FINDINGS FROM AARP’S 2012 MEMBER OPINION SURVEY (MOS)
The Survey
The Member Opinion Survey (MOS) is AARP’s largest single survey of AARP Members. This dual mode survey is conducted every two to four years and informs AARP about the opinions, perceptions, and experiences of its members. Beginning with its first wave back in 1994, the MOS collects data from more than 35,000 AARP Members in order to gain better insight into a variety of areas including issues and topics of concern, information and service needs, areas of interest, experience of life events, adaption and use of technology, as well as demographics and other descriptive information. The 2012 survey was the first year in which members were provided a choice of either a paper or online questionnaire, with Spanish language versions also available.

The Sample
The 2012 MOS is rooted in a stratified random sample of 135,000 AARP members with an additional oversample of 5,000 Hispanic/Latino members. Approximately 15% of sample members had a registered email address and opted-in to receiving research invitations via email from AARP. The U.S. sample was stratified by state and AARP Life Stage Segment to ensure adequate representation to allow reporting within these key groupings.
Methodology (cont)

The Method
The survey followed a modified Dillman method utilizing both mail and web methodologies. Sampled AARP members with a registered email address on file with AARP were initially contacted via email. This email invitation provided members with a personalized URL to the online version of the questionnaire. All other members received exclusively mail contacts beginning with a prenotification letter explaining the survey. Those emailable members who did not complete an online questionnaire after three total email contacts (the invitation plus two additional reminder emails) were also included in all subsequent mail contacts beginning with the initial paper questionnaire mailout. All mail contacts, including those with a paper questionnaire, also included the option of completing the questionnaire via a URL and unique password to the online version of the survey. Those not completing the survey online or not returning the paper questionnaire prior to the next mailing received up to three additional mail contacts encouraging participation. In total, members could have received up to 3 email contacts and up to 5 mail contacts. The next to last mail contact included a replacement questionnaire.

Survey Response Rates
A total of 36,947 members completed and returned a questionnaire for an overall national response rate of 27 percent (AAPOR RR3) and a margin of error of ±1.0 percent.
Weighting
Weighting of the MOS was carried out in two stages. The first stage adjusted for the initial stratification done during the sampling phase while the second stage adjusted for nonresponse and post-stratified the final sample so as to provide a representative sample of AARP Members both nationally and within each state. Stage 1 of the weighting process utilized a traditional matrix weight to adjust for the initial stratification by state and AARP Life Stage Segment. The second stage of the weighting process (Stage 2) employed RIM weighting to adjust for age, gender, times AARP Membership has been renewed, political ideology, email op-in status, and AARP engagement. This approach yielded a final weighted data set that very closely matches the AARP membership as represented by the AARP Membership Database on the items considered, as well as providing successful correction on numerous other characteristics not directly included in the weighting.

More Information
For data and key findings from the 2012 Member Opinion Survey, please visit: http://www.aarp.org/memberopinions. For more detailed information about the methodology, please contact John Fries, Director of Tracking Research at jfries@aarp.org.
# MOS Team Members

<table>
<thead>
<tr>
<th><strong>Data</strong></th>
<th><strong>Team Members</strong></th>
<th><strong>Team Members</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Director:</strong></td>
<td><strong>Gretchen Anderson</strong></td>
<td><strong>Cheryl Barnes</strong></td>
</tr>
<tr>
<td><strong>Becky Gillan</strong></td>
<td><strong>Aisha Bonner</strong></td>
<td><strong>Patty David</strong></td>
</tr>
<tr>
<td><strong>Team Lead:</strong></td>
<td><strong>Kathi Brown</strong></td>
<td><strong>John Hagerty</strong></td>
</tr>
<tr>
<td><strong>Allison Kulwicki</strong></td>
<td><strong>Vicki Gelfeld</strong></td>
<td><strong>Darlene Matthews</strong></td>
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<td><strong>Jennifer Leslie</strong></td>
<td><strong>Rebecca Perron</strong></td>
<td><strong>Erin Pinkus</strong></td>
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<td><strong>Jen Sauer</strong></td>
<td><strong>Karen Turner</strong></td>
<td><strong>Wendy Pratt</strong></td>
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<td><strong>Jen Sauer</strong></td>
<td><strong>Karen Turner</strong></td>
<td><strong>Alicia Williams</strong></td>
</tr>
</tbody>
</table>
Section 1 Interests and Concerns

Section 2 Life Events and Civic Activity

Section 3 Grand Parenting, Caregiving, and Community

Section 4 Technology

Section 5 Demographics
Interests and Concerns
Top 10 Concerns among AARP Members

Top Concerns (extremely/very concerned)

- Medicare in future: 64% extremely concerned, 23% very concerned
- Staying Mentally Sharp: 64% extremely concerned, 23% very concerned
- Social Security in future: 68% extremely concerned, 18% very concerned
- Health insurance: 58% extremely concerned, 25% very concerned
- Health care expenses: 53% extremely concerned, 24% very concerned
- Increased taxes: 47% extremely concerned, 26% very concerned
- Consumer fraud: 44% extremely concerned, 27% very concerned
- Declining health: 44% extremely concerned, 27% very concerned
- Aging in home: 46% extremely concerned, 24% very concerned
- Solvent retirement: 47% extremely concerned, 23% very concerned

Portfolio Strategies

- Money
- Health
- Home/Family
- Personal Time
- Other

Question S2Q16: Please rate your own level of concern about the following issues? (redesigned question wording since 2010)
Top 10 AARP Member Concerns Over Time

Top Concerns (extremely/very concerned)

- Medicare in future: 84% (2012), 88% (2010)
- Staying mentally sharp: 89% (2012), 87% (2010)
- Health insurance: 85% (2012), 83% (2010)
- Health care expenses: 76% (2012), 77% (2010)
- Increased taxes: 73% (2012)
- Consumer fraud: 72% (2012), 84% (2010)
- Declining health: 71% (2012)
- Aging in home: 72% (2012), 70% (2010)
- Solvent retirement: 67% (2012), 70% (2010)

Question S2Q16: Please rate your own level of concern about the following issues? (redesigned question wording since 2010)

Portfolio Strategies

- Money
- Health
- Home/Family
- Personal Time
- Other
Additional Concerns of AARP Members

Additional Concerns (extremely/very concerned)

- Cutting national services: 41% extremely, 27% very
- Continuing to drive: 42% extremely, 26% very
- Cutting state services: 40% extremely, 27% very
- LTC availability: 40% extremely, 26% very
- Income to retire: 45% extremely, 20% very
- LTC cost: 38% extremely, 25% very
- Improving K-12 Education: 36% extremely, 26% very
- Unfair financial practices: 35% extremely, 25% very
- Cost of utilities: 33% extremely, 23% very
- Internet security: 29% extremely, 24% very
- Affording groceries: 32% extremely, 19% very
- Public assistance benefits: 32% extremely, 17% very
- Managing debt: 25% extremely, 18% very
- Local employment: 22% extremely, 18% very
- Postponing retirement: 21% extremely, 13% very
- Age discrimination at work: 18% extremely, 15% very
- Having relevant job skills: 17% extremely, 15% very
- Losing job: 15% extremely, 10% very
Additional Concerns of AARP Members Over Time

Additional Concerns (extremely/very concerned)

- Continuing to drive: 69%
- Cutting national services: 68%
- Cutting state services: 67%
- LTC availability: 78%
- Retirement income: 66%
- LTC costs: 63%
- Quality K-12 education: 59%
- Unfair financial practices: 62%
- Cost of utilities: 63%
- Internet security: 63%
- Affording groceries: 76%
- Public assistance benefits: 51%
- Managing debt: 56%
- Local employment opportunities: 47%
- Relevant job skills: 43%
- Losing job: 25%

Question S2Q16: Please rate your own level of concern about the following issues? (redesigned question wording since 2010)
### Top 10 Concerns among AARP Members by Age

<table>
<thead>
<tr>
<th>Top 10 Concerns</th>
<th>Overall (extremely/very concerned)</th>
<th>50-59 (ranking)</th>
<th>60-69 (ranking)</th>
<th>70+ (ranking)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicare in future</td>
<td>88%</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Staying mentally sharp</td>
<td>87%</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Social Security in future</td>
<td>86%</td>
<td>2</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Health insurance</td>
<td>83%</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Health care expenses</td>
<td>77%</td>
<td>5</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Increased taxes</td>
<td>73%</td>
<td>8</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Consumer fraud</td>
<td>72%</td>
<td>10</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Declining health</td>
<td>71%</td>
<td>9</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Solvent retirement</td>
<td>70%</td>
<td>7</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>Aging in home</td>
<td>70%</td>
<td>12</td>
<td>10</td>
<td>7</td>
</tr>
</tbody>
</table>

Question S2Q16: Please rate your own level of concern about the following issues? (redesigned question wording since 2010)
### Top 10 Concerns among Multicultural AARP Members

<table>
<thead>
<tr>
<th>Top 10 Concerns</th>
<th>Overall (extremely/very concerned)</th>
<th>Hispanic (ranking)</th>
<th>AA/Black (ranking)</th>
<th>Asian (ranking)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicare in future</td>
<td>88%</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
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<td>6</td>
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<td>4</td>
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<tr>
<td>Declining health</td>
<td>71%</td>
<td>11</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Solvent retirement</td>
<td>70%</td>
<td>8</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>Aging in home</td>
<td>70%</td>
<td>9</td>
<td>11</td>
<td>10</td>
</tr>
</tbody>
</table>

**Question S2Q16:** Please rate your own level of concern about the following issues? (redesigned question wording since 2010)
Top Interests among AARP Members

Top Interests (extremely/very interested)

- Staying mentally sharp: 63% (extremely) + 28% (very)
- Staying physically fit: 58% (extremely) + 32% (very)
- Time with family, friends: 48% (extremely) + 38% (very)
- Maintaining a healthy diet: 52% (extremely) + 33% (very)
- Time on hobbies, interests: 33% (extremely) + 40% (very)
- Learn new things: 33% (extremely) + 35% (very)
- Unbiased political info: 37% (extremely) + 30% (very)
- Unbiased candidate info: 37% (extremely) + 30% (very)
- Traveling: 33% (extremely) + 33% (very)
- Advocacy: 35% (extremely) + 29% (very)
- Local entertainment: 28% (extremely) + 34% (very)

Question S2Q17: Please rate your own level of interest about the following? (revised question wording since 2010)
Top Interests among AARP Members Over Time

**Top Interests** (extremely/very interested)

- **Staying mentally sharp**: 92% (2012), 92% (2010)
- **Staying physically fit**: 90% (2012), 90% (2010)
- **Time with family, friends**: 86% (2012), 86% (2010)
- **Maintaining a healthy diet**: 85% (2012), 85% (2010)
- **Time on hobbies, interests**: 73% (2012), 62% (2010)
- **Learn new things**: 68% (2012), 54% (2010)
- **Unbiased political info**: 67% (2012), 67% (2010)
- **Unbiased candidate info**: 67% (2012), 67% (2010)
- **Traveling**: 66% (2012), 54% (2010)
- **Advocacy**: 72% (2012), 63% (2010)

**Portfolio Strategies**

- Money: 2012 = 40%, 2010 = 30%
- Health: 2012 = 30%, 2010 = 20%
- Home/Family: 2012 = 20%, 2010 = 10%
- Personal Time: 2012 = 20%, 2010 = 10%
- Other: 2012 = 10%, 2010 = 10%

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Question S2Q17: Please rate your own level of interest about the following? (redesigned question wording since 2010)
Additional Interests (extremely/very interested)

- Financial planning: 18% (extremely) 21% (very)
- Retirement activities: 15% (extremely) 20% (very)
- Retirement alternatives: 13% (extremely) 15% (very)
- Applicable jobs: 8% (extremely) 11% (very)
- Gain new skills: 7% (extremely) 10% (very)
- Local volunteer opps: 5% (extremely) 11% (very)
- Advance in job, career: 6% (extremely) 8% (very)
- Online social network sites: 5% (extremely) 8% (very)
- Start a job, career: 5% (extremely) 6% (very)
- Starting own business: 4% (extremely) 4% (very)

Portfolio Strategies

- Extremely
  - Money
  - Health
  - Home/Family
  - Personal Time
  - Other

Question S2Q17: Please rate your own level of interest about the following?
(redesigned question wording since 2010)
Additional Topics of Interest to AARP Members Over Time

Additional Interests (extremely/very interested)

- Local entertainment: 62%
- Financial planning: 60%
- Retirement activities: 39%
- Retirement alternatives: 38%
- Applicable jobs: 19%
- Gain new skills: 24%
- Local volunteer opps: 24%
- Advance in job, career: 16%
- Online social network sites: 31%
- Start a job, career: 23%
- Starting own business: 15%
- Other: 8%

Portfolio Strategies

Money: Green
Health: Red
Home/Family: Blue
Personal Time: Purple
Other: Orange

Question S2Q17: Please rate your own level of interest about the following? (redesigned question wording since 2010)
### Topics of Interests to AARP Members by Age Group

<table>
<thead>
<tr>
<th>Top 10 Interests</th>
<th>Overall (extremely/very interested)</th>
<th>50-59 (ranking)</th>
<th>60-69 (ranking)</th>
<th>70+ (ranking)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staying mentally sharp</td>
<td>92%</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Staying physically fit</td>
<td>90%</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Time with family, friends</td>
<td>86%</td>
<td>3</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Maintaining a healthy diet</td>
<td>85%</td>
<td>4</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Time on hobbies, interests</td>
<td>73%</td>
<td>5</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Learn new things</td>
<td>68%</td>
<td>6</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Unbiased candidate info</td>
<td>67%</td>
<td>7</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Unbiased political info</td>
<td>67%</td>
<td>7</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Traveling</td>
<td>66%</td>
<td>9</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>Advocacy</td>
<td>63%</td>
<td>10</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Local entertainment</td>
<td>63%</td>
<td>10</td>
<td>10</td>
<td>11</td>
</tr>
</tbody>
</table>

Question S2Q17: Please rate your own level of interest about the following topics? (redesigned question wording since 2010)
### Topics of Interest to Multicultural AARP Members

<table>
<thead>
<tr>
<th>Top 10 Interests</th>
<th>Overall (extremely/very interested)</th>
<th>Hispanic (ranking)</th>
<th>AA/Black (ranking)</th>
<th>Asian (ranking)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staying mentally sharp</td>
<td>92%</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Staying physically fit</td>
<td>90%</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Time with family, friends</td>
<td>86%</td>
<td>4</td>
<td>4</td>
<td>4</td>
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<tr>
<td>Maintaining a healthy diet</td>
<td>85%</td>
<td>3</td>
<td>3</td>
<td>3</td>
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<td>Time on hobbies, interests</td>
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<td>5</td>
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<td>9</td>
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<td>11</td>
</tr>
<tr>
<td>Local entertainment</td>
<td>63%</td>
<td>6</td>
<td>6</td>
<td>8</td>
</tr>
</tbody>
</table>

Question S2Q17: Please rate your own level of interest about the following topics? (redesigned question wording since 2010)
Life Events and Civic Activity
Most Common Life Events among AARP Members

Top Life Events (out of 26)

- No events: 12%
- Reduction in savings: 34%
- Reduction in income: 33%
- Chronic health problems: 28%
- Death of family, friend: 27%
- Decline in physical health: 25%
- Difficulty walking: 18%
- Hearing or vision loss: 18%
- Started Social Security: 17%
- Birth of grandchild: 16%
- Started Retirement: 15%
- Debt Problems: 14%

Question S1Q14: Which of the following events have affected your life or your spouse/partner’s life in the last 2 years? (redesigned question wording since 2010)
Most Common Life Events among AARP Members Over Time

Top Life Events (out of 26)

<table>
<thead>
<tr>
<th>Event</th>
<th>2010</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>None of the above</td>
<td>12%</td>
<td>17%</td>
</tr>
<tr>
<td>Reduction in savings</td>
<td></td>
<td>30%</td>
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<tr>
<td>Reduction in income</td>
<td></td>
<td>30%</td>
</tr>
<tr>
<td>Chronic health problems</td>
<td></td>
<td>28%</td>
</tr>
<tr>
<td>Death of family, friend</td>
<td></td>
<td>21%</td>
</tr>
<tr>
<td>Decline in physical health</td>
<td></td>
<td>27%</td>
</tr>
<tr>
<td>Difficulty walking</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Hearing or vision loss</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Started Social Security</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Birth of grandchild</td>
<td>12%</td>
<td>16%</td>
</tr>
<tr>
<td>Started Retirement</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>Debt Problems</td>
<td>14%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Question S1Q14: Which of the following events have affected your life or your spouse/partner’s life in the last 2 years? (redesigned question wording since 2010)

Estimates from previous waves of Member Opinion Survey have been recalculated so as to be consistent with the calculation used in 2012.
Additional Life Events Experienced by AARP Members Over Time

The diagram shows the percentage of AARP members experiencing additional life events over time from 2010 to 2012. The events are categorized as follows:

- None: 12% in 2010, 17% in 2012
- Job Loss: 7% in 2010, 12% in 2012
- Provided care to relative: 6% in 2010, 12% in 2012
- Major illness: 8% in 2010, 12% in 2012
- Family member moved in: 8% in 2010
- Adult children dependent: 8% in 2010
- Provided care to spouse: 4% in 2010, 8% in 2012
- Memory loss: 9% in 2012
- Loss of health insurance: 5% in 2010, 7% in 2012
- Moved: 6% in 2010, 7% in 2012
- Start a new job: 4% in 2010, 6% in 2012
- Relative in nursing home: 4% in 2010
- Death of spouse: 5% in 2010
- Stopped driving: 4% in 2010
- Started own business: 1% in 2010, 2% in 2012
- Loss of home: 2% in 2010
- Divorce or separation: 2% in 2010

Question S1Q14: Which of the following events have affected your life or your spouse/partner’s life in the last 2 years? (redesigned question wording since 2010)

Estimates from previous waves of Member Opinion Survey have been recalculated so as to be consistent with the calculation used in 2012.
### Top Life Events Among AARP Members by Age Group

<table>
<thead>
<tr>
<th>Age 50-59</th>
<th>Age 60-69</th>
<th>Age 70+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduction in income</td>
<td><strong>42%</strong></td>
<td><strong>40%</strong></td>
</tr>
<tr>
<td>Reduction in savings</td>
<td><strong>39%</strong></td>
<td><strong>38%</strong></td>
</tr>
<tr>
<td>Death of family, friend</td>
<td><strong>30%</strong></td>
<td><strong>29%</strong></td>
</tr>
<tr>
<td>Chronic health problems</td>
<td><strong>24%</strong></td>
<td><strong>27%</strong></td>
</tr>
<tr>
<td>Debt Problems</td>
<td><strong>24%</strong></td>
<td><strong>36%</strong></td>
</tr>
<tr>
<td>Job Loss</td>
<td><strong>23%</strong></td>
<td><strong>28%</strong></td>
</tr>
<tr>
<td>Decline in physical health</td>
<td><strong>20%</strong></td>
<td><strong>22%</strong></td>
</tr>
<tr>
<td>Provided care to relative</td>
<td><strong>20%</strong></td>
<td><strong>15%</strong></td>
</tr>
<tr>
<td>Birth of grandchild</td>
<td><strong>16%</strong></td>
<td><strong>20%</strong></td>
</tr>
<tr>
<td>Start a new job</td>
<td><strong>14%</strong></td>
<td><strong>15%</strong></td>
</tr>
</tbody>
</table>

Red = unique to segment; green = appears in 2 segments; black = all segments

**Question S1Q14:** Which of the following events have affected your life or your spouse/partner’s life in the last 2 years? (redesigned question wording since 2010)
## Top Life Events Among Multicultural AARP Members

<table>
<thead>
<tr>
<th>Hispanic</th>
<th>African American</th>
<th>Asian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduction in income 38%</td>
<td>Reduction in income 36%</td>
<td>Reduction in income 31%</td>
</tr>
<tr>
<td>Reduction in savings 36%</td>
<td>Chronic health problems 33%</td>
<td>Chronic health problems 30%</td>
</tr>
<tr>
<td>Chronic health problems 29%</td>
<td>Death of family, friend 32%</td>
<td>Death of family, friend 22%</td>
</tr>
<tr>
<td>Death of family, friend 27%</td>
<td>Reduction in savings 31%</td>
<td>Reduction in savings 26%</td>
</tr>
<tr>
<td>Debt problems 25%</td>
<td>Debt Problems 31%</td>
<td>Debt Problems 31%</td>
</tr>
<tr>
<td>Decline in physical health 24%</td>
<td>Decline in physical health 19%</td>
<td>Decline in physical health 19%</td>
</tr>
<tr>
<td>Started retirement 17%</td>
<td>Difficulty walking 19%</td>
<td>Started retirement 15%</td>
</tr>
<tr>
<td>Started Social Security 16%</td>
<td>Started Social Security 17%</td>
<td>Started Social Security 14%</td>
</tr>
<tr>
<td>Birth of grandchild 16%</td>
<td>Job Loss 15%</td>
<td>Difficulty walking 14%</td>
</tr>
<tr>
<td>Difficulty walking 16%</td>
<td>Birth of grandchild 14%</td>
<td>Birth of grandchild 10%</td>
</tr>
</tbody>
</table>

Red = unique to segment; green = appears in 2 segments; black = all segments

Question S1Q14: Which of the following events have affected your life or your spouse/partner’s life in the last 2 years? (redesigned question wording since 2010)
Incidence of Volunteering by AARP Members

Total Membership

Any volunteer activity 74%

Volunteer for neighbor 66%

Volunteer with organization 54%

* Categories are not dependant upon one another (i.e. someone can volunteer with AARP and not have volunteered in their neighborhood)

S1.Q7. In the last 12 months, have you volunteered any of your time for a nonprofit organization, a charity, school, hospital, religious organizations, neighborhood association, civic or any other group?
S1.Q8. Aside from an organized group, in the last 12 months, have you given your time without pay to help your community or someone in need who is and not a member of your family?
S1.Q7. In the last 12 months, have you volunteered any of your time for a nonprofit organization, a charity, school, hospital, religious organizations, neighborhood association, civic or any other group?

S1.Q8. Aside from an organized group, in the last 12 months, have you given your time without pay to help your community or someone in need who is and not a member of your family?
Incidence of AARP Member Volunteering by Age Group

Incidence of Volunteering by Age

- Any volunteer work
- Volunteered with organization/church/etc
- Volunteered for neighbor

S1.Q7. In the last 12 months, have you volunteered any of your time for a nonprofit organization, a charity, school, hospital, religious organizations, neighborhood association, civic or any other group?

S1.Q8. Aside from an organized group, In the last 12 months, have you given your time without pay to help your community or someone in need who is and not a member of your family?
Incidence of Volunteering among Multicultural AARP Members

Incidence of Volunteering by MME

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>Hispanic</th>
<th>AA/Black</th>
<th>Asian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any Volunteering</td>
<td>74%</td>
<td>77%</td>
<td>65%</td>
<td>57%</td>
</tr>
<tr>
<td>Volunteered with org.</td>
<td>54%</td>
<td>40%</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>54%</td>
<td>40%</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>66%</td>
<td>59%</td>
<td>57%</td>
<td>40%</td>
</tr>
</tbody>
</table>

S1.Q7. In the last 12 months, have you volunteered any of your time for a nonprofit organization, a charity, school, hospital, religious organizations, neighborhood association, civic, or any other group?

S1.Q8. Aside from an organized group, in the last 12 months, have you given your time without pay to help your community or someone in need who is and not a member of your family?
Incidence of Volunteering among Multicultural AARP Members

Incidence Of Volunteering By MME

- Any Volunteering
- Volunteered with organization/church/etc
- Volunteered for neighbor

Overall Hispanic AA/Black Asian

S1.Q7. In the last 12 months, have you volunteered any of your time for a nonprofit organization, a charity, school, hospital, religious organizations, neighborhood association, civic or any other group?

S1.Q8. Aside from an organized group, In the last 12 months, have you given your time without pay to help your community or someone in need who is and not a member of your family?
Incidence of Charitable Contributions among AARP Members

Question S1Q9: In the last 12 months, have you or anyone in your household contributed money to?:

- Any donation: 89%
- Charitable org: 82%
- Church/religious: 72%
- Political advocacy: 32%

*categories are not dependant upon one another (i.e. someone can donate politically and not have given to their church)
Incidence of Charitable Contributions among AARP Members by Age

Incidence of Contributing Money By Age

Any donation
- Overall: 89%
- 50-59: 90%
- 60-69: 90%
- 70+: 91%

Church/Religious org
- Overall: 72%
- 50-59: 66%
- 60-69: 68%
- 70+: 79%

Charitable org
- Overall: 82%
- 50-59: 81%
- 60-69: 83%
- 70+: 83%

Political/advocacy org
- Overall: 32%
- 50-59: 27%
- 60-69: 32%
- 70+: 34%

Question S1Q9: In the last 12 months, have you or anyone in your household contributed money to?:

Research & Strategic Analysis 2012 MOS
Incidence of Charitable Contributions among AARP Members by Age

Incidence of Contributing Money By Age

- **Any donation**
- **Church/Religious org**
- **Charitable org**
- **Political/advocacy org**

**Overall**: 89% Any donation, 72% Church/Religious org, 32% Charitable org, 27% Political/advocacy org

**50-59**: 90% Any donation, 66% Church/Religious org, 27% Charitable org, 32% Political/advocacy org

**60-69**: 90% Any donation, 68% Church/Religious org, 32% Charitable org, 32% Political/advocacy org

**70+**: 91% Any donation, 79% Church/Religious org, 34% Charitable org, 34% Political/advocacy org

Question S1Q9: In the last 12 months, have you or anyone in your household contributed money to?:

For External Release
Incidence of Charitable Contributions among Multicultural AARP Members

Incidence of Donating Money by MME

<table>
<thead>
<tr>
<th>Category</th>
<th>Overall</th>
<th>Hispanic</th>
<th>African American</th>
<th>Asian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any donation</td>
<td>89%</td>
<td>91%</td>
<td>88%</td>
<td>85%</td>
</tr>
<tr>
<td>Church/Religious org</td>
<td>85%</td>
<td>72%</td>
<td>72%</td>
<td>70%</td>
</tr>
<tr>
<td>Charitable org</td>
<td>82%</td>
<td>72%</td>
<td>76%</td>
<td>78%</td>
</tr>
<tr>
<td>Political/advocacy org</td>
<td>32%</td>
<td>27%</td>
<td>29%</td>
<td></td>
</tr>
</tbody>
</table>

Question S1Q9: In the last 12 months, have you or anyone in your household contributed money to?
Incidence of Charitable Contributions among Multicultural AARP Members

Incidence of Donating Money By MME

- Any donation
- Church/Religious org
- Charitable org
- Political/advocacy org

Questions:

S1Q9: In the last 12 months, have you or anyone in your household contributed money to?:

- Overall
- Hispanic
- African American
- Asian
S1Q10 In which of the following activities have you participated in the last 5 years, including the last presidential election in 2008?
Civic Engagement among AARP Members Over Time

Civic Engagement Activities

- Any of the activities: 2010: 28%, 2012: 77%
- Voted in a Presidential election: 2010: 16%, 2012: 36%
- Voted in a State or local election: 2010: 12%, 2012: 25%
- Contacted public official to voice opinion: 2010: 12%, 2012: 24%
- Contributed money to a candidate or political party: 2010: 6%, 2012: 9%
- Met with an elected official: 2010: 3%, 2012: 9%
- Participated in a political event or town meeting: 2010: 16%, 2012: 20%
- Wrote letter or called radio/TV to voice opinion: 2010: 6%, 2012: 14%
- Social Media to express opinions: 2010: 6%, 2012: 9%
- Volunteered with group to influence government: 2010: 7%, 2012: 8%
- Worked on candidate/party campaign: 2010: 8%, 2012: 8%

S1Q10 In which of the following activities have you participated in the last 5 years, including the last presidential election in 2008?

Estimates from previous waves of Member Opinion Survey have been recalculated so as to be consistent with the calculation used in 2012.
S1Q10 In which of the following activities have you participated in the last 5 years, including the last presidential election in 2008?
Civic Engagement among AARP Members by Age

Incidence Of Participating In Civic Engagement Activities by Age
(Top 5 items out of 10)

- Any of the activities
- Voted in a Presidential election
- Voted in a State or local election
- Contributed money to a candidate or political party
- Contacted public official to voice opinion
- Met with an elected official

Overall
- 87%
- 83%
- 87%
- 88%

50-59
- 79%
- 76%
- 82%
- 81%

60-69
- 77%
- 73%
- 79%
- 79%

70+
- 76%
- 32%
- 27%
- 24%

Survey Question:
S1Q10 In which of the following activities have you participated in the last 5 years, including the last presidential election in 2008?
Civic Engagement among Multicultural AARP Members

Incidence of Participating in Civic Engagement Activities
(Top 5 activities of 10)

- **Overall**
- **Hispanic**
- **African American**
- **Asian**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Overall</th>
<th>Hispanic</th>
<th>African American</th>
<th>Asian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any of the activities</td>
<td>87%</td>
<td>77%</td>
<td>81%</td>
<td>70%</td>
</tr>
<tr>
<td>Voted in a Presidential election</td>
<td>79%</td>
<td>81%</td>
<td>74%</td>
<td>63%</td>
</tr>
<tr>
<td>Voted in a State or local election</td>
<td>77%</td>
<td>77%</td>
<td>63%</td>
<td>70%</td>
</tr>
<tr>
<td>Contacted public official to voice opinion</td>
<td>28%</td>
<td>24%</td>
<td>24%</td>
<td>16%</td>
</tr>
<tr>
<td>Contributed money to a candidate or political party</td>
<td>25%</td>
<td>21%</td>
<td>34%</td>
<td>19%</td>
</tr>
<tr>
<td>Met with an elected official</td>
<td>19%</td>
<td>14%</td>
<td>19%</td>
<td>13%</td>
</tr>
</tbody>
</table>
Incidence of Participating in Civic Engagement Activities
(Top 5 activities of 10)

- Any of the activities
- Voted in a Presidential election
- Voted in a State or local election
- Contacted public official to voice opinion
- Contributed money to a candidate or political party

Overall:
- 87% Voted in a Presidential election
- 80% Voted in a State or local election
- 87% Contacted public official to voice opinion
- 77% Contributed money to a candidate or political party
- 83% Met with an elected official

Hispanic:
- 79% Voted in a Presidential election
- 77% Voted in a State or local election
- 70% Contacted public official to voice opinion
- 63% Contributed money to a candidate or political party
- 28% Met with an elected official

African American:
- 88% Voted in a Presidential election
- 81% Voted in a State or local election
- 75% Contacted public official to voice opinion
- 24% Contributed money to a candidate or political party
- 14% Met with an elected official

Asian:
- 74% Voted in a Presidential election
- 70% Voted in a State or local election
- 16% Contacted public official to voice opinion
- 19% Contributed money to a candidate or political party
- 13% Met with an elected official

S1Q10 In which of the following activities have you participated in the last 5 years, including the last presidential election in 2008?
Grand Parenting, Caregiving, and Community
Incidence of Grandchildren among AARP Members

Incidence Of Grandchildren

Question S1Q11: How many grandchildren do you have?  Question S1Q12: Are you the primary caregiver for any of your grandchildren?
Incidence of Grandchildren among AARP Members by Age

% of grandparents by age who are a primary caregiver for at least one grandchild

Question S1Q11: How many grandchildren do you have?  
Question S1Q12: Are you the primary caregiver for any of your grandchildren?
Incidence of Grandchildren among Multicultural AARP Members

% of multicultural grandparents by age who are a primary caregiver for at least one grandchild.

Question S1Q11: How many grandchildren do you have?  Question S1Q12: Are you the primary caregiver for any of your grandchildren?
Incidence of Caregiving Activities among AARP Members

Providing Caregiving Activities For Loved One

<table>
<thead>
<tr>
<th>Caregiving Activity</th>
<th>Percent Doing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery shopping</td>
<td>21%</td>
</tr>
<tr>
<td>Providing transportation or helping arrange transportation</td>
<td>20%</td>
</tr>
<tr>
<td>Managing finances</td>
<td>17%</td>
</tr>
<tr>
<td>Doing housework</td>
<td>16%</td>
</tr>
<tr>
<td>Preparing meals</td>
<td>15%</td>
</tr>
<tr>
<td>Giving medicines or injections</td>
<td>7%</td>
</tr>
<tr>
<td>Getting dressed</td>
<td>5%</td>
</tr>
<tr>
<td>Arranging/supervising services from an agency such as nurses/aides</td>
<td>5%</td>
</tr>
<tr>
<td>Bathing or showering</td>
<td>4%</td>
</tr>
<tr>
<td>Dealing with incontinence or adult diapers</td>
<td>4%</td>
</tr>
<tr>
<td>Getting in and out of bed</td>
<td>4%</td>
</tr>
<tr>
<td>Feeding</td>
<td>4%</td>
</tr>
<tr>
<td>Getting to and from the toilet/bathroom</td>
<td>3%</td>
</tr>
</tbody>
</table>

Question S1Q13: Which of the following kinds of help do you currently provide a spouse/partner, parent, grandparent, older relative, or other adult who cannot do things for themselves?
Incidence of Caregiving Activities by Member Age and by Multicultural

Question S1Q13: Which of the following kinds of help do you currently provide a spouse/partner, parent, grandparent, older relative, or other adult who cannot do things for themselves?
Technology
Self-Described Comfort Level with Technology among AARP Members by Age

Comfort Level Of Using Technology By Age

- Extremely Comfortable
- Very Comfortable
- Somewhat Comfortable
- Not Too Comfortable
- Not At All Comfortable

Question S2Q18: In general, how comfortable are you in trying new technologies (new devices, software, internet upgrades, new sites, social networking)?
Self-Described Comfort Level with Technology among AARP Members by Age

Comfort Level Of Using Technology By Age

- **Extremely Comfortable**
- **Very Comfortable**
- **Somewhat Comfortable**
- **Not Too Comfortable**
- **Not At All Comfortable**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Extremely Comfortable</th>
<th>Very Comfortable</th>
<th>Somewhat Comfortable</th>
<th>Not Too Comfortable</th>
<th>Not At All Comfortable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>15%</td>
<td>27%</td>
<td>31%</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>50-59</td>
<td>19%</td>
<td>29%</td>
<td>33%</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td>60-69</td>
<td>18%</td>
<td>24%</td>
<td>36%</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>70+</td>
<td>14%</td>
<td>26%</td>
<td>32%</td>
<td>7%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Question S2Q18: In general, how comfortable are you in trying new technologies (new devices, software, internet upgrades, new sites, social networking)?
Self-Described Comfort Level with Technology among Multicultural AARP Members

Question S2Q18: In general, how comfortable are you in trying new technologies (new devices, software, internet upgrades, new sites, social networking)?
Self-Described Comfort Level with Technology among Multicultural AARP Members

Comfort Level Of Using Technology By MME

- Extremely Comfortable
- Very Comfortable
- Somewhat Comfortable
- Not Too Comfortable
- Not At All Comfortable

Question S2Q18: In general, how comfortable are you in trying new technologies (new devices, software, internet upgrades, new sites, social networking)?
Electronic Device Ownership among AARP Members by Age

Device Ownership By Age

- Overall
- 50-59
- 60-69
- 70+

Question S2Q19: Which of the following items do you currently have?
Electronic Device Ownership among AARP Members by Age

Device Ownership By Age

- Desktop computer
- Laptop computer
- eReader
- Ipad/Tablet
- None

Question S2Q19: Which of the following items do you currently have?
Electronic Device Ownership among Multicultural AARP Members

Device Ownership By MME

<table>
<thead>
<tr>
<th>Device</th>
<th>Overall</th>
<th>Hispanic</th>
<th>Black/AA</th>
<th>Asian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop computer</td>
<td>59%</td>
<td>54%</td>
<td>55%</td>
<td>64%</td>
</tr>
<tr>
<td>Laptop computer</td>
<td>52%</td>
<td>48%</td>
<td>44%</td>
<td>39%</td>
</tr>
<tr>
<td>Ereader</td>
<td>19%</td>
<td>15%</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Ipad/Tablet</td>
<td>14%</td>
<td>13%</td>
<td>15%</td>
<td>21%</td>
</tr>
<tr>
<td>None</td>
<td>20%</td>
<td>28%</td>
<td>27%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Question S2Q19: Which of the following items do you currently have?
Electronic Device Ownership among Multicultural AARP Members

Device Ownership By MME

- Desktop computer
- Laptop computer
- eReader
- Ipad/Tablet
- None

Overall Hispanic Black/AA Asian

Question S2Q19: Which of the following items do you currently have? N=
Question S2Q20: About how often do you go online, including access from home, work, mobile, or someplace else?
## Frequency of Online Activities among AARP Members

<table>
<thead>
<tr>
<th>Online Uses</th>
<th>Every day</th>
<th>3-5 days/wk</th>
<th>1-2 days/wk</th>
<th>1-2x a month</th>
<th>Less than 1x a month</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check Email</td>
<td>70%</td>
<td>14%</td>
<td>7%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Get news/info</td>
<td>40%</td>
<td>17%</td>
<td>13%</td>
<td>9%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Play game</td>
<td>25%</td>
<td>11%</td>
<td>8%</td>
<td>6%</td>
<td>12%</td>
<td>37%</td>
</tr>
<tr>
<td>Social network</td>
<td>19%</td>
<td>8%</td>
<td>9%</td>
<td>7%</td>
<td>11%</td>
<td>46%</td>
</tr>
<tr>
<td>Banking</td>
<td>13%</td>
<td>16%</td>
<td>17%</td>
<td>15%</td>
<td>7%</td>
<td>31%</td>
</tr>
<tr>
<td>Watch TV/movies</td>
<td>11%</td>
<td>5%</td>
<td>6%</td>
<td>8%</td>
<td>17%</td>
<td>53%</td>
</tr>
<tr>
<td>Health/med info</td>
<td>9%</td>
<td>11%</td>
<td>18%</td>
<td>28%</td>
<td>22%</td>
<td>12%</td>
</tr>
<tr>
<td>Shop for deal</td>
<td>4%</td>
<td>7%</td>
<td>14%</td>
<td>26%</td>
<td>28%</td>
<td>21%</td>
</tr>
<tr>
<td>Make purchase</td>
<td>1%</td>
<td>3%</td>
<td>8%</td>
<td>34%</td>
<td>36%</td>
<td>18%</td>
</tr>
<tr>
<td>Donate to charity</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>11%</td>
<td>29%</td>
<td>56%</td>
</tr>
</tbody>
</table>

*Question S2Q21: Thinking about what you do online, how often do you use the internet for each of the following?* *of those who are online*
Frequency of Online Activities among AARP Members by Age

By Age

<table>
<thead>
<tr>
<th>Activity</th>
<th>Overall</th>
<th>50-59</th>
<th>60-69</th>
<th>70+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watch TV/movies</td>
<td>22%</td>
<td></td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Donate to charity</td>
<td>38%</td>
<td></td>
<td>22%</td>
<td>4%</td>
</tr>
<tr>
<td>Banking</td>
<td>0%</td>
<td>90%</td>
<td>44%</td>
<td>12%</td>
</tr>
<tr>
<td>Health/med info</td>
<td>70%</td>
<td>0%</td>
<td>0%</td>
<td>20%</td>
</tr>
<tr>
<td>Get news/info</td>
<td>70%</td>
<td></td>
<td>36%</td>
<td>38%</td>
</tr>
<tr>
<td>Social network</td>
<td>36%</td>
<td>36%</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>Shop for deal</td>
<td>25%</td>
<td></td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Make purchase</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Play game</td>
<td>90%</td>
<td></td>
<td>90%</td>
<td>90%</td>
</tr>
<tr>
<td>Check Email</td>
<td>100%</td>
<td>100%</td>
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</tr>
</tbody>
</table>

Question S2Q21: Thinking about what you do online, how often do you use the internet for each of the following? *of those who are online
Frequency of Online Activities among Multicultural AARP Members

By MME

- Watch TV/movies: 22% Overall, 4% Hispanic, 4% AA/Black, 22% Asian
- Donate to charity: 38% Overall, 4% Hispanic, 4% AA/Black, 36% Asian
- Banking: 46% Overall, 4% Hispanic, 4% AA/Black, 46% Asian
- Health/med info: 38% Overall, 4% Hispanic, 4% AA/Black, 38% Asian
- Get news/info: 70% Overall, 4% Hispanic, 4% AA/Black, 70% Asian
- Social network: 36% Overall, 4% Hispanic, 4% AA/Black, 36% Asian
- Shop for deal: 25% Overall, 4% Hispanic, 4% AA/Black, 25% Asian
- Make purchase: 12% Overall, 4% Hispanic, 4% AA/Black, 12% Asian
- Play game: 44% Overall, 4% Hispanic, 4% AA/Black, 44% Asian
- Check Email: 90% Overall, 4% Hispanic, 4% AA/Black, 90% Asian

Question S2Q21: Thinking about what you do online, how often do you use the internet for each of the following? *of those who are online
Cell Phone Ownership among AARP Members

Cell Phone Ownership And Smart Phone Ownership

- **Yes**: 91%
- **No**: 8%
- **Not sure**: 1%

Of cell phone owners: 31% have a smart phone

Question S2Q23/Q24: Do you or any adults in HH have a working cell phone? Is the cell phone a smart phone such as a blackberry, iPhone, or Droid?
Phone Utilization by AARP Members

Phone Utilization Within Household

- Cell phone mainly, 22%
- Landline mainly, 21%
- Use both cell phone and landline phone equally, 56%
- Not sure, 1%

Question S2Q25: Which of the following best describes how you and other adults in your HH receive all of the phone calls in the HH?
Question S2Q23/Q24: Do you or any adults in HH have a working cell phone? Is the cell phone a smart phone such as a blackberry, iPhone, or Droid?
Cell Phone Ownership among Multicultural AARP Members

Cell Phone Ownership By MME

- Overall
- Hispanic
- Black/AA
- Asian

Have a cell phone

- Overall: 91%
- Hispanic: 90%
- Black/AA: 92%
- Asian: 83%

Have a smart phone

- Overall: 31%
- Hispanic: 38%
- Black/AA: 33%
- Asian: 46%

Question S2Q23/Q24: Do you or any adults in HH have a working cell phone?
Is the cell phone a smart phone such as a blackberry, iPhone, or Droid?

Total and African American data are weighted. Hispanic data are based on unweighted oversample only.
Demographics
Home Ownership among AARP Members

Members Who Report Owning Their Home

- 2003: 88%
- 2006: 88%
- 2010: 85%
- 2012: 83%

Question S3Q27: Do you own or rent your primary residence?

*No answer responses are not included and data is weighted to reflect membership estimates. Previous waves of Member Opinion Survey have been recalculated so as to be consistent with the calculation used in 2012.
Question S3Q28: How would you rate your community as a place for older people to live? * no answer responses are not included and data is weighted to reflect membership

Estimates from previous waves of Member Opinion Survey have been recalculated so as to be consistent with the calculation used in 2012.
Gender Ratio among AARP Members

Question S3Q29: Are you male or female? *no answer responses are not included and data is weighted to reflect membership data

Estimates from previous waves of Member Opinion Survey have been recalculated so as to be consistent with the calculation used in 2012.
Age Distribution among AARP Members

Members Age Breaks

- 50-59
- 60-69
- 70+

<table>
<thead>
<tr>
<th>Year</th>
<th>50-59</th>
<th>60-69</th>
<th>70+</th>
</tr>
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<tbody>
<tr>
<td>2003</td>
<td>28%</td>
<td>32%</td>
<td>40%</td>
</tr>
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<td>2006</td>
<td>30%</td>
<td>33%</td>
<td>37%</td>
</tr>
<tr>
<td>2010</td>
<td>27%</td>
<td>36%</td>
<td>36%</td>
</tr>
<tr>
<td>2012</td>
<td>22%</td>
<td>38%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Question S3Q30: What is your age? *no answer responses are not included and data is weighted to reflect membership and data is weighted to reflect membership

Estimates from previous waves of Member Opinion Survey have been recalculated so as to be consistent with the calculation used in 2012.
Employment Status among AARP Members

Members Employment Status

- Working
- Retired
- Other*

*other includes unemployed, homemakers, and other

Question S3Q32/31: What is your current employment status and have you retired from a previous career? *no answer responses are not included and data is weighted to reflect membership. Estimates from previous waves of Member Opinion Survey have been recalculated so as to be consistent with the calculation used in 2012.
Incidence of Disability, Handicap, or Chronic Disease among AARP Members

Question S3Q35: Does any disability, handicap, or chronic disease keep you or your spouse from participating fully in work, school, housework, or other activities?

*no answer responses are not included and data is weighted to reflect membership
Education Level among AARP Members

Education Trends for Members

- HS Grad Or Less
- Some Post HS
- College Graduate Or More

2012 Education Levels

- Some HS or Less: 22%
- Tech/Vocational School: 16%
- Some College: 25%
- 4 Year College Grad: 24%
- Postgrad Work: 5%

Question S3Q36: What is the highest level of education you have achieved? *no answer responses are not included and data is weighted to reflect membership

Estimates from previous waves of Member Opinion Survey have been recalculated so as to be consistent with the calculation used in 2012.
Race/Ethnicity Status among AARP Members

Members Race/Ethnicity Status

- Non-White
- Hispanic
- Black/AA
- Asian
- Other

Question S3Q37/39: Are you of Spanish, Latino, or Hispanic origin? What race do you consider yourself? *no answer responses are not included

Estimates from previous waves of Member Opinion Survey have been recalculated so as to be consistent with the calculation used in 2012.
Marital Status among AARP Members

Members Who Are Married Or Living With Partner


0% 20% 40% 60% 80% 100%

61% 61% 59% 58% 59%

2012 Marital Status

- Married: 56%
- Widowed: 19%
- Divorced: 14%
- Separated: 6%
- Partner: 3%
- Never Married: 1%

Question S3Q40: What is the highest level of education you have achieved? *no answer responses are not included and data is weighted to reflect membership

Estimates from previous waves of Member Opinion Survey have been recalculated so as to be consistent with the calculation used in 2012.
2011 Pre-Tax Annual Household Income among AARP Members

Members Income Trends

- <$25K
- $25-$75K
- >$75K

Question S3Q43: What was your total pre-tax household income from all sources in 2011? *no answer responses are not included and data is weighted to reflect membership

Research & Strategic Analysis 2012 MOS

For External Release

Estimates from previous waves of Member Opinion Survey have been recalculated so as to be consistent with the calculation used in 2012.
For More Information, including additional products from the 2012 Member Opinion Survey, please visit: http://www.aarp.org/memberopinions.

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