



GS STRATEGY GROUP

Research. Strategy. Message.

# What The Economy Means To Wisconsin Voters 50+

Key findings from survey conducted July 2012 for



# Methodology

- ◆ Statewide telephone survey conducted in Wisconsin July 10 to 16, 2012, among registered voters age 50 and over

Total sample sizes:

- 426 voters age 50 and over (MOE = 4.8 percentage points), including
  - 181 “Boomers” – non-retired voters age 50 to 64 (MOE = 7.3 percentage points)
  - 224 age 50+ Retired voters (MOE = 6.6 percentage points)

# Overview

- ◆ Non-retired Boomers in Wisconsin 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: 64% believe they will have to delay retirement, 54% worry they won't have a comfortable retirement, and 41% 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)

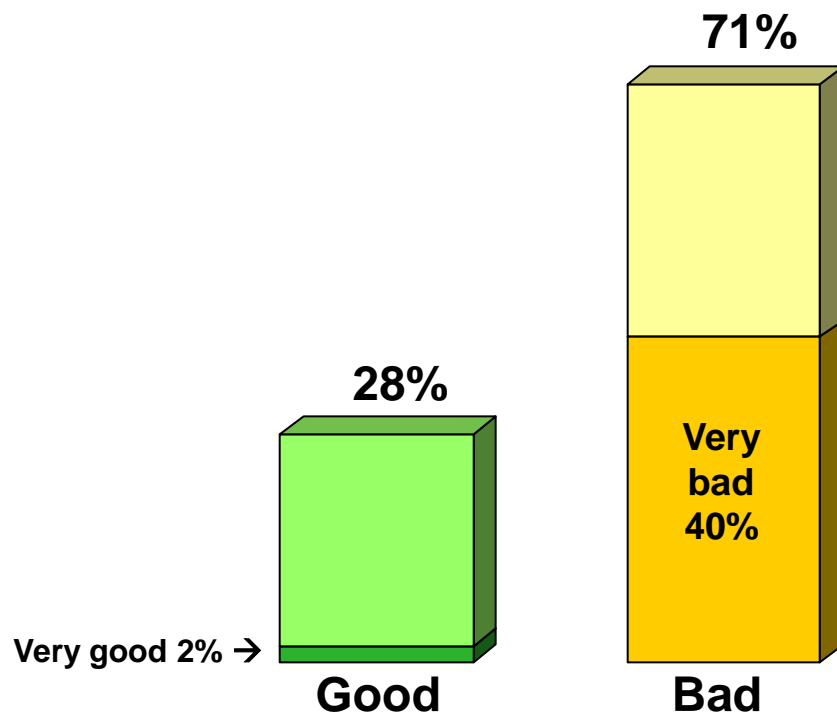
- ◆ This anxiety underscores the importance of strengthening Medicare and Social Security for current and future generations. Voters 50+ believe the next president and Congress will need to act to strengthen Medicare and Social Security for the future, and that both parties will have to come together to find a solution.
- ◆ 50+ voters in Wisconsin 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 (69%), strengthening Medicare (61%), reducing the budget deficit (66%), and taxes (60%).

# Wisconsin 50+ Voters' Financial Outlook: Dissatisfied & Anxious

# More Than Two-Thirds See National Economy In “Bad” Condition

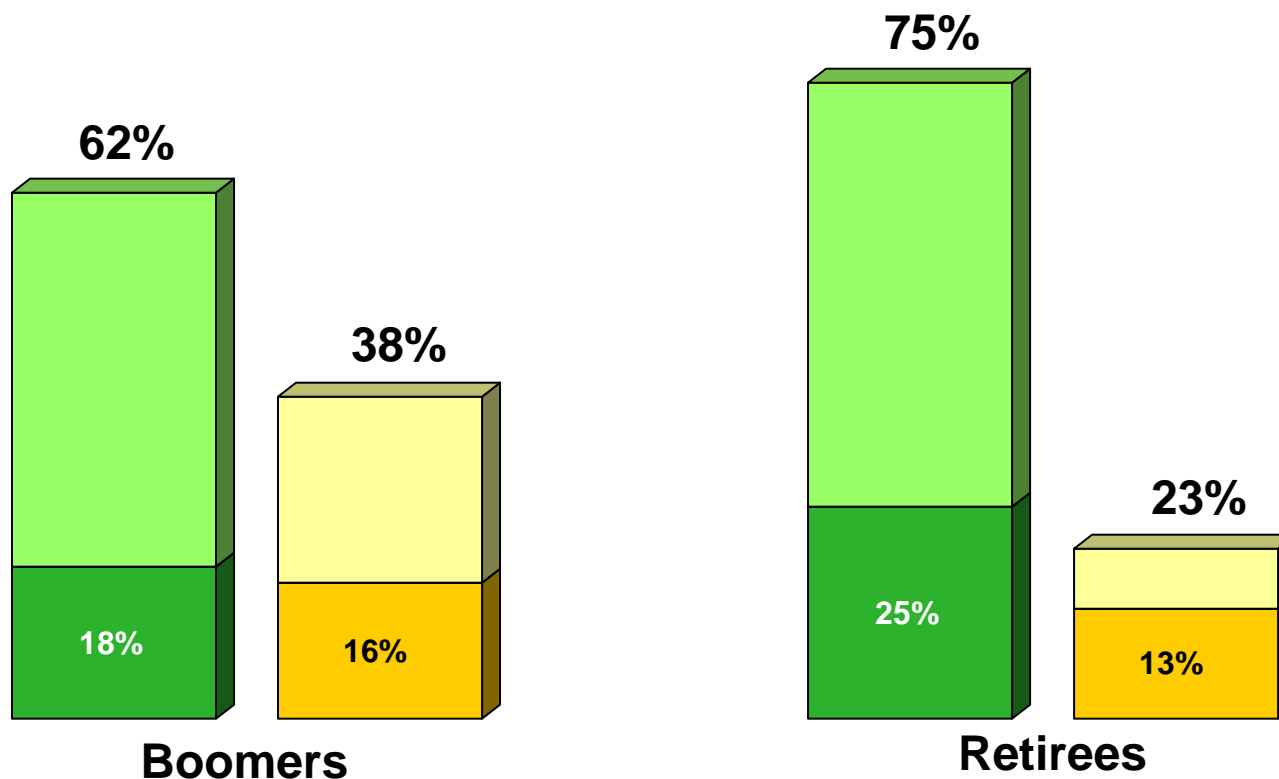
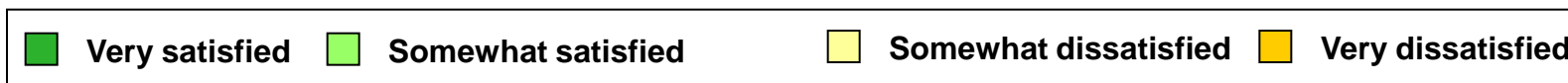
*How would you rate the condition of the national economy these days?*

Wisconsin voters age 50/over



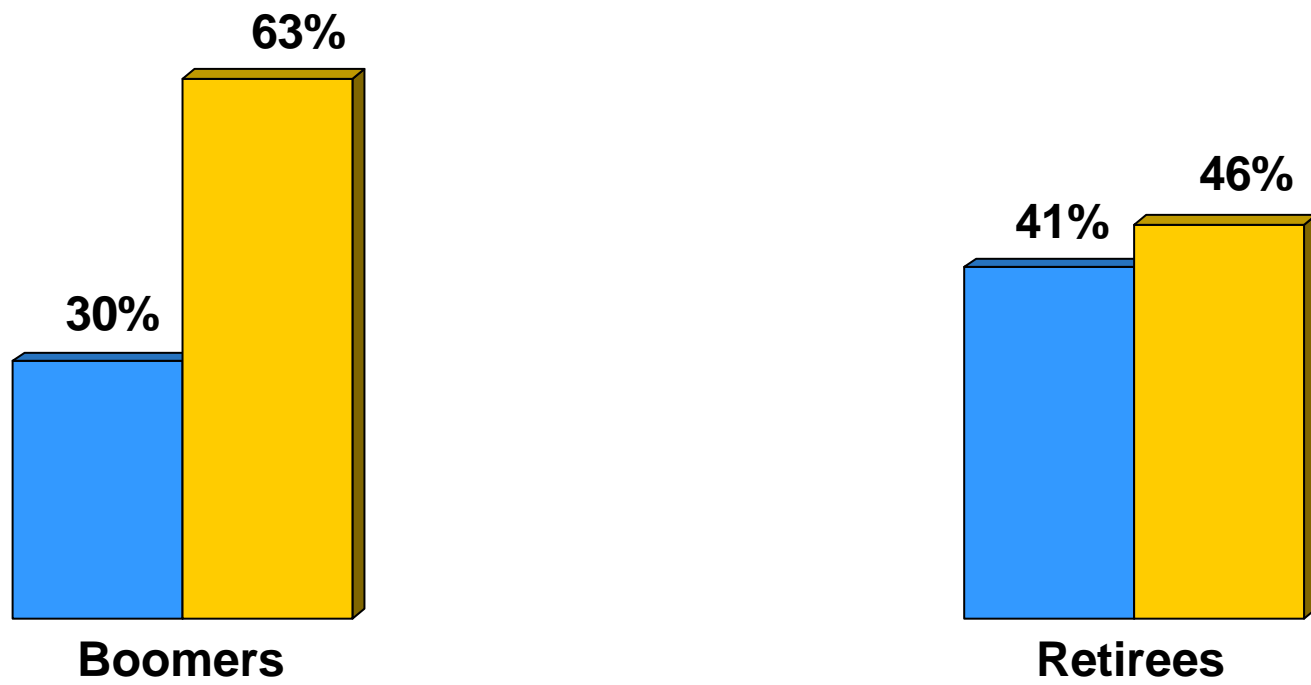
# Wisconsin Voters 50+ Fairly Satisfied With Their Personal Financial Situation, Though Boomers Less So

*How satisfied are you with your own financial situation today?*



# However, Wisconsin Voters 50+ Are Worried About Reaching Financial Goals

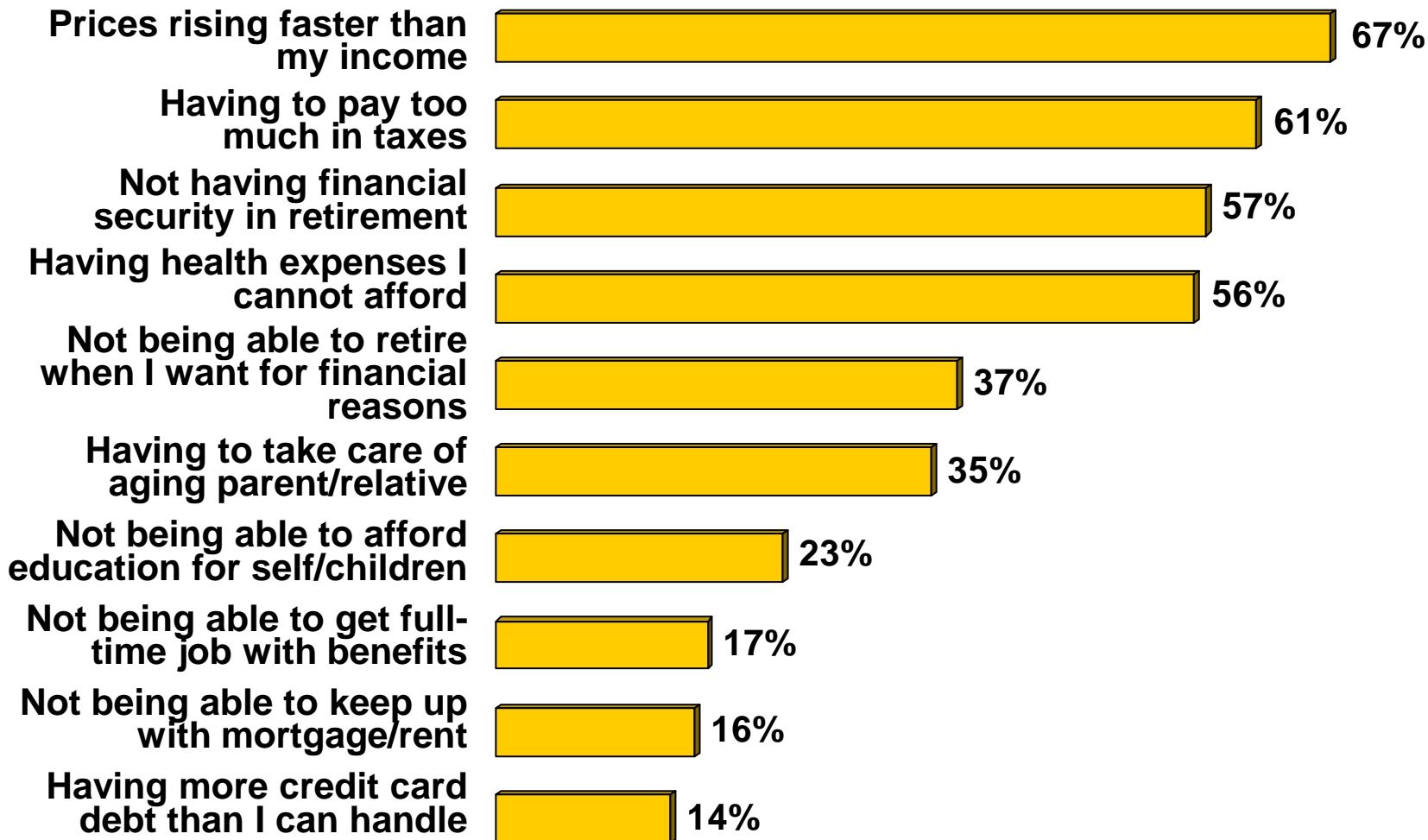
*Looking ahead to the next five years or so, how do you feel about being able to achieve your economic and financial goals?*





# Wisconsin 50+ Voters' Financial Worries

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

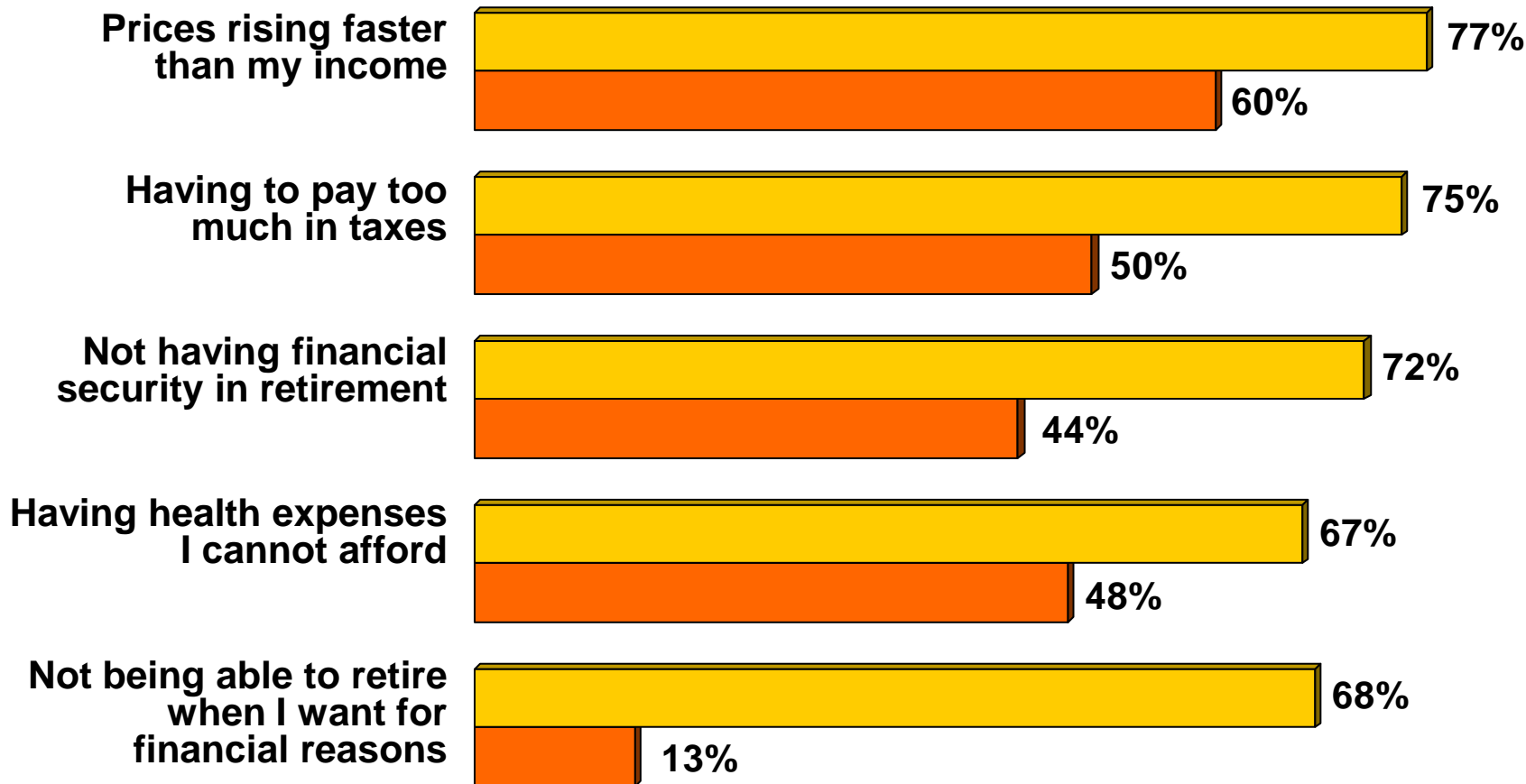


# Anxiety Index

- ◆ For each one of the top five economic concerns about which they say they are worried, voters 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

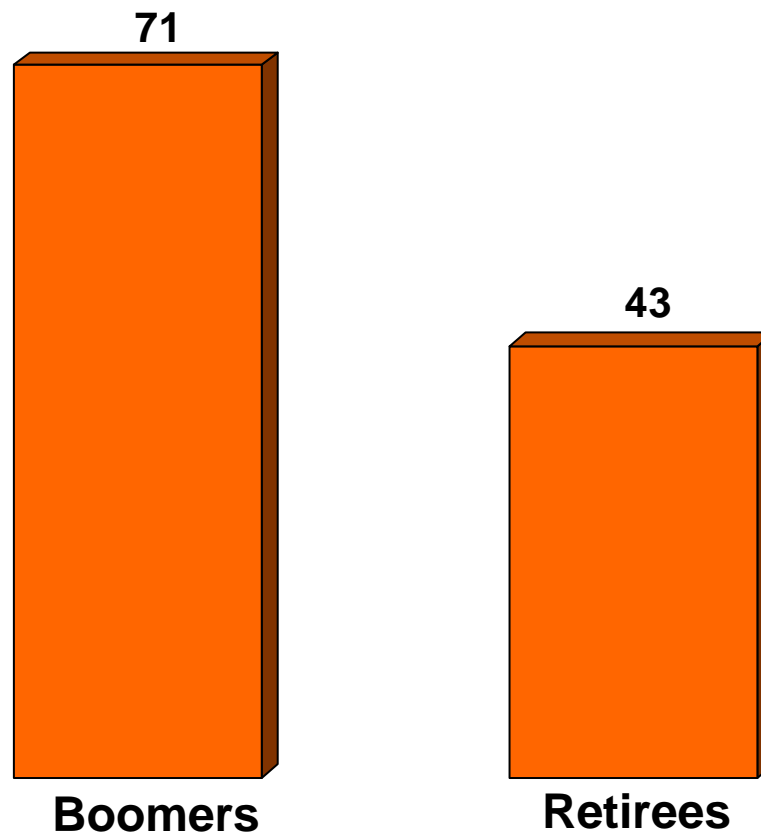
Wisconsin voters who worry very/somewhat often about this: ■ Boomers ■ Retirees



28% of Wisconsin Boomers are worried about not being able to find a full-time job with benefits.

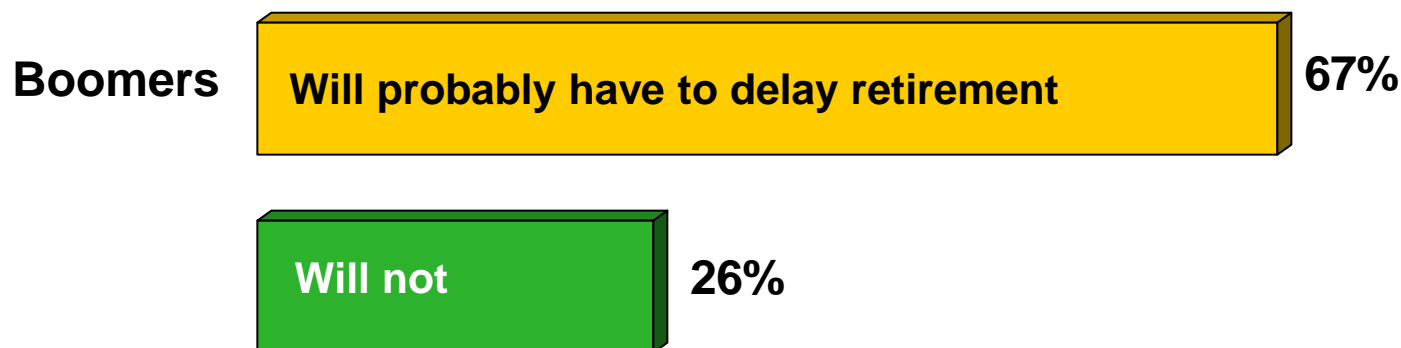
# Wisconsin Boomers Have Higher Rating On Anxiety Index

*Mean Anxiety Index Score*



# Two-Thirds Of Wisconsin Boomers Expect To Delay Retirement

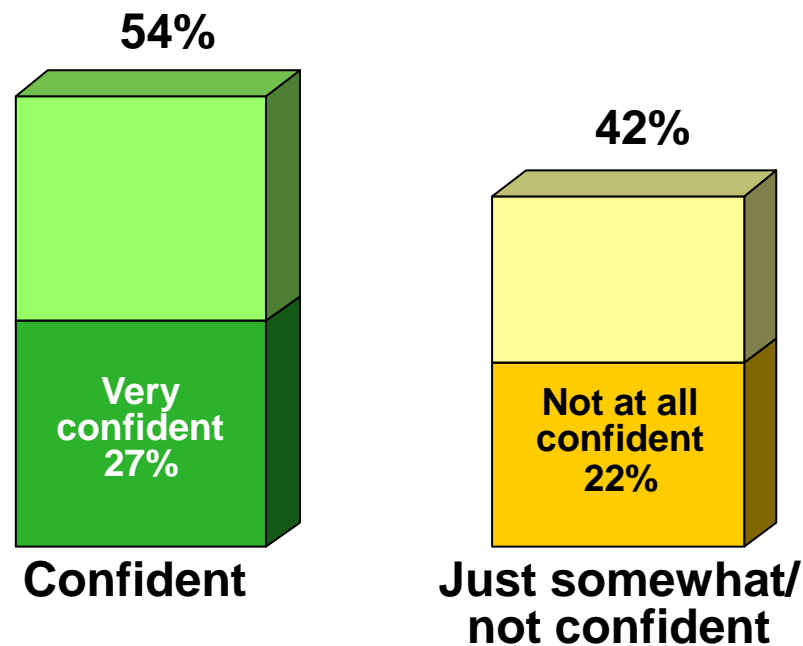
*Do you think you will end up delaying your retirement to save more money in order to be able to live comfortably in retirement?*



# Only Half Of Wisconsin Boomers Believe They Will *Ever* Be Able To Retire

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

## Boomers

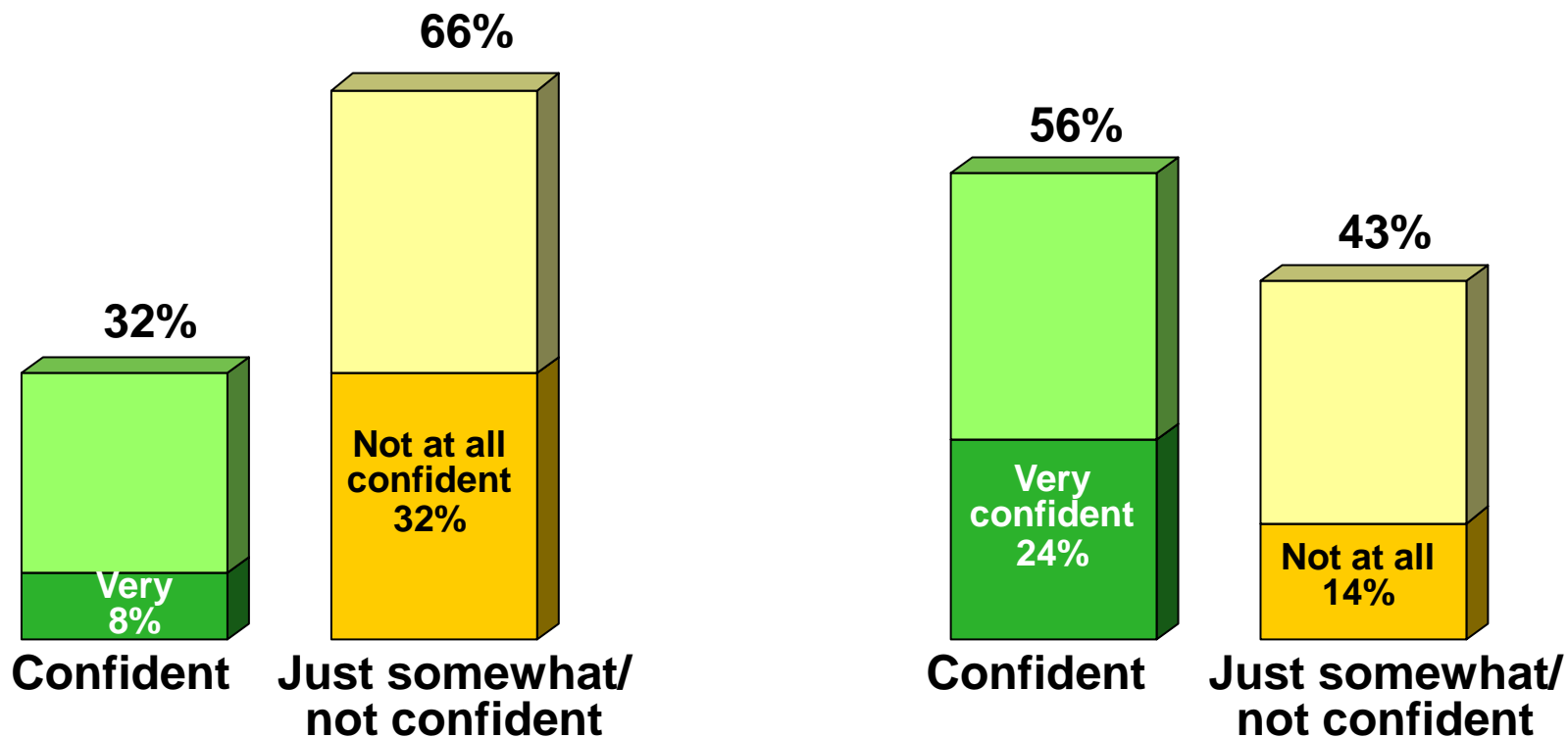


# Wisconsin Boomers Voice Little Confidence They Will Have Secure Retirement

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

Boomers

Retirees

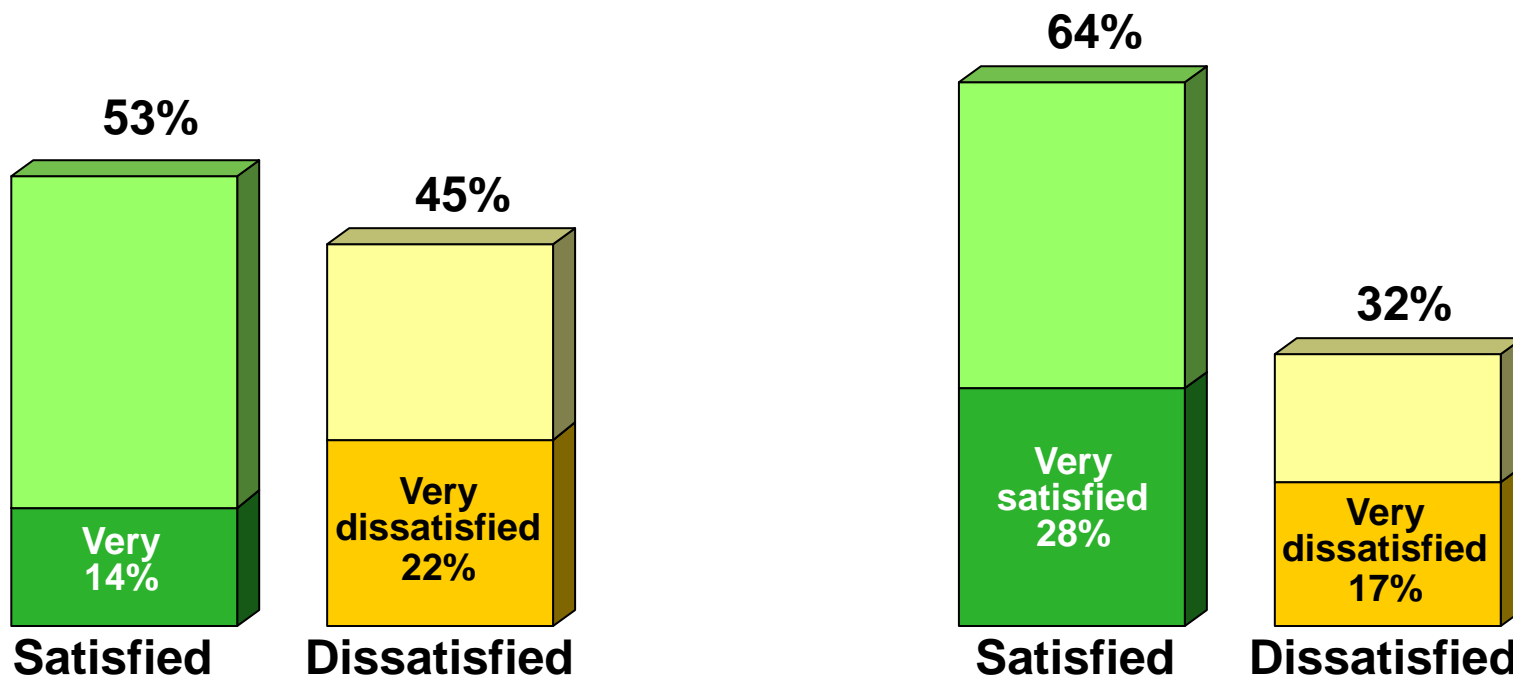


# Wisconsin 50+ Voters' Satisfaction With Retirement Savings

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

**Boomers**

**Retirees**

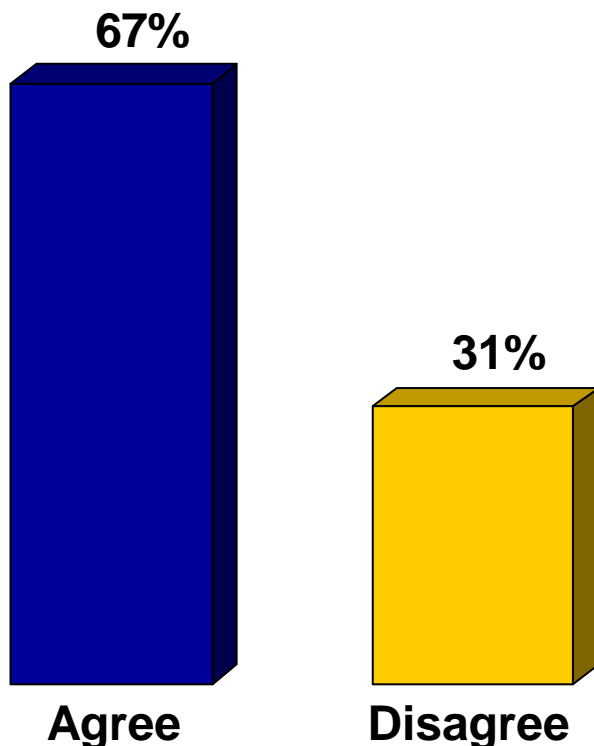




# Two-Thirds Of Wisconsin Boomers Plan To Rely On Social Security & Medicare Even More Due To Downturn

*“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*
Men	66%
Women	77%
Non-college graduates	79%

\*Among all Wisconsin voters 50+

# Wisconsin 50+ Voters And The 2012 Election

# Overview

- ◆ Wisconsin 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.

# Wisconsin 50+ Voters Affected By Economic Downturn And Political Gridlock

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

**Economic Downturn of Past 4 Years**

**Political Gridlock in Washington**

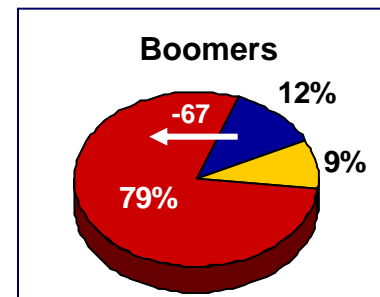
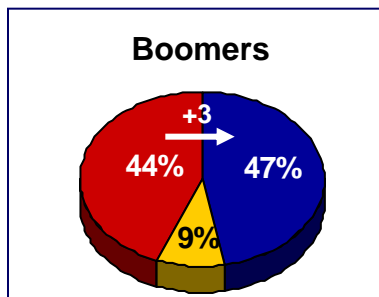
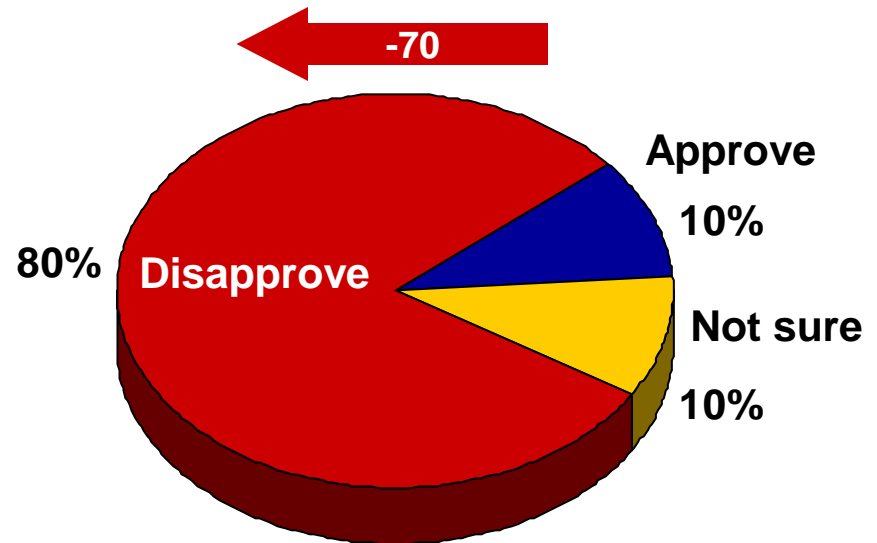


# Low Approval For President Obama And Congress

Job Approval of Barack Obama  
*Wisconsin voters age 50/over*

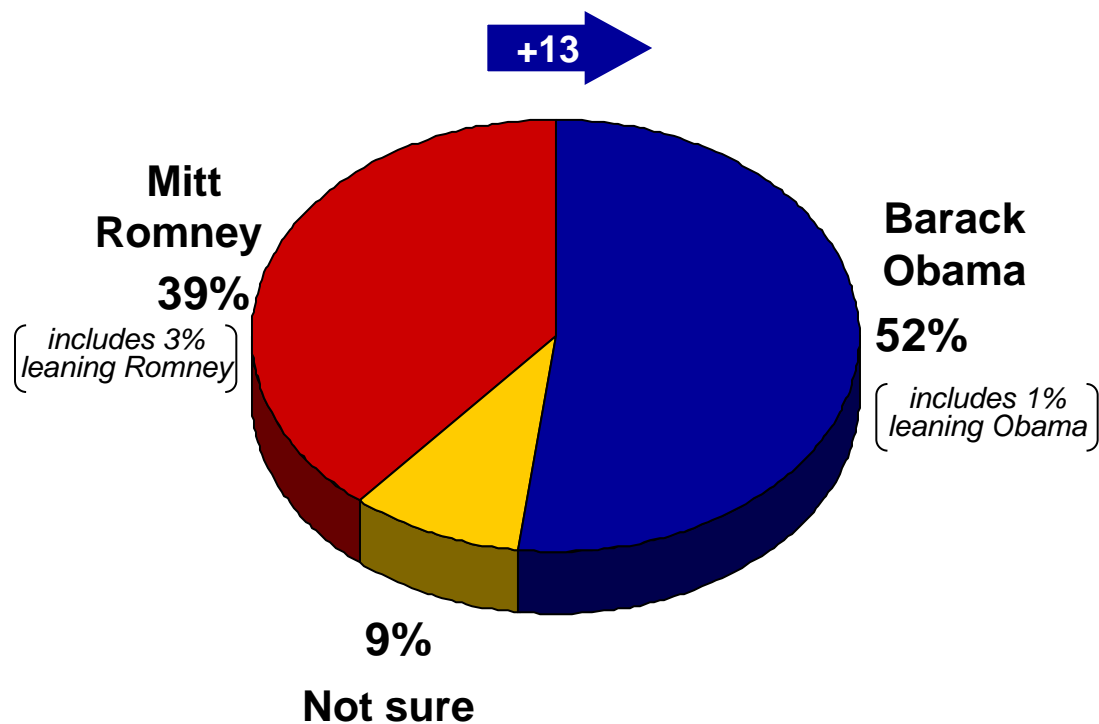


Job Approval of Congress  
*Wisconsin voters age 50/over*



# Wisconsin 50+ Voters' Presidential Preference

Presidential Trial Heat  
*Wisconsin voters age 50/over*



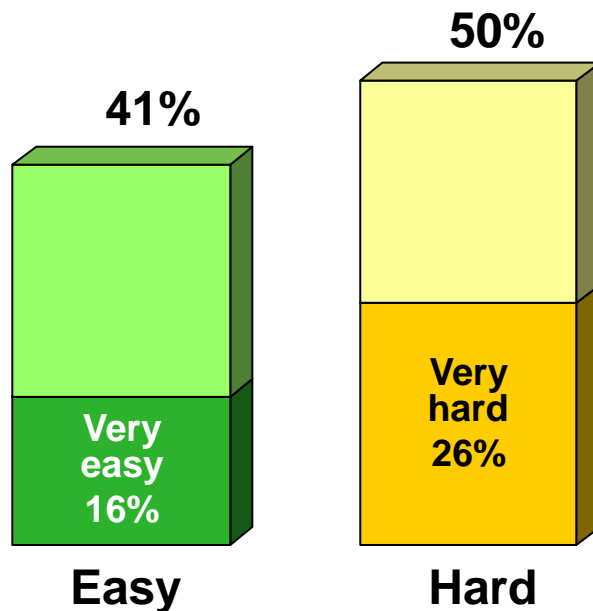
# Wisconsin 50+ Voters' Presidential Preference, Among Key Subgroups

	Obama voters	Romney voters	Differential: Obama – Romney
All voters age 50/over	52%	39%	+13
Boomers	53%	38%	+15
Retirees	53%	39%	+14
Whites	50%	40%	+10
Men	44%	46%	-2
Women	60%	31%	+29
Confidence in Retirement:			
Confident	56%	37%	+19
Not confident	49%	40%	+9
Regular voters	52%	41%	+11
Irregular voters	57%	24%	+33

# 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?*

Wisconsin voters age 50/over



Hard to find reliable information	
Obama voters	48%
Uncommitted	57%
Romney voters	52%

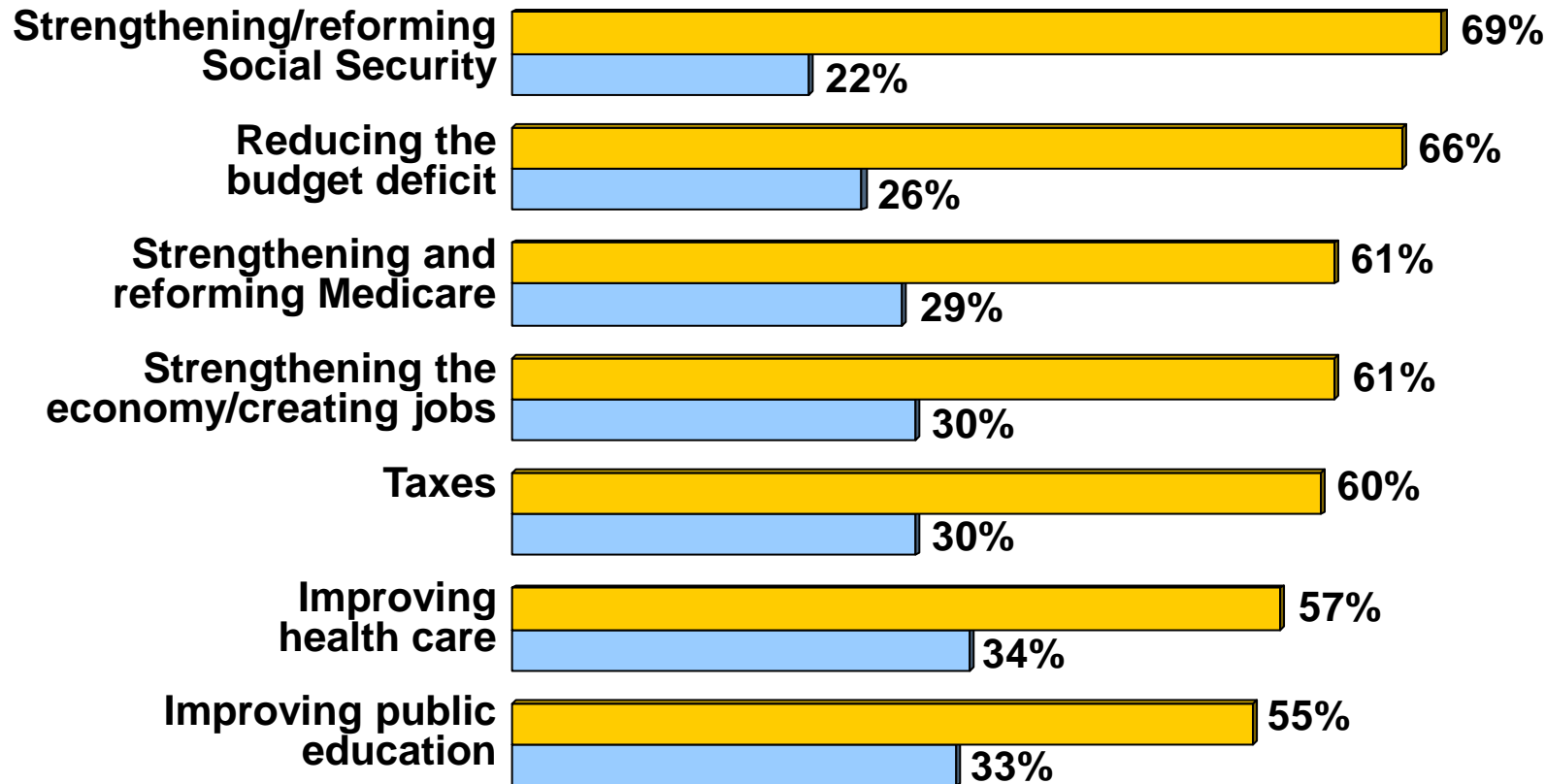


# Candidates Not Doing Good Job Explaining Their Plans For Addressing Key Problems

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

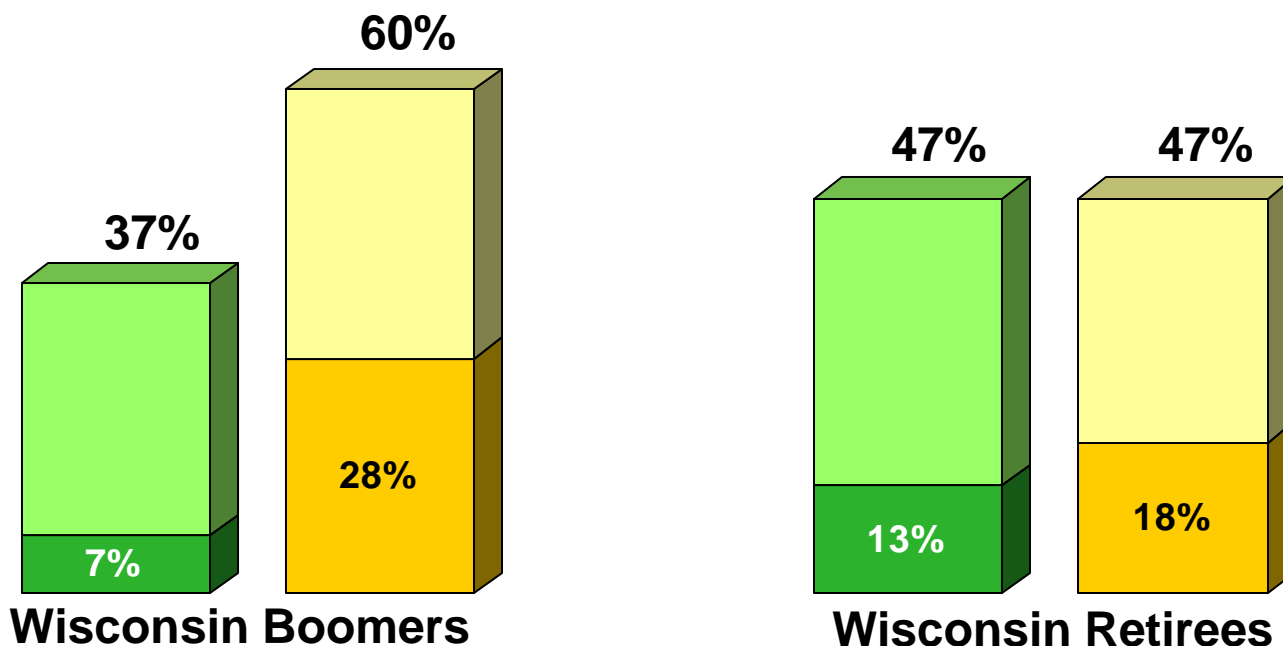
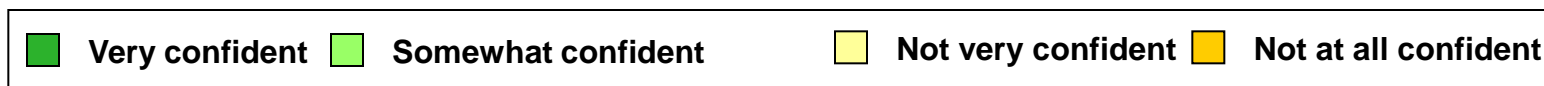


*Wisconsin voters age 50/over*



# Limited Confidence In Social Security, Especially Among Boomers

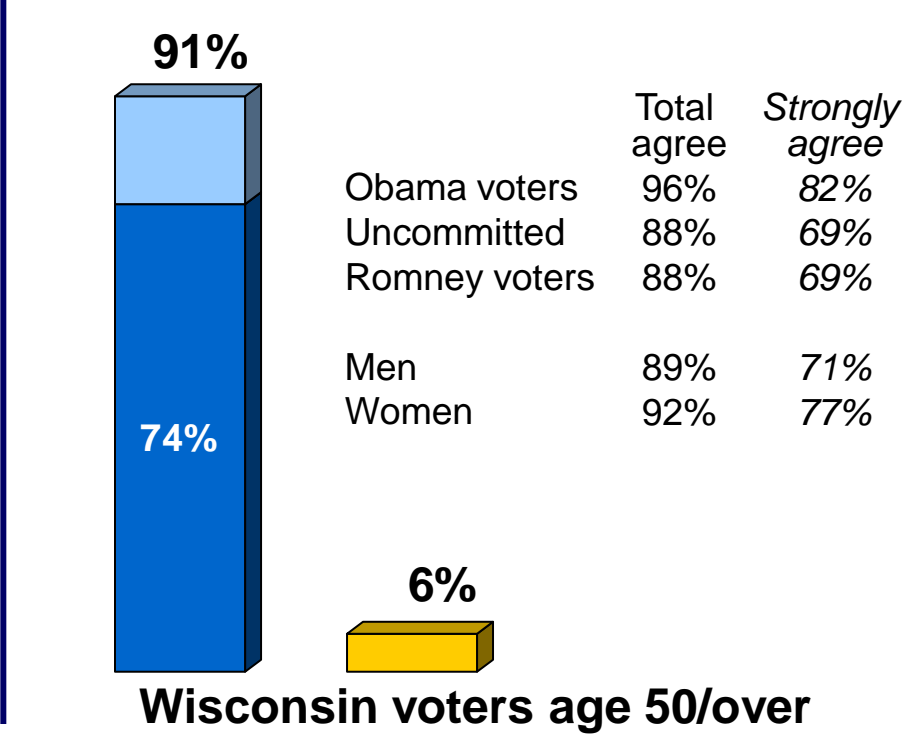
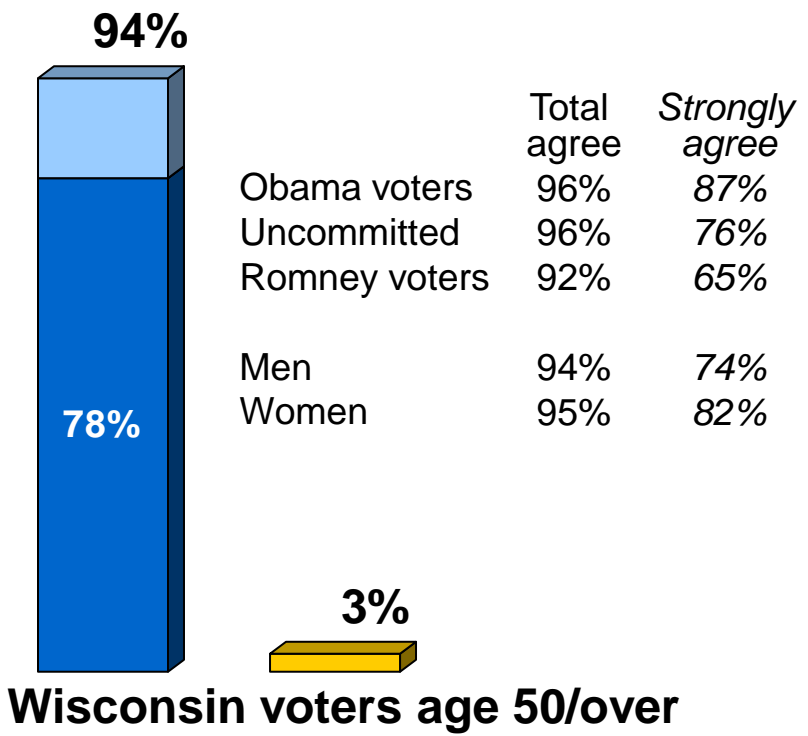
*How confident are you that Social Security will be there for you and for future generations?*



# Strengthening Social Security Is Critical For Economic Security

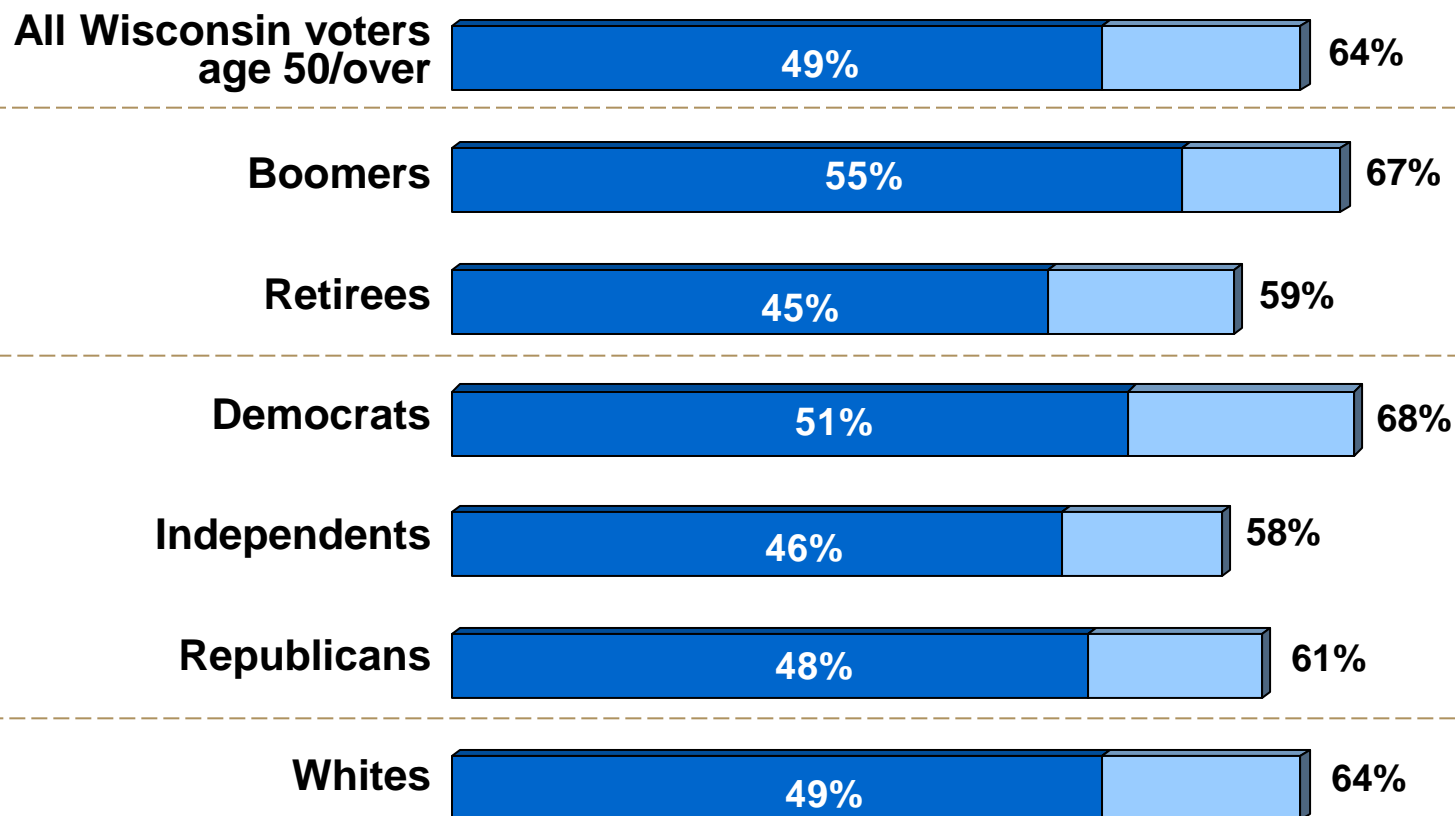
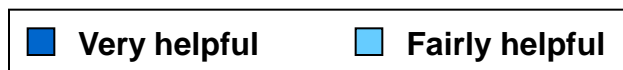
*“Social Security is critical to the economic security of seniors.”*

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



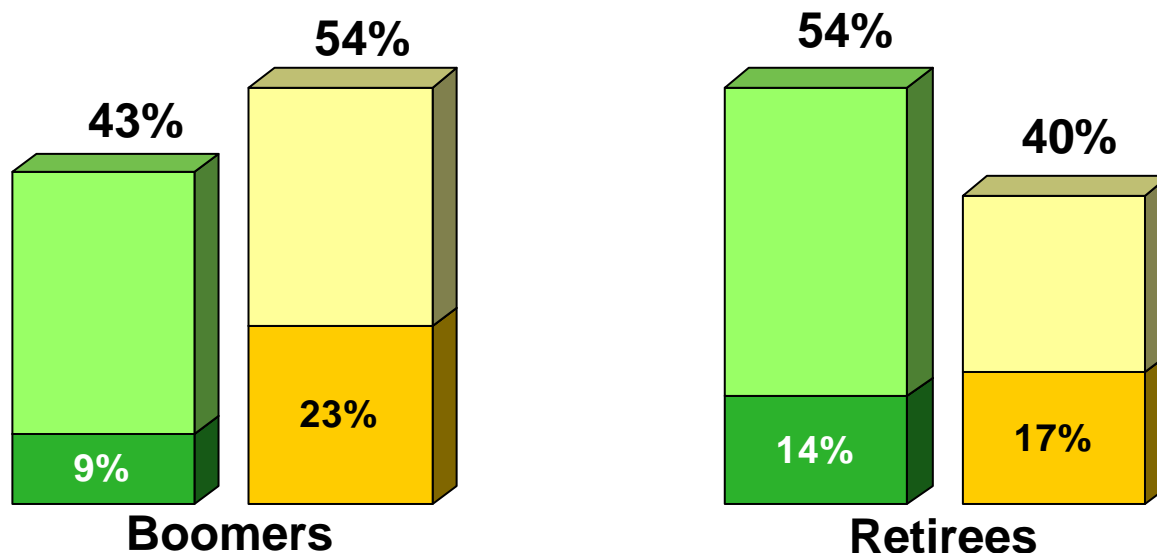
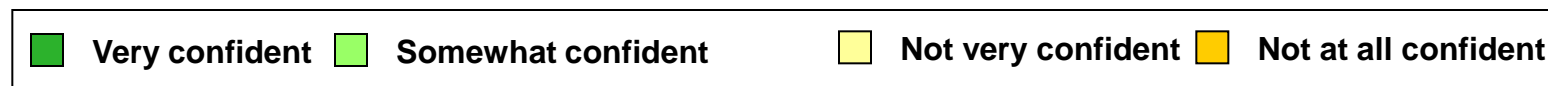
# Broad Interest In Candidates' Plans For Social Security

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



# Wisconsin Boomers Are Less Confident In Medicare's Future

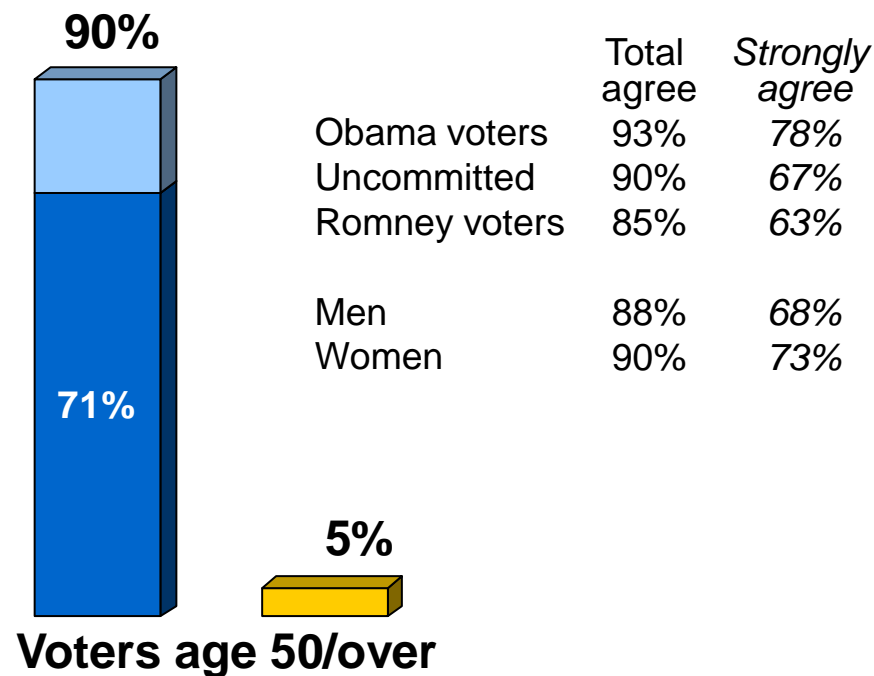
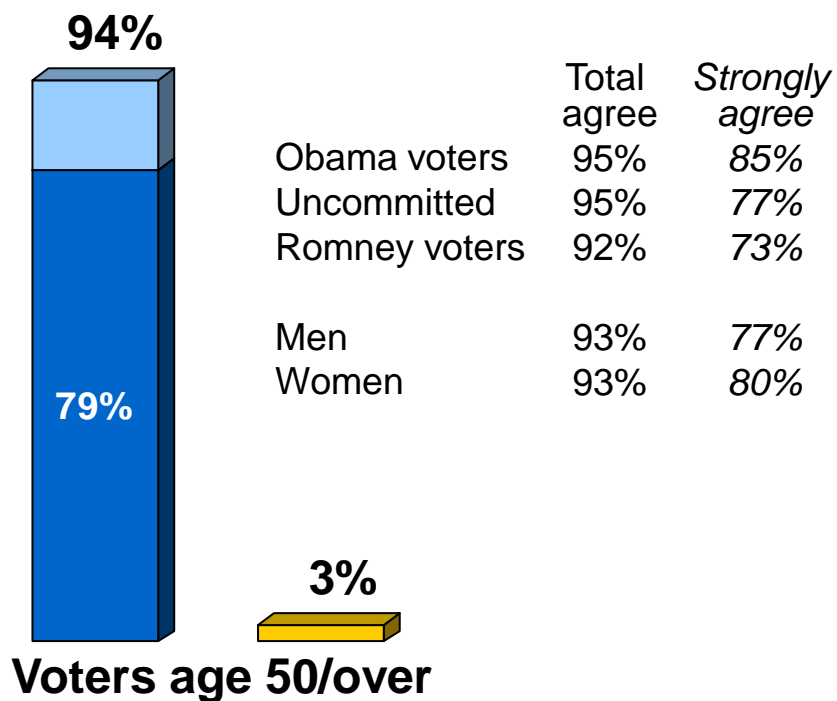
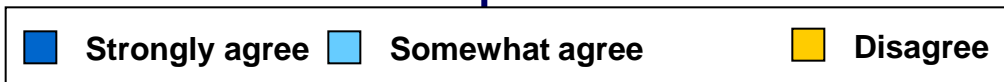
*How confident are you that Medicare will be there for you and for future generations?*



# Strong Commitment To Medicare Among 50+ Voters In Wisconsin

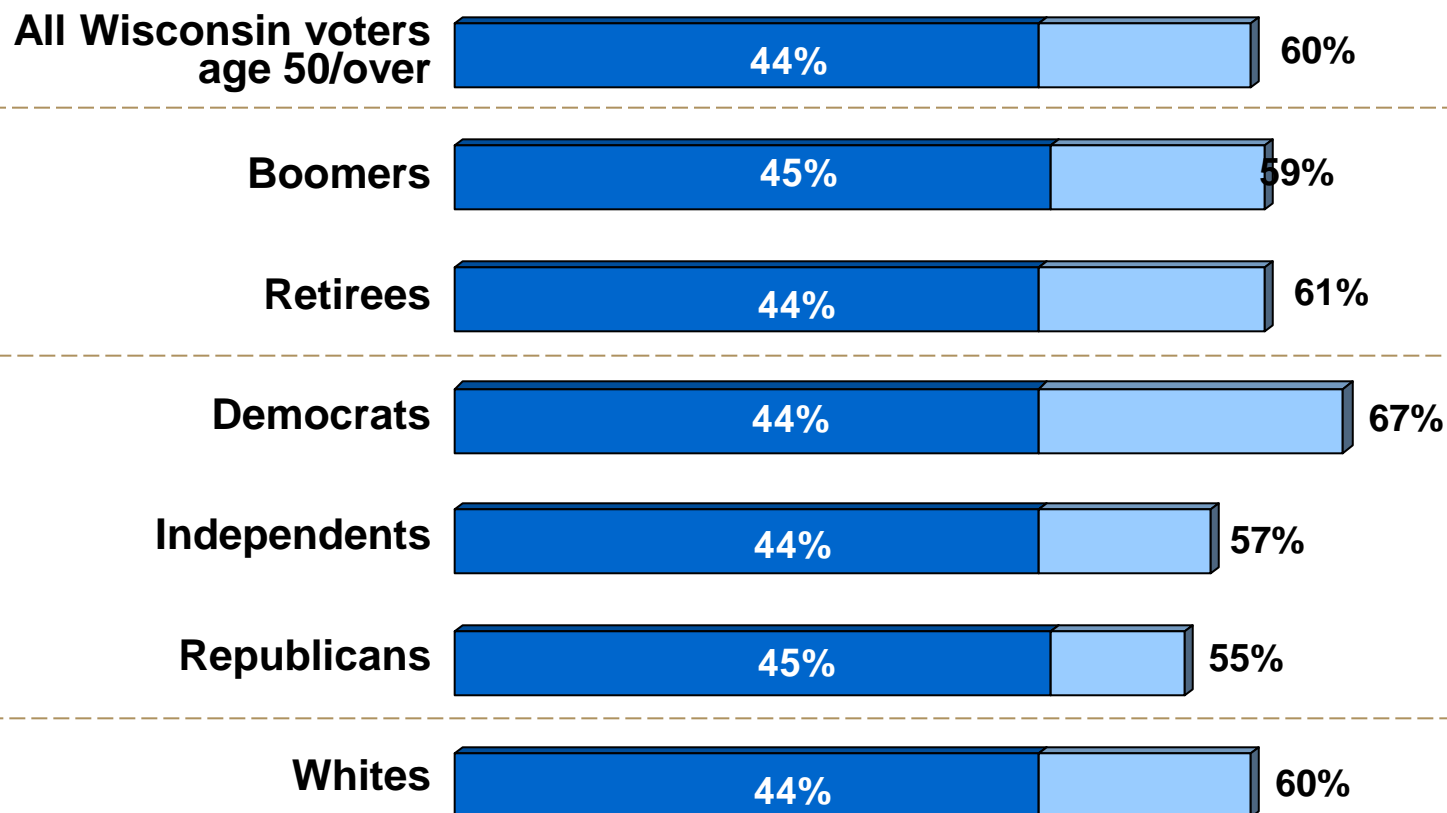
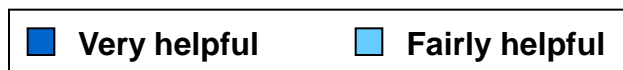
*“Medicare is critical to maintaining the health of seniors.”*

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



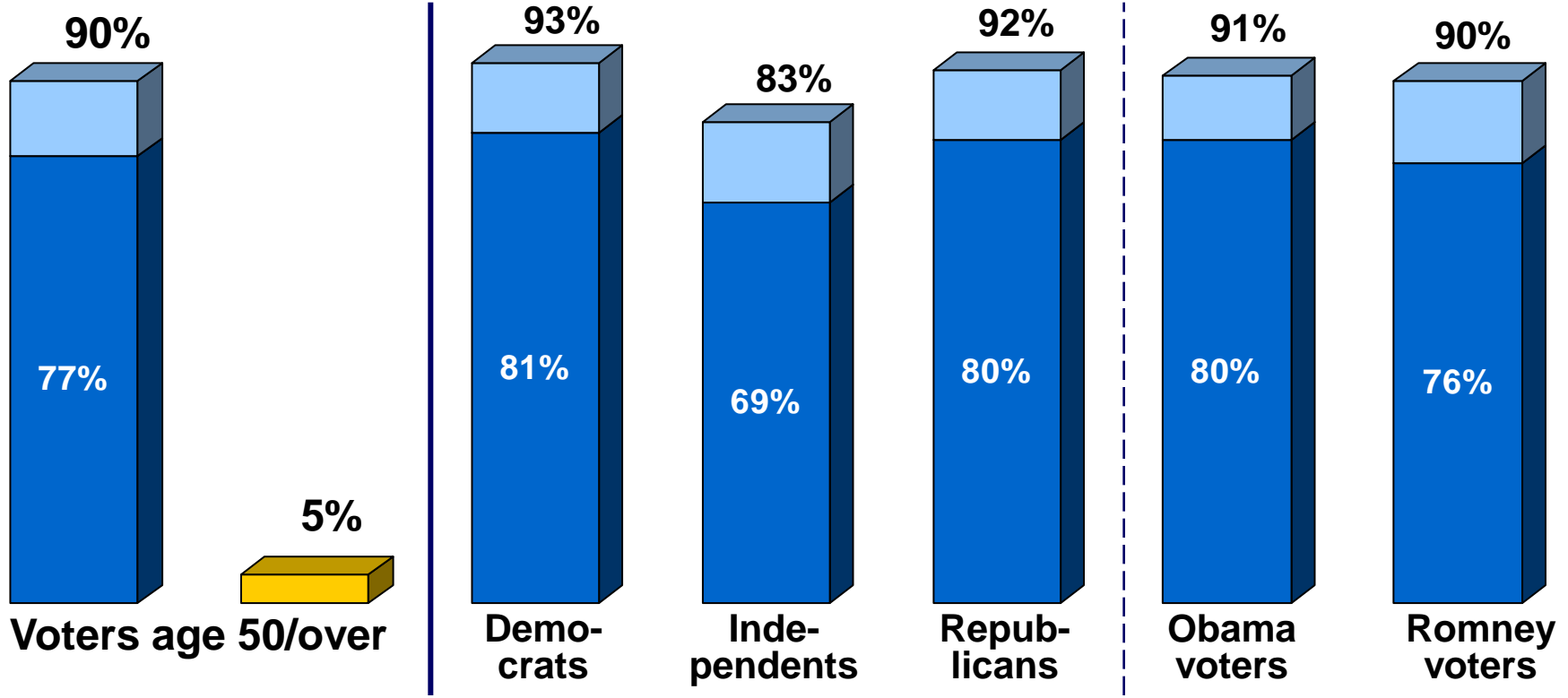
# Broad Interest In Candidates' Plans For Medicare

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



# Wisconsin 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."*







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