Attitudes of Aging

February 2013

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Background and Objectives
Background/Objectives

- *AARP The Magazine* commissioned research regarding the attitudes of aging to support an article in an upcoming 2013 issue.
- The research was conducted in two phases: phase one was qualitative; phase two was quantitative.
- The qualitative research was initiated to help direct the quantitative portion by helping to better understand:
  - How adults 45+ feel about aging.
  - What defines age? Is it the way one looks or the way one feels?
  - The impact of the prejudices of aging (ageism).
  - The influence of society’s opinions on the perceptions of aging.
  - The impact of life events on the perceptions of aging.
  - How social connectedness and technology impact perceptions of aging.

- Findings from the qualitative helped to frame attitudinal questions around aging in the quantitative survey in order to better answer the question, ‘what aging attitudes drive the overall satisfaction with life’? Attitudinal questions centered around the following items that were uncovered in the qualitative research phase:
  - Psychological growth and loss
  - Health and physical changes
  - Everyday life
  - Discrimination and prejudices
  - Physical appearance
  - Traditional and online social networks
  - Technology
  - Treatment from others
Methodology
Quantitative Methodology

• Online survey conducted by Research Now using e-rewards online panel.

• Survey conducted over 4 days from December 17-20, 2012.

• Sample was comprised of …adults 40 and older with quotas based on gender, age, and MME segments

  • Gender: 900 male/900 female
  • Age: 600 age 40-50, 600 age 51-60, 500 age 61-69, 100 age 70+
  • MME segments: at least 200 Hispanic, 200 African American and 100 Asian

• Eighteen hundred total responses

• Significance testing at the 95th percentile level; Margin of error +/-2.5%

• Data is unweighted and based on the sample pull and responses.

• Indicated key drivers is based on a regression analysis against overall satisfaction with life.
Executive Summary
Executive Summary – Definition of age and attitudes about aging that impact satisfaction with life

What is ‘old’? If ‘old’ is defined as an age, that definition is different depending on who you speak to.

- If speaking to an age cohort, ‘old’ gets defined as 10-15 years older than that cohort.
  - Those 51-60 year olds define old as 70 for men and 70 for women. However, those 70 or older define old as 75 for men and 78 for women.
- Men and women define ‘old’ for women differently. Men say women are ‘old’ at 68 while women say women are ‘old’ at 75.
- If speaking to someone based on health, those in poorer health feel that ‘old’ starts a lot earlier (60s vs. 70s).
- If speaking to someone based on their mom being alive or dead, those whose mom is alive feel that ‘old’ starts a lot earlier (60s vs. 70s).

The definition of ‘old’ aside, how do the attitudes that one has about aging impact their satisfaction with life? We’ve uncovered that attitudes that center around the following have the biggest impact on satisfaction with life:

- Just growing old and having a purpose in life
- Feelings of psychological loss (depression, loneliness, exclusion)
- Perceptions of current health
- Incidence of discrimination and prejudices
- Societal views about aging
- Feelings of connectedness
- Signs of respect as one ages
- How others react to and treat one based on appearance of age
- Importance of technology and its uses

Additionally, attitudes about aging differ by culture.
Executive Summary – How does each attitude about aging impact the satisfaction with life?

Attitude 1: Just growing old and having a purpose in life is important
- ‘Aging is just another part of life’ (89%) and ‘having a purpose in life’ (83%) are two significant drivers of overall satisfaction with life.
- The more one believes that their life has made a difference the more satisfied they are with life (80% vs. 33%).
- Additionally, the more one is accepting of themselves as they grow old, the more satisfied with life they are (78% vs. 48%).

Attitude 2: Feelings of psychological loss (depression, loneliness, exclusion) lead to less life satisfaction
- While only about twenty percent of adults 40 or older feel psychological loss, those that do are significantly less satisfied with life. They especially feel...
  - more excluded from things because of their age (80% vs. 46%, 34 percentage point difference)
  - that old age is a depressing time of life (81% vs. 47%, 34 percentage point difference), and
  - that old age is mainly a time of loss (79% vs. 51%, 32 percentage point difference)
- Since the death of someone close to you is mostly seen as a depressing time of loss, one would think that those who have experienced a death would be less satisfied with life. However...
  - those who have experienced a death of a friend are more satisfied than those who haven’t experienced any deaths (76% vs. 69%), and
  - those who experienced a death of a relative or spouse are just as satisfied as those who have not experienced any deaths (69% respectively).
Executive Summary – How does each attitude about aging impact the satisfaction with life?

**Attitude 3: Perceptions of current health**
- The state of one’s health is the **biggest** driver of satisfaction with life.
- Those who rate their health good are almost twice as satisfied with life (84%) as those who rate their health poorer (44%).
- Also, those in good health have larger support networks (8 vs. 5), feel ‘old’ starts at a later age (70 vs. 65 or 68), and feel exercise is important as well as keep as fit and active as possible.

**Attitude 4: Incidences of discrimination and prejudices**
- Discrimination and prejudices that exist in the workplace are key drivers of overall satisfaction with life. Specifically, ‘employers looking for signs of vulnerability like age when deciding who to hire’ (62%) significantly drives satisfaction with life.
  - As age hits 51 or above, this is felt more (Age 40-49: 55%, Age 50-59:63% to 73% for age 70 or older).
- Other forms of discrimination occur but are not seen as drivers of satisfaction with life, specifically:
  - comments about memory (39% occasionally encounter),
  - unasked for assistance (38% occasionally encounter),
  - doctors shrugging off symptoms (32% occasionally encounter), and
  - others becoming impatient while someone older is completing a task (23% occasionally encounter).
Executive Summary – How does each attitude about aging impact the satisfaction with life?

Attitude 5: Societal views about aging
✓ The key driver of satisfaction with life is the attitude that ‘American society is driven from the perspective of youth’ (61%).
  • As age increases this is felt more and more (Age 40-49:58% to 68% at age 70 or older)
  • Additionally, women are significantly more likely to feel this versus men (64% vs. 58%)
✓ While this attitude exists, it is important to note that over 40% of those 40 or older feel that as they grow older, things in their life are better than they thought they would be.

Attitude 6: Feelings of connectedness
✓ People can be connected by marriage/living with a partner or through support and personal networks.
✓ Those that are married or living with someone are significantly more satisfied with life (75% vs. 60%). They are also more likely to be in better health (68% vs. 50%) as well as to find that things in life are better as they grow older (48% vs. 27%).

Attitude 7: Signs of respect as one ages
✓ A key driver of satisfaction with life is getting more respect from others as we age (54%).
✓ Almost half of those 40 and older (46%) feel that they get too little respect from those that are younger and about 20% feel they get too little respect from those that are older.
Attitude 8: How others react to and treat one based on how old they appear
✓ Actual physical appearance features are not factors impacting satisfaction with life. However, the reaction/treatment from others based on the perception of one’s age are. The following three have the most impact on the satisfaction with life:
  • Concern about how people will treat you when you get older (28%)
  • Feeling old when someone younger calls you ma’am or sir (28%)
  • Seeing younger people getting served more quickly in a store or restaurant (9%)
✓ Women and those in poorer health are significantly more impacted by these attitudes.

Attitude 9: Importance of technology and its uses
✓ The use of technology itself is not a driver of satisfaction with life. It’s how the technology is used that drives satisfaction.
✓ The fact that the internet has brought people closer together to friends and family is the key driver of satisfaction (55%). The internet’s ability to bring family and friends closer is also considered another point of connectedness.
Executive Summary – Cultural differences of attitudes about aging

Cultural differences of attitudes about aging exist
✓ While culture itself does not drive overall satisfaction with life, there are differences within each culture that impact their satisfaction with life.

✓ African Americans
  • Are more positive about growing older
  • Don’t let physical problems hold them back
  • Feel that age demands respect

✓ Asians
  • Are more likely to see old age as a time of loneliness and depression
  • Are inclined to mislead people of their actual age and spend money and time to look younger
  • Are least likely to participate in social media sites and more likely to think they are for the young

✓ Hispanics
  • Are more likely to see aging as a time of losing physical independence
  • Are more likely to feel excluded from things because of age
  • Are more likely to feel invisible to younger people and society
Detailed Findings
On average, the age when a man or woman becomes old is 70. However, as one ages the age for ‘old’ increases, especially the age when a woman becomes old.

* Statistically significant difference

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Q8/9. At what age do you think the average man/woman becomes old?
Drivers of Overall Satisfaction*
Different types of attitudes on aging drive older adults’ overall satisfaction with life

* Based on Regression Modeling
Drivers of Overall Satisfaction*
Different types of attitudes on aging drive older adults’ overall satisfaction with life

Satisfaction with Life

All in all, how satisfied are you with your life as a whole these days?

* Based on a Regression Model

Growth & Purpose

Best Predictors of Satisfaction

Discrimination & Prejudice

Moderate Predictors of Satisfaction

Physical Appearance

Least Influential Predictors of Satisfaction

Loss

Societal Views

Technology

Connectedness

Health

Culture

Signs of Respect

* Based on a Regression Model

AARP Research

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Over 80% of those age 40 and above feel that aging is just another part of life as well as having a purpose in life is what keeps people young.

Q10. The following statements describe how people sometimes feel about aging. Please indicate how much you agree or disagree with each statement.

- Aging is just another part of life
- Having a purpose in life keeps me young
- Discrimination based on age is alive and well in the workplace
- Employers look for signs of vulnerability like age when deciding who to hire
- I know I'll enjoy sex no matter how old I am
- American society is driven from a perspective of youth
- Older people are considered to have more health issues and more likely to...
- Being too young is just as big a problem with employment as being too old
- As people age, they deserve more respect from others
- I have become more content with each passing year
- Thinking about dying doesn't bother me much
- I feel respected when a younger person offers their help or assistance
- Old is when you can't get up in the morning
- I have felt or seen negative attention in the workplace based on my or...
- We all get old so it is okay to make jokes about people who are old
- For those that are single, I have a harder time dating as I get older
- I am concerned about how people will treat me when I am older
- I feel old when someone younger calls me ma'am or sir
- When it comes to my actual age, I am inclined to mislead people as to...
- As I get older, I have more regrets in life
- Sometimes I feel invisible to younger people around me
- Older people take longer to train for a new job
- I find that I have to remind myself not to do certain things because they...
- People treat me better when I am dressed more youthfully
- I spend money and time to look younger
- Other people around me often behave in a way that makes me feel older
- I feel like I have been excluded from social events because of my age
- The worst thing that could possibly happen to me is getting old
- Younger people get served more quickly in a store or restaurant
- I do not invite people younger than me to my social events
- I do not invite people older than me to my social events

* Based on a Regression Model

Indicates a significant driver of satisfaction with life*
Most (59% or more on all attributes) feel that getting older is a positive experience. Specifically, they want to give a good example to younger people (80%) and feel wisdom comes with age (76%).

**How you feel about aging**

- I want to give a good example to younger people
- Wisdom comes with age
- There are many pleasant things about growing older
- I am more accepting of myself as I grow older
- I believe my life has made a difference
- It is a privilege to grow old
- It is very important to pass on the benefits of my experience to younger people
- As people get older they are better able to cope with life

**% agree/true**

- **ALL (n=1808)**
- **Age 40-50 (n=602)**
- **Age 51-60 (n=605)**
- **Age 61-69 (n=501)**
- **Age 70+ (n=100)**

a b c d - Significantly higher than the letter designation.

Q5. The following questions ask how you feel about aging. Please choose the answer that appears most appropriate. If you are unsure about which response to give to a question, the first response you think of is often the best one.
Those that agree with attitudes that relate to psychological growth are more likely to be very to extremely satisfied with life, especially those that believe their life has made a difference (80%)
Drivers of Overall Satisfaction*
Different types of attitudes on aging drive older adults’ overall satisfaction with life

Satisfaction with Life

- Growth & Purpose
- Discrimination & Prejudice
- Physical Appearance
- Signs of Respect
- Societal Views
- Technology
- Culture
- Connectedness
- Health
- Loss

All in all, how satisfied are you with your life as a whole these days?

Best Predictors of Satisfaction
Moderate Predictors of Satisfaction
Least Influential Predictors of Satisfaction

* Based on a Regression Model

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Only about one out of six adults age 40 and above agree with attitudes that relate to psychological loss

How you feel about aging

Q5. The following questions ask how you feel about aging. Please choose the answer that appears most appropriate. If you are unsure about which response to give to a question, the first response you think of is often the best one.

a b c d - Significantly higher than the letter designation.

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However, psychological loss has a profound effect on satisfaction with life for those that are experiencing it. Those that feel psychological loss are least likely to be satisfied with life.

![Chart showing self-reported satisfaction with life by age-related concerns.](chart)

Q5. The following questions ask how you feel about aging. Please choose the answer that appears most appropriate. If you are unsure about which response to give to a question, the first response you think of is often the best one.

* Statistically significant difference

**How you feel about aging**

- Old age is a time of loneliness
  - Agree: 51%
  - Disagree: 79%
  - Statistically significant difference

- As I get older I find it more difficult to make new friends
  - Agree: 54%
  - Disagree: 81%
  - Statistically significant difference

- I am losing my physical independence as I get older
  - Agree: 60%
  - Disagree: 77%
  - Statistically significant difference

- I feel excluded from things because of my age
  - Agree: 46%
  - Disagree: 80%
  - Statistically significant difference

- Old age is a depressing time of life
  - Agree: 47%
  - Disagree: 81%
  - Statistically significant difference

- I find it more difficult to talk about my feelings as I get older
  - Agree: 58%
  - Disagree: 76%
  - Statistically significant difference

- I don’t feel involved in society now that I am older
  - Agree: 52%
  - Disagree: 79%
  - Statistically significant difference

- I see old age mainly as a time of loss
  - Agree: 47%
  - Disagree: 79%
  - Statistically significant difference

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The loss of a good friend does not impact satisfaction with life (76%) as much as a loss of a close relative/spouse or no death events (69%).

Death of a...

22% – Good Friend
33% – Close Relative
3% - Spouse/Partner
37% - None

Overall Satisfaction with Life

<table>
<thead>
<tr>
<th>% very/extremely satisfied</th>
<th>ALL (n=1808)</th>
<th>Death of a friend (n=393)</th>
<th>Death of a Relative/Spouse (n=743)</th>
<th>None (n=672)</th>
</tr>
</thead>
<tbody>
<tr>
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<td>69</td>
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<td>90</td>
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<tr>
<td>100</td>
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</tbody>
</table>

Those that have lost a friend are more likely to feel that:

- Growing older has been easier than thought
- Have become more content with each passing year
- Health is better than expected at current age
- Will enjoy sex no matter how old they are
- Respected when a younger person offers their help or assistance
- Discrimination based on age is alive and well in the workplace
- Have felt or seen negative attention in the workplace based on their or another’s age
- Have bigger support networks

*Statistically significant difference
Drivers of Overall Satisfaction*
Different types of attitudes on aging drive older adults’ overall satisfaction with life

Satisfaction with Life

Growth & Purpose

Discrimination & Prejudice

Physical Appearance

Signs of Respect

Health

Loss

Societal Views

Technology

Connectedness

Culture

All in all, how satisfied are you with your life as a whole these days?

Drivers of Overall Satisfaction*
Different types of attitudes on aging drive older adults’ overall satisfaction with life

Best Predictors of Satisfaction

Moderate Predictors of Satisfaction

Least Influential Predictors of Satisfaction

* Based on a Regression Model
Overall health is the biggest driver of satisfaction with life**. Those who rate their health good are almost twice as satisfied with life (84%) compared to those who rate their health poorer (44%).

* Statistically significant difference between groups
** Based on a Regression Model
Those in good health have more positive attitudes that relate to physical change compared to those in poorer health

How you feel about aging

It is important to take exercise at any age

My identity is not defined by my age

I don't feel old

Problems with my physical health do not hold me back from doing what I want

I keep as fit and active as possible by exercising

Growing older has been easier than I thought

My health is better than I expected for my age

I have more energy now than I expected for my age

* Statistically significant difference

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Drivers of Overall Satisfaction*
Different types of attitudes on aging drive older adults’ overall satisfaction with life

Satisfaction with Life

- Growth & Purpose
- Discrimination & Prejudice
- Physical Appearance
- Signs of Respect
- Societal Views
- Technology
- Culture
- Health
- Connectedness
- Loss

Best Predictors of Satisfaction
Moderate Predictors of Satisfaction
Least Influential Predictors of Satisfaction

* Based on a Regression Model

* Based on a Regression Model
Workplace discrimination/prejudices drive overall satisfaction with life. Specifically, ‘employers looking for signs of vulnerability like age when deciding who to hire’

How people sometimes feel about aging

Q10. The following statements describe how people sometimes feel about aging. Please indicate how much you agree or disagree with each statement.

* Based on a Regression Model

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Feelings about employers looking for signs of vulnerability like age when deciding who to hire increases with age

How people sometimes feel about aging

Employers look for signs of vulnerability like age when deciding who to hire

Q10. The following statements describe how people sometimes feel about aging. Please indicate how much you agree or disagree with each statement.

ALL (n=1808) a Age 40-50 (n=602) b Age 51-60 (n=605) c Age 61-69 (n=501) d Age 70+ (n=100)

a b c d - Significantly higher than the letter designation.

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Those that feel there is more discrimination in the workplace are not as satisfied with life

How you feel about aging

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discrimination based on age is alive and well in the workplace</td>
<td>68</td>
<td>80</td>
</tr>
<tr>
<td>Employers look for signs of vulnerability like age when deciding who to hire</td>
<td>67</td>
<td>84</td>
</tr>
<tr>
<td>Older people are considered to have more health issues and more likely to get hurt on the job</td>
<td>66</td>
<td>80</td>
</tr>
<tr>
<td>Being too young is just as big a problem with employment as being too old</td>
<td>71</td>
<td>70</td>
</tr>
<tr>
<td>I have felt or seen negative attention in the workplace based on my or another's age</td>
<td>62</td>
<td>77</td>
</tr>
<tr>
<td>Older people take longer to train for a new job</td>
<td>63</td>
<td>75</td>
</tr>
</tbody>
</table>

* Statistically significant difference

Q5. The following questions ask how you feel about aging. Please choose the answer that appears most appropriate. If you are unsure about which response to give to a question, the first response you think of is often the best one.

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In addition to discrimination in the workplace, other forms of age discrimination exist. Specifically, comments about memory, unasked for assistance, doctors shrugging off symptoms, & others becoming impatient while you complete a task.
Drivers of Overall Satisfaction*
Different types of attitudes on aging drive older adults’ overall satisfaction with life

Satisfaction with Life

* Based on a Regression Model

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American society being driven from a perspective of youth and the treatment from and to younger people are drivers of satisfaction with life

Q10. The following statements describe how people sometimes feel about aging. Please indicate how much you agree or disagree with each statement.

How people sometimes feel about aging

- Aging is just another part of life: 89%
- Having a purpose in life keeps me young: 83%
- Discrimination based on age is alive and well in the workplace: 66%
- Employers look for signs of vulnerability like age when deciding who to hire: 62%
- I know I'll enjoy sex no matter how old I am: 61%
- American society is driven from a perspective of youth: 61%
- Older people are considered to have more health issues and more likely to...: 57%
- Being too young is just as big a problem with employment as being too old: 56%
- As people age, they deserve more respect from others: 54%
- I have become more content with each passing year: 53%
- Thinking about dying doesn't bother me much: 49%
- I feel respected when a younger person offers their help or assistance: 44%
- Old is when you can't get up in the morning: 41%
- I have felt or seen negative attention in the workplace based on my or...: 35%
- We all get old so it is okay to make jokes about people who are old: 31%
- For those that are single, I have a harder time dating as I get older: 29%
- I am concerned about how people will treat me when I am older: 28%
- I feel old when someone younger calls me ma'am or sir: 28%
- When it comes to my actual age, I am inclined to mislead people as to...: 22%
- As I get older, I have more regrets in life: 21%
- Sometimes I feel invisible to younger people around me: 21%
- Older people take longer to train for a new job: 16%
- I find that I have to remind myself not to do certain things because they...: 17%
- People treat me better when I am dressed more youthfully: 17%
- I spend money and time to look younger: 16%
- Other people around me often behave in a way that makes me feel older: 16%
- I feel like I have been excluded from social events because of my age: 10%
- The worst thing that could possibly happen to me is getting old: 10%
- Younger people get served more quickly in a store or restaurant: 9%
- I do not invite people younger than me to my social events: 4%
- I do not invite people older than me to my social events: 4%

Indicates a significant driver of satisfaction with life*
Feelings that American society is driven from a perspective of youth increases with age

How you feel about aging

American society is driven from a perspective of youth

Sometimes I feel invisible to younger people around me

Younger people get served more quickly in a store or restaurant

<table>
<thead>
<tr>
<th>Statement</th>
<th>ALL (n=1808)</th>
<th>Age 40-50 (n=602)</th>
<th>Age 51-60 (n=605)</th>
<th>Age 61-69 (n=501)</th>
<th>Age 70+ (n=100)</th>
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<td>Sometimes I feel invisible to younger people around me</td>
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<td>24</td>
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<tr>
<td>Younger people get served more quickly in a store or restaurant</td>
<td>9</td>
<td>8</td>
<td>9</td>
<td>9</td>
<td>6</td>
</tr>
</tbody>
</table>

* Statistically significant difference by …

Q10. The following statements describe how people sometimes feel about aging. Please indicate how much you agree or disagree with each statement.

Women are significantly more likely to agree with this than men (64% vs. 58%)

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While feelings persist that American society is driven from a perspective of youth, over 40% feel that things are better as they grow older.

Overall, as you grow older, do you find that things are better, worse or about the same as you thought they would be?

- **Better**
- **About the same**
- **Worse**

**Q11.** Overall, as you grow older, do you find that things are better, worse or about the same as you thought they would be?
Drivers of Overall Satisfaction*
Different types of attitudes on aging drive older adults’ overall satisfaction with life

Satisfaction with Life

Growth & Purpose

Discrimination & Prejudice

Physical Appearance

Signs of Respect

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Culture

Best Predictors of Satisfaction

Moderate Predictors of Satisfaction

Least Influential Predictors of Satisfaction

* Based on a Regression Model

* Based on a Regression Model
Marriage is a key driver of satisfaction with life**. Those married or living with a partner are significantly more satisfied (75%) than those who are single (60%).

Q22. How many people do you have in your life that have been very supportive of you during the past year?

Q23. How many people do you have in your life whom you most often discuss matters of personal importance with?
Having a ‘personal network’ is a key driver of satisfaction with life*. While ‘support networks’ may grow as people get older, ‘personal networks’ remain constant.

Number of people in life who have been supportive/personal confidantes

* Based on a Regression Model

AARP Research

Q22. How many people do you have in your life that have been very supportive of you during the past year?

Q23. How many people do you have in your life whom you most often discuss matters of personal importance with?

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Drivers of Overall Satisfaction*
Different types of attitudes on aging drive older adults’ overall satisfaction with life

Satisfaction with Life

Growth & Purpose

Discrimination & Prejudice

Physical Appearance

Loss

Societal Views

Technology

Health

Connectedness

Culture

Signs of Respect

Best Predictors of Satisfaction

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* Based on a Regression Model
Receiving respect drives satisfaction with life. As people age they deserve more respect from others is a key driver of satisfaction with life.

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Agree</th>
</tr>
</thead>
<tbody>
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<td>Aging is just another part of life</td>
<td>89</td>
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<td>Having a purpose in life keeps me young</td>
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<td>Discrimination based on age is alive and well in the workplace</td>
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<td>Older people are considered to have more health issues and more likely to…</td>
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<td>Being too young is just as big a problem with employment as being too old</td>
<td>56</td>
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<td>As people age, they deserve more respect from others</td>
<td>54</td>
</tr>
<tr>
<td>I have become more content with each passing year</td>
<td>53</td>
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<td>Thinking about dying doesn't bother me much</td>
<td>49</td>
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<tr>
<td>I feel respected when a younger person offers their help or assistance</td>
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<td>Old is when you can't get up in the morning</td>
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<td>When it comes to my actual age, I am inclined to mislead people as to…</td>
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<td>As I get older, I have more regrets in life</td>
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<td>Older people take longer to train for a new job</td>
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<td>I spend money and time to look younger</td>
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<tr>
<td>I feel like I have been excluded from social events because of my age</td>
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<tr>
<td>The worst thing that could possibly happen to me is getting old</td>
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<tr>
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* Based on a Regression Model

Indicates a significant driver of satisfaction with life*

Q10. The following statements describe how people sometimes feel about aging. Please indicate how much you agree or disagree with each statement.
And, almost half of those 40 and older (46%) feel that they get too little respect from those younger than them.
Drivers of Overall Satisfaction*
Different types of attitudes on aging drive older adults’ overall satisfaction with life

Satisfaction with Life

Growth & Purpose

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Health

Loss

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Actual physical appearance is not a key factor impacting satisfaction with life. It is the reaction/treatment from others based on the perception of one’s age that has the most significance.

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* Indicates a significant driver of satisfaction with life*

Q10. The following statements describe how people sometimes feel about aging. Please indicate how much you agree or disagree with each statement.
Actual physical appearance is not a key factor impacting satisfaction with life. It is the reaction/treatment from others based on the perception of one’s age that has the most significance*. The older you get the less impact it has.

How you feel about aging

I am concerned about how people will treat me when I am older

I feel old when someone younger calls me ma'am or sir

---

Q10. The following statements describe how people sometimes feel about aging. Please indicate how much you agree or disagree with each statement.

* Based on a Regression Model
a b c d - Significantly higher than the letter designation.
Drivers of Overall Satisfaction*
Different types of attitudes on aging drive older adults’ overall satisfaction with life

Satisfaction with Life

- Growth & Purpose
- Connectedness
- Health
- Loss
- Discrimination & Prejudice
- Societal Views
- Physical Appearance
- Signs of Respect
- Culture
- Technology

Best Predictors of Satisfaction
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The younger one is, the more comfortable with technology and the more often it is used

Q16. In general, how comfortable are you trying new technologies (e.g., new electronic devices like smartphones, digital cameras, and Blu-ray players, as well as new software programs, social media sites, and online communities)?

Q17. About how often do you go online or use the Internet? This includes access from home, work, a mobile device (such as a smartphone), or someplace else.
However, the only attitude about technology that drives satisfaction with life is the fact that the internet has brought people closer together to friends and family.

Key Driver*

- I feel comfortable asking someone younger at work for help with technology
- I feel in control of the technology I use
- Being able to use the latest technology is important to me
- The internet has brought me closer together to my friends and family
- Knowing how to work with the latest technology has become more important than job experience
- I like to participate in social media sites like Facebook or Twitter
- Social media sites like Facebook or Twitter are for people who are younger
- New technology complicates my life
- New technology is difficult to learn; it's not very user-friendly
- Technology today makes me feel obsolete

* Based on a Regression Model

a, b, c, d - Significantly higher than the letter designation.

Q18. Below is a series of statements about technology and the Internet. Please indicate how much you agree or disagree with each statement.
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Satisfaction with Life

- Growth & Purpose
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- Loss

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All in all, how satisfied are you with your life as a whole these days?
Cultural differences exist among the attitudes of aging that drive overall satisfaction with life (See appendix for detailed charts)

<table>
<thead>
<tr>
<th></th>
<th>African American</th>
<th>Asian</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth/Purpose</td>
<td>Strong positive feelings about growth and purpose</td>
<td>Positive feelings about growth and purpose</td>
<td>Feelings are positive but less so than African Americans and Asians</td>
</tr>
<tr>
<td>Loss</td>
<td>Do not tend to focus on the psychological negatives about growing old</td>
<td>More likely to see old age as a time of loneliness, depressing time of life, and mainly as a time of loss as compared to African Americans and Hispanics</td>
<td>Do not tend to focus on the psychological negatives about growing old; less likely to have encountered any deaths of loved ones or close friends</td>
</tr>
<tr>
<td>Health</td>
<td>Do not let problems with physical health hold them back from doing what they want; Keep as fit and active as possible by exercising</td>
<td>Doesn’t rate their health as good as African Americans and Hispanics but less likely to have disability, handicap or chronic disease</td>
<td>More likely to see aging as a time of losing physical independence</td>
</tr>
<tr>
<td>Discrimination/Prejudices</td>
<td>Feel young people and strangers treat them better compared to Asians and Hispanics</td>
<td>Feel that older people take longer to train for a job; Receive more doctors shrugging off symptoms because of age</td>
<td>Receive more comments from family members about driving</td>
</tr>
<tr>
<td>Physical Appearance</td>
<td>Feel respect when assistance is offered vs.feeling old</td>
<td>Are inclined to mislead people of their actual age; Find that they have to remind themselves not to do certain things because they are not what someone their age would do; Feel treated better when dressed more youthfully; Spend money and time to look younger</td>
<td>Do not focus on the physical appearance aspects of growing old</td>
</tr>
<tr>
<td>Connectedness</td>
<td>More likely to see and talk to their mom on a weekly basis as compared to Asians and Hispanics</td>
<td>Least likely to participate in social media sites such as Facebook and Twitter</td>
<td>More likely to see aging as being excluded from things because of age and finding it more difficult to talk about feelings</td>
</tr>
<tr>
<td>Technology</td>
<td>Feel in control of technology and using the latest technology is very important to them</td>
<td>More likely to think social media sites are for those that are younger</td>
<td>Comfortable with new technology</td>
</tr>
<tr>
<td>Societal Views</td>
<td>Most likely to see society as driven by a perspective of youth</td>
<td>More likely to feel that younger people get served more quickly in a store or restaurant</td>
<td>More likely to see aging as not feeling as involved in society; more likely to feel invisible to younger people</td>
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<td>Signs of Respect</td>
<td>Feel that more respect is deserved as one ages and don’t get enough from those younger</td>
<td>Feel get right amount of respect from those that are younger</td>
<td>Feel get right amount of respect from those that are younger</td>
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</table>
Demographics

* Member is based on self reported member age 50 or greater.
Demographics

Q27. What is your current marital status?
Q31. Are you a grandparent?
Q32. Do you own or rent your primary residence?
Q37. What is your current employment status?
Q38. What is the highest level of education you have received?
Q39. What is your pre-tax household income from all sources in 2011?
Q40. Please estimate your total amount of household debt as of 2012. How many people do you have in your life that have been very supportive of you during the past year?

Single – 31%  Married – 69%
Grandparent – 52%
Own home – 81%
Employed – 62%
4-year college or higher – 59%
Median income - $75K to $100K
Median debt - $5K to $25K