

## Extension Connects Generation X and The Baby Boomers to Retirement Planning

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Generation Xers and Baby Boomers present unique challenges in the design of methods to teach retirement planning. Numerous seminars, publications, and web sites focusing on retirement planning exist. What is unknown is how to most effectively connect retirement education with the Baby Boom Generation and Generation X in a format that they will use and ultimately adopt the skills gained through the education. Before plans are made to provide retirement planning education, it is necessary to learn how to better reach the Baby Boomers and Generation Xers so that retirement planning education is delivered in such a way that it can make a difference in their lives.

Our sample is comprised of two groups: 1) professionals working in the field of retirement education and 2) representation from both the Baby Boom generation and Generation X. The Professional Group will respond to a web survey. The generations will gather into focus groups in locations throughout New Hampshire and Idaho. There are similarities between the two states: 1.2 million residents, 96% white and rural. The median income for Idaho is \$39,000 and for New Hampshire is \$42,511. The industries for Idaho are primarily agriculture, natural resources, and electronics. The top three industries in New Hampshire are high technology manufacturing, tourism, and health services.

The professionals working in the field of retirement education will respond to a web survey. With a web survey, responses will be received more quickly, there are lower copying and postage costs, less time for data entry, errors entering data are eliminated and the survey can reach a larger and more diverse population. The steps to take for a web survey are:

1. Design survey on paper,
2. Choose a methodology,
3. Turn the paper survey into a web-based survey, and
4. Market the survey.

A Web server was needed with dedicated connection to the Internet. The survey was designed with the type of responses in mind and with a pleasing layout. For quick loading time, there are no graphics other than the logos of the Universities. In addition, there are drop-down boxes for easy responses, and clear instructions with definitions of terms. The descriptive paragraph at the beginning of the survey is being used as a screening question so that the respondent will determine if he or she fit the criteria of being a person who delivers retirement planning education.

The results will be shared with the Cooperative Extension System and will be used in designing retirement planning materials that will motivate each generation to plan for their retirement. The USDA Cooperative State Research, Education, and Extension Service funded this project.

### Endnotes

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