Boomers Going the Distance: 2018 Consumer Insights on the Driving Experience

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### Key Findings

Driving is a key to independence and new experiences. For many Boomers, the vehicle is an extension of one’s personality – and even core values like the environment.

| • 8 in 10 or more Boomers say their vehicle is the key to their independence (78%) and gives them a tremendous sense of freedom (85%) |
| • Half (49%) feel that their vehicle is an extension of their personality |
| • Slightly fewer (45%) say it reflects their commitment to the environment – an area where they “pop” versus younger generations |

While Boomers may not be the first to try new auto tech features, they are willing to pay for those they want – and are open to new auto services like ride sharing. Self-driving cars currently hold less appeal.

| • While just 13% of Boomers say they are the first to try new auto features when they hit the market, more than three times as many (41%) say they are willing to pay for the latest features |
| • Features like blind spot awareness (37%) and forward collision warning (31%) hold the greatest appeal |
| • Many Boomers are open to ride sharing and feel it’s a trend that will go the distance (78%) |
| • Self-driving cars do not garner as much support yet; just 21% would choose a self driving vehicle over a standard (78%) one |

Boomers exude confidence when it comes to vehicle maintenance. Still, repairs are inevitable – and can be costly budget busters. To a greater extent than younger generations, Boomers prioritize reputation over price to avoid being “ripped off.”

| • Nearly 2 in 3 (63%) Boomers have a great deal of knowledge and experience with vehicles |
| • Still, repairs come at the worst time (72%) and are costly ($450 average last repair bill) |
| • Boomers prioritize trust and reputation over price (82%), as most have been burned by a mechanic on past repairs (69%) |
Theme 1: Emotional Connection to Driving

Driving is a key to freedom, independence, and new experiences for all generations, including Boomers. For many Boomers, the vehicle is an extension of one’s personality – and even core values (e.g., the environment).
Key to Independence...

- Like other generations, Boomers overwhelmingly believe that driving is key to their independence, which is one of the top words they use to describe their feelings about driving.

78% of Boomers say their vehicle is the key to their independence.

Almost 6 in 10 (57%) believe they will never stop driving – that they will drive the rest of their lives.

“Independent” is at the top of the list of words used by Boomers to describe how they feel about driving (57%).
...And Freedom

- Access to a vehicle promotes a sense of freedom among Boomers
- Asked for their #1 favorite driving memory, some describe the feeling they felt when they first received their license or first car

More than eight in ten Boomers feel that their vehicle gives them a tremendous sense of freedom (85%) – on par with other age groups.

“When I turned 16 and I could finally drive by myself. I had saved my money and bought a car that I had to fix up. I had worked on it for months and months. I really felt that I had it all in my fixed up car... loved it.”

#2 favorite driving memory stems from a sense of freedom or independence

Base: Total Boomers n=601
A01: What is your best or most favorite memory related to the experience of driving?
A04: Thinking about your primary vehicle, please indicate how much you agree or disagree with each of the following statements.
Unlocking New Experiences

- A large majority of Boomers say their vehicle allows them to **see and experience new things**
- Many describe fond memories of getting out on the road with loved ones to **see the sights**

85% of Boomers feel that their vehicle allows them to see and experience new things

Base: Total Boomers n=601

A01: What is your best or most favorite memory related to the experience of driving?

A04: Thinking about your primary vehicle, please indicate how much you agree or disagree with each of the following statements

```
“A 9,000 mile around the country drive after we retired. PA to CO to CA, south to San Diego and back to the east via the Grand Canyon, Santa Fe, TX, DC... Stopping to visit friends and relatives along the way, choosing hotel and restaurants via the internet as we drove.”
```
Vehicles with Personality

When asked to choose what type of road best reflects them, half of Boomers say a “winding country road” (51%).

One-third of Boomers have named a vehicle they have owned or leased (34%), fewer than other generations.

Half of Boomers agree that their vehicle is an extension of their personality (49%) and is part of their self image (48%).

Base: Total Boomers n=601
A04: Thinking about your primary vehicle, please indicate how much you agree or disagree with each of the following statements.
A06: Which of the following roads best reflects you?
A07: Have you ever named a vehicle you owned or leased?
Vehicles with Purpose

For many Boomers, their vehicles bring joy and are a reflection of their commitment to the environment.

- Brings them happiness: 77%
- Is a purchase worth splurging on: 54%
- Reflects their commitment to the environment: 45%

Boomers register higher than both Millennials (33%) and Gen X (35%) on this measure.
Boomers acknowledge “tech disruption” in the auto industry. While they may not be the first to try new auto tech features, they are willing to pay for those they want – and are open to new auto services like ride-sharing. Thoroughly enjoying the driving experience, self-driving cars currently hold less appeal.
Tech Disruption in the Auto Industry

- 2 in 3 Boomers feel that the **automotive industry has been** “disrupted” by new technology – on par with the financial services and education industries, but trailing media and retail.
- Boomers are more apt than both Millennials and Gen X to see tech disruption in the auto space.

### Disrupted by tech

“**A great deal**” or somewhat

- **Retail shopping**: 83%
- **Media/Entertainment**: 79%
- **Banking/Financial Services**: 72%
- **Education**: 71%
- **Automotive**: 68%
- **Healthcare**: 60%

**Americans overall**: 62%
**Millennials**: 60%
**Gen X**: 57%

*Base: Total Boomers n=601; Millennials n=356; Gen X n=369; Americans overall n=1511*

S02: To what extent do you feel that each of the following industries has been “disrupted” by new technology?
Tech Features

- Despite not being the first to try new auto features when they hit the market, Boomers are roughly three times more likely to keep up with the latest trends – and to say they’re willing to pay for the latest features.

**Attitudes towards new tech features**
Agree “strongly” or “somewhat”

- I am usually among the first to try new auto features when they appear on the market: 13%
- I like to keep up with the latest auto trends: 35%
- I would pay more to have the latest features in my car: 41%

3X

Base: Total Boomers n=601
B06: How much do you agree or disagree with each of the following statements about auto features?
D11. How much do you agree or disagree with the following statements about auto trends?
Tech Features

- Large majorities of Boomers feel that new tech features make driving not only **more enjoyable**, but **safer** as well

New in-vehicle technology and features...

Agree “strongly” or “somewhat”

- Make driving **more enjoyable** 72%
- Make driving **safer** 77%

...A good thing, as most Boomers do not trust other drivers on the road

85%

Base: Total Boomers n=601
B01: Please indicate if you agree or disagree with each of the following statements about driving.
B06: How much do you agree or disagree with each of the following statements about auto features?
Tech Features

- Cars of today are seen by Boomers as equipped with improved design and new technology, requiring **less maintenance** than in the past.
- Millennials – who may not have as much experience as Boomers with older cars – are more divided on this measure.

Vehicles of today...

- 58%...have improved design and technology, requiring less maintenance than in the past.
- 41%...are too complicated, requiring more maintenance than in the past.

Millennials are more likely to hold the opposite view – that vehicles today are too complicated and require more maintenance than in the past (52%).

Base: Total Boomers n=601; Millennials n=356
D04. Which ONE of the following comes closer to your views?

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Tech Features

- **Blind spot awareness** and **forward collision** warning are the top features Boomers would most want to have in a new vehicle (that they currently lack).
- Bluetooth, a back-up camera, and voice control are more commonplace now.

**Currently have in vehicle…**

- Bluetooth: 62%
- Back-up camera: 46%
- Voice control: 41%
- GPS: 36%
- Wi-Fi connectivity: 27%

**Wish List (top 2)**

- Blind spot awareness: 37%
- Forward collision warning: 31%
- GPS: 22%
- Back-up camera: 21%
- Lane change alert: 16%
Ride Sharing

Many **Boomers are open to ride sharing**

- 1 in 5 report having used ride sharing services to date
- Among those who have not, 1 in 3 say they are likely to consider ride sharing if it’s available to them
- And, nearly 8 in 10 Boomers feel this is not a passing fad, but a trend that’s here to stay

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americans overall</td>
<td>28%</td>
</tr>
<tr>
<td>Millennials</td>
<td>38%</td>
</tr>
<tr>
<td>Gen X</td>
<td>35%</td>
</tr>
</tbody>
</table>

Among those who have not yet tried ride sharing, 1 in 3 (33%) are likely to consider it (on par with both Millennials and Gen X)

78% feel that ride-sharing is a trend that’s here to stay

Base: Total Boomers n=601; Millennials n=356; Gen X n=369; Americans overall n=1511
D09. Next, have you ever used a ride-sharing service, such as Lyft or Uber?
D10. Even if you have not yet tried out a ride-sharing service, such as Lyft or Uber, how likely would you be to consider trying ride-sharing if it was available to you?
D11. How much do you agree or disagree with the following statements about auto trends?
Self-Driving Vehicles

Self driving vehicles currently hold relatively less appeal to Boomers

- If given the chance to design an ideal vehicle, Boomers overwhelmingly pick a standard vehicle over a self-driving one – saying they love the driving experience…

Base: Total Boomers n=601; Millennials n=356

If won the chance to design ideal vehicle, it would be a…

- 78% standard vehicle – I love the driving experience
- 21% self-driving vehicle – I love the experience of being driven around

1 in 3 (33%) Millennials would opt for the self-driving vehicle
Self-Driving Vehicles

- Boomers are less likely than younger generations to view self-driving cars as a means of multitasking – something that Boomers may not be as interested in with respect to driving.

Love the idea of vehicles driving themselves so they can do other things
Agree “strongly” or “somewhat”

- 28% among Boomers
- 38% among Gen X
- 42% among Millennials

Base: Total Boomers n=601; Millennials n=356; Gen X n=369

D11. How much do you agree or disagree with the following statements about auto trends?
The Driving Experience

And why wouldn’t Boomers love the **driving** experience? It **is something they feel good at**

- Over half describe themselves as “competent” with respect to driving, while even more say they are a better driver than the people they know

In addition, 57% of Boomers select “competent” to describe how they feel about driving – more than Millennials (38%) and Gen X (39%)
The Driving Experience

• Driving offers Boomers both “me time” and a venue for good thinking

75% of Boomers say that driving is both an opportunity for “me time” – and that they get a lot of good thinking done while driving.

Millennials are even more likely to hold these views about driving (83% - me time; 81% - good thinking)
The Driving Experience

- Boomers say their vehicle is a better place to belt out their favorite songs than the shower

87% say their car is a better place to sing than their shower

Base: Total Boomers n=601
A05. Which is the better place to sing your favorite songs?
The Driving Experience

- 1 in 8 Boomers would own or lease a **sports car** in a perfect world.
Theme 3: Vehicle Knowledge & Maintenance

Boomers exude confidence and knowledge when it comes to vehicle maintenance. Still, repairs are inevitable – and can be costly budget busters. To a greater extent than younger generations, Boomers prioritize reputation over price to avoid being “ripped off.”
“Car IQ”

- Boomers are confident in their “car IQ,” but at the same time, are eager to learn more.
- They are more likely to feel knowledgeable than younger generations – and as such – less likely to wish they knew more.

### Vehicle Knowledge

<table>
<thead>
<tr>
<th>Statement</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have a great deal of knowledge and experience with vehicles</td>
<td>49%</td>
<td>57%</td>
<td>63%</td>
</tr>
<tr>
<td>Wish they knew more about how their car worked</td>
<td>70%</td>
<td>70%</td>
<td>60%</td>
</tr>
</tbody>
</table>

Base: Total Boomers n=601; Millennials n=356; Gen X n=369

B01. Please indicate if you agree or disagree with each of the following statements about driving.

D03. Please indicate how much you agree or disagree with each of the following statements about auto repairs.
“Car IQ”

Boomers are significantly more likely to get 5 or more correct compared to younger generations. For example, 27% of Boomers got five correct while only 16% of Millennials achieved that score.

<table>
<thead>
<tr>
<th>Numbers of Correct Answers</th>
<th>Boomers</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>6</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>5</td>
<td>27%</td>
<td>16%</td>
</tr>
<tr>
<td>4</td>
<td>26%</td>
<td>21%</td>
</tr>
<tr>
<td>3</td>
<td>17%</td>
<td>25%</td>
</tr>
<tr>
<td>2</td>
<td>10%</td>
<td>18%</td>
</tr>
<tr>
<td>1</td>
<td>5%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Base: Total Boomers n=601

C01. Next are some statements people have made about vehicles and vehicle maintenance. For each, please indicate whether you believe it more of a myth or a reality.

- **Myth or Reality**
  - Change oil every 3,000 miles
  - The Suggested Vehicle Maintenance Schedule does not need to be followed
  - No benefit to premium gas if not required
  - Too much air in tires is worse than not enough
  - Reading owner manual is only for car lovers
  - Avoid revving engine before warmed up
  - Hot, sunny day is the best time to wash a car
"Car IQ"

- Myths around the **amount of air required in tires** and the **Suggested Vehicle Maintenance Schedule** are the most misunderstood across generations.
- Boomers are significantly more savvy about the best time to wash a car, when to rev an engine, and premium gas.

### Vehicle Quiz

<table>
<thead>
<tr>
<th>Statement</th>
<th>Boomers</th>
<th>Gen X</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too much air in tires is worse than not enough (Myth)</td>
<td>16%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Suggested Vehicle Maintenance Schedule does not always need to be followed (Myth)</td>
<td>36%</td>
<td>35%</td>
<td>34%</td>
</tr>
<tr>
<td>Change oil every 3,000 miles (Myth)</td>
<td>60%</td>
<td>55%</td>
<td>44%</td>
</tr>
<tr>
<td>Avoid revving engine before warmed up (Reality)</td>
<td>67%</td>
<td>58%</td>
<td>54%</td>
</tr>
<tr>
<td>Hot, sunny day is the best time to wash a car (Myth)</td>
<td>69%</td>
<td>54%</td>
<td>44%</td>
</tr>
<tr>
<td>No benefit to premium gas (Reality)</td>
<td>72%</td>
<td>65%</td>
<td>54%</td>
</tr>
<tr>
<td>Reading owner manual is only for car lovers (Myth)</td>
<td>74%</td>
<td>70%</td>
<td>66%</td>
</tr>
</tbody>
</table>

Base: Total Boomers n=601; Millennials n=356; Gen X n=369

C01. Next are some statements people have made about vehicles and vehicle maintenance. For each, please indicate whether you believe it more of a myth or a reality.
The Cost of Auto Repairs

Even the most well-informed Boomer ends up at the mechanic every now and then…and it can be **costly**
- Over half of Boomers have been hit with a car repair bill that wrecked their budget – though far fewer consider their vehicle a money pit (just 22% compared to 36% of Millennials and 32% of Gen X).

**Attitudes towards vehicle repairs**

<table>
<thead>
<tr>
<th>Agree “strongly” or “somewhat”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Say that auto repairs always hit at the worst time</td>
</tr>
<tr>
<td>Say a surprise repair wrecked their budget</td>
</tr>
<tr>
<td>Consider their vehicle a money pit</td>
</tr>
</tbody>
</table>

Boomers report an average bill of roughly $450 for their last repair.

Base: Total Boomers n=601; Millennials n=356; Gen X n=369
A04: Thinking about your primary vehicle, please indicate how much you agree or disagree with each of the following statements.
D02. What was the cost of your last auto repair, even if someone else paid the bill?
D03. Please indicate how much you agree or disagree with each of the following statements about auto repairs.
The Cost of Auto Repairs

- **1 in 3** Boomers goes out of their way to **do as much of their own mechanical work as possible**
- Yet, younger generations are even more inclined to attempt their own maintenance and repairs

**Try to do as much mechanical work themselves as possible**
Agree “strongly” or “somewhat”

- **34%** among Boomers
- **46%** among Gen X
- **47%** among Millennials

Moreover, 7 in 10 (69%) Boomers feel that a mechanic has ripped them off in the past, significantly more than Millennials (59%)

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D03. Please indicate how much you agree or disagree with each of the following statements about auto repairs. D07. Do you believe a mechanic has ever ripped you off?
The Trust Factor

- When choosing a mechanic, **reputation beats price** across all generations, but **especially Boomers**
- Boomers are also most likely of the generations to have a trusted mechanic – and to continue going to the dealer for service after their warranty expires

**Value reputation over price in a mechanic**

- **82%** among Boomers
- **76%** among Gen X
- **71%** among Millennials

**Have a "trusted mechanic"**

- **75%** among Boomers
- **68%** among Gen X
- **67%** among Millennials

**Go to the dealer for service after the end of a warranty**

- **45%** among Boomers
- **36%** among Gen X
- **36%** among Millennials

*Base: Total Boomers n=601; Millennials n=356; Gen X n=369*

D03. Please indicate how much you agree or disagree with each of the following statements about auto repairs.

D06. When choosing a mechanic, which is more important to you?

D08. Do you have a trusted mechanic for when you begin to have issues with your vehicle?
There Are Worse Things Than the Mechanic

- To a greater extent than Millennials, Boomers would prefer taking their vehicle to the mechanic over a dentist visit and doing their taxes.

58% of Boomers pick visiting the mechanic over the dentist.

60% of Boomers would rather go to the mechanic than do their taxes.

Millennials are split on both measures.

<table>
<thead>
<tr>
<th>Would choose...</th>
<th>Millennials</th>
<th>Gen X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dentist</td>
<td>49%</td>
<td>45%</td>
</tr>
<tr>
<td>Mechanic</td>
<td>51%</td>
<td>55%</td>
</tr>
<tr>
<td>Taxes</td>
<td>49%</td>
<td>45%</td>
</tr>
<tr>
<td>Mechanic</td>
<td>49%</td>
<td>54%</td>
</tr>
</tbody>
</table>
Appendix:
Methodology and Boomers’ Car Demos
## Methodology

<table>
<thead>
<tr>
<th>Qualifications</th>
<th>Age 18 or older; must currently own or lease a vehicle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample size</td>
<td>N=1,511, including 601 among Boomers, 369 among Gen X, and 356 among Millennials</td>
</tr>
<tr>
<td>Methodology</td>
<td>Online survey leveraging the GfK KnowledgePanel®</td>
</tr>
<tr>
<td>Interviewing dates</td>
<td>November 16-27, 2017</td>
</tr>
<tr>
<td>Weighting</td>
<td>The data are weighted by key variables, such as age by gender, region, education, race/ethnicity, income, and MSA according to the most recent CPS data</td>
</tr>
<tr>
<td>Questionnaire length</td>
<td>16 minutes (median)</td>
</tr>
</tbody>
</table>

Reading note: Generations were defined as follows – Millennials (ages 18-36), Gen X (ages 37-52), Boomers (ages 53-71)
Car Demos

Majorities financed their last vehicle within the past 5 years; fuel efficiency was the top priority, followed by safety ratings.

### Last purchased or leased…

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under a year ago</td>
<td>15%</td>
</tr>
<tr>
<td>1-2 years ago</td>
<td>25%</td>
</tr>
<tr>
<td>3-5 years ago</td>
<td>29%</td>
</tr>
<tr>
<td>6-10 years ago</td>
<td>19%</td>
</tr>
<tr>
<td>More than 10 years ago</td>
<td>12%</td>
</tr>
</tbody>
</table>

### Financed last purchase by…

- Finance/loan: 54%
- Paid cash: 38%
- Lease: 6%
- Gifted/Inherited: 2%

### Top priorities when purchasing last vehicle…

- Fuel efficiency: 47%
- Safety ratings/construction: 41%
- Comfortable interior: 40%
- Suitable for families: 18%
- Fun to drive: 15%
- Stylish exterior: 14%
- Advanced technology: 9%

Base: Total Boomers n=601
E01. When was your most recent vehicle purchase or lease?
E04. How did you finance your current vehicle?
E10. Aside from cost, what were your top two priorities when you purchased or leased your last vehicle?
Car Demos

On average, Boomers have slightly more vehicles than drivers in their household – and drive 9 hours per week.

<table>
<thead>
<tr>
<th>How many of each in you household?</th>
<th>Drivers</th>
<th>Vehicles</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>2</td>
<td>63%</td>
<td>44%</td>
</tr>
<tr>
<td>3</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>4+</td>
<td>4%</td>
<td>11%</td>
</tr>
<tr>
<td>Average</td>
<td>2.0</td>
<td>2.3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Spend each month on your vehicle</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$100 a month or less</td>
<td>38%</td>
</tr>
<tr>
<td>$101 - $200/month</td>
<td>21%</td>
</tr>
<tr>
<td>$201 - $400/month</td>
<td>19%</td>
</tr>
<tr>
<td>$401 - $600/month</td>
<td>13%</td>
</tr>
<tr>
<td>$601 - $800/month</td>
<td>6%</td>
</tr>
<tr>
<td>$801 - $1000/month</td>
<td>2%</td>
</tr>
<tr>
<td>$1001+/month</td>
<td>0%</td>
</tr>
</tbody>
</table>

Average: 9hrs

Base: Total Boomers n=601
E05. How much do you currently spend on your vehicle each month? Please include the cost of gas, maintenance, and lease or loan payments.
E09. How many of each of the following are in your household?
E11. On average, how many hours per week do you spend driving?
Car Demos

Nearly 4 in 10 plan to get a new vehicle in the next 2 years; Boomers plan to own/lease 2.7 more vehicles in their lifetime, on average

<table>
<thead>
<tr>
<th>Number of vehicles owned in your life</th>
<th>When will you buy/own your next…</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-5</td>
<td>Less than a year from now 9%</td>
</tr>
<tr>
<td>6-10</td>
<td>1-2 years from now 28%</td>
</tr>
<tr>
<td>11-25</td>
<td>3-5 years from now 44%</td>
</tr>
<tr>
<td>26+</td>
<td>6-10 years from now 15%</td>
</tr>
<tr>
<td>Average</td>
<td>More than 10 years from now 3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of vehicles owned in your life</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-5</td>
<td>21%</td>
</tr>
<tr>
<td>6-10</td>
<td>51%</td>
</tr>
<tr>
<td>11-25</td>
<td>24%</td>
</tr>
<tr>
<td>26+</td>
<td>3%</td>
</tr>
<tr>
<td>Average</td>
<td>9.7</td>
</tr>
</tbody>
</table>

How many more vehicles do you expect to own/lease?

- Average: 2.7
- 0: 8%
- 1: 18%
- 2: 36%
- 3: 14%
- 4: 6%
- 5: 8%
- 6+: 9%

Base: Total Boomers n=601
E06. How many vehicles have you owned or leased in your life?
E07. How many MORE vehicles do you expect to lease or purchase in your life?
E08. When do you think you will purchase or lease your next vehicle?
About AARP

AARP is the nation’s largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation’s largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.

Inquiries about this study

All inquiries about this study should be directed to AARP Media Relations at (202) 434-2560 or Media@aarp.org