VITAL VOICES

Issues That Impact Wisconsin Adults Age 45 and Older, August 2022

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INTRODUCTION

There are currently about 115 million Americans who are 50 and older; this number will grow to 157 million by 2050. The 50 and older population is and will continue to be an essential contributor to American society. Understanding the needs and opinions of older Americans is critical to ensuring they live longer and healthier lives.

Vital Voices, launched in 2019, is an exciting program of research undertaken by AARP. Through this research program, we have the ability to once again deliver critical, current, and state-specific data to 53 states and territories on a rolling three-year schedule between 2022 and 2024. We are making this data available to the public to assist with the development of programs, products, and policies for older adults. Beginning in Cycle 2 of the program, we look forward to uncovering trends that can guide your areas of focus. Specifically, this data will allow those in leadership positions to:

• Predict the need for a specific program or interest in a specific issue.
• Enhance program and product innovation and development.
• Track issues and attitudes over time to assess shifts in public opinion.
• Take action on critical advocacy issues.

Never before has AARP conducted a research program of this size and with this much promise. We give it to you, hoping that it will significantly impact the work you do.
Survey Results for Wisconsin-Health Questions

Issues That Impact Wisconsin Adults Age 45 and Older
Wisconsin residents age 45+ think many healthcare issues are important, with staying mentally sharp topping the list. Significantly more Wisconsin residents age 45+ think paying for prescription drugs is important in 2022.

### Important Healthcare Issues

- **Staying mentally sharp**: 93% (2019) vs. 91% (2022)
- **Having adequate health insurance coverage**: 93% (2019) vs. 90% (2022)
- **Being able to afford health care expenses, including premiums and co-pays**: 88% (2019) vs. 90% (2022)
- **Having Medicare benefits available to you in the future**: 86% (2019) vs. 90% (2022)
- **Being able to pay for prescription drugs**: 78% (2019) vs. 83% (2022)

I1. For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’) 

† † indicates a significantly higher/lower percentage compared to the prior wave at the 95% confidence level.
One in five (20%) Wisconsin residents age 45+ are currently providing unpaid help to an adult relative or friend.

- Yes, I am currently providing care
- Yes, I have provided care in the past
- No

**CAREGIVING ISSUES**

C2_CARE1. Are you currently or have you ever provided unpaid help to a relative or friend 18 years or older to help them take care of themselves? (n=702)
Survey Results for Wisconsin-Wealth Questions

Issues That Impact Wisconsin Adults Age 45 and Older
**ISSUES OF IMPORTANCE**

Significantly fewer Wisconsin residents age 45+ think having adequate Social Security benefits and having enough income or savings to retire is important in 2022 compared to 2019, though these economic issues still top the list.

### Important Economic Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>2019 (%)</th>
<th>2022 (%)</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having adequate Social Security benefits</td>
<td>90%</td>
<td>86%</td>
<td>↓</td>
</tr>
<tr>
<td>Having enough income or savings to retire</td>
<td>81%</td>
<td>87%</td>
<td>↑</td>
</tr>
<tr>
<td>Protecting yourself against consumer fraud</td>
<td>78%</td>
<td>81%</td>
<td>↑</td>
</tr>
<tr>
<td>Having access to affordable high-speed Internet</td>
<td>N/A</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td>Protection from age discrimination</td>
<td>59%</td>
<td>57%</td>
<td>↓</td>
</tr>
</tbody>
</table>

↑ ↓ indicates a significantly higher/lower percentage compared to the prior wave at the 95% confidence level.

**Note:** For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’)

<table>
<thead>
<tr>
<th>Issue</th>
<th>2019 (n=703)</th>
<th>2022 (n=702)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having adequate Social Security benefits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Having enough income or savings to retire</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Protecting yourself against consumer fraud</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Having access to affordable high-speed Internet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Protection from age discrimination</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Most (86%) Wisconsin residents age 45+ strongly or somewhat support providing family caregivers with a tax credit to help offset the money spent caring for older parents, spouses, or other loved ones.

Support for a Tax Credit to those Providing Caregiving

- Strongly support: 55%
- Somewhat support: 31%
- Neither support nor oppose: 6%
- Somewhat oppose: 4%
- Strongly oppose: 3%
- Don't know/refused: 3%
Many in Wisconsin, especially those who work for small businesses, do not have a way to save for retirement at work. One way to help more residents save would be for Wisconsin to set up a retirement savings program. The program offers retirement savings workers control, by allowing them to choose whether to participate, decide how much to contribute, and take their account with them if they change jobs. Workers save for retirement using pre-tax money automatically taken out of their regular paycheck. The program would be managed as a public-private partnership.

Do you support or oppose this program?

(n=702)

Nearly three-quarters (71%) of Wisconsin residents age 45+ would strongly support or somewhat support a Wisconsin retirement savings program.

Support for a Wisconsin Retirement Savings Program

- Strongly support/ somewhat support
- Somewhat oppose/ strongly oppose
- Neither support nor oppose
- Don't know/ refused
COMM5. How do you rate your current community as a place for people to live as they age? (n=702)

Over half (57%) of Wisconsin residents age 45+ rate their current community as an excellent or very good place for people to live as they age.

Rating of Current Community as a Place to Live as You Age

- Excellent: 39%
- Very good: 30%
- Good: 18%
- Fair: 10%
- Poor: 2%
- Don't know/ refused: 2%
Four in ten (41%) Wisconsin residents age 45+ are concerned about their ability to pay utility bills in the coming years.

C2_HOU3. How concerned are you about your…? (n=702)
Most (88%) Wisconsin residents age 45+ believe elected leaders should place a very high, fairly high, or somewhat of a priority on affordable housing.
Survey Results for Wisconsin-Livable Communities Questions

Issues That Impact Wisconsin Adults Age 45 and Older
While aging in place remains extremely or very important to four in five (82%) Wisconsin residents age 45+ in 2022, importance of having high quality long-term care in their community decreased significantly since 2019 - from 77% to 72%.

### Important Independent Living Issues

- **Staying in your own home as you get older**
  - 2019: 80%
  - 2022: 82%

- **Getting to the places you need to go independently**
  - 2019: 80%
  - 2022: 81%

- **Having high quality long-term care in your community**
  - 2019: 77%
  - 2022: 72%

- **Having affordable housing in your community**
  - 2019: N/A
  - 2022: 69%

11. For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’)

↑ ↓ indicates a significantly higher/lower percentage compared to the prior wave at the 95% confidence level.
Most (84%) Wisconsin residents age 45+ strongly or somewhat support increasing state funding so more licensed inspectors are available to inspect and evaluate the quality of care provided in nursing home facilities.

Support for Wisconsin Increasing State Funding For Nursing Home Facilities Inspections

- Strongly support: 54%
- Somewhat support: 30%
- Neither support nor oppose: 7%
- Somewhat oppose: 5%
- Strongly oppose: 2%
- Don't know/refused: 3%

C2_NHR5. Do you support or oppose increasing state funding so more licensed inspectors are available to inspect and evaluate the quality of care that nursing home facilities are providing residents in Wisconsin? (n=702)
NURSING HOME REFORM

Most (94%) Wisconsin residents age 45+ strongly or somewhat support being able to hold nursing home facilities accountable for neglect, abuse, and mistreatment of residents.

Support for Holding Nursing Home Facilities Accountable for Neglect, Abuse, and Mistreatment

- Strongly support (17%)
- Somewhat support (77%)
- Neither support nor oppose (3%)
- Somewhat oppose (1%)
- Strongly oppose (1%)
- Don't know/refused (1%)

C2_NHR3. Do you support or oppose making sure that nursing home residents and their families can hold nursing homes and other long-term care facilities accountable through the courts if these facilities have neglected, mistreated, or abused those in their care? (n=702)
Similar to 2019, Wisconsin residents age 45+ provided mixed ratings for their community’s public transportation. However, affordable housing saw a significant decrease in excellent or very good ratings since 2019.

**Community Public Transportation**

<table>
<thead>
<tr>
<th>Service</th>
<th>Excellent/ Very good</th>
<th>Good</th>
<th>Fair/ Poor</th>
<th>Don't know/ Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special transportation services for people with disabilities and older adults</td>
<td>28%</td>
<td>30%</td>
<td>31%</td>
<td>10%</td>
</tr>
<tr>
<td>Well-maintained public transportation vehicles</td>
<td>25%</td>
<td>27%</td>
<td>29%↓</td>
<td>19%</td>
</tr>
<tr>
<td>A variety of housing options for older adults</td>
<td>25%</td>
<td>33%</td>
<td>34%</td>
<td>8%</td>
</tr>
<tr>
<td>Accessible and convenient public transportation</td>
<td>24%</td>
<td>25%</td>
<td>41%↓</td>
<td>10%</td>
</tr>
<tr>
<td>Affordable public transportation</td>
<td>24%</td>
<td>26%</td>
<td>36%↓</td>
<td>15%</td>
</tr>
<tr>
<td>Accessible housing</td>
<td>22%</td>
<td>30%</td>
<td>40%↑</td>
<td>8%</td>
</tr>
<tr>
<td>Safe public transportation stops or areas that are accessible to people of varying physical abilities</td>
<td>22%</td>
<td>26%↑</td>
<td>36%↓</td>
<td>15%</td>
</tr>
<tr>
<td>Timely public transportation</td>
<td>21%</td>
<td>24%↑</td>
<td>40%↓</td>
<td>16%</td>
</tr>
<tr>
<td>Affordable housing</td>
<td>17%↓</td>
<td>32%</td>
<td>44%↑</td>
<td>6%↓</td>
</tr>
</tbody>
</table>

**TRA2.** Would you rate your community as excellent, very good, good, or poor on the following? (n=702)

↑ ↓ indicates a significantly higher/lower percentage compared to the prior wave at the 95% confidence level.
PEDESTRIAN SAFETY

Just over half (54%) of Wisconsin residents age 45+ find that pedestrian crossings are clearly marked and have both audio and visual signals.

<table>
<thead>
<tr>
<th>Livable Community Features</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Streets and intersections well-lit, accessible, and safe for all users</td>
<td>75%</td>
</tr>
<tr>
<td>Sidewalks in good condition, safe for pedestrians, and accessible for people using wheelchairs or other mobility devices</td>
<td>71%</td>
</tr>
<tr>
<td>Pedestrian crossings clearly marked and have both audio and visual signals</td>
<td>54%</td>
</tr>
</tbody>
</table>

C2_PS1. In your community, are the...? (Percent ‘Yes’)
(n=702)
Safe streets are extremely or very important to four in five (83%) Wisconsin residents age 45+, a significant increase from 2019.

### Important Livable Community Features

- **Safe streets**: 83% (2022) vs. 78% (2019)
- **Sidewalks**: 40% (2022) vs. 38% (2019)
- **Public transportation**: 31% (2022) vs. 27% (2019)

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1. For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’) (n=702)

↑ ↓ indicates a significantly higher/lower percentage compared to the prior wave at the 95% confidence level.
In August 2022, AARP engaged ANR Market Research Consultants to conduct a quantitative research study among Wisconsin residents age 45 and older. Topics included healthcare, the economy, financial issues, independent living, long-term care, caregiving, and retirement issues.

702 Interviews
Wisconsin Adults Age 45+
Fielded in August 2022

ANR completed a total of 702 interviews (206 via landline telephone, 175 via cell phone, and 321 online). Respondents were screened to meet the following criteria:

- Age 45+
- Resident of Wisconsin

Survey length averaged 18 minutes by telephone and 14 minutes online.
Sampling Procedure

Landline, cell phone, and online sampling were used for this research, with the telephone sample drawn randomly from a list of Wisconsin residents age 45 and older, purchased from Aristotle, and online sample provided by Fulcrum. A total of 30,996 records were utilized. The list of 2,535,142 Wisconsin residents age 45 and older was randomly divided into 2,536 replicates of 1,000 records for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 31 replicates representing a total of 30,996 records were dialed to complete the telephone portion of this study.

The sample of 702 respondents yields a maximum statistical error of ±3.7% at the 95% level of confidence. (This means that in 95 out of 100 samples of this size, the results obtained in the sample would be within ±3.7 percentage points of the results obtained had everyone in the population been interviewed.)

Interview Methodology

The survey was launched on August 8, 2022 and closed on August 15, 2022.

Telephone interviewing was active between 5:30 p.m. and 9:00 p.m., with some additional calling done between 10:00 a.m. and 4:00 p.m. If necessary, up to 8 call attempts per telephone number were made to reach an eligible respondent. All numbers were called at multiple times of the day as well as days of the week to maximize each resident’s opportunity for inclusion in the study.

Percentages of some questions may exceed 100% due to rounding or the use of multiple response question formats.

All data have been weighted by age, gender, and race/ethnicity according to 2018 U.S. Census Bureau Current Population Survey (CPS) statistics.
AARP is the nation’s largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation’s largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit [www.aarp.org](http://www.aarp.org) or follow @AARP and @AARPadvocates on social media.
CONTACT

Aisha Bonner Cozad, PhD.,
ABonner@aarp.org

For media inquiries, please contact media@aarp.org.

This research was designed and executed by AARP Research.