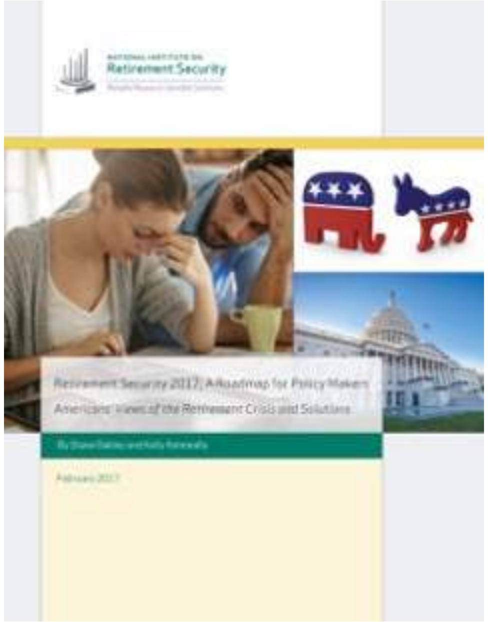
# NEW Public Opinion Research Reports
# National and Colorado Findings
# Member Webinar | March 14, 2017





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Reliable Research. Sensible Solutions.

# Agenda

- Logistics & Introductions
- Research Review
- Communicating & Localizing the Findings
- Q&A


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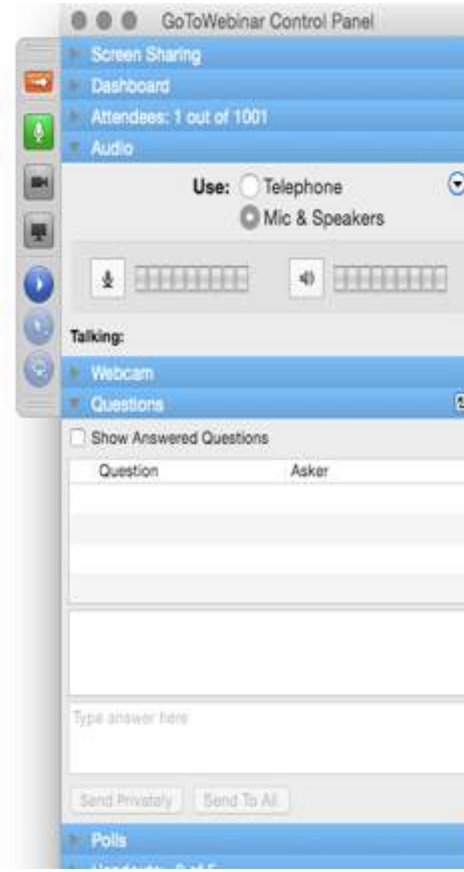
# Logistics

- Attendees in listen only mode.

- Questions are welcome. Type in using the “Question” function on control panel. We will read aloud and respond.

- For audio or technical issues during the webinar, please call GoToWebinar at 1-800-263-6317.

- Replay of the webinar will be posted in Members Only section of NIRS’ web site.

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# Speakers

**Diane Oakley**
Executive Director
National Institute on Retirement Security

**Tara May**
Chief Communications Officer
Colorado PERA

# Why These Reports?

- National study conducted every two years to measure Americans' sentiment over time regarding retirement and policy solutions.

- Colorado measures local sentiment.

- Conducted by leading pollster, Greenwald & Associates, as telephone survey.

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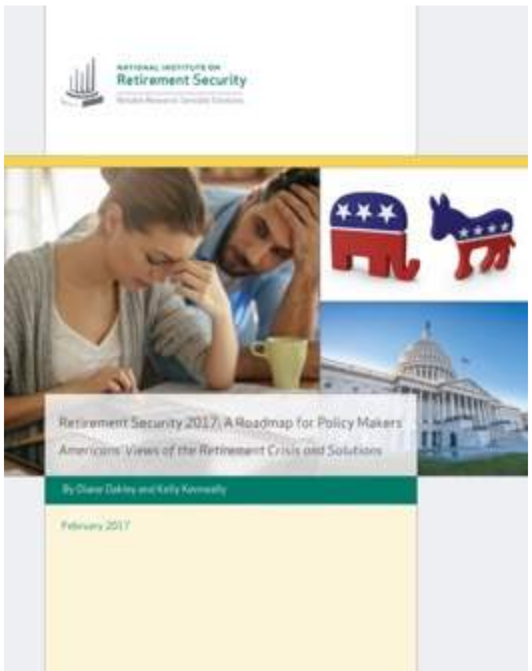
# National Findings




**NIRS** and **GREENWALD** asked Americans:

In your own words, how would you describe how you feel/felt about preparing for retirement?

# Retirement Security 2017
# What We Found

| | | |
|---|---|---|
| 1 | Across party lines, Americans are worried about economic insecurity in retirement. | 76% |
| 2 | Americans in overwhelming numbers continue to believe the nation faces a retirement crisis. | 88% |
| 3 | Americans regard pensions as a route to economic security in retirement, see them as better than 401(k) plans. | 82% |

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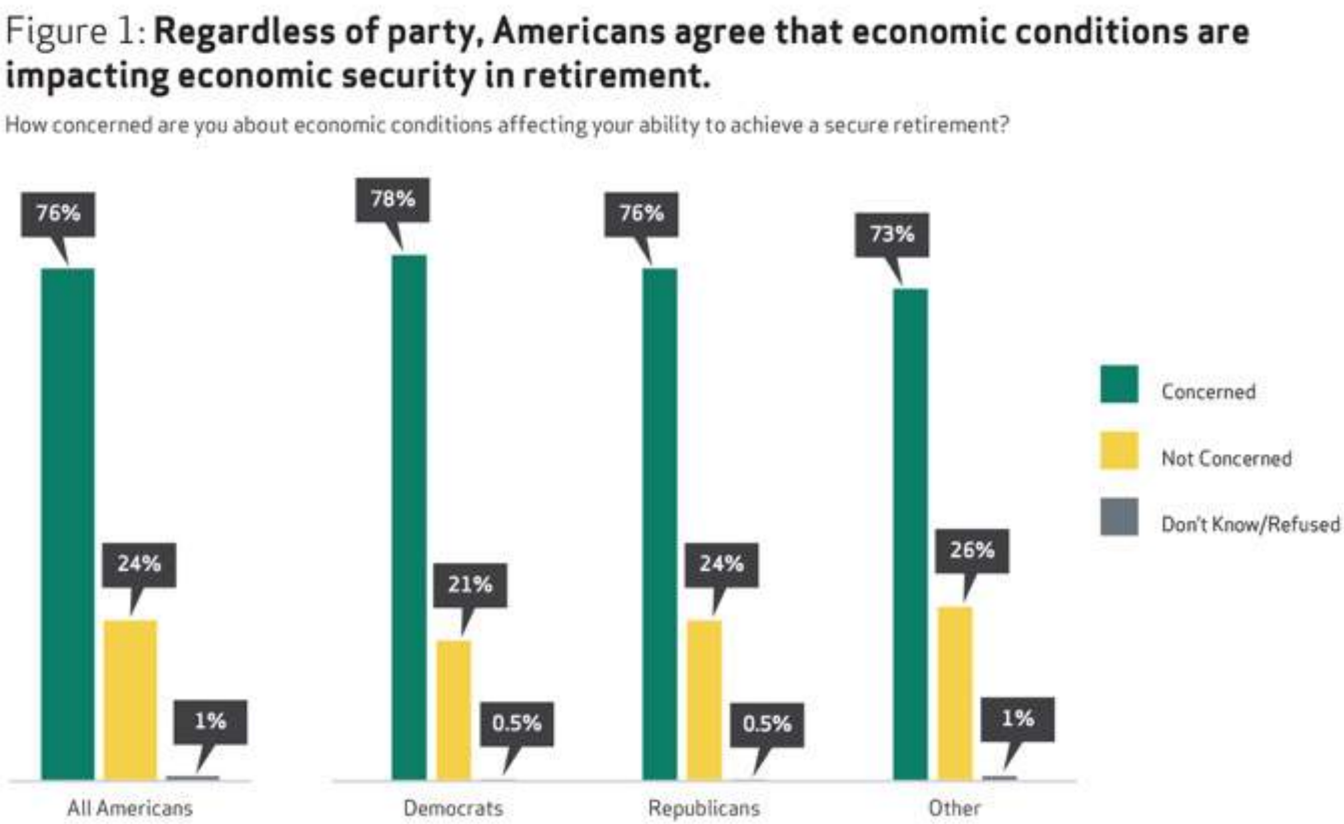
# Retirement Security 2017: What We Found

| | | |
|---|---|---|
| 4 | Americans say national leaders still don't understand their retirement struggle, and they remain highly supportive of state efforts to address the retirement crisis. | 85% |
| 5 | Protecting Social Security remains important to Americans. | 76% |
| 6 | Americans strongly support pensions for public sector workers, & 92% see these retirement plans as a strong recruitment and retention tool. | 92% |

# Across party, Americans very worried about economic security in retirement.

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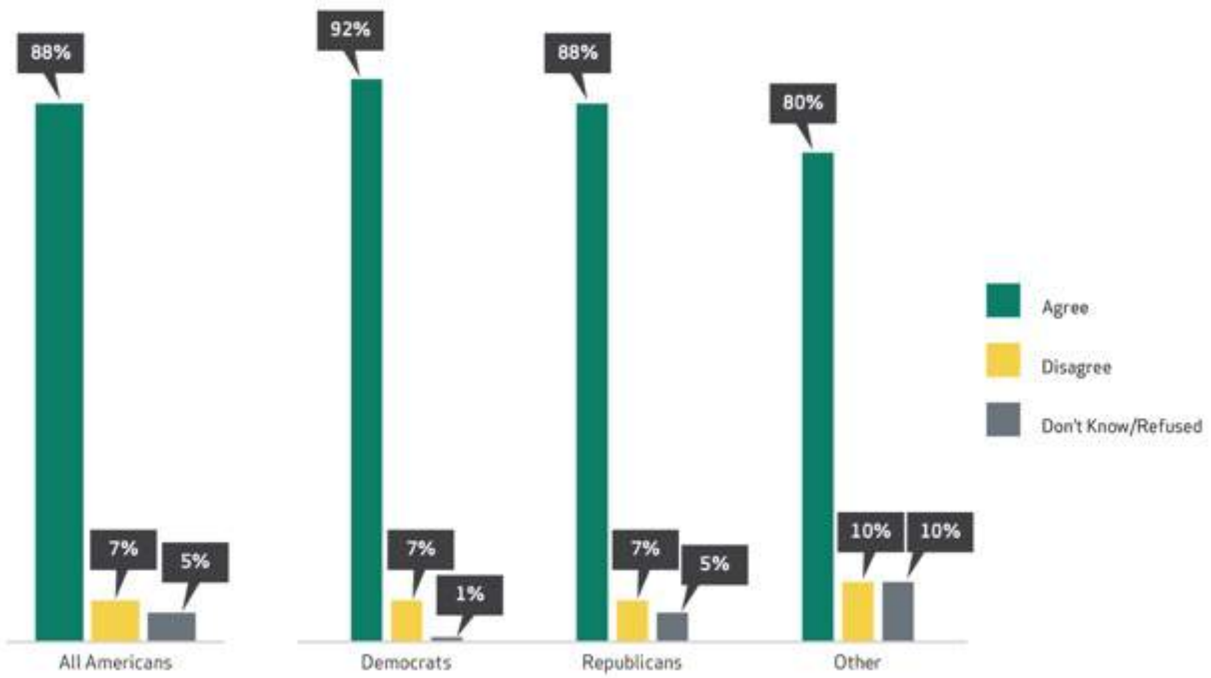
# Across party, Americans see a retirement crisis.

Figure 2: **Across party lines, Americans feel strongly that the nation faces a retirement crisis.**

To what extent do you agree or disagree with the following statement: America is facing a retirement crisis.

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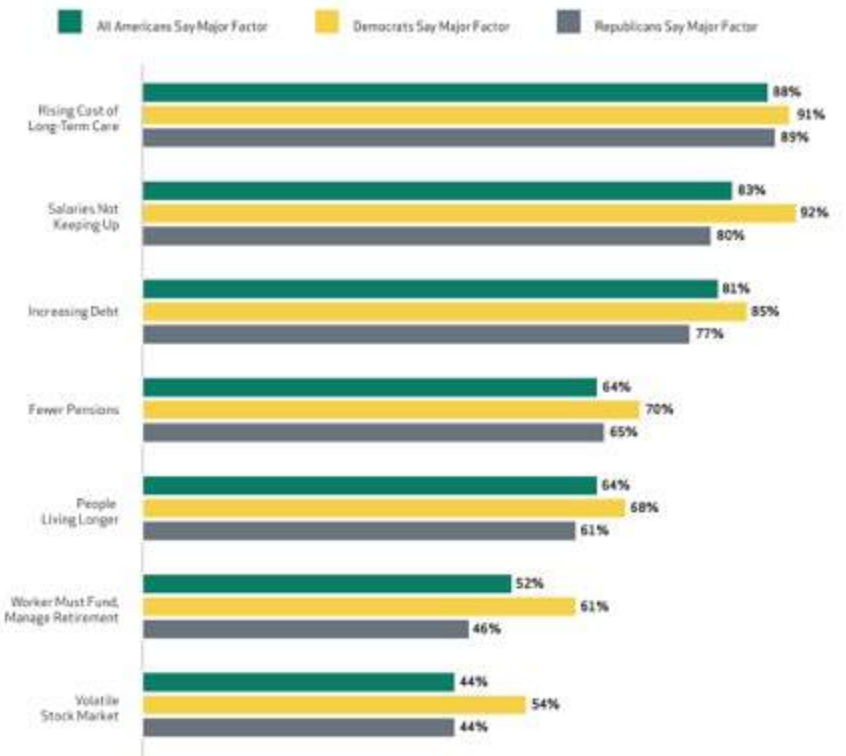
# Across party, Americans say long-term care, low wages big factor in retirement crisis.

Figure 6: **Across party lines, Americans agree that long-term care costs and low wages are major factors in making retirement more difficult.**

Please tell me if you believe it is a major factor, a minor factor, or not a factor making it harder for Americans to prepare for retirement as compared to previous generations.

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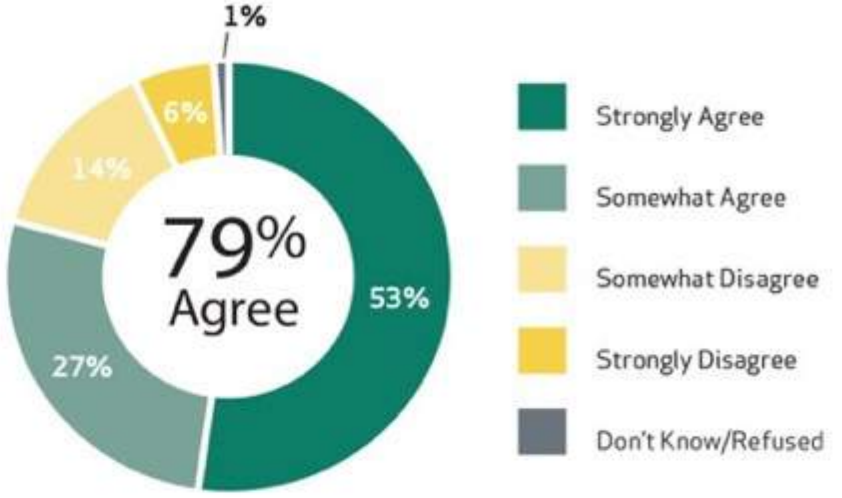
# 79% say average worker cannot save enough for retirement on their own

Figure 9: **79 percent of Americans agree that the average worker cannot save enough on their own for a secure retirement.**

To what extent do you agree or disagree with the following statement: The average worker cannot save enough on their own to guarantee a secure retirement.

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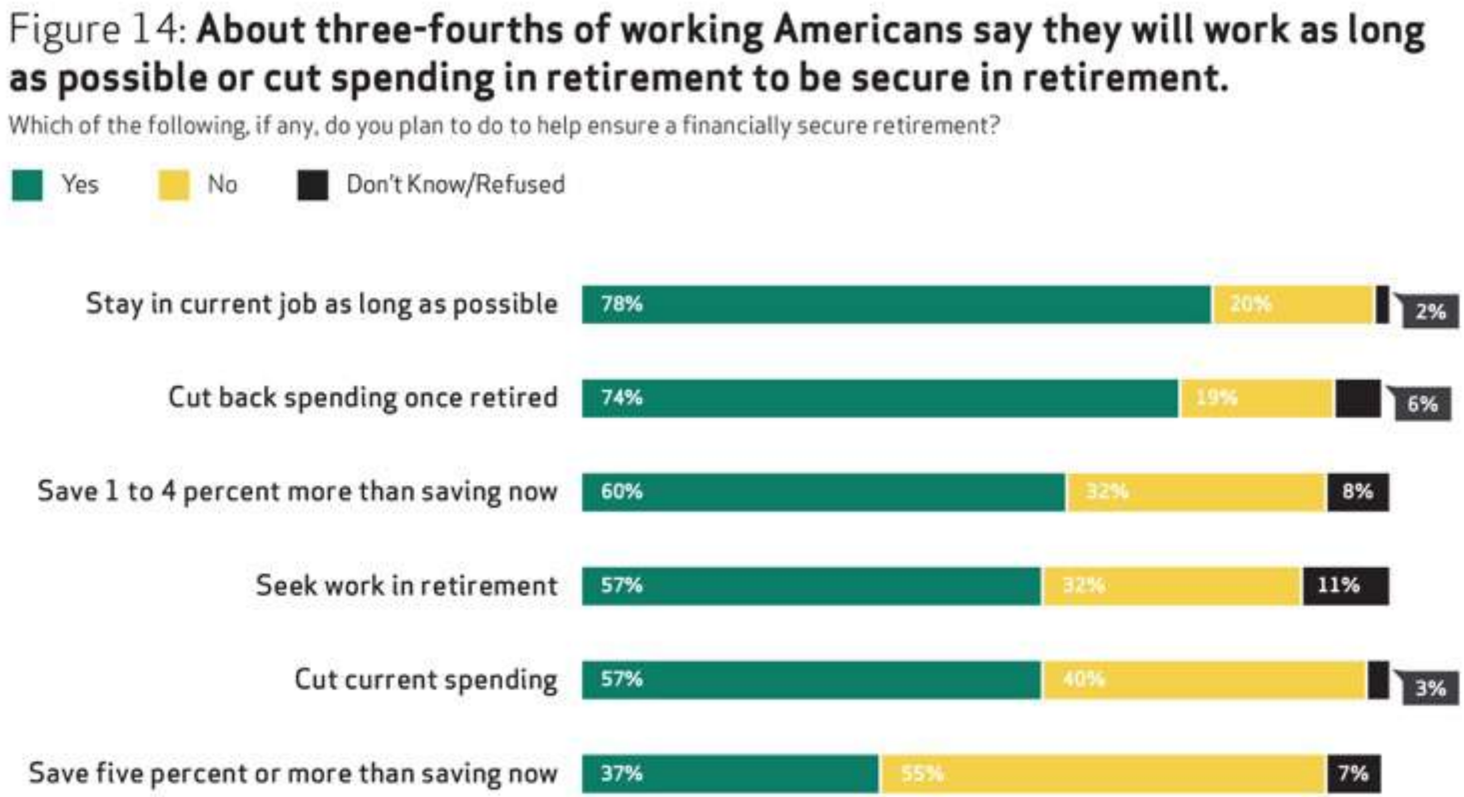
# Americans say they will work as long as possible and spend less in retirement.

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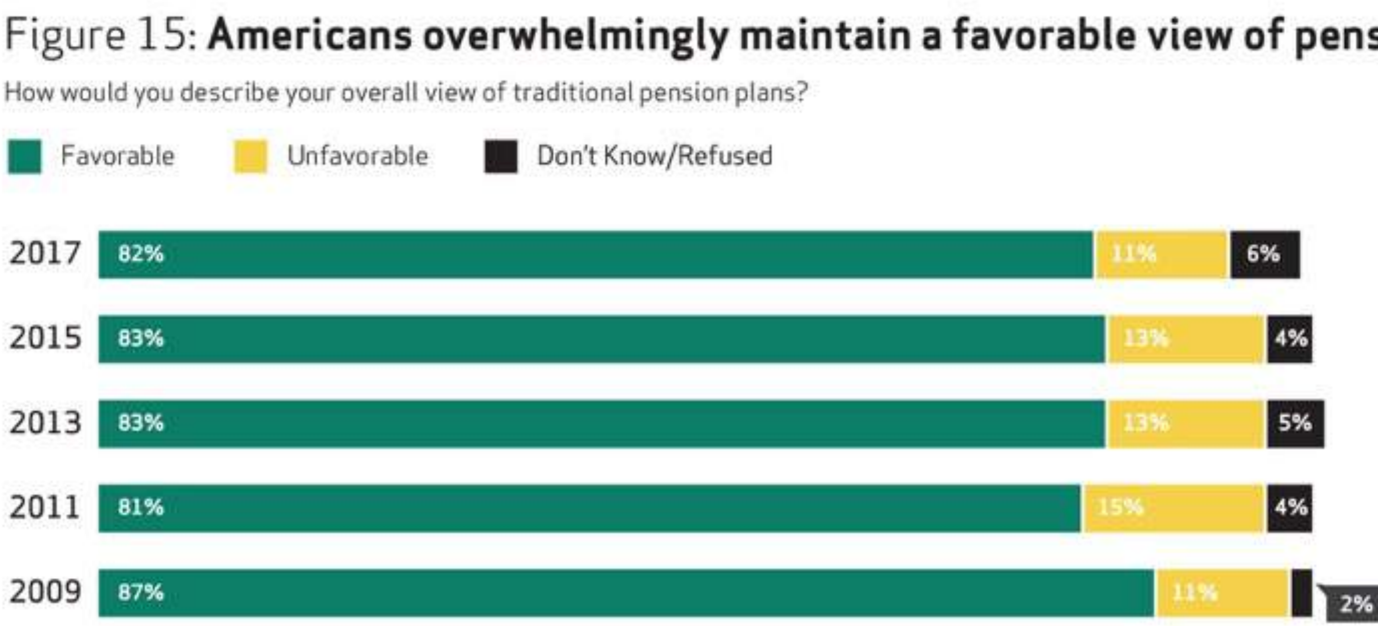
# Americans maintain favorable view of pensions.

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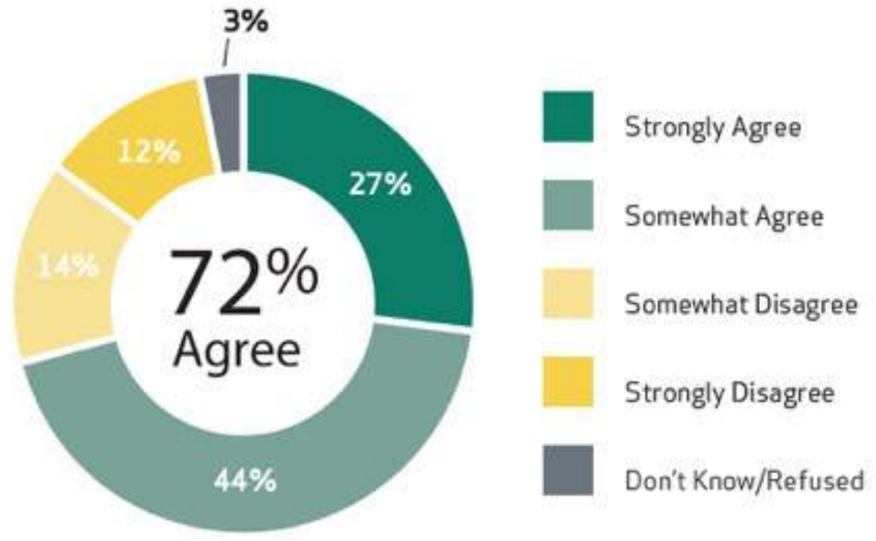
# 72% willing to trade pay for guaranteed retirement income.

Figure 12: **72 percent of Americans are willing to sacrifice pay for guaranteed retirement income.**

To what extent do you agree or disagree with the following statement: I'd be willing to take less in pay increases in exchange for guaranteed income in retirement.

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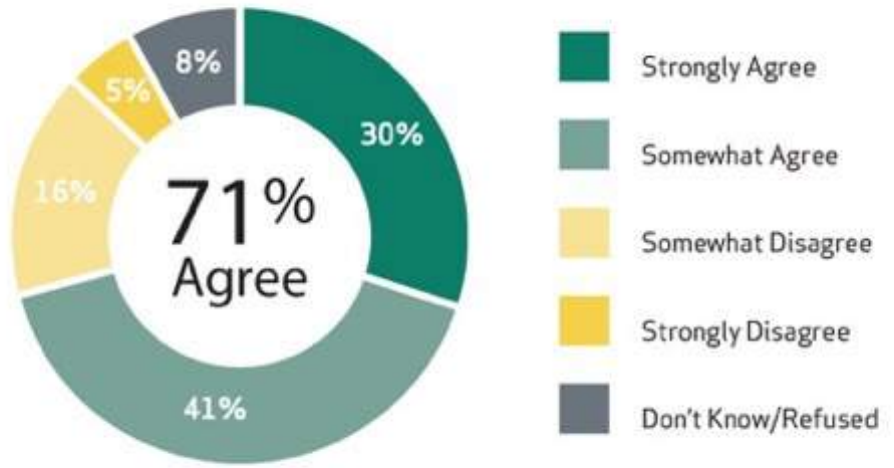
# 71% say pensions better for retirement security than 401(k) plans.

Figure 18: **71 percent of Americans say that a pension does more to help workers achieve a secure retirement than a 401(k).**

Do you agree or disagree: Pensions do more to help workers achieve a secure retirement as compared to retirement savings plans such as 401(k)s.

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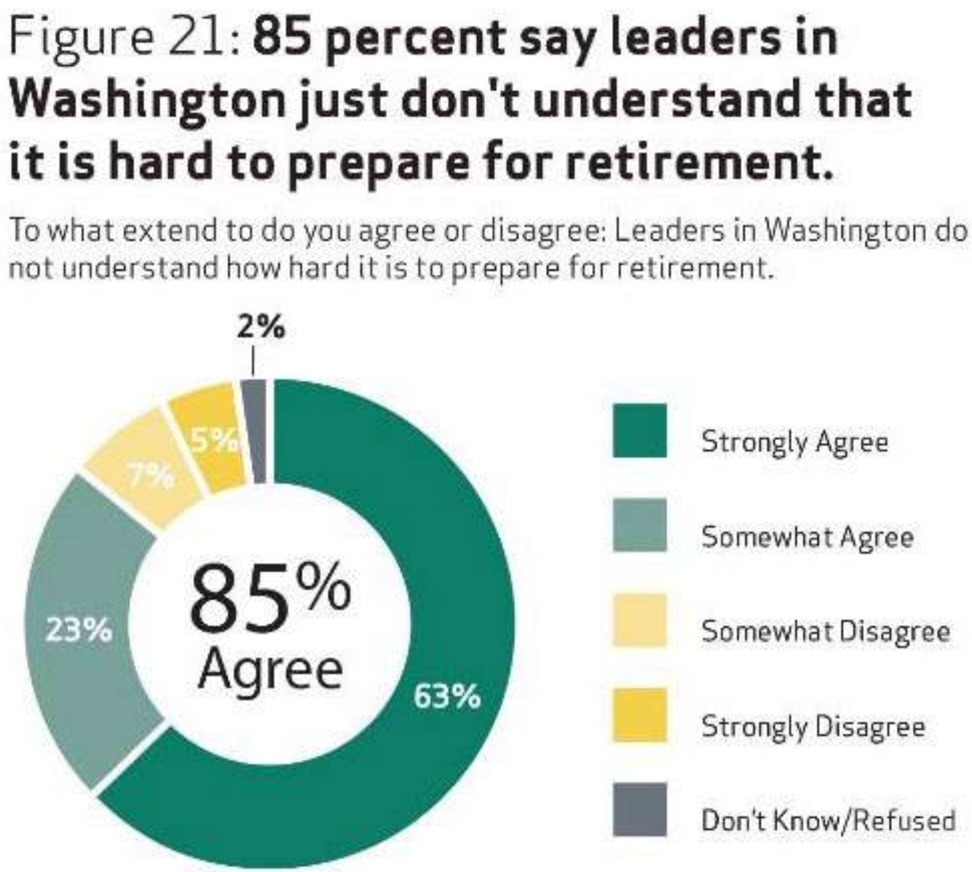
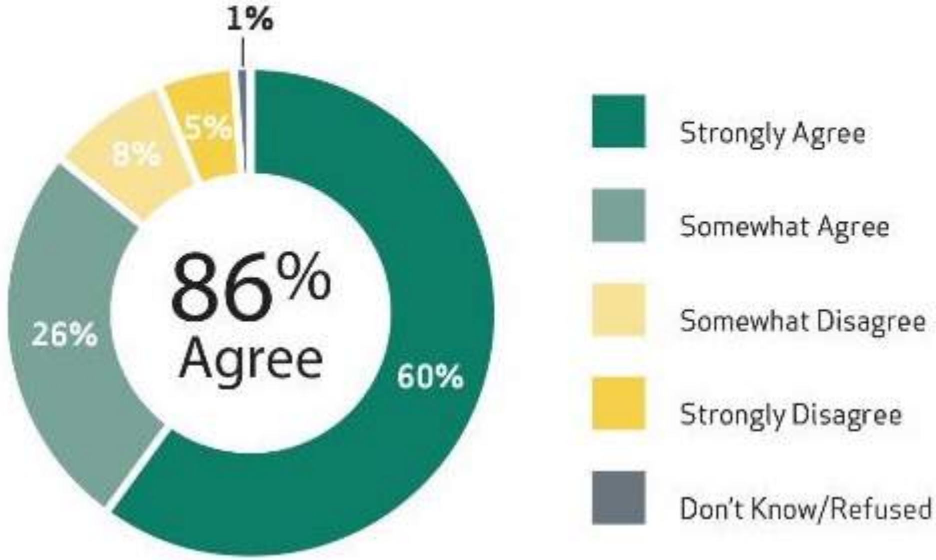
# 85% Americans say Washington doesn't get it.



# 86% say Washington must do more.

Figure 22: **86 percent of Americans say leaders in Washington need to give retirement a higher priority.**

To what extent do you agree or disagree: Leaders in Washington need to give a higher priority to ensuring more Americans can have a secure retirement.

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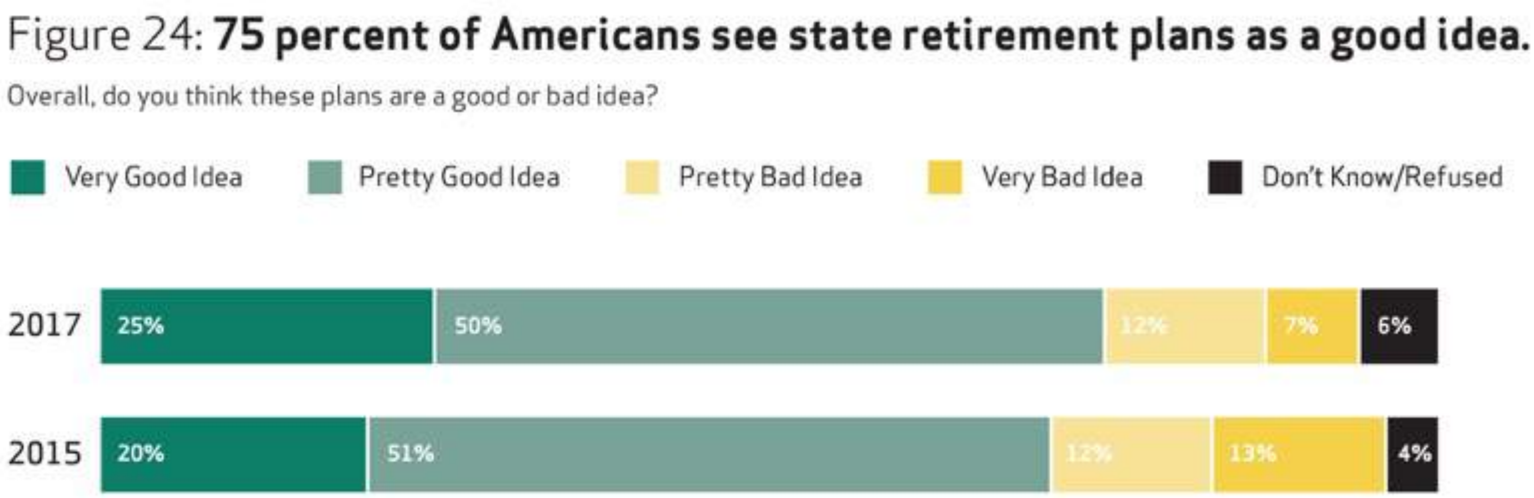
# States taking action and 75% of Americans support state retirement plans.

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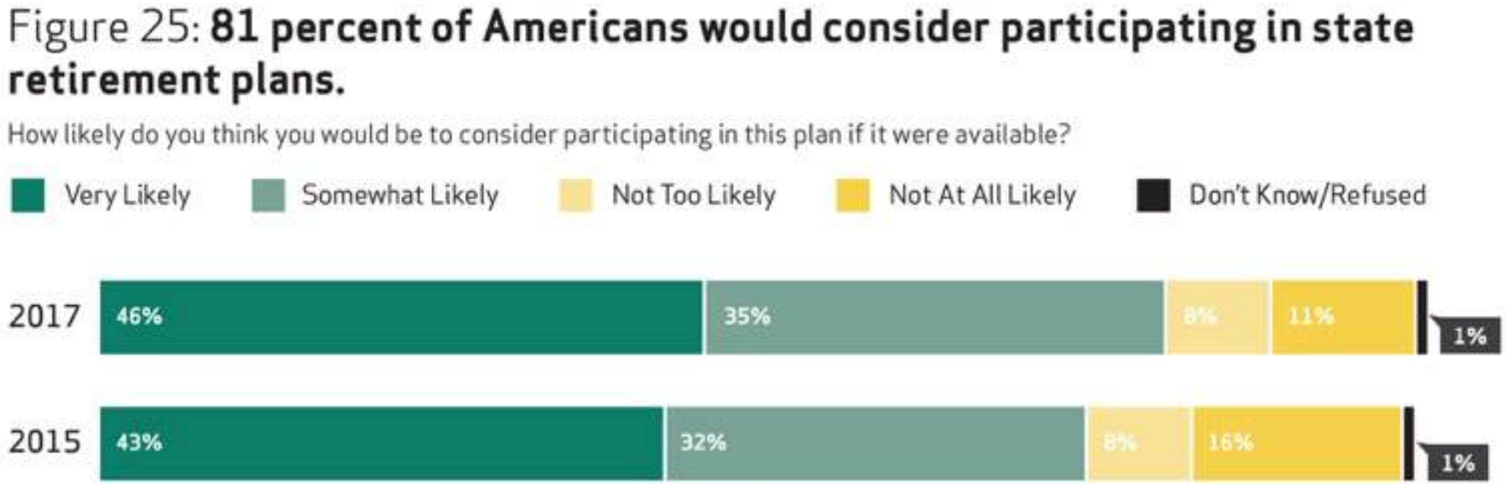
# 81% would participate in state plans.

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# Strong support for not cutting Social Security benefits, with party differences.

Figure 29: **Across party lines, Americans are not in agreement on cuts to Social Security for CURRENT retirees.**

To what extent do you agree or disagree: The government should cut spending in all areas, even it means reducing Social Security benefits for CURRENT retirees.

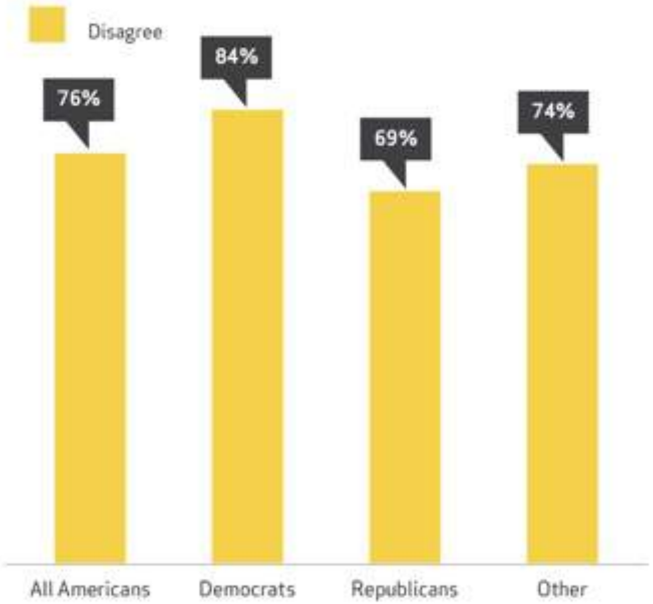
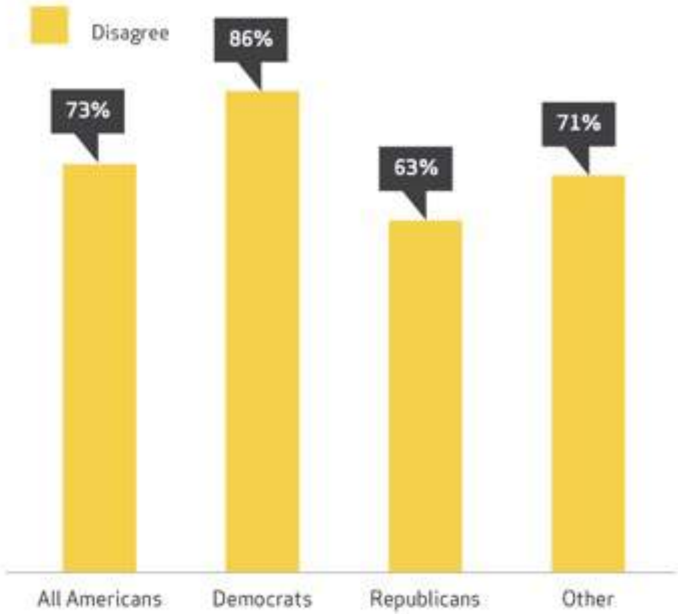



Figure 30: **Across party lines, Americans are not in agreement on cuts to Social Security for FUTURE retirees.**

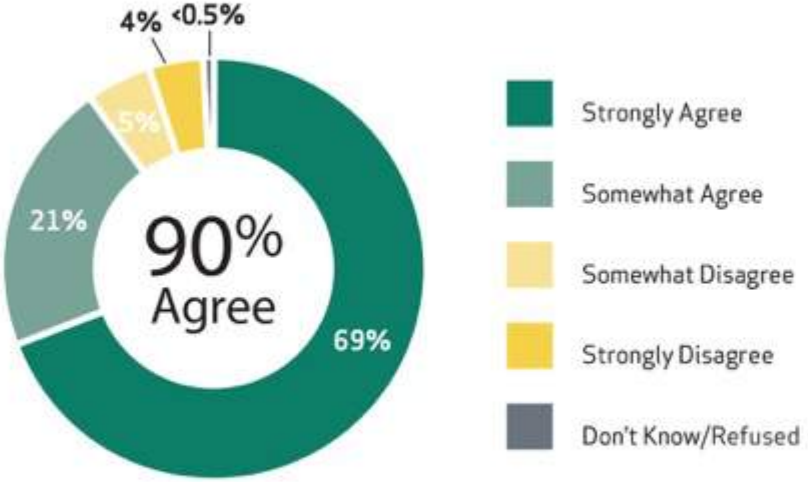
To what extent do you agree or disagree: The government should cut spending in all areas, even it means reducing Social Security benefits for FUTURE retirees.



# 90% support pensions for police/fire.

Figure 31: **90 percent of Americans support pensions for risky jobs like police officers and firefighters.**

Please tell me whether you (agree/disagree): Police and firefighters have agreed to take jobs that involve risks and therefore deserve pensions that will afford them a secure retirement.

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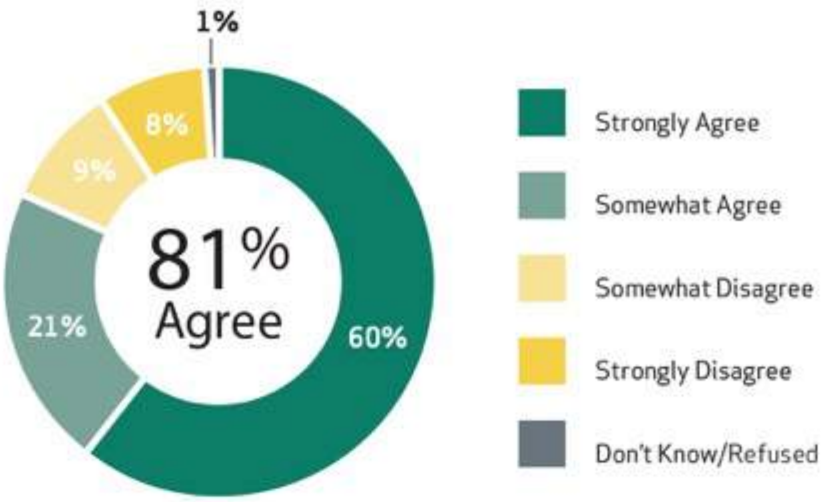
# 81% support pensions for teachers.

Figure 32: **81 percent of Americans support pensions for public school teachers given their lower salaries.**

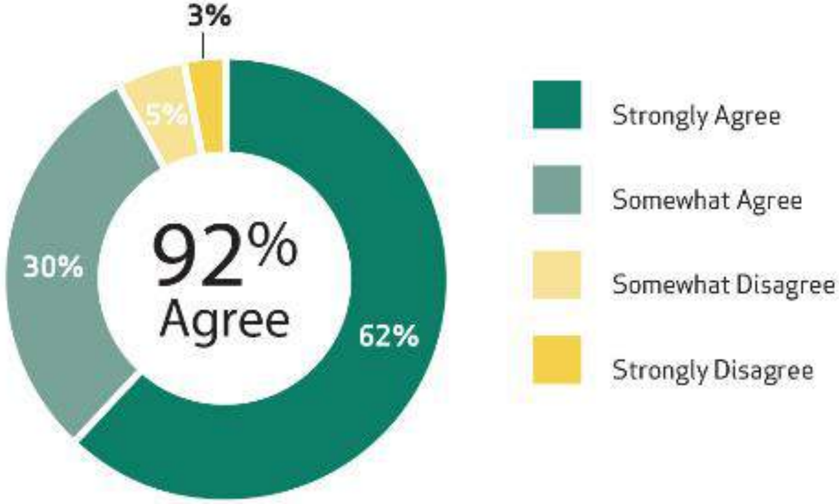
Please tell me whether you (agree/disagree): Public school teachers deserve pensions to compensate for lower pay.



# 92% see public pensions as a strong recruitment/retention tool.

Figure 35: **92 percent of Americans say pensions help recruit and retain qualified employees.**

Please tell me whether you (agree/disagree): Pensions are a good way to recruit and retain qualified teachers, police officers, and firefighters.

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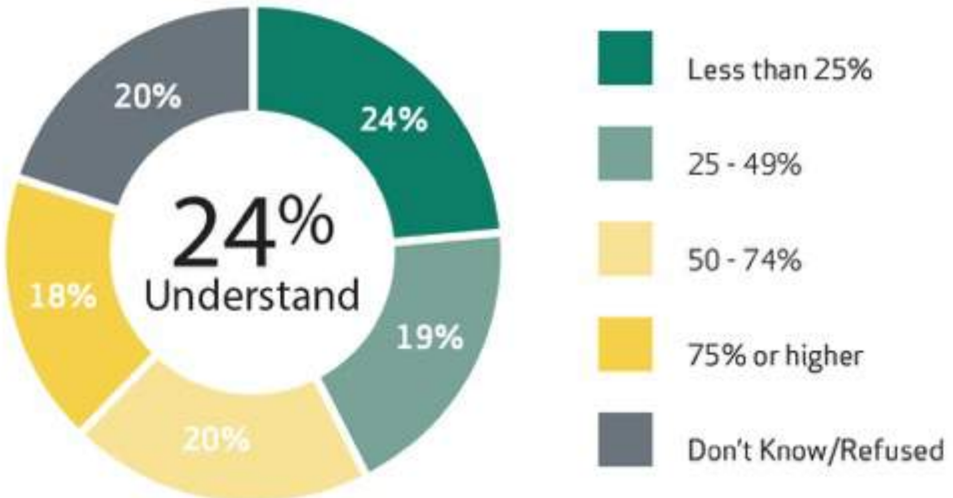
# Only 24% understand financing of public pensions is shared responsibility.

Figure 37: **Only about one-fourth of Americans understand that taxpayers fund only 24% of public pension benefits.**

What percentage of public pensions do you think are paid for by taxpayers.

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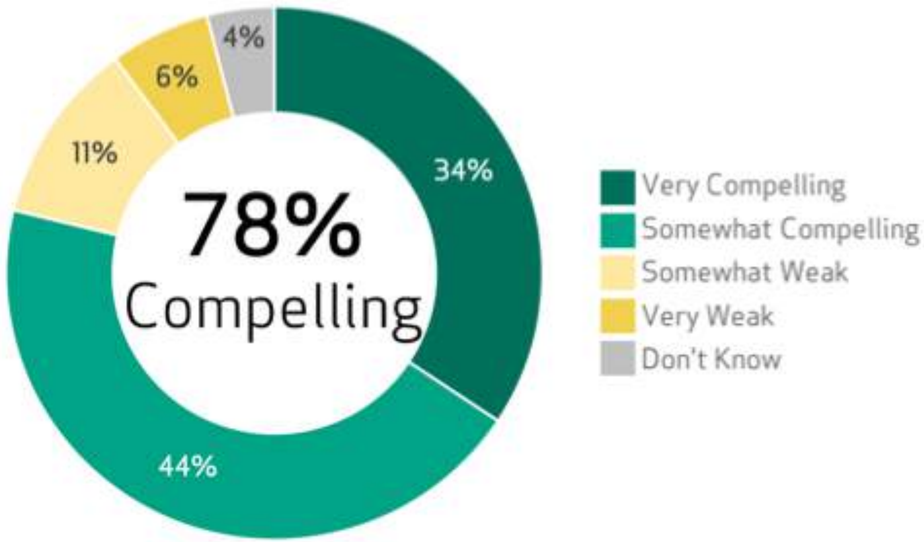
# Nearly 8/10 say cost efficiency of pensions is a compelling message.

**Please tell me to whether you find this a compelling message: Pensions can provide the same retirement benefit at half the cost of a 401(k) individual plan because pensions have lower fees and higher investment returns.**

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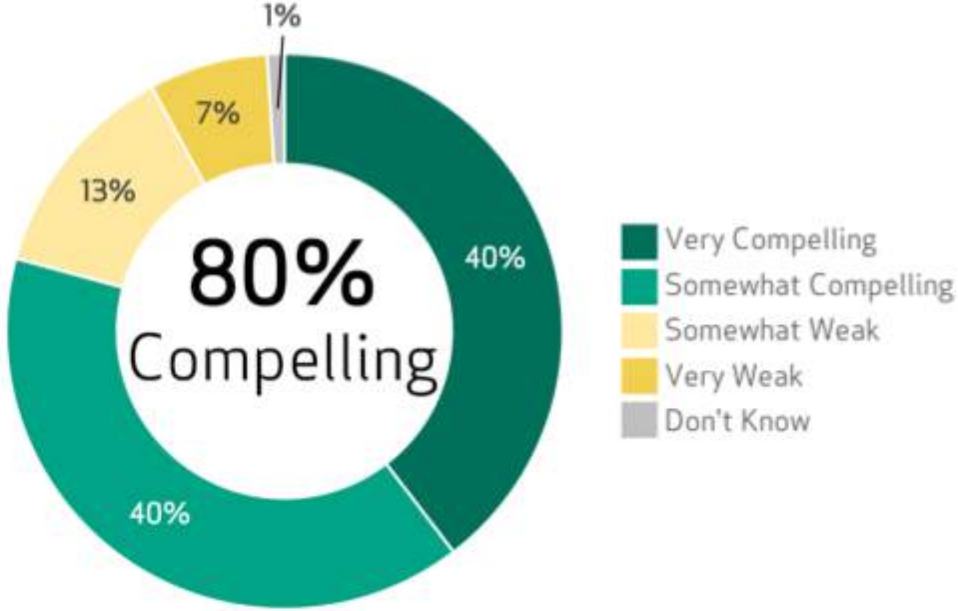
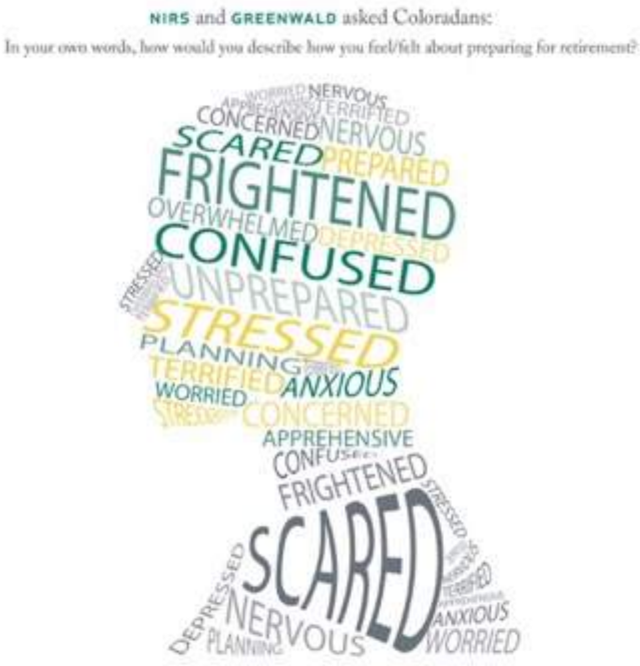
# 80% say economic impact of spending of public pension benefits is a compelling message.

**Please tell me to whether you find this a compelling message: Retirees who receive monthly income from a pension use that money to buy goods and services in our communities, which contributes to our economy, supports jobs and adds value.**



# Colorado Study and Findings

# LOCALIZING NIRS RESEARCH

TARA MAY, CHIEF COMMUNICATIONS OFFICER,
COLORADO PERA

# Current Situation

## *Colorado continues to grow…*

» From 2009-2014, Denver had a net annual migration gain of 12,682 people ages 25-34 (the highest of any metropolitan area in the U.S.)

## …*As do concerns about remaining attractive to a younger workforce*

» Millennials make up 28 percent of the state's population (1.5 million), and Colorado ranks 7th in the U.S. for share of population

http://www.bizjournals.com/denver/news/2016/12/20/colorado-in-the-top-10-for-population-growth.html
https://www.nytimes.com/2016/07/21/us/denvers-appeal-to-millennials-jobs-mountains-and-yes-weed.html?_r=0
http://colorado.uli.org/wp-content/uploads/sites/19/2016/03/Full-Presentation-Part-1.pdf

# PERA's Research Interest

- What do Coloradans think about retirement, if anything? What fears and concerns do they have? What help would they like to have?
- Who values retirement plans offered by an employer and how much do they value it?
- What are dominant public perceptions around DB plans among the Colorado population?

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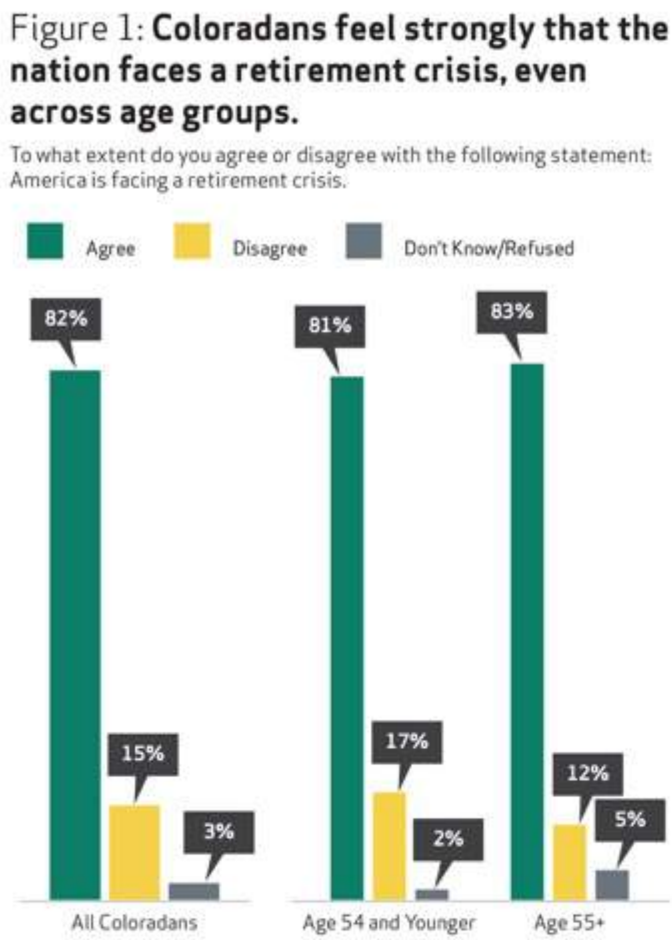
# Across age groups, Coloradans see a retirement crisis.

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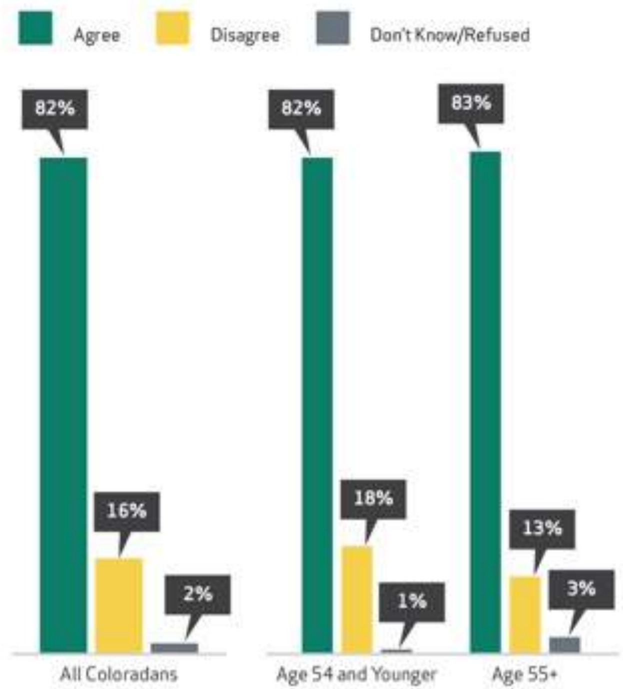
# Coloradans say they are trying, but need help.

Figure 9: **Coloradans agree that leaders in Washington need to give retirement a higher priority.**

To what extent do you agree or disagree: Leaders in Washington need to give a higher priority to ensuring more Americans can have a secure retirement.

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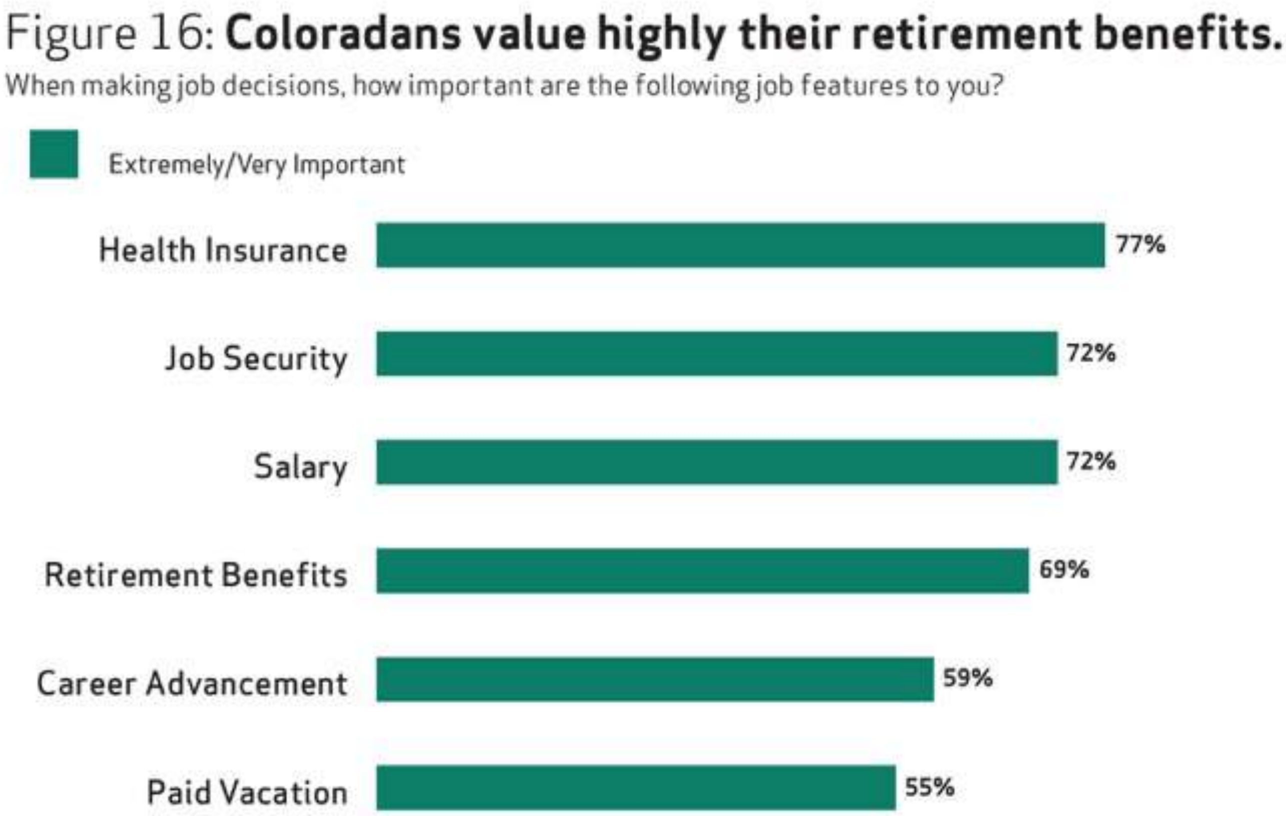
# Coloradans highly value retirement benefits.

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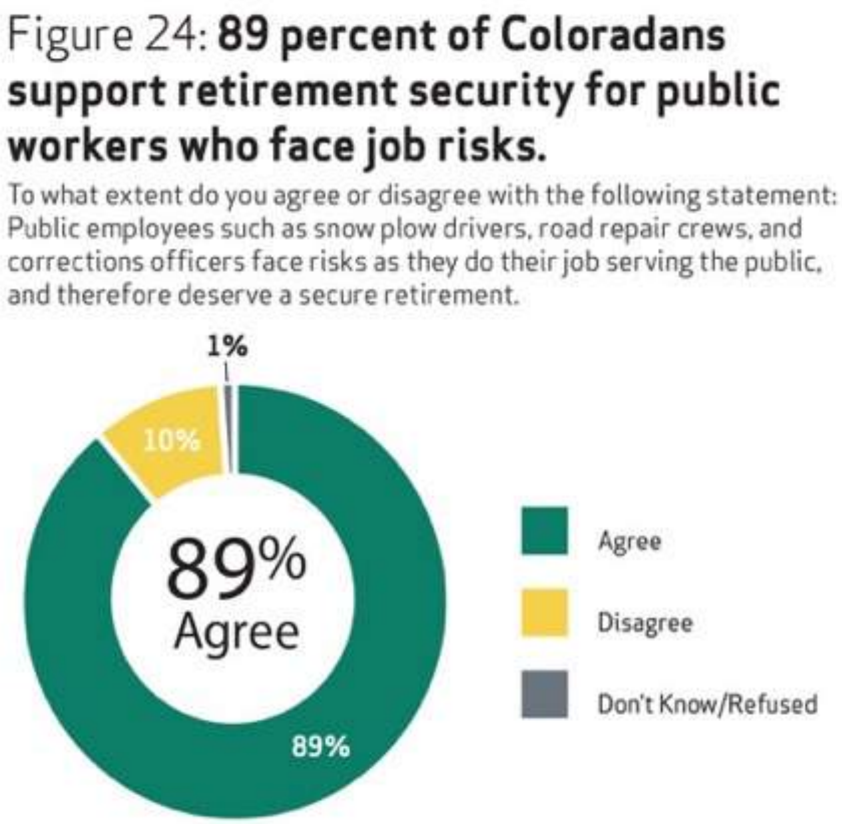
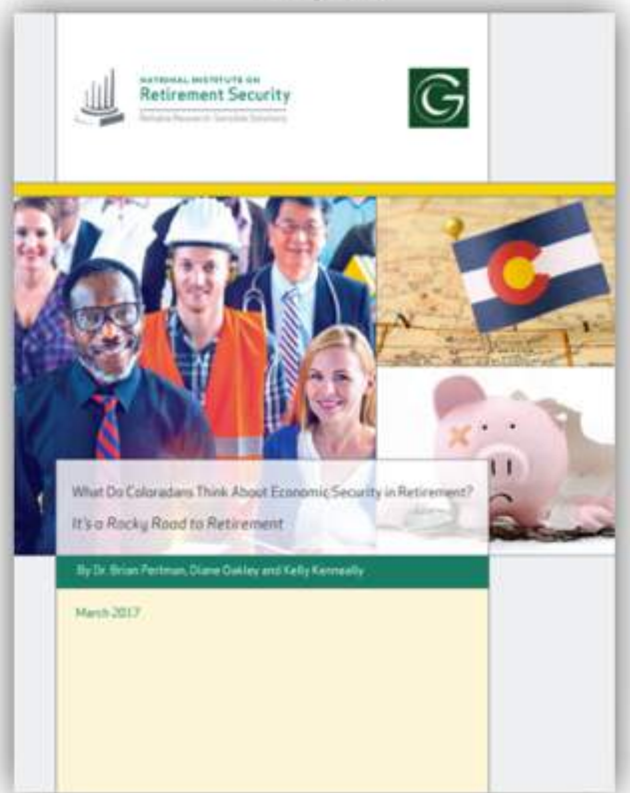
# Coloradans strongly support public pensions.



# Tactics

Report




Infographic


Press release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# Tactics *cont.*

**AMERICA SAVES WEEK**
February 27 - March 4, 2017

### Social media


### Media outreach

### PERA-published articles


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# Media Results

The Denver Post


ColoradoBiz Magazine

Grand Junction Channel 4 (Fox)


Denver Channel 7 (ABC)

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# Broad Media Coverage

Bloomberg

**More Americans Live in Fear of Retiring Poor**

Pensions are vanishing, and state-sponsored IRAs are under attack. Yet most Americans support both, a new survey shows.

benefitsPRO

**10 retirement fears that cross party lines**

nextavenue

where grown-ups keep growing

How Washington Is Eroding Retirement Security

Why this analyst says two recent actions are cause for concern

March 3, 2017

THE ORANGE COUNTY REGISTER

OPINION

**A secure retirement preserves the American dream**

Daily Herald

Suburban Chicago's Information Source

**Survey: Retirement anxiety is gripping America**

Pensions&Investments

NIRS: Americans worried about their retirement security

PROVIDENCE Journal

**Survey finds deep anxieties about retirement on both sides of political aisle**

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# Communicate the Results

- Opportunity to embed these findings in all your communications.
- Utilize NIRS members only communications toolkit with tips, news release, copy, social media posts.
- Localize.

### Retirement Security 2017: Americans' Views of the Retirement Crisis

This report finds that across party lines, Americans are deeply worried about their economic security in retirement.

America faces a deep political divide, but not when it comes to economic security in retirement. A new report finds that 76 percent of Americans are concerned about their ability to achieve a secure retirement, with that level of worry at 78 percent for Democrats and 76 percent for Republicans. Some 88 percent of Americans agree that the nation faces a retirement crisis, and the concern is high across party lines.

These findings are contained in a new study, Retirement Security 2017: America's View of the Retirement Crisis and Solutions available here. The research is published by the National Institute on Retirement (NIRS) and is based on a poll of 800 Americans conducted by Greenwald & Associates. ill engage in activity to boost economic output. The U.S. and the U.K. display similar demographic trend

**MEMBERS ONLY RESOURCES**

- Full Report
- Press Release
- Newsletter Copy
- Social Media Posts
- Images and Figures

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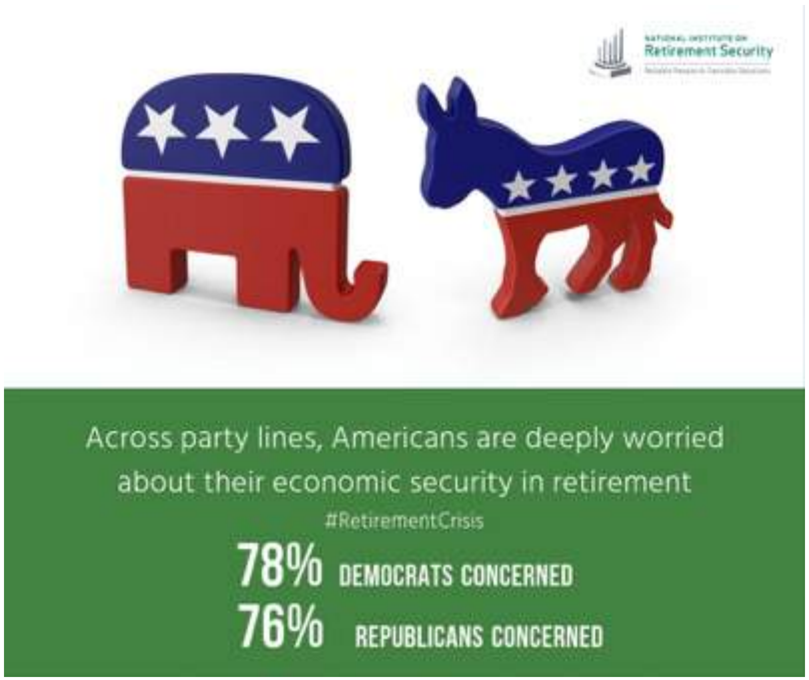
# #retirementcrisis




# Questions?


**National Institute on Retirement Security**
**www.nirsonline.org**