What The Economy Means To Voters 50+

Key findings from survey conducted July 2012 for

HART RESEARCH ASSOCIATES
GS STRATEGY GROUP

You've Earned a Vote for Retirement Security.
Methodology

- Nationwide telephone survey conducted July 10 to 16, 2012 among registered voters

- Interviews conducted with core sample of 1,001 registered voters, plus oversamples to provide larger samples of voters age 50 and over

- Total sample sizes:
  - 1,331 voters age 50 and over (MOE = 2.7 percentage points), including
    - 536 “Boomers” – non-retired voters age 50 to 64 (MOE = 4.2 percentage points)
    - 679 age 50+ Retired voters (MOE = 3.7 percentage points)
    - 517 voters age 18 to 49 (MOE = 4.3 percentage points)
Overview

◆ Non-retired Boomers feel great economic anxiety across party lines. This is reflected in a new “Anxiety Index" that measures their worries on such issues as prices rising faster than incomes, health expenses, and retirement security. They also feel that political gridlock negatively affected their economic circumstances.

◆ A major driver of economic anxiety is concern over retirement security: 72% believe they will have to delay retirement, 65% worry they won't have a comfortable retirement, and 50% don't think they'll ever be able to retire. This insecurity leads Boomers to conclude that Medicare and Social Security have become even more important for their future.
Overview (continued)

◆ This anxiety underscores the importance of strengthening Medicare and Social Security for current and future generations. Voters 50+ believe the next president and Congress will need to act to strengthen Medicare and Social Security for the future, and that both parties will have to come together to find a solution.

◆ 50+ voters want to know where the candidates stand on Medicare, Social Security, and other vital issues. But they report that the candidates have done a poor job explaining their plans on priority issues, including strengthening Social Security (67%), strengthening Medicare (63%), reducing the budget deficit (66%), and taxes (57%).
50+ Voters’ Financial Outlook: Dissatisfied & Anxious
Three-Quarters See National Economy In “Bad” Condition

How would you rate the condition of the national economy these days?

Voters age 50/over

- Very good: 2%
- Good: 23%
- Very bad: 43%
- Bad: 74%

Voters age 18 to 49

- Very good: 24%
- Good: 28%
- Very bad: 75%
- Bad: 24%
Boomers Are Least Satisfied With Their Personal Financial Situation

How satisfied are you with your own financial situation today?

- **Very satisfied**
- **Somewhat satisfied**
- **Somewhat dissatisfied**
- **Very dissatisfied**

<table>
<thead>
<tr>
<th>Category</th>
<th>Very satisfied</th>
<th>Somewhat satisfied</th>
<th>Somewhat dissatisfied</th>
<th>Very dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voters age 18 to 49</td>
<td>66%</td>
<td>33%</td>
<td>21%</td>
<td>13%</td>
</tr>
<tr>
<td>Boomers</td>
<td>54%</td>
<td>45%</td>
<td>17%</td>
<td>21%</td>
</tr>
<tr>
<td>Retirees</td>
<td>66%</td>
<td></td>
<td>22%</td>
<td>14%</td>
</tr>
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Voters age 18 to 49

Retirees
50+ Voters – Especially Boomers – Are Worried About Reaching Financial Goals

Looking ahead to the next five years or so, how do you feel about being able to achieve your economic and financial goals?

- Hopeful/confident
- Worried/concerned

- Voters age 18 to 49: 49% Hopeful, 45% Worried
- Boomers: 33% Hopeful, 60% Worried
- Retirees: 38% Hopeful, 53% Worried
## 50+ Voters’ Financial Worries

*Voters age 50/over who say they worry very/somewhat often about each*

<table>
<thead>
<tr>
<th>Worries</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prices rising faster than my income</td>
<td>71%</td>
</tr>
<tr>
<td>Having to pay too much in taxes</td>
<td>60%</td>
</tr>
<tr>
<td>Not having financial security in retirement</td>
<td>56%</td>
</tr>
<tr>
<td>Having health expenses I cannot afford</td>
<td>53%</td>
</tr>
<tr>
<td>Not being able to retire when I want for financial reasons</td>
<td>41%</td>
</tr>
<tr>
<td>Having to take care of aging parent/relative</td>
<td>34%</td>
</tr>
<tr>
<td>Not being able to afford education for self/children</td>
<td>26%</td>
</tr>
<tr>
<td>Not being able to keep up with mortgage/rent</td>
<td>24%</td>
</tr>
<tr>
<td>Not being able to get full-time job with benefits</td>
<td>21%</td>
</tr>
<tr>
<td>Having more credit card debt than I can handle</td>
<td>20%</td>
</tr>
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Anxiety Index

- For each one of the top five economic concerns about which voters say they are worried, they are assigned 20 points. A minimum score of 0 reflects no economic anxiety, while a maximum score of 100 indicates a great deal of economic anxiety.

- The five components of the Anxiety Index are:
  - “I am worried about…”
    - Prices rising faster than my income
    - Not having enough financial security in retirement
    - Having to pay too much in taxes
    - Not being able to retire when I want for financial reasons
    - Having health expenses I cannot afford
Components Of The Anxiety Index

<table>
<thead>
<tr>
<th>Component</th>
<th>Boomers</th>
<th>Retirees</th>
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<tr>
<td>Prices rising faster than my income</td>
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<td>69%</td>
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<td>16%</td>
</tr>
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<td>62%</td>
<td>48%</td>
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32% of Boomers are worried about not being able to find a full-time job with benefits.
Boomers Have Highest Rating On Anxiety Index

Mean Anxiety Index Score

- Voters age 18 to 49: 59
- Boomers: 70
- Retirees: 46
Two-Thirds Of Boomers Expect To Delay Retirement

Do you think you will end up delaying your retirement to save more money in order to be able to live comfortably in retirement?

Boomers

- Will probably have to delay retirement: 72%
- Will not: 23%

66% of voters age 18 to 49 expect to have to delay retirement.
Only Half Of Boomers Believe They Will Ever Be Able To Retire

How confident are you that you will be able to retire at some point?

Boomers

- Very confident: 25%
- Not at all: 28%

Confident: 48%

Just somewhat/not confident: 50%

Voters age 18 to 49

- Very confident: 31%
- Not at all: 16%

Confident: 55%

Just somewhat/not confident: 43%
Boomers Voice Little Confidence They Will Have Secure Retirement

How confident are you that you will have enough money to live comfortably throughout your retirement years?

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<thead>
<tr>
<th></th>
<th>Boomers</th>
<th>Retirees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confident</td>
<td>34%</td>
<td>48%</td>
</tr>
<tr>
<td>Very confident</td>
<td>13%</td>
<td>22%</td>
</tr>
<tr>
<td>Not at all</td>
<td>37%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Boomers: 65% Very confident vs. 34% Confident vs. 65% Not at all confident
Retirees: 48% Very confident vs. 51% Confident vs. 48% Not at all confident
Dissatisfaction With Retirement Savings

How satisfied are you with the amount of money you are saving or have saved for retirement?

**Satisfied**

- **Boomers**: 39%
- **Retirees**: 36%

**Dissatisfied**

- **Boomers**: 59%
- **Retirees**: 57%

**Very satisfied**

- **Boomers**: 21%
- **Retirees**: 21%

**Very dissatisfied**

- **Boomers**: 35%
- **Retirees**: 36%
Six In Ten Boomers Plan To Rely On Social Security & Medicare Even More Due To Downturn

“As a result of the recent economic downturn, I am planning to rely even more on Social Security and Medicare to provide economic and health care security in retirement.”

Boomers

Agree

Disagree

Men
Women
Income under $50K
Income over $50K
Non-college graduates
College graduates

Agree

55%
63%
76%
49%
69%
48%
50+ Voters And The 2012 Election
Overview

◆ Voters 50+ are searching for information, but candidates aren’t delivering.

◆ Social Security and Medicare remain voting issues of central importance to these voters because of their economic anxiety.

◆ Voters 50+ are looking for bipartisan solutions for strengthening Social Security and Medicare.
50+ Voters Affected By Economic Downturn And Political Gridlock

*My personal economic circumstances have been negatively affected by:*

**Economic Downturn of Past 4 Years**

- Voters age 50/over: 77%
  - Some/a little: 40%
  - A great deal: 37%
- Voters age 18 to 49: 71%
  - Some/a little: 26%
  - A great deal: 45%

**Political Gridlock in Washington**

- Voters age 50/over: 78%
  - Some/a little: 44%
  - A great deal: 34%
- Voters age 18 to 49: 67%
  - Some/a little: 27%
  - A great deal: 40%
Low Approval For President Obama And Congress

Job Approval of Barack Obama
Voters age 50/over

-7

Disapprove: 49%
Approve: 42%
Not sure: 9%

Job Approval of Congress
Voters age 50/over

-73

Disapprove: 81%
Approve: 8%
Not sure: 11%

Boomers

-13

Disapprove: 51%
Approve: 38%
Not sure: 11%

Boomers

-72

Disapprove: 81%
Approve: 9%
Not sure: 10%
50+ Voters Divided On Presidential Preference

Presidential Trial Heat

Voters age 50/over

Mitt Romney
45%
(includes 4% leaning Romney)

Barack Obama
45%
(includes 3% leaning Obama)

10%
Not sure

Voters age 18 to 49

43%
49%

+6

8%
# 50+ Voters’ Presidential Preference, Among Key Subgroups

<table>
<thead>
<tr>
<th></th>
<th>Obama voters</th>
<th>Romney voters</th>
<th>Differential: Obama – Romney</th>
</tr>
</thead>
<tbody>
<tr>
<td>All voters age 50/over</td>
<td>45%</td>
<td>45%</td>
<td>even</td>
</tr>
<tr>
<td>Boomers</td>
<td>41%</td>
<td>48%</td>
<td>-7</td>
</tr>
<tr>
<td>Retirees</td>
<td>47%</td>
<td>43%</td>
<td>+4</td>
</tr>
<tr>
<td>Whites</td>
<td>37%</td>
<td>53%</td>
<td>-16</td>
</tr>
<tr>
<td>African Americans</td>
<td>89%</td>
<td>3%</td>
<td>+86</td>
</tr>
<tr>
<td>Hispanics</td>
<td>62%</td>
<td>25%</td>
<td>+37</td>
</tr>
<tr>
<td>Men</td>
<td>38%</td>
<td>51%</td>
<td>-13</td>
</tr>
<tr>
<td>Women</td>
<td>50%</td>
<td>41%</td>
<td>+9</td>
</tr>
<tr>
<td>Hopeful about future</td>
<td>66%</td>
<td>28%</td>
<td>+38</td>
</tr>
<tr>
<td>Concerned about future</td>
<td>30%</td>
<td>57%</td>
<td>-27</td>
</tr>
<tr>
<td>Confidence in Retirement:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Confident</td>
<td>54%</td>
<td>39%</td>
<td>+15</td>
</tr>
<tr>
<td>Not confident</td>
<td>38%</td>
<td>50%</td>
<td>-12</td>
</tr>
<tr>
<td>Regular voters</td>
<td>44%</td>
<td>47%</td>
<td>-3</td>
</tr>
<tr>
<td>Irregular voters</td>
<td>47%</td>
<td>41%</td>
<td>+6</td>
</tr>
</tbody>
</table>
Narrow Preference For Democrats In Congress

Generic Trial Heat for U.S. Congress

*Voters age 50/over*

- Republican: 39%
- Democrat: 43%
- Not sure: 18%

Voters age 18 to 49

- Republican: 39%
- Democrat: 46%
- Not sure: 15%
50+ Voters Say It’s Hard To Find Objective, Reliable Information About Candidates

How easy/hard is it to find objective and reliable information about the record and positions of candidates running for office this November?

Voters age 50/over

Voters age 18 to 49

44% Easy
18% Hard

47% Easy
19% Hard

36% Easy
16% Very easy

53% Hard
28% Very hard

Obama voters 52%
Uncommitted 61%
Romney voters 60%

Hard to find reliable information
Candidates Not Doing Good Job Explaining Their Plans For Addressing Key Problems

How good a job have the presidential candidates done explaining their plans on these issues?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Not so good/poor job</th>
<th>Very/fairly good job</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strengthening/reforming Social Security</td>
<td>24%</td>
<td>67%</td>
</tr>
<tr>
<td>Reducing the budget deficit</td>
<td>25%</td>
<td>66%</td>
</tr>
<tr>
<td>Strengthening and reforming Medicare</td>
<td>28%</td>
<td>63%</td>
</tr>
<tr>
<td>Improving public education</td>
<td>29%</td>
<td>60%</td>
</tr>
<tr>
<td>Strengthening the economy/creating jobs</td>
<td>34%</td>
<td>58%</td>
</tr>
<tr>
<td>Taxes</td>
<td>34%</td>
<td>57%</td>
</tr>
<tr>
<td>Improving health care</td>
<td>36%</td>
<td>54%</td>
</tr>
</tbody>
</table>
Limited Confidence In Social Security, Especially Among Boomers

*How confident are you that Social Security will be there for you and for future generations?*

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<tr>
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<td>49%</td>
</tr>
<tr>
<td>Not very confident</td>
<td>8%</td>
<td>15%</td>
</tr>
<tr>
<td>Not at all confident</td>
<td>32%</td>
<td>23%</td>
</tr>
</tbody>
</table>
Strengthening Social Security Is Critical For Economic Security

“Social Security is critical to the economic security of seniors.”

“The next president and Congress need to strengthen Social Security so that it is able to provide retirement security for future generations.”

Voters age 50/over

- 91% agree
- 6% disagree

- Obama voters
  - Total agree: 93%
  - Strongly agree: 79%
- Uncommitted
  - Total agree: 91%
  - Strongly agree: 74%
- Romney voters
  - Total agree: 91%
  - Strongly agree: 75%
- Men
  - Total agree: 91%
  - Strongly agree: 70%
- Women
  - Total agree: 91%
  - Strongly agree: 80%

Voters age 50/over

- 91% agree
- 6% disagree

- Obama voters
  - Total agree: 94%
  - Strongly agree: 79%
- Uncommitted
  - Total agree: 89%
  - Strongly agree: 72%
- Romney voters
  - Total agree: 89%
  - Strongly agree: 71%
- Men
  - Total agree: 91%
  - Strongly agree: 79%
- Women
  - Total agree: 91%
  - Strongly agree: 74%
Broad Interest In Candidates’ Plans For Social Security

How helpful would learning the candidates’ plans on strengthening and reforming Social Security be in your presidential vote decision?

- Very helpful
- Fairly helpful

<table>
<thead>
<tr>
<th>Group</th>
<th>Very helpful</th>
<th>Fairly helpful</th>
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<tbody>
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<td>All voters age 50/over</td>
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<td>Democrats</td>
<td>66%</td>
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<td>64%</td>
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<td>66%</td>
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<td>Hispanics</td>
<td>65%</td>
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</tr>
</tbody>
</table>
Most 50+ Voters Are Not Confident in Medicare’s Future

How confident are you that Medicare will be there for you and for future generations?

- Very confident
- Somewhat confident
- Not very confident
- Not at all confident

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</table>
Strong Commitment To Medicare Among 50+ Voters

“Medicare is critical to maintaining the health of seniors.”

“\The next president and Congress need to strengthen Medicare so that it is able to provide health coverage in retirement for future generations.”

95%
80%
3%

Voters age 50/over

88%
68%
9%

Voters age 50/over

StrONGLY AGREE
SOMETHING AGREED
DISAGREE

Obama voters
Uncommitted
Romney voters
Men
Women

Total agree
Strongly agree

97% 85%
92% 75%
94% 74%
96% 77%
94% 82%

Total agree
Strongly agree

93% 76%
85% 66%
82% 60%
84% 64%
92% 71%

Obama voters
Uncommitted
Romney voters
Men
Women
Broad Interest In Candidates’ Plans For Medicare

How helpful would learning the candidates’ plans on strengthening and reforming Medicare be in your presidential vote decision?

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50+ Voters Looking For Bipartisan Solution For Social Security And Medicare

“Finding a long-term solution for Social Security and Medicare is too big a problem for either party to fix. Instead, Republicans and Democrats need to come together to find a solution to strengthen Social Security and Medicare for future generations.”

- **Voters age 50/over**: 91% strongly agree, 6% disagree
- **Democrats**: 96% strongly agree, 86% somewhat agree, 4% disagree
- **Independents**: 84% strongly agree, 74% somewhat agree, 2% disagree
- **Republicans**: 89% strongly agree, 75% somewhat agree, 6% disagree
- **Obama voters**: 96% strongly agree, 86% somewhat agree, 3% disagree
- **Romney voters**: 87% strongly agree, 76% somewhat agree, 7% disagree
What The Economy Means To Voters 50+

Key findings from survey conducted July 2012 for AARP