



Social Security Works:

Report from a Nationwide Survey of 1,000 Likely Voters and an oversample of Targeted Legislative Districts

June 2010



Survey Methodology

- Lake Research Partners designed and administered this telephone survey which was conducted by professional interviewers. The survey reached a total of 1,000 likely voters nationwide as well as an oversample of 250 likely voters from targeted legislative districts nationwide, who it is believed will be critical swing votes on Social Security. Relevant cases in the base were folded into the oversample. The survey was conducted May 13-20, 2010.
- Data in the base sample were weighted slightly by age, education, race, region, and marital status to reflect the attributes of the actual population. Data in the oversample were weighted slightly by gender, age, party identification, education, race, region and marital status. The margin of sampling error for the survey is +/- 3.1 percentage points. The margin of sampling error for the oversample is +/- 6.9 percentage points.



Strategic Summary

Context:

- Voters of all ages are worried about retirement and see Social Security as a basic part of retirement security.
- Across generations and political affiliations, voters are solidly favorable toward Social Security.
- Voters nationwide do not have great confidence in either party or in President Obama in their handling of Social Security. Congressional Democrats, Congressional Republicans, and President Obama each earn no more than three in ten voters saying they would best handle the issue of Social Security.

Widespread rejection of linking Social Security to the deficit:

- Voters reject the argument that Social Security should be cut because of budget deficits or that Social Security is the cause of deficits, and they strongly disagree with elected officials who espouse this line of thinking.
- Voters agree with elected officials who oppose cuts to Social Security and disagree with those who suggest cutting benefits, even to maintain the program's solvency.



Strategic Summary

Broad Opposition to Benefit Cuts:

Voters pose the strongest opposition to cutting benefits for vulnerable populations. Opposition to reducing benefits that would impact people with middle to lower-level incomes is also strong:

- Three quarters oppose reducing benefits for widows (77 percent oppose, 63 percent strongly oppose), childhood survivors (78 percent, 63 percent), or disabled individuals (74 percent, 57 percent) in order to help reduce the federal deficit. Voters also strongly oppose these proposals when attached to making Social Security more solvent.
- Around seven in ten oppose reducing benefits for workers earning more than \$30,000 yearly in order to reduce the deficit (72 percent oppose, 56 percent strongly), as well as reducing or eliminating benefits for future retirees with household incomes above \$60,000 (69 percent oppose, 51 percent strongly).

A solid majority of voters rejects raising the normal retirement age from 67 to 69 years old in order to reduce the budget deficit (64 percent oppose, 50 percent strongly), with similar numbers rejecting this proposal to make Social Security solvent.

Reducing the Cost of Living Adjustment for Social Security beneficiaries is slightly less offensive, but six in ten voters would still oppose such a measure to reduce the deficit (65 percent oppose, 49 percent strongly). Opposition is slightly weaker when the goal is to make the program more solvent (60 percent, 42 percent strongly).



Strategic Summary

Support for Some Proposals to Increase Revenue for Social Security:

Voters are most willing to support revenue enhancing proposals that target wealthy individuals or institutions. Over four in ten voters say that elected officials who would require wealthy Americans to contribute more to Social Security represents their values extremely well (44 percent), compared to how they would feel about an official who would support requiring all Americans to contribute more (22 percent say this would represent their values extremely well).

- Two-thirds support requiring employers to pay Social Security taxes on wages above \$106,800 in order to reduce the deficit (65 percent favor, 46 percent strongly). Voters also strongly support gradually removing the Social Security cap so that the payroll tax would apply to employees earning above \$106,800 (62 percent favor, 40 percent strongly). Voters respond similarly when asked whether they would support these measures to make Social Security more solvent.
- Almost six in ten support taxing estates worth more than \$3.5 million in order to reduce the deficit (58 percent favor, 36 percent strongly) and are in favor of increased taxes on corporations that would be dedicated to Social Security (62 percent favor, 40 percent strongly). Responses are similar when questions are framed in terms of addressing solvency rather than the deficit.
- Just over half would favor, in order to reduce the deficit, establishing a financial tax on Wall Street speculation that would tax frequent trading of stocks and assets and then dedicating that money to Social Security (53 percent favor, 35 percent strongly). Again, voters react similarly to the proposals when asked to make Social Security solvent.



Strategic Summary

Messages

- Voters respond strongly to elected officials who assert that Social Security belongs to the people who worked hard and paid taxes into the program, not to the government. They believe it should be guaranteed because everyone pays into it.
- Social Security is also strongly perceived as a promise made to all generations and they want elected officials to commit to the program for future generations.
- Voters also believe that if we have money to bail out Wall Street, then we should have the money to pay back Social Security.



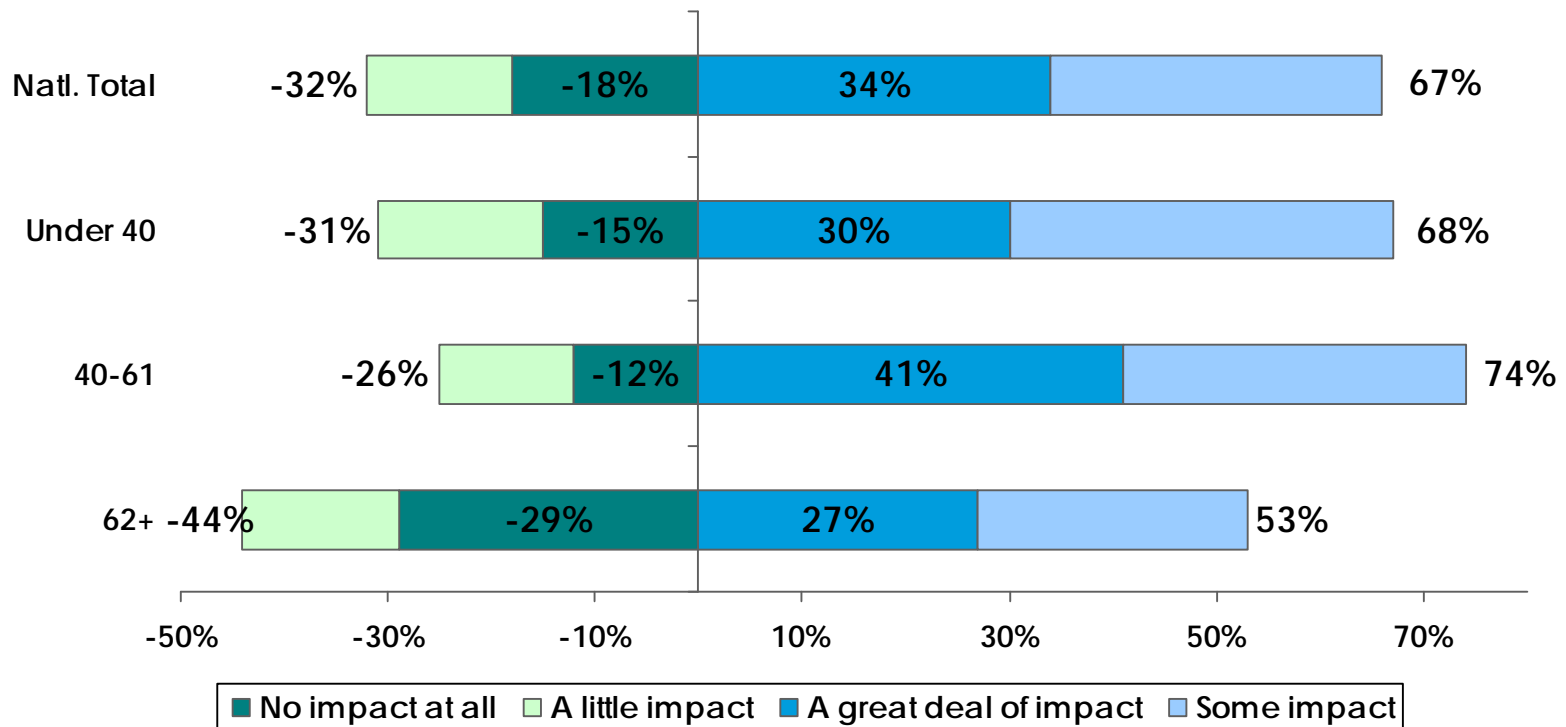
Context

Having enough money for retirement is a strong concern for voters.



Two-thirds of voters report the current economic situation has had a real impact on their ability to save for retirement. This is most pronounced among middle-aged voters.

How much impact, if any, has the current economy had on your ability to save for your retirement -- a great deal of impact, some impact, a little impact, or no impact at all?

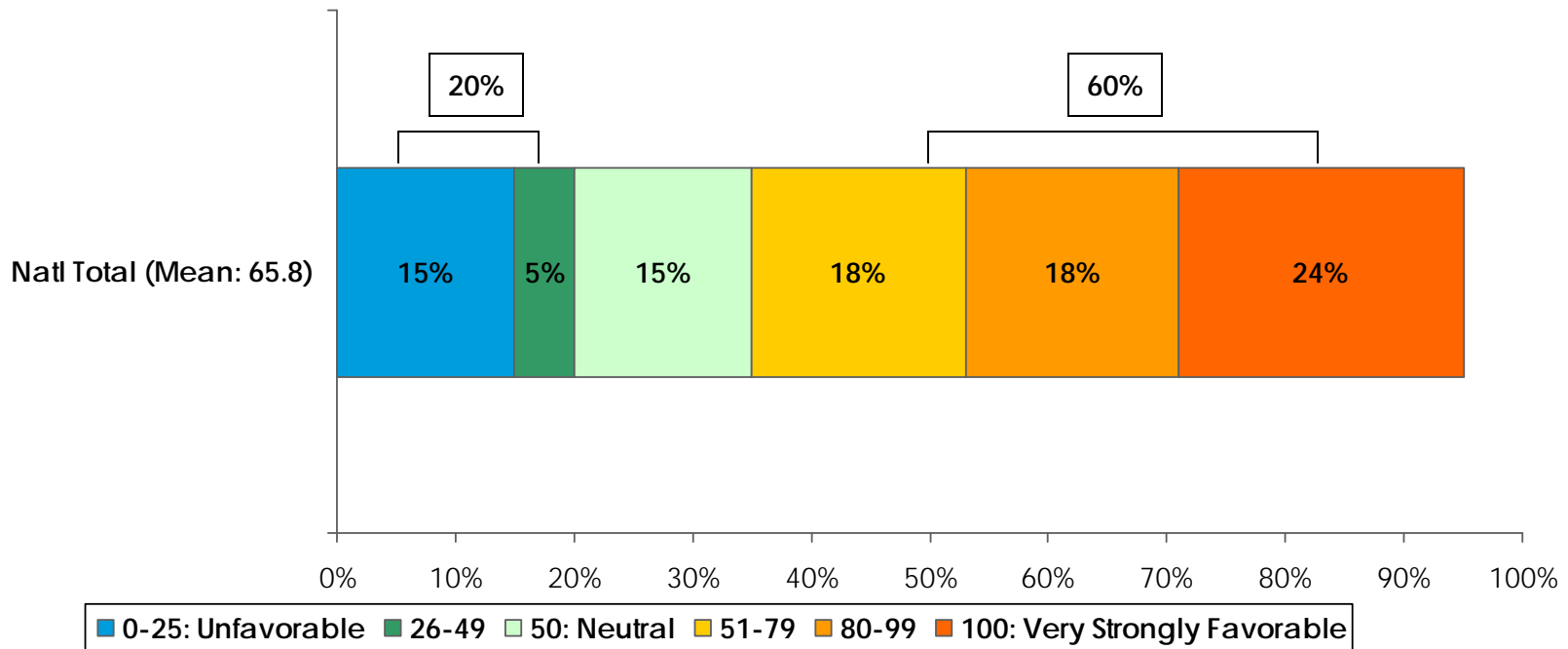


African-American voters (76%) are more likely than Latino (70%) or white voters (65%) to say the economy has a great deal or some impact on their ability to save for retirement.



Voters are highly favorable toward Social Security in general. Six in ten have a positive view of the program.

On a scale from 0 to 100, where 100 is very favorable and 0 is very unfavorable, what is your opinion of Social Security?



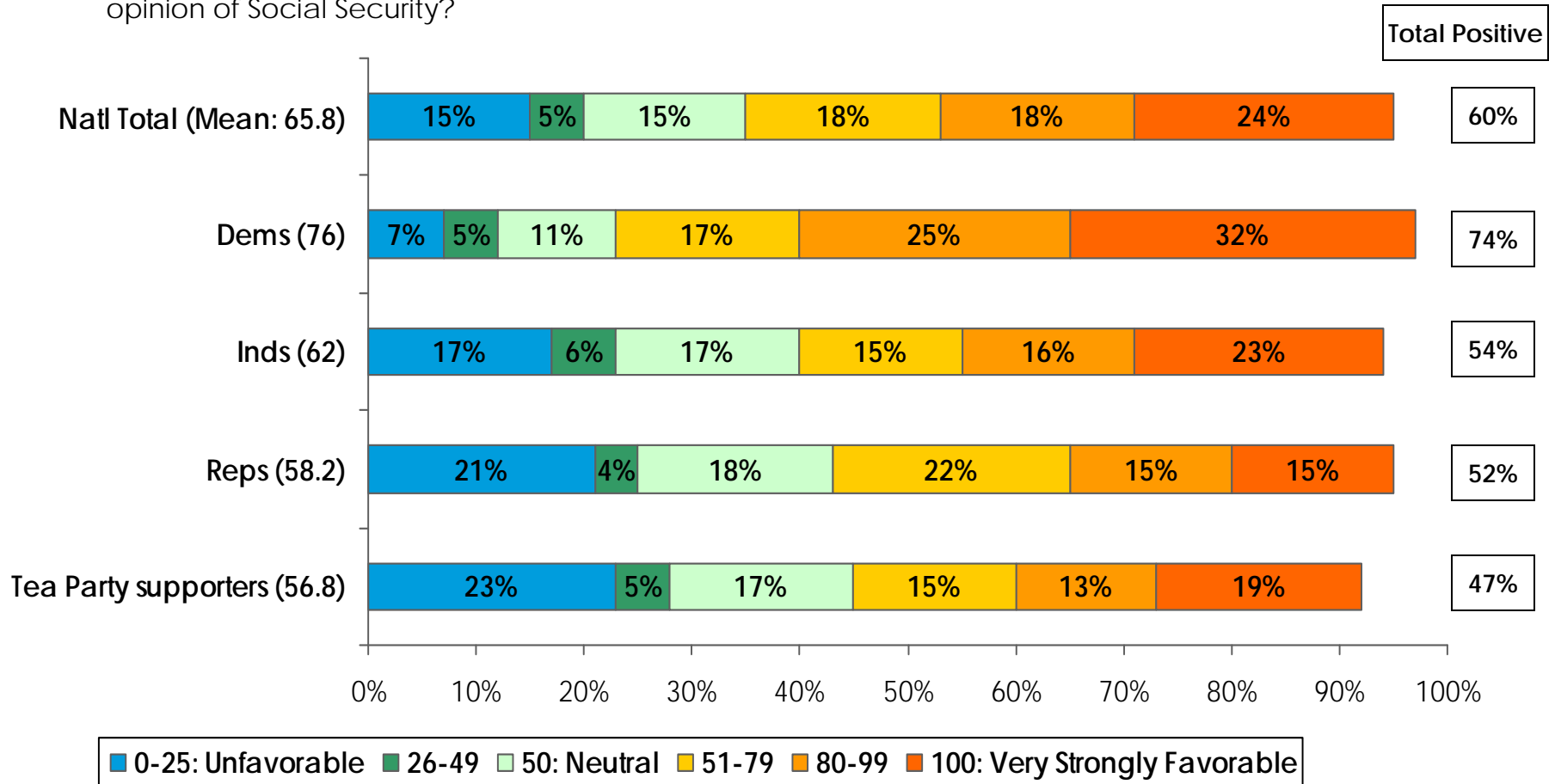
Demographic subgroups most favorable toward Social Security are:

- Voters age 62 and older (33% saying '100: very favorable')
- Unmarried men (29%)
- Retirees (32%)
- African Americans (30%)
- Latinos (30%)



Majorities across party lines have positive views of Social Security in general, as do nearly half of Tea Party movement supporters.

On a scale from 0 to 100, where 100 is very favorable and 0 is very unfavorable, what is your opinion of Social Security?



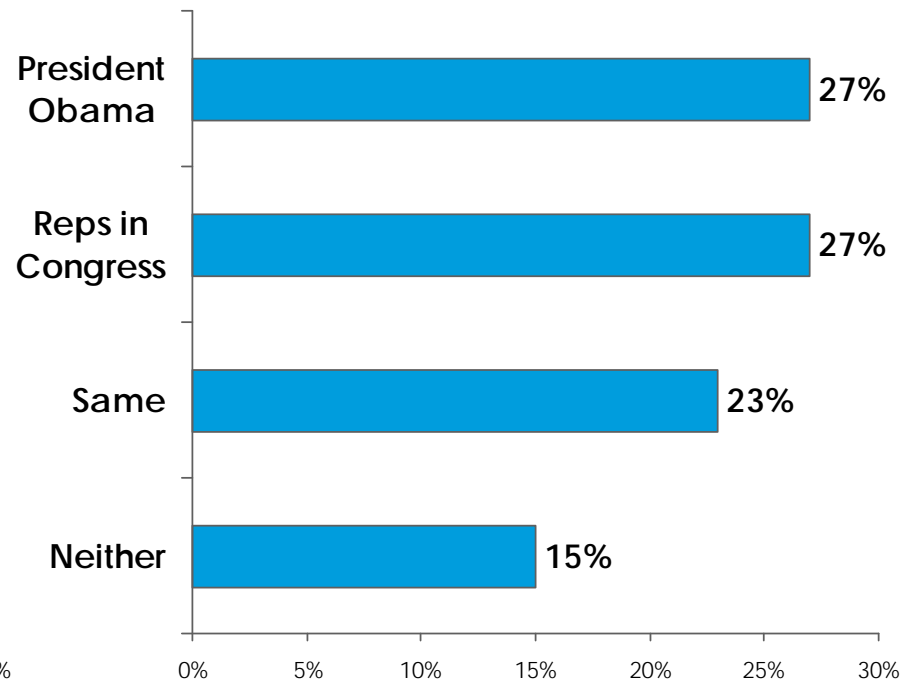
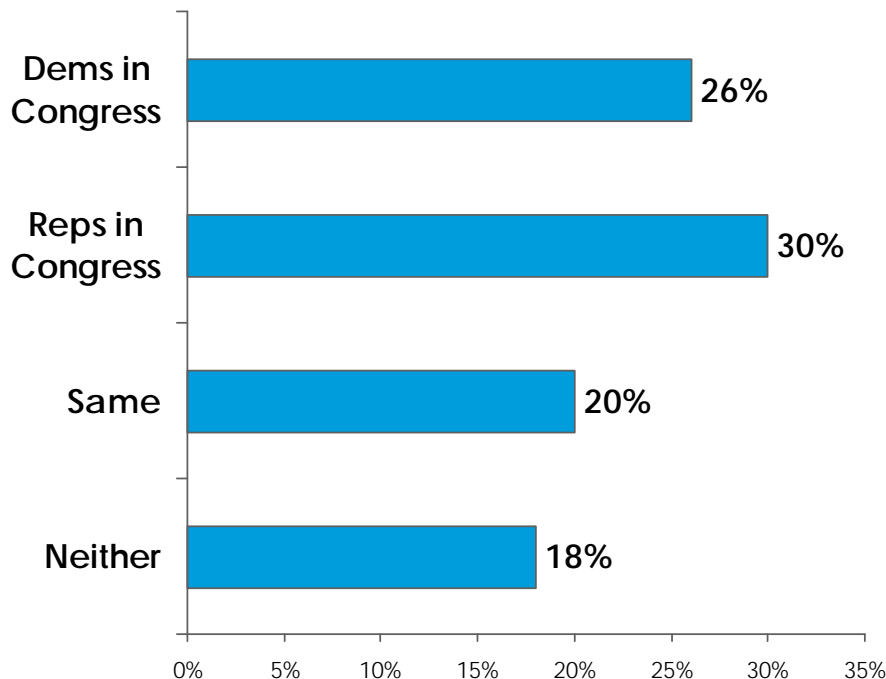
A solid majority (57%) of voters in targeted legislative districts are favorable toward Social Security, while only 20% are unfavorable.





Voters nationwide do not have great confidence in Republicans, Democrats or President Obama in their handling of Social Security. When Republicans in Congress are put head to head with Democrats, Republicans have a slight advantage.

*Who do you think will better handle the issue of Social Security?




Views among voters in targeted legislative districts are similar to voters nationwide.





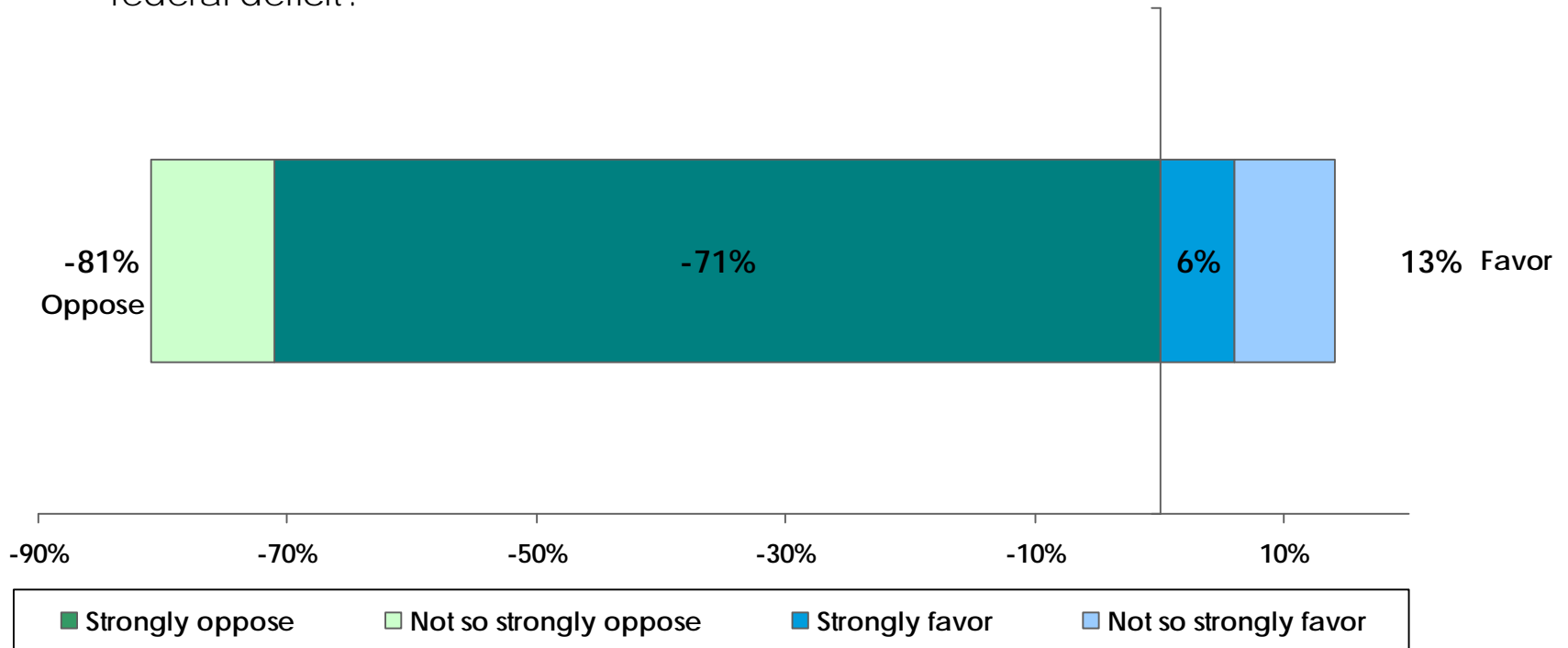
Voters Reject Cuts in Social Security

Voters strongly oppose cuts in Social Security benefits in order to reduce the federal deficit.



Voters overwhelmingly oppose cutting Social Security benefits in order to reduce the deficit. Seven in ten strongly oppose such cuts.

*Would you favor or oppose cutting Social Security benefits in order to reduce the federal deficit?



Eight in ten voters in targeted legislative districts (79%) also oppose such cuts (71% strongly oppose).

*Split-sampled questions



Voters across party lines strongly oppose cutting Social Security benefits to reduce the deficit.

Cutting Social Security Benefits to Reduce the Deficit

<i>% saying "oppose"</i> <i>(% saying "strongly oppose")</i>	Natl. Total	Dems	Inds	Reps	Tea Party supprts
*Cutting Social Security benefits to reduce the deficit	81% (71%)	89% (79%)	76% (66%)	77% (66%)	76% (64%)

*Split-sampled questions



A majority of voters across all age ranges strongly opposes cutting Social Security benefits to reduce the deficit, while intensity of opposition is lower among younger voters.

Cutting Social Security Benefits to Reduce the Deficit

<i>% saying "oppose" (% saying "strongly oppose")</i>	Natl. Total	Under 40	40-61	62+
*Cutting Social Security benefits to reduce the deficit	81% (71%)	71% (56%)	84% (74%)	87% (80%)

Additionally, majorities of both men and women strongly oppose general cuts in Social Security benefits to reduce the deficit, as well as majorities living in union households and African-American and Latino voters.

*Split-sampled questions



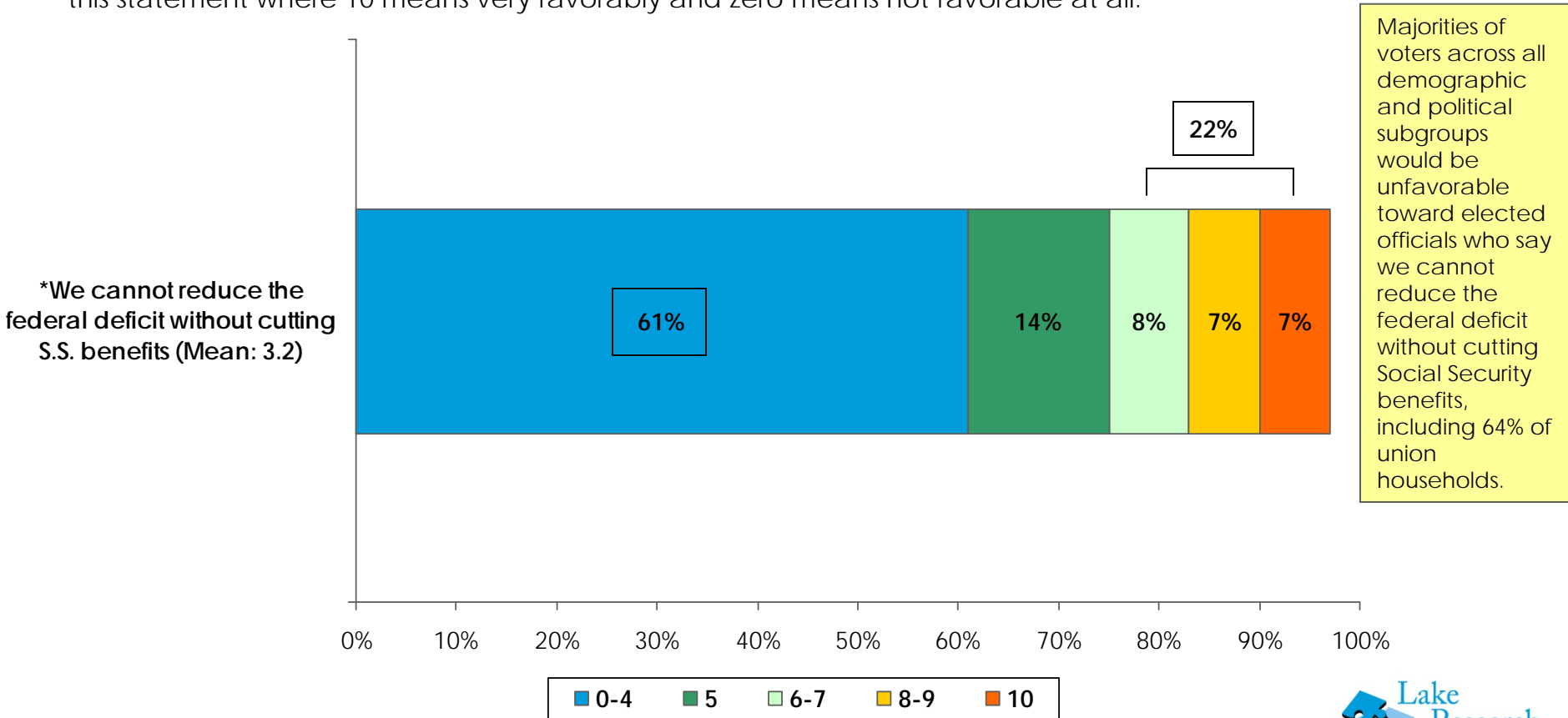
Elected Officials' Statements on Social Security

Voters strongly reject linking the deficit to Social Security and look unfavorably upon elected officials who do so. Instead, voters are most favorable toward elected officials who make strong commitments to protecting Social Security.



Six in ten voters feel unfavorably toward elected officials who assert the deficit cannot be reduced without cutting Social Security.

Using a scale from zero to ten, please tell me how you would feel toward an elected official who made this statement where 10 means very favorably and zero means not favorable at all.



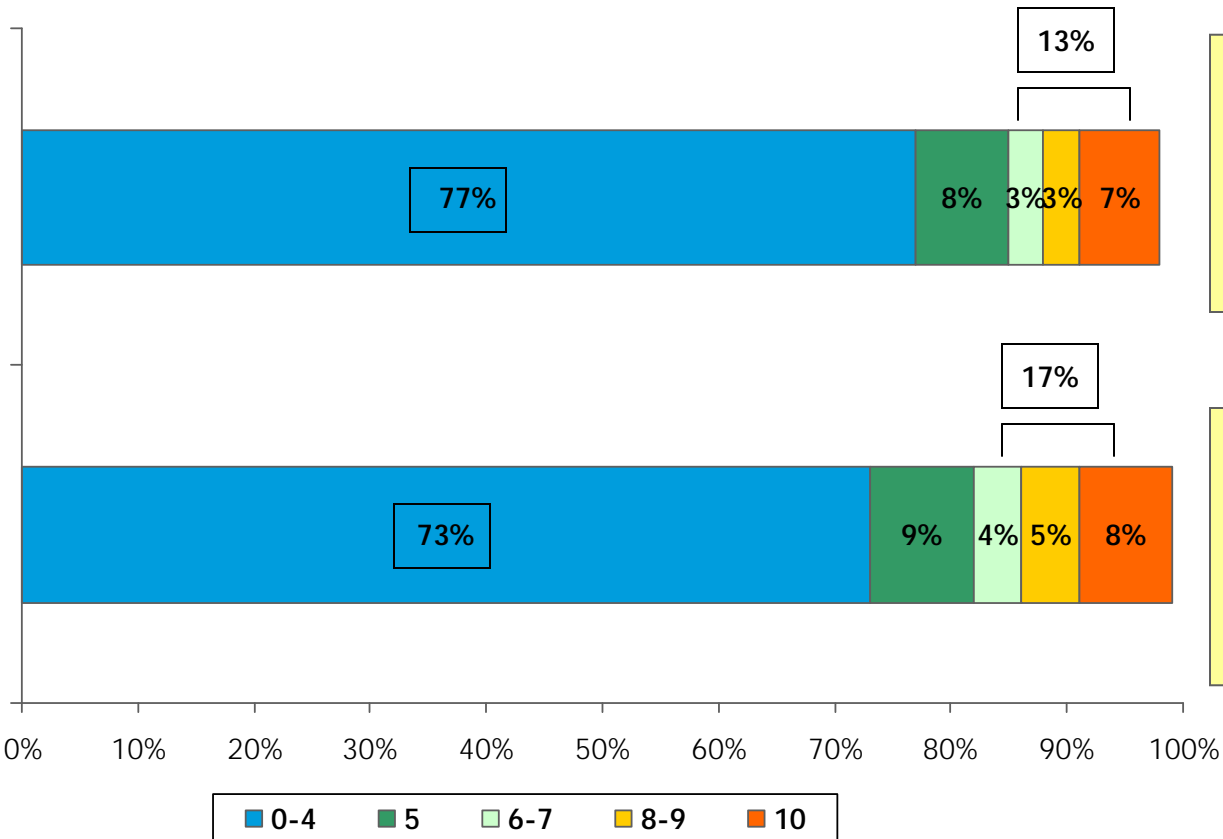
*Split-sampled questions



Additionally, three quarters are unfavorable toward elected officials who say Social Security is just like any other government program and should be cut.

Using a scale from zero to ten, please tell me how you would feel toward an elected official who made this statement where 10 means very favorably and zero means not favorable at all.

***S.S. is just like any other govt. program & should be cut (Mean 2.3)**



82% of Dems, 79% of indpts, and 70% of Reps. would view an elected official making this statement unfavorably.

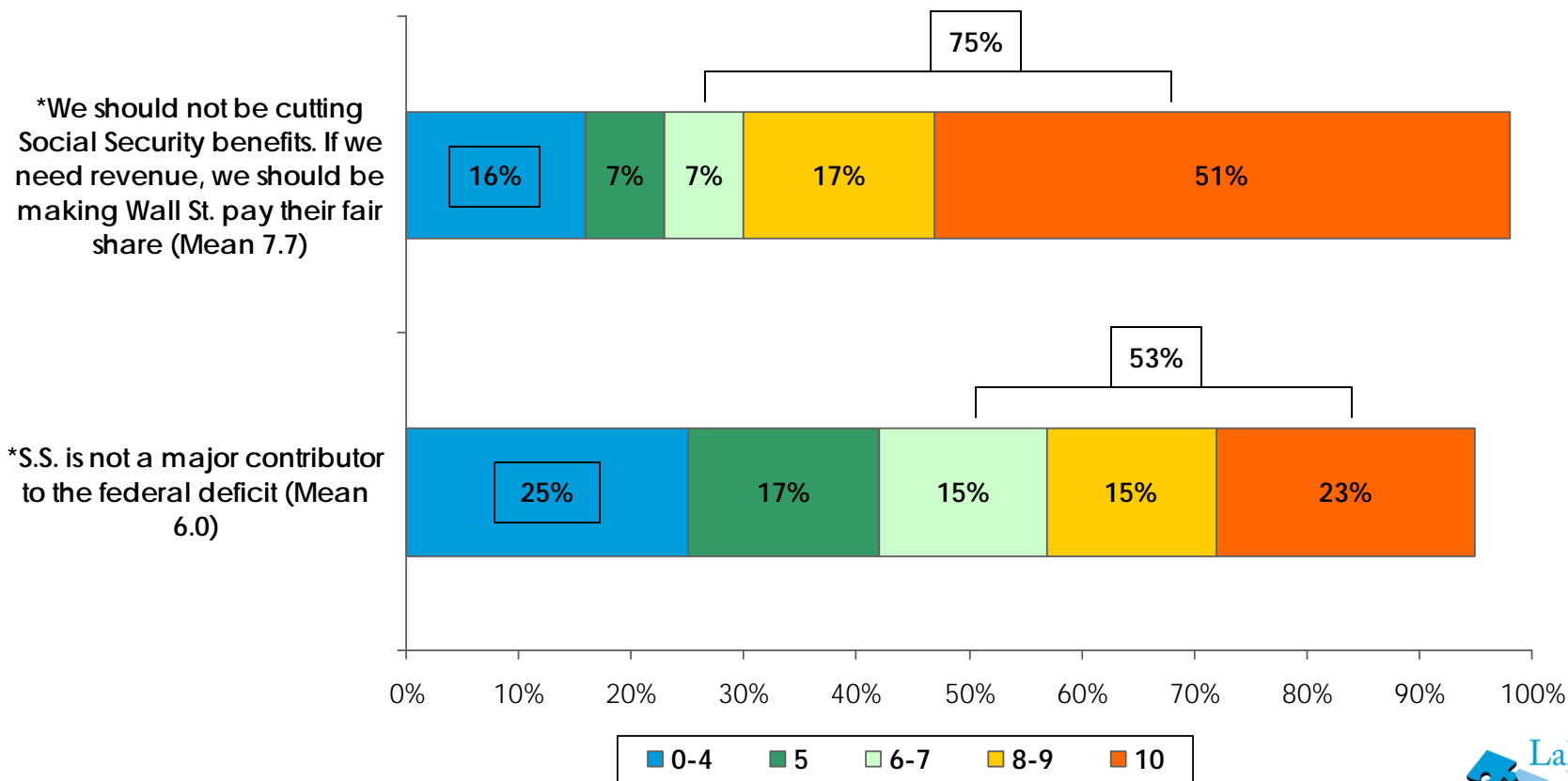
79% of Dems, 66% of indpts, and 70% of Reps. would view an elected official making this statement unfavorably.

*Split-sampled questions



In the reverse, three quarters of voters feel favorably toward elected officials who defend Social Security against cuts, and over half agree with elected officials who say Social Security is not a major contributor to the deficit.

Using a scale from zero to ten, please tell me how you would feel toward an elected official who made this statement where 10 means very favorably and zero means not favorable at all.

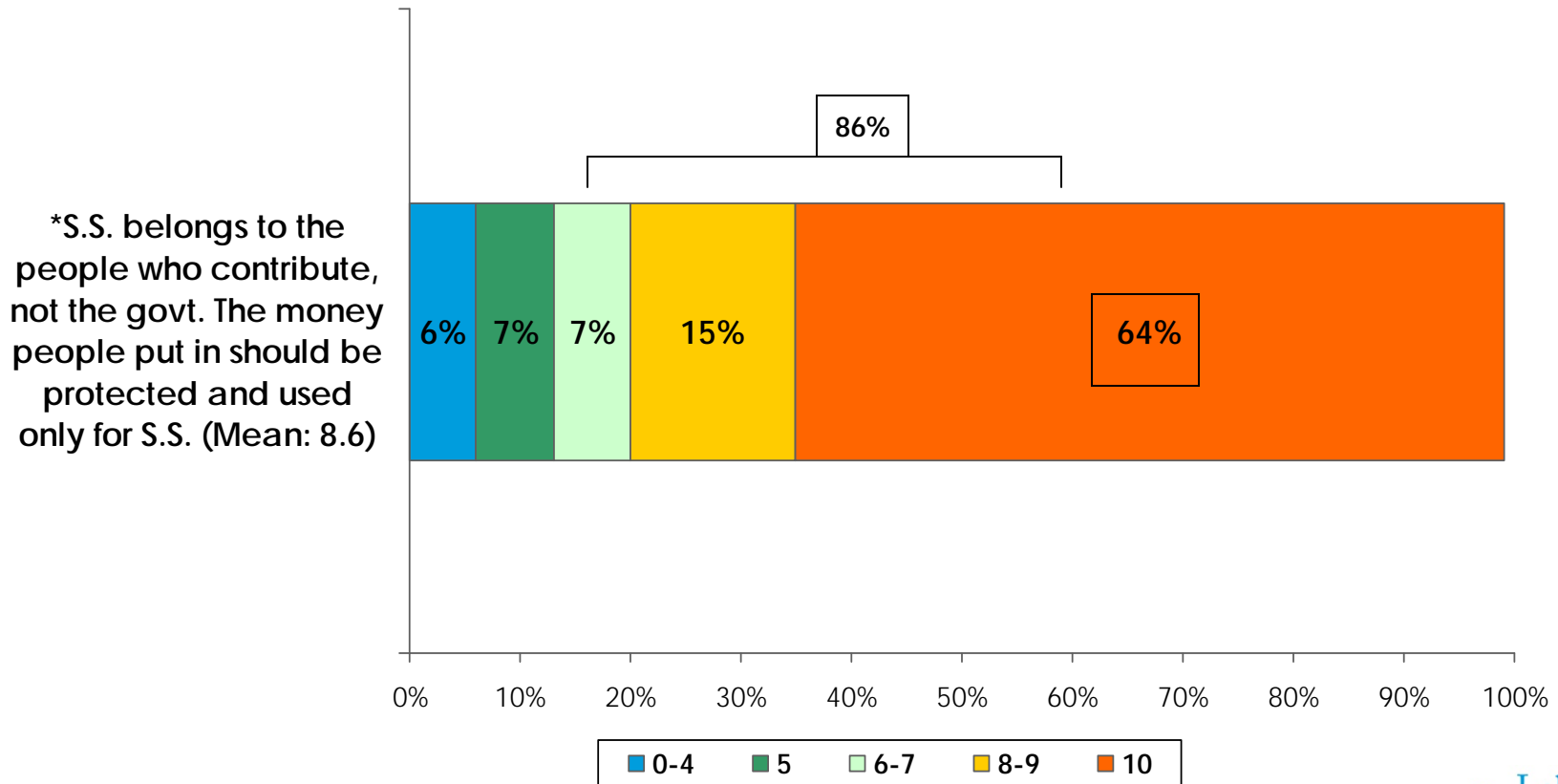


*Split-sampled questions



Nearly two-thirds of voters feel very favorably toward elected officials who say that Social Security belongs to the people and should be protected for Social Security only. These views are strong across nearly all demographic groups, including at least six in ten among Democrats, independents and Republicans.

Using a scale from zero to ten, please tell me how you would feel toward an elected official who made this statement where 10 means very favorably and zero means not favorable at all.

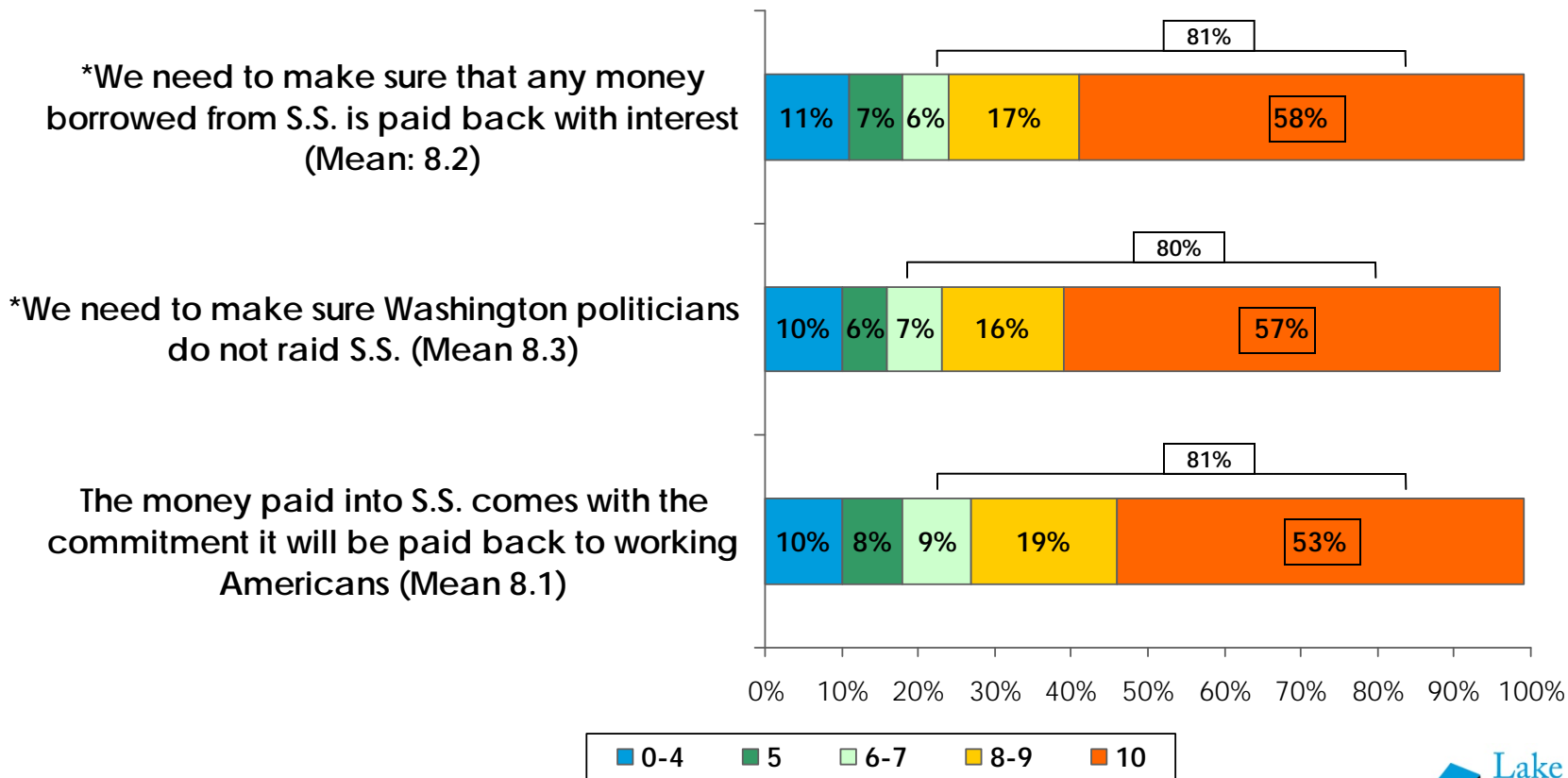


*Split-sampled questions



Majorities of voters also report they would feel very favorably toward an elected official who believes that Social Security comes with the commitment that it will be paid back, that any money taken should be paid back with interest, and that we need to ensure politicians do not raid the program.

Using a scale from zero to ten, please tell me how you would feel toward an elected official who made this statement where 10 means very favorably and zero means not favorable at all.

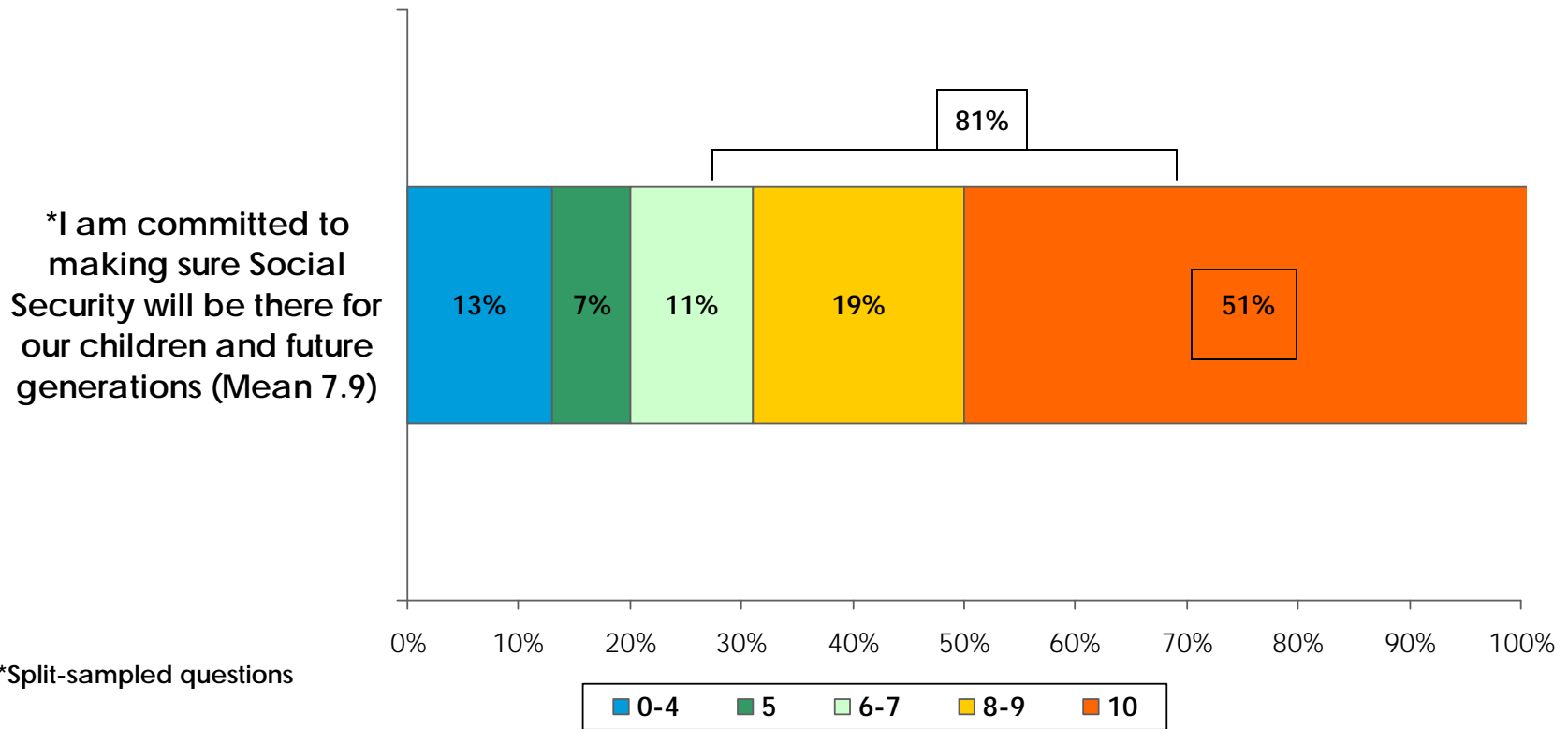


*Split-sampled questions



A majority of voters also report very favorable opinions toward an elected official who is committed to Social Security to ensure it will be there for our children and future generations.

Using a scale from zero to ten, please tell me how you would feel toward an elected official who made this statement where 10 means very favorably and zero means not favorable at all.



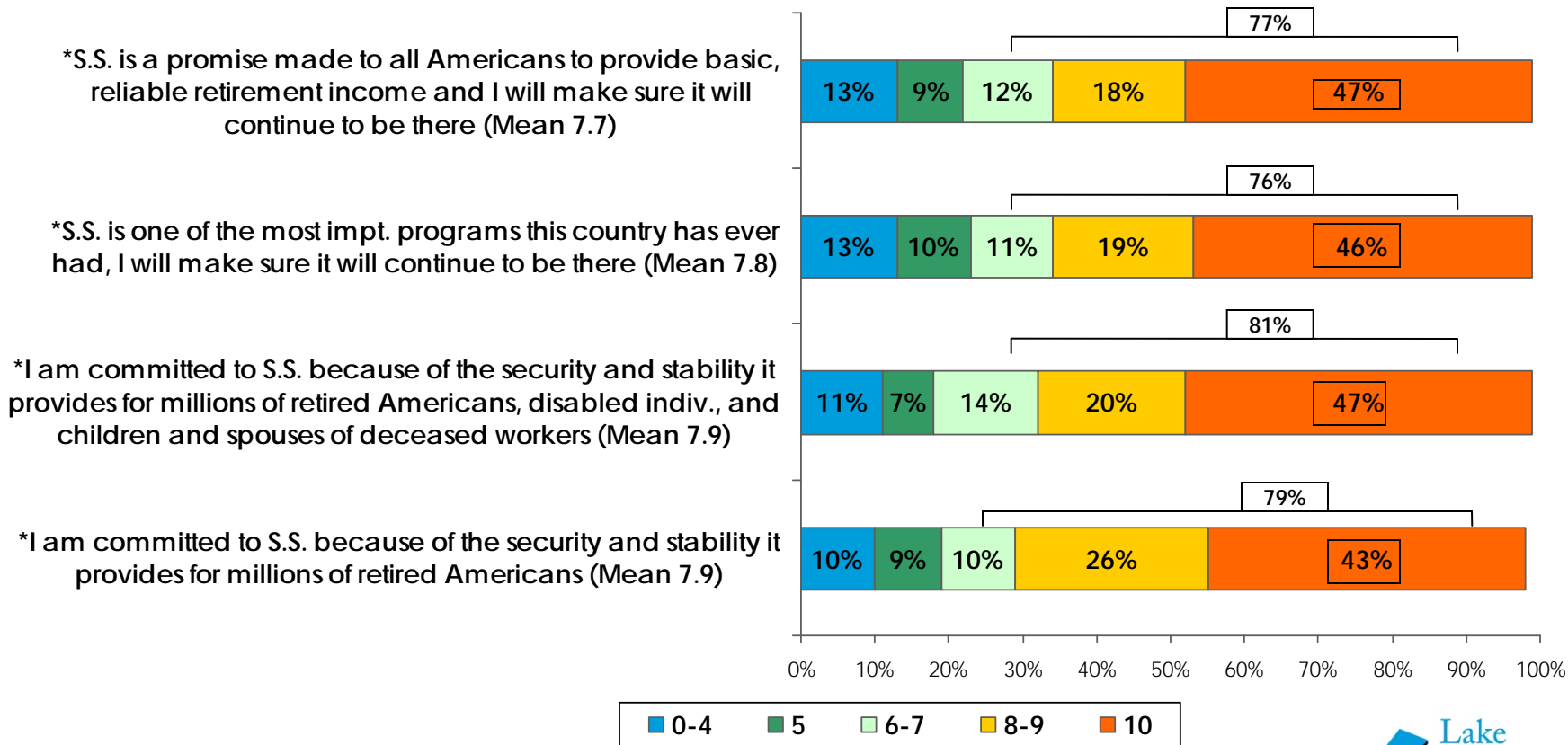
This commitment is more compelling for older voters (67% of voters age 62 and older saying '10') than for middle-aged (46%) or younger voters (41%).





To a slightly lesser extent, voters feel very favorably toward elected officials who call for committing to Social Security because it is a promise of basic, reliable retirement income and an important program that provides for security and stability for millions.

Using a scale from zero to ten, please tell me how you would feel toward an elected official who made this statement where 10 means very favorably and zero means not favorable at all.

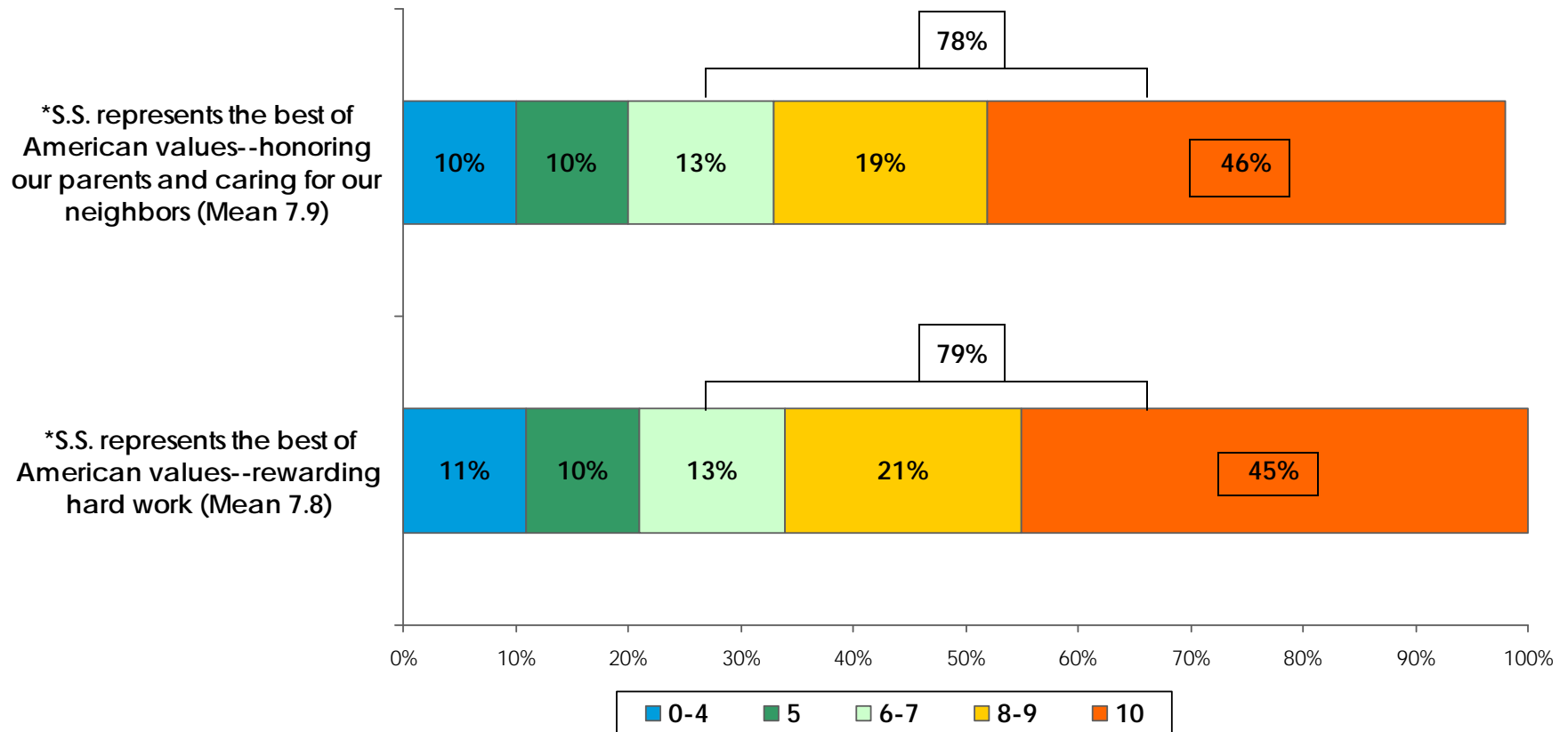


*Split-sampled questions



Similarly, nearly half of voters feel very favorably toward elected officials who assert that Social Security reflects the best of American values, including rewarding hard work, honoring parents, and caring for our neighbors.

Using a scale from zero to ten, please tell me how you would feel toward an elected official who made this statement where 10 means very favorably and zero means not favorable at all.



*Split-sampled questions



Reactions to Specific Benefit Cuts

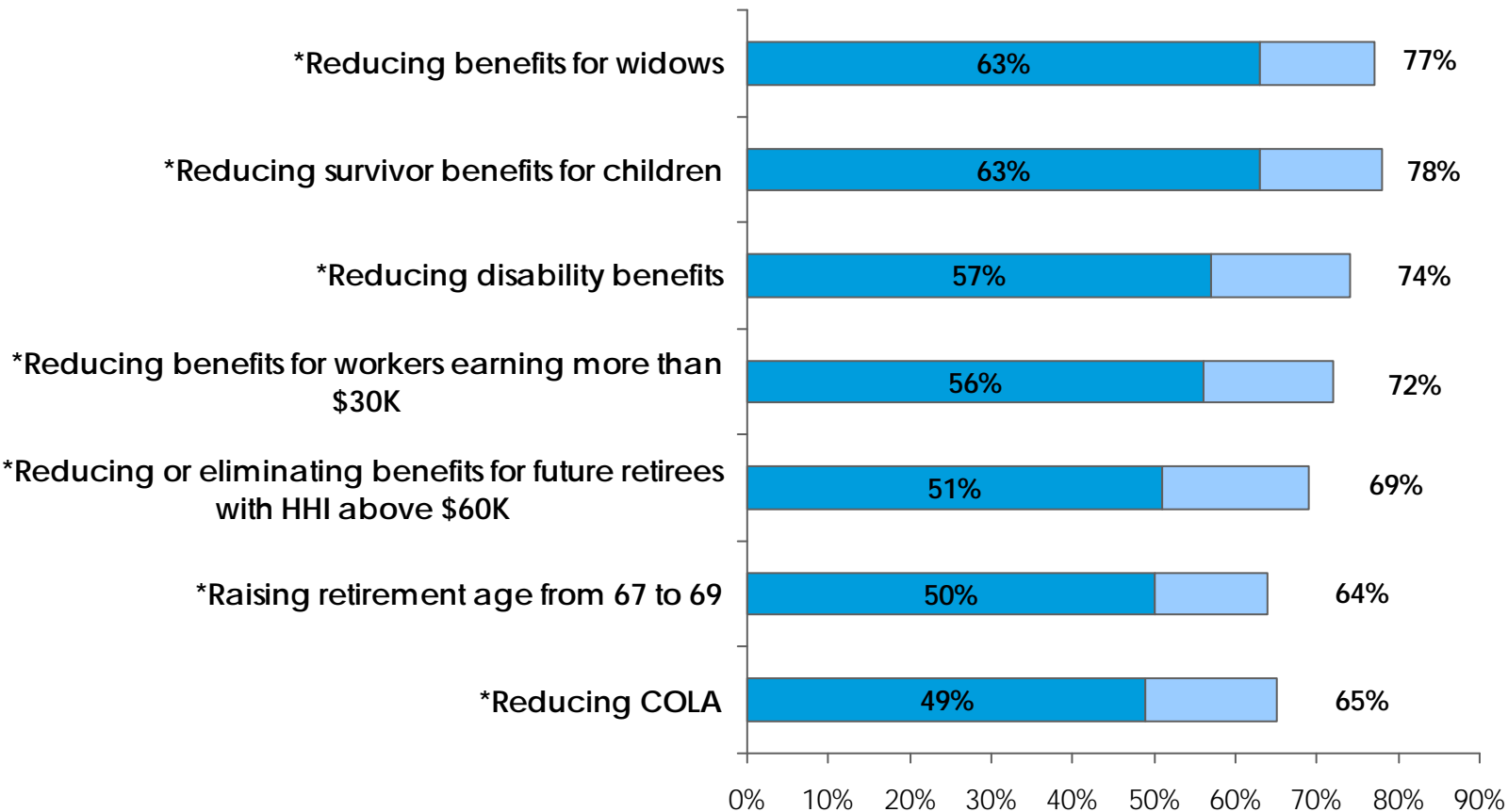
Voters oppose cutting Social Security benefits in many types of formulations, whether the cuts are to help make the program more solvent or to address the current budget crisis.



Two-thirds of voters oppose all of these proposals to cut benefits, and majorities strongly oppose nearly all of these.

*Split-sampled questions : Here are some changes people are proposing to Social Security in order to reduce the federal deficit. Please tell me if you would favor or oppose each of the following changes to Social Security to reduce the federal deficit?

Strongly oppose Somewhat oppose



There is also similar solid opposition to these benefit cuts in order to help make Social Security more solvent.



Around seven in ten or more voters nationwide oppose benefit cuts for widows, children survivors, and disabled individuals.

Cutting Benefits for the Vulnerable

<i>% saying "oppose" (% saying "strongly oppose")</i>	<i>*To help make S.S. more solvent</i>	<i>*To reduce federal deficit</i>
Reducing benefits paid to widows whose spouses have died and had paid into the system as workers	80% (64%)	77% (63%)
Reducing survivor benefits paid to children under 19 whose parents have died or become disabled and had paid into the system as workers	72% (57%)	78% (63%)
Reducing disability benefits paid out to workers who develop physical or mental disabilities and can no longer work	73% (55%)	74% (57%)

*Split-sampled question

Majorities of all demographic and political subgroups oppose such benefit cuts, including voters in targeted legislative districts.





Voters stand in opposition, with majorities strongly opposed, to reducing the benefits for workers who earn more than \$30,000 yearly. Opposition levels are similar to reducing benefits for future retirees earning more than \$60,000 yearly.

Cutting Benefits that Impact the Middle Class

<i>% saying "oppose" (% saying "strongly oppose")</i>	<i>*To help make S.S. more solvent</i>	<i>*To reduce federal deficit</i>
Reducing benefits of workers earning more than \$30,000 a year	74% (57%)	72% (56%)
Reducing or eliminating the Social Security benefits of future retirees with household incomes above \$60,000	71% (52%)	69% (51%)

Seven in ten voters of all age groups and political affiliations would oppose reducing benefits for workers earning more than \$30,000 a year or future retirees with household incomes of \$60,000 yearly.

*Split-sampled question



Over six in ten voters oppose raising the normal retirement age from 67 years old to 69. Among independents, older voters and targeted legislative districts, opposition is more intense when the goal is reducing the deficit rather than making Social Security more solvent.

Gradually raising the normal retirement age from 67 to 69

<i>% saying "oppose"</i> <i>(% saying "strongly oppose")</i>	*To help make S.S. more solvent	*To reduce federal deficit
National total	64% (46%)	64% (50%)
Dems	66% (49%)	61% (46%)
Indps	60% (41%)	74% (61%)
Reps	66% (46%)	62% (50%)
Tea Party supprt	65% (47%)	59% (49%)
Under 40	57% (39%)	55% (39%)
40-61	69% (51%)	69% (54%)
62+	64% (47%)	64% (55%)

Over six in ten voters in the targeted legislative districts oppose raising the normal retirement age from 67 to 69 (62% oppose to make more solvent; 68% oppose to reduce federal deficit).





Around six in ten voters oppose reducing the annual cost of living adjustment, and at least four in ten voters would strongly oppose this, even for solvency. Opposition is even stronger when the end goal is to reduce the federal deficit.

Reducing the Size of the Annual Cost of Living Adjustment

<i>% saying "oppose" (% saying "strongly oppose")</i>	<i>*To help make S.S. more solvent</i>	<i>*To reduce federal deficit</i>
National total	60% (42%)	65% (49%)
Dems	58% (44%)	66% (48%)
Indps	59% (48%)	65% (49%)
Reps	63% (39%)	65% (52%)
Tea Party Supprt	67% (42%)	60% (48%)
Under 40	50% (31%)	61% (42%)
40-61	63% (45%)	69% (49%)
62+	63% (49%)	64% (56%)

Voters of retirement age and those nearing retirement age are more opposed to reductions in the COLA than are younger voters.

*Split-sampled question



Reactions to Specific Revenue Increases for Social Security

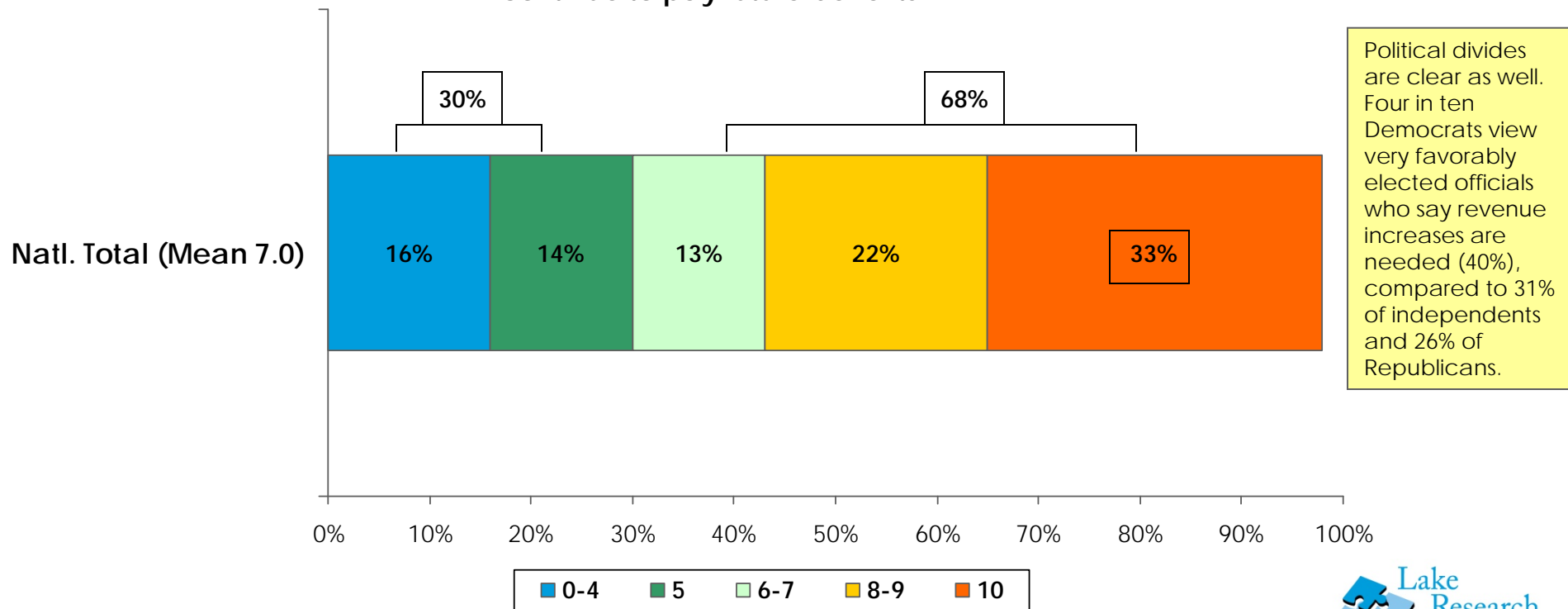
Raising revenues for Social Security is not top of mind for voters, but they are willing to support some measures to accomplish this, particularly those focused on wealthy individuals or institutions.



Elected officials who call for increased revenues to ensure payment of future benefits draw generally favorable responses from voters. A majority among every age group are favorable toward elected officials making this statement, but intensity varies.

*Split-sampled question: Using a scale from zero to ten, please tell me how you would feel toward an elected official who made this statement where 10 means very favorably and zero means not favorable at all.

We have to increase Social Security Revenue to ensure Social Security will continue to pay future benefits*

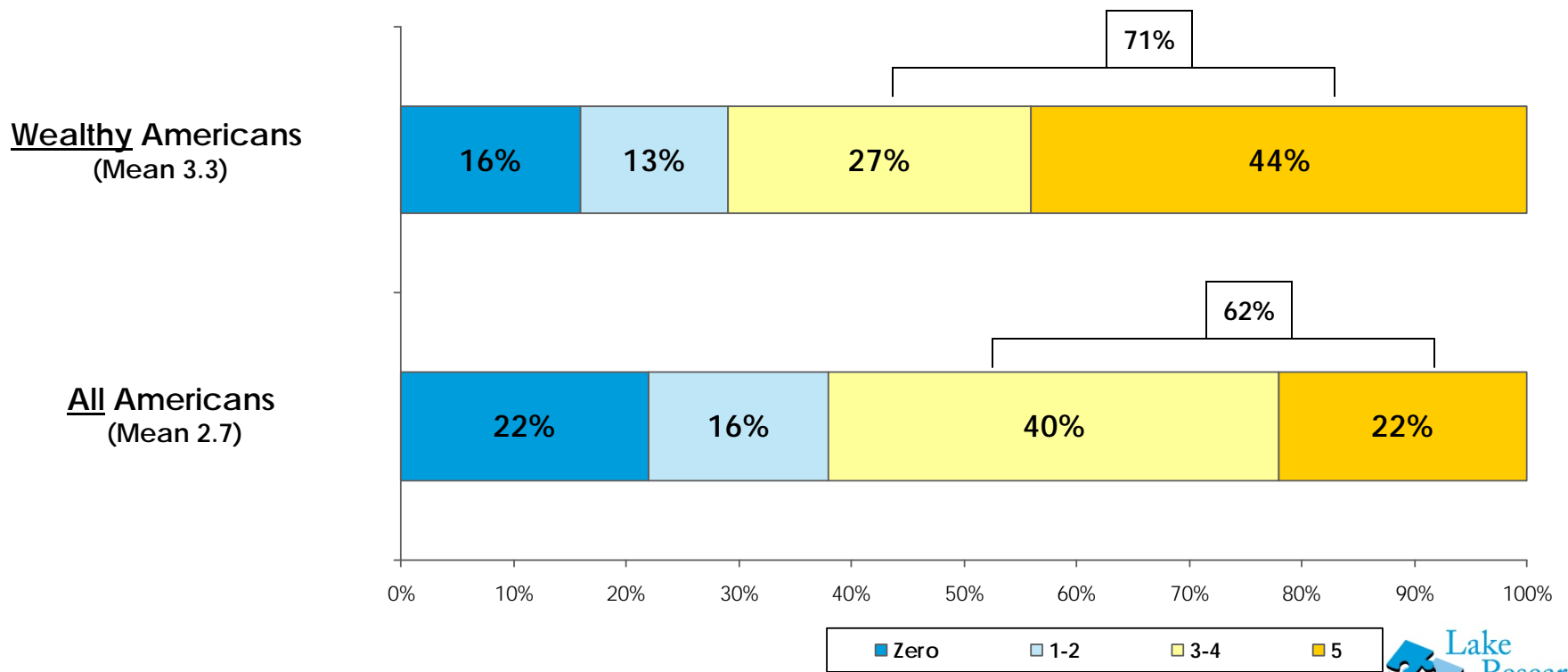




Voters are twice as likely to feel an elected official who supports requiring the wealthy, rather than all Americans, to contribute more to Social Security represents their views extremely well.

How well does this represent your values using a scale that goes from zero to five where zero means it doesn't represent your values and positions at all and 5 means it represents your values and positions extremely well?

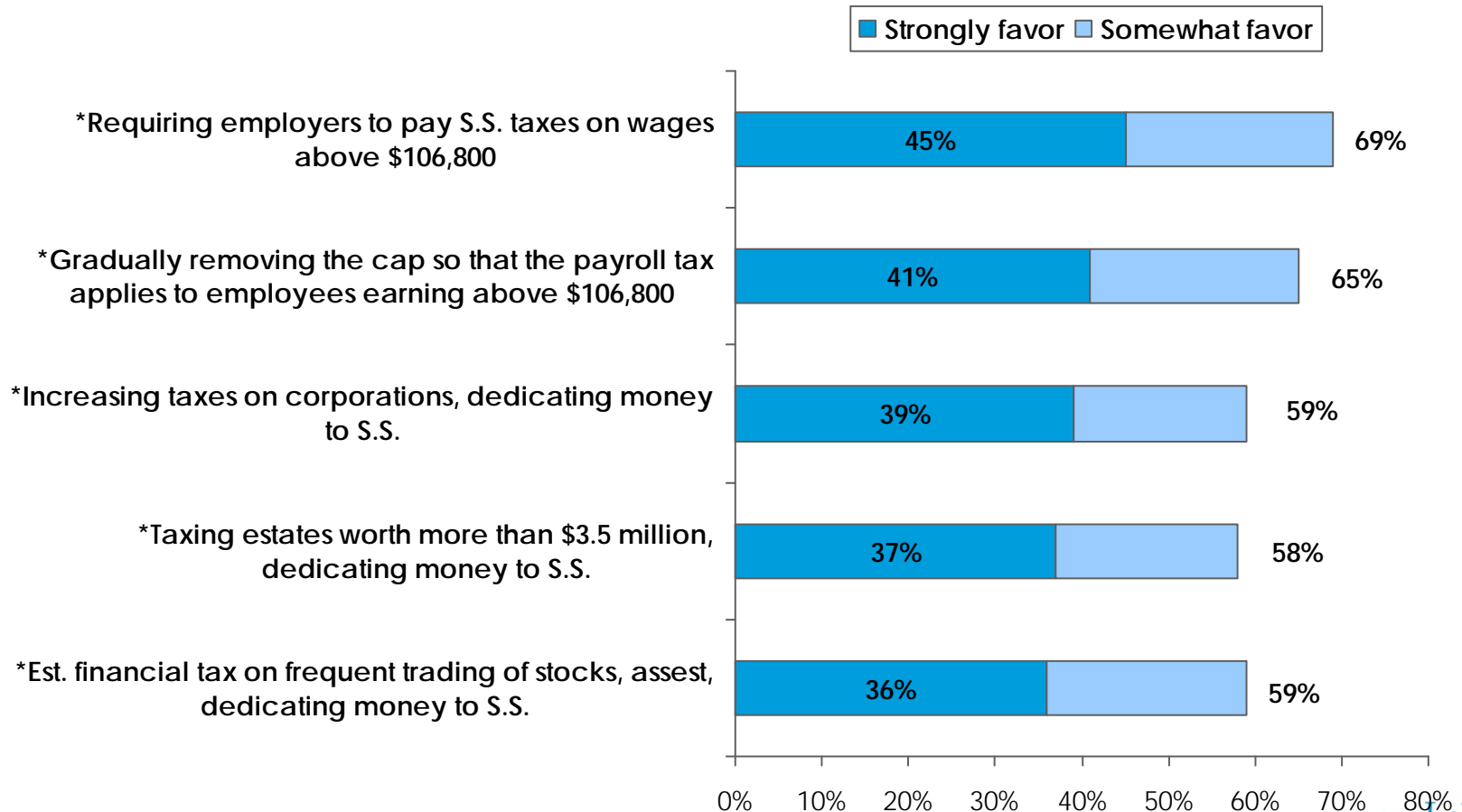
Supports Requiring More Contributions to Social Security from....






From the range of potential revenue enhancing proposals tested in the survey, those that are more focused on gathering revenue from wealthy individuals or corporations for Social Security earn the strongest support, whether the goal is to reduce the federal deficit or to make the program more solvent.

*Split-sampled questions : Here are some changes people are proposing to help make Social Security more solvent. Please tell me if you would favor or oppose each of the following proposals to make Social Security more solvent?



Voters respond similarly when asked whether they would support these measures to reduce the deficit.



Around two-thirds of voters favor removing the cap on employees earning over \$106,800 and requiring employers to pay taxes on wages over this amount as well, including two-thirds of Democrats, and slim majorities of Republicans and independents. A majority of voters also support taxing estates worth over \$3.5 million and dedicating that money to Social Security.

Raising the amount paid by people with higher-incomes

<i>% saying "favor" (% saying "strongly favor")</i>	<i>*To help make S.S. more solvent</i>	<i>*To reduce federal deficit</i>
Requiring employers to pay S.S. taxes on all wages above \$106,800, which they do not do now	69% (45%)	65% (46%)
Gradually removing the S.S. cap so that the S.S. payroll tax would apply to employees earning above \$106,800, which it does not apply to now	65% (41%)	62% (40%)
Taxing estates worth more than \$3.5 million and dedicating the money to Social Security	58% (37%)	58% (36%)

Requiring employers of those earning above \$106,800, rather than the employees, is more appealing to Republicans and independents.

Majorities of Democrats (70%) and independents (57%) favor the estate tax, as do 47% of Republicans to make the program more solvent.

*Split-sampled question

While there are not significant differences among middle-aged or younger voters, older voters are more supportive of these revenue increases if the goal is to increase the program's solvency.





Nearly six in ten voters nationwide would support increased taxes on corporations or a new tax on Wall Street's frequently traded stocks and assets where revenues are dedicated specifically to Social Security. Majorities of Democrats and independents, and almost half of Republicans, would support these revenue enhancements.

Taxes on Wall Street, corporations dedicated to Social Security

<i>% saying "favor"</i> <i>(% saying "strongly favor")</i>	*To help make S.S. more solvent	*To reduce federal deficit
Increasing taxes on corporations and dedicating the money to Social Security	59% (39%)	62% 40%)
Establishing a financial tax on Wall Street speculation that would tax frequent trading of stocks and other assets, and dedicate that money to Social Security	59% (36%)	53% (35%)

71% of Democrats favor increasing taxes on corporations, 54% of independents and 49% of Republicans to make S.S. more solvent.

69% of Democrats favor a financial tax on Wall Street, 59% of independents and 49% of Republicans to increase the program's solvency.

*Split-sampled question



Overarching Messaging

The most resonant theme overall is that Social Security belongs to the people who worked hard and contributed to it.



Nearly nine out of ten voters agree that Social Security should be guaranteed because it is financed by taxes on employees and employers.

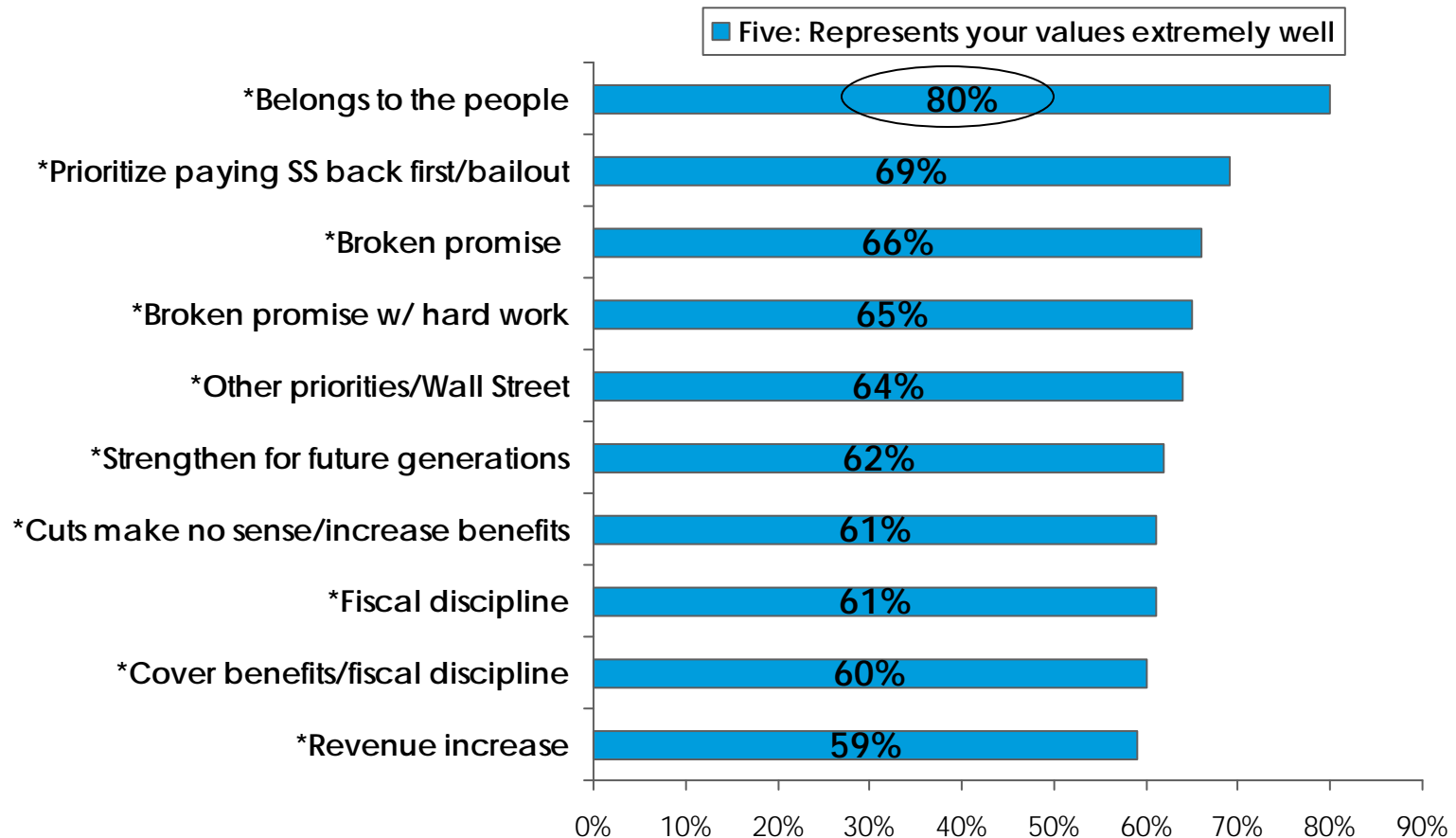
Social Security should be guaranteed because it is financed mainly by taxes on employees and their employers

	% saying "agree" ("strongly agree")
Natl. Total	89% (74%)
Dems	95% (78%)
Inds	86% (71%)
Reps	86% (72%)
Tea Party supptrs.	79% (67%)
Under 40	90% (72%)
40-61	87% (71%)
62+	93% (81%)

*Split-sampled question



Voters respond to messages that reflect voters' core beliefs about Social Security: it belongs to the people and represents a promise made to all generations that must be protected and paid back.



*Split-sampled questions: On a scale that goes from 0 to 5, where 0 means it doesn't represent your values and positions at all and 5 means it represents your values and positions extremely well, how well does this statement represent your values and positions.



The messages that resonate most with voters reflect their core attitudes about Social Security: it belongs to the people and represents a promise made to all generations that must be protected and paid back.

[Belongs to the people] Social Security moneys belong to the people who have worked hard all their lives and contributed to the program, not to the government. We must protect Social Security from cuts that will hurt beneficiaries, we cannot let Congress try to use Social Security as a piggy bank. (80% saying "5: represents values extremely well")

[Prioritize paying back SS first/bailout] Social Security has a funding gap in the future and that gap needs to be closed. The disagreement in Washington is what to do about it. The answer is pretty clear: The federal government has to pay back the \$2.6 trillion it took from the Social Security trust fund. Before Congress even thinks about cutting Social Security benefits, the government must pay back the money it owes the trust fund. We cannot accept that the government has the money to bail out Wall Street banks, but not to pay back Social Security. (69% saying "5: represents values extremely well")

[Broken promise/ Broken promise w/ hard work] Social Security is a promise made to all generations to provide a basic and reliable income for when they retire, become widowed or disabled, or leave loved ones behind. Americans [*who work hard all their lives*] need to know the promise of Social Security will continue to be met for them. This is one promise we cannot allow Congress to break. We need to make sure we continue to support Social Security without making cuts that will harm current and future generations (Broken Promise: 66% saying "5: represents values extremely well;" Broken Promise w/ hard work: 65%)



Populist Wall Street controls and saving Social Security for future generations are also strong messages.

[Other priorities/Wall Street] Washington should be thinking about getting Americans back to work, protecting Americans from predatory lenders and changing unscrupulous business practices on Wall Street. We shouldn't expect middle and low income Americans, in the middle of the largest recession since the 1930's, to have their Social Security cut. We should ask Wall Street bankers to give back their bonuses and we should put a tax on Wall Street, not cut Social Security benefits. (64% saying "5: represents values extremely well")

[Strengthen for future generations] If we don't do something to stop the politicians in Washington, they will move forward behind closed doors with cuts to Social Security benefits and they will raid the Social Security trust fund so that there will not be a strong Social Security program in place for future generations. We have to take steps to fight potential cuts for today's beneficiaries and to strengthen Social Security for future generations. (62% saying "5: represents values extremely well")




Far from cutting Social Security to reflect fiscal discipline, voters believe real fiscal sense includes paying Social Security back and considering increasing benefits.

[Cuts make no sense/Increase benefits] Cutting Social Security just doesn't make sense. Social Security benefits are already very modest -- less than \$1,200 a month for the typical retiree. If anything, in light of the recession, we should be talking about how to increase benefits, not how to cut them. (61% saying "5: represents values extremely well")

[Fiscal discipline] While Washington has been bailing out banks, cutting taxes for the rich, and fighting two wars on a credit card, Social Security has been building a \$2.6 trillion surplus. Now politicians are meeting in secret to cut Social Security. While fiscal discipline is needed in Washington, it cannot come at the cost of hurting workers' retirement security. If politicians wanted to be fiscally responsible, then they would not take money out of Social Security to spend on other things and they would not borrow money from Social Security without paying it back. (61% saying "5: represents values extremely well")

[Cover benefits/fiscal discipline] Social Security has a funding gap in the future and that gap needs to be closed. Social Security will be able to pay full benefits until 2037, and even after that, the system will be able to cover 75 percent of benefits. While fiscal discipline is needed in Washington, it cannot come at the cost of hurting workers' retirement security. If politicians wanted to be fiscally responsible then they would not borrow money from Social Security without paying it back. We cannot let Washington use the deficit as an excuse to try to cut Social Security. (60% saying "5: represents values extremely well")


[Revenue Increase] Instead of talking about cuts that hurt beneficiaries, like raising the retirement age or reducing the cost of living adjustment, we should be looking for ways to increase revenues, like having wealthy Americans contribute more or taxing Wall Street banks. We need to make sure we continue to support Social Security without making cuts that will harm current and future generations. (59% saying "5: represents values extremely well")



Top messages are similar for the nationwide sample and the targeted legislative districts. The assertion that Social Security belongs to the people, not the government, is in a league of its own. Labor households are also especially keen on the message calling for prioritizing paying Social Security back first and calling on Wall Street to step up.

% saying "5: represents my views extremely well"	Natl. Total	Targeted Legislative Districts	Labor households
*Belongs to the People	80%	76%	81%
*Prioritize paying back first/bailout	69%	70%	76%
*Broken promise	66%	68%	69%
*Broken promise w/ hard work	65%	69%	65%
*Other priorities/Wall St.	64%	66%	75%
*Strengthen for future generations	62%	64%	60%
*Cuts make no sense/increase benefits	61%	56%	59%
*Fiscal discipline	61%	64%	64%
*Cover benefits/fiscal discipline	60%	55%	57%
*Revenue increase	59%	56%	62%

*Split-sampled questions



The top messages of *Belongs to the People* and *Prioritize Paying Back Social Security* are the highest-rating across party lines as well. *Broken Promise* is also powerful among Democrats and independents. *Fiscal discipline* is a strong secondary message for Republicans.

% saying "5: represents my views extremely well"	Democrat	Independent	Republican	Tea Party Supprt.
*Belongs to the People	80%	81%	81%	82%
*Prioritize paying back first/bailout	71%	69%	69%	66%
*Broken promise	73%	64%	59%	60%
*Broken promise w/ hard work	73%	66%	60%	58%
*Other priorities/Wall St.	73%	58%	58%	58%
*Strengthen for future generations	66%	62%	58%	61%
*Cuts make no sense/increase benefits	67%	61%	56%	56%
*Cover benefits/fiscal discipline	63%	58%	57%	58%
*Fiscal discipline	60%	57%	63%	60%
*Revenue increase	67%	61%	50%	48%

*Split-sampled questions



For younger voters, the most compelling message by far is *Belongs to the People*. This message should be central in engaging younger voters on the issue.

% saying "5: represents my views extremely well"	Under 40	40-61	62+
*Belongs to the People	73%	79%	87%
*Prioritize paying back first/bailout	51%	75%	77%
*Broken promise	53%	65%	78%
*Broken promise w/ hard work	52%	67%	76%
*Other priorities/Wall St.	56%	62%	74%
*Strengthen for future generations	48%	63%	73%
*Cuts make no sense/increase benefits	47%	64%	70%
*Cover benefits/fiscal discipline	50%	62%	66%
*Fiscal discipline	49%	58%	76%
*Revenue increase	54%	58%	65%

*Split-sampled questions