

THE UNITED STATES OF AGING  
SURVEY

Full Research Findings  
June 2014



# SURVEY OVERVIEW



# Methodology

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

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



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

# Methodology

## Please note:

- Data from general population samples and regional oversampled audiences are weighted to U.S. Census Bureau data. Data from the oversampled audience of “Low-Income Seniors” are weighted to 2013 survey demographics data.
- The following demographics are weighted:
  - Age
  - Gender
  - Marital status
  - Race
- Sample sizes under N=75 are not shown, as these sample sizes are too small to be statistically reliable.
- All numbers in this report are percentages unless otherwise noted.
- Due to rounding, some of the total percentages do not add up to 100.



# DETAILED FINDINGS



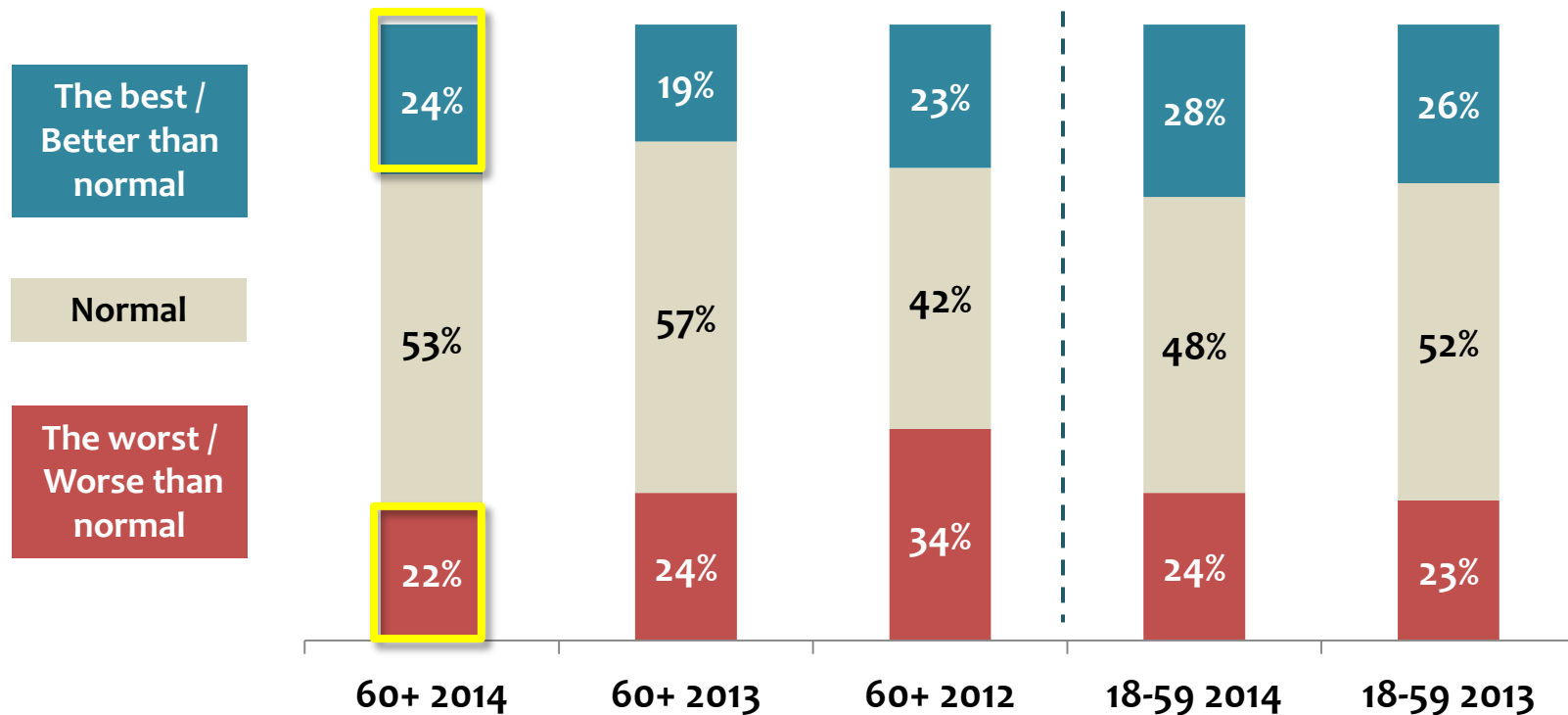
# GENERAL OUTLOOK



# For the first time in the past three years, more seniors say their life in the past year has been better than say it has been worse

- Since 2012, fewer seniors say the past year of their life has been worse than normal

*In general, would you say the past year of your life has been...*



\*Not showing "don't know"

Q 6 (For 2014 60+, 2014 18-59), In general, would you say the past year of your life has been...? Among All.

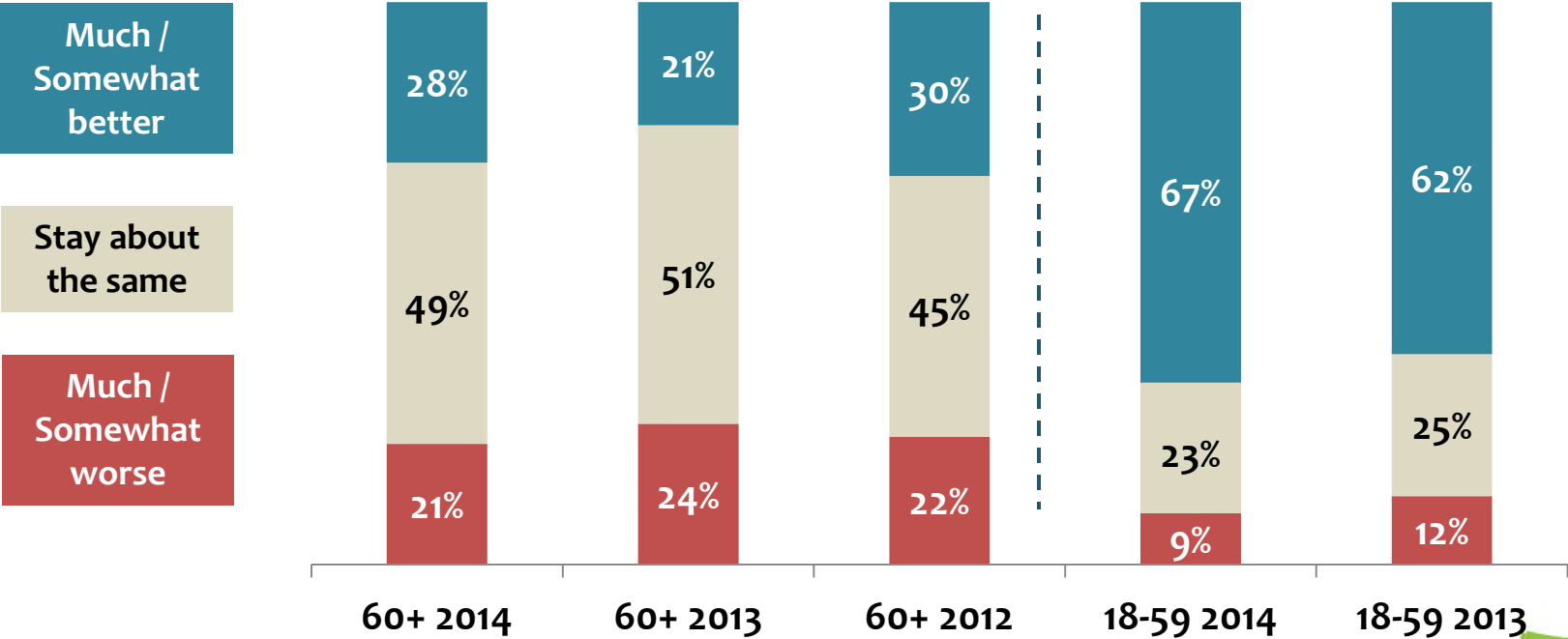
Q 4 (For 2013 60+, 2013 18-59). In general, would you say the past year of your life has been...? Among All.

Q 5 (For 2012 60+). In general, would you say the past year of your life has been...? Among All.

# Optimism has rebounded since 2013, as more seniors expect their life to get better in the next decade

- Adults 18-59 express an even greater deal of optimism about the next five to 10 years compared to last year

*When thinking about the next five to 10 years, do you expect your overall quality of life to get...*



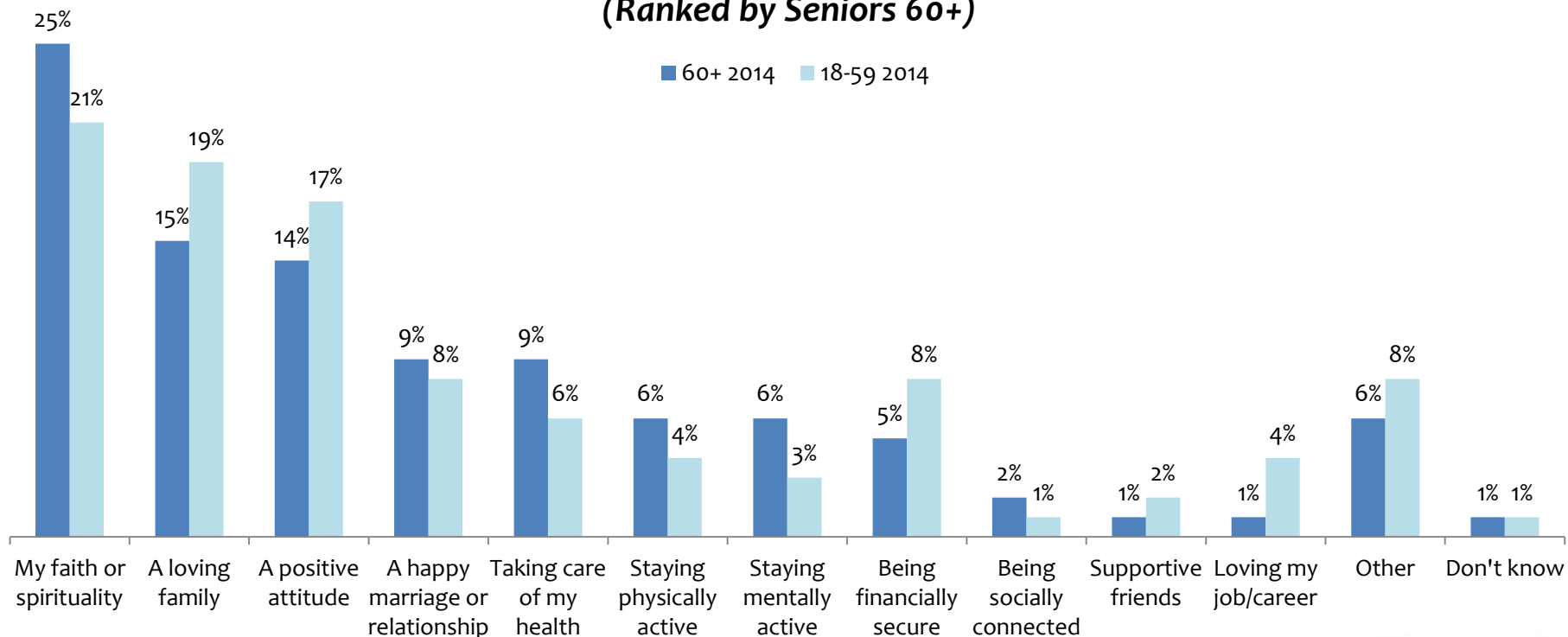
\*Not showing “don’t know”  
 Q7 (For 2014 60+, 2014 18-59). When thinking about the next 5-10 years, do you expect your overall quality of life to get ...? Among All.  
 Q5 (For 2013 60+, 2013 18-59). When thinking about the next 5-10 years, do you expect your overall quality of life to get ...? Among All.  
 Q6 (For 2012 60+). When thinking about the next 5-10 years, do you expect your overall quality of life (including your financial well-being, mental and physical health, recreation and leisure time, and family situation) to get ...? Among All.



# Seniors are most likely to say faith or spirituality is the key to a positive outlook on life

- Adults 18-59 are more likely to say their family and a positive attitude are the key to a positive outlook on life than seniors nationally

**What is the most important key to keeping a positive outlook on life?  
(Ranked by Seniors 60+)**

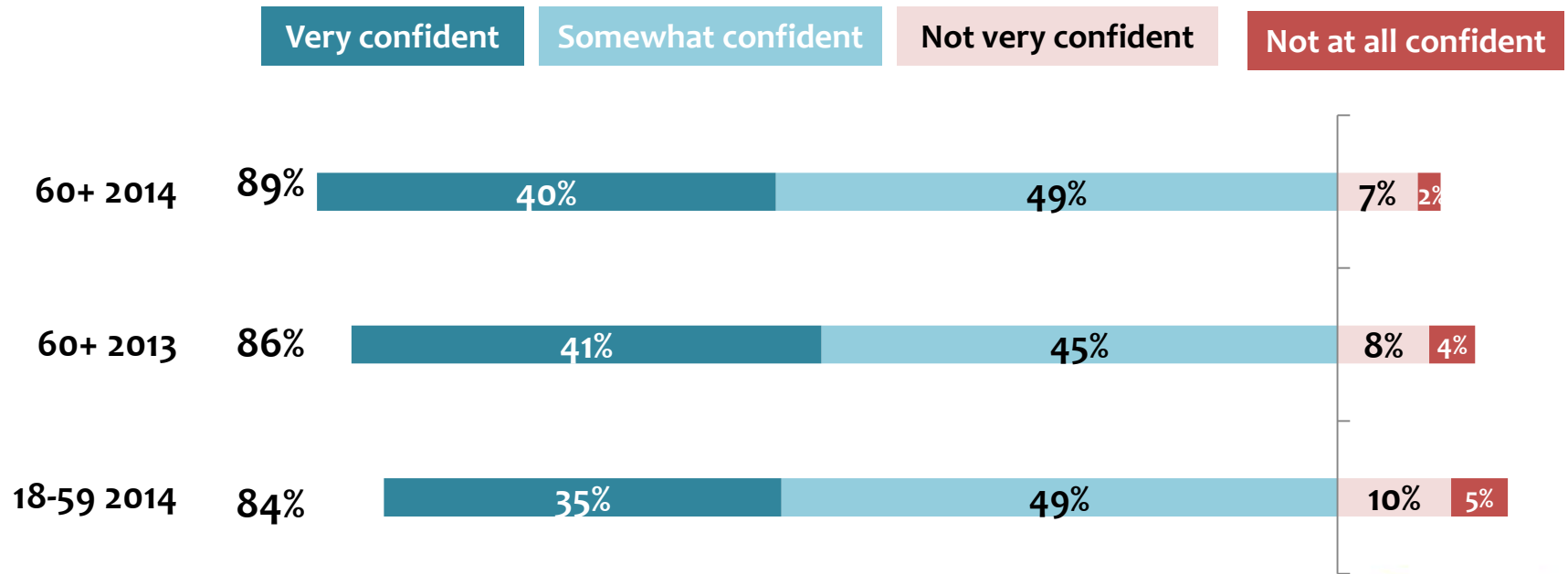


\*Not showing "don't know"  
Q8 (For 2014 60+, 2014 18-59). What is the most important key to keeping a positive outlook on life?

# Seniors are more optimistic about their ability to maintain a high quality of life than last year

- A higher percentage of seniors than 18-59 year olds say they are very confident

*How confident are you in your ability to maintain a high quality of life throughout your senior years?*



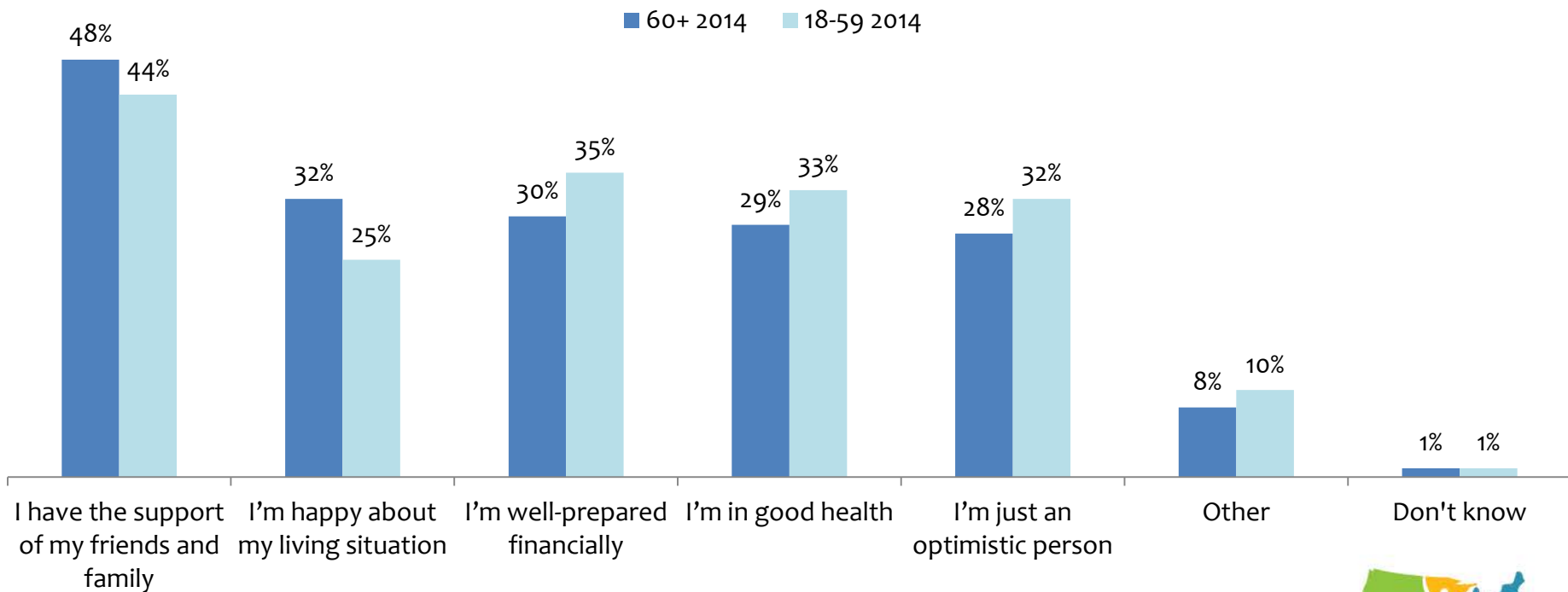
\*Not showing "don't know"

Q13 (For 2014 60+, 2014 18-59). How confident are you in your ability to maintain a high quality of life throughout your senior years? Among All.  
 Q9 (For 2013 60+, 2013 18-59). How confident are you in your ability to maintain a high quality of life throughout your senior years? Among All.

# Seniors most attribute their confidence about maintaining a high quality life to support from family and friends

- Adults 18-59 are more likely to attribute their confidence to their financial preparedness and their good health

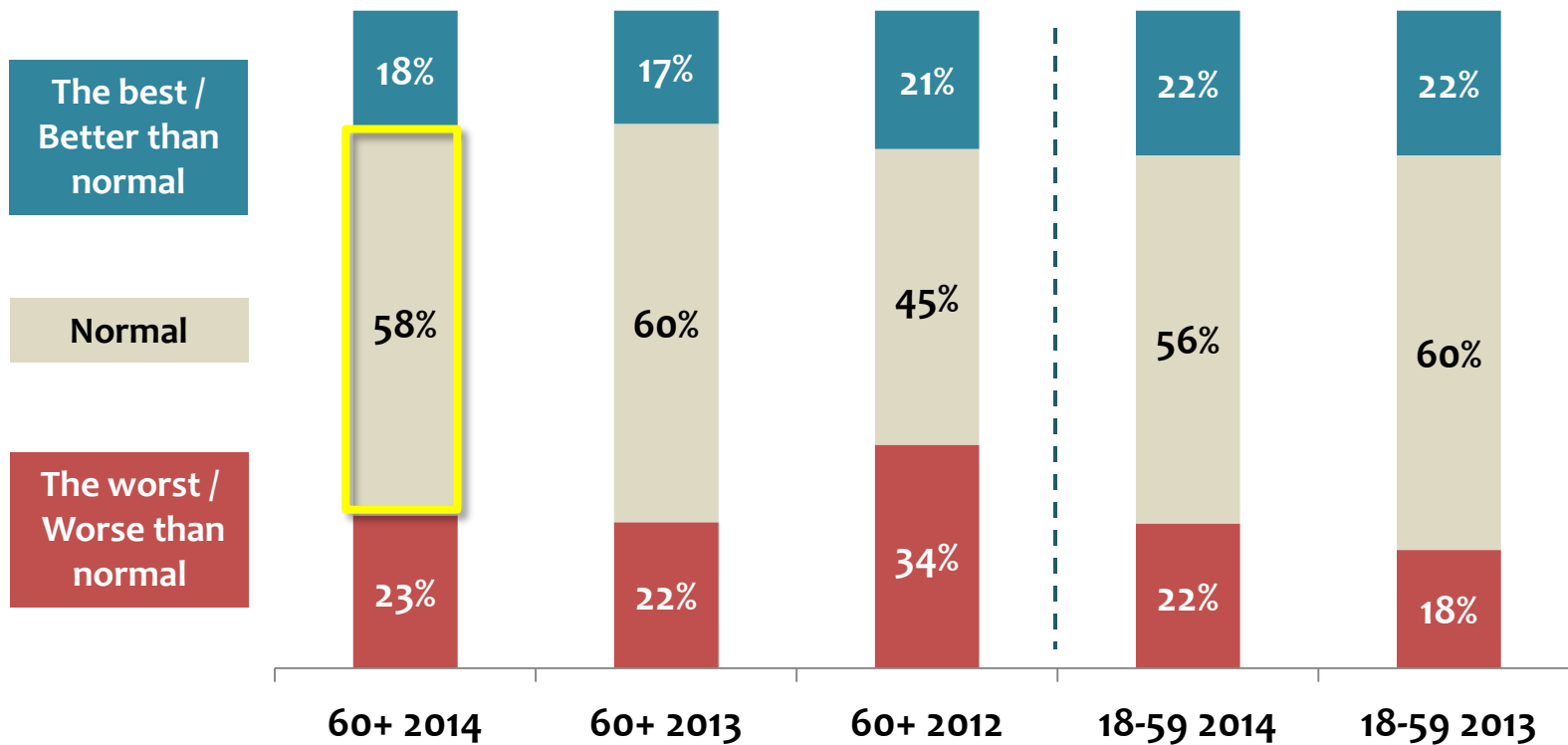
***IF CONFIDENT: Why are you confident about your ability to maintain a high quality of life throughout your senior years? Please tell me your top two choices. (Ranked by Seniors 60+)***



Q14 (For 2014 60+, 2014 18-59). *IF CONFIDENT: Why are you confident about your ability to maintain a high quality of life throughout your senior years? Please tell me your top two choices. Among All.*

# Similar to last year, most seniors say their health over the past year has been normal

*With regard to your health, would you say the past year of your life has been...*



\*Not showing “don’t know”

Q9 (For 2014 60+, 2014 18-59). With regard to your health, would you say the past year of your life has been... Among All.

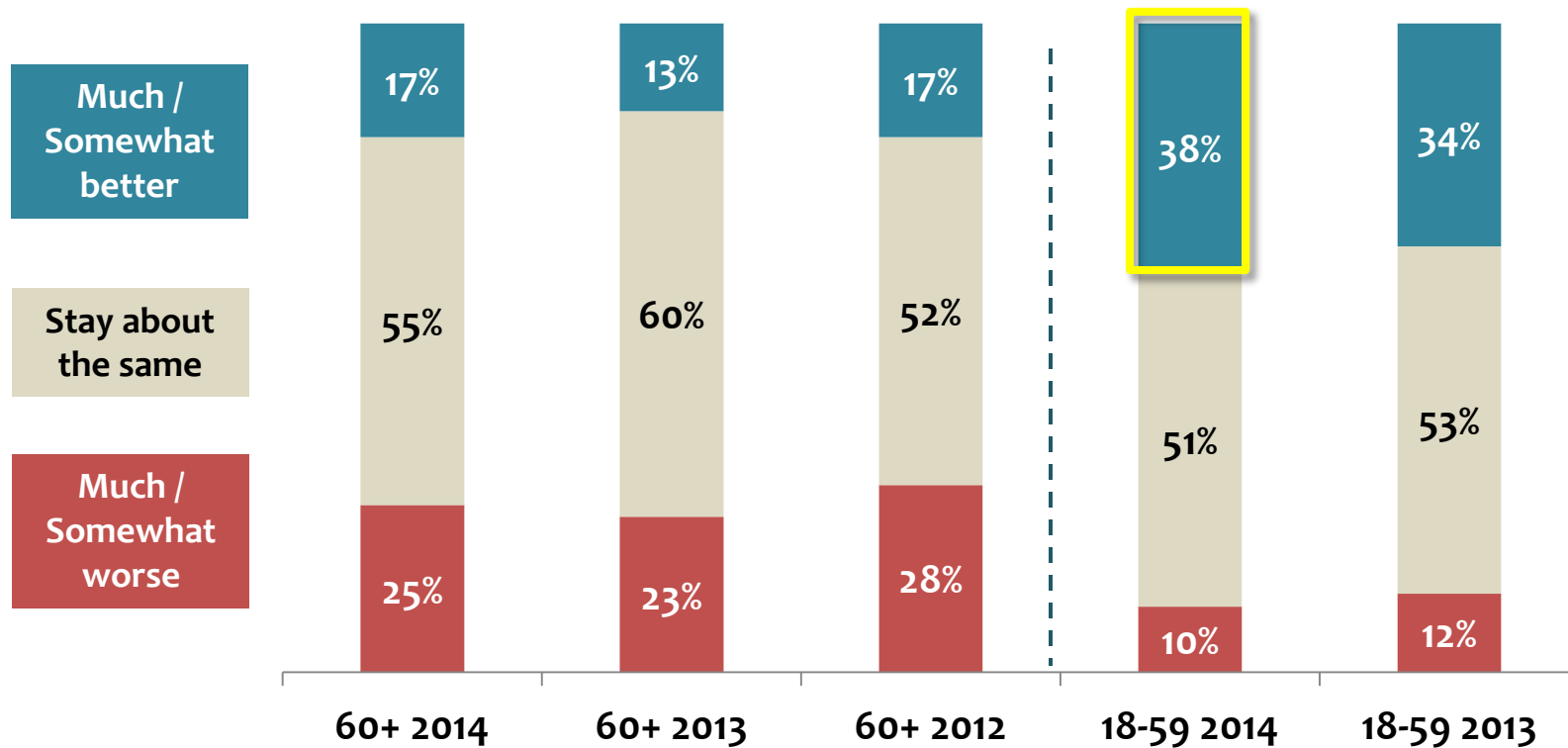
Q6 (For 2013 60+, 2013 18-59). With regard to your health, would you say the past year of your life has been... Among All.

Q7 (For 2012 60+). With regard to your health, would you say the past year of your life has been... Among All.

While most seniors expect their health to stay the same in the future, seniors are slightly more optimistic that their health will improve compared to last year

- The 18-59 group expresses even greater optimism than last year

When thinking about the next five to 10 years, do you expect your health to get...



\*Not showing "don't know"

Q10 (For 2014 60+, 2014 18-59). When thinking about the next 5-10 years, do you expect your health to get...? Among All.

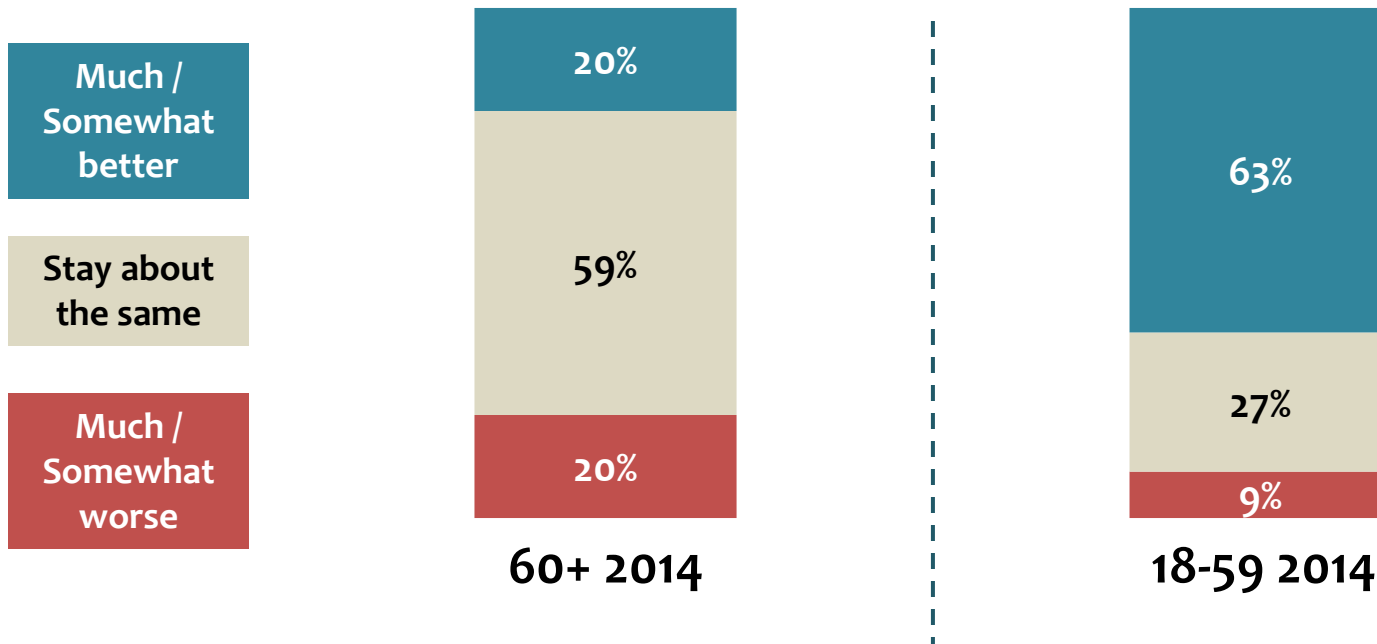
Q7 (For 2013 60+, 2013 18-59). When thinking about the next 5-10 years, do you expect your health to get...? Among All.

Q8 (For 2012 60+). When thinking about the next 5-10 years, do you expect your health to get...? Among All.

# Most seniors expect their financial situation to remain the same in the next decade

- Adults 18-59 are much more optimistic than seniors, as most of them think their financial situation will improve in the next decade

*When thinking about the next five to 10 years, do you expect your financial situation to get ...*

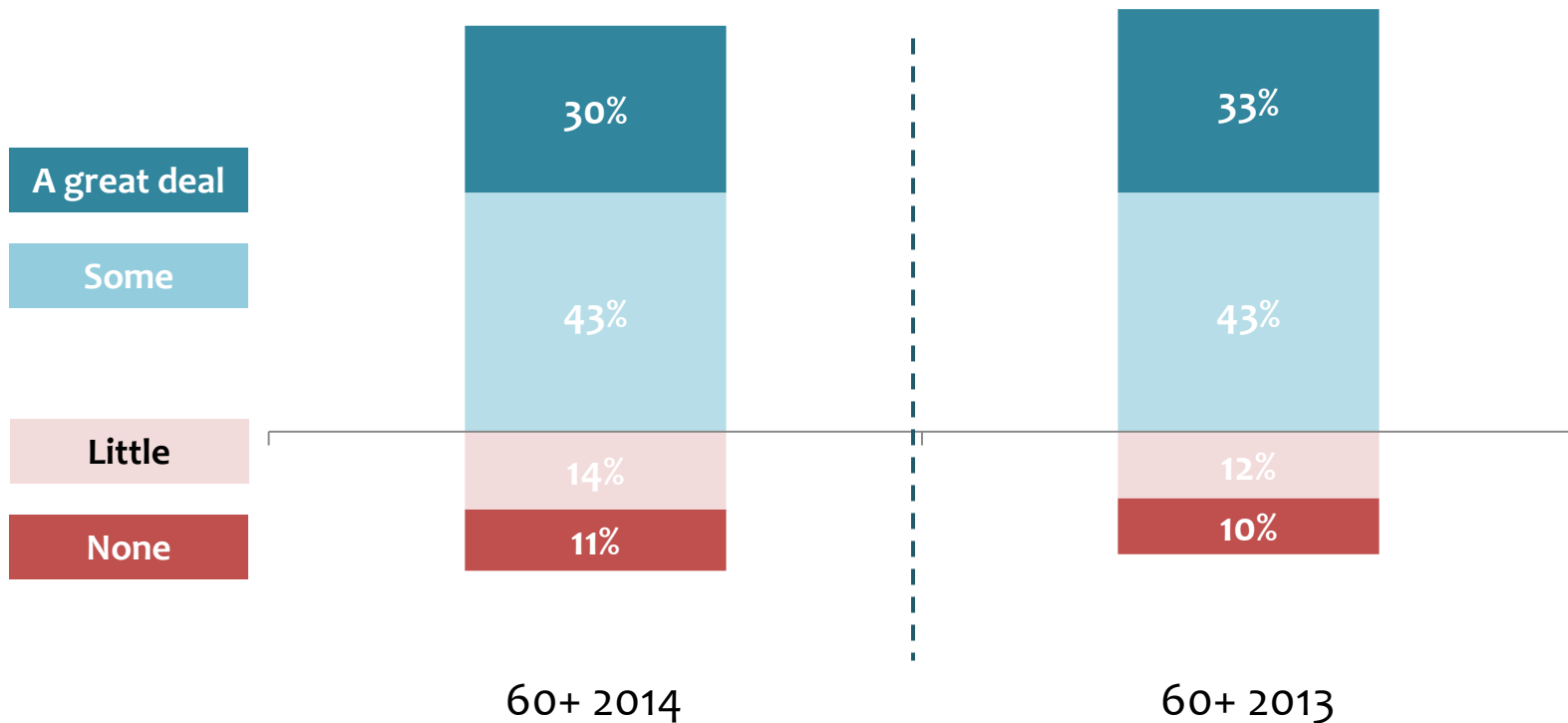


\*Not showing "don't know"

Q11 (For 2014 60+, 2014 18-59) When thinking about the next five to 10 years, do you expect your financial situation to get ...?

# Seniors say they have done about as much preparation for their senior years as in 2013

**How much preparation have you done for your senior years?**



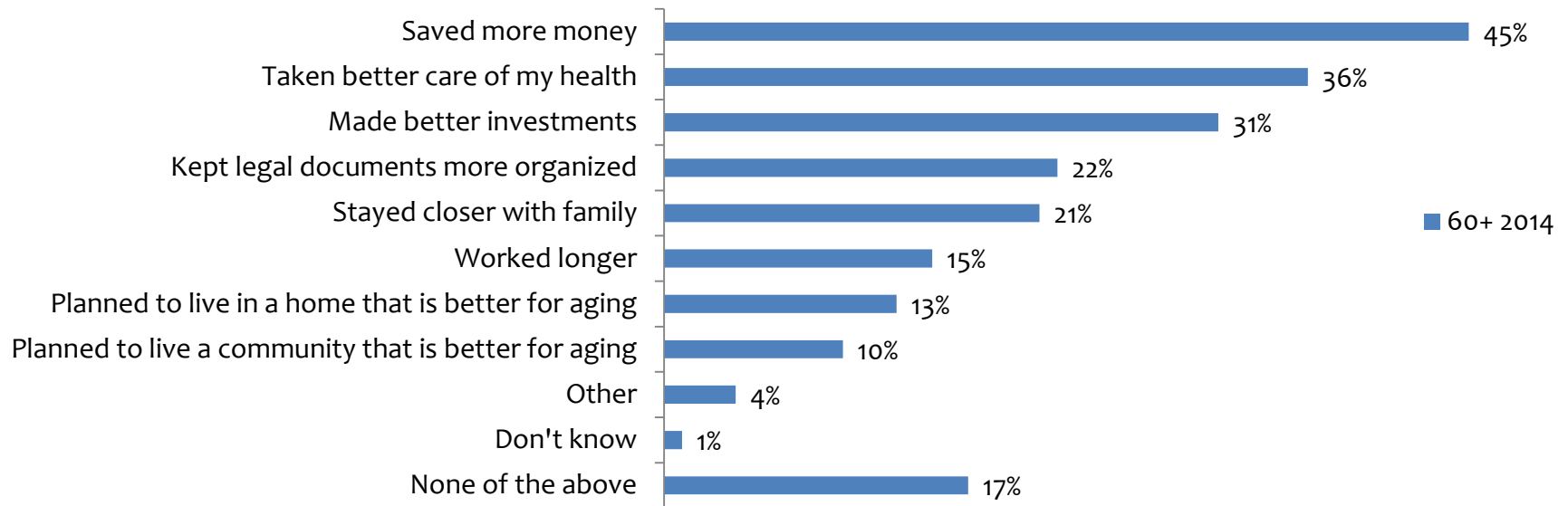
\*Not showing "don't know"

Q12 (For 2014 60+). How much preparation have you done for your senior years? Among All.

Q8 (For 2013 60+). How much preparation have you done for your senior years? Among All.

# Seniors wish they had saved more money, taken better care of their health, and made better investments in preparing for their senior years

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

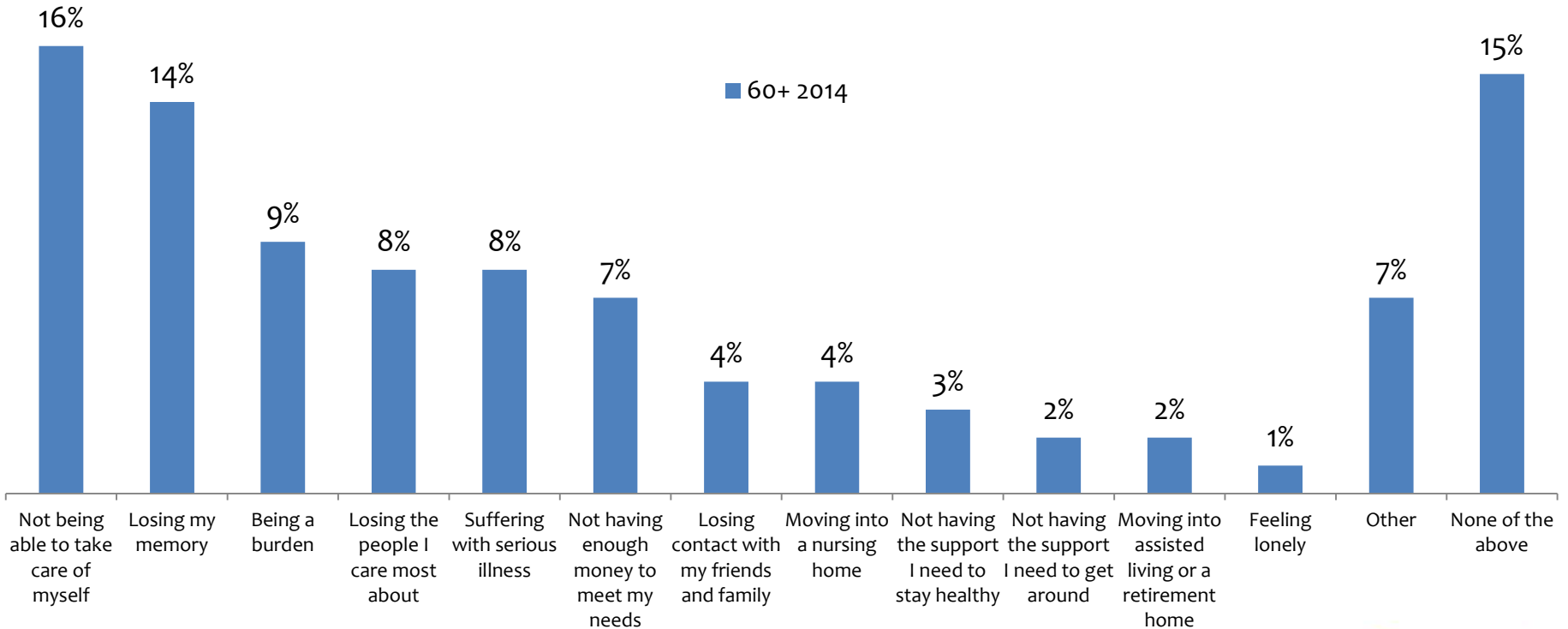


Q15 (For 2014 60+). What, if any, of the following steps do you wish you had taken to plan and prepare for your senior years? Please tell me all that apply. Showing All.



# Loss of autonomy and loss of memory are two of seniors' biggest fears

## What worries you most about your senior years?

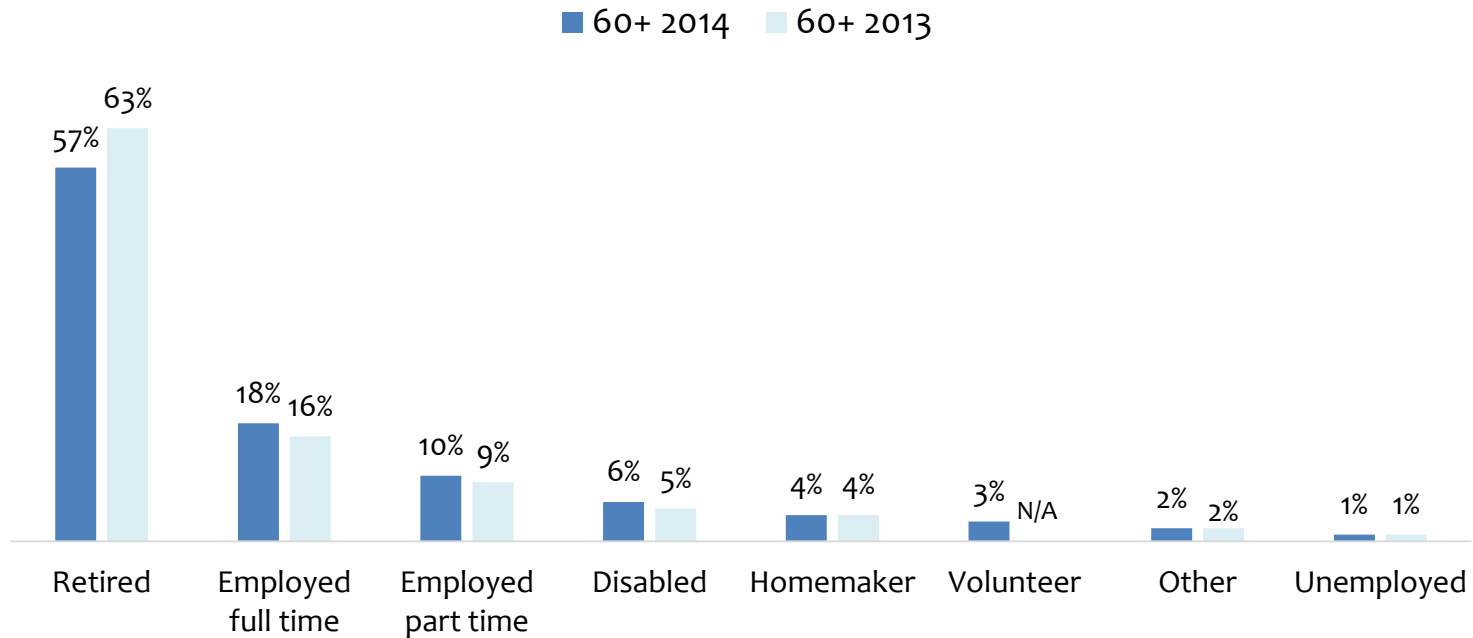


\*Not showing "don't know"

Q16 (For 2014 60+). What worries you most about your senior years? Among All.

# Slightly more seniors report that they are currently working than last year

## Current Employment Status



\*Not showing “student” and “don’t know”

Q17 (For 2014 60+). Which of the following best describes your current employment status? Among All.

Q10 (For 2013 60+). Which of the following best describes your current employment status? Among All.

## Seniors cite wanting to stay active, enjoying work and financial needs as the top reasons for having a job

- **Needing the income is not cited as often as it was in past years**

IF EMPLOYED OR LOOKING FOR WORK: Reasons for employment? (Ranked by 60+ 2014)	60+ 2014 (N= 309)	60+ 2013 (N=259)	60+ 2012 (N=329)
I want to stay active and productive	62%	69%	76%
I enjoy it	60%	66%	70%
I need the income	50%	62%	69%
It gives me a sense of purpose	48%	59%	67%
I want to stay involved with other people	48%	53%	60%
I want to make a difference or help others in my community	41%	45%	53%
I need the benefits	25%	38%	40%
Because I'm not eligible for Medicare yet	16%	23%	N/A
Other	7%	6%	4%

\*Not showing "don't know"

Q18 (For 2014 60+). IF EMPLOYED OR LOOKING FOR WORK: For which, if any, of the following reasons are you still working? Please tell me all that apply.

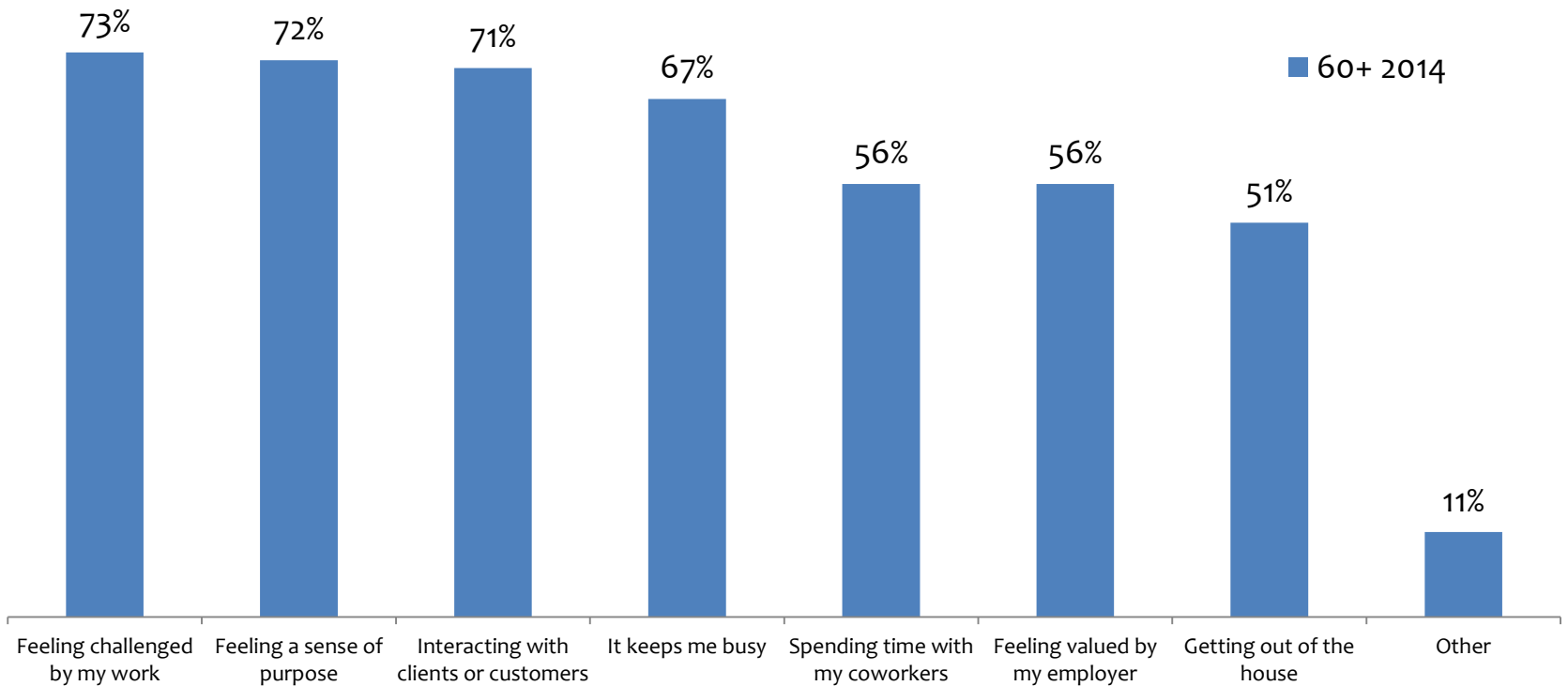
Q11 (For 2013 60+). IF EMPLOYED OR LOOKING FOR WORK: For which, if any, of the following reasons are you still working? Please tell me all that apply.

Q14 (For 2012 60+). IF EMPLOYED OR LOOKING FOR WORK: For which, if any, of the following reasons are you still working? Please tell me all that apply.



# Seniors who say they continue to work for enjoyment like feeling challenged, having a sense of purpose, and interacting with clients

**IF ENJOYABLE: What do you enjoy about your work? Please tell me all that apply.**



\*Not showing "don't know"  
Q19 (For 2014 60+). What do you enjoy about your work? Please tell me all that apply. Showing All.

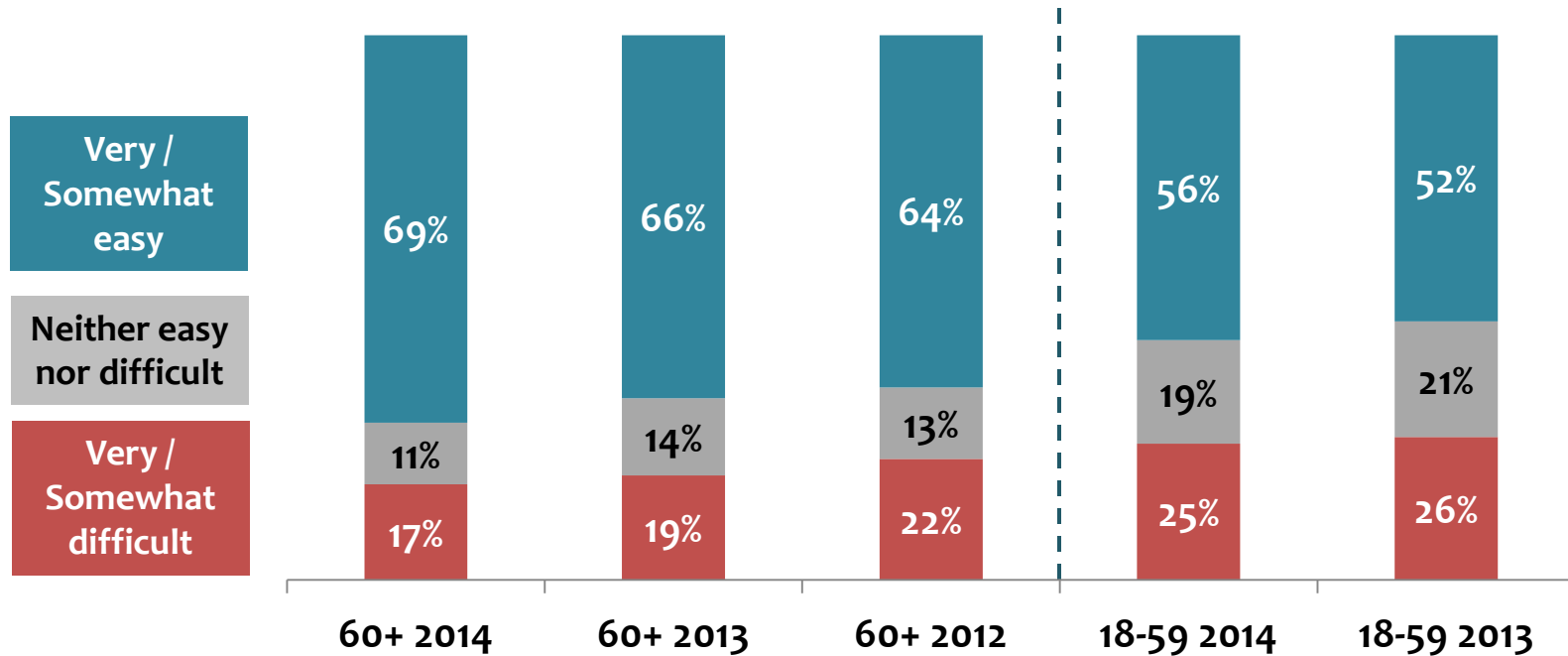
# ECONOMIC SECURITY



# Seniors say they have an easier time paying monthly bills than in previous years

- Adults 18-59 also have an easier time paying monthly bills than last year

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



\*Not showing "don't know"

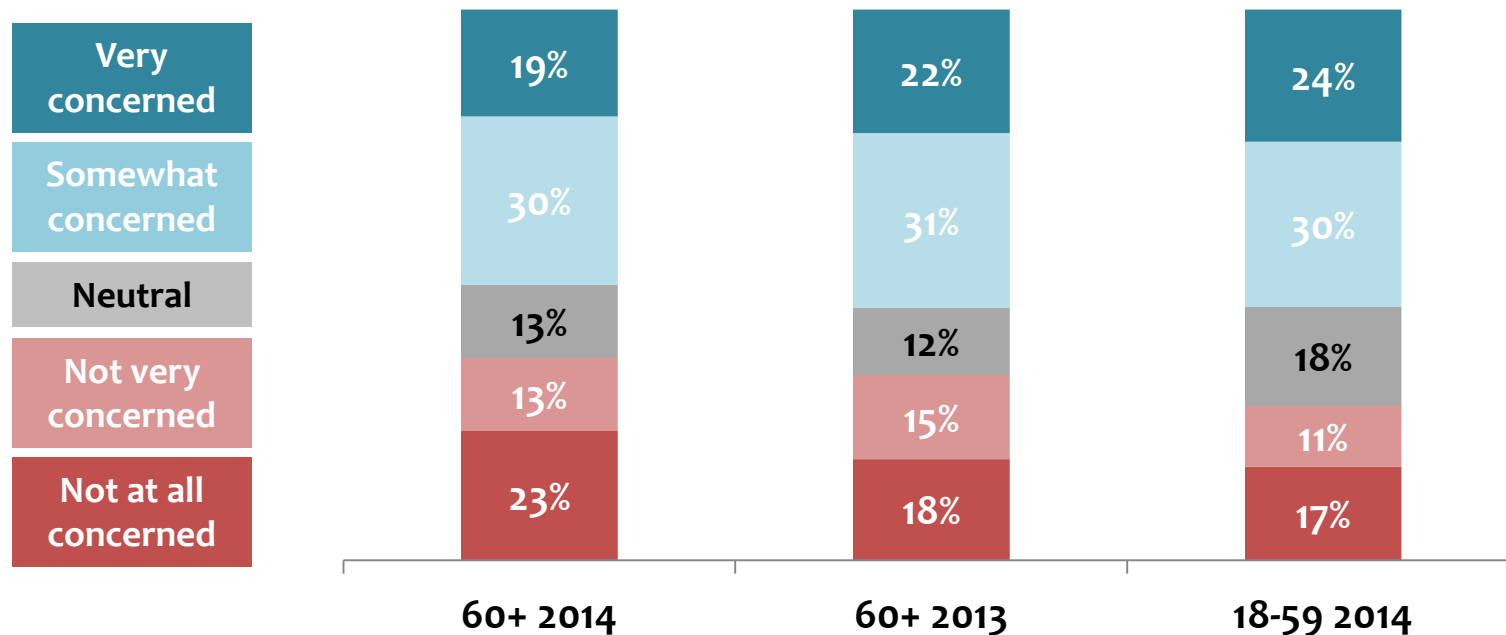
Q20 (For 2014 60+, 2014 18-59). In general, based on your current income and savings, how easy or difficult is it for you to pay your monthly living expenses? Is it... Among All.

Q14 (For 2013 60+, 2013 18-59). In general, based on your current income and savings, how easy or difficult is it for you to pay your monthly living expenses? Is it... Among All.

Q15 (For 2012 60+). In general, based on your current income and savings, how easy or difficult is it for you to pay your monthly living expenses? Is it... Among All.

Although many seniors continue to express concern about having sufficient savings to last for the rest of their life, there is slightly less concern than last year

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



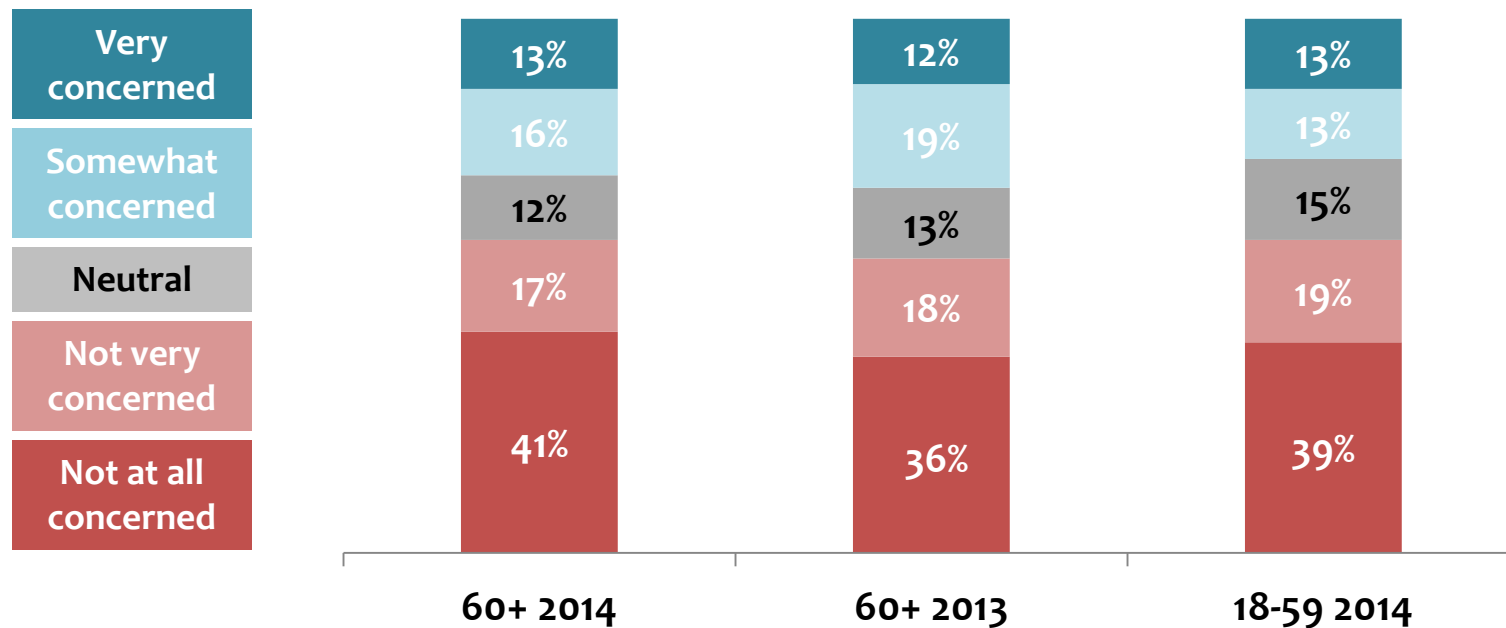
\*Not showing "don't know"

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

Q15mA (For 2013 60+). How concerned are you about being able to stay in your current home for as long as you'd like? Are you...? Among All.

# Seniors are as concerned as last year with being able to remain in their home for as long as they would like

**How concerned are you about being able to stay in your current home for as long as you'd like? Are you...?**



\*Not showing "don't know".

Q21mA(For 2014 60+, 2014 18-59). How concerned are you about being able to stay in your current home for as long as you'd like? Are you...? Among All.

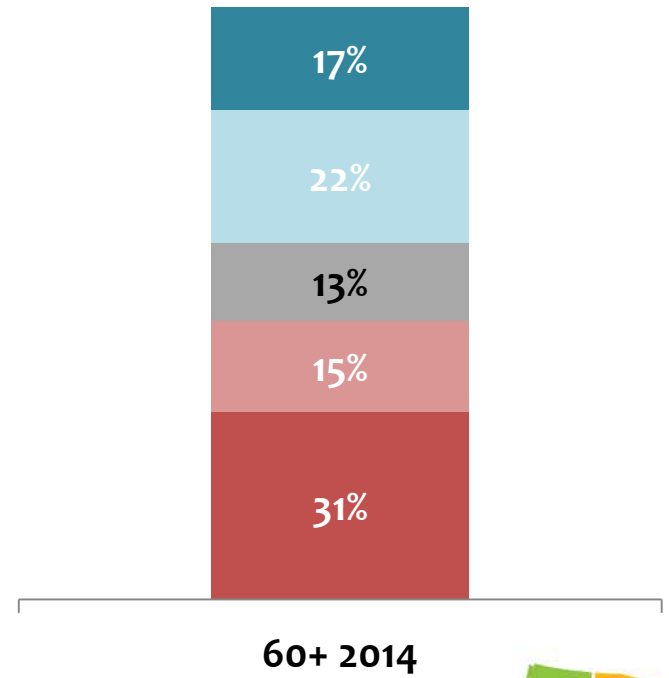
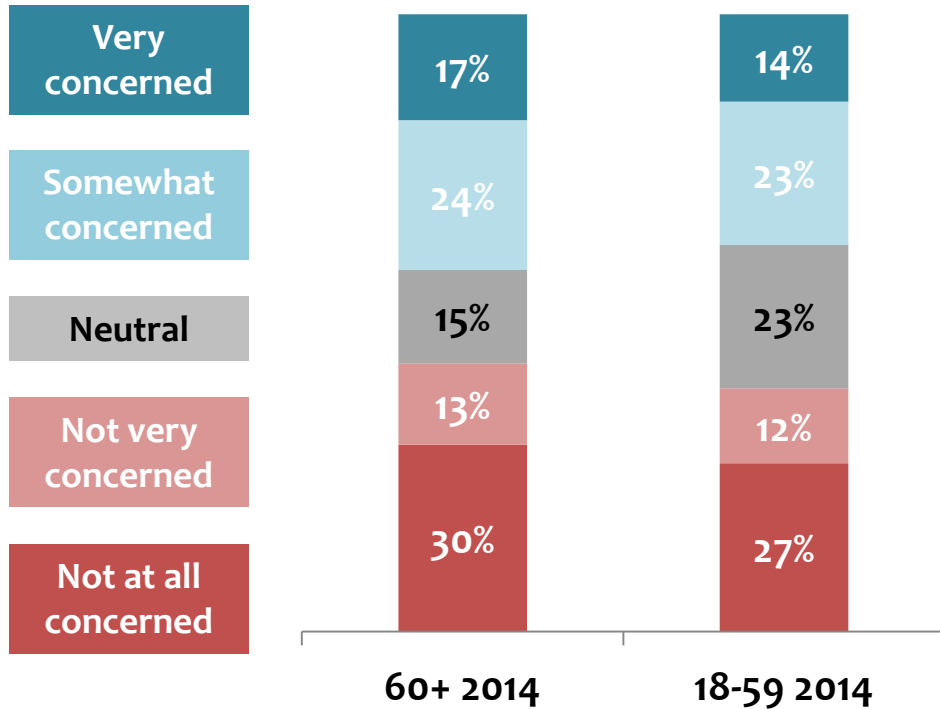
Q16mA(For 2013 60+). How concerned are you about being able to stay in your current home for as long as you'd like? Are you...? Among All.



# About 4 in 10 seniors are concerned about being able to afford a licensed caregiver or a nursing home if needed

*How concerned are you that you could afford a licensed caregiver in your home or assisted living if needed? Are you...?*

*How concerned are you that you could afford a nursing home if needed? Are you...?*

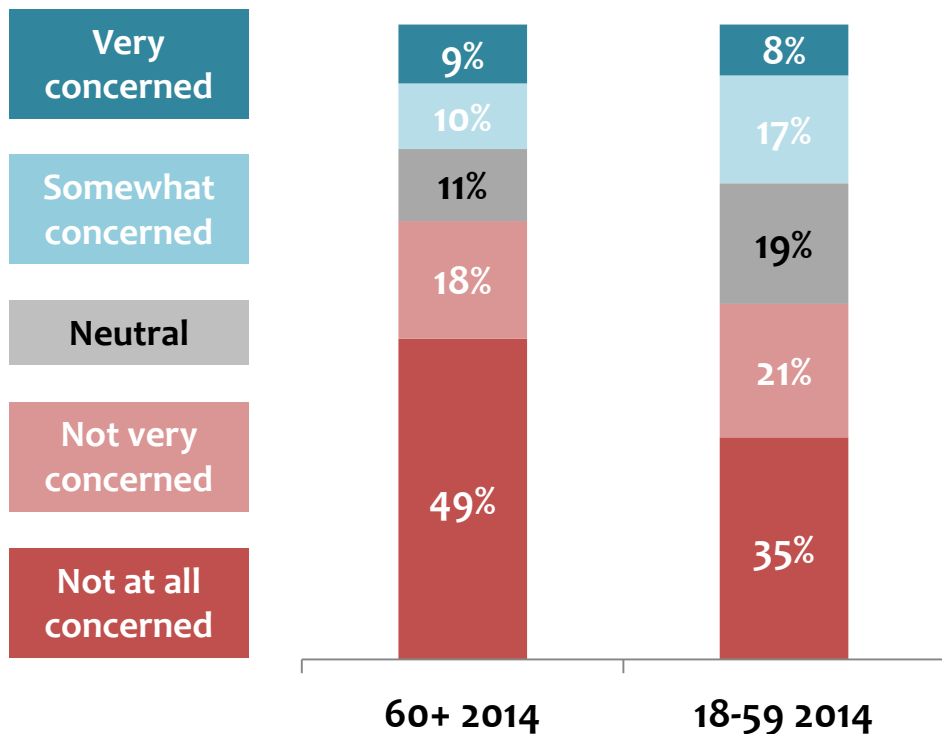


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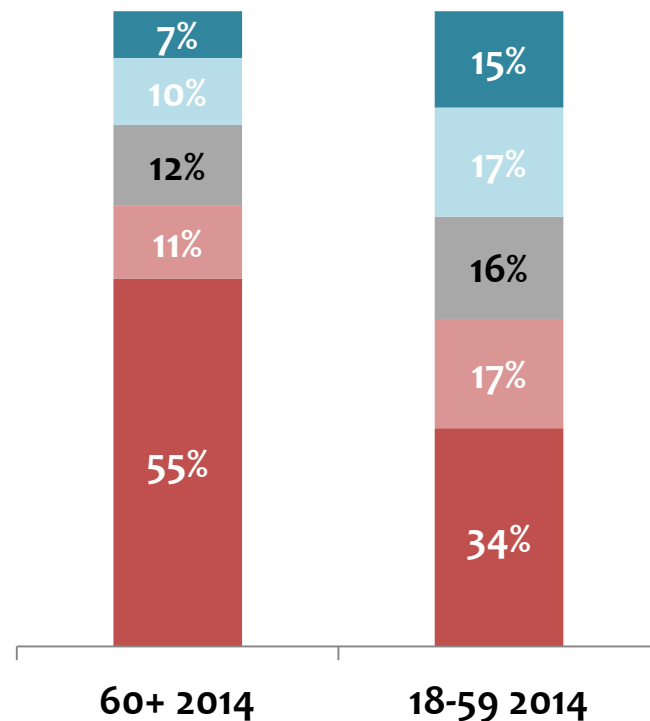
Q23mA (For 2014 60+, 2014 18-59). How concerned are you that you could afford a licensed caregiver in your home or assisted living if needed? Are you...? Among All.  
 Q24mA (For 2014 60+). How concerned are you that you could afford a nursing home if needed? Are you...? Among All.

# Seniors are less concerned about needing financial support from family and being able to continue working as long as they would like than younger adults 18-59

**How concerned are you about needing financial support from family members as you age? Are you...?**



**How concerned are you about being able to continue working as long as you would like? Are you...?**



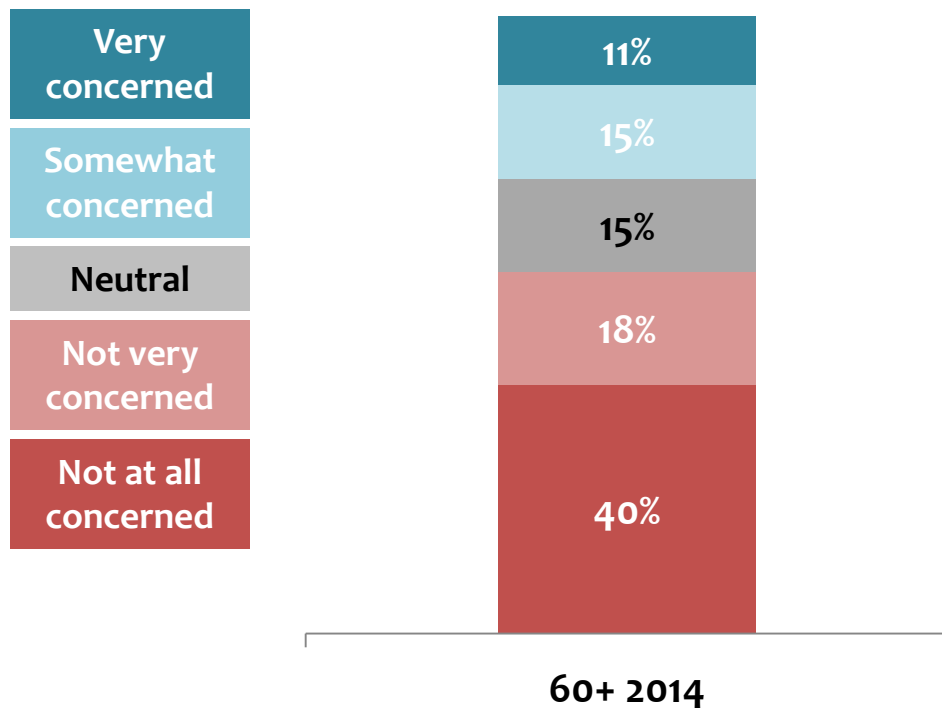
\*Not showing "don't know"

Q25mA (For 2014 60+, 2014 18-59). How concerned are you about needing financial support from family members as you age? Are you...? Among All.

Q26mA (For 2014 60+, 2014 18-59). How concerned are you about being able to continue working as long as you would like? Are you...? Among All.

# More than half of seniors are not concerned about needing help from community programs

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

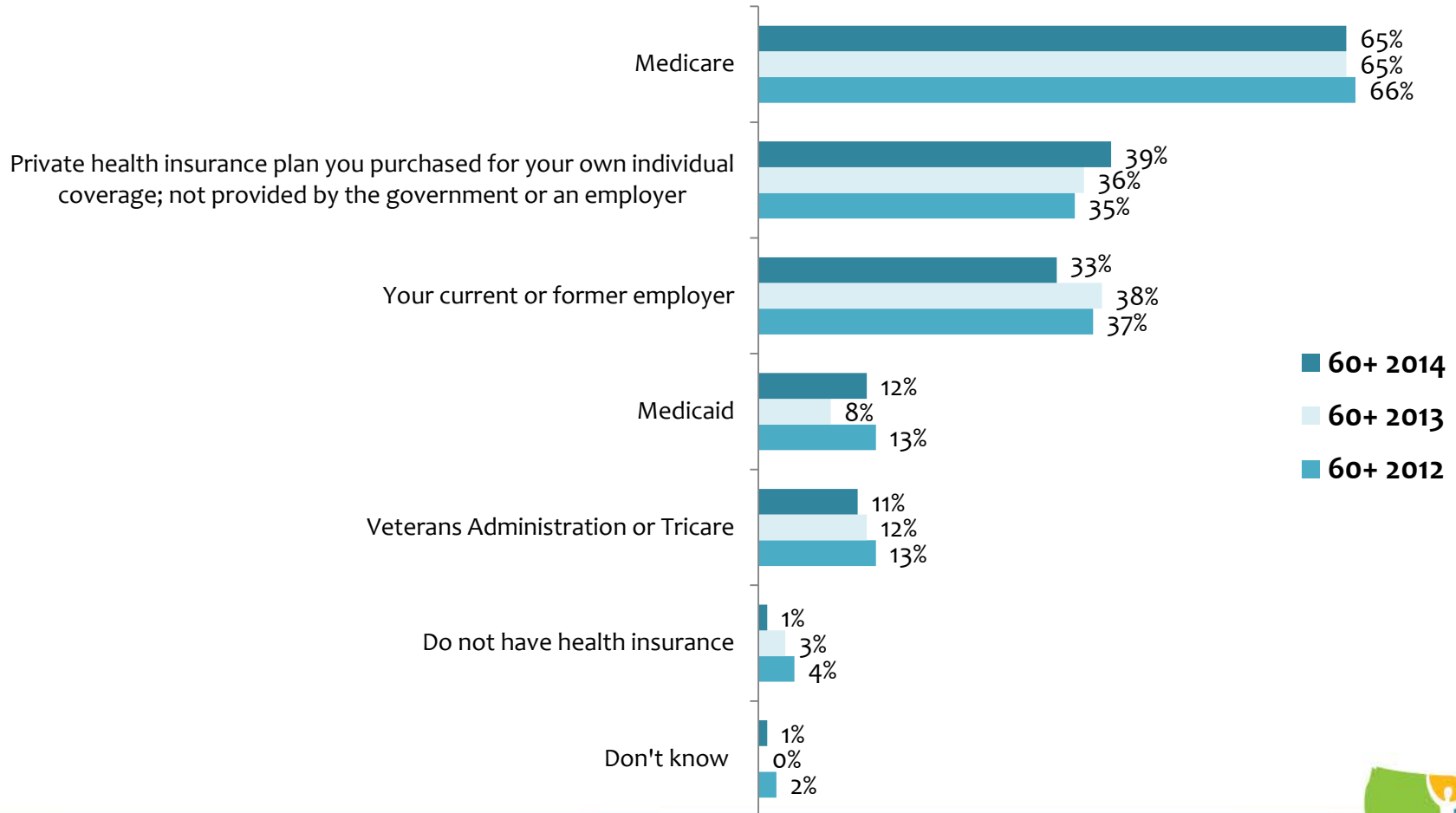


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Q26amA (For 2014 60+). How concerned are you about needing help from community programs to assist with meals, transportation, and/or home care? Are you...? Among All.

# Medicare is still the most common source for medical insurance

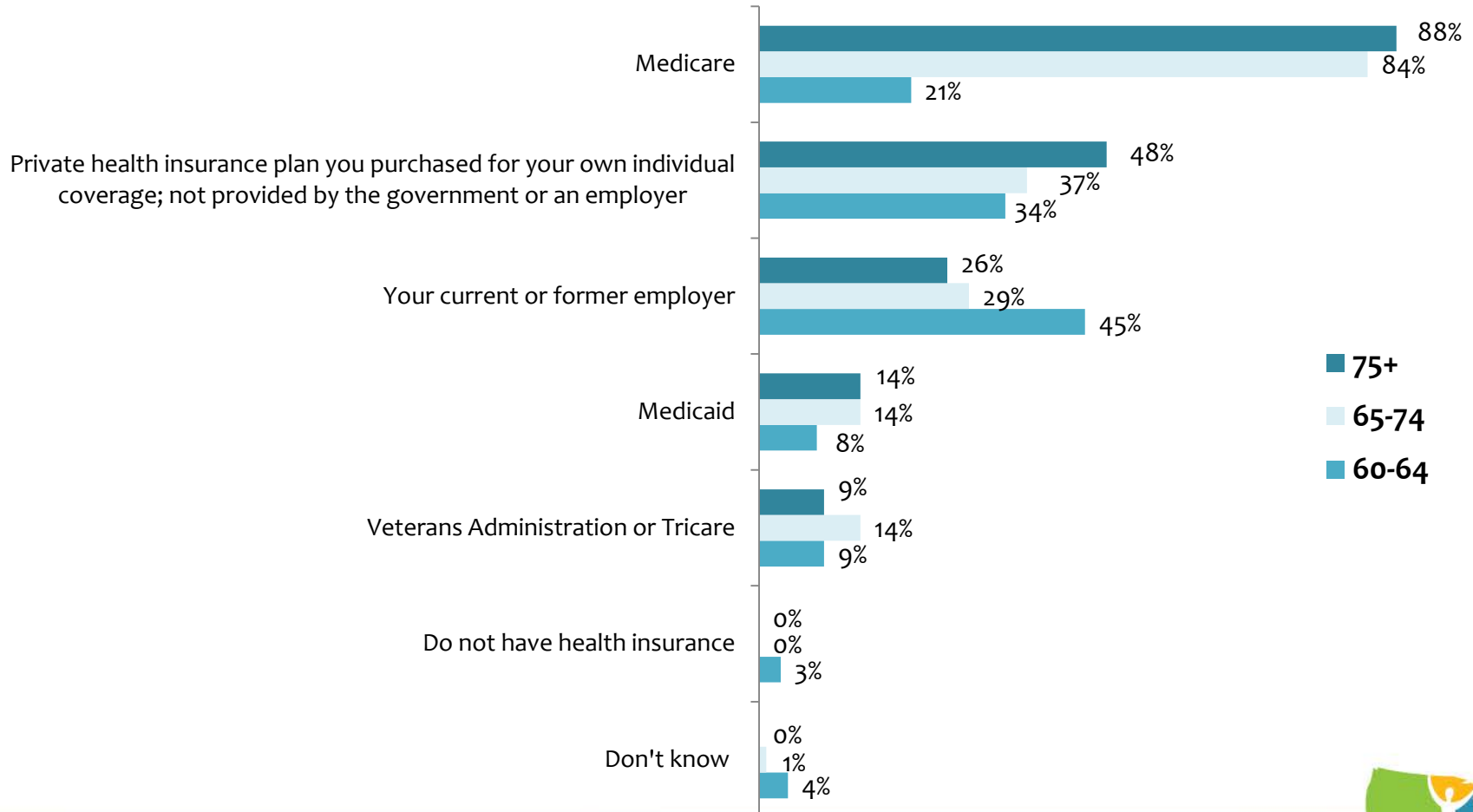
**Through what organizations, if any, do you access medical insurance benefits?  
(Ranked by 60+ 2014)**



Q27 (For 2014 60+). Through what organizations, if any, do you access medical insurance benefits? Please tell me all that apply. Among All . Q18 (For 2013 60+). Through what organizations, if any, do you access medical insurance benefits? Please tell me all that apply. Among All . Q19 (For 2012 60+). Through what organizations, if any, do you access medical insurance benefits? Please tell me all that apply. Among All .

# Medicare is prominent among seniors over 65, but younger seniors receive medical insurance through private or employer insurance

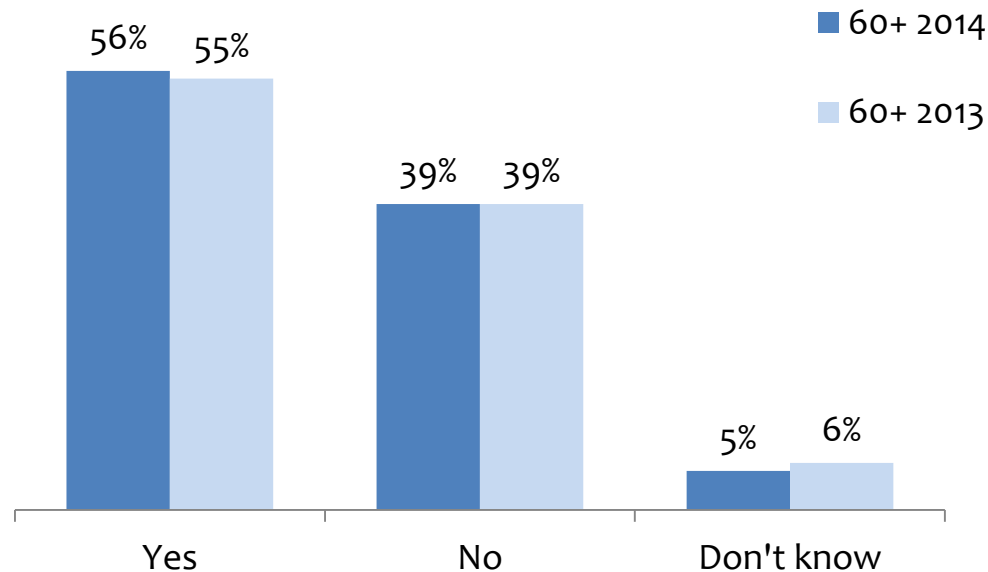
## Through what organizations, if any, do you access medical insurance benefits?



Q27 (For 2014 60+). Through what organizations, if any, do you access medical insurance benefits? Please tell me all that apply. Among All .

# A similar number of seniors as last year say they would apply for government assistance if they were told they qualified

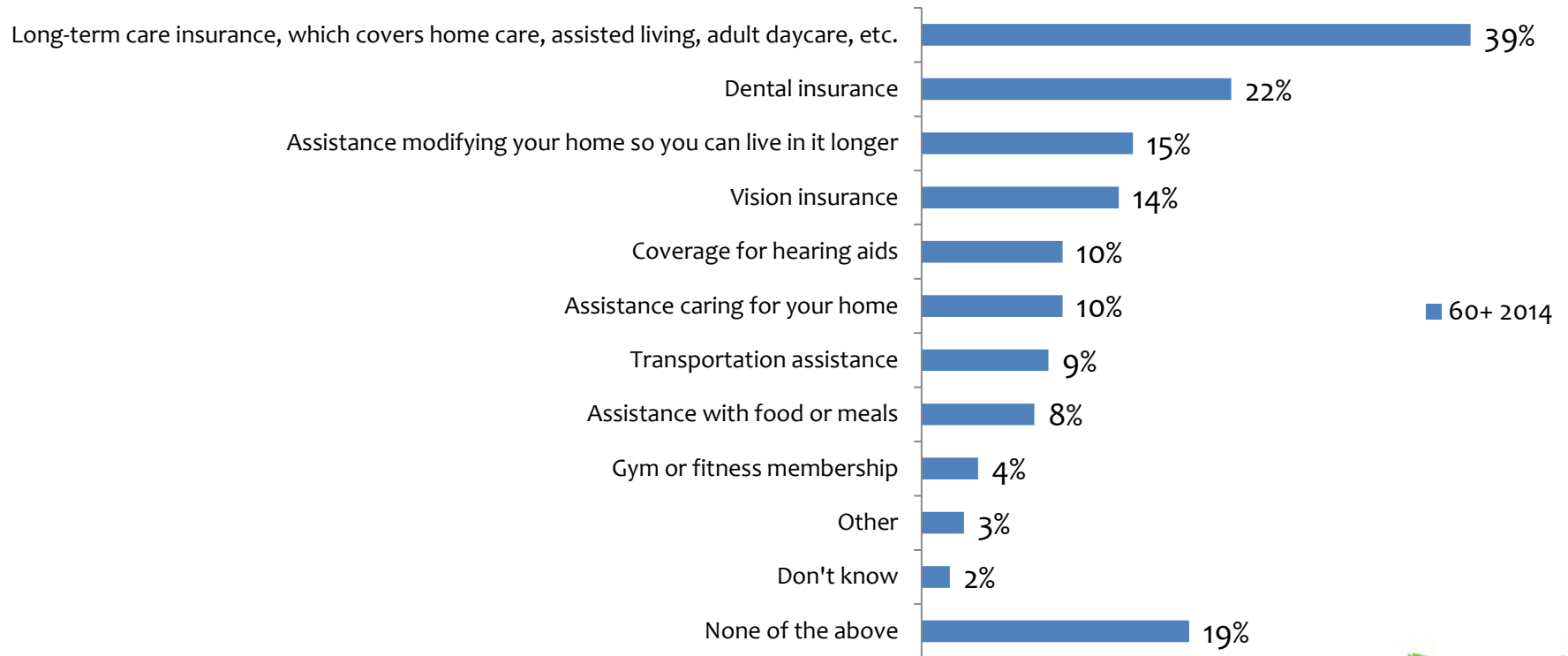
***If you were told that you qualify for government assistance to help meet your needs, would you consider applying for it?***



Q28 (For 2014 60+). If you were told that you qualify for government assistance to help meet your needs, would you consider applying for it? Among All.  
Q21 (For 2013 60+). If you were told that you qualify for government assistance to help meet your needs, would you consider applying for it? Among All.

# Beyond health insurance, seniors would also like government help with long-term care insurance

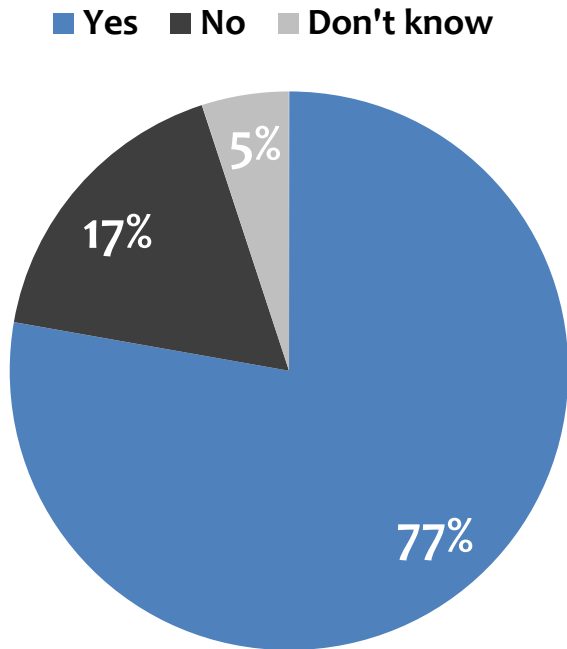
***Beyond the health coverage currently provided by Medicare, which of the following services would you most want the government to invest in to help meet your needs as you age?***



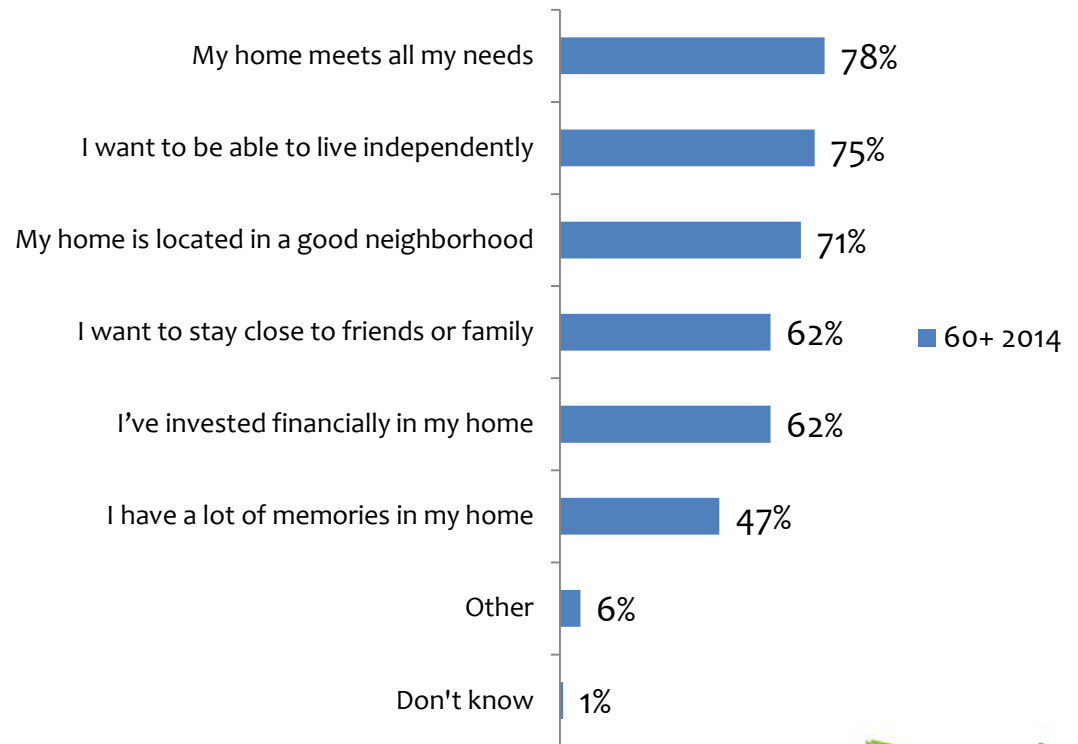
Q29 (For 2014 60+). Beyond the health coverage currently provided by Medicare, which of the following services would you most want the government to invest in to help meet your needs as you age? Please tell me your top two choices.

# Most seniors intend to live in their current home for the rest of their lives, mostly because their house meets their needs and they want to maintain independence

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



**IF YES: for which of the following reasons do you plan to continue living in your current home for the rest of your life?**  
(N=772)



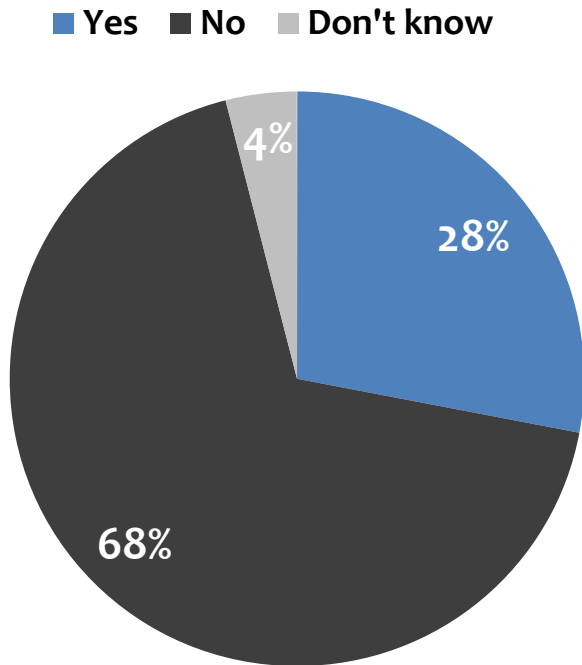
Q30 (For 2014 60+). Do you intend to continue living in your current home for the rest of your life?

Q31 (For 2014 60+). For which of the following reasons do you plan to continue living in your current home for the rest of your life? Please tell me all that apply.

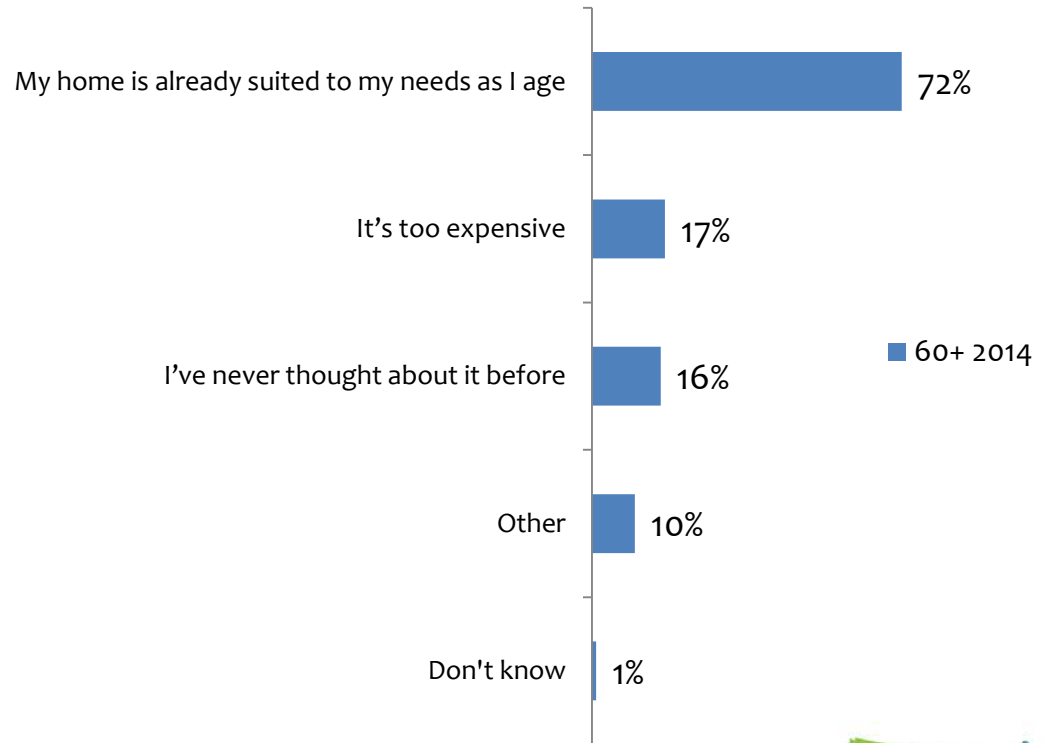


# And most seniors do not plan to make any modifications to their home because they feel it is already suited to their needs

**IF INTEND TO AGE IN PLACE: Do you plan to make any modifications to your home to help you as you age?**  
(N=772)



**IF DO NOT PLAN TO MAKE MODIFICATIONS: Why don't you plan to make any modifications to your home?**  
(N=528)



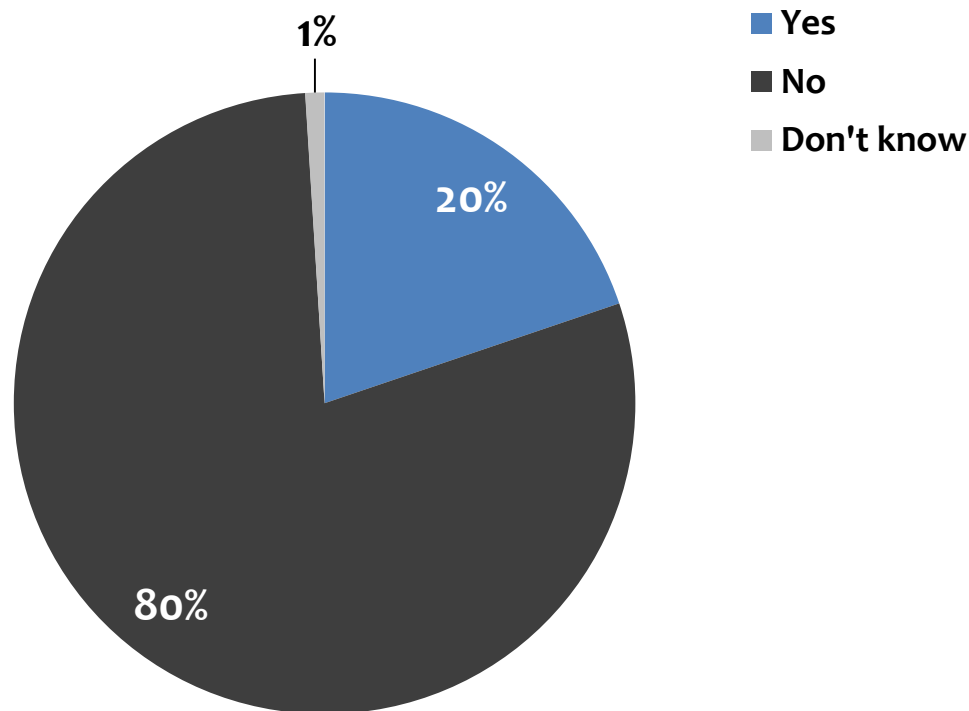
Q32 (For 2014 60+). IF INTEND TO AGE IN PLACE: Do you plan to make any modifications to your home to help you as you age?

Q33 (For 2014 60+). IF DO NOT PLAN TO MAKE MODIFICATIONS: Why don't you plan to make any modifications to your home? Please tell me all that apply.

## Most seniors have not talked to their family about the need to make modifications to their homes as they age

**IF INTEND TO AGE IN PLACE: Have you spoken with your family about the need to make modifications to your home to help you as you age?**

(N=772)



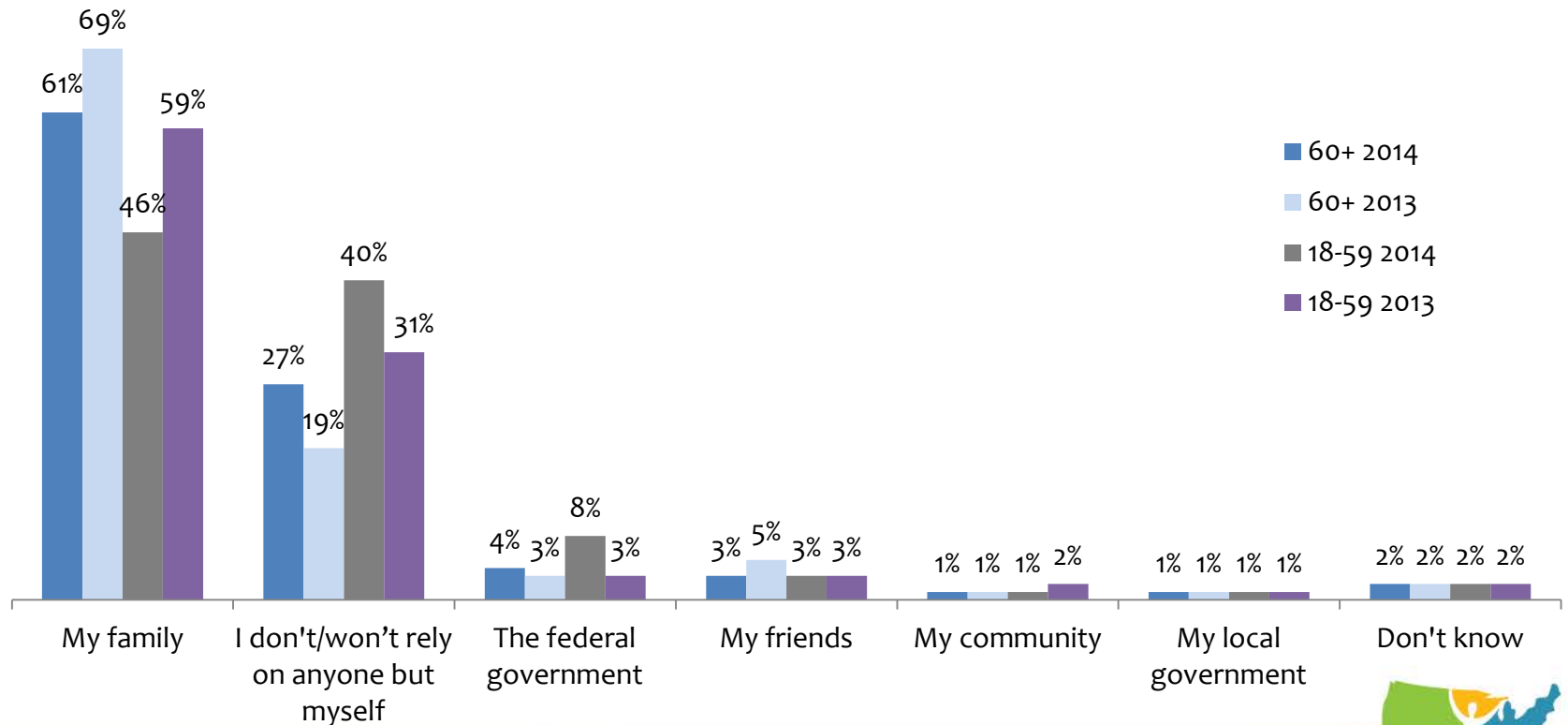
# CAREGIVERS, LIVING ALONE AND ISOLATION



# While most seniors rely on their family for support, younger adults are more likely to say they will rely only on themselves during their senior years

- Seniors are less likely to rely on their family and more likely to rely on themselves than last year

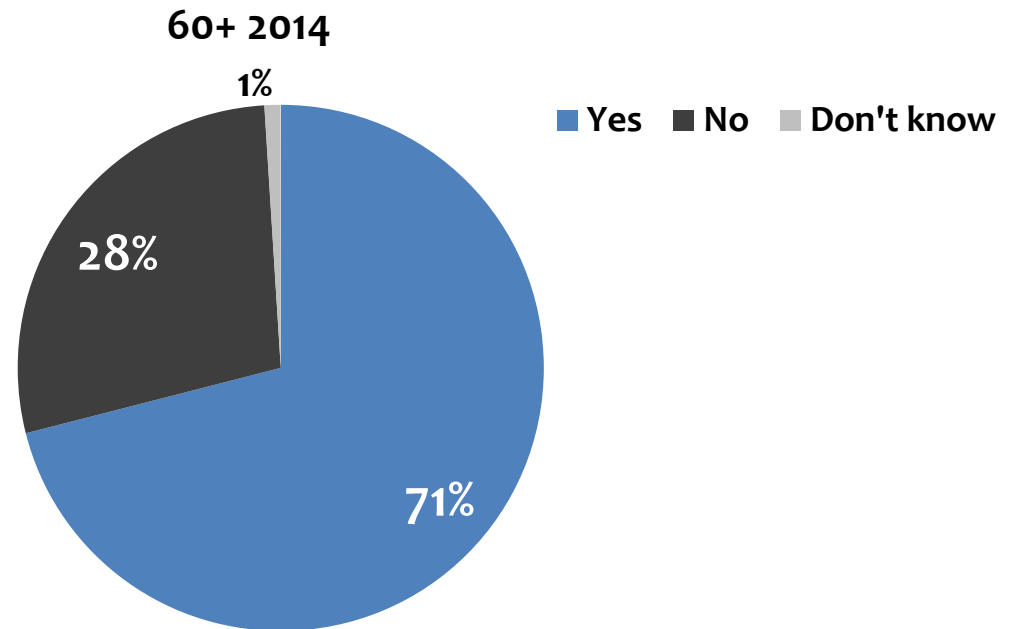
## Who do/will you rely on the most for support in your senior years?



Q35 (For 2014 60+, 2014 18-59). Who do/will you rely on the most for support in your senior years?  
 Q77 (For 2013 60+, 2013 18-59). Who do/will you rely on the most for support in your senior years?

# Most seniors say they have made arrangements with friends or family if something were to happen to them

***Have you made a plan with friends or family members who could help you in an emergency if something were to happen to you?***

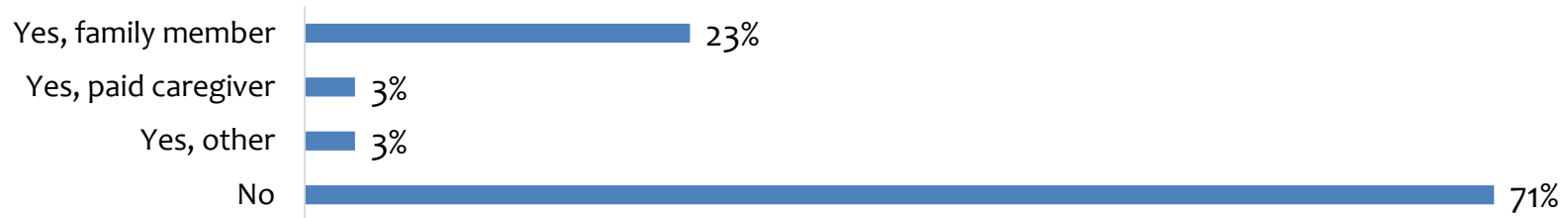


Q36 (For 2014 60+). Have you made a plan with friends or family members who could help you in an emergency if something were to happen to you?

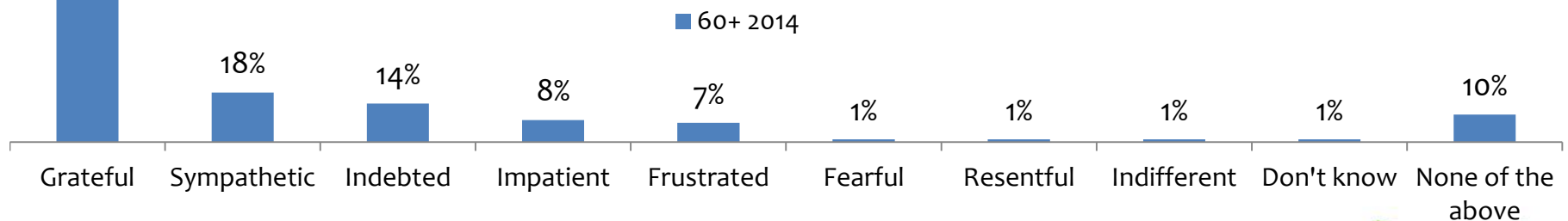
# Most seniors who have a caregiver feel grateful towards them

- Nearly a quarter of seniors say they have a family member or paid caregiver helping them on a regular basis

**Do you currently have a family member, paid caregiver, or someone else who helps you on a regular basis?**



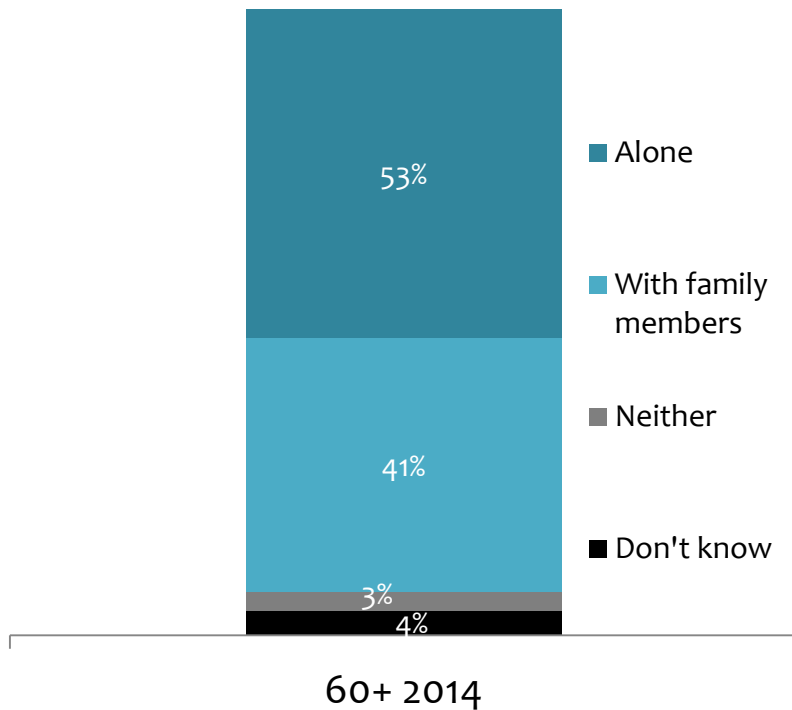
**IF YES: How do you feel towards the person assisting you?**  
(N=288)



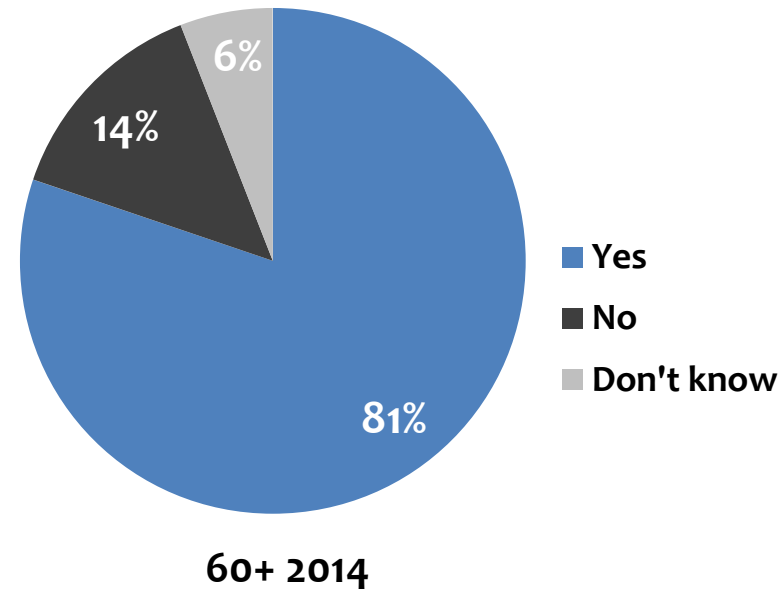
Q37 (For 2014 60+). Do you currently have a family member, paid caregiver, or someone else who helps you on a regular basis?  
Q38 (For 2014 60+). IF YES: How do you feel towards the person assisting you?

# Half of seniors would prefer to live alone for their remaining years

**Would you prefer to live alone, or with family members for the remainder of your senior years?**



**IF LIVE ALONE: Do you expect to live alone for the rest of your life?**  
(N=289)

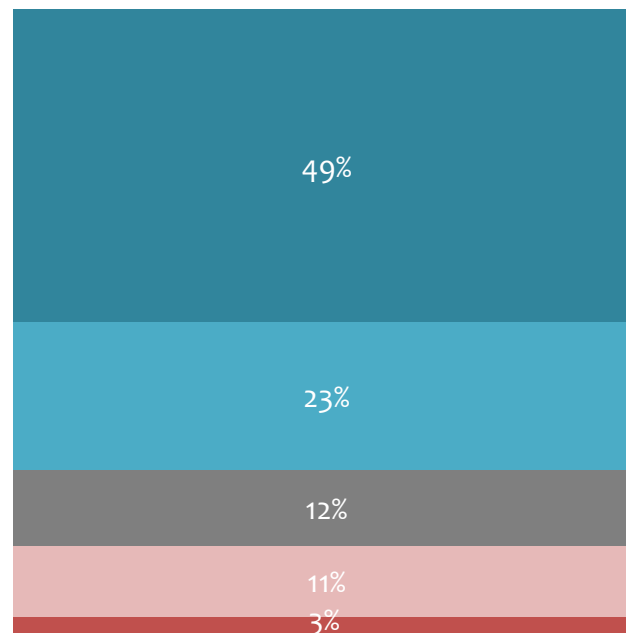


Q39 (For 2014 60+). Would you prefer to live alone, or with family members for the remainder of your senior years?  
Q40 (For 2014 60+). IF LIVE ALONE: Do you expect to live alone for the rest of your life?

# Most seniors living alone say it is easy for them to do so

## ***IF LIVE ALONE: How easy or difficult is it to live alone?*** (N=289)

■ Very easy   ■ Somewhat easy   ■ Neither easy or difficult   ■ Somewhat difficult   ■ Very difficult



60+ 2014

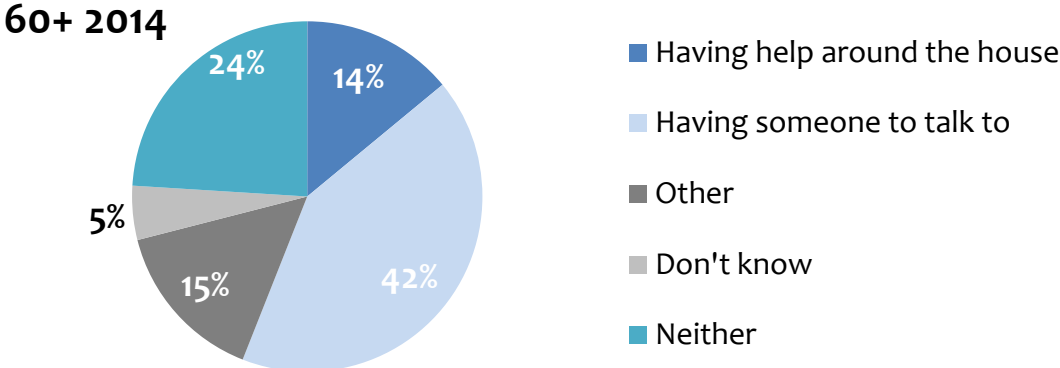


\*Not showing "don't know"  
Q41 (For 2014 60+). IF LIVE ALONE: How easy or difficult is it to live alone?

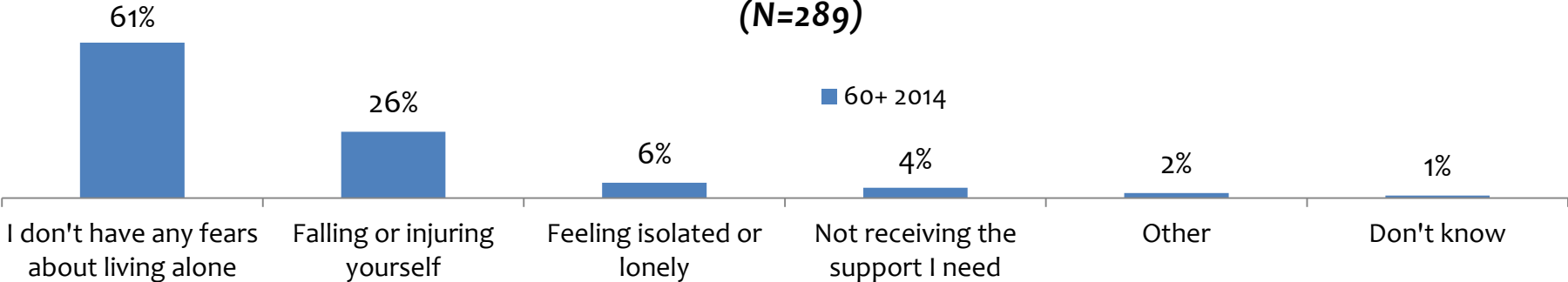


# Seniors who live alone miss having someone to talk to but do not have any fears of living alone

**IF LIVE ALONE: What do you miss most about living with other people?**  
(N=289)



**IF LIVE ALONE: What is your biggest concern or fear about living alone?**  
(N=289)



Q42 (For 2014 60+). IF LIVE ALONE: What do you miss most about living with other people?  
Q43 (For 2014 60+). IF LIVE ALONE: What is your biggest concern or fear about living alone?

## Most seniors do not think they need any support to live alone

Which of the following types of support [do you/would you] need to live alone?	60+ 2014
No support is needed	58%
Transportation	25%
Nutritional support (buying groceries, preparing food, etc.)	21%
Help walking up the stairs	10%
Managing medications	10%
Taking a shower	8%
Other	3%
Don't know	3%



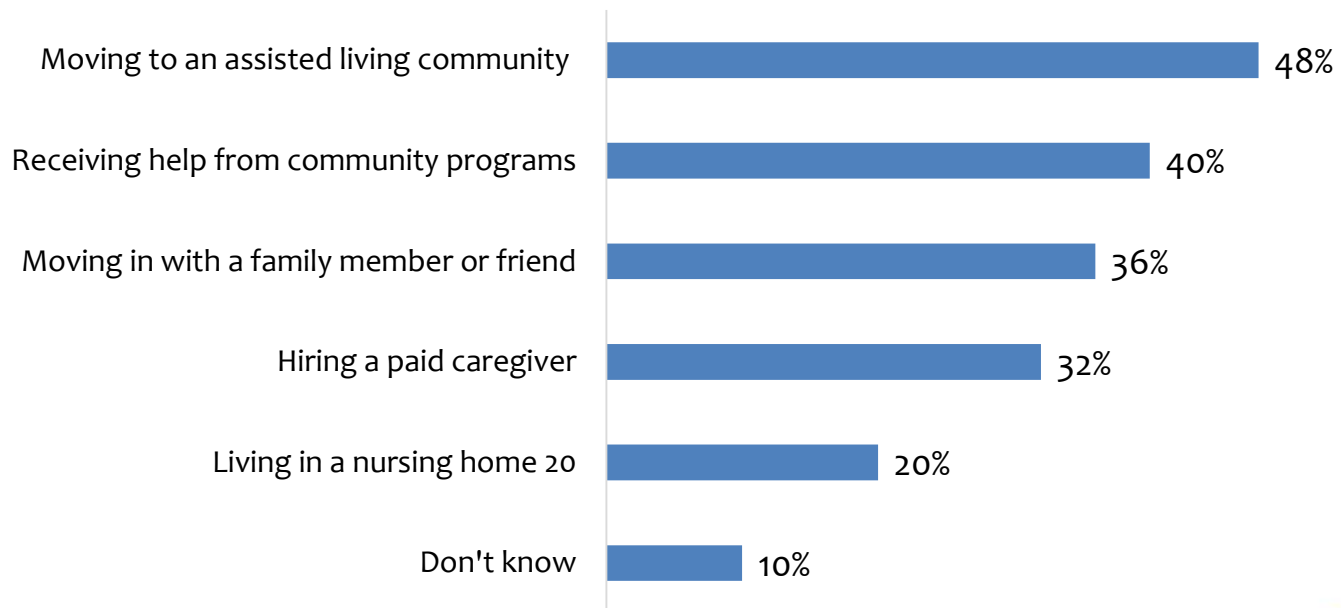
Q44 (For 2014 60+) Which of the following types of support [do you/would you] need to live alone?

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

- **Even though family support is important for seniors, moving in with family would not be their top choice if they were no longer able to care for themselves**

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

**(N=302)**

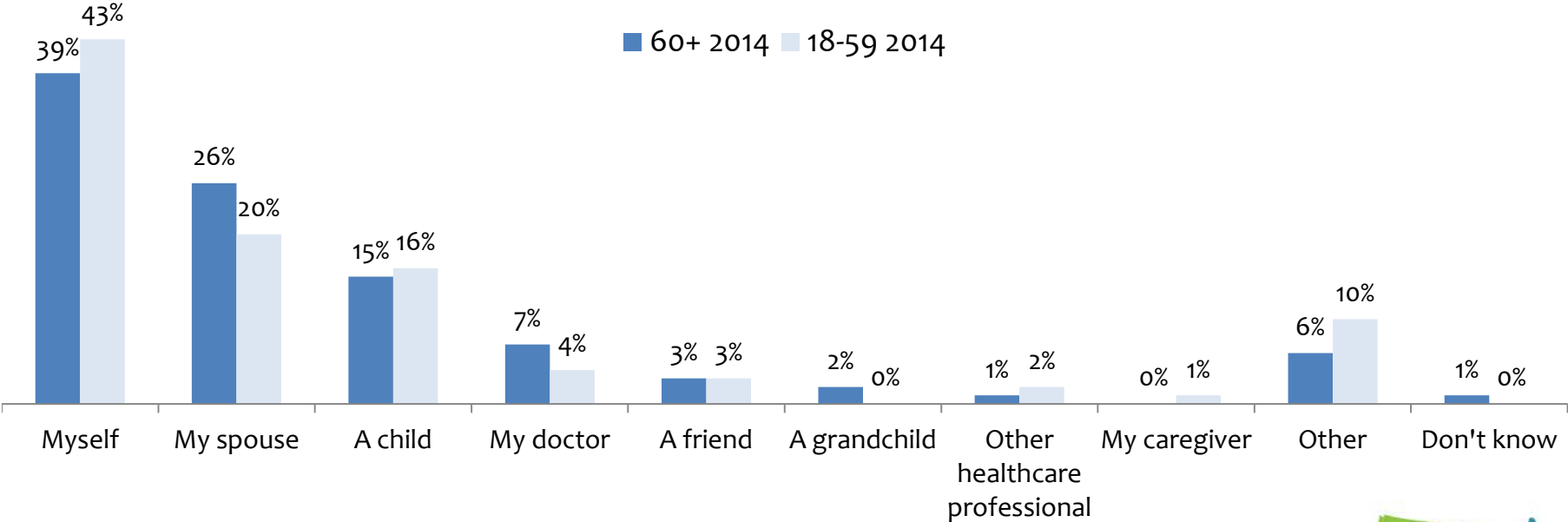


# HEALTH AND WELLNESS



# Seniors are most likely to say that their motivation to stay or get healthy comes from themselves

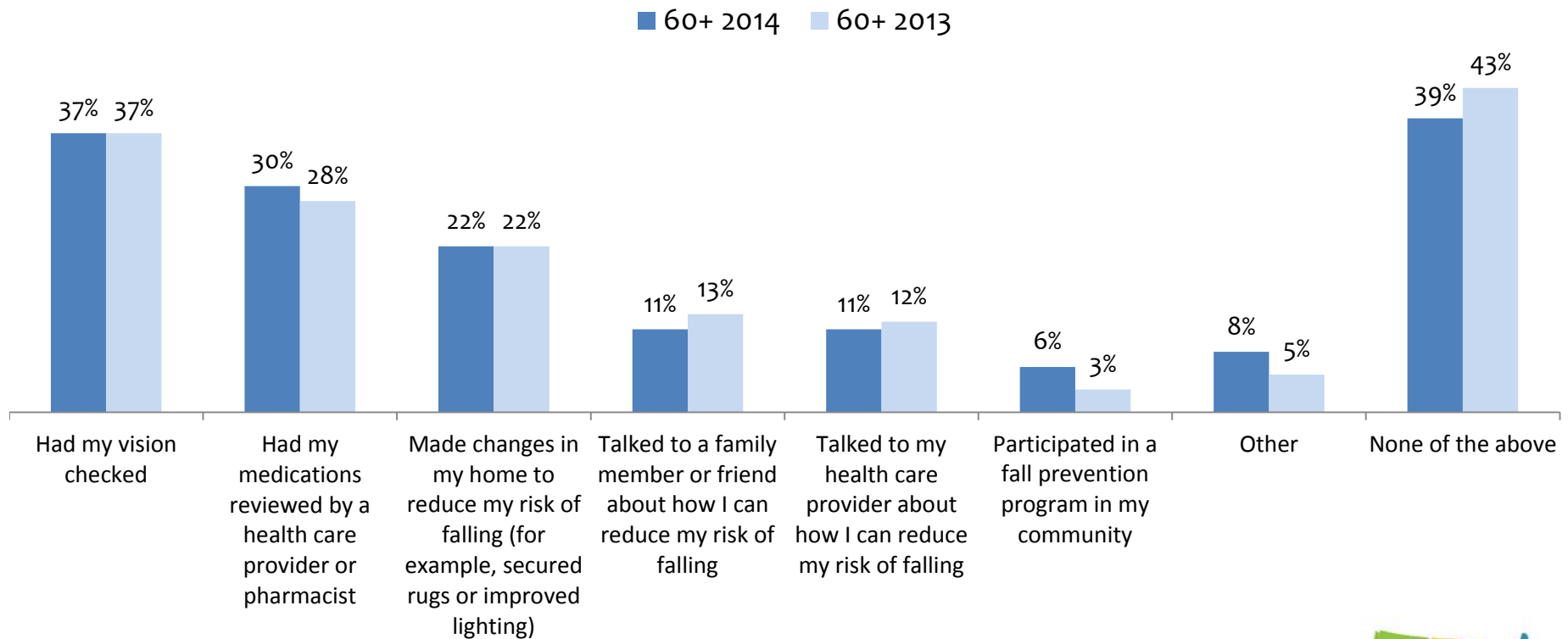
**Who is the most influential person in your life encouraging you to stay healthy or get healthier?**



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

# Nearly 4 in 10 seniors have not done anything to reduce the chance of fall in the past year

**In the past 12 months, which of the following have you done to reduce your chance of a fall?  
(N=491)**



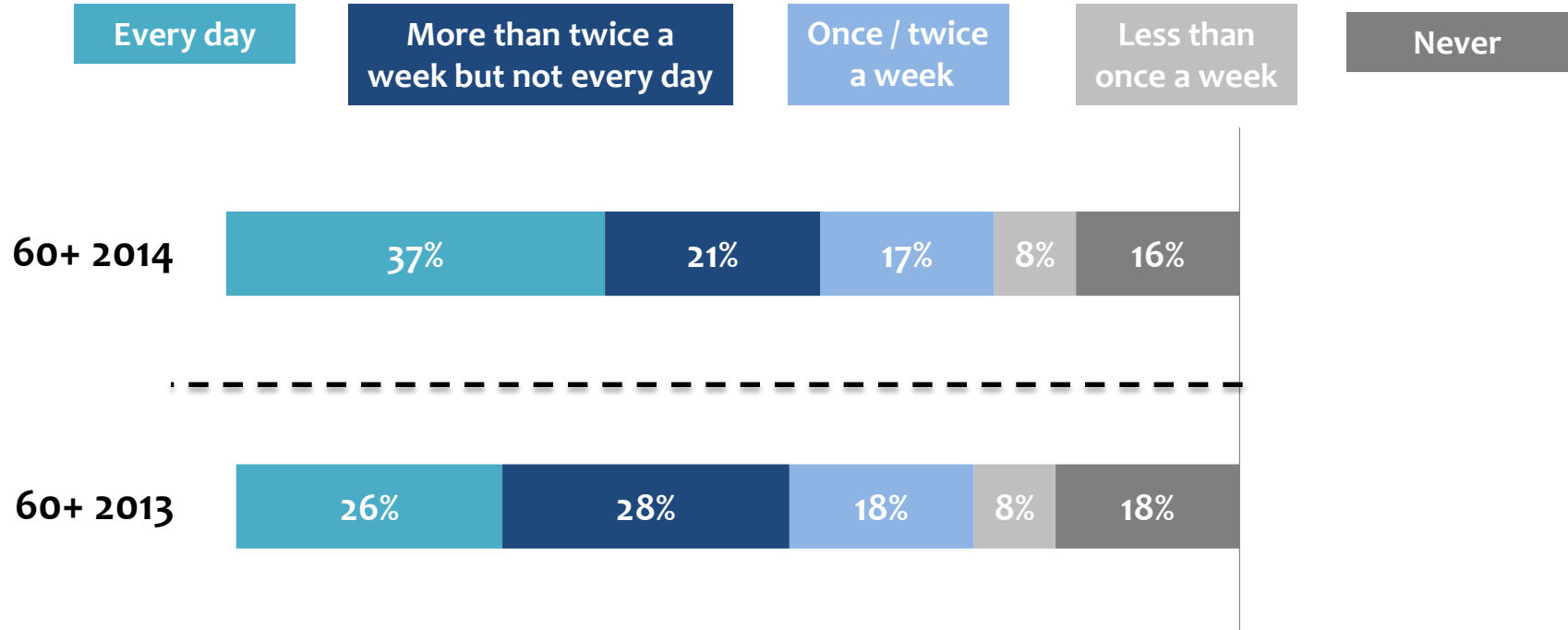
\*Not showing “don’t know”

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



# More seniors than last year say they exercise daily

**How often do you typically exercise for 30 minutes or more?  
(N=489)**



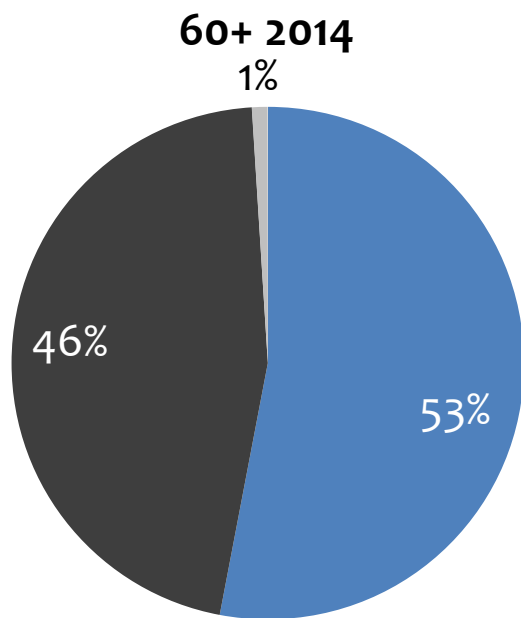
\*Not showing “don’t know”

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

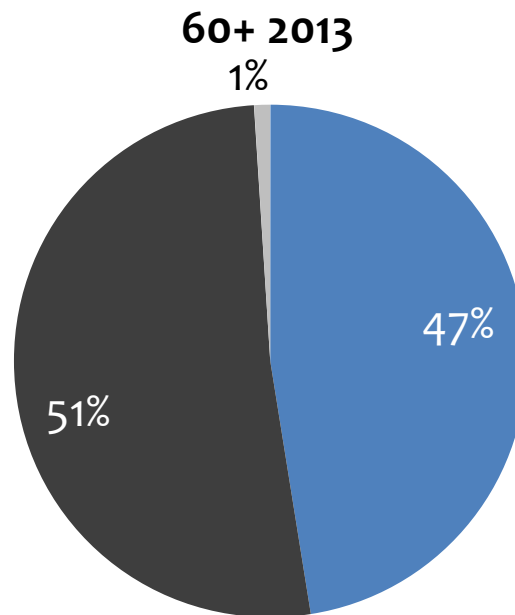
Q33 (For 2013 60+). How often do you typically exercise for 30 minutes or more? Among All.

# More seniors than last year say they have set specific goals to manage their health

**In the past 12 months, did you set one or more specific goals to manage your health?  
(N=489)**



■ Yes ■ No ■ Don't Know



■ Yes ■ No ■ Don't Know

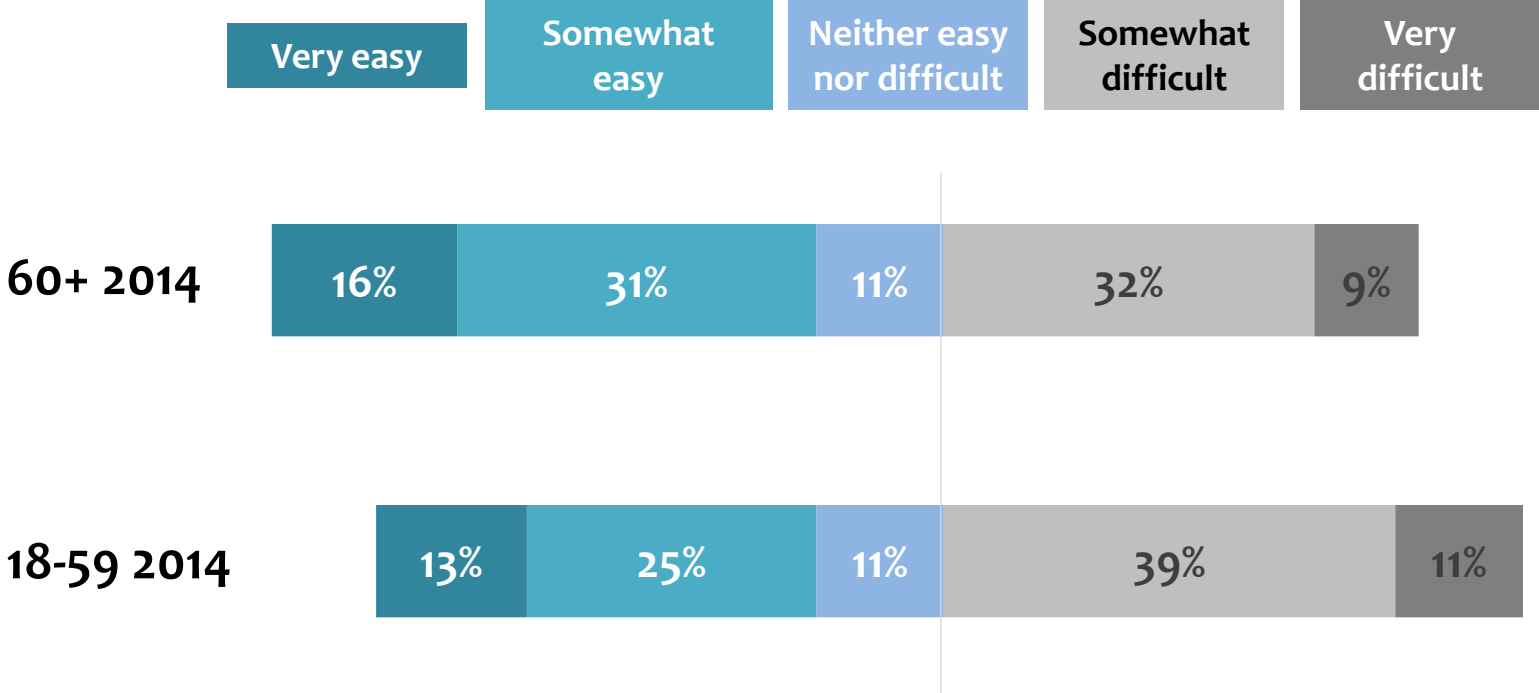


Q48 (For 2014 60+). In the past 12 months, did you set one or more specific goals to manage your health? Among All.  
Q34 (For 2013 60+). In the past 12 months, did you set one or more specific goals to manage your health? Among All.



# Nearly half of seniors say it is easy to achieve their health goals

**IF SET HEALTH GOALS: How easy or difficult is it to achieve your health goals?**



\*Not showing “don’t know”  
Q49 (For 2014 60+, 2014 18-59). IF SET HEALTH GOALS: How easy or difficult is it to achieve your health goals?

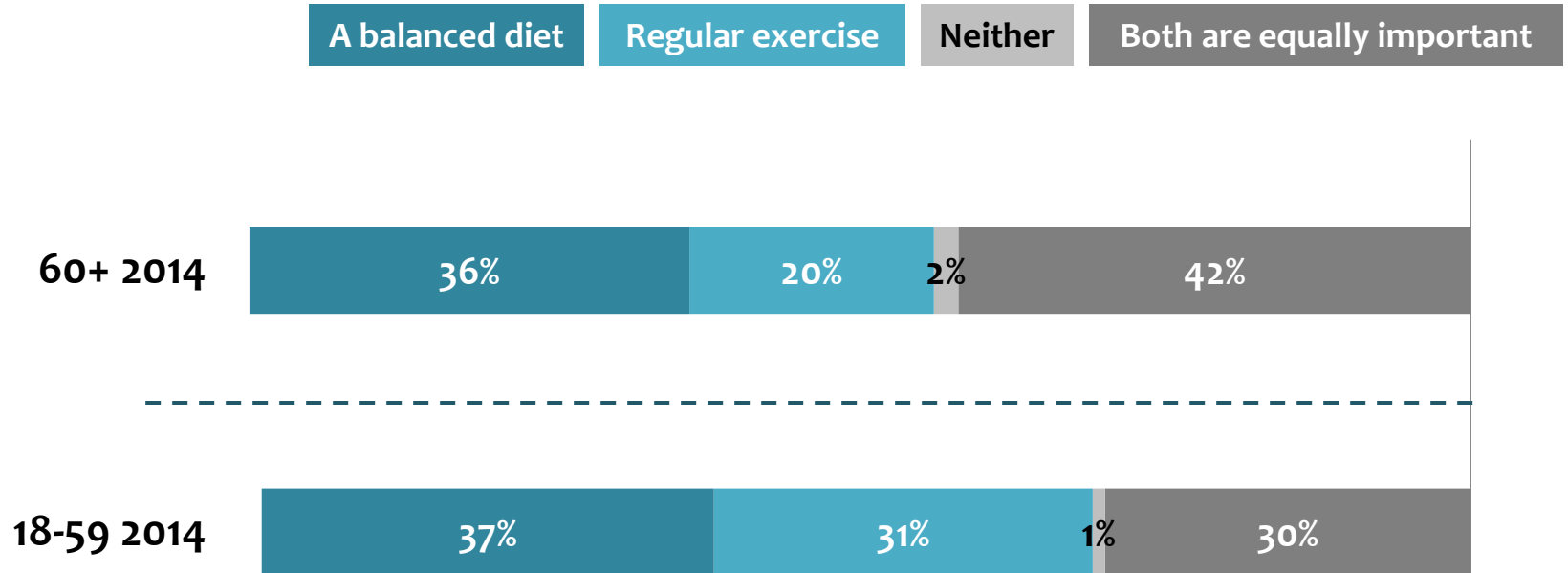
## Top health goals are a healthier diet, weight loss and more physical activity

IF SET HEALTH GOALS: What goals did you set to manage your health? (Ranked by 60+ 2014)	60+ 2014 (N=260)	18-59 2014 (N=438)
Eat healthier	37%	41%
Lose weight	30%	30%
Live a more physically active lifestyle	24%	32%
Visit my doctor regularly	12%	7%
Take necessary medication regularly	12%	5%
Go to the gym twice a week	8%	13%
Get more sleep	7%	8%
Take more vitamins	6%	6%
Quit smoking	4%	4%
Quit drinking	2%	4%
Other	14%	17%
Don't know	2%	2%



# 4 in 10 seniors say that a balanced diet and regular exercise are equally important

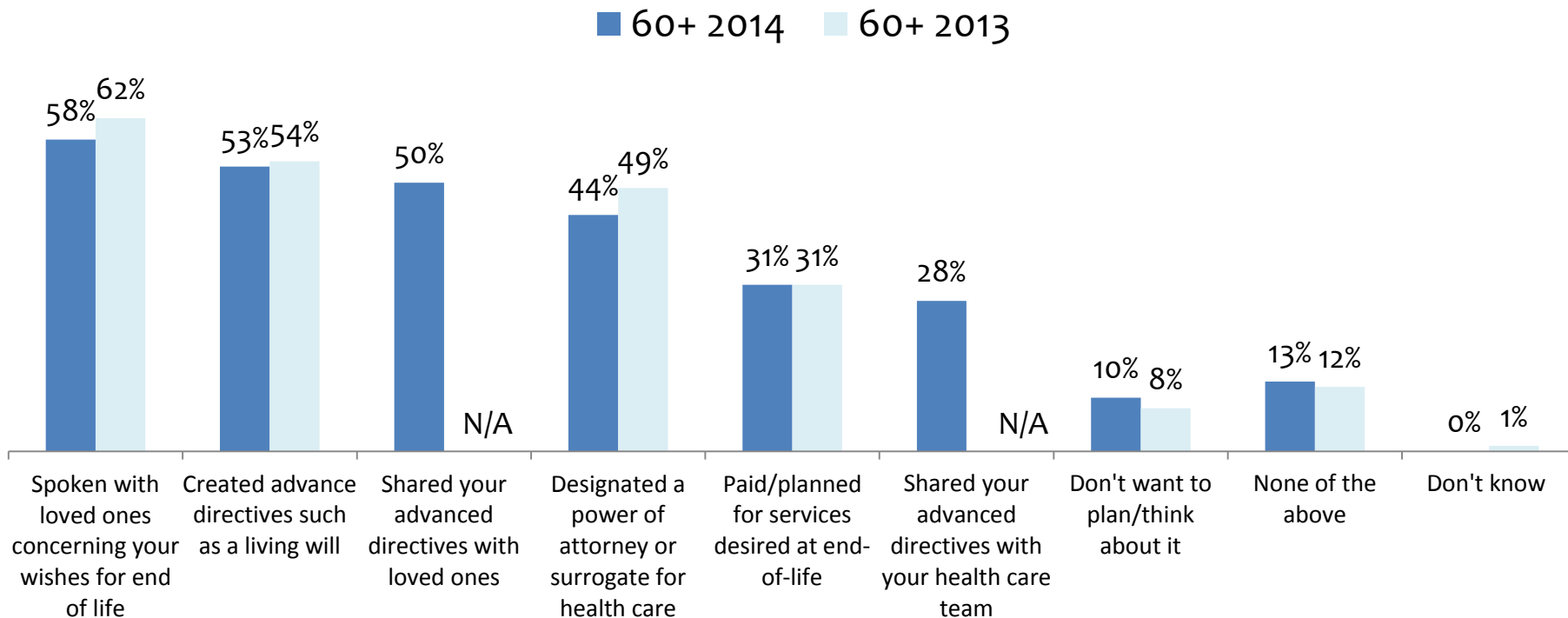
*Which is more important in maintaining your health, a balanced diet or regular exercise?*



\*Not showing “don’t know”  
Q51 (For 2014 60+, 2014 18-59). Which is more important in maintaining your health, a balanced diet or regular exercise?

# About half of seniors nationally say they have created a will or designated a power of attorney for health care

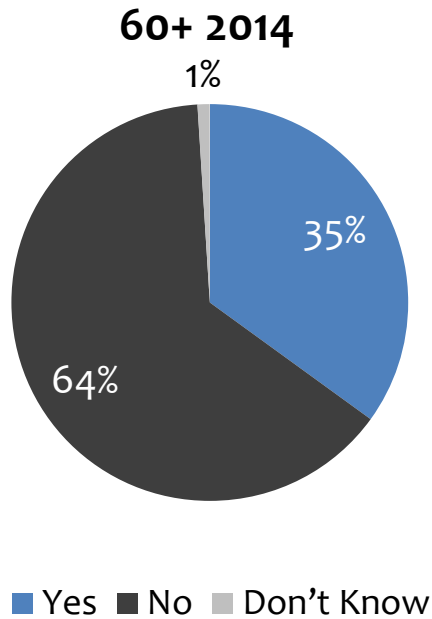
**Have you taken any of the following steps to plan for your care at the end-of-life?  
(Ranked by Seniors 60+ 2014)**



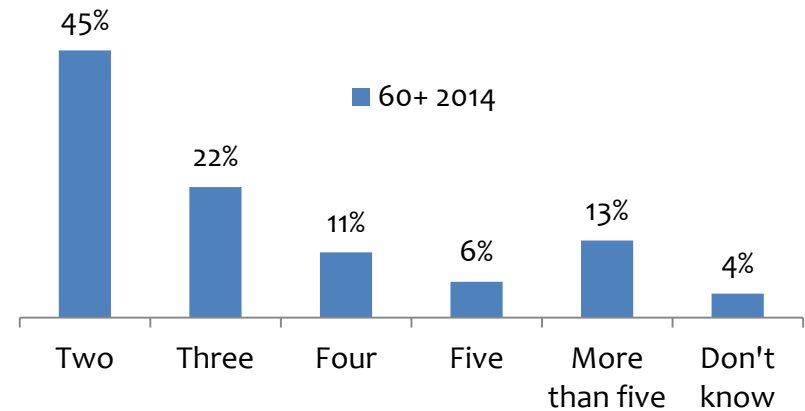
Q52 (For 2014 60+). Have you taken any of the following steps to plan for your care at the end-of-life? Among All.  
Q39 (For 2013 60+). Have you taken any of the following steps to plan for your care at the end-of-life? Among All.

One in three seniors have prescriptions from more than one doctor; among those with multiple prescriptions, most report that their doctors review their medications at every visit

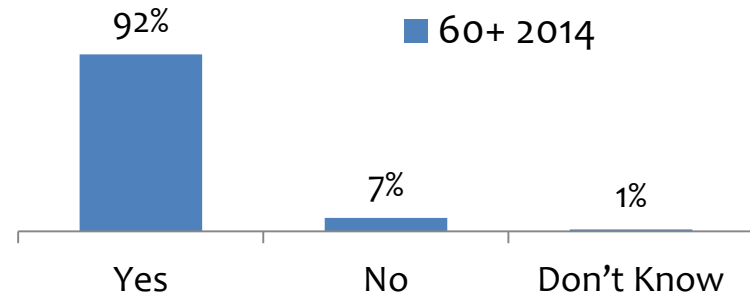
**Do you have prescriptions from more than one doctor?**



**IF YES: How many?**  
(N=171)



**IF YES: Do the doctors prescribing medications review the other medications you are taking each time you visit with them?**



\*Not showing "don't know"

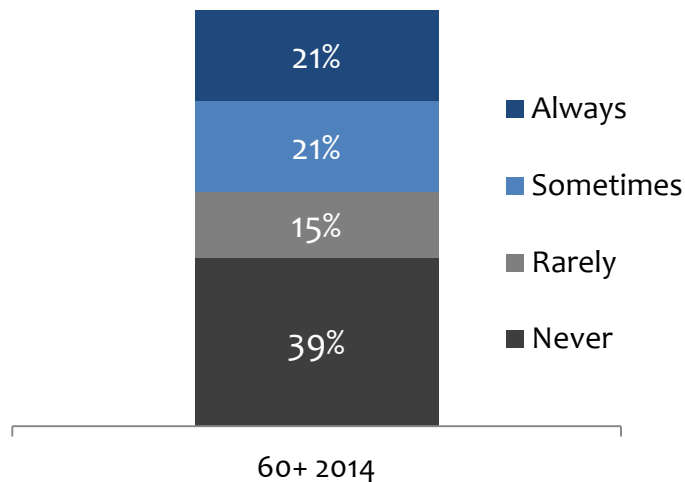
Q53 (For 2014 60+). Do you have prescriptions from more than one doctor?

Q54 (For 2014 60+). IF YES: How many?

Q55 (For 2014 60+). IF YES: Do the doctors prescribing medications review the other medications you are taking each time you visit with them?

# Nearly 4 in 10 seniors never discuss their medications with their pharmacist when picking up their prescription

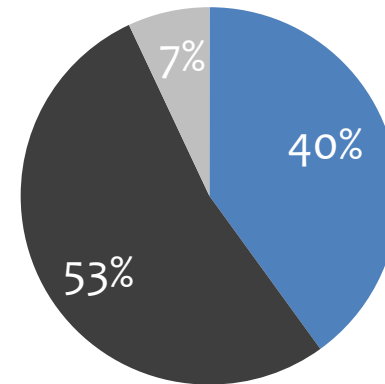
*When picking up your prescriptions, how often do you and your pharmacist speak about the medications you are taking and any potential problems such as out of date prescriptions, conflicts with other medications you have taken in the past or side effects of taking these medications?*



*IF ALWAYS, SOMETIMES, OR RARELY: Who usually initiates these conversations, you or your pharmacist?*



60+ 2014



■ You ■ Your pharmacist ■ Don't Know



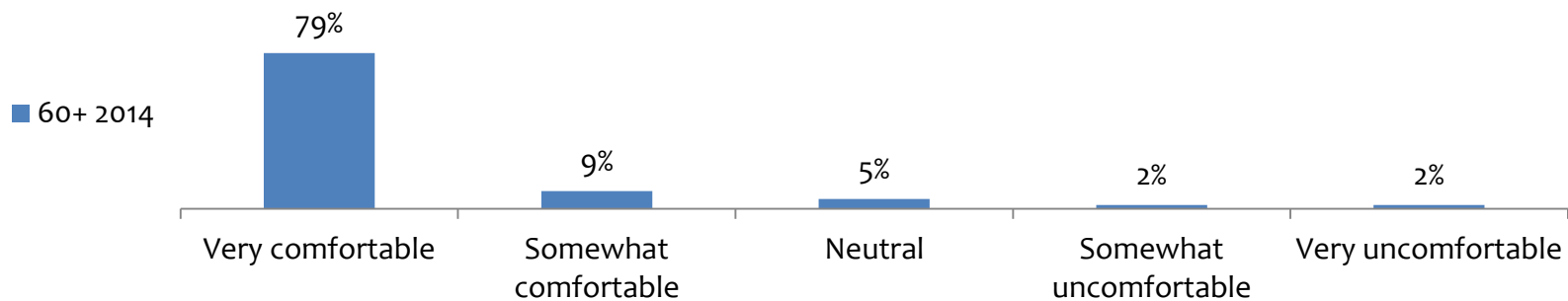
\*Not showing "don't know"

Q56 (For 2014 60+). When picking up your prescriptions, how often do you and your pharmacist speak about the medications you are taking and any potential problems such as out of date prescriptions, conflicts with other medications you have taken in the past or side effects of taking these medications?

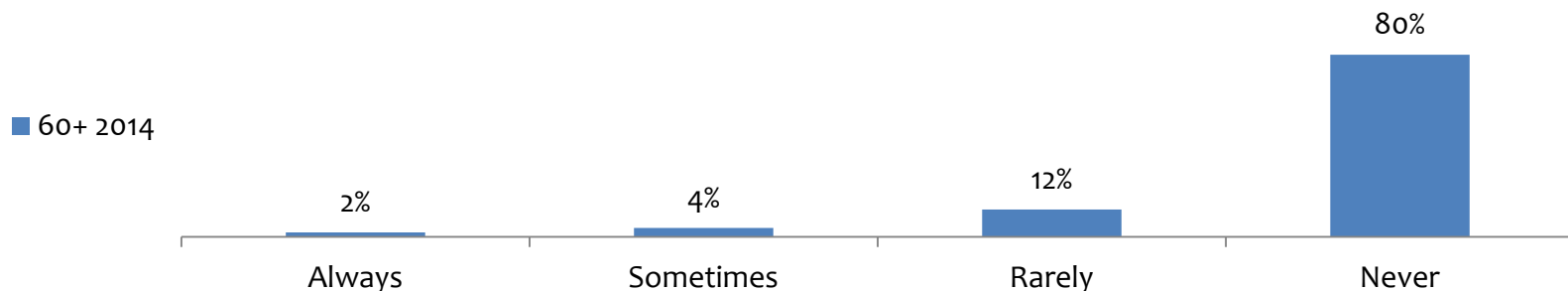
Q57 (For 2014 60+). IF ALWAYS, SOMETIMES, OR RARELY: Who usually initiates these conversations, you or your pharmacist?

# Most seniors are comfortable asking for lower cost drug options and most say they are never confused about what medication to take

**How comfortable do you feel asking your health care provider to prescribe generic medications, or discussing lower cost drug options when you are getting a prescription?**



**How often do you get confused about what medications to take?**



\*Not showing "don't know"

Q58 (For 2014 60+). How comfortable do you feel asking your health care provider to prescribe generic medications, or discussing lower cost drug options when you are getting a prescription?

Q59 (For 2014 60+). How often do you get confused about what medications to take?

## Seniors most value respect and honesty in their health care providers

Which of the following is most important to you with respect to your health care providers? (Ranked by 60+ 2014)	60+ 2014	18-59 2014
They treat me with honesty and respect	27%	24%
They're knowledgeable about my medical history	19%	20%
They're proactively engages in managing my health	19%	18%
They have access to the best technology	7%	12%
They have a good bedside manner	5%	6%
They are cost conscious	4%	5%
They adhere to treatment guidelines	1%	1%
Other	13%	11%
Don't know	4%	3%

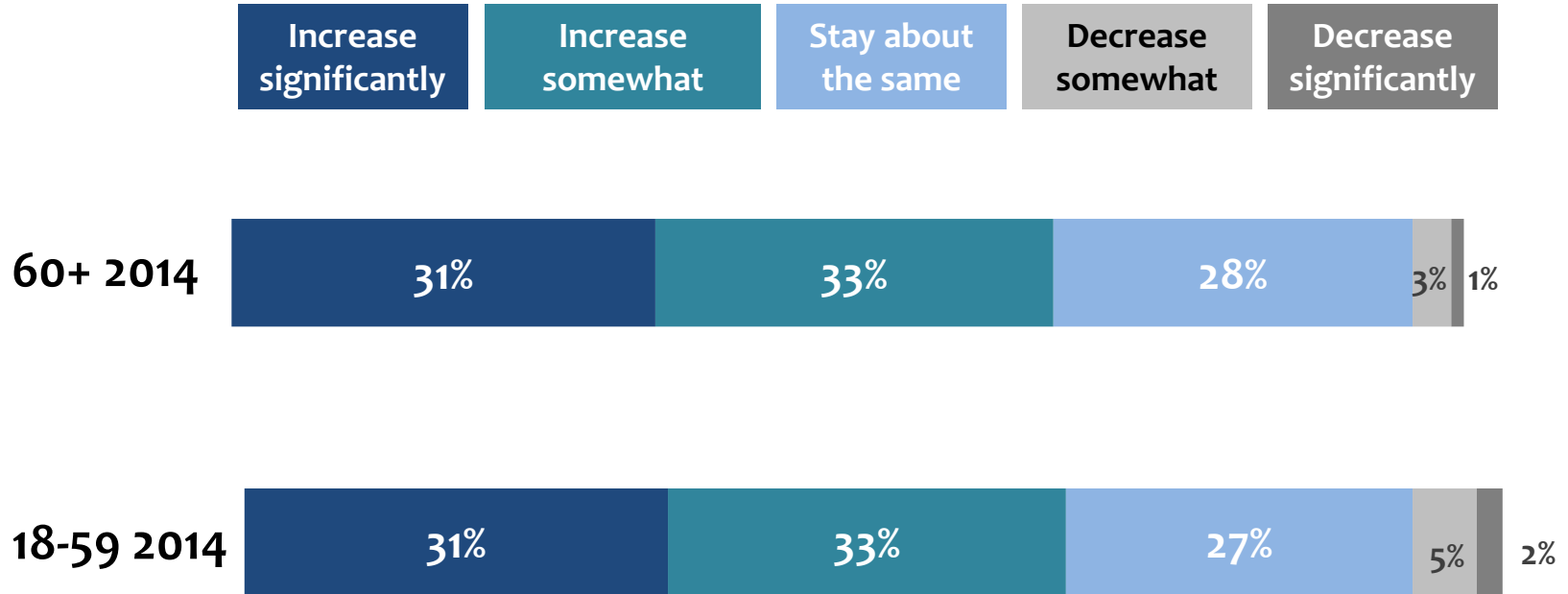


Q60 (For 2014 60+, 2014 18-59). Which of the following is most important to you with respect to your health care providers?



# Most expect their health care costs to increase in the next five to 10 years

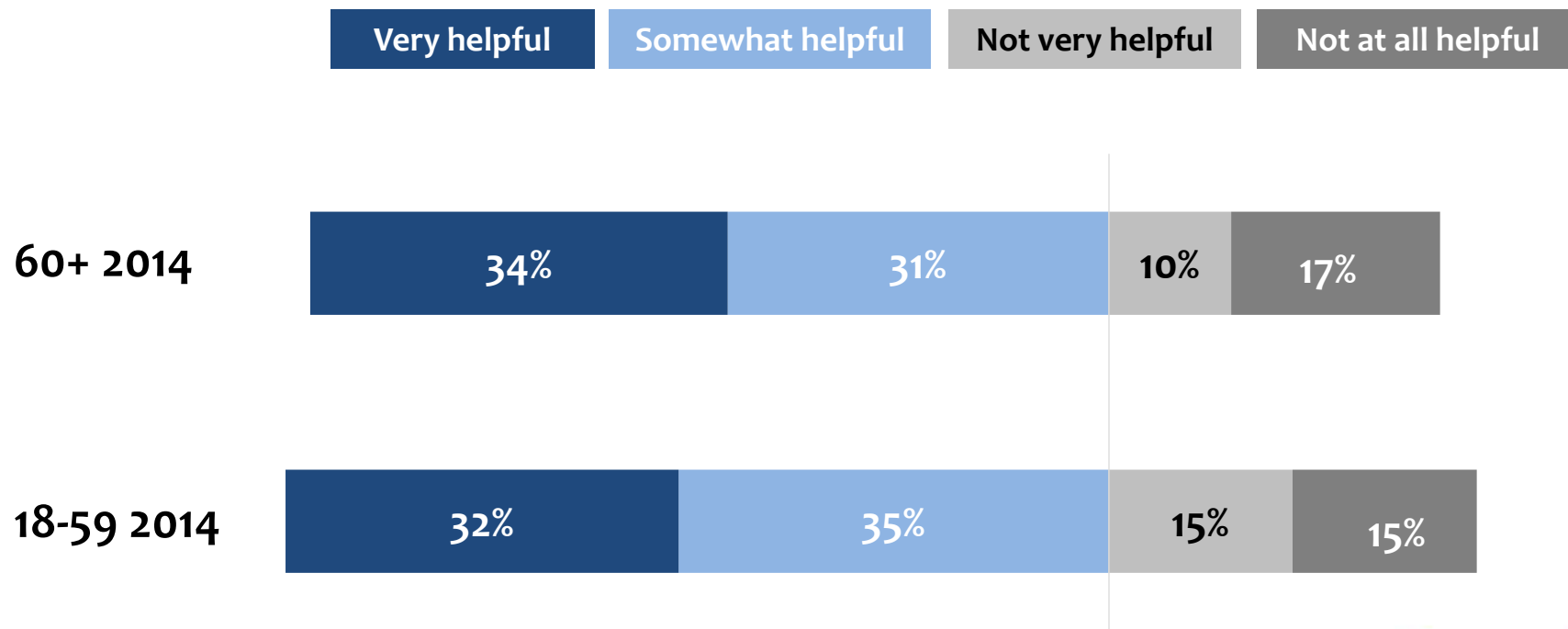
*When thinking about the next five to 10 years, do you expect your health care costs to increase significantly, increase somewhat, stay about the same, decrease somewhat, or decrease significantly?*



\*Not showing "don't know"  
Q61 (For 2014 60+, 2014 18-59). When thinking about the next 5-10 years, do you expect your health care costs...?

# The majority of seniors say it would be helpful if their Primary Care Physician could take on more responsibilities for specialized care

***If Primary Care Physicians took on more responsibility for specialized care that you would otherwise receive from a specialist such as a cardiologist or endocrinologist, how helpful would that be in managing your health?***

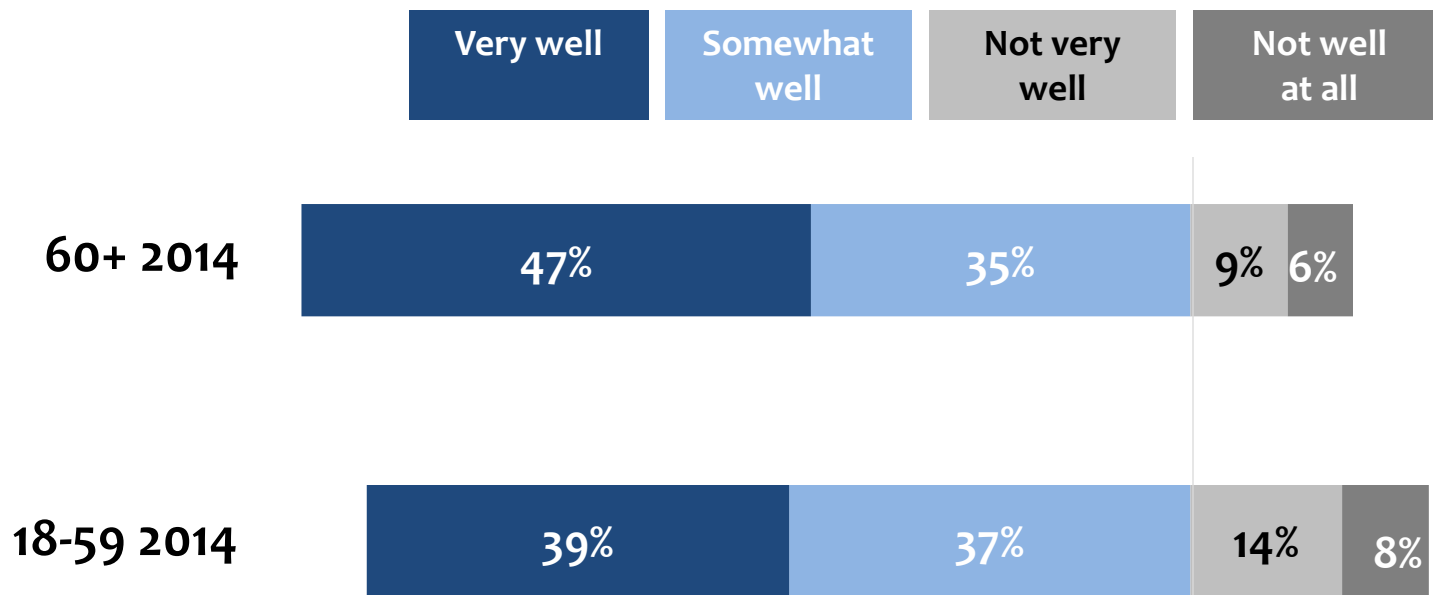


\*Not showing “don’t know”

Q62 (For 2014 60+, 2014 18-59). If Primary Care Physicians took on more responsibility for specialized care that you would otherwise receive from a specialist such as a cardiologist or endocrinologist, how helpful would that be in managing your health?

# Most seniors also say they understand the cost of their health care treatment well

*How well do you understand the cost of your health care treatment before you receive it?*



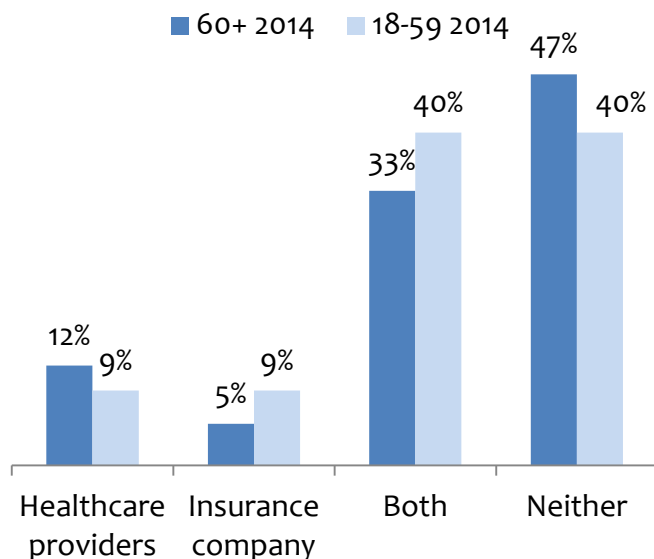
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Q63 (For 2014 60+, 2014 18-59). How well do you understand the cost of your health care treatment before you receive it?

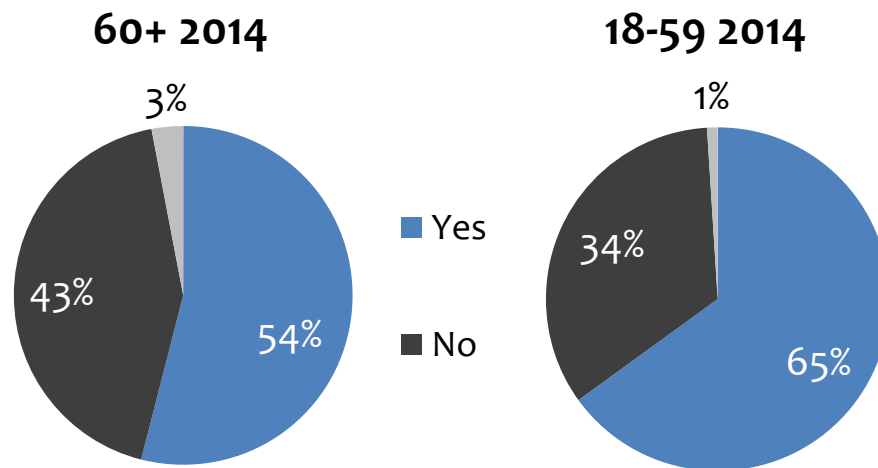
# Many seniors say they research the cost of health care services prior to receiving treatment

- A majority of seniors would like more information about costs before treatment

*Prior to receiving treatment, do you seek out information about the cost of your treatment from your health care providers, your insurance company, both or neither?*



*Would you like to receive more information about the cost of your health care before you are treated?*



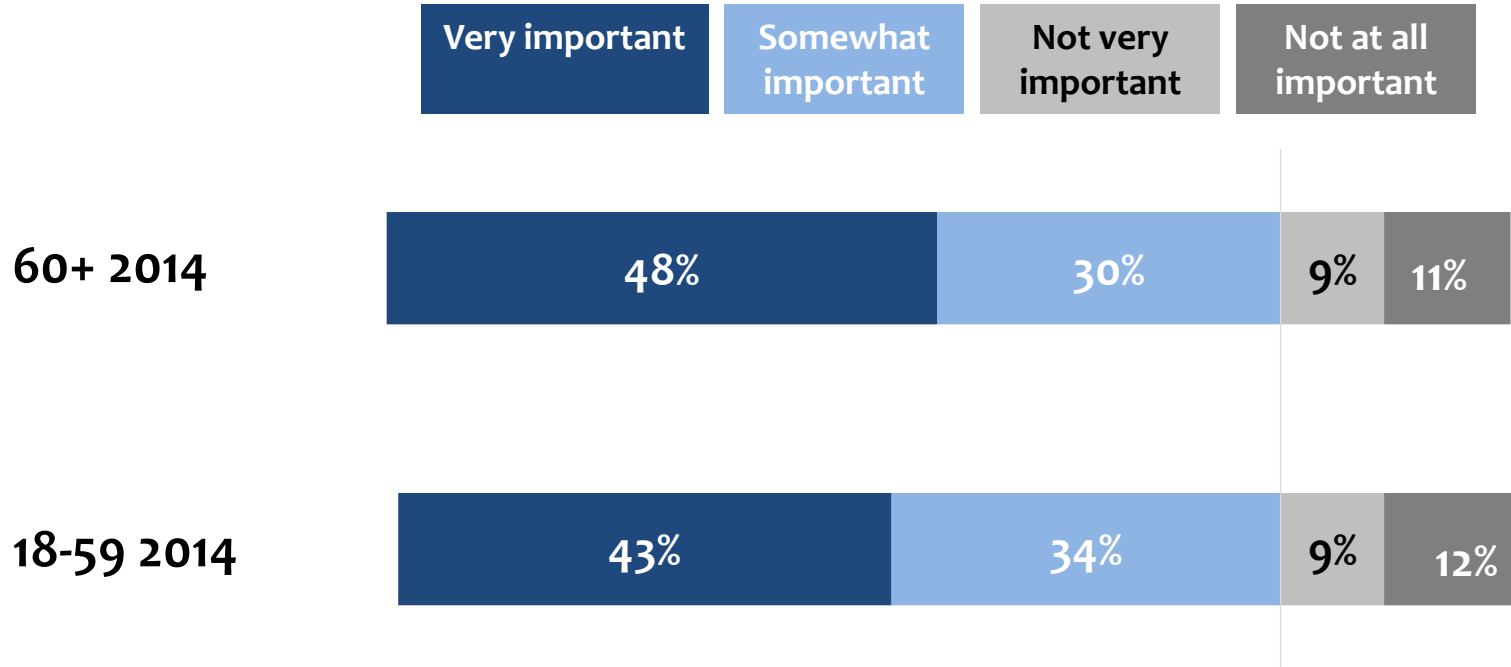
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Q64 (For 2014 60+, 2014 18-59). Prior to receiving treatment, do you seek out information about the cost of your treatment from your health care providers, your insurance company, both or neither?

Q65 (For 2014 60+, 2014 18-59). Would you like to receive more information about the cost of your health care before you are treated?

# Most seniors value the role of their health insurance provider in helping them with their health and wellness

*How important of a role does your health insurance provider play in helping with your health and wellness?*

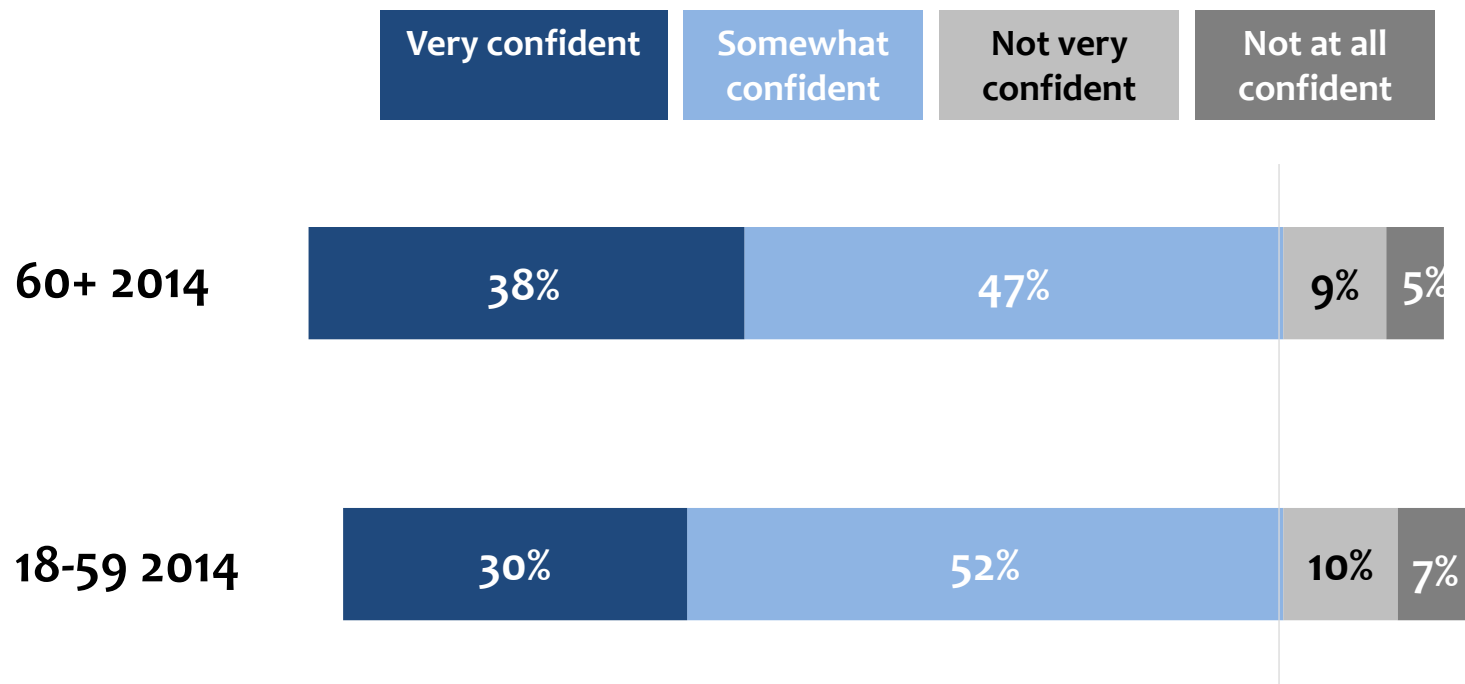


\*Not showing "don't know"

Q66 (For 2014 60+, 2014 18-59). How important of a role does your health insurance provider play in helping with your health and wellness?

# Most seniors are confident that they are prepared for changes in their health as they age

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

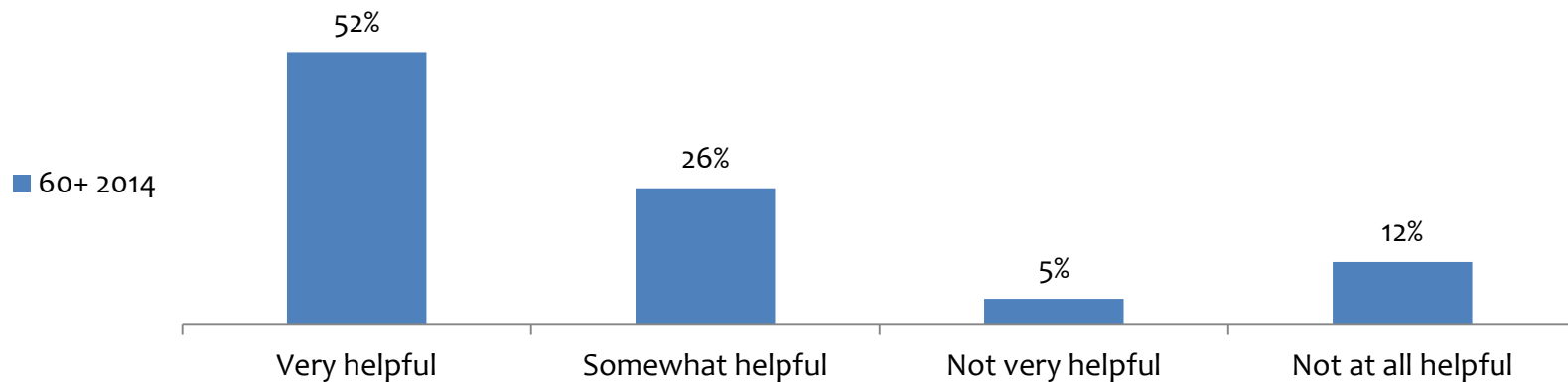


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Q67 (For 2014 60+, 2014 18-59). How confident are you that you are prepared for changes in your health as you age?

## Most seniors value annual wellness visits

**How helpful is it to have annual wellness visits with your health care provider to help manage your health?**

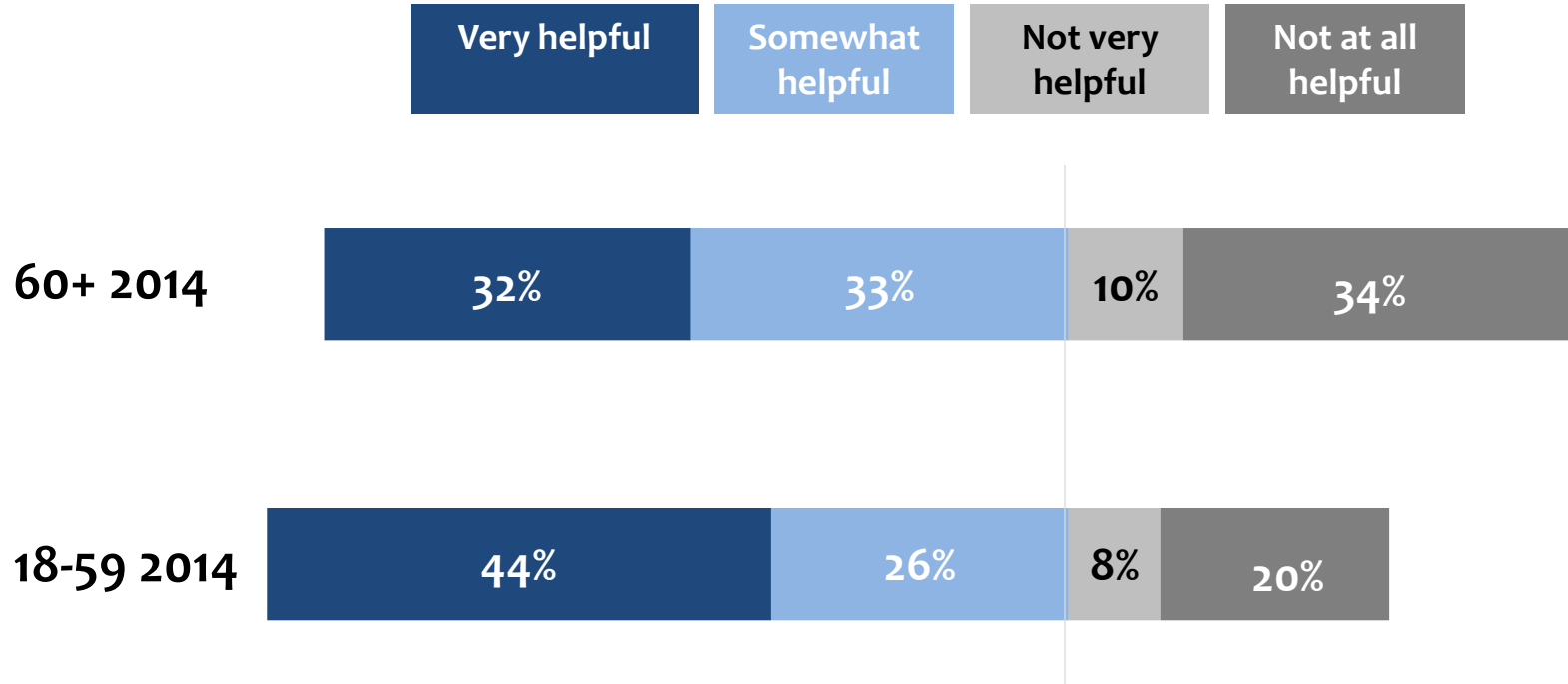


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Q68 (For 2014 60+). How helpful is it to have annual wellness visits with your health care provider to help manage your health?

# A majority of seniors say it would be helpful to have access to electronic health records

*How helpful would it be to have access to an electronic health record that you can access online, which contains your medical history, information about your prescriptions, etc.?*



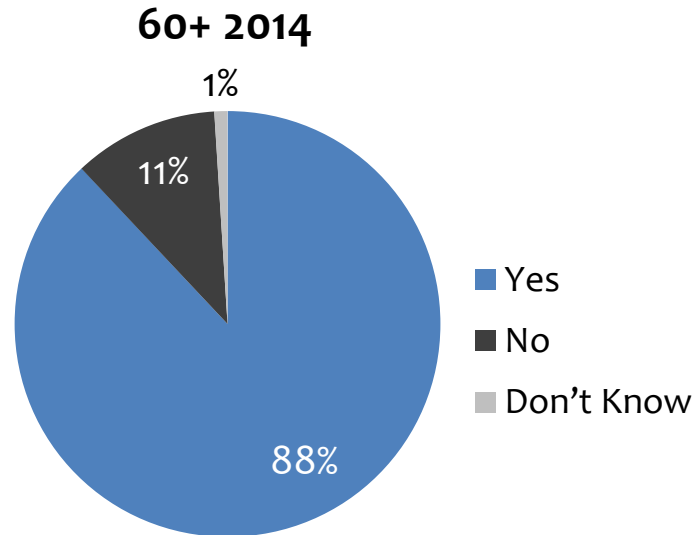
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Q70 (For 2014 60+, 2014 18-59). How helpful would it be to have access to an electronic health record that you can access online, which contains your medical history, information about your prescriptions, etc.?

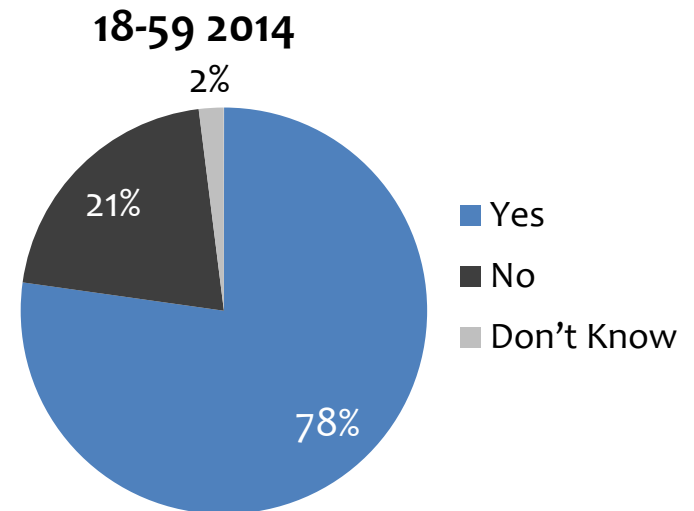


# Among seniors with caregivers, almost all say their caregiver has access to their medical records

**IF HAVE CAREGIVER: Does the person who helps you have access to up-to-date information regarding your health care needs, such as your insurance information, medical records or your doctor's contact information?**



**Do you have access to up-to-date information regarding the health care needs of your family members, such as your insurance information, medical records or your doctor's contact information?**

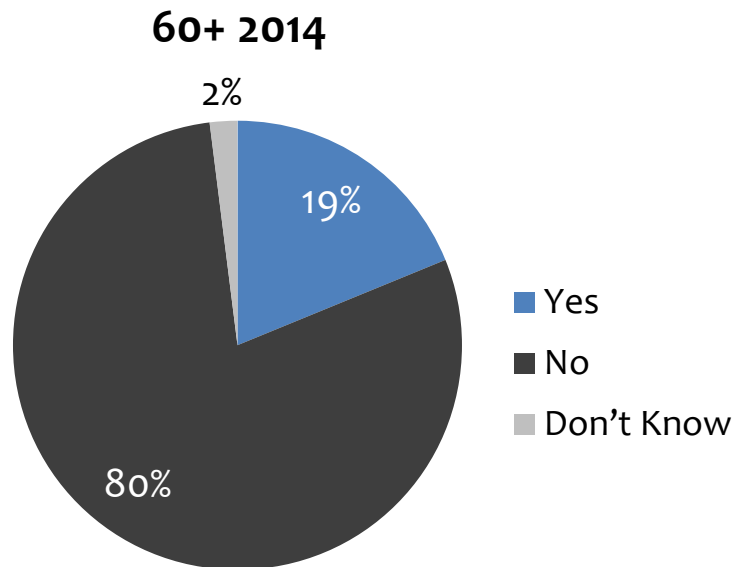


Q71 (For 2014 60+). IF HAVE CAREGIVER: Does the person who helps you have access to up to date information regarding your health care needs, such as your insurance information, medical records or your doctor's contact information?

Q72 (For 2014 18-59). Do you have access to up to date information regarding the health care needs of your family members, such as your insurance information, medical records or your doctor's contact information?

# Most seniors have not been referred to local health and wellness resources by their health provider

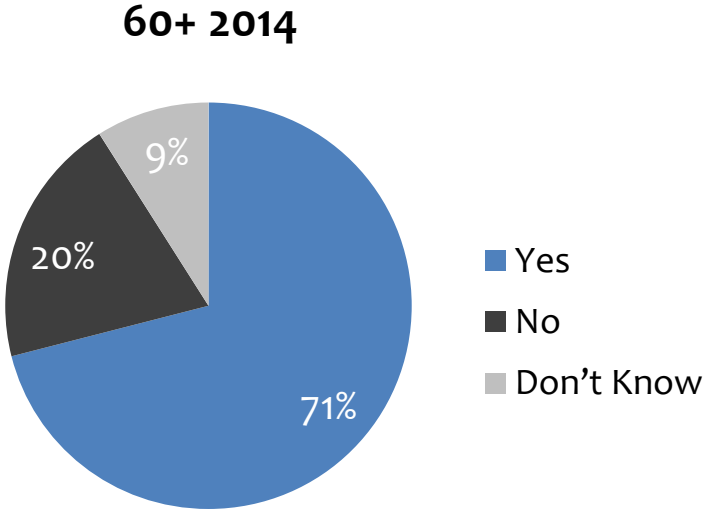
***Has your health provider ever referred you to local resources that provide medication management, nutrition, transportation and/or wellness programs?***



Q73 (For 2014 60+). Has your health provider ever referred you to local resources that provide medication management, nutrition, transportation and/or wellness programs?

# Most seniors say their health care professionals work together to coordinate their care

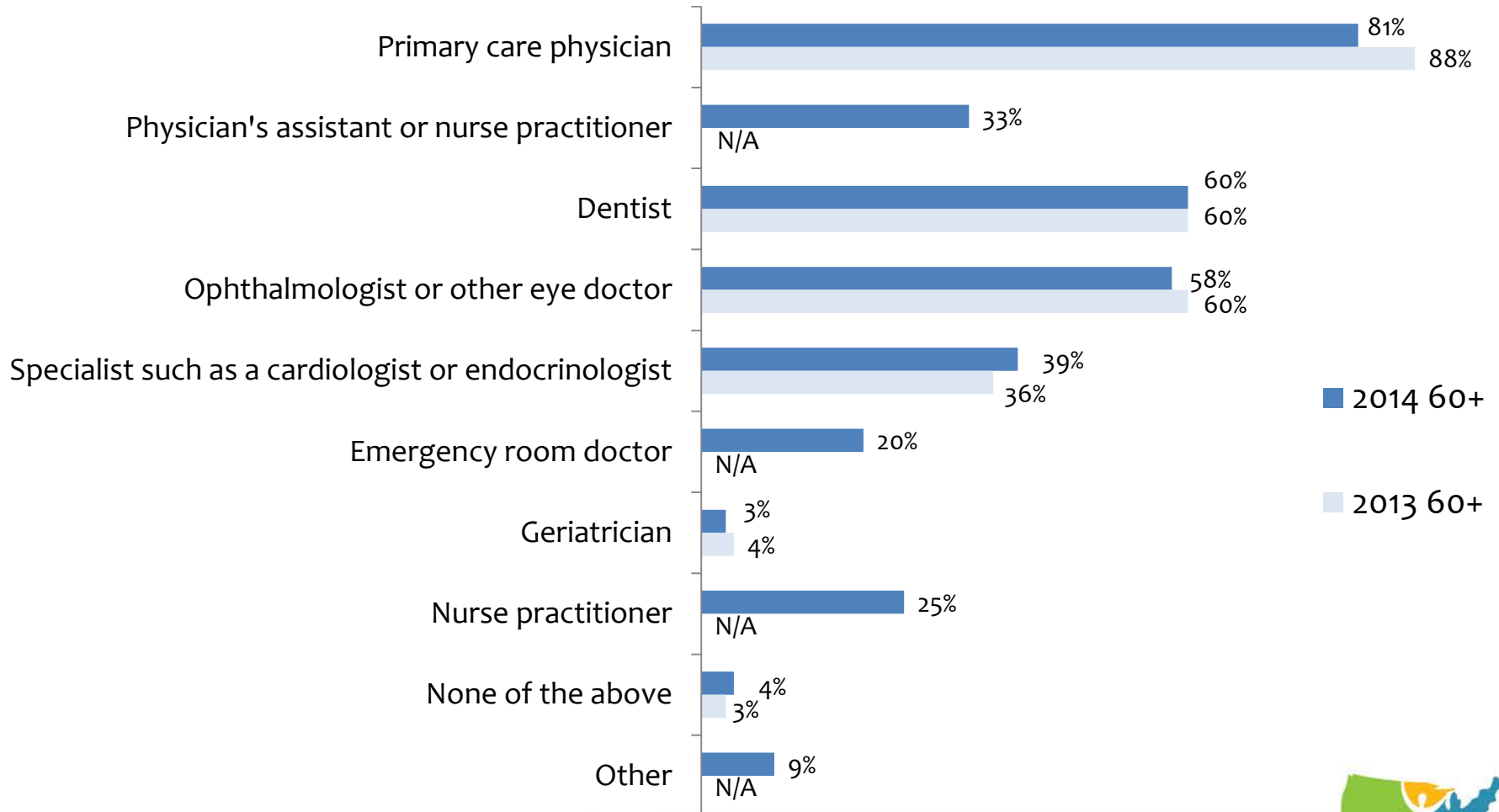
**IF SEEN MORE THAN 1 HEALTH CARE PROFESSIONAL: Do your health professionals coordinate with one another about your health care?**



Q75 (For 2014 60+). IF SEEN MORE THAN 1 HEALTH CARE PROFESSIONAL: Do your health professionals coordinate with one another about your health care?

# A large majority of seniors have seen a Primary Care Physician in the past year, but very few have seen a geriatrician

**Which of the following types of health care professionals have you seen in the past year?**

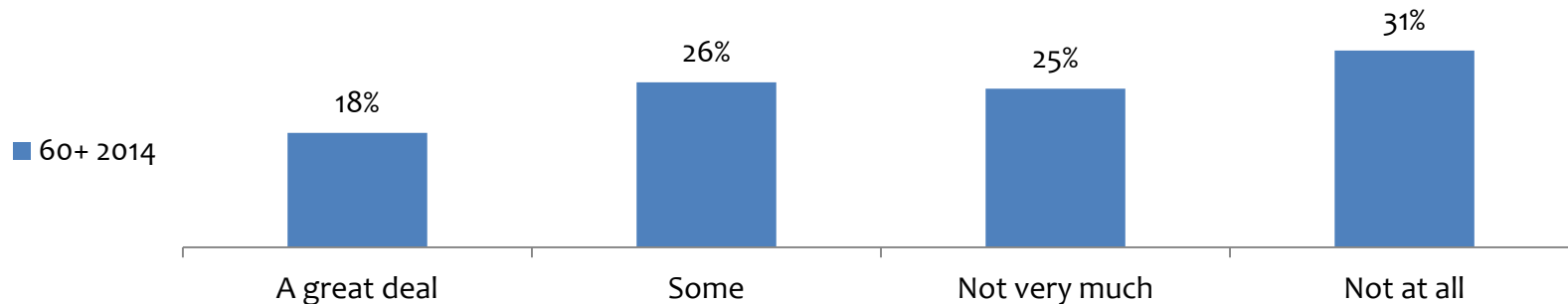


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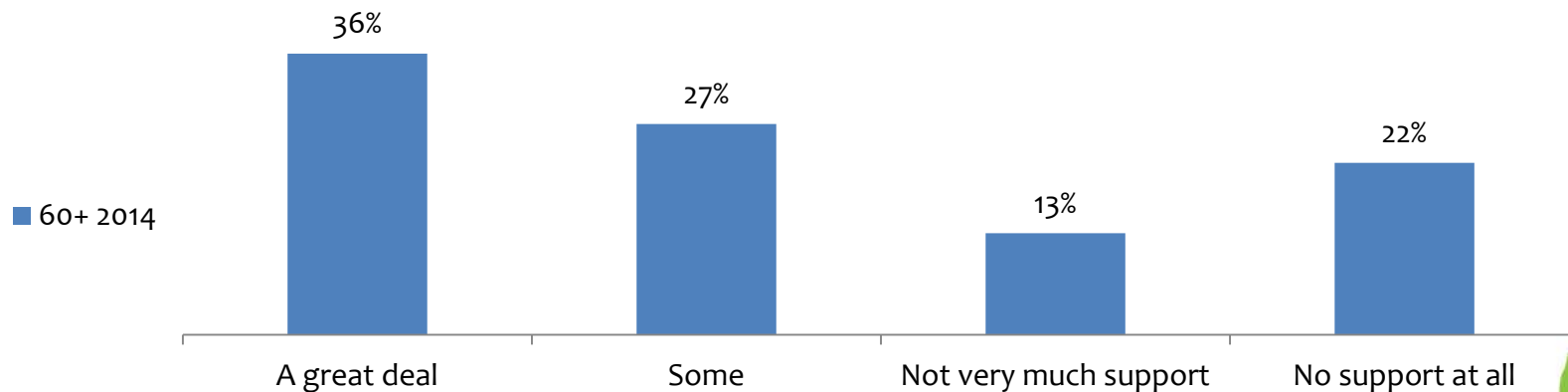
Q74 (For 2014 60+). Which of the following types of health care professionals have you seen in the past year? Please tell me all that apply. Among all Q41 (For 2013 60+). Which of the following types of health care professionals have you seen in the past year? Please tell me all that apply. Among all

# More than half of seniors with chronic illnesses say their health condition(s) does not impact their every day life

**IF AT LEAST 1 CHRONIC ILLNESS: How much do your health conditions impact your ability to do the things you want every day? (N=880)**



**IF AT LEAST 1 CHRONIC ILLNESS: How much support do you receive from your family members, and/or friends, and/or spouse to help manage your health conditions? (N=880)**



\*Not showing "don't know"

Q77 (For 2014 60+). IF AT LEAST 1 CHRONIC ILLNESS: How much do your health conditions impact your ability to do the things you want every day?

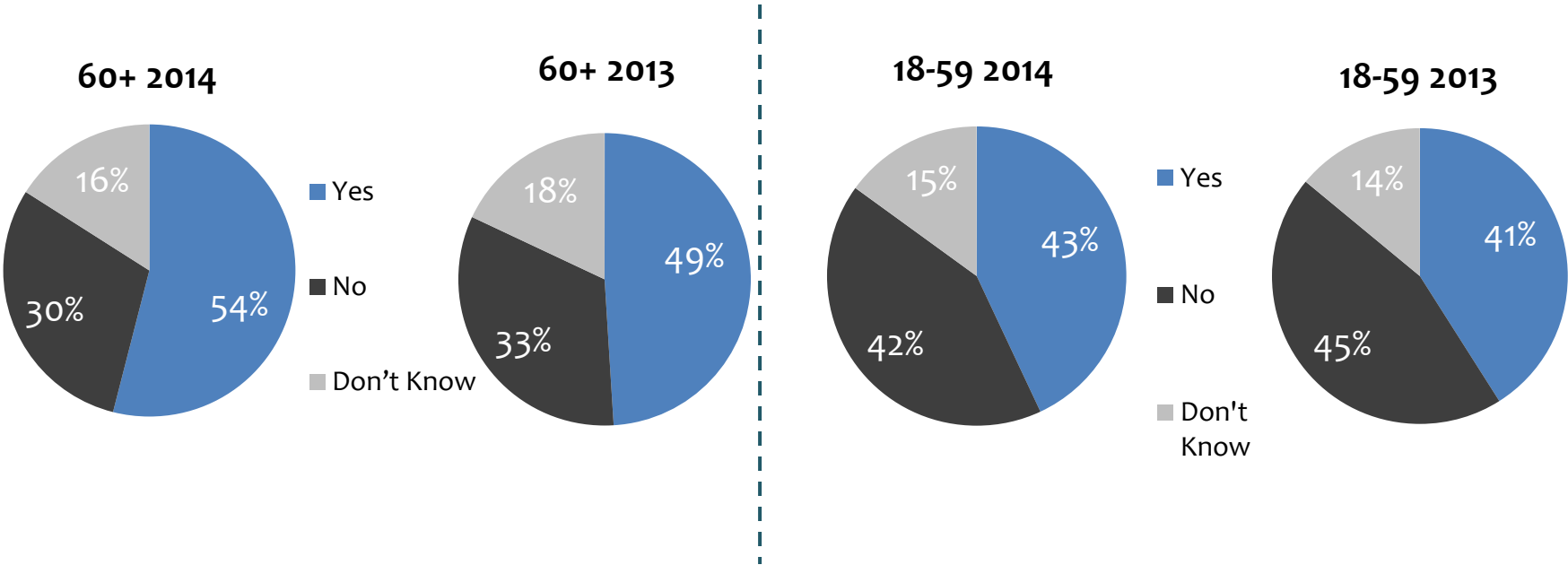
Q78 (For 2014 60+). IF AT LEAST 1 CHRONIC ILLNESS: How much support do you receive from your family members, and/or friends, and/or spouse to help manage your health conditions?

# COMMUNITY PREPAREDNESS



# More seniors feel that their community is prepared for a growing senior population compared to last year, but younger adults are less likely to agree

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



Q79 (For 2014 60+, 2014 18-59). Do you feel your community – meaning the city/town you live in – is doing enough to prepare for the needs of a growing senior population? Among All.

Q58 (For 2013 60+, 2013 18-59). Do you feel your community – meaning the city/town you live in – is doing enough to prepare for the needs of a growing senior population? Among All.

## Seniors anticipate needing the most help with home maintenance and transportation

What services do you anticipate needing as you age? Please tell me all that apply.	60+ 2014 (N= 493)
Support doing maintenance on your house	40%
Support with transportation	39%
Support with long-term care, which might include home care, assisted living, adult daycare, etc.	36%
Support managing your health and wellness	29%
Support managing your nutrition and/or meals	24%
Support to stay socially connected	24%
Support managing disease prevention	19%
Support exploring housing options	17%
Support managing your finances	15%
Support getting around your home	14%
Other	11%
Don't know	15%



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



## While nearly half of seniors nationally say their community is currently helping with transportation, only 22 percent say the same for home maintenance

Which of the following needs, if any, does your community help meet for its older citizens?	60+ 2014 (N=507)
Support with transportation	48%
Support managing your nutrition and/or meals	41%
Support to stay socially connected	41%
Support with long-term care, which might include home care, assisted living, adult daycare, etc.	38%
Support managing your health and wellness	32%
Support managing disease prevention	26%
Support exploring housing options	25%
Support doing maintenance on your house	22%
Support getting around your home	21%
Support managing your finances	13%
Other	8%
Don't know	23%



# More than half of seniors say they have adequate access to transportation and quality health care; fewer say they have adequate access to affordable housing options

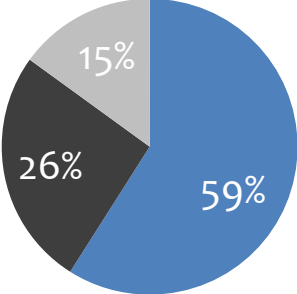
**Do you think your community provides seniors with adequate access to transportation?**

**Do you think your community provides seniors with adequate access to affordable housing options?**

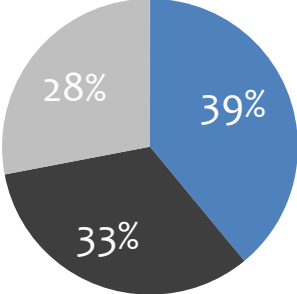
**Do you think your community provides seniors with adequate access to quality health care?**

**60+ 2014**

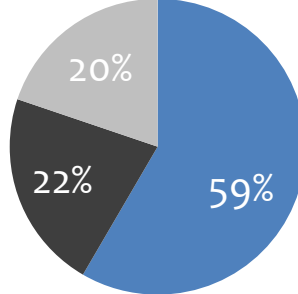
- Yes
- No
- Don't Know



**60+ 2014**

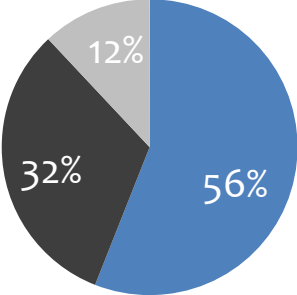


**60+ 2014**

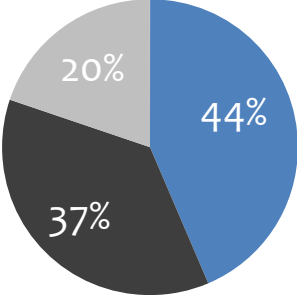


**18-59 2014**

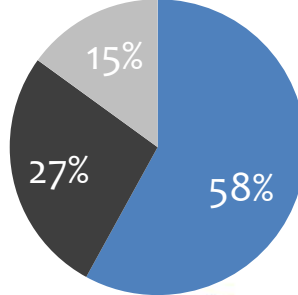
- Yes
- No
- Don't Know



**18-59 2014**



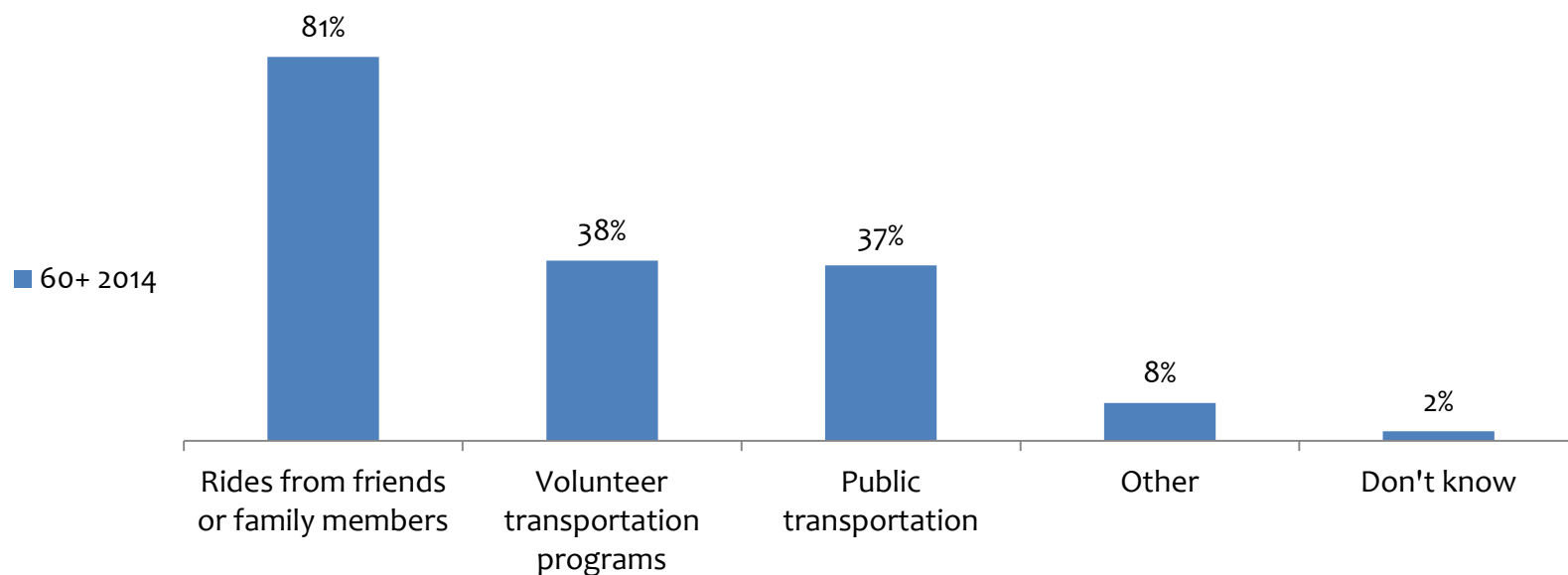
**18-59 2014**



Q82 (For 2014 60+, 18-59 2014). Do you think your community provides seniors with adequate access to transportation?  
 Q83 (For 2014 60+, 18-59 2014). Do you think your community provides seniors with adequate access to affordable housing options?  
 Q84 (For 2014 60+, 18-59 2014). Do you think your community provides seniors with adequate access to affordable quality health care?

## Most seniors say they would rely on friends and family for rides if they were no longer able to get around on their own

***If you are or were no longer able to drive, how would you get around? Please tell me all that apply.***



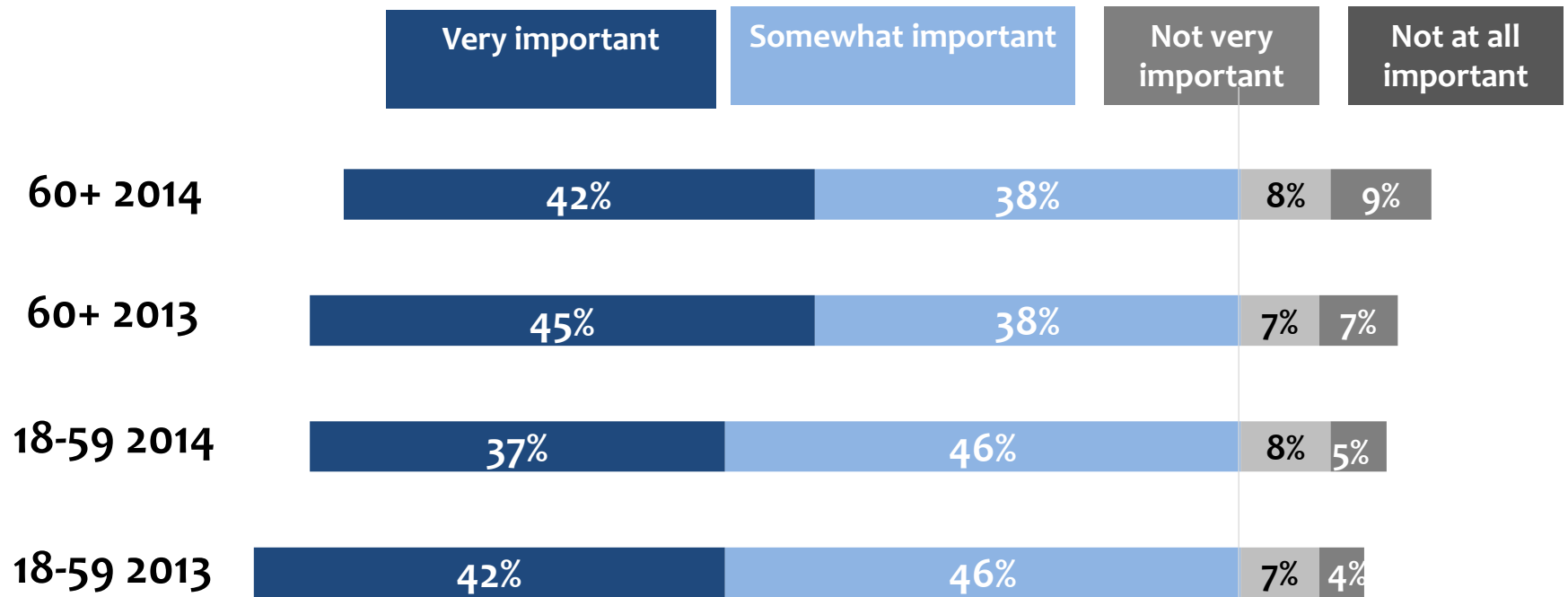
Q85 (For 2014 60+). If you are or were no longer able to drive, how would you get around? Please tell me all that apply.

# ROLE OF TECHNOLOGY



# Seniors continue to say that it is important to use technology

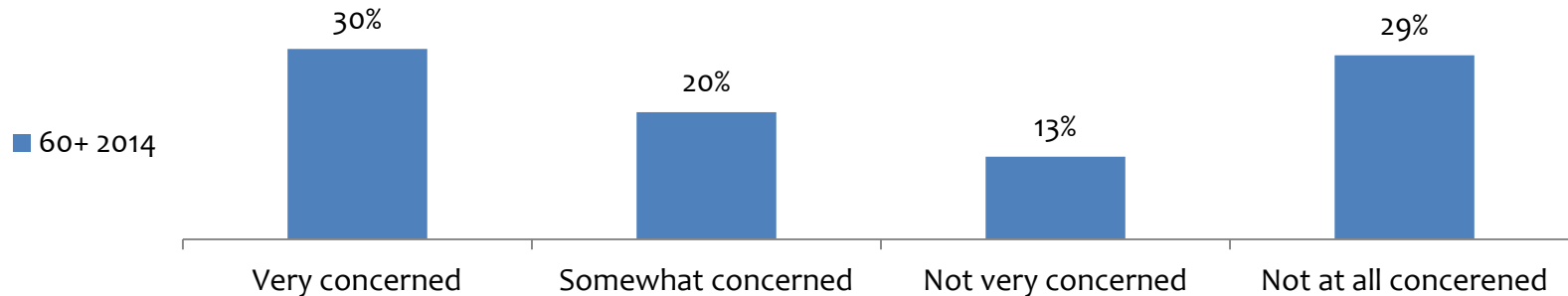
## How important is it that seniors use technology?



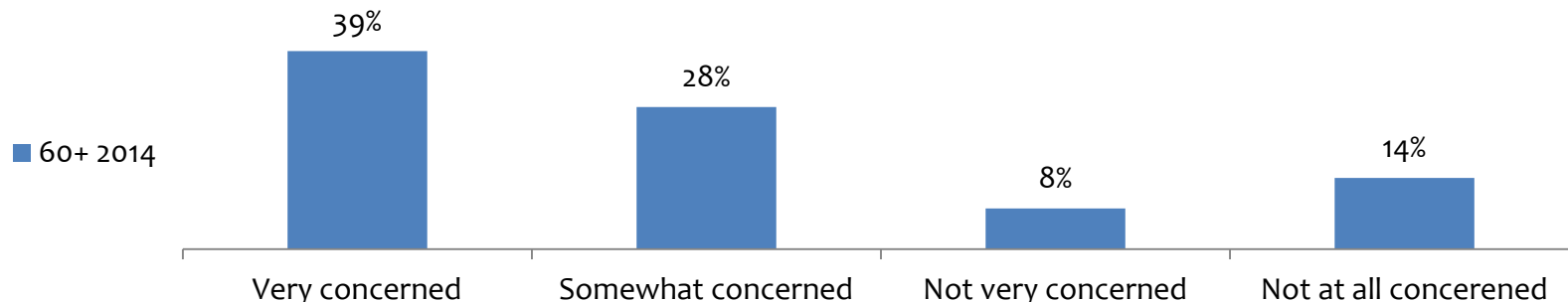
\*Not showing "don't know"  
 Q86 (For 2014 60+, 2014 18-59). How important is it that seniors use technology? Among All.  
 Q62 (For 2013 60+, 2013 18-59). How important is it that seniors use technology? Among All.

# But most seniors are concerned with online scams and having their information misused by companies

**How concerned are you about being taken advantage of through online scams?**



**How concerned are you about companies misusing the information you share with them online?**



\*Not showing "don't know"

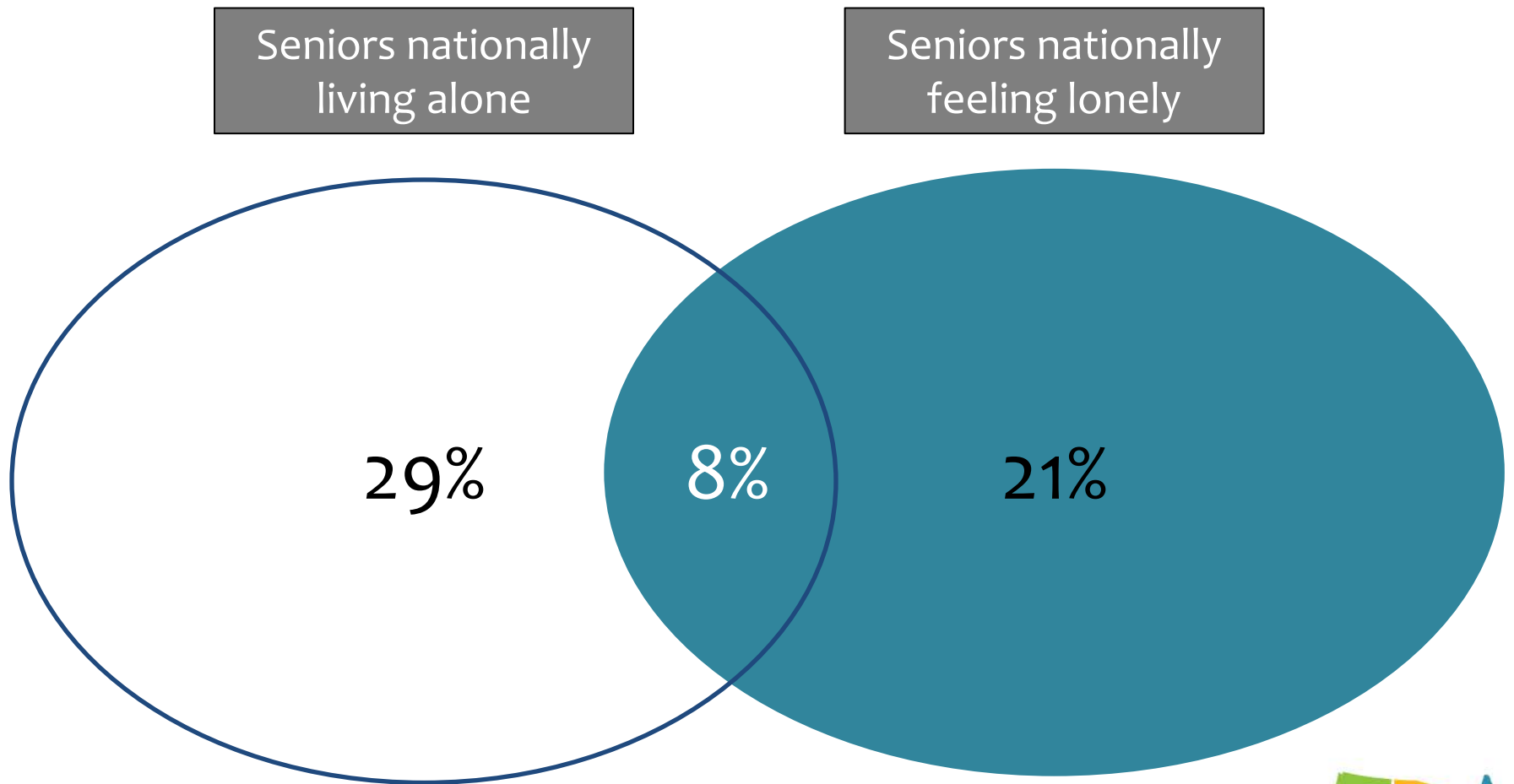
Q87 (For 2014 60+). How concerned are you about being taken advantage of through online scams?

Q88 (For 2014 60+). How concerned are you about companies misusing the information you share with them online?

# OVERSAMPLED COHORTS



Eight percent of seniors nationally are “socially isolated” – defined as living alone and experiencing feelings of loneliness

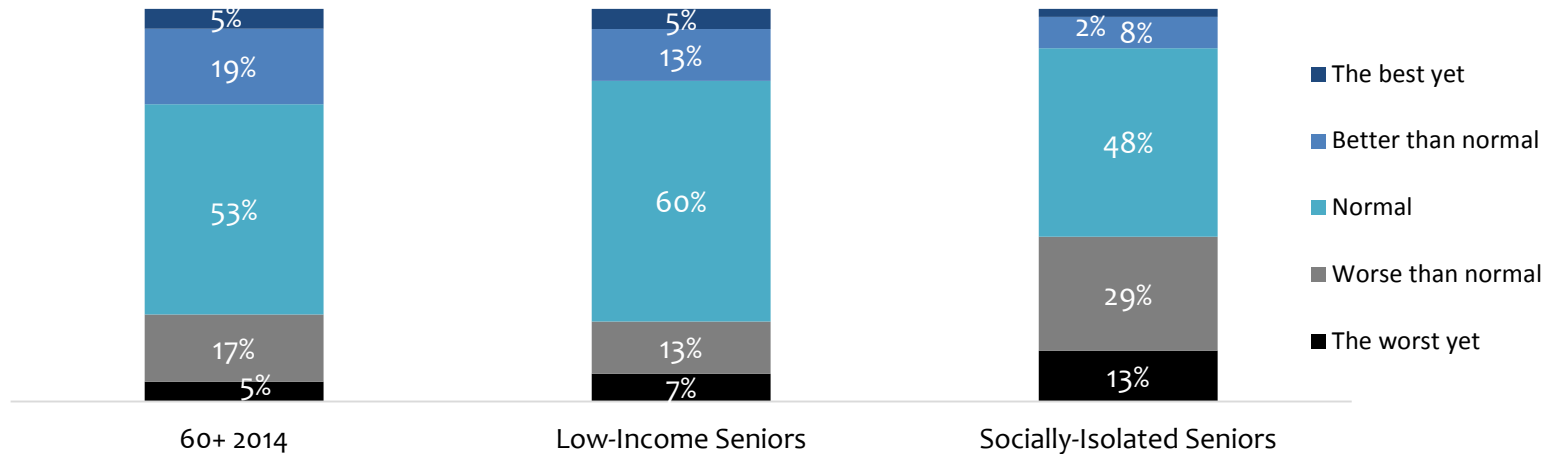


Q4 (For 2014 60+). Who else lives in your home with you? Among All.  
Q5 (For 2014 60+). How often do you feel lonely or isolated from others? Among All.

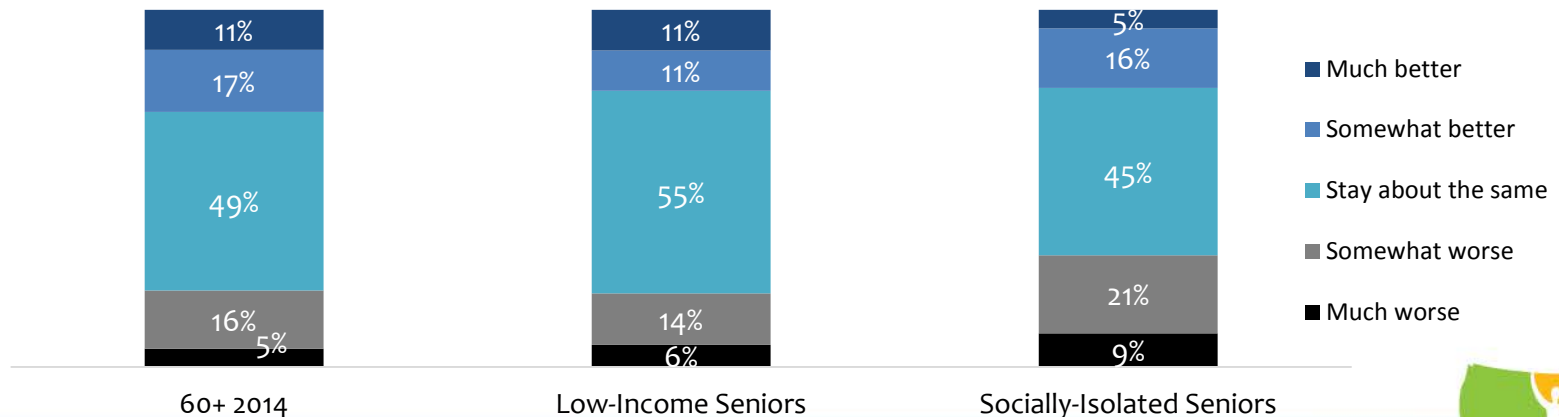


# Socially-isolated seniors are more likely to say the past year has been worse than normal and are less optimistic about their life getting better in the next decade

***In general, would you say the past year of your life has been...?***



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



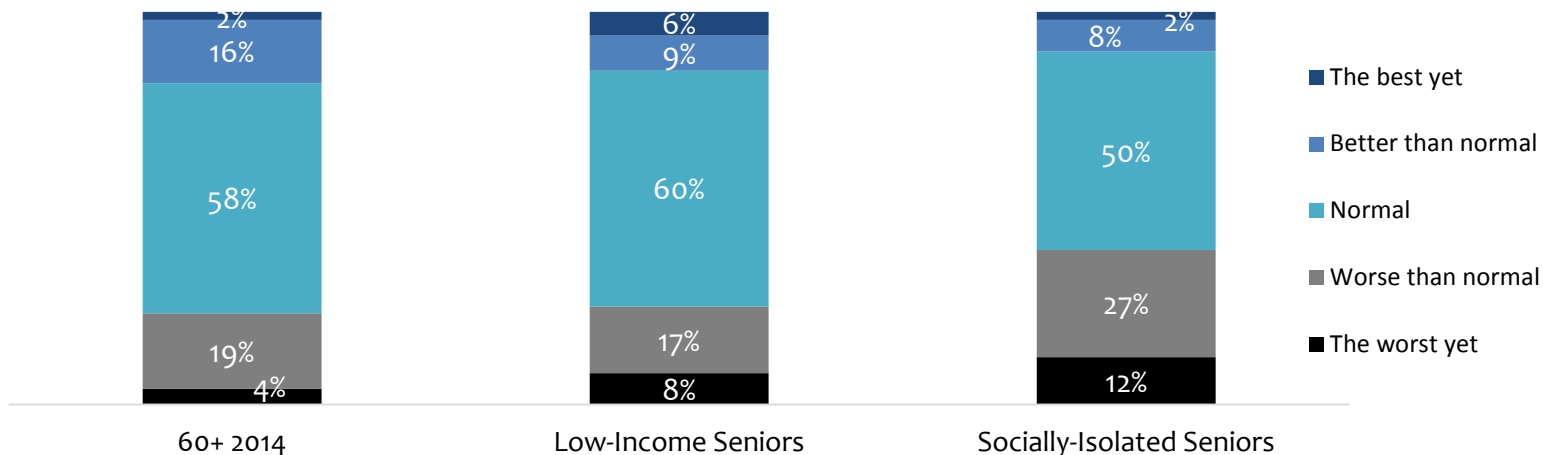
\*Not showing "don't know"

Q 6 (For 2014 60+), In general, would you say the past year of your life has been...? Among All.

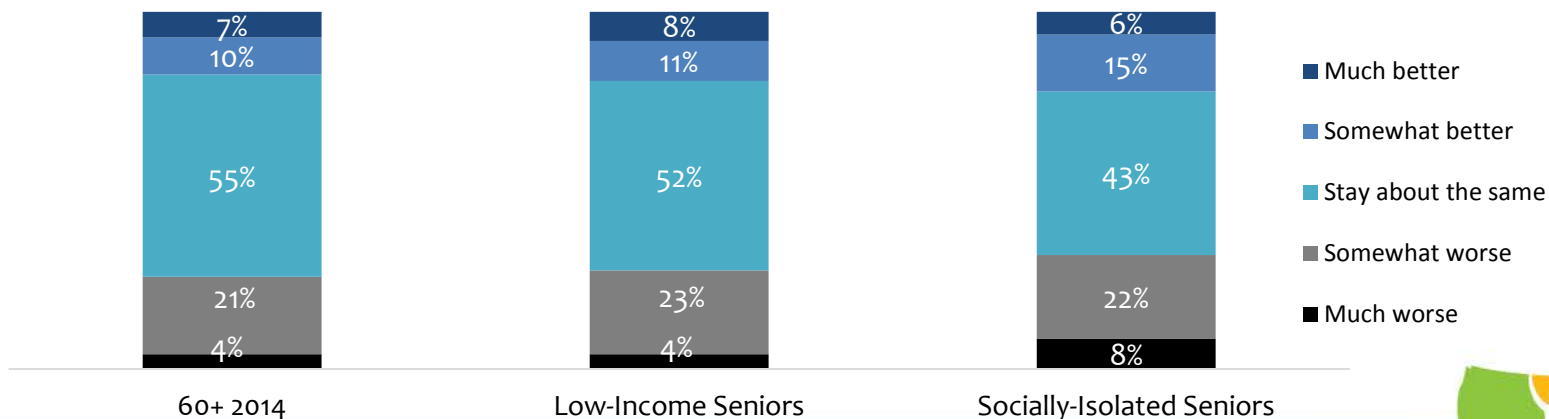
Q7 (For 2014 60+). When thinking about the next 5-10 years, do you expect your overall quality of life to get...? Among All.

While socially-isolated seniors are more likely to say their health in the past year has been worse than normal, they are more optimistic that their health will improve in the next decade compared with seniors nationally

**With regard to your health, would you say the past year of your life has been...?**



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



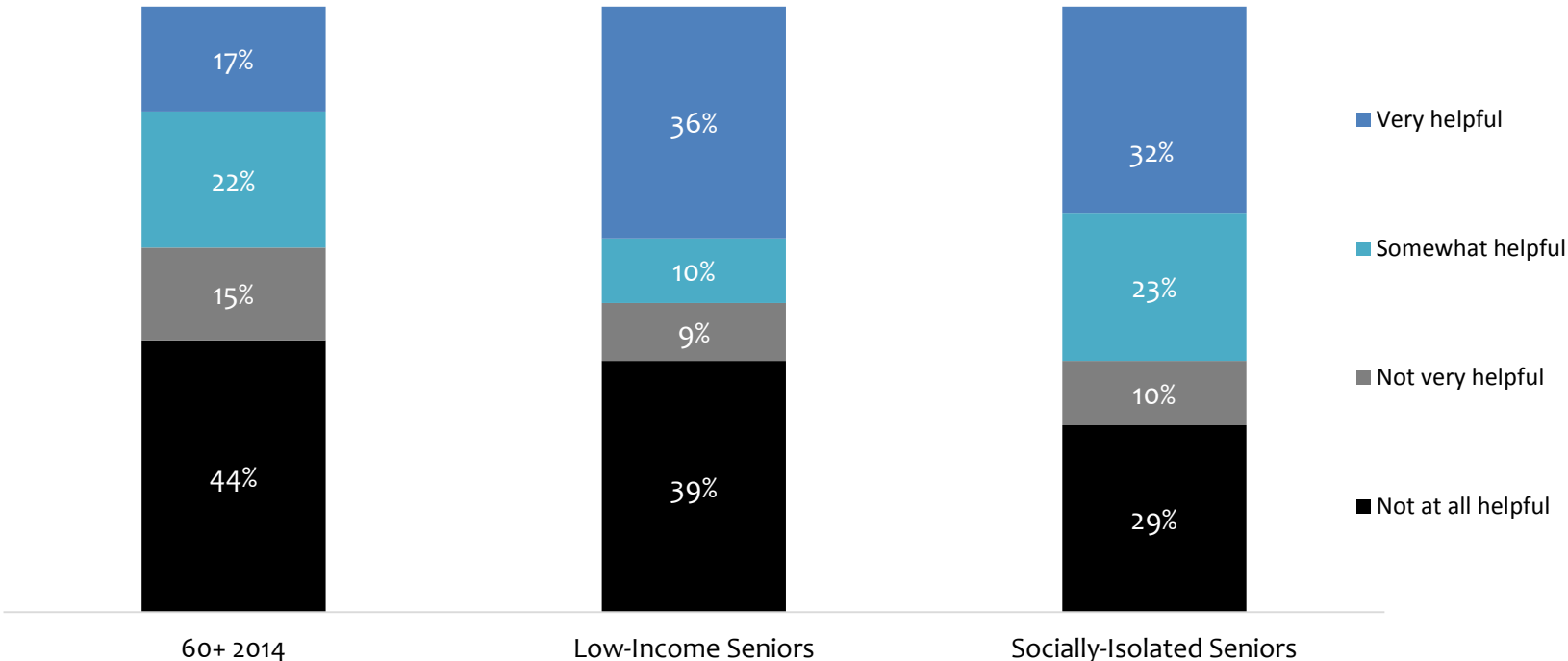
\*Not showing "don't know"

Q9 (For 2014 60+). With regard to your health, would you say the past year of your life has been...? Among All.

Q10 (For 2014 60+). When thinking about the next 5-10 years, do you expect your health...? Among All.

# Low-income and socially-isolated seniors find in-home visits more helpful compared with seniors nationally

**How helpful would it be to have a health care provider visit you in your home to better manage your health between annual visits, rather than going to the doctor's office?**

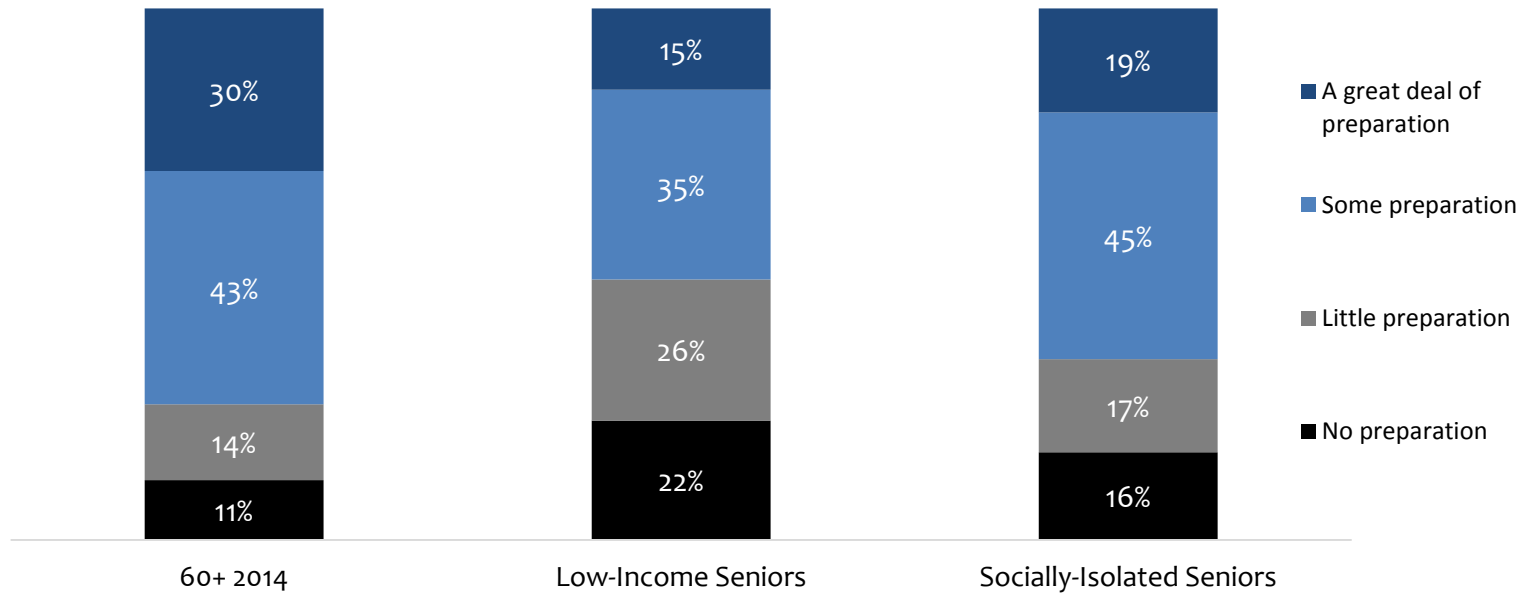


\*Not showing "don't know"

Q69 (For 2014 60+). How helpful would it be to have a health care provider visit you in your home to better manage your health between annual visits, rather than going to the doctor's office?

# Low-income and socially-isolated seniors say they have done less preparation for their senior years than seniors nationally

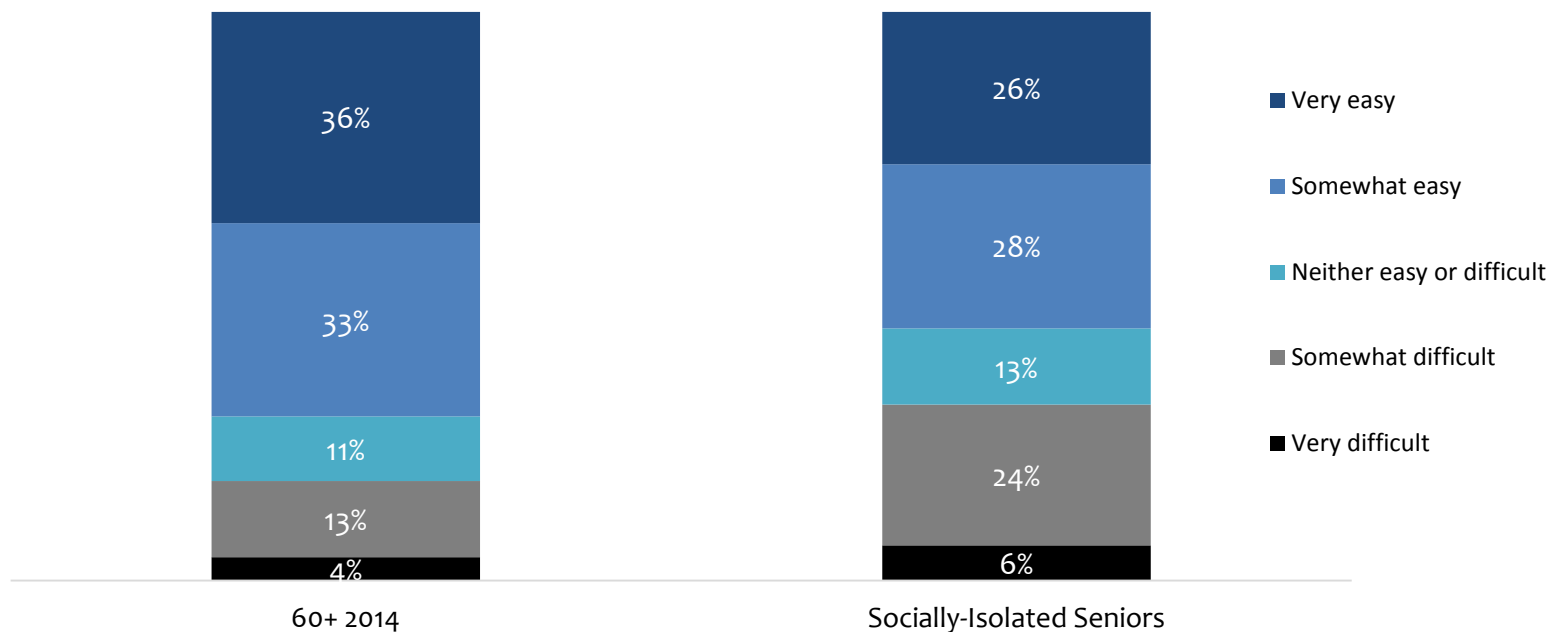
**How much preparation have you done for your senior years?**



\*Not showing “don’t know”  
Q12 (For 2014 60+). How much preparation have you done for your senior years? Among All.

# Socially-isolated seniors say they have greater difficulty paying monthly bills than seniors nationally

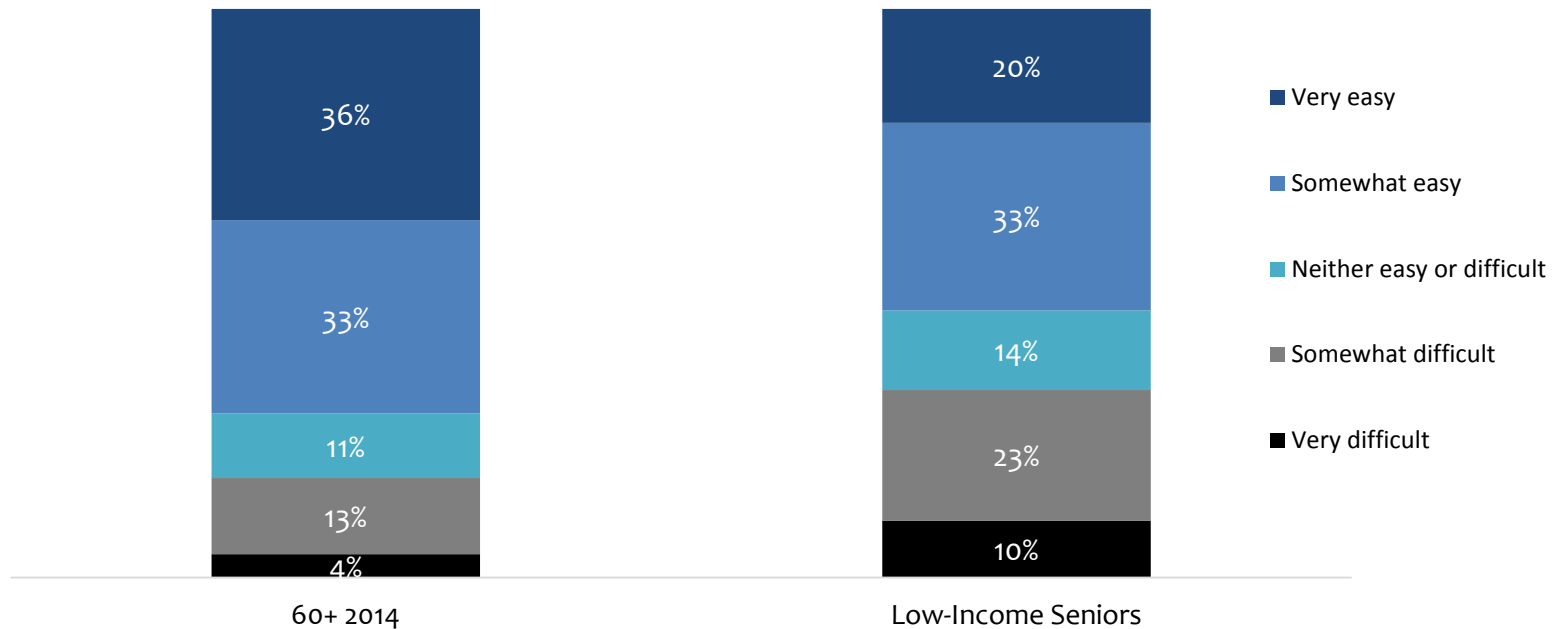
**In general, based on your current income and savings, how easy or difficult is it for you to pay your monthly living expenses? Is it...**



Q20 (For 2014 60+). In general, based on your current income and savings, how easy or difficult is it for you to pay your monthly living expenses? Is it... Among All

# Low-income seniors also say they have greater difficulty paying monthly bills than seniors nationally

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



Q20 (For 2014 60+). In general, based on your current income and savings, how easy or difficult is it for you to pay your monthly living expenses? Is it... Among All

## Socially-isolated seniors are more concerned about having enough savings, being able to remain in their home, and needing help from their community than seniors nationally

- **Low-income seniors are less concerned about being able to afford a licensed in-home caregiver or a nursing home than seniors nationally**

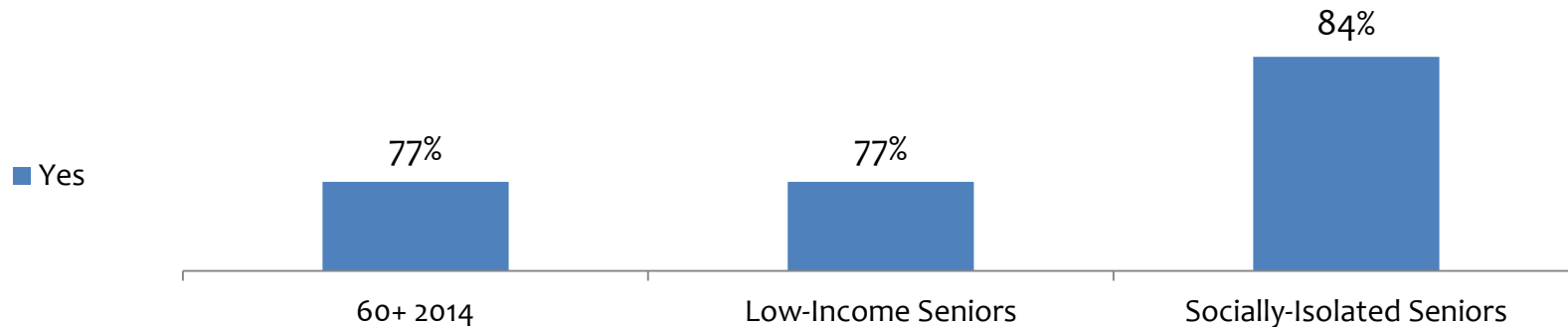
How concerned are you... (Showing very + somewhat concerned, ranked by 60+ 2014)	60+ 2014	Low-Income Seniors	Socially-Isolated Seniors
That your savings and income will be sufficient to last for the rest of your life	49%	53%	58%
That you could afford a licensed caregiver in your home or assisted living if needed	41%	32%	46%
That you could afford a nursing home if needed	39%	30%	44%
About being able to stay in your current home for as long as you'd like	29%	34%	52%
About needing help from community programs to assist with meals, transportation, and/or home care	26%	25%	36%
About needing financial support from family members as you age	19%	24%	25%
Being able to continue working as long as you would like	17%	14%	20%



## Despite feelings of loneliness, socially-isolated seniors are more likely to want to continue living in their current home for the rest of their lives than seniors nationally

- **Socially-isolated seniors are more likely to prefer living alone than with family members for their remaining years, compared with seniors nationally**

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



Would you prefer to live alone, or with family members for the remainder of your senior years? (Ranked by 60+ 2014)	60+ 2014	Low-Income Seniors	Socially-Isolated Seniors
Alone	53%	72%	87%
With family members	41%	23%	8%
Neither	3%	3%	2%



\*Not showing "don't know"

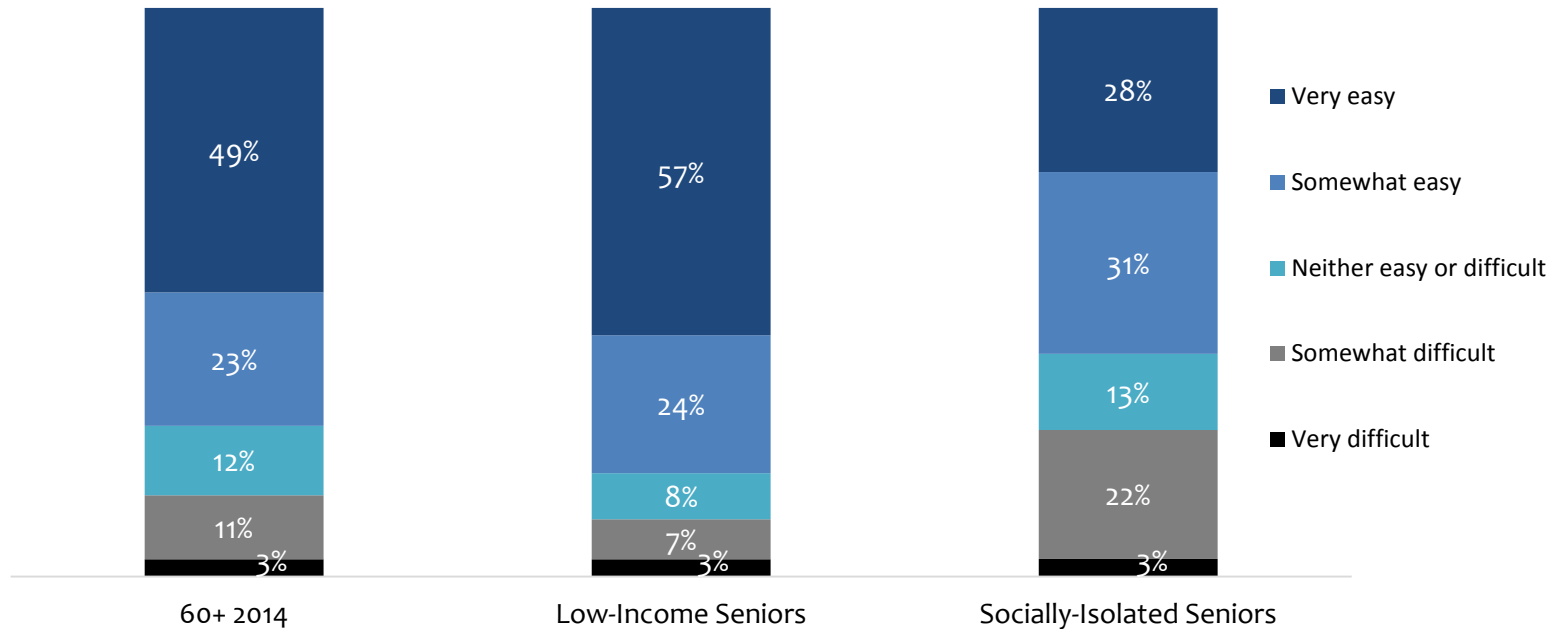
Q30 (For 2014 60+). Do you intend to continue living in your current home for the rest of your life?

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



# Yet, socially-isolated seniors are less likely to say it is easy to live alone than seniors nationally

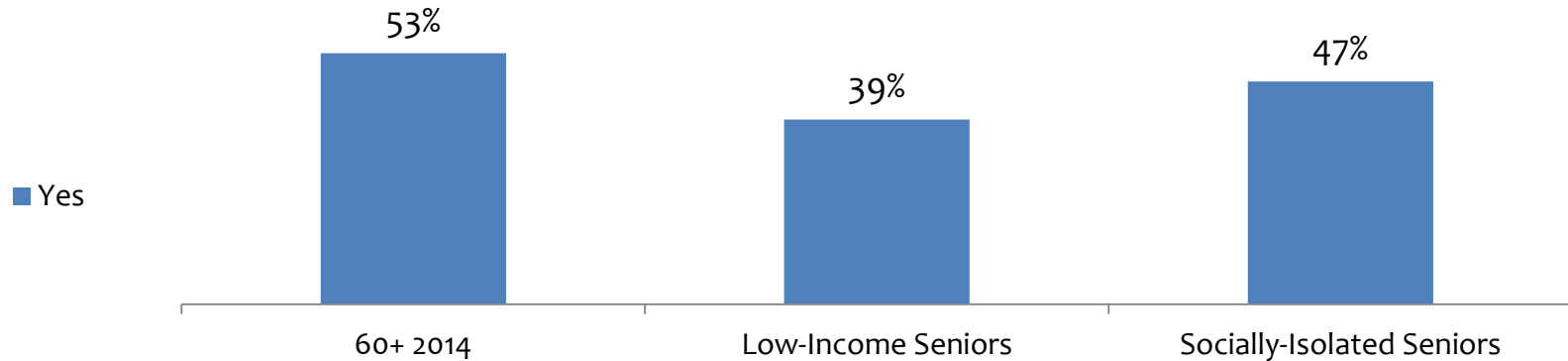
## IF LIVE ALONE: How easy or difficult is it to live alone?



\*Not showing "don't know"  
Q41 (For 2014 60+). IF LIVE ALONE: How easy or difficult is it to live alone?

# Low-income seniors are less likely to say they have set health goals in the past year than seniors nationally

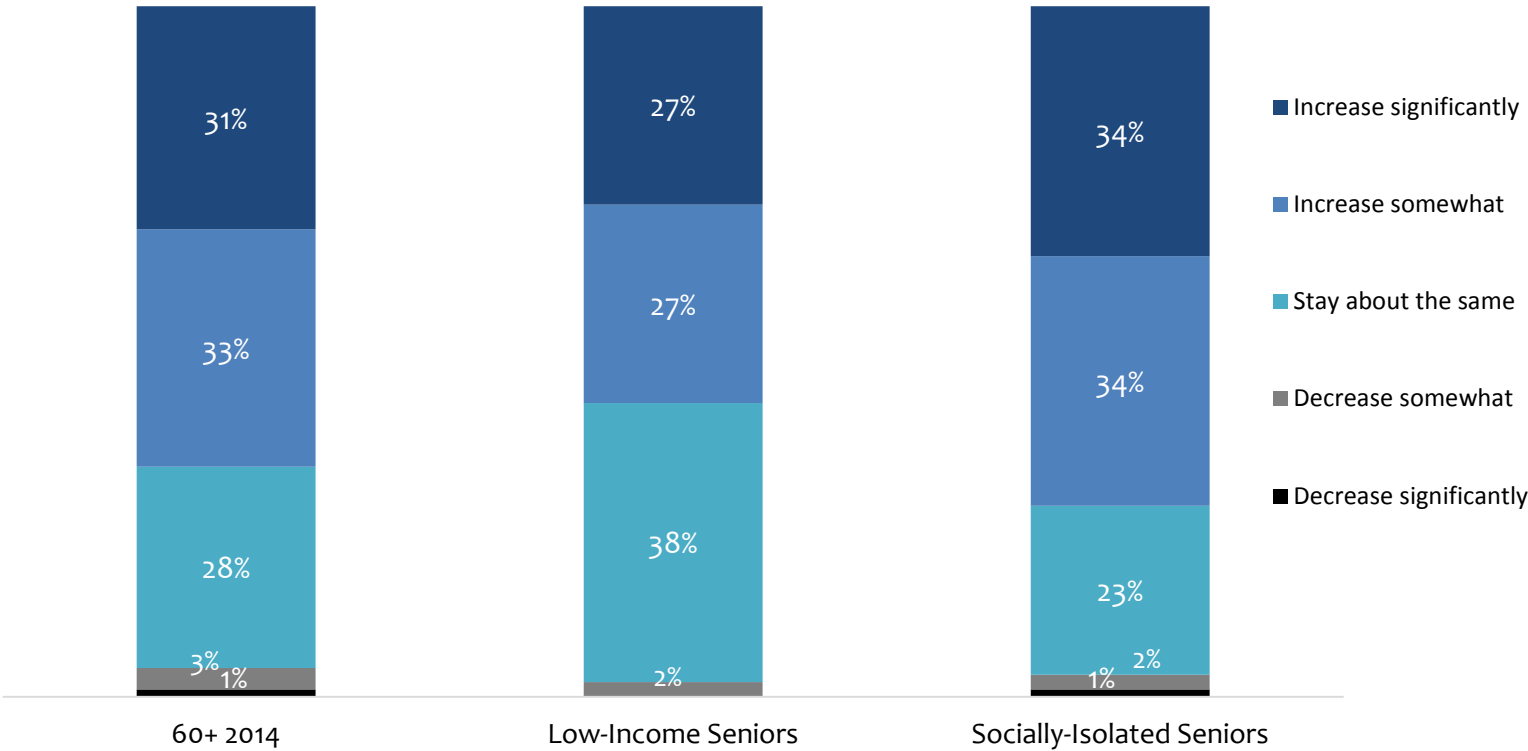
***In the past 12 months, did you set one or more specific goals to manage your health?***



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

# Low-income seniors are less likely to think health care costs will increase in the next decade than seniors nationally

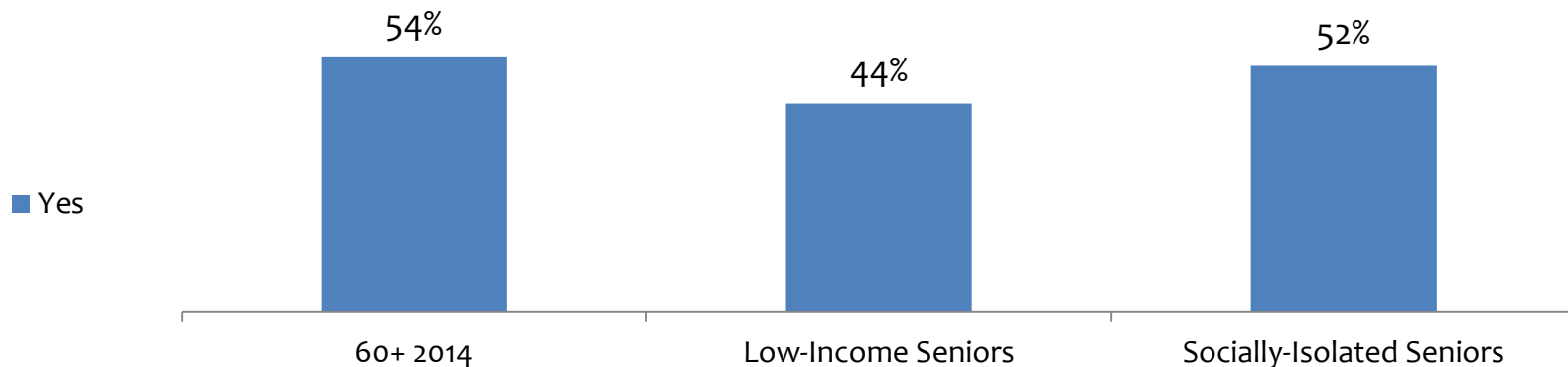
**When thinking about the next five to 10 years, do you expect your health care costs to increase significantly, increase somewhat, stay about the same, decrease somewhat, or decrease significantly?**



\*Not showing “don’t know”  
 Q61 (For 2014 60). When thinking about the next 5-10 years, do you expect your health care costs to...?

# Low-income seniors are not as convinced that their community is prepared for the needs of a growing senior population as seniors nationally

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



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

## Both low-income and socially-isolated seniors are more likely to say they will need help with transportation as they age than seniors nationally

What services do you anticipate needing as you age? Please tell me all that apply. (Ranked by 60+ 2014)	60+ 2014	Low-Income Seniors	Socially-Isolated Seniors
Support doing maintenance on your house	40%	29%	42%
Support with transportation	39%	53%	48%
Support with long-term care, which might include home care, assisted living, adult daycare, etc.	36%	40%	37%
Support managing your health and wellness	29%	34%	31%
Support managing your nutrition and/or meals	24%	22%	28%
Support to stay socially connected	24%	23%	32%
Support managing disease prevention	19%	21%	17%
Support exploring housing options	17%	14%	17%
Support managing your finances	15%	17%	16%
Support getting around your home	14%	25%	15%
Other	11%	14%	7%
Don't know	15%	11%	13%



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

## Socially-isolated seniors are less likely to say their community provides transportation support than seniors nationally

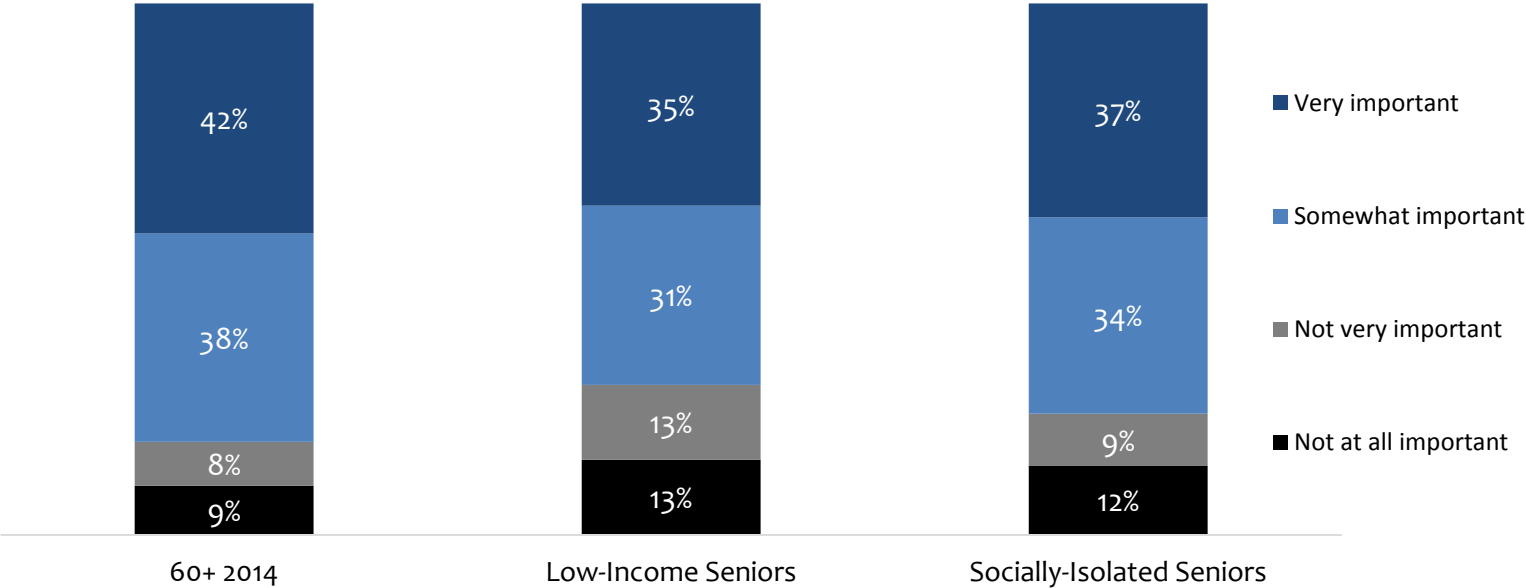
Which of the following needs, if any, does your community help meet for its older citizens? (Ranked by 60+ 2014)	60+ 2014	Low-Income Seniors	Socially-Isolated Seniors
Support with transportation	48%	50%	36%
Support managing your nutrition and/or meals	41%	43%	27%
Support to stay socially connected	41%	36%	31%
Support with long-term care, which might include home care, assisted living, adult daycare, etc.	38%	43%	30%
Support managing your health and wellness	32%	38%	20%
Support managing disease prevention	26%	33%	12%
Support exploring housing options	25%	32%	16%
Support doing maintenance on your house	22%	36%	14%
Support getting around your home	21%	28%	12%
Support managing your finances	13%	18%	8%
Other	8%	8%	18%
Don't know	23%	30%	25%



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

# Both low-income and socially-isolated seniors are less likely to say using technology is important compared with seniors nationally

## How important is it that seniors use technology?



\*Not showing “don’t know”  
Q86 (For 2014 60+). How important is it that seniors use technology? Among All.

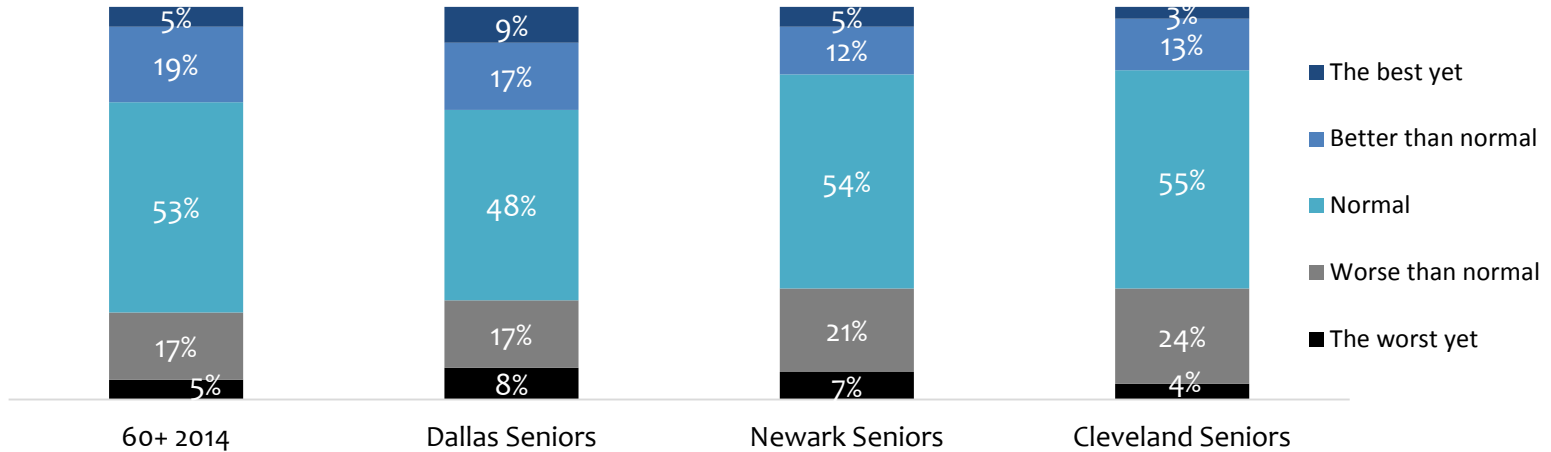
# OVERSAMPLED REGIONS



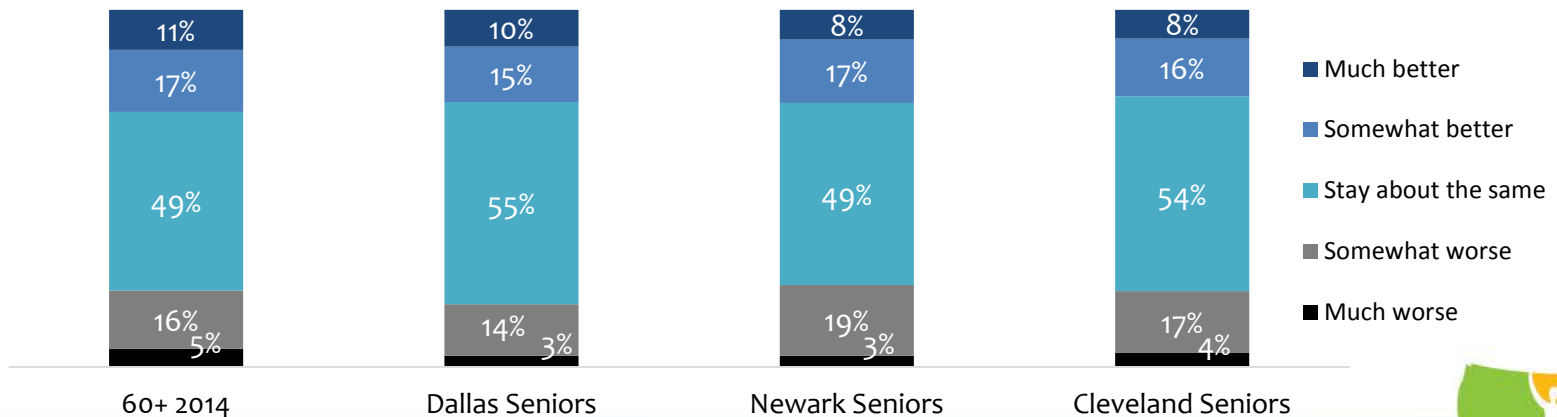


# Seniors living in Newark and Cleveland are less likely to say the past year has been better than normal but are nearly as optimistic for the future as seniors nationally

***In general, would you say the past year of your life has been...?***



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



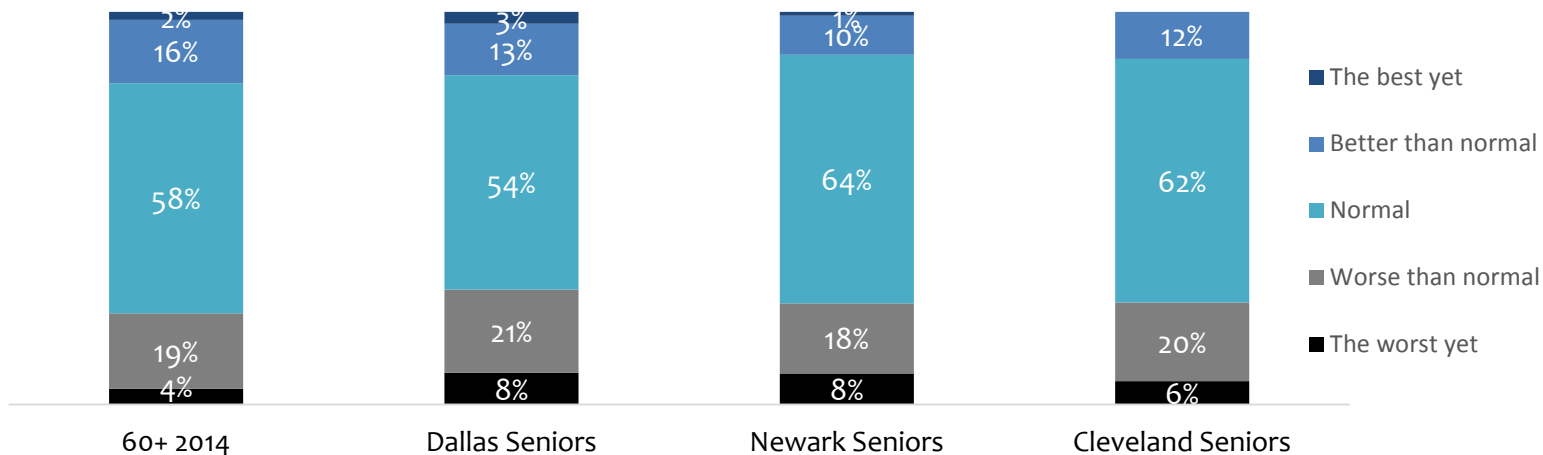
\*Not showing “don’t know”

Q6 (For 2014 60+), In general, would you say the past year of your life has been...? Among All.

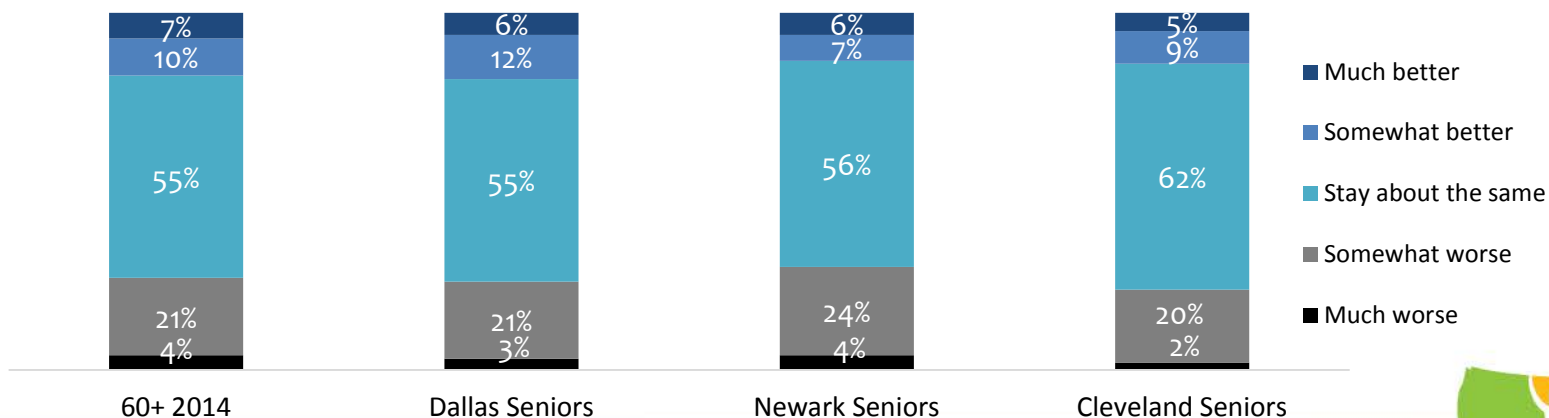
Q7 (For 2014 60+). When thinking about the next 5-10 years, do you expect your overall quality of life to get...? Among All.

# Seniors in Newark and Cleveland are less likely to say their health has been better than normal in the past year, but they are nearly as optimistic about their future health as seniors nationally

**With regard to your health, would you say the past year of your life has been...?**



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



\*Not showing "don't know"

Q9 (For 2014 60+). With regard to your health, would you say the past year of your life has been... Among All.

Q10 (For 2014 60+). When thinking about the next 5-10 years, do you expect your health to get...? Among All.

# Dallas seniors are less concerned about having enough savings and income and needing help from their community than seniors nationally

How concerned are you..... (Showing very + somewhat concerned, ranked by 60+ 2-14)	60+ 2014	Dallas Seniors	Newark Seniors	Cleveland Seniors
That your savings and income will be sufficient to last for the rest of your life	49%	37%	47%	45%
That you could afford a licensed caregiver in your home or assisted living if needed	41%	31%	40%	36%
That you could afford a nursing home if needed	39%	37%	33%	38%
About being able to stay in your current home for as long as you'd like	29%	29%	35%	36%
About needing help from community programs to assist with meals, transportation, and/or home care	26%	17%	23%	22%
About needing financial support from family members as you age	19%	16%	19%	13%
Being able to continue working as long as you would like	17%	11%	15%	14%

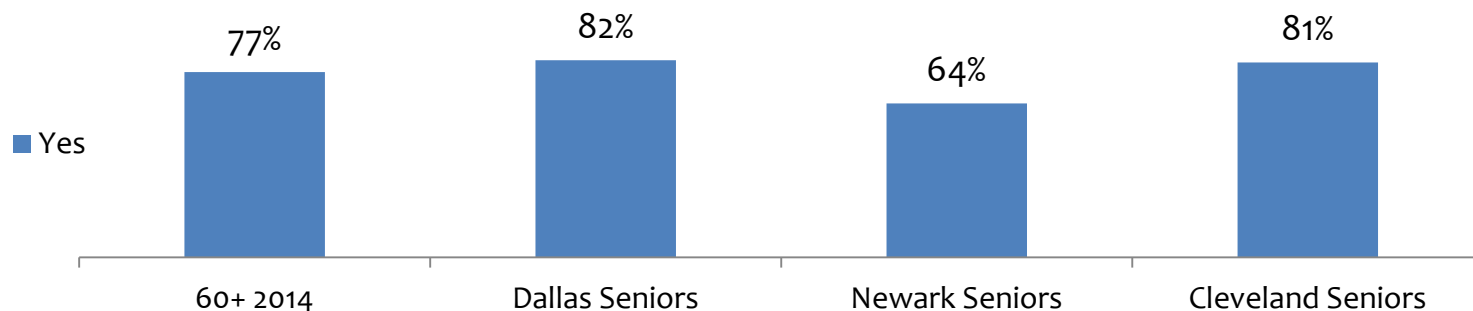


Q21MA (For 2014 60+). How concerned are you... [INSERT FROM SERIES]? Are you...?

## Newark seniors are less likely to say they intend to continue living in their current home than seniors nationally

- Dallas and Cleveland seniors are more likely to intend on continuing to live in their home than seniors nationally
- Seniors in all three oversampled markets are more likely to prefer to live alone than seniors nationally

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



Would you prefer to live alone, or with family members for the remainder of your senior years? (Ranked by 60+ 2014)	60+ 2014	Dallas Seniors	Newark Seniors	Cleveland Seniors
Alone	53%	68%	59%	62%
With family members	41%	29%	34%	30%
Neither	3%	1%	4%	3%



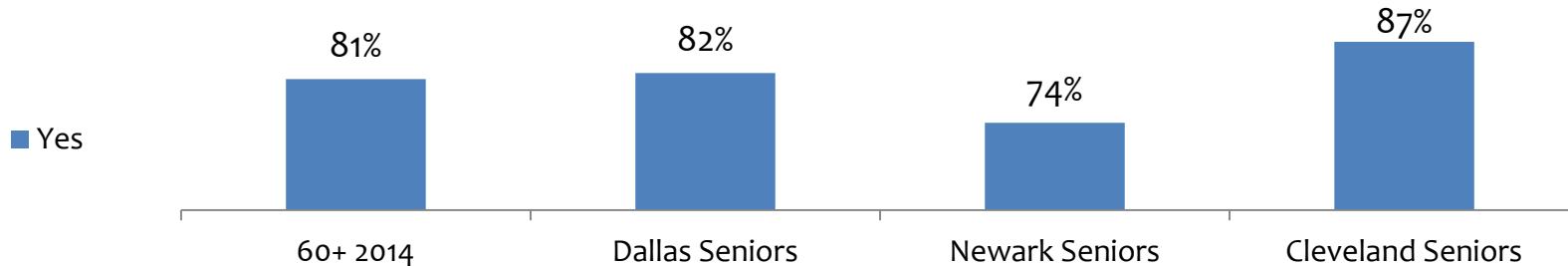
\*Not showing "don't know"

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

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

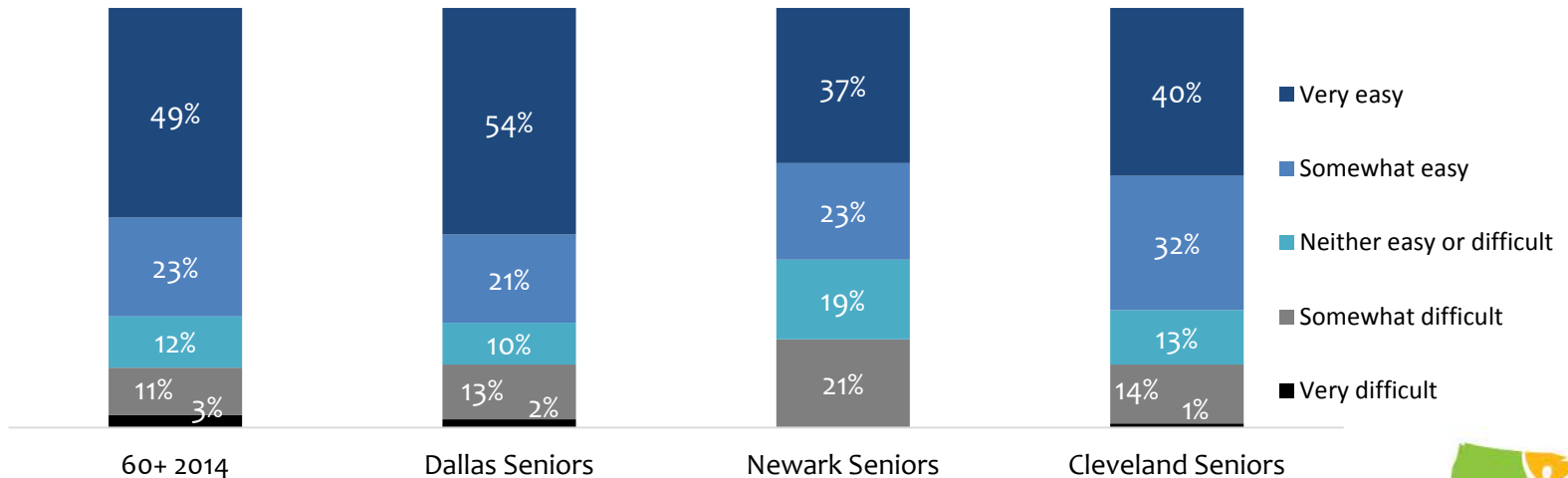
# Seniors living alone in Newark are less likely to expect to live alone for the rest of their life than seniors nationally

## IF LIVING ALONE: Do you expect to live alone for the rest of your life?



- Newark seniors living alone find it more difficult to live alone than seniors nationally living alone

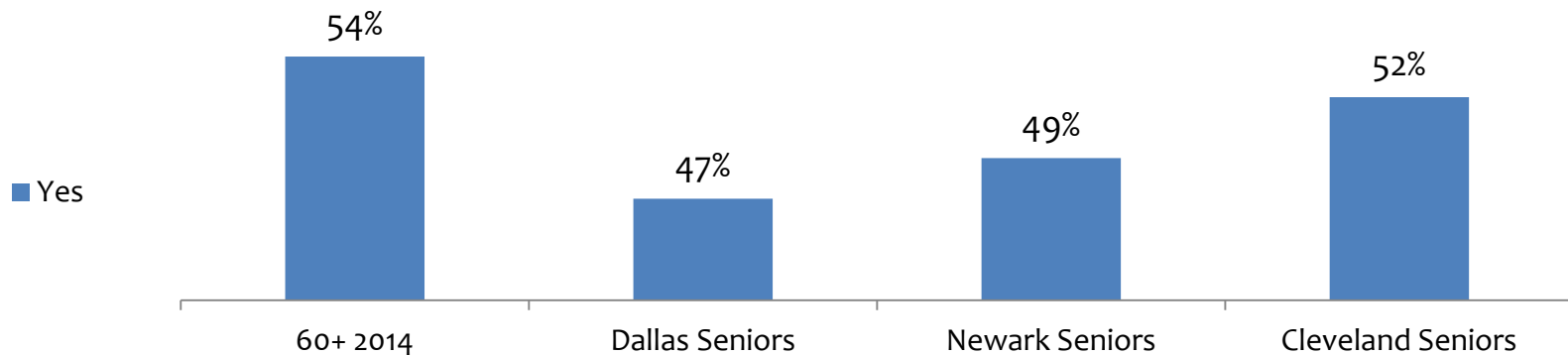
## IF LIVE ALONE: How easy or difficult is it to live alone?



Q40 (For 2014 60+). IF LIVE ALONE: Do you expect to live alone for the rest of your life?  
 Q41 (For 2014 60+). IF LIVE ALONE: How easy or difficult is it to live alone

## Seniors living in Dallas are less likely to say their communities are prepared for the needs of a growing senior population than seniors nationally

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



Q79 (For 2014 60+ and 2014 18-59). Do you feel your community – meaning the city/town you live in – is doing enough to prepare for the needs of a growing senior population? Among All.

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