

THE UNITED STATES OF AGING  
SURVEY

Executive Summary Report  
June 2014



# SURVEY OVERVIEW



# Methodology

- Penn Schoen Berland completed 3,279 telephone interviews between April 3, 2014 and May 6, 2014
- This report includes the following audiences:

Audience	Definition	Sample Size	Margin of Error
<b>General Population Samples</b>			
National 60+ 2014	US adults 60 and older from 2014 study	1,000	+/- 3.1%
National 60+ 2013	US adults 60 and older from 2013 study	1,007	+/- 3.1%
National 60+ 2012	US adults 60 and older from 2012 study	1,004	+/- 3.09%
National 18-59 2014	US adults 18-59 from 2014 study	1,027	+/- 3.06%
National 18-59 2013	US adults 18-59 from 2013 study	993	+/- 3.11%
<b>Oversampled Audiences</b>			
Low-Income Seniors 2014	US adults 60 and older with household income of <\$15,000 from 2014 study	252	+/- 6.17%
Low-Income Seniors 2013	US adults 60 and older with household income of <\$15,000 from 2013 study	378	+/- 5.04%
Socially-Isolated Seniors	US adults 60 and older living alone and expressing feelings of loneliness from 2014 study	250	+/- 6.2%
Dallas Seniors	US adults 60 and older living in Dallas from 2014 study	250	+/- 6.2%
Newark, N.J. Seniors	US adults 60 and older living in Newark, N.J. from 2014 study	250	+/- 6.2%
Cleveland Seniors	US adults 60 and older living in Cleveland from 2014 study	250	+/- 6.2%



Note: 2014 wave was conducted between April 3, 2014 and May 6, 2014  
 Note: 2013 wave was conducted between April 4, 2013 and May 3, 2013  
 Note: 2012 wave was conducted between May 10, 2012 and June 6, 2012

# Methodology

## Please note:

- Data from general population samples and regional oversampled audiences are weighted to U.S. Census Bureau data. Data from the oversampled audience of “Low-Income Seniors” are weighted to 2013 survey demographics data.
- The following demographics are weighted:
  - Age
  - Gender
  - Marital status
  - Race
- Sample sizes under N=75 are not shown, as these sample sizes are too small to be statistically reliable.
- 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



# ATTITUDES AND ACTIONS ON HEALTH

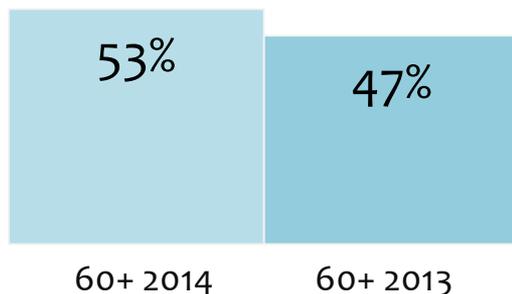
Seniors are taking more proactive steps to improve their health and expressing more confidence about their health in future years than in 2013.



# More seniors are setting health goals and exercising every day compared to last year

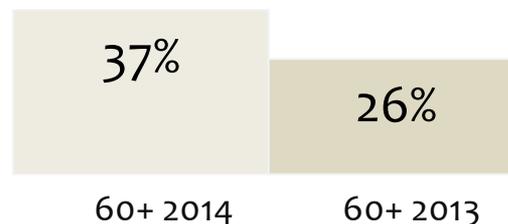
*In the past 12 months, did you set one or more specific goals to manage your health?*

**Have set health goal in the past year**



*How often do you typically exercise for 30 minutes or more?*

**Exercise 30 minutes or more every day**



Senior women (**58%**) are more likely to have set health goals than senior men (**48%**)



Seniors who exercise daily are much more likely than those who never exercise to say the past year of their life has been better than normal rather than worse (**28%** and **15%** respectively)



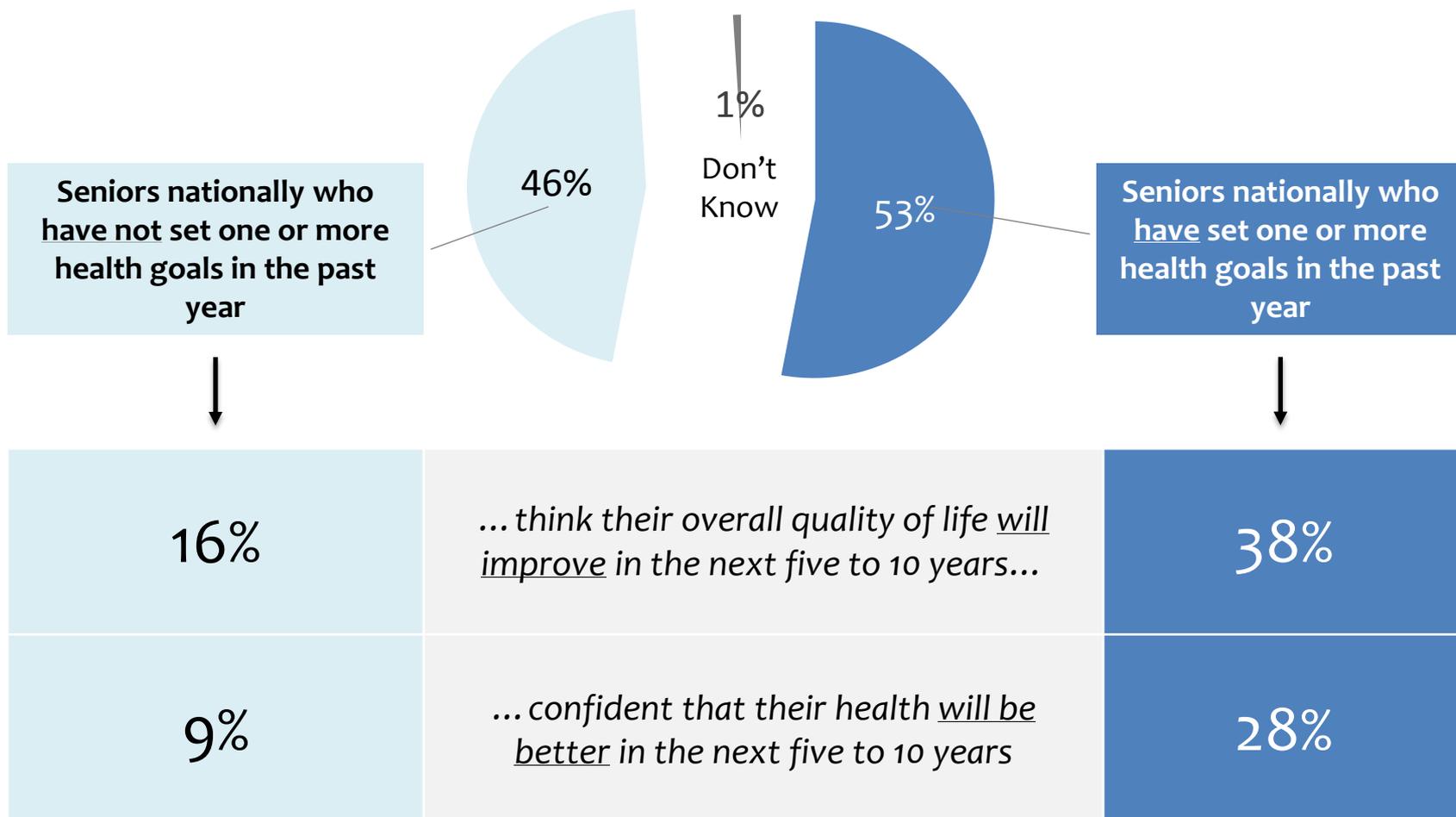
Q47 (For 2014 60+). How often do you typically exercise for 30 minutes or more? Among All.

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

Q48 (For 2014 60+). In the past 12 months, did you set one or more specific goals to manage your health? Among All.

Q34 (For 2013 60+). In the past 12 months, did you set one or more specific goals to manage your health? Among All.

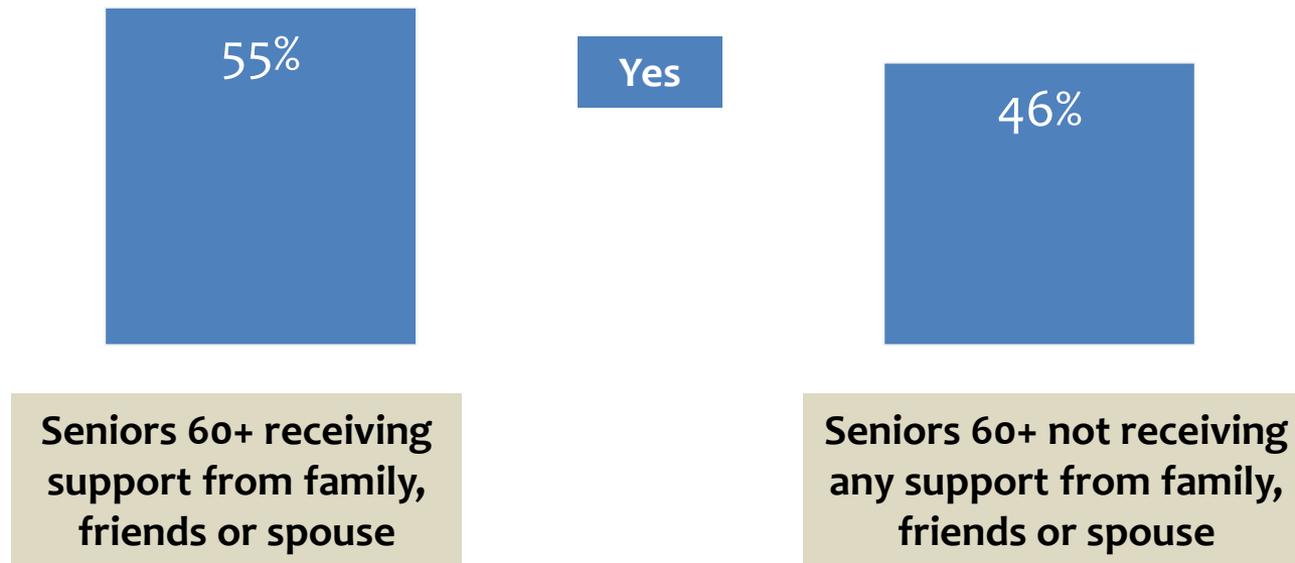
# Seniors who set health goals are much more likely to have an optimistic outlook on their overall quality of life and their health



Q48 (For 2014 60+). In the past 12 months, did you set one or more specific goals to manage your health? Among All.  
 Q7 (for 2014 60+). When thinking about the next 5-10 years, do you expect your overall quality of life to get...? Among All.  
 Q10 (for 2014 60+). When thinking about the next 5-10 years, do you expect your health to get...? Among All.

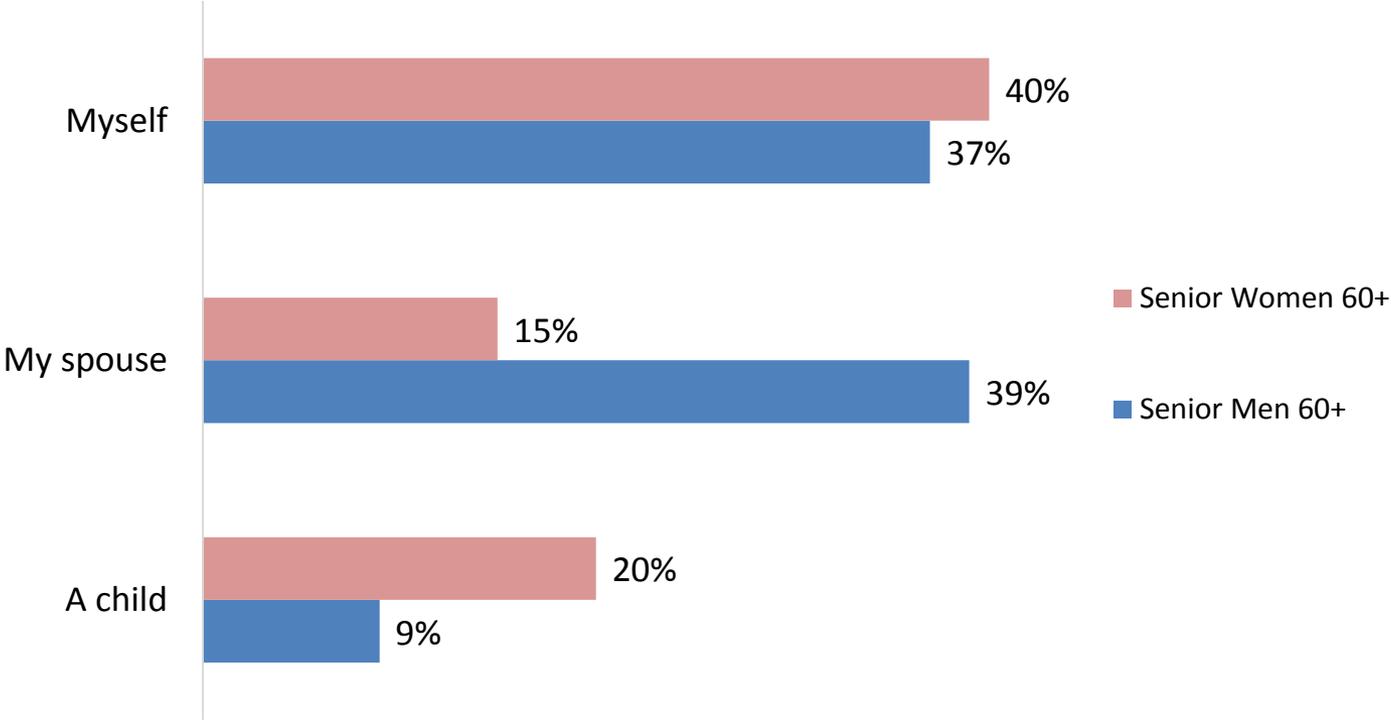
# Seniors receiving support from loved ones are more likely to set health goals

*In the past 12 months, did you set one or more specific goals to manage your health?  
(Showing Yes, among Seniors 60+ receiving support and no support)*



# Senior men are most likely to get encouragement to stay healthy from their spouse, while senior women are most likely to rely on themselves

Who is the most influential person in your life encouraging you to stay healthy or get healthier?  
(Showing top 3 responses)



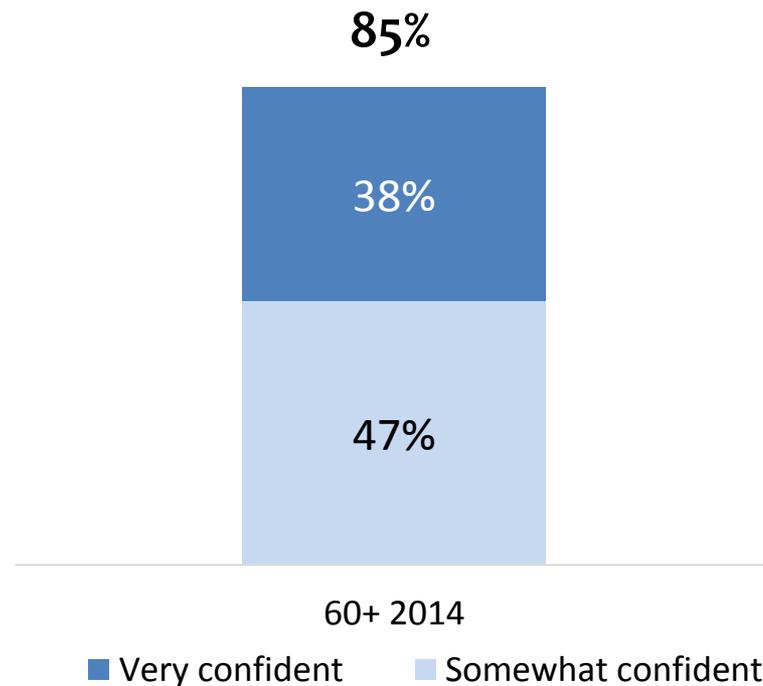
Q46 (For 2014 60+, 2014 18-59). Who is the most influential person in your life encouraging you to stay healthy or get healthier?

# A large majority of seniors feel confident they are prepared for health changes as they age

*How confident are you that you are prepared for changes in your health as you age?*



**85%** of seniors are confident they are prepared for any health changes as they age



# FINANCIAL FOUNDATION

Despite remaining concern for the future, seniors are increasingly confident in their financial stability this year compared to 2013 and 2012.

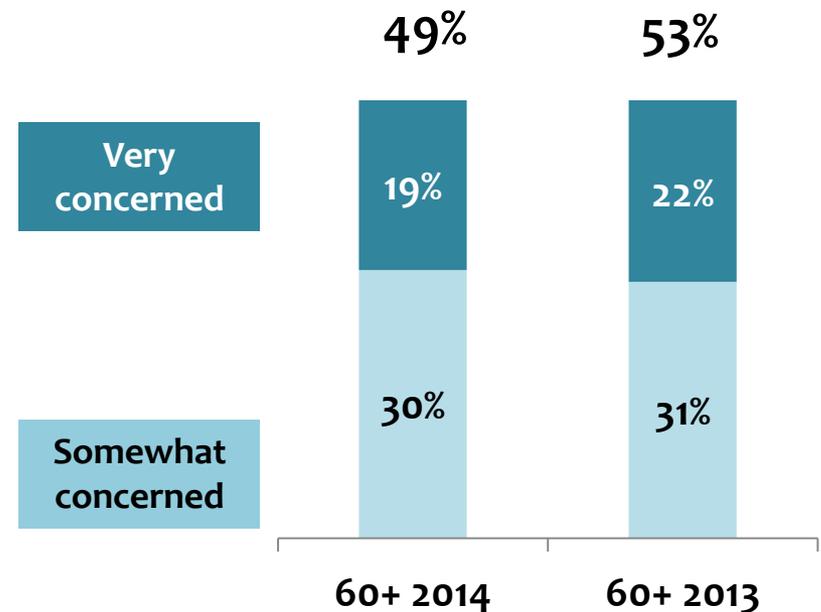
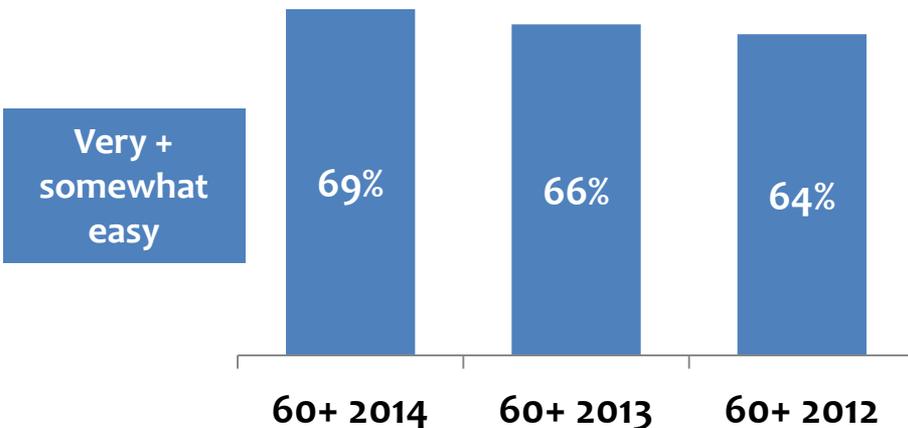


# Seniors report an easier time paying monthly bills than last year, but still express overall concern about their long-term financial situation

- **Despite these improvements, nearly half of seniors nationally remain concerned about their savings and income over the long term.**

*In general, based on your current income and savings, how easy or difficult is it for you to pay your monthly living expenses?*

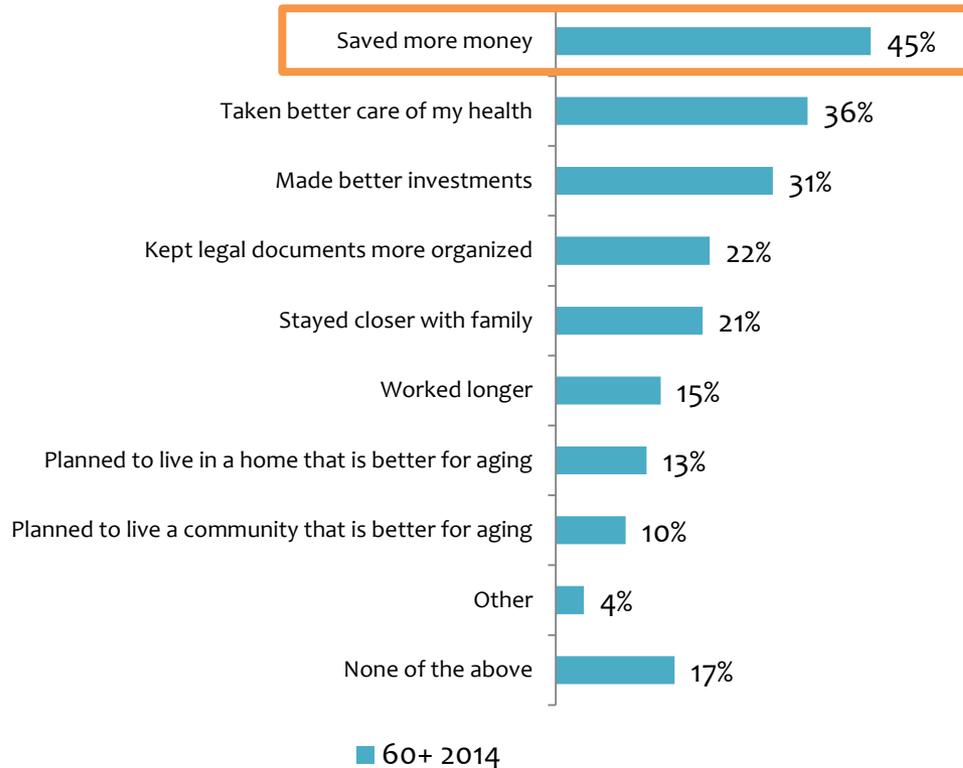
*How concerned are you that your savings and income will be sufficient to last for the rest of your life? Are you...?*



Q21mA (For 2014 60+). How concerned are you that your savings and income will be sufficient to last for the rest of your life? Are you...? Among All.  
 Q15mA (For 2013 60+). How concerned are you that your savings and income will be sufficient to last for the rest of your life? Are you...? Among All.  
 Q20 (For 2014 60+). 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... Among All.  
 Q14 (For 2013 60+, 2013 18-59). 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... Among All.  
 Q15 (For 2012 60+). 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... Among All.

# While many seniors wish they had saved more money, they say being financially secure is not the key to a positive outlook on life

What, if any, of the following steps do you wish you had taken to plan and prepare for your senior years? Please tell me all that apply.



What is the most important key to keeping a positive outlook on life?	Seniors 60+ 2014 %
My faith or spirituality	25
A loving family	15
A positive attitude	14
A happy marriage or relationship	9
Taking care of my health	9
Staying physically active	6
Staying mentally active	6
Being financially secure	5
Being socially connected	2
Supportive friends	1
Loving my job/career	1
Other	6



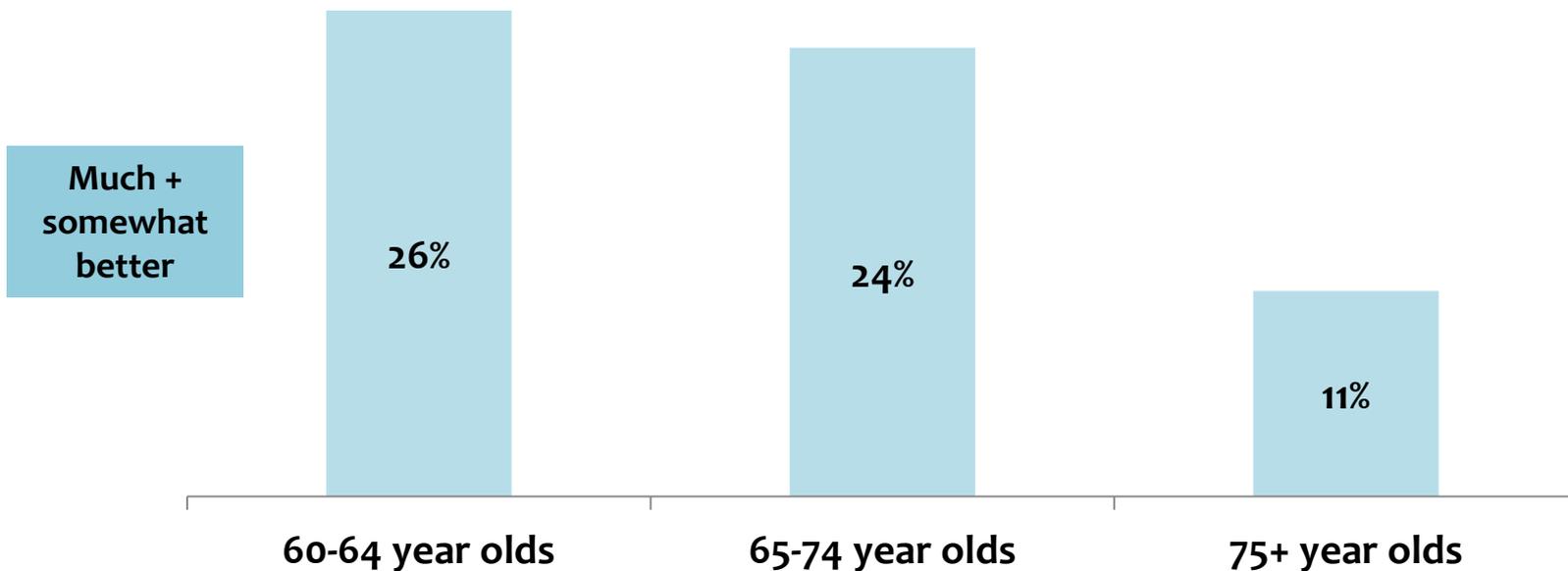
\*Not showing "don't know"

Q15 (For 2014 60+). What, if any, of the following steps do you wish you had taken to plan and prepare for your senior years? Please tell me all that apply. Showing All.

Q8 (For 2014 60+). What is the most important key to keeping a positive outlook on life?

## Younger seniors are more optimistic about their financial future than seniors who are 75 and older

*When thinking about the next five to 10 years, do you expect your financial situation to get much better, somewhat better, stay about the same, get somewhat worse, or get much worse?*



Q11 (For 2014 60+). When thinking about the next 5-10 years, do you expect your financial situation to get...?

# SUPPORT NETWORK

A majority of seniors feel their community is putting resources in place to support an aging population, but point to areas where their community is falling short of meeting seniors' needs.



# More seniors say that their community is doing enough to prepare for the needs of a growing senior population than in 2013



**54%** of seniors feel their **community is doing enough** to prepare for the needs of a growing senior population, compared with **49%** last year

- **Compared with seniors, younger adults are not as likely to say that their community is doing enough to prepare for the needs of the senior population**

**43%** of adults 18-59 feel their **community is doing enough** to prepare for the needs of a growing senior population, compared with **41%** last year



# Seniors anticipate needing help with home maintenance and transportation



**Home  
Maintenance**

**40%** of seniors anticipate needing support from their community with **home maintenance**, yet only **22%** feel that their community helps meet this need for local seniors



**Transportation**

**39%** of seniors anticipate needing support from their community with **transportation**, and **59%** feel that their community offers adequate support in this area



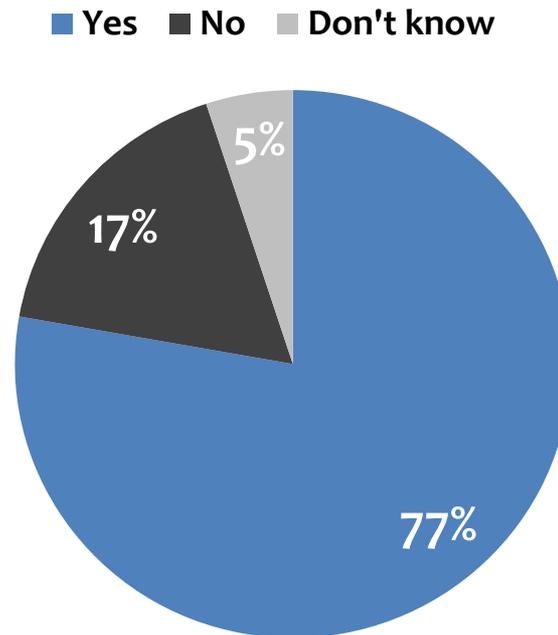
Q80 (For 2014 60+). What services do you anticipate needing as you age? Please tell me all that apply.

Q81 (For 2014 60+). Which of the following needs, if any, does your community help meet for its older citizens?

Q82 (For 2014 60+). Do you think your community provides seniors with adequate access to transportation?

## Focus on home maintenance may relate to the fact that most seniors plan to continue living in their current home for the rest of their lives

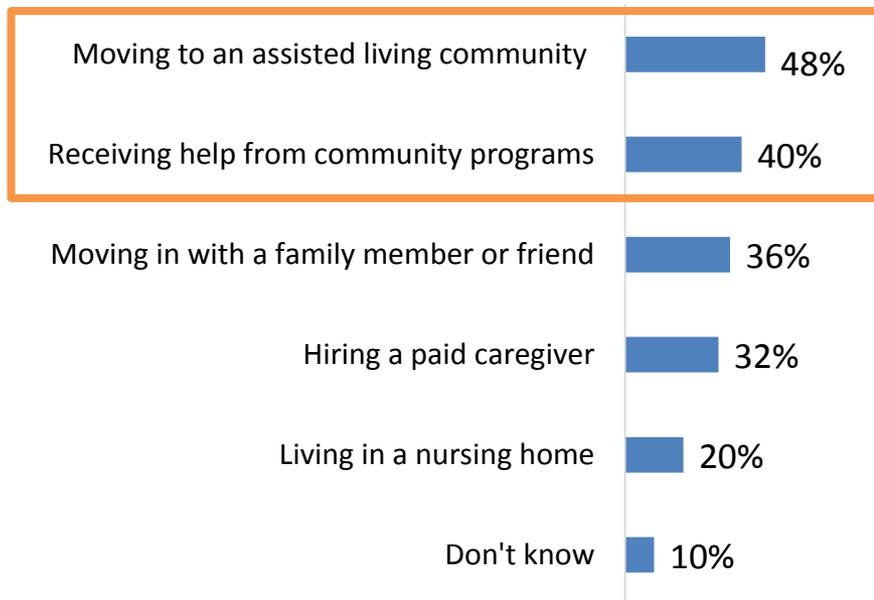
*Do you intend to continue living in your current home for the rest of your life?*



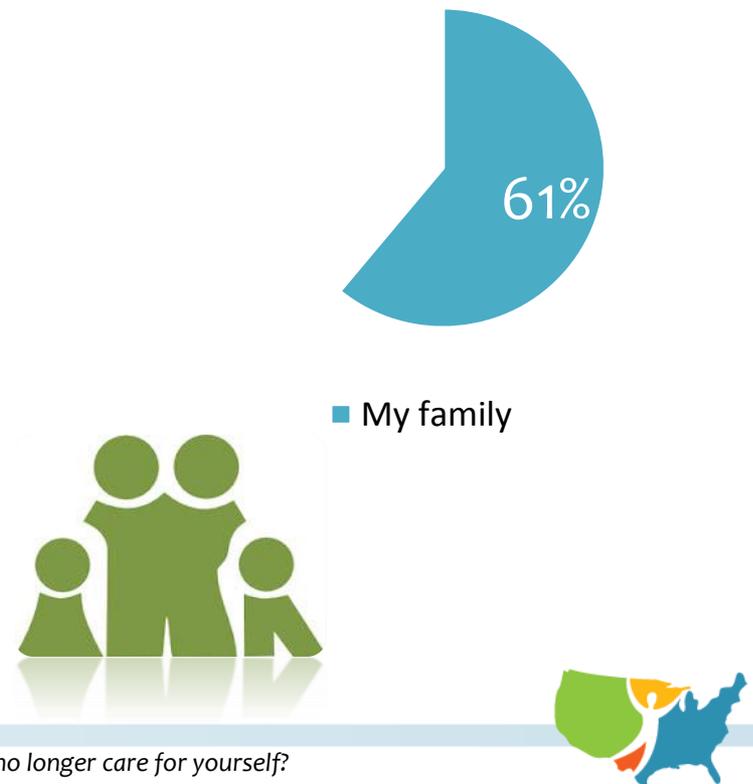
# If they were no longer able to care for themselves, seniors who live alone would most likely turn to assisted living communities and community support programs

- **While family support is important for seniors, only 36% would consider moving in with family if they were no longer able to care for themselves**

*IF LIVE ALONE: Which of the following options would you consider if you could no longer care for yourself?*



*Who do you rely on the most for support in your senior years?*



Q45 (For 2014 60+). IF LIVE ALONE, Which of the following options would you consider if you could no longer care for yourself?  
Q35 (For 2014 60+). Who do/will you rely on the most for support in your senior years?

# COHORT-SPECIFIC FINDINGS

- Despite undertaking fewer preparations for the future, low-income seniors express a more optimistic outlook compared to last year.
- Socially-isolated seniors express more concern about finances and the need for support to age in place than seniors nationally.



# Low-income seniors have done less preparation for their senior years and are less likely to have set health goals

While 37% of low-income seniors rely on themselves for motivation to stay or get healthy...



... they do less to prepare for their senior years compared with seniors nationally (50% vs. 73% respectively)...



... and fewer low-income seniors have set health goals in the past year than in 2013 (39% and 45% respectively)



# Low-income seniors are more likely than last year to have taken steps to reduce their chances of a fall

*In the past 12 months, which of the following have you done to reduce your chance of a fall?*

2014

**25%** of low-income seniors said they didn't do anything to reduce their risk of falling



2013

**32%** of low-income seniors in 2013 said they didn't do anything to reduce their risk of falling



Q51a (For 2014 60+). In the past 12 months, which of the following have you done to reduce your chance of a fall? Among All.  
Q32 (For 2013 60+). In the past 12 months, which of the following have you done to reduce your chance of a fall? Among All.

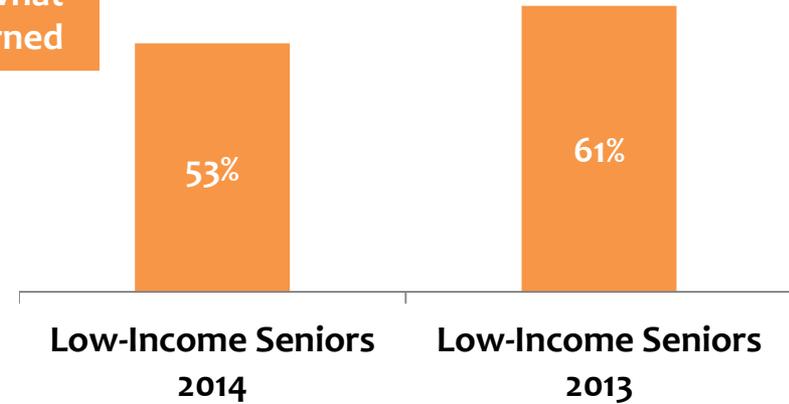
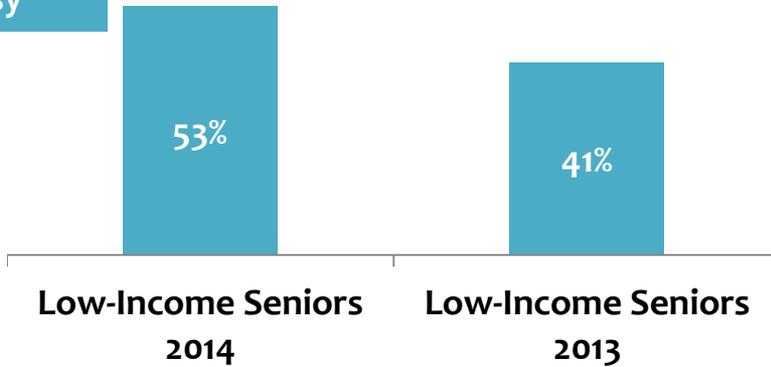
# Despite a majority remaining concerned about their long-term financial security, low-income seniors are more financially optimistic than last year

*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...*

*How concerned are you that your savings and income will be sufficient to last for the rest of your life?*

Very +  
somewhat  
easy

Very +  
somewhat  
concerned



Nearly two-thirds (**64%**) of low-income seniors also expect their financial situation to stay the same over the next five to 10 years



Q11 (For 2014 60+) When thinking about the next 5-10 years, do you expect your financial situation to get ...?

Q20 (For 2014 60+) 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...

Q14 (For 2013 60+). 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... Among All.

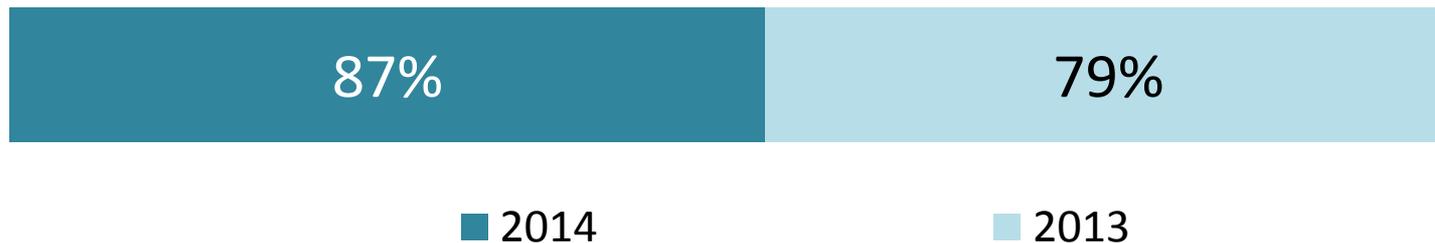
Q21 (For 2014 60+) How concerned are you that your savings and income will be sufficient to last for the rest of your life?

Q15mA (For 2013 60+). How concerned are you that your savings and income will be sufficient to last for the rest of your life? Are you...? Among All.

# Despite long-term financial concerns, low-income seniors are more optimistic about maintaining a high quality of life than last year

*How confident are you in your ability to maintain a high quality of life throughout your senior years? (Showing very + somewhat confident)*

## Low-Income Seniors

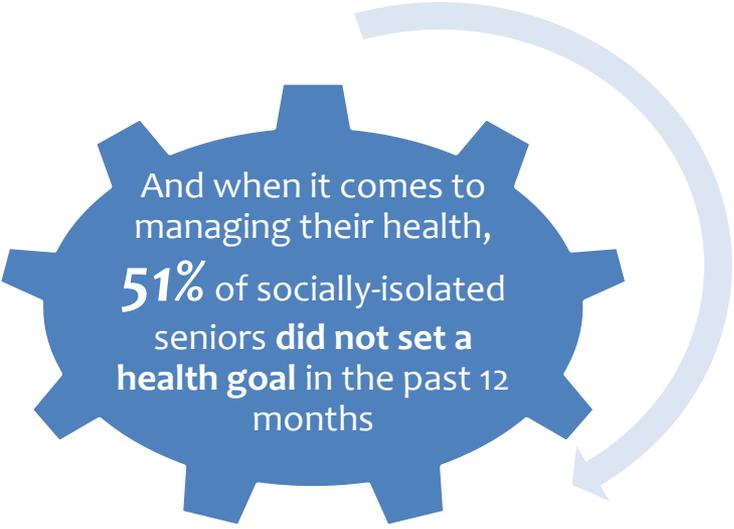


Q13 (For 2014 60+). How confident are you in your ability to maintain a high quality of life throughout your senior years? Among All.  
Q9 (For 2013 60+). How confident are you in your ability to maintain a high quality of life throughout your senior years? Among All.

# Socially-isolated seniors are less optimistic about their quality of life in the next decade and are less likely to set health goals



**30%** of socially-isolated seniors expect their **quality of life to get worse** over the next 10 years, compared with **21%** of seniors nationally



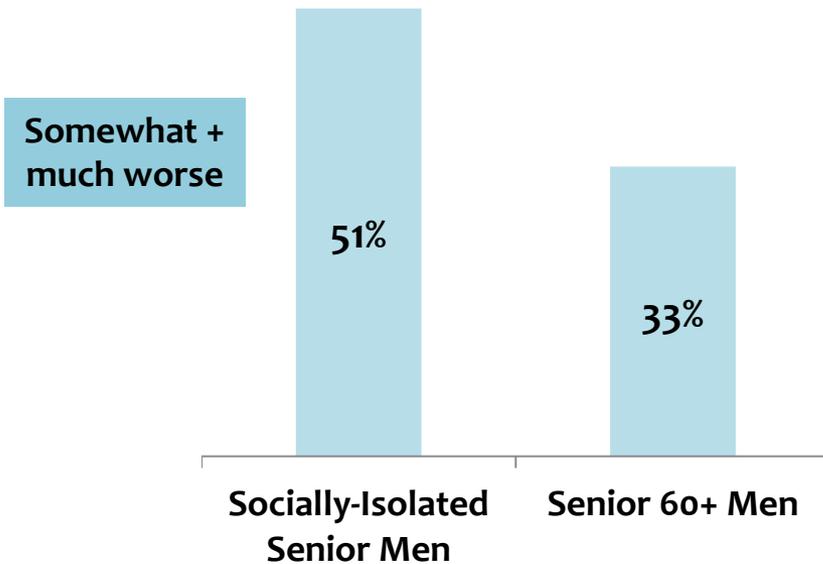
And when it comes to managing their health, **51%** of socially-isolated seniors **did not set a health goal** in the past 12 months



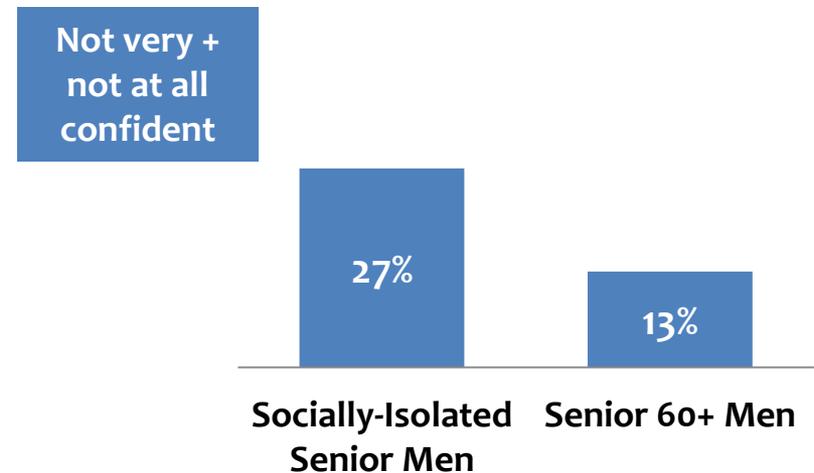
Q7 (For 2014 60+). When thinking about the next 5-10 years, do you expect your overall quality of life to get...?  
Q48 (For 2014 60+). In the past 12 months, did you set one or more specific goals to manage your health?

# Socially-isolated males are by far the most pessimistic about their health in the next decade

When thinking about the next five to 10 years, do you expect your health to get much better, get somewhat better, stay about the same, get somewhat worse, or get much worse?



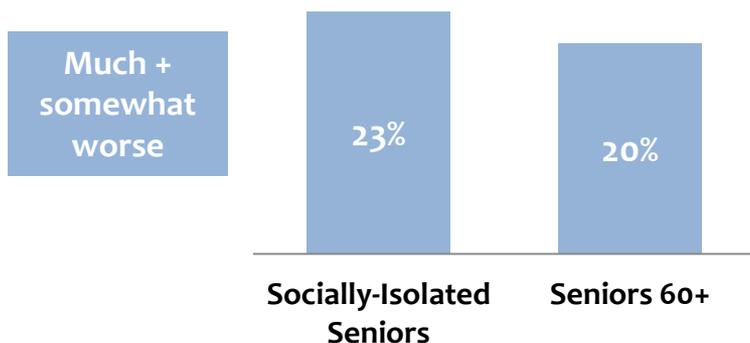
How confident are you that you are prepared for changes in your health as you age?



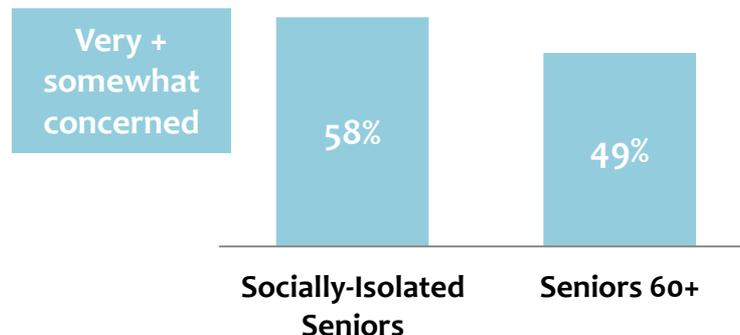
Q10 (For 2014 60+) When thinking about the next 5-10 years, do you expect your health to get...?  
Q67 (For 2014 60+) How confident are you that you are prepared for changes in your health as you age?

# Most socially-isolated seniors express significant concern for their long-term financial future, but less short-term concern for the next five to 10 years

When thinking about the next five to 10 years, do you expect your financial situation to get much better, somewhat better, stay about the same, get somewhat worse, or get much worse?



How concerned are you that your savings and income will be sufficient to last for the rest of your life?



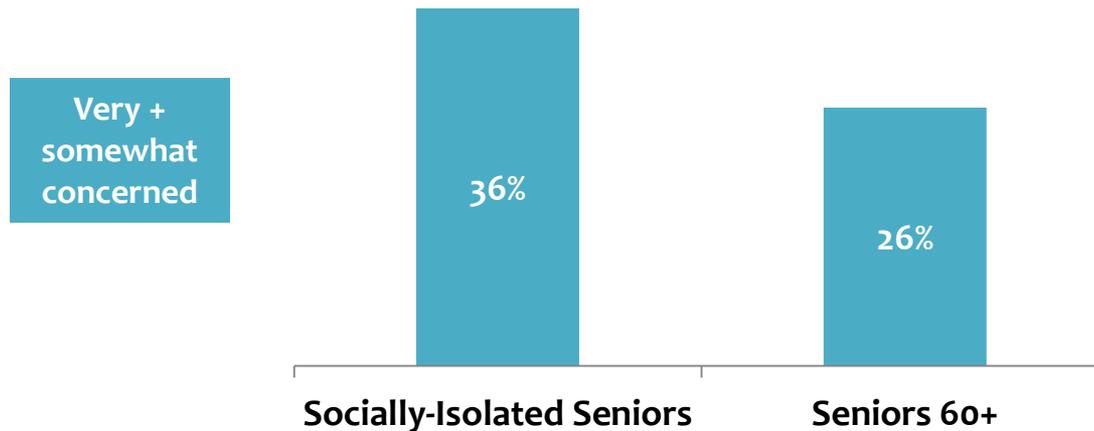
**Socially-isolated males are the least optimistic about their financial situation in the next five to 10 years – only 13% expect it to improve, compared with 24% of senior males**



Q11 (For 2014 60+) When thinking about the next 5-10 years, do you expect your financial situation to get...?  
Q21 (For 2014 60+) How concerned are you that your savings and income will be sufficient to last for the rest of your life?

# Socially-isolated seniors are more concerned about needing help from community programs as they age

*How concerned are you about needing help from community programs to assist with meals, transportation and/or home care?*



**38%** of socially-isolated females are concerned about needing help from community programs, compared with 28% of female seniors nationally



More than half of socially-isolated seniors say their community is doing enough to prepare for the needs of a growing senior population; yet half of them anticipate needing help with transportation

Do you feel your community – meaning the city/town you live in – is doing enough to prepare for the needs of a growing senior population?

■ Yes



48% of socially-isolated seniors expect needing support with transportation, compared with 39% of seniors nationally

... But socially-isolated seniors are less likely to think their communities provide adequate access to transportation compared with seniors nationally (53% and 59%, respectively)



Q79 (For 2014 60+) Do you feel your community – meaning the city/town you live in – is doing enough to prepare for the needs of a growing senior population?  
Q80 (For 2014 60+) What services do you anticipate needing as you age?  
Q82 (For 2014 60+) Do you think your community provides seniors with adequate access to transportation?

# REGIONAL FINDINGS

Cleveland, Dallas, and Newark, N.J., seniors are not as optimistic as seniors nationally when it comes to their general outlook, health and finances.



# Cleveland

## Attitudes and Actions on Health

*Cleveland seniors are as likely as seniors nationally to say their health has been better than normal or the best yet in the past year, but they are more likely to expect it will stay the same in the next decade than seniors nationally. Cleveland seniors are more confident that they will be able to maintain a high quality of life than seniors nationally. Cleveland seniors are much less likely to exercise daily or set health goals in the past year than seniors nationally.*

## Financial Foundation

*Compared with seniors nationally, Cleveland seniors are more likely to think their financial situation will remain the same in the next decade. They are also less concerned that their savings and income will be sufficient to last them for the rest of their life than seniors nationally.*

## Support Network

*Cleveland seniors are as likely as seniors nationally to think that their community is ready to meet the needs of a growing senior population. While Cleveland seniors are more likely to expect to continue living in their own home and to live alone, they do not anticipate needing as much support with home maintenance compared with seniors nationally.*



# Seniors living in Cleveland are more likely to intend to age in place and prefer living alone than seniors nationally



Cleveland, OH

	Cleveland Seniors		Seniors Nationally
Intend to continue living in their home	81%	vs.	77%
Prefer to live alone	62%	vs.	53%
Expect to live alone	87%	vs.	81%

Intend to continue living in their home

Prefer to live alone

Expect to live alone



Q30 (For 2014 60+). Do you intend to continue living in your current home for the rest of your life?  
 Q39 (For 2014 60+). Would you prefer to live alone, or with family members for the remainder of your senior years?  
 Q40 (For 2014 60+). IF LIVE ALONE, Do you expect to live alone for the rest of your life?

# Dallas

## Attitudes and Actions on Health

*Dallas seniors are slightly less likely than seniors nationally to say their health has been better in the past year. However, they are as likely as seniors nationally to say that their health will improve in the next five to 10 years. Dallas seniors are slightly more likely to feel they have prepared for their senior years and are more confident that they will be able to maintain a high quality life than seniors nationally. Dallas seniors are much less likely to exercise daily than seniors nationally.*

## Financial Foundation

*Dallas seniors are more likely to believe their financial situation will remain the same in the future than seniors nationally who are more hopeful it will improve. Compared with seniors nationally, Dallas seniors are less concerned that their savings and income will be sufficient to last for the rest of their life.*

## Support Network

*Dallas seniors are less convinced that their community is prepared to meet the needs of a growing senior population than seniors nationally. While Dallas seniors are as likely as seniors nationally to anticipate needing support with transportation, they are less likely to think their community provides adequate access to transportation than seniors nationally.*



# Seniors living in Dallas prefer to live alone and are less convinced that their community is prepared for the needs of a growing senior population



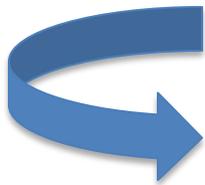
Dallas, TX



Seniors living in Dallas are more likely to **prefer living alone** than seniors nationally (**68%** compared with 53% respectively)



And seniors in Dallas are **less likely to say** that their community is prepared to meet the needs of seniors than seniors nationally (**47%** compared with 54% respectively)



Yet, only **16%** of seniors living in Dallas feel they will need support with **staying socially connected**, compared with 24% of seniors nationally



Q39 (For 2014 60+). Would you prefer to live alone, or with family members for the remainder of your senior years?

Q79 (For 2014 60+). Do you feel your community – meaning the city/town you live in – is doing enough to prepare for the needs of a growing senior population?

Q80 (For 2014 60+). What services do you anticipate needing as you age? Please tell me all that apply.

# Newark, N.J.

## Attitudes and Actions on Health

*Newark seniors are more likely to say their health has been normal over the past year than seniors nationally. Looking forward, they are less optimistic about their health than seniors nationally, yet, they feel like they have done more preparation for their senior years. Newark seniors are as likely as seniors nationally to exercise daily and set health goals.*

## Financial Foundation

*Compared with seniors nationally, Newark seniors are less optimistic about their financial situation improving in the next decade. They are just as likely as seniors nationally to feel that their savings will be sufficient to last them for the rest of their life. Newark seniors are less likely to find it easy to pay monthly bills than seniors nationally.*

## Support Network

*Newark seniors are less likely to say that their community is prepared to meet the needs of the senior population than seniors nationally. While Newark seniors are as likely to anticipate needing support with transportation, they are more likely to say their community provides adequate access to transportation than seniors nationally.*



# Newark seniors are less likely to intend to age in place, and find it more difficult to live alone than seniors nationally



Newark, NJ

Newark Seniors		Seniors Nationally
64%	Intend to continue living in current home	77%
21%	Difficulty living alone	14%
49%	Community preparedness	54%
34%	Community provides access to affordable senior housing	39%



Q30 (For 2014 60+). Do you intend to continue living in your current home for the rest of your life?

Q41 (For 2014 60+). IF LIVE ALONE, How easy or difficult is it to live alone?

Q79 (For 2014 60+). Do you feel your community – meaning the city/town you live in – is doing enough to prepare for the needs of a growing senior population?

Q83 (For 2014 60+). Does your community provide adequate access to affordable senior housing options?

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