

# Top AARP Member Needs, Wants and Experiences



Needs



Wants



Life Experiences

## Protecting our mind and body is paramount

Almost all members are **extremely/very interested** in staying mentally sharp (**90%**) and physically fit (**87%**)



## Life experiences shape us

# HAPPY ★ RETIREMENT

**90%** of members have experienced a major life event in the past two years



## Members just want to have fun

**84%** are **extremely/very interested** in spending time with family and friends



**83%** are **extremely/very interested** in spending time on hobbies



## Navigating life events complicates our lives

**38%** of members provide care in some fashion for loved ones



**33%** have experienced a reduction in income/assets

## Member worries revolve around health and money

**83%+** of members are **extremely/very concerned** about having Social Security and Medicare available to them in the future



**31%** are faced with a death of a loved one



**29%** are impacted by a chronic health condition