IPSOS / USA Today POLL DATA

Prepared by Ipsos Public Affairs

Ipsos Poll Conducted on behalf of USA Today

USA Today Topline 1.18.2017

These are findings from an Ipsos poll conducted from January 11th, 2017 to January 16th, 2017 on behalf of USA Today. For the survey, a sample of 1,205 adults ages 45-65 from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Amparo Overview" sample method), and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2015 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.2 percentage points for all respondents (see link below for more info on Ipsos online polling "Credibility Intervals"). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,205, DEFF=1.5, adjusted Confidence Interval=4.7).

For more information about Ipsos online polling methodology, please go here http://goo.gl/yJBkuf

		Total
1_1. How likely are you to put at least $100 towards each of the following over the next six months? - Retirement	Very likely	41%
	Somewhat likely	24%
	Somewhat unlikely	16%
	Very unlikely	18%
	Total	1205

		Total
1_2. How likely are you to put at least $100 towards each of the following over the next six months? - Travel	Very likely	33%
	Somewhat likely	29%
	Somewhat unlikely	19%
	Very unlikely	19%
	Total	1205

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		Total
1_3. How likely are you to put at least $100 towards each of the following over the next six months? - Paying off debt	Very likely	51%
	Somewhat likely	26%
	Somewhat unlikely	9%
	Very unlikely	14%
	Total	1205

		Total
1_4. How likely are you to put at least $100 towards each of the following over the next six months? - Education cost or savings	Very likely	18%
	Somewhat likely	16%
	Somewhat unlikely	19%
	Very unlikely	47%
	Total	1205

		Total
1_5. How likely are you to put at least $100 towards each of the following over the next six months? - Investment opportunities	Very likely	26%
	Somewhat likely	24%
	Somewhat unlikely	24%
	Very unlikely	26%
	Total	1205

		Total
1_6. How likely are you to put at least $100 towards each of the following over the next six months? - Supporting family members	Very likely	27%
	Somewhat likely	30%
	Somewhat unlikely	21%
	Very unlikely	22%
	Total	1205

		Total
2. At what age do you plan on retiring if at all? [SELECT ONE]	Younger than 60	17%
	61-65	26%
	66-70	22%
	71-75	8%
	Older than 75	4%
	Do not plan to retire	7%
	Don’t know	15%
	Total	1205

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		Total
3. How do you plan on spending your retirement? [SELECT ALL THAT APPLY]	Spending more time with family	57%
	Traveling	57%
	Taking up a hobby	35%
	Spending more time with friends	35%
	Volunteering	34%
	Working	20%
	Continuing education	7%
	Starting a business	5%
	Other	6%
	None of these	7%
	Total	1205

		Total
4. How important is saving for retirement to you and your family? [SELECT ONE]	Very important	62%
	Somewhat important	30%
	Not very important	5%
	No important at all	3%
	Total	1205

		Total
5. How often do you speak about your retirement with family members? [SELECT ONE]	Very often	13%
	Somewhat often	30%
	Not very often	35%
	Not at all	22%
	Total	1205

		Total
6. How prepared do you feel you are for your retirement? [SELECT ONE]	Very prepared	17%
	Somewhat prepared	42%
	Somewhat unprepared	19%
	Very unprepared	22%
	Total	1205

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		Total
7. How confident are you that you will have enough money to last you through your retirement? [SELECT ONE]	Very confident	15%
	Somewhat confident	40%
	Not very confident	23%
	Not confident at all	22%
	Total	1205

		Total
8. How do you plan to fund your retirement? [SELECT ONE]	Almost entirely relying on Social Security	12%
	Mostly relying on Social Security	30%
	Mostly relying on own savings or benefits	42%
	Almost entirely relying on own savings or benefits	17%
	Total	1205

		Total
9_1. Do you agree or disagree with the following statements? [SELECT ONE FOR EACH] - I need to save more to afford the retirement I want	Strongly agree	38%
	Somewhat agree	39%
	Somewhat disagree	14%
	Strongly disagree	6%
	Don't know	3%
	Total	1205

		Total
9_2. Do you agree or disagree with the following statements? [SELECT ONE FOR EACH] - I expect to cut back on spending after I retire	Strongly agree	34%
	Somewhat agree	44%
	Somewhat disagree	12%
	Strongly disagree	5%
	Don't know	4%
	Total	1205

		Total
9_3. Do you agree or disagree with the following statements? [SELECT ONE FOR EACH] - Retirement will be easier than my current life	Strongly agree	13%
	Somewhat agree	36%
	Somewhat disagree	25%
	Strongly disagree	16%
	Don't know	10%
	Total	1205

		Total
9_4. Do you agree or disagree with the following statements? [SELECT ONE FOR EACH] - My family will help support my retirement	Strongly agree	6%
	Somewhat agree	15%
	Somewhat disagree	27%
	Strongly disagree	45%
	Don't know	8%
	Total	1205

		Total
10. Do you currently have any of the following? [SELECT ALL THAT APPLY]	Personal savings	68%
	Stocks	40%
	Pension	39%
	Annuities	19%
	Bonds	19%
	Securities	13%
	Other	10%
	None of these	20%
	Total	1205

		Total
11. Do you use any of the following to help plan your investments, savings or retirement? [SELECT ALL THAT APPLY]	Financial advisor / Broker	23%
	Internet	21%
	Advice from family, friends, or coworkers	20%
	Financial planner / Certified Financial Planner	18%
	Newspapers / Magazines	11%
	Television show	4%
	Personal money manager	4%
	Radio show	3%
	Other	2%
	None of these	42%
	Total	1205

		Total
12. Do you currently have retirement savings or investments? [SELECT ONE]	Yes	71%
	No	27%
	Don't know	2%
	Total	1205

		Total
13. How much have you saved? [SELECT ONE] (Those who said "Yes" at question 12)	Less than $10,000	7%
	$10,000-$49,999	11%
	$50,000-$99,999	14%
	$100,000-$249,999	19%
	$250,000-$499,999	14%
	$500,000-$749,999	9%
	$750,000-$999,999	4%
	$1,000,000 or more	7%
	Prefer not to answer	15%
	Total	853

		Total
14. Why do you currently have little in retirement savings? [SELECT ALL THAT APPLY] (Those who said "Less Than $10,000" at question 13)	I don't have/make enough money	59%
	I am relying on Social Security	24%
	I have a pension	19%
	It's just not a priority for me right now	8%
	I am relying on investible assets	6%
	I lack information regarding retirement	6%
	Other	16%
	None of these	1%
	Total	59

		Total
15. What retirement plans to you currently contribute to? [SELECT ALL THAT APPLY] (Those who said "Yes" at question 12)	401(k)	52%
	IRA	42%
	Health Savings Account	14%
	403(b)	10%
	457(b)	3%
	Keogh	1%
	Other	7%
	None of these	16%
	Total	853

		Total
16. Why do you currently have no retirement savings? [SELECT ALL THAT APPLY](Those who said "No" at question 12)	I don't have/make enough money	46%
	I am relying on Social Security	34%
	I have a pension	10%
	It's just not a priority for me right now	5%
	I am relying on investible assets	2%
	I lack information regarding retirement	2%
	Other	14%
	None of these	13%
	Total	331

		Total
17. How much do you think you will have to save in order for you to live comfortably after retirement? [SELECT ONE]	Less than $10,000	4%
	$10,000-$49,999	4%
	$50,000-$99,999	6%
	$100,000-$249,999	11%
	$250,000-$499,999	12%
	$500,000-$749,999	14%
	$750,000-$999,999	10%
	$1,000,000 or more	24%
	Prefer not to answer	15%
	Total	1205

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How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter θ\, i.e., Y|θ~Bin(n,θ), where n is the size of our sample. In this setting, Y counts the number of "yes", or "1", observed in the sample, so that the sample mean ($\bar{y}$) is a natural estimate of the true population proportion θ. This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian [1] statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for θ adjusted after observing the sample data. In reality, the posterior distribution is one's knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution (π(θ/y)~β(y+a,n-y+b)), but with updated hyper-parameters.

Our credibility interval for ϑ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for ϑ given our updated knowledge base. There are different ways to calculate these intervals based on π(θ/y). Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that *a*=1 and *b*=1 and y=*n/2*. Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \mp \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect 1+L=1.3 to account for complex weighting[2]

Examples of credibility intervals for different base sizes are below. Ipsos does not publish data for base sizes (sample sizes) below 100.

Sample size	Credibility intervals
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2