



Alliance *for* Retired Americans®

NYSUT RETIREES

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Executive Director

www.retiredamericans.org

April 4, 2014

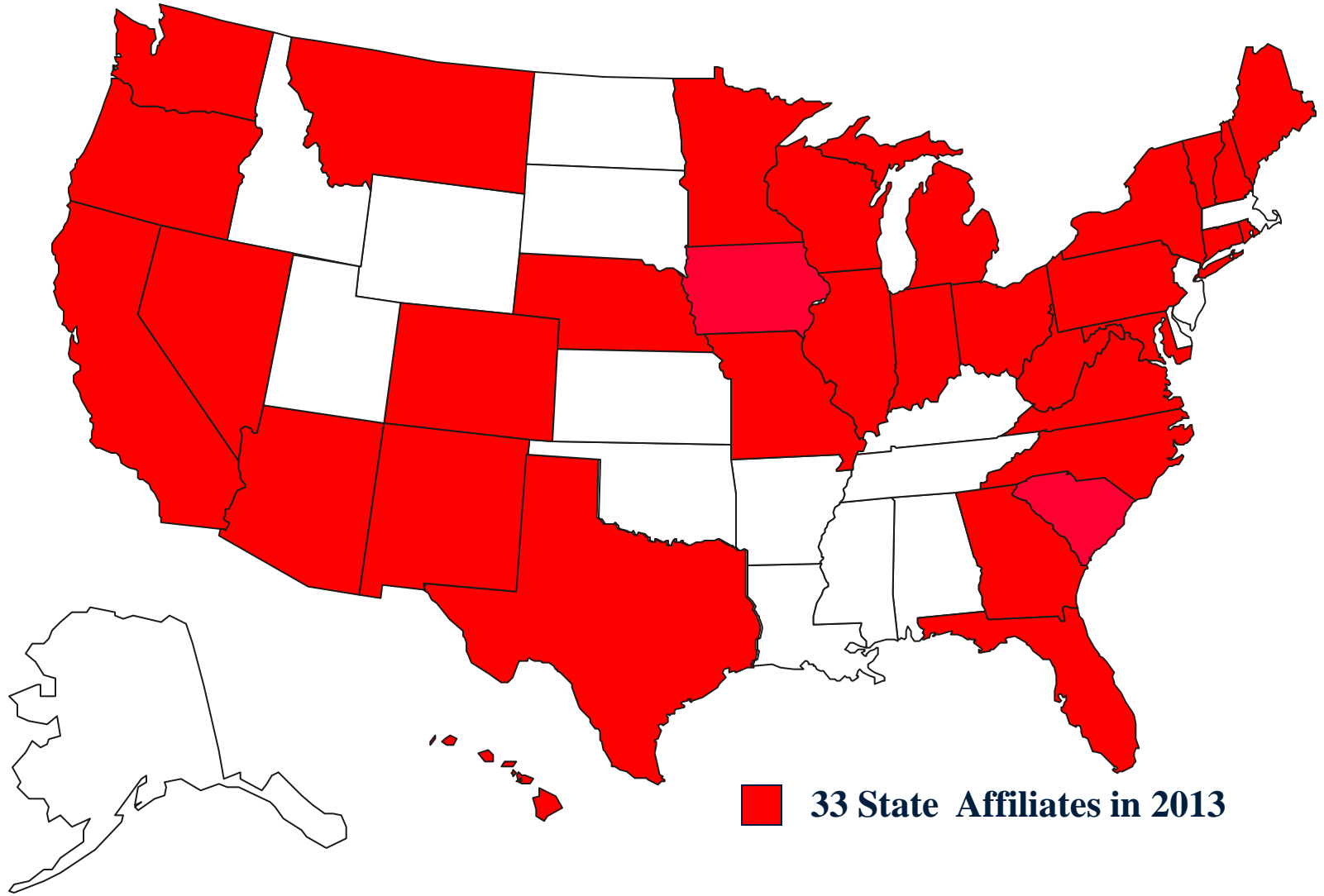


Alliance for Retired Americans

- **Launched in 2001**
- **4.2 million members**
- **Alliances in 33 states and growing**
- **Participation by all major unions and many community groups**
- **Barbara Easterling, President, CWA**
- **Ruben Burks, Secretary-Treasurer, UAW**



The Alliance Across the States



Mission Accomplished by...

- Direct member education
- Grassroots events
- Lobbying - state and national
- Congressional Voting Record
- Friday Alert weekly email



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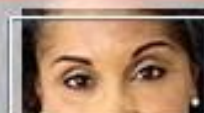
RETIREE ACTIVISM

- **Seniors now 13% of the U.S. population**
- **Outsized percentage of voters**
- **Will be between 1/5th and 1/4th of 2014 voters**
- **Activism is key**
 - **Alliance for Retired Americans state and local chapters**
 - **Allies' Retiree Organizations**



Overview: What's at stake?

- **Raise the Social Security Age**
- **Raising Medicare Eligibility Age**
- **Further Means Testing Medicare**
- **Public and Private Pensions**
- **Retirement Security**
- **TPP Pharmaceutical Provisions**



Democrats Losing Seniors

Democratic Advantage in Party Affiliation, by Age, 1992-2013

Figures represent the % Democrats/Democratic-leaning independents minus the % Republicans/Republican-leaning independents



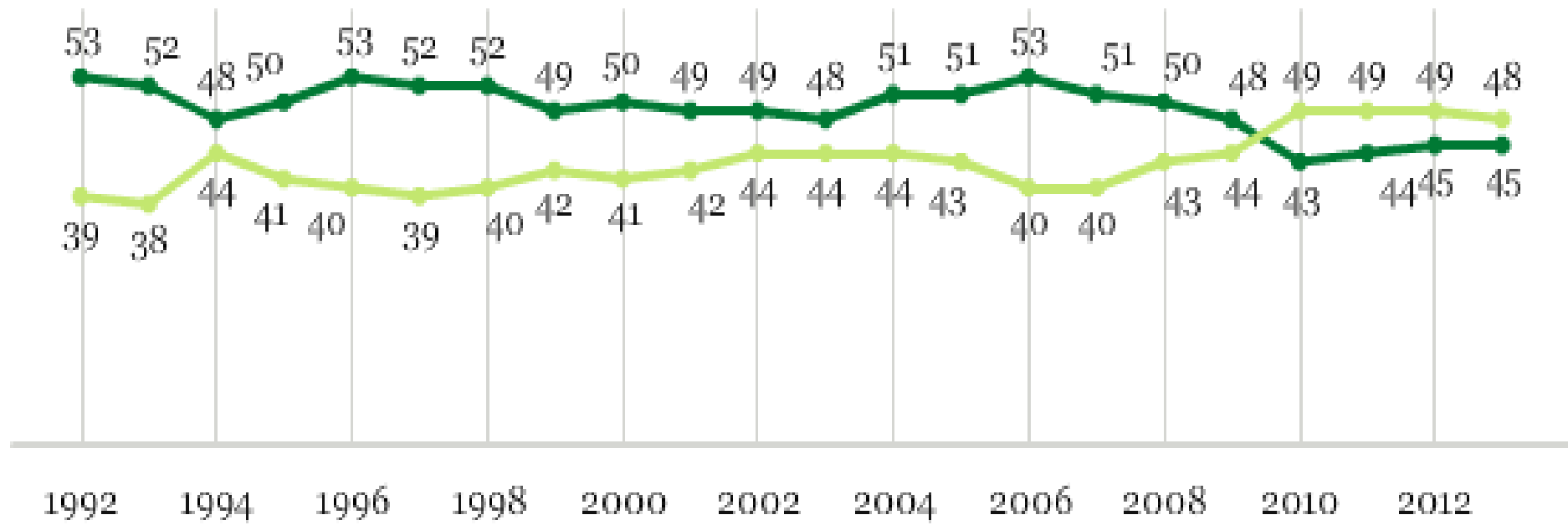
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Party Affiliation, Americans Aged 65 and Older, 1992-2013

■ % Democratic/Lean Democratic

■ % Republican/Lean Republican



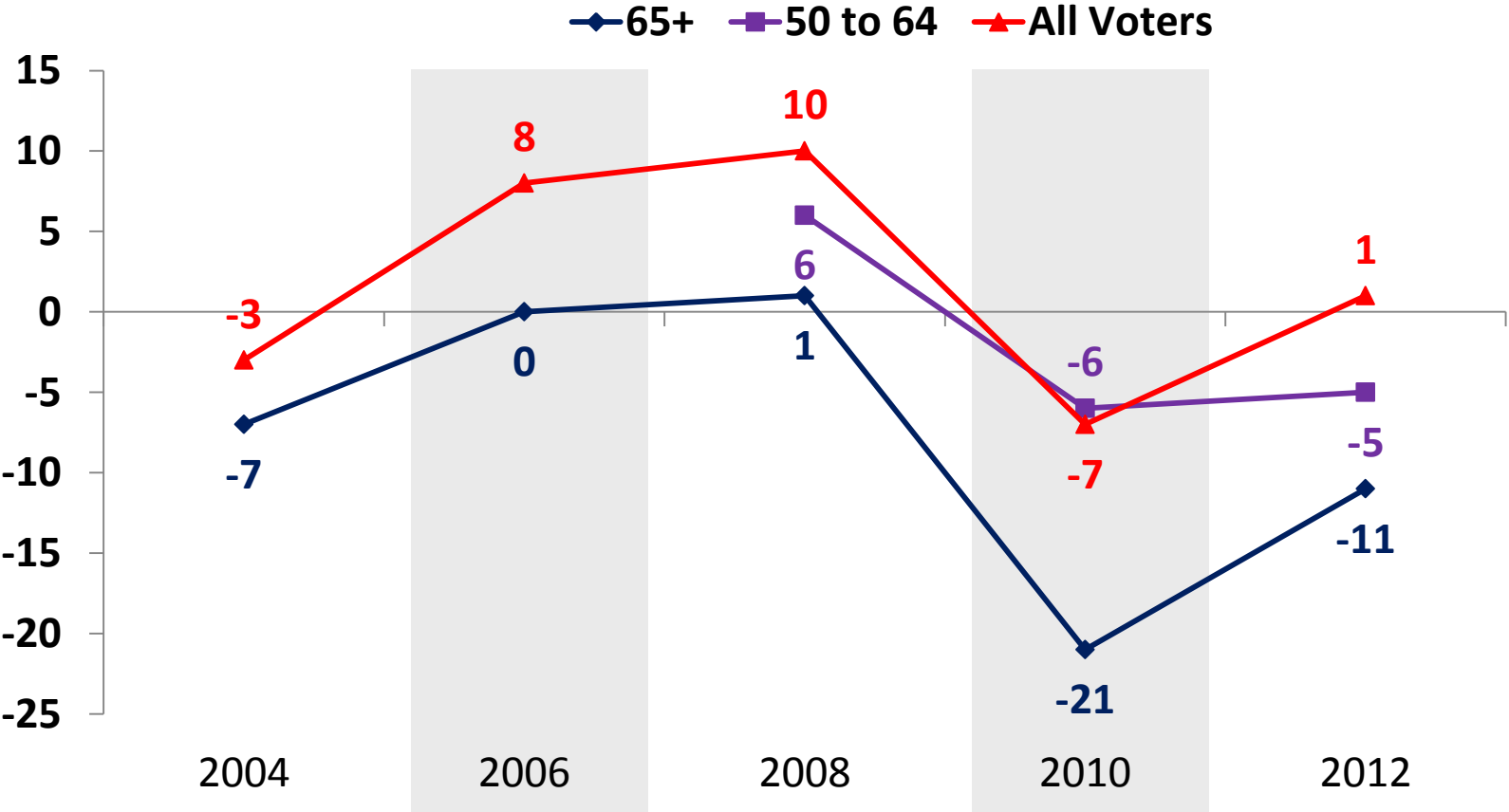
Based on yearly aggregates of Gallup poll data

GALLUP®



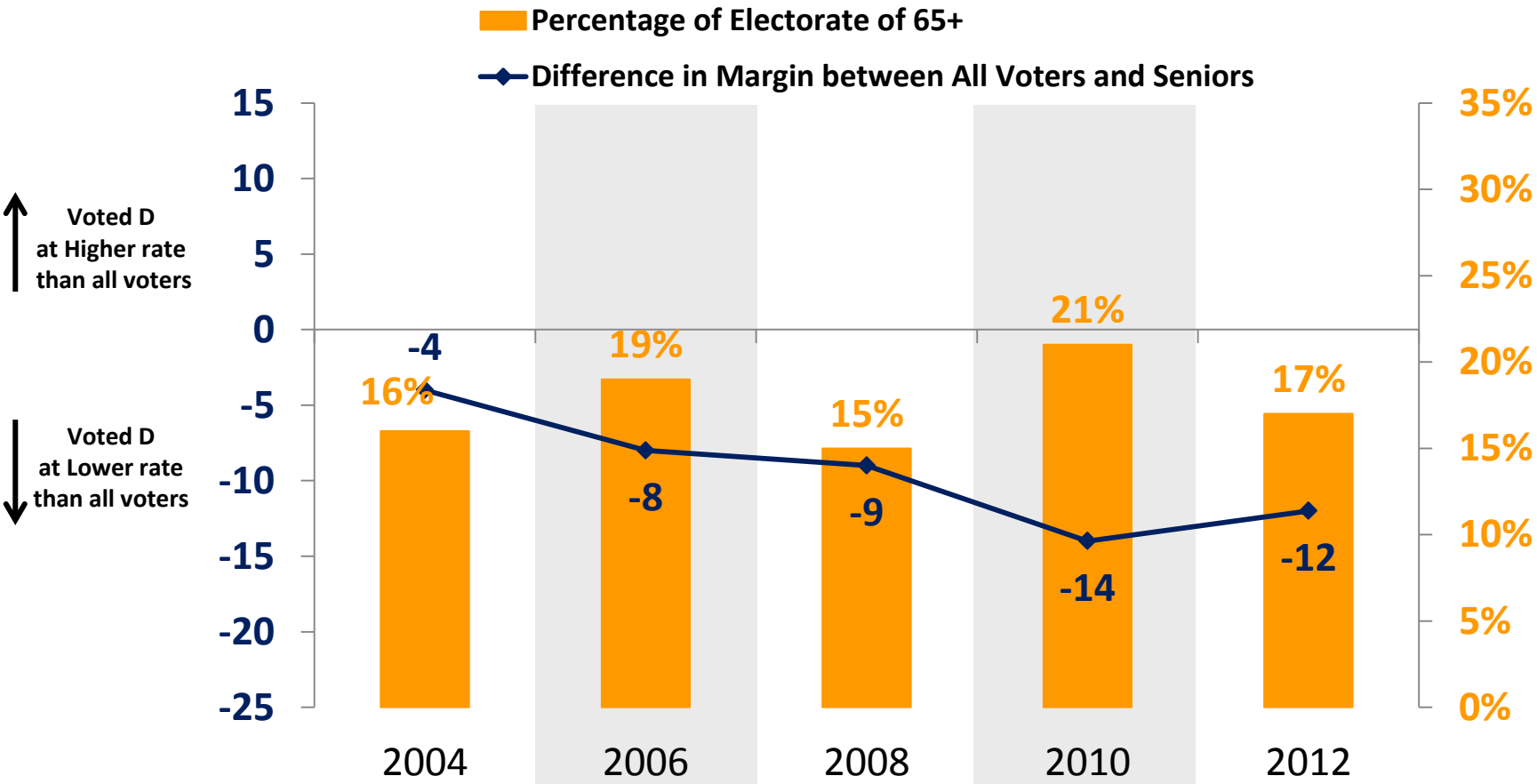
Democrats have lost ground with seniors and near seniors over the past two elections.

Democratic Advantage in House Elections 2004-2012
among all voters (Election Results, Orange), voters 65+ (Exit Polls, Blue)



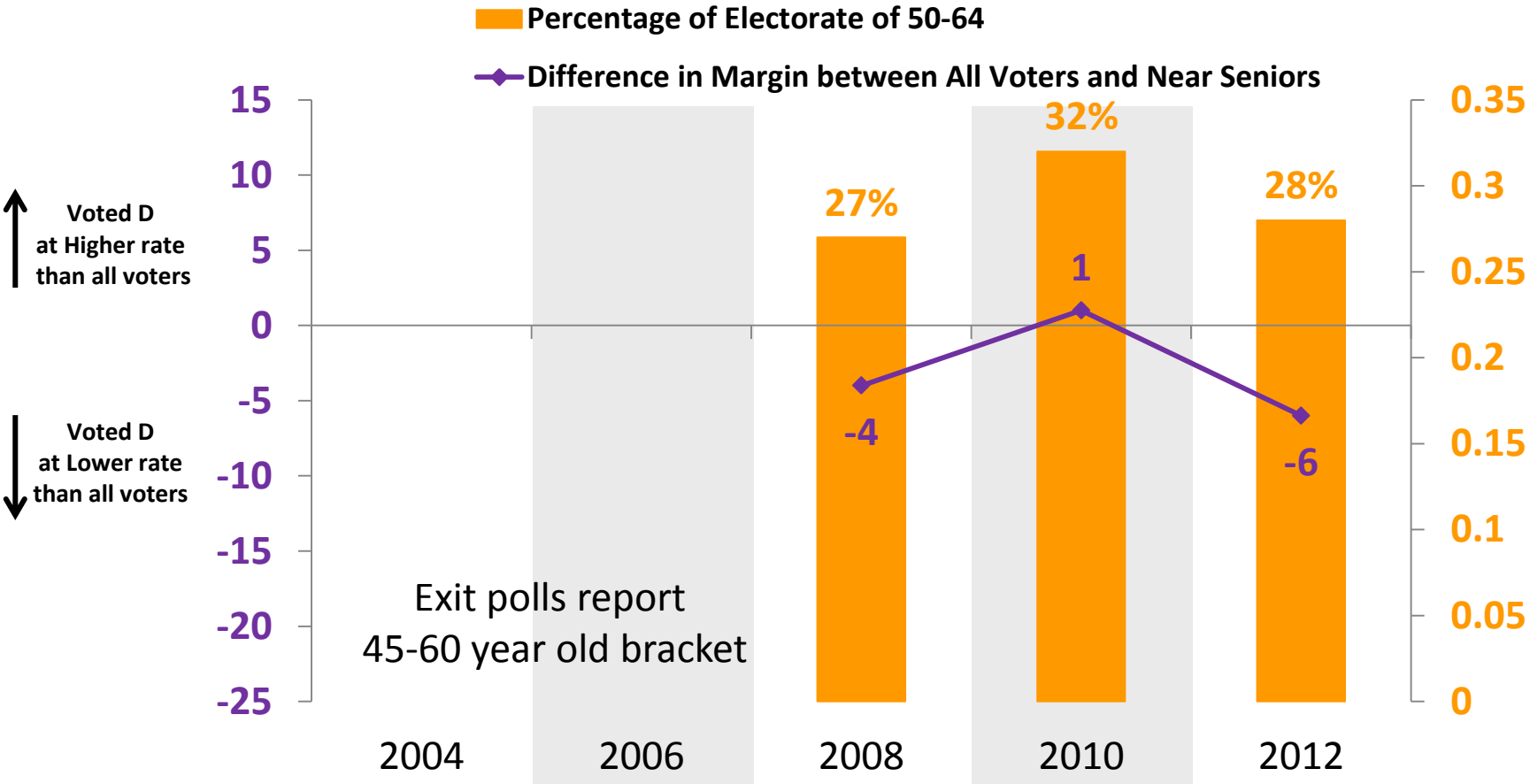
Erosion among seniors poses a larger risk in midterms when they are a larger proportion of the electorate.

Difference in Margin of Democratic House Advantage between seniors and all voters, Senior Vote Share



Near seniors also comprise a disproportionate share of the electorate in off-year elections.

Difference in Margin of Democratic House Advantage between seniors and all voters, 50-64 Vote Share



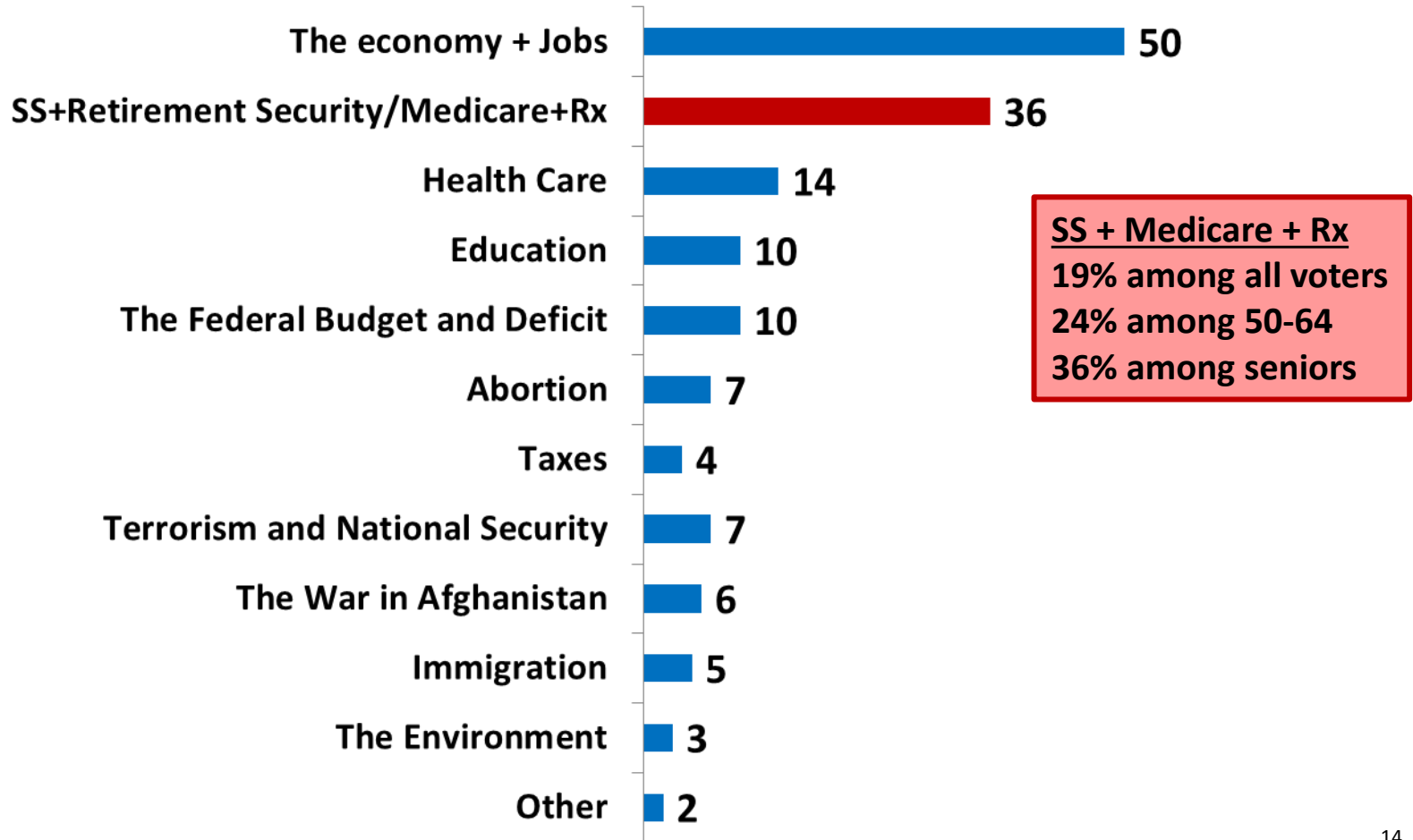
In 2012, concerns on the economy and jobs were most important in deciding who to vote for.

Which one of two of these was most important in deciding who to vote for President?

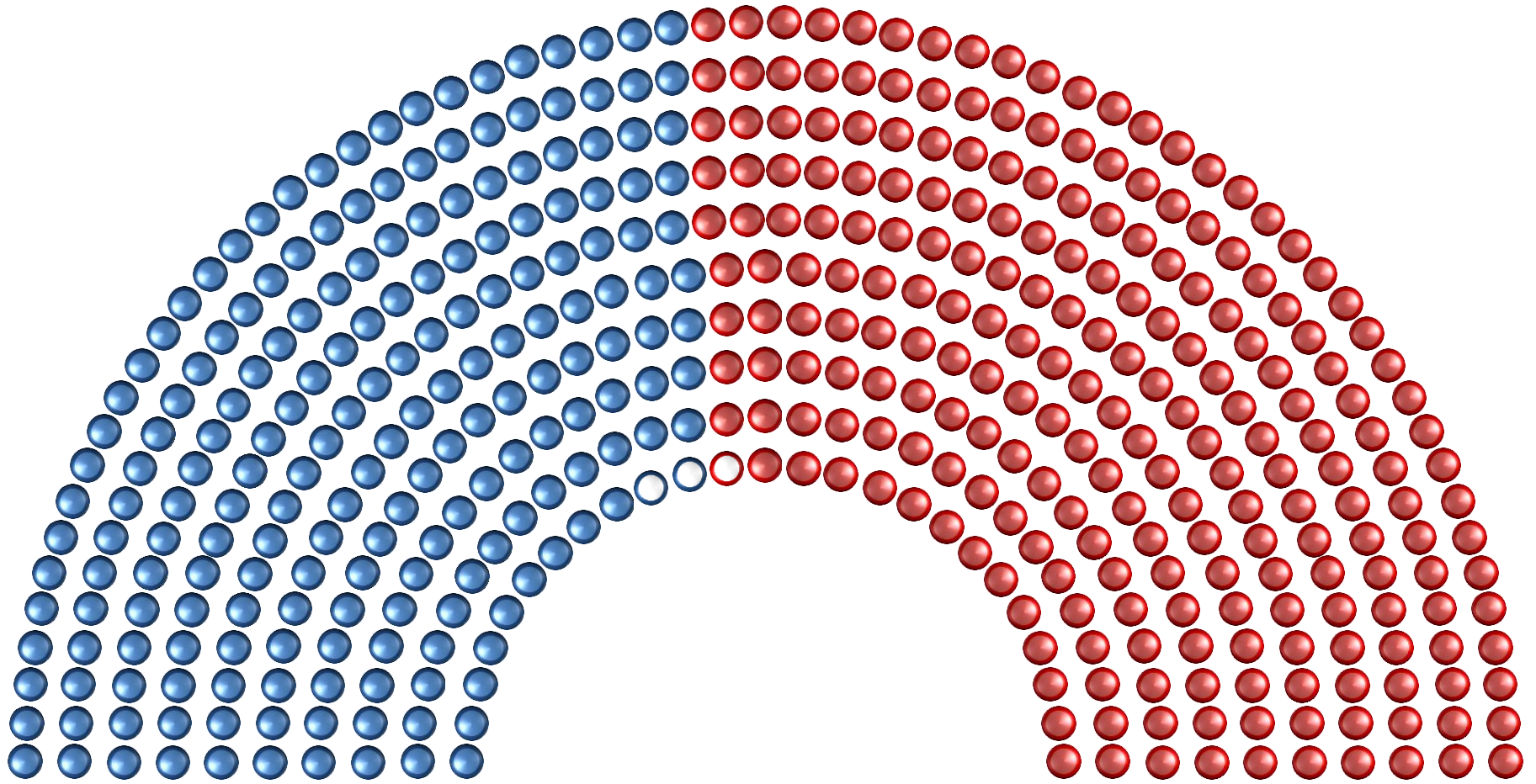


Among seniors, Social Security and Medicare were a top voting issue.

Which one of two of these was most important in deciding who to vote for President? (Among 65+)



COMPOSITION OF THE US HOUSE



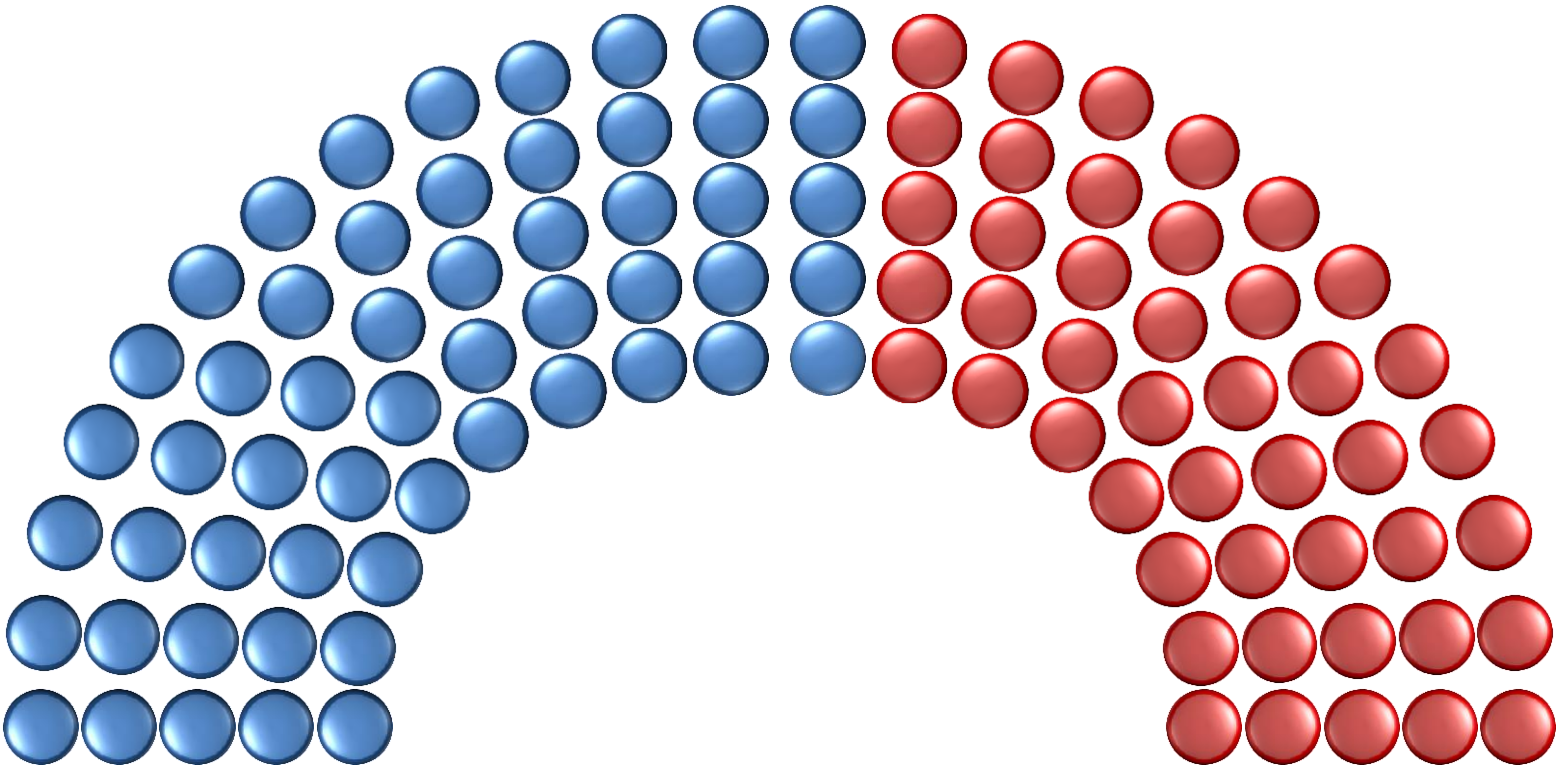
199 Democrats

233 Republicans

POTENTIALLY COMPETITIVE 2014 US HOUSE RACES

Likely Democratic	Lean Democratic	Democratic Toss Up	Republican Toss Up	Lean Republican	Likely Republican
CA-03 Garamendi	AZ-09 Sinema	AZ-01 Kirkpatrick	CA-31 Miller	CO-06 Coffman	CA-10 Denham
CA-09 McNerney	CA-07 Bera	AZ-02 Barber		IL-13 Davis	CA-21 Valadao
CA-16 Costa	CA-52 Peters	CA-36 Ruiz		IN-02 Walorski	FL-10 Webster
CA-24 Capps	GA-12 Barrow	FL-18 Murphy		MI-11 Bentivolio	FL-13 Jolly
CA-26 Brownley	IL-10 Schneider	FL-26 Garcia		WV-02 OPEN	KY-06 Barr
CA-41 Takano	NY-01 Bishop	NH-01 Shea-Porter			MI-01 Benishek
CT-05 Esty	NY-18 Maloney				MI-07 Walberg
FL-22 Frankel	NC-07 McIntyre				MN-06 Bachmann
IL-12 Enyart	TX-23 Gallego				NE-02 Terry
MN-07 Peterson	UT-04 Matheson				NV-03 Heck
MN-08 Nolan					NY-02 King
NV-04 Horsford					NY-11 Grimm
NH-02 Kuster					NY-19 Gibson
NY-21 Owens					NY-23 Reed
NY-24 Maffei					OH-14 Joyce
WA-01 DelBene					PA-07 Meehan
WV-03 Rahall					PA-08 Fitzpatrick
					PA-12 Rothfus
					WI-07 Duffy
17 DEMOCRATS	10 DEMOCRATS	6 DEMOCRATS	1 REPUBLICAN	5 REPUBLICANS	19 REPUBLICANS
33 Potentially Competitive Democratic Seats			25 Potentially Competitive Republican Seats		
(21 Freshmen)			(8 Freshmen)		

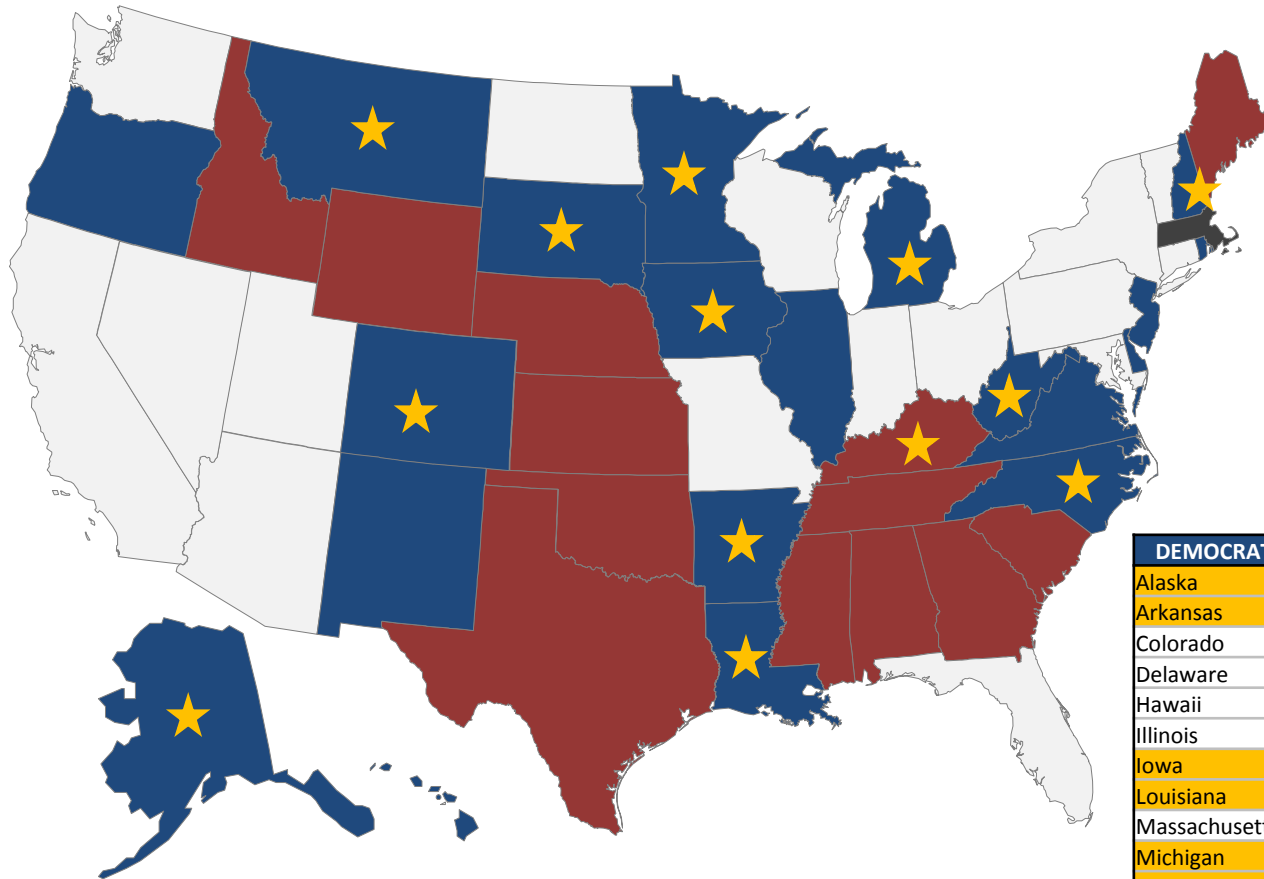
COMPOSITION OF THE US SENATE



55 Democrats

45 Republicans

US SENATE RACES ON 2014 BALLOT



■ Democratic Control
■ Republican Control

★ Likely to be Competitive

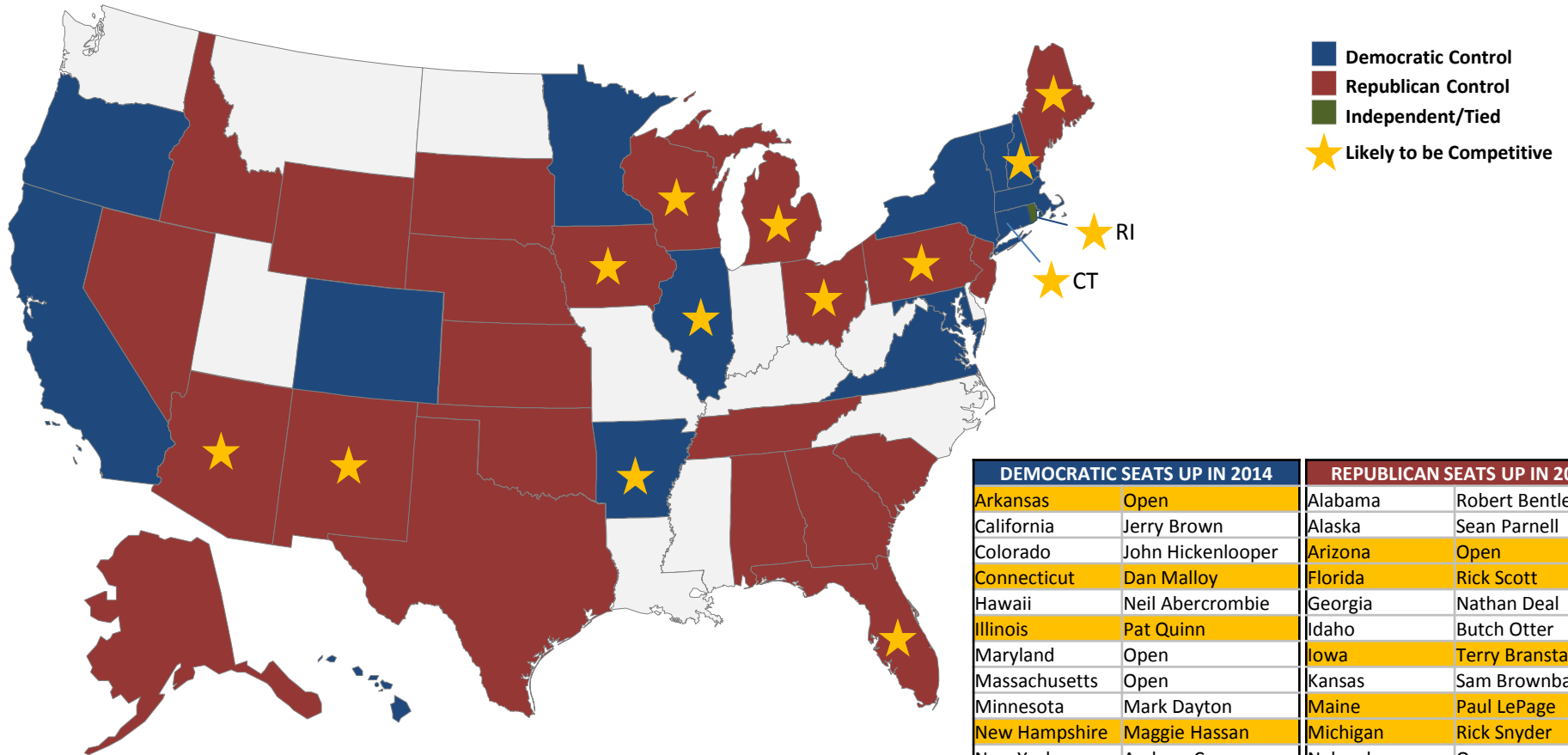
DEMOCRATIC SEATS UP IN 2014	
Alaska	Mark Begich
Arkansas	Mark Pryor
Colorado	Mark Udall
Delaware	Chris Coons
Hawaii	Brian Schatz
Illinois	Dick Durbin
Iowa	Tom Harkin*
Louisiana	Mary Landrieu
Massachusetts	Ed Markey
Michigan	Carl Levin*
Minnesota	Al Franken
Montana	Max Baucus*
New Hampshire	Jeanne Shaheen
New Jersey	Corey Booker
New Mexico	Tom Udall
North Carolina	Kay Hagan
Oregon	Jeff Merkley
Rhode Island	Jack Reed
South Dakota	Tim Johnson*
Virginia	Mark Warner
West Virginia	Jay Rockefeller*

REPUBLICAN SEATS UP IN 2014	
Alabama	Jeff Sessions
Georgia	Saxby Chambliss*
Idaho	Jim Risch
Kansas	Pat Roberts
Kentucky	Mitch McConnell
Maine	Susan Collins
Mississippi	Thad Cochran
Nebraska	Mike Johanns*
Oklahoma	Jim Inhofe
South Carolina	Lindsey Graham
South Carolina	Tim Scott
Tennessee	Lamar Alexander
Texas	John Cornyn
Wyoming	Mike Enzi

SPECIAL ELECTION PENDING	
None -	

*Retiring

GOVERNORS UP IN 2013 AND 2014

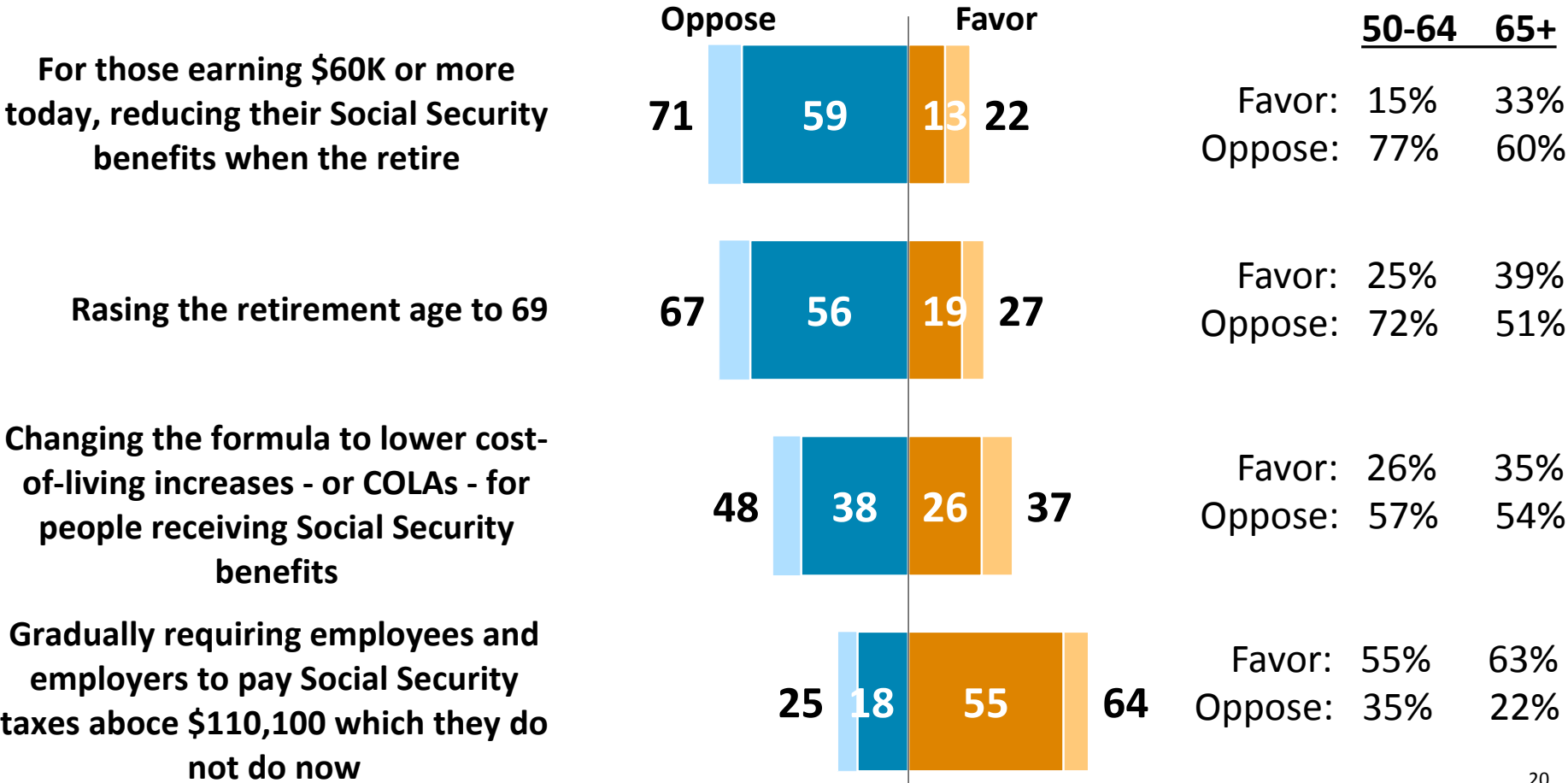


DEMOCRATIC SEATS UP IN 2014		REPUBLICAN SEATS UP IN 2014	
Arkansas	Open	Alabama	Robert Bentley
California	Jerry Brown	Alaska	Sean Parnell
Colorado	John Hickenlooper	Arizona	Open
Connecticut	Dan Malloy	Florida	Rick Scott
Hawaii	Neil Abercrombie	Georgia	Nathan Deal
Illinois	Pat Quinn	Idaho	Butch Otter
Maryland	Open	Iowa	Terry Branstad
Massachusetts	Open	Kansas	Sam Brownback
Minnesota	Mark Dayton	Maine	Paul LePage
New Hampshire	Maggie Hassan	Michigan	Rick Snyder
New York	Andrew Cuomo	Nebraska	Open
Oregon	John Kitzhaber	Nevada	Brian Sandoval
Rhode Island	Open	New Mexico	Susana Martinez
Vermont	Peter Shumlin	Ohio	John Kasich
		Oklahoma	Mary Fallin
		Pennsylvania	Tom Corbett
		South Carolina	Nikki Haley
		South Dakota	Dennis Daugaard
		Tennessee	Bill Haslam
		Texas	Rick Perry
		Wisconsin	Scott Walker
		Wyoming	Matt Mead

REPUBLICAN SEATS UP IN 2013	
New Jersey	Chris Christie
Virginia	Terry McAuliffe

Voters strongly oppose proposals that would reduce Social Security benefits, and strongly support increasing the cap on Social Security for higher income earners.

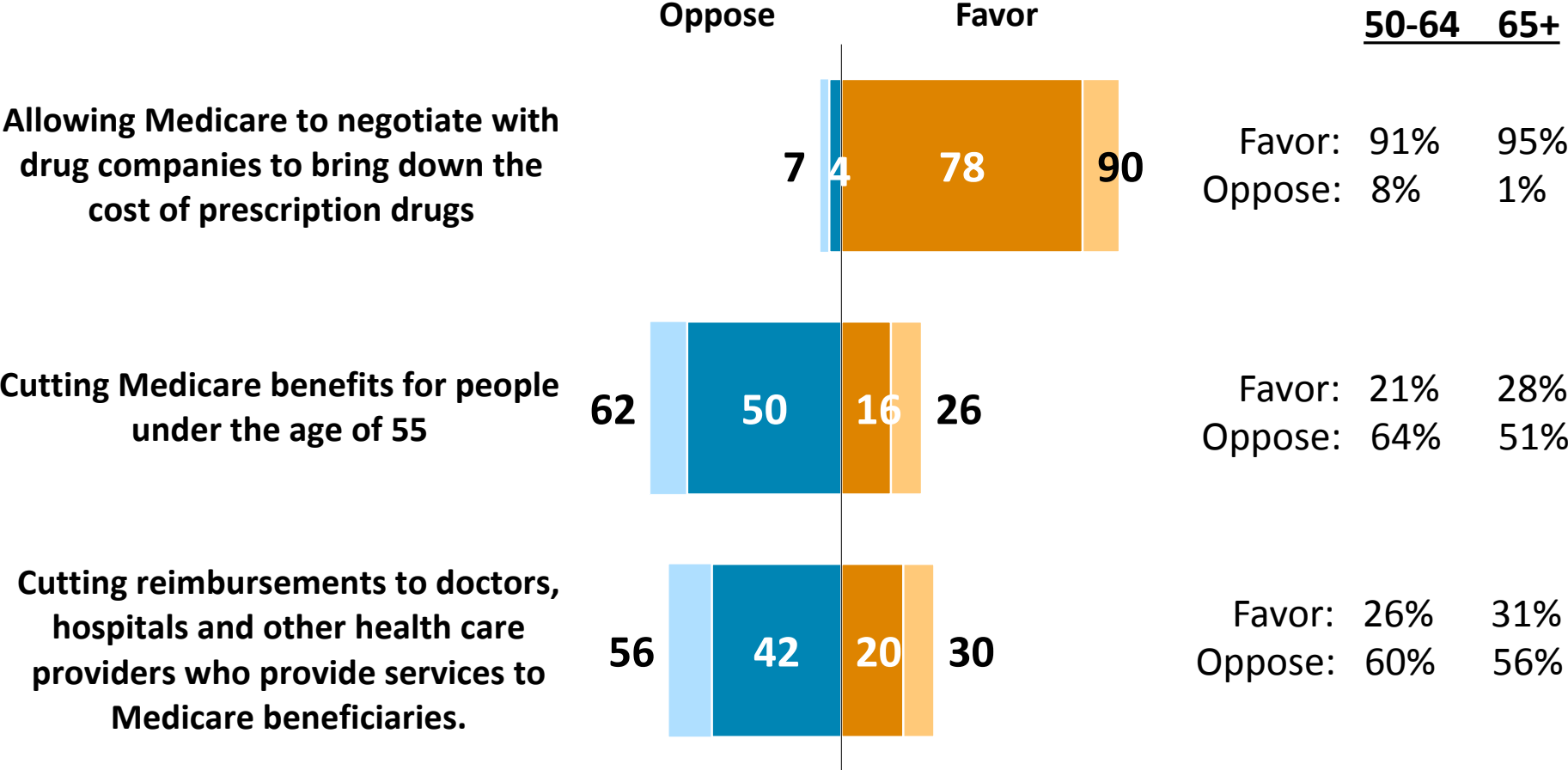
Possible Changes to Social Security



Darker colors indicate intensity

Voters overwhelmingly want Medicare to negotiate lower prescription drug prices, and strongly oppose cutting benefits or reimbursements to doctors.

Possible Changes to Medicare



Darker colors indicate intensity

Social Security Messaging

Social Security and Medicare are paid for and earned by working Americans.



People know they pay for Social Security and Medicare and they work hard for it.

They belong to the people who have worked hard and paid into the programs, not to the politicians in Washington.



Congress has not been popular recently.

Cutting Social Security or Medicare would hurt middle class Americans who have paid into each their entire working lives,



People feel in this economy they cannot provide retirement security on their own.

and violates the guaranteed promise made to all Americans.



Support for Social Security and Medicare has been and continues to be cross-generational.

Congress must keep its hands off Social Security and Medicare.



Voters find it illogical to “cut” programs in order to “save” them.

Ryan's Medicare plan is not on the table, but it still offers a good contrast.

It will end traditional Medicare, privatize it, and leave you on your own with insurance companies.



Use insurance companies as a villain, and clarify this plan would end Medicare, not protect it. Remind voters that insurance companies bought this plan with their political contributions.

It will make it harder for seniors to choose their own doctors.



Go on offence on “choice” by focusing on the plans impact on seniors’ ability to choose their own doctors.

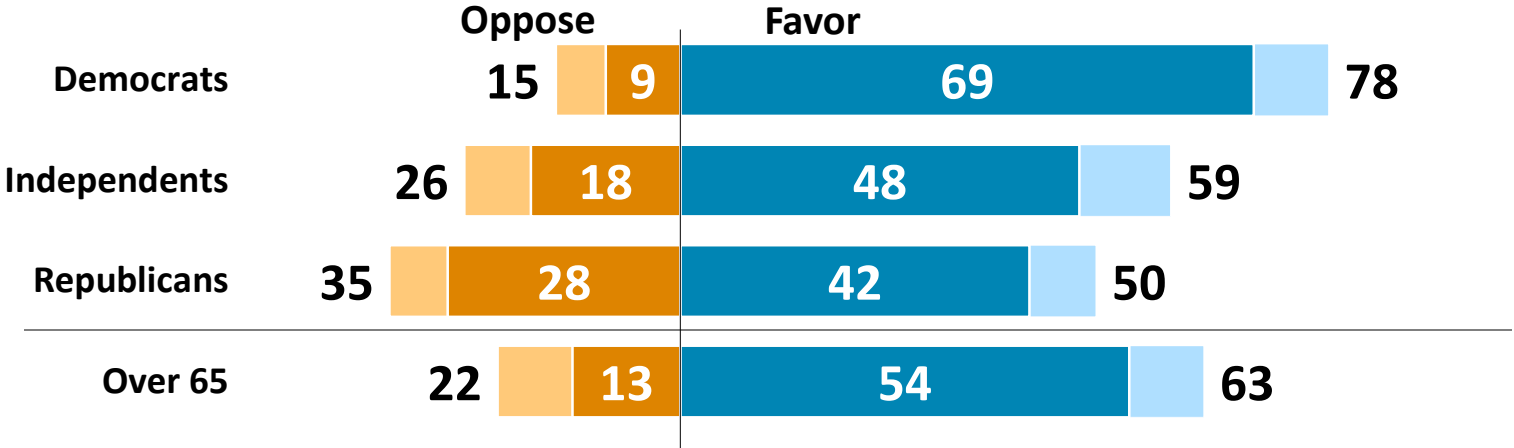
It will raise seniors’ costs for preventive care and prescription drugs.



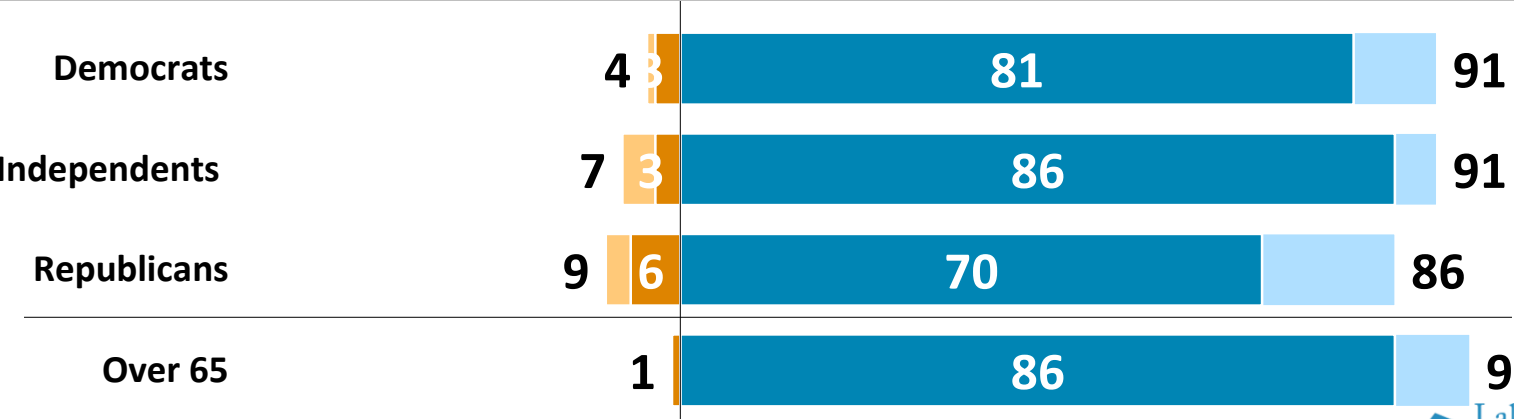
Voters have real concern for increased costs in this economy. Put Ryan’s backers on the defensive for being willing to raise costs on seniors.

There are two proposals that voters across party lines strongly favor: Raising the SS cap, and allowing Medicare to negotiate drugs prices.

SOCIAL SECURITY: Gradually requiring employees and employers to pay Social Security taxes on all wages above \$110,100 which they do not do now.



MEDICARE: Allowing Medicare to negotiate with drug companies to bring down the cost of prescription drugs.



2010 KEY STATE SENIOR TURNOUT

State	Senior 2010 Turnout	Senior 2010 Vote
ARIZONA	31%	57-37 REPUBLICAN
FLORIDA	35%	50-17 REPUBLICAN
IOWA	24%	62-37 REPUBLICAN
NEVADA	22%	53-44 REPUBLICAN
OHIO	17%	61-35 REPUBLICAN
PENNSYLVANIA	23%	59-41 REPUBLICAN
WISCONSIN	17%	54-46 REPUBLICAN

Alliance Political Program

- Alliance Presence – State Alliances and staff
- Priority Races
- Truth Squads
- Materials: Fact Sheets, Voting Record, Candidate Comparisons
- Endorsement Events
- Mail, Phone, Media, Tele-Townhalls
- Voter Protection / Early Vote / Vote by Mail



How The Alliance for Retired Americans Can Help You

- **33 state and 1,600 local chapters**
- **Paid and volunteer staff in key states**
- **Senior-specific fact sheets, mail and phones**
- **Earned media events with local retirees**
- **Congressional Voting Record**
- **Political Endorsements**
- **Weekly E-newsletter to 200,000+ seniors**
- **TV and radio ads**



What You Can Do

AGITATE!

AGITATE!!

AGITATE!!!

