

THE UNITED STATES OF AGING  
SURVEY

A stylized map of the United States is centered in the logo. The map is divided into three color-coded regions: the western half is green, the southern half is orange, and the eastern half is blue. A white silhouette of a person with arms raised is superimposed over the map, appearing to hold up the southern and eastern portions.

Executive Summary  
July 2015



advocacy | action | answers on aging



# SURVEY OVERVIEW



# Methodology

- Penn Schoen Berland conducted 1,650 telephone interviews between March 27, 2015 and May 4, 2015
- The survey was conducted among the following audiences, but this report does not include the oversampled markets (Denver and Cincinnati):

| Audience                             | Definition  | Sample Size | Margin of Error |
|--------------------------------------|---|-------------|-----------------|
| <b>General Population Samples</b>    |   |             |                 |
| <b>National 60+ 2015</b>             | U.S. adults 60 and older from 2015 study  | 1,000       | +/- 3.1%        |
| <b>National 60+ 2014</b>             | U.S. adults 60 and older from 2014 study  | 1,000       | +/- 3.1%        |
| <b>National 60+ 2013</b>             | U.S. adults 60 and older from 2013 study  | 1,007       | +/- 3.1%        |
| <b>National 60+ 2012</b>             | U.S. adults 60 and older from 2012 study  | 1,004       | +/- 3.09%       |
| <b>Oversampled Audiences</b>         |   |             |                 |
| <b>Denver 2015 Older Adults</b>      | U.S. adults 60 and older living in Denver from 2015 study                                       | 250         | +/- 6.2%        |
| <b>Cincinnati 2015 Older Adults</b>  | U.S. adults 60 and older living in Cincinnati from 2015 study                                   | 250         | +/- 6.2%        |
| <b>Influencer On Aging Audiences</b> |   |             |                 |
| <b>Overall</b>                       | n4a Members (50), Credit Union Managers (50), Primary Care Physicians (25) and Pharmacists (25) | 150         | +/- 8%          |



- Note: Waves for prior years were conducted as follows:
  - 2014: Between April 3, 2014 and May 6, 2014
  - 2013: Between April 4, 2013 and May 3, 2013
  - 2012: Between May 10, 2012 and June 6, 2012

# Methodology

## **Please note:**

- Quotas were implemented on Older Adults national sample to ensure a representative demographic sample based on U.S. Census Bureau data, including:
  - Geography
  - Age
  - Income
  - Gender
  - Race
- All numbers in this report are percentages unless otherwise noted
- Due to rounding, some of the total percentages do not add up to 100



# EXECUTIVE SUMMARY

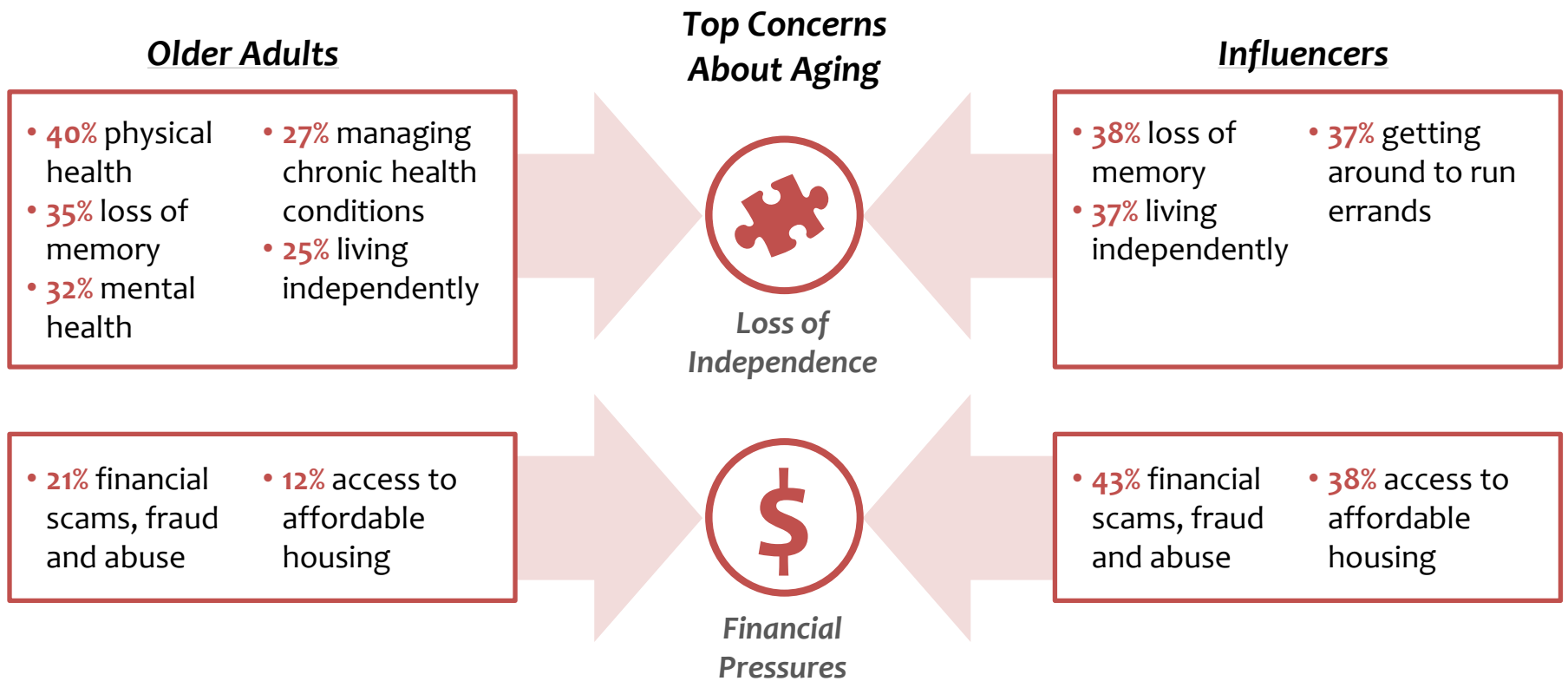


# ATTITUDE & PURPOSE



# When it comes to concerns about aging, both groups share similar concerns about loss of independence

However, Influencers are most concerned about financial pressures for Older Adults

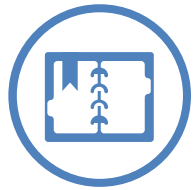


Q15 (For 60+ 2015). What are your five biggest concerns about aging? Please tell me up to five answers. If you have no concerns, please say so.

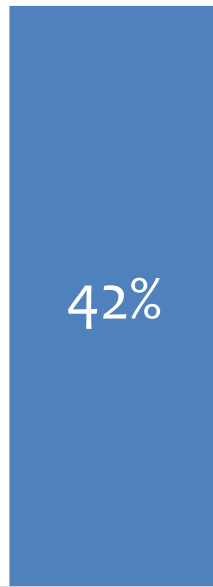
Q14 (For Influencers 2015). What are the five biggest concerns you have about Older Adults as they age? Please tell me up to five answers. If you have no concerns, please say so.

# Older Adults feel much more prepared for the process of aging than Influencers think they are

Few Older Adults think their quality of life will improve in the next five to 10 years (16%); Most think it will stay the same (60%), and nearly a quarter believe it will get worse (22%)

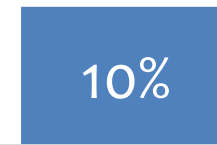


Older Adults' Preparedness for Old Age



60+ 2015

■ Very Prepared



Influencers

Older Adults 60-74 years old generally feel less prepared for the process of aging (37%) compared to all Older Adults nationally (42%)



Q9 (For 60+ 2015). In general, how prepared do you feel for the process of aging?

Q8 (For Influencers 2015). In general, how prepared are Older Adults in your community for the process of aging?

Q8 (For 60+ 2015). When thinking about the next five to 10 years, do you expect your overall quality of life to get much better, somewhat better, stay about the same, get somewhat worse or get much worse?

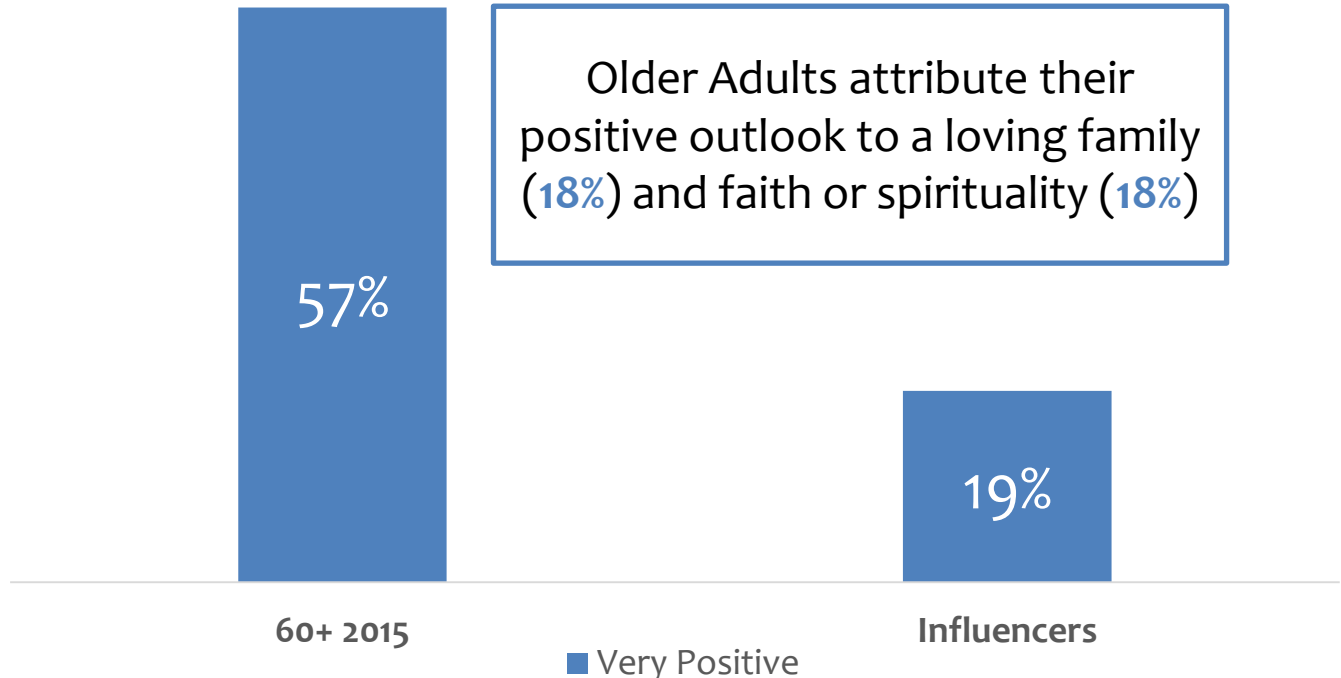


# Three times as many Older Adults say they consider themselves to be very positive, compared to just 19 percent of Influencers

Older Adults attribute their positive outlook to a loving family and their faith



Older Adults' Positivity



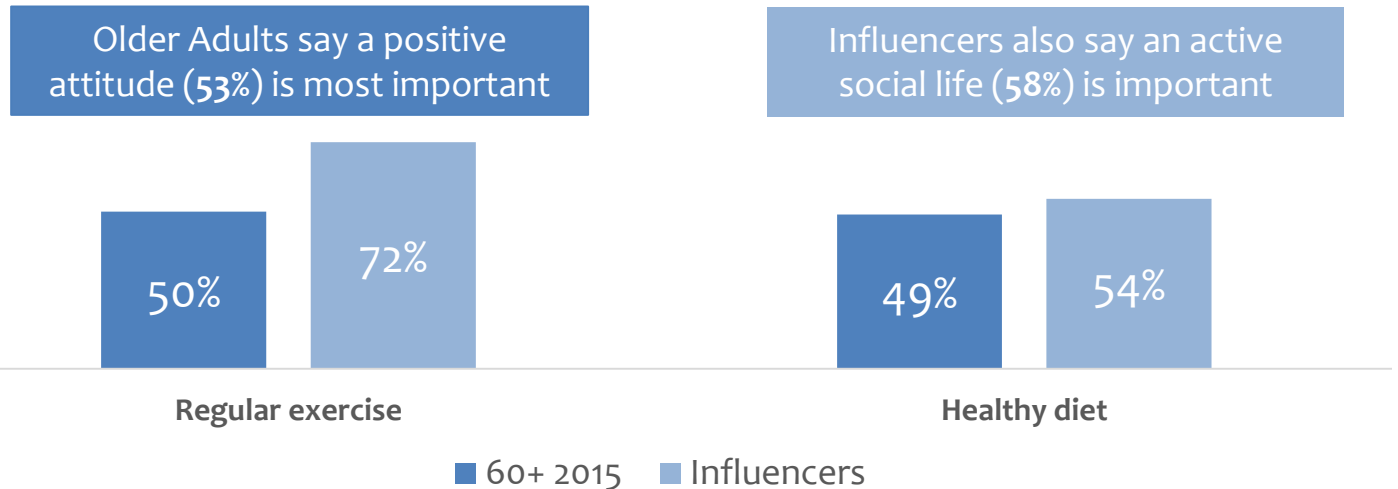
# STAYING MENTALLY SHARP



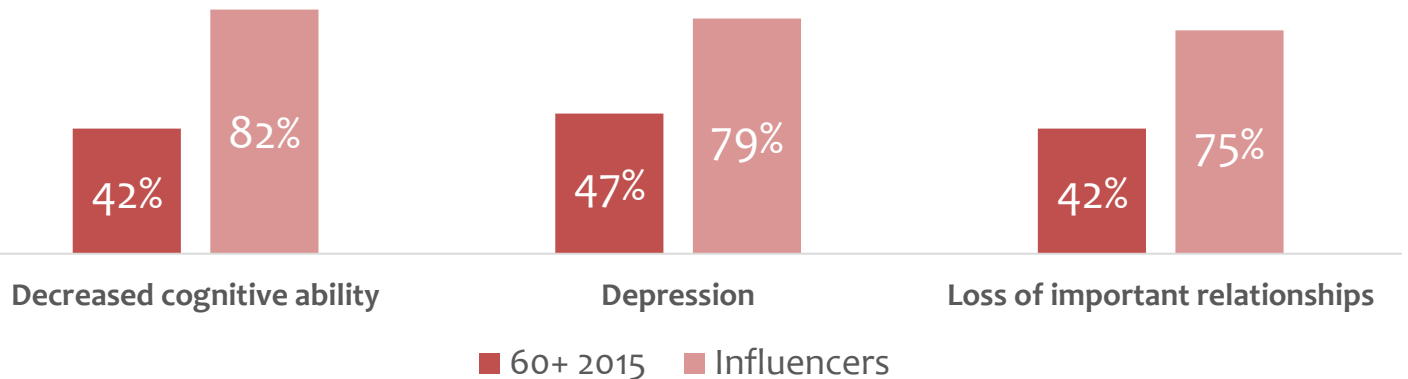
While both groups agree on a number of ways to stay mentally sharp, Older Adults emphasize having a positive attitude, while Influencers emphasize having a social life



Best Ways to Stay Mentally Sharp



Barriers to Staying Mentally Sharp



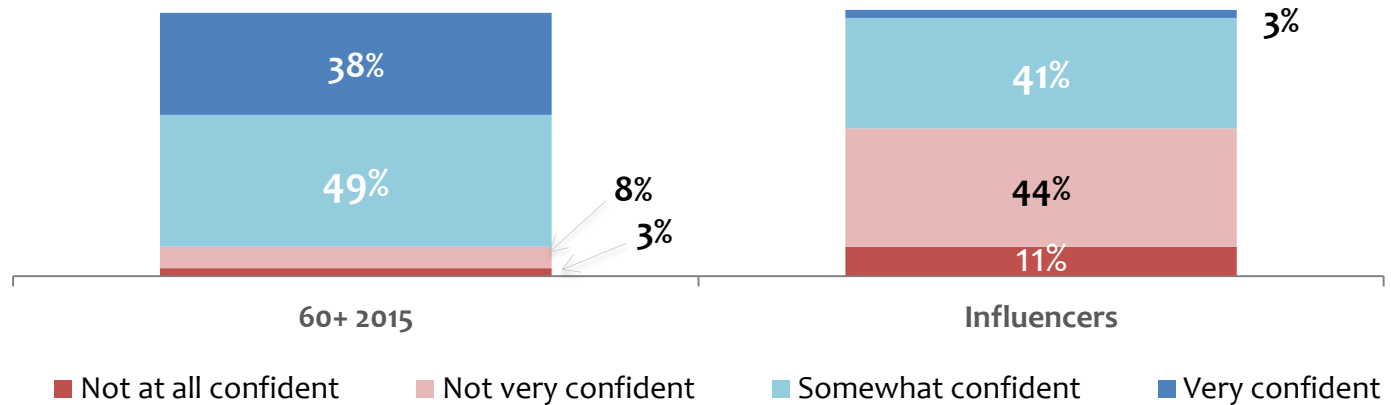
Q22 (For 60+ 2015). Which of the following do you feel are the best ways to stay mentally sharp as you age? Please tell me up to five answers.  
 Q19 (For Influencers 2015). Which of the following do you feel are the best ways for Older Adults to stay mentally sharp as they age? Please tell me up to five answers.  
 Q23 (For 60+ 2015), Q20 (For Influencers 2015). Which of the following prevents Older Adults from staying mentally sharp as they age?

# HEALTH MANAGEMENT



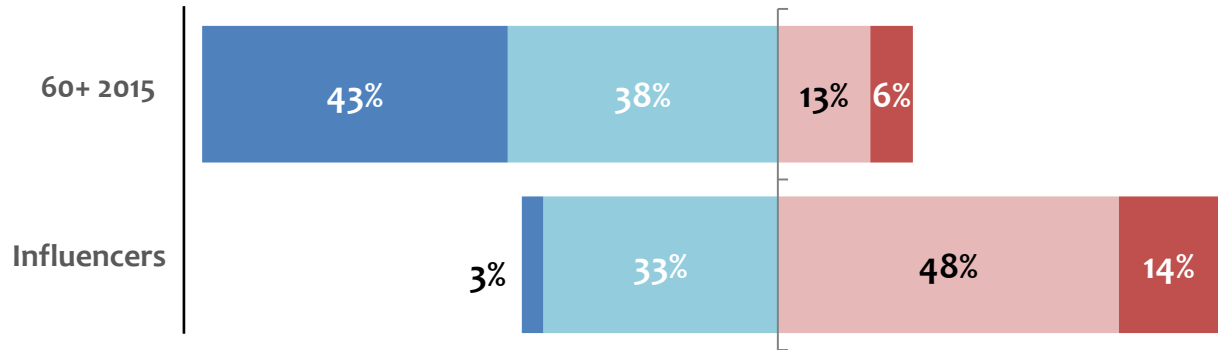
# Most Older Adults feel confident in how prepared they are for health changes, but Influencers disagree

## Confidence in Preparedness for Health Changes



Influencers are much more skeptical of Older Adults' ability to afford health care than Older Adults are

## Confidence in Ability to Afford Health Care



Q33 (For 60+ 2015), Q67 (For 60+ 2014). How confident are you that you are prepared for changes in your health as you age? Q34, 35 (For 60+ 2015). Why do you say that? Q28 (For Influencers 2015). How confident are you that Older Adults are prepared for changes in their health as they age? Q29, 30 (For Influencers 2015). Why do you say that? Q36 (For 60+ 2015). How confident are you that you will be able to afford health care costs as you age? Q31 (For Influencers 2015). How confident are you that Older Adults will be able to afford health care costs as they age?

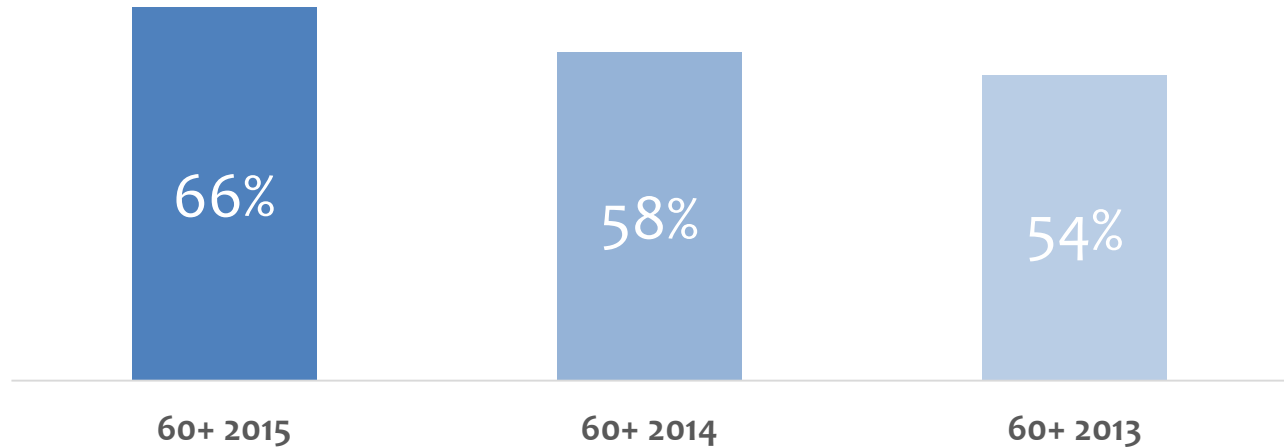
# Most Older Adults rate their overall health as good or excellent, and more Older Adults say they exercise more than twice a week than in previous years



Most Older Adults rate their overall health as either good or excellent (74%)



Exercising  
More Than  
Twice A Week



Q38 (For 60+ 2015). How would you rate your overall health?

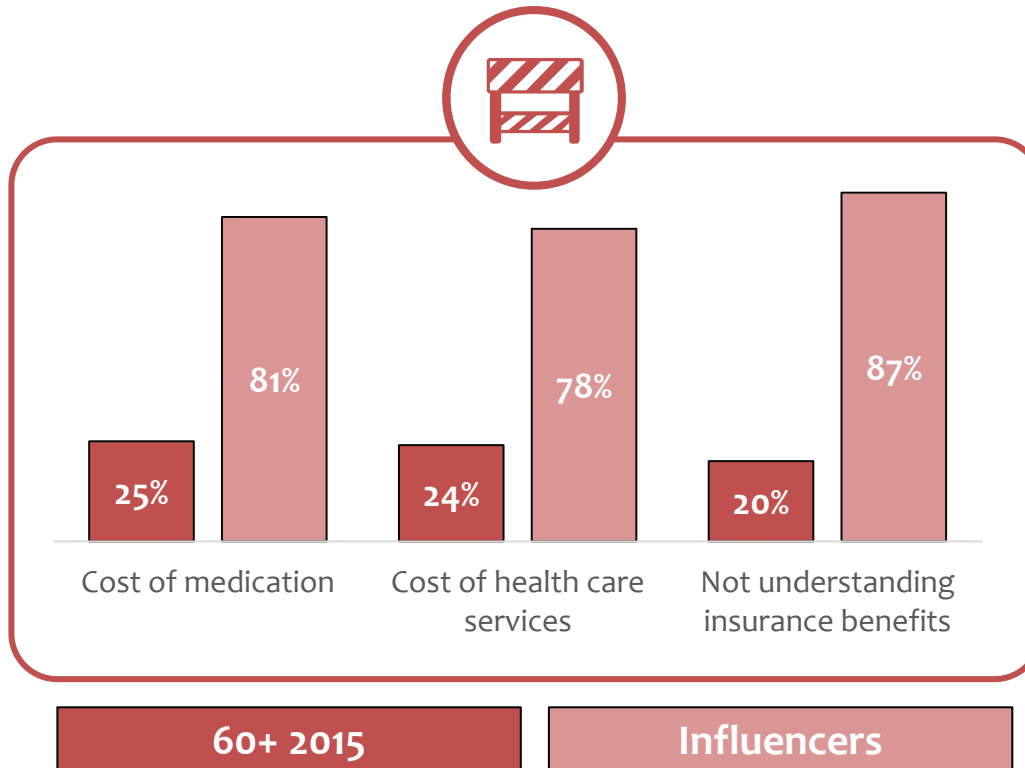
Q40 (For 60+ 2015). How often do you typically exercise or participate in physical activity (e.g., walking, yoga, biking, etc.) for 30 minutes or more?

Q47 (For 60+ 2014). How often do you typically exercise for 30 minutes or more?

Q33 (For 60+ 2013). How often do you typically exercise for 30 minutes or more?

# Older Adults and Influencers agree that costs and difficulty understanding insurance are common challenges to accessing health care

## Common Challenges to Accessing Health Care for Older Adults



### Health Care

Older Adults 60-74 years old are more likely to consider the cost of health care services (29%), cost of medication (30%) and not understanding insurance benefits (25%) as obstacles in trying to access health care, compared to all Older Adults nationally (24%, 25% and 20% respectively)



Q41 (For 60+ 2015). What are some of the challenges or obstacles you have faced in trying to access health care? Please tell me all that apply.

Q33 (For Influencers 2015). What are some of the challenges or obstacles that Older Adults in your community face in trying to access health care? Please tell me all that apply.

# COST OF AGING



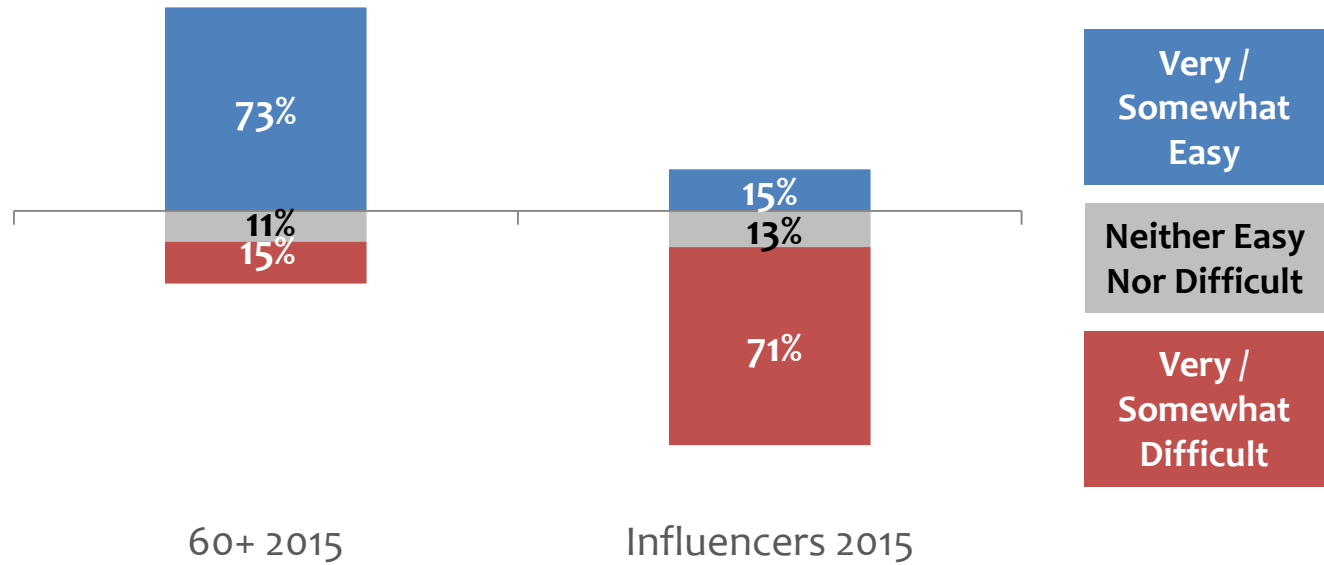


# Older Adults and Influencers disagree on how challenging it is for Older Adults to pay monthly expenses

Yet, both groups are concerned about Older Adults having enough money to last them for the rest of their lives, and also agree that having unexpected medical expenses is a top concern



Paying Monthly Living Expenses for Older Adults



Older Adults (**64%**) and Influencers (**93%**) are concerned about Older Adults having enough money for the rest of their lives

Older Adults (**24%**) and Influencers (**87%**) also say that unexpected medical expenses is a top concern



\*Not showing "don't know"

Q50 (For 60+ 2015). In general, based on your current income and savings, how easy or difficult is it for you to pay your monthly living expenses? Is it...

Q42 (For Influencers 2015). In general, how easy or difficult is it for Older Adults to pay their monthly living expenses? Is it...

Q51 (For 60+ 2015). How concerned are you that your savings and income will be sufficient to last for the rest of your life? Are you...?

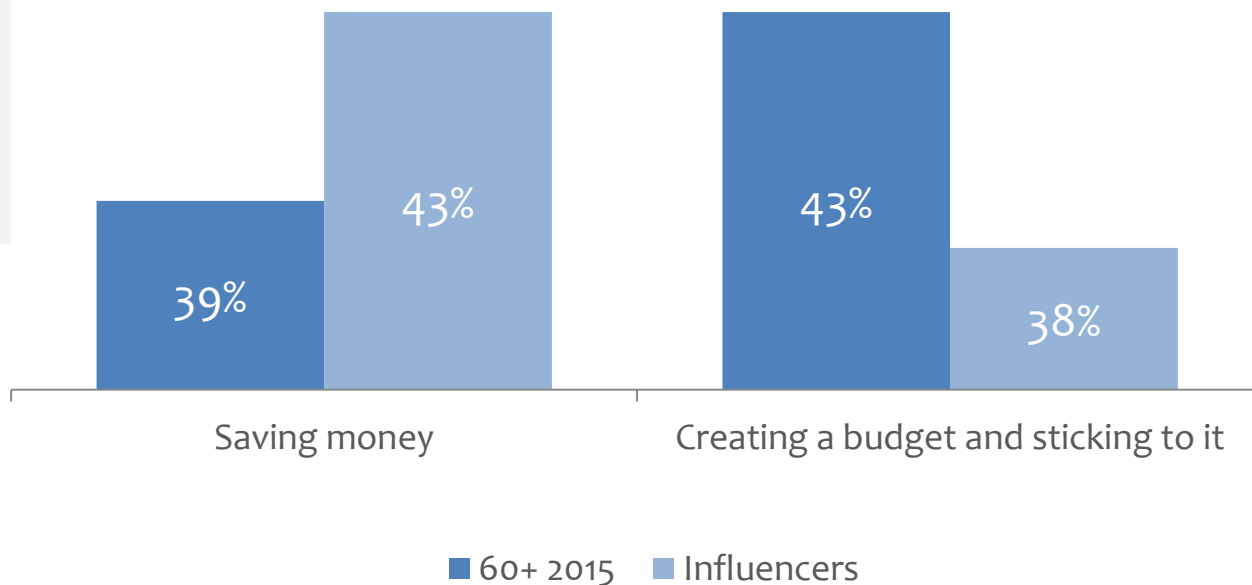
Q44 (For Influencers 2015). How concerned are you that Older Adults have sufficient savings and income to last for the rest of their life?

Q55 (For 60+ 2015). What worries keep you up at night when it comes to your finances?

Q47 (For Influencers 2015). What are your biggest concerns when it comes to their finances

# Aside from saving and budgeting, Older Adults and Influencers view financial management priorities very differently

Importance of Saving and Budgeting to Manage Finances for Older Adults



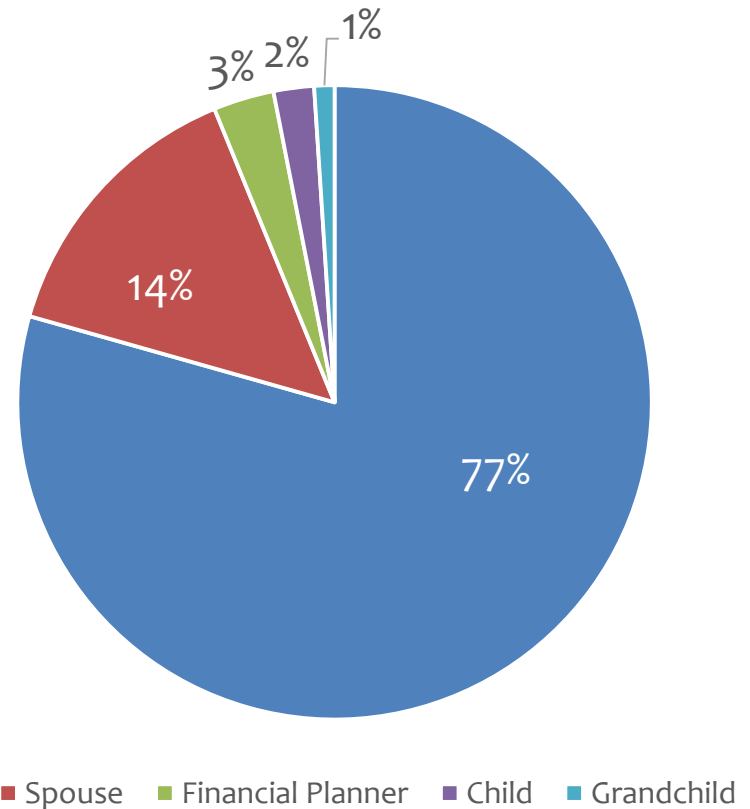
Older Adults say taking advantage of senior discounts (43%) is also an important way for Older Adults to help manage finances

Influencers also rank working beyond retirement age (43%) as important for Older Adults to help manage finances



# More than three-quarters of Older Adults say they manage their finances on their own

77% of Older Adults say they manage their own finances, only 3% consult with a financial planner



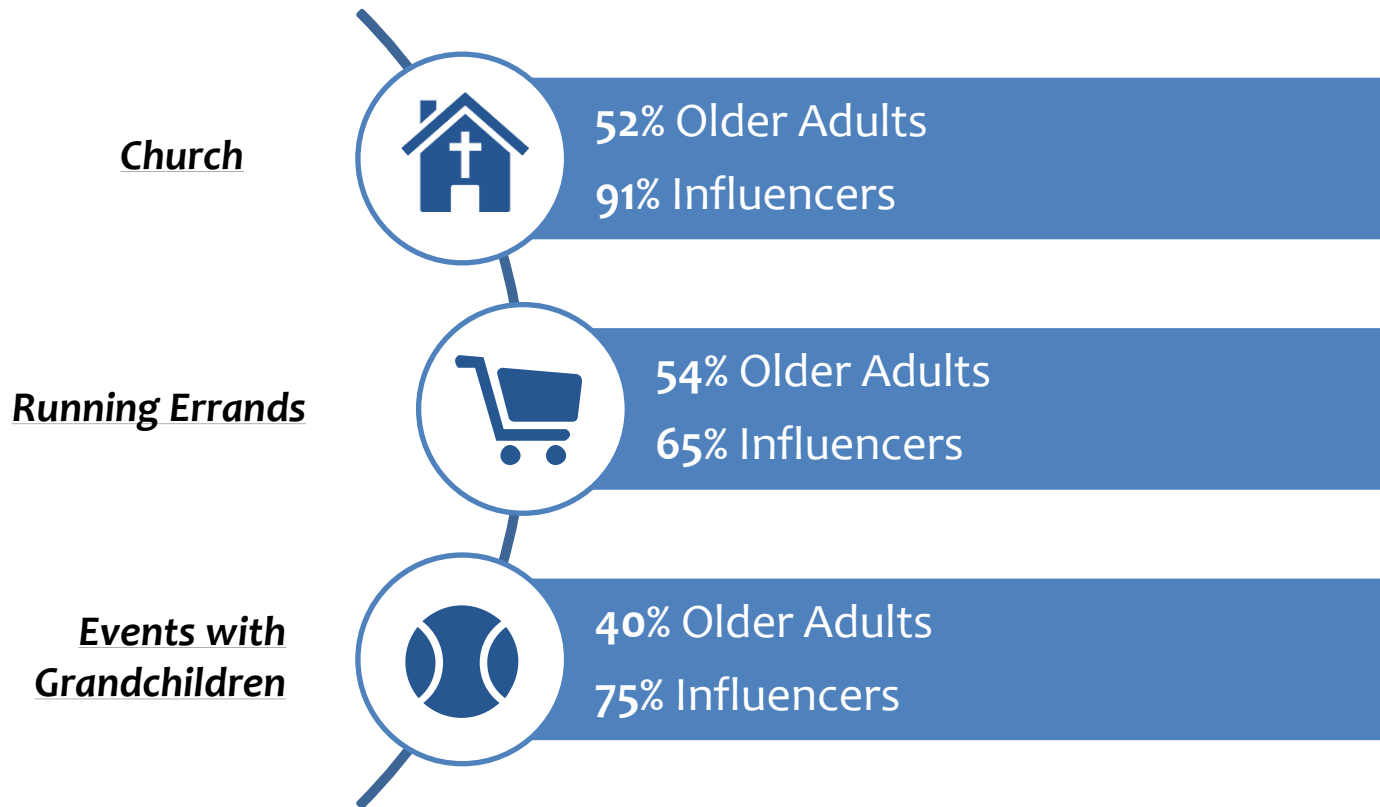
\*Not showing "don't know"  
Q53 (For 60+ 2015). Who is in charge of managing your finances?

# COMMUNITY CONNECTIONS



Older Adults and Influencers agree that Older Adults are active in the community by participating in church, running errands and attending events with their grandchildren

### Places Where Older Adults Participate in the Community



Q59 (For 60+ 2015). Where are you participating in the community the most? Please tell me all that apply.  
Q50 (For Influencers 2015). Where do you see Older Adults participating in the community the most? Please tell me all that apply.

# One of the biggest areas for improvement is support for home maintenance for Older Adults

- Older Adults most anticipate needing support with home maintenance, something they do not currently think their community does a good job supporting
- Influencers believe the biggest gap is in helping Older Adults with finances



Home Maintenance

|                  | <i>Anticipate Needing Support</i> |             | <i>Believe Their Community Helps Meet Need</i> |             | <i>Gap</i> |             |
|------------------|-----------------------------------|-------------|--|-------------|------------|-------------|
|                  | 60+ 2015                          | Influencers | 60+ 2015                                       | Influencers | 60+ 2015   | Influencers |
| Home Maintenance | 52%                               | 78%         | 27%  | 55%         | +25%       | +23%        |

Influencers see the biggest gap in helping Older Adults with finances (+35% gap)



Q63 (For 60+ 2015). What services do you anticipate needing as you age? Please tell me all that apply.  
 Q51 (For Influencers 2015). What services do Older Adults need as they age? Please tell me all that apply.  
 Q64 (For 60+ 2015), Q52 (For Influencers 2015). Which of the following needs, if any, does your community help meet for its Older Adults? Please tell me all that apply.

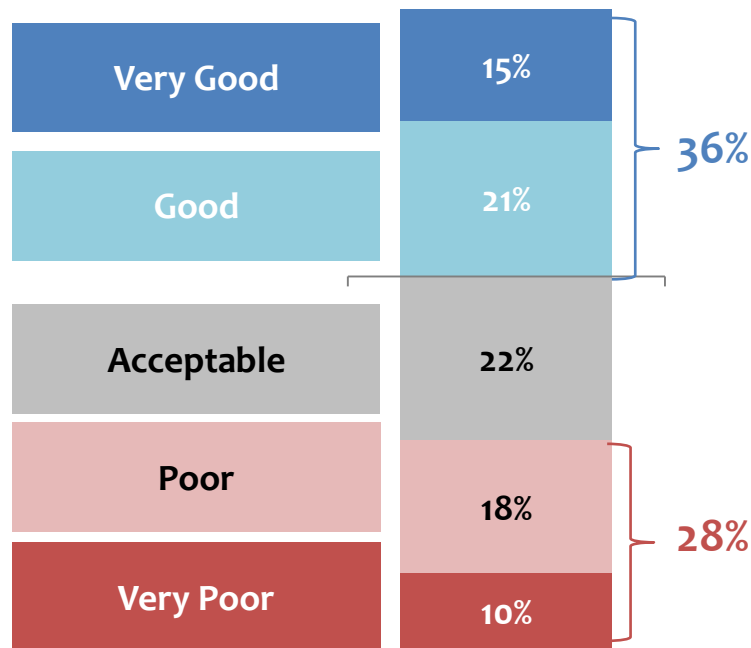
# AGING INFRASTRUCTURE



# While a minority of Older Adults say that local public transportation is good, most find it easy to get around

Older Adults (**40%**) and Influencers (**79%**) agree that public transportation should be a top priority for the community to expand

Quality of Public Transportation



Most Older Adults (**92%**) say they find it easy to get around

Older Adults 75+ years old are less likely to be very interested in expanding public transportation services to help Older Adults (**33%**) compared to all Older Adults nationally (**40%**)

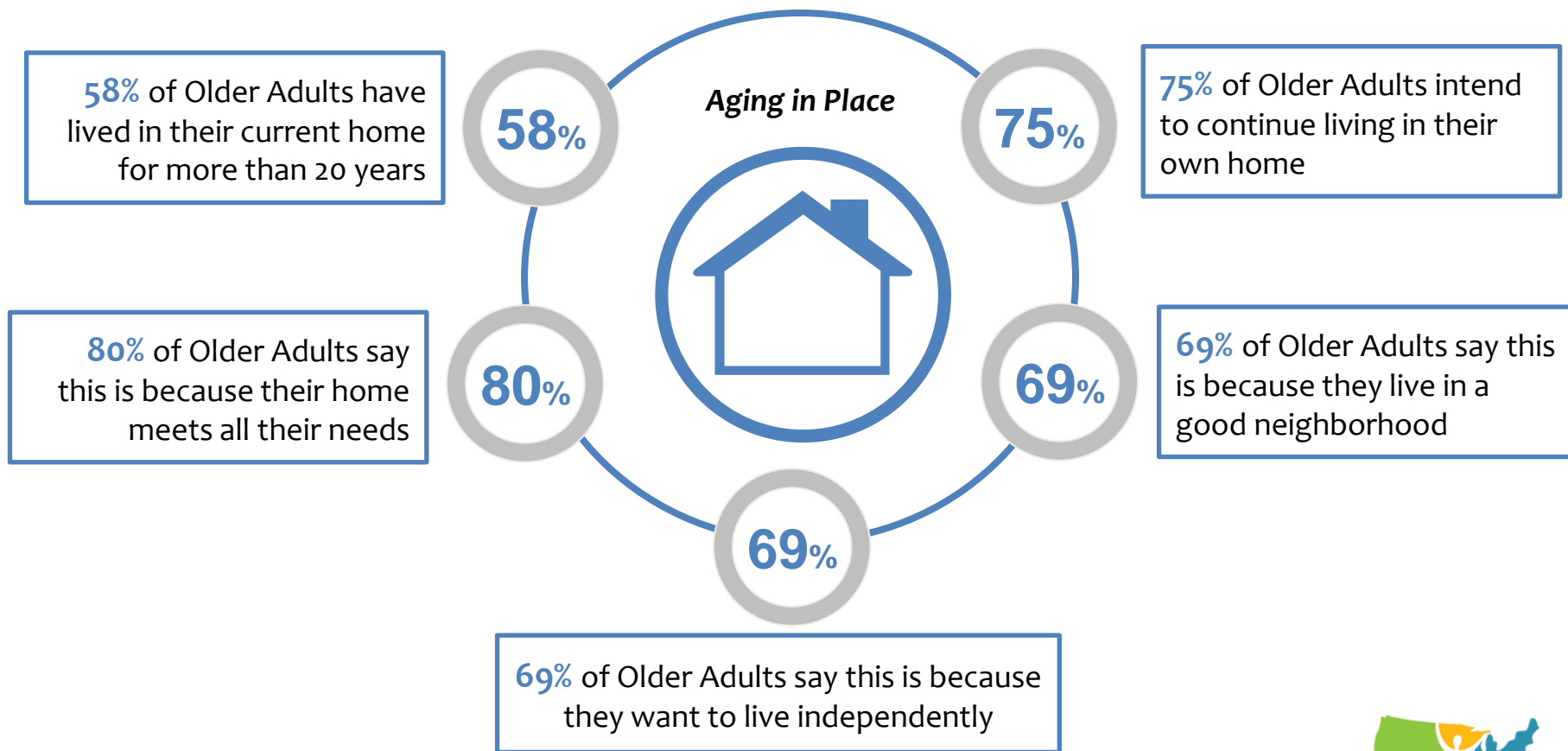


Q75 (For 60+ 2015). How would you rate the quality of public transportation in your community?  
 Q77 (For 60+ 2015). How easy or difficult do you find it to get yourself to where you need to go?  
 Q82-87 (For 60+ 2015). Please indicate how interested you would be in the expansion of each of the following services in your local community to help Older Adults.  
 Q66-71 (For Influencers 2015). Please indicate how helpful the expansion of each of the following services in your local community would be to help Older Adults.



# Most Older Adults plan to stay in their current home for the rest of their lives because it meets their needs, allows them to live independently and is in a good neighborhood

Most Older Adults who plan to stay in their home say it is for voluntary reasons, as opposed to issues such as not being able to afford to move



Q 78 (For 60+ 2015). Do you intend to continue living in your current home for the rest of your life?

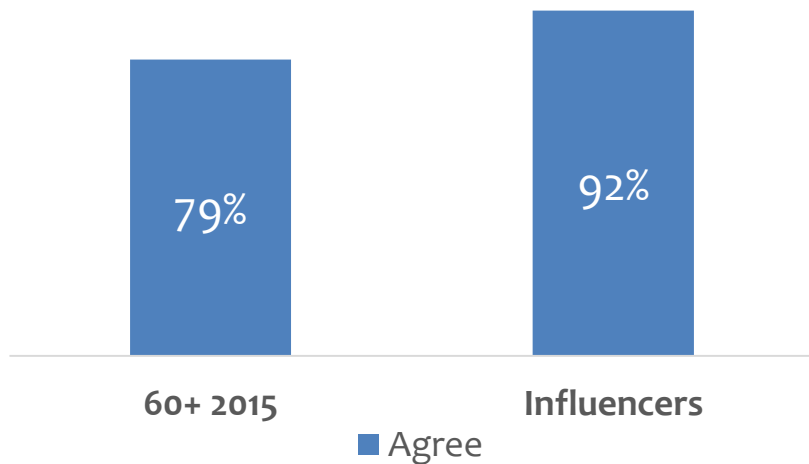
Q79 (For 60+ 2015). For which of the following reasons do you plan to continue living in your current home for the rest of your life? Please tell me all that apply.

Q57 (For 60+ 2015). When was the last time you moved to a new home?

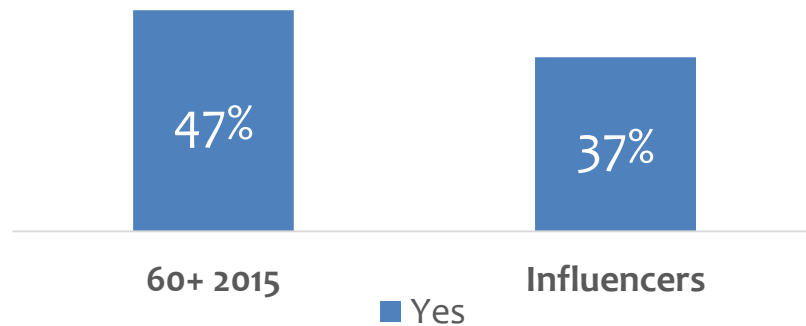
# Overall, Older Adults and Influencers are both very likely to agree that their communities offer Older Adults a good quality of life

However, looking forward, both groups have low expectations of their community's ability to meet the needs of a growing Older Adult population

## My Community Offers Me a Good Quality of Life



## My Community is Doing Enough to Meet the Needs of a Growing Senior Population



Older Adults 75+ years old are more likely to believe that their community is doing enough to prepare for the needs of a growing Older Adult population (53%) than all Older Adults nationally (47%)



TO LEARN MORE ABOUT THE UNITED STATES OF AGING  
SURVEY, VISIT:

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