Issues of Importance to Wisconsin’s Adults Ages 45+

**Health Care**
- Staying mentally sharp: 93%
- Adequate health insurance coverage: 93%
- Staying physically healthy: 92%
- Medicare benefits available in the future: 90%
- Paying for health care expenses: 85%
- Developing or maintaining healthy behaviors: 77%

**Economic/Financial**
- Having financial security throughout your life: 92%
- Having enough income or savings to retire: 92%
- Social Security benefits available in the future: 90%
- Protecting yourself against unfair financial practices: 79%
- Protecting yourself against consumer fraud: 78%
- Being able to stop working at the age you want: 76%

**Independent Living/Long-Term Care**
- Staying in your own home as you get older: 81%
- Getting to the places you need to go independently: 80%
- Having high quality long-term care in your community: 78%
- Caring for a loved one: 76%

“For the following list of issues, please indicate how important each is to you personally.”

% “extremely important” or “very important”
Interviews were conducted with 703 residents of Wisconsin by landline (50%), cell phone (25%), and online (25%) between 11/11/19 and 11/20/19.

### 2019 AARP Survey of Wisconsin Adults Ages 45+ [Respondent Profile]

#### Age
- 45 to 49: 14%
- 50 to 64: 48%
- 65+: 39%

#### Education
- Some college or less: 67%
- 4-year college degree: 18%
- Post-graduate study or degree: 15%

#### Employment
- Full-time: 35%
- Part-time: 10%
- Retired: 46%

#### Marital Status
- Married/ living with partner: 59%
- Divorced/ separated: 16%
- Widowed: 12%
- Never married: 13%

#### Gender
- Female: 51%
- Male: 49%

#### Race/Ethnicity
- White/ Caucasian: 94%
- Other - Minority: 6%

#### Annual Household Income
- Less than $50,000: 42%
- $50,000 to less than $100,000: 33%
- $100,000+: 14%

#### Gender
- Female: 51%
- Male: 49%

#### Political Views
- Conservative: 35%
- Moderate: 33%
- Liberal: 21%

For more information on the methodology or the survey, contact state specific advisors: Aisha Bonner Cozad, abonner@aarp.org