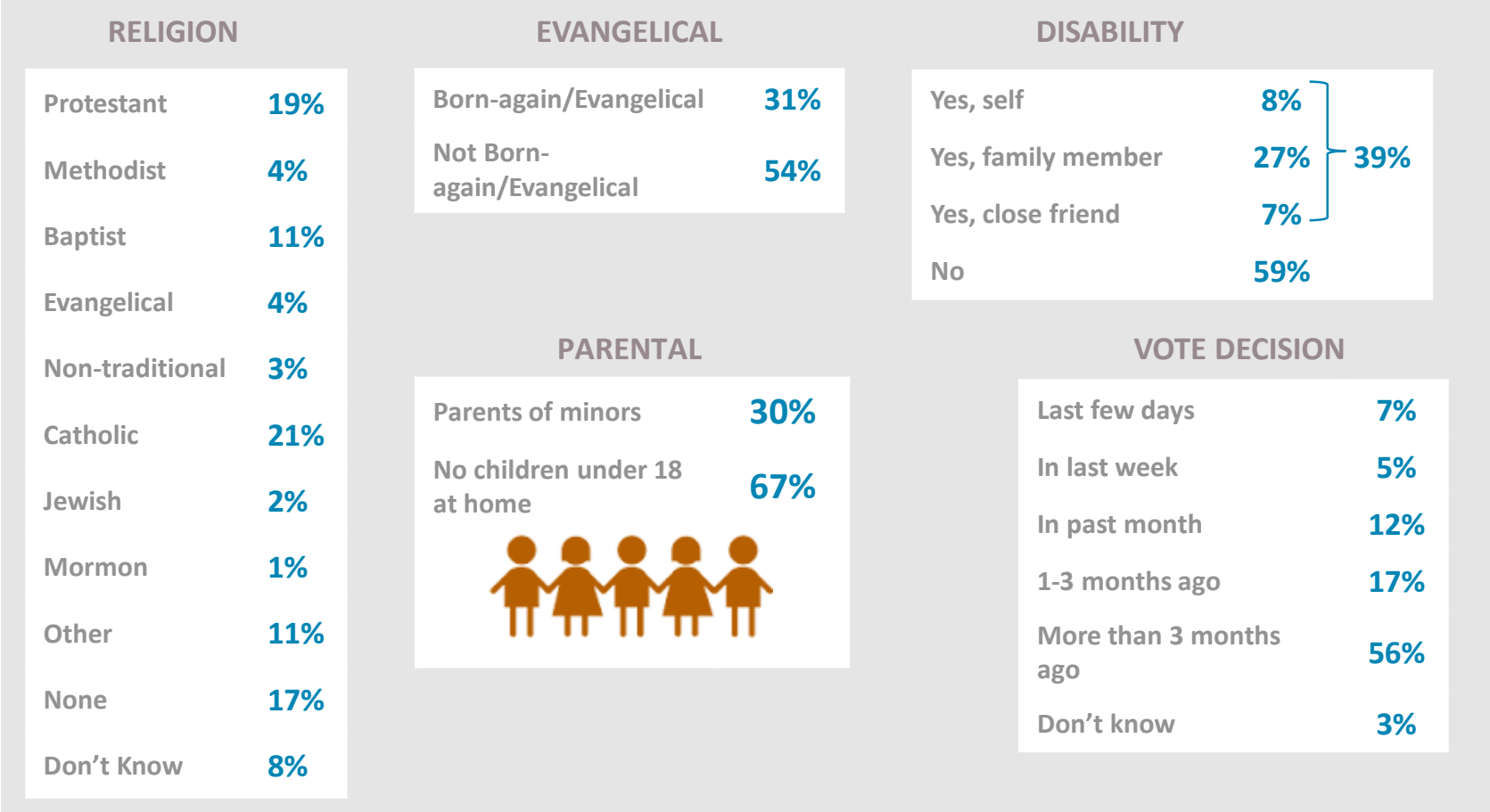
EMPLOYMENT

Employed Full Time	55%	} 65%
Employed Part Time	10%	
Unemployed	4%	} 32%
Homemaker	5%	
Student	4%	
Retired	19%	

REGION

New England	6%
Middle Atlantic	13%
East North Central	17%
West North Central	8%
South Atlantic	22%
East South Central	6%
West South Central	11%
Mountain	6%
Pacific	11%

Two-thirds of voters do not have a minor at home.
 The majority made their decision of who to vote for this election more than 3 months ago.



LRP

LAKE
RESEARCH
PARTNERS

Strategy • Precision • Impact



Washington, DC | Berkeley, CA | New York, NY

LakeResearch.com

202.776.9066

Team Emails